

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

July 2014 to June 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period July 2014 - June 2015

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
AB	1460	1356	585	291	903	424	479	1395
%V	28.1%	28.6%	29.7%	34.3%	27.6%	30.9%	25.2%	31.4%
%H (All HH)		92.9%	40.1%	19.9%	61.8%	29.0%	32.8%	95.5%
%H (TV HH)			43.1%	21.5%	66.6%	31.3%	35.3%	
C1	1504	1365	556	248	964	410	554	1343
%V	29.0%	28.8%	28.2%	29.2%	29.5%	29.9%	29.2%	30.3%
%H (All HH)		90.8%	37.0%	16.5%	64.1%	27.3%	36.8%	89.3%
%H (TV HH)			40.7%	18.2%	70.6%	30.0%	40.6%	
C2	923	850	393	156	590	288	302	800
%V	17.8%	18.0%	19.9%	18.4%	18.0%	21.0%	15.9%	18.0%
%H (All HH)		92.1%	42.6%	16.9%	63.9%	31.2%	32.7%	86.7%
%H (TV HH)			46.2%	18.4%	69.4%	33.9%	35.5%	
D	810	718	303	108	482	178	305	636
%V	15.6%	15.2%	15.4%	12.7%	14.7%	13.0%	16.1%	14.3%
%H (All HH)		88.6%	37.4%	13.3%	59.5%	22.0%	37.7%	78.5%
%H (TV HH)			42.2%	15.0%	67.1%	24.8%	42.5%	
E	494	445	134	44	330	72	258	263
%V	9.5%	9.4%	6.8%	5.2%	10.1%	5.2%	13.6%	5.9%
%H (All HH)		90.1%	27.1%	8.9%	66.8%	14.6%	52.2%	53.2%
%H (TV HH)			30.1%	9.9%	74.2%	16.2%	58.0%	

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

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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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Under 25	185	133	37	20	95	26	69	178
%V	3.6%	2.8%	1.9%	2.4%	2.9%	1.9%	3.6%	4.0%
%H (All HH)		71.9%	20.0%	10.8%	51.4%	14.1%	37.3%	96.2%
%H (TV HH)			27.8%	15.0%	71.4%	19.5%	51.9%	
25 - 34	1018	856	397	144	532	234	298	981
%V	19.6%	18.1%	20.2%	17.0%	16.3%	17.1%	15.7%	22.1%
%H (All HH)		84.1%	39.0%	14.1%	52.3%	23.0%	29.3%	96.4%
%H (TV HH)			46.4%	16.8%	62.1%	27.3%	34.8%	
35 - 44	1090	988	491	196	610	308	303	1051
%V	21.0%	20.9%	24.9%	23.1%	18.7%	22.4%	16.0%	23.7%
%H (All HH)		90.6%	45.0%	18.0%	56.0%	28.3%	27.8%	96.4%
%H (TV HH)			49.7%	19.8%	61.7%	31.2%	30.7%	
45 - 54	1025	969	436	209	660	337	322	958
%V	19.7%	20.5%	22.1%	24.6%	20.2%	24.6%	17.0%	21.6%
%H (All HH)		94.5%	42.5%	20.4%	64.4%	32.9%	31.4%	93.5%
%H (TV HH)			45.0%	21.6%	68.1%	34.8%	33.2%	
55 - 64	753	713	301	140	500	225	275	641
%V	14.5%	15.1%	15.3%	16.5%	15.3%	16.4%	14.5%	14.4%
%H (All HH)		94.7%	40.0%	18.6%	66.4%	29.9%	36.5%	85.1%
%H (TV HH)			42.2%	19.6%	70.1%	31.6%	38.6%	
65 +	1121	1075	307	140	872	242	631	627
%V	21.6%	22.7%	15.6%	16.5%	26.7%	17.6%	33.2%	14.1%
%H (All HH)		95.9%	27.4%	12.5%	77.8%	21.6%	56.3%	55.9%
%H (TV HH)			28.6%	13.0%	81.1%	22.5%	58.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
1	1589	1393	356	181	1079	237	842	1033
%V	30.6%	29.4%	18.1%	21.3%	33.0%	17.3%	44.4%	23.3%
%H (All HH)		87.7%	22.4%	11.4%	67.9%	14.9%	53.0%	65.0%
%H (TV HH)			25.6%	13.0%	77.5%	17.0%	60.4%	
2	1521	1411	578	263	1009	443	565	1375
%V	29.3%	29.8%	29.3%	31.0%	30.9%	32.3%	29.8%	31.0%
%H (All HH)		92.8%	38.0%	17.3%	66.3%	29.1%	37.1%	90.4%
%H (TV HH)			41.0%	18.6%	71.5%	31.4%	40.0%	
3	855	780	393	155	506	274	231	828
%V	16.5%	16.5%	19.9%	18.3%	15.5%	20.0%	12.2%	18.7%
%H (All HH)		91.2%	46.0%	18.1%	59.2%	32.0%	27.0%	96.8%
%H (TV HH)			50.4%	19.9%	64.9%	35.1%	29.6%	
4	776	731	390	170	457	284	173	761
%V	14.9%	15.4%	19.8%	20.0%	14.0%	20.7%	9.1%	17.2%
%H (All HH)		94.2%	50.3%	21.9%	58.9%	36.6%	22.3%	98.1%
%H (TV HH)			53.4%	23.3%	62.5%	38.9%	23.7%	
5+	450	419	253	79	218	133	85	439
%V	8.7%	8.9%	12.8%	9.3%	6.7%	9.7%	4.5%	9.9%
%H (All HH)		93.1%	56.2%	17.6%	48.4%	29.6%	18.9%	97.6%
%H (TV HH)			60.4%	18.9%	52.0%	31.7%	20.3%	
Average HH size	2.45	2.48	2.86	2.69	2.33	2.77	2.01	2.64

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

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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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Without	3715	3354	1224	573	2455	913	1542	3005
%V	71.6%	70.8%	62.1%	67.6%	75.1%	66.5%	81.2%	67.7%
%H (All HH)		90.3%	32.9%	15.4%	66.1%	24.6%	41.5%	80.9%
%H (TV HH)			36.5%	17.1%	73.2%	27.2%	46.0%	
With	1476	1380	746	275	815	459	356	1432
%V	28.4%	29.2%	37.9%	32.4%	24.9%	33.5%	18.8%	32.3%
%H (All HH)		93.5%	50.5%	18.6%	55.2%	31.1%	24.1%	97.0%
%H (TV HH)			54.1%	19.9%	59.1%	33.3%	25.8%	
0 - 3	602	548	304	98	313	168	145	580
%V	11.6%	11.6%	15.4%	11.6%	9.6%	12.2%	7.6%	13.1%
%H (All HH)		91.0%	50.5%	16.3%	52.0%	27.9%	24.1%	96.3%
%H (TV HH)			55.5%	17.9%	57.1%	30.7%	26.5%	
4 - 9	752	706	374	146	411	230	181	727
%V	14.5%	14.9%	19.0%	17.2%	12.6%	16.8%	9.5%	16.4%
%H (All HH)		93.9%	49.7%	19.4%	54.7%	30.6%	24.1%	96.7%
%H (TV HH)			53.0%	20.7%	58.2%	32.6%	25.6%	
10 - 15	625	599	332	124	357	213	144	611
%V	12.0%	12.7%	16.9%	14.6%	10.9%	15.5%	7.6%	13.8%
%H (All HH)		95.8%	53.1%	19.8%	57.1%	34.1%	23.0%	97.8%
%H (TV HH)			55.4%	20.7%	59.6%	35.6%	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

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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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
1	2460	2460	853	365	1606	400	1206	1963
%V	47.4%	52.0%	43.3%	43.0%	49.1%	29.2%	63.5%	44.2%
%H (All HH)		100.0%	34.7%	14.8%	65.3%	16.3%	49.0%	79.8%
%H (TV HH)			34.7%	14.8%	65.3%	16.3%	49.0%	
2	1450	1450	665	297	1018	522	496	1294
%V	27.9%	30.6%	33.8%	35.0%	31.1%	38.0%	26.1%	29.2%
%H (All HH)		100.0%	45.9%	20.5%	70.2%	36.0%	34.2%	89.2%
%H (TV HH)			45.9%	20.5%	70.2%	36.0%	34.2%	
3	520	520	274	114	397	259	138	495
%V	10.0%	11.0%	13.9%	13.4%	12.1%	18.9%	7.3%	11.2%
%H (All HH)		100.0%	52.7%	21.9%	76.3%	49.8%	26.5%	95.2%
%H (TV HH)			52.7%	21.9%	76.3%	49.8%	26.5%	
4	199	199	114	48	163	122	40	191
%V	3.8%	4.2%	5.8%	5.7%	5.0%	8.9%	2.1%	4.3%
%H (All HH)		100.0%	57.3%	24.1%	81.9%	61.3%	20.1%	96.0%
%H (TV HH)			57.3%	24.1%	81.9%	61.3%	20.1%	
5+	104	104	65	24	86	68	18	103
%V	2.0%	2.2%	3.3%	2.8%	2.6%	5.0%	0.9%	2.3%
%H (All HH)		100.0%	62.5%	23.1%	82.7%	65.4%	17.3%	99.0%
%H (TV HH)			62.5%	23.1%	82.7%	65.4%	17.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Under 20"	671	671	266	120	560	274	286	561
%V	12.9%	14.2%	13.5%	14.2%	17.1%	20.0%	15.1%	12.6%
%H (All HH)		100.0%	39.6%	17.9%	83.5%	40.8%	42.6%	83.6%
%H (TV HH)			39.6%	17.9%	83.5%	40.8%	42.6%	
20" - 29"	1425	1425	542	267	1115	499	616	1182
%V	27.5%	30.1%	27.5%	31.5%	34.1%	36.4%	32.5%	26.6%
%H (All HH)		100.0%	38.0%	18.7%	78.2%	35.0%	43.2%	82.9%
%H (TV HH)			38.0%	18.7%	78.2%	35.0%	43.2%	
30" - 39"	2365	2365	988	441	1691	757	934	2062
%V	45.6%	50.0%	50.2%	52.0%	51.7%	55.2%	49.2%	46.5%
%H (All HH)		100.0%	41.8%	18.6%	71.5%	32.0%	39.5%	87.2%
%H (TV HH)			41.8%	18.6%	71.5%	32.0%	39.5%	
40" and over	2252	2252	1214	462	1428	849	579	2106
%V	43.4%	47.6%	61.6%	54.5%	43.7%	61.9%	30.5%	47.5%
%H (All HH)		100.0%	53.9%	20.5%	63.4%	37.7%	25.7%	93.5%
%H (TV HH)			53.9%	20.5%	63.4%	37.7%	25.7%	

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

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July 2014 - June 2015
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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Main living room	4660	4660	1954	840	3216	1358	1857	3987
%V	89.8%	98.4%	99.2%	99.1%	98.4%	99.0%	97.8%	89.9%
%H (All HH)		100.0%	41.9%	18.0%	69.0%	29.1%	39.8%	85.6%
%H (TV HH)			41.9%	18.0%	69.0%	29.1%	39.8%	
Kitchen	412	412	202	72	358	216	143	375
%V	7.9%	8.7%	10.3%	8.5%	11.0%	15.7%	7.5%	8.5%
%H (All HH)		100.0%	49.0%	17.5%	86.9%	52.4%	34.7%	91.0%
%H (TV HH)			49.0%	17.5%	86.9%	52.4%	34.7%	
Adult's bedroom	1804	1804	895	385	1321	783	539	1655
%V	34.8%	38.1%	45.4%	45.4%	40.4%	57.1%	28.4%	37.3%
%H (All HH)		100.0%	49.6%	21.3%	73.2%	43.4%	29.9%	91.7%
%H (TV HH)			49.6%	21.3%	73.2%	43.4%	29.9%	
Child's bedroom	276	276	158	66	192	140	51	267
%V	5.3%	5.8%	8.0%	7.8%	5.9%	10.2%	2.7%	6.0%
%H (All HH)		100.0%	57.2%	23.9%	69.6%	50.7%	18.5%	96.7%
%H (TV HH)			57.2%	23.9%	69.6%	50.7%	18.5%	
Other bedroom	133	133	63	32	107	67	39	125
%V	2.6%	2.8%	3.2%	3.8%	3.3%	4.9%	2.1%	2.8%
%H (All HH)		100.0%	47.4%	24.1%	80.5%	50.4%	29.3%	94.0%
%H (TV HH)			47.4%	24.1%	80.5%	50.4%	29.3%	
Second living/dining room	281	281	143	66	212	135	77	261
%V	5.4%	5.9%	7.3%	7.8%	6.5%	9.8%	4.1%	5.9%
%H (All HH)		100.0%	50.9%	23.5%	75.4%	48.0%	27.4%	92.9%
%H (TV HH)			50.9%	23.5%	75.4%	48.0%	27.4%	
Study/office	45	45	23	8	35	21	14	44
%V	0.9%	1.0%	1.2%	0.9%	1.1%	1.5%	0.7%	1.0%
%H (All HH)		100.0%	51.1%	17.8%	77.8%	46.7%	31.1%	97.8%
%H (TV HH)			51.1%	17.8%	77.8%	46.7%	31.1%	
TV room	56	56	31	9	41	26	15	53
%V	1.1%	1.2%	1.6%	1.1%	1.3%	1.9%	0.8%	1.2%
%H (All HH)		100.0%	55.4%	16.1%	73.2%	46.4%	26.8%	94.6%
%H (TV HH)			55.4%	16.1%	73.2%	46.4%	26.8%	
Conservatory	39	39	20	7	30	18	12	36
%V	0.8%	0.8%	1.0%	0.8%	0.9%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	51.3%	17.9%	76.9%	46.2%	30.8%	92.3%
%H (TV HH)			51.3%	17.9%	76.9%	46.2%	30.8%	
Attic or loft room	11	11	8	3	7	5	1	11
%V	0.2%	0.2%	0.4%	0.4%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	72.7%	27.3%	63.6%	45.5%	9.1%	100.0%
%H (TV HH)			72.7%	27.3%	63.6%	45.5%	9.1%	
No specific location	6	6	2	0	6	2	4	5
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	49	49	30	5	38	24	14	47
%V	0.9%	1.0%	1.5%	0.6%	1.2%	1.7%	0.7%	1.1%
%H (All HH)		100.0%	61.2%	10.2%	77.6%	49.0%	28.6%	95.9%
%H (TV HH)			61.2%	10.2%	77.6%	49.0%	28.6%	

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 2014 - June 2015

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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Any DSAT provider	1970	1970	1970	38	987	987	0	1835
%V	38.0%	41.6%	100.0%	4.5%	30.2%	71.9%	0.0%	41.4%
%H (All HH)			100.0%	1.9%	50.1%	50.1%	0.0%	93.1%
%H (TV HH)			100.0%	1.9%	50.1%	50.1%	0.0%	
Sky with subscription	1614	1614	1614	19	834	834	0	1522
%V	31.1%	34.1%	81.9%	2.2%	25.5%	60.8%	0.0%	34.3%
%H (All HH)			100.0%	1.2%	51.7%	51.7%	0.0%	94.3%
%H (TV HH)			100.0%	1.2%	51.7%	51.7%	0.0%	
Sky without subscription	117	117	117	5	39	39	0	100
%V	2.3%	2.5%	5.9%	0.6%	1.2%	2.8%	0.0%	2.3%
%H (All HH)			100.0%	4.3%	33.3%	33.3%	0.0%	85.5%
%H (TV HH)			100.0%	4.3%	33.3%	33.3%	0.0%	
Freesat	168	168	168	6	92	92	0	153
%V	3.2%	3.5%	8.5%	0.7%	2.8%	6.7%	0.0%	3.4%
%H (All HH)			100.0%	3.6%	54.8%	54.8%	0.0%	91.1%
%H (TV HH)			100.0%	3.6%	54.8%	54.8%	0.0%	
Other satellite provider	99	99	99	7	42	42	0	91
%V	1.9%	2.1%	5.0%	0.8%	1.3%	3.1%	0.0%	2.1%
%H (All HH)			100.0%	7.1%	42.4%	42.4%	0.0%	91.9%
%H (TV HH)			100.0%	7.1%	42.4%	42.4%	0.0%	
DCAB	848	848	38	848	403	403	0	794
%V	16.3%	17.9%	1.9%	100.0%	12.3%	29.4%	0.0%	17.9%
%H (All HH)			4.5%	100.0%	47.5%	47.5%	0.0%	93.6%
%H (TV HH)			4.5%	100.0%	47.5%	47.5%	0.0%	
DTT	3269	3269	987	403	3269	1372	1898	2700
%V	63.0%	69.1%	50.1%	47.5%	100.0%	100.0%	100.0%	60.9%
%H (All HH)		100.0%	30.2%	12.3%	100.0%	42.0%	58.1%	82.6%
%H (TV HH)			30.2%	12.3%	100.0%	42.0%	58.1%	

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 2014 - June 2015

BBC London

Household level data

Table 1.9: Recorders and other equipment

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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
PVR	2754	2754	1624	726	1600	1164	436	2572
%V	53.1%	58.2%	82.4%	85.6%	48.9%	84.8%	23.0%	58.0%
%H (All HH)		100.0%	59.0%	26.4%	58.1%	42.3%	15.8%	93.4%
%H (TV HH)			59.0%	26.4%	58.1%	42.3%	15.8%	
DVDR	169	169	60	30	139	60	80	144
%V	3.3%	3.6%	3.0%	3.5%	4.3%	4.4%	4.2%	3.2%
%H (All HH)		100.0%	35.5%	17.8%	82.2%	35.5%	47.3%	85.2%
%H (TV HH)			35.5%	17.8%	82.2%	35.5%	47.3%	
VCR	97	97	32	15	80	30	50	71
%V	1.9%	2.0%	1.6%	1.8%	2.4%	2.2%	2.6%	1.6%
%H (All HH)		100.0%	33.0%	15.5%	82.5%	30.9%	51.5%	73.2%
%H (TV HH)			33.0%	15.5%	82.5%	30.9%	51.5%	
Any recorder	2862	2862	1638	735	1696	1174	521	2645
%V	55.1%	60.5%	83.1%	86.7%	51.9%	85.6%	27.4%	59.6%
%H (All HH)		100.0%	57.2%	25.7%	59.3%	41.0%	18.2%	92.4%
%H (TV HH)			57.2%	25.7%	59.3%	41.0%	18.2%	
Receives HDTV (via STB or built-in reception)	3098	3098	1491	698	2069	1128	941	2866
%V	59.7%	65.4%	75.7%	82.3%	63.3%	82.2%	49.6%	64.6%
%H (All HH)		100.0%	48.1%	22.5%	66.8%	36.4%	30.4%	92.5%
%H (TV HH)			48.1%	22.5%	66.8%	36.4%	30.4%	
DVD/Blu-ray player or recorder	3398	3398	1477	645	2421	1131	1290	3021
%V	65.5%	71.8%	75.0%	76.1%	74.1%	82.4%	68.0%	68.1%
%H (All HH)		100.0%	43.5%	19.0%	71.2%	33.3%	38.0%	88.9%
%H (TV HH)			43.5%	19.0%	71.2%	33.3%	38.0%	

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 2014 - June 2015

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	5191	4734	1970	848	3269	1372	1898	4437
%H (All HH)		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%
%H (TV HH)			41.6%	17.9%	69.1%	29.0%	40.1%	
Has broadband internet	4437	4047	1835	794	2700	1296	1403	4437
%V	85.5%	85.5%	93.1%	93.6%	82.6%	94.5%	73.9%	100.0%
%H (All HH)		91.2%	41.4%	17.9%	60.9%	29.2%	31.6%	100.0%
%H (TV HH)			45.3%	19.6%	66.7%	32.0%	34.7%	
Number of computers (PCs and laptops)								
0	820	740	161	63	604	94	510	152
%V	15.8%	15.6%	8.2%	7.4%	18.5%	6.9%	26.9%	3.4%
%H (All HH)		90.2%	19.6%	7.7%	73.7%	11.5%	62.2%	18.5%
%H (TV HH)			21.8%	8.5%	81.6%	12.7%	68.9%	
1	1535	1358	552	207	926	333	592	1462
%V	29.6%	28.7%	28.0%	24.4%	28.3%	24.3%	31.2%	33.0%
%H (All HH)		88.5%	36.0%	13.5%	60.3%	21.7%	38.6%	95.2%
%H (TV HH)			40.6%	15.2%	68.2%	24.5%	43.6%	
2	1296	1179	528	234	795	383	412	1285
%V	25.0%	24.9%	26.8%	27.6%	24.3%	27.9%	21.7%	29.0%
%H (All HH)		91.0%	40.7%	18.1%	61.3%	29.6%	31.8%	99.2%
%H (TV HH)			44.8%	19.8%	67.4%	32.5%	34.9%	
3	731	690	346	154	438	246	192	730
%V	14.1%	14.6%	17.6%	18.2%	13.4%	17.9%	10.1%	16.5%
%H (All HH)		94.4%	47.3%	21.1%	59.9%	33.7%	26.3%	99.9%
%H (TV HH)			50.1%	22.3%	63.5%	35.7%	27.8%	
4	381	361	176	90	238	143	95	379
%V	7.3%	7.6%	8.9%	10.6%	7.3%	10.4%	5.0%	8.5%
%H (All HH)		94.8%	46.2%	23.6%	62.5%	37.5%	24.9%	99.5%
%H (TV HH)			48.8%	24.9%	65.9%	39.6%	26.3%	
5+	429	405	206	100	268	173	96	428
%V	8.3%	8.6%	10.5%	11.8%	8.2%	12.6%	5.1%	9.6%
%H (All HH)		94.4%	48.0%	23.3%	62.5%	40.3%	22.4%	99.8%
%H (TV HH)			50.9%	24.7%	66.2%	42.7%	23.7%	

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 2014 - June 2015

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	8278	3814	1618	5948	3082	2866	7357
%H		46.1%	19.5%	71.9%	37.2%	34.6%	88.9%
Under 20"	832	343	149	697	357	340	711
%V	10.1%	9.0%	9.2%	11.7%	11.6%	11.9%	9.7%
%H		41.2%	17.9%	83.8%	42.9%	40.9%	85.5%
20" - 29"	1756	698	340	1390	667	722	1485
%V	21.2%	18.3%	21.0%	23.4%	21.6%	25.2%	20.2%
%H		39.7%	19.4%	79.2%	38.0%	41.1%	84.6%
30" - 39"	2773	1202	535	1987	948	1039	2442
%V	33.5%	31.5%	33.1%	33.4%	30.8%	36.3%	33.2%
%H		43.3%	19.3%	71.7%	34.2%	37.5%	88.1%
40" and over	2642	1460	557	1687	1051	636	2489
%V	31.9%	38.3%	34.4%	28.4%	34.1%	22.2%	33.8%
%H		55.3%	21.1%	63.9%	39.8%	24.1%	94.2%
Don't know	276	110	36	187	59	128	230
%V	3.3%	2.9%	2.2%	3.1%	1.9%	4.5%	3.1%
%H		39.9%	13.0%	67.8%	21.4%	46.4%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	8278	3814	1618	5948	3082	2866	7357
%H		46.1%	19.5%	71.9%	37.2%	34.6%	88.9%
Main living room	4678	1963	843	3227	1365	1862	4003
%V	56.5%	51.5%	52.1%	54.3%	44.3%	65.0%	54.4%
%H		42.0%	18.0%	69.0%	29.2%	39.8%	85.6%
Kitchen	414	203	72	360	217	143	377
%V	5.0%	5.3%	4.4%	6.1%	7.0%	5.0%	5.1%
%H		49.0%	17.4%	87.0%	52.4%	34.5%	91.1%
Adult's bedroom	2197	1110	486	1624	1005	619	2037
%V	26.5%	29.1%	30.0%	27.3%	32.6%	21.6%	27.7%
%H		50.5%	22.1%	73.9%	45.7%	28.2%	92.7%
Child's bedroom	343	199	82	239	178	61	332
%V	4.1%	5.2%	5.1%	4.0%	5.8%	2.1%	4.5%
%H		58.0%	23.9%	69.7%	51.9%	17.8%	96.8%
Other bedroom	153	75	36	123	81	42	144
%V	1.8%	2.0%	2.2%	2.1%	2.6%	1.5%	2.0%
%H		49.0%	23.5%	80.4%	52.9%	27.5%	94.1%
Second living/dining room	285	145	67	215	137	78	264
%V	3.4%	3.8%	4.1%	3.6%	4.4%	2.7%	3.6%
%H		50.9%	23.5%	75.4%	48.1%	27.4%	92.6%
Study/office	45	23	8	36	21	14	44
%V	0.5%	0.6%	0.5%	0.6%	0.7%	0.5%	0.6%
%H		51.1%	17.8%	80.0%	46.7%	31.1%	97.8%
TV room	56	31	9	41	26	15	53
%V	0.7%	0.8%	0.6%	0.7%	0.8%	0.5%	0.7%
%H		55.4%	16.1%	73.2%	46.4%	26.8%	94.6%
Conservatory	39	20	7	30	18	12	36
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		51.3%	17.9%	76.9%	46.2%	30.8%	92.3%
Attic or loft room	12	8	3	7	5	1	12
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%
%H		66.7%	25.0%	58.3%	41.7%	8.3%	100.0%
No specific location	6	2	0	6	2	4	5
%H	0.1%	33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
Other	52	33	5	41	27	14	49
%V	0.6%	0.9%	0.3%	0.7%	0.9%	0.5%	0.7%
%H		63.5%	9.6%	78.8%	51.9%	26.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015
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	8278	3814	1618	5948	3082	2866	7357
%H		46.1%	19.5%	71.9%	37.2%	34.6%	88.9%
PVR	3638	2211	989	2061	1570	492	3435
%V	43.9%	58.0%	61.1%	34.7%	50.9%	17.2%	46.7%
%H		60.8%	27.2%	56.7%	43.2%	13.5%	94.4%
DVDR	181	66	34	149	66	83	156
%V	2.2%	1.7%	2.1%	2.5%	2.1%	2.9%	2.1%
%H		36.5%	18.8%	82.3%	36.5%	45.9%	86.2%
VCR	100	33	16	84	32	52	75
%V	1.2%	0.9%	1.0%	1.4%	1.0%	1.8%	1.0%
%H		33.0%	16.0%	84.0%	32.0%	52.0%	75.0%
Any recorder	3770	2237	1003	2177	1592	585	3531
%V	45.5%	58.7%	62.0%	36.6%	51.7%	20.4%	48.0%
%H		59.3%	26.6%	57.7%	42.2%	15.5%	93.7%

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	8278	3814	1618	5948	3082	2866	7357
%H		46.1%	19.5%	71.9%	37.2%	34.6%	88.9%
Receives HDTV (via STB or built-in reception)	4344	2147	1027	2977	1755	1222	4060
%V	52.5%	56.3%	63.5%	50.1%	56.9%	42.6%	55.2%
%H		49.4%	23.6%	68.5%	40.4%	28.1%	93.5%
DVD/Blu-ray player or recorder	4624	2126	921	3388	1787	1601	4192
%V	55.9%	55.7%	56.9%	57.0%	58.0%	55.9%	57.0%
%H		46.0%	19.9%	73.3%	38.6%	34.6%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	4727	1970	848	3268	1371	1896	4041
%V		41.7%	17.9%	69.1%	29.0%	40.1%	85.5%
%H							
Under 20"	94	11	8	79	6	73	54
%V	2.0%	0.6%	0.9%	2.4%	0.4%	3.9%	1.3%
%H		11.7%	8.5%	84.0%	6.4%	77.7%	57.4%
20" - 29"	580	123	72	461	84	377	390
%V	12.3%	6.2%	8.5%	14.1%	6.1%	19.9%	9.7%
%H		21.2%	12.4%	79.5%	14.5%	65.0%	67.2%
30" - 39"	1703	601	296	1242	442	801	1428
%V	36.0%	30.5%	34.9%	38.0%	32.2%	42.2%	35.3%
%H		35.3%	17.4%	72.9%	26.0%	47.0%	83.9%
40" and over	2198	1188	451	1388	826	562	2054
%V	46.5%	60.3%	53.2%	42.5%	60.2%	29.6%	50.8%
%H		54.0%	20.5%	63.1%	37.6%	25.6%	93.4%
Don't know	152	46	20	97	13	84	116
%V	3.2%	2.3%	2.4%	3.0%	0.9%	4.4%	2.9%
%H		30.3%	13.2%	63.8%	8.6%	55.3%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	4727	1970	848	3268	1371	1896	4041
%H		41.7%	17.9%	69.1%	29.0%	40.1%	85.5%
PVR	2700	1603	718	1556	1145	411	2523
%V	57.1%	81.4%	84.7%	47.6%	83.5%	21.7%	62.4%
%H		59.4%	26.6%	57.6%	42.4%	15.2%	93.4%
DVDR	146	49	26	120	48	72	121
%V	3.1%	2.5%	3.1%	3.7%	3.5%	3.8%	3.0%
%H		33.6%	17.8%	82.2%	32.9%	49.3%	82.9%
VCR	84	26	13	68	23	45	59
%V	1.8%	1.3%	1.5%	2.1%	1.7%	2.4%	1.5%
%H		31.0%	15.5%	81.0%	27.4%	53.6%	70.2%
Any recorder	2802	1617	727	1644	1155	489	2589
%V	59.3%	82.1%	85.7%	50.3%	84.2%	25.8%	64.1%
%H		57.7%	25.9%	58.7%	41.2%	17.5%	92.4%

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	4727	1970	848	3268	1371	1896	4041
%H		41.7%	17.9%	69.1%	29.0%	40.1%	85.5%
Receives HDTV (via STB or built-in reception)	3023	1458	686	2006	1097	909	2796
%V	64.0%	74.0%	80.9%	61.4%	80.0%	47.9%	69.2%
%H		48.2%	22.7%	66.4%	36.3%	30.1%	92.5%
DVD/Blu-ray player or recorder	3219	1391	607	2283	1050	1232	2858
%V	68.1%	70.6%	71.6%	69.9%	76.6%	65.0%	70.7%
%H		43.2%	18.9%	70.9%	32.6%	38.3%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3551	1844	770	2680	1711	969	3316
%H		51.9%	21.7%	75.5%	48.2%	27.3%	93.4%
Under 20"	738	332	141	618	351	267	658
%V	20.8%	18.0%	18.3%	23.1%	20.5%	27.6%	19.8%
%H		45.0%	19.1%	83.7%	47.6%	36.2%	89.2%
20" - 29"	1176	575	267	929	583	345	1096
%V	33.1%	31.2%	34.7%	34.7%	34.1%	35.6%	33.1%
%H		48.9%	22.7%	79.0%	49.6%	29.3%	93.2%
30" - 39"	1070	601	239	745	506	239	1014
%V	30.1%	32.6%	31.0%	27.8%	29.6%	24.7%	30.6%
%H		56.2%	22.3%	69.6%	47.3%	22.3%	94.8%
40" and over	444	272	107	300	225	75	435
%V	12.5%	14.8%	13.9%	11.2%	13.2%	7.7%	13.1%
%H		61.3%	24.1%	67.6%	50.7%	16.9%	98.0%
Don't know	124	64	16	89	45	44	114
%V	3.5%	3.5%	2.1%	3.3%	2.6%	4.5%	3.4%
%H		51.6%	12.9%	71.8%	36.3%	35.5%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3551	1844	770	2680	1711	969	3316
%H		51.9%	21.7%	75.5%	48.2%	27.3%	93.4%
PVR	938	609	271	506	424	81	912
%V	26.4%	33.0%	35.2%	18.9%	24.8%	8.4%	27.5%
%H		64.9%	28.9%	53.9%	45.2%	8.6%	97.2%
DVDR	36	17	8	29	18	11	35
%V	1.0%	0.9%	1.0%	1.1%	1.1%	1.1%	1.1%
%H		47.2%	22.2%	80.6%	50.0%	30.6%	97.2%
VCR	17	7	3	16	9	7	15
%V	0.5%	0.4%	0.4%	0.6%	0.5%	0.7%	0.5%
%H		41.2%	17.6%	94.1%	52.9%	41.2%	88.2%
Any recorder	969	620	276	533	437	96	942
%V	27.3%	33.6%	35.8%	19.9%	25.5%	9.9%	28.4%
%H		64.0%	28.5%	55.0%	45.1%	9.9%	97.2%

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	3551	1844	770	2680	1711	969	3316
%H		51.9%	21.7%	75.5%	48.2%	27.3%	93.4%
Receives HDTV (via STB or built-in reception)	1321	689	341	971	658	313	1264
%V	37.2%	37.4%	44.3%	36.2%	38.5%	32.3%	38.1%
%H		52.2%	25.8%	73.5%	49.8%	23.7%	95.7%
DVD/Blu-ray player or recorder	1405	736	314	1106	737	369	1334
%V	39.6%	39.9%	40.8%	41.3%	43.1%	38.1%	40.2%
%H		52.4%	22.3%	78.7%	52.5%	26.3%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	12739	11749	5628	2283	7610	3797	3813	11692
%H		92.2%	44.2%	17.9%	59.7%	29.8%	29.9%	91.8%
Total Children	2584	2420	1327	477	1401	796	605	2503
%V	20.3%	20.6%	23.6%	20.9%	18.4%	21.0%	15.9%	21.4%
%H		93.7%	51.4%	18.5%	54.2%	30.8%	23.4%	96.9%
0 - 3	734	668	376	115	382	208	174	706
%V	5.8%	5.7%	6.7%	5.0%	5.0%	5.5%	4.6%	6.0%
%H		91.0%	51.2%	15.7%	52.0%	28.3%	23.7%	96.2%
4 - 15	1850	1751	952	361	1019	588	431	1798
%V	14.5%	14.9%	16.9%	15.8%	13.4%	15.5%	11.3%	15.4%
%H		94.6%	51.5%	19.5%	55.1%	31.8%	23.3%	97.2%
4 - 9	1014	951	502	200	545	303	241	979
%V	8.0%	8.1%	8.9%	8.8%	7.2%	8.0%	6.3%	8.4%
%H		93.8%	49.5%	19.7%	53.7%	29.9%	23.8%	96.5%
10 - 15	836	801	450	161	474	285	189	819
%V	6.6%	6.8%	8.0%	7.1%	6.2%	7.5%	5.0%	7.0%
%H		95.8%	53.8%	19.3%	56.7%	34.1%	22.6%	98.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	12739	11749	5628	2283	7610	3797	3813	11692
%H		92.2%	44.2%	17.9%	59.7%	29.8%	29.9%	91.8%
Total Adults (16+)	10155	9329	4301	1806	6209	3001	3207	9188
%V	79.7%	79.4%	76.4%	79.1%	81.6%	79.0%	84.1%	78.6%
%H		91.9%	42.4%	17.8%	61.1%	29.6%	31.6%	90.5%
16 - 19	526	508	282	115	317	204	113	515
%V	4.1%	4.3%	5.0%	5.0%	4.2%	5.4%	3.0%	4.4%
%H		96.6%	53.6%	21.9%	60.3%	38.8%	21.5%	97.9%
20 - 24	816	683	321	133	432	218	215	800
%V	6.4%	5.8%	5.7%	5.8%	5.7%	5.7%	5.6%	6.8%
%H		83.7%	39.3%	16.3%	52.9%	26.7%	26.3%	98.0%
25 - 34	2221	1905	917	357	1171	570	601	2155
%V	17.4%	16.2%	16.3%	15.6%	15.4%	15.0%	15.8%	18.4%
%H		85.8%	41.3%	16.1%	52.7%	25.7%	27.1%	97.0%
35 - 44	1942	1779	911	357	1081	565	516	1883
%V	15.2%	15.1%	16.2%	15.6%	14.2%	14.9%	13.5%	16.1%
%H		91.6%	46.9%	18.4%	55.7%	29.1%	26.6%	97.0%
45 - 54	1734	1652	788	366	1102	601	502	1649
%V	13.6%	14.1%	14.0%	16.0%	14.5%	15.8%	13.2%	14.1%
%H		95.3%	45.4%	21.1%	63.6%	34.7%	29.0%	95.1%
55 - 64	1246	1191	540	244	826	410	416	1109
%V	9.8%	10.1%	9.6%	10.7%	10.9%	10.8%	10.9%	9.5%
%H		95.6%	43.3%	19.6%	66.3%	32.9%	33.4%	89.0%
65+	1669	1612	543	233	1279	433	845	1078
%V	13.1%	13.7%	9.6%	10.2%	16.8%	11.4%	22.2%	9.2%
%H		96.6%	32.5%	14.0%	76.6%	25.9%	50.6%	64.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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+)		10155	9329	4301	1806	6209	3001	3207	9188
	%H		91.9%	42.4%	17.8%	61.1%	29.6%	31.6%	90.5%
AB		3035	2846	1306	637	1866	960	907	2951
	%V	29.9%	30.5%	30.4%	35.3%	30.1%	32.0%	28.3%	32.1%
	%H		93.8%	43.0%	21.0%	61.5%	31.6%	29.9%	97.2%
C1		2945	2691	1224	530	1829	904	924	2738
	%V	29.0%	28.8%	28.5%	29.3%	29.5%	30.1%	28.8%	29.8%
	%H		91.4%	41.6%	18.0%	62.1%	30.7%	31.4%	93.0%
C2		1920	1778	893	344	1195	648	547	1746
	%V	18.9%	19.1%	20.8%	19.0%	19.2%	21.6%	17.1%	19.0%
	%H		92.6%	46.5%	17.9%	62.2%	33.8%	28.5%	90.9%
D		1599	1417	679	235	889	385	504	1362
	%V	15.7%	15.2%	15.8%	13.0%	14.3%	12.8%	15.7%	14.8%
	%H		88.6%	42.5%	14.7%	55.6%	24.1%	31.5%	85.2%
E		656	596	199	61	430	104	326	390
	%V	6.5%	6.4%	4.6%	3.4%	6.9%	3.5%	10.2%	4.2%
	%H		90.9%	30.3%	9.3%	65.5%	15.9%	49.7%	59.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	10155	9329	4301	1806	6209	3001	3207	9188
%H		91.9%	42.4%	17.8%	61.1%	29.6%	31.6%	90.5%
Working full time	5336	4859	2370	1043	3116	1676	1440	5201
%V	52.5%	52.1%	55.1%	57.8%	50.2%	55.8%	44.9%	56.6%
%H		91.1%	44.4%	19.5%	58.4%	31.4%	27.0%	97.5%
Working part time	992	917	432	184	637	334	303	944
%V	9.8%	9.8%	10.0%	10.2%	10.3%	11.1%	9.4%	10.3%
%H		92.4%	43.5%	18.5%	64.2%	33.7%	30.5%	95.2%
Not working	3826	3554	1499	579	2455	991	1465	3044
%V	37.7%	38.1%	34.9%	32.1%	39.5%	33.0%	45.7%	33.1%
%H		92.9%	39.2%	15.1%	64.2%	25.9%	38.3%	79.6%
Housewife/Houseperson	5191	4734	1970	848	3269	1372	1898	4437
%V	51.1%	50.7%	45.8%	47.0%	52.6%	45.7%	59.2%	48.3%
%H		91.2%	38.0%	16.3%	63.0%	26.4%	36.6%	85.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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+)	4979	4535	2146	877	2996	1490	1506	4566
%H		91.1%	43.1%	17.6%	60.2%	29.9%	30.2%	91.7%
16 - 19	277	267	149	59	162	104	58	272
%V	5.6%	5.9%	6.9%	6.7%	5.4%	7.0%	3.9%	6.0%
%H		96.4%	53.8%	21.3%	58.5%	37.5%	20.9%	98.2%
20 - 24	404	338	173	63	210	115	96	396
%V	8.1%	7.5%	8.1%	7.2%	7.0%	7.7%	6.4%	8.7%
%H		83.7%	42.8%	15.6%	52.0%	28.5%	23.8%	98.0%
25 - 34	1114	947	455	176	600	299	301	1084
%V	22.4%	20.9%	21.2%	20.1%	20.0%	20.1%	20.0%	23.7%
%H		85.0%	40.8%	15.8%	53.9%	26.8%	27.0%	97.3%
35 - 44	975	879	443	173	532	268	264	944
%V	19.6%	19.4%	20.6%	19.7%	17.8%	18.0%	17.5%	20.7%
%H		90.2%	45.4%	17.7%	54.6%	27.5%	27.1%	96.8%
45 - 54	857	809	390	175	532	287	244	809
%V	17.2%	17.8%	18.2%	20.0%	17.8%	19.3%	16.2%	17.7%
%H		94.4%	45.5%	20.4%	62.1%	33.5%	28.5%	94.4%
55 - 64	600	571	258	120	399	198	201	536
%V	12.1%	12.6%	12.0%	13.7%	13.3%	13.3%	13.3%	11.7%
%H		95.2%	43.0%	20.0%	66.5%	33.0%	33.5%	89.3%
65+	752	724	277	111	560	219	341	525
%V	15.1%	16.0%	12.9%	12.7%	18.7%	14.7%	22.6%	11.5%
%H		96.3%	36.8%	14.8%	74.5%	29.1%	45.3%	69.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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+)		4979	4535	2146	877	2996	1490	1506	4566
	%H		91.1%	43.1%	17.6%	60.2%	29.9%	30.2%	91.7%
AB		1543	1442	670	321	940	487	454	1506
	%V	31.0%	31.8%	31.2%	36.6%	31.4%	32.7%	30.1%	33.0%
	%H		93.5%	43.4%	20.8%	60.9%	31.6%	29.4%	97.6%
C1		1377	1242	595	242	835	438	397	1302
	%V	27.7%	27.4%	27.7%	27.6%	27.9%	29.4%	26.4%	28.5%
	%H		90.2%	43.2%	17.6%	60.6%	31.8%	28.8%	94.6%
C2		1028	941	463	182	634	336	297	925
	%V	20.6%	20.7%	21.6%	20.8%	21.2%	22.6%	19.7%	20.3%
	%H		91.5%	45.0%	17.7%	61.7%	32.7%	28.9%	90.0%
D		783	688	343	111	428	191	237	683
	%V	15.7%	15.2%	16.0%	12.7%	14.3%	12.8%	15.7%	15.0%
	%H		87.9%	43.8%	14.2%	54.7%	24.4%	30.3%	87.2%
E		248	223	75	22	158	38	121	150
	%V	5.0%	4.9%	3.5%	2.5%	5.3%	2.6%	8.0%	3.3%
	%H		89.9%	30.2%	8.9%	63.7%	15.3%	48.8%	60.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	4979	4535	2146	877	2996	1490	1506	4566
%H		91.1%	43.1%	17.6%	60.2%	29.9%	30.2%	91.7%
Working full time	3223	2929	1475	616	1860	1021	839	3134
%V	64.7%	64.6%	68.7%	70.2%	62.1%	68.5%	55.7%	68.6%
%H		90.9%	45.8%	19.1%	57.7%	31.7%	26.0%	97.2%
Working part time	269	234	100	34	167	68	99	247
%V	5.4%	5.2%	4.7%	3.9%	5.6%	4.6%	6.6%	5.4%
%H		87.0%	37.2%	12.6%	62.1%	25.3%	36.8%	91.8%
Not working	1487	1372	571	227	969	401	567	1185
%V	29.9%	30.3%	26.6%	25.9%	32.3%	26.9%	37.6%	26.0%
%H		92.3%	38.4%	15.3%	65.2%	27.0%	38.1%	79.7%
Housewife/Houseperson	1192	1029	360	166	737	244	493	947
%V	23.9%	22.7%	16.8%	18.9%	24.6%	16.4%	32.7%	20.7%
%H		86.3%	30.2%	13.9%	61.8%	20.5%	41.4%	79.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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+)	5176	4794	2155	929	3213	1511	1702	4622
%H		92.6%	41.6%	17.9%	62.1%	29.2%	32.9%	89.3%
16 - 19	250	241	132	56	155	100	55	243
%V	4.8%	5.0%	6.1%	6.0%	4.8%	6.6%	3.2%	5.3%
%H		96.4%	52.8%	22.4%	62.0%	40.0%	22.0%	97.2%
20 - 24	413	345	148	71	222	103	119	404
%V	8.0%	7.2%	6.9%	7.6%	6.9%	6.8%	7.0%	8.7%
%H		83.5%	35.8%	17.2%	53.8%	24.9%	28.8%	97.8%
25 - 34	1107	958	462	181	571	271	300	1071
%V	21.4%	20.0%	21.4%	19.5%	17.8%	17.9%	17.6%	23.2%
%H		86.5%	41.7%	16.4%	51.6%	24.5%	27.1%	96.7%
35 - 44	967	900	468	184	549	298	251	938
%V	18.7%	18.8%	21.7%	19.8%	17.1%	19.7%	14.7%	20.3%
%H		93.1%	48.4%	19.0%	56.8%	30.8%	26.0%	97.0%
45 - 54	877	843	398	190	571	314	257	839
%V	16.9%	17.6%	18.5%	20.5%	17.8%	20.8%	15.1%	18.2%
%H		96.1%	45.4%	21.7%	65.1%	35.8%	29.3%	95.7%
55 - 64	646	620	282	124	427	212	215	573
%V	12.5%	12.9%	13.1%	13.3%	13.3%	14.0%	12.6%	12.4%
%H		96.0%	43.7%	19.2%	66.1%	32.8%	33.3%	88.7%
65+	917	888	265	122	718	214	504	553
%V	17.7%	18.5%	12.3%	13.1%	22.3%	14.2%	29.6%	12.0%
%H		96.8%	28.9%	13.3%	78.3%	23.3%	55.0%	60.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2014 - June 2015

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+)		5176	4794	2155	929	3213	1511	1702	4622
	%H		92.6%	41.6%	17.9%	62.1%	29.2%	32.9%	89.3%
AB		1493	1404	636	316	926	473	453	1446
	%V	28.8%	29.3%	29.5%	34.0%	28.8%	31.3%	26.6%	31.3%
	%H		94.0%	42.6%	21.2%	62.0%	31.7%	30.3%	96.9%
C1		1568	1449	629	288	994	466	528	1436
	%V	30.3%	30.2%	29.2%	31.0%	30.9%	30.8%	31.0%	31.1%
	%H		92.4%	40.1%	18.4%	63.4%	29.7%	33.7%	91.6%
C2		892	838	430	163	561	311	249	821
	%V	17.2%	17.5%	20.0%	17.5%	17.5%	20.6%	14.6%	17.8%
	%H		93.9%	48.2%	18.3%	62.9%	34.9%	27.9%	92.0%
D		816	729	336	124	461	194	267	679
	%V	15.8%	15.2%	15.6%	13.3%	14.3%	12.8%	15.7%	14.7%
	%H		89.3%	41.2%	15.2%	56.5%	23.8%	32.7%	83.2%
E		408	374	124	39	271	67	205	240
	%V	7.9%	7.8%	5.8%	4.2%	8.4%	4.4%	12.0%	5.2%
	%H		91.7%	30.4%	9.6%	66.4%	16.4%	50.2%	58.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	5176	4794	2155	929	3213	1511	1702	4622
%H		92.6%	41.6%	17.9%	62.1%	29.2%	32.9%	89.3%
Working full time	2113	1930	896	428	1256	655	601	2067
%V	40.8%	40.3%	41.6%	46.1%	39.1%	43.3%	35.3%	44.7%
%H		91.3%	42.4%	20.3%	59.4%	31.0%	28.4%	97.8%
Working part time	724	683	332	150	470	267	203	697
%V	14.0%	14.2%	15.4%	16.1%	14.6%	17.7%	11.9%	15.1%
%H		94.3%	45.9%	20.7%	64.9%	36.9%	28.0%	96.3%
Not working	2340	2181	928	352	1487	589	897	1859
%V	45.2%	45.5%	43.1%	37.9%	46.3%	39.0%	52.7%	40.2%
%H		93.2%	39.7%	15.0%	63.5%	25.2%	38.3%	79.4%
Housewife/Houseperson	4000	3706	1610	682	2532	1127	1405	3489
%V	77.3%	77.3%	74.7%	73.4%	78.8%	74.6%	82.5%	75.5%
%H		92.7%	40.3%	17.1%	63.3%	28.2%	35.1%	87.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
AB	303	289	135	40	192	82	110	284
%V	27.5%	28.1%	29.0%	25.2%	27.4%	26.5%	28.0%	30.8%
%H (All HH)		95.4%	44.6%	13.2%	63.4%	27.1%	36.3%	93.7%
%H (TV HH)			46.7%	13.8%	66.4%	28.4%	38.1%	
C1	334	314	146	51	212	101	111	290
%V	30.3%	30.5%	31.3%	32.1%	30.2%	32.7%	28.2%	31.5%
%H (All HH)		94.0%	43.7%	15.3%	63.5%	30.2%	33.2%	86.8%
%H (TV HH)			46.5%	16.2%	67.5%	32.2%	35.4%	
C2	206	193	91	34	140	74	66	177
%V	18.7%	18.8%	19.5%	21.4%	19.9%	23.9%	16.8%	19.2%
%H (All HH)		93.7%	44.2%	16.5%	68.0%	35.9%	32.0%	85.9%
%H (TV HH)			47.2%	17.6%	72.5%	38.3%	34.2%	
D	145	135	56	23	89	36	53	105
%V	13.2%	13.1%	12.0%	14.5%	12.7%	11.7%	13.5%	11.4%
%H (All HH)		93.1%	38.6%	15.9%	61.4%	24.8%	36.6%	72.4%
%H (TV HH)			41.5%	17.0%	65.9%	26.7%	39.3%	
E	113	99	37	11	69	17	52	65
%V	10.3%	9.6%	7.9%	6.9%	9.8%	5.5%	13.2%	7.1%
%H (All HH)		87.6%	32.7%	9.7%	61.1%	15.0%	46.0%	57.5%
%H (TV HH)			37.4%	11.1%	69.7%	17.2%	52.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Under 25	41	32	13	3	19	6	13	35
%V	3.7%	3.1%	2.8%	1.9%	2.7%	1.9%	3.3%	3.8%
%H (All HH)		78.0%	31.7%	7.3%	46.3%	14.6%	31.7%	85.4%
%H (TV HH)			40.6%	9.4%	59.4%	18.8%	40.6%	
25 - 34	130	116	62	18	66	35	30	126
%V	11.8%	11.3%	13.3%	11.3%	9.4%	11.3%	7.6%	13.7%
%H (All HH)		89.2%	47.7%	13.8%	50.8%	26.9%	23.1%	96.9%
%H (TV HH)			53.4%	15.5%	56.9%	30.2%	25.9%	
35 - 44	177	159	79	34	95	51	44	172
%V	16.1%	15.5%	17.0%	21.4%	13.5%	16.5%	11.2%	18.7%
%H (All HH)		89.8%	44.6%	19.2%	53.7%	28.8%	24.9%	97.2%
%H (TV HH)			49.7%	21.4%	59.7%	32.1%	27.7%	
45 - 54	223	213	103	35	149	74	75	208
%V	20.3%	20.7%	22.1%	22.0%	21.2%	23.9%	19.1%	22.6%
%H (All HH)		95.5%	46.2%	15.7%	66.8%	33.2%	33.6%	93.3%
%H (TV HH)			48.4%	16.4%	70.0%	34.7%	35.2%	
55 - 64	184	174	79	28	122	57	66	168
%V	16.7%	16.9%	17.0%	17.6%	17.4%	18.4%	16.8%	18.2%
%H (All HH)		94.6%	42.9%	15.2%	66.3%	31.0%	35.9%	91.3%
%H (TV HH)			45.4%	16.1%	70.1%	32.8%	37.9%	
65 +	346	336	130	41	252	87	165	211
%V	31.4%	32.7%	27.9%	25.8%	35.9%	28.2%	42.0%	22.9%
%H (All HH)		97.1%	37.6%	11.8%	72.8%	25.1%	47.7%	61.0%
%H (TV HH)			38.7%	12.2%	75.0%	25.9%	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 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
1	344	304	103	43	215	61	154	214
%V	31.2%	29.5%	22.1%	27.0%	30.6%	19.7%	39.2%	23.2%
%H (All HH)		88.4%	29.9%	12.5%	62.5%	17.7%	44.8%	62.2%
%H (TV HH)			33.9%	14.1%	70.7%	20.1%	50.7%	
2	374	357	160	49	252	109	143	331
%V	34.0%	34.7%	34.3%	30.8%	35.9%	35.3%	36.4%	35.9%
%H (All HH)		95.5%	42.8%	13.1%	67.4%	29.1%	38.2%	88.5%
%H (TV HH)			44.8%	13.7%	70.6%	30.5%	40.1%	
3	175	167	92	28	109	64	45	169
%V	15.9%	16.2%	19.7%	17.6%	15.5%	20.7%	11.5%	18.3%
%H (All HH)		95.4%	52.6%	16.0%	62.3%	36.6%	25.7%	96.6%
%H (TV HH)			55.1%	16.8%	65.3%	38.3%	26.9%	
4	145	142	78	27	86	50	36	143
%V	13.2%	13.8%	16.7%	17.0%	12.3%	16.2%	9.2%	15.5%
%H (All HH)		97.9%	53.8%	18.6%	59.3%	34.5%	24.8%	98.6%
%H (TV HH)			54.9%	19.0%	60.6%	35.2%	25.4%	
5+	64	60	33	13	40	26	14	64
%V	5.8%	5.8%	7.1%	8.2%	5.7%	8.4%	3.6%	6.9%
%H (All HH)		93.8%	51.6%	20.3%	62.5%	40.6%	21.9%	100.0%
%H (TV HH)			55.0%	21.7%	66.7%	43.3%	23.3%	
Average HH size	2.31	2.35	2.56	2.51	2.29	2.62	2.04	2.51

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 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Without	841	777	326	114	550	221	329	668
%V	76.4%	75.5%	70.0%	71.7%	78.3%	71.5%	83.7%	72.5%
%H (All HH)		92.4%	38.8%	13.6%	65.4%	26.3%	39.1%	79.4%
%H (TV HH)			42.0%	14.7%	70.8%	28.4%	42.3%	
With	260	252	141	45	152	88	64	252
%V	23.6%	24.5%	30.3%	28.3%	21.7%	28.5%	16.3%	27.4%
%H (All HH)		96.9%	54.2%	17.3%	58.5%	33.8%	24.6%	96.9%
%H (TV HH)			56.0%	17.9%	60.3%	34.9%	25.4%	
0 - 3	99	96	59	12	50	27	23	96
%V	9.0%	9.3%	12.7%	7.5%	7.1%	8.7%	5.9%	10.4%
%H (All HH)		97.0%	59.6%	12.1%	50.5%	27.3%	23.2%	97.0%
%H (TV HH)			61.5%	12.5%	52.1%	28.1%	24.0%	
4 - 9	135	132	78	22	79	47	31	133
%V	12.3%	12.8%	16.7%	13.8%	11.3%	15.2%	7.9%	14.4%
%H (All HH)		97.8%	57.8%	16.3%	58.5%	34.8%	23.0%	98.5%
%H (TV HH)			59.1%	16.7%	59.8%	35.6%	23.5%	
10 - 15	120	117	62	27	79	50	29	117
%V	10.9%	11.4%	13.3%	17.0%	11.3%	16.2%	7.4%	12.7%
%H (All HH)		97.5%	51.7%	22.5%	65.8%	41.7%	24.2%	97.5%
%H (TV HH)			53.0%	23.1%	67.5%	42.7%	24.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
1	436	436	151	61	269	59	210	330
%V	39.6%	42.4%	32.4%	38.4%	38.3%	19.1%	53.4%	35.8%
%H (All HH)		100.0%	34.6%	14.0%	61.7%	13.5%	48.2%	75.7%
%H (TV HH)			34.6%	14.0%	61.7%	13.5%	48.2%	
2	328	328	157	57	223	111	112	283
%V	29.8%	31.9%	33.7%	35.8%	31.8%	35.9%	28.5%	30.7%
%H (All HH)		100.0%	47.9%	17.4%	68.0%	33.8%	34.1%	86.3%
%H (TV HH)			47.9%	17.4%	68.0%	33.8%	34.1%	
3	153	153	86	25	119	75	44	145
%V	13.9%	14.9%	18.5%	15.7%	17.0%	24.3%	11.2%	15.7%
%H (All HH)		100.0%	56.2%	16.3%	77.8%	49.0%	28.8%	94.8%
%H (TV HH)			56.2%	16.3%	77.8%	49.0%	28.8%	
4	77	77	47	11	62	42	20	73
%V	7.0%	7.5%	10.1%	6.9%	8.8%	13.6%	5.1%	7.9%
%H (All HH)		100.0%	61.0%	14.3%	80.5%	54.5%	26.0%	94.8%
%H (TV HH)			61.0%	14.3%	80.5%	54.5%	26.0%	
5+	35	35	24	5	28	21	6	35
%V	3.2%	3.4%	5.2%	3.1%	4.0%	6.8%	1.5%	3.8%
%H (All HH)		100.0%	68.6%	14.3%	80.0%	60.0%	17.1%	100.0%
%H (TV HH)			68.6%	14.3%	80.0%	60.0%	17.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Under 20"	240	240	113	31	187	95	93	207
%V	21.8%	23.3%	24.2%	19.5%	26.6%	30.7%	23.7%	22.5%
%H (All HH)		100.0%	47.1%	12.9%	77.9%	39.6%	38.8%	86.3%
%H (TV HH)			47.1%	12.9%	77.9%	39.6%	38.8%	
20" - 29"	383	383	179	54	291	140	151	317
%V	34.8%	37.2%	38.4%	34.0%	41.5%	45.3%	38.4%	34.4%
%H (All HH)		100.0%	46.7%	14.1%	76.0%	36.6%	39.4%	82.8%
%H (TV HH)			46.7%	14.1%	76.0%	36.6%	39.4%	
30" - 39"	529	529	246	87	371	180	191	456
%V	48.0%	51.4%	52.8%	54.7%	52.8%	58.3%	48.6%	49.5%
%H (All HH)		100.0%	46.5%	16.4%	70.1%	34.0%	36.1%	86.2%
%H (TV HH)			46.5%	16.4%	70.1%	34.0%	36.1%	
40" and over	480	480	274	82	309	183	126	442
%V	43.6%	46.6%	58.8%	51.6%	44.0%	59.2%	32.1%	48.0%
%H (All HH)		100.0%	57.1%	17.1%	64.4%	38.1%	26.3%	92.1%
%H (TV HH)			57.1%	17.1%	64.4%	38.1%	26.3%	

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 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Main living room	1015	1015	464	158	695	308	387	852
%V	92.2%	98.6%	99.6%	99.4%	99.0%	99.7%	98.5%	92.5%
%H (All HH)		100.0%	45.7%	15.6%	68.5%	30.3%	38.1%	83.9%
%H (TV HH)			45.7%	15.6%	68.5%	30.3%	38.1%	
Kitchen	145	145	80	17	118	69	49	130
%V	13.2%	14.1%	17.2%	10.7%	16.8%	22.3%	12.5%	14.1%
%H (All HH)		100.0%	55.2%	11.7%	81.4%	47.6%	33.8%	89.7%
%H (TV HH)			55.2%	11.7%	81.4%	47.6%	33.8%	
Adult's bedroom	431	431	235	75	317	193	124	392
%V	39.1%	41.9%	50.4%	47.2%	45.2%	62.5%	31.6%	42.6%
%H (All HH)		100.0%	54.5%	17.4%	73.5%	44.8%	28.8%	91.0%
%H (TV HH)			54.5%	17.4%	73.5%	44.8%	28.8%	
Child's bedroom	90	90	49	21	67	46	21	90
%V	8.2%	8.7%	10.5%	13.2%	9.5%	14.9%	5.3%	9.8%
%H (All HH)		100.0%	54.4%	23.3%	74.4%	51.1%	23.3%	100.0%
%H (TV HH)			54.4%	23.3%	74.4%	51.1%	23.3%	
Other bedroom	87	87	50	11	65	38	27	82
%V	7.9%	8.5%	10.7%	6.9%	9.3%	12.3%	6.9%	8.9%
%H (All HH)		100.0%	57.5%	12.6%	74.7%	43.7%	31.0%	94.3%
%H (TV HH)			57.5%	12.6%	74.7%	43.7%	31.0%	
Second living/dining room	90	90	52	11	67	39	28	82
%V	8.2%	8.7%	11.2%	6.9%	9.5%	12.6%	7.1%	8.9%
%H (All HH)		100.0%	57.8%	12.2%	74.4%	43.3%	31.1%	91.1%
%H (TV HH)			57.8%	12.2%	74.4%	43.3%	31.1%	
Study/office	12	12	7	1	8	3	5	11
%V	1.1%	1.2%	1.5%	0.6%	1.1%	1.0%	1.3%	1.2%
%H (All HH)		100.0%	58.3%	8.3%	66.7%	25.0%	41.7%	91.7%
%H (TV HH)			58.3%	8.3%	66.7%	25.0%	41.7%	
TV room	7	7	5	0	5	3	2	7
%V	0.6%	0.7%	1.1%	0.0%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	
Conservatory	24	24	15	4	20	14	6	21
%V	2.2%	2.3%	3.2%	2.5%	2.8%	4.5%	1.5%	2.3%
%H (All HH)		100.0%	62.5%	16.7%	83.3%	58.3%	25.0%	87.5%
%H (TV HH)			62.5%	16.7%	83.3%	58.3%	25.0%	
Attic or loft room	2	2	2	1	2	2	0	2
%V	0.2%	0.2%	0.4%	0.6%	0.3%	0.6%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	50.0%	100.0%	100.0%	0.0%	
No specific location	2	2	0	0	0	0	0	2
%V	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	7	7	4	2	6	4	1	6
%V	0.6%	0.7%	0.9%	1.3%	0.9%	1.3%	0.3%	0.7%
%H (All HH)		100.0%	57.1%	28.6%	85.7%	57.1%	14.3%	85.7%
%H (TV HH)			57.1%	28.6%	85.7%	57.1%	14.3%	

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 2014 - June 2015

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Any DSAT provider	466	466	466	9	247	247	0	428
%V	42.3%	45.3%	100.0%	5.7%	35.2%	79.9%	0.0%	46.5%
%H (All HH)			100.0%	1.9%	53.0%	53.0%	0.0%	91.8%
%H (TV HH)			100.0%	1.9%	53.0%	53.0%	0.0%	
Sky with subcription	362	362	362	5	194	194	0	341
%V	32.9%	35.2%	77.7%	3.1%	27.6%	62.8%	0.0%	37.0%
%H (All HH)			100.0%	1.4%	53.6%	53.6%	0.0%	94.2%
%H (TV HH)			100.0%	1.4%	53.6%	53.6%	0.0%	
Sky without subscription	25	25	25	1	12	12	0	17
%V	2.3%	2.4%	5.4%	0.6%	1.7%	3.9%	0.0%	1.8%
%H (All HH)			100.0%	4.0%	48.0%	48.0%	0.0%	68.0%
%H (TV HH)			100.0%	4.0%	48.0%	48.0%	0.0%	
Freesat	95	95	95	2	47	47	0	84
%V	8.6%	9.2%	20.4%	1.3%	6.7%	15.2%	0.0%	9.1%
%H (All HH)			100.0%	2.1%	49.5%	49.5%	0.0%	88.4%
%H (TV HH)			100.0%	2.1%	49.5%	49.5%	0.0%	
Other satellite provider	12	12	12	0	6	6	0	11
%V	1.1%	1.2%	2.6%	0.0%	0.9%	1.9%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	159	159	9	159	68	68	0	141
%V	14.4%	15.5%	1.9%	100.0%	9.7%	22.0%	0.0%	15.3%
%H (All HH)			5.7%	100.0%	42.8%	42.8%	0.0%	88.7%
%H (TV HH)			5.7%	100.0%	42.8%	42.8%	0.0%	
DTT	702	702	247	68	702	309	393	575
%V	63.8%	68.2%	53.0%	42.8%	100.0%	100.0%	100.0%	62.4%
%H (All HH)		100.0%	35.2%	9.7%	100.0%	44.0%	56.0%	81.9%
%H (TV HH)			35.2%	9.7%	100.0%	44.0%	56.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.9: Recorders and other equipment

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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
PVR	683	683	399	138	430	277	154	627
%V	62.0%	66.4%	85.6%	86.8%	61.3%	89.6%	39.2%	68.1%
%H (All HH)		100.0%	58.4%	20.2%	63.0%	40.6%	22.5%	91.8%
%H (TV HH)			58.4%	20.2%	63.0%	40.6%	22.5%	
DVDR	41	41	22	6	29	17	12	39
%V	3.7%	4.0%	4.7%	3.8%	4.1%	5.5%	3.1%	4.2%
%H (All HH)		100.0%	53.7%	14.6%	70.7%	41.5%	29.3%	95.1%
%H (TV HH)			53.7%	14.6%	70.7%	41.5%	29.3%	
VCR	33	33	13	4	23	7	17	26
%V	3.0%	3.2%	2.8%	2.5%	3.3%	2.3%	4.3%	2.8%
%H (All HH)		100.0%	39.4%	12.1%	69.7%	21.2%	51.5%	78.8%
%H (TV HH)			39.4%	12.1%	69.7%	21.2%	51.5%	
Any recorder	708	708	403	139	453	280	173	647
%V	64.3%	68.8%	86.5%	87.4%	64.5%	90.6%	44.0%	70.2%
%H (All HH)		100.0%	56.9%	19.6%	64.0%	39.5%	24.4%	91.4%
%H (TV HH)			56.9%	19.6%	64.0%	39.5%	24.4%	
Receives HDTV (via STB or built-in reception)	666	666	358	138	433	257	176	611
%V	60.5%	64.7%	76.8%	86.8%	61.7%	83.2%	44.8%	66.3%
%H (All HH)		100.0%	53.8%	20.7%	65.0%	38.6%	26.4%	91.7%
%H (TV HH)			53.8%	20.7%	65.0%	38.6%	26.4%	
DVD/Blu-ray player or recorder	825	825	396	136	570	276	294	733
%V	74.9%	80.2%	85.0%	85.5%	81.2%	89.3%	74.8%	79.6%
%H (All HH)		100.0%	48.0%	16.5%	69.1%	33.5%	35.6%	88.8%
%H (TV HH)			48.0%	16.5%	69.1%	33.5%	35.6%	

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
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BBC South East

Household level data

Table 2.10: 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	1101	1029	466	159	702	309	393	921
%H (All HH)		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%
%H (TV HH)			45.3%	15.5%	68.2%	30.0%	38.2%	
Has broadband internet	921	866	428	141	575	288	287	921
%V	83.7%	84.2%	91.8%	88.7%	81.9%	93.2%	73.0%	100.0%
%H (All HH)		94.0%	46.5%	15.3%	62.4%	31.3%	31.2%	100.0%
%H (TV HH)			49.4%	16.3%	66.4%	33.3%	33.1%	
Number of computers (PCs and laptops)								
0	193	172	41	25	127	23	104	29
%V	17.5%	16.7%	8.8%	15.7%	18.1%	7.4%	26.5%	3.1%
%H (All HH)		89.1%	21.2%	13.0%	65.8%	11.9%	53.9%	15.0%
%H (TV HH)			23.8%	14.5%	73.8%	13.4%	60.5%	
1	289	261	109	42	173	67	106	277
%V	26.2%	25.4%	23.4%	26.4%	24.6%	21.7%	27.0%	30.1%
%H (All HH)		90.3%	37.7%	14.5%	59.9%	23.2%	36.7%	95.8%
%H (TV HH)			41.8%	16.1%	66.3%	25.7%	40.6%	
2	253	244	127	35	160	78	82	250
%V	23.0%	23.7%	27.3%	22.0%	22.8%	25.2%	20.9%	27.1%
%H (All HH)		96.4%	50.2%	13.8%	63.2%	30.8%	32.4%	98.8%
%H (TV HH)			52.0%	14.3%	65.6%	32.0%	33.6%	
3	170	164	85	23	118	63	55	169
%V	15.4%	15.9%	18.2%	14.5%	16.8%	20.4%	14.0%	18.3%
%H (All HH)		96.5%	50.0%	13.5%	69.4%	37.1%	32.4%	99.4%
%H (TV HH)			51.8%	14.0%	72.0%	38.4%	33.5%	
4	94	91	45	17	60	34	26	94
%V	8.5%	8.8%	9.7%	10.7%	8.5%	11.0%	6.6%	10.2%
%H (All HH)		96.8%	47.9%	18.1%	63.8%	36.2%	27.7%	100.0%
%H (TV HH)			49.5%	18.7%	65.9%	37.4%	28.6%	
5+	102	97	59	19	63	44	19	102
%V	9.3%	9.4%	12.7%	11.9%	9.0%	14.2%	4.8%	11.1%
%H (All HH)		95.1%	57.8%	18.6%	61.8%	43.1%	18.6%	100.0%
%H (TV HH)			60.8%	19.6%	64.9%	45.4%	19.6%	

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

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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	2046	1043	323	1470	790	680	1810
%H		51.0%	15.8%	71.8%	38.6%	33.2%	88.5%
Under 20"	316	146	39	252	125	127	275
%V	15.4%	14.0%	12.1%	17.1%	15.8%	18.7%	15.2%
%H		46.2%	12.3%	79.7%	39.6%	40.2%	87.0%
20" - 29"	499	247	69	382	195	187	424
%V	24.4%	23.7%	21.4%	26.0%	24.7%	27.5%	23.4%
%H		49.5%	13.8%	76.6%	39.1%	37.5%	85.0%
30" - 39"	638	310	108	449	232	217	559
%V	31.2%	29.7%	33.4%	30.5%	29.4%	31.9%	30.9%
%H		48.6%	16.9%	70.4%	36.4%	34.0%	87.6%
40" and over	582	336	106	379	237	142	543
%V	28.4%	32.2%	32.8%	25.8%	30.0%	20.9%	30.0%
%H		57.7%	18.2%	65.1%	40.7%	24.4%	93.3%
Don't know	12	3	2	8	1	6	8
%V	0.6%	0.3%	0.6%	0.5%	0.1%	0.9%	0.4%
%H		25.0%	16.7%	66.7%	8.3%	50.0%	66.7%

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 2014 - June 2015

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	2046	1043	323	1470	790	680	1810
%H		51.0%	15.8%	71.8%	38.6%	33.2%	88.5%
Main living room	1022	469	159	700	311	389	858
%V	50.0%	45.0%	49.2%	47.6%	39.4%	57.2%	47.4%
%H		45.9%	15.6%	68.5%	30.4%	38.1%	84.0%
Kitchen	146	81	17	118	69	49	131
%V	7.1%	7.8%	5.3%	8.0%	8.7%	7.2%	7.2%
%H		55.5%	11.6%	80.8%	47.3%	33.6%	89.7%
Adult's bedroom	498	277	85	371	231	140	459
%V	24.3%	26.6%	26.3%	25.2%	29.2%	20.6%	25.4%
%H		55.6%	17.1%	74.5%	46.4%	28.1%	92.2%
Child's bedroom	129	70	31	96	67	29	128
%V	6.3%	6.7%	9.6%	6.5%	8.5%	4.3%	7.1%
%H		54.3%	24.0%	74.4%	51.9%	22.5%	99.2%
Other bedroom	103	60	13	77	47	30	98
%V	5.0%	5.8%	4.0%	5.2%	5.9%	4.4%	5.4%
%H		58.3%	12.6%	74.8%	45.6%	29.1%	95.1%
Second living/dining room	90	52	11	68	39	28	83
%V	4.4%	5.0%	3.4%	4.6%	4.9%	4.1%	4.6%
%H		57.8%	12.2%	75.6%	43.3%	31.1%	92.2%
Study/office	13	7	1	8	3	5	12
%V	0.6%	0.7%	0.3%	0.5%	0.4%	0.7%	0.7%
%H		53.8%	7.7%	61.5%	23.1%	38.5%	92.3%
TV room	7	5	0	5	3	2	7
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.3%	0.4%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
Conservatory	25	16	4	21	15	6	22
%V	1.2%	1.5%	1.2%	1.4%	1.9%	0.9%	1.2%
%H		64.0%	16.0%	84.0%	60.0%	24.0%	88.0%
Attic or loft room	2	2	1	2	2	0	2
%V	0.1%	0.2%	0.3%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
No specific location	3	0	0	1	0	1	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%
%H		0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
Other	7	4	2	6	4	1	6
%V	0.3%	0.4%	0.6%	0.4%	0.5%	0.1%	0.3%
%H		57.1%	28.6%	85.7%	57.1%	14.3%	85.7%

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 2014 - June 2015

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	2046	1043	323	1470	790	680	1810
%H		51.0%	15.8%	71.8%	38.6%	33.2%	88.5%
PVR	915	558	195	551	379	172	847
%V	44.7%	53.5%	60.4%	37.5%	48.0%	25.3%	46.8%
%H		61.0%	21.3%	60.2%	41.4%	18.8%	92.6%
DVDR	43	23	6	32	18	14	41
%V	2.1%	2.2%	1.9%	2.2%	2.3%	2.1%	2.3%
%H		53.5%	14.0%	74.4%	41.9%	32.6%	95.3%
VCR	34	13	4	24	8	17	27
%V	1.7%	1.2%	1.2%	1.6%	1.0%	2.5%	1.5%
%H		38.2%	11.8%	70.6%	23.5%	50.0%	79.4%
Any recorder	953	571	196	584	388	196	877
%V	46.6%	54.7%	60.7%	39.7%	49.1%	28.8%	48.5%
%H		59.9%	20.6%	61.3%	40.7%	20.6%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2046	1043	323	1470	790	680	1810
%H		51.0%	15.8%	71.8%	38.6%	33.2%	88.5%
Receives HDTV (via STB or built-in reception)	952	514	208	625	387	238	884
%V	46.5%	49.3%	64.4%	42.5%	49.0%	35.0%	48.8%
%H		54.0%	21.8%	65.7%	40.7%	25.0%	92.9%
DVD/Blu-ray player or recorder	1174	596	195	846	456	389	1061
%V	57.4%	57.1%	60.4%	57.6%	57.7%	57.2%	58.6%
%H		50.8%	16.6%	72.1%	38.8%	33.1%	90.4%

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

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BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1027	466	159	701	309	392	864
%V		45.4%	15.5%	68.3%	30.1%	38.2%	84.1%
%H							
Under 20"	20	5	1	14	1	13	14
%V	1.9%	1.1%	0.6%	2.0%	0.3%	3.3%	1.6%
%H		25.0%	5.0%	70.0%	5.0%	65.0%	70.0%
20" - 29"	150	39	19	114	24	90	105
%V	14.6%	8.4%	11.9%	16.3%	7.8%	23.0%	12.2%
%H		26.0%	12.7%	76.0%	16.0%	60.0%	70.0%
30" - 39"	381	155	57	269	106	162	311
%V	37.1%	33.3%	35.8%	38.4%	34.3%	41.3%	36.0%
%H		40.7%	15.0%	70.6%	27.8%	42.5%	81.6%
40" and over	466	265	82	299	177	122	428
%V	45.4%	56.9%	51.6%	42.7%	57.3%	31.1%	49.5%
%H		56.9%	17.6%	64.2%	38.0%	26.2%	91.8%
Don't know	9	2	1	6	1	5	6
%V	0.9%	0.4%	0.6%	0.9%	0.3%	1.3%	0.7%
%H		22.2%	11.1%	66.7%	11.1%	55.6%	66.7%

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 2014 - June 2015

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	1027	466	159	701	309	392	864
%H		45.4%	15.5%	68.3%	30.1%	38.2%	84.1%
PVR	668	394	137	418	273	145	614
%V	65.0%	84.5%	86.2%	59.6%	88.3%	37.0%	71.1%
%H		59.0%	20.5%	62.6%	40.9%	21.7%	91.9%
DVDR	30	14	6	20	10	10	28
%V	2.9%	3.0%	3.8%	2.9%	3.2%	2.6%	3.2%
%H		46.7%	20.0%	66.7%	33.3%	33.3%	93.3%
VCR	25	9	3	18	5	13	20
%V	2.4%	1.9%	1.9%	2.6%	1.6%	3.3%	2.3%
%H		36.0%	12.0%	72.0%	20.0%	52.0%	80.0%
Any recorder	690	397	139	437	276	161	629
%V	67.2%	85.2%	87.4%	62.3%	89.3%	41.1%	72.8%
%H		57.5%	20.1%	63.3%	40.0%	23.3%	91.2%

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	1027	466	159	701	309	392	864
%H		45.4%	15.5%	68.3%	30.1%	38.2%	84.1%
Receives HDTV (via STB or built-in reception)	655	351	137	424	251	173	600
%V	63.8%	75.3%	86.2%	60.5%	81.2%	44.1%	69.4%
%H		53.6%	20.9%	64.7%	38.3%	26.4%	91.6%
DVD/Blu-ray player or recorder	783	371	128	540	256	284	694
%V	76.2%	79.6%	80.5%	77.0%	82.8%	72.4%	80.3%
%H		47.4%	16.3%	69.0%	32.7%	36.3%	88.6%

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

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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	1019	576	164	768	481	287	946
%H		56.5%	16.1%	75.4%	47.2%	28.2%	92.8%
Under 20"	295	141	39	238	124	114	261
%V	28.9%	24.5%	23.8%	31.0%	25.8%	39.7%	27.6%
%H		47.8%	13.2%	80.7%	42.0%	38.6%	88.5%
20" - 29"	349	208	50	268	171	97	320
%V	34.2%	36.1%	30.5%	34.9%	35.6%	33.8%	33.8%
%H		59.6%	14.3%	76.8%	49.0%	27.8%	91.7%
30" - 39"	257	155	51	180	125	55	248
%V	25.2%	26.9%	31.1%	23.4%	26.0%	19.2%	26.2%
%H		60.3%	19.8%	70.0%	48.6%	21.4%	96.5%
40" and over	115	71	24	80	60	20	115
%V	11.3%	12.3%	14.6%	10.4%	12.5%	7.0%	12.2%
%H		61.7%	20.9%	69.6%	52.2%	17.4%	100.0%
Don't know	2	1	1	2	1	1	2
%V	0.2%	0.2%	0.6%	0.3%	0.2%	0.3%	0.2%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	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

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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	1019	576	164	768	481	287	946
%H		56.5%	16.1%	75.4%	47.2%	28.2%	92.8%
PVR	247	164	58	133	106	27	234
%V	24.2%	28.5%	35.4%	17.3%	22.0%	9.4%	24.7%
%H		66.4%	23.5%	53.8%	42.9%	10.9%	94.7%
DVDR	13	9	0	11	7	4	13
%V	1.3%	1.6%	0.0%	1.4%	1.5%	1.4%	1.4%
%H		69.2%	0.0%	84.6%	53.8%	30.8%	100.0%
VCR	9	4	1	6	3	4	8
%V	0.9%	0.7%	0.6%	0.8%	0.6%	1.4%	0.8%
%H		44.4%	11.1%	66.7%	33.3%	44.4%	88.9%
Any recorder	263	173	58	147	112	35	248
%V	25.8%	30.0%	35.4%	19.1%	23.3%	12.2%	26.2%
%H		65.8%	22.1%	55.9%	42.6%	13.3%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: 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	1019	576	164	768	481	287	946
%H		56.5%	16.1%	75.4%	47.2%	28.2%	92.8%
Receives HDTV (via STB or built-in reception)	298	163	71	200	135	65	284
%V	29.2%	28.3%	43.3%	26.0%	28.1%	22.6%	30.0%
%H		54.7%	23.8%	67.1%	45.3%	21.8%	95.3%
DVD/Blu-ray player or recorder	391	225	67	306	201	105	367
%V	38.4%	39.1%	40.9%	39.8%	41.8%	36.6%	38.8%
%H		57.5%	17.1%	78.3%	51.4%	26.9%	93.9%

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

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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	2548	2416	1194	400	1610	810	800	2308
%H		94.8%	46.9%	15.7%	63.2%	31.8%	31.4%	90.6%
Total Children	448	437	250	76	264	156	108	439
%V	17.6%	18.1%	20.9%	19.0%	16.4%	19.3%	13.5%	19.0%
%H		97.5%	55.8%	17.0%	58.9%	34.8%	24.1%	98.0%
0 - 3	116	112	69	14	58	31	26	112
%V	4.6%	4.6%	5.8%	3.5%	3.6%	3.8%	3.3%	4.9%
%H		96.6%	59.5%	12.1%	50.0%	26.7%	22.4%	96.6%
4 - 15	332	325	181	62	206	125	82	327
%V	13.0%	13.5%	15.2%	15.5%	12.8%	15.4%	10.3%	14.2%
%H		97.9%	54.5%	18.7%	62.0%	37.7%	24.7%	98.5%
4 - 9	178	175	99	30	107	63	45	176
%V	7.0%	7.2%	8.3%	7.5%	6.6%	7.8%	5.6%	7.6%
%H		98.3%	55.6%	16.9%	60.1%	35.4%	25.3%	98.9%
10 - 15	154	150	82	32	99	62	37	150
%V	6.0%	6.2%	6.9%	8.0%	6.1%	7.7%	4.6%	6.5%
%H		97.4%	53.2%	20.8%	64.3%	40.3%	24.0%	97.4%

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

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2548	2416	1194	400	1610	810	800	2308
%H		94.8%	46.9%	15.7%	63.2%	31.8%	31.4%	90.6%
Total Adults (16+)	2101	1979	944	323	1346	654	693	1869
%V	82.5%	81.9%	79.1%	80.8%	83.6%	80.7%	86.6%	81.0%
%H		94.2%	44.9%	15.4%	64.1%	31.1%	33.0%	89.0%
16 - 19	123	114	59	23	73	44	29	117
%V	4.8%	4.7%	4.9%	5.8%	4.5%	5.4%	3.6%	5.1%
%H		92.7%	48.0%	18.7%	59.3%	35.8%	23.6%	95.1%
20 - 24	166	143	60	26	102	52	50	162
%V	6.5%	5.9%	5.0%	6.5%	6.3%	6.4%	6.3%	7.0%
%H		86.1%	36.1%	15.7%	61.4%	31.3%	30.1%	97.6%
25 - 34	276	250	128	39	148	76	72	272
%V	10.8%	10.3%	10.7%	9.8%	9.2%	9.4%	9.0%	11.8%
%H		90.6%	46.4%	14.1%	53.6%	27.5%	26.1%	98.6%
35 - 44	320	295	154	62	176	100	76	309
%V	12.6%	12.2%	12.9%	15.5%	10.9%	12.3%	9.5%	13.4%
%H		92.2%	48.1%	19.4%	55.0%	31.3%	23.8%	96.6%
45 - 54	376	364	186	61	246	129	118	356
%V	14.8%	15.1%	15.6%	15.3%	15.3%	15.9%	14.8%	15.4%
%H		96.8%	49.5%	16.2%	65.4%	34.3%	31.4%	94.7%
55 - 64	313	300	142	48	214	103	111	291
%V	12.3%	12.4%	11.9%	12.0%	13.3%	12.7%	13.9%	12.6%
%H		95.8%	45.4%	15.3%	68.4%	32.9%	35.5%	93.0%
65+	525	513	215	63	387	151	236	362
%V	20.6%	21.2%	18.0%	15.8%	24.0%	18.6%	29.5%	15.7%
%H		97.7%	41.0%	12.0%	73.7%	28.8%	45.0%	69.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2101	1979	944	323	1346	654	693	1869
%H		94.2%	44.9%	15.4%	64.1%	31.1%	33.0%	89.0%
AB	616	593	294	89	390	183	206	591
%V	29.3%	30.0%	31.1%	27.6%	29.0%	28.0%	29.7%	31.6%
%H		96.3%	47.7%	14.4%	63.3%	29.7%	33.4%	95.9%
C1	631	590	288	99	400	206	194	581
%V	30.0%	29.8%	30.5%	30.7%	29.7%	31.5%	28.0%	31.1%
%H		93.5%	45.6%	15.7%	63.4%	32.6%	30.7%	92.1%
C2	430	410	199	76	298	166	133	387
%V	20.5%	20.7%	21.1%	23.5%	22.1%	25.4%	19.2%	20.7%
%H		95.3%	46.3%	17.7%	69.3%	38.6%	30.9%	90.0%
D	266	247	108	43	161	68	92	215
%V	12.7%	12.5%	11.4%	13.3%	12.0%	10.4%	13.3%	11.5%
%H		92.9%	40.6%	16.2%	60.5%	25.6%	34.6%	80.8%
E	157	139	57	17	98	30	67	97
%V	7.5%	7.0%	6.0%	5.3%	7.3%	4.6%	9.7%	5.2%
%H		88.5%	36.3%	10.8%	62.4%	19.1%	42.7%	61.8%

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

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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+)	2101	1979	944	323	1346	654	693	1869
%H		94.2%	44.9%	15.4%	64.1%	31.1%	33.0%	89.0%
Working full time	946	895	444	169	581	311	269	919
%V	45.0%	45.2%	47.0%	52.3%	43.2%	47.6%	38.8%	49.2%
%H		94.6%	46.9%	17.9%	61.4%	32.9%	28.4%	97.1%
Working part time	223	212	116	26	146	77	69	216
%V	10.6%	10.7%	12.3%	8.0%	10.8%	11.8%	10.0%	11.6%
%H		95.1%	52.0%	11.7%	65.5%	34.5%	30.9%	96.9%
Not working	931	872	385	129	619	265	354	734
%V	44.3%	44.1%	40.8%	39.9%	46.0%	40.5%	51.1%	39.3%
%H		93.7%	41.4%	13.9%	66.5%	28.5%	38.0%	78.8%
Housewife/Houseperson	1101	1029	466	159	702	309	393	921
%V	52.4%	52.0%	49.4%	49.2%	52.2%	47.2%	56.7%	49.3%
%H		93.5%	42.3%	14.4%	63.8%	28.1%	35.7%	83.7%

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

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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+)	1008	948	452	164	646	325	321	914
%H		94.0%	44.8%	16.3%	64.1%	32.2%	31.8%	90.7%
16 - 19	58	53	30	12	34	23	11	55
%V	5.8%	5.6%	6.6%	7.3%	5.3%	7.1%	3.4%	6.0%
%H		91.4%	51.7%	20.7%	58.6%	39.7%	19.0%	94.8%
20 - 24	86	75	28	16	55	29	25	84
%V	8.5%	7.9%	6.2%	9.8%	8.5%	8.9%	7.8%	9.2%
%H		87.2%	32.6%	18.6%	64.0%	33.7%	29.1%	97.7%
25 - 34	128	118	57	20	69	34	36	126
%V	12.7%	12.4%	12.6%	12.2%	10.7%	10.5%	11.2%	13.8%
%H		92.2%	44.5%	15.6%	53.9%	26.6%	28.1%	98.4%
35 - 44	159	145	76	30	87	51	36	151
%V	15.8%	15.3%	16.8%	18.3%	13.5%	15.7%	11.2%	16.5%
%H		91.2%	47.8%	18.9%	54.7%	32.1%	22.6%	95.0%
45 - 54	186	178	92	32	116	61	55	172
%V	18.5%	18.8%	20.4%	19.5%	18.0%	18.8%	17.1%	18.8%
%H		95.7%	49.5%	17.2%	62.4%	32.8%	29.6%	92.5%
55 - 64	154	147	67	24	105	48	57	142
%V	15.3%	15.5%	14.8%	14.6%	16.3%	14.8%	17.8%	15.5%
%H		95.5%	43.5%	15.6%	68.2%	31.2%	37.0%	92.2%
65+	236	232	101	31	180	79	101	183
%V	23.4%	24.5%	22.3%	18.9%	27.9%	24.3%	31.5%	20.0%
%H		98.3%	42.8%	13.1%	76.3%	33.5%	42.8%	77.5%

