



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

July 2012 to June 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

July 2012 - June 2013

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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 2012 - June 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
AB	1475	1391	602	303	938	441	497	1375
%V	29.0%	29.5%	30.1%	34.2%	29.3%	32.6%	26.8%	34.4%
%H (All HH)		94.3%	40.8%	20.5%	63.6%	29.9%	33.7%	93.2%
%H (TV HH)			43.3%	21.8%	67.4%	31.7%	35.7%	
C1	1512	1379	587	272	948	425	524	1263
%V	29.7%	29.3%	29.4%	30.7%	29.6%	31.4%	28.3%	31.6%
%H (All HH)		91.2%	38.8%	18.0%	62.7%	28.1%	34.7%	83.5%
%H (TV HH)			42.6%	19.7%	68.7%	30.8%	38.0%	
C2	818	777	365	141	532	250	282	631
%V	16.1%	16.5%	18.3%	15.9%	16.6%	18.5%	15.2%	15.8%
%H (All HH)		95.0%	44.6%	17.2%	65.0%	30.6%	34.5%	77.1%
%H (TV HH)			47.0%	18.1%	68.5%	32.2%	36.3%	
D	676	614	274	96	387	142	246	468
%V	13.3%	13.0%	13.7%	10.8%	12.1%	10.5%	13.3%	11.7%
%H (All HH)		90.8%	40.5%	14.2%	57.2%	21.0%	36.4%	69.2%
%H (TV HH)			44.6%	15.6%	63.0%	23.1%	40.1%	
E	601	553	173	74	400	95	305	254
%V	11.8%	11.7%	8.7%	8.4%	12.5%	7.0%	16.5%	6.4%
%H (All HH)		92.0%	28.8%	12.3%	66.6%	15.8%	50.7%	42.3%
%H (TV HH)			31.3%	13.4%	72.3%	17.2%	55.2%	

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 2012 - June 2013
BBC London
Household level data
Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Under 25	229	176	71	31	107	38	69	182
%V	4.5%	3.7%	3.6%	3.5%	3.3%	2.8%	3.7%	4.6%
%H (All HH)		76.9%	31.0%	13.5%	46.7%	16.6%	30.1%	79.5%
%H (TV HH)			40.3%	17.6%	60.8%	21.6%	39.2%	
25 - 34	1025	893	432	178	511	229	282	921
%V	20.2%	18.9%	21.6%	20.1%	15.9%	16.9%	15.2%	23.1%
%H (All HH)		87.1%	42.1%	17.4%	49.9%	22.3%	27.5%	89.9%
%H (TV HH)			48.4%	19.9%	57.2%	25.6%	31.6%	
35 - 44	1052	980	478	209	604	303	301	958
%V	20.7%	20.8%	23.9%	23.6%	18.8%	22.4%	16.2%	24.0%
%H (All HH)		93.2%	45.4%	19.9%	57.4%	28.8%	28.6%	91.1%
%H (TV HH)			48.8%	21.3%	61.6%	30.9%	30.7%	
45 - 54	975	925	431	209	616	318	298	855
%V	19.2%	19.6%	21.6%	23.6%	19.2%	23.5%	16.1%	21.4%
%H (All HH)		94.9%	44.2%	21.4%	63.2%	32.6%	30.6%	87.7%
%H (TV HH)			46.6%	22.6%	66.6%	34.4%	32.2%	
55 - 64	713	689	305	119	512	240	271	571
%V	14.0%	14.6%	15.3%	13.4%	16.0%	17.7%	14.6%	14.3%
%H (All HH)		96.6%	42.8%	16.7%	71.8%	33.7%	38.0%	80.1%
%H (TV HH)			44.3%	17.3%	74.3%	34.8%	39.3%	
65 +	1090	1052	283	138	857	225	632	506
%V	21.4%	22.3%	14.2%	15.6%	26.7%	16.6%	34.1%	12.7%
%H (All HH)		96.5%	26.0%	12.7%	78.6%	20.6%	58.0%	46.4%
%H (TV HH)			26.9%	13.1%	81.5%	21.4%	60.1%	

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 2012 - June 2013
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
1	1562	1382	368	184	1050	224	826	851
%V	30.7%	29.3%	18.4%	20.8%	32.8%	16.6%	44.6%	21.3%
%H (All HH)		88.5%	23.6%	11.8%	67.2%	14.3%	52.9%	54.5%
%H (TV HH)			26.6%	13.3%	76.0%	16.2%	59.8%	
2	1461	1375	591	261	945	424	521	1218
%V	28.7%	29.2%	29.6%	29.5%	29.5%	31.3%	28.1%	30.5%
%H (All HH)		94.1%	40.5%	17.9%	64.7%	29.0%	35.7%	83.4%
%H (TV HH)			43.0%	19.0%	68.7%	30.8%	37.9%	
3	855	815	407	180	523	288	235	790
%V	16.8%	17.3%	20.4%	20.3%	16.3%	21.3%	12.7%	19.8%
%H (All HH)		95.3%	47.6%	21.1%	61.2%	33.7%	27.5%	92.4%
%H (TV HH)			49.9%	22.1%	64.2%	35.3%	28.8%	
4	784	746	396	167	470	277	193	739
%V	15.4%	15.8%	19.8%	18.8%	14.7%	20.5%	10.4%	18.5%
%H (All HH)		95.2%	50.5%	21.3%	59.9%	35.3%	24.6%	94.3%
%H (TV HH)			53.1%	22.4%	63.0%	37.1%	25.9%	
5+	421	396	238	93	218	140	78	394
%V	8.3%	8.4%	11.9%	10.5%	6.8%	10.3%	4.2%	9.9%
%H (All HH)		94.1%	56.5%	22.1%	51.8%	33.3%	18.5%	93.6%
%H (TV HH)			60.1%	23.5%	55.1%	35.4%	19.7%	
Average HH size	2.45	2.48	2.83	2.73	2.36	2.81	2.03	2.69

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 2012 - June 2013
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Without	3660	3346	1266	588	2395	897	1498	2683
%V	72.0%	71.0%	63.3%	66.4%	74.7%	66.3%	80.8%	67.2%
%H (All HH)		91.4%	34.6%	16.1%	65.4%	24.5%	40.9%	73.3%
%H (TV HH)			37.8%	17.6%	71.6%	26.8%	44.8%	
With	1422	1369	734	298	811	455	356	1309
%V	28.0%	29.0%	36.7%	33.6%	25.3%	33.6%	19.2%	32.8%
%H (All HH)		96.3%	51.6%	21.0%	57.0%	32.0%	25.0%	92.1%
%H (TV HH)			53.6%	21.8%	59.2%	33.2%	26.0%	
0 - 3	591	557	304	112	317	171	146	532
%V	11.6%	11.8%	15.2%	12.6%	9.9%	12.6%	7.9%	13.3%
%H (All HH)		94.2%	51.4%	19.0%	53.6%	28.9%	24.7%	90.0%
%H (TV HH)			54.6%	20.1%	56.9%	30.7%	26.2%	
4 - 9	715	689	385	138	398	225	174	651
%V	14.1%	14.6%	19.3%	15.6%	12.4%	16.6%	9.4%	16.3%
%H (All HH)		96.4%	53.8%	19.3%	55.7%	31.5%	24.3%	91.0%
%H (TV HH)			55.9%	20.0%	57.8%	32.7%	25.3%	
10 - 15	608	591	326	141	357	220	137	567
%V	12.0%	12.5%	16.3%	15.9%	11.1%	16.3%	7.4%	14.2%
%H (All HH)		97.2%	53.6%	23.2%	58.7%	36.2%	22.5%	93.3%
%H (TV HH)			55.2%	23.9%	60.4%	37.2%	23.2%	

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 2012 - June 2013
BBC London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
1	2290	2290	817	358	1407	309	1098	1658
%V	45.1%	48.6%	40.9%	40.4%	43.9%	22.8%	59.2%	41.5%
%H (All HH)		100.0%	35.7%	15.6%	61.4%	13.5%	47.9%	72.4%
%H (TV HH)			35.7%	15.6%	61.4%	13.5%	47.9%	
2	1472	1472	665	296	1037	513	524	1184
%V	29.0%	31.2%	33.3%	33.4%	32.3%	37.9%	28.3%	29.7%
%H (All HH)		100.0%	45.2%	20.1%	70.4%	34.9%	35.6%	80.4%
%H (TV HH)			45.2%	20.1%	70.4%	34.9%	35.6%	
3	619	619	322	148	490	325	165	564
%V	12.2%	13.1%	16.1%	16.7%	15.3%	24.0%	8.9%	14.1%
%H (All HH)		100.0%	52.0%	23.9%	79.2%	52.5%	26.7%	91.1%
%H (TV HH)			52.0%	23.9%	79.2%	52.5%	26.7%	
4	217	217	121	56	173	127	46	206
%V	4.3%	4.6%	6.1%	6.3%	5.4%	9.4%	2.5%	5.2%
%H (All HH)		100.0%	55.8%	25.8%	79.7%	58.5%	21.2%	94.9%
%H (TV HH)			55.8%	25.8%	79.7%	58.5%	21.2%	
5+	117	117	74	28	98	79	19	116
%V	2.3%	2.5%	3.7%	3.2%	3.1%	5.8%	1.0%	2.9%
%H (All HH)		100.0%	63.2%	23.9%	83.8%	67.5%	16.2%	99.1%
%H (TV HH)			63.2%	23.9%	83.8%	67.5%	16.2%	

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 2012 - June 2013
BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Under 20"	995	995	390	186	844	415	429	790
%V	19.6%	21.1%	19.5%	21.0%	26.3%	30.7%	23.1%	19.8%
%H (All HH)		100.0%	39.2%	18.7%	84.8%	41.7%	43.1%	79.4%
%H (TV HH)			39.2%	18.7%	84.8%	41.7%	43.1%	
20" - 29"	1690	1690	642	336	1307	572	735	1277
%V	33.2%	35.9%	32.1%	37.9%	40.8%	42.3%	39.6%	32.0%
%H (All HH)		100.0%	38.0%	19.9%	77.3%	33.8%	43.5%	75.6%
%H (TV HH)			38.0%	19.9%	77.3%	33.8%	43.5%	
30" - 39"	2199	2199	974	423	1552	722	830	1783
%V	43.3%	46.6%	48.7%	47.7%	48.4%	53.4%	44.8%	44.7%
%H (All HH)		100.0%	44.3%	19.2%	70.6%	32.8%	37.7%	81.1%
%H (TV HH)			44.3%	19.2%	70.6%	32.8%	37.7%	
40" and over	1928	1928	1076	418	1200	733	467	1730
%V	37.9%	40.9%	53.8%	47.2%	37.4%	54.2%	25.2%	43.3%
%H (All HH)		100.0%	55.8%	21.7%	62.2%	38.0%	24.2%	89.7%
%H (TV HH)			55.8%	21.7%	62.2%	38.0%	24.2%	

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 2012 - June 2013

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Main living room	4593	4593	1974	873	3133	1336	1797	3638
%V	90.4%	97.4%	98.7%	98.5%	97.7%	98.7%	96.9%	91.1%
%H (All HH)		100.0%	43.0%	19.0%	68.2%	29.1%	39.1%	79.2%
%H (TV HH)			43.0%	19.0%	68.2%	29.1%	39.1%	
Kitchen	475	475	224	97	406	241	165	418
%V	9.3%	10.1%	11.2%	10.9%	12.7%	17.8%	8.9%	10.5%
%H (All HH)		100.0%	47.2%	20.4%	85.5%	50.7%	34.7%	88.0%
%H (TV HH)			47.2%	20.4%	85.5%	50.7%	34.7%	
Adult's bedroom	1768	1768	858	399	1358	813	544	1502
%V	34.8%	37.5%	42.9%	45.0%	42.4%	60.1%	29.3%	37.6%
%H (All HH)		100.0%	48.5%	22.6%	76.8%	46.0%	30.8%	85.0%
%H (TV HH)			48.5%	22.6%	76.8%	46.0%	30.8%	
Child's bedroom	227	227	129	60	180	135	45	214
%V	4.5%	4.8%	6.5%	6.8%	5.6%	10.0%	2.4%	5.4%
%H (All HH)		100.0%	56.8%	26.4%	79.3%	59.5%	19.8%	94.3%
%H (TV HH)			56.8%	26.4%	79.3%	59.5%	19.8%	
Other bedroom	195	195	112	40	157	108	49	176
%V	3.8%	4.1%	5.6%	4.5%	4.9%	8.0%	2.6%	4.4%
%H (All HH)		100.0%	57.4%	20.5%	80.5%	55.4%	25.1%	90.3%
%H (TV HH)			57.4%	20.5%	80.5%	55.4%	25.1%	
Second living/dining room	314	314	155	62	247	144	103	271
%V	6.2%	6.7%	7.8%	7.0%	7.7%	10.6%	5.6%	6.8%
%H (All HH)		100.0%	49.4%	19.7%	78.7%	45.9%	32.8%	86.3%
%H (TV HH)			49.4%	19.7%	78.7%	45.9%	32.8%	
Study/office	69	69	37	13	56	36	19	67
%V	1.4%	1.5%	1.9%	1.5%	1.7%	2.7%	1.0%	1.7%
%H (All HH)		100.0%	53.6%	18.8%	81.2%	52.2%	27.5%	97.1%
%H (TV HH)			53.6%	18.8%	81.2%	52.2%	27.5%	
TV room	40	40	24	7	28	19	9	38
%V	0.8%	0.8%	1.2%	0.8%	0.9%	1.4%	0.5%	1.0%
%H (All HH)		100.0%	60.0%	17.5%	70.0%	47.5%	22.5%	95.0%
%H (TV HH)			60.0%	17.5%	70.0%	47.5%	22.5%	
Conservatory	39	39	27	6	30	23	7	37
%V	0.8%	0.8%	1.4%	0.7%	0.9%	1.7%	0.4%	0.9%
%H (All HH)		100.0%	69.2%	15.4%	76.9%	59.0%	17.9%	94.9%
%H (TV HH)			69.2%	15.4%	76.9%	59.0%	17.9%	
Attic or loft room	10	10	5	3	7	6	2	10
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	30.0%	70.0%	60.0%	20.0%	100.0%
%H (TV HH)			50.0%	30.0%	70.0%	60.0%	20.0%	
No specific location	11	11	4	3	8	5	3	9
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	36.4%	27.3%	72.7%	45.5%	27.3%	81.8%
%H (TV HH)			36.4%	27.3%	72.7%	45.5%	27.3%	
Other	28	28	16	6	25	18	6	27
%V	0.6%	0.6%	0.8%	0.7%	0.8%	1.3%	0.3%	0.7%
%H (All HH)		100.0%	57.1%	21.4%	89.3%	64.3%	21.4%	96.4%
%H (TV HH)			57.1%	21.4%	89.3%	64.3%	21.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Household level data

Table 1.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Any DSAT provider	2000	2000	2000	67	967	967	0	1757
%V	39.3%	42.4%	100.0%	7.6%	30.2%	71.5%	0.0%	44.0%
%H (All HH)			100.0%	3.4%	48.4%	48.4%	0.0%	87.9%
%H (TV HH)			100.0%	3.4%	48.4%	48.4%	0.0%	
Sky with subscription	1655	1655	1655	39	802	802	0	1486
%V	32.6%	35.1%	82.8%	4.4%	25.0%	59.3%	0.0%	37.2%
%H (All HH)			100.0%	2.4%	48.5%	48.5%	0.0%	89.8%
%H (TV HH)			100.0%	2.4%	48.5%	48.5%	0.0%	
Sky without subscription	100	100	100	8	39	39	0	77
%V	2.0%	2.1%	5.0%	0.9%	1.2%	2.9%	0.0%	1.9%
%H (All HH)			100.0%	8.0%	39.0%	39.0%	0.0%	77.0%
%H (TV HH)			100.0%	8.0%	39.0%	39.0%	0.0%	
Freesat	176	176	176	10	100	100	0	140
%V	3.5%	3.7%	8.8%	1.1%	3.1%	7.4%	0.0%	3.5%
%H (All HH)			100.0%	5.7%	56.8%	56.8%	0.0%	79.5%
%H (TV HH)			100.0%	5.7%	56.8%	56.8%	0.0%	
Other satellite provider	102	102	102	10	43	43	0	83
%V	2.0%	2.2%	5.1%	1.1%	1.3%	3.2%	0.0%	2.1%
%H (All HH)			100.0%	9.8%	42.2%	42.2%	0.0%	81.4%
%H (TV HH)			100.0%	9.8%	42.2%	42.2%	0.0%	
DCAB	886	886	67	886	418	418	0	806
%V	17.4%	18.8%	3.4%	100.0%	13.0%	30.9%	0.0%	20.2%
%H (All HH)			7.6%	100.0%	47.2%	47.2%	0.0%	91.0%
%H (TV HH)			7.6%	100.0%	47.2%	47.2%	0.0%	
DTT	3206	3206	967	418	3206	1353	1854	2420
%V	63.1%	68.0%	48.4%	47.2%	100.0%	100.0%	100.0%	60.6%
%H (All HH)		100.0%	30.2%	13.0%	100.0%	42.2%	57.8%	75.5%
%H (TV HH)			30.2%	13.0%	100.0%	42.2%	57.8%	

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 2012 - June 2013

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
PVR	2608	2608	1623	600	1520	1083	437	2354
%V	51.3%	55.3%	81.2%	67.7%	47.4%	80.0%	23.6%	59.0%
%H (All HH)		100.0%	62.2%	23.0%	58.3%	41.5%	16.8%	90.3%
%H (TV HH)			62.2%	23.0%	58.3%	41.5%	16.8%	
DVDR	345	345	138	61	262	112	150	286
%V	6.8%	7.3%	6.9%	6.9%	8.2%	8.3%	8.1%	7.2%
%H (All HH)		100.0%	40.0%	17.7%	75.9%	32.5%	43.5%	82.9%
%H (TV HH)			40.0%	17.7%	75.9%	32.5%	43.5%	
VCR	235	235	77	41	186	66	120	164
%V	4.6%	5.0%	3.9%	4.6%	5.8%	4.9%	6.5%	4.1%
%H (All HH)		100.0%	32.8%	17.4%	79.1%	28.1%	51.1%	69.8%
%H (TV HH)			32.8%	17.4%	79.1%	28.1%	51.1%	
Any recorder	2842	2842	1657	630	1723	1117	607	2504
%V	55.9%	60.3%	82.9%	71.1%	53.7%	82.6%	32.7%	62.7%
%H (All HH)		100.0%	58.3%	22.2%	60.6%	39.3%	21.4%	88.1%
%H (TV HH)			58.3%	22.2%	60.6%	39.3%	21.4%	
Receives HDTV (via STB or built-in reception)	2609	2609	1273	706	1666	981	685	2305
%V	51.3%	55.3%	63.7%	79.7%	52.0%	72.5%	36.9%	57.7%
%H (All HH)		100.0%	48.8%	27.1%	63.9%	37.6%	26.3%	88.3%
%H (TV HH)			48.8%	27.1%	63.9%	37.6%	26.3%	
DVD/Blu-ray player or recorder	3626	3626	1608	722	2469	1132	1336	3013
%V	71.3%	76.9%	80.4%	81.5%	77.0%	83.7%	72.1%	75.5%
%H (All HH)		100.0%	44.3%	19.9%	68.1%	31.2%	36.8%	83.1%
%H (TV HH)			44.3%	19.9%	68.1%	31.2%	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 2012 - June 2013

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5083	4714	2000	886	3206	1353	1854	3992
%H (All HH)		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%
%H (TV HH)			42.4%	18.8%	68.0%	28.7%	39.3%	
Has broadband internet	3992	3727	1757	806	2420	1226	1194	3992
%V	78.5%	79.1%	87.9%	91.0%	75.5%	90.6%	64.4%	100.0%
%H (All HH)		93.4%	44.0%	20.2%	60.6%	30.7%	29.9%	100.0%
%H (TV HH)			47.1%	21.6%	64.9%	32.9%	32.0%	
Number of computers (PCs and laptops)								
0	896	823	192	71	658	102	558	37
%V	17.6%	17.5%	9.6%	8.0%	20.5%	7.5%	30.1%	0.9%
%H (All HH)		91.9%	21.4%	7.9%	73.4%	11.4%	62.3%	4.1%
%H (TV HH)			23.3%	8.6%	80.0%	12.4%	67.8%	
1	1936	1770	771	311	1176	479	696	1746
%V	38.1%	37.5%	38.6%	35.1%	36.7%	35.4%	37.5%	43.7%
%H (All HH)		91.4%	39.8%	16.1%	60.7%	24.7%	36.0%	90.2%
%H (TV HH)			43.6%	17.6%	66.4%	27.1%	39.3%	
2	1160	1093	529	242	677	348	329	1131
%V	22.8%	23.2%	26.5%	27.3%	21.1%	25.7%	17.7%	28.3%
%H (All HH)		94.2%	45.6%	20.9%	58.4%	30.0%	28.4%	97.5%
%H (TV HH)			48.4%	22.1%	61.9%	31.8%	30.1%	
3	543	513	245	127	348	202	146	534
%V	10.7%	10.9%	12.3%	14.3%	10.9%	14.9%	7.9%	13.4%
%H (All HH)		94.5%	45.1%	23.4%	64.1%	37.2%	26.9%	98.3%
%H (TV HH)			47.8%	24.8%	67.8%	39.4%	28.5%	
4	294	276	147	66	186	119	66	291
%V	5.8%	5.9%	7.4%	7.4%	5.8%	8.8%	3.6%	7.3%
%H (All HH)		93.9%	50.0%	22.4%	63.3%	40.5%	22.4%	99.0%
%H (TV HH)			53.3%	23.9%	67.4%	43.1%	23.9%	
5+	254	240	115	68	161	103	58	253
%V	5.0%	5.1%	5.8%	7.7%	5.0%	7.6%	3.1%	6.3%
%H (All HH)		94.5%	45.3%	26.8%	63.4%	40.6%	22.8%	99.6%
%H (TV HH)			47.9%	28.3%	67.1%	42.9%	24.2%	

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 2012 - June 2013

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8587	4004	1766	6174	3245	2929	7161
%H		46.6%	20.6%	71.9%	37.8%	34.1%	83.4%
Under 20"	1247	491	246	1072	544	528	1013
%V	14.5%	12.3%	13.9%	17.4%	16.8%	18.0%	14.1%
%H		39.4%	19.7%	86.0%	43.6%	42.3%	81.2%
20" - 29"	2045	812	416	1612	764	849	1586
%V	23.8%	20.3%	23.6%	26.1%	23.5%	29.0%	22.1%
%H		39.7%	20.3%	78.8%	37.4%	41.5%	77.6%
30" - 39"	2536	1163	506	1809	903	906	2095
%V	29.5%	29.0%	28.7%	29.3%	27.8%	30.9%	29.3%
%H		45.9%	20.0%	71.3%	35.6%	35.7%	82.6%
40" and over	2191	1250	486	1378	883	496	1980
%V	25.5%	31.2%	27.5%	22.3%	27.2%	16.9%	27.6%
%H		57.1%	22.2%	62.9%	40.3%	22.6%	90.4%
Don't know	175	82	33	118	51	67	134
%V	2.0%	2.0%	1.9%	1.9%	1.6%	2.3%	1.9%
%H		46.9%	18.9%	67.4%	29.1%	38.3%	76.6%
Not Asked	393	206	79	185	100	83	353
%V	4.6%	5.1%	4.5%	3.0%	3.1%	2.8%	4.9%
%H		52.4%	20.1%	47.1%	25.4%	21.1%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8587	4004	1766	6174	3245	2929	7161
%H		46.6%	20.6%	71.9%	37.8%	34.1%	83.4%
Main living room	4610	1981	877	3147	1343	1804	3651
%V	53.7%	49.5%	49.7%	51.0%	41.4%	61.6%	51.0%
%H		43.0%	19.0%	68.3%	29.1%	39.1%	79.2%
Kitchen	479	226	98	410	244	166	421
%V	5.6%	5.6%	5.5%	6.6%	7.5%	5.7%	5.9%
%H		47.2%	20.5%	85.6%	50.9%	34.7%	87.9%
Adult's bedroom	2090	1030	492	1631	1014	617	1808
%V	24.3%	25.7%	27.9%	26.4%	31.2%	21.1%	25.2%
%H		49.3%	23.5%	78.0%	48.5%	29.5%	86.5%
Child's bedroom	268	154	73	211	161	51	252
%V	3.1%	3.8%	4.1%	3.4%	5.0%	1.7%	3.5%
%H		57.5%	27.2%	78.7%	60.1%	19.0%	94.0%
Other bedroom	227	134	46	183	127	55	207
%V	2.6%	3.3%	2.6%	3.0%	3.9%	1.9%	2.9%
%H		59.0%	20.3%	80.6%	55.9%	24.2%	91.2%
Second living/dining room	317	157	63	249	146	104	274
%V	3.7%	3.9%	3.6%	4.0%	4.5%	3.6%	3.8%
%H		49.5%	19.9%	78.5%	46.1%	32.8%	86.4%
Study/office	71	39	13	57	38	19	68
%V	0.8%	1.0%	0.7%	0.9%	1.2%	0.6%	0.9%
%H		54.9%	18.3%	80.3%	53.5%	26.8%	95.8%
TV room	40	24	7	28	19	9	38
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		60.0%	17.5%	70.0%	47.5%	22.5%	95.0%
Conservatory	40	27	6	30	24	7	37
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.2%	0.5%
%H		67.5%	15.0%	75.0%	60.0%	17.5%	92.5%
Attic or loft room	10	5	3	7	6	2	10
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	30.0%	70.0%	60.0%	20.0%	100.0%
No specific location	12	5	3	9	5	3	10
%H	0.1%	41.7%	25.0%	75.0%	41.7%	25.0%	83.3%
Other	31	16	6	27	19	9	30
%V	0.4%	0.4%	0.3%	0.4%	0.6%	0.3%	0.4%
%H		51.6%	19.4%	87.1%	61.3%	29.0%	96.8%
Not Asked	393	206	79	185	100	83	353
%V	4.6%	5.1%	4.5%	3.0%	3.1%	2.8%	4.9%
%H		52.4%	20.1%	47.1%	25.4%	21.1%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8587	4004	1766	6174	3245	2929	7161
%H		46.6%	20.6%	71.9%	37.8%	34.1%	83.4%
PVR	3351	2166	775	1937	1446	491	3065
%V	39.0%	54.1%	43.9%	31.4%	44.6%	16.8%	42.8%
%H		64.6%	23.1%	57.8%	43.2%	14.7%	91.5%
DVDR	388	156	68	297	129	168	324
%V	4.5%	3.9%	3.9%	4.8%	4.0%	5.7%	4.5%
%H		40.2%	17.5%	76.5%	33.2%	43.3%	83.5%
VCR	258	88	48	204	77	127	182
%V	3.0%	2.2%	2.7%	3.3%	2.4%	4.3%	2.5%
%H		34.1%	18.6%	79.1%	29.8%	49.2%	70.5%
Any recorder	3666	2235	824	2213	1524	689	3286
%V	42.7%	55.8%	46.7%	35.8%	47.0%	23.5%	45.9%
%H		61.0%	22.5%	60.4%	41.6%	18.8%	89.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8587	4004	1766	6174	3245	2929	7161
%H		46.6%	20.6%	71.9%	37.8%	34.1%	83.4%
Receives HDTV (via STB or built-in reception)	3549	1751	1004	2321	1438	883	3175
%V	41.3%	43.7%	56.9%	37.6%	44.3%	30.1%	44.3%
%H		49.3%	28.3%	65.4%	40.5%	24.9%	89.5%
DVD/Blu-ray player or recorder	5054	2363	1058	3594	1889	1705	4331
%V	58.9%	59.0%	59.9%	58.2%	58.2%	58.2%	60.5%
%H		46.8%	20.9%	71.1%	37.4%	33.7%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4709	1999	885	3203	1352	1851	3723
%H		42.5%	18.8%	68.0%	28.7%	39.3%	79.1%
Under 20"	143	22	19	117	15	101	85
%V	3.0%	1.1%	2.1%	3.7%	1.1%	5.5%	2.3%
%H		15.4%	13.3%	81.8%	10.5%	70.6%	59.4%
20" - 29"	844	209	126	652	141	510	526
%V	17.9%	10.5%	14.2%	20.4%	10.4%	27.6%	14.1%
%H		24.8%	14.9%	77.3%	16.7%	60.4%	62.3%
30" - 39"	1735	686	324	1217	474	743	1353
%V	36.8%	34.3%	36.6%	38.0%	35.1%	40.1%	36.3%
%H		39.5%	18.7%	70.1%	27.3%	42.8%	78.0%
40" and over	1867	1045	400	1156	705	451	1674
%V	39.6%	52.3%	45.2%	36.1%	52.1%	24.4%	45.0%
%H		56.0%	21.4%	61.9%	37.8%	24.2%	89.7%
Don't know	96	38	15	62	16	46	66
%V	2.0%	1.9%	1.7%	1.9%	1.2%	2.5%	1.8%
%H		39.6%	15.6%	64.6%	16.7%	47.9%	68.8%
Not Asked	24	0	1	0	1	0	19
%V	0.5%	0.0%	0.1%	0.0%	0.1%	0.0%	0.5%
%H		0.0%	4.2%	0.0%	4.2%	0.0%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4709	1999	885	3203	1352	1851	3723
%H		42.5%	18.8%	68.0%	28.7%	39.3%	79.1%
PVR	2546	1600	583	1467	1056	411	2304
%V	54.1%	80.0%	65.9%	45.8%	78.1%	22.2%	61.9%
%H		62.8%	22.9%	57.6%	41.5%	16.1%	90.5%
DVDR	297	114	49	221	84	137	243
%V	6.3%	5.7%	5.5%	6.9%	6.2%	7.4%	6.5%
%H		38.4%	16.5%	74.4%	28.3%	46.1%	81.8%
VCR	199	61	34	154	48	106	134
%V	4.2%	3.1%	3.8%	4.8%	3.6%	5.7%	3.6%
%H		30.7%	17.1%	77.4%	24.1%	53.3%	67.3%
Any recorder	2771	1635	612	1663	1089	574	2449
%V	58.8%	81.8%	69.2%	51.9%	80.5%	31.0%	65.8%
%H		59.0%	22.1%	60.0%	39.3%	20.7%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4709	1999	885	3203	1352	1851	3723
%H		42.5%	18.8%	68.0%	28.7%	39.3%	79.1%
Receives HDTV (via STB or built-in reception)	2522	1224	688	1596	937	659	2226
%V	53.6%	61.2%	77.7%	49.8%	69.3%	35.6%	59.8%
%H		48.5%	27.3%	63.3%	37.2%	26.1%	88.3%
DVD/Blu-ray player or recorder	3475	1535	687	2346	1057	1289	2886
%V	73.8%	76.8%	77.6%	73.2%	78.2%	69.6%	77.5%
%H		44.2%	19.8%	67.5%	30.4%	37.1%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3877	2004	881	2971	1893	1078	3438
%H		51.7%	22.7%	76.6%	48.8%	27.8%	88.7%
Under 20"	1104	469	226	956	529	427	928
%V	28.5%	23.4%	25.7%	32.2%	27.9%	39.6%	27.0%
%H		42.5%	20.5%	86.6%	47.9%	38.7%	84.1%
20" - 29"	1201	603	290	961	622	338	1060
%V	31.0%	30.1%	32.9%	32.3%	32.9%	31.4%	30.8%
%H		50.2%	24.1%	80.0%	51.8%	28.1%	88.3%
30" - 39"	801	477	182	592	429	163	742
%V	20.7%	23.8%	20.7%	19.9%	22.7%	15.1%	21.6%
%H		59.6%	22.7%	73.9%	53.6%	20.3%	92.6%
40" and over	324	205	86	223	178	45	306
%V	8.4%	10.2%	9.8%	7.5%	9.4%	4.2%	8.9%
%H		63.3%	26.5%	68.8%	54.9%	13.9%	94.4%
Don't know	79	44	18	56	35	21	68
%V	2.0%	2.2%	2.0%	1.9%	1.8%	1.9%	2.0%
%H		55.7%	22.8%	70.9%	44.3%	26.6%	86.1%
Not Asked	368	206	79	183	100	84	334
%V	9.5%	10.3%	9.0%	6.2%	5.3%	7.8%	9.7%
%H		56.0%	21.5%	49.7%	27.2%	22.8%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3877	2004	881	2971	1893	1078	3438
%H		51.7%	22.7%	76.6%	48.8%	27.8%	88.7%
PVR	805	566	192	470	390	79	761
%V	20.8%	28.2%	21.8%	15.8%	20.6%	7.3%	22.1%
%H		70.3%	23.9%	58.4%	48.4%	9.8%	94.5%
DVDR	91	42	19	76	45	31	81
%V	2.3%	2.1%	2.2%	2.6%	2.4%	2.9%	2.4%
%H		46.2%	20.9%	83.5%	49.5%	34.1%	89.0%
VCR	59	27	14	50	29	20	49
%V	1.5%	1.3%	1.6%	1.7%	1.5%	1.9%	1.4%
%H		45.8%	23.7%	84.7%	49.2%	33.9%	83.1%
Any recorder	895	601	212	550	435	115	837
%V	23.1%	30.0%	24.1%	18.5%	23.0%	10.7%	24.3%
%H		67.2%	23.7%	61.5%	48.6%	12.8%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3877	2004	881	2971	1893	1078	3438
%H		51.7%	22.7%	76.6%	48.8%	27.8%	88.7%
Receives HDTV (via STB or built-in reception)	1028	527	317	724	501	224	948
%V	26.5%	26.3%	36.0%	24.4%	26.5%	20.8%	27.6%
%H		51.3%	30.8%	70.4%	48.7%	21.8%	92.2%
DVD/Blu-ray player or recorder	1579	828	371	1249	832	416	1445
%V	40.7%	41.3%	42.1%	42.0%	44.0%	38.6%	42.0%
%H		52.4%	23.5%	79.1%	52.7%	26.3%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12478	11704	5650	2418	7560	3796	3764	10755
%H		93.8%	45.3%	19.4%	60.6%	30.4%	30.2%	86.2%
Total Children	2493	2388	1320	515	1390	798	592	2278
%V	20.0%	20.4%	23.4%	21.3%	18.4%	21.0%	15.7%	21.2%
%H		95.8%	52.9%	20.7%	55.8%	32.0%	23.7%	91.4%
0 - 3	710	667	365	136	379	206	173	636
%V	5.7%	5.7%	6.5%	5.6%	5.0%	5.4%	4.6%	5.9%
%H		93.9%	51.4%	19.2%	53.4%	29.0%	24.4%	89.6%
4 - 15	1783	1721	955	379	1011	592	419	1643
%V	14.3%	14.7%	16.9%	15.7%	13.4%	15.6%	11.1%	15.3%
%H		96.5%	53.6%	21.3%	56.7%	33.2%	23.5%	92.1%
4 - 9	971	933	523	187	535	300	235	885
%V	7.8%	8.0%	9.3%	7.7%	7.1%	7.9%	6.2%	8.2%
%H		96.1%	53.9%	19.3%	55.1%	30.9%	24.2%	91.1%
10 - 15	812	788	432	192	476	292	184	758
%V	6.5%	6.7%	7.6%	7.9%	6.3%	7.7%	4.9%	7.0%
%H		97.0%	53.2%	23.6%	58.6%	36.0%	22.7%	93.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12478	11704	5650	2418	7560	3796	3764	10755
%H		93.8%	45.3%	19.4%	60.6%	30.4%	30.2%	86.2%
Total Adults (16+)	9985	9316	4331	1903	6170	2998	3172	8477
%V	80.0%	79.6%	76.7%	78.7%	81.6%	79.0%	84.3%	78.8%
%H		93.3%	43.4%	19.1%	61.8%	30.0%	31.8%	84.9%
16 - 19	548	528	282	125	339	207	132	515
%V	4.4%	4.5%	5.0%	5.2%	4.5%	5.5%	3.5%	4.8%
%H		96.4%	51.5%	22.8%	61.9%	37.8%	24.1%	94.0%
20 - 24	844	719	352	154	458	241	217	762
%V	6.8%	6.1%	6.2%	6.4%	6.1%	6.3%	5.8%	7.1%
%H		85.2%	41.7%	18.2%	54.3%	28.6%	25.7%	90.3%
25 - 34	2220	1949	978	413	1120	552	568	2042
%V	17.8%	16.7%	17.3%	17.1%	14.8%	14.5%	15.1%	19.0%
%H		87.8%	44.1%	18.6%	50.5%	24.9%	25.6%	92.0%
35 - 44	1889	1777	886	396	1083	572	511	1738
%V	15.1%	15.2%	15.7%	16.4%	14.3%	15.1%	13.6%	16.2%
%H		94.1%	46.9%	21.0%	57.3%	30.3%	27.1%	92.0%
45 - 54	1686	1622	786	378	1078	594	484	1518
%V	13.5%	13.9%	13.9%	15.6%	14.3%	15.6%	12.9%	14.1%
%H		96.2%	46.6%	22.4%	63.9%	35.2%	28.7%	90.0%
55 - 64	1179	1149	546	209	838	430	408	1002
%V	9.4%	9.8%	9.7%	8.6%	11.1%	11.3%	10.8%	9.3%
%H		97.5%	46.3%	17.7%	71.1%	36.5%	34.6%	85.0%
65+	1619	1573	500	228	1254	402	852	899
%V	13.0%	13.4%	8.8%	9.4%	16.6%	10.6%	22.6%	8.4%
%H		97.2%	30.9%	14.1%	77.5%	24.8%	52.6%	55.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9985	9316	4331	1903	6170	2998	3172	8477
%H		93.3%	43.4%	19.1%	61.8%	30.0%	31.8%	84.9%
AB	3039	2892	1338	652	1936	1007	929	2890
%V	30.4%	31.0%	30.9%	34.3%	31.4%	33.6%	29.3%	34.1%
%H		95.2%	44.0%	21.5%	63.7%	33.1%	30.6%	95.1%
C1	3047	2793	1288	608	1866	952	915	2701
%V	30.5%	30.0%	29.7%	31.9%	30.2%	31.8%	28.8%	31.9%
%H		91.7%	42.3%	20.0%	61.2%	31.2%	30.0%	88.6%
C2	1708	1634	835	314	1092	577	516	1426
%V	17.1%	17.5%	19.3%	16.5%	17.7%	19.2%	16.3%	16.8%
%H		95.7%	48.9%	18.4%	63.9%	33.8%	30.2%	83.5%
D	1345	1212	589	213	731	309	422	1030
%V	13.5%	13.0%	13.6%	11.2%	11.8%	10.3%	13.3%	12.2%
%H		90.1%	43.8%	15.8%	54.3%	23.0%	31.4%	76.6%
E	847	785	281	116	545	155	390	430
%V	8.5%	8.4%	6.5%	6.1%	8.8%	5.2%	12.3%	5.1%
%H		92.7%	33.2%	13.7%	64.3%	18.3%	46.0%	50.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9985	9316	4331	1903	6170	2998	3172	8477
%H		93.3%	43.4%	19.1%	61.8%	30.0%	31.8%	84.9%
Working full time	4963	4622	2251	1056	2928	1563	1365	4624
%V	49.7%	49.6%	52.0%	55.5%	47.5%	52.1%	43.0%	54.5%
%H		93.1%	45.4%	21.3%	59.0%	31.5%	27.5%	93.2%
Working part time	993	942	474	201	618	337	281	900
%V	9.9%	10.1%	10.9%	10.6%	10.0%	11.2%	8.9%	10.6%
%H		94.9%	47.7%	20.2%	62.2%	33.9%	28.3%	90.6%
Not working	4029	3751	1606	646	2624	1098	1525	2952
%V	40.4%	40.3%	37.1%	33.9%	42.5%	36.6%	48.1%	34.8%
%H		93.1%	39.9%	16.0%	65.1%	27.3%	37.9%	73.3%
Housewife/Houseperson	5083	4714	2000	886	3206	1353	1854	3992
%V	50.9%	50.6%	46.2%	46.6%	52.0%	45.1%	58.4%	47.1%
%H		92.7%	39.3%	17.4%	63.1%	26.6%	36.5%	78.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4900	4529	2122	937	2994	1489	1506	4203
%H		92.4%	43.3%	19.1%	61.1%	30.4%	30.7%	85.8%
16 - 19	279	269	147	62	179	113	66	261
%V	5.7%	5.9%	6.9%	6.6%	6.0%	7.6%	4.4%	6.2%
%H		96.4%	52.7%	22.2%	64.2%	40.5%	23.7%	93.5%
20 - 24	420	358	173	79	227	120	107	386
%V	8.6%	7.9%	8.2%	8.4%	7.6%	8.1%	7.1%	9.2%
%H		85.2%	41.2%	18.8%	54.0%	28.6%	25.5%	91.9%
25 - 34	1106	951	481	202	548	277	271	1016
%V	22.6%	21.0%	22.7%	21.6%	18.3%	18.6%	18.0%	24.2%
%H		86.0%	43.5%	18.3%	49.5%	25.0%	24.5%	91.9%
35 - 44	947	882	433	191	533	270	263	865
%V	19.3%	19.5%	20.4%	20.4%	17.8%	18.1%	17.5%	20.6%
%H		93.1%	45.7%	20.2%	56.3%	28.5%	27.8%	91.3%
45 - 54	838	801	379	191	537	293	243	743
%V	17.1%	17.7%	17.9%	20.4%	17.9%	19.7%	16.1%	17.7%
%H		95.6%	45.2%	22.8%	64.1%	35.0%	29.0%	88.7%
55 - 64	572	555	263	101	407	209	198	483
%V	11.7%	12.3%	12.4%	10.8%	13.6%	14.0%	13.1%	11.5%
%H		97.0%	46.0%	17.7%	71.2%	36.5%	34.6%	84.4%
65+	738	713	247	111	564	205	359	448
%V	15.1%	15.7%	11.6%	11.8%	18.8%	13.8%	23.8%	10.7%
%H		96.6%	33.5%	15.0%	76.4%	27.8%	48.6%	60.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4900	4529	2122	937	2994	1489	1506	4203
%H		92.4%	43.3%	19.1%	61.1%	30.4%	30.7%	85.8%
AB	1534	1453	673	327	976	512	464	1457
%V	31.3%	32.1%	31.7%	34.9%	32.6%	34.4%	30.8%	34.7%
%H		94.7%	43.9%	21.3%	63.6%	33.4%	30.2%	95.0%
C1	1444	1313	630	292	857	460	397	1308
%V	29.5%	29.0%	29.7%	31.2%	28.6%	30.9%	26.4%	31.1%
%H		90.9%	43.6%	20.2%	59.3%	31.9%	27.5%	90.6%
C2	917	871	428	169	591	299	292	747
%V	18.7%	19.2%	20.2%	18.0%	19.7%	20.1%	19.4%	17.8%
%H		95.0%	46.7%	18.4%	64.4%	32.6%	31.8%	81.5%
D	661	580	288	102	348	155	193	513
%V	13.5%	12.8%	13.6%	10.9%	11.6%	10.4%	12.8%	12.2%
%H		87.7%	43.6%	15.4%	52.6%	23.4%	29.2%	77.6%
E	344	313	102	48	223	63	160	178
%V	7.0%	6.9%	4.8%	5.1%	7.4%	4.2%	10.6%	4.2%
%H		91.0%	29.7%	14.0%	64.8%	18.3%	46.5%	51.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4900	4529	2122	937	2994	1489	1506	4203
%H		92.4%	43.3%	19.1%	61.1%	30.4%	30.7%	85.8%
Working full time	3033	2813	1397	628	1775	961	814	2804
%V	61.9%	62.1%	65.8%	67.0%	59.3%	64.5%	54.1%	66.7%
%H		92.7%	46.1%	20.7%	58.5%	31.7%	26.8%	92.4%
Working part time	253	230	113	45	145	67	78	220
%V	5.2%	5.1%	5.3%	4.8%	4.8%	4.5%	5.2%	5.2%
%H		90.9%	44.7%	17.8%	57.3%	26.5%	30.8%	87.0%
Not working	1614	1486	612	264	1074	460	614	1179
%V	32.9%	32.8%	28.8%	28.2%	35.9%	30.9%	40.8%	28.1%
%H		92.1%	37.9%	16.4%	66.5%	28.5%	38.0%	73.0%
Housewife/Houseperson	1226	1070	372	182	765	252	513	846
%V	25.0%	23.6%	17.5%	19.4%	25.6%	16.9%	34.1%	20.1%
%H		87.3%	30.3%	14.8%	62.4%	20.6%	41.8%	69.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5085	4786	2208	966	3176	1510	1666	4273
%H		94.1%	43.4%	19.0%	62.5%	29.7%	32.8%	84.0%
16 - 19	269	259	135	63	160	94	66	254
%V	5.3%	5.4%	6.1%	6.5%	5.0%	6.2%	4.0%	5.9%
%H		96.3%	50.2%	23.4%	59.5%	34.9%	24.5%	94.4%
20 - 24	424	361	179	75	231	121	110	376
%V	8.3%	7.5%	8.1%	7.8%	7.3%	8.0%	6.6%	8.8%
%H		85.1%	42.2%	17.7%	54.5%	28.5%	25.9%	88.7%
25 - 34	1115	998	497	211	572	274	297	1026
%V	21.9%	20.9%	22.5%	21.8%	18.0%	18.1%	17.8%	24.0%
%H		89.5%	44.6%	18.9%	51.3%	24.6%	26.6%	92.0%
35 - 44	942	894	454	205	550	302	248	873
%V	18.5%	18.7%	20.6%	21.2%	17.3%	20.0%	14.9%	20.4%
%H		94.9%	48.2%	21.8%	58.4%	32.1%	26.3%	92.7%
45 - 54	848	821	408	187	542	301	241	775
%V	16.7%	17.2%	18.5%	19.4%	17.1%	19.9%	14.5%	18.1%
%H		96.8%	48.1%	22.1%	63.9%	35.5%	28.4%	91.4%
55 - 64	607	594	283	108	430	220	210	519
%V	11.9%	12.4%	12.8%	11.2%	13.5%	14.6%	12.6%	12.1%
%H		97.9%	46.6%	17.8%	70.8%	36.2%	34.6%	85.5%
65+	881	860	253	117	690	197	493	451
%V	17.3%	18.0%	11.5%	12.1%	21.7%	13.0%	29.6%	10.6%
%H		97.6%	28.7%	13.3%	78.3%	22.4%	56.0%	51.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5085	4786	2208	966	3176	1510	1666	4273
%H		94.1%	43.4%	19.0%	62.5%	29.7%	32.8%	84.0%
AB	1505	1439	665	325	960	495	465	1432
%V	29.6%	30.1%	30.1%	33.6%	30.2%	32.8%	27.9%	33.5%
%H		95.6%	44.2%	21.6%	63.8%	32.9%	30.9%	95.1%
C1	1603	1480	658	317	1010	492	518	1393
%V	31.5%	30.9%	29.8%	32.8%	31.8%	32.6%	31.1%	32.6%
%H		92.3%	41.0%	19.8%	63.0%	30.7%	32.3%	86.9%
C2	790	762	407	146	502	278	224	680
%V	15.5%	15.9%	18.4%	15.1%	15.8%	18.4%	13.4%	15.9%
%H		96.5%	51.5%	18.5%	63.5%	35.2%	28.4%	86.1%
D	684	632	301	111	383	153	229	516
%V	13.5%	13.2%	13.6%	11.5%	12.1%	10.1%	13.7%	12.1%
%H		92.4%	44.0%	16.2%	56.0%	22.4%	33.5%	75.4%
E	503	473	178	68	322	92	230	252
%V	9.9%	9.9%	8.1%	7.0%	10.1%	6.1%	13.8%	5.9%
%H		94.0%	35.4%	13.5%	64.0%	18.3%	45.7%	50.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5085	4786	2208	966	3176	1510	1666	4273
%H		94.1%	43.4%	19.0%	62.5%	29.7%	32.8%	84.0%
Working full time	1930	1809	854	428	1153	601	551	1821
%V	38.0%	37.8%	38.7%	44.3%	36.3%	39.8%	33.1%	42.6%
%H		93.7%	44.2%	22.2%	59.7%	31.1%	28.5%	94.4%
Working part time	739	712	361	156	473	270	203	680
%V	14.5%	14.9%	16.3%	16.1%	14.9%	17.9%	12.2%	15.9%
%H		96.3%	48.8%	21.1%	64.0%	36.5%	27.5%	92.0%
Not working	2416	2265	993	382	1550	638	911	1773
%V	47.5%	47.3%	45.0%	39.5%	48.8%	42.3%	54.7%	41.5%
%H		93.8%	41.1%	15.8%	64.2%	26.4%	37.7%	73.4%
Housewife/Houseperson	3856	3645	1628	703	2441	1100	1341	3146
%V	75.8%	76.2%	73.7%	72.8%	76.9%	72.8%	80.5%	73.6%
%H		94.5%	42.2%	18.2%	63.3%	28.5%	34.8%	81.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC South East
Household level data
Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
AB	278	273	145	35	194	101	93	254
%V	25.7%	26.3%	28.9%	26.7%	26.0%	29.6%	23.0%	31.4%
%H (All HH)		98.2%	52.2%	12.6%	69.8%	36.3%	33.5%	91.4%
%H (TV HH)			53.1%	12.8%	71.1%	37.0%	34.1%	
C1	321	307	152	39	209	94	115	266
%V	29.7%	29.6%	30.3%	29.8%	28.0%	27.6%	28.4%	32.9%
%H (All HH)		95.6%	47.4%	12.1%	65.1%	29.3%	35.8%	82.9%
%H (TV HH)			49.5%	12.7%	68.1%	30.6%	37.5%	
C2	216	211	115	30	151	84	67	160
%V	20.0%	20.3%	22.9%	22.9%	20.2%	24.6%	16.5%	19.8%
%H (All HH)		97.7%	53.2%	13.9%	69.9%	38.9%	31.0%	74.1%
%H (TV HH)			54.5%	14.2%	71.6%	39.8%	31.8%	
D	130	121	50	16	88	34	54	84
%V	12.0%	11.7%	10.0%	12.2%	11.8%	10.0%	13.3%	10.4%
%H (All HH)		93.1%	38.5%	12.3%	67.7%	26.2%	41.5%	64.6%
%H (TV HH)			41.3%	13.2%	72.7%	28.1%	44.6%	
E	134	126	39	10	104	28	77	45
%V	12.4%	12.1%	7.8%	7.6%	13.9%	8.2%	19.0%	5.6%
%H (All HH)		94.0%	29.1%	7.5%	77.6%	20.9%	57.5%	33.6%
%H (TV HH)			31.0%	7.9%	82.5%	22.2%	61.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Under 25	45	36	16	3	22	6	16	25
%V	4.2%	3.5%	3.2%	2.3%	2.9%	1.8%	4.0%	3.1%
%H (All HH)		80.0%	35.6%	6.7%	48.9%	13.3%	35.6%	55.6%
%H (TV HH)			44.4%	8.3%	61.1%	16.7%	44.4%	
25 - 34	141	132	73	26	73	42	31	126
%V	13.1%	12.7%	14.5%	19.8%	9.8%	12.3%	7.7%	15.6%
%H (All HH)		93.6%	51.8%	18.4%	51.8%	29.8%	22.0%	89.4%
%H (TV HH)			55.3%	19.7%	55.3%	31.8%	23.5%	
35 - 44	176	171	87	31	115	65	50	163
%V	16.3%	16.5%	17.3%	23.7%	15.4%	19.1%	12.3%	20.1%
%H (All HH)		97.2%	49.4%	17.6%	65.3%	36.9%	28.4%	92.6%
%H (TV HH)			50.9%	18.1%	67.3%	38.0%	29.2%	
45 - 54	215	209	118	24	147	80	67	191
%V	19.9%	20.1%	23.5%	18.3%	19.7%	23.5%	16.5%	23.6%
%H (All HH)		97.2%	54.9%	11.2%	68.4%	37.2%	31.2%	88.8%
%H (TV HH)			56.5%	11.5%	70.3%	38.3%	32.1%	
55 - 64	191	186	98	21	140	70	70	157
%V	17.7%	17.9%	19.5%	16.0%	18.7%	20.5%	17.3%	19.4%
%H (All HH)		97.4%	51.3%	11.0%	73.3%	36.6%	36.6%	82.2%
%H (TV HH)			52.7%	11.3%	75.3%	37.6%	37.6%	
65 +	311	304	109	24	248	77	171	147
%V	28.8%	29.3%	21.7%	18.3%	33.2%	22.6%	42.2%	18.2%
%H (All HH)		97.7%	35.0%	7.7%	79.7%	24.8%	55.0%	47.3%
%H (TV HH)			35.9%	7.9%	81.6%	25.3%	56.3%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
1	336	312	100	22	248	61	188	166
%V	31.1%	30.1%	19.9%	16.8%	33.2%	17.9%	46.4%	20.5%
%H (All HH)		92.9%	29.8%	6.5%	73.8%	18.2%	56.0%	49.4%
%H (TV HH)			32.1%	7.1%	79.5%	19.6%	60.3%	
2	357	351	183	42	245	119	127	293
%V	33.1%	33.8%	36.5%	32.1%	32.8%	34.9%	31.4%	36.2%
%H (All HH)		98.3%	51.3%	11.8%	68.6%	33.3%	35.6%	82.1%
%H (TV HH)			52.1%	12.0%	69.8%	33.9%	36.2%	
3	167	164	93	29	104	62	42	149
%V	15.5%	15.8%	18.5%	22.1%	13.9%	18.2%	10.4%	18.4%
%H (All HH)		98.2%	55.7%	17.4%	62.3%	37.1%	25.1%	89.2%
%H (TV HH)			56.7%	17.7%	63.4%	37.8%	25.6%	
4	147	144	86	25	99	63	36	134
%V	13.6%	13.9%	17.1%	19.1%	13.3%	18.5%	8.9%	16.6%
%H (All HH)		98.0%	58.5%	17.0%	67.3%	42.9%	24.5%	91.2%
%H (TV HH)			59.7%	17.4%	68.8%	43.8%	25.0%	
5+	72	67	40	14	50	37	13	67
%V	6.7%	6.5%	8.0%	10.7%	6.7%	10.9%	3.2%	8.3%
%H (All HH)		93.1%	55.6%	19.4%	69.4%	51.4%	18.1%	93.1%
%H (TV HH)			59.7%	20.9%	74.6%	55.2%	19.4%	
Average HH size	2.34	2.36	2.61	2.78	2.30	2.75	1.93	2.59

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 2012 - June 2013

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Without	797	758	343	83	563	234	329	562
%V	73.8%	73.0%	68.3%	63.4%	75.4%	68.6%	81.2%	69.5%
%H (All HH)		95.1%	43.0%	10.4%	70.6%	29.4%	41.3%	70.5%
%H (TV HH)			45.3%	10.9%	74.3%	30.9%	43.4%	
With	283	279	158	47	184	108	76	247
%V	26.2%	26.9%	31.5%	35.9%	24.6%	31.7%	18.8%	30.5%
%H (All HH)		98.6%	55.8%	16.6%	65.0%	38.2%	26.9%	87.3%
%H (TV HH)			56.6%	16.8%	65.9%	38.7%	27.2%	
0 - 3	107	104	53	20	69	36	33	85
%V	9.9%	10.0%	10.6%	15.3%	9.2%	10.6%	8.1%	10.5%
%H (All HH)		97.2%	49.5%	18.7%	64.5%	33.6%	30.8%	79.4%
%H (TV HH)			51.0%	19.2%	66.3%	34.6%	31.7%	
4 - 9	149	148	80	27	96	56	40	129
%V	13.8%	14.3%	15.9%	20.6%	12.9%	16.4%	9.9%	15.9%
%H (All HH)		99.3%	53.7%	18.1%	64.4%	37.6%	26.8%	86.6%
%H (TV HH)			54.1%	18.2%	64.9%	37.8%	27.0%	
10 - 15	122	121	74	20	82	53	29	115
%V	11.3%	11.7%	14.7%	15.3%	11.0%	15.5%	7.2%	14.2%
%H (All HH)		99.2%	60.7%	16.4%	67.2%	43.4%	23.8%	94.3%
%H (TV HH)			61.2%	16.5%	67.8%	43.8%	24.0%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
1	389	389	140	43	255	56	199	260
%V	36.0%	37.5%	27.9%	32.8%	34.1%	16.4%	49.1%	32.1%
%H (All HH)		100.0%	36.0%	11.1%	65.6%	14.4%	51.2%	66.8%
%H (TV HH)			36.0%	11.1%	65.6%	14.4%	51.2%	
2	377	377	188	42	280	134	146	282
%V	34.9%	36.3%	37.5%	32.1%	37.5%	39.3%	36.0%	34.9%
%H (All HH)		100.0%	49.9%	11.1%	74.3%	35.5%	38.7%	74.8%
%H (TV HH)			49.9%	11.1%	74.3%	35.5%	38.7%	
3	170	170	102	24	129	84	45	146
%V	15.7%	16.4%	20.3%	18.3%	17.3%	24.6%	11.1%	18.0%
%H (All HH)		100.0%	60.0%	14.1%	75.9%	49.4%	26.5%	85.9%
%H (TV HH)			60.0%	14.1%	75.9%	49.4%	26.5%	
4	68	68	48	12	55	44	11	63
%V	6.3%	6.6%	9.6%	9.2%	7.4%	12.9%	2.7%	7.8%
%H (All HH)		100.0%	70.6%	17.6%	80.9%	64.7%	16.2%	92.6%
%H (TV HH)			70.6%	17.6%	80.9%	64.7%	16.2%	
5+	35	35	23	10	27	23	4	33
%V	3.2%	3.4%	4.6%	7.6%	3.6%	6.7%	1.0%	4.1%
%H (All HH)		100.0%	65.7%	28.6%	77.1%	65.7%	11.4%	94.3%
%H (TV HH)			65.7%	28.6%	77.1%	65.7%	11.4%	

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 2012 - June 2013
BBC South East
Household level data
Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%V (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Under 20"	309	309	160	33	255	134	121	236
%V	28.6%	29.8%	31.9%	25.2%	34.1%	39.3%	29.9%	29.2%
%H (All HH)		100.0%	51.8%	10.7%	82.5%	43.4%	39.2%	76.4%
%H (TV HH)			51.8%	10.7%	82.5%	43.4%	39.2%	
20" - 29"	409	409	182	54	317	141	176	292
%V	37.9%	39.4%	36.3%	41.2%	42.4%	41.3%	43.5%	36.1%
%H (All HH)		100.0%	44.5%	13.2%	77.5%	34.5%	43.0%	71.4%
%H (TV HH)			44.5%	13.2%	77.5%	34.5%	43.0%	
30" - 39"	520	520	269	67	389	199	190	415
%V	48.1%	50.1%	53.6%	51.1%	52.1%	58.4%	46.9%	51.3%
%H (All HH)		100.0%	51.7%	12.9%	74.8%	38.3%	36.5%	79.8%
%H (TV HH)			51.7%	12.9%	74.8%	38.3%	36.5%	
40" and over	374	374	240	59	243	163	80	324
%V	34.6%	36.0%	47.8%	45.0%	32.5%	47.8%	19.8%	40.0%
%H (All HH)		100.0%	64.2%	15.8%	65.0%	43.6%	21.4%	86.6%
%H (TV HH)			64.2%	15.8%	65.0%	43.6%	21.4%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Main living room	1016	1016	496	130	739	341	399	766
%V	94.1%	97.9%	98.8%	99.2%	98.9%	100.0%	98.5%	94.7%
%H (All HH)		100.0%	48.8%	12.8%	72.7%	33.6%	39.3%	75.4%
%H (TV HH)			48.8%	12.8%	72.7%	33.6%	39.3%	
Kitchen	137	137	71	20	112	64	49	111
%V	12.7%	13.2%	14.1%	15.3%	15.0%	18.8%	12.1%	13.7%
%H (All HH)		100.0%	51.8%	14.6%	81.8%	46.7%	35.8%	81.0%
%H (TV HH)			51.8%	14.6%	81.8%	46.7%	35.8%	
Adult's bedroom	431	431	248	63	330	205	125	356
%V	39.9%	41.5%	49.4%	48.1%	44.2%	60.1%	30.9%	44.0%
%H (All HH)		100.0%	57.5%	14.6%	76.6%	47.6%	29.0%	82.6%
%H (TV HH)			57.5%	14.6%	76.6%	47.6%	29.0%	
Child's bedroom	65	65	39	14	55	41	14	59
%V	6.0%	6.3%	7.8%	10.7%	7.4%	12.0%	3.5%	7.3%
%H (All HH)		100.0%	60.0%	21.5%	84.6%	63.1%	21.5%	90.8%
%H (TV HH)			60.0%	21.5%	84.6%	63.1%	21.5%	
Other bedroom	60	60	42	5	51	38	14	51
%V	5.6%	5.8%	8.4%	3.8%	6.8%	11.1%	3.5%	6.3%
%H (All HH)		100.0%	70.0%	8.3%	85.0%	63.3%	23.3%	85.0%
%H (TV HH)			70.0%	8.3%	85.0%	63.3%	23.3%	
Second living/dining room	80	80	49	12	60	39	21	68
%V	7.4%	7.7%	9.8%	9.2%	8.0%	11.4%	5.2%	8.4%
%H (All HH)		100.0%	61.3%	15.0%	75.0%	48.8%	26.3%	85.0%
%H (TV HH)			61.3%	15.0%	75.0%	48.8%	26.3%	
Study/office	17	17	10	1	15	9	6	15
%V	1.6%	1.6%	2.0%	0.8%	2.0%	2.6%	1.5%	1.9%
%H (All HH)		100.0%	58.8%	5.9%	88.2%	52.9%	35.3%	88.2%
%H (TV HH)			58.8%	5.9%	88.2%	52.9%	35.3%	
TV room	10	10	9	1	4	4	0	10
%V	0.9%	1.0%	1.8%	0.8%	0.5%	1.2%	0.0%	1.2%
%H (All HH)		100.0%	90.0%	10.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			90.0%	10.0%	40.0%	40.0%	0.0%	
Conservatory	23	23	12	4	20	12	8	19
%V	2.1%	2.2%	2.4%	3.1%	2.7%	3.5%	2.0%	2.3%
%H (All HH)		100.0%	52.2%	17.4%	87.0%	52.2%	34.8%	82.6%
%H (TV HH)			52.2%	17.4%	87.0%	52.2%	34.8%	
Attic or loft room	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
No specific location	1	1	0	1	1	0	0	0
%V	0.1%	0.1%	0.0%	0.8%	0.1%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%
%H (TV HH)			0.0%	100.0%	100.0%	0.0%	0.0%	
Other	5	5	5	1	3	3	0	5
%V	0.5%	0.5%	1.0%	0.8%	0.4%	0.9%	0.0%	0.6%
%H (All HH)		100.0%	100.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	20.0%	60.0%	60.0%	0.0%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%V (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Any DSAT provider	502	502	502	10	280	280	0	431
%V	46.5%	48.4%	100.0%	7.6%	37.5%	82.1%	0.0%	53.3%
%H (All HH)			100.0%	2.0%	55.8%	55.8%	0.0%	85.9%
%H (TV HH)			100.0%	2.0%	55.8%	55.8%	0.0%	
Sky with subscription	396	396	396	4	222	222	0	356
%V	36.7%	38.2%	78.9%	3.1%	29.7%	65.1%	0.0%	44.0%
%H (All HH)			100.0%	1.0%	56.1%	56.1%	0.0%	89.9%
%H (TV HH)			100.0%	1.0%	56.1%	56.1%	0.0%	
Sky without subscription	25	25	25	2	13	13	0	17
%V	2.3%	2.4%	5.0%	1.5%	1.7%	3.8%	0.0%	2.1%
%H (All HH)			100.0%	8.0%	52.0%	52.0%	0.0%	68.0%
%H (TV HH)			100.0%	8.0%	52.0%	52.0%	0.0%	
Freesat	85	85	85	3	46	46	0	63
%V	7.9%	8.2%	16.9%	2.3%	6.2%	13.5%	0.0%	7.8%
%H (All HH)			100.0%	3.5%	54.1%	54.1%	0.0%	74.1%
%H (TV HH)			100.0%	3.5%	54.1%	54.1%	0.0%	
Other satellite provider	8	8	8	1	5	5	0	6
%V	0.7%	0.8%	1.6%	0.8%	0.7%	1.5%	0.0%	0.7%
%H (All HH)			100.0%	12.5%	62.5%	62.5%	0.0%	75.0%
%H (TV HH)			100.0%	12.5%	62.5%	62.5%	0.0%	
DCAB	131	131	10	131	68	68	0	115
%V	12.1%	12.6%	2.0%	100.0%	9.1%	19.9%	0.0%	14.2%
%H (All HH)			7.6%	100.0%	51.9%	51.9%	0.0%	87.8%
%H (TV HH)			7.6%	100.0%	51.9%	51.9%	0.0%	
DTT	747	747	280	68	747	341	405	534
%V	69.2%	72.0%	55.8%	51.9%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	37.5%	9.1%	100.0%	45.6%	54.2%	71.5%
%H (TV HH)			37.5%	9.1%	100.0%	45.6%	54.2%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
PVR	608	608	404	86	392	266	126	535
%V	56.3%	58.6%	80.5%	65.6%	52.5%	78.0%	31.1%	66.1%
%H (All HH)		100.0%	66.4%	14.1%	64.5%	43.8%	20.7%	88.0%
%H (TV HH)			66.4%	14.1%	64.5%	43.8%	20.7%	
DVDR	67	67	31	11	55	28	27	51
%V	6.2%	6.5%	6.2%	8.4%	7.4%	8.2%	6.7%	6.3%
%H (All HH)		100.0%	46.3%	16.4%	82.1%	41.8%	40.3%	76.1%
%H (TV HH)			46.3%	16.4%	82.1%	41.8%	40.3%	
VCR	59	59	24	7	50	22	28	40
%V	5.5%	5.7%	4.8%	5.3%	6.7%	6.5%	6.9%	4.9%
%H (All HH)		100.0%	40.7%	11.9%	84.7%	37.3%	47.5%	67.8%
%H (TV HH)			40.7%	11.9%	84.7%	37.3%	47.5%	
Any recorder	661	661	414	95	438	278	160	563
%V	61.2%	63.7%	82.5%	72.5%	58.6%	81.5%	39.5%	69.6%
%H (All HH)		100.0%	62.6%	14.4%	66.3%	42.1%	24.2%	85.2%
%H (TV HH)			62.6%	14.4%	66.3%	42.1%	24.2%	
Receives HDTV (via STB or built-in reception)	530	530	308	101	351	221	129	453
%V	49.1%	51.1%	61.4%	77.1%	47.0%	64.8%	31.9%	56.0%
%H (All HH)		100.0%	58.1%	19.1%	66.2%	41.7%	24.3%	85.5%
%H (TV HH)			58.1%	19.1%	66.2%	41.7%	24.3%	
DVD/Blu-ray player or recorder	876	876	441	116	640	314	326	690
%V	81.1%	84.4%	87.8%	88.5%	85.7%	92.1%	80.5%	85.3%
%H (All HH)		100.0%	50.3%	13.2%	73.1%	35.8%	37.2%	78.8%
%H (TV HH)			50.3%	13.2%	73.1%	35.8%	37.2%	

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 2012 - June 2013

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1080	1038	502	131	747	341	405	809
%H (All HH)		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%
%H (TV HH)			48.4%	12.6%	72.0%	32.9%	39.0%	
Has broadband internet	809	784	431	115	534	295	239	809
%V	74.9%	75.5%	85.9%	87.8%	71.5%	86.5%	59.0%	100.0%
%H (All HH)		96.9%	53.3%	14.2%	66.0%	36.5%	29.5%	100.0%
%H (TV HH)			55.0%	14.7%	68.1%	37.6%	30.5%	
Number of computers (PCs and laptops)								
0	226	216	57	16	181	37	143	9
%V	20.9%	20.8%	11.4%	12.2%	24.2%	10.9%	35.3%	1.1%
%H (All HH)		95.6%	25.2%	7.1%	80.1%	16.4%	63.3%	4.0%
%H (TV HH)			26.4%	7.4%	83.8%	17.1%	66.2%	
1	403	386	185	48	272	120	152	360
%V	37.3%	37.2%	36.9%	36.6%	36.4%	35.2%	37.5%	44.5%
%H (All HH)		95.8%	45.9%	11.9%	67.5%	29.8%	37.7%	89.3%
%H (TV HH)			47.9%	12.4%	70.5%	31.1%	39.4%	
2	223	217	126	32	144	84	59	214
%V	20.6%	20.9%	25.1%	24.4%	19.3%	24.6%	14.6%	26.5%
%H (All HH)		97.3%	56.5%	14.3%	64.6%	37.7%	26.5%	96.0%
%H (TV HH)			58.1%	14.7%	66.4%	38.7%	27.2%	
3	108	107	70	14	70	48	22	107
%V	10.0%	10.3%	13.9%	10.7%	9.4%	14.1%	5.4%	13.2%
%H (All HH)		99.1%	64.8%	13.0%	64.8%	44.4%	20.4%	99.1%
%H (TV HH)			65.4%	13.1%	65.4%	44.9%	20.6%	
4	52	50	31	8	37	25	12	50
%V	4.8%	4.8%	6.2%	6.1%	5.0%	7.3%	3.0%	6.2%
%H (All HH)		96.2%	59.6%	15.4%	71.2%	48.1%	23.1%	96.2%
%H (TV HH)			62.0%	16.0%	74.0%	50.0%	24.0%	
5+	68	63	34	13	44	27	17	68
%V	6.3%	6.1%	6.8%	9.9%	5.9%	7.9%	4.2%	8.4%
%H (All HH)		92.6%	50.0%	19.1%	64.7%	39.7%	25.0%	100.0%
%H (TV HH)			54.0%	20.6%	69.8%	42.9%	27.0%	

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 2012 - June 2013

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2113	1142	299	1575	881	694	1696
%H		54.0%	14.2%	74.5%	41.7%	32.8%	80.3%
Under 20"	394	209	43	329	181	148	309
%V	18.6%	18.3%	14.4%	20.9%	20.5%	21.3%	18.2%
%H		53.0%	10.9%	83.5%	45.9%	37.6%	78.4%
20" - 29"	509	231	74	404	194	209	371
%V	24.1%	20.2%	24.7%	25.7%	22.0%	30.1%	21.9%
%H		45.4%	14.5%	79.4%	38.1%	41.1%	72.9%
30" - 39"	598	315	88	446	240	206	489
%V	28.3%	27.6%	29.4%	28.3%	27.2%	29.7%	28.8%
%H		52.7%	14.7%	74.6%	40.1%	34.4%	81.8%
40" and over	435	284	69	290	202	88	382
%V	20.6%	24.9%	23.1%	18.4%	22.9%	12.7%	22.5%
%H		65.3%	15.9%	66.7%	46.4%	20.2%	87.8%
Don't know	16	3	5	11	3	8	11
%V	0.8%	0.3%	1.7%	0.7%	0.3%	1.2%	0.6%
%H		18.8%	31.3%	68.8%	18.8%	50.0%	68.8%
Not Asked	161	100	20	95	61	35	134
%V	7.6%	8.8%	6.7%	6.0%	6.9%	5.0%	7.9%
%H		62.1%	12.4%	59.0%	37.9%	21.7%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2113	1142	299	1575	881	694	1696
%H		54.0%	14.2%	74.5%	41.7%	32.8%	80.3%
Main living room	1022	500	131	745	344	400	771
%V	48.4%	43.8%	43.8%	47.3%	39.0%	57.6%	45.5%
%H		48.9%	12.8%	72.9%	33.7%	39.1%	75.4%
Kitchen	138	72	20	113	64	49	112
%V	6.5%	6.3%	6.7%	7.2%	7.3%	7.1%	6.6%
%H		52.2%	14.5%	81.9%	46.4%	35.5%	81.2%
Adult's bedroom	500	286	84	383	244	139	422
%V	23.7%	25.0%	28.1%	24.3%	27.7%	20.0%	24.9%
%H		57.2%	16.8%	76.6%	48.8%	27.8%	84.4%
Child's bedroom	85	50	20	73	54	19	78
%V	4.0%	4.4%	6.7%	4.6%	6.1%	2.7%	4.6%
%H		58.8%	23.5%	85.9%	63.5%	22.4%	91.8%
Other bedroom	69	50	5	60	45	15	59
%V	3.3%	4.4%	1.7%	3.8%	5.1%	2.2%	3.5%
%H		72.5%	7.2%	87.0%	65.2%	21.7%	85.5%
Second living/dining room	80	49	12	60	39	21	68
%V	3.8%	4.3%	4.0%	3.8%	4.4%	3.0%	4.0%
%H		61.3%	15.0%	75.0%	48.8%	26.3%	85.0%
Study/office	17	10	1	15	9	6	15
%V	0.8%	0.9%	0.3%	1.0%	1.0%	0.9%	0.9%
%H		58.8%	5.9%	88.2%	52.9%	35.3%	88.2%
TV room	10	9	1	4	4	0	10
%V	0.5%	0.8%	0.3%	0.3%	0.5%	0.0%	0.6%
%H		90.0%	10.0%	40.0%	40.0%	0.0%	100.0%
Conservatory	23	12	4	20	12	8	19
%V	1.1%	1.1%	1.3%	1.3%	1.4%	1.2%	1.1%
%H		52.2%	17.4%	87.0%	52.2%	34.8%	82.6%
Attic or loft room	1	0	0	1	0	0	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
No specific location	2	0	1	1	0	1	0
%V	0.1%	0.0%	0.3%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	50.0%	50.0%	0.0%	50.0%	0.0%
Other	6	5	1	4	3	0	6
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.0%	0.4%
%H		83.3%	16.7%	66.7%	50.0%	0.0%	100.0%
Not Asked	161	100	20	95	61	35	134
%V	7.6%	8.8%	6.7%	6.0%	6.9%	5.0%	7.9%
%H		62.1%	12.4%	59.0%	37.9%	21.7%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2113	1142	299	1575	881	694	1696
%H		54.0%	14.2%	74.5%	41.7%	32.8%	80.3%
PVR	784	543	116	484	344	140	701
%V	37.1%	47.5%	38.8%	30.7%	39.0%	20.2%	41.3%
%H		69.3%	14.8%	61.7%	43.9%	17.9%	89.4%
DVDR	72	34	13	60	33	27	56
%V	3.4%	3.0%	4.3%	3.8%	3.7%	3.9%	3.3%
%H		47.2%	18.1%	83.3%	45.8%	37.5%	77.8%
VCR	62	27	8	52	24	28	42
%V	2.9%	2.4%	2.7%	3.3%	2.7%	4.0%	2.5%
%H		43.5%	12.9%	83.9%	38.7%	45.2%	67.7%
Any recorder	856	563	129	547	369	179	745
%V	40.5%	49.3%	43.1%	34.7%	41.9%	25.8%	43.9%
%H		65.8%	15.1%	63.9%	43.1%	20.9%	87.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2113	1142	299	1575	881	694	1696
%H		54.0%	14.2%	74.5%	41.7%	32.8%	80.3%
Receives HDTV (via STB or built-in reception)	725	425	152	477	315	162	635
%V	34.3%	37.2%	50.8%	30.3%	35.8%	23.3%	37.4%
%H		58.6%	21.0%	65.8%	43.4%	22.3%	87.6%
DVD/Blu-ray player or recorder	1283	685	192	974	549	425	1055
%V	60.7%	60.0%	64.2%	61.8%	62.3%	61.2%	62.2%
%H		53.4%	15.0%	75.9%	42.8%	33.1%	82.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	501	131	746	341	405	783
%H		48.4%	12.6%	72.0%	32.9%	39.1%	75.6%
Under 20"	39	10	1	30	1	29	23
%V	3.8%	2.0%	0.8%	4.0%	0.3%	7.2%	2.9%
%H		25.6%	2.6%	76.9%	2.6%	74.4%	59.0%
20" - 29"	211	68	22	163	42	121	123
%V	20.4%	13.6%	16.8%	21.8%	12.3%	29.9%	15.7%
%H		32.2%	10.4%	77.3%	19.9%	57.3%	58.3%
30" - 39"	410	190	50	312	139	173	314
%V	39.6%	37.9%	38.2%	41.8%	40.8%	42.7%	40.1%
%H		46.3%	12.2%	76.1%	33.9%	42.2%	76.6%
40" and over	361	231	56	237	158	79	312
%V	34.8%	46.1%	42.7%	31.8%	46.3%	19.5%	39.8%
%H		64.0%	15.5%	65.7%	43.8%	21.9%	86.4%
Don't know	7	1	3	5	1	3	4
%V	0.7%	0.2%	2.3%	0.7%	0.3%	0.7%	0.5%
%H		14.3%	42.9%	71.4%	14.3%	42.9%	57.1%
Not Asked	8	1	0	0	0	0	7
%V	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%
%H		12.5%	0.0%	0.0%	0.0%	0.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	501	131	746	341	405	783
%H		48.4%	12.6%	72.0%	32.9%	39.1%	75.6%
PVR	596	399	85	381	260	121	527
%V	57.5%	79.6%	64.9%	51.1%	76.2%	29.9%	67.3%
%H		66.9%	14.3%	63.9%	43.6%	20.3%	88.4%
DVDR	59	25	9	48	22	26	44
%V	5.7%	5.0%	6.9%	6.4%	6.5%	6.4%	5.6%
%H		42.4%	15.3%	81.4%	37.3%	44.1%	74.6%
VCR	50	19	6	42	18	24	31
%V	4.8%	3.8%	4.6%	5.6%	5.3%	5.9%	4.0%
%H		38.0%	12.0%	84.0%	36.0%	48.0%	62.0%
Any recorder	651	410	94	430	274	155	556
%V	62.8%	81.8%	71.8%	57.6%	80.4%	38.3%	71.0%
%H		63.0%	14.4%	66.1%	42.1%	23.8%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	501	131	746	341	405	783
%H		48.4%	12.6%	72.0%	32.9%	39.1%	75.6%
Receives HDTV (via STB or built-in reception)	513	299	98	336	212	124	437
%V	49.5%	59.7%	74.8%	45.0%	62.2%	30.6%	55.8%
%H		58.3%	19.1%	65.5%	41.3%	24.2%	85.2%
DVD/Blu-ray player or recorder	839	422	111	606	293	313	658
%V	81.0%	84.2%	84.7%	81.2%	85.9%	77.3%	84.0%
%H		50.3%	13.2%	72.2%	34.9%	37.3%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1077	642	169	829	540	289	914
%H		59.6%	15.7%	77.0%	50.1%	26.8%	84.9%
Under 20"	356	199	43	299	180	119	286
%V	33.1%	31.0%	25.4%	36.1%	33.3%	41.2%	31.3%
%H		55.9%	12.1%	84.0%	50.6%	33.4%	80.3%
20" - 29"	298	163	52	240	152	88	248
%V	27.7%	25.4%	30.8%	29.0%	28.1%	30.4%	27.1%
%H		54.7%	17.4%	80.5%	51.0%	29.5%	83.2%
30" - 39"	187	125	38	134	101	33	174
%V	17.4%	19.5%	22.5%	16.2%	18.7%	11.4%	19.0%
%H		66.8%	20.3%	71.7%	54.0%	17.6%	93.0%
40" and over	74	53	14	53	44	9	70
%V	6.9%	8.3%	8.3%	6.4%	8.1%	3.1%	7.7%
%H		71.6%	18.9%	71.6%	59.5%	12.2%	94.6%
Don't know	9	2	2	6	1	5	8
%V	0.8%	0.3%	1.2%	0.7%	0.2%	1.7%	0.9%
%H		22.2%	22.2%	66.7%	11.1%	55.6%	88.9%
Not Asked	153	100	20	97	62	35	128
%V	14.2%	15.6%	11.8%	11.7%	11.5%	12.1%	14.0%
%H		65.4%	13.1%	63.4%	40.5%	22.9%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1077	642	169	829	540	289	914
%H		59.6%	15.7%	77.0%	50.1%	26.8%	84.9%
PVR	188	144	31	103	83	20	174
%V	17.5%	22.4%	18.3%	12.4%	15.4%	6.9%	19.0%
%H		76.6%	16.5%	54.8%	44.1%	10.6%	92.6%
DVDR	13	9	4	12	11	1	12
%V	1.2%	1.4%	2.4%	1.4%	2.0%	0.3%	1.3%
%H		69.2%	30.8%	92.3%	84.6%	7.7%	92.3%
VCR	13	8	1	10	7	4	11
%V	1.2%	1.2%	0.6%	1.2%	1.3%	1.4%	1.2%
%H		61.5%	7.7%	76.9%	53.8%	30.8%	84.6%
Any recorder	205	153	35	118	94	23	188
%V	19.0%	23.8%	20.7%	14.2%	17.4%	8.0%	20.6%
%H		74.6%	17.1%	57.6%	45.9%	11.2%	91.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1077	642	169	829	540	289	914
%H		59.6%	15.7%	77.0%	50.1%	26.8%	84.9%
Receives HDTV (via STB or built-in reception)	213	126	54	141	102	39	198
%V	19.8%	19.6%	32.0%	17.0%	18.9%	13.5%	21.7%
%H		59.2%	25.4%	66.2%	47.9%	18.3%	93.0%
DVD/Blu-ray player or recorder	443	263	81	368	256	112	397
%V	41.1%	41.0%	47.9%	44.4%	47.4%	38.8%	43.4%
%H		59.4%	18.3%	83.1%	57.8%	25.3%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2531	2445	1308	364	1719	938	782	2098
%H		96.6%	51.7%	14.4%	67.9%	37.1%	30.9%	82.9%
Total Children	479	473	268	82	318	191	127	418
%V	18.9%	19.3%	20.5%	22.5%	18.5%	20.4%	16.2%	19.9%
%H		98.7%	55.9%	17.1%	66.4%	39.9%	26.5%	87.3%
0 - 3	124	121	62	24	82	45	37	98
%V	4.9%	4.9%	4.7%	6.6%	4.8%	4.8%	4.7%	4.7%
%H		97.6%	50.0%	19.4%	66.1%	36.3%	29.8%	79.0%
4 - 15	355	352	206	58	236	146	90	320
%V	14.0%	14.4%	15.7%	15.9%	13.7%	15.6%	11.5%	15.3%
%H		99.2%	58.0%	16.3%	66.5%	41.1%	25.4%	90.1%
4 - 9	202	200	112	34	133	80	53	176
%V	8.0%	8.2%	8.6%	9.3%	7.7%	8.5%	6.8%	8.4%
%H		99.0%	55.4%	16.8%	65.8%	39.6%	26.2%	87.1%
10 - 15	153	152	94	24	103	66	37	144
%V	6.0%	6.2%	7.2%	6.6%	6.0%	7.0%	4.7%	6.9%
%H		99.3%	61.4%	15.7%	67.3%	43.1%	24.2%	94.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2531	2445	1308	364	1719	938	782	2098
%H		96.6%	51.7%	14.4%	67.9%	37.1%	30.9%	82.9%
Total Adults (16+)	2052	1973	1040	282	1401	746	655	1679
%V	81.1%	80.7%	79.5%	77.5%	81.5%	79.5%	83.8%	80.0%
%H		96.2%	50.7%	13.7%	68.3%	36.4%	31.9%	81.8%
16 - 19	123	117	68	24	81	56	26	111
%V	4.9%	4.8%	5.2%	6.6%	4.7%	6.0%	3.3%	5.3%
%H		95.1%	55.3%	19.5%	65.9%	45.5%	21.1%	90.2%
20 - 24	165	145	82	27	95	60	35	139
%V	6.5%	5.9%	6.3%	7.4%	5.5%	6.4%	4.5%	6.6%
%H		87.9%	49.7%	16.4%	57.6%	36.4%	21.2%	84.2%
25 - 34	308	286	162	52	171	102	69	280
%V	12.2%	11.7%	12.4%	14.3%	9.9%	10.9%	8.8%	13.3%
%H		92.9%	52.6%	16.9%	55.5%	33.1%	22.4%	90.9%
35 - 44	315	307	165	55	201	117	84	293
%V	12.4%	12.6%	12.6%	15.1%	11.7%	12.5%	10.7%	14.0%
%H		97.5%	52.4%	17.5%	63.8%	37.1%	26.7%	93.0%
45 - 54	361	351	205	45	251	147	104	324
%V	14.3%	14.4%	15.7%	12.4%	14.6%	15.7%	13.3%	15.4%
%H		97.2%	56.8%	12.5%	69.5%	40.7%	28.8%	89.8%
55 - 64	314	308	170	36	234	128	106	269
%V	12.4%	12.6%	13.0%	9.9%	13.6%	13.6%	13.6%	12.8%
%H		98.1%	54.1%	11.5%	74.5%	40.8%	33.8%	85.7%
65+	466	459	188	42	367	137	231	262
%V	18.4%	18.8%	14.4%	11.5%	21.3%	14.6%	29.5%	12.5%
%H		98.5%	40.3%	9.0%	78.8%	29.4%	49.6%	56.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2052	1973	1040	282	1401	746	655	1679
	%H		96.2%	50.7%	13.7%	68.3%	36.4%	31.9%	81.8%
AB		585	572	324	81	410	241	169	548
	%V	28.5%	29.0%	31.2%	28.7%	29.3%	32.3%	25.8%	32.6%
	%H		97.8%	55.4%	13.8%	70.1%	41.2%	28.9%	93.7%
C1		624	594	307	82	402	203	199	546
	%V	30.4%	30.1%	29.5%	29.1%	28.7%	27.2%	30.4%	32.5%
	%H		95.2%	49.2%	13.1%	64.4%	32.5%	31.9%	87.5%
C2		431	420	247	65	298	185	113	348
	%V	21.0%	21.3%	23.8%	23.0%	21.3%	24.8%	17.3%	20.7%
	%H		97.4%	57.3%	15.1%	69.1%	42.9%	26.2%	80.7%
D		228	212	103	35	151	75	76	170
	%V	11.1%	10.7%	9.9%	12.4%	10.8%	10.1%	11.6%	10.1%
	%H		93.0%	45.2%	15.4%	66.2%	32.9%	33.3%	74.6%
E		185	176	59	19	140	42	98	67
	%V	9.0%	8.9%	5.7%	6.7%	10.0%	5.6%	15.0%	4.0%
	%H		95.1%	31.9%	10.3%	75.7%	22.7%	53.0%	36.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2052	1973	1040	282	1401	746	655	1679
%H		96.2%	50.7%	13.7%	68.3%	36.4%	31.9%	81.8%
Working full time	925	893	519	150	584	358	225	859
%V	45.1%	45.3%	49.9%	53.2%	41.7%	48.0%	34.4%	51.2%
%H		96.5%	56.1%	16.2%	63.1%	38.7%	24.3%	92.9%
Working part time	219	210	117	27	150	84	66	200
%V	10.7%	10.6%	11.3%	9.6%	10.7%	11.3%	10.1%	11.9%
%H		95.9%	53.4%	12.3%	68.5%	38.4%	30.1%	91.3%
Not working	908	870	405	105	668	304	364	621
%V	44.2%	44.1%	38.9%	37.2%	47.7%	40.8%	55.6%	37.0%
%H		95.8%	44.6%	11.6%	73.6%	33.5%	40.1%	68.4%
Housewife/Houseperson	1080	1038	502	131	747	341	405	809
%V	52.6%	52.6%	48.3%	46.5%	53.3%	45.7%	61.8%	48.2%
%H		96.1%	46.5%	12.1%	69.2%	31.6%	37.5%	74.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	985	940	518	139	654	373	281	831
%H		95.4%	52.6%	14.1%	66.4%	37.9%	28.5%	84.4%
16 - 19	60	57	33	13	41	28	12	54
%V	6.1%	6.1%	6.4%	9.4%	6.3%	7.5%	4.3%	6.5%
%H		95.0%	55.0%	21.7%	68.3%	46.7%	20.0%	90.0%
20 - 24	85	75	46	15	48	34	13	76
%V	8.6%	8.0%	8.9%	10.8%	7.3%	9.1%	4.6%	9.1%
%H		88.2%	54.1%	17.6%	56.5%	40.0%	15.3%	89.4%
25 - 34	152	139	80	25	80	48	32	139
%V	15.4%	14.8%	15.4%	18.0%	12.2%	12.9%	11.4%	16.7%
%H		91.4%	52.6%	16.4%	52.6%	31.6%	21.1%	91.4%
35 - 44	148	142	78	24	89	52	36	137
%V	15.0%	15.1%	15.1%	17.3%	13.6%	13.9%	12.8%	16.5%
%H		95.9%	52.7%	16.2%	60.1%	35.1%	24.3%	92.6%
45 - 54	174	167	97	23	119	70	49	153
%V	17.7%	17.8%	18.7%	16.5%	18.2%	18.8%	17.4%	18.4%
%H		96.0%	55.7%	13.2%	68.4%	40.2%	28.2%	87.9%
55 - 64	155	152	89	18	117	70	47	133
%V	15.7%	16.2%	17.2%	12.9%	17.9%	18.8%	16.7%	16.0%
%H		98.1%	57.4%	11.6%	75.5%	45.2%	30.3%	85.8%
65+	212	207	96	22	162	71	91	139
%V	21.5%	22.0%	18.5%	15.8%	24.8%	19.0%	32.4%	16.7%
%H		97.6%	45.3%	10.4%	76.4%	33.5%	42.9%	65.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		985	940	518	139	654	373	281	831
	%H		95.4%	52.6%	14.1%	66.4%	37.9%	28.5%	84.4%
AB		295	288	164	42	204	122	83	277
	%V	29.9%	30.6%	31.7%	30.2%	31.2%	32.7%	29.5%	33.3%
	%H		97.6%	55.6%	14.2%	69.2%	41.4%	28.1%	93.9%
C1		283	269	147	38	178	97	80	255
	%V	28.7%	28.6%	28.4%	27.3%	27.2%	26.0%	28.5%	30.7%
	%H		95.1%	51.9%	13.4%	62.9%	34.3%	28.3%	90.1%
C2		233	224	131	34	157	97	60	185
	%V	23.7%	23.8%	25.3%	24.5%	24.0%	26.0%	21.4%	22.3%
	%H		96.1%	56.2%	14.6%	67.4%	41.6%	25.8%	79.4%
D		108	99	52	17	69	38	31	85
	%V	11.0%	10.5%	10.0%	12.2%	10.6%	10.2%	11.0%	10.2%
	%H		91.7%	48.1%	15.7%	63.9%	35.2%	28.7%	78.7%
E		66	60	25	9	46	19	27	28
	%V	6.7%	6.4%	4.8%	6.5%	7.0%	5.1%	9.6%	3.4%
	%H		90.9%	37.9%	13.6%	69.7%	28.8%	40.9%	42.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	985	940	518	139	654	373	281	831
%H		95.4%	52.6%	14.1%	66.4%	37.9%	28.5%	84.4%
Working full time	569	546	320	92	358	225	134	525
%V	57.8%	58.1%	61.8%	66.2%	54.7%	60.3%	47.7%	63.2%
%H		96.0%	56.2%	16.2%	62.9%	39.5%	23.6%	92.3%
Working part time	41	40	22	3	33	17	15	38
%V	4.2%	4.3%	4.2%	2.2%	5.0%	4.6%	5.3%	4.6%
%H		97.6%	53.7%	7.3%	80.5%	41.5%	36.6%	92.7%
Not working	375	353	177	44	263	131	132	269
%V	38.1%	37.6%	34.2%	31.7%	40.2%	35.1%	47.0%	32.4%
%H		94.1%	47.2%	11.7%	70.1%	34.9%	35.2%	71.7%
Housewife/Houseperson	203	184	82	19	132	52	80	137
%V	20.6%	19.6%	15.8%	13.7%	20.2%	13.9%	28.5%	16.5%
%H		90.6%	40.4%	9.4%	65.0%	25.6%	39.4%	67.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1067	1033	522	143	747	373	374	848
%H		96.8%	48.9%	13.4%	70.0%	35.0%	35.1%	79.5%
16 - 19	63	60	35	11	40	27	13	57
%V	5.9%	5.8%	6.7%	7.7%	5.4%	7.2%	3.5%	6.7%
%H		95.2%	55.6%	17.5%	63.5%	42.9%	20.6%	90.5%
20 - 24	80	69	35	12	47	26	21	63
%V	7.5%	6.7%	6.7%	8.4%	6.3%	7.0%	5.6%	7.4%
%H		86.3%	43.8%	15.0%	58.8%	32.5%	26.3%	78.8%
25 - 34	156	147	82	28	91	54	38	141
%V	14.6%	14.2%	15.7%	19.6%	12.2%	14.5%	10.2%	16.6%
%H		94.2%	52.6%	17.9%	58.3%	34.6%	24.4%	90.4%
35 - 44	167	165	87	31	112	65	47	156
%V	15.7%	16.0%	16.7%	21.7%	15.0%	17.4%	12.6%	18.4%
%H		98.8%	52.1%	18.6%	67.1%	38.9%	28.1%	93.4%
45 - 54	187	184	109	22	132	77	55	171
%V	17.5%	17.8%	20.9%	15.4%	17.7%	20.6%	14.7%	20.2%
%H		98.4%	58.3%	11.8%	70.6%	41.2%	29.4%	91.4%
55 - 64	159	156	81	19	118	59	59	136
%V	14.9%	15.1%	15.5%	13.3%	15.8%	15.8%	15.8%	16.0%
%H		98.1%	50.9%	11.9%	74.2%	37.1%	37.1%	85.5%
65+	254	252	92	20	206	66	140	123
%V	23.8%	24.4%	17.6%	14.0%	27.6%	17.7%	37.4%	14.5%
%H		99.2%	36.2%	7.9%	81.1%	26.0%	55.1%	48.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1067	1033	522	143	747	373	374	848
%H		96.8%	48.9%	13.4%	70.0%	35.0%	35.1%	79.5%
AB	290	284	161	39	205	119	87	270
%V	27.2%	27.5%	30.8%	27.3%	27.4%	31.9%	23.3%	31.8%
%H		97.9%	55.5%	13.4%	70.7%	41.0%	30.0%	93.1%
C1	341	325	160	44	225	106	119	291
%V	32.0%	31.5%	30.7%	30.8%	30.1%	28.4%	31.8%	34.3%
%H		95.3%	46.9%	12.9%	66.0%	31.1%	34.9%	85.3%
C2	198	196	116	30	141	89	53	163
%V	18.6%	19.0%	22.2%	21.0%	18.9%	23.9%	14.2%	19.2%
%H		99.0%	58.6%	15.2%	71.2%	44.9%	26.8%	82.3%
D	120	113	51	19	82	37	44	86
%V	11.2%	10.9%	9.8%	13.3%	11.0%	9.9%	11.8%	10.1%
%H		94.2%	42.5%	15.8%	68.3%	30.8%	36.7%	71.7%
E	118	115	34	10	94	23	71	39
%V	11.1%	11.1%	6.5%	7.0%	12.6%	6.2%	19.0%	4.6%
%H		97.5%	28.8%	8.5%	79.7%	19.5%	60.2%	33.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1067	1033	522	143	747	373	374	848
%H		96.8%	48.9%	13.4%	70.0%	35.0%	35.1%	79.5%
Working full time	356	347	199	58	225	134	91	334
%V	33.4%	33.6%	38.1%	40.6%	30.1%	35.9%	24.3%	39.4%
%H		97.5%	55.9%	16.3%	63.2%	37.6%	25.6%	93.8%
Working part time	177	170	95	24	117	67	50	162
%V	16.6%	16.5%	18.2%	16.8%	15.7%	18.0%	13.4%	19.1%
%H		96.0%	53.7%	13.6%	66.1%	37.9%	28.2%	91.5%
Not working	534	516	228	60	405	173	232	352
%V	50.0%	50.0%	43.7%	42.0%	54.2%	46.4%	62.0%	41.5%
%H		96.6%	42.7%	11.2%	75.8%	32.4%	43.4%	65.9%
Housewife/Houseperson	877	854	420	112	615	289	326	672
%V	82.2%	82.7%	80.5%	78.3%	82.3%	77.5%	87.2%	79.2%
%H		97.4%	47.9%	12.8%	70.1%	33.0%	37.2%	76.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
AB	804	787	369	150	601	324	277	724
%V	22.5%	22.6%	26.9%	20.7%	22.2%	24.8%	19.7%	28.1%
%H (All HH)		97.9%	45.9%	18.7%	74.8%	40.3%	34.5%	90.0%
%H (TV HH)			46.9%	19.1%	76.4%	41.2%	35.2%	
C1	905	882	336	188	688	330	358	743
%V	25.3%	25.3%	24.5%	26.0%	25.4%	25.3%	25.4%	28.9%
%H (All HH)		97.5%	37.1%	20.8%	76.0%	36.5%	39.6%	82.1%
%H (TV HH)			38.1%	21.3%	78.0%	37.4%	40.6%	
C2	760	748	308	173	599	324	274	565
%V	21.2%	21.5%	22.5%	23.9%	22.1%	24.8%	19.5%	22.0%
%H (All HH)		98.4%	40.5%	22.8%	78.8%	42.6%	36.1%	74.3%
%H (TV HH)			41.2%	23.1%	80.1%	43.3%	36.6%	
D	581	563	214	126	422	198	224	354
%V	16.2%	16.2%	15.6%	17.4%	15.6%	15.2%	15.9%	13.8%
%H (All HH)		96.9%	36.8%	21.7%	72.6%	34.1%	38.6%	60.9%
%H (TV HH)			38.0%	22.4%	75.0%	35.2%	39.8%	
E	527	502	142	88	403	129	274	188
%V	14.7%	14.4%	10.4%	12.2%	14.9%	9.9%	19.5%	7.3%
%H (All HH)		95.3%	26.9%	16.7%	76.5%	24.5%	52.0%	35.7%
%H (TV HH)			28.3%	17.5%	80.3%	25.7%	54.6%	

