



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

October 2011 to September 2012

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2011 - September 2012

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See also

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

This reports contains the weighted data results from the Establishment survey for the period October 2011 - September 2012

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
AB	1489	1411	1375	613	293	878	394	484
%V	29.0%	29.3%	29.6%	30.8%	34.7%	28.4%	32.1%	25.9%
%H (All HH)		94.8%	92.3%	41.2%	19.7%	59.0%	26.5%	32.5%
%H (TV HH)			97.4%	43.4%	20.8%	62.2%	27.9%	34.3%
C1	1530	1408	1365	559	254	932	368	565
%V	29.8%	29.2%	29.4%	28.1%	30.1%	30.1%	30.0%	30.3%
%H (All HH)		92.0%	89.2%	36.5%	16.6%	60.9%	24.1%	36.9%
%H (TV HH)			96.9%	39.7%	18.0%	66.2%	26.1%	40.1%
C2	808	780	755	355	145	499	236	263
%V	15.7%	16.2%	16.2%	17.9%	17.2%	16.1%	19.2%	14.1%
%H (All HH)		96.5%	93.4%	43.9%	17.9%	61.8%	29.2%	32.5%
%H (TV HH)			96.8%	45.5%	18.6%	64.0%	30.3%	33.7%
D	684	636	611	282	96	384	143	242
%V	13.3%	13.2%	13.1%	14.2%	11.4%	12.4%	11.6%	13.0%
%H (All HH)		93.0%	89.3%	41.2%	14.0%	56.1%	20.9%	35.4%
%H (TV HH)			96.1%	44.3%	15.1%	60.4%	22.5%	38.1%
E	626	585	541	179	55	400	87	313
%V	12.2%	12.1%	11.6%	9.0%	6.5%	12.9%	7.1%	16.8%
%H (All HH)		93.5%	86.4%	28.6%	8.8%	63.9%	13.9%	50.0%
%H (TV HH)			92.5%	30.6%	9.4%	68.4%	14.9%	53.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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October 2011 - September 2012

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Under 25	205	162	154	69	29	83	26	58
%V	4.0%	3.4%	3.3%	3.5%	3.4%	2.7%	2.1%	3.1%
%H (All HH)		79.0%	75.1%	33.7%	14.1%	40.5%	12.7%	28.3%
%H (TV HH)			95.1%	42.6%	17.9%	51.2%	16.0%	35.8%
25 - 34	1015	910	873	439	170	487	211	276
%V	19.8%	18.9%	18.8%	22.1%	20.1%	15.7%	17.2%	14.8%
%H (All HH)		89.7%	86.0%	43.3%	16.7%	48.0%	20.8%	27.2%
%H (TV HH)			95.9%	48.2%	18.7%	53.5%	23.2%	30.3%
35 - 44	1050	978	957	483	200	566	281	285
%V	20.4%	20.3%	20.6%	24.3%	23.7%	18.3%	22.9%	15.3%
%H (All HH)		93.1%	91.1%	46.0%	19.0%	53.9%	26.8%	27.1%
%H (TV HH)			97.9%	49.4%	20.4%	57.9%	28.7%	29.1%
45 - 54	1006	962	942	438	203	622	309	313
%V	19.6%	20.0%	20.3%	22.0%	24.1%	20.1%	25.2%	16.8%
%H (All HH)		95.6%	93.6%	43.5%	20.2%	61.8%	30.7%	31.1%
%H (TV HH)			97.9%	45.5%	21.1%	64.7%	32.1%	32.5%
55 - 64	723	703	684	265	125	511	211	300
%V	14.1%	14.6%	14.7%	13.3%	14.8%	16.5%	17.2%	16.1%
%H (All HH)		97.2%	94.6%	36.7%	17.3%	70.7%	29.2%	41.5%
%H (TV HH)			97.3%	37.7%	17.8%	72.7%	30.0%	42.7%
65 +	1139	1104	1037	293	117	826	190	635
%V	22.2%	22.9%	22.3%	14.7%	13.9%	26.7%	15.5%	34.0%
%H (All HH)		96.9%	91.0%	25.7%	10.3%	72.5%	16.7%	55.8%
%H (TV HH)			93.9%	26.5%	10.6%	74.8%	17.2%	57.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Household level data
Table 1.3: Size of Household
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
1	1941	1753	1644	446	238	1222	255	967
%V	37.8%	36.4%	35.4%	22.4%	28.2%	39.5%	20.8%	51.8%
%H (All HH)		90.3%	84.7%	23.0%	12.3%	63.0%	13.1%	49.8%
%H (TV HH)			93.8%	25.4%	13.6%	69.7%	14.5%	55.2%
2	1296	1232	1204	530	232	792	340	453
%V	25.2%	25.6%	25.9%	26.7%	27.5%	25.6%	27.7%	24.3%
%H (All HH)		95.1%	92.9%	40.9%	17.9%	61.1%	26.2%	35.0%
%H (TV HH)			97.7%	43.0%	18.8%	64.3%	27.6%	36.8%
3	758	733	717	383	152	442	248	195
%V	14.8%	15.2%	15.4%	19.3%	18.0%	14.3%	20.2%	10.4%
%H (All HH)		96.7%	94.6%	50.5%	20.1%	58.3%	32.7%	25.7%
%H (TV HH)			97.8%	52.3%	20.7%	60.3%	33.8%	26.6%
4	722	701	689	377	146	422	248	175
%V	14.1%	14.5%	14.8%	19.0%	17.3%	13.6%	20.2%	9.4%
%H (All HH)		97.1%	95.4%	52.2%	20.2%	58.4%	34.3%	24.2%
%H (TV HH)			98.3%	53.8%	20.8%	60.2%	35.4%	25.0%
5+	420	401	393	252	76	216	138	78
%V	8.2%	8.3%	8.5%	12.7%	9.0%	7.0%	11.2%	4.2%
%H (All HH)		95.5%	93.6%	60.0%	18.1%	51.4%	32.9%	18.6%
%H (TV HH)			98.0%	62.8%	19.0%	53.9%	34.4%	19.5%
Average HH size	2.33	2.36	2.39	2.79	2.55	2.26	2.78	1.91