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

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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+)	1008	948	452	164	646	325	321	914
%H		94.0%	44.8%	16.3%	64.1%	32.2%	31.8%	90.7%
AB	313	303	147	50	195	93	103	303
%V	31.1%	32.0%	32.5%	30.5%	30.2%	28.6%	32.1%	33.2%
%H		96.8%	47.0%	16.0%	62.3%	29.7%	32.9%	96.8%
C1	281	263	133	47	178	99	79	267
%V	27.9%	27.7%	29.4%	28.7%	27.6%	30.5%	24.6%	29.2%
%H		93.6%	47.3%	16.7%	63.3%	35.2%	28.1%	95.0%
C2	232	220	102	44	161	89	72	207
%V	23.0%	23.2%	22.6%	26.8%	24.9%	27.4%	22.4%	22.6%
%H		94.8%	44.0%	19.0%	69.4%	38.4%	31.0%	89.2%
D	123	114	48	20	77	32	45	103
%V	12.2%	12.0%	10.6%	12.2%	11.9%	9.8%	14.0%	11.3%
%H		92.7%	39.0%	16.3%	62.6%	26.0%	36.6%	83.7%
E	58	47	22	3	34	12	22	34
%V	5.8%	5.0%	4.9%	1.8%	5.3%	3.7%	6.9%	3.7%
%H		81.0%	37.9%	5.2%	58.6%	20.7%	37.9%	58.6%

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 2014 - June 2015

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+)	1008	948	452	164	646	325	321	914
%H		94.0%	44.8%	16.3%	64.1%	32.2%	31.8%	90.7%
Working full time	560	531	265	97	346	185	161	542
%V	55.6%	56.0%	58.6%	59.1%	53.6%	56.9%	50.2%	59.3%
%H		94.8%	47.3%	17.3%	61.8%	33.0%	28.8%	96.8%
Working part time	66	62	34	8	40	21	19	63
%V	6.5%	6.5%	7.5%	4.9%	6.2%	6.5%	5.9%	6.9%
%H		93.9%	51.5%	12.1%	60.6%	31.8%	28.8%	95.5%
Not working	382	355	152	59	260	119	141	309
%V	37.9%	37.4%	33.6%	36.0%	40.2%	36.6%	43.9%	33.8%
%H		92.9%	39.8%	15.4%	68.1%	31.2%	36.9%	80.9%
Housewife/Houseperson	213	187	70	30	131	48	83	160
%V	21.1%	19.7%	15.5%	18.3%	20.3%	14.8%	25.9%	17.5%
%H		87.8%	32.9%	14.1%	61.5%	22.5%	39.0%	75.1%

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 2014 - June 2015

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+)	1093	1031	493	159	701	329	372	956
%H		94.3%	45.1%	14.5%	64.1%	30.1%	34.0%	87.5%
16 - 19	66	61	29	11	40	21	19	62
%V	6.0%	5.9%	5.9%	6.9%	5.7%	6.4%	5.1%	6.5%
%H		92.4%	43.9%	16.7%	60.6%	31.8%	28.8%	93.9%
20 - 24	80	68	32	10	47	22	25	78
%V	7.3%	6.6%	6.5%	6.3%	6.7%	6.7%	6.7%	8.2%
%H		85.0%	40.0%	12.5%	58.8%	27.5%	31.3%	97.5%
25 - 34	148	132	71	20	79	42	37	146
%V	13.5%	12.8%	14.4%	12.6%	11.3%	12.8%	9.9%	15.3%
%H		89.2%	48.0%	13.5%	53.4%	28.4%	25.0%	98.6%
35 - 44	161	150	78	33	89	50	40	158
%V	14.7%	14.5%	15.8%	20.8%	12.7%	15.2%	10.8%	16.5%
%H		93.2%	48.4%	20.5%	55.3%	31.1%	24.8%	98.1%
45 - 54	190	186	94	30	130	67	63	184
%V	17.4%	18.0%	19.1%	18.9%	18.5%	20.4%	16.9%	19.2%
%H		97.9%	49.5%	15.8%	68.4%	35.3%	33.2%	96.8%
55 - 64	159	153	75	24	108	55	54	148
%V	14.5%	14.8%	15.2%	15.1%	15.4%	16.7%	14.5%	15.5%
%H		96.2%	47.2%	15.1%	67.9%	34.6%	34.0%	93.1%
65+	289	281	114	32	207	72	135	180
%V	26.4%	27.3%	23.1%	20.1%	29.5%	21.9%	36.3%	18.8%
%H		97.2%	39.4%	11.1%	71.6%	24.9%	46.7%	62.3%

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 2014 - June 2015

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+)	1093	1031	493	159	701	329	372	956
%H		94.3%	45.1%	14.5%	64.1%	30.1%	34.0%	87.5%
AB	303	290	146	40	194	90	104	288
%V	27.7%	28.1%	29.6%	25.2%	27.7%	27.4%	28.0%	30.1%
%H		95.7%	48.2%	13.2%	64.0%	29.7%	34.3%	95.0%
C1	350	327	155	51	223	107	115	314
%V	32.0%	31.7%	31.4%	32.1%	31.8%	32.5%	30.9%	32.8%
%H		93.4%	44.3%	14.6%	63.7%	30.6%	32.9%	89.7%
C2	198	190	97	31	137	77	60	180
%V	18.1%	18.4%	19.7%	19.5%	19.5%	23.4%	16.1%	18.8%
%H		96.0%	49.0%	15.7%	69.2%	38.9%	30.3%	90.9%
D	143	132	60	23	83	36	47	112
%V	13.1%	12.8%	12.2%	14.5%	11.8%	10.9%	12.6%	11.7%
%H		92.3%	42.0%	16.1%	58.0%	25.2%	32.9%	78.3%
E	99	92	35	13	63	18	45	62
%V	9.1%	8.9%	7.1%	8.2%	9.0%	5.5%	12.1%	6.5%
%H		92.9%	35.4%	13.1%	63.6%	18.2%	45.5%	62.6%

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 2014 - June 2015

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+)	1093	1031	493	159	701	329	372	956
%H		94.3%	45.1%	14.5%	64.1%	30.1%	34.0%	87.5%
Working full time	386	364	178	71	235	126	109	377
%V	35.3%	35.3%	36.1%	44.7%	33.5%	38.3%	29.3%	39.4%
%H		94.3%	46.1%	18.4%	60.9%	32.6%	28.2%	97.7%
Working part time	157	150	82	18	107	57	50	154
%V	14.4%	14.5%	16.6%	11.3%	15.3%	17.3%	13.4%	16.1%
%H		95.5%	52.2%	11.5%	68.2%	36.3%	31.8%	98.1%
Not working	549	518	233	70	359	146	213	425
%V	50.2%	50.2%	47.3%	44.0%	51.2%	44.4%	57.3%	44.5%
%H		94.4%	42.4%	12.8%	65.4%	26.6%	38.8%	77.4%
Housewife/Houseperson	888	842	397	129	571	261	310	761
%V	81.2%	81.7%	80.5%	81.1%	81.5%	79.3%	83.3%	79.6%
%H		94.8%	44.7%	14.5%	64.3%	29.4%	34.9%	85.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
AB	864	830	355	150	643	316	327	807
%V	23.9%	24.3%	26.4%	23.1%	24.4%	25.8%	23.1%	28.4%
%H (All HH)		96.1%	41.1%	17.4%	74.4%	36.6%	37.8%	93.4%
%H (TV HH)			42.8%	18.1%	77.5%	38.1%	39.4%	
C1	879	815	321	171	625	306	319	760
%V	24.3%	23.9%	23.9%	26.3%	23.7%	25.0%	22.5%	26.8%
%H (All HH)		92.7%	36.5%	19.5%	71.1%	34.8%	36.3%	86.5%
%H (TV HH)			39.4%	21.0%	76.7%	37.5%	39.1%	
C2	824	790	340	159	609	313	295	660
%V	22.8%	23.1%	25.3%	24.5%	23.1%	25.6%	20.8%	23.2%
%H (All HH)		95.9%	41.3%	19.3%	73.9%	38.0%	35.8%	80.1%
%H (TV HH)			43.0%	20.1%	77.1%	39.6%	37.3%	
D	611	575	217	109	435	190	245	414
%V	16.9%	16.8%	16.1%	16.8%	16.5%	15.5%	17.3%	14.6%
%H (All HH)		94.1%	35.5%	17.8%	71.2%	31.1%	40.1%	67.8%
%H (TV HH)			37.7%	19.0%	75.7%	33.0%	42.6%	
E	432	404	111	62	328	97	231	199
%V	12.0%	11.8%	8.3%	9.5%	12.4%	7.9%	16.3%	7.0%
%H (All HH)		93.5%	25.7%	14.4%	75.9%	22.5%	53.5%	46.1%
%H (TV HH)			27.5%	15.3%	81.2%	24.0%	57.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Under 25	177	144	47	26	104	43	61	162
%V	4.9%	4.2%	3.5%	4.0%	3.9%	3.5%	4.3%	5.7%
%H (All HH)		81.4%	26.6%	14.7%	58.8%	24.3%	34.5%	91.5%
%H (TV HH)			32.6%	18.1%	72.2%	29.9%	42.4%	
25 - 34	557	500	229	110	333	178	154	518
%V	15.4%	14.6%	17.0%	16.9%	12.6%	14.6%	10.9%	18.2%
%H (All HH)		89.8%	41.1%	19.7%	59.8%	32.0%	27.6%	93.0%
%H (TV HH)			45.8%	22.0%	66.6%	35.6%	30.8%	
35 - 44	596	569	280	123	417	246	171	553
%V	16.5%	16.7%	20.8%	18.9%	15.8%	20.1%	12.1%	19.5%
%H (All HH)		95.5%	47.0%	20.6%	70.0%	41.3%	28.7%	92.8%
%H (TV HH)			49.2%	21.6%	73.3%	43.2%	30.1%	
45 - 54	698	674	301	154	501	279	222	636
%V	19.3%	19.7%	22.4%	23.7%	19.0%	22.8%	15.7%	22.4%
%H (All HH)		96.6%	43.1%	22.1%	71.8%	40.0%	31.8%	91.1%
%H (TV HH)			44.7%	22.8%	74.3%	41.4%	32.9%	
55 - 64	584	568	216	116	463	223	240	473
%V	16.2%	16.6%	16.1%	17.8%	17.5%	18.2%	16.9%	16.7%
%H (All HH)		97.3%	37.0%	19.9%	79.3%	38.2%	41.1%	81.0%
%H (TV HH)			38.0%	20.4%	81.5%	39.3%	42.3%	
65 +	998	959	272	123	823	253	569	498
%V	27.6%	28.1%	20.2%	18.9%	31.2%	20.7%	40.1%	17.5%
%H (All HH)		96.1%	27.3%	12.3%	82.5%	25.4%	57.0%	49.9%
%H (TV HH)			28.4%	12.8%	85.8%	26.4%	59.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
1	1085	995	242	135	828	217	612	586
%V	30.1%	29.1%	18.0%	20.8%	31.4%	17.7%	43.2%	20.6%
%H (All HH)		91.7%	22.3%	12.4%	76.3%	20.0%	56.4%	54.0%
%H (TV HH)			24.3%	13.6%	83.2%	21.8%	61.5%	
2	1210	1160	472	217	919	451	468	1008
%V	33.5%	34.0%	35.1%	33.4%	34.8%	36.9%	33.0%	35.5%
%H (All HH)		95.9%	39.0%	17.9%	76.0%	37.3%	38.7%	83.3%
%H (TV HH)			40.7%	18.7%	79.2%	38.9%	40.3%	
3	572	550	259	133	392	232	161	532
%V	15.8%	16.1%	19.3%	20.5%	14.8%	19.0%	11.4%	18.7%
%H (All HH)		96.2%	45.3%	23.3%	68.5%	40.6%	28.1%	93.0%
%H (TV HH)			47.1%	24.2%	71.3%	42.2%	29.3%	
4	483	463	243	98	341	219	122	467
%V	13.4%	13.6%	18.1%	15.1%	12.9%	17.9%	8.6%	16.4%
%H (All HH)		95.9%	50.3%	20.3%	70.6%	45.3%	25.3%	96.7%
%H (TV HH)			52.5%	21.2%	73.7%	47.3%	26.3%	
5+	260	247	129	67	161	105	55	246
%V	7.2%	7.2%	9.6%	10.3%	6.1%	8.6%	3.9%	8.7%
%H (All HH)		95.0%	49.6%	25.8%	61.9%	40.4%	21.2%	94.6%
%H (TV HH)			52.2%	27.1%	65.2%	42.5%	22.3%	
Average HH size	2.38	2.39	2.72	2.65	2.30	2.67	1.99	2.61

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 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Without	2645	2486	884	436	1993	829	1165	1928
%V	73.3%	72.8%	65.7%	67.1%	75.5%	67.8%	82.2%	67.9%
%H (All HH)		94.0%	33.4%	16.5%	75.3%	31.3%	44.0%	72.9%
%H (TV HH)			35.6%	17.5%	80.2%	33.3%	46.9%	
With	964	929	461	214	647	394	253	911
%V	26.7%	27.2%	34.3%	32.9%	24.5%	32.2%	17.8%	32.1%
%H (All HH)		96.4%	47.8%	22.2%	67.1%	40.9%	26.2%	94.5%
%H (TV HH)			49.6%	23.0%	69.6%	42.4%	27.2%	
0 - 3	378	361	179	72	238	132	106	352
%V	10.5%	10.6%	13.3%	11.1%	9.0%	10.8%	7.5%	12.4%
%H (All HH)		95.5%	47.4%	19.0%	63.0%	34.9%	28.0%	93.1%
%H (TV HH)			49.6%	19.9%	65.9%	36.6%	29.4%	
4 - 9	502	483	247	111	335	208	127	477
%V	13.9%	14.1%	18.4%	17.1%	12.7%	17.0%	9.0%	16.8%
%H (All HH)		96.2%	49.2%	22.1%	66.7%	41.4%	25.3%	95.0%
%H (TV HH)			51.1%	23.0%	69.4%	43.1%	26.3%	
10 - 15	443	429	214	108	307	196	112	419
%V	12.3%	12.6%	15.9%	16.6%	11.6%	16.0%	7.9%	14.8%
%H (All HH)		96.8%	48.3%	24.4%	69.3%	44.2%	25.3%	94.6%
%H (TV HH)			49.9%	25.2%	71.6%	45.7%	26.1%	

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 2014 - June 2015

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
1	1421	1421	448	226	1006	283	723	971
%V	39.4%	41.6%	33.3%	34.8%	38.1%	23.1%	51.0%	34.2%
%H (All HH)		100.0%	31.5%	15.9%	70.8%	19.9%	50.9%	68.3%
%H (TV HH)			31.5%	15.9%	70.8%	19.9%	50.9%	
2	1141	1141	450	231	907	441	466	938
%V	31.6%	33.4%	33.5%	35.5%	34.4%	36.1%	32.9%	33.0%
%H (All HH)		100.0%	39.4%	20.2%	79.5%	38.7%	40.8%	82.2%
%H (TV HH)			39.4%	20.2%	79.5%	38.7%	40.8%	
3	527	527	264	116	438	283	155	487
%V	14.6%	15.4%	19.6%	17.8%	16.6%	23.1%	10.9%	17.2%
%H (All HH)		100.0%	50.1%	22.0%	83.1%	53.7%	29.4%	92.4%
%H (TV HH)			50.1%	22.0%	83.1%	53.7%	29.4%	
4	223	223	122	51	198	144	54	216
%V	6.2%	6.5%	9.1%	7.8%	7.5%	11.8%	3.8%	7.6%
%H (All HH)		100.0%	54.7%	22.9%	88.8%	64.6%	24.2%	96.9%
%H (TV HH)			54.7%	22.9%	88.8%	64.6%	24.2%	
5+	103	103	60	26	92	71	20	100
%V	2.9%	3.0%	4.5%	4.0%	3.5%	5.8%	1.4%	3.5%
%H (All HH)		100.0%	58.3%	25.2%	89.3%	68.9%	19.4%	97.1%
%H (TV HH)			58.3%	25.2%	89.3%	68.9%	19.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Under 20"	701	701	272	130	606	306	300	580
%V	19.4%	20.5%	20.2%	20.0%	23.0%	25.0%	21.2%	20.4%
%H (All HH)		100.0%	38.8%	18.5%	86.4%	43.7%	42.8%	82.7%
%H (TV HH)			38.8%	18.5%	86.4%	43.7%	42.8%	
20" - 29"	1231	1231	477	225	1028	498	530	969
%V	34.1%	36.0%	35.5%	34.6%	38.9%	40.7%	37.4%	34.1%
%H (All HH)		100.0%	38.7%	18.3%	83.5%	40.5%	43.1%	78.7%
%H (TV HH)			38.7%	18.3%	83.5%	40.5%	43.1%	
30" - 39"	1775	1775	711	326	1421	677	744	1427
%V	49.2%	52.0%	52.9%	50.2%	53.8%	55.4%	52.5%	50.3%
%H (All HH)		100.0%	40.1%	18.4%	80.1%	38.1%	41.9%	80.4%
%H (TV HH)			40.1%	18.4%	80.1%	38.1%	41.9%	
40" and over	1636	1636	800	400	1203	754	448	1473
%V	45.3%	47.9%	59.5%	61.5%	45.6%	61.7%	31.6%	51.9%
%H (All HH)		100.0%	48.9%	24.4%	73.5%	46.1%	27.4%	90.0%
%H (TV HH)			48.9%	24.4%	73.5%	46.1%	27.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Main living room	3373	3373	1334	644	2615	1217	1398	2678
%V	93.4%	98.8%	99.2%	99.1%	99.1%	99.5%	98.6%	94.3%
%H (All HH)		100.0%	39.5%	19.1%	77.5%	36.1%	41.4%	79.4%
%H (TV HH)			39.5%	19.1%	77.5%	36.1%	41.4%	
Kitchen	407	407	176	78	364	208	156	348
%V	11.3%	11.9%	13.1%	12.0%	13.8%	17.0%	11.0%	12.3%
%H (All HH)		100.0%	43.2%	19.2%	89.4%	51.1%	38.3%	85.5%
%H (TV HH)			43.2%	19.2%	89.4%	51.1%	38.3%	
Adult's bedroom	1444	1444	644	320	1203	711	492	1277
%V	40.0%	42.3%	47.9%	49.2%	45.6%	58.1%	34.7%	45.0%
%H (All HH)		100.0%	44.6%	22.2%	83.3%	49.2%	34.1%	88.4%
%H (TV HH)			44.6%	22.2%	83.3%	49.2%	34.1%	
Child's bedroom	356	356	193	86	274	195	80	344
%V	9.9%	10.4%	14.3%	13.2%	10.4%	15.9%	5.6%	12.1%
%H (All HH)		100.0%	54.2%	24.2%	77.0%	54.8%	22.5%	96.6%
%H (TV HH)			54.2%	24.2%	77.0%	54.8%	22.5%	
Other bedroom	192	192	94	43	167	111	56	178
%V	5.3%	5.6%	7.0%	6.6%	6.3%	9.1%	3.9%	6.3%
%H (All HH)		100.0%	49.0%	22.4%	87.0%	57.8%	29.2%	92.7%
%H (TV HH)			49.0%	22.4%	87.0%	57.8%	29.2%	
Second living/dining room	351	351	187	65	286	183	104	306
%V	9.7%	10.3%	13.9%	10.0%	10.8%	15.0%	7.3%	10.8%
%H (All HH)		100.0%	53.3%	18.5%	81.5%	52.1%	29.6%	87.2%
%H (TV HH)			53.3%	18.5%	81.5%	52.1%	29.6%	
Study/office	48	48	22	11	39	22	17	46
%V	1.3%	1.4%	1.6%	1.7%	1.5%	1.8%	1.2%	1.6%
%H (All HH)		100.0%	45.8%	22.9%	81.3%	45.8%	35.4%	95.8%
%H (TV HH)			45.8%	22.9%	81.3%	45.8%	35.4%	
TV room	24	24	13	5	19	12	7	23
%V	0.7%	0.7%	1.0%	0.8%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	54.2%	20.8%	79.2%	50.0%	29.2%	95.8%
%H (TV HH)			54.2%	20.8%	79.2%	50.0%	29.2%	
Conservatory	78	78	42	16	67	46	21	73
%V	2.2%	2.3%	3.1%	2.5%	2.5%	3.8%	1.5%	2.6%
%H (All HH)		100.0%	53.8%	20.5%	85.9%	59.0%	26.9%	93.6%
%H (TV HH)			53.8%	20.5%	85.9%	59.0%	26.9%	
Attic or loft room	10	10	5	1	9	5	4	9
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	10.0%	90.0%	50.0%	40.0%	90.0%
%H (TV HH)			50.0%	10.0%	90.0%	50.0%	40.0%	
No specific location	5	5	3	1	4	3	2	5
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	40.0%	
Other	22	22	11	3	18	11	7	20
%V	0.6%	0.6%	0.8%	0.5%	0.7%	0.9%	0.5%	0.7%
%H (All HH)		100.0%	50.0%	13.6%	81.8%	50.0%	31.8%	90.9%
%H (TV HH)			50.0%	13.6%	81.8%	50.0%	31.8%	

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 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Any DSAT provider	1345	1345	1345	34	852	852	0	1181
%V	37.3%	39.4%	100.0%	5.2%	32.3%	69.7%	0.0%	41.6%
%H (All HH)			100.0%	2.5%	63.3%	63.3%	0.0%	87.8%
%H (TV HH)			100.0%	2.5%	63.3%	63.3%	0.0%	
Sky with subscription	1056	1056	1056	12	684	684	0	957
%V	29.3%	30.9%	78.5%	1.8%	25.9%	55.9%	0.0%	33.7%
%H (All HH)			100.0%	1.1%	64.8%	64.8%	0.0%	90.6%
%H (TV HH)			100.0%	1.1%	64.8%	64.8%	0.0%	
Sky without subscription	107	107	107	8	62	62	0	89
%V	3.0%	3.1%	8.0%	1.2%	2.3%	5.1%	0.0%	3.1%
%H (All HH)			100.0%	7.5%	57.9%	57.9%	0.0%	83.2%
%H (TV HH)			100.0%	7.5%	57.9%	57.9%	0.0%	
Freesat	186	186	186	10	116	116	0	149
%V	5.2%	5.4%	13.8%	1.5%	4.4%	9.5%	0.0%	5.2%
%H (All HH)			100.0%	5.4%	62.4%	62.4%	0.0%	80.1%
%H (TV HH)			100.0%	5.4%	62.4%	62.4%	0.0%	
Other satellite provider	46	46	46	4	26	26	0	38
%V	1.3%	1.3%	3.4%	0.6%	1.0%	2.1%	0.0%	1.3%
%H (All HH)			100.0%	8.7%	56.5%	56.5%	0.0%	82.6%
%H (TV HH)			100.0%	8.7%	56.5%	56.5%	0.0%	
DCAB	650	650	34	650	390	390	0	584
%V	18.0%	19.0%	2.5%	100.0%	14.8%	31.9%	0.0%	20.6%
%H (All HH)			5.2%	100.0%	60.0%	60.0%	0.0%	89.8%
%H (TV HH)			5.2%	100.0%	60.0%	60.0%	0.0%	
DTT	2640	2640	852	390	2640	1223	1418	2043
%V	73.1%	77.3%	63.3%	60.0%	100.0%	100.0%	100.0%	72.0%
%H (All HH)		100.0%	32.3%	14.8%	100.0%	46.3%	53.7%	77.4%
%H (TV HH)			32.3%	14.8%	100.0%	46.3%	53.7%	

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 2014 - June 2015

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
PVR	2067	2067	1105	527	1492	1027	465	1862
%V	57.3%	60.5%	82.2%	81.1%	56.5%	84.0%	32.8%	65.6%
%H (All HH)		100.0%	53.5%	25.5%	72.2%	49.7%	22.5%	90.1%
%H (TV HH)			53.5%	25.5%	72.2%	49.7%	22.5%	
DVDR	122	122	47	17	108	48	60	101
%V	3.4%	3.6%	3.5%	2.6%	4.1%	3.9%	4.2%	3.6%
%H (All HH)		100.0%	38.5%	13.9%	88.5%	39.3%	49.2%	82.8%
%H (TV HH)			38.5%	13.9%	88.5%	39.3%	49.2%	
VCR	67	67	21	7	57	19	39	43
%V	1.9%	2.0%	1.6%	1.1%	2.2%	1.6%	2.8%	1.5%
%H (All HH)		100.0%	31.3%	10.4%	85.1%	28.4%	58.2%	64.2%
%H (TV HH)			31.3%	10.4%	85.1%	28.4%	58.2%	
Any recorder	2145	2145	1119	530	1563	1036	527	1911
%V	59.4%	62.8%	83.2%	81.5%	59.2%	84.7%	37.2%	67.3%
%H (All HH)		100.0%	52.2%	24.7%	72.9%	48.3%	24.6%	89.1%
%H (TV HH)			52.2%	24.7%	72.9%	48.3%	24.6%	
Receives HDTV (via STB or built-in reception)	2027	2027	956	490	1527	917	609	1819
%V	56.1%	59.4%	71.1%	75.4%	57.8%	75.0%	42.9%	64.1%
%H (All HH)		100.0%	47.2%	24.2%	75.3%	45.2%	30.0%	89.7%
%H (TV HH)			47.2%	24.2%	75.3%	45.2%	30.0%	
DVD/Blu-ray player or recorder	2514	2514	1044	498	1971	981	990	2104
%V	69.6%	73.6%	77.6%	76.6%	74.7%	80.2%	69.8%	74.1%
%H (All HH)		100.0%	41.5%	19.8%	78.4%	39.0%	39.4%	83.7%
%H (TV HH)			41.5%	19.8%	78.4%	39.0%	39.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	3610	3415	1345	650	2640	1223	1418	2839
%H (All HH)		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%
%H (TV HH)			39.4%	19.0%	77.3%	35.8%	41.5%	
Has broadband internet	2839	2713	1181	584	2043	1099	944	2839
%V	78.6%	79.4%	87.8%	89.8%	77.4%	89.9%	66.6%	100.0%
%H (All HH)		95.6%	41.6%	20.6%	72.0%	38.7%	33.3%	100.0%
%H (TV HH)			43.5%	21.5%	75.3%	40.5%	34.8%	
Number of computers (PCs and laptops)								
0	799	730	183	73	615	139	477	95
%V	22.1%	21.4%	13.6%	11.2%	23.3%	11.4%	33.6%	3.3%
%H (All HH)		91.4%	22.9%	9.1%	77.0%	17.4%	59.7%	11.9%
%H (TV HH)			25.1%	10.0%	84.2%	19.0%	65.3%	
1	1053	985	348	195	752	320	433	995
%V	29.2%	28.8%	25.9%	30.0%	28.5%	26.2%	30.5%	35.0%
%H (All HH)		93.5%	33.0%	18.5%	71.4%	30.4%	41.1%	94.5%
%H (TV HH)			35.3%	19.8%	76.3%	32.5%	44.0%	
2	771	748	339	157	550	299	251	764
%V	21.4%	21.9%	25.2%	24.2%	20.8%	24.4%	17.7%	26.9%
%H (All HH)		97.0%	44.0%	20.4%	71.3%	38.8%	32.6%	99.1%
%H (TV HH)			45.3%	21.0%	73.5%	40.0%	33.6%	
3	455	440	220	96	327	204	123	453
%V	12.6%	12.9%	16.4%	14.8%	12.4%	16.7%	8.7%	16.0%
%H (All HH)		96.7%	48.4%	21.1%	71.9%	44.8%	27.0%	99.6%
%H (TV HH)			50.0%	21.8%	74.3%	46.4%	28.0%	
4	265	253	119	66	201	130	71	263
%V	7.3%	7.4%	8.8%	10.2%	7.6%	10.6%	5.0%	9.3%
%H (All HH)		95.5%	44.9%	24.9%	75.8%	49.1%	26.8%	99.2%
%H (TV HH)			47.0%	26.1%	79.4%	51.4%	28.1%	
5+	267	259	137	62	195	131	64	267
%V	7.4%	7.6%	10.2%	9.5%	7.4%	10.7%	4.5%	9.4%
%H (All HH)		97.0%	51.3%	23.2%	73.0%	49.1%	24.0%	100.0%
%H (TV HH)			52.9%	23.9%	75.3%	50.6%	24.7%	

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 2014 - June 2015

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	6731	2955	1381	5418	2980	2439	5714
%H		43.9%	20.5%	80.5%	44.3%	36.2%	84.9%
Under 20"	883	356	167	771	409	362	751
%V	13.1%	12.0%	12.1%	14.2%	13.7%	14.8%	13.1%
%H		40.3%	18.9%	87.3%	46.3%	41.0%	85.1%
20" - 29"	1586	645	297	1342	690	652	1286
%V	23.6%	21.8%	21.5%	24.8%	23.2%	26.7%	22.5%
%H		40.7%	18.7%	84.6%	43.5%	41.1%	81.1%
30" - 39"	2125	890	412	1706	866	839	1757
%V	31.6%	30.1%	29.8%	31.5%	29.1%	34.4%	30.7%
%H		41.9%	19.4%	80.3%	40.8%	39.5%	82.7%
40" and over	1975	994	487	1462	950	513	1800
%V	29.3%	33.6%	35.3%	27.0%	31.9%	21.0%	31.5%
%H		50.3%	24.7%	74.0%	48.1%	26.0%	91.1%
Don't know	162	70	18	138	65	73	121
%V	2.4%	2.4%	1.3%	2.5%	2.2%	3.0%	2.1%
%H		43.2%	11.1%	85.2%	40.1%	45.1%	74.7%

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 2014 - June 2015

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	6731	2955	1381	5418	2980	2439	5714
%H		43.9%	20.5%	80.5%	44.3%	36.2%	84.9%
Main living room	3387	1342	647	2627	1224	1403	2690
%V	50.3%	45.4%	46.9%	48.5%	41.1%	57.5%	47.1%
%H		39.6%	19.1%	77.6%	36.1%	41.4%	79.4%
Kitchen	409	177	78	366	208	158	350
%V	6.1%	6.0%	5.6%	6.8%	7.0%	6.5%	6.1%
%H		43.3%	19.1%	89.5%	50.9%	38.6%	85.6%
Adult's bedroom	1691	774	386	1411	859	551	1518
%V	25.1%	26.2%	28.0%	26.0%	28.8%	22.6%	26.6%
%H		45.8%	22.8%	83.4%	50.8%	32.6%	89.8%
Child's bedroom	472	259	116	365	264	101	456
%V	7.0%	8.8%	8.4%	6.7%	8.9%	4.1%	8.0%
%H		54.9%	24.6%	77.3%	55.9%	21.4%	96.6%
Other bedroom	225	114	51	197	135	62	209
%V	3.3%	3.9%	3.7%	3.6%	4.5%	2.5%	3.7%
%H		50.7%	22.7%	87.6%	60.0%	27.6%	92.9%
Second living/dining room	357	192	66	292	188	104	312
%V	5.3%	6.5%	4.8%	5.4%	6.3%	4.3%	5.5%
%H		53.8%	18.5%	81.8%	52.7%	29.1%	87.4%
Study/office	49	22	11	40	23	17	47
%V	0.7%	0.7%	0.8%	0.7%	0.8%	0.7%	0.8%
%H		44.9%	22.4%	81.6%	46.9%	34.7%	95.9%
TV room	24	13	5	19	12	7	23
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		54.2%	20.8%	79.2%	50.0%	29.2%	95.8%
Conservatory	78	43	16	68	47	21	73
%V	1.2%	1.5%	1.2%	1.3%	1.6%	0.9%	1.3%
%H		55.1%	20.5%	87.2%	60.3%	26.9%	93.6%
Attic or loft room	10	5	1	9	5	4	9
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	10.0%	90.0%	50.0%	40.0%	90.0%
No specific location	6	3	1	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
Other	23	12	3	19	11	8	22
%V	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.4%
%H		52.2%	13.0%	82.6%	47.8%	34.8%	95.7%

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 2014 - June 2015

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	6731	2955	1381	5418	2980	2439	5714
%H		43.9%	20.5%	80.5%	44.3%	36.2%	84.9%
PVR	2657	1502	683	1891	1375	516	2425
%V	39.5%	50.8%	49.5%	34.9%	46.1%	21.2%	42.4%
%H		56.5%	25.7%	71.2%	51.8%	19.4%	91.3%
DVDR	129	50	18	116	52	64	109
%V	1.9%	1.7%	1.3%	2.1%	1.7%	2.6%	1.9%
%H		38.8%	14.0%	89.9%	40.3%	49.6%	84.5%
VCR	71	22	8	62	19	43	44
%V	1.1%	0.7%	0.6%	1.1%	0.6%	1.8%	0.8%
%H		31.0%	11.3%	87.3%	26.8%	60.6%	62.0%
Any recorder	2762	1523	693	1989	1398	590	2496
%V	41.0%	51.5%	50.2%	36.7%	46.9%	24.2%	43.7%
%H		55.1%	25.1%	72.0%	50.6%	21.4%	90.4%

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	6731	2955	1381	5418	2980	2439	5714
%H		43.9%	20.5%	80.5%	44.3%	36.2%	84.9%
Receives HDTV (via STB or built-in reception)	2912	1416	718	2243	1420	823	2658
%V	43.3%	47.9%	52.0%	41.4%	47.7%	33.7%	46.5%
%H		48.6%	24.7%	77.0%	48.8%	28.3%	91.3%
DVD/Blu-ray player or recorder	3583	1587	755	2888	1605	1283	3101
%V	53.2%	53.7%	54.7%	53.3%	53.9%	52.6%	54.3%
%H		44.3%	21.1%	80.6%	44.8%	35.8%	86.5%

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 2014 - June 2015

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	3406	1343	649	2638	1222	1416	2704
%V		39.4%	19.1%	77.5%	35.9%	41.6%	79.4%
%H							
Under 20"	69	10	5	60	8	51	43
%V	2.0%	0.7%	0.8%	2.3%	0.7%	3.6%	1.6%
%H		14.5%	7.2%	87.0%	11.6%	73.9%	62.3%
20" - 29"	414	93	52	344	79	265	244
%V	12.2%	6.9%	8.0%	13.0%	6.5%	18.7%	9.0%
%H		22.5%	12.6%	83.1%	19.1%	64.0%	58.9%
30" - 39"	1263	440	195	1018	390	627	943
%V	37.1%	32.8%	30.0%	38.6%	31.9%	44.3%	34.9%
%H		34.8%	15.4%	80.6%	30.9%	49.6%	74.7%
40" and over	1584	775	389	1158	726	432	1425
%V	46.5%	57.7%	59.9%	43.9%	59.4%	30.5%	52.7%
%H		48.9%	24.6%	73.1%	45.8%	27.3%	90.0%
Don't know	75	26	7	58	18	41	48
%V	2.2%	1.9%	1.1%	2.2%	1.5%	2.9%	1.8%
%H		34.7%	9.3%	77.3%	24.0%	54.7%	64.0%

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 2014 - June 2015

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	3406	1343	649	2638	1222	1416	2704
%H		39.4%	19.1%	77.5%	35.9%	41.6%	79.4%
PVR	2029	1090	521	1457	1011	446	1829
%V	59.6%	81.2%	80.3%	55.2%	82.7%	31.5%	67.6%
%H		53.7%	25.7%	71.8%	49.8%	22.0%	90.1%
DVDR	100	36	11	88	34	54	81
%V	2.9%	2.7%	1.7%	3.3%	2.8%	3.8%	3.0%
%H		36.0%	11.0%	88.0%	34.0%	54.0%	81.0%
VCR	54	18	5	46	14	32	34
%V	1.6%	1.3%	0.8%	1.7%	1.1%	2.3%	1.3%
%H		33.3%	9.3%	85.2%	25.9%	59.3%	63.0%
Any recorder	2104	1103	524	1525	1020	505	1875
%V	61.8%	82.1%	80.7%	57.8%	83.5%	35.7%	69.3%
%H		52.4%	24.9%	72.5%	48.5%	24.0%	89.1%

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	3406	1343	649	2638	1222	1416	2704
%H		39.4%	19.1%	77.5%	35.9%	41.6%	79.4%
Receives HDTV (via STB or built-in reception)	1971	934	479	1476	889	586	1771
%V	57.9%	69.5%	73.8%	56.0%	72.7%	41.4%	65.5%
%H		47.4%	24.3%	74.9%	45.1%	29.7%	89.9%
DVD/Blu-ray player or recorder	2331	958	458	1811	877	933	1938
%V	68.4%	71.3%	70.6%	68.7%	71.8%	65.9%	71.7%
%H		41.1%	19.6%	77.7%	37.6%	40.0%	83.1%

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 2014 - June 2015

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	3326	1612	732	2780	1758	1022	3010
%H		48.5%	22.0%	83.6%	52.9%	30.7%	90.5%
Under 20"	814	346	162	711	401	311	708
%V	24.5%	21.5%	22.1%	25.6%	22.8%	30.4%	23.5%
%H		42.5%	19.9%	87.3%	49.3%	38.2%	87.0%
20" - 29"	1172	552	244	998	611	387	1042
%V	35.2%	34.2%	33.3%	35.9%	34.8%	37.9%	34.6%
%H		47.1%	20.8%	85.2%	52.1%	33.0%	88.9%
30" - 39"	862	450	217	688	476	212	814
%V	25.9%	27.9%	29.6%	24.7%	27.1%	20.7%	27.0%
%H		52.2%	25.2%	79.8%	55.2%	24.6%	94.4%
40" and over	390	219	98	304	223	81	374
%V	11.7%	13.6%	13.4%	10.9%	12.7%	7.9%	12.4%
%H		56.2%	25.1%	77.9%	57.2%	20.8%	95.9%
Don't know	87	45	11	79	47	32	72
%V	2.6%	2.8%	1.5%	2.8%	2.7%	3.1%	2.4%
%H		51.7%	12.6%	90.8%	54.0%	36.8%	82.8%

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 2014 - June 2015

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	3326	1612	732	2780	1758	1022	3010
%H		48.5%	22.0%	83.6%	52.9%	30.7%	90.5%
PVR	627	411	162	434	364	70	597
%V	18.9%	25.5%	22.1%	15.6%	20.7%	6.8%	19.8%
%H		65.6%	25.8%	69.2%	58.1%	11.2%	95.2%
DVDR	29	14	7	28	18	10	28
%V	0.9%	0.9%	1.0%	1.0%	1.0%	1.0%	0.9%
%H		48.3%	24.1%	96.6%	62.1%	34.5%	96.6%
VCR	17	3	3	16	5	11	11
%V	0.5%	0.2%	0.4%	0.6%	0.3%	1.1%	0.4%
%H		17.6%	17.6%	94.1%	29.4%	64.7%	64.7%
Any recorder	659	421	169	464	378	85	621
%V	19.8%	26.1%	23.1%	16.7%	21.5%	8.3%	20.6%
%H		63.9%	25.6%	70.4%	57.4%	12.9%	94.2%

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	3326	1612	732	2780	1758	1022	3010
%H		48.5%	22.0%	83.6%	52.9%	30.7%	90.5%
Receives HDTV (via STB or built-in reception)	940	482	239	767	531	236	887
%V	28.3%	29.9%	32.7%	27.6%	30.2%	23.1%	29.5%
%H		51.3%	25.4%	81.6%	56.5%	25.1%	94.4%
DVD/Blu-ray player or recorder	1252	629	296	1077	728	349	1164
%V	37.6%	39.0%	40.4%	38.7%	41.4%	34.1%	38.7%
%H		50.2%	23.6%	86.0%	58.1%	27.9%	93.0%

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 2014 - June 2015

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	8584	8175	3658	1726	6073	3260	2813	7422
%H		95.2%	42.6%	20.1%	70.7%	38.0%	32.8%	86.5%
Total Children	1710	1646	830	380	1132	691	441	1607
%V	19.9%	20.1%	22.7%	22.0%	18.6%	21.2%	15.7%	21.7%
%H		96.3%	48.5%	22.2%	66.2%	40.4%	25.8%	94.0%
0 - 3	441	422	209	84	277	152	125	409
%V	5.1%	5.2%	5.7%	4.9%	4.6%	4.7%	4.4%	5.5%
%H		95.7%	47.4%	19.0%	62.8%	34.5%	28.3%	92.7%
4 - 15	1269	1224	621	296	855	539	316	1198
%V	14.8%	15.0%	17.0%	17.1%	14.1%	16.5%	11.2%	16.1%
%H		96.5%	48.9%	23.3%	67.4%	42.5%	24.9%	94.4%
4 - 9	671	646	330	151	443	274	168	636
%V	7.8%	7.9%	9.0%	8.7%	7.3%	8.4%	6.0%	8.6%
%H		96.3%	49.2%	22.5%	66.0%	40.8%	25.0%	94.8%
10 - 15	598	577	291	145	412	265	147	562
%V	7.0%	7.1%	8.0%	8.4%	6.8%	8.1%	5.2%	7.6%
%H		96.5%	48.7%	24.2%	68.9%	44.3%	24.6%	94.0%

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 2014 - June 2015

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	8584	8175	3658	1726	6073	3260	2813	7422
%H		95.2%	42.6%	20.1%	70.7%	38.0%	32.8%	86.5%
Total Adults (16+)	6874	6529	2828	1346	4942	2569	2373	5814
%V	80.1%	79.9%	77.3%	78.0%	81.4%	78.8%	84.4%	78.3%
%H		95.0%	41.1%	19.6%	71.9%	37.4%	34.5%	84.6%
16 - 19	406	381	190	93	282	180	102	388
%V	4.7%	4.7%	5.2%	5.4%	4.6%	5.5%	3.6%	5.2%
%H		93.8%	46.8%	22.9%	69.5%	44.3%	25.1%	95.6%
20 - 24	558	494	208	114	350	188	161	530
%V	6.5%	6.0%	5.7%	6.6%	5.8%	5.8%	5.7%	7.1%
%H		88.5%	37.3%	20.4%	62.7%	33.7%	28.9%	95.0%
25 - 34	1129	1031	488	236	693	398	295	1065
%V	13.2%	12.6%	13.3%	13.7%	11.4%	12.2%	10.5%	14.3%
%H		91.3%	43.2%	20.9%	61.4%	35.3%	26.1%	94.3%
35 - 44	1078	1030	526	228	740	451	288	1007
%V	12.6%	12.6%	14.4%	13.2%	12.2%	13.8%	10.2%	13.6%
%H		95.5%	48.8%	21.2%	68.6%	41.8%	26.7%	93.4%
45 - 54	1217	1183	553	280	878	518	360	1126
%V	14.2%	14.5%	15.1%	16.2%	14.5%	15.9%	12.8%	15.2%
%H		97.2%	45.4%	23.0%	72.1%	42.6%	29.6%	92.5%
55 - 64	972	947	395	196	751	387	364	828
%V	11.3%	11.6%	10.8%	11.4%	12.4%	11.9%	12.9%	11.2%
%H		97.4%	40.6%	20.2%	77.3%	39.8%	37.4%	85.2%
65+	1513	1462	468	198	1248	446	803	871
%V	17.6%	17.9%	12.8%	11.5%	20.5%	13.7%	28.5%	11.7%
%H		96.6%	30.9%	13.1%	82.5%	29.5%	53.1%	57.6%

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 2014 - June 2015

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+)		6874	6529	2828	1346	4942	2569	2373	5814
%H			95.0%	41.1%	19.6%	71.9%	37.4%	34.5%	84.6%
AB		1758	1700	788	319	1297	694	604	1678
	%V	25.6%	26.0%	27.9%	23.7%	26.2%	27.0%	25.5%	28.9%
C1	%H		96.7%	44.8%	18.1%	73.8%	39.5%	34.4%	95.4%
		1701	1573	676	353	1183	637	546	1533
C2	%V	24.7%	24.1%	23.9%	26.2%	23.9%	24.8%	23.0%	26.4%
	%H		92.5%	39.7%	20.8%	69.5%	37.4%	32.1%	90.1%
D		1666	1614	741	353	1220	688	532	1416
	%V	24.2%	24.7%	26.2%	26.2%	24.7%	26.8%	22.4%	24.4%
E	%H		96.9%	44.5%	21.2%	73.2%	41.3%	31.9%	85.0%
		1142	1072	455	224	783	398	385	865
E	%V	16.6%	16.4%	16.1%	16.6%	15.8%	15.5%	16.2%	14.9%
	%H		93.9%	39.8%	19.6%	68.6%	34.9%	33.7%	75.7%
E		606	570	167	97	458	153	305	323
	%V	8.8%	8.7%	5.9%	7.2%	9.3%	6.0%	12.9%	5.6%
E	%H		94.1%	27.6%	16.0%	75.6%	25.2%	50.3%	53.3%

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 2014 - June 2015

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+)	6874	6529	2828	1346	4942	2569	2373	5814
%H		95.0%	41.1%	19.6%	71.9%	37.4%	34.5%	84.6%
Working full time	3115	2991	1423	695	2172	1284	888	2944
%V	45.3%	45.8%	50.3%	51.6%	43.9%	50.0%	37.4%	50.6%
%H		96.0%	45.7%	22.3%	69.7%	41.2%	28.5%	94.5%
Working part time	717	694	330	143	536	311	225	663
%V	10.4%	10.6%	11.7%	10.6%	10.8%	12.1%	9.5%	11.4%
%H		96.8%	46.0%	19.9%	74.8%	43.4%	31.4%	92.5%
Not working	3041	2843	1075	508	2234	974	1260	2207
%V	44.2%	43.5%	38.0%	37.7%	45.2%	37.9%	53.1%	38.0%
%H		93.5%	35.4%	16.7%	73.5%	32.0%	41.4%	72.6%
Housewife/Houseperson	3610	3415	1345	650	2640	1223	1418	2839
%V	52.5%	52.3%	47.6%	48.3%	53.4%	47.6%	59.8%	48.8%
%H		94.6%	37.3%	18.0%	73.1%	33.9%	39.3%	78.6%

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 2014 - June 2015

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+)	3371	3180	1415	668	2381	1274	1107	2898
%H		94.3%	42.0%	19.8%	70.6%	37.8%	32.8%	86.0%
16 - 19	207	197	99	50	143	92	51	199
%V	6.1%	6.2%	7.0%	7.5%	6.0%	7.2%	4.6%	6.9%
%H		95.2%	47.8%	24.2%	69.1%	44.4%	24.6%	96.1%
20 - 24	282	249	106	56	174	93	80	272
%V	8.4%	7.8%	7.5%	8.4%	7.3%	7.3%	7.2%	9.4%
%H		88.3%	37.6%	19.9%	61.7%	33.0%	28.4%	96.5%
25 - 34	567	512	235	123	345	198	147	534
%V	16.8%	16.1%	16.6%	18.4%	14.5%	15.5%	13.3%	18.4%
%H		90.3%	41.4%	21.7%	60.8%	34.9%	25.9%	94.2%
35 - 44	526	495	258	103	353	212	141	486
%V	15.6%	15.6%	18.2%	15.4%	14.8%	16.6%	12.7%	16.8%
%H		94.1%	49.0%	19.6%	67.1%	40.3%	26.8%	92.4%
45 - 54	601	582	274	140	429	256	173	554
%V	17.8%	18.3%	19.4%	21.0%	18.0%	20.1%	15.6%	19.1%
%H		96.8%	45.6%	23.3%	71.4%	42.6%	28.8%	92.2%
55 - 64	487	470	195	94	366	182	184	416
%V	14.4%	14.8%	13.8%	14.1%	15.4%	14.3%	16.6%	14.4%
%H		96.5%	40.0%	19.3%	75.2%	37.4%	37.8%	85.4%
65+	702	676	248	101	570	240	330	438
%V	20.8%	21.3%	17.5%	15.1%	23.9%	18.8%	29.8%	15.1%
%H		96.3%	35.3%	14.4%	81.2%	34.2%	47.0%	62.4%

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 2014 - June 2015

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+)		3371	3180	1415	668	2381	1274	1107	2898
	%H		94.3%	42.0%	19.8%	70.6%	37.8%	32.8%	86.0%
AB		892	862	406	165	656	356	300	856
	%V	26.5%	27.1%	28.7%	24.7%	27.6%	27.9%	27.1%	29.5%
	%H		96.6%	45.5%	18.5%	73.5%	39.9%	33.6%	96.0%
C1		807	742	330	171	547	307	240	740
	%V	23.9%	23.3%	23.3%	25.6%	23.0%	24.1%	21.7%	25.5%
	%H		91.9%	40.9%	21.2%	67.8%	38.0%	29.7%	91.7%
C2		898	862	398	183	646	360	286	751
	%V	26.6%	27.1%	28.1%	27.4%	27.1%	28.3%	25.8%	25.9%
	%H		96.0%	44.3%	20.4%	71.9%	40.1%	31.8%	83.6%
D		538	498	220	108	359	192	167	422
	%V	16.0%	15.7%	15.5%	16.2%	15.1%	15.1%	15.1%	14.6%
	%H		92.6%	40.9%	20.1%	66.7%	35.7%	31.0%	78.4%
E		237	217	62	41	173	60	113	129
	%V	7.0%	6.8%	4.4%	6.1%	7.3%	4.7%	10.2%	4.5%
	%H		91.6%	26.2%	17.3%	73.0%	25.3%	47.7%	54.4%

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 2014 - June 2015

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+)	3371	3180	1415	668	2381	1274	1107	2898
%H		94.3%	42.0%	19.8%	70.6%	37.8%	32.8%	86.0%
Working full time	1961	1876	898	432	1362	804	558	1843
%V	58.2%	59.0%	63.5%	64.7%	57.2%	63.1%	50.4%	63.6%
%H		95.7%	45.8%	22.0%	69.5%	41.0%	28.5%	94.0%
Working part time	144	133	59	28	98	51	47	125
%V	4.3%	4.2%	4.2%	4.2%	4.1%	4.0%	4.2%	4.3%
%H		92.4%	41.0%	19.4%	68.1%	35.4%	32.6%	86.8%
Not working	1266	1171	459	207	920	418	502	930
%V	37.6%	36.8%	32.4%	31.0%	38.6%	32.8%	45.3%	32.1%
%H		92.5%	36.3%	16.4%	72.7%	33.0%	39.7%	73.5%
Housewife/Houseperson	782	708	241	125	545	208	337	545
%V	23.2%	22.3%	17.0%	18.7%	22.9%	16.3%	30.4%	18.8%
%H		90.5%	30.8%	16.0%	69.7%	26.6%	43.1%	69.7%

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 2014 - June 2015

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+)	3503	3348	1413	678	2561	1295	1266	2916
%H		95.6%	40.3%	19.4%	73.1%	37.0%	36.1%	83.2%
16 - 19	199	184	91	43	138	87	51	189
%V	5.7%	5.5%	6.4%	6.3%	5.4%	6.7%	4.0%	6.5%
%H		92.5%	45.7%	21.6%	69.3%	43.7%	25.6%	95.0%
20 - 24	276	245	101	58	176	95	81	258
%V	7.9%	7.3%	7.1%	8.6%	6.9%	7.3%	6.4%	8.8%
%H		88.8%	36.6%	21.0%	63.8%	34.4%	29.3%	93.5%
25 - 34	563	519	253	113	348	200	148	531
%V	16.1%	15.5%	17.9%	16.7%	13.6%	15.4%	11.7%	18.2%
%H		92.2%	44.9%	20.1%	61.8%	35.5%	26.3%	94.3%
35 - 44	552	535	269	125	386	239	147	521
%V	15.8%	16.0%	19.0%	18.4%	15.1%	18.5%	11.6%	17.9%
%H		96.9%	48.7%	22.6%	69.9%	43.3%	26.6%	94.4%
45 - 54	615	602	278	140	449	262	187	572
%V	17.6%	18.0%	19.7%	20.6%	17.5%	20.2%	14.8%	19.6%
%H		97.9%	45.2%	22.8%	73.0%	42.6%	30.4%	93.0%
55 - 64	485	477	200	102	385	205	180	412
%V	13.8%	14.2%	14.2%	15.0%	15.0%	15.8%	14.2%	14.1%
%H		98.4%	41.2%	21.0%	79.4%	42.3%	37.1%	84.9%
65+	812	786	220	97	679	206	473	432
%V	23.2%	23.5%	15.6%	14.3%	26.5%	15.9%	37.4%	14.8%
%H		96.8%	27.1%	11.9%	83.6%	25.4%	58.3%	53.2%

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 2014 - June 2015

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+)		3503	3348	1413	678	2561	1295	1266	2916
	%H		95.6%	40.3%	19.4%	73.1%	37.0%	36.1%	83.2%
AB		866	838	382	155	641	338	304	822
	%V	24.7%	25.0%	27.0%	22.9%	25.0%	26.1%	24.0%	28.2%
	%H		96.8%	44.1%	17.9%	74.0%	39.0%	35.1%	94.9%
C1		894	831	347	182	636	330	306	793
	%V	25.5%	24.8%	24.6%	26.8%	24.8%	25.5%	24.2%	27.2%
	%H		93.0%	38.8%	20.4%	71.1%	36.9%	34.2%	88.7%
C2		769	751	343	169	574	328	246	665
	%V	22.0%	22.4%	24.3%	24.9%	22.4%	25.3%	19.4%	22.8%
	%H		97.7%	44.6%	22.0%	74.6%	42.7%	32.0%	86.5%
D		604	574	235	116	424	206	219	442
	%V	17.2%	17.1%	16.6%	17.1%	16.6%	15.9%	17.3%	15.2%
	%H		95.0%	38.9%	19.2%	70.2%	34.1%	36.3%	73.2%
E		370	354	105	56	285	93	192	193
	%V	10.6%	10.6%	7.4%	8.3%	11.1%	7.2%	15.2%	6.6%
	%H		95.7%	28.4%	15.1%	77.0%	25.1%	51.9%	52.2%

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 2014 - June 2015

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+)	3503	3348	1413	678	2561	1295	1266	2916
%H		95.6%	40.3%	19.4%	73.1%	37.0%	36.1%	83.2%
Working full time	1154	1115	526	263	810	480	330	1100
%V	32.9%	33.3%	37.2%	38.8%	31.6%	37.1%	26.1%	37.7%
%H		96.6%	45.6%	22.8%	70.2%	41.6%	28.6%	95.3%
Working part time	573	561	272	115	438	260	178	538
%V	16.4%	16.8%	19.2%	17.0%	17.1%	20.1%	14.1%	18.4%
%H		97.9%	47.5%	20.1%	76.4%	45.4%	31.1%	93.9%
Not working	1775	1672	616	300	1313	556	758	1278
%V	50.7%	49.9%	43.6%	44.2%	51.3%	42.9%	59.9%	43.8%
%H		94.2%	34.7%	16.9%	74.0%	31.3%	42.7%	72.0%
Housewife/Houseperson	2827	2707	1104	526	2095	1015	1081	2294
%V	80.7%	80.9%	78.1%	77.6%	81.8%	78.4%	85.4%	78.7%
%H		95.8%	39.1%	18.6%	74.1%	35.9%	38.2%	81.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
AB	539	516	227	86	388	184	204	512
%V	27.8%	28.1%	27.0%	36.1%	28.0%	29.1%	27.1%	31.6%
%H (All HH)		95.7%	42.1%	16.0%	72.0%	34.1%	37.8%	95.0%
%H (TV HH)			44.0%	16.7%	75.2%	35.7%	39.5%	
C1	536	500	232	54	392	179	213	468
%V	27.6%	27.2%	27.6%	22.7%	28.3%	28.3%	28.3%	28.9%
%H (All HH)		93.3%	43.3%	10.1%	73.1%	33.4%	39.7%	87.3%
%H (TV HH)			46.4%	10.8%	78.4%	35.8%	42.6%	
C2	448	427	220	55	319	166	153	374
%V	23.1%	23.3%	26.2%	23.1%	23.0%	26.3%	20.3%	23.1%
%H (All HH)		95.3%	49.1%	12.3%	71.2%	37.1%	34.2%	83.5%
%H (TV HH)			51.5%	12.9%	74.7%	38.9%	35.8%	
D	241	228	108	27	158	69	89	179
%V	12.4%	12.4%	12.9%	11.3%	11.4%	10.9%	11.8%	11.0%
%H (All HH)		94.6%	44.8%	11.2%	65.6%	28.6%	36.9%	74.3%
%H (TV HH)			47.4%	11.8%	69.3%	30.3%	39.0%	
E	175	165	52	15	128	34	94	87
%V	9.0%	9.0%	6.2%	6.3%	9.2%	5.4%	12.5%	5.4%
%H (All HH)		94.3%	29.7%	8.6%	73.1%	19.4%	53.7%	49.7%
%H (TV HH)			31.5%	9.1%	77.6%	20.6%	57.0%	

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 2014 - June 2015

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	1940	1836	840	238	1385	632	753	1620
%V (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Under 25	59	46	25	4	29	14	14	55
%V	3.0%	2.5%	3.0%	1.7%	2.1%	2.2%	1.9%	3.4%
%H (All HH)		78.0%	42.4%	6.8%	49.2%	23.7%	23.7%	93.2%
%H (TV HH)			54.3%	8.7%	63.0%	30.4%	30.4%	
25 - 34	285	262	148	36	157	85	72	269
%V	14.7%	14.3%	17.6%	15.1%	11.3%	13.4%	9.6%	16.6%
%H (All HH)		91.9%	51.9%	12.6%	55.1%	29.8%	25.3%	94.4%
%H (TV HH)			56.5%	13.7%	59.9%	32.4%	27.5%	
35 - 44	315	298	159	50	204	115	89	303
%V	16.2%	16.2%	18.9%	21.0%	14.7%	18.2%	11.8%	18.7%
%H (All HH)		94.6%	50.5%	15.9%	64.8%	36.5%	28.3%	96.2%
%H (TV HH)			53.4%	16.8%	68.5%	38.6%	29.9%	
45 - 54	375	358	184	49	267	142	125	355
%V	19.3%	19.5%	21.9%	20.6%	19.3%	22.5%	16.6%	21.9%
%H (All HH)		95.5%	49.1%	13.1%	71.2%	37.9%	33.3%	94.7%
%H (TV HH)			51.4%	13.7%	74.6%	39.7%	34.9%	
55 - 64	325	312	133	43	255	118	137	288
%V	16.8%	17.0%	15.8%	18.1%	18.4%	18.7%	18.2%	17.8%
%H (All HH)		96.0%	40.9%	13.2%	78.5%	36.3%	42.2%	88.6%
%H (TV HH)			42.6%	13.8%	81.7%	37.8%	43.9%	
65 +	581	561	192	55	473	157	316	350
%V	29.9%	30.6%	22.9%	23.1%	34.2%	24.8%	42.0%	21.6%
%H (All HH)		96.6%	33.0%	9.5%	81.4%	27.0%	54.4%	60.2%
%H (TV HH)			34.2%	9.8%	84.3%	28.0%	56.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC East

Household level data

Table 4.3: Size of Household

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	1940	1836	840	238	1385	632	753	1620
%V (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
1	556	512	162	51	406	113	293	337
%V	28.7%	27.9%	19.3%	21.4%	29.3%	17.9%	38.9%	20.8%
%H (All HH)		92.1%	29.1%	9.2%	73.0%	20.3%	52.7%	60.6%
%H (TV HH)			31.6%	10.0%	79.3%	22.1%	57.2%	
2	706	674	300	81	534	241	292	623
%V	36.4%	36.7%	35.7%	34.0%	38.6%	38.1%	38.8%	38.5%
%H (All HH)		95.5%	42.5%	11.5%	75.6%	34.1%	41.4%	88.2%
%H (TV HH)			44.5%	12.0%	79.2%	35.8%	43.3%	
3	303	287	153	54	194	115	79	291
%V	15.6%	15.6%	18.2%	22.7%	14.0%	18.2%	10.5%	18.0%
%H (All HH)		94.7%	50.5%	17.8%	64.0%	38.0%	26.1%	96.0%
%H (TV HH)			53.3%	18.8%	67.6%	40.1%	27.5%	
4	262	255	152	37	184	115	69	258
%V	13.5%	13.9%	18.1%	15.5%	13.3%	18.2%	9.2%	15.9%
%H (All HH)		97.3%	58.0%	14.1%	70.2%	43.9%	26.3%	98.5%
%H (TV HH)			59.6%	14.5%	72.2%	45.1%	27.1%	
5+	113	108	72	14	67	47	20	112
%V	5.8%	5.9%	8.6%	5.9%	4.8%	7.4%	2.7%	6.9%
%H (All HH)		95.6%	63.7%	12.4%	59.3%	41.6%	17.7%	99.1%
%H (TV HH)			66.7%	13.0%	62.0%	43.5%	18.5%	
Average HH size	2.34	2.36	2.65	2.54	2.28	2.63	1.99	2.53

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 2014 - June 2015

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	1940	1836	840	238	1385	632	753	1620
%V (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Without	1436	1356	561	165	1063	439	624	1130
%V	74.0%	73.9%	66.8%	69.3%	76.8%	69.5%	82.9%	69.8%
%H (All HH)		94.4%	39.1%	11.5%	74.0%	30.6%	43.5%	78.7%
%H (TV HH)			41.4%	12.2%	78.4%	32.4%	46.0%	
With	503	481	278	73	322	192	130	489
%V	25.9%	26.2%	33.1%	30.7%	23.2%	30.4%	17.3%	30.2%
%H (All HH)		95.6%	55.3%	14.5%	64.0%	38.2%	25.8%	97.2%
%H (TV HH)			57.8%	15.2%	66.9%	39.9%	27.0%	
0 - 3	190	179	109	21	117	68	49	181
%V	9.8%	9.7%	13.0%	8.8%	8.4%	10.8%	6.5%	11.2%
%H (All HH)		94.2%	57.4%	11.1%	61.6%	35.8%	25.8%	95.3%
%H (TV HH)			60.9%	11.7%	65.4%	38.0%	27.4%	
4 - 9	260	252	156	35	165	103	62	256
%V	13.4%	13.7%	18.6%	14.7%	11.9%	16.3%	8.2%	15.8%
%H (All HH)		96.9%	60.0%	13.5%	63.5%	39.6%	23.8%	98.5%
%H (TV HH)			61.9%	13.9%	65.5%	40.9%	24.6%	
10 - 15	227	217	127	35	147	92	55	223
%V	11.7%	11.8%	15.1%	14.7%	10.6%	14.6%	7.3%	13.8%
%H (All HH)		95.6%	55.9%	15.4%	64.8%	40.5%	24.2%	98.2%
%H (TV HH)			58.5%	16.1%	67.7%	42.4%	25.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC East

Household level data

Table 4.5: Number of TV sets in household

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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
1	697	697	263	79	471	126	345	527
%V	35.9%	38.0%	31.3%	33.2%	34.0%	19.9%	45.8%	32.5%
%H (All HH)		100.0%	37.7%	11.3%	67.6%	18.1%	49.5%	75.6%
%H (TV HH)			37.7%	11.3%	67.6%	18.1%	49.5%	
2	636	636	290	84	498	235	263	535
%V	32.8%	34.6%	34.5%	35.3%	36.0%	37.2%	34.9%	33.0%
%H (All HH)		100.0%	45.6%	13.2%	78.3%	36.9%	41.4%	84.1%
%H (TV HH)			45.6%	13.2%	78.3%	36.9%	41.4%	
3	307	307	166	45	250	152	98	284
%V	15.8%	16.7%	19.8%	18.9%	18.1%	24.1%	13.0%	17.5%
%H (All HH)		100.0%	54.1%	14.7%	81.4%	49.5%	31.9%	92.5%
%H (TV HH)			54.1%	14.7%	81.4%	49.5%	31.9%	
4	126	126	73	20	103	69	34	122
%V	6.5%	6.9%	8.7%	8.4%	7.4%	10.9%	4.5%	7.5%
%H (All HH)		100.0%	57.9%	15.9%	81.7%	54.8%	27.0%	96.8%
%H (TV HH)			57.9%	15.9%	81.7%	54.8%	27.0%	
5+	70	70	48	11	63	49	13	69
%V	3.6%	3.8%	5.7%	4.6%	4.5%	7.8%	1.7%	4.3%
%H (All HH)		100.0%	68.6%	15.7%	90.0%	70.0%	18.6%	98.6%
%H (TV HH)			68.6%	15.7%	90.0%	70.0%	18.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC East

Household level data

Table 4.6: Screen size

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	1940	1836	840	238	1385	632	753	1620
%V (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Under 20"	494	494	211	62	423	202	221	424
%V	25.5%	26.9%	25.1%	26.1%	30.5%	32.0%	29.3%	26.2%
%H (All HH)		100.0%	42.7%	12.6%	85.6%	40.9%	44.7%	85.8%
%H (TV HH)			42.7%	12.6%	85.6%	40.9%	44.7%	
20" - 29"	673	673	286	83	558	252	305	548
%V	34.7%	36.7%	34.0%	34.9%	40.3%	39.9%	40.5%	33.8%
%H (All HH)		100.0%	42.5%	12.3%	82.9%	37.4%	45.3%	81.4%
%H (TV HH)			42.5%	12.3%	82.9%	37.4%	45.3%	
30" - 39"	951	951	439	135	727	351	376	803
%V	49.0%	51.8%	52.3%	56.7%	52.5%	55.5%	49.9%	49.6%
%H (All HH)		100.0%	46.2%	14.2%	76.4%	36.9%	39.5%	84.4%
%H (TV HH)			46.2%	14.2%	76.4%	36.9%	39.5%	
40" and over	873	873	512	121	622	380	242	811
%V	45.0%	47.5%	61.0%	50.8%	44.9%	60.1%	32.1%	50.1%
%H (All HH)		100.0%	58.6%	13.9%	71.2%	43.5%	27.7%	92.9%
%H (TV HH)			58.6%	13.9%	71.2%	43.5%	27.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Main living room	1808	1808	830	236	1365	626	740	1513
%V	93.2%	98.5%	98.8%	99.2%	98.6%	99.1%	98.3%	93.4%
%H (All HH)		100.0%	45.9%	13.1%	75.5%	34.6%	40.9%	83.7%
%H (TV HH)			45.9%	13.1%	75.5%	34.6%	40.9%	
Kitchen	271	271	136	28	239	131	108	238
%V	14.0%	14.8%	16.2%	11.8%	17.3%	20.7%	14.3%	14.7%
%H (All HH)		100.0%	50.2%	10.3%	88.2%	48.3%	39.9%	87.8%
%H (TV HH)			50.2%	10.3%	88.2%	48.3%	39.9%	
Adult's bedroom	834	834	434	120	674	392	282	740
%V	43.0%	45.4%	51.7%	50.4%	48.7%	62.0%	37.5%	45.7%
%H (All HH)		100.0%	52.0%	14.4%	80.8%	47.0%	33.8%	88.7%
%H (TV HH)			52.0%	14.4%	80.8%	47.0%	33.8%	
Child's bedroom	191	191	115	32	134	91	42	189
%V	9.8%	10.4%	13.7%	13.4%	9.7%	14.4%	5.6%	11.7%
%H (All HH)		100.0%	60.2%	16.8%	70.2%	47.6%	22.0%	99.0%
%H (TV HH)			60.2%	16.8%	70.2%	47.6%	22.0%	
Other bedroom	82	82	48	9	64	38	26	78
%V	4.2%	4.5%	5.7%	3.8%	4.6%	6.0%	3.5%	4.8%
%H (All HH)		100.0%	58.5%	11.0%	78.0%	46.3%	31.7%	95.1%
%H (TV HH)			58.5%	11.0%	78.0%	46.3%	31.7%	
Second living/dining room	164	164	83	24	139	76	63	150
%V	8.5%	8.9%	9.9%	10.1%	10.0%	12.0%	8.4%	9.3%
%H (All HH)		100.0%	50.6%	14.6%	84.8%	46.3%	38.4%	91.5%
%H (TV HH)			50.6%	14.6%	84.8%	46.3%	38.4%	
Study/office	40	40	25	6	35	26	9	40
%V	2.1%	2.2%	3.0%	2.5%	2.5%	4.1%	1.2%	2.5%
%H (All HH)		100.0%	62.5%	15.0%	87.5%	65.0%	22.5%	100.0%
%H (TV HH)			62.5%	15.0%	87.5%	65.0%	22.5%	
TV room	20	20	10	5	16	10	6	19
%V	1.0%	1.1%	1.2%	2.1%	1.2%	1.6%	0.8%	1.2%
%H (All HH)		100.0%	50.0%	25.0%	80.0%	50.0%	30.0%	95.0%
%H (TV HH)			50.0%	25.0%	80.0%	50.0%	30.0%	
Conservatory	43	43	24	5	37	22	16	39
%V	2.2%	2.3%	2.9%	2.1%	2.7%	3.5%	2.1%	2.4%
%H (All HH)		100.0%	55.8%	11.6%	86.0%	51.2%	37.2%	90.7%
%H (TV HH)			55.8%	11.6%	86.0%	51.2%	37.2%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.2%	0.2%	0.4%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	4	4	1	0	4	1	3	4
%V	0.2%	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Other	32	32	18	4	27	17	10	30
%V	1.6%	1.7%	2.1%	1.7%	1.9%	2.7%	1.3%	1.9%
%H (All HH)		100.0%	56.3%	12.5%	84.4%	53.1%	31.3%	93.8%
%H (TV HH)			56.3%	12.5%	84.4%	53.1%	31.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC East

Household level data

Table 4.8: Platform Provider

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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Any DSAT provider	840	840	840	16	516	516	0	768
%V	43.3%	45.8%	100.0%	6.7%	37.3%	81.6%	0.0%	47.4%
%H (All HH)			100.0%	1.9%	61.4%	61.4%	0.0%	91.4%
%H (TV HH)			100.0%	1.9%	61.4%	61.4%	0.0%	
Sky with subscription	646	646	646	2	403	403	0	604
%V	33.3%	35.2%	76.9%	0.8%	29.1%	63.8%	0.0%	37.3%
%H (All HH)			100.0%	0.3%	62.4%	62.4%	0.0%	93.5%
%H (TV HH)			100.0%	0.3%	62.4%	62.4%	0.0%	
Sky without subscription	44	44	44	4	28	28	0	33
%V	2.3%	2.4%	5.2%	1.7%	2.0%	4.4%	0.0%	2.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	75.0%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
Freesat	154	154	154	9	98	98	0	133
%V	7.9%	8.4%	18.3%	3.8%	7.1%	15.5%	0.0%	8.2%
%H (All HH)			100.0%	5.8%	63.6%	63.6%	0.0%	86.4%
%H (TV HH)			100.0%	5.8%	63.6%	63.6%	0.0%	
Other satellite provider	32	32	32	2	13	13	0	31
%V	1.6%	1.7%	3.8%	0.8%	0.9%	2.1%	0.0%	1.9%
%H (All HH)			100.0%	6.3%	40.6%	40.6%	0.0%	96.9%
%H (TV HH)			100.0%	6.3%	40.6%	40.6%	0.0%	
DCAB	238	238	16	238	126	126	0	217
%V	12.3%	13.0%	1.9%	100.0%	9.1%	19.9%	0.0%	13.4%
%H (All HH)			6.7%	100.0%	52.9%	52.9%	0.0%	91.2%
%H (TV HH)			6.7%	100.0%	52.9%	52.9%	0.0%	
DTT	1385	1385	516	126	1385	632	753	1124
%V	71.4%	75.4%	61.4%	52.9%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	37.3%	9.1%	100.0%	45.6%	54.4%	81.2%
%H (TV HH)			37.3%	9.1%	100.0%	45.6%	54.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.9: Recorders and other equipment

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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
PVR	1119	1119	690	208	771	536	235	1031
%V	57.7%	60.9%	82.1%	87.4%	55.7%	84.8%	31.2%	63.6%
%H (All HH)		100.0%	61.7%	18.6%	68.9%	47.9%	21.0%	92.1%
%H (TV HH)			61.7%	18.6%	68.9%	47.9%	21.0%	
DVDR	89	89	37	10	79	36	43	76
%V	4.6%	4.8%	4.4%	4.2%	5.7%	5.7%	5.7%	4.7%
%H (All HH)		100.0%	41.6%	11.2%	88.8%	40.4%	48.3%	85.4%
%H (TV HH)			41.6%	11.2%	88.8%	40.4%	48.3%	
VCR	81	81	34	11	67	30	37	63
%V	4.2%	4.4%	4.0%	4.6%	4.8%	4.7%	4.9%	3.9%
%H (All HH)		100.0%	42.0%	13.6%	82.7%	37.0%	45.7%	77.8%
%H (TV HH)			42.0%	13.6%	82.7%	37.0%	45.7%	
Any recorder	1176	1176	703	212	822	547	275	1069
%V	60.6%	64.1%	83.7%	89.1%	59.4%	86.6%	36.5%	66.0%
%H (All HH)		100.0%	59.8%	18.0%	69.9%	46.5%	23.4%	90.9%
%H (TV HH)			59.8%	18.0%	69.9%	46.5%	23.4%	
Receives HDTV (via STB or built-in reception)	1131	1131	594	196	836	481	355	1025
%V	58.3%	61.6%	70.7%	82.4%	60.4%	76.1%	47.1%	63.3%
%H (All HH)		100.0%	52.5%	17.3%	73.9%	42.5%	31.4%	90.6%
%H (TV HH)			52.5%	17.3%	73.9%	42.5%	31.4%	
DVD/Blu-ray player or recorder	1277	1277	620	184	946	466	480	1130
%V	65.8%	69.6%	73.8%	77.3%	68.3%	73.7%	63.7%	69.8%
%H (All HH)		100.0%	48.6%	14.4%	74.1%	36.5%	37.6%	88.5%
%H (TV HH)			48.6%	14.4%	74.1%	36.5%	37.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.10: 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	1940	1836	840	238	1385	632	753	1620
%H (All HH)		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%
%H (TV HH)			45.8%	13.0%	75.4%	34.4%	41.0%	
Has broadband internet	1620	1537	768	217	1124	575	549	1620
%V	83.5%	83.7%	91.4%	91.2%	81.2%	91.0%	72.9%	100.0%
%H (All HH)		94.9%	47.4%	13.4%	69.4%	35.5%	33.9%	100.0%
%H (TV HH)			50.0%	14.1%	73.1%	37.4%	35.7%	
Number of computers (PCs and laptops)								
0	314	291	70	20	251	51	200	37
%V	16.2%	15.8%	8.3%	8.4%	18.1%	8.1%	26.6%	2.3%
%H (All HH)		92.7%	22.3%	6.4%	79.9%	16.2%	63.7%	11.8%
%H (TV HH)			24.1%	6.9%	86.3%	17.5%	68.7%	
1	492	458	199	41	353	140	213	459
%V	25.4%	24.9%	23.7%	17.2%	25.5%	22.2%	28.3%	28.3%
%H (All HH)		93.1%	40.4%	8.3%	71.7%	28.5%	43.3%	93.3%
%H (TV HH)			43.4%	9.0%	77.1%	30.6%	46.5%	
2	459	436	212	62	314	153	161	452
%V	23.7%	23.7%	25.2%	26.1%	22.7%	24.2%	21.4%	27.9%
%H (All HH)		95.0%	46.2%	13.5%	68.4%	33.3%	35.1%	98.5%
%H (TV HH)			48.6%	14.2%	72.0%	35.1%	36.9%	
3	288	275	158	44	193	118	75	287
%V	14.8%	15.0%	18.8%	18.5%	13.9%	18.7%	10.0%	17.7%
%H (All HH)		95.5%	54.9%	15.3%	67.0%	41.0%	26.0%	99.7%
%H (TV HH)			57.5%	16.0%	70.2%	42.9%	27.3%	
4	192	188	93	41	134	80	54	191
%V	9.9%	10.2%	11.1%	17.2%	9.7%	12.7%	7.2%	11.8%
%H (All HH)		97.9%	48.4%	21.4%	69.8%	41.7%	28.1%	99.5%
%H (TV HH)			49.5%	21.8%	71.3%	42.6%	28.7%	
5+	195	188	108	29	140	91	50	195
%V	10.1%	10.2%	12.9%	12.2%	10.1%	14.4%	6.6%	12.0%
%H (All HH)		96.4%	55.4%	14.9%	71.8%	46.7%	25.6%	100.0%
%H (TV HH)			57.4%	15.4%	74.5%	48.4%	26.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	3773	1891	516	2970	1595	1374	3309
%H		50.1%	13.7%	78.7%	42.3%	36.4%	87.7%
Under 20"	653	289	81	562	281	281	564
%V	17.3%	15.3%	15.7%	18.9%	17.6%	20.5%	17.0%
%H		44.3%	12.4%	86.1%	43.0%	43.0%	86.4%
20" - 29"	863	382	111	717	343	374	723
%V	22.9%	20.2%	21.5%	24.1%	21.5%	27.2%	21.8%
%H		44.3%	12.9%	83.1%	39.7%	43.3%	83.8%
30" - 39"	1135	550	163	871	447	424	978
%V	30.1%	29.1%	31.6%	29.3%	28.0%	30.9%	29.6%
%H		48.5%	14.4%	76.7%	39.4%	37.4%	86.2%
40" and over	1080	653	156	784	508	276	1012
%V	28.6%	34.5%	30.2%	26.4%	31.8%	20.1%	30.6%
%H		60.5%	14.4%	72.6%	47.0%	25.6%	93.7%
Don't know	42	17	5	36	16	19	32
%V	1.1%	0.9%	1.0%	1.2%	1.0%	1.4%	1.0%
%H		40.5%	11.9%	85.7%	38.1%	45.2%	76.2%

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 2014 - June 2015

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	3773	1891	516	2970	1595	1374	3309
%H		50.1%	13.7%	78.7%	42.3%	36.4%	87.7%
Main living room	1824	836	239	1378	632	747	1524
%V	48.3%	44.2%	46.3%	46.4%	39.6%	54.4%	46.1%
%H		45.8%	13.1%	75.5%	34.6%	41.0%	83.6%
Kitchen	271	136	28	239	131	108	238
%V	7.2%	7.2%	5.4%	8.0%	8.2%	7.9%	7.2%
%H		50.2%	10.3%	88.2%	48.3%	39.9%	87.8%
Adult's bedroom	995	534	149	816	499	317	892
%V	26.4%	28.2%	28.9%	27.5%	31.3%	23.1%	27.0%
%H		53.7%	15.0%	82.0%	50.2%	31.9%	89.6%
Child's bedroom	267	159	45	188	127	61	263
%V	7.1%	8.4%	8.7%	6.3%	8.0%	4.4%	7.9%
%H		59.6%	16.9%	70.4%	47.6%	22.8%	98.5%
Other bedroom	94	54	11	77	46	31	91
%V	2.5%	2.9%	2.1%	2.6%	2.9%	2.3%	2.8%
%H		57.4%	11.7%	81.9%	48.9%	33.0%	96.8%
Second living/dining room	169	86	24	143	79	64	155
%V	4.5%	4.5%	4.7%	4.8%	5.0%	4.7%	4.7%
%H		50.9%	14.2%	84.6%	46.7%	37.9%	91.7%
Study/office	41	25	6	36	26	10	41
%V	1.1%	1.3%	1.2%	1.2%	1.6%	0.7%	1.2%
%H		61.0%	14.6%	87.8%	63.4%	24.4%	100.0%
TV room	21	11	5	17	11	6	20
%V	0.6%	0.6%	1.0%	0.6%	0.7%	0.4%	0.6%
%H		52.4%	23.8%	81.0%	52.4%	28.6%	95.2%
Conservatory	43	24	5	37	22	16	39
%V	1.1%	1.3%	1.0%	1.2%	1.4%	1.2%	1.2%
%H		55.8%	11.6%	86.0%	51.2%	37.2%	90.7%
Attic or loft room	5	4	1	4	3	1	5
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		80.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	5	1	0	5	1	4	5
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	100.0%
Other	37	21	4	29	18	11	36
%V	1.0%	1.1%	0.8%	1.0%	1.1%	0.8%	1.1%
%H		56.8%	10.8%	78.4%	48.6%	29.7%	97.3%

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 2014 - June 2015

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	3773	1891	516	2970	1595	1374	3309
%H		50.1%	13.7%	78.7%	42.3%	36.4%	87.7%
PVR	1518	976	302	1015	752	264	1417
%V	40.2%	51.6%	58.5%	34.2%	47.1%	19.2%	42.8%
%H		64.3%	19.9%	66.9%	49.5%	17.4%	93.3%
DVDR	96	42	10	85	39	45	83
%V	2.5%	2.2%	1.9%	2.9%	2.4%	3.3%	2.5%
%H		43.8%	10.4%	88.5%	40.6%	46.9%	86.5%
VCR	93	42	12	75	35	41	74
%V	2.5%	2.2%	2.3%	2.5%	2.2%	3.0%	2.2%
%H		45.2%	12.9%	80.6%	37.6%	44.1%	79.6%
Any recorder	1603	1004	311	1090	778	312	1481
%V	42.5%	53.1%	60.3%	36.7%	48.8%	22.7%	44.8%
%H		62.6%	19.4%	68.0%	48.5%	19.5%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3773	1891	516	2970	1595	1374	3309
%H		50.1%	13.7%	78.7%	42.3%	36.4%	87.7%
Receives HDTV (via STB or built-in reception)	1661	904	302	1251	773	478	1530
%V	44.0%	47.8%	58.5%	42.1%	48.5%	34.8%	46.2%
%H		54.4%	18.2%	75.3%	46.5%	28.8%	92.1%
DVD/Blu-ray player or recorder	1832	943	282	1400	775	625	1656
%V	48.6%	49.9%	54.7%	47.1%	48.6%	45.5%	50.0%
%H		51.5%	15.4%	76.4%	42.3%	34.1%	90.4%

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 2014 - June 2015

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	1834	840	238	1385	632	753	1535
%H		45.8%	13.0%	75.5%	34.5%	41.1%	83.7%
Under 20"	46	11	3	38	7	31	32
%V	2.5%	1.3%	1.3%	2.7%	1.1%	4.1%	2.1%
%H		23.9%	6.5%	82.6%	15.2%	67.4%	69.6%
20" - 29"	250	66	25	211	52	159	169
%V	13.6%	7.9%	10.5%	15.2%	8.2%	21.1%	11.0%
%H		26.4%	10.0%	84.4%	20.8%	63.6%	67.6%
30" - 39"	682	268	90	525	204	321	546
%V	37.2%	31.9%	37.8%	37.9%	32.3%	42.6%	35.6%
%H		39.3%	13.2%	77.0%	29.9%	47.1%	80.1%
40" and over	834	489	117	592	362	230	773
%V	45.5%	58.2%	49.2%	42.7%	57.3%	30.5%	50.4%
%H		58.6%	14.0%	71.0%	43.4%	27.6%	92.7%
Don't know	21	6	2	19	5	13	14
%V	1.1%	0.7%	0.8%	1.4%	0.8%	1.7%	0.9%
%H		28.6%	9.5%	90.5%	23.8%	61.9%	66.7%

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 2014 - June 2015

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	1834	840	238	1385	632	753	1535
%H		45.8%	13.0%	75.5%	34.5%	41.1%	83.7%
PVR	1097	678	206	750	525	225	1011
%V	59.8%	80.7%	86.6%	54.2%	83.1%	29.9%	65.9%
%H		61.8%	18.8%	68.4%	47.9%	20.5%	92.2%
DVDR	72	27	6	65	25	40	60
%V	3.9%	3.2%	2.5%	4.7%	4.0%	5.3%	3.9%
%H		37.5%	8.3%	90.3%	34.7%	55.6%	83.3%
VCR	67	28	7	57	24	33	50
%V	3.7%	3.3%	2.9%	4.1%	3.8%	4.4%	3.3%
%H		41.8%	10.4%	85.1%	35.8%	49.3%	74.6%
Any recorder	1153	692	210	799	535	264	1048
%V	62.9%	82.4%	88.2%	57.7%	84.7%	35.1%	68.3%
%H		60.0%	18.2%	69.3%	46.4%	22.9%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1834	840	238	1385	632	753	1535
%H		45.8%	13.0%	75.5%	34.5%	41.1%	83.7%
Receives HDTV (via STB or built-in reception)	1102	578	192	813	469	344	998
%V	60.1%	68.8%	80.7%	58.7%	74.2%	45.7%	65.0%
%H		52.5%	17.4%	73.8%	42.6%	31.2%	90.6%
DVD/Blu-ray player or recorder	1148	555	166	835	402	433	1016
%V	62.6%	66.1%	69.7%	60.3%	63.6%	57.5%	66.2%
%H		48.3%	14.5%	72.7%	35.0%	37.7%	88.5%

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 2014 - June 2015

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	1939	1052	278	1584	964	621	1774
%H		54.3%	14.3%	81.7%	49.7%	32.0%	91.5%
Under 20"	606	278	78	524	273	250	532
%V	31.3%	26.4%	28.1%	33.1%	28.3%	40.3%	30.0%
%H		45.9%	12.9%	86.5%	45.0%	41.3%	87.8%
20" - 29"	613	316	86	506	291	215	554
%V	31.6%	30.0%	30.9%	31.9%	30.2%	34.6%	31.2%
%H		51.5%	14.0%	82.5%	47.5%	35.1%	90.4%
30" - 39"	453	282	72	346	243	103	432
%V	23.4%	26.8%	25.9%	21.8%	25.2%	16.6%	24.4%
%H		62.3%	15.9%	76.4%	53.6%	22.7%	95.4%
40" and over	245	164	39	192	145	47	239
%V	12.6%	15.6%	14.0%	12.1%	15.0%	7.6%	13.5%
%H		66.9%	15.9%	78.4%	59.2%	19.2%	97.6%
Don't know	21	12	3	17	11	6	18
%V	1.1%	1.1%	1.1%	1.1%	1.1%	1.0%	1.0%
%H		57.1%	14.3%	81.0%	52.4%	28.6%	85.7%

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 2014 - June 2015

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	1939	1052	278	1584	964	621	1774
%H		54.3%	14.3%	81.7%	49.7%	32.0%	91.5%
PVR	421	298	96	265	227	38	406
%V	21.7%	28.3%	34.5%	16.7%	23.5%	6.1%	22.9%
%H		70.8%	22.8%	62.9%	53.9%	9.0%	96.4%
DVDR	24	16	4	20	14	6	22
%V	1.2%	1.5%	1.4%	1.3%	1.5%	1.0%	1.2%
%H		66.7%	16.7%	83.3%	58.3%	25.0%	91.7%
VCR	26	13	5	19	11	8	24
%V	1.3%	1.2%	1.8%	1.2%	1.1%	1.3%	1.4%
%H		50.0%	19.2%	73.1%	42.3%	30.8%	92.3%
Any recorder	450	312	101	291	243	48	433
%V	23.2%	29.7%	36.3%	18.4%	25.2%	7.7%	24.4%
%H		69.3%	22.4%	64.7%	54.0%	10.7%	96.2%

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	1939	1052	278	1584	964	621	1774
%H		54.3%	14.3%	81.7%	49.7%	32.0%	91.5%
Receives HDTV (via STB or built-in reception)	559	327	110	438	304	134	532
%V	28.8%	31.1%	39.6%	27.7%	31.5%	21.6%	30.0%
%H		58.5%	19.7%	78.4%	54.4%	24.0%	95.2%
DVD/Blu-ray player or recorder	684	388	116	565	374	191	641
%V	35.3%	36.9%	41.7%	35.7%	38.8%	30.8%	36.1%
%H		56.7%	17.0%	82.6%	54.7%	27.9%	93.7%