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 2012 - June 2013

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Under 25	156	143	49	27	101	39	61	112
%V	4.4%	4.1%	3.6%	3.7%	3.7%	3.0%	4.3%	4.4%
%H (All HH)		91.7%	31.4%	17.3%	64.7%	25.0%	39.1%	71.8%
%H (TV HH)			34.3%	18.9%	70.6%	27.3%	42.7%	
25 - 34	576	552	244	136	383	214	169	472
%V	16.1%	15.9%	17.8%	18.8%	14.1%	16.4%	12.0%	18.3%
%H (All HH)		95.8%	42.4%	23.6%	66.5%	37.2%	29.3%	81.9%
%H (TV HH)			44.2%	24.6%	69.4%	38.8%	30.6%	
35 - 44	610	589	287	156	431	277	155	535
%V	17.1%	16.9%	20.9%	21.5%	15.9%	21.2%	11.0%	20.8%
%H (All HH)		96.6%	47.0%	25.6%	70.7%	45.4%	25.4%	87.7%
%H (TV HH)			48.7%	26.5%	73.2%	47.0%	26.3%	
45 - 54	678	668	304	165	506	299	207	585
%V	19.0%	19.2%	22.2%	22.8%	18.7%	22.9%	14.7%	22.7%
%H (All HH)		98.5%	44.8%	24.3%	74.6%	44.1%	30.5%	86.3%
%H (TV HH)			45.5%	24.7%	75.7%	44.8%	31.0%	
55 - 64	588	576	226	115	479	239	241	461
%V	16.4%	16.5%	16.5%	15.9%	17.7%	18.3%	17.1%	17.9%
%H (All HH)		98.0%	38.4%	19.6%	81.5%	40.6%	41.0%	78.4%
%H (TV HH)			39.2%	20.0%	83.2%	41.5%	41.8%	
65 +	968	953	259	126	811	237	575	410
%V	27.1%	27.4%	18.9%	17.4%	29.9%	18.2%	40.9%	15.9%
%H (All HH)		98.5%	26.8%	13.0%	83.8%	24.5%	59.4%	42.4%
%H (TV HH)			27.2%	13.2%	85.1%	24.9%	60.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
1	1073	1026	255	157	841	233	609	505
%V	30.0%	29.5%	18.6%	21.7%	31.0%	17.9%	43.3%	19.6%
%H (All HH)		95.6%	23.8%	14.6%	78.4%	21.7%	56.8%	47.1%
%H (TV HH)			24.9%	15.3%	82.0%	22.7%	59.4%	
2	1192	1171	455	234	933	442	491	897
%V	33.3%	33.6%	33.2%	32.3%	34.4%	33.9%	34.9%	34.8%
%H (All HH)		98.2%	38.2%	19.6%	78.3%	37.1%	41.2%	75.3%
%H (TV HH)			38.9%	20.0%	79.7%	37.7%	41.9%	
3	588	580	284	150	434	280	154	512
%V	16.4%	16.7%	20.7%	20.7%	16.0%	21.5%	10.9%	19.9%
%H (All HH)		98.6%	48.3%	25.5%	73.8%	47.6%	26.2%	87.1%
%H (TV HH)			49.0%	25.9%	74.8%	48.3%	26.6%	
4	469	456	230	122	334	221	112	428
%V	13.1%	13.1%	16.8%	16.9%	12.3%	16.9%	8.0%	16.6%
%H (All HH)		97.2%	49.0%	26.0%	71.2%	47.1%	23.9%	91.3%
%H (TV HH)			50.4%	26.8%	73.2%	48.5%	24.6%	
5+	254	248	146	62	170	128	42	232
%V	7.1%	7.1%	10.7%	8.6%	6.3%	9.8%	3.0%	9.0%
%H (All HH)		97.6%	57.5%	24.4%	66.9%	50.4%	16.5%	91.3%
%H (TV HH)			58.9%	25.0%	68.5%	51.6%	16.9%	
Average HH size	2.37	2.38	2.74	2.62	2.31	2.71	1.94	2.65

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 2012 - June 2013

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Without	2621	2542	893	478	2043	864	1178	1740
%V	73.3%	73.0%	65.2%	66.0%	75.3%	66.3%	83.7%	67.6%
%H (All HH)		97.0%	34.1%	18.2%	77.9%	33.0%	44.9%	66.4%
%H (TV HH)			35.1%	18.8%	80.4%	34.0%	46.3%	
With	956	939	477	247	669	440	229	834
%V	26.7%	27.0%	34.8%	34.1%	24.7%	33.7%	16.3%	32.4%
%H (All HH)		98.2%	49.9%	25.8%	70.0%	46.0%	24.0%	87.2%
%H (TV HH)			50.8%	26.3%	71.2%	46.9%	24.4%	
0 - 3	367	357	186	93	230	150	80	301
%V	10.3%	10.3%	13.6%	12.8%	8.5%	11.5%	5.7%	11.7%
%H (All HH)		97.3%	50.7%	25.3%	62.7%	40.9%	21.8%	82.0%
%H (TV HH)			52.1%	26.1%	64.4%	42.0%	22.4%	
4 - 9	476	467	232	127	333	220	113	409
%V	13.3%	13.4%	16.9%	17.5%	12.3%	16.9%	8.0%	15.9%
%H (All HH)		98.1%	48.7%	26.7%	70.0%	46.2%	23.7%	85.9%
%H (TV HH)			49.7%	27.2%	71.3%	47.1%	24.2%	
10 - 15	450	446	233	121	327	227	100	416
%V	12.6%	12.8%	17.0%	16.7%	12.1%	17.4%	7.1%	16.2%
%H (All HH)		99.1%	51.8%	26.9%	72.7%	50.4%	22.2%	92.4%
%H (TV HH)			52.2%	27.1%	73.3%	50.9%	22.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Midlands
Household level data
Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
1	1410	1410	434	252	995	283	712	843
%V	39.4%	40.5%	31.7%	34.8%	36.7%	21.7%	50.6%	32.8%
%H (All HH)		100.0%	30.8%	17.9%	70.6%	20.1%	50.5%	59.8%
%H (TV HH)			30.8%	17.9%	70.6%	20.1%	50.5%	
2	1175	1175	487	244	945	488	457	877
%V	32.8%	33.8%	35.5%	33.7%	34.8%	37.4%	32.5%	34.1%
%H (All HH)		100.0%	41.4%	20.8%	80.4%	41.5%	38.9%	74.6%
%H (TV HH)			41.4%	20.8%	80.4%	41.5%	38.9%	
3	549	549	263	136	475	313	162	476
%V	15.3%	15.8%	19.2%	18.8%	17.5%	24.0%	11.5%	18.5%
%H (All HH)		100.0%	47.9%	24.8%	86.5%	57.0%	29.5%	86.7%
%H (TV HH)			47.9%	24.8%	86.5%	57.0%	29.5%	
4	230	230	121	63	198	146	52	213
%V	6.4%	6.6%	8.8%	8.7%	7.3%	11.2%	3.7%	8.3%
%H (All HH)		100.0%	52.6%	27.4%	86.1%	63.5%	22.6%	92.6%
%H (TV HH)			52.6%	27.4%	86.1%	63.5%	22.6%	
5+	116	116	66	30	98	74	24	112
%V	3.2%	3.3%	4.8%	4.1%	3.6%	5.7%	1.7%	4.4%
%H (All HH)		100.0%	56.9%	25.9%	84.5%	63.8%	20.7%	96.6%
%H (TV HH)			56.9%	25.9%	84.5%	63.8%	20.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Midlands
Household level data
Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Under 20"	849	849	344	176	762	419	343	658
%V	23.7%	24.4%	25.1%	24.3%	28.1%	32.1%	24.4%	25.6%
%H (All HH)		100.0%	40.5%	20.7%	89.8%	49.4%	40.4%	77.5%
%H (TV HH)			40.5%	20.7%	89.8%	49.4%	40.4%	
20" - 29"	1386	1386	517	265	1170	547	623	993
%V	38.7%	39.8%	37.7%	36.6%	43.1%	41.9%	44.3%	38.6%
%H (All HH)		100.0%	37.3%	19.1%	84.4%	39.5%	44.9%	71.6%
%H (TV HH)			37.3%	19.1%	84.4%	39.5%	44.9%	
30" - 39"	1830	1830	750	408	1466	770	696	1364
%V	51.2%	52.6%	54.7%	56.4%	54.1%	59.0%	49.5%	53.0%
%H (All HH)		100.0%	41.0%	22.3%	80.1%	42.1%	38.0%	74.5%
%H (TV HH)			41.0%	22.3%	80.1%	42.1%	38.0%	
40" and over	1334	1334	688	337	983	652	332	1132
%V	37.3%	38.3%	50.2%	46.5%	36.2%	50.0%	23.6%	44.0%
%H (All HH)		100.0%	51.6%	25.3%	73.7%	48.9%	24.9%	84.9%
%H (TV HH)			51.6%	25.3%	73.7%	48.9%	24.9%	

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 2012 - June 2013

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Main living room	3420	3420	1359	719	2679	1296	1383	2475
%V	95.6%	98.2%	99.2%	99.3%	98.8%	99.4%	98.3%	96.2%
%H (All HH)		100.0%	39.7%	21.0%	78.3%	37.9%	40.4%	72.4%
%H (TV HH)			39.7%	21.0%	78.3%	37.9%	40.4%	
Kitchen	433	433	206	76	380	224	157	350
%V	12.1%	12.4%	15.0%	10.5%	14.0%	17.2%	11.2%	13.6%
%H (All HH)		100.0%	47.6%	17.6%	87.8%	51.7%	36.3%	80.8%
%H (TV HH)			47.6%	17.6%	87.8%	51.7%	36.3%	
Adult's bedroom	1444	1444	665	335	1233	762	471	1185
%V	40.4%	41.5%	48.5%	46.3%	45.5%	58.4%	33.5%	46.0%
%H (All HH)		100.0%	46.1%	23.2%	85.4%	52.8%	32.6%	82.1%
%H (TV HH)			46.1%	23.2%	85.4%	52.8%	32.6%	
Child's bedroom	280	280	144	76	242	177	66	253
%V	7.8%	8.0%	10.5%	10.5%	8.9%	13.6%	4.7%	9.8%
%H (All HH)		100.0%	51.4%	27.1%	86.4%	63.2%	23.6%	90.4%
%H (TV HH)			51.4%	27.1%	86.4%	63.2%	23.6%	
Other bedroom	145	145	67	43	123	83	40	133
%V	4.1%	4.2%	4.9%	5.9%	4.5%	6.4%	2.8%	5.2%
%H (All HH)		100.0%	46.2%	29.7%	84.8%	57.2%	27.6%	91.7%
%H (TV HH)			46.2%	29.7%	84.8%	57.2%	27.6%	
Second living/dining room	298	298	136	74	257	159	98	246
%V	8.3%	8.6%	9.9%	10.2%	9.5%	12.2%	7.0%	9.6%
%H (All HH)		100.0%	45.6%	24.8%	86.2%	53.4%	32.9%	82.6%
%H (TV HH)			45.6%	24.8%	86.2%	53.4%	32.9%	
Study/office	44	44	23	7	36	22	15	44
%V	1.2%	1.3%	1.7%	1.0%	1.3%	1.7%	1.1%	1.7%
%H (All HH)		100.0%	52.3%	15.9%	81.8%	50.0%	34.1%	100.0%
%H (TV HH)			52.3%	15.9%	81.8%	50.0%	34.1%	
TV room	19	19	9	4	17	11	5	19
%V	0.5%	0.5%	0.7%	0.6%	0.6%	0.8%	0.4%	0.7%
%H (All HH)		100.0%	47.4%	21.1%	89.5%	57.9%	26.3%	100.0%
%H (TV HH)			47.4%	21.1%	89.5%	57.9%	26.3%	
Conservatory	93	93	43	24	81	51	29	81
%V	2.6%	2.7%	3.1%	3.3%	3.0%	3.9%	2.1%	3.1%
%H (All HH)		100.0%	46.2%	25.8%	87.1%	54.8%	31.2%	87.1%
%H (TV HH)			46.2%	25.8%	87.1%	54.8%	31.2%	
Attic or loft room	5	5	2	1	4	4	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	80.0%	20.0%	100.0%
%H (TV HH)			40.0%	20.0%	80.0%	80.0%	20.0%	
No specific location	6	6	3	2	5	3	3	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	50.0%	50.0%	
Other	17	17	8	6	17	13	4	17
%V	0.5%	0.5%	0.6%	0.8%	0.6%	1.0%	0.3%	0.7%
%H (All HH)		100.0%	47.1%	35.3%	100.0%	76.5%	23.5%	100.0%
%H (TV HH)			47.1%	35.3%	100.0%	76.5%	23.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Any DSAT provider	1370	1370	1370	44	883	883	0	1149
%V	38.3%	39.4%	100.0%	6.1%	32.6%	67.7%	0.0%	44.6%
%H (All HH)			100.0%	3.2%	64.5%	64.5%	0.0%	83.9%
%H (TV HH)			100.0%	3.2%	64.5%	64.5%	0.0%	
Sky with subscription	1113	1113	1113	27	732	732	0	958
%V	31.1%	32.0%	81.2%	3.7%	27.0%	56.1%	0.0%	37.2%
%H (All HH)			100.0%	2.4%	65.8%	65.8%	0.0%	86.1%
%H (TV HH)			100.0%	2.4%	65.8%	65.8%	0.0%	
Sky without subscription	95	95	95	8	54	54	0	63
%V	2.7%	2.7%	6.9%	1.1%	2.0%	4.1%	0.0%	2.4%
%H (All HH)			100.0%	8.4%	56.8%	56.8%	0.0%	66.3%
%H (TV HH)			100.0%	8.4%	56.8%	56.8%	0.0%	
Freesat	138	138	138	7	91	91	0	109
%V	3.9%	4.0%	10.1%	1.0%	3.4%	7.0%	0.0%	4.2%
%H (All HH)			100.0%	5.1%	65.9%	65.9%	0.0%	79.0%
%H (TV HH)			100.0%	5.1%	65.9%	65.9%	0.0%	
Other satellite provider	44	44	44	2	22	22	0	39
%V	1.2%	1.3%	3.2%	0.3%	0.8%	1.7%	0.0%	1.5%
%H (All HH)			100.0%	4.5%	50.0%	50.0%	0.0%	88.6%
%H (TV HH)			100.0%	4.5%	50.0%	50.0%	0.0%	
DCAB	724	724	44	724	448	448	0	612
%V	20.2%	20.8%	3.2%	100.0%	16.5%	34.4%	0.0%	23.8%
%H (All HH)			6.1%	100.0%	61.9%	61.9%	0.0%	84.5%
%H (TV HH)			6.1%	100.0%	61.9%	61.9%	0.0%	
DTT	2712	2712	883	448	2712	1304	1407	1898
%V	75.8%	77.9%	64.5%	61.9%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	32.6%	16.5%	100.0%	48.1%	51.9%	70.0%
%H (TV HH)			32.6%	16.5%	100.0%	48.1%	51.9%	

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 2012 - June 2013

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
PVR	1915	1915	1082	460	1404	999	405	1650
%V	53.5%	55.0%	79.0%	63.5%	51.8%	76.6%	28.8%	64.1%
%H (All HH)		100.0%	56.5%	24.0%	73.3%	52.2%	21.1%	86.2%
%H (TV HH)			56.5%	24.0%	73.3%	52.2%	21.1%	
DVDR	259	259	93	51	210	92	119	205
%V	7.2%	7.4%	6.8%	7.0%	7.7%	7.1%	8.5%	8.0%
%H (All HH)		100.0%	35.9%	19.7%	81.1%	35.5%	45.9%	79.2%
%H (TV HH)			35.9%	19.7%	81.1%	35.5%	45.9%	
VCR	171	171	59	27	145	59	86	100
%V	4.8%	4.9%	4.3%	3.7%	5.3%	4.5%	6.1%	3.9%
%H (All HH)		100.0%	34.5%	15.8%	84.8%	34.5%	50.3%	58.5%
%H (TV HH)			34.5%	15.8%	84.8%	34.5%	50.3%	
Any recorder	2119	2119	1123	489	1579	1039	540	1766
%V	59.2%	60.9%	82.0%	67.5%	58.2%	79.7%	38.4%	68.6%
%H (All HH)		100.0%	53.0%	23.1%	74.5%	49.0%	25.5%	83.3%
%H (TV HH)			53.0%	23.1%	74.5%	49.0%	25.5%	
Receives HDTV (via STB or built-in reception)	1818	1818	842	556	1357	902	455	1545
%V	50.8%	52.2%	61.5%	76.8%	50.0%	69.2%	32.3%	60.0%
%H (All HH)		100.0%	46.3%	30.6%	74.6%	49.6%	25.0%	85.0%
%H (TV HH)			46.3%	30.6%	74.6%	49.6%	25.0%	
DVD/Blu-ray player or recorder	2780	2780	1153	612	2192	1142	1050	2140
%V	77.7%	79.9%	84.2%	84.5%	80.8%	87.6%	74.6%	83.1%
%H (All HH)		100.0%	41.5%	22.0%	78.8%	41.1%	37.8%	77.0%
%H (TV HH)			41.5%	22.0%	78.8%	41.1%	37.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3577	3481	1370	724	2712	1304	1407	2574
%H (All HH)		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%
%H (TV HH)			39.4%	20.8%	77.9%	37.5%	40.4%	
Has broadband internet	2574	2520	1149	612	1898	1120	778	2574
%V	72.0%	72.4%	83.9%	84.5%	70.0%	85.9%	55.3%	100.0%
%H (All HH)		97.9%	44.6%	23.8%	73.7%	43.5%	30.2%	100.0%
%H (TV HH)			45.6%	24.3%	75.3%	44.4%	30.9%	
Number of computers (PCs and laptops)								
0	842	809	186	93	682	151	530	25
%V	23.5%	23.2%	13.6%	12.8%	25.1%	11.6%	37.7%	1.0%
%H (All HH)		96.1%	22.1%	11.0%	81.0%	17.9%	62.9%	3.0%
%H (TV HH)			23.0%	11.5%	84.3%	18.7%	65.5%	
1	1356	1324	538	286	1023	517	505	1209
%V	37.9%	38.0%	39.3%	39.5%	37.7%	39.6%	35.9%	47.0%
%H (All HH)		97.6%	39.7%	21.1%	75.4%	38.1%	37.2%	89.2%
%H (TV HH)			40.6%	21.6%	77.3%	39.0%	38.1%	
2	716	701	323	168	542	326	216	686
%V	20.0%	20.1%	23.6%	23.2%	20.0%	25.0%	15.4%	26.7%
%H (All HH)		97.9%	45.1%	23.5%	75.7%	45.5%	30.2%	95.8%
%H (TV HH)			46.1%	24.0%	77.3%	46.5%	30.8%	
3	359	350	175	93	254	166	88	356
%V	10.0%	10.1%	12.8%	12.8%	9.4%	12.7%	6.3%	13.8%
%H (All HH)		97.5%	48.7%	25.9%	70.8%	46.2%	24.5%	99.2%
%H (TV HH)			50.0%	26.6%	72.6%	47.4%	25.1%	
4	166	163	86	42	119	82	37	164
%V	4.6%	4.7%	6.3%	5.8%	4.4%	6.3%	2.6%	6.4%
%H (All HH)		98.2%	51.8%	25.3%	71.7%	49.4%	22.3%	98.8%
%H (TV HH)			52.8%	25.8%	73.0%	50.3%	22.7%	
5+	138	134	62	42	93	62	32	135
%V	3.9%	3.8%	4.5%	5.8%	3.4%	4.8%	2.3%	5.2%
%H (All HH)		97.1%	44.9%	30.4%	67.4%	44.9%	23.2%	97.8%
%H (TV HH)			46.3%	31.3%	69.4%	46.3%	23.9%	

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 2012 - June 2013

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6955	3032	1558	5631	3177	2454	5479
%H		43.6%	22.4%	81.0%	45.7%	35.3%	78.8%
Under 20"	1085	440	227	980	544	436	865
%V	15.6%	14.5%	14.6%	17.4%	17.1%	17.8%	15.8%
%H		40.6%	20.9%	90.3%	50.1%	40.2%	79.7%
20" - 29"	1719	666	334	1473	728	745	1271
%V	24.7%	22.0%	21.4%	26.2%	22.9%	30.4%	23.2%
%H		38.7%	19.4%	85.7%	42.4%	43.3%	73.9%
30" - 39"	2135	907	490	1729	960	770	1630
%V	30.7%	29.9%	31.5%	30.7%	30.2%	31.4%	29.7%
%H		42.5%	23.0%	81.0%	45.0%	36.1%	76.3%
40" and over	1515	798	390	1121	763	358	1302
%V	21.8%	26.3%	25.0%	19.9%	24.0%	14.6%	23.8%
%H		52.7%	25.7%	74.0%	50.4%	23.6%	85.9%
Don't know	119	48	19	97	44	53	80
%V	1.7%	1.6%	1.2%	1.7%	1.4%	2.2%	1.5%
%H		40.3%	16.0%	81.5%	37.0%	44.5%	67.2%
Not Asked	382	173	98	231	138	92	331
%V	5.5%	5.7%	6.3%	4.1%	4.3%	3.7%	6.0%
%H		45.3%	25.7%	60.5%	36.1%	24.1%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6955	3032	1558	5631	3177	2454	5479
%H		43.6%	22.4%	81.0%	45.7%	35.3%	78.8%
Main living room	3431	1362	721	2687	1298	1389	2482
%V	49.3%	44.9%	46.3%	47.7%	40.9%	56.6%	45.3%
%H		39.7%	21.0%	78.3%	37.8%	40.5%	72.3%
Kitchen	435	208	77	383	226	157	352
%V	6.3%	6.9%	4.9%	6.8%	7.1%	6.4%	6.4%
%H		47.8%	17.7%	88.0%	52.0%	36.1%	80.9%
Adult's bedroom	1690	795	395	1457	925	531	1406
%V	24.3%	26.2%	25.4%	25.9%	29.1%	21.6%	25.7%
%H		47.0%	23.4%	86.2%	54.7%	31.4%	83.2%
Child's bedroom	361	188	97	310	227	83	330
%V	5.2%	6.2%	6.2%	5.5%	7.1%	3.4%	6.0%
%H		52.1%	26.9%	85.9%	62.9%	23.0%	91.4%
Other bedroom	170	79	52	145	99	46	158
%V	2.4%	2.6%	3.3%	2.6%	3.1%	1.9%	2.9%
%H		46.5%	30.6%	85.3%	58.2%	27.1%	92.9%
Second living/dining room	300	138	74	259	161	98	248
%V	4.3%	4.6%	4.7%	4.6%	5.1%	4.0%	4.5%
%H		46.0%	24.7%	86.3%	53.7%	32.7%	82.7%
Study/office	44	23	7	36	22	15	44
%V	0.6%	0.8%	0.4%	0.6%	0.7%	0.6%	0.8%
%H		52.3%	15.9%	81.8%	50.0%	34.1%	100.0%
TV room	20	10	4	17	11	5	19
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		50.0%	20.0%	85.0%	55.0%	25.0%	95.0%
Conservatory	93	43	24	81	51	29	81
%V	1.3%	1.4%	1.5%	1.4%	1.6%	1.2%	1.5%
%H		46.2%	25.8%	87.1%	54.8%	31.2%	87.1%
Attic or loft room	5	2	1	4	4	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	20.0%	80.0%	80.0%	20.0%	100.0%
No specific location	6	3	2	5	3	3	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	50.0%	50.0%	100.0%
Other	17	8	6	17	13	4	17
%V	0.2%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		47.1%	35.3%	100.0%	76.5%	23.5%	100.0%
Not Asked	382	173	98	231	138	92	331
%V	5.5%	5.7%	6.3%	4.1%	4.3%	3.7%	6.0%
%H		45.3%	25.7%	60.5%	36.1%	24.1%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6955	3032	1558	5631	3177	2454	5479
%H		43.6%	22.4%	81.0%	45.7%	35.3%	78.8%
PVR	2465	1475	585	1766	1315	451	2160
%V	35.4%	48.6%	37.5%	31.4%	41.4%	18.4%	39.4%
%H		59.8%	23.7%	71.6%	53.3%	18.3%	87.6%
DVDR	282	102	57	225	99	126	225
%V	4.1%	3.4%	3.7%	4.0%	3.1%	5.1%	4.1%
%H		36.2%	20.2%	79.8%	35.1%	44.7%	79.8%
VCR	182	63	30	154	64	90	108
%V	2.6%	2.1%	1.9%	2.7%	2.0%	3.7%	2.0%
%H		34.6%	16.5%	84.6%	35.2%	49.5%	59.3%
Any recorder	2725	1540	625	1996	1387	609	2323
%V	39.2%	50.8%	40.1%	35.4%	43.7%	24.8%	42.4%
%H		56.5%	22.9%	73.2%	50.9%	22.3%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6955	3032	1558	5631	3177	2454	5479
%H		43.6%	22.4%	81.0%	45.7%	35.3%	78.8%
Receives HDTV (via STB or built-in reception)	2562	1201	800	1938	1321	617	2226
%V	36.8%	39.6%	51.3%	34.4%	41.6%	25.1%	40.6%
%H		46.9%	31.2%	75.6%	51.6%	24.1%	86.9%
DVD/Blu-ray player or recorder	4094	1796	955	3329	1921	1407	3314
%V	58.9%	59.2%	61.3%	59.1%	60.5%	57.3%	60.5%
%H		43.9%	23.3%	81.3%	46.9%	34.4%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1370	724	2711	1304	1407	2518
%H		39.4%	20.8%	77.9%	37.5%	40.4%	72.4%
Under 20"	80	14	9	71	13	58	42
%V	2.3%	1.0%	1.2%	2.6%	1.0%	4.1%	1.7%
%H		17.5%	11.3%	88.8%	16.3%	72.5%	52.5%
20" - 29"	610	149	91	509	134	375	340
%V	17.5%	10.9%	12.6%	18.8%	10.3%	26.7%	13.5%
%H		24.4%	14.9%	83.4%	22.0%	61.5%	55.7%
30" - 39"	1428	528	289	1142	518	624	1001
%V	41.0%	38.5%	39.9%	42.1%	39.7%	44.3%	39.8%
%H		37.0%	20.2%	80.0%	36.3%	43.7%	70.1%
40" and over	1287	664	326	945	626	319	1090
%V	37.0%	48.5%	45.0%	34.9%	48.0%	22.7%	43.3%
%H		51.6%	25.3%	73.4%	48.6%	24.8%	84.7%
Don't know	55	15	9	44	13	31	30
%V	1.6%	1.1%	1.2%	1.6%	1.0%	2.2%	1.2%
%H		27.3%	16.4%	80.0%	23.6%	56.4%	54.5%
Not Asked	20	0	0	0	0	0	15
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1370	724	2711	1304	1407	2518
%H		39.4%	20.8%	77.9%	37.5%	40.4%	72.4%
PVR	1857	1056	450	1352	971	381	1603
%V	53.4%	77.1%	62.2%	49.9%	74.5%	27.1%	63.7%
%H		56.9%	24.2%	72.8%	52.3%	20.5%	86.3%
DVDR	222	76	42	176	71	106	172
%V	6.4%	5.5%	5.8%	6.5%	5.4%	7.5%	6.8%
%H		34.2%	18.9%	79.3%	32.0%	47.7%	77.5%
VCR	148	46	24	123	45	78	83
%V	4.3%	3.4%	3.3%	4.5%	3.5%	5.5%	3.3%
%H		31.1%	16.2%	83.1%	30.4%	52.7%	56.1%
Any recorder	2059	1097	477	1527	1012	515	1719
%V	59.2%	80.1%	65.9%	56.3%	77.6%	36.6%	68.3%
%H		53.3%	23.2%	74.2%	49.2%	25.0%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1370	724	2711	1304	1407	2518
%H		39.4%	20.8%	77.9%	37.5%	40.4%	72.4%
Receives HDTV (via STB or built-in reception)	1749	813	543	1296	869	427	1484
%V	50.3%	59.3%	75.0%	47.8%	66.6%	30.3%	58.9%
%H		46.5%	31.0%	74.1%	49.7%	24.4%	84.8%
DVD/Blu-ray player or recorder	2624	1086	572	2055	1057	998	2016
%V	75.4%	79.3%	79.0%	75.8%	81.1%	70.9%	80.1%
%H		41.4%	21.8%	78.3%	40.3%	38.0%	76.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3475	1662	834	2920	1873	1047	2960
%H		47.8%	24.0%	84.0%	53.9%	30.1%	85.2%
Under 20"	1005	427	217	909	531	378	823
%V	28.9%	25.7%	26.0%	31.1%	28.4%	36.1%	27.8%
%H		42.5%	21.6%	90.4%	52.8%	37.6%	81.9%
20" - 29"	1108	516	243	964	594	370	931
%V	31.9%	31.0%	29.1%	33.0%	31.7%	35.3%	31.5%
%H		46.6%	21.9%	87.0%	53.6%	33.4%	84.0%
30" - 39"	707	379	201	587	442	146	629
%V	20.3%	22.8%	24.1%	20.1%	23.6%	13.9%	21.3%
%H		53.6%	28.4%	83.0%	62.5%	20.7%	89.0%
40" and over	228	134	64	176	137	39	211
%V	6.6%	8.1%	7.7%	6.0%	7.3%	3.7%	7.1%
%H		58.8%	28.1%	77.2%	60.1%	17.1%	92.5%
Don't know	64	33	9	53	31	22	50
%V	1.8%	2.0%	1.1%	1.8%	1.7%	2.1%	1.7%
%H		51.6%	14.1%	82.8%	48.4%	34.4%	78.1%
Not Asked	363	173	100	231	138	92	316
%V	10.4%	10.4%	12.0%	7.9%	7.4%	8.8%	10.7%
%H		47.7%	27.5%	63.6%	38.0%	25.3%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3475	1662	834	2920	1873	1047	2960
%H		47.8%	24.0%	84.0%	53.9%	30.1%	85.2%
PVR	608	420	135	414	344	70	557
%V	17.5%	25.3%	16.2%	14.2%	18.4%	6.7%	18.8%
%H		69.1%	22.2%	68.1%	56.6%	11.5%	91.6%
DVDR	60	25	15	48	28	20	53
%V	1.7%	1.5%	1.8%	1.6%	1.5%	1.9%	1.8%
%H		41.7%	25.0%	80.0%	46.7%	33.3%	88.3%
VCR	34	17	6	31	19	12	25
%V	1.0%	1.0%	0.7%	1.1%	1.0%	1.1%	0.8%
%H		50.0%	17.6%	91.2%	55.9%	35.3%	73.5%
Any recorder	667	443	148	469	375	94	604
%V	19.2%	26.7%	17.7%	16.1%	20.0%	9.0%	20.4%
%H		66.4%	22.2%	70.3%	56.2%	14.1%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3475	1662	834	2920	1873	1047	2960
%H		47.8%	24.0%	84.0%	53.9%	30.1%	85.2%
Receives HDTV (via STB or built-in reception)	812	388	257	642	452	191	742
%V	23.4%	23.3%	30.8%	22.0%	24.1%	18.2%	25.1%
%H		47.8%	31.7%	79.1%	55.7%	23.5%	91.4%
DVD/Blu-ray player or recorder	1469	710	383	1274	865	409	1298
%V	42.3%	42.7%	45.9%	43.6%	46.2%	39.1%	43.9%
%H		48.3%	26.1%	86.7%	58.9%	27.8%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8494	8296	3748	1899	6265	3540	2725	6814
%H		97.7%	44.1%	22.4%	73.8%	41.7%	32.1%	80.2%
Total Children	1656	1625	846	423	1137	760	377	1442
%V	19.5%	19.6%	22.6%	22.3%	18.1%	21.5%	13.8%	21.2%
%H		98.1%	51.1%	25.5%	68.7%	45.9%	22.8%	87.1%
0 - 3	436	422	219	110	272	176	96	358
%V	5.1%	5.1%	5.8%	5.8%	4.3%	5.0%	3.5%	5.3%
%H		96.8%	50.2%	25.2%	62.4%	40.4%	22.0%	82.1%
4 - 15	1220	1203	628	313	865	584	281	1085
%V	14.4%	14.5%	16.8%	16.5%	13.8%	16.5%	10.3%	15.9%
%H		98.6%	51.5%	25.7%	70.9%	47.9%	23.0%	88.9%
4 - 9	638	625	320	162	448	298	150	548
%V	7.5%	7.5%	8.5%	8.5%	7.2%	8.4%	5.5%	8.0%
%H		98.0%	50.2%	25.4%	70.2%	46.7%	23.5%	85.9%
10 - 15	582	578	307	150	417	286	131	537
%V	6.9%	7.0%	8.2%	7.9%	6.7%	8.1%	4.8%	7.9%
%H		99.3%	52.7%	25.8%	71.6%	49.1%	22.5%	92.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8494	8296	3748	1899	6265	3540	2725	6814
%H		97.7%	44.1%	22.4%	73.8%	41.7%	32.1%	80.2%
Total Adults (16+)	6837	6671	2901	1476	5128	2780	2348	5372
%V	80.5%	80.4%	77.4%	77.7%	81.9%	78.5%	86.2%	78.8%
%H		97.6%	42.4%	21.6%	75.0%	40.7%	34.3%	78.6%
16 - 19	443	433	222	103	322	216	105	404
%V	5.2%	5.2%	5.9%	5.4%	5.1%	6.1%	3.9%	5.9%
%H		97.7%	50.1%	23.3%	72.7%	48.8%	23.7%	91.2%
20 - 24	546	519	230	130	380	222	158	471
%V	6.4%	6.3%	6.1%	6.8%	6.1%	6.3%	5.8%	6.9%
%H		95.1%	42.1%	23.8%	69.6%	40.7%	28.9%	86.3%
25 - 34	1131	1083	509	274	760	458	302	956
%V	13.3%	13.1%	13.6%	14.4%	12.1%	12.9%	11.1%	14.0%
%H		95.8%	45.0%	24.2%	67.2%	40.5%	26.7%	84.5%
35 - 44	1097	1067	544	280	771	514	257	969
%V	12.9%	12.9%	14.5%	14.7%	12.3%	14.5%	9.4%	14.2%
%H		97.3%	49.6%	25.5%	70.3%	46.9%	23.4%	88.3%
45 - 54	1182	1167	555	290	887	546	341	1041
%V	13.9%	14.1%	14.8%	15.3%	14.2%	15.4%	12.5%	15.3%
%H		98.7%	47.0%	24.5%	75.0%	46.2%	28.8%	88.1%
55 - 64	975	961	392	195	793	408	385	797
%V	11.5%	11.6%	10.5%	10.3%	12.7%	11.5%	14.1%	11.7%
%H		98.6%	40.2%	20.0%	81.3%	41.8%	39.5%	81.7%
65+	1462	1442	449	205	1215	416	799	734
%V	17.2%	17.4%	12.0%	10.8%	19.4%	11.8%	29.3%	10.8%
%H		98.6%	30.7%	14.0%	83.1%	28.5%	54.7%	50.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6837	6671	2901	1476	5128	2780	2348	5372
%H		97.6%	42.4%	21.6%	75.0%	40.7%	34.3%	78.6%
AB	1624	1597	810	316	1220	722	497	1502
%V	23.8%	23.9%	27.9%	21.4%	23.8%	26.0%	21.2%	28.0%
%H		98.3%	49.9%	19.5%	75.1%	44.5%	30.6%	92.5%
C1	1787	1733	701	396	1336	702	634	1553
%V	26.1%	26.0%	24.2%	26.8%	26.1%	25.3%	27.0%	28.9%
%H		97.0%	39.2%	22.2%	74.8%	39.3%	35.5%	86.9%
C2	1543	1520	671	376	1206	716	490	1233
%V	22.6%	22.8%	23.1%	25.5%	23.5%	25.8%	20.9%	23.0%
%H		98.5%	43.5%	24.4%	78.2%	46.4%	31.8%	79.9%
D	1131	1099	481	253	804	430	374	772
%V	16.5%	16.5%	16.6%	17.1%	15.7%	15.5%	15.9%	14.4%
%H		97.2%	42.5%	22.4%	71.1%	38.0%	33.1%	68.3%
E	753	721	238	134	562	209	353	312
%V	11.0%	10.8%	8.2%	9.1%	11.0%	7.5%	15.0%	5.8%
%H		95.8%	31.6%	17.8%	74.6%	27.8%	46.9%	41.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6837	6671	2901	1476	5128	2780	2348	5372
%H		97.6%	42.4%	21.6%	75.0%	40.7%	34.3%	78.6%
Working full time	2972	2919	1415	733	2184	1379	805	2663
%V	43.5%	43.8%	48.8%	49.7%	42.6%	49.6%	34.3%	49.6%
%H		98.2%	47.6%	24.7%	73.5%	46.4%	27.1%	89.6%
Working part time	749	737	350	170	550	327	223	664
%V	11.0%	11.0%	12.1%	11.5%	10.7%	11.8%	9.5%	12.4%
%H		98.4%	46.7%	22.7%	73.4%	43.7%	29.8%	88.7%
Not working	3116	3016	1136	573	2394	1074	1320	2046
%V	45.6%	45.2%	39.2%	38.8%	46.7%	38.6%	56.2%	38.1%
%H		96.8%	36.5%	18.4%	76.8%	34.5%	42.4%	65.7%
Housewife/Houseperson	3577	3481	1370	724	2712	1304	1407	2574
%V	52.3%	52.2%	47.2%	49.1%	52.9%	46.9%	59.9%	47.9%
%H		97.3%	38.3%	20.2%	75.8%	36.5%	39.3%	72.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3337	3244	1446	733	2456	1374	1081	2676
%H		97.2%	43.3%	22.0%	73.6%	41.2%	32.4%	80.2%
16 - 19	220	216	106	53	162	109	53	203
%V	6.6%	6.7%	7.3%	7.2%	6.6%	7.9%	4.9%	7.6%
%H		98.2%	48.2%	24.1%	73.6%	49.5%	24.1%	92.3%
20 - 24	274	260	121	64	184	112	72	246
%V	8.2%	8.0%	8.4%	8.7%	7.5%	8.2%	6.7%	9.2%
%H		94.9%	44.2%	23.4%	67.2%	40.9%	26.3%	89.8%
25 - 34	557	529	247	135	374	229	145	479
%V	16.7%	16.3%	17.1%	18.4%	15.2%	16.7%	13.4%	17.9%
%H		95.0%	44.3%	24.2%	67.1%	41.1%	26.0%	86.0%
35 - 44	546	528	274	135	374	249	125	472
%V	16.4%	16.3%	18.9%	18.4%	15.2%	18.1%	11.6%	17.6%
%H		96.7%	50.2%	24.7%	68.5%	45.6%	22.9%	86.4%
45 - 54	589	579	276	150	436	270	165	513
%V	17.7%	17.8%	19.1%	20.5%	17.8%	19.7%	15.3%	19.2%
%H		98.3%	46.9%	25.5%	74.0%	45.8%	28.0%	87.1%
55 - 64	483	473	192	95	387	197	190	391
%V	14.5%	14.6%	13.3%	13.0%	15.8%	14.3%	17.6%	14.6%
%H		97.9%	39.8%	19.7%	80.1%	40.8%	39.3%	81.0%
65+	668	659	231	102	539	208	331	373
%V	20.0%	20.3%	16.0%	13.9%	21.9%	15.1%	30.6%	13.9%
%H		98.7%	34.6%	15.3%	80.7%	31.1%	49.6%	55.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3337	3244	1446	733	2456	1374	1081	2676
	%H		97.2%	43.3%	22.0%	73.6%	41.2%	32.4%	80.2%
AB		801	789	406	158	597	361	236	746
	%V	24.0%	24.3%	28.1%	21.6%	24.3%	26.3%	21.8%	27.9%
	%H		98.5%	50.7%	19.7%	74.5%	45.1%	29.5%	93.1%
C1		840	809	345	185	610	337	273	749
	%V	25.2%	24.9%	23.9%	25.2%	24.8%	24.5%	25.3%	28.0%
	%H		96.3%	41.1%	22.0%	72.6%	40.1%	32.5%	89.2%
C2		826	812	351	206	637	376	261	650
	%V	24.8%	25.0%	24.3%	28.1%	25.9%	27.4%	24.1%	24.3%
	%H		98.3%	42.5%	24.9%	77.1%	45.5%	31.6%	78.7%
D		575	556	248	133	394	216	179	400
	%V	17.2%	17.1%	17.2%	18.1%	16.0%	15.7%	16.6%	14.9%
	%H		96.7%	43.1%	23.1%	68.5%	37.6%	31.1%	69.6%
E		295	279	96	51	218	85	133	132
	%V	8.8%	8.6%	6.6%	7.0%	8.9%	6.2%	12.3%	4.9%
	%H		94.6%	32.5%	17.3%	73.9%	28.8%	45.1%	44.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3337	3244	1446	733	2456	1374	1081	2676
%H		97.2%	43.3%	22.0%	73.6%	41.2%	32.4%	80.2%
Working full time	1890	1854	917	461	1378	883	495	1679
%V	56.6%	57.2%	63.4%	62.9%	56.1%	64.3%	45.8%	62.7%
%H		98.1%	48.5%	24.4%	72.9%	46.7%	26.2%	88.8%
Working part time	164	157	74	29	109	57	53	138
%V	4.9%	4.8%	5.1%	4.0%	4.4%	4.1%	4.9%	5.2%
%H		95.7%	45.1%	17.7%	66.5%	34.8%	32.3%	84.1%
Not working	1283	1233	455	243	968	435	533	859
%V	38.4%	38.0%	31.5%	33.2%	39.4%	31.7%	49.3%	32.1%
%H		96.1%	35.5%	18.9%	75.4%	33.9%	41.5%	67.0%
Housewife/Houseperson	746	709	244	139	535	213	322	456
%V	22.4%	21.9%	16.9%	19.0%	21.8%	15.5%	29.8%	17.0%
%H		95.0%	32.7%	18.6%	71.7%	28.6%	43.2%	61.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3500	3427	1455	742	2672	1406	1266	2696
%H		97.9%	41.6%	21.2%	76.3%	40.2%	36.2%	77.0%
16 - 19	223	217	116	49	160	108	52	201
%V	6.4%	6.3%	8.0%	6.6%	6.0%	7.7%	4.1%	7.5%
%H		97.3%	52.0%	22.0%	71.7%	48.4%	23.3%	90.1%
20 - 24	272	259	109	67	196	109	87	225
%V	7.8%	7.6%	7.5%	9.0%	7.3%	7.8%	6.9%	8.3%
%H		95.2%	40.1%	24.6%	72.1%	40.1%	32.0%	82.7%
25 - 34	574	555	262	139	386	229	157	478
%V	16.4%	16.2%	18.0%	18.7%	14.4%	16.3%	12.4%	17.7%
%H		96.7%	45.6%	24.2%	67.2%	39.9%	27.4%	83.3%
35 - 44	551	538	270	144	397	265	132	497
%V	15.7%	15.7%	18.6%	19.4%	14.9%	18.8%	10.4%	18.4%
%H		97.6%	49.0%	26.1%	72.1%	48.1%	24.0%	90.2%
45 - 54	594	588	279	140	451	276	176	528
%V	17.0%	17.2%	19.2%	18.9%	16.9%	19.6%	13.9%	19.6%
%H		99.0%	47.0%	23.6%	75.9%	46.5%	29.6%	88.9%
55 - 64	492	488	200	100	406	211	195	406
%V	14.1%	14.2%	13.7%	13.5%	15.2%	15.0%	15.4%	15.1%
%H		99.2%	40.7%	20.3%	82.5%	42.9%	39.6%	82.5%
65+	795	783	218	103	676	208	468	361
%V	22.7%	22.8%	15.0%	13.9%	25.3%	14.8%	37.0%	13.4%
%H		98.5%	27.4%	13.0%	85.0%	26.2%	58.9%	45.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3500	3427	1455	742	2672	1406	1266	2696
%H		97.9%	41.6%	21.2%	76.3%	40.2%	36.2%	77.0%
AB	823	809	403	158	623	362	261	755
%V	23.5%	23.6%	27.7%	21.3%	23.3%	25.7%	20.6%	28.0%
%H		98.3%	49.0%	19.2%	75.7%	44.0%	31.7%	91.7%
C1	947	924	356	211	726	365	361	804
%V	27.1%	27.0%	24.5%	28.4%	27.2%	26.0%	28.5%	29.8%
%H		97.6%	37.6%	22.3%	76.7%	38.5%	38.1%	84.9%
C2	717	709	320	170	569	340	229	584
%V	20.5%	20.7%	22.0%	22.9%	21.3%	24.2%	18.1%	21.7%
%H		98.9%	44.6%	23.7%	79.4%	47.4%	31.9%	81.5%
D	556	544	234	121	410	215	195	372
%V	15.9%	15.9%	16.1%	16.3%	15.3%	15.3%	15.4%	13.8%
%H		97.8%	42.1%	21.8%	73.7%	38.7%	35.1%	66.9%
E	457	441	142	83	344	124	220	181
%V	13.1%	12.9%	9.8%	11.2%	12.9%	8.8%	17.4%	6.7%
%H		96.5%	31.1%	18.2%	75.3%	27.1%	48.1%	39.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3500	3427	1455	742	2672	1406	1266	2696
%H		97.9%	41.6%	21.2%	76.3%	40.2%	36.2%	77.0%
Working full time	1082	1065	498	272	806	496	310	984
%V	30.9%	31.1%	34.2%	36.7%	30.2%	35.3%	24.5%	36.5%
%H		98.4%	46.0%	25.1%	74.5%	45.8%	28.7%	90.9%
Working part time	585	579	276	141	441	271	170	525
%V	16.7%	16.9%	19.0%	19.0%	16.5%	19.3%	13.4%	19.5%
%H		99.0%	47.2%	24.1%	75.4%	46.3%	29.1%	89.7%
Not working	1833	1782	681	330	1426	639	787	1187
%V	52.4%	52.0%	46.8%	44.5%	53.4%	45.4%	62.2%	44.0%
%H		97.2%	37.2%	18.0%	77.8%	34.9%	42.9%	64.8%
Housewife/Houseperson	2831	2772	1126	585	2177	1091	1086	2118
%V	80.9%	80.9%	77.4%	78.8%	81.5%	77.6%	85.8%	78.6%
%H		97.9%	39.8%	20.7%	76.9%	38.5%	38.4%	74.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
AB	453	436	203	66	335	164	171	415
%V	23.7%	23.5%	23.5%	25.0%	24.2%	25.3%	23.3%	28.1%
%H (All HH)		96.2%	44.8%	14.6%	74.0%	36.2%	37.7%	91.6%
%H (TV HH)			46.6%	15.1%	76.8%	37.6%	39.2%	
C1	548	530	247	93	383	189	194	456
%V	28.6%	28.6%	28.6%	35.2%	27.7%	29.2%	26.4%	30.9%
%H (All HH)		96.7%	45.1%	17.0%	69.9%	34.5%	35.4%	83.2%
%H (TV HH)			46.6%	17.5%	72.3%	35.7%	36.6%	
C2	437	428	213	51	322	160	162	344
%V	22.8%	23.1%	24.7%	19.3%	23.3%	24.7%	22.0%	23.3%
%H (All HH)		97.9%	48.7%	11.7%	73.7%	36.6%	37.1%	78.7%
%H (TV HH)			49.8%	11.9%	75.2%	37.4%	37.9%	
D	283	273	128	32	199	83	116	184
%V	14.8%	14.7%	14.8%	12.1%	14.4%	12.8%	15.8%	12.4%
%H (All HH)		96.5%	45.2%	11.3%	70.3%	29.3%	41.0%	65.0%
%H (TV HH)			46.9%	11.7%	72.9%	30.4%	42.5%	
E	195	186	72	22	143	51	92	80
%V	10.2%	10.0%	8.3%	8.3%	10.3%	7.9%	12.5%	5.4%
%H (All HH)		95.4%	36.9%	11.3%	73.3%	26.2%	47.2%	41.0%
%H (TV HH)			38.7%	11.8%	76.9%	27.4%	49.5%	

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 2012 - June 2013

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Under 25	78	68	33	7	43	18	24	55
%V	4.1%	3.7%	3.8%	2.7%	3.1%	2.8%	3.3%	3.7%
%H (All HH)		87.2%	42.3%	9.0%	55.1%	23.1%	30.8%	70.5%
%H (TV HH)			48.5%	10.3%	63.2%	26.5%	35.3%	
25 - 34	288	268	153	47	162	91	71	263
%V	15.0%	14.5%	17.7%	17.8%	11.7%	14.0%	9.7%	17.8%
%H (All HH)		93.1%	53.1%	16.3%	56.3%	31.6%	24.7%	91.3%
%H (TV HH)			57.1%	17.5%	60.4%	34.0%	26.5%	
35 - 44	328	318	179	48	211	120	91	294
%V	17.1%	17.2%	20.7%	18.2%	15.3%	18.5%	12.4%	19.9%
%H (All HH)		97.0%	54.6%	14.6%	64.3%	36.6%	27.7%	89.6%
%H (TV HH)			56.3%	15.1%	66.4%	37.7%	28.6%	
45 - 54	363	357	173	61	263	138	125	326
%V	19.0%	19.3%	20.0%	23.1%	19.0%	21.3%	17.0%	22.1%
%H (All HH)		98.3%	47.7%	16.8%	72.5%	38.0%	34.4%	89.8%
%H (TV HH)			48.5%	17.1%	73.7%	38.7%	35.0%	
55 - 64	309	305	131	45	240	109	131	259
%V	16.1%	16.5%	15.2%	17.0%	17.4%	16.8%	17.8%	17.5%
%H (All HH)		98.7%	42.4%	14.6%	77.7%	35.3%	42.4%	83.8%
%H (TV HH)			43.0%	14.8%	78.7%	35.7%	43.0%	
65 +	549	537	194	58	463	171	292	281
%V	28.7%	29.0%	22.5%	22.0%	33.5%	26.4%	39.7%	19.0%
%H (All HH)		97.8%	35.3%	10.6%	84.3%	31.1%	53.2%	51.2%
%H (TV HH)			36.1%	10.8%	86.2%	31.8%	54.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
1	547	519	161	55	421	121	300	281
%V	28.6%	28.0%	18.6%	20.8%	30.5%	18.7%	40.8%	19.0%
%H (All HH)		94.9%	29.4%	10.1%	77.0%	22.1%	54.8%	51.4%
%H (TV HH)			31.0%	10.6%	81.1%	23.3%	57.8%	
2	680	661	316	96	502	245	257	552
%V	35.5%	35.7%	36.6%	36.4%	36.3%	37.8%	35.0%	37.3%
%H (All HH)		97.2%	46.5%	14.1%	73.8%	36.0%	37.8%	81.2%
%H (TV HH)			47.8%	14.5%	75.9%	37.1%	38.9%	
3	302	294	169	46	201	122	78	277
%V	15.8%	15.9%	19.6%	17.4%	14.5%	18.8%	10.6%	18.7%
%H (All HH)		97.4%	56.0%	15.2%	66.6%	40.4%	25.8%	91.7%
%H (TV HH)			57.5%	15.6%	68.4%	41.5%	26.5%	
4	262	257	147	44	179	111	68	250
%V	13.7%	13.9%	17.0%	16.7%	13.0%	17.1%	9.3%	16.9%
%H (All HH)		98.1%	56.1%	16.8%	68.3%	42.4%	26.0%	95.4%
%H (TV HH)			57.2%	17.1%	69.6%	43.2%	26.5%	
5+	124	122	72	24	79	47	32	118
%V	6.5%	6.6%	8.3%	9.1%	5.7%	7.3%	4.4%	8.0%
%H (All HH)		98.4%	58.1%	19.4%	63.7%	37.9%	25.8%	95.2%
%H (TV HH)			59.0%	19.7%	64.8%	38.5%	26.2%	
Average HH size	2.37	2.39	2.64	2.60	2.29	2.59	2.03	2.61

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 2012 - June 2013

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Without	1423	1370	585	187	1062	460	602	1029
%V	74.3%	73.9%	67.7%	70.8%	76.8%	71.0%	81.9%	69.6%
%H (All HH)		96.3%	41.1%	13.1%	74.6%	32.3%	42.3%	72.3%
%H (TV HH)			42.7%	13.6%	77.5%	33.6%	43.9%	
With	492	483	279	77	320	188	132	449
%V	25.7%	26.1%	32.3%	29.2%	23.2%	29.0%	18.0%	30.4%
%H (All HH)		98.2%	56.7%	15.7%	65.0%	38.2%	26.8%	91.3%
%H (TV HH)			57.8%	15.9%	66.3%	38.9%	27.3%	
0 - 3	191	188	110	26	118	67	51	169
%V	10.0%	10.1%	12.7%	9.8%	8.5%	10.3%	6.9%	11.4%
%H (All HH)		98.4%	57.6%	13.6%	61.8%	35.1%	26.7%	88.5%
%H (TV HH)			58.5%	13.8%	62.8%	35.6%	27.1%	
4 - 9	240	235	145	36	149	90	59	219
%V	12.5%	12.7%	16.8%	13.6%	10.8%	13.9%	8.0%	14.8%
%H (All HH)		97.9%	60.4%	15.0%	62.1%	37.5%	24.6%	91.3%
%H (TV HH)			61.7%	15.3%	63.4%	38.3%	25.1%	
10 - 15	231	227	127	41	157	94	63	217
%V	12.1%	12.3%	14.7%	15.5%	11.4%	14.5%	8.6%	14.7%
%H (All HH)		98.3%	55.0%	17.7%	68.0%	40.7%	27.3%	93.9%
%H (TV HH)			55.9%	18.1%	69.2%	41.4%	27.8%	

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 2012 - June 2013

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
1	688	688	264	93	446	121	325	473
%V	35.9%	37.1%	30.6%	35.2%	32.3%	18.7%	44.2%	32.0%
%H (All HH)		100.0%	38.4%	13.5%	64.8%	17.6%	47.2%	68.8%
%H (TV HH)			38.4%	13.5%	64.8%	17.6%	47.2%	
2	646	646	306	88	506	241	264	494
%V	33.7%	34.9%	35.4%	33.3%	36.6%	37.2%	35.9%	33.4%
%H (All HH)		100.0%	47.4%	13.6%	78.3%	37.3%	40.9%	76.5%
%H (TV HH)			47.4%	13.6%	78.3%	37.3%	40.9%	
3	323	323	175	57	261	167	94	285
%V	16.9%	17.4%	20.3%	21.6%	18.9%	25.8%	12.8%	19.3%
%H (All HH)		100.0%	54.2%	17.6%	80.8%	51.7%	29.1%	88.2%
%H (TV HH)			54.2%	17.6%	80.8%	51.7%	29.1%	
4	123	123	71	16	107	71	37	116
%V	6.4%	6.6%	8.2%	6.1%	7.7%	11.0%	5.0%	7.8%
%H (All HH)		100.0%	57.7%	13.0%	87.0%	57.7%	30.1%	94.3%
%H (TV HH)			57.7%	13.0%	87.0%	57.7%	30.1%	
5+	73	73	48	10	62	48	15	71
%V	3.8%	3.9%	5.6%	3.8%	4.5%	7.4%	2.0%	4.8%
%H (All HH)		100.0%	65.8%	13.7%	84.9%	65.8%	20.5%	97.3%
%H (TV HH)			65.8%	13.7%	84.9%	65.8%	20.5%	

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 2012 - June 2013

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Under 20"	574	574	244	84	515	263	251	452
%V	30.0%	31.0%	28.2%	31.8%	37.3%	40.6%	34.1%	30.6%
%H (All HH)		100.0%	42.5%	14.6%	89.7%	45.8%	43.7%	78.7%
%H (TV HH)			42.5%	14.6%	89.7%	45.8%	43.7%	
20" - 29"	712	712	308	96	585	268	317	524
%V	37.2%	38.4%	35.6%	36.4%	42.3%	41.4%	43.1%	35.5%
%H (All HH)		100.0%	43.3%	13.5%	82.2%	37.6%	44.5%	73.6%
%H (TV HH)			43.3%	13.5%	82.2%	37.6%	44.5%	
30" - 39"	943	943	463	129	736	372	364	756
%V	49.2%	50.9%	53.6%	48.9%	53.3%	57.4%	49.5%	51.2%
%H (All HH)		100.0%	49.1%	13.7%	78.0%	39.4%	38.6%	80.2%
%H (TV HH)			49.1%	13.7%	78.0%	39.4%	38.6%	
40" and over	735	735	460	118	497	329	168	659
%V	38.4%	39.7%	53.2%	44.7%	36.0%	50.8%	22.9%	44.6%
%H (All HH)		100.0%	62.6%	16.1%	67.6%	44.8%	22.9%	89.7%
%H (TV HH)			62.6%	16.1%	67.6%	44.8%	22.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Main living room	1814	1814	850	260	1360	639	722	1406
%V	94.7%	97.9%	98.4%	98.5%	98.4%	98.6%	98.2%	95.1%
%H (All HH)		100.0%	46.9%	14.3%	75.0%	35.2%	39.8%	77.5%
%H (TV HH)			46.9%	14.3%	75.0%	35.2%	39.8%	
Kitchen	259	259	125	39	232	135	97	218
%V	13.5%	14.0%	14.5%	14.8%	16.8%	20.8%	13.2%	14.7%
%H (All HH)		100.0%	48.3%	15.1%	89.6%	52.1%	37.5%	84.2%
%H (TV HH)			48.3%	15.1%	89.6%	52.1%	37.5%	
Adult's bedroom	773	773	412	115	647	390	257	650
%V	40.4%	41.7%	47.7%	43.6%	46.8%	60.2%	35.0%	44.0%
%H (All HH)		100.0%	53.3%	14.9%	83.7%	50.5%	33.2%	84.1%
%H (TV HH)			53.3%	14.9%	83.7%	50.5%	33.2%	
Child's bedroom	146	146	89	22	119	80	38	137
%V	7.6%	7.9%	10.3%	8.3%	8.6%	12.3%	5.2%	9.3%
%H (All HH)		100.0%	61.0%	15.1%	81.5%	54.8%	26.0%	93.8%
%H (TV HH)			61.0%	15.1%	81.5%	54.8%	26.0%	
Other bedroom	107	107	61	14	85	52	33	98
%V	5.6%	5.8%	7.1%	5.3%	6.2%	8.0%	4.5%	6.6%
%H (All HH)		100.0%	57.0%	13.1%	79.4%	48.6%	30.8%	91.6%
%H (TV HH)			57.0%	13.1%	79.4%	48.6%	30.8%	
Second living/dining room	176	176	92	26	147	84	62	153
%V	9.2%	9.5%	10.6%	9.8%	10.6%	13.0%	8.4%	10.4%
%H (All HH)		100.0%	52.3%	14.8%	83.5%	47.7%	35.2%	86.9%
%H (TV HH)			52.3%	14.8%	83.5%	47.7%	35.2%	
Study/office	40	40	26	5	33	24	9	36
%V	2.1%	2.2%	3.0%	1.9%	2.4%	3.7%	1.2%	2.4%
%H (All HH)		100.0%	65.0%	12.5%	82.5%	60.0%	22.5%	90.0%
%H (TV HH)			65.0%	12.5%	82.5%	60.0%	22.5%	
TV room	19	19	7	6	17	11	6	19
%V	1.0%	1.0%	0.8%	2.3%	1.2%	1.7%	0.8%	1.3%
%H (All HH)		100.0%	36.8%	31.6%	89.5%	57.9%	31.6%	100.0%
%H (TV HH)			36.8%	31.6%	89.5%	57.9%	31.6%	
Conservatory	43	43	20	10	39	25	15	38
%V	2.2%	2.3%	2.3%	3.8%	2.8%	3.9%	2.0%	2.6%
%H (All HH)		100.0%	46.5%	23.3%	90.7%	58.1%	34.9%	88.4%
%H (TV HH)			46.5%	23.3%	90.7%	58.1%	34.9%	
Attic or loft room	5	5	3	0	5	3	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	60.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
No specific location	8	8	4	1	5	4	1	7
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.6%	0.1%	0.5%
%H (All HH)		100.0%	50.0%	12.5%	62.5%	50.0%	12.5%	87.5%
%H (TV HH)			50.0%	12.5%	62.5%	50.0%	12.5%	
Other	18	18	10	1	13	7	6	17
%V	0.9%	1.0%	1.2%	0.4%	0.9%	1.1%	0.8%	1.2%
%H (All HH)		100.0%	55.6%	5.6%	72.2%	38.9%	33.3%	94.4%
%H (TV HH)			55.6%	5.6%	72.2%	38.9%	33.3%	

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 2012 - June 2013

BBC East

Household level data

Table 4.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Any DSAT provider	864	864	864	25	521	521	0	744
%V	45.1%	46.6%	100.0%	9.5%	37.7%	80.4%	0.0%	50.3%
%H (All HH)			100.0%	2.9%	60.3%	60.3%	0.0%	86.1%
%H (TV HH)			100.0%	2.9%	60.3%	60.3%	0.0%	
Sky with subscription	683	683	683	12	413	413	0	605
%V	35.7%	36.9%	79.1%	4.5%	29.9%	63.7%	0.0%	40.9%
%H (All HH)			100.0%	1.8%	60.5%	60.5%	0.0%	88.6%
%H (TV HH)			100.0%	1.8%	60.5%	60.5%	0.0%	
Sky without subscription	51	51	51	3	32	32	0	39
%V	2.7%	2.8%	5.9%	1.1%	2.3%	4.9%	0.0%	2.6%
%H (All HH)			100.0%	5.9%	62.7%	62.7%	0.0%	76.5%
%H (TV HH)			100.0%	5.9%	62.7%	62.7%	0.0%	
Freesat	115	115	115	6	72	72	0	91
%V	6.0%	6.2%	13.3%	2.3%	5.2%	11.1%	0.0%	6.2%
%H (All HH)			100.0%	5.2%	62.6%	62.6%	0.0%	79.1%
%H (TV HH)			100.0%	5.2%	62.6%	62.6%	0.0%	
Other satellite provider	37	37	37	5	18	18	0	31
%V	1.9%	2.0%	4.3%	1.9%	1.3%	2.8%	0.0%	2.1%
%H (All HH)			100.0%	13.5%	48.6%	48.6%	0.0%	83.8%
%H (TV HH)			100.0%	13.5%	48.6%	48.6%	0.0%	
DCAB	264	264	25	264	134	134	0	235
%V	13.8%	14.2%	2.9%	100.0%	9.7%	20.7%	0.0%	15.9%
%H (All HH)			9.5%	100.0%	50.8%	50.8%	0.0%	89.0%
%H (TV HH)			9.5%	100.0%	50.8%	50.8%	0.0%	
DTT	1382	1382	521	134	1382	648	735	1035
%V	72.2%	74.6%	60.3%	50.8%	100.0%	100.0%	100.0%	70.0%
%H (All HH)		100.0%	37.7%	9.7%	100.0%	46.9%	53.2%	74.9%
%H (TV HH)			37.7%	9.7%	100.0%	46.9%	53.2%	

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 2012 - June 2013

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%H (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
PVR	1097	1097	714	177	743	519	223	959
%V	57.3%	59.2%	82.6%	67.0%	53.8%	80.1%	30.3%	64.9%
%H (All HH)		100.0%	65.1%	16.1%	67.7%	47.3%	20.3%	87.4%
%H (TV HH)			65.1%	16.1%	67.7%	47.3%	20.3%	
DVDR	207	207	125	32	173	120	54	175
%V	10.8%	11.2%	14.5%	12.1%	12.5%	18.5%	7.3%	11.8%
%H (All HH)		100.0%	60.4%	15.5%	83.6%	58.0%	26.1%	84.5%
%H (TV HH)			60.4%	15.5%	83.6%	58.0%	26.1%	
VCR	110	110	48	20	95	51	45	81
%V	5.7%	5.9%	5.6%	7.6%	6.9%	7.9%	6.1%	5.5%
%H (All HH)		100.0%	43.6%	18.2%	86.4%	46.4%	40.9%	73.6%
%H (TV HH)			43.6%	18.2%	86.4%	46.4%	40.9%	
Any recorder	1175	1175	728	189	810	535	276	1011
%V	61.4%	63.4%	84.3%	71.6%	58.6%	82.6%	37.6%	68.4%
%H (All HH)		100.0%	62.0%	16.1%	68.9%	45.5%	23.5%	86.0%
%H (TV HH)			62.0%	16.1%	68.9%	45.5%	23.5%	
Receives HDTV (via STB or built-in reception)	958	958	545	198	672	439	233	828
%V	50.0%	51.7%	63.1%	75.0%	48.6%	67.7%	31.7%	56.0%
%H (All HH)		100.0%	56.9%	20.7%	70.1%	45.8%	24.3%	86.4%
%H (TV HH)			56.9%	20.7%	70.1%	45.8%	24.3%	
DVD/Blu-ray player or recorder	1343	1343	700	208	978	525	453	1108
%V	70.1%	72.5%	81.0%	78.8%	70.8%	81.0%	61.6%	75.0%
%H (All HH)		100.0%	52.1%	15.5%	72.8%	39.1%	33.7%	82.5%
%H (TV HH)			52.1%	15.5%	72.8%	39.1%	33.7%	