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

October 2011 - September 2012

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Without	3823	3544	3395	1286	597	2364	821	1543
%V	74.4%	73.5%	73.1%	64.7%	70.7%	76.4%	66.9%	82.6%
%H (All HH)		92.7%	88.8%	33.6%	15.6%	61.8%	21.5%	40.4%
%H (TV HH)			95.8%	36.3%	16.8%	66.7%	23.2%	43.5%
With	1314	1275	1252	702	247	731	407	324
%V	25.6%	26.5%	26.9%	35.3%	29.3%	23.6%	33.1%	17.4%
%H (All HH)		97.0%	95.3%	53.4%	18.8%	55.6%	31.0%	24.7%
%H (TV HH)			98.2%	55.1%	19.4%	57.3%	31.9%	25.4%
0 - 3	564	538	524	302	92	293	155	139
%V	11.0%	11.2%	11.3%	15.2%	10.9%	9.5%	12.6%	7.4%
%H (All HH)		95.4%	92.9%	53.5%	16.3%	52.0%	27.5%	24.6%
%H (TV HH)			97.4%	56.1%	17.1%	54.5%	28.8%	25.8%
4 - 9	665	648	636	364	123	371	210	161
%V	12.9%	13.4%	13.7%	18.3%	14.6%	12.0%	17.1%	8.6%
%H (All HH)		97.4%	95.6%	54.7%	18.5%	55.8%	31.6%	24.2%
%H (TV HH)			98.1%	56.2%	19.0%	57.3%	32.4%	24.8%
10 - 15	555	546	537	305	115	321	193	128
%V	10.8%	11.3%	11.6%	15.3%	13.6%	10.4%	15.7%	6.9%
%H (All HH)		98.4%	96.8%	55.0%	20.7%	57.8%	34.8%	23.1%
%H (TV HH)			98.4%	55.9%	21.1%	58.8%	35.3%	23.4%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
1	2343	2343	2210	806	359	1307	250	1057
%V	45.6%	48.6%	47.6%	40.5%	42.5%	42.2%	20.4%	56.6%
%H (All HH)		100.0%	94.3%	34.4%	15.3%	55.8%	10.7%	45.1%
%H (TV HH)			94.3%	34.4%	15.3%	55.8%	10.7%	45.1%
2	1488	1488	1454	631	287	1016	461	555
%V	29.0%	30.9%	31.3%	31.7%	34.0%	32.8%	37.5%	29.7%
%H (All HH)		100.0%	97.7%	42.4%	19.3%	68.3%	31.0%	37.3%
%H (TV HH)			97.7%	42.4%	19.3%	68.3%	31.0%	37.3%
3	615	615	612	331	116	478	302	176
%V	12.0%	12.8%	13.2%	16.6%	13.7%	15.4%	24.6%	9.4%
%H (All HH)		100.0%	99.5%	53.8%	18.9%	77.7%	49.1%	28.6%
%H (TV HH)			99.5%	53.8%	18.9%	77.7%	49.1%	28.6%
4	250	250	247	144	54	195	140	55
%V	4.9%	5.2%	5.3%	7.2%	6.4%	6.3%	11.4%	2.9%
%H (All HH)		100.0%	98.8%	57.6%	21.6%	78.0%	56.0%	22.0%
%H (TV HH)			98.8%	57.6%	21.6%	78.0%	56.0%	22.0%
5+	124	124	124	76	28	99	75	25
%V	2.4%	2.6%	2.7%	3.8%	3.3%	3.2%	6.1%	1.3%
%H (All HH)		100.0%	100.0%	61.3%	22.6%	79.8%	60.5%	20.2%
%H (TV HH)			100.0%	61.3%	22.6%	79.8%	60.5%	20.2%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Under 20"	1320	1320	1274	522	223	1019	474	545
%V	25.7%	27.4%	27.4%	26.3%	26.4%	32.9%	38.6%	29.2%
%H (All HH)		100.0%	96.5%	39.5%	16.9%	77.2%	35.9%	41.3%
%H (TV HH)			96.5%	39.5%	16.9%	77.2%	35.9%	41.3%
20" - 29"	1884	1884	1805	689	329	1347	538	809
%V	36.7%	39.1%	38.8%	34.7%	39.0%	43.5%	43.8%	43.3%
%H (All HH)		100.0%	95.8%	36.6%	17.5%	71.5%	28.6%	42.9%
%H (TV HH)			95.8%	36.6%	17.5%	71.5%	28.6%	42.9%
30" - 39"	2260	2260	2220	1010	414	1510	686	824
%V	44.0%	46.9%	47.8%	50.8%	49.1%	48.8%	55.9%	44.1%