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 2014 - June 2015

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	4537	4329	2225	605	3157	1661	1497	4093
%H		95.4%	49.0%	13.3%	69.6%	36.6%	33.0%	90.2%
Total Children	865	831	509	118	547	343	204	844
%V	19.1%	19.2%	22.9%	19.5%	17.3%	20.7%	13.6%	20.6%
%H		96.1%	58.8%	13.6%	63.2%	39.7%	23.6%	97.6%
0 - 3	229	214	134	26	139	84	55	219
%V	5.0%	4.9%	6.0%	4.3%	4.4%	5.1%	3.7%	5.4%
%H		93.4%	58.5%	11.4%	60.7%	36.7%	24.0%	95.6%
4 - 15	636	616	375	92	408	259	149	625
%V	14.0%	14.2%	16.9%	15.2%	12.9%	15.6%	10.0%	15.3%
%H		96.9%	59.0%	14.5%	64.2%	40.7%	23.4%	98.3%
4 - 9	346	338	212	50	216	139	77	340
%V	7.6%	7.8%	9.5%	8.3%	6.8%	8.4%	5.1%	8.3%
%H		97.7%	61.3%	14.5%	62.4%	40.2%	22.3%	98.3%
10 - 15	290	278	163	43	192	120	72	285
%V	6.4%	6.4%	7.3%	7.1%	6.1%	7.2%	4.8%	7.0%
%H		95.9%	56.2%	14.8%	66.2%	41.4%	24.8%	98.3%

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 2014 - June 2015

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	4537	4329	2225	605	3157	1661	1497	4093
%H		95.4%	49.0%	13.3%	69.6%	36.6%	33.0%	90.2%
Total Adults (16+)	3672	3498	1717	487	2610	1318	1292	3248
%V	80.9%	80.8%	77.2%	80.5%	82.7%	79.3%	86.3%	79.4%
%H		95.3%	46.8%	13.3%	71.1%	35.9%	35.2%	88.5%
16 - 19	215	207	116	38	148	96	52	211
%V	4.7%	4.8%	5.2%	6.3%	4.7%	5.8%	3.5%	5.2%
%H		96.3%	54.0%	17.7%	68.8%	44.7%	24.2%	98.1%
20 - 24	212	191	107	23	132	75	57	207
%V	4.7%	4.4%	4.8%	3.8%	4.2%	4.5%	3.8%	5.1%
%H		90.1%	50.5%	10.8%	62.3%	35.4%	26.9%	97.6%
25 - 34	569	527	306	77	322	183	139	545
%V	12.5%	12.2%	13.8%	12.7%	10.2%	11.0%	9.3%	13.3%
%H		92.6%	53.8%	13.5%	56.6%	32.2%	24.4%	95.8%
35 - 44	567	536	291	90	367	210	158	549
%V	12.5%	12.4%	13.1%	14.9%	11.6%	12.6%	10.6%	13.4%
%H		94.5%	51.3%	15.9%	64.7%	37.0%	27.9%	96.8%
45 - 54	658	636	333	95	473	266	208	632
%V	14.5%	14.7%	15.0%	15.7%	15.0%	16.0%	13.9%	15.4%
%H		96.7%	50.6%	14.4%	71.9%	40.4%	31.6%	96.0%
55 - 64	551	531	238	74	431	213	218	498
%V	12.1%	12.3%	10.7%	12.2%	13.7%	12.8%	14.6%	12.2%
%H		96.4%	43.2%	13.4%	78.2%	38.7%	39.6%	90.4%
65+	901	871	326	90	737	276	460	608
%V	19.9%	20.1%	14.7%	14.9%	23.3%	16.6%	30.7%	14.9%
%H		96.7%	36.2%	10.0%	81.8%	30.6%	51.1%	67.5%

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 2014 - June 2015

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+)	3672	3498	1717	487	2610	1318	1292	3248
%H		95.3%	46.8%	13.3%	71.1%	35.9%	35.2%	88.5%
AB	1082	1039	480	183	771	391	380	1041
%V	29.5%	29.7%	28.0%	37.6%	29.5%	29.7%	29.4%	32.1%
%H		96.0%	44.4%	16.9%	71.3%	36.1%	35.1%	96.2%
C1	984	923	464	105	720	366	354	897
%V	26.8%	26.4%	27.0%	21.6%	27.6%	27.8%	27.4%	27.6%
%H		93.8%	47.2%	10.7%	73.2%	37.2%	36.0%	91.2%
C2	911	875	468	122	647	360	287	804
%V	24.8%	25.0%	27.3%	25.1%	24.8%	27.3%	22.2%	24.8%
%H		96.0%	51.4%	13.4%	71.0%	39.5%	31.5%	88.3%
D	457	435	223	56	300	148	152	373
%V	12.4%	12.4%	13.0%	11.5%	11.5%	11.2%	11.8%	11.5%
%H		95.2%	48.8%	12.3%	65.6%	32.4%	33.3%	81.6%
E	238	226	82	21	172	53	119	134
%V	6.5%	6.5%	4.8%	4.3%	6.6%	4.0%	9.2%	4.1%
%H		95.0%	34.5%	8.8%	72.3%	22.3%	50.0%	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 2014 - June 2015

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+)	3672	3498	1717	487	2610	1318	1292	3248
%H		95.3%	46.8%	13.3%	71.1%	35.9%	35.2%	88.5%
Working full time	1679	1591	840	254	1118	624	494	1614
%V	45.7%	45.5%	48.9%	52.2%	42.8%	47.3%	38.2%	49.7%
%H		94.8%	50.0%	15.1%	66.6%	37.2%	29.4%	96.1%
Working part time	399	385	201	53	293	164	129	383
%V	10.9%	11.0%	11.7%	10.9%	11.2%	12.4%	10.0%	11.8%
%H		96.5%	50.4%	13.3%	73.4%	41.1%	32.3%	96.0%
Not working	1594	1523	675	180	1199	529	669	1251
%V	43.4%	43.5%	39.3%	37.0%	45.9%	40.1%	51.8%	38.5%
%H		95.5%	42.3%	11.3%	75.2%	33.2%	42.0%	78.5%
Housewife/Houseperson	1940	1836	840	238	1385	632	753	1620
%V	52.8%	52.5%	48.9%	48.9%	53.1%	48.0%	58.3%	49.9%
%H		94.6%	43.3%	12.3%	71.4%	32.6%	38.8%	83.5%

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 2014 - June 2015

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+)	1789	1693	865	236	1247	658	590	1610
%H		94.6%	48.4%	13.2%	69.7%	36.8%	33.0%	90.0%
16 - 19	104	101	61	15	70	46	24	104
%V	5.8%	6.0%	7.1%	6.4%	5.6%	7.0%	4.1%	6.5%
%H		97.1%	58.7%	14.4%	67.3%	44.2%	23.1%	100.0%
20 - 24	110	97	54	14	67	40	26	107
%V	6.1%	5.7%	6.2%	5.9%	5.4%	6.1%	4.4%	6.6%
%H		88.2%	49.1%	12.7%	60.9%	36.4%	23.6%	97.3%
25 - 34	272	247	146	33	148	83	65	260
%V	15.2%	14.6%	16.9%	14.0%	11.9%	12.6%	11.0%	16.1%
%H		90.8%	53.7%	12.1%	54.4%	30.5%	23.9%	95.6%
35 - 44	280	264	148	43	180	106	74	268
%V	15.7%	15.6%	17.1%	18.2%	14.4%	16.1%	12.5%	16.6%
%H		94.3%	52.9%	15.4%	64.3%	37.9%	26.4%	95.7%
45 - 54	327	316	172	49	233	136	97	317
%V	18.3%	18.7%	19.9%	20.8%	18.7%	20.7%	16.4%	19.7%
%H		96.6%	52.6%	15.0%	71.3%	41.6%	29.7%	96.9%
55 - 64	273	261	125	35	207	107	100	250
%V	15.3%	15.4%	14.5%	14.8%	16.6%	16.3%	16.9%	15.5%
%H		95.6%	45.8%	12.8%	75.8%	39.2%	36.6%	91.6%
65+	421	407	161	46	342	140	202	305
%V	23.5%	24.0%	18.6%	19.5%	27.4%	21.3%	34.2%	18.9%
%H		96.7%	38.2%	10.9%	81.2%	33.3%	48.0%	72.4%

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 2014 - June 2015

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+)	1789	1693	865	236	1247	658	590	1610
%H		94.6%	48.4%	13.2%	69.7%	36.8%	33.0%	90.0%
AB	535	513	244	90	377	195	182	515
%V	29.9%	30.3%	28.2%	38.1%	30.2%	29.6%	30.8%	32.0%
%H		95.9%	45.6%	16.8%	70.5%	36.4%	34.0%	96.3%
C1	457	423	222	48	327	174	153	428
%V	25.5%	25.0%	25.7%	20.3%	26.2%	26.4%	25.9%	26.6%
%H		92.6%	48.6%	10.5%	71.6%	38.1%	33.5%	93.7%
C2	481	463	259	65	338	197	141	426
%V	26.9%	27.3%	29.9%	27.5%	27.1%	29.9%	23.9%	26.5%
%H		96.3%	53.8%	13.5%	70.3%	41.0%	29.3%	88.6%
D	214	200	110	26	133	72	61	183
%V	12.0%	11.8%	12.7%	11.0%	10.7%	10.9%	10.3%	11.4%
%H		93.5%	51.4%	12.1%	62.1%	33.6%	28.5%	85.5%
E	101	94	31	7	72	20	52	59
%V	5.6%	5.6%	3.6%	3.0%	5.8%	3.0%	8.8%	3.7%
%H		93.1%	30.7%	6.9%	71.3%	19.8%	51.5%	58.4%

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 2014 - June 2015

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+)	1789	1693	865	236	1247	658	590	1610
%H		94.6%	48.4%	13.2%	69.7%	36.8%	33.0%	90.0%
Working full time	1051	996	545	156	700	402	297	1012
%V	58.7%	58.8%	63.0%	66.1%	56.1%	61.1%	50.3%	62.9%
%H		94.8%	51.9%	14.8%	66.6%	38.2%	28.3%	96.3%
Working part time	76	73	38	11	51	28	23	71
%V	4.2%	4.3%	4.4%	4.7%	4.1%	4.3%	3.9%	4.4%
%H		96.1%	50.0%	14.5%	67.1%	36.8%	30.3%	93.4%
Not working	662	623	283	69	496	227	269	527
%V	37.0%	36.8%	32.7%	29.2%	39.8%	34.5%	45.6%	32.7%
%H		94.1%	42.7%	10.4%	74.9%	34.3%	40.6%	79.6%
Housewife/Houseperson	377	336	150	41	237	98	138	289
%V	21.1%	19.8%	17.3%	17.4%	19.0%	14.9%	23.4%	18.0%
%H		89.1%	39.8%	10.9%	62.9%	26.0%	36.6%	76.7%

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 2014 - June 2015

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+)	1884	1806	851	250	1363	660	703	1638
%H		95.9%	45.2%	13.3%	72.3%	35.0%	37.3%	86.9%
16 - 19	110	106	55	23	78	50	28	106
%V	5.8%	5.9%	6.5%	9.2%	5.7%	7.6%	4.0%	6.5%
%H		96.4%	50.0%	20.9%	70.9%	45.5%	25.5%	96.4%
20 - 24	102	94	53	9	65	35	30	100
%V	5.4%	5.2%	6.2%	3.6%	4.8%	5.3%	4.3%	6.1%
%H		92.2%	52.0%	8.8%	63.7%	34.3%	29.4%	98.0%
25 - 34	297	280	160	43	174	100	74	285
%V	15.8%	15.5%	18.8%	17.2%	12.8%	15.2%	10.5%	17.4%
%H		94.3%	53.9%	14.5%	58.6%	33.7%	24.9%	96.0%
35 - 44	287	273	143	47	187	104	83	281
%V	15.2%	15.1%	16.8%	18.8%	13.7%	15.8%	11.8%	17.2%
%H		95.1%	49.8%	16.4%	65.2%	36.2%	28.9%	97.9%
45 - 54	331	319	161	46	240	129	111	314
%V	17.6%	17.7%	18.9%	18.4%	17.6%	19.5%	15.8%	19.2%
%H		96.4%	48.6%	13.9%	72.5%	39.0%	33.5%	94.9%
55 - 64	277	270	114	39	224	106	118	248
%V	14.7%	15.0%	13.4%	15.6%	16.4%	16.1%	16.8%	15.1%
%H		97.5%	41.2%	14.1%	80.9%	38.3%	42.6%	89.5%
65+	480	463	165	44	394	136	258	303
%V	25.5%	25.6%	19.4%	17.6%	28.9%	20.6%	36.7%	18.5%
%H		96.5%	34.4%	9.2%	82.1%	28.3%	53.8%	63.1%

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 2014 - June 2015

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+)	1884	1806	851	250	1363	660	703	1638
%H		95.9%	45.2%	13.3%	72.3%	35.0%	37.3%	86.9%
AB	547	526	236	93	395	197	198	526
%V	29.0%	29.1%	27.7%	37.2%	29.0%	29.8%	28.2%	32.1%
%H		96.2%	43.1%	17.0%	72.2%	36.0%	36.2%	96.2%
C1	527	500	242	57	392	192	201	469
%V	28.0%	27.7%	28.4%	22.8%	28.8%	29.1%	28.6%	28.6%
%H		94.9%	45.9%	10.8%	74.4%	36.4%	38.1%	89.0%
C2	430	412	209	57	309	163	146	378
%V	22.8%	22.8%	24.6%	22.8%	22.7%	24.7%	20.8%	23.1%
%H		95.8%	48.6%	13.3%	71.9%	37.9%	34.0%	87.9%
D	243	235	113	29	166	75	91	190
%V	12.9%	13.0%	13.3%	11.6%	12.2%	11.4%	12.9%	11.6%
%H		96.7%	46.5%	11.9%	68.3%	30.9%	37.4%	78.2%
E	137	132	51	14	100	33	67	75
%V	7.3%	7.3%	6.0%	5.6%	7.3%	5.0%	9.5%	4.6%
%H		96.4%	37.2%	10.2%	73.0%	24.1%	48.9%	54.7%

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 2014 - June 2015

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+)	1884	1806	851	250	1363	660	703	1638
%H		95.9%	45.2%	13.3%	72.3%	35.0%	37.3%	86.9%
Working full time	628	594	295	98	418	222	197	602
%V	33.3%	32.9%	34.7%	39.2%	30.7%	33.6%	28.0%	36.8%
%H		94.6%	47.0%	15.6%	66.6%	35.4%	31.4%	95.9%
Working part time	323	311	164	41	242	136	106	311
%V	17.1%	17.2%	19.3%	16.4%	17.8%	20.6%	15.1%	19.0%
%H		96.3%	50.8%	12.7%	74.9%	42.1%	32.8%	96.3%
Not working	932	900	392	110	702	302	400	724
%V	49.5%	49.8%	46.1%	44.0%	51.5%	45.8%	56.9%	44.2%
%H		96.6%	42.1%	11.8%	75.3%	32.4%	42.9%	77.7%
Housewife/Houseperson	1562	1500	689	197	1149	533	615	1330
%V	82.9%	83.1%	81.0%	78.8%	84.3%	80.8%	87.5%	81.2%
%H		96.0%	44.1%	12.6%	73.6%	34.1%	39.4%	85.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
AB	337	321	114	48	250	93	157	321
%V	32.6%	33.3%	30.9%	35.0%	34.2%	32.6%	35.2%	36.9%
%H (All HH)		95.3%	33.8%	14.2%	74.2%	27.6%	46.6%	95.3%
%H (TV HH)			35.5%	15.0%	77.9%	29.0%	48.9%	
C1	282	252	97	38	187	76	112	247
%V	27.3%	26.2%	26.3%	27.7%	25.6%	26.7%	25.1%	28.4%
%H (All HH)		89.4%	34.4%	13.5%	66.3%	27.0%	39.7%	87.6%
%H (TV HH)			38.5%	15.1%	74.2%	30.2%	44.4%	
C2	194	185	85	26	136	63	74	169
%V	18.8%	19.2%	23.0%	19.0%	18.6%	22.1%	16.6%	19.4%
%H (All HH)		95.4%	43.8%	13.4%	70.1%	32.5%	38.1%	87.1%
%H (TV HH)			45.9%	14.1%	73.5%	34.1%	40.0%	
D	145	139	54	19	107	43	64	101
%V	14.0%	14.4%	14.6%	13.9%	14.6%	15.1%	14.3%	11.6%
%H (All HH)		95.9%	37.2%	13.1%	73.8%	29.7%	44.1%	69.7%
%H (TV HH)			38.8%	13.7%	77.0%	30.9%	46.0%	
E	75	66	20	6	51	11	40	33
%V	7.3%	6.9%	5.4%	4.4%	7.0%	3.9%	9.0%	3.8%
%H (All HH)		88.0%	26.7%	8.0%	68.0%	14.7%	53.3%	44.0%
%H (TV HH)			30.3%	9.1%	77.3%	16.7%	60.6%	

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 2014 - June 2015

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Under 25	54	39	16	3	28	13	15	49
%V	5.2%	4.0%	4.3%	2.2%	3.8%	4.6%	3.4%	5.6%
%H (All HH)		72.2%	29.6%	5.6%	51.9%	24.1%	27.8%	90.7%
%H (TV HH)			41.0%	7.7%	71.8%	33.3%	38.5%	
25 - 34	144	130	57	20	81	35	46	140
%V	13.9%	13.5%	15.4%	14.6%	11.1%	12.3%	10.3%	16.1%
%H (All HH)		90.3%	39.6%	13.9%	56.3%	24.3%	31.9%	97.2%
%H (TV HH)			43.8%	15.4%	62.3%	26.9%	35.4%	
35 - 44	156	146	68	26	96	46	50	153
%V	15.1%	15.2%	18.4%	19.0%	13.1%	16.1%	11.2%	17.6%
%H (All HH)		93.6%	43.6%	16.7%	61.5%	29.5%	32.1%	98.1%
%H (TV HH)			46.6%	17.8%	65.8%	31.5%	34.2%	
45 - 54	203	200	85	39	146	70	76	193
%V	19.7%	20.8%	23.0%	28.5%	20.0%	24.6%	17.0%	22.2%
%H (All HH)		98.5%	41.9%	19.2%	71.9%	34.5%	37.4%	95.1%
%H (TV HH)			42.5%	19.5%	73.0%	35.0%	38.0%	
55 - 64	172	162	66	23	129	55	74	148
%V	16.7%	16.8%	17.9%	16.8%	17.6%	19.3%	16.6%	17.0%
%H (All HH)		94.2%	38.4%	13.4%	75.0%	32.0%	43.0%	86.0%
%H (TV HH)			40.7%	14.2%	79.6%	34.0%	45.7%	
65 +	304	286	78	25	251	67	184	188
%V	29.4%	29.7%	21.1%	18.2%	34.3%	23.5%	41.3%	21.6%
%H (All HH)		94.1%	25.7%	8.2%	82.6%	22.0%	60.5%	61.8%
%H (TV HH)			27.3%	8.7%	87.8%	23.4%	64.3%	

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

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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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
1	317	283	70	29	234	54	180	202
%V	30.7%	29.4%	19.0%	21.2%	32.0%	18.9%	40.4%	23.2%
%H (All HH)		89.3%	22.1%	9.1%	73.8%	17.0%	56.8%	63.7%
%H (TV HH)			24.7%	10.2%	82.7%	19.1%	63.6%	
2	366	349	140	46	276	116	160	324
%V	35.4%	36.2%	37.9%	33.6%	37.8%	40.7%	35.9%	37.2%
%H (All HH)		95.4%	38.3%	12.6%	75.4%	31.7%	43.7%	88.5%
%H (TV HH)			40.1%	13.2%	79.1%	33.2%	45.8%	
3	154	145	72	28	96	52	44	150
%V	14.9%	15.1%	19.5%	20.4%	13.1%	18.2%	9.9%	17.2%
%H (All HH)		94.2%	46.8%	18.2%	62.3%	33.8%	28.6%	97.4%
%H (TV HH)			49.7%	19.3%	66.2%	35.9%	30.3%	
4	142	136	62	26	93	48	45	140
%V	13.7%	14.1%	16.8%	19.0%	12.7%	16.8%	10.1%	16.1%
%H (All HH)		95.8%	43.7%	18.3%	65.5%	33.8%	31.7%	98.6%
%H (TV HH)			45.6%	19.1%	68.4%	35.3%	33.1%	
5+	55	50	25	8	32	16	16	54
%V	5.3%	5.2%	6.8%	5.8%	4.4%	5.6%	3.6%	6.2%
%H (All HH)		90.9%	45.5%	14.5%	58.2%	29.1%	29.1%	98.2%
%H (TV HH)			50.0%	16.0%	64.0%	32.0%	32.0%	
Average HH size	2.30	2.32	2.57	2.62	2.22	2.53	2.02	2.48

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 2014 - June 2015

BBC West

Household level data

Table 5.4: Presence of Children

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Without	786	724	258	96	573	210	362	630
%V	76.1%	75.2%	69.9%	70.1%	78.4%	73.7%	81.2%	72.3%
%H (All HH)		92.1%	32.8%	12.2%	72.9%	26.7%	46.1%	80.2%
%H (TV HH)			35.6%	13.3%	79.1%	29.0%	50.0%	
With	247	239	111	41	158	75	83	241
%V	23.9%	24.8%	30.1%	29.9%	21.6%	26.3%	18.6%	27.7%
%H (All HH)		96.8%	44.9%	16.6%	64.0%	30.4%	33.6%	97.6%
%H (TV HH)			46.4%	17.2%	66.1%	31.4%	34.7%	
0 - 3	81	78	38	12	45	20	25	78
%V	7.8%	8.1%	10.3%	8.8%	6.2%	7.0%	5.6%	9.0%
%H (All HH)		96.3%	46.9%	14.8%	55.6%	24.7%	30.9%	96.3%
%H (TV HH)			48.7%	15.4%	57.7%	25.6%	32.1%	
4 - 9	121	117	56	18	80	39	41	119
%V	11.7%	12.1%	15.2%	13.1%	10.9%	13.7%	9.2%	13.7%
%H (All HH)		96.7%	46.3%	14.9%	66.1%	32.2%	33.9%	98.3%
%H (TV HH)			47.9%	15.4%	68.4%	33.3%	35.0%	
10 - 15	114	110	50	21	76	38	38	113
%V	11.0%	11.4%	13.6%	15.3%	10.4%	13.3%	8.5%	13.0%
%H (All HH)		96.5%	43.9%	18.4%	66.7%	33.3%	33.3%	99.1%
%H (TV HH)			45.5%	19.1%	69.1%	34.5%	34.5%	

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

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BBC West

Household level data

Table 5.5: Number of TV sets in household

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
1	398	398	111	52	271	49	222	306
%V	38.5%	41.3%	30.1%	38.0%	37.1%	17.2%	49.8%	35.1%
%H (All HH)		100.0%	27.9%	13.1%	68.1%	12.3%	55.8%	76.9%
%H (TV HH)			27.9%	13.1%	68.1%	12.3%	55.8%	
2	318	318	134	43	254	112	142	273
%V	30.8%	33.0%	36.3%	31.4%	34.7%	39.3%	31.8%	31.3%
%H (All HH)		100.0%	42.1%	13.5%	79.9%	35.2%	44.7%	85.8%
%H (TV HH)			42.1%	13.5%	79.9%	35.2%	44.7%	
3	145	145	72	20	121	69	52	138
%V	14.0%	15.1%	19.5%	14.6%	16.6%	24.2%	11.7%	15.8%
%H (All HH)		100.0%	49.7%	13.8%	83.4%	47.6%	35.9%	95.2%
%H (TV HH)			49.7%	13.8%	83.4%	47.6%	35.9%	
4	73	73	35	15	59	37	22	72
%V	7.1%	7.6%	9.5%	10.9%	8.1%	13.0%	4.9%	8.3%
%H (All HH)		100.0%	47.9%	20.5%	80.8%	50.7%	30.1%	98.6%
%H (TV HH)			47.9%	20.5%	80.8%	50.7%	30.1%	
5+	30	30	17	6	26	19	7	29
%V	2.9%	3.1%	4.6%	4.4%	3.6%	6.7%	1.6%	3.3%
%H (All HH)		100.0%	56.7%	20.0%	86.7%	63.3%	23.3%	96.7%
%H (TV HH)			56.7%	20.0%	86.7%	63.3%	23.3%	

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 2014 - June 2015

BBC West

Household level data

Table 5.6: Screen size

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Under 20"	212	212	89	22	187	88	99	184
%V	20.5%	22.0%	24.1%	16.1%	25.6%	30.9%	22.2%	21.1%
%H (All HH)		100.0%	42.0%	10.4%	88.2%	41.5%	46.7%	86.8%
%H (TV HH)			42.0%	10.4%	88.2%	41.5%	46.7%	
20" - 29"	404	404	136	56	338	129	208	342
%V	39.1%	42.0%	36.9%	40.9%	46.2%	45.3%	46.6%	39.3%
%H (All HH)		100.0%	33.7%	13.9%	83.7%	31.9%	51.5%	84.7%
%H (TV HH)			33.7%	13.9%	83.7%	31.9%	51.5%	
30" - 39"	511	511	209	73	395	171	225	441
%V	49.5%	53.1%	56.6%	53.3%	54.0%	60.0%	50.4%	50.6%
%H (All HH)		100.0%	40.9%	14.3%	77.3%	33.5%	44.0%	86.3%
%H (TV HH)			40.9%	14.3%	77.3%	33.5%	44.0%	
40" and over	430	430	223	75	301	169	132	397
%V	41.6%	44.7%	60.4%	54.7%	41.2%	59.3%	29.6%	45.6%
%H (All HH)		100.0%	51.9%	17.4%	70.0%	39.3%	30.7%	92.3%
%H (TV HH)			51.9%	17.4%	70.0%	39.3%	30.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Main living room	952	952	369	137	724	285	439	808
%V	92.2%	98.9%	100.0%	100.0%	99.0%	100.0%	98.4%	92.8%
%H (All HH)		100.0%	38.8%	14.4%	76.1%	29.9%	46.1%	84.9%
%H (TV HH)			38.8%	14.4%	76.1%	29.9%	46.1%	
Kitchen	132	132	55	18	123	64	59	125
%V	12.8%	13.7%	14.9%	13.1%	16.8%	22.5%	13.2%	14.4%
%H (All HH)		100.0%	41.7%	13.6%	93.2%	48.5%	44.7%	94.7%
%H (TV HH)			41.7%	13.6%	93.2%	48.5%	44.7%	
Adult's bedroom	423	423	196	65	348	185	163	381
%V	40.9%	43.9%	53.1%	47.4%	47.6%	64.9%	36.5%	43.7%
%H (All HH)		100.0%	46.3%	15.4%	82.3%	43.7%	38.5%	90.1%
%H (TV HH)			46.3%	15.4%	82.3%	43.7%	38.5%	
Child's bedroom	92	92	56	17	65	46	19	90
%V	8.9%	9.6%	15.2%	12.4%	8.9%	16.1%	4.3%	10.3%
%H (All HH)		100.0%	60.9%	18.5%	70.7%	50.0%	20.7%	97.8%
%H (TV HH)			60.9%	18.5%	70.7%	50.0%	20.7%	
Other bedroom	41	41	21	4	35	21	15	39
%V	4.0%	4.3%	5.7%	2.9%	4.8%	7.4%	3.4%	4.5%
%H (All HH)		100.0%	51.2%	9.8%	85.4%	51.2%	36.6%	95.1%
%H (TV HH)			51.2%	9.8%	85.4%	51.2%	36.6%	
Second living/dining room	85	85	32	16	71	33	38	78
%V	8.2%	8.8%	8.7%	11.7%	9.7%	11.6%	8.5%	9.0%
%H (All HH)		100.0%	37.6%	18.8%	83.5%	38.8%	44.7%	91.8%
%H (TV HH)			37.6%	18.8%	83.5%	38.8%	44.7%	
Study/office	16	16	6	2	14	6	8	16
%V	1.5%	1.7%	1.6%	1.5%	1.9%	2.1%	1.8%	1.8%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			37.5%	12.5%	87.5%	37.5%	50.0%	
TV room	5	5	4	1	5	4	1	5
%V	0.5%	0.5%	1.1%	0.7%	0.7%	1.4%	0.2%	0.6%
%H (All HH)		100.0%	80.0%	20.0%	100.0%	80.0%	20.0%	100.0%
%H (TV HH)			80.0%	20.0%	100.0%	80.0%	20.0%	
Conservatory	26	26	11	1	19	6	14	21
%V	2.5%	2.7%	3.0%	0.7%	2.6%	2.1%	3.1%	2.4%
%H (All HH)		100.0%	42.3%	3.8%	73.1%	23.1%	53.8%	80.8%
%H (TV HH)			42.3%	3.8%	73.1%	23.1%	53.8%	
Attic or loft room	4	4	1	1	3	1	2	4
%V	0.4%	0.4%	0.3%	0.7%	0.4%	0.4%	0.4%	0.5%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	4	4	1	1	4	2	2	3
%V	0.4%	0.4%	0.3%	0.7%	0.5%	0.7%	0.4%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.8: Platform Provider

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Any DSAT provider	369	369	369	9	218	218	0	333
%V	35.7%	38.3%	100.0%	6.6%	29.8%	76.5%	0.0%	38.2%
%H (All HH)			100.0%	2.4%	59.1%	59.1%	0.0%	90.2%
%H (TV HH)			100.0%	2.4%	59.1%	59.1%	0.0%	
Sky with subscription	290	290	290	6	167	167	0	269
%V	28.1%	30.1%	78.6%	4.4%	22.8%	58.6%	0.0%	30.9%
%H (All HH)			100.0%	2.1%	57.6%	57.6%	0.0%	92.8%
%H (TV HH)			100.0%	2.1%	57.6%	57.6%	0.0%	
Sky without subscription	21	21	21	0	12	12	0	16
%V	2.0%	2.2%	5.7%	0.0%	1.6%	4.2%	0.0%	1.8%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	76.2%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
Freesat	63	63	63	3	41	41	0	56
%V	6.1%	6.5%	17.1%	2.2%	5.6%	14.4%	0.0%	6.4%
%H (All HH)			100.0%	4.8%	65.1%	65.1%	0.0%	88.9%
%H (TV HH)			100.0%	4.8%	65.1%	65.1%	0.0%	
Other satellite provider	8	8	8	0	6	6	0	5
%V	0.8%	0.8%	2.2%	0.0%	0.8%	2.1%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	75.0%	75.0%	0.0%	62.5%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
DCAB	137	137	9	137	74	74	0	126
%V	13.3%	14.2%	2.4%	100.0%	10.1%	26.0%	0.0%	14.5%
%H (All HH)			6.6%	100.0%	54.0%	54.0%	0.0%	92.0%
%H (TV HH)			6.6%	100.0%	54.0%	54.0%	0.0%	
DTT	731	731	218	74	731	285	446	606
%V	70.8%	75.9%	59.1%	54.0%	100.0%	100.0%	100.0%	69.6%
%H (All HH)		100.0%	29.8%	10.1%	100.0%	39.0%	61.0%	82.9%
%H (TV HH)			29.8%	10.1%	100.0%	39.0%	61.0%	

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 2014 - June 2015

BBC West

Household level data

Table 5.9: Recorders and other equipment

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
PVR	620	620	317	120	439	248	191	560
%V	60.0%	64.4%	85.9%	87.6%	60.1%	87.0%	42.8%	64.3%
%H (All HH)		100.0%	51.1%	19.4%	70.8%	40.0%	30.8%	90.3%
%H (TV HH)			51.1%	19.4%	70.8%	40.0%	30.8%	
DVDR	19	19	6	4	17	7	9	16
%V	1.8%	2.0%	1.6%	2.9%	2.3%	2.5%	2.0%	1.8%
%H (All HH)		100.0%	31.6%	21.1%	89.5%	36.8%	47.4%	84.2%
%H (TV HH)			31.6%	21.1%	89.5%	36.8%	47.4%	
VCR	12	12	3	2	11	3	7	8
%V	1.2%	1.2%	0.8%	1.5%	1.5%	1.1%	1.6%	0.9%
%H (All HH)		100.0%	25.0%	16.7%	91.7%	25.0%	58.3%	66.7%
%H (TV HH)			25.0%	16.7%	91.7%	25.0%	58.3%	
Any recorder	635	635	319	122	452	251	201	569
%V	61.5%	65.9%	86.4%	89.1%	61.8%	88.1%	45.1%	65.3%
%H (All HH)		100.0%	50.2%	19.2%	71.2%	39.5%	31.7%	89.6%
%H (TV HH)			50.2%	19.2%	71.2%	39.5%	31.7%	
Receives HDTV (via STB or built-in reception)	562	562	256	112	416	217	199	516
%V	54.4%	58.4%	69.4%	81.8%	56.9%	76.1%	44.6%	59.2%
%H (All HH)		100.0%	45.6%	19.9%	74.0%	38.6%	35.4%	91.8%
%H (TV HH)			45.6%	19.9%	74.0%	38.6%	35.4%	
DVD/Blu-ray player or recorder	777	777	315	119	599	256	343	680
%V	75.2%	80.7%	85.4%	86.9%	81.9%	89.8%	76.9%	78.1%
%H (All HH)		100.0%	40.5%	15.3%	77.1%	32.9%	44.1%	87.5%
%H (TV HH)			40.5%	15.3%	77.1%	32.9%	44.1%	

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 2014 - June 2015

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	1033	963	369	137	731	285	446	871
%H (All HH)		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%
%H (TV HH)			38.3%	14.2%	75.9%	29.6%	46.3%	
Has broadband internet	871	817	333	126	606	259	346	871
%V	84.3%	84.8%	90.2%	92.0%	82.9%	90.9%	77.6%	100.0%
%H (All HH)		93.8%	38.2%	14.5%	69.6%	29.7%	39.7%	100.0%
%H (TV HH)			40.8%	15.4%	74.2%	31.7%	42.4%	
Number of computers (PCs and laptops)								
0	161	146	38	13	125	29	97	18
%V	15.6%	15.2%	10.3%	9.5%	17.1%	10.2%	21.7%	2.1%
%H (All HH)		90.7%	23.6%	8.1%	77.6%	18.0%	60.2%	11.2%
%H (TV HH)			26.0%	8.9%	85.6%	19.9%	66.4%	
1	265	238	80	33	180	60	120	250
%V	25.7%	24.7%	21.7%	24.1%	24.6%	21.1%	26.9%	28.7%
%H (All HH)		89.8%	30.2%	12.5%	67.9%	22.6%	45.3%	94.3%
%H (TV HH)			33.6%	13.9%	75.6%	25.2%	50.4%	
2	239	227	94	31	169	74	95	236
%V	23.1%	23.6%	25.5%	22.6%	23.1%	26.0%	21.3%	27.1%
%H (All HH)		95.0%	39.3%	13.0%	70.7%	31.0%	39.7%	98.7%
%H (TV HH)			41.4%	13.7%	74.4%	32.6%	41.9%	
3	154	149	65	23	108	45	63	154
%V	14.9%	15.5%	17.6%	16.8%	14.8%	15.8%	14.1%	17.7%
%H (All HH)		96.8%	42.2%	14.9%	70.1%	29.2%	40.9%	100.0%
%H (TV HH)			43.6%	15.4%	72.5%	30.2%	42.3%	
4	88	85	38	15	59	29	30	88
%V	8.5%	8.8%	10.3%	10.9%	8.1%	10.2%	6.7%	10.1%
%H (All HH)		96.6%	43.2%	17.0%	67.0%	33.0%	34.1%	100.0%
%H (TV HH)			44.7%	17.6%	69.4%	34.1%	35.3%	
5+	126	118	54	21	89	48	41	125
%V	12.2%	12.3%	14.6%	15.3%	12.2%	16.8%	9.2%	14.4%
%H (All HH)		93.7%	42.9%	16.7%	70.6%	38.1%	32.5%	99.2%
%H (TV HH)			45.8%	17.8%	75.4%	40.7%	34.7%	

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 2014 - June 2015

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	1924	830	295	1523	733	790	1709
%H		43.1%	15.3%	79.2%	38.1%	41.1%	88.8%
Under 20"	274	119	30	242	120	122	243
%V	14.2%	14.3%	10.2%	15.9%	16.4%	15.4%	14.2%
%H		43.4%	10.9%	88.3%	43.8%	44.5%	88.7%
20" - 29"	518	176	81	436	179	257	442
%V	26.9%	21.2%	27.5%	28.6%	24.4%	32.5%	25.9%
%H		34.0%	15.6%	84.2%	34.6%	49.6%	85.3%
30" - 39"	621	264	94	489	229	259	547
%V	32.3%	31.8%	31.9%	32.1%	31.2%	32.8%	32.0%
%H		42.5%	15.1%	78.7%	36.9%	41.7%	88.1%
40" and over	507	269	90	353	203	150	473
%V	26.4%	32.4%	30.5%	23.2%	27.7%	19.0%	27.7%
%H		53.1%	17.8%	69.6%	40.0%	29.6%	93.3%
Don't know	4	2	0	3	2	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	0.0%	75.0%	50.0%	25.0%	100.0%

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 2014 - June 2015

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	1924	830	295	1523	733	790	1709
%H		43.1%	15.3%	79.2%	38.1%	41.1%	88.8%
Main living room	960	373	137	728	287	441	815
%V	49.9%	44.9%	46.4%	47.8%	39.2%	55.8%	47.7%
%H		38.9%	14.3%	75.8%	29.9%	45.9%	84.9%
Kitchen	133	56	18	124	65	59	125
%V	6.9%	6.7%	6.1%	8.1%	8.9%	7.5%	7.3%
%H		42.1%	13.5%	93.2%	48.9%	44.4%	94.0%
Adult's bedroom	506	238	86	419	234	185	461
%V	26.3%	28.7%	29.2%	27.5%	31.9%	23.4%	27.0%
%H		47.0%	17.0%	82.8%	46.2%	36.6%	91.1%
Child's bedroom	133	79	27	93	68	25	131
%V	6.9%	9.5%	9.2%	6.1%	9.3%	3.2%	7.7%
%H		59.4%	20.3%	69.9%	51.1%	18.8%	98.5%
Other bedroom	49	25	6	41	24	17	46
%V	2.5%	3.0%	2.0%	2.7%	3.3%	2.2%	2.7%
%H		51.0%	12.2%	83.7%	49.0%	34.7%	93.9%
Second living/dining room	86	32	16	72	33	39	80
%V	4.5%	3.9%	5.4%	4.7%	4.5%	4.9%	4.7%
%H		37.2%	18.6%	83.7%	38.4%	45.3%	93.0%
Study/office	17	7	2	14	7	8	17
%V	0.9%	0.8%	0.7%	0.9%	1.0%	1.0%	1.0%
%H		41.2%	11.8%	82.4%	41.2%	47.1%	100.0%
TV room	5	4	1	5	4	1	5
%V	0.3%	0.5%	0.3%	0.3%	0.5%	0.1%	0.3%
%H		80.0%	20.0%	100.0%	80.0%	20.0%	100.0%
Conservatory	26	11	1	19	6	14	22
%V	1.4%	1.3%	0.3%	1.2%	0.8%	1.8%	1.3%
%H		42.3%	3.8%	73.1%	23.1%	53.8%	84.6%
Attic or loft room	4	1	1	3	1	2	4
%V	0.2%	0.1%	0.3%	0.2%	0.1%	0.3%	0.2%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	5	2	1	5	3	2	3
%V	0.3%	0.2%	0.3%	0.3%	0.4%	0.3%	0.2%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	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 2014 - June 2015

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	1924	830	295	1523	733	790	1709
%H		43.1%	15.3%	79.2%	38.1%	41.1%	88.8%
PVR	785	413	161	548	325	223	716
%V	40.8%	49.8%	54.6%	36.0%	44.3%	28.2%	41.9%
%H		52.6%	20.5%	69.8%	41.4%	28.4%	91.2%
DVDR	19	6	4	17	7	9	16
%V	1.0%	0.7%	1.4%	1.1%	1.0%	1.1%	0.9%
%H		31.6%	21.1%	89.5%	36.8%	47.4%	84.2%
VCR	13	3	2	11	4	7	9
%V	0.7%	0.4%	0.7%	0.7%	0.5%	0.9%	0.5%
%H		23.1%	15.4%	84.6%	30.8%	53.8%	69.2%
Any recorder	804	420	163	564	330	234	729
%V	41.8%	50.6%	55.3%	37.0%	45.0%	29.6%	42.7%
%H		52.2%	20.3%	70.1%	41.0%	29.1%	90.7%

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	1924	830	295	1523	733	790	1709
%H		43.1%	15.3%	79.2%	38.1%	41.1%	88.8%
Receives HDTV (via STB or built-in reception)	776	353	159	585	314	271	719
%V	40.3%	42.5%	53.9%	38.4%	42.8%	34.3%	42.1%
%H		45.5%	20.5%	75.4%	40.5%	34.9%	92.7%
DVD/Blu-ray player or recorder	1108	468	177	888	421	467	994
%V	57.6%	56.4%	60.0%	58.3%	57.4%	59.1%	58.2%
%H		42.2%	16.0%	80.1%	38.0%	42.1%	89.7%

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 2014 - June 2015

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	961	369	137	731	285	446	815
%H		38.4%	14.3%	76.1%	29.7%	46.4%	84.8%
Under 20"	25	1	1	21	1	20	17
%V	2.6%	0.3%	0.7%	2.9%	0.4%	4.5%	2.1%
%H		4.0%	4.0%	84.0%	4.0%	80.0%	68.0%
20" - 29"	155	28	11	135	20	115	111
%V	16.1%	7.6%	8.0%	18.5%	7.0%	25.8%	13.6%
%H		18.1%	7.1%	87.1%	12.9%	74.2%	71.6%
30" - 39"	366	123	55	286	101	185	305
%V	38.1%	33.3%	40.1%	39.1%	35.4%	41.5%	37.4%
%H		33.6%	15.0%	78.1%	27.6%	50.5%	83.3%
40" and over	412	216	70	287	163	125	379
%V	42.9%	58.5%	51.1%	39.3%	57.2%	28.0%	46.5%
%H		52.4%	17.0%	69.7%	39.6%	30.3%	92.0%
Don't know	3	1	0	2	1	1	3
%V	0.3%	0.3%	0.0%	0.3%	0.4%	0.2%	0.4%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%

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 2014 - June 2015

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	961	369	137	731	285	446	815
%H		38.4%	14.3%	76.1%	29.7%	46.4%	84.8%
PVR	604	311	119	424	242	182	543
%V	62.9%	84.3%	86.9%	58.0%	84.9%	40.8%	66.6%
%H		51.5%	19.7%	70.2%	40.1%	30.1%	89.9%
DVDR	15	4	4	14	6	8	13
%V	1.6%	1.1%	2.9%	1.9%	2.1%	1.8%	1.6%
%H		26.7%	26.7%	93.3%	40.0%	53.3%	86.7%
VCR	10	2	1	9	3	7	7
%V	1.0%	0.5%	0.7%	1.2%	1.1%	1.6%	0.9%
%H		20.0%	10.0%	90.0%	30.0%	70.0%	70.0%
Any recorder	618	314	120	436	244	191	552
%V	64.3%	85.1%	87.6%	59.6%	85.6%	42.8%	67.7%
%H		50.8%	19.4%	70.6%	39.5%	30.9%	89.3%

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	961	369	137	731	285	446	815
%H		38.4%	14.3%	76.1%	29.7%	46.4%	84.8%
Receives HDTV (via STB or built-in reception)	546	251	110	400	210	190	500
%V	56.8%	68.0%	80.3%	54.7%	73.7%	42.6%	61.3%
%H		46.0%	20.1%	73.3%	38.5%	34.8%	91.6%
DVD/Blu-ray player or recorder	728	294	113	559	237	322	634
%V	75.8%	79.7%	82.5%	76.5%	83.2%	72.2%	77.8%
%H		40.4%	15.5%	76.8%	32.6%	44.2%	87.1%

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 2014 - June 2015

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	964	461	158	792	447	345	894
%H		47.8%	16.4%	82.2%	46.4%	35.8%	92.7%
Under 20"	250	118	29	221	118	103	226
%V	25.9%	25.6%	18.4%	27.9%	26.4%	29.9%	25.3%
%H		47.2%	11.6%	88.4%	47.2%	41.2%	90.4%
20" - 29"	363	149	70	301	159	141	331
%V	37.7%	32.3%	44.3%	38.0%	35.6%	40.9%	37.0%
%H		41.0%	19.3%	82.9%	43.8%	38.8%	91.2%
30" - 39"	255	141	39	203	128	75	243
%V	26.5%	30.6%	24.7%	25.6%	28.6%	21.7%	27.2%
%H		55.3%	15.3%	79.6%	50.2%	29.4%	95.3%
40" and over	95	53	20	66	41	26	93
%V	9.9%	11.5%	12.7%	8.3%	9.2%	7.5%	10.4%
%H		55.8%	21.1%	69.5%	43.2%	27.4%	97.9%
Don't know	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	964	461	158	792	447	345	894
%H		47.8%	16.4%	82.2%	46.4%	35.8%	92.7%
PVR	181	103	42	125	83	41	172
%V	18.8%	22.3%	26.6%	15.8%	18.6%	11.9%	19.2%
%H		56.9%	23.2%	69.1%	45.9%	22.7%	95.0%
DVDR	4	3	0	2	1	1	4
%V	0.4%	0.7%	0.0%	0.3%	0.2%	0.3%	0.4%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
VCR	3	1	1	2	1	1	3
%V	0.3%	0.2%	0.6%	0.3%	0.2%	0.3%	0.3%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Any recorder	186	105	42	128	85	42	177
%V	19.3%	22.8%	26.6%	16.2%	19.0%	12.2%	19.8%
%H		56.5%	22.6%	68.8%	45.7%	22.6%	95.2%

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	964	461	158	792	447	345	894
%H		47.8%	16.4%	82.2%	46.4%	35.8%	92.7%
Receives HDTV (via STB or built-in reception)	230	101	50	185	104	81	219
%V	23.9%	21.9%	31.6%	23.4%	23.3%	23.5%	24.5%
%H		43.9%	21.7%	80.4%	45.2%	35.2%	95.2%
DVD/Blu-ray player or recorder	380	174	64	329	184	145	360
%V	39.4%	37.7%	40.5%	41.5%	41.2%	42.0%	40.3%
%H		45.8%	16.8%	86.6%	48.4%	38.2%	94.7%

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 2014 - June 2015

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	2377	2236	946	359	1623	723	901	2158
%H		94.1%	39.8%	15.1%	68.3%	30.4%	37.9%	90.8%
Total Children	415	403	189	73	263	127	135	407
%V	17.5%	18.0%	20.0%	20.3%	16.2%	17.6%	15.0%	18.9%
%H		97.1%	45.5%	17.6%	63.4%	30.6%	32.5%	98.1%
0 - 3	95	91	43	15	50	21	30	91
%V	4.0%	4.1%	4.5%	4.2%	3.1%	2.9%	3.3%	4.2%
%H		95.8%	45.3%	15.8%	52.6%	22.1%	31.6%	95.8%
4 - 15	320	312	146	58	212	107	106	316
%V	13.5%	14.0%	15.4%	16.2%	13.1%	14.8%	11.8%	14.6%
%H		97.5%	45.6%	18.1%	66.3%	33.4%	33.1%	98.8%
4 - 9	164	160	76	25	107	52	55	162
%V	6.9%	7.2%	8.0%	7.0%	6.6%	7.2%	6.1%	7.5%
%H		97.6%	46.3%	15.2%	65.2%	31.7%	33.5%	98.8%
10 - 15	156	152	69	32	105	54	51	155
%V	6.6%	6.8%	7.3%	8.9%	6.5%	7.5%	5.7%	7.2%
%H		97.4%	44.2%	20.5%	67.3%	34.6%	32.7%	99.4%

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 2014 - June 2015

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	2377	2236	946	359	1623	723	901	2158
%H		94.1%	39.8%	15.1%	68.3%	30.4%	37.9%	90.8%
Total Adults (16+)	1962	1833	757	286	1360	595	765	1751
%V	82.5%	82.0%	80.0%	79.7%	83.8%	82.3%	84.9%	81.1%
%H		93.4%	38.6%	14.6%	69.3%	30.3%	39.0%	89.2%
16 - 19	117	102	48	17	70	36	34	115
%V	4.9%	4.6%	5.1%	4.7%	4.3%	5.0%	3.8%	5.3%
%H		87.2%	41.0%	14.5%	59.8%	30.8%	29.1%	98.3%
20 - 24	159	127	52	22	90	43	47	154
%V	6.7%	5.7%	5.5%	6.1%	5.5%	5.9%	5.2%	7.1%
%H		79.9%	32.7%	13.8%	56.6%	27.0%	29.6%	96.9%
25 - 34	288	263	112	48	169	80	88	280
%V	12.1%	11.8%	11.8%	13.4%	10.4%	11.1%	9.8%	13.0%
%H		91.3%	38.9%	16.7%	58.7%	27.8%	30.6%	97.2%
35 - 44	295	278	137	47	179	90	90	288
%V	12.4%	12.4%	14.5%	13.1%	11.0%	12.4%	10.0%	13.3%
%H		94.2%	46.4%	15.9%	60.7%	30.5%	30.5%	97.6%
45 - 54	367	358	157	74	258	131	127	355
%V	15.4%	16.0%	16.6%	20.6%	15.9%	18.1%	14.1%	16.5%
%H		97.5%	42.8%	20.2%	70.3%	35.7%	34.6%	96.7%
55 - 64	291	280	122	39	224	103	122	258
%V	12.2%	12.5%	12.9%	10.9%	13.8%	14.2%	13.5%	12.0%
%H		96.2%	41.9%	13.4%	77.0%	35.4%	41.9%	88.7%
65+	446	424	129	39	369	112	257	301
%V	18.8%	19.0%	13.6%	10.9%	22.7%	15.5%	28.5%	13.9%
%H		95.1%	28.9%	8.7%	82.7%	25.1%	57.6%	67.5%

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 2014 - June 2015

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+)	1962	1833	757	286	1360	595	765	1751
%H		93.4%	38.6%	14.6%	69.3%	30.3%	39.0%	89.2%
AB	671	642	246	105	489	200	289	649
%V	34.2%	35.0%	32.5%	36.7%	36.0%	33.6%	37.8%	37.1%
%H		95.7%	36.7%	15.6%	72.9%	29.8%	43.1%	96.7%
C1	538	479	198	76	347	155	192	494
%V	27.4%	26.1%	26.2%	26.6%	25.5%	26.1%	25.1%	28.2%
%H		89.0%	36.8%	14.1%	64.5%	28.8%	35.7%	91.8%
C2	397	378	177	59	283	139	144	362
%V	20.2%	20.6%	23.4%	20.6%	20.8%	23.4%	18.8%	20.7%
%H		95.2%	44.6%	14.9%	71.3%	35.0%	36.3%	91.2%
D	255	244	108	35	176	86	90	196
%V	13.0%	13.3%	14.3%	12.2%	12.9%	14.5%	11.8%	11.2%
%H		95.7%	42.4%	13.7%	69.0%	33.7%	35.3%	76.9%
E	101	92	28	12	66	15	51	51
%V	5.1%	5.0%	3.7%	4.2%	4.9%	2.5%	6.7%	2.9%
%H		91.1%	27.7%	11.9%	65.3%	14.9%	50.5%	50.5%

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 2014 - June 2015

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+)	1962	1833	757	286	1360	595	765	1751
%H		93.4%	38.6%	14.6%	69.3%	30.3%	39.0%	89.2%
Working full time	946	896	411	162	625	319	306	915
%V	48.2%	48.9%	54.3%	56.6%	46.0%	53.6%	40.0%	52.3%
%H		94.7%	43.4%	17.1%	66.1%	33.7%	32.3%	96.7%
Working part time	222	217	89	43	155	71	84	216
%V	11.3%	11.8%	11.8%	15.0%	11.4%	11.9%	11.0%	12.3%
%H		97.7%	40.1%	19.4%	69.8%	32.0%	37.8%	97.3%
Not working	793	721	258	81	581	206	375	620
%V	40.4%	39.3%	34.1%	28.3%	42.7%	34.6%	49.0%	35.4%
%H		90.9%	32.5%	10.2%	73.3%	26.0%	47.3%	78.2%
Housewife/Houseperson	1033	963	369	137	731	285	446	871
%V	52.7%	52.5%	48.7%	47.9%	53.8%	47.9%	58.3%	49.7%
%H		93.2%	35.7%	13.3%	70.8%	27.6%	43.2%	84.3%

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 2014 - June 2015

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+)	969	896	381	142	657	300	356	875
%H		92.5%	39.3%	14.7%	67.8%	31.0%	36.7%	90.3%
16 - 19	65	56	24	10	38	19	19	64
%V	6.7%	6.3%	6.3%	7.0%	5.8%	6.3%	5.3%	7.3%
%H		86.2%	36.9%	15.4%	58.5%	29.2%	29.2%	98.5%
20 - 24	85	66	31	10	42	20	22	83
%V	8.8%	7.4%	8.1%	7.0%	6.4%	6.7%	6.2%	9.5%
%H		77.6%	36.5%	11.8%	49.4%	23.5%	25.9%	97.6%
25 - 34	146	132	55	24	89	45	44	141
%V	15.1%	14.7%	14.4%	16.9%	13.5%	15.0%	12.4%	16.1%
%H		90.4%	37.7%	16.4%	61.0%	30.8%	30.1%	96.6%
35 - 44	148	137	66	26	85	42	43	142
%V	15.3%	15.3%	17.3%	18.3%	12.9%	14.0%	12.1%	16.2%
%H		92.6%	44.6%	17.6%	57.4%	28.4%	29.1%	95.9%
45 - 54	184	178	82	34	127	65	62	177
%V	19.0%	19.9%	21.5%	23.9%	19.3%	21.7%	17.4%	20.2%
%H		96.7%	44.6%	18.5%	69.0%	35.3%	33.7%	96.2%
55 - 64	145	139	57	18	114	51	63	127
%V	15.0%	15.5%	15.0%	12.7%	17.4%	17.0%	17.7%	14.5%
%H		95.9%	39.3%	12.4%	78.6%	35.2%	43.4%	87.6%
65+	197	187	65	19	161	58	103	141
%V	20.3%	20.9%	17.1%	13.4%	24.5%	19.3%	28.9%	16.1%
%H		94.9%	33.0%	9.6%	81.7%	29.4%	52.3%	71.6%

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 2014 - June 2015

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+)	969	896	381	142	657	300	356	875
%H		92.5%	39.3%	14.7%	67.8%	31.0%	36.7%	90.3%
AB	336	321	131	50	242	104	137	325
%V	34.7%	35.8%	34.4%	35.2%	36.8%	34.7%	38.5%	37.1%
%H		95.5%	39.0%	14.9%	72.0%	31.0%	40.8%	96.7%
C1	265	231	96	39	162	75	87	247
%V	27.3%	25.8%	25.2%	27.5%	24.7%	25.0%	24.4%	28.2%
%H		87.2%	36.2%	14.7%	61.1%	28.3%	32.8%	93.2%
C2	211	199	94	32	149	74	75	188
%V	21.8%	22.2%	24.7%	22.5%	22.7%	24.7%	21.1%	21.5%
%H		94.3%	44.5%	15.2%	70.6%	35.1%	35.5%	89.1%
D	117	111	50	16	78	40	38	92
%V	12.1%	12.4%	13.1%	11.3%	11.9%	13.3%	10.7%	10.5%
%H		94.9%	42.7%	13.7%	66.7%	34.2%	32.5%	78.6%
E	41	35	10	5	25	7	19	22
%V	4.2%	3.9%	2.6%	3.5%	3.8%	2.3%	5.3%	2.5%
%H		85.4%	24.4%	12.2%	61.0%	17.1%	46.3%	53.7%

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 2014 - June 2015

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+)	969	896	381	142	657	300	356	875
%H		92.5%	39.3%	14.7%	67.8%	31.0%	36.7%	90.3%
Working full time	596	563	259	98	389	196	193	573
%V	61.5%	62.8%	68.0%	69.0%	59.2%	65.3%	54.2%	65.5%
%H		94.5%	43.5%	16.4%	65.3%	32.9%	32.4%	96.1%
Working part time	37	35	14	6	24	10	15	36
%V	3.8%	3.9%	3.7%	4.2%	3.7%	3.3%	4.2%	4.1%
%H		94.6%	37.8%	16.2%	64.9%	27.0%	40.5%	97.3%
Not working	336	298	107	38	243	95	148	266
%V	34.7%	33.3%	28.1%	26.8%	37.0%	31.7%	41.6%	30.4%
%H		88.7%	31.8%	11.3%	72.3%	28.3%	44.0%	79.2%
Housewife/Houseperson	211	184	65	23	142	52	91	161
%V	21.8%	20.5%	17.1%	16.2%	21.6%	17.3%	25.6%	18.4%
%H		87.2%	30.8%	10.9%	67.3%	24.6%	43.1%	76.3%

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 2014 - June 2015

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+)	993	937	376	144	704	295	409	876
%H		94.4%	37.9%	14.5%	70.9%	29.7%	41.2%	88.2%
16 - 19	51	47	24	7	32	17	15	51
%V	5.1%	5.0%	6.4%	4.9%	4.5%	5.8%	3.7%	5.8%
%H		92.2%	47.1%	13.7%	62.7%	33.3%	29.4%	100.0%
20 - 24	74	61	22	12	48	23	25	70
%V	7.5%	6.5%	5.9%	8.3%	6.8%	7.8%	6.1%	8.0%
%H		82.4%	29.7%	16.2%	64.9%	31.1%	33.8%	94.6%
25 - 34	142	131	57	24	80	36	44	139
%V	14.3%	14.0%	15.2%	16.7%	11.4%	12.2%	10.8%	15.9%
%H		92.3%	40.1%	16.9%	56.3%	25.4%	31.0%	97.9%
35 - 44	147	141	70	21	94	47	47	146
%V	14.8%	15.0%	18.6%	14.6%	13.4%	15.9%	11.5%	16.7%
%H		95.9%	47.6%	14.3%	63.9%	32.0%	32.0%	99.3%
45 - 54	183	180	75	40	132	66	66	178
%V	18.4%	19.2%	19.9%	27.8%	18.8%	22.4%	16.1%	20.3%
%H		98.4%	41.0%	21.9%	72.1%	36.1%	36.1%	97.3%
55 - 64	146	141	64	21	110	52	58	131
%V	14.7%	15.0%	17.0%	14.6%	15.6%	17.6%	14.2%	15.0%
%H		96.6%	43.8%	14.4%	75.3%	35.6%	39.7%	89.7%
65+	250	237	64	20	208	55	154	161
%V	25.2%	25.3%	17.0%	13.9%	29.5%	18.6%	37.7%	18.4%
%H		94.8%	25.6%	8.0%	83.2%	22.0%	61.6%	64.4%

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 2014 - June 2015

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+)	993	937	376	144	704	295	409	876
%H		94.4%	37.9%	14.5%	70.9%	29.7%	41.2%	88.2%
AB	335	321	114	55	248	96	151	323
%V	33.7%	34.3%	30.3%	38.2%	35.2%	32.5%	36.9%	36.9%
%H		95.8%	34.0%	16.4%	74.0%	28.7%	45.1%	96.4%
C1	273	248	102	37	184	79	105	247
%V	27.5%	26.5%	27.1%	25.7%	26.1%	26.8%	25.7%	28.2%
%H		90.8%	37.4%	13.6%	67.4%	28.9%	38.5%	90.5%
C2	187	179	84	27	134	65	70	174
%V	18.8%	19.1%	22.3%	18.8%	19.0%	22.0%	17.1%	19.9%
%H		95.7%	44.9%	14.4%	71.7%	34.8%	37.4%	93.0%
D	138	133	58	19	97	46	52	103
%V	13.9%	14.2%	15.4%	13.2%	13.8%	15.6%	12.7%	11.8%
%H		96.4%	42.0%	13.8%	70.3%	33.3%	37.7%	74.6%
E	61	57	18	6	41	9	32	28
%V	6.1%	6.1%	4.8%	4.2%	5.8%	3.1%	7.8%	3.2%
%H		93.4%	29.5%	9.8%	67.2%	14.8%	52.5%	45.9%

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 2014 - June 2015

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+)	993	937	376	144	704	295	409	876
%H		94.4%	37.9%	14.5%	70.9%	29.7%	41.2%	88.2%
Working full time	350	333	151	64	236	123	113	342
%V	35.2%	35.5%	40.2%	44.4%	33.5%	41.7%	27.6%	39.0%
%H		95.1%	43.1%	18.3%	67.4%	35.1%	32.3%	97.7%
Working part time	185	182	74	37	130	61	70	180
%V	18.6%	19.4%	19.7%	25.7%	18.5%	20.7%	17.1%	20.5%
%H		98.4%	40.0%	20.0%	70.3%	33.0%	37.8%	97.3%
Not working	458	423	150	43	338	111	227	354
%V	46.1%	45.1%	39.9%	29.9%	48.0%	37.6%	55.5%	40.4%
%H		92.4%	32.8%	9.4%	73.8%	24.2%	49.6%	77.3%
Housewife/Houseperson	822	779	304	114	589	234	355	710
%V	82.8%	83.1%	80.9%	79.2%	83.7%	79.3%	86.8%	81.1%
%H		94.8%	37.0%	13.9%	71.7%	28.5%	43.2%	86.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 6.1: Social Grade

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	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
AB	236	226	99	18	175	68	107	214
%V	27.3%	27.6%	29.0%	24.0%	27.2%	26.7%	27.6%	30.7%
%H (All HH)		95.8%	41.9%	7.6%	74.2%	28.8%	45.3%	90.7%
%H (TV HH)			43.8%	8.0%	77.4%	30.1%	47.3%	
C1	244	228	96	26	178	75	103	208
%V	28.2%	27.8%	28.2%	34.7%	27.7%	29.4%	26.5%	29.8%
%H (All HH)		93.4%	39.3%	10.7%	73.0%	30.7%	42.2%	85.2%
%H (TV HH)			42.1%	11.4%	78.1%	32.9%	45.2%	
C2	205	199	90	15	161	71	90	168
%V	23.7%	24.3%	26.4%	20.0%	25.0%	27.8%	23.2%	24.1%
%H (All HH)		97.1%	43.9%	7.3%	78.5%	34.6%	43.9%	82.0%
%H (TV HH)			45.2%	7.5%	80.9%	35.7%	45.2%	
D	107	101	33	10	78	24	54	72
%V	12.4%	12.3%	9.7%	13.3%	12.1%	9.4%	13.9%	10.3%
%H (All HH)		94.4%	30.8%	9.3%	72.9%	22.4%	50.5%	67.3%
%H (TV HH)			32.7%	9.9%	77.2%	23.8%	53.5%	
E	75	66	23	7	52	17	35	36
%V	8.7%	8.0%	6.7%	9.3%	8.1%	6.7%	9.0%	5.2%
%H (All HH)		88.0%	30.7%	9.3%	69.3%	22.7%	46.7%	48.0%
%H (TV HH)			34.8%	10.6%	78.8%	25.8%	53.0%	

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 2014 - June 2015

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	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Under 25	36	32	9	2	21	5	16	31
%V	4.2%	3.9%	2.6%	2.7%	3.3%	2.0%	4.1%	4.4%
%H (All HH)		88.9%	25.0%	5.6%	58.3%	13.9%	44.4%	86.1%
%H (TV HH)			28.1%	6.3%	65.6%	15.6%	50.0%	
25 - 34	101	92	42	13	61	28	33	97
%V	11.7%	11.2%	12.3%	17.3%	9.5%	11.0%	8.5%	13.9%
%H (All HH)		91.1%	41.6%	12.9%	60.4%	27.7%	32.7%	96.0%
%H (TV HH)			45.7%	14.1%	66.3%	30.4%	35.9%	
35 - 44	129	122	64	15	86	46	40	126
%V	14.9%	14.9%	18.8%	20.0%	13.4%	18.0%	10.3%	18.1%
%H (All HH)		94.6%	49.6%	11.6%	66.7%	35.7%	31.0%	97.7%
%H (TV HH)			52.5%	12.3%	70.5%	37.7%	32.8%	
45 - 54	147	139	68	14	103	50	54	132
%V	17.0%	17.0%	19.9%	18.7%	16.0%	19.6%	13.9%	18.9%
%H (All HH)		94.6%	46.3%	9.5%	70.1%	34.0%	36.7%	89.8%
%H (TV HH)			48.9%	10.1%	74.1%	36.0%	38.8%	
55 - 64	162	155	69	14	127	55	72	147
%V	18.7%	18.9%	20.2%	18.7%	19.8%	21.6%	18.6%	21.1%
%H (All HH)		95.7%	42.6%	8.6%	78.4%	34.0%	44.4%	90.7%
%H (TV HH)			44.5%	9.0%	81.9%	35.5%	46.5%	
65 +	290	280	89	17	244	71	173	165
%V	33.5%	34.1%	26.1%	22.7%	37.9%	27.8%	44.6%	23.7%
%H (All HH)		96.6%	30.7%	5.9%	84.1%	24.5%	59.7%	56.9%
%H (TV HH)			31.8%	6.1%	87.1%	25.4%	61.8%	

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 2014 - June 2015

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	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
1	270	245	69	19	204	53	152	150
%V	31.2%	29.9%	20.2%	25.3%	31.7%	20.8%	39.2%	21.5%
%H (All HH)		90.7%	25.6%	7.0%	75.6%	19.6%	56.3%	55.6%
%H (TV HH)			28.2%	7.8%	83.3%	21.6%	62.0%	
2	333	316	130	26	248	95	153	290
%V	38.5%	38.5%	38.1%	34.7%	38.6%	37.3%	39.4%	41.6%
%H (All HH)		94.9%	39.0%	7.8%	74.5%	28.5%	45.9%	87.1%
%H (TV HH)			41.1%	8.2%	78.5%	30.1%	48.4%	
3	130	127	65	16	93	49	44	125
%V	15.0%	15.5%	19.1%	21.3%	14.5%	19.2%	11.3%	17.9%
%H (All HH)		97.7%	50.0%	12.3%	71.5%	37.7%	33.8%	96.2%
%H (TV HH)			51.2%	12.6%	73.2%	38.6%	34.6%	
4	93	92	55	7	68	40	28	92
%V	10.7%	11.2%	16.1%	9.3%	10.6%	15.7%	7.2%	13.2%
%H (All HH)		98.9%	59.1%	7.5%	73.1%	43.0%	30.1%	98.9%
%H (TV HH)			59.8%	7.6%	73.9%	43.5%	30.4%	
5+	41	40	21	7	29	18	12	40
%V	4.7%	4.9%	6.2%	9.3%	4.5%	7.1%	3.1%	5.7%
%H (All HH)		97.6%	51.2%	17.1%	70.7%	43.9%	29.3%	97.6%
%H (TV HH)			52.5%	17.5%	72.5%	45.0%	30.0%	
Average HH size	2.21	2.25	2.52	2.49	2.19	2.54	1.97	2.42

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 2014 - June 2015

BBC South West

Household level data

Table 6.4: Presence of Children

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	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Without	667	625	238	53	506	184	322	506
%V	77.0%	76.2%	69.8%	70.7%	78.7%	72.2%	83.0%	72.6%
%H (All HH)		93.7%	35.7%	7.9%	75.9%	27.6%	48.3%	75.9%
%H (TV HH)			38.1%	8.5%	81.0%	29.4%	51.5%	
With	199	195	102	22	136	71	65	191
%V	23.0%	23.8%	29.9%	29.3%	21.2%	27.8%	16.8%	27.4%
%H (All HH)		98.0%	51.3%	11.1%	68.3%	35.7%	32.7%	96.0%
%H (TV HH)			52.3%	11.3%	69.7%	36.4%	33.3%	
0 - 3	77	76	35	9	52	23	29	71
%V	8.9%	9.3%	10.3%	12.0%	8.1%	9.0%	7.5%	10.2%
%H (All HH)		98.7%	45.5%	11.7%	67.5%	29.9%	37.7%	92.2%
%H (TV HH)			46.1%	11.8%	68.4%	30.3%	38.2%	
4 - 9	92	90	47	8	62	30	32	89
%V	10.6%	11.0%	13.8%	10.7%	9.6%	11.8%	8.2%	12.8%
%H (All HH)		97.8%	51.1%	8.7%	67.4%	32.6%	34.8%	96.7%
%H (TV HH)			52.2%	8.9%	68.9%	33.3%	35.6%	
10 - 15	89	87	49	11	62	37	26	88
%V	10.3%	10.6%	14.4%	14.7%	9.6%	14.5%	6.7%	12.6%
%H (All HH)		97.8%	55.1%	12.4%	69.7%	41.6%	29.2%	98.9%
%H (TV HH)			56.3%	12.6%	71.3%	42.5%	29.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC South West

Household level data

Table 6.5: Number of TV sets in household

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	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
1	328	328	104	23	233	47	187	235
%V	37.9%	40.0%	30.5%	30.7%	36.2%	18.4%	48.2%	33.7%
%H (All HH)		100.0%	31.7%	7.0%	71.0%	14.3%	57.0%	71.6%
%H (TV HH)			31.7%	7.0%	71.0%	14.3%	57.0%	
2	294	294	123	29	246	105	141	243
%V	33.9%	35.9%	36.1%	38.7%	38.3%	41.2%	36.3%	34.9%
%H (All HH)		100.0%	41.8%	9.9%	83.7%	35.7%	48.0%	82.7%
%H (TV HH)			41.8%	9.9%	83.7%	35.7%	48.0%	
3	123	123	67	15	102	61	41	112
%V	14.2%	15.0%	19.6%	20.0%	15.9%	23.9%	10.6%	16.1%
%H (All HH)		100.0%	54.5%	12.2%	82.9%	49.6%	33.3%	91.1%
%H (TV HH)			54.5%	12.2%	82.9%	49.6%	33.3%	
4	52	52	32	6	43	28	14	51
%V	6.0%	6.3%	9.4%	8.0%	6.7%	11.0%	3.6%	7.3%
%H (All HH)		100.0%	61.5%	11.5%	82.7%	53.8%	26.9%	98.1%
%H (TV HH)			61.5%	11.5%	82.7%	53.8%	26.9%	
5+	22	22	14	3	19	14	5	22
%V	2.5%	2.7%	4.1%	4.0%	3.0%	5.5%	1.3%	3.2%
%H (All HH)		100.0%	63.6%	13.6%	86.4%	63.6%	22.7%	100.0%
%H (TV HH)			63.6%	13.6%	86.4%	63.6%	22.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC South West

Household level data

Table 6.6: Screen size

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	866	820	341	75	643	255	388	697
%V (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Under 20"	201	201	81	22	169	73	96	165
%V	23.2%	24.5%	23.8%	29.3%	26.3%	28.6%	24.7%	23.7%
%H (All HH)		100.0%	40.3%	10.9%	84.1%	36.3%	47.8%	82.1%
%H (TV HH)			40.3%	10.9%	84.1%	36.3%	47.8%	
20" - 29"	320	320	134	26	267	112	155	255
%V	37.0%	39.0%	39.3%	34.7%	41.5%	43.9%	39.9%	36.6%
%H (All HH)		100.0%	41.9%	8.1%	83.4%	35.0%	48.4%	79.7%
%H (TV HH)			41.9%	8.1%	83.4%	35.0%	48.4%	
30" - 39"	455	455	190	47	366	154	212	367
%V	52.5%	55.5%	55.7%	62.7%	56.9%	60.4%	54.6%	52.7%
%H (All HH)		100.0%	41.8%	10.3%	80.4%	33.8%	46.6%	80.7%
%H (TV HH)			41.8%	10.3%	80.4%	33.8%	46.6%	
40" and over	353	353	192	37	263	143	120	329
%V	40.8%	43.0%	56.3%	49.3%	40.9%	56.1%	30.9%	47.2%
%H (All HH)		100.0%	54.4%	10.5%	74.5%	40.5%	34.0%	93.2%
%H (TV HH)			54.4%	10.5%	74.5%	40.5%	34.0%	

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 2014 - June 2015

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	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Main living room	808	808	337	74	636	253	384	654
%V	93.3%	98.5%	98.8%	98.7%	98.9%	99.2%	99.0%	93.8%
%H (All HH)		100.0%	41.7%	9.2%	78.7%	31.3%	47.5%	80.9%
%H (TV HH)			41.7%	9.2%	78.7%	31.3%	47.5%	
Kitchen	119	119	57	8	103	50	53	96
%V	13.7%	14.5%	16.7%	10.7%	16.0%	19.6%	13.7%	13.8%
%H (All HH)		100.0%	47.9%	6.7%	86.6%	42.0%	44.5%	80.7%
%H (TV HH)			47.9%	6.7%	86.6%	42.0%	44.5%	
Adult's bedroom	360	360	182	43	297	163	133	319
%V	41.6%	43.9%	53.4%	57.3%	46.2%	63.9%	34.3%	45.8%
%H (All HH)		100.0%	50.6%	11.9%	82.5%	45.3%	36.9%	88.6%
%H (TV HH)			50.6%	11.9%	82.5%	45.3%	36.9%	
Child's bedroom	77	77	43	12	60	39	21	76
%V	8.9%	9.4%	12.6%	16.0%	9.3%	15.3%	5.4%	10.9%
%H (All HH)		100.0%	55.8%	15.6%	77.9%	50.6%	27.3%	98.7%
%H (TV HH)			55.8%	15.6%	77.9%	50.6%	27.3%	
Other bedroom	27	27	17	2	22	14	8	25
%V	3.1%	3.3%	5.0%	2.7%	3.4%	5.5%	2.1%	3.6%
%H (All HH)		100.0%	63.0%	7.4%	81.5%	51.9%	29.6%	92.6%
%H (TV HH)			63.0%	7.4%	81.5%	51.9%	29.6%	
Second living/dining room	70	70	32	3	62	28	34	61
%V	8.1%	8.5%	9.4%	4.0%	9.6%	11.0%	8.8%	8.8%
%H (All HH)		100.0%	45.7%	4.3%	88.6%	40.0%	48.6%	87.1%
%H (TV HH)			45.7%	4.3%	88.6%	40.0%	48.6%	
Study/office	15	15	9	1	12	7	5	15
%V	1.7%	1.8%	2.6%	1.3%	1.9%	2.7%	1.3%	2.2%
%H (All HH)		100.0%	60.0%	6.7%	80.0%	46.7%	33.3%	100.0%
%H (TV HH)			60.0%	6.7%	80.0%	46.7%	33.3%	
TV room	4	4	2	0	4	2	2	4
%V	0.5%	0.5%	0.6%	0.0%	0.6%	0.8%	0.5%	0.6%
%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	12	12	8	0	9	5	4	10
%V	1.4%	1.5%	2.3%	0.0%	1.4%	2.0%	1.0%	1.4%
%H (All HH)		100.0%	66.7%	0.0%	75.0%	41.7%	33.3%	83.3%
%H (TV HH)			66.7%	0.0%	75.0%	41.7%	33.3%	
Attic or loft room	2	2	2	0	1	1	0	2
%V	0.2%	0.2%	0.6%	0.0%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	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%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	10	10	5	3	8	5	2	10
%V	1.2%	1.2%	1.5%	4.0%	1.2%	2.0%	0.5%	1.4%
%H (All HH)		100.0%	50.0%	30.0%	80.0%	50.0%	20.0%	100.0%
%H (TV HH)			50.0%	30.0%	80.0%	50.0%	20.0%	

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

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BBC South West

Household level data

Table 6.8: Platform Provider

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	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Any DSAT provider	341	341	341	2	210	210	0	303
%V	39.4%	41.6%	100.0%	2.7%	32.7%	82.4%	0.0%	43.5%
%H (All HH)			100.0%	0.6%	61.6%	61.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.6%	61.6%	61.6%	0.0%	
Sky with subscription	272	272	272	0	174	174	0	249
%V	31.4%	33.2%	79.8%	0.0%	27.1%	68.2%	0.0%	35.7%
%H (All HH)			100.0%	0.0%	64.0%	64.0%	0.0%	91.5%
%H (TV HH)			100.0%	0.0%	64.0%	64.0%	0.0%	
Sky without subscription	24	24	24	1	14	14	0	20
%V	2.8%	2.9%	7.0%	1.3%	2.2%	5.5%	0.0%	2.9%
%H (All HH)			100.0%	4.2%	58.3%	58.3%	0.0%	83.3%
%H (TV HH)			100.0%	4.2%	58.3%	58.3%	0.0%	
Freesat	53	53	53	1	30	30	0	43
%V	6.1%	6.5%	15.5%	1.3%	4.7%	11.8%	0.0%	6.2%
%H (All HH)			100.0%	1.9%	56.6%	56.6%	0.0%	81.1%
%H (TV HH)			100.0%	1.9%	56.6%	56.6%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	8
%V	1.0%	1.1%	2.6%	0.0%	0.8%	2.0%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	75	75	2	75	46	46	0	70
%V	8.7%	9.1%	0.6%	100.0%	7.2%	18.0%	0.0%	10.0%
%H (All HH)			2.7%	100.0%	61.3%	61.3%	0.0%	93.3%
%H (TV HH)			2.7%	100.0%	61.3%	61.3%	0.0%	
DTT	643	643	210	46	643	255	388	507
%V	74.2%	78.4%	61.6%	61.3%	100.0%	100.0%	100.0%	72.7%
%H (All HH)		100.0%	32.7%	7.2%	100.0%	39.7%	60.3%	78.8%
%H (TV HH)			32.7%	7.2%	100.0%	39.7%	60.3%	

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

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BBC South West

Household level data

Table 6.9: Recorders and other equipment

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	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
PVR	536	536	301	66	405	235	170	474
%V	61.9%	65.4%	88.3%	88.0%	63.0%	92.2%	43.8%	68.0%
%H (All HH)		100.0%	56.2%	12.3%	75.6%	43.8%	31.7%	88.4%
%H (TV HH)			56.2%	12.3%	75.6%	43.8%	31.7%	
DVDR	39	39	16	5	32	15	17	34
%V	4.5%	4.8%	4.7%	6.7%	5.0%	5.9%	4.4%	4.9%
%H (All HH)		100.0%	41.0%	12.8%	82.1%	38.5%	43.6%	87.2%
%H (TV HH)			41.0%	12.8%	82.1%	38.5%	43.6%	
VCR	15	15	4	2	13	4	9	9
%V	1.7%	1.8%	1.2%	2.7%	2.0%	1.6%	2.3%	1.3%
%H (All HH)		100.0%	26.7%	13.3%	86.7%	26.7%	60.0%	60.0%
%H (TV HH)			26.7%	13.3%	86.7%	26.7%	60.0%	
Any recorder	552	552	303	67	420	236	184	484
%V	63.7%	67.3%	88.9%	89.3%	65.3%	92.5%	47.4%	69.4%
%H (All HH)		100.0%	54.9%	12.1%	76.1%	42.8%	33.3%	87.7%
%H (TV HH)			54.9%	12.1%	76.1%	42.8%	33.3%	
Receives HDTV (via STB or built-in reception)	468	468	247	69	355	201	154	422
%V	54.0%	57.1%	72.4%	92.0%	55.2%	78.8%	39.7%	60.5%
%H (All HH)		100.0%	52.8%	14.7%	75.9%	42.9%	32.9%	90.2%
%H (TV HH)			52.8%	14.7%	75.9%	42.9%	32.9%	
DVD/Blu-ray player or recorder	677	677	297	68	543	232	312	570
%V	78.2%	82.6%	87.1%	90.7%	84.4%	91.0%	80.4%	81.8%
%H (All HH)		100.0%	43.9%	10.0%	80.2%	34.3%	46.1%	84.2%
%H (TV HH)			43.9%	10.0%	80.2%	34.3%	46.1%	

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

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BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	866	820	341	75	643	255	388	697
%H (All HH)		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%
%H (TV HH)			41.6%	9.1%	78.4%	31.1%	47.3%	
Has broadband internet	697	663	303	70	507	231	276	697
%V	80.5%	80.9%	88.9%	93.3%	78.8%	90.6%	71.1%	100.0%
%H (All HH)		95.1%	43.5%	10.0%	72.7%	33.1%	39.6%	100.0%
%H (TV HH)			45.7%	10.6%	76.5%	34.8%	41.6%	
Number of computers (PCs and laptops)								
0	167	156	39	6	135	27	108	17
%V	19.3%	19.0%	11.4%	8.0%	21.0%	10.6%	27.8%	2.4%
%H (All HH)		93.4%	23.4%	3.6%	80.8%	16.2%	64.7%	10.2%
%H (TV HH)			25.0%	3.8%	86.5%	17.3%	69.2%	
1	237	218	76	19	175	58	117	221
%V	27.4%	26.6%	22.3%	25.3%	27.2%	22.7%	30.2%	31.7%
%H (All HH)		92.0%	32.1%	8.0%	73.8%	24.5%	49.4%	93.2%
%H (TV HH)			34.9%	8.7%	80.3%	26.6%	53.7%	
2	209	196	90	21	145	63	82	205
%V	24.1%	23.9%	26.4%	28.0%	22.6%	24.7%	21.1%	29.4%
%H (All HH)		93.8%	43.1%	10.0%	69.4%	30.1%	39.2%	98.1%
%H (TV HH)			45.9%	10.7%	74.0%	32.1%	41.8%	
3	116	114	59	10	86	44	42	115
%V	13.4%	13.9%	17.3%	13.3%	13.4%	17.3%	10.8%	16.5%
%H (All HH)		98.3%	50.9%	8.6%	74.1%	37.9%	36.2%	99.1%
%H (TV HH)			51.8%	8.8%	75.4%	38.6%	36.8%	
4	66	65	37	8	46	27	19	66
%V	7.6%	7.9%	10.9%	10.7%	7.2%	10.6%	4.9%	9.5%
%H (All HH)		98.5%	56.1%	12.1%	69.7%	40.9%	28.8%	100.0%
%H (TV HH)			56.9%	12.3%	70.8%	41.5%	29.2%	
5+	72	71	40	11	56	36	20	72
%V	8.3%	8.7%	11.7%	14.7%	8.7%	14.1%	5.2%	10.3%
%H (All HH)		98.6%	55.6%	15.3%	77.8%	50.0%	27.8%	100.0%
%H (TV HH)			56.3%	15.5%	78.9%	50.7%	28.2%	

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

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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	1613	759	163	1304	630	674	1378
%H		47.1%	10.1%	80.8%	39.1%	41.8%	85.4%
Under 20"	257	106	29	219	99	120	213
%V	15.9%	14.0%	17.8%	16.8%	15.7%	17.8%	15.5%
%H		41.2%	11.3%	85.2%	38.5%	46.7%	82.9%
20" - 29"	394	170	32	334	146	187	321
%V	24.4%	22.4%	19.6%	25.6%	23.2%	27.7%	23.3%
%H		43.1%	8.1%	84.8%	37.1%	47.5%	81.5%
30" - 39"	543	246	57	436	202	234	449
%V	33.7%	32.4%	35.0%	33.4%	32.1%	34.7%	32.6%
%H		45.3%	10.5%	80.3%	37.2%	43.1%	82.7%
40" and over	416	235	45	312	180	132	392
%V	25.8%	31.0%	27.6%	23.9%	28.6%	19.6%	28.4%
%H		56.5%	10.8%	75.0%	43.3%	31.7%	94.2%
Don't know	3	2	0	3	2	1	2
%V	0.2%	0.3%	0.0%	0.2%	0.3%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%

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 2014 - June 2015

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	1613	759	163	1304	630	674	1378
%H		47.1%	10.1%	80.8%	39.1%	41.8%	85.4%
Main living room	811	338	76	638	254	384	657
%V	50.3%	44.5%	46.6%	48.9%	40.3%	57.0%	47.7%
%H		41.7%	9.4%	78.7%	31.3%	47.3%	81.0%
Kitchen	119	57	8	104	50	54	96
%V	7.4%	7.5%	4.9%	8.0%	7.9%	8.0%	7.0%
%H		47.9%	6.7%	87.4%	42.0%	45.4%	80.7%
Adult's bedroom	431	227	52	359	207	152	388
%V	26.7%	29.9%	31.9%	27.5%	32.9%	22.6%	28.2%
%H		52.7%	12.1%	83.3%	48.0%	35.3%	90.0%
Child's bedroom	107	60	17	81	53	28	104
%V	6.6%	7.9%	10.4%	6.2%	8.4%	4.2%	7.5%
%H		56.1%	15.9%	75.7%	49.5%	26.2%	97.2%
Other bedroom	30	19	2	25	16	9	29
%V	1.9%	2.5%	1.2%	1.9%	2.5%	1.3%	2.1%
%H		63.3%	6.7%	83.3%	53.3%	30.0%	96.7%
Second living/dining room	70	33	3	62	29	34	61
%V	4.3%	4.3%	1.8%	4.8%	4.6%	5.0%	4.4%
%H		47.1%	4.3%	88.6%	41.4%	48.6%	87.1%
Study/office	15	9	1	12	7	5	15
%V	0.9%	1.2%	0.6%	0.9%	1.1%	0.7%	1.1%
%H		60.0%	6.7%	80.0%	46.7%	33.3%	100.0%
TV room	4	2	0	4	2	2	4
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Conservatory	12	8	0	9	5	4	10
%V	0.7%	1.1%	0.0%	0.7%	0.8%	0.6%	0.7%
%H		66.7%	0.0%	75.0%	41.7%	33.3%	83.3%
Attic or loft room	2	2	0	1	1	0	2
%V	0.1%	0.3%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
No specific location	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%
Other	10	5	3	8	5	2	10
%V	0.6%	0.7%	1.8%	0.6%	0.8%	0.3%	0.7%
%H		50.0%	30.0%	80.0%	50.0%	20.0%	100.0%

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

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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	1613	759	163	1304	630	674	1378
%H		47.1%	10.1%	80.8%	39.1%	41.8%	85.4%
PVR	695	420	88	510	322	188	628
%V	43.1%	55.3%	54.0%	39.1%	51.1%	27.9%	45.6%
%H		60.4%	12.7%	73.4%	46.3%	27.1%	90.4%
DVDR	41	18	6	34	16	18	36
%V	2.5%	2.4%	3.7%	2.6%	2.5%	2.7%	2.6%
%H		43.9%	14.6%	82.9%	39.0%	43.9%	87.8%
VCR	16	5	3	14	6	9	10
%V	1.0%	0.7%	1.8%	1.1%	1.0%	1.3%	0.7%
%H		31.3%	18.8%	87.5%	37.5%	56.3%	62.5%
Any recorder	720	428	92	533	330	203	645
%V	44.6%	56.4%	56.4%	40.9%	52.4%	30.1%	46.8%
%H		59.4%	12.8%	74.0%	45.8%	28.2%	89.6%

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	1613	759	163	1304	630	674	1378
%H		47.1%	10.1%	80.8%	39.1%	41.8%	85.4%
Receives HDTV (via STB or built-in reception)	638	356	98	480	292	188	584
%V	39.6%	46.9%	60.1%	36.8%	46.3%	27.9%	42.4%
%H		55.8%	15.4%	75.2%	45.8%	29.5%	91.5%
DVD/Blu-ray player or recorder	964	451	107	788	382	406	836
%V	59.8%	59.4%	65.6%	60.4%	60.6%	60.2%	60.7%
%H		46.8%	11.1%	81.7%	39.6%	42.1%	86.7%

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

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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	818	341	75	643	255	388	663
%H		41.7%	9.2%	78.6%	31.2%	47.4%	81.1%
Under 20"	21	2	0	17	1	17	12
%V	2.6%	0.6%	0.0%	2.6%	0.4%	4.4%	1.8%
%H		9.5%	0.0%	81.0%	4.8%	81.0%	57.1%
20" - 29"	121	33	5	97	19	77	80
%V	14.8%	9.7%	6.7%	15.1%	7.5%	19.8%	12.1%
%H		27.3%	4.1%	80.2%	15.7%	63.6%	66.1%
30" - 39"	337	119	34	276	97	179	257
%V	41.2%	34.9%	45.3%	42.9%	38.0%	46.1%	38.8%
%H		35.3%	10.1%	81.9%	28.8%	53.1%	76.3%
40" and over	338	186	35	252	138	114	314
%V	41.3%	54.5%	46.7%	39.2%	54.1%	29.4%	47.4%
%H		55.0%	10.4%	74.6%	40.8%	33.7%	92.9%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	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 2014 - June 2015