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 2012 - June 2013

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1915	1853	864	264	1382	648	735	1478
%V (All HH)		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%
%H (TV HH)			46.6%	14.2%	74.6%	35.0%	39.7%	
Has broadband internet	1478	1439	744	235	1035	565	470	1478
%V	77.2%	77.7%	86.1%	89.0%	74.9%	87.2%	63.9%	100.0%
%H (All HH)		97.4%	50.3%	15.9%	70.0%	38.2%	31.8%	100.0%
%H (TV HH)			51.7%	16.3%	71.9%	39.3%	32.7%	
Number of computers (PCs and laptops)								
0	372	352	100	22	303	74	230	15
%V	19.4%	19.0%	11.6%	8.3%	21.9%	11.4%	31.3%	1.0%
%H (All HH)		94.6%	26.9%	5.9%	81.5%	19.9%	61.8%	4.0%
%H (TV HH)			28.4%	6.3%	86.1%	21.0%	65.3%	
1	713	690	317	97	496	218	278	652
%V	37.2%	37.2%	36.7%	36.7%	35.9%	33.6%	37.8%	44.1%
%H (All HH)		96.8%	44.5%	13.6%	69.6%	30.6%	39.0%	91.4%
%H (TV HH)			45.9%	14.1%	71.9%	31.6%	40.3%	
2	424	414	230	64	300	177	123	409
%V	22.1%	22.3%	26.6%	24.2%	21.7%	27.3%	16.7%	27.7%
%H (All HH)		97.6%	54.2%	15.1%	70.8%	41.7%	29.0%	96.5%
%H (TV HH)			55.6%	15.5%	72.5%	42.8%	29.7%	
3	207	201	106	41	141	83	57	205
%V	10.8%	10.8%	12.3%	15.5%	10.2%	12.8%	7.8%	13.9%
%H (All HH)		97.1%	51.2%	19.8%	68.1%	40.1%	27.5%	99.0%
%H (TV HH)			52.7%	20.4%	70.1%	41.3%	28.4%	
4	96	94	55	16	69	46	23	95
%V	5.0%	5.1%	6.4%	6.1%	5.0%	7.1%	3.1%	6.4%
%H (All HH)		97.9%	57.3%	16.7%	71.9%	47.9%	24.0%	99.0%
%H (TV HH)			58.5%	17.0%	73.4%	48.9%	24.5%	
5+	104	102	55	24	73	50	24	103
%V	5.4%	5.5%	6.4%	9.1%	5.3%	7.7%	3.3%	7.0%
%H (All HH)		98.1%	52.9%	23.1%	70.2%	48.1%	23.1%	99.0%
%H (TV HH)			53.9%	23.5%	71.6%	49.0%	23.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3833	1946	560	3008	1647	1361	3165
%H		50.8%	14.6%	78.5%	43.0%	35.5%	82.6%
Under 20"	771	342	111	698	376	322	622
%V	20.1%	17.6%	19.8%	23.2%	22.8%	23.7%	19.7%
%H		44.4%	14.4%	90.5%	48.8%	41.8%	80.7%
20" - 29"	870	389	120	726	355	371	662
%V	22.7%	20.0%	21.4%	24.1%	21.6%	27.3%	20.9%
%H		44.7%	13.8%	83.4%	40.8%	42.6%	76.1%
30" - 39"	1101	553	154	869	458	411	902
%V	28.7%	28.4%	27.5%	28.9%	27.8%	30.2%	28.5%
%H		50.2%	14.0%	78.9%	41.6%	37.3%	81.9%
40" and over	830	517	135	567	376	191	751
%V	21.7%	26.6%	24.1%	18.8%	22.8%	14.0%	23.7%
%H		62.3%	16.3%	68.3%	45.3%	23.0%	90.5%
Don't know	33	14	4	28	13	16	27
%V	0.9%	0.7%	0.7%	0.9%	0.8%	1.2%	0.9%
%H		42.4%	12.1%	84.8%	39.4%	48.5%	81.8%
Not Asked	228	131	36	120	69	50	201
%V	5.9%	6.7%	6.4%	4.0%	4.2%	3.7%	6.4%
%H		57.5%	15.8%	52.6%	30.3%	21.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3833	1946	560	3008	1647	1361	3165
%H		50.8%	14.6%	78.5%	43.0%	35.5%	82.6%
Main living room	1835	857	262	1382	648	734	1419
%V	47.9%	44.0%	46.8%	45.9%	39.3%	53.9%	44.8%
%H		46.7%	14.3%	75.3%	35.3%	40.0%	77.3%
Kitchen	260	126	39	233	135	98	219
%V	6.8%	6.5%	7.0%	7.7%	8.2%	7.2%	6.9%
%H		48.5%	15.0%	89.6%	51.9%	37.7%	84.2%
Adult's bedroom	890	483	134	758	472	286	763
%V	23.2%	24.8%	23.9%	25.2%	28.7%	21.0%	24.1%
%H		54.3%	15.1%	85.2%	53.0%	32.1%	85.7%
Child's bedroom	189	117	26	156	107	49	177
%V	4.9%	6.0%	4.6%	5.2%	6.5%	3.6%	5.6%
%H		61.9%	13.8%	82.5%	56.6%	25.9%	93.7%
Other bedroom	120	67	14	98	58	40	111
%V	3.1%	3.4%	2.5%	3.3%	3.5%	2.9%	3.5%
%H		55.8%	11.7%	81.7%	48.3%	33.3%	92.5%
Second living/dining room	177	92	26	148	84	63	154
%V	4.6%	4.7%	4.6%	4.9%	5.1%	4.6%	4.9%
%H		52.0%	14.7%	83.6%	47.5%	35.6%	87.0%
Study/office	40	26	5	34	25	9	37
%V	1.0%	1.3%	0.9%	1.1%	1.5%	0.7%	1.2%
%H		65.0%	12.5%	85.0%	62.5%	22.5%	92.5%
TV room	19	7	6	17	11	6	19
%V	0.5%	0.4%	1.1%	0.6%	0.7%	0.4%	0.6%
%H		36.8%	31.6%	89.5%	57.9%	31.6%	100.0%
Conservatory	43	20	10	39	25	15	38
%V	1.1%	1.0%	1.8%	1.3%	1.5%	1.1%	1.2%
%H		46.5%	23.3%	90.7%	58.1%	34.9%	88.4%
Attic or loft room	5	3	0	5	3	2	3
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	60.0%
No specific location	8	5	1	5	4	1	8
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.3%
%H		62.5%	12.5%	62.5%	50.0%	12.5%	100.0%
Other	18	11	1	13	7	6	17
%V	0.5%	0.6%	0.2%	0.4%	0.4%	0.4%	0.5%
%H		61.1%	5.6%	72.2%	38.9%	33.3%	94.4%
Not Asked	228	131	36	120	69	50	201
%V	5.9%	6.7%	6.4%	4.0%	4.2%	3.7%	6.4%
%H		57.5%	15.8%	52.6%	30.3%	21.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3833	1946	560	3008	1647	1361	3165
%H		50.8%	14.6%	78.5%	43.0%	35.5%	82.6%
PVR	1409	960	224	958	709	249	1256
%V	36.8%	49.3%	40.0%	31.8%	43.0%	18.3%	39.7%
%H		68.1%	15.9%	68.0%	50.3%	17.7%	89.1%
DVDR	253	160	37	216	157	59	220
%V	6.6%	8.2%	6.6%	7.2%	9.5%	4.3%	7.0%
%H		63.2%	14.6%	85.4%	62.1%	23.3%	87.0%
VCR	117	49	23	100	53	47	86
%V	3.1%	2.5%	4.1%	3.3%	3.2%	3.5%	2.7%
%H		41.9%	19.7%	85.5%	45.3%	40.2%	73.5%
Any recorder	1530	1000	242	1063	750	313	1347
%V	39.9%	51.4%	43.2%	35.3%	45.5%	23.0%	42.6%
%H		65.4%	15.8%	69.5%	49.0%	20.5%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3833	1946	560	3008	1647	1361	3165
%H		50.8%	14.6%	78.5%	43.0%	35.5%	82.6%
Receives HDTV (via STB or built-in reception)	1310	740	271	942	617	325	1152
%V	34.2%	38.0%	48.4%	31.3%	37.5%	23.9%	36.4%
%H		56.5%	20.7%	71.9%	47.1%	24.8%	87.9%
DVD/Blu-ray player or recorder	1941	1056	308	1464	859	605	1667
%V	50.6%	54.3%	55.0%	48.7%	52.2%	44.5%	52.7%
%H		54.4%	15.9%	75.4%	44.3%	31.2%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	864	264	1381	648	734	1439
%H		46.7%	14.3%	74.6%	35.0%	39.7%	77.7%
Under 20"	59	5	6	54	7	48	39
%V	3.2%	0.6%	2.3%	3.9%	1.1%	6.5%	2.7%
%H		8.5%	10.2%	91.5%	11.9%	81.4%	66.1%
20" - 29"	339	96	42	272	68	204	202
%V	18.3%	11.1%	15.9%	19.7%	10.5%	27.8%	14.0%
%H		28.3%	12.4%	80.2%	20.1%	60.2%	59.6%
30" - 39"	720	313	97	566	251	316	545
%V	38.9%	36.2%	36.7%	41.0%	38.7%	43.1%	37.9%
%H		43.5%	13.5%	78.6%	34.9%	43.9%	75.7%
40" and over	713	447	117	479	320	159	638
%V	38.5%	51.7%	44.3%	34.7%	49.4%	21.7%	44.3%
%H		62.7%	16.4%	67.2%	44.9%	22.3%	89.5%
Don't know	12	3	1	10	3	7	8
%V	0.6%	0.3%	0.4%	0.7%	0.5%	1.0%	0.6%
%H		25.0%	8.3%	83.3%	25.0%	58.3%	66.7%
Not Asked	8	0	1	0	0	0	7
%V	0.4%	0.0%	0.4%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	12.5%	0.0%	0.0%	0.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC East
Set level data
Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	864	264	1381	648	734	1439
%H		46.7%	14.3%	74.6%	35.0%	39.7%	77.7%
PVR	1071	703	174	719	508	211	935
%V	57.9%	81.4%	65.9%	52.1%	78.4%	28.7%	65.0%
%H		65.6%	16.2%	67.1%	47.4%	19.7%	87.3%
DVDR	188	112	27	157	107	50	158
%V	10.2%	13.0%	10.2%	11.4%	16.5%	6.8%	11.0%
%H		59.6%	14.4%	83.5%	56.9%	26.6%	84.0%
VCR	96	41	15	83	41	42	68
%V	5.2%	4.7%	5.7%	6.0%	6.3%	5.7%	4.7%
%H		42.7%	15.6%	86.5%	42.7%	43.8%	70.8%
Any recorder	1152	719	185	789	525	264	990
%V	62.2%	83.2%	70.1%	57.1%	81.0%	36.0%	68.8%
%H		62.4%	16.1%	68.5%	45.6%	22.9%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	864	264	1381	648	734	1439
%H		46.7%	14.3%	74.6%	35.0%	39.7%	77.7%
Receives HDTV (via STB or built-in reception)	921	526	195	640	423	217	796
%V	49.8%	60.9%	73.9%	46.3%	65.3%	29.6%	55.3%
%H		57.1%	21.2%	69.5%	45.9%	23.6%	86.4%
DVD/Blu-ray player or recorder	1252	659	193	903	487	416	1032
%V	67.6%	76.3%	73.1%	65.4%	75.2%	56.7%	71.7%
%H		52.6%	15.4%	72.1%	38.9%	33.2%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1982	1082	296	1627	999	628	1726
%H		54.6%	14.9%	82.1%	50.4%	31.7%	87.1%
Under 20"	712	338	105	644	369	274	584
%V	35.9%	31.2%	35.5%	39.6%	36.9%	43.6%	33.8%
%H		47.5%	14.7%	90.4%	51.8%	38.5%	82.0%
20" - 29"	531	293	78	454	287	167	460
%V	26.8%	27.1%	26.4%	27.9%	28.7%	26.6%	26.7%
%H		55.2%	14.7%	85.5%	54.0%	31.5%	86.6%
30" - 39"	381	240	56	303	207	95	358
%V	19.2%	22.2%	18.9%	18.6%	20.7%	15.1%	20.7%
%H		63.0%	14.7%	79.5%	54.3%	24.9%	94.0%
40" and over	117	70	18	88	57	32	112
%V	5.9%	6.5%	6.1%	5.4%	5.7%	5.1%	6.5%
%H		59.8%	15.4%	75.2%	48.7%	27.4%	95.7%
Don't know	22	11	2	18	10	8	19
%V	1.1%	1.0%	0.7%	1.1%	1.0%	1.3%	1.1%
%H		50.0%	9.1%	81.8%	45.5%	36.4%	86.4%
Not Asked	219	130	37	120	69	52	193
%V	11.0%	12.0%	12.5%	7.4%	6.9%	8.3%	11.2%
%H		59.4%	16.9%	54.8%	31.5%	23.7%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1982	1082	296	1627	999	628	1726
%H		54.6%	14.9%	82.1%	50.4%	31.7%	87.1%
PVR	338	258	49	239	201	38	320
%V	17.1%	23.8%	16.6%	14.7%	20.1%	6.1%	18.5%
%H		76.3%	14.5%	70.7%	59.5%	11.2%	94.7%
DVDR	65	48	10	59	50	9	63
%V	3.3%	4.4%	3.4%	3.6%	5.0%	1.4%	3.7%
%H		73.8%	15.4%	90.8%	76.9%	13.8%	96.9%
VCR	21	9	8	18	12	5	18
%V	1.1%	0.8%	2.7%	1.1%	1.2%	0.8%	1.0%
%H		42.9%	38.1%	85.7%	57.1%	23.8%	85.7%
Any recorder	378	281	57	274	225	49	357
%V	19.1%	26.0%	19.3%	16.8%	22.5%	7.8%	20.7%
%H		74.3%	15.1%	72.5%	59.5%	13.0%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1982	1082	296	1627	999	628	1726
%H		54.6%	14.9%	82.1%	50.4%	31.7%	87.1%
Receives HDTV (via STB or built-in reception)	388	214	76	302	194	108	356
%V	19.6%	19.8%	25.7%	18.6%	19.4%	17.2%	20.6%
%H		55.2%	19.6%	77.8%	50.0%	27.8%	91.8%
DVD/Blu-ray player or recorder	690	397	115	561	372	190	635
%V	34.8%	36.7%	38.9%	34.5%	37.2%	30.3%	36.8%
%H		57.5%	16.7%	81.3%	53.9%	27.5%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4545	4420	2283	687	3167	1679	1488	3864
%H		97.2%	50.2%	15.1%	69.7%	36.9%	32.7%	85.0%
Total Children	876	860	505	141	562	336	226	805
%V	19.3%	19.5%	22.1%	20.5%	17.7%	20.0%	15.2%	20.8%
%H		98.2%	57.6%	16.1%	64.2%	38.4%	25.8%	91.9%
0 - 3	230	226	135	33	141	81	60	207
%V	5.1%	5.1%	5.9%	4.8%	4.5%	4.8%	4.0%	5.4%
%H		98.3%	58.7%	14.3%	61.3%	35.2%	26.1%	90.0%
4 - 15	645	634	371	107	421	254	166	598
%V	14.2%	14.3%	16.3%	15.6%	13.3%	15.1%	11.2%	15.5%
%H		98.3%	57.5%	16.6%	65.3%	39.4%	25.7%	92.7%
4 - 9	334	328	197	57	207	126	80	306
%V	7.3%	7.4%	8.6%	8.3%	6.5%	7.5%	5.4%	7.9%
%H		98.2%	59.0%	17.1%	62.0%	37.7%	24.0%	91.6%
10 - 15	311	307	173	51	214	128	86	293
%V	6.8%	6.9%	7.6%	7.4%	6.8%	7.6%	5.8%	7.6%
%H		98.7%	55.6%	16.4%	68.8%	41.2%	27.7%	94.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4545	4420	2283	687	3167	1679	1488	3864
%H		97.2%	50.2%	15.1%	69.7%	36.9%	32.7%	85.0%
Total Adults (16+)	3669	3560	1778	546	2605	1344	1262	3059
%V	80.7%	80.5%	77.9%	79.5%	82.3%	80.0%	84.8%	79.2%
%H		97.0%	48.5%	14.9%	71.0%	36.6%	34.4%	83.4%
16 - 19	207	205	111	42	140	90	50	196
%V	4.6%	4.6%	4.9%	6.1%	4.4%	5.4%	3.4%	5.1%
%H		99.0%	53.6%	20.3%	67.6%	43.5%	24.2%	94.7%
20 - 24	262	238	121	29	169	87	82	228
%V	5.8%	5.4%	5.3%	4.2%	5.3%	5.2%	5.5%	5.9%
%H		90.8%	46.2%	11.1%	64.5%	33.2%	31.3%	87.0%
25 - 34	596	564	338	99	336	201	135	555
%V	13.1%	12.8%	14.8%	14.4%	10.6%	12.0%	9.1%	14.4%
%H		94.6%	56.7%	16.6%	56.4%	33.7%	22.7%	93.1%
35 - 44	601	584	337	95	388	233	156	556
%V	13.2%	13.2%	14.8%	13.8%	12.3%	13.9%	10.5%	14.4%
%H		97.2%	56.1%	15.8%	64.6%	38.8%	26.0%	92.5%
45 - 54	635	623	307	102	462	244	217	576
%V	14.0%	14.1%	13.4%	14.8%	14.6%	14.5%	14.6%	14.9%
%H		98.1%	48.3%	16.1%	72.8%	38.4%	34.2%	90.7%
55 - 64	534	529	241	81	415	202	213	461
%V	11.7%	12.0%	10.6%	11.8%	13.1%	12.0%	14.3%	11.9%
%H		99.1%	45.1%	15.2%	77.7%	37.8%	39.9%	86.3%
65+	834	817	322	98	696	287	409	487
%V	18.3%	18.5%	14.1%	14.3%	22.0%	17.1%	27.5%	12.6%
%H		98.0%	38.6%	11.8%	83.5%	34.4%	49.0%	58.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3669	3560	1778	546	2605	1344	1262	3059
%H		97.0%	48.5%	14.9%	71.0%	36.6%	34.4%	83.4%
AB	917	891	436	138	680	356	324	862
%V	25.0%	25.0%	24.5%	25.3%	26.1%	26.5%	25.7%	28.2%
%H		97.2%	47.5%	15.0%	74.2%	38.8%	35.3%	94.0%
C1	1052	1016	506	197	719	393	325	928
%V	28.7%	28.5%	28.5%	36.1%	27.6%	29.2%	25.8%	30.3%
%H		96.6%	48.1%	18.7%	68.3%	37.4%	30.9%	88.2%
C2	916	895	465	113	669	355	314	760
%V	25.0%	25.1%	26.2%	20.7%	25.7%	26.4%	24.9%	24.8%
%H		97.7%	50.8%	12.3%	73.0%	38.8%	34.3%	83.0%
D	530	515	269	63	359	171	189	391
%V	14.4%	14.5%	15.1%	11.5%	13.8%	12.7%	15.0%	12.8%
%H		97.2%	50.8%	11.9%	67.7%	32.3%	35.7%	73.8%
E	254	243	102	34	179	69	109	117
%V	6.9%	6.8%	5.7%	6.2%	6.9%	5.1%	8.6%	3.8%
%H		95.7%	40.2%	13.4%	70.5%	27.2%	42.9%	46.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3669	3560	1778	546	2605	1344	1262	3059
%H		97.0%	48.5%	14.9%	71.0%	36.6%	34.4%	83.4%
Working full time	1662	1622	890	284	1107	645	462	1544
%V	45.3%	45.6%	50.1%	52.0%	42.5%	48.0%	36.6%	50.5%
%H		97.6%	53.5%	17.1%	66.6%	38.8%	27.8%	92.9%
Working part time	429	421	217	61	309	161	148	393
%V	11.7%	11.8%	12.2%	11.2%	11.9%	12.0%	11.7%	12.8%
%H		98.1%	50.6%	14.2%	72.0%	37.5%	34.5%	91.6%
Not working	1578	1517	671	201	1190	538	652	1123
%V	43.0%	42.6%	37.7%	36.8%	45.7%	40.0%	51.7%	36.7%
%H		96.1%	42.5%	12.7%	75.4%	34.1%	41.3%	71.2%
Housewife/Houseperson	1915	1853	864	264	1382	648	735	1478
%V	52.2%	52.1%	48.6%	48.4%	53.1%	48.2%	58.2%	48.3%
%H		96.8%	45.1%	13.8%	72.2%	33.8%	38.4%	77.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1807	1747	899	266	1271	674	597	1534
%H		96.7%	49.8%	14.7%	70.3%	37.3%	33.0%	84.9%
16 - 19	112	111	64	22	75	51	24	106
%V	6.2%	6.4%	7.1%	8.3%	5.9%	7.6%	4.0%	6.9%
%H		99.1%	57.1%	19.6%	67.0%	45.5%	21.4%	94.6%
20 - 24	130	119	55	14	91	43	48	118
%V	7.2%	6.8%	6.1%	5.3%	7.2%	6.4%	8.0%	7.7%
%H		91.5%	42.3%	10.8%	70.0%	33.1%	36.9%	90.8%
25 - 34	302	284	173	46	166	96	69	281
%V	16.7%	16.3%	19.2%	17.3%	13.1%	14.2%	11.6%	18.3%
%H		94.0%	57.3%	15.2%	55.0%	31.8%	22.8%	93.0%
35 - 44	304	291	169	51	191	117	74	276
%V	16.8%	16.7%	18.8%	19.2%	15.0%	17.4%	12.4%	18.0%
%H		95.7%	55.6%	16.8%	62.8%	38.5%	24.3%	90.8%
45 - 54	311	305	148	46	225	115	110	281
%V	17.2%	17.5%	16.5%	17.3%	17.7%	17.1%	18.4%	18.3%
%H		98.1%	47.6%	14.8%	72.3%	37.0%	35.4%	90.4%
55 - 64	262	259	120	41	201	99	102	223
%V	14.5%	14.8%	13.3%	15.4%	15.8%	14.7%	17.1%	14.5%
%H		98.9%	45.8%	15.6%	76.7%	37.8%	38.9%	85.1%
65+	387	378	170	45	322	153	169	250
%V	21.4%	21.6%	18.9%	16.9%	25.3%	22.7%	28.3%	16.3%
%H		97.7%	43.9%	11.6%	83.2%	39.5%	43.7%	64.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1807	1747	899	266	1271	674	597	1534
%H		96.7%	49.8%	14.7%	70.3%	37.3%	33.0%	84.9%
AB	469	454	224	71	347	184	163	438
%V	26.0%	26.0%	24.9%	26.7%	27.3%	27.3%	27.3%	28.6%
%H		96.8%	47.8%	15.1%	74.0%	39.2%	34.8%	93.4%
C1	489	469	240	92	331	187	144	448
%V	27.1%	26.8%	26.7%	34.6%	26.0%	27.7%	24.1%	29.2%
%H		95.9%	49.1%	18.8%	67.7%	38.2%	29.4%	91.6%
C2	483	472	253	56	350	189	162	403
%V	26.7%	27.0%	28.1%	21.1%	27.5%	28.0%	27.1%	26.3%
%H		97.7%	52.4%	11.6%	72.5%	39.1%	33.5%	83.4%
D	265	260	141	31	177	88	89	199
%V	14.7%	14.9%	15.7%	11.7%	13.9%	13.1%	14.9%	13.0%
%H		98.1%	53.2%	11.7%	66.8%	33.2%	33.6%	75.1%
E	100	92	40	16	66	27	39	46
%V	5.5%	5.3%	4.4%	6.0%	5.2%	4.0%	6.5%	3.0%
%H		92.0%	40.0%	16.0%	66.0%	27.0%	39.0%	46.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1807	1747	899	266	1271	674	597	1534
%H		96.7%	49.8%	14.7%	70.3%	37.3%	33.0%	84.9%
Working full time	1084	1056	580	173	727	415	312	1004
%V	60.0%	60.4%	64.5%	65.0%	57.2%	61.6%	52.3%	65.4%
%H		97.4%	53.5%	16.0%	67.1%	38.3%	28.8%	92.6%
Working part time	90	87	39	14	64	28	36	79
%V	5.0%	5.0%	4.3%	5.3%	5.0%	4.2%	6.0%	5.1%
%H		96.7%	43.3%	15.6%	71.1%	31.1%	40.0%	87.8%
Not working	633	604	280	78	480	231	249	450
%V	35.0%	34.6%	31.1%	29.3%	37.8%	34.3%	41.7%	29.3%
%H		95.4%	44.2%	12.3%	75.8%	36.5%	39.3%	71.1%
Housewife/Houseperson	369	348	154	43	261	110	151	242
%V	20.4%	19.9%	17.1%	16.2%	20.5%	16.3%	25.3%	15.8%
%H		94.3%	41.7%	11.7%	70.7%	29.8%	40.9%	65.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1862	1813	879	280	1334	669	665	1525
%H		97.4%	47.2%	15.0%	71.6%	35.9%	35.7%	81.9%
16 - 19	96	94	47	20	65	39	26	90
%V	5.2%	5.2%	5.3%	7.1%	4.9%	5.8%	3.9%	5.9%
%H		97.9%	49.0%	20.8%	67.7%	40.6%	27.1%	93.8%
20 - 24	132	120	66	15	78	44	34	111
%V	7.1%	6.6%	7.5%	5.4%	5.8%	6.6%	5.1%	7.3%
%H		90.9%	50.0%	11.4%	59.1%	33.3%	25.8%	84.1%
25 - 34	294	280	165	53	170	105	65	274
%V	15.8%	15.4%	18.8%	18.9%	12.7%	15.7%	9.8%	18.0%
%H		95.2%	56.1%	18.0%	57.8%	35.7%	22.1%	93.2%
35 - 44	298	292	169	44	197	116	81	280
%V	16.0%	16.1%	19.2%	15.7%	14.8%	17.3%	12.2%	18.4%
%H		98.0%	56.7%	14.8%	66.1%	38.9%	27.2%	94.0%
45 - 54	324	318	158	55	237	130	107	295
%V	17.4%	17.5%	18.0%	19.6%	17.8%	19.4%	16.1%	19.3%
%H		98.1%	48.8%	17.0%	73.1%	40.1%	33.0%	91.0%
55 - 64	272	269	121	40	214	103	111	238
%V	14.6%	14.8%	13.8%	14.3%	16.0%	15.4%	16.7%	15.6%
%H		98.9%	44.5%	14.7%	78.7%	37.9%	40.8%	87.5%
65+	447	440	152	53	374	134	240	237
%V	24.0%	24.3%	17.3%	18.9%	28.0%	20.0%	36.1%	15.5%
%H		98.4%	34.0%	11.9%	83.7%	30.0%	53.7%	53.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1862	1813	879	280	1334	669	665	1525
%H		97.4%	47.2%	15.0%	71.6%	35.9%	35.7%	81.9%
AB	448	437	211	67	333	172	161	424
%V	24.1%	24.1%	24.0%	23.9%	25.0%	25.7%	24.2%	27.8%
%H		97.5%	47.1%	15.0%	74.3%	38.4%	35.9%	94.6%
C1	563	547	265	106	388	207	181	480
%V	30.2%	30.2%	30.1%	37.9%	29.1%	30.9%	27.2%	31.5%
%H		97.2%	47.1%	18.8%	68.9%	36.8%	32.1%	85.3%
C2	433	423	212	58	318	166	152	357
%V	23.3%	23.3%	24.1%	20.7%	23.8%	24.8%	22.9%	23.4%
%H		97.7%	49.0%	13.4%	73.4%	38.3%	35.1%	82.4%
D	265	255	128	32	182	83	100	192
%V	14.2%	14.1%	14.6%	11.4%	13.6%	12.4%	15.0%	12.6%
%H		96.2%	48.3%	12.1%	68.7%	31.3%	37.7%	72.5%
E	154	151	63	18	113	42	71	72
%V	8.3%	8.3%	7.2%	6.4%	8.5%	6.3%	10.7%	4.7%
%H		98.1%	40.9%	11.7%	73.4%	27.3%	46.1%	46.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1862	1813	879	280	1334	669	665	1525
%H		97.4%	47.2%	15.0%	71.6%	35.9%	35.7%	81.9%
Working full time	578	566	310	111	380	230	150	539
%V	31.0%	31.2%	35.3%	39.6%	28.5%	34.4%	22.6%	35.3%
%H		97.9%	53.6%	19.2%	65.7%	39.8%	26.0%	93.3%
Working part time	339	334	178	47	244	133	112	313
%V	18.2%	18.4%	20.3%	16.8%	18.3%	19.9%	16.8%	20.5%
%H		98.5%	52.5%	13.9%	72.0%	39.2%	33.0%	92.3%
Not working	946	913	391	123	710	307	403	673
%V	50.8%	50.4%	44.5%	43.9%	53.2%	45.9%	60.6%	44.1%
%H		96.5%	41.3%	13.0%	75.1%	32.5%	42.6%	71.1%
Housewife/Houseperson	1546	1505	710	221	1121	538	583	1236
%V	83.0%	83.0%	80.8%	78.9%	84.0%	80.4%	87.7%	81.0%
%H		97.3%	45.9%	14.3%	72.5%	34.8%	37.7%	79.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
AB	303	291	117	42	219	90	129	279
%V	29.9%	30.0%	32.1%	27.8%	30.0%	31.5%	29.0%	36.2%
%H (All HH)		96.0%	38.6%	13.9%	72.3%	29.7%	42.6%	92.1%
%H (TV HH)			40.2%	14.4%	75.3%	30.9%	44.3%	
C1	270	258	92	40	195	74	121	215
%V	26.6%	26.6%	25.2%	26.5%	26.7%	25.9%	27.2%	27.9%
%H (All HH)		95.6%	34.1%	14.8%	72.2%	27.4%	44.8%	79.6%
%H (TV HH)			35.7%	15.5%	75.6%	28.7%	46.9%	
C2	209	198	81	38	147	67	80	165
%V	20.6%	20.4%	22.2%	25.2%	20.1%	23.4%	18.0%	21.4%
%H (All HH)		94.7%	38.8%	18.2%	70.3%	32.1%	38.3%	78.9%
%H (TV HH)			40.9%	19.2%	74.2%	33.8%	40.4%	
D	135	130	47	18	101	36	64	78
%V	13.3%	13.4%	12.9%	11.9%	13.8%	12.6%	14.4%	10.1%
%H (All HH)		96.3%	34.8%	13.3%	74.8%	26.7%	47.4%	57.8%
%H (TV HH)			36.2%	13.8%	77.7%	27.7%	49.2%	
E	98	94	28	13	70	19	51	33
%V	9.7%	9.7%	7.7%	8.6%	9.6%	6.6%	11.5%	4.3%
%H (All HH)		95.9%	28.6%	13.3%	71.4%	19.4%	52.0%	33.7%
%H (TV HH)			29.8%	13.8%	74.5%	20.2%	54.3%	

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 2012 - June 2013

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Under 25	47	39	9	4	29	7	22	27
%V	4.6%	4.0%	2.5%	2.6%	4.0%	2.4%	4.9%	3.5%
%H (All HH)		83.0%	19.1%	8.5%	61.7%	14.9%	46.8%	57.4%
%H (TV HH)			23.1%	10.3%	74.4%	17.9%	56.4%	
25 - 34	143	130	55	29	81	36	45	128
%V	14.1%	13.4%	15.1%	19.2%	11.1%	12.6%	10.1%	16.6%
%H (All HH)		90.9%	38.5%	20.3%	56.6%	25.2%	31.5%	89.5%
%H (TV HH)			42.3%	22.3%	62.3%	27.7%	34.6%	
35 - 44	179	174	82	31	116	57	59	160
%V	17.7%	17.9%	22.5%	20.5%	15.9%	19.9%	13.3%	20.8%
%H (All HH)		97.2%	45.8%	17.3%	64.8%	31.8%	33.0%	89.4%
%H (TV HH)			47.1%	17.8%	66.7%	32.8%	33.9%	
45 - 54	203	198	87	35	152	77	75	185
%V	20.0%	20.4%	23.8%	23.2%	20.8%	26.9%	16.9%	24.0%
%H (All HH)		97.5%	42.9%	17.2%	74.9%	37.9%	36.9%	91.1%
%H (TV HH)			43.9%	17.7%	76.8%	38.9%	37.9%	
55 - 64	168	162	60	25	126	50	77	138
%V	16.6%	16.7%	16.4%	16.6%	17.2%	17.5%	17.3%	17.9%
%H (All HH)		96.4%	35.7%	14.9%	75.0%	29.8%	45.8%	82.1%
%H (TV HH)			37.0%	15.4%	77.8%	30.9%	47.5%	
65 +	274	267	73	27	228	60	168	133
%V	27.0%	27.5%	20.0%	17.9%	31.2%	21.0%	37.8%	17.3%
%H (All HH)		97.4%	26.6%	9.9%	83.2%	21.9%	61.3%	48.5%
%H (TV HH)			27.3%	10.1%	85.4%	22.5%	62.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
1	309	283	76	36	227	57	170	162
%V	30.5%	29.2%	20.8%	23.8%	31.1%	19.9%	38.2%	21.0%
%H (All HH)		91.6%	24.6%	11.7%	73.5%	18.4%	55.0%	52.4%
%H (TV HH)			26.9%	12.7%	80.2%	20.1%	60.1%	
2	356	342	123	51	265	99	166	290
%V	35.1%	35.3%	33.7%	33.8%	36.3%	34.6%	37.3%	37.6%
%H (All HH)		96.1%	34.6%	14.3%	74.4%	27.8%	46.6%	81.5%
%H (TV HH)			36.0%	14.9%	77.5%	28.9%	48.5%	
3	139	137	62	23	103	53	50	120
%V	13.7%	14.1%	17.0%	15.2%	14.1%	18.5%	11.2%	15.6%
%H (All HH)		98.6%	44.6%	16.5%	74.1%	38.1%	36.0%	86.3%
%H (TV HH)			45.3%	16.8%	75.2%	38.7%	36.5%	
4	146	143	79	28	91	54	37	139
%V	14.4%	14.7%	21.6%	18.5%	12.4%	18.9%	8.3%	18.0%
%H (All HH)		97.9%	54.1%	19.2%	62.3%	37.0%	25.3%	95.2%
%H (TV HH)			55.2%	19.6%	63.6%	37.8%	25.9%	
5+	65	64	25	13	46	23	23	60
%V	6.4%	6.6%	6.8%	8.6%	6.3%	8.0%	5.2%	7.8%
%H (All HH)		98.5%	38.5%	20.0%	70.8%	35.4%	35.4%	92.3%
%H (TV HH)			39.1%	20.3%	71.9%	35.9%	35.9%	
Average HH size	2.33	2.36	2.63	2.58	2.28	2.62	2.06	2.57

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 2012 - June 2013

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Without	757	715	248	103	561	202	359	538
%V	74.7%	73.7%	67.9%	68.2%	76.7%	70.6%	80.7%	69.8%
%H (All HH)		94.5%	32.8%	13.6%	74.1%	26.7%	47.4%	71.1%
%H (TV HH)			34.7%	14.4%	78.5%	28.3%	50.2%	
With	258	255	117	48	170	84	86	233
%V	25.4%	26.3%	32.1%	31.8%	23.3%	29.4%	19.3%	30.2%
%H (All HH)		98.8%	45.3%	18.6%	65.9%	32.6%	33.3%	90.3%
%H (TV HH)			45.9%	18.8%	66.7%	32.9%	33.7%	
0 - 3	100	98	39	17	61	23	39	84
%V	9.9%	10.1%	10.7%	11.3%	8.3%	8.0%	8.8%	10.9%
%H (All HH)		98.0%	39.0%	17.0%	61.0%	23.0%	39.0%	84.0%
%H (TV HH)			39.8%	17.3%	62.2%	23.5%	39.8%	
4 - 9	130	130	63	22	82	39	43	118
%V	12.8%	13.4%	17.3%	14.6%	11.2%	13.6%	9.7%	15.3%
%H (All HH)		100.0%	48.5%	16.9%	63.1%	30.0%	33.1%	90.8%
%H (TV HH)			48.5%	16.9%	63.1%	30.0%	33.1%	
10 - 15	124	123	62	24	84	49	35	117
%V	12.2%	12.7%	17.0%	15.9%	11.5%	17.1%	7.9%	15.2%
%H (All HH)		99.2%	50.0%	19.4%	67.7%	39.5%	28.2%	94.4%
%H (TV HH)			50.4%	19.5%	68.3%	39.8%	28.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
1	422	422	119	57	289	52	237	282
%V	41.6%	43.5%	32.6%	37.7%	39.5%	18.2%	53.3%	36.6%
%H (All HH)		100.0%	28.2%	13.5%	68.5%	12.3%	56.2%	66.8%
%H (TV HH)			28.2%	13.5%	68.5%	12.3%	56.2%	
2	314	314	124	49	246	105	141	244
%V	31.0%	32.4%	34.0%	32.5%	33.7%	36.7%	31.7%	31.6%
%H (All HH)		100.0%	39.5%	15.6%	78.3%	33.4%	44.9%	77.7%
%H (TV HH)			39.5%	15.6%	78.3%	33.4%	44.9%	
3	136	136	71	21	115	70	44	122
%V	13.4%	14.0%	19.5%	13.9%	15.7%	24.5%	9.9%	15.8%
%H (All HH)		100.0%	52.2%	15.4%	84.6%	51.5%	32.4%	89.7%
%H (TV HH)			52.2%	15.4%	84.6%	51.5%	32.4%	
4	64	64	33	17	54	41	13	60
%V	6.3%	6.6%	9.0%	11.3%	7.4%	14.3%	2.9%	7.8%
%H (All HH)		100.0%	51.6%	26.6%	84.4%	64.1%	20.3%	93.8%
%H (TV HH)			51.6%	26.6%	84.4%	64.1%	20.3%	
5+	34	34	18	7	28	18	10	32
%V	3.4%	3.5%	4.9%	4.6%	3.8%	6.3%	2.2%	4.2%
%H (All HH)		100.0%	52.9%	20.6%	82.4%	52.9%	29.4%	94.1%
%H (TV HH)			52.9%	20.6%	82.4%	52.9%	29.4%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Under 20"	260	260	110	36	227	111	116	210
%V	25.6%	26.8%	30.1%	23.8%	31.1%	38.8%	26.1%	27.2%
%H (All HH)		100.0%	42.3%	13.8%	87.3%	42.7%	44.6%	80.8%
%H (TV HH)			42.3%	13.8%	87.3%	42.7%	44.6%	
20" - 29"	393	393	128	59	326	119	207	294
%V	38.8%	40.5%	35.1%	39.1%	44.6%	41.6%	46.5%	38.1%
%H (All HH)		100.0%	32.6%	15.0%	83.0%	30.3%	52.7%	74.8%
%H (TV HH)			32.6%	15.0%	83.0%	30.3%	52.7%	
30" - 39"	494	494	201	76	384	166	218	388
%V	48.7%	50.9%	55.1%	50.3%	52.5%	58.0%	49.0%	50.3%
%H (All HH)		100.0%	40.7%	15.4%	77.7%	33.6%	44.1%	78.5%
%H (TV HH)			40.7%	15.4%	77.7%	33.6%	44.1%	
40" and over	342	342	181	68	246	150	95	297
%V	33.7%	35.3%	49.6%	45.0%	33.7%	52.4%	21.3%	38.5%
%H (All HH)		100.0%	52.9%	19.9%	71.9%	43.9%	27.8%	86.8%
%H (TV HH)			52.9%	19.9%	71.9%	43.9%	27.8%	

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 2012 - June 2013

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Main living room	950	950	363	151	723	285	438	726
%V	93.7%	97.9%	99.5%	100.0%	98.9%	99.7%	98.4%	94.2%
%H (All HH)		100.0%	38.2%	15.9%	76.1%	30.0%	46.1%	76.4%
%H (TV HH)			38.2%	15.9%	76.1%	30.0%	46.1%	
Kitchen	125	125	63	17	106	60	46	111
%V	12.3%	12.9%	17.3%	11.3%	14.5%	21.0%	10.3%	14.4%
%H (All HH)		100.0%	50.4%	13.6%	84.8%	48.0%	36.8%	88.8%
%H (TV HH)			50.4%	13.6%	84.8%	48.0%	36.8%	
Adult's bedroom	364	364	167	64	308	172	136	302
%V	35.9%	37.5%	45.8%	42.4%	42.1%	60.1%	30.6%	39.2%
%H (All HH)		100.0%	45.9%	17.6%	84.6%	47.3%	37.4%	83.0%
%H (TV HH)			45.9%	17.6%	84.6%	47.3%	37.4%	
Child's bedroom	77	77	42	17	62	44	18	72
%V	7.6%	7.9%	11.5%	11.3%	8.5%	15.4%	4.0%	9.3%
%H (All HH)		100.0%	54.5%	22.1%	80.5%	57.1%	23.4%	93.5%
%H (TV HH)			54.5%	22.1%	80.5%	57.1%	23.4%	
Other bedroom	58	58	30	10	53	35	18	53
%V	5.7%	6.0%	8.2%	6.6%	7.3%	12.2%	4.0%	6.9%
%H (All HH)		100.0%	51.7%	17.2%	91.4%	60.3%	31.0%	91.4%
%H (TV HH)			51.7%	17.2%	91.4%	60.3%	31.0%	
Second living/dining room	77	77	29	13	69	33	36	64
%V	7.6%	7.9%	7.9%	8.6%	9.4%	11.5%	8.1%	8.3%
%H (All HH)		100.0%	37.7%	16.9%	89.6%	42.9%	46.8%	83.1%
%H (TV HH)			37.7%	16.9%	89.6%	42.9%	46.8%	
Study/office	19	19	10	3	14	8	5	19
%V	1.9%	2.0%	2.7%	2.0%	1.9%	2.8%	1.1%	2.5%
%H (All HH)		100.0%	52.6%	15.8%	73.7%	42.1%	26.3%	100.0%
%H (TV HH)			52.6%	15.8%	73.7%	42.1%	26.3%	
TV room	5	5	3	0	4	3	2	5
%V	0.5%	0.5%	0.8%	0.0%	0.5%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	60.0%	40.0%	
Conservatory	17	17	11	2	16	11	5	15
%V	1.7%	1.8%	3.0%	1.3%	2.2%	3.8%	1.1%	1.9%
%H (All HH)		100.0%	64.7%	11.8%	94.1%	64.7%	29.4%	88.2%
%H (TV HH)			64.7%	11.8%	94.1%	64.7%	29.4%	
Attic or loft room	3	3	1	0	3	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.4%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	3	3	1	0	3	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.4%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	

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 2012 - June 2013
BBC West
Household level data
Table 5.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Any DSAT provider	365	365	365	4	217	217	0	323
%V	36.0%	37.6%	100.0%	2.6%	29.7%	75.9%	0.0%	41.9%
%H (All HH)			100.0%	1.1%	59.5%	59.5%	0.0%	88.5%
%H (TV HH)			100.0%	1.1%	59.5%	59.5%	0.0%	
Sky with subcription	303	303	303	2	181	181	0	271
%V	29.9%	31.2%	83.0%	1.3%	24.8%	63.3%	0.0%	35.1%
%H (All HH)			100.0%	0.7%	59.7%	59.7%	0.0%	89.4%
%H (TV HH)			100.0%	0.7%	59.7%	59.7%	0.0%	
Sky without subscription	17	17	17	0	9	9	0	13
%V	1.7%	1.8%	4.7%	0.0%	1.2%	3.1%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	52.9%	52.9%	0.0%	76.5%
%H (TV HH)			100.0%	0.0%	52.9%	52.9%	0.0%	
Freesat	40	40	40	2	25	25	0	35
%V	3.9%	4.1%	11.0%	1.3%	3.4%	8.7%	0.0%	4.5%
%H (All HH)			100.0%	5.0%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	5.0%	62.5%	62.5%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	8
%V	0.9%	0.9%	2.5%	0.0%	0.7%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	151	151	4	151	69	69	0	130
%V	14.9%	15.6%	1.1%	100.0%	9.4%	24.1%	0.0%	16.9%
%H (All HH)			2.6%	100.0%	45.7%	45.7%	0.0%	86.1%
%H (TV HH)			2.6%	100.0%	45.7%	45.7%	0.0%	
DTT	731	731	217	69	731	286	445	540
%V	72.1%	75.4%	59.5%	45.7%	100.0%	100.0%	100.0%	70.0%
%H (All HH)		100.0%	29.7%	9.4%	100.0%	39.1%	60.9%	73.9%
%H (TV HH)			29.7%	9.4%	100.0%	39.1%	60.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%H (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
PVR	563	563	309	102	395	243	152	492
%V	55.5%	58.0%	84.7%	67.5%	54.0%	85.0%	34.2%	63.8%
%H (All HH)		100.0%	54.9%	18.1%	70.2%	43.2%	27.0%	87.4%
%H (TV HH)			54.9%	18.1%	70.2%	43.2%	27.0%	
DVDR	71	71	25	16	58	28	30	61
%V	7.0%	7.3%	6.8%	10.6%	7.9%	9.8%	6.7%	7.9%
%H (All HH)		100.0%	35.2%	22.5%	81.7%	39.4%	42.3%	85.9%
%H (TV HH)			35.2%	22.5%	81.7%	39.4%	42.3%	
VCR	47	47	11	11	38	11	26	27
%V	4.6%	4.8%	3.0%	7.3%	5.2%	3.8%	5.8%	3.5%
%H (All HH)		100.0%	23.4%	23.4%	80.9%	23.4%	55.3%	57.4%
%H (TV HH)			23.4%	23.4%	80.9%	23.4%	55.3%	
Any recorder	611	611	316	111	434	248	186	521
%V	60.3%	63.0%	86.6%	73.5%	59.4%	86.7%	41.8%	67.6%
%H (All HH)		100.0%	51.7%	18.2%	71.0%	40.6%	30.4%	85.3%
%H (TV HH)			51.7%	18.2%	71.0%	40.6%	30.4%	
Receives HDTV (via STB or built-in reception)	516	516	237	121	373	214	160	439
%V	50.9%	53.2%	64.9%	80.1%	51.0%	74.8%	36.0%	56.9%
%H (All HH)		100.0%	45.9%	23.4%	72.3%	41.5%	31.0%	85.1%
%H (TV HH)			45.9%	23.4%	72.3%	41.5%	31.0%	
DVD/Blu-ray player or recorder	808	808	316	127	617	253	365	645
%V	79.7%	83.3%	86.6%	84.1%	84.4%	88.5%	82.0%	83.7%
%H (All HH)		100.0%	39.1%	15.7%	76.4%	31.3%	45.2%	79.8%
%H (TV HH)			39.1%	15.7%	76.4%	31.3%	45.2%	

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 2012 - June 2013

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1014	970	365	151	731	286	445	771
%V (All HH)		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%
%H (TV HH)			37.6%	15.6%	75.4%	29.5%	45.9%	
Has broadband internet	771	741	323	130	540	257	283	771
%V	76.0%	76.4%	88.5%	86.1%	73.9%	89.9%	63.6%	100.0%
%H (All HH)		96.1%	41.9%	16.9%	70.0%	33.3%	36.7%	100.0%
%H (TV HH)			43.6%	17.5%	72.9%	34.7%	38.2%	
Number of computers (PCs and laptops)								
0	202	190	36	19	160	26	134	4
%V	19.9%	19.6%	9.9%	12.6%	21.9%	9.1%	30.1%	0.5%
%H (All HH)		94.1%	17.8%	9.4%	79.2%	12.9%	66.3%	2.0%
%H (TV HH)			18.9%	10.0%	84.2%	13.7%	70.5%	
1	342	323	125	48	237	90	148	306
%V	33.7%	33.3%	34.2%	31.8%	32.4%	31.5%	33.3%	39.7%
%H (All HH)		94.4%	36.5%	14.0%	69.3%	26.3%	43.3%	89.5%
%H (TV HH)			38.7%	14.9%	73.4%	27.9%	45.8%	
2	225	218	89	41	162	78	84	219
%V	22.2%	22.5%	24.4%	27.2%	22.2%	27.3%	18.9%	28.4%
%H (All HH)		96.9%	39.6%	18.2%	72.0%	34.7%	37.3%	97.3%
%H (TV HH)			40.8%	18.8%	74.3%	35.8%	38.5%	
3	131	127	62	21	90	46	44	130
%V	12.9%	13.1%	17.0%	13.9%	12.3%	16.1%	9.9%	16.9%
%H (All HH)		96.9%	47.3%	16.0%	68.7%	35.1%	33.6%	99.2%
%H (TV HH)			48.8%	16.5%	70.9%	36.2%	34.6%	
4	55	54	24	12	39	22	16	54
%V	5.4%	5.6%	6.6%	7.9%	5.3%	7.7%	3.6%	7.0%
%H (All HH)		98.2%	43.6%	21.8%	70.9%	40.0%	29.1%	98.2%
%H (TV HH)			44.4%	22.2%	72.2%	40.7%	29.6%	
5+	59	59	29	9	43	24	19	59
%V	5.8%	6.1%	7.9%	6.0%	5.9%	8.4%	4.3%	7.7%
%H (All HH)		100.0%	49.2%	15.3%	72.9%	40.7%	32.2%	100.0%
%H (TV HH)			49.2%	15.3%	72.9%	40.7%	32.2%	

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 2012 - June 2013

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1897	808	323	1492	731	761	1554
%H		42.6%	17.0%	78.7%	38.5%	40.1%	81.9%
Under 20"	337	145	47	298	151	147	279
%V	17.8%	17.9%	14.6%	20.0%	20.7%	19.3%	18.0%
%H		43.0%	13.9%	88.4%	44.8%	43.6%	82.8%
20" - 29"	470	162	71	393	153	240	359
%V	24.8%	20.0%	22.0%	26.3%	20.9%	31.5%	23.1%
%H		34.5%	15.1%	83.6%	32.6%	51.1%	76.4%
30" - 39"	572	241	96	445	209	236	459
%V	30.2%	29.8%	29.7%	29.8%	28.6%	31.0%	29.5%
%H		42.1%	16.8%	77.8%	36.5%	41.3%	80.2%
40" and over	387	206	79	279	175	104	341
%V	20.4%	25.5%	24.5%	18.7%	23.9%	13.7%	21.9%
%H		53.2%	20.4%	72.1%	45.2%	26.9%	88.1%
Don't know	12	8	1	11	8	3	11
%V	0.6%	1.0%	0.3%	0.7%	1.1%	0.4%	0.7%
%H		66.7%	8.3%	91.7%	66.7%	25.0%	91.7%
Not Asked	119	46	29	66	35	31	105
%V	6.3%	5.7%	9.0%	4.4%	4.8%	4.1%	6.8%
%H		38.7%	24.4%	55.5%	29.4%	26.1%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1897	808	323	1492	731	761	1554
%H		42.6%	17.0%	78.7%	38.5%	40.1%	81.9%
Main living room	954	364	151	727	286	441	729
%V	50.3%	45.0%	46.7%	48.7%	39.1%	58.0%	46.9%
%H		38.2%	15.8%	76.2%	30.0%	46.2%	76.4%
Kitchen	125	63	17	106	60	46	111
%V	6.6%	7.8%	5.3%	7.1%	8.2%	6.0%	7.1%
%H		50.4%	13.6%	84.8%	48.0%	36.8%	88.8%
Adult's bedroom	397	188	70	336	193	142	333
%V	20.9%	23.3%	21.7%	22.5%	26.4%	18.7%	21.4%
%H		47.4%	17.6%	84.6%	48.6%	35.8%	83.9%
Child's bedroom	110	55	29	86	59	27	104
%V	5.8%	6.8%	9.0%	5.8%	8.1%	3.5%	6.7%
%H		50.0%	26.4%	78.2%	53.6%	24.5%	94.5%
Other bedroom	67	35	10	62	40	22	61
%V	3.5%	4.3%	3.1%	4.2%	5.5%	2.9%	3.9%
%H		52.2%	14.9%	92.5%	59.7%	32.8%	91.0%
Second living/dining room	77	29	13	69	33	36	64
%V	4.1%	3.6%	4.0%	4.6%	4.5%	4.7%	4.1%
%H		37.7%	16.9%	89.6%	42.9%	46.8%	83.1%
Study/office	19	10	3	14	8	5	19
%V	1.0%	1.2%	0.9%	0.9%	1.1%	0.7%	1.2%
%H		52.6%	15.8%	73.7%	42.1%	26.3%	100.0%
TV room	6	4	0	4	3	2	6
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.3%	0.4%
%H		66.7%	0.0%	66.7%	50.0%	33.3%	100.0%
Conservatory	17	11	2	16	11	5	15
%V	0.9%	1.4%	0.6%	1.1%	1.5%	0.7%	1.0%
%H		64.7%	11.8%	94.1%	64.7%	29.4%	88.2%
Attic or loft room	3	1	0	3	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	3	1	0	3	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Not Asked	119	46	29	66	35	31	105
%V	6.3%	5.7%	9.0%	4.4%	4.8%	4.1%	6.8%
%H		38.7%	24.4%	55.5%	29.4%	26.1%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1897	808	323	1492	731	761	1554
%H		42.6%	17.0%	78.7%	38.5%	40.1%	81.9%
PVR	691	400	127	480	313	166	609
%V	36.4%	49.5%	39.3%	32.2%	42.8%	21.8%	39.2%
%H		57.9%	18.4%	69.5%	45.3%	24.0%	88.1%
DVDR	76	25	17	63	30	33	64
%V	4.0%	3.1%	5.3%	4.2%	4.1%	4.3%	4.1%
%H		32.9%	22.4%	82.9%	39.5%	43.4%	84.2%
VCR	48	11	11	38	11	27	28
%V	2.5%	1.4%	3.4%	2.5%	1.5%	3.5%	1.8%
%H		22.9%	22.9%	79.2%	22.9%	56.3%	58.3%
Any recorder	754	412	140	532	327	205	651
%V	39.7%	51.0%	43.3%	35.7%	44.7%	26.9%	41.9%
%H		54.6%	18.6%	70.6%	43.4%	27.2%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1897	808	323	1492	731	761	1554
%H		42.6%	17.0%	78.7%	38.5%	40.1%	81.9%
Receives HDTV (via STB or built-in reception)	738	341	183	551	332	219	638
%V	38.9%	42.2%	56.7%	36.9%	45.4%	28.8%	41.1%
%H		46.2%	24.8%	74.7%	45.0%	29.7%	86.4%
DVD/Blu-ray player or recorder	1154	496	191	912	443	469	954
%V	60.8%	61.4%	59.1%	61.1%	60.6%	61.6%	61.4%
%H		43.0%	16.6%	79.0%	38.4%	40.6%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	970	365	151	731	286	445	741
%H		37.6%	15.6%	75.4%	29.5%	45.9%	76.4%
Under 20"	27	3	4	23	3	20	17
%V	2.8%	0.8%	2.6%	3.1%	1.0%	4.5%	2.3%
%H		11.1%	14.8%	85.2%	11.1%	74.1%	63.0%
20" - 29"	201	38	21	166	25	141	124
%V	20.7%	10.4%	13.9%	22.7%	8.7%	31.7%	16.7%
%H		18.9%	10.4%	82.6%	12.4%	70.1%	61.7%
30" - 39"	408	152	62	309	116	193	312
%V	42.1%	41.6%	41.1%	42.3%	40.6%	43.4%	42.1%
%H		37.3%	15.2%	75.7%	28.4%	47.3%	76.5%
40" and over	320	169	64	229	140	90	277
%V	33.0%	46.3%	42.4%	31.3%	49.0%	20.2%	37.4%
%H		52.8%	20.0%	71.6%	43.8%	28.1%	86.6%
Don't know	4	3	1	4	3	1	4
%V	0.4%	0.8%	0.7%	0.5%	1.0%	0.2%	0.5%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
Not Asked	10	0	0	0	0	0	7
%V	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	970	365	151	731	286	445	741
%H		37.6%	15.6%	75.4%	29.5%	45.9%	76.4%
PVR	553	308	99	386	238	147	484
%V	57.0%	84.4%	65.6%	52.8%	83.2%	33.0%	65.3%
%H		55.7%	17.9%	69.8%	43.0%	26.6%	87.5%
DVDR	64	20	15	51	23	29	55
%V	6.6%	5.5%	9.9%	7.0%	8.0%	6.5%	7.4%
%H		31.3%	23.4%	79.7%	35.9%	45.3%	85.9%
VCR	42	11	9	33	10	23	24
%V	4.3%	3.0%	6.0%	4.5%	3.5%	5.2%	3.2%
%H		26.2%	21.4%	78.6%	23.8%	54.8%	57.1%
Any recorder	602	315	109	425	244	180	515
%V	62.1%	86.3%	72.2%	58.1%	85.3%	40.4%	69.5%
%H		52.3%	18.1%	70.6%	40.5%	29.9%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	970	365	151	731	286	445	741
%H		37.6%	15.6%	75.4%	29.5%	45.9%	76.4%
Receives HDTV (via STB or built-in reception)	499	231	120	356	206	150	427
%V	51.4%	63.3%	79.5%	48.7%	72.0%	33.7%	57.6%
%H		46.3%	24.0%	71.3%	41.3%	30.1%	85.6%
DVD/Blu-ray player or recorder	773	302	121	587	238	349	615
%V	79.7%	82.7%	80.1%	80.3%	83.2%	78.4%	83.0%
%H		39.1%	15.7%	75.9%	30.8%	45.1%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	927	443	172	761	445	316	814
%H		47.8%	18.6%	82.1%	48.0%	34.1%	87.8%
Under 20"	310	142	44	275	148	127	262
%V	33.4%	32.1%	25.6%	36.1%	33.3%	40.2%	32.2%
%H		45.8%	14.2%	88.7%	47.7%	41.0%	84.5%
20" - 29"	269	124	50	227	128	99	235
%V	29.0%	28.0%	29.1%	29.8%	28.8%	31.3%	28.9%
%H		46.1%	18.6%	84.4%	47.6%	36.8%	87.4%
30" - 39"	165	89	34	136	93	43	147
%V	17.8%	20.1%	19.8%	17.9%	20.9%	13.6%	18.1%
%H		53.9%	20.6%	82.4%	56.4%	26.1%	89.1%
40" and over	67	37	15	49	35	14	63
%V	7.2%	8.4%	8.7%	6.4%	7.9%	4.4%	7.7%
%H		55.2%	22.4%	73.1%	52.2%	20.9%	94.0%
Don't know	8	5	1	7	5	2	8
%V	0.9%	1.1%	0.6%	0.9%	1.1%	0.6%	1.0%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
Not Asked	108	46	28	67	36	31	99
%V	11.7%	10.4%	16.3%	8.8%	8.1%	9.8%	12.2%
%H		42.6%	25.9%	62.0%	33.3%	28.7%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	927	443	172	761	445	316	814
%H		47.8%	18.6%	82.1%	48.0%	34.1%	87.8%
PVR	138	92	29	94	75	19	125
%V	14.9%	20.8%	16.9%	12.4%	16.9%	6.0%	15.4%
%H		66.7%	21.0%	68.1%	54.3%	13.8%	90.6%
DVDR	12	5	2	12	7	5	9
%V	1.3%	1.1%	1.2%	1.6%	1.6%	1.6%	1.1%
%H		41.7%	16.7%	100.0%	58.3%	41.7%	75.0%
VCR	6	0	2	5	1	4	4
%V	0.6%	0.0%	1.2%	0.7%	0.2%	1.3%	0.5%
%H		0.0%	33.3%	83.3%	16.7%	66.7%	66.7%
Any recorder	151	97	31	107	83	24	136
%V	16.3%	21.9%	18.0%	14.1%	18.7%	7.6%	16.7%
%H		64.2%	20.5%	70.9%	55.0%	15.9%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	927	443	172	761	445	316	814
%H		47.8%	18.6%	82.1%	48.0%	34.1%	87.8%
Receives HDTV (via STB or built-in reception)	239	110	63	194	126	69	211
%V	25.8%	24.8%	36.6%	25.5%	28.3%	21.8%	25.9%
%H		46.0%	26.4%	81.2%	52.7%	28.9%	88.3%
DVD/Blu-ray player or recorder	381	194	69	324	205	120	339
%V	41.1%	43.8%	40.1%	42.6%	46.1%	38.0%	41.6%
%H		50.9%	18.1%	85.0%	53.8%	31.5%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2366	2294	959	389	1668	750	917	1979
%H		97.0%	40.5%	16.4%	70.5%	31.7%	38.8%	83.6%
Total Children	453	450	208	85	290	141	149	412
%V	19.1%	19.6%	21.7%	21.9%	17.4%	18.8%	16.2%	20.8%
%H		99.3%	45.9%	18.8%	64.0%	31.1%	32.9%	90.9%
0 - 3	116	114	47	20	72	27	44	98
%V	4.9%	5.0%	4.9%	5.1%	4.3%	3.6%	4.8%	5.0%
%H		98.3%	40.5%	17.2%	62.1%	23.3%	37.9%	84.5%
4 - 15	337	336	161	65	218	114	105	314
%V	14.2%	14.6%	16.8%	16.7%	13.1%	15.2%	11.5%	15.9%
%H		99.7%	47.8%	19.3%	64.7%	33.8%	31.2%	93.2%
4 - 9	173	173	82	29	107	48	59	157
%V	7.3%	7.5%	8.6%	7.5%	6.4%	6.4%	6.4%	7.9%
%H		100.0%	47.4%	16.8%	61.8%	27.7%	34.1%	90.8%
10 - 15	163	163	79	36	112	66	46	156
%V	6.9%	7.1%	8.2%	9.3%	6.7%	8.8%	5.0%	7.9%
%H		100.0%	48.5%	22.1%	68.7%	40.5%	28.2%	95.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2366	2294	959	389	1668	750	917	1979
%H		97.0%	40.5%	16.4%	70.5%	31.7%	38.8%	83.6%
Total Adults (16+)	1913	1844	751	304	1378	609	769	1567
%V	80.9%	80.4%	78.3%	78.1%	82.6%	81.2%	83.9%	79.2%
%H		96.4%	39.3%	15.9%	72.0%	31.8%	40.2%	81.9%
16 - 19	115	112	57	20	77	43	34	109
%V	4.9%	4.9%	5.9%	5.1%	4.6%	5.7%	3.7%	5.5%
%H		97.4%	49.6%	17.4%	67.0%	37.4%	29.6%	94.8%
20 - 24	149	134	45	21	95	39	56	122
%V	6.3%	5.8%	4.7%	5.4%	5.7%	5.2%	6.1%	6.2%
%H		89.9%	30.2%	14.1%	63.8%	26.2%	37.6%	81.9%
25 - 34	295	279	119	63	187	94	94	262
%V	12.5%	12.2%	12.4%	16.2%	11.2%	12.5%	10.3%	13.2%
%H		94.6%	40.3%	21.4%	63.4%	31.9%	31.9%	88.8%
35 - 44	325	313	149	59	212	111	100	294
%V	13.7%	13.6%	15.5%	15.2%	12.7%	14.8%	10.9%	14.9%
%H		96.3%	45.8%	18.2%	65.2%	34.2%	30.8%	90.5%
45 - 54	337	331	155	59	251	135	116	310
%V	14.2%	14.4%	16.2%	15.2%	15.0%	18.0%	12.6%	15.7%
%H		98.2%	46.0%	17.5%	74.5%	40.1%	34.4%	92.0%
55 - 64	281	274	105	42	217	90	127	238
%V	11.9%	11.9%	10.9%	10.8%	13.0%	12.0%	13.8%	12.0%
%H		97.5%	37.4%	14.9%	77.2%	32.0%	45.2%	84.7%
65+	411	402	120	40	339	98	242	232
%V	17.4%	17.5%	12.5%	10.3%	20.3%	13.1%	26.4%	11.7%
%H		97.8%	29.2%	9.7%	82.5%	23.8%	58.9%	56.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1913	1844	751	304	1378	609	769	1567
%H		96.4%	39.3%	15.9%	72.0%	31.8%	40.2%	81.9%
AB	614	595	254	92	438	192	246	578
%V	32.1%	32.3%	33.8%	30.3%	31.8%	31.5%	32.0%	36.9%
%H		96.9%	41.4%	15.0%	71.3%	31.3%	40.1%	94.1%
C1	504	484	189	80	365	160	205	431
%V	26.3%	26.2%	25.2%	26.3%	26.5%	26.3%	26.7%	27.5%
%H		96.0%	37.5%	15.9%	72.4%	31.7%	40.7%	85.5%
C2	418	399	168	79	295	145	150	347
%V	21.9%	21.6%	22.4%	26.0%	21.4%	23.8%	19.5%	22.1%
%H		95.5%	40.2%	18.9%	70.6%	34.7%	35.9%	83.0%
D	245	237	98	34	185	82	104	159
%V	12.8%	12.9%	13.0%	11.2%	13.4%	13.5%	13.5%	10.1%
%H		96.7%	40.0%	13.9%	75.5%	33.5%	42.4%	64.9%
E	132	128	42	20	95	30	65	52
%V	6.9%	6.9%	5.6%	6.6%	6.9%	4.9%	8.5%	3.3%
%H		97.0%	31.8%	15.2%	72.0%	22.7%	49.2%	39.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1913	1844	751	304	1378	609	769	1567
%H		96.4%	39.3%	15.9%	72.0%	31.8%	40.2%	81.9%
Working full time	885	850	375	161	631	320	312	807
%V	46.3%	46.1%	49.9%	53.0%	45.8%	52.5%	40.6%	51.5%
%H		96.0%	42.4%	18.2%	71.3%	36.2%	35.3%	91.2%
Working part time	252	247	111	40	169	77	92	230
%V	13.2%	13.4%	14.8%	13.2%	12.3%	12.6%	12.0%	14.7%
%H		98.0%	44.0%	15.9%	67.1%	30.6%	36.5%	91.3%
Not working	776	747	266	103	578	213	365	530
%V	40.6%	40.5%	35.4%	33.9%	41.9%	35.0%	47.5%	33.8%
%H		96.3%	34.3%	13.3%	74.5%	27.4%	47.0%	68.3%
Housewife/Houseperson	1014	970	365	151	731	286	445	771
%V	53.0%	52.6%	48.6%	49.7%	53.0%	47.0%	57.9%	49.2%
%H		95.7%	36.0%	14.9%	72.1%	28.2%	43.9%	76.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	934	891	371	158	658	306	351	780
%H		95.4%	39.7%	16.9%	70.4%	32.8%	37.6%	83.5%
16 - 19	53	52	30	10	35	22	13	52
%V	5.7%	5.8%	8.1%	6.3%	5.3%	7.2%	3.7%	6.7%
%H		98.1%	56.6%	18.9%	66.0%	41.5%	24.5%	98.1%
20 - 24	76	65	18	14	45	18	26	64
%V	8.1%	7.3%	4.9%	8.9%	6.8%	5.9%	7.4%	8.2%
%H		85.5%	23.7%	18.4%	59.2%	23.7%	34.2%	84.2%
25 - 34	151	143	63	37	95	53	43	135
%V	16.2%	16.0%	17.0%	23.4%	14.4%	17.3%	12.3%	17.3%
%H		94.7%	41.7%	24.5%	62.9%	35.1%	28.5%	89.4%
35 - 44	166	158	72	32	109	56	53	146
%V	17.8%	17.7%	19.4%	20.3%	16.6%	18.3%	15.1%	18.7%
%H		95.2%	43.4%	19.3%	65.7%	33.7%	31.9%	88.0%
45 - 54	161	157	76	26	116	63	53	147
%V	17.2%	17.6%	20.5%	16.5%	17.6%	20.6%	15.1%	18.8%
%H		97.5%	47.2%	16.1%	72.0%	39.1%	32.9%	91.3%
55 - 64	139	134	51	22	106	45	61	119
%V	14.9%	15.0%	13.7%	13.9%	16.1%	14.7%	17.4%	15.3%
%H		96.4%	36.7%	15.8%	76.3%	32.4%	43.9%	85.6%
65+	187	182	60	18	152	49	103	118
%V	20.0%	20.4%	16.2%	11.4%	23.1%	16.0%	29.3%	15.1%
%H		97.3%	32.1%	9.6%	81.3%	26.2%	55.1%	63.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	934	891	371	158	658	306	351	780
%H		95.4%	39.7%	16.9%	70.4%	32.8%	37.6%	83.5%
AB	319	307	135	48	226	104	122	299
%V	34.2%	34.5%	36.4%	30.4%	34.3%	34.0%	34.8%	38.3%
%H		96.2%	42.3%	15.0%	70.8%	32.6%	38.2%	93.7%
C1	237	222	88	39	167	77	90	206
%V	25.4%	24.9%	23.7%	24.7%	25.4%	25.2%	25.6%	26.4%
%H		93.7%	37.1%	16.5%	70.5%	32.5%	38.0%	86.9%
C2	215	203	84	44	146	73	73	178
%V	23.0%	22.8%	22.6%	27.8%	22.2%	23.9%	20.8%	22.8%
%H		94.4%	39.1%	20.5%	67.9%	34.0%	34.0%	82.8%
D	109	108	48	16	82	39	43	75
%V	11.7%	12.1%	12.9%	10.1%	12.5%	12.7%	12.3%	9.6%
%H		99.1%	44.0%	14.7%	75.2%	35.8%	39.4%	68.8%
E	53	51	16	11	36	13	23	21
%V	5.7%	5.7%	4.3%	7.0%	5.5%	4.2%	6.6%	2.7%
%H		96.2%	30.2%	20.8%	67.9%	24.5%	43.4%	39.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	934	891	371	158	658	306	351	780
%H		95.4%	39.7%	16.9%	70.4%	32.8%	37.6%	83.5%
Working full time	564	541	241	107	396	205	191	515
%V	60.4%	60.7%	65.0%	67.7%	60.2%	67.0%	54.4%	66.0%
%H		95.9%	42.7%	19.0%	70.2%	36.3%	33.9%	91.3%
Working part time	44	43	17	5	27	9	18	39
%V	4.7%	4.8%	4.6%	3.2%	4.1%	2.9%	5.1%	5.0%
%H		97.7%	38.6%	11.4%	61.4%	20.5%	40.9%	88.6%
Not working	326	308	113	46	234	92	143	225
%V	34.9%	34.6%	30.5%	29.1%	35.6%	30.1%	40.7%	28.8%
%H		94.5%	34.7%	14.1%	71.8%	28.2%	43.9%	69.0%
Housewife/Houseperson	227	205	67	37	150	53	97	154
%V	24.3%	23.0%	18.1%	23.4%	22.8%	17.3%	27.6%	19.7%
%H		90.3%	29.5%	16.3%	66.1%	23.3%	42.7%	67.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	979	952	380	146	720	303	417	787
%H		97.2%	38.8%	14.9%	73.5%	30.9%	42.6%	80.4%
16 - 19	62	60	27	10	42	21	21	58
%V	6.3%	6.3%	7.1%	6.8%	5.8%	6.9%	5.0%	7.4%
%H		96.8%	43.5%	16.1%	67.7%	33.9%	33.9%	93.5%
20 - 24	73	69	27	7	51	21	30	58
%V	7.5%	7.2%	7.1%	4.8%	7.1%	6.9%	7.2%	7.4%
%H		94.5%	37.0%	9.6%	69.9%	28.8%	41.1%	79.5%
25 - 34	144	136	56	27	92	41	51	128
%V	14.7%	14.3%	14.7%	18.5%	12.8%	13.5%	12.2%	16.3%
%H		94.4%	38.9%	18.8%	63.9%	28.5%	35.4%	88.9%
35 - 44	159	154	78	27	102	55	48	147
%V	16.2%	16.2%	20.5%	18.5%	14.2%	18.2%	11.5%	18.7%
%H		96.9%	49.1%	17.0%	64.2%	34.6%	30.2%	92.5%
45 - 54	176	174	79	33	134	72	63	163
%V	18.0%	18.3%	20.8%	22.6%	18.6%	23.8%	15.1%	20.7%
%H		98.9%	44.9%	18.8%	76.1%	40.9%	35.8%	92.6%
55 - 64	142	140	54	21	111	45	66	120
%V	14.5%	14.7%	14.2%	14.4%	15.4%	14.9%	15.8%	15.2%
%H		98.6%	38.0%	14.8%	78.2%	31.7%	46.5%	84.5%
65+	223	220	60	22	187	49	138	114
%V	22.8%	23.1%	15.8%	15.1%	26.0%	16.2%	33.1%	14.5%
%H		98.7%	26.9%	9.9%	83.9%	22.0%	61.9%	51.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	979	952	380	146	720	303	417	787
%H		97.2%	38.8%	14.9%	73.5%	30.9%	42.6%	80.4%
AB	295	287	120	44	211	88	124	279
%V	30.1%	30.1%	31.6%	30.1%	29.3%	29.0%	29.7%	35.5%
%H		97.3%	40.7%	14.9%	71.5%	29.8%	42.0%	94.6%
C1	267	262	100	41	198	84	115	225
%V	27.3%	27.5%	26.3%	28.1%	27.5%	27.7%	27.6%	28.6%
%H		98.1%	37.5%	15.4%	74.2%	31.5%	43.1%	84.3%
C2	203	196	84	35	149	72	77	169
%V	20.7%	20.6%	22.1%	24.0%	20.7%	23.8%	18.5%	21.5%
%H		96.6%	41.4%	17.2%	73.4%	35.5%	37.9%	83.3%
D	136	130	51	18	103	43	61	84
%V	13.9%	13.7%	13.4%	12.3%	14.3%	14.2%	14.6%	10.7%
%H		95.6%	37.5%	13.2%	75.7%	31.6%	44.9%	61.8%
E	79	77	26	9	59	17	42	31
%V	8.1%	8.1%	6.8%	6.2%	8.2%	5.6%	10.1%	3.9%
%H		97.5%	32.9%	11.4%	74.7%	21.5%	53.2%	39.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	979	952	380	146	720	303	417	787
%H		97.2%	38.8%	14.9%	73.5%	30.9%	42.6%	80.4%
Working full time	321	310	134	54	235	114	121	292
%V	32.8%	32.6%	35.3%	37.0%	32.6%	37.6%	29.0%	37.1%
%H		96.6%	41.7%	16.8%	73.2%	35.5%	37.7%	91.0%
Working part time	208	204	93	35	142	68	74	191
%V	21.2%	21.4%	24.5%	24.0%	19.7%	22.4%	17.7%	24.3%
%H		98.1%	44.7%	16.8%	68.3%	32.7%	35.6%	91.8%
Not working	449	439	153	57	344	121	222	304
%V	45.9%	46.1%	40.3%	39.0%	47.8%	39.9%	53.2%	38.6%
%H		97.8%	34.1%	12.7%	76.6%	26.9%	49.4%	67.7%
Housewife/Houseperson	788	766	297	114	582	233	348	617
%V	80.5%	80.5%	78.2%	78.1%	80.8%	76.9%	83.5%	78.4%
%H		97.2%	37.7%	14.5%	73.9%	29.6%	44.2%	78.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
AB	226	221	110	12	169	70	99	201
%V	26.3%	26.8%	29.6%	19.0%	26.4%	27.3%	25.8%	31.0%
%H (All HH)		97.8%	48.7%	5.3%	74.8%	31.0%	43.8%	88.9%
%H (TV HH)			49.8%	5.4%	76.5%	31.7%	44.8%	
C1	259	248	105	21	195	75	120	202
%V	30.2%	30.1%	28.3%	33.3%	30.5%	29.3%	31.3%	31.2%
%H (All HH)		95.8%	40.5%	8.1%	75.3%	29.0%	46.3%	78.0%
%H (TV HH)			42.3%	8.5%	78.6%	30.2%	48.4%	
C2	186	180	92	15	140	69	71	144
%V	21.7%	21.8%	24.8%	23.8%	21.9%	27.0%	18.5%	22.2%
%H (All HH)		96.8%	49.5%	8.1%	75.3%	37.1%	38.2%	77.4%
%H (TV HH)			51.1%	8.3%	77.8%	38.3%	39.4%	
D	106	101	43	10	74	27	47	72
%V	12.4%	12.2%	11.6%	15.9%	11.6%	10.5%	12.3%	11.1%
%H (All HH)		95.3%	40.6%	9.4%	69.8%	25.5%	44.3%	67.9%
%H (TV HH)			42.6%	9.9%	73.3%	26.7%	46.5%	
E	81	75	21	5	61	15	46	28
%V	9.4%	9.1%	5.7%	7.9%	9.5%	5.9%	12.0%	4.3%
%H (All HH)		92.6%	25.9%	6.2%	75.3%	18.5%	56.8%	34.6%
%H (TV HH)			28.0%	6.7%	81.3%	20.0%	61.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Under 25	34	30	8	4	21	5	16	27
%V	4.0%	3.6%	2.2%	6.3%	3.3%	2.0%	4.2%	4.2%
%H (All HH)		88.2%	23.5%	11.8%	61.8%	14.7%	47.1%	79.4%
%H (TV HH)			26.7%	13.3%	70.0%	16.7%	53.3%	
25 - 34	100	95	52	10	64	33	31	88
%V	11.7%	11.5%	14.0%	15.9%	10.0%	12.9%	8.1%	13.6%
%H (All HH)		95.0%	52.0%	10.0%	64.0%	33.0%	31.0%	88.0%
%H (TV HH)			54.7%	10.5%	67.4%	34.7%	32.6%	
35 - 44	128	124	64	12	92	46	47	118
%V	14.9%	15.0%	17.3%	19.0%	14.4%	18.0%	12.3%	18.2%
%H (All HH)		96.9%	50.0%	9.4%	71.9%	35.9%	36.7%	92.2%
%H (TV HH)			51.6%	9.7%	74.2%	37.1%	37.9%	
45 - 54	174	165	87	16	122	61	61	155
%V	20.3%	20.0%	23.5%	25.4%	19.1%	23.8%	15.9%	23.9%
%H (All HH)		94.8%	50.0%	9.2%	70.1%	35.1%	35.1%	89.1%
%H (TV HH)			52.7%	9.7%	73.9%	37.0%	37.0%	
55 - 64	151	147	70	8	116	49	67	122
%V	17.6%	17.8%	18.9%	12.7%	18.2%	19.1%	17.5%	18.8%
%H (All HH)		97.4%	46.4%	5.3%	76.8%	32.5%	44.4%	80.8%
%H (TV HH)			47.6%	5.4%	78.9%	33.3%	45.6%	
65 +	270	265	90	13	224	63	161	137
%V	31.5%	32.1%	24.3%	20.6%	35.1%	24.6%	42.0%	21.1%
%H (All HH)		98.1%	33.3%	4.8%	83.0%	23.3%	59.6%	50.7%
%H (TV HH)			34.0%	4.9%	84.5%	23.8%	60.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
1	265	247	76	13	199	45	154	129
%V	30.9%	29.9%	20.5%	20.6%	31.1%	17.6%	40.2%	19.9%
%H (All HH)		93.2%	28.7%	4.9%	75.1%	17.0%	58.1%	48.7%
%H (TV HH)			30.8%	5.3%	80.6%	18.2%	62.3%	
2	315	305	140	24	238	99	139	262
%V	36.7%	37.0%	37.7%	38.1%	37.2%	38.7%	36.3%	40.4%
%H (All HH)		96.8%	44.4%	7.6%	75.6%	31.4%	44.1%	83.2%
%H (TV HH)			45.9%	7.9%	78.0%	32.5%	45.6%	
3	122	119	64	9	87	43	44	112
%V	14.2%	14.4%	17.3%	14.3%	13.6%	16.8%	11.5%	17.3%
%H (All HH)		97.5%	52.5%	7.4%	71.3%	35.2%	36.1%	91.8%
%H (TV HH)			53.8%	7.6%	73.1%	36.1%	37.0%	
4	110	108	65	12	78	47	31	101
%V	12.8%	13.1%	17.5%	19.0%	12.2%	18.4%	8.1%	15.6%
%H (All HH)		98.2%	59.1%	10.9%	70.9%	42.7%	28.2%	91.8%
%H (TV HH)			60.2%	11.1%	72.2%	43.5%	28.7%	
5+	47	46	26	6	36	22	14	44
%V	5.5%	5.6%	7.0%	9.5%	5.6%	8.6%	3.7%	6.8%
%H (All HH)		97.9%	55.3%	12.8%	76.6%	46.8%	29.8%	93.6%
%H (TV HH)			56.5%	13.0%	78.3%	47.8%	30.4%	
Average HH size	2.27	2.29	2.55	2.61	2.26	2.63	2.01	2.51

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 2012 - June 2013

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Without	664	633	262	42	504	182	322	470
%V	77.4%	76.7%	70.6%	66.7%	78.9%	71.1%	84.1%	72.5%
%H (All HH)		95.3%	39.5%	6.3%	75.9%	27.4%	48.5%	70.8%
%H (TV HH)			41.4%	6.6%	79.6%	28.8%	50.9%	
With	194	192	108	21	136	74	61	178
%V	22.6%	23.3%	29.1%	33.3%	21.3%	28.9%	15.9%	27.5%
%H (All HH)		99.0%	55.7%	10.8%	70.1%	38.1%	31.4%	91.8%
%H (TV HH)			56.3%	10.9%	70.8%	38.5%	31.8%	
0 - 3	73	72	38	8	50	25	26	65
%V	8.5%	8.7%	10.2%	12.7%	7.8%	9.8%	6.8%	10.0%
%H (All HH)		98.6%	52.1%	11.0%	68.5%	34.2%	35.6%	89.0%
%H (TV HH)			52.8%	11.1%	69.4%	34.7%	36.1%	
4 - 9	100	100	55	10	73	40	33	92
%V	11.7%	12.1%	14.8%	15.9%	11.4%	15.6%	8.6%	14.2%
%H (All HH)		100.0%	55.0%	10.0%	73.0%	40.0%	33.0%	92.0%
%H (TV HH)			55.0%	10.0%	73.0%	40.0%	33.0%	
10 - 15	94	92	55	11	68	42	26	86
%V	11.0%	11.2%	14.8%	17.5%	10.6%	16.4%	6.8%	13.3%
%H (All HH)		97.9%	58.5%	11.7%	72.3%	44.7%	27.7%	91.5%
%H (TV HH)			59.8%	12.0%	73.9%	45.7%	28.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
1	313	313	100	17	224	37	187	199
%V	36.5%	37.9%	27.0%	27.0%	35.1%	14.5%	48.8%	30.7%
%H (All HH)		100.0%	31.9%	5.4%	71.6%	11.8%	59.7%	63.6%
%H (TV HH)			31.9%	5.4%	71.6%	11.8%	59.7%	
2	293	293	142	19	237	106	131	226
%V	34.1%	35.5%	38.3%	30.2%	37.1%	41.4%	34.2%	34.9%
%H (All HH)		100.0%	48.5%	6.5%	80.9%	36.2%	44.7%	77.1%
%H (TV HH)			48.5%	6.5%	80.9%	36.2%	44.7%	
3	134	134	77	17	108	67	41	119
%V	15.6%	16.2%	20.8%	27.0%	16.9%	26.2%	10.7%	18.4%
%H (All HH)		100.0%	57.5%	12.7%	80.6%	50.0%	30.6%	88.8%
%H (TV HH)			57.5%	12.7%	80.6%	50.0%	30.6%	
4	52	52	33	5	43	29	14	50
%V	6.1%	6.3%	8.9%	7.9%	6.7%	11.3%	3.7%	7.7%
%H (All HH)		100.0%	63.5%	9.6%	82.7%	55.8%	26.9%	96.2%
%H (TV HH)			63.5%	9.6%	82.7%	55.8%	26.9%	
5+	33	33	19	4	28	18	10	31
%V	3.8%	4.0%	5.1%	6.3%	4.4%	7.0%	2.6%	4.8%
%H (All HH)		100.0%	57.6%	12.1%	84.8%	54.5%	30.3%	93.9%
%H (TV HH)			57.6%	12.1%	84.8%	54.5%	30.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%V (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Under 20"	277	277	130	17	241	111	130	223
%V	32.3%	33.6%	35.0%	27.0%	37.7%	43.4%	33.9%	34.4%
%H (All HH)		100.0%	46.9%	6.1%	87.0%	40.1%	46.9%	80.5%
%H (TV HH)			46.9%	6.1%	87.0%	40.1%	46.9%	
20" - 29"	373	373	159	23	312	120	192	278
%V	43.5%	45.2%	42.9%	36.5%	48.8%	46.9%	50.1%	42.9%
%H (All HH)		100.0%	42.6%	6.2%	83.6%	32.2%	51.5%	74.5%
%H (TV HH)			42.6%	6.2%	83.6%	32.2%	51.5%	
30" - 39"	412	412	194	38	325	143	181	322
%V	48.0%	49.9%	52.3%	60.3%	50.9%	55.9%	47.3%	49.7%
%H (All HH)		100.0%	47.1%	9.2%	78.9%	34.7%	43.9%	78.2%
%H (TV HH)			47.1%	9.2%	78.9%	34.7%	43.9%	
40" and over	265	265	162	33	187	116	71	235
%V	30.9%	32.1%	43.7%	52.4%	29.3%	45.3%	18.5%	36.3%
%H (All HH)		100.0%	61.1%	12.5%	70.6%	43.8%	26.8%	88.7%
%H (TV HH)			61.1%	12.5%	70.6%	43.8%	26.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Main living room	804	804	366	62	629	253	375	611
%V	93.7%	97.5%	98.7%	98.4%	98.4%	98.8%	97.9%	94.3%
%H (All HH)		100.0%	45.5%	7.7%	78.2%	31.5%	46.6%	76.0%
%H (TV HH)			45.5%	7.7%	78.2%	31.5%	46.6%	
Kitchen	118	118	64	4	104	54	51	100
%V	13.8%	14.3%	17.3%	6.3%	16.3%	21.1%	13.3%	15.4%
%H (All HH)		100.0%	54.2%	3.4%	88.1%	45.8%	43.2%	84.7%
%H (TV HH)			54.2%	3.4%	88.1%	45.8%	43.2%	
Adult's bedroom	355	355	190	37	291	161	129	298
%V	41.4%	43.0%	51.2%	58.7%	45.5%	62.9%	33.7%	46.0%
%H (All HH)		100.0%	53.5%	10.4%	82.0%	45.4%	36.3%	83.9%
%H (TV HH)			53.5%	10.4%	82.0%	45.4%	36.3%	
Child's bedroom	67	67	44	8	56	42	14	64
%V	7.8%	8.1%	11.9%	12.7%	8.8%	16.4%	3.7%	9.9%
%H (All HH)		100.0%	65.7%	11.9%	83.6%	62.7%	20.9%	95.5%
%H (TV HH)			65.7%	11.9%	83.6%	62.7%	20.9%	
Other bedroom	46	46	24	3	38	20	18	40
%V	5.4%	5.6%	6.5%	4.8%	5.9%	7.8%	4.7%	6.2%
%H (All HH)		100.0%	52.2%	6.5%	82.6%	43.5%	39.1%	87.0%
%H (TV HH)			52.2%	6.5%	82.6%	43.5%	39.1%	
Second living/dining room	76	76	36	6	67	32	35	62
%V	8.9%	9.2%	9.7%	9.5%	10.5%	12.5%	9.1%	9.6%
%H (All HH)		100.0%	47.4%	7.9%	88.2%	42.1%	46.1%	81.6%
%H (TV HH)			47.4%	7.9%	88.2%	42.1%	46.1%	
Study/office	10	10	6	0	8	4	4	10
%V	1.2%	1.2%	1.6%	0.0%	1.3%	1.6%	1.0%	1.5%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
TV room	4	4	3	0	1	1	0	3
%V	0.5%	0.5%	0.8%	0.0%	0.2%	0.4%	0.0%	0.5%
%H (All HH)		100.0%	75.0%	0.0%	25.0%	25.0%	0.0%	75.0%
%H (TV HH)			75.0%	0.0%	25.0%	25.0%	0.0%	
Conservatory	15	15	8	4	13	9	4	14
%V	1.7%	1.8%	2.2%	6.3%	2.0%	3.5%	1.0%	2.2%
%H (All HH)		100.0%	53.3%	26.7%	86.7%	60.0%	26.7%	93.3%
%H (TV HH)			53.3%	26.7%	86.7%	60.0%	26.7%	
Attic or loft room	2	2	1	0	1	1	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	6	6	3	2	4	3	2	5
%V	0.7%	0.7%	0.8%	3.2%	0.6%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	50.0%	33.3%	66.7%	50.0%	33.3%	83.3%
%H (TV HH)			50.0%	33.3%	66.7%	50.0%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 6.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Any DSAT provider	371	371	371	2	222	222	0	319
%V	43.2%	45.0%	100.0%	3.2%	34.7%	86.7%	0.0%	49.2%
%H (All HH)			100.0%	0.5%	59.8%	59.8%	0.0%	86.0%
%H (TV HH)			100.0%	0.5%	59.8%	59.8%	0.0%	
Sky with subcription	294	294	294	0	173	173	0	259
%V	34.3%	35.6%	79.2%	0.0%	27.1%	67.6%	0.0%	40.0%
%H (All HH)			100.0%	0.0%	58.8%	58.8%	0.0%	88.1%
%H (TV HH)			100.0%	0.0%	58.8%	58.8%	0.0%	
Sky without subscription	24	24	24	1	18	18	0	19
%V	2.8%	2.9%	6.5%	1.6%	2.8%	7.0%	0.0%	2.9%
%H (All HH)			100.0%	4.2%	75.0%	75.0%	0.0%	79.2%
%H (TV HH)			100.0%	4.2%	75.0%	75.0%	0.0%	
Freesat	55	55	55	1	33	33	0	44
%V	6.4%	6.7%	14.8%	1.6%	5.2%	12.9%	0.0%	6.8%
%H (All HH)			100.0%	1.8%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			100.0%	1.8%	60.0%	60.0%	0.0%	
Other satellite provider	6	6	6	0	4	4	0	6
%V	0.7%	0.7%	1.6%	0.0%	0.6%	1.6%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
DCAB	63	63	2	63	35	35	0	55
%V	7.3%	7.6%	0.5%	100.0%	5.5%	13.7%	0.0%	8.5%
%H (All HH)			3.2%	100.0%	55.6%	55.6%	0.0%	87.3%
%H (TV HH)			3.2%	100.0%	55.6%	55.6%	0.0%	
DTT	639	639	222	35	639	256	383	468
%V	74.5%	77.5%	59.8%	55.6%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	34.7%	5.5%	100.0%	40.1%	59.9%	73.2%
%H (TV HH)			34.7%	5.5%	100.0%	40.1%	59.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%H (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
PVR	489	489	302	42	353	206	147	418
%V	57.0%	59.3%	81.4%	66.7%	55.2%	80.5%	38.4%	64.5%
%H (All HH)		100.0%	61.8%	8.6%	72.2%	42.1%	30.1%	85.5%
%H (TV HH)			61.8%	8.6%	72.2%	42.1%	30.1%	
DVDR	66	66	25	8	54	21	33	53
%V	7.7%	8.0%	6.7%	12.7%	8.5%	8.2%	8.6%	8.2%
%H (All HH)		100.0%	37.9%	12.1%	81.8%	31.8%	50.0%	80.3%
%H (TV HH)			37.9%	12.1%	81.8%	31.8%	50.0%	
VCR	36	36	15	3	29	12	18	26
%V	4.2%	4.4%	4.0%	4.8%	4.5%	4.7%	4.7%	4.0%
%H (All HH)		100.0%	41.7%	8.3%	80.6%	33.3%	50.0%	72.2%
%H (TV HH)			41.7%	8.3%	80.6%	33.3%	50.0%	
Any recorder	533	533	313	46	392	216	176	447
%V	62.1%	64.6%	84.4%	73.0%	61.3%	84.4%	46.0%	69.0%
%H (All HH)		100.0%	58.7%	8.6%	73.5%	40.5%	33.0%	83.9%
%H (TV HH)			58.7%	8.6%	73.5%	40.5%	33.0%	
Receives HDTV (via STB or built-in reception)	337	337	192	47	244	144	99	294
%V	39.3%	40.8%	51.8%	74.6%	38.2%	56.3%	25.8%	45.4%
%H (All HH)		100.0%	57.0%	13.9%	72.4%	42.7%	29.4%	87.2%
%H (TV HH)			57.0%	13.9%	72.4%	42.7%	29.4%	
DVD/Blu-ray player or recorder	690	690	328	57	537	232	305	554
%V	80.4%	83.6%	88.4%	90.5%	84.0%	90.6%	79.6%	85.5%
%H (All HH)		100.0%	47.5%	8.3%	77.8%	33.6%	44.2%	80.3%
%H (TV HH)			47.5%	8.3%	77.8%	33.6%	44.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	858	825	371	63	639	256	383	648
%V (All HH)		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%
%H (TV HH)			45.0%	7.6%	77.5%	31.0%	46.4%	
Has broadband internet	648	625	319	55	468	222	246	648
%V	75.5%	75.8%	86.0%	87.3%	73.2%	86.7%	64.2%	100.0%
%H (All HH)		96.5%	49.2%	8.5%	72.2%	34.3%	38.0%	100.0%
%H (TV HH)			51.0%	8.8%	74.9%	35.5%	39.4%	
Number of computers (PCs and laptops)								
0	178	170	43	7	147	28	118	8
%V	20.7%	20.6%	11.6%	11.1%	23.0%	10.9%	30.8%	1.2%
%H (All HH)		95.5%	24.2%	3.9%	82.6%	15.7%	66.3%	4.5%
%H (TV HH)			25.3%	4.1%	86.5%	16.5%	69.4%	
1	312	300	132	21	235	92	143	279
%V	36.4%	36.4%	35.6%	33.3%	36.8%	35.9%	37.3%	43.1%
%H (All HH)		96.2%	42.3%	6.7%	75.3%	29.5%	45.8%	89.4%
%H (TV HH)			44.0%	7.0%	78.3%	30.7%	47.7%	
2	185	177	96	14	125	59	66	181
%V	21.6%	21.5%	25.9%	22.2%	19.6%	23.0%	17.2%	27.9%
%H (All HH)		95.7%	51.9%	7.6%	67.6%	31.9%	35.7%	97.8%
%H (TV HH)			54.2%	7.9%	70.6%	33.3%	37.3%	
3	97	96	54	8	68	36	32	95
%V	11.3%	11.6%	14.6%	12.7%	10.6%	14.1%	8.4%	14.7%
%H (All HH)		99.0%	55.7%	8.2%	70.1%	37.1%	33.0%	97.9%
%H (TV HH)			56.3%	8.3%	70.8%	37.5%	33.3%	
4	48	47	27	7	36	24	12	47
%V	5.6%	5.7%	7.3%	11.1%	5.6%	9.4%	3.1%	7.3%
%H (All HH)		97.9%	56.3%	14.6%	75.0%	50.0%	25.0%	97.9%
%H (TV HH)			57.4%	14.9%	76.6%	51.1%	25.5%	
5+	38	36	19	5	29	17	12	38
%V	4.4%	4.4%	5.1%	7.9%	4.5%	6.6%	3.1%	5.9%
%H (All HH)		94.7%	50.0%	13.2%	76.3%	44.7%	31.6%	100.0%
%H (TV HH)			52.8%	13.9%	80.6%	47.2%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1691	851	149	1345	660	685	1376
%H		50.3%	8.8%	79.5%	39.0%	40.5%	81.4%
Under 20"	350	168	21	308	147	162	289
%V	20.7%	19.7%	14.1%	22.9%	22.3%	23.6%	21.0%
%H		48.0%	6.0%	88.0%	42.0%	46.3%	82.6%
20" - 29"	470	211	34	397	172	225	360
%V	27.8%	24.8%	22.8%	29.5%	26.1%	32.8%	26.2%
%H		44.9%	7.2%	84.5%	36.6%	47.9%	76.6%
30" - 39"	475	232	46	374	176	199	378
%V	28.1%	27.3%	30.9%	27.8%	26.7%	29.1%	27.5%
%H		48.8%	9.7%	78.7%	37.1%	41.9%	79.6%
40" and over	304	190	40	216	141	75	271
%V	18.0%	22.3%	26.8%	16.1%	21.4%	10.9%	19.7%
%H		62.5%	13.2%	71.1%	46.4%	24.7%	89.1%
Don't know	7	3	0	5	1	4	6
%V	0.4%	0.4%	0.0%	0.4%	0.2%	0.6%	0.4%
%H		42.9%	0.0%	71.4%	14.3%	57.1%	85.7%
Not Asked	85	47	8	45	23	20	72
%V	5.0%	5.5%	5.4%	3.3%	3.5%	2.9%	5.2%
%H		55.3%	9.4%	52.9%	27.1%	23.5%	84.7%

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

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1691	851	149	1345	660	685	1376
%H		50.3%	8.8%	79.5%	39.0%	40.5%	81.4%
Main living room	806	367	62	631	254	377	613
%V	47.7%	43.1%	41.6%	46.9%	38.5%	55.0%	44.5%
%H		45.5%	7.7%	78.3%	31.5%	46.8%	76.1%
Kitchen	118	64	4	104	54	51	100
%V	7.0%	7.5%	2.7%	7.7%	8.2%	7.4%	7.3%
%H		54.2%	3.4%	88.1%	45.8%	43.2%	84.7%
Adult's bedroom	419	225	49	344	196	148	356
%V	24.8%	26.4%	32.9%	25.6%	29.7%	21.6%	25.9%
%H		53.7%	11.7%	82.1%	46.8%	35.3%	85.0%
Child's bedroom	88	60	10	75	57	18	86
%V	5.2%	7.1%	6.7%	5.6%	8.6%	2.6%	6.3%
%H		68.2%	11.4%	85.2%	64.8%	20.5%	97.7%
Other bedroom	54	28	4	45	23	22	48
%V	3.2%	3.3%	2.7%	3.3%	3.5%	3.2%	3.5%
%H		51.9%	7.4%	83.3%	42.6%	40.7%	88.9%
Second living/dining room	77	36	6	68	33	35	63
%V	4.6%	4.2%	4.0%	5.1%	5.0%	5.1%	4.6%
%H		46.8%	7.8%	88.3%	42.9%	45.5%	81.8%
Study/office	12	7	0	9	5	4	12
%V	0.7%	0.8%	0.0%	0.7%	0.8%	0.6%	0.9%
%H		58.3%	0.0%	75.0%	41.7%	33.3%	100.0%
TV room	4	3	0	1	1	0	3
%V	0.2%	0.4%	0.0%	0.1%	0.2%	0.0%	0.2%
%H		75.0%	0.0%	25.0%	25.0%	0.0%	75.0%
Conservatory	15	8	4	13	9	4	14
%V	0.9%	0.9%	2.7%	1.0%	1.4%	0.6%	1.0%
%H		53.3%	26.7%	86.7%	60.0%	26.7%	93.3%
Attic or loft room	2	1	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
No specific location	4	1	0	3	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		25.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Other	7	3	2	6	3	3	6
%V	0.4%	0.4%	1.3%	0.4%	0.5%	0.4%	0.4%
%H		42.9%	28.6%	85.7%	42.9%	42.9%	85.7%
Not Asked	85	47	8	45	23	20	72
%V	5.0%	5.5%	5.4%	3.3%	3.5%	2.9%	5.2%
%H		55.3%	9.4%	52.9%	27.1%	23.5%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1691	851	149	1345	660	685	1376
%H		50.3%	8.8%	79.5%	39.0%	40.5%	81.4%
PVR	621	398	56	433	263	170	543
%V	36.7%	46.8%	37.6%	32.2%	39.8%	24.8%	39.5%
%H		64.1%	9.0%	69.7%	42.4%	27.4%	87.4%
DVDR	70	28	8	58	24	35	56
%V	4.1%	3.3%	5.4%	4.3%	3.6%	5.1%	4.1%
%H		40.0%	11.4%	82.9%	34.3%	50.0%	80.0%
VCR	40	17	4	32	13	19	28
%V	2.4%	2.0%	2.7%	2.4%	2.0%	2.8%	2.0%
%H		42.5%	10.0%	80.0%	32.5%	47.5%	70.0%
Any recorder	680	414	62	483	278	205	586
%V	40.2%	48.6%	41.6%	35.9%	42.1%	29.9%	42.6%
%H		60.9%	9.1%	71.0%	40.9%	30.1%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1691	851	149	1345	660	685	1376
%H		50.3%	8.8%	79.5%	39.0%	40.5%	81.4%
Receives HDTV (via STB or built-in reception)	455	256	72	321	192	129	402
%V	26.9%	30.1%	48.3%	23.9%	29.1%	18.8%	29.2%
%H		56.3%	15.8%	70.5%	42.2%	28.4%	88.4%
DVD/Blu-ray player or recorder	1030	527	99	820	415	405	865
%V	60.9%	61.9%	66.4%	61.0%	62.9%	59.1%	62.9%
%H		51.2%	9.6%	79.6%	40.3%	39.3%	84.0%