%H (All HH)		100.0%	98.2%	44.7%	18.3%	66.8%	30.4%	36.5%
%H (TV HH)			98.2%	44.7%	18.3%	66.8%	30.4%	36.5%
40" and over	1682	1682	1667	965	341	999	609	390
%V	32.7%	34.9%	35.9%	48.5%	40.4%	32.3%	49.6%	20.9%
%H (All HH)		100.0%	99.1%	57.4%	20.3%	59.4%	36.2%	23.2%
%H (TV HH)			99.1%	57.4%	20.3%	59.4%	36.2%	23.2%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Main living room	4725	4725	4573	1964	834	3040	1214	1827
%V	92.0%	98.0%	98.4%	98.8%	98.8%	98.2%	98.9%	97.9%
%H (All HH)		100.0%	96.8%	41.6%	17.7%	64.3%	25.7%	38.7%
%H (TV HH)			96.8%	41.6%	17.7%	64.3%	25.7%	38.7%
Kitchen	535	535	530	261	90	434	248	186
%V	10.4%	11.1%	11.4%	13.1%	10.7%	14.0%	20.2%	10.0%
%H (All HH)		100.0%	99.1%	48.8%	16.8%	81.1%	46.4%	34.8%
%H (TV HH)			99.1%	48.8%	16.8%	81.1%	46.4%	34.8%
Adult's bedroom	1860	1860	1824	895	368	1355	763	592
%V	36.2%	38.6%	39.3%	45.0%	43.6%	43.8%	62.1%	31.7%
%H (All HH)		100.0%	98.1%	48.1%	19.8%	72.8%	41.0%	31.8%
%H (TV HH)			98.1%	48.1%	19.8%	72.8%	41.0%	31.8%
Child's bedroom	239	239	238	137	53	181	126	55
%V	4.7%	5.0%	5.1%	6.9%	6.3%	5.8%	10.3%	2.9%
%H (All HH)		100.0%	99.6%	57.3%	22.2%	75.7%	52.7%	23.0%
%H (TV HH)			99.6%	57.3%	22.2%	75.7%	52.7%	23.0%
Other bedroom	202	202	200	110	38	153	95	58
%V	3.9%	4.2%	4.3%	5.5%	4.5%	4.9%	7.7%	3.1%
%H (All HH)		100.0%	99.0%	54.5%	18.8%	75.7%	47.0%	28.7%
%H (TV HH)			99.0%	54.5%	18.8%	75.7%	47.0%	28.7%
Second living/dining room	340	340	337	164	66	258	144	114
%V	6.6%	7.1%	7.3%	8.2%	7.8%	8.3%	11.7%	6.1%
%H (All HH)		100.0%	99.1%	48.2%	19.4%	75.9%	42.4%	33.5%
%H (TV HH)			99.1%	48.2%	19.4%	75.9%	42.4%	33.5%
Study/office	73	73	73	41	15	53	34	19
%V	1.4%	1.5%	1.6%	2.1%	1.8%	1.7%	2.8%	1.0%
%H (All HH)		100.0%	100.0%	56.2%	20.5%	72.6%	46.6%	26.0%
%H (TV HH)			100.0%	56.2%	20.5%	72.6%	46.6%	26.0%
TV room	51	51	51	27	11	37	22	14
%V	1.0%	1.1%	1.1%	1.4%	1.3%	1.2%	1.8%	0.7%
%H (All HH)		100.0%	100.0%	52.9%	21.6%	72.5%	43.1%	27.5%
%H (TV HH)			100.0%	52.9%	21.6%	72.5%	43.1%	27.5%
Conservatory	22	22	22	13	6	18	13	5
%V	0.4%	0.5%	0.5%	0.7%	0.7%	0.6%	1.1%	0.3%
%H (All HH)		100.0%	100.0%	59.1%	27.3%	81.8%	59.1%	22.7%
%H (TV HH)			100.0%	59.1%	27.3%	81.8%	59.1%	22.7%
Attic or loft room	6	6	6	2	2	4	3	1
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	66.7%	50.0%	16.7%
%H (TV HH)			100.0%	33.3%	33.3%	66.7%	50.0%	16.7%
No specific location	16	16	15	6	4	13	7	5
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	93.8%	37.5%	25.0%	81.3%	43.8%	31.3%
%H (TV HH)			93.8%	37.5%	25.0%	81.3%	43.8%	31.3%
Other	31	31	31	20	3	25	18	7
%V	0.6%	0.6%	0.7%	1.0%	0.4%	0.8%	1.5%	0.4%
%H (All HH)		100.0%	100.0%	64.5%	9.7%	80.6%	58.1%	22.6%
%H (TV HH)			100.0%	64.5%	9.7%	80.6%	58.1%	22.6%

