



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

July 2013 to June 2014



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

July 2013 - June 2014

Contents	Page
Introduction	2
Annual Data Tables: Volume 2 - BBC areas	
BBC London	3
BBC South East	31
BBC Midlands	59
BBC East	87
BBC West	115
BBC South West	143
BBC South	171
BBC Yorkshire and Lincolnshire	199
BBC North East & Cumbria	227
BBC North West	255
BBC Scotland	283
BBC Ulster	311
BBC Wales	339
BBC Midlands West	367
BBC Midlands East	395

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 2013 - June 2014

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

Contents	Page
Household	
Table 1.1: Social Grade	4
Table 1.2: Housewife Age	5
Table 1.3: Size of Household	6
Table 1.4: Presence of Children	7
Table 1.5: Number of TV sets in household	8
Table 1.6: Screen size	9
Table 1.7: Location of ANY set in household	10
Table 1.8: Platform Provider	11
Table 1.9: Recorders and other equipment	12
Table 1.10: Computers and Internet	13
Sets	
Table 1.11: Screen Size	14
Table 1.12: Location of set	15
Table 1.13: Recorders	16
Table 1.14: Other TV equipment	16
Table 1.15: Main Set Screen Size	17
Table 1.16: Main Set Recorders	18
Table 1.17: Main Set - Other TV equipment	18
Table 1.18: Other Sets (non-Main Set) Screen Size	19
Table 1.19: Other Set (non-Main Set) Recorders	20
Table 1.20: Other Set (non-Main Set) - Other TV equipment	20
Individuals	
Table 1.21: Age of Children	21
Table 1.22: Adults - Age	22
Table 1.23: Social Grade (Adults 16+)	23
Table 1.24: Working Status (Adults 16+)	24
Table 1.25: Males - Age	25
Table 1.26: Social Grade (Males 16+)	26
Table 1.27: Working Status (Males 16+)	27
Table 1.28: Females - Age	28
Table 1.29: Social Grade (Females 16+)	29
Table 1.30: Working Status (Females 16+)	30

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
AB	1487	1399	596	306	939	437	502	1388
%V	28.9%	29.5%	30.3%	34.8%	28.4%	31.3%	26.3%	33.3%
%H (All HH)		94.1%	40.1%	20.6%	63.1%	29.4%	33.8%	93.3%
%H (TV HH)			42.6%	21.9%	67.1%	31.2%	35.9%	
C1	1521	1377	562	255	975	411	564	1301
%V	29.6%	29.0%	28.5%	29.0%	29.5%	29.5%	29.5%	31.2%
%H (All HH)		90.5%	36.9%	16.8%	64.1%	27.0%	37.1%	85.5%
%H (TV HH)			40.8%	18.5%	70.8%	29.8%	41.0%	
C2	899	844	382	154	590	279	311	720
%V	17.5%	17.8%	19.4%	17.5%	17.9%	20.0%	16.3%	17.3%
%H (All HH)		93.9%	42.5%	17.1%	65.6%	31.0%	34.6%	80.1%
%H (TV HH)			45.3%	18.2%	69.9%	33.1%	36.8%	
D	743	673	283	103	455	169	286	498
%V	14.4%	14.2%	14.4%	11.7%	13.8%	12.1%	15.0%	12.0%
%H (All HH)		90.6%	38.1%	13.9%	61.2%	22.7%	38.5%	67.0%
%H (TV HH)			42.1%	15.3%	67.6%	25.1%	42.5%	
E	495	457	147	61	345	99	247	258
%V	9.6%	9.6%	7.5%	6.9%	10.4%	7.1%	12.9%	6.2%
%H (All HH)		92.3%	29.7%	12.3%	69.7%	20.0%	49.9%	52.1%
%H (TV HH)			32.2%	13.3%	75.5%	21.7%	54.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%V (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Under 25	207	153	59	27	103	42	61	172
%V	4.0%	3.2%	3.0%	3.1%	3.1%	3.0%	3.2%	4.1%
%H (All HH)		73.9%	28.5%	13.0%	49.8%	20.3%	29.5%	83.1%
%H (TV HH)			38.6%	17.6%	67.3%	27.5%	39.9%	
25 - 34	1043	913	405	160	567	222	344	942
%V	20.3%	19.2%	20.6%	18.2%	17.2%	15.9%	18.0%	22.6%
%H (All HH)		87.5%	38.8%	15.3%	54.4%	21.3%	33.0%	90.3%
%H (TV HH)			44.4%	17.5%	62.1%	24.3%	37.7%	
35 - 44	1036	957	482	200	570	295	276	973
%V	20.1%	20.2%	24.5%	22.8%	17.3%	21.2%	14.5%	23.4%
%H (All HH)		92.4%	46.5%	19.3%	55.0%	28.5%	26.6%	93.9%
%H (TV HH)			50.4%	20.9%	59.6%	30.8%	28.8%	
45 - 54	1009	956	418	206	671	333	339	895
%V	19.6%	20.1%	21.2%	23.4%	20.3%	23.9%	17.7%	21.5%
%H (All HH)		94.7%	41.4%	20.4%	66.5%	33.0%	33.6%	88.7%
%H (TV HH)			43.7%	21.5%	70.2%	34.8%	35.5%	
55 - 64	736	697	293	140	514	244	270	613
%V	14.3%	14.7%	14.9%	15.9%	15.6%	17.5%	14.1%	14.7%
%H (All HH)		94.7%	39.8%	19.0%	69.8%	33.2%	36.7%	83.3%
%H (TV HH)			42.0%	20.1%	73.7%	35.0%	38.7%	
65 +	1113	1072	314	146	878	259	619	569
%V	21.6%	22.6%	15.9%	16.6%	26.6%	18.6%	32.4%	13.7%
%H (All HH)		96.3%	28.2%	13.1%	78.9%	23.3%	55.6%	51.1%
%H (TV HH)			29.3%	13.6%	81.9%	24.2%	57.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
1	1576	1391	376	194	1074	259	815	908
%V	30.6%	29.3%	19.1%	22.1%	32.5%	18.6%	42.7%	21.8%
%H (All HH)		88.3%	23.9%	12.3%	68.1%	16.4%	51.7%	57.6%
%H (TV HH)			27.0%	13.9%	77.2%	18.6%	58.6%	
2	1486	1396	558	272	1009	439	570	1284
%V	28.9%	29.4%	28.3%	30.9%	30.5%	31.5%	29.8%	30.8%
%H (All HH)		93.9%	37.6%	18.3%	67.9%	29.5%	38.4%	86.4%
%H (TV HH)			40.0%	19.5%	72.3%	31.4%	40.8%	
3	877	827	399	177	542	283	258	816
%V	17.0%	17.4%	20.3%	20.1%	16.4%	20.3%	13.5%	19.6%
%H (All HH)		94.3%	45.5%	20.2%	61.8%	32.3%	29.4%	93.0%
%H (TV HH)			48.2%	21.4%	65.5%	34.2%	31.2%	
4	783	741	401	159	452	267	185	751
%V	15.2%	15.6%	20.4%	18.1%	13.7%	19.2%	9.7%	18.0%
%H (All HH)		94.6%	51.2%	20.3%	57.7%	34.1%	23.6%	95.9%
%H (TV HH)			54.1%	21.5%	61.0%	36.0%	25.0%	
5+	421	394	235	77	227	147	81	406
%V	8.2%	8.3%	11.9%	8.8%	6.9%	10.5%	4.2%	9.7%
%H (All HH)		93.6%	55.8%	18.3%	53.9%	34.9%	19.2%	96.4%
%H (TV HH)			59.6%	19.5%	57.6%	37.3%	20.6%	
Average HH size	2.47	2.50	2.85	2.68	2.37	2.79	2.06	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 2013 - June 2014

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Without	3673	3344	1234	589	2449	924	1525	2786
%V	71.4%	70.4%	62.6%	67.0%	74.1%	66.3%	79.8%	66.9%
%H (All HH)		91.0%	33.6%	16.0%	66.7%	25.2%	41.5%	75.9%
%H (TV HH)			36.9%	17.6%	73.2%	27.6%	45.6%	
With	1471	1405	736	290	855	470	385	1379
%V	28.6%	29.6%	37.4%	33.0%	25.9%	33.7%	20.2%	33.1%
%H (All HH)		95.5%	50.0%	19.7%	58.1%	32.0%	26.2%	93.7%
%H (TV HH)			52.4%	20.6%	60.9%	33.5%	27.4%	
0 - 3	611	576	289	108	350	171	179	562
%V	11.9%	12.1%	14.7%	12.3%	10.6%	12.3%	9.4%	13.5%
%H (All HH)		94.3%	47.3%	17.7%	57.3%	28.0%	29.3%	92.0%
%H (TV HH)			50.2%	18.8%	60.8%	29.7%	31.1%	
4 - 9	739	703	377	138	416	228	188	688
%V	14.4%	14.8%	19.1%	15.7%	12.6%	16.4%	9.8%	16.5%
%H (All HH)		95.1%	51.0%	18.7%	56.3%	30.9%	25.4%	93.1%
%H (TV HH)			53.6%	19.6%	59.2%	32.4%	26.7%	
10 - 15	632	612	335	135	384	238	147	604
%V	12.3%	12.9%	17.0%	15.4%	11.6%	17.1%	7.7%	14.5%
%H (All HH)		96.8%	53.0%	21.4%	60.8%	37.7%	23.3%	95.6%
%H (TV HH)			54.7%	22.1%	62.7%	38.9%	24.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
1	2404	2404	827	375	1567	387	1180	1806
%V	46.7%	50.6%	42.0%	42.7%	47.4%	27.8%	61.8%	43.4%
%H (All HH)		100.0%	34.4%	15.6%	65.2%	16.1%	49.1%	75.1%
%H (TV HH)			34.4%	15.6%	65.2%	16.1%	49.1%	
2	1474	1474	666	306	1044	527	517	1247
%V	28.7%	31.0%	33.8%	34.8%	31.6%	37.8%	27.1%	29.9%
%H (All HH)		100.0%	45.2%	20.8%	70.8%	35.8%	35.1%	84.6%
%H (TV HH)			45.2%	20.8%	70.8%	35.8%	35.1%	
3	562	562	290	122	443	285	158	521
%V	10.9%	11.8%	14.7%	13.9%	13.4%	20.4%	8.3%	12.5%
%H (All HH)		100.0%	51.6%	21.7%	78.8%	50.7%	28.1%	92.7%
%H (TV HH)			51.6%	21.7%	78.8%	50.7%	28.1%	
4	210	210	118	55	167	126	42	201
%V	4.1%	4.4%	6.0%	6.3%	5.1%	9.0%	2.2%	4.8%
%H (All HH)		100.0%	56.2%	26.2%	79.5%	60.0%	20.0%	95.7%
%H (TV HH)			56.2%	26.2%	79.5%	60.0%	20.0%	
5+	99	99	69	22	83	70	12	98
%V	1.9%	2.1%	3.5%	2.5%	2.5%	5.0%	0.6%	2.4%
%H (All HH)		100.0%	69.7%	22.2%	83.8%	70.7%	12.1%	99.0%
%H (TV HH)			69.7%	22.2%	83.8%	70.7%	12.1%	

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 2013 - June 2014

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Under 20"	864	864	338	183	705	354	351	712
%V	16.8%	18.2%	17.2%	20.8%	21.3%	25.4%	18.4%	17.1%
%H (All HH)		100.0%	39.1%	21.2%	81.6%	41.0%	40.6%	82.4%
%H (TV HH)			39.1%	21.2%	81.6%	41.0%	40.6%	
20" - 29"	1598	1598	616	295	1243	544	699	1264
%V	31.1%	33.6%	31.3%	33.6%	37.6%	39.0%	36.6%	30.3%
%H (All HH)		100.0%	38.5%	18.5%	77.8%	34.0%	43.7%	79.1%
%H (TV HH)			38.5%	18.5%	77.8%	34.0%	43.7%	
30" - 39"	2344	2344	977	457	1666	742	924	1952
%V	45.6%	49.4%	49.6%	52.0%	50.4%	53.2%	48.4%	46.9%
%H (All HH)		100.0%	41.7%	19.5%	71.1%	31.7%	39.4%	83.3%
%H (TV HH)			41.7%	19.5%	71.1%	31.7%	39.4%	
40" and over	2013	2013	1111	421	1291	789	502	1826
%V	39.1%	42.4%	56.4%	47.9%	39.1%	56.6%	26.3%	43.8%
%H (All HH)		100.0%	55.2%	20.9%	64.1%	39.2%	24.9%	90.7%
%H (TV HH)			55.2%	20.9%	64.1%	39.2%	24.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Main living room	4669	4669	1947	869	3247	1379	1868	3812
%V	90.8%	98.3%	98.8%	98.9%	98.3%	98.9%	97.8%	91.5%
%H (All HH)		100.0%	41.7%	18.6%	69.5%	29.5%	40.0%	81.6%
%H (TV HH)			41.7%	18.6%	69.5%	29.5%	40.0%	
Kitchen	456	456	219	101	375	231	145	401
%V	8.9%	9.6%	11.1%	11.5%	11.3%	16.6%	7.6%	9.6%
%H (All HH)		100.0%	48.0%	22.1%	82.2%	50.7%	31.8%	87.9%
%H (TV HH)			48.0%	22.1%	82.2%	50.7%	31.8%	
Adult's bedroom	1799	1799	888	386	1340	792	548	1585
%V	35.0%	37.9%	45.1%	43.9%	40.6%	56.8%	28.7%	38.1%
%H (All HH)		100.0%	49.4%	21.5%	74.5%	44.0%	30.5%	88.1%
%H (TV HH)			49.4%	21.5%	74.5%	44.0%	30.5%	
Child's bedroom	289	289	171	68	203	148	55	273
%V	5.6%	6.1%	8.7%	7.7%	6.1%	10.6%	2.9%	6.6%
%H (All HH)		100.0%	59.2%	23.5%	70.2%	51.2%	19.0%	94.5%
%H (TV HH)			59.2%	23.5%	70.2%	51.2%	19.0%	
Other bedroom	172	172	91	36	132	83	50	155
%V	3.3%	3.6%	4.6%	4.1%	4.0%	6.0%	2.6%	3.7%
%H (All HH)		100.0%	52.9%	20.9%	76.7%	48.3%	29.1%	90.1%
%H (TV HH)			52.9%	20.9%	76.7%	48.3%	29.1%	
Second living/dining room	306	306	151	68	240	146	93	282
%V	5.9%	6.4%	7.7%	7.7%	7.3%	10.5%	4.9%	6.8%
%H (All HH)		100.0%	49.3%	22.2%	78.4%	47.7%	30.4%	92.2%
%H (TV HH)			49.3%	22.2%	78.4%	47.7%	30.4%	
Study/office	81	81	51	14	60	43	18	78
%V	1.6%	1.7%	2.6%	1.6%	1.8%	3.1%	0.9%	1.9%
%H (All HH)		100.0%	63.0%	17.3%	74.1%	53.1%	22.2%	96.3%
%H (TV HH)			63.0%	17.3%	74.1%	53.1%	22.2%	
TV room	40	40	23	8	28	18	10	38
%V	0.8%	0.8%	1.2%	0.9%	0.8%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	57.5%	20.0%	70.0%	45.0%	25.0%	95.0%
%H (TV HH)			57.5%	20.0%	70.0%	45.0%	25.0%	
Conservatory	48	48	28	9	40	28	12	43
%V	0.9%	1.0%	1.4%	1.0%	1.2%	2.0%	0.6%	1.0%
%H (All HH)		100.0%	58.3%	18.8%	83.3%	58.3%	25.0%	89.6%
%H (TV HH)			58.3%	18.8%	83.3%	58.3%	25.0%	
Attic or loft room	9	9	3	3	8	4	4	8
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	88.9%	44.4%	44.4%	88.9%
%H (TV HH)			33.3%	33.3%	88.9%	44.4%	44.4%	
No specific location	7	7	2	2	3	1	3	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	28.6%	28.6%	42.9%	14.3%	42.9%	71.4%
%H (TV HH)			28.6%	28.6%	42.9%	14.3%	42.9%	
Other	43	43	24	9	35	24	11	42
%V	0.8%	0.9%	1.2%	1.0%	1.1%	1.7%	0.6%	1.0%
%H (All HH)		100.0%	55.8%	20.9%	81.4%	55.8%	25.6%	97.7%
%H (TV HH)			55.8%	20.9%	81.4%	55.8%	25.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Any DSAT provider	1970	1970	1970	55	989	989	0	1781
%V	38.3%	41.5%	100.0%	6.3%	29.9%	70.9%	0.0%	42.8%
%H (All HH)			100.0%	2.8%	50.2%	50.2%	0.0%	90.4%
%H (TV HH)			100.0%	2.8%	50.2%	50.2%	0.0%	
Sky with subscription	1635	1635	1635	31	822	822	0	1501
%V	31.8%	34.4%	83.0%	3.5%	24.9%	59.0%	0.0%	36.0%
%H (All HH)			100.0%	1.9%	50.3%	50.3%	0.0%	91.8%
%H (TV HH)			100.0%	1.9%	50.3%	50.3%	0.0%	
Sky without subscription	98	98	98	5	43	43	0	78
%V	1.9%	2.1%	5.0%	0.6%	1.3%	3.1%	0.0%	1.9%
%H (All HH)			100.0%	5.1%	43.9%	43.9%	0.0%	79.6%
%H (TV HH)			100.0%	5.1%	43.9%	43.9%	0.0%	
Freesat	125	125	125	9	66	66	0	109
%V	2.4%	2.6%	6.3%	1.0%	2.0%	4.7%	0.0%	2.6%
%H (All HH)			100.0%	7.2%	52.8%	52.8%	0.0%	87.2%
%H (TV HH)			100.0%	7.2%	52.8%	52.8%	0.0%	
Other satellite provider	138	138	138	12	71	71	0	118
%V	2.7%	2.9%	7.0%	1.4%	2.1%	5.1%	0.0%	2.8%
%H (All HH)			100.0%	8.7%	51.4%	51.4%	0.0%	85.5%
%H (TV HH)			100.0%	8.7%	51.4%	51.4%	0.0%	
DCAB	879	879	55	879	429	429	0	808
%V	17.1%	18.5%	2.8%	100.0%	13.0%	30.8%	0.0%	19.4%
%H (All HH)			6.3%	100.0%	48.8%	48.8%	0.0%	91.9%
%H (TV HH)			6.3%	100.0%	48.8%	48.8%	0.0%	
DTT	3304	3304	989	429	3304	1394	1910	2576
%V	64.2%	69.6%	50.2%	48.8%	100.0%	100.0%	100.0%	61.8%
%H (All HH)		100.0%	29.9%	13.0%	100.0%	42.2%	57.8%	78.0%
%H (TV HH)			29.9%	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 2013 - June 2014

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
PVR	2760	2760	1608	710	1644	1158	486	2524
%V	53.7%	58.1%	81.6%	80.8%	49.8%	83.1%	25.4%	60.6%
%H (All HH)		100.0%	58.3%	25.7%	59.6%	42.0%	17.6%	91.4%
%H (TV HH)			58.3%	25.7%	59.6%	42.0%	17.6%	
DVDR	180	180	68	35	136	58	78	150
%V	3.5%	3.8%	3.5%	4.0%	4.1%	4.2%	4.1%	3.6%
%H (All HH)		100.0%	37.8%	19.4%	75.6%	32.2%	43.3%	83.3%
%H (TV HH)			37.8%	19.4%	75.6%	32.2%	43.3%	
VCR	142	142	47	26	116	45	71	99
%V	2.8%	3.0%	2.4%	3.0%	3.5%	3.2%	3.7%	2.4%
%H (All HH)		100.0%	33.1%	18.3%	81.7%	31.7%	50.0%	69.7%
%H (TV HH)			33.1%	18.3%	81.7%	31.7%	50.0%	
Any recorder	2876	2876	1624	726	1744	1174	569	2598
%V	55.9%	60.6%	82.4%	82.6%	52.8%	84.2%	29.8%	62.4%
%H (All HH)		100.0%	56.5%	25.2%	60.6%	40.8%	19.8%	90.3%
%H (TV HH)			56.5%	25.2%	60.6%	40.8%	19.8%	
Receives HDTV (via STB or built-in reception)	2765	2765	1358	662	1818	1029	789	2483
%V	53.8%	58.2%	68.9%	75.3%	55.0%	73.8%	41.3%	59.6%
%H (All HH)		100.0%	49.1%	23.9%	65.8%	37.2%	28.5%	89.8%
%H (TV HH)			49.1%	23.9%	65.8%	37.2%	28.5%	
DVD/Blu-ray player or recorder	3587	3587	1533	733	2495	1147	1349	3049
%V	69.7%	75.5%	77.8%	83.4%	75.5%	82.3%	70.6%	73.2%
%H (All HH)		100.0%	42.7%	20.4%	69.6%	32.0%	37.6%	85.0%
%H (TV HH)			42.7%	20.4%	69.6%	32.0%	37.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5144	4749	1970	879	3304	1394	1910	4165
%H (All HH)		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%
%H (TV HH)			41.5%	18.5%	69.6%	29.4%	40.2%	
Has broadband internet	4165	3872	1781	808	2576	1280	1296	4165
%V	81.0%	81.5%	90.4%	91.9%	78.0%	91.8%	67.9%	100.0%
%H (All HH)		93.0%	42.8%	19.4%	61.8%	30.7%	31.1%	100.0%
%H (TV HH)			46.0%	20.9%	66.5%	33.1%	33.5%	
Number of computers (PCs and laptops)								
0	866	778	169	74	634	103	530	63
%V	16.8%	16.4%	8.6%	8.4%	19.2%	7.4%	27.7%	1.5%
%H (All HH)		89.8%	19.5%	8.5%	73.2%	11.9%	61.2%	7.3%
%H (TV HH)			21.7%	9.5%	81.5%	13.2%	68.1%	
1	1708	1556	638	254	1090	421	669	1568
%V	33.2%	32.8%	32.4%	28.9%	33.0%	30.2%	35.0%	37.6%
%H (All HH)		91.1%	37.4%	14.9%	63.8%	24.6%	39.2%	91.8%
%H (TV HH)			41.0%	16.3%	70.1%	27.1%	43.0%	
2	1183	1101	496	232	718	345	373	1155
%V	23.0%	23.2%	25.2%	26.4%	21.7%	24.7%	19.5%	27.7%
%H (All HH)		93.1%	41.9%	19.6%	60.7%	29.2%	31.5%	97.6%
%H (TV HH)			45.0%	21.1%	65.2%	31.3%	33.9%	
3	620	587	290	143	379	218	161	615
%V	12.1%	12.4%	14.7%	16.3%	11.5%	15.6%	8.4%	14.8%
%H (All HH)		94.7%	46.8%	23.1%	61.1%	35.2%	26.0%	99.2%
%H (TV HH)			49.4%	24.4%	64.6%	37.1%	27.4%	
4	370	351	176	85	232	140	92	369
%V	7.2%	7.4%	8.9%	9.7%	7.0%	10.0%	4.8%	8.9%
%H (All HH)		94.9%	47.6%	23.0%	62.7%	37.8%	24.9%	99.7%
%H (TV HH)			50.1%	24.2%	66.1%	39.9%	26.2%	
5+	396	375	201	91	252	167	85	395
%V	7.7%	7.9%	10.2%	10.4%	7.6%	12.0%	4.5%	9.5%
%H (All HH)		94.7%	50.8%	23.0%	63.6%	42.2%	21.5%	99.7%
%H (TV HH)			53.6%	24.3%	67.2%	44.5%	22.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8407	3875	1690	6097	3176	2922	7189
%H		46.1%	20.1%	72.5%	37.8%	34.8%	85.5%
Under 20"	1077	445	229	890	472	417	904
%V	12.8%	11.5%	13.6%	14.6%	14.9%	14.3%	12.6%
%H		41.3%	21.3%	82.6%	43.8%	38.7%	83.9%
20" - 29"	1956	781	375	1538	720	818	1578
%V	23.3%	20.2%	22.2%	25.2%	22.7%	28.0%	22.0%
%H		39.9%	19.2%	78.6%	36.8%	41.8%	80.7%
30" - 39"	2736	1192	546	1958	939	1018	2319
%V	32.5%	30.8%	32.3%	32.1%	29.6%	34.8%	32.3%
%H		43.6%	20.0%	71.6%	34.3%	37.2%	84.8%
40" and over	2349	1336	500	1512	969	543	2152
%V	27.9%	34.5%	29.6%	24.8%	30.5%	18.6%	29.9%
%H		56.9%	21.3%	64.4%	41.3%	23.1%	91.6%
Don't know	289	122	41	200	75	125	237
%V	3.4%	3.1%	2.4%	3.3%	2.4%	4.3%	3.3%
%H		42.2%	14.2%	69.2%	26.0%	43.3%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8407	3875	1690	6097	3176	2922	7189
%H		46.1%	20.1%	72.5%	37.8%	34.8%	85.5%
Main living room	4691	1959	872	3260	1385	1875	3831
%V	55.8%	50.6%	51.6%	53.5%	43.6%	64.2%	53.3%
%H		41.8%	18.6%	69.5%	29.5%	40.0%	81.7%
Kitchen	459	221	102	378	233	145	404
%V	5.5%	5.7%	6.0%	6.2%	7.3%	5.0%	5.6%
%H		48.1%	22.2%	82.4%	50.8%	31.6%	88.0%
Adult's bedroom	2154	1077	477	1630	1001	629	1926
%V	25.6%	27.8%	28.2%	26.7%	31.5%	21.5%	26.8%
%H		50.0%	22.1%	75.7%	46.5%	29.2%	89.4%
Child's bedroom	363	222	86	257	194	63	343
%V	4.3%	5.7%	5.1%	4.2%	6.1%	2.2%	4.8%
%H		61.2%	23.7%	70.8%	53.4%	17.4%	94.5%
Other bedroom	195	107	39	148	94	54	177
%V	2.3%	2.8%	2.3%	2.4%	3.0%	1.8%	2.5%
%H		54.9%	20.0%	75.9%	48.2%	27.7%	90.8%
Second living/dining room	310	153	68	243	149	94	285
%V	3.7%	3.9%	4.0%	4.0%	4.7%	3.2%	4.0%
%H		49.4%	21.9%	78.4%	48.1%	30.3%	91.9%
Study/office	84	52	14	63	43	20	80
%V	1.0%	1.3%	0.8%	1.0%	1.4%	0.7%	1.1%
%H		61.9%	16.7%	75.0%	51.2%	23.8%	95.2%
TV room	40	23	8	28	18	10	38
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.3%	0.5%
%H		57.5%	20.0%	70.0%	45.0%	25.0%	95.0%
Conservatory	48	28	9	40	28	12	43
%V	0.6%	0.7%	0.5%	0.7%	0.9%	0.4%	0.6%
%H		58.3%	18.8%	83.3%	58.3%	25.0%	89.6%
Attic or loft room	9	3	3	8	4	4	9
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	88.9%	44.4%	44.4%	100.0%
No specific location	8	2	2	4	1	3	6
%H	0.1%	25.0%	25.0%	50.0%	12.5%	37.5%	75.0%
Other	47	27	10	38	26	12	46
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		57.4%	21.3%	80.9%	55.3%	25.5%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8407	3875	1690	6097	3176	2922	7189
%H		46.1%	20.1%	72.5%	37.8%	34.8%	85.5%
PVR	3599	2180	957	2085	1551	533	3331
%V	42.8%	56.3%	56.6%	34.2%	48.8%	18.2%	46.3%
%H		60.6%	26.6%	57.9%	43.1%	14.8%	92.6%
DVDR	193	75	38	146	63	83	161
%V	2.3%	1.9%	2.2%	2.4%	2.0%	2.8%	2.2%
%H		38.9%	19.7%	75.6%	32.6%	43.0%	83.4%
VCR	159	54	30	131	53	78	113
%V	1.9%	1.4%	1.8%	2.1%	1.7%	2.7%	1.6%
%H		34.0%	18.9%	82.4%	33.3%	49.1%	71.1%
Any recorder	3761	2216	984	2226	1592	635	3447
%V	44.7%	57.2%	58.2%	36.5%	50.1%	21.7%	47.9%
%H		58.9%	26.2%	59.2%	42.3%	16.9%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8407	3875	1690	6097	3176	2922	7189
%H		46.1%	20.1%	72.5%	37.8%	34.8%	85.5%
Receives HDTV (via STB or built-in reception)	3710	1881	923	2455	1483	972	3389
%V	44.1%	48.5%	54.6%	40.3%	46.7%	33.3%	47.1%
%H		50.7%	24.9%	66.2%	40.0%	26.2%	91.3%
DVD/Blu-ray player or recorder	4947	2262	1059	3558	1877	1681	4316
%V	58.8%	58.4%	62.7%	58.4%	59.1%	57.5%	60.0%
%H		45.7%	21.4%	71.9%	37.9%	34.0%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
BBC London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4740	1969	879	3301	1394	1907	3866
%H		41.5%	18.5%	69.6%	29.4%	40.2%	81.6%
Under 20"	111	19	11	89	10	79	66
%V	2.3%	1.0%	1.3%	2.7%	0.7%	4.1%	1.7%
%H		17.1%	9.9%	80.2%	9.0%	71.2%	59.5%
20" - 29"	719	163	107	562	116	446	476
%V	15.2%	8.3%	12.2%	17.0%	8.3%	23.4%	12.3%
%H		22.7%	14.9%	78.2%	16.1%	62.0%	66.2%
30" - 39"	1802	654	335	1293	479	814	1438
%V	38.0%	33.2%	38.1%	39.2%	34.4%	42.7%	37.2%
%H		36.3%	18.6%	71.8%	26.6%	45.2%	79.8%
40" and over	1960	1083	410	1250	763	488	1777
%V	41.4%	55.0%	46.6%	37.9%	54.7%	25.6%	46.0%
%H		55.3%	20.9%	63.8%	38.9%	24.9%	90.7%
Don't know	149	50	17	106	26	80	110
%V	3.1%	2.5%	1.9%	3.2%	1.9%	4.2%	2.8%
%H		33.6%	11.4%	71.1%	17.4%	53.7%	73.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4740	1969	879	3301	1394	1907	3866
%H		41.5%	18.5%	69.6%	29.4%	40.2%	81.6%
PVR	2704	1581	697	1600	1134	466	2475
%V	57.0%	80.3%	79.3%	48.5%	81.3%	24.4%	64.0%
%H		58.5%	25.8%	59.2%	41.9%	17.2%	91.5%
DVDR	155	56	27	118	45	73	126
%V	3.3%	2.8%	3.1%	3.6%	3.2%	3.8%	3.3%
%H		36.1%	17.4%	76.1%	29.0%	47.1%	81.3%
VCR	120	38	21	95	34	61	82
%V	2.5%	1.9%	2.4%	2.9%	2.4%	3.2%	2.1%
%H		31.7%	17.5%	79.2%	28.3%	50.8%	68.3%
Any recorder	2819	1598	713	1700	1150	549	2549
%V	59.5%	81.2%	81.1%	51.5%	82.5%	28.8%	65.9%
%H		56.7%	25.3%	60.3%	40.8%	19.5%	90.4%

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	4740	1969	879	3301	1394	1907	3866
%H		41.5%	18.5%	69.6%	29.4%	40.2%	81.6%
Receives HDTV (via STB or built-in reception)	2685	1325	648	1752	999	753	2415
%V	56.6%	67.3%	73.7%	53.1%	71.7%	39.5%	62.5%
%H		49.3%	24.1%	65.3%	37.2%	28.0%	89.9%
DVD/Blu-ray player or recorder	3413	1449	695	2363	1069	1294	2892
%V	72.0%	73.6%	79.1%	71.6%	76.7%	67.9%	74.8%
%H		42.5%	20.4%	69.2%	31.3%	37.9%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3667	1906	811	2796	1782	1015	3323
%H		52.0%	22.1%	76.2%	48.6%	27.7%	90.6%
Under 20"	966	426	219	801	462	338	838
%V	26.3%	22.4%	27.0%	28.6%	25.9%	33.3%	25.2%
%H		44.1%	22.7%	82.9%	47.8%	35.0%	86.7%
20" - 29"	1237	618	268	976	603	372	1102
%V	33.7%	32.4%	33.0%	34.9%	33.8%	36.7%	33.2%
%H		50.0%	21.7%	78.9%	48.7%	30.1%	89.1%
30" - 39"	934	538	211	664	460	204	881
%V	25.5%	28.2%	26.0%	23.7%	25.8%	20.1%	26.5%
%H		57.6%	22.6%	71.1%	49.3%	21.8%	94.3%
40" and over	389	252	90	261	206	55	375
%V	10.6%	13.2%	11.1%	9.3%	11.6%	5.4%	11.3%
%H		64.8%	23.1%	67.1%	53.0%	14.1%	96.4%
Don't know	140	72	24	94	50	45	127
%V	3.8%	3.8%	3.0%	3.4%	2.8%	4.4%	3.8%
%H		51.4%	17.1%	67.1%	35.7%	32.1%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3667	1906	811	2796	1782	1015	3323
%H		52.0%	22.1%	76.2%	48.6%	27.7%	90.6%
PVR	895	598	259	485	418	67	857
%V	24.4%	31.4%	31.9%	17.3%	23.5%	6.6%	25.8%
%H		66.8%	28.9%	54.2%	46.7%	7.5%	95.8%
DVDR	37	19	10	28	17	10	35
%V	1.0%	1.0%	1.2%	1.0%	1.0%	1.0%	1.1%
%H		51.4%	27.0%	75.7%	45.9%	27.0%	94.6%
VCR	40	16	9	36	19	16	31
%V	1.1%	0.8%	1.1%	1.3%	1.1%	1.6%	0.9%
%H		40.0%	22.5%	90.0%	47.5%	40.0%	77.5%
Any recorder	942	618	271	527	441	85	898
%V	25.7%	32.4%	33.4%	18.8%	24.7%	8.4%	27.0%
%H		65.6%	28.8%	55.9%	46.8%	9.0%	95.3%

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	3667	1906	811	2796	1782	1015	3323
%H		52.0%	22.1%	76.2%	48.6%	27.7%	90.6%
Receives HDTV (via STB or built-in reception)	1026	556	275	703	483	219	974
%V	28.0%	29.2%	33.9%	25.1%	27.1%	21.6%	29.3%
%H		54.2%	26.8%	68.5%	47.1%	21.3%	94.9%
DVD/Blu-ray player or recorder	1534	813	364	1195	807	387	1423
%V	41.8%	42.7%	44.9%	42.7%	45.3%	38.1%	42.8%
%H		53.0%	23.7%	77.9%	52.6%	25.2%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12627	11783	5584	2329	7765	3855	3910	11150
%H		93.3%	44.2%	18.4%	61.5%	30.5%	31.0%	88.3%
Total Children	2573	2453	1308	501	1477	828	650	2404
%V	20.4%	20.8%	23.4%	21.5%	19.0%	21.5%	16.6%	21.6%
%H		95.3%	50.8%	19.5%	57.4%	32.2%	25.3%	93.4%
0 - 3	738	696	353	131	419	208	211	675
%V	5.8%	5.9%	6.3%	5.6%	5.4%	5.4%	5.4%	6.1%
%H		94.3%	47.8%	17.8%	56.8%	28.2%	28.6%	91.5%
4 - 15	1835	1758	954	369	1059	620	439	1730
%V	14.5%	14.9%	17.1%	15.8%	13.6%	16.1%	11.2%	15.5%
%H		95.8%	52.0%	20.1%	57.7%	33.8%	23.9%	94.3%
4 - 9	1000	948	511	188	558	310	248	931
%V	7.9%	8.0%	9.2%	8.1%	7.2%	8.0%	6.3%	8.3%
%H		94.8%	51.1%	18.8%	55.8%	31.0%	24.8%	93.1%
10 - 15	835	809	444	181	501	310	191	799
%V	6.6%	6.9%	8.0%	7.8%	6.5%	8.0%	4.9%	7.2%
%H		96.9%	53.2%	21.7%	60.0%	37.1%	22.9%	95.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12627	11783	5584	2329	7765	3855	3910	11150
%H		93.3%	44.2%	18.4%	61.5%	30.5%	31.0%	88.3%
Total Adults (16+)	10053	9330	4277	1828	6288	3027	3261	8746
%V	79.6%	79.2%	76.6%	78.5%	81.0%	78.5%	83.4%	78.4%
%H		92.8%	42.5%	18.2%	62.5%	30.1%	32.4%	87.0%
16 - 19	525	501	279	111	328	210	118	505
%V	4.2%	4.3%	5.0%	4.8%	4.2%	5.4%	3.0%	4.5%
%H		95.4%	53.1%	21.1%	62.5%	40.0%	22.5%	96.2%
20 - 24	814	685	340	139	444	249	196	758
%V	6.4%	5.8%	6.1%	6.0%	5.7%	6.5%	5.0%	6.8%
%H		84.2%	41.8%	17.1%	54.5%	30.6%	24.1%	93.1%
25 - 34	2254	1993	924	379	1226	542	683	2087
%V	17.9%	16.9%	16.5%	16.3%	15.8%	14.1%	17.5%	18.7%
%H		88.4%	41.0%	16.8%	54.4%	24.0%	30.3%	92.6%
35 - 44	1895	1763	905	372	1038	544	494	1796
%V	15.0%	15.0%	16.2%	16.0%	13.4%	14.1%	12.6%	16.1%
%H		93.0%	47.8%	19.6%	54.8%	28.7%	26.1%	94.8%
45 - 54	1699	1624	761	351	1118	595	523	1555
%V	13.5%	13.8%	13.6%	15.1%	14.4%	15.4%	13.4%	13.9%
%H		95.6%	44.8%	20.7%	65.8%	35.0%	30.8%	91.5%
55 - 64	1207	1156	515	239	846	432	414	1050
%V	9.6%	9.8%	9.2%	10.3%	10.9%	11.2%	10.6%	9.4%
%H		95.8%	42.7%	19.8%	70.1%	35.8%	34.3%	87.0%
65+	1658	1607	552	238	1288	454	833	994
%V	13.1%	13.6%	9.9%	10.2%	16.6%	11.8%	21.3%	8.9%
%H		96.9%	33.3%	14.4%	77.7%	27.4%	50.2%	60.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10053	9330	4277	1828	6288	3027	3261	8746
%H		92.8%	42.5%	18.2%	62.5%	30.1%	32.4%	87.0%
AB	3045	2889	1313	647	1913	969	944	2907
%V	30.3%	31.0%	30.7%	35.4%	30.4%	32.0%	28.9%	33.2%
%H		94.9%	43.1%	21.2%	62.8%	31.8%	31.0%	95.5%
C1	3008	2727	1218	543	1872	898	974	2722
%V	29.9%	29.2%	28.5%	29.7%	29.8%	29.7%	29.9%	31.1%
%H		90.7%	40.5%	18.1%	62.2%	29.9%	32.4%	90.5%
C2	1864	1764	891	335	1188	637	551	1601
%V	18.5%	18.9%	20.8%	18.3%	18.9%	21.0%	16.9%	18.3%
%H		94.6%	47.8%	18.0%	63.7%	34.2%	29.6%	85.9%
D	1441	1306	622	212	831	359	472	1105
%V	14.3%	14.0%	14.5%	11.6%	13.2%	11.9%	14.5%	12.6%
%H		90.6%	43.2%	14.7%	57.7%	24.9%	32.8%	76.7%
E	695	645	233	92	483	163	320	410
%V	6.9%	6.9%	5.4%	5.0%	7.7%	5.4%	9.8%	4.7%
%H		92.8%	33.5%	13.2%	69.5%	23.5%	46.0%	59.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10053	9330	4277	1828	6288	3027	3261	8746
%H		92.8%	42.5%	18.2%	62.5%	30.1%	32.4%	87.0%
Working full time	5085	4691	2265	1016	2972	1547	1424	4813
%V	50.6%	50.3%	53.0%	55.6%	47.3%	51.1%	43.7%	55.0%
%H		92.3%	44.5%	20.0%	58.4%	30.4%	28.0%	94.7%
Working part time	1052	993	452	208	708	373	335	959
%V	10.5%	10.6%	10.6%	11.4%	11.3%	12.3%	10.3%	11.0%
%H		94.4%	43.0%	19.8%	67.3%	35.5%	31.8%	91.2%
Not working	3917	3645	1559	604	2608	1106	1502	2974
%V	39.0%	39.1%	36.5%	33.0%	41.5%	36.5%	46.1%	34.0%
%H		93.1%	39.8%	15.4%	66.6%	28.2%	38.3%	75.9%
Housewife/Houseperson	5144	4749	1970	879	3304	1394	1910	4165
%V	51.2%	50.9%	46.1%	48.1%	52.5%	46.1%	58.6%	47.6%
%H		92.3%	38.3%	17.1%	64.2%	27.1%	37.1%	81.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4925	4542	2121	902	3022	1489	1533	4327
%H		92.2%	43.1%	18.3%	61.4%	30.2%	31.1%	87.9%
16 - 19	274	264	147	62	173	113	60	263
%V	5.6%	5.8%	6.9%	6.9%	5.7%	7.6%	3.9%	6.1%
%H		96.4%	53.6%	22.6%	63.1%	41.2%	21.9%	96.0%
20 - 24	394	335	176	63	214	125	89	366
%V	8.0%	7.4%	8.3%	7.0%	7.1%	8.4%	5.8%	8.5%
%H		85.0%	44.7%	16.0%	54.3%	31.7%	22.6%	92.9%
25 - 34	1127	982	457	191	601	273	328	1045
%V	22.9%	21.6%	21.5%	21.2%	19.9%	18.3%	21.4%	24.2%
%H		87.1%	40.6%	16.9%	53.3%	24.2%	29.1%	92.7%
35 - 44	947	876	441	181	520	262	258	894
%V	19.2%	19.3%	20.8%	20.1%	17.2%	17.6%	16.8%	20.7%
%H		92.5%	46.6%	19.1%	54.9%	27.7%	27.2%	94.4%
45 - 54	840	800	375	170	544	288	256	761
%V	17.1%	17.6%	17.7%	18.8%	18.0%	19.3%	16.7%	17.6%
%H		95.2%	44.6%	20.2%	64.8%	34.3%	30.5%	90.6%
55 - 64	590	558	245	116	406	203	203	502
%V	12.0%	12.3%	11.6%	12.9%	13.4%	13.6%	13.2%	11.6%
%H		94.6%	41.5%	19.7%	68.8%	34.4%	34.4%	85.1%
65+	753	728	281	118	565	225	339	495
%V	15.3%	16.0%	13.2%	13.1%	18.7%	15.1%	22.1%	11.4%
%H		96.7%	37.3%	15.7%	75.0%	29.9%	45.0%	65.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4925	4542	2121	902	3022	1489	1533	4327
%H		92.2%	43.1%	18.3%	61.4%	30.2%	31.1%	87.9%
AB	1527	1451	671	327	947	486	461	1458
%V	31.0%	31.9%	31.6%	36.3%	31.3%	32.6%	30.1%	33.7%
%H		95.0%	43.9%	21.4%	62.0%	31.8%	30.2%	95.5%
C1	1416	1272	593	257	853	428	425	1314
%V	28.8%	28.0%	28.0%	28.5%	28.2%	28.7%	27.7%	30.4%
%H		89.8%	41.9%	18.1%	60.2%	30.2%	30.0%	92.8%
C2	1006	943	470	182	633	333	300	854
%V	20.4%	20.8%	22.2%	20.2%	20.9%	22.4%	19.6%	19.7%
%H		93.7%	46.7%	18.1%	62.9%	33.1%	29.8%	84.9%
D	686	614	296	100	391	175	215	535
%V	13.9%	13.5%	14.0%	11.1%	12.9%	11.8%	14.0%	12.4%
%H		89.5%	43.1%	14.6%	57.0%	25.5%	31.3%	78.0%
E	291	263	92	36	199	66	133	167
%V	5.9%	5.8%	4.3%	4.0%	6.6%	4.4%	8.7%	3.9%
%H		90.4%	31.6%	12.4%	68.4%	22.7%	45.7%	57.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4925	4542	2121	902	3022	1489	1533	4327
%H		92.2%	43.1%	18.3%	61.4%	30.2%	31.1%	87.9%
Working full time	3090	2854	1406	608	1799	953	845	2910
%V	62.7%	62.8%	66.3%	67.4%	59.5%	64.0%	55.1%	67.3%
%H		92.4%	45.5%	19.7%	58.2%	30.8%	27.3%	94.2%
Working part time	264	242	100	47	171	77	94	235
%V	5.4%	5.3%	4.7%	5.2%	5.7%	5.2%	6.1%	5.4%
%H		91.7%	37.9%	17.8%	64.8%	29.2%	35.6%	89.0%
Not working	1570	1447	615	247	1053	459	594	1183
%V	31.9%	31.9%	29.0%	27.4%	34.8%	30.8%	38.7%	27.3%
%H		92.2%	39.2%	15.7%	67.1%	29.2%	37.8%	75.4%
Housewife/Houseperson	1247	1088	393	185	773	267	506	907
%V	25.3%	24.0%	18.5%	20.5%	25.6%	17.9%	33.0%	21.0%
%H		87.2%	31.5%	14.8%	62.0%	21.4%	40.6%	72.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4788	2155	926	3266	1538	1728	4418
%H		93.4%	42.0%	18.1%	63.7%	30.0%	33.7%	86.2%
16 - 19	252	237	132	48	155	96	59	242
%V	4.9%	4.9%	6.1%	5.2%	4.7%	6.2%	3.4%	5.5%
%H		94.0%	52.4%	19.0%	61.5%	38.1%	23.4%	96.0%
20 - 24	419	350	165	76	230	124	106	391
%V	8.2%	7.3%	7.7%	8.2%	7.0%	8.1%	6.1%	8.9%
%H		83.5%	39.4%	18.1%	54.9%	29.6%	25.3%	93.3%
25 - 34	1127	1011	467	187	625	270	355	1042
%V	22.0%	21.1%	21.7%	20.2%	19.1%	17.6%	20.5%	23.6%
%H		89.7%	41.4%	16.6%	55.5%	24.0%	31.5%	92.5%
35 - 44	948	888	464	191	519	282	236	902
%V	18.5%	18.5%	21.5%	20.6%	15.9%	18.3%	13.7%	20.4%
%H		93.7%	48.9%	20.1%	54.7%	29.7%	24.9%	95.1%
45 - 54	859	825	385	181	574	307	267	794
%V	16.8%	17.2%	17.9%	19.5%	17.6%	20.0%	15.5%	18.0%
%H		96.0%	44.8%	21.1%	66.8%	35.7%	31.1%	92.4%
55 - 64	617	598	271	122	440	229	210	547
%V	12.0%	12.5%	12.6%	13.2%	13.5%	14.9%	12.2%	12.4%
%H		96.9%	43.9%	19.8%	71.3%	37.1%	34.0%	88.7%
65+	906	879	271	120	723	229	494	499
%V	17.7%	18.4%	12.6%	13.0%	22.1%	14.9%	28.6%	11.3%
%H		97.0%	29.9%	13.2%	79.8%	25.3%	54.5%	55.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4788	2155	926	3266	1538	1728	4418
%H		93.4%	42.0%	18.1%	63.7%	30.0%	33.7%	86.2%
AB	1519	1438	643	320	966	483	483	1449
%V	29.6%	30.0%	29.8%	34.6%	29.6%	31.4%	28.0%	32.8%
%H		94.7%	42.3%	21.1%	63.6%	31.8%	31.8%	95.4%
C1	1592	1455	625	286	1019	470	549	1408
%V	31.0%	30.4%	29.0%	30.9%	31.2%	30.6%	31.8%	31.9%
%H		91.4%	39.3%	18.0%	64.0%	29.5%	34.5%	88.4%
C2	859	821	421	153	556	304	251	747
%V	16.8%	17.1%	19.5%	16.5%	17.0%	19.8%	14.5%	16.9%
%H		95.6%	49.0%	17.8%	64.7%	35.4%	29.2%	87.0%
D	755	692	326	112	441	184	257	570
%V	14.7%	14.5%	15.1%	12.1%	13.5%	12.0%	14.9%	12.9%
%H		91.7%	43.2%	14.8%	58.4%	24.4%	34.0%	75.5%
E	404	382	140	56	284	97	187	244
%V	7.9%	8.0%	6.5%	6.0%	8.7%	6.3%	10.8%	5.5%
%H		94.6%	34.7%	13.9%	70.3%	24.0%	46.3%	60.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4788	2155	926	3266	1538	1728	4418
%H		93.4%	42.0%	18.1%	63.7%	30.0%	33.7%	86.2%
Working full time	1995	1838	859	408	1173	594	579	1904
%V	38.9%	38.4%	39.9%	44.1%	35.9%	38.6%	33.5%	43.1%
%H		92.1%	43.1%	20.5%	58.8%	29.8%	29.0%	95.4%
Working part time	787	752	352	161	538	297	241	724
%V	15.3%	15.7%	16.3%	17.4%	16.5%	19.3%	13.9%	16.4%
%H		95.6%	44.7%	20.5%	68.4%	37.7%	30.6%	92.0%
Not working	2346	2198	944	357	1555	648	907	1791
%V	45.7%	45.9%	43.8%	38.6%	47.6%	42.1%	52.5%	40.5%
%H		93.7%	40.2%	15.2%	66.3%	27.6%	38.7%	76.3%
Housewife/Houseperson	3897	3660	1577	695	2531	1128	1403	3258
%V	76.0%	76.4%	73.2%	75.1%	77.5%	73.3%	81.2%	73.7%
%H		93.9%	40.5%	17.8%	64.9%	28.9%	36.0%	83.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents	Page
Household	
Table 2.1: Social Grade	32
Table 2.2: Housewife Age	33
Table 2.3: Size of Household	34
Table 2.4: Presence of Children	35
Table 2.5: Number of TV sets in household	36
Table 2.6: Screen size	37
Table 2.7: Location of ANY set in household	38
Table 2.8: Platform Provider	39
Table 2.9: Recorders and other equipment	40
Table 2.10: Computers and Internet	41
Sets	
Table 2.11: Screen Size	42
Table 2.12: Location of set	43
Table 2.13: Recorders	44
Table 2.14: Other TV equipment	44
Table 2.15: Main Set Screen Size	45
Table 2.16: Main Set Recorders	46
Table 2.17: Main Set - Other TV equipment	46
Table 2.18: Other Sets (non-Main Set) Screen Size	47
Table 2.19: Other Set (non-Main Set) Recorders	48
Table 2.20: Other Set (non-Main Set) - Other TV equipment	48
Individuals	
Table 2.21: Age of Children	49
Table 2.22: Adults - Age	50
Table 2.23: Social Grade (Adults 16+)	51
Table 2.24: Working Status (Adults 16+)	52
Table 2.25: Males - Age	53
Table 2.26: Social Grade (Males 16+)	54
Table 2.27: Working Status (Males 16+)	55
Table 2.28: Females - Age	56
Table 2.29: Social Grade (Females 16+)	57
Table 2.30: Working Status (Females 16+)	58

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
AB	303	294	148	36	206	94	112	282
%V	27.7%	28.2%	29.8%	24.2%	28.3%	28.9%	27.9%	32.8%
%H (All HH)		97.0%	48.8%	11.9%	68.0%	31.0%	37.0%	93.1%
%H (TV HH)			50.3%	12.2%	70.1%	32.0%	38.1%	
C1	316	297	142	40	202	89	112	267
%V	28.9%	28.4%	28.6%	26.8%	27.8%	27.4%	27.9%	31.0%
%H (All HH)		94.0%	44.9%	12.7%	63.9%	28.2%	35.4%	84.5%
%H (TV HH)			47.8%	13.5%	68.0%	30.0%	37.7%	
C2	216	211	112	36	144	78	65	174
%V	19.7%	20.2%	22.6%	24.2%	19.8%	24.0%	16.2%	20.2%
%H (All HH)		97.7%	51.9%	16.7%	66.7%	36.1%	30.1%	80.6%
%H (TV HH)			53.1%	17.1%	68.2%	37.0%	30.8%	
D	144	136	55	23	99	41	58	93
%V	13.2%	13.0%	11.1%	15.4%	13.6%	12.6%	14.4%	10.8%
%H (All HH)		94.4%	38.2%	16.0%	68.8%	28.5%	40.3%	64.6%
%H (TV HH)			40.4%	16.9%	72.8%	30.1%	42.6%	
E	114	106	39	13	76	23	54	45
%V	10.4%	10.2%	7.9%	8.7%	10.5%	7.1%	13.4%	5.2%
%H (All HH)		93.0%	34.2%	11.4%	66.7%	20.2%	47.4%	39.5%
%H (TV HH)			36.8%	12.3%	71.7%	21.7%	50.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%V (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Under 25	34	29	11	7	17	8	9	26
%V	3.1%	2.8%	2.2%	4.7%	2.3%	2.5%	2.2%	3.0%
%H (All HH)		85.3%	32.4%	20.6%	50.0%	23.5%	26.5%	76.5%
%H (TV HH)			37.9%	24.1%	58.6%	27.6%	31.0%	
25 - 34	137	129	66	24	81	42	39	120
%V	12.5%	12.4%	13.3%	16.1%	11.1%	12.9%	9.7%	13.9%
%H (All HH)		94.2%	48.2%	17.5%	59.1%	30.7%	28.5%	87.6%
%H (TV HH)			51.2%	18.6%	62.8%	32.6%	30.2%	
35 - 44	175	167	93	22	108	55	53	160
%V	16.0%	16.0%	18.8%	14.8%	14.9%	16.9%	13.2%	18.6%
%H (All HH)		95.4%	53.1%	12.6%	61.7%	31.4%	30.3%	91.4%
%H (TV HH)			55.7%	13.2%	64.7%	32.9%	31.7%	
45 - 54	231	223	114	37	145	73	72	205
%V	21.1%	21.4%	23.0%	24.8%	19.9%	22.5%	17.9%	23.8%
%H (All HH)		96.5%	49.4%	16.0%	62.8%	31.6%	31.2%	88.7%
%H (TV HH)			51.1%	16.6%	65.0%	32.7%	32.3%	
55 - 64	175	164	79	21	115	50	65	154
%V	16.0%	15.7%	15.9%	14.1%	15.8%	15.4%	16.2%	17.9%
%H (All HH)		93.7%	45.1%	12.0%	65.7%	28.6%	37.1%	88.0%
%H (TV HH)			48.2%	12.8%	70.1%	30.5%	39.6%	
65 +	343	332	133	38	260	97	163	195
%V	31.4%	31.8%	26.8%	25.5%	35.8%	29.8%	40.5%	22.6%
%H (All HH)		96.8%	38.8%	11.1%	75.8%	28.3%	47.5%	56.9%
%H (TV HH)			40.1%	11.4%	78.3%	29.2%	49.1%	

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 2013 - June 2014

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
1	341	313	107	36	237	67	170	187
%V	31.2%	30.0%	21.6%	24.2%	32.6%	20.6%	42.3%	21.7%
%H (All HH)		91.8%	31.4%	10.6%	69.5%	19.6%	49.9%	54.8%
%H (TV HH)			34.2%	11.5%	75.7%	21.4%	54.3%	
2	378	365	177	47	260	114	145	317
%V	34.6%	35.0%	35.7%	31.5%	35.8%	35.1%	36.1%	36.8%
%H (All HH)		96.6%	46.8%	12.4%	68.8%	30.2%	38.4%	83.9%
%H (TV HH)			48.5%	12.9%	71.2%	31.2%	39.7%	
3	173	171	95	32	107	63	44	161
%V	15.8%	16.4%	19.2%	21.5%	14.7%	19.4%	10.9%	18.7%
%H (All HH)		98.8%	54.9%	18.5%	61.8%	36.4%	25.4%	93.1%
%H (TV HH)			55.6%	18.7%	62.6%	36.8%	25.7%	
4	135	131	76	24	83	51	32	130
%V	12.3%	12.5%	15.3%	16.1%	11.4%	15.7%	8.0%	15.1%
%H (All HH)		97.0%	56.3%	17.8%	61.5%	37.8%	23.7%	96.3%
%H (TV HH)			58.0%	18.3%	63.4%	38.9%	24.4%	
5+	68	65	41	10	40	28	11	64
%V	6.2%	6.2%	8.3%	6.7%	5.5%	8.6%	2.7%	7.4%
%H (All HH)		95.6%	60.3%	14.7%	58.8%	41.2%	16.2%	94.1%
%H (TV HH)			63.1%	15.4%	61.5%	43.1%	16.9%	
Average HH size	2.30	2.33	2.56	2.52	2.24	2.60	1.94	2.52

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 2013 - June 2014

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Without	822	779	340	109	562	229	333	605
%V	75.1%	74.6%	68.5%	73.2%	77.3%	70.5%	82.8%	70.3%
%H (All HH)		94.8%	41.4%	13.3%	68.4%	27.9%	40.5%	73.6%
%H (TV HH)			43.6%	14.0%	72.1%	29.4%	42.7%	
With	272	265	157	40	165	96	69	255
%V	24.9%	25.4%	31.7%	26.8%	22.7%	29.5%	17.2%	29.6%
%H (All HH)		97.4%	57.7%	14.7%	60.7%	35.3%	25.4%	93.8%
%H (TV HH)			59.2%	15.1%	62.3%	36.2%	26.0%	
0 - 3	92	88	51	13	52	29	23	83
%V	8.4%	8.4%	10.3%	8.7%	7.2%	8.9%	5.7%	9.6%
%H (All HH)		95.7%	55.4%	14.1%	56.5%	31.5%	25.0%	90.2%
%H (TV HH)			58.0%	14.8%	59.1%	33.0%	26.1%	
4 - 9	135	132	77	19	86	50	36	126
%V	12.3%	12.6%	15.5%	12.8%	11.8%	15.4%	9.0%	14.6%
%H (All HH)		97.8%	57.0%	14.1%	63.7%	37.0%	26.7%	93.3%
%H (TV HH)			58.3%	14.4%	65.2%	37.9%	27.3%	
10 - 15	134	132	83	19	81	51	30	128
%V	12.2%	12.6%	16.7%	12.8%	11.1%	15.7%	7.5%	14.9%
%H (All HH)		98.5%	61.9%	14.2%	60.4%	38.1%	22.4%	95.5%
%H (TV HH)			62.9%	14.4%	61.4%	38.6%	22.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
1	437	437	157	54	304	79	225	297
%V	39.9%	41.9%	31.7%	36.2%	41.8%	24.3%	56.0%	34.5%
%H (All HH)		100.0%	35.9%	12.4%	69.6%	18.1%	51.5%	68.0%
%H (TV HH)			35.9%	12.4%	69.6%	18.1%	51.5%	
2	349	349	178	52	230	109	120	288
%V	31.9%	33.4%	35.9%	34.9%	31.6%	33.5%	29.9%	33.4%
%H (All HH)		100.0%	51.0%	14.9%	65.9%	31.2%	34.4%	82.5%
%H (TV HH)			51.0%	14.9%	65.9%	31.2%	34.4%	
3	152	152	96	21	112	75	37	141
%V	13.9%	14.6%	19.4%	14.1%	15.4%	23.1%	9.2%	16.4%
%H (All HH)		100.0%	63.2%	13.8%	73.7%	49.3%	24.3%	92.8%
%H (TV HH)			63.2%	13.8%	73.7%	49.3%	24.3%	
4	72	72	42	16	56	41	14	70
%V	6.6%	6.9%	8.5%	10.7%	7.7%	12.6%	3.5%	8.1%
%H (All HH)		100.0%	58.3%	22.2%	77.8%	56.9%	19.4%	97.2%
%H (TV HH)			58.3%	22.2%	77.8%	56.9%	19.4%	
5+	34	34	23	5	26	20	5	34
%V	3.1%	3.3%	4.6%	3.4%	3.6%	6.2%	1.2%	3.9%
%H (All HH)		100.0%	67.6%	14.7%	76.5%	58.8%	14.7%	100.0%
%H (TV HH)			67.6%	14.7%	76.5%	58.8%	14.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%V (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Under 20"	273	273	135	40	210	113	98	235
%V	25.0%	26.1%	27.2%	26.8%	28.9%	34.8%	24.4%	27.3%
%H (All HH)		100.0%	49.5%	14.7%	76.9%	41.4%	35.9%	86.1%
%H (TV HH)			49.5%	14.7%	76.9%	41.4%	35.9%	
20" - 29"	416	416	189	64	302	136	166	326
%V	38.0%	39.8%	38.1%	43.0%	41.5%	41.8%	41.3%	37.9%
%H (All HH)		100.0%	45.4%	15.4%	72.6%	32.7%	39.9%	78.4%
%H (TV HH)			45.4%	15.4%	72.6%	32.7%	39.9%	
30" - 39"	539	539	274	79	382	194	189	442
%V	49.3%	51.6%	55.2%	53.0%	52.5%	59.7%	47.0%	51.3%
%H (All HH)		100.0%	50.8%	14.7%	70.9%	36.0%	35.1%	82.0%
%H (TV HH)			50.8%	14.7%	70.9%	36.0%	35.1%	
40" and over	434	434	265	69	281	175	106	391
%V	39.7%	41.6%	53.4%	46.3%	38.7%	53.8%	26.4%	45.4%
%H (All HH)		100.0%	61.1%	15.9%	64.7%	40.3%	24.4%	90.1%
%H (TV HH)			61.1%	15.9%	64.7%	40.3%	24.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Main living room	1031	1031	494	149	717	324	393	821
%V	94.2%	98.8%	99.6%	100.0%	98.6%	99.7%	97.8%	95.4%
%H (All HH)		100.0%	47.9%	14.5%	69.5%	31.4%	38.1%	79.6%
%H (TV HH)			47.9%	14.5%	69.5%	31.4%	38.1%	
Kitchen	112	112	65	15	94	60	34	103
%V	10.2%	10.7%	13.1%	10.1%	12.9%	18.5%	8.5%	12.0%
%H (All HH)		100.0%	58.0%	13.4%	83.9%	53.6%	30.4%	92.0%
%H (TV HH)			58.0%	13.4%	83.9%	53.6%	30.4%	
Adult's bedroom	452	452	254	72	316	187	129	398
%V	41.3%	43.3%	51.2%	48.3%	43.5%	57.5%	32.1%	46.2%
%H (All HH)		100.0%	56.2%	15.9%	69.9%	41.4%	28.5%	88.1%
%H (TV HH)			56.2%	15.9%	69.9%	41.4%	28.5%	
Child's bedroom	99	99	61	17	65	45	20	93
%V	9.0%	9.5%	12.3%	11.4%	8.9%	13.8%	5.0%	10.8%
%H (All HH)		100.0%	61.6%	17.2%	65.7%	45.5%	20.2%	93.9%
%H (TV HH)			61.6%	17.2%	65.7%	45.5%	20.2%	
Other bedroom	76	76	46	12	55	37	18	71
%V	6.9%	7.3%	9.3%	8.1%	7.6%	11.4%	4.5%	8.2%
%H (All HH)		100.0%	60.5%	15.8%	72.4%	48.7%	23.7%	93.4%
%H (TV HH)			60.5%	15.8%	72.4%	48.7%	23.7%	
Second living/dining room	89	89	53	13	69	43	26	81
%V	8.1%	8.5%	10.7%	8.7%	9.5%	13.2%	6.5%	9.4%
%H (All HH)		100.0%	59.6%	14.6%	77.5%	48.3%	29.2%	91.0%
%H (TV HH)			59.6%	14.6%	77.5%	48.3%	29.2%	
Study/office	25	25	14	5	18	11	7	24
%V	2.3%	2.4%	2.8%	3.4%	2.5%	3.4%	1.7%	2.8%
%H (All HH)		100.0%	56.0%	20.0%	72.0%	44.0%	28.0%	96.0%
%H (TV HH)			56.0%	20.0%	72.0%	44.0%	28.0%	
TV room	9	9	5	2	5	3	2	9
%V	0.8%	0.9%	1.0%	1.3%	0.7%	0.9%	0.5%	1.0%
%H (All HH)		100.0%	55.6%	22.2%	55.6%	33.3%	22.2%	100.0%
%H (TV HH)			55.6%	22.2%	55.6%	33.3%	22.2%	
Conservatory	20	20	13	2	17	11	5	20
%V	1.8%	1.9%	2.6%	1.3%	2.3%	3.4%	1.2%	2.3%
%H (All HH)		100.0%	65.0%	10.0%	85.0%	55.0%	25.0%	100.0%
%H (TV HH)			65.0%	10.0%	85.0%	55.0%	25.0%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	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%	
No specific location	3	3	1	0	3	0	2	2
%V	0.3%	0.3%	0.2%	0.0%	0.4%	0.0%	0.5%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	0.0%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	0.0%	66.7%	
Other	7	7	4	0	7	4	3	7
%V	0.6%	0.7%	0.8%	0.0%	1.0%	1.2%	0.7%	0.8%
%H (All HH)		100.0%	57.1%	0.0%	100.0%	57.1%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	100.0%	57.1%	42.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Any DSAT provider	496	496	496	11	258	258	0	438
%V	45.3%	47.5%	100.0%	7.4%	35.5%	79.4%	0.0%	50.9%
%H (All HH)			100.0%	2.2%	52.0%	52.0%	0.0%	88.3%
%H (TV HH)			100.0%	2.2%	52.0%	52.0%	0.0%	
Sky with subscription	400	400	400	5	200	200	0	358
%V	36.6%	38.3%	80.6%	3.4%	27.5%	61.5%	0.0%	41.6%
%H (All HH)			100.0%	1.3%	50.0%	50.0%	0.0%	89.5%
%H (TV HH)			100.0%	1.3%	50.0%	50.0%	0.0%	
Sky without subscription	22	22	22	1	14	14	0	18
%V	2.0%	2.1%	4.4%	0.7%	1.9%	4.3%	0.0%	2.1%
%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%	
Freesat	76	76	76	4	41	41	0	64
%V	6.9%	7.3%	15.3%	2.7%	5.6%	12.6%	0.0%	7.4%
%H (All HH)			100.0%	5.3%	53.9%	53.9%	0.0%	84.2%
%H (TV HH)			100.0%	5.3%	53.9%	53.9%	0.0%	
Other satellite provider	10	10	10	1	6	6	0	7
%V	0.9%	1.0%	2.0%	0.7%	0.8%	1.8%	0.0%	0.8%
%H (All HH)			100.0%	10.0%	60.0%	60.0%	0.0%	70.0%
%H (TV HH)			100.0%	10.0%	60.0%	60.0%	0.0%	
DCAB	149	149	11	149	73	73	0	132
%V	13.6%	14.3%	2.2%	100.0%	10.0%	22.5%	0.0%	15.3%
%H (All HH)			7.4%	100.0%	49.0%	49.0%	0.0%	88.6%
%H (TV HH)			7.4%	100.0%	49.0%	49.0%	0.0%	
DTT	727	727	258	73	727	325	402	553
%V	66.5%	69.6%	52.0%	49.0%	100.0%	100.0%	100.0%	64.2%
%H (All HH)		100.0%	35.5%	10.0%	100.0%	44.7%	55.3%	76.1%
%H (TV HH)			35.5%	10.0%	100.0%	44.7%	55.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
PVR	671	671	425	109	424	276	148	598
%V	61.3%	64.3%	85.7%	73.2%	58.3%	84.9%	36.8%	69.5%
%H (All HH)		100.0%	63.3%	16.2%	63.2%	41.1%	22.1%	89.1%
%H (TV HH)			63.3%	16.2%	63.2%	41.1%	22.1%	
DVDR	50	50	24	8	34	16	18	42
%V	4.6%	4.8%	4.8%	5.4%	4.7%	4.9%	4.5%	4.9%
%H (All HH)		100.0%	48.0%	16.0%	68.0%	32.0%	36.0%	84.0%
%H (TV HH)			48.0%	16.0%	68.0%	32.0%	36.0%	
VCR	37	37	19	2	29	12	17	23
%V	3.4%	3.5%	3.8%	1.3%	4.0%	3.7%	4.2%	2.7%
%H (All HH)		100.0%	51.4%	5.4%	78.4%	32.4%	45.9%	62.2%
%H (TV HH)			51.4%	5.4%	78.4%	32.4%	45.9%	
Any recorder	703	703	436	112	447	282	165	615
%V	64.3%	67.3%	87.9%	75.2%	61.5%	86.8%	41.0%	71.4%
%H (All HH)		100.0%	62.0%	15.9%	63.6%	40.1%	23.5%	87.5%
%H (TV HH)			62.0%	15.9%	63.6%	40.1%	23.5%	
Receives HDTV (via STB or built-in reception)	572	572	342	110	372	243	129	513
%V	52.3%	54.8%	69.0%	73.8%	51.2%	74.8%	32.1%	59.6%
%H (All HH)		100.0%	59.8%	19.2%	65.0%	42.5%	22.6%	89.7%
%H (TV HH)			59.8%	19.2%	65.0%	42.5%	22.6%	
DVD/Blu-ray player or recorder	864	864	431	124	603	289	313	718
%V	79.0%	82.8%	86.9%	83.2%	82.9%	88.9%	77.9%	83.4%
%H (All HH)		100.0%	49.9%	14.4%	69.8%	33.4%	36.2%	83.1%
%H (TV HH)			49.9%	14.4%	69.8%	33.4%	36.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1094	1044	496	149	727	325	402	861
%H (All HH)		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%
%H (TV HH)			47.5%	14.3%	69.6%	31.1%	38.5%	
Has broadband internet	861	830	438	132	553	290	263	861
%V	78.7%	79.5%	88.3%	88.6%	76.1%	89.2%	65.4%	100.0%
%H (All HH)		96.4%	50.9%	15.3%	64.2%	33.7%	30.5%	100.0%
%H (TV HH)			52.8%	15.9%	66.6%	34.9%	31.7%	
Number of computers (PCs and laptops)								
0	201	188	54	18	148	32	116	13
%V	18.4%	18.0%	10.9%	12.1%	20.4%	9.8%	28.9%	1.5%
%H (All HH)		93.5%	26.9%	9.0%	73.6%	15.9%	57.7%	6.5%
%H (TV HH)			28.7%	9.6%	78.7%	17.0%	61.7%	
1	320	300	130	36	216	83	133	289
%V	29.3%	28.7%	26.2%	24.2%	29.7%	25.5%	33.1%	33.6%
%H (All HH)		93.8%	40.6%	11.3%	67.5%	25.9%	41.6%	90.3%
%H (TV HH)			43.3%	12.0%	72.0%	27.7%	44.3%	
2	247	238	121	45	163	88	75	242
%V	22.6%	22.8%	24.4%	30.2%	22.4%	27.1%	18.7%	28.1%
%H (All HH)		96.4%	49.0%	18.2%	66.0%	35.6%	30.4%	98.0%
%H (TV HH)			50.8%	18.9%	68.5%	37.0%	31.5%	
3	146	143	90	24	88	55	33	144
%V	13.3%	13.7%	18.1%	16.1%	12.1%	16.9%	8.2%	16.7%
%H (All HH)		97.9%	61.6%	16.4%	60.3%	37.7%	22.6%	98.6%
%H (TV HH)			62.9%	16.8%	61.5%	38.5%	23.1%	
4	86	85	46	16	58	33	25	84
%V	7.9%	8.1%	9.3%	10.7%	8.0%	10.2%	6.2%	9.8%
%H (All HH)		98.8%	53.5%	18.6%	67.4%	38.4%	29.1%	97.7%
%H (TV HH)			54.1%	18.8%	68.2%	38.8%	29.4%	
5+	93	89	55	10	54	34	20	90
%V	8.5%	8.5%	11.1%	6.7%	7.4%	10.5%	5.0%	10.5%
%H (All HH)		95.7%	59.1%	10.8%	58.1%	36.6%	21.5%	96.8%
%H (TV HH)			61.8%	11.2%	60.7%	38.2%	22.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2064	1097	314	1465	800	664	1762
%H		53.1%	15.2%	71.0%	38.8%	32.2%	85.4%
Under 20"	363	185	50	280	155	125	320
%V	17.6%	16.9%	15.9%	19.1%	19.4%	18.8%	18.2%
%H		51.0%	13.8%	77.1%	42.7%	34.4%	88.2%
20" - 29"	525	248	88	389	194	195	425
%V	25.4%	22.6%	28.0%	26.6%	24.3%	29.4%	24.1%
%H		47.2%	16.8%	74.1%	37.0%	37.1%	81.0%
30" - 39"	635	329	96	446	233	213	528
%V	30.8%	30.0%	30.6%	30.4%	29.1%	32.1%	30.0%
%H		51.8%	15.1%	70.2%	36.7%	33.5%	83.1%
40" and over	515	324	78	331	212	119	471
%V	25.0%	29.5%	24.8%	22.6%	26.5%	17.9%	26.7%
%H		62.9%	15.1%	64.3%	41.2%	23.1%	91.5%
Don't know	26	11	2	18	6	12	17
%V	1.3%	1.0%	0.6%	1.2%	0.8%	1.8%	1.0%
%H		42.3%	7.7%	69.2%	23.1%	46.2%	65.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2064	1097	314	1465	800	664	1762
%H		53.1%	15.2%	71.0%	38.8%	32.2%	85.4%
Main living room	1044	498	153	724	327	397	830
%V	50.6%	45.4%	48.7%	49.4%	40.9%	59.8%	47.1%
%H		47.7%	14.7%	69.3%	31.3%	38.0%	79.5%
Kitchen	112	65	15	94	60	34	103
%V	5.4%	5.9%	4.8%	6.4%	7.5%	5.1%	5.8%
%H		58.0%	13.4%	83.9%	53.6%	30.4%	92.0%
Adult's bedroom	531	301	88	376	231	144	474
%V	25.7%	27.4%	28.0%	25.7%	28.9%	21.7%	26.9%
%H		56.7%	16.6%	70.8%	43.5%	27.1%	89.3%
Child's bedroom	133	89	23	88	66	22	125
%V	6.4%	8.1%	7.3%	6.0%	8.3%	3.3%	7.1%
%H		66.9%	17.3%	66.2%	49.6%	16.5%	94.0%
Other bedroom	86	52	14	62	42	20	81
%V	4.2%	4.7%	4.5%	4.2%	5.3%	3.0%	4.6%
%H		60.5%	16.3%	72.1%	48.8%	23.3%	94.2%
Second living/dining room	91	53	13	70	43	27	83
%V	4.4%	4.8%	4.1%	4.8%	5.4%	4.1%	4.7%
%H		58.2%	14.3%	76.9%	47.3%	29.7%	91.2%
Study/office	25	14	5	18	11	7	24
%V	1.2%	1.3%	1.6%	1.2%	1.4%	1.1%	1.4%
%H		56.0%	20.0%	72.0%	44.0%	28.0%	96.0%
TV room	9	5	3	6	4	2	9
%V	0.4%	0.5%	1.0%	0.4%	0.5%	0.3%	0.5%
%H		55.6%	33.3%	66.7%	44.4%	22.2%	100.0%
Conservatory	20	13	2	17	11	5	20
%V	1.0%	1.2%	0.6%	1.2%	1.4%	0.8%	1.1%
%H		65.0%	10.0%	85.0%	55.0%	25.0%	100.0%
Attic or loft room	3	1	0	2	1	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.3%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
No specific location	4	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		25.0%	0.0%	75.0%	25.0%	50.0%	50.0%
Other	8	5	0	7	4	3	8
%V	0.4%	0.5%	0.0%	0.5%	0.5%	0.5%	0.5%
%H		62.5%	0.0%	87.5%	50.0%	37.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2064	1097	314	1465	800	664	1762
%H		53.1%	15.2%	71.0%	38.8%	32.2%	85.4%
PVR	882	580	152	531	365	166	804
%V	42.7%	52.9%	48.4%	36.2%	45.6%	25.0%	45.6%
%H		65.8%	17.2%	60.2%	41.4%	18.8%	91.2%
DVDR	54	26	9	38	18	19	47
%V	2.6%	2.4%	2.9%	2.6%	2.3%	2.9%	2.7%
%H		48.1%	16.7%	70.4%	33.3%	35.2%	87.0%
VCR	42	22	2	33	15	18	26
%V	2.0%	2.0%	0.6%	2.3%	1.9%	2.7%	1.5%
%H		52.4%	4.8%	78.6%	35.7%	42.9%	61.9%
Any recorder	932	600	156	569	378	191	835
%V	45.2%	54.7%	49.7%	38.8%	47.3%	28.8%	47.4%
%H		64.4%	16.7%	61.1%	40.6%	20.5%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2064	1097	314	1465	800	664	1762
%H		53.1%	15.2%	71.0%	38.8%	32.2%	85.4%
Receives HDTV (via STB or built-in reception)	812	494	162	519	346	173	747
%V	39.3%	45.0%	51.6%	35.4%	43.3%	26.1%	42.4%
%H		60.8%	20.0%	63.9%	42.6%	21.3%	92.0%
DVD/Blu-ray player or recorder	1245	660	186	896	488	408	1076
%V	60.3%	60.2%	59.2%	61.2%	61.0%	61.4%	61.1%
%H		53.0%	14.9%	72.0%	39.2%	32.8%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1043	496	149	726	325	401	829
%H		47.6%	14.3%	69.6%	31.2%	38.4%	79.5%
Under 20"	26	6	2	19	1	18	18
%V	2.5%	1.2%	1.3%	2.6%	0.3%	4.5%	2.2%
%H		23.1%	7.7%	73.1%	3.8%	69.2%	69.2%
20" - 29"	184	52	25	135	28	107	119
%V	17.6%	10.5%	16.8%	18.6%	8.6%	26.7%	14.4%
%H		28.3%	13.6%	73.4%	15.2%	58.2%	64.7%
30" - 39"	397	176	55	292	126	166	306
%V	38.1%	35.5%	36.9%	40.2%	38.8%	41.4%	36.9%
%H		44.3%	13.9%	73.6%	31.7%	41.8%	77.1%
40" and over	422	258	66	270	168	102	380
%V	40.5%	52.0%	44.3%	37.2%	51.7%	25.4%	45.8%
%H		61.1%	15.6%	64.0%	39.8%	24.2%	90.0%
Don't know	14	4	1	11	2	8	6
%V	1.3%	0.8%	0.7%	1.5%	0.6%	2.0%	0.7%
%H		28.6%	7.1%	78.6%	14.3%	57.1%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1043	496	149	726	325	401	829
%H		47.6%	14.3%	69.6%	31.2%	38.4%	79.5%
PVR	657	420	108	411	273	138	586
%V	63.0%	84.7%	72.5%	56.6%	84.0%	34.4%	70.7%
%H		63.9%	16.4%	62.6%	41.6%	21.0%	89.2%
DVDR	40	17	7	27	12	16	32
%V	3.8%	3.4%	4.7%	3.7%	3.7%	4.0%	3.9%
%H		42.5%	17.5%	67.5%	30.0%	40.0%	80.0%
VCR	31	16	1	23	10	13	17
%V	3.0%	3.2%	0.7%	3.2%	3.1%	3.2%	2.1%
%H		51.6%	3.2%	74.2%	32.3%	41.9%	54.8%
Any recorder	690	433	111	436	280	156	603
%V	66.2%	87.3%	74.5%	60.1%	86.2%	38.9%	72.7%
%H		62.8%	16.1%	63.2%	40.6%	22.6%	87.4%

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	1043	496	149	726	325	401	829
%H		47.6%	14.3%	69.6%	31.2%	38.4%	79.5%
Receives HDTV (via STB or built-in reception)	562	338	109	364	240	124	504
%V	53.9%	68.1%	73.2%	50.1%	73.8%	30.9%	60.8%
%H		60.1%	19.4%	64.8%	42.7%	22.1%	89.7%
DVD/Blu-ray player or recorder	828	411	118	576	272	304	686
%V	79.4%	82.9%	79.2%	79.3%	83.7%	75.8%	82.8%
%H		49.6%	14.3%	69.6%	32.9%	36.7%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1021	601	165	738	475	263	932
%H		58.9%	16.2%	72.3%	46.5%	25.8%	91.3%
Under 20"	337	179	48	262	154	107	302
%V	33.0%	29.8%	29.1%	35.5%	32.4%	40.7%	32.4%
%H		53.1%	14.2%	77.7%	45.7%	31.8%	89.6%
20" - 29"	341	196	63	253	166	88	307
%V	33.4%	32.6%	38.2%	34.3%	34.9%	33.5%	32.9%
%H		57.5%	18.5%	74.2%	48.7%	25.8%	90.0%
30" - 39"	238	153	41	154	107	48	222
%V	23.3%	25.5%	24.8%	20.9%	22.5%	18.3%	23.8%
%H		64.3%	17.2%	64.7%	45.0%	20.2%	93.3%
40" and over	93	65	12	61	44	17	91
%V	9.1%	10.8%	7.3%	8.3%	9.3%	6.5%	9.8%
%H		69.9%	12.9%	65.6%	47.3%	18.3%	97.8%
Don't know	12	7	1	8	4	4	11
%V	1.2%	1.2%	0.6%	1.1%	0.8%	1.5%	1.2%
%H		58.3%	8.3%	66.7%	33.3%	33.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1021	601	165	738	475	263	932
%H		58.9%	16.2%	72.3%	46.5%	25.8%	91.3%
PVR	225	159	43	120	92	28	217
%V	22.0%	26.5%	26.1%	16.3%	19.4%	10.6%	23.3%
%H		70.7%	19.1%	53.3%	40.9%	12.4%	96.4%
DVDR	15	9	2	10	7	4	15
%V	1.5%	1.5%	1.2%	1.4%	1.5%	1.5%	1.6%
%H		60.0%	13.3%	66.7%	46.7%	26.7%	100.0%
VCR	11	6	1	10	6	5	9
%V	1.1%	1.0%	0.6%	1.4%	1.3%	1.9%	1.0%
%H		54.5%	9.1%	90.9%	54.5%	45.5%	81.8%
Any recorder	241	167	45	133	98	35	231
%V	23.6%	27.8%	27.3%	18.0%	20.6%	13.3%	24.8%
%H		69.3%	18.7%	55.2%	40.7%	14.5%	95.9%

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	1021	601	165	738	475	263	932
%H		58.9%	16.2%	72.3%	46.5%	25.8%	91.3%
Receives HDTV (via STB or built-in reception)	250	155	53	155	106	49	243
%V	24.5%	25.8%	32.1%	21.0%	22.3%	18.6%	26.1%
%H		62.0%	21.2%	62.0%	42.4%	19.6%	97.2%
DVD/Blu-ray player or recorder	417	249	68	320	216	104	390
%V	40.8%	41.4%	41.2%	43.4%	45.5%	39.5%	41.8%
%H		59.7%	16.3%	76.7%	51.8%	24.9%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2522	2429	1270	376	1627	847	781	2172
%H		96.3%	50.4%	14.9%	64.5%	33.6%	31.0%	86.1%
Total Children	458	444	267	63	278	165	113	429
%V	18.2%	18.3%	21.0%	16.8%	17.1%	19.5%	14.5%	19.8%
%H		96.9%	58.3%	13.8%	60.7%	36.0%	24.7%	93.7%
0 - 3	109	103	60	15	62	34	28	98
%V	4.3%	4.2%	4.7%	4.0%	3.8%	4.0%	3.6%	4.5%
%H		94.5%	55.0%	13.8%	56.9%	31.2%	25.7%	89.9%
4 - 15	349	341	206	49	216	131	85	331
%V	13.8%	14.0%	16.2%	13.0%	13.3%	15.5%	10.9%	15.2%
%H		97.7%	59.0%	14.0%	61.9%	37.5%	24.4%	94.8%
4 - 9	180	175	101	25	114	66	49	169
%V	7.1%	7.2%	8.0%	6.6%	7.0%	7.8%	6.3%	7.8%
%H		97.2%	56.1%	13.9%	63.3%	36.7%	27.2%	93.9%
10 - 15	168	166	105	24	102	65	37	162
%V	6.7%	6.8%	8.3%	6.4%	6.3%	7.7%	4.7%	7.5%
%H		98.8%	62.5%	14.3%	60.7%	38.7%	22.0%	96.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2522	2429	1270	376	1627	847	781	2172
%H		96.3%	50.4%	14.9%	64.5%	33.6%	31.0%	86.1%
Total Adults (16+)	2064	1984	1003	313	1349	681	668	1743
%V	81.8%	81.7%	79.0%	83.2%	82.9%	80.4%	85.5%	80.2%
%H		96.1%	48.6%	15.2%	65.4%	33.0%	32.4%	84.4%
16 - 19	140	133	75	24	79	52	27	130
%V	5.6%	5.5%	5.9%	6.4%	4.9%	6.1%	3.5%	6.0%
%H		95.0%	53.6%	17.1%	56.4%	37.1%	19.3%	92.9%
20 - 24	130	120	56	31	74	45	29	116
%V	5.2%	4.9%	4.4%	8.2%	4.5%	5.3%	3.7%	5.3%
%H		92.3%	43.1%	23.8%	56.9%	34.6%	22.3%	89.2%
25 - 34	277	264	133	56	165	89	76	249
%V	11.0%	10.9%	10.5%	14.9%	10.1%	10.5%	9.7%	11.5%
%H		95.3%	48.0%	20.2%	59.6%	32.1%	27.4%	89.9%
35 - 44	309	298	177	40	189	106	83	286
%V	12.3%	12.3%	13.9%	10.6%	11.6%	12.5%	10.6%	13.2%
%H		96.4%	57.3%	12.9%	61.2%	34.3%	26.9%	92.6%
45 - 54	402	390	204	68	259	140	119	367
%V	15.9%	16.1%	16.1%	18.1%	15.9%	16.5%	15.2%	16.9%
%H		97.0%	50.7%	16.9%	64.4%	34.8%	29.6%	91.3%
55 - 64	286	274	137	37	189	86	103	256
%V	11.3%	11.3%	10.8%	9.8%	11.6%	10.2%	13.2%	11.8%
%H		95.8%	47.9%	12.9%	66.1%	30.1%	36.0%	89.5%
65+	520	505	221	57	394	163	230	338
%V	20.6%	20.8%	17.4%	15.2%	24.2%	19.2%	29.4%	15.6%
%H		97.1%	42.5%	11.0%	75.8%	31.3%	44.2%	65.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