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

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	371	63	639	256	383	625
%H		45.0%	7.6%	77.5%	31.0%	46.4%	75.8%
Under 20"	27	2	1	27	3	24	15
%V	3.3%	0.5%	1.6%	4.2%	1.2%	6.3%	2.4%
%H		7.4%	3.7%	100.0%	11.1%	88.9%	55.6%
20" - 29"	192	55	7	165	35	130	120
%V	23.3%	14.8%	11.1%	25.8%	13.7%	33.9%	19.2%
%H		28.6%	3.6%	85.9%	18.2%	67.7%	62.5%
30" - 39"	341	156	24	270	108	162	258
%V	41.3%	42.0%	38.1%	42.3%	42.2%	42.3%	41.3%
%H		45.7%	7.0%	79.2%	31.7%	47.5%	75.7%
40" and over	254	157	31	176	110	66	224
%V	30.8%	42.3%	49.2%	27.5%	43.0%	17.2%	35.8%
%H		61.8%	12.2%	69.3%	43.3%	26.0%	88.2%
Don't know	2	1	0	2	0	1	2
%V	0.2%	0.3%	0.0%	0.3%	0.0%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	0.0%	50.0%	100.0%
Not Asked	9	0	0	0	0	0	6
%V	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC South West
Set level data
Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	371	63	639	256	383	625
%H		45.0%	7.6%	77.5%	31.0%	46.4%	75.8%
PVR	472	295	40	337	199	138	403
%V	57.2%	79.5%	63.5%	52.7%	77.7%	36.0%	64.5%
%H		62.5%	8.5%	71.4%	42.2%	29.2%	85.4%
DVDR	58	21	6	48	17	31	45
%V	7.0%	5.7%	9.5%	7.5%	6.6%	8.1%	7.2%
%H		36.2%	10.3%	82.8%	29.3%	53.4%	77.6%
VCR	31	13	2	26	10	16	21
%V	3.8%	3.5%	3.2%	4.1%	3.9%	4.2%	3.4%
%H		41.9%	6.5%	83.9%	32.3%	51.6%	67.7%
Any recorder	516	304	44	377	208	169	433
%V	62.5%	81.9%	69.8%	59.0%	81.3%	44.1%	69.3%
%H		58.9%	8.5%	73.1%	40.3%	32.8%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	371	63	639	256	383	625
%H		45.0%	7.6%	77.5%	31.0%	46.4%	75.8%
Receives HDTV (via STB or built-in reception)	321	185	45	228	136	92	279
%V	38.9%	49.9%	71.4%	35.7%	53.1%	24.0%	44.6%
%H		57.6%	14.0%	71.0%	42.4%	28.7%	86.9%
DVD/Blu-ray player or recorder	656	313	54	508	220	288	524
%V	79.5%	84.4%	85.7%	79.5%	85.9%	75.2%	83.8%
%H		47.7%	8.2%	77.4%	33.5%	43.9%	79.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	866	480	86	706	404	302	752
%H		55.4%	9.9%	81.5%	46.7%	34.9%	86.8%
Under 20"	323	166	19	282	144	138	275
%V	37.3%	34.6%	22.1%	39.9%	35.6%	45.7%	36.6%
%H		51.4%	5.9%	87.3%	44.6%	42.7%	85.1%
20" - 29"	278	156	27	232	137	95	241
%V	32.1%	32.5%	31.4%	32.9%	33.9%	31.5%	32.0%
%H		56.1%	9.7%	83.5%	49.3%	34.2%	86.7%
30" - 39"	134	76	22	105	68	37	120
%V	15.5%	15.8%	25.6%	14.9%	16.8%	12.3%	16.0%
%H		56.7%	16.4%	78.4%	50.7%	27.6%	89.6%
40" and over	50	33	9	39	31	9	47
%V	5.8%	6.9%	10.5%	5.5%	7.7%	3.0%	6.3%
%H		66.0%	18.0%	78.0%	62.0%	18.0%	94.0%
Don't know	5	2	0	4	0	3	4
%V	0.6%	0.4%	0.0%	0.6%	0.0%	1.0%	0.5%
%H		40.0%	0.0%	80.0%	0.0%	60.0%	80.0%
Not Asked	76	47	9	44	24	20	65
%V	8.8%	9.8%	10.5%	6.2%	5.9%	6.6%	8.6%
%H		61.8%	11.8%	57.9%	31.6%	26.3%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	866	480	86	706	404	302	752
%H		55.4%	9.9%	81.5%	46.7%	34.9%	86.8%
PVR	150	103	16	96	64	32	140
%V	17.3%	21.5%	18.6%	13.6%	15.8%	10.6%	18.6%
%H		68.7%	10.7%	64.0%	42.7%	21.3%	93.3%
DVDR	12	6	2	10	7	4	11
%V	1.4%	1.3%	2.3%	1.4%	1.7%	1.3%	1.5%
%H		50.0%	16.7%	83.3%	58.3%	33.3%	91.7%
VCR	8	4	2	6	4	3	7
%V	0.9%	0.8%	2.3%	0.8%	1.0%	1.0%	0.9%
%H		50.0%	25.0%	75.0%	50.0%	37.5%	87.5%
Any recorder	164	110	18	107	70	37	153
%V	18.9%	22.9%	20.9%	15.2%	17.3%	12.3%	20.3%
%H		67.1%	11.0%	65.2%	42.7%	22.6%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	866	480	86	706	404	302	752
%H		55.4%	9.9%	81.5%	46.7%	34.9%	86.8%
Receives HDTV (via STB or built-in reception)	134	72	26	93	57	36	123
%V	15.5%	15.0%	30.2%	13.2%	14.1%	11.9%	16.4%
%H		53.7%	19.4%	69.4%	42.5%	26.9%	91.8%
DVD/Blu-ray player or recorder	374	214	45	312	195	117	341
%V	43.2%	44.6%	52.3%	44.2%	48.3%	38.7%	45.3%
%H		57.2%	12.0%	83.4%	52.1%	31.3%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1949	1893	945	165	1443	675	769	1628
%H		97.1%	48.5%	8.5%	74.0%	34.6%	39.5%	83.5%
Total Children	340	337	190	34	242	132	110	310
%V	17.4%	17.8%	20.1%	20.6%	16.8%	19.6%	14.3%	19.0%
%H		99.1%	55.9%	10.0%	71.2%	38.8%	32.4%	91.2%
0 - 3	83	82	44	8	56	27	29	73
%V	4.3%	4.3%	4.7%	4.8%	3.9%	4.0%	3.8%	4.5%
%H		98.8%	53.0%	9.6%	67.5%	32.5%	34.9%	88.0%
4 - 15	257	256	147	26	187	106	81	237
%V	13.2%	13.5%	15.6%	15.8%	13.0%	15.7%	10.5%	14.6%
%H		99.6%	57.2%	10.1%	72.8%	41.2%	31.5%	92.2%
4 - 9	132	132	75	12	94	51	43	123
%V	6.8%	7.0%	7.9%	7.3%	6.5%	7.6%	5.6%	7.6%
%H		100.0%	56.8%	9.1%	71.2%	38.6%	32.6%	93.2%
10 - 15	125	123	72	14	92	55	37	114
%V	6.4%	6.5%	7.6%	8.5%	6.4%	8.1%	4.8%	7.0%
%H		98.4%	57.6%	11.2%	73.6%	44.0%	29.6%	91.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1949	1893	945	165	1443	675	769	1628
%H		97.1%	48.5%	8.5%	74.0%	34.6%	39.5%	83.5%
Total Adults (16+)	1609	1556	755	131	1201	542	659	1318
%V	82.6%	82.2%	79.9%	79.4%	83.2%	80.3%	85.7%	81.0%
%H		96.7%	46.9%	8.1%	74.6%	33.7%	41.0%	81.9%
16 - 19	90	87	51	13	64	41	23	85
%V	4.6%	4.6%	5.4%	7.9%	4.4%	6.1%	3.0%	5.2%
%H		96.7%	56.7%	14.4%	71.1%	45.6%	25.6%	94.4%
20 - 24	119	107	48	14	77	35	42	106
%V	6.1%	5.7%	5.1%	8.5%	5.3%	5.2%	5.5%	6.5%
%H		89.9%	40.3%	11.8%	64.7%	29.4%	35.3%	89.1%
25 - 34	202	193	106	20	137	73	64	183
%V	10.4%	10.2%	11.2%	12.1%	9.5%	10.8%	8.3%	11.2%
%H		95.5%	52.5%	9.9%	67.8%	36.1%	31.7%	90.6%
35 - 44	235	228	118	21	170	84	86	217
%V	12.1%	12.0%	12.5%	12.7%	11.8%	12.4%	11.2%	13.3%
%H		97.0%	50.2%	8.9%	72.3%	35.7%	36.6%	92.3%
45 - 54	291	281	156	28	208	111	98	266
%V	14.9%	14.8%	16.5%	17.0%	14.4%	16.4%	12.7%	16.3%
%H		96.6%	53.6%	9.6%	71.5%	38.1%	33.7%	91.4%
55 - 64	254	248	124	14	198	90	108	214
%V	13.0%	13.1%	13.1%	8.5%	13.7%	13.3%	14.0%	13.1%
%H		97.6%	48.8%	5.5%	78.0%	35.4%	42.5%	84.3%
65+	419	411	152	21	346	108	238	248
%V	21.5%	21.7%	16.1%	12.7%	24.0%	16.0%	30.9%	15.2%
%H		98.1%	36.3%	5.0%	82.6%	25.8%	56.8%	59.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1609	1556	755	131	1201	542	659	1318
%H		96.7%	46.9%	8.1%	74.6%	33.7%	41.0%	81.9%
AB	436	428	226	24	323	145	178	401
%V	27.1%	27.5%	29.9%	18.3%	26.9%	26.8%	27.0%	30.4%
%H		98.2%	51.8%	5.5%	74.1%	33.3%	40.8%	92.0%
C1	489	466	214	45	368	165	204	413
%V	30.4%	29.9%	28.3%	34.4%	30.6%	30.4%	31.0%	31.3%
%H		95.3%	43.8%	9.2%	75.3%	33.7%	41.7%	84.5%
C2	375	367	193	32	286	148	139	313
%V	23.3%	23.6%	25.6%	24.4%	23.8%	27.3%	21.1%	23.7%
%H		97.9%	51.5%	8.5%	76.3%	39.5%	37.1%	83.5%
D	203	196	89	21	145	63	82	150
%V	12.6%	12.6%	11.8%	16.0%	12.1%	11.6%	12.4%	11.4%
%H		96.6%	43.8%	10.3%	71.4%	31.0%	40.4%	73.9%
E	105	99	34	9	79	22	56	42
%V	6.5%	6.4%	4.5%	6.9%	6.6%	4.1%	8.5%	3.2%
%H		94.3%	32.4%	8.6%	75.2%	21.0%	53.3%	40.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1609	1556	755	131	1201	542	659	1318
%H		96.7%	46.9%	8.1%	74.6%	33.7%	41.0%	81.9%
Working full time	664	646	354	58	479	249	230	615
%V	41.3%	41.5%	46.9%	44.3%	39.9%	45.9%	34.9%	46.7%
%H		97.3%	53.3%	8.7%	72.1%	37.5%	34.6%	92.6%
Working part time	215	209	102	24	161	80	81	195
%V	13.4%	13.4%	13.5%	18.3%	13.4%	14.8%	12.3%	14.8%
%H		97.2%	47.4%	11.2%	74.9%	37.2%	37.7%	90.7%
Not working	730	701	298	49	561	213	348	509
%V	45.4%	45.1%	39.5%	37.4%	46.7%	39.3%	52.8%	38.6%
%H		96.0%	40.8%	6.7%	76.8%	29.2%	47.7%	69.7%
Housewife/Houseperson	858	825	371	63	639	256	383	648
%V	53.3%	53.0%	49.1%	48.1%	53.2%	47.2%	58.1%	49.2%
%H		96.2%	43.2%	7.3%	74.5%	29.8%	44.6%	75.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	787	762	380	66	585	276	309	654
%H		96.8%	48.3%	8.4%	74.3%	35.1%	39.3%	83.1%
16 - 19	48	47	27	8	36	22	13	46
%V	6.1%	6.2%	7.1%	12.1%	6.2%	8.0%	4.2%	7.0%
%H		97.9%	56.3%	16.7%	75.0%	45.8%	27.1%	95.8%
20 - 24	66	64	28	7	45	19	26	60
%V	8.4%	8.4%	7.4%	10.6%	7.7%	6.9%	8.4%	9.2%
%H		97.0%	42.4%	10.6%	68.2%	28.8%	39.4%	90.9%
25 - 34	95	91	48	11	65	34	31	86
%V	12.1%	11.9%	12.6%	16.7%	11.1%	12.3%	10.0%	13.1%
%H		95.8%	50.5%	11.6%	68.4%	35.8%	32.6%	90.5%
35 - 44	115	111	59	9	83	42	41	104
%V	14.6%	14.6%	15.5%	13.6%	14.2%	15.2%	13.3%	15.9%
%H		96.5%	51.3%	7.8%	72.2%	36.5%	35.7%	90.4%
45 - 54	142	136	77	14	99	54	45	130
%V	18.0%	17.8%	20.3%	21.2%	16.9%	19.6%	14.6%	19.9%
%H		95.8%	54.2%	9.9%	69.7%	38.0%	31.7%	91.5%
55 - 64	121	119	61	7	97	48	49	101
%V	15.4%	15.6%	16.1%	10.6%	16.6%	17.4%	15.9%	15.4%
%H		98.3%	50.4%	5.8%	80.2%	39.7%	40.5%	83.5%
65+	199	194	80	10	160	57	103	127
%V	25.3%	25.5%	21.1%	15.2%	27.4%	20.7%	33.3%	19.4%
%H		97.5%	40.2%	5.0%	80.4%	28.6%	51.8%	63.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	787	762	380	66	585	276	309	654
%H		96.8%	48.3%	8.4%	74.3%	35.1%	39.3%	83.1%
AB	219	214	114	12	161	73	88	201
%V	27.8%	28.1%	30.0%	18.2%	27.5%	26.4%	28.5%	30.7%
%H		97.7%	52.1%	5.5%	73.5%	33.3%	40.2%	91.8%
C1	227	220	106	23	175	85	90	196
%V	28.8%	28.9%	27.9%	34.8%	29.9%	30.8%	29.1%	30.0%
%H		96.9%	46.7%	10.1%	77.1%	37.4%	39.6%	86.3%
C2	195	190	101	15	148	76	72	161
%V	24.8%	24.9%	26.6%	22.7%	25.3%	27.5%	23.3%	24.6%
%H		97.4%	51.8%	7.7%	75.9%	39.0%	36.9%	82.6%
D	103	99	44	11	73	31	42	77
%V	13.1%	13.0%	11.6%	16.7%	12.5%	11.2%	13.6%	11.8%
%H		96.1%	42.7%	10.7%	70.9%	30.1%	40.8%	74.8%
E	43	40	16	4	28	10	18	18
%V	5.5%	5.2%	4.2%	6.1%	4.8%	3.6%	5.8%	2.8%
%H		93.0%	37.2%	9.3%	65.1%	23.3%	41.9%	41.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	787	762	380	66	585	276	309	654
%H		96.8%	48.3%	8.4%	74.3%	35.1%	39.3%	83.1%
Working full time	414	404	228	37	298	162	135	381
%V	52.6%	53.0%	60.0%	56.1%	50.9%	58.7%	43.7%	58.3%
%H		97.6%	55.1%	8.9%	72.0%	39.1%	32.6%	92.0%
Working part time	49	47	17	5	40	16	23	45
%V	6.2%	6.2%	4.5%	7.6%	6.8%	5.8%	7.4%	6.9%
%H		95.9%	34.7%	10.2%	81.6%	32.7%	46.9%	91.8%
Not working	324	312	135	24	247	98	150	228
%V	41.2%	40.9%	35.5%	36.4%	42.2%	35.5%	48.5%	34.9%
%H		96.3%	41.7%	7.4%	76.2%	30.2%	46.3%	70.4%
Housewife/Houseperson	175	162	69	11	122	45	77	109
%V	22.2%	21.3%	18.2%	16.7%	20.9%	16.3%	24.9%	16.7%
%H		92.6%	39.4%	6.3%	69.7%	25.7%	44.0%	62.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	794	375	65	616	266	350	665
%H		96.6%	45.6%	7.9%	74.9%	32.4%	42.6%	80.9%
16 - 19	42	40	25	5	28	18	10	39
%V	5.1%	5.0%	6.7%	7.7%	4.5%	6.8%	2.9%	5.9%
%H		95.2%	59.5%	11.9%	66.7%	42.9%	23.8%	92.9%
20 - 24	52	43	20	6	32	16	16	46
%V	6.3%	5.4%	5.3%	9.2%	5.2%	6.0%	4.6%	6.9%
%H		82.7%	38.5%	11.5%	61.5%	30.8%	30.8%	88.5%
25 - 34	106	102	59	9	72	39	33	97
%V	12.9%	12.8%	15.7%	13.8%	11.7%	14.7%	9.4%	14.6%
%H		96.2%	55.7%	8.5%	67.9%	36.8%	31.1%	91.5%
35 - 44	120	117	59	11	87	42	45	113
%V	14.6%	14.7%	15.7%	16.9%	14.1%	15.8%	12.9%	17.0%
%H		97.5%	49.2%	9.2%	72.5%	35.0%	37.5%	94.2%
45 - 54	149	145	78	15	109	56	53	136
%V	18.1%	18.3%	20.8%	23.1%	17.7%	21.1%	15.1%	20.5%
%H		97.3%	52.3%	10.1%	73.2%	37.6%	35.6%	91.3%
55 - 64	133	130	62	8	102	43	59	113
%V	16.2%	16.4%	16.5%	12.3%	16.6%	16.2%	16.9%	17.0%
%H		97.7%	46.6%	6.0%	76.7%	32.3%	44.4%	85.0%
65+	219	217	72	11	186	52	135	121
%V	26.6%	27.3%	19.2%	16.9%	30.2%	19.5%	38.6%	18.2%
%H		99.1%	32.9%	5.0%	84.9%	23.7%	61.6%	55.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	794	375	65	616	266	350	665
%H		96.6%	45.6%	7.9%	74.9%	32.4%	42.6%	80.9%
AB	217	214	112	12	162	71	90	201
%V	26.4%	27.0%	29.9%	18.5%	26.3%	26.7%	25.7%	30.2%
%H		98.6%	51.6%	5.5%	74.7%	32.7%	41.5%	92.6%
C1	262	247	108	22	194	80	114	217
%V	31.9%	31.1%	28.8%	33.8%	31.5%	30.1%	32.6%	32.6%
%H		94.3%	41.2%	8.4%	74.0%	30.5%	43.5%	82.8%
C2	180	177	92	17	138	71	67	151
%V	21.9%	22.3%	24.5%	26.2%	22.4%	26.7%	19.1%	22.7%
%H		98.3%	51.1%	9.4%	76.7%	39.4%	37.2%	83.9%
D	100	97	45	10	72	31	41	72
%V	12.2%	12.2%	12.0%	15.4%	11.7%	11.7%	11.7%	10.8%
%H		97.0%	45.0%	10.0%	72.0%	31.0%	41.0%	72.0%
E	62	59	18	5	51	13	38	24
%V	7.5%	7.4%	4.8%	7.7%	8.3%	4.9%	10.9%	3.6%
%H		95.2%	29.0%	8.1%	82.3%	21.0%	61.3%	38.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	794	375	65	616	266	350	665
%H		96.6%	45.6%	7.9%	74.9%	32.4%	42.6%	80.9%
Working full time	251	243	126	21	181	87	94	234
%V	30.5%	30.6%	33.6%	32.3%	29.4%	32.7%	26.9%	35.2%
%H		96.8%	50.2%	8.4%	72.1%	34.7%	37.5%	93.2%
Working part time	165	162	85	19	121	64	58	150
%V	20.1%	20.4%	22.7%	29.2%	19.6%	24.1%	16.6%	22.6%
%H		98.2%	51.5%	11.5%	73.3%	38.8%	35.2%	90.9%
Not working	405	389	163	25	313	115	198	281
%V	49.3%	49.0%	43.5%	38.5%	50.8%	43.2%	56.6%	42.3%
%H		96.0%	40.2%	6.2%	77.3%	28.4%	48.9%	69.4%
Housewife/Houseperson	683	663	301	52	517	211	306	539
%V	83.1%	83.5%	80.3%	80.0%	83.9%	79.3%	87.4%	81.1%
%H		97.1%	44.1%	7.6%	75.7%	30.9%	44.8%	78.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
AB	675	658	291	109	472	214	258	610
%V	32.6%	32.9%	34.2%	35.0%	32.6%	35.5%	30.5%	38.2%
%H (All HH)		97.5%	43.1%	16.1%	69.9%	31.7%	38.2%	90.4%
%H (TV HH)			44.2%	16.6%	71.7%	32.5%	39.2%	
C1	587	561	244	82	411	171	240	474
%V	28.4%	28.0%	28.6%	26.4%	28.4%	28.4%	28.4%	29.7%
%H (All HH)		95.6%	41.6%	14.0%	70.0%	29.1%	40.9%	80.7%
%H (TV HH)			43.5%	14.6%	73.3%	30.5%	42.8%	
C2	414	404	176	67	290	129	162	305
%V	20.0%	20.2%	20.7%	21.5%	20.0%	21.4%	19.1%	19.1%
%H (All HH)		97.6%	42.5%	16.2%	70.0%	31.2%	39.1%	73.7%
%H (TV HH)			43.6%	16.6%	71.8%	31.9%	40.1%	
D	235	227	94	36	157	59	98	150
%V	11.4%	11.3%	11.0%	11.6%	10.8%	9.8%	11.6%	9.4%
%H (All HH)		96.6%	40.0%	15.3%	66.8%	25.1%	41.7%	63.8%
%H (TV HH)			41.4%	15.9%	69.2%	26.0%	43.2%	
E	158	152	47	16	118	30	88	59
%V	7.6%	7.6%	5.5%	5.1%	8.1%	5.0%	10.4%	3.7%
%H (All HH)		96.2%	29.7%	10.1%	74.7%	19.0%	55.7%	37.3%
%H (TV HH)			30.9%	10.5%	77.6%	19.7%	57.9%	

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 2012 - June 2013

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%V		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (All HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
%H (TV HH)								
Under 25	72	63	22	15	38	13	26	59
%V	3.5%	3.1%	2.6%	4.8%	2.6%	2.2%	3.1%	3.7%
%H (All HH)		87.5%	30.6%	20.8%	52.8%	18.1%	36.1%	81.9%
%H (TV HH)			34.9%	23.8%	60.3%	20.6%	41.3%	
25 - 34	277	263	136	47	151	73	78	241
%V	13.4%	13.1%	16.0%	15.1%	10.4%	12.1%	9.2%	15.1%
%H (All HH)		94.9%	49.1%	17.0%	54.5%	26.4%	28.2%	87.0%
%H (TV HH)			51.7%	17.9%	57.4%	27.8%	29.7%	
35 - 44	362	352	190	58	218	114	105	334
%V	17.5%	17.6%	22.3%	18.6%	15.1%	18.9%	12.4%	20.9%
%H (All HH)		97.2%	52.5%	16.0%	60.2%	31.5%	29.0%	92.3%
%H (TV HH)			54.0%	16.5%	61.9%	32.4%	29.8%	
45 - 54	406	391	165	92	283	148	135	375
%V	19.6%	19.5%	19.4%	29.6%	19.5%	24.5%	16.0%	23.5%
%H (All HH)		96.3%	40.6%	22.7%	69.7%	36.5%	33.3%	92.4%
%H (TV HH)			42.2%	23.5%	72.4%	37.9%	34.5%	
55 - 64	334	325	142	45	254	113	141	273
%V	16.1%	16.2%	16.7%	14.5%	17.5%	18.7%	16.7%	17.1%
%H (All HH)		97.3%	42.5%	13.5%	76.0%	33.8%	42.2%	81.7%
%H (TV HH)			43.7%	13.8%	78.2%	34.8%	43.4%	
65 +	618	607	198	53	503	143	360	317
%V	29.9%	30.3%	23.2%	17.0%	34.7%	23.7%	42.6%	19.8%
%H (All HH)		98.2%	32.0%	8.6%	81.4%	23.1%	58.3%	51.3%
%H (TV HH)			32.6%	8.7%	82.9%	23.6%	59.3%	

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 2012 - June 2013

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
1	609	571	169	59	453	108	346	305
%V	29.4%	28.5%	19.8%	19.0%	31.3%	17.9%	40.9%	19.1%
%H (All HH)		93.8%	27.8%	9.7%	74.4%	17.7%	56.8%	50.1%
%H (TV HH)			29.6%	10.3%	79.3%	18.9%	60.6%	
2	757	745	321	106	553	237	316	625
%V	36.6%	37.2%	37.7%	34.1%	38.2%	39.3%	37.4%	39.1%
%H (All HH)		98.4%	42.4%	14.0%	73.1%	31.3%	41.7%	82.6%
%H (TV HH)			43.1%	14.2%	74.2%	31.8%	42.4%	
3	296	288	136	61	196	104	92	275
%V	14.3%	14.4%	16.0%	19.6%	13.5%	17.2%	10.9%	17.2%
%H (All HH)		97.3%	45.9%	20.6%	66.2%	35.1%	31.1%	92.9%
%H (TV HH)			47.2%	21.2%	68.1%	36.1%	31.9%	
4	296	291	174	56	175	110	65	285
%V	14.3%	14.5%	20.4%	18.0%	12.1%	18.2%	7.7%	17.8%
%H (All HH)		98.3%	58.8%	18.9%	59.1%	37.2%	22.0%	96.3%
%H (TV HH)			59.8%	19.2%	60.1%	37.8%	22.3%	
5+	111	106	52	28	71	44	27	107
%V	5.4%	5.3%	6.1%	9.0%	4.9%	7.3%	3.2%	6.7%
%H (All HH)		95.5%	46.8%	25.2%	64.0%	39.6%	24.3%	96.4%
%H (TV HH)			49.1%	26.4%	67.0%	41.5%	25.5%	
Average HH size	2.32	2.33	2.58	2.68	2.22	2.60	1.96	2.57

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 2012 - June 2013
BBC South
Household level data
Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
Without	1547	1486	576	213	1130	427	703	1106
%V	74.8%	74.3%	67.6%	68.5%	78.0%	70.8%	83.1%	69.2%
%H (All HH)		96.1%	37.2%	13.8%	73.0%	27.6%	45.4%	71.5%
%H (TV HH)			38.8%	14.3%	76.0%	28.7%	47.3%	
With	522	515	277	98	318	176	142	491
%V	25.2%	25.7%	32.5%	31.5%	22.0%	29.2%	16.8%	30.7%
%H (All HH)		98.7%	53.1%	18.8%	60.9%	33.7%	27.2%	94.1%
%H (TV HH)			53.8%	19.0%	61.7%	34.2%	27.6%	
0 - 3	195	191	108	29	110	54	56	177
%V	9.4%	9.5%	12.7%	9.3%	7.6%	9.0%	6.6%	11.1%
%H (All HH)		97.9%	55.4%	14.9%	56.4%	27.7%	28.7%	90.8%
%H (TV HH)			56.5%	15.2%	57.6%	28.3%	29.3%	
4 - 9	244	243	134	46	148	85	63	231
%V	11.8%	12.1%	15.7%	14.8%	10.2%	14.1%	7.4%	14.5%
%H (All HH)		99.6%	54.9%	18.9%	60.7%	34.8%	25.8%	94.7%
%H (TV HH)			55.1%	18.9%	60.9%	35.0%	25.9%	
10 - 15	238	235	125	51	152	92	60	228
%V	11.5%	11.7%	14.7%	16.4%	10.5%	15.3%	7.1%	14.3%
%H (All HH)		98.7%	52.5%	21.4%	63.9%	38.7%	25.2%	95.8%
%H (TV HH)			53.2%	21.7%	64.7%	39.1%	25.5%	

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 2012 - June 2013

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
1	776	776	251	96	508	87	421	518
%V	37.5%	38.8%	29.5%	30.9%	35.1%	14.4%	49.8%	32.4%
%H (All HH)		100.0%	32.3%	12.4%	65.5%	11.2%	54.3%	66.8%
%H (TV HH)			32.3%	12.4%	65.5%	11.2%	54.3%	
2	701	701	315	109	528	247	282	561
%V	33.9%	35.0%	37.0%	35.0%	36.5%	41.0%	33.3%	35.1%
%H (All HH)		100.0%	44.9%	15.5%	75.3%	35.2%	40.2%	80.0%
%H (TV HH)			44.9%	15.5%	75.3%	35.2%	40.2%	
3	329	329	176	60	255	156	99	286
%V	15.9%	16.4%	20.7%	19.3%	17.6%	25.9%	11.7%	17.9%
%H (All HH)		100.0%	53.5%	18.2%	77.5%	47.4%	30.1%	86.9%
%H (TV HH)			53.5%	18.2%	77.5%	47.4%	30.1%	
4	131	131	71	30	104	70	34	125
%V	6.3%	6.5%	8.3%	9.6%	7.2%	11.6%	4.0%	7.8%
%H (All HH)		100.0%	54.2%	22.9%	79.4%	53.4%	26.0%	95.4%
%H (TV HH)			54.2%	22.9%	79.4%	53.4%	26.0%	
5+	63	63	39	16	53	43	10	63
%V	3.0%	3.1%	4.6%	5.1%	3.7%	7.1%	1.2%	3.9%
%H (All HH)		100.0%	61.9%	25.4%	84.1%	68.3%	15.9%	100.0%
%H (TV HH)			61.9%	25.4%	84.1%	68.3%	15.9%	

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 2012 - June 2013

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
Under 20"	568	568	253	77	474	230	244	452
%V	27.5%	28.4%	29.7%	24.8%	32.7%	38.1%	28.8%	28.3%
%H (All HH)		100.0%	44.5%	13.6%	83.5%	40.5%	43.0%	79.6%
%H (TV HH)			44.5%	13.6%	83.5%	40.5%	43.0%	
20" - 29"	804	804	311	123	633	255	377	608
%V	38.9%	40.2%	36.5%	39.5%	43.7%	42.3%	44.6%	38.0%
%H (All HH)		100.0%	38.7%	15.3%	78.7%	31.7%	46.9%	75.6%
%H (TV HH)			38.7%	15.3%	78.7%	31.7%	46.9%	
30" - 39"	1024	1024	442	166	765	342	422	809
%V	49.5%	51.2%	51.9%	53.4%	52.8%	56.7%	49.9%	50.6%
%H (All HH)		100.0%	43.2%	16.2%	74.7%	33.4%	41.2%	79.0%
%H (TV HH)			43.2%	16.2%	74.7%	33.4%	41.2%	
40" and over	762	762	447	150	494	319	175	685
%V	36.8%	38.1%	52.5%	48.2%	34.1%	52.9%	20.7%	42.9%
%H (All HH)		100.0%	58.7%	19.7%	64.8%	41.9%	23.0%	89.9%
%H (TV HH)			58.7%	19.7%	64.8%	41.9%	23.0%	

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 2012 - June 2013

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%V (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
Main living room	1976	1976	846	309	1433	599	834	1538
%V	95.5%	98.8%	99.3%	99.4%	99.0%	99.3%	98.6%	96.2%
%H (All HH)		100.0%	42.8%	15.6%	72.5%	30.3%	42.2%	77.8%
%H (TV HH)			42.8%	15.6%	72.5%	30.3%	42.2%	
Kitchen	259	259	130	30	222	117	105	212
%V	12.5%	12.9%	15.3%	9.6%	15.3%	19.4%	12.4%	13.3%
%H (All HH)		100.0%	50.2%	11.6%	85.7%	45.2%	40.5%	81.9%
%H (TV HH)			50.2%	11.6%	85.7%	45.2%	40.5%	
Adult's bedroom	849	849	430	144	661	374	286	717
%V	41.0%	42.4%	50.5%	46.3%	45.6%	62.0%	33.8%	44.9%
%H (All HH)		100.0%	50.6%	17.0%	77.9%	44.1%	33.7%	84.5%
%H (TV HH)			50.6%	17.0%	77.9%	44.1%	33.7%	
Child's bedroom	139	139	81	37	104	80	24	134
%V	6.7%	6.9%	9.5%	11.9%	7.2%	13.3%	2.8%	8.4%
%H (All HH)		100.0%	58.3%	26.6%	74.8%	57.6%	17.3%	96.4%
%H (TV HH)			58.3%	26.6%	74.8%	57.6%	17.3%	
Other bedroom	101	101	44	26	85	51	33	95
%V	4.9%	5.0%	5.2%	8.4%	5.9%	8.5%	3.9%	5.9%
%H (All HH)		100.0%	43.6%	25.7%	84.2%	50.5%	32.7%	94.1%
%H (TV HH)			43.6%	25.7%	84.2%	50.5%	32.7%	
Second living/dining room	172	172	90	34	133	82	51	148
%V	8.3%	8.6%	10.6%	10.9%	9.2%	13.6%	6.0%	9.3%
%H (All HH)		100.0%	52.3%	19.8%	77.3%	47.7%	29.7%	86.0%
%H (TV HH)			52.3%	19.8%	77.3%	47.7%	29.7%	
Study/office	46	46	20	10	38	20	18	42
%V	2.2%	2.3%	2.3%	3.2%	2.6%	3.3%	2.1%	2.6%
%H (All HH)		100.0%	43.5%	21.7%	82.6%	43.5%	39.1%	91.3%
%H (TV HH)			43.5%	21.7%	82.6%	43.5%	39.1%	
TV room	14	14	8	4	9	6	2	14
%V	0.7%	0.7%	0.9%	1.3%	0.6%	1.0%	0.2%	0.9%
%H (All HH)		100.0%	57.1%	28.6%	64.3%	42.9%	14.3%	100.0%
%H (TV HH)			57.1%	28.6%	64.3%	42.9%	14.3%	
Conservatory	31	31	17	6	23	14	9	28
%V	1.5%	1.5%	2.0%	1.9%	1.6%	2.3%	1.1%	1.8%
%H (All HH)		100.0%	54.8%	19.4%	74.2%	45.2%	29.0%	90.3%
%H (TV HH)			54.8%	19.4%	74.2%	45.2%	29.0%	
Attic or loft room	4	4	2	1	3	3	1	3
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	75.0%	25.0%	75.0%
%H (TV HH)			50.0%	25.0%	75.0%	75.0%	25.0%	
No specific location	5	5	2	1	4	2	2	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	80.0%	40.0%	40.0%	
Other	13	13	7	3	11	8	3	13
%V	0.6%	0.6%	0.8%	1.0%	0.8%	1.3%	0.4%	0.8%
%H (All HH)		100.0%	53.8%	23.1%	84.6%	61.5%	23.1%	100.0%
%H (TV HH)			53.8%	23.1%	84.6%	61.5%	23.1%	

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 2012 - June 2013

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
Any DSAT provider	852	852	852	15	459	459	0	731
%V	41.2%	42.6%	100.0%	4.8%	31.7%	76.1%	0.0%	45.7%
%H (All HH)			100.0%	1.8%	53.9%	53.9%	0.0%	85.8%
%H (TV HH)			100.0%	1.8%	53.9%	53.9%	0.0%	
Sky with subcription	702	702	702	6	375	375	0	618
%V	33.9%	35.1%	82.4%	1.9%	25.9%	62.2%	0.0%	38.7%
%H (All HH)			100.0%	0.9%	53.4%	53.4%	0.0%	88.0%
%H (TV HH)			100.0%	0.9%	53.4%	53.4%	0.0%	
Sky without subcription	43	43	43	5	24	24	0	28
%V	2.1%	2.1%	5.0%	1.6%	1.7%	4.0%	0.0%	1.8%
%H (All HH)			100.0%	11.6%	55.8%	55.8%	0.0%	65.1%
%H (TV HH)			100.0%	11.6%	55.8%	55.8%	0.0%	
Freesat	107	107	107	5	61	61	0	87
%V	5.2%	5.3%	12.6%	1.6%	4.2%	10.1%	0.0%	5.4%
%H (All HH)			100.0%	4.7%	57.0%	57.0%	0.0%	81.3%
%H (TV HH)			100.0%	4.7%	57.0%	57.0%	0.0%	
Other satellite provider	22	22	22	0	10	10	0	18
%V	1.1%	1.1%	2.6%	0.0%	0.7%	1.7%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	81.8%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
DCAB	311	311	15	311	153	153	0	282
%V	15.0%	15.5%	1.8%	100.0%	10.6%	25.4%	0.0%	17.6%
%H (All HH)			4.8%	100.0%	49.2%	49.2%	0.0%	90.7%
%H (TV HH)			4.8%	100.0%	49.2%	49.2%	0.0%	
DTT	1448	1448	459	153	1448	603	846	1082
%V	70.0%	72.4%	53.9%	49.2%	100.0%	100.0%	100.0%	67.7%
%H (All HH)		100.0%	31.7%	10.6%	100.0%	41.6%	58.4%	74.7%
%H (TV HH)			31.7%	10.6%	100.0%	41.6%	58.4%	

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 2012 - June 2013

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
PVR	1190	1190	691	228	780	497	282	1053
%V	57.5%	59.5%	81.1%	73.3%	53.9%	82.4%	33.3%	65.9%
%H (All HH)		100.0%	58.1%	19.2%	65.5%	41.8%	23.7%	88.5%
%H (TV HH)			58.1%	19.2%	65.5%	41.8%	23.7%	
DVDR	154	154	60	24	120	48	72	126
%V	7.4%	7.7%	7.0%	7.7%	8.3%	8.0%	8.5%	7.9%
%H (All HH)		100.0%	39.0%	15.6%	77.9%	31.2%	46.8%	81.8%
%H (TV HH)			39.0%	15.6%	77.9%	31.2%	46.8%	
VCR	86	86	34	11	70	28	42	60
%V	4.2%	4.3%	4.0%	3.5%	4.8%	4.6%	5.0%	3.8%
%H (All HH)		100.0%	39.5%	12.8%	81.4%	32.6%	48.8%	69.8%
%H (TV HH)			39.5%	12.8%	81.4%	32.6%	48.8%	
Any recorder	1297	1297	712	235	874	512	362	1127
%V	62.7%	64.8%	83.6%	75.6%	60.4%	84.9%	42.8%	70.5%
%H (All HH)		100.0%	54.9%	18.1%	67.4%	39.5%	27.9%	86.9%
%H (TV HH)			54.9%	18.1%	67.4%	39.5%	27.9%	
Receives HDTV (via STB or built-in reception)	1003	1003	537	240	661	424	238	894
%V	48.5%	50.1%	63.0%	77.2%	45.6%	70.3%	28.1%	55.9%
%H (All HH)		100.0%	53.5%	23.9%	65.9%	42.3%	23.7%	89.1%
%H (TV HH)			53.5%	23.9%	65.9%	42.3%	23.7%	
DVD/Blu-ray player or recorder	1605	1605	714	264	1163	525	638	1308
%V	77.6%	80.2%	83.8%	84.9%	80.3%	87.1%	75.4%	81.9%
%H (All HH)		100.0%	44.5%	16.4%	72.5%	32.7%	39.8%	81.5%
%H (TV HH)			44.5%	16.4%	72.5%	32.7%	39.8%	

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 2012 - June 2013

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2069	2001	852	311	1448	603	846	1598
%H (All HH)		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%
%H (TV HH)			42.6%	15.5%	72.4%	30.1%	42.3%	
Has broadband internet	1598	1554	731	282	1082	535	547	1598
%V	77.2%	77.7%	85.8%	90.7%	74.7%	88.7%	64.7%	100.0%
%H (All HH)		97.2%	45.7%	17.6%	67.7%	33.5%	34.2%	100.0%
%H (TV HH)			47.0%	18.1%	69.6%	34.4%	35.2%	
Number of computers (PCs and laptops)								
0	387	369	99	28	300	57	245	9
%V	18.7%	18.4%	11.6%	9.0%	20.7%	9.5%	29.0%	0.6%
%H (All HH)		95.3%	25.6%	7.2%	77.5%	14.7%	63.3%	2.3%
%H (TV HH)			26.8%	7.6%	81.3%	15.4%	66.4%	
1	714	691	286	91	500	184	316	639
%V	34.5%	34.5%	33.6%	29.3%	34.5%	30.5%	37.4%	40.0%
%H (All HH)		96.8%	40.1%	12.7%	70.0%	25.8%	44.3%	89.5%
%H (TV HH)			41.4%	13.2%	72.4%	26.6%	45.7%	
2	473	463	223	81	319	161	158	457
%V	22.9%	23.1%	26.2%	26.0%	22.0%	26.7%	18.7%	28.6%
%H (All HH)		97.9%	47.1%	17.1%	67.4%	34.0%	33.4%	96.6%
%H (TV HH)			48.2%	17.5%	68.9%	34.8%	34.1%	
3	234	227	121	45	156	95	61	233
%V	11.3%	11.3%	14.2%	14.5%	10.8%	15.8%	7.2%	14.6%
%H (All HH)		97.0%	51.7%	19.2%	66.7%	40.6%	26.1%	99.6%
%H (TV HH)			53.3%	19.8%	68.7%	41.9%	26.9%	
4	130	128	61	32	88	53	35	130
%V	6.3%	6.4%	7.2%	10.3%	6.1%	8.8%	4.1%	8.1%
%H (All HH)		98.5%	46.9%	24.6%	67.7%	40.8%	26.9%	100.0%
%H (TV HH)			47.7%	25.0%	68.8%	41.4%	27.3%	
5+	130	124	62	34	84	54	30	130
%V	6.3%	6.2%	7.3%	10.9%	5.8%	9.0%	3.5%	8.1%
%H (All HH)		95.4%	47.7%	26.2%	64.6%	41.5%	23.1%	100.0%
%H (TV HH)			50.0%	27.4%	67.7%	43.5%	24.2%	

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 2012 - June 2013

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4041	1906	702	3037	1565	1472	3348
%H		47.2%	17.4%	75.2%	38.7%	36.4%	82.9%
Under 20"	718	327	97	607	308	299	582
%V	17.8%	17.2%	13.8%	20.0%	19.7%	20.3%	17.4%
%H		45.5%	13.5%	84.5%	42.9%	41.6%	81.1%
20" - 29"	1006	399	169	805	351	453	789
%V	24.9%	20.9%	24.1%	26.5%	22.4%	30.8%	23.6%
%H		39.7%	16.8%	80.0%	34.9%	45.0%	78.4%
30" - 39"	1183	526	201	884	421	463	951
%V	29.3%	27.6%	28.6%	29.1%	26.9%	31.5%	28.4%
%H		44.5%	17.0%	74.7%	35.6%	39.1%	80.4%
40" and over	868	516	179	571	382	189	788
%V	21.5%	27.1%	25.5%	18.8%	24.4%	12.8%	23.5%
%H		59.4%	20.6%	65.8%	44.0%	21.8%	90.8%
Don't know	44	19	10	32	16	16	34
%V	1.1%	1.0%	1.4%	1.1%	1.0%	1.1%	1.0%
%H		43.2%	22.7%	72.7%	36.4%	36.4%	77.3%
Not Asked	222	119	46	138	87	52	204
%V	5.5%	6.2%	6.6%	4.5%	5.6%	3.5%	6.1%
%H		53.6%	20.7%	62.2%	39.2%	23.4%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4041	1906	702	3037	1565	1472	3348
%H		47.2%	17.4%	75.2%	38.7%	36.4%	82.9%
Main living room	1985	849	310	1441	602	839	1544
%V	49.1%	44.5%	44.2%	47.4%	38.5%	57.0%	46.1%
%H		42.8%	15.6%	72.6%	30.3%	42.3%	77.8%
Kitchen	261	132	30	224	119	105	213
%V	6.5%	6.9%	4.3%	7.4%	7.6%	7.1%	6.4%
%H		50.6%	11.5%	85.8%	45.6%	40.2%	81.6%
Adult's bedroom	977	503	169	766	444	322	837
%V	24.2%	26.4%	24.1%	25.2%	28.4%	21.9%	25.0%
%H		51.5%	17.3%	78.4%	45.4%	33.0%	85.7%
Child's bedroom	180	102	52	136	107	29	175
%V	4.5%	5.4%	7.4%	4.5%	6.8%	2.0%	5.2%
%H		56.7%	28.9%	75.6%	59.4%	16.1%	97.2%
Other bedroom	123	49	38	106	67	39	117
%V	3.0%	2.6%	5.4%	3.5%	4.3%	2.6%	3.5%
%H		39.8%	30.9%	86.2%	54.5%	31.7%	95.1%
Second living/dining room	176	93	34	136	84	52	151
%V	4.4%	4.9%	4.8%	4.5%	5.4%	3.5%	4.5%
%H		52.8%	19.3%	77.3%	47.7%	29.5%	85.8%
Study/office	47	20	10	39	20	18	43
%V	1.2%	1.0%	1.4%	1.3%	1.3%	1.2%	1.3%
%H		42.6%	21.3%	83.0%	42.6%	38.3%	91.5%
TV room	14	8	4	9	6	2	14
%V	0.3%	0.4%	0.6%	0.3%	0.4%	0.1%	0.4%
%H		57.1%	28.6%	64.3%	42.9%	14.3%	100.0%
Conservatory	33	19	6	25	16	9	30
%V	0.8%	1.0%	0.9%	0.8%	1.0%	0.6%	0.9%
%H		57.6%	18.2%	75.8%	48.5%	27.3%	90.9%
Attic or loft room	4	2	1	3	3	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	75.0%	25.0%	75.0%
No specific location	6	2	1	4	2	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
Other	13	7	3	11	8	3	13
%V	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%	0.4%
%H		53.8%	23.1%	84.6%	61.5%	23.1%	100.0%
Not Asked	222	119	46	138	87	52	204
%V	5.5%	6.2%	6.6%	4.5%	5.6%	3.5%	6.1%
%H		53.6%	20.7%	62.2%	39.2%	23.4%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4041	1906	702	3037	1565	1472	3348
%H		47.2%	17.4%	75.2%	38.7%	36.4%	82.9%
PVR	1532	943	300	969	656	313	1374
%V	37.9%	49.5%	42.7%	31.9%	41.9%	21.3%	41.0%
%H		61.6%	19.6%	63.3%	42.8%	20.4%	89.7%
DVDR	169	65	28	133	55	79	140
%V	4.2%	3.4%	4.0%	4.4%	3.5%	5.4%	4.2%
%H		38.5%	16.6%	78.7%	32.5%	46.7%	82.8%
VCR	94	38	13	75	32	43	67
%V	2.3%	2.0%	1.9%	2.5%	2.0%	2.9%	2.0%
%H		40.4%	13.8%	79.8%	34.0%	45.7%	71.3%
Any recorder	1675	977	313	1097	688	409	1479
%V	41.5%	51.3%	44.6%	36.1%	44.0%	27.8%	44.2%
%H		58.3%	18.7%	65.5%	41.1%	24.4%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4041	1906	702	3037	1565	1472	3348
%H		47.2%	17.4%	75.2%	38.7%	36.4%	82.9%
Receives HDTV (via STB or built-in reception)	1370	724	356	912	602	310	1241
%V	33.9%	38.0%	50.7%	30.0%	38.5%	21.1%	37.1%
%H		52.8%	26.0%	66.6%	43.9%	22.6%	90.6%
DVD/Blu-ray player or recorder	2306	1089	407	1715	880	834	1951
%V	57.1%	57.1%	58.0%	56.5%	56.2%	56.7%	58.3%
%H		47.2%	17.6%	74.4%	38.2%	36.2%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1999	852	311	1448	603	846	1552
%H		42.6%	15.6%	72.4%	30.2%	42.3%	77.6%
Under 20"	58	12	2	49	6	44	28
%V	2.9%	1.4%	0.6%	3.4%	1.0%	5.2%	1.8%
%H		20.7%	3.4%	84.5%	10.3%	75.9%	48.3%
20" - 29"	384	101	47	298	60	238	246
%V	19.2%	11.9%	15.1%	20.6%	10.0%	28.1%	15.9%
%H		26.3%	12.2%	77.6%	15.6%	62.0%	64.1%
30" - 39"	800	300	117	610	227	383	603
%V	40.0%	35.2%	37.6%	42.1%	37.6%	45.3%	38.9%
%H		37.5%	14.6%	76.3%	28.4%	47.9%	75.4%
40" and over	739	433	143	479	306	173	663
%V	37.0%	50.8%	46.0%	33.1%	50.7%	20.4%	42.7%
%H		58.6%	19.4%	64.8%	41.4%	23.4%	89.7%
Don't know	16	5	2	12	4	8	9
%V	0.8%	0.6%	0.6%	0.8%	0.7%	0.9%	0.6%
%H		31.3%	12.5%	75.0%	25.0%	50.0%	56.3%
Not Asked	2	1	0	0	0	0	3
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		50.0%	0.0%	0.0%	0.0%	0.0%	150.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1999	852	311	1448	603	846	1552
%H		42.6%	15.6%	72.4%	30.2%	42.3%	77.6%
PVR	1172	684	225	765	491	274	1036
%V	58.6%	80.3%	72.3%	52.8%	81.4%	32.4%	66.8%
%H		58.4%	19.2%	65.3%	41.9%	23.4%	88.4%
DVDR	130	49	18	101	36	64	108
%V	6.5%	5.8%	5.8%	7.0%	6.0%	7.6%	7.0%
%H		37.7%	13.8%	77.7%	27.7%	49.2%	83.1%
VCR	74	28	9	57	20	37	49
%V	3.7%	3.3%	2.9%	3.9%	3.3%	4.4%	3.2%
%H		37.8%	12.2%	77.0%	27.0%	50.0%	66.2%
Any recorder	1274	702	231	856	504	352	1107
%V	63.7%	82.4%	74.3%	59.1%	83.6%	41.6%	71.3%
%H		55.1%	18.1%	67.2%	39.6%	27.6%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1999	852	311	1448	603	846	1552
%H		42.6%	15.6%	72.4%	30.2%	42.3%	77.6%
Receives HDTV (via STB or built-in reception)	978	529	238	639	415	223	874
%V	48.9%	62.1%	76.5%	44.1%	68.8%	26.4%	56.3%
%H		54.1%	24.3%	65.3%	42.4%	22.8%	89.4%
DVD/Blu-ray player or recorder	1528	677	241	1105	485	620	1246
%V	76.4%	79.5%	77.5%	76.3%	80.4%	73.3%	80.3%
%H		44.3%	15.8%	72.3%	31.7%	40.6%	81.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2041	1054	392	1588	962	626	1795
%H		51.6%	19.2%	77.8%	47.1%	30.7%	87.9%
Under 20"	660	316	96	558	303	256	554
%V	32.3%	30.0%	24.5%	35.1%	31.5%	40.9%	30.9%
%H		47.9%	14.5%	84.5%	45.9%	38.8%	83.9%
20" - 29"	622	297	122	507	292	215	543
%V	30.5%	28.2%	31.1%	31.9%	30.4%	34.3%	30.3%
%H		47.7%	19.6%	81.5%	46.9%	34.6%	87.3%
30" - 39"	383	226	84	273	193	80	348
%V	18.8%	21.4%	21.4%	17.2%	20.1%	12.8%	19.4%
%H		59.0%	21.9%	71.3%	50.4%	20.9%	90.9%
40" and over	130	82	37	92	76	16	125
%V	6.4%	7.8%	9.4%	5.8%	7.9%	2.6%	7.0%
%H		63.1%	28.5%	70.8%	58.5%	12.3%	96.2%
Don't know	29	14	8	21	13	8	25
%V	1.4%	1.3%	2.0%	1.3%	1.4%	1.3%	1.4%
%H		48.3%	27.6%	72.4%	44.8%	27.6%	86.2%
Not Asked	217	119	45	137	85	51	200
%V	10.6%	11.3%	11.5%	8.6%	8.8%	8.1%	11.1%
%H		54.8%	20.7%	63.1%	39.2%	23.5%	92.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2041	1054	392	1588	962	626	1795
%H		51.6%	19.2%	77.8%	47.1%	30.7%	87.9%
PVR	360	259	75	204	165	39	338
%V	17.6%	24.6%	19.1%	12.8%	17.2%	6.2%	18.8%
%H		71.9%	20.8%	56.7%	45.8%	10.8%	93.9%
DVDR	38	16	10	33	18	14	32
%V	1.9%	1.5%	2.6%	2.1%	1.9%	2.2%	1.8%
%H		42.1%	26.3%	86.8%	47.4%	36.8%	84.2%
VCR	20	10	4	18	12	6	18
%V	1.0%	0.9%	1.0%	1.1%	1.2%	1.0%	1.0%
%H		50.0%	20.0%	90.0%	60.0%	30.0%	90.0%
Any recorder	401	275	82	241	185	56	372
%V	19.6%	26.1%	20.9%	15.2%	19.2%	8.9%	20.7%
%H		68.6%	20.4%	60.1%	46.1%	14.0%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2041	1054	392	1588	962	626	1795
%H		51.6%	19.2%	77.8%	47.1%	30.7%	87.9%
Receives HDTV (via STB or built-in reception)	392	195	119	273	187	87	367
%V	19.2%	18.5%	30.4%	17.2%	19.4%	13.9%	20.4%
%H		49.7%	30.4%	69.6%	47.7%	22.2%	93.6%
DVD/Blu-ray player or recorder	778	411	166	609	395	214	705
%V	38.1%	39.0%	42.3%	38.4%	41.1%	34.2%	39.3%
%H		52.8%	21.3%	78.3%	50.8%	27.5%	90.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4658	2195	833	3222	1569	1653	4098
%H		97.2%	45.8%	17.4%	67.3%	32.8%	34.5%	85.6%
Total Children	889	880	475	176	532	298	234	843
%V	18.6%	18.9%	21.6%	21.1%	16.5%	19.0%	14.2%	20.6%
%H		99.0%	53.4%	19.8%	59.8%	33.5%	26.3%	94.8%
0 - 3	239	234	131	40	129	64	65	220
%V	5.0%	5.0%	6.0%	4.8%	4.0%	4.1%	3.9%	5.4%
%H		97.9%	54.8%	16.7%	54.0%	26.8%	27.2%	92.1%
4 - 15	651	646	344	137	403	235	169	623
%V	13.6%	13.9%	15.7%	16.4%	12.5%	15.0%	10.2%	15.2%
%H		99.2%	52.8%	21.0%	61.9%	36.1%	26.0%	95.7%
4 - 9	324	323	175	66	193	110	83	308
%V	6.8%	6.9%	8.0%	7.9%	6.0%	7.0%	5.0%	7.5%
%H		99.7%	54.0%	20.4%	59.6%	34.0%	25.6%	95.1%
10 - 15	327	323	169	71	211	125	86	315
%V	6.8%	6.9%	7.7%	8.5%	6.5%	8.0%	5.2%	7.7%
%H		98.8%	51.7%	21.7%	64.5%	38.2%	26.3%	96.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4658	2195	833	3222	1569	1653	4098
%H		97.2%	45.8%	17.4%	67.3%	32.8%	34.5%	85.6%
Total Adults (16+)	3901	3777	1720	656	2690	1270	1419	3256
%V	81.4%	81.1%	78.4%	78.8%	83.5%	80.9%	85.8%	79.5%
%H		96.8%	44.1%	16.8%	69.0%	32.6%	36.4%	83.5%
16 - 19	201	192	89	57	133	86	47	192
%V	4.2%	4.1%	4.1%	6.8%	4.1%	5.5%	2.8%	4.7%
%H		95.5%	44.3%	28.4%	66.2%	42.8%	23.4%	95.5%
20 - 24	278	250	111	60	168	89	78	259
%V	5.8%	5.4%	5.1%	7.2%	5.2%	5.7%	4.7%	6.3%
%H		89.9%	39.9%	21.6%	60.4%	32.0%	28.1%	93.2%
25 - 34	570	545	294	102	322	172	149	513
%V	11.9%	11.7%	13.4%	12.2%	10.0%	11.0%	9.0%	12.5%
%H		95.6%	51.6%	17.9%	56.5%	30.2%	26.1%	90.0%
35 - 44	635	619	342	101	387	209	178	587
%V	13.3%	13.3%	15.6%	12.1%	12.0%	13.3%	10.8%	14.3%
%H		97.5%	53.9%	15.9%	60.9%	32.9%	28.0%	92.4%
45 - 54	709	687	304	170	483	268	215	663
%V	14.8%	14.7%	13.8%	20.4%	15.0%	17.1%	13.0%	16.2%
%H		96.9%	42.9%	24.0%	68.1%	37.8%	30.3%	93.5%
55 - 64	572	562	256	81	432	199	233	491
%V	11.9%	12.1%	11.7%	9.7%	13.4%	12.7%	14.1%	12.0%
%H		98.3%	44.8%	14.2%	75.5%	34.8%	40.7%	85.8%
65+	936	923	324	85	765	246	519	551
%V	19.5%	19.8%	14.8%	10.2%	23.7%	15.7%	31.4%	13.4%
%H		98.6%	34.6%	9.1%	81.7%	26.3%	55.4%	58.9%

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 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3901	3777	1720	656	2690	1270	1419	3256
%H		96.8%	44.1%	16.8%	69.0%	32.6%	36.4%	83.5%
AB	1340	1312	599	247	940	474	466	1254
%V	34.4%	34.7%	34.8%	37.7%	34.9%	37.3%	32.8%	38.5%
%H		97.9%	44.7%	18.4%	70.1%	35.4%	34.8%	93.6%
C1	1101	1047	494	165	749	348	401	949
%V	28.2%	27.7%	28.7%	25.2%	27.8%	27.4%	28.3%	29.1%
%H		95.1%	44.9%	15.0%	68.0%	31.6%	36.4%	86.2%
C2	826	809	372	149	580	289	291	655
%V	21.2%	21.4%	21.6%	22.7%	21.6%	22.8%	20.5%	20.1%
%H		97.9%	45.0%	18.0%	70.2%	35.0%	35.2%	79.3%
D	423	406	183	72	266	112	154	302
%V	10.8%	10.7%	10.6%	11.0%	9.9%	8.8%	10.9%	9.3%
%H		96.0%	43.3%	17.0%	62.9%	26.5%	36.4%	71.4%
E	211	204	72	23	156	48	107	97
%V	5.4%	5.4%	4.2%	3.5%	5.8%	3.8%	7.5%	3.0%
%H		96.7%	34.1%	10.9%	73.9%	22.7%	50.7%	46.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3901	3777	1720	656	2690	1270	1419	3256
%H		96.8%	44.1%	16.8%	69.0%	32.6%	36.4%	83.5%
Working full time	1782	1730	862	352	1148	626	522	1657
%V	45.7%	45.8%	50.1%	53.7%	42.7%	49.3%	36.8%	50.9%
%H		97.1%	48.4%	19.8%	64.4%	35.1%	29.3%	93.0%
Working part time	457	447	218	80	318	164	154	414
%V	11.7%	11.8%	12.7%	12.2%	11.8%	12.9%	10.9%	12.7%
%H		97.8%	47.7%	17.5%	69.6%	35.9%	33.7%	90.6%
Not working	1662	1600	640	225	1223	480	743	1185
%V	42.6%	42.4%	37.2%	34.3%	45.5%	37.8%	52.4%	36.4%
%H		96.3%	38.5%	13.5%	73.6%	28.9%	44.7%	71.3%
Housewife/Houseperson	2069	2001	852	311	1448	603	846	1598
%V	53.0%	53.0%	49.5%	47.4%	53.8%	47.5%	59.6%	49.1%
%H		96.7%	41.2%	15.0%	70.0%	29.1%	40.9%	77.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1835	867	329	1286	637	649	1623
%H		96.2%	45.4%	17.2%	67.4%	33.4%	34.0%	85.1%
16 - 19	112	106	51	32	75	52	23	107
%V	5.9%	5.8%	5.9%	9.7%	5.8%	8.2%	3.5%	6.6%
%H		94.6%	45.5%	28.6%	67.0%	46.4%	20.5%	95.5%
20 - 24	137	116	58	29	73	44	29	127
%V	7.2%	6.3%	6.7%	8.8%	5.7%	6.9%	4.5%	7.8%
%H		84.7%	42.3%	21.2%	53.3%	32.1%	21.2%	92.7%
25 - 34	287	275	153	49	163	90	73	260
%V	15.0%	15.0%	17.6%	14.9%	12.7%	14.1%	11.2%	16.0%
%H		95.8%	53.3%	17.1%	56.8%	31.4%	25.4%	90.6%
35 - 44	309	301	165	46	192	101	91	279
%V	16.2%	16.4%	19.0%	14.0%	14.9%	15.9%	14.0%	17.2%
%H		97.4%	53.4%	14.9%	62.1%	32.7%	29.4%	90.3%
45 - 54	360	349	153	88	241	131	110	328
%V	18.9%	19.0%	17.6%	26.7%	18.7%	20.6%	16.9%	20.2%
%H		96.9%	42.5%	24.4%	66.9%	36.4%	30.6%	91.1%
55 - 64	282	276	127	41	209	98	111	243
%V	14.8%	15.0%	14.6%	12.5%	16.3%	15.4%	17.1%	15.0%
%H		97.9%	45.0%	14.5%	74.1%	34.8%	39.4%	86.2%
65+	421	413	160	44	334	121	213	278
%V	22.1%	22.5%	18.5%	13.4%	26.0%	19.0%	32.8%	17.1%
%H		98.1%	38.0%	10.5%	79.3%	28.7%	50.6%	66.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1835	867	329	1286	637	649	1623
%H		96.2%	45.4%	17.2%	67.4%	33.4%	34.0%	85.1%
AB	670	656	300	129	465	237	228	635
%V	35.1%	35.7%	34.6%	39.2%	36.2%	37.2%	35.1%	39.1%
%H		97.9%	44.8%	19.3%	69.4%	35.4%	34.0%	94.8%
C1	509	477	239	80	335	171	164	454
%V	26.7%	26.0%	27.6%	24.3%	26.0%	26.8%	25.3%	28.0%
%H		93.7%	47.0%	15.7%	65.8%	33.6%	32.2%	89.2%
C2	441	428	202	79	308	160	149	346
%V	23.1%	23.3%	23.3%	24.0%	24.0%	25.1%	23.0%	21.3%
%H		97.1%	45.8%	17.9%	69.8%	36.3%	33.8%	78.5%
D	205	194	93	33	122	51	71	149
%V	10.7%	10.6%	10.7%	10.0%	9.5%	8.0%	10.9%	9.2%
%H		94.6%	45.4%	16.1%	59.5%	24.9%	34.6%	72.7%
E	84	79	33	8	55	18	38	39
%V	4.4%	4.3%	3.8%	2.4%	4.3%	2.8%	5.9%	2.4%
%H		94.0%	39.3%	9.5%	65.5%	21.4%	45.2%	46.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1835	867	329	1286	637	649	1623
%H		96.2%	45.4%	17.2%	67.4%	33.4%	34.0%	85.1%
Working full time	1123	1090	548	216	725	395	330	1040
%V	58.9%	59.4%	63.2%	65.7%	56.4%	62.0%	50.8%	64.1%
%H		97.1%	48.8%	19.2%	64.6%	35.2%	29.4%	92.6%
Working part time	98	95	50	14	64	31	34	83
%V	5.1%	5.2%	5.8%	4.3%	5.0%	4.9%	5.2%	5.1%
%H		96.9%	51.0%	14.3%	65.3%	31.6%	34.7%	84.7%
Not working	688	649	269	99	497	211	286	499
%V	36.1%	35.4%	31.0%	30.1%	38.6%	33.1%	44.1%	30.7%
%H		94.3%	39.1%	14.4%	72.2%	30.7%	41.6%	72.5%
Housewife/Houseperson	393	360	149	43	256	85	171	258
%V	20.6%	19.6%	17.2%	13.1%	19.9%	13.3%	26.3%	15.9%
%H		91.6%	37.9%	10.9%	65.1%	21.6%	43.5%	65.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1992	1942	853	328	1404	634	770	1633
%H		97.5%	42.8%	16.5%	70.5%	31.8%	38.7%	82.0%
16 - 19	89	86	38	25	58	34	24	85
%V	4.5%	4.4%	4.5%	7.6%	4.1%	5.4%	3.1%	5.2%
%H		96.6%	42.7%	28.1%	65.2%	38.2%	27.0%	95.5%
20 - 24	141	133	53	31	95	45	50	131
%V	7.1%	6.8%	6.2%	9.5%	6.8%	7.1%	6.5%	8.0%
%H		94.3%	37.6%	22.0%	67.4%	31.9%	35.5%	92.9%
25 - 34	282	271	140	54	159	82	76	253
%V	14.2%	14.0%	16.4%	16.5%	11.3%	12.9%	9.9%	15.5%
%H		96.1%	49.6%	19.1%	56.4%	29.1%	27.0%	89.7%
35 - 44	326	317	177	55	195	108	87	308
%V	16.4%	16.3%	20.8%	16.8%	13.9%	17.0%	11.3%	18.9%
%H		97.2%	54.3%	16.9%	59.8%	33.1%	26.7%	94.5%
45 - 54	349	338	152	82	242	137	105	335
%V	17.5%	17.4%	17.8%	25.0%	17.2%	21.6%	13.6%	20.5%
%H		96.8%	43.6%	23.5%	69.3%	39.3%	30.1%	96.0%
55 - 64	290	286	128	40	223	101	122	248
%V	14.6%	14.7%	15.0%	12.2%	15.9%	15.9%	15.8%	15.2%
%H		98.6%	44.1%	13.8%	76.9%	34.8%	42.1%	85.5%
65+	515	510	164	41	432	125	306	273
%V	25.9%	26.3%	19.2%	12.5%	30.8%	19.7%	39.7%	16.7%
%H		99.0%	31.8%	8.0%	83.9%	24.3%	59.4%	53.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1992	1942	853	328	1404	634	770	1633
%H		97.5%	42.8%	16.5%	70.5%	31.8%	38.7%	82.0%
AB	669	655	300	118	475	237	238	619
%V	33.6%	33.7%	35.2%	36.0%	33.8%	37.4%	30.9%	37.9%
%H		97.9%	44.8%	17.6%	71.0%	35.4%	35.6%	92.5%
C1	592	570	254	85	414	177	237	495
%V	29.7%	29.4%	29.8%	25.9%	29.5%	27.9%	30.8%	30.3%
%H		96.3%	42.9%	14.4%	69.9%	29.9%	40.0%	83.6%
C2	385	380	170	70	272	129	143	308
%V	19.3%	19.6%	19.9%	21.3%	19.4%	20.3%	18.6%	18.9%
%H		98.7%	44.2%	18.2%	70.6%	33.5%	37.1%	80.0%
D	218	212	90	39	143	61	82	153
%V	10.9%	10.9%	10.6%	11.9%	10.2%	9.6%	10.6%	9.4%
%H		97.2%	41.3%	17.9%	65.6%	28.0%	37.6%	70.2%
E	127	125	39	15	100	30	70	58
%V	6.4%	6.4%	4.6%	4.6%	7.1%	4.7%	9.1%	3.6%
%H		98.4%	30.7%	11.8%	78.7%	23.6%	55.1%	45.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1992	1942	853	328	1404	634	770	1633
%H		97.5%	42.8%	16.5%	70.5%	31.8%	38.7%	82.0%
Working full time	659	640	314	136	423	231	192	617
%V	33.1%	33.0%	36.8%	41.5%	30.1%	36.4%	24.9%	37.8%
%H		97.1%	47.6%	20.6%	64.2%	35.1%	29.1%	93.6%
Working part time	359	352	168	66	254	133	121	330
%V	18.0%	18.1%	19.7%	20.1%	18.1%	21.0%	15.7%	20.2%
%H		98.1%	46.8%	18.4%	70.8%	37.0%	33.7%	91.9%
Not working	974	950	371	126	726	269	457	686
%V	48.9%	48.9%	43.5%	38.4%	51.7%	42.4%	59.4%	42.0%
%H		97.5%	38.1%	12.9%	74.5%	27.6%	46.9%	70.4%
Housewife/Houseperson	1676	1641	703	268	1192	517	675	1340
%V	84.1%	84.5%	82.4%	81.7%	84.9%	81.5%	87.7%	82.1%
%H		97.9%	41.9%	16.0%	71.1%	30.8%	40.3%	80.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
AB	511	492	236	69	391	203	189	455
%V	19.7%	19.6%	21.8%	21.0%	19.4%	21.7%	17.5%	24.7%
%H (All HH)		96.3%	46.2%	13.5%	76.5%	39.7%	37.0%	89.0%
%H (TV HH)			48.0%	14.0%	79.5%	41.3%	38.4%	
C1	672	650	274	86	527	242	284	540
%V	26.0%	25.9%	25.3%	26.2%	26.1%	25.9%	26.2%	29.4%
%H (All HH)		96.7%	40.8%	12.8%	78.4%	36.0%	42.3%	80.4%
%H (TV HH)			42.2%	13.2%	81.1%	37.2%	43.7%	
C2	544	533	260	78	425	231	194	416
%V	21.0%	21.3%	24.0%	23.8%	21.1%	24.7%	17.9%	22.6%
%H (All HH)		98.0%	47.8%	14.3%	78.1%	42.5%	35.7%	76.5%
%H (TV HH)			48.8%	14.6%	79.7%	43.3%	36.4%	
D	450	439	201	55	338	155	182	290
%V	17.4%	17.5%	18.5%	16.8%	16.8%	16.6%	16.8%	15.8%
%H (All HH)		97.6%	44.7%	12.2%	75.1%	34.4%	40.4%	64.4%
%H (TV HH)			45.8%	12.5%	77.0%	35.3%	41.5%	
E	411	393	115	40	337	103	234	138
%V	15.9%	15.7%	10.6%	12.2%	16.7%	11.0%	21.6%	7.5%
%H (All HH)		95.6%	28.0%	9.7%	82.0%	25.1%	56.9%	33.6%
%H (TV HH)			29.3%	10.2%	85.8%	26.2%	59.5%	

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Under 25	160	145	55	15	108	39	69	113
%V	6.2%	5.8%	5.1%	4.6%	5.4%	4.2%	6.4%	6.1%
%H (All HH)		90.6%	34.4%	9.4%	67.5%	24.4%	43.1%	70.6%
%H (TV HH)			37.9%	10.3%	74.5%	26.9%	47.6%	
25 - 34	392	369	195	50	259	143	116	322
%V	15.1%	14.7%	18.0%	15.2%	12.8%	15.3%	10.7%	17.5%
%H (All HH)		94.1%	49.7%	12.8%	66.1%	36.5%	29.6%	82.1%
%H (TV HH)			52.8%	13.6%	70.2%	38.8%	31.4%	
35 - 44	440	427	226	73	322	195	127	379
%V	17.0%	17.0%	20.8%	22.3%	16.0%	20.9%	11.7%	20.6%
%H (All HH)		97.0%	51.4%	16.6%	73.2%	44.3%	28.9%	86.1%
%H (TV HH)			52.9%	17.1%	75.4%	45.7%	29.7%	
45 - 54	506	495	248	71	392	214	178	435
%V	19.6%	19.7%	22.9%	21.6%	19.4%	22.9%	16.4%	23.7%
%H (All HH)		97.8%	49.0%	14.0%	77.5%	42.3%	35.2%	86.0%
%H (TV HH)			50.1%	14.3%	79.2%	43.2%	36.0%	
55 - 64	399	393	155	59	336	156	180	292
%V	15.4%	15.7%	14.3%	18.0%	16.7%	16.7%	16.6%	15.9%
%H (All HH)		98.5%	38.8%	14.8%	84.2%	39.1%	45.1%	73.2%
%H (TV HH)			39.4%	15.0%	85.5%	39.7%	45.8%	
65 +	690	678	206	60	600	186	414	298
%V	26.7%	27.0%	19.0%	18.3%	29.7%	19.9%	38.2%	16.2%
%H (All HH)		98.3%	29.9%	8.7%	87.0%	27.0%	60.0%	43.2%
%H (TV HH)			30.4%	8.8%	88.5%	27.4%	61.1%	

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
1	793	747	191	80	626	157	469	347
%V	30.6%	29.8%	17.6%	24.4%	31.0%	16.8%	43.3%	18.9%
%H (All HH)		94.2%	24.1%	10.1%	78.9%	19.8%	59.1%	43.8%
%H (TV HH)			25.6%	10.7%	83.8%	21.0%	62.8%	
2	900	882	384	114	729	349	380	691
%V	34.8%	35.2%	35.4%	34.8%	36.1%	37.4%	35.1%	37.6%
%H (All HH)		98.0%	42.7%	12.7%	81.0%	38.8%	42.2%	76.8%
%H (TV HH)			43.5%	12.9%	82.7%	39.6%	43.1%	
3	406	397	214	61	308	190	118	351
%V	15.7%	15.8%	19.7%	18.6%	15.3%	20.3%	10.9%	19.1%
%H (All HH)		97.8%	52.7%	15.0%	75.9%	46.8%	29.1%	86.5%
%H (TV HH)			53.9%	15.4%	77.6%	47.9%	29.7%	
4	327	323	199	55	240	167	73	307
%V	12.6%	12.9%	18.3%	16.8%	11.9%	17.9%	6.7%	16.7%
%H (All HH)		98.8%	60.9%	16.8%	73.4%	51.1%	22.3%	93.9%
%H (TV HH)			61.6%	17.0%	74.3%	51.7%	22.6%	
5+	162	158	97	18	114	70	44	143
%V	6.3%	6.3%	8.9%	5.5%	5.7%	7.5%	4.1%	7.8%
%H (All HH)		97.5%	59.9%	11.1%	70.4%	43.2%	27.2%	88.3%
%H (TV HH)			61.4%	11.4%	72.2%	44.3%	27.8%	
Average HH size	2.32	2.34	2.70	2.46	2.27	2.65	1.95	2.61

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Without	1916	1847	708	231	1532	636	896	1260
%V	74.0%	73.7%	65.3%	70.4%	76.0%	68.1%	82.7%	68.5%
%H (All HH)		96.4%	37.0%	12.1%	80.0%	33.2%	46.8%	65.8%
%H (TV HH)			38.3%	12.5%	82.9%	34.4%	48.5%	
With	672	660	377	96	486	298	188	578
%V	26.0%	26.3%	34.7%	29.3%	24.1%	31.9%	17.4%	31.4%
%H (All HH)		98.2%	56.1%	14.3%	72.3%	44.3%	28.0%	86.0%
%H (TV HH)			57.1%	14.5%	73.6%	45.2%	28.5%	
0 - 3	260	255	148	35	177	107	71	211
%V	10.0%	10.2%	13.6%	10.7%	8.8%	11.5%	6.6%	11.5%
%H (All HH)		98.1%	56.9%	13.5%	68.1%	41.2%	27.3%	81.2%
%H (TV HH)			58.0%	13.7%	69.4%	42.0%	27.8%	
4 - 9	318	310	180	45	217	131	86	266
%V	12.3%	12.4%	16.6%	13.7%	10.8%	14.0%	7.9%	14.5%
%H (All HH)		97.5%	56.6%	14.2%	68.2%	41.2%	27.0%	83.6%
%H (TV HH)			58.1%	14.5%	70.0%	42.3%	27.7%	
10 - 15	325	323	189	47	244	156	89	302
%V	12.6%	12.9%	17.4%	14.3%	12.1%	16.7%	8.2%	16.4%
%H (All HH)		99.4%	58.2%	14.5%	75.1%	48.0%	27.4%	92.9%
%H (TV HH)			58.5%	14.6%	75.5%	48.3%	27.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
1	906	906	282	89	671	158	513	513
%V	35.0%	36.1%	26.0%	27.1%	33.3%	16.9%	47.4%	27.9%
%H (All HH)		100.0%	31.1%	9.8%	74.1%	17.4%	56.6%	56.6%
%H (TV HH)			31.1%	9.8%	74.1%	17.4%	56.6%	
2	878	878	394	130	723	364	360	651
%V	33.9%	35.0%	36.3%	39.6%	35.8%	39.0%	33.2%	35.4%
%H (All HH)		100.0%	44.9%	14.8%	82.3%	41.5%	41.0%	74.1%
%H (TV HH)			44.9%	14.8%	82.3%	41.5%	41.0%	
3	422	422	216	65	361	216	144	354
%V	16.3%	16.8%	19.9%	19.8%	17.9%	23.1%	13.3%	19.2%
%H (All HH)		100.0%	51.2%	15.4%	85.5%	51.2%	34.1%	83.9%
%H (TV HH)			51.2%	15.4%	85.5%	51.2%	34.1%	
4	197	197	124	27	173	124	49	182
%V	7.6%	7.9%	11.4%	8.2%	8.6%	13.3%	4.5%	9.9%
%H (All HH)		100.0%	62.9%	13.7%	87.8%	62.9%	24.9%	92.4%
%H (TV HH)			62.9%	13.7%	87.8%	62.9%	24.9%	
5+	103	103	69	17	89	71	18	98
%V	4.0%	4.1%	6.4%	5.2%	4.4%	7.6%	1.7%	5.3%
%H (All HH)		100.0%	67.0%	16.5%	86.4%	68.9%	17.5%	95.1%
%H (TV HH)			67.0%	16.5%	86.4%	68.9%	17.5%	

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Under 20"	674	674	297	86	613	318	295	510
%V	26.0%	26.9%	27.4%	26.2%	30.4%	34.0%	27.2%	27.7%
%H (All HH)		100.0%	44.1%	12.8%	90.9%	47.2%	43.8%	75.7%
%H (TV HH)			44.1%	12.8%	90.9%	47.2%	43.8%	
20" - 29"	936	936	385	130	814	388	427	671
%V	36.2%	37.3%	35.5%	39.6%	40.4%	41.5%	39.4%	36.5%
%H (All HH)		100.0%	41.1%	13.9%	87.0%	41.5%	45.6%	71.7%
%H (TV HH)			41.1%	13.9%	87.0%	41.5%	45.6%	
30" - 39"	1345	1345	588	180	1111	529	583	982
%V	52.0%	53.6%	54.2%	54.9%	55.1%	56.6%	53.8%	53.4%
%H (All HH)		100.0%	43.7%	13.4%	82.6%	39.3%	43.3%	73.0%
%H (TV HH)			43.7%	13.4%	82.6%	39.3%	43.3%	
40" and over	1055	1055	609	161	823	526	297	890
%V	40.8%	42.1%	56.1%	49.1%	40.8%	56.3%	27.4%	48.4%
%H (All HH)		100.0%	57.7%	15.3%	78.0%	49.9%	28.2%	84.4%
%H (TV HH)			57.7%	15.3%	78.0%	49.9%	28.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Main living room	2458	2458	1078	323	1995	928	1067	1769
%V	95.0%	98.0%	99.4%	98.5%	98.9%	99.4%	98.5%	96.2%
%H (All HH)		100.0%	43.9%	13.1%	81.2%	37.8%	43.4%	72.0%
%H (TV HH)			43.9%	13.1%	81.2%	37.8%	43.4%	
Kitchen	315	315	152	37	289	159	130	250
%V	12.2%	12.6%	14.0%	11.3%	14.3%	17.0%	12.0%	13.6%
%H (All HH)		100.0%	48.3%	11.7%	91.7%	50.5%	41.3%	79.4%
%H (TV HH)			48.3%	11.7%	91.7%	50.5%	41.3%	
Adult's bedroom	1120	1120	569	168	970	574	396	904
%V	43.3%	44.7%	52.4%	51.2%	48.1%	61.5%	36.6%	49.2%
%H (All HH)		100.0%	50.8%	15.0%	86.6%	51.3%	35.4%	80.7%
%H (TV HH)			50.8%	15.0%	86.6%	51.3%	35.4%	
Child's bedroom	206	206	125	36	182	133	49	193
%V	8.0%	8.2%	11.5%	11.0%	9.0%	14.2%	4.5%	10.5%
%H (All HH)		100.0%	60.7%	17.5%	88.3%	64.6%	23.8%	93.7%
%H (TV HH)			60.7%	17.5%	88.3%	64.6%	23.8%	
Other bedroom	128	128	68	15	118	70	47	115
%V	4.9%	5.1%	6.3%	4.6%	5.9%	7.5%	4.3%	6.3%
%H (All HH)		100.0%	53.1%	11.7%	92.2%	54.7%	36.7%	89.8%
%H (TV HH)			53.1%	11.7%	92.2%	54.7%	36.7%	
Second living/dining room	236	236	132	38	195	126	69	202
%V	9.1%	9.4%	12.2%	11.6%	9.7%	13.5%	6.4%	11.0%
%H (All HH)		100.0%	55.9%	16.1%	82.6%	53.4%	29.2%	85.6%
%H (TV HH)			55.9%	16.1%	82.6%	53.4%	29.2%	
Study/office	29	29	13	3	25	12	12	28
%V	1.1%	1.2%	1.2%	0.9%	1.2%	1.3%	1.1%	1.5%
%H (All HH)		100.0%	44.8%	10.3%	86.2%	41.4%	41.4%	96.6%
%H (TV HH)			44.8%	10.3%	86.2%	41.4%	41.4%	
TV room	13	13	5	2	11	6	5	11
%V	0.5%	0.5%	0.5%	0.6%	0.5%	0.6%	0.5%	0.6%
%H (All HH)		100.0%	38.5%	15.4%	84.6%	46.2%	38.5%	84.6%
%H (TV HH)			38.5%	15.4%	84.6%	46.2%	38.5%	
Conservatory	83	83	45	19	74	54	20	69
%V	3.2%	3.3%	4.1%	5.8%	3.7%	5.8%	1.8%	3.8%
%H (All HH)		100.0%	54.2%	22.9%	89.2%	65.1%	24.1%	83.1%
%H (TV HH)			54.2%	22.9%	89.2%	65.1%	24.1%	
Attic or loft room	5	5	2	1	5	3	2	3
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	100.0%	60.0%	40.0%	60.0%
%H (TV HH)			40.0%	20.0%	100.0%	60.0%	40.0%	
No specific location	7	7	2	1	7	2	4	5
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.4%	0.3%
%H (All HH)		100.0%	28.6%	14.3%	100.0%	28.6%	57.1%	71.4%
%H (TV HH)			28.6%	14.3%	100.0%	28.6%	57.1%	
Other	15	15	9	2	13	9	4	14
%V	0.6%	0.6%	0.8%	0.6%	0.6%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	60.0%	13.3%	86.7%	60.0%	26.7%	93.3%
%H (TV HH)			60.0%	13.3%	86.7%	60.0%	26.7%	

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Any DSAT provider	1085	1085	1085	22	733	733	0	922
%V	41.9%	43.3%	100.0%	6.7%	36.3%	78.5%	0.0%	50.1%
%H (All HH)			100.0%	2.0%	67.6%	67.6%	0.0%	85.0%
%H (TV HH)			100.0%	2.0%	67.6%	67.6%	0.0%	
Sky with subscription	911	911	911	13	620	620	0	792
%V	35.2%	36.3%	84.0%	4.0%	30.7%	66.4%	0.0%	43.1%
%H (All HH)			100.0%	1.4%	68.1%	68.1%	0.0%	86.9%
%H (TV HH)			100.0%	1.4%	68.1%	68.1%	0.0%	
Sky without subscription	78	78	78	6	41	41	0	54
%V	3.0%	3.1%	7.2%	1.8%	2.0%	4.4%	0.0%	2.9%
%H (All HH)			100.0%	7.7%	52.6%	52.6%	0.0%	69.2%
%H (TV HH)			100.0%	7.7%	52.6%	52.6%	0.0%	
Freesat	89	89	89	3	71	71	0	71
%V	3.4%	3.6%	8.2%	0.9%	3.5%	7.6%	0.0%	3.9%
%H (All HH)			100.0%	3.4%	79.8%	79.8%	0.0%	79.8%
%H (TV HH)			100.0%	3.4%	79.8%	79.8%	0.0%	
Other satellite provider	22	22	22	1	14	14	0	18
%V	0.9%	0.9%	2.0%	0.3%	0.7%	1.5%	0.0%	1.0%
%H (All HH)			100.0%	4.5%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	4.5%	63.6%	63.6%	0.0%	
DCAB	328	328	22	328	210	210	0	281
%V	12.7%	13.1%	2.0%	100.0%	10.4%	22.5%	0.0%	15.3%
%H (All HH)			6.7%	100.0%	64.0%	64.0%	0.0%	85.7%
%H (TV HH)			6.7%	100.0%	64.0%	64.0%	0.0%	
DTT	2017	2017	733	210	2017	934	1083	1389
%V	77.9%	80.5%	67.6%	64.0%	100.0%	100.0%	100.0%	75.5%
%H (All HH)		100.0%	36.3%	10.4%	100.0%	46.3%	53.7%	68.9%
%H (TV HH)			36.3%	10.4%	100.0%	46.3%	53.7%	