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	818	341	75	643	255	388	663
%H		41.7%	9.2%	78.6%	31.2%	47.4%	81.1%
PVR	525	296	65	395	230	166	465
%V	64.2%	86.8%	86.7%	61.4%	90.2%	42.8%	70.1%
%H		56.4%	12.4%	75.2%	43.8%	31.6%	88.6%
DVDR	35	12	5	28	11	17	30
%V	4.3%	3.5%	6.7%	4.4%	4.3%	4.4%	4.5%
%H		34.3%	14.3%	80.0%	31.4%	48.6%	85.7%
VCR	13	4	2	11	4	8	8
%V	1.6%	1.2%	2.7%	1.7%	1.6%	2.1%	1.2%
%H		30.8%	15.4%	84.6%	30.8%	61.5%	61.5%
Any recorder	542	299	67	411	232	178	475
%V	66.3%	87.7%	89.3%	63.9%	91.0%	45.9%	71.6%
%H		55.2%	12.4%	75.8%	42.8%	32.8%	87.6%

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	818	341	75	643	255	388	663
%H		41.7%	9.2%	78.6%	31.2%	47.4%	81.1%
Receives HDTV (via STB or built-in reception)	455	242	67	345	196	148	410
%V	55.6%	71.0%	89.3%	53.7%	76.9%	38.1%	61.8%
%H		53.2%	14.7%	75.8%	43.1%	32.5%	90.1%
DVD/Blu-ray player or recorder	634	278	64	504	213	291	533
%V	77.5%	81.5%	85.3%	78.4%	83.5%	75.0%	80.4%
%H		43.8%	10.1%	79.5%	33.6%	45.9%	84.1%

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

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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	794	418	88	661	375	286	716
%H		52.6%	11.1%	83.2%	47.2%	36.0%	90.2%
Under 20"	236	103	28	202	98	104	202
%V	29.7%	24.6%	31.8%	30.6%	26.1%	36.4%	28.2%
%H		43.6%	11.9%	85.6%	41.5%	44.1%	85.6%
20" - 29"	273	137	27	237	127	110	242
%V	34.4%	32.8%	30.7%	35.9%	33.9%	38.5%	33.8%
%H		50.2%	9.9%	86.8%	46.5%	40.3%	88.6%
30" - 39"	206	127	23	160	105	55	192
%V	25.9%	30.4%	26.1%	24.2%	28.0%	19.2%	26.8%
%H		61.7%	11.2%	77.7%	51.0%	26.7%	93.2%
40" and over	78	49	10	60	43	18	78
%V	9.8%	11.7%	11.4%	9.1%	11.5%	6.3%	10.9%
%H		62.8%	12.8%	76.9%	55.1%	23.1%	100.0%
Don't know	2	2	0	2	2	0	2
%V	0.3%	0.5%	0.0%	0.3%	0.5%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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 2014 - June 2015

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	794	418	88	661	375	286	716
%H		52.6%	11.1%	83.2%	47.2%	36.0%	90.2%
PVR	170	124	23	115	92	23	163
%V	21.4%	29.7%	26.1%	17.4%	24.5%	8.0%	22.8%
%H		72.9%	13.5%	67.6%	54.1%	13.5%	95.9%
DVDR	6	5	0	5	5	0	5
%V	0.8%	1.2%	0.0%	0.8%	1.3%	0.0%	0.7%
%H		83.3%	0.0%	83.3%	83.3%	0.0%	83.3%
VCR	3	1	1	3	2	1	3
%V	0.4%	0.2%	1.1%	0.5%	0.5%	0.3%	0.4%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
Any recorder	177	129	25	122	97	24	170
%V	22.3%	30.9%	28.4%	18.5%	25.9%	8.4%	23.7%
%H		72.9%	14.1%	68.9%	54.8%	13.6%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	794	418	88	661	375	286	716
%H		52.6%	11.1%	83.2%	47.2%	36.0%	90.2%
Receives HDTV (via STB or built-in reception)	182	114	31	135	96	40	174
%V	22.9%	27.3%	35.2%	20.4%	25.6%	14.0%	24.3%
%H		62.6%	17.0%	74.2%	52.7%	22.0%	95.6%
DVD/Blu-ray player or recorder	330	174	43	284	169	115	303
%V	41.6%	41.6%	48.9%	43.0%	45.1%	40.2%	42.3%
%H		52.7%	13.0%	86.1%	51.2%	34.8%	91.8%

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

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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	1918	1842	860	187	1410	647	763	1689
%H		96.0%	44.8%	9.7%	73.5%	33.7%	39.8%	88.1%
Total Children	331	326	174	36	231	121	110	320
%V	17.3%	17.7%	20.2%	19.3%	16.4%	18.7%	14.4%	18.9%
%H		98.5%	52.6%	10.9%	69.8%	36.6%	33.2%	96.7%
0 - 3	90	89	42	10	62	28	34	84
%V	4.7%	4.8%	4.9%	5.3%	4.4%	4.3%	4.5%	5.0%
%H		98.9%	46.7%	11.1%	68.9%	31.1%	37.8%	93.3%
4 - 15	242	237	132	25	168	93	76	236
%V	12.6%	12.9%	15.3%	13.4%	11.9%	14.4%	10.0%	14.0%
%H		97.9%	54.5%	10.3%	69.4%	38.4%	31.4%	97.5%
4 - 9	123	121	66	11	84	43	41	119
%V	6.4%	6.6%	7.7%	5.9%	6.0%	6.6%	5.4%	7.0%
%H		98.4%	53.7%	8.9%	68.3%	35.0%	33.3%	96.7%
10 - 15	118	116	66	14	84	50	34	117
%V	6.2%	6.3%	7.7%	7.5%	6.0%	7.7%	4.5%	6.9%
%H		98.3%	55.9%	11.9%	71.2%	42.4%	28.8%	99.2%

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

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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	1918	1842	860	187	1410	647	763	1689
%H		96.0%	44.8%	9.7%	73.5%	33.7%	39.8%	88.1%
Total Adults (16+)	1587	1516	686	151	1179	526	653	1369
%V	82.7%	82.3%	79.8%	80.7%	83.6%	81.3%	85.6%	81.1%
%H		95.5%	43.2%	9.5%	74.3%	33.1%	41.1%	86.3%
16 - 19	78	74	35	13	56	31	25	75
%V	4.1%	4.0%	4.1%	7.0%	4.0%	4.8%	3.3%	4.4%
%H		94.9%	44.9%	16.7%	71.8%	39.7%	32.1%	96.2%
20 - 24	110	105	46	13	75	38	37	103
%V	5.7%	5.7%	5.3%	7.0%	5.3%	5.9%	4.8%	6.1%
%H		95.5%	41.8%	11.8%	68.2%	34.5%	33.6%	93.6%
25 - 34	206	189	94	24	128	63	64	198
%V	10.7%	10.3%	10.9%	12.8%	9.1%	9.7%	8.4%	11.7%
%H		91.7%	45.6%	11.7%	62.1%	30.6%	31.1%	96.1%
35 - 44	225	213	111	27	153	82	72	221
%V	11.7%	11.6%	12.9%	14.4%	10.9%	12.7%	9.4%	13.1%
%H		94.7%	49.3%	12.0%	68.0%	36.4%	32.0%	98.2%
45 - 54	258	248	129	24	187	97	90	241
%V	13.5%	13.5%	15.0%	12.8%	13.3%	15.0%	11.8%	14.3%
%H		96.1%	50.0%	9.3%	72.5%	37.6%	34.9%	93.4%
55 - 64	253	244	116	23	195	90	105	235
%V	13.2%	13.2%	13.5%	12.3%	13.8%	13.9%	13.8%	13.9%
%H		96.4%	45.8%	9.1%	77.1%	35.6%	41.5%	92.9%
65+	457	444	155	27	385	124	261	296
%V	23.8%	24.1%	18.0%	14.4%	27.3%	19.2%	34.2%	17.5%
%H		97.2%	33.9%	5.9%	84.2%	27.1%	57.1%	64.8%

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 2014 - June 2015

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+)	1587	1516	686	151	1179	526	653	1369
%H		95.5%	43.2%	9.5%	74.3%	33.1%	41.1%	86.3%
AB	461	444	201	37	343	143	200	430
%V	29.0%	29.3%	29.3%	24.5%	29.1%	27.2%	30.6%	31.4%
%H		96.3%	43.6%	8.0%	74.4%	31.0%	43.4%	93.3%
C1	437	412	195	47	321	155	165	391
%V	27.5%	27.2%	28.4%	31.1%	27.2%	29.5%	25.3%	28.6%
%H		94.3%	44.6%	10.8%	73.5%	35.5%	37.8%	89.5%
C2	392	382	182	38	306	150	156	343
%V	24.7%	25.2%	26.5%	25.2%	26.0%	28.5%	23.9%	25.1%
%H		97.4%	46.4%	9.7%	78.1%	38.3%	39.8%	87.5%
D	196	187	74	21	139	53	86	149
%V	12.4%	12.3%	10.8%	13.9%	11.8%	10.1%	13.2%	10.9%
%H		95.4%	37.8%	10.7%	70.9%	27.0%	43.9%	76.0%
E	101	92	35	9	71	25	45	56
%V	6.4%	6.1%	5.1%	6.0%	6.0%	4.8%	6.9%	4.1%
%H		91.1%	34.7%	8.9%	70.3%	24.8%	44.6%	55.4%

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 2014 - June 2015

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+)	1587	1516	686	151	1179	526	653	1369
%H		95.5%	43.2%	9.5%	74.3%	33.1%	41.1%	86.3%
Working full time	662	630	328	72	462	246	216	640
%V	41.7%	41.6%	47.8%	47.7%	39.2%	46.8%	33.1%	46.7%
%H		95.2%	49.5%	10.9%	69.8%	37.2%	32.6%	96.7%
Working part time	205	197	87	25	149	67	82	191
%V	12.9%	13.0%	12.7%	16.6%	12.6%	12.7%	12.6%	14.0%
%H		96.1%	42.4%	12.2%	72.7%	32.7%	40.0%	93.2%
Not working	720	689	271	55	568	212	356	538
%V	45.4%	45.4%	39.5%	36.4%	48.2%	40.3%	54.5%	39.3%
%H		95.7%	37.6%	7.6%	78.9%	29.4%	49.4%	74.7%
Housewife/Houseperson	866	820	341	75	643	255	388	697
%V	54.6%	54.1%	49.7%	49.7%	54.5%	48.5%	59.4%	50.9%
%H		94.7%	39.4%	8.7%	74.2%	29.4%	44.8%	80.5%

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

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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+)	762	727	344	75	564	268	296	673
%H		95.4%	45.1%	9.8%	74.0%	35.2%	38.8%	88.3%
16 - 19	37	35	16	7	28	17	12	36
%V	4.9%	4.8%	4.7%	9.3%	5.0%	6.3%	4.1%	5.3%
%H		94.6%	43.2%	18.9%	75.7%	45.9%	32.4%	97.3%
20 - 24	50	48	22	7	35	19	16	47
%V	6.6%	6.6%	6.4%	9.3%	6.2%	7.1%	5.4%	7.0%
%H		96.0%	44.0%	14.0%	70.0%	38.0%	32.0%	94.0%
25 - 34	104	95	50	12	63	33	29	100
%V	13.6%	13.1%	14.5%	16.0%	11.2%	12.3%	9.8%	14.9%
%H		91.3%	48.1%	11.5%	60.6%	31.7%	27.9%	96.2%
35 - 44	108	101	50	15	73	39	34	106
%V	14.2%	13.9%	14.5%	20.0%	12.9%	14.6%	11.5%	15.8%
%H		93.5%	46.3%	13.9%	67.6%	36.1%	31.5%	98.1%
45 - 54	130	123	66	10	96	51	45	121
%V	17.1%	16.9%	19.2%	13.3%	17.0%	19.0%	15.2%	18.0%
%H		94.6%	50.8%	7.7%	73.8%	39.2%	34.6%	93.1%
55 - 64	115	112	54	12	89	43	46	106
%V	15.1%	15.4%	15.7%	16.0%	15.8%	16.0%	15.5%	15.8%
%H		97.4%	47.0%	10.4%	77.4%	37.4%	40.0%	92.2%
65+	218	213	86	12	181	67	114	156
%V	28.6%	29.3%	25.0%	16.0%	32.1%	25.0%	38.5%	23.2%
%H		97.7%	39.4%	5.5%	83.0%	30.7%	52.3%	71.6%

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 2014 - June 2015

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+)	762	727	344	75	564	268	296	673
%H		95.4%	45.1%	9.8%	74.0%	35.2%	38.8%	88.3%
AB	230	222	100	20	173	74	98	218
%V	30.2%	30.5%	29.1%	26.7%	30.7%	27.6%	33.1%	32.4%
%H		96.5%	43.5%	8.7%	75.2%	32.2%	42.6%	94.8%
C1	203	192	99	24	147	80	67	185
%V	26.6%	26.4%	28.8%	32.0%	26.1%	29.9%	22.6%	27.5%
%H		94.6%	48.8%	11.8%	72.4%	39.4%	33.0%	91.1%
C2	205	198	94	19	160	79	81	176
%V	26.9%	27.2%	27.3%	25.3%	28.4%	29.5%	27.4%	26.2%
%H		96.6%	45.9%	9.3%	78.0%	38.5%	39.5%	85.9%
D	87	82	35	9	60	24	36	70
%V	11.4%	11.3%	10.2%	12.0%	10.6%	9.0%	12.2%	10.4%
%H		94.3%	40.2%	10.3%	69.0%	27.6%	41.4%	80.5%
E	37	33	16	3	24	11	13	23
%V	4.9%	4.5%	4.7%	4.0%	4.3%	4.1%	4.4%	3.4%
%H		89.2%	43.2%	8.1%	64.9%	29.7%	35.1%	62.2%

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 2014 - June 2015

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+)	762	727	344	75	564	268	296	673
%H		95.4%	45.1%	9.8%	74.0%	35.2%	38.8%	88.3%
Working full time	406	389	206	45	286	156	130	393
%V	53.3%	53.5%	59.9%	60.0%	50.7%	58.2%	43.9%	58.4%
%H		95.8%	50.7%	11.1%	70.4%	38.4%	32.0%	96.8%
Working part time	54	50	19	8	36	15	22	48
%V	7.1%	6.9%	5.5%	10.7%	6.4%	5.6%	7.4%	7.1%
%H		92.6%	35.2%	14.8%	66.7%	27.8%	40.7%	88.9%
Not working	302	289	119	23	242	98	144	232
%V	39.6%	39.8%	34.6%	30.7%	42.9%	36.6%	48.6%	34.5%
%H		95.7%	39.4%	7.6%	80.1%	32.5%	47.7%	76.8%
Housewife/Houseperson	197	181	74	15	145	58	87	148
%V	25.9%	24.9%	21.5%	20.0%	25.7%	21.6%	29.4%	22.0%
%H		91.9%	37.6%	7.6%	73.6%	29.4%	44.2%	75.1%

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 2014 - June 2015

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+)	825	789	342	76	615	257	357	696
%H		95.6%	41.5%	9.2%	74.5%	31.2%	43.3%	84.4%
16 - 19	41	39	18	6	27	14	13	39
%V	5.0%	4.9%	5.3%	7.9%	4.4%	5.4%	3.6%	5.6%
%H		95.1%	43.9%	14.6%	65.9%	34.1%	31.7%	95.1%
20 - 24	60	56	25	6	40	19	21	56
%V	7.3%	7.1%	7.3%	7.9%	6.5%	7.4%	5.9%	8.0%
%H		93.3%	41.7%	10.0%	66.7%	31.7%	35.0%	93.3%
25 - 34	102	94	44	11	65	30	35	98
%V	12.4%	11.9%	12.9%	14.5%	10.6%	11.7%	9.8%	14.1%
%H		92.2%	43.1%	10.8%	63.7%	29.4%	34.3%	96.1%
35 - 44	118	112	61	13	81	43	38	115
%V	14.3%	14.2%	17.8%	17.1%	13.2%	16.7%	10.6%	16.5%
%H		94.9%	51.7%	11.0%	68.6%	36.4%	32.2%	97.5%
45 - 54	128	124	62	14	91	46	45	119
%V	15.5%	15.7%	18.1%	18.4%	14.8%	17.9%	12.6%	17.1%
%H		96.9%	48.4%	10.9%	71.1%	35.9%	35.2%	93.0%
55 - 64	138	132	62	11	106	47	59	129
%V	16.7%	16.7%	18.1%	14.5%	17.2%	18.3%	16.5%	18.5%
%H		95.7%	44.9%	8.0%	76.8%	34.1%	42.8%	93.5%
65+	239	231	70	15	204	57	147	140
%V	29.0%	29.3%	20.5%	19.7%	33.2%	22.2%	41.2%	20.1%
%H		96.7%	29.3%	6.3%	85.4%	23.8%	61.5%	58.6%

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 2014 - June 2015

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+)		825	789	342	76	615	257	357	696
	%H		95.6%	41.5%	9.2%	74.5%	31.2%	43.3%	84.4%
AB		231	222	101	17	170	68	102	213
	%V	28.0%	28.1%	29.5%	22.4%	27.6%	26.5%	28.6%	30.6%
	%H		96.1%	43.7%	7.4%	73.6%	29.4%	44.2%	92.2%
C1		234	220	95	23	174	75	98	205
	%V	28.4%	27.9%	27.8%	30.3%	28.3%	29.2%	27.5%	29.5%
	%H		94.0%	40.6%	9.8%	74.4%	32.1%	41.9%	87.6%
C2		187	184	87	19	146	71	75	167
	%V	22.7%	23.3%	25.4%	25.0%	23.7%	27.6%	21.0%	24.0%
	%H		98.4%	46.5%	10.2%	78.1%	38.0%	40.1%	89.3%
D		109	105	39	11	79	29	50	79
	%V	13.2%	13.3%	11.4%	14.5%	12.8%	11.3%	14.0%	11.4%
	%H		96.3%	35.8%	10.1%	72.5%	26.6%	45.9%	72.5%
E		64	58	20	6	46	14	32	32
	%V	7.8%	7.4%	5.8%	7.9%	7.5%	5.4%	9.0%	4.6%
	%H		90.6%	31.3%	9.4%	71.9%	21.9%	50.0%	50.0%

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 2014 - June 2015

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+)	825	789	342	76	615	257	357	696
%H		95.6%	41.5%	9.2%	74.5%	31.2%	43.3%	84.4%
Working full time	256	241	122	27	176	91	85	247
%V	31.0%	30.5%	35.7%	35.5%	28.6%	35.4%	23.8%	35.5%
%H		94.1%	47.7%	10.5%	68.8%	35.5%	33.2%	96.5%
Working part time	151	147	68	17	112	53	60	143
%V	18.3%	18.6%	19.9%	22.4%	18.2%	20.6%	16.8%	20.5%
%H		97.4%	45.0%	11.3%	74.2%	35.1%	39.7%	94.7%
Not working	418	401	152	32	326	114	212	305
%V	50.7%	50.8%	44.4%	42.1%	53.0%	44.4%	59.4%	43.8%
%H		95.9%	36.4%	7.7%	78.0%	27.3%	50.7%	73.0%
Housewife/Houseperson	669	639	267	60	498	197	301	549
%V	81.1%	81.0%	78.1%	78.9%	81.0%	76.7%	84.3%	78.9%
%H		95.5%	39.9%	9.0%	74.4%	29.4%	45.0%	82.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC South

Household level data

Table 7.1: Social Grade

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
AB	728	691	298	124	504	237	267	686
%V	34.7%	34.8%	37.1%	39.5%	35.3%	41.3%	31.3%	38.6%
%H (All HH)		94.9%	40.9%	17.0%	69.2%	32.6%	36.7%	94.2%
%H (TV HH)			43.1%	17.9%	72.9%	34.3%	38.6%	
C1	597	563	234	76	389	142	247	525
%V	28.5%	28.3%	29.1%	24.2%	27.2%	24.7%	28.9%	29.5%
%H (All HH)		94.3%	39.2%	12.7%	65.2%	23.8%	41.4%	87.9%
%H (TV HH)			41.6%	13.5%	69.1%	25.2%	43.9%	
C2	392	380	160	67	269	117	152	333
%V	18.7%	19.1%	19.9%	21.3%	18.8%	20.4%	17.8%	18.7%
%H (All HH)		96.9%	40.8%	17.1%	68.6%	29.8%	38.8%	84.9%
%H (TV HH)			42.1%	17.6%	70.8%	30.8%	40.0%	
D	253	237	85	33	174	58	116	170
%V	12.1%	11.9%	10.6%	10.5%	12.2%	10.1%	13.6%	9.6%
%H (All HH)		93.7%	33.6%	13.0%	68.8%	22.9%	45.8%	67.2%
%H (TV HH)			35.9%	13.9%	73.4%	24.5%	48.9%	
E	125	115	26	15	92	20	72	65
%V	6.0%	5.8%	3.2%	4.8%	6.4%	3.5%	8.4%	3.7%
%H (All HH)		92.0%	20.8%	12.0%	73.6%	16.0%	57.6%	52.0%
%H (TV HH)			22.6%	13.0%	80.0%	17.4%	62.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Under 25	70	61	20	10	40	13	27	68
%V	3.3%	3.1%	2.5%	3.2%	2.8%	2.3%	3.2%	3.8%
%H (All HH)		87.1%	28.6%	14.3%	57.1%	18.6%	38.6%	97.1%
%H (TV HH)			32.8%	16.4%	65.6%	21.3%	44.3%	
25 - 34	320	292	150	44	168	77	91	306
%V	15.3%	14.7%	18.7%	14.0%	11.8%	13.4%	10.7%	17.2%
%H (All HH)		91.3%	46.9%	13.8%	52.5%	24.1%	28.4%	95.6%
%H (TV HH)			51.4%	15.1%	57.5%	26.4%	31.2%	
35 - 44	347	326	164	59	201	100	101	334
%V	16.6%	16.4%	20.4%	18.8%	14.1%	17.4%	11.8%	18.8%
%H (All HH)		93.9%	47.3%	17.0%	57.9%	28.8%	29.1%	96.3%
%H (TV HH)			50.3%	18.1%	61.7%	30.7%	31.0%	
45 - 54	409	394	184	81	280	151	129	389
%V	19.5%	19.8%	22.9%	25.8%	19.6%	26.3%	15.1%	21.9%
%H (All HH)		96.3%	45.0%	19.8%	68.5%	36.9%	31.5%	95.1%
%H (TV HH)			46.7%	20.6%	71.1%	38.3%	32.7%	
55 - 64	337	321	118	66	245	107	137	303
%V	16.1%	16.2%	14.7%	21.0%	17.2%	18.6%	16.0%	17.0%
%H (All HH)		95.3%	35.0%	19.6%	72.7%	31.8%	40.7%	89.9%
%H (TV HH)			36.8%	20.6%	76.3%	33.3%	42.7%	
65 +	611	592	169	54	495	126	368	378
%V	29.2%	29.8%	21.0%	17.2%	34.7%	22.0%	43.1%	21.2%
%H (All HH)		96.9%	27.7%	8.8%	81.0%	20.6%	60.2%	61.9%
%H (TV HH)			28.5%	9.1%	83.6%	21.3%	62.2%	

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 2014 - June 2015

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
1	619	566	139	63	450	91	358	393
%V	29.5%	28.5%	17.3%	20.1%	31.5%	15.9%	41.9%	22.1%
%H (All HH)		91.4%	22.5%	10.2%	72.7%	14.7%	57.8%	63.5%
%H (TV HH)			24.6%	11.1%	79.5%	16.1%	63.3%	
2	729	702	295	94	525	214	311	655
%V	34.8%	35.3%	36.7%	29.9%	36.8%	37.3%	36.4%	36.8%
%H (All HH)		96.3%	40.5%	12.9%	72.0%	29.4%	42.7%	89.8%
%H (TV HH)			42.0%	13.4%	74.8%	30.5%	44.3%	
3	330	313	149	71	197	105	92	322
%V	15.8%	15.8%	18.5%	22.6%	13.8%	18.3%	10.8%	18.1%
%H (All HH)		94.8%	45.2%	21.5%	59.7%	31.8%	27.9%	97.6%
%H (TV HH)			47.6%	22.7%	62.9%	33.5%	29.4%	
4	281	271	149	56	176	111	64	275
%V	13.4%	13.6%	18.5%	17.8%	12.3%	19.3%	7.5%	15.5%
%H (All HH)		96.4%	53.0%	19.9%	62.6%	39.5%	22.8%	97.9%
%H (TV HH)			55.0%	20.7%	64.9%	41.0%	23.6%	
5+	136	133	72	30	81	52	29	135
%V	6.5%	6.7%	9.0%	9.6%	5.7%	9.1%	3.4%	7.6%
%H (All HH)		97.8%	52.9%	22.1%	59.6%	38.2%	21.3%	99.3%
%H (TV HH)			54.1%	22.6%	60.9%	39.1%	21.8%	
Average HH size	2.35	2.37	2.69	2.70	2.26	2.72	1.95	2.53

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 2014 - June 2015

BBC South

Household level data

Table 7.4: Presence of Children

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Without	1542	1452	510	205	1108	383	725	1240
%V	73.6%	73.1%	63.4%	65.3%	77.6%	66.7%	84.9%	69.7%
%H (All HH)		94.2%	33.1%	13.3%	71.9%	24.8%	47.0%	80.4%
%H (TV HH)			35.1%	14.1%	76.3%	26.4%	49.9%	
With	552	533	294	109	320	191	129	539
%V	26.3%	26.8%	36.6%	34.7%	22.4%	33.3%	15.1%	30.3%
%H (All HH)		96.6%	53.3%	19.7%	58.0%	34.6%	23.4%	97.6%
%H (TV HH)			55.2%	20.5%	60.0%	35.8%	24.2%	
0 - 3	212	202	105	40	121	68	53	204
%V	10.1%	10.2%	13.1%	12.7%	8.5%	11.8%	6.2%	11.5%
%H (All HH)		95.3%	49.5%	18.9%	57.1%	32.1%	25.0%	96.2%
%H (TV HH)			52.0%	19.8%	59.9%	33.7%	26.2%	
4 - 9	274	267	148	50	158	90	68	266
%V	13.1%	13.4%	18.4%	15.9%	11.1%	15.7%	8.0%	15.0%
%H (All HH)		97.4%	54.0%	18.2%	57.7%	32.8%	24.8%	97.1%
%H (TV HH)			55.4%	18.7%	59.2%	33.7%	25.5%	
10 - 15	244	238	134	50	149	94	55	240
%V	11.6%	12.0%	16.7%	15.9%	10.4%	16.4%	6.4%	13.5%
%H (All HH)		97.5%	54.9%	20.5%	61.1%	38.5%	22.5%	98.4%
%H (TV HH)			56.3%	21.0%	62.6%	39.5%	23.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC South

Household level data

Table 7.5: Number of TV sets in household

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
1	797	797	251	99	526	98	429	622
%V	38.0%	40.1%	31.2%	31.5%	36.8%	17.1%	50.2%	35.0%
%H (All HH)		100.0%	31.5%	12.4%	66.0%	12.3%	53.8%	78.0%
%H (TV HH)			31.5%	12.4%	66.0%	12.3%	53.8%	
2	694	694	294	113	502	217	285	601
%V	33.1%	34.9%	36.6%	36.0%	35.2%	37.8%	33.4%	33.8%
%H (All HH)		100.0%	42.4%	16.3%	72.3%	31.3%	41.1%	86.6%
%H (TV HH)			42.4%	16.3%	72.3%	31.3%	41.1%	
3	307	307	152	61	247	150	98	288
%V	14.7%	15.5%	18.9%	19.4%	17.3%	26.1%	11.5%	16.2%
%H (All HH)		100.0%	49.5%	19.9%	80.5%	48.9%	31.9%	93.8%
%H (TV HH)			49.5%	19.9%	80.5%	48.9%	31.9%	
4	120	120	68	25	97	69	28	115
%V	5.7%	6.0%	8.5%	8.0%	6.8%	12.0%	3.3%	6.5%
%H (All HH)		100.0%	56.7%	20.8%	80.8%	57.5%	23.3%	95.8%
%H (TV HH)			56.7%	20.8%	80.8%	57.5%	23.3%	
5+	67	67	39	16	55	41	14	66
%V	3.2%	3.4%	4.9%	5.1%	3.9%	7.1%	1.6%	3.7%
%H (All HH)		100.0%	58.2%	23.9%	82.1%	61.2%	20.9%	98.5%
%H (TV HH)			58.2%	23.9%	82.1%	61.2%	20.9%	

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 2014 - June 2015

BBC South

Household level data

Table 7.6: Screen size

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Under 20"	445	445	174	70	370	173	197	382
%V	21.2%	22.4%	21.6%	22.3%	25.9%	30.1%	23.1%	21.5%
%H (All HH)		100.0%	39.1%	15.7%	83.1%	38.9%	44.3%	85.8%
%H (TV HH)			39.1%	15.7%	83.1%	38.9%	44.3%	
20" - 29"	728	728	280	104	586	239	347	600
%V	34.7%	36.7%	34.8%	33.1%	41.0%	41.6%	40.6%	33.7%
%H (All HH)		100.0%	38.5%	14.3%	80.5%	32.8%	47.7%	82.4%
%H (TV HH)			38.5%	14.3%	80.5%	32.8%	47.7%	
30" - 39"	1037	1037	428	171	766	329	437	895
%V	49.5%	52.2%	53.2%	54.5%	53.6%	57.3%	51.2%	50.3%
%H (All HH)		100.0%	41.3%	16.5%	73.9%	31.7%	42.1%	86.3%
%H (TV HH)			41.3%	16.5%	73.9%	31.7%	42.1%	
40" and over	959	959	499	190	636	368	268	901
%V	45.8%	48.3%	62.1%	60.5%	44.5%	64.1%	31.4%	50.6%
%H (All HH)		100.0%	52.0%	19.8%	66.3%	38.4%	27.9%	94.0%
%H (TV HH)			52.0%	19.8%	66.3%	38.4%	27.9%	

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 2014 - June 2015

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Main living room	1955	1955	800	312	1406	570	836	1667
%V	93.3%	98.4%	99.5%	99.4%	98.5%	99.3%	97.9%	93.7%
%H (All HH)		100.0%	40.9%	16.0%	71.9%	29.2%	42.8%	85.3%
%H (TV HH)			40.9%	16.0%	71.9%	29.2%	42.8%	
Kitchen	241	241	108	44	211	118	92	217
%V	11.5%	12.1%	13.4%	14.0%	14.8%	20.6%	10.8%	12.2%
%H (All HH)		100.0%	44.8%	18.3%	87.6%	49.0%	38.2%	90.0%
%H (TV HH)			44.8%	18.3%	87.6%	49.0%	38.2%	
Adult's bedroom	897	897	423	165	685	373	311	812
%V	42.8%	45.2%	52.6%	52.5%	48.0%	65.0%	36.4%	45.6%
%H (All HH)		100.0%	47.2%	18.4%	76.4%	41.6%	34.7%	90.5%
%H (TV HH)			47.2%	18.4%	76.4%	41.6%	34.7%	
Child's bedroom	183	183	105	39	129	88	41	174
%V	8.7%	9.2%	13.1%	12.4%	9.0%	15.3%	4.8%	9.8%
%H (All HH)		100.0%	57.4%	21.3%	70.5%	48.1%	22.4%	95.1%
%H (TV HH)			57.4%	21.3%	70.5%	48.1%	22.4%	
Other bedroom	93	93	48	18	73	45	28	87
%V	4.4%	4.7%	6.0%	5.7%	5.1%	7.8%	3.3%	4.9%
%H (All HH)		100.0%	51.6%	19.4%	78.5%	48.4%	30.1%	93.5%
%H (TV HH)			51.6%	19.4%	78.5%	48.4%	30.1%	
Second living/dining room	169	169	80	29	134	73	60	155
%V	8.1%	8.5%	10.0%	9.2%	9.4%	12.7%	7.0%	8.7%
%H (All HH)		100.0%	47.3%	17.2%	79.3%	43.2%	35.5%	91.7%
%H (TV HH)			47.3%	17.2%	79.3%	43.2%	35.5%	
Study/office	52	52	27	5	43	23	20	51
%V	2.5%	2.6%	3.4%	1.6%	3.0%	4.0%	2.3%	2.9%
%H (All HH)		100.0%	51.9%	9.6%	82.7%	44.2%	38.5%	98.1%
%H (TV HH)			51.9%	9.6%	82.7%	44.2%	38.5%	
TV room	22	22	12	2	16	8	8	21
%V	1.1%	1.1%	1.5%	0.6%	1.1%	1.4%	0.9%	1.2%
%H (All HH)		100.0%	54.5%	9.1%	72.7%	36.4%	36.4%	95.5%
%H (TV HH)			54.5%	9.1%	72.7%	36.4%	36.4%	
Conservatory	36	36	17	6	28	16	12	33
%V	1.7%	1.8%	2.1%	1.9%	2.0%	2.8%	1.4%	1.9%
%H (All HH)		100.0%	47.2%	16.7%	77.8%	44.4%	33.3%	91.7%
%H (TV HH)			47.2%	16.7%	77.8%	44.4%	33.3%	
Attic or loft room	2	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.1%	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	24	24	17	3	20	15	4	23
%V	1.1%	1.2%	2.1%	1.0%	1.4%	2.6%	0.5%	1.3%
%H (All HH)		100.0%	70.8%	12.5%	83.3%	62.5%	16.7%	95.8%
%H (TV HH)			70.8%	12.5%	83.3%	62.5%	16.7%	

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

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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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Any DSAT provider	804	804	804	11	441	441	0	758
%V	38.4%	40.5%	100.0%	3.5%	30.9%	76.8%	0.0%	42.6%
%H (All HH)			100.0%	1.4%	54.9%	54.9%	0.0%	94.3%
%H (TV HH)			100.0%	1.4%	54.9%	54.9%	0.0%	
Sky with subcription	670	670	670	5	362	362	0	641
%V	32.0%	33.7%	83.3%	1.6%	25.4%	63.1%	0.0%	36.0%
%H (All HH)			100.0%	0.7%	54.0%	54.0%	0.0%	95.7%
%H (TV HH)			100.0%	0.7%	54.0%	54.0%	0.0%	
Sky without subscription	30	30	30	1	18	18	0	26
%V	1.4%	1.5%	3.7%	0.3%	1.3%	3.1%	0.0%	1.5%
%H (All HH)			100.0%	3.3%	60.0%	60.0%	0.0%	86.7%
%H (TV HH)			100.0%	3.3%	60.0%	60.0%	0.0%	
Freesat	129	129	129	6	77	77	0	117
%V	6.2%	6.5%	16.0%	1.9%	5.4%	13.4%	0.0%	6.6%
%H (All HH)			100.0%	4.7%	59.7%	59.7%	0.0%	90.7%
%H (TV HH)			100.0%	4.7%	59.7%	59.7%	0.0%	
Other satellite provider	20	20	20	1	12	12	0	18
%V	1.0%	1.0%	2.5%	0.3%	0.8%	2.1%	0.0%	1.0%
%H (All HH)			100.0%	5.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	5.0%	60.0%	60.0%	0.0%	
DCAB	314	314	11	314	138	138	0	298
%V	15.0%	15.8%	1.4%	100.0%	9.7%	24.0%	0.0%	16.8%
%H (All HH)			3.5%	100.0%	43.9%	43.9%	0.0%	94.9%
%H (TV HH)			3.5%	100.0%	43.9%	43.9%	0.0%	
DTT	1428	1428	441	138	1428	574	854	1177
%V	68.2%	71.9%	54.9%	43.9%	100.0%	100.0%	100.0%	66.2%
%H (All HH)		100.0%	30.9%	9.7%	100.0%	40.2%	59.8%	82.4%
%H (TV HH)			30.9%	9.7%	100.0%	40.2%	59.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
PVR	1270	1270	704	269	817	511	306	1189
%V	60.6%	63.9%	87.6%	85.7%	57.2%	89.0%	35.8%	66.8%
%H (All HH)		100.0%	55.4%	21.2%	64.3%	40.2%	24.1%	93.6%
%H (TV HH)			55.4%	21.2%	64.3%	40.2%	24.1%	
DVDR	86	86	25	14	73	27	47	73
%V	4.1%	4.3%	3.1%	4.5%	5.1%	4.7%	5.5%	4.1%
%H (All HH)		100.0%	29.1%	16.3%	84.9%	31.4%	54.7%	84.9%
%H (TV HH)			29.1%	16.3%	84.9%	31.4%	54.7%	
VCR	44	44	9	7	37	10	27	29
%V	2.1%	2.2%	1.1%	2.2%	2.6%	1.7%	3.2%	1.6%
%H (All HH)		100.0%	20.5%	15.9%	84.1%	22.7%	61.4%	65.9%
%H (TV HH)			20.5%	15.9%	84.1%	22.7%	61.4%	
Any recorder	1321	1321	710	272	866	517	349	1224
%V	63.1%	66.5%	88.3%	86.6%	60.6%	90.1%	40.9%	68.8%
%H (All HH)		100.0%	53.7%	20.6%	65.6%	39.1%	26.4%	92.7%
%H (TV HH)			53.7%	20.6%	65.6%	39.1%	26.4%	
Receives HDTV (via STB or built-in reception)	1261	1261	647	262	850	487	363	1175
%V	60.2%	63.5%	80.5%	83.4%	59.5%	84.8%	42.5%	66.0%
%H (All HH)		100.0%	51.3%	20.8%	67.4%	38.6%	28.8%	93.2%
%H (TV HH)			51.3%	20.8%	67.4%	38.6%	28.8%	
DVD/Blu-ray player or recorder	1497	1497	631	254	1100	482	617	1332
%V	71.5%	75.4%	78.5%	80.9%	77.0%	84.0%	72.2%	74.9%
%H (All HH)		100.0%	42.2%	17.0%	73.5%	32.2%	41.2%	89.0%
%H (TV HH)			42.2%	17.0%	73.5%	32.2%	41.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2095	1986	804	314	1428	574	854	1779
%H (All HH)		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%
%H (TV HH)			40.5%	15.8%	71.9%	28.9%	43.0%	
Has broadband internet	1779	1693	758	298	1177	551	626	1779
%V	84.9%	85.2%	94.3%	94.9%	82.4%	96.0%	73.3%	100.0%
%H (All HH)		95.2%	42.6%	16.8%	66.2%	31.0%	35.2%	100.0%
%H (TV HH)			44.8%	17.6%	69.5%	32.5%	37.0%	
Number of computers (PCs and laptops)								
0	325	303	56	22	254	32	223	39
%V	15.5%	15.3%	7.0%	7.0%	17.8%	5.6%	26.1%	2.2%
%H (All HH)		93.2%	17.2%	6.8%	78.2%	9.8%	68.6%	12.0%
%H (TV HH)			18.5%	7.3%	83.8%	10.6%	73.6%	
1	497	464	151	58	348	97	252	472
%V	23.7%	23.4%	18.8%	18.5%	24.4%	16.9%	29.5%	26.5%
%H (All HH)		93.4%	30.4%	11.7%	70.0%	19.5%	50.7%	95.0%
%H (TV HH)			32.5%	12.5%	75.0%	20.9%	54.3%	
2	517	494	224	86	335	153	182	513
%V	24.7%	24.9%	27.9%	27.4%	23.5%	26.7%	21.3%	28.8%
%H (All HH)		95.6%	43.3%	16.6%	64.8%	29.6%	35.2%	99.2%
%H (TV HH)			45.3%	17.4%	67.8%	31.0%	36.8%	
3	326	311	148	61	208	111	97	325
%V	15.6%	15.7%	18.4%	19.4%	14.6%	19.3%	11.4%	18.3%
%H (All HH)		95.4%	45.4%	18.7%	63.8%	34.0%	29.8%	99.7%
%H (TV HH)			47.6%	19.6%	66.9%	35.7%	31.2%	
4	197	190	103	36	128	77	51	197
%V	9.4%	9.6%	12.8%	11.5%	9.0%	13.4%	6.0%	11.1%
%H (All HH)		96.4%	52.3%	18.3%	65.0%	39.1%	25.9%	100.0%
%H (TV HH)			54.2%	18.9%	67.4%	40.5%	26.8%	
5+	234	225	122	51	155	105	50	233
%V	11.2%	11.3%	15.2%	16.2%	10.9%	18.3%	5.9%	13.1%
%H (All HH)		96.2%	52.1%	21.8%	66.2%	44.9%	21.4%	99.6%
%H (TV HH)			54.2%	22.7%	68.9%	46.7%	22.2%	

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

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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	3959	1789	695	2967	1486	1481	3518
%H		45.2%	17.6%	74.9%	37.5%	37.4%	88.9%
Under 20"	560	231	86	468	227	241	489
%V	14.1%	12.9%	12.4%	15.8%	15.3%	16.3%	13.9%
%H		41.3%	15.4%	83.6%	40.5%	43.0%	87.3%
20" - 29"	931	371	135	757	327	431	782
%V	23.5%	20.7%	19.4%	25.5%	22.0%	29.1%	22.2%
%H		39.8%	14.5%	81.3%	35.1%	46.3%	84.0%
30" - 39"	1259	543	227	937	446	491	1104
%V	31.8%	30.4%	32.7%	31.6%	30.0%	33.2%	31.4%
%H		43.1%	18.0%	74.4%	35.4%	39.0%	87.7%
40" and over	1166	628	234	774	469	305	1104
%V	29.5%	35.1%	33.7%	26.1%	31.6%	20.6%	31.4%
%H		53.9%	20.1%	66.4%	40.2%	26.2%	94.7%
Don't know	44	17	13	31	18	13	39
%V	1.1%	1.0%	1.9%	1.0%	1.2%	0.9%	1.1%
%H		38.6%	29.5%	70.5%	40.9%	29.5%	88.6%

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 2014 - June 2015

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	3959	1789	695	2967	1486	1481	3518
%H		45.2%	17.6%	74.9%	37.5%	37.4%	88.9%
Main living room	1970	806	316	1416	575	841	1681
%V	49.8%	45.1%	45.5%	47.7%	38.7%	56.8%	47.8%
%H		40.9%	16.0%	71.9%	29.2%	42.7%	85.3%
Kitchen	242	108	45	211	118	92	218
%V	6.1%	6.0%	6.5%	7.1%	7.9%	6.2%	6.2%
%H		44.6%	18.6%	87.2%	48.8%	38.0%	90.1%
Adult's bedroom	1087	517	212	834	474	360	996
%V	27.5%	28.9%	30.5%	28.1%	31.9%	24.3%	28.3%
%H		47.6%	19.5%	76.7%	43.6%	33.1%	91.6%
Child's bedroom	237	139	52	170	118	52	227
%V	6.0%	7.8%	7.5%	5.7%	7.9%	3.5%	6.5%
%H		58.6%	21.9%	71.7%	49.8%	21.9%	95.8%
Other bedroom	107	58	23	85	57	28	101
%V	2.7%	3.2%	3.3%	2.9%	3.8%	1.9%	2.9%
%H		54.2%	21.5%	79.4%	53.3%	26.2%	94.4%
Second living/dining room	174	83	30	138	76	62	160
%V	4.4%	4.6%	4.3%	4.7%	5.1%	4.2%	4.5%
%H		47.7%	17.2%	79.3%	43.7%	35.6%	92.0%
Study/office	52	28	5	44	24	20	51
%V	1.3%	1.6%	0.7%	1.5%	1.6%	1.4%	1.4%
%H		53.8%	9.6%	84.6%	46.2%	38.5%	98.1%
TV room	22	12	2	16	8	8	21
%V	0.6%	0.7%	0.3%	0.5%	0.5%	0.5%	0.6%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	95.5%
Conservatory	36	17	6	28	16	12	33
%V	0.9%	1.0%	0.9%	0.9%	1.1%	0.8%	0.9%
%H		47.2%	16.7%	77.8%	44.4%	33.3%	91.7%
Attic or loft room	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	28	18	3	22	16	6	26
%V	0.7%	1.0%	0.4%	0.7%	1.1%	0.4%	0.7%
%H		64.3%	10.7%	78.6%	57.1%	21.4%	92.9%

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 2014 - June 2015

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	3959	1789	695	2967	1486	1481	3518
%H		45.2%	17.6%	74.9%	37.5%	37.4%	88.9%
PVR	1676	963	381	1059	708	351	1585
%V	42.3%	53.8%	54.8%	35.7%	47.6%	23.7%	45.1%
%H		57.5%	22.7%	63.2%	42.2%	20.9%	94.6%
DVDR	90	28	14	77	28	49	77
%V	2.3%	1.6%	2.0%	2.6%	1.9%	3.3%	2.2%
%H		31.1%	15.6%	85.6%	31.1%	54.4%	85.6%
VCR	49	10	7	42	11	31	33
%V	1.2%	0.6%	1.0%	1.4%	0.7%	2.1%	0.9%
%H		20.4%	14.3%	85.7%	22.4%	63.3%	67.3%
Any recorder	1742	974	387	1119	720	399	1633
%V	44.0%	54.4%	55.7%	37.7%	48.5%	26.9%	46.4%
%H		55.9%	22.2%	64.2%	41.3%	22.9%	93.7%

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	3959	1789	695	2967	1486	1481	3518
%H		45.2%	17.6%	74.9%	37.5%	37.4%	88.9%
Receives HDTV (via STB or built-in reception)	1795	911	409	1239	745	493	1688
%V	45.3%	50.9%	58.8%	41.8%	50.1%	33.3%	48.0%
%H		50.8%	22.8%	69.0%	41.5%	27.5%	94.0%
DVD/Blu-ray player or recorder	2114	950	374	1585	780	805	1917
%V	53.4%	53.1%	53.8%	53.4%	52.5%	54.4%	54.5%
%H		44.9%	17.7%	75.0%	36.9%	38.1%	90.7%

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

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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	1977	804	313	1425	574	851	1685
%H		40.7%	15.8%	72.1%	29.0%	43.0%	85.2%
Under 20"	38	5	3	30	3	27	25
%V	1.9%	0.6%	1.0%	2.1%	0.5%	3.2%	1.5%
%H		13.2%	7.9%	78.9%	7.9%	71.1%	65.8%
20" - 29"	265	59	21	219	34	185	177
%V	13.4%	7.3%	6.7%	15.4%	5.9%	21.7%	10.5%
%H		22.3%	7.9%	82.6%	12.8%	69.8%	66.8%
30" - 39"	732	249	106	553	180	373	599
%V	37.0%	31.0%	33.9%	38.8%	31.4%	43.8%	35.5%
%H		34.0%	14.5%	75.5%	24.6%	51.0%	81.8%
40" and over	923	484	181	607	351	255	869
%V	46.7%	60.2%	57.8%	42.6%	61.1%	30.0%	51.6%
%H		52.4%	19.6%	65.8%	38.0%	27.6%	94.1%
Don't know	20	7	3	16	7	10	15
%V	1.0%	0.9%	1.0%	1.1%	1.2%	1.2%	0.9%
%H		35.0%	15.0%	80.0%	35.0%	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 2014 - June 2015

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	1977	804	313	1425	574	851	1685
%H		40.7%	15.8%	72.1%	29.0%	43.0%	85.2%
PVR	1257	698	268	807	506	301	1179
%V	63.6%	86.8%	85.6%	56.6%	88.2%	35.4%	70.0%
%H		55.5%	21.3%	64.2%	40.3%	23.9%	93.8%
DVDR	76	21	11	66	23	43	65
%V	3.8%	2.6%	3.5%	4.6%	4.0%	5.1%	3.9%
%H		27.6%	14.5%	86.8%	30.3%	56.6%	85.5%
VCR	37	8	5	31	8	23	22
%V	1.9%	1.0%	1.6%	2.2%	1.4%	2.7%	1.3%
%H		21.6%	13.5%	83.8%	21.6%	62.2%	59.5%
Any recorder	1305	703	271	853	511	341	1211
%V	66.0%	87.4%	86.6%	59.9%	89.0%	40.1%	71.9%
%H		53.9%	20.8%	65.4%	39.2%	26.1%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: 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	1977	804	313	1425	574	851	1685
%H		40.7%	15.8%	72.1%	29.0%	43.0%	85.2%
Receives HDTV (via STB or built-in reception)	1233	638	257	828	480	348	1150
%V	62.4%	79.4%	82.1%	58.1%	83.6%	40.9%	68.2%
%H		51.7%	20.8%	67.2%	38.9%	28.2%	93.3%
DVD/Blu-ray player or recorder	1405	581	239	1030	441	589	1245
%V	71.1%	72.3%	76.4%	72.3%	76.8%	69.2%	73.9%
%H		41.4%	17.0%	73.3%	31.4%	41.9%	88.6%

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

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BBC South

Set level data

Table 7.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1982	986	382	1541	912	630	1833
%H		49.7%	19.3%	77.7%	46.0%	31.8%	92.5%
Under 20"	522	226	83	437	224	213	465
%V	26.3%	22.9%	21.7%	28.4%	24.6%	33.8%	25.4%
%H		43.3%	15.9%	83.7%	42.9%	40.8%	89.1%
20" - 29"	666	312	114	539	293	245	605
%V	33.6%	31.6%	29.8%	35.0%	32.1%	38.9%	33.0%
%H		46.8%	17.1%	80.9%	44.0%	36.8%	90.8%
30" - 39"	527	294	122	384	266	118	506
%V	26.6%	29.8%	31.9%	24.9%	29.2%	18.7%	27.6%
%H		55.8%	23.1%	72.9%	50.5%	22.4%	96.0%
40" and over	244	144	53	167	117	49	235
%V	12.3%	14.6%	13.9%	10.8%	12.8%	7.8%	12.8%
%H		59.0%	21.7%	68.4%	48.0%	20.1%	96.3%
Don't know	24	10	10	15	11	3	24
%V	1.2%	1.0%	2.6%	1.0%	1.2%	0.5%	1.3%
%H		41.7%	41.7%	62.5%	45.8%	12.5%	100.0%

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 2014 - June 2015

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	1982	986	382	1541	912	630	1833
%H		49.7%	19.3%	77.7%	46.0%	31.8%	92.5%
PVR	419	265	112	252	202	50	406
%V	21.1%	26.9%	29.3%	16.4%	22.1%	7.9%	22.1%
%H		63.2%	26.7%	60.1%	48.2%	11.9%	96.9%
DVDR	14	6	2	11	5	6	12
%V	0.7%	0.6%	0.5%	0.7%	0.5%	1.0%	0.7%
%H		42.9%	14.3%	78.6%	35.7%	42.9%	85.7%
VCR	12	2	2	10	3	8	11
%V	0.6%	0.2%	0.5%	0.6%	0.3%	1.3%	0.6%
%H		16.7%	16.7%	83.3%	25.0%	66.7%	91.7%
Any recorder	437	271	116	266	208	58	422
%V	22.0%	27.5%	30.4%	17.3%	22.8%	9.2%	23.0%
%H		62.0%	26.5%	60.9%	47.6%	13.3%	96.6%

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	1982	986	382	1541	912	630	1833
%H		49.7%	19.3%	77.7%	46.0%	31.8%	92.5%
Receives HDTV (via STB or built-in reception)	562	273	152	411	266	145	538
%V	28.4%	27.7%	39.8%	26.7%	29.2%	23.0%	29.4%
%H		48.6%	27.0%	73.1%	47.3%	25.8%	95.7%
DVD/Blu-ray player or recorder	709	368	135	555	339	215	672
%V	35.8%	37.3%	35.3%	36.0%	37.2%	34.1%	36.7%
%H		51.9%	19.0%	78.3%	47.8%	30.3%	94.8%

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

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4927	4712	2165	849	3228	1563	1665	4493
%H		95.6%	43.9%	17.2%	65.5%	31.7%	33.8%	91.2%
Total Children	939	911	504	177	549	321	228	913
%V	19.1%	19.3%	23.3%	20.8%	17.0%	20.5%	13.7%	20.3%
%H		97.0%	53.7%	18.8%	58.5%	34.2%	24.3%	97.2%
0 - 3	249	238	125	47	143	81	63	240
%V	5.1%	5.1%	5.8%	5.5%	4.4%	5.2%	3.8%	5.3%
%H		95.6%	50.2%	18.9%	57.4%	32.5%	25.3%	96.4%
4 - 15	690	673	378	129	406	240	165	673
%V	14.0%	14.3%	17.5%	15.2%	12.6%	15.4%	9.9%	15.0%
%H		97.5%	54.8%	18.7%	58.8%	34.8%	23.9%	97.5%
4 - 9	370	361	204	65	212	124	88	358
%V	7.5%	7.7%	9.4%	7.7%	6.6%	7.9%	5.3%	8.0%
%H		97.6%	55.1%	17.6%	57.3%	33.5%	23.8%	96.8%
10 - 15	320	312	174	64	194	117	77	316
%V	6.5%	6.6%	8.0%	7.5%	6.0%	7.5%	4.6%	7.0%
%H		97.5%	54.4%	20.0%	60.6%	36.6%	24.1%	98.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4927	4712	2165	849	3228	1563	1665	4493
%H		95.6%	43.9%	17.2%	65.5%	31.7%	33.8%	91.2%
Total Adults (16+)	3988	3801	1662	673	2679	1241	1437	3580
%V	80.9%	80.7%	76.8%	79.3%	83.0%	79.4%	86.3%	79.7%
%H		95.3%	41.7%	16.9%	67.2%	31.1%	36.0%	89.8%
16 - 19	214	209	107	46	148	93	56	211
%V	4.3%	4.4%	4.9%	5.4%	4.6%	6.0%	3.4%	4.7%
%H		97.7%	50.0%	21.5%	69.2%	43.5%	26.2%	98.6%
20 - 24	290	269	103	65	175	93	82	284
%V	5.9%	5.7%	4.8%	7.7%	5.4%	6.0%	4.9%	6.3%
%H		92.8%	35.5%	22.4%	60.3%	32.1%	28.3%	97.9%
25 - 34	641	587	307	101	342	173	169	617
%V	13.0%	12.5%	14.2%	11.9%	10.6%	11.1%	10.2%	13.7%
%H		91.6%	47.9%	15.8%	53.4%	27.0%	26.4%	96.3%
35 - 44	634	598	304	114	365	189	176	615
%V	12.9%	12.7%	14.0%	13.4%	11.3%	12.1%	10.6%	13.7%
%H		94.3%	47.9%	18.0%	57.6%	29.8%	27.8%	97.0%
45 - 54	711	689	332	145	476	265	212	683
%V	14.4%	14.6%	15.3%	17.1%	14.7%	17.0%	12.7%	15.2%
%H		96.9%	46.7%	20.4%	66.9%	37.3%	29.8%	96.1%
55 - 64	571	547	225	112	418	203	215	527
%V	11.6%	11.6%	10.4%	13.2%	12.9%	13.0%	12.9%	11.7%
%H		95.8%	39.4%	19.6%	73.2%	35.6%	37.7%	92.3%
65+	929	902	284	89	754	226	528	643
%V	18.9%	19.1%	13.1%	10.5%	23.4%	14.5%	31.7%	14.3%
%H		97.1%	30.6%	9.6%	81.2%	24.3%	56.8%	69.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3988	3801	1662	673	2679	1241	1437	3580
%H		95.3%	41.7%	16.9%	67.2%	31.1%	36.0%	89.8%
AB	1435	1373	625	268	989	511	478	1377
%V	36.0%	36.1%	37.6%	39.8%	36.9%	41.2%	33.3%	38.5%
%H		95.7%	43.6%	18.7%	68.9%	35.6%	33.3%	96.0%
C1	1158	1101	482	168	758	326	432	1072
%V	29.0%	29.0%	29.0%	25.0%	28.3%	26.3%	30.1%	29.9%
%H		95.1%	41.6%	14.5%	65.5%	28.2%	37.3%	92.6%
C2	777	758	337	148	530	260	270	693
%V	19.5%	19.9%	20.3%	22.0%	19.8%	21.0%	18.8%	19.4%
%H		97.6%	43.4%	19.0%	68.2%	33.5%	34.7%	89.2%
D	455	417	175	69	285	114	170	343
%V	11.4%	11.0%	10.5%	10.3%	10.6%	9.2%	11.8%	9.6%
%H		91.6%	38.5%	15.2%	62.6%	25.1%	37.4%	75.4%
E	163	152	43	20	117	30	87	95
%V	4.1%	4.0%	2.6%	3.0%	4.4%	2.4%	6.1%	2.7%
%H		93.3%	26.4%	12.3%	71.8%	18.4%	53.4%	58.3%

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 2014 - June 2015

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+)	3988	3801	1662	673	2679	1241	1437	3580
%H		95.3%	41.7%	16.9%	67.2%	31.1%	36.0%	89.8%
Working full time	1991	1886	928	378	1226	658	568	1935
%V	49.9%	49.6%	55.8%	56.2%	45.8%	53.0%	39.5%	54.1%
%H		94.7%	46.6%	19.0%	61.6%	33.0%	28.5%	97.2%
Working part time	432	419	198	82	293	154	139	416
%V	10.8%	11.0%	11.9%	12.2%	10.9%	12.4%	9.7%	11.6%
%H		97.0%	45.8%	19.0%	67.8%	35.6%	32.2%	96.3%
Not working	1565	1495	535	212	1159	429	730	1228
%V	39.2%	39.3%	32.2%	31.5%	43.3%	34.6%	50.8%	34.3%
%H		95.5%	34.2%	13.5%	74.1%	27.4%	46.6%	78.5%
Housewife/Houseperson	2095	1986	804	314	1428	574	854	1779
%V	52.5%	52.2%	48.4%	46.7%	53.3%	46.3%	59.4%	49.7%
%H		94.8%	38.4%	15.0%	68.2%	27.4%	40.8%	84.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	1945	1847	840	334	1273	619	654	1768
%H		95.0%	43.2%	17.2%	65.4%	31.8%	33.6%	90.9%
16 - 19	120	119	57	32	81	50	31	118
%V	6.2%	6.4%	6.8%	9.6%	6.4%	8.1%	4.7%	6.7%
%H		99.2%	47.5%	26.7%	67.5%	41.7%	25.8%	98.3%
20 - 24	130	123	51	29	75	42	32	126
%V	6.7%	6.7%	6.1%	8.7%	5.9%	6.8%	4.9%	7.1%
%H		94.6%	39.2%	22.3%	57.7%	32.3%	24.6%	96.9%
25 - 34	326	297	155	49	169	86	83	312
%V	16.8%	16.1%	18.5%	14.7%	13.3%	13.9%	12.7%	17.6%
%H		91.1%	47.5%	15.0%	51.8%	26.4%	25.5%	95.7%
35 - 44	312	289	149	55	173	90	83	302
%V	16.0%	15.6%	17.7%	16.5%	13.6%	14.5%	12.7%	17.1%
%H		92.6%	47.8%	17.6%	55.4%	28.8%	26.6%	96.8%
45 - 54	342	329	159	69	222	120	102	325
%V	17.6%	17.8%	18.9%	20.7%	17.4%	19.4%	15.6%	18.4%
%H		96.2%	46.5%	20.2%	64.9%	35.1%	29.8%	95.0%
55 - 64	287	276	121	56	212	110	103	265
%V	14.8%	14.9%	14.4%	16.8%	16.7%	17.8%	15.7%	15.0%
%H		96.2%	42.2%	19.5%	73.9%	38.3%	35.9%	92.3%
65+	428	414	148	44	341	121	221	321
%V	22.0%	22.4%	17.6%	13.2%	26.8%	19.5%	33.8%	18.2%
%H		96.7%	34.6%	10.3%	79.7%	28.3%	51.6%	75.0%

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 2014 - June 2015

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+)	1945	1847	840	334	1273	619	654	1768
%H		95.0%	43.2%	17.2%	65.4%	31.8%	33.6%	90.9%
AB	718	686	321	132	487	257	230	689
%V	36.9%	37.1%	38.2%	39.5%	38.3%	41.5%	35.2%	39.0%
%H		95.5%	44.7%	18.4%	67.8%	35.8%	32.0%	96.0%
C1	541	517	240	80	344	157	187	513
%V	27.8%	28.0%	28.6%	24.0%	27.0%	25.4%	28.6%	29.0%
%H		95.6%	44.4%	14.8%	63.6%	29.0%	34.6%	94.8%
C2	411	400	177	80	277	136	141	366
%V	21.1%	21.7%	21.1%	24.0%	21.8%	22.0%	21.6%	20.7%
%H		97.3%	43.1%	19.5%	67.4%	33.1%	34.3%	89.1%
D	207	185	82	33	123	54	69	159
%V	10.6%	10.0%	9.8%	9.9%	9.7%	8.7%	10.6%	9.0%
%H		89.4%	39.6%	15.9%	59.4%	26.1%	33.3%	76.8%
E	68	59	21	9	41	14	27	40
%V	3.5%	3.2%	2.5%	2.7%	3.2%	2.3%	4.1%	2.3%
%H		86.8%	30.9%	13.2%	60.3%	20.6%	39.7%	58.8%

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 2014 - June 2015

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+)	1945	1847	840	334	1273	619	654	1768
%H		95.0%	43.2%	17.2%	65.4%	31.8%	33.6%	90.9%
Working full time	1216	1155	574	231	744	400	343	1179
%V	62.5%	62.5%	68.3%	69.2%	58.4%	64.6%	52.4%	66.7%
%H		95.0%	47.2%	19.0%	61.2%	32.9%	28.2%	97.0%
Working part time	77	71	35	12	49	26	23	71
%V	4.0%	3.8%	4.2%	3.6%	3.8%	4.2%	3.5%	4.0%
%H		92.2%	45.5%	15.6%	63.6%	33.8%	29.9%	92.2%
Not working	652	622	231	91	480	192	287	518
%V	33.5%	33.7%	27.5%	27.2%	37.7%	31.0%	43.9%	29.3%
%H		95.4%	35.4%	14.0%	73.6%	29.4%	44.0%	79.4%
Housewife/Houseperson	404	369	138	52	261	92	169	307
%V	20.8%	20.0%	16.4%	15.6%	20.5%	14.9%	25.8%	17.4%
%H		91.3%	34.2%	12.9%	64.6%	22.8%	41.8%	76.0%

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 2014 - June 2015

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+)	2043	1953	822	338	1406	623	784	1812
%H		95.6%	40.2%	16.5%	68.8%	30.5%	38.4%	88.7%
16 - 19	94	90	50	14	68	43	25	93
%V	4.6%	4.6%	6.1%	4.1%	4.8%	6.9%	3.2%	5.1%
%H		95.7%	53.2%	14.9%	72.3%	45.7%	26.6%	98.9%
20 - 24	160	146	52	37	100	51	50	158
%V	7.8%	7.5%	6.3%	10.9%	7.1%	8.2%	6.4%	8.7%
%H		91.3%	32.5%	23.1%	62.5%	31.9%	31.3%	98.8%
25 - 34	314	290	152	51	173	87	86	305
%V	15.4%	14.8%	18.5%	15.1%	12.3%	14.0%	11.0%	16.8%
%H		92.4%	48.4%	16.2%	55.1%	27.7%	27.4%	97.1%
35 - 44	321	309	155	59	192	99	93	313
%V	15.7%	15.8%	18.9%	17.5%	13.7%	15.9%	11.9%	17.3%
%H		96.3%	48.3%	18.4%	59.8%	30.8%	29.0%	97.5%
45 - 54	370	359	173	76	255	145	110	358
%V	18.1%	18.4%	21.0%	22.5%	18.1%	23.3%	14.0%	19.8%
%H		97.0%	46.8%	20.5%	68.9%	39.2%	29.7%	96.8%
55 - 64	283	270	104	56	206	93	112	262
%V	13.9%	13.8%	12.7%	16.6%	14.7%	14.9%	14.3%	14.5%
%H		95.4%	36.7%	19.8%	72.8%	32.9%	39.6%	92.6%
65+	501	488	136	45	412	105	307	322
%V	24.5%	25.0%	16.5%	13.3%	29.3%	16.9%	39.2%	17.8%
%H		97.4%	27.1%	9.0%	82.2%	21.0%	61.3%	64.3%

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 2014 - June 2015

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+)	2043	1953	822	338	1406	623	784	1812
%H		95.6%	40.2%	16.5%	68.8%	30.5%	38.4%	88.7%
AB	717	687	305	136	502	254	248	687
%V	35.1%	35.2%	37.1%	40.2%	35.7%	40.8%	31.6%	37.9%
%H		95.8%	42.5%	19.0%	70.0%	35.4%	34.6%	95.8%
C1	617	583	242	88	414	169	245	559
%V	30.2%	29.9%	29.4%	26.0%	29.4%	27.1%	31.3%	30.8%
%H		94.5%	39.2%	14.3%	67.1%	27.4%	39.7%	90.6%
C2	367	358	160	68	253	124	130	327
%V	18.0%	18.3%	19.5%	20.1%	18.0%	19.9%	16.6%	18.0%
%H		97.5%	43.6%	18.5%	68.9%	33.8%	35.4%	89.1%
D	247	232	93	36	162	60	102	184
%V	12.1%	11.9%	11.3%	10.7%	11.5%	9.6%	13.0%	10.2%
%H		93.9%	37.7%	14.6%	65.6%	24.3%	41.3%	74.5%
E	95	92	22	11	76	16	60	55
%V	4.7%	4.7%	2.7%	3.3%	5.4%	2.6%	7.7%	3.0%
%H		96.8%	23.2%	11.6%	80.0%	16.8%	63.2%	57.9%

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 2014 - June 2015

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+)	2043	1953	822	338	1406	623	784	1812
%H		95.6%	40.2%	16.5%	68.8%	30.5%	38.4%	88.7%
Working full time	775	732	354	147	482	258	224	756
%V	37.9%	37.5%	43.1%	43.5%	34.3%	41.4%	28.6%	41.7%
%H		94.5%	45.7%	19.0%	62.2%	33.3%	28.9%	97.5%
Working part time	355	348	164	70	244	128	116	345
%V	17.4%	17.8%	20.0%	20.7%	17.4%	20.5%	14.8%	19.0%
%H		98.0%	46.2%	19.7%	68.7%	36.1%	32.7%	97.2%
Not working	913	874	304	121	680	237	443	710
%V	44.7%	44.8%	37.0%	35.8%	48.4%	38.0%	56.5%	39.2%
%H		95.7%	33.3%	13.3%	74.5%	26.0%	48.5%	77.8%
Housewife/Houseperson	1691	1616	666	262	1166	482	685	1472
%V	82.8%	82.7%	81.0%	77.5%	82.9%	77.4%	87.4%	81.2%
%H		95.6%	39.4%	15.5%	69.0%	28.5%	40.5%	87.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%V (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
AB	576	562	266	72	429	208	221	539
%V	22.2%	22.8%	25.0%	23.8%	22.3%	24.1%	20.8%	26.1%
%H (All HH)		97.6%	46.2%	12.5%	74.5%	36.1%	38.4%	93.6%
%H (TV HH)			47.3%	12.8%	76.3%	37.0%	39.3%	
C1	668	618	259	88	474	216	258	566
%V	25.7%	25.1%	24.3%	29.1%	24.6%	25.0%	24.2%	27.4%
%H (All HH)		92.5%	38.8%	13.2%	71.0%	32.3%	38.6%	84.7%
%H (TV HH)			41.9%	14.2%	76.7%	35.0%	41.7%	
C2	627	606	271	73	498	239	259	500
%V	24.1%	24.6%	25.4%	24.2%	25.8%	27.7%	24.3%	24.2%
%H (All HH)		96.7%	43.2%	11.6%	79.4%	38.1%	41.3%	79.7%
%H (TV HH)			44.7%	12.0%	82.2%	39.4%	42.7%	
D	412	383	160	44	297	124	173	289
%V	15.9%	15.6%	15.0%	14.6%	15.4%	14.4%	16.3%	14.0%
%H (All HH)		93.0%	38.8%	10.7%	72.1%	30.1%	42.0%	70.1%
%H (TV HH)			41.8%	11.5%	77.5%	32.4%	45.2%	
E	316	290	109	26	229	77	152	172
%V	12.2%	11.8%	10.2%	8.6%	11.9%	8.9%	14.3%	8.3%
%H (All HH)		91.8%	34.5%	8.2%	72.5%	24.4%	48.1%	54.4%
%H (TV HH)			37.6%	9.0%	79.0%	26.6%	52.4%	

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 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Under 25	125	101	31	9	65	18	47	118
%V	4.8%	4.1%	2.9%	3.0%	3.4%	2.1%	4.4%	5.7%
%H (All HH)		80.8%	24.8%	7.2%	52.0%	14.4%	37.6%	94.4%
%H (TV HH)			30.7%	8.9%	64.4%	17.8%	46.5%	
25 - 34	383	353	203	33	245	136	109	361
%V	14.7%	14.3%	19.1%	10.9%	12.7%	15.7%	10.2%	17.5%
%H (All HH)		92.2%	53.0%	8.6%	64.0%	35.5%	28.5%	94.3%
%H (TV HH)			57.5%	9.3%	69.4%	38.5%	30.9%	
35 - 44	426	406	216	57	284	159	125	398
%V	16.4%	16.5%	20.3%	18.9%	14.7%	18.4%	11.7%	19.3%
%H (All HH)		95.3%	50.7%	13.4%	66.7%	37.3%	29.3%	93.4%
%H (TV HH)			53.2%	14.0%	70.0%	39.2%	30.8%	
45 - 54	507	491	234	83	372	201	171	467
%V	19.5%	20.0%	22.0%	27.5%	19.3%	23.3%	16.1%	22.6%
%H (All HH)		96.8%	46.2%	16.4%	73.4%	39.6%	33.7%	92.1%
%H (TV HH)			47.7%	16.9%	75.8%	40.9%	34.8%	
55 - 64	425	412	168	51	338	146	192	349
%V	16.4%	16.7%	15.8%	16.9%	17.5%	16.9%	18.0%	16.9%
%H (All HH)		96.9%	39.5%	12.0%	79.5%	34.4%	45.2%	82.1%
%H (TV HH)			40.8%	12.4%	82.0%	35.4%	46.6%	
65 +	731	696	213	68	623	203	420	375
%V	28.1%	28.3%	20.0%	22.5%	32.3%	23.5%	39.5%	18.1%
%H (All HH)		95.2%	29.1%	9.3%	85.2%	27.8%	57.5%	51.3%
%H (TV HH)			30.6%	9.8%	89.5%	29.2%	60.3%	

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 2014 - June 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

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	2598	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
1	802	731	200	65	609	156	453	440
%V	30.9%	29.7%	18.8%	21.5%	31.6%	18.1%	42.6%	21.3%
%H (All HH)		91.1%	24.9%	8.1%	75.9%	19.5%	56.5%	54.9%
%H (TV HH)			27.4%	8.9%	83.3%	21.3%	62.0%	
2	937	901	385	125	719	336	383	801
%V	36.1%	36.6%	36.2%	41.4%	37.3%	38.9%	36.0%	38.8%
%H (All HH)		96.2%	41.1%	13.3%	76.7%	35.9%	40.9%	85.5%
%H (TV HH)			42.7%	13.9%	79.8%	37.3%	42.5%	
3	373	358	197	48	254	146	108	357
%V	14.4%	14.6%	18.5%	15.9%	13.2%	16.9%	10.2%	17.3%
%H (All HH)		96.0%	52.8%	12.9%	68.1%	39.1%	29.0%	95.7%
%H (TV HH)			55.0%	13.4%	70.9%	40.8%	30.2%	
4	316	308	193	39	235	162	73	305
%V	12.2%	12.5%	18.1%	12.9%	12.2%	18.8%	6.9%	14.8%
%H (All HH)		97.5%	61.1%	12.3%	74.4%	51.3%	23.1%	96.5%
%H (TV HH)			62.7%	12.7%	76.3%	52.6%	23.7%	
5+	169	161	90	24	111	64	47	164
%V	6.5%	6.5%	8.5%	7.9%	5.8%	7.4%	4.4%	7.9%
%H (All HH)		95.3%	53.3%	14.2%	65.7%	37.9%	27.8%	97.0%
%H (TV HH)			55.9%	14.9%	68.9%	39.8%	29.2%	
Average HH size	2.31	2.33	2.66	2.48	2.26	2.62	1.96	2.54

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 2014 - June 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

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	2598	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Without	1966	1845	696	224	1498	597	901	1465
%V	75.7%	75.0%	65.4%	74.2%	77.7%	69.1%	84.7%	70.9%
%H (All HH)		93.8%	35.4%	11.4%	76.2%	30.4%	45.8%	74.5%
%H (TV HH)			37.7%	12.1%	81.2%	32.4%	48.8%	
With	631	615	368	78	430	267	163	602
%V	24.3%	25.0%	34.6%	25.8%	22.3%	30.9%	15.3%	29.1%
%H (All HH)		97.5%	58.3%	12.4%	68.1%	42.3%	25.8%	95.4%
%H (TV HH)			59.8%	12.7%	69.9%	43.4%	26.5%	
0 - 3	242	233	140	20	167	97	70	226
%V	9.3%	9.5%	13.1%	6.6%	8.7%	11.2%	6.6%	10.9%
%H (All HH)		96.3%	57.9%	8.3%	69.0%	40.1%	28.9%	93.4%
%H (TV HH)			60.1%	8.6%	71.7%	41.6%	30.0%	
4 - 9	320	314	186	39	215	128	87	306
%V	12.3%	12.8%	17.5%	12.9%	11.2%	14.8%	8.2%	14.8%
%H (All HH)		98.1%	58.1%	12.2%	67.2%	40.0%	27.2%	95.6%
%H (TV HH)			59.2%	12.4%	68.5%	40.8%	27.7%	
10 - 15	293	288	173	45	210	141	69	285
%V	11.3%	11.7%	16.2%	14.9%	10.9%	16.3%	6.5%	13.8%
%H (All HH)		98.3%	59.0%	15.4%	71.7%	48.1%	23.5%	97.3%
%H (TV HH)			60.1%	15.6%	72.9%	49.0%	24.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
1	936	936	316	93	663	164	499	658
%V	36.0%	38.0%	29.7%	30.8%	34.4%	19.0%	46.9%	31.8%
%H (All HH)		100.0%	33.8%	9.9%	70.8%	17.5%	53.3%	70.3%
%H (TV HH)			33.8%	9.9%	70.8%	17.5%	53.3%	
2	886	886	404	119	723	363	360	719
%V	34.1%	36.0%	37.9%	39.4%	37.5%	42.0%	33.8%	34.8%
%H (All HH)		100.0%	45.6%	13.4%	81.6%	41.0%	40.6%	81.2%
%H (TV HH)			45.6%	13.4%	81.6%	41.0%	40.6%	
3	372	372	187	55	314	181	133	341
%V	14.3%	15.1%	17.6%	18.2%	16.3%	20.9%	12.5%	16.5%
%H (All HH)		100.0%	50.3%	14.8%	84.4%	48.7%	35.8%	91.7%
%H (TV HH)			50.3%	14.8%	84.4%	48.7%	35.8%	
4	176	176	106	22	151	102	49	170
%V	6.8%	7.2%	10.0%	7.3%	7.8%	11.8%	4.6%	8.2%
%H (All HH)		100.0%	60.2%	12.5%	85.8%	58.0%	27.8%	96.6%
%H (TV HH)			60.2%	12.5%	85.8%	58.0%	27.8%	
5+	89	89	52	13	77	54	23	87
%V	3.4%	3.6%	4.9%	4.3%	4.0%	6.3%	2.2%	4.2%
%H (All HH)		100.0%	58.4%	14.6%	86.5%	60.7%	25.8%	97.8%
%H (TV HH)			58.4%	14.6%	86.5%	60.7%	25.8%	

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 2014 - June 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

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	2598	2460	1065	302	1928	864	1064	2067
%V (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Under 20"	529	529	227	73	453	230	224	442
%V	20.4%	21.5%	21.3%	24.2%	23.5%	26.6%	21.1%	21.4%
%H (All HH)		100.0%	42.9%	13.8%	85.6%	43.5%	42.3%	83.6%
%H (TV HH)			42.9%	13.8%	85.6%	43.5%	42.3%	
20" - 29"	886	886	369	97	757	345	412	712
%V	34.1%	36.0%	34.6%	32.1%	39.3%	39.9%	38.7%	34.4%
%H (All HH)		100.0%	41.6%	10.9%	85.4%	38.9%	46.5%	80.4%
%H (TV HH)			41.6%	10.9%	85.4%	38.9%	46.5%	
30" - 39"	1258	1258	577	156	1007	489	518	1019
%V	48.4%	51.1%	54.2%	51.7%	52.2%	56.6%	48.7%	49.3%
%H (All HH)		100.0%	45.9%	12.4%	80.0%	38.9%	41.2%	81.0%
%H (TV HH)			45.9%	12.4%	80.0%	38.9%	41.2%	
40" and over	1308	1308	673	184	1001	558	443	1158
%V	50.3%	53.2%	63.2%	60.9%	51.9%	64.6%	41.6%	56.0%
%H (All HH)		100.0%	51.5%	14.1%	76.5%	42.7%	33.9%	88.5%
%H (TV HH)			51.5%	14.1%	76.5%	42.7%	33.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Main living room	2424	2424	1056	300	1912	858	1054	1949
%V	93.3%	98.5%	99.2%	99.3%	99.2%	99.3%	99.1%	94.3%
%H (All HH)		100.0%	43.6%	12.4%	78.9%	35.4%	43.5%	80.4%
%H (TV HH)			43.6%	12.4%	78.9%	35.4%	43.5%	
Kitchen	314	314	155	39	283	162	121	269
%V	12.1%	12.8%	14.6%	12.9%	14.7%	18.8%	11.4%	13.0%
%H (All HH)		100.0%	49.4%	12.4%	90.1%	51.6%	38.5%	85.7%
%H (TV HH)			49.4%	12.4%	90.1%	51.6%	38.5%	
Adult's bedroom	1095	1095	546	153	904	518	386	957
%V	42.1%	44.5%	51.3%	50.7%	46.9%	60.0%	36.3%	46.3%
%H (All HH)		100.0%	49.9%	14.0%	82.6%	47.3%	35.3%	87.4%
%H (TV HH)			49.9%	14.0%	82.6%	47.3%	35.3%	
Child's bedroom	247	247	137	33	191	119	72	240
%V	9.5%	10.0%	12.9%	10.9%	9.9%	13.8%	6.8%	11.6%
%H (All HH)		100.0%	55.5%	13.4%	77.3%	48.2%	29.1%	97.2%
%H (TV HH)			55.5%	13.4%	77.3%	48.2%	29.1%	
Other bedroom	132	132	75	15	119	77	41	125
%V	5.1%	5.4%	7.0%	5.0%	6.2%	8.9%	3.9%	6.0%
%H (All HH)		100.0%	56.8%	11.4%	90.2%	58.3%	31.1%	94.7%
%H (TV HH)			56.8%	11.4%	90.2%	58.3%	31.1%	
Second living/dining room	277	277	137	43	234	134	100	238
%V	10.7%	11.3%	12.9%	14.2%	12.1%	15.5%	9.4%	11.5%
%H (All HH)		100.0%	49.5%	15.5%	84.5%	48.4%	36.1%	85.9%
%H (TV HH)			49.5%	15.5%	84.5%	48.4%	36.1%	
Study/office	38	38	23	4	27	18	9	37
%V	1.5%	1.5%	2.2%	1.3%	1.4%	2.1%	0.8%	1.8%
%H (All HH)		100.0%	60.5%	10.5%	71.1%	47.4%	23.7%	97.4%
%H (TV HH)			60.5%	10.5%	71.1%	47.4%	23.7%	
TV room	9	9	4	0	5	2	3	9
%V	0.3%	0.4%	0.4%	0.0%	0.3%	0.2%	0.3%	0.4%
%H (All HH)		100.0%	44.4%	0.0%	55.6%	22.2%	33.3%	100.0%
%H (TV HH)			44.4%	0.0%	55.6%	22.2%	33.3%	
Conservatory	82	82	44	8	67	37	30	72
%V	3.2%	3.3%	4.1%	2.6%	3.5%	4.3%	2.8%	3.5%
%H (All HH)		100.0%	53.7%	9.8%	81.7%	45.1%	36.6%	87.8%
%H (TV HH)			53.7%	9.8%	81.7%	45.1%	36.6%	
Attic or loft room	8	8	5	3	6	4	1	7
%V	0.3%	0.3%	0.5%	1.0%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	62.5%	37.5%	75.0%	50.0%	12.5%	87.5%
%H (TV HH)			62.5%	37.5%	75.0%	50.0%	12.5%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	23	23	13	2	20	11	8	21
%V	0.9%	0.9%	1.2%	0.7%	1.0%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	56.5%	8.7%	87.0%	47.8%	34.8%	91.3%
%H (TV HH)			56.5%	8.7%	87.0%	47.8%	34.8%	

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 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Any DSAT provider	1065	1065	1065	13	691	691	0	938
%V	41.0%	43.3%	100.0%	4.3%	35.8%	80.0%	0.0%	45.4%
%H (All HH)			100.0%	1.2%	64.9%	64.9%	0.0%	88.1%
%H (TV HH)			100.0%	1.2%	64.9%	64.9%	0.0%	
Sky with subcription	860	860	860	4	580	580	0	774
%V	33.1%	35.0%	80.8%	1.3%	30.1%	67.1%	0.0%	37.4%
%H (All HH)			100.0%	0.5%	67.4%	67.4%	0.0%	90.0%
%H (TV HH)			100.0%	0.5%	67.4%	67.4%	0.0%	
Sky without subscription	97	97	97	3	50	50	0	78
%V	3.7%	3.9%	9.1%	1.0%	2.6%	5.8%	0.0%	3.8%
%H (All HH)			100.0%	3.1%	51.5%	51.5%	0.0%	80.4%
%H (TV HH)			100.0%	3.1%	51.5%	51.5%	0.0%	
Freesat	103	103	103	4	65	65	0	86
%V	4.0%	4.2%	9.7%	1.3%	3.4%	7.5%	0.0%	4.2%
%H (All HH)			100.0%	3.9%	63.1%	63.1%	0.0%	83.5%
%H (TV HH)			100.0%	3.9%	63.1%	63.1%	0.0%	
Other satellite provider	28	28	28	2	9	9	0	22
%V	1.1%	1.1%	2.6%	0.7%	0.5%	1.0%	0.0%	1.1%
%H (All HH)			100.0%	7.1%	32.1%	32.1%	0.0%	78.6%
%H (TV HH)			100.0%	7.1%	32.1%	32.1%	0.0%	
DCAB	302	302	13	302	179	179	0	279
%V	11.6%	12.3%	1.2%	100.0%	9.3%	20.7%	0.0%	13.5%
%H (All HH)			4.3%	100.0%	59.3%	59.3%	0.0%	92.4%
%H (TV HH)			4.3%	100.0%	59.3%	59.3%	0.0%	
DTT	1928	1928	691	179	1928	864	1064	1503
%V	74.2%	78.4%	64.9%	59.3%	100.0%	100.0%	100.0%	72.7%
%H (All HH)		100.0%	35.8%	9.3%	100.0%	44.8%	55.2%	78.0%
%H (TV HH)			35.8%	9.3%	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 2014 - June 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

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	2598	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
PVR	1443	1443	873	239	1069	727	342	1316
%V	55.5%	58.7%	82.0%	79.1%	55.4%	84.1%	32.1%	63.7%
%H (All HH)		100.0%	60.5%	16.6%	74.1%	50.4%	23.7%	91.2%
%H (TV HH)			60.5%	16.6%	74.1%	50.4%	23.7%	
DVDR	92	92	33	10	79	28	51	76
%V	3.5%	3.7%	3.1%	3.3%	4.1%	3.2%	4.8%	3.7%
%H (All HH)		100.0%	35.9%	10.9%	85.9%	30.4%	55.4%	82.6%
%H (TV HH)			35.9%	10.9%	85.9%	30.4%	55.4%	
VCR	124	124	40	15	101	32	69	86
%V	4.8%	5.0%	3.8%	5.0%	5.2%	3.7%	6.5%	4.2%
%H (All HH)		100.0%	32.3%	12.1%	81.5%	25.8%	55.6%	69.4%
%H (TV HH)			32.3%	12.1%	81.5%	25.8%	55.6%	
Any recorder	1532	1532	889	244	1153	741	412	1367
%V	59.0%	62.3%	83.5%	80.8%	59.8%	85.8%	38.7%	66.1%
%H (All HH)		100.0%	58.0%	15.9%	75.3%	48.4%	26.9%	89.2%
%H (TV HH)			58.0%	15.9%	75.3%	48.4%	26.9%	
Receives HDTV (via STB or built-in reception)	1390	1390	781	233	1048	661	388	1261
%V	53.5%	56.5%	73.3%	77.2%	54.4%	76.5%	36.5%	61.0%
%H (All HH)		100.0%	56.2%	16.8%	75.4%	47.6%	27.9%	90.7%
%H (TV HH)			56.2%	16.8%	75.4%	47.6%	27.9%	
DVD/Blu-ray player or recorder	1873	1873	848	248	1510	728	782	1575
%V	72.1%	76.1%	79.6%	82.1%	78.3%	84.3%	73.5%	76.2%
%H (All HH)		100.0%	45.3%	13.2%	80.6%	38.9%	41.8%	84.1%
%H (TV HH)			45.3%	13.2%	80.6%	38.9%	41.8%	

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 2014 - June 2015

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	2460	1065	302	1928	864	1064	2067
%H (All HH)		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%
%H (TV HH)			43.3%	12.3%	78.4%	35.1%	43.3%	
Has broadband internet	2067	1975	938	279	1503	770	733	2067
%V	79.6%	80.3%	88.1%	92.4%	78.0%	89.1%	68.9%	100.0%
%H (All HH)		95.5%	45.4%	13.5%	72.7%	37.3%	35.5%	100.0%
%H (TV HH)			47.5%	14.1%	76.1%	39.0%	37.1%	
Number of computers (PCs and laptops)								
0	569	521	150	27	449	109	340	79
%V	21.9%	21.2%	14.1%	8.9%	23.3%	12.6%	32.0%	3.8%
%H (All HH)		91.6%	26.4%	4.7%	78.9%	19.2%	59.8%	13.9%
%H (TV HH)			28.8%	5.2%	86.2%	20.9%	65.3%	
1	714	671	273	88	520	217	303	681
%V	27.5%	27.3%	25.6%	29.1%	27.0%	25.1%	28.5%	32.9%
%H (All HH)		94.0%	38.2%	12.3%	72.8%	30.4%	42.4%	95.4%
%H (TV HH)			40.7%	13.1%	77.5%	32.3%	45.2%	
2	566	547	251	83	426	220	205	558
%V	21.8%	22.2%	23.6%	27.5%	22.1%	25.5%	19.3%	27.0%
%H (All HH)		96.6%	44.3%	14.7%	75.3%	38.9%	36.2%	98.6%
%H (TV HH)			45.9%	15.2%	77.9%	40.2%	37.5%	
3	342	328	181	51	244	147	96	342
%V	13.2%	13.3%	17.0%	16.9%	12.7%	17.0%	9.0%	16.5%
%H (All HH)		95.9%	52.9%	14.9%	71.3%	43.0%	28.1%	100.0%
%H (TV HH)			55.2%	15.5%	74.4%	44.8%	29.3%	
4	191	186	103	27	139	88	51	191
%V	7.4%	7.6%	9.7%	8.9%	7.2%	10.2%	4.8%	9.2%
%H (All HH)		97.4%	53.9%	14.1%	72.8%	46.1%	26.7%	100.0%
%H (TV HH)			55.4%	14.5%	74.7%	47.3%	27.4%	
5+	216	208	106	27	151	81	69	216
%V	8.3%	8.5%	10.0%	8.9%	7.8%	9.4%	6.5%	10.4%
%H (All HH)		96.3%	49.1%	12.5%	69.9%	37.5%	31.9%	100.0%
%H (TV HH)			51.0%	13.0%	72.6%	38.9%	33.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	5014	2394	652	4077	2140	1937	4276
%H		47.7%	13.0%	81.3%	42.7%	38.6%	85.3%
Under 20"	671	290	102	576	305	271	573
%V	13.4%	12.1%	15.6%	14.1%	14.3%	14.0%	13.4%
%H		43.2%	15.2%	85.8%	45.5%	40.4%	85.4%
20" - 29"	1179	515	127	1024	495	529	974
%V	23.5%	21.5%	19.5%	25.1%	23.1%	27.3%	22.8%
%H		43.7%	10.8%	86.9%	42.0%	44.9%	82.6%
30" - 39"	1520	728	192	1222	628	594	1261
%V	30.3%	30.4%	29.4%	30.0%	29.3%	30.7%	29.5%
%H		47.9%	12.6%	80.4%	41.3%	39.1%	83.0%
40" and over	1586	841	224	1202	691	512	1422
%V	31.6%	35.1%	34.4%	29.5%	32.3%	26.4%	33.3%
%H		53.0%	14.1%	75.8%	43.6%	32.3%	89.7%
Don't know	57	20	6	53	21	32	46
%V	1.1%	0.8%	0.9%	1.3%	1.0%	1.7%	1.1%
%H		35.1%	10.5%	93.0%	36.8%	56.1%	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 2014 - June 2015