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
October 2011 - September 2012
BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
PVR	2461	2461	2457	1558	534	1370	965	405
%V	47.9%	51.1%	52.9%	78.4%	63.3%	44.3%	78.6%	21.7%
%H (All HH)		100.0%	99.8%	63.3%	21.7%	55.7%	39.2%	16.5%
%H (TV HH)			99.8%	63.3%	21.7%	55.7%	39.2%	16.5%
DVDR	487	487	485	188	99	355	153	202
%V	9.5%	10.1%	10.4%	9.5%	11.7%	11.5%	12.5%	10.8%
%H (All HH)		100.0%	99.6%	38.6%	20.3%	72.9%	31.4%	41.5%
%H (TV HH)			99.6%	38.6%	20.3%	72.9%	31.4%	41.5%
VCR	498	498	475	155	80	369	127	242
%V	9.7%	10.3%	10.2%	7.8%	9.5%	11.9%	10.3%	13.0%
%H (All HH)		100.0%	95.4%	31.1%	16.1%	74.1%	25.5%	48.6%
%H (TV HH)			95.4%	31.1%	16.1%	74.1%	25.5%	48.6%
Any recorder	2906	2906	2878	1625	597	1720	1022	698
%V	56.6%	60.3%	61.9%	81.7%	70.7%	55.6%	83.2%	37.4%
%H (All HH)		100.0%	99.0%	55.9%	20.5%	59.2%	35.2%	24.0%
%H (TV HH)			99.0%	55.9%	20.5%	59.2%	35.2%	24.0%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Receives HDTV (via STB or built-in reception)	2265	2265	2263	1146	605	1388	834	554
%V	44.1%	47.0%	48.7%	57.6%	71.7%	44.8%	67.9%	29.7%
%H (All HH)		100.0%	99.9%	50.6%	26.7%	61.3%	36.8%	24.5%
%H (TV HH)			99.9%	50.6%	26.7%	61.3%	36.8%	24.5%
DVD/Blu-ray player or recorder	3715	3715	3649	1610	697	2450	1066	1384
%V	72.3%	77.1%	78.5%	81.0%	82.6%	79.2%	86.8%	74.1%
%H (All HH)		100.0%	98.2%	43.3%	18.8%	65.9%	28.7%	37.3%
%H (TV HH)			98.2%	43.3%	18.8%	65.9%	28.7%	37.3%