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 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%H (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
PVR	1440	1440	911	225	1091	770	321	1219
%V	55.6%	57.4%	84.0%	68.6%	54.1%	82.4%	29.6%	66.3%
%H (All HH)		100.0%	63.3%	15.6%	75.8%	53.5%	22.3%	84.7%
%H (TV HH)			63.3%	15.6%	75.8%	53.5%	22.3%	
DVDR	164	164	78	20	136	67	70	133
%V	6.3%	6.5%	7.2%	6.1%	6.7%	7.2%	6.5%	7.2%
%H (All HH)		100.0%	47.6%	12.2%	82.9%	40.9%	42.7%	81.1%
%H (TV HH)			47.6%	12.2%	82.9%	40.9%	42.7%	
VCR	192	192	77	26	157	65	91	133
%V	7.4%	7.7%	7.1%	7.9%	7.8%	7.0%	8.4%	7.2%
%H (All HH)		100.0%	40.1%	13.5%	81.8%	33.9%	47.4%	69.3%
%H (TV HH)			40.1%	13.5%	81.8%	33.9%	47.4%	
Any recorder	1586	1586	942	241	1221	799	421	1310
%V	61.3%	63.3%	86.8%	73.5%	60.5%	85.5%	38.9%	71.2%
%H (All HH)		100.0%	59.4%	15.2%	77.0%	50.4%	26.5%	82.6%
%H (TV HH)			59.4%	15.2%	77.0%	50.4%	26.5%	
Receives HDTV (via STB or built-in reception)	1271	1271	705	248	988	651	336	1066
%V	49.1%	50.7%	65.0%	75.6%	49.0%	69.7%	31.0%	58.0%
%H (All HH)		100.0%	55.5%	19.5%	77.7%	51.2%	26.4%	83.9%
%H (TV HH)			55.5%	19.5%	77.7%	51.2%	26.4%	
DVD/Blu-ray player or recorder	2023	2023	914	284	1649	812	836	1534
%V	78.2%	80.7%	84.2%	86.6%	81.8%	86.9%	77.2%	83.4%
%H (All HH)		100.0%	45.2%	14.0%	81.5%	40.1%	41.3%	75.8%
%H (TV HH)			45.2%	14.0%	81.5%	40.1%	41.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2588	2507	1085	328	2017	934	1083	1839
%V (All HH)		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%
%H (TV HH)			43.3%	13.1%	80.5%	37.3%	43.2%	
Has broadband internet	1839	1798	922	281	1389	800	589	1839
%V	71.1%	71.7%	85.0%	85.7%	68.9%	85.7%	54.4%	100.0%
%H (All HH)		97.8%	50.1%	15.3%	75.5%	43.5%	32.0%	100.0%
%H (TV HH)			51.3%	15.6%	77.3%	44.5%	32.8%	
Number of computers (PCs and laptops)								
0	647	615	136	44	547	115	432	20
%V	25.0%	24.5%	12.5%	13.4%	27.1%	12.3%	39.9%	1.1%
%H (All HH)		95.1%	21.0%	6.8%	84.5%	17.8%	66.8%	3.1%
%H (TV HH)			22.1%	7.2%	88.9%	18.7%	70.2%	
1	973	943	427	124	734	347	386	874
%V	37.6%	37.6%	39.4%	37.8%	36.4%	37.2%	35.6%	47.5%
%H (All HH)		96.9%	43.9%	12.7%	75.4%	35.7%	39.7%	89.8%
%H (TV HH)			45.3%	13.1%	77.8%	36.8%	40.9%	
2	499	487	265	84	370	234	137	481
%V	19.3%	19.4%	24.4%	25.6%	18.3%	25.1%	12.7%	26.2%
%H (All HH)		97.6%	53.1%	16.8%	74.1%	46.9%	27.5%	96.4%
%H (TV HH)			54.4%	17.2%	76.0%	48.0%	28.1%	
3	238	233	129	40	187	122	65	235
%V	9.2%	9.3%	11.9%	12.2%	9.3%	13.1%	6.0%	12.8%
%H (All HH)		97.9%	54.2%	16.8%	78.6%	51.3%	27.3%	98.7%
%H (TV HH)			55.4%	17.2%	80.3%	52.4%	27.9%	
4	121	118	64	17	94	58	37	120
%V	4.7%	4.7%	5.9%	5.2%	4.7%	6.2%	3.4%	6.5%
%H (All HH)		97.5%	52.9%	14.0%	77.7%	47.9%	30.6%	99.2%
%H (TV HH)			54.2%	14.4%	79.7%	49.2%	31.4%	
5+	110	110	64	20	85	59	26	108
%V	4.3%	4.4%	5.9%	6.1%	4.2%	6.3%	2.4%	5.9%
%H (All HH)		100.0%	58.2%	18.2%	77.3%	53.6%	23.6%	98.2%
%H (TV HH)			58.2%	18.2%	77.3%	53.6%	23.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5270	2585	741	4370	2414	1955	4130
%H		49.1%	14.1%	82.9%	45.8%	37.1%	78.4%
Under 20"	886	412	113	808	440	367	694
%V	16.8%	15.9%	15.2%	18.5%	18.2%	18.8%	16.8%
%H		46.5%	12.8%	91.2%	49.7%	41.4%	78.3%
20" - 29"	1183	512	174	1037	529	508	878
%V	22.4%	19.8%	23.5%	23.7%	21.9%	26.0%	21.3%
%H		43.3%	14.7%	87.7%	44.7%	42.9%	74.2%
30" - 39"	1596	732	216	1327	673	654	1196
%V	30.3%	28.3%	29.1%	30.4%	27.9%	33.5%	29.0%
%H		45.9%	13.5%	83.1%	42.2%	41.0%	74.9%
40" and over	1208	708	184	945	614	331	1033
%V	22.9%	27.4%	24.8%	21.6%	25.4%	16.9%	25.0%
%H		58.6%	15.2%	78.2%	50.8%	27.4%	85.5%
Don't know	36	15	4	33	16	17	25
%V	0.7%	0.6%	0.5%	0.8%	0.7%	0.9%	0.6%
%H		41.7%	11.1%	91.7%	44.4%	47.2%	69.4%
Not Asked	361	206	50	220	142	78	304
%V	6.9%	8.0%	6.7%	5.0%	5.9%	4.0%	7.4%
%H		57.1%	13.9%	60.9%	39.3%	21.6%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5270	2585	741	4370	2414	1955	4130
%H		49.1%	14.1%	82.9%	45.8%	37.1%	78.4%
Main living room	2466	1081	324	2002	933	1069	1775
%V	46.8%	41.8%	43.7%	45.8%	38.6%	54.7%	43.0%
%H		43.8%	13.1%	81.2%	37.8%	43.3%	72.0%
Kitchen	316	152	37	290	159	131	251
%V	6.0%	5.9%	5.0%	6.6%	6.6%	6.7%	6.1%
%H		48.1%	11.7%	91.8%	50.3%	41.5%	79.4%
Adult's bedroom	1319	685	200	1152	704	448	1079
%V	25.0%	26.5%	27.0%	26.4%	29.2%	22.9%	26.1%
%H		51.9%	15.2%	87.3%	53.4%	34.0%	81.8%
Child's bedroom	271	169	45	239	178	60	253
%V	5.1%	6.5%	6.1%	5.5%	7.4%	3.1%	6.1%
%H		62.4%	16.6%	88.2%	65.7%	22.1%	93.4%
Other bedroom	145	80	18	132	82	50	131
%V	2.8%	3.1%	2.4%	3.0%	3.4%	2.6%	3.2%
%H		55.2%	12.4%	91.0%	56.6%	34.5%	90.3%
Second living/dining room	241	135	39	200	130	70	207
%V	4.6%	5.2%	5.3%	4.6%	5.4%	3.6%	5.0%
%H		56.0%	16.2%	83.0%	53.9%	29.0%	85.9%
Study/office	29	13	3	25	12	13	28
%V	0.6%	0.5%	0.4%	0.6%	0.5%	0.7%	0.7%
%H		44.8%	10.3%	86.2%	41.4%	44.8%	96.6%
TV room	13	5	2	11	6	5	11
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%
%H		38.5%	15.4%	84.6%	46.2%	38.5%	84.6%
Conservatory	83	45	19	74	54	20	69
%V	1.6%	1.7%	2.6%	1.7%	2.2%	1.0%	1.7%
%H		54.2%	22.9%	89.2%	65.1%	24.1%	83.1%
Attic or loft room	5	2	1	5	3	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	60.0%
No specific location	7	2	1	7	2	4	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		28.6%	14.3%	100.0%	28.6%	57.1%	71.4%
Other	15	9	2	13	9	4	14
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		60.0%	13.3%	86.7%	60.0%	26.7%	93.3%
Not Asked	361	206	50	220	142	78	304
%V	6.9%	8.0%	6.7%	5.0%	5.9%	4.0%	7.4%
%H		57.1%	13.9%	60.9%	39.3%	21.6%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5270	2585	741	4370	2414	1955	4130
%H		49.1%	14.1%	82.9%	45.8%	37.1%	78.4%
PVR	1834	1218	280	1357	997	360	1593
%V	34.8%	47.1%	37.8%	31.1%	41.3%	18.4%	38.6%
%H		66.4%	15.3%	74.0%	54.4%	19.6%	86.9%
DVDR	181	87	20	150	74	76	146
%V	3.4%	3.4%	2.7%	3.4%	3.1%	3.9%	3.5%
%H		48.1%	11.0%	82.9%	40.9%	42.0%	80.7%
VCR	207	84	30	168	72	95	147
%V	3.9%	3.2%	4.0%	3.8%	3.0%	4.9%	3.6%
%H		40.6%	14.5%	81.2%	34.8%	45.9%	71.0%
Any recorder	2033	1278	306	1533	1056	478	1728
%V	38.6%	49.4%	41.3%	35.1%	43.7%	24.5%	41.8%
%H		62.9%	15.1%	75.4%	51.9%	23.5%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5270	2585	741	4370	2414	1955	4130
%H		49.1%	14.1%	82.9%	45.8%	37.1%	78.4%
Receives HDTV (via STB or built-in reception)	1729	950	348	1359	898	460	1476
%V	32.8%	36.8%	47.0%	31.1%	37.2%	23.5%	35.7%
%H		54.9%	20.1%	78.6%	51.9%	26.6%	85.4%
DVD/Blu-ray player or recorder	2969	1423	461	2479	1367	1113	2384
%V	56.3%	55.0%	62.2%	56.7%	56.6%	56.9%	57.7%
%H		47.9%	15.5%	83.5%	46.0%	37.5%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2499	1085	328	2014	934	1080	1793
%H		43.4%	13.1%	80.6%	37.4%	43.2%	71.7%
Under 20"	57	11	4	50	9	41	23
%V	2.3%	1.0%	1.2%	2.5%	1.0%	3.8%	1.3%
%H		19.3%	7.0%	87.7%	15.8%	71.9%	40.4%
20" - 29"	391	103	44	335	90	245	213
%V	15.6%	9.5%	13.4%	16.6%	9.6%	22.7%	11.9%
%H		26.3%	11.3%	85.7%	23.0%	62.7%	54.5%
30" - 39"	1002	382	124	824	329	494	678
%V	40.1%	35.2%	37.8%	40.9%	35.2%	45.7%	37.8%
%H		38.1%	12.4%	82.2%	32.8%	49.3%	67.7%
40" and over	1018	584	154	793	501	292	857
%V	40.7%	53.8%	47.0%	39.4%	53.6%	27.0%	47.8%
%H		57.4%	15.1%	77.9%	49.2%	28.7%	84.2%
Don't know	15	5	1	12	3	9	10
%V	0.6%	0.5%	0.3%	0.6%	0.3%	0.8%	0.6%
%H		33.3%	6.7%	80.0%	20.0%	60.0%	66.7%
Not Asked	16	0	1	0	2	0	12
%V	0.6%	0.0%	0.3%	0.0%	0.2%	0.0%	0.7%
%H		0.0%	6.3%	0.0%	12.5%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Yorkshire and Lincolnshire
Set level data
Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2499	1085	328	2014	934	1080	1793
%H		43.4%	13.1%	80.6%	37.4%	43.2%	71.7%
PVR	1396	894	217	1051	748	303	1180
%V	55.9%	82.4%	66.2%	52.2%	80.1%	28.1%	65.8%
%H		64.0%	15.5%	75.3%	53.6%	21.7%	84.5%
DVDR	135	62	17	112	55	57	108
%V	5.4%	5.7%	5.2%	5.6%	5.9%	5.3%	6.0%
%H		45.9%	12.6%	83.0%	40.7%	42.2%	80.0%
VCR	159	59	19	128	47	81	106
%V	6.4%	5.4%	5.8%	6.4%	5.0%	7.5%	5.9%
%H		37.1%	11.9%	80.5%	29.6%	50.9%	66.7%
Any recorder	1529	923	231	1166	774	392	1260
%V	61.2%	85.1%	70.4%	57.9%	82.9%	36.3%	70.3%
%H		60.4%	15.1%	76.3%	50.6%	25.6%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2499	1085	328	2014	934	1080	1793
%H		43.4%	13.1%	80.6%	37.4%	43.2%	71.7%
Receives HDTV (via STB or built-in reception)	1212	680	239	933	622	311	1015
%V	48.5%	62.7%	72.9%	46.3%	66.6%	28.8%	56.6%
%H		56.1%	19.7%	77.0%	51.3%	25.7%	83.7%
DVD/Blu-ray player or recorder	1888	848	264	1529	744	785	1430
%V	75.6%	78.2%	80.5%	75.9%	79.7%	72.7%	79.8%
%H		44.9%	14.0%	81.0%	39.4%	41.6%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2771	1500	413	2356	1481	875	2337
%H		54.1%	14.9%	85.0%	53.4%	31.6%	84.3%
Under 20"	830	400	108	758	431	326	671
%V	30.0%	26.7%	26.2%	32.2%	29.1%	37.3%	28.7%
%H		48.2%	13.0%	91.3%	51.9%	39.3%	80.8%
20" - 29"	793	409	131	702	439	263	665
%V	28.6%	27.3%	31.7%	29.8%	29.6%	30.1%	28.5%
%H		51.6%	16.5%	88.5%	55.4%	33.2%	83.9%
30" - 39"	594	349	92	504	343	160	517
%V	21.4%	23.3%	22.3%	21.4%	23.2%	18.3%	22.1%
%H		58.8%	15.5%	84.8%	57.7%	26.9%	87.0%
40" and over	190	125	30	152	113	39	177
%V	6.9%	8.3%	7.3%	6.5%	7.6%	4.5%	7.6%
%H		65.8%	15.8%	80.0%	59.5%	20.5%	93.2%
Don't know	21	10	3	21	12	9	15
%V	0.8%	0.7%	0.7%	0.9%	0.8%	1.0%	0.6%
%H		47.6%	14.3%	100.0%	57.1%	42.9%	71.4%
Not Asked	343	207	49	219	143	78	292
%V	12.4%	13.8%	11.9%	9.3%	9.7%	8.9%	12.5%
%H		60.3%	14.3%	63.8%	41.7%	22.7%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2771	1500	413	2356	1481	875	2337
%H		54.1%	14.9%	85.0%	53.4%	31.6%	84.3%
PVR	437	324	63	307	249	58	413
%V	15.8%	21.6%	15.3%	13.0%	16.8%	6.6%	17.7%
%H		74.1%	14.4%	70.3%	57.0%	13.3%	94.5%
DVDR	46	24	3	38	19	19	37
%V	1.7%	1.6%	0.7%	1.6%	1.3%	2.2%	1.6%
%H		52.2%	6.5%	82.6%	41.3%	41.3%	80.4%
VCR	48	25	11	40	26	14	41
%V	1.7%	1.7%	2.7%	1.7%	1.8%	1.6%	1.8%
%H		52.1%	22.9%	83.3%	54.2%	29.2%	85.4%
Any recorder	504	354	74	367	282	85	468
%V	18.2%	23.6%	17.9%	15.6%	19.0%	9.7%	20.0%
%H		70.2%	14.7%	72.8%	56.0%	16.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2771	1500	413	2356	1481	875	2337
%H		54.1%	14.9%	85.0%	53.4%	31.6%	84.3%
Receives HDTV (via STB or built-in reception)	516	270	109	426	276	149	461
%V	18.6%	18.0%	26.4%	18.1%	18.6%	17.0%	19.7%
%H		52.3%	21.1%	82.6%	53.5%	28.9%	89.3%
DVD/Blu-ray player or recorder	1081	574	197	951	623	328	954
%V	39.0%	38.3%	47.7%	40.4%	42.1%	37.5%	40.8%
%H		53.1%	18.2%	88.0%	57.6%	30.3%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6012	5863	2933	806	4584	2471	2113	4799
%H		97.5%	48.8%	13.4%	76.2%	41.1%	35.1%	79.8%
Total Children	1147	1126	664	163	808	506	303	993
%V	19.1%	19.2%	22.6%	20.2%	17.6%	20.5%	14.3%	20.7%
%H		98.2%	57.9%	14.2%	70.4%	44.1%	26.4%	86.6%
0 - 3	304	299	177	40	207	127	80	250
%V	5.1%	5.1%	6.0%	5.0%	4.5%	5.1%	3.8%	5.2%
%H		98.4%	58.2%	13.2%	68.1%	41.8%	26.3%	82.2%
4 - 15	842	828	487	123	601	379	223	743
%V	14.0%	14.1%	16.6%	15.3%	13.1%	15.3%	10.6%	15.5%
%H		98.3%	57.8%	14.6%	71.4%	45.0%	26.5%	88.2%
4 - 9	424	412	242	59	289	177	112	356
%V	7.1%	7.0%	8.3%	7.3%	6.3%	7.2%	5.3%	7.4%
%H		97.2%	57.1%	13.9%	68.2%	41.7%	26.4%	84.0%
10 - 15	419	415	245	64	312	202	110	387
%V	7.0%	7.1%	8.4%	7.9%	6.8%	8.2%	5.2%	8.1%
%H		99.0%	58.5%	15.3%	74.5%	48.2%	26.3%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6012	5863	2933	806	4584	2471	2113	4799
%H		97.5%	48.8%	13.4%	76.2%	41.1%	35.1%	79.8%
Total Adults (16+)	4865	4737	2269	643	3776	1965	1811	3807
%V	80.9%	80.8%	77.4%	79.8%	82.4%	79.5%	85.7%	79.3%
%H		97.4%	46.6%	13.2%	77.6%	40.4%	37.2%	78.3%
16 - 19	308	298	156	43	233	139	95	281
%V	5.1%	5.1%	5.3%	5.3%	5.1%	5.6%	4.5%	5.9%
%H		96.8%	50.6%	14.0%	75.6%	45.1%	30.8%	91.2%
20 - 24	428	405	197	47	311	163	148	360
%V	7.1%	6.9%	6.7%	5.8%	6.8%	6.6%	7.0%	7.5%
%H		94.6%	46.0%	11.0%	72.7%	38.1%	34.6%	84.1%
25 - 34	779	740	415	105	526	313	213	667
%V	13.0%	12.6%	14.1%	13.0%	11.5%	12.7%	10.1%	13.9%
%H		95.0%	53.3%	13.5%	67.5%	40.2%	27.3%	85.6%
35 - 44	780	763	430	126	571	364	207	686
%V	13.0%	13.0%	14.7%	15.6%	12.5%	14.7%	9.8%	14.3%
%H		97.8%	55.1%	16.2%	73.2%	46.7%	26.5%	87.9%
45 - 54	862	846	450	121	668	392	275	761
%V	14.3%	14.4%	15.3%	15.0%	14.6%	15.9%	13.0%	15.9%
%H		98.1%	52.2%	14.0%	77.5%	45.5%	31.9%	88.3%
55 - 64	682	674	282	102	576	281	295	531
%V	11.3%	11.5%	9.6%	12.7%	12.6%	11.4%	14.0%	11.1%
%H		98.8%	41.3%	15.0%	84.5%	41.2%	43.3%	77.9%
65+	1026	1011	339	98	891	312	579	522
%V	17.1%	17.2%	11.6%	12.2%	19.4%	12.6%	27.4%	10.9%
%H		98.5%	33.0%	9.6%	86.8%	30.4%	56.4%	50.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4865	4737	2269	643	3776	1965	1811	3807
%H		97.4%	46.6%	13.2%	77.6%	40.4%	37.2%	78.3%
AB	1041	1007	512	141	804	445	359	958
%V	21.4%	21.3%	22.6%	21.9%	21.3%	22.6%	19.8%	25.2%
%H		96.7%	49.2%	13.5%	77.2%	42.7%	34.5%	92.0%
C1	1271	1235	572	176	986	509	477	1082
%V	26.1%	26.1%	25.2%	27.4%	26.1%	25.9%	26.3%	28.4%
%H		97.2%	45.0%	13.8%	77.6%	40.0%	37.5%	85.1%
C2	1104	1090	561	164	881	515	366	904
%V	22.7%	23.0%	24.7%	25.5%	23.3%	26.2%	20.2%	23.7%
%H		98.7%	50.8%	14.9%	79.8%	46.6%	33.2%	81.9%
D	862	845	434	101	632	325	307	618
%V	17.7%	17.8%	19.1%	15.7%	16.7%	16.5%	17.0%	16.2%
%H		98.0%	50.3%	11.7%	73.3%	37.7%	35.6%	71.7%
E	587	560	190	61	472	171	301	244
%V	12.1%	11.8%	8.4%	9.5%	12.5%	8.7%	16.6%	6.4%
%H		95.4%	32.4%	10.4%	80.4%	29.1%	51.3%	41.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4865	4737	2269	643	3776	1965	1811	3807
%H		97.4%	46.6%	13.2%	77.6%	40.4%	37.2%	78.3%
Working full time	2059	2019	1099	309	1549	937	612	1862
%V	42.3%	42.6%	48.4%	48.1%	41.0%	47.7%	33.8%	48.9%
%H		98.1%	53.4%	15.0%	75.2%	45.5%	29.7%	90.4%
Working part time	555	549	277	88	423	244	179	482
%V	11.4%	11.6%	12.2%	13.7%	11.2%	12.4%	9.9%	12.7%
%H		98.9%	49.9%	15.9%	76.2%	44.0%	32.3%	86.8%
Not working	2251	2168	893	246	1803	784	1019	1463
%V	46.3%	45.8%	39.4%	38.3%	47.7%	39.9%	56.3%	38.4%
%H		96.3%	39.7%	10.9%	80.1%	34.8%	45.3%	65.0%
Housewife/Houseperson	2588	2507	1085	328	2017	934	1083	1839
%V	53.2%	52.9%	47.8%	51.0%	53.4%	47.5%	59.8%	48.3%
%H		96.9%	41.9%	12.7%	77.9%	36.1%	41.8%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2311	1168	311	1821	998	822	1922
%H		97.0%	49.0%	13.1%	76.4%	41.9%	34.5%	80.7%
16 - 19	167	162	88	20	131	79	52	155
%V	7.0%	7.0%	7.5%	6.4%	7.2%	7.9%	6.3%	8.1%
%H		97.0%	52.7%	12.0%	78.4%	47.3%	31.1%	92.8%
20 - 24	202	192	103	22	148	85	63	182
%V	8.5%	8.3%	8.8%	7.1%	8.1%	8.5%	7.7%	9.5%
%H		95.0%	51.0%	10.9%	73.3%	42.1%	31.2%	90.1%
25 - 34	390	368	207	51	266	162	103	338
%V	16.4%	15.9%	17.7%	16.4%	14.6%	16.2%	12.5%	17.6%
%H		94.4%	53.1%	13.1%	68.2%	41.5%	26.4%	86.7%
35 - 44	389	376	214	58	279	174	105	339
%V	16.3%	16.3%	18.3%	18.6%	15.3%	17.4%	12.8%	17.6%
%H		96.7%	55.0%	14.9%	71.7%	44.7%	27.0%	87.1%
45 - 54	430	421	236	59	326	201	126	377
%V	18.1%	18.2%	20.2%	19.0%	17.9%	20.1%	15.3%	19.6%
%H		97.9%	54.9%	13.7%	75.8%	46.7%	29.3%	87.7%
55 - 64	335	330	142	52	277	139	138	262
%V	14.1%	14.3%	12.2%	16.7%	15.2%	13.9%	16.8%	13.6%
%H		98.5%	42.4%	15.5%	82.7%	41.5%	41.2%	78.2%
65+	469	462	179	49	395	158	237	270
%V	19.7%	20.0%	15.3%	15.8%	21.7%	15.8%	28.8%	14.0%
%H		98.5%	38.2%	10.4%	84.2%	33.7%	50.5%	57.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2311	1168	311	1821	998	822	1922
%H		97.0%	49.0%	13.1%	76.4%	41.9%	34.5%	80.7%
AB	519	500	263	69	399	227	172	479
%V	21.8%	21.6%	22.5%	22.2%	21.9%	22.7%	20.9%	24.9%
%H		96.3%	50.7%	13.3%	76.9%	43.7%	33.1%	92.3%
C1	621	598	298	82	468	258	210	545
%V	26.1%	25.9%	25.5%	26.4%	25.7%	25.9%	25.5%	28.4%
%H		96.3%	48.0%	13.2%	75.4%	41.5%	33.8%	87.8%
C2	590	579	309	83	465	278	188	480
%V	24.8%	25.1%	26.5%	26.7%	25.5%	27.9%	22.9%	25.0%
%H		98.1%	52.4%	14.1%	78.8%	47.1%	31.9%	81.4%
D	417	410	214	52	300	158	142	308
%V	17.5%	17.7%	18.3%	16.7%	16.5%	15.8%	17.3%	16.0%
%H		98.3%	51.3%	12.5%	71.9%	37.9%	34.1%	73.9%
E	236	225	85	25	188	77	111	110
%V	9.9%	9.7%	7.3%	8.0%	10.3%	7.7%	13.5%	5.7%
%H		95.3%	36.0%	10.6%	79.7%	32.6%	47.0%	46.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2311	1168	311	1821	998	822	1922
%H		97.0%	49.0%	13.1%	76.4%	41.9%	34.5%	80.7%
Working full time	1286	1259	705	183	956	585	370	1161
%V	54.0%	54.5%	60.4%	58.8%	52.5%	58.6%	45.0%	60.4%
%H		97.9%	54.8%	14.2%	74.3%	45.5%	28.8%	90.3%
Working part time	108	107	50	19	84	48	36	93
%V	4.5%	4.6%	4.3%	6.1%	4.6%	4.8%	4.4%	4.8%
%H		99.1%	46.3%	17.6%	77.8%	44.4%	33.3%	86.1%
Not working	988	946	412	108	781	365	416	667
%V	41.5%	40.9%	35.3%	34.7%	42.9%	36.6%	50.6%	34.7%
%H		95.7%	41.7%	10.9%	79.0%	36.9%	42.1%	67.5%
Housewife/Houseperson	536	498	196	58	390	156	234	325
%V	22.5%	21.5%	16.8%	18.6%	21.4%	15.6%	28.5%	16.9%
%H		92.9%	36.6%	10.8%	72.8%	29.1%	43.7%	60.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2426	1101	333	1955	966	988	1884
%H		97.7%	44.3%	13.4%	78.7%	38.9%	39.8%	75.9%
16 - 19	141	136	68	23	102	60	43	126
%V	5.7%	5.6%	6.2%	6.9%	5.2%	6.2%	4.4%	6.7%
%H		96.5%	48.2%	16.3%	72.3%	42.6%	30.5%	89.4%
20 - 24	226	213	94	26	163	78	85	178
%V	9.1%	8.8%	8.5%	7.8%	8.3%	8.1%	8.6%	9.4%
%H		94.2%	41.6%	11.5%	72.1%	34.5%	37.6%	78.8%
25 - 34	389	372	208	54	260	150	110	329
%V	15.7%	15.3%	18.9%	16.2%	13.3%	15.5%	11.1%	17.5%
%H		95.6%	53.5%	13.9%	66.8%	38.6%	28.3%	84.6%
35 - 44	391	387	216	68	292	190	102	347
%V	15.7%	16.0%	19.6%	20.4%	14.9%	19.7%	10.3%	18.4%
%H		99.0%	55.2%	17.4%	74.7%	48.6%	26.1%	88.7%
45 - 54	432	425	214	62	341	192	150	384
%V	17.4%	17.5%	19.4%	18.6%	17.4%	19.9%	15.2%	20.4%
%H		98.4%	49.5%	14.4%	78.9%	44.4%	34.7%	88.9%
55 - 64	347	344	139	51	299	142	157	269
%V	14.0%	14.2%	12.6%	15.3%	15.3%	14.7%	15.9%	14.3%
%H		99.1%	40.1%	14.7%	86.2%	40.9%	45.2%	77.5%
65+	557	549	161	49	496	154	342	251
%V	22.4%	22.6%	14.6%	14.7%	25.4%	15.9%	34.6%	13.3%
%H		98.6%	28.9%	8.8%	89.0%	27.6%	61.4%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2426	1101	333	1955	966	988	1884
%H		97.7%	44.3%	13.4%	78.7%	38.9%	39.8%	75.9%
AB	522	507	249	73	405	218	187	478
%V	21.0%	20.9%	22.6%	21.9%	20.7%	22.6%	18.9%	25.4%
%H		97.1%	47.7%	14.0%	77.6%	41.8%	35.8%	91.6%
C1	650	637	274	94	517	251	267	537
%V	26.2%	26.3%	24.9%	28.2%	26.4%	26.0%	27.0%	28.5%
%H		98.0%	42.2%	14.5%	79.5%	38.6%	41.1%	82.6%
C2	515	511	252	81	416	237	179	425
%V	20.7%	21.1%	22.9%	24.3%	21.3%	24.5%	18.1%	22.6%
%H		99.2%	48.9%	15.7%	80.8%	46.0%	34.8%	82.5%
D	445	436	220	49	332	167	165	310
%V	17.9%	18.0%	20.0%	14.7%	17.0%	17.3%	16.7%	16.5%
%H		98.0%	49.4%	11.0%	74.6%	37.5%	37.1%	69.7%
E	351	336	105	36	284	94	190	135
%V	14.1%	13.8%	9.5%	10.8%	14.5%	9.7%	19.2%	7.2%
%H		95.7%	29.9%	10.3%	80.9%	26.8%	54.1%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2426	1101	333	1955	966	988	1884
%H		97.7%	44.3%	13.4%	78.7%	38.9%	39.8%	75.9%
Working full time	773	761	394	126	593	351	242	700
%V	31.1%	31.4%	35.8%	37.8%	30.3%	36.3%	24.5%	37.2%
%H		98.4%	51.0%	16.3%	76.7%	45.4%	31.3%	90.6%
Working part time	447	443	226	69	339	196	143	389
%V	18.0%	18.3%	20.5%	20.7%	17.3%	20.3%	14.5%	20.6%
%H		99.1%	50.6%	15.4%	75.8%	43.8%	32.0%	87.0%
Not working	1263	1222	480	138	1022	419	603	795
%V	50.9%	50.4%	43.6%	41.4%	52.3%	43.4%	61.0%	42.2%
%H		96.8%	38.0%	10.9%	80.9%	33.2%	47.7%	62.9%
Housewife/Houseperson	2052	2009	889	269	1627	778	849	1514
%V	82.6%	82.8%	80.7%	80.8%	83.2%	80.5%	85.9%	80.4%
%H		97.9%	43.3%	13.1%	79.3%	37.9%	41.4%	73.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
AB	311	301	138	43	240	117	123	274
%V	20.7%	20.5%	21.9%	20.5%	20.8%	22.0%	19.8%	27.2%
%H (All HH)		96.8%	44.4%	13.8%	77.2%	37.6%	39.5%	88.1%
%H (TV HH)			45.8%	14.3%	79.7%	38.9%	40.9%	
C1	379	367	170	57	277	139	138	289
%V	25.2%	25.1%	26.9%	27.1%	24.0%	26.1%	22.3%	28.7%
%H (All HH)		96.8%	44.9%	15.0%	73.1%	36.7%	36.4%	76.3%
%H (TV HH)			46.3%	15.5%	75.5%	37.9%	37.6%	
C2	316	312	148	56	245	134	112	215
%V	21.0%	21.3%	23.5%	26.7%	21.2%	25.2%	18.1%	21.4%
%H (All HH)		98.7%	46.8%	17.7%	77.5%	42.4%	35.4%	68.0%
%H (TV HH)			47.4%	17.9%	78.5%	42.9%	35.9%	
D	255	249	116	26	193	89	103	153
%V	16.9%	17.0%	18.4%	12.4%	16.7%	16.7%	16.6%	15.2%
%H (All HH)		97.6%	45.5%	10.2%	75.7%	34.9%	40.4%	60.0%
%H (TV HH)			46.6%	10.4%	77.5%	35.7%	41.4%	
E	244	237	59	29	198	53	144	76
%V	16.2%	16.2%	9.4%	13.8%	17.2%	10.0%	23.2%	7.5%
%H (All HH)		97.1%	24.2%	11.9%	81.1%	21.7%	59.0%	31.1%
%H (TV HH)			24.9%	12.2%	83.5%	22.4%	60.8%	

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 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Under 25	75	72	40	3	54	28	26	52
%V	5.0%	4.9%	6.3%	1.4%	4.7%	5.3%	4.2%	5.2%
%H (All HH)		96.0%	53.3%	4.0%	72.0%	37.3%	34.7%	69.3%
%H (TV HH)			55.6%	4.2%	75.0%	38.9%	36.1%	
25 - 34	210	199	108	32	135	80	55	167
%V	14.0%	13.6%	17.1%	15.2%	11.7%	15.0%	8.9%	16.6%
%H (All HH)		94.8%	51.4%	15.2%	64.3%	38.1%	26.2%	79.5%
%H (TV HH)			54.3%	16.1%	67.8%	40.2%	27.6%	
35 - 44	230	223	124	40	162	102	61	196
%V	15.3%	15.2%	19.7%	19.0%	14.1%	19.2%	9.8%	19.5%
%H (All HH)		97.0%	53.9%	17.4%	70.4%	44.3%	26.5%	85.2%
%H (TV HH)			55.6%	17.9%	72.6%	45.7%	27.4%	
45 - 54	279	273	124	50	215	118	97	234
%V	18.5%	18.6%	19.7%	23.8%	18.6%	22.2%	15.6%	23.2%
%H (All HH)		97.8%	44.4%	17.9%	77.1%	42.3%	34.8%	83.9%
%H (TV HH)			45.4%	18.3%	78.8%	43.2%	35.5%	
55 - 64	268	260	111	35	206	91	115	183
%V	17.8%	17.7%	17.6%	16.7%	17.9%	17.1%	18.5%	18.2%
%H (All HH)		97.0%	41.4%	13.1%	76.9%	34.0%	42.9%	68.3%
%H (TV HH)			42.7%	13.5%	79.2%	35.0%	44.2%	
65 +	442	438	124	49	379	114	266	175
%V	29.4%	29.9%	19.7%	23.3%	32.9%	21.4%	42.9%	17.4%
%H (All HH)		99.1%	28.1%	11.1%	85.7%	25.8%	60.2%	39.6%
%H (TV HH)			28.3%	11.2%	86.5%	26.0%	60.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
1	483	465	119	47	385	93	292	175
%V	32.1%	31.7%	18.9%	22.4%	33.4%	17.5%	47.1%	17.4%
%H (All HH)		96.3%	24.6%	9.7%	79.7%	19.3%	60.5%	36.2%
%H (TV HH)			25.6%	10.1%	82.8%	20.0%	62.8%	
2	557	543	258	76	426	216	210	412
%V	37.0%	37.1%	40.9%	36.2%	36.9%	40.6%	33.9%	40.9%
%H (All HH)		97.5%	46.3%	13.6%	76.5%	38.8%	37.7%	74.0%
%H (TV HH)			47.5%	14.0%	78.5%	39.8%	38.7%	
3	217	215	120	41	159	104	55	189
%V	14.4%	14.7%	19.0%	19.5%	13.8%	19.5%	8.9%	18.8%
%H (All HH)		99.1%	55.3%	18.9%	73.3%	47.9%	25.3%	87.1%
%H (TV HH)			55.8%	19.1%	74.0%	48.4%	25.6%	
4	180	178	100	34	133	90	44	169
%V	12.0%	12.2%	15.8%	16.2%	11.5%	16.9%	7.1%	16.8%
%H (All HH)		98.9%	55.6%	18.9%	73.9%	50.0%	24.4%	93.9%
%H (TV HH)			56.2%	19.1%	74.7%	50.6%	24.7%	
5+	68	66	34	14	50	30	20	63
%V	4.5%	4.5%	5.4%	6.7%	4.3%	5.6%	3.2%	6.3%
%H (All HH)		97.1%	50.0%	20.6%	73.5%	44.1%	29.4%	92.6%
%H (TV HH)			51.5%	21.2%	75.8%	45.5%	30.3%	
Average HH size	2.21	2.22	2.50	2.52	2.19	2.55	1.87	2.56

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 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Without	1158	1124	435	149	910	374	536	702
%V	76.9%	76.7%	68.9%	71.0%	78.9%	70.3%	86.5%	69.7%
%H (All HH)		97.1%	37.6%	12.9%	78.6%	32.3%	46.3%	60.6%
%H (TV HH)			38.7%	13.3%	81.0%	33.3%	47.7%	
With	347	342	195	62	243	158	85	305
%V	23.1%	23.3%	30.9%	29.5%	21.1%	29.7%	13.7%	30.3%
%H (All HH)		98.6%	56.2%	17.9%	70.0%	45.5%	24.5%	87.9%
%H (TV HH)			57.0%	18.1%	71.1%	46.2%	24.9%	
0 - 3	126	123	72	26	83	58	25	109
%V	8.4%	8.4%	11.4%	12.4%	7.2%	10.9%	4.0%	10.8%
%H (All HH)		97.6%	57.1%	20.6%	65.9%	46.0%	19.8%	86.5%
%H (TV HH)			58.5%	21.1%	67.5%	47.2%	20.3%	
4 - 9	183	182	106	32	131	87	43	160
%V	12.2%	12.4%	16.8%	15.2%	11.4%	16.4%	6.9%	15.9%
%H (All HH)		99.5%	57.9%	17.5%	71.6%	47.5%	23.5%	87.4%
%H (TV HH)			58.2%	17.6%	72.0%	47.8%	23.6%	
10 - 15	167	165	91	30	120	75	45	153
%V	11.1%	11.3%	14.4%	14.3%	10.4%	14.1%	7.3%	15.2%
%H (All HH)		98.8%	54.5%	18.0%	71.9%	44.9%	26.9%	91.6%
%H (TV HH)			55.2%	18.2%	72.7%	45.5%	27.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
1	531	531	164	57	394	92	302	281
%V	35.3%	36.2%	26.0%	27.1%	34.2%	17.3%	48.7%	27.9%
%H (All HH)		100.0%	30.9%	10.7%	74.2%	17.3%	56.9%	52.9%
%H (TV HH)			30.9%	10.7%	74.2%	17.3%	56.9%	
2	535	535	234	82	420	204	216	354
%V	35.5%	36.5%	37.1%	39.0%	36.4%	38.3%	34.8%	35.2%
%H (All HH)		100.0%	43.7%	15.3%	78.5%	38.1%	40.4%	66.2%
%H (TV HH)			43.7%	15.3%	78.5%	38.1%	40.4%	
3	256	256	136	48	215	142	73	211
%V	17.0%	17.5%	21.6%	22.9%	18.6%	26.7%	11.8%	21.0%
%H (All HH)		100.0%	53.1%	18.8%	84.0%	55.5%	28.5%	82.4%
%H (TV HH)			53.1%	18.8%	84.0%	55.5%	28.5%	
4	100	100	68	12	86	63	22	95
%V	6.6%	6.8%	10.8%	5.7%	7.5%	11.8%	3.5%	9.4%
%H (All HH)		100.0%	68.0%	12.0%	86.0%	63.0%	22.0%	95.0%
%H (TV HH)			68.0%	12.0%	86.0%	63.0%	22.0%	
5+	43	43	28	10	38	31	7	41
%V	2.9%	2.9%	4.4%	4.8%	3.3%	5.8%	1.1%	4.1%
%H (All HH)		100.0%	65.1%	23.3%	88.4%	72.1%	16.3%	95.3%
%H (TV HH)			65.1%	23.3%	88.4%	72.1%	16.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Under 20"	385	385	164	48	339	166	173	256
%V	25.6%	26.3%	26.0%	22.9%	29.4%	31.2%	27.9%	25.4%
%H (All HH)		100.0%	42.6%	12.5%	88.1%	43.1%	44.9%	66.5%
%H (TV HH)			42.6%	12.5%	88.1%	43.1%	44.9%	
20" - 29"	565	565	251	73	488	247	241	384
%V	37.5%	38.6%	39.8%	34.8%	42.3%	46.4%	38.9%	38.1%
%H (All HH)		100.0%	44.4%	12.9%	86.4%	43.7%	42.7%	68.0%
%H (TV HH)			44.4%	12.9%	86.4%	43.7%	42.7%	
30" - 39"	772	772	343	115	626	305	321	537
%V	51.3%	52.7%	54.4%	54.8%	54.3%	57.3%	51.8%	53.3%
%H (All HH)		100.0%	44.4%	14.9%	81.1%	39.5%	41.6%	69.6%
%H (TV HH)			44.4%	14.9%	81.1%	39.5%	41.6%	
40" and over	606	606	331	113	459	292	168	482
%V	40.3%	41.4%	52.5%	53.8%	39.8%	54.9%	27.1%	47.9%
%H (All HH)		100.0%	54.6%	18.6%	75.7%	48.2%	27.7%	79.5%
%H (TV HH)			54.6%	18.6%	75.7%	48.2%	27.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%V (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Main living room	1442	1442	628	210	1139	531	609	968
%V	95.8%	98.4%	99.5%	100.0%	98.8%	99.8%	98.2%	96.1%
%H (All HH)		100.0%	43.6%	14.6%	79.0%	36.8%	42.2%	67.1%
%H (TV HH)			43.6%	14.6%	79.0%	36.8%	42.2%	
Kitchen	183	183	93	23	167	98	69	142
%V	12.2%	12.5%	14.7%	11.0%	14.5%	18.4%	11.1%	14.1%
%H (All HH)		100.0%	50.8%	12.6%	91.3%	53.6%	37.7%	77.6%
%H (TV HH)			50.8%	12.6%	91.3%	53.6%	37.7%	
Adult's bedroom	615	615	312	103	518	312	207	453
%V	40.9%	42.0%	49.4%	49.0%	44.9%	58.6%	33.4%	45.0%
%H (All HH)		100.0%	50.7%	16.7%	84.2%	50.7%	33.7%	73.7%
%H (TV HH)			50.7%	16.7%	84.2%	50.7%	33.7%	
Child's bedroom	114	114	72	16	95	67	28	102
%V	7.6%	7.8%	11.4%	7.6%	8.2%	12.6%	4.5%	10.1%
%H (All HH)		100.0%	63.2%	14.0%	83.3%	58.8%	24.6%	89.5%
%H (TV HH)			63.2%	14.0%	83.3%	58.8%	24.6%	
Other bedroom	126	126	69	29	104	74	30	104
%V	8.4%	8.6%	10.9%	13.8%	9.0%	13.9%	4.8%	10.3%
%H (All HH)		100.0%	54.8%	23.0%	82.5%	58.7%	23.8%	82.5%
%H (TV HH)			54.8%	23.0%	82.5%	58.7%	23.8%	
Second living/dining room	109	109	51	21	98	59	39	95
%V	7.2%	7.4%	8.1%	10.0%	8.5%	11.1%	6.3%	9.4%
%H (All HH)		100.0%	46.8%	19.3%	89.9%	54.1%	35.8%	87.2%
%H (TV HH)			46.8%	19.3%	89.9%	54.1%	35.8%	
Study/office	16	16	5	2	16	7	10	13
%V	1.1%	1.1%	0.8%	1.0%	1.4%	1.3%	1.6%	1.3%
%H (All HH)		100.0%	31.3%	12.5%	100.0%	43.8%	62.5%	81.3%
%H (TV HH)			31.3%	12.5%	100.0%	43.8%	62.5%	
TV room	10	10	6	5	9	7	2	9
%V	0.7%	0.7%	1.0%	2.4%	0.8%	1.3%	0.3%	0.9%
%H (All HH)		100.0%	60.0%	50.0%	90.0%	70.0%	20.0%	90.0%
%H (TV HH)			60.0%	50.0%	90.0%	70.0%	20.0%	
Conservatory	34	34	25	6	31	26	6	30
%V	2.3%	2.3%	4.0%	2.9%	2.7%	4.9%	1.0%	3.0%
%H (All HH)		100.0%	73.5%	17.6%	91.2%	76.5%	17.6%	88.2%
%H (TV HH)			73.5%	17.6%	91.2%	76.5%	17.6%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	8	8	4	1	8	4	3	8
%V	0.5%	0.5%	0.6%	0.5%	0.7%	0.8%	0.5%	0.8%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	100.0%	50.0%	37.5%	

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 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Any DSAT provider	631	631	631	14	420	420	0	500
%V	41.9%	43.1%	100.0%	6.7%	36.4%	78.9%	0.0%	49.7%
%H (All HH)			100.0%	2.2%	66.6%	66.6%	0.0%	79.2%
%H (TV HH)			100.0%	2.2%	66.6%	66.6%	0.0%	
Sky with subcription	556	556	556	10	365	365	0	446
%V	36.9%	38.0%	88.1%	4.8%	31.7%	68.6%	0.0%	44.3%
%H (All HH)			100.0%	1.8%	65.6%	65.6%	0.0%	80.2%
%H (TV HH)			100.0%	1.8%	65.6%	65.6%	0.0%	
Sky without subcription	27	27	27	1	17	17	0	16
%V	1.8%	1.8%	4.3%	0.5%	1.5%	3.2%	0.0%	1.6%
%H (All HH)			100.0%	3.7%	63.0%	63.0%	0.0%	59.3%
%H (TV HH)			100.0%	3.7%	63.0%	63.0%	0.0%	
Freesat	47	47	47	1	36	36	0	36
%V	3.1%	3.2%	7.4%	0.5%	3.1%	6.8%	0.0%	3.6%
%H (All HH)			100.0%	2.1%	76.6%	76.6%	0.0%	76.6%
%H (TV HH)			100.0%	2.1%	76.6%	76.6%	0.0%	
Other satellite provider	8	8	8	0	5	5	0	7
%V	0.5%	0.5%	1.3%	0.0%	0.4%	0.9%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
DCAB	210	210	14	210	123	123	0	173
%V	14.0%	14.3%	2.2%	100.0%	10.7%	23.1%	0.0%	17.2%
%H (All HH)			6.7%	100.0%	58.6%	58.6%	0.0%	82.4%
%H (TV HH)			6.7%	100.0%	58.6%	58.6%	0.0%	
DTT	1153	1153	420	123	1153	532	620	735
%V	76.6%	78.7%	66.6%	58.6%	100.0%	100.0%	100.0%	73.0%
%H (All HH)		100.0%	36.4%	10.7%	100.0%	46.1%	53.8%	63.7%
%H (TV HH)			36.4%	10.7%	100.0%	46.1%	53.8%	

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 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%H (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
PVR	849	849	547	148	616	450	166	685
%V	56.4%	58.0%	86.7%	70.5%	53.4%	84.6%	26.8%	68.0%
%H (All HH)		100.0%	64.4%	17.4%	72.6%	53.0%	19.6%	80.7%
%H (TV HH)			64.4%	17.4%	72.6%	53.0%	19.6%	
DVDR	117	117	44	15	97	39	59	83
%V	7.8%	8.0%	7.0%	7.1%	8.4%	7.3%	9.5%	8.2%
%H (All HH)		100.0%	37.6%	12.8%	82.9%	33.3%	50.4%	70.9%
%H (TV HH)			37.6%	12.8%	82.9%	33.3%	50.4%	
VCR	67	67	18	5	56	14	42	29
%V	4.5%	4.6%	2.9%	2.4%	4.9%	2.6%	6.8%	2.9%
%H (All HH)		100.0%	26.9%	7.5%	83.6%	20.9%	62.7%	43.3%
%H (TV HH)			26.9%	7.5%	83.6%	20.9%	62.7%	
Any recorder	947	947	560	157	702	462	240	737
%V	62.9%	64.6%	88.7%	74.8%	60.9%	86.8%	38.7%	73.2%
%H (All HH)		100.0%	59.1%	16.6%	74.1%	48.8%	25.3%	77.8%
%H (TV HH)			59.1%	16.6%	74.1%	48.8%	25.3%	
Receives HDTV (via STB or built-in reception)	736	736	383	172	553	360	193	579
%V	48.9%	50.2%	60.7%	81.9%	48.0%	67.7%	31.1%	57.5%
%H (All HH)		100.0%	52.0%	23.4%	75.1%	48.9%	26.2%	78.7%
%H (TV HH)			52.0%	23.4%	75.1%	48.9%	26.2%	
DVD/Blu-ray player or recorder	1119	1119	502	178	885	438	447	797
%V	74.4%	76.4%	79.6%	84.8%	76.8%	82.3%	72.1%	79.1%
%H (All HH)		100.0%	44.9%	15.9%	79.1%	39.1%	39.9%	71.2%
%H (TV HH)			44.9%	15.9%	79.1%	39.1%	39.9%	

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 2012 - June 2013

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1505	1465	631	210	1153	532	620	1007
%V (All HH)		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%
%H (TV HH)			43.1%	14.3%	78.7%	36.3%	42.3%	
Has broadband internet	1007	983	500	173	735	425	310	1007
%V	66.9%	67.1%	79.2%	82.4%	63.7%	79.9%	50.0%	100.0%
%H (All HH)		97.6%	49.7%	17.2%	73.0%	42.2%	30.8%	100.0%
%H (TV HH)			50.9%	17.6%	74.8%	43.2%	31.5%	
Number of computers (PCs and laptops)								
0	395	384	107	27	335	88	246	10
%V	26.2%	26.2%	17.0%	12.9%	29.1%	16.5%	39.7%	1.0%
%H (All HH)		97.2%	27.1%	6.8%	84.8%	22.3%	62.3%	2.5%
%H (TV HH)			27.9%	7.0%	87.2%	22.9%	64.1%	
1	584	567	263	89	424	211	213	497
%V	38.8%	38.7%	41.7%	42.4%	36.8%	39.7%	34.4%	49.4%
%H (All HH)		97.1%	45.0%	15.2%	72.6%	36.1%	36.5%	85.1%
%H (TV HH)			46.4%	15.7%	74.8%	37.2%	37.6%	
2	307	299	143	54	228	126	102	286
%V	20.4%	20.4%	22.7%	25.7%	19.8%	23.7%	16.5%	28.4%
%H (All HH)		97.4%	46.6%	17.6%	74.3%	41.0%	33.2%	93.2%
%H (TV HH)			47.8%	18.1%	76.3%	42.1%	34.1%	
3	125	122	65	25	90	59	31	123
%V	8.3%	8.3%	10.3%	11.9%	7.8%	11.1%	5.0%	12.2%
%H (All HH)		97.6%	52.0%	20.0%	72.0%	47.2%	24.8%	98.4%
%H (TV HH)			53.3%	20.5%	73.8%	48.4%	25.4%	
4	49	49	29	7	38	25	13	47
%V	3.3%	3.3%	4.6%	3.3%	3.3%	4.7%	2.1%	4.7%
%H (All HH)		100.0%	59.2%	14.3%	77.6%	51.0%	26.5%	95.9%
%H (TV HH)			59.2%	14.3%	77.6%	51.0%	26.5%	
5+	45	45	24	9	37	23	14	43
%V	3.0%	3.1%	3.8%	4.3%	3.2%	4.3%	2.3%	4.3%
%H (All HH)		100.0%	53.3%	20.0%	82.2%	51.1%	31.1%	95.6%
%H (TV HH)			53.3%	20.0%	82.2%	51.1%	31.1%	

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 2012 - June 2013

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3003	1467	471	2429	1348	1081	2228
%H		48.9%	15.7%	80.9%	44.9%	36.0%	74.2%
Under 20"	496	221	64	442	229	213	346
%V	16.5%	15.1%	13.6%	18.2%	17.0%	19.7%	15.5%
%H		44.6%	12.9%	89.1%	46.2%	42.9%	69.8%
20" - 29"	679	319	90	589	315	274	474
%V	22.6%	21.7%	19.1%	24.2%	23.4%	25.3%	21.3%
%H		47.0%	13.3%	86.7%	46.4%	40.4%	69.8%
30" - 39"	897	415	136	734	375	359	637
%V	29.9%	28.3%	28.9%	30.2%	27.8%	33.2%	28.6%
%H		46.3%	15.2%	81.8%	41.8%	40.0%	71.0%
40" and over	707	395	140	539	357	182	577
%V	23.5%	26.9%	29.7%	22.2%	26.5%	16.8%	25.9%
%H		55.9%	19.8%	76.2%	50.5%	25.7%	81.6%
Don't know	15	3	4	11	3	8	11
%V	0.5%	0.2%	0.8%	0.5%	0.2%	0.7%	0.5%
%H		20.0%	26.7%	73.3%	20.0%	53.3%	73.3%
Not Asked	209	114	37	114	69	45	183
%V	7.0%	7.8%	7.9%	4.7%	5.1%	4.2%	8.2%
%H		54.5%	17.7%	54.5%	33.0%	21.5%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3003	1467	471	2429	1348	1081	2228
%H		48.9%	15.7%	80.9%	44.9%	36.0%	74.2%
Main living room	1445	628	210	1143	531	612	969
%V	48.1%	42.8%	44.6%	47.1%	39.4%	56.6%	43.5%
%H		43.5%	14.5%	79.1%	36.7%	42.4%	67.1%
Kitchen	184	93	23	168	99	69	142
%V	6.1%	6.3%	4.9%	6.9%	7.3%	6.4%	6.4%
%H		50.5%	12.5%	91.3%	53.8%	37.5%	77.2%
Adult's bedroom	700	365	114	599	369	229	527
%V	23.3%	24.9%	24.2%	24.7%	27.4%	21.2%	23.7%
%H		52.1%	16.3%	85.6%	52.7%	32.7%	75.3%
Child's bedroom	141	91	20	121	89	32	128
%V	4.7%	6.2%	4.2%	5.0%	6.6%	3.0%	5.7%
%H		64.5%	14.2%	85.8%	63.1%	22.7%	90.8%
Other bedroom	141	80	32	118	85	33	118
%V	4.7%	5.5%	6.8%	4.9%	6.3%	3.1%	5.3%
%H		56.7%	22.7%	83.7%	60.3%	23.4%	83.7%
Second living/dining room	110	52	21	99	60	39	96
%V	3.7%	3.5%	4.5%	4.1%	4.5%	3.6%	4.3%
%H		47.3%	19.1%	90.0%	54.5%	35.5%	87.3%
Study/office	16	5	2	16	7	10	13
%V	0.5%	0.3%	0.4%	0.7%	0.5%	0.9%	0.6%
%H		31.3%	12.5%	100.0%	43.8%	62.5%	81.3%
TV room	10	6	5	9	7	2	9
%V	0.3%	0.4%	1.1%	0.4%	0.5%	0.2%	0.4%
%H		60.0%	50.0%	90.0%	70.0%	20.0%	90.0%
Conservatory	34	25	6	31	26	6	30
%V	1.1%	1.7%	1.3%	1.3%	1.9%	0.6%	1.3%
%H		73.5%	17.6%	91.2%	76.5%	17.6%	88.2%
Attic or loft room	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	10	5	1	9	5	4	10
%V	0.3%	0.3%	0.2%	0.4%	0.4%	0.4%	0.4%
%H		50.0%	10.0%	90.0%	50.0%	40.0%	100.0%
Not Asked	209	114	37	114	69	45	183
%V	7.0%	7.8%	7.9%	4.7%	5.1%	4.2%	8.2%
%H		54.5%	17.7%	54.5%	33.0%	21.5%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3003	1467	471	2429	1348	1081	2228
%H		48.9%	15.7%	80.9%	44.9%	36.0%	74.2%
PVR	1071	723	189	762	586	177	891
%V	35.7%	49.3%	40.1%	31.4%	43.5%	16.4%	40.0%
%H		67.5%	17.6%	71.1%	54.7%	16.5%	83.2%
DVDR	138	52	18	118	50	68	102
%V	4.6%	3.5%	3.8%	4.9%	3.7%	6.3%	4.6%
%H		37.7%	13.0%	85.5%	36.2%	49.3%	73.9%
VCR	71	19	6	60	15	45	32
%V	2.4%	1.3%	1.3%	2.5%	1.1%	4.2%	1.4%
%H		26.8%	8.5%	84.5%	21.1%	63.4%	45.1%
Any recorder	1208	752	203	884	616	268	972
%V	40.2%	51.3%	43.1%	36.4%	45.7%	24.8%	43.6%
%H		62.3%	16.8%	73.2%	51.0%	22.2%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3003	1467	471	2429	1348	1081	2228
%H		48.9%	15.7%	80.9%	44.9%	36.0%	74.2%
Receives HDTV (via STB or built-in reception)	1005	529	243	761	508	253	820
%V	33.5%	36.1%	51.6%	31.3%	37.7%	23.4%	36.8%
%H		52.6%	24.2%	75.7%	50.5%	25.2%	81.6%
DVD/Blu-ray player or recorder	1619	769	278	1322	732	589	1220
%V	53.9%	52.4%	59.0%	54.4%	54.3%	54.5%	54.8%
%H		47.5%	17.2%	81.7%	45.2%	36.4%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1463	630	210	1152	531	620	980
%H		43.1%	14.4%	78.7%	36.3%	42.4%	67.0%
Under 20"	38	9	4	34	9	25	16
%V	2.6%	1.4%	1.9%	3.0%	1.7%	4.0%	1.6%
%H		23.7%	10.5%	89.5%	23.7%	65.8%	42.1%
20" - 29"	228	65	17	191	50	141	106
%V	15.6%	10.3%	8.1%	16.6%	9.4%	22.7%	10.8%
%H		28.5%	7.5%	83.8%	21.9%	61.8%	46.5%
30" - 39"	595	233	75	482	191	291	382
%V	40.7%	37.0%	35.7%	41.8%	36.0%	46.9%	39.0%
%H		39.2%	12.6%	81.0%	32.1%	48.9%	64.2%
40" and over	586	321	111	441	280	160	464
%V	40.1%	51.0%	52.9%	38.3%	52.7%	25.8%	47.3%
%H		54.8%	18.9%	75.3%	47.8%	27.3%	79.2%
Don't know	8	1	3	5	1	3	5
%V	0.5%	0.2%	1.4%	0.4%	0.2%	0.5%	0.5%
%H		12.5%	37.5%	62.5%	12.5%	37.5%	62.5%
Not Asked	8	1	0	0	0	0	7
%V	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		12.5%	0.0%	0.0%	0.0%	0.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1463	630	210	1152	531	620	980
%H		43.1%	14.4%	78.7%	36.3%	42.4%	67.0%
PVR	823	538	144	593	439	154	666
%V	56.3%	85.4%	68.6%	51.5%	82.7%	24.8%	68.0%
%H		65.4%	17.5%	72.1%	53.3%	18.7%	80.9%
DVDR	101	33	12	82	28	54	73
%V	6.9%	5.2%	5.7%	7.1%	5.3%	8.7%	7.4%
%H		32.7%	11.9%	81.2%	27.7%	53.5%	72.3%
VCR	57	12	4	47	8	39	22
%V	3.9%	1.9%	1.9%	4.1%	1.5%	6.3%	2.2%
%H		21.1%	7.0%	82.5%	14.0%	68.4%	38.6%
Any recorder	917	546	153	674	447	227	716
%V	62.7%	86.7%	72.9%	58.5%	84.2%	36.6%	73.1%
%H		59.5%	16.7%	73.5%	48.7%	24.8%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1463	630	210	1152	531	620	980
%H		43.1%	14.4%	78.7%	36.3%	42.4%	67.0%
Receives HDTV (via STB or built-in reception)	710	370	167	528	344	184	559
%V	48.5%	58.7%	79.5%	45.8%	64.8%	29.7%	57.0%
%H		52.1%	23.5%	74.4%	48.5%	25.9%	78.7%
DVD/Blu-ray player or recorder	1044	458	168	816	391	425	748
%V	71.4%	72.7%	80.0%	70.8%	73.6%	68.5%	76.3%
%H		43.9%	16.1%	78.2%	37.5%	40.7%	71.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1541	837	261	1277	817	461	1248
%H		54.3%	16.9%	82.9%	53.0%	29.9%	81.0%
Under 20"	458	213	60	408	220	188	330
%V	29.7%	25.4%	23.0%	31.9%	26.9%	40.8%	26.4%
%H		46.5%	13.1%	89.1%	48.0%	41.0%	72.1%
20" - 29"	451	254	73	399	265	133	368
%V	29.3%	30.3%	28.0%	31.2%	32.4%	28.9%	29.5%
%H		56.3%	16.2%	88.5%	58.8%	29.5%	81.6%
30" - 39"	302	182	60	253	184	69	255
%V	19.6%	21.7%	23.0%	19.8%	22.5%	15.0%	20.4%
%H		60.3%	19.9%	83.8%	60.9%	22.8%	84.4%
40" and over	121	74	29	98	77	21	113
%V	7.9%	8.8%	11.1%	7.7%	9.4%	4.6%	9.1%
%H		61.2%	24.0%	81.0%	63.6%	17.4%	93.4%
Don't know	8	1	2	6	2	5	6
%V	0.5%	0.1%	0.8%	0.5%	0.2%	1.1%	0.5%
%H		12.5%	25.0%	75.0%	25.0%	62.5%	75.0%
Not Asked	201	113	37	113	69	45	176
%V	13.0%	13.5%	14.2%	8.8%	8.4%	9.8%	14.1%
%H		56.2%	18.4%	56.2%	34.3%	22.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1541	837	261	1277	817	461	1248
%H		54.3%	16.9%	82.9%	53.0%	29.9%	81.0%
PVR	248	186	45	170	147	23	225
%V	16.1%	22.2%	17.2%	13.3%	18.0%	5.0%	18.0%
%H		75.0%	18.1%	68.5%	59.3%	9.3%	90.7%
DVDR	38	19	6	36	22	14	29
%V	2.5%	2.3%	2.3%	2.8%	2.7%	3.0%	2.3%
%H		50.0%	15.8%	94.7%	57.9%	36.8%	76.3%
VCR	14	6	2	13	6	6	10
%V	0.9%	0.7%	0.8%	1.0%	0.7%	1.3%	0.8%
%H		42.9%	14.3%	92.9%	42.9%	42.9%	71.4%
Any recorder	290	206	50	210	169	41	256
%V	18.8%	24.6%	19.2%	16.4%	20.7%	8.9%	20.5%
%H		71.0%	17.2%	72.4%	58.3%	14.1%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1541	837	261	1277	817	461	1248
%H		54.3%	16.9%	82.9%	53.0%	29.9%	81.0%
Receives HDTV (via STB or built-in reception)	295	158	76	234	165	69	261
%V	19.1%	18.9%	29.1%	18.3%	20.2%	15.0%	20.9%
%H		53.6%	25.8%	79.3%	55.9%	23.4%	88.5%
DVD/Blu-ray player or recorder	574	311	110	505	341	164	472
%V	37.2%	37.2%	42.1%	39.5%	41.7%	35.6%	37.8%
%H		54.2%	19.2%	88.0%	59.4%	28.6%	82.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3331	3260	1578	529	2519	1360	1159	2579
%H		97.9%	47.4%	15.9%	75.6%	40.8%	34.8%	77.4%
Total Children	585	577	329	108	416	274	141	521
%V	17.6%	17.7%	20.8%	20.4%	16.5%	20.1%	12.2%	20.2%
%H		98.6%	56.2%	18.5%	71.1%	46.8%	24.1%	89.1%
0 - 3	147	144	82	30	96	65	31	127
%V	4.4%	4.4%	5.2%	5.7%	3.8%	4.8%	2.7%	4.9%
%H		98.0%	55.8%	20.4%	65.3%	44.2%	21.1%	86.4%
4 - 15	438	434	247	78	319	209	110	393
%V	13.1%	13.3%	15.7%	14.7%	12.7%	15.4%	9.5%	15.2%
%H		99.1%	56.4%	17.8%	72.8%	47.7%	25.1%	89.7%
4 - 9	227	226	133	40	165	111	54	198
%V	6.8%	6.9%	8.4%	7.6%	6.6%	8.2%	4.7%	7.7%
%H		99.6%	58.6%	17.6%	72.7%	48.9%	23.8%	87.2%
10 - 15	210	208	114	39	154	98	56	195
%V	6.3%	6.4%	7.2%	7.4%	6.1%	7.2%	4.8%	7.6%
%H		99.0%	54.3%	18.6%	73.3%	46.7%	26.7%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3331	3260	1578	529	2519	1360	1159	2579
%H		97.9%	47.4%	15.9%	75.6%	40.8%	34.8%	77.4%
Total Adults (16+)	2747	2683	1249	421	2103	1086	1017	2059
%V	82.5%	82.3%	79.2%	79.6%	83.5%	79.9%	87.7%	79.8%
%H		97.7%	45.5%	15.3%	76.6%	39.5%	37.0%	75.0%
16 - 19	140	138	62	30	111	67	44	123
%V	4.2%	4.2%	3.9%	5.7%	4.4%	4.9%	3.8%	4.8%
%H		98.6%	44.3%	21.4%	79.3%	47.9%	31.4%	87.9%
20 - 24	240	230	115	22	186	95	90	200
%V	7.2%	7.1%	7.3%	4.2%	7.4%	7.0%	7.8%	7.8%
%H		95.8%	47.9%	9.2%	77.5%	39.6%	37.5%	83.3%
25 - 34	408	390	219	66	267	165	102	341
%V	12.2%	12.0%	13.9%	12.5%	10.6%	12.1%	8.8%	13.2%
%H		95.6%	53.7%	16.2%	65.4%	40.4%	25.0%	83.6%
35 - 44	392	383	218	73	275	175	100	341
%V	11.8%	11.7%	13.8%	13.8%	10.9%	12.9%	8.6%	13.2%
%H		97.7%	55.6%	18.6%	70.2%	44.6%	25.5%	87.0%
45 - 54	487	478	243	91	378	232	146	422
%V	14.6%	14.7%	15.4%	17.2%	15.0%	17.1%	12.6%	16.4%
%H		98.2%	49.9%	18.7%	77.6%	47.6%	30.0%	86.7%
55 - 64	440	430	200	58	343	169	174	326
%V	13.2%	13.2%	12.7%	11.0%	13.6%	12.4%	15.0%	12.6%
%H		97.7%	45.5%	13.2%	78.0%	38.4%	39.5%	74.1%
65+	640	633	194	80	543	181	362	305
%V	19.2%	19.4%	12.3%	15.1%	21.6%	13.3%	31.2%	11.8%
%H		98.9%	30.3%	12.5%	84.8%	28.3%	56.6%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2747	2683	1249	421	2103	1086	1017	2059
%H		97.7%	45.5%	15.3%	76.6%	39.5%	37.0%	75.0%
AB	619	601	292	98	484	261	223	570
%V	22.5%	22.4%	23.4%	23.3%	23.0%	24.0%	21.9%	27.7%
%H		97.1%	47.2%	15.8%	78.2%	42.2%	36.0%	92.1%
C1	717	701	333	114	542	288	253	598
%V	26.1%	26.1%	26.7%	27.1%	25.8%	26.5%	24.9%	29.0%
%H		97.8%	46.4%	15.9%	75.6%	40.2%	35.3%	83.4%
C2	623	618	308	118	482	287	195	461
%V	22.7%	23.0%	24.7%	28.0%	22.9%	26.4%	19.2%	22.4%
%H		99.2%	49.4%	18.9%	77.4%	46.1%	31.3%	74.0%
D	461	445	222	52	338	171	167	312
%V	16.8%	16.6%	17.8%	12.4%	16.1%	15.7%	16.4%	15.2%
%H		96.5%	48.2%	11.3%	73.3%	37.1%	36.2%	67.7%
E	326	318	95	39	257	78	179	118
%V	11.9%	11.9%	7.6%	9.3%	12.2%	7.2%	17.6%	5.7%
%H		97.5%	29.1%	12.0%	78.8%	23.9%	54.9%	36.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2747	2683	1249	421	2103	1086	1017	2059
%H		97.7%	45.5%	15.3%	76.6%	39.5%	37.0%	75.0%
Working full time	1134	1097	609	184	827	520	307	986
%V	41.3%	40.9%	48.8%	43.7%	39.3%	47.9%	30.2%	47.9%
%H		96.7%	53.7%	16.2%	72.9%	45.9%	27.1%	86.9%
Working part time	311	306	152	59	235	138	97	278
%V	11.3%	11.4%	12.2%	14.0%	11.2%	12.7%	9.5%	13.5%
%H		98.4%	48.9%	19.0%	75.6%	44.4%	31.2%	89.4%
Not working	1302	1280	488	178	1042	429	613	795
%V	47.4%	47.7%	39.1%	42.3%	49.5%	39.5%	60.3%	38.6%
%H		98.3%	37.5%	13.7%	80.0%	32.9%	47.1%	61.1%
Housewife/Houseperson	1505	1465	631	210	1153	532	620	1007
%V	54.8%	54.6%	50.5%	49.9%	54.8%	49.0%	61.0%	48.9%
%H		97.3%	41.9%	14.0%	76.6%	35.3%	41.2%	66.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1335	1301	626	199	1018	541	477	1032
%H		97.5%	46.9%	14.9%	76.3%	40.5%	35.7%	77.3%
16 - 19	67	66	30	13	55	33	22	63
%V	5.0%	5.1%	4.8%	6.5%	5.4%	6.1%	4.6%	6.1%
%H		98.5%	44.8%	19.4%	82.1%	49.3%	32.8%	94.0%
20 - 24	123	117	58	11	94	49	45	107
%V	9.2%	9.0%	9.3%	5.5%	9.2%	9.1%	9.4%	10.4%
%H		95.1%	47.2%	8.9%	76.4%	39.8%	36.6%	87.0%
25 - 34	203	196	113	31	133	83	50	172
%V	15.2%	15.1%	18.1%	15.6%	13.1%	15.3%	10.5%	16.7%
%H		96.6%	55.7%	15.3%	65.5%	40.9%	24.6%	84.7%
35 - 44	191	187	105	35	133	82	51	167
%V	14.3%	14.4%	16.8%	17.6%	13.1%	15.2%	10.7%	16.2%
%H		97.9%	55.0%	18.3%	69.6%	42.9%	26.7%	87.4%
45 - 54	234	228	118	44	181	114	67	200
%V	17.5%	17.5%	18.8%	22.1%	17.8%	21.1%	14.0%	19.4%
%H		97.4%	50.4%	18.8%	77.4%	48.7%	28.6%	85.5%
55 - 64	221	215	106	27	173	90	83	170
%V	16.6%	16.5%	16.9%	13.6%	17.0%	16.6%	17.4%	16.5%
%H		97.3%	48.0%	12.2%	78.3%	40.7%	37.6%	76.9%
65+	295	292	96	40	250	90	160	152
%V	22.1%	22.4%	15.3%	20.1%	24.6%	16.6%	33.5%	14.7%
%H		99.0%	32.5%	13.6%	84.7%	30.5%	54.2%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1335	1301	626	199	1018	541	477	1032
%H		97.5%	46.9%	14.9%	76.3%	40.5%	35.7%	77.3%
AB	314	306	148	51	246	133	114	293
%V	23.5%	23.5%	23.6%	25.6%	24.2%	24.6%	23.9%	28.4%
%H		97.5%	47.1%	16.2%	78.3%	42.4%	36.3%	93.3%
C1	335	325	163	49	249	137	112	287
%V	25.1%	25.0%	26.0%	24.6%	24.5%	25.3%	23.5%	27.8%
%H		97.0%	48.7%	14.6%	74.3%	40.9%	33.4%	85.7%
C2	330	328	163	59	258	151	107	239
%V	24.7%	25.2%	26.0%	29.6%	25.3%	27.9%	22.4%	23.2%
%H		99.4%	49.4%	17.9%	78.2%	45.8%	32.4%	72.4%
D	223	216	113	25	162	89	73	161
%V	16.7%	16.6%	18.1%	12.6%	15.9%	16.5%	15.3%	15.6%
%H		96.9%	50.7%	11.2%	72.6%	39.9%	32.7%	72.2%
E	132	126	38	15	102	31	71	51
%V	9.9%	9.7%	6.1%	7.5%	10.0%	5.7%	14.9%	4.9%
%H		95.5%	28.8%	11.4%	77.3%	23.5%	53.8%	38.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1335	1301	626	199	1018	541	477	1032
%H		97.5%	46.9%	14.9%	76.3%	40.5%	35.7%	77.3%
Working full time	694	673	380	116	507	329	178	615
%V	52.0%	51.7%	60.7%	58.3%	49.8%	60.8%	37.3%	59.6%
%H		97.0%	54.8%	16.7%	73.1%	47.4%	25.6%	88.6%
Working part time	73	72	33	15	51	28	24	64
%V	5.5%	5.5%	5.3%	7.5%	5.0%	5.2%	5.0%	6.2%
%H		98.6%	45.2%	20.5%	69.9%	38.4%	32.9%	87.7%
Not working	568	556	212	68	459	184	275	353
%V	42.5%	42.7%	33.9%	34.2%	45.1%	34.0%	57.7%	34.2%
%H		97.9%	37.3%	12.0%	80.8%	32.4%	48.4%	62.1%
Housewife/Houseperson	352	337	129	35	267	100	167	195
%V	26.4%	25.9%	20.6%	17.6%	26.2%	18.5%	35.0%	18.9%
%H		95.7%	36.6%	9.9%	75.9%	28.4%	47.4%	55.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1381	624	222	1085	545	541	1026
%H		97.8%	44.2%	15.7%	76.8%	38.6%	38.3%	72.7%
16 - 19	73	72	32	18	57	34	22	60
%V	5.2%	5.2%	5.1%	8.1%	5.3%	6.2%	4.1%	5.8%
%H		98.6%	43.8%	24.7%	78.1%	46.6%	30.1%	82.2%
20 - 24	116	114	56	11	92	47	45	93
%V	8.2%	8.3%	9.0%	5.0%	8.5%	8.6%	8.3%	9.1%
%H		98.3%	48.3%	9.5%	79.3%	40.5%	38.8%	80.2%
25 - 34	205	194	105	36	134	82	52	169
%V	14.5%	14.0%	16.8%	16.2%	12.4%	15.0%	9.6%	16.5%
%H		94.6%	51.2%	17.6%	65.4%	40.0%	25.4%	82.4%
35 - 44	200	196	113	38	142	93	49	174
%V	14.2%	14.2%	18.1%	17.1%	13.1%	17.1%	9.1%	17.0%
%H		98.0%	56.5%	19.0%	71.0%	46.5%	24.5%	87.0%
45 - 54	253	250	125	47	197	118	79	222
%V	17.9%	18.1%	20.0%	21.2%	18.2%	21.7%	14.6%	21.6%
%H		98.8%	49.4%	18.6%	77.9%	46.6%	31.2%	87.7%
55 - 64	219	215	94	32	170	79	91	156
%V	15.5%	15.6%	15.1%	14.4%	15.7%	14.5%	16.8%	15.2%
%H		98.2%	42.9%	14.6%	77.6%	36.1%	41.6%	71.2%
65+	345	341	98	40	293	91	202	152
%V	24.4%	24.7%	15.7%	18.0%	27.0%	16.7%	37.3%	14.8%
%H		98.8%	28.4%	11.6%	84.9%	26.4%	58.6%	44.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1381	624	222	1085	545	541	1026
%H		97.8%	44.2%	15.7%	76.8%	38.6%	38.3%	72.7%
AB	305	295	144	47	238	129	109	277
%V	21.6%	21.4%	23.1%	21.2%	21.9%	23.7%	20.1%	27.0%
%H		96.7%	47.2%	15.4%	78.0%	42.3%	35.7%	90.8%
C1	382	375	169	66	292	151	141	311
%V	27.1%	27.2%	27.1%	29.7%	26.9%	27.7%	26.1%	30.3%
%H		98.2%	44.2%	17.3%	76.4%	39.5%	36.9%	81.4%
C2	293	290	145	59	225	136	89	221
%V	20.8%	21.0%	23.2%	26.6%	20.7%	25.0%	16.5%	21.5%
%H		99.0%	49.5%	20.1%	76.8%	46.4%	30.4%	75.4%
D	237	229	108	26	176	82	94	151
%V	16.8%	16.6%	17.3%	11.7%	16.2%	15.0%	17.4%	14.7%
%H		96.6%	45.6%	11.0%	74.3%	34.6%	39.7%	63.7%
E	195	192	57	24	155	47	108	67
%V	13.8%	13.9%	9.1%	10.8%	14.3%	8.6%	20.0%	6.5%
%H		98.5%	29.2%	12.3%	79.5%	24.1%	55.4%	34.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1381	624	222	1085	545	541	1026
%H		97.8%	44.2%	15.7%	76.8%	38.6%	38.3%	72.7%
Working full time	440	424	229	68	319	190	129	371
%V	31.2%	30.7%	36.7%	30.6%	29.4%	34.9%	23.8%	36.2%
%H		96.4%	52.0%	15.5%	72.5%	43.2%	29.3%	84.3%
Working part time	237	235	119	44	183	110	73	214
%V	16.8%	17.0%	19.1%	19.8%	16.9%	20.2%	13.5%	20.9%
%H		99.2%	50.2%	18.6%	77.2%	46.4%	30.8%	90.3%
Not working	734	723	276	110	583	244	339	442
%V	52.0%	52.4%	44.2%	49.5%	53.7%	44.8%	62.7%	43.1%
%H		98.5%	37.6%	15.0%	79.4%	33.2%	46.2%	60.2%
Housewife/Houseperson	1153	1128	502	175	885	432	453	813
%V	81.7%	81.7%	80.4%	78.8%	81.6%	79.3%	83.7%	79.2%
%H		97.8%	43.5%	15.2%	76.8%	37.5%	39.3%	70.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
AB	614	600	280	99	459	237	222	557
%V	20.7%	20.8%	23.6%	19.7%	20.1%	21.9%	18.4%	26.6%
%H (All HH)		97.7%	45.6%	16.1%	74.8%	38.6%	36.2%	90.7%
%H (TV HH)			46.7%	16.5%	76.5%	39.5%	37.0%	
C1	815	799	355	146	630	327	304	642
%V	27.5%	27.7%	29.9%	29.0%	27.5%	30.2%	25.2%	30.7%
%H (All HH)		98.0%	43.6%	17.9%	77.3%	40.1%	37.3%	78.8%
%H (TV HH)			44.4%	18.3%	78.8%	40.9%	38.0%	
C2	617	604	272	120	479	262	217	448
%V	20.8%	21.0%	22.9%	23.9%	20.9%	24.2%	18.0%	21.4%
%H (All HH)		97.9%	44.1%	19.4%	77.6%	42.5%	35.2%	72.6%
%H (TV HH)			45.0%	19.9%	79.3%	43.4%	35.9%	
D	431	415	148	80	336	146	189	275
%V	14.5%	14.4%	12.5%	15.9%	14.7%	13.5%	15.7%	13.2%
%H (All HH)		96.3%	34.3%	18.6%	78.0%	33.9%	43.9%	63.8%
%H (TV HH)			35.7%	19.3%	81.0%	35.2%	45.5%	
E	488	463	133	59	383	110	272	170
%V	16.5%	16.1%	11.2%	11.7%	16.7%	10.2%	22.6%	8.1%
%H (All HH)		94.9%	27.3%	12.1%	78.5%	22.5%	55.7%	34.8%
%H (TV HH)			28.7%	12.7%	82.7%	23.8%	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 2012 - June 2013

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Under 25	129	119	45	17	88	32	56	83
%V	4.4%	4.1%	3.8%	3.4%	3.8%	3.0%	4.6%	4.0%
%H (All HH)		92.2%	34.9%	13.2%	68.2%	24.8%	43.4%	64.3%
%H (TV HH)			37.8%	14.3%	73.9%	26.9%	47.1%	
25 - 34	452	435	221	88	307	180	127	377
%V	15.2%	15.1%	18.6%	17.5%	13.4%	16.6%	10.5%	18.0%
%H (All HH)		96.2%	48.9%	19.5%	67.9%	39.8%	28.1%	83.4%
%H (TV HH)			50.8%	20.2%	70.6%	41.4%	29.2%	
35 - 44	531	515	264	105	374	224	150	458
%V	17.9%	17.9%	22.2%	20.9%	16.4%	20.7%	12.4%	21.9%
%H (All HH)		97.0%	49.7%	19.8%	70.4%	42.2%	28.2%	86.3%
%H (TV HH)			51.3%	20.4%	72.6%	43.5%	29.1%	
45 - 54	586	570	257	120	455	260	195	490
%V	19.8%	19.8%	21.6%	23.9%	19.9%	24.0%	16.2%	23.4%
%H (All HH)		97.3%	43.9%	20.5%	77.6%	44.4%	33.3%	83.6%
%H (TV HH)			45.1%	21.1%	79.8%	45.6%	34.2%	
55 - 64	492	477	194	84	381	180	201	364
%V	16.6%	16.6%	16.3%	16.7%	16.7%	16.6%	16.7%	17.4%
%H (All HH)		97.0%	39.4%	17.1%	77.4%	36.6%	40.9%	74.0%
%H (TV HH)			40.7%	17.6%	79.9%	37.7%	42.1%	
65 +	774	767	206	88	682	207	475	319
%V	26.1%	26.6%	17.3%	17.5%	29.8%	19.1%	39.4%	15.3%
%H (All HH)		99.1%	26.6%	11.4%	88.1%	26.7%	61.4%	41.2%
%H (TV HH)			26.9%	11.5%	88.9%	27.0%	61.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
1	962	919	245	108	780	213	566	430
%V	32.5%	31.9%	20.6%	21.5%	34.1%	19.7%	47.0%	20.6%
%H (All HH)		95.5%	25.5%	11.2%	81.1%	22.1%	58.8%	44.7%
%H (TV HH)			26.7%	11.8%	84.9%	23.2%	61.6%	
2	963	943	398	170	742	362	380	729
%V	32.5%	32.7%	33.5%	33.8%	32.4%	33.5%	31.5%	34.9%
%H (All HH)		97.9%	41.3%	17.7%	77.1%	37.6%	39.5%	75.7%
%H (TV HH)			42.2%	18.0%	78.7%	38.4%	40.3%	
3	479	469	244	98	348	218	131	419
%V	16.2%	16.3%	20.5%	19.5%	15.2%	20.1%	10.9%	20.0%
%H (All HH)		97.9%	50.9%	20.5%	72.7%	45.5%	27.3%	87.5%
%H (TV HH)			52.0%	20.9%	74.2%	46.5%	27.9%	
4	378	373	204	83	288	201	88	346
%V	12.8%	12.9%	17.2%	16.5%	12.6%	18.6%	7.3%	16.5%
%H (All HH)		98.7%	54.0%	22.0%	76.2%	53.2%	23.3%	91.5%
%H (TV HH)			54.7%	22.3%	77.2%	53.9%	23.6%	
5+	182	178	97	44	128	88	40	167
%V	6.1%	6.2%	8.2%	8.7%	5.6%	8.1%	3.3%	8.0%
%H (All HH)		97.8%	53.3%	24.2%	70.3%	48.4%	22.0%	91.8%
%H (TV HH)			54.5%	24.7%	71.9%	49.4%	22.5%	
Average HH size	2.30	2.31	2.62	2.60	2.25	2.65	1.89	2.60

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 2012 - June 2013

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Without	2203	2135	784	352	1745	739	1006	1431
%V	74.3%	74.1%	66.0%	70.0%	76.3%	68.3%	83.5%	68.4%
%H (All HH)		96.9%	35.6%	16.0%	79.2%	33.5%	45.7%	65.0%
%H (TV HH)			36.7%	16.5%	81.7%	34.6%	47.1%	
With	761	747	404	151	542	343	199	660
%V	25.7%	25.9%	34.0%	30.0%	23.7%	31.7%	16.5%	31.6%
%H (All HH)		98.2%	53.1%	19.8%	71.2%	45.1%	26.1%	86.7%
%H (TV HH)			54.1%	20.2%	72.6%	45.9%	26.6%	
0 - 3	297	288	159	49	201	119	81	239
%V	10.0%	10.0%	13.4%	9.7%	8.8%	11.0%	6.7%	11.4%
%H (All HH)		97.0%	53.5%	16.5%	67.7%	40.1%	27.3%	80.5%
%H (TV HH)			55.2%	17.0%	69.8%	41.3%	28.1%	
4 - 9	369	363	202	73	262	170	91	321
%V	12.4%	12.6%	17.0%	14.5%	11.5%	15.7%	7.6%	15.4%
%H (All HH)		98.4%	54.7%	19.8%	71.0%	46.1%	24.7%	87.0%
%H (TV HH)			55.6%	20.1%	72.2%	46.8%	25.1%	
10 - 15	357	351	190	81	258	173	85	325
%V	12.0%	12.2%	16.0%	16.1%	11.3%	16.0%	7.1%	15.5%
%H (All HH)		98.3%	53.2%	22.7%	72.3%	48.5%	23.8%	91.0%
%H (TV HH)			54.1%	23.1%	73.5%	49.3%	24.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
1	1119	1119	354	149	831	220	611	633
%V	37.8%	38.8%	29.8%	29.6%	36.3%	20.3%	50.7%	30.3%
%H (All HH)		100.0%	31.6%	13.3%	74.3%	19.7%	54.6%	56.6%
%H (TV HH)			31.6%	13.3%	74.3%	19.7%	54.6%	
2	1025	1025	437	188	834	426	408	751
%V	34.6%	35.6%	36.8%	37.4%	36.5%	39.4%	33.9%	35.9%
%H (All HH)		100.0%	42.6%	18.3%	81.4%	41.6%	39.8%	73.3%
%H (TV HH)			42.6%	18.3%	81.4%	41.6%	39.8%	
3	453	453	235	89	373	239	134	390
%V	15.3%	15.7%	19.8%	17.7%	16.3%	22.1%	11.1%	18.7%
%H (All HH)		100.0%	51.9%	19.6%	82.3%	52.8%	29.6%	86.1%
%H (TV HH)			51.9%	19.6%	82.3%	52.8%	29.6%	
4	186	186	106	50	160	125	35	178
%V	6.3%	6.5%	8.9%	9.9%	7.0%	11.6%	2.9%	8.5%
%H (All HH)		100.0%	57.0%	26.9%	86.0%	67.2%	18.8%	95.7%
%H (TV HH)			57.0%	26.9%	86.0%	67.2%	18.8%	
5+	99	99	56	27	88	71	17	97
%V	3.3%	3.4%	4.7%	5.4%	3.8%	6.6%	1.4%	4.6%
%H (All HH)		100.0%	56.6%	27.3%	88.9%	71.7%	17.2%	98.0%
%H (TV HH)			56.6%	27.3%	88.9%	71.7%	17.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Under 20"	631	631	250	104	576	291	284	463
%V	21.3%	21.9%	21.0%	20.7%	25.2%	26.9%	23.6%	22.1%
%H (All HH)		100.0%	39.6%	16.5%	91.3%	46.1%	45.0%	73.4%
%H (TV HH)			39.6%	16.5%	91.3%	46.1%	45.0%	
20" - 29"	1039	1039	408	176	888	423	466	721
%V	35.1%	36.1%	34.3%	35.0%	38.8%	39.1%	38.7%	34.5%
%H (All HH)		100.0%	39.3%	16.9%	85.5%	40.7%	44.9%	69.4%
%H (TV HH)			39.3%	16.9%	85.5%	40.7%	44.9%	
30" - 39"	1607	1607	670	309	1310	667	643	1184
%V	54.2%	55.8%	56.4%	61.4%	57.3%	61.6%	53.4%	56.6%
%H (All HH)		100.0%	41.7%	19.2%	81.5%	41.5%	40.0%	73.7%
%H (TV HH)			41.7%	19.2%	81.5%	41.5%	40.0%	
40" and over	1112	1112	606	243	813	537	276	946
%V	37.5%	38.6%	51.0%	48.3%	35.5%	49.6%	22.9%	45.2%
%H (All HH)		100.0%	54.5%	21.9%	73.1%	48.3%	24.8%	85.1%
%H (TV HH)			54.5%	21.9%	73.1%	48.3%	24.8%	

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 2012 - June 2013

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%V (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Main living room	2840	2840	1178	501	2261	1077	1184	2022
%V	95.8%	98.5%	99.2%	99.6%	98.9%	99.5%	98.3%	96.7%
%H (All HH)		100.0%	41.5%	17.6%	79.6%	37.9%	41.7%	71.2%
%H (TV HH)			41.5%	17.6%	79.6%	37.9%	41.7%	
Kitchen	261	261	129	39	228	133	95	213
%V	8.8%	9.1%	10.9%	7.8%	10.0%	12.3%	7.9%	10.2%
%H (All HH)		100.0%	49.4%	14.9%	87.4%	51.0%	36.4%	81.6%
%H (TV HH)			49.4%	14.9%	87.4%	51.0%	36.4%	
Adult's bedroom	1246	1246	598	266	1035	638	397	1003
%V	42.0%	43.2%	50.3%	52.9%	45.3%	59.0%	32.9%	48.0%
%H (All HH)		100.0%	48.0%	21.3%	83.1%	51.2%	31.9%	80.5%
%H (TV HH)			48.0%	21.3%	83.1%	51.2%	31.9%	
Child's bedroom	223	223	118	58	193	141	53	206
%V	7.5%	7.7%	9.9%	11.5%	8.4%	13.0%	4.4%	9.9%
%H (All HH)		100.0%	52.9%	26.0%	86.5%	63.2%	23.8%	92.4%
%H (TV HH)			52.9%	26.0%	86.5%	63.2%	23.8%	
Other bedroom	123	123	60	29	108	72	36	109
%V	4.1%	4.3%	5.1%	5.8%	4.7%	6.7%	3.0%	5.2%
%H (All HH)		100.0%	48.8%	23.6%	87.8%	58.5%	29.3%	88.6%
%H (TV HH)			48.8%	23.6%	87.8%	58.5%	29.3%	
Second living/dining room	323	323	159	60	274	166	108	274
%V	10.9%	11.2%	13.4%	11.9%	12.0%	15.3%	9.0%	13.1%
%H (All HH)		100.0%	49.2%	18.6%	84.8%	51.4%	33.4%	84.8%
%H (TV HH)			49.2%	18.6%	84.8%	51.4%	33.4%	
Study/office	28	28	14	5	23	14	10	26
%V	0.9%	1.0%	1.2%	1.0%	1.0%	1.3%	0.8%	1.2%
%H (All HH)		100.0%	50.0%	17.9%	82.1%	50.0%	35.7%	92.9%
%H (TV HH)			50.0%	17.9%	82.1%	50.0%	35.7%	
TV room	13	13	8	2	10	8	3	13
%V	0.4%	0.5%	0.7%	0.4%	0.4%	0.7%	0.2%	0.6%
%H (All HH)		100.0%	61.5%	15.4%	76.9%	61.5%	23.1%	100.0%
%H (TV HH)			61.5%	15.4%	76.9%	61.5%	23.1%	
Conservatory	69	69	36	13	63	42	21	62
%V	2.3%	2.4%	3.0%	2.6%	2.8%	3.9%	1.7%	3.0%
%H (All HH)		100.0%	52.2%	18.8%	91.3%	60.9%	30.4%	89.9%
%H (TV HH)			52.2%	18.8%	91.3%	60.9%	30.4%	
Attic or loft room	4	4	3	0	3	2	1	4
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
No specific location	6	6	3	2	5	4	2	5
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	66.7%	33.3%	83.3%
%H (TV HH)			50.0%	33.3%	83.3%	66.7%	33.3%	
Other	14	14	7	3	10	7	3	12
%V	0.5%	0.5%	0.6%	0.6%	0.4%	0.6%	0.2%	0.6%
%H (All HH)		100.0%	50.0%	21.4%	71.4%	50.0%	21.4%	85.7%
%H (TV HH)			50.0%	21.4%	71.4%	50.0%	21.4%	

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 2012 - June 2013

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Any DSAT provider	1188	1188	1188	24	773	773	0	1009
%V	40.1%	41.2%	100.0%	4.8%	33.8%	71.4%	0.0%	48.3%
%H (All HH)			100.0%	2.0%	65.1%	65.1%	0.0%	84.9%
%H (TV HH)			100.0%	2.0%	65.1%	65.1%	0.0%	
Sky with subcription	1043	1043	1043	15	672	672	0	909
%V	35.2%	36.2%	87.8%	3.0%	29.4%	62.1%	0.0%	43.5%
%H (All HH)			100.0%	1.4%	64.4%	64.4%	0.0%	87.2%
%H (TV HH)			100.0%	1.4%	64.4%	64.4%	0.0%	
Sky without subscription	66	66	66	5	41	41	0	37
%V	2.2%	2.3%	5.6%	1.0%	1.8%	3.8%	0.0%	1.8%
%H (All HH)			100.0%	7.6%	62.1%	62.1%	0.0%	56.1%
%H (TV HH)			100.0%	7.6%	62.1%	62.1%	0.0%	
Freesat	73	73	73	2	56	56	0	57
%V	2.5%	2.5%	6.1%	0.4%	2.4%	5.2%	0.0%	2.7%
%H (All HH)			100.0%	2.7%	76.7%	76.7%	0.0%	78.1%
%H (TV HH)			100.0%	2.7%	76.7%	76.7%	0.0%	
Other satellite provider	14	14	14	1	9	9	0	12
%V	0.5%	0.5%	1.2%	0.2%	0.4%	0.8%	0.0%	0.6%
%H (All HH)			100.0%	7.1%	64.3%	64.3%	0.0%	85.7%
%H (TV HH)			100.0%	7.1%	64.3%	64.3%	0.0%	
DCAB	503	503	24	503	327	327	0	432
%V	17.0%	17.5%	2.0%	100.0%	14.3%	30.2%	0.0%	20.7%
%H (All HH)			4.8%	100.0%	65.0%	65.0%	0.0%	85.9%
%H (TV HH)			4.8%	100.0%	65.0%	65.0%	0.0%	
DTT	2287	2287	773	327	2287	1082	1205	1557
%V	77.2%	79.4%	65.1%	65.0%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	33.8%	14.3%	100.0%	47.3%	52.7%	68.1%
%H (TV HH)			33.8%	14.3%	100.0%	47.3%	52.7%	