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+)	2064	1984	1003	313	1349	681	668	1743
%H		96.1%	48.6%	15.2%	65.4%	33.0%	32.4%	84.4%
AB	598	583	300	79	399	193	207	569
%V	29.0%	29.4%	29.9%	25.2%	29.6%	28.3%	31.0%	32.6%
%H		97.5%	50.2%	13.2%	66.7%	32.3%	34.6%	95.2%
C1	596	562	278	90	371	189	182	527
%V	28.9%	28.3%	27.7%	28.8%	27.5%	27.8%	27.2%	30.2%
%H		94.3%	46.6%	15.1%	62.2%	31.7%	30.5%	88.4%
C2	457	447	254	81	297	177	120	390
%V	22.1%	22.5%	25.3%	25.9%	22.0%	26.0%	18.0%	22.4%
%H		97.8%	55.6%	17.7%	65.0%	38.7%	26.3%	85.3%
D	250	238	106	43	173	82	91	180
%V	12.1%	12.0%	10.6%	13.7%	12.8%	12.0%	13.6%	10.3%
%H		95.2%	42.4%	17.2%	69.2%	32.8%	36.4%	72.0%
E	163	153	66	20	108	40	68	78
%V	7.9%	7.7%	6.6%	6.4%	8.0%	5.9%	10.2%	4.5%
%H		93.9%	40.5%	12.3%	66.3%	24.5%	41.7%	47.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	2064	1984	1003	313	1349	681	668	1743
%H		96.1%	48.6%	15.2%	65.4%	33.0%	32.4%	84.4%
Working full time	868	843	461	149	535	295	240	812
%V	42.1%	42.5%	46.0%	47.6%	39.7%	43.3%	35.9%	46.6%
%H		97.1%	53.1%	17.2%	61.6%	34.0%	27.6%	93.5%
Working part time	250	241	126	39	170	92	78	230
%V	12.1%	12.1%	12.6%	12.5%	12.6%	13.5%	11.7%	13.2%
%H		96.4%	50.4%	15.6%	68.0%	36.8%	31.2%	92.0%
Not working	946	901	416	125	644	293	350	701
%V	45.8%	45.4%	41.5%	39.9%	47.7%	43.0%	52.4%	40.2%
%H		95.2%	44.0%	13.2%	68.1%	31.0%	37.0%	74.1%
Housewife/Houseperson	1094	1044	496	149	727	325	402	861
%V	53.0%	52.6%	49.5%	47.6%	53.9%	47.7%	60.2%	49.4%
%H		95.4%	45.3%	13.6%	66.5%	29.7%	36.7%	78.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	941	484	152	641	336	305	852
%H		95.5%	49.1%	15.4%	65.1%	34.1%	31.0%	86.5%
16 - 19	70	67	40	12	35	25	10	67
%V	7.1%	7.1%	8.3%	7.9%	5.5%	7.4%	3.3%	7.9%
%H		95.7%	57.1%	17.1%	50.0%	35.7%	14.3%	95.7%
20 - 24	61	56	25	13	37	23	14	54
%V	6.2%	6.0%	5.2%	8.6%	5.8%	6.8%	4.6%	6.3%
%H		91.8%	41.0%	21.3%	60.7%	37.7%	23.0%	88.5%
25 - 34	135	127	60	29	77	38	39	122
%V	13.7%	13.5%	12.4%	19.1%	12.0%	11.3%	12.8%	14.3%
%H		94.1%	44.4%	21.5%	57.0%	28.1%	28.9%	90.4%
35 - 44	145	138	88	17	84	49	35	134
%V	14.7%	14.7%	18.2%	11.2%	13.1%	14.6%	11.5%	15.7%
%H		95.2%	60.7%	11.7%	57.9%	33.8%	24.1%	92.4%
45 - 54	200	193	99	36	135	75	60	182
%V	20.3%	20.5%	20.5%	23.7%	21.1%	22.3%	19.7%	21.4%
%H		96.5%	49.5%	18.0%	67.5%	37.5%	30.0%	91.0%
55 - 64	146	140	71	21	95	44	51	130
%V	14.8%	14.9%	14.7%	13.8%	14.8%	13.1%	16.7%	15.3%
%H		95.9%	48.6%	14.4%	65.1%	30.1%	34.9%	89.0%
65+	227	220	102	23	179	82	97	163
%V	23.0%	23.4%	21.1%	15.1%	27.9%	24.4%	31.8%	19.1%
%H		96.9%	44.9%	10.1%	78.9%	36.1%	42.7%	71.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	941	484	152	641	336	305	852
%H		95.5%	49.1%	15.4%	65.1%	34.1%	31.0%	86.5%
AB	302	294	154	42	199	100	100	290
%V	30.7%	31.2%	31.8%	27.6%	31.0%	29.8%	32.8%	34.0%
%H		97.4%	51.0%	13.9%	65.9%	33.1%	33.1%	96.0%
C1	275	257	130	44	170	94	76	249
%V	27.9%	27.3%	26.9%	28.9%	26.5%	28.0%	24.9%	29.2%
%H		93.5%	47.3%	16.0%	61.8%	34.2%	27.6%	90.5%
C2	227	221	126	39	148	88	60	195
%V	23.0%	23.5%	26.0%	25.7%	23.1%	26.2%	19.7%	22.9%
%H		97.4%	55.5%	17.2%	65.2%	38.8%	26.4%	85.9%
D	116	110	50	21	79	38	41	90
%V	11.8%	11.7%	10.3%	13.8%	12.3%	11.3%	13.4%	10.6%
%H		94.8%	43.1%	18.1%	68.1%	32.8%	35.3%	77.6%
E	64	59	24	7	45	16	28	29
%V	6.5%	6.3%	5.0%	4.6%	7.0%	4.8%	9.2%	3.4%
%H		92.2%	37.5%	10.9%	70.3%	25.0%	43.8%	45.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	985	941	484	152	641	336	305	852
%H		95.5%	49.1%	15.4%	65.1%	34.1%	31.0%	86.5%
Working full time	537	518	289	87	331	185	147	504
%V	54.5%	55.0%	59.7%	57.2%	51.6%	55.1%	48.2%	59.2%
%H		96.5%	53.8%	16.2%	61.6%	34.5%	27.4%	93.9%
Working part time	52	48	22	9	35	18	17	47
%V	5.3%	5.1%	4.5%	5.9%	5.5%	5.4%	5.6%	5.5%
%H		92.3%	42.3%	17.3%	67.3%	34.6%	32.7%	90.4%
Not working	396	375	173	56	274	133	141	302
%V	40.2%	39.9%	35.7%	36.8%	42.7%	39.6%	46.2%	35.4%
%H		94.7%	43.7%	14.1%	69.2%	33.6%	35.6%	76.3%
Housewife/Houseperson	230	210	91	30	148	56	92	166
%V	23.4%	22.3%	18.8%	19.7%	23.1%	16.7%	30.2%	19.5%
%H		91.3%	39.6%	13.0%	64.3%	24.3%	40.0%	72.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1043	519	161	708	346	363	891
%H		96.7%	48.1%	14.9%	65.6%	32.1%	33.6%	82.6%
16 - 19	70	66	35	12	44	26	18	63
%V	6.5%	6.3%	6.7%	7.5%	6.2%	7.5%	5.0%	7.1%
%H		94.3%	50.0%	17.1%	62.9%	37.1%	25.7%	90.0%
20 - 24	69	64	31	18	37	22	15	62
%V	6.4%	6.1%	6.0%	11.2%	5.2%	6.4%	4.1%	7.0%
%H		92.8%	44.9%	26.1%	53.6%	31.9%	21.7%	89.9%
25 - 34	141	138	73	27	88	51	38	128
%V	13.1%	13.2%	14.1%	16.8%	12.4%	14.7%	10.5%	14.4%
%H		97.9%	51.8%	19.1%	62.4%	36.2%	27.0%	90.8%
35 - 44	164	160	90	22	106	57	48	152
%V	15.2%	15.3%	17.3%	13.7%	15.0%	16.5%	13.2%	17.1%
%H		97.6%	54.9%	13.4%	64.6%	34.8%	29.3%	92.7%
45 - 54	202	197	105	32	125	65	59	185
%V	18.7%	18.9%	20.2%	19.9%	17.7%	18.8%	16.3%	20.8%
%H		97.5%	52.0%	15.8%	61.9%	32.2%	29.2%	91.6%
55 - 64	140	134	66	16	94	42	51	126
%V	13.0%	12.8%	12.7%	9.9%	13.3%	12.1%	14.0%	14.1%
%H		95.7%	47.1%	11.4%	67.1%	30.0%	36.4%	90.0%
65+	293	285	119	33	215	81	134	175
%V	27.2%	27.3%	22.9%	20.5%	30.4%	23.4%	36.9%	19.6%
%H		97.3%	40.6%	11.3%	73.4%	27.6%	45.7%	59.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1043	519	161	708	346	363	891
%H		96.7%	48.1%	14.9%	65.6%	32.1%	33.6%	82.6%
AB	296	289	145	37	200	93	107	279
%V	27.4%	27.7%	27.9%	23.0%	28.2%	26.9%	29.5%	31.3%
%H		97.6%	49.0%	12.5%	67.6%	31.4%	36.1%	94.3%
C1	321	305	149	46	201	96	106	279
%V	29.7%	29.2%	28.7%	28.6%	28.4%	27.7%	29.2%	31.3%
%H		95.0%	46.4%	14.3%	62.6%	29.9%	33.0%	86.9%
C2	229	226	128	42	149	89	60	195
%V	21.2%	21.7%	24.7%	26.1%	21.0%	25.7%	16.5%	21.9%
%H		98.7%	55.9%	18.3%	65.1%	38.9%	26.2%	85.2%
D	134	128	56	22	95	44	50	90
%V	12.4%	12.3%	10.8%	13.7%	13.4%	12.7%	13.8%	10.1%
%H		95.5%	41.8%	16.4%	70.9%	32.8%	37.3%	67.2%
E	99	94	41	13	63	24	40	49
%V	9.2%	9.0%	7.9%	8.1%	8.9%	6.9%	11.0%	5.5%
%H		94.9%	41.4%	13.1%	63.6%	24.2%	40.4%	49.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1043	519	161	708	346	363	891
%H		96.7%	48.1%	14.9%	65.6%	32.1%	33.6%	82.6%
Working full time	331	325	172	61	203	111	93	309
%V	30.7%	31.2%	33.1%	37.9%	28.7%	32.1%	25.6%	34.7%
%H		98.2%	52.0%	18.4%	61.3%	33.5%	28.1%	93.4%
Working part time	198	193	104	30	135	74	61	183
%V	18.4%	18.5%	20.0%	18.6%	19.1%	21.4%	16.8%	20.5%
%H		97.5%	52.5%	15.2%	68.2%	37.4%	30.8%	92.4%
Not working	550	526	243	69	370	161	209	399
%V	51.0%	50.4%	46.8%	42.9%	52.3%	46.5%	57.6%	44.8%
%H		95.6%	44.2%	12.5%	67.3%	29.3%	38.0%	72.5%
Housewife/Houseperson	864	834	405	119	578	269	309	694
%V	80.1%	80.0%	78.0%	73.9%	81.6%	77.7%	85.1%	77.9%
%H		96.5%	46.9%	13.8%	66.9%	31.1%	35.8%	80.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents	Page
Household	
Table 3.1: Social Grade	60
Table 3.2: Housewife Age	61
Table 3.3: Size of Household	62
Table 3.4: Presence of Children	63
Table 3.5: Number of TV sets in household	64
Table 3.6: Screen size	65
Table 3.7: Location of ANY set in household	66
Table 3.8: Platform Provider	67
Table 3.9: Recorders and other equipment	68
Table 3.10: Computers and Internet	69
Sets	
Table 3.11: Screen Size	70
Table 3.12: Location of set	71
Table 3.13: Recorders	72
Table 3.14: Other TV equipment	72
Table 3.15: Main Set Screen Size	73
Table 3.16: Main Set Recorders	74
Table 3.17: Main Set - Other TV equipment	74
Table 3.18: Other Sets (non-Main Set) Screen Size	75
Table 3.19: Other Set (non-Main Set) Recorders	76
Table 3.20: Other Set (non-Main Set) - Other TV equipment	76
Individuals	
Table 3.21: Age of Children	77
Table 3.22: Adults - Age	78
Table 3.23: Social Grade (Adults 16+)	79
Table 3.24: Working Status (Adults 16+)	80
Table 3.25: Males - Age	81
Table 3.26: Social Grade (Males 16+)	82
Table 3.27: Working Status (Males 16+)	83
Table 3.28: Females - Age	84
Table 3.29: Social Grade (Females 16+)	85
Table 3.30: Working Status (Females 16+)	86

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
AB	865	841	368	149	645	319	326	780
%V	24.0%	24.4%	27.4%	21.9%	24.0%	25.3%	22.8%	29.3%
%H (All HH)		97.2%	42.5%	17.2%	74.6%	36.9%	37.7%	90.2%
%H (TV HH)			43.8%	17.7%	76.7%	37.9%	38.8%	
C1	906	868	338	195	676	340	336	752
%V	25.2%	25.1%	25.1%	28.6%	25.2%	27.0%	23.5%	28.2%
%H (All HH)		95.8%	37.3%	21.5%	74.6%	37.5%	37.1%	83.0%
%H (TV HH)			38.9%	22.5%	77.9%	39.2%	38.7%	
C2	781	762	305	171	593	306	287	603
%V	21.7%	22.1%	22.7%	25.1%	22.1%	24.3%	20.1%	22.6%
%H (All HH)		97.6%	39.1%	21.9%	75.9%	39.2%	36.7%	77.2%
%H (TV HH)			40.0%	22.4%	77.8%	40.2%	37.7%	
D	592	564	214	113	430	193	238	359
%V	16.4%	16.3%	15.9%	16.6%	16.0%	15.3%	16.7%	13.5%
%H (All HH)		95.3%	36.1%	19.1%	72.6%	32.6%	40.2%	60.6%
%H (TV HH)			37.9%	20.0%	76.2%	34.2%	42.2%	
E	456	416	118	54	343	103	240	170
%V	12.7%	12.1%	8.8%	7.9%	12.8%	8.2%	16.8%	6.4%
%H (All HH)		91.2%	25.9%	11.8%	75.2%	22.6%	52.6%	37.3%
%H (TV HH)			28.4%	13.0%	82.5%	24.8%	57.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%V (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Under 25	181	154	46	31	115	45	71	140
%V	5.0%	4.5%	3.4%	4.6%	4.3%	3.6%	5.0%	5.3%
%H (All HH)		85.1%	25.4%	17.1%	63.5%	24.9%	39.2%	77.3%
%H (TV HH)			29.9%	20.1%	74.7%	29.2%	46.1%	
25 - 34	525	503	234	118	342	196	146	456
%V	14.6%	14.6%	17.4%	17.3%	12.7%	15.6%	10.2%	17.1%
%H (All HH)		95.8%	44.6%	22.5%	65.1%	37.3%	27.8%	86.9%
%H (TV HH)			46.5%	23.5%	68.0%	39.0%	29.0%	
35 - 44	618	595	281	148	417	253	164	558
%V	17.2%	17.2%	20.9%	21.7%	15.5%	20.1%	11.5%	20.9%
%H (All HH)		96.3%	45.5%	23.9%	67.5%	40.9%	26.5%	90.3%
%H (TV HH)			47.2%	24.9%	70.1%	42.5%	27.6%	
45 - 54	688	663	299	143	524	300	224	598
%V	19.1%	19.2%	22.2%	21.0%	19.5%	23.8%	15.7%	22.4%
%H (All HH)		96.4%	43.5%	20.8%	76.2%	43.6%	32.6%	86.9%
%H (TV HH)			45.1%	21.6%	79.0%	45.2%	33.8%	
55 - 64	588	564	229	112	447	221	227	461
%V	16.3%	16.3%	17.0%	16.4%	16.6%	17.5%	15.9%	17.3%
%H (All HH)		95.9%	38.9%	19.0%	76.0%	37.6%	38.6%	78.4%
%H (TV HH)			40.6%	19.9%	79.3%	39.2%	40.2%	
65 +	1000	974	256	129	841	246	595	450
%V	27.8%	28.2%	19.0%	18.9%	31.3%	19.5%	41.7%	16.9%
%H (All HH)		97.4%	25.6%	12.9%	84.1%	24.6%	59.5%	45.0%
%H (TV HH)			26.3%	13.2%	86.3%	25.3%	61.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
1	1080	999	242	131	832	216	616	499
%V	30.0%	28.9%	18.0%	19.2%	31.0%	17.1%	43.2%	18.7%
%H (All HH)		92.5%	22.4%	12.1%	77.0%	20.0%	57.0%	46.2%
%H (TV HH)			24.2%	13.1%	83.3%	21.6%	61.7%	
2	1220	1184	463	243	934	453	481	970
%V	33.9%	34.3%	34.4%	35.7%	34.8%	36.0%	33.7%	36.4%
%H (All HH)		97.0%	38.0%	19.9%	76.6%	37.1%	39.4%	79.5%
%H (TV HH)			39.1%	20.5%	78.9%	38.3%	40.6%	
3	570	556	267	125	420	254	166	511
%V	15.8%	16.1%	19.9%	18.4%	15.6%	20.2%	11.6%	19.2%
%H (All HH)		97.5%	46.8%	21.9%	73.7%	44.6%	29.1%	89.6%
%H (TV HH)			48.0%	22.5%	75.5%	45.7%	29.9%	
4	470	461	242	112	328	218	110	442
%V	13.1%	13.4%	18.0%	16.4%	12.2%	17.3%	7.7%	16.6%
%H (All HH)		98.1%	51.5%	23.8%	69.8%	46.4%	23.4%	94.0%
%H (TV HH)			52.5%	24.3%	71.1%	47.3%	23.9%	
5+	260	252	130	69	173	119	54	241
%V	7.2%	7.3%	9.7%	10.1%	6.4%	9.4%	3.8%	9.0%
%H (All HH)		96.9%	50.0%	26.5%	66.5%	45.8%	20.8%	92.7%
%H (TV HH)			51.6%	27.4%	68.7%	47.2%	21.4%	
Average HH size	2.37	2.40	2.72	2.68	2.32	2.71	1.97	2.66

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Without	2654	2525	889	453	2034	852	1182	1812
%V	73.7%	73.1%	66.1%	66.5%	75.7%	67.6%	82.8%	68.0%
%H (All HH)		95.1%	33.5%	17.1%	76.6%	32.1%	44.5%	68.3%
%H (TV HH)			35.2%	17.9%	80.6%	33.7%	46.8%	
With	945	927	455	228	653	409	244	851
%V	26.3%	26.9%	33.9%	33.5%	24.3%	32.5%	17.1%	31.9%
%H (All HH)		98.1%	48.1%	24.1%	69.1%	43.3%	25.8%	90.1%
%H (TV HH)			49.1%	24.6%	70.4%	44.1%	26.3%	
0 - 3	384	375	186	84	262	160	102	327
%V	10.7%	10.9%	13.8%	12.3%	9.8%	12.7%	7.1%	12.3%
%H (All HH)		97.7%	48.4%	21.9%	68.2%	41.7%	26.6%	85.2%
%H (TV HH)			49.6%	22.4%	69.9%	42.7%	27.2%	
4 - 9	467	457	234	106	311	196	115	420
%V	13.0%	13.2%	17.4%	15.6%	11.6%	15.6%	8.1%	15.8%
%H (All HH)		97.9%	50.1%	22.7%	66.6%	42.0%	24.6%	89.9%
%H (TV HH)			51.2%	23.2%	68.1%	42.9%	25.2%	
10 - 15	439	432	215	114	309	203	107	415
%V	12.2%	12.5%	16.0%	16.7%	11.5%	16.1%	7.5%	15.6%
%H (All HH)		98.4%	49.0%	26.0%	70.4%	46.2%	24.4%	94.5%
%H (TV HH)			49.8%	26.4%	71.5%	47.0%	24.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
1	1410	1410	441	220	1002	277	725	869
%V	39.2%	40.8%	32.8%	32.3%	37.3%	22.0%	50.8%	32.6%
%H (All HH)		100.0%	31.3%	15.6%	71.1%	19.6%	51.4%	61.6%
%H (TV HH)			31.3%	15.6%	71.1%	19.6%	51.4%	
2	1160	1160	465	244	929	468	461	899
%V	32.2%	33.6%	34.6%	35.8%	34.6%	37.1%	32.3%	33.7%
%H (All HH)		100.0%	40.1%	21.0%	80.1%	40.3%	39.7%	77.5%
%H (TV HH)			40.1%	21.0%	80.1%	40.3%	39.7%	
3	559	559	260	130	474	297	177	504
%V	15.5%	16.2%	19.3%	19.1%	17.6%	23.6%	12.4%	18.9%
%H (All HH)		100.0%	46.5%	23.3%	84.8%	53.1%	31.7%	90.2%
%H (TV HH)			46.5%	23.3%	84.8%	53.1%	31.7%	
4	212	212	112	60	186	143	43	199
%V	5.9%	6.1%	8.3%	8.8%	6.9%	11.3%	3.0%	7.5%
%H (All HH)		100.0%	52.8%	28.3%	87.7%	67.5%	20.3%	93.9%
%H (TV HH)			52.8%	28.3%	87.7%	67.5%	20.3%	
5+	111	111	67	27	96	75	21	107
%V	3.1%	3.2%	5.0%	4.0%	3.6%	6.0%	1.5%	4.0%
%H (All HH)		100.0%	60.4%	24.3%	86.5%	67.6%	18.9%	96.4%
%H (TV HH)			60.4%	24.3%	86.5%	67.6%	18.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Under 20"	859	859	341	176	739	391	348	689
%V	23.9%	24.9%	25.4%	25.8%	27.5%	31.0%	24.4%	25.9%
%H (All HH)		100.0%	39.7%	20.5%	86.0%	45.5%	40.5%	80.2%
%H (TV HH)			39.7%	20.5%	86.0%	45.5%	40.5%	
20" - 29"	1315	1315	485	264	1094	521	572	975
%V	36.5%	38.1%	36.1%	38.8%	40.7%	41.3%	40.1%	36.6%
%H (All HH)		100.0%	36.9%	20.1%	83.2%	39.6%	43.5%	74.1%
%H (TV HH)			36.9%	20.1%	83.2%	39.6%	43.5%	
30" - 39"	1865	1865	737	385	1485	736	748	1431
%V	51.8%	54.0%	54.8%	56.5%	55.3%	58.4%	52.4%	53.7%
%H (All HH)		100.0%	39.5%	20.6%	79.6%	39.5%	40.1%	76.7%
%H (TV HH)			39.5%	20.6%	79.6%	39.5%	40.1%	
40" and over	1437	1437	728	337	1073	688	385	1257
%V	39.9%	41.6%	54.2%	49.5%	39.9%	54.6%	27.0%	47.2%
%H (All HH)		100.0%	50.7%	23.5%	74.7%	47.9%	26.8%	87.5%
%H (TV HH)			50.7%	23.5%	74.7%	47.9%	26.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Main living room	3407	3407	1331	676	2655	1251	1404	2546
%V	94.7%	98.7%	99.0%	99.3%	98.8%	99.3%	98.4%	95.6%
%H (All HH)		100.0%	39.1%	19.8%	77.9%	36.7%	41.2%	74.7%
%H (TV HH)			39.1%	19.8%	77.9%	36.7%	41.2%	
Kitchen	433	433	193	83	387	225	163	356
%V	12.0%	12.5%	14.4%	12.2%	14.4%	17.9%	11.4%	13.4%
%H (All HH)		100.0%	44.6%	19.2%	89.4%	52.0%	37.6%	82.2%
%H (TV HH)			44.6%	19.2%	89.4%	52.0%	37.6%	
Adult's bedroom	1480	1480	661	345	1240	750	490	1252
%V	41.1%	42.9%	49.2%	50.7%	46.1%	59.5%	34.3%	47.0%
%H (All HH)		100.0%	44.7%	23.3%	83.8%	50.7%	33.1%	84.6%
%H (TV HH)			44.7%	23.3%	83.8%	50.7%	33.1%	
Child's bedroom	363	363	183	102	290	207	83	340
%V	10.1%	10.5%	13.6%	15.0%	10.8%	16.4%	5.8%	12.8%
%H (All HH)		100.0%	50.4%	28.1%	79.9%	57.0%	22.9%	93.7%
%H (TV HH)			50.4%	28.1%	79.9%	57.0%	22.9%	
Other bedroom	160	160	75	47	131	87	44	144
%V	4.4%	4.6%	5.6%	6.9%	4.9%	6.9%	3.1%	5.4%
%H (All HH)		100.0%	46.9%	29.4%	81.9%	54.4%	27.5%	90.0%
%H (TV HH)			46.9%	29.4%	81.9%	54.4%	27.5%	
Second living/dining room	353	353	169	78	290	179	111	299
%V	9.8%	10.2%	12.6%	11.5%	10.8%	14.2%	7.8%	11.2%
%H (All HH)		100.0%	47.9%	22.1%	82.2%	50.7%	31.4%	84.7%
%H (TV HH)			47.9%	22.1%	82.2%	50.7%	31.4%	
Study/office	47	47	21	8	37	19	18	44
%V	1.3%	1.4%	1.6%	1.2%	1.4%	1.5%	1.3%	1.7%
%H (All HH)		100.0%	44.7%	17.0%	78.7%	40.4%	38.3%	93.6%
%H (TV HH)			44.7%	17.0%	78.7%	40.4%	38.3%	
TV room	25	25	13	4	20	12	7	23
%V	0.7%	0.7%	1.0%	0.6%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	52.0%	16.0%	80.0%	48.0%	28.0%	92.0%
%H (TV HH)			52.0%	16.0%	80.0%	48.0%	28.0%	
Conservatory	89	89	47	18	76	50	27	84
%V	2.5%	2.6%	3.5%	2.6%	2.8%	4.0%	1.9%	3.2%
%H (All HH)		100.0%	52.8%	20.2%	85.4%	56.2%	30.3%	94.4%
%H (TV HH)			52.8%	20.2%	85.4%	56.2%	30.3%	
Attic or loft room	7	7	2	2	6	3	3	7
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	28.6%	28.6%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			28.6%	28.6%	85.7%	42.9%	42.9%	
No specific location	3	3	2	0	3	2	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Other	25	25	11	7	21	14	7	24
%V	0.7%	0.7%	0.8%	1.0%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	44.0%	28.0%	84.0%	56.0%	28.0%	96.0%
%H (TV HH)			44.0%	28.0%	84.0%	56.0%	28.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%V (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Any DSAT provider	1344	1344	1344	34	852	852	0	1157
%V	37.3%	38.9%	100.0%	5.0%	31.7%	67.6%	0.0%	43.4%
%H (All HH)			100.0%	2.5%	63.4%	63.4%	0.0%	86.1%
%H (TV HH)			100.0%	2.5%	63.4%	63.4%	0.0%	
Sky with subscription	1094	1094	1094	16	705	705	0	967
%V	30.4%	31.7%	81.4%	2.3%	26.2%	56.0%	0.0%	36.3%
%H (All HH)			100.0%	1.5%	64.4%	64.4%	0.0%	88.4%
%H (TV HH)			100.0%	1.5%	64.4%	64.4%	0.0%	
Sky without subscription	94	94	94	9	46	46	0	63
%V	2.6%	2.7%	7.0%	1.3%	1.7%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	9.6%	48.9%	48.9%	0.0%	67.0%
%H (TV HH)			100.0%	9.6%	48.9%	48.9%	0.0%	
Freesat	137	137	137	7	92	92	0	112
%V	3.8%	4.0%	10.2%	1.0%	3.4%	7.3%	0.0%	4.2%
%H (All HH)			100.0%	5.1%	67.2%	67.2%	0.0%	81.8%
%H (TV HH)			100.0%	5.1%	67.2%	67.2%	0.0%	
Other satellite provider	42	42	42	3	21	21	0	37
%V	1.2%	1.2%	3.1%	0.4%	0.8%	1.7%	0.0%	1.4%
%H (All HH)			100.0%	7.1%	50.0%	50.0%	0.0%	88.1%
%H (TV HH)			100.0%	7.1%	50.0%	50.0%	0.0%	
DCAB	681	681	34	681	431	431	0	600
%V	18.9%	19.7%	2.5%	100.0%	16.0%	34.2%	0.0%	22.5%
%H (All HH)			5.0%	100.0%	63.3%	63.3%	0.0%	88.1%
%H (TV HH)			5.0%	100.0%	63.3%	63.3%	0.0%	
DTT	2687	2687	852	431	2687	1260	1427	1926
%V	74.7%	77.8%	63.4%	63.3%	100.0%	100.0%	100.0%	72.3%
%H (All HH)		100.0%	31.7%	16.0%	100.0%	46.9%	53.1%	71.7%
%H (TV HH)			31.7%	16.0%	100.0%	46.9%	53.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
PVR	2070	2070	1113	526	1514	1057	457	1810
%V	57.5%	60.0%	82.8%	77.2%	56.3%	83.9%	32.0%	67.9%
%H (All HH)		100.0%	53.8%	25.4%	73.1%	51.1%	22.1%	87.4%
%H (TV HH)			53.8%	25.4%	73.1%	51.1%	22.1%	
DVDR	136	136	54	29	100	47	53	114
%V	3.8%	3.9%	4.0%	4.3%	3.7%	3.7%	3.7%	4.3%
%H (All HH)		100.0%	39.7%	21.3%	73.5%	34.6%	39.0%	83.8%
%H (TV HH)			39.7%	21.3%	73.5%	34.6%	39.0%	
VCR	98	98	32	16	83	31	52	53
%V	2.7%	2.8%	2.4%	2.3%	3.1%	2.5%	3.6%	2.0%
%H (All HH)		100.0%	32.7%	16.3%	84.7%	31.6%	53.1%	54.1%
%H (TV HH)			32.7%	16.3%	84.7%	31.6%	53.1%	
Any recorder	2160	2160	1129	537	1594	1073	521	1854
%V	60.0%	62.6%	84.0%	78.9%	59.3%	85.2%	36.5%	69.6%
%H (All HH)		100.0%	52.3%	24.9%	73.8%	49.7%	24.1%	85.8%
%H (TV HH)			52.3%	24.9%	73.8%	49.7%	24.1%	
Receives HDTV (via STB or built-in reception)	1888	1888	895	491	1430	904	526	1651
%V	52.5%	54.7%	66.6%	72.1%	53.2%	71.7%	36.9%	62.0%
%H (All HH)		100.0%	47.4%	26.0%	75.7%	47.9%	27.9%	87.4%
%H (TV HH)			47.4%	26.0%	75.7%	47.9%	27.9%	
DVD/Blu-ray player or recorder	2653	2653	1096	552	2085	1056	1029	2121
%V	73.7%	76.9%	81.5%	81.1%	77.6%	83.8%	72.1%	79.6%
%H (All HH)		100.0%	41.3%	20.8%	78.6%	39.8%	38.8%	79.9%
%H (TV HH)			41.3%	20.8%	78.6%	39.8%	38.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3452	1344	681	2687	1260	1427	2664
%H (All HH)		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%
%H (TV HH)			38.9%	19.7%	77.8%	36.5%	41.3%	
Has broadband internet	2664	2578	1157	600	1926	1103	823	2664
%V	74.0%	74.7%	86.1%	88.1%	71.7%	87.5%	57.7%	100.0%
%H (All HH)		96.8%	43.4%	22.5%	72.3%	41.4%	30.9%	100.0%
%H (TV HH)			44.9%	23.3%	74.7%	42.8%	31.9%	
Number of computers (PCs and laptops)								
0	817	768	163	78	667	140	527	45
%V	22.7%	22.2%	12.1%	11.5%	24.8%	11.1%	36.9%	1.7%
%H (All HH)		94.0%	20.0%	9.5%	81.6%	17.1%	64.5%	5.5%
%H (TV HH)			21.2%	10.2%	86.8%	18.2%	68.6%	
1	1142	1082	413	203	842	386	456	1013
%V	31.7%	31.3%	30.7%	29.8%	31.3%	30.6%	32.0%	38.0%
%H (All HH)		94.7%	36.2%	17.8%	73.7%	33.8%	39.9%	88.7%
%H (TV HH)			38.2%	18.8%	77.8%	35.7%	42.1%	
2	757	738	329	186	546	322	224	732
%V	21.0%	21.4%	24.5%	27.3%	20.3%	25.6%	15.7%	27.5%
%H (All HH)		97.5%	43.5%	24.6%	72.1%	42.5%	29.6%	96.7%
%H (TV HH)			44.6%	25.2%	74.0%	43.6%	30.4%	
3	434	424	208	101	308	191	117	429
%V	12.1%	12.3%	15.5%	14.8%	11.5%	15.2%	8.2%	16.1%
%H (All HH)		97.7%	47.9%	23.3%	71.0%	44.0%	27.0%	98.8%
%H (TV HH)			49.1%	23.8%	72.6%	45.0%	27.6%	
4	220	217	107	52	159	101	58	218
%V	6.1%	6.3%	8.0%	7.6%	5.9%	8.0%	4.1%	8.2%
%H (All HH)		98.6%	48.6%	23.6%	72.3%	45.9%	26.4%	99.1%
%H (TV HH)			49.3%	24.0%	73.3%	46.5%	26.7%	
5+	229	224	124	61	164	120	44	227
%V	6.4%	6.5%	9.2%	9.0%	6.1%	9.5%	3.1%	8.5%
%H (All HH)		97.8%	54.1%	26.6%	71.6%	52.4%	19.2%	99.1%
%H (TV HH)			55.4%	27.2%	73.2%	53.6%	19.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6854	2958	1481	5543	3079	2465	5555
%H		43.2%	21.6%	80.9%	44.9%	36.0%	81.0%
Under 20"	1097	450	231	956	528	428	899
%V	16.0%	15.2%	15.6%	17.2%	17.1%	17.4%	16.2%
%H		41.0%	21.1%	87.1%	48.1%	39.0%	82.0%
20" - 29"	1674	648	349	1404	716	689	1285
%V	24.4%	21.9%	23.6%	25.3%	23.3%	28.0%	23.1%
%H		38.7%	20.8%	83.9%	42.8%	41.2%	76.8%
30" - 39"	2238	924	472	1790	940	849	1775
%V	32.7%	31.2%	31.9%	32.3%	30.5%	34.4%	32.0%
%H		41.3%	21.1%	80.0%	42.0%	37.9%	79.3%
40" and over	1685	879	398	1255	829	426	1491
%V	24.6%	29.7%	26.9%	22.6%	26.9%	17.3%	26.8%
%H		52.2%	23.6%	74.5%	49.2%	25.3%	88.5%
Don't know	160	58	31	138	65	73	105
%V	2.3%	2.0%	2.1%	2.5%	2.1%	3.0%	1.9%
%H		36.3%	19.4%	86.3%	40.6%	45.6%	65.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6854	2958	1481	5543	3079	2465	5555
%H		43.2%	21.6%	80.9%	44.9%	36.0%	81.0%
Main living room	3422	1338	679	2665	1256	1409	2560
%V	49.9%	45.2%	45.8%	48.1%	40.8%	57.2%	46.1%
%H		39.1%	19.8%	77.9%	36.7%	41.2%	74.8%
Kitchen	436	196	84	391	228	163	360
%V	6.4%	6.6%	5.7%	7.1%	7.4%	6.6%	6.5%
%H		45.0%	19.3%	89.7%	52.3%	37.4%	82.6%
Adult's bedroom	1770	823	409	1487	930	558	1523
%V	25.8%	27.8%	27.6%	26.8%	30.2%	22.6%	27.4%
%H		46.5%	23.1%	84.0%	52.5%	31.5%	86.0%
Child's bedroom	474	241	129	384	275	109	445
%V	6.9%	8.1%	8.7%	6.9%	8.9%	4.4%	8.0%
%H		50.8%	27.2%	81.0%	58.0%	23.0%	93.9%
Other bedroom	192	89	61	158	109	48	175
%V	2.8%	3.0%	4.1%	2.9%	3.5%	1.9%	3.2%
%H		46.4%	31.8%	82.3%	56.8%	25.0%	91.1%
Second living/dining room	357	172	79	292	180	112	303
%V	5.2%	5.8%	5.3%	5.3%	5.8%	4.5%	5.5%
%H		48.2%	22.1%	81.8%	50.4%	31.4%	84.9%
Study/office	49	22	8	37	19	19	46
%V	0.7%	0.7%	0.5%	0.7%	0.6%	0.8%	0.8%
%H		44.9%	16.3%	75.5%	38.8%	38.8%	93.9%
TV room	25	13	4	20	12	7	23
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		52.0%	16.0%	80.0%	48.0%	28.0%	92.0%
Conservatory	90	47	18	77	50	28	85
%V	1.3%	1.6%	1.2%	1.4%	1.6%	1.1%	1.5%
%H		52.2%	20.0%	85.6%	55.6%	31.1%	94.4%
Attic or loft room	8	2	3	7	3	3	7
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	37.5%	87.5%	37.5%	37.5%	87.5%
No specific location	3	2	0	3	2	1	3
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Other	28	13	7	22	14	8	26
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		46.4%	25.0%	78.6%	50.0%	28.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6854	2958	1481	5543	3079	2465	5555
%H		43.2%	21.6%	80.9%	44.9%	36.0%	81.0%
PVR	2700	1513	705	1925	1407	518	2407
%V	39.4%	51.1%	47.6%	34.7%	45.7%	21.0%	43.3%
%H		56.0%	26.1%	71.3%	52.1%	19.2%	89.1%
DVDR	151	62	33	110	53	58	128
%V	2.2%	2.1%	2.2%	2.0%	1.7%	2.4%	2.3%
%H		41.1%	21.9%	72.8%	35.1%	38.4%	84.8%
VCR	103	32	18	88	34	54	56
%V	1.5%	1.1%	1.2%	1.6%	1.1%	2.2%	1.0%
%H		31.1%	17.5%	85.4%	33.0%	52.4%	54.4%
Any recorder	2821	1542	723	2032	1438	594	2476
%V	41.2%	52.1%	48.8%	36.7%	46.7%	24.1%	44.6%
%H		54.7%	25.6%	72.0%	51.0%	21.1%	87.8%

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	6854	2958	1481	5543	3079	2465	5555
%H		43.2%	21.6%	80.9%	44.9%	36.0%	81.0%
Receives HDTV (via STB or built-in reception)	2692	1294	731	2062	1348	713	2402
%V	39.3%	43.7%	49.4%	37.2%	43.8%	28.9%	43.2%
%H		48.1%	27.2%	76.6%	50.1%	26.5%	89.2%
DVD/Blu-ray player or recorder	3892	1700	858	3147	1763	1384	3245
%V	56.8%	57.5%	57.9%	56.8%	57.3%	56.1%	58.4%
%H		43.7%	22.0%	80.9%	45.3%	35.6%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3447	1344	680	2686	1260	1426	2574
%H		39.0%	19.7%	77.9%	36.6%	41.4%	74.7%
Under 20"	65	7	6	51	5	46	32
%V	1.9%	0.5%	0.9%	1.9%	0.4%	3.2%	1.2%
%H		10.8%	9.2%	78.5%	7.7%	70.8%	49.2%
20" - 29"	523	120	75	428	105	323	292
%V	15.2%	8.9%	11.0%	15.9%	8.3%	22.7%	11.3%
%H		22.9%	14.3%	81.8%	20.1%	61.8%	55.8%
30" - 39"	1400	492	262	1114	467	647	999
%V	40.6%	36.6%	38.5%	41.5%	37.1%	45.4%	38.8%
%H		35.1%	18.7%	79.6%	33.4%	46.2%	71.4%
40" and over	1385	705	323	1031	663	368	1210
%V	40.2%	52.5%	47.5%	38.4%	52.6%	25.8%	47.0%
%H		50.9%	23.3%	74.4%	47.9%	26.6%	87.4%
Don't know	75	19	14	61	19	41	40
%V	2.2%	1.4%	2.1%	2.3%	1.5%	2.9%	1.6%
%H		25.3%	18.7%	81.3%	25.3%	54.7%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3447	1344	680	2686	1260	1426	2574
%H		39.0%	19.7%	77.9%	36.6%	41.4%	74.7%
PVR	2027	1094	518	1478	1037	440	1773
%V	58.8%	81.4%	76.2%	55.0%	82.3%	30.9%	68.9%
%H		54.0%	25.6%	72.9%	51.2%	21.7%	87.5%
DVDR	116	47	22	85	38	47	97
%V	3.4%	3.5%	3.2%	3.2%	3.0%	3.3%	3.8%
%H		40.5%	19.0%	73.3%	32.8%	40.5%	83.6%
VCR	83	25	12	68	23	46	41
%V	2.4%	1.9%	1.8%	2.5%	1.8%	3.2%	1.6%
%H		30.1%	14.5%	81.9%	27.7%	55.4%	49.4%
Any recorder	2114	1112	527	1554	1053	501	1817
%V	61.3%	82.7%	77.5%	57.9%	83.6%	35.1%	70.6%
%H		52.6%	24.9%	73.5%	49.8%	23.7%	86.0%

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	3447	1344	680	2686	1260	1426	2574
%H		39.0%	19.7%	77.9%	36.6%	41.4%	74.7%
Receives HDTV (via STB or built-in reception)	1820	873	477	1370	875	495	1593
%V	52.8%	65.0%	70.1%	51.0%	69.4%	34.7%	61.9%
%H		48.0%	26.2%	75.3%	48.1%	27.2%	87.5%
DVD/Blu-ray player or recorder	2499	1030	517	1953	977	976	1993
%V	72.5%	76.6%	76.0%	72.7%	77.5%	68.4%	77.4%
%H		41.2%	20.7%	78.2%	39.1%	39.1%	79.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3407	1615	801	2858	1819	1039	2982
%H		47.4%	23.5%	83.9%	53.4%	30.5%	87.5%
Under 20"	1032	443	226	905	523	381	867
%V	30.3%	27.4%	28.2%	31.7%	28.8%	36.7%	29.1%
%H		42.9%	21.9%	87.7%	50.7%	36.9%	84.0%
20" - 29"	1152	528	273	976	611	365	993
%V	33.8%	32.7%	34.1%	34.1%	33.6%	35.1%	33.3%
%H		45.8%	23.7%	84.7%	53.0%	31.7%	86.2%
30" - 39"	838	432	211	675	473	203	776
%V	24.6%	26.7%	26.3%	23.6%	26.0%	19.5%	26.0%
%H		51.6%	25.2%	80.5%	56.4%	24.2%	92.6%
40" and over	300	174	75	224	167	58	281
%V	8.8%	10.8%	9.4%	7.8%	9.2%	5.6%	9.4%
%H		58.0%	25.0%	74.7%	55.7%	19.3%	93.7%
Don't know	85	38	16	77	45	32	65
%V	2.5%	2.4%	2.0%	2.7%	2.5%	3.1%	2.2%
%H		44.7%	18.8%	90.6%	52.9%	37.6%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3407	1615	801	2858	1819	1039	2982
%H		47.4%	23.5%	83.9%	53.4%	30.5%	87.5%
PVR	672	419	187	447	370	78	635
%V	19.7%	25.9%	23.3%	15.6%	20.3%	7.5%	21.3%
%H		62.4%	27.8%	66.5%	55.1%	11.6%	94.5%
DVDR	35	15	11	25	14	10	31
%V	1.0%	0.9%	1.4%	0.9%	0.8%	1.0%	1.0%
%H		42.9%	31.4%	71.4%	40.0%	28.6%	88.6%
VCR	20	8	5	20	11	9	14
%V	0.6%	0.5%	0.6%	0.7%	0.6%	0.9%	0.5%
%H		40.0%	25.0%	100.0%	55.0%	45.0%	70.0%
Any recorder	707	430	197	478	385	93	660
%V	20.8%	26.6%	24.6%	16.7%	21.2%	9.0%	22.1%
%H		60.8%	27.9%	67.6%	54.5%	13.2%	93.4%

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	3407	1615	801	2858	1819	1039	2982
%H		47.4%	23.5%	83.9%	53.4%	30.5%	87.5%
Receives HDTV (via STB or built-in reception)	872	420	254	692	473	219	809
%V	25.6%	26.0%	31.7%	24.2%	26.0%	21.1%	27.1%
%H		48.2%	29.1%	79.4%	54.2%	25.1%	92.8%
DVD/Blu-ray player or recorder	1393	670	341	1194	786	408	1252
%V	40.9%	41.5%	42.6%	41.8%	43.2%	39.3%	42.0%
%H		48.1%	24.5%	85.7%	56.4%	29.3%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8529	8252	3654	1812	6210	3406	2804	7061
%H		96.8%	42.8%	21.2%	72.8%	39.9%	32.9%	82.8%
Total Children	1669	1635	818	397	1139	720	419	1501
%V	19.6%	19.8%	22.4%	21.9%	18.3%	21.1%	14.9%	21.3%
%H		98.0%	49.0%	23.8%	68.2%	43.1%	25.1%	89.9%
0 - 3	455	445	214	105	314	190	124	384
%V	5.3%	5.4%	5.9%	5.8%	5.1%	5.6%	4.4%	5.4%
%H		97.8%	47.0%	23.1%	69.0%	41.8%	27.3%	84.4%
4 - 15	1214	1190	605	292	826	531	295	1116
%V	14.2%	14.4%	16.6%	16.1%	13.3%	15.6%	10.5%	15.8%
%H		98.0%	49.8%	24.1%	68.0%	43.7%	24.3%	91.9%
4 - 9	641	627	327	142	424	268	155	575
%V	7.5%	7.6%	8.9%	7.8%	6.8%	7.9%	5.5%	8.1%
%H		97.8%	51.0%	22.2%	66.1%	41.8%	24.2%	89.7%
10 - 15	573	564	278	150	402	262	140	542
%V	6.7%	6.8%	7.6%	8.3%	6.5%	7.7%	5.0%	7.7%
%H		98.4%	48.5%	26.2%	70.2%	45.7%	24.4%	94.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8529	8252	3654	1812	6210	3406	2804	7061
%H		96.8%	42.8%	21.2%	72.8%	39.9%	32.9%	82.8%
Total Adults (16+)	6859	6617	2836	1415	5071	2685	2386	5560
%V	80.4%	80.2%	77.6%	78.1%	81.7%	78.8%	85.1%	78.7%
%H		96.5%	41.3%	20.6%	73.9%	39.1%	34.8%	81.1%
16 - 19	407	392	188	98	291	181	110	383
%V	4.8%	4.8%	5.1%	5.4%	4.7%	5.3%	3.9%	5.4%
%H		96.3%	46.2%	24.1%	71.5%	44.5%	27.0%	94.1%
20 - 24	580	527	225	131	399	231	167	515
%V	6.8%	6.4%	6.2%	7.2%	6.4%	6.8%	6.0%	7.3%
%H		90.9%	38.8%	22.6%	68.8%	39.8%	28.8%	88.8%
25 - 34	1111	1066	514	260	731	446	285	989
%V	13.0%	12.9%	14.1%	14.3%	11.8%	13.1%	10.2%	14.0%
%H		95.9%	46.3%	23.4%	65.8%	40.1%	25.7%	89.0%
35 - 44	1082	1050	517	251	740	458	282	990
%V	12.7%	12.7%	14.1%	13.9%	11.9%	13.4%	10.1%	14.0%
%H		97.0%	47.8%	23.2%	68.4%	42.3%	26.1%	91.5%
45 - 54	1198	1165	552	258	907	542	364	1068
%V	14.0%	14.1%	15.1%	14.2%	14.6%	15.9%	13.0%	15.1%
%H		97.2%	46.1%	21.5%	75.7%	45.2%	30.4%	89.1%
55 - 64	960	930	391	202	741	395	346	794
%V	11.3%	11.3%	10.7%	11.1%	11.9%	11.6%	12.3%	11.2%
%H		96.9%	40.7%	21.0%	77.2%	41.1%	36.0%	82.7%
65+	1520	1487	448	217	1263	431	832	822
%V	17.8%	18.0%	12.3%	12.0%	20.3%	12.7%	29.7%	11.6%
%H		97.8%	29.5%	14.3%	83.1%	28.4%	54.7%	54.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6859	6617	2836	1415	5071	2685	2386	5560
%H		96.5%	41.3%	20.6%	73.9%	39.1%	34.8%	81.1%
AB	1721	1681	799	308	1284	703	582	1595
%V	25.1%	25.4%	28.2%	21.8%	25.3%	26.2%	24.4%	28.7%
%H		97.7%	46.4%	17.9%	74.6%	40.8%	33.8%	92.7%
C1	1769	1701	718	404	1308	724	584	1552
%V	25.8%	25.7%	25.3%	28.6%	25.8%	27.0%	24.5%	27.9%
%H		96.2%	40.6%	22.8%	73.9%	40.9%	33.0%	87.7%
C2	1608	1573	672	376	1207	674	533	1340
%V	23.4%	23.8%	23.7%	26.6%	23.8%	25.1%	22.3%	24.1%
%H		97.8%	41.8%	23.4%	75.1%	41.9%	33.1%	83.3%
D	1114	1064	458	234	791	412	379	774
%V	16.2%	16.1%	16.1%	16.5%	15.6%	15.3%	15.9%	13.9%
%H		95.5%	41.1%	21.0%	71.0%	37.0%	34.0%	69.5%
E	647	598	189	93	481	173	308	299
%V	9.4%	9.0%	6.7%	6.6%	9.5%	6.4%	12.9%	5.4%
%H		92.4%	29.2%	14.4%	74.3%	26.7%	47.6%	46.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6859	6617	2836	1415	5071	2685	2386	5560
%H		96.5%	41.3%	20.6%	73.9%	39.1%	34.8%	81.1%
Working full time	3033	2958	1413	716	2189	1348	841	2791
%V	44.2%	44.7%	49.8%	50.6%	43.2%	50.2%	35.2%	50.2%
%H		97.5%	46.6%	23.6%	72.2%	44.4%	27.7%	92.0%
Working part time	725	707	319	157	534	303	231	656
%V	10.6%	10.7%	11.2%	11.1%	10.5%	11.3%	9.7%	11.8%
%H		97.5%	44.0%	21.7%	73.7%	41.8%	31.9%	90.5%
Not working	3101	2952	1103	542	2349	1034	1314	2114
%V	45.2%	44.6%	38.9%	38.3%	46.3%	38.5%	55.1%	38.0%
%H		95.2%	35.6%	17.5%	75.7%	33.3%	42.4%	68.2%
Housewife/Houseperson	3599	3452	1344	681	2687	1260	1427	2664
%V	52.5%	52.2%	47.4%	48.1%	53.0%	46.9%	59.8%	47.9%
%H		95.9%	37.3%	18.9%	74.7%	35.0%	39.6%	74.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3340	3206	1416	703	2429	1336	1093	2762
%H		96.0%	42.4%	21.0%	72.7%	40.0%	32.7%	82.7%
16 - 19	212	204	95	59	147	96	52	200
%V	6.3%	6.4%	6.7%	8.4%	6.1%	7.2%	4.8%	7.2%
%H		96.2%	44.8%	27.8%	69.3%	45.3%	24.5%	94.3%
20 - 24	279	250	111	62	186	112	75	251
%V	8.4%	7.8%	7.8%	8.8%	7.7%	8.4%	6.9%	9.1%
%H		89.6%	39.8%	22.2%	66.7%	40.1%	26.9%	90.0%
25 - 34	548	525	259	127	360	227	133	494
%V	16.4%	16.4%	18.3%	18.1%	14.8%	17.0%	12.2%	17.9%
%H		95.8%	47.3%	23.2%	65.7%	41.4%	24.3%	90.1%
35 - 44	534	518	256	120	367	225	142	487
%V	16.0%	16.2%	18.1%	17.1%	15.1%	16.8%	13.0%	17.6%
%H		97.0%	47.9%	22.5%	68.7%	42.1%	26.6%	91.2%
45 - 54	593	570	273	125	435	260	175	520
%V	17.8%	17.8%	19.3%	17.8%	17.9%	19.5%	16.0%	18.8%
%H		96.1%	46.0%	21.1%	73.4%	43.8%	29.5%	87.7%
55 - 64	478	461	191	104	369	198	171	391
%V	14.3%	14.4%	13.5%	14.8%	15.2%	14.8%	15.6%	14.2%
%H		96.4%	40.0%	21.8%	77.2%	41.4%	35.8%	81.8%
65+	695	678	231	106	563	219	344	421
%V	20.8%	21.1%	16.3%	15.1%	23.2%	16.4%	31.5%	15.2%
%H		97.6%	33.2%	15.3%	81.0%	31.5%	49.5%	60.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3340	3206	1416	703	2429	1336	1093	2762
%H		96.0%	42.4%	21.0%	72.7%	40.0%	32.7%	82.7%
AB	865	844	409	161	639	360	279	806
%V	25.9%	26.3%	28.9%	22.9%	26.3%	26.9%	25.5%	29.2%
%H		97.6%	47.3%	18.6%	73.9%	41.6%	32.3%	93.2%
C1	822	786	346	188	598	346	253	732
%V	24.6%	24.5%	24.4%	26.7%	24.6%	25.9%	23.1%	26.5%
%H		95.6%	42.1%	22.9%	72.7%	42.1%	30.8%	89.1%
C2	854	832	356	199	633	353	280	708
%V	25.6%	26.0%	25.1%	28.3%	26.1%	26.4%	25.6%	25.6%
%H		97.4%	41.7%	23.3%	74.1%	41.3%	32.8%	82.9%
D	532	508	228	114	370	201	169	381
%V	15.9%	15.8%	16.1%	16.2%	15.2%	15.0%	15.5%	13.8%
%H		95.5%	42.9%	21.4%	69.5%	37.8%	31.8%	71.6%
E	266	236	77	41	189	76	113	135
%V	8.0%	7.4%	5.4%	5.8%	7.8%	5.7%	10.3%	4.9%
%H		88.7%	28.9%	15.4%	71.1%	28.6%	42.5%	50.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3340	3206	1416	703	2429	1336	1093	2762
%H		96.0%	42.4%	21.0%	72.7%	40.0%	32.7%	82.7%
Working full time	1894	1842	897	441	1356	843	513	1741
%V	56.7%	57.5%	63.3%	62.7%	55.8%	63.1%	46.9%	63.0%
%H		97.3%	47.4%	23.3%	71.6%	44.5%	27.1%	91.9%
Working part time	149	144	58	31	106	54	52	126
%V	4.5%	4.5%	4.1%	4.4%	4.4%	4.0%	4.8%	4.6%
%H		96.6%	38.9%	20.8%	71.1%	36.2%	34.9%	84.6%
Not working	1297	1220	461	231	967	439	528	895
%V	38.8%	38.1%	32.6%	32.9%	39.8%	32.9%	48.3%	32.4%
%H		94.1%	35.5%	17.8%	74.6%	33.8%	40.7%	69.0%
Housewife/Houseperson	745	688	231	118	537	207	330	461
%V	22.3%	21.5%	16.3%	16.8%	22.1%	15.5%	30.2%	16.7%
%H		92.3%	31.0%	15.8%	72.1%	27.8%	44.3%	61.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3520	3411	1420	712	2642	1349	1293	2798
%H		96.9%	40.3%	20.2%	75.1%	38.3%	36.7%	79.5%
16 - 19	195	188	93	39	144	86	58	183
%V	5.5%	5.5%	6.5%	5.5%	5.5%	6.4%	4.5%	6.5%
%H		96.4%	47.7%	20.0%	73.8%	44.1%	29.7%	93.8%
20 - 24	301	277	114	69	212	120	92	264
%V	8.6%	8.1%	8.0%	9.7%	8.0%	8.9%	7.1%	9.4%
%H		92.0%	37.9%	22.9%	70.4%	39.9%	30.6%	87.7%
25 - 34	563	541	254	133	370	219	151	495
%V	16.0%	15.9%	17.9%	18.7%	14.0%	16.2%	11.7%	17.7%
%H		96.1%	45.1%	23.6%	65.7%	38.9%	26.8%	87.9%
35 - 44	548	533	262	131	372	233	140	504
%V	15.6%	15.6%	18.5%	18.4%	14.1%	17.3%	10.8%	18.0%
%H		97.3%	47.8%	23.9%	67.9%	42.5%	25.5%	92.0%
45 - 54	605	595	279	132	472	283	189	549
%V	17.2%	17.4%	19.6%	18.5%	17.9%	21.0%	14.6%	19.6%
%H		98.3%	46.1%	21.8%	78.0%	46.8%	31.2%	90.7%
55 - 64	482	469	200	98	371	197	174	403
%V	13.7%	13.7%	14.1%	13.8%	14.0%	14.6%	13.5%	14.4%
%H		97.3%	41.5%	20.3%	77.0%	40.9%	36.1%	83.6%
65+	825	809	218	111	700	212	488	401
%V	23.4%	23.7%	15.4%	15.6%	26.5%	15.7%	37.7%	14.3%
%H		98.1%	26.4%	13.5%	84.8%	25.7%	59.2%	48.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3520	3411	1420	712	2642	1349	1293	2798
%H		96.9%	40.3%	20.2%	75.1%	38.3%	36.7%	79.5%
AB	856	837	390	147	646	342	303	790
%V	24.3%	24.5%	27.5%	20.6%	24.5%	25.4%	23.4%	28.2%
%H		97.8%	45.6%	17.2%	75.5%	40.0%	35.4%	92.3%
C1	947	916	372	216	710	379	331	820
%V	26.9%	26.9%	26.2%	30.3%	26.9%	28.1%	25.6%	29.3%
%H		96.7%	39.3%	22.8%	75.0%	40.0%	35.0%	86.6%
C2	755	741	317	177	574	320	254	632
%V	21.4%	21.7%	22.3%	24.9%	21.7%	23.7%	19.6%	22.6%
%H		98.1%	42.0%	23.4%	76.0%	42.4%	33.6%	83.7%
D	582	556	230	120	421	211	210	392
%V	16.5%	16.3%	16.2%	16.9%	15.9%	15.6%	16.2%	14.0%
%H		95.5%	39.5%	20.6%	72.3%	36.3%	36.1%	67.4%
E	381	362	111	51	292	97	195	165
%V	10.8%	10.6%	7.8%	7.2%	11.1%	7.2%	15.1%	5.9%
%H		95.0%	29.1%	13.4%	76.6%	25.5%	51.2%	43.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3520	3411	1420	712	2642	1349	1293	2798
%H		96.9%	40.3%	20.2%	75.1%	38.3%	36.7%	79.5%
Working full time	1139	1116	516	275	833	505	328	1050
%V	32.4%	32.7%	36.3%	38.6%	31.5%	37.4%	25.4%	37.5%
%H		98.0%	45.3%	24.1%	73.1%	44.3%	28.8%	92.2%
Working part time	577	563	262	126	428	249	179	530
%V	16.4%	16.5%	18.5%	17.7%	16.2%	18.5%	13.8%	18.9%
%H		97.6%	45.4%	21.8%	74.2%	43.2%	31.0%	91.9%
Not working	1804	1732	642	312	1381	595	786	1219
%V	51.3%	50.8%	45.2%	43.8%	52.3%	44.1%	60.8%	43.6%
%H		96.0%	35.6%	17.3%	76.6%	33.0%	43.6%	67.6%
Housewife/Houseperson	2855	2764	1113	562	2150	1054	1097	2203
%V	81.1%	81.0%	78.4%	78.9%	81.4%	78.1%	84.8%	78.7%
%H		96.8%	39.0%	19.7%	75.3%	36.9%	38.4%	77.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC East

Contents	Page
Household	
Table 4.1: Social Grade	88
Table 4.2: Housewife Age	89
Table 4.3: Size of Household	90
Table 4.4: Presence of Children	91
Table 4.5: Number of TV sets in household	92
Table 4.6: Screen size	93
Table 4.7: Location of ANY set in household	94
Table 4.8: Platform Provider	95
Table 4.9: Recorders and other equipment	96
Table 4.10: Computers and Internet	97
Sets	
Table 4.11: Screen Size	98
Table 4.12: Location of set	99
Table 4.13: Recorders	100
Table 4.14: Other TV equipment	100
Table 4.15: Main Set Screen Size	101
Table 4.16: Main Set Recorders	102
Table 4.17: Main Set - Other TV equipment	102
Table 4.18: Other Sets (non-Main Set) Screen Size	103
Table 4.19: Other Set (non-Main Set) Recorders	104
Table 4.20: Other Set (non-Main Set) - Other TV equipment	104
Individuals	
Table 4.21: Age of Children	105
Table 4.22: Adults - Age	106
Table 4.23: Social Grade (Adults 16+)	107
Table 4.24: Working Status (Adults 16+)	108
Table 4.25: Males - Age	109
Table 4.26: Social Grade (Males 16+)	110
Table 4.27: Working Status (Males 16+)	111
Table 4.28: Females - Age	112
Table 4.29: Social Grade (Females 16+)	113
Table 4.30: Working Status (Females 16+)	114

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
AB	503	486	231	72	364	181	183	477
%V	26.0%	26.4%	27.0%	29.3%	26.8%	28.9%	25.1%	31.0%
%H (All HH)		96.6%	45.9%	14.3%	72.4%	36.0%	36.4%	94.8%
%H (TV HH)			47.5%	14.8%	74.9%	37.2%	37.7%	
C1	570	538	249	78	389	181	208	478
%V	29.4%	29.2%	29.1%	31.7%	28.6%	28.9%	28.5%	31.0%
%H (All HH)		94.4%	43.7%	13.7%	68.2%	31.8%	36.5%	83.9%
%H (TV HH)			46.3%	14.5%	72.3%	33.6%	38.7%	
C2	411	396	199	50	299	156	143	328
%V	21.2%	21.5%	23.2%	20.3%	22.0%	24.9%	19.6%	21.3%
%H (All HH)		96.4%	48.4%	12.2%	72.7%	38.0%	34.8%	79.8%
%H (TV HH)			50.3%	12.6%	75.5%	39.4%	36.1%	
D	284	261	116	34	180	72	108	183
%V	14.7%	14.2%	13.6%	13.8%	13.3%	11.5%	14.8%	11.9%
%H (All HH)		91.9%	40.8%	12.0%	63.4%	25.4%	38.0%	64.4%
%H (TV HH)			44.4%	13.0%	69.0%	27.6%	41.4%	
E	167	159	61	12	126	38	89	75
%V	8.6%	8.6%	7.1%	4.9%	9.3%	6.1%	12.2%	4.9%
%H (All HH)		95.2%	36.5%	7.2%	75.4%	22.8%	53.3%	44.9%
%H (TV HH)			38.4%	7.5%	79.2%	23.9%	56.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%V (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
Under 25	74	61	26	6	44	18	26	62
%V	3.8%	3.3%	3.0%	2.4%	3.2%	2.9%	3.6%	4.0%
%H (All HH)		82.4%	35.1%	8.1%	59.5%	24.3%	35.1%	83.8%
%H (TV HH)			42.6%	9.8%	72.1%	29.5%	42.6%	
25 - 34	274	253	136	38	152	82	70	256
%V	14.2%	13.8%	15.9%	15.4%	11.2%	13.1%	9.6%	16.6%
%H (All HH)		92.3%	49.6%	13.9%	55.5%	29.9%	25.5%	93.4%
%H (TV HH)			53.8%	15.0%	60.1%	32.4%	27.7%	
35 - 44	341	331	188	52	209	119	90	316
%V	17.6%	18.0%	22.0%	21.1%	15.4%	19.0%	12.3%	20.5%
%H (All HH)		97.1%	55.1%	15.2%	61.3%	34.9%	26.4%	92.7%
%H (TV HH)			56.8%	15.7%	63.1%	36.0%	27.2%	
45 - 54	374	364	185	67	269	156	113	338
%V	19.3%	19.8%	21.6%	27.2%	19.8%	24.9%	15.5%	21.9%
%H (All HH)		97.3%	49.5%	17.9%	71.9%	41.7%	30.2%	90.4%
%H (TV HH)			50.8%	18.4%	73.9%	42.9%	31.0%	
55 - 64	329	314	145	40	240	110	130	284
%V	17.0%	17.1%	16.9%	16.3%	17.7%	17.5%	17.8%	18.4%
%H (All HH)		95.4%	44.1%	12.2%	72.9%	33.4%	39.5%	86.3%
%H (TV HH)			46.2%	12.7%	76.4%	35.0%	41.4%	
65 +	544	517	176	44	443	143	300	286
%V	28.1%	28.1%	20.6%	17.9%	32.6%	22.8%	41.1%	18.6%
%H (All HH)		95.0%	32.4%	8.1%	81.4%	26.3%	55.1%	52.6%
%H (TV HH)			34.0%	8.5%	85.7%	27.7%	58.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
1	552	509	158	41	407	104	303	296
%V	28.5%	27.7%	18.5%	16.7%	30.0%	16.6%	41.5%	19.2%
%H (All HH)		92.2%	28.6%	7.4%	73.7%	18.8%	54.9%	53.6%
%H (TV HH)			31.0%	8.1%	80.0%	20.4%	59.5%	
2	699	670	323	81	503	235	268	592
%V	36.1%	36.4%	37.7%	32.9%	37.0%	37.5%	36.7%	38.4%
%H (All HH)		95.9%	46.2%	11.6%	72.0%	33.6%	38.3%	84.7%
%H (TV HH)			48.2%	12.1%	75.1%	35.1%	40.0%	
3	295	282	156	55	188	118	70	278
%V	15.2%	15.3%	18.2%	22.4%	13.8%	18.8%	9.6%	18.0%
%H (All HH)		95.6%	52.9%	18.6%	63.7%	40.0%	23.7%	94.2%
%H (TV HH)			55.3%	19.5%	66.7%	41.8%	24.8%	
4	261	255	143	45	178	113	65	252
%V	13.5%	13.9%	16.7%	18.3%	13.1%	18.0%	8.9%	16.4%
%H (All HH)		97.7%	54.8%	17.2%	68.2%	43.3%	24.9%	96.6%
%H (TV HH)			56.1%	17.6%	69.8%	44.3%	25.5%	
5+	129	124	76	25	83	58	25	122
%V	6.7%	6.7%	8.9%	10.2%	6.1%	9.3%	3.4%	7.9%
%H (All HH)		96.1%	58.9%	19.4%	64.3%	45.0%	19.4%	94.6%
%H (TV HH)			61.3%	20.2%	66.9%	46.8%	20.2%	
Average HH size	2.36	2.38	2.63	2.76	2.30	2.69	1.97	2.58

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
Without	1455	1375	588	167	1050	432	618	1087
%V	75.2%	74.7%	68.7%	67.9%	77.3%	68.9%	84.7%	70.5%
%H (All HH)		94.5%	40.4%	11.5%	72.2%	29.7%	42.5%	74.7%
%H (TV HH)			42.8%	12.1%	76.4%	31.4%	44.9%	
With	481	464	268	80	307	195	112	454
%V	24.8%	25.2%	31.3%	32.5%	22.6%	31.1%	15.3%	29.5%
%H (All HH)		96.5%	55.7%	16.6%	63.8%	40.5%	23.3%	94.4%
%H (TV HH)			57.8%	17.2%	66.2%	42.0%	24.1%	
0 - 3	195	186	111	30	113	71	42	180
%V	10.1%	10.1%	13.0%	12.2%	8.3%	11.3%	5.8%	11.7%
%H (All HH)		95.4%	56.9%	15.4%	57.9%	36.4%	21.5%	92.3%
%H (TV HH)			59.7%	16.1%	60.8%	38.2%	22.6%	
4 - 9	257	250	148	37	158	95	63	247
%V	13.3%	13.6%	17.3%	15.0%	11.6%	15.2%	8.6%	16.0%
%H (All HH)		97.3%	57.6%	14.4%	61.5%	37.0%	24.5%	96.1%
%H (TV HH)			59.2%	14.8%	63.2%	38.0%	25.2%	
10 - 15	220	215	126	43	155	108	47	210
%V	11.4%	11.7%	14.7%	17.5%	11.4%	17.2%	6.4%	13.6%
%H (All HH)		97.7%	57.3%	19.5%	70.5%	49.1%	21.4%	95.5%
%H (TV HH)			58.6%	20.0%	72.1%	50.2%	21.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
1	719	719	263	75	477	108	368	496
%V	37.1%	39.1%	30.7%	30.5%	35.1%	17.2%	50.4%	32.2%
%H (All HH)		100.0%	36.6%	10.4%	66.3%	15.0%	51.2%	69.0%
%H (TV HH)			36.6%	10.4%	66.3%	15.0%	51.2%	
2	637	637	300	103	473	239	234	527
%V	32.9%	34.6%	35.0%	41.9%	34.8%	38.1%	32.1%	34.2%
%H (All HH)		100.0%	47.1%	16.2%	74.3%	37.5%	36.7%	82.7%
%H (TV HH)			47.1%	16.2%	74.3%	37.5%	36.7%	
3	293	293	170	42	236	154	82	271
%V	15.1%	15.9%	19.9%	17.1%	17.4%	24.6%	11.2%	17.6%
%H (All HH)		100.0%	58.0%	14.3%	80.5%	52.6%	28.0%	92.5%
%H (TV HH)			58.0%	14.3%	80.5%	52.6%	28.0%	
4	114	114	75	15	100	74	27	108
%V	5.9%	6.2%	8.8%	6.1%	7.4%	11.8%	3.7%	7.0%
%H (All HH)		100.0%	65.8%	13.2%	87.7%	64.9%	23.7%	94.7%
%H (TV HH)			65.8%	13.2%	87.7%	64.9%	23.7%	
5+	76	76	47	10	71	52	19	73
%V	3.9%	4.1%	5.5%	4.1%	5.2%	8.3%	2.6%	4.7%
%H (All HH)		100.0%	61.8%	13.2%	93.4%	68.4%	25.0%	96.1%
%H (TV HH)			61.8%	13.2%	93.4%	68.4%	25.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
Under 20"	546	546	259	68	454	234	220	451
%V	28.2%	29.7%	30.3%	27.6%	33.4%	37.3%	30.1%	29.3%
%H (All HH)		100.0%	47.4%	12.5%	83.2%	42.9%	40.3%	82.6%
%H (TV HH)			47.4%	12.5%	83.2%	42.9%	40.3%	
20" - 29"	723	723	317	91	588	273	315	559
%V	37.3%	39.3%	37.0%	37.0%	43.3%	43.5%	43.2%	36.3%
%H (All HH)		100.0%	43.8%	12.6%	81.3%	37.8%	43.6%	77.3%
%H (TV HH)			43.8%	12.6%	81.3%	37.8%	43.6%	
30" - 39"	957	957	456	155	715	371	344	796
%V	49.4%	52.0%	53.3%	63.0%	52.7%	59.2%	47.1%	51.7%
%H (All HH)		100.0%	47.6%	16.2%	74.7%	38.8%	35.9%	83.2%
%H (TV HH)			47.6%	16.2%	74.7%	38.8%	35.9%	
40" and over	775	775	473	107	545	351	194	705
%V	40.0%	42.1%	55.3%	43.5%	40.1%	56.0%	26.6%	45.7%
%H (All HH)		100.0%	61.0%	13.8%	70.3%	45.3%	25.0%	91.0%
%H (TV HH)			61.0%	13.8%	70.3%	45.3%	25.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
Main living room	1812	1812	844	243	1341	620	721	1451
%V	93.6%	98.5%	98.6%	98.8%	98.7%	98.9%	98.8%	94.2%
%H (All HH)		100.0%	46.6%	13.4%	74.0%	34.2%	39.8%	80.1%
%H (TV HH)			46.6%	13.4%	74.0%	34.2%	39.8%	
Kitchen	251	251	137	28	221	133	88	221
%V	13.0%	13.6%	16.0%	11.4%	16.3%	21.2%	12.1%	14.3%
%H (All HH)		100.0%	54.6%	11.2%	88.0%	53.0%	35.1%	88.0%
%H (TV HH)			54.6%	11.2%	88.0%	53.0%	35.1%	
Adult's bedroom	804	804	434	123	655	404	251	714
%V	41.5%	43.7%	50.7%	50.0%	48.2%	64.4%	34.4%	46.3%
%H (All HH)		100.0%	54.0%	15.3%	81.5%	50.2%	31.2%	88.8%
%H (TV HH)			54.0%	15.3%	81.5%	50.2%	31.2%	
Child's bedroom	218	218	130	42	165	120	45	209
%V	11.3%	11.8%	15.2%	17.1%	12.2%	19.1%	6.2%	13.6%
%H (All HH)		100.0%	59.6%	19.3%	75.7%	55.0%	20.6%	95.9%
%H (TV HH)			59.6%	19.3%	75.7%	55.0%	20.6%	
Other bedroom	93	93	61	10	75	52	23	84
%V	4.8%	5.1%	7.1%	4.1%	5.5%	8.3%	3.2%	5.5%
%H (All HH)		100.0%	65.6%	10.8%	80.6%	55.9%	24.7%	90.3%
%H (TV HH)			65.6%	10.8%	80.6%	55.9%	24.7%	
Second living/dining room	165	165	83	26	129	72	57	143
%V	8.5%	9.0%	9.7%	10.6%	9.5%	11.5%	7.8%	9.3%
%H (All HH)		100.0%	50.3%	15.8%	78.2%	43.6%	34.5%	86.7%
%H (TV HH)			50.3%	15.8%	78.2%	43.6%	34.5%	
Study/office	41	41	26	2	35	23	13	41
%V	2.1%	2.2%	3.0%	0.8%	2.6%	3.7%	1.8%	2.7%
%H (All HH)		100.0%	63.4%	4.9%	85.4%	56.1%	31.7%	100.0%
%H (TV HH)			63.4%	4.9%	85.4%	56.1%	31.7%	
TV room	16	16	9	2	11	5	5	16
%V	0.8%	0.9%	1.1%	0.8%	0.8%	0.8%	0.7%	1.0%
%H (All HH)		100.0%	56.3%	12.5%	68.8%	31.3%	31.3%	100.0%
%H (TV HH)			56.3%	12.5%	68.8%	31.3%	31.3%	
Conservatory	41	41	32	4	34	28	6	38
%V	2.1%	2.2%	3.7%	1.6%	2.5%	4.5%	0.8%	2.5%
%H (All HH)		100.0%	78.0%	9.8%	82.9%	68.3%	14.6%	92.7%
%H (TV HH)			78.0%	9.8%	82.9%	68.3%	14.6%	
Attic or loft room	7	7	2	2	6	3	3	6
%V	0.4%	0.4%	0.2%	0.8%	0.4%	0.5%	0.4%	0.4%
%H (All HH)		100.0%	28.6%	28.6%	85.7%	42.9%	42.9%	85.7%
%H (TV HH)			28.6%	28.6%	85.7%	42.9%	42.9%	
No specific location	5	5	4	0	4	2	2	5
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			80.0%	0.0%	80.0%	40.0%	40.0%	
Other	26	26	17	2	20	13	7	23
%V	1.3%	1.4%	2.0%	0.8%	1.5%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	65.4%	7.7%	76.9%	50.0%	26.9%	88.5%
%H (TV HH)			65.4%	7.7%	76.9%	50.0%	26.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
Any DSAT provider	856	856	856	13	499	499	0	761
%V	44.2%	46.5%	100.0%	5.3%	36.7%	79.6%	0.0%	49.4%
%H (All HH)			100.0%	1.5%	58.3%	58.3%	0.0%	88.9%
%H (TV HH)			100.0%	1.5%	58.3%	58.3%	0.0%	
Sky with subcription	672	672	672	6	386	386	0	610
%V	34.7%	36.5%	78.5%	2.4%	28.4%	61.6%	0.0%	39.6%
%H (All HH)			100.0%	0.9%	57.4%	57.4%	0.0%	90.8%
%H (TV HH)			100.0%	0.9%	57.4%	57.4%	0.0%	
Sky without subscription	54	54	54	2	33	33	0	43
%V	2.8%	2.9%	6.3%	0.8%	2.4%	5.3%	0.0%	2.8%
%H (All HH)			100.0%	3.7%	61.1%	61.1%	0.0%	79.6%
%H (TV HH)			100.0%	3.7%	61.1%	61.1%	0.0%	
Freesat	118	118	118	5	80	80	0	101
%V	6.1%	6.4%	13.8%	2.0%	5.9%	12.8%	0.0%	6.6%
%H (All HH)			100.0%	4.2%	67.8%	67.8%	0.0%	85.6%
%H (TV HH)			100.0%	4.2%	67.8%	67.8%	0.0%	
Other satellite provider	33	33	33	1	15	15	0	28
%V	1.7%	1.8%	3.9%	0.4%	1.1%	2.4%	0.0%	1.8%
%H (All HH)			100.0%	3.0%	45.5%	45.5%	0.0%	84.8%
%H (TV HH)			100.0%	3.0%	45.5%	45.5%	0.0%	
DCAB	246	246	13	246	133	133	0	229
%V	12.7%	13.4%	1.5%	100.0%	9.8%	21.2%	0.0%	14.9%
%H (All HH)			5.3%	100.0%	54.1%	54.1%	0.0%	93.1%
%H (TV HH)			5.3%	100.0%	54.1%	54.1%	0.0%	
DTT	1358	1358	499	133	1358	627	730	1040
%V	70.1%	73.8%	58.3%	54.1%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	36.7%	9.8%	100.0%	46.2%	53.8%	76.6%
%H (TV HH)			36.7%	9.8%	100.0%	46.2%	53.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1936	1840	856	246	1358	627	730	1541
%H (All HH)		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (TV HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
PVR	1155	1155	720	202	770	528	242	1044
%V	59.7%	62.8%	84.1%	82.1%	56.7%	84.2%	33.2%	67.7%
%H (All HH)		100.0%	62.3%	17.5%	66.7%	45.7%	21.0%	90.4%
%H (TV HH)			62.3%	17.5%	66.7%	45.7%	21.0%	
DVDR	145	145	72	13	111	52	60	122
%V	7.5%	7.9%	8.4%	5.3%	8.2%	8.3%	8.2%	7.9%
%H (All HH)		100.0%	49.7%	9.0%	76.6%	35.9%	41.4%	84.1%
%H (TV HH)			49.7%	9.0%	76.6%	35.9%	41.4%	
VCR	91	91	37	10	76	31	45	61
%V	4.7%	4.9%	4.3%	4.1%	5.6%	4.9%	6.2%	4.0%
%H (All HH)		100.0%	40.7%	11.0%	83.5%	34.1%	49.5%	67.0%
%H (TV HH)			40.7%	11.0%	83.5%	34.1%	49.5%	
Any recorder	1228	1228	739	207	831	540	291	1085
%V	63.4%	66.7%	86.3%	84.1%	61.2%	86.1%	39.9%	70.4%
%H (All HH)		100.0%	60.2%	16.9%	67.7%	44.0%	23.7%	88.4%
%H (TV HH)			60.2%	16.9%	67.7%	44.0%	23.7%	
Receives HDTV (via STB or built-in reception)	1055	1055	579	194	763	472	291	950
%V	54.5%	57.3%	67.6%	78.9%	56.2%	75.3%	39.9%	61.6%
%H (All HH)		100.0%	54.9%	18.4%	72.3%	44.7%	27.6%	90.0%
%H (TV HH)			54.9%	18.4%	72.3%	44.7%	27.6%	
DVD/Blu-ray player or recorder	1348	1348	687	195	970	498	472	1149
%V	69.6%	73.3%	80.3%	79.3%	71.4%	79.4%	64.7%	74.6%
%H (All HH)		100.0%	51.0%	14.5%	72.0%	36.9%	35.0%	85.2%
%H (TV HH)			51.0%	14.5%	72.0%	36.9%	35.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1936	1840	856	246	1358	627	730	1541
%V		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%
%H (All HH)			46.5%	13.4%	73.8%	34.1%	39.7%	
%H (TV HH)								
Has broadband internet	1541	1475	761	229	1040	562	478	1541
%V	79.6%	80.2%	88.9%	93.1%	76.6%	89.6%	65.5%	100.0%
%H (All HH)		95.7%	49.4%	14.9%	67.5%	36.5%	31.0%	100.0%
%H (TV HH)			51.6%	15.5%	70.5%	38.1%	32.4%	
Number of computers (PCs and laptops)								
0	345	320	82	22	272	56	214	21
%V	17.8%	17.4%	9.6%	8.9%	20.0%	8.9%	29.3%	1.4%
%H (All HH)		92.8%	23.8%	6.4%	78.8%	16.2%	62.0%	6.1%
%H (TV HH)			25.6%	6.9%	85.0%	17.5%	66.9%	
1	532	499	217	51	362	136	226	480
%V	27.5%	27.1%	25.4%	20.7%	26.7%	21.7%	31.0%	31.1%
%H (All HH)		93.8%	40.8%	9.6%	68.0%	25.6%	42.5%	90.2%
%H (TV HH)			43.5%	10.2%	72.5%	27.3%	45.3%	
2	479	458	247	67	314	174	141	465
%V	24.7%	24.9%	28.9%	27.2%	23.1%	27.8%	19.3%	30.2%
%H (All HH)		95.6%	51.6%	14.0%	65.6%	36.3%	29.4%	97.1%
%H (TV HH)			53.9%	14.6%	68.6%	38.0%	30.8%	
3	266	259	135	46	188	111	76	264
%V	13.7%	14.1%	15.8%	18.7%	13.8%	17.7%	10.4%	17.1%
%H (All HH)		97.4%	50.8%	17.3%	70.7%	41.7%	28.6%	99.2%
%H (TV HH)			52.1%	17.8%	72.6%	42.9%	29.3%	
4	152	146	83	26	110	72	37	151
%V	7.9%	7.9%	9.7%	10.6%	8.1%	11.5%	5.1%	9.8%
%H (All HH)		96.1%	54.6%	17.1%	72.4%	47.4%	24.3%	99.3%
%H (TV HH)			56.8%	17.8%	75.3%	49.3%	25.3%	
5+	161	158	92	34	112	78	35	161
%V	8.3%	8.6%	10.7%	13.8%	8.2%	12.4%	4.8%	10.4%
%H (All HH)		98.1%	57.1%	21.1%	69.6%	48.4%	21.7%	100.0%
%H (TV HH)			58.2%	21.5%	70.9%	49.4%	22.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3732	1923	523	2908	1619	1289	3181
%H		51.5%	14.0%	77.9%	43.4%	34.5%	85.2%
Under 20"	725	357	90	617	336	281	617
%V	19.4%	18.6%	17.2%	21.2%	20.8%	21.8%	19.4%
%H		49.2%	12.4%	85.1%	46.3%	38.8%	85.1%
20" - 29"	932	421	117	774	377	397	741
%V	25.0%	21.9%	22.4%	26.6%	23.3%	30.8%	23.3%
%H		45.2%	12.6%	83.0%	40.5%	42.6%	79.5%
30" - 39"	1137	560	187	859	471	388	964
%V	30.5%	29.1%	35.8%	29.5%	29.1%	30.1%	30.3%
%H		49.3%	16.4%	75.5%	41.4%	34.1%	84.8%
40" and over	913	577	123	636	423	213	841
%V	24.5%	30.0%	23.5%	21.9%	26.1%	16.5%	26.4%
%H		63.2%	13.5%	69.7%	46.3%	23.3%	92.1%
Don't know	25	9	6	21	11	10	17
%V	0.7%	0.5%	1.1%	0.7%	0.7%	0.8%	0.5%
%H		36.0%	24.0%	84.0%	44.0%	40.0%	68.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3732	1923	523	2908	1619	1289	3181
%H		51.5%	14.0%	77.9%	43.4%	34.5%	85.2%
Main living room	1827	851	246	1349	624	725	1462
%V	49.0%	44.3%	47.0%	46.4%	38.5%	56.2%	46.0%
%H		46.6%	13.5%	73.8%	34.2%	39.7%	80.0%
Kitchen	254	137	28	223	133	90	221
%V	6.8%	7.1%	5.4%	7.7%	8.2%	7.0%	6.9%
%H		53.9%	11.0%	87.8%	52.4%	35.4%	87.0%
Adult's bedroom	948	512	143	781	484	297	847
%V	25.4%	26.6%	27.3%	26.9%	29.9%	23.0%	26.6%
%H		54.0%	15.1%	82.4%	51.1%	31.3%	89.3%
Child's bedroom	294	180	59	226	170	56	284
%V	7.9%	9.4%	11.3%	7.8%	10.5%	4.3%	8.9%
%H		61.2%	20.1%	76.9%	57.8%	19.0%	96.6%
Other bedroom	104	68	10	84	59	26	94
%V	2.8%	3.5%	1.9%	2.9%	3.6%	2.0%	3.0%
%H		65.4%	9.6%	80.8%	56.7%	25.0%	90.4%
Second living/dining room	166	83	26	131	73	58	144
%V	4.4%	4.3%	5.0%	4.5%	4.5%	4.5%	4.5%
%H		50.0%	15.7%	78.9%	44.0%	34.9%	86.7%
Study/office	42	27	2	36	24	13	42
%V	1.1%	1.4%	0.4%	1.2%	1.5%	1.0%	1.3%
%H		64.3%	4.8%	85.7%	57.1%	31.0%	100.0%
TV room	16	9	2	11	5	5	16
%V	0.4%	0.5%	0.4%	0.4%	0.3%	0.4%	0.5%
%H		56.3%	12.5%	68.8%	31.3%	31.3%	100.0%
Conservatory	41	32	4	34	28	6	38
%V	1.1%	1.7%	0.8%	1.2%	1.7%	0.5%	1.2%
%H		78.0%	9.8%	82.9%	68.3%	14.6%	92.7%
Attic or loft room	7	2	2	6	3	3	6
%V	0.2%	0.1%	0.4%	0.2%	0.2%	0.2%	0.2%
%H		28.6%	28.6%	85.7%	42.9%	42.9%	85.7%
No specific location	5	4	0	4	2	2	5
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		80.0%	0.0%	80.0%	40.0%	40.0%	100.0%
Other	28	17	2	22	13	9	23
%V	0.8%	0.9%	0.4%	0.8%	0.8%	0.7%	0.7%
%H		60.7%	7.1%	78.6%	46.4%	32.1%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3732	1923	523	2908	1619	1289	3181
%H		51.5%	14.0%	77.9%	43.4%	34.5%	85.2%
PVR	1550	1019	276	1024	753	271	1423
%V	41.5%	53.0%	52.8%	35.2%	46.5%	21.0%	44.7%
%H		65.7%	17.8%	66.1%	48.6%	17.5%	91.8%
DVDR	162	82	17	124	60	64	137
%V	4.3%	4.3%	3.3%	4.3%	3.7%	5.0%	4.3%
%H		50.6%	10.5%	76.5%	37.0%	39.5%	84.6%
VCR	96	40	10	81	34	47	64
%V	2.6%	2.1%	1.9%	2.8%	2.1%	3.6%	2.0%
%H		41.7%	10.4%	84.4%	35.4%	49.0%	66.7%
Any recorder	1654	1056	284	1112	782	331	1492
%V	44.3%	54.9%	54.3%	38.2%	48.3%	25.7%	46.9%
%H		63.8%	17.2%	67.2%	47.3%	20.0%	90.2%

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	3732	1923	523	2908	1619	1289	3181
%H		51.5%	14.0%	77.9%	43.4%	34.5%	85.2%
Receives HDTV (via STB or built-in reception)	1485	827	276	1099	706	393	1352
%V	39.8%	43.0%	52.8%	37.8%	43.6%	30.5%	42.5%
%H		55.7%	18.6%	74.0%	47.5%	26.5%	91.0%
DVD/Blu-ray player or recorder	1918	1013	285	1440	809	631	1679
%V	51.4%	52.7%	54.5%	49.5%	50.0%	49.0%	52.8%
%H		52.8%	14.9%	75.1%	42.2%	32.9%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1837	856	246	1357	627	729	1472
%H		46.6%	13.4%	73.9%	34.1%	39.7%	80.1%
Under 20"	63	12	4	52	6	46	37
%V	3.4%	1.4%	1.6%	3.8%	1.0%	6.3%	2.5%
%H		19.0%	6.3%	82.5%	9.5%	73.0%	58.7%
20" - 29"	315	89	29	253	56	197	194
%V	17.1%	10.4%	11.8%	18.6%	8.9%	27.0%	13.2%
%H		28.3%	9.2%	80.3%	17.8%	62.5%	61.6%
30" - 39"	702	293	112	520	226	295	553
%V	38.2%	34.2%	45.5%	38.3%	36.0%	40.5%	37.6%
%H		41.7%	16.0%	74.1%	32.2%	42.0%	78.8%
40" and over	746	459	100	524	337	187	680
%V	40.6%	53.6%	40.7%	38.6%	53.7%	25.7%	46.2%
%H		61.5%	13.4%	70.2%	45.2%	25.1%	91.2%
Don't know	11	3	2	8	2	6	8
%V	0.6%	0.4%	0.8%	0.6%	0.3%	0.8%	0.5%
%H		27.3%	18.2%	72.7%	18.2%	54.5%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1837	856	246	1357	627	729	1472
%H		46.6%	13.4%	73.9%	34.1%	39.7%	80.1%
PVR	1133	712	201	748	520	229	1023
%V	61.7%	83.2%	81.7%	55.1%	82.9%	31.4%	69.5%
%H		62.8%	17.7%	66.0%	45.9%	20.2%	90.3%
DVDR	126	62	10	95	41	54	105
%V	6.9%	7.2%	4.1%	7.0%	6.5%	7.4%	7.1%
%H		49.2%	7.9%	75.4%	32.5%	42.9%	83.3%
VCR	76	29	7	65	24	41	48
%V	4.1%	3.4%	2.8%	4.8%	3.8%	5.6%	3.3%
%H		38.2%	9.2%	85.5%	31.6%	53.9%	63.2%
Any recorder	1205	732	206	809	532	277	1065
%V	65.6%	85.5%	83.7%	59.6%	84.8%	38.0%	72.4%
%H		60.7%	17.1%	67.1%	44.1%	23.0%	88.4%