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
October 2011 - September 2012
BBC London
Household level data
Table 1.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4819	4647	1988	844	3095	1228	1867
%H (All HH)		93.8%	90.5%	38.7%	16.4%	60.2%	23.9%	36.3%
%H (TV HH)			96.4%	41.3%	17.5%	64.2%	25.5%	38.7%
Has PC or Laptop	4077	3842	3756	1769	771	2392	1127	1265
%V	79.4%	79.7%	80.8%	89.0%	91.4%	77.3%	91.8%	67.8%
%H (All HH)		94.2%	92.1%	43.4%	18.9%	58.7%	27.6%	31.0%
%H (TV HH)			97.8%	46.0%	20.1%	62.3%	29.3%	32.9%
Has broadband internet	3847	3636	3561	1711	758	2242	1102	1140
%V	74.9%	75.5%	76.6%	86.1%	89.8%	72.4%	89.7%	61.1%
%H (All HH)		94.5%	92.6%	44.5%	19.7%	58.3%	28.6%	29.6%
%H (TV HH)			97.9%	47.1%	20.8%	61.7%	30.3%	31.4%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8829	8610	4049	1647	6091	3045	3046
%H		97.5%	45.9%	18.7%	69.0%	34.5%	34.5%
Under 20"	1719	1668	708	291	1346	652	695
%V	19.5%	19.4%	17.5%	17.7%	22.1%	21.4%	22.8%
%H		97.0%	41.2%	16.9%	78.3%	37.9%	40.4%
20" - 29"	2307	2217	888	411	1683	733	950
%V	26.1%	25.7%	21.9%	25.0%	27.6%	24.1%	31.2%
%H		96.1%	38.5%	17.8%	73.0%	31.8%	41.2%
30" - 39"	2584	2543	1188	492	1743	844	899
%V	29.3%	29.5%	29.3%	29.9%	28.6%	27.7%	29.5%
%H		98.4%	46.0%	19.0%	67.5%	32.7%	34.8%
40" and over	1882	1866	1104	386	1123	713	410
%V	21.3%	21.7%	27.3%	23.4%	18.4%	23.4%	13.5%
%H		99.1%	58.7%	20.5%	59.7%	37.9%	21.8%
Don't know	137	131	54	26	91	38	53
%V	1.6%	1.5%	1.3%	1.6%	1.5%	1.2%	1.7%
%H		95.6%	39.4%	19.0%	66.4%	27.7%	38.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Set level data
Table 1.12: Location of set
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8829	8610	4049	1647	6091	3045	3046
%H		97.5%	45.9%	18.7%	69.0%	34.5%	34.5%
Main living room	4765	4611	1985	840	3067	1228	1839
%V	54.0%	53.6%	49.0%	51.0%	50.4%	40.3%	60.4%
%H		96.8%	41.7%	17.6%	64.4%	25.8%	38.6%
Kitchen	540	535	264	90	438	250	188
%V	6.1%	6.2%	6.5%	5.5%	7.2%	8.2%	6.2%
%H		99.1%	48.9%	16.7%	81.1%	46.3%	34.8%
Adult's bedroom	2246	2207	1121	453	1665	987	677
%V	25.4%	25.6%	27.7%	27.5%	27.3%	32.4%	22.2%
%H		98.3%	49.9%	20.2%	74.1%	43.9%	30.1%
Child's bedroom	290	290	167	66	221	156	65
%V	3.3%	3.4%	4.1%	4.0%	3.6%	5.1%	2.1%
%H		100.0%	57.6%	22.8%	76.2%	53.8%	22.4%
Other bedroom	240	238	128	48	180	112	69
%V	2.7%	2.8%	3.2%	2.9%	3.0%	3.7%	2.3%
%H		99.2%	53.3%	20.0%	75.0%	46.7%	28.8%
Second living/dining room	343	341	166	66	260	146	114
%V	3.9%	4.0%	4.1%	4.0%	4.3%	4.8%	3.7%
%H		99.4%	48.4%	19.2%	75.8%	42.6%	33.2%
Study/office	73	73	41	15	53	35	19
%V	0.8%	0.8%	1.0%	0.9%	0.9%	1.1%	0.6%
%H		100.0%	56.2%	20.5%	72.6%	47.9%	26.0%
TV room	53	53	28	12	38	24	15
%V	0.6%	0.6%	0.7%	0.7%	0.6%	0.8%	0.5%