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

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Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%H (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
PVR	1660	1660	1004	340	1191	857	334	1420
%V	56.0%	57.6%	84.5%	67.6%	52.1%	79.2%	27.7%	67.9%
%H (All HH)		100.0%	60.5%	20.5%	71.7%	51.6%	20.1%	85.5%
%H (TV HH)			60.5%	20.5%	71.7%	51.6%	20.1%	
DVDR	141	141	63	26	119	64	55	111
%V	4.8%	4.9%	5.3%	5.2%	5.2%	5.9%	4.6%	5.3%
%H (All HH)		100.0%	44.7%	18.4%	84.4%	45.4%	39.0%	78.7%
%H (TV HH)			44.7%	18.4%	84.4%	45.4%	39.0%	
VCR	74	74	32	8	61	26	35	47
%V	2.5%	2.6%	2.7%	1.6%	2.7%	2.4%	2.9%	2.2%
%H (All HH)		100.0%	43.2%	10.8%	82.4%	35.1%	47.3%	63.5%
%H (TV HH)			43.2%	10.8%	82.4%	35.1%	47.3%	
Any recorder	1755	1755	1023	354	1273	877	396	1476
%V	59.2%	60.9%	86.1%	70.4%	55.7%	81.1%	32.9%	70.6%
%H (All HH)		100.0%	58.3%	20.2%	72.5%	50.0%	22.6%	84.1%
%H (TV HH)			58.3%	20.2%	72.5%	50.0%	22.6%	
Receives HDTV (via STB or built-in reception)	1446	1446	766	374	1064	740	324	1235
%V	48.8%	50.2%	64.5%	74.4%	46.5%	68.4%	26.9%	59.1%
%H (All HH)		100.0%	53.0%	25.9%	73.6%	51.2%	22.4%	85.4%
%H (TV HH)			53.0%	25.9%	73.6%	51.2%	22.4%	
DVD/Blu-ray player or recorder	2136	2136	936	406	1683	873	810	1623
%V	72.1%	74.1%	78.8%	80.7%	73.6%	80.7%	67.2%	77.6%
%H (All HH)		100.0%	43.8%	19.0%	78.8%	40.9%	37.9%	76.0%
%H (TV HH)			43.8%	19.0%	78.8%	40.9%	37.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2964	2882	1188	503	2287	1082	1205	2091
%V (All HH)		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%
%H (TV HH)			41.2%	17.5%	79.4%	37.5%	41.8%	
Has broadband internet	2091	2048	1009	432	1557	937	620	2091
%V	70.5%	71.1%	84.9%	85.9%	68.1%	86.6%	51.5%	100.0%
%H (All HH)		97.9%	48.3%	20.7%	74.5%	44.8%	29.7%	100.0%
%H (TV HH)			49.3%	21.1%	76.0%	45.8%	30.3%	
Number of computers (PCs and laptops)								
0	763	730	159	66	632	126	506	37
%V	25.7%	25.3%	13.4%	13.1%	27.6%	11.6%	42.0%	1.8%
%H (All HH)		95.7%	20.8%	8.7%	82.8%	16.5%	66.3%	4.8%
%H (TV HH)			21.8%	9.0%	86.6%	17.3%	69.3%	
1	1203	1166	517	218	897	463	434	1089
%V	40.6%	40.5%	43.5%	43.3%	39.2%	42.8%	36.0%	52.1%
%H (All HH)		96.9%	43.0%	18.1%	74.6%	38.5%	36.1%	90.5%
%H (TV HH)			44.3%	18.7%	76.9%	39.7%	37.2%	
2	535	529	271	109	406	252	154	507
%V	18.0%	18.4%	22.8%	21.7%	17.8%	23.3%	12.8%	24.2%
%H (All HH)		98.9%	50.7%	20.4%	75.9%	47.1%	28.8%	94.8%
%H (TV HH)			51.2%	20.6%	76.7%	47.6%	29.1%	
3	258	255	128	61	202	134	67	255
%V	8.7%	8.8%	10.8%	12.1%	8.8%	12.4%	5.6%	12.2%
%H (All HH)		98.8%	49.6%	23.6%	78.3%	51.9%	26.0%	98.8%
%H (TV HH)			50.2%	23.9%	79.2%	52.5%	26.3%	
4	122	122	66	29	87	61	27	120
%V	4.1%	4.2%	5.6%	5.8%	3.8%	5.6%	2.2%	5.7%
%H (All HH)		100.0%	54.1%	23.8%	71.3%	50.0%	22.1%	98.4%
%H (TV HH)			54.1%	23.8%	71.3%	50.0%	22.1%	
5+	82	81	46	20	63	46	17	82
%V	2.8%	2.8%	3.9%	4.0%	2.8%	4.3%	1.4%	3.9%
%H (All HH)		98.8%	56.1%	24.4%	76.8%	56.1%	20.7%	100.0%
%H (TV HH)			56.8%	24.7%	77.8%	56.8%	21.0%	

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

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BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5812	2665	1137	4741	2681	2060	4545
%H		45.9%	19.6%	81.6%	46.1%	35.4%	78.2%
Under 20"	801	332	140	734	394	340	613
%V	13.8%	12.5%	12.3%	15.5%	14.7%	16.5%	13.5%
%H		41.4%	17.5%	91.6%	49.2%	42.4%	76.5%
20" - 29"	1304	531	230	1126	569	557	945
%V	22.4%	19.9%	20.2%	23.8%	21.2%	27.0%	20.8%
%H		40.7%	17.6%	86.3%	43.6%	42.7%	72.5%
30" - 39"	1930	836	386	1587	862	725	1466
%V	33.2%	31.4%	33.9%	33.5%	32.2%	35.2%	32.3%
%H		43.3%	20.0%	82.2%	44.7%	37.6%	76.0%
40" and over	1321	739	288	965	654	311	1142
%V	22.7%	27.7%	25.3%	20.4%	24.4%	15.1%	25.1%
%H		55.9%	21.8%	73.1%	49.5%	23.5%	86.4%
Don't know	97	41	17	77	37	40	73
%V	1.7%	1.5%	1.5%	1.6%	1.4%	1.9%	1.6%
%H		42.3%	17.5%	79.4%	38.1%	41.2%	75.3%
Not Asked	359	186	76	252	165	87	306
%V	6.2%	7.0%	6.7%	5.3%	6.2%	4.2%	6.7%
%H		51.8%	21.2%	70.2%	46.0%	24.2%	85.2%

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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Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5812	2665	1137	4741	2681	2060	4545
%H		45.9%	19.6%	81.6%	46.1%	35.4%	78.2%
Main living room	2849	1182	503	2269	1082	1187	2028
%V	49.0%	44.4%	44.2%	47.9%	40.4%	57.6%	44.6%
%H		41.5%	17.7%	79.6%	38.0%	41.7%	71.2%
Kitchen	263	130	39	230	135	95	215
%V	4.5%	4.9%	3.4%	4.9%	5.0%	4.6%	4.7%
%H		49.4%	14.8%	87.5%	51.3%	36.1%	81.7%
Adult's bedroom	1450	709	325	1217	782	435	1197
%V	24.9%	26.6%	28.6%	25.7%	29.2%	21.1%	26.3%
%H		48.9%	22.4%	83.9%	53.9%	30.0%	82.6%
Child's bedroom	284	153	75	250	187	63	266
%V	4.9%	5.7%	6.6%	5.3%	7.0%	3.1%	5.9%
%H		53.9%	26.4%	88.0%	65.8%	22.2%	93.7%
Other bedroom	145	72	33	129	87	42	130
%V	2.5%	2.7%	2.9%	2.7%	3.2%	2.0%	2.9%
%H		49.7%	22.8%	89.0%	60.0%	29.0%	89.7%
Second living/dining room	326	161	60	278	168	110	278
%V	5.6%	6.0%	5.3%	5.9%	6.3%	5.3%	6.1%
%H		49.4%	18.4%	85.3%	51.5%	33.7%	85.3%
Study/office	28	14	6	23	14	10	27
%V	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%
%H		50.0%	21.4%	82.1%	50.0%	35.7%	96.4%
TV room	13	8	2	10	8	3	13
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.3%
%H		61.5%	15.4%	76.9%	61.5%	23.1%	100.0%
Conservatory	69	36	13	63	42	21	62
%V	1.2%	1.4%	1.1%	1.3%	1.6%	1.0%	1.4%
%H		52.2%	18.8%	91.3%	60.9%	30.4%	89.9%
Attic or loft room	4	3	0	3	2	1	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
No specific location	7	4	3	6	5	2	6
%V	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%	0.1%
%H		57.1%	42.9%	85.7%	71.4%	28.6%	85.7%
Other	14	8	3	10	7	3	13
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.3%
%H		57.1%	21.4%	71.4%	50.0%	21.4%	92.9%
Not Asked	359	186	76	252	165	87	306
%V	6.2%	7.0%	6.7%	5.3%	6.2%	4.2%	6.7%
%H		51.8%	21.2%	70.2%	46.0%	24.2%	85.2%

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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Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5812	2665	1137	4741	2681	2060	4545
%H		45.9%	19.6%	81.6%	46.1%	35.4%	78.2%
PVR	2202	1409	444	1530	1154	376	1934
%V	37.9%	52.9%	39.1%	32.3%	43.0%	18.3%	42.6%
%H		64.0%	20.2%	69.5%	52.4%	17.1%	87.8%
DVDR	162	74	29	135	73	62	128
%V	2.8%	2.8%	2.6%	2.8%	2.7%	3.0%	2.8%
%H		45.7%	17.9%	83.3%	45.1%	38.3%	79.0%
VCR	79	34	10	65	29	36	50
%V	1.4%	1.3%	0.9%	1.4%	1.1%	1.7%	1.1%
%H		43.0%	12.7%	82.3%	36.7%	45.6%	63.3%
Any recorder	2338	1448	466	1649	1197	451	2021
%V	40.2%	54.3%	41.0%	34.8%	44.6%	21.9%	44.5%
%H		61.9%	19.9%	70.5%	51.2%	19.3%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5812	2665	1137	4741	2681	2060	4545
%H		45.9%	19.6%	81.6%	46.1%	35.4%	78.2%
Receives HDTV (via STB or built-in reception)	2049	1099	541	1503	1067	437	1793
%V	35.3%	41.2%	47.6%	31.7%	39.8%	21.2%	39.4%
%H		53.6%	26.4%	73.4%	52.1%	21.3%	87.5%
DVD/Blu-ray player or recorder	3151	1464	653	2545	1480	1065	2528
%V	54.2%	54.9%	57.4%	53.7%	55.2%	51.7%	55.6%
%H		46.5%	20.7%	80.8%	47.0%	33.8%	80.2%

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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Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2880	1187	503	2286	1082	1204	2046
%H		41.2%	17.5%	79.4%	37.6%	41.8%	71.0%
Under 20"	59	9	3	52	4	48	26
%V	2.0%	0.8%	0.6%	2.3%	0.4%	4.0%	1.3%
%H		15.3%	5.1%	88.1%	6.8%	81.4%	44.1%
20" - 29"	441	105	42	381	86	296	213
%V	15.3%	8.8%	8.3%	16.7%	7.9%	24.6%	10.4%
%H		23.8%	9.5%	86.4%	19.5%	67.1%	48.3%
30" - 39"	1256	472	220	1037	463	573	863
%V	43.6%	39.8%	43.7%	45.4%	42.8%	47.6%	42.2%
%H		37.6%	17.5%	82.6%	36.9%	45.6%	68.7%
40" and over	1072	587	231	783	518	264	910
%V	37.2%	49.5%	45.9%	34.3%	47.9%	21.9%	44.5%
%H		54.8%	21.5%	73.0%	48.3%	24.6%	84.9%
Don't know	44	15	7	33	11	22	28
%V	1.5%	1.3%	1.4%	1.4%	1.0%	1.8%	1.4%
%H		34.1%	15.9%	75.0%	25.0%	50.0%	63.6%
Not Asked	8	0	0	0	0	1	6
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	12.5%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2880	1187	503	2286	1082	1204	2046
%H		41.2%	17.5%	79.4%	37.6%	41.8%	71.0%
PVR	1611	988	327	1147	834	313	1380
%V	55.9%	83.2%	65.0%	50.2%	77.1%	26.0%	67.4%
%H		61.3%	20.3%	71.2%	51.8%	19.4%	85.7%
DVDR	117	49	20	98	49	49	88
%V	4.1%	4.1%	4.0%	4.3%	4.5%	4.1%	4.3%
%H		41.9%	17.1%	83.8%	41.9%	41.9%	75.2%
VCR	62	25	7	50	20	30	37
%V	2.2%	2.1%	1.4%	2.2%	1.8%	2.5%	1.8%
%H		40.3%	11.3%	80.6%	32.3%	48.4%	59.7%
Any recorder	1706	1008	341	1229	855	374	1434
%V	59.2%	84.9%	67.8%	53.8%	79.0%	31.1%	70.1%
%H		59.1%	20.0%	72.0%	50.1%	21.9%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2880	1187	503	2286	1082	1204	2046
%H		41.2%	17.5%	79.4%	37.6%	41.8%	71.0%
Receives HDTV (via STB or built-in reception)	1402	748	368	1027	723	303	1199
%V	48.7%	63.0%	73.2%	44.9%	66.8%	25.2%	58.6%
%H		53.4%	26.2%	73.3%	51.6%	21.6%	85.5%
DVD/Blu-ray player or recorder	2002	875	378	1565	802	763	1513
%V	69.5%	73.7%	75.1%	68.5%	74.1%	63.4%	73.9%
%H		43.7%	18.9%	78.2%	40.1%	38.1%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2932	1477	634	2455	1599	856	2498
%H		50.4%	21.6%	83.7%	54.5%	29.2%	85.2%
Under 20"	742	324	137	682	390	292	586
%V	25.3%	21.9%	21.6%	27.8%	24.4%	34.1%	23.5%
%H		43.7%	18.5%	91.9%	52.6%	39.4%	79.0%
20" - 29"	863	426	188	744	484	261	731
%V	29.4%	28.8%	29.7%	30.3%	30.3%	30.5%	29.3%
%H		49.4%	21.8%	86.2%	56.1%	30.2%	84.7%
30" - 39"	673	364	166	551	399	152	602
%V	23.0%	24.6%	26.2%	22.4%	25.0%	17.8%	24.1%
%H		54.1%	24.7%	81.9%	59.3%	22.6%	89.5%
40" and over	249	152	57	183	136	46	233
%V	8.5%	10.3%	9.0%	7.5%	8.5%	5.4%	9.3%
%H		61.0%	22.9%	73.5%	54.6%	18.5%	93.6%
Don't know	54	26	10	44	26	18	45
%V	1.8%	1.8%	1.6%	1.8%	1.6%	2.1%	1.8%
%H		48.1%	18.5%	81.5%	48.1%	33.3%	83.3%
Not Asked	351	185	76	251	164	87	301
%V	12.0%	12.5%	12.0%	10.2%	10.3%	10.2%	12.0%
%H		52.7%	21.7%	71.5%	46.7%	24.8%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2932	1477	634	2455	1599	856	2498
%H		50.4%	21.6%	83.7%	54.5%	29.2%	85.2%
PVR	591	420	117	384	320	63	554
%V	20.2%	28.4%	18.5%	15.6%	20.0%	7.4%	22.2%
%H		71.1%	19.8%	65.0%	54.1%	10.7%	93.7%
DVDR	45	25	9	37	25	13	40
%V	1.5%	1.7%	1.4%	1.5%	1.6%	1.5%	1.6%
%H		55.6%	20.0%	82.2%	55.6%	28.9%	88.9%
VCR	18	9	3	15	9	6	13
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.7%	0.5%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	72.2%
Any recorder	631	439	125	420	342	78	587
%V	21.5%	29.7%	19.7%	17.1%	21.4%	9.1%	23.5%
%H		69.6%	19.8%	66.6%	54.2%	12.4%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2932	1477	634	2455	1599	856	2498
%H		50.4%	21.6%	83.7%	54.5%	29.2%	85.2%
Receives HDTV (via STB or built-in reception)	647	352	173	477	343	134	595
%V	22.1%	23.8%	27.3%	19.4%	21.5%	15.7%	23.8%
%H		54.4%	26.7%	73.7%	53.0%	20.7%	92.0%
DVD/Blu-ray player or recorder	1149	589	275	980	678	302	1015
%V	39.2%	39.9%	43.4%	39.9%	42.4%	35.3%	40.6%
%H		51.3%	23.9%	85.3%	59.0%	26.3%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6820	6661	3112	1309	5149	2867	2282	5428
%H		97.7%	45.6%	19.2%	75.5%	42.0%	33.5%	79.6%
Total Children	1311	1282	698	269	924	597	327	1139
%V	19.2%	19.2%	22.4%	20.6%	17.9%	20.8%	14.3%	21.0%
%H		97.8%	53.2%	20.5%	70.5%	45.5%	24.9%	86.9%
0 - 3	359	346	188	61	245	146	100	291
%V	5.3%	5.2%	6.0%	4.7%	4.8%	5.1%	4.4%	5.4%
%H		96.4%	52.4%	17.0%	68.2%	40.7%	27.9%	81.1%
4 - 15	952	936	509	208	678	451	227	848
%V	14.0%	14.1%	16.4%	15.9%	13.2%	15.7%	9.9%	15.6%
%H		98.3%	53.5%	21.8%	71.2%	47.4%	23.8%	89.1%
4 - 9	488	480	264	104	350	233	117	425
%V	7.2%	7.2%	8.5%	7.9%	6.8%	8.1%	5.1%	7.8%
%H		98.4%	54.1%	21.3%	71.7%	47.7%	24.0%	87.1%
10 - 15	464	456	245	105	328	218	110	423
%V	6.8%	6.8%	7.9%	8.0%	6.4%	7.6%	4.8%	7.8%
%H		98.3%	52.8%	22.6%	70.7%	47.0%	23.7%	91.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6820	6661	3112	1309	5149	2867	2282	5428
%H		97.7%	45.6%	19.2%	75.5%	42.0%	33.5%	79.6%
Total Adults (16+)	5510	5379	2415	1040	4225	2270	1955	4289
%V	80.8%	80.8%	77.6%	79.4%	82.1%	79.2%	85.7%	79.0%
%H		97.6%	43.8%	18.9%	76.7%	41.2%	35.5%	77.8%
16 - 19	340	334	168	79	258	170	88	308
%V	5.0%	5.0%	5.4%	6.0%	5.0%	5.9%	3.9%	5.7%
%H		98.2%	49.4%	23.2%	75.9%	50.0%	25.9%	90.6%
20 - 24	455	435	206	87	335	193	142	381
%V	6.7%	6.5%	6.6%	6.6%	6.5%	6.7%	6.2%	7.0%
%H		95.6%	45.3%	19.1%	73.6%	42.4%	31.2%	83.7%
25 - 34	898	866	450	181	616	377	239	775
%V	13.2%	13.0%	14.5%	13.8%	12.0%	13.1%	10.5%	14.3%
%H		96.4%	50.1%	20.2%	68.6%	42.0%	26.6%	86.3%
35 - 44	895	871	449	190	635	393	242	786
%V	13.1%	13.1%	14.4%	14.5%	12.3%	13.7%	10.6%	14.5%
%H		97.3%	50.2%	21.2%	70.9%	43.9%	27.0%	87.8%
45 - 54	985	965	461	209	763	462	301	851
%V	14.4%	14.5%	14.8%	16.0%	14.8%	16.1%	13.2%	15.7%
%H		98.0%	46.8%	21.2%	77.5%	46.9%	30.6%	86.4%
55 - 64	796	776	340	145	620	326	294	628
%V	11.7%	11.6%	10.9%	11.1%	12.0%	11.4%	12.9%	11.6%
%H		97.5%	42.7%	18.2%	77.9%	41.0%	36.9%	78.9%
65+	1142	1132	341	148	998	350	648	560
%V	16.7%	17.0%	11.0%	11.3%	19.4%	12.2%	28.4%	10.3%
%H		99.1%	29.9%	13.0%	87.4%	30.6%	56.7%	49.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5510	5379	2415	1040	4225	2270	1955	4289
%H		97.6%	43.8%	18.9%	76.7%	41.2%	35.5%	77.8%
AB	1250	1220	599	219	935	531	404	1167
%V	22.7%	22.7%	24.8%	21.1%	22.1%	23.4%	20.7%	27.2%
%H		97.6%	47.9%	17.5%	74.8%	42.5%	32.3%	93.4%
C1	1552	1524	714	304	1186	671	515	1308
%V	28.2%	28.3%	29.6%	29.2%	28.1%	29.6%	26.3%	30.5%
%H		98.2%	46.0%	19.6%	76.4%	43.2%	33.2%	84.3%
C2	1241	1221	588	257	969	580	389	966
%V	22.5%	22.7%	24.3%	24.7%	22.9%	25.6%	19.9%	22.5%
%H		98.4%	47.4%	20.7%	78.1%	46.7%	31.3%	77.8%
D	786	763	303	171	606	313	294	562
%V	14.3%	14.2%	12.5%	16.4%	14.3%	13.8%	15.0%	13.1%
%H		97.1%	38.5%	21.8%	77.1%	39.8%	37.4%	71.5%
E	680	650	211	89	530	177	353	285
%V	12.3%	12.1%	8.7%	8.6%	12.5%	7.8%	18.1%	6.6%
%H		95.6%	31.0%	13.1%	77.9%	26.0%	51.9%	41.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5510	5379	2415	1040	4225	2270	1955	4289
%H		97.6%	43.8%	18.9%	76.7%	41.2%	35.5%	77.8%
Working full time	2428	2384	1212	523	1800	1132	668	2188
%V	44.1%	44.3%	50.2%	50.3%	42.6%	49.9%	34.2%	51.0%
%H		98.2%	49.9%	21.5%	74.1%	46.6%	27.5%	90.1%
Working part time	542	529	245	110	414	236	178	468
%V	9.8%	9.8%	10.1%	10.6%	9.8%	10.4%	9.1%	10.9%
%H		97.6%	45.2%	20.3%	76.4%	43.5%	32.8%	86.3%
Not working	2539	2466	958	407	2011	902	1109	1634
%V	46.1%	45.8%	39.7%	39.1%	47.6%	39.7%	56.7%	38.1%
%H		97.1%	37.7%	16.0%	79.2%	35.5%	43.7%	64.4%
Housewife/Houseperson	2964	2882	1188	503	2287	1082	1205	2091
%V	53.8%	53.6%	49.2%	48.4%	54.1%	47.7%	61.6%	48.8%
%H		97.2%	40.1%	17.0%	77.2%	36.5%	40.7%	70.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2681	2609	1221	518	2042	1157	885	2140
%H		97.3%	45.5%	19.3%	76.2%	43.2%	33.0%	79.8%
16 - 19	178	174	98	36	138	97	40	169
%V	6.6%	6.7%	8.0%	6.9%	6.8%	8.4%	4.5%	7.9%
%H		97.8%	55.1%	20.2%	77.5%	54.5%	22.5%	94.9%
20 - 24	219	209	106	44	168	107	62	191
%V	8.2%	8.0%	8.7%	8.5%	8.2%	9.2%	7.0%	8.9%
%H		95.4%	48.4%	20.1%	76.7%	48.9%	28.3%	87.2%
25 - 34	444	430	218	95	306	188	118	389
%V	16.6%	16.5%	17.9%	18.3%	15.0%	16.2%	13.3%	18.2%
%H		96.8%	49.1%	21.4%	68.9%	42.3%	26.6%	87.6%
35 - 44	439	426	210	95	313	187	126	379
%V	16.4%	16.3%	17.2%	18.3%	15.3%	16.2%	14.2%	17.7%
%H		97.0%	47.8%	21.6%	71.3%	42.6%	28.7%	86.3%
45 - 54	485	472	233	102	366	226	139	412
%V	18.1%	18.1%	19.1%	19.7%	17.9%	19.5%	15.7%	19.3%
%H		97.3%	48.0%	21.0%	75.5%	46.6%	28.7%	84.9%
55 - 64	393	381	176	73	301	168	133	312
%V	14.7%	14.6%	14.4%	14.1%	14.7%	14.5%	15.0%	14.6%
%H		96.9%	44.8%	18.6%	76.6%	42.7%	33.8%	79.4%
65+	522	518	181	73	450	184	266	288
%V	19.5%	19.9%	14.8%	14.1%	22.0%	15.9%	30.1%	13.5%
%H		99.2%	34.7%	14.0%	86.2%	35.2%	51.0%	55.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2681	2609	1221	518	2042	1157	885	2140
%H		97.3%	45.5%	19.3%	76.2%	43.2%	33.0%	79.8%
AB	626	611	307	108	465	270	196	582
%V	23.3%	23.4%	25.1%	20.8%	22.8%	23.3%	22.1%	27.2%
%H		97.6%	49.0%	17.3%	74.3%	43.1%	31.3%	93.0%
C1	713	698	353	146	537	332	205	625
%V	26.6%	26.8%	28.9%	28.2%	26.3%	28.7%	23.2%	29.2%
%H		97.9%	49.5%	20.5%	75.3%	46.6%	28.8%	87.7%
C2	684	671	326	139	534	322	212	532
%V	25.5%	25.7%	26.7%	26.8%	26.2%	27.8%	24.0%	24.9%
%H		98.1%	47.7%	20.3%	78.1%	47.1%	31.0%	77.8%
D	370	358	144	88	280	152	129	270
%V	13.8%	13.7%	11.8%	17.0%	13.7%	13.1%	14.6%	12.6%
%H		96.8%	38.9%	23.8%	75.7%	41.1%	34.9%	73.0%
E	289	271	91	36	225	82	143	131
%V	10.8%	10.4%	7.5%	6.9%	11.0%	7.1%	16.2%	6.1%
%H		93.8%	31.5%	12.5%	77.9%	28.4%	49.5%	45.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2681	2609	1221	518	2042	1157	885	2140
%H		97.3%	45.5%	19.3%	76.2%	43.2%	33.0%	79.8%
Working full time	1446	1417	728	313	1064	677	386	1304
%V	53.9%	54.3%	59.6%	60.4%	52.1%	58.5%	43.6%	60.9%
%H		98.0%	50.3%	21.6%	73.6%	46.8%	26.7%	90.2%
Working part time	126	122	61	26	93	55	37	107
%V	4.7%	4.7%	5.0%	5.0%	4.6%	4.8%	4.2%	5.0%
%H		96.8%	48.4%	20.6%	73.8%	43.7%	29.4%	84.9%
Not working	1109	1070	433	179	886	425	461	729
%V	41.4%	41.0%	35.5%	34.6%	43.4%	36.7%	52.1%	34.1%
%H		96.5%	39.0%	16.1%	79.9%	38.3%	41.6%	65.7%
Housewife/Houseperson	667	627	233	99	494	199	295	394
%V	24.9%	24.0%	19.1%	19.1%	24.2%	17.2%	33.3%	18.4%
%H		94.0%	34.9%	14.8%	74.1%	29.8%	44.2%	59.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2770	1193	522	2183	1113	1070	2150
%H		97.9%	42.2%	18.5%	77.2%	39.3%	37.8%	76.0%
16 - 19	162	160	70	43	120	73	47	140
%V	5.7%	5.8%	5.9%	8.2%	5.5%	6.6%	4.4%	6.5%
%H		98.8%	43.2%	26.5%	74.1%	45.1%	29.0%	86.4%
20 - 24	236	226	100	44	167	86	81	191
%V	8.3%	8.2%	8.4%	8.4%	7.7%	7.7%	7.6%	8.9%
%H		95.8%	42.4%	18.6%	70.8%	36.4%	34.3%	80.9%
25 - 34	453	436	232	86	310	189	121	386
%V	16.0%	15.7%	19.4%	16.5%	14.2%	17.0%	11.3%	18.0%
%H		96.2%	51.2%	19.0%	68.4%	41.7%	26.7%	85.2%
35 - 44	455	445	239	95	322	206	116	407
%V	16.1%	16.1%	20.0%	18.2%	14.8%	18.5%	10.8%	18.9%
%H		97.8%	52.5%	20.9%	70.8%	45.3%	25.5%	89.5%
45 - 54	499	493	228	107	397	235	162	438
%V	17.6%	17.8%	19.1%	20.5%	18.2%	21.1%	15.1%	20.4%
%H		98.8%	45.7%	21.4%	79.6%	47.1%	32.5%	87.8%
55 - 64	403	395	164	72	319	158	161	316
%V	14.2%	14.3%	13.7%	13.8%	14.6%	14.2%	15.0%	14.7%
%H		98.0%	40.7%	17.9%	79.2%	39.2%	40.0%	78.4%
65+	620	615	160	76	547	166	382	272
%V	21.9%	22.2%	13.4%	14.6%	25.1%	14.9%	35.7%	12.7%
%H		99.2%	25.8%	12.3%	88.2%	26.8%	61.6%	43.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2770	1193	522	2183	1113	1070	2150
%H		97.9%	42.2%	18.5%	77.2%	39.3%	37.8%	76.0%
AB	624	610	292	110	469	261	208	585
%V	22.1%	22.0%	24.5%	21.1%	21.5%	23.5%	19.4%	27.2%
%H		97.8%	46.8%	17.6%	75.2%	41.8%	33.3%	93.8%
C1	839	826	361	158	649	339	310	683
%V	29.7%	29.8%	30.3%	30.3%	29.7%	30.5%	29.0%	31.8%
%H		98.5%	43.0%	18.8%	77.4%	40.4%	36.9%	81.4%
C2	557	550	263	118	435	258	177	434
%V	19.7%	19.9%	22.0%	22.6%	19.9%	23.2%	16.5%	20.2%
%H		98.7%	47.2%	21.2%	78.1%	46.3%	31.8%	77.9%
D	417	405	159	83	326	161	165	292
%V	14.7%	14.6%	13.3%	15.9%	14.9%	14.5%	15.4%	13.6%
%H		97.1%	38.1%	19.9%	78.2%	38.6%	39.6%	70.0%
E	392	380	119	53	304	95	210	154
%V	13.9%	13.7%	10.0%	10.2%	13.9%	8.5%	19.6%	7.2%
%H		96.9%	30.4%	13.5%	77.6%	24.2%	53.6%	39.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2770	1193	522	2183	1113	1070	2150
%H		97.9%	42.2%	18.5%	77.2%	39.3%	37.8%	76.0%
Working full time	982	967	485	209	737	455	282	884
%V	34.7%	34.9%	40.7%	40.0%	33.8%	40.9%	26.4%	41.1%
%H		98.5%	49.4%	21.3%	75.1%	46.3%	28.7%	90.0%
Working part time	416	407	184	85	321	181	140	361
%V	14.7%	14.7%	15.4%	16.3%	14.7%	16.3%	13.1%	16.8%
%H		97.8%	44.2%	20.4%	77.2%	43.5%	33.7%	86.8%
Not working	1431	1396	525	228	1125	478	647	905
%V	50.6%	50.4%	44.0%	43.7%	51.5%	42.9%	60.5%	42.1%
%H		97.6%	36.7%	15.9%	78.6%	33.4%	45.2%	63.2%
Housewife/Houseperson	2298	2255	955	404	1792	883	909	1697
%V	81.2%	81.4%	80.1%	77.4%	82.1%	79.3%	85.0%	78.9%
%H		98.1%	41.6%	17.6%	78.0%	38.4%	39.6%	73.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
AB	550	533	227	103	384	182	202	502
%V	22.7%	22.9%	23.0%	24.5%	22.1%	22.0%	22.1%	29.0%
%H (All HH)		96.9%	41.3%	18.7%	69.8%	33.1%	36.7%	91.3%
%H (TV HH)			42.6%	19.3%	72.0%	34.1%	37.9%	
C1	621	583	259	115	427	223	204	487
%V	25.6%	25.0%	26.2%	27.4%	24.6%	27.0%	22.4%	28.2%
%H (All HH)		93.9%	41.7%	18.5%	68.8%	35.9%	32.9%	78.4%
%H (TV HH)			44.4%	19.7%	73.2%	38.3%	35.0%	
C2	474	466	235	86	346	199	147	361
%V	19.6%	20.0%	23.8%	20.5%	19.9%	24.1%	16.1%	20.9%
%H (All HH)		98.3%	49.6%	18.1%	73.0%	42.0%	31.0%	76.2%
%H (TV HH)			50.4%	18.5%	74.2%	42.7%	31.5%	
D	403	389	169	70	286	140	147	261
%V	16.6%	16.7%	17.1%	16.7%	16.4%	16.9%	16.1%	15.1%
%H (All HH)		96.5%	41.9%	17.4%	71.0%	34.7%	36.5%	64.8%
%H (TV HH)			43.4%	18.0%	73.5%	36.0%	37.8%	
E	376	360	100	46	296	83	213	118
%V	15.5%	15.4%	10.1%	11.0%	17.0%	10.0%	23.4%	6.8%
%H (All HH)		95.7%	26.6%	12.2%	78.7%	22.1%	56.6%	31.4%
%H (TV HH)			27.8%	12.8%	82.2%	23.1%	59.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Under 25	133	112	52	20	76	41	34	99
%V	5.5%	4.8%	5.3%	4.8%	4.4%	5.0%	3.7%	5.7%
%H (All HH)		84.2%	39.1%	15.0%	57.1%	30.8%	25.6%	74.4%
%H (TV HH)			46.4%	17.9%	67.9%	36.6%	30.4%	
25 - 34	384	362	181	78	237	140	97	322
%V	15.8%	15.5%	18.3%	18.6%	13.6%	16.9%	10.6%	18.6%
%H (All HH)		94.3%	47.1%	20.3%	61.7%	36.5%	25.3%	83.9%
%H (TV HH)			50.0%	21.5%	65.5%	38.7%	26.8%	
35 - 44	391	374	189	77	255	148	107	341
%V	16.1%	16.0%	19.1%	18.3%	14.7%	17.9%	11.7%	19.7%
%H (All HH)		95.7%	48.3%	19.7%	65.2%	37.9%	27.4%	87.2%
%H (TV HH)			50.5%	20.6%	68.2%	39.6%	28.6%	
45 - 54	478	468	218	86	357	192	165	398
%V	19.7%	20.1%	22.0%	20.5%	20.5%	23.2%	18.1%	23.0%
%H (All HH)		97.9%	45.6%	18.0%	74.7%	40.2%	34.5%	83.3%
%H (TV HH)			46.6%	18.4%	76.3%	41.0%	35.3%	
55 - 64	402	390	163	80	300	151	149	311
%V	16.6%	16.7%	16.5%	19.0%	17.3%	18.3%	16.3%	18.0%
%H (All HH)		97.0%	40.5%	19.9%	74.6%	37.6%	37.1%	77.4%
%H (TV HH)			41.8%	20.5%	76.9%	38.7%	38.2%	
65 +	636	625	186	81	515	155	360	259
%V	26.2%	26.8%	18.8%	19.3%	29.6%	18.7%	39.5%	15.0%
%H (All HH)		98.3%	29.2%	12.7%	81.0%	24.4%	56.6%	40.7%
%H (TV HH)			29.8%	13.0%	82.4%	24.8%	57.6%	

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 2012 - June 2013

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
1	861	818	216	120	651	175	476	392
%V	35.5%	35.1%	21.8%	28.6%	37.4%	21.2%	52.2%	22.7%
%H (All HH)		95.0%	25.1%	13.9%	75.6%	20.3%	55.3%	45.5%
%H (TV HH)			26.4%	14.7%	79.6%	21.4%	58.2%	
2	852	822	376	157	610	324	286	688
%V	35.1%	35.3%	38.0%	37.4%	35.1%	39.2%	31.4%	39.8%
%H (All HH)		96.5%	44.1%	18.4%	71.6%	38.0%	33.6%	80.8%
%H (TV HH)			45.7%	19.1%	74.2%	39.4%	34.8%	
3	336	326	187	64	228	150	77	299
%V	13.9%	14.0%	18.9%	15.2%	13.1%	18.1%	8.4%	17.3%
%H (All HH)		97.0%	55.7%	19.0%	67.9%	44.6%	22.9%	89.0%
%H (TV HH)			57.4%	19.6%	69.9%	46.0%	23.6%	
4	270	264	153	55	185	131	54	253
%V	11.1%	11.3%	15.5%	13.1%	10.6%	15.8%	5.9%	14.6%
%H (All HH)		97.8%	56.7%	20.4%	68.5%	48.5%	20.0%	93.7%
%H (TV HH)			58.0%	20.8%	70.1%	49.6%	20.5%	
5+	104	101	57	24	66	47	19	98
%V	4.3%	4.3%	5.8%	5.7%	3.8%	5.7%	2.1%	5.7%
%H (All HH)		97.1%	54.8%	23.1%	63.5%	45.2%	18.3%	94.2%
%H (TV HH)			56.4%	23.8%	65.3%	46.5%	18.8%	
Average HH size	2.15	2.16	2.48	2.31	2.10	2.48	1.75	2.43

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 2012 - June 2013

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Without	1873	1791	671	312	1376	581	795	1228
%V	77.3%	76.8%	67.8%	74.3%	79.1%	70.3%	87.2%	71.0%
%H (All HH)		95.6%	35.8%	16.7%	73.5%	31.0%	42.4%	65.6%
%H (TV HH)			37.5%	17.4%	76.8%	32.4%	44.4%	
With	551	540	318	108	363	246	117	503
%V	22.7%	23.2%	32.2%	25.7%	20.9%	29.7%	12.8%	29.1%
%H (All HH)		98.0%	57.7%	19.6%	65.9%	44.6%	21.2%	91.3%
%H (TV HH)			58.9%	20.0%	67.2%	45.6%	21.7%	
0 - 3	197	193	116	39	128	88	40	173
%V	8.1%	8.3%	11.7%	9.3%	7.4%	10.6%	4.4%	10.0%
%H (All HH)		98.0%	58.9%	19.8%	65.0%	44.7%	20.3%	87.8%
%H (TV HH)			60.1%	20.2%	66.3%	45.6%	20.7%	
4 - 9	275	271	165	55	170	117	52	250
%V	11.3%	11.6%	16.7%	13.1%	9.8%	14.1%	5.7%	14.5%
%H (All HH)		98.5%	60.0%	20.0%	61.8%	42.5%	18.9%	90.9%
%H (TV HH)			60.9%	20.3%	62.7%	43.2%	19.2%	
10 - 15	256	251	146	51	180	124	55	241
%V	10.6%	10.8%	14.8%	12.1%	10.4%	15.0%	6.0%	13.9%
%H (All HH)		98.0%	57.0%	19.9%	70.3%	48.4%	21.5%	94.1%
%H (TV HH)			58.2%	20.3%	71.7%	49.4%	21.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
1	902	902	286	141	624	166	458	533
%V	37.2%	38.7%	28.9%	33.6%	35.9%	20.1%	50.2%	30.8%
%H (All HH)		100.0%	31.7%	15.6%	69.2%	18.4%	50.8%	59.1%
%H (TV HH)			31.7%	15.6%	69.2%	18.4%	50.8%	
2	838	838	359	146	650	316	335	611
%V	34.6%	36.0%	36.3%	34.8%	37.4%	38.2%	36.7%	35.3%
%H (All HH)		100.0%	42.8%	17.4%	77.6%	37.7%	40.0%	72.9%
%H (TV HH)			42.8%	17.4%	77.6%	37.7%	40.0%	
3	370	370	203	84	284	196	88	323
%V	15.3%	15.9%	20.5%	20.0%	16.3%	23.7%	9.6%	18.7%
%H (All HH)		100.0%	54.9%	22.7%	76.8%	53.0%	23.8%	87.3%
%H (TV HH)			54.9%	22.7%	76.8%	53.0%	23.8%	
4	154	154	97	37	125	104	21	143
%V	6.4%	6.6%	9.8%	8.8%	7.2%	12.6%	2.3%	8.3%
%H (All HH)		100.0%	63.0%	24.0%	81.2%	67.5%	13.6%	92.9%
%H (TV HH)			63.0%	24.0%	81.2%	67.5%	13.6%	
5+	65	65	44	12	55	45	10	65
%V	2.7%	2.8%	4.4%	2.9%	3.2%	5.4%	1.1%	3.8%
%H (All HH)		100.0%	67.7%	18.5%	84.6%	69.2%	15.4%	100.0%
%H (TV HH)			67.7%	18.5%	84.6%	69.2%	15.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Under 20"	563	563	246	100	472	252	220	426
%V	23.2%	24.2%	24.9%	23.8%	27.1%	30.5%	24.1%	24.6%
%H (All HH)		100.0%	43.7%	17.8%	83.8%	44.8%	39.1%	75.7%
%H (TV HH)			43.7%	17.8%	83.8%	44.8%	39.1%	
20" - 29"	843	843	329	155	690	325	365	599
%V	34.8%	36.2%	33.3%	36.9%	39.7%	39.3%	40.0%	34.6%
%H (All HH)		100.0%	39.0%	18.4%	81.9%	38.6%	43.3%	71.1%
%H (TV HH)			39.0%	18.4%	81.9%	38.6%	43.3%	
30" - 39"	1205	1205	517	242	942	489	453	873
%V	49.7%	51.7%	52.3%	57.6%	54.2%	59.1%	49.7%	50.5%
%H (All HH)		100.0%	42.9%	20.1%	78.2%	40.6%	37.6%	72.4%
%H (TV HH)			42.9%	20.1%	78.2%	40.6%	37.6%	
40" and over	984	984	564	189	695	456	239	836
%V	40.6%	42.2%	57.0%	45.0%	40.0%	55.1%	26.2%	48.3%
%H (All HH)		100.0%	57.3%	19.2%	70.6%	46.3%	24.3%	85.0%
%H (TV HH)			57.3%	19.2%	70.6%	46.3%	24.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%V (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Main living room	2278	2278	978	414	1716	818	898	1635
%V	94.0%	97.7%	98.9%	98.6%	98.7%	98.9%	98.5%	94.5%
%H (All HH)		100.0%	42.9%	18.2%	75.3%	35.9%	39.4%	71.8%
%H (TV HH)			42.9%	18.2%	75.3%	35.9%	39.4%	
Kitchen	280	280	153	41	237	148	89	234
%V	11.6%	12.0%	15.5%	9.8%	13.6%	17.9%	9.8%	13.5%
%H (All HH)		100.0%	54.6%	14.6%	84.6%	52.9%	31.8%	83.6%
%H (TV HH)			54.6%	14.6%	84.6%	52.9%	31.8%	
Adult's bedroom	960	960	476	200	781	487	294	756
%V	39.6%	41.2%	48.1%	47.6%	44.9%	58.9%	32.2%	43.7%
%H (All HH)		100.0%	49.6%	20.8%	81.4%	50.7%	30.6%	78.8%
%H (TV HH)			49.6%	20.8%	81.4%	50.7%	30.6%	
Child's bedroom	202	202	117	50	164	127	38	191
%V	8.3%	8.7%	11.8%	11.9%	9.4%	15.4%	4.2%	11.0%
%H (All HH)		100.0%	57.9%	24.8%	81.2%	62.9%	18.8%	94.6%
%H (TV HH)			57.9%	24.8%	81.2%	62.9%	18.8%	
Other bedroom	73	73	38	20	60	44	16	62
%V	3.0%	3.1%	3.8%	4.8%	3.5%	5.3%	1.8%	3.6%
%H (All HH)		100.0%	52.1%	27.4%	82.2%	60.3%	21.9%	84.9%
%H (TV HH)			52.1%	27.4%	82.2%	60.3%	21.9%	
Second living/dining room	166	166	81	31	133	78	55	149
%V	6.8%	7.1%	8.2%	7.4%	7.6%	9.4%	6.0%	8.6%
%H (All HH)		100.0%	48.8%	18.7%	80.1%	47.0%	33.1%	89.8%
%H (TV HH)			48.8%	18.7%	80.1%	47.0%	33.1%	
Study/office	28	28	11	8	23	15	9	25
%V	1.2%	1.2%	1.1%	1.9%	1.3%	1.8%	1.0%	1.4%
%H (All HH)		100.0%	39.3%	28.6%	82.1%	53.6%	32.1%	89.3%
%H (TV HH)			39.3%	28.6%	82.1%	53.6%	32.1%	
TV room	31	31	19	6	25	18	7	28
%V	1.3%	1.3%	1.9%	1.4%	1.4%	2.2%	0.8%	1.6%
%H (All HH)		100.0%	61.3%	19.4%	80.6%	58.1%	22.6%	90.3%
%H (TV HH)			61.3%	19.4%	80.6%	58.1%	22.6%	
Conservatory	33	33	19	6	26	18	8	31
%V	1.4%	1.4%	1.9%	1.4%	1.5%	2.2%	0.9%	1.8%
%H (All HH)		100.0%	57.6%	18.2%	78.8%	54.5%	24.2%	93.9%
%H (TV HH)			57.6%	18.2%	78.8%	54.5%	24.2%	
Attic or loft room	3	3	1	1	2	1	0	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	0.0%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	12	12	7	2	9	6	3	10
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.7%	0.3%	0.6%
%H (All HH)		100.0%	58.3%	16.7%	75.0%	50.0%	25.0%	83.3%
%H (TV HH)			58.3%	16.7%	75.0%	50.0%	25.0%	

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 2012 - June 2013

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Any DSAT provider	989	989	989	14	595	595	0	827
%V	40.8%	42.4%	100.0%	3.3%	34.2%	71.9%	0.0%	47.8%
%H (All HH)			100.0%	1.4%	60.2%	60.2%	0.0%	83.6%
%H (TV HH)			100.0%	1.4%	60.2%	60.2%	0.0%	
Sky with subcription	852	852	852	11	522	522	0	732
%V	35.1%	36.6%	86.1%	2.6%	30.0%	63.1%	0.0%	42.3%
%H (All HH)			100.0%	1.3%	61.3%	61.3%	0.0%	85.9%
%H (TV HH)			100.0%	1.3%	61.3%	61.3%	0.0%	
Sky without subcription	47	47	47	1	27	27	0	28
%V	1.9%	2.0%	4.8%	0.2%	1.6%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	2.1%	57.4%	57.4%	0.0%	59.6%
%H (TV HH)			100.0%	2.1%	57.4%	57.4%	0.0%	
Freesat	82	82	82	2	42	42	0	61
%V	3.4%	3.5%	8.3%	0.5%	2.4%	5.1%	0.0%	3.5%
%H (All HH)			100.0%	2.4%	51.2%	51.2%	0.0%	74.4%
%H (TV HH)			100.0%	2.4%	51.2%	51.2%	0.0%	
Other satellite provider	23	23	23	0	9	9	0	19
%V	0.9%	1.0%	2.3%	0.0%	0.5%	1.1%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	39.1%	39.1%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	39.1%	39.1%	0.0%	
DCAB	420	420	14	420	239	239	0	364
%V	17.3%	18.0%	1.4%	100.0%	13.7%	28.9%	0.0%	21.0%
%H (All HH)			3.3%	100.0%	56.9%	56.9%	0.0%	86.7%
%H (TV HH)			3.3%	100.0%	56.9%	56.9%	0.0%	
DTT	1739	1739	595	239	1739	827	912	1188
%V	71.7%	74.6%	60.2%	56.9%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	34.2%	13.7%	100.0%	47.6%	52.4%	68.3%
%H (TV HH)			34.2%	13.7%	100.0%	47.6%	52.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%H (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
PVR	1296	1296	820	261	870	644	226	1106
%V	53.5%	55.6%	82.9%	62.1%	50.0%	77.9%	24.8%	63.9%
%H (All HH)		100.0%	63.3%	20.1%	67.1%	49.7%	17.4%	85.3%
%H (TV HH)			63.3%	20.1%	67.1%	49.7%	17.4%	
DVDR	144	144	61	33	106	54	52	123
%V	5.9%	6.2%	6.2%	7.9%	6.1%	6.5%	5.7%	7.1%
%H (All HH)		100.0%	42.4%	22.9%	73.6%	37.5%	36.1%	85.4%
%H (TV HH)			42.4%	22.9%	73.6%	37.5%	36.1%	
VCR	109	109	28	27	87	31	56	64
%V	4.5%	4.7%	2.8%	6.4%	5.0%	3.7%	6.1%	3.7%
%H (All HH)		100.0%	25.7%	24.8%	79.8%	28.4%	51.4%	58.7%
%H (TV HH)			25.7%	24.8%	79.8%	28.4%	51.4%	
Any recorder	1415	1415	836	291	967	667	300	1175
%V	58.4%	60.7%	84.5%	69.3%	55.6%	80.7%	32.9%	67.9%
%H (All HH)		100.0%	59.1%	20.6%	68.3%	47.1%	21.2%	83.0%
%H (TV HH)			59.1%	20.6%	68.3%	47.1%	21.2%	
Receives HDTV (via STB or built-in reception)	1116	1116	607	303	765	548	217	952
%V	46.0%	47.9%	61.4%	72.1%	44.0%	66.3%	23.8%	55.0%
%H (All HH)		100.0%	54.4%	27.2%	68.5%	49.1%	19.4%	85.3%
%H (TV HH)			54.4%	27.2%	68.5%	49.1%	19.4%	
DVD/Blu-ray player or recorder	1857	1857	822	360	1403	718	686	1419
%V	76.6%	79.7%	83.1%	85.7%	80.7%	86.8%	75.2%	82.0%
%H (All HH)		100.0%	44.3%	19.4%	75.6%	38.7%	36.9%	76.4%
%H (TV HH)			44.3%	19.4%	75.6%	38.7%	36.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2424	2331	989	420	1739	827	912	1730
%V (All HH)		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%
%H (TV HH)			42.4%	18.0%	74.6%	35.5%	39.1%	
Has broadband internet	1730	1675	827	364	1188	707	481	1730
%V	71.4%	71.9%	83.6%	86.7%	68.3%	85.5%	52.7%	100.0%
%H (All HH)		96.8%	47.8%	21.0%	68.7%	40.9%	27.8%	100.0%
%H (TV HH)			49.4%	21.7%	70.9%	42.2%	28.7%	
Number of computers (PCs and laptops)								
0	611	586	143	59	491	112	379	24
%V	25.2%	25.1%	14.5%	14.0%	28.2%	13.5%	41.6%	1.4%
%H (All HH)		95.9%	23.4%	9.7%	80.4%	18.3%	62.0%	3.9%
%H (TV HH)			24.4%	10.1%	83.8%	19.1%	64.7%	
1	904	874	394	178	633	330	303	819
%V	37.3%	37.5%	39.8%	42.4%	36.4%	39.9%	33.2%	47.3%
%H (All HH)		96.7%	43.6%	19.7%	70.0%	36.5%	33.5%	90.6%
%H (TV HH)			45.1%	20.4%	72.4%	37.8%	34.7%	
2	497	475	237	91	338	193	145	481
%V	20.5%	20.4%	24.0%	21.7%	19.4%	23.3%	15.9%	27.8%
%H (All HH)		95.6%	47.7%	18.3%	68.0%	38.8%	29.2%	96.8%
%H (TV HH)			49.9%	19.2%	71.2%	40.6%	30.5%	
3	224	214	122	48	147	105	41	219
%V	9.2%	9.2%	12.3%	11.4%	8.5%	12.7%	4.5%	12.7%
%H (All HH)		95.5%	54.5%	21.4%	65.6%	46.9%	18.3%	97.8%
%H (TV HH)			57.0%	22.4%	68.7%	49.1%	19.2%	
4	105	103	53	25	72	47	25	105
%V	4.3%	4.4%	5.4%	6.0%	4.1%	5.7%	2.7%	6.1%
%H (All HH)		98.1%	50.5%	23.8%	68.6%	44.8%	23.8%	100.0%
%H (TV HH)			51.5%	24.3%	69.9%	45.6%	24.3%	
5+	82	80	41	19	57	39	17	81
%V	3.4%	3.4%	4.1%	4.5%	3.3%	4.7%	1.9%	4.7%
%H (All HH)		97.6%	50.0%	23.2%	69.5%	47.6%	20.7%	98.8%
%H (TV HH)			51.3%	23.8%	71.3%	48.8%	21.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4660	2238	900	3575	2044	1531	3646
%H		48.0%	19.3%	76.7%	43.9%	32.9%	78.2%
Under 20"	690	313	126	587	330	257	535
%V	14.8%	14.0%	14.0%	16.4%	16.1%	16.8%	14.7%
%H		45.4%	18.3%	85.1%	47.8%	37.2%	77.5%
20" - 29"	1037	419	195	857	427	430	760
%V	22.3%	18.7%	21.7%	24.0%	20.9%	28.1%	20.8%
%H		40.4%	18.8%	82.6%	41.2%	41.5%	73.3%
30" - 39"	1396	625	286	1098	599	498	1037
%V	30.0%	27.9%	31.8%	30.7%	29.3%	32.5%	28.4%
%H		44.8%	20.5%	78.7%	42.9%	35.7%	74.3%
40" and over	1146	677	218	812	552	260	991
%V	24.6%	30.3%	24.2%	22.7%	27.0%	17.0%	27.2%
%H		59.1%	19.0%	70.9%	48.2%	22.7%	86.5%
Don't know	43	11	12	31	12	19	25
%V	0.9%	0.5%	1.3%	0.9%	0.6%	1.2%	0.7%
%H		25.6%	27.9%	72.1%	27.9%	44.2%	58.1%
Not Asked	348	193	63	190	124	67	298
%V	7.5%	8.6%	7.0%	5.3%	6.1%	4.4%	8.2%
%H		55.5%	18.1%	54.6%	35.6%	19.3%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4660	2238	900	3575	2044	1531	3646
%H		48.0%	19.3%	76.7%	43.9%	32.9%	78.2%
Main living room	2292	985	415	1726	823	904	1645
%V	49.2%	44.0%	46.1%	48.3%	40.3%	59.0%	45.1%
%H		43.0%	18.1%	75.3%	35.9%	39.4%	71.8%
Kitchen	281	154	41	238	149	89	235
%V	6.0%	6.9%	4.6%	6.7%	7.3%	5.8%	6.4%
%H		54.8%	14.6%	84.7%	53.0%	31.7%	83.6%
Adult's bedroom	1127	573	240	925	598	327	906
%V	24.2%	25.6%	26.7%	25.9%	29.3%	21.4%	24.8%
%H		50.8%	21.3%	82.1%	53.1%	29.0%	80.4%
Child's bedroom	252	148	63	205	161	44	241
%V	5.4%	6.6%	7.0%	5.7%	7.9%	2.9%	6.6%
%H		58.7%	25.0%	81.3%	63.9%	17.5%	95.6%
Other bedroom	81	43	23	66	49	16	70
%V	1.7%	1.9%	2.6%	1.8%	2.4%	1.0%	1.9%
%H		53.1%	28.4%	81.5%	60.5%	19.8%	86.4%
Second living/dining room	169	83	31	136	80	56	151
%V	3.6%	3.7%	3.4%	3.8%	3.9%	3.7%	4.1%
%H		49.1%	18.3%	80.5%	47.3%	33.1%	89.3%
Study/office	29	12	8	24	16	9	27
%V	0.6%	0.5%	0.9%	0.7%	0.8%	0.6%	0.7%
%H		41.4%	27.6%	82.8%	55.2%	31.0%	93.1%
TV room	31	19	6	25	18	7	28
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%	0.8%
%H		61.3%	19.4%	80.6%	58.1%	22.6%	90.3%
Conservatory	33	19	6	26	18	8	31
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%	0.9%
%H		57.6%	18.2%	78.8%	54.5%	24.2%	93.9%
Attic or loft room	3	1	1	2	1	0	3
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	12	7	2	9	6	3	10
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		58.3%	16.7%	75.0%	50.0%	25.0%	83.3%
Not Asked	348	193	63	190	124	67	298
%V	7.5%	8.6%	7.0%	5.3%	6.1%	4.4%	8.2%
%H		55.5%	18.1%	54.6%	35.6%	19.3%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4660	2238	900	3575	2044	1531	3646
%H		48.0%	19.3%	76.7%	43.9%	32.9%	78.2%
PVR	1701	1133	341	1106	863	243	1491
%V	36.5%	50.6%	37.9%	30.9%	42.2%	15.9%	40.9%
%H		66.6%	20.0%	65.0%	50.7%	14.3%	87.7%
DVDR	155	66	35	116	60	56	133
%V	3.3%	2.9%	3.9%	3.2%	2.9%	3.7%	3.6%
%H		42.6%	22.6%	74.8%	38.7%	36.1%	85.8%
VCR	114	29	29	91	33	58	68
%V	2.4%	1.3%	3.2%	2.5%	1.6%	3.8%	1.9%
%H		25.4%	25.4%	79.8%	28.9%	50.9%	59.6%
Any recorder	1850	1159	380	1229	901	327	1586
%V	39.7%	51.8%	42.2%	34.4%	44.1%	21.4%	43.5%
%H		62.6%	20.5%	66.4%	48.7%	17.7%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4660	2238	900	3575	2044	1531	3646
%H		48.0%	19.3%	76.7%	43.9%	32.9%	78.2%
Receives HDTV (via STB or built-in reception)	1514	838	427	1037	774	263	1324
%V	32.5%	37.4%	47.4%	29.0%	37.9%	17.2%	36.3%
%H		55.4%	28.2%	68.5%	51.1%	17.4%	87.5%
DVD/Blu-ray player or recorder	2694	1271	557	2100	1211	889	2169
%V	57.8%	56.8%	61.9%	58.7%	59.2%	58.1%	59.5%
%H		47.2%	20.7%	78.0%	45.0%	33.0%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2329	989	420	1738	826	911	1673
%H		42.5%	18.0%	74.6%	35.5%	39.1%	71.8%
Under 20"	59	10	7	48	7	41	29
%V	2.5%	1.0%	1.7%	2.8%	0.8%	4.5%	1.7%
%H		16.9%	11.9%	81.4%	11.9%	69.5%	49.2%
20" - 29"	362	88	46	287	59	228	198
%V	15.5%	8.9%	11.0%	16.5%	7.1%	25.0%	11.8%
%H		24.3%	12.7%	79.3%	16.3%	63.0%	54.7%
30" - 39"	912	340	177	718	319	399	608
%V	39.2%	34.4%	42.1%	41.3%	38.6%	43.8%	36.3%
%H		37.3%	19.4%	78.7%	35.0%	43.8%	66.7%
40" and over	954	544	183	670	437	233	809
%V	41.0%	55.0%	43.6%	38.6%	52.9%	25.6%	48.4%
%H		57.0%	19.2%	70.2%	45.8%	24.4%	84.8%
Don't know	21	6	6	14	5	10	13
%V	0.9%	0.6%	1.4%	0.8%	0.6%	1.1%	0.8%
%H		28.6%	28.6%	66.7%	23.8%	47.6%	61.9%
Not Asked	21	1	1	1	0	0	16
%V	0.9%	0.1%	0.2%	0.1%	0.0%	0.0%	1.0%
%H		4.8%	4.8%	4.8%	0.0%	0.0%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2329	989	420	1738	826	911	1673
%H		42.5%	18.0%	74.6%	35.5%	39.1%	71.8%
PVR	1267	810	255	846	633	213	1083
%V	54.4%	81.9%	60.7%	48.7%	76.6%	23.4%	64.7%
%H		63.9%	20.1%	66.8%	50.0%	16.8%	85.5%
DVDR	118	51	23	87	42	45	100
%V	5.1%	5.2%	5.5%	5.0%	5.1%	4.9%	6.0%
%H		43.2%	19.5%	73.7%	35.6%	38.1%	84.7%
VCR	91	24	22	72	25	47	52
%V	3.9%	2.4%	5.2%	4.1%	3.0%	5.2%	3.1%
%H		26.4%	24.2%	79.1%	27.5%	51.6%	57.1%
Any recorder	1376	825	282	935	655	280	1147
%V	59.1%	83.4%	67.1%	53.8%	79.3%	30.7%	68.6%
%H		60.0%	20.5%	68.0%	47.6%	20.3%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2329	989	420	1738	826	911	1673
%H		42.5%	18.0%	74.6%	35.5%	39.1%	71.8%
Receives HDTV (via STB or built-in reception)	1082	592	296	737	532	205	922
%V	46.5%	59.9%	70.5%	42.4%	64.4%	22.5%	55.1%
%H		54.7%	27.4%	68.1%	49.2%	18.9%	85.2%
DVD/Blu-ray player or recorder	1728	758	333	1300	652	648	1312
%V	74.2%	76.6%	79.3%	74.8%	78.9%	71.1%	78.4%
%H		43.9%	19.3%	75.2%	37.7%	37.5%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2332	1250	480	1838	1218	620	1973
%H		53.6%	20.6%	78.8%	52.2%	26.6%	84.6%
Under 20"	631	303	119	539	323	216	507
%V	27.1%	24.2%	24.8%	29.3%	26.5%	34.8%	25.7%
%H		48.0%	18.9%	85.4%	51.2%	34.2%	80.3%
20" - 29"	675	331	149	570	368	202	562
%V	28.9%	26.5%	31.0%	31.0%	30.2%	32.6%	28.5%
%H		49.0%	22.1%	84.4%	54.5%	29.9%	83.3%
30" - 39"	484	285	109	379	280	99	429
%V	20.8%	22.8%	22.7%	20.6%	23.0%	16.0%	21.7%
%H		58.9%	22.5%	78.3%	57.9%	20.5%	88.6%
40" and over	192	133	35	142	115	27	182
%V	8.2%	10.6%	7.3%	7.7%	9.4%	4.4%	9.2%
%H		69.3%	18.2%	74.0%	59.9%	14.1%	94.8%
Don't know	21	6	6	17	7	10	12
%V	0.9%	0.5%	1.3%	0.9%	0.6%	1.6%	0.6%
%H		28.6%	28.6%	81.0%	33.3%	47.6%	57.1%
Not Asked	329	192	62	191	125	66	281
%V	14.1%	15.4%	12.9%	10.4%	10.3%	10.6%	14.2%
%H		58.4%	18.8%	58.1%	38.0%	20.1%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2332	1250	480	1838	1218	620	1973
%H		53.6%	20.6%	78.8%	52.2%	26.6%	84.6%
PVR	434	323	85	260	230	30	408
%V	18.6%	25.8%	17.7%	14.1%	18.9%	4.8%	20.7%
%H		74.4%	19.6%	59.9%	53.0%	6.9%	94.0%
DVDR	37	16	12	29	18	11	34
%V	1.6%	1.3%	2.5%	1.6%	1.5%	1.8%	1.7%
%H		43.2%	32.4%	78.4%	48.6%	29.7%	91.9%
VCR	23	5	7	19	8	11	16
%V	1.0%	0.4%	1.5%	1.0%	0.7%	1.8%	0.8%
%H		21.7%	30.4%	82.6%	34.8%	47.8%	69.6%
Any recorder	475	334	98	293	246	47	439
%V	20.4%	26.7%	20.4%	15.9%	20.2%	7.6%	22.3%
%H		70.3%	20.6%	61.7%	51.8%	9.9%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2332	1250	480	1838	1218	620	1973
%H		53.6%	20.6%	78.8%	52.2%	26.6%	84.6%
Receives HDTV (via STB or built-in reception)	432	246	131	300	242	58	402
%V	18.5%	19.7%	27.3%	16.3%	19.9%	9.4%	20.4%
%H		56.9%	30.3%	69.4%	56.0%	13.4%	93.1%
DVD/Blu-ray player or recorder	966	512	224	800	559	241	857
%V	41.4%	41.0%	46.7%	43.5%	45.9%	38.9%	43.4%
%H		53.0%	23.2%	82.8%	57.9%	24.9%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5218	5040	2452	973	3652	2052	1600	4204
%H		96.6%	47.0%	18.6%	70.0%	39.3%	30.7%	80.6%
Total Children	921	902	531	183	597	407	190	839
%V	17.7%	17.9%	21.7%	18.8%	16.3%	19.8%	11.9%	20.0%
%H		97.9%	57.7%	19.9%	64.8%	44.2%	20.6%	91.1%
0 - 3	232	227	133	48	148	100	48	206
%V	4.4%	4.5%	5.4%	4.9%	4.1%	4.9%	3.0%	4.9%
%H		97.8%	57.3%	20.7%	63.8%	43.1%	20.7%	88.8%
4 - 15	688	675	397	135	450	307	142	633
%V	13.2%	13.4%	16.2%	13.9%	12.3%	15.0%	8.9%	15.1%
%H		98.1%	57.7%	19.6%	65.4%	44.6%	20.6%	92.0%
4 - 9	353	347	209	70	221	150	70	319
%V	6.8%	6.9%	8.5%	7.2%	6.1%	7.3%	4.4%	7.6%
%H		98.3%	59.2%	19.8%	62.6%	42.5%	19.8%	90.4%
10 - 15	335	328	189	66	229	157	72	314
%V	6.4%	6.5%	7.7%	6.8%	6.3%	7.7%	4.5%	7.5%
%H		97.9%	56.4%	19.7%	68.4%	46.9%	21.5%	93.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5218	5040	2452	973	3652	2052	1600	4204
%H		96.6%	47.0%	18.6%	70.0%	39.3%	30.7%	80.6%
Total Adults (16+)	4298	4138	1921	790	3055	1645	1410	3365
%V	82.4%	82.1%	78.3%	81.2%	83.7%	80.2%	88.1%	80.0%
%H		96.3%	44.7%	18.4%	71.1%	38.3%	32.8%	78.3%
16 - 19	235	227	121	43	167	110	57	209
%V	4.5%	4.5%	4.9%	4.4%	4.6%	5.4%	3.6%	5.0%
%H		96.6%	51.5%	18.3%	71.1%	46.8%	24.3%	88.9%
20 - 24	349	303	145	60	209	124	85	298
%V	6.7%	6.0%	5.9%	6.2%	5.7%	6.0%	5.3%	7.1%
%H		86.8%	41.5%	17.2%	59.9%	35.5%	24.4%	85.4%
25 - 34	714	674	352	145	450	279	171	614
%V	13.7%	13.4%	14.4%	14.9%	12.3%	13.6%	10.7%	14.6%
%H		94.4%	49.3%	20.3%	63.0%	39.1%	23.9%	86.0%
35 - 44	664	640	335	136	439	271	168	593
%V	12.7%	12.7%	13.7%	14.0%	12.0%	13.2%	10.5%	14.1%
%H		96.4%	50.5%	20.5%	66.1%	40.8%	25.3%	89.3%
45 - 54	785	771	383	151	586	346	240	684
%V	15.0%	15.3%	15.6%	15.5%	16.0%	16.9%	15.0%	16.3%
%H		98.2%	48.8%	19.2%	74.6%	44.1%	30.6%	87.1%
55 - 64	652	637	293	131	476	259	217	537
%V	12.5%	12.6%	11.9%	13.5%	13.0%	12.6%	13.6%	12.8%
%H		97.7%	44.9%	20.1%	73.0%	39.7%	33.3%	82.4%
65+	897	886	293	123	728	255	472	432
%V	17.2%	17.6%	11.9%	12.6%	19.9%	12.4%	29.5%	10.3%
%H		98.8%	32.7%	13.7%	81.2%	28.4%	52.6%	48.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4298	4138	1921	790	3055	1645	1410	3365
%H		96.3%	44.7%	18.4%	71.1%	38.3%	32.8%	78.3%
AB	1052	1025	459	207	744	386	358	988
%V	24.5%	24.8%	23.9%	26.2%	24.4%	23.5%	25.4%	29.4%
%H		97.4%	43.6%	19.7%	70.7%	36.7%	34.0%	93.9%
C1	1143	1063	514	220	757	440	317	952
%V	26.6%	25.7%	26.8%	27.8%	24.8%	26.7%	22.5%	28.3%
%H		93.0%	45.0%	19.2%	66.2%	38.5%	27.7%	83.3%
C2	910	897	486	167	673	424	249	740
%V	21.2%	21.7%	25.3%	21.1%	22.0%	25.8%	17.7%	22.0%
%H		98.6%	53.4%	18.4%	74.0%	46.6%	27.4%	81.3%
D	703	681	318	134	493	272	221	501
%V	16.4%	16.5%	16.6%	17.0%	16.1%	16.5%	15.7%	14.9%
%H		96.9%	45.2%	19.1%	70.1%	38.7%	31.4%	71.3%
E	490	472	144	61	388	123	264	183
%V	11.4%	11.4%	7.5%	7.7%	12.7%	7.5%	18.7%	5.4%
%H		96.3%	29.4%	12.4%	79.2%	25.1%	53.9%	37.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4298	4138	1921	790	3055	1645	1410	3365
%H		96.3%	44.7%	18.4%	71.1%	38.3%	32.8%	78.3%
Working full time	1964	1910	992	409	1356	846	510	1777
%V	45.7%	46.2%	51.6%	51.8%	44.4%	51.4%	36.2%	52.8%
%H		97.3%	50.5%	20.8%	69.0%	43.1%	26.0%	90.5%
Working part time	405	395	209	73	277	164	113	358
%V	9.4%	9.5%	10.9%	9.2%	9.1%	10.0%	8.0%	10.6%
%H		97.5%	51.6%	18.0%	68.4%	40.5%	27.9%	88.4%
Not working	1929	1832	720	307	1422	635	787	1230
%V	44.9%	44.3%	37.5%	38.9%	46.5%	38.6%	55.8%	36.6%
%H		95.0%	37.3%	15.9%	73.7%	32.9%	40.8%	63.8%
Housewife/Houseperson	2424	2331	989	420	1739	827	912	1730
%V	56.4%	56.3%	51.5%	53.2%	56.9%	50.3%	64.7%	51.4%
%H		96.2%	40.8%	17.3%	71.7%	34.1%	37.6%	71.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2068	1972	965	371	1430	808	622	1645
%H		95.4%	46.7%	17.9%	69.1%	39.1%	30.1%	79.5%
16 - 19	124	118	66	15	89	58	32	111
%V	6.0%	6.0%	6.8%	4.0%	6.2%	7.2%	5.1%	6.7%
%H		95.2%	53.2%	12.1%	71.8%	46.8%	25.8%	89.5%
20 - 24	172	147	75	30	103	65	38	148
%V	8.3%	7.5%	7.8%	8.1%	7.2%	8.0%	6.1%	9.0%
%H		85.5%	43.6%	17.4%	59.9%	37.8%	22.1%	86.0%
25 - 34	362	339	179	69	228	143	85	307
%V	17.5%	17.2%	18.5%	18.6%	15.9%	17.7%	13.7%	18.7%
%H		93.6%	49.4%	19.1%	63.0%	39.5%	23.5%	84.8%
35 - 44	320	304	162	62	207	129	78	281
%V	15.5%	15.4%	16.8%	16.7%	14.5%	16.0%	12.5%	17.1%
%H		95.0%	50.6%	19.4%	64.7%	40.3%	24.4%	87.8%
45 - 54	376	367	190	73	274	168	106	324
%V	18.2%	18.6%	19.7%	19.7%	19.2%	20.8%	17.0%	19.7%
%H		97.6%	50.5%	19.4%	72.9%	44.7%	28.2%	86.2%
55 - 64	316	304	146	64	216	121	95	260
%V	15.3%	15.4%	15.1%	17.3%	15.1%	15.0%	15.3%	15.8%
%H		96.2%	46.2%	20.3%	68.4%	38.3%	30.1%	82.3%
65+	397	392	146	58	313	125	188	214
%V	19.2%	19.9%	15.1%	15.6%	21.9%	15.5%	30.2%	13.0%
%H		98.7%	36.8%	14.6%	78.8%	31.5%	47.4%	53.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2068	1972	965	371	1430	808	622	1645
%H		95.4%	46.7%	17.9%	69.1%	39.1%	30.1%	79.5%
AB	521	504	234	100	361	191	170	492
%V	25.2%	25.6%	24.2%	27.0%	25.2%	23.6%	27.3%	29.9%
%H		96.7%	44.9%	19.2%	69.3%	36.7%	32.6%	94.4%
C1	530	483	249	99	338	211	127	449
%V	25.6%	24.5%	25.8%	26.7%	23.6%	26.1%	20.4%	27.3%
%H		91.1%	47.0%	18.7%	63.8%	39.8%	24.0%	84.7%
C2	498	490	266	90	367	228	138	395
%V	24.1%	24.8%	27.6%	24.3%	25.7%	28.2%	22.2%	24.0%
%H		98.4%	53.4%	18.1%	73.7%	45.8%	27.7%	79.3%
D	321	307	154	57	218	127	91	235
%V	15.5%	15.6%	16.0%	15.4%	15.2%	15.7%	14.6%	14.3%
%H		95.6%	48.0%	17.8%	67.9%	39.6%	28.3%	73.2%
E	198	188	63	26	146	50	96	74
%V	9.6%	9.5%	6.5%	7.0%	10.2%	6.2%	15.4%	4.5%
%H		94.9%	31.8%	13.1%	73.7%	25.3%	48.5%	37.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2068	1972	965	371	1430	808	622	1645
%H		95.4%	46.7%	17.9%	69.1%	39.1%	30.1%	79.5%
Working full time	1177	1140	624	235	799	516	283	1063
%V	56.9%	57.8%	64.7%	63.3%	55.9%	63.9%	45.5%	64.6%
%H		96.9%	53.0%	20.0%	67.9%	43.8%	24.0%	90.3%
Working part time	69	65	32	13	44	24	20	59
%V	3.3%	3.3%	3.3%	3.5%	3.1%	3.0%	3.2%	3.6%
%H		94.2%	46.4%	18.8%	63.8%	34.8%	29.0%	85.5%
Not working	822	768	309	124	587	268	319	523
%V	39.7%	38.9%	32.0%	33.4%	41.0%	33.2%	51.3%	31.8%
%H		93.4%	37.6%	15.1%	71.4%	32.6%	38.8%	63.6%
Housewife/Houseperson	573	528	201	80	374	137	237	333
%V	27.7%	26.8%	20.8%	21.6%	26.2%	17.0%	38.1%	20.2%
%H		92.1%	35.1%	14.0%	65.3%	23.9%	41.4%	58.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2230	2166	956	418	1625	837	787	1720
%H		97.1%	42.9%	18.7%	72.9%	37.5%	35.3%	77.1%
16 - 19	111	108	55	28	78	53	25	98
%V	5.0%	5.0%	5.8%	6.7%	4.8%	6.3%	3.2%	5.7%
%H		97.3%	49.5%	25.2%	70.3%	47.7%	22.5%	88.3%
20 - 24	177	156	69	30	106	59	47	150
%V	7.9%	7.2%	7.2%	7.2%	6.5%	7.0%	6.0%	8.7%
%H		88.1%	39.0%	16.9%	59.9%	33.3%	26.6%	84.7%
25 - 34	352	335	173	77	223	136	86	306
%V	15.8%	15.5%	18.1%	18.4%	13.7%	16.2%	10.9%	17.8%
%H		95.2%	49.1%	21.9%	63.4%	38.6%	24.4%	86.9%
35 - 44	344	336	173	74	232	143	90	312
%V	15.4%	15.5%	18.1%	17.7%	14.3%	17.1%	11.4%	18.1%
%H		97.7%	50.3%	21.5%	67.4%	41.6%	26.2%	90.7%
45 - 54	410	404	193	78	312	179	133	360
%V	18.4%	18.7%	20.2%	18.7%	19.2%	21.4%	16.9%	20.9%
%H		98.5%	47.1%	19.0%	76.1%	43.7%	32.4%	87.8%
55 - 64	337	333	146	66	260	138	122	277
%V	15.1%	15.4%	15.3%	15.8%	16.0%	16.5%	15.5%	16.1%
%H		98.8%	43.3%	19.6%	77.2%	40.9%	36.2%	82.2%
65+	500	494	147	65	415	131	284	218
%V	22.4%	22.8%	15.4%	15.6%	25.5%	15.7%	36.1%	12.7%
%H		98.8%	29.4%	13.0%	83.0%	26.2%	56.8%	43.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2230	2166	956	418	1625	837	787	1720
%H		97.1%	42.9%	18.7%	72.9%	37.5%	35.3%	77.1%
AB	531	521	226	107	383	195	188	496
%V	23.8%	24.1%	23.6%	25.6%	23.6%	23.3%	23.9%	28.8%
%H		98.1%	42.6%	20.2%	72.1%	36.7%	35.4%	93.4%
C1	613	580	265	121	419	229	191	503
%V	27.5%	26.8%	27.7%	28.9%	25.8%	27.4%	24.3%	29.2%
%H		94.6%	43.2%	19.7%	68.4%	37.4%	31.2%	82.1%
C2	411	407	220	77	307	196	111	345
%V	18.4%	18.8%	23.0%	18.4%	18.9%	23.4%	14.1%	20.1%
%H		99.0%	53.5%	18.7%	74.7%	47.7%	27.0%	83.9%
D	381	374	164	77	275	145	130	266
%V	17.1%	17.3%	17.2%	18.4%	16.9%	17.3%	16.5%	15.5%
%H		98.2%	43.0%	20.2%	72.2%	38.1%	34.1%	69.8%
E	292	284	81	36	241	73	168	109
%V	13.1%	13.1%	8.5%	8.6%	14.8%	8.7%	21.3%	6.3%
%H		97.3%	27.7%	12.3%	82.5%	25.0%	57.5%	37.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2230	2166	956	418	1625	837	787	1720
%H		97.1%	42.9%	18.7%	72.9%	37.5%	35.3%	77.1%
Working full time	787	771	368	174	557	330	227	714
%V	35.3%	35.6%	38.5%	41.6%	34.3%	39.4%	28.8%	41.5%
%H		98.0%	46.8%	22.1%	70.8%	41.9%	28.8%	90.7%
Working part time	336	330	177	61	233	140	93	299
%V	15.1%	15.2%	18.5%	14.6%	14.3%	16.7%	11.8%	17.4%
%H		98.2%	52.7%	18.2%	69.3%	41.7%	27.7%	89.0%
Not working	1107	1064	411	183	835	367	467	706
%V	49.6%	49.1%	43.0%	43.8%	51.4%	43.8%	59.3%	41.0%
%H		96.1%	37.1%	16.5%	75.4%	33.2%	42.2%	63.8%
Housewife/Houseperson	1851	1802	788	341	1365	690	676	1397
%V	83.0%	83.2%	82.4%	81.6%	84.0%	82.4%	85.9%	81.2%
%H		97.4%	42.6%	18.4%	73.7%	37.3%	36.5%	75.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
AB	141	137	74	15	97	50	47	126
%V	19.7%	19.7%	21.4%	23.4%	19.1%	21.4%	17.2%	25.6%
%H (All HH)		97.2%	52.5%	10.6%	68.8%	35.5%	33.3%	89.4%
%H (TV HH)			54.0%	10.9%	70.8%	36.5%	34.3%	
C1	165	159	87	15	115	61	55	131
%V	23.0%	22.9%	25.1%	23.4%	22.7%	26.1%	20.1%	26.6%
%H (All HH)		96.4%	52.7%	9.1%	69.7%	37.0%	33.3%	79.4%
%H (TV HH)			54.7%	9.4%	72.3%	38.4%	34.6%	
C2	141	138	73	12	103	51	52	106
%V	19.7%	19.9%	21.1%	18.8%	20.3%	21.8%	19.0%	21.5%
%H (All HH)		97.9%	51.8%	8.5%	73.0%	36.2%	36.9%	75.2%
%H (TV HH)			52.9%	8.7%	74.6%	37.0%	37.7%	
D	122	117	59	8	84	38	46	77
%V	17.0%	16.8%	17.1%	12.5%	16.6%	16.2%	16.8%	15.7%
%H (All HH)		95.9%	48.4%	6.6%	68.9%	31.1%	37.7%	63.1%
%H (TV HH)			50.4%	6.8%	71.8%	32.5%	39.3%	
E	149	143	53	14	107	35	73	52
%V	20.8%	20.6%	15.3%	21.9%	21.1%	15.0%	26.7%	10.6%
%H (All HH)		96.0%	35.6%	9.4%	71.8%	23.5%	49.0%	34.9%
%H (TV HH)			37.1%	9.8%	74.8%	24.5%	51.0%	

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 2012 - June 2013

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Under 25	24	22	10	2	15	6	9	16
%V	3.3%	3.2%	2.9%	3.1%	3.0%	2.6%	3.3%	3.3%
%H (All HH)		91.7%	41.7%	8.3%	62.5%	25.0%	37.5%	66.7%
%H (TV HH)			45.5%	9.1%	68.2%	27.3%	40.9%	
25 - 34	118	113	68	11	75	42	33	95
%V	16.5%	16.3%	19.7%	17.2%	14.8%	17.9%	12.1%	19.3%
%H (All HH)		95.8%	57.6%	9.3%	63.6%	35.6%	28.0%	80.5%
%H (TV HH)			60.2%	9.7%	66.4%	37.2%	29.2%	
35 - 44	137	134	82	13	93	54	39	119
%V	19.1%	19.3%	23.7%	20.3%	18.3%	23.1%	14.3%	24.2%
%H (All HH)		97.8%	59.9%	9.5%	67.9%	39.4%	28.5%	86.9%
%H (TV HH)			61.2%	9.7%	69.4%	40.3%	29.1%	
45 - 54	147	144	79	14	104	54	50	121
%V	20.5%	20.7%	22.8%	21.9%	20.5%	23.1%	18.3%	24.6%
%H (All HH)		98.0%	53.7%	9.5%	70.7%	36.7%	34.0%	82.3%
%H (TV HH)			54.9%	9.7%	72.2%	37.5%	34.7%	
55 - 64	118	114	58	12	86	43	43	83
%V	16.5%	16.4%	16.8%	18.8%	17.0%	18.4%	15.8%	16.9%
%H (All HH)		96.6%	49.2%	10.2%	72.9%	36.4%	36.4%	70.3%
%H (TV HH)			50.9%	10.5%	75.4%	37.7%	37.7%	
65 +	173	167	49	12	134	35	98	59
%V	24.1%	24.0%	14.2%	18.8%	26.4%	15.0%	35.9%	12.0%
%H (All HH)		96.5%	28.3%	6.9%	77.5%	20.2%	56.6%	34.1%
%H (TV HH)			29.3%	7.2%	80.2%	21.0%	58.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
1	207	196	64	18	145	40	105	79
%V	28.9%	28.2%	18.5%	28.1%	28.6%	17.1%	38.5%	16.1%
%H (All HH)		94.7%	30.9%	8.7%	70.0%	19.3%	50.7%	38.2%
%H (TV HH)			32.7%	9.2%	74.0%	20.4%	53.6%	
2	210	205	102	19	152	72	81	143
%V	29.3%	29.5%	29.5%	29.7%	30.0%	30.8%	29.7%	29.1%
%H (All HH)		97.6%	48.6%	9.0%	72.4%	34.3%	38.6%	68.1%
%H (TV HH)			49.8%	9.3%	74.1%	35.1%	39.5%	
3	118	115	69	11	82	47	35	100
%V	16.5%	16.5%	19.9%	17.2%	16.2%	20.1%	12.8%	20.3%
%H (All HH)		97.5%	58.5%	9.3%	69.5%	39.8%	29.7%	84.7%
%H (TV HH)			60.0%	9.6%	71.3%	40.9%	30.4%	
4	108	107	66	12	75	46	28	100
%V	15.1%	15.4%	19.1%	18.8%	14.8%	19.7%	10.3%	20.3%
%H (All HH)		99.1%	61.1%	11.1%	69.4%	42.6%	25.9%	92.6%
%H (TV HH)			61.7%	11.2%	70.1%	43.0%	26.2%	
5+	74	72	44	5	53	29	24	69
%V	10.3%	10.4%	12.7%	7.8%	10.5%	12.4%	8.8%	14.0%
%H (All HH)		97.3%	59.5%	6.8%	71.6%	39.2%	32.4%	93.2%
%H (TV HH)			61.1%	6.9%	73.6%	40.3%	33.3%	
Average HH size	2.52	2.54	2.82	2.52	2.52	2.84	2.25	2.93

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 2012 - June 2013

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Without	508	489	220	45	364	152	213	307
%V	70.9%	70.4%	63.6%	70.3%	71.8%	65.0%	78.0%	62.4%
%H (All HH)		96.3%	43.3%	8.9%	71.7%	29.9%	41.9%	60.4%
%H (TV HH)			45.0%	9.2%	74.4%	31.1%	43.6%	
With	209	206	126	19	142	82	60	185
%V	29.1%	29.6%	36.4%	29.7%	28.0%	35.0%	22.0%	37.6%
%H (All HH)		98.6%	60.3%	9.1%	67.9%	39.2%	28.7%	88.5%
%H (TV HH)			61.2%	9.2%	68.9%	39.8%	29.1%	
0 - 3	80	78	48	7	53	29	24	68
%V	11.2%	11.2%	13.9%	10.9%	10.5%	12.4%	8.8%	13.8%
%H (All HH)		97.5%	60.0%	8.8%	66.3%	36.3%	30.0%	85.0%
%H (TV HH)			61.5%	9.0%	67.9%	37.2%	30.8%	
4 - 9	110	108	68	11	73	44	29	98
%V	15.3%	15.5%	19.7%	17.2%	14.4%	18.8%	10.6%	19.9%
%H (All HH)		98.2%	61.8%	10.0%	66.4%	40.0%	26.4%	89.1%
%H (TV HH)			63.0%	10.2%	67.6%	40.7%	26.9%	
10 - 15	103	102	61	9	73	43	31	96
%V	14.4%	14.7%	17.6%	14.1%	14.4%	18.4%	11.4%	19.5%
%H (All HH)		99.0%	59.2%	8.7%	70.9%	41.7%	30.1%	93.2%
%H (TV HH)			59.8%	8.8%	71.6%	42.2%	30.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
1	252	252	102	24	164	47	117	135
%V	35.1%	36.3%	29.5%	37.5%	32.3%	20.1%	42.9%	27.4%
%H (All HH)		100.0%	40.5%	9.5%	65.1%	18.7%	46.4%	53.6%
%H (TV HH)			40.5%	9.5%	65.1%	18.7%	46.4%	
2	255	255	128	24	190	92	98	183
%V	35.6%	36.7%	37.0%	37.5%	37.5%	39.3%	35.9%	37.2%
%H (All HH)		100.0%	50.2%	9.4%	74.5%	36.1%	38.4%	71.8%
%H (TV HH)			50.2%	9.4%	74.5%	36.1%	38.4%	
3	114	114	64	11	90	51	39	96
%V	15.9%	16.4%	18.5%	17.2%	17.8%	21.8%	14.3%	19.5%
%H (All HH)		100.0%	56.1%	9.6%	78.9%	44.7%	34.2%	84.2%
%H (TV HH)			56.1%	9.6%	78.9%	44.7%	34.2%	
4	47	47	31	4	38	26	12	44
%V	6.6%	6.8%	9.0%	6.3%	7.5%	11.1%	4.4%	8.9%
%H (All HH)		100.0%	66.0%	8.5%	80.9%	55.3%	25.5%	93.6%
%H (TV HH)			66.0%	8.5%	80.9%	55.3%	25.5%	
5+	27	27	20	1	24	18	6	26
%V	3.8%	3.9%	5.8%	1.6%	4.7%	7.7%	2.2%	5.3%
%H (All HH)		100.0%	74.1%	3.7%	88.9%	66.7%	22.2%	96.3%
%H (TV HH)			74.1%	3.7%	88.9%	66.7%	22.2%	