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	1837	856	246	1357	627	729	1472
%H		46.6%	13.4%	73.9%	34.1%	39.7%	80.1%
Receives HDTV (via STB or built-in reception)	1030	569	189	740	460	280	927
%V	56.1%	66.5%	76.8%	54.5%	73.4%	38.4%	63.0%
%H		55.2%	18.3%	71.8%	44.7%	27.2%	90.0%
DVD/Blu-ray player or recorder	1244	637	180	881	448	433	1056
%V	67.7%	74.4%	73.2%	64.9%	71.5%	59.4%	71.7%
%H		51.2%	14.5%	70.8%	36.0%	34.8%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1895	1067	277	1551	991	560	1708
%H		56.3%	14.6%	81.8%	52.3%	29.6%	90.1%
Under 20"	662	345	86	565	330	235	580
%V	34.9%	32.3%	31.0%	36.4%	33.3%	42.0%	34.0%
%H		52.1%	13.0%	85.3%	49.8%	35.5%	87.6%
20" - 29"	617	332	88	521	321	200	547
%V	32.6%	31.1%	31.8%	33.6%	32.4%	35.7%	32.0%
%H		53.8%	14.3%	84.4%	52.0%	32.4%	88.7%
30" - 39"	435	267	76	339	246	93	411
%V	23.0%	25.0%	27.4%	21.9%	24.8%	16.6%	24.1%
%H		61.4%	17.5%	77.9%	56.6%	21.4%	94.5%
40" and over	166	118	23	112	86	26	161
%V	8.8%	11.1%	8.3%	7.2%	8.7%	4.6%	9.4%
%H		71.1%	13.9%	67.5%	51.8%	15.7%	97.0%
Don't know	15	6	4	13	9	5	9
%V	0.8%	0.6%	1.4%	0.8%	0.9%	0.9%	0.5%
%H		40.0%	26.7%	86.7%	60.0%	33.3%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1895	1067	277	1551	991	560	1708
%H		56.3%	14.6%	81.8%	52.3%	29.6%	90.1%
PVR	417	307	75	276	234	43	400
%V	22.0%	28.8%	27.1%	17.8%	23.6%	7.7%	23.4%
%H		73.6%	18.0%	66.2%	56.1%	10.3%	95.9%
DVDR	36	20	6	29	18	10	32
%V	1.9%	1.9%	2.2%	1.9%	1.8%	1.8%	1.9%
%H		55.6%	16.7%	80.6%	50.0%	27.8%	88.9%
VCR	20	11	3	16	10	6	16
%V	1.1%	1.0%	1.1%	1.0%	1.0%	1.1%	0.9%
%H		55.0%	15.0%	80.0%	50.0%	30.0%	80.0%
Any recorder	449	324	78	303	249	53	427
%V	23.7%	30.4%	28.2%	19.5%	25.1%	9.5%	25.0%
%H		72.2%	17.4%	67.5%	55.5%	11.8%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1895	1067	277	1551	991	560	1708
%H		56.3%	14.6%	81.8%	52.3%	29.6%	90.1%
Receives HDTV (via STB or built-in reception)	455	258	87	359	246	113	425
%V	24.0%	24.2%	31.4%	23.1%	24.8%	20.2%	24.9%
%H		56.7%	19.1%	78.9%	54.1%	24.8%	93.4%
DVD/Blu-ray player or recorder	674	377	105	559	361	198	623
%V	35.6%	35.3%	37.9%	36.0%	36.4%	35.4%	36.5%
%H		55.9%	15.6%	82.9%	53.6%	29.4%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4567	4378	2248	679	3126	1685	1440	3976
%H		95.9%	49.2%	14.9%	68.4%	36.9%	31.5%	87.1%
Total Children	858	833	486	141	547	347	200	813
%V	18.8%	19.0%	21.6%	20.8%	17.5%	20.6%	13.9%	20.4%
%H		97.1%	56.6%	16.4%	63.8%	40.4%	23.3%	94.8%
0 - 3	225	215	127	36	132	83	49	207
%V	4.9%	4.9%	5.6%	5.3%	4.2%	4.9%	3.4%	5.2%
%H		95.6%	56.4%	16.0%	58.7%	36.9%	21.8%	92.0%
4 - 15	633	617	360	104	415	264	151	606
%V	13.9%	14.1%	16.0%	15.3%	13.3%	15.7%	10.5%	15.2%
%H		97.5%	56.9%	16.4%	65.6%	41.7%	23.9%	95.7%
4 - 9	342	332	196	49	204	120	84	331
%V	7.5%	7.6%	8.7%	7.2%	6.5%	7.1%	5.8%	8.3%
%H		97.1%	57.3%	14.3%	59.6%	35.1%	24.6%	96.8%
10 - 15	291	286	163	56	210	143	67	275
%V	6.4%	6.5%	7.3%	8.2%	6.7%	8.5%	4.7%	6.9%
%H		98.3%	56.0%	19.2%	72.2%	49.1%	23.0%	94.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4567	4378	2248	679	3126	1685	1440	3976
%H		95.9%	49.2%	14.9%	68.4%	36.9%	31.5%	87.1%
Total Adults (16+)	3709	3545	1762	539	2579	1338	1240	3163
%V	81.2%	81.0%	78.4%	79.4%	82.5%	79.4%	86.1%	79.6%
%H		95.6%	47.5%	14.5%	69.5%	36.1%	33.4%	85.3%
16 - 19	212	202	103	48	143	92	50	199
%V	4.6%	4.6%	4.6%	7.1%	4.6%	5.5%	3.5%	5.0%
%H		95.3%	48.6%	22.6%	67.5%	43.4%	23.6%	93.9%
20 - 24	266	244	124	40	175	100	75	246
%V	5.8%	5.6%	5.5%	5.9%	5.6%	5.9%	5.2%	6.2%
%H		91.7%	46.6%	15.0%	65.8%	37.6%	28.2%	92.5%
25 - 34	563	524	283	93	319	182	137	531
%V	12.3%	12.0%	12.6%	13.7%	10.2%	10.8%	9.5%	13.4%
%H		93.1%	50.3%	16.5%	56.7%	32.3%	24.3%	94.3%
35 - 44	609	589	339	95	380	223	157	566
%V	13.3%	13.5%	15.1%	14.0%	12.2%	13.2%	10.9%	14.2%
%H		96.7%	55.7%	15.6%	62.4%	36.6%	25.8%	92.9%
45 - 54	654	637	345	112	464	280	184	603
%V	14.3%	14.6%	15.3%	16.5%	14.8%	16.6%	12.8%	15.2%
%H		97.4%	52.8%	17.1%	70.9%	42.8%	28.1%	92.2%
55 - 64	558	540	256	75	420	208	212	501
%V	12.2%	12.3%	11.4%	11.0%	13.4%	12.3%	14.7%	12.6%
%H		96.8%	45.9%	13.4%	75.3%	37.3%	38.0%	89.8%
65+	846	809	312	76	679	253	426	517
%V	18.5%	18.5%	13.9%	11.2%	21.7%	15.0%	29.6%	13.0%
%H		95.6%	36.9%	9.0%	80.3%	29.9%	50.4%	61.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3709	3545	1762	539	2579	1338	1240	3163
%H		95.6%	47.5%	14.5%	69.5%	36.1%	33.4%	85.3%
AB	1011	983	488	164	735	404	331	974
%V	27.3%	27.7%	27.7%	30.4%	28.5%	30.2%	26.7%	30.8%
%H		97.2%	48.3%	16.2%	72.7%	40.0%	32.7%	96.3%
C1	1092	1029	519	157	740	388	352	966
%V	29.4%	29.0%	29.5%	29.1%	28.7%	29.0%	28.4%	30.5%
%H		94.2%	47.5%	14.4%	67.8%	35.5%	32.2%	88.5%
C2	848	823	425	123	604	336	269	722
%V	22.9%	23.2%	24.1%	22.8%	23.4%	25.1%	21.7%	22.8%
%H		97.1%	50.1%	14.5%	71.2%	39.6%	31.7%	85.1%
D	529	489	240	73	328	154	174	386
%V	14.3%	13.8%	13.6%	13.5%	12.7%	11.5%	14.0%	12.2%
%H		92.4%	45.4%	13.8%	62.0%	29.1%	32.9%	73.0%
E	229	220	91	21	170	56	114	116
%V	6.2%	6.2%	5.2%	3.9%	6.6%	4.2%	9.2%	3.7%
%H		96.1%	39.7%	9.2%	74.2%	24.5%	49.8%	50.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3709	3545	1762	539	2579	1338	1240	3163
%H		95.6%	47.5%	14.5%	69.5%	36.1%	33.4%	85.3%
Working full time	1719	1643	887	275	1142	668	474	1616
%V	46.3%	46.3%	50.3%	51.0%	44.3%	49.9%	38.2%	51.1%
%H		95.6%	51.6%	16.0%	66.4%	38.9%	27.6%	94.0%
Working part time	400	395	204	78	281	168	114	372
%V	10.8%	11.1%	11.6%	14.5%	10.9%	12.6%	9.2%	11.8%
%H		98.8%	51.0%	19.5%	70.3%	42.0%	28.5%	93.0%
Not working	1590	1507	671	186	1155	503	652	1175
%V	42.9%	42.5%	38.1%	34.5%	44.8%	37.6%	52.6%	37.1%
%H		94.8%	42.2%	11.7%	72.6%	31.6%	41.0%	73.9%
Housewife/Houseperson	1936	1840	856	246	1358	627	730	1541
%V	52.2%	51.9%	48.6%	45.6%	52.7%	46.9%	58.9%	48.7%
%H		95.0%	44.2%	12.7%	70.1%	32.4%	37.7%	79.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1811	1724	891	264	1240	677	563	1574
%H		95.2%	49.2%	14.6%	68.5%	37.4%	31.1%	86.9%
16 - 19	114	111	56	28	76	52	24	109
%V	6.3%	6.4%	6.3%	10.6%	6.1%	7.7%	4.3%	6.9%
%H		97.4%	49.1%	24.6%	66.7%	45.6%	21.1%	95.6%
20 - 24	130	117	61	23	82	52	30	123
%V	7.2%	6.8%	6.8%	8.7%	6.6%	7.7%	5.3%	7.8%
%H		90.0%	46.9%	17.7%	63.1%	40.0%	23.1%	94.6%
25 - 34	277	257	140	43	158	92	66	261
%V	15.3%	14.9%	15.7%	16.3%	12.7%	13.6%	11.7%	16.6%
%H		92.8%	50.5%	15.5%	57.0%	33.2%	23.8%	94.2%
35 - 44	306	294	168	46	187	106	80	281
%V	16.9%	17.1%	18.9%	17.4%	15.1%	15.7%	14.2%	17.9%
%H		96.1%	54.9%	15.0%	61.1%	34.6%	26.1%	91.8%
45 - 54	316	307	173	48	223	137	86	294
%V	17.4%	17.8%	19.4%	18.2%	18.0%	20.2%	15.3%	18.7%
%H		97.2%	54.7%	15.2%	70.6%	43.4%	27.2%	93.0%
55 - 64	270	261	124	36	206	104	101	242
%V	14.9%	15.1%	13.9%	13.6%	16.6%	15.4%	17.9%	15.4%
%H		96.7%	45.9%	13.3%	76.3%	38.5%	37.4%	89.6%
65+	398	378	168	39	309	135	175	264
%V	22.0%	21.9%	18.9%	14.8%	24.9%	19.9%	31.1%	16.8%
%H		95.0%	42.2%	9.8%	77.6%	33.9%	44.0%	66.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1811	1724	891	264	1240	677	563	1574
%H		95.2%	49.2%	14.6%	68.5%	37.4%	31.1%	86.9%
AB	503	490	251	82	367	210	157	483
%V	27.8%	28.4%	28.2%	31.1%	29.6%	31.0%	27.9%	30.7%
%H		97.4%	49.9%	16.3%	73.0%	41.7%	31.2%	96.0%
C1	513	478	255	72	339	191	148	466
%V	28.3%	27.7%	28.6%	27.3%	27.3%	28.2%	26.3%	29.6%
%H		93.2%	49.7%	14.0%	66.1%	37.2%	28.8%	90.8%
C2	457	443	230	67	321	178	143	386
%V	25.2%	25.7%	25.8%	25.4%	25.9%	26.3%	25.4%	24.5%
%H		96.9%	50.3%	14.7%	70.2%	38.9%	31.3%	84.5%
D	251	229	120	35	150	78	72	192
%V	13.9%	13.3%	13.5%	13.3%	12.1%	11.5%	12.8%	12.2%
%H		91.2%	47.8%	13.9%	59.8%	31.1%	28.7%	76.5%
E	87	84	35	9	63	21	42	47
%V	4.8%	4.9%	3.9%	3.4%	5.1%	3.1%	7.5%	3.0%
%H		96.6%	40.2%	10.3%	72.4%	24.1%	48.3%	54.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1811	1724	891	264	1240	677	563	1574
%H		95.2%	49.2%	14.6%	68.5%	37.4%	31.1%	86.9%
Working full time	1091	1040	575	171	714	426	288	1020
%V	60.2%	60.3%	64.5%	64.8%	57.6%	62.9%	51.2%	64.8%
%H		95.3%	52.7%	15.7%	65.4%	39.0%	26.4%	93.5%
Working part time	74	72	34	14	53	28	25	68
%V	4.1%	4.2%	3.8%	5.3%	4.3%	4.1%	4.4%	4.3%
%H		97.3%	45.9%	18.9%	71.6%	37.8%	33.8%	91.9%
Not working	646	613	282	79	473	223	250	486
%V	35.7%	35.6%	31.6%	29.9%	38.1%	32.9%	44.4%	30.9%
%H		94.9%	43.7%	12.2%	73.2%	34.5%	38.7%	75.2%
Housewife/Houseperson	373	341	152	34	247	98	149	257
%V	20.6%	19.8%	17.1%	12.9%	19.9%	14.5%	26.5%	16.3%
%H		91.4%	40.8%	9.1%	66.2%	26.3%	39.9%	68.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1898	1821	871	275	1339	662	677	1589
%H		95.9%	45.9%	14.5%	70.5%	34.9%	35.7%	83.7%
16 - 19	98	91	47	20	67	41	26	90
%V	5.2%	5.0%	5.4%	7.3%	5.0%	6.2%	3.8%	5.7%
%H		92.9%	48.0%	20.4%	68.4%	41.8%	26.5%	91.8%
20 - 24	136	127	64	17	93	48	45	123
%V	7.2%	7.0%	7.3%	6.2%	6.9%	7.3%	6.6%	7.7%
%H		93.4%	47.1%	12.5%	68.4%	35.3%	33.1%	90.4%
25 - 34	287	267	143	50	161	91	70	270
%V	15.1%	14.7%	16.4%	18.2%	12.0%	13.7%	10.3%	17.0%
%H		93.0%	49.8%	17.4%	56.1%	31.7%	24.4%	94.1%
35 - 44	303	295	171	49	193	117	76	286
%V	16.0%	16.2%	19.6%	17.8%	14.4%	17.7%	11.2%	18.0%
%H		97.4%	56.4%	16.2%	63.7%	38.6%	25.1%	94.4%
45 - 54	338	330	171	63	241	144	98	309
%V	17.8%	18.1%	19.6%	22.9%	18.0%	21.8%	14.5%	19.4%
%H		97.6%	50.6%	18.6%	71.3%	42.6%	29.0%	91.4%
55 - 64	289	279	132	38	214	104	110	260
%V	15.2%	15.3%	15.2%	13.8%	16.0%	15.7%	16.2%	16.4%
%H		96.5%	45.7%	13.1%	74.0%	36.0%	38.1%	90.0%
65+	448	431	144	37	370	118	251	252
%V	23.6%	23.7%	16.5%	13.5%	27.6%	17.8%	37.1%	15.9%
%H		96.2%	32.1%	8.3%	82.6%	26.3%	56.0%	56.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1898	1821	871	275	1339	662	677	1589
%H		95.9%	45.9%	14.5%	70.5%	34.9%	35.7%	83.7%
AB	508	493	237	83	368	194	174	491
%V	26.8%	27.1%	27.2%	30.2%	27.5%	29.3%	25.7%	30.9%
%H		97.0%	46.7%	16.3%	72.4%	38.2%	34.3%	96.7%
C1	579	551	264	85	401	197	204	500
%V	30.5%	30.3%	30.3%	30.9%	29.9%	29.8%	30.1%	31.5%
%H		95.2%	45.6%	14.7%	69.3%	34.0%	35.2%	86.4%
C2	390	380	195	56	283	158	125	335
%V	20.5%	20.9%	22.4%	20.4%	21.1%	23.9%	18.5%	21.1%
%H		97.4%	50.0%	14.4%	72.6%	40.5%	32.1%	85.9%
D	278	261	120	39	178	76	102	193
%V	14.6%	14.3%	13.8%	14.2%	13.3%	11.5%	15.1%	12.1%
%H		93.9%	43.2%	14.0%	64.0%	27.3%	36.7%	69.4%
E	143	137	55	12	108	36	72	69
%V	7.5%	7.5%	6.3%	4.4%	8.1%	5.4%	10.6%	4.3%
%H		95.8%	38.5%	8.4%	75.5%	25.2%	50.3%	48.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1898	1821	871	275	1339	662	677	1589
%H		95.9%	45.9%	14.5%	70.5%	34.9%	35.7%	83.7%
Working full time	629	603	312	104	428	242	186	596
%V	33.1%	33.1%	35.8%	37.8%	32.0%	36.6%	27.5%	37.5%
%H		95.9%	49.6%	16.5%	68.0%	38.5%	29.6%	94.8%
Working part time	326	323	170	64	228	140	89	304
%V	17.2%	17.7%	19.5%	23.3%	17.0%	21.1%	13.1%	19.1%
%H		99.1%	52.1%	19.6%	69.9%	42.9%	27.3%	93.3%
Not working	944	894	389	106	683	280	403	689
%V	49.7%	49.1%	44.7%	38.5%	51.0%	42.3%	59.5%	43.4%
%H		94.7%	41.2%	11.2%	72.4%	29.7%	42.7%	73.0%
Housewife/Houseperson	1563	1499	704	212	1111	529	581	1284
%V	82.3%	82.3%	80.8%	77.1%	83.0%	79.9%	85.8%	80.8%
%H		95.9%	45.0%	13.6%	71.1%	33.8%	37.2%	82.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents	Page
Household	
Table 5.1: Social Grade	116
Table 5.2: Housewife Age	117
Table 5.3: Size of Household	118
Table 5.4: Presence of Children	119
Table 5.5: Number of TV sets in household	120
Table 5.6: Screen size	121
Table 5.7: Location of ANY set in household	122
Table 5.8: Platform Provider	123
Table 5.9: Recorders and other equipment	124
Table 5.10: Computers and Internet	125
Sets	
Table 5.11: Screen Size	126
Table 5.12: Location of set	127
Table 5.13: Recorders	128
Table 5.14: Other TV equipment	128
Table 5.15: Main Set Screen Size	129
Table 5.16: Main Set Recorders	130
Table 5.17: Main Set - Other TV equipment	130
Table 5.18: Other Sets (non-Main Set) Screen Size	131
Table 5.19: Other Set (non-Main Set) Recorders	132
Table 5.20: Other Set (non-Main Set) - Other TV equipment	132
Individuals	
Table 5.21: Age of Children	133
Table 5.22: Adults - Age	134
Table 5.23: Social Grade (Adults 16+)	135
Table 5.24: Working Status (Adults 16+)	136
Table 5.25: Males - Age	137
Table 5.26: Social Grade (Males 16+)	138
Table 5.27: Working Status (Males 16+)	139
Table 5.28: Females - Age	140
Table 5.29: Social Grade (Females 16+)	141
Table 5.30: Working Status (Females 16+)	142

DATA PERIOD: ANNUAL
July 2013 - June 2014
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	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
AB	288	276	94	52	221	89	132	265
%V	28.2%	28.1%	25.2%	36.9%	28.4%	28.6%	28.3%	33.0%
%H (All HH)		95.8%	32.6%	18.1%	76.7%	30.9%	45.8%	92.0%
%H (TV HH)			34.1%	18.8%	80.1%	32.2%	47.8%	
C1	281	266	100	43	212	92	121	238
%V	27.5%	27.1%	26.8%	30.5%	27.3%	29.6%	26.0%	29.6%
%H (All HH)		94.7%	35.6%	15.3%	75.4%	32.7%	43.1%	84.7%
%H (TV HH)			37.6%	16.2%	79.7%	34.6%	45.5%	
C2	206	202	94	21	159	73	86	164
%V	20.1%	20.6%	25.2%	14.9%	20.5%	23.5%	18.5%	20.4%
%H (All HH)		98.1%	45.6%	10.2%	77.2%	35.4%	41.7%	79.6%
%H (TV HH)			46.5%	10.4%	78.7%	36.1%	42.6%	
D	158	152	58	17	115	39	77	100
%V	15.4%	15.5%	15.5%	12.1%	14.8%	12.5%	16.5%	12.4%
%H (All HH)		96.2%	36.7%	10.8%	72.8%	24.7%	48.7%	63.3%
%H (TV HH)			38.2%	11.2%	75.7%	25.7%	50.7%	
E	90	85	26	7	69	18	51	37
%V	8.8%	8.7%	7.0%	5.0%	8.9%	5.8%	10.9%	4.6%
%H (All HH)		94.4%	28.9%	7.8%	76.7%	20.0%	56.7%	41.1%
%H (TV HH)			30.6%	8.2%	81.2%	21.2%	60.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%V (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Under 25	38	35	12	6	26	10	15	31
%V	3.7%	3.6%	3.2%	4.3%	3.3%	3.2%	3.2%	3.9%
%H (All HH)		92.1%	31.6%	15.8%	68.4%	26.3%	39.5%	81.6%
%H (TV HH)			34.3%	17.1%	74.3%	28.6%	42.9%	
25 - 34	151	139	73	19	99	54	45	140
%V	14.8%	14.2%	19.6%	13.5%	12.7%	17.4%	9.7%	17.4%
%H (All HH)		92.1%	48.3%	12.6%	65.6%	35.8%	29.8%	92.7%
%H (TV HH)			52.5%	13.7%	71.2%	38.8%	32.4%	
35 - 44	165	161	73	36	114	62	51	150
%V	16.1%	16.4%	19.6%	25.5%	14.7%	19.9%	10.9%	18.7%
%H (All HH)		97.6%	44.2%	21.8%	69.1%	37.6%	30.9%	90.9%
%H (TV HH)			45.3%	22.4%	70.8%	38.5%	31.7%	
45 - 54	199	192	73	32	148	61	87	181
%V	19.5%	19.6%	19.6%	22.7%	19.0%	19.6%	18.7%	22.5%
%H (All HH)		96.5%	36.7%	16.1%	74.4%	30.7%	43.7%	91.0%
%H (TV HH)			38.0%	16.7%	77.1%	31.8%	45.3%	
55 - 64	166	161	65	20	131	53	78	140
%V	16.2%	16.4%	17.4%	14.2%	16.9%	17.0%	16.7%	17.4%
%H (All HH)		97.0%	39.2%	12.0%	78.9%	31.9%	47.0%	84.3%
%H (TV HH)			40.4%	12.4%	81.4%	32.9%	48.4%	
65 +	304	292	77	28	260	70	190	162
%V	29.7%	29.8%	20.6%	19.9%	33.5%	22.5%	40.8%	20.1%
%H (All HH)		96.1%	25.3%	9.2%	85.5%	23.0%	62.5%	53.3%
%H (TV HH)			26.4%	9.6%	89.0%	24.0%	65.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
1	312	289	73	22	237	43	194	168
%V	30.5%	29.5%	19.6%	15.6%	30.5%	13.8%	41.6%	20.9%
%H (All HH)		92.6%	23.4%	7.1%	76.0%	13.8%	62.2%	53.8%
%H (TV HH)			25.3%	7.6%	82.0%	14.9%	67.1%	
2	354	345	134	57	285	129	156	300
%V	34.6%	35.2%	35.9%	40.4%	36.7%	41.5%	33.5%	37.3%
%H (All HH)		97.5%	37.9%	16.1%	80.5%	36.4%	44.1%	84.7%
%H (TV HH)			38.8%	16.5%	82.6%	37.4%	45.2%	
3	147	139	69	22	105	57	48	136
%V	14.4%	14.2%	18.5%	15.6%	13.5%	18.3%	10.3%	16.9%
%H (All HH)		94.6%	46.9%	15.0%	71.4%	38.8%	32.7%	92.5%
%H (TV HH)			49.6%	15.8%	75.5%	41.0%	34.5%	
4	141	138	64	30	98	55	43	135
%V	13.8%	14.1%	17.2%	21.3%	12.6%	17.7%	9.2%	16.8%
%H (All HH)		97.9%	45.4%	21.3%	69.5%	39.0%	30.5%	95.7%
%H (TV HH)			46.4%	21.7%	71.0%	39.9%	31.2%	
5+	70	70	33	10	52	27	25	66
%V	6.8%	7.1%	8.8%	7.1%	6.7%	8.7%	5.4%	8.2%
%H (All HH)		100.0%	47.1%	14.3%	74.3%	38.6%	35.7%	94.3%
%H (TV HH)			47.1%	14.3%	74.3%	38.6%	35.7%	
Average HH size	2.35	2.37	2.62	2.65	2.31	2.69	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Without	781	741	252	101	607	219	388	577
%V	76.3%	75.5%	67.6%	71.6%	78.1%	70.4%	83.3%	71.8%
%H (All HH)		94.9%	32.3%	12.9%	77.7%	28.0%	49.7%	73.9%
%H (TV HH)			34.0%	13.6%	81.9%	29.6%	52.4%	
With	243	240	121	39	170	92	78	227
%V	23.8%	24.5%	32.4%	27.7%	21.9%	29.6%	16.7%	28.2%
%H (All HH)		98.8%	49.8%	16.0%	70.0%	37.9%	32.1%	93.4%
%H (TV HH)			50.4%	16.3%	70.8%	38.3%	32.5%	
0 - 3	102	100	48	18	69	35	34	92
%V	10.0%	10.2%	12.9%	12.8%	8.9%	11.3%	7.3%	11.4%
%H (All HH)		98.0%	47.1%	17.6%	67.6%	34.3%	33.3%	90.2%
%H (TV HH)			48.0%	18.0%	69.0%	35.0%	34.0%	
4 - 9	119	117	66	19	80	50	30	110
%V	11.6%	11.9%	17.7%	13.5%	10.3%	16.1%	6.4%	13.7%
%H (All HH)		98.3%	55.5%	16.0%	67.2%	42.0%	25.2%	92.4%
%H (TV HH)			56.4%	16.2%	68.4%	42.7%	25.6%	
10 - 15	112	112	60	20	80	47	33	109
%V	10.9%	11.4%	16.1%	14.2%	10.3%	15.1%	7.1%	13.6%
%H (All HH)		100.0%	53.6%	17.9%	71.4%	42.0%	29.5%	97.3%
%H (TV HH)			53.6%	17.9%	71.4%	42.0%	29.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
1	413	413	112	50	304	57	246	284
%V	40.4%	42.1%	30.0%	35.5%	39.1%	18.3%	52.8%	35.3%
%H (All HH)		100.0%	27.1%	12.1%	73.6%	13.8%	59.6%	68.8%
%H (TV HH)			27.1%	12.1%	73.6%	13.8%	59.6%	
2	333	333	138	50	269	124	145	278
%V	32.6%	33.9%	37.0%	35.5%	34.6%	39.9%	31.1%	34.6%
%H (All HH)		100.0%	41.4%	15.0%	80.8%	37.2%	43.5%	83.5%
%H (TV HH)			41.4%	15.0%	80.8%	37.2%	43.5%	
3	146	146	73	20	123	69	54	131
%V	14.3%	14.9%	19.6%	14.2%	15.8%	22.2%	11.6%	16.3%
%H (All HH)		100.0%	50.0%	13.7%	84.2%	47.3%	37.0%	89.7%
%H (TV HH)			50.0%	13.7%	84.2%	47.3%	37.0%	
4	66	66	37	15	61	46	15	62
%V	6.5%	6.7%	9.9%	10.6%	7.9%	14.8%	3.2%	7.7%
%H (All HH)		100.0%	56.1%	22.7%	92.4%	69.7%	22.7%	93.9%
%H (TV HH)			56.1%	22.7%	92.4%	69.7%	22.7%	
5+	22	22	12	6	21	15	5	22
%V	2.2%	2.2%	3.2%	4.3%	2.7%	4.8%	1.1%	2.7%
%H (All HH)		100.0%	54.5%	27.3%	95.5%	68.2%	22.7%	100.0%
%H (TV HH)			54.5%	27.3%	95.5%	68.2%	22.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Under 20"	243	243	92	31	211	91	119	203
%V	23.8%	24.8%	24.7%	22.0%	27.2%	29.3%	25.5%	25.2%
%H (All HH)		100.0%	37.9%	12.8%	86.8%	37.4%	49.0%	83.5%
%H (TV HH)			37.9%	12.8%	86.8%	37.4%	49.0%	
20" - 29"	419	419	158	58	349	147	202	330
%V	41.0%	42.7%	42.4%	41.1%	44.9%	47.3%	43.3%	41.0%
%H (All HH)		100.0%	37.7%	13.8%	83.3%	35.1%	48.2%	78.8%
%H (TV HH)			37.7%	13.8%	83.3%	35.1%	48.2%	
30" - 39"	524	524	215	82	423	192	230	429
%V	51.2%	53.4%	57.6%	58.2%	54.4%	61.7%	49.4%	53.4%
%H (All HH)		100.0%	41.0%	15.6%	80.7%	36.6%	43.9%	81.9%
%H (TV HH)			41.0%	15.6%	80.7%	36.6%	43.9%	
40" and over	380	380	190	69	282	158	124	339
%V	37.1%	38.7%	50.9%	48.9%	36.3%	50.8%	26.6%	42.2%
%H (All HH)		100.0%	50.0%	18.2%	74.2%	41.6%	32.6%	89.2%
%H (TV HH)			50.0%	18.2%	74.2%	41.6%	32.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Main living room	968	968	372	141	767	310	457	768
%V	94.6%	98.7%	99.7%	100.0%	98.7%	99.7%	98.1%	95.5%
%H (All HH)		100.0%	38.4%	14.6%	79.2%	32.0%	47.2%	79.3%
%H (TV HH)			38.4%	14.6%	79.2%	32.0%	47.2%	
Kitchen	120	120	47	21	106	55	51	109
%V	11.7%	12.2%	12.6%	14.9%	13.6%	17.7%	10.9%	13.6%
%H (All HH)		100.0%	39.2%	17.5%	88.3%	45.8%	42.5%	90.8%
%H (TV HH)			39.2%	17.5%	88.3%	45.8%	42.5%	
Adult's bedroom	411	411	195	65	346	193	153	353
%V	40.2%	41.9%	52.3%	46.1%	44.5%	62.1%	32.8%	43.9%
%H (All HH)		100.0%	47.4%	15.8%	84.2%	47.0%	37.2%	85.9%
%H (TV HH)			47.4%	15.8%	84.2%	47.0%	37.2%	
Child's bedroom	100	100	58	18	80	54	25	95
%V	9.8%	10.2%	15.5%	12.8%	10.3%	17.4%	5.4%	11.8%
%H (All HH)		100.0%	58.0%	18.0%	80.0%	54.0%	25.0%	95.0%
%H (TV HH)			58.0%	18.0%	80.0%	54.0%	25.0%	
Other bedroom	54	54	25	16	45	30	15	50
%V	5.3%	5.5%	6.7%	11.3%	5.8%	9.6%	3.2%	6.2%
%H (All HH)		100.0%	46.3%	29.6%	83.3%	55.6%	27.8%	92.6%
%H (TV HH)			46.3%	29.6%	83.3%	55.6%	27.8%	
Second living/dining room	83	83	39	12	76	41	35	68
%V	8.1%	8.5%	10.5%	8.5%	9.8%	13.2%	7.5%	8.5%
%H (All HH)		100.0%	47.0%	14.5%	91.6%	49.4%	42.2%	81.9%
%H (TV HH)			47.0%	14.5%	91.6%	49.4%	42.2%	
Study/office	20	20	7	3	20	9	11	19
%V	2.0%	2.0%	1.9%	2.1%	2.6%	2.9%	2.4%	2.4%
%H (All HH)		100.0%	35.0%	15.0%	100.0%	45.0%	55.0%	95.0%
%H (TV HH)			35.0%	15.0%	100.0%	45.0%	55.0%	
TV room	6	6	3	0	6	3	3	6
%V	0.6%	0.6%	0.8%	0.0%	0.8%	1.0%	0.6%	0.7%
%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%	
Conservatory	14	14	8	1	13	8	5	13
%V	1.4%	1.4%	2.1%	0.7%	1.7%	2.6%	1.1%	1.6%
%H (All HH)		100.0%	57.1%	7.1%	92.9%	57.1%	35.7%	92.9%
%H (TV HH)			57.1%	7.1%	92.9%	57.1%	35.7%	
Attic or loft room	3	3	2	1	2	2	0	3
%V	0.3%	0.3%	0.5%	0.7%	0.3%	0.6%	0.0%	0.4%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	6	6	4	0	4	3	2	5
%V	0.6%	0.6%	1.1%	0.0%	0.5%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	50.0%	33.3%	83.3%
%H (TV HH)			66.7%	0.0%	66.7%	50.0%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Any DSAT provider	373	373	373	6	235	235	0	332
%V	36.5%	38.0%	100.0%	4.3%	30.2%	75.6%	0.0%	41.3%
%H (All HH)			100.0%	1.6%	63.0%	63.0%	0.0%	89.0%
%H (TV HH)			100.0%	1.6%	63.0%	63.0%	0.0%	
Sky with subcription	295	295	295	4	193	193	0	268
%V	28.8%	30.1%	79.1%	2.8%	24.8%	62.1%	0.0%	33.3%
%H (All HH)			100.0%	1.4%	65.4%	65.4%	0.0%	90.8%
%H (TV HH)			100.0%	1.4%	65.4%	65.4%	0.0%	
Sky without subscription	17	17	17	1	10	10	0	17
%V	1.7%	1.7%	4.6%	0.7%	1.3%	3.2%	0.0%	2.1%
%H (All HH)			100.0%	5.9%	58.8%	58.8%	0.0%	100.0%
%H (TV HH)			100.0%	5.9%	58.8%	58.8%	0.0%	
Freesat	60	60	60	2	34	34	0	49
%V	5.9%	6.1%	16.1%	1.4%	4.4%	10.9%	0.0%	6.1%
%H (All HH)			100.0%	3.3%	56.7%	56.7%	0.0%	81.7%
%H (TV HH)			100.0%	3.3%	56.7%	56.7%	0.0%	
Other satellite provider	7	7	7	0	2	2	0	5
%V	0.7%	0.7%	1.9%	0.0%	0.3%	0.6%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	28.6%	28.6%	0.0%	71.4%
%H (TV HH)			100.0%	0.0%	28.6%	28.6%	0.0%	
DCAB	141	141	6	141	79	79	0	130
%V	13.8%	14.4%	1.6%	100.0%	10.2%	25.4%	0.0%	16.2%
%H (All HH)			4.3%	100.0%	56.0%	56.0%	0.0%	92.2%
%H (TV HH)			4.3%	100.0%	56.0%	56.0%	0.0%	
DTT	777	777	235	79	777	311	466	596
%V	76.0%	79.2%	63.0%	56.0%	100.0%	100.0%	100.0%	74.1%
%H (All HH)		100.0%	30.2%	10.2%	100.0%	40.0%	60.0%	76.7%
%H (TV HH)			30.2%	10.2%	100.0%	40.0%	60.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%H (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
PVR	619	619	317	122	462	275	186	558
%V	60.5%	63.1%	85.0%	86.5%	59.5%	88.4%	39.9%	69.4%
%H (All HH)		100.0%	51.2%	19.7%	74.6%	44.4%	30.0%	90.1%
%H (TV HH)			51.2%	19.7%	74.6%	44.4%	30.0%	
DVDR	46	46	18	5	38	15	23	37
%V	4.5%	4.7%	4.8%	3.5%	4.9%	4.8%	4.9%	4.6%
%H (All HH)		100.0%	39.1%	10.9%	82.6%	32.6%	50.0%	80.4%
%H (TV HH)			39.1%	10.9%	82.6%	32.6%	50.0%	
VCR	33	33	14	4	29	13	16	20
%V	3.2%	3.4%	3.8%	2.8%	3.7%	4.2%	3.4%	2.5%
%H (All HH)		100.0%	42.4%	12.1%	87.9%	39.4%	48.5%	60.6%
%H (TV HH)			42.4%	12.1%	87.9%	39.4%	48.5%	
Any recorder	648	648	323	123	487	280	207	575
%V	63.3%	66.1%	86.6%	87.2%	62.7%	90.0%	44.4%	71.5%
%H (All HH)		100.0%	49.8%	19.0%	75.2%	43.2%	31.9%	88.7%
%H (TV HH)			49.8%	19.0%	75.2%	43.2%	31.9%	
Receives HDTV (via STB or built-in reception)	536	536	252	122	403	235	168	472
%V	52.4%	54.6%	67.6%	86.5%	51.9%	75.6%	36.1%	58.7%
%H (All HH)		100.0%	47.0%	22.8%	75.2%	43.8%	31.3%	88.1%
%H (TV HH)			47.0%	22.8%	75.2%	43.8%	31.3%	
DVD/Blu-ray player or recorder	816	816	324	123	655	284	372	677
%V	79.8%	83.2%	86.9%	87.2%	84.3%	91.3%	79.8%	84.2%
%H (All HH)		100.0%	39.7%	15.1%	80.3%	34.8%	45.6%	83.0%
%H (TV HH)			39.7%	15.1%	80.3%	34.8%	45.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	981	373	141	777	311	466	804
%V (All HH)		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%
%H (TV HH)			38.0%	14.4%	79.2%	31.7%	47.5%	
Has broadband internet	804	777	332	130	596	281	315	804
%V	78.6%	79.2%	89.0%	92.2%	76.7%	90.4%	67.6%	100.0%
%H (All HH)		96.6%	41.3%	16.2%	74.1%	35.0%	39.2%	100.0%
%H (TV HH)			42.7%	16.7%	76.7%	36.2%	40.5%	
Number of computers (PCs and laptops)								
0	192	180	37	11	160	28	132	7
%V	18.8%	18.3%	9.9%	7.8%	20.6%	9.0%	28.3%	0.9%
%H (All HH)		93.8%	19.3%	5.7%	83.3%	14.6%	68.8%	3.6%
%H (TV HH)			20.6%	6.1%	88.9%	15.6%	73.3%	
1	317	303	112	33	239	81	157	288
%V	31.0%	30.9%	30.0%	23.4%	30.8%	26.0%	33.7%	35.8%
%H (All HH)		95.6%	35.3%	10.4%	75.4%	25.6%	49.5%	90.9%
%H (TV HH)			37.0%	10.9%	78.9%	26.7%	51.8%	
2	226	216	99	41	158	83	76	222
%V	22.1%	22.0%	26.5%	29.1%	20.3%	26.7%	16.3%	27.6%
%H (All HH)		95.6%	43.8%	18.1%	69.9%	36.7%	33.6%	98.2%
%H (TV HH)			45.8%	19.0%	73.1%	38.4%	35.2%	
3	133	132	57	29	98	52	46	132
%V	13.0%	13.5%	15.3%	20.6%	12.6%	16.7%	9.9%	16.4%
%H (All HH)		99.2%	42.9%	21.8%	73.7%	39.1%	34.6%	99.2%
%H (TV HH)			43.2%	22.0%	74.2%	39.4%	34.8%	
4	76	72	37	12	57	32	25	75
%V	7.4%	7.3%	9.9%	8.5%	7.3%	10.3%	5.4%	9.3%
%H (All HH)		94.7%	48.7%	15.8%	75.0%	42.1%	32.9%	98.7%
%H (TV HH)			51.4%	16.7%	79.2%	44.4%	34.7%	
5+	80	78	32	15	65	35	30	80
%V	7.8%	8.0%	8.6%	10.6%	8.4%	11.3%	6.4%	10.0%
%H (All HH)		97.5%	40.0%	18.8%	81.3%	43.8%	37.5%	100.0%
%H (TV HH)			41.0%	19.2%	83.3%	44.9%	38.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1903	820	302	1564	774	790	1600
%H		43.1%	15.9%	82.2%	40.7%	41.5%	84.1%
Under 20"	302	113	43	263	117	146	257
%V	15.9%	13.8%	14.2%	16.8%	15.1%	18.5%	16.1%
%H		37.4%	14.2%	87.1%	38.7%	48.3%	85.1%
20" - 29"	532	211	73	453	205	247	426
%V	28.0%	25.7%	24.2%	29.0%	26.5%	31.3%	26.6%
%H		39.7%	13.7%	85.2%	38.5%	46.4%	80.1%
30" - 39"	618	265	104	510	254	256	515
%V	32.5%	32.3%	34.4%	32.6%	32.8%	32.4%	32.2%
%H		42.9%	16.8%	82.5%	41.1%	41.4%	83.3%
40" and over	440	227	82	328	193	135	396
%V	23.1%	27.7%	27.2%	21.0%	24.9%	17.1%	24.8%
%H		51.6%	18.6%	74.5%	43.9%	30.7%	90.0%
Don't know	10	4	0	10	3	6	6
%V	0.5%	0.5%	0.0%	0.6%	0.4%	0.8%	0.4%
%H		40.0%	0.0%	100.0%	30.0%	60.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1903	820	302	1564	774	790	1600
%H		43.1%	15.9%	82.2%	40.7%	41.5%	84.1%
Main living room	973	374	141	771	311	460	771
%V	51.1%	45.6%	46.7%	49.3%	40.2%	58.2%	48.2%
%H		38.4%	14.5%	79.2%	32.0%	47.3%	79.2%
Kitchen	120	47	21	106	55	51	109
%V	6.3%	5.7%	7.0%	6.8%	7.1%	6.5%	6.8%
%H		39.2%	17.5%	88.3%	45.8%	42.5%	90.8%
Adult's bedroom	478	230	75	404	229	175	417
%V	25.1%	28.0%	24.8%	25.8%	29.6%	22.2%	26.1%
%H		48.1%	15.7%	84.5%	47.9%	36.6%	87.2%
Child's bedroom	139	79	31	110	79	31	132
%V	7.3%	9.6%	10.3%	7.0%	10.2%	3.9%	8.3%
%H		56.8%	22.3%	79.1%	56.8%	22.3%	95.0%
Other bedroom	59	28	17	50	34	16	54
%V	3.1%	3.4%	5.6%	3.2%	4.4%	2.0%	3.4%
%H		47.5%	28.8%	84.7%	57.6%	27.1%	91.5%
Second living/dining room	84	39	12	77	41	36	69
%V	4.4%	4.8%	4.0%	4.9%	5.3%	4.6%	4.3%
%H		46.4%	14.3%	91.7%	48.8%	42.9%	82.1%
Study/office	21	7	3	20	9	11	20
%V	1.1%	0.9%	1.0%	1.3%	1.2%	1.4%	1.3%
%H		33.3%	14.3%	95.2%	42.9%	52.4%	95.2%
TV room	6	3	0	6	3	3	6
%V	0.3%	0.4%	0.0%	0.4%	0.4%	0.4%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Conservatory	14	8	1	13	8	5	13
%V	0.7%	1.0%	0.3%	0.8%	1.0%	0.6%	0.8%
%H		57.1%	7.1%	92.9%	57.1%	35.7%	92.9%
Attic or loft room	3	2	1	2	2	0	3
%V	0.2%	0.2%	0.3%	0.1%	0.3%	0.0%	0.2%
%H		66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	6	4	0	4	3	2	5
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		66.7%	0.0%	66.7%	50.0%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1903	820	302	1564	774	790	1600
%H		43.1%	15.9%	82.2%	40.7%	41.5%	84.1%
PVR	794	430	167	590	383	208	729
%V	41.7%	52.4%	55.3%	37.7%	49.5%	26.3%	45.6%
%H		54.2%	21.0%	74.3%	48.2%	26.2%	91.8%
DVDR	48	19	5	40	16	24	39
%V	2.5%	2.3%	1.7%	2.6%	2.1%	3.0%	2.4%
%H		39.6%	10.4%	83.3%	33.3%	50.0%	81.3%
VCR	34	15	4	30	14	16	22
%V	1.8%	1.8%	1.3%	1.9%	1.8%	2.0%	1.4%
%H		44.1%	11.8%	88.2%	41.2%	47.1%	64.7%
Any recorder	834	442	171	626	394	232	755
%V	43.8%	53.9%	56.6%	40.0%	50.9%	29.4%	47.2%
%H		53.0%	20.5%	75.1%	47.2%	27.8%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1903	820	302	1564	774	790	1600
%H		43.1%	15.9%	82.2%	40.7%	41.5%	84.1%
Receives HDTV (via STB or built-in reception)	789	375	198	623	396	227	711
%V	41.5%	45.7%	65.6%	39.8%	51.2%	28.7%	44.4%
%H		47.5%	25.1%	79.0%	50.2%	28.8%	90.1%
DVD/Blu-ray player or recorder	1167	513	193	960	488	472	1001
%V	61.3%	62.6%	63.9%	61.4%	63.0%	59.7%	62.6%
%H		44.0%	16.5%	82.3%	41.8%	40.4%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	373	141	777	311	466	776
%H		38.1%	14.4%	79.3%	31.7%	47.6%	79.2%
Under 20"	25	2	1	23	3	20	15
%V	2.6%	0.5%	0.7%	3.0%	1.0%	4.3%	1.9%
%H		8.0%	4.0%	92.0%	12.0%	80.0%	60.0%
20" - 29"	189	43	18	160	35	125	125
%V	19.3%	11.5%	12.8%	20.6%	11.3%	26.8%	16.1%
%H		22.8%	9.5%	84.7%	18.5%	66.1%	66.1%
30" - 39"	401	143	57	323	121	202	312
%V	40.9%	38.3%	40.4%	41.6%	38.9%	43.3%	40.2%
%H		35.7%	14.2%	80.5%	30.2%	50.4%	77.8%
40" and over	364	184	65	269	151	117	324
%V	37.1%	49.3%	46.1%	34.6%	48.6%	25.1%	41.8%
%H		50.5%	17.9%	73.9%	41.5%	32.1%	89.0%
Don't know	2	1	0	2	1	1	1
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	373	141	777	311	466	776
%H		38.1%	14.4%	79.3%	31.7%	47.6%	79.2%
PVR	602	311	119	446	267	179	545
%V	61.4%	83.4%	84.4%	57.4%	85.9%	38.4%	70.2%
%H		51.7%	19.8%	74.1%	44.4%	29.7%	90.5%
DVDR	40	15	4	32	11	21	31
%V	4.1%	4.0%	2.8%	4.1%	3.5%	4.5%	4.0%
%H		37.5%	10.0%	80.0%	27.5%	52.5%	77.5%
VCR	29	12	3	25	11	15	18
%V	3.0%	3.2%	2.1%	3.2%	3.5%	3.2%	2.3%
%H		41.4%	10.3%	86.2%	37.9%	51.7%	62.1%
Any recorder	633	319	120	474	274	200	564
%V	64.6%	85.5%	85.1%	61.0%	88.1%	42.9%	72.7%
%H		50.4%	19.0%	74.9%	43.3%	31.6%	89.1%

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	980	373	141	777	311	466	776
%H		38.1%	14.4%	79.3%	31.7%	47.6%	79.2%
Receives HDTV (via STB or built-in reception)	515	243	119	383	225	159	457
%V	52.6%	65.1%	84.4%	49.3%	72.3%	34.1%	58.9%
%H		47.2%	23.1%	74.4%	43.7%	30.9%	88.7%
DVD/Blu-ray player or recorder	777	305	118	618	262	356	643
%V	79.3%	81.8%	83.7%	79.5%	84.2%	76.4%	82.9%
%H		39.3%	15.2%	79.5%	33.7%	45.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	923	448	161	787	463	324	824
%H		48.5%	17.4%	85.3%	50.2%	35.1%	89.3%
Under 20"	278	111	42	240	115	126	242
%V	30.1%	24.8%	26.1%	30.5%	24.8%	38.9%	29.4%
%H		39.9%	15.1%	86.3%	41.4%	45.3%	87.1%
20" - 29"	343	168	55	293	171	122	302
%V	37.2%	37.5%	34.2%	37.2%	36.9%	37.7%	36.7%
%H		49.0%	16.0%	85.4%	49.9%	35.6%	88.0%
30" - 39"	218	122	47	186	133	53	203
%V	23.6%	27.2%	29.2%	23.6%	28.7%	16.4%	24.6%
%H		56.0%	21.6%	85.3%	61.0%	24.3%	93.1%
40" and over	76	44	17	59	42	17	71
%V	8.2%	9.8%	10.6%	7.5%	9.1%	5.2%	8.6%
%H		57.9%	22.4%	77.6%	55.3%	22.4%	93.4%
Don't know	9	3	0	8	3	6	6
%V	1.0%	0.7%	0.0%	1.0%	0.6%	1.9%	0.7%
%H		33.3%	0.0%	88.9%	33.3%	66.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	923	448	161	787	463	324	824
%H		48.5%	17.4%	85.3%	50.2%	35.1%	89.3%
PVR	192	120	49	144	115	29	183
%V	20.8%	26.8%	30.4%	18.3%	24.8%	9.0%	22.2%
%H		62.5%	25.5%	75.0%	59.9%	15.1%	95.3%
DVDR	8	3	1	8	5	3	8
%V	0.9%	0.7%	0.6%	1.0%	1.1%	0.9%	1.0%
%H		37.5%	12.5%	100.0%	62.5%	37.5%	100.0%
VCR	5	3	1	4	3	1	4
%V	0.5%	0.7%	0.6%	0.5%	0.6%	0.3%	0.5%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
Any recorder	201	123	51	152	120	32	192
%V	21.8%	27.5%	31.7%	19.3%	25.9%	9.9%	23.3%
%H		61.2%	25.4%	75.6%	59.7%	15.9%	95.5%

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	923	448	161	787	463	324	824
%H		48.5%	17.4%	85.3%	50.2%	35.1%	89.3%
Receives HDTV (via STB or built-in reception)	273	132	78	239	171	68	254
%V	29.6%	29.5%	48.4%	30.4%	36.9%	21.0%	30.8%
%H		48.4%	28.6%	87.5%	62.6%	24.9%	93.0%
DVD/Blu-ray player or recorder	391	208	75	342	226	116	358
%V	42.4%	46.4%	46.6%	43.5%	48.8%	35.8%	43.4%
%H		53.2%	19.2%	87.5%	57.8%	29.7%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2400	2323	979	374	1797	835	962	2068
%H		96.8%	40.8%	15.6%	74.9%	34.8%	40.1%	86.2%
Total Children	436	432	226	70	301	167	134	407
%V	18.2%	18.6%	23.1%	18.7%	16.8%	20.0%	13.9%	19.7%
%H		99.1%	51.8%	16.1%	69.0%	38.3%	30.7%	93.3%
0 - 3	126	125	59	22	91	46	45	115
%V	5.3%	5.4%	6.0%	5.9%	5.1%	5.5%	4.7%	5.6%
%H		99.2%	46.8%	17.5%	72.2%	36.5%	35.7%	91.3%
4 - 15	309	306	167	49	210	121	89	292
%V	12.9%	13.2%	17.1%	13.1%	11.7%	14.5%	9.3%	14.1%
%H		99.0%	54.0%	15.9%	68.0%	39.2%	28.8%	94.5%
4 - 9	156	153	86	23	101	61	41	143
%V	6.5%	6.6%	8.8%	6.1%	5.6%	7.3%	4.3%	6.9%
%H		98.1%	55.1%	14.7%	64.7%	39.1%	26.3%	91.7%
10 - 15	153	153	81	26	108	60	48	149
%V	6.4%	6.6%	8.3%	7.0%	6.0%	7.2%	5.0%	7.2%
%H		100.0%	52.9%	17.0%	70.6%	39.2%	31.4%	97.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2400	2323	979	374	1797	835	962	2068
%H		96.8%	40.8%	15.6%	74.9%	34.8%	40.1%	86.2%
Total Adults (16+)	1964	1891	753	303	1497	668	828	1661
%V	81.8%	81.4%	76.9%	81.0%	83.3%	80.0%	86.1%	80.3%
%H		96.3%	38.3%	15.4%	76.2%	34.0%	42.2%	84.6%
16 - 19	134	131	52	28	107	56	51	131
%V	5.6%	5.6%	5.3%	7.5%	6.0%	6.7%	5.3%	6.3%
%H		97.8%	38.8%	20.9%	79.9%	41.8%	38.1%	97.8%
20 - 24	157	146	50	30	107	50	57	147
%V	6.5%	6.3%	5.1%	8.0%	6.0%	6.0%	5.9%	7.1%
%H		93.0%	31.8%	19.1%	68.2%	31.8%	36.3%	93.6%
25 - 34	304	285	144	44	205	110	95	278
%V	12.7%	12.3%	14.7%	11.8%	11.4%	13.2%	9.9%	13.4%
%H		93.8%	47.4%	14.5%	67.4%	36.2%	31.3%	91.4%
35 - 44	286	281	130	57	200	108	92	267
%V	11.9%	12.1%	13.3%	15.2%	11.1%	12.9%	9.6%	12.9%
%H		98.3%	45.5%	19.9%	69.9%	37.8%	32.2%	93.4%
45 - 54	352	342	138	64	260	121	140	327
%V	14.7%	14.7%	14.1%	17.1%	14.5%	14.5%	14.6%	15.8%
%H		97.2%	39.2%	18.2%	73.9%	34.4%	39.8%	92.9%
55 - 64	279	271	105	40	227	98	129	236
%V	11.6%	11.7%	10.7%	10.7%	12.6%	11.7%	13.4%	11.4%
%H		97.1%	37.6%	14.3%	81.4%	35.1%	46.2%	84.6%
65+	452	436	134	40	390	125	264	275
%V	18.8%	18.8%	13.7%	10.7%	21.7%	15.0%	27.4%	13.3%
%H		96.5%	29.6%	8.8%	86.3%	27.7%	58.4%	60.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1964	1891	753	303	1497	668	828	1661
%H		96.3%	38.3%	15.4%	76.2%	34.0%	42.2%	84.6%
AB	585	563	206	110	450	201	250	552
%V	29.8%	29.8%	27.4%	36.3%	30.1%	30.1%	30.2%	33.2%
%H		96.2%	35.2%	18.8%	76.9%	34.4%	42.7%	94.4%
C1	562	537	199	101	426	197	228	505
%V	28.6%	28.4%	26.4%	33.3%	28.5%	29.5%	27.5%	30.4%
%H		95.6%	35.4%	18.0%	75.8%	35.1%	40.6%	89.9%
C2	415	410	197	49	321	158	163	350
%V	21.1%	21.7%	26.2%	16.2%	21.4%	23.7%	19.7%	21.1%
%H		98.8%	47.5%	11.8%	77.3%	38.1%	39.3%	84.3%
D	286	273	116	33	210	85	124	202
%V	14.6%	14.4%	15.4%	10.9%	14.0%	12.7%	15.0%	12.2%
%H		95.5%	40.6%	11.5%	73.4%	29.7%	43.4%	70.6%
E	116	109	35	11	90	27	63	52
%V	5.9%	5.8%	4.6%	3.6%	6.0%	4.0%	7.6%	3.1%
%H		94.0%	30.2%	9.5%	77.6%	23.3%	54.3%	44.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1964	1891	753	303	1497	668	828	1661
%H		96.3%	38.3%	15.4%	76.2%	34.0%	42.2%	84.6%
Working full time	888	858	381	177	637	338	299	835
%V	45.2%	45.4%	50.6%	58.4%	42.6%	50.6%	36.1%	50.3%
%H		96.6%	42.9%	19.9%	71.7%	38.1%	33.7%	94.0%
Working part time	252	241	106	41	182	89	93	228
%V	12.8%	12.7%	14.1%	13.5%	12.2%	13.3%	11.2%	13.7%
%H		95.6%	42.1%	16.3%	72.2%	35.3%	36.9%	90.5%
Not working	824	793	266	86	677	241	436	598
%V	42.0%	41.9%	35.3%	28.4%	45.2%	36.1%	52.7%	36.0%
%H		96.2%	32.3%	10.4%	82.2%	29.2%	52.9%	72.6%
Housewife/Houseperson	1023	981	373	141	777	311	466	804
%V	52.1%	51.9%	49.5%	46.5%	51.9%	46.6%	56.3%	48.4%
%H		95.9%	36.5%	13.8%	76.0%	30.4%	45.6%	78.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	961	920	371	155	719	331	388	822
%H		95.7%	38.6%	16.1%	74.8%	34.4%	40.4%	85.5%
16 - 19	66	64	23	19	51	30	21	66
%V	6.9%	7.0%	6.2%	12.3%	7.1%	9.1%	5.4%	8.0%
%H		97.0%	34.8%	28.8%	77.3%	45.5%	31.8%	100.0%
20 - 24	85	79	26	15	59	26	33	80
%V	8.8%	8.6%	7.0%	9.7%	8.2%	7.9%	8.5%	9.7%
%H		92.9%	30.6%	17.6%	69.4%	30.6%	38.8%	94.1%
25 - 34	147	136	66	24	95	51	44	134
%V	15.3%	14.8%	17.8%	15.5%	13.2%	15.4%	11.3%	16.3%
%H		92.5%	44.9%	16.3%	64.6%	34.7%	29.9%	91.2%
35 - 44	146	143	65	24	102	49	52	133
%V	15.2%	15.5%	17.5%	15.5%	14.2%	14.8%	13.4%	16.2%
%H		97.9%	44.5%	16.4%	69.9%	33.6%	35.6%	91.1%
45 - 54	169	164	71	30	122	60	63	155
%V	17.6%	17.8%	19.1%	19.4%	17.0%	18.1%	16.2%	18.9%
%H		97.0%	42.0%	17.8%	72.2%	35.5%	37.3%	91.7%
55 - 64	140	134	51	22	112	50	62	120
%V	14.6%	14.6%	13.7%	14.2%	15.6%	15.1%	16.0%	14.6%
%H		95.7%	36.4%	15.7%	80.0%	35.7%	44.3%	85.7%
65+	207	201	68	21	177	64	113	135
%V	21.5%	21.8%	18.3%	13.5%	24.6%	19.3%	29.1%	16.4%
%H		97.1%	32.9%	10.1%	85.5%	30.9%	54.6%	65.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	961	920	371	155	719	331	388	822
%H		95.7%	38.6%	16.1%	74.8%	34.4%	40.4%	85.5%
AB	288	277	106	57	216	101	115	272
%V	30.0%	30.1%	28.6%	36.8%	30.0%	30.5%	29.6%	33.1%
%H		96.2%	36.8%	19.8%	75.0%	35.1%	39.9%	94.4%
C1	259	244	88	50	188	89	100	236
%V	27.0%	26.5%	23.7%	32.3%	26.1%	26.9%	25.8%	28.7%
%H		94.2%	34.0%	19.3%	72.6%	34.4%	38.6%	91.1%
C2	231	228	107	27	179	87	93	192
%V	24.0%	24.8%	28.8%	17.4%	24.9%	26.3%	24.0%	23.4%
%H		98.7%	46.3%	11.7%	77.5%	37.7%	40.3%	83.1%
D	144	133	59	16	102	44	58	105
%V	15.0%	14.5%	15.9%	10.3%	14.2%	13.3%	14.9%	12.8%
%H		92.4%	41.0%	11.1%	70.8%	30.6%	40.3%	72.9%
E	40	39	11	5	34	10	23	18
%V	4.2%	4.2%	3.0%	3.2%	4.7%	3.0%	5.9%	2.2%
%H		97.5%	27.5%	12.5%	85.0%	25.0%	57.5%	45.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	961	920	371	155	719	331	388	822
%H		95.7%	38.6%	16.1%	74.8%	34.4%	40.4%	85.5%
Working full time	557	541	241	107	402	211	191	518
%V	58.0%	58.8%	65.0%	69.0%	55.9%	63.7%	49.2%	63.0%
%H		97.1%	43.3%	19.2%	72.2%	37.9%	34.3%	93.0%
Working part time	52	44	18	4	37	15	22	40
%V	5.4%	4.8%	4.9%	2.6%	5.1%	4.5%	5.7%	4.9%
%H		84.6%	34.6%	7.7%	71.2%	28.8%	42.3%	76.9%
Not working	352	335	112	44	280	105	176	264
%V	36.6%	36.4%	30.2%	28.4%	38.9%	31.7%	45.4%	32.1%
%H		95.2%	31.8%	12.5%	79.5%	29.8%	50.0%	75.0%
Housewife/Houseperson	240	223	77	31	169	56	113	168
%V	25.0%	24.2%	20.8%	20.0%	23.5%	16.9%	29.1%	20.4%
%H		92.9%	32.1%	12.9%	70.4%	23.3%	47.1%	70.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	971	382	148	777	338	440	839
%H		96.8%	38.1%	14.8%	77.5%	33.7%	43.9%	83.6%
16 - 19	68	67	28	9	56	26	30	65
%V	6.8%	6.9%	7.3%	6.1%	7.2%	7.7%	6.8%	7.7%
%H		98.5%	41.2%	13.2%	82.4%	38.2%	44.1%	95.6%
20 - 24	72	66	23	16	48	24	24	67
%V	7.2%	6.8%	6.0%	10.8%	6.2%	7.1%	5.5%	8.0%
%H		91.7%	31.9%	22.2%	66.7%	33.3%	33.3%	93.1%
25 - 34	157	149	78	20	110	59	51	144
%V	15.7%	15.3%	20.4%	13.5%	14.2%	17.5%	11.6%	17.2%
%H		94.9%	49.7%	12.7%	70.1%	37.6%	32.5%	91.7%
35 - 44	140	138	65	33	99	59	40	135
%V	14.0%	14.2%	17.0%	22.3%	12.7%	17.5%	9.1%	16.1%
%H		98.6%	46.4%	23.6%	70.7%	42.1%	28.6%	96.4%
45 - 54	183	178	67	34	138	61	77	172
%V	18.2%	18.3%	17.5%	23.0%	17.8%	18.0%	17.5%	20.5%
%H		97.3%	36.6%	18.6%	75.4%	33.3%	42.1%	94.0%
55 - 64	140	138	54	18	115	48	67	117
%V	14.0%	14.2%	14.1%	12.2%	14.8%	14.2%	15.2%	13.9%
%H		98.6%	38.6%	12.9%	82.1%	34.3%	47.9%	83.6%
65+	244	235	66	18	212	61	151	140
%V	24.3%	24.2%	17.3%	12.2%	27.3%	18.0%	34.3%	16.7%
%H		96.3%	27.0%	7.4%	86.9%	25.0%	61.9%	57.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	971	382	148	777	338	440	839
%H		96.8%	38.1%	14.8%	77.5%	33.7%	43.9%	83.6%
AB	297	286	100	53	234	99	135	280
%V	29.6%	29.5%	26.2%	35.8%	30.1%	29.3%	30.7%	33.4%
%H		96.3%	33.7%	17.8%	78.8%	33.3%	45.5%	94.3%
C1	304	293	111	51	237	108	129	269
%V	30.3%	30.2%	29.1%	34.5%	30.5%	32.0%	29.3%	32.1%
%H		96.4%	36.5%	16.8%	78.0%	35.5%	42.4%	88.5%
C2	184	182	89	22	142	72	70	158
%V	18.3%	18.7%	23.3%	14.9%	18.3%	21.3%	15.9%	18.8%
%H		98.9%	48.4%	12.0%	77.2%	39.1%	38.0%	85.9%
D	142	140	57	17	108	42	66	96
%V	14.2%	14.4%	14.9%	11.5%	13.9%	12.4%	15.0%	11.4%
%H		98.6%	40.1%	12.0%	76.1%	29.6%	46.5%	67.6%
E	76	70	24	6	56	16	40	35
%V	7.6%	7.2%	6.3%	4.1%	7.2%	4.7%	9.1%	4.2%
%H		92.1%	31.6%	7.9%	73.7%	21.1%	52.6%	46.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	971	382	148	777	338	440	839
%H		96.8%	38.1%	14.8%	77.5%	33.7%	43.9%	83.6%
Working full time	331	317	139	69	235	127	108	317
%V	33.0%	32.6%	36.4%	46.6%	30.2%	37.6%	24.5%	37.8%
%H		95.8%	42.0%	20.8%	71.0%	38.4%	32.6%	95.8%
Working part time	200	196	88	36	145	74	71	187
%V	19.9%	20.2%	23.0%	24.3%	18.7%	21.9%	16.1%	22.3%
%H		98.0%	44.0%	18.0%	72.5%	37.0%	35.5%	93.5%
Not working	472	458	154	42	397	136	260	335
%V	47.1%	47.2%	40.3%	28.4%	51.1%	40.2%	59.1%	39.9%
%H		97.0%	32.6%	8.9%	84.1%	28.8%	55.1%	71.0%
Housewife/Houseperson	783	758	296	110	608	255	353	636
%V	78.1%	78.1%	77.5%	74.3%	78.2%	75.4%	80.2%	75.8%
%H		96.8%	37.8%	14.0%	77.7%	32.6%	45.1%	81.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

Contents	Page
Household	
Table 6.1: Social Grade	144
Table 6.2: Housewife Age	145
Table 6.3: Size of Household	146
Table 6.4: Presence of Children	147
Table 6.5: Number of TV sets in household	148
Table 6.6: Screen size	149
Table 6.7: Location of ANY set in household	150
Table 6.8: Platform Provider	151
Table 6.9: Recorders and other equipment	152
Table 6.10: Computers and Internet	153
Sets	
Table 6.11: Screen Size	154
Table 6.12: Location of set	155
Table 6.13: Recorders	156
Table 6.14: Other TV equipment	156
Table 6.15: Main Set Screen Size	157
Table 6.16: Main Set Recorders	158
Table 6.17: Main Set - Other TV equipment	158
Table 6.18: Other Sets (non-Main Set) Screen Size	159
Table 6.19: Other Set (non-Main Set) Recorders	160
Table 6.20: Other Set (non-Main Set) - Other TV equipment	160
Individuals	
Table 6.21: Age of Children	161
Table 6.22: Adults - Age	162
Table 6.23: Social Grade (Adults 16+)	163
Table 6.24: Working Status (Adults 16+)	164
Table 6.25: Males - Age	165
Table 6.26: Social Grade (Males 16+)	166
Table 6.27: Working Status (Males 16+)	167
Table 6.28: Females - Age	168
Table 6.29: Social Grade (Females 16+)	169
Table 6.30: Working Status (Females 16+)	170

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
AB	231	222	103	16	164	62	102	209
%V	26.7%	27.0%	27.8%	23.9%	26.6%	26.6%	26.6%	30.4%
%H (All HH)		96.1%	44.6%	6.9%	71.0%	26.8%	44.2%	90.5%
%H (TV HH)			46.4%	7.2%	73.9%	27.9%	45.9%	
C1	264	250	110	24	185	69	116	221
%V	30.5%	30.4%	29.7%	35.8%	30.0%	29.6%	30.3%	32.2%
%H (All HH)		94.7%	41.7%	9.1%	70.1%	26.1%	43.9%	83.7%
%H (TV HH)			44.0%	9.6%	74.0%	27.6%	46.4%	
C2	194	186	90	15	143	62	82	151
%V	22.4%	22.6%	24.3%	22.4%	23.2%	26.6%	21.4%	22.0%
%H (All HH)		95.9%	46.4%	7.7%	73.7%	32.0%	42.3%	77.8%
%H (TV HH)			48.4%	8.1%	76.9%	33.3%	44.1%	
D	107	99	42	6	74	24	50	71
%V	12.4%	12.0%	11.4%	9.0%	12.0%	10.3%	13.1%	10.3%
%H (All HH)		92.5%	39.3%	5.6%	69.2%	22.4%	46.7%	66.4%
%H (TV HH)			42.4%	6.1%	74.7%	24.2%	50.5%	
E	70	67	25	6	49	16	33	36
%V	8.1%	8.1%	6.8%	9.0%	8.0%	6.9%	8.6%	5.2%
%H (All HH)		95.7%	35.7%	8.6%	70.0%	22.9%	47.1%	51.4%
%H (TV HH)			37.3%	9.0%	73.1%	23.9%	49.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%V (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Under 25	42	35	12	5	21	4	17	34
%V	4.8%	4.3%	3.2%	7.5%	3.4%	1.7%	4.4%	4.9%
%H (All HH)		83.3%	28.6%	11.9%	50.0%	9.5%	40.5%	81.0%
%H (TV HH)			34.3%	14.3%	60.0%	11.4%	48.6%	
25 - 34	98	91	45	10	59	24	34	90
%V	11.3%	11.1%	12.2%	14.9%	9.6%	10.3%	8.9%	13.1%
%H (All HH)		92.9%	45.9%	10.2%	60.2%	24.5%	34.7%	91.8%
%H (TV HH)			49.5%	11.0%	64.8%	26.4%	37.4%	
35 - 44	138	129	65	17	87	41	46	125
%V	15.9%	15.7%	17.6%	25.4%	14.1%	17.6%	12.0%	18.2%
%H (All HH)		93.5%	47.1%	12.3%	63.0%	29.7%	33.3%	90.6%
%H (TV HH)			50.4%	13.2%	67.4%	31.8%	35.7%	
45 - 54	154	144	75	14	108	51	57	139
%V	17.8%	17.5%	20.3%	20.9%	17.5%	21.9%	14.9%	20.2%
%H (All HH)		93.5%	48.7%	9.1%	70.1%	33.1%	37.0%	90.3%
%H (TV HH)			52.1%	9.7%	75.0%	35.4%	39.6%	
55 - 64	154	150	70	10	116	47	69	132
%V	17.8%	18.2%	18.9%	14.9%	18.8%	20.2%	18.0%	19.2%
%H (All HH)		97.4%	45.5%	6.5%	75.3%	30.5%	44.8%	85.7%
%H (TV HH)			46.7%	6.7%	77.3%	31.3%	46.0%	
65 +	280	274	103	10	226	65	160	167
%V	32.3%	33.3%	27.8%	14.9%	36.7%	27.9%	41.8%	24.3%
%H (All HH)		97.9%	36.8%	3.6%	80.7%	23.2%	57.1%	59.6%
%H (TV HH)			37.6%	3.6%	82.5%	23.7%	58.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
1	267	248	84	13	197	48	149	151
%V	30.8%	30.1%	22.7%	19.4%	32.0%	20.6%	38.9%	22.0%
%H (All HH)		92.9%	31.5%	4.9%	73.8%	18.0%	55.8%	56.6%
%H (TV HH)			33.9%	5.2%	79.4%	19.4%	60.1%	
2	320	306	135	20	231	81	150	273
%V	37.0%	37.2%	36.5%	29.9%	37.5%	34.8%	39.2%	39.7%
%H (All HH)		95.6%	42.2%	6.3%	72.2%	25.3%	46.9%	85.3%
%H (TV HH)			44.1%	6.5%	75.5%	26.5%	49.0%	
3	136	134	73	16	97	53	44	127
%V	15.7%	16.3%	19.7%	23.9%	15.7%	22.7%	11.5%	18.5%
%H (All HH)		98.5%	53.7%	11.8%	71.3%	39.0%	32.4%	93.4%
%H (TV HH)			54.5%	11.9%	72.4%	39.6%	32.8%	
4	102	96	58	12	65	38	27	98
%V	11.8%	11.7%	15.7%	17.9%	10.6%	16.3%	7.0%	14.3%
%H (All HH)		94.1%	56.9%	11.8%	63.7%	37.3%	26.5%	96.1%
%H (TV HH)			60.4%	12.5%	67.7%	39.6%	28.1%	
5+	41	38	20	4	26	13	13	38
%V	4.7%	4.6%	5.4%	6.0%	4.2%	5.6%	3.4%	5.5%
%H (All HH)		92.7%	48.8%	9.8%	63.4%	31.7%	31.7%	92.7%
%H (TV HH)			52.6%	10.5%	68.4%	34.2%	34.2%	
Average HH size	2.24	2.25	2.47	2.60	2.19	2.54	1.98	2.44

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Without	658	622	260	41	483	165	318	494
%V	76.0%	75.6%	70.3%	61.2%	78.4%	70.8%	83.0%	71.9%
%H (All HH)		94.5%	39.5%	6.2%	73.4%	25.1%	48.3%	75.1%
%H (TV HH)			41.8%	6.6%	77.7%	26.5%	51.1%	
With	208	201	109	25	133	68	65	193
%V	24.0%	24.4%	29.5%	37.3%	21.6%	29.2%	17.0%	28.1%
%H (All HH)		96.6%	52.4%	12.0%	63.9%	32.7%	31.3%	92.8%
%H (TV HH)			54.2%	12.4%	66.2%	33.8%	32.3%	
0 - 3	78	75	39	9	50	23	27	71
%V	9.0%	9.1%	10.5%	13.4%	8.1%	9.9%	7.0%	10.3%
%H (All HH)		96.2%	50.0%	11.5%	64.1%	29.5%	34.6%	91.0%
%H (TV HH)			52.0%	12.0%	66.7%	30.7%	36.0%	
4 - 9	100	96	54	12	65	36	29	93
%V	11.5%	11.7%	14.6%	17.9%	10.6%	15.5%	7.6%	13.5%
%H (All HH)		96.0%	54.0%	12.0%	65.0%	36.0%	29.0%	93.0%
%H (TV HH)			56.3%	12.5%	67.7%	37.5%	30.2%	
10 - 15	91	87	48	11	60	31	29	87
%V	10.5%	10.6%	13.0%	16.4%	9.7%	13.3%	7.6%	12.7%
%H (All HH)		95.6%	52.7%	12.1%	65.9%	34.1%	31.9%	95.6%
%H (TV HH)			55.2%	12.6%	69.0%	35.6%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
1	332	332	118	24	227	41	186	237
%V	38.3%	40.3%	31.9%	35.8%	36.9%	17.6%	48.6%	34.5%
%H (All HH)		100.0%	35.5%	7.2%	68.4%	12.3%	56.0%	71.4%
%H (TV HH)			35.5%	7.2%	68.4%	12.3%	56.0%	
2	298	298	139	21	228	91	137	242
%V	34.4%	36.2%	37.6%	31.3%	37.0%	39.1%	35.8%	35.2%
%H (All HH)		100.0%	46.6%	7.0%	76.5%	30.5%	46.0%	81.2%
%H (TV HH)			46.6%	7.0%	76.5%	30.5%	46.0%	
3	126	126	71	15	106	63	42	112
%V	14.5%	15.3%	19.2%	22.4%	17.2%	27.0%	11.0%	16.3%
%H (All HH)		100.0%	56.3%	11.9%	84.1%	50.0%	33.3%	88.9%
%H (TV HH)			56.3%	11.9%	84.1%	50.0%	33.3%	
4	46	46	27	5	37	23	14	44
%V	5.3%	5.6%	7.3%	7.5%	6.0%	9.9%	3.7%	6.4%
%H (All HH)		100.0%	58.7%	10.9%	80.4%	50.0%	30.4%	95.7%
%H (TV HH)			58.7%	10.9%	80.4%	50.0%	30.4%	
5+	21	21	15	2	18	14	4	20
%V	2.4%	2.6%	4.1%	3.0%	2.9%	6.0%	1.0%	2.9%
%H (All HH)		100.0%	71.4%	9.5%	85.7%	66.7%	19.0%	95.2%
%H (TV HH)			71.4%	9.5%	85.7%	66.7%	19.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%V (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%V (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Under 20"	243	243	116	17	200	90	110	204
%V	28.1%	29.5%	31.4%	25.4%	32.5%	38.6%	28.7%	29.7%
%H (All HH)		100.0%	47.7%	7.0%	82.3%	37.0%	45.3%	84.0%
%H (TV HH)			47.7%	7.0%	82.3%	37.0%	45.3%	
20" - 29"	340	340	136	25	284	107	177	261
%V	39.3%	41.3%	36.8%	37.3%	46.1%	45.9%	46.2%	38.0%
%H (All HH)		100.0%	40.0%	7.4%	83.5%	31.5%	52.1%	76.8%
%H (TV HH)			40.0%	7.4%	83.5%	31.5%	52.1%	
30" - 39"	420	420	198	35	320	134	186	346
%V	48.5%	51.0%	53.5%	52.2%	51.9%	57.5%	48.6%	50.4%
%H (All HH)		100.0%	47.1%	8.3%	76.2%	31.9%	44.3%	82.4%
%H (TV HH)			47.1%	8.3%	76.2%	31.9%	44.3%	
40" and over	316	316	191	35	213	122	91	283
%V	36.5%	38.4%	51.6%	52.2%	34.6%	52.4%	23.8%	41.2%
%H (All HH)		100.0%	60.4%	11.1%	67.4%	38.6%	28.8%	89.6%
%H (TV HH)			60.4%	11.1%	67.4%	38.6%	28.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Main living room	810	810	367	65	608	232	376	648
%V	93.5%	98.4%	99.2%	97.0%	98.7%	99.6%	98.2%	94.3%
%H (All HH)		100.0%	45.3%	8.0%	75.1%	28.6%	46.4%	80.0%
%H (TV HH)			45.3%	8.0%	75.1%	28.6%	46.4%	
Kitchen	115	115	60	6	98	49	49	98
%V	13.3%	14.0%	16.2%	9.0%	15.9%	21.0%	12.8%	14.3%
%H (All HH)		100.0%	52.2%	5.2%	85.2%	42.6%	42.6%	85.2%
%H (TV HH)			52.2%	5.2%	85.2%	42.6%	42.6%	
Adult's bedroom	362	362	187	35	290	150	141	306
%V	41.8%	44.0%	50.5%	52.2%	47.1%	64.4%	36.8%	44.5%
%H (All HH)		100.0%	51.7%	9.7%	80.1%	41.4%	39.0%	84.5%
%H (TV HH)			51.7%	9.7%	80.1%	41.4%	39.0%	
Child's bedroom	69	69	41	10	49	31	19	65
%V	8.0%	8.4%	11.1%	14.9%	8.0%	13.3%	5.0%	9.5%
%H (All HH)		100.0%	59.4%	14.5%	71.0%	44.9%	27.5%	94.2%
%H (TV HH)			59.4%	14.5%	71.0%	44.9%	27.5%	
Other bedroom	33	33	20	4	30	20	10	31
%V	3.8%	4.0%	5.4%	6.0%	4.9%	8.6%	2.6%	4.5%
%H (All HH)		100.0%	60.6%	12.1%	90.9%	60.6%	30.3%	93.9%
%H (TV HH)			60.6%	12.1%	90.9%	60.6%	30.3%	
Second living/dining room	63	63	34	4	53	28	25	56
%V	7.3%	7.7%	9.2%	6.0%	8.6%	12.0%	6.5%	8.2%
%H (All HH)		100.0%	54.0%	6.3%	84.1%	44.4%	39.7%	88.9%
%H (TV HH)			54.0%	6.3%	84.1%	44.4%	39.7%	
Study/office	16	16	10	1	13	9	5	16
%V	1.8%	1.9%	2.7%	1.5%	2.1%	3.9%	1.3%	2.3%
%H (All HH)		100.0%	62.5%	6.3%	81.3%	56.3%	31.3%	100.0%
%H (TV HH)			62.5%	6.3%	81.3%	56.3%	31.3%	
TV room	2	2	1	0	0	0	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	0.0%	0.0%	0.0%	
Conservatory	17	17	10	1	15	9	6	14
%V	2.0%	2.1%	2.7%	1.5%	2.4%	3.9%	1.6%	2.0%
%H (All HH)		100.0%	58.8%	5.9%	88.2%	52.9%	35.3%	82.4%
%H (TV HH)			58.8%	5.9%	88.2%	52.9%	35.3%	
Attic or loft room	2	2	2	0	2	1	0	2
%V	0.2%	0.2%	0.5%	0.0%	0.3%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	0	0	2	0	2	1
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	6	6	4	0	3	1	2	5
%V	0.7%	0.7%	1.1%	0.0%	0.5%	0.4%	0.5%	0.7%
%H (All HH)		100.0%	66.7%	0.0%	50.0%	16.7%	33.3%	83.3%
%H (TV HH)			66.7%	0.0%	50.0%	16.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Any DSAT provider	370	370	370	3	199	199	0	322
%V	42.7%	45.0%	100.0%	4.5%	32.3%	85.4%	0.0%	46.9%
%H (All HH)			100.0%	0.8%	53.8%	53.8%	0.0%	87.0%
%H (TV HH)			100.0%	0.8%	53.8%	53.8%	0.0%	
Sky with subcription	295	295	295	2	157	157	0	261
%V	34.1%	35.8%	79.7%	3.0%	25.5%	67.4%	0.0%	38.0%
%H (All HH)			100.0%	0.7%	53.2%	53.2%	0.0%	88.5%
%H (TV HH)			100.0%	0.7%	53.2%	53.2%	0.0%	
Sky without subscription	23	23	23	0	12	12	0	18
%V	2.7%	2.8%	6.2%	0.0%	1.9%	5.2%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	52.2%	52.2%	0.0%	78.3%
%H (TV HH)			100.0%	0.0%	52.2%	52.2%	0.0%	
Freesat	55	55	55	1	32	32	0	46
%V	6.4%	6.7%	14.9%	1.5%	5.2%	13.7%	0.0%	6.7%
%H (All HH)			100.0%	1.8%	58.2%	58.2%	0.0%	83.6%
%H (TV HH)			100.0%	1.8%	58.2%	58.2%	0.0%	
Other satellite provider	4	4	4	0	2	2	0	4
%V	0.5%	0.5%	1.1%	0.0%	0.3%	0.9%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	67	67	3	67	36	36	0	61
%V	7.7%	8.1%	0.8%	100.0%	5.8%	15.5%	0.0%	8.9%
%H (All HH)			4.5%	100.0%	53.7%	53.7%	0.0%	91.0%
%H (TV HH)			4.5%	100.0%	53.7%	53.7%	0.0%	
DTT	616	616	199	36	616	233	383	476
%V	71.1%	74.8%	53.8%	53.7%	100.0%	100.0%	100.0%	69.3%
%H (All HH)		100.0%	32.3%	5.8%	100.0%	37.8%	62.2%	77.3%
%H (TV HH)			32.3%	5.8%	100.0%	37.8%	62.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	866	823	370	67	616	233	383	687
%H (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
PVR	532	532	317	50	373	206	167	470
%V	61.4%	64.6%	85.7%	74.6%	60.6%	88.4%	43.6%	68.4%
%H (All HH)		100.0%	59.6%	9.4%	70.1%	38.7%	31.4%	88.3%
%H (TV HH)			59.6%	9.4%	70.1%	38.7%	31.4%	
DVDR	38	38	17	2	32	13	18	31
%V	4.4%	4.6%	4.6%	3.0%	5.2%	5.6%	4.7%	4.5%
%H (All HH)		100.0%	44.7%	5.3%	84.2%	34.2%	47.4%	81.6%
%H (TV HH)			44.7%	5.3%	84.2%	34.2%	47.4%	
VCR	13	13	5	1	11	4	7	8
%V	1.5%	1.6%	1.4%	1.5%	1.8%	1.7%	1.8%	1.2%
%H (All HH)		100.0%	38.5%	7.7%	84.6%	30.8%	53.8%	61.5%
%H (TV HH)			38.5%	7.7%	84.6%	30.8%	53.8%	
Any recorder	550	550	321	51	388	208	180	480
%V	63.5%	66.8%	86.8%	76.1%	63.0%	89.3%	47.0%	69.9%
%H (All HH)		100.0%	58.4%	9.3%	70.5%	37.8%	32.7%	87.3%
%H (TV HH)			58.4%	9.3%	70.5%	37.8%	32.7%	
Receives HDTV (via STB or built-in reception)	439	439	253	49	303	163	140	390
%V	50.7%	53.3%	68.4%	73.1%	49.2%	70.0%	36.6%	56.8%
%H (All HH)		100.0%	57.6%	11.2%	69.0%	37.1%	31.9%	88.8%
%H (TV HH)			57.6%	11.2%	69.0%	37.1%	31.9%	
DVD/Blu-ray player or recorder	680	680	316	58	518	211	307	565
%V	78.5%	82.6%	85.4%	86.6%	84.1%	90.6%	80.2%	82.2%
%H (All HH)		100.0%	46.5%	8.5%	76.2%	31.0%	45.1%	83.1%
%H (TV HH)			46.5%	8.5%	76.2%	31.0%	45.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	823	370	67	616	233	383	687
%V (All HH)		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%
%H (TV HH)			45.0%	8.1%	74.8%	28.3%	46.5%	
Has broadband internet	687	655	322	61	476	206	270	687
%V	79.3%	79.6%	87.0%	91.0%	77.3%	88.4%	70.5%	100.0%
%H (All HH)		95.3%	46.9%	8.9%	69.3%	30.0%	39.3%	100.0%
%H (TV HH)			49.2%	9.3%	72.7%	31.5%	41.2%	
Number of computers (PCs and laptops)								
0	159	151	44	4	124	22	102	10
%V	18.4%	18.3%	11.9%	6.0%	20.1%	9.4%	26.6%	1.5%
%H (All HH)		95.0%	27.7%	2.5%	78.0%	13.8%	64.2%	6.3%
%H (TV HH)			29.1%	2.6%	82.1%	14.6%	67.5%	
1	256	236	99	19	177	58	118	236
%V	29.6%	28.7%	26.8%	28.4%	28.7%	24.9%	30.8%	34.4%
%H (All HH)		92.2%	38.7%	7.4%	69.1%	22.7%	46.1%	92.2%
%H (TV HH)			41.9%	8.1%	75.0%	24.6%	50.0%	
2	202	195	81	21	146	54	92	194
%V	23.3%	23.7%	21.9%	31.3%	23.7%	23.2%	24.0%	28.2%
%H (All HH)		96.5%	40.1%	10.4%	72.3%	26.7%	45.5%	96.0%
%H (TV HH)			41.5%	10.8%	74.9%	27.7%	47.2%	
3	111	108	66	9	77	43	34	110
%V	12.8%	13.1%	17.8%	13.4%	12.5%	18.5%	8.9%	16.0%
%H (All HH)		97.3%	59.5%	8.1%	69.4%	38.7%	30.6%	99.1%
%H (TV HH)			61.1%	8.3%	71.3%	39.8%	31.5%	
4	73	71	43	8	47	28	20	73
%V	8.4%	8.6%	11.6%	11.9%	7.6%	12.0%	5.2%	10.6%
%H (All HH)		97.3%	58.9%	11.0%	64.4%	38.4%	27.4%	100.0%
%H (TV HH)			60.6%	11.3%	66.2%	39.4%	28.2%	
5+	65	62	37	6	45	27	17	64
%V	7.5%	7.5%	10.0%	9.0%	7.3%	11.6%	4.4%	9.3%
%H (All HH)		95.4%	56.9%	9.2%	69.2%	41.5%	26.2%	98.5%
%H (TV HH)			59.7%	9.7%	72.6%	43.5%	27.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1602	795	142	1246	580	666	1341
%H		49.6%	8.9%	77.8%	36.2%	41.6%	83.7%
Under 20"	314	155	24	259	124	135	266
%V	19.6%	19.5%	16.9%	20.8%	21.4%	20.3%	19.8%
%H		49.4%	7.6%	82.5%	39.5%	43.0%	84.7%
20" - 29"	424	173	33	356	141	215	333
%V	26.5%	21.8%	23.2%	28.6%	24.3%	32.3%	24.8%
%H		40.8%	7.8%	84.0%	33.3%	50.7%	78.5%
30" - 39"	487	236	46	370	163	207	407
%V	30.4%	29.7%	32.4%	29.7%	28.1%	31.1%	30.4%
%H		48.5%	9.4%	76.0%	33.5%	42.5%	83.6%
40" and over	370	229	39	254	150	104	332
%V	23.1%	28.8%	27.5%	20.4%	25.9%	15.6%	24.8%
%H		61.9%	10.5%	68.6%	40.5%	28.1%	89.7%
Don't know	8	3	0	6	2	4	3
%V	0.5%	0.4%	0.0%	0.5%	0.3%	0.6%	0.2%
%H		37.5%	0.0%	75.0%	25.0%	50.0%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1602	795	142	1246	580	666	1341
%H		49.6%	8.9%	77.8%	36.2%	41.6%	83.7%
Main living room	817	370	65	613	234	378	653
%V	51.0%	46.5%	45.8%	49.2%	40.3%	56.8%	48.7%
%H		45.3%	8.0%	75.0%	28.6%	46.3%	79.9%
Kitchen	116	60	6	98	49	49	99
%V	7.2%	7.5%	4.2%	7.9%	8.4%	7.4%	7.4%
%H		51.7%	5.2%	84.5%	42.2%	42.2%	85.3%
Adult's bedroom	424	224	43	342	183	159	362
%V	26.5%	28.2%	30.3%	27.4%	31.6%	23.9%	27.0%
%H		52.8%	10.1%	80.7%	43.2%	37.5%	85.4%
Child's bedroom	93	53	15	66	40	26	88
%V	5.8%	6.7%	10.6%	5.3%	6.9%	3.9%	6.6%
%H		57.0%	16.1%	71.0%	43.0%	28.0%	94.6%
Other bedroom	41	24	5	37	26	12	39
%V	2.6%	3.0%	3.5%	3.0%	4.5%	1.8%	2.9%
%H		58.5%	12.2%	90.2%	63.4%	29.3%	95.1%
Second living/dining room	64	34	4	54	28	26	57
%V	4.0%	4.3%	2.8%	4.3%	4.8%	3.9%	4.3%
%H		53.1%	6.3%	84.4%	43.8%	40.6%	89.1%
Study/office	17	11	1	14	9	5	17
%V	1.1%	1.4%	0.7%	1.1%	1.6%	0.8%	1.3%
%H		64.7%	5.9%	82.4%	52.9%	29.4%	100.0%
TV room	2	1	0	0	0	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Conservatory	17	10	1	15	9	6	14
%V	1.1%	1.3%	0.7%	1.2%	1.6%	0.9%	1.0%
%H		58.8%	5.9%	88.2%	52.9%	35.3%	82.4%
Attic or loft room	2	2	0	2	1	0	2
%V	0.1%	0.3%	0.0%	0.2%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
No specific location	3	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
Other	6	4	0	3	1	2	5
%V	0.4%	0.5%	0.0%	0.2%	0.2%	0.3%	0.4%
%H		66.7%	0.0%	50.0%	16.7%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1602	795	142	1246	580	666	1341
%H		49.6%	8.9%	77.8%	36.2%	41.6%	83.7%
PVR	701	452	69	472	288	184	628
%V	43.8%	56.9%	48.6%	37.9%	49.7%	27.6%	46.8%
%H		64.5%	9.8%	67.3%	41.1%	26.2%	89.6%
DVDR	43	19	3	36	15	21	37
%V	2.7%	2.4%	2.1%	2.9%	2.6%	3.2%	2.8%
%H		44.2%	7.0%	83.7%	34.9%	48.8%	86.0%
VCR	13	5	1	11	4	7	8
%V	0.8%	0.6%	0.7%	0.9%	0.7%	1.1%	0.6%
%H		38.5%	7.7%	84.6%	30.8%	53.8%	61.5%
Any recorder	724	456	71	492	291	201	642
%V	45.2%	57.4%	50.0%	39.5%	50.2%	30.2%	47.9%
%H		63.0%	9.8%	68.0%	40.2%	27.8%	88.7%