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	5014	2394	652	4077	2140	1937	4276
%H		47.7%	13.0%	81.3%	42.7%	38.6%	85.3%
Main living room	2441	1063	303	1923	863	1060	1964
%V	48.7%	44.4%	46.5%	47.2%	40.3%	54.7%	45.9%
%H		43.5%	12.4%	78.8%	35.4%	43.4%	80.5%
Kitchen	315	155	39	284	163	121	269
%V	6.3%	6.5%	6.0%	7.0%	7.6%	6.2%	6.3%
%H		49.2%	12.4%	90.2%	51.7%	38.4%	85.4%
Adult's bedroom	1323	675	187	1097	646	451	1177
%V	26.4%	28.2%	28.7%	26.9%	30.2%	23.3%	27.5%
%H		51.0%	14.1%	82.9%	48.8%	34.1%	89.0%
Child's bedroom	322	178	44	255	161	94	313
%V	6.4%	7.4%	6.7%	6.3%	7.5%	4.9%	7.3%
%H		55.3%	13.7%	79.2%	50.0%	29.2%	97.2%
Other bedroom	170	93	17	154	95	59	161
%V	3.4%	3.9%	2.6%	3.8%	4.4%	3.0%	3.8%
%H		54.7%	10.0%	90.6%	55.9%	34.7%	94.7%
Second living/dining room	280	137	45	236	136	100	241
%V	5.6%	5.7%	6.9%	5.8%	6.4%	5.2%	5.6%
%H		48.9%	16.1%	84.3%	48.6%	35.7%	86.1%
Study/office	39	23	4	28	19	9	38
%V	0.8%	1.0%	0.6%	0.7%	0.9%	0.5%	0.9%
%H		59.0%	10.3%	71.8%	48.7%	23.1%	97.4%
TV room	9	4	0	5	2	3	9
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		44.4%	0.0%	55.6%	22.2%	33.3%	100.0%
Conservatory	82	44	8	67	37	30	72
%V	1.6%	1.8%	1.2%	1.6%	1.7%	1.5%	1.7%
%H		53.7%	9.8%	81.7%	45.1%	36.6%	87.8%
Attic or loft room	8	5	3	6	4	1	7
%V	0.2%	0.2%	0.5%	0.1%	0.2%	0.1%	0.2%
%H		62.5%	37.5%	75.0%	50.0%	12.5%	87.5%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	25	15	2	22	14	8	23
%V	0.5%	0.6%	0.3%	0.5%	0.7%	0.4%	0.5%
%H		60.0%	8.0%	88.0%	56.0%	32.0%	92.0%

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 2014 - June 2015

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	5014	2394	652	4077	2140	1937	4276
%H		47.7%	13.0%	81.3%	42.7%	38.6%	85.3%
PVR	1860	1198	306	1334	962	372	1718
%V	37.1%	50.0%	46.9%	32.7%	45.0%	19.2%	40.2%
%H		64.4%	16.5%	71.7%	51.7%	20.0%	92.4%
DVDR	101	36	11	85	30	55	83
%V	2.0%	1.5%	1.7%	2.1%	1.4%	2.8%	1.9%
%H		35.6%	10.9%	84.2%	29.7%	54.5%	82.2%
VCR	128	41	17	105	34	70	88
%V	2.6%	1.7%	2.6%	2.6%	1.6%	3.6%	2.1%
%H		32.0%	13.3%	82.0%	26.6%	54.7%	68.8%
Any recorder	1971	1218	316	1439	985	453	1787
%V	39.3%	50.9%	48.5%	35.3%	46.0%	23.4%	41.8%
%H		61.8%	16.0%	73.0%	50.0%	23.0%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	5014	2394	652	4077	2140	1937	4276
%H		47.7%	13.0%	81.3%	42.7%	38.6%	85.3%
Receives HDTV (via STB or built-in reception)	1933	1111	334	1461	956	505	1781
%V	38.6%	46.4%	51.2%	35.8%	44.7%	26.1%	41.7%
%H		57.5%	17.3%	75.6%	49.5%	26.1%	92.1%
DVD/Blu-ray player or recorder	2682	1264	364	2205	1142	1063	2339
%V	53.5%	52.8%	55.8%	54.1%	53.4%	54.9%	54.7%
%H		47.1%	13.6%	82.2%	42.6%	39.6%	87.2%

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 2014 - June 2015

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	2446	1064	302	1926	864	1062	1964
%H		43.5%	12.3%	78.7%	35.3%	43.4%	80.3%
Under 20"	39	6	4	30	4	26	24
%V	1.6%	0.6%	1.3%	1.6%	0.5%	2.4%	1.2%
%H		15.4%	10.3%	76.9%	10.3%	66.7%	61.5%
20" - 29"	251	51	18	214	37	177	155
%V	10.3%	4.8%	6.0%	11.1%	4.3%	16.7%	7.9%
%H		20.3%	7.2%	85.3%	14.7%	70.5%	61.8%
30" - 39"	854	341	102	680	275	405	639
%V	34.9%	32.0%	33.8%	35.3%	31.8%	38.1%	32.5%
%H		39.9%	11.9%	79.6%	32.2%	47.4%	74.8%
40" and over	1270	657	175	971	539	432	1123
%V	51.9%	61.7%	57.9%	50.4%	62.4%	40.7%	57.2%
%H		51.7%	13.8%	76.5%	42.4%	34.0%	88.4%
Don't know	33	9	3	30	8	22	23
%V	1.3%	0.8%	1.0%	1.6%	0.9%	2.1%	1.2%
%H		27.3%	9.1%	90.9%	24.2%	66.7%	69.7%

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 2014 - June 2015

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	2446	1064	302	1926	864	1062	1964
%H		43.5%	12.3%	78.7%	35.3%	43.4%	80.3%
PVR	1410	865	233	1041	717	324	1287
%V	57.6%	81.3%	77.2%	54.0%	83.0%	30.5%	65.5%
%H		61.3%	16.5%	73.8%	50.9%	23.0%	91.3%
DVDR	85	32	10	71	27	44	68
%V	3.5%	3.0%	3.3%	3.7%	3.1%	4.1%	3.5%
%H		37.6%	11.8%	83.5%	31.8%	51.8%	80.0%
VCR	111	36	14	90	28	62	76
%V	4.5%	3.4%	4.6%	4.7%	3.2%	5.8%	3.9%
%H		32.4%	12.6%	81.1%	25.2%	55.9%	68.5%
Any recorder	1496	882	238	1120	733	388	1336
%V	61.2%	82.9%	78.8%	58.2%	84.8%	36.5%	68.0%
%H		59.0%	15.9%	74.9%	49.0%	25.9%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2446	1064	302	1926	864	1062	1964
%H		43.5%	12.3%	78.7%	35.3%	43.4%	80.3%
Receives HDTV (via STB or built-in reception)	1354	766	227	1017	645	372	1231
%V	55.4%	72.0%	75.2%	52.8%	74.7%	35.0%	62.7%
%H		56.6%	16.8%	75.1%	47.6%	27.5%	90.9%
DVD/Blu-ray player or recorder	1744	783	227	1400	663	737	1467
%V	71.3%	73.6%	75.2%	72.7%	76.7%	69.4%	74.7%
%H		44.9%	13.0%	80.3%	38.0%	42.3%	84.1%

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 2014 - June 2015

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	2568	1330	350	2152	1276	876	2312
%H		51.8%	13.6%	83.8%	49.7%	34.1%	90.0%
Under 20"	632	284	98	546	301	246	549
%V	24.6%	21.4%	28.0%	25.4%	23.6%	28.1%	23.7%
%H		44.9%	15.5%	86.4%	47.6%	38.9%	86.9%
20" - 29"	928	464	109	810	458	352	819
%V	36.1%	34.9%	31.1%	37.6%	35.9%	40.2%	35.4%
%H		50.0%	11.7%	87.3%	49.4%	37.9%	88.3%
30" - 39"	667	387	90	542	353	189	622
%V	26.0%	29.1%	25.7%	25.2%	27.7%	21.6%	26.9%
%H		58.0%	13.5%	81.3%	52.9%	28.3%	93.3%
40" and over	317	184	50	231	152	79	299
%V	12.3%	13.8%	14.3%	10.7%	11.9%	9.0%	12.9%
%H		58.0%	15.8%	72.9%	47.9%	24.9%	94.3%
Don't know	24	11	3	23	13	10	23
%V	0.9%	0.8%	0.9%	1.1%	1.0%	1.1%	1.0%
%H		45.8%	12.5%	95.8%	54.2%	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 2014 - June 2015

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	2568	1330	350	2152	1276	876	2312
%H		51.8%	13.6%	83.8%	49.7%	34.1%	90.0%
PVR	450	333	73	293	245	48	431
%V	17.5%	25.0%	20.9%	13.6%	19.2%	5.5%	18.6%
%H		74.0%	16.2%	65.1%	54.4%	10.7%	95.8%
DVDR	16	4	1	13	3	11	15
%V	0.6%	0.3%	0.3%	0.6%	0.2%	1.3%	0.6%
%H		25.0%	6.3%	81.3%	18.8%	68.8%	93.8%
VCR	17	6	3	15	7	9	12
%V	0.7%	0.5%	0.9%	0.7%	0.5%	1.0%	0.5%
%H		35.3%	17.6%	88.2%	41.2%	52.9%	70.6%
Any recorder	475	336	77	318	252	66	451
%V	18.5%	25.3%	22.0%	14.8%	19.7%	7.5%	19.5%
%H		70.7%	16.2%	66.9%	53.1%	13.9%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1330	350	2152	1276	876	2312
%H		51.8%	13.6%	83.8%	49.7%	34.1%	90.0%
Receives HDTV (via STB or built-in reception)	579	346	107	443	310	133	550
%V	22.5%	26.0%	30.6%	20.6%	24.3%	15.2%	23.8%
%H		59.8%	18.5%	76.5%	53.5%	23.0%	95.0%
DVD/Blu-ray player or recorder	938	481	137	805	479	325	872
%V	36.5%	36.2%	39.1%	37.4%	37.5%	37.1%	37.7%
%H		51.3%	14.6%	85.8%	51.1%	34.6%	93.0%

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 2014 - June 2015

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	5996	5729	2830	749	4354	2265	2089	5237
%H		95.5%	47.2%	12.5%	72.6%	37.8%	34.8%	87.3%
Total Children	1111	1085	645	135	758	460	298	1060
%V	18.5%	18.9%	22.8%	18.0%	17.4%	20.3%	14.3%	20.2%
%H		97.7%	58.1%	12.2%	68.2%	41.4%	26.8%	95.4%
0 - 3	285	276	167	24	197	114	82	268
%V	4.8%	4.8%	5.9%	3.2%	4.5%	5.0%	3.9%	5.1%
%H		96.8%	58.6%	8.4%	69.1%	40.0%	28.8%	94.0%
4 - 15	825	809	479	111	561	345	216	792
%V	13.8%	14.1%	16.9%	14.8%	12.9%	15.2%	10.3%	15.1%
%H		98.1%	58.1%	13.5%	68.0%	41.8%	26.2%	96.0%
4 - 9	439	431	252	54	291	169	122	418
%V	7.3%	7.5%	8.9%	7.2%	6.7%	7.5%	5.8%	8.0%
%H		98.2%	57.4%	12.3%	66.3%	38.5%	27.8%	95.2%
10 - 15	386	378	227	57	271	177	94	375
%V	6.4%	6.6%	8.0%	7.6%	6.2%	7.8%	4.5%	7.2%
%H		97.9%	58.8%	14.8%	70.2%	45.9%	24.4%	97.2%

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 2014 - June 2015

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	5996	5729	2830	749	4354	2265	2089	5237
%H		95.5%	47.2%	12.5%	72.6%	37.8%	34.8%	87.3%
Total Adults (16+)	4886	4644	2185	614	3596	1805	1792	4177
%V	81.5%	81.1%	77.2%	82.0%	82.6%	79.7%	85.8%	79.8%
%H		95.0%	44.7%	12.6%	73.6%	36.9%	36.7%	85.5%
16 - 19	326	298	155	47	224	130	94	316
%V	5.4%	5.2%	5.5%	6.3%	5.1%	5.7%	4.5%	6.0%
%H		91.4%	47.5%	14.4%	68.7%	39.9%	28.8%	96.9%
20 - 24	390	343	160	44	244	131	112	376
%V	6.5%	6.0%	5.7%	5.9%	5.6%	5.8%	5.4%	7.2%
%H		87.9%	41.0%	11.3%	62.6%	33.6%	28.7%	96.4%
25 - 34	748	697	393	77	490	277	213	709
%V	12.5%	12.2%	13.9%	10.3%	11.3%	12.2%	10.2%	13.5%
%H		93.2%	52.5%	10.3%	65.5%	37.0%	28.5%	94.8%
35 - 44	754	727	408	94	521	309	213	714
%V	12.6%	12.7%	14.4%	12.6%	12.0%	13.6%	10.2%	13.6%
%H		96.4%	54.1%	12.5%	69.1%	41.0%	28.2%	94.7%
45 - 54	855	832	411	146	629	360	270	796
%V	14.3%	14.5%	14.5%	19.5%	14.4%	15.9%	12.9%	15.2%
%H		97.3%	48.1%	17.1%	73.6%	42.1%	31.6%	93.1%
55 - 64	718	700	307	91	561	262	300	625
%V	12.0%	12.2%	10.8%	12.1%	12.9%	11.6%	14.4%	11.9%
%H		97.5%	42.8%	12.7%	78.1%	36.5%	41.8%	87.0%
65+	1094	1048	350	115	927	337	590	641
%V	18.2%	18.3%	12.4%	15.4%	21.3%	14.9%	28.2%	12.2%
%H		95.8%	32.0%	10.5%	84.7%	30.8%	53.9%	58.6%

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 2014 - June 2015

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+)		4886	4644	2185	614	3596	1805	1792	4177
	%H		95.0%	44.7%	12.6%	73.6%	36.9%	36.7%	85.5%
AB		1141	1115	558	146	851	446	405	1092
	%V	23.4%	24.0%	25.5%	23.8%	23.7%	24.7%	22.6%	26.1%
	%H		97.7%	48.9%	12.8%	74.6%	39.1%	35.5%	95.7%
C1		1304	1198	534	175	910	451	459	1179
	%V	26.7%	25.8%	24.4%	28.5%	25.3%	25.0%	25.6%	28.2%
	%H		91.9%	41.0%	13.4%	69.8%	34.6%	35.2%	90.4%
C2		1210	1181	566	154	964	509	455	1024
	%V	24.8%	25.4%	25.9%	25.1%	26.8%	28.2%	25.4%	24.5%
	%H		97.6%	46.8%	12.7%	79.7%	42.1%	37.6%	84.6%
D		763	723	338	95	544	263	281	587
	%V	15.6%	15.6%	15.5%	15.5%	15.1%	14.6%	15.7%	14.1%
	%H		94.8%	44.3%	12.5%	71.3%	34.5%	36.8%	76.9%
E		468	427	189	43	327	135	193	295
	%V	9.6%	9.2%	8.6%	7.0%	9.1%	7.5%	10.8%	7.1%
	%H		91.2%	40.4%	9.2%	69.9%	28.8%	41.2%	63.0%

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 2014 - June 2015

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+)	4886	4644	2185	614	3596	1805	1792	4177
%H		95.0%	44.7%	12.6%	73.6%	36.9%	36.7%	85.5%
Working full time	2157	2095	1095	306	1549	874	675	2063
%V	44.1%	45.1%	50.1%	49.8%	43.1%	48.4%	37.7%	49.4%
%H		97.1%	50.8%	14.2%	71.8%	40.5%	31.3%	95.6%
Working part time	472	458	211	67	357	186	171	435
%V	9.7%	9.9%	9.7%	10.9%	9.9%	10.3%	9.5%	10.4%
%H		97.0%	44.7%	14.2%	75.6%	39.4%	36.2%	92.2%
Not working	2257	2091	879	240	1690	745	946	1680
%V	46.2%	45.0%	40.2%	39.1%	47.0%	41.3%	52.8%	40.2%
%H		92.6%	38.9%	10.6%	74.9%	33.0%	41.9%	74.4%
Housewife/Houseperson	2598	2460	1065	302	1928	864	1064	2067
%V	53.2%	53.0%	48.7%	49.2%	53.6%	47.9%	59.4%	49.5%
%H		94.7%	41.0%	11.6%	74.2%	33.3%	41.0%	79.6%

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 2014 - June 2015

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+)	2402	2278	1087	303	1748	898	850	2089
%H		94.8%	45.3%	12.6%	72.8%	37.4%	35.4%	87.0%
16 - 19	170	159	89	23	119	73	46	164
%V	7.1%	7.0%	8.2%	7.6%	6.8%	8.1%	5.4%	7.9%
%H		93.5%	52.4%	13.5%	70.0%	42.9%	27.1%	96.5%
20 - 24	205	184	86	28	126	75	52	199
%V	8.5%	8.1%	7.9%	9.2%	7.2%	8.4%	6.1%	9.5%
%H		89.8%	42.0%	13.7%	61.5%	36.6%	25.4%	97.1%
25 - 34	367	336	183	37	232	126	106	348
%V	15.3%	14.7%	16.8%	12.2%	13.3%	14.0%	12.5%	16.7%
%H		91.6%	49.9%	10.1%	63.2%	34.3%	28.9%	94.8%
35 - 44	384	367	202	42	269	157	112	359
%V	16.0%	16.1%	18.6%	13.9%	15.4%	17.5%	13.2%	17.2%
%H		95.6%	52.6%	10.9%	70.1%	40.9%	29.2%	93.5%
45 - 54	423	407	196	74	307	172	135	389
%V	17.6%	17.9%	18.0%	24.4%	17.6%	19.2%	15.9%	18.6%
%H		96.2%	46.3%	17.5%	72.6%	40.7%	31.9%	92.0%
55 - 64	350	341	157	37	267	121	146	306
%V	14.6%	15.0%	14.4%	12.2%	15.3%	13.5%	17.2%	14.6%
%H		97.4%	44.9%	10.6%	76.3%	34.6%	41.7%	87.4%
65+	502	484	174	61	427	174	252	325
%V	20.9%	21.2%	16.0%	20.1%	24.4%	19.4%	29.6%	15.6%
%H		96.4%	34.7%	12.2%	85.1%	34.7%	50.2%	64.7%

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 2014 - June 2015

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+)	2402	2278	1087	303	1748	898	850	2089
%H		94.8%	45.3%	12.6%	72.8%	37.4%	35.4%	87.0%
AB	566	556	283	73	423	227	196	548
%V	23.6%	24.4%	26.0%	24.1%	24.2%	25.3%	23.1%	26.2%
%H		98.2%	50.0%	12.9%	74.7%	40.1%	34.6%	96.8%
C1	603	558	255	83	410	213	197	565
%V	25.1%	24.5%	23.5%	27.4%	23.5%	23.7%	23.2%	27.0%
%H		92.5%	42.3%	13.8%	68.0%	35.3%	32.7%	93.7%
C2	657	638	301	81	522	270	252	547
%V	27.4%	28.0%	27.7%	26.7%	29.9%	30.1%	29.6%	26.2%
%H		97.1%	45.8%	12.3%	79.5%	41.1%	38.4%	83.3%
D	377	354	169	51	263	134	129	299
%V	15.7%	15.5%	15.5%	16.8%	15.0%	14.9%	15.2%	14.3%
%H		93.9%	44.8%	13.5%	69.8%	35.5%	34.2%	79.3%
E	198	173	78	16	130	54	76	130
%V	8.2%	7.6%	7.2%	5.3%	7.4%	6.0%	8.9%	6.2%
%H		87.4%	39.4%	8.1%	65.7%	27.3%	38.4%	65.7%

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 2014 - June 2015

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+)	2402	2278	1087	303	1748	898	850	2089
%H		94.8%	45.3%	12.6%	72.8%	37.4%	35.4%	87.0%
Working full time	1329	1288	673	178	945	525	420	1265
%V	55.3%	56.5%	61.9%	58.7%	54.1%	58.5%	49.4%	60.6%
%H		96.9%	50.6%	13.4%	71.1%	39.5%	31.6%	95.2%
Working part time	109	102	40	17	75	33	42	100
%V	4.5%	4.5%	3.7%	5.6%	4.3%	3.7%	4.9%	4.8%
%H		93.6%	36.7%	15.6%	68.8%	30.3%	38.5%	91.7%
Not working	963	888	373	107	728	340	388	725
%V	40.1%	39.0%	34.3%	35.3%	41.6%	37.9%	45.6%	34.7%
%H		92.2%	38.7%	11.1%	75.6%	35.3%	40.3%	75.3%
Housewife/Houseperson	565	511	170	53	412	144	268	399
%V	23.5%	22.4%	15.6%	17.5%	23.6%	16.0%	31.5%	19.1%
%H		90.4%	30.1%	9.4%	72.9%	25.5%	47.4%	70.6%

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 2014 - June 2015

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+)	2484	2365	1098	311	1848	907	942	2088
%H		95.2%	44.2%	12.5%	74.4%	36.5%	37.9%	84.1%
16 - 19	157	139	66	24	104	57	48	152
%V	6.3%	5.9%	6.0%	7.7%	5.6%	6.3%	5.1%	7.3%
%H		88.5%	42.0%	15.3%	66.2%	36.3%	30.6%	96.8%
20 - 24	185	158	74	16	117	56	61	177
%V	7.4%	6.7%	6.7%	5.1%	6.3%	6.2%	6.5%	8.5%
%H		85.4%	40.0%	8.6%	63.2%	30.3%	33.0%	95.7%
25 - 34	381	361	210	40	257	151	107	361
%V	15.3%	15.3%	19.1%	12.9%	13.9%	16.6%	11.4%	17.3%
%H		94.8%	55.1%	10.5%	67.5%	39.6%	28.1%	94.8%
35 - 44	370	361	206	52	252	152	100	355
%V	14.9%	15.3%	18.8%	16.7%	13.6%	16.8%	10.6%	17.0%
%H		97.6%	55.7%	14.1%	68.1%	41.1%	27.0%	95.9%
45 - 54	432	424	215	72	322	188	134	408
%V	17.4%	17.9%	19.6%	23.2%	17.4%	20.7%	14.2%	19.5%
%H		98.1%	49.8%	16.7%	74.5%	43.5%	31.0%	94.4%
55 - 64	367	358	150	54	295	140	154	318
%V	14.8%	15.1%	13.7%	17.4%	16.0%	15.4%	16.3%	15.2%
%H		97.5%	40.9%	14.7%	80.4%	38.1%	42.0%	86.6%
65+	592	564	176	54	501	163	338	316
%V	23.8%	23.8%	16.0%	17.4%	27.1%	18.0%	35.9%	15.1%
%H		95.3%	29.7%	9.1%	84.6%	27.5%	57.1%	53.4%

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 2014 - June 2015

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+)		2484	2365	1098	311	1848	907	942	2088
	%H		95.2%	44.2%	12.5%	74.4%	36.5%	37.9%	84.1%
AB		575	560	275	74	428	219	208	544
	%V	23.1%	23.7%	25.0%	23.8%	23.2%	24.1%	22.1%	26.1%
	%H		97.4%	47.8%	12.9%	74.4%	38.1%	36.2%	94.6%
C1		700	640	279	92	500	238	262	615
	%V	28.2%	27.1%	25.4%	29.6%	27.1%	26.2%	27.8%	29.5%
	%H		91.4%	39.9%	13.1%	71.4%	34.0%	37.4%	87.9%
C2		554	543	264	73	442	239	203	477
	%V	22.3%	23.0%	24.0%	23.5%	23.9%	26.4%	21.5%	22.8%
	%H		98.0%	47.7%	13.2%	79.8%	43.1%	36.6%	86.1%
D		385	369	169	45	281	129	152	288
	%V	15.5%	15.6%	15.4%	14.5%	15.2%	14.2%	16.1%	13.8%
	%H		95.8%	43.9%	11.7%	73.0%	33.5%	39.5%	74.8%
E		270	254	111	27	197	81	117	165
	%V	10.9%	10.7%	10.1%	8.7%	10.7%	8.9%	12.4%	7.9%
	%H		94.1%	41.1%	10.0%	73.0%	30.0%	43.3%	61.1%

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 2014 - June 2015

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+)	2484	2365	1098	311	1848	907	942	2088
%H		95.2%	44.2%	12.5%	74.4%	36.5%	37.9%	84.1%
Working full time	828	808	421	128	604	348	255	798
%V	33.3%	34.2%	38.3%	41.2%	32.7%	38.4%	27.1%	38.2%
%H		97.6%	50.8%	15.5%	72.9%	42.0%	30.8%	96.4%
Working part time	363	355	170	50	282	153	129	335
%V	14.6%	15.0%	15.5%	16.1%	15.3%	16.9%	13.7%	16.0%
%H		97.8%	46.8%	13.8%	77.7%	42.1%	35.5%	92.3%
Not working	1294	1203	506	133	962	405	558	955
%V	52.1%	50.9%	46.1%	42.8%	52.1%	44.7%	59.2%	45.7%
%H		93.0%	39.1%	10.3%	74.3%	31.3%	43.1%	73.8%
Housewife/Houseperson	2032	1948	895	248	1516	720	796	1668
%V	81.8%	82.4%	81.5%	79.7%	82.0%	79.4%	84.5%	79.9%
%H		95.9%	44.0%	12.2%	74.6%	35.4%	39.2%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
AB	353	334	141	45	258	112	146	329
%V	23.4%	23.3%	23.7%	21.5%	23.3%	23.4%	23.2%	28.0%
%H (All HH)		94.6%	39.9%	12.7%	73.1%	31.7%	41.4%	93.2%
%H (TV HH)			42.2%	13.5%	77.2%	33.5%	43.7%	
C1	368	350	157	56	269	130	139	313
%V	24.4%	24.4%	26.4%	26.8%	24.3%	27.1%	22.1%	26.6%
%H (All HH)		95.1%	42.7%	15.2%	73.1%	35.3%	37.8%	85.1%
%H (TV HH)			44.9%	16.0%	76.9%	37.1%	39.7%	
C2	318	303	134	45	231	110	121	263
%V	21.1%	21.1%	22.6%	21.5%	20.9%	23.0%	19.3%	22.4%
%H (All HH)		95.3%	42.1%	14.2%	72.6%	34.6%	38.1%	82.7%
%H (TV HH)			44.2%	14.9%	76.2%	36.3%	39.9%	
D	244	237	95	32	180	71	109	155
%V	16.2%	16.5%	16.0%	15.3%	16.3%	14.8%	17.4%	13.2%
%H (All HH)		97.1%	38.9%	13.1%	73.8%	29.1%	44.7%	63.5%
%H (TV HH)			40.1%	13.5%	75.9%	30.0%	46.0%	
E	226	211	67	30	169	56	113	115
%V	15.0%	14.7%	11.3%	14.4%	15.3%	11.7%	18.0%	9.8%
%H (All HH)		93.4%	29.6%	13.3%	74.8%	24.8%	50.0%	50.9%
%H (TV HH)			31.8%	14.2%	80.1%	26.5%	53.6%	

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 2014 - June 2015

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Under 25	73	62	26	7	49	19	30	58
%V	4.8%	4.3%	4.4%	3.3%	4.4%	4.0%	4.8%	4.9%
%H (All HH)		84.9%	35.6%	9.6%	67.1%	26.0%	41.1%	79.5%
%H (TV HH)			41.9%	11.3%	79.0%	30.6%	48.4%	
25 - 34	218	204	102	30	133	65	68	201
%V	14.4%	14.2%	17.2%	14.4%	12.0%	13.6%	10.8%	17.1%
%H (All HH)		93.6%	46.8%	13.8%	61.0%	29.8%	31.2%	92.2%
%H (TV HH)			50.0%	14.7%	65.2%	31.9%	33.3%	
35 - 44	220	209	106	34	151	84	67	205
%V	14.6%	14.6%	17.8%	16.3%	13.6%	17.5%	10.7%	17.4%
%H (All HH)		95.0%	48.2%	15.5%	68.6%	38.2%	30.5%	93.2%
%H (TV HH)			50.7%	16.3%	72.2%	40.2%	32.1%	
45 - 54	290	278	138	41	215	117	99	259
%V	19.2%	19.4%	23.2%	19.6%	19.4%	24.4%	15.8%	22.0%
%H (All HH)		95.9%	47.6%	14.1%	74.1%	40.3%	34.1%	89.3%
%H (TV HH)			49.6%	14.7%	77.3%	42.1%	35.6%	
55 - 64	260	253	105	46	196	95	102	221
%V	17.2%	17.6%	17.7%	22.0%	17.7%	19.8%	16.2%	18.8%
%H (All HH)		97.3%	40.4%	17.7%	75.4%	36.5%	39.2%	85.0%
%H (TV HH)			41.5%	18.2%	77.5%	37.5%	40.3%	
65 +	449	430	116	50	363	100	263	231
%V	29.7%	29.9%	19.5%	23.9%	32.8%	20.9%	41.9%	19.7%
%H (All HH)		95.8%	25.8%	11.1%	80.8%	22.3%	58.6%	51.4%
%H (TV HH)			27.0%	11.6%	84.4%	23.3%	61.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
1	488	448	116	59	372	104	268	269
%V	32.3%	31.2%	19.5%	28.2%	33.6%	21.7%	42.7%	22.9%
%H (All HH)		91.8%	23.8%	12.1%	76.2%	21.3%	54.9%	55.1%
%H (TV HH)			25.9%	13.2%	83.0%	23.2%	59.8%	
2	545	524	213	72	411	172	239	454
%V	36.1%	36.5%	35.9%	34.4%	37.1%	35.9%	38.1%	38.6%
%H (All HH)		96.1%	39.1%	13.2%	75.4%	31.6%	43.9%	83.3%
%H (TV HH)			40.6%	13.7%	78.4%	32.8%	45.6%	
3	222	215	115	36	153	89	64	205
%V	14.7%	15.0%	19.4%	17.2%	13.8%	18.6%	10.2%	17.4%
%H (All HH)		96.8%	51.8%	16.2%	68.9%	40.1%	28.8%	92.3%
%H (TV HH)			53.5%	16.7%	71.2%	41.4%	29.8%	
4	182	179	102	31	127	83	45	177
%V	12.1%	12.5%	17.2%	14.8%	11.5%	17.3%	7.2%	15.1%
%H (All HH)		98.4%	56.0%	17.0%	69.8%	45.6%	24.7%	97.3%
%H (TV HH)			57.0%	17.3%	70.9%	46.4%	25.1%	
5+	73	70	48	10	44	31	13	70
%V	4.8%	4.9%	8.1%	4.8%	4.0%	6.5%	2.1%	6.0%
%H (All HH)		95.9%	65.8%	13.7%	60.3%	42.5%	17.8%	95.9%
%H (TV HH)			68.6%	14.3%	62.9%	44.3%	18.6%	
Average HH size	2.23	2.25	2.62	2.36	2.17	2.55	1.89	2.45

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 2014 - June 2015

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	1510	1436	594	209	1107	479	628	1175
%V (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Without	1140	1074	388	157	860	333	527	831
%V	75.5%	74.8%	65.3%	75.1%	77.7%	69.5%	83.9%	70.7%
%H (All HH)		94.2%	34.0%	13.8%	75.4%	29.2%	46.2%	72.9%
%H (TV HH)			36.1%	14.6%	80.1%	31.0%	49.1%	
With	370	361	206	52	247	146	101	343
%V	24.5%	25.1%	34.7%	24.9%	22.3%	30.5%	16.1%	29.2%
%H (All HH)		97.6%	55.7%	14.1%	66.8%	39.5%	27.3%	92.7%
%H (TV HH)			57.1%	14.4%	68.4%	40.4%	28.0%	
0 - 3	140	136	81	17	84	46	37	122
%V	9.3%	9.5%	13.6%	8.1%	7.6%	9.6%	5.9%	10.4%
%H (All HH)		97.1%	57.9%	12.1%	60.0%	32.9%	26.4%	87.1%
%H (TV HH)			59.6%	12.5%	61.8%	33.8%	27.2%	
4 - 9	188	182	109	26	117	71	46	173
%V	12.5%	12.7%	18.4%	12.4%	10.6%	14.8%	7.3%	14.7%
%H (All HH)		96.8%	58.0%	13.8%	62.2%	37.8%	24.5%	92.0%
%H (TV HH)			59.9%	14.3%	64.3%	39.0%	25.3%	
10 - 15	168	164	93	26	121	76	44	163
%V	11.1%	11.4%	15.7%	12.4%	10.9%	15.9%	7.0%	13.9%
%H (All HH)		97.6%	55.4%	15.5%	72.0%	45.2%	26.2%	97.0%
%H (TV HH)			56.7%	15.9%	73.8%	46.3%	26.8%	

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 2014 - June 2015

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
1	564	564	176	70	392	83	310	385
%V	37.4%	39.3%	29.6%	33.5%	35.4%	17.3%	49.4%	32.8%
%H (All HH)		100.0%	31.2%	12.4%	69.5%	14.7%	55.0%	68.3%
%H (TV HH)			31.2%	12.4%	69.5%	14.7%	55.0%	
2	511	511	209	79	411	189	223	401
%V	33.8%	35.6%	35.2%	37.8%	37.1%	39.5%	35.5%	34.1%
%H (All HH)		100.0%	40.9%	15.5%	80.4%	37.0%	43.6%	78.5%
%H (TV HH)			40.9%	15.5%	80.4%	37.0%	43.6%	
3	224	224	123	34	188	119	69	204
%V	14.8%	15.6%	20.7%	16.3%	17.0%	24.8%	11.0%	17.4%
%H (All HH)		100.0%	54.9%	15.2%	83.9%	53.1%	30.8%	91.1%
%H (TV HH)			54.9%	15.2%	83.9%	53.1%	30.8%	
4	83	83	51	18	69	54	15	81
%V	5.5%	5.8%	8.6%	8.6%	6.2%	11.3%	2.4%	6.9%
%H (All HH)		100.0%	61.4%	21.7%	83.1%	65.1%	18.1%	97.6%
%H (TV HH)			61.4%	21.7%	83.1%	65.1%	18.1%	
5+	54	54	36	7	46	34	12	53
%V	3.6%	3.8%	6.1%	3.3%	4.2%	7.1%	1.9%	4.5%
%H (All HH)		100.0%	66.7%	13.0%	85.2%	63.0%	22.2%	98.1%
%H (TV HH)			66.7%	13.0%	85.2%	63.0%	22.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1510	1436	594	209	1107	479	628	1175
%V (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Under 20"	276	276	118	45	241	128	113	222
%V	18.3%	19.2%	19.9%	21.5%	21.8%	26.7%	18.0%	18.9%
%H (All HH)		100.0%	42.8%	16.3%	87.3%	46.4%	40.9%	80.4%
%H (TV HH)			42.8%	16.3%	87.3%	46.4%	40.9%	
20" - 29"	463	463	194	67	384	180	204	368
%V	30.7%	32.2%	32.7%	32.1%	34.7%	37.6%	32.5%	31.3%
%H (All HH)		100.0%	41.9%	14.5%	82.9%	38.9%	44.1%	79.5%
%H (TV HH)			41.9%	14.5%	82.9%	38.9%	44.1%	
30" - 39"	777	777	318	106	627	276	351	606
%V	51.5%	54.1%	53.5%	50.7%	56.6%	57.6%	55.9%	51.6%
%H (All HH)		100.0%	40.9%	13.6%	80.7%	35.5%	45.2%	78.0%
%H (TV HH)			40.9%	13.6%	80.7%	35.5%	45.2%	
40" and over	777	777	401	133	569	322	246	673
%V	51.5%	54.1%	67.5%	63.6%	51.4%	67.2%	39.2%	57.3%
%H (All HH)		100.0%	51.6%	17.1%	73.2%	41.4%	31.7%	86.6%
%H (TV HH)			51.6%	17.1%	73.2%	41.4%	31.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Main living room	1420	1420	591	208	1098	477	621	1111
%V	94.0%	98.9%	99.5%	99.5%	99.2%	99.6%	98.9%	94.6%
%H (All HH)		100.0%	41.6%	14.6%	77.3%	33.6%	43.7%	78.2%
%H (TV HH)			41.6%	14.6%	77.3%	33.6%	43.7%	
Kitchen	170	170	86	21	155	90	65	145
%V	11.3%	11.8%	14.5%	10.0%	14.0%	18.8%	10.4%	12.3%
%H (All HH)		100.0%	50.6%	12.4%	91.2%	52.9%	38.2%	85.3%
%H (TV HH)			50.6%	12.4%	91.2%	52.9%	38.2%	
Adult's bedroom	639	639	309	110	539	315	224	543
%V	42.3%	44.5%	52.0%	52.6%	48.7%	65.8%	35.7%	46.2%
%H (All HH)		100.0%	48.4%	17.2%	84.4%	49.3%	35.1%	85.0%
%H (TV HH)			48.4%	17.2%	84.4%	49.3%	35.1%	
Child's bedroom	182	182	113	28	128	87	41	170
%V	12.1%	12.7%	19.0%	13.4%	11.6%	18.2%	6.5%	14.5%
%H (All HH)		100.0%	62.1%	15.4%	70.3%	47.8%	22.5%	93.4%
%H (TV HH)			62.1%	15.4%	70.3%	47.8%	22.5%	
Other bedroom	98	98	48	21	83	53	30	90
%V	6.5%	6.8%	8.1%	10.0%	7.5%	11.1%	4.8%	7.7%
%H (All HH)		100.0%	49.0%	21.4%	84.7%	54.1%	30.6%	91.8%
%H (TV HH)			49.0%	21.4%	84.7%	54.1%	30.6%	
Second living/dining room	115	115	53	16	90	46	44	100
%V	7.6%	8.0%	8.9%	7.7%	8.1%	9.6%	7.0%	8.5%
%H (All HH)		100.0%	46.1%	13.9%	78.3%	40.0%	38.3%	87.0%
%H (TV HH)			46.1%	13.9%	78.3%	40.0%	38.3%	
Study/office	16	16	11	1	14	10	4	16
%V	1.1%	1.1%	1.9%	0.5%	1.3%	2.1%	0.6%	1.4%
%H (All HH)		100.0%	68.8%	6.3%	87.5%	62.5%	25.0%	100.0%
%H (TV HH)			68.8%	6.3%	87.5%	62.5%	25.0%	
TV room	6	6	5	1	5	4	1	6
%V	0.4%	0.4%	0.8%	0.5%	0.5%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	83.3%	16.7%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	16.7%	83.3%	66.7%	16.7%	
Conservatory	39	39	24	6	35	26	9	37
%V	2.6%	2.7%	4.0%	2.9%	3.2%	5.4%	1.4%	3.1%
%H (All HH)		100.0%	61.5%	15.4%	89.7%	66.7%	23.1%	94.9%
%H (TV HH)			61.5%	15.4%	89.7%	66.7%	23.1%	
Attic or loft room	6	6	3	1	5	3	2	6
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.6%	0.3%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
No specific location	3	3	2	0	3	2	1	3
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.3%
%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	12	12	8	0	12	7	4	12
%V	0.8%	0.8%	1.3%	0.0%	1.1%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	58.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	58.3%	33.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Any DSAT provider	594	594	594	7	367	367	0	528
%V	39.3%	41.4%	100.0%	3.3%	33.2%	76.6%	0.0%	44.9%
%H (All HH)			100.0%	1.2%	61.8%	61.8%	0.0%	88.9%
%H (TV HH)			100.0%	1.2%	61.8%	61.8%	0.0%	
Sky with subscription	518	518	518	3	325	325	0	467
%V	34.3%	36.1%	87.2%	1.4%	29.4%	67.8%	0.0%	39.7%
%H (All HH)			100.0%	0.6%	62.7%	62.7%	0.0%	90.2%
%H (TV HH)			100.0%	0.6%	62.7%	62.7%	0.0%	
Sky without subscription	39	39	39	2	20	20	0	29
%V	2.6%	2.7%	6.6%	1.0%	1.8%	4.2%	0.0%	2.5%
%H (All HH)			100.0%	5.1%	51.3%	51.3%	0.0%	74.4%
%H (TV HH)			100.0%	5.1%	51.3%	51.3%	0.0%	
Freesat	50	50	50	2	34	34	0	41
%V	3.3%	3.5%	8.4%	1.0%	3.1%	7.1%	0.0%	3.5%
%H (All HH)			100.0%	4.0%	68.0%	68.0%	0.0%	82.0%
%H (TV HH)			100.0%	4.0%	68.0%	68.0%	0.0%	
Other satellite provider	12	12	12	0	5	5	0	12
%V	0.8%	0.8%	2.0%	0.0%	0.5%	1.0%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	41.7%	41.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	41.7%	41.7%	0.0%	
DCAB	209	209	7	209	115	115	0	182
%V	13.8%	14.6%	1.2%	100.0%	10.4%	24.0%	0.0%	15.5%
%H (All HH)			3.3%	100.0%	55.0%	55.0%	0.0%	87.1%
%H (TV HH)			3.3%	100.0%	55.0%	55.0%	0.0%	
DTT	1107	1107	367	115	1107	479	628	836
%V	73.3%	77.1%	61.8%	55.0%	100.0%	100.0%	100.0%	71.1%
%H (All HH)		100.0%	33.2%	10.4%	100.0%	43.3%	56.7%	75.5%
%H (TV HH)			33.2%	10.4%	100.0%	43.3%	56.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.9: Recorders and other equipment

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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
PVR	906	906	533	174	626	420	206	799
%V	60.0%	63.1%	89.7%	83.3%	56.5%	87.7%	32.8%	68.0%
%H (All HH)		100.0%	58.8%	19.2%	69.1%	46.4%	22.7%	88.2%
%H (TV HH)			58.8%	19.2%	69.1%	46.4%	22.7%	
DVDR	54	54	25	8	42	23	19	47
%V	3.6%	3.8%	4.2%	3.8%	3.8%	4.8%	3.0%	4.0%
%H (All HH)		100.0%	46.3%	14.8%	77.8%	42.6%	35.2%	87.0%
%H (TV HH)			46.3%	14.8%	77.8%	42.6%	35.2%	
VCR	28	28	5	4	26	8	18	16
%V	1.9%	1.9%	0.8%	1.9%	2.3%	1.7%	2.9%	1.4%
%H (All HH)		100.0%	17.9%	14.3%	92.9%	28.6%	64.3%	57.1%
%H (TV HH)			17.9%	14.3%	92.9%	28.6%	64.3%	
Any recorder	939	939	535	177	656	424	232	819
%V	62.2%	65.4%	90.1%	84.7%	59.3%	88.5%	36.9%	69.7%
%H (All HH)		100.0%	57.0%	18.8%	69.9%	45.2%	24.7%	87.2%
%H (TV HH)			57.0%	18.8%	69.9%	45.2%	24.7%	
Receives HDTV (via STB or built-in reception)	794	794	424	155	583	362	222	702
%V	52.6%	55.3%	71.4%	74.2%	52.7%	75.6%	35.4%	59.7%
%H (All HH)		100.0%	53.4%	19.5%	73.4%	45.6%	28.0%	88.4%
%H (TV HH)			53.4%	19.5%	73.4%	45.6%	28.0%	
DVD/Blu-ray player or recorder	1049	1049	459	159	827	393	434	863
%V	69.5%	73.1%	77.3%	76.1%	74.7%	82.0%	69.1%	73.4%
%H (All HH)		100.0%	43.8%	15.2%	78.8%	37.5%	41.4%	82.3%
%H (TV HH)			43.8%	15.2%	78.8%	37.5%	41.4%	

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

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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	1510	1436	594	209	1107	479	628	1175
%H (All HH)		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%
%H (TV HH)			41.4%	14.6%	77.1%	33.4%	43.7%	
Has broadband internet	1175	1123	528	182	836	426	411	1175
%V	77.8%	78.2%	88.9%	87.1%	75.5%	88.9%	65.4%	100.0%
%H (All HH)		95.6%	44.9%	15.5%	71.1%	36.3%	35.0%	100.0%
%H (TV HH)			47.0%	16.2%	74.4%	37.9%	36.6%	
Number of computers (PCs and laptops)								
0	338	320	69	29	276	56	221	37
%V	22.4%	22.3%	11.6%	13.9%	24.9%	11.7%	35.2%	3.1%
%H (All HH)		94.7%	20.4%	8.6%	81.7%	16.6%	65.4%	10.9%
%H (TV HH)			21.6%	9.1%	86.3%	17.5%	69.1%	
1	436	407	155	60	310	121	189	408
%V	28.9%	28.3%	26.1%	28.7%	28.0%	25.3%	30.1%	34.7%
%H (All HH)		93.3%	35.6%	13.8%	71.1%	27.8%	43.3%	93.6%
%H (TV HH)			38.1%	14.7%	76.2%	29.7%	46.4%	
2	328	308	154	49	227	123	104	324
%V	21.7%	21.4%	25.9%	23.4%	20.5%	25.7%	16.6%	27.6%
%H (All HH)		93.9%	47.0%	14.9%	69.2%	37.5%	31.7%	98.8%
%H (TV HH)			50.0%	15.9%	73.7%	39.9%	33.8%	
3	195	189	96	33	140	84	56	194
%V	12.9%	13.2%	16.2%	15.8%	12.6%	17.5%	8.9%	16.5%
%H (All HH)		96.9%	49.2%	16.9%	71.8%	43.1%	28.7%	99.5%
%H (TV HH)			50.8%	17.5%	74.1%	44.4%	29.6%	
4	110	109	60	22	73	45	28	109
%V	7.3%	7.6%	10.1%	10.5%	6.6%	9.4%	4.5%	9.3%
%H (All HH)		99.1%	54.5%	20.0%	66.4%	40.9%	25.5%	99.1%
%H (TV HH)			55.0%	20.2%	67.0%	41.3%	25.7%	
5+	104	103	59	16	80	51	29	104
%V	6.9%	7.2%	9.9%	7.7%	7.2%	10.6%	4.6%	8.9%
%H (All HH)		99.0%	56.7%	15.4%	76.9%	49.0%	27.9%	100.0%
%H (TV HH)			57.3%	15.5%	77.7%	49.5%	28.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2883	1359	445	2308	1220	1087	2409
%H		47.1%	15.4%	80.1%	42.3%	37.7%	83.6%
Under 20"	344	157	56	300	170	130	284
%V	11.9%	11.6%	12.6%	13.0%	13.9%	12.0%	11.8%
%H		45.6%	16.3%	87.2%	49.4%	37.8%	82.6%
20" - 29"	611	274	86	517	261	255	502
%V	21.2%	20.2%	19.3%	22.4%	21.4%	23.5%	20.8%
%H		44.8%	14.1%	84.6%	42.7%	41.7%	82.2%
30" - 39"	940	403	132	766	361	405	752
%V	32.6%	29.7%	29.7%	33.2%	29.6%	37.3%	31.2%
%H		42.9%	14.0%	81.5%	38.4%	43.1%	80.0%
40" and over	977	520	169	715	421	294	864
%V	33.9%	38.3%	38.0%	31.0%	34.5%	27.0%	35.9%
%H		53.2%	17.3%	73.2%	43.1%	30.1%	88.4%
Don't know	11	5	2	11	7	4	7
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.3%
%H		45.5%	18.2%	100.0%	63.6%	36.4%	63.6%

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 2014 - June 2015

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	2883	1359	445	2308	1220	1087	2409
%H		47.1%	15.4%	80.1%	42.3%	37.7%	83.6%
Main living room	1429	595	211	1106	481	625	1119
%V	49.6%	43.8%	47.4%	47.9%	39.4%	57.5%	46.5%
%H		41.6%	14.8%	77.4%	33.7%	43.7%	78.3%
Kitchen	170	86	21	155	90	65	145
%V	5.9%	6.3%	4.7%	6.7%	7.4%	6.0%	6.0%
%H		50.6%	12.4%	91.2%	52.9%	38.2%	85.3%
Adult's bedroom	720	361	123	611	371	240	621
%V	25.0%	26.6%	27.6%	26.5%	30.4%	22.1%	25.8%
%H		50.1%	17.1%	84.9%	51.5%	33.3%	86.3%
Child's bedroom	245	154	37	170	116	54	231
%V	8.5%	11.3%	8.3%	7.4%	9.5%	5.0%	9.6%
%H		62.9%	15.1%	69.4%	47.3%	22.0%	94.3%
Other bedroom	120	56	28	100	64	37	111
%V	4.2%	4.1%	6.3%	4.3%	5.2%	3.4%	4.6%
%H		46.7%	23.3%	83.3%	53.3%	30.8%	92.5%
Second living/dining room	115	54	16	91	46	44	100
%V	4.0%	4.0%	3.6%	3.9%	3.8%	4.0%	4.2%
%H		47.0%	13.9%	79.1%	40.0%	38.3%	87.0%
Study/office	16	11	1	14	10	4	16
%V	0.6%	0.8%	0.2%	0.6%	0.8%	0.4%	0.7%
%H		68.8%	6.3%	87.5%	62.5%	25.0%	100.0%
TV room	6	5	1	5	4	1	6
%V	0.2%	0.4%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		83.3%	16.7%	83.3%	66.7%	16.7%	100.0%
Conservatory	39	24	6	35	26	9	37
%V	1.4%	1.8%	1.3%	1.5%	2.1%	0.8%	1.5%
%H		61.5%	15.4%	89.7%	66.7%	23.1%	94.9%
Attic or loft room	6	3	1	5	3	2	6
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
No specific location	3	2	0	3	2	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Other	14	8	0	13	8	5	13
%V	0.5%	0.6%	0.0%	0.6%	0.7%	0.5%	0.5%
%H		57.1%	0.0%	92.9%	57.1%	35.7%	92.9%

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 2014 - June 2015

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	2883	1359	445	2308	1220	1087	2409
%H		47.1%	15.4%	80.1%	42.3%	37.7%	83.6%
PVR	1152	710	224	780	553	228	1035
%V	40.0%	52.2%	50.3%	33.8%	45.3%	21.0%	43.0%
%H		61.6%	19.4%	67.7%	48.0%	19.8%	89.8%
DVDR	59	26	8	46	23	23	51
%V	2.0%	1.9%	1.8%	2.0%	1.9%	2.1%	2.1%
%H		44.1%	13.6%	78.0%	39.0%	39.0%	86.4%
VCR	28	5	4	26	8	18	16
%V	1.0%	0.4%	0.9%	1.1%	0.7%	1.7%	0.7%
%H		17.9%	14.3%	92.9%	28.6%	64.3%	57.1%
Any recorder	1195	715	228	822	560	261	1065
%V	41.4%	52.6%	51.2%	35.6%	45.9%	24.0%	44.2%
%H		59.8%	19.1%	68.8%	46.9%	21.8%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	2883	1359	445	2308	1220	1087	2409
%H		47.1%	15.4%	80.1%	42.3%	37.7%	83.6%
Receives HDTV (via STB or built-in reception)	1114	592	222	840	528	311	1005
%V	38.6%	43.6%	49.9%	36.4%	43.3%	28.6%	41.7%
%H		53.1%	19.9%	75.4%	47.4%	27.9%	90.2%
DVD/Blu-ray player or recorder	1501	710	233	1226	661	565	1279
%V	52.1%	52.2%	52.4%	53.1%	54.2%	52.0%	53.1%
%H		47.3%	15.5%	81.7%	44.0%	37.6%	85.2%

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 2014 - June 2015

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	1431	593	209	1107	479	628	1119
%H		41.4%	14.6%	77.4%	33.5%	43.9%	78.2%
Under 20"	13	2	1	11	2	9	6
%V	0.9%	0.3%	0.5%	1.0%	0.4%	1.4%	0.5%
%H		15.4%	7.7%	84.6%	15.4%	69.2%	46.2%
20" - 29"	137	22	14	117	18	100	81
%V	9.6%	3.7%	6.7%	10.6%	3.8%	15.9%	7.2%
%H		16.1%	10.2%	85.4%	13.1%	73.0%	59.1%
30" - 39"	528	181	65	428	148	280	382
%V	36.9%	30.5%	31.1%	38.7%	30.9%	44.6%	34.1%
%H		34.3%	12.3%	81.1%	28.0%	53.0%	72.3%
40" and over	750	388	128	548	309	239	648
%V	52.4%	65.4%	61.2%	49.5%	64.5%	38.1%	57.9%
%H		51.7%	17.1%	73.1%	41.2%	31.9%	86.4%
Don't know	3	0	1	3	1	1	1
%V	0.2%	0.0%	0.5%	0.3%	0.2%	0.2%	0.1%
%H		0.0%	33.3%	100.0%	33.3%	33.3%	33.3%

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 2014 - June 2015

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	1431	593	209	1107	479	628	1119
%H		41.4%	14.6%	77.4%	33.5%	43.9%	78.2%
PVR	886	523	170	608	408	201	782
%V	61.9%	88.2%	81.3%	54.9%	85.2%	32.0%	69.9%
%H		59.0%	19.2%	68.6%	46.0%	22.7%	88.3%
DVDR	43	20	7	33	18	15	37
%V	3.0%	3.4%	3.3%	3.0%	3.8%	2.4%	3.3%
%H		46.5%	16.3%	76.7%	41.9%	34.9%	86.0%
VCR	25	5	4	23	7	17	13
%V	1.7%	0.8%	1.9%	2.1%	1.5%	2.7%	1.2%
%H		20.0%	16.0%	92.0%	28.0%	68.0%	52.0%
Any recorder	918	526	173	638	413	224	800
%V	64.2%	88.7%	82.8%	57.6%	86.2%	35.7%	71.5%
%H		57.3%	18.8%	69.5%	45.0%	24.4%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1431	593	209	1107	479	628	1119
%H		41.4%	14.6%	77.4%	33.5%	43.9%	78.2%
Receives HDTV (via STB or built-in reception)	770	413	150	567	354	214	682
%V	53.8%	69.6%	71.8%	51.2%	73.9%	34.1%	60.9%
%H		53.6%	19.5%	73.6%	46.0%	27.8%	88.6%
DVD/Blu-ray player or recorder	965	418	143	757	352	406	789
%V	67.4%	70.5%	68.4%	68.4%	73.5%	64.6%	70.5%
%H		43.3%	14.8%	78.4%	36.5%	42.1%	81.8%

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 2014 - June 2015

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	1452	766	236	1201	742	459	1291
%V		52.8%	16.3%	82.7%	51.1%	31.6%	88.9%
Under 20"	331	155	55	288	167	121	278
%V	22.8%	20.2%	23.3%	24.0%	22.5%	26.4%	21.5%
%H		46.8%	16.6%	87.0%	50.5%	36.6%	84.0%
20" - 29"	474	252	72	399	244	156	421
%V	32.6%	32.9%	30.5%	33.2%	32.9%	34.0%	32.6%
%H		53.2%	15.2%	84.2%	51.5%	32.9%	88.8%
30" - 39"	412	222	67	338	213	125	370
%V	28.4%	29.0%	28.4%	28.1%	28.7%	27.2%	28.7%
%H		53.9%	16.3%	82.0%	51.7%	30.3%	89.8%
40" and over	227	132	42	167	112	55	216
%V	15.6%	17.2%	17.8%	13.9%	15.1%	12.0%	16.7%
%H		58.1%	18.5%	73.6%	49.3%	24.2%	95.2%
Don't know	8	5	1	8	5	3	6
%V	0.6%	0.7%	0.4%	0.7%	0.7%	0.7%	0.5%
%H		62.5%	12.5%	100.0%	62.5%	37.5%	75.0%

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 2014 - June 2015

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	1452	766	236	1201	742	459	1291
%H		52.8%	16.3%	82.7%	51.1%	31.6%	88.9%
PVR	266	188	54	172	145	27	253
%V	18.3%	24.5%	22.9%	14.3%	19.5%	5.9%	19.6%
%H		70.7%	20.3%	64.7%	54.5%	10.2%	95.1%
DVDR	16	7	1	13	6	8	15
%V	1.1%	0.9%	0.4%	1.1%	0.8%	1.7%	1.2%
%H		43.8%	6.3%	81.3%	37.5%	50.0%	93.8%
VCR	3	0	1	3	1	2	3
%V	0.2%	0.0%	0.4%	0.2%	0.1%	0.4%	0.2%
%H		0.0%	33.3%	100.0%	33.3%	66.7%	100.0%
Any recorder	278	189	55	184	147	37	265
%V	19.1%	24.7%	23.3%	15.3%	19.8%	8.1%	20.5%
%H		68.0%	19.8%	66.2%	52.9%	13.3%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1452	766	236	1201	742	459	1291
%H		52.8%	16.3%	82.7%	51.1%	31.6%	88.9%
Receives HDTV (via STB or built-in reception)	344	179	72	272	175	98	323
%V	23.7%	23.4%	30.5%	22.6%	23.6%	21.4%	25.0%
%H		52.0%	20.9%	79.1%	50.9%	28.5%	93.9%
DVD/Blu-ray player or recorder	536	292	91	469	310	159	490
%V	36.9%	38.1%	38.6%	39.1%	41.8%	34.6%	38.0%
%H		54.5%	17.0%	87.5%	57.8%	29.7%	91.4%

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 2014 - June 2015

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	3365	3233	1554	493	2404	1219	1185	2875
%H		96.1%	46.2%	14.7%	71.4%	36.2%	35.2%	85.4%
Total Children	614	600	354	85	396	237	159	569
%V	18.2%	18.6%	22.8%	17.2%	16.5%	19.4%	13.4%	19.8%
%H		97.7%	57.7%	13.8%	64.5%	38.6%	25.9%	92.7%
0 - 3	159	155	90	20	96	51	44	137
%V	4.7%	4.8%	5.8%	4.1%	4.0%	4.2%	3.7%	4.8%
%H		97.5%	56.6%	12.6%	60.4%	32.1%	27.7%	86.2%
4 - 15	455	445	264	65	301	185	115	431
%V	13.5%	13.8%	17.0%	13.2%	12.5%	15.2%	9.7%	15.0%
%H		97.8%	58.0%	14.3%	66.2%	40.7%	25.3%	94.7%
4 - 9	241	234	142	33	145	88	58	222
%V	7.2%	7.2%	9.1%	6.7%	6.0%	7.2%	4.9%	7.7%
%H		97.1%	58.9%	13.7%	60.2%	36.5%	24.1%	92.1%
10 - 15	214	211	122	31	155	98	58	209
%V	6.4%	6.5%	7.9%	6.3%	6.4%	8.0%	4.9%	7.3%
%H		98.6%	57.0%	14.5%	72.4%	45.8%	27.1%	97.7%

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 2014 - June 2015

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	3365	3233	1554	493	2404	1219	1185	2875
%H		96.1%	46.2%	14.7%	71.4%	36.2%	35.2%	85.4%
Total Adults (16+)	2751	2633	1200	408	2008	982	1026	2307
%V	81.8%	81.4%	77.2%	82.8%	83.5%	80.6%	86.6%	80.2%
%H		95.7%	43.6%	14.8%	73.0%	35.7%	37.3%	83.9%
16 - 19	154	148	84	28	112	74	38	147
%V	4.6%	4.6%	5.4%	5.7%	4.7%	6.1%	3.2%	5.1%
%H		96.1%	54.5%	18.2%	72.7%	48.1%	24.7%	95.5%
20 - 24	211	189	89	29	154	83	71	190
%V	6.3%	5.8%	5.7%	5.9%	6.4%	6.8%	6.0%	6.6%
%H		89.6%	42.2%	13.7%	73.0%	39.3%	33.6%	90.0%
25 - 34	430	407	217	64	268	146	122	401
%V	12.8%	12.6%	14.0%	13.0%	11.1%	12.0%	10.3%	13.9%
%H		94.7%	50.5%	14.9%	62.3%	34.0%	28.4%	93.3%
35 - 44	387	369	196	64	262	153	109	361
%V	11.5%	11.4%	12.6%	13.0%	10.9%	12.6%	9.2%	12.6%
%H		95.3%	50.6%	16.5%	67.7%	39.5%	28.2%	93.3%
45 - 54	486	473	243	76	362	208	154	445
%V	14.4%	14.6%	15.6%	15.4%	15.1%	17.1%	13.0%	15.5%
%H		97.3%	50.0%	15.6%	74.5%	42.8%	31.7%	91.6%
55 - 64	435	422	190	77	323	165	158	378
%V	12.9%	13.1%	12.2%	15.6%	13.4%	13.5%	13.3%	13.1%
%H		97.0%	43.7%	17.7%	74.3%	37.9%	36.3%	86.9%
65+	649	625	181	71	527	154	373	384
%V	19.3%	19.3%	11.6%	14.4%	21.9%	12.6%	31.5%	13.4%
%H		96.3%	27.9%	10.9%	81.2%	23.7%	57.5%	59.2%

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 2014 - June 2015

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+)	2751	2633	1200	408	2008	982	1026	2307
%H		95.7%	43.6%	14.8%	73.0%	35.7%	37.3%	83.9%
AB	679	649	306	87	489	234	255	647
%V	24.7%	24.6%	25.5%	21.3%	24.4%	23.8%	24.9%	28.0%
%H		95.6%	45.1%	12.8%	72.0%	34.5%	37.6%	95.3%
C1	701	668	330	113	512	281	231	628
%V	25.5%	25.4%	27.5%	27.7%	25.5%	28.6%	22.5%	27.2%
%H		95.3%	47.1%	16.1%	73.0%	40.1%	33.0%	89.6%
C2	618	595	276	96	455	236	219	535
%V	22.5%	22.6%	23.0%	23.5%	22.7%	24.0%	21.3%	23.2%
%H		96.3%	44.7%	15.5%	73.6%	38.2%	35.4%	86.6%
D	432	419	190	60	314	143	171	310
%V	15.7%	15.9%	15.8%	14.7%	15.6%	14.6%	16.7%	13.4%
%H		97.0%	44.0%	13.9%	72.7%	33.1%	39.6%	71.8%
E	322	301	98	52	239	88	151	188
%V	11.7%	11.4%	8.2%	12.7%	11.9%	9.0%	14.7%	8.1%
%H		93.5%	30.4%	16.1%	74.2%	27.3%	46.9%	58.4%

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 2014 - June 2015

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+)	2751	2633	1200	408	2008	982	1026	2307
%H		95.7%	43.6%	14.8%	73.0%	35.7%	37.3%	83.9%
Working full time	1188	1148	600	203	822	476	346	1124
%V	43.2%	43.6%	50.0%	49.8%	40.9%	48.5%	33.7%	48.7%
%H		96.6%	50.5%	17.1%	69.2%	40.1%	29.1%	94.6%
Working part time	303	292	140	36	222	107	116	278
%V	11.0%	11.1%	11.7%	8.8%	11.1%	10.9%	11.3%	12.1%
%H		96.4%	46.2%	11.9%	73.3%	35.3%	38.3%	91.7%
Not working	1261	1193	460	169	963	399	564	905
%V	45.8%	45.3%	38.3%	41.4%	48.0%	40.6%	55.0%	39.2%
%H		94.6%	36.5%	13.4%	76.4%	31.6%	44.7%	71.8%
Housewife/Houseperson	1510	1436	594	209	1107	479	628	1175
%V	54.9%	54.5%	49.5%	51.2%	55.1%	48.8%	61.2%	50.9%
%H		95.1%	39.3%	13.8%	73.3%	31.7%	41.6%	77.8%

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 2014 - June 2015

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+)	1336	1276	605	205	964	498	466	1144
%H		95.5%	45.3%	15.3%	72.2%	37.3%	34.9%	85.6%
16 - 19	78	75	49	13	57	43	14	77
%V	5.8%	5.9%	8.1%	6.3%	5.9%	8.6%	3.0%	6.7%
%H		96.2%	62.8%	16.7%	73.1%	55.1%	17.9%	98.7%
20 - 24	110	101	45	18	84	47	38	101
%V	8.2%	7.9%	7.4%	8.8%	8.7%	9.4%	8.2%	8.8%
%H		91.8%	40.9%	16.4%	76.4%	42.7%	34.5%	91.8%
25 - 34	216	205	105	35	138	75	63	204
%V	16.2%	16.1%	17.4%	17.1%	14.3%	15.1%	13.5%	17.8%
%H		94.9%	48.6%	16.2%	63.9%	34.7%	29.2%	94.4%
35 - 44	188	178	95	33	126	75	51	173
%V	14.1%	13.9%	15.7%	16.1%	13.1%	15.1%	10.9%	15.1%
%H		94.7%	50.5%	17.6%	67.0%	39.9%	27.1%	92.0%
45 - 54	237	229	116	37	177	101	76	217
%V	17.7%	17.9%	19.2%	18.0%	18.4%	20.3%	16.3%	19.0%
%H		96.6%	48.9%	15.6%	74.7%	42.6%	32.1%	91.6%
55 - 64	213	205	101	34	151	80	71	181
%V	15.9%	16.1%	16.7%	16.6%	15.7%	16.1%	15.2%	15.8%
%H		96.2%	47.4%	16.0%	70.9%	37.6%	33.3%	85.0%
65+	294	282	93	35	232	77	155	192
%V	22.0%	22.1%	15.4%	17.1%	24.1%	15.5%	33.3%	16.8%
%H		95.9%	31.6%	11.9%	78.9%	26.2%	52.7%	65.3%

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 2014 - June 2015

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+)	1336	1276	605	205	964	498	466	1144
%H		95.5%	45.3%	15.3%	72.2%	37.3%	34.9%	85.6%
AB	344	329	163	42	246	122	124	326
%V	25.7%	25.8%	26.9%	20.5%	25.5%	24.5%	26.6%	28.5%
%H		95.6%	47.4%	12.2%	71.5%	35.5%	36.0%	94.8%
C1	332	319	163	57	245	142	102	304
%V	24.9%	25.0%	26.9%	27.8%	25.4%	28.5%	21.9%	26.6%
%H		96.1%	49.1%	17.2%	73.8%	42.8%	30.7%	91.6%
C2	335	320	147	53	244	127	117	288
%V	25.1%	25.1%	24.3%	25.9%	25.3%	25.5%	25.1%	25.2%
%H		95.5%	43.9%	15.8%	72.8%	37.9%	34.9%	86.0%
D	200	192	90	28	140	66	74	148
%V	15.0%	15.0%	14.9%	13.7%	14.5%	13.3%	15.9%	12.9%
%H		96.0%	45.0%	14.0%	70.0%	33.0%	37.0%	74.0%
E	126	116	43	24	90	41	48	78
%V	9.4%	9.1%	7.1%	11.7%	9.3%	8.2%	10.3%	6.8%
%H		92.1%	34.1%	19.0%	71.4%	32.5%	38.1%	61.9%

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 2014 - June 2015

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+)	1336	1276	605	205	964	498	466	1144
%H		95.5%	45.3%	15.3%	72.2%	37.3%	34.9%	85.6%
Working full time	735	709	368	124	511	295	216	694
%V	55.0%	55.6%	60.8%	60.5%	53.0%	59.2%	46.4%	60.7%
%H		96.5%	50.1%	16.9%	69.5%	40.1%	29.4%	94.4%
Working part time	58	53	21	3	43	14	29	50
%V	4.3%	4.2%	3.5%	1.5%	4.5%	2.8%	6.2%	4.4%
%H		91.4%	36.2%	5.2%	74.1%	24.1%	50.0%	86.2%
Not working	543	514	216	78	410	190	221	401
%V	40.6%	40.3%	35.7%	38.0%	42.5%	38.2%	47.4%	35.1%
%H		94.7%	39.8%	14.4%	75.5%	35.0%	40.7%	73.8%
Housewife/Houseperson	325	296	103	47	235	91	144	221
%V	24.3%	23.2%	17.0%	22.9%	24.4%	18.3%	30.9%	19.3%
%H		91.1%	31.7%	14.5%	72.3%	28.0%	44.3%	68.0%

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 2014 - June 2015

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+)	1415	1357	595	204	1044	484	560	1162
%H		95.9%	42.0%	14.4%	73.8%	34.2%	39.6%	82.1%
16 - 19	76	73	35	15	55	31	24	70
%V	5.4%	5.4%	5.9%	7.4%	5.3%	6.4%	4.3%	6.0%
%H		96.1%	46.1%	19.7%	72.4%	40.8%	31.6%	92.1%
20 - 24	101	87	43	11	70	36	34	89
%V	7.1%	6.4%	7.2%	5.4%	6.7%	7.4%	6.1%	7.7%
%H		86.1%	42.6%	10.9%	69.3%	35.6%	33.7%	88.1%
25 - 34	214	202	112	28	130	70	60	197
%V	15.1%	14.9%	18.8%	13.7%	12.5%	14.5%	10.7%	17.0%
%H		94.4%	52.3%	13.1%	60.7%	32.7%	28.0%	92.1%
35 - 44	199	190	101	32	136	78	58	188
%V	14.1%	14.0%	17.0%	15.7%	13.0%	16.1%	10.4%	16.2%
%H		95.5%	50.8%	16.1%	68.3%	39.2%	29.1%	94.5%
45 - 54	249	244	127	39	185	107	78	228
%V	17.6%	18.0%	21.3%	19.1%	17.7%	22.1%	13.9%	19.6%
%H		98.0%	51.0%	15.7%	74.3%	43.0%	31.3%	91.6%
55 - 64	222	217	89	43	172	85	87	198
%V	15.7%	16.0%	15.0%	21.1%	16.5%	17.6%	15.5%	17.0%
%H		97.7%	40.1%	19.4%	77.5%	38.3%	39.2%	89.2%
65+	355	343	88	36	295	77	218	192
%V	25.1%	25.3%	14.8%	17.6%	28.3%	15.9%	38.9%	16.5%
%H		96.6%	24.8%	10.1%	83.1%	21.7%	61.4%	54.1%

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 2014 - June 2015

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+)		1415	1357	595	204	1044	484	560	1162
	%H		95.9%	42.0%	14.4%	73.8%	34.2%	39.6%	82.1%
AB		334	320	144	44	243	112	130	321
	%V	23.6%	23.6%	24.2%	21.6%	23.3%	23.1%	23.2%	27.6%
	%H		95.8%	43.1%	13.2%	72.8%	33.5%	38.9%	96.1%
C1		369	349	167	57	267	139	129	323
	%V	26.1%	25.7%	28.1%	27.9%	25.6%	28.7%	23.0%	27.8%
	%H		94.6%	45.3%	15.4%	72.4%	37.7%	35.0%	87.5%
C2		284	276	129	43	211	109	102	247
	%V	20.1%	20.3%	21.7%	21.1%	20.2%	22.5%	18.2%	21.3%
	%H		97.2%	45.4%	15.1%	74.3%	38.4%	35.9%	87.0%
D		232	228	99	32	174	77	97	161
	%V	16.4%	16.8%	16.6%	15.7%	16.7%	15.9%	17.3%	13.9%
	%H		98.3%	42.7%	13.8%	75.0%	33.2%	41.8%	69.4%
E		197	185	55	28	149	47	102	110
	%V	13.9%	13.6%	9.2%	13.7%	14.3%	9.7%	18.2%	9.5%
	%H		93.9%	27.9%	14.2%	75.6%	23.9%	51.8%	55.8%

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 2014 - June 2015

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+)	1415	1357	595	204	1044	484	560	1162
%H		95.9%	42.0%	14.4%	73.8%	34.2%	39.6%	82.1%
Working full time	453	439	232	79	311	181	130	430
%V	32.0%	32.4%	39.0%	38.7%	29.8%	37.4%	23.2%	37.0%
%H		96.9%	51.2%	17.4%	68.7%	40.0%	28.7%	94.9%
Working part time	244	239	119	34	180	93	86	228
%V	17.2%	17.6%	20.0%	16.7%	17.2%	19.2%	15.4%	19.6%
%H		98.0%	48.8%	13.9%	73.8%	38.1%	35.2%	93.4%
Not working	718	679	244	91	553	209	344	504
%V	50.7%	50.0%	41.0%	44.6%	53.0%	43.2%	61.4%	43.4%
%H		94.6%	34.0%	12.7%	77.0%	29.1%	47.9%	70.2%
Housewife/Houseperson	1185	1139	491	162	872	388	484	953
%V	83.7%	83.9%	82.5%	79.4%	83.5%	80.2%	86.4%	82.0%
%H		96.1%	41.4%	13.7%	73.6%	32.7%	40.8%	80.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2986	2822	1199	503	2103	992	1111	2374
%V (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
AB	691	661	324	110	490	259	232	641
%V	23.1%	23.4%	27.0%	21.9%	23.3%	26.1%	20.9%	27.0%
%H (All HH)		95.7%	46.9%	15.9%	70.9%	37.5%	33.6%	92.8%
%H (TV HH)			49.0%	16.6%	74.1%	39.2%	35.1%	
C1	787	744	317	141	551	273	278	684
%V	26.4%	26.4%	26.4%	28.0%	26.2%	27.5%	25.0%	28.8%
%H (All HH)		94.5%	40.3%	17.9%	70.0%	34.7%	35.3%	86.9%
%H (TV HH)			42.6%	19.0%	74.1%	36.7%	37.4%	
C2	645	616	286	119	455	246	209	520
%V	21.6%	21.8%	23.9%	23.7%	21.6%	24.8%	18.8%	21.9%
%H (All HH)		95.5%	44.3%	18.4%	70.5%	38.1%	32.4%	80.6%
%H (TV HH)			46.4%	19.3%	73.9%	39.9%	33.9%	
D	474	447	174	76	328	134	194	333
%V	15.9%	15.8%	14.5%	15.1%	15.6%	13.5%	17.5%	14.0%
%H (All HH)		94.3%	36.7%	16.0%	69.2%	28.3%	40.9%	70.3%
%H (TV HH)			38.9%	17.0%	73.4%	30.0%	43.4%	
E	389	354	97	58	278	81	197	195
%V	13.0%	12.5%	8.1%	11.5%	13.2%	8.2%	17.7%	8.2%
%H (All HH)		91.0%	24.9%	14.9%	71.5%	20.8%	50.6%	50.1%
%H (TV HH)			27.4%	16.4%	78.5%	22.9%	55.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC North West

Household level data

Table 10.2: Housewife Age

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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Under 25	131	114	34	19	86	28	58	114
%V	4.4%	4.0%	2.8%	3.8%	4.1%	2.8%	5.2%	4.8%
%H (All HH)		87.0%	26.0%	14.5%	65.6%	21.4%	44.3%	87.0%
%H (TV HH)			29.8%	16.7%	75.4%	24.6%	50.9%	
25 - 34	444	406	213	69	242	129	114	414
%V	14.9%	14.4%	17.8%	13.7%	11.5%	13.0%	10.3%	17.4%
%H (All HH)		91.4%	48.0%	15.5%	54.5%	29.1%	25.7%	93.2%
%H (TV HH)			52.5%	17.0%	59.6%	31.8%	28.1%	
35 - 44	503	481	250	91	342	204	138	469
%V	16.8%	17.0%	20.9%	18.1%	16.3%	20.6%	12.4%	19.8%
%H (All HH)		95.6%	49.7%	18.1%	68.0%	40.6%	27.4%	93.2%
%H (TV HH)			52.0%	18.9%	71.1%	42.4%	28.7%	
45 - 54	587	563	266	123	423	246	178	523
%V	19.7%	20.0%	22.2%	24.5%	20.1%	24.8%	16.0%	22.0%
%H (All HH)		95.9%	45.3%	21.0%	72.1%	41.9%	30.3%	89.1%
%H (TV HH)			47.2%	21.8%	75.1%	43.7%	31.6%	
55 - 64	498	478	199	96	361	176	185	415
%V	16.7%	16.9%	16.6%	19.1%	17.2%	17.7%	16.7%	17.5%
%H (All HH)		96.0%	40.0%	19.3%	72.5%	35.3%	37.1%	83.3%
%H (TV HH)			41.6%	20.1%	75.5%	36.8%	38.7%	
65 +	822	780	237	106	647	209	439	438
%V	27.5%	27.6%	19.8%	21.1%	30.8%	21.1%	39.5%	18.4%
%H (All HH)		94.9%	28.8%	12.9%	78.7%	25.4%	53.4%	53.3%
%H (TV HH)			30.4%	13.6%	82.9%	26.8%	56.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
1	966	886	259	119	684	185	499	540
%V	32.4%	31.4%	21.6%	23.7%	32.5%	18.6%	44.9%	22.7%
%H (All HH)		91.7%	26.8%	12.3%	70.8%	19.2%	51.7%	55.9%
%H (TV HH)			29.2%	13.4%	77.2%	20.9%	56.3%	
2	985	940	411	165	712	351	361	831
%V	33.0%	33.3%	34.3%	32.8%	33.9%	35.4%	32.5%	35.0%
%H (All HH)		95.4%	41.7%	16.8%	72.3%	35.6%	36.6%	84.4%
%H (TV HH)			43.7%	17.6%	75.7%	37.3%	38.4%	
3	481	462	233	106	336	211	125	465
%V	16.1%	16.4%	19.4%	21.1%	16.0%	21.3%	11.3%	19.6%
%H (All HH)		96.0%	48.4%	22.0%	69.9%	43.9%	26.0%	96.7%
%H (TV HH)			50.4%	22.9%	72.7%	45.7%	27.1%	
4	369	355	194	76	260	171	89	359
%V	12.4%	12.6%	16.2%	15.1%	12.4%	17.2%	8.0%	15.1%
%H (All HH)		96.2%	52.6%	20.6%	70.5%	46.3%	24.1%	97.3%
%H (TV HH)			54.6%	21.4%	73.2%	48.2%	25.1%	
5+	185	177	102	37	111	73	37	179
%V	6.2%	6.3%	8.5%	7.4%	5.3%	7.4%	3.3%	7.5%
%H (All HH)		95.7%	55.1%	20.0%	60.0%	39.5%	20.0%	96.8%
%H (TV HH)			57.6%	20.9%	62.7%	41.2%	20.9%	
Average HH size	2.30	2.32	2.60	2.53	2.27	2.64	1.94	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 2014 - June 2015

BBC North West

Household level data

Table 10.4: Presence of Children

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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Without	2210	2072	805	349	1593	679	913	1629
%V	74.0%	73.4%	67.1%	69.4%	75.7%	68.4%	82.2%	68.6%
%H (All HH)		93.8%	36.4%	15.8%	72.1%	30.7%	41.3%	73.7%
%H (TV HH)			38.9%	16.8%	76.9%	32.8%	44.1%	
With	776	750	394	155	510	313	198	745
%V	26.0%	26.6%	32.9%	30.8%	24.3%	31.6%	17.8%	31.4%
%H (All HH)		96.6%	50.8%	20.0%	65.7%	40.3%	25.5%	96.0%
%H (TV HH)			52.5%	20.7%	68.0%	41.7%	26.4%	
0 - 3	290	275	150	46	174	98	76	271
%V	9.7%	9.7%	12.5%	9.1%	8.3%	9.9%	6.8%	11.4%
%H (All HH)		94.8%	51.7%	15.9%	60.0%	33.8%	26.2%	93.4%
%H (TV HH)			54.5%	16.7%	63.3%	35.6%	27.6%	
4 - 9	386	374	201	73	250	156	95	370
%V	12.9%	13.3%	16.8%	14.5%	11.9%	15.7%	8.6%	15.6%
%H (All HH)		96.9%	52.1%	18.9%	64.8%	40.4%	24.6%	95.9%
%H (TV HH)			53.7%	19.5%	66.8%	41.7%	25.4%	
10 - 15	366	359	186	81	252	159	93	359
%V	12.3%	12.7%	15.5%	16.1%	12.0%	16.0%	8.4%	15.1%
%H (All HH)		98.1%	50.8%	22.1%	68.9%	43.4%	25.4%	98.1%
%H (TV HH)			51.8%	22.6%	70.2%	44.3%	25.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
1	1102	1102	376	167	717	174	543	763
%V	36.9%	39.1%	31.4%	33.2%	34.1%	17.5%	48.9%	32.1%
%H (All HH)		100.0%	34.1%	15.2%	65.1%	15.8%	49.3%	69.2%
%H (TV HH)			34.1%	15.2%	65.1%	15.8%	49.3%	
2	1023	1023	436	188	802	401	400	840
%V	34.3%	36.3%	36.4%	37.4%	38.1%	40.4%	36.0%	35.4%
%H (All HH)		100.0%	42.6%	18.4%	78.4%	39.2%	39.1%	82.1%
%H (TV HH)			42.6%	18.4%	78.4%	39.2%	39.1%	
3	419	419	221	86	348	233	114	391
%V	14.0%	14.8%	18.4%	17.1%	16.5%	23.5%	10.3%	16.5%
%H (All HH)		100.0%	52.7%	20.5%	83.1%	55.6%	27.2%	93.3%
%H (TV HH)			52.7%	20.5%	83.1%	55.6%	27.2%	
4	183	183	109	36	153	115	38	177
%V	6.1%	6.5%	9.1%	7.2%	7.3%	11.6%	3.4%	7.5%
%H (All HH)		100.0%	59.6%	19.7%	83.6%	62.8%	20.8%	96.7%
%H (TV HH)			59.6%	19.7%	83.6%	62.8%	20.8%	
5+	95	95	57	26	84	69	15	94
%V	3.2%	3.4%	4.8%	5.2%	4.0%	7.0%	1.4%	4.0%
%H (All HH)		100.0%	60.0%	27.4%	88.4%	72.6%	15.8%	98.9%
%H (TV HH)			60.0%	27.4%	88.4%	72.6%	15.8%	

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

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BBC North West

Household level data

Table 10.6: Screen size

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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Under 20"	491	491	222	73	433	236	196	418
%V	16.4%	17.4%	18.5%	14.5%	20.6%	23.8%	17.6%	17.6%
%H (All HH)		100.0%	45.2%	14.9%	88.2%	48.1%	39.9%	85.1%
%H (TV HH)			45.2%	14.9%	88.2%	48.1%	39.9%	
20" - 29"	919	919	387	153	757	379	378	729
%V	30.8%	32.6%	32.3%	30.4%	36.0%	38.2%	34.0%	30.7%
%H (All HH)		100.0%	42.1%	16.6%	82.4%	41.2%	41.1%	79.3%
%H (TV HH)			42.1%	16.6%	82.4%	41.2%	41.1%	
30" - 39"	1545	1545	645	282	1205	589	616	1246
%V	51.7%	54.7%	53.8%	56.1%	57.3%	59.4%	55.4%	52.5%
%H (All HH)		100.0%	41.7%	18.3%	78.0%	38.1%	39.9%	80.6%
%H (TV HH)			41.7%	18.3%	78.0%	38.1%	39.9%	
40" and over	1462	1462	757	311	1041	641	400	1309
%V	49.0%	51.8%	63.1%	61.8%	49.5%	64.6%	36.0%	55.1%
%H (All HH)		100.0%	51.8%	21.3%	71.2%	43.8%	27.4%	89.5%
%H (TV HH)			51.8%	21.3%	71.2%	43.8%	27.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Main living room	2787	2787	1188	500	2080	985	1095	2237
%V	93.3%	98.8%	99.1%	99.4%	98.9%	99.3%	98.6%	94.2%
%H (All HH)		100.0%	42.6%	17.9%	74.6%	35.3%	39.3%	80.3%
%H (TV HH)			42.6%	17.9%	74.6%	35.3%	39.3%	
Kitchen	237	237	114	42	211	129	83	214
%V	7.9%	8.4%	9.5%	8.3%	10.0%	13.0%	7.5%	9.0%
%H (All HH)		100.0%	48.1%	17.7%	89.0%	54.4%	35.0%	90.3%
%H (TV HH)			48.1%	17.7%	89.0%	54.4%	35.0%	
Adult's bedroom	1328	1328	645	261	1073	644	429	1159
%V	44.5%	47.1%	53.8%	51.9%	51.0%	64.9%	38.6%	48.8%
%H (All HH)		100.0%	48.6%	19.7%	80.8%	48.5%	32.3%	87.3%
%H (TV HH)			48.6%	19.7%	80.8%	48.5%	32.3%	
Child's bedroom	260	260	150	64	206	159	47	256
%V	8.7%	9.2%	12.5%	12.7%	9.8%	16.0%	4.2%	10.8%
%H (All HH)		100.0%	57.7%	24.6%	79.2%	61.2%	18.1%	98.5%
%H (TV HH)			57.7%	24.6%	79.2%	61.2%	18.1%	
Other bedroom	147	147	83	35	121	90	31	139
%V	4.9%	5.2%	6.9%	7.0%	5.8%	9.1%	2.8%	5.9%
%H (All HH)		100.0%	56.5%	23.8%	82.3%	61.2%	21.1%	94.6%
%H (TV HH)			56.5%	23.8%	82.3%	61.2%	21.1%	
Second living/dining room	349	349	180	66	285	182	104	309
%V	11.7%	12.4%	15.0%	13.1%	13.6%	18.3%	9.4%	13.0%
%H (All HH)		100.0%	51.6%	18.9%	81.7%	52.1%	29.8%	88.5%
%H (TV HH)			51.6%	18.9%	81.7%	52.1%	29.8%	
Study/office	27	27	13	3	23	12	11	26
%V	0.9%	1.0%	1.1%	0.6%	1.1%	1.2%	1.0%	1.1%
%H (All HH)		100.0%	48.1%	11.1%	85.2%	44.4%	40.7%	96.3%
%H (TV HH)			48.1%	11.1%	85.2%	44.4%	40.7%	
TV room	12	12	6	2	12	7	4	12
%V	0.4%	0.4%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	100.0%	58.3%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	100.0%	58.3%	33.3%	
Conservatory	77	77	41	16	69	49	21	72
%V	2.6%	2.7%	3.4%	3.2%	3.3%	4.9%	1.9%	3.0%
%H (All HH)		100.0%	53.2%	20.8%	89.6%	63.6%	27.3%	93.5%
%H (TV HH)			53.2%	20.8%	89.6%	63.6%	27.3%	
Attic or loft room	5	5	3	2	3	3	0	5
%V	0.2%	0.2%	0.3%	0.4%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	40.0%	60.0%	60.0%	0.0%	
No specific location	4	4	1	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	50.0%	25.0%	
Other	19	19	12	2	15	9	6	17
%V	0.6%	0.7%	1.0%	0.4%	0.7%	0.9%	0.5%	0.7%
%H (All HH)		100.0%	63.2%	10.5%	78.9%	47.4%	31.6%	89.5%
%H (TV HH)			63.2%	10.5%	78.9%	47.4%	31.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Any DSAT provider	1199	1199	1199	25	716	716	0	1069
%V	40.2%	42.5%	100.0%	5.0%	34.0%	72.2%	0.0%	45.0%
%H (All HH)			100.0%	2.1%	59.7%	59.7%	0.0%	89.2%
%H (TV HH)			100.0%	2.1%	59.7%	59.7%	0.0%	
Sky with subcription	1011	1011	1011	12	610	610	0	912
%V	33.9%	35.8%	84.3%	2.4%	29.0%	61.5%	0.0%	38.4%
%H (All HH)			100.0%	1.2%	60.3%	60.3%	0.0%	90.2%
%H (TV HH)			100.0%	1.2%	60.3%	60.3%	0.0%	
Sky without subscription	84	84	84	4	38	38	0	71
%V	2.8%	3.0%	7.0%	0.8%	1.8%	3.8%	0.0%	3.0%
%H (All HH)			100.0%	4.8%	45.2%	45.2%	0.0%	84.5%
%H (TV HH)			100.0%	4.8%	45.2%	45.2%	0.0%	
Freesat	123	123	123	11	89	89	0	106
%V	4.1%	4.4%	10.3%	2.2%	4.2%	9.0%	0.0%	4.5%
%H (All HH)			100.0%	8.9%	72.4%	72.4%	0.0%	86.2%
%H (TV HH)			100.0%	8.9%	72.4%	72.4%	0.0%	
Other satellite provider	25	25	25	1	14	14	0	23
%V	0.8%	0.9%	2.1%	0.2%	0.7%	1.4%	0.0%	1.0%
%H (All HH)			100.0%	4.0%	56.0%	56.0%	0.0%	92.0%
%H (TV HH)			100.0%	4.0%	56.0%	56.0%	0.0%	
DCAB	503	503	25	503	294	294	0	459
%V	16.8%	17.8%	2.1%	100.0%	14.0%	29.6%	0.0%	19.3%
%H (All HH)			5.0%	100.0%	58.4%	58.4%	0.0%	91.3%
%H (TV HH)			5.0%	100.0%	58.4%	58.4%	0.0%	
DTT	2103	2103	716	294	2103	992	1111	1639
%V	70.4%	74.5%	59.7%	58.4%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	34.0%	14.0%	100.0%	47.2%	52.8%	77.9%
%H (TV HH)			34.0%	14.0%	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