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 2012 - June 2013

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Under 20"	132	132	66	9	111	55	55	93
%V	18.4%	19.0%	19.1%	14.1%	21.9%	23.5%	20.1%	18.9%
%H (All HH)		100.0%	50.0%	6.8%	84.1%	41.7%	41.7%	70.5%
%H (TV HH)			50.0%	6.8%	84.1%	41.7%	41.7%	
20" - 29"	295	295	136	25	230	104	126	205
%V	41.1%	42.4%	39.3%	39.1%	45.4%	44.4%	46.2%	41.7%
%H (All HH)		100.0%	46.1%	8.5%	78.0%	35.3%	42.7%	69.5%
%H (TV HH)			46.1%	8.5%	78.0%	35.3%	42.7%	
30" - 39"	387	387	199	37	291	142	149	281
%V	54.0%	55.7%	57.5%	57.8%	57.4%	60.7%	54.6%	57.1%
%H (All HH)		100.0%	51.4%	9.6%	75.2%	36.7%	38.5%	72.6%
%H (TV HH)			51.4%	9.6%	75.2%	36.7%	38.5%	
40" and over	288	288	182	29	207	129	78	241
%V	40.2%	41.4%	52.6%	45.3%	40.8%	55.1%	28.6%	49.0%
%H (All HH)		100.0%	63.2%	10.1%	71.9%	44.8%	27.1%	83.7%
%H (TV HH)			63.2%	10.1%	71.9%	44.8%	27.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Main living room	685	685	342	64	500	232	269	478
%V	95.5%	98.6%	98.8%	100.0%	98.6%	99.1%	98.5%	97.2%
%H (All HH)		100.0%	49.9%	9.3%	73.0%	33.9%	39.3%	69.8%
%H (TV HH)			49.9%	9.3%	73.0%	33.9%	39.3%	
Kitchen	159	159	84	9	134	69	65	122
%V	22.2%	22.9%	24.3%	14.1%	26.4%	29.5%	23.8%	24.8%
%H (All HH)		100.0%	52.8%	5.7%	84.3%	43.4%	40.9%	76.7%
%H (TV HH)			52.8%	5.7%	84.3%	43.4%	40.9%	
Adult's bedroom	248	248	139	26	196	114	82	197
%V	34.6%	35.7%	40.2%	40.6%	38.7%	48.7%	30.0%	40.0%
%H (All HH)		100.0%	56.0%	10.5%	79.0%	46.0%	33.1%	79.4%
%H (TV HH)			56.0%	10.5%	79.0%	46.0%	33.1%	
Child's bedroom	47	47	33	4	38	27	10	43
%V	6.6%	6.8%	9.5%	6.3%	7.5%	11.5%	3.7%	8.7%
%H (All HH)		100.0%	70.2%	8.5%	80.9%	57.4%	21.3%	91.5%
%H (TV HH)			70.2%	8.5%	80.9%	57.4%	21.3%	
Other bedroom	29	29	16	3	24	14	10	25
%V	4.0%	4.2%	4.6%	4.7%	4.7%	6.0%	3.7%	5.1%
%H (All HH)		100.0%	55.2%	10.3%	82.8%	48.3%	34.5%	86.2%
%H (TV HH)			55.2%	10.3%	82.8%	48.3%	34.5%	
Second living/dining room	116	116	70	10	88	53	35	104
%V	16.2%	16.7%	20.2%	15.6%	17.4%	22.6%	12.8%	21.1%
%H (All HH)		100.0%	60.3%	8.6%	75.9%	45.7%	30.2%	89.7%
%H (TV HH)			60.3%	8.6%	75.9%	45.7%	30.2%	
Study/office	7	7	4	1	6	4	2	6
%V	1.0%	1.0%	1.2%	1.6%	1.2%	1.7%	0.7%	1.2%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	28.6%	85.7%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	28.6%	
TV room	6	6	4	0	5	3	2	6
%V	0.8%	0.9%	1.2%	0.0%	1.0%	1.3%	0.7%	1.2%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	
Conservatory	10	10	6	0	8	5	3	9
%V	1.4%	1.4%	1.7%	0.0%	1.6%	2.1%	1.1%	1.8%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	50.0%	30.0%	90.0%
%H (TV HH)			60.0%	0.0%	80.0%	50.0%	30.0%	
Attic or loft room	2	2	1	0	1	1	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
No specific location	2	2	1	0	1	1	0	1
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
Other	2	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	

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 2012 - June 2013

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Any DSAT provider	346	346	346	3	211	211	0	285
%V	48.3%	49.8%	100.0%	4.7%	41.6%	90.2%	0.0%	57.9%
%H (All HH)			100.0%	0.9%	61.0%	61.0%	0.0%	82.4%
%H (TV HH)			100.0%	0.9%	61.0%	61.0%	0.0%	
Sky with subscription	302	302	302	1	186	186	0	255
%V	42.1%	43.5%	87.3%	1.6%	36.7%	79.5%	0.0%	51.8%
%H (All HH)			100.0%	0.3%	61.6%	61.6%	0.0%	84.4%
%H (TV HH)			100.0%	0.3%	61.6%	61.6%	0.0%	
Sky without subscription	20	20	20	0	11	11	0	12
%V	2.8%	2.9%	5.8%	0.0%	2.2%	4.7%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	55.0%	55.0%	0.0%	60.0%
%H (TV HH)			100.0%	0.0%	55.0%	55.0%	0.0%	
Freesat	19	19	19	0	12	12	0	14
%V	2.6%	2.7%	5.5%	0.0%	2.4%	5.1%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	63.2%	63.2%	0.0%	73.7%
%H (TV HH)			100.0%	0.0%	63.2%	63.2%	0.0%	
Other satellite provider	10	10	10	0	4	4	0	7
%V	1.4%	1.4%	2.9%	0.0%	0.8%	1.7%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	70.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	64	64	3	64	25	25	0	52
%V	8.9%	9.2%	0.9%	100.0%	4.9%	10.7%	0.0%	10.6%
%H (All HH)			4.7%	100.0%	39.1%	39.1%	0.0%	81.3%
%H (TV HH)			4.7%	100.0%	39.1%	39.1%	0.0%	
DTT	507	507	211	25	507	234	273	341
%V	70.7%	72.9%	61.0%	39.1%	100.0%	100.0%	100.0%	69.3%
%H (All HH)		100.0%	41.6%	4.9%	100.0%	46.2%	53.8%	67.3%
%H (TV HH)			41.6%	4.9%	100.0%	46.2%	53.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Ulster
Household level data
Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%H (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
PVR	336	336	263	35	217	178	40	283
%V	46.9%	48.3%	76.0%	54.7%	42.8%	76.1%	14.7%	57.5%
%H (All HH)		100.0%	78.3%	10.4%	64.6%	53.0%	11.9%	84.2%
%H (TV HH)			78.3%	10.4%	64.6%	53.0%	11.9%	
DVDR	52	52	27	5	39	20	19	40
%V	7.3%	7.5%	7.8%	7.8%	7.7%	8.5%	7.0%	8.1%
%H (All HH)		100.0%	51.9%	9.6%	75.0%	38.5%	36.5%	76.9%
%H (TV HH)			51.9%	9.6%	75.0%	38.5%	36.5%	
VCR	33	33	12	1	25	7	17	19
%V	4.6%	4.7%	3.5%	1.6%	4.9%	3.0%	6.2%	3.9%
%H (All HH)		100.0%	36.4%	3.0%	75.8%	21.2%	51.5%	57.6%
%H (TV HH)			36.4%	3.0%	75.8%	21.2%	51.5%	
Any recorder	375	375	273	36	248	184	65	304
%V	52.3%	54.0%	78.9%	56.3%	48.9%	78.6%	23.8%	61.8%
%H (All HH)		100.0%	72.8%	9.6%	66.1%	49.1%	17.3%	81.1%
%H (TV HH)			72.8%	9.6%	66.1%	49.1%	17.3%	
Receives HDTV (via STB or built-in reception)	277	277	168	38	195	122	73	223
%V	38.6%	39.9%	48.6%	59.4%	38.5%	52.1%	26.7%	45.3%
%H (All HH)		100.0%	60.6%	13.7%	70.4%	44.0%	26.4%	80.5%
%H (TV HH)			60.6%	13.7%	70.4%	44.0%	26.4%	
DVD/Blu-ray player or recorder	502	502	270	45	372	188	183	384
%V	70.0%	72.2%	78.0%	70.3%	73.4%	80.3%	67.0%	78.0%
%H (All HH)		100.0%	53.8%	9.0%	74.1%	37.5%	36.5%	76.5%
%H (TV HH)			53.8%	9.0%	74.1%	37.5%	36.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	717	695	346	64	507	234	273	492
%V (All HH)		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%
%H (TV HH)			49.8%	9.2%	72.9%	33.7%	39.3%	
Has broadband internet	492	484	285	52	341	197	145	492
%V	68.6%	69.6%	82.4%	81.3%	67.3%	84.2%	53.1%	100.0%
%H (All HH)		98.4%	57.9%	10.6%	69.3%	40.0%	29.5%	100.0%
%H (TV HH)			58.9%	10.7%	70.5%	40.7%	30.0%	
Number of computers (PCs and laptops)								
0	202	191	53	11	150	33	117	9
%V	28.2%	27.5%	15.3%	17.2%	29.6%	14.1%	42.9%	1.8%
%H (All HH)		94.6%	26.2%	5.4%	74.3%	16.3%	57.9%	4.5%
%H (TV HH)			27.7%	5.8%	78.5%	17.3%	61.3%	
1	299	292	162	32	202	107	96	272
%V	41.7%	42.0%	46.8%	50.0%	39.8%	45.7%	35.2%	55.3%
%H (All HH)		97.7%	54.2%	10.7%	67.6%	35.8%	32.1%	91.0%
%H (TV HH)			55.5%	11.0%	69.2%	36.6%	32.9%	
2	136	134	81	13	96	57	39	132
%V	19.0%	19.3%	23.4%	20.3%	18.9%	24.4%	14.3%	26.8%
%H (All HH)		98.5%	59.6%	9.6%	70.6%	41.9%	28.7%	97.1%
%H (TV HH)			60.4%	9.7%	71.6%	42.5%	29.1%	
3	48	46	30	4	35	22	12	47
%V	6.7%	6.6%	8.7%	6.3%	6.9%	9.4%	4.4%	9.6%
%H (All HH)		95.8%	62.5%	8.3%	72.9%	45.8%	25.0%	97.9%
%H (TV HH)			65.2%	8.7%	76.1%	47.8%	26.1%	
4	18	18	11	2	14	8	6	18
%V	2.5%	2.6%	3.2%	3.1%	2.8%	3.4%	2.2%	3.7%
%H (All HH)		100.0%	61.1%	11.1%	77.8%	44.4%	33.3%	100.0%
%H (TV HH)			61.1%	11.1%	77.8%	44.4%	33.3%	
5+	14	14	9	2	10	6	3	14
%V	2.0%	2.0%	2.6%	3.1%	2.0%	2.6%	1.1%	2.8%
%H (All HH)		100.0%	64.3%	14.3%	71.4%	42.9%	21.4%	100.0%
%H (TV HH)			64.3%	14.3%	71.4%	42.9%	21.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1439	784	128	1096	583	513	1106
%H		54.5%	8.9%	76.2%	40.5%	35.6%	76.9%
Under 20"	165	84	11	141	73	68	120
%V	11.5%	10.7%	8.6%	12.9%	12.5%	13.3%	10.8%
%H		50.9%	6.7%	85.5%	44.2%	41.2%	72.7%
20" - 29"	394	187	33	310	144	166	288
%V	27.4%	23.9%	25.8%	28.3%	24.7%	32.4%	26.0%
%H		47.5%	8.4%	78.7%	36.5%	42.1%	73.1%
30" - 39"	467	248	46	353	182	171	350
%V	32.5%	31.6%	35.9%	32.2%	31.2%	33.3%	31.6%
%H		53.1%	9.9%	75.6%	39.0%	36.6%	74.9%
40" and over	336	215	33	244	156	88	284
%V	23.3%	27.4%	25.8%	22.3%	26.8%	17.2%	25.7%
%H		64.0%	9.8%	72.6%	46.4%	26.2%	84.5%
Don't know	17	8	1	13	5	8	11
%V	1.2%	1.0%	0.8%	1.2%	0.9%	1.6%	1.0%
%H		47.1%	5.9%	76.5%	29.4%	47.1%	64.7%
Not Asked	60	42	4	35	23	12	53
%V	4.2%	5.4%	3.1%	3.2%	3.9%	2.3%	4.8%
%H		70.0%	6.7%	58.3%	38.3%	20.0%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1439	784	128	1096	583	513	1106
%H		54.5%	8.9%	76.2%	40.5%	35.6%	76.9%
Main living room	693	347	64	507	235	272	484
%V	48.2%	44.3%	50.0%	46.3%	40.3%	53.0%	43.8%
%H		50.1%	9.2%	73.2%	33.9%	39.2%	69.8%
Kitchen	160	84	9	134	70	65	122
%V	11.1%	10.7%	7.0%	12.2%	12.0%	12.7%	11.0%
%H		52.5%	5.6%	83.8%	43.8%	40.6%	76.3%
Adult's bedroom	287	163	30	228	133	95	231
%V	19.9%	20.8%	23.4%	20.8%	22.8%	18.5%	20.9%
%H		56.8%	10.5%	79.4%	46.3%	33.1%	80.5%
Child's bedroom	60	41	5	49	35	14	55
%V	4.2%	5.2%	3.9%	4.5%	6.0%	2.7%	5.0%
%H		68.3%	8.3%	81.7%	58.3%	23.3%	91.7%
Other bedroom	34	19	4	29	18	11	30
%V	2.4%	2.4%	3.1%	2.6%	3.1%	2.1%	2.7%
%H		55.9%	11.8%	85.3%	52.9%	32.4%	88.2%
Second living/dining room	117	71	10	89	54	35	105
%V	8.1%	9.1%	7.8%	8.1%	9.3%	6.8%	9.5%
%H		60.7%	8.5%	76.1%	46.2%	29.9%	89.7%
Study/office	7	4	1	6	4	2	6
%V	0.5%	0.5%	0.8%	0.5%	0.7%	0.4%	0.5%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	85.7%
TV room	6	4	0	5	3	2	6
%V	0.4%	0.5%	0.0%	0.5%	0.5%	0.4%	0.5%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
Conservatory	10	6	0	8	5	3	9
%V	0.7%	0.8%	0.0%	0.7%	0.9%	0.6%	0.8%
%H		60.0%	0.0%	80.0%	50.0%	30.0%	90.0%
Attic or loft room	2	1	0	1	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
No specific location	2	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Other	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Not Asked	60	42	4	35	23	12	53
%V	4.2%	5.4%	3.1%	3.2%	3.9%	2.3%	4.8%
%H		70.0%	6.7%	58.3%	38.3%	20.0%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1439	784	128	1096	583	513	1106
%H		54.5%	8.9%	76.2%	40.5%	35.6%	76.9%
PVR	447	360	44	288	244	44	389
%V	31.1%	45.9%	34.4%	26.3%	41.9%	8.6%	35.2%
%H		80.5%	9.8%	64.4%	54.6%	9.8%	87.0%
DVDR	59	31	6	44	23	22	46
%V	4.1%	4.0%	4.7%	4.0%	3.9%	4.3%	4.2%
%H		52.5%	10.2%	74.6%	39.0%	37.3%	78.0%
VCR	36	13	1	27	8	19	21
%V	2.5%	1.7%	0.8%	2.5%	1.4%	3.7%	1.9%
%H		36.1%	2.8%	75.0%	22.2%	52.8%	58.3%
Any recorder	500	377	45	332	256	76	422
%V	34.7%	48.1%	35.2%	30.3%	43.9%	14.8%	38.2%
%H		75.4%	9.0%	66.4%	51.2%	15.2%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1439	784	128	1096	583	513	1106
%H		54.5%	8.9%	76.2%	40.5%	35.6%	76.9%
Receives HDTV (via STB or built-in reception)	392	232	54	286	177	109	328
%V	27.2%	29.6%	42.2%	26.1%	30.4%	21.2%	29.7%
%H		59.2%	13.8%	73.0%	45.2%	27.8%	83.7%
DVD/Blu-ray player or recorder	721	407	65	546	300	246	587
%V	50.1%	51.9%	50.8%	49.8%	51.5%	48.0%	53.1%
%H		56.4%	9.0%	75.7%	41.6%	34.1%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	346	64	506	234	273	484
%H		49.8%	9.2%	72.8%	33.7%	39.3%	69.6%
Under 20"	13	2	1	11	2	9	4
%V	1.9%	0.6%	1.6%	2.2%	0.9%	3.3%	0.8%
%H		15.4%	7.7%	84.6%	15.4%	69.2%	30.8%
20" - 29"	110	35	8	80	19	60	54
%V	15.8%	10.1%	12.5%	15.8%	8.1%	22.0%	11.2%
%H		31.8%	7.3%	72.7%	17.3%	54.5%	49.1%
30" - 39"	288	131	28	215	88	127	192
%V	41.4%	37.9%	43.8%	42.5%	37.6%	46.5%	39.7%
%H		45.5%	9.7%	74.7%	30.6%	44.1%	66.7%
40" and over	276	175	27	197	123	73	230
%V	39.7%	50.6%	42.2%	38.9%	52.6%	26.7%	47.5%
%H		63.4%	9.8%	71.4%	44.6%	26.4%	83.3%
Don't know	6	3	1	4	1	3	3
%V	0.9%	0.9%	1.6%	0.8%	0.4%	1.1%	0.6%
%H		50.0%	16.7%	66.7%	16.7%	50.0%	50.0%
Not Asked	2	0	0	0	1	1	1
%V	0.3%	0.0%	0.0%	0.0%	0.4%	0.4%	0.2%
%H		0.0%	0.0%	0.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	346	64	506	234	273	484
%H		49.8%	9.2%	72.8%	33.7%	39.3%	69.6%
PVR	328	259	34	210	175	35	276
%V	47.2%	74.9%	53.1%	41.5%	74.8%	12.8%	57.0%
%H		79.0%	10.4%	64.0%	53.4%	10.7%	84.1%
DVDR	41	21	5	30	15	15	30
%V	5.9%	6.1%	7.8%	5.9%	6.4%	5.5%	6.2%
%H		51.2%	12.2%	73.2%	36.6%	36.6%	73.2%
VCR	28	9	1	20	5	15	14
%V	4.0%	2.6%	1.6%	4.0%	2.1%	5.5%	2.9%
%H		32.1%	3.6%	71.4%	17.9%	53.6%	50.0%
Any recorder	361	268	36	236	180	56	293
%V	51.9%	77.5%	56.3%	46.6%	76.9%	20.5%	60.5%
%H		74.2%	10.0%	65.4%	49.9%	15.5%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	346	64	506	234	273	484
%H		49.8%	9.2%	72.8%	33.7%	39.3%	69.6%
Receives HDTV (via STB or built-in reception)	264	164	38	183	118	65	214
%V	38.0%	47.4%	59.4%	36.2%	50.4%	23.8%	44.2%
%H		62.1%	14.4%	69.3%	44.7%	24.6%	81.1%
DVD/Blu-ray player or recorder	467	251	40	343	172	171	355
%V	67.2%	72.5%	62.5%	67.8%	73.5%	62.6%	73.3%
%H		53.7%	8.6%	73.4%	36.8%	36.6%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	745	439	64	590	349	241	622
%H		58.9%	8.6%	79.2%	46.8%	32.3%	83.5%
Under 20"	152	82	10	130	71	59	116
%V	20.4%	18.7%	15.6%	22.0%	20.3%	24.5%	18.6%
%H		53.9%	6.6%	85.5%	46.7%	38.8%	76.3%
20" - 29"	284	152	25	230	124	106	235
%V	38.1%	34.6%	39.1%	39.0%	35.5%	44.0%	37.8%
%H		53.5%	8.8%	81.0%	43.7%	37.3%	82.7%
30" - 39"	178	117	18	138	94	44	157
%V	23.9%	26.7%	28.1%	23.4%	26.9%	18.3%	25.2%
%H		65.7%	10.1%	77.5%	52.8%	24.7%	88.2%
40" and over	60	40	5	47	32	15	54
%V	8.1%	9.1%	7.8%	8.0%	9.2%	6.2%	8.7%
%H		66.7%	8.3%	78.3%	53.3%	25.0%	90.0%
Don't know	11	5	1	9	4	5	8
%V	1.5%	1.1%	1.6%	1.5%	1.1%	2.1%	1.3%
%H		45.5%	9.1%	81.8%	36.4%	45.5%	72.7%
Not Asked	60	43	5	36	24	12	52
%V	8.1%	9.8%	7.8%	6.1%	6.9%	5.0%	8.4%
%H		71.7%	8.3%	60.0%	40.0%	20.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	745	439	64	590	349	241	622
%H		58.9%	8.6%	79.2%	46.8%	32.3%	83.5%
PVR	119	101	10	78	69	9	113
%V	16.0%	23.0%	15.6%	13.2%	19.8%	3.7%	18.2%
%H		84.9%	8.4%	65.5%	58.0%	7.6%	95.0%
DVDR	17	10	1	15	8	7	16
%V	2.3%	2.3%	1.6%	2.5%	2.3%	2.9%	2.6%
%H		58.8%	5.9%	88.2%	47.1%	41.2%	94.1%
VCR	9	4	0	7	3	4	7
%V	1.2%	0.9%	0.0%	1.2%	0.9%	1.7%	1.1%
%H		44.4%	0.0%	77.8%	33.3%	44.4%	77.8%
Any recorder	138	110	10	96	76	20	129
%V	18.5%	25.1%	15.6%	16.3%	21.8%	8.3%	20.7%
%H		79.7%	7.2%	69.6%	55.1%	14.5%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	745	439	64	590	349	241	622
%H		58.9%	8.6%	79.2%	46.8%	32.3%	83.5%
Receives HDTV (via STB or built-in reception)	127	68	16	103	59	44	114
%V	17.0%	15.5%	25.0%	17.5%	16.9%	18.3%	18.3%
%H		53.5%	12.6%	81.1%	46.5%	34.6%	89.8%
DVD/Blu-ray player or recorder	254	156	24	202	127	75	232
%V	34.1%	35.5%	37.5%	34.2%	36.4%	31.1%	37.3%
%H		61.4%	9.4%	79.5%	50.0%	29.5%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1809	1766	976	162	1278	665	613	1440
%H		97.6%	54.0%	9.0%	70.6%	36.8%	33.9%	79.6%
Total Children	382	375	231	34	258	148	110	344
%V	21.1%	21.2%	23.7%	21.0%	20.2%	22.3%	17.9%	23.9%
%H		98.2%	60.5%	8.9%	67.5%	38.7%	28.8%	90.1%
0 - 3	97	95	57	9	63	34	30	83
%V	5.4%	5.4%	5.8%	5.6%	4.9%	5.1%	4.9%	5.8%
%H		97.9%	58.8%	9.3%	64.9%	35.1%	30.9%	85.6%
4 - 15	286	280	173	26	194	114	80	261
%V	15.8%	15.9%	17.7%	16.0%	15.2%	17.1%	13.1%	18.1%
%H		97.9%	60.5%	9.1%	67.8%	39.9%	28.0%	91.3%
4 - 9	146	142	91	14	95	57	38	131
%V	8.1%	8.0%	9.3%	8.6%	7.4%	8.6%	6.2%	9.1%
%H		97.3%	62.3%	9.6%	65.1%	39.0%	26.0%	89.7%
10 - 15	140	138	83	12	99	57	42	130
%V	7.7%	7.8%	8.5%	7.4%	7.7%	8.6%	6.9%	9.0%
%H		98.6%	59.3%	8.6%	70.7%	40.7%	30.0%	92.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1809	1766	976	162	1278	665	613	1440
%H		97.6%	54.0%	9.0%	70.6%	36.8%	33.9%	79.6%
Total Adults (16+)	1427	1391	745	128	1020	517	503	1096
%V	78.9%	78.8%	76.3%	79.0%	79.8%	77.7%	82.1%	76.1%
%H		97.5%	52.2%	9.0%	71.5%	36.2%	35.2%	76.8%
16 - 19	97	95	59	9	69	41	28	91
%V	5.4%	5.4%	6.0%	5.6%	5.4%	6.2%	4.6%	6.3%
%H		97.9%	60.8%	9.3%	71.1%	42.3%	28.9%	93.8%
20 - 24	117	112	60	11	83	43	40	99
%V	6.5%	6.3%	6.1%	6.8%	6.5%	6.5%	6.5%	6.9%
%H		95.7%	51.3%	9.4%	70.9%	36.8%	34.2%	84.6%
25 - 34	252	243	147	23	167	96	71	209
%V	13.9%	13.8%	15.1%	14.2%	13.1%	14.4%	11.6%	14.5%
%H		96.4%	58.3%	9.1%	66.3%	38.1%	28.2%	82.9%
35 - 44	245	240	148	24	167	99	68	219
%V	13.5%	13.6%	15.2%	14.8%	13.1%	14.9%	11.1%	15.2%
%H		98.0%	60.4%	9.8%	68.2%	40.4%	27.8%	89.4%
45 - 54	254	249	141	22	182	97	85	216
%V	14.0%	14.1%	14.4%	13.6%	14.2%	14.6%	13.9%	15.0%
%H		98.0%	55.5%	8.7%	71.7%	38.2%	33.5%	85.0%
55 - 64	197	193	103	19	145	76	69	149
%V	10.9%	10.9%	10.6%	11.7%	11.3%	11.4%	11.3%	10.3%
%H		98.0%	52.3%	9.6%	73.6%	38.6%	35.0%	75.6%
65+	265	259	88	19	207	64	143	113
%V	14.6%	14.7%	9.0%	11.7%	16.2%	9.6%	23.3%	7.8%
%H		97.7%	33.2%	7.2%	78.1%	24.2%	54.0%	42.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1427	1391	745	128	1020	517	503	1096
%H		97.5%	52.2%	9.0%	71.5%	36.2%	35.2%	76.8%
AB	308	302	168	35	216	118	98	284
%V	21.6%	21.7%	22.6%	27.3%	21.2%	22.8%	19.5%	25.9%
%H		98.1%	54.5%	11.4%	70.1%	38.3%	31.8%	92.2%
C1	342	330	193	30	242	138	104	291
%V	24.0%	23.7%	25.9%	23.4%	23.7%	26.7%	20.7%	26.6%
%H		96.5%	56.4%	8.8%	70.8%	40.4%	30.4%	85.1%
C2	313	310	172	26	232	120	111	253
%V	21.9%	22.3%	23.1%	20.3%	22.7%	23.2%	22.1%	23.1%
%H		99.0%	55.0%	8.3%	74.1%	38.3%	35.5%	80.8%
D	243	235	127	17	172	86	86	173
%V	17.0%	16.9%	17.0%	13.3%	16.9%	16.6%	17.1%	15.8%
%H		96.7%	52.3%	7.0%	70.8%	35.4%	35.4%	71.2%
E	221	214	85	21	159	55	104	94
%V	15.5%	15.4%	11.4%	16.4%	15.6%	10.6%	20.7%	8.6%
%H		96.8%	38.5%	9.5%	71.9%	24.9%	47.1%	42.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1427	1391	745	128	1020	517	503	1096
%H		97.5%	52.2%	9.0%	71.5%	36.2%	35.2%	76.8%
Working full time	598	585	351	53	419	241	178	526
%V	41.9%	42.1%	47.1%	41.4%	41.1%	46.6%	35.4%	48.0%
%H		97.8%	58.7%	8.9%	70.1%	40.3%	29.8%	88.0%
Working part time	160	158	90	15	115	63	52	138
%V	11.2%	11.4%	12.1%	11.7%	11.3%	12.2%	10.3%	12.6%
%H		98.8%	56.3%	9.4%	71.9%	39.4%	32.5%	86.3%
Not working	669	648	304	60	486	212	273	432
%V	46.9%	46.6%	40.8%	46.9%	47.6%	41.0%	54.3%	39.4%
%H		96.9%	45.4%	9.0%	72.6%	31.7%	40.8%	64.6%
Housewife/Houseperson	717	695	346	64	507	234	273	492
%V	50.2%	50.0%	46.4%	50.0%	49.7%	45.3%	54.3%	44.9%
%H		96.9%	48.3%	8.9%	70.7%	32.6%	38.1%	68.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	692	671	369	61	489	254	235	539
%H		97.0%	53.3%	8.8%	70.7%	36.7%	34.0%	77.9%
16 - 19	50	49	30	4	34	20	15	47
%V	7.2%	7.3%	8.1%	6.6%	7.0%	7.9%	6.4%	8.7%
%H		98.0%	60.0%	8.0%	68.0%	40.0%	30.0%	94.0%
20 - 24	58	55	33	5	40	23	16	50
%V	8.4%	8.2%	8.9%	8.2%	8.2%	9.1%	6.8%	9.3%
%H		94.8%	56.9%	8.6%	69.0%	39.7%	27.6%	86.2%
25 - 34	123	118	72	11	81	47	34	102
%V	17.8%	17.6%	19.5%	18.0%	16.6%	18.5%	14.5%	18.9%
%H		95.9%	58.5%	8.9%	65.9%	38.2%	27.6%	82.9%
35 - 44	120	117	71	11	83	48	34	105
%V	17.3%	17.4%	19.2%	18.0%	17.0%	18.9%	14.5%	19.5%
%H		97.5%	59.2%	9.2%	69.2%	40.0%	28.3%	87.5%
45 - 54	125	122	68	11	89	46	43	105
%V	18.1%	18.2%	18.4%	18.0%	18.2%	18.1%	18.3%	19.5%
%H		97.6%	54.4%	8.8%	71.2%	36.8%	34.4%	84.0%
55 - 64	98	95	52	9	73	40	32	74
%V	14.2%	14.2%	14.1%	14.8%	14.9%	15.7%	13.6%	13.7%
%H		96.9%	53.1%	9.2%	74.5%	40.8%	32.7%	75.5%
65+	118	116	43	9	91	31	60	56
%V	17.1%	17.3%	11.7%	14.8%	18.6%	12.2%	25.5%	10.4%
%H		98.3%	36.4%	7.6%	77.1%	26.3%	50.8%	47.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	692	671	369	61	489	254	235	539
%H		97.0%	53.3%	8.8%	70.7%	36.7%	34.0%	77.9%
AB	151	148	84	16	107	60	48	139
%V	21.8%	22.1%	22.8%	26.2%	21.9%	23.6%	20.4%	25.8%
%H		98.0%	55.6%	10.6%	70.9%	39.7%	31.8%	92.1%
C1	160	155	93	15	112	66	46	141
%V	23.1%	23.1%	25.2%	24.6%	22.9%	26.0%	19.6%	26.2%
%H		96.9%	58.1%	9.4%	70.0%	41.3%	28.8%	88.1%
C2	170	167	93	13	123	64	59	133
%V	24.6%	24.9%	25.2%	21.3%	25.2%	25.2%	25.1%	24.7%
%H		98.2%	54.7%	7.6%	72.4%	37.6%	34.7%	78.2%
D	115	110	62	8	80	42	37	83
%V	16.6%	16.4%	16.8%	13.1%	16.4%	16.5%	15.7%	15.4%
%H		95.7%	53.9%	7.0%	69.6%	36.5%	32.2%	72.2%
E	96	92	37	9	67	23	44	43
%V	13.9%	13.7%	10.0%	14.8%	13.7%	9.1%	18.7%	8.0%
%H		95.8%	38.5%	9.4%	69.8%	24.0%	45.8%	44.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	692	671	369	61	489	254	235	539
%H		97.0%	53.3%	8.8%	70.7%	36.7%	34.0%	77.9%
Working full time	375	366	220	32	263	152	112	328
%V	54.2%	54.5%	59.6%	52.5%	53.8%	59.8%	47.7%	60.9%
%H		97.6%	58.7%	8.5%	70.1%	40.5%	29.9%	87.5%
Working part time	31	31	15	2	23	11	12	25
%V	4.5%	4.6%	4.1%	3.3%	4.7%	4.3%	5.1%	4.6%
%H		100.0%	48.4%	6.5%	74.2%	35.5%	38.7%	80.6%
Not working	285	274	134	26	203	92	111	186
%V	41.2%	40.8%	36.3%	42.6%	41.5%	36.2%	47.2%	34.5%
%H		96.1%	47.0%	9.1%	71.2%	32.3%	38.9%	65.3%
Housewife/Houseperson	146	138	59	14	98	38	60	76
%V	21.1%	20.6%	16.0%	23.0%	20.0%	15.0%	25.5%	14.1%
%H		94.5%	40.4%	9.6%	67.1%	26.0%	41.1%	52.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	736	719	376	68	531	262	269	557
%H		97.7%	51.1%	9.2%	72.1%	35.6%	36.5%	75.7%
16 - 19	47	47	29	5	35	21	13	44
%V	6.4%	6.5%	7.7%	7.4%	6.6%	8.0%	4.8%	7.9%
%H		100.0%	61.7%	10.6%	74.5%	44.7%	27.7%	93.6%
20 - 24	59	57	27	6	43	20	23	49
%V	8.0%	7.9%	7.2%	8.8%	8.1%	7.6%	8.6%	8.8%
%H		96.6%	45.8%	10.2%	72.9%	33.9%	39.0%	83.1%
25 - 34	129	126	76	13	87	49	37	108
%V	17.5%	17.5%	20.2%	19.1%	16.4%	18.7%	13.8%	19.4%
%H		97.7%	58.9%	10.1%	67.4%	38.0%	28.7%	83.7%
35 - 44	125	123	77	13	84	51	34	114
%V	17.0%	17.1%	20.5%	19.1%	15.8%	19.5%	12.6%	20.5%
%H		98.4%	61.6%	10.4%	67.2%	40.8%	27.2%	91.2%
45 - 54	129	127	73	11	93	51	42	111
%V	17.5%	17.7%	19.4%	16.2%	17.5%	19.5%	15.6%	19.9%
%H		98.4%	56.6%	8.5%	72.1%	39.5%	32.6%	86.0%
55 - 64	100	98	50	10	73	36	37	75
%V	13.6%	13.6%	13.3%	14.7%	13.7%	13.7%	13.8%	13.5%
%H		98.0%	50.0%	10.0%	73.0%	36.0%	37.0%	75.0%
65+	146	143	45	10	116	33	83	57
%V	19.8%	19.9%	12.0%	14.7%	21.8%	12.6%	30.9%	10.2%
%H		97.9%	30.8%	6.8%	79.5%	22.6%	56.8%	39.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	736	719	376	68	531	262	269	557
%H		97.7%	51.1%	9.2%	72.1%	35.6%	36.5%	75.7%
AB	157	154	84	19	108	58	50	145
%V	21.3%	21.4%	22.3%	27.9%	20.3%	22.1%	18.6%	26.0%
%H		98.1%	53.5%	12.1%	68.8%	36.9%	31.8%	92.4%
C1	181	175	100	15	130	72	58	151
%V	24.6%	24.3%	26.6%	22.1%	24.5%	27.5%	21.6%	27.1%
%H		96.7%	55.2%	8.3%	71.8%	39.8%	32.0%	83.4%
C2	144	143	79	12	109	56	52	121
%V	19.6%	19.9%	21.0%	17.6%	20.5%	21.4%	19.3%	21.7%
%H		99.3%	54.9%	8.3%	75.7%	38.9%	36.1%	84.0%
D	129	125	65	9	92	44	49	89
%V	17.5%	17.4%	17.3%	13.2%	17.3%	16.8%	18.2%	16.0%
%H		96.9%	50.4%	7.0%	71.3%	34.1%	38.0%	69.0%
E	125	122	49	12	92	33	59	51
%V	17.0%	17.0%	13.0%	17.6%	17.3%	12.6%	21.9%	9.2%
%H		97.6%	39.2%	9.6%	73.6%	26.4%	47.2%	40.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	736	719	376	68	531	262	269	557
%H		97.7%	51.1%	9.2%	72.1%	35.6%	36.5%	75.7%
Working full time	223	219	131	21	156	90	66	198
%V	30.3%	30.5%	34.8%	30.9%	29.4%	34.4%	24.5%	35.5%
%H		98.2%	58.7%	9.4%	70.0%	40.4%	29.6%	88.8%
Working part time	129	128	74	13	92	52	40	113
%V	17.5%	17.8%	19.7%	19.1%	17.3%	19.8%	14.9%	20.3%
%H		99.2%	57.4%	10.1%	71.3%	40.3%	31.0%	87.6%
Not working	384	373	170	34	283	121	162	246
%V	52.2%	51.9%	45.2%	50.0%	53.3%	46.2%	60.2%	44.2%
%H		97.1%	44.3%	8.9%	73.7%	31.5%	42.2%	64.1%
Housewife/Houseperson	571	557	287	50	409	195	213	417
%V	77.6%	77.5%	76.3%	73.5%	77.0%	74.4%	79.2%	74.9%
%H		97.5%	50.3%	8.8%	71.6%	34.2%	37.3%	73.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
AB	277	269	160	21	193	104	88	241
%V	20.9%	21.0%	21.4%	19.1%	22.3%	23.3%	21.0%	26.3%
%H (All HH)		97.1%	57.8%	7.6%	69.7%	37.5%	31.8%	87.0%
%H (TV HH)			59.5%	7.8%	71.7%	38.7%	32.7%	
C1	337	322	189	33	214	116	98	261
%V	25.5%	25.1%	25.3%	30.0%	24.7%	26.0%	23.4%	28.5%
%H (All HH)		95.5%	56.1%	9.8%	63.5%	34.4%	29.1%	77.4%
%H (TV HH)			58.7%	10.2%	66.5%	36.0%	30.4%	
C2	293	287	175	24	200	113	88	209
%V	22.1%	22.4%	23.4%	21.8%	23.1%	25.3%	21.0%	22.8%
%H (All HH)		98.0%	59.7%	8.2%	68.3%	38.6%	30.0%	71.3%
%H (TV HH)			61.0%	8.4%	69.7%	39.4%	30.7%	
D	229	226	139	19	144	76	68	137
%V	17.3%	17.6%	18.6%	17.3%	16.6%	17.0%	16.2%	15.0%
%H (All HH)		98.7%	60.7%	8.3%	62.9%	33.2%	29.7%	59.8%
%H (TV HH)			61.5%	8.4%	63.7%	33.6%	30.1%	
E	188	179	86	13	114	37	77	67
%V	14.2%	14.0%	11.5%	11.8%	13.2%	8.3%	18.4%	7.3%
%H (All HH)		95.2%	45.7%	6.9%	60.6%	19.7%	41.0%	35.6%
%H (TV HH)			48.0%	7.3%	63.7%	20.7%	43.0%	

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 2012 - June 2013

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Under 25	59	53	29	5	27	11	16	40
%V	4.5%	4.1%	3.9%	4.5%	3.1%	2.5%	3.8%	4.4%
%H (All HH)		89.8%	49.2%	8.5%	45.8%	18.6%	27.1%	67.8%
%H (TV HH)			54.7%	9.4%	50.9%	20.8%	30.2%	
25 - 34	184	176	114	15	103	59	43	146
%V	13.9%	13.7%	15.2%	13.6%	11.9%	13.2%	10.3%	16.0%
%H (All HH)		95.7%	62.0%	8.2%	56.0%	32.1%	23.4%	79.3%
%H (TV HH)			64.8%	8.5%	58.5%	33.5%	24.4%	
35 - 44	210	203	136	21	124	79	46	181
%V	15.9%	15.8%	18.2%	19.1%	14.3%	17.7%	11.0%	19.8%
%H (All HH)		96.7%	64.8%	10.0%	59.0%	37.6%	21.9%	86.2%
%H (TV HH)			67.0%	10.3%	61.1%	38.9%	22.7%	
45 - 54	259	254	160	24	173	103	70	217
%V	19.6%	19.8%	21.4%	21.8%	20.0%	23.1%	16.7%	23.7%
%H (All HH)		98.1%	61.8%	9.3%	66.8%	39.8%	27.0%	83.8%
%H (TV HH)			63.0%	9.4%	68.1%	40.6%	27.6%	
55 - 64	228	222	132	19	155	85	70	171
%V	17.2%	17.3%	17.6%	17.3%	17.9%	19.1%	16.7%	18.7%
%H (All HH)		97.4%	57.9%	8.3%	68.0%	37.3%	30.7%	75.0%
%H (TV HH)			59.5%	8.6%	69.8%	38.3%	31.5%	
65 +	382	374	176	26	283	110	173	160
%V	28.9%	29.2%	23.5%	23.6%	32.7%	24.7%	41.3%	17.5%
%H (All HH)		97.9%	46.1%	6.8%	74.1%	28.8%	45.3%	41.9%
%H (TV HH)			47.1%	7.0%	75.7%	29.4%	46.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
1	416	393	168	29	274	81	193	176
%V	31.4%	30.6%	22.5%	26.4%	31.7%	18.2%	46.1%	19.2%
%H (All HH)		94.5%	40.4%	7.0%	65.9%	19.5%	46.4%	42.3%
%H (TV HH)			42.7%	7.4%	69.7%	20.6%	49.1%	
2	442	434	263	37	291	160	131	328
%V	33.4%	33.8%	35.2%	33.6%	33.6%	35.9%	31.3%	35.8%
%H (All HH)		98.2%	59.5%	8.4%	65.8%	36.2%	29.6%	74.2%
%H (TV HH)			60.6%	8.5%	67.1%	36.9%	30.2%	
3	225	221	147	24	150	100	50	195
%V	17.0%	17.2%	19.7%	21.8%	17.3%	22.4%	11.9%	21.3%
%H (All HH)		98.2%	65.3%	10.7%	66.7%	44.4%	22.2%	86.7%
%H (TV HH)			66.5%	10.9%	67.9%	45.2%	22.6%	
4	169	166	118	15	108	75	33	152
%V	12.8%	12.9%	15.8%	13.6%	12.5%	16.8%	7.9%	16.6%
%H (All HH)		98.2%	69.8%	8.9%	63.9%	44.4%	19.5%	89.9%
%H (TV HH)			71.1%	9.0%	65.1%	45.2%	19.9%	
5+	71	69	51	6	42	31	11	64
%V	5.4%	5.4%	6.8%	5.5%	4.9%	7.0%	2.6%	7.0%
%H (All HH)		97.2%	71.8%	8.5%	59.2%	43.7%	15.5%	90.1%
%H (TV HH)			73.9%	8.7%	60.9%	44.9%	15.9%	
Average HH size	2.30	2.31	2.52	2.40	2.27	2.61	1.92	2.60

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 2012 - June 2013

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Without	993	957	521	82	664	315	349	634
%V	75.1%	74.6%	69.7%	74.5%	76.8%	70.6%	83.3%	69.3%
%H (All HH)		96.4%	52.5%	8.3%	66.9%	31.7%	35.1%	63.8%
%H (TV HH)			54.4%	8.6%	69.4%	32.9%	36.5%	
With	330	326	227	28	201	132	70	281
%V	24.9%	25.4%	30.3%	25.5%	23.2%	29.6%	16.7%	30.7%
%H (All HH)		98.8%	68.8%	8.5%	60.9%	40.0%	21.2%	85.2%
%H (TV HH)			69.6%	8.6%	61.7%	40.5%	21.5%	
0 - 3	118	117	80	9	65	38	27	95
%V	8.9%	9.1%	10.7%	8.2%	7.5%	8.5%	6.4%	10.4%
%H (All HH)		99.2%	67.8%	7.6%	55.1%	32.2%	22.9%	80.5%
%H (TV HH)			68.4%	7.7%	55.6%	32.5%	23.1%	
4 - 9	163	161	116	11	95	61	34	139
%V	12.3%	12.5%	15.5%	10.0%	11.0%	13.7%	8.1%	15.2%
%H (All HH)		98.8%	71.2%	6.7%	58.3%	37.4%	20.9%	85.3%
%H (TV HH)			72.0%	6.8%	59.0%	37.9%	21.1%	
10 - 15	158	156	112	15	104	73	31	141
%V	11.9%	12.2%	15.0%	13.6%	12.0%	16.4%	7.4%	15.4%
%H (All HH)		98.7%	70.9%	9.5%	65.8%	46.2%	19.6%	89.2%
%H (TV HH)			71.8%	9.6%	66.7%	46.8%	19.9%	

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 2012 - June 2013

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
1	461	461	212	36	266	61	205	254
%V	34.8%	35.9%	28.3%	32.7%	30.8%	13.7%	48.9%	27.8%
%H (All HH)		100.0%	46.0%	7.8%	57.7%	13.2%	44.5%	55.1%
%H (TV HH)			46.0%	7.8%	57.7%	13.2%	44.5%	
2	446	446	266	40	312	172	140	312
%V	33.7%	34.8%	35.6%	36.4%	36.1%	38.6%	33.4%	34.1%
%H (All HH)		100.0%	59.6%	9.0%	70.0%	38.6%	31.4%	70.0%
%H (TV HH)			59.6%	9.0%	70.0%	38.6%	31.4%	
3	220	220	151	21	161	112	49	182
%V	16.6%	17.1%	20.2%	19.1%	18.6%	25.1%	11.7%	19.9%
%H (All HH)		100.0%	68.6%	9.5%	73.2%	50.9%	22.3%	82.7%
%H (TV HH)			68.6%	9.5%	73.2%	50.9%	22.3%	
4	103	103	79	7	81	64	17	94
%V	7.8%	8.0%	10.6%	6.4%	9.4%	14.3%	4.1%	10.3%
%H (All HH)		100.0%	76.7%	6.8%	78.6%	62.1%	16.5%	91.3%
%H (TV HH)			76.7%	6.8%	78.6%	62.1%	16.5%	
5+	53	53	40	6	45	37	8	51
%V	4.0%	4.1%	5.3%	5.5%	5.2%	8.3%	1.9%	5.6%
%H (All HH)		100.0%	75.5%	11.3%	84.9%	69.8%	15.1%	96.2%
%H (TV HH)			75.5%	11.3%	84.9%	69.8%	15.1%	

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 2012 - June 2013

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Under 20"	329	329	196	27	271	165	106	244
%V	24.9%	25.6%	26.2%	24.5%	31.3%	37.0%	25.3%	26.7%
%H (All HH)		100.0%	59.6%	8.2%	82.4%	50.2%	32.2%	74.2%
%H (TV HH)			59.6%	8.2%	82.4%	50.2%	32.2%	
20" - 29"	535	535	303	43	403	212	191	371
%V	40.4%	41.7%	40.5%	39.1%	46.6%	47.5%	45.6%	40.5%
%H (All HH)		100.0%	56.6%	8.0%	75.3%	39.6%	35.7%	69.3%
%H (TV HH)			56.6%	8.0%	75.3%	39.6%	35.7%	
30" - 39"	670	670	406	58	468	260	208	477
%V	50.6%	52.2%	54.3%	52.7%	54.1%	58.3%	49.6%	52.1%
%H (All HH)		100.0%	60.6%	8.7%	69.9%	38.8%	31.0%	71.2%
%H (TV HH)			60.6%	8.7%	69.9%	38.8%	31.0%	
40" and over	499	499	350	50	327	225	102	410
%V	37.7%	38.9%	46.8%	45.5%	37.8%	50.4%	24.3%	44.8%
%H (All HH)		100.0%	70.1%	10.0%	65.5%	45.1%	20.4%	82.2%
%H (TV HH)			70.1%	10.0%	65.5%	45.1%	20.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%V (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Main living room	1260	1260	742	109	854	442	412	878
%V	95.2%	98.2%	99.2%	99.1%	98.7%	99.1%	98.3%	96.0%
%H (All HH)		100.0%	58.9%	8.7%	67.8%	35.1%	32.7%	69.7%
%H (TV HH)			58.9%	8.7%	67.8%	35.1%	32.7%	
Kitchen	178	178	114	12	151	98	53	141
%V	13.5%	13.9%	15.2%	10.9%	17.5%	22.0%	12.6%	15.4%
%H (All HH)		100.0%	64.0%	6.7%	84.8%	55.1%	29.8%	79.2%
%H (TV HH)			64.0%	6.7%	84.8%	55.1%	29.8%	
Adult's bedroom	516	516	339	51	399	270	129	407
%V	39.0%	40.2%	45.3%	46.4%	46.1%	60.5%	30.8%	44.5%
%H (All HH)		100.0%	65.7%	9.9%	77.3%	52.3%	25.0%	78.9%
%H (TV HH)			65.7%	9.9%	77.3%	52.3%	25.0%	
Child's bedroom	111	111	78	12	88	66	22	100
%V	8.4%	8.7%	10.4%	10.9%	10.2%	14.8%	5.3%	10.9%
%H (All HH)		100.0%	70.3%	10.8%	79.3%	59.5%	19.8%	90.1%
%H (TV HH)			70.3%	10.8%	79.3%	59.5%	19.8%	
Other bedroom	51	51	34	5	41	29	12	44
%V	3.9%	4.0%	4.5%	4.5%	4.7%	6.5%	2.9%	4.8%
%H (All HH)		100.0%	66.7%	9.8%	80.4%	56.9%	23.5%	86.3%
%H (TV HH)			66.7%	9.8%	80.4%	56.9%	23.5%	
Second living/dining room	156	156	100	15	125	83	42	129
%V	11.8%	12.2%	13.4%	13.6%	14.5%	18.6%	10.0%	14.1%
%H (All HH)		100.0%	64.1%	9.6%	80.1%	53.2%	26.9%	82.7%
%H (TV HH)			64.1%	9.6%	80.1%	53.2%	26.9%	
Study/office	17	17	11	2	13	9	4	15
%V	1.3%	1.3%	1.5%	1.8%	1.5%	2.0%	1.0%	1.6%
%H (All HH)		100.0%	64.7%	11.8%	76.5%	52.9%	23.5%	88.2%
%H (TV HH)			64.7%	11.8%	76.5%	52.9%	23.5%	
TV room	8	8	7	1	6	5	1	7
%V	0.6%	0.6%	0.9%	0.9%	0.7%	1.1%	0.2%	0.8%
%H (All HH)		100.0%	87.5%	12.5%	75.0%	62.5%	12.5%	87.5%
%H (TV HH)			87.5%	12.5%	75.0%	62.5%	12.5%	
Conservatory	25	25	18	1	20	14	6	23
%V	1.9%	1.9%	2.4%	0.9%	2.3%	3.1%	1.4%	2.5%
%H (All HH)		100.0%	72.0%	4.0%	80.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	4.0%	80.0%	56.0%	24.0%	
Attic or loft room	4	4	3	0	3	2	1	3
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	4	4	3	0	3	2	0	4
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.4%	0.0%	0.4%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	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 2012 - June 2013

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Any DSAT provider	748	748	748	6	390	390	0	580
%V	56.5%	58.3%	100.0%	5.5%	45.1%	87.4%	0.0%	63.4%
%H (All HH)			100.0%	0.8%	52.1%	52.1%	0.0%	77.5%
%H (TV HH)			100.0%	0.8%	52.1%	52.1%	0.0%	
Sky with subcription	611	611	611	4	322	322	0	494
%V	46.2%	47.6%	81.7%	3.6%	37.2%	72.2%	0.0%	54.0%
%H (All HH)			100.0%	0.7%	52.7%	52.7%	0.0%	80.9%
%H (TV HH)			100.0%	0.7%	52.7%	52.7%	0.0%	
Sky without subcription	80	80	80	1	39	39	0	44
%V	6.0%	6.2%	10.7%	0.9%	4.5%	8.7%	0.0%	4.8%
%H (All HH)			100.0%	1.3%	48.8%	48.8%	0.0%	55.0%
%H (TV HH)			100.0%	1.3%	48.8%	48.8%	0.0%	
Freesat	61	61	61	0	33	33	0	45
%V	4.6%	4.8%	8.2%	0.0%	3.8%	7.4%	0.0%	4.9%
%H (All HH)			100.0%	0.0%	54.1%	54.1%	0.0%	73.8%
%H (TV HH)			100.0%	0.0%	54.1%	54.1%	0.0%	
Other satellite provider	9	9	9	0	4	4	0	8
%V	0.7%	0.7%	1.2%	0.0%	0.5%	0.9%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	44.4%	44.4%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	44.4%	44.4%	0.0%	
DCAB	110	110	6	110	60	60	0	92
%V	8.3%	8.6%	0.8%	100.0%	6.9%	13.5%	0.0%	10.1%
%H (All HH)			5.5%	100.0%	54.5%	54.5%	0.0%	83.6%
%H (TV HH)			5.5%	100.0%	54.5%	54.5%	0.0%	
DTT	865	865	390	60	865	446	419	582
%V	65.4%	67.4%	52.1%	54.5%	100.0%	100.0%	100.0%	63.6%
%H (All HH)		100.0%	45.1%	6.9%	100.0%	51.6%	48.4%	67.3%
%H (TV HH)			45.1%	6.9%	100.0%	51.6%	48.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%H (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
PVR	765	765	585	75	469	360	109	633
%V	57.8%	59.6%	78.2%	68.2%	54.2%	80.7%	26.0%	69.2%
%H (All HH)		100.0%	76.5%	9.8%	61.3%	47.1%	14.2%	82.7%
%H (TV HH)			76.5%	9.8%	61.3%	47.1%	14.2%	
DVDR	102	102	62	8	71	39	32	78
%V	7.7%	8.0%	8.3%	7.3%	8.2%	8.7%	7.6%	8.5%
%H (All HH)		100.0%	60.8%	7.8%	69.6%	38.2%	31.4%	76.5%
%H (TV HH)			60.8%	7.8%	69.6%	38.2%	31.4%	
VCR	50	50	28	4	38	19	19	31
%V	3.8%	3.9%	3.7%	3.6%	4.4%	4.3%	4.5%	3.4%
%H (All HH)		100.0%	56.0%	8.0%	76.0%	38.0%	38.0%	62.0%
%H (TV HH)			56.0%	8.0%	76.0%	38.0%	38.0%	
Any recorder	824	824	606	79	516	372	143	666
%V	62.3%	64.2%	81.0%	71.8%	59.7%	83.4%	34.1%	72.8%
%H (All HH)		100.0%	73.5%	9.6%	62.6%	45.1%	17.4%	80.8%
%H (TV HH)			73.5%	9.6%	62.6%	45.1%	17.4%	
Receives HDTV (via STB or built-in reception)	538	538	364	83	341	247	94	459
%V	40.7%	41.9%	48.7%	75.5%	39.4%	55.4%	22.4%	50.2%
%H (All HH)		100.0%	67.7%	15.4%	63.4%	45.9%	17.5%	85.3%
%H (TV HH)			67.7%	15.4%	63.4%	45.9%	17.5%	
DVD/Blu-ray player or recorder	1017	1017	616	96	693	385	308	759
%V	76.9%	79.3%	82.4%	87.3%	80.1%	86.3%	73.5%	83.0%
%H (All HH)		100.0%	60.6%	9.4%	68.1%	37.9%	30.3%	74.6%
%H (TV HH)			60.6%	9.4%	68.1%	37.9%	30.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1283	748	110	865	446	419	915
%V (All HH)		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%
%H (TV HH)			58.3%	8.6%	67.4%	34.8%	32.7%	
Has broadband internet	915	893	580	92	582	364	218	915
%V	69.2%	69.6%	77.5%	83.6%	67.3%	81.6%	52.0%	100.0%
%H (All HH)		97.6%	63.4%	10.1%	63.6%	39.8%	23.8%	100.0%
%H (TV HH)			64.9%	10.3%	65.2%	40.8%	24.4%	
Number of computers (PCs and laptops)								
0	342	328	137	16	239	67	172	11
%V	25.9%	25.6%	18.3%	14.5%	27.6%	15.0%	41.1%	1.2%
%H (All HH)		95.9%	40.1%	4.7%	69.9%	19.6%	50.3%	3.2%
%H (TV HH)			41.8%	4.9%	72.9%	20.4%	52.4%	
1	515	502	303	42	327	172	154	457
%V	38.9%	39.1%	40.5%	38.2%	37.8%	38.6%	36.8%	49.9%
%H (All HH)		97.5%	58.8%	8.2%	63.5%	33.4%	29.9%	88.7%
%H (TV HH)			60.4%	8.4%	65.1%	34.3%	30.7%	
2	261	256	170	28	171	114	57	245
%V	19.7%	20.0%	22.7%	25.5%	19.8%	25.6%	13.6%	26.8%
%H (All HH)		98.1%	65.1%	10.7%	65.5%	43.7%	21.8%	93.9%
%H (TV HH)			66.4%	10.9%	66.8%	44.5%	22.3%	
3	114	111	79	14	74	54	20	111
%V	8.6%	8.7%	10.6%	12.7%	8.6%	12.1%	4.8%	12.1%
%H (All HH)		97.4%	69.3%	12.3%	64.9%	47.4%	17.5%	97.4%
%H (TV HH)			71.2%	12.6%	66.7%	48.6%	18.0%	
4	47	45	30	4	28	18	10	46
%V	3.6%	3.5%	4.0%	3.6%	3.2%	4.0%	2.4%	5.0%
%H (All HH)		95.7%	63.8%	8.5%	59.6%	38.3%	21.3%	97.9%
%H (TV HH)			66.7%	8.9%	62.2%	40.0%	22.2%	
5+	44	41	29	6	27	21	6	44
%V	3.3%	3.2%	3.9%	5.5%	3.1%	4.7%	1.4%	4.8%
%H (All HH)		93.2%	65.9%	13.6%	61.4%	47.7%	13.6%	100.0%
%H (TV HH)			70.7%	14.6%	65.9%	51.2%	14.6%	

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 2012 - June 2013

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2713	1729	240	1939	1196	743	2077
%H		63.7%	8.8%	71.5%	44.1%	27.4%	76.6%
Under 20"	424	258	34	353	221	133	324
%V	15.6%	14.9%	14.2%	18.2%	18.5%	17.9%	15.6%
%H		60.8%	8.0%	83.3%	52.1%	31.4%	76.4%
20" - 29"	657	385	53	508	287	222	471
%V	24.2%	22.3%	22.1%	26.2%	24.0%	29.9%	22.7%
%H		58.6%	8.1%	77.3%	43.7%	33.8%	71.7%
30" - 39"	788	486	74	559	328	231	582
%V	29.0%	28.1%	30.8%	28.8%	27.4%	31.1%	28.0%
%H		61.7%	9.4%	70.9%	41.6%	29.3%	73.9%
40" and over	573	406	59	380	269	111	478
%V	21.1%	23.5%	24.6%	19.6%	22.5%	14.9%	23.0%
%H		70.9%	10.3%	66.3%	46.9%	19.4%	83.4%
Don't know	32	19	3	25	14	11	24
%V	1.2%	1.1%	1.3%	1.3%	1.2%	1.5%	1.2%
%H		59.4%	9.4%	78.1%	43.8%	34.4%	75.0%
Not Asked	239	175	17	114	77	35	198
%V	8.8%	10.1%	7.1%	5.9%	6.4%	4.7%	9.5%
%H		73.2%	7.1%	47.7%	32.2%	14.6%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2713	1729	240	1939	1196	743	2077
%H		63.7%	8.8%	71.5%	44.1%	27.4%	76.6%
Main living room	1268	746	110	860	445	414	884
%V	46.7%	43.1%	45.8%	44.4%	37.2%	55.7%	42.6%
%H		58.8%	8.7%	67.8%	35.1%	32.6%	69.7%
Kitchen	180	114	13	152	98	53	143
%V	6.6%	6.6%	5.4%	7.8%	8.2%	7.1%	6.9%
%H		63.3%	7.2%	84.4%	54.4%	29.4%	79.4%
Adult's bedroom	607	408	59	478	335	143	488
%V	22.4%	23.6%	24.6%	24.7%	28.0%	19.2%	23.5%
%H		67.2%	9.7%	78.7%	55.2%	23.6%	80.4%
Child's bedroom	141	99	16	113	85	27	126
%V	5.2%	5.7%	6.7%	5.8%	7.1%	3.6%	6.1%
%H		70.2%	11.3%	80.1%	60.3%	19.1%	89.4%
Other bedroom	60	40	7	48	35	13	52
%V	2.2%	2.3%	2.9%	2.5%	2.9%	1.7%	2.5%
%H		66.7%	11.7%	80.0%	58.3%	21.7%	86.7%
Second living/dining room	158	101	15	127	85	43	131
%V	5.8%	5.8%	6.3%	6.5%	7.1%	5.8%	6.3%
%H		63.9%	9.5%	80.4%	53.8%	27.2%	82.9%
Study/office	17	11	2	13	9	4	16
%V	0.6%	0.6%	0.8%	0.7%	0.8%	0.5%	0.8%
%H		64.7%	11.8%	76.5%	52.9%	23.5%	94.1%
TV room	8	7	1	6	5	1	7
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.3%
%H		87.5%	12.5%	75.0%	62.5%	12.5%	87.5%
Conservatory	26	19	1	21	14	7	23
%V	1.0%	1.1%	0.4%	1.1%	1.2%	0.9%	1.1%
%H		73.1%	3.8%	80.8%	53.8%	26.9%	88.5%
Attic or loft room	4	3	0	4	3	1	4
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
No specific location	1	0	0	1	0	0	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Other	5	4	0	3	3	0	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%	0.2%
%H		80.0%	0.0%	60.0%	60.0%	0.0%	80.0%
Not Asked	239	175	17	114	77	35	198
%V	8.8%	10.1%	7.1%	5.9%	6.4%	4.7%	9.5%
%H		73.2%	7.1%	47.7%	32.2%	14.6%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2713	1729	240	1939	1196	743	2077
%H		63.7%	8.8%	71.5%	44.1%	27.4%	76.6%
PVR	975	765	96	583	461	122	826
%V	35.9%	44.2%	40.0%	30.1%	38.5%	16.4%	39.8%
%H		78.5%	9.8%	59.8%	47.3%	12.5%	84.7%
DVDR	121	75	10	87	50	37	94
%V	4.5%	4.3%	4.2%	4.5%	4.2%	5.0%	4.5%
%H		62.0%	8.3%	71.9%	41.3%	30.6%	77.7%
VCR	53	30	4	41	21	19	33
%V	2.0%	1.7%	1.7%	2.1%	1.8%	2.6%	1.6%
%H		56.6%	7.5%	77.4%	39.6%	35.8%	62.3%
Any recorder	1062	806	101	654	491	163	882
%V	39.1%	46.6%	42.1%	33.7%	41.1%	21.9%	42.5%
%H		75.9%	9.5%	61.6%	46.2%	15.3%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2713	1729	240	1939	1196	743	2077
%H		63.7%	8.8%	71.5%	44.1%	27.4%	76.6%
Receives HDTV (via STB or built-in reception)	720	479	118	470	340	130	627
%V	26.5%	27.7%	49.2%	24.2%	28.4%	17.5%	30.2%
%H		66.5%	16.4%	65.3%	47.2%	18.1%	87.1%
DVD/Blu-ray player or recorder	1541	984	155	1110	701	409	1219
%V	56.8%	56.9%	64.6%	57.2%	58.6%	55.0%	58.7%
%H		63.9%	10.1%	72.0%	45.5%	26.5%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1281	747	110	864	446	419	892
%H		58.3%	8.6%	67.4%	34.8%	32.7%	69.6%
Under 20"	28	9	1	21	3	18	15
%V	2.2%	1.2%	0.9%	2.4%	0.7%	4.3%	1.7%
%H		32.1%	3.6%	75.0%	10.7%	64.3%	53.6%
20" - 29"	229	96	15	167	49	118	122
%V	17.9%	12.9%	13.6%	19.3%	11.0%	28.2%	13.7%
%H		41.9%	6.6%	72.9%	21.4%	51.5%	53.3%
30" - 39"	526	301	45	357	176	181	350
%V	41.1%	40.3%	40.9%	41.3%	39.5%	43.2%	39.2%
%H		57.2%	8.6%	67.9%	33.5%	34.4%	66.5%
40" and over	476	333	49	310	213	97	392
%V	37.2%	44.6%	44.5%	35.9%	47.8%	23.2%	43.9%
%H		70.0%	10.3%	65.1%	44.7%	20.4%	82.4%
Don't know	14	8	0	10	4	6	9
%V	1.1%	1.1%	0.0%	1.2%	0.9%	1.4%	1.0%
%H		57.1%	0.0%	71.4%	28.6%	42.9%	64.3%
Not Asked	8	0	0	0	1	0	4
%V	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
%H		0.0%	0.0%	0.0%	12.5%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1281	747	110	864	446	419	892
%H		58.3%	8.6%	67.4%	34.8%	32.7%	69.6%
PVR	739	573	72	447	350	98	613
%V	57.7%	76.7%	65.5%	51.7%	78.5%	23.4%	68.7%
%H		77.5%	9.7%	60.5%	47.4%	13.3%	82.9%
DVDR	86	51	7	60	32	28	65
%V	6.7%	6.8%	6.4%	6.9%	7.2%	6.7%	7.3%
%H		59.3%	8.1%	69.8%	37.2%	32.6%	75.6%
VCR	41	21	3	31	14	17	24
%V	3.2%	2.8%	2.7%	3.6%	3.1%	4.1%	2.7%
%H		51.2%	7.3%	75.6%	34.1%	41.5%	58.5%
Any recorder	794	593	76	491	362	129	644
%V	62.0%	79.4%	69.1%	56.8%	81.2%	30.8%	72.2%
%H		74.7%	9.6%	61.8%	45.6%	16.2%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1281	747	110	864	446	419	892
%H		58.3%	8.6%	67.4%	34.8%	32.7%	69.6%
Receives HDTV (via STB or built-in reception)	516	351	81	324	235	88	442
%V	40.3%	47.0%	73.6%	37.5%	52.7%	21.0%	49.6%
%H		68.0%	15.7%	62.8%	45.5%	17.1%	85.7%
DVD/Blu-ray player or recorder	959	576	93	650	358	292	711
%V	74.9%	77.1%	84.5%	75.2%	80.3%	69.7%	79.7%
%H		60.1%	9.7%	67.8%	37.3%	30.4%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1432	982	130	1075	750	325	1185
%H		68.6%	9.1%	75.1%	52.4%	22.7%	82.8%
Under 20"	396	249	33	332	217	115	310
%V	27.7%	25.4%	25.4%	30.9%	28.9%	35.4%	26.2%
%H		62.9%	8.3%	83.8%	54.8%	29.0%	78.3%
20" - 29"	428	289	38	342	238	104	349
%V	29.9%	29.4%	29.2%	31.8%	31.7%	32.0%	29.5%
%H		67.5%	8.9%	79.9%	55.6%	24.3%	81.5%
30" - 39"	262	185	29	202	152	50	232
%V	18.3%	18.8%	22.3%	18.8%	20.3%	15.4%	19.6%
%H		70.6%	11.1%	77.1%	58.0%	19.1%	88.5%
40" and over	97	73	11	70	56	15	86
%V	6.8%	7.4%	8.5%	6.5%	7.5%	4.6%	7.3%
%H		75.3%	11.3%	72.2%	57.7%	15.5%	88.7%
Don't know	18	11	2	16	10	5	15
%V	1.3%	1.1%	1.5%	1.5%	1.3%	1.5%	1.3%
%H		61.1%	11.1%	88.9%	55.6%	27.8%	83.3%
Not Asked	231	175	17	113	77	36	193
%V	16.1%	17.8%	13.1%	10.5%	10.3%	11.1%	16.3%
%H		75.8%	7.4%	48.9%	33.3%	15.6%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1432	982	130	1075	750	325	1185
%H		68.6%	9.1%	75.1%	52.4%	22.7%	82.8%
PVR	235	191	23	135	111	24	213
%V	16.4%	19.5%	17.7%	12.6%	14.8%	7.4%	18.0%
%H		81.3%	9.8%	57.4%	47.2%	10.2%	90.6%
DVDR	36	24	2	28	19	9	29
%V	2.5%	2.4%	1.5%	2.6%	2.5%	2.8%	2.4%
%H		66.7%	5.6%	77.8%	52.8%	25.0%	80.6%
VCR	12	9	1	10	7	2	9
%V	0.8%	0.9%	0.8%	0.9%	0.9%	0.6%	0.8%
%H		75.0%	8.3%	83.3%	58.3%	16.7%	75.0%
Any recorder	268	213	25	163	129	33	238
%V	18.7%	21.7%	19.2%	15.2%	17.2%	10.2%	20.1%
%H		79.5%	9.3%	60.8%	48.1%	12.3%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1432	982	130	1075	750	325	1185
%H		68.6%	9.1%	75.1%	52.4%	22.7%	82.8%
Receives HDTV (via STB or built-in reception)	204	128	37	146	104	42	186
%V	14.2%	13.0%	28.5%	13.6%	13.9%	12.9%	15.7%
%H		62.7%	18.1%	71.6%	51.0%	20.6%	91.2%
DVD/Blu-ray player or recorder	582	408	62	460	343	117	508
%V	40.6%	41.5%	47.7%	42.8%	45.7%	36.0%	42.9%
%H		70.1%	10.7%	79.0%	58.9%	20.1%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3041	2966	1888	265	1967	1164	803	2375
%H		97.5%	62.1%	8.7%	64.7%	38.3%	26.4%	78.1%
Total Children	560	555	392	44	334	217	117	476
%V	18.4%	18.7%	20.8%	16.6%	17.0%	18.6%	14.6%	20.0%
%H		99.1%	70.0%	7.9%	59.6%	38.8%	20.9%	85.0%
0 - 3	137	136	93	10	77	45	32	109
%V	4.5%	4.6%	4.9%	3.8%	3.9%	3.9%	4.0%	4.6%
%H		99.3%	67.9%	7.3%	56.2%	32.8%	23.4%	79.6%
4 - 15	423	419	299	34	258	172	86	368
%V	13.9%	14.1%	15.8%	12.8%	13.1%	14.8%	10.7%	15.5%
%H		99.1%	70.7%	8.0%	61.0%	40.7%	20.3%	87.0%
4 - 9	215	213	153	14	122	79	43	182
%V	7.1%	7.2%	8.1%	5.3%	6.2%	6.8%	5.4%	7.7%
%H		99.1%	71.2%	6.5%	56.7%	36.7%	20.0%	84.7%
10 - 15	208	207	145	20	135	93	42	186
%V	6.8%	7.0%	7.7%	7.5%	6.9%	8.0%	5.2%	7.8%
%H		99.5%	69.7%	9.6%	64.9%	44.7%	20.2%	89.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3041	2966	1888	265	1967	1164	803	2375
%H		97.5%	62.1%	8.7%	64.7%	38.3%	26.4%	78.1%
Total Adults (16+)	2480	2411	1496	221	1632	947	686	1899
%V	81.6%	81.3%	79.2%	83.4%	83.0%	81.4%	85.4%	80.0%
%H		97.2%	60.3%	8.9%	65.8%	38.2%	27.7%	76.6%
16 - 19	147	144	97	15	99	66	33	135
%V	4.8%	4.9%	5.1%	5.7%	5.0%	5.7%	4.1%	5.7%
%H		98.0%	66.0%	10.2%	67.3%	44.9%	22.4%	91.8%
20 - 24	198	178	110	20	112	69	43	165
%V	6.5%	6.0%	5.8%	7.5%	5.7%	5.9%	5.4%	6.9%
%H		89.9%	55.6%	10.1%	56.6%	34.8%	21.7%	83.3%
25 - 34	382	369	245	36	220	138	82	320
%V	12.6%	12.4%	13.0%	13.6%	11.2%	11.9%	10.2%	13.5%
%H		96.6%	64.1%	9.4%	57.6%	36.1%	21.5%	83.8%
35 - 44	371	360	248	36	226	152	75	323
%V	12.2%	12.1%	13.1%	13.6%	11.5%	13.1%	9.3%	13.6%
%H		97.0%	66.8%	9.7%	60.9%	41.0%	20.2%	87.1%
45 - 54	428	422	276	43	286	182	105	369
%V	14.1%	14.2%	14.6%	16.2%	14.5%	15.6%	13.1%	15.5%
%H		98.6%	64.5%	10.0%	66.8%	42.5%	24.5%	86.2%
55 - 64	379	372	231	33	261	153	108	304
%V	12.5%	12.5%	12.2%	12.5%	13.3%	13.1%	13.4%	12.8%
%H		98.2%	60.9%	8.7%	68.9%	40.4%	28.5%	80.2%
65+	576	566	289	39	427	187	240	283
%V	18.9%	19.1%	15.3%	14.7%	21.7%	16.1%	29.9%	11.9%
%H		98.3%	50.2%	6.8%	74.1%	32.5%	41.7%	49.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2480	2411	1496	221	1632	947	686	1899
%H		97.2%	60.3%	8.9%	65.8%	38.2%	27.7%	76.6%
AB	563	551	348	47	395	237	158	509
%V	22.7%	22.9%	23.3%	21.3%	24.2%	25.0%	23.0%	26.8%
%H		97.9%	61.8%	8.3%	70.2%	42.1%	28.1%	90.4%
C1	636	601	361	66	401	235	166	531
%V	25.6%	24.9%	24.1%	29.9%	24.6%	24.8%	24.2%	28.0%
%H		94.5%	56.8%	10.4%	63.1%	36.9%	26.1%	83.5%
C2	587	578	374	50	408	252	156	452
%V	23.7%	24.0%	25.0%	22.6%	25.0%	26.6%	22.7%	23.8%
%H		98.5%	63.7%	8.5%	69.5%	42.9%	26.6%	77.0%
D	435	432	282	38	271	161	111	298
%V	17.5%	17.9%	18.9%	17.2%	16.6%	17.0%	16.2%	15.7%
%H		99.3%	64.8%	8.7%	62.3%	37.0%	25.5%	68.5%
E	259	249	131	20	158	62	96	108
%V	10.4%	10.3%	8.8%	9.0%	9.7%	6.5%	14.0%	5.7%
%H		96.1%	50.6%	7.7%	61.0%	23.9%	37.1%	41.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2480	2411	1496	221	1632	947	686	1899
%H		97.2%	60.3%	8.9%	65.8%	38.2%	27.7%	76.6%
Working full time	1066	1046	699	102	696	452	244	946
%V	43.0%	43.4%	46.7%	46.2%	42.6%	47.7%	35.6%	49.8%
%H		98.1%	65.6%	9.6%	65.3%	42.4%	22.9%	88.7%
Working part time	236	233	152	22	156	97	59	202
%V	9.5%	9.7%	10.2%	10.0%	9.6%	10.2%	8.6%	10.6%
%H		98.7%	64.4%	9.3%	66.1%	41.1%	25.0%	85.6%
Not working	1178	1132	645	97	781	398	383	751
%V	47.5%	47.0%	43.1%	43.9%	47.9%	42.0%	55.8%	39.5%
%H		96.1%	54.8%	8.2%	66.3%	33.8%	32.5%	63.8%
Housewife/Houseperson	1323	1283	748	110	865	446	419	915
%V	53.3%	53.2%	50.0%	49.8%	53.0%	47.1%	61.1%	48.2%
%H		97.0%	56.5%	8.3%	65.4%	33.7%	31.7%	69.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1174	744	109	786	471	315	955
%H		96.8%	61.3%	9.0%	64.8%	38.8%	26.0%	78.7%
16 - 19	79	78	54	8	53	37	16	73
%V	6.5%	6.6%	7.3%	7.3%	6.7%	7.9%	5.1%	7.6%
%H		98.7%	68.4%	10.1%	67.1%	46.8%	20.3%	92.4%
20 - 24	98	88	56	9	55	35	20	86
%V	8.1%	7.5%	7.5%	8.3%	7.0%	7.4%	6.3%	9.0%
%H		89.8%	57.1%	9.2%	56.1%	35.7%	20.4%	87.8%
25 - 34	193	185	120	20	110	67	43	164
%V	15.9%	15.8%	16.1%	18.3%	14.0%	14.2%	13.7%	17.2%
%H		95.9%	62.2%	10.4%	57.0%	34.7%	22.3%	85.0%
35 - 44	183	175	121	16	111	73	37	153
%V	15.1%	14.9%	16.3%	14.7%	14.1%	15.5%	11.7%	16.0%
%H		95.6%	66.1%	8.7%	60.7%	39.9%	20.2%	83.6%
45 - 54	210	206	133	23	138	87	51	180
%V	17.3%	17.5%	17.9%	21.1%	17.6%	18.5%	16.2%	18.8%
%H		98.1%	63.3%	11.0%	65.7%	41.4%	24.3%	85.7%
55 - 64	186	182	113	16	128	74	53	150
%V	15.3%	15.5%	15.2%	14.7%	16.3%	15.7%	16.8%	15.7%
%H		97.8%	60.8%	8.6%	68.8%	39.8%	28.5%	80.6%
65+	265	261	148	18	192	98	95	149
%V	21.8%	22.2%	19.9%	16.5%	24.4%	20.8%	30.2%	15.6%
%H		98.5%	55.8%	6.8%	72.5%	37.0%	35.8%	56.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1174	744	109	786	471	315	955
%H		96.8%	61.3%	9.0%	64.8%	38.8%	26.0%	78.7%
AB	281	275	178	25	193	120	73	259
%V	23.2%	23.4%	23.9%	22.9%	24.6%	25.5%	23.2%	27.1%
%H		97.9%	63.3%	8.9%	68.7%	42.7%	26.0%	92.2%
C1	301	281	175	30	185	114	71	260
%V	24.8%	23.9%	23.5%	27.5%	23.5%	24.2%	22.5%	27.2%
%H		93.4%	58.1%	10.0%	61.5%	37.9%	23.6%	86.4%
C2	317	311	197	28	221	134	87	241
%V	26.1%	26.5%	26.5%	25.7%	28.1%	28.5%	27.6%	25.2%
%H		98.1%	62.1%	8.8%	69.7%	42.3%	27.4%	76.0%
D	209	207	140	18	126	77	49	149
%V	17.2%	17.6%	18.8%	16.5%	16.0%	16.3%	15.6%	15.6%
%H		99.0%	67.0%	8.6%	60.3%	36.8%	23.4%	71.3%
E	105	100	54	8	60	25	35	47
%V	8.7%	8.5%	7.3%	7.3%	7.6%	5.3%	11.1%	4.9%
%H		95.2%	51.4%	7.6%	57.1%	23.8%	33.3%	44.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1174	744	109	786	471	315	955
%H		96.8%	61.3%	9.0%	64.8%	38.8%	26.0%	78.7%
Working full time	642	629	423	60	412	267	145	568
%V	52.9%	53.6%	56.9%	55.0%	52.4%	56.7%	46.0%	59.5%
%H		98.0%	65.9%	9.3%	64.2%	41.6%	22.6%	88.5%
Working part time	52	51	31	4	35	19	15	43
%V	4.3%	4.3%	4.2%	3.7%	4.5%	4.0%	4.8%	4.5%
%H		98.1%	59.6%	7.7%	67.3%	36.5%	28.8%	82.7%
Not working	519	494	289	44	339	184	155	344
%V	42.8%	42.1%	38.8%	40.4%	43.1%	39.1%	49.2%	36.0%
%H		95.2%	55.7%	8.5%	65.3%	35.5%	29.9%	66.3%
Housewife/Houseperson	277	257	135	22	167	70	97	162
%V	22.8%	21.9%	18.1%	20.2%	21.2%	14.9%	30.8%	17.0%
%H		92.8%	48.7%	7.9%	60.3%	25.3%	35.0%	58.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1267	1237	752	113	847	476	371	944
%H		97.6%	59.4%	8.9%	66.9%	37.6%	29.3%	74.5%
16 - 19	68	66	43	7	46	29	17	62
%V	5.4%	5.3%	5.7%	6.2%	5.4%	6.1%	4.6%	6.6%
%H		97.1%	63.2%	10.3%	67.6%	42.6%	25.0%	91.2%
20 - 24	100	91	54	11	57	34	23	79
%V	7.9%	7.4%	7.2%	9.7%	6.7%	7.1%	6.2%	8.4%
%H		91.0%	54.0%	11.0%	57.0%	34.0%	23.0%	79.0%
25 - 34	190	184	126	16	110	71	39	155
%V	15.0%	14.9%	16.8%	14.2%	13.0%	14.9%	10.5%	16.4%
%H		96.8%	66.3%	8.4%	57.9%	37.4%	20.5%	81.6%
35 - 44	188	185	127	20	116	78	38	170
%V	14.8%	15.0%	16.9%	17.7%	13.7%	16.4%	10.2%	18.0%
%H		98.4%	67.6%	10.6%	61.7%	41.5%	20.2%	90.4%
45 - 54	219	216	143	20	149	95	54	189
%V	17.3%	17.5%	19.0%	17.7%	17.6%	20.0%	14.6%	20.0%
%H		98.6%	65.3%	9.1%	68.0%	43.4%	24.7%	86.3%
55 - 64	193	190	118	17	134	79	55	154
%V	15.2%	15.4%	15.7%	15.0%	15.8%	16.6%	14.8%	16.3%
%H		98.4%	61.1%	8.8%	69.4%	40.9%	28.5%	79.8%
65+	310	305	141	21	235	90	145	134
%V	24.5%	24.7%	18.8%	18.6%	27.7%	18.9%	39.1%	14.2%
%H		98.4%	45.5%	6.8%	75.8%	29.0%	46.8%	43.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1267	1237	752	113	847	476	371	944
%H		97.6%	59.4%	8.9%	66.9%	37.6%	29.3%	74.5%
AB	282	276	170	22	201	117	85	250
%V	22.3%	22.3%	22.6%	19.5%	23.7%	24.6%	22.9%	26.5%
%H		97.9%	60.3%	7.8%	71.3%	41.5%	30.1%	88.7%
C1	335	320	186	36	215	120	95	271
%V	26.4%	25.9%	24.7%	31.9%	25.4%	25.2%	25.6%	28.7%
%H		95.5%	55.5%	10.7%	64.2%	35.8%	28.4%	80.9%
C2	270	267	177	23	187	118	68	211
%V	21.3%	21.6%	23.5%	20.4%	22.1%	24.8%	18.3%	22.4%
%H		98.9%	65.6%	8.5%	69.3%	43.7%	25.2%	78.1%
D	226	224	142	20	145	83	62	149
%V	17.8%	18.1%	18.9%	17.7%	17.1%	17.4%	16.7%	15.8%
%H		99.1%	62.8%	8.8%	64.2%	36.7%	27.4%	65.9%
E	154	149	76	12	98	37	61	61
%V	12.2%	12.0%	10.1%	10.6%	11.6%	7.8%	16.4%	6.5%
%H		96.8%	49.4%	7.8%	63.6%	24.0%	39.6%	39.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1267	1237	752	113	847	476	371	944
%H		97.6%	59.4%	8.9%	66.9%	37.6%	29.3%	74.5%
Working full time	424	417	276	42	284	185	99	378
%V	33.5%	33.7%	36.7%	37.2%	33.5%	38.9%	26.7%	40.0%
%H		98.3%	65.1%	9.9%	67.0%	43.6%	23.3%	89.2%
Working part time	184	182	121	18	121	77	44	159
%V	14.5%	14.7%	16.1%	15.9%	14.3%	16.2%	11.9%	16.8%
%H		98.9%	65.8%	9.8%	65.8%	41.8%	23.9%	86.4%
Not working	660	638	355	53	442	214	228	407
%V	52.1%	51.6%	47.2%	46.9%	52.2%	45.0%	61.5%	43.1%
%H		96.7%	53.8%	8.0%	67.0%	32.4%	34.5%	61.7%
Housewife/Houseperson	1046	1026	613	89	698	376	322	753
%V	82.6%	82.9%	81.5%	78.8%	82.4%	79.0%	86.8%	79.8%
%H		98.1%	58.6%	8.5%	66.7%	35.9%	30.8%	72.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
AB	619	605	292	107	457	244	212	553
%V	23.6%	23.7%	28.0%	22.2%	22.9%	25.6%	20.3%	29.5%
%H (All HH)		97.7%	47.2%	17.3%	73.8%	39.4%	34.2%	89.3%
%H (TV HH)			48.3%	17.7%	75.5%	40.3%	35.0%	
C1	654	640	257	122	498	236	262	533
%V	24.9%	25.0%	24.6%	25.3%	24.9%	24.8%	25.0%	28.5%
%H (All HH)		97.9%	39.3%	18.7%	76.1%	36.1%	40.1%	81.5%
%H (TV HH)			40.2%	19.1%	77.8%	36.9%	40.9%	
C2	552	543	229	118	436	236	200	411
%V	21.0%	21.2%	22.0%	24.4%	21.8%	24.8%	19.1%	21.9%
%H (All HH)		98.4%	41.5%	21.4%	79.0%	42.8%	36.2%	74.5%
%H (TV HH)			42.2%	21.7%	80.3%	43.5%	36.8%	
D	427	411	165	82	316	149	167	255
%V	16.3%	16.1%	15.8%	17.0%	15.8%	15.6%	16.0%	13.6%
%H (All HH)		96.3%	38.6%	19.2%	74.0%	34.9%	39.1%	59.7%
%H (TV HH)			40.1%	20.0%	76.9%	36.3%	40.6%	
E	375	358	100	53	292	87	205	122
%V	14.3%	14.0%	9.6%	11.0%	14.6%	9.1%	19.6%	6.5%
%H (All HH)		95.5%	26.7%	14.1%	77.9%	23.2%	54.7%	32.5%
%H (TV HH)			27.9%	14.8%	81.6%	24.3%	57.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Under 25	109	101	38	17	71	29	42	77
%V	4.1%	3.9%	3.6%	3.5%	3.6%	3.0%	4.0%	4.1%
%H (All HH)		92.7%	34.9%	15.6%	65.1%	26.6%	38.5%	70.6%
%H (TV HH)			37.6%	16.8%	70.3%	28.7%	41.6%	
25 - 34	407	389	178	91	272	152	120	328
%V	15.5%	15.2%	17.1%	18.8%	13.6%	15.9%	11.5%	17.5%
%H (All HH)		95.6%	43.7%	22.4%	66.8%	37.3%	29.5%	80.6%
%H (TV HH)			45.8%	23.4%	69.9%	39.1%	30.8%	
35 - 44	449	432	223	104	316	205	112	389
%V	17.1%	16.9%	21.4%	21.5%	15.8%	21.5%	10.7%	20.8%
%H (All HH)		96.2%	49.7%	23.2%	70.4%	45.7%	24.9%	86.6%
%H (TV HH)			51.6%	24.1%	73.1%	47.5%	25.9%	
45 - 54	504	496	232	115	375	219	156	435
%V	19.2%	19.4%	22.2%	23.8%	18.8%	23.0%	14.9%	23.2%
%H (All HH)		98.4%	46.0%	22.8%	74.4%	43.5%	31.0%	86.3%
%H (TV HH)			46.8%	23.2%	75.6%	44.2%	31.5%	
55 - 64	429	420	171	75	352	175	177	336
%V	16.3%	16.4%	16.4%	15.5%	17.6%	18.4%	16.9%	17.9%
%H (All HH)		97.9%	39.9%	17.5%	82.1%	40.8%	41.3%	78.3%
%H (TV HH)			40.7%	17.9%	83.8%	41.7%	42.1%	
65 +	728	718	202	81	611	173	439	309
%V	27.7%	28.1%	19.4%	16.8%	30.6%	18.2%	42.0%	16.5%
%H (All HH)		98.6%	27.7%	11.1%	83.9%	23.8%	60.3%	42.4%
%H (TV HH)			28.1%	11.3%	85.1%	24.1%	61.1%	

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

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
1	787	754	193	101	621	164	456	361
%V	30.0%	29.5%	18.5%	20.9%	31.1%	17.2%	43.6%	19.3%
%H (All HH)		95.8%	24.5%	12.8%	78.9%	20.8%	57.9%	45.9%
%H (TV HH)			25.6%	13.4%	82.4%	21.8%	60.5%	
2	873	856	348	153	680	319	360	651
%V	33.2%	33.5%	33.4%	31.7%	34.0%	33.5%	34.4%	34.8%
%H (All HH)		98.1%	39.9%	17.5%	77.9%	36.5%	41.2%	74.6%
%H (TV HH)			40.7%	17.9%	79.4%	37.3%	42.1%	
3	438	431	215	101	327	206	121	381
%V	16.7%	16.9%	20.6%	20.9%	16.4%	21.6%	11.6%	20.3%
%H (All HH)		98.4%	49.1%	23.1%	74.7%	47.0%	27.6%	87.0%
%H (TV HH)			49.9%	23.4%	75.9%	47.8%	28.1%	
4	338	329	173	84	240	161	79	309
%V	12.9%	12.9%	16.6%	17.4%	12.0%	16.9%	7.6%	16.5%
%H (All HH)		97.3%	51.2%	24.9%	71.0%	47.6%	23.4%	91.4%
%H (TV HH)			52.6%	25.5%	72.9%	48.9%	24.0%	
5+	191	186	113	45	131	102	30	171
%V	7.3%	7.3%	10.8%	9.3%	6.6%	10.7%	2.9%	9.1%
%H (All HH)		97.4%	59.2%	23.6%	68.6%	53.4%	15.7%	89.5%
%H (TV HH)			60.8%	24.2%	70.4%	54.8%	16.1%	
Average HH size	2.38	2.39	2.74	2.66	2.32	2.75	1.93	2.66