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	1602	795	142	1246	580	666	1341
%H		49.6%	8.9%	77.8%	36.2%	41.6%	83.7%
Receives HDTV (via STB or built-in reception)	601	356	72	414	237	177	541
%V	37.5%	44.8%	50.7%	33.2%	40.9%	26.6%	40.3%
%H		59.2%	12.0%	68.9%	39.4%	29.5%	90.0%
DVD/Blu-ray player or recorder	975	485	91	767	365	403	834
%V	60.9%	61.0%	64.1%	61.6%	62.9%	60.5%	62.2%
%H		49.7%	9.3%	78.7%	37.4%	41.3%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	822	370	67	616	233	383	655
%H		45.0%	8.2%	74.9%	28.3%	46.6%	79.7%
Under 20"	23	5	1	19	2	17	15
%V	2.8%	1.4%	1.5%	3.1%	0.9%	4.4%	2.3%
%H		21.7%	4.3%	82.6%	8.7%	73.9%	65.2%
20" - 29"	166	45	7	138	26	112	108
%V	20.2%	12.2%	10.4%	22.4%	11.2%	29.2%	16.5%
%H		27.1%	4.2%	83.1%	15.7%	67.5%	65.1%
30" - 39"	323	133	25	251	87	163	256
%V	39.3%	35.9%	37.3%	40.7%	37.3%	42.6%	39.1%
%H		41.2%	7.7%	77.7%	26.9%	50.5%	79.3%
40" and over	308	186	33	208	118	90	275
%V	37.5%	50.3%	49.3%	33.8%	50.6%	23.5%	42.0%
%H		60.4%	10.7%	67.5%	38.3%	29.2%	89.3%
Don't know	2	1	0	0	0	0	0
%V	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	822	370	67	616	233	383	655
%H		45.0%	8.2%	74.9%	28.3%	46.6%	79.7%
PVR	522	313	50	363	202	161	461
%V	63.5%	84.6%	74.6%	58.9%	86.7%	42.0%	70.4%
%H		60.0%	9.6%	69.5%	38.7%	30.8%	88.3%
DVDR	34	15	2	28	11	17	28
%V	4.1%	4.1%	3.0%	4.5%	4.7%	4.4%	4.3%
%H		44.1%	5.9%	82.4%	32.4%	50.0%	82.4%
VCR	12	5	1	10	4	6	6
%V	1.5%	1.4%	1.5%	1.6%	1.7%	1.6%	0.9%
%H		41.7%	8.3%	83.3%	33.3%	50.0%	50.0%
Any recorder	540	316	51	378	204	175	470
%V	65.7%	85.4%	76.1%	61.4%	87.6%	45.7%	71.8%
%H		58.5%	9.4%	70.0%	37.8%	32.4%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	822	370	67	616	233	383	655
%H		45.0%	8.2%	74.9%	28.3%	46.6%	79.7%
Receives HDTV (via STB or built-in reception)	429	248	48	293	159	134	381
%V	52.2%	67.0%	71.6%	47.6%	68.2%	35.0%	58.2%
%H		57.8%	11.2%	68.3%	37.1%	31.2%	88.8%
DVD/Blu-ray player or recorder	648	302	55	493	201	293	538
%V	78.8%	81.6%	82.1%	80.0%	86.3%	76.5%	82.1%
%H		46.6%	8.5%	76.1%	31.0%	45.2%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	780	425	75	630	347	283	686
%H		54.5%	9.6%	80.8%	44.5%	36.3%	87.9%
Under 20"	290	149	22	241	122	119	251
%V	37.2%	35.1%	29.3%	38.3%	35.2%	42.0%	36.6%
%H		51.4%	7.6%	83.1%	42.1%	41.0%	86.6%
20" - 29"	258	128	26	219	115	103	225
%V	33.1%	30.1%	34.7%	34.8%	33.1%	36.4%	32.8%
%H		49.6%	10.1%	84.9%	44.6%	39.9%	87.2%
30" - 39"	163	103	21	119	76	44	152
%V	20.9%	24.2%	28.0%	18.9%	21.9%	15.5%	22.2%
%H		63.2%	12.9%	73.0%	46.6%	27.0%	93.3%
40" and over	61	43	6	46	32	13	56
%V	7.8%	10.1%	8.0%	7.3%	9.2%	4.6%	8.2%
%H		70.5%	9.8%	75.4%	52.5%	21.3%	91.8%
Don't know	6	2	0	6	2	4	2
%V	0.8%	0.5%	0.0%	1.0%	0.6%	1.4%	0.3%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	780	425	75	630	347	283	686
%H		54.5%	9.6%	80.8%	44.5%	36.3%	87.9%
PVR	179	139	19	109	86	23	167
%V	22.9%	32.7%	25.3%	17.3%	24.8%	8.1%	24.3%
%H		77.7%	10.6%	60.9%	48.0%	12.8%	93.3%
DVDR	9	4	1	8	4	4	9
%V	1.2%	0.9%	1.3%	1.3%	1.2%	1.4%	1.3%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	184	140	20	114	87	26	171
%V	23.6%	32.9%	26.7%	18.1%	25.1%	9.2%	24.9%
%H		76.1%	10.9%	62.0%	47.3%	14.1%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	780	425	75	630	347	283	686
%H		54.5%	9.6%	80.8%	44.5%	36.3%	87.9%
Receives HDTV (via STB or built-in reception)	173	108	24	121	78	43	160
%V	22.2%	25.4%	32.0%	19.2%	22.5%	15.2%	23.3%
%H		62.4%	13.9%	69.9%	45.1%	24.9%	92.5%
DVD/Blu-ray player or recorder	327	183	36	274	164	110	296
%V	41.9%	43.1%	48.0%	43.5%	47.3%	38.9%	43.1%
%H		56.0%	11.0%	83.8%	50.2%	33.6%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1941	1853	912	174	1352	592	760	1672
%H		95.5%	47.0%	9.0%	69.7%	30.5%	39.2%	86.1%
Total Children	342	328	181	40	219	114	105	321
%V	17.6%	17.7%	19.8%	23.0%	16.2%	19.3%	13.8%	19.2%
%H		95.9%	52.9%	11.7%	64.0%	33.3%	30.7%	93.9%
0 - 3	90	87	48	10	55	26	28	81
%V	4.6%	4.7%	5.3%	5.7%	4.1%	4.4%	3.7%	4.8%
%H		96.7%	53.3%	11.1%	61.1%	28.9%	31.1%	90.0%
4 - 15	253	241	134	30	164	87	77	240
%V	13.0%	13.0%	14.7%	17.2%	12.1%	14.7%	10.1%	14.4%
%H		95.3%	53.0%	11.9%	64.8%	34.4%	30.4%	94.9%
4 - 9	130	123	69	15	85	47	39	122
%V	6.7%	6.6%	7.6%	8.6%	6.3%	7.9%	5.1%	7.3%
%H		94.6%	53.1%	11.5%	65.4%	36.2%	30.0%	93.8%
10 - 15	122	118	65	15	79	41	38	117
%V	6.3%	6.4%	7.1%	8.6%	5.8%	6.9%	5.0%	7.0%
%H		96.7%	53.3%	12.3%	64.8%	33.6%	31.1%	95.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1941	1853	912	174	1352	592	760	1672
%H		95.5%	47.0%	9.0%	69.7%	30.5%	39.2%	86.1%
Total Adults (16+)	1599	1526	731	134	1133	478	655	1352
%V	82.4%	82.4%	80.2%	77.0%	83.8%	80.7%	86.2%	80.9%
%H		95.4%	45.7%	8.4%	70.9%	29.9%	41.0%	84.6%
16 - 19	79	74	39	7	55	29	27	74
%V	4.1%	4.0%	4.3%	4.0%	4.1%	4.9%	3.6%	4.4%
%H		93.7%	49.4%	8.9%	69.6%	36.7%	34.2%	93.7%
20 - 24	122	110	52	15	73	32	41	111
%V	6.3%	5.9%	5.7%	8.6%	5.4%	5.4%	5.4%	6.6%
%H		90.2%	42.6%	12.3%	59.8%	26.2%	33.6%	91.0%
25 - 34	203	188	97	19	123	55	68	190
%V	10.5%	10.1%	10.6%	10.9%	9.1%	9.3%	8.9%	11.4%
%H		92.6%	47.8%	9.4%	60.6%	27.1%	33.5%	93.6%
35 - 44	248	234	119	29	160	75	85	227
%V	12.8%	12.6%	13.0%	16.7%	11.8%	12.7%	11.2%	13.6%
%H		94.4%	48.0%	11.7%	64.5%	30.2%	34.3%	91.5%
45 - 54	270	258	138	28	187	94	93	246
%V	13.9%	13.9%	15.1%	16.1%	13.8%	15.9%	12.2%	14.7%
%H		95.6%	51.1%	10.4%	69.3%	34.8%	34.4%	91.1%
55 - 64	255	247	119	18	192	82	111	227
%V	13.1%	13.3%	13.0%	10.3%	14.2%	13.9%	14.6%	13.6%
%H		96.9%	46.7%	7.1%	75.3%	32.2%	43.5%	89.0%
65+	423	415	166	18	342	111	231	277
%V	21.8%	22.4%	18.2%	10.3%	25.3%	18.8%	30.4%	16.6%
%H		98.1%	39.2%	4.3%	80.9%	26.2%	54.6%	65.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1599	1526	731	134	1133	478	655	1352
%H		95.4%	45.7%	8.4%	70.9%	29.9%	41.0%	84.6%
AB	458	440	213	31	327	132	195	425
%V	28.6%	28.8%	29.1%	23.1%	28.9%	27.6%	29.8%	31.4%
%H		96.1%	46.5%	6.8%	71.4%	28.8%	42.6%	92.8%
C1	476	451	212	49	328	140	188	420
%V	29.8%	29.6%	29.0%	36.6%	28.9%	29.3%	28.7%	31.1%
%H		94.7%	44.5%	10.3%	68.9%	29.4%	39.5%	88.2%
C2	383	368	186	31	286	134	152	315
%V	24.0%	24.1%	25.4%	23.1%	25.2%	28.0%	23.2%	23.3%
%H		96.1%	48.6%	8.1%	74.7%	35.0%	39.7%	82.2%
D	186	174	81	14	125	47	78	136
%V	11.6%	11.4%	11.1%	10.4%	11.0%	9.8%	11.9%	10.1%
%H		93.5%	43.5%	7.5%	67.2%	25.3%	41.9%	73.1%
E	95	92	39	8	66	25	41	56
%V	5.9%	6.0%	5.3%	6.0%	5.8%	5.2%	6.3%	4.1%
%H		96.8%	41.1%	8.4%	69.5%	26.3%	43.2%	58.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1599	1526	731	134	1133	478	655	1352
%H		95.4%	45.7%	8.4%	70.9%	29.9%	41.0%	84.6%
Working full time	668	639	331	65	453	211	242	619
%V	41.8%	41.9%	45.3%	48.5%	40.0%	44.1%	36.9%	45.8%
%H		95.7%	49.6%	9.7%	67.8%	31.6%	36.2%	92.7%
Working part time	209	193	97	17	145	65	80	191
%V	13.1%	12.6%	13.3%	12.7%	12.8%	13.6%	12.2%	14.1%
%H		92.3%	46.4%	8.1%	69.4%	31.1%	38.3%	91.4%
Not working	721	693	302	52	536	202	334	541
%V	45.1%	45.4%	41.3%	38.8%	47.3%	42.3%	51.0%	40.0%
%H		96.1%	41.9%	7.2%	74.3%	28.0%	46.3%	75.0%
Housewife/Houseperson	866	823	370	67	616	233	383	687
%V	54.2%	53.9%	50.6%	50.0%	54.4%	48.7%	58.5%	50.8%
%H		95.0%	42.7%	7.7%	71.1%	26.9%	44.2%	79.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	768	730	361	66	529	230	300	654
%H		95.1%	47.0%	8.6%	68.9%	29.9%	39.1%	85.2%
16 - 19	40	37	20	5	27	14	13	37
%V	5.2%	5.1%	5.5%	7.6%	5.1%	6.1%	4.3%	5.7%
%H		92.5%	50.0%	12.5%	67.5%	35.0%	32.5%	92.5%
20 - 24	60	54	24	8	35	15	21	57
%V	7.8%	7.4%	6.6%	12.1%	6.6%	6.5%	7.0%	8.7%
%H		90.0%	40.0%	13.3%	58.3%	25.0%	35.0%	95.0%
25 - 34	100	92	51	9	58	28	30	94
%V	13.0%	12.6%	14.1%	13.6%	11.0%	12.2%	10.0%	14.4%
%H		92.0%	51.0%	9.0%	58.0%	28.0%	30.0%	94.0%
35 - 44	121	113	54	12	79	33	46	109
%V	15.8%	15.5%	15.0%	18.2%	14.9%	14.3%	15.3%	16.7%
%H		93.4%	44.6%	9.9%	65.3%	27.3%	38.0%	90.1%
45 - 54	135	129	73	15	88	47	41	121
%V	17.6%	17.7%	20.2%	22.7%	16.6%	20.4%	13.7%	18.5%
%H		95.6%	54.1%	11.1%	65.2%	34.8%	30.4%	89.6%
55 - 64	117	113	56	8	88	39	49	105
%V	15.2%	15.5%	15.5%	12.1%	16.6%	17.0%	16.3%	16.1%
%H		96.6%	47.9%	6.8%	75.2%	33.3%	41.9%	89.7%
65+	195	191	83	9	154	54	100	132
%V	25.4%	26.2%	23.0%	13.6%	29.1%	23.5%	33.3%	20.2%
%H		97.9%	42.6%	4.6%	79.0%	27.7%	51.3%	67.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	768	730	361	66	529	230	300	654
%H		95.1%	47.0%	8.6%	68.9%	29.9%	39.1%	85.2%
AB	232	223	110	16	162	66	96	215
%V	30.2%	30.5%	30.5%	24.2%	30.6%	28.7%	32.0%	32.9%
%H		96.1%	47.4%	6.9%	69.8%	28.4%	41.4%	92.7%
C1	212	200	98	24	140	63	77	188
%V	27.6%	27.4%	27.1%	36.4%	26.5%	27.4%	25.7%	28.7%
%H		94.3%	46.2%	11.3%	66.0%	29.7%	36.3%	88.7%
C2	202	194	98	16	149	69	80	166
%V	26.3%	26.6%	27.1%	24.2%	28.2%	30.0%	26.7%	25.4%
%H		96.0%	48.5%	7.9%	73.8%	34.2%	39.6%	82.2%
D	87	79	38	7	56	22	34	64
%V	11.3%	10.8%	10.5%	10.6%	10.6%	9.6%	11.3%	9.8%
%H		90.8%	43.7%	8.0%	64.4%	25.3%	39.1%	73.6%
E	35	34	16	3	23	9	14	22
%V	4.6%	4.7%	4.4%	4.5%	4.3%	3.9%	4.7%	3.4%
%H		97.1%	45.7%	8.6%	65.7%	25.7%	40.0%	62.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	768	730	361	66	529	230	300	654
%H		95.1%	47.0%	8.6%	68.9%	29.9%	39.1%	85.2%
Working full time	413	396	209	40	277	131	146	382
%V	53.8%	54.2%	57.9%	60.6%	52.4%	57.0%	48.7%	58.4%
%H		95.9%	50.6%	9.7%	67.1%	31.7%	35.4%	92.5%
Working part time	51	44	23	3	32	15	17	46
%V	6.6%	6.0%	6.4%	4.5%	6.0%	6.5%	5.7%	7.0%
%H		86.3%	45.1%	5.9%	62.7%	29.4%	33.3%	90.2%
Not working	304	290	129	23	220	84	136	226
%V	39.6%	39.7%	35.7%	34.8%	41.6%	36.5%	45.3%	34.6%
%H		95.4%	42.4%	7.6%	72.4%	27.6%	44.7%	74.3%
Housewife/Houseperson	185	173	72	10	127	38	89	125
%V	24.1%	23.7%	19.9%	15.2%	24.0%	16.5%	29.7%	19.1%
%H		93.5%	38.9%	5.4%	68.6%	20.5%	48.1%	67.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	831	795	370	68	604	248	355	698
%H		95.7%	44.5%	8.2%	72.7%	29.8%	42.7%	84.0%
16 - 19	39	37	20	2	29	15	14	36
%V	4.7%	4.7%	5.4%	2.9%	4.8%	6.0%	3.9%	5.2%
%H		94.9%	51.3%	5.1%	74.4%	38.5%	35.9%	92.3%
20 - 24	61	56	28	7	38	18	20	54
%V	7.3%	7.0%	7.6%	10.3%	6.3%	7.3%	5.6%	7.7%
%H		91.8%	45.9%	11.5%	62.3%	29.5%	32.8%	88.5%
25 - 34	103	96	46	10	66	28	38	95
%V	12.4%	12.1%	12.4%	14.7%	10.9%	11.3%	10.7%	13.6%
%H		93.2%	44.7%	9.7%	64.1%	27.2%	36.9%	92.2%
35 - 44	127	120	65	17	81	42	38	119
%V	15.3%	15.1%	17.6%	25.0%	13.4%	16.9%	10.7%	17.0%
%H		94.5%	51.2%	13.4%	63.8%	33.1%	29.9%	93.7%
45 - 54	135	129	66	13	98	46	52	125
%V	16.2%	16.2%	17.8%	19.1%	16.2%	18.5%	14.6%	17.9%
%H		95.6%	48.9%	9.6%	72.6%	34.1%	38.5%	92.6%
55 - 64	137	134	62	10	104	43	62	122
%V	16.5%	16.9%	16.8%	14.7%	17.2%	17.3%	17.5%	17.5%
%H		97.8%	45.3%	7.3%	75.9%	31.4%	45.3%	89.1%
65+	228	224	83	9	188	57	131	145
%V	27.4%	28.2%	22.4%	13.2%	31.1%	23.0%	36.9%	20.8%
%H		98.2%	36.4%	3.9%	82.5%	25.0%	57.5%	63.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	831	795	370	68	604	248	355	698
%H		95.7%	44.5%	8.2%	72.7%	29.8%	42.7%	84.0%
AB	226	218	102	15	165	66	100	210
%V	27.2%	27.4%	27.6%	22.1%	27.3%	26.6%	28.2%	30.1%
%H		96.5%	45.1%	6.6%	73.0%	29.2%	44.2%	92.9%
C1	264	251	114	25	188	77	111	232
%V	31.8%	31.6%	30.8%	36.8%	31.1%	31.0%	31.3%	33.2%
%H		95.1%	43.2%	9.5%	71.2%	29.2%	42.0%	87.9%
C2	182	175	88	16	137	65	72	150
%V	21.9%	22.0%	23.8%	23.5%	22.7%	26.2%	20.3%	21.5%
%H		96.2%	48.4%	8.8%	75.3%	35.7%	39.6%	82.4%
D	99	94	43	7	69	25	44	72
%V	11.9%	11.8%	11.6%	10.3%	11.4%	10.1%	12.4%	10.3%
%H		94.9%	43.4%	7.1%	69.7%	25.3%	44.4%	72.7%
E	60	58	23	5	44	16	28	34
%V	7.2%	7.3%	6.2%	7.4%	7.3%	6.5%	7.9%	4.9%
%H		96.7%	38.3%	8.3%	73.3%	26.7%	46.7%	56.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	831	795	370	68	604	248	355	698
%H		95.7%	44.5%	8.2%	72.7%	29.8%	42.7%	84.0%
Working full time	255	243	123	25	175	80	96	238
%V	30.7%	30.6%	33.2%	36.8%	29.0%	32.3%	27.0%	34.1%
%H		95.3%	48.2%	9.8%	68.6%	31.4%	37.6%	93.3%
Working part time	159	150	74	14	112	50	62	145
%V	19.1%	18.9%	20.0%	20.6%	18.5%	20.2%	17.5%	20.8%
%H		94.3%	46.5%	8.8%	70.4%	31.4%	39.0%	91.2%
Not working	417	403	173	29	316	119	198	315
%V	50.2%	50.7%	46.8%	42.6%	52.3%	48.0%	55.8%	45.1%
%H		96.6%	41.5%	7.0%	75.8%	28.5%	47.5%	75.5%
Housewife/Houseperson	681	650	297	57	490	195	295	562
%V	81.9%	81.8%	80.3%	83.8%	81.1%	78.6%	83.1%	80.5%
%H		95.4%	43.6%	8.4%	72.0%	28.6%	43.3%	82.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

Contents	Page
Household	
Table 7.1: Social Grade	172
Table 7.2: Housewife Age	173
Table 7.3: Size of Household	174
Table 7.4: Presence of Children	175
Table 7.5: Number of TV sets in household	176
Table 7.6: Screen size	177
Table 7.7: Location of ANY set in household	178
Table 7.8: Platform Provider	179
Table 7.9: Recorders and other equipment	180
Table 7.10: Computers and Internet	181
Sets	
Table 7.11: Screen Size	182
Table 7.12: Location of set	183
Table 7.13: Recorders	184
Table 7.14: Other TV equipment	184
Table 7.15: Main Set Screen Size	185
Table 7.16: Main Set Recorders	186
Table 7.17: Main Set - Other TV equipment	186
Table 7.18: Other Sets (non-Main Set) Screen Size	187
Table 7.19: Other Set (non-Main Set) Recorders	188
Table 7.20: Other Set (non-Main Set) - Other TV equipment	188
Individuals	
Table 7.21: Age of Children	189
Table 7.22: Adults - Age	190
Table 7.23: Social Grade (Adults 16+)	191
Table 7.24: Working Status (Adults 16+)	192
Table 7.25: Males - Age	193
Table 7.26: Social Grade (Males 16+)	194
Table 7.27: Working Status (Males 16+)	195
Table 7.28: Females - Age	196
Table 7.29: Social Grade (Females 16+)	197
Table 7.30: Working Status (Females 16+)	198

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
AB	704	673	298	99	478	204	274	649
%V	33.7%	33.6%	35.6%	31.6%	32.7%	33.2%	32.3%	38.1%
%H (All HH)		95.6%	42.3%	14.1%	67.9%	29.0%	38.9%	92.2%
%H (TV HH)			44.3%	14.7%	71.0%	30.3%	40.7%	
C1	645	615	256	107	458	204	254	543
%V	30.9%	30.7%	30.5%	34.2%	31.3%	33.2%	30.0%	31.8%
%H (All HH)		95.3%	39.7%	16.6%	71.0%	31.6%	39.4%	84.2%
%H (TV HH)			41.6%	17.4%	74.5%	33.2%	41.3%	
C2	366	361	171	58	268	134	133	307
%V	17.5%	18.0%	20.4%	18.5%	18.3%	21.8%	15.7%	18.0%
%H (All HH)		98.6%	46.7%	15.8%	73.2%	36.6%	36.3%	83.9%
%H (TV HH)			47.4%	16.1%	74.2%	37.1%	36.8%	
D	231	220	76	38	150	48	102	145
%V	11.1%	11.0%	9.1%	12.1%	10.3%	7.8%	12.0%	8.5%
%H (All HH)		95.2%	32.9%	16.5%	64.9%	20.8%	44.2%	62.8%
%H (TV HH)			34.5%	17.3%	68.2%	21.8%	46.4%	
E	140	132	37	11	108	25	83	60
%V	6.7%	6.6%	4.4%	3.5%	7.4%	4.1%	9.8%	3.5%
%H (All HH)		94.3%	26.4%	7.9%	77.1%	17.9%	59.3%	42.9%
%H (TV HH)			28.0%	8.3%	81.8%	18.9%	62.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Under 25	74	67	18	9	50	13	37	68
%V	3.5%	3.3%	2.1%	2.9%	3.4%	2.1%	4.4%	4.0%
%H (All HH)		90.5%	24.3%	12.2%	67.6%	17.6%	50.0%	91.9%
%H (TV HH)			26.9%	13.4%	74.6%	19.4%	55.2%	
25 - 34	293	274	137	52	174	95	79	274
%V	14.0%	13.7%	16.3%	16.6%	11.9%	15.4%	9.3%	16.1%
%H (All HH)		93.5%	46.8%	17.7%	59.4%	32.4%	27.0%	93.5%
%H (TV HH)			50.0%	19.0%	63.5%	34.7%	28.8%	
35 - 44	364	352	181	66	223	113	110	349
%V	17.4%	17.6%	21.6%	21.1%	15.3%	18.4%	13.0%	20.5%
%H (All HH)		96.7%	49.7%	18.1%	61.3%	31.0%	30.2%	95.9%
%H (TV HH)			51.4%	18.8%	63.4%	32.1%	31.3%	
45 - 54	395	374	178	67	269	138	131	360
%V	18.9%	18.7%	21.2%	21.4%	18.4%	22.4%	15.5%	21.1%
%H (All HH)		94.7%	45.1%	17.0%	68.1%	34.9%	33.2%	91.1%
%H (TV HH)			47.6%	17.9%	71.9%	36.9%	35.0%	
55 - 64	354	344	141	57	251	106	146	297
%V	17.0%	17.2%	16.8%	18.2%	17.2%	17.2%	17.2%	17.4%
%H (All HH)		97.2%	39.8%	16.1%	70.9%	29.9%	41.2%	83.9%
%H (TV HH)			41.0%	16.6%	73.0%	30.8%	42.4%	
65 +	606	590	184	62	495	150	345	356
%V	29.1%	29.5%	22.0%	19.8%	33.9%	24.4%	40.7%	20.9%
%H (All HH)		97.4%	30.4%	10.2%	81.7%	24.8%	56.9%	58.7%
%H (TV HH)			31.2%	10.5%	83.9%	25.4%	58.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
1	614	584	173	69	443	100	343	366
%V	29.4%	29.2%	20.6%	22.0%	30.3%	16.3%	40.5%	21.5%
%H (All HH)		95.1%	28.2%	11.2%	72.1%	16.3%	55.9%	59.6%
%H (TV HH)			29.6%	11.8%	75.9%	17.1%	58.7%	
2	725	694	288	107	525	233	293	624
%V	34.8%	34.7%	34.4%	34.2%	35.9%	37.9%	34.6%	36.6%
%H (All HH)		95.7%	39.7%	14.8%	72.4%	32.1%	40.4%	86.1%
%H (TV HH)			41.5%	15.4%	75.6%	33.6%	42.2%	
3	304	297	160	51	205	117	88	284
%V	14.6%	14.8%	19.1%	16.3%	14.0%	19.0%	10.4%	16.7%
%H (All HH)		97.7%	52.6%	16.8%	67.4%	38.5%	28.9%	93.4%
%H (TV HH)			53.9%	17.2%	69.0%	39.4%	29.6%	
4	303	291	156	62	187	112	75	294
%V	14.5%	14.5%	18.6%	19.8%	12.8%	18.2%	8.9%	17.2%
%H (All HH)		96.0%	51.5%	20.5%	61.7%	37.0%	24.8%	97.0%
%H (TV HH)			53.6%	21.3%	64.3%	38.5%	25.8%	
5+	139	135	62	25	101	53	49	136
%V	6.7%	6.7%	7.4%	8.0%	6.9%	8.6%	5.8%	8.0%
%H (All HH)		97.1%	44.6%	18.0%	72.7%	38.1%	35.3%	97.8%
%H (TV HH)			45.9%	18.5%	74.8%	39.3%	36.3%	
Average HH size	2.36	2.37	2.60	2.61	2.32	2.67	2.06	2.56

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Without	1555	1485	558	216	1117	414	703	1198
%V	74.5%	74.2%	66.6%	69.0%	76.5%	67.3%	83.0%	70.3%
%H (All HH)		95.5%	35.9%	13.9%	71.8%	26.6%	45.2%	77.0%
%H (TV HH)			37.6%	14.5%	75.2%	27.9%	47.3%	
With	530	516	280	97	344	201	143	507
%V	25.4%	25.8%	33.4%	31.0%	23.5%	32.7%	16.9%	29.7%
%H (All HH)		97.4%	52.8%	18.3%	64.9%	37.9%	27.0%	95.7%
%H (TV HH)			54.3%	18.8%	66.7%	39.0%	27.7%	
0 - 3	213	208	116	35	132	74	59	204
%V	10.2%	10.4%	13.8%	11.2%	9.0%	12.0%	7.0%	12.0%
%H (All HH)		97.7%	54.5%	16.4%	62.0%	34.7%	27.7%	95.8%
%H (TV HH)			55.8%	16.8%	63.5%	35.6%	28.4%	
4 - 9	260	255	140	43	164	92	72	248
%V	12.5%	12.7%	16.7%	13.7%	11.2%	15.0%	8.5%	14.5%
%H (All HH)		98.1%	53.8%	16.5%	63.1%	35.4%	27.7%	95.4%
%H (TV HH)			54.9%	16.9%	64.3%	36.1%	28.2%	
10 - 15	227	220	119	46	163	104	58	219
%V	10.9%	11.0%	14.2%	14.7%	11.2%	16.9%	6.8%	12.8%
%H (All HH)		96.9%	52.4%	20.3%	71.8%	45.8%	25.6%	96.5%
%H (TV HH)			54.1%	20.9%	74.1%	47.3%	26.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
1	810	810	264	116	540	118	422	603
%V	38.8%	40.5%	31.5%	37.1%	37.0%	19.2%	49.8%	35.4%
%H (All HH)		100.0%	32.6%	14.3%	66.7%	14.6%	52.1%	74.4%
%H (TV HH)			32.6%	14.3%	66.7%	14.6%	52.1%	
2	689	689	301	112	508	233	275	565
%V	33.0%	34.4%	35.9%	35.8%	34.8%	37.9%	32.5%	33.1%
%H (All HH)		100.0%	43.7%	16.3%	73.7%	33.8%	39.9%	82.0%
%H (TV HH)			43.7%	16.3%	73.7%	33.8%	39.9%	
3	321	321	166	48	263	154	110	295
%V	15.4%	16.0%	19.8%	15.3%	18.0%	25.0%	13.0%	17.3%
%H (All HH)		100.0%	51.7%	15.0%	81.9%	48.0%	34.3%	91.9%
%H (TV HH)			51.7%	15.0%	81.9%	48.0%	34.3%	
4	127	127	80	25	104	79	25	123
%V	6.1%	6.3%	9.5%	8.0%	7.1%	12.8%	3.0%	7.2%
%H (All HH)		100.0%	63.0%	19.7%	81.9%	62.2%	19.7%	96.9%
%H (TV HH)			63.0%	19.7%	81.9%	62.2%	19.7%	
5+	53	53	28	11	46	31	15	52
%V	2.5%	2.6%	3.3%	3.5%	3.1%	5.0%	1.8%	3.0%
%H (All HH)		100.0%	52.8%	20.8%	86.8%	58.5%	28.3%	98.1%
%H (TV HH)			52.8%	20.8%	86.8%	58.5%	28.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Under 20"	523	523	223	72	444	214	230	438
%V	25.1%	26.1%	26.6%	23.0%	30.4%	34.8%	27.2%	25.7%
%H (All HH)		100.0%	42.6%	13.8%	84.9%	40.9%	44.0%	83.7%
%H (TV HH)			42.6%	13.8%	84.9%	40.9%	44.0%	
20" - 29"	806	806	318	126	643	279	364	631
%V	38.6%	40.3%	37.9%	40.3%	44.0%	45.4%	43.0%	37.0%
%H (All HH)		100.0%	39.5%	15.6%	79.8%	34.6%	45.2%	78.3%
%H (TV HH)			39.5%	15.6%	79.8%	34.6%	45.2%	
30" - 39"	1063	1063	462	176	766	341	425	894
%V	51.0%	53.1%	55.1%	56.2%	52.4%	55.4%	50.2%	52.4%
%H (All HH)		100.0%	43.5%	16.6%	72.1%	32.1%	40.0%	84.1%
%H (TV HH)			43.5%	16.6%	72.1%	32.1%	40.0%	
40" and over	809	809	441	144	559	331	228	744
%V	38.8%	40.4%	52.6%	46.0%	38.3%	53.8%	26.9%	43.6%
%H (All HH)		100.0%	54.5%	17.8%	69.1%	40.9%	28.2%	92.0%
%H (TV HH)			54.5%	17.8%	69.1%	40.9%	28.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Main living room	1970	1970	830	307	1444	612	832	1612
%V	94.4%	98.5%	99.0%	98.1%	98.8%	99.5%	98.2%	94.5%
%H (All HH)		100.0%	42.1%	15.6%	73.3%	31.1%	42.2%	81.8%
%H (TV HH)			42.1%	15.6%	73.3%	31.1%	42.2%	
Kitchen	263	263	124	32	229	119	109	225
%V	12.6%	13.1%	14.8%	10.2%	15.7%	19.3%	12.9%	13.2%
%H (All HH)		100.0%	47.1%	12.2%	87.1%	45.2%	41.4%	85.6%
%H (TV HH)			47.1%	12.2%	87.1%	45.2%	41.4%	
Adult's bedroom	862	862	431	152	672	387	285	750
%V	41.3%	43.1%	51.4%	48.6%	46.0%	62.9%	33.6%	44.0%
%H (All HH)		100.0%	50.0%	17.6%	78.0%	44.9%	33.1%	87.0%
%H (TV HH)			50.0%	17.6%	78.0%	44.9%	33.1%	
Child's bedroom	161	161	95	33	122	86	35	155
%V	7.7%	8.0%	11.3%	10.5%	8.4%	14.0%	4.1%	9.1%
%H (All HH)		100.0%	59.0%	20.5%	75.8%	53.4%	21.7%	96.3%
%H (TV HH)			59.0%	20.5%	75.8%	53.4%	21.7%	
Other bedroom	88	88	45	14	69	40	29	80
%V	4.2%	4.4%	5.4%	4.5%	4.7%	6.5%	3.4%	4.7%
%H (All HH)		100.0%	51.1%	15.9%	78.4%	45.5%	33.0%	90.9%
%H (TV HH)			51.1%	15.9%	78.4%	45.5%	33.0%	
Second living/dining room	196	196	97	33	149	83	66	183
%V	9.4%	9.8%	11.6%	10.5%	10.2%	13.5%	7.8%	10.7%
%H (All HH)		100.0%	49.5%	16.8%	76.0%	42.3%	33.7%	93.4%
%H (TV HH)			49.5%	16.8%	76.0%	42.3%	33.7%	
Study/office	56	56	27	9	44	24	20	54
%V	2.7%	2.8%	3.2%	2.9%	3.0%	3.9%	2.4%	3.2%
%H (All HH)		100.0%	48.2%	16.1%	78.6%	42.9%	35.7%	96.4%
%H (TV HH)			48.2%	16.1%	78.6%	42.9%	35.7%	
TV room	19	19	9	5	11	6	5	17
%V	0.9%	0.9%	1.1%	1.6%	0.8%	1.0%	0.6%	1.0%
%H (All HH)		100.0%	47.4%	26.3%	57.9%	31.6%	26.3%	89.5%
%H (TV HH)			47.4%	26.3%	57.9%	31.6%	26.3%	
Conservatory	42	42	21	4	37	20	17	39
%V	2.0%	2.1%	2.5%	1.3%	2.5%	3.3%	2.0%	2.3%
%H (All HH)		100.0%	50.0%	9.5%	88.1%	47.6%	40.5%	92.9%
%H (TV HH)			50.0%	9.5%	88.1%	47.6%	40.5%	
Attic or loft room	5	5	2	2	5	4	2	5
%V	0.2%	0.2%	0.2%	0.6%	0.3%	0.7%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	40.0%	100.0%	80.0%	40.0%	100.0%
%H (TV HH)			40.0%	40.0%	100.0%	80.0%	40.0%	
No specific location	4	4	3	1	3	3	0	4
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	75.0%	0.0%	
Other	23	23	13	4	13	5	8	21
%V	1.1%	1.1%	1.6%	1.3%	0.9%	0.8%	0.9%	1.2%
%H (All HH)		100.0%	56.5%	17.4%	56.5%	21.7%	34.8%	91.3%
%H (TV HH)			56.5%	17.4%	56.5%	21.7%	34.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Any DSAT provider	838	838	838	13	475	475	0	762
%V	40.2%	41.9%	100.0%	4.2%	32.5%	77.2%	0.0%	44.7%
%H (All HH)			100.0%	1.6%	56.7%	56.7%	0.0%	90.9%
%H (TV HH)			100.0%	1.6%	56.7%	56.7%	0.0%	
Sky with subcription	693	693	693	5	397	397	0	636
%V	33.2%	34.6%	82.7%	1.6%	27.2%	64.6%	0.0%	37.3%
%H (All HH)			100.0%	0.7%	57.3%	57.3%	0.0%	91.8%
%H (TV HH)			100.0%	0.7%	57.3%	57.3%	0.0%	
Sky without subscription	28	28	28	3	14	14	0	25
%V	1.3%	1.4%	3.3%	1.0%	1.0%	2.3%	0.0%	1.5%
%H (All HH)			100.0%	10.7%	50.0%	50.0%	0.0%	89.3%
%H (TV HH)			100.0%	10.7%	50.0%	50.0%	0.0%	
Freesat	113	113	113	6	64	64	0	97
%V	5.4%	5.6%	13.5%	1.9%	4.4%	10.4%	0.0%	5.7%
%H (All HH)			100.0%	5.3%	56.6%	56.6%	0.0%	85.8%
%H (TV HH)			100.0%	5.3%	56.6%	56.6%	0.0%	
Other satellite provider	20	20	20	2	9	9	0	18
%V	1.0%	1.0%	2.4%	0.6%	0.6%	1.5%	0.0%	1.1%
%H (All HH)			100.0%	10.0%	45.0%	45.0%	0.0%	90.0%
%H (TV HH)			100.0%	10.0%	45.0%	45.0%	0.0%	
DCAB	313	313	13	313	146	146	0	285
%V	15.0%	15.6%	1.6%	100.0%	10.0%	23.7%	0.0%	16.7%
%H (All HH)			4.2%	100.0%	46.6%	46.6%	0.0%	91.1%
%H (TV HH)			4.2%	100.0%	46.6%	46.6%	0.0%	
DTT	1461	1461	475	146	1461	615	847	1153
%V	70.0%	73.0%	56.7%	46.6%	100.0%	100.0%	100.0%	67.6%
%H (All HH)		100.0%	32.5%	10.0%	100.0%	42.1%	58.0%	78.9%
%H (TV HH)			32.5%	10.0%	100.0%	42.1%	58.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2086	2001	838	313	1461	615	847	1705
%H (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
PVR	1275	1275	720	240	849	522	327	1155
%V	61.1%	63.7%	85.9%	76.7%	58.1%	84.9%	38.6%	67.7%
%H (All HH)		100.0%	56.5%	18.8%	66.6%	40.9%	25.6%	90.6%
%H (TV HH)			56.5%	18.8%	66.6%	40.9%	25.6%	
DVDR	104	104	34	19	81	29	52	88
%V	5.0%	5.2%	4.1%	6.1%	5.5%	4.7%	6.1%	5.2%
%H (All HH)		100.0%	32.7%	18.3%	77.9%	27.9%	50.0%	84.6%
%H (TV HH)			32.7%	18.3%	77.9%	27.9%	50.0%	
VCR	51	51	14	5	44	11	32	38
%V	2.4%	2.5%	1.7%	1.6%	3.0%	1.8%	3.8%	2.2%
%H (All HH)		100.0%	27.5%	9.8%	86.3%	21.6%	62.7%	74.5%
%H (TV HH)			27.5%	9.8%	86.3%	21.6%	62.7%	
Any recorder	1338	1338	729	245	903	526	377	1197
%V	64.1%	66.9%	87.0%	78.3%	61.8%	85.5%	44.5%	70.2%
%H (All HH)		100.0%	54.5%	18.3%	67.5%	39.3%	28.2%	89.5%
%H (TV HH)			54.5%	18.3%	67.5%	39.3%	28.2%	
Receives HDTV (via STB or built-in reception)	1069	1069	574	227	701	422	279	980
%V	51.2%	53.4%	68.5%	72.5%	48.0%	68.6%	32.9%	57.5%
%H (All HH)		100.0%	53.7%	21.2%	65.6%	39.5%	26.1%	91.7%
%H (TV HH)			53.7%	21.2%	65.6%	39.5%	26.1%	
DVD/Blu-ray player or recorder	1567	1567	697	255	1148	526	622	1341
%V	75.1%	78.3%	83.2%	81.5%	78.6%	85.5%	73.4%	78.7%
%H (All HH)		100.0%	44.5%	16.3%	73.3%	33.6%	39.7%	85.6%
%H (TV HH)			44.5%	16.3%	73.3%	33.6%	39.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2086	2001	838	313	1461	615	847	1705
%V (All HH)		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%
%H (TV HH)			41.9%	15.6%	73.0%	30.7%	42.3%	
Has broadband internet	1705	1638	762	285	1153	562	591	1705
%V	81.7%	81.9%	90.9%	91.1%	78.9%	91.4%	69.8%	100.0%
%H (All HH)		96.1%	44.7%	16.7%	67.6%	33.0%	34.7%	100.0%
%H (TV HH)			46.5%	17.4%	70.4%	34.3%	36.1%	
Number of computers (PCs and laptops)								
0	335	323	66	26	273	46	229	19
%V	16.1%	16.1%	7.9%	8.3%	18.7%	7.5%	27.0%	1.1%
%H (All HH)		96.4%	19.7%	7.8%	81.5%	13.7%	68.4%	5.7%
%H (TV HH)			20.4%	8.0%	84.5%	14.2%	70.9%	
1	572	542	214	80	401	154	247	524
%V	27.4%	27.1%	25.5%	25.6%	27.4%	25.0%	29.2%	30.7%
%H (All HH)		94.8%	37.4%	14.0%	70.1%	26.9%	43.2%	91.6%
%H (TV HH)			39.5%	14.8%	74.0%	28.4%	45.6%	
2	510	493	229	81	344	158	186	500
%V	24.4%	24.6%	27.3%	25.9%	23.5%	25.7%	22.0%	29.3%
%H (All HH)		96.7%	44.9%	15.9%	67.5%	31.0%	36.5%	98.0%
%H (TV HH)			46.5%	16.4%	69.8%	32.0%	37.7%	
3	289	277	139	52	183	102	82	286
%V	13.9%	13.8%	16.6%	16.6%	12.5%	16.6%	9.7%	16.8%
%H (All HH)		95.8%	48.1%	18.0%	63.3%	35.3%	28.4%	99.0%
%H (TV HH)			50.2%	18.8%	66.1%	36.8%	29.6%	
4	168	161	86	28	115	67	47	164
%V	8.1%	8.0%	10.3%	8.9%	7.9%	10.9%	5.5%	9.6%
%H (All HH)		95.8%	51.2%	16.7%	68.5%	39.9%	28.0%	97.6%
%H (TV HH)			53.4%	17.4%	71.4%	41.6%	29.2%	
5+	212	204	103	45	144	88	56	211
%V	10.2%	10.2%	12.3%	14.4%	9.9%	14.3%	6.6%	12.4%
%H (All HH)		96.2%	48.6%	21.2%	67.9%	41.5%	26.4%	99.5%
%H (TV HH)			50.5%	22.1%	70.6%	43.1%	27.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3943	1830	647	3006	1525	1481	3388
%H		46.4%	16.4%	76.2%	38.7%	37.6%	85.9%
Under 20"	671	293	89	577	286	291	576
%V	17.0%	16.0%	13.8%	19.2%	18.8%	19.6%	17.0%
%H		43.7%	13.3%	86.0%	42.6%	43.4%	85.8%
20" - 29"	1022	422	165	824	385	439	823
%V	25.9%	23.1%	25.5%	27.4%	25.2%	29.6%	24.3%
%H		41.3%	16.1%	80.6%	37.7%	43.0%	80.5%
30" - 39"	1242	558	207	900	421	479	1059
%V	31.5%	30.5%	32.0%	29.9%	27.6%	32.3%	31.3%
%H		44.9%	16.7%	72.5%	33.9%	38.6%	85.3%
40" and over	961	532	175	662	402	260	890
%V	24.4%	29.1%	27.0%	22.0%	26.4%	17.6%	26.3%
%H		55.4%	18.2%	68.9%	41.8%	27.1%	92.6%
Don't know	48	24	12	44	32	12	41
%V	1.2%	1.3%	1.9%	1.5%	2.1%	0.8%	1.2%
%H		50.0%	25.0%	91.7%	66.7%	25.0%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3943	1830	647	3006	1525	1481	3388
%H		46.4%	16.4%	76.2%	38.7%	37.6%	85.9%
Main living room	1987	836	309	1457	617	840	1624
%V	50.4%	45.7%	47.8%	48.5%	40.5%	56.7%	47.9%
%H		42.1%	15.6%	73.3%	31.1%	42.3%	81.7%
Kitchen	263	124	32	229	119	109	225
%V	6.7%	6.8%	4.9%	7.6%	7.8%	7.4%	6.6%
%H		47.1%	12.2%	87.1%	45.2%	41.4%	85.6%
Adult's bedroom	1021	517	186	807	479	328	902
%V	25.9%	28.3%	28.7%	26.8%	31.4%	22.1%	26.6%
%H		50.6%	18.2%	79.0%	46.9%	32.1%	88.3%
Child's bedroom	217	128	43	163	114	49	210
%V	5.5%	7.0%	6.6%	5.4%	7.5%	3.3%	6.2%
%H		59.0%	19.8%	75.1%	52.5%	22.6%	96.8%
Other bedroom	106	51	18	85	48	37	97
%V	2.7%	2.8%	2.8%	2.8%	3.1%	2.5%	2.9%
%H		48.1%	17.0%	80.2%	45.3%	34.9%	91.5%
Second living/dining room	199	98	34	152	85	66	185
%V	5.0%	5.4%	5.3%	5.1%	5.6%	4.5%	5.5%
%H		49.2%	17.1%	76.4%	42.7%	33.2%	93.0%
Study/office	56	27	9	44	24	20	54
%V	1.4%	1.5%	1.4%	1.5%	1.6%	1.4%	1.6%
%H		48.2%	16.1%	78.6%	42.9%	35.7%	96.4%
TV room	19	9	5	11	6	5	17
%V	0.5%	0.5%	0.8%	0.4%	0.4%	0.3%	0.5%
%H		47.4%	26.3%	57.9%	31.6%	26.3%	89.5%
Conservatory	42	21	4	37	20	17	39
%V	1.1%	1.1%	0.6%	1.2%	1.3%	1.1%	1.2%
%H		50.0%	9.5%	88.1%	47.6%	40.5%	92.9%
Attic or loft room	5	2	2	5	4	2	5
%V	0.1%	0.1%	0.3%	0.2%	0.3%	0.1%	0.1%
%H		40.0%	40.0%	100.0%	80.0%	40.0%	100.0%
No specific location	4	4	1	3	3	0	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	25.0%	75.0%	75.0%	0.0%	100.0%
Other	24	13	5	13	5	8	23
%V	0.6%	0.7%	0.8%	0.4%	0.3%	0.5%	0.7%
%H		54.2%	20.8%	54.2%	20.8%	33.3%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3943	1830	647	3006	1525	1481	3388
%H		46.4%	16.4%	76.2%	38.7%	37.6%	85.9%
PVR	1627	964	319	1052	688	364	1492
%V	41.3%	52.7%	49.3%	35.0%	45.1%	24.6%	44.0%
%H		59.3%	19.6%	64.7%	42.3%	22.4%	91.7%
DVDR	115	39	20	89	32	57	99
%V	2.9%	2.1%	3.1%	3.0%	2.1%	3.8%	2.9%
%H		33.9%	17.4%	77.4%	27.8%	49.6%	86.1%
VCR	53	16	5	45	13	32	40
%V	1.3%	0.9%	0.8%	1.5%	0.9%	2.2%	1.2%
%H		30.2%	9.4%	84.9%	24.5%	60.4%	75.5%
Any recorder	1707	981	328	1121	702	419	1551
%V	43.3%	53.6%	50.7%	37.3%	46.0%	28.3%	45.8%
%H		57.5%	19.2%	65.7%	41.1%	24.5%	90.9%

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	3943	1830	647	3006	1525	1481	3388
%H		46.4%	16.4%	76.2%	38.7%	37.6%	85.9%
Receives HDTV (via STB or built-in reception)	1442	777	314	963	591	371	1326
%V	36.6%	42.5%	48.5%	32.0%	38.8%	25.1%	39.1%
%H		53.9%	21.8%	66.8%	41.0%	25.7%	92.0%
DVD/Blu-ray player or recorder	2205	1033	371	1667	852	815	1933
%V	55.9%	56.4%	57.3%	55.5%	55.9%	55.0%	57.1%
%H		46.8%	16.8%	75.6%	38.6%	37.0%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1997	837	313	1460	614	846	1636
%H		41.9%	15.7%	73.1%	30.7%	42.4%	81.9%
Under 20"	44	7	3	36	3	33	30
%V	2.2%	0.8%	1.0%	2.5%	0.5%	3.9%	1.8%
%H		15.9%	6.8%	81.8%	6.8%	75.0%	68.2%
20" - 29"	335	80	42	275	62	213	215
%V	16.8%	9.6%	13.4%	18.8%	10.1%	25.2%	13.1%
%H		23.9%	12.5%	82.1%	18.5%	63.6%	64.2%
30" - 39"	816	316	126	595	223	371	658
%V	40.9%	37.8%	40.3%	40.8%	36.3%	43.9%	40.2%
%H		38.7%	15.4%	72.9%	27.3%	45.5%	80.6%
40" and over	787	429	140	540	319	221	721
%V	39.4%	51.3%	44.7%	37.0%	52.0%	26.1%	44.1%
%H		54.5%	17.8%	68.6%	40.5%	28.1%	91.6%
Don't know	16	6	2	14	6	8	12
%V	0.8%	0.7%	0.6%	1.0%	1.0%	0.9%	0.7%
%H		37.5%	12.5%	87.5%	37.5%	50.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1997	837	313	1460	614	846	1636
%H		41.9%	15.7%	73.1%	30.7%	42.4%	81.9%
PVR	1251	709	238	828	512	317	1131
%V	62.6%	84.7%	76.0%	56.7%	83.4%	37.5%	69.1%
%H		56.7%	19.0%	66.2%	40.9%	25.3%	90.4%
DVDR	91	28	15	68	21	47	74
%V	4.6%	3.3%	4.8%	4.7%	3.4%	5.6%	4.5%
%H		30.8%	16.5%	74.7%	23.1%	51.6%	81.3%
VCR	41	9	4	36	7	29	31
%V	2.1%	1.1%	1.3%	2.5%	1.1%	3.4%	1.9%
%H		22.0%	9.8%	87.8%	17.1%	70.7%	75.6%
Any recorder	1309	715	242	878	514	364	1172
%V	65.5%	85.4%	77.3%	60.1%	83.7%	43.0%	71.6%
%H		54.6%	18.5%	67.1%	39.3%	27.8%	89.5%

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	1997	837	313	1460	614	846	1636
%H		41.9%	15.7%	73.1%	30.7%	42.4%	81.9%
Receives HDTV (via STB or built-in reception)	1042	559	221	682	410	272	957
%V	52.2%	66.8%	70.6%	46.7%	66.8%	32.2%	58.5%
%H		53.6%	21.2%	65.5%	39.3%	26.1%	91.8%
DVD/Blu-ray player or recorder	1488	660	241	1079	485	594	1272
%V	74.5%	78.9%	77.0%	73.9%	79.0%	70.2%	77.8%
%H		44.4%	16.2%	72.5%	32.6%	39.9%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1946	992	334	1546	911	635	1753
%H		51.0%	17.2%	79.4%	46.8%	32.6%	90.1%
Under 20"	626	286	86	541	283	258	547
%V	32.2%	28.8%	25.7%	35.0%	31.1%	40.6%	31.2%
%H		45.7%	13.7%	86.4%	45.2%	41.2%	87.4%
20" - 29"	687	342	123	549	322	226	608
%V	35.3%	34.5%	36.8%	35.5%	35.3%	35.6%	34.7%
%H		49.8%	17.9%	79.9%	46.9%	32.9%	88.5%
30" - 39"	426	242	81	305	197	108	402
%V	21.9%	24.4%	24.3%	19.7%	21.6%	17.0%	22.9%
%H		56.8%	19.0%	71.6%	46.2%	25.4%	94.4%
40" and over	175	104	35	121	83	38	168
%V	9.0%	10.5%	10.5%	7.8%	9.1%	6.0%	9.6%
%H		59.4%	20.0%	69.1%	47.4%	21.7%	96.0%
Don't know	32	18	10	30	26	4	28
%V	1.6%	1.8%	3.0%	1.9%	2.9%	0.6%	1.6%
%H		56.3%	31.3%	93.8%	81.3%	12.5%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1946	992	334	1546	911	635	1753
%H		51.0%	17.2%	79.4%	46.8%	32.6%	90.1%
PVR	376	255	82	223	176	47	360
%V	19.3%	25.7%	24.6%	14.4%	19.3%	7.4%	20.5%
%H		67.8%	21.8%	59.3%	46.8%	12.5%	95.7%
DVDR	24	11	5	21	12	10	24
%V	1.2%	1.1%	1.5%	1.4%	1.3%	1.6%	1.4%
%H		45.8%	20.8%	87.5%	50.0%	41.7%	100.0%
VCR	12	7	1	9	6	3	9
%V	0.6%	0.7%	0.3%	0.6%	0.7%	0.5%	0.5%
%H		58.3%	8.3%	75.0%	50.0%	25.0%	75.0%
Any recorder	398	266	86	243	188	55	380
%V	20.5%	26.8%	25.7%	15.7%	20.6%	8.7%	21.7%
%H		66.8%	21.6%	61.1%	47.2%	13.8%	95.5%

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	1946	992	334	1546	911	635	1753
%H		51.0%	17.2%	79.4%	46.8%	32.6%	90.1%
Receives HDTV (via STB or built-in reception)	400	218	93	281	182	99	370
%V	20.6%	22.0%	27.8%	18.2%	20.0%	15.6%	21.1%
%H		54.5%	23.3%	70.3%	45.5%	24.8%	92.5%
DVD/Blu-ray player or recorder	717	373	131	589	367	222	662
%V	36.8%	37.6%	39.2%	38.1%	40.3%	35.0%	37.8%
%H		52.0%	18.3%	82.1%	51.2%	31.0%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	4932	4743	2180	815	3390	1642	1748	4371
%H		96.2%	44.2%	16.5%	68.7%	33.3%	35.4%	88.6%
Total Children	928	905	493	165	602	346	257	887
%V	18.8%	19.1%	22.6%	20.2%	17.8%	21.1%	14.7%	20.3%
%H		97.5%	53.1%	17.8%	64.9%	37.3%	27.7%	95.6%
0 - 3	269	261	144	42	163	88	75	255
%V	5.5%	5.5%	6.6%	5.2%	4.8%	5.4%	4.3%	5.8%
%H		97.0%	53.5%	15.6%	60.6%	32.7%	27.9%	94.8%
4 - 15	659	644	349	123	439	258	182	632
%V	13.4%	13.6%	16.0%	15.1%	12.9%	15.7%	10.4%	14.5%
%H		97.7%	53.0%	18.7%	66.6%	39.2%	27.6%	95.9%
4 - 9	351	344	191	60	220	124	95	334
%V	7.1%	7.3%	8.8%	7.4%	6.5%	7.6%	5.4%	7.6%
%H		98.0%	54.4%	17.1%	62.7%	35.3%	27.1%	95.2%
10 - 15	308	300	158	63	220	133	87	297
%V	6.2%	6.3%	7.2%	7.7%	6.5%	8.1%	5.0%	6.8%
%H		97.4%	51.3%	20.5%	71.4%	43.2%	28.2%	96.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	4932	4743	2180	815	3390	1642	1748	4371
%H		96.2%	44.2%	16.5%	68.7%	33.3%	35.4%	88.6%
Total Adults (16+)	4004	3837	1687	650	2788	1297	1491	3484
%V	81.2%	80.9%	77.4%	79.8%	82.2%	79.0%	85.3%	79.7%
%H		95.8%	42.1%	16.2%	69.6%	32.4%	37.2%	87.0%
16 - 19	191	188	77	40	145	74	71	181
%V	3.9%	4.0%	3.5%	4.9%	4.3%	4.5%	4.1%	4.1%
%H		98.4%	40.3%	20.9%	75.9%	38.7%	37.2%	94.8%
20 - 24	312	286	105	55	201	85	116	297
%V	6.3%	6.0%	4.8%	6.7%	5.9%	5.2%	6.6%	6.8%
%H		91.7%	33.7%	17.6%	64.4%	27.2%	37.2%	95.2%
25 - 34	639	589	305	104	382	213	169	598
%V	13.0%	12.4%	14.0%	12.8%	11.3%	13.0%	9.7%	13.7%
%H		92.2%	47.7%	16.3%	59.8%	33.3%	26.4%	93.6%
35 - 44	647	624	321	124	402	217	185	625
%V	13.1%	13.2%	14.7%	15.2%	11.9%	13.2%	10.6%	14.3%
%H		96.4%	49.6%	19.2%	62.1%	33.5%	28.6%	96.6%
45 - 54	696	667	326	124	477	256	220	648
%V	14.1%	14.1%	15.0%	15.2%	14.1%	15.6%	12.6%	14.8%
%H		95.8%	46.8%	17.8%	68.5%	36.8%	31.6%	93.1%
55 - 64	586	570	238	99	419	186	232	517
%V	11.9%	12.0%	10.9%	12.1%	12.4%	11.3%	13.3%	11.8%
%H		97.3%	40.6%	16.9%	71.5%	31.7%	39.6%	88.2%
65+	934	913	314	104	763	265	498	617
%V	18.9%	19.2%	14.4%	12.8%	22.5%	16.1%	28.5%	14.1%
%H		97.8%	33.6%	11.1%	81.7%	28.4%	53.3%	66.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	4004	3837	1687	650	2788	1297	1491	3484
%H		95.8%	42.1%	16.2%	69.6%	32.4%	37.2%	87.0%
AB	1397	1343	609	205	955	428	527	1318
%V	34.9%	35.0%	36.1%	31.5%	34.3%	33.0%	35.3%	37.8%
%H		96.1%	43.6%	14.7%	68.4%	30.6%	37.7%	94.3%
C1	1263	1188	505	238	880	433	447	1132
%V	31.5%	31.0%	29.9%	36.6%	31.6%	33.4%	30.0%	32.5%
%H		94.1%	40.0%	18.8%	69.7%	34.3%	35.4%	89.6%
C2	765	758	372	124	565	304	261	673
%V	19.1%	19.8%	22.1%	19.1%	20.3%	23.4%	17.5%	19.3%
%H		99.1%	48.6%	16.2%	73.9%	39.7%	34.1%	88.0%
D	399	378	155	66	245	94	151	279
%V	10.0%	9.9%	9.2%	10.2%	8.8%	7.2%	10.1%	8.0%
%H		94.7%	38.8%	16.5%	61.4%	23.6%	37.8%	69.9%
E	180	170	47	16	142	37	105	82
%V	4.5%	4.4%	2.8%	2.5%	5.1%	2.9%	7.0%	2.4%
%H		94.4%	26.1%	8.9%	78.9%	20.6%	58.3%	45.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	4004	3837	1687	650	2788	1297	1491	3484
%H		95.8%	42.1%	16.2%	69.6%	32.4%	37.2%	87.0%
Working full time	1896	1822	889	351	1243	661	582	1798
%V	47.4%	47.5%	52.7%	54.0%	44.6%	51.0%	39.0%	51.6%
%H		96.1%	46.9%	18.5%	65.6%	34.9%	30.7%	94.8%
Working part time	434	426	208	79	295	155	140	401
%V	10.8%	11.1%	12.3%	12.2%	10.6%	12.0%	9.4%	11.5%
%H		98.2%	47.9%	18.2%	68.0%	35.7%	32.3%	92.4%
Not working	1674	1590	590	220	1250	480	769	1284
%V	41.8%	41.4%	35.0%	33.8%	44.8%	37.0%	51.6%	36.9%
%H		95.0%	35.2%	13.1%	74.7%	28.7%	45.9%	76.7%
Housewife/Houseperson	2086	2001	838	313	1461	615	847	1705
%V	52.1%	52.2%	49.7%	48.2%	52.4%	47.4%	56.8%	48.9%
%H		95.9%	40.2%	15.0%	70.0%	29.5%	40.6%	81.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	1985	1895	839	330	1364	651	713	1758
%H		95.5%	42.3%	16.6%	68.7%	32.8%	35.9%	88.6%
16 - 19	99	97	40	15	77	36	41	92
%V	5.0%	5.1%	4.8%	4.5%	5.6%	5.5%	5.8%	5.2%
%H		98.0%	40.4%	15.2%	77.8%	36.4%	41.4%	92.9%
20 - 24	173	153	53	30	104	44	60	166
%V	8.7%	8.1%	6.3%	9.1%	7.6%	6.8%	8.4%	9.4%
%H		88.4%	30.6%	17.3%	60.1%	25.4%	34.7%	96.0%
25 - 34	328	307	163	49	202	112	89	302
%V	16.5%	16.2%	19.4%	14.8%	14.8%	17.2%	12.5%	17.2%
%H		93.6%	49.7%	14.9%	61.6%	34.1%	27.1%	92.1%
35 - 44	321	306	154	64	201	113	89	310
%V	16.2%	16.1%	18.4%	19.4%	14.7%	17.4%	12.5%	17.6%
%H		95.3%	48.0%	19.9%	62.6%	35.2%	27.7%	96.6%
45 - 54	350	333	159	71	230	126	104	328
%V	17.6%	17.6%	19.0%	21.5%	16.9%	19.4%	14.6%	18.7%
%H		95.1%	45.4%	20.3%	65.7%	36.0%	29.7%	93.7%
55 - 64	284	275	115	49	201	89	112	254
%V	14.3%	14.5%	13.7%	14.8%	14.7%	13.7%	15.7%	14.4%
%H		96.8%	40.5%	17.3%	70.8%	31.3%	39.4%	89.4%
65+	431	423	155	53	349	132	217	306
%V	21.7%	22.3%	18.5%	16.1%	25.6%	20.3%	30.4%	17.4%
%H		98.1%	36.0%	12.3%	81.0%	30.6%	50.3%	71.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	1985	1895	839	330	1364	651	713	1758
%H		95.5%	42.3%	16.6%	68.7%	32.8%	35.9%	88.6%
AB	715	686	311	105	483	215	268	679
%V	36.0%	36.2%	37.1%	31.8%	35.4%	33.0%	37.6%	38.6%
%H		95.9%	43.5%	14.7%	67.6%	30.1%	37.5%	95.0%
C1	592	553	237	118	406	212	195	553
%V	29.8%	29.2%	28.2%	35.8%	29.8%	32.6%	27.3%	31.5%
%H		93.4%	40.0%	19.9%	68.6%	35.8%	32.9%	93.4%
C2	417	412	200	68	304	161	142	366
%V	21.0%	21.7%	23.8%	20.6%	22.3%	24.7%	19.9%	20.8%
%H		98.8%	48.0%	16.3%	72.9%	38.6%	34.1%	87.8%
D	187	175	76	32	113	49	64	128
%V	9.4%	9.2%	9.1%	9.7%	8.3%	7.5%	9.0%	7.3%
%H		93.6%	40.6%	17.1%	60.4%	26.2%	34.2%	68.4%
E	74	69	16	6	58	14	44	33
%V	3.7%	3.6%	1.9%	1.8%	4.3%	2.2%	6.2%	1.9%
%H		93.2%	21.6%	8.1%	78.4%	18.9%	59.5%	44.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1985	1895	839	330	1364	651	713	1758
%H		95.5%	42.3%	16.6%	68.7%	32.8%	35.9%	88.6%
Working full time	1177	1129	560	219	765	416	349	1115
%V	59.3%	59.6%	66.7%	66.4%	56.1%	63.9%	48.9%	63.4%
%H		95.9%	47.6%	18.6%	65.0%	35.3%	29.7%	94.7%
Working part time	89	89	39	13	60	24	36	77
%V	4.5%	4.7%	4.6%	3.9%	4.4%	3.7%	5.0%	4.4%
%H		100.0%	43.8%	14.6%	67.4%	27.0%	40.4%	86.5%
Not working	718	677	240	98	540	211	328	566
%V	36.2%	35.7%	28.6%	29.7%	39.6%	32.4%	46.0%	32.2%
%H		94.3%	33.4%	13.6%	75.2%	29.4%	45.7%	78.8%
Housewife/Houseperson	408	382	129	60	276	88	188	297
%V	20.6%	20.2%	15.4%	18.2%	20.2%	13.5%	26.4%	16.9%
%H		93.6%	31.6%	14.7%	67.6%	21.6%	46.1%	72.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2019	1943	848	320	1423	645	778	1725
%H		96.2%	42.0%	15.8%	70.5%	31.9%	38.5%	85.4%
16 - 19	92	91	37	26	68	39	30	89
%V	4.6%	4.7%	4.4%	8.1%	4.8%	6.0%	3.9%	5.2%
%H		98.9%	40.2%	28.3%	73.9%	42.4%	32.6%	96.7%
20 - 24	139	133	52	25	97	41	56	131
%V	6.9%	6.8%	6.1%	7.8%	6.8%	6.4%	7.2%	7.6%
%H		95.7%	37.4%	18.0%	69.8%	29.5%	40.3%	94.2%
25 - 34	311	282	143	54	180	100	79	296
%V	15.4%	14.5%	16.9%	16.9%	12.6%	15.5%	10.2%	17.2%
%H		90.7%	46.0%	17.4%	57.9%	32.2%	25.4%	95.2%
35 - 44	326	318	167	60	200	104	96	315
%V	16.1%	16.4%	19.7%	18.8%	14.1%	16.1%	12.3%	18.3%
%H		97.5%	51.2%	18.4%	61.3%	31.9%	29.4%	96.6%
45 - 54	346	334	167	54	247	130	116	320
%V	17.1%	17.2%	19.7%	16.9%	17.4%	20.2%	14.9%	18.6%
%H		96.5%	48.3%	15.6%	71.4%	37.6%	33.5%	92.5%
55 - 64	302	295	124	50	217	97	120	263
%V	15.0%	15.2%	14.6%	15.6%	15.2%	15.0%	15.4%	15.2%
%H		97.7%	41.1%	16.6%	71.9%	32.1%	39.7%	87.1%
65+	503	491	159	51	414	133	281	311
%V	24.9%	25.3%	18.8%	15.9%	29.1%	20.6%	36.1%	18.0%
%H		97.6%	31.6%	10.1%	82.3%	26.4%	55.9%	61.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2019	1943	848	320	1423	645	778	1725
%H		96.2%	42.0%	15.8%	70.5%	31.9%	38.5%	85.4%
AB	682	657	298	101	472	213	259	639
%V	33.8%	33.8%	35.1%	31.6%	33.2%	33.0%	33.3%	37.0%
%H		96.3%	43.7%	14.8%	69.2%	31.2%	38.0%	93.7%
C1	671	636	267	120	474	222	252	579
%V	33.2%	32.7%	31.5%	37.5%	33.3%	34.4%	32.4%	33.6%
%H		94.8%	39.8%	17.9%	70.6%	33.1%	37.6%	86.3%
C2	348	345	173	56	261	143	119	308
%V	17.2%	17.8%	20.4%	17.5%	18.3%	22.2%	15.3%	17.9%
%H		99.1%	49.7%	16.1%	75.0%	41.1%	34.2%	88.5%
D	212	203	79	34	132	45	87	151
%V	10.5%	10.4%	9.3%	10.6%	9.3%	7.0%	11.2%	8.8%
%H		95.8%	37.3%	16.0%	62.3%	21.2%	41.0%	71.2%
E	106	101	31	9	84	23	61	49
%V	5.3%	5.2%	3.7%	2.8%	5.9%	3.6%	7.8%	2.8%
%H		95.3%	29.2%	8.5%	79.2%	21.7%	57.5%	46.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2019	1943	848	320	1423	645	778	1725
%H		96.2%	42.0%	15.8%	70.5%	31.9%	38.5%	85.4%
Working full time	719	692	329	132	478	245	233	683
%V	35.6%	35.6%	38.8%	41.3%	33.6%	38.0%	29.9%	39.6%
%H		96.2%	45.8%	18.4%	66.5%	34.1%	32.4%	95.0%
Working part time	344	337	169	66	235	131	104	324
%V	17.0%	17.3%	19.9%	20.6%	16.5%	20.3%	13.4%	18.8%
%H		98.0%	49.1%	19.2%	68.3%	38.1%	30.2%	94.2%
Not working	956	913	350	122	710	269	441	718
%V	47.4%	47.0%	41.3%	38.1%	49.9%	41.7%	56.7%	41.6%
%H		95.5%	36.6%	12.8%	74.3%	28.1%	46.1%	75.1%
Housewife/Houseperson	1678	1619	709	252	1185	527	658	1408
%V	83.1%	83.3%	83.6%	78.8%	83.3%	81.7%	84.6%	81.6%
%H		96.5%	42.3%	15.0%	70.6%	31.4%	39.2%	83.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

Contents	Page
Household	
Table 8.1: Social Grade	200
Table 8.2: Housewife Age	201
Table 8.3: Size of Household	202
Table 8.4: Presence of Children	203
Table 8.5: Number of TV sets in household	204
Table 8.6: Screen size	205
Table 8.7: Location of ANY set in household	206
Table 8.8: Platform Provider	207
Table 8.9: Recorders and other equipment	208
Table 8.10: Computers and Internet	209
Sets	
Table 8.11: Screen Size	210
Table 8.12: Location of set	211
Table 8.13: Recorders	212
Table 8.14: Other TV equipment	212
Table 8.15: Main Set Screen Size	213
Table 8.16: Main Set Recorders	214
Table 8.17: Main Set - Other TV equipment	214
Table 8.18: Other Sets (non-Main Set) Screen Size	215
Table 8.19: Other Set (non-Main Set) Recorders	216
Table 8.20: Other Set (non-Main Set) - Other TV equipment	216
Individuals	
Table 8.21: Age of Children	217
Table 8.22: Adults - Age	218
Table 8.23: Social Grade (Adults 16+)	219
Table 8.24: Working Status (Adults 16+)	220
Table 8.25: Males - Age	221
Table 8.26: Social Grade (Males 16+)	222
Table 8.27: Working Status (Males 16+)	223
Table 8.28: Females - Age	224
Table 8.29: Social Grade (Females 16+)	225
Table 8.30: Working Status (Females 16+)	226

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
AB	526	508	229	61	399	184	214	470
%V	20.2%	20.2%	21.4%	18.8%	19.9%	20.5%	19.3%	25.0%
%H (All HH)		96.6%	43.5%	11.6%	75.9%	35.0%	40.7%	89.4%
%H (TV HH)			45.1%	12.0%	78.5%	36.2%	42.1%	
C1	672	649	286	98	526	261	265	551
%V	25.9%	25.8%	26.7%	30.2%	26.2%	29.1%	23.9%	29.3%
%H (All HH)		96.6%	42.6%	14.6%	78.3%	38.8%	39.4%	82.0%
%H (TV HH)			44.1%	15.1%	81.0%	40.2%	40.8%	
C2	595	582	267	72	466	225	241	431
%V	22.9%	23.2%	24.9%	22.2%	23.2%	25.1%	21.8%	22.9%
%H (All HH)		97.8%	44.9%	12.1%	78.3%	37.8%	40.5%	72.4%
%H (TV HH)			45.9%	12.4%	80.1%	38.7%	41.4%	
D	437	420	177	63	324	146	177	284
%V	16.8%	16.7%	16.5%	19.4%	16.2%	16.3%	16.0%	15.1%
%H (All HH)		96.1%	40.5%	14.4%	74.1%	33.4%	40.5%	65.0%
%H (TV HH)			42.1%	15.0%	77.1%	34.8%	42.1%	
E	368	354	112	30	291	81	210	145
%V	14.2%	14.1%	10.5%	9.3%	14.5%	9.0%	19.0%	7.7%
%H (All HH)		96.2%	30.4%	8.2%	79.1%	22.0%	57.1%	39.4%
%H (TV HH)			31.6%	8.5%	82.2%	22.9%	59.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%V (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Under 25	139	126	47	11	82	25	57	110
%V	5.4%	5.0%	4.4%	3.4%	4.1%	2.8%	5.1%	5.8%
%H (All HH)		90.6%	33.8%	7.9%	59.0%	18.0%	41.0%	79.1%
%H (TV HH)			37.3%	8.7%	65.1%	19.8%	45.2%	
25 - 34	402	380	210	57	265	157	109	333
%V	15.5%	15.1%	19.6%	17.6%	13.2%	17.5%	9.8%	17.7%
%H (All HH)		94.5%	52.2%	14.2%	65.9%	39.1%	27.1%	82.8%
%H (TV HH)			55.3%	15.0%	69.7%	41.3%	28.7%	
35 - 44	422	413	222	61	303	174	129	371
%V	16.2%	16.4%	20.7%	18.8%	15.1%	19.4%	11.6%	19.7%
%H (All HH)		97.9%	52.6%	14.5%	71.8%	41.2%	30.6%	87.9%
%H (TV HH)			53.8%	14.8%	73.4%	42.1%	31.2%	
45 - 54	505	492	223	76	403	208	195	420
%V	19.4%	19.6%	20.8%	23.5%	20.1%	23.2%	17.6%	22.3%
%H (All HH)		97.4%	44.2%	15.0%	79.8%	41.2%	38.6%	83.2%
%H (TV HH)			45.3%	15.4%	81.9%	42.3%	39.6%	
55 - 64	431	421	168	68	351	164	187	345
%V	16.6%	16.8%	15.7%	21.0%	17.5%	18.3%	16.9%	18.3%
%H (All HH)		97.7%	39.0%	15.8%	81.4%	38.1%	43.4%	80.0%
%H (TV HH)			39.9%	16.2%	83.4%	39.0%	44.4%	
65 +	699	680	201	51	601	170	431	302
%V	26.9%	27.1%	18.8%	15.7%	30.0%	18.9%	38.9%	16.0%
%H (All HH)		97.3%	28.8%	7.3%	86.0%	24.3%	61.7%	43.2%
%H (TV HH)			29.6%	7.5%	88.4%	25.0%	63.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
1	797	761	203	78	628	154	474	371
%V	30.7%	30.3%	19.0%	24.1%	31.3%	17.1%	42.8%	19.7%
%H (All HH)		95.5%	25.5%	9.8%	78.8%	19.3%	59.5%	46.5%
%H (TV HH)			26.7%	10.2%	82.5%	20.2%	62.3%	
2	946	920	389	114	749	335	414	744
%V	36.4%	36.6%	36.3%	35.2%	37.3%	37.3%	37.4%	39.5%
%H (All HH)		97.3%	41.1%	12.1%	79.2%	35.4%	43.8%	78.6%
%H (TV HH)			42.3%	12.4%	81.4%	36.4%	45.0%	
3	392	375	207	61	292	187	106	340
%V	15.1%	14.9%	19.3%	18.8%	14.6%	20.8%	9.6%	18.1%
%H (All HH)		95.7%	52.8%	15.6%	74.5%	47.7%	27.0%	86.7%
%H (TV HH)			55.2%	16.3%	77.9%	49.9%	28.3%	
4	315	310	182	54	235	158	77	290
%V	12.1%	12.3%	17.0%	16.7%	11.7%	17.6%	6.9%	15.4%
%H (All HH)		98.4%	57.8%	17.1%	74.6%	50.2%	24.4%	92.1%
%H (TV HH)			58.7%	17.4%	75.8%	51.0%	24.8%	
5+	149	146	90	17	102	65	36	137
%V	5.7%	5.8%	8.4%	5.2%	5.1%	7.2%	3.2%	7.3%
%H (All HH)		98.0%	60.4%	11.4%	68.5%	43.6%	24.2%	91.9%
%H (TV HH)			61.6%	11.6%	69.9%	44.5%	24.7%	
Average HH size	2.29	2.30	2.64	2.47	2.24	2.64	1.92	2.55

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Without	1951	1873	699	235	1530	597	933	1318
%V	75.1%	74.6%	65.3%	72.5%	76.3%	66.5%	84.2%	70.0%
%H (All HH)		96.0%	35.8%	12.0%	78.4%	30.6%	47.8%	67.6%
%H (TV HH)			37.3%	12.5%	81.7%	31.9%	49.8%	
With	647	640	372	89	476	301	175	564
%V	24.9%	25.5%	34.7%	27.5%	23.7%	33.5%	15.8%	30.0%
%H (All HH)		98.9%	57.5%	13.8%	73.6%	46.5%	27.0%	87.2%
%H (TV HH)			58.1%	13.9%	74.4%	47.0%	27.3%	
0 - 3	264	260	148	37	183	111	72	219
%V	10.2%	10.4%	13.8%	11.4%	9.1%	12.4%	6.5%	11.6%
%H (All HH)		98.5%	56.1%	14.0%	69.3%	42.0%	27.3%	83.0%
%H (TV HH)			56.9%	14.2%	70.4%	42.7%	27.7%	
4 - 9	320	316	199	39	228	150	78	275
%V	12.3%	12.6%	18.6%	12.0%	11.4%	16.7%	7.0%	14.6%
%H (All HH)		98.8%	62.2%	12.2%	71.3%	46.9%	24.4%	85.9%
%H (TV HH)			63.0%	12.3%	72.2%	47.5%	24.7%	
10 - 15	287	283	162	40	217	138	80	264
%V	11.0%	11.3%	15.1%	12.3%	10.8%	15.4%	7.2%	14.0%
%H (All HH)		98.6%	56.4%	13.9%	75.6%	48.1%	27.9%	92.0%
%H (TV HH)			57.2%	14.1%	76.7%	48.8%	28.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
1	945	945	311	96	687	166	521	575
%V	36.4%	37.6%	29.0%	29.6%	34.2%	18.5%	47.0%	30.6%
%H (All HH)		100.0%	32.9%	10.2%	72.7%	17.6%	55.1%	60.8%
%H (TV HH)			32.9%	10.2%	72.7%	17.6%	55.1%	
2	871	871	384	111	709	334	374	628
%V	33.5%	34.7%	35.9%	34.3%	35.3%	37.2%	33.8%	33.4%
%H (All HH)		100.0%	44.1%	12.7%	81.4%	38.3%	42.9%	72.1%
%H (TV HH)			44.1%	12.7%	81.4%	38.3%	42.9%	
3	437	437	220	78	381	238	144	375
%V	16.8%	17.4%	20.5%	24.1%	19.0%	26.5%	13.0%	19.9%
%H (All HH)		100.0%	50.3%	17.8%	87.2%	54.5%	33.0%	85.8%
%H (TV HH)			50.3%	17.8%	87.2%	54.5%	33.0%	
4	165	165	97	24	145	98	47	157
%V	6.4%	6.6%	9.1%	7.4%	7.2%	10.9%	4.2%	8.3%
%H (All HH)		100.0%	58.8%	14.5%	87.9%	59.4%	28.5%	95.2%
%H (TV HH)			58.8%	14.5%	87.9%	59.4%	28.5%	
5+	95	95	58	15	84	62	23	93
%V	3.7%	3.8%	5.4%	4.6%	4.2%	6.9%	2.1%	4.9%
%H (All HH)		100.0%	61.1%	15.8%	88.4%	65.3%	24.2%	97.9%
%H (TV HH)			61.1%	15.8%	88.4%	65.3%	24.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Under 20"	658	658	272	99	583	293	289	512
%V	25.3%	26.2%	25.4%	30.6%	29.1%	32.6%	26.1%	27.2%
%H (All HH)		100.0%	41.3%	15.0%	88.6%	44.5%	43.9%	77.8%
%H (TV HH)			41.3%	15.0%	88.6%	44.5%	43.9%	
20" - 29"	982	982	412	125	833	388	445	725
%V	37.8%	39.1%	38.5%	38.6%	41.5%	43.2%	40.2%	38.5%
%H (All HH)		100.0%	42.0%	12.7%	84.8%	39.5%	45.3%	73.8%
%H (TV HH)			42.0%	12.7%	84.8%	39.5%	45.3%	
30" - 39"	1385	1385	592	198	1121	524	597	1037
%V	53.3%	55.1%	55.3%	61.1%	55.9%	58.4%	53.9%	55.1%
%H (All HH)		100.0%	42.7%	14.3%	80.9%	37.8%	43.1%	74.9%
%H (TV HH)			42.7%	14.3%	80.9%	37.8%	43.1%	
40" and over	1153	1153	635	157	902	541	362	955
%V	44.4%	45.9%	59.3%	48.5%	45.0%	60.2%	32.7%	50.7%
%H (All HH)		100.0%	55.1%	13.6%	78.2%	46.9%	31.4%	82.8%
%H (TV HH)			55.1%	13.6%	78.2%	46.9%	31.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Main living room	2475	2475	1064	321	1982	892	1090	1800
%V	95.3%	98.5%	99.3%	99.1%	98.8%	99.3%	98.4%	95.6%
%H (All HH)		100.0%	43.0%	13.0%	80.1%	36.0%	44.0%	72.7%
%H (TV HH)			43.0%	13.0%	80.1%	36.0%	44.0%	
Kitchen	319	319	135	47	295	156	139	261
%V	12.3%	12.7%	12.6%	14.5%	14.7%	17.4%	12.5%	13.9%
%H (All HH)		100.0%	42.3%	14.7%	92.5%	48.9%	43.6%	81.8%
%H (TV HH)			42.3%	14.7%	92.5%	48.9%	43.6%	
Adult's bedroom	1164	1164	571	187	972	564	408	945
%V	44.8%	46.3%	53.3%	57.7%	48.5%	62.8%	36.8%	50.2%
%H (All HH)		100.0%	49.1%	16.1%	83.5%	48.5%	35.1%	81.2%
%H (TV HH)			49.1%	16.1%	83.5%	48.5%	35.1%	
Child's bedroom	280	280	170	44	233	166	68	253
%V	10.8%	11.1%	15.9%	13.6%	11.6%	18.5%	6.1%	13.4%
%H (All HH)		100.0%	60.7%	15.7%	83.2%	59.3%	24.3%	90.4%
%H (TV HH)			60.7%	15.7%	83.2%	59.3%	24.3%	
Other bedroom	146	146	77	18	133	80	53	123
%V	5.6%	5.8%	7.2%	5.6%	6.6%	8.9%	4.8%	6.5%
%H (All HH)		100.0%	52.7%	12.3%	91.1%	54.8%	36.3%	84.2%
%H (TV HH)			52.7%	12.3%	91.1%	54.8%	36.3%	
Second living/dining room	239	239	124	34	206	122	84	198
%V	9.2%	9.5%	11.6%	10.5%	10.3%	13.6%	7.6%	10.5%
%H (All HH)		100.0%	51.9%	14.2%	86.2%	51.0%	35.1%	82.8%
%H (TV HH)			51.9%	14.2%	86.2%	51.0%	35.1%	
Study/office	22	22	10	3	18	9	9	22
%V	0.8%	0.9%	0.9%	0.9%	0.9%	1.0%	0.8%	1.2%
%H (All HH)		100.0%	45.5%	13.6%	81.8%	40.9%	40.9%	100.0%
%H (TV HH)			45.5%	13.6%	81.8%	40.9%	40.9%	
TV room	10	10	4	1	8	4	4	9
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.5%
%H (All HH)		100.0%	40.0%	10.0%	80.0%	40.0%	40.0%	90.0%
%H (TV HH)			40.0%	10.0%	80.0%	40.0%	40.0%	
Conservatory	96	96	55	12	81	52	29	88
%V	3.7%	3.8%	5.1%	3.7%	4.0%	5.8%	2.6%	4.7%
%H (All HH)		100.0%	57.3%	12.5%	84.4%	54.2%	30.2%	91.7%
%H (TV HH)			57.3%	12.5%	84.4%	54.2%	30.2%	
Attic or loft room	8	8	3	2	6	3	3	8
%V	0.3%	0.3%	0.3%	0.6%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	37.5%	25.0%	75.0%	37.5%	37.5%	100.0%
%H (TV HH)			37.5%	25.0%	75.0%	37.5%	37.5%	
No specific location	5	5	1	0	5	1	4	3
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.1%	0.4%	0.2%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	80.0%	
Other	24	24	10	3	22	11	10	22
%V	0.9%	1.0%	0.9%	0.9%	1.1%	1.2%	0.9%	1.2%
%H (All HH)		100.0%	41.7%	12.5%	91.7%	45.8%	41.7%	91.7%
%H (TV HH)			41.7%	12.5%	91.7%	45.8%	41.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Any DSAT provider	1071	1071	1071	18	725	725	0	901
%V	41.2%	42.6%	100.0%	5.6%	36.1%	80.7%	0.0%	47.9%
%H (All HH)			100.0%	1.7%	67.7%	67.7%	0.0%	84.1%
%H (TV HH)			100.0%	1.7%	67.7%	67.7%	0.0%	
Sky with subcription	897	897	897	9	625	625	0	783
%V	34.5%	35.7%	83.8%	2.8%	31.2%	69.6%	0.0%	41.6%
%H (All HH)			100.0%	1.0%	69.7%	69.7%	0.0%	87.3%
%H (TV HH)			100.0%	1.0%	69.7%	69.7%	0.0%	
Sky without subscription	77	77	77	5	41	41	0	50
%V	3.0%	3.1%	7.2%	1.5%	2.0%	4.6%	0.0%	2.7%
%H (All HH)			100.0%	6.5%	53.2%	53.2%	0.0%	64.9%
%H (TV HH)			100.0%	6.5%	53.2%	53.2%	0.0%	
Freesat	76	76	76	2	49	49	0	56
%V	2.9%	3.0%	7.1%	0.6%	2.4%	5.5%	0.0%	3.0%
%H (All HH)			100.0%	2.6%	64.5%	64.5%	0.0%	73.7%
%H (TV HH)			100.0%	2.6%	64.5%	64.5%	0.0%	
Other satellite provider	31	31	31	3	16	16	0	23
%V	1.2%	1.2%	2.9%	0.9%	0.8%	1.8%	0.0%	1.2%
%H (All HH)			100.0%	9.7%	51.6%	51.6%	0.0%	74.2%
%H (TV HH)			100.0%	9.7%	51.6%	51.6%	0.0%	
DCAB	324	324	18	324	181	181	0	296
%V	12.5%	12.9%	1.7%	100.0%	9.0%	20.2%	0.0%	15.7%
%H (All HH)			5.6%	100.0%	55.9%	55.9%	0.0%	91.4%
%H (TV HH)			5.6%	100.0%	55.9%	55.9%	0.0%	
DTT	2006	2006	725	181	2006	898	1108	1401
%V	77.2%	79.9%	67.7%	55.9%	100.0%	100.0%	100.0%	74.4%
%H (All HH)		100.0%	36.1%	9.0%	100.0%	44.8%	55.2%	69.8%
%H (TV HH)			36.1%	9.0%	100.0%	44.8%	55.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%H (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
PVR	1519	1519	915	247	1137	764	373	1305
%V	58.5%	60.5%	85.4%	76.2%	56.7%	85.1%	33.7%	69.3%
%H (All HH)		100.0%	60.2%	16.3%	74.9%	50.3%	24.6%	85.9%
%H (TV HH)			60.2%	16.3%	74.9%	50.3%	24.6%	
DVDR	107	107	49	9	93	43	50	79
%V	4.1%	4.3%	4.6%	2.8%	4.6%	4.8%	4.5%	4.2%
%H (All HH)		100.0%	45.8%	8.4%	86.9%	40.2%	46.7%	73.8%
%H (TV HH)			45.8%	8.4%	86.9%	40.2%	46.7%	
VCR	155	155	61	17	129	50	79	103
%V	6.0%	6.2%	5.7%	5.2%	6.4%	5.6%	7.1%	5.5%
%H (All HH)		100.0%	39.4%	11.0%	83.2%	32.3%	51.0%	66.5%
%H (TV HH)			39.4%	11.0%	83.2%	32.3%	51.0%	
Any recorder	1625	1625	933	253	1235	780	455	1360
%V	62.5%	64.7%	87.1%	78.1%	61.6%	86.9%	41.1%	72.3%
%H (All HH)		100.0%	57.4%	15.6%	76.0%	48.0%	28.0%	83.7%
%H (TV HH)			57.4%	15.6%	76.0%	48.0%	28.0%	
Receives HDTV (via STB or built-in reception)	1328	1328	728	243	1018	647	371	1130
%V	51.1%	52.9%	68.0%	75.0%	50.7%	72.0%	33.5%	60.0%
%H (All HH)		100.0%	54.8%	18.3%	76.7%	48.7%	27.9%	85.1%
%H (TV HH)			54.8%	18.3%	76.7%	48.7%	27.9%	
DVD/Blu-ray player or recorder	1977	1977	896	269	1602	781	821	1523
%V	76.1%	78.7%	83.7%	83.0%	79.9%	87.0%	74.1%	80.9%
%H (All HH)		100.0%	45.3%	13.6%	81.0%	39.5%	41.5%	77.0%
%H (TV HH)			45.3%	13.6%	81.0%	39.5%	41.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2598	2512	1071	324	2006	898	1108	1882
%V (All HH)		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%
%H (TV HH)			42.6%	12.9%	79.9%	35.7%	44.1%	
Has broadband internet	1882	1827	901	296	1401	777	624	1882
%V	72.4%	72.7%	84.1%	91.4%	69.8%	86.5%	56.3%	100.0%
%H (All HH)		97.1%	47.9%	15.7%	74.4%	41.3%	33.2%	100.0%
%H (TV HH)			49.3%	16.2%	76.7%	42.5%	34.2%	
Number of computers (PCs and laptops)								
0	627	599	144	32	531	110	421	23
%V	24.1%	23.8%	13.4%	9.9%	26.5%	12.2%	38.0%	1.2%
%H (All HH)		95.5%	23.0%	5.1%	84.7%	17.5%	67.1%	3.7%
%H (TV HH)			24.0%	5.3%	88.6%	18.4%	70.3%	
1	839	812	348	100	631	273	358	752
%V	32.3%	32.3%	32.5%	30.9%	31.5%	30.4%	32.3%	40.0%
%H (All HH)		96.8%	41.5%	11.9%	75.2%	32.5%	42.7%	89.6%
%H (TV HH)			42.9%	12.3%	77.7%	33.6%	44.1%	
2	544	530	265	96	410	241	169	524
%V	20.9%	21.1%	24.7%	29.6%	20.4%	26.8%	15.3%	27.8%
%H (All HH)		97.4%	48.7%	17.6%	75.4%	44.3%	31.1%	96.3%
%H (TV HH)			50.0%	18.1%	77.4%	45.5%	31.9%	
3	282	271	144	46	215	132	83	281
%V	10.9%	10.8%	13.4%	14.2%	10.7%	14.7%	7.5%	14.9%
%H (All HH)		96.1%	51.1%	16.3%	76.2%	46.8%	29.4%	99.6%
%H (TV HH)			53.1%	17.0%	79.3%	48.7%	30.6%	
4	150	147	84	25	103	66	37	149
%V	5.8%	5.9%	7.8%	7.7%	5.1%	7.3%	3.3%	7.9%
%H (All HH)		98.0%	56.0%	16.7%	68.7%	44.0%	24.7%	99.3%
%H (TV HH)			57.1%	17.0%	70.1%	44.9%	25.2%	
5+	155	152	85	24	115	76	39	153
%V	6.0%	6.1%	7.9%	7.4%	5.7%	8.5%	3.5%	8.1%
%H (All HH)		98.1%	54.8%	15.5%	74.2%	49.0%	25.2%	98.7%
%H (TV HH)			55.9%	15.8%	75.7%	50.0%	25.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5167	2447	728	4280	2277	2003	4083
%H		47.4%	14.1%	82.8%	44.1%	38.8%	79.0%
Under 20"	849	363	132	753	395	358	678
%V	16.4%	14.8%	18.1%	17.6%	17.3%	17.9%	16.6%
%H		42.8%	15.5%	88.7%	46.5%	42.2%	79.9%
20" - 29"	1290	575	168	1103	555	549	988
%V	25.0%	23.5%	23.1%	25.8%	24.4%	27.4%	24.2%
%H		44.6%	13.0%	85.5%	43.0%	42.6%	76.6%
30" - 39"	1650	729	249	1342	668	674	1260
%V	31.9%	29.8%	34.2%	31.4%	29.3%	33.6%	30.9%
%H		44.2%	15.1%	81.3%	40.5%	40.8%	76.4%
40" and over	1355	775	178	1060	655	405	1142
%V	26.2%	31.7%	24.5%	24.8%	28.8%	20.2%	28.0%
%H		57.2%	13.1%	78.2%	48.3%	29.9%	84.3%
Don't know	24	5	1	22	5	17	13
%V	0.5%	0.2%	0.1%	0.5%	0.2%	0.8%	0.3%
%H		20.8%	4.2%	91.7%	20.8%	70.8%	54.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5167	2447	728	4280	2277	2003	4083
%H		47.4%	14.1%	82.8%	44.1%	38.8%	79.0%
Main living room	2498	1075	323	2000	901	1100	1817
%V	48.3%	43.9%	44.4%	46.7%	39.6%	54.9%	44.5%
%H		43.0%	12.9%	80.1%	36.1%	44.0%	72.7%
Kitchen	323	137	47	299	158	141	263
%V	6.3%	5.6%	6.5%	7.0%	6.9%	7.0%	6.4%
%H		42.4%	14.6%	92.6%	48.9%	43.7%	81.4%
Adult's bedroom	1390	700	223	1165	695	471	1157
%V	26.9%	28.6%	30.6%	27.2%	30.5%	23.5%	28.3%
%H		50.4%	16.0%	83.8%	50.0%	33.9%	83.2%
Child's bedroom	377	233	59	310	222	88	347
%V	7.3%	9.5%	8.1%	7.2%	9.7%	4.4%	8.5%
%H		61.8%	15.6%	82.2%	58.9%	23.3%	92.0%
Other bedroom	169	91	22	155	96	59	145
%V	3.3%	3.7%	3.0%	3.6%	4.2%	2.9%	3.6%
%H		53.8%	13.0%	91.7%	56.8%	34.9%	85.8%
Second living/dining room	244	126	34	210	124	86	201
%V	4.7%	5.1%	4.7%	4.9%	5.4%	4.3%	4.9%
%H		51.6%	13.9%	86.1%	50.8%	35.2%	82.4%
Study/office	23	11	3	18	9	9	22
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%
%H		47.8%	13.0%	78.3%	39.1%	39.1%	95.7%
TV room	10	4	1	8	4	4	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		40.0%	10.0%	80.0%	40.0%	40.0%	90.0%
Conservatory	97	55	12	81	52	29	88
%V	1.9%	2.2%	1.6%	1.9%	2.3%	1.4%	2.2%
%H		56.7%	12.4%	83.5%	53.6%	29.9%	90.7%
Attic or loft room	8	3	2	7	4	3	8
%V	0.2%	0.1%	0.3%	0.2%	0.2%	0.1%	0.2%
%H		37.5%	25.0%	87.5%	50.0%	37.5%	100.0%
No specific location	5	1	0	5	1	4	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
Other	24	11	3	22	12	10	23
%V	0.5%	0.4%	0.4%	0.5%	0.5%	0.5%	0.6%
%H		45.8%	12.5%	91.7%	50.0%	41.7%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5167	2447	728	4280	2277	2003	4083
%H		47.4%	14.1%	82.8%	44.1%	38.8%	79.0%
PVR	1946	1237	328	1419	1010	409	1707
%V	37.7%	50.6%	45.1%	33.2%	44.4%	20.4%	41.8%
%H		63.6%	16.9%	72.9%	51.9%	21.0%	87.7%
DVDR	119	52	11	104	47	57	87
%V	2.3%	2.1%	1.5%	2.4%	2.1%	2.8%	2.1%
%H		43.7%	9.2%	87.4%	39.5%	47.9%	73.1%
VCR	162	63	19	136	55	81	108
%V	3.1%	2.6%	2.6%	3.2%	2.4%	4.0%	2.6%
%H		38.9%	11.7%	84.0%	34.0%	50.0%	66.7%
Any recorder	2097	1272	339	1560	1045	514	1795
%V	40.6%	52.0%	46.6%	36.4%	45.9%	25.7%	44.0%
%H		60.7%	16.2%	74.4%	49.8%	24.5%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5167	2447	728	4280	2277	2003	4083
%H		47.4%	14.1%	82.8%	44.1%	38.8%	79.0%
Receives HDTV (via STB or built-in reception)	1828	1028	344	1416	934	482	1593
%V	35.4%	42.0%	47.3%	33.1%	41.0%	24.1%	39.0%
%H		56.2%	18.8%	77.5%	51.1%	26.4%	87.1%
DVD/Blu-ray player or recorder	2872	1388	412	2400	1304	1095	2318
%V	55.6%	56.7%	56.6%	56.1%	57.3%	54.7%	56.8%
%H		48.3%	14.3%	83.6%	45.4%	38.1%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2508	1071	324	2006	898	1108	1824
%H		42.7%	12.9%	80.0%	35.8%	44.2%	72.7%
Under 20"	57	12	4	45	7	38	23
%V	2.3%	1.1%	1.2%	2.2%	0.8%	3.4%	1.3%
%H		21.1%	7.0%	78.9%	12.3%	66.7%	40.4%
20" - 29"	304	64	26	264	55	209	163
%V	12.1%	6.0%	8.0%	13.2%	6.1%	18.9%	8.9%
%H		21.1%	8.6%	86.8%	18.1%	68.8%	53.6%
30" - 39"	1021	375	143	817	313	504	715
%V	40.7%	35.0%	44.1%	40.7%	34.9%	45.5%	39.2%
%H		36.7%	14.0%	80.0%	30.7%	49.4%	70.0%
40" and over	1113	616	150	868	520	348	919
%V	44.4%	57.5%	46.3%	43.3%	57.9%	31.4%	50.4%
%H		55.3%	13.5%	78.0%	46.7%	31.3%	82.6%
Don't know	13	3	1	12	3	9	4
%V	0.5%	0.3%	0.3%	0.6%	0.3%	0.8%	0.2%
%H		23.1%	7.7%	92.3%	23.1%	69.2%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2508	1071	324	2006	898	1108	1824
%H		42.7%	12.9%	80.0%	35.8%	44.2%	72.7%
PVR	1476	898	240	1100	748	352	1273
%V	58.9%	83.8%	74.1%	54.8%	83.3%	31.8%	69.8%
%H		60.8%	16.3%	74.5%	50.7%	23.8%	86.2%
DVDR	91	39	7	78	32	46	64
%V	3.6%	3.6%	2.2%	3.9%	3.6%	4.2%	3.5%
%H		42.9%	7.7%	85.7%	35.2%	50.5%	70.3%
VCR	131	51	15	106	39	67	87
%V	5.2%	4.8%	4.6%	5.3%	4.3%	6.0%	4.8%
%H		38.9%	11.5%	80.9%	29.8%	51.1%	66.4%
Any recorder	1581	917	245	1195	763	432	1330
%V	63.0%	85.6%	75.6%	59.6%	85.0%	39.0%	72.9%
%H		58.0%	15.5%	75.6%	48.3%	27.3%	84.1%