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BBC North West

Household level data

Table 10.9: Recorders and other equipment

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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
PVR	1860	1860	1062	444	1268	895	373	1662
%V	62.3%	65.9%	88.6%	88.3%	60.3%	90.2%	33.6%	70.0%
%H (All HH)		100.0%	57.1%	23.9%	68.2%	48.1%	20.1%	89.4%
%H (TV HH)			57.1%	23.9%	68.2%	48.1%	20.1%	
DVDR	76	76	32	16	67	37	30	66
%V	2.5%	2.7%	2.7%	3.2%	3.2%	3.7%	2.7%	2.8%
%H (All HH)		100.0%	42.1%	21.1%	88.2%	48.7%	39.5%	86.8%
%H (TV HH)			42.1%	21.1%	88.2%	48.7%	39.5%	
VCR	33	33	9	1	30	7	22	19
%V	1.1%	1.2%	0.8%	0.2%	1.4%	0.7%	2.0%	0.8%
%H (All HH)		100.0%	27.3%	3.0%	90.9%	21.2%	66.7%	57.6%
%H (TV HH)			27.3%	3.0%	90.9%	21.2%	66.7%	
Any recorder	1902	1902	1070	447	1305	901	404	1690
%V	63.7%	67.4%	89.2%	88.9%	62.1%	90.8%	36.4%	71.2%
%H (All HH)		100.0%	56.3%	23.5%	68.6%	47.4%	21.2%	88.9%
%H (TV HH)			56.3%	23.5%	68.6%	47.4%	21.2%	
Receives HDTV (via STB or built-in reception)	1728	1728	900	422	1238	809	429	1542
%V	57.9%	61.2%	75.1%	83.9%	58.9%	81.6%	38.6%	65.0%
%H (All HH)		100.0%	52.1%	24.4%	71.6%	46.8%	24.8%	89.2%
%H (TV HH)			52.1%	24.4%	71.6%	46.8%	24.8%	
DVD/Blu-ray player or recorder	2110	2110	931	395	1625	827	798	1775
%V	70.7%	74.8%	77.6%	78.5%	77.3%	83.4%	71.8%	74.8%
%H (All HH)		100.0%	44.1%	18.7%	77.0%	39.2%	37.8%	84.1%
%H (TV HH)			44.1%	18.7%	77.0%	39.2%	37.8%	

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

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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	2986	2822	1199	503	2103	992	1111	2374
%H (All HH)		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%
%H (TV HH)			42.5%	17.8%	74.5%	35.2%	39.4%	
Has broadband internet	2374	2264	1069	459	1639	910	729	2374
%V	79.5%	80.2%	89.2%	91.3%	77.9%	91.7%	65.6%	100.0%
%H (All HH)		95.4%	45.0%	19.3%	69.0%	38.3%	30.7%	100.0%
%H (TV HH)			47.2%	20.3%	72.4%	40.2%	32.2%	
Number of computers (PCs and laptops)								
0	647	591	147	51	484	96	388	90
%V	21.7%	20.9%	12.3%	10.1%	23.0%	9.7%	34.9%	3.8%
%H (All HH)		91.3%	22.7%	7.9%	74.8%	14.8%	60.0%	13.9%
%H (TV HH)			24.9%	8.6%	81.9%	16.2%	65.7%	
1	887	827	346	147	592	258	334	843
%V	29.7%	29.3%	28.9%	29.2%	28.2%	26.0%	30.1%	35.5%
%H (All HH)		93.2%	39.0%	16.6%	66.7%	29.1%	37.7%	95.0%
%H (TV HH)			41.8%	17.8%	71.6%	31.2%	40.4%	
2	645	616	298	122	435	242	192	636
%V	21.6%	21.8%	24.9%	24.3%	20.7%	24.4%	17.3%	26.8%
%H (All HH)		95.5%	46.2%	18.9%	67.4%	37.5%	29.8%	98.6%
%H (TV HH)			48.4%	19.8%	70.6%	39.3%	31.2%	
3	394	383	207	74	294	192	101	393
%V	13.2%	13.6%	17.3%	14.7%	14.0%	19.4%	9.1%	16.6%
%H (All HH)		97.2%	52.5%	18.8%	74.6%	48.7%	25.6%	99.7%
%H (TV HH)			54.0%	19.3%	76.8%	50.1%	26.4%	
4	215	211	108	54	155	103	51	215
%V	7.2%	7.5%	9.0%	10.7%	7.4%	10.4%	4.6%	9.1%
%H (All HH)		98.1%	50.2%	25.1%	72.1%	47.9%	23.7%	100.0%
%H (TV HH)			51.2%	25.6%	73.5%	48.8%	24.2%	
5+	198	194	94	55	145	101	44	197
%V	6.6%	6.9%	7.8%	10.9%	6.9%	10.2%	4.0%	8.3%
%H (All HH)		98.0%	47.5%	27.8%	73.2%	51.0%	22.2%	99.5%
%H (TV HH)			48.5%	28.4%	74.7%	52.1%	22.7%	

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

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BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5646	2654	1088	4424	2505	1919	4827
%H		47.0%	19.3%	78.4%	44.4%	34.0%	85.5%
Under 20"	636	296	97	567	325	242	554
%V	11.3%	11.2%	8.9%	12.8%	13.0%	12.6%	11.5%
%H		46.5%	15.3%	89.2%	51.1%	38.1%	87.1%
20" - 29"	1154	498	203	961	508	453	936
%V	20.4%	18.8%	18.7%	21.7%	20.3%	23.6%	19.4%
%H		43.2%	17.6%	83.3%	44.0%	39.3%	81.1%
30" - 39"	1925	837	369	1499	779	721	1590
%V	34.1%	31.5%	33.9%	33.9%	31.1%	37.6%	32.9%
%H		43.5%	19.2%	77.9%	40.5%	37.5%	82.6%
40" and over	1849	993	404	1336	868	468	1682
%V	32.7%	37.4%	37.1%	30.2%	34.7%	24.4%	34.8%
%H		53.7%	21.8%	72.3%	46.9%	25.3%	91.0%
Don't know	82	29	16	62	26	35	64
%V	1.5%	1.1%	1.5%	1.4%	1.0%	1.8%	1.3%
%H		35.4%	19.5%	75.6%	31.7%	42.7%	78.0%

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
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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	5646	2654	1088	4424	2505	1919	4827
%H		47.0%	19.3%	78.4%	44.4%	34.0%	85.5%
Main living room	2800	1195	504	2088	991	1096	2249
%V	49.6%	45.0%	46.3%	47.2%	39.6%	57.1%	46.6%
%H		42.7%	18.0%	74.6%	35.4%	39.1%	80.3%
Kitchen	238	114	43	212	129	83	215
%V	4.2%	4.3%	4.0%	4.8%	5.1%	4.3%	4.5%
%H		47.9%	18.1%	89.1%	54.2%	34.9%	90.3%
Adult's bedroom	1610	796	323	1312	810	502	1427
%V	28.5%	30.0%	29.7%	29.7%	32.3%	26.2%	29.6%
%H		49.4%	20.1%	81.5%	50.3%	31.2%	88.6%
Child's bedroom	332	192	84	257	200	57	326
%V	5.9%	7.2%	7.7%	5.8%	8.0%	3.0%	6.8%
%H		57.8%	25.3%	77.4%	60.2%	17.2%	98.2%
Other bedroom	168	96	43	141	107	34	159
%V	3.0%	3.6%	4.0%	3.2%	4.3%	1.8%	3.3%
%H		57.1%	25.6%	83.9%	63.7%	20.2%	94.6%
Second living/dining room	353	184	66	289	185	104	313
%V	6.3%	6.9%	6.1%	6.5%	7.4%	5.4%	6.5%
%H		52.1%	18.7%	81.9%	52.4%	29.5%	88.7%
Study/office	28	14	3	23	12	11	27
%V	0.5%	0.5%	0.3%	0.5%	0.5%	0.6%	0.6%
%H		50.0%	10.7%	82.1%	42.9%	39.3%	96.4%
TV room	13	7	2	12	8	4	13
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		53.8%	15.4%	92.3%	61.5%	30.8%	100.0%
Conservatory	77	41	16	69	49	21	72
%V	1.4%	1.5%	1.5%	1.6%	2.0%	1.1%	1.5%
%H		53.2%	20.8%	89.6%	63.6%	27.3%	93.5%
Attic or loft room	5	3	2	3	3	0	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
No specific location	4	1	1	3	2	1	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Other	19	12	2	15	9	6	17
%V	0.3%	0.5%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		63.2%	10.5%	78.9%	47.4%	31.6%	89.5%

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

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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	5646	2654	1088	4424	2505	1919	4827
%H		47.0%	19.3%	78.4%	44.4%	34.0%	85.5%
PVR	2483	1474	624	1638	1221	417	2248
%V	44.0%	55.5%	57.4%	37.0%	48.7%	21.7%	46.6%
%H		59.4%	25.1%	66.0%	49.2%	16.8%	90.5%
DVDR	85	37	19	76	43	33	73
%V	1.5%	1.4%	1.7%	1.7%	1.7%	1.7%	1.5%
%H		43.5%	22.4%	89.4%	50.6%	38.8%	85.9%
VCR	34	9	1	31	7	23	19
%V	0.6%	0.3%	0.1%	0.7%	0.3%	1.2%	0.4%
%H		26.5%	2.9%	91.2%	20.6%	67.6%	55.9%
Any recorder	2537	1486	629	1688	1233	454	2285
%V	44.9%	56.0%	57.8%	38.2%	49.2%	23.7%	47.3%
%H		58.6%	24.8%	66.5%	48.6%	17.9%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5646	2654	1088	4424	2505	1919	4827
%H		47.0%	19.3%	78.4%	44.4%	34.0%	85.5%
Receives HDTV (via STB or built-in reception)	2485	1314	637	1796	1220	576	2253
%V	44.0%	49.5%	58.5%	40.6%	48.7%	30.0%	46.7%
%H		52.9%	25.6%	72.3%	49.1%	23.2%	90.7%
DVD/Blu-ray player or recorder	3135	1464	635	2481	1414	1067	2732
%V	55.5%	55.2%	58.4%	56.1%	56.4%	55.6%	56.6%
%H		46.7%	20.3%	79.1%	45.1%	34.0%	87.1%

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

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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	2815	1199	503	2102	992	1110	2259
%H		42.6%	17.9%	74.7%	35.2%	39.4%	80.2%
Under 20"	33	8	4	25	5	19	17
%V	1.2%	0.7%	0.8%	1.2%	0.5%	1.7%	0.8%
%H		24.2%	12.1%	75.8%	15.2%	57.6%	51.5%
20" - 29"	276	65	24	231	46	185	166
%V	9.8%	5.4%	4.8%	11.0%	4.6%	16.7%	7.3%
%H		23.6%	8.7%	83.7%	16.7%	67.0%	60.1%
30" - 39"	1050	378	167	814	313	501	781
%V	37.3%	31.5%	33.2%	38.7%	31.6%	45.1%	34.6%
%H		36.0%	15.9%	77.5%	29.8%	47.7%	74.4%
40" and over	1416	737	301	1003	619	384	1269
%V	50.3%	61.5%	59.8%	47.7%	62.4%	34.6%	56.2%
%H		52.0%	21.3%	70.8%	43.7%	27.1%	89.6%
Don't know	40	11	7	29	9	20	26
%V	1.4%	0.9%	1.4%	1.4%	0.9%	1.8%	1.2%
%H		27.5%	17.5%	72.5%	22.5%	50.0%	65.0%

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

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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	2815	1199	503	2102	992	1110	2259
%H		42.6%	17.9%	74.7%	35.2%	39.4%	80.2%
PVR	1818	1048	436	1231	877	354	1626
%V	64.6%	87.4%	86.7%	58.6%	88.4%	31.9%	72.0%
%H		57.6%	24.0%	67.7%	48.2%	19.5%	89.4%
DVDR	63	26	12	55	28	27	53
%V	2.2%	2.2%	2.4%	2.6%	2.8%	2.4%	2.3%
%H		41.3%	19.0%	87.3%	44.4%	42.9%	84.1%
VCR	29	8	1	26	6	20	17
%V	1.0%	0.7%	0.2%	1.2%	0.6%	1.8%	0.8%
%H		27.6%	3.4%	89.7%	20.7%	69.0%	58.6%
Any recorder	1859	1055	438	1268	883	386	1653
%V	66.0%	88.0%	87.1%	60.3%	89.0%	34.8%	73.2%
%H		56.8%	23.6%	68.2%	47.5%	20.8%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2815	1199	503	2102	992	1110	2259
%H		42.6%	17.9%	74.7%	35.2%	39.4%	80.2%
Receives HDTV (via STB or built-in reception)	1677	877	416	1191	784	407	1498
%V	59.6%	73.1%	82.7%	56.7%	79.0%	36.7%	66.3%
%H		52.3%	24.8%	71.0%	46.8%	24.3%	89.3%
DVD/Blu-ray player or recorder	1952	856	360	1494	744	749	1633
%V	69.3%	71.4%	71.6%	71.1%	75.0%	67.5%	72.3%
%H		43.9%	18.4%	76.5%	38.1%	38.4%	83.7%

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 2014 - June 2015

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	2831	1455	585	2322	1513	809	2568
%H		51.4%	20.7%	82.0%	53.4%	28.6%	90.7%
Under 20"	603	289	93	542	319	222	537
%V	21.3%	19.9%	15.9%	23.3%	21.1%	27.4%	20.9%
%H		47.9%	15.4%	89.9%	52.9%	36.8%	89.1%
20" - 29"	878	433	179	730	462	268	771
%V	31.0%	29.8%	30.6%	31.4%	30.5%	33.1%	30.0%
%H		49.3%	20.4%	83.1%	52.6%	30.5%	87.8%
30" - 39"	875	459	202	685	466	219	809
%V	30.9%	31.5%	34.5%	29.5%	30.8%	27.1%	31.5%
%H		52.5%	23.1%	78.3%	53.3%	25.0%	92.5%
40" and over	433	256	102	333	249	84	414
%V	15.3%	17.6%	17.4%	14.3%	16.5%	10.4%	16.1%
%H		59.1%	23.6%	76.9%	57.5%	19.4%	95.6%
Don't know	42	18	8	33	18	15	38
%V	1.5%	1.2%	1.4%	1.4%	1.2%	1.9%	1.5%
%H		42.9%	19.0%	78.6%	42.9%	35.7%	90.5%

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 2014 - June 2015

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	2831	1455	585	2322	1513	809	2568
%H		51.4%	20.7%	82.0%	53.4%	28.6%	90.7%
PVR	664	426	188	406	344	62	622
%V	23.5%	29.3%	32.1%	17.5%	22.7%	7.7%	24.2%
%H		64.2%	28.3%	61.1%	51.8%	9.3%	93.7%
DVDR	22	10	7	20	14	6	20
%V	0.8%	0.7%	1.2%	0.9%	0.9%	0.7%	0.8%
%H		45.5%	31.8%	90.9%	63.6%	27.3%	90.9%
VCR	5	1	1	5	2	3	2
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	40.0%
Any recorder	678	431	190	419	350	69	633
%V	23.9%	29.6%	32.5%	18.0%	23.1%	8.5%	24.6%
%H		63.6%	28.0%	61.8%	51.6%	10.2%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2831	1455	585	2322	1513	809	2568
%H		51.4%	20.7%	82.0%	53.4%	28.6%	90.7%
Receives HDTV (via STB or built-in reception)	808	437	221	605	435	169	755
%V	28.5%	30.0%	37.8%	26.1%	28.8%	20.9%	29.4%
%H		54.1%	27.4%	74.9%	53.8%	20.9%	93.4%
DVD/Blu-ray player or recorder	1183	609	276	987	669	318	1099
%V	41.8%	41.9%	47.2%	42.5%	44.2%	39.3%	42.8%
%H		51.5%	23.3%	83.4%	56.6%	26.9%	92.9%

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 2014 - June 2015

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	6864	6540	3107	1275	4753	2600	2152	6009
%H		95.3%	45.3%	18.6%	69.2%	37.9%	31.4%	87.5%
Total Children	1324	1283	683	257	854	523	331	1272
%V	19.3%	19.6%	22.0%	20.2%	18.0%	20.1%	15.4%	21.2%
%H		96.9%	51.6%	19.4%	64.5%	39.5%	25.0%	96.1%
0 - 3	331	312	171	53	195	109	86	307
%V	4.8%	4.8%	5.5%	4.2%	4.1%	4.2%	4.0%	5.1%
%H		94.3%	51.7%	16.0%	58.9%	32.9%	26.0%	92.7%
4 - 15	994	970	512	204	659	414	245	965
%V	14.5%	14.8%	16.5%	16.0%	13.9%	15.9%	11.4%	16.1%
%H		97.6%	51.5%	20.5%	66.3%	41.6%	24.6%	97.1%
4 - 9	523	508	277	103	331	212	119	502
%V	7.6%	7.8%	8.9%	8.1%	7.0%	8.2%	5.5%	8.4%
%H		97.1%	53.0%	19.7%	63.3%	40.5%	22.8%	96.0%
10 - 15	470	462	235	101	328	202	126	463
%V	6.8%	7.1%	7.6%	7.9%	6.9%	7.8%	5.9%	7.7%
%H		98.3%	50.0%	21.5%	69.8%	43.0%	26.8%	98.5%

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 2014 - June 2015

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	6864	6540	3107	1275	4753	2600	2152	6009
%H		95.3%	45.3%	18.6%	69.2%	37.9%	31.4%	87.5%
Total Adults (16+)	5540	5257	2424	1018	3899	2077	1822	4737
%V	80.7%	80.4%	78.0%	79.8%	82.0%	79.9%	84.7%	78.8%
%H		94.9%	43.8%	18.4%	70.4%	37.5%	32.9%	85.5%
16 - 19	324	308	156	74	226	143	83	316
%V	4.7%	4.7%	5.0%	5.8%	4.8%	5.5%	3.9%	5.3%
%H		95.1%	48.1%	22.8%	69.8%	44.1%	25.6%	97.5%
20 - 24	434	390	172	85	294	160	134	410
%V	6.3%	6.0%	5.5%	6.7%	6.2%	6.2%	6.2%	6.8%
%H		89.9%	39.6%	19.6%	67.7%	36.9%	30.9%	94.5%
25 - 34	910	842	455	151	531	306	225	858
%V	13.3%	12.9%	14.6%	11.8%	11.2%	11.8%	10.5%	14.3%
%H		92.5%	50.0%	16.6%	58.4%	33.6%	24.7%	94.3%
35 - 44	863	828	432	165	580	354	226	816
%V	12.6%	12.7%	13.9%	12.9%	12.2%	13.6%	10.5%	13.6%
%H		95.9%	50.1%	19.1%	67.2%	41.0%	26.2%	94.6%
45 - 54	1001	966	475	214	722	439	283	919
%V	14.6%	14.8%	15.3%	16.8%	15.2%	16.9%	13.2%	15.3%
%H		96.5%	47.5%	21.4%	72.1%	43.9%	28.3%	91.8%
55 - 64	805	776	347	166	593	324	269	701
%V	11.7%	11.9%	11.2%	13.0%	12.5%	12.5%	12.5%	11.7%
%H		96.4%	43.1%	20.6%	73.7%	40.2%	33.4%	87.1%
65+	1203	1147	387	164	953	352	600	718
%V	17.5%	17.5%	12.5%	12.9%	20.1%	13.5%	27.9%	11.9%
%H		95.3%	32.2%	13.6%	79.2%	29.3%	49.9%	59.7%

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 2014 - June 2015

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+)		5540	5257	2424	1018	3899	2077	1822	4737
	%H		94.9%	43.8%	18.4%	70.4%	37.5%	32.9%	85.5%
AB		1370	1316	674	232	980	554	426	1303
	%V	24.7%	25.0%	27.8%	22.8%	25.1%	26.7%	23.4%	27.5%
	%H		96.1%	49.2%	16.9%	71.5%	40.4%	31.1%	95.1%
C1		1510	1425	654	285	1056	577	480	1374
	%V	27.3%	27.1%	27.0%	28.0%	27.1%	27.8%	26.3%	29.0%
	%H		94.4%	43.3%	18.9%	69.9%	38.2%	31.8%	91.0%
C2		1278	1223	592	259	895	522	373	1095
	%V	23.1%	23.3%	24.4%	25.4%	23.0%	25.1%	20.5%	23.1%
	%H		95.7%	46.3%	20.3%	70.0%	40.8%	29.2%	85.7%
D		858	812	355	157	597	297	300	672
	%V	15.5%	15.4%	14.6%	15.4%	15.3%	14.3%	16.5%	14.2%
	%H		94.6%	41.4%	18.3%	69.6%	34.6%	35.0%	78.3%
E		524	480	149	86	372	129	243	292
	%V	9.5%	9.1%	6.1%	8.4%	9.5%	6.2%	13.3%	6.2%
	%H		91.6%	28.4%	16.4%	71.0%	24.6%	46.4%	55.7%

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 2014 - June 2015

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+)	5540	5257	2424	1018	3899	2077	1822	4737
%H		94.9%	43.8%	18.4%	70.4%	37.5%	32.9%	85.5%
Working full time	2545	2435	1251	523	1729	1068	661	2428
%V	45.9%	46.3%	51.6%	51.4%	44.3%	51.4%	36.3%	51.3%
%H		95.7%	49.2%	20.6%	67.9%	42.0%	26.0%	95.4%
Working part time	471	457	233	95	340	206	134	444
%V	8.5%	8.7%	9.6%	9.3%	8.7%	9.9%	7.4%	9.4%
%H		97.0%	49.5%	20.2%	72.2%	43.7%	28.5%	94.3%
Not working	2524	2365	940	400	1831	804	1027	1866
%V	45.6%	45.0%	38.8%	39.3%	47.0%	38.7%	56.4%	39.4%
%H		93.7%	37.2%	15.8%	72.5%	31.9%	40.7%	73.9%
Housewife/Houseperson	2986	2822	1199	503	2103	992	1111	2374
%V	53.9%	53.7%	49.5%	49.4%	53.9%	47.8%	61.0%	50.1%
%H		94.5%	40.2%	16.8%	70.4%	33.2%	37.2%	79.5%

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 2014 - June 2015

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+)	2711	2547	1201	512	1877	1037	840	2346
%H		94.0%	44.3%	18.9%	69.2%	38.3%	31.0%	86.5%
16 - 19	168	156	78	42	113	74	39	165
%V	6.2%	6.1%	6.5%	8.2%	6.0%	7.1%	4.6%	7.0%
%H		92.9%	46.4%	25.0%	67.3%	44.0%	23.2%	98.2%
20 - 24	214	193	87	47	147	84	63	205
%V	7.9%	7.6%	7.2%	9.2%	7.8%	8.1%	7.5%	8.7%
%H		90.2%	40.7%	22.0%	68.7%	39.3%	29.4%	95.8%
25 - 34	455	415	225	76	268	159	109	425
%V	16.8%	16.3%	18.7%	14.8%	14.3%	15.3%	13.0%	18.1%
%H		91.2%	49.5%	16.7%	58.9%	34.9%	24.0%	93.4%
35 - 44	425	404	207	79	275	161	114	399
%V	15.7%	15.9%	17.2%	15.4%	14.7%	15.5%	13.6%	17.0%
%H		95.1%	48.7%	18.6%	64.7%	37.9%	26.8%	93.9%
45 - 54	491	470	233	104	350	215	135	444
%V	18.1%	18.5%	19.4%	20.3%	18.6%	20.7%	16.1%	18.9%
%H		95.7%	47.5%	21.2%	71.3%	43.8%	27.5%	90.4%
55 - 64	400	385	171	85	296	165	131	349
%V	14.8%	15.1%	14.2%	16.6%	15.8%	15.9%	15.6%	14.9%
%H		96.3%	42.8%	21.3%	74.0%	41.3%	32.8%	87.3%
65+	556	525	199	79	428	180	248	358
%V	20.5%	20.6%	16.6%	15.4%	22.8%	17.4%	29.5%	15.3%
%H		94.4%	35.8%	14.2%	77.0%	32.4%	44.6%	64.4%

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 2014 - June 2015

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+)	2711	2547	1201	512	1877	1037	840	2346
%H		94.0%	44.3%	18.9%	69.2%	38.3%	31.0%	86.5%
AB	679	648	331	118	483	275	207	648
%V	25.0%	25.4%	27.6%	23.0%	25.7%	26.5%	24.6%	27.6%
%H		95.4%	48.7%	17.4%	71.1%	40.5%	30.5%	95.4%
C1	703	654	312	138	482	279	203	655
%V	25.9%	25.7%	26.0%	27.0%	25.7%	26.9%	24.2%	27.9%
%H		93.0%	44.4%	19.6%	68.6%	39.7%	28.9%	93.2%
C2	702	668	328	139	484	283	200	592
%V	25.9%	26.2%	27.3%	27.1%	25.8%	27.3%	23.8%	25.2%
%H		95.2%	46.7%	19.8%	68.9%	40.3%	28.5%	84.3%
D	406	380	164	82	279	144	135	328
%V	15.0%	14.9%	13.7%	16.0%	14.9%	13.9%	16.1%	14.0%
%H		93.6%	40.4%	20.2%	68.7%	35.5%	33.3%	80.8%
E	220	197	65	36	149	54	95	125
%V	8.1%	7.7%	5.4%	7.0%	7.9%	5.2%	11.3%	5.3%
%H		89.5%	29.5%	16.4%	67.7%	24.5%	43.2%	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 2014 - June 2015

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+)	2711	2547	1201	512	1877	1037	840	2346
%H		94.0%	44.3%	18.9%	69.2%	38.3%	31.0%	86.5%
Working full time	1521	1449	757	312	1026	644	383	1445
%V	56.1%	56.9%	63.0%	60.9%	54.7%	62.1%	45.6%	61.6%
%H		95.3%	49.8%	20.5%	67.5%	42.3%	25.2%	95.0%
Working part time	114	110	53	23	77	42	35	102
%V	4.2%	4.3%	4.4%	4.5%	4.1%	4.1%	4.2%	4.3%
%H		96.5%	46.5%	20.2%	67.5%	36.8%	30.7%	89.5%
Not working	1075	988	391	177	773	351	422	800
%V	39.7%	38.8%	32.6%	34.6%	41.2%	33.8%	50.2%	34.1%
%H		91.9%	36.4%	16.5%	71.9%	32.7%	39.3%	74.4%
Housewife/Houseperson	639	573	211	98	424	162	262	440
%V	23.6%	22.5%	17.6%	19.1%	22.6%	15.6%	31.2%	18.8%
%H		89.7%	33.0%	15.3%	66.4%	25.4%	41.0%	68.9%

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 2014 - June 2015

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2710	1224	505	2022	1041	982	2391
%H		95.8%	43.3%	17.9%	71.5%	36.8%	34.7%	84.5%
16 - 19	156	152	79	32	113	69	44	151
%V	5.5%	5.6%	6.5%	6.3%	5.6%	6.6%	4.5%	6.3%
%H		97.4%	50.6%	20.5%	72.4%	44.2%	28.2%	96.8%
20 - 24	219	197	86	38	147	76	71	205
%V	7.7%	7.3%	7.0%	7.5%	7.3%	7.3%	7.2%	8.6%
%H		90.0%	39.3%	17.4%	67.1%	34.7%	32.4%	93.6%
25 - 34	454	428	230	75	263	147	116	433
%V	16.0%	15.8%	18.8%	14.9%	13.0%	14.1%	11.8%	18.1%
%H		94.3%	50.7%	16.5%	57.9%	32.4%	25.6%	95.4%
35 - 44	438	424	225	86	305	193	112	417
%V	15.5%	15.6%	18.4%	17.0%	15.1%	18.5%	11.4%	17.4%
%H		96.8%	51.4%	19.6%	69.6%	44.1%	25.6%	95.2%
45 - 54	510	496	242	110	372	224	148	474
%V	18.0%	18.3%	19.8%	21.8%	18.4%	21.5%	15.1%	19.8%
%H		97.3%	47.5%	21.6%	72.9%	43.9%	29.0%	92.9%
55 - 64	405	391	176	80	298	159	139	351
%V	14.3%	14.4%	14.4%	15.8%	14.7%	15.3%	14.2%	14.7%
%H		96.5%	43.5%	19.8%	73.6%	39.3%	34.3%	86.7%
65+	647	622	187	84	525	172	352	360
%V	22.9%	23.0%	15.3%	16.6%	26.0%	16.5%	35.8%	15.1%
%H		96.1%	28.9%	13.0%	81.1%	26.6%	54.4%	55.6%

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 2014 - June 2015

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2710	1224	505	2022	1041	982	2391
%H		95.8%	43.3%	17.9%	71.5%	36.8%	34.7%	84.5%
AB	692	668	343	114	497	278	219	656
%V	24.5%	24.6%	28.0%	22.6%	24.6%	26.7%	22.3%	27.4%
%H		96.5%	49.6%	16.5%	71.8%	40.2%	31.6%	94.8%
C1	807	771	342	147	574	297	277	720
%V	28.5%	28.5%	27.9%	29.1%	28.4%	28.5%	28.2%	30.1%
%H		95.5%	42.4%	18.2%	71.1%	36.8%	34.3%	89.2%
C2	576	556	265	120	411	238	173	504
%V	20.4%	20.5%	21.7%	23.8%	20.3%	22.9%	17.6%	21.1%
%H		96.5%	46.0%	20.8%	71.4%	41.3%	30.0%	87.5%
D	452	432	190	74	317	152	165	345
%V	16.0%	15.9%	15.5%	14.7%	15.7%	14.6%	16.8%	14.4%
%H		95.6%	42.0%	16.4%	70.1%	33.6%	36.5%	76.3%
E	303	283	84	50	223	74	149	168
%V	10.7%	10.4%	6.9%	9.9%	11.0%	7.1%	15.2%	7.0%
%H		93.4%	27.7%	16.5%	73.6%	24.4%	49.2%	55.4%

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 2014 - June 2015

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2829	2710	1224	505	2022	1041	982	2391
%H		95.8%	43.3%	17.9%	71.5%	36.8%	34.7%	84.5%
Working full time	1024	986	494	210	702	424	278	983
%V	36.2%	36.4%	40.4%	41.6%	34.7%	40.7%	28.3%	41.1%
%H		96.3%	48.2%	20.5%	68.6%	41.4%	27.1%	96.0%
Working part time	357	348	181	72	262	164	98	342
%V	12.6%	12.8%	14.8%	14.3%	13.0%	15.8%	10.0%	14.3%
%H		97.5%	50.7%	20.2%	73.4%	45.9%	27.5%	95.8%
Not working	1449	1376	549	223	1058	452	605	1066
%V	51.2%	50.8%	44.9%	44.2%	52.3%	43.4%	61.6%	44.6%
%H		95.0%	37.9%	15.4%	73.0%	31.2%	41.8%	73.6%
Housewife/Houseperson	2346	2248	988	405	1679	830	849	1934
%V	82.9%	83.0%	80.7%	80.2%	83.0%	79.7%	86.5%	80.9%
%H		95.8%	42.1%	17.3%	71.6%	35.4%	36.2%	82.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
AB	620	582	283	88	408	199	209	580
%V	25.2%	25.3%	27.0%	23.8%	24.9%	25.3%	24.6%	29.6%
%H (All HH)		93.9%	45.6%	14.2%	65.8%	32.1%	33.7%	93.5%
%H (TV HH)			48.6%	15.1%	70.1%	34.2%	35.9%	
C1	661	603	289	105	426	226	200	573
%V	26.9%	26.2%	27.6%	28.4%	26.0%	28.7%	23.5%	29.2%
%H (All HH)		91.2%	43.7%	15.9%	64.4%	34.2%	30.3%	86.7%
%H (TV HH)			47.9%	17.4%	70.6%	37.5%	33.2%	
C2	472	460	236	72	328	182	146	387
%V	19.2%	20.0%	22.5%	19.5%	20.0%	23.1%	17.2%	19.8%
%H (All HH)		97.5%	50.0%	15.3%	69.5%	38.6%	30.9%	82.0%
%H (TV HH)			51.3%	15.7%	71.3%	39.6%	31.7%	
D	421	392	157	70	275	121	155	289
%V	17.1%	17.0%	15.0%	18.9%	16.8%	15.4%	18.2%	14.8%
%H (All HH)		93.1%	37.3%	16.6%	65.3%	28.7%	36.8%	68.6%
%H (TV HH)			40.1%	17.9%	70.2%	30.9%	39.5%	
E	286	266	84	35	201	59	142	129
%V	11.6%	11.6%	8.0%	9.5%	12.3%	7.5%	16.7%	6.6%
%H (All HH)		93.0%	29.4%	12.2%	70.3%	20.6%	49.7%	45.1%
%H (TV HH)			31.6%	13.2%	75.6%	22.2%	53.4%	

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 2014 - June 2015

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Under 25	127	96	43	10	59	24	35	110
%V	5.2%	4.2%	4.1%	2.7%	3.6%	3.0%	4.1%	5.6%
%H (All HH)		75.6%	33.9%	7.9%	46.5%	18.9%	27.6%	86.6%
%H (TV HH)			44.8%	10.4%	61.5%	25.0%	36.5%	
25 - 34	372	332	169	56	205	114	91	347
%V	15.1%	14.4%	16.1%	15.1%	12.5%	14.5%	10.7%	17.7%
%H (All HH)		89.2%	45.4%	15.1%	55.1%	30.6%	24.5%	93.3%
%H (TV HH)			50.9%	16.9%	61.7%	34.3%	27.4%	
35 - 44	404	377	205	64	256	156	101	380
%V	16.4%	16.4%	19.6%	17.3%	15.6%	19.8%	11.9%	19.4%
%H (All HH)		93.3%	50.7%	15.8%	63.4%	38.6%	25.0%	94.1%
%H (TV HH)			54.4%	17.0%	67.9%	41.4%	26.8%	
45 - 54	488	471	237	89	325	184	141	427
%V	19.8%	20.5%	22.6%	24.1%	19.8%	23.4%	16.6%	21.8%
%H (All HH)		96.5%	48.6%	18.2%	66.6%	37.7%	28.9%	87.5%
%H (TV HH)			50.3%	18.9%	69.0%	39.1%	29.9%	
55 - 64	421	408	185	67	298	143	155	358
%V	17.1%	17.7%	17.7%	18.1%	18.2%	18.2%	18.2%	18.3%
%H (All HH)		96.9%	43.9%	15.9%	70.8%	34.0%	36.8%	85.0%
%H (TV HH)			45.3%	16.4%	73.0%	35.0%	38.0%	
65 +	648	619	208	84	494	166	328	337
%V	26.3%	26.9%	19.9%	22.7%	30.2%	21.1%	38.5%	17.2%
%H (All HH)		95.5%	32.1%	13.0%	76.2%	25.6%	50.6%	52.0%
%H (TV HH)			33.6%	13.6%	79.8%	26.8%	53.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC Scotland

Household level data

Table 11.3: Size of Household

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
1	880	796	245	120	606	187	419	516
%V	35.8%	34.6%	23.4%	32.4%	37.0%	23.8%	49.2%	26.3%
%H (All HH)		90.5%	27.8%	13.6%	68.9%	21.3%	47.6%	58.6%
%H (TV HH)			30.8%	15.1%	76.1%	23.5%	52.6%	
2	875	827	402	128	582	296	286	757
%V	35.6%	35.9%	38.4%	34.6%	35.5%	37.6%	33.6%	38.6%
%H (All HH)		94.5%	45.9%	14.6%	66.5%	33.8%	32.7%	86.5%
%H (TV HH)			48.6%	15.5%	70.4%	35.8%	34.6%	
3	339	329	188	61	222	147	75	329
%V	13.8%	14.3%	18.0%	16.5%	13.6%	18.7%	8.8%	16.8%
%H (All HH)		97.1%	55.5%	18.0%	65.5%	43.4%	22.1%	97.1%
%H (TV HH)			57.1%	18.5%	67.5%	44.7%	22.8%	
4	254	248	151	40	160	108	52	246
%V	10.3%	10.8%	14.4%	10.8%	9.8%	13.7%	6.1%	12.6%
%H (All HH)		97.6%	59.4%	15.7%	63.0%	42.5%	20.5%	96.9%
%H (TV HH)			60.9%	16.1%	64.5%	43.5%	21.0%	
5+	112	103	62	20	68	49	20	110
%V	4.6%	4.5%	5.9%	5.4%	4.2%	6.2%	2.4%	5.6%
%H (All HH)		92.0%	55.4%	17.9%	60.7%	43.8%	17.9%	98.2%
%H (TV HH)			60.2%	19.4%	66.0%	47.6%	19.4%	
Average HH size	2.14	2.16	2.43	2.24	2.10	2.42	1.79	2.34

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 2014 - June 2015

BBC Scotland

Household level data

Table 11.4: Presence of Children

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Without	1897	1755	723	275	1287	556	730	1423
%V	77.1%	76.2%	69.1%	74.3%	78.6%	70.6%	85.8%	72.6%
%H (All HH)		92.5%	38.1%	14.5%	67.8%	29.3%	38.5%	75.0%
%H (TV HH)			41.2%	15.7%	73.3%	31.7%	41.6%	
With	564	547	325	94	351	231	120	536
%V	22.9%	23.8%	31.0%	25.4%	21.4%	29.4%	14.1%	27.4%
%H (All HH)		97.0%	57.6%	16.7%	62.2%	41.0%	21.3%	95.0%
%H (TV HH)			59.4%	17.2%	64.2%	42.2%	21.9%	
0 - 3	203	195	120	34	112	74	37	191
%V	8.2%	8.5%	11.5%	9.2%	6.8%	9.4%	4.3%	9.7%
%H (All HH)		96.1%	59.1%	16.7%	55.2%	36.5%	18.2%	94.1%
%H (TV HH)			61.5%	17.4%	57.4%	37.9%	19.0%	
4 - 9	276	269	159	43	168	106	61	262
%V	11.2%	11.7%	15.2%	11.6%	10.3%	13.5%	7.2%	13.4%
%H (All HH)		97.5%	57.6%	15.6%	60.9%	38.4%	22.1%	94.9%
%H (TV HH)			59.1%	16.0%	62.5%	39.4%	22.7%	
10 - 15	257	250	144	47	174	117	57	250
%V	10.4%	10.9%	13.8%	12.7%	10.6%	14.9%	6.7%	12.8%
%H (All HH)		97.3%	56.0%	18.3%	67.7%	45.5%	22.2%	97.3%
%H (TV HH)			57.6%	18.8%	69.6%	46.8%	22.8%	

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 2014 - June 2015

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
1	910	910	309	126	590	148	443	633
%V	37.0%	39.5%	29.5%	34.1%	36.0%	18.8%	52.1%	32.3%
%H (All HH)		100.0%	34.0%	13.8%	64.8%	16.3%	48.7%	69.6%
%H (TV HH)			34.0%	13.8%	64.8%	16.3%	48.7%	
2	801	801	382	128	584	299	286	651
%V	32.5%	34.8%	36.5%	34.6%	35.7%	38.0%	33.6%	33.2%
%H (All HH)		100.0%	47.7%	16.0%	72.9%	37.3%	35.7%	81.3%
%H (TV HH)			47.7%	16.0%	72.9%	37.3%	35.7%	
3	386	386	221	78	297	209	89	356
%V	15.7%	16.8%	21.1%	21.1%	18.1%	26.6%	10.5%	18.2%
%H (All HH)		100.0%	57.3%	20.2%	76.9%	54.1%	23.1%	92.2%
%H (TV HH)			57.3%	20.2%	76.9%	54.1%	23.1%	
4	143	143	96	21	112	86	26	137
%V	5.8%	6.2%	9.2%	5.7%	6.8%	10.9%	3.1%	7.0%
%H (All HH)		100.0%	67.1%	14.7%	78.3%	60.1%	18.2%	95.8%
%H (TV HH)			67.1%	14.7%	78.3%	60.1%	18.2%	
5+	63	63	39	16	54	46	8	62
%V	2.6%	2.7%	3.7%	4.3%	3.3%	5.8%	0.9%	3.2%
%H (All HH)		100.0%	61.9%	25.4%	85.7%	73.0%	12.7%	98.4%
%H (TV HH)			61.9%	25.4%	85.7%	73.0%	12.7%	

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 2014 - June 2015

BBC Scotland

Household level data

Table 11.6: Screen size

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	2461	2303	1047	370	1638	787	851	1959
%V (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Under 20"	450	450	212	71	359	196	163	361
%V	18.3%	19.5%	20.2%	19.2%	21.9%	24.9%	19.2%	18.4%
%H (All HH)		100.0%	47.1%	15.8%	79.8%	43.6%	36.2%	80.2%
%H (TV HH)			47.1%	15.8%	79.8%	43.6%	36.2%	
20" - 29"	746	746	341	116	576	290	286	600
%V	30.3%	32.4%	32.6%	31.4%	35.2%	36.8%	33.6%	30.6%
%H (All HH)		100.0%	45.7%	15.5%	77.2%	38.9%	38.3%	80.4%
%H (TV HH)			45.7%	15.5%	77.2%	38.9%	38.3%	
30" - 39"	1285	1285	595	210	928	468	460	1042
%V	52.2%	55.8%	56.8%	56.8%	56.7%	59.5%	54.1%	53.2%
%H (All HH)		100.0%	46.3%	16.3%	72.2%	36.4%	35.8%	81.1%
%H (TV HH)			46.3%	16.3%	72.2%	36.4%	35.8%	
40" and over	1192	1192	665	216	841	537	304	1060
%V	48.4%	51.8%	63.5%	58.4%	51.3%	68.2%	35.7%	54.1%
%H (All HH)		100.0%	55.8%	18.1%	70.6%	45.1%	25.5%	88.9%
%H (TV HH)			55.8%	18.1%	70.6%	45.1%	25.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Main living room	2256	2256	1030	367	1606	779	828	1798
%V	91.7%	98.0%	98.4%	99.2%	98.0%	99.0%	97.3%	91.8%
%H (All HH)		100.0%	45.7%	16.3%	71.2%	34.5%	36.7%	79.7%
%H (TV HH)			45.7%	16.3%	71.2%	34.5%	36.7%	
Kitchen	265	265	141	43	223	140	83	231
%V	10.8%	11.5%	13.5%	11.6%	13.6%	17.8%	9.8%	11.8%
%H (All HH)		100.0%	53.2%	16.2%	84.2%	52.8%	31.3%	87.2%
%H (TV HH)			53.2%	16.2%	84.2%	52.8%	31.3%	
Adult's bedroom	1039	1039	555	192	786	498	288	892
%V	42.2%	45.1%	53.0%	51.9%	48.0%	63.3%	33.8%	45.5%
%H (All HH)		100.0%	53.4%	18.5%	75.6%	47.9%	27.7%	85.9%
%H (TV HH)			53.4%	18.5%	75.6%	47.9%	27.7%	
Child's bedroom	272	272	174	50	186	140	45	261
%V	11.1%	11.8%	16.6%	13.5%	11.4%	17.8%	5.3%	13.3%
%H (All HH)		100.0%	64.0%	18.4%	68.4%	51.5%	16.5%	96.0%
%H (TV HH)			64.0%	18.4%	68.4%	51.5%	16.5%	
Other bedroom	96	96	56	15	70	45	25	89
%V	3.9%	4.2%	5.3%	4.1%	4.3%	5.7%	2.9%	4.5%
%H (All HH)		100.0%	58.3%	15.6%	72.9%	46.9%	26.0%	92.7%
%H (TV HH)			58.3%	15.6%	72.9%	46.9%	26.0%	
Second living/dining room	184	184	105	22	141	85	56	171
%V	7.5%	8.0%	10.0%	5.9%	8.6%	10.8%	6.6%	8.7%
%H (All HH)		100.0%	57.1%	12.0%	76.6%	46.2%	30.4%	92.9%
%H (TV HH)			57.1%	12.0%	76.6%	46.2%	30.4%	
Study/office	31	31	16	8	25	18	7	30
%V	1.3%	1.3%	1.5%	2.2%	1.5%	2.3%	0.8%	1.5%
%H (All HH)		100.0%	51.6%	25.8%	80.6%	58.1%	22.6%	96.8%
%H (TV HH)			51.6%	25.8%	80.6%	58.1%	22.6%	
TV room	37	37	22	3	31	19	12	36
%V	1.5%	1.6%	2.1%	0.8%	1.9%	2.4%	1.4%	1.8%
%H (All HH)		100.0%	59.5%	8.1%	83.8%	51.4%	32.4%	97.3%
%H (TV HH)			59.5%	8.1%	83.8%	51.4%	32.4%	
Conservatory	40	40	25	4	32	20	11	34
%V	1.6%	1.7%	2.4%	1.1%	2.0%	2.5%	1.3%	1.7%
%H (All HH)		100.0%	62.5%	10.0%	80.0%	50.0%	27.5%	85.0%
%H (TV HH)			62.5%	10.0%	80.0%	50.0%	27.5%	
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	0	0	2	0	2	2
%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%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	17	17	10	4	13	9	4	16
%V	0.7%	0.7%	1.0%	1.1%	0.8%	1.1%	0.5%	0.8%
%H (All HH)		100.0%	58.8%	23.5%	76.5%	52.9%	23.5%	94.1%
%H (TV HH)			58.8%	23.5%	76.5%	52.9%	23.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC Scotland

Household level data

Table 11.8: Platform Provider

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Any DSAT provider	1047	1047	1047	8	606	606	0	930
%V	42.5%	45.5%	100.0%	2.2%	37.0%	77.0%	0.0%	47.5%
%H (All HH)			100.0%	0.8%	57.9%	57.9%	0.0%	88.8%
%H (TV HH)			100.0%	0.8%	57.9%	57.9%	0.0%	
Sky with subscription	878	878	878	4	524	524	0	797
%V	35.7%	38.1%	83.9%	1.1%	32.0%	66.6%	0.0%	40.7%
%H (All HH)			100.0%	0.5%	59.7%	59.7%	0.0%	90.8%
%H (TV HH)			100.0%	0.5%	59.7%	59.7%	0.0%	
Sky without subscription	40	40	40	1	20	20	0	29
%V	1.6%	1.7%	3.8%	0.3%	1.2%	2.5%	0.0%	1.5%
%H (All HH)			100.0%	2.5%	50.0%	50.0%	0.0%	72.5%
%H (TV HH)			100.0%	2.5%	50.0%	50.0%	0.0%	
Freesat	128	128	128	3	60	60	0	105
%V	5.2%	5.6%	12.2%	0.8%	3.7%	7.6%	0.0%	5.4%
%H (All HH)			100.0%	2.3%	46.9%	46.9%	0.0%	82.0%
%H (TV HH)			100.0%	2.3%	46.9%	46.9%	0.0%	
Other satellite provider	36	36	36	1	15	15	0	29
%V	1.5%	1.6%	3.4%	0.3%	0.9%	1.9%	0.0%	1.5%
%H (All HH)			100.0%	2.8%	41.7%	41.7%	0.0%	80.6%
%H (TV HH)			100.0%	2.8%	41.7%	41.7%	0.0%	
DCAB	370	370	8	370	185	185	0	323
%V	15.0%	16.1%	0.8%	100.0%	11.3%	23.5%	0.0%	16.5%
%H (All HH)			2.2%	100.0%	50.0%	50.0%	0.0%	87.3%
%H (TV HH)			2.2%	100.0%	50.0%	50.0%	0.0%	
DTT	1638	1638	606	185	1638	787	851	1257
%V	66.6%	71.1%	57.9%	50.0%	100.0%	100.0%	100.0%	64.2%
%H (All HH)		100.0%	37.0%	11.3%	100.0%	48.0%	52.0%	76.7%
%H (TV HH)			37.0%	11.3%	100.0%	48.0%	52.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
PVR	1413	1413	889	304	905	680	225	1263
%V	57.4%	61.4%	84.9%	82.2%	55.3%	86.4%	26.4%	64.5%
%H (All HH)		100.0%	62.9%	21.5%	64.0%	48.1%	15.9%	89.4%
%H (TV HH)			62.9%	21.5%	64.0%	48.1%	15.9%	
DVDR	75	75	38	11	51	24	26	62
%V	3.0%	3.3%	3.6%	3.0%	3.1%	3.0%	3.1%	3.2%
%H (All HH)		100.0%	50.7%	14.7%	68.0%	32.0%	34.7%	82.7%
%H (TV HH)			50.7%	14.7%	68.0%	32.0%	34.7%	
VCR	56	56	23	10	39	15	23	38
%V	2.3%	2.4%	2.2%	2.7%	2.4%	1.9%	2.7%	1.9%
%H (All HH)		100.0%	41.1%	17.9%	69.6%	26.8%	41.1%	67.9%
%H (TV HH)			41.1%	17.9%	69.6%	26.8%	41.1%	
Any recorder	1461	1461	903	306	942	685	257	1291
%V	59.4%	63.4%	86.2%	82.7%	57.5%	87.0%	30.2%	65.9%
%H (All HH)		100.0%	61.8%	20.9%	64.5%	46.9%	17.6%	88.4%
%H (TV HH)			61.8%	20.9%	64.5%	46.9%	17.6%	
Receives HDTV (via STB or built-in reception)	1317	1317	752	282	893	604	288	1174
%V	53.5%	57.2%	71.8%	76.2%	54.5%	76.7%	33.8%	59.9%
%H (All HH)		100.0%	57.1%	21.4%	67.8%	45.9%	21.9%	89.1%
%H (TV HH)			57.1%	21.4%	67.8%	45.9%	21.9%	
DVD/Blu-ray player or recorder	1807	1807	859	313	1322	689	634	1500
%V	73.4%	78.5%	82.0%	84.6%	80.7%	87.5%	74.5%	76.6%
%H (All HH)		100.0%	47.5%	17.3%	73.2%	38.1%	35.1%	83.0%
%H (TV HH)			47.5%	17.3%	73.2%	38.1%	35.1%	

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 2014 - June 2015

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	2461	2303	1047	370	1638	787	851	1959
%H (All HH)		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%
%H (TV HH)			45.5%	16.1%	71.1%	34.2%	37.0%	
Has broadband internet	1959	1839	930	323	1257	703	554	1959
%V	79.6%	79.9%	88.8%	87.3%	76.7%	89.3%	65.1%	100.0%
%H (All HH)		93.9%	47.5%	16.5%	64.2%	35.9%	28.3%	100.0%
%H (TV HH)			50.6%	17.6%	68.4%	38.2%	30.1%	
Number of computers (PCs and laptops)								
0	535	498	130	56	392	85	307	76
%V	21.7%	21.6%	12.4%	15.1%	23.9%	10.8%	36.1%	3.9%
%H (All HH)		93.1%	24.3%	10.5%	73.3%	15.9%	57.4%	14.2%
%H (TV HH)			26.1%	11.2%	78.7%	17.1%	61.6%	
1	662	614	276	94	436	204	231	629
%V	26.9%	26.7%	26.4%	25.4%	26.6%	25.9%	27.1%	32.1%
%H (All HH)		92.7%	41.7%	14.2%	65.9%	30.8%	34.9%	95.0%
%H (TV HH)			45.0%	15.3%	71.0%	33.2%	37.6%	
2	552	517	261	92	351	199	152	546
%V	22.4%	22.4%	24.9%	24.9%	21.4%	25.3%	17.9%	27.9%
%H (All HH)		93.7%	47.3%	16.7%	63.6%	36.1%	27.5%	98.9%
%H (TV HH)			50.5%	17.8%	67.9%	38.5%	29.4%	
3	341	322	175	61	216	134	82	339
%V	13.9%	14.0%	16.7%	16.5%	13.2%	17.0%	9.6%	17.3%
%H (All HH)		94.4%	51.3%	17.9%	63.3%	39.3%	24.0%	99.4%
%H (TV HH)			54.3%	18.9%	67.1%	41.6%	25.5%	
4	194	186	105	38	128	88	40	194
%V	7.9%	8.1%	10.0%	10.3%	7.8%	11.2%	4.7%	9.9%
%H (All HH)		95.9%	54.1%	19.6%	66.0%	45.4%	20.6%	100.0%
%H (TV HH)			56.5%	20.4%	68.8%	47.3%	21.5%	
5+	177	167	100	30	115	77	38	175
%V	7.2%	7.3%	9.6%	8.1%	7.0%	9.8%	4.5%	8.9%
%H (All HH)		94.4%	56.5%	16.9%	65.0%	43.5%	21.5%	98.9%
%H (TV HH)			59.9%	18.0%	68.9%	46.1%	22.8%	

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 2014 - June 2015

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	4577	2331	786	3387	1962	1426	3881
%H		50.9%	17.2%	74.0%	42.9%	31.2%	84.8%
Under 20"	550	263	89	443	250	193	447
%V	12.0%	11.3%	11.3%	13.1%	12.7%	13.5%	11.5%
%H		47.8%	16.2%	80.5%	45.5%	35.1%	81.3%
20" - 29"	937	447	149	731	391	340	767
%V	20.5%	19.2%	19.0%	21.6%	19.9%	23.8%	19.8%
%H		47.7%	15.9%	78.0%	41.7%	36.3%	81.9%
30" - 39"	1567	755	260	1139	607	532	1303
%V	34.2%	32.4%	33.1%	33.6%	30.9%	37.3%	33.6%
%H		48.2%	16.6%	72.7%	38.7%	34.0%	83.2%
40" and over	1474	849	274	1047	703	344	1327
%V	32.2%	36.4%	34.9%	30.9%	35.8%	24.1%	34.2%
%H		57.6%	18.6%	71.0%	47.7%	23.3%	90.0%
Don't know	49	16	15	28	11	16	37
%V	1.1%	0.7%	1.9%	0.8%	0.6%	1.1%	1.0%
%H		32.7%	30.6%	57.1%	22.4%	32.7%	75.5%

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 2014 - June 2015

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	4577	2331	786	3387	1962	1426	3881
%H		50.9%	17.2%	74.0%	42.9%	31.2%	84.8%
Main living room	2270	1035	369	1618	785	834	1810
%V	49.6%	44.4%	46.9%	47.8%	40.0%	58.5%	46.6%
%H		45.6%	16.3%	71.3%	34.6%	36.7%	79.7%
Kitchen	266	142	43	224	140	84	232
%V	5.8%	6.1%	5.5%	6.6%	7.1%	5.9%	6.0%
%H		53.4%	16.2%	84.2%	52.6%	31.6%	87.2%
Adult's bedroom	1265	678	251	977	642	335	1106
%V	27.6%	29.1%	31.9%	28.8%	32.7%	23.5%	28.5%
%H		53.6%	19.8%	77.2%	50.8%	26.5%	87.4%
Child's bedroom	345	227	65	235	184	51	334
%V	7.5%	9.7%	8.3%	6.9%	9.4%	3.6%	8.6%
%H		65.8%	18.8%	68.1%	53.3%	14.8%	96.8%
Other bedroom	108	65	16	79	53	27	101
%V	2.4%	2.8%	2.0%	2.3%	2.7%	1.9%	2.6%
%H		60.2%	14.8%	73.1%	49.1%	25.0%	93.5%
Second living/dining room	187	107	23	144	87	58	175
%V	4.1%	4.6%	2.9%	4.3%	4.4%	4.1%	4.5%
%H		57.2%	12.3%	77.0%	46.5%	31.0%	93.6%
Study/office	31	16	8	25	18	7	30
%V	0.7%	0.7%	1.0%	0.7%	0.9%	0.5%	0.8%
%H		51.6%	25.8%	80.6%	58.1%	22.6%	96.8%
TV room	38	22	3	32	20	12	37
%V	0.8%	0.9%	0.4%	0.9%	1.0%	0.8%	1.0%
%H		57.9%	7.9%	84.2%	52.6%	31.6%	97.4%
Conservatory	40	25	4	32	20	11	34
%V	0.9%	1.1%	0.5%	0.9%	1.0%	0.8%	0.9%
%H		62.5%	10.0%	80.0%	50.0%	27.5%	85.0%
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	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	66.7%
Other	19	11	4	14	9	4	17
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%	0.4%
%H		57.9%	21.1%	73.7%	47.4%	21.1%	89.5%

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 2014 - June 2015

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	4577	2331	786	3387	1962	1426	3881
%H		50.9%	17.2%	74.0%	42.9%	31.2%	84.8%
PVR	1898	1222	442	1170	927	243	1727
%V	41.5%	52.4%	56.2%	34.5%	47.2%	17.0%	44.5%
%H		64.4%	23.3%	61.6%	48.8%	12.8%	91.0%
DVDR	81	41	12	56	28	28	68
%V	1.8%	1.8%	1.5%	1.7%	1.4%	2.0%	1.8%
%H		50.6%	14.8%	69.1%	34.6%	34.6%	84.0%
VCR	57	24	10	40	16	24	39
%V	1.2%	1.0%	1.3%	1.2%	0.8%	1.7%	1.0%
%H		42.1%	17.5%	70.2%	28.1%	42.1%	68.4%
Any recorder	1959	1241	446	1218	938	280	1766
%V	42.8%	53.2%	56.7%	36.0%	47.8%	19.6%	45.5%
%H		63.3%	22.8%	62.2%	47.9%	14.3%	90.1%

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	4577	2331	786	3387	1962	1426	3881
%H		50.9%	17.2%	74.0%	42.9%	31.2%	84.8%
Receives HDTV (via STB or built-in reception)	1883	1082	439	1292	921	371	1711
%V	41.1%	46.4%	55.9%	38.1%	46.9%	26.0%	44.1%
%H		57.5%	23.3%	68.6%	48.9%	19.7%	90.9%
DVD/Blu-ray player or recorder	2648	1338	480	2008	1176	832	2283
%V	57.9%	57.4%	61.1%	59.3%	59.9%	58.3%	58.8%
%H		50.5%	18.1%	75.8%	44.4%	31.4%	86.2%

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 2014 - June 2015

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	2297	1046	370	1636	787	849	1834
%H		45.5%	16.1%	71.2%	34.3%	37.0%	79.8%
Under 20"	35	8	1	25	4	22	21
%V	1.5%	0.8%	0.3%	1.5%	0.5%	2.6%	1.1%
%H		22.9%	2.9%	71.4%	11.4%	62.9%	60.0%
20" - 29"	228	54	20	175	26	149	137
%V	9.9%	5.2%	5.4%	10.7%	3.3%	17.6%	7.5%
%H		23.7%	8.8%	76.8%	11.4%	65.4%	60.1%
30" - 39"	851	330	128	612	234	378	628
%V	37.0%	31.5%	34.6%	37.4%	29.7%	44.5%	34.2%
%H		38.8%	15.0%	71.9%	27.5%	44.4%	73.8%
40" and over	1156	647	213	810	521	289	1028
%V	50.3%	61.9%	57.6%	49.5%	66.2%	34.0%	56.1%
%H		56.0%	18.4%	70.1%	45.1%	25.0%	88.9%
Don't know	26	7	7	14	3	11	20
%V	1.1%	0.7%	1.9%	0.9%	0.4%	1.3%	1.1%
%H		26.9%	26.9%	53.8%	11.5%	42.3%	76.9%

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 2014 - June 2015

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	2297	1046	370	1636	787	849	1834
%H		45.5%	16.1%	71.2%	34.3%	37.0%	79.8%
PVR	1376	871	301	874	666	208	1229
%V	59.9%	83.3%	81.4%	53.4%	84.6%	24.5%	67.0%
%H		63.3%	21.9%	63.5%	48.4%	15.1%	89.3%
DVDR	64	33	10	42	21	22	51
%V	2.8%	3.2%	2.7%	2.6%	2.7%	2.6%	2.8%
%H		51.6%	15.6%	65.6%	32.8%	34.4%	79.7%
VCR	50	21	8	33	12	21	34
%V	2.2%	2.0%	2.2%	2.0%	1.5%	2.5%	1.9%
%H		42.0%	16.0%	66.0%	24.0%	42.0%	68.0%
Any recorder	1423	886	303	909	671	238	1256
%V	62.0%	84.7%	81.9%	55.6%	85.3%	28.0%	68.5%
%H		62.3%	21.3%	63.9%	47.2%	16.7%	88.3%

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	2297	1046	370	1636	787	849	1834
%H		45.5%	16.1%	71.2%	34.3%	37.0%	79.8%
Receives HDTV (via STB or built-in reception)	1276	736	275	856	588	269	1137
%V	55.6%	70.4%	74.3%	52.3%	74.7%	31.7%	62.0%
%H		57.7%	21.6%	67.1%	46.1%	21.1%	89.1%
DVD/Blu-ray player or recorder	1669	787	285	1215	621	594	1376
%V	72.7%	75.2%	77.0%	74.3%	78.9%	70.0%	75.0%
%H		47.2%	17.1%	72.8%	37.2%	35.6%	82.4%

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 2014 - June 2015

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	2280	1285	416	1751	1175	576	2048
%H		56.4%	18.2%	76.8%	51.5%	25.3%	89.8%
Under 20"	515	256	88	418	246	171	426
%V	22.6%	19.9%	21.2%	23.9%	20.9%	29.7%	20.8%
%H		49.7%	17.1%	81.2%	47.8%	33.2%	82.7%
20" - 29"	709	392	128	556	366	191	630
%V	31.1%	30.5%	30.8%	31.8%	31.1%	33.2%	30.8%
%H		55.3%	18.1%	78.4%	51.6%	26.9%	88.9%
30" - 39"	715	425	131	526	373	154	675
%V	31.4%	33.1%	31.5%	30.0%	31.7%	26.7%	33.0%
%H		59.4%	18.3%	73.6%	52.2%	21.5%	94.4%
40" and over	318	202	61	237	181	55	299
%V	13.9%	15.7%	14.7%	13.5%	15.4%	9.5%	14.6%
%H		63.5%	19.2%	74.5%	56.9%	17.3%	94.0%
Don't know	23	10	7	14	9	6	17
%V	1.0%	0.8%	1.7%	0.8%	0.8%	1.0%	0.8%
%H		43.5%	30.4%	60.9%	39.1%	26.1%	73.9%

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 2014 - June 2015

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	2280	1285	416	1751	1175	576	2048
%H		56.4%	18.2%	76.8%	51.5%	25.3%	89.8%
PVR	523	351	141	297	262	35	498
%V	22.9%	27.3%	33.9%	17.0%	22.3%	6.1%	24.3%
%H		67.1%	27.0%	56.8%	50.1%	6.7%	95.2%
DVDR	17	8	3	13	7	7	17
%V	0.7%	0.6%	0.7%	0.7%	0.6%	1.2%	0.8%
%H		47.1%	17.6%	76.5%	41.2%	41.2%	100.0%
VCR	7	2	2	7	4	3	5
%V	0.3%	0.2%	0.5%	0.4%	0.3%	0.5%	0.2%
%H		28.6%	28.6%	100.0%	57.1%	42.9%	71.4%
Any recorder	536	355	143	309	266	42	510
%V	23.5%	27.6%	34.4%	17.6%	22.6%	7.3%	24.9%
%H		66.2%	26.7%	57.6%	49.6%	7.8%	95.1%

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	2280	1285	416	1751	1175	576	2048
%H		56.4%	18.2%	76.8%	51.5%	25.3%	89.8%
Receives HDTV (via STB or built-in reception)	608	346	164	436	333	102	574
%V	26.7%	26.9%	39.4%	24.9%	28.3%	17.7%	28.0%
%H		56.9%	27.0%	71.7%	54.8%	16.8%	94.4%
DVD/Blu-ray player or recorder	979	551	195	793	555	238	907
%V	42.9%	42.9%	46.9%	45.3%	47.2%	41.3%	44.3%
%H		56.3%	19.9%	81.0%	56.7%	24.3%	92.6%

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 2014 - June 2015

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	5262	4971	2544	827	3434	1908	1526	4586
%H		94.5%	48.3%	15.7%	65.3%	36.3%	29.0%	87.2%
Total Children	912	885	532	151	562	375	188	871
%V	17.3%	17.8%	20.9%	18.3%	16.4%	19.7%	12.3%	19.0%
%H		97.0%	58.3%	16.6%	61.6%	41.1%	20.6%	95.5%
0 - 3	234	225	139	40	127	84	43	220
%V	4.4%	4.5%	5.5%	4.8%	3.7%	4.4%	2.8%	4.8%
%H		96.2%	59.4%	17.1%	54.3%	35.9%	18.4%	94.0%
4 - 15	678	660	393	112	435	290	145	652
%V	12.9%	13.3%	15.4%	13.5%	12.7%	15.2%	9.5%	14.2%
%H		97.3%	58.0%	16.5%	64.2%	42.8%	21.4%	96.2%
4 - 9	349	340	202	54	212	137	75	332
%V	6.6%	6.8%	7.9%	6.5%	6.2%	7.2%	4.9%	7.2%
%H		97.4%	57.9%	15.5%	60.7%	39.3%	21.5%	95.1%
10 - 15	329	320	192	58	222	153	70	320
%V	6.3%	6.4%	7.5%	7.0%	6.5%	8.0%	4.6%	7.0%
%H		97.3%	58.4%	17.6%	67.5%	46.5%	21.3%	97.3%

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 2014 - June 2015

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	5262	4971	2544	827	3434	1908	1526	4586
%H		94.5%	48.3%	15.7%	65.3%	36.3%	29.0%	87.2%
Total Adults (16+)	4350	4086	2012	676	2872	1534	1338	3715
%V	82.7%	82.2%	79.1%	81.7%	83.6%	80.4%	87.7%	81.0%
%H		93.9%	46.3%	15.5%	66.0%	35.3%	30.8%	85.4%
16 - 19	241	202	106	34	139	84	55	234
%V	4.6%	4.1%	4.2%	4.1%	4.0%	4.4%	3.6%	5.1%
%H		83.8%	44.0%	14.1%	57.7%	34.9%	22.8%	97.1%
20 - 24	340	293	144	52	196	113	83	318
%V	6.5%	5.9%	5.7%	6.3%	5.7%	5.9%	5.4%	6.9%
%H		86.2%	42.4%	15.3%	57.6%	33.2%	24.4%	93.5%
25 - 34	699	638	340	108	393	232	161	656
%V	13.3%	12.8%	13.4%	13.1%	11.4%	12.2%	10.6%	14.3%
%H		91.3%	48.6%	15.5%	56.2%	33.2%	23.0%	93.8%
35 - 44	663	622	356	105	415	264	152	630
%V	12.6%	12.5%	14.0%	12.7%	12.1%	13.8%	10.0%	13.7%
%H		93.8%	53.7%	15.8%	62.6%	39.8%	22.9%	95.0%
45 - 54	795	772	414	141	533	322	211	721
%V	15.1%	15.5%	16.3%	17.0%	15.5%	16.9%	13.8%	15.7%
%H		97.1%	52.1%	17.7%	67.0%	40.5%	26.5%	90.7%
55 - 64	674	655	314	107	479	244	235	594
%V	12.8%	13.2%	12.3%	12.9%	13.9%	12.8%	15.4%	13.0%
%H		97.2%	46.6%	15.9%	71.1%	36.2%	34.9%	88.1%
65+	938	905	337	129	716	275	442	562
%V	17.8%	18.2%	13.2%	15.6%	20.9%	14.4%	29.0%	12.3%
%H		96.5%	35.9%	13.8%	76.3%	29.3%	47.1%	59.9%

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 2014 - June 2015

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+)		4350	4086	2012	676	2872	1534	1338	3715
	%H		93.9%	46.3%	15.5%	66.0%	35.3%	30.8%	85.4%
AB		1163	1105	566	174	766	407	359	1115
	%V	26.7%	27.0%	28.1%	25.7%	26.7%	26.5%	26.8%	30.0%
	%H		95.0%	48.7%	15.0%	65.9%	35.0%	30.9%	95.9%
C1		1206	1088	557	191	763	442	321	1093
	%V	27.7%	26.6%	27.7%	28.3%	26.6%	28.8%	24.0%	29.4%
	%H		90.2%	46.2%	15.8%	63.3%	36.7%	26.6%	90.6%
C2		910	890	485	142	628	376	252	785
	%V	20.9%	21.8%	24.1%	21.0%	21.9%	24.5%	18.8%	21.1%
	%H		97.8%	53.3%	15.6%	69.0%	41.3%	27.7%	86.3%
D		698	656	286	121	457	227	230	531
	%V	16.0%	16.1%	14.2%	17.9%	15.9%	14.8%	17.2%	14.3%
	%H		94.0%	41.0%	17.3%	65.5%	32.5%	33.0%	76.1%
E		374	347	117	48	257	81	176	191
	%V	8.6%	8.5%	5.8%	7.1%	8.9%	5.3%	13.2%	5.1%
	%H		92.8%	31.3%	12.8%	68.7%	21.7%	47.1%	51.1%

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 2014 - June 2015

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+)	4350	4086	2012	676	2872	1534	1338	3715
%H		93.9%	46.3%	15.5%	66.0%	35.3%	30.8%	85.4%
Working full time	2020	1928	1067	337	1278	794	484	1918
%V	46.4%	47.2%	53.0%	49.9%	44.5%	51.8%	36.2%	51.6%
%H		95.4%	52.8%	16.7%	63.3%	39.3%	24.0%	95.0%
Working part time	422	411	227	65	285	169	116	391
%V	9.7%	10.1%	11.3%	9.6%	9.9%	11.0%	8.7%	10.5%
%H		97.4%	53.8%	15.4%	67.5%	40.0%	27.5%	92.7%
Not working	1908	1747	717	274	1308	570	737	1406
%V	43.9%	42.8%	35.6%	40.5%	45.5%	37.2%	55.1%	37.8%
%H		91.6%	37.6%	14.4%	68.6%	29.9%	38.6%	73.7%
Housewife/Houseperson	2461	2303	1047	370	1638	787	851	1959
%V	56.6%	56.4%	52.0%	54.7%	57.0%	51.3%	63.6%	52.7%
%H		93.6%	42.5%	15.0%	66.6%	32.0%	34.6%	79.6%

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 2014 - June 2015

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+)	2090	1952	983	316	1368	751	617	1804
%H		93.4%	47.0%	15.1%	65.5%	35.9%	29.5%	86.3%
16 - 19	124	104	54	21	70	43	28	121
%V	5.9%	5.3%	5.5%	6.6%	5.1%	5.7%	4.5%	6.7%
%H		83.9%	43.5%	16.9%	56.5%	34.7%	22.6%	97.6%
20 - 24	166	144	69	27	101	59	42	156
%V	7.9%	7.4%	7.0%	8.5%	7.4%	7.9%	6.8%	8.6%
%H		86.7%	41.6%	16.3%	60.8%	35.5%	25.3%	94.0%
25 - 34	343	308	169	43	191	113	78	317
%V	16.4%	15.8%	17.2%	13.6%	14.0%	15.0%	12.6%	17.6%
%H		89.8%	49.3%	12.5%	55.7%	32.9%	22.7%	92.4%
35 - 44	323	297	170	48	192	119	72	305
%V	15.5%	15.2%	17.3%	15.2%	14.0%	15.8%	11.7%	16.9%
%H		92.0%	52.6%	14.9%	59.4%	36.8%	22.3%	94.4%
45 - 54	385	371	205	62	255	156	99	344
%V	18.4%	19.0%	20.9%	19.6%	18.6%	20.8%	16.0%	19.1%
%H		96.4%	53.2%	16.1%	66.2%	40.5%	25.7%	89.4%
55 - 64	328	319	146	53	238	118	120	280
%V	15.7%	16.3%	14.9%	16.8%	17.4%	15.7%	19.4%	15.5%
%H		97.3%	44.5%	16.2%	72.6%	36.0%	36.6%	85.4%
65+	421	408	169	62	322	144	178	281
%V	20.1%	20.9%	17.2%	19.6%	23.5%	19.2%	28.8%	15.6%
%H		96.9%	40.1%	14.7%	76.5%	34.2%	42.3%	66.7%

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 2014 - June 2015

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+)	2090	1952	983	316	1368	751	617	1804
%H		93.4%	47.0%	15.1%	65.5%	35.9%	29.5%	86.3%
AB	573	544	286	84	377	206	171	555
%V	27.4%	27.9%	29.1%	26.6%	27.6%	27.4%	27.7%	30.8%
%H		94.9%	49.9%	14.7%	65.8%	36.0%	29.8%	96.9%
C1	549	487	268	80	341	211	130	504
%V	26.3%	24.9%	27.3%	25.3%	24.9%	28.1%	21.1%	27.9%
%H		88.7%	48.8%	14.6%	62.1%	38.4%	23.7%	91.8%
C2	489	478	252	79	337	198	139	417
%V	23.4%	24.5%	25.6%	25.0%	24.6%	26.4%	22.5%	23.1%
%H		97.8%	51.5%	16.2%	68.9%	40.5%	28.4%	85.3%
D	315	292	129	56	197	101	95	245
%V	15.1%	15.0%	13.1%	17.7%	14.4%	13.4%	15.4%	13.6%
%H		92.7%	41.0%	17.8%	62.5%	32.1%	30.2%	77.8%
E	165	150	47	18	116	34	82	84
%V	7.9%	7.7%	4.8%	5.7%	8.5%	4.5%	13.3%	4.7%
%H		90.9%	28.5%	10.9%	70.3%	20.6%	49.7%	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 2014 - June 2015

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+)	2090	1952	983	316	1368	751	617	1804
%H		93.4%	47.0%	15.1%	65.5%	35.9%	29.5%	86.3%
Working full time	1191	1135	643	178	754	467	287	1123
%V	57.0%	58.1%	65.4%	56.3%	55.1%	62.2%	46.5%	62.3%
%H		95.3%	54.0%	14.9%	63.3%	39.2%	24.1%	94.3%
Working part time	78	73	33	14	51	28	23	69
%V	3.7%	3.7%	3.4%	4.4%	3.7%	3.7%	3.7%	3.8%
%H		93.6%	42.3%	17.9%	65.4%	35.9%	29.5%	88.5%
Not working	821	744	307	124	564	257	307	612
%V	39.3%	38.1%	31.2%	39.2%	41.2%	34.2%	49.8%	33.9%
%H		90.6%	37.4%	15.1%	68.7%	31.3%	37.4%	74.5%
Housewife/Houseperson	589	524	210	70	376	149	226	419
%V	28.2%	26.8%	21.4%	22.2%	27.5%	19.8%	36.6%	23.2%
%H		89.0%	35.7%	11.9%	63.8%	25.3%	38.4%	71.1%

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 2014 - June 2015

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+)	2260	2134	1029	359	1504	782	721	1911
%H		94.4%	45.5%	15.9%	66.5%	34.6%	31.9%	84.6%
16 - 19	117	98	52	13	68	41	27	113
%V	5.2%	4.6%	5.1%	3.6%	4.5%	5.2%	3.7%	5.9%
%H		83.8%	44.4%	11.1%	58.1%	35.0%	23.1%	96.6%
20 - 24	174	149	75	25	95	54	41	161
%V	7.7%	7.0%	7.3%	7.0%	6.3%	6.9%	5.7%	8.4%
%H		85.6%	43.1%	14.4%	54.6%	31.0%	23.6%	92.5%
25 - 34	356	330	171	65	202	119	83	339
%V	15.8%	15.5%	16.6%	18.1%	13.4%	15.2%	11.5%	17.7%
%H		92.7%	48.0%	18.3%	56.7%	33.4%	23.3%	95.2%
35 - 44	340	325	185	57	224	145	79	325
%V	15.0%	15.2%	18.0%	15.9%	14.9%	18.5%	11.0%	17.0%
%H		95.6%	54.4%	16.8%	65.9%	42.6%	23.2%	95.6%
45 - 54	410	401	210	79	279	167	112	376
%V	18.1%	18.8%	20.4%	22.0%	18.6%	21.4%	15.5%	19.7%
%H		97.8%	51.2%	19.3%	68.0%	40.7%	27.3%	91.7%
55 - 64	346	336	168	54	241	126	115	314
%V	15.3%	15.7%	16.3%	15.0%	16.0%	16.1%	16.0%	16.4%
%H		97.1%	48.6%	15.6%	69.7%	36.4%	33.2%	90.8%
65+	517	497	168	67	394	131	263	281
%V	22.9%	23.3%	16.3%	18.7%	26.2%	16.8%	36.5%	14.7%
%H		96.1%	32.5%	13.0%	76.2%	25.3%	50.9%	54.4%

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 2014 - June 2015

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+)	2260	2134	1029	359	1504	782	721	1911
%H		94.4%	45.5%	15.9%	66.5%	34.6%	31.9%	84.6%
AB	591	561	280	90	389	201	188	561
%V	26.2%	26.3%	27.2%	25.1%	25.9%	25.7%	26.1%	29.4%
%H		94.9%	47.4%	15.2%	65.8%	34.0%	31.8%	94.9%
C1	657	600	289	111	422	231	191	589
%V	29.1%	28.1%	28.1%	30.9%	28.1%	29.5%	26.5%	30.8%
%H		91.3%	44.0%	16.9%	64.2%	35.2%	29.1%	89.6%
C2	421	412	233	63	291	178	113	368
%V	18.6%	19.3%	22.6%	17.5%	19.3%	22.8%	15.7%	19.3%
%H		97.9%	55.3%	15.0%	69.1%	42.3%	26.8%	87.4%
D	383	364	157	65	261	126	135	286
%V	16.9%	17.1%	15.3%	18.1%	17.4%	16.1%	18.7%	15.0%
%H		95.0%	41.0%	17.0%	68.1%	32.9%	35.2%	74.7%
E	209	197	70	30	141	47	94	107
%V	9.2%	9.2%	6.8%	8.4%	9.4%	6.0%	13.0%	5.6%
%H		94.3%	33.5%	14.4%	67.5%	22.5%	45.0%	51.2%

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 2014 - June 2015

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+)	2260	2134	1029	359	1504	782	721	1911
%H		94.4%	45.5%	15.9%	66.5%	34.6%	31.9%	84.6%
Working full time	829	793	424	159	525	327	197	795
%V	36.7%	37.2%	41.2%	44.3%	34.9%	41.8%	27.3%	41.6%
%H		95.7%	51.1%	19.2%	63.3%	39.4%	23.8%	95.9%
Working part time	344	338	194	51	234	141	93	322
%V	15.2%	15.8%	18.9%	14.2%	15.6%	18.0%	12.9%	16.8%
%H		98.3%	56.4%	14.8%	68.0%	41.0%	27.0%	93.6%
Not working	1087	1004	411	150	744	314	430	794
%V	48.1%	47.0%	39.9%	41.8%	49.5%	40.2%	59.6%	41.5%
%H		92.4%	37.8%	13.8%	68.4%	28.9%	39.6%	73.0%
Housewife/Houseperson	1872	1779	838	300	1262	637	624	1540
%V	82.8%	83.4%	81.4%	83.6%	83.9%	81.5%	86.5%	80.6%
%H		95.0%	44.8%	16.0%	67.4%	34.0%	33.3%	82.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 12.1: Social Grade

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
AB	149	144	81	13	103	53	50	140
%V	20.6%	20.8%	23.2%	23.2%	20.7%	24.5%	17.8%	25.5%
%H (All HH)		96.6%	54.4%	8.7%	69.1%	35.6%	33.6%	94.0%
%H (TV HH)			56.3%	9.0%	71.5%	36.8%	34.7%	
C1	162	156	83	16	111	54	57	138
%V	22.3%	22.5%	23.8%	28.6%	22.3%	25.0%	20.3%	25.1%
%H (All HH)		96.3%	51.2%	9.9%	68.5%	33.3%	35.2%	85.2%
%H (TV HH)			53.2%	10.3%	71.2%	34.6%	36.5%	
C2	142	138	73	9	103	49	54	115
%V	19.6%	19.9%	20.9%	16.1%	20.7%	22.7%	19.2%	20.9%
%H (All HH)		97.2%	51.4%	6.3%	72.5%	34.5%	38.0%	81.0%
%H (TV HH)			52.9%	6.5%	74.6%	35.5%	39.1%	
D	128	119	65	10	77	34	43	96
%V	17.7%	17.2%	18.6%	17.9%	15.5%	15.7%	15.3%	17.5%
%H (All HH)		93.0%	50.8%	7.8%	60.2%	26.6%	33.6%	75.0%
%H (TV HH)			54.6%	8.4%	64.7%	28.6%	36.1%	
E	144	134	48	8	103	25	77	60
%V	19.9%	19.4%	13.8%	14.3%	20.7%	11.6%	27.4%	10.9%
%H (All HH)		93.1%	33.3%	5.6%	71.5%	17.4%	53.5%	41.7%
%H (TV HH)			35.8%	6.0%	76.9%	18.7%	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 2014 - June 2015

BBC Ulster

Household level data

Table 12.2: Housewife Age

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Under 25	24	21	10	2	14	5	9	22
%V	3.3%	3.0%	2.9%	3.6%	2.8%	2.3%	3.2%	4.0%
%H (All HH)		87.5%	41.7%	8.3%	58.3%	20.8%	37.5%	91.7%
%H (TV HH)			47.6%	9.5%	66.7%	23.8%	42.9%	
25 - 34	113	108	62	10	69	34	36	104
%V	15.6%	15.6%	17.8%	17.9%	13.9%	15.7%	12.8%	18.9%
%H (All HH)		95.6%	54.9%	8.8%	61.1%	30.1%	31.9%	92.0%
%H (TV HH)			57.4%	9.3%	63.9%	31.5%	33.3%	
35 - 44	134	129	78	12	83	46	38	124
%V	18.5%	18.6%	22.3%	21.4%	16.7%	21.3%	13.5%	22.6%
%H (All HH)		96.3%	58.2%	9.0%	61.9%	34.3%	28.4%	92.5%
%H (TV HH)			60.5%	9.3%	64.3%	35.7%	29.5%	
45 - 54	149	144	79	14	100	50	50	132
%V	20.6%	20.8%	22.6%	25.0%	20.1%	23.1%	17.8%	24.0%
%H (All HH)		96.6%	53.0%	9.4%	67.1%	33.6%	33.6%	88.6%
%H (TV HH)			54.9%	9.7%	69.4%	34.7%	34.7%	
55 - 64	123	117	59	8	88	39	49	92
%V	17.0%	16.9%	16.9%	14.3%	17.7%	18.1%	17.4%	16.8%
%H (All HH)		95.1%	48.0%	6.5%	71.5%	31.7%	39.8%	74.8%
%H (TV HH)			50.4%	6.8%	75.2%	33.3%	41.9%	
65 +	181	173	62	11	143	42	100	75
%V	25.0%	25.0%	17.8%	19.6%	28.8%	19.4%	35.6%	13.7%
%H (All HH)		95.6%	34.3%	6.1%	79.0%	23.2%	55.2%	41.4%
%H (TV HH)			35.8%	6.4%	82.7%	24.3%	57.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
1	206	187	59	12	144	31	113	91
%V	28.4%	27.0%	16.9%	21.4%	29.0%	14.4%	40.2%	16.6%
%H (All HH)		90.8%	28.6%	5.8%	69.9%	15.0%	54.9%	44.2%
%H (TV HH)			31.6%	6.4%	77.0%	16.6%	60.4%	
2	217	210	109	17	151	68	83	170
%V	29.9%	30.3%	31.2%	30.4%	30.4%	31.5%	29.5%	31.0%
%H (All HH)		96.8%	50.2%	7.8%	69.6%	31.3%	38.2%	78.3%
%H (TV HH)			51.9%	8.1%	71.9%	32.4%	39.5%	
3	126	122	71	11	84	45	39	116
%V	17.4%	17.6%	20.3%	19.6%	16.9%	20.8%	13.9%	21.1%
%H (All HH)		96.8%	56.3%	8.7%	66.7%	35.7%	31.0%	92.1%
%H (TV HH)			58.2%	9.0%	68.9%	36.9%	32.0%	
4	105	102	63	10	70	42	28	102
%V	14.5%	14.7%	18.1%	17.9%	14.1%	19.4%	10.0%	18.6%
%H (All HH)		97.1%	60.0%	9.5%	66.7%	40.0%	26.7%	97.1%
%H (TV HH)			61.8%	9.8%	68.6%	41.2%	27.5%	
5+	71	71	47	6	48	30	18	70
%V	9.8%	10.3%	13.5%	10.7%	9.7%	13.9%	6.4%	12.8%
%H (All HH)		100.0%	66.2%	8.5%	67.6%	42.3%	25.4%	98.6%
%H (TV HH)			66.2%	8.5%	67.6%	42.3%	25.4%	
Average HH size	2.52	2.55	2.86	2.71	2.50	2.93	2.16	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 2014 - June 2015