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 2012 - June 2013

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Without	1924	1866	684	310	1506	629	877	1263
%V	73.2%	73.0%	65.6%	64.2%	75.4%	66.0%	83.8%	67.4%
%H (All HH)		97.0%	35.6%	16.1%	78.3%	32.7%	45.6%	65.6%
%H (TV HH)			36.7%	16.6%	80.7%	33.7%	47.0%	
With	703	690	359	173	492	324	168	610
%V	26.8%	27.0%	34.4%	35.8%	24.6%	34.0%	16.1%	32.6%
%H (All HH)		98.2%	51.1%	24.6%	70.0%	46.1%	23.9%	86.8%
%H (TV HH)			52.0%	25.1%	71.3%	47.0%	24.3%	
0 - 3	275	267	139	70	170	111	59	224
%V	10.5%	10.4%	13.3%	14.5%	8.5%	11.6%	5.6%	12.0%
%H (All HH)		97.1%	50.5%	25.5%	61.8%	40.4%	21.5%	81.5%
%H (TV HH)			52.1%	26.2%	63.7%	41.6%	22.1%	
4 - 9	347	340	173	92	244	164	80	297
%V	13.2%	13.3%	16.6%	19.0%	12.2%	17.2%	7.6%	15.9%
%H (All HH)		98.0%	49.9%	26.5%	70.3%	47.3%	23.1%	85.6%
%H (TV HH)			50.9%	27.1%	71.8%	48.2%	23.5%	
10 - 15	336	333	178	85	246	168	77	310
%V	12.8%	13.0%	17.1%	17.6%	12.3%	17.6%	7.4%	16.6%
%H (All HH)		99.1%	53.0%	25.3%	73.2%	50.0%	22.9%	92.3%
%H (TV HH)			53.5%	25.5%	73.9%	50.5%	23.1%	

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

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
1	1024	1024	325	158	738	205	534	596
%V	39.0%	40.0%	31.2%	32.7%	36.9%	21.5%	51.1%	31.8%
%H (All HH)		100.0%	31.7%	15.4%	72.1%	20.0%	52.1%	58.2%
%H (TV HH)			31.7%	15.4%	72.1%	20.0%	52.1%	
2	869	869	377	162	693	355	338	646
%V	33.1%	34.0%	36.1%	33.5%	34.7%	37.3%	32.3%	34.5%
%H (All HH)		100.0%	43.4%	18.6%	79.7%	40.9%	38.9%	74.3%
%H (TV HH)			43.4%	18.6%	79.7%	40.9%	38.9%	
3	409	409	202	96	352	233	119	355
%V	15.6%	16.0%	19.4%	19.9%	17.6%	24.4%	11.4%	19.0%
%H (All HH)		100.0%	49.4%	23.5%	86.1%	57.0%	29.1%	86.8%
%H (TV HH)			49.4%	23.5%	86.1%	57.0%	29.1%	
4	169	169	86	47	145	107	39	155
%V	6.4%	6.6%	8.2%	9.7%	7.3%	11.2%	3.7%	8.3%
%H (All HH)		100.0%	50.9%	27.8%	85.8%	63.3%	23.1%	91.7%
%H (TV HH)			50.9%	27.8%	85.8%	63.3%	23.1%	
5+	86	86	53	19	69	53	16	83
%V	3.3%	3.4%	5.1%	3.9%	3.5%	5.6%	1.5%	4.4%
%H (All HH)		100.0%	61.6%	22.1%	80.2%	61.6%	18.6%	96.5%
%H (TV HH)			61.6%	22.1%	80.2%	61.6%	18.6%	

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 2012 - June 2013

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Under 20"	624	624	262	121	555	306	249	479
%V	23.8%	24.4%	25.1%	25.1%	27.8%	32.1%	23.8%	25.6%
%H (All HH)		100.0%	42.0%	19.4%	88.9%	49.0%	39.9%	76.8%
%H (TV HH)			42.0%	19.4%	88.9%	49.0%	39.9%	
20" - 29"	1042	1042	401	175	878	400	478	741
%V	39.7%	40.8%	38.4%	36.2%	43.9%	42.0%	45.7%	39.6%
%H (All HH)		100.0%	38.5%	16.8%	84.3%	38.4%	45.9%	71.1%
%H (TV HH)			38.5%	16.8%	84.3%	38.4%	45.9%	
30" - 39"	1340	1340	568	272	1074	558	516	992
%V	51.0%	52.4%	54.5%	56.3%	53.8%	58.6%	49.3%	53.0%
%H (All HH)		100.0%	42.4%	20.3%	80.1%	41.6%	38.5%	74.0%
%H (TV HH)			42.4%	20.3%	80.1%	41.6%	38.5%	
40" and over	977	977	521	233	718	480	238	828
%V	37.2%	38.2%	50.0%	48.2%	35.9%	50.4%	22.8%	44.2%
%H (All HH)		100.0%	53.3%	23.8%	73.5%	49.1%	24.4%	84.7%
%H (TV HH)			53.3%	23.8%	73.5%	49.1%	24.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%V (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Main living room	2517	2517	1035	480	1975	946	1030	1805
%V	95.8%	98.4%	99.2%	99.4%	98.8%	99.3%	98.5%	96.4%
%H (All HH)		100.0%	41.1%	19.1%	78.5%	37.6%	40.9%	71.7%
%H (TV HH)			41.1%	19.1%	78.5%	37.6%	40.9%	
Kitchen	330	330	162	51	283	163	120	266
%V	12.6%	12.9%	15.5%	10.6%	14.2%	17.1%	11.5%	14.2%
%H (All HH)		100.0%	49.1%	15.5%	85.8%	49.4%	36.4%	80.6%
%H (TV HH)			49.1%	15.5%	85.8%	49.4%	36.4%	
Adult's bedroom	1083	1083	514	236	914	564	351	886
%V	41.2%	42.4%	49.3%	48.9%	45.7%	59.2%	33.6%	47.3%
%H (All HH)		100.0%	47.5%	21.8%	84.4%	52.1%	32.4%	81.8%
%H (TV HH)			47.5%	21.8%	84.4%	52.1%	32.4%	
Child's bedroom	206	206	108	52	179	128	51	184
%V	7.8%	8.1%	10.4%	10.8%	9.0%	13.4%	4.9%	9.8%
%H (All HH)		100.0%	52.4%	25.2%	86.9%	62.1%	24.8%	89.3%
%H (TV HH)			52.4%	25.2%	86.9%	62.1%	24.8%	
Other bedroom	90	90	44	23	73	48	25	82
%V	3.4%	3.5%	4.2%	4.8%	3.7%	5.0%	2.4%	4.4%
%H (All HH)		100.0%	48.9%	25.6%	81.1%	53.3%	27.8%	91.1%
%H (TV HH)			48.9%	25.6%	81.1%	53.3%	27.8%	
Second living/dining room	218	218	107	50	190	122	68	182
%V	8.3%	8.5%	10.3%	10.4%	9.5%	12.8%	6.5%	9.7%
%H (All HH)		100.0%	49.1%	22.9%	87.2%	56.0%	31.2%	83.5%
%H (TV HH)			49.1%	22.9%	87.2%	56.0%	31.2%	
Study/office	30	30	18	4	23	14	9	30
%V	1.1%	1.2%	1.7%	0.8%	1.2%	1.5%	0.9%	1.6%
%H (All HH)		100.0%	60.0%	13.3%	76.7%	46.7%	30.0%	100.0%
%H (TV HH)			60.0%	13.3%	76.7%	46.7%	30.0%	
TV room	12	12	6	2	11	7	4	12
%V	0.5%	0.5%	0.6%	0.4%	0.6%	0.7%	0.4%	0.6%
%H (All HH)		100.0%	50.0%	16.7%	91.7%	58.3%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	91.7%	58.3%	33.3%	
Conservatory	69	69	32	16	59	36	23	61
%V	2.6%	2.7%	3.1%	3.3%	3.0%	3.8%	2.2%	3.3%
%H (All HH)		100.0%	46.4%	23.2%	85.5%	52.2%	33.3%	88.4%
%H (TV HH)			46.4%	23.2%	85.5%	52.2%	33.3%	
Attic or loft room	3	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	100.0%	0.0%	
No specific location	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	9	9	4	4	9	8	2	9
%V	0.3%	0.4%	0.4%	0.8%	0.5%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	44.4%	44.4%	100.0%	88.9%	22.2%	100.0%
%H (TV HH)			44.4%	44.4%	100.0%	88.9%	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 2012 - June 2013

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Any DSAT provider	1043	1043	1043	29	670	670	0	873
%V	39.7%	40.8%	100.0%	6.0%	33.5%	70.3%	0.0%	46.6%
%H (All HH)			100.0%	2.8%	64.2%	64.2%	0.0%	83.7%
%H (TV HH)			100.0%	2.8%	64.2%	64.2%	0.0%	
Sky with subcription	848	848	848	18	556	556	0	729
%V	32.3%	33.2%	81.3%	3.7%	27.8%	58.3%	0.0%	38.9%
%H (All HH)			100.0%	2.1%	65.6%	65.6%	0.0%	86.0%
%H (TV HH)			100.0%	2.1%	65.6%	65.6%	0.0%	
Sky without subcription	76	76	76	4	41	41	0	49
%V	2.9%	3.0%	7.3%	0.8%	2.1%	4.3%	0.0%	2.6%
%H (All HH)			100.0%	5.3%	53.9%	53.9%	0.0%	64.5%
%H (TV HH)			100.0%	5.3%	53.9%	53.9%	0.0%	
Freesat	105	105	105	5	69	69	0	84
%V	4.0%	4.1%	10.1%	1.0%	3.5%	7.2%	0.0%	4.5%
%H (All HH)			100.0%	4.8%	65.7%	65.7%	0.0%	80.0%
%H (TV HH)			100.0%	4.8%	65.7%	65.7%	0.0%	
Other satellite provider	32	32	32	1	17	17	0	29
%V	1.2%	1.3%	3.1%	0.2%	0.9%	1.8%	0.0%	1.5%
%H (All HH)			100.0%	3.1%	53.1%	53.1%	0.0%	90.6%
%H (TV HH)			100.0%	3.1%	53.1%	53.1%	0.0%	
DCAB	483	483	29	483	302	302	0	407
%V	18.4%	18.9%	2.8%	100.0%	15.1%	31.7%	0.0%	21.7%
%H (All HH)			6.0%	100.0%	62.5%	62.5%	0.0%	84.3%
%H (TV HH)			6.0%	100.0%	62.5%	62.5%	0.0%	
DTT	1998	1998	670	302	1998	953	1046	1383
%V	76.1%	78.1%	64.2%	62.5%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	33.5%	15.1%	100.0%	47.7%	52.4%	69.2%
%H (TV HH)			33.5%	15.1%	100.0%	47.7%	52.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
PVR	1386	1386	815	300	1012	720	291	1194
%V	52.8%	54.2%	78.1%	62.1%	50.7%	75.6%	27.8%	63.7%
%H (All HH)		100.0%	58.8%	21.6%	73.0%	51.9%	21.0%	86.1%
%H (TV HH)			58.8%	21.6%	73.0%	51.9%	21.0%	
DVDR	164	164	61	29	132	58	75	132
%V	6.2%	6.4%	5.8%	6.0%	6.6%	6.1%	7.2%	7.0%
%H (All HH)		100.0%	37.2%	17.7%	80.5%	35.4%	45.7%	80.5%
%H (TV HH)			37.2%	17.7%	80.5%	35.4%	45.7%	
VCR	121	121	46	13	107	45	62	66
%V	4.6%	4.7%	4.4%	2.7%	5.4%	4.7%	5.9%	3.5%
%H (All HH)		100.0%	38.0%	10.7%	88.4%	37.2%	51.2%	54.5%
%H (TV HH)			38.0%	10.7%	88.4%	37.2%	51.2%	
Any recorder	1524	1524	846	315	1133	748	385	1270
%V	58.0%	59.6%	81.1%	65.2%	56.7%	78.5%	36.8%	67.8%
%H (All HH)		100.0%	55.5%	20.7%	74.3%	49.1%	25.3%	83.3%
%H (TV HH)			55.5%	20.7%	74.3%	49.1%	25.3%	
Receives HDTV (via STB or built-in reception)	1298	1298	626	362	969	636	333	1108
%V	49.4%	50.8%	60.0%	74.9%	48.5%	66.7%	31.8%	59.2%
%H (All HH)		100.0%	48.2%	27.9%	74.7%	49.0%	25.7%	85.4%
%H (TV HH)			48.2%	27.9%	74.7%	49.0%	25.7%	
DVD/Blu-ray player or recorder	2045	2045	878	409	1609	829	780	1558
%V	77.8%	80.0%	84.2%	84.7%	80.5%	87.0%	74.6%	83.2%
%H (All HH)		100.0%	42.9%	20.0%	78.7%	40.5%	38.1%	76.2%
%H (TV HH)			42.9%	20.0%	78.7%	40.5%	38.1%	

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

July 2012 - June 2013

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2627	2557	1043	483	1998	953	1046	1873
%H (All HH)		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%
%H (TV HH)			40.8%	18.9%	78.1%	37.3%	40.9%	
Has broadband internet	1873	1835	873	407	1383	813	570	1873
%V	71.3%	71.8%	83.7%	84.3%	69.2%	85.3%	54.5%	100.0%
%H (All HH)		98.0%	46.6%	21.7%	73.8%	43.4%	30.4%	100.0%
%H (TV HH)			47.6%	22.2%	75.4%	44.3%	31.1%	
Number of computers (PCs and laptops)								
0	630	606	139	62	515	111	405	16
%V	24.0%	23.7%	13.3%	12.8%	25.8%	11.6%	38.7%	0.9%
%H (All HH)		96.2%	22.1%	9.8%	81.7%	17.6%	64.3%	2.5%
%H (TV HH)			22.9%	10.2%	85.0%	18.3%	66.8%	
1	1003	977	416	189	761	385	376	893
%V	38.2%	38.2%	39.9%	39.1%	38.1%	40.4%	35.9%	47.7%
%H (All HH)		97.4%	41.5%	18.8%	75.9%	38.4%	37.5%	89.0%
%H (TV HH)			42.6%	19.3%	77.9%	39.4%	38.5%	
2	525	516	248	118	397	242	155	502
%V	20.0%	20.2%	23.8%	24.4%	19.9%	25.4%	14.8%	26.8%
%H (All HH)		98.3%	47.2%	22.5%	75.6%	46.1%	29.5%	95.6%
%H (TV HH)			48.1%	22.9%	76.9%	46.9%	30.0%	
3	265	258	134	63	184	119	65	262
%V	10.1%	10.1%	12.8%	13.0%	9.2%	12.5%	6.2%	14.0%
%H (All HH)		97.4%	50.6%	23.8%	69.4%	44.9%	24.5%	98.9%
%H (TV HH)			51.9%	24.4%	71.3%	46.1%	25.2%	
4	116	113	61	27	82	56	26	114
%V	4.4%	4.4%	5.8%	5.6%	4.1%	5.9%	2.5%	6.1%
%H (All HH)		97.4%	52.6%	23.3%	70.7%	48.3%	22.4%	98.3%
%H (TV HH)			54.0%	23.9%	72.6%	49.6%	23.0%	
5+	89	87	44	24	60	40	20	86
%V	3.4%	3.4%	4.2%	5.0%	3.0%	4.2%	1.9%	4.6%
%H (All HH)		97.8%	49.4%	27.0%	67.4%	44.9%	22.5%	96.6%
%H (TV HH)			50.6%	27.6%	69.0%	46.0%	23.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5123	2312	1061	4133	2322	1812	4018
%H		45.1%	20.7%	80.7%	45.3%	35.4%	78.4%
Under 20"	796	340	155	712	401	311	626
%V	15.5%	14.7%	14.6%	17.2%	17.3%	17.2%	15.6%
%H		42.7%	19.5%	89.4%	50.4%	39.1%	78.6%
20" - 29"	1285	513	220	1098	529	569	950
%V	25.1%	22.2%	20.7%	26.6%	22.8%	31.4%	23.6%
%H		39.9%	17.1%	85.4%	41.2%	44.3%	73.9%
30" - 39"	1564	689	329	1265	694	571	1188
%V	30.5%	29.8%	31.0%	30.6%	29.9%	31.5%	29.6%
%H		44.1%	21.0%	80.9%	44.4%	36.5%	76.0%
40" and over	1116	607	271	822	566	257	959
%V	21.8%	26.3%	25.5%	19.9%	24.4%	14.2%	23.9%
%H		54.4%	24.3%	73.7%	50.7%	23.0%	85.9%
Don't know	92	38	13	74	33	41	59
%V	1.8%	1.6%	1.2%	1.8%	1.4%	2.3%	1.5%
%H		41.3%	14.1%	80.4%	35.9%	44.6%	64.1%
Not Asked	270	125	73	162	99	63	236
%V	5.3%	5.4%	6.9%	3.9%	4.3%	3.5%	5.9%
%H		46.3%	27.0%	60.0%	36.7%	23.3%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5123	2312	1061	4133	2322	1812	4018
%H		45.1%	20.7%	80.7%	45.3%	35.4%	78.4%
Main living room	2526	1037	481	1982	947	1035	1811
%V	49.3%	44.9%	45.3%	48.0%	40.8%	57.1%	45.1%
%H		41.1%	19.0%	78.5%	37.5%	41.0%	71.7%
Kitchen	331	162	52	285	165	120	267
%V	6.5%	7.0%	4.9%	6.9%	7.1%	6.6%	6.6%
%H		48.9%	15.7%	86.1%	49.8%	36.3%	80.7%
Adult's bedroom	1283	624	286	1098	702	396	1067
%V	25.0%	27.0%	27.0%	26.6%	30.2%	21.9%	26.6%
%H		48.6%	22.3%	85.6%	54.7%	30.9%	83.2%
Child's bedroom	262	139	65	225	162	63	237
%V	5.1%	6.0%	6.1%	5.4%	7.0%	3.5%	5.9%
%H		53.1%	24.8%	85.9%	61.8%	24.0%	90.5%
Other bedroom	103	52	26	84	55	29	96
%V	2.0%	2.2%	2.5%	2.0%	2.4%	1.6%	2.4%
%H		50.5%	25.2%	81.6%	53.4%	28.2%	93.2%
Second living/dining room	220	109	50	191	123	68	184
%V	4.3%	4.7%	4.7%	4.6%	5.3%	3.8%	4.6%
%H		49.5%	22.7%	86.8%	55.9%	30.9%	83.6%
Study/office	30	18	4	23	14	9	30
%V	0.6%	0.8%	0.4%	0.6%	0.6%	0.5%	0.7%
%H		60.0%	13.3%	76.7%	46.7%	30.0%	100.0%
TV room	12	6	2	11	7	4	12
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		50.0%	16.7%	91.7%	58.3%	33.3%	100.0%
Conservatory	69	32	16	59	36	23	61
%V	1.3%	1.4%	1.5%	1.4%	1.6%	1.3%	1.5%
%H		46.4%	23.2%	85.5%	52.2%	33.3%	88.4%
Attic or loft room	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
No specific location	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
Other	10	4	4	10	8	2	10
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		40.0%	40.0%	100.0%	80.0%	20.0%	100.0%
Not Asked	270	125	73	162	99	63	236
%V	5.3%	5.4%	6.9%	3.9%	4.3%	3.5%	5.9%
%H		46.3%	27.0%	60.0%	36.7%	23.3%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5123	2312	1061	4133	2322	1812	4018
%H		45.1%	20.7%	80.7%	45.3%	35.4%	78.4%
PVR	1779	1107	382	1251	930	320	1560
%V	34.7%	47.9%	36.0%	30.3%	40.1%	17.7%	38.8%
%H		62.2%	21.5%	70.3%	52.3%	18.0%	87.7%
DVDR	178	68	32	140	61	79	145
%V	3.5%	2.9%	3.0%	3.4%	2.6%	4.4%	3.6%
%H		38.2%	18.0%	78.7%	34.3%	44.4%	81.5%
VCR	129	50	14	113	48	65	71
%V	2.5%	2.2%	1.3%	2.7%	2.1%	3.6%	1.8%
%H		38.8%	10.9%	87.6%	37.2%	50.4%	55.0%
Any recorder	1954	1156	402	1406	979	427	1667
%V	38.1%	50.0%	37.9%	34.0%	42.2%	23.6%	41.5%
%H		59.2%	20.6%	72.0%	50.1%	21.9%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5123	2312	1061	4133	2322	1812	4018
%H		45.1%	20.7%	80.7%	45.3%	35.4%	78.4%
Receives HDTV (via STB or built-in reception)	1831	893	532	1373	927	445	1600
%V	35.7%	38.6%	50.1%	33.2%	39.9%	24.6%	39.8%
%H		48.8%	29.1%	75.0%	50.6%	24.3%	87.4%
DVD/Blu-ray player or recorder	3019	1376	646	2439	1399	1040	2426
%V	58.9%	59.5%	60.9%	59.0%	60.2%	57.4%	60.4%
%H		45.6%	21.4%	80.8%	46.3%	34.4%	80.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2555	1043	483	1998	953	1045	1833
%H		40.8%	18.9%	78.2%	37.3%	40.9%	71.7%
Under 20"	57	10	6	50	9	41	29
%V	2.2%	1.0%	1.2%	2.5%	0.9%	3.9%	1.6%
%H		17.5%	10.5%	87.7%	15.8%	71.9%	50.9%
20" - 29"	454	114	57	384	98	286	249
%V	17.8%	10.9%	11.8%	19.2%	10.3%	27.4%	13.6%
%H		25.1%	12.6%	84.6%	21.6%	63.0%	54.8%
30" - 39"	1041	402	186	835	372	463	722
%V	40.7%	38.5%	38.5%	41.8%	39.0%	44.3%	39.4%
%H		38.6%	17.9%	80.2%	35.7%	44.5%	69.4%
40" and over	947	505	227	693	462	231	802
%V	37.1%	48.4%	47.0%	34.7%	48.5%	22.1%	43.8%
%H		53.3%	24.0%	73.2%	48.8%	24.4%	84.7%
Don't know	44	12	7	37	11	25	23
%V	1.7%	1.2%	1.4%	1.9%	1.2%	2.4%	1.3%
%H		27.3%	15.9%	84.1%	25.0%	56.8%	52.3%
Not Asked	12	0	0	0	1	0	8
%V	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%
%H		0.0%	0.0%	0.0%	8.3%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2555	1043	483	1998	953	1045	1833
%H		40.8%	18.9%	78.2%	37.3%	40.9%	71.7%
PVR	1342	794	293	973	698	275	1158
%V	52.5%	76.1%	60.7%	48.7%	73.2%	26.3%	63.2%
%H		59.2%	21.8%	72.5%	52.0%	20.5%	86.3%
DVDR	140	50	24	112	45	67	110
%V	5.5%	4.8%	5.0%	5.6%	4.7%	6.4%	6.0%
%H		35.7%	17.1%	80.0%	32.1%	47.9%	78.6%
VCR	104	35	11	91	33	58	53
%V	4.1%	3.4%	2.3%	4.6%	3.5%	5.6%	2.9%
%H		33.7%	10.6%	87.5%	31.7%	55.8%	51.0%
Any recorder	1479	826	305	1093	726	367	1233
%V	57.9%	79.2%	63.1%	54.7%	76.2%	35.1%	67.3%
%H		55.8%	20.6%	73.9%	49.1%	24.8%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2555	1043	483	1998	953	1045	1833
%H		40.8%	18.9%	78.2%	37.3%	40.9%	71.7%
Receives HDTV (via STB or built-in reception)	1248	607	352	924	613	311	1062
%V	48.8%	58.2%	72.9%	46.2%	64.3%	29.8%	57.9%
%H		48.6%	28.2%	74.0%	49.1%	24.9%	85.1%
DVD/Blu-ray player or recorder	1929	830	377	1508	765	743	1466
%V	75.5%	79.6%	78.1%	75.5%	80.3%	71.1%	80.0%
%H		43.0%	19.5%	78.2%	39.7%	38.5%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1269	578	2135	1369	766	2185
%H		49.4%	22.5%	83.1%	53.3%	29.8%	85.1%
Under 20"	739	330	149	662	392	270	597
%V	28.8%	26.0%	25.8%	31.0%	28.6%	35.2%	27.3%
%H		44.7%	20.2%	89.6%	53.0%	36.5%	80.8%
20" - 29"	831	399	163	715	431	283	701
%V	32.4%	31.4%	28.2%	33.5%	31.5%	36.9%	32.1%
%H		48.0%	19.6%	86.0%	51.9%	34.1%	84.4%
30" - 39"	523	286	142	430	322	109	466
%V	20.4%	22.5%	24.6%	20.1%	23.5%	14.2%	21.3%
%H		54.7%	27.2%	82.2%	61.6%	20.8%	89.1%
40" and over	169	102	45	129	103	26	157
%V	6.6%	8.0%	7.8%	6.0%	7.5%	3.4%	7.2%
%H		60.4%	26.6%	76.3%	60.9%	15.4%	92.9%
Don't know	47	26	6	38	22	16	36
%V	1.8%	2.0%	1.0%	1.8%	1.6%	2.1%	1.6%
%H		55.3%	12.8%	80.9%	46.8%	34.0%	76.6%
Not Asked	259	126	73	161	99	62	228
%V	10.1%	9.9%	12.6%	7.5%	7.2%	8.1%	10.4%
%H		48.6%	28.2%	62.2%	38.2%	23.9%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1269	578	2135	1369	766	2185
%H		49.4%	22.5%	83.1%	53.3%	29.8%	85.1%
PVR	437	313	89	278	232	46	402
%V	17.0%	24.7%	15.4%	13.0%	16.9%	6.0%	18.4%
%H		71.6%	20.4%	63.6%	53.1%	10.5%	92.0%
DVDR	38	18	9	28	16	12	36
%V	1.5%	1.4%	1.6%	1.3%	1.2%	1.6%	1.6%
%H		47.4%	23.7%	73.7%	42.1%	31.6%	94.7%
VCR	25	15	3	22	15	7	18
%V	1.0%	1.2%	0.5%	1.0%	1.1%	0.9%	0.8%
%H		60.0%	12.0%	88.0%	60.0%	28.0%	72.0%
Any recorder	475	330	97	313	253	60	434
%V	18.5%	26.0%	16.8%	14.7%	18.5%	7.8%	19.9%
%H		69.5%	20.4%	65.9%	53.3%	12.6%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1269	578	2135	1369	766	2185
%H		49.4%	22.5%	83.1%	53.3%	29.8%	85.1%
Receives HDTV (via STB or built-in reception)	583	286	180	449	314	135	538
%V	22.7%	22.5%	31.1%	21.0%	22.9%	17.6%	24.6%
%H		49.1%	30.9%	77.0%	53.9%	23.2%	92.3%
DVD/Blu-ray player or recorder	1090	546	269	931	634	297	960
%V	42.4%	43.0%	46.5%	43.6%	46.3%	38.8%	43.9%
%H		50.1%	24.7%	85.4%	58.2%	27.2%	88.1%

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

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6248	6099	2860	1286	4633	2619	2014	4979
%H		97.6%	45.8%	20.6%	74.2%	41.9%	32.2%	79.7%
Total Children	1226	1202	637	303	843	565	278	1061
%V	19.6%	19.7%	22.3%	23.6%	18.2%	21.6%	13.8%	21.3%
%H		98.0%	52.0%	24.7%	68.8%	46.1%	22.7%	86.5%
0 - 3	328	316	162	83	202	131	72	267
%V	5.2%	5.2%	5.7%	6.5%	4.4%	5.0%	3.6%	5.4%
%H		96.3%	49.4%	25.3%	61.6%	39.9%	22.0%	81.4%
4 - 15	899	887	475	219	641	434	207	794
%V	14.4%	14.5%	16.6%	17.0%	13.8%	16.6%	10.3%	15.9%
%H		98.7%	52.8%	24.4%	71.3%	48.3%	23.0%	88.3%
4 - 9	463	454	239	115	330	224	106	395
%V	7.4%	7.4%	8.4%	8.9%	7.1%	8.6%	5.3%	7.9%
%H		98.1%	51.6%	24.8%	71.3%	48.4%	22.9%	85.3%
10 - 15	436	433	236	105	311	211	100	400
%V	7.0%	7.1%	8.3%	8.2%	6.7%	8.1%	5.0%	8.0%
%H		99.3%	54.1%	24.1%	71.3%	48.4%	22.9%	91.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6248	6099	2860	1286	4633	2619	2014	4979
%H		97.6%	45.8%	20.6%	74.2%	41.9%	32.2%	79.7%
Total Adults (16+)	5022	4897	2223	983	3790	2054	1736	3917
%V	80.4%	80.3%	77.7%	76.4%	81.8%	78.4%	86.2%	78.7%
%H		97.5%	44.3%	19.6%	75.5%	40.9%	34.6%	78.0%
16 - 19	330	323	176	69	241	165	76	300
%V	5.3%	5.3%	6.2%	5.4%	5.2%	6.3%	3.8%	6.0%
%H		97.9%	53.3%	20.9%	73.0%	50.0%	23.0%	90.9%
20 - 24	375	357	180	77	271	168	104	319
%V	6.0%	5.9%	6.3%	6.0%	5.8%	6.4%	5.2%	6.4%
%H		95.2%	48.0%	20.5%	72.3%	44.8%	27.7%	85.1%
25 - 34	818	782	375	188	557	334	223	685
%V	13.1%	12.8%	13.1%	14.6%	12.0%	12.8%	11.1%	13.8%
%H		95.6%	45.8%	23.0%	68.1%	40.8%	27.3%	83.7%
35 - 44	810	784	420	192	567	384	183	709
%V	13.0%	12.9%	14.7%	14.9%	12.2%	14.7%	9.1%	14.2%
%H		96.8%	51.9%	23.7%	70.0%	47.4%	22.6%	87.5%
45 - 54	876	864	425	194	656	398	259	769
%V	14.0%	14.2%	14.9%	15.1%	14.2%	15.2%	12.9%	15.4%
%H		98.6%	48.5%	22.1%	74.9%	45.4%	29.6%	87.8%
55 - 64	713	702	297	127	586	301	285	582
%V	11.4%	11.5%	10.4%	9.9%	12.6%	11.5%	14.2%	11.7%
%H		98.5%	41.7%	17.8%	82.2%	42.2%	40.0%	81.6%
65+	1101	1085	351	135	912	305	607	554
%V	17.6%	17.8%	12.3%	10.5%	19.7%	11.6%	30.1%	11.1%
%H		98.5%	31.9%	12.3%	82.8%	27.7%	55.1%	50.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5022	4897	2223	983	3790	2054	1736	3917
%H		97.5%	44.3%	19.6%	75.5%	40.9%	34.6%	78.0%
AB	1247	1225	638	225	926	548	378	1146
%V	24.8%	25.0%	28.7%	22.9%	24.4%	26.7%	21.8%	29.3%
%H		98.2%	51.2%	18.0%	74.3%	43.9%	30.3%	91.9%
C1	1280	1247	539	253	970	510	460	1107
%V	25.5%	25.5%	24.2%	25.7%	25.6%	24.8%	26.5%	28.3%
%H		97.4%	42.1%	19.8%	75.8%	39.8%	35.9%	86.5%
C2	1127	1108	501	262	882	525	356	901
%V	22.4%	22.6%	22.5%	26.7%	23.3%	25.6%	20.5%	23.0%
%H		98.3%	44.5%	23.2%	78.3%	46.6%	31.6%	79.9%
D	837	808	374	166	606	326	279	560
%V	16.7%	16.5%	16.8%	16.9%	16.0%	15.9%	16.1%	14.3%
%H		96.5%	44.7%	19.8%	72.4%	38.9%	33.3%	66.9%
E	531	509	170	77	406	144	263	203
%V	10.6%	10.4%	7.6%	7.8%	10.7%	7.0%	15.1%	5.2%
%H		95.9%	32.0%	14.5%	76.5%	27.1%	49.5%	38.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5022	4897	2223	983	3790	2054	1736	3917
%H		97.5%	44.3%	19.6%	75.5%	40.9%	34.6%	78.0%
Working full time	2207	2163	1087	500	1621	1025	596	1968
%V	43.9%	44.2%	48.9%	50.9%	42.8%	49.9%	34.3%	50.2%
%H		98.0%	49.3%	22.7%	73.4%	46.4%	27.0%	89.2%
Working part time	550	541	272	114	405	242	163	488
%V	11.0%	11.0%	12.2%	11.6%	10.7%	11.8%	9.4%	12.5%
%H		98.4%	49.5%	20.7%	73.6%	44.0%	29.6%	88.7%
Not working	2265	2193	863	368	1764	787	977	1460
%V	45.1%	44.8%	38.8%	37.4%	46.5%	38.3%	56.3%	37.3%
%H		96.8%	38.1%	16.2%	77.9%	34.7%	43.1%	64.5%
Housewife/Houseperson	2627	2557	1043	483	1998	953	1046	1873
%V	52.3%	52.2%	46.9%	49.1%	52.7%	46.4%	60.3%	47.8%
%H		97.3%	39.7%	18.4%	76.1%	36.3%	39.8%	71.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2466	2395	1113	496	1821	1017	804	1964
%H		97.1%	45.1%	20.1%	73.8%	41.2%	32.6%	79.6%
16 - 19	165	162	84	37	120	82	38	151
%V	6.7%	6.8%	7.5%	7.5%	6.6%	8.1%	4.7%	7.7%
%H		98.2%	50.9%	22.4%	72.7%	49.7%	23.0%	91.5%
20 - 24	191	181	98	36	133	85	47	168
%V	7.7%	7.6%	8.8%	7.3%	7.3%	8.4%	5.8%	8.6%
%H		94.8%	51.3%	18.8%	69.6%	44.5%	24.6%	88.0%
25 - 34	409	387	182	96	278	168	110	349
%V	16.6%	16.2%	16.4%	19.4%	15.3%	16.5%	13.7%	17.8%
%H		94.6%	44.5%	23.5%	68.0%	41.1%	26.9%	85.3%
35 - 44	404	389	212	96	272	187	85	346
%V	16.4%	16.2%	19.0%	19.4%	14.9%	18.4%	10.6%	17.6%
%H		96.3%	52.5%	23.8%	67.3%	46.3%	21.0%	85.6%
45 - 54	439	431	211	103	323	197	126	381
%V	17.8%	18.0%	19.0%	20.8%	17.7%	19.4%	15.7%	19.4%
%H		98.2%	48.1%	23.5%	73.6%	44.9%	28.7%	86.8%
55 - 64	353	345	144	60	288	143	144	286
%V	14.3%	14.4%	12.9%	12.1%	15.8%	14.1%	17.9%	14.6%
%H		97.7%	40.8%	17.0%	81.6%	40.5%	40.8%	81.0%
65+	507	500	183	68	408	155	252	284
%V	20.6%	20.9%	16.4%	13.7%	22.4%	15.2%	31.3%	14.5%
%H		98.6%	36.1%	13.4%	80.5%	30.6%	49.7%	56.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2466	2395	1113	496	1821	1017	804	1964
%H		97.1%	45.1%	20.1%	73.8%	41.2%	32.6%	79.6%
AB	616	607	322	113	453	273	180	570
%V	25.0%	25.3%	28.9%	22.8%	24.9%	26.8%	22.4%	29.0%
%H		98.5%	52.3%	18.3%	73.5%	44.3%	29.2%	92.5%
C1	607	587	263	122	447	246	201	539
%V	24.6%	24.5%	23.6%	24.6%	24.5%	24.2%	25.0%	27.4%
%H		96.7%	43.3%	20.1%	73.6%	40.5%	33.1%	88.8%
C2	611	599	266	146	471	279	192	481
%V	24.8%	25.0%	23.9%	29.4%	25.9%	27.4%	23.9%	24.5%
%H		98.0%	43.5%	23.9%	77.1%	45.7%	31.4%	78.7%
D	423	406	191	87	293	159	134	287
%V	17.2%	17.0%	17.2%	17.5%	16.1%	15.6%	16.7%	14.6%
%H		96.0%	45.2%	20.6%	69.3%	37.6%	31.7%	67.8%
E	208	196	71	28	157	60	97	87
%V	8.4%	8.2%	6.4%	5.6%	8.6%	5.9%	12.1%	4.4%
%H		94.2%	34.1%	13.5%	75.5%	28.8%	46.6%	41.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2466	2395	1113	496	1821	1017	804	1964
%H		97.1%	45.1%	20.1%	73.8%	41.2%	32.6%	79.6%
Working full time	1411	1380	705	321	1027	659	368	1247
%V	57.2%	57.6%	63.3%	64.7%	56.4%	64.8%	45.8%	63.5%
%H		97.8%	50.0%	22.7%	72.8%	46.7%	26.1%	88.4%
Working part time	128	122	61	21	84	44	41	108
%V	5.2%	5.1%	5.5%	4.2%	4.6%	4.3%	5.1%	5.5%
%H		95.3%	47.7%	16.4%	65.6%	34.4%	32.0%	84.4%
Not working	927	892	346	154	710	314	395	608
%V	37.6%	37.2%	31.1%	31.0%	39.0%	30.9%	49.1%	31.0%
%H		96.2%	37.3%	16.6%	76.6%	33.9%	42.6%	65.6%
Housewife/Houseperson	564	537	191	100	403	159	244	345
%V	22.9%	22.4%	17.2%	20.2%	22.1%	15.6%	30.3%	17.6%
%H		95.2%	33.9%	17.7%	71.5%	28.2%	43.3%	61.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2556	2502	1110	487	1969	1037	932	1953
%H		97.9%	43.4%	19.1%	77.0%	40.6%	36.5%	76.4%
16 - 19	165	161	92	32	121	83	38	149
%V	6.5%	6.4%	8.3%	6.6%	6.1%	8.0%	4.1%	7.6%
%H		97.6%	55.8%	19.4%	73.3%	50.3%	23.0%	90.3%
20 - 24	184	176	82	41	139	83	56	151
%V	7.2%	7.0%	7.4%	8.4%	7.1%	8.0%	6.0%	7.7%
%H		95.7%	44.6%	22.3%	75.5%	45.1%	30.4%	82.1%
25 - 34	409	395	193	93	279	166	113	336
%V	16.0%	15.8%	17.4%	19.1%	14.2%	16.0%	12.1%	17.2%
%H		96.6%	47.2%	22.7%	68.2%	40.6%	27.6%	82.2%
35 - 44	406	396	209	96	295	197	98	363
%V	15.9%	15.8%	18.8%	19.7%	15.0%	19.0%	10.5%	18.6%
%H		97.5%	51.5%	23.6%	72.7%	48.5%	24.1%	89.4%
45 - 54	438	433	214	91	334	201	132	388
%V	17.1%	17.3%	19.3%	18.7%	17.0%	19.4%	14.2%	19.9%
%H		98.9%	48.9%	20.8%	76.3%	45.9%	30.1%	88.6%
55 - 64	360	356	153	68	298	157	141	296
%V	14.1%	14.2%	13.8%	14.0%	15.1%	15.1%	15.1%	15.2%
%H		98.9%	42.5%	18.9%	82.8%	43.6%	39.2%	82.2%
65+	593	585	168	67	505	150	355	270
%V	23.2%	23.4%	15.1%	13.8%	25.6%	14.5%	38.1%	13.8%
%H		98.7%	28.3%	11.3%	85.2%	25.3%	59.9%	45.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2556	2502	1110	487	1969	1037	932	1953
%H		97.9%	43.4%	19.1%	77.0%	40.6%	36.5%	76.4%
AB	630	618	316	112	473	275	198	576
%V	24.6%	24.7%	28.5%	23.0%	24.0%	26.5%	21.2%	29.5%
%H		98.1%	50.2%	17.8%	75.1%	43.7%	31.4%	91.4%
C1	673	660	276	131	523	264	259	568
%V	26.3%	26.4%	24.9%	26.9%	26.6%	25.5%	27.8%	29.1%
%H		98.1%	41.0%	19.5%	77.7%	39.2%	38.5%	84.4%
C2	516	509	236	116	411	246	165	420
%V	20.2%	20.3%	21.3%	23.8%	20.9%	23.7%	17.7%	21.5%
%H		98.6%	45.7%	22.5%	79.7%	47.7%	32.0%	81.4%
D	413	402	183	79	313	168	145	274
%V	16.2%	16.1%	16.5%	16.2%	15.9%	16.2%	15.6%	14.0%
%H		97.3%	44.3%	19.1%	75.8%	40.7%	35.1%	66.3%
E	323	313	99	49	249	84	166	116
%V	12.6%	12.5%	8.9%	10.1%	12.6%	8.1%	17.8%	5.9%
%H		96.9%	30.7%	15.2%	77.1%	26.0%	51.4%	35.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2556	2502	1110	487	1969	1037	932	1953
%H		97.9%	43.4%	19.1%	77.0%	40.6%	36.5%	76.4%
Working full time	797	783	382	179	594	366	229	721
%V	31.2%	31.3%	34.4%	36.8%	30.2%	35.3%	24.6%	36.9%
%H		98.2%	47.9%	22.5%	74.5%	45.9%	28.7%	90.5%
Working part time	422	418	211	93	321	199	122	380
%V	16.5%	16.7%	19.0%	19.1%	16.3%	19.2%	13.1%	19.5%
%H		99.1%	50.0%	22.0%	76.1%	47.2%	28.9%	90.0%
Not working	1337	1301	517	214	1054	473	582	852
%V	52.3%	52.0%	46.6%	43.9%	53.5%	45.6%	62.4%	43.6%
%H		97.3%	38.7%	16.0%	78.8%	35.4%	43.5%	63.7%
Housewife/Houseperson	2063	2020	852	383	1595	793	802	1528
%V	80.7%	80.7%	76.8%	78.6%	81.0%	76.5%	86.1%	78.2%
%H		97.9%	41.3%	18.6%	77.3%	38.4%	38.9%	74.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
AB	185	182	77	43	144	79	65	170
%V	19.5%	19.7%	23.6%	17.8%	20.2%	22.4%	18.0%	24.3%
%H (All HH)		98.4%	41.6%	23.2%	77.8%	42.7%	35.1%	91.9%
%H (TV HH)			42.3%	23.6%	79.1%	43.4%	35.7%	
C1	251	242	79	66	190	93	96	210
%V	26.4%	26.2%	24.2%	27.4%	26.6%	26.4%	26.5%	30.0%
%H (All HH)		96.4%	31.5%	26.3%	75.7%	37.1%	38.2%	83.7%
%H (TV HH)			32.6%	27.3%	78.5%	38.4%	39.7%	
C2	207	205	79	54	163	89	75	155
%V	21.8%	22.2%	24.2%	22.4%	22.9%	25.3%	20.7%	22.1%
%H (All HH)		99.0%	38.2%	26.1%	78.7%	43.0%	36.2%	74.9%
%H (TV HH)			38.5%	26.3%	79.5%	43.4%	36.6%	
D	154	152	50	44	106	49	57	99
%V	16.2%	16.4%	15.3%	18.3%	14.9%	13.9%	15.7%	14.1%
%H (All HH)		98.7%	32.5%	28.6%	68.8%	31.8%	37.0%	64.3%
%H (TV HH)			32.9%	28.9%	69.7%	32.2%	37.5%	
E	152	144	42	35	110	41	69	66
%V	16.0%	15.6%	12.9%	14.5%	15.4%	11.6%	19.1%	9.4%
%H (All HH)		94.7%	27.6%	23.0%	72.4%	27.0%	45.4%	43.4%
%H (TV HH)			29.2%	24.3%	76.4%	28.5%	47.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Under 25	47	42	11	11	29	10	19	35
%V	4.9%	4.5%	3.4%	4.6%	4.1%	2.8%	5.2%	5.0%
%H (All HH)		89.4%	23.4%	23.4%	61.7%	21.3%	40.4%	74.5%
%H (TV HH)			26.2%	26.2%	69.0%	23.8%	45.2%	
25 - 34	170	163	67	45	111	63	49	144
%V	17.9%	17.6%	20.6%	18.7%	15.6%	17.9%	13.5%	20.5%
%H (All HH)		95.9%	39.4%	26.5%	65.3%	37.1%	28.8%	84.7%
%H (TV HH)			41.1%	27.6%	68.1%	38.7%	30.1%	
35 - 44	161	157	64	52	115	72	43	146
%V	16.9%	17.0%	19.6%	21.6%	16.1%	20.5%	11.9%	20.8%
%H (All HH)		97.5%	39.8%	32.3%	71.4%	44.7%	26.7%	90.7%
%H (TV HH)			40.8%	33.1%	73.2%	45.9%	27.4%	
45 - 54	175	173	73	51	131	80	51	150
%V	18.4%	18.7%	22.4%	21.2%	18.4%	22.7%	14.1%	21.4%
%H (All HH)		98.9%	41.7%	29.1%	74.9%	45.7%	29.1%	85.7%
%H (TV HH)			42.2%	29.5%	75.7%	46.2%	29.5%	
55 - 64	159	156	55	39	127	63	64	125
%V	16.7%	16.9%	16.9%	16.2%	17.8%	17.9%	17.7%	17.8%
%H (All HH)		98.1%	34.6%	24.5%	79.9%	39.6%	40.3%	78.6%
%H (TV HH)			35.3%	25.0%	81.4%	40.4%	41.0%	
65 +	239	235	57	45	200	64	136	100
%V	25.2%	25.4%	17.5%	18.7%	28.1%	18.2%	37.6%	14.3%
%H (All HH)		98.3%	23.8%	18.8%	83.7%	26.8%	56.9%	41.8%
%H (TV HH)			24.3%	19.1%	85.1%	27.2%	57.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
1	286	272	62	57	221	68	153	144
%V	30.1%	29.4%	19.0%	23.7%	31.0%	19.3%	42.3%	20.5%
%H (All HH)		95.1%	21.7%	19.9%	77.3%	23.8%	53.5%	50.3%
%H (TV HH)			22.8%	21.0%	81.3%	25.0%	56.3%	
2	320	315	107	81	253	122	130	246
%V	33.7%	34.1%	32.8%	33.6%	35.5%	34.7%	35.9%	35.1%
%H (All HH)		98.4%	33.4%	25.3%	79.1%	38.1%	40.6%	76.9%
%H (TV HH)			34.0%	25.7%	80.3%	38.7%	41.3%	
3	150	148	69	48	107	74	33	130
%V	15.8%	16.0%	21.2%	19.9%	15.0%	21.0%	9.1%	18.5%
%H (All HH)		98.7%	46.0%	32.0%	71.3%	49.3%	22.0%	86.7%
%H (TV HH)			46.6%	32.4%	72.3%	50.0%	22.3%	
4	131	127	57	38	94	61	33	120
%V	13.8%	13.7%	17.5%	15.8%	13.2%	17.3%	9.1%	17.1%
%H (All HH)		96.9%	43.5%	29.0%	71.8%	46.6%	25.2%	91.6%
%H (TV HH)			44.9%	29.9%	74.0%	48.0%	26.0%	
5+	63	63	33	18	39	27	12	60
%V	6.6%	6.8%	10.1%	7.5%	5.5%	7.7%	3.3%	8.6%
%H (All HH)		100.0%	52.4%	28.6%	61.9%	42.9%	19.0%	95.2%
%H (TV HH)			52.4%	28.6%	61.9%	42.9%	19.0%	
Average HH size	2.36	2.37	2.72	2.54	2.29	2.62	1.96	2.62

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 2012 - June 2013

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Without	697	676	209	168	537	236	301	477
%V	73.4%	73.1%	64.1%	69.7%	75.3%	67.0%	83.1%	68.0%
%H (All HH)		97.0%	30.0%	24.1%	77.0%	33.9%	43.2%	68.4%
%H (TV HH)			30.9%	24.9%	79.4%	34.9%	44.5%	
With	253	249	118	74	176	116	61	224
%V	26.6%	26.9%	36.2%	30.7%	24.7%	33.0%	16.9%	32.0%
%H (All HH)		98.4%	46.6%	29.2%	69.6%	45.8%	24.1%	88.5%
%H (TV HH)			47.4%	29.7%	70.7%	46.6%	24.5%	
0 - 3	92	90	47	23	61	39	22	77
%V	9.7%	9.7%	14.4%	9.5%	8.6%	11.1%	6.1%	11.0%
%H (All HH)		97.8%	51.1%	25.0%	66.3%	42.4%	23.9%	83.7%
%H (TV HH)			52.2%	25.6%	67.8%	43.3%	24.4%	
4 - 9	129	126	59	35	89	56	32	112
%V	13.6%	13.6%	18.1%	14.5%	12.5%	15.9%	8.8%	16.0%
%H (All HH)		97.7%	45.7%	27.1%	69.0%	43.4%	24.8%	86.8%
%H (TV HH)			46.8%	27.8%	70.6%	44.4%	25.4%	
10 - 15	114	113	55	36	81	58	23	106
%V	12.0%	12.2%	16.9%	14.9%	11.4%	16.5%	6.4%	15.1%
%H (All HH)		99.1%	48.2%	31.6%	71.1%	50.9%	20.2%	93.0%
%H (TV HH)			48.7%	31.9%	71.7%	51.3%	20.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
1	386	386	109	94	257	79	178	247
%V	40.6%	41.7%	33.4%	39.0%	36.0%	22.4%	49.2%	35.2%
%H (All HH)		100.0%	28.2%	24.4%	66.6%	20.5%	46.1%	64.0%
%H (TV HH)			28.2%	24.4%	66.6%	20.5%	46.1%	
2	307	307	110	82	252	133	119	231
%V	32.3%	33.2%	33.7%	34.0%	35.3%	37.8%	32.9%	33.0%
%H (All HH)		100.0%	35.8%	26.7%	82.1%	43.3%	38.8%	75.2%
%H (TV HH)			35.8%	26.7%	82.1%	43.3%	38.8%	
3	140	140	61	40	123	81	43	121
%V	14.7%	15.1%	18.7%	16.6%	17.3%	23.0%	11.9%	17.3%
%H (All HH)		100.0%	43.6%	28.6%	87.9%	57.9%	30.7%	86.4%
%H (TV HH)			43.6%	28.6%	87.9%	57.9%	30.7%	
4	62	62	34	16	53	39	14	58
%V	6.5%	6.7%	10.4%	6.6%	7.4%	11.1%	3.9%	8.3%
%H (All HH)		100.0%	54.8%	25.8%	85.5%	62.9%	22.6%	93.5%
%H (TV HH)			54.8%	25.8%	85.5%	62.9%	22.6%	
5+	30	30	13	10	29	21	8	28
%V	3.2%	3.2%	4.0%	4.1%	4.1%	6.0%	2.2%	4.0%
%H (All HH)		100.0%	43.3%	33.3%	96.7%	70.0%	26.7%	93.3%
%H (TV HH)			43.3%	33.3%	96.7%	70.0%	26.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Under 20"	225	225	82	55	207	114	94	180
%V	23.7%	24.3%	25.2%	22.8%	29.0%	32.4%	26.0%	25.7%
%H (All HH)		100.0%	36.4%	24.4%	92.0%	50.7%	41.8%	80.0%
%H (TV HH)			36.4%	24.4%	92.0%	50.7%	41.8%	
20" - 29"	344	344	116	90	292	147	144	253
%V	36.2%	37.2%	35.6%	37.3%	41.0%	41.8%	39.8%	36.1%
%H (All HH)		100.0%	33.7%	26.2%	84.9%	42.7%	41.9%	73.5%
%H (TV HH)			33.7%	26.2%	84.9%	42.7%	41.9%	
30" - 39"	491	491	182	136	392	211	181	372
%V	51.7%	53.1%	55.8%	56.4%	55.0%	59.9%	50.0%	53.1%
%H (All HH)		100.0%	37.1%	27.7%	79.8%	43.0%	36.9%	75.8%
%H (TV HH)			37.1%	27.7%	79.8%	43.0%	36.9%	
40" and over	357	357	167	104	265	172	93	304
%V	37.6%	38.6%	51.2%	43.2%	37.2%	48.9%	25.7%	43.4%
%H (All HH)		100.0%	46.8%	29.1%	74.2%	48.2%	26.1%	85.2%
%H (TV HH)			46.8%	29.1%	74.2%	48.2%	26.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Main living room	903	903	324	239	703	350	354	669
%V	95.1%	97.6%	99.4%	99.2%	98.6%	99.4%	97.8%	95.4%
%H (All HH)		100.0%	35.9%	26.5%	77.9%	38.8%	39.2%	74.1%
%H (TV HH)			35.9%	26.5%	77.9%	38.8%	39.2%	
Kitchen	103	103	45	25	97	61	37	83
%V	10.8%	11.1%	13.8%	10.4%	13.6%	17.3%	10.2%	11.8%
%H (All HH)		100.0%	43.7%	24.3%	94.2%	59.2%	35.9%	80.6%
%H (TV HH)			43.7%	24.3%	94.2%	59.2%	35.9%	
Adult's bedroom	361	361	151	99	319	199	120	298
%V	38.0%	39.0%	46.3%	41.1%	44.7%	56.5%	33.1%	42.5%
%H (All HH)		100.0%	41.8%	27.4%	88.4%	55.1%	33.2%	82.5%
%H (TV HH)			41.8%	27.4%	88.4%	55.1%	33.2%	
Child's bedroom	74	74	37	24	63	48	15	69
%V	7.8%	8.0%	11.3%	10.0%	8.8%	13.6%	4.1%	9.8%
%H (All HH)		100.0%	50.0%	32.4%	85.1%	64.9%	20.3%	93.2%
%H (TV HH)			50.0%	32.4%	85.1%	64.9%	20.3%	
Other bedroom	55	55	22	20	50	35	15	50
%V	5.8%	5.9%	6.7%	8.3%	7.0%	9.9%	4.1%	7.1%
%H (All HH)		100.0%	40.0%	36.4%	90.9%	63.6%	27.3%	90.9%
%H (TV HH)			40.0%	36.4%	90.9%	63.6%	27.3%	
Second living/dining room	80	80	29	24	68	37	30	63
%V	8.4%	8.6%	8.9%	10.0%	9.5%	10.5%	8.3%	9.0%
%H (All HH)		100.0%	36.3%	30.0%	85.0%	46.3%	37.5%	78.8%
%H (TV HH)			36.3%	30.0%	85.0%	46.3%	37.5%	
Study/office	14	14	6	3	13	8	5	14
%V	1.5%	1.5%	1.8%	1.2%	1.8%	2.3%	1.4%	2.0%
%H (All HH)		100.0%	42.9%	21.4%	92.9%	57.1%	35.7%	100.0%
%H (TV HH)			42.9%	21.4%	92.9%	57.1%	35.7%	
TV room	7	7	3	2	6	4	2	7
%V	0.7%	0.8%	0.9%	0.8%	0.8%	1.1%	0.6%	1.0%
%H (All HH)		100.0%	42.9%	28.6%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	85.7%	57.1%	28.6%	
Conservatory	24	24	11	8	22	16	6	20
%V	2.5%	2.6%	3.4%	3.3%	3.1%	4.5%	1.7%	2.9%
%H (All HH)		100.0%	45.8%	33.3%	91.7%	66.7%	25.0%	83.3%
%H (TV HH)			45.8%	33.3%	91.7%	66.7%	25.0%	
Attic or loft room	2	2	1	1	2	1	1	2
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	50.0%	50.0%	
No specific location	3	3	1	1	3	1	1	2
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	33.3%	
Other	8	8	4	2	7	5	2	7
%V	0.8%	0.9%	1.2%	0.8%	1.0%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	50.0%	25.0%	87.5%	62.5%	25.0%	87.5%
%H (TV HH)			50.0%	25.0%	87.5%	62.5%	25.0%	

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 2012 - June 2013

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Any DSAT provider	326	326	326	15	213	213	0	276
%V	34.3%	35.2%	100.0%	6.2%	29.9%	60.5%	0.0%	39.4%
%H (All HH)			100.0%	4.6%	65.3%	65.3%	0.0%	84.7%
%H (TV HH)			100.0%	4.6%	65.3%	65.3%	0.0%	
Sky with subscription	265	265	265	9	176	176	0	229
%V	27.9%	28.6%	81.3%	3.7%	24.7%	50.0%	0.0%	32.7%
%H (All HH)			100.0%	3.4%	66.4%	66.4%	0.0%	86.4%
%H (TV HH)			100.0%	3.4%	66.4%	66.4%	0.0%	
Sky without subscription	20	20	20	4	13	13	0	14
%V	2.1%	2.2%	6.1%	1.7%	1.8%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	20.0%	65.0%	65.0%	0.0%	70.0%
%H (TV HH)			100.0%	20.0%	65.0%	65.0%	0.0%	
Freesat	33	33	33	2	22	22	0	25
%V	3.5%	3.6%	10.1%	0.8%	3.1%	6.3%	0.0%	3.6%
%H (All HH)			100.0%	6.1%	66.7%	66.7%	0.0%	75.8%
%H (TV HH)			100.0%	6.1%	66.7%	66.7%	0.0%	
Other satellite provider	11	11	11	1	4	4	0	10
%V	1.2%	1.2%	3.4%	0.4%	0.6%	1.1%	0.0%	1.4%
%H (All HH)			100.0%	9.1%	36.4%	36.4%	0.0%	90.9%
%H (TV HH)			100.0%	9.1%	36.4%	36.4%	0.0%	
DCAB	241	241	15	241	146	146	0	206
%V	25.4%	26.1%	4.6%	100.0%	20.5%	41.5%	0.0%	29.4%
%H (All HH)			6.2%	100.0%	60.6%	60.6%	0.0%	85.5%
%H (TV HH)			6.2%	100.0%	60.6%	60.6%	0.0%	
DTT	713	713	213	146	713	352	362	515
%V	75.1%	77.1%	65.3%	60.6%	100.0%	100.0%	100.0%	73.5%
%H (All HH)		100.0%	29.9%	20.5%	100.0%	49.4%	50.8%	72.2%
%H (TV HH)			29.9%	20.5%	100.0%	49.4%	50.8%	

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

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BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%H (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
PVR	530	530	267	160	392	278	114	457
%V	55.8%	57.3%	81.9%	66.4%	55.0%	79.0%	31.5%	65.2%
%H (All HH)		100.0%	50.4%	30.2%	74.0%	52.5%	21.5%	86.2%
%H (TV HH)			50.4%	30.2%	74.0%	52.5%	21.5%	
DVDR	96	96	32	22	78	34	44	73
%V	10.1%	10.4%	9.8%	9.1%	10.9%	9.7%	12.2%	10.4%
%H (All HH)		100.0%	33.3%	22.9%	81.3%	35.4%	45.8%	76.0%
%H (TV HH)			33.3%	22.9%	81.3%	35.4%	45.8%	
VCR	50	50	13	14	38	15	23	35
%V	5.3%	5.4%	4.0%	5.8%	5.3%	4.3%	6.4%	5.0%
%H (All HH)		100.0%	26.0%	28.0%	76.0%	30.0%	46.0%	70.0%
%H (TV HH)			26.0%	28.0%	76.0%	30.0%	46.0%	
Any recorder	595	595	277	174	447	291	155	496
%V	62.6%	64.3%	85.0%	72.2%	62.7%	82.7%	42.8%	70.8%
%H (All HH)		100.0%	46.6%	29.2%	75.1%	48.9%	26.1%	83.4%
%H (TV HH)			46.6%	29.2%	75.1%	48.9%	26.1%	
Receives HDTV (via STB or built-in reception)	521	521	216	195	388	266	122	437
%V	54.8%	56.3%	66.3%	80.9%	54.4%	75.6%	33.7%	62.3%
%H (All HH)		100.0%	41.5%	37.4%	74.5%	51.1%	23.4%	83.9%
%H (TV HH)			41.5%	37.4%	74.5%	51.1%	23.4%	
DVD/Blu-ray player or recorder	735	735	275	203	583	313	270	582
%V	77.4%	79.5%	84.4%	84.2%	81.8%	88.9%	74.6%	83.0%
%H (All HH)		100.0%	37.4%	27.6%	79.3%	42.6%	36.7%	79.2%
%H (TV HH)			37.4%	27.6%	79.3%	42.6%	36.7%	

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

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BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	950	925	326	241	713	352	362	701
%V (All HH)		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%
%H (TV HH)			35.2%	26.1%	77.1%	38.1%	39.1%	
Has broadband internet	701	685	276	206	515	307	209	701
%V	73.8%	74.1%	84.7%	85.5%	72.2%	87.2%	57.7%	100.0%
%H (All HH)		97.7%	39.4%	29.4%	73.5%	43.8%	29.8%	100.0%
%H (TV HH)			40.3%	30.1%	75.2%	44.8%	30.5%	
Number of computers (PCs and laptops)								
0	212	204	46	31	166	40	126	9
%V	22.3%	22.1%	14.1%	12.9%	23.3%	11.4%	34.8%	1.3%
%H (All HH)		96.2%	21.7%	14.6%	78.3%	18.9%	59.4%	4.2%
%H (TV HH)			22.5%	15.2%	81.4%	19.6%	61.8%	
1	354	346	122	97	262	133	130	316
%V	37.3%	37.4%	37.4%	40.2%	36.7%	37.8%	35.9%	45.1%
%H (All HH)		97.7%	34.5%	27.4%	74.0%	37.6%	36.7%	89.3%
%H (TV HH)			35.3%	28.0%	75.7%	38.4%	37.6%	
2	191	185	75	50	144	84	61	184
%V	20.1%	20.0%	23.0%	20.7%	20.2%	23.9%	16.9%	26.2%
%H (All HH)		96.9%	39.3%	26.2%	75.4%	44.0%	31.9%	96.3%
%H (TV HH)			40.5%	27.0%	77.8%	45.4%	33.0%	
3	95	93	40	31	70	47	23	94
%V	10.0%	10.1%	12.3%	12.9%	9.8%	13.4%	6.4%	13.4%
%H (All HH)		97.9%	42.1%	32.6%	73.7%	49.5%	24.2%	98.9%
%H (TV HH)			43.0%	33.3%	75.3%	50.5%	24.7%	
4	51	49	25	15	37	26	11	50
%V	5.4%	5.3%	7.7%	6.2%	5.2%	7.4%	3.0%	7.1%
%H (All HH)		96.1%	49.0%	29.4%	72.5%	51.0%	21.6%	98.0%
%H (TV HH)			51.0%	30.6%	75.5%	53.1%	22.4%	
5+	49	47	18	18	34	22	12	48
%V	5.2%	5.1%	5.5%	7.5%	4.8%	6.3%	3.3%	6.8%
%H (All HH)		95.9%	36.7%	36.7%	69.4%	44.9%	24.5%	98.0%
%H (TV HH)			38.3%	38.3%	72.3%	46.8%	25.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1832	719	497	1498	856	642	1461
%H		39.2%	27.1%	81.8%	46.7%	35.0%	79.7%
Under 20"	289	100	71	268	143	125	239
%V	15.8%	13.9%	14.3%	17.9%	16.7%	19.5%	16.4%
%H		34.6%	24.6%	92.7%	49.5%	43.3%	82.7%
20" - 29"	434	152	114	375	199	176	321
%V	23.7%	21.1%	22.9%	25.0%	23.2%	27.4%	22.0%
%H		35.0%	26.3%	86.4%	45.9%	40.6%	74.0%
30" - 39"	571	219	162	464	266	198	442
%V	31.2%	30.5%	32.6%	31.0%	31.1%	30.8%	30.3%
%H		38.4%	28.4%	81.3%	46.6%	34.7%	77.4%
40" and over	399	190	118	298	197	101	343
%V	21.8%	26.4%	23.7%	19.9%	23.0%	15.7%	23.5%
%H		47.6%	29.6%	74.7%	49.4%	25.3%	86.0%
Don't know	27	10	6	23	11	12	21
%V	1.5%	1.4%	1.2%	1.5%	1.3%	1.9%	1.4%
%H		37.0%	22.2%	85.2%	40.7%	44.4%	77.8%
Not Asked	112	48	26	70	40	30	95
%V	6.1%	6.7%	5.2%	4.7%	4.7%	4.7%	6.5%
%H		42.9%	23.2%	62.5%	35.7%	26.8%	84.8%

Base: BBC Midlands East - 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 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1832	719	497	1498	856	642	1461
%H		39.2%	27.1%	81.8%	46.7%	35.0%	79.7%
Main living room	906	325	240	706	351	354	672
%V	49.5%	45.2%	48.3%	47.1%	41.0%	55.1%	46.0%
%H		35.9%	26.5%	77.9%	38.7%	39.1%	74.2%
Kitchen	104	45	25	98	61	37	84
%V	5.7%	6.3%	5.0%	6.5%	7.1%	5.8%	5.7%
%H		43.3%	24.0%	94.2%	58.7%	35.6%	80.8%
Adult's bedroom	407	171	110	359	223	136	339
%V	22.2%	23.8%	22.1%	24.0%	26.1%	21.2%	23.2%
%H		42.0%	27.0%	88.2%	54.8%	33.4%	83.3%
Child's bedroom	99	48	31	85	64	21	93
%V	5.4%	6.7%	6.2%	5.7%	7.5%	3.3%	6.4%
%H		48.5%	31.3%	85.9%	64.6%	21.2%	93.9%
Other bedroom	67	27	26	61	44	17	62
%V	3.7%	3.8%	5.2%	4.1%	5.1%	2.6%	4.2%
%H		40.3%	38.8%	91.0%	65.7%	25.4%	92.5%
Second living/dining room	80	29	24	68	38	30	64
%V	4.4%	4.0%	4.8%	4.5%	4.4%	4.7%	4.4%
%H		36.3%	30.0%	85.0%	47.5%	37.5%	80.0%
Study/office	14	6	3	13	8	5	14
%V	0.8%	0.8%	0.6%	0.9%	0.9%	0.8%	1.0%
%H		42.9%	21.4%	92.9%	57.1%	35.7%	100.0%
TV room	7	3	2	6	4	2	7
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		42.9%	28.6%	85.7%	57.1%	28.6%	100.0%
Conservatory	24	11	8	22	16	6	20
%V	1.3%	1.5%	1.6%	1.5%	1.9%	0.9%	1.4%
%H		45.8%	33.3%	91.7%	66.7%	25.0%	83.3%
Attic or loft room	2	1	1	2	1	1	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
No specific location	3	1	1	3	1	1	2
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	66.7%
Other	8	4	2	7	5	2	7
%V	0.4%	0.6%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		50.0%	25.0%	87.5%	62.5%	25.0%	87.5%
Not Asked	112	48	26	70	40	30	95
%V	6.1%	6.7%	5.2%	4.7%	4.7%	4.7%	6.5%
%H		42.9%	23.2%	62.5%	35.7%	26.8%	84.8%

Base: BBC Midlands East - 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 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1832	719	497	1498	856	642	1461
%H		39.2%	27.1%	81.8%	46.7%	35.0%	79.7%
PVR	686	369	203	515	384	131	600
%V	37.4%	51.3%	40.8%	34.4%	44.9%	20.4%	41.1%
%H		53.8%	29.6%	75.1%	56.0%	19.1%	87.5%
DVDR	104	34	25	85	38	47	79
%V	5.7%	4.7%	5.0%	5.7%	4.4%	7.3%	5.4%
%H		32.7%	24.0%	81.7%	36.5%	45.2%	76.0%
VCR	53	13	16	41	16	25	37
%V	2.9%	1.8%	3.2%	2.7%	1.9%	3.9%	2.5%
%H		24.5%	30.2%	77.4%	30.2%	47.2%	69.8%
Any recorder	771	384	222	590	408	182	656
%V	42.1%	53.4%	44.7%	39.4%	47.7%	28.3%	44.9%
%H		49.8%	28.8%	76.5%	52.9%	23.6%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1832	719	497	1498	856	642	1461
%H		39.2%	27.1%	81.8%	46.7%	35.0%	79.7%
Receives HDTV (via STB or built-in reception)	731	308	268	566	394	172	626
%V	39.9%	42.8%	53.9%	37.8%	46.0%	26.8%	42.8%
%H		42.1%	36.7%	77.4%	53.9%	23.5%	85.6%
DVD/Blu-ray player or recorder	1074	420	309	889	523	367	888
%V	58.6%	58.4%	62.2%	59.3%	61.1%	57.2%	60.8%
%H		39.1%	28.8%	82.8%	48.7%	34.2%	82.7%

Base: BBC Midlands East - 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 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	924	326	241	713	352	362	685
%H		35.3%	26.1%	77.2%	38.1%	39.2%	74.1%
Under 20"	23	4	3	21	4	17	13
%V	2.5%	1.2%	1.2%	2.9%	1.1%	4.7%	1.9%
%H		17.4%	13.0%	91.3%	17.4%	73.9%	56.5%
20" - 29"	157	35	34	125	36	89	91
%V	17.0%	10.7%	14.1%	17.5%	10.2%	24.6%	13.3%
%H		22.3%	21.7%	79.6%	22.9%	56.7%	58.0%
30" - 39"	386	126	103	307	146	162	279
%V	41.8%	38.7%	42.7%	43.1%	41.5%	44.8%	40.7%
%H		32.6%	26.7%	79.5%	37.8%	42.0%	72.3%
40" and over	340	159	99	252	163	89	289
%V	36.8%	48.8%	41.1%	35.3%	46.3%	24.6%	42.2%
%H		46.8%	29.1%	74.1%	47.9%	26.2%	85.0%
Don't know	10	3	2	8	2	5	7
%V	1.1%	0.9%	0.8%	1.1%	0.6%	1.4%	1.0%
%H		30.0%	20.0%	80.0%	20.0%	50.0%	70.0%
Not Asked	8	0	0	0	1	0	6
%V	0.9%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%
%H		0.0%	0.0%	0.0%	12.5%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	924	326	241	713	352	362	685
%H		35.3%	26.1%	77.2%	38.1%	39.2%	74.1%
PVR	515	262	157	380	273	107	446
%V	55.7%	80.4%	65.1%	53.3%	77.6%	29.6%	65.1%
%H		50.9%	30.5%	73.8%	53.0%	20.8%	86.6%
DVDR	82	26	18	64	26	38	62
%V	8.9%	8.0%	7.5%	9.0%	7.4%	10.5%	9.1%
%H		31.7%	22.0%	78.0%	31.7%	46.3%	75.6%
VCR	44	11	13	32	12	20	30
%V	4.8%	3.4%	5.4%	4.5%	3.4%	5.5%	4.4%
%H		25.0%	29.5%	72.7%	27.3%	45.5%	68.2%
Any recorder	580	271	172	434	286	148	486
%V	62.8%	83.1%	71.4%	60.9%	81.3%	40.9%	70.9%
%H		46.7%	29.7%	74.8%	49.3%	25.5%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	924	326	241	713	352	362	685
%H		35.3%	26.1%	77.2%	38.1%	39.2%	74.1%
Receives HDTV (via STB or built-in reception)	501	206	191	372	256	116	422
%V	54.2%	63.2%	79.3%	52.2%	72.7%	32.0%	61.6%
%H		41.1%	38.1%	74.3%	51.1%	23.2%	84.2%
DVD/Blu-ray player or recorder	695	256	195	547	292	255	550
%V	75.2%	78.5%	80.9%	76.7%	83.0%	70.4%	80.3%
%H		36.8%	28.1%	78.7%	42.0%	36.7%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	907	393	256	785	504	280	776
%H		43.3%	28.2%	86.5%	55.6%	30.9%	85.6%
Under 20"	266	97	68	247	139	108	226
%V	29.3%	24.7%	26.6%	31.5%	27.6%	38.6%	29.1%
%H		36.5%	25.6%	92.9%	52.3%	40.6%	85.0%
20" - 29"	277	117	80	249	163	86	230
%V	30.5%	29.8%	31.3%	31.7%	32.3%	30.7%	29.6%
%H		42.2%	28.9%	89.9%	58.8%	31.0%	83.0%
30" - 39"	184	93	59	157	120	37	163
%V	20.3%	23.7%	23.0%	20.0%	23.8%	13.2%	21.0%
%H		50.5%	32.1%	85.3%	65.2%	20.1%	88.6%
40" and over	59	31	19	46	34	13	54
%V	6.5%	7.9%	7.4%	5.9%	6.7%	4.6%	7.0%
%H		52.5%	32.2%	78.0%	57.6%	22.0%	91.5%
Don't know	17	7	4	15	8	7	13
%V	1.9%	1.8%	1.6%	1.9%	1.6%	2.5%	1.7%
%H		41.2%	23.5%	88.2%	47.1%	41.2%	76.5%
Not Asked	104	48	26	71	40	29	90
%V	11.5%	12.2%	10.2%	9.0%	7.9%	10.4%	11.6%
%H		46.2%	25.0%	68.3%	38.5%	27.9%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Midlands East
Set level data
Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	907	393	256	785	504	280	776
%H		43.3%	28.2%	86.5%	55.6%	30.9%	85.6%
PVR	171	107	46	136	112	24	155
%V	18.9%	27.2%	18.0%	17.3%	22.2%	8.6%	20.0%
%H		62.6%	26.9%	79.5%	65.5%	14.0%	90.6%
DVDR	22	8	6	21	12	8	17
%V	2.4%	2.0%	2.3%	2.7%	2.4%	2.9%	2.2%
%H		36.4%	27.3%	95.5%	54.5%	36.4%	77.3%
VCR	9	2	3	9	4	5	7
%V	1.0%	0.5%	1.2%	1.1%	0.8%	1.8%	0.9%
%H		22.2%	33.3%	100.0%	44.4%	55.6%	77.8%
Any recorder	192	113	51	156	122	33	170
%V	21.2%	28.8%	19.9%	19.9%	24.2%	11.8%	21.9%
%H		58.9%	26.6%	81.3%	63.5%	17.2%	88.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	907	393	256	785	504	280	776
%H		43.3%	28.2%	86.5%	55.6%	30.9%	85.6%
Receives HDTV (via STB or built-in reception)	229	103	77	193	138	56	204
%V	25.2%	26.2%	30.1%	24.6%	27.4%	20.0%	26.3%
%H		45.0%	33.6%	84.3%	60.3%	24.5%	89.1%
DVD/Blu-ray player or recorder	379	164	114	342	231	112	338
%V	41.8%	41.7%	44.5%	43.6%	45.8%	40.0%	43.6%
%H		43.3%	30.1%	90.2%	60.9%	29.6%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
BBC Midlands East
Individual level data
Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2245	2196	888	613	1632	921	711	1836
%H		97.8%	39.6%	27.3%	72.7%	41.0%	31.7%	81.8%
Total Children	430	422	209	120	294	195	99	381
%V	19.2%	19.2%	23.5%	19.6%	18.0%	21.2%	13.9%	20.8%
%H		98.1%	48.6%	27.9%	68.4%	45.3%	23.0%	88.6%
0 - 3	108	106	57	27	70	46	24	91
%V	4.8%	4.8%	6.4%	4.4%	4.3%	5.0%	3.4%	5.0%
%H		98.1%	52.8%	25.0%	64.8%	42.6%	22.2%	84.3%
4 - 15	322	316	153	93	224	150	74	290
%V	14.3%	14.4%	17.2%	15.2%	13.7%	16.3%	10.4%	15.8%
%H		98.1%	47.5%	28.9%	69.6%	46.6%	23.0%	90.1%
4 - 9	175	171	81	47	118	74	43	153
%V	7.8%	7.8%	9.1%	7.7%	7.2%	8.0%	6.0%	8.3%
%H		97.7%	46.3%	26.9%	67.4%	42.3%	24.6%	87.4%
10 - 15	147	145	71	46	106	75	31	137
%V	6.5%	6.6%	8.0%	7.5%	6.5%	8.1%	4.4%	7.5%
%H		98.6%	48.3%	31.3%	72.1%	51.0%	21.1%	93.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2245	2196	888	613	1632	921	711	1836
%H		97.8%	39.6%	27.3%	72.7%	41.0%	31.7%	81.8%
Total Adults (16+)	1815	1774	678	493	1338	726	612	1455
%V	80.8%	80.8%	76.4%	80.4%	82.0%	78.8%	86.1%	79.2%
%H		97.7%	37.4%	27.2%	73.7%	40.0%	33.7%	80.2%
16 - 19	113	110	46	34	81	52	29	104
%V	5.0%	5.0%	5.2%	5.5%	5.0%	5.6%	4.1%	5.7%
%H		97.3%	40.7%	30.1%	71.7%	46.0%	25.7%	92.0%
20 - 24	171	162	50	53	109	54	55	152
%V	7.6%	7.4%	5.6%	8.6%	6.7%	5.9%	7.7%	8.3%
%H		94.7%	29.2%	31.0%	63.7%	31.6%	32.2%	88.9%
25 - 34	314	301	134	86	204	124	79	272
%V	14.0%	13.7%	15.1%	14.0%	12.5%	13.5%	11.1%	14.8%
%H		95.9%	42.7%	27.4%	65.0%	39.5%	25.2%	86.6%
35 - 44	288	282	124	87	204	130	74	260
%V	12.8%	12.8%	14.0%	14.2%	12.5%	14.1%	10.4%	14.2%
%H		97.9%	43.1%	30.2%	70.8%	45.1%	25.7%	90.3%
45 - 54	306	303	130	96	231	148	83	272
%V	13.6%	13.8%	14.6%	15.7%	14.2%	16.1%	11.7%	14.8%
%H		99.0%	42.5%	31.4%	75.5%	48.4%	27.1%	88.9%
55 - 64	262	259	95	67	207	107	100	215
%V	11.7%	11.8%	10.7%	10.9%	12.7%	11.6%	14.1%	11.7%
%H		98.9%	36.3%	25.6%	79.0%	40.8%	38.2%	82.1%
65+	362	356	99	70	303	111	192	180
%V	16.1%	16.2%	11.1%	11.4%	18.6%	12.1%	27.0%	9.8%
%H		98.3%	27.3%	19.3%	83.7%	30.7%	53.0%	49.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1815	1774	678	493	1338	726	612	1455
%H		97.7%	37.4%	27.2%	73.7%	40.0%	33.7%	80.2%
AB	377	372	172	91	294	174	119	356
%V	20.8%	21.0%	25.4%	18.5%	22.0%	24.0%	19.4%	24.5%
%H		98.7%	45.6%	24.1%	78.0%	46.2%	31.6%	94.4%
C1	506	486	162	142	366	192	174	446
%V	27.9%	27.4%	23.9%	28.8%	27.4%	26.4%	28.4%	30.7%
%H		96.0%	32.0%	28.1%	72.3%	37.9%	34.4%	88.1%
C2	416	412	170	114	325	191	134	332
%V	22.9%	23.2%	25.1%	23.1%	24.3%	26.3%	21.9%	22.8%
%H		99.0%	40.9%	27.4%	78.1%	45.9%	32.2%	79.8%
D	295	291	107	87	198	104	94	211
%V	16.3%	16.4%	15.8%	17.6%	14.8%	14.3%	15.4%	14.5%
%H		98.6%	36.3%	29.5%	67.1%	35.3%	31.9%	71.5%
E	221	212	67	57	156	65	91	109
%V	12.2%	12.0%	9.9%	11.6%	11.7%	9.0%	14.9%	7.5%
%H		95.9%	30.3%	25.8%	70.6%	29.4%	41.2%	49.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1815	1774	678	493	1338	726	612	1455
%H		97.7%	37.4%	27.2%	73.7%	40.0%	33.7%	80.2%
Working full time	764	756	328	233	563	354	209	694
%V	42.1%	42.6%	48.4%	47.3%	42.1%	48.8%	34.2%	47.7%
%H		99.0%	42.9%	30.5%	73.7%	46.3%	27.4%	90.8%
Working part time	199	196	78	55	145	85	60	175
%V	11.0%	11.0%	11.5%	11.2%	10.8%	11.7%	9.8%	12.0%
%H		98.5%	39.2%	27.6%	72.9%	42.7%	30.2%	87.9%
Not working	852	822	272	205	630	287	343	585
%V	46.9%	46.3%	40.1%	41.6%	47.1%	39.5%	56.0%	40.2%
%H		96.5%	31.9%	24.1%	73.9%	33.7%	40.3%	68.7%
Housewife/Houseperson	950	925	326	241	713	352	362	701
%V	52.3%	52.1%	48.1%	48.9%	53.3%	48.5%	59.2%	48.2%
%H		97.4%	34.3%	25.4%	75.1%	37.1%	38.1%	73.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	849	333	237	635	357	278	712
%H		97.5%	38.2%	27.2%	72.9%	41.0%	31.9%	81.7%
16 - 19	55	54	22	16	41	27	14	52
%V	6.3%	6.4%	6.6%	6.8%	6.5%	7.6%	5.0%	7.3%
%H		98.2%	40.0%	29.1%	74.5%	49.1%	25.5%	94.5%
20 - 24	84	79	23	28	51	27	24	78
%V	9.6%	9.3%	6.9%	11.8%	8.0%	7.6%	8.6%	11.0%
%H		94.0%	27.4%	33.3%	60.7%	32.1%	28.6%	92.9%
25 - 34	148	142	65	40	96	61	35	130
%V	17.0%	16.7%	19.5%	16.9%	15.1%	17.1%	12.6%	18.3%
%H		95.9%	43.9%	27.0%	64.9%	41.2%	23.6%	87.8%
35 - 44	142	140	62	39	102	62	40	127
%V	16.3%	16.5%	18.6%	16.5%	16.1%	17.4%	14.4%	17.8%
%H		98.6%	43.7%	27.5%	71.8%	43.7%	28.2%	89.4%
45 - 54	150	148	65	46	113	74	39	132
%V	17.2%	17.4%	19.5%	19.4%	17.8%	20.7%	14.0%	18.5%
%H		98.7%	43.3%	30.7%	75.3%	49.3%	26.0%	88.0%
55 - 64	131	128	48	35	99	54	45	105
%V	15.0%	15.1%	14.4%	14.8%	15.6%	15.1%	16.2%	14.7%
%H		97.7%	36.6%	26.7%	75.6%	41.2%	34.4%	80.2%
65+	160	159	48	34	132	53	79	89
%V	18.4%	18.7%	14.4%	14.3%	20.8%	14.8%	28.4%	12.5%
%H		99.4%	30.0%	21.3%	82.5%	33.1%	49.4%	55.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	849	333	237	635	357	278	712
%H		97.5%	38.2%	27.2%	72.9%	41.0%	31.9%	81.7%
AB	185	182	84	45	144	88	56	176
%V	21.2%	21.4%	25.2%	19.0%	22.7%	24.6%	20.1%	24.7%
%H		98.4%	45.4%	24.3%	77.8%	47.6%	30.3%	95.1%
C1	233	221	82	62	163	91	72	210
%V	26.8%	26.0%	24.6%	26.2%	25.7%	25.5%	25.9%	29.5%
%H		94.8%	35.2%	26.6%	70.0%	39.1%	30.9%	90.1%
C2	215	213	85	60	166	97	69	169
%V	24.7%	25.1%	25.5%	25.3%	26.1%	27.2%	24.8%	23.7%
%H		99.1%	39.5%	27.9%	77.2%	45.1%	32.1%	78.6%
D	152	150	57	46	101	57	45	113
%V	17.5%	17.7%	17.1%	19.4%	15.9%	16.0%	16.2%	15.9%
%H		98.7%	37.5%	30.3%	66.4%	37.5%	29.6%	74.3%
E	87	83	25	23	61	24	36	44
%V	10.0%	9.8%	7.5%	9.7%	9.6%	6.7%	12.9%	6.2%
%H		95.4%	28.7%	26.4%	70.1%	27.6%	41.4%	50.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	849	333	237	635	357	278	712
%H		97.5%	38.2%	27.2%	72.9%	41.0%	31.9%	81.7%
Working full time	479	473	211	140	351	224	128	432
%V	55.0%	55.7%	63.4%	59.1%	55.3%	62.7%	46.0%	60.7%
%H		98.7%	44.1%	29.2%	73.3%	46.8%	26.7%	90.2%
Working part time	36	35	13	8	25	13	12	30
%V	4.1%	4.1%	3.9%	3.4%	3.9%	3.6%	4.3%	4.2%
%H		97.2%	36.1%	22.2%	69.4%	36.1%	33.3%	83.3%
Not working	356	341	109	89	259	121	138	250
%V	40.9%	40.2%	32.7%	37.6%	40.8%	33.9%	49.6%	35.1%
%H		95.8%	30.6%	25.0%	72.8%	34.0%	38.8%	70.2%
Housewife/Houseperson	182	173	52	39	132	54	78	111
%V	20.9%	20.4%	15.6%	16.5%	20.8%	15.1%	28.1%	15.6%
%H		95.1%	28.6%	21.4%	72.5%	29.7%	42.9%	61.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	944	925	345	256	703	369	334	742
%H		98.0%	36.5%	27.1%	74.5%	39.1%	35.4%	78.6%
16 - 19	57	56	24	18	39	25	15	52
%V	6.0%	6.1%	7.0%	7.0%	5.5%	6.8%	4.5%	7.0%
%H		98.2%	42.1%	31.6%	68.4%	43.9%	26.3%	91.2%
20 - 24	87	83	27	25	58	27	31	74
%V	9.2%	9.0%	7.8%	9.8%	8.3%	7.3%	9.3%	10.0%
%H		95.4%	31.0%	28.7%	66.7%	31.0%	35.6%	85.1%
25 - 34	165	159	69	46	107	63	44	142
%V	17.5%	17.2%	20.0%	18.0%	15.2%	17.1%	13.2%	19.1%
%H		96.4%	41.8%	27.9%	64.8%	38.2%	26.7%	86.1%
35 - 44	145	142	62	48	102	68	34	133
%V	15.4%	15.4%	18.0%	18.8%	14.5%	18.4%	10.2%	17.9%
%H		97.9%	42.8%	33.1%	70.3%	46.9%	23.4%	91.7%
45 - 54	156	155	65	49	118	74	43	139
%V	16.5%	16.8%	18.8%	19.1%	16.8%	20.1%	12.9%	18.7%
%H		99.4%	41.7%	31.4%	75.6%	47.4%	27.6%	89.1%
55 - 64	132	131	47	32	108	53	54	111
%V	14.0%	14.2%	13.6%	12.5%	15.4%	14.4%	16.2%	15.0%
%H		99.2%	35.6%	24.2%	81.8%	40.2%	40.9%	84.1%
65+	201	198	51	37	171	58	113	91
%V	21.3%	21.4%	14.8%	14.5%	24.3%	15.7%	33.8%	12.3%
%H		98.5%	25.4%	18.4%	85.1%	28.9%	56.2%	45.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	944	925	345	256	703	369	334	742
%H		98.0%	36.5%	27.1%	74.5%	39.1%	35.4%	78.6%
AB	193	190	88	46	150	86	63	180
%V	20.4%	20.5%	25.5%	18.0%	21.3%	23.3%	18.9%	24.3%
%H		98.4%	45.6%	23.8%	77.7%	44.6%	32.6%	93.3%
C1	273	264	80	80	203	101	102	236
%V	28.9%	28.5%	23.2%	31.3%	28.9%	27.4%	30.5%	31.8%
%H		96.7%	29.3%	29.3%	74.4%	37.0%	37.4%	86.4%
C2	201	199	85	54	159	94	64	163
%V	21.3%	21.5%	24.6%	21.1%	22.6%	25.5%	19.2%	22.0%
%H		99.0%	42.3%	26.9%	79.1%	46.8%	31.8%	81.1%
D	143	142	50	42	96	47	50	98
%V	15.1%	15.4%	14.5%	16.4%	13.7%	12.7%	15.0%	13.2%
%H		99.3%	35.0%	29.4%	67.1%	32.9%	35.0%	68.5%
E	134	129	42	34	95	40	55	65
%V	14.2%	13.9%	12.2%	13.3%	13.5%	10.8%	16.5%	8.8%
%H		96.3%	31.3%	25.4%	70.9%	29.9%	41.0%	48.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	944	925	345	256	703	369	334	742
%H		98.0%	36.5%	27.1%	74.5%	39.1%	35.4%	78.6%
Working full time	285	282	117	92	212	130	81	263
%V	30.2%	30.5%	33.9%	35.9%	30.2%	35.2%	24.3%	35.4%
%H		98.9%	41.1%	32.3%	74.4%	45.6%	28.4%	92.3%
Working part time	163	161	65	47	120	72	48	145
%V	17.3%	17.4%	18.8%	18.4%	17.1%	19.5%	14.4%	19.5%
%H		98.8%	39.9%	28.8%	73.6%	44.2%	29.4%	89.0%
Not working	496	481	164	116	371	166	205	335
%V	52.5%	52.0%	47.5%	45.3%	52.8%	45.0%	61.4%	45.1%
%H		97.0%	33.1%	23.4%	74.8%	33.5%	41.3%	67.5%
Housewife/Houseperson	768	752	274	203	582	298	284	590
%V	81.4%	81.3%	79.4%	79.3%	82.8%	80.8%	85.0%	79.5%
%H		97.9%	35.7%	26.4%	75.8%	38.8%	37.0%	76.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total