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	2508	1071	324	2006	898	1108	1824
%H		42.7%	12.9%	80.0%	35.8%	44.2%	72.7%
Receives HDTV (via STB or built-in reception)	1282	710	238	977	628	349	1094
%V	51.1%	66.3%	73.5%	48.7%	69.9%	31.5%	60.0%
%H		55.4%	18.6%	76.2%	49.0%	27.2%	85.3%
DVD/Blu-ray player or recorder	1837	827	251	1479	714	766	1405
%V	73.2%	77.2%	77.5%	73.7%	79.5%	69.1%	77.0%
%H		45.0%	13.7%	80.5%	38.9%	41.7%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2660	1376	403	2274	1379	895	2259
%H		51.7%	15.2%	85.5%	51.8%	33.6%	84.9%
Under 20"	792	351	128	707	388	320	655
%V	29.8%	25.5%	31.8%	31.1%	28.1%	35.8%	29.0%
%H		44.3%	16.2%	89.3%	49.0%	40.4%	82.7%
20" - 29"	986	510	141	839	499	340	825
%V	37.1%	37.1%	35.0%	36.9%	36.2%	38.0%	36.5%
%H		51.7%	14.3%	85.1%	50.6%	34.5%	83.7%
30" - 39"	629	354	106	526	355	171	545
%V	23.6%	25.7%	26.3%	23.1%	25.7%	19.1%	24.1%
%H		56.3%	16.9%	83.6%	56.4%	27.2%	86.6%
40" and over	242	159	27	192	135	57	224
%V	9.1%	11.6%	6.7%	8.4%	9.8%	6.4%	9.9%
%H		65.7%	11.2%	79.3%	55.8%	23.6%	92.6%
Don't know	11	3	1	10	3	8	9
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.9%	0.4%
%H		27.3%	9.1%	90.9%	27.3%	72.7%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2660	1376	403	2274	1379	895	2259
%H		51.7%	15.2%	85.5%	51.8%	33.6%	84.9%
PVR	470	339	88	319	262	58	434
%V	17.7%	24.6%	21.8%	14.0%	19.0%	6.5%	19.2%
%H		72.1%	18.7%	67.9%	55.7%	12.3%	92.3%
DVDR	29	13	4	26	15	11	24
%V	1.1%	0.9%	1.0%	1.1%	1.1%	1.2%	1.1%
%H		44.8%	13.8%	89.7%	51.7%	37.9%	82.8%
VCR	32	13	4	30	16	14	21
%V	1.2%	0.9%	1.0%	1.3%	1.2%	1.6%	0.9%
%H		40.6%	12.5%	93.8%	50.0%	43.8%	65.6%
Any recorder	515	355	94	365	283	82	465
%V	19.4%	25.8%	23.3%	16.1%	20.5%	9.2%	20.6%
%H		68.9%	18.3%	70.9%	55.0%	15.9%	90.3%

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	2660	1376	403	2274	1379	895	2259
%H		51.7%	15.2%	85.5%	51.8%	33.6%	84.9%
Receives HDTV (via STB or built-in reception)	546	318	106	439	306	133	500
%V	20.5%	23.1%	26.3%	19.3%	22.2%	14.9%	22.1%
%H		58.2%	19.4%	80.4%	56.0%	24.4%	91.6%
DVD/Blu-ray player or recorder	1035	561	161	920	590	330	913
%V	38.9%	40.8%	40.0%	40.5%	42.8%	36.9%	40.4%
%H		54.2%	15.6%	88.9%	57.0%	31.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5943	5771	2827	801	4496	2370	2126	4791
%H		97.1%	47.6%	13.5%	75.7%	39.9%	35.8%	80.6%
Total Children	1100	1085	641	152	790	503	287	954
%V	18.5%	18.8%	22.7%	19.0%	17.6%	21.2%	13.5%	19.9%
%H		98.6%	58.3%	13.8%	71.8%	45.7%	26.1%	86.7%
0 - 3	298	294	165	45	204	125	80	245
%V	5.0%	5.1%	5.8%	5.6%	4.5%	5.3%	3.8%	5.1%
%H		98.7%	55.4%	15.1%	68.5%	41.9%	26.8%	82.2%
4 - 15	802	791	476	107	585	378	207	709
%V	13.5%	13.7%	16.8%	13.4%	13.0%	15.9%	9.7%	14.8%
%H		98.6%	59.4%	13.3%	72.9%	47.1%	25.8%	88.4%
4 - 9	421	415	260	53	299	197	102	358
%V	7.1%	7.2%	9.2%	6.6%	6.7%	8.3%	4.8%	7.5%
%H		98.6%	61.8%	12.6%	71.0%	46.8%	24.2%	85.0%
10 - 15	381	376	217	54	286	181	105	351
%V	6.4%	6.5%	7.7%	6.7%	6.4%	7.6%	4.9%	7.3%
%H		98.7%	57.0%	14.2%	75.1%	47.5%	27.6%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5943	5771	2827	801	4496	2370	2126	4791
%H		97.1%	47.6%	13.5%	75.7%	39.9%	35.8%	80.6%
Total Adults (16+)	4843	4686	2185	649	3707	1867	1839	3838
%V	81.5%	81.2%	77.3%	81.0%	82.5%	78.8%	86.5%	80.1%
%H		96.8%	45.1%	13.4%	76.5%	38.6%	38.0%	79.2%
16 - 19	293	287	151	50	220	140	80	263
%V	4.9%	5.0%	5.3%	6.2%	4.9%	5.9%	3.8%	5.5%
%H		98.0%	51.5%	17.1%	75.1%	47.8%	27.3%	89.8%
20 - 24	420	390	185	46	287	142	144	376
%V	7.1%	6.8%	6.5%	5.7%	6.4%	6.0%	6.8%	7.8%
%H		92.9%	44.0%	11.0%	68.3%	33.8%	34.3%	89.5%
25 - 34	794	743	420	120	520	324	196	687
%V	13.4%	12.9%	14.9%	15.0%	11.6%	13.7%	9.2%	14.3%
%H		93.6%	52.9%	15.1%	65.5%	40.8%	24.7%	86.5%
35 - 44	733	716	406	104	523	320	203	657
%V	12.3%	12.4%	14.4%	13.0%	11.6%	13.5%	9.5%	13.7%
%H		97.7%	55.4%	14.2%	71.4%	43.7%	27.7%	89.6%
45 - 54	841	823	391	135	672	368	304	725
%V	14.2%	14.3%	13.8%	16.9%	14.9%	15.5%	14.3%	15.1%
%H		97.9%	46.5%	16.1%	79.9%	43.8%	36.1%	86.2%
55 - 64	699	687	293	103	571	276	295	587
%V	11.8%	11.9%	10.4%	12.9%	12.7%	11.6%	13.9%	12.3%
%H		98.3%	41.9%	14.7%	81.7%	39.5%	42.2%	84.0%
65+	1062	1039	338	89	914	297	618	543
%V	17.9%	18.0%	12.0%	11.1%	20.3%	12.5%	29.1%	11.3%
%H		97.8%	31.8%	8.4%	86.1%	28.0%	58.2%	51.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4843	4686	2185	649	3707	1867	1839	3838
%H		96.8%	45.1%	13.4%	76.5%	38.6%	38.0%	79.2%
AB	1048	1011	503	123	787	406	381	969
%V	21.6%	21.6%	23.0%	19.0%	21.2%	21.7%	20.7%	25.2%
%H		96.5%	48.0%	11.7%	75.1%	38.7%	36.4%	92.5%
C1	1296	1248	603	185	1013	551	462	1118
%V	26.8%	26.6%	27.6%	28.5%	27.3%	29.5%	25.1%	29.1%
%H		96.3%	46.5%	14.3%	78.2%	42.5%	35.6%	86.3%
C2	1180	1156	558	161	919	483	436	929
%V	24.4%	24.7%	25.5%	24.8%	24.8%	25.9%	23.7%	24.2%
%H		98.0%	47.3%	13.6%	77.9%	40.9%	36.9%	78.7%
D	801	771	340	132	579	289	291	581
%V	16.5%	16.5%	15.6%	20.3%	15.6%	15.5%	15.8%	15.1%
%H		96.3%	42.4%	16.5%	72.3%	36.1%	36.3%	72.5%
E	519	499	181	48	408	139	269	241
%V	10.7%	10.6%	8.3%	7.4%	11.0%	7.4%	14.6%	6.3%
%H		96.1%	34.9%	9.2%	78.6%	26.8%	51.8%	46.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4843	4686	2185	649	3707	1867	1839	3838
%H		96.8%	45.1%	13.4%	76.5%	38.6%	38.0%	79.2%
Working full time	2119	2063	1086	333	1569	929	640	1928
%V	43.8%	44.0%	49.7%	51.3%	42.3%	49.8%	34.8%	50.2%
%H		97.4%	51.3%	15.7%	74.0%	43.8%	30.2%	91.0%
Working part time	530	520	261	88	412	239	173	474
%V	10.9%	11.1%	11.9%	13.6%	11.1%	12.8%	9.4%	12.4%
%H		98.1%	49.2%	16.6%	77.7%	45.1%	32.6%	89.4%
Not working	2193	2103	838	228	1726	699	1027	1435
%V	45.3%	44.9%	38.4%	35.1%	46.6%	37.4%	55.8%	37.4%
%H		95.9%	38.2%	10.4%	78.7%	31.9%	46.8%	65.4%
Housewife/Houseperson	2598	2512	1071	324	2006	898	1108	1882
%V	53.6%	53.6%	49.0%	49.9%	54.1%	48.1%	60.3%	49.0%
%H		96.7%	41.2%	12.5%	77.2%	34.6%	42.6%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2293	1106	317	1788	926	861	1922
%H		96.3%	46.4%	13.3%	75.1%	38.9%	36.1%	80.7%
16 - 19	154	151	80	28	112	74	38	140
%V	6.5%	6.6%	7.2%	8.8%	6.3%	8.0%	4.4%	7.3%
%H		98.1%	51.9%	18.2%	72.7%	48.1%	24.7%	90.9%
20 - 24	216	201	87	24	151	69	82	196
%V	9.1%	8.8%	7.9%	7.6%	8.4%	7.5%	9.5%	10.2%
%H		93.1%	40.3%	11.1%	69.9%	31.9%	38.0%	90.7%
25 - 34	398	366	216	57	258	168	90	346
%V	16.7%	16.0%	19.5%	18.0%	14.4%	18.1%	10.5%	18.0%
%H		92.0%	54.3%	14.3%	64.8%	42.2%	22.6%	86.9%
35 - 44	369	360	200	56	252	150	102	330
%V	15.5%	15.7%	18.1%	17.7%	14.1%	16.2%	11.8%	17.2%
%H		97.6%	54.2%	15.2%	68.3%	40.7%	27.6%	89.4%
45 - 54	412	401	197	66	325	182	143	350
%V	17.3%	17.5%	17.8%	20.8%	18.2%	19.7%	16.6%	18.2%
%H		97.3%	47.8%	16.0%	78.9%	44.2%	34.7%	85.0%
55 - 64	347	339	152	41	279	129	149	286
%V	14.6%	14.8%	13.7%	12.9%	15.6%	13.9%	17.3%	14.9%
%H		97.7%	43.8%	11.8%	80.4%	37.2%	42.9%	82.4%
65+	486	474	175	45	410	153	257	274
%V	20.4%	20.7%	15.8%	14.2%	22.9%	16.5%	29.8%	14.3%
%H		97.5%	36.0%	9.3%	84.4%	31.5%	52.9%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2293	1106	317	1788	926	861	1922
%H		96.3%	46.4%	13.3%	75.1%	38.9%	36.1%	80.7%
AB	518	494	261	63	377	208	169	489
%V	21.7%	21.5%	23.6%	19.9%	21.1%	22.5%	19.6%	25.4%
%H		95.4%	50.4%	12.2%	72.8%	40.2%	32.6%	94.4%
C1	612	591	295	83	476	266	209	542
%V	25.7%	25.8%	26.7%	26.2%	26.6%	28.7%	24.3%	28.2%
%H		96.6%	48.2%	13.6%	77.8%	43.5%	34.2%	88.6%
C2	636	617	299	82	487	253	234	493
%V	26.7%	26.9%	27.0%	25.9%	27.2%	27.3%	27.2%	25.7%
%H		97.0%	47.0%	12.9%	76.6%	39.8%	36.8%	77.5%
D	393	377	167	65	280	141	139	294
%V	16.5%	16.4%	15.1%	20.5%	15.7%	15.2%	16.1%	15.3%
%H		95.9%	42.5%	16.5%	71.2%	35.9%	35.4%	74.8%
E	224	214	83	23	168	59	109	104
%V	9.4%	9.3%	7.5%	7.3%	9.4%	6.4%	12.7%	5.4%
%H		95.5%	37.1%	10.3%	75.0%	26.3%	48.7%	46.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2293	1106	317	1788	926	861	1922
%H		96.3%	46.4%	13.3%	75.1%	38.9%	36.1%	80.7%
Working full time	1313	1271	691	198	957	579	377	1189
%V	55.1%	55.4%	62.5%	62.5%	53.5%	62.5%	43.8%	61.9%
%H		96.8%	52.6%	15.1%	72.9%	44.1%	28.7%	90.6%
Working part time	112	110	48	18	86	41	44	100
%V	4.7%	4.8%	4.3%	5.7%	4.8%	4.4%	5.1%	5.2%
%H		98.2%	42.9%	16.1%	76.8%	36.6%	39.3%	89.3%
Not working	958	912	367	100	745	306	439	633
%V	40.2%	39.8%	33.2%	31.5%	41.7%	33.0%	51.0%	32.9%
%H		95.2%	38.3%	10.4%	77.8%	31.9%	45.8%	66.1%
Housewife/Houseperson	581	546	214	65	416	157	259	358
%V	24.4%	23.8%	19.3%	20.5%	23.3%	17.0%	30.1%	18.6%
%H		94.0%	36.8%	11.2%	71.6%	27.0%	44.6%	61.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2393	1079	332	1919	941	978	1915
%H		97.2%	43.8%	13.5%	78.0%	38.2%	39.7%	77.8%
16 - 19	139	136	71	23	108	66	42	123
%V	5.6%	5.7%	6.6%	6.9%	5.6%	7.0%	4.3%	6.4%
%H		97.8%	51.1%	16.5%	77.7%	47.5%	30.2%	88.5%
20 - 24	204	189	98	23	136	73	63	181
%V	8.3%	7.9%	9.1%	6.9%	7.1%	7.8%	6.4%	9.5%
%H		92.6%	48.0%	11.3%	66.7%	35.8%	30.9%	88.7%
25 - 34	396	377	205	63	262	156	106	341
%V	16.1%	15.8%	19.0%	19.0%	13.7%	16.6%	10.8%	17.8%
%H		95.2%	51.8%	15.9%	66.2%	39.4%	26.8%	86.1%
35 - 44	364	356	206	49	271	170	101	327
%V	14.8%	14.9%	19.1%	14.8%	14.1%	18.1%	10.3%	17.1%
%H		97.8%	56.6%	13.5%	74.5%	46.7%	27.7%	89.8%
45 - 54	429	422	195	69	347	186	160	375
%V	17.4%	17.6%	18.1%	20.8%	18.1%	19.8%	16.4%	19.6%
%H		98.4%	45.5%	16.1%	80.9%	43.4%	37.3%	87.4%
55 - 64	352	347	141	63	292	147	145	301
%V	14.3%	14.5%	13.1%	19.0%	15.2%	15.6%	14.8%	15.7%
%H		98.6%	40.1%	17.9%	83.0%	41.8%	41.2%	85.5%
65+	577	565	164	44	504	143	361	269
%V	23.4%	23.6%	15.2%	13.3%	26.3%	15.2%	36.9%	14.0%
%H		97.9%	28.4%	7.6%	87.3%	24.8%	62.6%	46.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2393	1079	332	1919	941	978	1915
%H		97.2%	43.8%	13.5%	78.0%	38.2%	39.7%	77.8%
AB	530	516	241	60	410	198	212	480
%V	21.5%	21.6%	22.3%	18.1%	21.4%	21.0%	21.7%	25.1%
%H		97.4%	45.5%	11.3%	77.4%	37.4%	40.0%	90.6%
C1	684	657	307	102	538	284	253	576
%V	27.8%	27.5%	28.5%	30.7%	28.0%	30.2%	25.9%	30.1%
%H		96.1%	44.9%	14.9%	78.7%	41.5%	37.0%	84.2%
C2	544	540	259	79	432	230	202	435
%V	22.1%	22.6%	24.0%	23.8%	22.5%	24.4%	20.7%	22.7%
%H		99.3%	47.6%	14.5%	79.4%	42.3%	37.1%	80.0%
D	408	395	173	66	299	148	151	287
%V	16.6%	16.5%	16.0%	19.9%	15.6%	15.7%	15.4%	15.0%
%H		96.8%	42.4%	16.2%	73.3%	36.3%	37.0%	70.3%
E	294	286	98	24	240	80	160	137
%V	11.9%	12.0%	9.1%	7.2%	12.5%	8.5%	16.4%	7.2%
%H		97.3%	33.3%	8.2%	81.6%	27.2%	54.4%	46.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2393	1079	332	1919	941	978	1915
%H		97.2%	43.8%	13.5%	78.0%	38.2%	39.7%	77.8%
Working full time	807	792	395	135	612	349	262	739
%V	32.8%	33.1%	36.6%	40.7%	31.9%	37.1%	26.8%	38.6%
%H		98.1%	48.9%	16.7%	75.8%	43.2%	32.5%	91.6%
Working part time	418	410	213	70	326	198	128	375
%V	17.0%	17.1%	19.7%	21.1%	17.0%	21.0%	13.1%	19.6%
%H		98.1%	51.0%	16.7%	78.0%	47.4%	30.6%	89.7%
Not working	1236	1191	471	127	981	393	588	801
%V	50.2%	49.8%	43.7%	38.3%	51.1%	41.8%	60.1%	41.8%
%H		96.4%	38.1%	10.3%	79.4%	31.8%	47.6%	64.8%
Housewife/Houseperson	2017	1966	857	259	1590	741	849	1524
%V	82.0%	82.2%	79.4%	78.0%	82.9%	78.7%	86.8%	79.6%
%H		97.5%	42.5%	12.8%	78.8%	36.7%	42.1%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

Contents	Page
Household	
Table 9.1: Social Grade	228
Table 9.2: Housewife Age	229
Table 9.3: Size of Household	230
Table 9.4: Presence of Children	231
Table 9.5: Number of TV sets in household	232
Table 9.6: Screen size	233
Table 9.7: Location of ANY set in household	234
Table 9.8: Platform Provider	235
Table 9.9: Recorders and other equipment	236
Table 9.10: Computers and Internet	237
Sets	
Table 9.11: Screen Size	238
Table 9.12: Location of set	239
Table 9.13: Recorders	240
Table 9.14: Other TV equipment	240
Table 9.15: Main Set Screen Size	241
Table 9.16: Main Set Recorders	242
Table 9.17: Main Set - Other TV equipment	242
Table 9.18: Other Sets (non-Main Set) Screen Size	243
Table 9.19: Other Set (non-Main Set) Recorders	244
Table 9.20: Other Set (non-Main Set) - Other TV equipment	244
Individuals	
Table 9.21: Age of Children	245
Table 9.22: Adults - Age	246
Table 9.23: Social Grade (Adults 16+)	247
Table 9.24: Working Status (Adults 16+)	248
Table 9.25: Males - Age	249
Table 9.26: Social Grade (Males 16+)	250
Table 9.27: Working Status (Males 16+)	251
Table 9.28: Females - Age	252
Table 9.29: Social Grade (Females 16+)	253
Table 9.30: Working Status (Females 16+)	254

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
AB	325	320	145	48	242	115	127	282
%V	21.5%	21.8%	23.8%	21.6%	21.6%	23.6%	20.1%	26.6%
%H (All HH)		98.5%	44.6%	14.8%	74.5%	35.4%	39.1%	86.8%
%H (TV HH)			45.3%	15.0%	75.6%	35.9%	39.7%	
C1	382	370	164	49	278	121	157	304
%V	25.2%	25.2%	26.9%	22.1%	24.8%	24.8%	24.8%	28.7%
%H (All HH)		96.9%	42.9%	12.8%	72.8%	31.7%	41.1%	79.6%
%H (TV HH)			44.3%	13.2%	75.1%	32.7%	42.4%	
C2	312	306	145	56	232	127	105	236
%V	20.6%	20.8%	23.8%	25.2%	20.7%	26.0%	16.6%	22.3%
%H (All HH)		98.1%	46.5%	17.9%	74.4%	40.7%	33.7%	75.6%
%H (TV HH)			47.4%	18.3%	75.8%	41.5%	34.3%	
D	272	263	99	48	197	82	115	156
%V	18.0%	17.9%	16.2%	21.6%	17.6%	16.8%	18.2%	14.7%
%H (All HH)		96.7%	36.4%	17.6%	72.4%	30.1%	42.3%	57.4%
%H (TV HH)			37.6%	18.3%	74.9%	31.2%	43.7%	
E	222	210	57	20	171	43	129	81
%V	14.7%	14.3%	9.3%	9.0%	15.3%	8.8%	20.4%	7.6%
%H (All HH)		94.6%	25.7%	9.0%	77.0%	19.4%	58.1%	36.5%
%H (TV HH)			27.1%	9.5%	81.4%	20.5%	61.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%V (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Under 25	59	52	18	6	35	11	24	41
%V	3.9%	3.5%	3.0%	2.7%	3.1%	2.3%	3.8%	3.9%
%H (All HH)		88.1%	30.5%	10.2%	59.3%	18.6%	40.7%	69.5%
%H (TV HH)			34.6%	11.5%	67.3%	21.2%	46.2%	
25 - 34	208	200	122	28	137	87	49	178
%V	13.7%	13.6%	20.0%	12.6%	12.2%	17.8%	7.7%	16.8%
%H (All HH)		96.2%	58.7%	13.5%	65.9%	41.8%	23.6%	85.6%
%H (TV HH)			61.0%	14.0%	68.5%	43.5%	24.5%	
35 - 44	239	231	115	37	157	82	75	208
%V	15.8%	15.7%	18.9%	16.7%	14.0%	16.8%	11.8%	19.6%
%H (All HH)		96.7%	48.1%	15.5%	65.7%	34.3%	31.4%	87.0%
%H (TV HH)			49.8%	16.0%	68.0%	35.5%	32.5%	
45 - 54	298	291	139	59	215	119	96	248
%V	19.7%	19.8%	22.8%	26.6%	19.2%	24.4%	15.2%	23.4%
%H (All HH)		97.7%	46.6%	19.8%	72.1%	39.9%	32.2%	83.2%
%H (TV HH)			47.8%	20.3%	73.9%	40.9%	33.0%	
55 - 64	271	262	99	43	207	85	122	200
%V	17.9%	17.8%	16.2%	19.4%	18.5%	17.4%	19.3%	18.9%
%H (All HH)		96.7%	36.5%	15.9%	76.4%	31.4%	45.0%	73.8%
%H (TV HH)			37.8%	16.4%	79.0%	32.4%	46.6%	
65 +	439	432	117	49	370	104	267	185
%V	29.0%	29.4%	19.2%	22.1%	33.0%	21.3%	42.2%	17.5%
%H (All HH)		98.4%	26.7%	11.2%	84.3%	23.7%	60.8%	42.1%
%H (TV HH)			27.1%	11.3%	85.6%	24.1%	61.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
1	486	464	121	47	374	80	294	199
%V	32.1%	31.6%	19.8%	21.2%	33.4%	16.4%	46.4%	18.8%
%H (All HH)		95.5%	24.9%	9.7%	77.0%	16.5%	60.5%	40.9%
%H (TV HH)			26.1%	10.1%	80.6%	17.2%	63.4%	
2	526	516	224	83	403	194	209	402
%V	34.8%	35.1%	36.7%	37.4%	36.0%	39.8%	33.0%	38.0%
%H (All HH)		98.1%	42.6%	15.8%	76.6%	36.9%	39.7%	76.4%
%H (TV HH)			43.4%	16.1%	78.1%	37.6%	40.5%	
3	236	229	123	45	155	93	62	210
%V	15.6%	15.6%	20.2%	20.3%	13.8%	19.1%	9.8%	19.8%
%H (All HH)		97.0%	52.1%	19.1%	65.7%	39.4%	26.3%	89.0%
%H (TV HH)			53.7%	19.7%	67.7%	40.6%	27.1%	
4	180	177	94	35	125	78	47	170
%V	11.9%	12.1%	15.4%	15.8%	11.2%	16.0%	7.4%	16.1%
%H (All HH)		98.3%	52.2%	19.4%	69.4%	43.3%	26.1%	94.4%
%H (TV HH)			53.1%	19.8%	70.6%	44.1%	26.6%	
5+	85	83	49	12	63	43	21	78
%V	5.6%	5.7%	8.0%	5.4%	5.6%	8.8%	3.3%	7.4%
%H (All HH)		97.6%	57.6%	14.1%	74.1%	50.6%	24.7%	91.8%
%H (TV HH)			59.0%	14.5%	75.9%	51.8%	25.3%	
Average HH size	2.26	2.27	2.58	2.48	2.21	2.63	1.89	2.57

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Without	1141	1102	398	159	866	324	541	727
%V	75.4%	75.1%	65.2%	71.6%	77.3%	66.4%	85.5%	68.6%
%H (All HH)		96.6%	34.9%	13.9%	75.9%	28.4%	47.4%	63.7%
%H (TV HH)			36.1%	14.4%	78.6%	29.4%	49.1%	
With	372	366	212	62	255	164	91	333
%V	24.6%	24.9%	34.8%	27.9%	22.7%	33.6%	14.4%	31.4%
%H (All HH)		98.4%	57.0%	16.7%	68.5%	44.1%	24.5%	89.5%
%H (TV HH)			57.9%	16.9%	69.7%	44.8%	24.9%	
0 - 3	131	130	75	18	91	53	37	109
%V	8.7%	8.9%	12.3%	8.1%	8.1%	10.9%	5.8%	10.3%
%H (All HH)		99.2%	57.3%	13.7%	69.5%	40.5%	28.2%	83.2%
%H (TV HH)			57.7%	13.8%	70.0%	40.8%	28.5%	
4 - 9	196	193	113	31	136	89	48	174
%V	13.0%	13.1%	18.5%	14.0%	12.1%	18.2%	7.6%	16.4%
%H (All HH)		98.5%	57.7%	15.8%	69.4%	45.4%	24.5%	88.8%
%H (TV HH)			58.5%	16.1%	70.5%	46.1%	24.9%	
10 - 15	177	174	102	32	129	88	41	167
%V	11.7%	11.9%	16.7%	14.4%	11.5%	18.0%	6.5%	15.8%
%H (All HH)		98.3%	57.6%	18.1%	72.9%	49.7%	23.2%	94.4%
%H (TV HH)			58.6%	18.4%	74.1%	50.6%	23.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
1	565	565	186	64	394	86	308	320
%V	37.3%	38.5%	30.5%	28.8%	35.1%	17.6%	48.7%	30.2%
%H (All HH)		100.0%	32.9%	11.3%	69.7%	15.2%	54.5%	56.6%
%H (TV HH)			32.9%	11.3%	69.7%	15.2%	54.5%	
2	516	516	214	84	413	195	218	366
%V	34.1%	35.1%	35.1%	37.8%	36.8%	40.0%	34.4%	34.6%
%H (All HH)		100.0%	41.5%	16.3%	80.0%	37.8%	42.2%	70.9%
%H (TV HH)			41.5%	16.3%	80.0%	37.8%	42.2%	
3	243	243	123	45	193	118	75	217
%V	16.1%	16.6%	20.2%	20.3%	17.2%	24.2%	11.8%	20.5%
%H (All HH)		100.0%	50.6%	18.5%	79.4%	48.6%	30.9%	89.3%
%H (TV HH)			50.6%	18.5%	79.4%	48.6%	30.9%	
4	103	103	62	20	85	62	24	94
%V	6.8%	7.0%	10.2%	9.0%	7.6%	12.7%	3.8%	8.9%
%H (All HH)		100.0%	60.2%	19.4%	82.5%	60.2%	23.3%	91.3%
%H (TV HH)			60.2%	19.4%	82.5%	60.2%	23.3%	
5+	41	41	25	8	35	27	8	40
%V	2.7%	2.8%	4.1%	3.6%	3.1%	5.5%	1.3%	3.8%
%H (All HH)		100.0%	61.0%	19.5%	85.4%	65.9%	19.5%	97.6%
%H (TV HH)			61.0%	19.5%	85.4%	65.9%	19.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Under 20"	376	376	154	63	320	163	158	274
%V	24.9%	25.6%	25.2%	28.4%	28.5%	33.4%	25.0%	25.9%
%H (All HH)		100.0%	41.0%	16.8%	85.1%	43.4%	42.0%	72.9%
%H (TV HH)			41.0%	16.8%	85.1%	43.4%	42.0%	
20" - 29"	534	534	208	82	438	193	245	381
%V	35.3%	36.4%	34.1%	36.9%	39.1%	39.5%	38.7%	36.0%
%H (All HH)		100.0%	39.0%	15.4%	82.0%	36.1%	45.9%	71.3%
%H (TV HH)			39.0%	15.4%	82.0%	36.1%	45.9%	
30" - 39"	792	792	335	128	627	299	328	572
%V	52.3%	54.0%	54.9%	57.7%	55.9%	61.3%	51.8%	54.0%
%H (All HH)		100.0%	42.3%	16.2%	79.2%	37.8%	41.4%	72.2%
%H (TV HH)			42.3%	16.2%	79.2%	37.8%	41.4%	
40" and over	713	713	381	131	507	303	204	590
%V	47.1%	48.6%	62.5%	59.0%	45.2%	62.1%	32.2%	55.7%
%H (All HH)		100.0%	53.4%	18.4%	71.1%	42.5%	28.6%	82.7%
%H (TV HH)			53.4%	18.4%	71.1%	42.5%	28.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1513	1468	610	222	1121	488	633	1059
%V (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Main living room	1452	1452	607	222	1110	487	623	1026
%V	96.0%	98.9%	99.5%	100.0%	99.0%	99.8%	98.4%	96.9%
%H (All HH)		100.0%	41.8%	15.3%	76.4%	33.5%	42.9%	70.7%
%H (TV HH)			41.8%	15.3%	76.4%	33.5%	42.9%	
Kitchen	171	171	76	27	156	88	68	130
%V	11.3%	11.6%	12.5%	12.2%	13.9%	18.0%	10.7%	12.3%
%H (All HH)		100.0%	44.4%	15.8%	91.2%	51.5%	39.8%	76.0%
%H (TV HH)			44.4%	15.8%	91.2%	51.5%	39.8%	
Adult's bedroom	649	649	313	115	523	301	222	522
%V	42.9%	44.2%	51.3%	51.8%	46.7%	61.7%	35.1%	49.3%
%H (All HH)		100.0%	48.2%	17.7%	80.6%	46.4%	34.2%	80.4%
%H (TV HH)			48.2%	17.7%	80.6%	46.4%	34.2%	
Child's bedroom	191	191	114	33	136	92	45	174
%V	12.6%	13.0%	18.7%	14.9%	12.1%	18.9%	7.1%	16.4%
%H (All HH)		100.0%	59.7%	17.3%	71.2%	48.2%	23.6%	91.1%
%H (TV HH)			59.7%	17.3%	71.2%	48.2%	23.6%	
Other bedroom	103	103	50	22	89	58	30	90
%V	6.8%	7.0%	8.2%	9.9%	7.9%	11.9%	4.7%	8.5%
%H (All HH)		100.0%	48.5%	21.4%	86.4%	56.3%	29.1%	87.4%
%H (TV HH)			48.5%	21.4%	86.4%	56.3%	29.1%	
Second living/dining room	108	108	50	18	88	49	40	86
%V	7.1%	7.4%	8.2%	8.1%	7.9%	10.0%	6.3%	8.1%
%H (All HH)		100.0%	46.3%	16.7%	81.5%	45.4%	37.0%	79.6%
%H (TV HH)			46.3%	16.7%	81.5%	45.4%	37.0%	
Study/office	20	20	10	6	12	8	4	18
%V	1.3%	1.4%	1.6%	2.7%	1.1%	1.6%	0.6%	1.7%
%H (All HH)		100.0%	50.0%	30.0%	60.0%	40.0%	20.0%	90.0%
%H (TV HH)			50.0%	30.0%	60.0%	40.0%	20.0%	
TV room	5	5	3	1	4	3	1	5
%V	0.3%	0.3%	0.5%	0.5%	0.4%	0.6%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
Conservatory	47	47	21	10	42	27	15	42
%V	3.1%	3.2%	3.4%	4.5%	3.7%	5.5%	2.4%	4.0%
%H (All HH)		100.0%	44.7%	21.3%	89.4%	57.4%	31.9%	89.4%
%H (TV HH)			44.7%	21.3%	89.4%	57.4%	31.9%	
Attic or loft room	4	4	1	1	2	1	1	3
%V	0.3%	0.3%	0.2%	0.5%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	50.0%	25.0%	25.0%	75.0%
%H (TV HH)			25.0%	25.0%	50.0%	25.0%	25.0%	
No specific location	3	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	17	17	9	3	14	10	4	14
%V	1.1%	1.2%	1.5%	1.4%	1.2%	2.0%	0.6%	1.3%
%H (All HH)		100.0%	52.9%	17.6%	82.4%	58.8%	23.5%	82.4%
%H (TV HH)			52.9%	17.6%	82.4%	58.8%	23.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Any DSAT provider	610	610	610	8	371	371	0	511
%V	40.3%	41.6%	100.0%	3.6%	33.1%	76.0%	0.0%	48.3%
%H (All HH)			100.0%	1.3%	60.8%	60.8%	0.0%	83.8%
%H (TV HH)			100.0%	1.3%	60.8%	60.8%	0.0%	
Sky with subcription	534	534	534	5	332	332	0	460
%V	35.3%	36.4%	87.5%	2.3%	29.6%	68.0%	0.0%	43.4%
%H (All HH)			100.0%	0.9%	62.2%	62.2%	0.0%	86.1%
%H (TV HH)			100.0%	0.9%	62.2%	62.2%	0.0%	
Sky without subscription	21	21	21	1	12	12	0	14
%V	1.4%	1.4%	3.4%	0.5%	1.1%	2.5%	0.0%	1.3%
%H (All HH)			100.0%	4.8%	57.1%	57.1%	0.0%	66.7%
%H (TV HH)			100.0%	4.8%	57.1%	57.1%	0.0%	
Freesat	60	60	60	3	32	32	0	40
%V	4.0%	4.1%	9.8%	1.4%	2.9%	6.6%	0.0%	3.8%
%H (All HH)			100.0%	5.0%	53.3%	53.3%	0.0%	66.7%
%H (TV HH)			100.0%	5.0%	53.3%	53.3%	0.0%	
Other satellite provider	6	6	6	0	3	3	0	6
%V	0.4%	0.4%	1.0%	0.0%	0.3%	0.6%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	222	222	8	222	119	119	0	196
%V	14.7%	15.1%	1.3%	100.0%	10.6%	24.4%	0.0%	18.5%
%H (All HH)			3.6%	100.0%	53.6%	53.6%	0.0%	88.3%
%H (TV HH)			3.6%	100.0%	53.6%	53.6%	0.0%	
DTT	1121	1121	371	119	1121	488	633	749
%V	74.1%	76.4%	60.8%	53.6%	100.0%	100.0%	100.0%	70.7%
%H (All HH)		100.0%	33.1%	10.6%	100.0%	43.5%	56.5%	66.8%
%H (TV HH)			33.1%	10.6%	100.0%	43.5%	56.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1513	1468	610	222	1121	488	633	1059
%H (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
PVR	919	919	531	170	646	420	226	759
%V	60.7%	62.6%	87.0%	76.6%	57.6%	86.1%	35.7%	71.7%
%H (All HH)		100.0%	57.8%	18.5%	70.3%	45.7%	24.6%	82.6%
%H (TV HH)			57.8%	18.5%	70.3%	45.7%	24.6%	
DVDR	68	68	33	12	57	34	23	57
%V	4.5%	4.6%	5.4%	5.4%	5.1%	7.0%	3.6%	5.4%
%H (All HH)		100.0%	48.5%	17.6%	83.8%	50.0%	33.8%	83.8%
%H (TV HH)			48.5%	17.6%	83.8%	50.0%	33.8%	
VCR	35	35	8	6	32	10	21	20
%V	2.3%	2.4%	1.3%	2.7%	2.9%	2.0%	3.3%	1.9%
%H (All HH)		100.0%	22.9%	17.1%	91.4%	28.6%	60.0%	57.1%
%H (TV HH)			22.9%	17.1%	91.4%	28.6%	60.0%	
Any recorder	962	962	541	175	684	431	254	784
%V	63.6%	65.5%	88.7%	78.8%	61.0%	88.3%	40.1%	74.0%
%H (All HH)		100.0%	56.2%	18.2%	71.1%	44.8%	26.4%	81.5%
%H (TV HH)			56.2%	18.2%	71.1%	44.8%	26.4%	
Receives HDTV (via STB or built-in reception)	705	705	395	129	520	334	187	584
%V	46.6%	48.0%	64.8%	58.1%	46.4%	68.4%	29.5%	55.1%
%H (All HH)		100.0%	56.0%	18.3%	73.8%	47.4%	26.5%	82.8%
%H (TV HH)			56.0%	18.3%	73.8%	47.4%	26.5%	
DVD/Blu-ray player or recorder	1129	1129	492	172	881	412	470	835
%V	74.6%	76.9%	80.7%	77.5%	78.6%	84.4%	74.2%	78.8%
%H (All HH)		100.0%	43.6%	15.2%	78.0%	36.5%	41.6%	74.0%
%H (TV HH)			43.6%	15.2%	78.0%	36.5%	41.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1513	1468	610	222	1121	488	633	1059
%V (All HH)		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%
%H (TV HH)			41.6%	15.1%	76.4%	33.2%	43.1%	
Has broadband internet	1059	1036	511	196	749	420	329	1059
%V	70.0%	70.6%	83.8%	88.3%	66.8%	86.1%	52.0%	100.0%
%H (All HH)		97.8%	48.3%	18.5%	70.7%	39.7%	31.1%	100.0%
%H (TV HH)			49.3%	18.9%	72.3%	40.5%	31.8%	
Number of computers (PCs and laptops)								
0	404	386	91	27	330	64	267	22
%V	26.7%	26.3%	14.9%	12.2%	29.4%	13.1%	42.2%	2.1%
%H (All HH)		95.5%	22.5%	6.7%	81.7%	15.8%	66.1%	5.4%
%H (TV HH)			23.6%	7.0%	85.5%	16.6%	69.2%	
1	454	444	181	68	339	147	193	395
%V	30.0%	30.2%	29.7%	30.6%	30.2%	30.1%	30.5%	37.3%
%H (All HH)		97.8%	39.9%	15.0%	74.7%	32.4%	42.5%	87.0%
%H (TV HH)			40.8%	15.3%	76.4%	33.1%	43.5%	
2	308	300	155	53	213	122	91	297
%V	20.4%	20.4%	25.4%	23.9%	19.0%	25.0%	14.4%	28.0%
%H (All HH)		97.4%	50.3%	17.2%	69.2%	39.6%	29.5%	96.4%
%H (TV HH)			51.7%	17.7%	71.0%	40.7%	30.3%	
3	175	170	91	30	123	75	49	173
%V	11.6%	11.6%	14.9%	13.5%	11.0%	15.4%	7.7%	16.3%
%H (All HH)		97.1%	52.0%	17.1%	70.3%	42.9%	28.0%	98.9%
%H (TV HH)			53.5%	17.6%	72.4%	44.1%	28.8%	
4	84	82	42	23	54	36	18	84
%V	5.6%	5.6%	6.9%	10.4%	4.8%	7.4%	2.8%	7.9%
%H (All HH)		97.6%	50.0%	27.4%	64.3%	42.9%	21.4%	100.0%
%H (TV HH)			51.2%	28.0%	65.9%	43.9%	22.0%	
5+	89	86	51	20	61	45	16	88
%V	5.9%	5.9%	8.4%	9.0%	5.4%	9.2%	2.5%	8.3%
%H (All HH)		96.6%	57.3%	22.5%	68.5%	50.6%	18.0%	98.9%
%H (TV HH)			59.3%	23.3%	70.9%	52.3%	18.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2956	1367	491	2326	1221	1105	2289
%H		46.2%	16.6%	78.7%	41.3%	37.4%	77.4%
Under 20"	473	203	79	407	216	190	352
%V	16.0%	14.9%	16.1%	17.5%	17.7%	17.2%	15.4%
%H		42.9%	16.7%	86.0%	45.7%	40.2%	74.4%
20" - 29"	687	281	103	566	260	306	513
%V	23.2%	20.6%	21.0%	24.3%	21.3%	27.7%	22.4%
%H		40.9%	15.0%	82.4%	37.8%	44.5%	74.7%
30" - 39"	943	411	155	753	378	375	702
%V	31.9%	30.1%	31.6%	32.4%	31.0%	33.9%	30.7%
%H		43.6%	16.4%	79.9%	40.1%	39.8%	74.4%
40" and over	838	467	152	588	363	225	707
%V	28.3%	34.2%	31.0%	25.3%	29.7%	20.4%	30.9%
%H		55.7%	18.1%	70.2%	43.3%	26.8%	84.4%
Don't know	14	5	2	12	4	8	14
%V	0.5%	0.4%	0.4%	0.5%	0.3%	0.7%	0.6%
%H		35.7%	14.3%	85.7%	28.6%	57.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2956	1367	491	2326	1221	1105	2289
%H		46.2%	16.6%	78.7%	41.3%	37.4%	77.4%
Main living room	1462	610	224	1116	488	628	1034
%V	49.5%	44.6%	45.6%	48.0%	40.0%	56.8%	45.2%
%H		41.7%	15.3%	76.3%	33.4%	43.0%	70.7%
Kitchen	171	76	27	156	88	68	130
%V	5.8%	5.6%	5.5%	6.7%	7.2%	6.2%	5.7%
%H		44.4%	15.8%	91.2%	51.5%	39.8%	76.0%
Adult's bedroom	740	364	130	601	353	249	608
%V	25.0%	26.6%	26.5%	25.8%	28.9%	22.5%	26.6%
%H		49.2%	17.6%	81.2%	47.7%	33.6%	82.2%
Child's bedroom	259	158	46	182	122	59	237
%V	8.8%	11.6%	9.4%	7.8%	10.0%	5.3%	10.4%
%H		61.0%	17.8%	70.3%	47.1%	22.8%	91.5%
Other bedroom	119	60	25	105	70	34	106
%V	4.0%	4.4%	5.1%	4.5%	5.7%	3.1%	4.6%
%H		50.4%	21.0%	88.2%	58.8%	28.6%	89.1%
Second living/dining room	108	50	18	88	49	40	86
%V	3.7%	3.7%	3.7%	3.8%	4.0%	3.6%	3.8%
%H		46.3%	16.7%	81.5%	45.4%	37.0%	79.6%
Study/office	20	10	6	12	8	4	18
%V	0.7%	0.7%	1.2%	0.5%	0.7%	0.4%	0.8%
%H		50.0%	30.0%	60.0%	40.0%	20.0%	90.0%
TV room	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
Conservatory	47	21	10	42	27	15	42
%V	1.6%	1.5%	2.0%	1.8%	2.2%	1.4%	1.8%
%H		44.7%	21.3%	89.4%	57.4%	31.9%	89.4%
Attic or loft room	4	1	1	2	1	1	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	50.0%	25.0%	25.0%	75.0%
No specific location	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	19	11	3	16	11	5	16
%V	0.6%	0.8%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		57.9%	15.8%	84.2%	57.9%	26.3%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2956	1367	491	2326	1221	1105	2289
%H		46.2%	16.6%	78.7%	41.3%	37.4%	77.4%
PVR	1158	700	223	799	549	250	982
%V	39.2%	51.2%	45.4%	34.4%	45.0%	22.6%	42.9%
%H		60.4%	19.3%	69.0%	47.4%	21.6%	84.8%
DVDR	75	37	15	62	39	23	63
%V	2.5%	2.7%	3.1%	2.7%	3.2%	2.1%	2.8%
%H		49.3%	20.0%	82.7%	52.0%	30.7%	84.0%
VCR	39	10	6	35	12	23	21
%V	1.3%	0.7%	1.2%	1.5%	1.0%	2.1%	0.9%
%H		25.6%	15.4%	89.7%	30.8%	59.0%	53.8%
Any recorder	1220	720	231	854	571	283	1022
%V	41.3%	52.7%	47.0%	36.7%	46.8%	25.6%	44.6%
%H		59.0%	18.9%	70.0%	46.8%	23.2%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	2956	1367	491	2326	1221	1105	2289
%H		46.2%	16.6%	78.7%	41.3%	37.4%	77.4%
Receives HDTV (via STB or built-in reception)	990	552	203	741	495	246	844
%V	33.5%	40.4%	41.3%	31.9%	40.5%	22.3%	36.9%
%H		55.8%	20.5%	74.8%	50.0%	24.8%	85.3%
DVD/Blu-ray player or recorder	1589	740	260	1271	671	600	1242
%V	53.8%	54.1%	53.0%	54.6%	55.0%	54.3%	54.3%
%H		46.6%	16.4%	80.0%	42.2%	37.8%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1466	610	222	1121	488	633	1034
%H		41.6%	15.1%	76.5%	33.3%	43.2%	70.5%
Under 20"	31	6	1	25	3	21	13
%V	2.1%	1.0%	0.5%	2.2%	0.6%	3.3%	1.3%
%H		19.4%	3.2%	80.6%	9.7%	67.7%	41.9%
20" - 29"	199	40	17	164	25	139	99
%V	13.6%	6.6%	7.7%	14.6%	5.1%	22.0%	9.6%
%H		20.1%	8.5%	82.4%	12.6%	69.8%	49.7%
30" - 39"	545	195	77	440	167	273	352
%V	37.2%	32.0%	34.7%	39.3%	34.2%	43.1%	34.0%
%H		35.8%	14.1%	80.7%	30.6%	50.1%	64.6%
40" and over	689	368	126	489	292	197	569
%V	47.0%	60.3%	56.8%	43.6%	59.8%	31.1%	55.0%
%H		53.4%	18.3%	71.0%	42.4%	28.6%	82.6%
Don't know	2	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1466	610	222	1121	488	633	1034
%H		41.6%	15.1%	76.5%	33.3%	43.2%	70.5%
PVR	896	527	165	625	414	212	742
%V	61.1%	86.4%	74.3%	55.8%	84.8%	33.5%	71.8%
%H		58.8%	18.4%	69.8%	46.2%	23.7%	82.8%
DVDR	57	26	10	47	26	21	48
%V	3.9%	4.3%	4.5%	4.2%	5.3%	3.3%	4.6%
%H		45.6%	17.5%	82.5%	45.6%	36.8%	84.2%
VCR	29	6	5	25	7	18	14
%V	2.0%	1.0%	2.3%	2.2%	1.4%	2.8%	1.4%
%H		20.7%	17.2%	86.2%	24.1%	62.1%	48.3%
Any recorder	938	536	170	662	423	239	767
%V	64.0%	87.9%	76.6%	59.1%	86.7%	37.8%	74.2%
%H		57.1%	18.1%	70.6%	45.1%	25.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1466	610	222	1121	488	633	1034
%H		41.6%	15.1%	76.5%	33.3%	43.2%	70.5%
Receives HDTV (via STB or built-in reception)	681	385	126	499	324	175	565
%V	46.5%	63.1%	56.8%	44.5%	66.4%	27.6%	54.6%
%H		56.5%	18.5%	73.3%	47.6%	25.7%	83.0%
DVD/Blu-ray player or recorder	1033	451	150	798	362	436	760
%V	70.5%	73.9%	67.6%	71.2%	74.2%	68.9%	73.5%
%H		43.7%	14.5%	77.3%	35.0%	42.2%	73.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1490	757	269	1205	734	472	1255
%H		50.8%	18.1%	80.9%	49.3%	31.7%	84.2%
Under 20"	442	197	78	382	213	169	340
%V	29.7%	26.0%	29.0%	31.7%	29.0%	35.8%	27.1%
%H		44.6%	17.6%	86.4%	48.2%	38.2%	76.9%
20" - 29"	488	240	86	402	234	167	415
%V	32.8%	31.7%	32.0%	33.4%	31.9%	35.4%	33.1%
%H		49.2%	17.6%	82.4%	48.0%	34.2%	85.0%
30" - 39"	398	216	78	313	211	102	351
%V	26.7%	28.5%	29.0%	26.0%	28.7%	21.6%	28.0%
%H		54.3%	19.6%	78.6%	53.0%	25.6%	88.2%
40" and over	150	99	26	99	71	28	138
%V	10.1%	13.1%	9.7%	8.2%	9.7%	5.9%	11.0%
%H		66.0%	17.3%	66.0%	47.3%	18.7%	92.0%
Don't know	12	5	2	10	4	6	12
%V	0.8%	0.7%	0.7%	0.8%	0.5%	1.3%	1.0%
%H		41.7%	16.7%	83.3%	33.3%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1490	757	269	1205	734	472	1255
%H		50.8%	18.1%	80.9%	49.3%	31.7%	84.2%
PVR	262	173	58	173	135	38	240
%V	17.6%	22.9%	21.6%	14.4%	18.4%	8.1%	19.1%
%H		66.0%	22.1%	66.0%	51.5%	14.5%	91.6%
DVDR	18	11	4	15	12	3	15
%V	1.2%	1.5%	1.5%	1.2%	1.6%	0.6%	1.2%
%H		61.1%	22.2%	83.3%	66.7%	16.7%	83.3%
VCR	10	4	1	10	5	5	7
%V	0.7%	0.5%	0.4%	0.8%	0.7%	1.1%	0.6%
%H		40.0%	10.0%	100.0%	50.0%	50.0%	70.0%
Any recorder	283	184	61	192	148	44	255
%V	19.0%	24.3%	22.7%	15.9%	20.2%	9.3%	20.3%
%H		65.0%	21.6%	67.8%	52.3%	15.5%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1490	757	269	1205	734	472	1255
%H		50.8%	18.1%	80.9%	49.3%	31.7%	84.2%
Receives HDTV (via STB or built-in reception)	310	166	77	242	171	71	279
%V	20.8%	21.9%	28.6%	20.1%	23.3%	15.0%	22.2%
%H		53.5%	24.8%	78.1%	55.2%	22.9%	90.0%
DVD/Blu-ray player or recorder	557	289	110	472	309	164	482
%V	37.4%	38.2%	40.9%	39.2%	42.1%	34.7%	38.4%
%H		51.9%	19.7%	84.7%	55.5%	29.4%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3416	3329	1572	549	2480	1283	1197	2727
%H		97.5%	46.0%	16.1%	72.6%	37.6%	35.0%	79.8%
Total Children	625	618	362	97	436	281	155	554
%V	18.3%	18.6%	23.0%	17.7%	17.6%	21.9%	12.9%	20.3%
%H		98.9%	57.9%	15.5%	69.8%	45.0%	24.8%	88.6%
0 - 3	162	161	93	21	109	65	44	131
%V	4.7%	4.8%	5.9%	3.8%	4.4%	5.1%	3.7%	4.8%
%H		99.4%	57.4%	13.0%	67.3%	40.1%	27.2%	80.9%
4 - 15	463	457	268	76	327	216	111	422
%V	13.6%	13.7%	17.0%	13.8%	13.2%	16.8%	9.3%	15.5%
%H		98.7%	57.9%	16.4%	70.6%	46.7%	24.0%	91.1%
4 - 9	239	235	141	36	166	107	58	211
%V	7.0%	7.1%	9.0%	6.6%	6.7%	8.3%	4.8%	7.7%
%H		98.3%	59.0%	15.1%	69.5%	44.8%	24.3%	88.3%
10 - 15	225	222	128	39	162	109	53	211
%V	6.6%	6.7%	8.1%	7.1%	6.5%	8.5%	4.4%	7.7%
%H		98.7%	56.9%	17.3%	72.0%	48.4%	23.6%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3416	3329	1572	549	2480	1283	1197	2727
%H		97.5%	46.0%	16.1%	72.6%	37.6%	35.0%	79.8%
Total Adults (16+)	2792	2711	1211	452	2044	1002	1042	2173
%V	81.7%	81.4%	77.0%	82.3%	82.4%	78.1%	87.1%	79.7%
%H		97.1%	43.4%	16.2%	73.2%	35.9%	37.3%	77.8%
16 - 19	164	161	80	27	120	66	54	148
%V	4.8%	4.8%	5.1%	4.9%	4.8%	5.1%	4.5%	5.4%
%H		98.2%	48.8%	16.5%	73.2%	40.2%	32.9%	90.2%
20 - 24	208	191	73	42	132	65	67	179
%V	6.1%	5.7%	4.6%	7.7%	5.3%	5.1%	5.6%	6.6%
%H		91.8%	35.1%	20.2%	63.5%	31.3%	32.2%	86.1%
25 - 34	411	394	235	65	274	179	95	363
%V	12.0%	11.8%	14.9%	11.8%	11.0%	14.0%	7.9%	13.3%
%H		95.9%	57.2%	15.8%	66.7%	43.6%	23.1%	88.3%
35 - 44	415	400	210	66	272	152	120	369
%V	12.1%	12.0%	13.4%	12.0%	11.0%	11.8%	10.0%	13.5%
%H		96.4%	50.6%	15.9%	65.5%	36.6%	28.9%	88.9%
45 - 54	509	500	244	100	368	208	160	443
%V	14.9%	15.0%	15.5%	18.2%	14.8%	16.2%	13.4%	16.2%
%H		98.2%	47.9%	19.6%	72.3%	40.9%	31.4%	87.0%
55 - 64	438	427	179	75	332	156	176	346
%V	12.8%	12.8%	11.4%	13.7%	13.4%	12.2%	14.7%	12.7%
%H		97.5%	40.9%	17.1%	75.8%	35.6%	40.2%	79.0%
65+	647	638	190	78	546	176	371	325
%V	18.9%	19.2%	12.1%	14.2%	22.0%	13.7%	31.0%	11.9%
%H		98.6%	29.4%	12.1%	84.4%	27.2%	57.3%	50.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2792	2711	1211	452	2044	1002	1042	2173
%H		97.1%	43.4%	16.2%	73.2%	35.9%	37.3%	77.8%
AB	644	635	308	99	480	249	232	585
%V	23.1%	23.4%	25.4%	21.9%	23.5%	24.9%	22.3%	26.9%
%H		98.6%	47.8%	15.4%	74.5%	38.7%	36.0%	90.8%
C1	737	704	318	104	525	243	282	632
%V	26.4%	26.0%	26.3%	23.0%	25.7%	24.3%	27.1%	29.1%
%H		95.5%	43.1%	14.1%	71.2%	33.0%	38.3%	85.8%
C2	631	619	302	119	471	275	196	508
%V	22.6%	22.8%	24.9%	26.3%	23.0%	27.4%	18.8%	23.4%
%H		98.1%	47.9%	18.9%	74.6%	43.6%	31.1%	80.5%
D	472	458	191	91	338	164	174	313
%V	16.9%	16.9%	15.8%	20.1%	16.5%	16.4%	16.7%	14.4%
%H		97.0%	40.5%	19.3%	71.6%	34.7%	36.9%	66.3%
E	308	295	91	40	230	72	158	136
%V	11.0%	10.9%	7.5%	8.8%	11.3%	7.2%	15.2%	6.3%
%H		95.8%	29.5%	13.0%	74.7%	23.4%	51.3%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2792	2711	1211	452	2044	1002	1042	2173
%H		97.1%	43.4%	16.2%	73.2%	35.9%	37.3%	77.8%
Working full time	1186	1155	593	223	819	476	344	1084
%V	42.5%	42.6%	49.0%	49.3%	40.1%	47.5%	33.0%	49.9%
%H		97.4%	50.0%	18.8%	69.1%	40.1%	29.0%	91.4%
Working part time	280	274	144	42	198	112	86	247
%V	10.0%	10.1%	11.9%	9.3%	9.7%	11.2%	8.3%	11.4%
%H		97.9%	51.4%	15.0%	70.7%	40.0%	30.7%	88.2%
Not working	1326	1281	473	188	1027	415	612	842
%V	47.5%	47.3%	39.1%	41.6%	50.2%	41.4%	58.7%	38.7%
%H		96.6%	35.7%	14.2%	77.5%	31.3%	46.2%	63.5%
Housewife/Houseperson	1513	1468	610	222	1121	488	633	1059
%V	54.2%	54.1%	50.4%	49.1%	54.8%	48.7%	60.7%	48.7%
%H		97.0%	40.3%	14.7%	74.1%	32.3%	41.8%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1357	1304	589	225	972	489	483	1082
%H		96.1%	43.4%	16.6%	71.6%	36.0%	35.6%	79.7%
16 - 19	80	79	39	13	60	32	27	74
%V	5.9%	6.1%	6.6%	5.8%	6.2%	6.5%	5.6%	6.8%
%H		98.8%	48.8%	16.3%	75.0%	40.0%	33.8%	92.5%
20 - 24	113	99	37	22	63	32	32	101
%V	8.3%	7.6%	6.3%	9.8%	6.5%	6.5%	6.6%	9.3%
%H		87.6%	32.7%	19.5%	55.8%	28.3%	28.3%	89.4%
25 - 34	197	187	105	34	128	82	47	174
%V	14.5%	14.3%	17.8%	15.1%	13.2%	16.8%	9.7%	16.1%
%H		94.9%	53.3%	17.3%	65.0%	41.6%	23.9%	88.3%
35 - 44	203	193	103	31	135	76	58	179
%V	15.0%	14.8%	17.5%	13.8%	13.9%	15.5%	12.0%	16.5%
%H		95.1%	50.7%	15.3%	66.5%	37.4%	28.6%	88.2%
45 - 54	253	247	117	49	180	97	83	213
%V	18.6%	18.9%	19.9%	21.8%	18.5%	19.8%	17.2%	19.7%
%H		97.6%	46.2%	19.4%	71.1%	38.3%	32.8%	84.2%
55 - 64	215	209	93	37	157	77	80	175
%V	15.8%	16.0%	15.8%	16.4%	16.2%	15.7%	16.6%	16.2%
%H		97.2%	43.3%	17.2%	73.0%	35.8%	37.2%	81.4%
65+	296	291	96	39	249	93	156	165
%V	21.8%	22.3%	16.3%	17.3%	25.6%	19.0%	32.3%	15.2%
%H		98.3%	32.4%	13.2%	84.1%	31.4%	52.7%	55.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1357	1304	589	225	972	489	483	1082
%H		96.1%	43.4%	16.6%	71.6%	36.0%	35.6%	79.7%
AB	320	317	160	49	238	128	110	297
%V	23.6%	24.3%	27.2%	21.8%	24.5%	26.2%	22.8%	27.4%
%H		99.1%	50.0%	15.3%	74.4%	40.0%	34.4%	92.8%
C1	338	317	140	51	231	109	122	303
%V	24.9%	24.3%	23.8%	22.7%	23.8%	22.3%	25.3%	28.0%
%H		93.8%	41.4%	15.1%	68.3%	32.2%	36.1%	89.6%
C2	341	331	158	63	252	145	108	269
%V	25.1%	25.4%	26.8%	28.0%	25.9%	29.7%	22.4%	24.9%
%H		97.1%	46.3%	18.5%	73.9%	42.5%	31.7%	78.9%
D	219	209	90	44	151	76	75	151
%V	16.1%	16.0%	15.3%	19.6%	15.5%	15.5%	15.5%	14.0%
%H		95.4%	41.1%	20.1%	68.9%	34.7%	34.2%	68.9%
E	139	129	42	16	99	31	68	61
%V	10.2%	9.9%	7.1%	7.1%	10.2%	6.3%	14.1%	5.6%
%H		92.8%	30.2%	11.5%	71.2%	22.3%	48.9%	43.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1357	1304	589	225	972	489	483	1082
%H		96.1%	43.4%	16.6%	71.6%	36.0%	35.6%	79.7%
Working full time	715	694	363	132	492	289	203	654
%V	52.7%	53.2%	61.6%	58.7%	50.6%	59.1%	42.0%	60.4%
%H		97.1%	50.8%	18.5%	68.8%	40.4%	28.4%	91.5%
Working part time	50	50	21	9	31	15	16	40
%V	3.7%	3.8%	3.6%	4.0%	3.2%	3.1%	3.3%	3.7%
%H		100.0%	42.0%	18.0%	62.0%	30.0%	32.0%	80.0%
Not working	591	560	205	84	449	185	264	387
%V	43.6%	42.9%	34.8%	37.3%	46.2%	37.8%	54.7%	35.8%
%H		94.8%	34.7%	14.2%	76.0%	31.3%	44.7%	65.5%
Housewife/Houseperson	337	313	100	53	238	81	157	200
%V	24.8%	24.0%	17.0%	23.6%	24.5%	16.6%	32.5%	18.5%
%H		92.9%	29.7%	15.7%	70.6%	24.0%	46.6%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1435	1407	622	227	1072	513	559	1092
%H		98.0%	43.3%	15.8%	74.7%	35.7%	39.0%	76.1%
16 - 19	84	82	42	14	61	34	26	75
%V	5.9%	5.8%	6.8%	6.2%	5.7%	6.6%	4.7%	6.9%
%H		97.6%	50.0%	16.7%	72.6%	40.5%	31.0%	89.3%
20 - 24	95	92	36	20	68	33	35	78
%V	6.6%	6.5%	5.8%	8.8%	6.3%	6.4%	6.3%	7.1%
%H		96.8%	37.9%	21.1%	71.6%	34.7%	36.8%	82.1%
25 - 34	214	208	129	31	145	97	48	189
%V	14.9%	14.8%	20.7%	13.7%	13.5%	18.9%	8.6%	17.3%
%H		97.2%	60.3%	14.5%	67.8%	45.3%	22.4%	88.3%
35 - 44	211	207	107	35	137	75	62	189
%V	14.7%	14.7%	17.2%	15.4%	12.8%	14.6%	11.1%	17.3%
%H		98.1%	50.7%	16.6%	64.9%	35.5%	29.4%	89.6%
45 - 54	256	253	127	51	188	111	77	230
%V	17.8%	18.0%	20.4%	22.5%	17.5%	21.6%	13.8%	21.1%
%H		98.8%	49.6%	19.9%	73.4%	43.4%	30.1%	89.8%
55 - 64	223	218	87	37	175	79	96	171
%V	15.5%	15.5%	14.0%	16.3%	16.3%	15.4%	17.2%	15.7%
%H		97.8%	39.0%	16.6%	78.5%	35.4%	43.0%	76.7%
65+	351	347	95	39	298	83	215	159
%V	24.5%	24.7%	15.3%	17.2%	27.8%	16.2%	38.5%	14.6%
%H		98.9%	27.1%	11.1%	84.9%	23.6%	61.3%	45.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1435	1407	622	227	1072	513	559	1092
%H		98.0%	43.3%	15.8%	74.7%	35.7%	39.0%	76.1%
AB	324	318	148	49	242	120	122	288
%V	22.6%	22.6%	23.8%	21.6%	22.6%	23.4%	21.8%	26.4%
%H		98.1%	45.7%	15.1%	74.7%	37.0%	37.7%	88.9%
C1	399	386	178	53	294	134	160	328
%V	27.8%	27.4%	28.6%	23.3%	27.4%	26.1%	28.6%	30.0%
%H		96.7%	44.6%	13.3%	73.7%	33.6%	40.1%	82.2%
C2	290	288	144	56	219	130	88	239
%V	20.2%	20.5%	23.2%	24.7%	20.4%	25.3%	15.7%	21.9%
%H		99.3%	49.7%	19.3%	75.5%	44.8%	30.3%	82.4%
D	253	249	102	46	187	88	100	162
%V	17.6%	17.7%	16.4%	20.3%	17.4%	17.2%	17.9%	14.8%
%H		98.4%	40.3%	18.2%	73.9%	34.8%	39.5%	64.0%
E	169	165	49	23	131	41	90	75
%V	11.8%	11.7%	7.9%	10.1%	12.2%	8.0%	16.1%	6.9%
%H		97.6%	29.0%	13.6%	77.5%	24.3%	53.3%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1435	1407	622	227	1072	513	559	1092
%H		98.0%	43.3%	15.8%	74.7%	35.7%	39.0%	76.1%
Working full time	471	461	231	91	327	187	141	430
%V	32.8%	32.8%	37.1%	40.1%	30.5%	36.5%	25.2%	39.4%
%H		97.9%	49.0%	19.3%	69.4%	39.7%	29.9%	91.3%
Working part time	229	225	123	32	167	97	70	207
%V	16.0%	16.0%	19.8%	14.1%	15.6%	18.9%	12.5%	19.0%
%H		98.3%	53.7%	14.0%	72.9%	42.4%	30.6%	90.4%
Not working	735	721	268	104	578	230	349	455
%V	51.2%	51.2%	43.1%	45.8%	53.9%	44.8%	62.4%	41.7%
%H		98.1%	36.5%	14.1%	78.6%	31.3%	47.5%	61.9%
Housewife/Houseperson	1176	1155	511	169	883	407	476	860
%V	82.0%	82.1%	82.2%	74.4%	82.4%	79.3%	85.2%	78.8%
%H		98.2%	43.5%	14.4%	75.1%	34.6%	40.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

Contents	Page
Household	
Table 10.1: Social Grade	256
Table 10.2: Housewife Age	257
Table 10.3: Size of Household	258
Table 10.4: Presence of Children	259
Table 10.5: Number of TV sets in household	260
Table 10.6: Screen size	261
Table 10.7: Location of ANY set in household	262
Table 10.8: Platform Provider	263
Table 10.9: Recorders and other equipment	264
Table 10.10: Computers and Internet	265
Sets	
Table 10.11: Screen Size	266
Table 10.12: Location of set	267
Table 10.13: Recorders	268
Table 10.14: Other TV equipment	268
Table 10.15: Main Set Screen Size	269
Table 10.16: Main Set Recorders	270
Table 10.17: Main Set - Other TV equipment	270
Table 10.18: Other Sets (non-Main Set) Screen Size	271
Table 10.19: Other Set (non-Main Set) Recorders	272
Table 10.20: Other Set (non-Main Set) - Other TV equipment	272
Individuals	
Table 10.21: Age of Children	273
Table 10.22: Adults - Age	274
Table 10.23: Social Grade (Adults 16+)	275
Table 10.24: Working Status (Adults 16+)	276
Table 10.25: Males - Age	277
Table 10.26: Social Grade (Males 16+)	278
Table 10.27: Working Status (Males 16+)	279
Table 10.28: Females - Age	280
Table 10.29: Social Grade (Females 16+)	281
Table 10.30: Working Status (Females 16+)	282

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
AB	656	632	300	109	498	272	227	595
%V	22.0%	22.2%	25.7%	22.2%	22.1%	25.6%	19.1%	26.5%
%H (All HH)		96.3%	45.7%	16.6%	75.9%	41.5%	34.6%	90.7%
%H (TV HH)			47.5%	17.2%	78.8%	43.0%	35.9%	
C1	827	788	347	131	600	297	304	689
%V	27.8%	27.6%	29.8%	26.7%	26.6%	27.9%	25.6%	30.6%
%H (All HH)		95.3%	42.0%	15.8%	72.6%	35.9%	36.8%	83.3%
%H (TV HH)			44.0%	16.6%	76.1%	37.7%	38.6%	
C2	609	593	250	112	473	241	232	467
%V	20.4%	20.8%	21.4%	22.9%	21.0%	22.7%	19.5%	20.8%
%H (All HH)		97.4%	41.1%	18.4%	77.7%	39.6%	38.1%	76.7%
%H (TV HH)			42.2%	18.9%	79.8%	40.6%	39.1%	
D	487	469	177	95	364	170	194	324
%V	16.3%	16.4%	15.2%	19.4%	16.2%	16.0%	16.3%	14.4%
%H (All HH)		96.3%	36.3%	19.5%	74.7%	34.9%	39.8%	66.5%
%H (TV HH)			37.7%	20.3%	77.6%	36.2%	41.4%	
E	402	371	92	44	317	84	233	172
%V	13.5%	13.0%	7.9%	9.0%	14.1%	7.9%	19.6%	7.7%
%H (All HH)		92.3%	22.9%	10.9%	78.9%	20.9%	58.0%	42.8%
%H (TV HH)			24.8%	11.9%	85.4%	22.6%	62.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Under 25	139	128	41	20	95	35	59	102
%V	4.7%	4.5%	3.5%	4.1%	4.2%	3.3%	5.0%	4.5%
%H (All HH)		92.1%	29.5%	14.4%	68.3%	25.2%	42.4%	73.4%
%H (TV HH)			32.0%	15.6%	74.2%	27.3%	46.1%	
25 - 34	452	426	208	75	291	153	138	395
%V	15.2%	14.9%	17.8%	15.3%	12.9%	14.4%	11.6%	17.6%
%H (All HH)		94.2%	46.0%	16.6%	64.4%	33.8%	30.5%	87.4%
%H (TV HH)			48.8%	17.6%	68.3%	35.9%	32.4%	
35 - 44	502	479	241	95	355	210	145	455
%V	16.8%	16.8%	20.7%	19.4%	15.8%	19.7%	12.2%	20.2%
%H (All HH)		95.4%	48.0%	18.9%	70.7%	41.8%	28.9%	90.6%
%H (TV HH)			50.3%	19.8%	74.1%	43.8%	30.3%	
45 - 54	591	568	257	117	453	254	200	509
%V	19.8%	19.9%	22.0%	23.9%	20.1%	23.9%	16.8%	22.6%
%H (All HH)		96.1%	43.5%	19.8%	76.6%	43.0%	33.8%	86.1%
%H (TV HH)			45.2%	20.6%	79.8%	44.7%	35.2%	
55 - 64	488	472	195	87	380	190	190	393
%V	16.4%	16.5%	16.7%	17.8%	16.9%	17.9%	16.0%	17.5%
%H (All HH)		96.7%	40.0%	17.8%	77.9%	38.9%	38.9%	80.5%
%H (TV HH)			41.3%	18.4%	80.5%	40.3%	40.3%	
65 +	808	780	223	95	680	222	458	394
%V	27.1%	27.3%	19.1%	19.4%	30.2%	20.9%	38.5%	17.5%
%H (All HH)		96.5%	27.6%	11.8%	84.2%	27.5%	56.7%	48.8%
%H (TV HH)			28.6%	12.2%	87.2%	28.5%	58.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
1	967	899	237	113	761	222	539	506
%V	32.4%	31.5%	20.3%	23.1%	33.8%	20.9%	45.3%	22.5%
%H (All HH)		93.0%	24.5%	11.7%	78.7%	23.0%	55.7%	52.3%
%H (TV HH)			26.4%	12.6%	84.6%	24.7%	60.0%	
2	983	955	411	158	755	370	384	796
%V	33.0%	33.5%	35.2%	32.2%	33.5%	34.8%	32.3%	35.4%
%H (All HH)		97.2%	41.8%	16.1%	76.8%	37.6%	39.1%	81.0%
%H (TV HH)			43.0%	16.5%	79.1%	38.7%	40.2%	
3	458	443	212	102	335	205	130	411
%V	15.4%	15.5%	18.2%	20.8%	14.9%	19.3%	10.9%	18.3%
%H (All HH)		96.7%	46.3%	22.3%	73.1%	44.8%	28.4%	89.7%
%H (TV HH)			47.9%	23.0%	75.6%	46.3%	29.3%	
4	395	385	213	78	280	185	95	373
%V	13.3%	13.5%	18.3%	15.9%	12.4%	17.4%	8.0%	16.6%
%H (All HH)		97.5%	53.9%	19.7%	70.9%	46.8%	24.1%	94.4%
%H (TV HH)			55.3%	20.3%	72.7%	48.1%	24.7%	
5+	177	171	93	40	122	81	41	163
%V	5.9%	6.0%	8.0%	8.2%	5.4%	7.6%	3.4%	7.3%
%H (All HH)		96.6%	52.5%	22.6%	68.9%	45.8%	23.2%	92.1%
%H (TV HH)			54.4%	23.4%	71.3%	47.4%	24.0%	
Average HH size	2.30	2.32	2.63	2.58	2.25	2.61	1.93	2.54