BBC Ulster

Household level data

Table 12.4: Presence of Children

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Without	514	486	222	36	362	138	223	347
%V	70.9%	70.2%	63.6%	64.3%	72.8%	63.9%	79.4%	63.2%
%H (All HH)		94.6%	43.2%	7.0%	70.4%	26.8%	43.4%	67.5%
%H (TV HH)			45.7%	7.4%	74.5%	28.4%	45.9%	
With	211	206	127	20	135	77	58	203
%V	29.1%	29.8%	36.4%	35.7%	27.2%	35.6%	20.6%	37.0%
%H (All HH)		97.6%	60.2%	9.5%	64.0%	36.5%	27.5%	96.2%
%H (TV HH)			61.7%	9.7%	65.5%	37.4%	28.2%	
0 - 3	80	78	49	8	50	28	22	77
%V	11.0%	11.3%	14.0%	14.3%	10.1%	13.0%	7.8%	14.0%
%H (All HH)		97.5%	61.3%	10.0%	62.5%	35.0%	27.5%	96.3%
%H (TV HH)			62.8%	10.3%	64.1%	35.9%	28.2%	
4 - 9	112	109	69	11	70	40	29	107
%V	15.4%	15.8%	19.8%	19.6%	14.1%	18.5%	10.3%	19.5%
%H (All HH)		97.3%	61.6%	9.8%	62.5%	35.7%	25.9%	95.5%
%H (TV HH)			63.3%	10.1%	64.2%	36.7%	26.6%	
10 - 15	101	100	62	10	66	39	27	100
%V	13.9%	14.5%	17.8%	17.9%	13.3%	18.1%	9.6%	18.2%
%H (All HH)		99.0%	61.4%	9.9%	65.3%	38.6%	26.7%	99.0%
%H (TV HH)			62.0%	10.0%	66.0%	39.0%	27.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
1	256	256	101	18	174	42	132	162
%V	35.3%	37.0%	28.9%	32.1%	35.0%	19.4%	47.0%	29.5%
%H (All HH)		100.0%	39.5%	7.0%	68.0%	16.4%	51.6%	63.3%
%H (TV HH)			39.5%	7.0%	68.0%	16.4%	51.6%	
2	282	282	145	23	205	92	113	223
%V	38.9%	40.8%	41.5%	41.1%	41.2%	42.6%	40.2%	40.6%
%H (All HH)		100.0%	51.4%	8.2%	72.7%	32.6%	40.1%	79.1%
%H (TV HH)			51.4%	8.2%	72.7%	32.6%	40.1%	
3	96	96	63	9	72	47	25	90
%V	13.2%	13.9%	18.1%	16.1%	14.5%	21.8%	8.9%	16.4%
%H (All HH)		100.0%	65.6%	9.4%	75.0%	49.0%	26.0%	93.8%
%H (TV HH)			65.6%	9.4%	75.0%	49.0%	26.0%	
4	37	37	26	3	30	21	8	36
%V	5.1%	5.3%	7.4%	5.4%	6.0%	9.7%	2.8%	6.6%
%H (All HH)		100.0%	70.3%	8.1%	81.1%	56.8%	21.6%	97.3%
%H (TV HH)			70.3%	8.1%	81.1%	56.8%	21.6%	
5+	20	20	14	3	17	14	3	20
%V	2.8%	2.9%	4.0%	5.4%	3.4%	6.5%	1.1%	3.6%
%H (All HH)		100.0%	70.0%	15.0%	85.0%	70.0%	15.0%	100.0%
%H (TV HH)			70.0%	15.0%	85.0%	70.0%	15.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	725	692	349	56	497	216	281	549
%V (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Under 20"	94	94	45	8	79	39	40	73
%V	13.0%	13.6%	12.9%	14.3%	15.9%	18.1%	14.2%	13.3%
%H (All HH)		100.0%	47.9%	8.5%	84.0%	41.5%	42.6%	77.7%
%H (TV HH)			47.9%	8.5%	84.0%	41.5%	42.6%	
20" - 29"	282	282	134	23	215	91	124	213
%V	38.9%	40.8%	38.4%	41.1%	43.3%	42.1%	44.1%	38.8%
%H (All HH)		100.0%	47.5%	8.2%	76.2%	32.3%	44.0%	75.5%
%H (TV HH)			47.5%	8.2%	76.2%	32.3%	44.0%	
30" - 39"	385	385	202	33	273	125	147	301
%V	53.1%	55.6%	57.9%	58.9%	54.9%	57.9%	52.3%	54.8%
%H (All HH)		100.0%	52.5%	8.6%	70.9%	32.5%	38.2%	78.2%
%H (TV HH)			52.5%	8.6%	70.9%	32.5%	38.2%	
40" and over	337	337	211	30	234	139	94	300
%V	46.5%	48.7%	60.5%	53.6%	47.1%	64.4%	33.5%	54.6%
%H (All HH)		100.0%	62.6%	8.9%	69.4%	41.2%	27.9%	89.0%
%H (TV HH)			62.6%	8.9%	69.4%	41.2%	27.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Main living room	678	678	344	55	489	213	276	520
%V	93.5%	98.0%	98.6%	98.2%	98.4%	98.6%	98.2%	94.7%
%H (All HH)		100.0%	50.7%	8.1%	72.1%	31.4%	40.7%	76.7%
%H (TV HH)			50.7%	8.1%	72.1%	31.4%	40.7%	
Kitchen	142	142	74	7	122	61	61	113
%V	19.6%	20.5%	21.2%	12.5%	24.5%	28.2%	21.7%	20.6%
%H (All HH)		100.0%	52.1%	4.9%	85.9%	43.0%	43.0%	79.6%
%H (TV HH)			52.1%	4.9%	85.9%	43.0%	43.0%	
Adult's bedroom	234	234	142	23	171	104	68	201
%V	32.3%	33.8%	40.7%	41.1%	34.4%	48.1%	24.2%	36.6%
%H (All HH)		100.0%	60.7%	9.8%	73.1%	44.4%	29.1%	85.9%
%H (TV HH)			60.7%	9.8%	73.1%	44.4%	29.1%	
Child's bedroom	65	65	43	7	44	29	14	62
%V	9.0%	9.4%	12.3%	12.5%	8.9%	13.4%	5.0%	11.3%
%H (All HH)		100.0%	66.2%	10.8%	67.7%	44.6%	21.5%	95.4%
%H (TV HH)			66.2%	10.8%	67.7%	44.6%	21.5%	
Other bedroom	31	31	19	5	26	19	7	28
%V	4.3%	4.5%	5.4%	8.9%	5.2%	8.8%	2.5%	5.1%
%H (All HH)		100.0%	61.3%	16.1%	83.9%	61.3%	22.6%	90.3%
%H (TV HH)			61.3%	16.1%	83.9%	61.3%	22.6%	
Second living/dining room	116	116	71	11	79	47	32	106
%V	16.0%	16.8%	20.3%	19.6%	15.9%	21.8%	11.4%	19.3%
%H (All HH)		100.0%	61.2%	9.5%	68.1%	40.5%	27.6%	91.4%
%H (TV HH)			61.2%	9.5%	68.1%	40.5%	27.6%	
Study/office	10	10	7	0	9	6	3	10
%V	1.4%	1.4%	2.0%	0.0%	1.8%	2.8%	1.1%	1.8%
%H (All HH)		100.0%	70.0%	0.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			70.0%	0.0%	90.0%	60.0%	30.0%	
TV room	12	12	6	1	9	5	4	12
%V	1.7%	1.7%	1.7%	1.8%	1.8%	2.3%	1.4%	2.2%
%H (All HH)		100.0%	50.0%	8.3%	75.0%	41.7%	33.3%	100.0%
%H (TV HH)			50.0%	8.3%	75.0%	41.7%	33.3%	
Conservatory	11	11	7	1	10	7	3	10
%V	1.5%	1.6%	2.0%	1.8%	2.0%	3.2%	1.1%	1.8%
%H (All HH)		100.0%	63.6%	9.1%	90.9%	63.6%	27.3%	90.9%
%H (TV HH)			63.6%	9.1%	90.9%	63.6%	27.3%	
Attic or loft room	2	2	0	0	1	0	1	2
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.4%	0.4%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
No specific location	2	2	1	0	2	1	0	1
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	0.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	0.0%	
Other	6	6	4	0	5	3	2	6
%V	0.8%	0.9%	1.1%	0.0%	1.0%	1.4%	0.7%	1.1%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	

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 2014 - June 2015

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Any DSAT provider	349	349	349	2	190	190	0	310
%V	48.1%	50.4%	100.0%	3.6%	38.2%	88.0%	0.0%	56.5%
%H (All HH)			100.0%	0.6%	54.4%	54.4%	0.0%	88.8%
%H (TV HH)			100.0%	0.6%	54.4%	54.4%	0.0%	
Sky with subscription	297	297	297	1	162	162	0	267
%V	41.0%	42.9%	85.1%	1.8%	32.6%	75.0%	0.0%	48.6%
%H (All HH)			100.0%	0.3%	54.5%	54.5%	0.0%	89.9%
%H (TV HH)			100.0%	0.3%	54.5%	54.5%	0.0%	
Sky without subscription	23	23	23	0	13	13	0	17
%V	3.2%	3.3%	6.6%	0.0%	2.6%	6.0%	0.0%	3.1%
%H (All HH)			100.0%	0.0%	56.5%	56.5%	0.0%	73.9%
%H (TV HH)			100.0%	0.0%	56.5%	56.5%	0.0%	
Freesat	42	42	42	0	29	29	0	38
%V	5.8%	6.1%	12.0%	0.0%	5.8%	13.4%	0.0%	6.9%
%H (All HH)			100.0%	0.0%	69.0%	69.0%	0.0%	90.5%
%H (TV HH)			100.0%	0.0%	69.0%	69.0%	0.0%	
Other satellite provider	13	13	13	0	5	5	0	12
%V	1.8%	1.9%	3.7%	0.0%	1.0%	2.3%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	92.3%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	56	56	2	56	26	26	0	48
%V	7.7%	8.1%	0.6%	100.0%	5.2%	12.0%	0.0%	8.7%
%H (All HH)			3.6%	100.0%	46.4%	46.4%	0.0%	85.7%
%H (TV HH)			3.6%	100.0%	46.4%	46.4%	0.0%	
DTT	497	497	190	26	497	216	281	359
%V	68.6%	71.8%	54.4%	46.4%	100.0%	100.0%	100.0%	65.4%
%H (All HH)		100.0%	38.2%	5.2%	100.0%	43.5%	56.5%	72.2%
%H (TV HH)			38.2%	5.2%	100.0%	43.5%	56.5%	

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 2014 - June 2015

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
PVR	363	363	283	41	216	176	39	329
%V	50.1%	52.5%	81.1%	73.2%	43.5%	81.5%	13.9%	59.9%
%H (All HH)		100.0%	78.0%	11.3%	59.5%	48.5%	10.7%	90.6%
%H (TV HH)			78.0%	11.3%	59.5%	48.5%	10.7%	
DVDR	16	16	9	1	12	7	5	14
%V	2.2%	2.3%	2.6%	1.8%	2.4%	3.2%	1.8%	2.6%
%H (All HH)		100.0%	56.3%	6.3%	75.0%	43.8%	31.3%	87.5%
%H (TV HH)			56.3%	6.3%	75.0%	43.8%	31.3%	
VCR	6	6	3	0	5	2	3	4
%V	0.8%	0.9%	0.9%	0.0%	1.0%	0.9%	1.1%	0.7%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	33.3%	50.0%	66.7%
%H (TV HH)			50.0%	0.0%	83.3%	33.3%	50.0%	
Any recorder	373	373	286	42	224	178	46	335
%V	51.4%	53.9%	81.9%	75.0%	45.1%	82.4%	16.4%	61.0%
%H (All HH)		100.0%	76.7%	11.3%	60.1%	47.7%	12.3%	89.8%
%H (TV HH)			76.7%	11.3%	60.1%	47.7%	12.3%	
Receives HDTV (via STB or built-in reception)	345	345	223	36	229	142	87	306
%V	47.6%	49.9%	63.9%	64.3%	46.1%	65.7%	31.0%	55.7%
%H (All HH)		100.0%	64.6%	10.4%	66.4%	41.2%	25.2%	88.7%
%H (TV HH)			64.6%	10.4%	66.4%	41.2%	25.2%	
DVD/Blu-ray player or recorder	476	476	258	40	338	160	177	392
%V	65.7%	68.8%	73.9%	71.4%	68.0%	74.1%	63.0%	71.4%
%H (All HH)		100.0%	54.2%	8.4%	71.0%	33.6%	37.2%	82.4%
%H (TV HH)			54.2%	8.4%	71.0%	33.6%	37.2%	

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 2014 - June 2015

BBC Ulster

Household level data

Table 12.10: 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	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Has broadband internet	549	531	310	48	359	193	167	549
%V	75.7%	76.7%	88.8%	85.7%	72.2%	89.4%	59.4%	100.0%
%H (All HH)		96.7%	56.5%	8.7%	65.4%	35.2%	30.4%	100.0%
%H (TV HH)			58.4%	9.0%	67.6%	36.3%	31.5%	
Number of computers (PCs and laptops)								
0	188	173	47	9	144	27	117	25
%V	25.9%	25.0%	13.5%	16.1%	29.0%	12.5%	41.6%	4.6%
%H (All HH)		92.0%	25.0%	4.8%	76.6%	14.4%	62.2%	13.3%
%H (TV HH)			27.2%	5.2%	83.2%	15.6%	67.6%	
1	195	185	97	13	123	51	73	184
%V	26.9%	26.7%	27.8%	23.2%	24.7%	23.6%	26.0%	33.5%
%H (All HH)		94.9%	49.7%	6.7%	63.1%	26.2%	37.4%	94.4%
%H (TV HH)			52.4%	7.0%	66.5%	27.6%	39.5%	
2	177	173	101	17	118	64	54	175
%V	24.4%	25.0%	28.9%	30.4%	23.7%	29.6%	19.2%	31.9%
%H (All HH)		97.7%	57.1%	9.6%	66.7%	36.2%	30.5%	98.9%
%H (TV HH)			58.4%	9.8%	68.2%	37.0%	31.2%	
3	83	81	53	7	54	34	20	83
%V	11.4%	11.7%	15.2%	12.5%	10.9%	15.7%	7.1%	15.1%
%H (All HH)		97.6%	63.9%	8.4%	65.1%	41.0%	24.1%	100.0%
%H (TV HH)			65.4%	8.6%	66.7%	42.0%	24.7%	
4	39	38	26	5	26	19	7	39
%V	5.4%	5.5%	7.4%	8.9%	5.2%	8.8%	2.5%	7.1%
%H (All HH)		97.4%	66.7%	12.8%	66.7%	48.7%	17.9%	100.0%
%H (TV HH)			68.4%	13.2%	68.4%	50.0%	18.4%	
5+	42	42	26	5	31	21	10	42
%V	5.8%	6.1%	7.4%	8.9%	6.2%	9.7%	3.6%	7.7%
%H (All HH)		100.0%	61.9%	11.9%	73.8%	50.0%	23.8%	100.0%
%H (TV HH)			61.9%	11.9%	73.8%	50.0%	23.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Under 20"	114	57	10	96	49	46	92
%V	8.3%	7.5%	8.5%	9.5%	9.2%	9.5%	8.1%
%H		50.0%	8.8%	84.2%	43.0%	40.4%	80.7%
20" - 29"	360	178	30	276	126	150	279
%V	26.3%	23.3%	25.6%	27.3%	23.8%	31.1%	24.7%
%H		49.4%	8.3%	76.7%	35.0%	41.7%	77.5%
30" - 39"	468	254	42	339	169	170	377
%V	34.2%	33.3%	35.9%	33.5%	31.9%	35.3%	33.3%
%H		54.3%	9.0%	72.4%	36.1%	36.3%	80.6%
40" and over	407	265	34	283	177	106	367
%V	29.7%	34.7%	29.1%	28.0%	33.4%	22.0%	32.4%
%H		65.1%	8.4%	69.5%	43.5%	26.0%	90.2%
Don't know	20	9	2	17	8	9	15
%V	1.5%	1.2%	1.7%	1.7%	1.5%	1.9%	1.3%
%H		45.0%	10.0%	85.0%	40.0%	45.0%	75.0%

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 2014 - June 2015

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	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Main living room	682	346	55	492	215	276	523
%V	49.8%	45.3%	47.0%	48.7%	40.6%	57.3%	46.2%
%H		50.7%	8.1%	72.1%	31.5%	40.5%	76.7%
Kitchen	143	75	7	122	61	61	114
%V	10.4%	9.8%	6.0%	12.1%	11.5%	12.7%	10.1%
%H		52.4%	4.9%	85.3%	42.7%	42.7%	79.7%
Adult's bedroom	265	164	28	193	122	72	232
%V	19.4%	21.5%	23.9%	19.1%	23.0%	14.9%	20.5%
%H		61.9%	10.6%	72.8%	46.0%	27.2%	87.5%
Child's bedroom	84	56	9	57	39	19	81
%V	6.1%	7.3%	7.7%	5.6%	7.4%	3.9%	7.2%
%H		66.7%	10.7%	67.9%	46.4%	22.6%	96.4%
Other bedroom	35	23	5	30	22	7	32
%V	2.6%	3.0%	4.3%	3.0%	4.2%	1.5%	2.8%
%H		65.7%	14.3%	85.7%	62.9%	20.0%	91.4%
Second living/dining room	117	73	11	81	48	33	107
%V	8.5%	9.6%	9.4%	8.0%	9.1%	6.8%	9.5%
%H		62.4%	9.4%	69.2%	41.0%	28.2%	91.5%
Study/office	10	7	0	9	6	3	10
%V	0.7%	0.9%	0.0%	0.9%	1.1%	0.6%	0.9%
%H		70.0%	0.0%	90.0%	60.0%	30.0%	100.0%
TV room	12	6	1	9	5	4	12
%V	0.9%	0.8%	0.9%	0.9%	0.9%	0.8%	1.1%
%H		50.0%	8.3%	75.0%	41.7%	33.3%	100.0%
Conservatory	11	7	1	10	7	3	10
%V	0.8%	0.9%	0.9%	1.0%	1.3%	0.6%	0.9%
%H		63.6%	9.1%	90.9%	63.6%	27.3%	90.9%
Attic or loft room	2	0	0	1	0	1	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	6	4	0	5	3	2	6
%V	0.4%	0.5%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	100.0%

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 2014 - June 2015

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	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
PVR	504	408	53	283	240	44	463
%V	36.8%	53.5%	45.3%	28.0%	45.3%	9.1%	40.9%
%H		81.0%	10.5%	56.2%	47.6%	8.7%	91.9%
DVDR	16	9	2	12	7	5	14
%V	1.2%	1.2%	1.7%	1.2%	1.3%	1.0%	1.2%
%H		56.3%	12.5%	75.0%	43.8%	31.3%	87.5%
VCR	7	4	0	5	2	3	5
%V	0.5%	0.5%	0.0%	0.5%	0.4%	0.6%	0.4%
%H		57.1%	0.0%	71.4%	28.6%	42.9%	71.4%
Any recorder	517	413	54	294	243	50	473
%V	37.8%	54.1%	46.2%	29.1%	45.8%	10.4%	41.8%
%H		79.9%	10.4%	56.9%	47.0%	9.7%	91.5%

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	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Receives HDTV (via STB or built-in reception)	513	333	60	339	218	122	464
%V	37.5%	43.6%	51.3%	33.5%	41.1%	25.3%	41.0%
%H		64.9%	11.7%	66.1%	42.5%	23.8%	90.4%
DVD/Blu-ray player or recorder	642	365	58	458	240	218	551
%V	46.9%	47.8%	49.6%	45.3%	45.3%	45.2%	48.7%
%H		56.9%	9.0%	71.3%	37.4%	34.0%	85.8%

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 2014 - June 2015

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	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
Under 20"	8	1	0	6	1	6	5
%V	1.2%	0.3%	0.0%	1.2%	0.5%	2.1%	0.9%
%H		12.5%	0.0%	75.0%	12.5%	75.0%	62.5%
20" - 29"	89	23	4	72	12	60	46
%V	12.9%	6.6%	7.1%	14.5%	5.6%	21.4%	8.7%
%H		25.8%	4.5%	80.9%	13.5%	67.4%	51.7%
30" - 39"	265	121	22	192	71	122	188
%V	38.5%	34.8%	39.3%	38.6%	32.9%	43.4%	35.6%
%H		45.7%	8.3%	72.5%	26.8%	46.0%	70.9%
40" and over	319	200	29	218	130	88	283
%V	46.3%	57.5%	51.8%	43.9%	60.2%	31.3%	53.6%
%H		62.7%	9.1%	68.3%	40.8%	27.6%	88.7%
Don't know	8	3	1	8	3	5	6
%V	1.2%	0.9%	1.8%	1.6%	1.4%	1.8%	1.1%
%H		37.5%	12.5%	100.0%	37.5%	62.5%	75.0%

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 2014 - June 2015

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	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
PVR	354	277	41	209	171	38	321
%V	51.4%	79.6%	73.2%	42.1%	79.2%	13.5%	60.8%
%H		78.2%	11.6%	59.0%	48.3%	10.7%	90.7%
DVDR	13	7	1	10	5	4	11
%V	1.9%	2.0%	1.8%	2.0%	2.3%	1.4%	2.1%
%H		53.8%	7.7%	76.9%	38.5%	30.8%	84.6%
VCR	5	2	0	4	1	3	3
%V	0.7%	0.6%	0.0%	0.8%	0.5%	1.1%	0.6%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	364	279	41	216	173	44	327
%V	52.8%	80.2%	73.2%	43.5%	80.1%	15.7%	61.9%
%H		76.6%	11.3%	59.3%	47.5%	12.1%	89.8%

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	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
Receives HDTV (via STB or built-in reception)	333	216	35	219	135	84	296
%V	48.3%	62.1%	62.5%	44.1%	62.5%	29.9%	56.1%
%H		64.9%	10.5%	65.8%	40.5%	25.2%	88.9%
DVD/Blu-ray player or recorder	446	242	37	313	147	166	365
%V	64.7%	69.5%	66.1%	63.0%	68.1%	59.1%	69.1%
%H		54.3%	8.3%	70.2%	33.0%	37.2%	81.8%

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

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
Under 20"	106	56	9	89	49	40	87
%V	15.6%	13.5%	14.5%	17.3%	15.6%	19.9%	14.4%
%H		52.8%	8.5%	84.0%	46.2%	37.7%	82.1%
20" - 29"	271	155	25	205	114	90	233
%V	39.9%	37.3%	40.3%	39.8%	36.3%	44.8%	38.6%
%H		57.2%	9.2%	75.6%	42.1%	33.2%	86.0%
30" - 39"	203	133	20	146	98	48	189
%V	29.9%	32.0%	32.3%	28.3%	31.2%	23.9%	31.3%
%H		65.5%	9.9%	71.9%	48.3%	23.6%	93.1%
40" and over	88	65	6	65	47	18	84
%V	12.9%	15.7%	9.7%	12.6%	15.0%	9.0%	13.9%
%H		73.9%	6.8%	73.9%	53.4%	20.5%	95.5%
Don't know	12	6	1	10	5	4	10
%V	1.8%	1.4%	1.6%	1.9%	1.6%	2.0%	1.7%
%H		50.0%	8.3%	83.3%	41.7%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
PVR	150	131	13	75	69	6	142
%V	22.1%	31.6%	21.0%	14.6%	22.0%	3.0%	23.5%
%H		87.3%	8.7%	50.0%	46.0%	4.0%	94.7%
DVDR	3	2	0	2	2	1	3
%V	0.4%	0.5%	0.0%	0.4%	0.6%	0.5%	0.5%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
VCR	2	1	0	1	1	0	2
%V	0.3%	0.2%	0.0%	0.2%	0.3%	0.0%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Any recorder	153	134	13	77	71	7	146
%V	22.5%	32.3%	21.0%	15.0%	22.6%	3.5%	24.2%
%H		87.6%	8.5%	50.3%	46.4%	4.6%	95.4%

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	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
Receives HDTV (via STB or built-in reception)	180	118	25	120	82	38	169
%V	26.5%	28.4%	40.3%	23.3%	26.1%	18.9%	28.0%
%H		65.6%	13.9%	66.7%	45.6%	21.1%	93.9%
DVD/Blu-ray player or recorder	197	124	21	146	94	52	185
%V	29.0%	29.9%	33.9%	28.3%	29.9%	25.9%	30.7%
%H		62.9%	10.7%	74.1%	47.7%	26.4%	93.9%

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

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1825	1766	996	151	1240	633	607	1569
%H		96.8%	54.6%	8.3%	67.9%	34.7%	33.3%	86.0%
Total Children	387	380	234	36	250	143	107	374
%V	21.2%	21.5%	23.5%	23.8%	20.2%	22.6%	17.6%	23.8%
%H		98.2%	60.5%	9.3%	64.6%	37.0%	27.6%	96.6%
0 - 3	98	96	58	10	62	33	29	94
%V	5.4%	5.4%	5.8%	6.6%	5.0%	5.2%	4.8%	6.0%
%H		98.0%	59.2%	10.2%	63.3%	33.7%	29.6%	95.9%
4 - 15	289	284	177	27	188	110	78	280
%V	15.8%	16.1%	17.8%	17.9%	15.2%	17.4%	12.9%	17.8%
%H		98.3%	61.2%	9.3%	65.1%	38.1%	27.0%	96.9%
4 - 9	152	148	93	12	96	55	41	145
%V	8.3%	8.4%	9.3%	7.9%	7.7%	8.7%	6.8%	9.2%
%H		97.4%	61.2%	7.9%	63.2%	36.2%	27.0%	95.4%
10 - 15	138	136	83	14	92	55	37	136
%V	7.6%	7.7%	8.3%	9.3%	7.4%	8.7%	6.1%	8.7%
%H		98.6%	60.1%	10.1%	66.7%	39.9%	26.8%	98.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1825	1766	996	151	1240	633	607	1569
%H		96.8%	54.6%	8.3%	67.9%	34.7%	33.3%	86.0%
Total Adults (16+)	1438	1386	761	115	989	490	500	1195
%V	78.8%	78.5%	76.4%	76.2%	79.8%	77.4%	82.4%	76.2%
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
16 - 19	96	94	62	7	66	41	25	94
%V	5.3%	5.3%	6.2%	4.6%	5.3%	6.5%	4.1%	6.0%
%H		97.9%	64.6%	7.3%	68.8%	42.7%	26.0%	97.9%
20 - 24	111	105	62	12	69	40	29	107
%V	6.1%	5.9%	6.2%	7.9%	5.6%	6.3%	4.8%	6.8%
%H		94.6%	55.9%	10.8%	62.2%	36.0%	26.1%	96.4%
25 - 34	247	237	142	21	157	84	72	229
%V	13.5%	13.4%	14.3%	13.9%	12.7%	13.3%	11.9%	14.6%
%H		96.0%	57.5%	8.5%	63.6%	34.0%	29.1%	92.7%
35 - 44	239	231	139	23	149	83	66	225
%V	13.1%	13.1%	14.0%	15.2%	12.0%	13.1%	10.9%	14.3%
%H		96.7%	58.2%	9.6%	62.3%	34.7%	27.6%	94.1%
45 - 54	260	253	144	22	179	95	84	236
%V	14.2%	14.3%	14.5%	14.6%	14.4%	15.0%	13.8%	15.0%
%H		97.3%	55.4%	8.5%	68.8%	36.5%	32.3%	90.8%
55 - 64	206	199	104	14	150	70	80	166
%V	11.3%	11.3%	10.4%	9.3%	12.1%	11.1%	13.2%	10.6%
%H		96.6%	50.5%	6.8%	72.8%	34.0%	38.8%	80.6%
65+	279	269	108	16	219	76	143	139
%V	15.3%	15.2%	10.8%	10.6%	17.7%	12.0%	23.6%	8.9%
%H		96.4%	38.7%	5.7%	78.5%	27.2%	51.3%	49.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	1438	1386	761	115	989	490	500	1195
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
AB	329	320	184	29	228	123	105	315
%V	22.9%	23.1%	24.2%	25.2%	23.1%	25.1%	21.0%	26.4%
%H		97.3%	55.9%	8.8%	69.3%	37.4%	31.9%	95.7%
C1	335	324	182	32	229	120	109	300
%V	23.3%	23.4%	23.9%	27.8%	23.2%	24.5%	21.8%	25.1%
%H		96.7%	54.3%	9.6%	68.4%	35.8%	32.5%	89.6%
C2	312	305	175	20	228	121	107	269
%V	21.7%	22.0%	23.0%	17.4%	23.1%	24.7%	21.4%	22.5%
%H		97.8%	56.1%	6.4%	73.1%	38.8%	34.3%	86.2%
D	259	245	143	23	159	82	77	213
%V	18.0%	17.7%	18.8%	20.0%	16.1%	16.7%	15.4%	17.8%
%H		94.6%	55.2%	8.9%	61.4%	31.7%	29.7%	82.2%
E	203	192	76	11	146	43	103	99
%V	14.1%	13.9%	10.0%	9.6%	14.8%	8.8%	20.6%	8.3%
%H		94.6%	37.4%	5.4%	71.9%	21.2%	50.7%	48.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	1438	1386	761	115	989	490	500	1195
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
Working full time	636	616	367	54	426	236	189	595
%V	44.2%	44.4%	48.2%	47.0%	43.1%	48.2%	37.8%	49.8%
%H		96.9%	57.7%	8.5%	67.0%	37.1%	29.7%	93.6%
Working part time	151	147	85	18	98	56	43	140
%V	10.5%	10.6%	11.2%	15.7%	9.9%	11.4%	8.6%	11.7%
%H		97.4%	56.3%	11.9%	64.9%	37.1%	28.5%	92.7%
Not working	650	623	310	43	465	198	268	460
%V	45.2%	44.9%	40.7%	37.4%	47.0%	40.4%	53.6%	38.5%
%H		95.8%	47.7%	6.6%	71.5%	30.5%	41.2%	70.8%
Housewife/Houseperson	725	692	349	56	497	216	281	549
%V	50.4%	49.9%	45.9%	48.7%	50.3%	44.1%	56.2%	45.9%
%H		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%

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 2014 - June 2015

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+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
16 - 19	52	50	33	3	35	21	14	50
%V	7.4%	7.5%	8.8%	5.5%	7.3%	8.7%	5.9%	8.5%
%H		96.2%	63.5%	5.8%	67.3%	40.4%	26.9%	96.2%
20 - 24	55	52	29	6	35	19	16	52
%V	7.9%	7.7%	7.8%	10.9%	7.3%	7.9%	6.7%	8.8%
%H		94.5%	52.7%	10.9%	63.6%	34.5%	29.1%	94.5%
25 - 34	122	117	71	10	79	45	35	113
%V	17.5%	17.4%	19.0%	18.2%	16.5%	18.6%	14.7%	19.2%
%H		95.9%	58.2%	8.2%	64.8%	36.9%	28.7%	92.6%
35 - 44	116	112	66	12	71	39	32	108
%V	16.6%	16.7%	17.7%	21.8%	14.8%	16.1%	13.4%	18.4%
%H		96.6%	56.9%	10.3%	61.2%	33.6%	27.6%	93.1%
45 - 54	127	123	70	10	89	47	41	115
%V	18.2%	18.3%	18.8%	18.2%	18.5%	19.4%	17.2%	19.6%
%H		96.9%	55.1%	7.9%	70.1%	37.0%	32.3%	90.6%
55 - 64	102	98	51	6	75	35	40	82
%V	14.6%	14.6%	13.7%	10.9%	15.6%	14.5%	16.8%	13.9%
%H		96.1%	50.0%	5.9%	73.5%	34.3%	39.2%	80.4%
65+	126	121	53	8	97	37	59	69
%V	18.0%	18.0%	14.2%	14.5%	20.2%	15.3%	24.8%	11.7%
%H		96.0%	42.1%	6.3%	77.0%	29.4%	46.8%	54.8%

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 2014 - June 2015

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+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
AB	161	157	90	14	111	61	51	155
%V	23.0%	23.4%	24.1%	25.5%	23.1%	25.2%	21.4%	26.4%
%H		97.5%	55.9%	8.7%	68.9%	37.9%	31.7%	96.3%
C1	157	151	85	15	107	57	50	144
%V	22.5%	22.5%	22.8%	27.3%	22.3%	23.6%	21.0%	24.5%
%H		96.2%	54.1%	9.6%	68.2%	36.3%	31.8%	91.7%
C2	168	163	94	9	121	63	58	140
%V	24.0%	24.3%	25.2%	16.4%	25.2%	26.0%	24.4%	23.8%
%H		97.0%	56.0%	5.4%	72.0%	37.5%	34.5%	83.3%
D	128	121	73	11	80	43	36	107
%V	18.3%	18.0%	19.6%	20.0%	16.7%	17.8%	15.1%	18.2%
%H		94.5%	57.0%	8.6%	62.5%	33.6%	28.1%	83.6%
E	86	80	31	5	60	18	43	42
%V	12.3%	11.9%	8.3%	9.1%	12.5%	7.4%	18.1%	7.1%
%H		93.0%	36.0%	5.8%	69.8%	20.9%	50.0%	48.8%

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 2014 - June 2015

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+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
Working full time	397	384	230	32	267	149	118	370
%V	56.8%	57.2%	61.7%	58.2%	55.6%	61.6%	49.6%	62.9%
%H		96.7%	57.9%	8.1%	67.3%	37.5%	29.7%	93.2%
Working part time	32	30	17	4	21	11	9	28
%V	4.6%	4.5%	4.6%	7.3%	4.4%	4.5%	3.8%	4.8%
%H		93.8%	53.1%	12.5%	65.6%	34.4%	28.1%	87.5%
Not working	271	257	126	19	192	82	110	190
%V	38.8%	38.3%	33.8%	34.5%	40.0%	33.9%	46.2%	32.3%
%H		94.8%	46.5%	7.0%	70.8%	30.3%	40.6%	70.1%
Housewife/Houseperson	139	126	51	11	90	29	61	83
%V	19.9%	18.8%	13.7%	20.0%	18.8%	12.0%	25.6%	14.1%
%H		90.6%	36.7%	7.9%	64.7%	20.9%	43.9%	59.7%

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 2014 - June 2015

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	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
16 - 19	44	44	29	4	31	20	11	44
%V	6.0%	6.2%	7.5%	6.7%	6.1%	8.1%	4.2%	7.2%
%H		100.0%	65.9%	9.1%	70.5%	45.5%	25.0%	100.0%
20 - 24	56	53	33	6	34	21	13	55
%V	7.6%	7.4%	8.5%	10.0%	6.7%	8.5%	5.0%	9.1%
%H		94.6%	58.9%	10.7%	60.7%	37.5%	23.2%	98.2%
25 - 34	125	120	71	11	77	40	38	116
%V	16.9%	16.8%	18.3%	18.3%	15.1%	16.1%	14.5%	19.1%
%H		96.0%	56.8%	8.8%	61.6%	32.0%	30.4%	92.8%
35 - 44	123	119	73	11	79	45	34	117
%V	16.7%	16.6%	18.8%	18.3%	15.5%	18.1%	13.0%	19.3%
%H		96.7%	59.3%	8.9%	64.2%	36.6%	27.6%	95.1%
45 - 54	132	130	75	12	90	48	42	121
%V	17.9%	18.2%	19.3%	20.0%	17.6%	19.4%	16.0%	19.9%
%H		98.5%	56.8%	9.1%	68.2%	36.4%	31.8%	91.7%
55 - 64	104	101	53	8	75	35	40	84
%V	14.1%	14.1%	13.7%	13.3%	14.7%	14.1%	15.3%	13.8%
%H		97.1%	51.0%	7.7%	72.1%	33.7%	38.5%	80.8%
65+	153	148	55	8	122	38	84	70
%V	20.7%	20.7%	14.2%	13.3%	23.9%	15.3%	32.1%	11.5%
%H		96.7%	35.9%	5.2%	79.7%	24.8%	54.9%	45.8%

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 2014 - June 2015

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	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
AB	168	164	94	15	117	63	54	161
%V	22.8%	22.9%	24.2%	25.0%	22.9%	25.4%	20.6%	26.5%
%H		97.6%	56.0%	8.9%	69.6%	37.5%	32.1%	95.8%
C1	178	173	97	17	121	63	58	156
%V	24.1%	24.2%	25.0%	28.3%	23.7%	25.4%	22.1%	25.7%
%H		97.2%	54.5%	9.6%	68.0%	35.4%	32.6%	87.6%
C2	144	142	81	11	107	58	49	128
%V	19.5%	19.9%	20.9%	18.3%	21.0%	23.4%	18.7%	21.1%
%H		98.6%	56.3%	7.6%	74.3%	40.3%	34.0%	88.9%
D	130	124	70	12	79	39	40	105
%V	17.6%	17.3%	18.0%	20.0%	15.5%	15.7%	15.3%	17.3%
%H		95.4%	53.8%	9.2%	60.8%	30.0%	30.8%	80.8%
E	118	113	45	6	85	25	60	57
%V	16.0%	15.8%	11.6%	10.0%	16.7%	10.1%	22.9%	9.4%
%H		95.8%	38.1%	5.1%	72.0%	21.2%	50.8%	48.3%

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 2014 - June 2015

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	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
Working full time	240	232	137	23	158	87	71	225
%V	32.5%	32.4%	35.3%	38.3%	31.0%	35.1%	27.1%	37.1%
%H		96.7%	57.1%	9.6%	65.8%	36.3%	29.6%	93.8%
Working part time	119	116	68	14	78	45	33	112
%V	16.1%	16.2%	17.5%	23.3%	15.3%	18.1%	12.6%	18.5%
%H		97.5%	57.1%	11.8%	65.5%	37.8%	27.7%	94.1%
Not working	379	366	184	24	273	116	158	270
%V	51.4%	51.2%	47.4%	40.0%	53.5%	46.8%	60.3%	44.5%
%H		96.6%	48.5%	6.3%	72.0%	30.6%	41.7%	71.2%
Housewife/Houseperson	585	566	298	45	407	186	220	466
%V	79.3%	79.2%	76.8%	75.0%	79.8%	75.0%	84.0%	76.8%
%H		96.8%	50.9%	7.7%	69.6%	31.8%	37.6%	79.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Wales

Household level data

Table 13.1: Social Grade

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
AB	267	257	146	23	173	87	86	243
%V	20.1%	20.3%	20.5%	20.7%	20.7%	21.5%	20.0%	23.6%
%H (All HH)		96.3%	54.7%	8.6%	64.8%	32.6%	32.2%	91.0%
%H (TV HH)			56.8%	8.9%	67.3%	33.9%	33.5%	
C1	336	315	178	29	206	102	104	287
%V	25.2%	24.8%	25.0%	26.1%	24.7%	25.2%	24.2%	27.9%
%H (All HH)		93.8%	53.0%	8.6%	61.3%	30.4%	31.0%	85.4%
%H (TV HH)			56.5%	9.2%	65.4%	32.4%	33.0%	
C2	315	304	185	24	203	110	93	254
%V	23.7%	24.0%	26.0%	21.6%	24.3%	27.2%	21.7%	24.7%
%H (All HH)		96.5%	58.7%	7.6%	64.4%	34.9%	29.5%	80.6%
%H (TV HH)			60.9%	7.9%	66.8%	36.2%	30.6%	
D	234	225	118	23	146	64	82	155
%V	17.6%	17.7%	16.6%	20.7%	17.5%	15.8%	19.1%	15.0%
%H (All HH)		96.2%	50.4%	9.8%	62.4%	27.4%	35.0%	66.2%
%H (TV HH)			52.4%	10.2%	64.9%	28.4%	36.4%	
E	178	166	85	12	107	41	65	90
%V	13.4%	13.1%	11.9%	10.8%	12.8%	10.1%	15.2%	8.7%
%H (All HH)		93.3%	47.8%	6.7%	60.1%	23.0%	36.5%	50.6%
%H (TV HH)			51.2%	7.2%	64.5%	24.7%	39.2%	

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 2014 - June 2015

BBC Wales

Household level data

Table 13.2: Housewife Age

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 25	66	58	28	5	31	12	20	60
%V	5.0%	4.6%	3.9%	4.5%	3.7%	3.0%	4.7%	5.8%
%H (All HH)		87.9%	42.4%	7.6%	47.0%	18.2%	30.3%	90.9%
%H (TV HH)			48.3%	8.6%	53.4%	20.7%	34.5%	
25 - 34	185	173	112	14	91	50	41	169
%V	13.9%	13.6%	15.7%	12.6%	10.9%	12.3%	9.6%	16.4%
%H (All HH)		93.5%	60.5%	7.6%	49.2%	27.0%	22.2%	91.4%
%H (TV HH)			64.7%	8.1%	52.6%	28.9%	23.7%	
35 - 44	203	196	121	19	121	70	51	189
%V	15.3%	15.5%	17.0%	17.1%	14.5%	17.3%	11.9%	18.3%
%H (All HH)		96.6%	59.6%	9.4%	59.6%	34.5%	25.1%	93.1%
%H (TV HH)			61.7%	9.7%	61.7%	35.7%	26.0%	
45 - 54	252	241	153	24	155	91	64	226
%V	18.9%	19.0%	21.5%	21.6%	18.6%	22.5%	14.9%	21.9%
%H (All HH)		95.6%	60.7%	9.5%	61.5%	36.1%	25.4%	89.7%
%H (TV HH)			63.5%	10.0%	64.3%	37.8%	26.6%	
55 - 64	233	224	125	24	154	78	75	186
%V	17.5%	17.7%	17.6%	21.6%	18.5%	19.3%	17.5%	18.1%
%H (All HH)		96.1%	53.6%	10.3%	66.1%	33.5%	32.2%	79.8%
%H (TV HH)			55.8%	10.7%	68.8%	34.8%	33.5%	
65 +	392	376	173	25	282	104	178	199
%V	29.5%	29.7%	24.3%	22.5%	33.8%	25.7%	41.5%	19.3%
%H (All HH)		95.9%	44.1%	6.4%	71.9%	26.5%	45.4%	50.8%
%H (TV HH)			46.0%	6.6%	75.0%	27.7%	47.3%	

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

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BBC Wales

Household level data

Table 13.3: Size of Household

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	419	380	167	27	263	82	181	219
%V	31.5%	30.0%	23.5%	24.3%	31.5%	20.2%	42.2%	21.3%
%H (All HH)		90.7%	39.9%	6.4%	62.8%	19.6%	43.2%	52.3%
%H (TV HH)			43.9%	7.1%	69.2%	21.6%	47.6%	
2	473	458	263	38	305	153	151	393
%V	35.5%	36.1%	36.9%	34.2%	36.6%	37.8%	35.2%	38.2%
%H (All HH)		96.8%	55.6%	8.0%	64.5%	32.3%	31.9%	83.1%
%H (TV HH)			57.4%	8.3%	66.6%	33.4%	33.0%	
3	201	197	129	20	122	74	48	189
%V	15.1%	15.5%	18.1%	18.0%	14.6%	18.3%	11.2%	18.3%
%H (All HH)		98.0%	64.2%	10.0%	60.7%	36.8%	23.9%	94.0%
%H (TV HH)			65.5%	10.2%	61.9%	37.6%	24.4%	
4	154	151	100	16	93	61	32	148
%V	11.6%	11.9%	14.0%	14.4%	11.2%	15.1%	7.5%	14.4%
%H (All HH)		98.1%	64.9%	10.4%	60.4%	39.6%	20.8%	96.1%
%H (TV HH)			66.2%	10.6%	61.6%	40.4%	21.2%	
5+	84	82	53	9	52	35	17	80
%V	6.3%	6.5%	7.4%	8.1%	6.2%	8.6%	4.0%	7.8%
%H (All HH)		97.6%	63.1%	10.7%	61.9%	41.7%	20.2%	95.2%
%H (TV HH)			64.6%	11.0%	63.4%	42.7%	20.7%	
Average HH size	2.29	2.32	2.48	2.55	2.27	2.57	1.98	2.53

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 2014 - June 2015

BBC Wales

Household level data

Table 13.4: Presence of Children

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Without	1012	954	504	82	649	291	358	729
%V	76.0%	75.2%	70.8%	73.9%	77.8%	71.9%	83.4%	70.8%
%H (All HH)		94.3%	49.8%	8.1%	64.1%	28.8%	35.4%	72.0%
%H (TV HH)			52.8%	8.6%	68.0%	30.5%	37.5%	
With	320	313	208	30	185	113	71	301
%V	24.0%	24.7%	29.2%	27.0%	22.2%	27.9%	16.6%	29.2%
%H (All HH)		97.8%	65.0%	9.4%	57.8%	35.3%	22.2%	94.1%
%H (TV HH)			66.5%	9.6%	59.1%	36.1%	22.7%	
0 - 3	115	111	71	9	65	36	29	106
%V	8.6%	8.8%	10.0%	8.1%	7.8%	8.9%	6.8%	10.3%
%H (All HH)		96.5%	61.7%	7.8%	56.5%	31.3%	25.2%	92.2%
%H (TV HH)			64.0%	8.1%	58.6%	32.4%	26.1%	
4 - 9	167	164	111	16	95	62	34	155
%V	12.5%	12.9%	15.6%	14.4%	11.4%	15.3%	7.9%	15.0%
%H (All HH)		98.2%	66.5%	9.6%	56.9%	37.1%	20.4%	92.8%
%H (TV HH)			67.7%	9.8%	57.9%	37.8%	20.7%	
10 - 15	150	147	100	14	92	60	32	143
%V	11.3%	11.6%	14.0%	12.6%	11.0%	14.8%	7.5%	13.9%
%H (All HH)		98.0%	66.7%	9.3%	61.3%	40.0%	21.3%	95.3%
%H (TV HH)			68.0%	9.5%	62.6%	40.8%	21.8%	

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 2014 - June 2015

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	478	478	212	43	272	61	211	312
%V	35.9%	37.7%	29.8%	38.7%	32.6%	15.1%	49.2%	30.3%
%H (All HH)		100.0%	44.4%	9.0%	56.9%	12.8%	44.1%	65.3%
%H (TV HH)			44.4%	9.0%	56.9%	12.8%	44.1%	
2	448	448	266	34	306	160	146	359
%V	33.7%	35.3%	37.4%	30.6%	36.7%	39.5%	34.0%	34.9%
%H (All HH)		100.0%	59.4%	7.6%	68.3%	35.7%	32.6%	80.1%
%H (TV HH)			59.4%	7.6%	68.3%	35.7%	32.6%	
3	213	213	140	22	155	105	50	195
%V	16.0%	16.8%	19.7%	19.8%	18.6%	25.9%	11.7%	18.9%
%H (All HH)		100.0%	65.7%	10.3%	72.8%	49.3%	23.5%	91.5%
%H (TV HH)			65.7%	10.3%	72.8%	49.3%	23.5%	
4	82	82	59	9	62	47	15	79
%V	6.2%	6.5%	8.3%	8.1%	7.4%	11.6%	3.5%	7.7%
%H (All HH)		100.0%	72.0%	11.0%	75.6%	57.3%	18.3%	96.3%
%H (TV HH)			72.0%	11.0%	75.6%	57.3%	18.3%	
5+	46	46	36	4	39	32	7	45
%V	3.5%	3.6%	5.1%	3.6%	4.7%	7.9%	1.6%	4.4%
%H (All HH)		100.0%	78.3%	8.7%	84.8%	69.6%	15.2%	97.8%
%H (TV HH)			78.3%	8.7%	84.8%	69.6%	15.2%	

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 2014 - June 2015

BBC Wales

Household level data

Table 13.6: Screen size

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	1331	1268	712	111	834	405	429	1030
%V (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 20"	244	244	141	16	190	104	86	197
%V	18.3%	19.2%	19.8%	14.4%	22.8%	25.7%	20.0%	19.1%
%H (All HH)		100.0%	57.8%	6.6%	77.9%	42.6%	35.2%	80.7%
%H (TV HH)			57.8%	6.6%	77.9%	42.6%	35.2%	
20" - 29"	467	467	260	41	340	179	162	367
%V	35.1%	36.8%	36.5%	36.9%	40.8%	44.2%	37.8%	35.6%
%H (All HH)		100.0%	55.7%	8.8%	72.8%	38.3%	34.7%	78.6%
%H (TV HH)			55.7%	8.8%	72.8%	38.3%	34.7%	
30" - 39"	706	706	401	62	484	245	239	554
%V	53.0%	55.7%	56.3%	55.9%	58.0%	60.5%	55.7%	53.8%
%H (All HH)		100.0%	56.8%	8.8%	68.6%	34.7%	33.9%	78.5%
%H (TV HH)			56.8%	8.8%	68.6%	34.7%	33.9%	
40" and over	637	637	424	59	397	249	149	563
%V	47.9%	50.2%	59.6%	53.2%	47.6%	61.5%	34.7%	54.7%
%H (All HH)		100.0%	66.6%	9.3%	62.3%	39.1%	23.4%	88.4%
%H (TV HH)			66.6%	9.3%	62.3%	39.1%	23.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Main living room	1253	1253	707	111	824	402	422	979
%V	94.1%	98.8%	99.3%	100.0%	98.8%	99.3%	98.4%	95.0%
%H (All HH)		100.0%	56.4%	8.9%	65.8%	32.1%	33.7%	78.1%
%H (TV HH)			56.4%	8.9%	65.8%	32.1%	33.7%	
Kitchen	175	175	107	11	143	84	59	146
%V	13.1%	13.8%	15.0%	9.9%	17.1%	20.7%	13.8%	14.2%
%H (All HH)		100.0%	61.1%	6.3%	81.7%	48.0%	33.7%	83.4%
%H (TV HH)			61.1%	6.3%	81.7%	48.0%	33.7%	
Adult's bedroom	551	551	358	50	397	255	142	483
%V	41.4%	43.5%	50.3%	45.0%	47.6%	63.0%	33.1%	46.9%
%H (All HH)		100.0%	65.0%	9.1%	72.1%	46.3%	25.8%	87.7%
%H (TV HH)			65.0%	9.1%	72.1%	46.3%	25.8%	
Child's bedroom	141	141	102	13	89	63	26	136
%V	10.6%	11.1%	14.3%	11.7%	10.7%	15.6%	6.1%	13.2%
%H (All HH)		100.0%	72.3%	9.2%	63.1%	44.7%	18.4%	96.5%
%H (TV HH)			72.3%	9.2%	63.1%	44.7%	18.4%	
Other bedroom	60	60	44	4	43	32	12	54
%V	4.5%	4.7%	6.2%	3.6%	5.2%	7.9%	2.8%	5.2%
%H (All HH)		100.0%	73.3%	6.7%	71.7%	53.3%	20.0%	90.0%
%H (TV HH)			73.3%	6.7%	71.7%	53.3%	20.0%	
Second living/dining room	165	165	105	17	124	80	44	143
%V	12.4%	13.0%	14.7%	15.3%	14.9%	19.8%	10.3%	13.9%
%H (All HH)		100.0%	63.6%	10.3%	75.2%	48.5%	26.7%	86.7%
%H (TV HH)			63.6%	10.3%	75.2%	48.5%	26.7%	
Study/office	12	12	8	1	9	6	3	11
%V	0.9%	0.9%	1.1%	0.9%	1.1%	1.5%	0.7%	1.1%
%H (All HH)		100.0%	66.7%	8.3%	75.0%	50.0%	25.0%	91.7%
%H (TV HH)			66.7%	8.3%	75.0%	50.0%	25.0%	
TV room	10	10	6	1	7	4	3	10
%V	0.8%	0.8%	0.8%	0.9%	0.8%	1.0%	0.7%	1.0%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	
Conservatory	25	25	18	0	21	14	6	23
%V	1.9%	2.0%	2.5%	0.0%	2.5%	3.5%	1.4%	2.2%
%H (All HH)		100.0%	72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	0.0%	84.0%	56.0%	24.0%	
Attic or loft room	5	5	3	0	3	3	1	5
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.7%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	60.0%	60.0%	20.0%	
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	8	8	6	1	6	5	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.7%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	62.5%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	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 2014 - June 2015

BBC Wales

Household level data

Table 13.8: Platform Provider

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Any DSAT provider	712	712	712	4	357	357	0	609
%V	53.5%	56.2%	100.0%	3.6%	42.8%	88.1%	0.0%	59.1%
%H (All HH)			100.0%	0.6%	50.1%	50.1%	0.0%	85.5%
%H (TV HH)			100.0%	0.6%	50.1%	50.1%	0.0%	
Sky with subscription	582	582	582	2	290	290	0	512
%V	43.7%	45.9%	81.7%	1.8%	34.8%	71.6%	0.0%	49.7%
%H (All HH)			100.0%	0.3%	49.8%	49.8%	0.0%	88.0%
%H (TV HH)			100.0%	0.3%	49.8%	49.8%	0.0%	
Sky without subscription	67	67	67	1	32	32	0	47
%V	5.0%	5.3%	9.4%	0.9%	3.8%	7.9%	0.0%	4.6%
%H (All HH)			100.0%	1.5%	47.8%	47.8%	0.0%	70.1%
%H (TV HH)			100.0%	1.5%	47.8%	47.8%	0.0%	
Freesat	72	72	72	1	38	38	0	57
%V	5.4%	5.7%	10.1%	0.9%	4.6%	9.4%	0.0%	5.5%
%H (All HH)			100.0%	1.4%	52.8%	52.8%	0.0%	79.2%
%H (TV HH)			100.0%	1.4%	52.8%	52.8%	0.0%	
Other satellite provider	11	11	11	0	6	6	0	10
%V	0.8%	0.9%	1.5%	0.0%	0.7%	1.5%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	111	111	4	111	50	50	0	96
%V	8.3%	8.8%	0.6%	100.0%	6.0%	12.3%	0.0%	9.3%
%H (All HH)			3.6%	100.0%	45.0%	45.0%	0.0%	86.5%
%H (TV HH)			3.6%	100.0%	45.0%	45.0%	0.0%	
DTT	834	834	357	50	834	405	429	631
%V	62.7%	65.8%	50.1%	45.0%	100.0%	100.0%	100.0%	61.3%
%H (All HH)		100.0%	42.8%	6.0%	100.0%	48.6%	51.4%	75.7%
%H (TV HH)			42.8%	6.0%	100.0%	48.6%	51.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.9: Recorders and other equipment

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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
PVR	807	807	585	95	476	345	130	711
%V	60.6%	63.6%	82.2%	85.6%	57.1%	85.2%	30.3%	69.0%
%H (All HH)		100.0%	72.5%	11.8%	59.0%	42.8%	16.1%	88.1%
%H (TV HH)			72.5%	11.8%	59.0%	42.8%	16.1%	
DVDR	42	42	22	4	33	17	16	34
%V	3.2%	3.3%	3.1%	3.6%	4.0%	4.2%	3.7%	3.3%
%H (All HH)		100.0%	52.4%	9.5%	78.6%	40.5%	38.1%	81.0%
%H (TV HH)			52.4%	9.5%	78.6%	40.5%	38.1%	
VCR	16	16	6	2	13	5	8	8
%V	1.2%	1.3%	0.8%	1.8%	1.6%	1.2%	1.9%	0.8%
%H (All HH)		100.0%	37.5%	12.5%	81.3%	31.3%	50.0%	50.0%
%H (TV HH)			37.5%	12.5%	81.3%	31.3%	50.0%	
Any recorder	830	830	591	96	496	349	146	725
%V	62.4%	65.5%	83.0%	86.5%	59.5%	86.2%	34.0%	70.4%
%H (All HH)		100.0%	71.2%	11.6%	59.8%	42.0%	17.6%	87.3%
%H (TV HH)			71.2%	11.6%	59.8%	42.0%	17.6%	
Receives HDTV (via STB or built-in reception)	645	645	436	72	408	268	141	575
%V	48.5%	50.9%	61.2%	64.9%	48.9%	66.2%	32.9%	55.8%
%H (All HH)		100.0%	67.6%	11.2%	63.3%	41.6%	21.9%	89.1%
%H (TV HH)			67.6%	11.2%	63.3%	41.6%	21.9%	
DVD/Blu-ray player or recorder	978	978	581	89	659	352	307	803
%V	73.5%	77.1%	81.6%	80.2%	79.0%	86.9%	71.6%	78.0%
%H (All HH)		100.0%	59.4%	9.1%	67.4%	36.0%	31.4%	82.1%
%H (TV HH)			59.4%	9.1%	67.4%	36.0%	31.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC Wales

Household level data

Table 13.10: 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	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Has broadband internet	1030	990	609	96	631	357	274	1030
%V	77.4%	78.1%	85.5%	86.5%	75.7%	88.1%	63.9%	100.0%
%H (All HH)		96.1%	59.1%	9.3%	61.3%	34.7%	26.6%	100.0%
%H (TV HH)			61.5%	9.7%	63.7%	36.1%	27.7%	
Number of computers (PCs and laptops)								
0	312	290	113	15	210	51	159	38
%V	23.4%	22.9%	15.9%	13.5%	25.2%	12.6%	37.1%	3.7%
%H (All HH)		92.9%	36.2%	4.8%	67.3%	16.3%	51.0%	12.2%
%H (TV HH)			39.0%	5.2%	72.4%	17.6%	54.8%	
1	378	357	204	30	229	110	118	360
%V	28.4%	28.2%	28.7%	27.0%	27.5%	27.2%	27.5%	35.0%
%H (All HH)		94.4%	54.0%	7.9%	60.6%	29.1%	31.2%	95.2%
%H (TV HH)			57.1%	8.4%	64.1%	30.8%	33.1%	
2	292	280	172	29	175	98	77	287
%V	21.9%	22.1%	24.2%	26.1%	21.0%	24.2%	17.9%	27.9%
%H (All HH)		95.9%	58.9%	9.9%	59.9%	33.6%	26.4%	98.3%
%H (TV HH)			61.4%	10.4%	62.5%	35.0%	27.5%	
3	167	163	106	15	107	68	40	165
%V	12.5%	12.9%	14.9%	13.5%	12.8%	16.8%	9.3%	16.0%
%H (All HH)		97.6%	63.5%	9.0%	64.1%	40.7%	24.0%	98.8%
%H (TV HH)			65.0%	9.2%	65.6%	41.7%	24.5%	
4	87	86	58	9	53	36	18	86
%V	6.5%	6.8%	8.1%	8.1%	6.4%	8.9%	4.2%	8.3%
%H (All HH)		98.9%	66.7%	10.3%	60.9%	41.4%	20.7%	98.9%
%H (TV HH)			67.4%	10.5%	61.6%	41.9%	20.9%	
5+	95	92	59	13	59	42	18	94
%V	7.1%	7.3%	8.3%	11.7%	7.1%	10.4%	4.2%	9.1%
%H (All HH)		96.8%	62.1%	13.7%	62.1%	44.2%	18.9%	98.9%
%H (TV HH)			64.1%	14.1%	64.1%	45.7%	19.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Under 20"	305	181	20	239	137	103	251
%V	11.8%	11.4%	8.6%	13.2%	13.0%	13.7%	11.6%
%H		59.3%	6.6%	78.4%	44.9%	33.8%	82.3%
20" - 29"	604	348	58	447	252	195	489
%V	23.3%	21.9%	24.9%	24.7%	23.9%	25.9%	22.5%
%H		57.6%	9.6%	74.0%	41.7%	32.3%	81.0%
30" - 39"	875	515	79	610	333	277	708
%V	33.8%	32.3%	33.9%	33.8%	31.6%	36.8%	32.6%
%H		58.9%	9.0%	69.7%	38.1%	31.7%	80.9%
40" and over	775	531	73	490	323	166	698
%V	29.9%	33.4%	31.3%	27.1%	30.6%	22.1%	32.1%
%H		68.5%	9.4%	63.2%	41.7%	21.4%	90.1%
Don't know	32	18	3	21	10	11	26
%V	1.2%	1.1%	1.3%	1.2%	0.9%	1.5%	1.2%
%H		56.3%	9.4%	65.6%	31.3%	34.4%	81.3%

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 2014 - June 2015

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	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Main living room	1258	710	111	827	404	424	983
%V	48.6%	44.6%	47.6%	45.8%	38.3%	56.4%	45.3%
%H		56.4%	8.8%	65.7%	32.1%	33.7%	78.1%
Kitchen	176	107	11	144	85	59	146
%V	6.8%	6.7%	4.7%	8.0%	8.1%	7.8%	6.7%
%H		60.8%	6.3%	81.8%	48.3%	33.5%	83.0%
Adult's bedroom	660	431	66	488	326	162	588
%V	25.5%	27.1%	28.3%	27.0%	30.9%	21.5%	27.1%
%H		65.3%	10.0%	73.9%	49.4%	24.5%	89.1%
Child's bedroom	192	140	18	122	88	34	184
%V	7.4%	8.8%	7.7%	6.8%	8.3%	4.5%	8.5%
%H		72.9%	9.4%	63.5%	45.8%	17.7%	95.8%
Other bedroom	73	55	5	52	39	13	67
%V	2.8%	3.5%	2.1%	2.9%	3.7%	1.7%	3.1%
%H		75.3%	6.8%	71.2%	53.4%	17.8%	91.8%
Second living/dining room	169	107	17	126	81	45	146
%V	6.5%	6.7%	7.3%	7.0%	7.7%	6.0%	6.7%
%H		63.3%	10.1%	74.6%	47.9%	26.6%	86.4%
Study/office	12	9	1	9	7	3	12
%V	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%	0.6%
%H		75.0%	8.3%	75.0%	58.3%	25.0%	100.0%
TV room	11	6	1	8	4	4	10
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	90.9%
Conservatory	25	18	0	21	14	6	23
%V	1.0%	1.1%	0.0%	1.2%	1.3%	0.8%	1.1%
%H		72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
Attic or loft room	5	3	0	3	3	1	5
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	8	6	1	6	5	2	8
%V	0.3%	0.4%	0.4%	0.3%	0.5%	0.3%	0.4%
%H		75.0%	12.5%	75.0%	62.5%	25.0%	100.0%

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 2014 - June 2015

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	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
PVR	1065	800	125	604	459	145	953
%V	41.1%	50.3%	53.6%	33.4%	43.5%	19.3%	43.9%
%H		75.1%	11.7%	56.7%	43.1%	13.6%	89.5%
DVDR	46	24	4	36	18	18	37
%V	1.8%	1.5%	1.7%	2.0%	1.7%	2.4%	1.7%
%H		52.2%	8.7%	78.3%	39.1%	39.1%	80.4%
VCR	17	6	2	13	5	8	9
%V	0.7%	0.4%	0.9%	0.7%	0.5%	1.1%	0.4%
%H		35.3%	11.8%	76.5%	29.4%	47.1%	52.9%
Any recorder	1096	812	126	632	468	163	974
%V	42.3%	51.0%	54.1%	35.0%	44.4%	21.7%	44.8%
%H		74.1%	11.5%	57.7%	42.7%	14.9%	88.9%

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	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Receives HDTV (via STB or built-in reception)	881	609	101	559	381	177	798
%V	34.0%	38.3%	43.3%	30.9%	36.1%	23.5%	36.7%
%H		69.1%	11.5%	63.5%	43.2%	20.1%	90.6%
DVD/Blu-ray player or recorder	1429	885	133	1013	601	413	1221
%V	55.2%	55.6%	57.1%	56.1%	57.0%	54.9%	56.2%
%H		61.9%	9.3%	70.9%	42.1%	28.9%	85.4%

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 2014 - June 2015

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	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
Under 20"	20	6	1	16	4	12	13
%V	1.6%	0.8%	0.9%	1.9%	1.0%	2.8%	1.3%
%H		30.0%	5.0%	80.0%	20.0%	60.0%	65.0%
20" - 29"	141	51	13	101	27	74	84
%V	11.1%	7.2%	11.7%	12.1%	6.7%	17.3%	8.5%
%H		36.2%	9.2%	71.6%	19.1%	52.5%	59.6%
30" - 39"	483	245	39	332	136	196	346
%V	38.2%	34.4%	35.1%	39.9%	33.6%	45.8%	35.0%
%H		50.7%	8.1%	68.7%	28.2%	40.6%	71.6%
40" and over	609	405	57	377	235	142	538
%V	48.1%	56.9%	51.4%	45.3%	58.0%	33.2%	54.5%
%H		66.5%	9.4%	61.9%	38.6%	23.3%	88.3%
Don't know	12	5	1	8	3	5	8
%V	0.9%	0.7%	0.9%	1.0%	0.7%	1.2%	0.8%
%H		41.7%	8.3%	66.7%	25.0%	41.7%	66.7%

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 2014 - June 2015

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	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
PVR	789	574	94	460	337	123	695
%V	62.4%	80.6%	84.7%	55.2%	83.2%	28.7%	70.3%
%H		72.8%	11.9%	58.3%	42.7%	15.6%	88.1%
DVDR	35	18	3	27	12	14	28
%V	2.8%	2.5%	2.7%	3.2%	3.0%	3.3%	2.8%
%H		51.4%	8.6%	77.1%	34.3%	40.0%	80.0%
VCR	13	5	2	10	4	6	6
%V	1.0%	0.7%	1.8%	1.2%	1.0%	1.4%	0.6%
%H		38.5%	15.4%	76.9%	30.8%	46.2%	46.2%
Any recorder	810	581	94	478	341	138	708
%V	64.0%	81.6%	84.7%	57.4%	84.2%	32.2%	71.7%
%H		71.7%	11.6%	59.0%	42.1%	17.0%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
Receives HDTV (via STB or built-in reception)	626	423	70	392	256	136	558
%V	49.5%	59.4%	63.1%	47.1%	63.2%	31.8%	56.5%
%H		67.6%	11.2%	62.6%	40.9%	21.7%	89.1%
DVD/Blu-ray player or recorder	902	536	82	600	317	284	735
%V	71.3%	75.3%	73.9%	72.0%	78.3%	66.4%	74.4%
%H		59.4%	9.1%	66.5%	35.1%	31.5%	81.5%

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 2014 - June 2015

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	1326	880	121	974	650	324	1184
%V		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Under 20"	284	175	19	224	133	91	238
%V	21.4%	19.9%	15.7%	23.0%	20.5%	28.1%	20.1%
%H		61.6%	6.7%	78.9%	46.8%	32.0%	83.8%
20" - 29"	462	297	45	346	225	121	406
%V	34.8%	33.8%	37.2%	35.5%	34.6%	37.3%	34.3%
%H		64.3%	9.7%	74.9%	48.7%	26.2%	87.9%
30" - 39"	392	270	40	278	197	81	363
%V	29.6%	30.7%	33.1%	28.5%	30.3%	25.0%	30.7%
%H		68.9%	10.2%	70.9%	50.3%	20.7%	92.6%
40" and over	167	126	15	113	88	25	160
%V	12.6%	14.3%	12.4%	11.6%	13.5%	7.7%	13.5%
%H		75.4%	9.0%	67.7%	52.7%	15.0%	95.8%
Don't know	20	12	2	13	7	6	17
%V	1.5%	1.4%	1.7%	1.3%	1.1%	1.9%	1.4%
%H		60.0%	10.0%	65.0%	35.0%	30.0%	85.0%

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 2014 - June 2015

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	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
PVR	276	226	31	144	122	22	258
%V	20.8%	25.7%	25.6%	14.8%	18.8%	6.8%	21.8%
%H		81.9%	11.2%	52.2%	44.2%	8.0%	93.5%
DVDR	10	6	1	9	6	3	9
%V	0.8%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%
%H		60.0%	10.0%	90.0%	60.0%	30.0%	90.0%
VCR	4	2	1	3	2	2	2
%V	0.3%	0.2%	0.8%	0.3%	0.3%	0.6%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	50.0%	50.0%
Any recorder	286	231	32	153	128	26	266
%V	21.6%	26.3%	26.4%	15.7%	19.7%	8.0%	22.5%
%H		80.8%	11.2%	53.5%	44.8%	9.1%	93.0%

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	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Receives HDTV (via STB or built-in reception)	255	186	31	166	125	41	240
%V	19.2%	21.1%	25.6%	17.0%	19.2%	12.7%	20.3%
%H		72.9%	12.2%	65.1%	49.0%	16.1%	94.1%
DVD/Blu-ray player or recorder	527	349	51	413	284	129	487
%V	39.7%	39.7%	42.1%	42.4%	43.7%	39.8%	41.1%
%H		66.2%	9.7%	78.4%	53.9%	24.5%	92.4%

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 2014 - June 2015

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	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Children	555	543	360	51	323	200	123	519
%V	18.2%	18.5%	20.4%	18.0%	17.1%	19.2%	14.5%	19.9%
%H		97.8%	64.9%	9.2%	58.2%	36.0%	22.2%	93.5%
0 - 3	139	135	86	11	77	43	34	127
%V	4.6%	4.6%	4.9%	3.9%	4.1%	4.1%	4.0%	4.9%
%H		97.1%	61.9%	7.9%	55.4%	30.9%	24.5%	91.4%
4 - 15	415	408	274	40	246	157	89	392
%V	13.6%	13.9%	15.5%	14.1%	13.0%	15.1%	10.5%	15.1%
%H		98.3%	66.0%	9.6%	59.3%	37.8%	21.4%	94.5%
4 - 9	217	213	144	21	124	80	45	202
%V	7.1%	7.3%	8.2%	7.4%	6.6%	7.7%	5.3%	7.8%
%H		98.2%	66.4%	9.7%	57.1%	36.9%	20.7%	93.1%
10 - 15	198	195	130	19	122	77	44	190
%V	6.5%	6.6%	7.4%	6.7%	6.4%	7.4%	5.2%	7.3%
%H		98.5%	65.7%	9.6%	61.6%	38.9%	22.2%	96.0%

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 2014 - June 2015

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	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%V	81.8%	81.5%	79.6%	82.0%	82.9%	80.8%	85.5%	80.1%
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
16 - 19	135	130	86	13	88	58	30	132
%V	4.4%	4.4%	4.9%	4.6%	4.7%	5.6%	3.5%	5.1%
%H		96.3%	63.7%	9.6%	65.2%	43.0%	22.2%	97.8%
20 - 24	213	195	99	32	116	64	52	200
%V	7.0%	6.6%	5.6%	11.3%	6.1%	6.1%	6.1%	7.7%
%H		91.5%	46.5%	15.0%	54.5%	30.0%	24.4%	93.9%
25 - 34	376	357	230	33	200	115	84	349
%V	12.4%	12.2%	13.0%	11.7%	10.6%	11.0%	9.9%	13.4%
%H		94.9%	61.2%	8.8%	53.2%	30.6%	22.3%	92.8%
35 - 44	358	348	223	32	213	127	86	337
%V	11.8%	11.9%	12.6%	11.3%	11.3%	12.2%	10.1%	12.9%
%H		97.2%	62.3%	8.9%	59.5%	35.5%	24.0%	94.1%
45 - 54	430	415	268	42	268	161	107	395
%V	14.1%	14.1%	15.2%	14.8%	14.2%	15.5%	12.6%	15.2%
%H		96.5%	62.3%	9.8%	62.3%	37.4%	24.9%	91.9%
55 - 64	378	365	217	37	246	134	111	319
%V	12.4%	12.4%	12.3%	13.1%	13.0%	12.9%	13.1%	12.3%
%H		96.6%	57.4%	9.8%	65.1%	35.4%	29.4%	84.4%
65+	601	581	284	43	439	183	256	354
%V	19.7%	19.8%	16.1%	15.2%	23.2%	17.6%	30.1%	13.6%
%H		96.7%	47.3%	7.2%	73.0%	30.4%	42.6%	58.9%

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 2014 - June 2015

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+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
AB	521	505	294	46	340	180	160	487
%V	20.9%	21.1%	20.9%	19.8%	21.7%	21.4%	22.0%	23.4%
%H		96.9%	56.4%	8.8%	65.3%	34.5%	30.7%	93.5%
C1	647	612	354	66	397	217	180	583
%V	26.0%	25.6%	25.2%	28.4%	25.3%	25.8%	24.8%	28.0%
%H		94.6%	54.7%	10.2%	61.4%	33.5%	27.8%	90.1%
C2	638	619	393	55	413	244	169	546
%V	25.6%	25.9%	28.0%	23.7%	26.3%	29.0%	23.2%	26.2%
%H		97.0%	61.6%	8.6%	64.7%	38.2%	26.5%	85.6%
D	430	417	233	47	267	134	132	324
%V	17.3%	17.4%	16.6%	20.3%	17.0%	15.9%	18.2%	15.5%
%H		97.0%	54.2%	10.9%	62.1%	31.2%	30.7%	75.3%
E	254	238	131	18	151	67	84	145
%V	10.2%	10.0%	9.3%	7.8%	9.6%	8.0%	11.6%	7.0%
%H		93.7%	51.6%	7.1%	59.4%	26.4%	33.1%	57.1%

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 2014 - June 2015

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+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
Working full time	1103	1072	686	102	664	395	269	1043
%V	44.3%	44.8%	48.8%	44.0%	42.3%	46.9%	37.0%	50.0%
%H		97.2%	62.2%	9.2%	60.2%	35.8%	24.4%	94.6%
Working part time	212	206	124	25	132	75	57	196
%V	8.5%	8.6%	8.8%	10.8%	8.4%	8.9%	7.8%	9.4%
%H		97.2%	58.5%	11.8%	62.3%	35.4%	26.9%	92.5%
Not working	1174	1114	596	105	773	372	401	845
%V	47.1%	46.6%	42.4%	45.3%	49.3%	44.2%	55.2%	40.5%
%H		94.9%	50.8%	8.9%	65.8%	31.7%	34.2%	72.0%
Housewife/Houseperson	1331	1268	712	111	834	405	429	1030
%V	53.5%	53.0%	50.6%	47.8%	53.2%	48.1%	59.0%	49.4%
%H		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%

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 2014 - June 2015

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+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
16 - 19	70	68	46	6	46	31	15	68
%V	5.8%	5.9%	6.6%	5.7%	6.1%	7.6%	4.4%	6.6%
%H		97.1%	65.7%	8.6%	65.7%	44.3%	21.4%	97.1%
20 - 24	107	96	52	12	54	31	24	101
%V	8.8%	8.3%	7.4%	11.4%	7.2%	7.6%	7.1%	9.8%
%H		89.7%	48.6%	11.2%	50.5%	29.0%	22.4%	94.4%
25 - 34	190	180	115	16	98	56	43	177
%V	15.7%	15.5%	16.5%	15.2%	13.1%	13.7%	12.7%	17.2%
%H		94.7%	60.5%	8.4%	51.6%	29.5%	22.6%	93.2%
35 - 44	176	171	107	16	102	59	43	164
%V	14.5%	14.7%	15.3%	15.2%	13.6%	14.4%	12.7%	15.9%
%H		97.2%	60.8%	9.1%	58.0%	33.5%	24.4%	93.2%
45 - 54	210	203	131	19	129	76	53	191
%V	17.3%	17.5%	18.8%	18.1%	17.2%	18.5%	15.6%	18.5%
%H		96.7%	62.4%	9.0%	61.4%	36.2%	25.2%	91.0%
55 - 64	184	177	107	17	118	66	53	154
%V	15.2%	15.2%	15.3%	16.2%	15.8%	16.1%	15.6%	14.9%
%H		96.2%	58.2%	9.2%	64.1%	35.9%	28.8%	83.7%
65+	277	267	140	19	201	91	109	176
%V	22.8%	23.0%	20.1%	18.1%	26.8%	22.2%	32.2%	17.1%
%H		96.4%	50.5%	6.9%	72.6%	32.9%	39.4%	63.5%

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 2014 - June 2015

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+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
AB	261	253	151	21	168	90	78	245
%V	21.5%	21.8%	21.6%	20.0%	22.4%	22.0%	23.0%	23.8%
%H		96.9%	57.9%	8.0%	64.4%	34.5%	29.9%	93.9%
C1	300	282	169	29	177	102	75	280
%V	24.7%	24.3%	24.2%	27.6%	23.6%	24.9%	22.1%	27.2%
%H		94.0%	56.3%	9.7%	59.0%	34.0%	25.0%	93.3%
C2	340	328	208	29	217	127	90	289
%V	28.0%	28.3%	29.8%	27.6%	29.0%	31.0%	26.5%	28.0%
%H		96.5%	61.2%	8.5%	63.8%	37.4%	26.5%	85.0%
D	207	200	116	19	126	64	62	157
%V	17.1%	17.2%	16.6%	18.1%	16.8%	15.6%	18.3%	15.2%
%H		96.6%	56.0%	9.2%	60.9%	30.9%	30.0%	75.8%
E	107	97	54	8	61	28	33	60
%V	8.8%	8.4%	7.7%	7.6%	8.1%	6.8%	9.7%	5.8%
%H		90.7%	50.5%	7.5%	57.0%	26.2%	30.8%	56.1%

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 2014 - June 2015

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+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
Working full time	662	642	414	57	391	230	161	624
%V	54.5%	55.3%	59.3%	54.3%	52.2%	56.1%	47.5%	60.5%
%H		97.0%	62.5%	8.6%	59.1%	34.7%	24.3%	94.3%
Working part time	46	44	25	6	30	16	13	39
%V	3.8%	3.8%	3.6%	5.7%	4.0%	3.9%	3.8%	3.8%
%H		95.7%	54.3%	13.0%	65.2%	34.8%	28.3%	84.8%
Not working	507	475	259	43	328	164	164	368
%V	41.8%	40.9%	37.1%	41.0%	43.8%	40.0%	48.4%	35.7%
%H		93.7%	51.1%	8.5%	64.7%	32.3%	32.3%	72.6%
Housewife/Houseperson	262	235	121	17	148	58	90	164
%V	21.6%	20.2%	17.3%	16.2%	19.8%	14.1%	26.5%	15.9%
%H		89.7%	46.2%	6.5%	56.5%	22.1%	34.4%	62.6%

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 2014 - June 2015

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+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
16 - 19	66	62	40	7	42	26	16	64
%V	5.2%	5.0%	5.6%	5.5%	5.1%	6.0%	4.1%	6.1%
%H		93.9%	60.6%	10.6%	63.6%	39.4%	24.2%	97.0%
20 - 24	106	99	47	20	62	33	29	99
%V	8.3%	8.0%	6.6%	15.7%	7.6%	7.6%	7.5%	9.4%
%H		93.4%	44.3%	18.9%	58.5%	31.1%	27.4%	93.4%
25 - 34	185	177	115	17	101	60	42	172
%V	14.5%	14.4%	16.2%	13.4%	12.3%	13.9%	10.8%	16.3%
%H		95.7%	62.2%	9.2%	54.6%	32.4%	22.7%	93.0%
35 - 44	182	177	115	16	111	68	43	173
%V	14.3%	14.4%	16.2%	12.6%	13.5%	15.7%	11.1%	16.4%
%H		97.3%	63.2%	8.8%	61.0%	37.4%	23.6%	95.1%
45 - 54	220	213	137	23	139	84	54	204
%V	17.3%	17.3%	19.4%	18.1%	17.0%	19.4%	13.9%	19.4%
%H		96.8%	62.3%	10.5%	63.2%	38.2%	24.5%	92.7%
55 - 64	194	187	109	20	127	69	58	165
%V	15.2%	15.2%	15.4%	15.7%	15.5%	16.0%	14.9%	15.7%
%H		96.4%	56.2%	10.3%	65.5%	35.6%	29.9%	85.1%
65+	324	314	144	24	238	91	147	178
%V	25.4%	25.5%	20.3%	18.9%	29.0%	21.1%	37.9%	16.9%
%H		96.9%	44.4%	7.4%	73.5%	28.1%	45.4%	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 2014 - June 2015

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+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
AB	260	252	144	25	172	90	82	242
%V	20.4%	20.5%	20.3%	19.7%	21.0%	20.8%	21.1%	23.0%
%H		96.9%	55.4%	9.6%	66.2%	34.6%	31.5%	93.1%
C1	347	329	185	37	220	115	105	303
%V	27.2%	26.7%	26.1%	29.1%	26.8%	26.6%	27.1%	28.7%
%H		94.8%	53.3%	10.7%	63.4%	33.1%	30.3%	87.3%
C2	298	291	185	26	197	118	79	257
%V	23.4%	23.7%	26.1%	20.5%	24.0%	27.3%	20.4%	24.4%
%H		97.7%	62.1%	8.7%	66.1%	39.6%	26.5%	86.2%
D	223	217	117	29	140	70	70	167
%V	17.5%	17.6%	16.5%	22.8%	17.1%	16.2%	18.0%	15.8%
%H		97.3%	52.5%	13.0%	62.8%	31.4%	31.4%	74.9%
E	148	141	77	11	91	39	52	85
%V	11.6%	11.5%	10.9%	8.7%	11.1%	9.0%	13.4%	8.1%
%H		95.3%	52.0%	7.4%	61.5%	26.4%	35.1%	57.4%

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 2014 - June 2015

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+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
Working full time	441	429	272	46	273	165	108	419
%V	34.6%	34.9%	38.4%	36.2%	33.3%	38.2%	27.8%	39.8%
%H		97.3%	61.7%	10.4%	61.9%	37.4%	24.5%	95.0%
Working part time	167	162	100	19	102	59	44	157
%V	13.1%	13.2%	14.1%	15.0%	12.4%	13.7%	11.3%	14.9%
%H		97.0%	59.9%	11.4%	61.1%	35.3%	26.3%	94.0%
Not working	668	639	337	62	444	208	237	477
%V	52.4%	52.0%	47.6%	48.8%	54.1%	48.1%	61.1%	45.3%
%H		95.7%	50.4%	9.3%	66.5%	31.1%	35.5%	71.4%
Housewife/Houseperson	1069	1033	592	94	686	347	339	865
%V	83.8%	84.0%	83.6%	74.0%	83.7%	80.3%	87.4%	82.1%
%H		96.6%	55.4%	8.8%	64.2%	32.5%	31.7%	80.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Midlands West

Household level data

Table 14.1: Social Grade

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
AB	647	620	264	110	483	237	246	605
%V	24.4%	24.7%	26.2%	24.1%	24.6%	25.9%	23.5%	28.9%
%H (All HH)		95.8%	40.8%	17.0%	74.7%	36.6%	38.0%	93.5%
%H (TV HH)			42.6%	17.7%	77.9%	38.2%	39.7%	
C1	637	595	241	117	460	225	235	549
%V	24.0%	23.7%	24.0%	25.7%	23.4%	24.6%	22.4%	26.3%
%H (All HH)		93.4%	37.8%	18.4%	72.2%	35.3%	36.9%	86.2%
%H (TV HH)			40.5%	19.7%	77.3%	37.8%	39.5%	
C2	625	597	259	119	464	238	226	503
%V	23.6%	23.8%	25.7%	26.1%	23.6%	26.0%	21.6%	24.1%
%H (All HH)		95.5%	41.4%	19.0%	74.2%	38.1%	36.2%	80.5%
%H (TV HH)			43.4%	19.9%	77.7%	39.9%	37.9%	
D	439	417	162	72	324	143	181	293
%V	16.6%	16.6%	16.1%	15.8%	16.5%	15.6%	17.3%	14.0%
%H (All HH)		95.0%	36.9%	16.4%	73.8%	32.6%	41.2%	66.7%
%H (TV HH)			38.8%	17.3%	77.7%	34.3%	43.4%	
E	303	280	81	38	231	71	161	141
%V	11.4%	11.2%	8.1%	8.3%	11.8%	7.8%	15.4%	6.7%
%H (All HH)		92.4%	26.7%	12.5%	76.2%	23.4%	53.1%	46.5%
%H (TV HH)			28.9%	13.6%	82.5%	25.4%	57.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2650	2509	1006	456	1962	914	1048	2091
%V (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Under 25	121	100	37	15	76	32	43	113
%V	4.6%	4.0%	3.7%	3.3%	3.9%	3.5%	4.1%	5.4%
%H (All HH)		82.6%	30.6%	12.4%	62.8%	26.4%	35.5%	93.4%
%H (TV HH)			37.0%	15.0%	76.0%	32.0%	43.0%	
25 - 34	400	361	166	73	246	128	118	374
%V	15.1%	14.4%	16.5%	16.0%	12.5%	14.0%	11.3%	17.9%
%H (All HH)		90.3%	41.5%	18.3%	61.5%	32.0%	29.5%	93.5%
%H (TV HH)			46.0%	20.2%	68.1%	35.5%	32.7%	
35 - 44	434	419	205	86	314	183	132	405
%V	16.4%	16.7%	20.4%	18.9%	16.0%	20.0%	12.6%	19.4%
%H (All HH)		96.5%	47.2%	19.8%	72.4%	42.2%	30.4%	93.3%
%H (TV HH)			48.9%	20.5%	74.9%	43.7%	31.5%	
45 - 54	505	488	223	107	366	206	161	463
%V	19.1%	19.4%	22.2%	23.5%	18.7%	22.5%	15.4%	22.1%
%H (All HH)		96.6%	44.2%	21.2%	72.5%	40.8%	31.9%	91.7%
%H (TV HH)			45.7%	21.9%	75.0%	42.2%	33.0%	
55 - 64	436	422	162	83	348	169	179	350
%V	16.5%	16.8%	16.1%	18.2%	17.7%	18.5%	17.1%	16.7%
%H (All HH)		96.8%	37.2%	19.0%	79.8%	38.8%	41.1%	80.3%
%H (TV HH)			38.4%	19.7%	82.5%	40.0%	42.4%	
65 +	754	719	214	92	613	197	416	387
%V	28.5%	28.7%	21.3%	20.2%	31.2%	21.6%	39.7%	18.5%
%H (All HH)		95.4%	28.4%	12.2%	81.3%	26.1%	55.2%	51.3%
%H (TV HH)			29.8%	12.8%	85.3%	27.4%	57.9%	

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

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BBC Midlands West

Household level data

Table 14.3: Size of Household

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
1	795	728	181	94	612	163	449	434
%V	30.0%	29.0%	18.0%	20.6%	31.2%	17.8%	42.8%	20.8%
%H (All HH)		91.6%	22.8%	11.8%	77.0%	20.5%	56.5%	54.6%
%H (TV HH)			24.9%	12.9%	84.1%	22.4%	61.7%	
2	891	856	355	151	684	335	349	739
%V	33.6%	34.1%	35.3%	33.1%	34.9%	36.7%	33.3%	35.3%
%H (All HH)		96.1%	39.8%	16.9%	76.8%	37.6%	39.2%	82.9%
%H (TV HH)			41.5%	17.6%	79.9%	39.1%	40.8%	
3	421	405	193	93	296	174	121	392
%V	15.9%	16.1%	19.2%	20.4%	15.1%	19.0%	11.5%	18.7%
%H (All HH)		96.2%	45.8%	22.1%	70.3%	41.3%	28.7%	93.1%
%H (TV HH)			47.7%	23.0%	73.1%	43.0%	29.9%	
4	350	336	179	70	252	163	89	341
%V	13.2%	13.4%	17.8%	15.4%	12.8%	17.8%	8.5%	16.3%
%H (All HH)		96.0%	51.1%	20.0%	72.0%	46.6%	25.4%	97.4%
%H (TV HH)			53.3%	20.8%	75.0%	48.5%	26.5%	
5+	193	184	99	48	118	78	40	185
%V	7.3%	7.3%	9.8%	10.5%	6.0%	8.5%	3.8%	8.8%
%H (All HH)		95.3%	51.3%	24.9%	61.1%	40.4%	20.7%	95.9%
%H (TV HH)			53.8%	26.1%	64.1%	42.4%	21.7%	
Average HH size	2.38	2.40	2.72	2.67	2.30	2.66	1.99	2.62