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Without	2214	2111	776	340	1717	733	984	1565
%V	74.3%	74.0%	66.6%	69.4%	76.2%	68.9%	82.8%	69.6%
%H (All HH)		95.3%	35.0%	15.4%	77.6%	33.1%	44.4%	70.7%
%H (TV HH)			36.8%	16.1%	81.3%	34.7%	46.6%	
With	766	742	390	150	536	331	205	682
%V	25.7%	26.0%	33.4%	30.6%	23.8%	31.1%	17.2%	30.3%
%H (All HH)		96.9%	50.9%	19.6%	70.0%	43.2%	26.8%	89.0%
%H (TV HH)			52.6%	20.2%	72.2%	44.6%	27.6%	
0 - 3	293	284	131	58	197	104	92	246
%V	9.8%	10.0%	11.2%	11.8%	8.7%	9.8%	7.7%	10.9%
%H (All HH)		96.9%	44.7%	19.8%	67.2%	35.5%	31.4%	84.0%
%H (TV HH)			46.1%	20.4%	69.4%	36.6%	32.4%	
4 - 9	380	369	204	70	257	161	96	337
%V	12.8%	12.9%	17.5%	14.3%	11.4%	15.1%	8.1%	15.0%
%H (All HH)		97.1%	53.7%	18.4%	67.6%	42.4%	25.3%	88.7%
%H (TV HH)			55.3%	19.0%	69.6%	43.6%	26.0%	
10 - 15	350	339	183	76	252	168	85	327
%V	11.7%	11.9%	15.7%	15.5%	11.2%	15.8%	7.1%	14.5%
%H (All HH)		96.9%	52.3%	21.7%	72.0%	48.0%	24.3%	93.4%
%H (TV HH)			54.0%	22.4%	74.3%	49.6%	25.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
1	1070	1070	327	143	777	196	581	678
%V	35.9%	37.5%	28.0%	29.2%	34.5%	18.4%	48.9%	30.2%
%H (All HH)		100.0%	30.6%	13.4%	72.6%	18.3%	54.3%	63.4%
%H (TV HH)			30.6%	13.4%	72.6%	18.3%	54.3%	
2	1029	1029	443	189	833	433	400	797
%V	34.5%	36.1%	38.0%	38.6%	37.0%	40.7%	33.6%	35.5%
%H (All HH)		100.0%	43.1%	18.4%	81.0%	42.1%	38.9%	77.5%
%H (TV HH)			43.1%	18.4%	81.0%	42.1%	38.9%	
3	447	447	222	94	374	238	136	400
%V	15.0%	15.7%	19.0%	19.2%	16.6%	22.4%	11.4%	17.8%
%H (All HH)		100.0%	49.7%	21.0%	83.7%	53.2%	30.4%	89.5%
%H (TV HH)			49.7%	21.0%	83.7%	53.2%	30.4%	
4	202	202	111	41	178	125	53	191
%V	6.8%	7.1%	9.5%	8.4%	7.9%	11.7%	4.5%	8.5%
%H (All HH)		100.0%	55.0%	20.3%	88.1%	61.9%	26.2%	94.6%
%H (TV HH)			55.0%	20.3%	88.1%	61.9%	26.2%	
5+	105	105	64	22	91	72	20	103
%V	3.5%	3.7%	5.5%	4.5%	4.0%	6.8%	1.7%	4.6%
%H (All HH)		100.0%	61.0%	21.0%	86.7%	68.6%	19.0%	98.1%
%H (TV HH)			61.0%	21.0%	86.7%	68.6%	19.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Under 20"	615	615	271	103	530	289	242	506
%V	20.6%	21.6%	23.2%	21.0%	23.5%	27.2%	20.4%	22.5%
%H (All HH)		100.0%	44.1%	16.7%	86.2%	47.0%	39.3%	82.3%
%H (TV HH)			44.1%	16.7%	86.2%	47.0%	39.3%	
20" - 29"	1075	1075	422	184	899	433	465	821
%V	36.1%	37.7%	36.2%	37.6%	39.9%	40.7%	39.1%	36.5%
%H (All HH)		100.0%	39.3%	17.1%	83.6%	40.3%	43.3%	76.4%
%H (TV HH)			39.3%	17.1%	83.6%	40.3%	43.3%	
30" - 39"	1609	1609	660	282	1313	647	667	1236
%V	54.0%	56.4%	56.6%	57.6%	58.3%	60.8%	56.1%	55.0%
%H (All HH)		100.0%	41.0%	17.5%	81.6%	40.2%	41.5%	76.8%
%H (TV HH)			41.0%	17.5%	81.6%	40.2%	41.5%	
40" and over	1305	1305	679	264	984	610	374	1138
%V	43.8%	45.7%	58.2%	53.9%	43.7%	57.3%	31.5%	50.6%
%H (All HH)		100.0%	52.0%	20.2%	75.4%	46.7%	28.7%	87.2%
%H (TV HH)			52.0%	20.2%	75.4%	46.7%	28.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2980	2853	1166	490	2253	1064	1189	2248
%V (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Main living room	2821	2821	1158	485	2234	1056	1178	2144
%V	94.7%	98.9%	99.3%	99.0%	99.2%	99.2%	99.1%	95.4%
%H (All HH)		100.0%	41.0%	17.2%	79.2%	37.4%	41.8%	76.0%
%H (TV HH)			41.0%	17.2%	79.2%	37.4%	41.8%	
Kitchen	270	270	139	38	242	147	95	239
%V	9.1%	9.5%	11.9%	7.8%	10.7%	13.8%	8.0%	10.6%
%H (All HH)		100.0%	51.5%	14.1%	89.6%	54.4%	35.2%	88.5%
%H (TV HH)			51.5%	14.1%	89.6%	54.4%	35.2%	
Adult's bedroom	1363	1363	641	270	1129	672	457	1138
%V	45.7%	47.8%	55.0%	55.1%	50.1%	63.2%	38.4%	50.6%
%H (All HH)		100.0%	47.0%	19.8%	82.8%	49.3%	33.5%	83.5%
%H (TV HH)			47.0%	19.8%	82.8%	49.3%	33.5%	
Child's bedroom	298	298	160	65	240	167	73	267
%V	10.0%	10.4%	13.7%	13.3%	10.7%	15.7%	6.1%	11.9%
%H (All HH)		100.0%	53.7%	21.8%	80.5%	56.0%	24.5%	89.6%
%H (TV HH)			53.7%	21.8%	80.5%	56.0%	24.5%	
Other bedroom	172	172	88	43	148	105	44	157
%V	5.8%	6.0%	7.5%	8.8%	6.6%	9.9%	3.7%	7.0%
%H (All HH)		100.0%	51.2%	25.0%	86.0%	61.0%	25.6%	91.3%
%H (TV HH)			51.2%	25.0%	86.0%	61.0%	25.6%	
Second living/dining room	344	344	178	65	291	188	104	301
%V	11.5%	12.1%	15.3%	13.3%	12.9%	17.7%	8.7%	13.4%
%H (All HH)		100.0%	51.7%	18.9%	84.6%	54.7%	30.2%	87.5%
%H (TV HH)			51.7%	18.9%	84.6%	54.7%	30.2%	
Study/office	41	41	21	8	34	23	11	39
%V	1.4%	1.4%	1.8%	1.6%	1.5%	2.2%	0.9%	1.7%
%H (All HH)		100.0%	51.2%	19.5%	82.9%	56.1%	26.8%	95.1%
%H (TV HH)			51.2%	19.5%	82.9%	56.1%	26.8%	
TV room	19	19	10	3	13	7	6	18
%V	0.6%	0.7%	0.9%	0.6%	0.6%	0.7%	0.5%	0.8%
%H (All HH)		100.0%	52.6%	15.8%	68.4%	36.8%	31.6%	94.7%
%H (TV HH)			52.6%	15.8%	68.4%	36.8%	31.6%	
Conservatory	86	86	44	18	74	49	25	81
%V	2.9%	3.0%	3.8%	3.7%	3.3%	4.6%	2.1%	3.6%
%H (All HH)		100.0%	51.2%	20.9%	86.0%	57.0%	29.1%	94.2%
%H (TV HH)			51.2%	20.9%	86.0%	57.0%	29.1%	
Attic or loft room	10	10	4	2	7	3	4	10
%V	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	40.0%	20.0%	70.0%	30.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	70.0%	30.0%	40.0%	
No specific location	5	5	1	1	5	2	3	4
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	80.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
Other	15	15	9	3	13	9	4	15
%V	0.5%	0.5%	0.8%	0.6%	0.6%	0.8%	0.3%	0.7%
%H (All HH)		100.0%	60.0%	20.0%	86.7%	60.0%	26.7%	100.0%
%H (TV HH)			60.0%	20.0%	86.7%	60.0%	26.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Any DSAT provider	1166	1166	1166	22	775	775	0	1022
%V	39.1%	40.9%	100.0%	4.5%	34.4%	72.8%	0.0%	45.5%
%H (All HH)			100.0%	1.9%	66.5%	66.5%	0.0%	87.7%
%H (TV HH)			100.0%	1.9%	66.5%	66.5%	0.0%	
Sky with subcription	972	972	972	13	640	640	0	870
%V	32.6%	34.1%	83.4%	2.7%	28.4%	60.2%	0.0%	38.7%
%H (All HH)			100.0%	1.3%	65.8%	65.8%	0.0%	89.5%
%H (TV HH)			100.0%	1.3%	65.8%	65.8%	0.0%	
Sky without subscription	93	93	93	2	63	63	0	66
%V	3.1%	3.3%	8.0%	0.4%	2.8%	5.9%	0.0%	2.9%
%H (All HH)			100.0%	2.2%	67.7%	67.7%	0.0%	71.0%
%H (TV HH)			100.0%	2.2%	67.7%	67.7%	0.0%	
Freesat	97	97	97	5	72	72	0	83
%V	3.3%	3.4%	8.3%	1.0%	3.2%	6.8%	0.0%	3.7%
%H (All HH)			100.0%	5.2%	74.2%	74.2%	0.0%	85.6%
%H (TV HH)			100.0%	5.2%	74.2%	74.2%	0.0%	
Other satellite provider	19	19	19	3	10	10	0	16
%V	0.6%	0.7%	1.6%	0.6%	0.4%	0.9%	0.0%	0.7%
%H (All HH)			100.0%	15.8%	52.6%	52.6%	0.0%	84.2%
%H (TV HH)			100.0%	15.8%	52.6%	52.6%	0.0%	
DCAB	490	490	22	490	303	303	0	428
%V	16.4%	17.2%	1.9%	100.0%	13.4%	28.5%	0.0%	19.0%
%H (All HH)			4.5%	100.0%	61.8%	61.8%	0.0%	87.3%
%H (TV HH)			4.5%	100.0%	61.8%	61.8%	0.0%	
DTT	2253	2253	775	303	2253	1064	1189	1657
%V	75.6%	79.0%	66.5%	61.8%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	34.4%	13.4%	100.0%	47.2%	52.8%	73.5%
%H (TV HH)			34.4%	13.4%	100.0%	47.2%	52.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2980	2853	1166	490	2253	1064	1189	2248
%H (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
PVR	1780	1780	1011	396	1292	905	387	1561
%V	59.7%	62.4%	86.7%	80.8%	57.3%	85.1%	32.5%	69.4%
%H (All HH)		100.0%	56.8%	22.2%	72.6%	50.8%	21.7%	87.7%
%H (TV HH)			56.8%	22.2%	72.6%	50.8%	21.7%	
DVDR	81	81	34	17	70	40	30	69
%V	2.7%	2.8%	2.9%	3.5%	3.1%	3.8%	2.5%	3.1%
%H (All HH)		100.0%	42.0%	21.0%	86.4%	49.4%	37.0%	85.2%
%H (TV HH)			42.0%	21.0%	86.4%	49.4%	37.0%	
VCR	53	53	15	7	47	16	31	31
%V	1.8%	1.9%	1.3%	1.4%	2.1%	1.5%	2.6%	1.4%
%H (All HH)		100.0%	28.3%	13.2%	88.7%	30.2%	58.5%	58.5%
%H (TV HH)			28.3%	13.2%	88.7%	30.2%	58.5%	
Any recorder	1835	1835	1018	404	1341	914	427	1593
%V	61.6%	64.3%	87.3%	82.4%	59.5%	85.9%	35.9%	70.9%
%H (All HH)		100.0%	55.5%	22.0%	73.1%	49.8%	23.3%	86.8%
%H (TV HH)			55.5%	22.0%	73.1%	49.8%	23.3%	
Receives HDTV (via STB or built-in reception)	1548	1548	802	365	1153	755	398	1352
%V	51.9%	54.3%	68.8%	74.5%	51.2%	71.0%	33.5%	60.1%
%H (All HH)		100.0%	51.8%	23.6%	74.5%	48.8%	25.7%	87.3%
%H (TV HH)			51.8%	23.6%	74.5%	48.8%	25.7%	
DVD/Blu-ray player or recorder	2128	2128	928	389	1676	856	820	1700
%V	71.4%	74.6%	79.6%	79.4%	74.4%	80.5%	69.0%	75.6%
%H (All HH)		100.0%	43.6%	18.3%	78.8%	40.2%	38.5%	79.9%
%H (TV HH)			43.6%	18.3%	78.8%	40.2%	38.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2980	2853	1166	490	2253	1064	1189	2248
%V (All HH)		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%
%H (TV HH)			40.9%	17.2%	79.0%	37.3%	41.7%	
Has broadband internet	2248	2169	1022	428	1657	940	716	2248
%V	75.4%	76.0%	87.7%	87.3%	73.5%	88.3%	60.2%	100.0%
%H (All HH)		96.5%	45.5%	19.0%	73.7%	41.8%	31.9%	100.0%
%H (TV HH)			47.1%	19.7%	76.4%	43.3%	33.0%	
Number of computers (PCs and laptops)								
0	677	634	135	62	547	115	432	46
%V	22.7%	22.2%	11.6%	12.7%	24.3%	10.8%	36.3%	2.0%
%H (All HH)		93.6%	19.9%	9.2%	80.8%	17.0%	63.8%	6.8%
%H (TV HH)			21.3%	9.8%	86.3%	18.1%	68.1%	
1	1033	989	404	163	779	361	418	957
%V	34.7%	34.7%	34.6%	33.3%	34.6%	33.9%	35.2%	42.6%
%H (All HH)		95.7%	39.1%	15.8%	75.4%	34.9%	40.5%	92.6%
%H (TV HH)			40.8%	16.5%	78.8%	36.5%	42.3%	
2	596	576	276	125	432	255	178	581
%V	20.0%	20.2%	23.7%	25.5%	19.2%	24.0%	15.0%	25.8%
%H (All HH)		96.6%	46.3%	21.0%	72.5%	42.8%	29.9%	97.5%
%H (TV HH)			47.9%	21.7%	75.0%	44.3%	30.9%	
3	323	315	163	65	236	150	86	318
%V	10.8%	11.0%	14.0%	13.3%	10.5%	14.1%	7.2%	14.1%
%H (All HH)		97.5%	50.5%	20.1%	73.1%	46.4%	26.6%	98.5%
%H (TV HH)			51.7%	20.6%	74.9%	47.6%	27.3%	
4	180	174	94	38	133	91	42	179
%V	6.0%	6.1%	8.1%	7.8%	5.9%	8.6%	3.5%	8.0%
%H (All HH)		96.7%	52.2%	21.1%	73.9%	50.6%	23.3%	99.4%
%H (TV HH)			54.0%	21.8%	76.4%	52.3%	24.1%	
5+	170	164	93	38	124	92	32	167
%V	5.7%	5.7%	8.0%	7.8%	5.5%	8.6%	2.7%	7.4%
%H (All HH)		96.5%	54.7%	22.4%	72.9%	54.1%	18.8%	98.2%
%H (TV HH)			56.7%	23.2%	75.6%	56.1%	19.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5847	2669	1088	4773	2666	2107	4793
%H		45.6%	18.6%	81.6%	45.6%	36.0%	82.0%
Under 20"	795	362	132	691	387	304	667
%V	13.6%	13.6%	12.1%	14.5%	14.5%	14.4%	13.9%
%H		45.5%	16.6%	86.9%	48.7%	38.2%	83.9%
20" - 29"	1394	574	245	1182	610	573	1092
%V	23.8%	21.5%	22.5%	24.8%	22.9%	27.2%	22.8%
%H		41.2%	17.6%	84.8%	43.8%	41.1%	78.3%
30" - 39"	1976	840	365	1625	852	773	1559
%V	33.8%	31.5%	33.5%	34.0%	32.0%	36.7%	32.5%
%H		42.5%	18.5%	82.2%	43.1%	39.1%	78.9%
40" and over	1566	844	324	1180	766	414	1389
%V	26.8%	31.6%	29.8%	24.7%	28.7%	19.6%	29.0%
%H		53.9%	20.7%	75.4%	48.9%	26.4%	88.7%
Don't know	116	49	22	95	51	44	87
%V	2.0%	1.8%	2.0%	2.0%	1.9%	2.1%	1.8%
%H		42.2%	19.0%	81.9%	44.0%	37.9%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5847	2669	1088	4773	2666	2107	4793
%H		45.6%	18.6%	81.6%	45.6%	36.0%	82.0%
Main living room	2831	1163	487	2242	1060	1182	2154
%V	48.4%	43.6%	44.8%	47.0%	39.8%	56.1%	44.9%
%H		41.1%	17.2%	79.2%	37.4%	41.8%	76.1%
Kitchen	270	139	38	242	147	95	239
%V	4.6%	5.2%	3.5%	5.1%	5.5%	4.5%	5.0%
%H		51.5%	14.1%	89.6%	54.4%	35.2%	88.5%
Adult's bedroom	1621	778	329	1346	827	520	1381
%V	27.7%	29.1%	30.2%	28.2%	31.0%	24.7%	28.8%
%H		48.0%	20.3%	83.0%	51.0%	32.1%	85.2%
Child's bedroom	396	215	85	320	223	97	358
%V	6.8%	8.1%	7.8%	6.7%	8.4%	4.6%	7.5%
%H		54.3%	21.5%	80.8%	56.3%	24.5%	90.4%
Other bedroom	200	102	48	174	122	52	182
%V	3.4%	3.8%	4.4%	3.6%	4.6%	2.5%	3.8%
%H		51.0%	24.0%	87.0%	61.0%	26.0%	91.0%
Second living/dining room	349	180	67	296	192	105	306
%V	6.0%	6.7%	6.2%	6.2%	7.2%	5.0%	6.4%
%H		51.6%	19.2%	84.8%	55.0%	30.1%	87.7%
Study/office	41	21	8	35	23	11	39
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%	0.8%
%H		51.2%	19.5%	85.4%	56.1%	26.8%	95.1%
TV room	19	11	3	13	7	6	19
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		57.9%	15.8%	68.4%	36.8%	31.6%	100.0%
Conservatory	86	44	18	74	49	25	81
%V	1.5%	1.6%	1.7%	1.6%	1.8%	1.2%	1.7%
%H		51.2%	20.9%	86.0%	57.0%	29.1%	94.2%
Attic or loft room	10	4	2	7	3	4	10
%V	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%
%H		40.0%	20.0%	70.0%	30.0%	40.0%	100.0%
No specific location	6	1	1	5	2	3	5
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		16.7%	16.7%	83.3%	33.3%	50.0%	83.3%
Other	19	11	3	17	10	7	19
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		57.9%	15.8%	89.5%	52.6%	36.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5847	2669	1088	4773	2666	2107	4793
%H		45.6%	18.6%	81.6%	45.6%	36.0%	82.0%
PVR	2365	1383	564	1648	1207	441	2116
%V	40.4%	51.8%	51.8%	34.5%	45.3%	20.9%	44.1%
%H		58.5%	23.8%	69.7%	51.0%	18.6%	89.5%
DVDR	89	37	20	77	45	31	75
%V	1.5%	1.4%	1.8%	1.6%	1.7%	1.5%	1.6%
%H		41.6%	22.5%	86.5%	50.6%	34.8%	84.3%
VCR	55	15	8	49	16	33	32
%V	0.9%	0.6%	0.7%	1.0%	0.6%	1.6%	0.7%
%H		27.3%	14.5%	89.1%	29.1%	60.0%	58.2%
Any recorder	2437	1399	574	1713	1226	487	2163
%V	41.7%	52.4%	52.8%	35.9%	46.0%	23.1%	45.1%
%H		57.4%	23.6%	70.3%	50.3%	20.0%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5847	2669	1088	4773	2666	2107	4793
%H		45.6%	18.6%	81.6%	45.6%	36.0%	82.0%
Receives HDTV (via STB or built-in reception)	2216	1152	554	1637	1097	540	1978
%V	37.9%	43.2%	50.9%	34.3%	41.1%	25.6%	41.3%
%H		52.0%	25.0%	73.9%	49.5%	24.4%	89.3%
DVD/Blu-ray player or recorder	3152	1465	609	2535	1438	1097	2634
%V	53.9%	54.9%	56.0%	53.1%	53.9%	52.1%	55.0%
%H		46.5%	19.3%	80.4%	45.6%	34.8%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2846	1166	490	2252	1064	1189	2165
%H		41.0%	17.2%	79.1%	37.4%	41.8%	76.1%
Under 20"	41	8	5	34	6	28	23
%V	1.4%	0.7%	1.0%	1.5%	0.6%	2.4%	1.1%
%H		19.5%	12.2%	82.9%	14.6%	68.3%	56.1%
20" - 29"	356	80	47	294	70	224	200
%V	12.5%	6.9%	9.6%	13.1%	6.6%	18.8%	9.2%
%H		22.5%	13.2%	82.6%	19.7%	62.9%	56.2%
30" - 39"	1143	400	177	939	380	559	817
%V	40.2%	34.3%	36.1%	41.7%	35.7%	47.0%	37.7%
%H		35.0%	15.5%	82.2%	33.2%	48.9%	71.5%
40" and over	1255	658	253	945	589	356	1093
%V	44.1%	56.4%	51.6%	42.0%	55.4%	29.9%	50.5%
%H		52.4%	20.2%	75.3%	46.9%	28.4%	87.1%
Don't know	51	19	8	41	18	23	33
%V	1.8%	1.6%	1.6%	1.8%	1.7%	1.9%	1.5%
%H		37.3%	15.7%	80.4%	35.3%	45.1%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2846	1166	490	2252	1064	1189	2165
%H		41.0%	17.2%	79.1%	37.4%	41.8%	76.1%
PVR	1745	1000	389	1262	892	370	1532
%V	61.3%	85.8%	79.4%	56.0%	83.8%	31.1%	70.8%
%H		57.3%	22.3%	72.3%	51.1%	21.2%	87.8%
DVDR	68	25	16	59	32	27	56
%V	2.4%	2.1%	3.3%	2.6%	3.0%	2.3%	2.6%
%H		36.8%	23.5%	86.8%	47.1%	39.7%	82.4%
VCR	43	11	5	38	11	27	23
%V	1.5%	0.9%	1.0%	1.7%	1.0%	2.3%	1.1%
%H		25.6%	11.6%	88.4%	25.6%	62.8%	53.5%
Any recorder	1797	1006	397	1309	901	408	1563
%V	63.1%	86.3%	81.0%	58.1%	84.7%	34.3%	72.2%
%H		56.0%	22.1%	72.8%	50.1%	22.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2846	1166	490	2252	1064	1189	2165
%H		41.0%	17.2%	79.1%	37.4%	41.8%	76.1%
Receives HDTV (via STB or built-in reception)	1504	779	359	1117	736	381	1316
%V	52.8%	66.8%	73.3%	49.6%	69.2%	32.0%	60.8%
%H		51.8%	23.9%	74.3%	48.9%	25.3%	87.5%
DVD/Blu-ray player or recorder	1966	854	360	1541	779	762	1571
%V	69.1%	73.2%	73.5%	68.4%	73.2%	64.1%	72.6%
%H		43.4%	18.3%	78.4%	39.6%	38.8%	79.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3001	1504	598	2521	1602	918	2628
%H		50.1%	19.9%	84.0%	53.4%	30.6%	87.6%
Under 20"	754	354	127	657	381	276	644
%V	25.1%	23.5%	21.2%	26.1%	23.8%	30.1%	24.5%
%H		46.9%	16.8%	87.1%	50.5%	36.6%	85.4%
20" - 29"	1037	494	198	888	539	349	892
%V	34.6%	32.8%	33.1%	35.2%	33.6%	38.0%	33.9%
%H		47.6%	19.1%	85.6%	52.0%	33.7%	86.0%
30" - 39"	833	440	187	686	472	214	742
%V	27.8%	29.3%	31.3%	27.2%	29.5%	23.3%	28.2%
%H		52.8%	22.4%	82.4%	56.7%	25.7%	89.1%
40" and over	311	186	71	235	176	59	296
%V	10.4%	12.4%	11.9%	9.3%	11.0%	6.4%	11.3%
%H		59.8%	22.8%	75.6%	56.6%	19.0%	95.2%
Don't know	66	30	15	54	34	21	54
%V	2.2%	2.0%	2.5%	2.1%	2.1%	2.3%	2.1%
%H		45.5%	22.7%	81.8%	51.5%	31.8%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3001	1504	598	2521	1602	918	2628
%H		50.1%	19.9%	84.0%	53.4%	30.6%	87.6%
PVR	620	383	175	386	315	71	584
%V	20.7%	25.5%	29.3%	15.3%	19.7%	7.7%	22.2%
%H		61.8%	28.2%	62.3%	50.8%	11.5%	94.2%
DVDR	21	12	4	18	13	5	18
%V	0.7%	0.8%	0.7%	0.7%	0.8%	0.5%	0.7%
%H		57.1%	19.0%	85.7%	61.9%	23.8%	85.7%
VCR	12	4	2	11	5	6	9
%V	0.4%	0.3%	0.3%	0.4%	0.3%	0.7%	0.3%
%H		33.3%	16.7%	91.7%	41.7%	50.0%	75.0%
Any recorder	639	392	177	404	325	79	600
%V	21.3%	26.1%	29.6%	16.0%	20.3%	8.6%	22.8%
%H		61.3%	27.7%	63.2%	50.9%	12.4%	93.9%

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	3001	1504	598	2521	1602	918	2628
%H		50.1%	19.9%	84.0%	53.4%	30.6%	87.6%
Receives HDTV (via STB or built-in reception)	712	374	195	520	361	158	662
%V	23.7%	24.9%	32.6%	20.6%	22.5%	17.2%	25.2%
%H		52.5%	27.4%	73.0%	50.7%	22.2%	93.0%
DVD/Blu-ray player or recorder	1187	611	249	994	659	335	1063
%V	39.6%	40.6%	41.6%	39.4%	41.1%	36.5%	40.4%
%H		51.5%	21.0%	83.7%	55.5%	28.2%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6853	6611	3056	1263	5062	2763	2299	5704
%H		96.5%	44.6%	18.4%	73.9%	40.3%	33.5%	83.2%
Total Children	1316	1275	676	266	902	562	340	1173
%V	19.2%	19.3%	22.1%	21.1%	17.8%	20.3%	14.8%	20.6%
%H		96.9%	51.4%	20.2%	68.5%	42.7%	25.8%	89.1%
0 - 3	347	336	156	69	229	121	108	291
%V	5.1%	5.1%	5.1%	5.5%	4.5%	4.4%	4.7%	5.1%
%H		96.8%	45.0%	19.9%	66.0%	34.9%	31.1%	83.9%
4 - 15	968	939	520	197	673	441	232	882
%V	14.1%	14.2%	17.0%	15.6%	13.3%	16.0%	10.1%	15.5%
%H		97.0%	53.7%	20.4%	69.5%	45.6%	24.0%	91.1%
4 - 9	510	495	279	99	346	226	120	455
%V	7.4%	7.5%	9.1%	7.8%	6.8%	8.2%	5.2%	8.0%
%H		97.1%	54.7%	19.4%	67.8%	44.3%	23.5%	89.2%
10 - 15	458	444	241	97	327	215	112	427
%V	6.7%	6.7%	7.9%	7.7%	6.5%	7.8%	4.9%	7.5%
%H		96.9%	52.6%	21.2%	71.4%	46.9%	24.5%	93.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6853	6611	3056	1263	5062	2763	2299	5704
%H		96.5%	44.6%	18.4%	73.9%	40.3%	33.5%	83.2%
Total Adults (16+)	5537	5336	2380	997	4161	2201	1959	4531
%V	80.8%	80.7%	77.9%	78.9%	82.2%	79.7%	85.2%	79.4%
%H		96.4%	43.0%	18.0%	75.1%	39.8%	35.4%	81.8%
16 - 19	318	311	159	68	246	162	84	297
%V	4.6%	4.7%	5.2%	5.4%	4.9%	5.9%	3.7%	5.2%
%H		97.8%	50.0%	21.4%	77.4%	50.9%	26.4%	93.4%
20 - 24	467	440	183	94	329	174	156	401
%V	6.8%	6.7%	6.0%	7.4%	6.5%	6.3%	6.8%	7.0%
%H		94.2%	39.2%	20.1%	70.4%	37.3%	33.4%	85.9%
25 - 34	900	855	428	165	589	333	256	805
%V	13.1%	12.9%	14.0%	13.1%	11.6%	12.1%	11.1%	14.1%
%H		95.0%	47.6%	18.3%	65.4%	37.0%	28.4%	89.4%
35 - 44	874	839	430	173	619	380	239	797
%V	12.8%	12.7%	14.1%	13.7%	12.2%	13.8%	10.4%	14.0%
%H		96.0%	49.2%	19.8%	70.8%	43.5%	27.3%	91.2%
45 - 54	993	960	462	198	758	446	312	879
%V	14.5%	14.5%	15.1%	15.7%	15.0%	16.1%	13.6%	15.4%
%H		96.7%	46.5%	19.9%	76.3%	44.9%	31.4%	88.5%
55 - 64	798	779	342	150	623	334	290	676
%V	11.6%	11.8%	11.2%	11.9%	12.3%	12.1%	12.6%	11.9%
%H		97.6%	42.9%	18.8%	78.1%	41.9%	36.3%	84.7%
65+	1188	1152	376	149	997	373	624	675
%V	17.3%	17.4%	12.3%	11.8%	19.7%	13.5%	27.1%	11.8%
%H		97.0%	31.6%	12.5%	83.9%	31.4%	52.5%	56.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5537	5336	2380	997	4161	2201	1959	4531
%H		96.4%	43.0%	18.0%	75.1%	39.8%	35.4%	81.8%
AB	1288	1247	628	217	976	568	408	1202
%V	23.3%	23.4%	26.4%	21.8%	23.5%	25.8%	20.8%	26.5%
%H		96.8%	48.8%	16.8%	75.8%	44.1%	31.7%	93.3%
C1	1610	1540	729	275	1161	637	524	1417
%V	29.1%	28.9%	30.6%	27.6%	27.9%	28.9%	26.7%	31.3%
%H		95.7%	45.3%	17.1%	72.1%	39.6%	32.5%	88.0%
C2	1189	1164	518	240	924	512	412	981
%V	21.5%	21.8%	21.8%	24.1%	22.2%	23.3%	21.0%	21.7%
%H		97.9%	43.6%	20.2%	77.7%	43.1%	34.7%	82.5%
D	892	863	362	200	659	358	302	662
%V	16.1%	16.2%	15.2%	20.1%	15.8%	16.3%	15.4%	14.6%
%H		96.7%	40.6%	22.4%	73.9%	40.1%	33.9%	74.2%
E	559	522	142	65	441	127	314	269
%V	10.1%	9.8%	6.0%	6.5%	10.6%	5.8%	16.0%	5.9%
%H		93.4%	25.4%	11.6%	78.9%	22.7%	56.2%	48.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5537	5336	2380	997	4161	2201	1959	4531
%H		96.4%	43.0%	18.0%	75.1%	39.8%	35.4%	81.8%
Working full time	2479	2406	1201	504	1815	1105	711	2295
%V	44.8%	45.1%	50.5%	50.6%	43.6%	50.2%	36.3%	50.7%
%H		97.1%	48.4%	20.3%	73.2%	44.6%	28.7%	92.6%
Working part time	516	505	258	102	371	224	147	466
%V	9.3%	9.5%	10.8%	10.2%	8.9%	10.2%	7.5%	10.3%
%H		97.9%	50.0%	19.8%	71.9%	43.4%	28.5%	90.3%
Not working	2543	2425	921	392	1974	873	1102	1770
%V	45.9%	45.4%	38.7%	39.3%	47.4%	39.7%	56.3%	39.1%
%H		95.4%	36.2%	15.4%	77.6%	34.3%	43.3%	69.6%
Housewife/Houseperson	2980	2853	1166	490	2253	1064	1189	2248
%V	53.8%	53.5%	49.0%	49.1%	54.1%	48.3%	60.7%	49.6%
%H		95.7%	39.1%	16.4%	75.6%	35.7%	39.9%	75.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2577	1182	479	1993	1081	912	2233
%H		95.6%	43.8%	17.8%	73.9%	40.1%	33.8%	82.8%
16 - 19	166	163	77	35	130	80	50	157
%V	6.2%	6.3%	6.5%	7.3%	6.5%	7.4%	5.5%	7.0%
%H		98.2%	46.4%	21.1%	78.3%	48.2%	30.1%	94.6%
20 - 24	224	208	88	45	155	86	69	199
%V	8.3%	8.1%	7.4%	9.4%	7.8%	8.0%	7.6%	8.9%
%H		92.9%	39.3%	20.1%	69.2%	38.4%	30.8%	88.8%
25 - 34	451	425	214	79	294	164	130	405
%V	16.7%	16.5%	18.1%	16.5%	14.8%	15.2%	14.3%	18.1%
%H		94.2%	47.5%	17.5%	65.2%	36.4%	28.8%	89.8%
35 - 44	429	407	207	86	296	181	114	384
%V	15.9%	15.8%	17.5%	18.0%	14.9%	16.7%	12.5%	17.2%
%H		94.9%	48.3%	20.0%	69.0%	42.2%	26.6%	89.5%
45 - 54	488	468	229	91	370	218	153	423
%V	18.1%	18.2%	19.4%	19.0%	18.6%	20.2%	16.8%	18.9%
%H		95.9%	46.9%	18.6%	75.8%	44.7%	31.4%	86.7%
55 - 64	396	383	169	74	305	164	141	326
%V	14.7%	14.9%	14.3%	15.4%	15.3%	15.2%	15.5%	14.6%
%H		96.7%	42.7%	18.7%	77.0%	41.4%	35.6%	82.3%
65+	543	523	198	70	442	188	255	339
%V	20.1%	20.3%	16.8%	14.6%	22.2%	17.4%	28.0%	15.2%
%H		96.3%	36.5%	12.9%	81.4%	34.6%	47.0%	62.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2577	1182	479	1993	1081	912	2233
%H		95.6%	43.8%	17.8%	73.9%	40.1%	33.8%	82.8%
AB	644	622	318	106	486	285	201	603
%V	23.9%	24.1%	26.9%	22.1%	24.4%	26.4%	22.0%	27.0%
%H		96.6%	49.4%	16.5%	75.5%	44.3%	31.2%	93.6%
C1	756	714	350	127	532	304	228	679
%V	28.0%	27.7%	29.6%	26.5%	26.7%	28.1%	25.0%	30.4%
%H		94.4%	46.3%	16.8%	70.4%	40.2%	30.2%	89.8%
C2	638	623	271	130	493	267	225	516
%V	23.7%	24.2%	22.9%	27.1%	24.7%	24.7%	24.7%	23.1%
%H		97.6%	42.5%	20.4%	77.3%	41.8%	35.3%	80.9%
D	426	406	181	91	307	172	135	323
%V	15.8%	15.8%	15.3%	19.0%	15.4%	15.9%	14.8%	14.5%
%H		95.3%	42.5%	21.4%	72.1%	40.4%	31.7%	75.8%
E	234	212	62	24	176	52	124	111
%V	8.7%	8.2%	5.2%	5.0%	8.8%	4.8%	13.6%	5.0%
%H		90.6%	26.5%	10.3%	75.2%	22.2%	53.0%	47.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2577	1182	479	1993	1081	912	2233
%H		95.6%	43.8%	17.8%	73.9%	40.1%	33.8%	82.8%
Working full time	1494	1441	729	295	1083	659	424	1375
%V	55.4%	55.9%	61.7%	61.6%	54.3%	61.0%	46.5%	61.6%
%H		96.5%	48.8%	19.7%	72.5%	44.1%	28.4%	92.0%
Working part time	124	120	58	26	83	46	37	107
%V	4.6%	4.7%	4.9%	5.4%	4.2%	4.3%	4.1%	4.8%
%H		96.8%	46.8%	21.0%	66.9%	37.1%	29.8%	86.3%
Not working	1079	1016	395	159	827	375	451	750
%V	40.0%	39.4%	33.4%	33.2%	41.5%	34.7%	49.5%	33.6%
%H		94.2%	36.6%	14.7%	76.6%	34.8%	41.8%	69.5%
Housewife/Houseperson	642	584	212	80	463	180	283	400
%V	23.8%	22.7%	17.9%	16.7%	23.2%	16.7%	31.0%	17.9%
%H		91.0%	33.0%	12.5%	72.1%	28.0%	44.1%	62.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2759	1198	518	2168	1121	1047	2298
%H		97.1%	42.2%	18.2%	76.3%	39.5%	36.9%	80.9%
16 - 19	151	148	82	34	116	82	34	140
%V	5.3%	5.4%	6.8%	6.6%	5.4%	7.3%	3.2%	6.1%
%H		98.0%	54.3%	22.5%	76.8%	54.3%	22.5%	92.7%
20 - 24	243	232	94	49	174	88	87	202
%V	8.6%	8.4%	7.8%	9.5%	8.0%	7.9%	8.3%	8.8%
%H		95.5%	38.7%	20.2%	71.6%	36.2%	35.8%	83.1%
25 - 34	448	430	214	87	295	169	126	401
%V	15.8%	15.6%	17.9%	16.8%	13.6%	15.1%	12.0%	17.4%
%H		96.0%	47.8%	19.4%	65.8%	37.7%	28.1%	89.5%
35 - 44	445	432	224	87	323	199	124	413
%V	15.7%	15.7%	18.7%	16.8%	14.9%	17.8%	11.8%	18.0%
%H		97.1%	50.3%	19.6%	72.6%	44.7%	27.9%	92.8%
45 - 54	505	492	233	107	387	228	159	456
%V	17.8%	17.8%	19.4%	20.7%	17.9%	20.3%	15.2%	19.8%
%H		97.4%	46.1%	21.2%	76.6%	45.1%	31.5%	90.3%
55 - 64	402	396	173	76	318	169	148	350
%V	14.2%	14.4%	14.4%	14.7%	14.7%	15.1%	14.1%	15.2%
%H		98.5%	43.0%	18.9%	79.1%	42.0%	36.8%	87.1%
65+	645	629	178	79	555	185	370	336
%V	22.7%	22.8%	14.9%	15.3%	25.6%	16.5%	35.3%	14.6%
%H		97.5%	27.6%	12.2%	86.0%	28.7%	57.4%	52.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2759	1198	518	2168	1121	1047	2298
%H		97.1%	42.2%	18.2%	76.3%	39.5%	36.9%	80.9%
AB	644	625	311	111	490	283	207	599
%V	22.7%	22.7%	26.0%	21.4%	22.6%	25.2%	19.8%	26.1%
%H		97.0%	48.3%	17.2%	76.1%	43.9%	32.1%	93.0%
C1	853	826	380	148	630	333	297	738
%V	30.0%	29.9%	31.7%	28.6%	29.1%	29.7%	28.4%	32.1%
%H		96.8%	44.5%	17.4%	73.9%	39.0%	34.8%	86.5%
C2	551	541	247	110	431	245	186	464
%V	19.4%	19.6%	20.6%	21.2%	19.9%	21.9%	17.8%	20.2%
%H		98.2%	44.8%	20.0%	78.2%	44.5%	33.8%	84.2%
D	466	457	180	109	352	185	167	339
%V	16.4%	16.6%	15.0%	21.0%	16.2%	16.5%	16.0%	14.8%
%H		98.1%	38.6%	23.4%	75.5%	39.7%	35.8%	72.7%
E	325	310	80	40	265	75	190	158
%V	11.4%	11.2%	6.7%	7.7%	12.2%	6.7%	18.1%	6.9%
%H		95.4%	24.6%	12.3%	81.5%	23.1%	58.5%	48.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2759	1198	518	2168	1121	1047	2298
%H		97.1%	42.2%	18.2%	76.3%	39.5%	36.9%	80.9%
Working full time	985	964	472	209	732	445	287	919
%V	34.7%	34.9%	39.4%	40.3%	33.8%	39.7%	27.4%	40.0%
%H		97.9%	47.9%	21.2%	74.3%	45.2%	29.1%	93.3%
Working part time	392	385	200	76	288	178	110	359
%V	13.8%	14.0%	16.7%	14.7%	13.3%	15.9%	10.5%	15.6%
%H		98.2%	51.0%	19.4%	73.5%	45.4%	28.1%	91.6%
Not working	1463	1410	525	233	1148	497	650	1020
%V	51.5%	51.1%	43.8%	45.0%	53.0%	44.3%	62.1%	44.4%
%H		96.4%	35.9%	15.9%	78.5%	34.0%	44.4%	69.7%
Housewife/Houseperson	2338	2269	954	410	1790	883	906	1848
%V	82.3%	82.2%	79.6%	79.2%	82.6%	78.8%	86.5%	80.4%
%H		97.0%	40.8%	17.5%	76.6%	37.8%	38.8%	79.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

Contents	Page
Household	
Table 11.1: Social Grade	284
Table 11.2: Housewife Age	285
Table 11.3: Size of Household	286
Table 11.4: Presence of Children	287
Table 11.5: Number of TV sets in household	288
Table 11.6: Screen size	289
Table 11.7: Location of ANY set in household	290
Table 11.8: Platform Provider	291
Table 11.9: Recorders and other equipment	292
Table 11.10: Computers and Internet	293
Sets	
Table 11.11: Screen Size	294
Table 11.12: Location of set	295
Table 11.13: Recorders	296
Table 11.14: Other TV equipment	296
Table 11.15: Main Set Screen Size	297
Table 11.16: Main Set Recorders	298
Table 11.17: Main Set - Other TV equipment	298
Table 11.18: Other Sets (non-Main Set) Screen Size	299
Table 11.19: Other Set (non-Main Set) Recorders	300
Table 11.20: Other Set (non-Main Set) - Other TV equipment	300
Individuals	
Table 11.21: Age of Children	301
Table 11.22: Adults - Age	302
Table 11.23: Social Grade (Adults 16+)	303
Table 11.24: Working Status (Adults 16+)	304
Table 11.25: Males - Age	305
Table 11.26: Social Grade (Males 16+)	306
Table 11.27: Working Status (Males 16+)	307
Table 11.28: Females - Age	308
Table 11.29: Social Grade (Females 16+)	309
Table 11.30: Working Status (Females 16+)	310

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
AB	575	547	261	86	393	197	197	529
%V	23.7%	23.8%	26.4%	22.6%	24.0%	26.5%	22.0%	29.4%
%H (All HH)		95.1%	45.4%	15.0%	68.3%	34.3%	34.3%	92.0%
%H (TV HH)			47.7%	15.7%	71.8%	36.0%	36.0%	
C1	684	638	282	113	439	211	228	575
%V	28.2%	27.8%	28.5%	29.7%	26.8%	28.4%	25.4%	32.0%
%H (All HH)		93.3%	41.2%	16.5%	64.2%	30.8%	33.3%	84.1%
%H (TV HH)			44.2%	17.7%	68.8%	33.1%	35.7%	
C2	434	423	205	76	295	156	139	341
%V	17.9%	18.4%	20.7%	19.9%	18.0%	21.0%	15.5%	19.0%
%H (All HH)		97.5%	47.2%	17.5%	68.0%	35.9%	32.0%	78.6%
%H (TV HH)			48.5%	18.0%	69.7%	36.9%	32.9%	
D	397	376	149	72	275	122	153	239
%V	16.4%	16.4%	15.1%	18.9%	16.8%	16.4%	17.1%	13.3%
%H (All HH)		94.7%	37.5%	18.1%	69.3%	30.7%	38.5%	60.2%
%H (TV HH)			39.6%	19.1%	73.1%	32.4%	40.7%	
E	335	310	93	36	236	58	178	115
%V	13.8%	13.5%	9.4%	9.4%	14.4%	7.8%	19.9%	6.4%
%H (All HH)		92.5%	27.8%	10.7%	70.4%	17.3%	53.1%	34.3%
%H (TV HH)			30.0%	11.6%	76.1%	18.7%	57.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%V (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
Under 25	117	98	33	17	62	22	39	89
%V	4.8%	4.3%	3.3%	4.5%	3.8%	3.0%	4.4%	4.9%
%H (All HH)		83.8%	28.2%	14.5%	53.0%	18.8%	33.3%	76.1%
%H (TV HH)			33.7%	17.3%	63.3%	22.4%	39.8%	
25 - 34	355	320	168	54	188	101	88	309
%V	14.6%	13.9%	17.0%	14.2%	11.5%	13.6%	9.8%	17.2%
%H (All HH)		90.1%	47.3%	15.2%	53.0%	28.5%	24.8%	87.0%
%H (TV HH)			52.5%	16.9%	58.8%	31.6%	27.5%	
35 - 44	392	374	195	68	243	137	107	343
%V	16.2%	16.3%	19.7%	17.8%	14.8%	18.4%	11.9%	19.1%
%H (All HH)		95.4%	49.7%	17.3%	62.0%	34.9%	27.3%	87.5%
%H (TV HH)			52.1%	18.2%	65.0%	36.6%	28.6%	
45 - 54	487	468	235	89	326	185	141	423
%V	20.1%	20.4%	23.7%	23.4%	19.9%	24.9%	15.7%	23.5%
%H (All HH)		96.1%	48.3%	18.3%	66.9%	38.0%	29.0%	86.9%
%H (TV HH)			50.2%	19.0%	69.7%	39.5%	30.1%	
55 - 64	418	400	174	74	290	139	152	325
%V	17.2%	17.4%	17.6%	19.4%	17.7%	18.7%	17.0%	18.1%
%H (All HH)		95.7%	41.6%	17.7%	69.4%	33.3%	36.4%	77.8%
%H (TV HH)			43.5%	18.5%	72.5%	34.8%	38.0%	
65 +	656	635	186	81	529	160	369	309
%V	27.1%	27.7%	18.8%	21.3%	32.3%	21.5%	41.2%	17.2%
%H (All HH)		96.8%	28.4%	12.3%	80.6%	24.4%	56.3%	47.1%
%H (TV HH)			29.3%	12.8%	83.3%	25.2%	58.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
1	871	804	226	108	611	155	456	421
%V	35.9%	35.0%	22.8%	28.3%	37.3%	20.9%	50.9%	23.4%
%H (All HH)		92.3%	25.9%	12.4%	70.1%	17.8%	52.4%	48.3%
%H (TV HH)			28.1%	13.4%	76.0%	19.3%	56.7%	
2	808	774	352	129	562	279	283	669
%V	33.3%	33.7%	35.6%	33.9%	34.3%	37.6%	31.6%	37.2%
%H (All HH)		95.8%	43.6%	16.0%	69.6%	34.5%	35.0%	82.8%
%H (TV HH)			45.5%	16.7%	72.6%	36.0%	36.6%	
3	349	333	179	78	215	141	74	326
%V	14.4%	14.5%	18.1%	20.5%	13.1%	19.0%	8.3%	18.1%
%H (All HH)		95.4%	51.3%	22.3%	61.6%	40.4%	21.2%	93.4%
%H (TV HH)			53.8%	23.4%	64.6%	42.3%	22.2%	
4	289	276	167	48	186	126	60	277
%V	11.9%	12.0%	16.9%	12.6%	11.3%	17.0%	6.7%	15.4%
%H (All HH)		95.5%	57.8%	16.6%	64.4%	43.6%	20.8%	95.8%
%H (TV HH)			60.5%	17.4%	67.4%	45.7%	21.7%	
5+	110	108	66	18	65	42	23	105
%V	4.5%	4.7%	6.7%	4.7%	4.0%	5.7%	2.6%	5.8%
%H (All HH)		98.2%	60.0%	16.4%	59.1%	38.2%	20.9%	95.5%
%H (TV HH)			61.1%	16.7%	60.2%	38.9%	21.3%	
Average HH size	2.18	2.20	2.51	2.33	2.13	2.51	1.82	2.46

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
Without	1870	1758	677	284	1299	528	770	1281
%V	77.1%	76.6%	68.4%	74.5%	79.3%	71.1%	85.9%	71.2%
%H (All HH)		94.0%	36.2%	15.2%	69.5%	28.2%	41.2%	68.5%
%H (TV HH)			38.5%	16.2%	73.9%	30.0%	43.8%	
With	555	537	313	97	340	214	126	518
%V	22.9%	23.4%	31.6%	25.5%	20.7%	28.8%	14.1%	28.8%
%H (All HH)		96.8%	56.4%	17.5%	61.3%	38.6%	22.7%	93.3%
%H (TV HH)			58.3%	18.1%	63.3%	39.9%	23.5%	
0 - 3	202	190	120	33	113	75	38	182
%V	8.3%	8.3%	12.1%	8.7%	6.9%	10.1%	4.2%	10.1%
%H (All HH)		94.1%	59.4%	16.3%	55.9%	37.1%	18.8%	90.1%
%H (TV HH)			63.2%	17.4%	59.5%	39.5%	20.0%	
4 - 9	256	247	137	45	156	91	65	238
%V	10.6%	10.8%	13.8%	11.8%	9.5%	12.2%	7.3%	13.2%
%H (All HH)		96.5%	53.5%	17.6%	60.9%	35.5%	25.4%	93.0%
%H (TV HH)			55.5%	18.2%	63.2%	36.8%	26.3%	
10 - 15	266	264	157	47	172	114	59	256
%V	11.0%	11.5%	15.9%	12.3%	10.5%	15.3%	6.6%	14.2%
%H (All HH)		99.2%	59.0%	17.7%	64.7%	42.9%	22.2%	96.2%
%H (TV HH)			59.5%	17.8%	65.2%	43.2%	22.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
1	889	889	283	128	580	130	450	544
%V	36.7%	38.7%	28.6%	33.6%	35.4%	17.5%	50.2%	30.2%
%H (All HH)		100.0%	31.8%	14.4%	65.2%	14.6%	50.6%	61.2%
%H (TV HH)			31.8%	14.4%	65.2%	14.6%	50.6%	
2	786	786	340	142	583	280	303	594
%V	32.4%	34.2%	34.3%	37.3%	35.6%	37.7%	33.8%	33.0%
%H (All HH)		100.0%	43.3%	18.1%	74.2%	35.6%	38.5%	75.6%
%H (TV HH)			43.3%	18.1%	74.2%	35.6%	38.5%	
3	402	402	225	73	305	199	106	364
%V	16.6%	17.5%	22.7%	19.2%	18.6%	26.8%	11.8%	20.2%
%H (All HH)		100.0%	56.0%	18.2%	75.9%	49.5%	26.4%	90.5%
%H (TV HH)			56.0%	18.2%	75.9%	49.5%	26.4%	
4	146	146	92	29	113	89	24	140
%V	6.0%	6.4%	9.3%	7.6%	6.9%	12.0%	2.7%	7.8%
%H (All HH)		100.0%	63.0%	19.9%	77.4%	61.0%	16.4%	95.9%
%H (TV HH)			63.0%	19.9%	77.4%	61.0%	16.4%	
5+	72	72	50	10	58	46	12	71
%V	3.0%	3.1%	5.1%	2.6%	3.5%	6.2%	1.3%	3.9%
%H (All HH)		100.0%	69.4%	13.9%	80.6%	63.9%	16.7%	98.6%
%H (TV HH)			69.4%	13.9%	80.6%	63.9%	16.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
Under 20"	540	540	244	91	428	227	201	419
%V	22.3%	23.5%	24.6%	23.9%	26.1%	30.6%	22.4%	23.3%
%H (All HH)		100.0%	45.2%	16.9%	79.3%	42.0%	37.2%	77.6%
%H (TV HH)			45.2%	16.9%	79.3%	42.0%	37.2%	
20" - 29"	886	886	373	140	695	333	363	668
%V	36.5%	38.6%	37.7%	36.7%	42.4%	44.8%	40.5%	37.1%
%H (All HH)		100.0%	42.1%	15.8%	78.4%	37.6%	41.0%	75.4%
%H (TV HH)			42.1%	15.8%	78.4%	37.6%	41.0%	
30" - 39"	1257	1257	564	222	905	441	464	965
%V	51.8%	54.8%	57.0%	58.3%	55.2%	59.4%	51.8%	53.6%
%H (All HH)		100.0%	44.9%	17.7%	72.0%	35.1%	36.9%	76.8%
%H (TV HH)			44.9%	17.7%	72.0%	35.1%	36.9%	
40" and over	1060	1060	581	190	720	438	282	905
%V	43.7%	46.2%	58.7%	49.9%	43.9%	59.0%	31.5%	50.3%
%H (All HH)		100.0%	54.8%	17.9%	67.9%	41.3%	26.6%	85.4%
%H (TV HH)			54.8%	17.9%	67.9%	41.3%	26.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%V (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
Main living room	2249	2249	977	378	1607	735	872	1679
%V	92.7%	98.0%	98.7%	99.2%	98.0%	98.9%	97.3%	93.3%
%H (All HH)		100.0%	43.4%	16.8%	71.5%	32.7%	38.8%	74.7%
%H (TV HH)			43.4%	16.8%	71.5%	32.7%	38.8%	
Kitchen	274	274	137	37	237	137	100	230
%V	11.3%	11.9%	13.8%	9.7%	14.5%	18.4%	11.2%	12.8%
%H (All HH)		100.0%	50.0%	13.5%	86.5%	50.0%	36.5%	83.9%
%H (TV HH)			50.0%	13.5%	86.5%	50.0%	36.5%	
Adult's bedroom	1047	1047	525	201	801	483	318	871
%V	43.2%	45.6%	53.0%	52.8%	48.9%	65.0%	35.5%	48.4%
%H (All HH)		100.0%	50.1%	19.2%	76.5%	46.1%	30.4%	83.2%
%H (TV HH)			50.1%	19.2%	76.5%	46.1%	30.4%	
Child's bedroom	299	299	189	54	194	137	57	274
%V	12.3%	13.0%	19.1%	14.2%	11.8%	18.4%	6.4%	15.2%
%H (All HH)		100.0%	63.2%	18.1%	64.9%	45.8%	19.1%	91.6%
%H (TV HH)			63.2%	18.1%	64.9%	45.8%	19.1%	
Other bedroom	121	121	69	19	89	57	32	111
%V	5.0%	5.3%	7.0%	5.0%	5.4%	7.7%	3.6%	6.2%
%H (All HH)		100.0%	57.0%	15.7%	73.6%	47.1%	26.4%	91.7%
%H (TV HH)			57.0%	15.7%	73.6%	47.1%	26.4%	
Second living/dining room	177	177	101	24	135	82	53	164
%V	7.3%	7.7%	10.2%	6.3%	8.2%	11.0%	5.9%	9.1%
%H (All HH)		100.0%	57.1%	13.6%	76.3%	46.3%	29.9%	92.7%
%H (TV HH)			57.1%	13.6%	76.3%	46.3%	29.9%	
Study/office	29	29	17	4	23	15	8	29
%V	1.2%	1.3%	1.7%	1.0%	1.4%	2.0%	0.9%	1.6%
%H (All HH)		100.0%	58.6%	13.8%	79.3%	51.7%	27.6%	100.0%
%H (TV HH)			58.6%	13.8%	79.3%	51.7%	27.6%	
TV room	30	30	18	4	22	14	8	28
%V	1.2%	1.3%	1.8%	1.0%	1.3%	1.9%	0.9%	1.6%
%H (All HH)		100.0%	60.0%	13.3%	73.3%	46.7%	26.7%	93.3%
%H (TV HH)			60.0%	13.3%	73.3%	46.7%	26.7%	
Conservatory	40	40	20	6	33	20	14	37
%V	1.6%	1.7%	2.0%	1.6%	2.0%	2.7%	1.6%	2.1%
%H (All HH)		100.0%	50.0%	15.0%	82.5%	50.0%	35.0%	92.5%
%H (TV HH)			50.0%	15.0%	82.5%	50.0%	35.0%	
Attic or loft room	5	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
No specific location	3	3	2	0	3	2	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Other	19	19	11	2	15	9	6	19
%V	0.8%	0.8%	1.1%	0.5%	0.9%	1.2%	0.7%	1.1%
%H (All HH)		100.0%	57.9%	10.5%	78.9%	47.4%	31.6%	100.0%
%H (TV HH)			57.9%	10.5%	78.9%	47.4%	31.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
Any DSAT provider	990	990	990	10	559	559	0	858
%V	40.8%	43.1%	100.0%	2.6%	34.1%	75.2%	0.0%	47.7%
%H (All HH)			100.0%	1.0%	56.5%	56.5%	0.0%	86.7%
%H (TV HH)			100.0%	1.0%	56.5%	56.5%	0.0%	
Sky with subcription	859	859	859	6	488	488	0	753
%V	35.4%	37.4%	86.8%	1.6%	29.8%	65.7%	0.0%	41.9%
%H (All HH)			100.0%	0.7%	56.8%	56.8%	0.0%	87.7%
%H (TV HH)			100.0%	0.7%	56.8%	56.8%	0.0%	
Sky without subscription	45	45	45	3	25	25	0	33
%V	1.9%	2.0%	4.5%	0.8%	1.5%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	6.7%	55.6%	55.6%	0.0%	73.3%
%H (TV HH)			100.0%	6.7%	55.6%	55.6%	0.0%	
Freesat	84	84	84	2	40	40	0	70
%V	3.5%	3.7%	8.5%	0.5%	2.4%	5.4%	0.0%	3.9%
%H (All HH)			100.0%	2.4%	47.6%	47.6%	0.0%	83.3%
%H (TV HH)			100.0%	2.4%	47.6%	47.6%	0.0%	
Other satellite provider	23	23	23	0	13	13	0	21
%V	0.9%	1.0%	2.3%	0.0%	0.8%	1.7%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	56.5%	56.5%	0.0%	91.3%
%H (TV HH)			100.0%	0.0%	56.5%	56.5%	0.0%	
DCAB	381	381	10	381	189	189	0	319
%V	15.7%	16.6%	1.0%	100.0%	11.5%	25.4%	0.0%	17.7%
%H (All HH)			2.6%	100.0%	49.6%	49.6%	0.0%	83.7%
%H (TV HH)			2.6%	100.0%	49.6%	49.6%	0.0%	
DTT	1639	1639	559	189	1639	743	896	1163
%V	67.6%	71.4%	56.5%	49.6%	100.0%	100.0%	100.0%	64.6%
%H (All HH)		100.0%	34.1%	11.5%	100.0%	45.3%	54.7%	71.0%
%H (TV HH)			34.1%	11.5%	100.0%	45.3%	54.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%H (All HH)		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (TV HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
PVR	1387	1387	845	298	892	639	253	1203
%V	57.2%	60.4%	85.4%	78.2%	54.4%	86.0%	28.2%	66.9%
%H (All HH)		100.0%	60.9%	21.5%	64.3%	46.1%	18.2%	86.7%
%H (TV HH)			60.9%	21.5%	64.3%	46.1%	18.2%	
DVDR	89	89	41	16	64	31	33	76
%V	3.7%	3.9%	4.1%	4.2%	3.9%	4.2%	3.7%	4.2%
%H (All HH)		100.0%	46.1%	18.0%	71.9%	34.8%	37.1%	85.4%
%H (TV HH)			46.1%	18.0%	71.9%	34.8%	37.1%	
VCR	75	75	16	19	60	20	39	44
%V	3.1%	3.3%	1.6%	5.0%	3.7%	2.7%	4.4%	2.4%
%H (All HH)		100.0%	21.3%	25.3%	80.0%	26.7%	52.0%	58.7%
%H (TV HH)			21.3%	25.3%	80.0%	26.7%	52.0%	
Any recorder	1458	1458	859	304	952	648	304	1242
%V	60.1%	63.5%	86.8%	79.8%	58.1%	87.2%	33.9%	69.0%
%H (All HH)		100.0%	58.9%	20.9%	65.3%	44.4%	20.9%	85.2%
%H (TV HH)			58.9%	20.9%	65.3%	44.4%	20.9%	
Receives HDTV (via STB or built-in reception)	1156	1156	651	262	762	512	250	1006
%V	47.7%	50.4%	65.8%	68.8%	46.5%	68.9%	27.9%	55.9%
%H (All HH)		100.0%	56.3%	22.7%	65.9%	44.3%	21.6%	87.0%
%H (TV HH)			56.3%	22.7%	65.9%	44.3%	21.6%	
DVD/Blu-ray player or recorder	1852	1852	829	325	1350	652	697	1459
%V	76.4%	80.7%	83.7%	85.3%	82.4%	87.8%	77.8%	81.1%
%H (All HH)		100.0%	44.8%	17.5%	72.9%	35.2%	37.6%	78.8%
%H (TV HH)			44.8%	17.5%	72.9%	35.2%	37.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2425	2295	990	381	1639	743	896	1799
%V		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%
%H (All HH)			43.1%	16.6%	71.4%	32.4%	39.0%	
%H (TV HH)								
Has broadband internet	1799	1715	858	319	1163	647	516	1799
%V	74.2%	74.7%	86.7%	83.7%	71.0%	87.1%	57.6%	100.0%
%H (All HH)		95.3%	47.7%	17.7%	64.6%	36.0%	28.7%	100.0%
%H (TV HH)			50.0%	18.6%	67.8%	37.7%	30.1%	
Number of computers (PCs and laptops)								
0	567	532	121	59	433	85	348	27
%V	23.4%	23.2%	12.2%	15.5%	26.4%	11.4%	38.8%	1.5%
%H (All HH)		93.8%	21.3%	10.4%	76.4%	15.0%	61.4%	4.8%
%H (TV HH)			22.7%	11.1%	81.4%	16.0%	65.4%	
1	710	670	284	121	474	217	257	646
%V	29.3%	29.2%	28.7%	31.8%	28.9%	29.2%	28.7%	35.9%
%H (All HH)		94.4%	40.0%	17.0%	66.8%	30.6%	36.2%	91.0%
%H (TV HH)			42.4%	18.1%	70.7%	32.4%	38.4%	
2	545	513	262	93	348	196	152	531
%V	22.5%	22.4%	26.5%	24.4%	21.2%	26.4%	17.0%	29.5%
%H (All HH)		94.1%	48.1%	17.1%	63.9%	36.0%	27.9%	97.4%
%H (TV HH)			51.1%	18.1%	67.8%	38.2%	29.6%	
3	299	290	158	48	192	118	75	295
%V	12.3%	12.6%	16.0%	12.6%	11.7%	15.9%	8.4%	16.4%
%H (All HH)		97.0%	52.8%	16.1%	64.2%	39.5%	25.1%	98.7%
%H (TV HH)			54.5%	16.6%	66.2%	40.7%	25.9%	
4	160	153	85	27	96	59	37	159
%V	6.6%	6.7%	8.6%	7.1%	5.9%	7.9%	4.1%	8.8%
%H (All HH)		95.6%	53.1%	16.9%	60.0%	36.9%	23.1%	99.4%
%H (TV HH)			55.6%	17.6%	62.7%	38.6%	24.2%	
5+	144	138	80	32	96	70	26	142
%V	5.9%	6.0%	8.1%	8.4%	5.9%	9.4%	2.9%	7.9%
%H (All HH)		95.8%	55.6%	22.2%	66.7%	48.6%	18.1%	98.6%
%H (TV HH)			58.0%	23.2%	69.6%	50.7%	18.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4651	2286	800	3432	1893	1539	3783
%H		49.2%	17.2%	73.8%	40.7%	33.1%	81.3%
Under 20"	684	321	114	548	303	244	547
%V	14.7%	14.0%	14.3%	16.0%	16.0%	15.9%	14.5%
%H		46.9%	16.7%	80.1%	44.3%	35.7%	80.0%
20" - 29"	1115	495	177	876	445	432	873
%V	24.0%	21.7%	22.1%	25.5%	23.5%	28.1%	23.1%
%H		44.4%	15.9%	78.6%	39.9%	38.7%	78.3%
30" - 39"	1533	728	271	1112	583	529	1218
%V	33.0%	31.8%	33.9%	32.4%	30.8%	34.4%	32.2%
%H		47.5%	17.7%	72.5%	38.0%	34.5%	79.5%
40" and over	1277	729	231	865	553	311	1113
%V	27.5%	31.9%	28.9%	25.2%	29.2%	20.2%	29.4%
%H		57.1%	18.1%	67.7%	43.3%	24.4%	87.2%
Don't know	43	12	8	32	9	23	32
%V	0.9%	0.5%	1.0%	0.9%	0.5%	1.5%	0.8%
%H		27.9%	18.6%	74.4%	20.9%	53.5%	74.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4651	2286	800	3432	1893	1539	3783
%H		49.2%	17.2%	73.8%	40.7%	33.1%	81.3%
Main living room	2266	988	379	1616	739	876	1693
%V	48.7%	43.2%	47.4%	47.1%	39.0%	56.9%	44.8%
%H		43.6%	16.7%	71.3%	32.6%	38.7%	74.7%
Kitchen	275	137	37	238	137	101	230
%V	5.9%	6.0%	4.6%	6.9%	7.2%	6.6%	6.1%
%H		49.8%	13.5%	86.5%	49.8%	36.7%	83.6%
Adult's bedroom	1273	657	252	986	626	360	1080
%V	27.4%	28.7%	31.5%	28.7%	33.1%	23.4%	28.5%
%H		51.6%	19.8%	77.5%	49.2%	28.3%	84.8%
Child's bedroom	383	245	68	244	173	71	355
%V	8.2%	10.7%	8.5%	7.1%	9.1%	4.6%	9.4%
%H		64.0%	17.8%	63.7%	45.2%	18.5%	92.7%
Other bedroom	139	79	21	102	65	37	128
%V	3.0%	3.5%	2.6%	3.0%	3.4%	2.4%	3.4%
%H		56.8%	15.1%	73.4%	46.8%	26.6%	92.1%
Second living/dining room	181	104	25	139	85	54	167
%V	3.9%	4.5%	3.1%	4.1%	4.5%	3.5%	4.4%
%H		57.5%	13.8%	76.8%	47.0%	29.8%	92.3%
Study/office	29	17	4	23	15	8	29
%V	0.6%	0.7%	0.5%	0.7%	0.8%	0.5%	0.8%
%H		58.6%	13.8%	79.3%	51.7%	27.6%	100.0%
TV room	30	18	4	22	14	8	28
%V	0.6%	0.8%	0.5%	0.6%	0.7%	0.5%	0.7%
%H		60.0%	13.3%	73.3%	46.7%	26.7%	93.3%
Conservatory	40	20	6	33	20	14	37
%V	0.9%	0.9%	0.8%	1.0%	1.1%	0.9%	1.0%
%H		50.0%	15.0%	82.5%	50.0%	35.0%	92.5%
Attic or loft room	5	3	1	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	2	0	3	2	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
Other	27	15	2	23	13	10	27
%V	0.6%	0.7%	0.3%	0.7%	0.7%	0.6%	0.7%
%H		55.6%	7.4%	85.2%	48.1%	37.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4651	2286	800	3432	1893	1539	3783
%H		49.2%	17.2%	73.8%	40.7%	33.1%	81.3%
PVR	1884	1187	432	1149	868	280	1680
%V	40.5%	51.9%	54.0%	33.5%	45.9%	18.2%	44.4%
%H		63.0%	22.9%	61.0%	46.1%	14.9%	89.2%
DVDR	91	41	16	65	31	34	77
%V	2.0%	1.8%	2.0%	1.9%	1.6%	2.2%	2.0%
%H		45.1%	17.6%	71.4%	34.1%	37.4%	84.6%
VCR	79	17	21	63	22	41	46
%V	1.7%	0.7%	2.6%	1.8%	1.2%	2.7%	1.2%
%H		21.5%	26.6%	79.7%	27.8%	51.9%	58.2%
Any recorder	1975	1210	441	1227	887	340	1735
%V	42.5%	52.9%	55.1%	35.8%	46.9%	22.1%	45.9%
%H		61.3%	22.3%	62.1%	44.9%	17.2%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4651	2286	800	3432	1893	1539	3783
%H		49.2%	17.2%	73.8%	40.7%	33.1%	81.3%
Receives HDTV (via STB or built-in reception)	1625	928	393	1060	745	315	1455
%V	34.9%	40.6%	49.1%	30.9%	39.4%	20.5%	38.5%
%H		57.1%	24.2%	65.2%	45.8%	19.4%	89.5%
DVD/Blu-ray player or recorder	2761	1341	510	2080	1166	914	2290
%V	59.4%	58.7%	63.8%	60.6%	61.6%	59.4%	60.5%
%H		48.6%	18.5%	75.3%	42.2%	33.1%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2288	990	380	1636	743	893	1710
%H		43.3%	16.6%	71.5%	32.5%	39.0%	74.7%
Under 20"	43	6	3	35	3	32	25
%V	1.9%	0.6%	0.8%	2.1%	0.4%	3.6%	1.5%
%H		14.0%	7.0%	81.4%	7.0%	74.4%	58.1%
20" - 29"	321	81	34	257	61	197	176
%V	14.0%	8.2%	8.9%	15.7%	8.2%	22.1%	10.3%
%H		25.2%	10.6%	80.1%	19.0%	61.4%	54.8%
30" - 39"	882	338	154	640	257	383	624
%V	38.5%	34.1%	40.5%	39.1%	34.6%	42.9%	36.5%
%H		38.3%	17.5%	72.6%	29.1%	43.4%	70.7%
40" and over	1024	560	185	692	418	273	872
%V	44.8%	56.6%	48.7%	42.3%	56.3%	30.6%	51.0%
%H		54.7%	18.1%	67.6%	40.8%	26.7%	85.2%
Don't know	19	6	4	12	4	8	12
%V	0.8%	0.6%	1.1%	0.7%	0.5%	0.9%	0.7%
%H		31.6%	21.1%	63.2%	21.1%	42.1%	63.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2288	990	380	1636	743	893	1710
%H		43.3%	16.6%	71.5%	32.5%	39.0%	74.7%
PVR	1354	829	291	864	622	243	1174
%V	59.2%	83.7%	76.6%	52.8%	83.7%	27.2%	68.7%
%H		61.2%	21.5%	63.8%	45.9%	17.9%	86.7%
DVDR	75	33	15	54	26	28	63
%V	3.3%	3.3%	3.9%	3.3%	3.5%	3.1%	3.7%
%H		44.0%	20.0%	72.0%	34.7%	37.3%	84.0%
VCR	64	12	17	50	15	35	36
%V	2.8%	1.2%	4.5%	3.1%	2.0%	3.9%	2.1%
%H		18.8%	26.6%	78.1%	23.4%	54.7%	56.3%
Any recorder	1424	843	298	923	631	292	1214
%V	62.2%	85.2%	78.4%	56.4%	84.9%	32.7%	71.0%
%H		59.2%	20.9%	64.8%	44.3%	20.5%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2288	990	380	1636	743	893	1710
%H		43.3%	16.6%	71.5%	32.5%	39.0%	74.7%
Receives HDTV (via STB or built-in reception)	1118	631	257	731	492	238	975
%V	48.9%	63.7%	67.6%	44.7%	66.2%	26.7%	57.0%
%H		56.4%	23.0%	65.4%	44.0%	21.3%	87.2%
DVD/Blu-ray player or recorder	1727	755	303	1252	585	667	1351
%V	75.5%	76.3%	79.7%	76.5%	78.7%	74.7%	79.0%
%H		43.7%	17.5%	72.5%	33.9%	38.6%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2363	1295	420	1796	1150	646	2073
%H		54.8%	17.8%	76.0%	48.7%	27.3%	87.7%
Under 20"	640	315	111	513	301	212	521
%V	27.1%	24.3%	26.4%	28.6%	26.2%	32.8%	25.1%
%H		49.2%	17.3%	80.2%	47.0%	33.1%	81.4%
20" - 29"	794	414	142	619	384	235	696
%V	33.6%	32.0%	33.8%	34.5%	33.4%	36.4%	33.6%
%H		52.1%	17.9%	78.0%	48.4%	29.6%	87.7%
30" - 39"	651	391	117	472	326	146	594
%V	27.5%	30.2%	27.9%	26.3%	28.3%	22.6%	28.7%
%H		60.1%	18.0%	72.5%	50.1%	22.4%	91.2%
40" and over	253	169	46	173	135	38	240
%V	10.7%	13.1%	11.0%	9.6%	11.7%	5.9%	11.6%
%H		66.8%	18.2%	68.4%	53.4%	15.0%	94.9%
Don't know	24	6	3	19	5	14	20
%V	1.0%	0.5%	0.7%	1.1%	0.4%	2.2%	1.0%
%H		25.0%	12.5%	79.2%	20.8%	58.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2363	1295	420	1796	1150	646	2073
%H		54.8%	17.8%	76.0%	48.7%	27.3%	87.7%
PVR	529	358	140	285	247	38	506
%V	22.4%	27.6%	33.3%	15.9%	21.5%	5.9%	24.4%
%H		67.7%	26.5%	53.9%	46.7%	7.2%	95.7%
DVDR	15	8	1	11	6	6	14
%V	0.6%	0.6%	0.2%	0.6%	0.5%	0.9%	0.7%
%H		53.3%	6.7%	73.3%	40.0%	40.0%	93.3%
VCR	15	5	4	13	6	6	10
%V	0.6%	0.4%	1.0%	0.7%	0.5%	0.9%	0.5%
%H		33.3%	26.7%	86.7%	40.0%	40.0%	66.7%
Any recorder	550	367	142	304	256	48	521
%V	23.3%	28.3%	33.8%	16.9%	22.3%	7.4%	25.1%
%H		66.7%	25.8%	55.3%	46.5%	8.7%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2363	1295	420	1796	1150	646	2073
%H		54.8%	17.8%	76.0%	48.7%	27.3%	87.7%
Receives HDTV (via STB or built-in reception)	507	297	137	329	253	77	480
%V	21.5%	22.9%	32.6%	18.3%	22.0%	11.9%	23.2%
%H		58.6%	27.0%	64.9%	49.9%	15.2%	94.7%
DVD/Blu-ray player or recorder	1035	586	206	828	581	247	940
%V	43.8%	45.3%	49.0%	46.1%	50.5%	38.2%	45.3%
%H		56.6%	19.9%	80.0%	56.1%	23.9%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5270	5032	2486	888	3471	1861	1609	4406
%H		95.5%	47.2%	16.9%	65.9%	35.3%	30.5%	83.6%
Total Children	917	890	527	153	562	352	210	858
%V	17.4%	17.7%	21.2%	17.2%	16.2%	18.9%	13.1%	19.5%
%H		97.1%	57.5%	16.7%	61.3%	38.4%	22.9%	93.6%
0 - 3	243	229	147	39	136	90	47	219
%V	4.6%	4.6%	5.9%	4.4%	3.9%	4.8%	2.9%	5.0%
%H		94.2%	60.5%	16.0%	56.0%	37.0%	19.3%	90.1%
4 - 15	674	661	380	115	426	263	163	639
%V	12.8%	13.1%	15.3%	13.0%	12.3%	14.1%	10.1%	14.5%
%H		98.1%	56.4%	17.1%	63.2%	39.0%	24.2%	94.8%
4 - 9	339	328	182	60	205	118	87	318
%V	6.4%	6.5%	7.3%	6.8%	5.9%	6.3%	5.4%	7.2%
%H		96.8%	53.7%	17.7%	60.5%	34.8%	25.7%	93.8%
10 - 15	334	332	198	55	220	144	76	321
%V	6.3%	6.6%	8.0%	6.2%	6.3%	7.7%	4.7%	7.3%
%H		99.4%	59.3%	16.5%	65.9%	43.1%	22.8%	96.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5270	5032	2486	888	3471	1861	1609	4406
%H		95.5%	47.2%	16.9%	65.9%	35.3%	30.5%	83.6%
Total Adults (16+)	4354	4142	1959	735	2909	1509	1400	3548
%V	82.6%	82.3%	78.8%	82.8%	83.8%	81.1%	87.0%	80.5%
%H		95.1%	45.0%	16.9%	66.8%	34.7%	32.2%	81.5%
16 - 19	227	222	124	39	151	96	54	210
%V	4.3%	4.4%	5.0%	4.4%	4.4%	5.2%	3.4%	4.8%
%H		97.8%	54.6%	17.2%	66.5%	42.3%	23.8%	92.5%
20 - 24	358	311	145	63	195	114	81	322
%V	6.8%	6.2%	5.8%	7.1%	5.6%	6.1%	5.0%	7.3%
%H		86.9%	40.5%	17.6%	54.5%	31.8%	22.6%	89.9%
25 - 34	701	647	347	123	392	229	163	635
%V	13.3%	12.9%	14.0%	13.9%	11.3%	12.3%	10.1%	14.4%
%H		92.3%	49.5%	17.5%	55.9%	32.7%	23.3%	90.6%
35 - 44	673	644	348	115	419	246	174	608
%V	12.8%	12.8%	14.0%	13.0%	12.1%	13.2%	10.8%	13.8%
%H		95.7%	51.7%	17.1%	62.3%	36.6%	25.9%	90.3%
45 - 54	796	770	398	148	540	317	222	711
%V	15.1%	15.3%	16.0%	16.7%	15.6%	17.0%	13.8%	16.1%
%H		96.7%	50.0%	18.6%	67.8%	39.8%	27.9%	89.3%
55 - 64	666	642	304	117	464	245	220	544
%V	12.6%	12.8%	12.2%	13.2%	13.4%	13.2%	13.7%	12.3%
%H		96.4%	45.6%	17.6%	69.7%	36.8%	33.0%	81.7%
65+	932	906	293	129	747	263	485	518
%V	17.7%	18.0%	11.8%	14.5%	21.5%	14.1%	30.1%	11.8%
%H		97.2%	31.4%	13.8%	80.2%	28.2%	52.0%	55.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4354	4142	1959	735	2909	1509	1400	3548
%H		95.1%	45.0%	16.9%	66.8%	34.7%	32.2%	81.5%
AB	1104	1061	537	175	751	409	343	1044
%V	25.4%	25.6%	27.4%	23.8%	25.8%	27.1%	24.5%	29.4%
%H		96.1%	48.6%	15.9%	68.0%	37.0%	31.1%	94.6%
C1	1286	1199	575	221	823	448	374	1143
%V	29.5%	28.9%	29.4%	30.1%	28.3%	29.7%	26.7%	32.2%
%H		93.2%	44.7%	17.2%	64.0%	34.8%	29.1%	88.9%
C2	851	831	424	158	576	332	244	717
%V	19.5%	20.1%	21.6%	21.5%	19.8%	22.0%	17.4%	20.2%
%H		97.6%	49.8%	18.6%	67.7%	39.0%	28.7%	84.3%
D	689	654	289	135	460	235	224	478
%V	15.8%	15.8%	14.8%	18.4%	15.8%	15.6%	16.0%	13.5%
%H		94.9%	41.9%	19.6%	66.8%	34.1%	32.5%	69.4%
E	424	397	134	46	300	85	214	166
%V	9.7%	9.6%	6.8%	6.3%	10.3%	5.6%	15.3%	4.7%
%H		93.6%	31.6%	10.8%	70.8%	20.0%	50.5%	39.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4354	4142	1959	735	2909	1509	1400	3548
%H		95.1%	45.0%	16.9%	66.8%	34.7%	32.2%	81.5%
Working full time	2002	1928	1046	369	1283	789	493	1848
%V	46.0%	46.5%	53.4%	50.2%	44.1%	52.3%	35.2%	52.1%
%H		96.3%	52.2%	18.4%	64.1%	39.4%	24.6%	92.3%
Working part time	422	409	210	75	284	162	122	383
%V	9.7%	9.9%	10.7%	10.2%	9.8%	10.7%	8.7%	10.8%
%H		96.9%	49.8%	17.8%	67.3%	38.4%	28.9%	90.8%
Not working	1929	1805	703	291	1342	558	784	1316
%V	44.3%	43.6%	35.9%	39.6%	46.1%	37.0%	56.0%	37.1%
%H		93.6%	36.4%	15.1%	69.6%	28.9%	40.6%	68.2%
Housewife/Houseperson	2425	2295	990	381	1639	743	896	1799
%V	55.7%	55.4%	50.5%	51.8%	56.3%	49.2%	64.0%	50.7%
%H		94.6%	40.8%	15.7%	67.6%	30.6%	36.9%	74.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2091	1984	967	353	1377	742	635	1712
%H		94.9%	46.2%	16.9%	65.9%	35.5%	30.4%	81.9%
16 - 19	112	111	62	20	73	47	26	104
%V	5.4%	5.6%	6.4%	5.7%	5.3%	6.3%	4.1%	6.1%
%H		99.1%	55.4%	17.9%	65.2%	42.0%	23.2%	92.9%
20 - 24	180	164	76	29	104	61	44	161
%V	8.6%	8.3%	7.9%	8.2%	7.6%	8.2%	6.9%	9.4%
%H		91.1%	42.2%	16.1%	57.8%	33.9%	24.4%	89.4%
25 - 34	344	317	176	58	194	117	77	309
%V	16.5%	16.0%	18.2%	16.4%	14.1%	15.8%	12.1%	18.0%
%H		92.2%	51.2%	16.9%	56.4%	34.0%	22.4%	89.8%
35 - 44	330	313	164	55	204	115	89	292
%V	15.8%	15.8%	17.0%	15.6%	14.8%	15.5%	14.0%	17.1%
%H		94.8%	49.7%	16.7%	61.8%	34.8%	27.0%	88.5%
45 - 54	386	370	191	71	254	146	108	336
%V	18.5%	18.6%	19.8%	20.1%	18.4%	19.7%	17.0%	19.6%
%H		95.9%	49.5%	18.4%	65.8%	37.8%	28.0%	87.0%
55 - 64	324	309	149	61	225	124	100	255
%V	15.5%	15.6%	15.4%	17.3%	16.3%	16.7%	15.7%	14.9%
%H		95.4%	46.0%	18.8%	69.4%	38.3%	30.9%	78.7%
65+	414	400	149	59	323	132	191	254
%V	19.8%	20.2%	15.4%	16.7%	23.5%	17.8%	30.1%	14.8%
%H		96.6%	36.0%	14.3%	78.0%	31.9%	46.1%	61.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2091	1984	967	353	1377	742	635	1712
%H		94.9%	46.2%	16.9%	65.9%	35.5%	30.4%	81.9%
AB	537	513	273	84	360	206	154	511
%V	25.7%	25.9%	28.2%	23.8%	26.1%	27.8%	24.3%	29.8%
%H		95.5%	50.8%	15.6%	67.0%	38.4%	28.7%	95.2%
C1	575	547	270	103	366	210	157	518
%V	27.5%	27.6%	27.9%	29.2%	26.6%	28.3%	24.7%	30.3%
%H		95.1%	47.0%	17.9%	63.7%	36.5%	27.3%	90.1%
C2	460	448	231	84	311	182	128	380
%V	22.0%	22.6%	23.9%	23.8%	22.6%	24.5%	20.2%	22.2%
%H		97.4%	50.2%	18.3%	67.6%	39.6%	27.8%	82.6%
D	330	309	135	65	216	111	105	234
%V	15.8%	15.6%	14.0%	18.4%	15.7%	15.0%	16.5%	13.7%
%H		93.6%	40.9%	19.7%	65.5%	33.6%	31.8%	70.9%
E	189	168	57	16	124	33	91	68
%V	9.0%	8.5%	5.9%	4.5%	9.0%	4.4%	14.3%	4.0%
%H		88.9%	30.2%	8.5%	65.6%	17.5%	48.1%	36.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2091	1984	967	353	1377	742	635	1712
%H		94.9%	46.2%	16.9%	65.9%	35.5%	30.4%	81.9%
Working full time	1203	1151	637	214	765	478	287	1099
%V	57.5%	58.0%	65.9%	60.6%	55.6%	64.4%	45.2%	64.2%
%H		95.7%	53.0%	17.8%	63.6%	39.7%	23.9%	91.4%
Working part time	81	78	33	14	59	27	32	68
%V	3.9%	3.9%	3.4%	4.0%	4.3%	3.6%	5.0%	4.0%
%H		96.3%	40.7%	17.3%	72.8%	33.3%	39.5%	84.0%
Not working	806	756	297	124	553	237	316	544
%V	38.5%	38.1%	30.7%	35.1%	40.2%	31.9%	49.8%	31.8%
%H		93.8%	36.8%	15.4%	68.6%	29.4%	39.2%	67.5%
Housewife/Houseperson	564	513	195	76	360	132	228	335
%V	27.0%	25.9%	20.2%	21.5%	26.1%	17.8%	35.9%	19.6%
%H		91.0%	34.6%	13.5%	63.8%	23.4%	40.4%	59.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2157	993	382	1532	767	764	1836
%H		95.3%	43.9%	16.9%	67.7%	33.9%	33.8%	81.1%
16 - 19	115	111	63	19	78	49	28	106
%V	5.1%	5.1%	6.3%	5.0%	5.1%	6.4%	3.7%	5.8%
%H		96.5%	54.8%	16.5%	67.8%	42.6%	24.3%	92.2%
20 - 24	178	147	68	34	91	53	37	161
%V	7.9%	6.8%	6.8%	8.9%	5.9%	6.9%	4.8%	8.8%
%H		82.6%	38.2%	19.1%	51.1%	29.8%	20.8%	90.4%
25 - 34	357	330	172	65	198	112	86	325
%V	15.8%	15.3%	17.3%	17.0%	12.9%	14.6%	11.3%	17.7%
%H		92.4%	48.2%	18.2%	55.5%	31.4%	24.1%	91.0%
35 - 44	344	331	184	60	215	131	84	316
%V	15.2%	15.3%	18.5%	15.7%	14.0%	17.1%	11.0%	17.2%
%H		96.2%	53.5%	17.4%	62.5%	38.1%	24.4%	91.9%
45 - 54	410	400	207	77	286	171	115	376
%V	18.1%	18.5%	20.8%	20.2%	18.7%	22.3%	15.1%	20.5%
%H		97.6%	50.5%	18.8%	69.8%	41.7%	28.0%	91.7%
55 - 64	342	332	156	56	240	120	120	289
%V	15.1%	15.4%	15.7%	14.7%	15.7%	15.6%	15.7%	15.7%
%H		97.1%	45.6%	16.4%	70.2%	35.1%	35.1%	84.5%
65+	517	506	144	71	425	131	293	263
%V	22.8%	23.5%	14.5%	18.6%	27.7%	17.1%	38.4%	14.3%
%H		97.9%	27.9%	13.7%	82.2%	25.3%	56.7%	50.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2157	993	382	1532	767	764	1836
%H		95.3%	43.9%	16.9%	67.7%	33.9%	33.8%	81.1%
AB	567	548	264	91	391	203	189	533
%V	25.1%	25.4%	26.6%	23.8%	25.5%	26.5%	24.7%	29.0%
%H		96.6%	46.6%	16.0%	69.0%	35.8%	33.3%	94.0%
C1	711	652	305	117	456	239	218	625
%V	31.4%	30.2%	30.7%	30.6%	29.8%	31.2%	28.5%	34.0%
%H		91.7%	42.9%	16.5%	64.1%	33.6%	30.7%	87.9%
C2	391	383	193	74	265	149	116	336
%V	17.3%	17.8%	19.4%	19.4%	17.3%	19.4%	15.2%	18.3%
%H		98.0%	49.4%	18.9%	67.8%	38.1%	29.7%	85.9%
D	358	344	154	70	244	124	119	244
%V	15.8%	15.9%	15.5%	18.3%	15.9%	16.2%	15.6%	13.3%
%H		96.1%	43.0%	19.6%	68.2%	34.6%	33.2%	68.2%
E	235	228	77	29	175	52	123	98
%V	10.4%	10.6%	7.8%	7.6%	11.4%	6.8%	16.1%	5.3%
%H		97.0%	32.8%	12.3%	74.5%	22.1%	52.3%	41.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2157	993	382	1532	767	764	1836
%H		95.3%	43.9%	16.9%	67.7%	33.9%	33.8%	81.1%
Working full time	799	777	409	155	518	311	206	749
%V	35.3%	36.0%	41.2%	40.6%	33.8%	40.5%	27.0%	40.8%
%H		97.2%	51.2%	19.4%	64.8%	38.9%	25.8%	93.7%
Working part time	341	331	177	61	225	135	90	315
%V	15.1%	15.3%	17.8%	16.0%	14.7%	17.6%	11.8%	17.2%
%H		97.1%	51.9%	17.9%	66.0%	39.6%	26.4%	92.4%
Not working	1123	1049	406	167	789	321	468	772
%V	49.6%	48.6%	40.9%	43.7%	51.5%	41.9%	61.3%	42.0%
%H		93.4%	36.2%	14.9%	70.3%	28.6%	41.7%	68.7%
Housewife/Houseperson	1862	1782	795	306	1279	611	668	1464
%V	82.3%	82.6%	80.1%	80.1%	83.5%	79.7%	87.4%	79.7%
%H		95.7%	42.7%	16.4%	68.7%	32.8%	35.9%	78.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

Contents	Page
Household	
Table 12.1: Social Grade	312
Table 12.2: Housewife Age	313
Table 12.3: Size of Household	314
Table 12.4: Presence of Children	315
Table 12.5: Number of TV sets in household	316
Table 12.6: Screen size	317
Table 12.7: Location of ANY set in household	318
Table 12.8: Platform Provider	319
Table 12.9: Recorders and other equipment	320
Table 12.10: Computers and Internet	321
Sets	
Table 12.11: Screen Size	322
Table 12.12: Location of set	323
Table 12.13: Recorders	324
Table 12.14: Other TV equipment	324
Table 12.15: Main Set Screen Size	325
Table 12.16: Main Set Recorders	326
Table 12.17: Main Set - Other TV equipment	326
Table 12.18: Other Sets (non-Main Set) Screen Size	327
Table 12.19: Other Set (non-Main Set) Recorders	328
Table 12.20: Other Set (non-Main Set) - Other TV equipment	328
Individuals	
Table 12.21: Age of Children	329
Table 12.22: Adults - Age	330
Table 12.23: Social Grade (Adults 16+)	331
Table 12.24: Working Status (Adults 16+)	332
Table 12.25: Males - Age	333
Table 12.26: Social Grade (Males 16+)	334
Table 12.27: Working Status (Males 16+)	335
Table 12.28: Females - Age	336
Table 12.29: Social Grade (Females 16+)	337
Table 12.30: Working Status (Females 16+)	338

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
AB	145	141	84	13	104	58	45	129
%V	19.9%	20.1%	23.1%	20.6%	20.4%	24.4%	16.5%	24.7%
%H (All HH)		97.2%	57.9%	9.0%	71.7%	40.0%	31.0%	89.0%
%H (TV HH)			59.6%	9.2%	73.8%	41.1%	31.9%	
C1	172	166	86	16	124	61	63	140
%V	23.7%	23.7%	23.6%	25.4%	24.3%	25.6%	23.2%	26.8%
%H (All HH)		96.5%	50.0%	9.3%	72.1%	35.5%	36.6%	81.4%
%H (TV HH)			51.8%	9.6%	74.7%	36.7%	38.0%	
C2	141	135	76	10	98	49	49	109
%V	19.4%	19.3%	20.9%	15.9%	19.2%	20.6%	18.0%	20.9%
%H (All HH)		95.7%	53.9%	7.1%	69.5%	34.8%	34.8%	77.3%
%H (TV HH)			56.3%	7.4%	72.6%	36.3%	36.3%	
D	131	126	65	10	88	38	50	85
%V	18.0%	18.0%	17.9%	15.9%	17.3%	16.0%	18.4%	16.3%
%H (All HH)		96.2%	49.6%	7.6%	67.2%	29.0%	38.2%	64.9%
%H (TV HH)			51.6%	7.9%	69.8%	30.2%	39.7%	
E	138	132	52	14	98	32	65	60
%V	19.0%	18.9%	14.3%	22.2%	19.2%	13.4%	23.9%	11.5%
%H (All HH)		95.7%	37.7%	10.1%	71.0%	23.2%	47.1%	43.5%
%H (TV HH)			39.4%	10.6%	74.2%	24.2%	49.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%V (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
Under 25	23	21	9	3	14	5	9	18
%V	3.2%	3.0%	2.5%	4.8%	2.7%	2.1%	3.3%	3.4%
%H (All HH)		91.3%	39.1%	13.0%	60.9%	21.7%	39.1%	78.3%
%H (TV HH)			42.9%	14.3%	66.7%	23.8%	42.9%	
25 - 34	115	109	64	13	67	36	31	98
%V	15.8%	15.6%	17.6%	20.6%	13.1%	15.1%	11.4%	18.8%
%H (All HH)		94.8%	55.7%	11.3%	58.3%	31.3%	27.0%	85.2%
%H (TV HH)			58.7%	11.9%	61.5%	33.0%	28.4%	
35 - 44	136	131	81	11	85	47	38	119
%V	18.7%	18.7%	22.3%	17.5%	16.7%	19.7%	14.0%	22.8%
%H (All HH)		96.3%	59.6%	8.1%	62.5%	34.6%	27.9%	87.5%
%H (TV HH)			61.8%	8.4%	64.9%	35.9%	29.0%	
45 - 54	147	143	84	11	106	58	48	127
%V	20.2%	20.4%	23.1%	17.5%	20.8%	24.4%	17.6%	24.3%
%H (All HH)		97.3%	57.1%	7.5%	72.1%	39.5%	32.7%	86.4%
%H (TV HH)			58.7%	7.7%	74.1%	40.6%	33.6%	
55 - 64	121	117	62	12	89	45	44	89
%V	16.6%	16.7%	17.0%	19.0%	17.5%	18.9%	16.2%	17.0%
%H (All HH)		96.7%	51.2%	9.9%	73.6%	37.2%	36.4%	73.6%
%H (TV HH)			53.0%	10.3%	76.1%	38.5%	37.6%	
65 +	184	179	63	12	149	46	103	70
%V	25.3%	25.6%	17.3%	19.0%	29.2%	19.3%	37.9%	13.4%
%H (All HH)		97.3%	34.2%	6.5%	81.0%	25.0%	56.0%	38.0%
%H (TV HH)			35.2%	6.7%	83.2%	25.7%	57.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
1	213	198	63	17	158	40	117	88
%V	29.3%	28.3%	17.3%	27.0%	31.0%	16.8%	43.0%	16.9%
%H (All HH)		93.0%	29.6%	8.0%	74.2%	18.8%	54.9%	41.3%
%H (TV HH)			31.8%	8.6%	79.8%	20.2%	59.1%	
2	214	208	112	21	153	77	76	159
%V	29.4%	29.7%	30.8%	33.3%	30.0%	32.4%	27.9%	30.5%
%H (All HH)		97.2%	52.3%	9.8%	71.5%	36.0%	35.5%	74.3%
%H (TV HH)			53.8%	10.1%	73.6%	37.0%	36.5%	
3	118	114	71	11	77	44	33	104
%V	16.2%	16.3%	19.5%	17.5%	15.1%	18.5%	12.1%	19.9%
%H (All HH)		96.6%	60.2%	9.3%	65.3%	37.3%	28.0%	88.1%
%H (TV HH)			62.3%	9.6%	67.5%	38.6%	28.9%	
4	113	111	74	9	75	47	27	105
%V	15.5%	15.9%	20.3%	14.3%	14.7%	19.7%	9.9%	20.1%
%H (All HH)		98.2%	65.5%	8.0%	66.4%	41.6%	23.9%	92.9%
%H (TV HH)			66.7%	8.1%	67.6%	42.3%	24.3%	
5+	70	69	45	4	48	28	19	67
%V	9.6%	9.9%	12.4%	6.3%	9.4%	11.8%	7.0%	12.8%
%H (All HH)		98.6%	64.3%	5.7%	68.6%	40.0%	27.1%	95.7%
%H (TV HH)			65.2%	5.8%	69.6%	40.6%	27.5%	
Average HH size	2.51	2.53	2.84	2.43	2.45	2.81	2.13	2.86

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
Without	516	493	229	45	377	158	219	330
%V	71.0%	70.4%	62.9%	71.4%	73.9%	66.4%	80.5%	63.2%
%H (All HH)		95.5%	44.4%	8.7%	73.1%	30.6%	42.4%	64.0%
%H (TV HH)			46.5%	9.1%	76.5%	32.0%	44.4%	
With	211	207	135	18	132	80	53	192
%V	29.0%	29.6%	37.1%	28.6%	25.9%	33.6%	19.5%	36.8%
%H (All HH)		98.1%	64.0%	8.5%	62.6%	37.9%	25.1%	91.0%
%H (TV HH)			65.2%	8.7%	63.8%	38.6%	25.6%	
0 - 3	80	79	52	8	47	29	18	71
%V	11.0%	11.3%	14.3%	12.7%	9.2%	12.2%	6.6%	13.6%
%H (All HH)		98.8%	65.0%	10.0%	58.8%	36.3%	22.5%	88.8%
%H (TV HH)			65.8%	10.1%	59.5%	36.7%	22.8%	
4 - 9	109	107	71	9	68	42	26	100
%V	15.0%	15.3%	19.5%	14.3%	13.3%	17.6%	9.6%	19.2%
%H (All HH)		98.2%	65.1%	8.3%	62.4%	38.5%	23.9%	91.7%
%H (TV HH)			66.4%	8.4%	63.6%	39.3%	24.3%	
10 - 15	107	105	70	8	69	42	27	99
%V	14.7%	15.0%	19.2%	12.7%	13.5%	17.6%	9.9%	19.0%
%H (All HH)		98.1%	65.4%	7.5%	64.5%	39.3%	25.2%	92.5%
%H (TV HH)			66.7%	7.6%	65.7%	40.0%	25.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
1	261	261	107	23	173	45	128	149
%V	35.9%	37.3%	29.4%	36.5%	33.9%	18.9%	47.1%	28.5%
%H (All HH)		100.0%	41.0%	8.8%	66.3%	17.2%	49.0%	57.1%
%H (TV HH)			41.0%	8.8%	66.3%	17.2%	49.0%	
2	266	266	142	26	197	98	99	202
%V	36.6%	38.0%	39.0%	41.3%	38.6%	41.2%	36.4%	38.7%
%H (All HH)		100.0%	53.4%	9.8%	74.1%	36.8%	37.2%	75.9%
%H (TV HH)			53.4%	9.8%	74.1%	36.8%	37.2%	
3	110	110	69	10	87	55	31	98
%V	15.1%	15.7%	19.0%	15.9%	17.1%	23.1%	11.4%	18.8%
%H (All HH)		100.0%	62.7%	9.1%	79.1%	50.0%	28.2%	89.1%
%H (TV HH)			62.7%	9.1%	79.1%	50.0%	28.2%	
4	44	44	32	2	37	27	9	40
%V	6.1%	6.3%	8.8%	3.2%	7.3%	11.3%	3.3%	7.7%
%H (All HH)		100.0%	72.7%	4.5%	84.1%	61.4%	20.5%	90.9%
%H (TV HH)			72.7%	4.5%	84.1%	61.4%	20.5%	
5+	19	19	14	1	17	12	5	19
%V	2.6%	2.7%	3.8%	1.6%	3.3%	5.0%	1.8%	3.6%
%H (All HH)		100.0%	73.7%	5.3%	89.5%	63.2%	26.3%	100.0%
%H (TV HH)			73.7%	5.3%	89.5%	63.2%	26.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
Under 20"	130	130	70	9	112	61	51	99
%V	17.9%	18.6%	19.2%	14.3%	22.0%	25.6%	18.8%	19.0%
%H (All HH)		100.0%	53.8%	6.9%	86.2%	46.9%	39.2%	76.2%
%H (TV HH)			53.8%	6.9%	86.2%	46.9%	39.2%	
20" - 29"	292	292	148	22	227	104	123	211
%V	40.2%	41.7%	40.7%	34.9%	44.5%	43.7%	45.2%	40.4%
%H (All HH)		100.0%	50.7%	7.5%	77.7%	35.6%	42.1%	72.3%
%H (TV HH)			50.7%	7.5%	77.7%	35.6%	42.1%	
30" - 39"	397	397	214	36	290	144	147	302
%V	54.6%	56.7%	58.8%	57.1%	56.9%	60.5%	54.0%	57.9%
%H (All HH)		100.0%	53.9%	9.1%	73.0%	36.3%	37.0%	76.1%
%H (TV HH)			53.9%	9.1%	73.0%	36.3%	37.0%	
40" and over	309	309	202	30	217	138	79	265
%V	42.5%	44.1%	55.5%	47.6%	42.5%	58.0%	29.0%	50.8%
%H (All HH)		100.0%	65.4%	9.7%	70.2%	44.7%	25.6%	85.8%
%H (TV HH)			65.4%	9.7%	70.2%	44.7%	25.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%V (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
Main living room	686	686	359	62	500	235	265	497
%V	94.4%	98.0%	98.6%	98.4%	98.0%	98.7%	97.4%	95.2%
%H (All HH)		100.0%	52.3%	9.0%	72.9%	34.3%	38.6%	72.4%
%H (TV HH)			52.3%	9.0%	72.9%	34.3%	38.6%	
Kitchen	150	150	85	7	129	71	58	120
%V	20.6%	21.4%	23.4%	11.1%	25.3%	29.8%	21.3%	23.0%
%H (All HH)		100.0%	56.7%	4.7%	86.0%	47.3%	38.7%	80.0%
%H (TV HH)			56.7%	4.7%	86.0%	47.3%	38.7%	
Adult's bedroom	256	256	152	26	198	119	79	209
%V	35.2%	36.6%	41.8%	41.3%	38.8%	50.0%	29.0%	40.0%
%H (All HH)		100.0%	59.4%	10.2%	77.3%	46.5%	30.9%	81.6%
%H (TV HH)			59.4%	10.2%	77.3%	46.5%	30.9%	
Child's bedroom	69	69	50	5	51	38	13	65
%V	9.5%	9.9%	13.7%	7.9%	10.0%	16.0%	4.8%	12.5%
%H (All HH)		100.0%	72.5%	7.2%	73.9%	55.1%	18.8%	94.2%
%H (TV HH)			72.5%	7.2%	73.9%	55.1%	18.8%	
Other bedroom	24	24	16	3	20	15	5	22
%V	3.3%	3.4%	4.4%	4.8%	3.9%	6.3%	1.8%	4.2%
%H (All HH)		100.0%	66.7%	12.5%	83.3%	62.5%	20.8%	91.7%
%H (TV HH)			66.7%	12.5%	83.3%	62.5%	20.8%	
Second living/dining room	112	112	69	9	81	47	34	100
%V	15.4%	16.0%	19.0%	14.3%	15.9%	19.7%	12.5%	19.2%
%H (All HH)		100.0%	61.6%	8.0%	72.3%	42.0%	30.4%	89.3%
%H (TV HH)			61.6%	8.0%	72.3%	42.0%	30.4%	
Study/office	8	8	5	1	6	4	2	8
%V	1.1%	1.1%	1.4%	1.6%	1.2%	1.7%	0.7%	1.5%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
TV room	9	9	6	1	7	5	2	8
%V	1.2%	1.3%	1.6%	1.6%	1.4%	2.1%	0.7%	1.5%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%	88.9%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	22.2%	
Conservatory	11	11	7	0	10	6	4	10
%V	1.5%	1.6%	1.9%	0.0%	2.0%	2.5%	1.5%	1.9%
%H (All HH)		100.0%	63.6%	0.0%	90.9%	54.5%	36.4%	90.9%
%H (TV HH)			63.6%	0.0%	90.9%	54.5%	36.4%	
Attic or loft room	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	6	6	5	0	5	4	1	6
%V	0.8%	0.9%	1.4%	0.0%	1.0%	1.7%	0.4%	1.1%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	83.3%	66.7%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
Any DSAT provider	364	364	364	4	210	210	0	307
%V	50.1%	52.0%	100.0%	6.3%	41.2%	88.2%	0.0%	58.8%
%H (All HH)			100.0%	1.1%	57.7%	57.7%	0.0%	84.3%
%H (TV HH)			100.0%	1.1%	57.7%	57.7%	0.0%	
Sky with subcription	323	323	323	3	187	187	0	277
%V	44.4%	46.1%	88.7%	4.8%	36.7%	78.6%	0.0%	53.1%
%H (All HH)			100.0%	0.9%	57.9%	57.9%	0.0%	85.8%
%H (TV HH)			100.0%	0.9%	57.9%	57.9%	0.0%	
Sky without subscription	19	19	19	0	12	12	0	13
%V	2.6%	2.7%	5.2%	0.0%	2.4%	5.0%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	63.2%	63.2%	0.0%	68.4%
%H (TV HH)			100.0%	0.0%	63.2%	63.2%	0.0%	
Freesat	17	17	17	1	10	10	0	13
%V	2.3%	2.4%	4.7%	1.6%	2.0%	4.2%	0.0%	2.5%
%H (All HH)			100.0%	5.9%	58.8%	58.8%	0.0%	76.5%
%H (TV HH)			100.0%	5.9%	58.8%	58.8%	0.0%	
Other satellite provider	11	11	11	1	3	3	0	10
%V	1.5%	1.6%	3.0%	1.6%	0.6%	1.3%	0.0%	1.9%
%H (All HH)			100.0%	9.1%	27.3%	27.3%	0.0%	90.9%
%H (TV HH)			100.0%	9.1%	27.3%	27.3%	0.0%	
DCAB	63	63	4	63	31	31	0	54
%V	8.7%	9.0%	1.1%	100.0%	6.1%	13.0%	0.0%	10.3%
%H (All HH)			6.3%	100.0%	49.2%	49.2%	0.0%	85.7%
%H (TV HH)			6.3%	100.0%	49.2%	49.2%	0.0%	
DTT	510	510	210	31	510	238	272	346
%V	70.2%	72.9%	57.7%	49.2%	100.0%	100.0%	100.0%	66.3%
%H (All HH)		100.0%	41.2%	6.1%	100.0%	46.7%	53.3%	67.8%
%H (TV HH)			41.2%	6.1%	100.0%	46.7%	53.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	727	700	364	63	510	238	272	522
%H (All HH)		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (TV HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
PVR	366	366	289	43	231	194	37	318
%V	50.3%	52.3%	79.4%	68.3%	45.3%	81.5%	13.6%	60.9%
%H (All HH)		100.0%	79.0%	11.7%	63.1%	53.0%	10.1%	86.9%
%H (TV HH)			79.0%	11.7%	63.1%	53.0%	10.1%	
DVDR	24	24	15	3	16	10	7	20
%V	3.3%	3.4%	4.1%	4.8%	3.1%	4.2%	2.6%	3.8%
%H (All HH)		100.0%	62.5%	12.5%	66.7%	41.7%	29.2%	83.3%
%H (TV HH)			62.5%	12.5%	66.7%	41.7%	29.2%	
VCR	12	12	6	1	10	6	4	9
%V	1.7%	1.7%	1.6%	1.6%	2.0%	2.5%	1.5%	1.7%
%H (All HH)		100.0%	50.0%	8.3%	83.3%	50.0%	33.3%	75.0%
%H (TV HH)			50.0%	8.3%	83.3%	50.0%	33.3%	
Any recorder	379	379	293	44	241	197	44	326
%V	52.1%	54.1%	80.5%	69.8%	47.3%	82.8%	16.2%	62.5%
%H (All HH)		100.0%	77.3%	11.6%	63.6%	52.0%	11.6%	86.0%
%H (TV HH)			77.3%	11.6%	63.6%	52.0%	11.6%	
Receives HDTV (via STB or built-in reception)	308	308	197	34	217	137	80	257
%V	42.4%	44.0%	54.1%	54.0%	42.5%	57.6%	29.4%	49.2%
%H (All HH)		100.0%	64.0%	11.0%	70.5%	44.5%	26.0%	83.4%
%H (TV HH)			64.0%	11.0%	70.5%	44.5%	26.0%	
DVD/Blu-ray player or recorder	507	507	283	50	370	194	176	400
%V	69.7%	72.4%	77.7%	79.4%	72.5%	81.5%	64.7%	76.6%
%H (All HH)		100.0%	55.8%	9.9%	73.0%	38.3%	34.7%	78.9%
%H (TV HH)			55.8%	9.9%	73.0%	38.3%	34.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	727	700	364	63	510	238	272	522
%V		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%
%H (All HH)			52.0%	9.0%	72.9%	34.0%	38.9%	
%H (TV HH)								
Has broadband internet	522	508	307	54	346	201	146	522
%V	71.8%	72.6%	84.3%	85.7%	67.8%	84.5%	53.7%	100.0%
%H (All HH)		97.3%	58.8%	10.3%	66.3%	38.5%	28.0%	100.0%
%H (TV HH)			60.4%	10.6%	68.1%	39.6%	28.7%	
Number of computers (PCs and laptops)								
0	195	184	55	11	156	38	117	16
%V	26.8%	26.3%	15.1%	17.5%	30.6%	16.0%	43.0%	3.1%
%H (All HH)		94.4%	28.2%	5.6%	80.0%	19.5%	60.0%	8.2%
%H (TV HH)			29.9%	6.0%	84.8%	20.7%	63.6%	
1	245	237	128	23	162	77	85	224
%V	33.7%	33.9%	35.2%	36.5%	31.8%	32.4%	31.3%	42.9%
%H (All HH)		96.7%	52.2%	9.4%	66.1%	31.4%	34.7%	91.4%
%H (TV HH)			54.0%	9.7%	68.4%	32.5%	35.9%	
2	154	149	90	18	98	58	40	150
%V	21.2%	21.3%	24.7%	28.6%	19.2%	24.4%	14.7%	28.7%
%H (All HH)		96.8%	58.4%	11.7%	63.6%	37.7%	26.0%	97.4%
%H (TV HH)			60.4%	12.1%	65.8%	38.9%	26.8%	
3	66	65	44	4	45	29	16	65
%V	9.1%	9.3%	12.1%	6.3%	8.8%	12.2%	5.9%	12.5%
%H (All HH)		98.5%	66.7%	6.1%	68.2%	43.9%	24.2%	98.5%
%H (TV HH)			67.7%	6.2%	69.2%	44.6%	24.6%	
4	36	36	27	4	27	21	6	35
%V	5.0%	5.1%	7.4%	6.3%	5.3%	8.8%	2.2%	6.7%
%H (All HH)		100.0%	75.0%	11.1%	75.0%	58.3%	16.7%	97.2%
%H (TV HH)			75.0%	11.1%	75.0%	58.3%	16.7%	
5+	31	30	18	3	23	15	8	31
%V	4.3%	4.3%	4.9%	4.8%	4.5%	6.3%	2.9%	5.9%
%H (All HH)		96.8%	58.1%	9.7%	74.2%	48.4%	25.8%	100.0%
%H (TV HH)			60.0%	10.0%	76.7%	50.0%	26.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	802	120	1066	582	484	1111
%H		57.2%	8.6%	76.0%	41.5%	34.5%	79.2%
Under 20"	160	87	11	138	77	61	124
%V	11.4%	10.8%	9.2%	12.9%	13.2%	12.6%	11.2%
%H		54.4%	6.9%	86.3%	48.1%	38.1%	77.5%
20" - 29"	380	202	27	299	146	152	281
%V	27.1%	25.2%	22.5%	28.0%	25.1%	31.4%	25.3%
%H		53.2%	7.1%	78.7%	38.4%	40.0%	73.9%
30" - 39"	475	260	44	351	181	170	373
%V	33.9%	32.4%	36.7%	32.9%	31.1%	35.1%	33.6%
%H		54.7%	9.3%	73.9%	38.1%	35.8%	78.5%
40" and over	364	241	34	258	167	91	317
%V	25.9%	30.0%	28.3%	24.2%	28.7%	18.8%	28.5%
%H		66.2%	9.3%	70.9%	45.9%	25.0%	87.1%
Don't know	25	13	3	20	11	9	16
%V	1.8%	1.6%	2.5%	1.9%	1.9%	1.9%	1.4%
%H		52.0%	12.0%	80.0%	44.0%	36.0%	64.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	802	120	1066	582	484	1111
%H		57.2%	8.6%	76.0%	41.5%	34.5%	79.2%
Main living room	691	362	62	504	237	268	501
%V	49.3%	45.1%	51.7%	47.3%	40.7%	55.4%	45.1%
%H		52.4%	9.0%	72.9%	34.3%	38.8%	72.5%
Kitchen	150	85	7	129	71	58	121
%V	10.7%	10.6%	5.8%	12.1%	12.2%	12.0%	10.9%
%H		56.7%	4.7%	86.0%	47.3%	38.7%	80.7%
Adult's bedroom	291	174	29	226	137	89	240
%V	20.7%	21.7%	24.2%	21.2%	23.5%	18.4%	21.6%
%H		59.8%	10.0%	77.7%	47.1%	30.6%	82.5%
Child's bedroom	90	67	6	68	51	17	85
%V	6.4%	8.4%	5.0%	6.4%	8.8%	3.5%	7.7%
%H		74.4%	6.7%	75.6%	56.7%	18.9%	94.4%
Other bedroom	30	20	4	25	18	7	27
%V	2.1%	2.5%	3.3%	2.3%	3.1%	1.4%	2.4%
%H		66.7%	13.3%	83.3%	60.0%	23.3%	90.0%
Second living/dining room	114	71	9	82	48	35	103
%V	8.1%	8.9%	7.5%	7.7%	8.2%	7.2%	9.3%
%H		62.3%	7.9%	71.9%	42.1%	30.7%	90.4%
Study/office	8	5	1	7	5	2	8
%V	0.6%	0.6%	0.8%	0.7%	0.9%	0.4%	0.7%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
TV room	9	6	1	7	5	2	8
%V	0.6%	0.7%	0.8%	0.7%	0.9%	0.4%	0.7%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	88.9%
Conservatory	11	7	0	10	6	4	10
%V	0.8%	0.9%	0.0%	0.9%	1.0%	0.8%	0.9%
%H		63.6%	0.0%	90.9%	54.5%	36.4%	90.9%
Attic or loft room	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	7	5	0	5	4	1	6
%V	0.5%	0.6%	0.0%	0.5%	0.7%	0.2%	0.5%
%H		71.4%	0.0%	71.4%	57.1%	14.3%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	802	120	1066	582	484	1111
%H		57.2%	8.6%	76.0%	41.5%	34.5%	79.2%
PVR	512	422	53	306	265	41	454
%V	36.5%	52.6%	44.2%	28.7%	45.5%	8.5%	40.9%
%H		82.4%	10.4%	59.8%	51.8%	8.0%	88.7%
DVDR	27	16	3	18	11	8	23
%V	1.9%	2.0%	2.5%	1.7%	1.9%	1.7%	2.1%
%H		59.3%	11.1%	66.7%	40.7%	29.6%	85.2%
VCR	13	6	2	11	6	5	10
%V	0.9%	0.7%	1.7%	1.0%	1.0%	1.0%	0.9%
%H		46.2%	15.4%	84.6%	46.2%	38.5%	76.9%
Any recorder	530	429	55	321	271	50	467
%V	37.8%	53.5%	45.8%	30.1%	46.6%	10.3%	42.0%
%H		80.9%	10.4%	60.6%	51.1%	9.4%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	802	120	1066	582	484	1111
%H		57.2%	8.6%	76.0%	41.5%	34.5%	79.2%
Receives HDTV (via STB or built-in reception)	465	306	46	328	209	119	400
%V	33.1%	38.2%	38.3%	30.8%	35.9%	24.6%	36.0%
%H		65.8%	9.9%	70.5%	44.9%	25.6%	86.0%
DVD/Blu-ray player or recorder	708	417	69	527	302	225	588
%V	50.5%	52.0%	57.5%	49.4%	51.9%	46.5%	52.9%
%H		58.9%	9.7%	74.4%	42.7%	31.8%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	363	63	509	238	272	506
%H		52.0%	9.0%	72.9%	34.1%	39.0%	72.5%
Under 20"	11	3	1	10	2	7	5
%V	1.6%	0.8%	1.6%	2.0%	0.8%	2.6%	1.0%
%H		27.3%	9.1%	90.9%	18.2%	63.6%	45.5%
20" - 29"	104	34	6	83	20	63	51
%V	14.9%	9.4%	9.5%	16.3%	8.4%	23.2%	10.1%
%H		32.7%	5.8%	79.8%	19.2%	60.6%	49.0%
30" - 39"	278	130	26	203	82	121	193
%V	39.8%	35.8%	41.3%	39.9%	34.5%	44.5%	38.1%
%H		46.8%	9.4%	73.0%	29.5%	43.5%	69.4%
40" and over	295	193	29	206	131	75	254
%V	42.3%	53.2%	46.0%	40.5%	55.0%	27.6%	50.2%
%H		65.4%	9.8%	69.8%	44.4%	25.4%	86.1%
Don't know	9	3	1	8	2	6	4
%V	1.3%	0.8%	1.6%	1.6%	0.8%	2.2%	0.8%
%H		33.3%	11.1%	88.9%	22.2%	66.7%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	363	63	509	238	272	506
%H		52.0%	9.0%	72.9%	34.1%	39.0%	72.5%
PVR	359	284	43	224	189	35	313
%V	51.4%	78.2%	68.3%	44.0%	79.4%	12.9%	61.9%
%H		79.1%	12.0%	62.4%	52.6%	9.7%	87.2%
DVDR	20	12	3	13	7	5	16
%V	2.9%	3.3%	4.8%	2.6%	2.9%	1.8%	3.2%
%H		60.0%	15.0%	65.0%	35.0%	25.0%	80.0%
VCR	10	5	1	8	5	4	7
%V	1.4%	1.4%	1.6%	1.6%	2.1%	1.5%	1.4%
%H		50.0%	10.0%	80.0%	50.0%	40.0%	70.0%
Any recorder	370	288	44	233	192	41	320
%V	53.0%	79.3%	69.8%	45.8%	80.7%	15.1%	63.2%
%H		77.8%	11.9%	63.0%	51.9%	11.1%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	363	63	509	238	272	506
%H		52.0%	9.0%	72.9%	34.1%	39.0%	72.5%
Receives HDTV (via STB or built-in reception)	293	191	32	203	130	73	244
%V	42.0%	52.6%	50.8%	39.9%	54.6%	26.8%	48.2%
%H		65.2%	10.9%	69.3%	44.4%	24.9%	83.3%
DVD/Blu-ray player or recorder	470	260	48	340	177	163	368
%V	67.3%	71.6%	76.2%	66.8%	74.4%	59.9%	72.7%
%H		55.3%	10.2%	72.3%	37.7%	34.7%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	439	57	556	345	212	604
%H		62.2%	8.1%	78.8%	48.9%	30.0%	85.6%
Under 20"	149	85	11	129	75	54	119
%V	21.1%	19.4%	19.3%	23.2%	21.7%	25.5%	19.7%
%H		57.0%	7.4%	86.6%	50.3%	36.2%	79.9%
20" - 29"	276	167	21	215	126	89	231
%V	39.1%	38.0%	36.8%	38.7%	36.5%	42.0%	38.2%
%H		60.5%	7.6%	77.9%	45.7%	32.2%	83.7%
30" - 39"	197	129	18	148	98	50	180
%V	27.9%	29.4%	31.6%	26.6%	28.4%	23.6%	29.8%
%H		65.5%	9.1%	75.1%	49.7%	25.4%	91.4%
40" and over	69	48	5	52	37	16	63
%V	9.8%	10.9%	8.8%	9.4%	10.7%	7.5%	10.4%
%H		69.6%	7.2%	75.4%	53.6%	23.2%	91.3%
Don't know	15	10	2	12	9	4	12
%V	2.1%	2.3%	3.5%	2.2%	2.6%	1.9%	2.0%
%H		66.7%	13.3%	80.0%	60.0%	26.7%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	439	57	556	345	212	604
%H		62.2%	8.1%	78.8%	48.9%	30.0%	85.6%
PVR	153	138	11	82	76	6	141
%V	21.7%	31.4%	19.3%	14.7%	22.0%	2.8%	23.3%
%H		90.2%	7.2%	53.6%	49.7%	3.9%	92.2%
DVDR	7	5	1	6	4	2	7
%V	1.0%	1.1%	1.8%	1.1%	1.2%	0.9%	1.2%
%H		71.4%	14.3%	85.7%	57.1%	28.6%	100.0%
VCR	3	1	0	3	1	2	3
%V	0.4%	0.2%	0.0%	0.5%	0.3%	0.9%	0.5%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	160	141	11	88	79	9	147
%V	22.7%	32.1%	19.3%	15.8%	22.9%	4.2%	24.3%
%H		88.1%	6.9%	55.0%	49.4%	5.6%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	439	57	556	345	212	604
%H		62.2%	8.1%	78.8%	48.9%	30.0%	85.6%
Receives HDTV (via STB or built-in reception)	172	115	14	125	80	45	156
%V	24.4%	26.2%	24.6%	22.5%	23.2%	21.2%	25.8%
%H		66.9%	8.1%	72.7%	46.5%	26.2%	90.7%
DVD/Blu-ray player or recorder	238	157	21	187	125	61	220
%V	33.7%	35.8%	36.8%	33.6%	36.2%	28.8%	36.4%
%H		66.0%	8.8%	78.6%	52.5%	25.6%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	1821	1768	1034	152	1248	668	580	1495
%H		97.1%	56.8%	8.3%	68.5%	36.7%	31.9%	82.1%
Total Children	388	381	252	32	246	151	96	356
%V	21.3%	21.5%	24.4%	21.1%	19.7%	22.6%	16.6%	23.8%
%H		98.2%	64.9%	8.2%	63.4%	38.9%	24.7%	91.8%
0 - 3	97	96	62	11	57	35	22	86
%V	5.3%	5.4%	6.0%	7.2%	4.6%	5.2%	3.8%	5.8%
%H		99.0%	63.9%	11.3%	58.8%	36.1%	22.7%	88.7%
4 - 15	291	285	190	21	190	116	74	270
%V	16.0%	16.1%	18.4%	13.8%	15.2%	17.4%	12.8%	18.1%
%H		97.9%	65.3%	7.2%	65.3%	39.9%	25.4%	92.8%
4 - 9	149	146	98	11	95	60	36	138
%V	8.2%	8.3%	9.5%	7.2%	7.6%	9.0%	6.2%	9.2%
%H		98.0%	65.8%	7.4%	63.8%	40.3%	24.2%	92.6%
10 - 15	142	140	92	10	94	56	38	132
%V	7.8%	7.9%	8.9%	6.6%	7.5%	8.4%	6.6%	8.8%
%H		98.6%	64.8%	7.0%	66.2%	39.4%	26.8%	93.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1821	1768	1034	152	1248	668	580	1495
%H		97.1%	56.8%	8.3%	68.5%	36.7%	31.9%	82.1%
Total Adults (16+)	1433	1387	781	120	1001	517	484	1139
%V	78.7%	78.5%	75.5%	78.9%	80.2%	77.4%	83.4%	76.2%
%H		96.8%	54.5%	8.4%	69.9%	36.1%	33.8%	79.5%
16 - 19	95	92	61	8	63	39	23	88
%V	5.2%	5.2%	5.9%	5.3%	5.0%	5.8%	4.0%	5.9%
%H		96.8%	64.2%	8.4%	66.3%	41.1%	24.2%	92.6%
20 - 24	112	106	62	8	76	40	35	102
%V	6.2%	6.0%	6.0%	5.3%	6.1%	6.0%	6.0%	6.8%
%H		94.6%	55.4%	7.1%	67.9%	35.7%	31.3%	91.1%
25 - 34	251	242	147	27	158	90	67	221
%V	13.8%	13.7%	14.2%	17.8%	12.7%	13.5%	11.6%	14.8%
%H		96.4%	58.6%	10.8%	62.9%	35.9%	26.7%	88.0%
35 - 44	241	232	146	22	151	86	65	213
%V	13.2%	13.1%	14.1%	14.5%	12.1%	12.9%	11.2%	14.2%
%H		96.3%	60.6%	9.1%	62.7%	35.7%	27.0%	88.4%
45 - 54	257	251	151	17	184	102	82	230
%V	14.1%	14.2%	14.6%	11.2%	14.7%	15.3%	14.1%	15.4%
%H		97.7%	58.8%	6.6%	71.6%	39.7%	31.9%	89.5%
55 - 64	201	196	109	19	150	80	70	159
%V	11.0%	11.1%	10.5%	12.5%	12.0%	12.0%	12.1%	10.6%
%H		97.5%	54.2%	9.5%	74.6%	39.8%	34.8%	79.1%
65+	276	268	106	20	221	79	142	127
%V	15.2%	15.2%	10.3%	13.2%	17.7%	11.8%	24.5%	8.5%
%H		97.1%	38.4%	7.2%	80.1%	28.6%	51.4%	46.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1433	1387	781	120	1001	517	484	1139
%H		96.8%	54.5%	8.4%	69.9%	36.1%	33.8%	79.5%
AB	319	311	196	27	229	138	91	294
%V	22.3%	22.4%	25.1%	22.5%	22.9%	26.7%	18.8%	25.8%
%H		97.5%	61.4%	8.5%	71.8%	43.3%	28.5%	92.2%
C1	359	346	192	32	257	138	118	311
%V	25.1%	24.9%	24.6%	26.7%	25.7%	26.7%	24.4%	27.3%
%H		96.4%	53.5%	8.9%	71.6%	38.4%	32.9%	86.6%
C2	304	294	173	21	211	112	99	250
%V	21.2%	21.2%	22.2%	17.5%	21.1%	21.7%	20.5%	21.9%
%H		96.7%	56.9%	6.9%	69.4%	36.8%	32.6%	82.2%
D	250	242	132	20	163	74	89	182
%V	17.4%	17.4%	16.9%	16.7%	16.3%	14.3%	18.4%	16.0%
%H		96.8%	52.8%	8.0%	65.2%	29.6%	35.6%	72.8%
E	202	195	87	20	142	54	87	101
%V	14.1%	14.1%	11.1%	16.7%	14.2%	10.4%	18.0%	8.9%
%H		96.5%	43.1%	9.9%	70.3%	26.7%	43.1%	50.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	1433	1387	781	120	1001	517	484	1139
%H		96.8%	54.5%	8.4%	69.9%	36.1%	33.8%	79.5%
Working full time	610	590	360	51	416	236	180	546
%V	42.6%	42.5%	46.1%	42.5%	41.6%	45.6%	37.2%	47.9%
%H		96.7%	59.0%	8.4%	68.2%	38.7%	29.5%	89.5%
Working part time	147	144	89	12	102	59	42	131
%V	10.3%	10.4%	11.4%	10.0%	10.2%	11.4%	8.7%	11.5%
%H		98.0%	60.5%	8.2%	69.4%	40.1%	28.6%	89.1%
Not working	677	653	333	57	484	222	262	462
%V	47.2%	47.1%	42.6%	47.5%	48.4%	42.9%	54.1%	40.6%
%H		96.5%	49.2%	8.4%	71.5%	32.8%	38.7%	68.2%
Housewife/Houseperson	727	700	364	63	510	238	272	522
%V	50.7%	50.5%	46.6%	52.5%	50.9%	46.0%	56.2%	45.8%
%H		96.3%	50.1%	8.7%	70.2%	32.7%	37.4%	71.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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+)	695	669	384	59	478	253	225	561
%H		96.3%	55.3%	8.5%	68.8%	36.4%	32.4%	80.7%
16 - 19	49	47	32	4	31	19	11	46
%V	7.1%	7.0%	8.3%	6.8%	6.5%	7.5%	4.9%	8.2%
%H		95.9%	65.3%	8.2%	63.3%	38.8%	22.4%	93.9%
20 - 24	56	53	31	4	36	20	16	51
%V	8.1%	7.9%	8.1%	6.8%	7.5%	7.9%	7.1%	9.1%
%H		94.6%	55.4%	7.1%	64.3%	35.7%	28.6%	91.1%
25 - 34	123	118	71	13	79	45	33	109
%V	17.7%	17.6%	18.5%	22.0%	16.5%	17.8%	14.7%	19.4%
%H		95.9%	57.7%	10.6%	64.2%	36.6%	26.8%	88.6%
35 - 44	117	113	70	12	72	42	30	102
%V	16.8%	16.9%	18.2%	20.3%	15.1%	16.6%	13.3%	18.2%
%H		96.6%	59.8%	10.3%	61.5%	35.9%	25.6%	87.2%
45 - 54	126	122	72	8	90	48	42	111
%V	18.1%	18.2%	18.8%	13.6%	18.8%	19.0%	18.7%	19.8%
%H		96.8%	57.1%	6.3%	71.4%	38.1%	33.3%	88.1%
55 - 64	100	96	53	9	74	39	35	78
%V	14.4%	14.3%	13.8%	15.3%	15.5%	15.4%	15.6%	13.9%
%H		96.0%	53.0%	9.0%	74.0%	39.0%	35.0%	78.0%
65+	124	120	54	9	96	39	57	64
%V	17.8%	17.9%	14.1%	15.3%	20.1%	15.4%	25.3%	11.4%
%H		96.8%	43.5%	7.3%	77.4%	31.5%	46.0%	51.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	669	384	59	478	253	225	561
%H		96.3%	55.3%	8.5%	68.8%	36.4%	32.4%	80.7%
AB	158	154	101	13	111	69	43	149
%V	22.7%	23.0%	26.3%	22.0%	23.2%	27.3%	19.1%	26.6%
%H		97.5%	63.9%	8.2%	70.3%	43.7%	27.2%	94.3%
C1	167	161	91	16	118	66	52	147
%V	24.0%	24.1%	23.7%	27.1%	24.7%	26.1%	23.1%	26.2%
%H		96.4%	54.5%	9.6%	70.7%	39.5%	31.1%	88.0%
C2	164	158	91	12	114	60	54	133
%V	23.6%	23.6%	23.7%	20.3%	23.8%	23.7%	24.0%	23.7%
%H		96.3%	55.5%	7.3%	69.5%	36.6%	32.9%	81.1%
D	120	115	64	11	76	36	40	89
%V	17.3%	17.2%	16.7%	18.6%	15.9%	14.2%	17.8%	15.9%
%H		95.8%	53.3%	9.2%	63.3%	30.0%	33.3%	74.2%
E	87	82	38	7	59	22	37	43
%V	12.5%	12.3%	9.9%	11.9%	12.3%	8.7%	16.4%	7.7%
%H		94.3%	43.7%	8.0%	67.8%	25.3%	42.5%	49.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	669	384	59	478	253	225	561
%H		96.3%	55.3%	8.5%	68.8%	36.4%	32.4%	80.7%
Working full time	378	365	224	33	254	145	108	337
%V	54.4%	54.6%	58.3%	55.9%	53.1%	57.3%	48.0%	60.1%
%H		96.6%	59.3%	8.7%	67.2%	38.4%	28.6%	89.2%
Working part time	29	28	15	2	23	12	11	24
%V	4.2%	4.2%	3.9%	3.4%	4.8%	4.7%	4.9%	4.3%
%H		96.6%	51.7%	6.9%	79.3%	41.4%	37.9%	82.8%
Not working	288	276	146	24	201	95	105	200
%V	41.4%	41.3%	38.0%	40.7%	42.1%	37.5%	46.7%	35.7%
%H		95.8%	50.7%	8.3%	69.8%	33.0%	36.5%	69.4%
Housewife/Houseperson	141	130	56	11	96	35	61	77
%V	20.3%	19.4%	14.6%	18.6%	20.1%	13.8%	27.1%	13.7%
%H		92.2%	39.7%	7.8%	68.1%	24.8%	43.3%	54.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	718	397	62	524	264	259	578
%H		97.3%	53.8%	8.4%	71.0%	35.8%	35.1%	78.3%
16 - 19	46	45	29	4	32	20	12	41
%V	6.2%	6.3%	7.3%	6.5%	6.1%	7.6%	4.6%	7.1%
%H		97.8%	63.0%	8.7%	69.6%	43.5%	26.1%	89.1%
20 - 24	57	53	31	3	39	20	19	51
%V	7.7%	7.4%	7.8%	4.8%	7.4%	7.6%	7.3%	8.8%
%H		93.0%	54.4%	5.3%	68.4%	35.1%	33.3%	89.5%
25 - 34	128	124	75	14	79	45	34	112
%V	17.3%	17.3%	18.9%	22.6%	15.1%	17.0%	13.1%	19.4%
%H		96.9%	58.6%	10.9%	61.7%	35.2%	26.6%	87.5%
35 - 44	123	119	75	9	78	44	35	111
%V	16.7%	16.6%	18.9%	14.5%	14.9%	16.7%	13.5%	19.2%
%H		96.7%	61.0%	7.3%	63.4%	35.8%	28.5%	90.2%
45 - 54	131	128	79	10	94	54	40	119
%V	17.8%	17.8%	19.9%	16.1%	17.9%	20.5%	15.4%	20.6%
%H		97.7%	60.3%	7.6%	71.8%	41.2%	30.5%	90.8%
55 - 64	101	100	56	10	76	42	34	81
%V	13.7%	13.9%	14.1%	16.1%	14.5%	15.9%	13.1%	14.0%
%H		99.0%	55.4%	9.9%	75.2%	41.6%	33.7%	80.2%
65+	153	149	52	11	125	40	85	63
%V	20.7%	20.8%	13.1%	17.7%	23.9%	15.2%	32.8%	10.9%
%H		97.4%	34.0%	7.2%	81.7%	26.1%	55.6%	41.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	718	397	62	524	264	259	578
%H		97.3%	53.8%	8.4%	71.0%	35.8%	35.1%	78.3%
AB	161	157	96	15	118	70	48	146
%V	21.8%	21.9%	24.2%	24.2%	22.5%	26.5%	18.5%	25.3%
%H		97.5%	59.6%	9.3%	73.3%	43.5%	29.8%	90.7%
C1	192	185	102	16	139	73	66	164
%V	26.0%	25.8%	25.7%	25.8%	26.5%	27.7%	25.5%	28.4%
%H		96.4%	53.1%	8.3%	72.4%	38.0%	34.4%	85.4%
C2	139	136	82	8	97	52	45	116
%V	18.8%	18.9%	20.7%	12.9%	18.5%	19.7%	17.4%	20.1%
%H		97.8%	59.0%	5.8%	69.8%	37.4%	32.4%	83.5%
D	130	127	69	9	87	38	49	93
%V	17.6%	17.7%	17.4%	14.5%	16.6%	14.4%	18.9%	16.1%
%H		97.7%	53.1%	6.9%	66.9%	29.2%	37.7%	71.5%
E	116	113	49	13	83	32	50	58
%V	15.7%	15.7%	12.3%	21.0%	15.8%	12.1%	19.3%	10.0%
%H		97.4%	42.2%	11.2%	71.6%	27.6%	43.1%	50.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	718	397	62	524	264	259	578
%H		97.3%	53.8%	8.4%	71.0%	35.8%	35.1%	78.3%
Working full time	232	225	136	18	162	91	72	208
%V	31.4%	31.3%	34.3%	29.0%	30.9%	34.5%	27.8%	36.0%
%H		97.0%	58.6%	7.8%	69.8%	39.2%	31.0%	89.7%
Working part time	117	116	74	10	78	47	31	107
%V	15.9%	16.2%	18.6%	16.1%	14.9%	17.8%	12.0%	18.5%
%H		99.1%	63.2%	8.5%	66.7%	40.2%	26.5%	91.5%
Not working	389	377	188	33	283	127	157	262
%V	52.7%	52.5%	47.4%	53.2%	54.0%	48.1%	60.6%	45.3%
%H		96.9%	48.3%	8.5%	72.8%	32.6%	40.4%	67.4%
Housewife/Houseperson	586	570	308	51	413	202	211	446
%V	79.4%	79.4%	77.6%	82.3%	78.8%	76.5%	81.5%	77.2%
%H		97.3%	52.6%	8.7%	70.5%	34.5%	36.0%	76.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

Contents	Page
Household	
Table 13.1: Social Grade	340
Table 13.2: Housewife Age	341
Table 13.3: Size of Household	342
Table 13.4: Presence of Children	343
Table 13.5: Number of TV sets in household	344
Table 13.6: Screen size	345
Table 13.7: Location of ANY set in household	346
Table 13.8: Platform Provider	347
Table 13.9: Recorders and other equipment	348
Table 13.10: Computers and Internet	349
Sets	
Table 13.11: Screen Size	350
Table 13.12: Location of set	351
Table 13.13: Recorders	352
Table 13.14: Other TV equipment	352
Table 13.15: Main Set Screen Size	353
Table 13.16: Main Set Recorders	354
Table 13.17: Main Set - Other TV equipment	354
Table 13.18: Other Sets (non-Main Set) Screen Size	355
Table 13.19: Other Set (non-Main Set) Recorders	356
Table 13.20: Other Set (non-Main Set) - Other TV equipment	356
Individuals	
Table 13.21: Age of Children	357
Table 13.22: Adults - Age	358
Table 13.23: Social Grade (Adults 16+)	359
Table 13.24: Working Status (Adults 16+)	360
Table 13.25: Males - Age	361
Table 13.26: Social Grade (Males 16+)	362
Table 13.27: Working Status (Males 16+)	363
Table 13.28: Females - Age	364
Table 13.29: Social Grade (Females 16+)	365
Table 13.30: Working Status (Females 16+)	366

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
AB	274	266	162	23	176	97	80	239
%V	20.8%	21.0%	22.5%	19.2%	21.4%	23.9%	19.3%	25.4%
%H (All HH)		97.1%	59.1%	8.4%	64.2%	35.4%	29.2%	87.2%
%H (TV HH)			60.9%	8.6%	66.2%	36.5%	30.1%	
C1	325	310	168	35	198	97	101	261
%V	24.6%	24.5%	23.4%	29.2%	24.1%	23.9%	24.3%	27.7%
%H (All HH)		95.4%	51.7%	10.8%	60.9%	29.8%	31.1%	80.3%
%H (TV HH)			54.2%	11.3%	63.9%	31.3%	32.6%	
C2	306	295	180	29	190	105	85	224
%V	23.2%	23.3%	25.0%	24.2%	23.1%	25.9%	20.5%	23.8%
%H (All HH)		96.4%	58.8%	9.5%	62.1%	34.3%	27.8%	73.2%
%H (TV HH)			61.0%	9.8%	64.4%	35.6%	28.8%	
D	241	231	129	22	144	64	80	145
%V	18.3%	18.3%	17.9%	18.3%	17.5%	15.8%	19.3%	15.4%
%H (All HH)		95.9%	53.5%	9.1%	59.8%	26.6%	33.2%	60.2%
%H (TV HH)			55.8%	9.5%	62.3%	27.7%	34.6%	
E	173	164	80	11	112	43	69	72
%V	13.1%	13.0%	11.1%	9.2%	13.6%	10.6%	16.6%	7.6%
%H (All HH)		94.8%	46.2%	6.4%	64.7%	24.9%	39.9%	41.6%
%H (TV HH)			48.8%	6.7%	68.3%	26.2%	42.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%V (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
Under 25	63	55	26	7	29	12	17	47
%V	4.8%	4.3%	3.6%	5.8%	3.5%	3.0%	4.1%	5.0%
%H (All HH)		87.3%	41.3%	11.1%	46.0%	19.0%	27.0%	74.6%
%H (TV HH)			47.3%	12.7%	52.7%	21.8%	30.9%	
25 - 34	184	175	108	18	98	53	46	152
%V	13.9%	13.8%	15.0%	15.0%	11.9%	13.1%	11.1%	16.1%
%H (All HH)		95.1%	58.7%	9.8%	53.3%	28.8%	25.0%	82.6%
%H (TV HH)			61.7%	10.3%	56.0%	30.3%	26.3%	
35 - 44	201	193	122	22	117	70	47	175
%V	15.2%	15.3%	17.0%	18.3%	14.3%	17.2%	11.3%	18.6%
%H (All HH)		96.0%	60.7%	10.9%	58.2%	34.8%	23.4%	87.1%
%H (TV HH)			63.2%	11.4%	60.6%	36.3%	24.4%	
45 - 54	252	244	154	24	160	95	66	210
%V	19.1%	19.3%	21.4%	20.0%	19.5%	23.4%	15.9%	22.3%
%H (All HH)		96.8%	61.1%	9.5%	63.5%	37.7%	26.2%	83.3%
%H (TV HH)			63.1%	9.8%	65.6%	38.9%	27.0%	
55 - 64	230	222	130	19	147	75	72	177
%V	17.4%	17.5%	18.1%	15.8%	17.9%	18.5%	17.3%	18.8%
%H (All HH)		96.5%	56.5%	8.3%	63.9%	32.6%	31.3%	77.0%
%H (TV HH)			58.6%	8.6%	66.2%	33.8%	32.4%	
65 +	389	377	179	30	270	101	169	181
%V	29.5%	29.8%	24.9%	25.0%	32.9%	24.9%	40.7%	19.2%
%H (All HH)		96.9%	46.0%	7.7%	69.4%	26.0%	43.4%	46.5%
%H (TV HH)			47.5%	8.0%	71.6%	26.8%	44.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
1	413	384	162	30	268	79	188	188
%V	31.3%	30.4%	22.5%	25.0%	32.6%	19.5%	45.3%	20.0%
%H (All HH)		93.0%	39.2%	7.3%	64.9%	19.1%	45.5%	45.5%
%H (TV HH)			42.2%	7.8%	69.8%	20.6%	49.0%	
2	449	436	265	41	282	154	128	346
%V	34.0%	34.5%	36.9%	34.2%	34.3%	37.9%	30.8%	36.7%
%H (All HH)		97.1%	59.0%	9.1%	62.8%	34.3%	28.5%	77.1%
%H (TV HH)			60.8%	9.4%	64.7%	35.3%	29.4%	
3	212	206	135	21	127	80	47	181
%V	16.1%	16.3%	18.8%	17.5%	15.5%	19.7%	11.3%	19.2%
%H (All HH)		97.2%	63.7%	9.9%	59.9%	37.7%	22.2%	85.4%
%H (TV HH)			65.5%	10.2%	61.7%	38.8%	22.8%	
4	161	157	109	17	96	64	32	150
%V	12.2%	12.4%	15.2%	14.2%	11.7%	15.8%	7.7%	15.9%
%H (All HH)		97.5%	67.7%	10.6%	59.6%	39.8%	19.9%	93.2%
%H (TV HH)			69.4%	10.8%	61.1%	40.8%	20.4%	
5+	84	81	49	10	49	29	20	76
%V	6.4%	6.4%	6.8%	8.3%	6.0%	7.1%	4.8%	8.1%
%H (All HH)		96.4%	58.3%	11.9%	58.3%	34.5%	23.8%	90.5%
%H (TV HH)			60.5%	12.3%	60.5%	35.8%	24.7%	
Average HH size	2.31	2.32	2.49	2.50	2.26	2.55	1.98	2.59

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
Without	997	950	509	88	639	294	345	661
%V	75.6%	75.1%	70.8%	73.3%	77.8%	72.4%	83.1%	70.2%
%H (All HH)		95.3%	51.1%	8.8%	64.1%	29.5%	34.6%	66.3%
%H (TV HH)			53.6%	9.3%	67.3%	30.9%	36.3%	
With	322	315	210	32	182	112	70	281
%V	24.4%	24.9%	29.2%	26.7%	22.2%	27.6%	16.9%	29.8%
%H (All HH)		97.8%	65.2%	9.9%	56.5%	34.8%	21.7%	87.3%
%H (TV HH)			66.7%	10.2%	57.8%	35.6%	22.2%	
0 - 3	123	119	76	13	61	33	29	101
%V	9.3%	9.4%	10.6%	10.8%	7.4%	8.1%	7.0%	10.7%
%H (All HH)		96.7%	61.8%	10.6%	49.6%	26.8%	23.6%	82.1%
%H (TV HH)			63.9%	10.9%	51.3%	27.7%	24.4%	
4 - 9	163	158	108	17	89	56	33	142
%V	12.4%	12.5%	15.0%	14.2%	10.8%	13.8%	8.0%	15.1%
%H (All HH)		96.9%	66.3%	10.4%	54.6%	34.4%	20.2%	87.1%
%H (TV HH)			68.4%	10.8%	56.3%	35.4%	20.9%	
10 - 15	153	151	102	14	95	62	33	141
%V	11.6%	11.9%	14.2%	11.7%	11.6%	15.3%	8.0%	15.0%
%H (All HH)		98.7%	66.7%	9.2%	62.1%	40.5%	21.6%	92.2%
%H (TV HH)			67.5%	9.3%	62.9%	41.1%	21.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
1	448	448	208	39	245	55	190	265
%V	34.0%	35.4%	28.9%	32.5%	29.8%	13.5%	45.8%	28.1%
%H (All HH)		100.0%	46.4%	8.7%	54.7%	12.3%	42.4%	59.2%
%H (TV HH)			46.4%	8.7%	54.7%	12.3%	42.4%	
2	447	447	254	46	301	155	146	326
%V	33.9%	35.3%	35.3%	38.3%	36.7%	38.2%	35.2%	34.6%
%H (All HH)		100.0%	56.8%	10.3%	67.3%	34.7%	32.7%	72.9%
%H (TV HH)			56.8%	10.3%	67.3%	34.7%	32.7%	
3	222	222	148	21	160	107	54	182
%V	16.8%	17.5%	20.6%	17.5%	19.5%	26.4%	13.0%	19.3%
%H (All HH)		100.0%	66.7%	9.5%	72.1%	48.2%	24.3%	82.0%
%H (TV HH)			66.7%	9.5%	72.1%	48.2%	24.3%	
4	99	99	70	11	74	56	18	91
%V	7.5%	7.8%	9.7%	9.2%	9.0%	13.8%	4.3%	9.7%
%H (All HH)		100.0%	70.7%	11.1%	74.7%	56.6%	18.2%	91.9%
%H (TV HH)			70.7%	11.1%	74.7%	56.6%	18.2%	
5+	49	49	39	3	41	34	7	48
%V	3.7%	3.9%	5.4%	2.5%	5.0%	8.4%	1.7%	5.1%
%H (All HH)		100.0%	79.6%	6.1%	83.7%	69.4%	14.3%	98.0%
%H (TV HH)			79.6%	6.1%	83.7%	69.4%	14.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%V (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%V (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
Under 20"	339	339	204	27	253	146	107	253
%V	25.7%	26.8%	28.4%	22.5%	30.8%	36.0%	25.8%	26.9%
%H (All HH)		100.0%	60.2%	8.0%	74.6%	43.1%	31.6%	74.6%
%H (TV HH)			60.2%	8.0%	74.6%	43.1%	31.6%	
20" - 29"	523	523	296	44	385	205	181	370
%V	39.7%	41.3%	41.2%	36.7%	46.9%	50.5%	43.6%	39.3%
%H (All HH)		100.0%	56.6%	8.4%	73.6%	39.2%	34.6%	70.7%
%H (TV HH)			56.6%	8.4%	73.6%	39.2%	34.6%	
30" - 39"	706	706	408	72	466	244	222	526
%V	53.5%	55.8%	56.7%	60.0%	56.8%	60.1%	53.5%	55.8%
%H (All HH)		100.0%	57.8%	10.2%	66.0%	34.6%	31.4%	74.5%
%H (TV HH)			57.8%	10.2%	66.0%	34.6%	31.4%	
40" and over	544	544	373	55	330	216	114	458
%V	41.2%	43.0%	51.9%	45.8%	40.2%	53.2%	27.5%	48.6%
%H (All HH)		100.0%	68.6%	10.1%	60.7%	39.7%	21.0%	84.2%
%H (TV HH)			68.6%	10.1%	60.7%	39.7%	21.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%V (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
Main living room	1247	1247	713	119	810	403	408	900
%V	94.5%	98.6%	99.2%	99.2%	98.7%	99.3%	98.3%	95.5%
%H (All HH)		100.0%	57.2%	9.5%	65.0%	32.3%	32.7%	72.2%
%H (TV HH)			57.2%	9.5%	65.0%	32.3%	32.7%	
Kitchen	181	181	117	12	145	91	53	140
%V	13.7%	14.3%	16.3%	10.0%	17.7%	22.4%	12.8%	14.9%
%H (All HH)		100.0%	64.6%	6.6%	80.1%	50.3%	29.3%	77.3%
%H (TV HH)			64.6%	6.6%	80.1%	50.3%	29.3%	
Adult's bedroom	580	580	366	61	413	259	154	465
%V	44.0%	45.8%	50.9%	50.8%	50.3%	63.8%	37.1%	49.4%
%H (All HH)		100.0%	63.1%	10.5%	71.2%	44.7%	26.6%	80.2%
%H (TV HH)			63.1%	10.5%	71.2%	44.7%	26.6%	
Child's bedroom	151	151	104	16	100	70	30	133
%V	11.4%	11.9%	14.5%	13.3%	12.2%	17.2%	7.2%	14.1%
%H (All HH)		100.0%	68.9%	10.6%	66.2%	46.4%	19.9%	88.1%
%H (TV HH)			68.9%	10.6%	66.2%	46.4%	19.9%	
Other bedroom	72	72	50	5	50	35	15	61
%V	5.5%	5.7%	7.0%	4.2%	6.1%	8.6%	3.6%	6.5%
%H (All HH)		100.0%	69.4%	6.9%	69.4%	48.6%	20.8%	84.7%
%H (TV HH)			69.4%	6.9%	69.4%	48.6%	20.8%	
Second living/dining room	165	165	107	15	122	79	44	134
%V	12.5%	13.0%	14.9%	12.5%	14.9%	19.5%	10.6%	14.2%
%H (All HH)		100.0%	64.8%	9.1%	73.9%	47.9%	26.7%	81.2%
%H (TV HH)			64.8%	9.1%	73.9%	47.9%	26.7%	
Study/office	14	14	11	1	10	7	3	13
%V	1.1%	1.1%	1.5%	0.8%	1.2%	1.7%	0.7%	1.4%
%H (All HH)		100.0%	78.6%	7.1%	71.4%	50.0%	21.4%	92.9%
%H (TV HH)			78.6%	7.1%	71.4%	50.0%	21.4%	
TV room	9	9	7	0	6	5	1	9
%V	0.7%	0.7%	1.0%	0.0%	0.7%	1.2%	0.2%	1.0%
%H (All HH)		100.0%	77.8%	0.0%	66.7%	55.6%	11.1%	100.0%
%H (TV HH)			77.8%	0.0%	66.7%	55.6%	11.1%	
Conservatory	27	27	19	2	22	16	6	23
%V	2.0%	2.1%	2.6%	1.7%	2.7%	3.9%	1.4%	2.4%
%H (All HH)		100.0%	70.4%	7.4%	81.5%	59.3%	22.2%	85.2%
%H (TV HH)			70.4%	7.4%	81.5%	59.3%	22.2%	
Attic or loft room	4	4	2	1	2	2	1	4
%V	0.3%	0.3%	0.3%	0.8%	0.2%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	50.0%	25.0%	
No specific location	3	3	2	0	2	1	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	0.0%	66.7%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	0.0%	
Other	8	8	6	0	7	5	2	7
%V	0.6%	0.6%	0.8%	0.0%	0.9%	1.2%	0.5%	0.7%
%H (All HH)		100.0%	75.0%	0.0%	87.5%	62.5%	25.0%	87.5%
%H (TV HH)			75.0%	0.0%	87.5%	62.5%	25.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
Any DSAT provider	719	719	719	6	355	355	0	572
%V	54.5%	56.8%	100.0%	5.0%	43.2%	87.4%	0.0%	60.7%
%H (All HH)			100.0%	0.8%	49.4%	49.4%	0.0%	79.6%
%H (TV HH)			100.0%	0.8%	49.4%	49.4%	0.0%	
Sky with subcription	595	595	595	2	292	292	0	486
%V	45.1%	47.0%	82.8%	1.7%	35.6%	71.9%	0.0%	51.6%
%H (All HH)			100.0%	0.3%	49.1%	49.1%	0.0%	81.7%
%H (TV HH)			100.0%	0.3%	49.1%	49.1%	0.0%	
Sky without subscription	69	69	69	2	34	34	0	42
%V	5.2%	5.5%	9.6%	1.7%	4.1%	8.4%	0.0%	4.5%
%H (All HH)			100.0%	2.9%	49.3%	49.3%	0.0%	60.9%
%H (TV HH)			100.0%	2.9%	49.3%	49.3%	0.0%	
Freesat	57	57	57	2	29	29	0	45
%V	4.3%	4.5%	7.9%	1.7%	3.5%	7.1%	0.0%	4.8%
%H (All HH)			100.0%	3.5%	50.9%	50.9%	0.0%	78.9%
%H (TV HH)			100.0%	3.5%	50.9%	50.9%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	7
%V	0.7%	0.7%	1.3%	0.0%	0.6%	1.2%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	120	120	6	120	53	53	0	101
%V	9.1%	9.5%	0.8%	100.0%	6.5%	13.1%	0.0%	10.7%
%H (All HH)			5.0%	100.0%	44.2%	44.2%	0.0%	84.2%
%H (TV HH)			5.0%	100.0%	44.2%	44.2%	0.0%	
DTT	821	821	355	53	821	406	415	569
%V	62.2%	64.9%	49.4%	44.2%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	43.2%	6.5%	100.0%	49.5%	50.5%	69.3%
%H (TV HH)			43.2%	6.5%	100.0%	49.5%	50.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%H (All HH)		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (TV HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
PVR	796	796	574	100	461	336	125	672
%V	60.3%	62.9%	79.8%	83.3%	56.2%	82.8%	30.1%	71.3%
%H (All HH)		100.0%	72.1%	12.6%	57.9%	42.2%	15.7%	84.4%
%H (TV HH)			72.1%	12.6%	57.9%	42.2%	15.7%	
DVDR	74	74	41	9	52	29	24	59
%V	5.6%	5.8%	5.7%	7.5%	6.3%	7.1%	5.8%	6.3%
%H (All HH)		100.0%	55.4%	12.2%	70.3%	39.2%	32.4%	79.7%
%H (TV HH)			55.4%	12.2%	70.3%	39.2%	32.4%	
VCR	31	31	15	4	25	12	12	19
%V	2.4%	2.5%	2.1%	3.3%	3.0%	3.0%	2.9%	2.0%
%H (All HH)		100.0%	48.4%	12.9%	80.6%	38.7%	38.7%	61.3%
%H (TV HH)			48.4%	12.9%	80.6%	38.7%	38.7%	
Any recorder	831	831	585	102	489	342	147	694
%V	63.0%	65.7%	81.4%	85.0%	59.6%	84.2%	35.4%	73.7%
%H (All HH)		100.0%	70.4%	12.3%	58.8%	41.2%	17.7%	83.5%
%H (TV HH)			70.4%	12.3%	58.8%	41.2%	17.7%	
Receives HDTV (via STB or built-in reception)	588	588	396	83	351	239	112	503
%V	44.6%	46.5%	55.1%	69.2%	42.8%	58.9%	27.0%	53.4%
%H (All HH)		100.0%	67.3%	14.1%	59.7%	40.6%	19.0%	85.5%
%H (TV HH)			67.3%	14.1%	59.7%	40.6%	19.0%	
DVD/Blu-ray player or recorder	1020	1020	602	102	672	358	315	776
%V	77.3%	80.6%	83.7%	85.0%	81.9%	88.2%	75.9%	82.4%
%H (All HH)		100.0%	59.0%	10.0%	65.9%	35.1%	30.9%	76.1%
%H (TV HH)			59.0%	10.0%	65.9%	35.1%	30.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1319	1265	719	120	821	406	415	942
%V		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%
%H (All HH)			56.8%	9.5%	64.9%	32.1%	32.8%	
%H (TV HH)								
Has broadband internet	942	912	572	101	569	337	232	942
%V	71.4%	72.1%	79.6%	84.2%	69.3%	83.0%	55.9%	100.0%
%H (All HH)		96.8%	60.7%	10.7%	60.4%	35.8%	24.6%	100.0%
%H (TV HH)			62.7%	11.1%	62.4%	37.0%	25.4%	
Number of computers (PCs and laptops)								
0	325	306	127	19	218	59	159	12
%V	24.6%	24.2%	17.7%	15.8%	26.6%	14.5%	38.3%	1.3%
%H (All HH)		94.2%	39.1%	5.8%	67.1%	18.2%	48.9%	3.7%
%H (TV HH)			41.5%	6.2%	71.2%	19.3%	52.0%	
1	423	402	228	38	251	119	132	376
%V	32.1%	31.8%	31.7%	31.7%	30.6%	29.3%	31.8%	39.9%
%H (All HH)		95.0%	53.9%	9.0%	59.3%	28.1%	31.2%	88.9%
%H (TV HH)			56.7%	9.5%	62.4%	29.6%	32.8%	
2	278	272	172	31	175	108	68	264
%V	21.1%	21.5%	23.9%	25.8%	21.3%	26.6%	16.4%	28.0%
%H (All HH)		97.8%	61.9%	11.2%	62.9%	38.8%	24.5%	95.0%
%H (TV HH)			63.2%	11.4%	64.3%	39.7%	25.0%	
3	138	135	91	13	80	52	29	136
%V	10.5%	10.7%	12.7%	10.8%	9.7%	12.8%	7.0%	14.4%
%H (All HH)		97.8%	65.9%	9.4%	58.0%	37.7%	21.0%	98.6%
%H (TV HH)			67.4%	9.6%	59.3%	38.5%	21.5%	
4	76	74	50	8	48	34	14	76
%V	5.8%	5.8%	7.0%	6.7%	5.8%	8.4%	3.4%	8.1%
%H (All HH)		97.4%	65.8%	10.5%	63.2%	44.7%	18.4%	100.0%
%H (TV HH)			67.6%	10.8%	64.9%	45.9%	18.9%	
5+	79	77	52	10	48	35	14	78
%V	6.0%	6.1%	7.2%	8.3%	5.8%	8.6%	3.4%	8.3%
%H (All HH)		97.5%	65.8%	12.7%	60.8%	44.3%	17.7%	98.7%
%H (TV HH)			67.5%	13.0%	62.3%	45.5%	18.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2669	1650	256	1848	1092	756	2088
%H		61.8%	9.6%	69.2%	40.9%	28.3%	78.2%
Under 20"	433	266	36	328	197	130	331
%V	16.2%	16.1%	14.1%	17.7%	18.0%	17.2%	15.9%
%H		61.4%	8.3%	75.8%	45.5%	30.0%	76.4%
20" - 29"	686	404	58	516	296	220	508
%V	25.7%	24.5%	22.7%	27.9%	27.1%	29.1%	24.3%
%H		58.9%	8.5%	75.2%	43.1%	32.1%	74.1%
30" - 39"	863	512	93	578	321	257	664
%V	32.3%	31.0%	36.3%	31.3%	29.4%	34.0%	31.8%
%H		59.3%	10.8%	67.0%	37.2%	29.8%	76.9%
40" and over	650	450	66	400	267	133	558
%V	24.4%	27.3%	25.8%	21.6%	24.5%	17.6%	26.7%
%H		69.2%	10.2%	61.5%	41.1%	20.5%	85.8%
Don't know	37	18	3	26	10	16	28
%V	1.4%	1.1%	1.2%	1.4%	0.9%	2.1%	1.3%
%H		48.6%	8.1%	70.3%	27.0%	43.2%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2669	1650	256	1848	1092	756	2088
%H		61.8%	9.6%	69.2%	40.9%	28.3%	78.2%
Main living room	1259	718	120	819	407	412	910
%V	47.2%	43.5%	46.9%	44.3%	37.3%	54.5%	43.6%
%H		57.0%	9.5%	65.1%	32.3%	32.7%	72.3%
Kitchen	181	118	12	145	92	53	141
%V	6.8%	7.2%	4.7%	7.8%	8.4%	7.0%	6.8%
%H		65.2%	6.6%	80.1%	50.8%	29.3%	77.9%
Adult's bedroom	699	448	77	505	330	176	575
%V	26.2%	27.2%	30.1%	27.3%	30.2%	23.3%	27.5%
%H		64.1%	11.0%	72.2%	47.2%	25.2%	82.3%
Child's bedroom	204	144	22	138	100	38	185
%V	7.6%	8.7%	8.6%	7.5%	9.2%	5.0%	8.9%
%H		70.6%	10.8%	67.6%	49.0%	18.6%	90.7%
Other bedroom	91	63	6	65	45	20	80
%V	3.4%	3.8%	2.3%	3.5%	4.1%	2.6%	3.8%
%H		69.2%	6.6%	71.4%	49.5%	22.0%	87.9%
Second living/dining room	169	110	15	125	81	44	137
%V	6.3%	6.7%	5.9%	6.8%	7.4%	5.8%	6.6%
%H		65.1%	8.9%	74.0%	47.9%	26.0%	81.1%
Study/office	15	12	1	11	8	3	14
%V	0.6%	0.7%	0.4%	0.6%	0.7%	0.4%	0.7%
%H		80.0%	6.7%	73.3%	53.3%	20.0%	93.3%
TV room	10	8	0	6	5	1	9
%V	0.4%	0.5%	0.0%	0.3%	0.5%	0.1%	0.4%
%H		80.0%	0.0%	60.0%	50.0%	10.0%	90.0%
Conservatory	27	19	2	22	16	6	23
%V	1.0%	1.2%	0.8%	1.2%	1.5%	0.8%	1.1%
%H		70.4%	7.4%	81.5%	59.3%	22.2%	85.2%
Attic or loft room	4	3	1	2	2	1	4
%V	0.1%	0.2%	0.4%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
No specific location	3	2	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	0.0%	66.7%
Other	8	6	0	7	5	2	7
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		75.0%	0.0%	87.5%	62.5%	25.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2669	1650	256	1848	1092	756	2088
%H		61.8%	9.6%	69.2%	40.9%	28.3%	78.2%
PVR	1060	790	135	593	452	141	916
%V	39.7%	47.9%	52.7%	32.1%	41.4%	18.7%	43.9%
%H		74.5%	12.7%	55.9%	42.6%	13.3%	86.4%
DVDR	82	45	9	58	31	27	66
%V	3.1%	2.7%	3.5%	3.1%	2.8%	3.6%	3.2%
%H		54.9%	11.0%	70.7%	37.8%	32.9%	80.5%
VCR	34	18	5	27	14	13	21
%V	1.3%	1.1%	2.0%	1.5%	1.3%	1.7%	1.0%
%H		52.9%	14.7%	79.4%	41.2%	38.2%	61.8%
Any recorder	1115	814	140	638	471	167	954
%V	41.8%	49.3%	54.7%	34.5%	43.1%	22.1%	45.7%
%H		73.0%	12.6%	57.2%	42.2%	15.0%	85.6%

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	2669	1650	256	1848	1092	756	2088
%H		61.8%	9.6%	69.2%	40.9%	28.3%	78.2%
Receives HDTV (via STB or built-in reception)	818	549	124	497	346	151	713
%V	30.6%	33.3%	48.4%	26.9%	31.7%	20.0%	34.1%
%H		67.1%	15.2%	60.8%	42.3%	18.5%	87.2%
DVD/Blu-ray player or recorder	1563	973	158	1091	658	433	1255
%V	58.6%	59.0%	61.7%	59.0%	60.3%	57.3%	60.1%
%H		62.3%	10.1%	69.8%	42.1%	27.7%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1263	719	120	821	406	415	911
%H		56.9%	9.5%	65.0%	32.1%	32.9%	72.1%
Under 20"	23	7	1	18	4	14	11
%V	1.8%	1.0%	0.8%	2.2%	1.0%	3.4%	1.2%
%H		30.4%	4.3%	78.3%	17.4%	60.9%	47.8%
20" - 29"	198	79	16	143	43	100	103
%V	15.7%	11.0%	13.3%	17.4%	10.6%	24.1%	11.3%
%H		39.9%	8.1%	72.2%	21.7%	50.5%	52.0%
30" - 39"	513	272	50	340	151	189	353
%V	40.6%	37.8%	41.7%	41.4%	37.2%	45.5%	38.7%
%H		53.0%	9.7%	66.3%	29.4%	36.8%	68.8%
40" and over	520	358	52	314	207	107	438
%V	41.2%	49.8%	43.3%	38.2%	51.0%	25.8%	48.1%
%H		68.8%	10.0%	60.4%	39.8%	20.6%	84.2%
Don't know	8	3	1	5	1	4	6
%V	0.6%	0.4%	0.8%	0.6%	0.2%	1.0%	0.7%
%H		37.5%	12.5%	62.5%	12.5%	50.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1263	719	120	821	406	415	911
%H		56.9%	9.5%	65.0%	32.1%	32.9%	72.1%
PVR	775	561	99	444	325	118	655
%V	61.4%	78.0%	82.5%	54.1%	80.0%	28.4%	71.9%
%H		72.4%	12.8%	57.3%	41.9%	15.2%	84.5%
DVDR	62	34	7	44	23	21	49
%V	4.9%	4.7%	5.8%	5.4%	5.7%	5.1%	5.4%
%H		54.8%	11.3%	71.0%	37.1%	33.9%	79.0%
VCR	24	10	3	19	7	12	14
%V	1.9%	1.4%	2.5%	2.3%	1.7%	2.9%	1.5%
%H		41.7%	12.5%	79.2%	29.2%	50.0%	58.3%
Any recorder	809	572	100	471	333	139	676
%V	64.1%	79.6%	83.3%	57.4%	82.0%	33.5%	74.2%
%H		70.7%	12.4%	58.2%	41.2%	17.2%	83.6%

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	1263	719	120	821	406	415	911
%H		56.9%	9.5%	65.0%	32.1%	32.9%	72.1%
Receives HDTV (via STB or built-in reception)	566	383	81	334	229	105	485
%V	44.8%	53.3%	67.5%	40.7%	56.4%	25.3%	53.2%
%H		67.7%	14.3%	59.0%	40.5%	18.6%	85.7%
DVD/Blu-ray player or recorder	946	556	93	617	322	295	720
%V	74.9%	77.3%	77.5%	75.2%	79.3%	71.1%	79.0%
%H		58.8%	9.8%	65.2%	34.0%	31.2%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1406	931	136	1027	686	342	1177
%H		66.2%	9.7%	73.0%	48.8%	24.3%	83.7%
Under 20"	410	259	35	310	194	116	319
%V	29.2%	27.8%	25.7%	30.2%	28.3%	33.9%	27.1%
%H		63.2%	8.5%	75.6%	47.3%	28.3%	77.8%
20" - 29"	488	325	42	373	253	120	405
%V	34.7%	34.9%	30.9%	36.3%	36.9%	35.1%	34.4%
%H		66.6%	8.6%	76.4%	51.8%	24.6%	83.0%
30" - 39"	350	240	43	238	170	68	311
%V	24.9%	25.8%	31.6%	23.2%	24.8%	19.9%	26.4%
%H		68.6%	12.3%	68.0%	48.6%	19.4%	88.9%
40" and over	131	92	13	86	60	26	121
%V	9.3%	9.9%	9.6%	8.4%	8.7%	7.6%	10.3%
%H		70.2%	9.9%	65.6%	45.8%	19.8%	92.4%
Don't know	29	15	2	21	9	12	22
%V	2.1%	1.6%	1.5%	2.0%	1.3%	3.5%	1.9%
%H		51.7%	6.9%	72.4%	31.0%	41.4%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1406	931	136	1027	686	342	1177
%H		66.2%	9.7%	73.0%	48.8%	24.3%	83.7%
PVR	285	229	36	150	126	23	261
%V	20.3%	24.6%	26.5%	14.6%	18.4%	6.7%	22.2%
%H		80.4%	12.6%	52.6%	44.2%	8.1%	91.6%
DVDR	20	11	3	14	8	6	17
%V	1.4%	1.2%	2.2%	1.4%	1.2%	1.8%	1.4%
%H		55.0%	15.0%	70.0%	40.0%	30.0%	85.0%
VCR	10	8	1	8	7	1	7
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.3%	0.6%
%H		80.0%	10.0%	80.0%	70.0%	10.0%	70.0%
Any recorder	306	242	39	166	138	29	277
%V	21.8%	26.0%	28.7%	16.2%	20.1%	8.5%	23.5%
%H		79.1%	12.7%	54.2%	45.1%	9.5%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1406	931	136	1027	686	342	1177
%H		66.2%	9.7%	73.0%	48.8%	24.3%	83.7%
Receives HDTV (via STB or built-in reception)	252	165	43	163	117	46	227
%V	17.9%	17.7%	31.6%	15.9%	17.1%	13.5%	19.3%
%H		65.5%	17.1%	64.7%	46.4%	18.3%	90.1%
DVD/Blu-ray player or recorder	617	418	64	475	336	139	535
%V	43.9%	44.9%	47.1%	46.3%	49.0%	40.6%	45.5%
%H		67.7%	10.4%	77.0%	54.5%	22.5%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2941	1791	300	1858	1037	821	2436
%H		96.6%	58.8%	9.9%	61.0%	34.1%	27.0%	80.0%
Total Children	556	542	356	57	314	191	123	488
%V	18.3%	18.4%	19.9%	19.0%	16.9%	18.4%	15.0%	20.0%
%H		97.5%	64.0%	10.3%	56.5%	34.4%	22.1%	87.8%
0 - 3	145	140	88	16	71	37	34	120
%V	4.8%	4.8%	4.9%	5.3%	3.8%	3.6%	4.1%	4.9%
%H		96.6%	60.7%	11.0%	49.0%	25.5%	23.4%	82.8%
4 - 15	411	402	268	41	243	154	89	368
%V	13.5%	13.7%	15.0%	13.7%	13.1%	14.9%	10.8%	15.1%
%H		97.8%	65.2%	10.0%	59.1%	37.5%	21.7%	89.5%
4 - 9	211	205	137	21	117	72	44	185
%V	6.9%	7.0%	7.6%	7.0%	6.3%	6.9%	5.4%	7.6%
%H		97.2%	64.9%	10.0%	55.5%	34.1%	20.9%	87.7%
10 - 15	200	197	130	20	126	82	44	183
%V	6.6%	6.7%	7.3%	6.7%	6.8%	7.9%	5.4%	7.5%
%H		98.5%	65.0%	10.0%	63.0%	41.0%	22.0%	91.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2941	1791	300	1858	1037	821	2436
%H		96.6%	58.8%	9.9%	61.0%	34.1%	27.0%	80.0%
Total Adults (16+)	2488	2399	1435	243	1544	846	698	1948
%V	81.7%	81.6%	80.1%	81.0%	83.1%	81.6%	85.0%	80.0%
%H		96.4%	57.7%	9.8%	62.1%	34.0%	28.1%	78.3%
16 - 19	134	130	84	17	82	55	26	122
%V	4.4%	4.4%	4.7%	5.7%	4.4%	5.3%	3.2%	5.0%
%H		97.0%	62.7%	12.7%	61.2%	41.0%	19.4%	91.0%
20 - 24	216	198	107	23	120	64	57	187
%V	7.1%	6.7%	6.0%	7.7%	6.5%	6.2%	6.9%	7.7%
%H		91.7%	49.5%	10.6%	55.6%	29.6%	26.4%	86.6%
25 - 34	374	359	224	40	207	119	88	318
%V	12.3%	12.2%	12.5%	13.3%	11.1%	11.5%	10.7%	13.1%
%H		96.0%	59.9%	10.7%	55.3%	31.8%	23.5%	85.0%
35 - 44	362	349	221	44	208	127	81	319
%V	11.9%	11.9%	12.3%	14.7%	11.2%	12.2%	9.9%	13.1%
%H		96.4%	61.0%	12.2%	57.5%	35.1%	22.4%	88.1%
45 - 54	430	418	271	42	276	171	106	373
%V	14.1%	14.2%	15.1%	14.0%	14.9%	16.5%	12.9%	15.3%
%H		97.2%	63.0%	9.8%	64.2%	39.8%	24.7%	86.7%
55 - 64	377	367	228	29	240	131	108	304
%V	12.4%	12.5%	12.7%	9.7%	12.9%	12.6%	13.2%	12.5%
%H		97.3%	60.5%	7.7%	63.7%	34.7%	28.6%	80.6%
65+	594	579	299	48	411	178	232	326
%V	19.5%	19.7%	16.7%	16.0%	22.1%	17.2%	28.3%	13.4%
%H		97.5%	50.3%	8.1%	69.2%	30.0%	39.1%	54.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2399	1435	243	1544	846	698	1948
%H		96.4%	57.7%	9.8%	62.1%	34.0%	28.1%	78.3%
AB	548	536	342	49	354	209	144	497
%V	22.0%	22.3%	23.8%	20.2%	22.9%	24.7%	20.6%	25.5%
%H		97.8%	62.4%	8.9%	64.6%	38.1%	26.3%	90.7%
C1	634	601	333	71	387	205	182	545
%V	25.5%	25.1%	23.2%	29.2%	25.1%	24.2%	26.1%	28.0%
%H		94.8%	52.5%	11.2%	61.0%	32.3%	28.7%	86.0%
C2	614	598	382	62	382	232	151	488
%V	24.7%	24.9%	26.6%	25.5%	24.7%	27.4%	21.6%	25.1%
%H		97.4%	62.2%	10.1%	62.2%	37.8%	24.6%	79.5%
D	439	424	253	41	258	128	130	295
%V	17.6%	17.7%	17.6%	16.9%	16.7%	15.1%	18.6%	15.1%
%H		96.6%	57.6%	9.3%	58.8%	29.2%	29.6%	67.2%
E	252	240	125	20	163	72	91	122
%V	10.1%	10.0%	8.7%	8.2%	10.6%	8.5%	13.0%	6.3%
%H		95.2%	49.6%	7.9%	64.7%	28.6%	36.1%	48.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2399	1435	243	1544	846	698	1948
%H		96.4%	57.7%	9.8%	62.1%	34.0%	28.1%	78.3%
Working full time	1054	1026	670	109	640	399	242	946
%V	42.4%	42.8%	46.7%	44.9%	41.5%	47.2%	34.7%	48.6%
%H		97.3%	63.6%	10.3%	60.7%	37.9%	23.0%	89.8%
Working part time	231	223	134	25	140	78	62	194
%V	9.3%	9.3%	9.3%	10.3%	9.1%	9.2%	8.9%	10.0%
%H		96.5%	58.0%	10.8%	60.6%	33.8%	26.8%	84.0%
Not working	1203	1150	631	109	764	370	394	808
%V	48.4%	47.9%	44.0%	44.9%	49.5%	43.7%	56.4%	41.5%
%H		95.6%	52.5%	9.1%	63.5%	30.8%	32.8%	67.2%
Housewife/Houseperson	1319	1265	719	120	821	406	415	942
%V	53.0%	52.7%	50.1%	49.4%	53.2%	48.0%	59.5%	48.4%
%H		95.9%	54.5%	9.1%	62.2%	30.8%	31.5%	71.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1215	1164	712	120	739	422	317	971
%H		95.8%	58.6%	9.9%	60.8%	34.7%	26.1%	79.9%
16 - 19	70	67	45	9	40	29	12	63
%V	5.8%	5.8%	6.3%	7.5%	5.4%	6.9%	3.8%	6.5%
%H		95.7%	64.3%	12.9%	57.1%	41.4%	17.1%	90.0%
20 - 24	110	101	57	11	61	36	25	97
%V	9.1%	8.7%	8.0%	9.2%	8.3%	8.5%	7.9%	10.0%
%H		91.8%	51.8%	10.0%	55.5%	32.7%	22.7%	88.2%
25 - 34	188	179	113	21	106	62	44	161
%V	15.5%	15.4%	15.9%	17.5%	14.3%	14.7%	13.9%	16.6%
%H		95.2%	60.1%	11.2%	56.4%	33.0%	23.4%	85.6%
35 - 44	178	171	104	23	101	59	41	154
%V	14.7%	14.7%	14.6%	19.2%	13.7%	14.0%	12.9%	15.9%
%H		96.1%	58.4%	12.9%	56.7%	33.1%	23.0%	86.5%
45 - 54	210	203	134	19	133	82	51	180
%V	17.3%	17.4%	18.8%	15.8%	18.0%	19.4%	16.1%	18.5%
%H		96.7%	63.8%	9.0%	63.3%	39.0%	24.3%	85.7%
55 - 64	184	178	112	14	116	64	51	149
%V	15.1%	15.3%	15.7%	11.7%	15.7%	15.2%	16.1%	15.3%
%H		96.7%	60.9%	7.6%	63.0%	34.8%	27.7%	81.0%
65+	273	265	149	23	183	89	93	166
%V	22.5%	22.8%	20.9%	19.2%	24.8%	21.1%	29.3%	17.1%
%H		97.1%	54.6%	8.4%	67.0%	32.6%	34.1%	60.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1215	1164	712	120	739	422	317	971
%H		95.8%	58.6%	9.9%	60.8%	34.7%	26.1%	79.9%
AB	272	265	172	23	174	106	69	247
%V	22.4%	22.8%	24.2%	19.2%	23.5%	25.1%	21.8%	25.4%
%H		97.4%	63.2%	8.5%	64.0%	39.0%	25.4%	90.8%
C1	301	281	162	34	175	99	76	266
%V	24.8%	24.1%	22.8%	28.3%	23.7%	23.5%	24.0%	27.4%
%H		93.4%	53.8%	11.3%	58.1%	32.9%	25.2%	88.4%
C2	325	316	203	32	201	122	79	257
%V	26.7%	27.1%	28.5%	26.7%	27.2%	28.9%	24.9%	26.5%
%H		97.2%	62.5%	9.8%	61.8%	37.5%	24.3%	79.1%
D	208	199	121	20	118	60	58	145
%V	17.1%	17.1%	17.0%	16.7%	16.0%	14.2%	18.3%	14.9%
%H		95.7%	58.2%	9.6%	56.7%	28.8%	27.9%	69.7%
E	109	103	55	10	71	35	35	54
%V	9.0%	8.8%	7.7%	8.3%	9.6%	8.3%	11.0%	5.6%
%H		94.5%	50.5%	9.2%	65.1%	32.1%	32.1%	49.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1215	1164	712	120	739	422	317	971
%H		95.8%	58.6%	9.9%	60.8%	34.7%	26.1%	79.9%
Working full time	632	612	400	64	379	235	144	561
%V	52.0%	52.6%	56.2%	53.3%	51.3%	55.7%	45.4%	57.8%
%H		96.8%	63.3%	10.1%	60.0%	37.2%	22.8%	88.8%
Working part time	52	50	30	5	31	16	15	42
%V	4.3%	4.3%	4.2%	4.2%	4.2%	3.8%	4.7%	4.3%
%H		96.2%	57.7%	9.6%	59.6%	30.8%	28.8%	80.8%
Not working	530	502	282	50	329	170	158	367
%V	43.6%	43.1%	39.6%	41.7%	44.5%	40.3%	49.8%	37.8%
%H		94.7%	53.2%	9.4%	62.1%	32.1%	29.8%	69.2%
Housewife/Houseperson	255	233	119	19	148	59	89	149
%V	21.0%	20.0%	16.7%	15.8%	20.0%	14.0%	28.1%	15.3%
%H		91.4%	46.7%	7.5%	58.0%	23.1%	34.9%	58.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1235	723	123	805	424	381	978
%H		97.0%	56.8%	9.7%	63.2%	33.3%	29.9%	76.8%
16 - 19	64	63	40	8	41	27	15	59
%V	5.0%	5.1%	5.5%	6.5%	5.1%	6.4%	3.9%	6.0%
%H		98.4%	62.5%	12.5%	64.1%	42.2%	23.4%	92.2%
20 - 24	106	97	50	12	60	28	32	90
%V	8.3%	7.9%	6.9%	9.8%	7.5%	6.6%	8.4%	9.2%
%H		91.5%	47.2%	11.3%	56.6%	26.4%	30.2%	84.9%
25 - 34	186	179	112	19	102	57	45	157
%V	14.6%	14.5%	15.5%	15.4%	12.7%	13.4%	11.8%	16.1%
%H		96.2%	60.2%	10.2%	54.8%	30.6%	24.2%	84.4%
35 - 44	184	179	117	21	108	68	40	164
%V	14.5%	14.5%	16.2%	17.1%	13.4%	16.0%	10.5%	16.8%
%H		97.3%	63.6%	11.4%	58.7%	37.0%	21.7%	89.1%
45 - 54	220	215	138	23	144	89	55	192
%V	17.3%	17.4%	19.1%	18.7%	17.9%	21.0%	14.4%	19.6%
%H		97.7%	62.7%	10.5%	65.5%	40.5%	25.0%	87.3%
55 - 64	193	188	117	15	124	67	57	155
%V	15.2%	15.2%	16.2%	12.2%	15.4%	15.8%	15.0%	15.8%
%H		97.4%	60.6%	7.8%	64.2%	34.7%	29.5%	80.3%
65+	321	313	150	25	228	89	139	159
%V	25.2%	25.3%	20.7%	20.3%	28.3%	21.0%	36.5%	16.3%
%H		97.5%	46.7%	7.8%	71.0%	27.7%	43.3%	49.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1235	723	123	805	424	381	978
%H		97.0%	56.8%	9.7%	63.2%	33.3%	29.9%	76.8%
AB	277	271	170	26	179	104	75	250
%V	21.8%	21.9%	23.5%	21.1%	22.2%	24.5%	19.7%	25.6%
%H		97.8%	61.4%	9.4%	64.6%	37.5%	27.1%	90.3%
C1	333	320	171	38	212	106	106	279
%V	26.2%	25.9%	23.7%	30.9%	26.3%	25.0%	27.8%	28.5%
%H		96.1%	51.4%	11.4%	63.7%	31.8%	31.8%	83.8%
C2	289	283	180	29	182	110	72	231
%V	22.7%	22.9%	24.9%	23.6%	22.6%	25.9%	18.9%	23.6%
%H		97.9%	62.3%	10.0%	63.0%	38.1%	24.9%	79.9%
D	231	225	132	21	140	68	72	150
%V	18.1%	18.2%	18.3%	17.1%	17.4%	16.0%	18.9%	15.3%
%H		97.4%	57.1%	9.1%	60.6%	29.4%	31.2%	64.9%
E	143	136	70	9	92	36	56	67
%V	11.2%	11.0%	9.7%	7.3%	11.4%	8.5%	14.7%	6.9%
%H		95.1%	49.0%	6.3%	64.3%	25.2%	39.2%	46.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1235	723	123	805	424	381	978
%H		97.0%	56.8%	9.7%	63.2%	33.3%	29.9%	76.8%
Working full time	422	414	270	45	261	163	98	385
%V	33.2%	33.5%	37.3%	36.6%	32.4%	38.4%	25.7%	39.4%
%H		98.1%	64.0%	10.7%	61.8%	38.6%	23.2%	91.2%
Working part time	178	173	105	19	109	62	47	152
%V	14.0%	14.0%	14.5%	15.4%	13.5%	14.6%	12.3%	15.5%
%H		97.2%	59.0%	10.7%	61.2%	34.8%	26.4%	85.4%
Not working	673	648	348	59	435	199	236	440
%V	52.9%	52.5%	48.1%	48.0%	54.0%	46.9%	61.9%	45.0%
%H		96.3%	51.7%	8.8%	64.6%	29.6%	35.1%	65.4%
Housewife/Houseperson	1064	1032	600	101	673	347	327	793
%V	83.6%	83.6%	83.0%	82.1%	83.6%	81.8%	85.8%	81.1%
%H		97.0%	56.4%	9.5%	63.3%	32.6%	30.7%	74.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands West

Contents	Page
Household	
Table 14.1: Social Grade	368
Table 14.2: Housewife Age	369
Table 14.3: Size of Household	370
Table 14.4: Presence of Children	371
Table 14.5: Number of TV sets in household	372
Table 14.6: Screen size	373
Table 14.7: Location of ANY set in household	374
Table 14.8: Platform Provider	375
Table 14.9: Recorders and other equipment	376
Table 14.10: Computers and Internet	377
Sets	
Table 14.11: Screen Size	378
Table 14.12: Location of set	379
Table 14.13: Recorders	380
Table 14.14: Other TV equipment	380
Table 14.15: Main Set Screen Size	381
Table 14.16: Main Set Recorders	382
Table 14.17: Main Set - Other TV equipment	382
Table 14.18: Other Sets (non-Main Set) Screen Size	383
Table 14.19: Other Set (non-Main Set) Recorders	384
Table 14.20: Other Set (non-Main Set) - Other TV equipment	384
Individuals	
Table 14.21: Age of Children	385
Table 14.22: Adults - Age	386
Table 14.23: Social Grade (Adults 16+)	387
Table 14.24: Working Status (Adults 16+)	388
Table 14.25: Males - Age	389
Table 14.26: Social Grade (Males 16+)	390
Table 14.27: Working Status (Males 16+)	391
Table 14.28: Females - Age	392
Table 14.29: Social Grade (Females 16+)	393
Table 14.30: Working Status (Females 16+)	394

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
AB	642	625	279	104	472	230	242	575
%V	24.3%	24.6%	27.7%	21.6%	23.7%	24.5%	22.9%	29.5%
%H (All HH)		97.4%	43.5%	16.2%	73.5%	35.8%	37.7%	89.6%
%H (TV HH)			44.6%	16.6%	75.5%	36.8%	38.7%	
C1	662	639	256	148	504	263	240	550
%V	25.0%	25.1%	25.4%	30.7%	25.3%	28.1%	22.7%	28.2%
%H (All HH)		96.5%	38.7%	22.4%	76.1%	39.7%	36.3%	83.1%
%H (TV HH)			40.1%	23.2%	78.9%	41.2%	37.6%	
C2	589	575	233	118	447	224	223	454
%V	22.3%	22.6%	23.1%	24.5%	22.4%	23.9%	21.1%	23.3%
%H (All HH)		97.6%	39.6%	20.0%	75.9%	38.0%	37.9%	77.1%
%H (TV HH)			40.5%	20.5%	77.7%	39.0%	38.8%	
D	432	413	159	78	324	146	178	255
%V	16.3%	16.2%	15.8%	16.2%	16.2%	15.6%	16.8%	13.1%
%H (All HH)		95.6%	36.8%	18.1%	75.0%	33.8%	41.2%	59.0%
%H (TV HH)			38.5%	18.9%	78.5%	35.4%	43.1%	
E	319	291	81	34	247	73	174	116
%V	12.1%	11.4%	8.0%	7.1%	12.4%	7.8%	16.5%	5.9%
%H (All HH)		91.2%	25.4%	10.7%	77.4%	22.9%	54.5%	36.4%
%H (TV HH)			27.8%	11.7%	84.9%	25.1%	59.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
Under 25	116	97	28	20	77	30	46	89
%V	4.4%	3.8%	2.8%	4.1%	3.9%	3.2%	4.4%	4.6%
%H (All HH)		83.6%	24.1%	17.2%	66.4%	25.9%	39.7%	76.7%
%H (TV HH)			28.9%	20.6%	79.4%	30.9%	47.4%	
25 - 34	381	370	173	82	258	146	111	330
%V	14.4%	14.5%	17.2%	17.0%	12.9%	15.6%	10.5%	16.9%
%H (All HH)		97.1%	45.4%	21.5%	67.7%	38.3%	29.1%	86.6%
%H (TV HH)			46.8%	22.2%	69.7%	39.5%	30.0%	
35 - 44	454	440	213	105	307	185	122	407
%V	17.2%	17.3%	21.2%	21.8%	15.4%	19.7%	11.5%	20.9%
%H (All HH)		96.9%	46.9%	23.1%	67.6%	40.7%	26.9%	89.6%
%H (TV HH)			48.4%	23.9%	69.8%	42.0%	27.7%	
45 - 54	514	495	226	103	396	224	172	444
%V	19.4%	19.5%	22.4%	21.4%	19.9%	23.9%	16.3%	22.8%
%H (All HH)		96.3%	44.0%	20.0%	77.0%	43.6%	33.5%	86.4%
%H (TV HH)			45.7%	20.8%	80.0%	45.3%	34.7%	
55 - 64	438	420	175	79	332	165	167	342
%V	16.6%	16.5%	17.4%	16.4%	16.6%	17.6%	15.8%	17.5%
%H (All HH)		95.9%	40.0%	18.0%	75.8%	37.7%	38.1%	78.1%
%H (TV HH)			41.7%	18.8%	79.0%	39.3%	39.8%	
65 +	740	721	193	93	624	186	439	339
%V	28.0%	28.4%	19.2%	19.3%	31.3%	19.9%	41.5%	17.4%
%H (All HH)		97.4%	26.1%	12.6%	84.3%	25.1%	59.3%	45.8%
%H (TV HH)			26.8%	12.9%	86.5%	25.8%	60.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
1	792	737	183	97	620	167	453	365
%V	30.0%	29.0%	18.2%	20.1%	31.1%	17.8%	42.9%	18.7%
%H (All HH)		93.1%	23.1%	12.2%	78.3%	21.1%	57.2%	46.1%
%H (TV HH)			24.8%	13.2%	84.1%	22.7%	61.5%	
2	890	864	347	171	679	330	350	706
%V	33.7%	34.0%	34.5%	35.5%	34.1%	35.2%	33.1%	36.2%
%H (All HH)		97.1%	39.0%	19.2%	76.3%	37.1%	39.3%	79.3%
%H (TV HH)			40.2%	19.8%	78.6%	38.2%	40.5%	
3	419	409	196	88	320	192	128	375
%V	15.8%	16.1%	19.5%	18.3%	16.0%	20.5%	12.1%	19.2%
%H (All HH)		97.6%	46.8%	21.0%	76.4%	45.8%	30.5%	89.5%
%H (TV HH)			47.9%	21.5%	78.2%	46.9%	31.3%	
4	346	341	182	79	243	159	84	324
%V	13.1%	13.4%	18.1%	16.4%	12.2%	17.0%	7.9%	16.6%
%H (All HH)		98.6%	52.6%	22.8%	70.2%	46.0%	24.3%	93.6%
%H (TV HH)			53.4%	23.2%	71.3%	46.6%	24.6%	
5+	198	191	99	48	132	89	43	181
%V	7.5%	7.5%	9.8%	10.0%	6.6%	9.5%	4.1%	9.3%
%H (All HH)		96.5%	50.0%	24.2%	66.7%	44.9%	21.7%	91.4%
%H (TV HH)			51.8%	25.1%	69.1%	46.6%	22.5%	
Average HH size	2.38	2.40	2.72	2.67	2.33	2.71	1.99	2.67