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 2014 - June 2015

BBC Midlands West

Household level data

Table 14.4: Presence of Children

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Without	1949	1832	667	310	1479	623	856	1424
%V	73.5%	73.0%	66.3%	68.0%	75.4%	68.2%	81.7%	68.1%
%H (All HH)		94.0%	34.2%	15.9%	75.9%	32.0%	43.9%	73.1%
%H (TV HH)			36.4%	16.9%	80.7%	34.0%	46.7%	
With	701	677	340	146	483	292	192	667
%V	26.5%	27.0%	33.8%	32.0%	24.6%	31.9%	18.3%	31.9%
%H (All HH)		96.6%	48.5%	20.8%	68.9%	41.7%	27.4%	95.1%
%H (TV HH)			50.2%	21.6%	71.3%	43.1%	28.4%	
0 - 3	277	264	129	50	177	94	82	260
%V	10.5%	10.5%	12.8%	11.0%	9.0%	10.3%	7.8%	12.4%
%H (All HH)		95.3%	46.6%	18.1%	63.9%	33.9%	29.6%	93.9%
%H (TV HH)			48.9%	18.9%	67.0%	35.6%	31.1%	
4 - 9	366	354	181	78	253	157	96	350
%V	13.8%	14.1%	18.0%	17.1%	12.9%	17.2%	9.2%	16.7%
%H (All HH)		96.7%	49.5%	21.3%	69.1%	42.9%	26.2%	95.6%
%H (TV HH)			51.1%	22.0%	71.5%	44.4%	27.1%	
10 - 15	325	314	165	72	231	148	83	309
%V	12.3%	12.5%	16.4%	15.8%	11.8%	16.2%	7.9%	14.8%
%H (All HH)		96.6%	50.8%	22.2%	71.1%	45.5%	25.5%	95.1%
%H (TV HH)			52.5%	22.9%	73.6%	47.1%	26.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
1	1012	1012	329	149	730	209	520	694
%V	38.2%	40.3%	32.7%	32.7%	37.2%	22.9%	49.6%	33.2%
%H (All HH)		100.0%	32.5%	14.7%	72.1%	20.7%	51.4%	68.6%
%H (TV HH)			32.5%	14.7%	72.1%	20.7%	51.4%	
2	842	842	329	166	674	322	352	693
%V	31.8%	33.6%	32.7%	36.4%	34.4%	35.2%	33.6%	33.1%
%H (All HH)		100.0%	39.1%	19.7%	80.0%	38.2%	41.8%	82.3%
%H (TV HH)			39.1%	19.7%	80.0%	38.2%	41.8%	
3	405	405	208	83	338	219	119	373
%V	15.3%	16.1%	20.7%	18.2%	17.2%	24.0%	11.4%	17.8%
%H (All HH)		100.0%	51.4%	20.5%	83.5%	54.1%	29.4%	92.1%
%H (TV HH)			51.4%	20.5%	83.5%	54.1%	29.4%	
4	173	173	95	40	153	111	41	167
%V	6.5%	6.9%	9.4%	8.8%	7.8%	12.1%	3.9%	8.0%
%H (All HH)		100.0%	54.9%	23.1%	88.4%	64.2%	23.7%	96.5%
%H (TV HH)			54.9%	23.1%	88.4%	64.2%	23.7%	
5+	77	77	46	18	68	53	15	75
%V	2.9%	3.1%	4.6%	3.9%	3.5%	5.8%	1.4%	3.6%
%H (All HH)		100.0%	59.7%	23.4%	88.3%	68.8%	19.5%	97.4%
%H (TV HH)			59.7%	23.4%	88.3%	68.8%	19.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	2650	2509	1006	456	1962	914	1048	2091
%V (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Under 20"	548	548	217	99	478	245	233	455
%V	20.7%	21.8%	21.6%	21.7%	24.4%	26.8%	22.2%	21.8%
%H (All HH)		100.0%	39.6%	18.1%	87.2%	44.7%	42.5%	83.0%
%H (TV HH)			39.6%	18.1%	87.2%	44.7%	42.5%	
20" - 29"	924	924	362	166	778	377	401	731
%V	34.9%	36.8%	36.0%	36.4%	39.7%	41.2%	38.3%	35.0%
%H (All HH)		100.0%	39.2%	18.0%	84.2%	40.8%	43.4%	79.1%
%H (TV HH)			39.2%	18.0%	84.2%	40.8%	43.4%	
30" - 39"	1302	1302	534	224	1049	501	548	1051
%V	49.1%	51.9%	53.1%	49.1%	53.5%	54.8%	52.3%	50.3%
%H (All HH)		100.0%	41.0%	17.2%	80.6%	38.5%	42.1%	80.7%
%H (TV HH)			41.0%	17.2%	80.6%	38.5%	42.1%	
40" and over	1206	1206	598	288	896	567	329	1089
%V	45.5%	48.1%	59.4%	63.2%	45.7%	62.0%	31.4%	52.1%
%H (All HH)		100.0%	49.6%	23.9%	74.3%	47.0%	27.3%	90.3%
%H (TV HH)			49.6%	23.9%	74.3%	47.0%	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 2014 - June 2015

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Main living room	2484	2484	1000	453	1948	910	1038	1981
%V	93.7%	99.0%	99.4%	99.3%	99.3%	99.6%	99.0%	94.7%
%H (All HH)		100.0%	40.3%	18.2%	78.4%	36.6%	41.8%	79.8%
%H (TV HH)			40.3%	18.2%	78.4%	36.6%	41.8%	
Kitchen	315	315	136	57	282	157	125	266
%V	11.9%	12.6%	13.5%	12.5%	14.4%	17.2%	11.9%	12.7%
%H (All HH)		100.0%	43.2%	18.1%	89.5%	49.8%	39.7%	84.4%
%H (TV HH)			43.2%	18.1%	89.5%	49.8%	39.7%	
Adult's bedroom	1094	1094	492	232	917	539	378	971
%V	41.3%	43.6%	48.9%	50.9%	46.7%	59.0%	36.1%	46.4%
%H (All HH)		100.0%	45.0%	21.2%	83.8%	49.3%	34.6%	88.8%
%H (TV HH)			45.0%	21.2%	83.8%	49.3%	34.6%	
Child's bedroom	271	271	149	64	212	151	61	262
%V	10.2%	10.8%	14.8%	14.0%	10.8%	16.5%	5.8%	12.5%
%H (All HH)		100.0%	55.0%	23.6%	78.2%	55.7%	22.5%	96.7%
%H (TV HH)			55.0%	23.6%	78.2%	55.7%	22.5%	
Other bedroom	135	135	65	29	118	77	41	122
%V	5.1%	5.4%	6.5%	6.4%	6.0%	8.4%	3.9%	5.8%
%H (All HH)		100.0%	48.1%	21.5%	87.4%	57.0%	30.4%	90.4%
%H (TV HH)			48.1%	21.5%	87.4%	57.0%	30.4%	
Second living/dining room	259	259	140	48	210	135	75	225
%V	9.8%	10.3%	13.9%	10.5%	10.7%	14.8%	7.2%	10.8%
%H (All HH)		100.0%	54.1%	18.5%	81.1%	52.1%	29.0%	86.9%
%H (TV HH)			54.1%	18.5%	81.1%	52.1%	29.0%	
Study/office	35	35	18	7	28	18	11	33
%V	1.3%	1.4%	1.8%	1.5%	1.4%	2.0%	1.0%	1.6%
%H (All HH)		100.0%	51.4%	20.0%	80.0%	51.4%	31.4%	94.3%
%H (TV HH)			51.4%	20.0%	80.0%	51.4%	31.4%	
TV room	15	15	8	3	12	8	5	13
%V	0.6%	0.6%	0.8%	0.7%	0.6%	0.9%	0.5%	0.6%
%H (All HH)		100.0%	53.3%	20.0%	80.0%	53.3%	33.3%	86.7%
%H (TV HH)			53.3%	20.0%	80.0%	53.3%	33.3%	
Conservatory	62	62	34	12	54	37	17	58
%V	2.3%	2.5%	3.4%	2.6%	2.8%	4.0%	1.6%	2.8%
%H (All HH)		100.0%	54.8%	19.4%	87.1%	59.7%	27.4%	93.5%
%H (TV HH)			54.8%	19.4%	87.1%	59.7%	27.4%	
Attic or loft room	8	8	4	1	7	4	3	8
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	87.5%	50.0%	37.5%	
No specific location	4	4	3	1	4	3	1	4
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	100.0%	75.0%	25.0%	
Other	10	10	5	2	9	5	4	9
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.5%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	20.0%	90.0%	50.0%	40.0%	90.0%
%H (TV HH)			50.0%	20.0%	90.0%	50.0%	40.0%	

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 2014 - June 2015

BBC Midlands West

Household level data

Table 14.8: Platform Provider

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Any DSAT provider	1006	1006	1006	24	643	643	0	884
%V	38.0%	40.1%	100.0%	5.3%	32.8%	70.4%	0.0%	42.3%
%H (All HH)			100.0%	2.4%	63.9%	63.9%	0.0%	87.9%
%H (TV HH)			100.0%	2.4%	63.9%	63.9%	0.0%	
Sky with subcription	783	783	783	9	518	518	0	712
%V	29.5%	31.2%	77.8%	2.0%	26.4%	56.7%	0.0%	34.1%
%H (All HH)			100.0%	1.1%	66.2%	66.2%	0.0%	90.9%
%H (TV HH)			100.0%	1.1%	66.2%	66.2%	0.0%	
Sky without subscription	85	85	85	5	46	46	0	71
%V	3.2%	3.4%	8.4%	1.1%	2.3%	5.0%	0.0%	3.4%
%H (All HH)			100.0%	5.9%	54.1%	54.1%	0.0%	83.5%
%H (TV HH)			100.0%	5.9%	54.1%	54.1%	0.0%	
Freesat	139	139	139	7	86	86	0	109
%V	5.2%	5.5%	13.8%	1.5%	4.4%	9.4%	0.0%	5.2%
%H (All HH)			100.0%	5.0%	61.9%	61.9%	0.0%	78.4%
%H (TV HH)			100.0%	5.0%	61.9%	61.9%	0.0%	
Other satellite provider	33	33	33	2	18	18	0	28
%V	1.2%	1.3%	3.3%	0.4%	0.9%	2.0%	0.0%	1.3%
%H (All HH)			100.0%	6.1%	54.5%	54.5%	0.0%	84.8%
%H (TV HH)			100.0%	6.1%	54.5%	54.5%	0.0%	
DCAB	456	456	24	456	282	282	0	407
%V	17.2%	18.2%	2.4%	100.0%	14.4%	30.9%	0.0%	19.5%
%H (All HH)			5.3%	100.0%	61.8%	61.8%	0.0%	89.3%
%H (TV HH)			5.3%	100.0%	61.8%	61.8%	0.0%	
DTT	1962	1962	643	282	1962	914	1048	1531
%V	74.0%	78.2%	63.9%	61.8%	100.0%	100.0%	100.0%	73.2%
%H (All HH)		100.0%	32.8%	14.4%	100.0%	46.6%	53.4%	78.0%
%H (TV HH)			32.8%	14.4%	100.0%	46.6%	53.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
PVR	1518	1518	825	372	1104	763	341	1369
%V	57.3%	60.5%	82.0%	81.6%	56.3%	83.5%	32.5%	65.5%
%H (All HH)		100.0%	54.3%	24.5%	72.7%	50.3%	22.5%	90.2%
%H (TV HH)			54.3%	24.5%	72.7%	50.3%	22.5%	
DVDR	88	88	35	12	79	36	42	76
%V	3.3%	3.5%	3.5%	2.6%	4.0%	3.9%	4.0%	3.6%
%H (All HH)		100.0%	39.8%	13.6%	89.8%	40.9%	47.7%	86.4%
%H (TV HH)			39.8%	13.6%	89.8%	40.9%	47.7%	
VCR	54	54	15	6	46	13	33	37
%V	2.0%	2.2%	1.5%	1.3%	2.3%	1.4%	3.1%	1.8%
%H (All HH)		100.0%	27.8%	11.1%	85.2%	24.1%	61.1%	68.5%
%H (TV HH)			27.8%	11.1%	85.2%	24.1%	61.1%	
Any recorder	1576	1576	837	374	1156	771	385	1407
%V	59.5%	62.8%	83.2%	82.0%	58.9%	84.4%	36.7%	67.3%
%H (All HH)		100.0%	53.1%	23.7%	73.4%	48.9%	24.4%	89.3%
%H (TV HH)			53.1%	23.7%	73.4%	48.9%	24.4%	
Receives HDTV (via STB or built-in reception)	1499	1499	712	352	1143	688	455	1350
%V	56.6%	59.7%	70.8%	77.2%	58.3%	75.3%	43.4%	64.6%
%H (All HH)		100.0%	47.5%	23.5%	76.3%	45.9%	30.4%	90.1%
%H (TV HH)			47.5%	23.5%	76.3%	45.9%	30.4%	
DVD/Blu-ray player or recorder	1845	1845	775	346	1462	726	736	1548
%V	69.6%	73.5%	77.0%	75.9%	74.5%	79.4%	70.2%	74.0%
%H (All HH)		100.0%	42.0%	18.8%	79.2%	39.3%	39.9%	83.9%
%H (TV HH)			42.0%	18.8%	79.2%	39.3%	39.9%	

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 2014 - June 2015

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	2650	2509	1006	456	1962	914	1048	2091
%H (All HH)		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%
%H (TV HH)			40.1%	18.2%	78.2%	36.4%	41.8%	
Has broadband internet	2091	2001	884	407	1531	821	710	2091
%V	78.9%	79.8%	87.9%	89.3%	78.0%	89.8%	67.7%	100.0%
%H (All HH)		95.7%	42.3%	19.5%	73.2%	39.3%	34.0%	100.0%
%H (TV HH)			44.2%	20.3%	76.5%	41.0%	35.5%	
Number of computers (PCs and laptops)								
0	587	533	140	54	448	106	341	73
%V	22.2%	21.2%	13.9%	11.8%	22.8%	11.6%	32.5%	3.5%
%H (All HH)		90.8%	23.9%	9.2%	76.3%	18.1%	58.1%	12.4%
%H (TV HH)			26.3%	10.1%	84.1%	19.9%	64.0%	
1	757	710	257	130	558	237	320	719
%V	28.6%	28.3%	25.5%	28.5%	28.4%	25.9%	30.5%	34.4%
%H (All HH)		93.8%	33.9%	17.2%	73.7%	31.3%	42.3%	95.0%
%H (TV HH)			36.2%	18.3%	78.6%	33.4%	45.1%	
2	575	560	257	107	417	223	194	570
%V	21.7%	22.3%	25.5%	23.5%	21.3%	24.4%	18.5%	27.3%
%H (All HH)		97.4%	44.7%	18.6%	72.5%	38.8%	33.7%	99.1%
%H (TV HH)			45.9%	19.1%	74.5%	39.8%	34.6%	
3	342	332	167	71	249	156	93	341
%V	12.9%	13.2%	16.6%	15.6%	12.7%	17.1%	8.9%	16.3%
%H (All HH)		97.1%	48.8%	20.8%	72.8%	45.6%	27.2%	99.7%
%H (TV HH)			50.3%	21.4%	75.0%	47.0%	28.0%	
4	194	185	87	49	148	96	52	193
%V	7.3%	7.4%	8.6%	10.7%	7.5%	10.5%	5.0%	9.2%
%H (All HH)		95.4%	44.8%	25.3%	76.3%	49.5%	26.8%	99.5%
%H (TV HH)			47.0%	26.5%	80.0%	51.9%	28.1%	
5+	195	189	98	45	143	96	46	195
%V	7.4%	7.5%	9.7%	9.9%	7.3%	10.5%	4.4%	9.3%
%H (All HH)		96.9%	50.3%	23.1%	73.3%	49.2%	23.6%	100.0%
%H (TV HH)			51.9%	23.8%	75.7%	50.8%	24.3%	

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 2014 - June 2015

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	5018	2239	987	4070	2244	1826	4269
%H		44.6%	19.7%	81.1%	44.7%	36.4%	85.1%
Under 20"	694	286	127	612	328	284	594
%V	13.8%	12.8%	12.9%	15.0%	14.6%	15.6%	13.9%
%H		41.2%	18.3%	88.2%	47.3%	40.9%	85.6%
20" - 29"	1195	490	219	1016	522	494	970
%V	23.8%	21.9%	22.2%	25.0%	23.3%	27.1%	22.7%
%H		41.0%	18.3%	85.0%	43.7%	41.3%	81.2%
30" - 39"	1559	668	283	1257	640	618	1294
%V	31.1%	29.8%	28.7%	30.9%	28.5%	33.8%	30.3%
%H		42.8%	18.2%	80.6%	41.1%	39.6%	83.0%
40" and over	1454	740	353	1084	710	374	1328
%V	29.0%	33.1%	35.8%	26.6%	31.6%	20.5%	31.1%
%H		50.9%	24.3%	74.6%	48.8%	25.7%	91.3%
Don't know	117	55	6	101	45	55	83
%V	2.3%	2.5%	0.6%	2.5%	2.0%	3.0%	1.9%
%H		47.0%	5.1%	86.3%	38.5%	47.0%	70.9%

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 2014 - June 2015

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	5018	2239	987	4070	2244	1826	4269
%H		44.6%	19.7%	81.1%	44.7%	36.4%	85.1%
Main living room	2494	1005	454	1956	914	1042	1990
%V	49.7%	44.9%	46.0%	48.1%	40.7%	57.1%	46.6%
%H		40.3%	18.2%	78.4%	36.6%	41.8%	79.8%
Kitchen	317	136	57	284	158	126	267
%V	6.3%	6.1%	5.8%	7.0%	7.0%	6.9%	6.3%
%H		42.9%	18.0%	89.6%	49.8%	39.7%	84.2%
Adult's bedroom	1290	604	283	1079	660	419	1162
%V	25.7%	27.0%	28.7%	26.5%	29.4%	22.9%	27.2%
%H		46.8%	21.9%	83.6%	51.2%	32.5%	90.1%
Child's bedroom	362	202	87	283	206	77	350
%V	7.2%	9.0%	8.8%	7.0%	9.2%	4.2%	8.2%
%H		55.8%	24.0%	78.2%	56.9%	21.3%	96.7%
Other bedroom	156	77	33	138	92	46	143
%V	3.1%	3.4%	3.3%	3.4%	4.1%	2.5%	3.3%
%H		49.4%	21.2%	88.5%	59.0%	29.5%	91.7%
Second living/dining room	263	143	48	214	138	76	229
%V	5.2%	6.4%	4.9%	5.3%	6.1%	4.2%	5.4%
%H		54.4%	18.3%	81.4%	52.5%	28.9%	87.1%
Study/office	35	18	7	29	18	11	33
%V	0.7%	0.8%	0.7%	0.7%	0.8%	0.6%	0.8%
%H		51.4%	20.0%	82.9%	51.4%	31.4%	94.3%
TV room	15	8	3	12	8	5	13
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.3%
%H		53.3%	20.0%	80.0%	53.3%	33.3%	86.7%
Conservatory	63	35	12	54	38	17	58
%V	1.3%	1.6%	1.2%	1.3%	1.7%	0.9%	1.4%
%H		55.6%	19.0%	85.7%	60.3%	27.0%	92.1%
Attic or loft room	8	4	1	7	4	3	8
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	100.0%
No specific location	5	3	1	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
Other	11	5	2	9	5	4	10
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		45.5%	18.2%	81.8%	45.5%	36.4%	90.9%

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 2014 - June 2015

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	5018	2239	987	4070	2244	1826	4269
%H		44.6%	19.7%	81.1%	44.7%	36.4%	85.1%
PVR	1943	1113	479	1395	1014	381	1774
%V	38.7%	49.7%	48.5%	34.3%	45.2%	20.9%	41.6%
%H		57.3%	24.7%	71.8%	52.2%	19.6%	91.3%
DVDR	94	39	12	84	40	45	81
%V	1.9%	1.7%	1.2%	2.1%	1.8%	2.5%	1.9%
%H		41.5%	12.8%	89.4%	42.6%	47.9%	86.2%
VCR	58	16	6	50	14	36	38
%V	1.2%	0.7%	0.6%	1.2%	0.6%	2.0%	0.9%
%H		27.6%	10.3%	86.2%	24.1%	62.1%	65.5%
Any recorder	2021	1131	485	1466	1031	435	1826
%V	40.3%	50.5%	49.1%	36.0%	45.9%	23.8%	42.8%
%H		56.0%	24.0%	72.5%	51.0%	21.5%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5018	2239	987	4070	2244	1826	4269
%H		44.6%	19.7%	81.1%	44.7%	36.4%	85.1%
Receives HDTV (via STB or built-in reception)	2153	1051	516	1675	1059	616	1969
%V	42.9%	46.9%	52.3%	41.2%	47.2%	33.7%	46.1%
%H		48.8%	24.0%	77.8%	49.2%	28.6%	91.5%
DVD/Blu-ray player or recorder	2652	1195	534	2152	1201	951	2300
%V	52.8%	53.4%	54.1%	52.9%	53.5%	52.1%	53.9%
%H		45.1%	20.1%	81.1%	45.3%	35.9%	86.7%

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 2014 - June 2015

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	2502	1005	455	1961	913	1048	1995
%H		40.2%	18.2%	78.4%	36.5%	41.9%	79.7%
Under 20"	51	6	3	47	6	41	31
%V	2.0%	0.6%	0.7%	2.4%	0.7%	3.9%	1.6%
%H		11.8%	5.9%	92.2%	11.8%	80.4%	60.8%
20" - 29"	309	70	38	261	62	200	186
%V	12.4%	7.0%	8.4%	13.3%	6.8%	19.1%	9.3%
%H		22.7%	12.3%	84.5%	20.1%	64.7%	60.2%
30" - 39"	917	327	130	745	286	459	689
%V	36.7%	32.5%	28.6%	38.0%	31.3%	43.8%	34.5%
%H		35.7%	14.2%	81.2%	31.2%	50.1%	75.1%
40" and over	1169	581	281	864	548	316	1056
%V	46.7%	57.8%	61.8%	44.1%	60.0%	30.2%	52.9%
%H		49.7%	24.0%	73.9%	46.9%	27.0%	90.3%
Don't know	56	20	2	43	12	32	33
%V	2.2%	2.0%	0.4%	2.2%	1.3%	3.1%	1.7%
%H		35.7%	3.6%	76.8%	21.4%	57.1%	58.9%

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 2014 - June 2015

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	2502	1005	455	1961	913	1048	1995
%H		40.2%	18.2%	78.4%	36.5%	41.9%	79.7%
PVR	1492	814	367	1081	751	330	1345
%V	59.6%	81.0%	80.7%	55.1%	82.3%	31.5%	67.4%
%H		54.6%	24.6%	72.5%	50.3%	22.1%	90.1%
DVDR	74	29	8	64	27	38	62
%V	3.0%	2.9%	1.8%	3.3%	3.0%	3.6%	3.1%
%H		39.2%	10.8%	86.5%	36.5%	51.4%	83.8%
VCR	44	13	5	37	10	27	29
%V	1.8%	1.3%	1.1%	1.9%	1.1%	2.6%	1.5%
%H		29.5%	11.4%	84.1%	22.7%	61.4%	65.9%
Any recorder	1546	825	369	1130	759	371	1380
%V	61.8%	82.1%	81.1%	57.6%	83.1%	35.4%	69.2%
%H		53.4%	23.9%	73.1%	49.1%	24.0%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	2502	1005	455	1961	913	1048	1995
%H		40.2%	18.2%	78.4%	36.5%	41.9%	79.7%
Receives HDTV (via STB or built-in reception)	1458	696	342	1104	665	439	1313
%V	58.3%	69.3%	75.2%	56.3%	72.8%	41.9%	65.8%
%H		47.7%	23.5%	75.7%	45.6%	30.1%	90.1%
DVD/Blu-ray player or recorder	1717	717	320	1348	656	692	1432
%V	68.6%	71.3%	70.3%	68.7%	71.9%	66.0%	71.8%
%H		41.8%	18.6%	78.5%	38.2%	40.3%	83.4%

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

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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	2516	1235	532	2109	1331	778	2274
%H		49.1%	21.1%	83.8%	52.9%	30.9%	90.4%
Under 20"	643	280	124	565	322	243	563
%V	25.6%	22.7%	23.3%	26.8%	24.2%	31.2%	24.8%
%H		43.5%	19.3%	87.9%	50.1%	37.8%	87.6%
20" - 29"	885	421	181	755	460	294	784
%V	35.2%	34.1%	34.0%	35.8%	34.6%	37.8%	34.5%
%H		47.6%	20.5%	85.3%	52.0%	33.2%	88.6%
30" - 39"	642	341	153	512	353	159	605
%V	25.5%	27.6%	28.8%	24.3%	26.5%	20.4%	26.6%
%H		53.1%	23.8%	79.8%	55.0%	24.8%	94.2%
40" and over	285	158	72	220	162	58	273
%V	11.3%	12.8%	13.5%	10.4%	12.2%	7.5%	12.0%
%H		55.4%	25.3%	77.2%	56.8%	20.4%	95.8%
Don't know	61	34	3	57	34	23	49
%V	2.4%	2.8%	0.6%	2.7%	2.6%	3.0%	2.2%
%H		55.7%	4.9%	93.4%	55.7%	37.7%	80.3%

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

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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	2516	1235	532	2109	1331	778	2274
%H		49.1%	21.1%	83.8%	52.9%	30.9%	90.4%
PVR	452	299	112	314	263	51	429
%V	18.0%	24.2%	21.1%	14.9%	19.8%	6.6%	18.9%
%H		66.2%	24.8%	69.5%	58.2%	11.3%	94.9%
DVDR	20	10	4	20	13	7	19
%V	0.8%	0.8%	0.8%	0.9%	1.0%	0.9%	0.8%
%H		50.0%	20.0%	100.0%	65.0%	35.0%	95.0%
VCR	14	3	2	13	3	9	8
%V	0.6%	0.2%	0.4%	0.6%	0.2%	1.2%	0.4%
%H		21.4%	14.3%	92.9%	21.4%	64.3%	57.1%
Any recorder	475	306	116	336	272	64	446
%V	18.9%	24.8%	21.8%	15.9%	20.4%	8.2%	19.6%
%H		64.4%	24.4%	70.7%	57.3%	13.5%	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	2516	1235	532	2109	1331	778	2274
%H		49.1%	21.1%	83.8%	52.9%	30.9%	90.4%
Receives HDTV (via STB or built-in reception)	695	355	173	571	394	177	656
%V	27.6%	28.7%	32.5%	27.1%	29.6%	22.8%	28.8%
%H		51.1%	24.9%	82.2%	56.7%	25.5%	94.4%
DVD/Blu-ray player or recorder	935	478	213	805	545	259	867
%V	37.2%	38.7%	40.0%	38.2%	40.9%	33.3%	38.1%
%H		51.1%	22.8%	86.1%	58.3%	27.7%	92.7%

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

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BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6308	6015	2740	1219	4514	2433	2081	5472
%H		95.4%	43.4%	19.3%	71.6%	38.6%	33.0%	86.7%
Total Children	1256	1210	616	269	848	516	331	1188
%V	19.9%	20.1%	22.5%	22.1%	18.8%	21.2%	15.9%	21.7%
%H		96.3%	49.0%	21.4%	67.5%	41.1%	26.4%	94.6%
0 - 3	325	311	152	60	206	110	96	304
%V	5.2%	5.2%	5.5%	4.9%	4.6%	4.5%	4.6%	5.6%
%H		95.7%	46.8%	18.5%	63.4%	33.8%	29.5%	93.5%
4 - 15	931	899	464	209	642	407	235	884
%V	14.8%	14.9%	16.9%	17.1%	14.2%	16.7%	11.3%	16.2%
%H		96.6%	49.8%	22.4%	69.0%	43.7%	25.2%	95.0%
4 - 9	492	476	241	110	335	208	127	469
%V	7.8%	7.9%	8.8%	9.0%	7.4%	8.5%	6.1%	8.6%
%H		96.7%	49.0%	22.4%	68.1%	42.3%	25.8%	95.3%
10 - 15	439	423	223	99	307	199	107	415
%V	7.0%	7.0%	8.1%	8.1%	6.8%	8.2%	5.1%	7.6%
%H		96.4%	50.8%	22.6%	69.9%	45.3%	24.4%	94.5%

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 2014 - June 2015

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	6308	6015	2740	1219	4514	2433	2081	5472
%H		95.4%	43.4%	19.3%	71.6%	38.6%	33.0%	86.7%
Total Adults (16+)	5052	4805	2124	950	3666	1917	1750	4284
%V	80.1%	79.9%	77.5%	77.9%	81.2%	78.8%	84.1%	78.3%
%H		95.1%	42.0%	18.8%	72.6%	37.9%	34.6%	84.8%
16 - 19	302	283	148	66	211	139	72	294
%V	4.8%	4.7%	5.4%	5.4%	4.7%	5.7%	3.5%	5.4%
%H		93.7%	49.0%	21.9%	69.9%	46.0%	23.8%	97.4%
20 - 24	394	356	164	75	254	142	112	377
%V	6.2%	5.9%	6.0%	6.2%	5.6%	5.8%	5.4%	6.9%
%H		90.4%	41.6%	19.0%	64.5%	36.0%	28.4%	95.7%
25 - 34	814	744	355	161	503	283	221	768
%V	12.9%	12.4%	13.0%	13.2%	11.1%	11.6%	10.6%	14.0%
%H		91.4%	43.6%	19.8%	61.8%	34.8%	27.1%	94.3%
35 - 44	795	765	390	160	562	338	224	746
%V	12.6%	12.7%	14.2%	13.1%	12.5%	13.9%	10.8%	13.6%
%H		96.2%	49.1%	20.1%	70.7%	42.5%	28.2%	93.8%
45 - 54	888	864	411	201	646	386	260	825
%V	14.1%	14.4%	15.0%	16.5%	14.3%	15.9%	12.5%	15.1%
%H		97.3%	46.3%	22.6%	72.7%	43.5%	29.3%	92.9%
55 - 64	717	695	294	138	556	286	270	605
%V	11.4%	11.6%	10.7%	11.3%	12.3%	11.8%	13.0%	11.1%
%H		96.9%	41.0%	19.2%	77.5%	39.9%	37.7%	84.4%
65+	1142	1097	362	148	933	343	590	668
%V	18.1%	18.2%	13.2%	12.1%	20.7%	14.1%	28.4%	12.2%
%H		96.1%	31.7%	13.0%	81.7%	30.0%	51.7%	58.5%

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 2014 - June 2015

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+)	5052	4805	2124	950	3666	1917	1750	4284
%H		95.1%	42.0%	18.8%	72.6%	37.9%	34.6%	84.8%
AB	1323	1277	597	234	977	525	452	1263
%V	26.2%	26.6%	28.1%	24.6%	26.7%	27.4%	25.8%	29.5%
%H		96.5%	45.1%	17.7%	73.8%	39.7%	34.2%	95.5%
C1	1224	1138	504	237	858	461	397	1100
%V	24.2%	23.7%	23.7%	24.9%	23.4%	24.0%	22.7%	25.7%
%H		93.0%	41.2%	19.4%	70.1%	37.7%	32.4%	89.9%
C2	1266	1222	570	266	924	523	401	1082
%V	25.1%	25.4%	26.8%	28.0%	25.2%	27.3%	22.9%	25.3%
%H		96.5%	45.0%	21.0%	73.0%	41.3%	31.7%	85.5%
D	817	775	335	149	582	295	287	614
%V	16.2%	16.1%	15.8%	15.7%	15.9%	15.4%	16.4%	14.3%
%H		94.9%	41.0%	18.2%	71.2%	36.1%	35.1%	75.2%
E	422	393	118	63	325	113	212	225
%V	8.4%	8.2%	5.6%	6.6%	8.9%	5.9%	12.1%	5.3%
%H		93.1%	28.0%	14.9%	77.0%	26.8%	50.2%	53.3%

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 2014 - June 2015

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+)	5052	4805	2124	950	3666	1917	1750	4284
%H		95.1%	42.0%	18.8%	72.6%	37.9%	34.6%	84.8%
Working full time	2287	2202	1065	491	1607	947	660	2166
%V	45.3%	45.8%	50.1%	51.7%	43.8%	49.4%	37.7%	50.6%
%H		96.3%	46.6%	21.5%	70.3%	41.4%	28.9%	94.7%
Working part time	517	501	245	94	399	233	166	476
%V	10.2%	10.4%	11.5%	9.9%	10.9%	12.2%	9.5%	11.1%
%H		96.9%	47.4%	18.2%	77.2%	45.1%	32.1%	92.1%
Not working	2248	2101	814	364	1661	737	924	1643
%V	44.5%	43.7%	38.3%	38.3%	45.3%	38.4%	52.8%	38.4%
%H		93.5%	36.2%	16.2%	73.9%	32.8%	41.1%	73.1%
Housewife/Houseperson	2650	2509	1006	456	1962	914	1048	2091
%V	52.5%	52.2%	47.4%	48.0%	53.5%	47.7%	59.9%	48.8%
%H		94.7%	38.0%	17.2%	74.0%	34.5%	39.5%	78.9%

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 2014 - June 2015

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+)	2473	2337	1058	475	1761	945	815	2133
%H		94.5%	42.8%	19.2%	71.2%	38.2%	33.0%	86.3%
16 - 19	156	149	79	37	110	74	37	153
%V	6.3%	6.4%	7.5%	7.8%	6.2%	7.8%	4.5%	7.2%
%H		95.5%	50.6%	23.7%	70.5%	47.4%	23.7%	98.1%
20 - 24	198	180	82	39	126	71	56	192
%V	8.0%	7.7%	7.8%	8.2%	7.2%	7.5%	6.9%	9.0%
%H		90.9%	41.4%	19.7%	63.6%	35.9%	28.3%	97.0%
25 - 34	406	366	168	86	244	135	109	383
%V	16.4%	15.7%	15.9%	18.1%	13.9%	14.3%	13.4%	18.0%
%H		90.1%	41.4%	21.2%	60.1%	33.3%	26.8%	94.3%
35 - 44	392	372	193	71	273	160	113	362
%V	15.9%	15.9%	18.2%	14.9%	15.5%	16.9%	13.9%	17.0%
%H		94.9%	49.2%	18.1%	69.6%	40.8%	28.8%	92.3%
45 - 54	439	426	203	103	316	191	125	408
%V	17.8%	18.2%	19.2%	21.7%	17.9%	20.2%	15.3%	19.1%
%H		97.0%	46.2%	23.5%	72.0%	43.5%	28.5%	92.9%
55 - 64	353	339	141	65	266	131	135	300
%V	14.3%	14.5%	13.3%	13.7%	15.1%	13.9%	16.6%	14.1%
%H		96.0%	39.9%	18.4%	75.4%	37.1%	38.2%	85.0%
65+	529	506	193	74	425	184	241	335
%V	21.4%	21.7%	18.2%	15.6%	24.1%	19.5%	29.6%	15.7%
%H		95.7%	36.5%	14.0%	80.3%	34.8%	45.6%	63.3%

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 2014 - June 2015

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+)	2473	2337	1058	475	1761	945	815	2133
%H		94.5%	42.8%	19.2%	71.2%	38.2%	33.0%	86.3%
AB	675	650	308	121	497	270	227	649
%V	27.3%	27.8%	29.1%	25.5%	28.2%	28.6%	27.9%	30.4%
%H		96.3%	45.6%	17.9%	73.6%	40.0%	33.6%	96.1%
C1	583	540	245	120	397	222	175	535
%V	23.6%	23.1%	23.2%	25.3%	22.5%	23.5%	21.5%	25.1%
%H		92.6%	42.0%	20.6%	68.1%	38.1%	30.0%	91.8%
C2	675	646	304	134	483	269	214	566
%V	27.3%	27.6%	28.7%	28.2%	27.4%	28.5%	26.3%	26.5%
%H		95.7%	45.0%	19.9%	71.6%	39.9%	31.7%	83.9%
D	382	360	161	74	268	145	124	299
%V	15.4%	15.4%	15.2%	15.6%	15.2%	15.3%	15.2%	14.0%
%H		94.2%	42.1%	19.4%	70.2%	38.0%	32.5%	78.3%
E	158	142	40	26	115	40	76	85
%V	6.4%	6.1%	3.8%	5.5%	6.5%	4.2%	9.3%	4.0%
%H		89.9%	25.3%	16.5%	72.8%	25.3%	48.1%	53.8%

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 2014 - June 2015

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+)	2473	2337	1058	475	1761	945	815	2133
%H		94.5%	42.8%	19.2%	71.2%	38.2%	33.0%	86.3%
Working full time	1435	1376	670	305	1004	592	412	1352
%V	58.0%	58.9%	63.3%	64.2%	57.0%	62.6%	50.6%	63.4%
%H		95.9%	46.7%	21.3%	70.0%	41.3%	28.7%	94.2%
Working part time	102	94	42	18	73	39	35	87
%V	4.1%	4.0%	4.0%	3.8%	4.1%	4.1%	4.3%	4.1%
%H		92.2%	41.2%	17.6%	71.6%	38.2%	34.3%	85.3%
Not working	936	867	346	152	684	315	369	693
%V	37.8%	37.1%	32.7%	32.0%	38.8%	33.3%	45.3%	32.5%
%H		92.6%	37.0%	16.2%	73.1%	33.7%	39.4%	74.0%
Housewife/Houseperson	560	506	178	85	397	154	243	391
%V	22.6%	21.7%	16.8%	17.9%	22.5%	16.3%	29.8%	18.3%
%H		90.4%	31.8%	15.2%	70.9%	27.5%	43.4%	69.8%

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 2014 - June 2015

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	2467	1065	475	1906	971	934	2151
%H		95.7%	41.3%	18.4%	73.9%	37.7%	36.2%	83.4%
16 - 19	146	134	69	29	101	65	36	141
%V	5.7%	5.4%	6.5%	6.1%	5.3%	6.7%	3.9%	6.6%
%H		91.8%	47.3%	19.9%	69.2%	44.5%	24.7%	96.6%
20 - 24	197	176	81	36	128	71	56	185
%V	7.6%	7.1%	7.6%	7.6%	6.7%	7.3%	6.0%	8.6%
%H		89.3%	41.1%	18.3%	65.0%	36.0%	28.4%	93.9%
25 - 34	408	379	187	75	259	147	112	385
%V	15.8%	15.4%	17.6%	15.8%	13.6%	15.1%	12.0%	17.9%
%H		92.9%	45.8%	18.4%	63.5%	36.0%	27.5%	94.4%
35 - 44	403	393	198	89	289	178	111	384
%V	15.6%	15.9%	18.6%	18.7%	15.2%	18.3%	11.9%	17.9%
%H		97.5%	49.1%	22.1%	71.7%	44.2%	27.5%	95.3%
45 - 54	449	438	207	98	331	195	136	417
%V	17.4%	17.8%	19.4%	20.6%	17.4%	20.1%	14.6%	19.4%
%H		97.6%	46.1%	21.8%	73.7%	43.4%	30.3%	92.9%
55 - 64	364	357	152	74	290	155	136	305
%V	14.1%	14.5%	14.3%	15.6%	15.2%	16.0%	14.6%	14.2%
%H		98.1%	41.8%	20.3%	79.7%	42.6%	37.4%	83.8%
65+	613	590	170	74	508	159	349	334
%V	23.8%	23.9%	16.0%	15.6%	26.7%	16.4%	37.4%	15.5%
%H		96.2%	27.7%	12.1%	82.9%	25.9%	56.9%	54.5%

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 2014 - June 2015

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	2467	1065	475	1906	971	934	2151
%H		95.7%	41.3%	18.4%	73.9%	37.7%	36.2%	83.4%
AB	648	627	289	113	481	255	226	615
%V	25.1%	25.4%	27.1%	23.8%	25.2%	26.3%	24.2%	28.6%
%H		96.8%	44.6%	17.4%	74.2%	39.4%	34.9%	94.9%
C1	641	598	259	118	460	239	222	566
%V	24.9%	24.2%	24.3%	24.8%	24.1%	24.6%	23.8%	26.3%
%H		93.3%	40.4%	18.4%	71.8%	37.3%	34.6%	88.3%
C2	591	576	266	132	441	254	187	516
%V	22.9%	23.3%	25.0%	27.8%	23.1%	26.2%	20.0%	24.0%
%H		97.5%	45.0%	22.3%	74.6%	43.0%	31.6%	87.3%
D	435	415	174	76	314	151	164	315
%V	16.9%	16.8%	16.3%	16.0%	16.5%	15.6%	17.6%	14.6%
%H		95.4%	40.0%	17.5%	72.2%	34.7%	37.7%	72.4%
E	264	251	77	37	210	73	136	140
%V	10.2%	10.2%	7.2%	7.8%	11.0%	7.5%	14.6%	6.5%
%H		95.1%	29.2%	14.0%	79.5%	27.7%	51.5%	53.0%

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 2014 - June 2015

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	2467	1065	475	1906	971	934	2151
%H		95.7%	41.3%	18.4%	73.9%	37.7%	36.2%	83.4%
Working full time	852	826	395	186	603	356	248	813
%V	33.0%	33.5%	37.1%	39.2%	31.6%	36.7%	26.6%	37.8%
%H		96.9%	46.4%	21.8%	70.8%	41.8%	29.1%	95.4%
Working part time	415	407	203	77	325	194	131	389
%V	16.1%	16.5%	19.1%	16.2%	17.1%	20.0%	14.0%	18.1%
%H		98.1%	48.9%	18.6%	78.3%	46.7%	31.6%	93.7%
Not working	1312	1234	467	212	977	422	556	949
%V	50.9%	50.0%	43.8%	44.6%	51.3%	43.5%	59.5%	44.1%
%H		94.1%	35.6%	16.2%	74.5%	32.2%	42.4%	72.3%
Housewife/Houseperson	2090	2003	829	372	1565	760	806	1700
%V	81.0%	81.2%	77.8%	78.3%	82.1%	78.3%	86.3%	79.0%
%H		95.8%	39.7%	17.8%	74.9%	36.4%	38.6%	81.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
AB	217	210	91	40	160	79	82	203
%V	22.6%	23.2%	26.9%	20.6%	23.6%	25.6%	22.2%	27.1%
%H (All HH)		96.8%	41.9%	18.4%	73.7%	36.4%	37.8%	93.5%
%H (TV HH)			43.3%	19.0%	76.2%	37.6%	39.0%	
C1	242	220	81	54	164	81	84	210
%V	25.2%	24.3%	24.0%	27.8%	24.2%	26.2%	22.8%	28.1%
%H (All HH)		90.9%	33.5%	22.3%	67.8%	33.5%	34.7%	86.8%
%H (TV HH)			36.8%	24.5%	74.5%	36.8%	38.2%	
C2	199	194	81	41	145	75	70	157
%V	20.8%	21.4%	24.0%	21.1%	21.4%	24.3%	19.0%	21.0%
%H (All HH)		97.5%	40.7%	20.6%	72.9%	37.7%	35.2%	78.9%
%H (TV HH)			41.8%	21.1%	74.7%	38.7%	36.1%	
D	172	158	55	37	111	48	64	121
%V	17.9%	17.4%	16.3%	19.1%	16.4%	15.5%	17.3%	16.2%
%H (All HH)		91.9%	32.0%	21.5%	64.5%	27.9%	37.2%	70.3%
%H (TV HH)			34.8%	23.4%	70.3%	30.4%	40.5%	
E	130	124	30	23	97	26	71	58
%V	13.6%	13.7%	8.9%	11.9%	14.3%	8.4%	19.2%	7.8%
%H (All HH)		95.4%	23.1%	17.7%	74.6%	20.0%	54.6%	44.6%
%H (TV HH)			24.2%	18.5%	78.2%	21.0%	57.3%	

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 2014 - June 2015

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Under 25	56	43	10	11	29	10	18	49
%V	5.8%	4.7%	3.0%	5.7%	4.3%	3.2%	4.9%	6.6%
%H (All HH)		76.8%	17.9%	19.6%	51.8%	17.9%	32.1%	87.5%
%H (TV HH)			23.3%	25.6%	67.4%	23.3%	41.9%	
25 - 34	156	139	63	36	86	50	36	144
%V	16.3%	15.3%	18.6%	18.6%	12.7%	16.2%	9.8%	19.3%
%H (All HH)		89.1%	40.4%	23.1%	55.1%	32.1%	23.1%	92.3%
%H (TV HH)			45.3%	25.9%	61.9%	36.0%	25.9%	
35 - 44	161	150	75	37	103	64	39	147
%V	16.8%	16.6%	22.2%	19.1%	15.2%	20.7%	10.6%	19.7%
%H (All HH)		93.2%	46.6%	23.0%	64.0%	39.8%	24.2%	91.3%
%H (TV HH)			50.0%	24.7%	68.7%	42.7%	26.0%	
45 - 54	193	187	79	47	135	73	61	173
%V	20.1%	20.6%	23.4%	24.2%	19.9%	23.6%	16.5%	23.1%
%H (All HH)		96.9%	40.9%	24.4%	69.9%	37.8%	31.6%	89.6%
%H (TV HH)			42.2%	25.1%	72.2%	39.0%	32.6%	
55 - 64	148	146	53	32	116	54	62	123
%V	15.4%	16.1%	15.7%	16.5%	17.1%	17.5%	16.8%	16.4%
%H (All HH)		98.6%	35.8%	21.6%	78.4%	36.5%	41.9%	83.1%
%H (TV HH)			36.3%	21.9%	79.5%	37.0%	42.5%	
65 +	245	240	58	31	210	57	153	111
%V	25.5%	26.5%	17.2%	16.0%	31.0%	18.4%	41.5%	14.8%
%H (All HH)		98.0%	23.7%	12.7%	85.7%	23.3%	62.4%	45.3%
%H (TV HH)			24.2%	12.9%	87.5%	23.8%	63.8%	

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 2014 - June 2015

BBC Midlands East

Household level data

Table 15.3: Size of Household

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
1	290	267	61	40	216	53	163	153
%V	30.2%	29.5%	18.0%	20.6%	31.9%	17.2%	44.2%	20.5%
%H (All HH)		92.1%	21.0%	13.8%	74.5%	18.3%	56.2%	52.8%
%H (TV HH)			22.8%	15.0%	80.9%	19.9%	61.0%	
2	319	305	117	66	235	115	119	268
%V	33.3%	33.7%	34.6%	34.0%	34.7%	37.2%	32.2%	35.8%
%H (All HH)		95.6%	36.7%	20.7%	73.7%	36.1%	37.3%	84.0%
%H (TV HH)			38.4%	21.6%	77.0%	37.7%	39.0%	
3	151	144	66	41	97	57	39	140
%V	15.7%	15.9%	19.5%	21.1%	14.3%	18.4%	10.6%	18.7%
%H (All HH)		95.4%	43.7%	27.2%	64.2%	37.7%	25.8%	92.7%
%H (TV HH)			45.8%	28.5%	67.4%	39.6%	27.1%	
4	133	126	65	28	88	55	33	126
%V	13.9%	13.9%	19.2%	14.4%	13.0%	17.8%	8.9%	16.8%
%H (All HH)		94.7%	48.9%	21.1%	66.2%	41.4%	24.8%	94.7%
%H (TV HH)			51.6%	22.2%	69.8%	43.7%	26.2%	
5+	66	63	30	18	43	27	15	62
%V	6.9%	7.0%	8.9%	9.3%	6.3%	8.7%	4.1%	8.3%
%H (All HH)		95.5%	45.5%	27.3%	65.2%	40.9%	22.7%	93.9%
%H (TV HH)			47.6%	28.6%	68.3%	42.9%	23.8%	
Average HH size	2.37	2.39	2.71	2.62	2.30	2.68	1.98	2.61

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 2014 - June 2015

BBC Midlands East

Household level data

Table 15.4: Presence of Children

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Without	697	654	217	126	514	206	308	504
%V	72.7%	72.2%	64.2%	64.9%	75.8%	66.7%	83.5%	67.4%
%H (All HH)		93.8%	31.1%	18.1%	73.7%	29.6%	44.2%	72.3%
%H (TV HH)			33.2%	19.3%	78.6%	31.5%	47.1%	
With	263	252	122	68	164	103	61	244
%V	27.4%	27.8%	36.1%	35.1%	24.2%	33.3%	16.5%	32.6%
%H (All HH)		95.8%	46.4%	25.9%	62.4%	39.2%	23.2%	92.8%
%H (TV HH)			48.4%	27.0%	65.1%	40.9%	24.2%	
0 - 3	101	97	50	23	62	38	23	92
%V	10.5%	10.7%	14.8%	11.9%	9.1%	12.3%	6.2%	12.3%
%H (All HH)		96.0%	49.5%	22.8%	61.4%	37.6%	22.8%	91.1%
%H (TV HH)			51.5%	23.7%	63.9%	39.2%	23.7%	
4 - 9	136	129	66	33	82	51	31	127
%V	14.2%	14.2%	19.5%	17.0%	12.1%	16.5%	8.4%	17.0%
%H (All HH)		94.9%	48.5%	24.3%	60.3%	37.5%	22.8%	93.4%
%H (TV HH)			51.2%	25.6%	63.6%	39.5%	24.0%	
10 - 15	118	114	49	36	77	48	29	110
%V	12.3%	12.6%	14.5%	18.6%	11.4%	15.5%	7.9%	14.7%
%H (All HH)		96.6%	41.5%	30.5%	65.3%	40.7%	24.6%	93.2%
%H (TV HH)			43.0%	31.6%	67.5%	42.1%	25.4%	

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 2014 - June 2015

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
1	409	409	119	77	276	74	202	277
%V	42.6%	45.1%	35.2%	39.7%	40.7%	23.9%	54.7%	37.0%
%H (All HH)		100.0%	29.1%	18.8%	67.5%	18.1%	49.4%	67.7%
%H (TV HH)			29.1%	18.8%	67.5%	18.1%	49.4%	
2	299	299	122	64	233	119	114	245
%V	31.2%	33.0%	36.1%	33.0%	34.4%	38.5%	30.9%	32.8%
%H (All HH)		100.0%	40.8%	21.4%	77.9%	39.8%	38.1%	81.9%
%H (TV HH)			40.8%	21.4%	77.9%	39.8%	38.1%	
3	122	122	56	33	100	65	35	114
%V	12.7%	13.5%	16.6%	17.0%	14.7%	21.0%	9.5%	15.2%
%H (All HH)		100.0%	45.9%	27.0%	82.0%	53.3%	28.7%	93.4%
%H (TV HH)			45.9%	27.0%	82.0%	53.3%	28.7%	
4	50	50	28	12	45	33	12	49
%V	5.2%	5.5%	8.3%	6.2%	6.6%	10.7%	3.3%	6.6%
%H (All HH)		100.0%	56.0%	24.0%	90.0%	66.0%	24.0%	98.0%
%H (TV HH)			56.0%	24.0%	90.0%	66.0%	24.0%	
5+	26	26	14	8	23	18	5	26
%V	2.7%	2.9%	4.1%	4.1%	3.4%	5.8%	1.4%	3.5%
%H (All HH)		100.0%	53.8%	30.8%	88.5%	69.2%	19.2%	100.0%
%H (TV HH)			53.8%	30.8%	88.5%	69.2%	19.2%	

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 2014 - June 2015

BBC Midlands East

Household level data

Table 15.6: Screen size

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	959	906	338	194	678	309	369	748
%V (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Under 20"	154	154	55	31	128	61	67	125
%V	16.1%	17.0%	16.3%	16.0%	18.9%	19.7%	18.2%	16.7%
%H (All HH)		100.0%	35.7%	20.1%	83.1%	39.6%	43.5%	81.2%
%H (TV HH)			35.7%	20.1%	83.1%	39.6%	43.5%	
20" - 29"	306	306	115	59	250	120	129	238
%V	31.9%	33.8%	34.0%	30.4%	36.9%	38.8%	35.0%	31.8%
%H (All HH)		100.0%	37.6%	19.3%	81.7%	39.2%	42.2%	77.8%
%H (TV HH)			37.6%	19.3%	81.7%	39.2%	42.2%	
30" - 39"	473	473	177	102	372	176	197	376
%V	49.3%	52.2%	52.4%	52.6%	54.9%	57.0%	53.4%	50.3%
%H (All HH)		100.0%	37.4%	21.6%	78.6%	37.2%	41.6%	79.5%
%H (TV HH)			37.4%	21.6%	78.6%	37.2%	41.6%	
40" and over	430	430	202	112	307	187	120	383
%V	44.8%	47.5%	59.8%	57.7%	45.3%	60.5%	32.5%	51.2%
%H (All HH)		100.0%	47.0%	26.0%	71.4%	43.5%	27.9%	89.1%
%H (TV HH)			47.0%	26.0%	71.4%	43.5%	27.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Main living room	889	889	335	191	668	307	361	697
%V	92.7%	98.1%	99.1%	98.5%	98.5%	99.4%	97.8%	93.2%
%H (All HH)		100.0%	37.7%	21.5%	75.1%	34.5%	40.6%	78.4%
%H (TV HH)			37.7%	21.5%	75.1%	34.5%	40.6%	
Kitchen	92	92	40	21	82	50	32	82
%V	9.6%	10.2%	11.8%	10.8%	12.1%	16.2%	8.7%	11.0%
%H (All HH)		100.0%	43.5%	22.8%	89.1%	54.3%	34.8%	89.1%
%H (TV HH)			43.5%	22.8%	89.1%	54.3%	34.8%	
Adult's bedroom	350	350	151	88	287	172	115	306
%V	36.5%	38.6%	44.7%	45.4%	42.3%	55.7%	31.2%	40.9%
%H (All HH)		100.0%	43.1%	25.1%	82.0%	49.1%	32.9%	87.4%
%H (TV HH)			43.1%	25.1%	82.0%	49.1%	32.9%	
Child's bedroom	86	86	45	23	63	44	19	82
%V	9.0%	9.5%	13.3%	11.9%	9.3%	14.2%	5.1%	11.0%
%H (All HH)		100.0%	52.3%	26.7%	73.3%	51.2%	22.1%	95.3%
%H (TV HH)			52.3%	26.7%	73.3%	51.2%	22.1%	
Other bedroom	57	57	30	15	49	34	15	55
%V	5.9%	6.3%	8.9%	7.7%	7.2%	11.0%	4.1%	7.4%
%H (All HH)		100.0%	52.6%	26.3%	86.0%	59.6%	26.3%	96.5%
%H (TV HH)			52.6%	26.3%	86.0%	59.6%	26.3%	
Second living/dining room	92	92	47	17	76	48	28	80
%V	9.6%	10.2%	13.9%	8.8%	11.2%	15.5%	7.6%	10.7%
%H (All HH)		100.0%	51.1%	18.5%	82.6%	52.2%	30.4%	87.0%
%H (TV HH)			51.1%	18.5%	82.6%	52.2%	30.4%	
Study/office	14	14	4	4	11	5	6	13
%V	1.5%	1.5%	1.2%	2.1%	1.6%	1.6%	1.6%	1.7%
%H (All HH)		100.0%	28.6%	28.6%	78.6%	35.7%	42.9%	92.9%
%H (TV HH)			28.6%	28.6%	78.6%	35.7%	42.9%	
TV room	10	10	5	2	7	4	3	10
%V	1.0%	1.1%	1.5%	1.0%	1.0%	1.3%	0.8%	1.3%
%H (All HH)		100.0%	50.0%	20.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			50.0%	20.0%	70.0%	40.0%	30.0%	
Conservatory	15	15	8	5	13	9	4	15
%V	1.6%	1.7%	2.4%	2.6%	1.9%	2.9%	1.1%	2.0%
%H (All HH)		100.0%	53.3%	33.3%	86.7%	60.0%	26.7%	100.0%
%H (TV HH)			53.3%	33.3%	86.7%	60.0%	26.7%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	11	11	6	1	9	5	4	11
%V	1.1%	1.2%	1.8%	0.5%	1.3%	1.6%	1.1%	1.5%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	36.4%	100.0%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	36.4%	

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

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BBC Midlands East

Household level data

Table 15.8: Platform Provider

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Any DSAT provider	338	338	338	10	208	208	0	298
%V	35.2%	37.3%	100.0%	5.2%	30.7%	67.3%	0.0%	39.8%
%H (All HH)			100.0%	3.0%	61.5%	61.5%	0.0%	88.2%
%H (TV HH)			100.0%	3.0%	61.5%	61.5%	0.0%	
Sky with subscription	273	273	273	3	166	166	0	245
%V	28.5%	30.1%	80.8%	1.5%	24.5%	53.7%	0.0%	32.8%
%H (All HH)			100.0%	1.1%	60.8%	60.8%	0.0%	89.7%
%H (TV HH)			100.0%	1.1%	60.8%	60.8%	0.0%	
Sky without subscription	23	23	23	3	16	16	0	18
%V	2.4%	2.5%	6.8%	1.5%	2.4%	5.2%	0.0%	2.4%
%H (All HH)			100.0%	13.0%	69.6%	69.6%	0.0%	78.3%
%H (TV HH)			100.0%	13.0%	69.6%	69.6%	0.0%	
Freesat	47	47	47	3	30	30	0	40
%V	4.9%	5.2%	13.9%	1.5%	4.4%	9.7%	0.0%	5.3%
%H (All HH)			100.0%	6.4%	63.8%	63.8%	0.0%	85.1%
%H (TV HH)			100.0%	6.4%	63.8%	63.8%	0.0%	
Other satellite provider	13	13	13	1	8	8	0	10
%V	1.4%	1.4%	3.8%	0.5%	1.2%	2.6%	0.0%	1.3%
%H (All HH)			100.0%	7.7%	61.5%	61.5%	0.0%	76.9%
%H (TV HH)			100.0%	7.7%	61.5%	61.5%	0.0%	
DCAB	194	194	10	194	107	107	0	177
%V	20.2%	21.4%	3.0%	100.0%	15.8%	34.6%	0.0%	23.7%
%H (All HH)			5.2%	100.0%	55.2%	55.2%	0.0%	91.2%
%H (TV HH)			5.2%	100.0%	55.2%	55.2%	0.0%	
DTT	678	678	208	107	678	309	369	512
%V	70.7%	74.8%	61.5%	55.2%	100.0%	100.0%	100.0%	68.4%
%H (All HH)		100.0%	30.7%	15.8%	100.0%	45.6%	54.4%	75.5%
%H (TV HH)			30.7%	15.8%	100.0%	45.6%	54.4%	

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 2014 - June 2015

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
PVR	549	549	280	155	387	264	123	492
%V	57.2%	60.6%	82.8%	79.9%	57.1%	85.4%	33.3%	65.8%
%H (All HH)		100.0%	51.0%	28.2%	70.5%	48.1%	22.4%	89.6%
%H (TV HH)			51.0%	28.2%	70.5%	48.1%	22.4%	
DVDR	33	33	11	5	30	12	18	25
%V	3.4%	3.6%	3.3%	2.6%	4.4%	3.9%	4.9%	3.3%
%H (All HH)		100.0%	33.3%	15.2%	90.9%	36.4%	54.5%	75.8%
%H (TV HH)			33.3%	15.2%	90.9%	36.4%	54.5%	
VCR	12	12	6	1	11	6	6	6
%V	1.3%	1.3%	1.8%	0.5%	1.6%	1.9%	1.6%	0.8%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	50.0%	
Any recorder	570	570	282	156	407	266	141	505
%V	59.4%	62.9%	83.4%	80.4%	60.0%	86.1%	38.2%	67.5%
%H (All HH)		100.0%	49.5%	27.4%	71.4%	46.7%	24.7%	88.6%
%H (TV HH)			49.5%	27.4%	71.4%	46.7%	24.7%	
Receives HDTV (via STB or built-in reception)	527	527	244	138	384	229	154	470
%V	55.0%	58.2%	72.2%	71.1%	56.6%	74.1%	41.7%	62.8%
%H (All HH)		100.0%	46.3%	26.2%	72.9%	43.5%	29.2%	89.2%
%H (TV HH)			46.3%	26.2%	72.9%	43.5%	29.2%	
DVD/Blu-ray player or recorder	669	669	269	152	509	254	254	556
%V	69.8%	73.8%	79.6%	78.4%	75.1%	82.2%	68.8%	74.3%
%H (All HH)		100.0%	40.2%	22.7%	76.1%	38.0%	38.0%	83.1%
%H (TV HH)			40.2%	22.7%	76.1%	38.0%	38.0%	

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 2014 - June 2015

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	959	906	338	194	678	309	369	748
%H (All HH)		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%
%H (TV HH)			37.3%	21.4%	74.8%	34.1%	40.7%	
Has broadband internet	748	712	298	177	512	278	234	748
%V	78.0%	78.6%	88.2%	91.2%	75.5%	90.0%	63.4%	100.0%
%H (All HH)		95.2%	39.8%	23.7%	68.4%	37.2%	31.3%	100.0%
%H (TV HH)			41.9%	24.9%	71.9%	39.0%	32.9%	
Number of computers (PCs and laptops)								
0	211	197	42	19	168	33	135	22
%V	22.0%	21.7%	12.4%	9.8%	24.8%	10.7%	36.6%	2.9%
%H (All HH)		93.4%	19.9%	9.0%	79.6%	15.6%	64.0%	10.4%
%H (TV HH)			21.3%	9.6%	85.3%	16.8%	68.5%	
1	296	275	91	66	195	83	112	277
%V	30.9%	30.4%	26.9%	34.0%	28.8%	26.9%	30.4%	37.0%
%H (All HH)		92.9%	30.7%	22.3%	65.9%	28.0%	37.8%	93.6%
%H (TV HH)			33.1%	24.0%	70.9%	30.2%	40.7%	
2	196	187	82	50	133	76	56	194
%V	20.4%	20.6%	24.3%	25.8%	19.6%	24.6%	15.2%	25.9%
%H (All HH)		95.4%	41.8%	25.5%	67.9%	38.8%	28.6%	99.0%
%H (TV HH)			43.9%	26.7%	71.1%	40.6%	29.9%	
3	113	108	52	26	78	48	30	112
%V	11.8%	11.9%	15.4%	13.4%	11.5%	15.5%	8.1%	15.0%
%H (All HH)		95.6%	46.0%	23.0%	69.0%	42.5%	26.5%	99.1%
%H (TV HH)			48.1%	24.1%	72.2%	44.4%	27.8%	
4	71	68	32	17	53	35	18	70
%V	7.4%	7.5%	9.5%	8.8%	7.8%	11.3%	4.9%	9.4%
%H (All HH)		95.8%	45.1%	23.9%	74.6%	49.3%	25.4%	98.6%
%H (TV HH)			47.1%	25.0%	77.9%	51.5%	26.5%	
5+	72	71	38	17	52	35	17	72
%V	7.5%	7.8%	11.2%	8.8%	7.7%	11.3%	4.6%	9.6%
%H (All HH)		98.6%	52.8%	23.6%	72.2%	48.6%	23.6%	100.0%
%H (TV HH)			53.5%	23.9%	73.2%	49.3%	23.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

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	1713	716	393	1349	735	613	1445
%H		41.8%	22.9%	78.8%	42.9%	35.8%	84.4%
Under 20"	189	70	40	159	81	78	157
%V	11.0%	9.8%	10.2%	11.8%	11.0%	12.7%	10.9%
%H		37.0%	21.2%	84.1%	42.9%	41.3%	83.1%
20" - 29"	392	154	78	326	168	158	316
%V	22.9%	21.5%	19.8%	24.2%	22.9%	25.8%	21.9%
%H		39.3%	19.9%	83.2%	42.9%	40.3%	80.6%
30" - 39"	566	221	129	448	227	221	463
%V	33.0%	30.9%	32.8%	33.2%	30.9%	36.1%	32.0%
%H		39.0%	22.8%	79.2%	40.1%	39.0%	81.8%
40" and over	521	254	134	378	240	139	471
%V	30.4%	35.5%	34.1%	28.0%	32.7%	22.7%	32.6%
%H		48.8%	25.7%	72.6%	46.1%	26.7%	90.4%
Don't know	45	16	12	37	19	18	38
%V	2.6%	2.2%	3.1%	2.7%	2.6%	2.9%	2.6%
%H		35.6%	26.7%	82.2%	42.2%	40.0%	84.4%

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 2014 - June 2015

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	1713	716	393	1349	735	613	1445
%H		41.8%	22.9%	78.8%	42.9%	35.8%	84.4%
Main living room	893	337	192	671	309	362	701
%V	52.1%	47.1%	48.9%	49.7%	42.0%	59.1%	48.5%
%H		37.7%	21.5%	75.1%	34.6%	40.5%	78.5%
Kitchen	92	40	21	82	50	32	82
%V	5.4%	5.6%	5.3%	6.1%	6.8%	5.2%	5.7%
%H		43.5%	22.8%	89.1%	54.3%	34.8%	89.1%
Adult's bedroom	401	171	103	331	199	132	355
%V	23.4%	23.9%	26.2%	24.5%	27.1%	21.5%	24.6%
%H		42.6%	25.7%	82.5%	49.6%	32.9%	88.5%
Child's bedroom	110	57	29	83	59	24	106
%V	6.4%	8.0%	7.4%	6.2%	8.0%	3.9%	7.3%
%H		51.8%	26.4%	75.5%	53.6%	21.8%	96.4%
Other bedroom	69	37	17	60	43	16	66
%V	4.0%	5.2%	4.3%	4.4%	5.9%	2.6%	4.6%
%H		53.6%	24.6%	87.0%	62.3%	23.2%	95.7%
Second living/dining room	94	49	18	78	50	28	82
%V	5.5%	6.8%	4.6%	5.8%	6.8%	4.6%	5.7%
%H		52.1%	19.1%	83.0%	53.2%	29.8%	87.2%
Study/office	14	4	4	11	5	6	13
%V	0.8%	0.6%	1.0%	0.8%	0.7%	1.0%	0.9%
%H		28.6%	28.6%	78.6%	35.7%	42.9%	92.9%
TV room	10	5	2	7	4	3	10
%V	0.6%	0.7%	0.5%	0.5%	0.5%	0.5%	0.7%
%H		50.0%	20.0%	70.0%	40.0%	30.0%	100.0%
Conservatory	15	8	5	13	9	4	15
%V	0.9%	1.1%	1.3%	1.0%	1.2%	0.7%	1.0%
%H		53.3%	33.3%	86.7%	60.0%	26.7%	100.0%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	0	0	0	0	0	1
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	12	7	2	10	6	4	12
%V	0.7%	1.0%	0.5%	0.7%	0.8%	0.7%	0.8%
%H		58.3%	16.7%	83.3%	50.0%	33.3%	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 2014 - June 2015

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	1713	716	393	1349	735	613	1445
%H		41.8%	22.9%	78.8%	42.9%	35.8%	84.4%
PVR	714	388	205	496	361	135	651
%V	41.7%	54.2%	52.2%	36.8%	49.1%	22.0%	45.1%
%H		54.3%	28.7%	69.5%	50.6%	18.9%	91.2%
DVDR	35	11	6	32	13	19	27
%V	2.0%	1.5%	1.5%	2.4%	1.8%	3.1%	1.9%
%H		31.4%	17.1%	91.4%	37.1%	54.3%	77.1%
VCR	13	6	1	12	6	6	7
%V	0.8%	0.8%	0.3%	0.9%	0.8%	1.0%	0.5%
%H		46.2%	7.7%	92.3%	46.2%	46.2%	53.8%
Any recorder	741	392	208	523	367	155	670
%V	43.3%	54.7%	52.9%	38.8%	49.9%	25.3%	46.4%
%H		52.9%	28.1%	70.6%	49.5%	20.9%	90.4%

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	1713	716	393	1349	735	613	1445
%H		41.8%	22.9%	78.8%	42.9%	35.8%	84.4%
Receives HDTV (via STB or built-in reception)	759	365	202	568	361	206	689
%V	44.3%	51.0%	51.4%	42.1%	49.1%	33.6%	47.7%
%H		48.1%	26.6%	74.8%	47.6%	27.1%	90.8%
DVD/Blu-ray player or recorder	931	393	221	736	404	331	801
%V	54.3%	54.9%	56.2%	54.6%	55.0%	54.0%	55.4%
%H		42.2%	23.7%	79.1%	43.4%	35.6%	86.0%

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 2014 - June 2015

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	904	338	194	677	309	369	709
%H		37.4%	21.5%	74.9%	34.2%	40.8%	78.4%
Under 20"	19	4	2	13	2	10	12
%V	2.1%	1.2%	1.0%	1.9%	0.6%	2.7%	1.7%
%H		21.1%	10.5%	68.4%	10.5%	52.6%	63.2%
20" - 29"	105	23	14	83	18	65	58
%V	11.6%	6.8%	7.2%	12.3%	5.8%	17.6%	8.2%
%H		21.9%	13.3%	79.0%	17.1%	61.9%	55.2%
30" - 39"	346	113	65	272	104	168	255
%V	38.3%	33.4%	33.5%	40.2%	33.7%	45.5%	36.0%
%H		32.7%	18.8%	78.6%	30.1%	48.6%	73.7%
40" and over	415	194	109	294	178	116	369
%V	45.9%	57.4%	56.2%	43.4%	57.6%	31.4%	52.0%
%H		46.7%	26.3%	70.8%	42.9%	28.0%	88.9%
Don't know	19	6	4	15	6	9	15
%V	2.1%	1.8%	2.1%	2.2%	1.9%	2.4%	2.1%
%H		31.6%	21.1%	78.9%	31.6%	47.4%	78.9%

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 2014 - June 2015

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	904	338	194	677	309	369	709
%H		37.4%	21.5%	74.9%	34.2%	40.8%	78.4%
PVR	538	276	154	376	260	116	483
%V	59.5%	81.7%	79.4%	55.5%	84.1%	31.4%	68.1%
%H		51.3%	28.6%	69.9%	48.3%	21.6%	89.8%
DVDR	26	7	3	23	7	16	18
%V	2.9%	2.1%	1.5%	3.4%	2.3%	4.3%	2.5%
%H		26.9%	11.5%	88.5%	26.9%	61.5%	69.2%
VCR	10	5	0	9	4	5	5
%V	1.1%	1.5%	0.0%	1.3%	1.3%	1.4%	0.7%
%H		50.0%	0.0%	90.0%	40.0%	50.0%	50.0%
Any recorder	557	277	155	395	262	134	495
%V	61.6%	82.0%	79.9%	58.3%	84.8%	36.3%	69.8%
%H		49.7%	27.8%	70.9%	47.0%	24.1%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	904	338	194	677	309	369	709
%H		37.4%	21.5%	74.9%	34.2%	40.8%	78.4%
Receives HDTV (via STB or built-in reception)	513	238	136	371	224	147	458
%V	56.7%	70.4%	70.1%	54.8%	72.5%	39.8%	64.6%
%H		46.4%	26.5%	72.3%	43.7%	28.7%	89.3%
DVD/Blu-ray player or recorder	614	241	138	463	222	241	505
%V	67.9%	71.3%	71.1%	68.4%	71.8%	65.3%	71.2%
%H		39.3%	22.5%	75.4%	36.2%	39.3%	82.2%

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 2014 - June 2015

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	809	377	200	671	427	245	736
%H		46.6%	24.7%	82.9%	52.8%	30.3%	91.0%
Under 20"	170	66	38	146	79	67	145
%V	21.0%	17.5%	19.0%	21.8%	18.5%	27.3%	19.7%
%H		38.8%	22.4%	85.9%	46.5%	39.4%	85.3%
20" - 29"	287	132	64	243	151	92	258
%V	35.5%	35.0%	32.0%	36.2%	35.4%	37.6%	35.1%
%H		46.0%	22.3%	84.7%	52.6%	32.1%	89.9%
30" - 39"	221	109	64	176	122	53	209
%V	27.3%	28.9%	32.0%	26.2%	28.6%	21.6%	28.4%
%H		49.3%	29.0%	79.6%	55.2%	24.0%	94.6%
40" and over	106	61	26	84	61	23	102
%V	13.1%	16.2%	13.0%	12.5%	14.3%	9.4%	13.9%
%H		57.5%	24.5%	79.2%	57.5%	21.7%	96.2%
Don't know	26	10	8	22	14	9	23
%V	3.2%	2.7%	4.0%	3.3%	3.3%	3.7%	3.1%
%H		38.5%	30.8%	84.6%	53.8%	34.6%	88.5%

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 2014 - June 2015

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	809	377	200	671	427	245	736
%H		46.6%	24.7%	82.9%	52.8%	30.3%	91.0%
PVR	176	112	51	120	101	18	168
%V	21.8%	29.7%	25.5%	17.9%	23.7%	7.3%	22.8%
%H		63.6%	29.0%	68.2%	57.4%	10.2%	95.5%
DVDR	10	4	3	8	6	3	9
%V	1.2%	1.1%	1.5%	1.2%	1.4%	1.2%	1.2%
%H		40.0%	30.0%	80.0%	60.0%	30.0%	90.0%
VCR	3	1	1	3	1	2	2
%V	0.4%	0.3%	0.5%	0.4%	0.2%	0.8%	0.3%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	66.7%
Any recorder	184	115	53	127	106	22	175
%V	22.7%	30.5%	26.5%	18.9%	24.8%	9.0%	23.8%
%H		62.5%	28.8%	69.0%	57.6%	12.0%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	809	377	200	671	427	245	736
%H		46.6%	24.7%	82.9%	52.8%	30.3%	91.0%
Receives HDTV (via STB or built-in reception)	246	127	66	196	137	59	231
%V	30.4%	33.7%	33.0%	29.2%	32.1%	24.1%	31.4%
%H		51.6%	26.8%	79.7%	55.7%	24.0%	93.9%
DVD/Blu-ray player or recorder	317	152	83	273	183	90	296
%V	39.2%	40.3%	41.5%	40.7%	42.9%	36.7%	40.2%
%H		47.9%	26.2%	86.1%	57.7%	28.4%	93.4%

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 2014 - June 2015

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	2276	2160	918	507	1560	827	733	1949
%H		94.9%	40.3%	22.3%	68.5%	36.3%	32.2%	85.6%
Total Children	455	436	214	111	284	175	109	419
%V	20.0%	20.2%	23.3%	21.9%	18.2%	21.2%	14.9%	21.5%
%H		95.8%	47.0%	24.4%	62.4%	38.5%	24.0%	92.1%
0 - 3	116	111	57	25	71	42	29	105
%V	5.1%	5.1%	6.2%	4.9%	4.6%	5.1%	4.0%	5.4%
%H		95.7%	49.1%	21.6%	61.2%	36.2%	25.0%	90.5%
4 - 15	339	325	157	87	213	132	81	314
%V	14.9%	15.0%	17.1%	17.2%	13.7%	16.0%	11.1%	16.1%
%H		95.9%	46.3%	25.7%	62.8%	38.9%	23.9%	92.6%
4 - 9	179	170	89	41	108	67	41	167
%V	7.9%	7.9%	9.7%	8.1%	6.9%	8.1%	5.6%	8.6%
%H		95.0%	49.7%	22.9%	60.3%	37.4%	22.9%	93.3%
10 - 15	160	155	68	46	105	66	40	147
%V	7.0%	7.2%	7.4%	9.1%	6.7%	8.0%	5.5%	7.5%
%H		96.9%	42.5%	28.8%	65.6%	41.3%	25.0%	91.9%

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 2014 - June 2015

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	2276	2160	918	507	1560	827	733	1949
%H		94.9%	40.3%	22.3%	68.5%	36.3%	32.2%	85.6%
Total Adults (16+)	1822	1724	704	396	1275	652	623	1530
%V	80.1%	79.8%	76.7%	78.1%	81.7%	78.8%	85.0%	78.5%
%H		94.6%	38.6%	21.7%	70.0%	35.8%	34.2%	84.0%
16 - 19	104	98	42	26	70	41	29	94
%V	4.6%	4.5%	4.6%	5.1%	4.5%	5.0%	4.0%	4.8%
%H		94.2%	40.4%	25.0%	67.3%	39.4%	27.9%	90.4%
20 - 24	164	138	44	39	96	46	49	153
%V	7.2%	6.4%	4.8%	7.7%	6.2%	5.6%	6.7%	7.9%
%H		84.1%	26.8%	23.8%	58.5%	28.0%	29.9%	93.3%
25 - 34	316	286	133	75	190	115	74	296
%V	13.9%	13.2%	14.5%	14.8%	12.2%	13.9%	10.1%	15.2%
%H		90.5%	42.1%	23.7%	60.1%	36.4%	23.4%	93.7%
35 - 44	282	265	136	68	178	113	64	261
%V	12.4%	12.3%	14.8%	13.4%	11.4%	13.7%	8.7%	13.4%
%H		94.0%	48.2%	24.1%	63.1%	40.1%	22.7%	92.6%
45 - 54	329	319	142	79	232	132	100	301
%V	14.5%	14.8%	15.5%	15.6%	14.9%	16.0%	13.6%	15.4%
%H		97.0%	43.2%	24.0%	70.5%	40.1%	30.4%	91.5%
55 - 64	255	252	102	58	195	101	94	223
%V	11.2%	11.7%	11.1%	11.4%	12.5%	12.2%	12.8%	11.4%
%H		98.8%	40.0%	22.7%	76.5%	39.6%	36.9%	87.5%
65+	372	365	106	51	315	103	212	202
%V	16.3%	16.9%	11.5%	10.1%	20.2%	12.5%	28.9%	10.4%
%H		98.1%	28.5%	13.7%	84.7%	27.7%	57.0%	54.3%

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 2014 - June 2015

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+)		1822	1724	704	396	1275	652	623	1530
	%H		94.6%	38.6%	21.7%	70.0%	35.8%	34.2%	84.0%
AB		435	423	191	85	320	169	151	414
	%V	23.9%	24.5%	27.1%	21.5%	25.1%	25.9%	24.2%	27.1%
	%H		97.2%	43.9%	19.5%	73.6%	38.9%	34.7%	95.2%
C1		478	435	172	116	325	176	149	433
	%V	26.2%	25.2%	24.4%	29.3%	25.5%	27.0%	23.9%	28.3%
	%H		91.0%	36.0%	24.3%	68.0%	36.8%	31.2%	90.6%
C2		400	392	171	87	296	165	131	334
	%V	22.0%	22.7%	24.3%	22.0%	23.2%	25.3%	21.0%	21.8%
	%H		98.0%	42.8%	21.8%	74.0%	41.3%	32.8%	83.5%
D		324	297	121	75	201	102	98	251
	%V	17.8%	17.2%	17.2%	18.9%	15.8%	15.6%	15.7%	16.4%
	%H		91.7%	37.3%	23.1%	62.0%	31.5%	30.2%	77.5%
E		185	177	49	33	133	40	93	98
	%V	10.2%	10.3%	7.0%	8.3%	10.4%	6.1%	14.9%	6.4%
	%H		95.7%	26.5%	17.8%	71.9%	21.6%	50.3%	53.0%

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 2014 - June 2015

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+)	1822	1724	704	396	1275	652	623	1530
%H		94.6%	38.6%	21.7%	70.0%	35.8%	34.2%	84.0%
Working full time	828	789	358	204	565	337	229	778
%V	45.4%	45.8%	50.9%	51.5%	44.3%	51.7%	36.8%	50.8%
%H		95.3%	43.2%	24.6%	68.2%	40.7%	27.7%	94.0%
Working part time	200	193	85	49	137	78	59	187
%V	11.0%	11.2%	12.1%	12.4%	10.7%	12.0%	9.5%	12.2%
%H		96.5%	42.5%	24.5%	68.5%	39.0%	29.5%	93.5%
Not working	794	742	261	143	573	237	335	565
%V	43.6%	43.0%	37.1%	36.1%	44.9%	36.3%	53.8%	36.9%
%H		93.5%	32.9%	18.0%	72.2%	29.8%	42.2%	71.2%
Housewife/Houseperson	959	906	338	194	678	309	369	748
%V	52.6%	52.6%	48.0%	49.0%	53.2%	47.4%	59.2%	48.9%
%H		94.5%	35.2%	20.2%	70.7%	32.2%	38.5%	78.0%

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

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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+)	898	843	357	193	620	329	291	765
%H		93.9%	39.8%	21.5%	69.0%	36.6%	32.4%	85.2%
16 - 19	51	48	20	13	33	19	14	46
%V	5.7%	5.7%	5.6%	6.7%	5.3%	5.8%	4.8%	6.0%
%H		94.1%	39.2%	25.5%	64.7%	37.3%	27.5%	90.2%
20 - 24	85	69	24	17	48	23	25	80
%V	9.5%	8.2%	6.7%	8.8%	7.7%	7.0%	8.6%	10.5%
%H		81.2%	28.2%	20.0%	56.5%	27.1%	29.4%	94.1%
25 - 34	161	146	68	37	101	63	38	151
%V	17.9%	17.3%	19.0%	19.2%	16.3%	19.1%	13.1%	19.7%
%H		90.7%	42.2%	23.0%	62.7%	39.1%	23.6%	93.8%
35 - 44	134	123	65	31	80	52	28	124
%V	14.9%	14.6%	18.2%	16.1%	12.9%	15.8%	9.6%	16.2%
%H		91.8%	48.5%	23.1%	59.7%	38.8%	20.9%	92.5%
45 - 54	162	156	71	38	113	65	48	146
%V	18.0%	18.5%	19.9%	19.7%	18.2%	19.8%	16.5%	19.1%
%H		96.3%	43.8%	23.5%	69.8%	40.1%	29.6%	90.1%
55 - 64	134	132	54	30	100	51	49	116
%V	14.9%	15.7%	15.1%	15.5%	16.1%	15.5%	16.8%	15.2%
%H		98.5%	40.3%	22.4%	74.6%	38.1%	36.6%	86.6%
65+	173	169	56	27	145	56	89	103
%V	19.3%	20.0%	15.7%	14.0%	23.4%	17.0%	30.6%	13.5%
%H		97.7%	32.4%	15.6%	83.8%	32.4%	51.4%	59.5%

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 2014 - June 2015

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+)	898	843	357	193	620	329	291	765
%H		93.9%	39.8%	21.5%	69.0%	36.6%	32.4%	85.2%
AB	217	212	98	43	159	86	73	207
%V	24.2%	25.1%	27.5%	22.3%	25.6%	26.1%	25.1%	27.1%
%H		97.7%	45.2%	19.8%	73.3%	39.6%	33.6%	95.4%
C1	224	202	85	52	150	84	65	205
%V	24.9%	24.0%	23.8%	26.9%	24.2%	25.5%	22.3%	26.8%
%H		90.2%	37.9%	23.2%	67.0%	37.5%	29.0%	91.5%
C2	223	217	94	49	163	91	72	185
%V	24.8%	25.7%	26.3%	25.4%	26.3%	27.7%	24.7%	24.2%
%H		97.3%	42.2%	22.0%	73.1%	40.8%	32.3%	83.0%
D	156	138	59	34	91	47	43	123
%V	17.4%	16.4%	16.5%	17.6%	14.7%	14.3%	14.8%	16.1%
%H		88.5%	37.8%	21.8%	58.3%	30.1%	27.6%	78.8%
E	78	74	22	15	58	20	38	45
%V	8.7%	8.8%	6.2%	7.8%	9.4%	6.1%	13.1%	5.9%
%H		94.9%	28.2%	19.2%	74.4%	25.6%	48.7%	57.7%

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 2014 - June 2015

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+)	898	843	357	193	620	329	291	765
%H		93.9%	39.8%	21.5%	69.0%	36.6%	32.4%	85.2%
Working full time	526	500	228	128	359	213	146	491
%V	58.6%	59.3%	63.9%	66.3%	57.9%	64.7%	50.2%	64.2%
%H		95.1%	43.3%	24.3%	68.3%	40.5%	27.8%	93.3%
Working part time	43	39	16	11	24	13	12	38
%V	4.8%	4.6%	4.5%	5.7%	3.9%	4.0%	4.1%	5.0%
%H		90.7%	37.2%	25.6%	55.8%	30.2%	27.9%	88.4%
Not working	330	304	113	55	237	103	134	236
%V	36.7%	36.1%	31.7%	28.5%	38.2%	31.3%	46.0%	30.8%
%H		92.1%	34.2%	16.7%	71.8%	31.2%	40.6%	71.5%
Housewife/Houseperson	222	202	63	40	148	54	94	154
%V	24.7%	24.0%	17.6%	20.7%	23.9%	16.4%	32.3%	20.1%
%H		91.0%	28.4%	18.0%	66.7%	24.3%	42.3%	69.4%

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 2014 - June 2015

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+)	923	881	347	203	655	324	332	765
%H		95.4%	37.6%	22.0%	71.0%	35.1%	36.0%	82.9%
16 - 19	53	50	21	13	38	22	15	48
%V	5.7%	5.7%	6.1%	6.4%	5.8%	6.8%	4.5%	6.3%
%H		94.3%	39.6%	24.5%	71.7%	41.5%	28.3%	90.6%
20 - 24	79	69	20	22	48	24	25	73
%V	8.6%	7.8%	5.8%	10.8%	7.3%	7.4%	7.5%	9.5%
%H		87.3%	25.3%	27.8%	60.8%	30.4%	31.6%	92.4%
25 - 34	155	140	66	38	89	53	36	146
%V	16.8%	15.9%	19.0%	18.7%	13.6%	16.4%	10.8%	19.1%
%H		90.3%	42.6%	24.5%	57.4%	34.2%	23.2%	94.2%
35 - 44	149	142	71	36	97	61	36	137
%V	16.1%	16.1%	20.5%	17.7%	14.8%	18.8%	10.8%	17.9%
%H		95.3%	47.7%	24.2%	65.1%	40.9%	24.2%	91.9%
45 - 54	167	164	71	42	118	67	52	155
%V	18.1%	18.6%	20.5%	20.7%	18.0%	20.7%	15.7%	20.3%
%H		98.2%	42.5%	25.1%	70.7%	40.1%	31.1%	92.8%
55 - 64	122	120	48	28	95	50	44	107
%V	13.2%	13.6%	13.8%	13.8%	14.5%	15.4%	13.3%	14.0%
%H		98.4%	39.3%	23.0%	77.9%	41.0%	36.1%	87.7%
65+	199	195	50	24	171	47	124	99
%V	21.6%	22.1%	14.4%	11.8%	26.1%	14.5%	37.3%	12.9%
%H		98.0%	25.1%	12.1%	85.9%	23.6%	62.3%	49.7%

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 2014 - June 2015

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+)	923	881	347	203	655	324	332	765
%H		95.4%	37.6%	22.0%	71.0%	35.1%	36.0%	82.9%
AB	217	211	93	42	161	83	78	208
%V	23.5%	24.0%	26.8%	20.7%	24.6%	25.6%	23.5%	27.2%
%H		97.2%	42.9%	19.4%	74.2%	38.2%	35.9%	95.9%
C1	253	233	88	64	176	92	84	227
%V	27.4%	26.4%	25.4%	31.5%	26.9%	28.4%	25.3%	29.7%
%H		92.1%	34.8%	25.3%	69.6%	36.4%	33.2%	89.7%
C2	178	175	77	38	133	74	59	149
%V	19.3%	19.9%	22.2%	18.7%	20.3%	22.8%	17.8%	19.5%
%H		98.3%	43.3%	21.3%	74.7%	41.6%	33.1%	83.7%
D	168	159	62	41	110	55	55	127
%V	18.2%	18.0%	17.9%	20.2%	16.8%	17.0%	16.6%	16.6%
%H		94.6%	36.9%	24.4%	65.5%	32.7%	32.7%	75.6%
E	106	102	28	18	76	20	55	53
%V	11.5%	11.6%	8.1%	8.9%	11.6%	6.2%	16.6%	6.9%
%H		96.2%	26.4%	17.0%	71.7%	18.9%	51.9%	50.0%

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 2014 - June 2015

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+)	923	881	347	203	655	324	332	765
%H		95.4%	37.6%	22.0%	71.0%	35.1%	36.0%	82.9%
Working full time	302	289	130	76	207	124	83	287
%V	32.7%	32.8%	37.5%	37.4%	31.6%	38.3%	25.0%	37.5%
%H		95.7%	43.0%	25.2%	68.5%	41.1%	27.5%	95.0%
Working part time	158	154	69	38	113	66	47	149
%V	17.1%	17.5%	19.9%	18.7%	17.3%	20.4%	14.2%	19.5%
%H		97.5%	43.7%	24.1%	71.5%	41.8%	29.7%	94.3%
Not working	464	438	148	88	336	134	202	328
%V	50.3%	49.7%	42.7%	43.3%	51.3%	41.4%	60.8%	42.9%
%H		94.4%	31.9%	19.0%	72.4%	28.9%	43.5%	70.7%
Housewife/Houseperson	737	704	275	154	530	255	275	595
%V	79.8%	79.9%	79.3%	75.9%	80.9%	78.7%	82.8%	77.8%
%H		95.5%	37.3%	20.9%	71.9%	34.6%	37.3%	80.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total