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
Without	1949	1860	674	321	1511	642	869	1327
%V	73.7%	73.1%	66.9%	66.6%	75.8%	68.5%	82.2%	68.1%
%H (All HH)		95.4%	34.6%	16.5%	77.5%	32.9%	44.6%	68.1%
%H (TV HH)			36.2%	17.3%	81.2%	34.5%	46.7%	
With	695	683	333	161	483	295	188	623
%V	26.3%	26.9%	33.1%	33.4%	24.2%	31.5%	17.8%	31.9%
%H (All HH)		98.3%	47.9%	23.2%	69.5%	42.4%	27.1%	89.6%
%H (TV HH)			48.8%	23.6%	70.7%	43.2%	27.5%	
0 - 3	282	275	134	60	198	119	79	238
%V	10.7%	10.8%	13.3%	12.4%	9.9%	12.7%	7.5%	12.2%
%H (All HH)		97.5%	47.5%	21.3%	70.2%	42.2%	28.0%	84.4%
%H (TV HH)			48.7%	21.8%	72.0%	43.3%	28.7%	
4 - 9	345	339	173	77	227	140	88	309
%V	13.0%	13.3%	17.2%	16.0%	11.4%	14.9%	8.3%	15.8%
%H (All HH)		98.3%	50.1%	22.3%	65.8%	40.6%	25.5%	89.6%
%H (TV HH)			51.0%	22.7%	67.0%	41.3%	26.0%	
10 - 15	325	320	159	82	230	147	83	306
%V	12.3%	12.6%	15.8%	17.0%	11.5%	15.7%	7.9%	15.7%
%H (All HH)		98.5%	48.9%	25.2%	70.8%	45.2%	25.5%	94.2%
%H (TV HH)			49.7%	25.6%	71.9%	45.9%	25.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
1	1016	1016	322	146	733	199	534	616
%V	38.4%	40.0%	32.0%	30.3%	36.8%	21.2%	50.5%	31.6%
%H (All HH)		100.0%	31.7%	14.4%	72.1%	19.6%	52.6%	60.6%
%H (TV HH)			31.7%	14.4%	72.1%	19.6%	52.6%	
2	863	863	349	181	690	351	339	666
%V	32.6%	33.9%	34.7%	37.6%	34.6%	37.5%	32.1%	34.2%
%H (All HH)		100.0%	40.4%	21.0%	80.0%	40.7%	39.3%	77.2%
%H (TV HH)			40.4%	21.0%	80.0%	40.7%	39.3%	
3	416	416	196	93	355	222	133	377
%V	15.7%	16.4%	19.5%	19.3%	17.8%	23.7%	12.6%	19.3%
%H (All HH)		100.0%	47.1%	22.4%	85.3%	53.4%	32.0%	90.6%
%H (TV HH)			47.1%	22.4%	85.3%	53.4%	32.0%	
4	158	158	86	40	140	105	35	148
%V	6.0%	6.2%	8.5%	8.3%	7.0%	11.2%	3.3%	7.6%
%H (All HH)		100.0%	54.4%	25.3%	88.6%	66.5%	22.2%	93.7%
%H (TV HH)			54.4%	25.3%	88.6%	66.5%	22.2%	
5+	90	90	54	22	77	60	17	86
%V	3.4%	3.5%	5.4%	4.6%	3.9%	6.4%	1.6%	4.4%
%H (All HH)		100.0%	60.0%	24.4%	85.6%	66.7%	18.9%	95.6%
%H (TV HH)			60.0%	24.4%	85.6%	66.7%	18.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%V (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%V (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
Under 20"	642	642	264	127	554	294	259	516
%V	24.3%	25.2%	26.2%	26.3%	27.8%	31.4%	24.5%	26.5%
%H (All HH)		100.0%	41.1%	19.8%	86.3%	45.8%	40.3%	80.4%
%H (TV HH)			41.1%	19.8%	86.3%	45.8%	40.3%	
20" - 29"	975	975	361	198	816	392	424	727
%V	36.9%	38.3%	35.8%	41.1%	40.9%	41.8%	40.1%	37.3%
%H (All HH)		100.0%	37.0%	20.3%	83.7%	40.2%	43.5%	74.6%
%H (TV HH)			37.0%	20.3%	83.7%	40.2%	43.5%	
30" - 39"	1384	1384	561	269	1108	550	557	1062
%V	52.3%	54.4%	55.7%	55.8%	55.6%	58.7%	52.7%	54.5%
%H (All HH)		100.0%	40.5%	19.4%	80.1%	39.7%	40.2%	76.7%
%H (TV HH)			40.5%	19.4%	80.1%	39.7%	40.2%	
40" and over	1072	1072	546	241	806	513	293	932
%V	40.5%	42.2%	54.2%	50.0%	40.4%	54.7%	27.7%	47.8%
%H (All HH)		100.0%	50.9%	22.5%	75.2%	47.9%	27.3%	86.9%
%H (TV HH)			50.9%	22.5%	75.2%	47.9%	27.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%V (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
Main living room	2514	2514	996	479	1975	928	1046	1871
%V	95.1%	98.9%	98.9%	99.4%	99.0%	99.0%	99.0%	95.9%
%H (All HH)		100.0%	39.6%	19.1%	78.6%	36.9%	41.6%	74.4%
%H (TV HH)			39.6%	19.1%	78.6%	36.9%	41.6%	
Kitchen	327	327	150	61	291	169	121	272
%V	12.4%	12.9%	14.9%	12.7%	14.6%	18.0%	11.4%	13.9%
%H (All HH)		100.0%	45.9%	18.7%	89.0%	51.7%	37.0%	83.2%
%H (TV HH)			45.9%	18.7%	89.0%	51.7%	37.0%	
Adult's bedroom	1120	1120	512	252	943	573	369	947
%V	42.4%	44.0%	50.8%	52.3%	47.3%	61.2%	34.9%	48.6%
%H (All HH)		100.0%	45.7%	22.5%	84.2%	51.2%	32.9%	84.6%
%H (TV HH)			45.7%	22.5%	84.2%	51.2%	32.9%	
Child's bedroom	272	272	134	78	218	153	65	256
%V	10.3%	10.7%	13.3%	16.2%	10.9%	16.3%	6.1%	13.1%
%H (All HH)		100.0%	49.3%	28.7%	80.1%	56.3%	23.9%	94.1%
%H (TV HH)			49.3%	28.7%	80.1%	56.3%	23.9%	
Other bedroom	109	109	52	31	86	57	30	100
%V	4.1%	4.3%	5.2%	6.4%	4.3%	6.1%	2.8%	5.1%
%H (All HH)		100.0%	47.7%	28.4%	78.9%	52.3%	27.5%	91.7%
%H (TV HH)			47.7%	28.4%	78.9%	52.3%	27.5%	
Second living/dining room	266	266	130	57	218	136	82	225
%V	10.1%	10.5%	12.9%	11.8%	10.9%	14.5%	7.8%	11.5%
%H (All HH)		100.0%	48.9%	21.4%	82.0%	51.1%	30.8%	84.6%
%H (TV HH)			48.9%	21.4%	82.0%	51.1%	30.8%	
Study/office	35	35	16	6	27	13	13	32
%V	1.3%	1.4%	1.6%	1.2%	1.4%	1.4%	1.2%	1.6%
%H (All HH)		100.0%	45.7%	17.1%	77.1%	37.1%	37.1%	91.4%
%H (TV HH)			45.7%	17.1%	77.1%	37.1%	37.1%	
TV room	18	18	10	3	16	10	6	18
%V	0.7%	0.7%	1.0%	0.6%	0.8%	1.1%	0.6%	0.9%
%H (All HH)		100.0%	55.6%	16.7%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			55.6%	16.7%	88.9%	55.6%	33.3%	
Conservatory	65	65	35	12	54	35	20	60
%V	2.5%	2.6%	3.5%	2.5%	2.7%	3.7%	1.9%	3.1%
%H (All HH)		100.0%	53.8%	18.5%	83.1%	53.8%	30.8%	92.3%
%H (TV HH)			53.8%	18.5%	83.1%	53.8%	30.8%	
Attic or loft room	5	5	2	2	4	2	2	5
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			40.0%	40.0%	80.0%	40.0%	40.0%	
No specific location	2	2	2	0	2	2	0	2
%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%	
Other	16	16	8	4	13	10	4	15
%V	0.6%	0.6%	0.8%	0.8%	0.7%	1.1%	0.4%	0.8%
%H (All HH)		100.0%	50.0%	25.0%	81.3%	62.5%	25.0%	93.8%
%H (TV HH)			50.0%	25.0%	81.3%	62.5%	25.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
Any DSAT provider	1007	1007	1007	23	644	644	0	865
%V	38.1%	39.6%	100.0%	4.8%	32.3%	68.7%	0.0%	44.4%
%H (All HH)			100.0%	2.3%	64.0%	64.0%	0.0%	85.9%
%H (TV HH)			100.0%	2.3%	64.0%	64.0%	0.0%	
Sky with subcription	824	824	824	12	539	539	0	728
%V	31.2%	32.4%	81.8%	2.5%	27.0%	57.5%	0.0%	37.3%
%H (All HH)			100.0%	1.5%	65.4%	65.4%	0.0%	88.3%
%H (TV HH)			100.0%	1.5%	65.4%	65.4%	0.0%	
Sky without subscription	72	72	72	5	32	32	0	46
%V	2.7%	2.8%	7.1%	1.0%	1.6%	3.4%	0.0%	2.4%
%H (All HH)			100.0%	6.9%	44.4%	44.4%	0.0%	63.9%
%H (TV HH)			100.0%	6.9%	44.4%	44.4%	0.0%	
Freesat	99	99	99	6	67	67	0	81
%V	3.7%	3.9%	9.8%	1.2%	3.4%	7.2%	0.0%	4.2%
%H (All HH)			100.0%	6.1%	67.7%	67.7%	0.0%	81.8%
%H (TV HH)			100.0%	6.1%	67.7%	67.7%	0.0%	
Other satellite provider	29	29	29	0	15	15	0	26
%V	1.1%	1.1%	2.9%	0.0%	0.8%	1.6%	0.0%	1.3%
%H (All HH)			100.0%	0.0%	51.7%	51.7%	0.0%	89.7%
%H (TV HH)			100.0%	0.0%	51.7%	51.7%	0.0%	
DCAB	482	482	23	482	309	309	0	428
%V	18.2%	19.0%	2.3%	100.0%	15.5%	33.0%	0.0%	21.9%
%H (All HH)			4.8%	100.0%	64.1%	64.1%	0.0%	88.8%
%H (TV HH)			4.8%	100.0%	64.1%	64.1%	0.0%	
DTT	1994	1994	644	309	1994	937	1057	1420
%V	75.4%	78.4%	64.0%	64.1%	100.0%	100.0%	100.0%	72.8%
%H (All HH)		100.0%	32.3%	15.5%	100.0%	47.0%	53.0%	71.2%
%H (TV HH)			32.3%	15.5%	100.0%	47.0%	53.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

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	2644	2543	1007	482	1994	937	1057	1950
%H (All HH)		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (TV HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
PVR	1523	1523	831	381	1117	788	329	1332
%V	57.6%	59.9%	82.5%	79.0%	56.0%	84.1%	31.1%	68.3%
%H (All HH)		100.0%	54.6%	25.0%	73.3%	51.7%	21.6%	87.5%
%H (TV HH)			54.6%	25.0%	73.3%	51.7%	21.6%	
DVDR	101	101	41	22	76	37	38	87
%V	3.8%	4.0%	4.1%	4.6%	3.8%	3.9%	3.6%	4.5%
%H (All HH)		100.0%	40.6%	21.8%	75.2%	36.6%	37.6%	86.1%
%H (TV HH)			40.6%	21.8%	75.2%	36.6%	37.6%	
VCR	74	74	23	10	67	24	43	38
%V	2.8%	2.9%	2.3%	2.1%	3.4%	2.6%	4.1%	1.9%
%H (All HH)		100.0%	31.1%	13.5%	90.5%	32.4%	58.1%	51.4%
%H (TV HH)			31.1%	13.5%	90.5%	32.4%	58.1%	
Any recorder	1593	1593	843	388	1180	801	380	1367
%V	60.2%	62.6%	83.7%	80.5%	59.2%	85.5%	36.0%	70.1%
%H (All HH)		100.0%	52.9%	24.4%	74.1%	50.3%	23.9%	85.8%
%H (TV HH)			52.9%	24.4%	74.1%	50.3%	23.9%	
Receives HDTV (via STB or built-in reception)	1388	1388	673	346	1054	668	387	1219
%V	52.5%	54.6%	66.8%	71.8%	52.9%	71.3%	36.6%	62.5%
%H (All HH)		100.0%	48.5%	24.9%	75.9%	48.1%	27.9%	87.8%
%H (TV HH)			48.5%	24.9%	75.9%	48.1%	27.9%	
DVD/Blu-ray player or recorder	1979	1979	826	396	1567	789	778	1568
%V	74.8%	77.8%	82.0%	82.2%	78.6%	84.2%	73.6%	80.4%
%H (All HH)		100.0%	41.7%	20.0%	79.2%	39.9%	39.3%	79.2%
%H (TV HH)			41.7%	20.0%	79.2%	39.9%	39.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2644	2543	1007	482	1994	937	1057	1950
%V		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%
%H (All HH)			39.6%	19.0%	78.4%	36.8%	41.6%	
%H (TV HH)								
Has broadband internet	1950	1893	865	428	1420	816	604	1950
%V	73.8%	74.4%	85.9%	88.8%	71.2%	87.1%	57.1%	100.0%
%H (All HH)		97.1%	44.4%	21.9%	72.8%	41.8%	31.0%	100.0%
%H (TV HH)			45.7%	22.6%	75.0%	43.1%	31.9%	
Number of computers (PCs and laptops)								
0	599	564	121	53	497	107	390	32
%V	22.7%	22.2%	12.0%	11.0%	24.9%	11.4%	36.9%	1.6%
%H (All HH)		94.2%	20.2%	8.8%	83.0%	17.9%	65.1%	5.3%
%H (TV HH)			21.5%	9.4%	88.1%	19.0%	69.1%	
1	851	810	314	147	638	293	345	749
%V	32.2%	31.9%	31.2%	30.5%	32.0%	31.3%	32.6%	38.4%
%H (All HH)		95.2%	36.9%	17.3%	75.0%	34.4%	40.5%	88.0%
%H (TV HH)			38.8%	18.1%	78.8%	36.2%	42.6%	
2	546	535	242	129	394	229	164	527
%V	20.7%	21.0%	24.0%	26.8%	19.8%	24.4%	15.5%	27.0%
%H (All HH)		98.0%	44.3%	23.6%	72.2%	41.9%	30.0%	96.5%
%H (TV HH)			45.2%	24.1%	73.6%	42.8%	30.7%	
3	320	314	155	75	228	142	86	318
%V	12.1%	12.3%	15.4%	15.6%	11.4%	15.2%	8.1%	16.3%
%H (All HH)		98.1%	48.4%	23.4%	71.3%	44.4%	26.9%	99.4%
%H (TV HH)			49.4%	23.9%	72.6%	45.2%	27.4%	
4	161	158	80	37	117	75	42	161
%V	6.1%	6.2%	7.9%	7.7%	5.9%	8.0%	4.0%	8.3%
%H (All HH)		98.1%	49.7%	23.0%	72.7%	46.6%	26.1%	100.0%
%H (TV HH)			50.6%	23.4%	74.1%	47.5%	26.6%	
5+	166	162	95	40	121	90	31	163
%V	6.3%	6.4%	9.4%	8.3%	6.1%	9.6%	2.9%	8.4%
%H (All HH)		97.6%	57.2%	24.1%	72.9%	54.2%	18.7%	98.2%
%H (TV HH)			58.6%	24.7%	74.7%	55.6%	19.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5106	2244	1063	4148	2306	1842	4137
%H		43.9%	20.8%	81.2%	45.2%	36.1%	81.0%
Under 20"	823	349	170	720	402	318	676
%V	16.1%	15.6%	16.0%	17.4%	17.4%	17.3%	16.3%
%H		42.4%	20.7%	87.5%	48.8%	38.6%	82.1%
20" - 29"	1245	483	259	1052	537	515	959
%V	24.4%	21.5%	24.4%	25.4%	23.3%	28.0%	23.2%
%H		38.8%	20.8%	84.5%	43.1%	41.4%	77.0%
30" - 39"	1668	709	328	1339	704	635	1325
%V	32.7%	31.6%	30.9%	32.3%	30.5%	34.5%	32.0%
%H		42.5%	19.7%	80.3%	42.2%	38.1%	79.4%
40" and over	1266	667	288	947	623	324	1114
%V	24.8%	29.7%	27.1%	22.8%	27.0%	17.6%	26.9%
%H		52.7%	22.7%	74.8%	49.2%	25.6%	88.0%
Don't know	104	36	18	90	39	50	63
%V	2.0%	1.6%	1.7%	2.2%	1.7%	2.7%	1.5%
%H		34.6%	17.3%	86.5%	37.5%	48.1%	60.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5106	2244	1063	4148	2306	1842	4137
%H		43.9%	20.8%	81.2%	45.2%	36.1%	81.0%
Main living room	2523	999	482	1980	931	1048	1879
%V	49.4%	44.5%	45.3%	47.7%	40.4%	56.9%	45.4%
%H		39.6%	19.1%	78.5%	36.9%	41.5%	74.5%
Kitchen	330	152	61	293	171	122	274
%V	6.5%	6.8%	5.7%	7.1%	7.4%	6.6%	6.6%
%H		46.1%	18.5%	88.8%	51.8%	37.0%	83.0%
Adult's bedroom	1358	648	300	1148	722	427	1169
%V	26.6%	28.9%	28.2%	27.7%	31.3%	23.2%	28.3%
%H		47.7%	22.1%	84.5%	53.2%	31.4%	86.1%
Child's bedroom	354	176	96	288	202	85	333
%V	6.9%	7.8%	9.0%	6.9%	8.8%	4.6%	8.0%
%H		49.7%	27.1%	81.4%	57.1%	24.0%	94.1%
Other bedroom	128	61	40	102	70	32	118
%V	2.5%	2.7%	3.8%	2.5%	3.0%	1.7%	2.9%
%H		47.7%	31.3%	79.7%	54.7%	25.0%	92.2%
Second living/dining room	269	132	57	219	137	82	228
%V	5.3%	5.9%	5.4%	5.3%	5.9%	4.5%	5.5%
%H		49.1%	21.2%	81.4%	50.9%	30.5%	84.8%
Study/office	37	17	6	27	13	13	33
%V	0.7%	0.8%	0.6%	0.7%	0.6%	0.7%	0.8%
%H		45.9%	16.2%	73.0%	35.1%	35.1%	89.2%
TV room	18	10	3	16	10	6	18
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		55.6%	16.7%	88.9%	55.6%	33.3%	100.0%
Conservatory	66	35	12	55	35	20	61
%V	1.3%	1.6%	1.1%	1.3%	1.5%	1.1%	1.5%
%H		53.0%	18.2%	83.3%	53.0%	30.3%	92.4%
Attic or loft room	5	2	2	4	3	2	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	40.0%	80.0%	60.0%	40.0%	100.0%
No specific location	2	2	0	2	2	0	2
%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%
Other	17	9	4	14	10	4	17
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%	0.4%
%H		52.9%	23.5%	82.4%	58.8%	23.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5106	2244	1063	4148	2306	1842	4137
%H		43.9%	20.8%	81.2%	45.2%	36.1%	81.0%
PVR	1984	1133	504	1411	1039	372	1773
%V	38.9%	50.5%	47.4%	34.0%	45.1%	20.2%	42.9%
%H		57.1%	25.4%	71.1%	52.4%	18.8%	89.4%
DVDR	114	48	25	84	42	42	98
%V	2.2%	2.1%	2.4%	2.0%	1.8%	2.3%	2.4%
%H		42.1%	21.9%	73.7%	36.8%	36.8%	86.0%
VCR	78	23	12	71	26	44	41
%V	1.5%	1.0%	1.1%	1.7%	1.1%	2.4%	1.0%
%H		29.5%	15.4%	91.0%	33.3%	56.4%	52.6%
Any recorder	2080	1156	517	1496	1063	434	1828
%V	40.7%	51.5%	48.6%	36.1%	46.1%	23.6%	44.2%
%H		55.6%	24.9%	71.9%	51.1%	20.9%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5106	2244	1063	4148	2306	1842	4137
%H		43.9%	20.8%	81.2%	45.2%	36.1%	81.0%
Receives HDTV (via STB or built-in reception)	1976	971	510	1512	984	528	1774
%V	38.7%	43.3%	48.0%	36.5%	42.7%	28.7%	42.9%
%H		49.1%	25.8%	76.5%	49.8%	26.7%	89.8%
DVD/Blu-ray player or recorder	2938	1309	619	2389	1340	1048	2439
%V	57.5%	58.3%	58.2%	57.6%	58.1%	56.9%	59.0%
%H		44.6%	21.1%	81.3%	45.6%	35.7%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2540	1007	481	1993	936	1057	1890
%H		39.6%	18.9%	78.5%	36.9%	41.6%	74.4%
Under 20"	45	6	4	37	4	33	22
%V	1.8%	0.6%	0.8%	1.9%	0.4%	3.1%	1.2%
%H		13.3%	8.9%	82.2%	8.9%	73.3%	48.9%
20" - 29"	378	86	57	313	78	234	212
%V	14.9%	8.5%	11.9%	15.7%	8.3%	22.1%	11.2%
%H		22.8%	15.1%	82.8%	20.6%	61.9%	56.1%
30" - 39"	1034	373	182	828	348	480	734
%V	40.7%	37.0%	37.8%	41.5%	37.2%	45.4%	38.8%
%H		36.1%	17.6%	80.1%	33.7%	46.4%	71.0%
40" and over	1031	528	231	772	493	279	896
%V	40.6%	52.4%	48.0%	38.7%	52.7%	26.4%	47.4%
%H		51.2%	22.4%	74.9%	47.8%	27.1%	86.9%
Don't know	52	13	8	44	14	30	25
%V	2.0%	1.3%	1.7%	2.2%	1.5%	2.8%	1.3%
%H		25.0%	15.4%	84.6%	26.9%	57.7%	48.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2540	1007	481	1993	936	1057	1890
%H		39.6%	18.9%	78.5%	36.9%	41.6%	74.4%
PVR	1490	814	375	1089	771	318	1303
%V	58.7%	80.8%	78.0%	54.6%	82.4%	30.1%	68.9%
%H		54.6%	25.2%	73.1%	51.7%	21.3%	87.4%
DVDR	87	36	17	65	31	34	75
%V	3.4%	3.6%	3.5%	3.3%	3.3%	3.2%	4.0%
%H		41.4%	19.5%	74.7%	35.6%	39.1%	86.2%
VCR	61	16	7	54	17	37	28
%V	2.4%	1.6%	1.5%	2.7%	1.8%	3.5%	1.5%
%H		26.2%	11.5%	88.5%	27.9%	60.7%	45.9%
Any recorder	1558	828	381	1149	783	366	1338
%V	61.3%	82.2%	79.2%	57.7%	83.7%	34.6%	70.8%
%H		53.1%	24.5%	73.7%	50.3%	23.5%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2540	1007	481	1993	936	1057	1890
%H		39.6%	18.9%	78.5%	36.9%	41.6%	74.4%
Receives HDTV (via STB or built-in reception)	1339	655	336	1012	646	366	1176
%V	52.7%	65.0%	69.9%	50.8%	69.0%	34.6%	62.2%
%H		48.9%	25.1%	75.6%	48.2%	27.3%	87.8%
DVD/Blu-ray player or recorder	1874	779	376	1476	738	738	1484
%V	73.8%	77.4%	78.2%	74.1%	78.8%	69.8%	78.5%
%H		41.6%	20.1%	78.8%	39.4%	39.4%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1237	581	2155	1370	785	2247
%H		48.2%	22.6%	84.0%	53.4%	30.6%	87.6%
Under 20"	779	343	166	683	398	284	653
%V	30.4%	27.7%	28.6%	31.7%	29.1%	36.2%	29.1%
%H		44.0%	21.3%	87.7%	51.1%	36.5%	83.8%
20" - 29"	868	397	202	740	459	281	747
%V	33.8%	32.1%	34.8%	34.3%	33.5%	35.8%	33.2%
%H		45.7%	23.3%	85.3%	52.9%	32.4%	86.1%
30" - 39"	635	336	146	511	356	155	590
%V	24.7%	27.2%	25.1%	23.7%	26.0%	19.7%	26.3%
%H		52.9%	23.0%	80.5%	56.1%	24.4%	92.9%
40" and over	234	138	57	176	131	45	218
%V	9.1%	11.2%	9.8%	8.2%	9.6%	5.7%	9.7%
%H		59.0%	24.4%	75.2%	56.0%	19.2%	93.2%
Don't know	51	22	9	46	26	20	38
%V	2.0%	1.8%	1.5%	2.1%	1.9%	2.5%	1.7%
%H		43.1%	17.6%	90.2%	51.0%	39.2%	74.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1237	581	2155	1370	785	2247
%H		48.2%	22.6%	84.0%	53.4%	30.6%	87.6%
PVR	494	318	129	322	268	55	470
%V	19.3%	25.7%	22.2%	14.9%	19.6%	7.0%	20.9%
%H		64.4%	26.1%	65.2%	54.3%	11.1%	95.1%
DVDR	26	12	8	19	11	8	23
%V	1.0%	1.0%	1.4%	0.9%	0.8%	1.0%	1.0%
%H		46.2%	30.8%	73.1%	42.3%	30.8%	88.5%
VCR	18	7	4	17	10	7	13
%V	0.7%	0.6%	0.7%	0.8%	0.7%	0.9%	0.6%
%H		38.9%	22.2%	94.4%	55.6%	38.9%	72.2%
Any recorder	522	328	136	348	280	68	490
%V	20.3%	26.5%	23.4%	16.1%	20.4%	8.7%	21.8%
%H		62.8%	26.1%	66.7%	53.6%	13.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1237	581	2155	1370	785	2247
%H		48.2%	22.6%	84.0%	53.4%	30.6%	87.6%
Receives HDTV (via STB or built-in reception)	637	316	174	501	338	163	598
%V	24.8%	25.5%	29.9%	23.2%	24.7%	20.8%	26.6%
%H		49.6%	27.3%	78.6%	53.1%	25.6%	93.9%
DVD/Blu-ray player or recorder	1064	529	242	913	602	310	955
%V	41.5%	42.8%	41.7%	42.4%	43.9%	39.5%	42.5%
%H		49.7%	22.7%	85.8%	56.6%	29.1%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6285	6096	2740	1273	4624	2523	2101	5186
%H		97.0%	43.6%	20.3%	73.6%	40.1%	33.4%	82.5%
Total Children	1230	1208	600	285	843	522	321	1100
%V	19.6%	19.8%	21.9%	22.4%	18.2%	20.7%	15.3%	21.2%
%H		98.2%	48.8%	23.2%	68.5%	42.4%	26.1%	89.4%
0 - 3	333	325	152	77	237	143	94	279
%V	5.3%	5.3%	5.5%	6.0%	5.1%	5.7%	4.5%	5.4%
%H		97.6%	45.6%	23.1%	71.2%	42.9%	28.2%	83.8%
4 - 15	897	883	448	208	606	379	227	821
%V	14.3%	14.5%	16.4%	16.3%	13.1%	15.0%	10.8%	15.8%
%H		98.4%	49.9%	23.2%	67.6%	42.3%	25.3%	91.5%
4 - 9	472	465	243	101	308	190	118	421
%V	7.5%	7.6%	8.9%	7.9%	6.7%	7.5%	5.6%	8.1%
%H		98.5%	51.5%	21.4%	65.3%	40.3%	25.0%	89.2%
10 - 15	425	418	205	107	298	189	109	400
%V	6.8%	6.9%	7.5%	8.4%	6.4%	7.5%	5.2%	7.7%
%H		98.4%	48.2%	25.2%	70.1%	44.5%	25.6%	94.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6285	6096	2740	1273	4624	2523	2101	5186
%H		97.0%	43.6%	20.3%	73.6%	40.1%	33.4%	82.5%
Total Adults (16+)	5055	4888	2141	988	3781	2001	1780	4087
%V	80.4%	80.2%	78.1%	77.6%	81.8%	79.3%	84.7%	78.8%
%H		96.7%	42.4%	19.5%	74.8%	39.6%	35.2%	80.9%
16 - 19	300	288	141	68	215	133	82	280
%V	4.8%	4.7%	5.1%	5.3%	4.6%	5.3%	3.9%	5.4%
%H		96.0%	47.0%	22.7%	71.7%	44.3%	27.3%	93.3%
20 - 24	407	371	170	86	291	174	117	364
%V	6.5%	6.1%	6.2%	6.8%	6.3%	6.9%	5.6%	7.0%
%H		91.2%	41.8%	21.1%	71.5%	42.8%	28.7%	89.4%
25 - 34	818	791	383	181	556	336	220	723
%V	13.0%	13.0%	14.0%	14.2%	12.0%	13.3%	10.5%	13.9%
%H		96.7%	46.8%	22.1%	68.0%	41.1%	26.9%	88.4%
35 - 44	789	771	386	177	545	336	209	718
%V	12.6%	12.6%	14.1%	13.9%	11.8%	13.3%	9.9%	13.8%
%H		97.7%	48.9%	22.4%	69.1%	42.6%	26.5%	91.0%
45 - 54	896	872	418	183	685	403	283	793
%V	14.3%	14.3%	15.3%	14.4%	14.8%	16.0%	13.5%	15.3%
%H		97.3%	46.7%	20.4%	76.5%	45.0%	31.6%	88.5%
55 - 64	711	688	301	140	548	296	252	586
%V	11.3%	11.3%	11.0%	11.0%	11.9%	11.7%	12.0%	11.3%
%H		96.8%	42.3%	19.7%	77.1%	41.6%	35.4%	82.4%
65+	1133	1108	341	156	940	323	617	622
%V	18.0%	18.2%	12.4%	12.3%	20.3%	12.8%	29.4%	12.0%
%H		97.8%	30.1%	13.8%	83.0%	28.5%	54.5%	54.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5055	4888	2141	988	3781	2001	1780	4087
%H		96.7%	42.4%	19.5%	74.8%	39.6%	35.2%	80.9%
AB	1264	1235	596	213	937	507	430	1166
%V	25.0%	25.3%	27.8%	21.6%	24.8%	25.3%	24.2%	28.5%
%H		97.7%	47.2%	16.9%	74.1%	40.1%	34.0%	92.2%
C1	1309	1263	550	299	984	559	426	1147
%V	25.9%	25.8%	25.7%	30.3%	26.0%	27.9%	23.9%	28.1%
%H		96.5%	42.0%	22.8%	75.2%	42.7%	32.5%	87.6%
C2	1221	1196	522	261	918	500	417	1017
%V	24.2%	24.5%	24.4%	26.4%	24.3%	25.0%	23.4%	24.9%
%H		98.0%	42.8%	21.4%	75.2%	41.0%	34.2%	83.3%
D	804	771	339	157	595	312	283	548
%V	15.9%	15.8%	15.8%	15.9%	15.7%	15.6%	15.9%	13.4%
%H		95.9%	42.2%	19.5%	74.0%	38.8%	35.2%	68.2%
E	457	422	133	58	347	123	224	209
%V	9.0%	8.6%	6.2%	5.9%	9.2%	6.1%	12.6%	5.1%
%H		92.3%	29.1%	12.7%	75.9%	26.9%	49.0%	45.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5055	4888	2141	988	3781	2001	1780	4087
%H		96.7%	42.4%	19.5%	74.8%	39.6%	35.2%	80.9%
Working full time	2248	2200	1070	500	1652	1010	641	2054
%V	44.5%	45.0%	50.0%	50.6%	43.7%	50.5%	36.0%	50.3%
%H		97.9%	47.6%	22.2%	73.5%	44.9%	28.5%	91.4%
Working part time	542	527	238	118	401	229	172	490
%V	10.7%	10.8%	11.1%	11.9%	10.6%	11.4%	9.7%	12.0%
%H		97.2%	43.9%	21.8%	74.0%	42.3%	31.7%	90.4%
Not working	2266	2161	833	370	1728	761	967	1543
%V	44.8%	44.2%	38.9%	37.4%	45.7%	38.0%	54.3%	37.8%
%H		95.4%	36.8%	16.3%	76.3%	33.6%	42.7%	68.1%
Housewife/Houseperson	2644	2543	1007	482	1994	937	1057	1950
%V	52.3%	52.0%	47.0%	48.8%	52.7%	46.8%	59.4%	47.7%
%H		96.2%	38.1%	18.2%	75.4%	35.4%	40.0%	73.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2476	2383	1079	478	1830	996	834	2035
%H		96.2%	43.6%	19.3%	73.9%	40.2%	33.7%	82.2%
16 - 19	157	151	73	39	111	70	40	148
%V	6.3%	6.3%	6.8%	8.2%	6.1%	7.0%	4.8%	7.3%
%H		96.2%	46.5%	24.8%	70.7%	44.6%	25.5%	94.3%
20 - 24	202	181	87	39	141	83	58	182
%V	8.2%	7.6%	8.1%	8.2%	7.7%	8.3%	7.0%	8.9%
%H		89.6%	43.1%	19.3%	69.8%	41.1%	28.7%	90.1%
25 - 34	405	390	195	87	276	172	104	362
%V	16.4%	16.4%	18.1%	18.2%	15.1%	17.3%	12.5%	17.8%
%H		96.3%	48.1%	21.5%	68.1%	42.5%	25.7%	89.4%
35 - 44	390	383	192	83	275	167	108	354
%V	15.8%	16.1%	17.8%	17.4%	15.0%	16.8%	12.9%	17.4%
%H		98.2%	49.2%	21.3%	70.5%	42.8%	27.7%	90.8%
45 - 54	444	426	208	86	329	192	137	383
%V	17.9%	17.9%	19.3%	18.0%	18.0%	19.3%	16.4%	18.8%
%H		95.9%	46.8%	19.4%	74.1%	43.2%	30.9%	86.3%
55 - 64	355	342	148	72	275	149	126	288
%V	14.3%	14.4%	13.7%	15.1%	15.0%	15.0%	15.1%	14.2%
%H		96.3%	41.7%	20.3%	77.5%	42.0%	35.5%	81.1%
65+	522	509	177	72	423	162	261	319
%V	21.1%	21.4%	16.4%	15.1%	23.1%	16.3%	31.3%	15.7%
%H		97.5%	33.9%	13.8%	81.0%	31.0%	50.0%	61.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2476	2383	1079	478	1830	996	834	2035
%H		96.2%	43.6%	19.3%	73.9%	40.2%	33.7%	82.2%
AB	634	618	304	110	466	260	206	587
%V	25.6%	25.9%	28.2%	23.0%	25.5%	26.1%	24.7%	28.8%
%H		97.5%	47.9%	17.4%	73.5%	41.0%	32.5%	92.6%
C1	610	586	269	132	457	267	190	541
%V	24.6%	24.6%	24.9%	27.6%	25.0%	26.8%	22.8%	26.6%
%H		96.1%	44.1%	21.6%	74.9%	43.8%	31.1%	88.7%
C2	649	634	279	135	483	262	221	537
%V	26.2%	26.6%	25.9%	28.2%	26.4%	26.3%	26.5%	26.4%
%H		97.7%	43.0%	20.8%	74.4%	40.4%	34.1%	82.7%
D	392	376	171	75	286	153	133	277
%V	15.8%	15.8%	15.8%	15.7%	15.6%	15.4%	15.9%	13.6%
%H		95.9%	43.6%	19.1%	73.0%	39.0%	33.9%	70.7%
E	191	169	56	25	138	54	84	93
%V	7.7%	7.1%	5.2%	5.2%	7.5%	5.4%	10.1%	4.6%
%H		88.5%	29.3%	13.1%	72.3%	28.3%	44.0%	48.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2476	2383	1079	478	1830	996	834	2035
%H		96.2%	43.6%	19.3%	73.9%	40.2%	33.7%	82.2%
Working full time	1417	1385	688	308	1032	635	396	1293
%V	57.2%	58.1%	63.8%	64.4%	56.4%	63.8%	47.5%	63.5%
%H		97.7%	48.6%	21.7%	72.8%	44.8%	27.9%	91.2%
Working part time	105	101	42	18	75	36	39	86
%V	4.2%	4.2%	3.9%	3.8%	4.1%	3.6%	4.7%	4.2%
%H		96.2%	40.0%	17.1%	71.4%	34.3%	37.1%	81.9%
Not working	954	897	349	152	723	324	399	656
%V	38.5%	37.6%	32.3%	31.8%	39.5%	32.5%	47.8%	32.2%
%H		94.0%	36.6%	15.9%	75.8%	34.0%	41.8%	68.8%
Housewife/Houseperson	556	519	178	82	411	156	255	337
%V	22.5%	21.8%	16.5%	17.2%	22.5%	15.7%	30.6%	16.6%
%H		93.3%	32.0%	14.7%	73.9%	28.1%	45.9%	60.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2579	2505	1062	510	1951	1005	946	2051
%H		97.1%	41.2%	19.8%	75.6%	39.0%	36.7%	79.5%
16 - 19	143	137	68	28	104	62	42	133
%V	5.5%	5.5%	6.4%	5.5%	5.3%	6.2%	4.4%	6.5%
%H		95.8%	47.6%	19.6%	72.7%	43.4%	29.4%	93.0%
20 - 24	205	190	83	47	150	90	59	182
%V	7.9%	7.6%	7.8%	9.2%	7.7%	9.0%	6.2%	8.9%
%H		92.7%	40.5%	22.9%	73.2%	43.9%	28.8%	88.8%
25 - 34	413	401	187	94	280	164	116	361
%V	16.0%	16.0%	17.6%	18.4%	14.4%	16.3%	12.3%	17.6%
%H		97.1%	45.3%	22.8%	67.8%	39.7%	28.1%	87.4%
35 - 44	399	388	195	94	270	168	101	364
%V	15.5%	15.5%	18.4%	18.4%	13.8%	16.7%	10.7%	17.7%
%H		97.2%	48.9%	23.6%	67.7%	42.1%	25.3%	91.2%
45 - 54	452	445	210	96	356	211	145	410
%V	17.5%	17.8%	19.8%	18.8%	18.2%	21.0%	15.3%	20.0%
%H		98.5%	46.5%	21.2%	78.8%	46.7%	32.1%	90.7%
55 - 64	356	345	154	68	273	147	125	298
%V	13.8%	13.8%	14.5%	13.3%	14.0%	14.6%	13.2%	14.5%
%H		96.9%	43.3%	19.1%	76.7%	41.3%	35.1%	83.7%
65+	611	599	164	83	518	161	357	303
%V	23.7%	23.9%	15.4%	16.3%	26.6%	16.0%	37.7%	14.8%
%H		98.0%	26.8%	13.6%	84.8%	26.4%	58.4%	49.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2579	2505	1062	510	1951	1005	946	2051
%H		97.1%	41.2%	19.8%	75.6%	39.0%	36.7%	79.5%
AB	631	617	293	103	471	247	224	579
%V	24.5%	24.6%	27.6%	20.2%	24.1%	24.6%	23.7%	28.2%
%H		97.8%	46.4%	16.3%	74.6%	39.1%	35.5%	91.8%
C1	698	677	281	167	528	292	236	606
%V	27.1%	27.0%	26.5%	32.7%	27.1%	29.1%	24.9%	29.5%
%H		97.0%	40.3%	23.9%	75.6%	41.8%	33.8%	86.8%
C2	572	561	243	126	434	238	197	480
%V	22.2%	22.4%	22.9%	24.7%	22.2%	23.7%	20.8%	23.4%
%H		98.1%	42.5%	22.0%	75.9%	41.6%	34.4%	83.9%
D	412	396	168	82	309	158	151	271
%V	16.0%	15.8%	15.8%	16.1%	15.8%	15.7%	16.0%	13.2%
%H		96.1%	40.8%	19.9%	75.0%	38.3%	36.7%	65.8%
E	266	253	77	33	209	69	139	116
%V	10.3%	10.1%	7.3%	6.5%	10.7%	6.9%	14.7%	5.7%
%H		95.1%	28.9%	12.4%	78.6%	25.9%	52.3%	43.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2579	2505	1062	510	1951	1005	946	2051
%H		97.1%	41.2%	19.8%	75.6%	39.0%	36.7%	79.5%
Working full time	831	815	382	192	620	375	245	760
%V	32.2%	32.5%	36.0%	37.6%	31.8%	37.3%	25.9%	37.1%
%H		98.1%	46.0%	23.1%	74.6%	45.1%	29.5%	91.5%
Working part time	437	427	196	100	326	193	133	404
%V	16.9%	17.0%	18.5%	19.6%	16.7%	19.2%	14.1%	19.7%
%H		97.7%	44.9%	22.9%	74.6%	44.2%	30.4%	92.4%
Not working	1311	1264	484	218	1005	437	568	887
%V	50.8%	50.5%	45.6%	42.7%	51.5%	43.5%	60.0%	43.2%
%H		96.4%	36.9%	16.6%	76.7%	33.3%	43.3%	67.7%
Housewife/Houseperson	2087	2025	829	400	1583	781	802	1613
%V	80.9%	80.8%	78.1%	78.4%	81.1%	77.7%	84.8%	78.6%
%H		97.0%	39.7%	19.2%	75.9%	37.4%	38.4%	77.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

Contents	Page
Household	
Table 15.1: Social Grade	396
Table 15.2: Housewife Age	397
Table 15.3: Size of Household	398
Table 15.4: Presence of Children	399
Table 15.5: Number of TV sets in household	400
Table 15.6: Screen size	401
Table 15.7: Location of ANY set in household	402
Table 15.8: Platform Provider	403
Table 15.9: Recorders and other equipment	404
Table 15.10: Computers and Internet	405
Sets	
Table 15.11: Screen Size	406
Table 15.12: Location of set	407
Table 15.13: Recorders	408
Table 15.14: Other TV equipment	408
Table 15.15: Main Set Screen Size	409
Table 15.16: Main Set Recorders	410
Table 15.17: Main Set - Other TV equipment	410
Table 15.18: Other Sets (non-Main Set) Screen Size	411
Table 15.19: Other Set (non-Main Set) Recorders	412
Table 15.20: Other Set (non-Main Set) - Other TV equipment	412
Individuals	
Table 15.21: Age of Children	413
Table 15.22: Adults - Age	414
Table 15.23: Social Grade (Adults 16+)	415
Table 15.24: Working Status (Adults 16+)	416
Table 15.25: Males - Age	417
Table 15.26: Social Grade (Males 16+)	418
Table 15.27: Working Status (Males 16+)	419
Table 15.28: Females - Age	420
Table 15.29: Social Grade (Females 16+)	421
Table 15.30: Working Status (Females 16+)	422

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
AB	223	216	89	44	173	89	84	205
%V	23.3%	23.8%	26.4%	22.1%	25.0%	27.6%	22.8%	28.8%
%H (All HH)		96.9%	39.9%	19.7%	77.6%	39.9%	37.7%	91.9%
%H (TV HH)			41.2%	20.4%	80.1%	41.2%	38.9%	
C1	243	229	82	48	172	77	96	202
%V	25.4%	25.2%	24.3%	24.1%	24.8%	23.8%	26.0%	28.3%
%H (All HH)		94.2%	33.7%	19.8%	70.8%	31.7%	39.5%	83.1%
%H (TV HH)			35.8%	21.0%	75.1%	33.6%	41.9%	
C2	192	187	72	53	146	82	64	149
%V	20.1%	20.6%	21.4%	26.6%	21.1%	25.4%	17.3%	20.9%
%H (All HH)		97.4%	37.5%	27.6%	76.0%	42.7%	33.3%	77.6%
%H (TV HH)			38.5%	28.3%	78.1%	43.9%	34.2%	
D	160	151	55	34	106	47	60	104
%V	16.7%	16.6%	16.3%	17.1%	15.3%	14.6%	16.3%	14.6%
%H (All HH)		94.4%	34.4%	21.3%	66.3%	29.4%	37.5%	65.0%
%H (TV HH)			36.4%	22.5%	70.2%	31.1%	39.7%	
E	137	125	38	20	95	29	66	54
%V	14.3%	13.8%	11.3%	10.1%	13.7%	9.0%	17.9%	7.6%
%H (All HH)		91.2%	27.7%	14.6%	69.3%	21.2%	48.2%	39.4%
%H (TV HH)			30.4%	16.0%	76.0%	23.2%	52.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%V		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (All HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
%H (TV HH)								
Under 25	65	57	18	11	39	14	24	50
%V	6.8%	6.3%	5.3%	5.5%	5.6%	4.3%	6.5%	7.0%
%H (All HH)		87.7%	27.7%	16.9%	60.0%	21.5%	36.9%	76.9%
%H (TV HH)			31.6%	19.3%	68.4%	24.6%	42.1%	
25 - 34	144	132	61	36	85	50	35	127
%V	15.1%	14.5%	18.1%	18.1%	12.3%	15.5%	9.5%	17.8%
%H (All HH)		91.7%	42.4%	25.0%	59.0%	34.7%	24.3%	88.2%
%H (TV HH)			46.2%	27.3%	64.4%	37.9%	26.5%	
35 - 44	164	155	68	43	110	67	42	151
%V	17.2%	17.1%	20.2%	21.6%	15.9%	20.7%	11.4%	21.2%
%H (All HH)		94.5%	41.5%	26.2%	67.1%	40.9%	25.6%	92.1%
%H (TV HH)			43.9%	27.7%	71.0%	43.2%	27.1%	
45 - 54	174	168	73	40	128	76	53	154
%V	18.2%	18.5%	21.7%	20.1%	18.5%	23.5%	14.4%	21.6%
%H (All HH)		96.6%	42.0%	23.0%	73.6%	43.7%	30.5%	88.5%
%H (TV HH)			43.5%	23.8%	76.2%	45.2%	31.5%	
55 - 64	149	144	54	33	115	56	59	119
%V	15.6%	15.8%	16.0%	16.6%	16.6%	17.3%	16.0%	16.7%
%H (All HH)		96.6%	36.2%	22.1%	77.2%	37.6%	39.6%	79.9%
%H (TV HH)			37.5%	22.9%	79.9%	38.9%	41.0%	
65 +	260	253	63	36	217	60	156	111
%V	27.2%	27.8%	18.7%	18.1%	31.3%	18.6%	42.3%	15.6%
%H (All HH)		97.3%	24.2%	13.8%	83.5%	23.1%	60.0%	42.7%
%H (TV HH)			24.9%	14.2%	85.8%	23.7%	61.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
1	288	262	59	35	212	49	163	135
%V	30.1%	28.8%	17.5%	17.6%	30.6%	15.2%	44.2%	18.9%
%H (All HH)		91.0%	20.5%	12.2%	73.6%	17.0%	56.6%	46.9%
%H (TV HH)			22.5%	13.4%	80.9%	18.7%	62.2%	
2	330	320	117	72	254	123	131	265
%V	34.5%	35.2%	34.7%	36.2%	36.7%	38.1%	35.5%	37.2%
%H (All HH)		97.0%	35.5%	21.8%	77.0%	37.3%	39.7%	80.3%
%H (TV HH)			36.6%	22.5%	79.4%	38.4%	40.9%	
3	151	146	71	38	100	62	39	136
%V	15.8%	16.1%	21.1%	19.1%	14.4%	19.2%	10.6%	19.1%
%H (All HH)		96.7%	47.0%	25.2%	66.2%	41.1%	25.8%	90.1%
%H (TV HH)			48.6%	26.0%	68.5%	42.5%	26.7%	
4	124	120	60	33	85	59	26	118
%V	13.0%	13.2%	17.8%	16.6%	12.3%	18.3%	7.0%	16.5%
%H (All HH)		96.8%	48.4%	26.6%	68.5%	47.6%	21.0%	95.2%
%H (TV HH)			50.0%	27.5%	70.8%	49.2%	21.7%	
5+	63	61	31	21	41	30	11	60
%V	6.6%	6.7%	9.2%	10.6%	5.9%	9.3%	3.0%	8.4%
%H (All HH)		96.8%	49.2%	33.3%	65.1%	47.6%	17.5%	95.2%
%H (TV HH)			50.8%	34.4%	67.2%	49.2%	18.0%	
Average HH size	2.35	2.37	2.71	2.71	2.29	2.73	1.90	2.63

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
Without	705	665	215	132	523	210	313	485
%V	73.7%	73.2%	63.8%	66.3%	75.5%	65.0%	84.8%	68.0%
%H (All HH)		94.3%	30.5%	18.7%	74.2%	29.8%	44.4%	68.8%
%H (TV HH)			32.3%	19.8%	78.6%	31.6%	47.1%	
With	251	244	122	67	169	113	56	228
%V	26.3%	26.8%	36.2%	33.7%	24.4%	35.0%	15.2%	32.0%
%H (All HH)		97.2%	48.6%	26.7%	67.3%	45.0%	22.3%	90.8%
%H (TV HH)			50.0%	27.5%	69.3%	46.3%	23.0%	
0 - 3	102	99	52	24	64	41	23	88
%V	10.7%	10.9%	15.4%	12.1%	9.2%	12.7%	6.2%	12.3%
%H (All HH)		97.1%	51.0%	23.5%	62.7%	40.2%	22.5%	86.3%
%H (TV HH)			52.5%	24.2%	64.6%	41.4%	23.2%	
4 - 9	121	117	61	30	84	56	28	110
%V	12.7%	12.9%	18.1%	15.1%	12.1%	17.3%	7.6%	15.4%
%H (All HH)		96.7%	50.4%	24.8%	69.4%	46.3%	23.1%	90.9%
%H (TV HH)			52.1%	25.6%	71.8%	47.9%	23.9%	
10 - 15	115	112	56	32	80	56	24	109
%V	12.0%	12.3%	16.6%	16.1%	11.5%	17.3%	6.5%	15.3%
%H (All HH)		97.4%	48.7%	27.8%	69.6%	48.7%	20.9%	94.8%
%H (TV HH)			50.0%	28.6%	71.4%	50.0%	21.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
1	394	394	118	74	269	78	191	252
%V	41.2%	43.3%	35.0%	37.2%	38.8%	24.1%	51.8%	35.3%
%H (All HH)		100.0%	29.9%	18.8%	68.3%	19.8%	48.5%	64.0%
%H (TV HH)			29.9%	18.8%	68.3%	19.8%	48.5%	
2	297	297	116	63	239	117	122	233
%V	31.1%	32.7%	34.4%	31.7%	34.5%	36.2%	33.1%	32.7%
%H (All HH)		100.0%	39.1%	21.2%	80.5%	39.4%	41.1%	78.5%
%H (TV HH)			39.1%	21.2%	80.5%	39.4%	41.1%	
3	142	142	64	36	119	75	44	127
%V	14.9%	15.6%	19.0%	18.1%	17.2%	23.2%	11.9%	17.8%
%H (All HH)		100.0%	45.1%	25.4%	83.8%	52.8%	31.0%	89.4%
%H (TV HH)			45.1%	25.4%	83.8%	52.8%	31.0%	
4	54	54	27	20	46	38	9	51
%V	5.6%	5.9%	8.0%	10.1%	6.6%	11.8%	2.4%	7.2%
%H (All HH)		100.0%	50.0%	37.0%	85.2%	70.4%	16.7%	94.4%
%H (TV HH)			50.0%	37.0%	85.2%	70.4%	16.7%	
5+	21	21	12	5	20	16	4	21
%V	2.2%	2.3%	3.6%	2.5%	2.9%	5.0%	1.1%	2.9%
%H (All HH)		100.0%	57.1%	23.8%	95.2%	76.2%	19.0%	100.0%
%H (TV HH)			57.1%	23.8%	95.2%	76.2%	19.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
Under 20"	217	217	77	50	186	97	89	173
%V	22.7%	23.9%	22.8%	25.1%	26.8%	30.0%	24.1%	24.3%
%H (All HH)		100.0%	35.5%	23.0%	85.7%	44.7%	41.0%	79.7%
%H (TV HH)			35.5%	23.0%	85.7%	44.7%	41.0%	
20" - 29"	340	340	124	66	277	129	148	248
%V	35.6%	37.4%	36.8%	33.2%	40.0%	39.9%	40.1%	34.8%
%H (All HH)		100.0%	36.5%	19.4%	81.5%	37.9%	43.5%	72.9%
%H (TV HH)			36.5%	19.4%	81.5%	37.9%	43.5%	
30" - 39"	481	481	176	116	377	186	191	370
%V	50.3%	52.9%	52.2%	58.3%	54.4%	57.6%	51.8%	51.9%
%H (All HH)		100.0%	36.6%	24.1%	78.4%	38.7%	39.7%	76.9%
%H (TV HH)			36.6%	24.1%	78.4%	38.7%	39.7%	
40" and over	365	365	182	95	267	175	92	325
%V	38.2%	40.2%	54.0%	47.7%	38.5%	54.2%	24.9%	45.6%
%H (All HH)		100.0%	49.9%	26.0%	73.2%	47.9%	25.2%	89.0%
%H (TV HH)			49.9%	26.0%	73.2%	47.9%	25.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%V (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
Main living room	892	892	335	197	681	323	358	675
%V	93.3%	98.1%	99.4%	99.0%	98.3%	100.0%	97.0%	94.7%
%H (All HH)		100.0%	37.6%	22.1%	76.3%	36.2%	40.1%	75.7%
%H (TV HH)			37.6%	22.1%	76.3%	36.2%	40.1%	
Kitchen	105	105	43	23	97	55	42	85
%V	11.0%	11.6%	12.8%	11.6%	14.0%	17.0%	11.4%	11.9%
%H (All HH)		100.0%	41.0%	21.9%	92.4%	52.4%	40.0%	81.0%
%H (TV HH)			41.0%	21.9%	92.4%	52.4%	40.0%	
Adult's bedroom	360	360	149	93	297	176	121	306
%V	37.7%	39.6%	44.2%	46.7%	42.9%	54.5%	32.8%	42.9%
%H (All HH)		100.0%	41.4%	25.8%	82.5%	48.9%	33.6%	85.0%
%H (TV HH)			41.4%	25.8%	82.5%	48.9%	33.6%	
Child's bedroom	91	91	50	24	72	54	18	84
%V	9.5%	10.0%	14.8%	12.1%	10.4%	16.7%	4.9%	11.8%
%H (All HH)		100.0%	54.9%	26.4%	79.1%	59.3%	19.8%	92.3%
%H (TV HH)			54.9%	26.4%	79.1%	59.3%	19.8%	
Other bedroom	52	52	23	16	44	30	14	44
%V	5.4%	5.7%	6.8%	8.0%	6.3%	9.3%	3.8%	6.2%
%H (All HH)		100.0%	44.2%	30.8%	84.6%	57.7%	26.9%	84.6%
%H (TV HH)			44.2%	30.8%	84.6%	57.7%	26.9%	
Second living/dining room	88	88	39	21	72	43	29	74
%V	9.2%	9.7%	11.6%	10.6%	10.4%	13.3%	7.9%	10.4%
%H (All HH)		100.0%	44.3%	23.9%	81.8%	48.9%	33.0%	84.1%
%H (TV HH)			44.3%	23.9%	81.8%	48.9%	33.0%	
Study/office	12	12	5	2	10	5	5	12
%V	1.3%	1.3%	1.5%	1.0%	1.4%	1.5%	1.4%	1.7%
%H (All HH)		100.0%	41.7%	16.7%	83.3%	41.7%	41.7%	100.0%
%H (TV HH)			41.7%	16.7%	83.3%	41.7%	41.7%	
TV room	6	6	3	2	4	2	2	6
%V	0.6%	0.7%	0.9%	1.0%	0.6%	0.6%	0.5%	0.8%
%H (All HH)		100.0%	50.0%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			50.0%	33.3%	66.7%	33.3%	33.3%	
Conservatory	24	24	12	6	22	15	7	24
%V	2.5%	2.6%	3.6%	3.0%	3.2%	4.6%	1.9%	3.4%
%H (All HH)		100.0%	50.0%	25.0%	91.7%	62.5%	29.2%	100.0%
%H (TV HH)			50.0%	25.0%	91.7%	62.5%	29.2%	
Attic or loft room	2	2	0	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	9	9	3	2	8	4	4	8
%V	0.9%	1.0%	0.9%	1.0%	1.2%	1.2%	1.1%	1.1%
%H (All HH)		100.0%	33.3%	22.2%	88.9%	44.4%	44.4%	88.9%
%H (TV HH)			33.3%	22.2%	88.9%	44.4%	44.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
Any DSAT provider	337	337	337	12	208	208	0	292
%V	35.3%	37.1%	100.0%	6.0%	30.0%	64.4%	0.0%	41.0%
%H (All HH)			100.0%	3.6%	61.7%	61.7%	0.0%	86.6%
%H (TV HH)			100.0%	3.6%	61.7%	61.7%	0.0%	
Sky with subcription	269	269	269	4	166	166	0	239
%V	28.1%	29.6%	79.8%	2.0%	24.0%	51.4%	0.0%	33.5%
%H (All HH)			100.0%	1.5%	61.7%	61.7%	0.0%	88.8%
%H (TV HH)			100.0%	1.5%	61.7%	61.7%	0.0%	
Sky without subscription	22	22	22	4	15	15	0	17
%V	2.3%	2.4%	6.5%	2.0%	2.2%	4.6%	0.0%	2.4%
%H (All HH)			100.0%	18.2%	68.2%	68.2%	0.0%	77.3%
%H (TV HH)			100.0%	18.2%	68.2%	68.2%	0.0%	
Freesat	38	38	38	1	25	25	0	31
%V	4.0%	4.2%	11.3%	0.5%	3.6%	7.7%	0.0%	4.3%
%H (All HH)			100.0%	2.6%	65.8%	65.8%	0.0%	81.6%
%H (TV HH)			100.0%	2.6%	65.8%	65.8%	0.0%	
Other satellite provider	13	13	13	3	6	6	0	10
%V	1.4%	1.4%	3.9%	1.5%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	23.1%	46.2%	46.2%	0.0%	76.9%
%H (TV HH)			100.0%	23.1%	46.2%	46.2%	0.0%	
DCAB	199	199	12	199	122	122	0	172
%V	20.8%	21.9%	3.6%	100.0%	17.6%	37.8%	0.0%	24.1%
%H (All HH)			6.0%	100.0%	61.3%	61.3%	0.0%	86.4%
%H (TV HH)			6.0%	100.0%	61.3%	61.3%	0.0%	
DTT	693	693	208	122	693	323	369	505
%V	72.5%	76.2%	61.7%	61.3%	100.0%	100.0%	100.0%	70.8%
%H (All HH)		100.0%	30.0%	17.6%	100.0%	46.6%	53.2%	72.9%
%H (TV HH)			30.0%	17.6%	100.0%	46.6%	53.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%H (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
PVR	547	547	283	145	397	269	127	478
%V	57.2%	60.2%	84.0%	72.9%	57.3%	83.3%	34.4%	67.0%
%H (All HH)		100.0%	51.7%	26.5%	72.6%	49.2%	23.2%	87.4%
%H (TV HH)			51.7%	26.5%	72.6%	49.2%	23.2%	
DVDR	34	34	13	7	25	10	15	27
%V	3.6%	3.7%	3.9%	3.5%	3.6%	3.1%	4.1%	3.8%
%H (All HH)		100.0%	38.2%	20.6%	73.5%	29.4%	44.1%	79.4%
%H (TV HH)			38.2%	20.6%	73.5%	29.4%	44.1%	
VCR	24	24	9	6	16	7	9	14
%V	2.5%	2.6%	2.7%	3.0%	2.3%	2.2%	2.4%	2.0%
%H (All HH)		100.0%	37.5%	25.0%	66.7%	29.2%	37.5%	58.3%
%H (TV HH)			37.5%	25.0%	66.7%	29.2%	37.5%	
Any recorder	567	567	286	149	414	273	141	487
%V	59.3%	62.4%	84.9%	74.9%	59.7%	84.5%	38.2%	68.3%
%H (All HH)		100.0%	50.4%	26.3%	73.0%	48.1%	24.9%	85.9%
%H (TV HH)			50.4%	26.3%	73.0%	48.1%	24.9%	
Receives HDTV (via STB or built-in reception)	500	500	223	145	376	236	140	433
%V	52.3%	55.0%	66.2%	72.9%	54.3%	73.1%	37.9%	60.7%
%H (All HH)		100.0%	44.6%	29.0%	75.2%	47.2%	28.0%	86.6%
%H (TV HH)			44.6%	29.0%	75.2%	47.2%	28.0%	
DVD/Blu-ray player or recorder	673	673	270	157	518	266	252	552
%V	70.4%	74.0%	80.1%	78.9%	74.7%	82.4%	68.3%	77.4%
%H (All HH)		100.0%	40.1%	23.3%	77.0%	39.5%	37.4%	82.0%
%H (TV HH)			40.1%	23.3%	77.0%	39.5%	37.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	956	909	337	199	693	323	369	713
%V (All HH)		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%
%H (TV HH)			37.1%	21.9%	76.2%	35.5%	40.6%	
Has broadband internet	713	685	292	172	505	287	218	713
%V	74.6%	75.4%	86.6%	86.4%	72.9%	88.9%	59.1%	100.0%
%H (All HH)		96.1%	41.0%	24.1%	70.8%	40.3%	30.6%	100.0%
%H (TV HH)			42.6%	25.1%	73.7%	41.9%	31.8%	
Number of computers (PCs and laptops)								
0	219	204	42	25	170	33	136	12
%V	22.9%	22.4%	12.5%	12.6%	24.5%	10.2%	36.9%	1.7%
%H (All HH)		93.2%	19.2%	11.4%	77.6%	15.1%	62.1%	5.5%
%H (TV HH)			20.6%	12.3%	83.3%	16.2%	66.7%	
1	291	272	100	56	204	93	112	264
%V	30.4%	29.9%	29.7%	28.1%	29.4%	28.8%	30.4%	37.0%
%H (All HH)		93.5%	34.4%	19.2%	70.1%	32.0%	38.5%	90.7%
%H (TV HH)			36.8%	20.6%	75.0%	34.2%	41.2%	
2	211	203	86	57	152	92	60	205
%V	22.1%	22.3%	25.5%	28.6%	21.9%	28.5%	16.3%	28.8%
%H (All HH)		96.2%	40.8%	27.0%	72.0%	43.6%	28.4%	97.2%
%H (TV HH)			42.4%	28.1%	74.9%	45.3%	29.6%	
3	114	110	53	26	80	49	31	111
%V	11.9%	12.1%	15.7%	13.1%	11.5%	15.2%	8.4%	15.6%
%H (All HH)		96.5%	46.5%	22.8%	70.2%	43.0%	27.2%	97.4%
%H (TV HH)			48.2%	23.6%	72.7%	44.5%	28.2%	
4	59	58	27	15	42	26	16	57
%V	6.2%	6.4%	8.0%	7.5%	6.1%	8.0%	4.3%	8.0%
%H (All HH)		98.3%	45.8%	25.4%	71.2%	44.1%	27.1%	96.6%
%H (TV HH)			46.6%	25.9%	72.4%	44.8%	27.6%	
5+	63	62	29	21	44	30	14	63
%V	6.6%	6.8%	8.6%	10.6%	6.3%	9.3%	3.8%	8.8%
%H (All HH)		98.4%	46.0%	33.3%	69.8%	47.6%	22.2%	100.0%
%H (TV HH)			46.8%	33.9%	71.0%	48.4%	22.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1748	714	418	1395	772	623	1418
%H		40.8%	23.9%	79.8%	44.2%	35.6%	81.1%
Under 20"	273	101	61	237	126	110	224
%V	15.6%	14.1%	14.6%	17.0%	16.3%	17.7%	15.8%
%H		37.0%	22.3%	86.8%	46.2%	40.3%	82.1%
20" - 29"	429	165	90	352	178	173	326
%V	24.5%	23.1%	21.5%	25.2%	23.1%	27.8%	23.0%
%H		38.5%	21.0%	82.1%	41.5%	40.3%	76.0%
30" - 39"	570	215	144	451	236	215	450
%V	32.6%	30.1%	34.4%	32.3%	30.6%	34.5%	31.7%
%H		37.7%	25.3%	79.1%	41.4%	37.7%	78.9%
40" and over	419	213	110	308	206	102	377
%V	24.0%	29.8%	26.3%	22.1%	26.7%	16.4%	26.6%
%H		50.8%	26.3%	73.5%	49.2%	24.3%	90.0%
Don't know	57	22	13	48	25	22	42
%V	3.3%	3.1%	3.1%	3.4%	3.2%	3.5%	3.0%
%H		38.6%	22.8%	84.2%	43.9%	38.6%	73.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1748	714	418	1395	772	623	1418
%H		40.8%	23.9%	79.8%	44.2%	35.6%	81.1%
Main living room	899	339	197	685	325	360	681
%V	51.4%	47.5%	47.1%	49.1%	42.1%	57.8%	48.0%
%H		37.7%	21.9%	76.2%	36.2%	40.0%	75.8%
Kitchen	106	44	23	98	56	42	85
%V	6.1%	6.2%	5.5%	7.0%	7.3%	6.7%	6.0%
%H		41.5%	21.7%	92.5%	52.8%	39.6%	80.2%
Adult's bedroom	412	175	109	339	208	131	354
%V	23.6%	24.5%	26.1%	24.3%	26.9%	21.0%	25.0%
%H		42.5%	26.5%	82.3%	50.5%	31.8%	85.9%
Child's bedroom	121	66	33	97	73	23	113
%V	6.9%	9.2%	7.9%	7.0%	9.5%	3.7%	8.0%
%H		54.5%	27.3%	80.2%	60.3%	19.0%	93.4%
Other bedroom	64	28	21	55	39	16	57
%V	3.7%	3.9%	5.0%	3.9%	5.1%	2.6%	4.0%
%H		43.8%	32.8%	85.9%	60.9%	25.0%	89.1%
Second living/dining room	89	39	22	73	44	29	75
%V	5.1%	5.5%	5.3%	5.2%	5.7%	4.7%	5.3%
%H		43.8%	24.7%	82.0%	49.4%	32.6%	84.3%
Study/office	13	5	2	11	5	5	13
%V	0.7%	0.7%	0.5%	0.8%	0.6%	0.8%	0.9%
%H		38.5%	15.4%	84.6%	38.5%	38.5%	100.0%
TV room	6	3	2	4	2	2	6
%V	0.3%	0.4%	0.5%	0.3%	0.3%	0.3%	0.4%
%H		50.0%	33.3%	66.7%	33.3%	33.3%	100.0%
Conservatory	25	12	6	22	15	7	24
%V	1.4%	1.7%	1.4%	1.6%	1.9%	1.1%	1.7%
%H		48.0%	24.0%	88.0%	60.0%	28.0%	96.0%
Attic or loft room	2	0	0	2	1	1	2
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	10	4	2	8	4	4	10
%V	0.6%	0.6%	0.5%	0.6%	0.5%	0.6%	0.7%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1748	714	418	1395	772	623	1418
%H		40.8%	23.9%	79.8%	44.2%	35.6%	81.1%
PVR	716	381	201	514	369	145	635
%V	41.0%	53.4%	48.1%	36.8%	47.8%	23.3%	44.8%
%H		53.2%	28.1%	71.8%	51.5%	20.3%	88.7%
DVDR	38	14	8	27	11	16	29
%V	2.2%	2.0%	1.9%	1.9%	1.4%	2.6%	2.0%
%H		36.8%	21.1%	71.1%	28.9%	42.1%	76.3%
VCR	25	9	6	18	7	10	15
%V	1.4%	1.3%	1.4%	1.3%	0.9%	1.6%	1.1%
%H		36.0%	24.0%	72.0%	28.0%	40.0%	60.0%
Any recorder	741	386	206	536	375	161	648
%V	42.4%	54.1%	49.3%	38.4%	48.6%	25.8%	45.7%
%H		52.1%	27.8%	72.3%	50.6%	21.7%	87.4%

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	1748	714	418	1395	772	623	1418
%H		40.8%	23.9%	79.8%	44.2%	35.6%	81.1%
Receives HDTV (via STB or built-in reception)	716	323	221	549	364	185	629
%V	41.0%	45.2%	52.9%	39.4%	47.2%	29.7%	44.4%
%H		45.1%	30.9%	76.7%	50.8%	25.8%	87.8%
DVD/Blu-ray player or recorder	954	391	240	758	423	336	806
%V	54.6%	54.8%	57.4%	54.3%	54.8%	53.9%	56.8%
%H		41.0%	25.2%	79.5%	44.3%	35.2%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	907	336	199	693	323	369	684
%H		37.0%	21.9%	76.4%	35.6%	40.7%	75.4%
Under 20"	20	1	2	15	1	13	10
%V	2.2%	0.3%	1.0%	2.2%	0.3%	3.5%	1.5%
%H		5.0%	10.0%	75.0%	5.0%	65.0%	50.0%
20" - 29"	145	34	19	116	27	89	80
%V	16.0%	10.1%	9.5%	16.7%	8.4%	24.1%	11.7%
%H		23.4%	13.1%	80.0%	18.6%	61.4%	55.2%
30" - 39"	366	119	80	286	120	167	265
%V	40.4%	35.4%	40.2%	41.3%	37.2%	45.3%	38.7%
%H		32.5%	21.9%	78.1%	32.8%	45.6%	72.4%
40" and over	354	177	92	259	170	89	314
%V	39.0%	52.7%	46.2%	37.4%	52.6%	24.1%	45.9%
%H		50.0%	26.0%	73.2%	48.0%	25.1%	88.7%
Don't know	23	6	6	17	6	11	15
%V	2.5%	1.8%	3.0%	2.5%	1.9%	3.0%	2.2%
%H		26.1%	26.1%	73.9%	26.1%	47.8%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	907	336	199	693	323	369	684
%H		37.0%	21.9%	76.4%	35.6%	40.7%	75.4%
PVR	537	280	143	389	267	122	470
%V	59.2%	83.3%	71.9%	56.1%	82.7%	33.1%	68.7%
%H		52.1%	26.6%	72.4%	49.7%	22.7%	87.5%
DVDR	29	11	5	20	7	13	21
%V	3.2%	3.3%	2.5%	2.9%	2.2%	3.5%	3.1%
%H		37.9%	17.2%	69.0%	24.1%	44.8%	72.4%
VCR	22	9	5	15	6	9	13
%V	2.4%	2.7%	2.5%	2.2%	1.9%	2.4%	1.9%
%H		40.9%	22.7%	68.2%	27.3%	40.9%	59.1%
Any recorder	556	284	146	405	270	135	479
%V	61.3%	84.5%	73.4%	58.4%	83.6%	36.6%	70.0%
%H		51.1%	26.3%	72.8%	48.6%	24.3%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	907	336	199	693	323	369	684
%H		37.0%	21.9%	76.4%	35.6%	40.7%	75.4%
Receives HDTV (via STB or built-in reception)	481	219	141	358	229	129	417
%V	53.0%	65.2%	70.9%	51.7%	70.9%	35.0%	61.0%
%H		45.5%	29.3%	74.4%	47.6%	26.8%	86.7%
DVD/Blu-ray player or recorder	625	250	141	477	239	238	509
%V	68.9%	74.4%	70.9%	68.8%	74.0%	64.5%	74.4%
%H		40.0%	22.6%	76.3%	38.2%	38.1%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	840	378	219	703	449	254	735
%H		45.0%	26.1%	83.7%	53.5%	30.2%	87.5%
Under 20"	253	100	59	222	125	97	214
%V	30.1%	26.5%	26.9%	31.6%	27.8%	38.2%	29.1%
%H		39.5%	23.3%	87.7%	49.4%	38.3%	84.6%
20" - 29"	284	131	71	236	152	85	246
%V	33.8%	34.7%	32.4%	33.6%	33.9%	33.5%	33.5%
%H		46.1%	25.0%	83.1%	53.5%	29.9%	86.6%
30" - 39"	204	96	64	165	117	48	185
%V	24.3%	25.4%	29.2%	23.5%	26.1%	18.9%	25.2%
%H		47.1%	31.4%	80.9%	57.4%	23.5%	90.7%
40" and over	65	36	18	49	36	13	62
%V	7.7%	9.5%	8.2%	7.0%	8.0%	5.1%	8.4%
%H		55.4%	27.7%	75.4%	55.4%	20.0%	95.4%
Don't know	34	16	7	31	20	11	27
%V	4.0%	4.2%	3.2%	4.4%	4.5%	4.3%	3.7%
%H		47.1%	20.6%	91.2%	58.8%	32.4%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	840	378	219	703	449	254	735
%H		45.0%	26.1%	83.7%	53.5%	30.2%	87.5%
PVR	179	100	58	125	102	23	165
%V	21.3%	26.5%	26.5%	17.8%	22.7%	9.1%	22.4%
%H		55.9%	32.4%	69.8%	57.0%	12.8%	92.2%
DVDR	9	3	3	6	4	2	8
%V	1.1%	0.8%	1.4%	0.9%	0.9%	0.8%	1.1%
%H		33.3%	33.3%	66.7%	44.4%	22.2%	88.9%
VCR	3	1	1	3	1	2	1
%V	0.4%	0.3%	0.5%	0.4%	0.2%	0.8%	0.1%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	33.3%
Any recorder	185	102	60	131	105	26	169
%V	22.0%	27.0%	27.4%	18.6%	23.4%	10.2%	23.0%
%H		55.1%	32.4%	70.8%	56.8%	14.1%	91.4%

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	840	378	219	703	449	254	735
%H		45.0%	26.1%	83.7%	53.5%	30.2%	87.5%
Receives HDTV (via STB or built-in reception)	235	104	80	191	135	56	212
%V	28.0%	27.5%	36.5%	27.2%	30.1%	22.0%	28.8%
%H		44.3%	34.0%	81.3%	57.4%	23.8%	90.2%
DVD/Blu-ray player or recorder	329	141	98	281	184	98	297
%V	39.2%	37.3%	44.7%	40.0%	41.0%	38.6%	40.4%
%H		42.9%	29.8%	85.4%	55.9%	29.8%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2243	2156	914	539	1586	883	703	1875
%H		96.1%	40.7%	24.0%	70.7%	39.4%	31.3%	83.6%
Total Children	439	427	219	112	296	198	98	401
%V	19.6%	19.8%	24.0%	20.8%	18.7%	22.4%	13.9%	21.4%
%H		97.3%	49.9%	25.5%	67.4%	45.1%	22.3%	91.3%
0 - 3	123	120	62	29	77	47	30	105
%V	5.5%	5.6%	6.8%	5.4%	4.9%	5.3%	4.3%	5.6%
%H		97.6%	50.4%	23.6%	62.6%	38.2%	24.4%	85.4%
4 - 15	317	307	157	83	219	151	68	296
%V	14.1%	14.2%	17.2%	15.4%	13.8%	17.1%	9.7%	15.8%
%H		96.8%	49.5%	26.2%	69.1%	47.6%	21.5%	93.4%
4 - 9	168	162	85	41	115	78	37	154
%V	7.5%	7.5%	9.3%	7.6%	7.3%	8.8%	5.3%	8.2%
%H		96.4%	50.6%	24.4%	68.5%	46.4%	22.0%	91.7%
10 - 15	149	145	72	42	104	74	30	142
%V	6.6%	6.7%	7.9%	7.8%	6.6%	8.4%	4.3%	7.6%
%H		97.3%	48.3%	28.2%	69.8%	49.7%	20.1%	95.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2243	2156	914	539	1586	883	703	1875
%H		96.1%	40.7%	24.0%	70.7%	39.4%	31.3%	83.6%
Total Adults (16+)	1804	1729	695	427	1290	685	606	1474
%V	80.4%	80.2%	76.0%	79.2%	81.3%	77.6%	86.2%	78.6%
%H		95.8%	38.5%	23.7%	71.5%	38.0%	33.6%	81.7%
16 - 19	107	104	46	30	77	49	28	102
%V	4.8%	4.8%	5.0%	5.6%	4.9%	5.5%	4.0%	5.4%
%H		97.2%	43.0%	28.0%	72.0%	45.8%	26.2%	95.3%
20 - 24	173	156	56	45	107	57	50	151
%V	7.7%	7.2%	6.1%	8.3%	6.7%	6.5%	7.1%	8.1%
%H		90.2%	32.4%	26.0%	61.8%	32.9%	28.9%	87.3%
25 - 34	293	275	131	79	175	110	65	266
%V	13.1%	12.8%	14.3%	14.7%	11.0%	12.5%	9.2%	14.2%
%H		93.9%	44.7%	27.0%	59.7%	37.5%	22.2%	90.8%
35 - 44	293	280	131	74	195	122	73	272
%V	13.1%	13.0%	14.3%	13.7%	12.3%	13.8%	10.4%	14.5%
%H		95.6%	44.7%	25.3%	66.6%	41.6%	24.9%	92.8%
45 - 54	302	293	134	75	221	139	82	275
%V	13.5%	13.6%	14.7%	13.9%	13.9%	15.7%	11.7%	14.7%
%H		97.0%	44.4%	24.8%	73.2%	46.0%	27.2%	91.1%
55 - 64	249	242	90	62	193	99	94	208
%V	11.1%	11.2%	9.8%	11.5%	12.2%	11.2%	13.4%	11.1%
%H		97.2%	36.1%	24.9%	77.5%	39.8%	37.8%	83.5%
65+	387	379	107	61	323	108	215	200
%V	17.3%	17.6%	11.7%	11.3%	20.4%	12.2%	30.6%	10.7%
%H		97.9%	27.6%	15.8%	83.5%	27.9%	55.6%	51.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1804	1729	695	427	1290	685	606	1474
%H		95.8%	38.5%	23.7%	71.5%	38.0%	33.6%	81.7%
AB	456	446	203	95	348	196	152	430
%V	25.3%	25.8%	29.2%	22.2%	27.0%	28.6%	25.1%	29.2%
%H		97.8%	44.5%	20.8%	76.3%	43.0%	33.3%	94.3%
C1	460	438	168	105	324	165	158	405
%V	25.5%	25.3%	24.2%	24.6%	25.1%	24.1%	26.1%	27.5%
%H		95.2%	36.5%	22.8%	70.4%	35.9%	34.3%	88.0%
C2	388	377	150	115	290	174	116	323
%V	21.5%	21.8%	21.6%	26.9%	22.5%	25.4%	19.1%	21.9%
%H		97.2%	38.7%	29.6%	74.7%	44.8%	29.9%	83.2%
D	309	292	119	77	196	100	95	226
%V	17.1%	16.9%	17.1%	18.0%	15.2%	14.6%	15.7%	15.3%
%H		94.5%	38.5%	24.9%	63.4%	32.4%	30.7%	73.1%
E	190	176	55	35	134	50	84	91
%V	10.5%	10.2%	7.9%	8.2%	10.4%	7.3%	13.9%	6.2%
%H		92.6%	28.9%	18.4%	70.5%	26.3%	44.2%	47.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1804	1729	695	427	1290	685	606	1474
%H		95.8%	38.5%	23.7%	71.5%	38.0%	33.6%	81.7%
Working full time	785	758	343	216	537	338	199	737
%V	43.5%	43.8%	49.4%	50.6%	41.6%	49.3%	32.8%	50.0%
%H		96.6%	43.7%	27.5%	68.4%	43.1%	25.4%	93.9%
Working part time	184	179	82	38	133	74	59	166
%V	10.2%	10.4%	11.8%	8.9%	10.3%	10.8%	9.7%	11.3%
%H		97.3%	44.6%	20.7%	72.3%	40.2%	32.1%	90.2%
Not working	835	791	271	173	620	273	348	571
%V	46.3%	45.7%	39.0%	40.5%	48.1%	39.9%	57.4%	38.7%
%H		94.7%	32.5%	20.7%	74.3%	32.7%	41.7%	68.4%
Housewife/Houseperson	956	909	337	199	693	323	369	713
%V	53.0%	52.6%	48.5%	46.6%	53.7%	47.2%	60.9%	48.4%
%H		95.1%	35.3%	20.8%	72.5%	33.8%	38.6%	74.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	863	822	337	225	599	340	259	727
%H		95.2%	39.0%	26.1%	69.4%	39.4%	30.0%	84.2%
16 - 19	55	53	22	20	37	26	11	52
%V	6.4%	6.4%	6.5%	8.9%	6.2%	7.6%	4.2%	7.2%
%H		96.4%	40.0%	36.4%	67.3%	47.3%	20.0%	94.5%
20 - 24	77	68	25	23	45	28	17	69
%V	8.9%	8.3%	7.4%	10.2%	7.5%	8.2%	6.6%	9.5%
%H		88.3%	32.5%	29.9%	58.4%	36.4%	22.1%	89.6%
25 - 34	143	135	64	40	85	55	30	132
%V	16.6%	16.4%	19.0%	17.8%	14.2%	16.2%	11.6%	18.2%
%H		94.4%	44.8%	28.0%	59.4%	38.5%	21.0%	92.3%
35 - 44	144	135	64	37	92	58	34	133
%V	16.7%	16.4%	19.0%	16.4%	15.4%	17.1%	13.1%	18.3%
%H		93.8%	44.4%	25.7%	63.9%	40.3%	23.6%	92.4%
45 - 54	149	144	65	39	106	68	38	136
%V	17.3%	17.5%	19.3%	17.3%	17.7%	20.0%	14.7%	18.7%
%H		96.6%	43.6%	26.2%	71.1%	45.6%	25.5%	91.3%
55 - 64	122	118	43	32	94	49	45	103
%V	14.1%	14.4%	12.8%	14.2%	15.7%	14.4%	17.4%	14.2%
%H		96.7%	35.2%	26.2%	77.0%	40.2%	36.9%	84.4%
65+	173	169	54	34	140	57	83	102
%V	20.0%	20.6%	16.0%	15.1%	23.4%	16.8%	32.0%	14.0%
%H		97.7%	31.2%	19.7%	80.9%	32.9%	48.0%	59.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	863	822	337	225	599	340	259	727
%H		95.2%	39.0%	26.1%	69.4%	39.4%	30.0%	84.2%
AB	232	226	105	51	173	101	72	219
%V	26.9%	27.5%	31.2%	22.7%	28.9%	29.7%	27.8%	30.1%
%H		97.4%	45.3%	22.0%	74.6%	43.5%	31.0%	94.4%
C1	212	200	77	55	142	79	63	191
%V	24.6%	24.3%	22.8%	24.4%	23.7%	23.2%	24.3%	26.3%
%H		94.3%	36.3%	25.9%	67.0%	37.3%	29.7%	90.1%
C2	204	197	76	64	150	91	59	172
%V	23.6%	24.0%	22.6%	28.4%	25.0%	26.8%	22.8%	23.7%
%H		96.6%	37.3%	31.4%	73.5%	44.6%	28.9%	84.3%
D	140	132	57	39	84	48	36	104
%V	16.2%	16.1%	16.9%	17.3%	14.0%	14.1%	13.9%	14.3%
%H		94.3%	40.7%	27.9%	60.0%	34.3%	25.7%	74.3%
E	76	67	21	16	50	22	28	42
%V	8.8%	8.2%	6.2%	7.1%	8.3%	6.5%	10.8%	5.8%
%H		88.2%	27.6%	21.1%	65.8%	28.9%	36.8%	55.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	863	822	337	225	599	340	259	727
%H		95.2%	39.0%	26.1%	69.4%	39.4%	30.0%	84.2%
Working full time	477	457	208	133	324	207	117	448
%V	55.3%	55.6%	61.7%	59.1%	54.1%	60.9%	45.2%	61.6%
%H		95.8%	43.6%	27.9%	67.9%	43.4%	24.5%	93.9%
Working part time	44	43	16	13	31	18	13	40
%V	5.1%	5.2%	4.7%	5.8%	5.2%	5.3%	5.0%	5.5%
%H		97.7%	36.4%	29.5%	70.5%	40.9%	29.5%	90.9%
Not working	342	323	112	79	244	115	130	240
%V	39.6%	39.3%	33.2%	35.1%	40.7%	33.8%	50.2%	33.0%
%H		94.4%	32.7%	23.1%	71.3%	33.6%	38.0%	70.2%
Housewife/Houseperson	188	169	53	37	125	50	75	124
%V	21.8%	20.6%	15.7%	16.4%	20.9%	14.7%	29.0%	17.1%
%H		89.9%	28.2%	19.7%	66.5%	26.6%	39.9%	66.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	906	358	202	691	344	347	747
%H		96.4%	38.1%	21.5%	73.5%	36.6%	36.9%	79.5%
16 - 19	52	51	24	10	40	23	17	50
%V	5.5%	5.6%	6.7%	5.0%	5.8%	6.7%	4.9%	6.7%
%H		98.1%	46.2%	19.2%	76.9%	44.2%	32.7%	96.2%
20 - 24	96	87	31	21	62	29	33	82
%V	10.2%	9.6%	8.7%	10.4%	9.0%	8.4%	9.5%	11.0%
%H		90.6%	32.3%	21.9%	64.6%	30.2%	34.4%	85.4%
25 - 34	150	140	67	39	90	55	35	134
%V	16.0%	15.5%	18.7%	19.3%	13.0%	16.0%	10.1%	17.9%
%H		93.3%	44.7%	26.0%	60.0%	36.7%	23.3%	89.3%
35 - 44	149	144	67	37	103	64	38	140
%V	15.9%	15.9%	18.7%	18.3%	14.9%	18.6%	11.0%	18.7%
%H		96.6%	45.0%	24.8%	69.1%	43.0%	25.5%	94.0%
45 - 54	153	150	69	36	116	72	44	139
%V	16.3%	16.6%	19.3%	17.8%	16.8%	20.9%	12.7%	18.6%
%H		98.0%	45.1%	23.5%	75.8%	47.1%	28.8%	90.8%
55 - 64	127	124	47	31	99	49	49	105
%V	13.5%	13.7%	13.1%	15.3%	14.3%	14.2%	14.1%	14.1%
%H		97.6%	37.0%	24.4%	78.0%	38.6%	38.6%	82.7%
65+	214	210	53	28	182	51	131	97
%V	22.8%	23.2%	14.8%	13.9%	26.3%	14.8%	37.8%	13.0%
%H		98.1%	24.8%	13.1%	85.0%	23.8%	61.2%	45.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	906	358	202	691	344	347	747
%H		96.4%	38.1%	21.5%	73.5%	36.6%	36.9%	79.5%
AB	225	220	98	44	175	95	80	211
%V	23.9%	24.3%	27.4%	21.8%	25.3%	27.6%	23.1%	28.2%
%H		97.8%	43.6%	19.6%	77.8%	42.2%	35.6%	93.8%
C1	249	238	91	50	182	87	95	213
%V	26.5%	26.3%	25.4%	24.8%	26.3%	25.3%	27.4%	28.5%
%H		95.6%	36.5%	20.1%	73.1%	34.9%	38.2%	85.5%
C2	183	180	73	51	140	82	57	152
%V	19.5%	19.9%	20.4%	25.2%	20.3%	23.8%	16.4%	20.3%
%H		98.4%	39.9%	27.9%	76.5%	44.8%	31.1%	83.1%
D	169	160	62	38	112	53	59	122
%V	18.0%	17.7%	17.3%	18.8%	16.2%	15.4%	17.0%	16.3%
%H		94.7%	36.7%	22.5%	66.3%	31.4%	34.9%	72.2%
E	115	109	34	19	83	27	56	49
%V	12.2%	12.0%	9.5%	9.4%	12.0%	7.8%	16.1%	6.6%
%H		94.8%	29.6%	16.5%	72.2%	23.5%	48.7%	42.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2013 - June 2014

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	906	358	202	691	344	347	747
%H		96.4%	38.1%	21.5%	73.5%	36.6%	36.9%	79.5%
Working full time	308	301	135	83	213	130	83	289
%V	32.8%	33.2%	37.7%	41.1%	30.8%	37.8%	23.9%	38.7%
%H		97.7%	43.8%	26.9%	69.2%	42.2%	26.9%	93.8%
Working part time	139	136	65	26	102	56	46	125
%V	14.8%	15.0%	18.2%	12.9%	14.8%	16.3%	13.3%	16.7%
%H		97.8%	46.8%	18.7%	73.4%	40.3%	33.1%	89.9%
Not working	493	469	158	94	376	158	218	332
%V	52.4%	51.8%	44.1%	46.5%	54.4%	45.9%	62.8%	44.4%
%H		95.1%	32.0%	19.1%	76.3%	32.0%	44.2%	67.3%
Housewife/Houseperson	768	740	284	162	568	273	295	589
%V	81.7%	81.7%	79.3%	80.2%	82.2%	79.4%	85.0%	78.8%
%H		96.4%	37.0%	21.1%	74.0%	35.5%	38.4%	76.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total