%H		100.0%	52.8%	22.6%	71.7%	45.3%	28.3%
Conservatory	22	22	13	6	18	13	5
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H		100.0%	59.1%	27.3%	81.8%	59.1%	22.7%
Attic or loft room	6	6	2	2	4	3	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	33.3%	33.3%	66.7%	50.0%	16.7%
No specific location	17	16	7	4	14	8	6
%H		94.1%	41.2%	23.5%	82.4%	47.1%	35.3%
Other	33	33	21	3	27	19	9
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.6%	0.3%
%H		100.0%	63.6%	9.1%	81.8%	57.6%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8829	8610	4049	1647	6091	3045	3046
%H		97.5%	45.9%	18.7%	69.0%	34.5%	34.5%
PVR	3115	3111	2062	663	1704	1264	440
%V	35.3%	36.1%	50.9%	40.3%	28.0%	41.5%	14.4%
%H		99.9%	66.2%	21.3%	54.7%	40.6%	14.1%
DVDR	544	542	217	112	395	177	218
%V	6.2%	6.3%	5.4%	6.8%	6.5%	5.8%	7.2%
%H		99.6%	39.9%	20.6%	72.6%	32.5%	40.1%
VCR	558	532	177	91	418	150	268
%V	6.3%	6.2%	4.4%	5.5%	6.9%	4.9%	8.8%
%H		95.3%	31.7%	16.3%	74.9%	26.9%	48.0%
Any recorder	3717	3687	2200	756	2184	1394	790
%V	42.1%	42.8%	54.3%	45.9%	35.9%	45.8%	25.9%
%H		99.2%	59.2%	20.3%	58.8%	37.5%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8829	8610	4049	1647	6091	3045	3046
%H		97.5%	45.9%	18.7%	69.0%	34.5%	34.5%
Receives HDTV (via STB or built-in reception)	2956	2954	1522	810	1846	1163	683
%V	33.5%	34.3%	37.6%	49.2%	30.3%	38.2%	22.4%
%H		99.9%	51.5%	27.4%	62.4%	39.3%	23.1%
DVD/Blu-ray player or recorder	5197	5122	2416	1005	3577	1807	1770
%V	58.9%	59.5%	59.7%	61.0%	58.7%	59.3%	58.1%
%H		98.6%	46.5%	19.3%	68.8%	34.8%	34.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Set level data
Table 1.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4817	4645	1987	844	3094	1228	1866
%H		96.4%	41.2%	17.5%	64.2%	25.5%	38.7%
Under 20"	217	189	31	21	152	15	137
%V	4.5%	4.1%	1.6%	2.5%	4.9%	1.2%	7.3%
%H		87.1%	14.3%	9.7%	70.0%	6.9%	63.1%
20" - 29"	1060	984	251	159	728	148	580
%V	22.0%	21.2%	12.6%	18.8%	23.5%	12.1%	31.1%
%H		92.8%	23.7%	15.0%	68.7%	14.0%	54.7%
30" - 39"	1832	1796	746	323	1215	470	744
%V	38.0%	38.7%	37.5%	38.3%	39.3%	38.3%	39.9%
%H		98.0%	40.7%	17.6%	66.3%	25.7%	40.6%
40" and over	1621	1606	933	327	953	580	373
%V	33.7%	34.6%	47.0%	38.7%	30.8%	47.2%	20.0%
%H		99.1%	57.6%	20.2%	58.8%	35.8%	23.0%
Don't know	75	71	26	14	47	14	32
%V	1.6%	1.5%	1.3%	1.7%	1.5%	1.1%	1.7%
%H		94.7%	34.7%	18.7%	62.7%	18.7%	42.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4817	4645	1987	844	3094	1228	1866
%H		96.4%	41.2%	17.5%	64.2%	25.5%	38.7%
PVR	2402	2399	1534	518	1323	939	384
%V	49.9%	51.6%	77.2%	61.4%	42.8%	76.5%	20.6%
%H		99.9%	63.9%	21.6%	55.1%	39.1%	16.0%
DVDR	422	420	155	87	304	123	181
%V	8.8%	9.0%	7.8%	10.3%	9.8%	10.0%	9.7%
%H		99.5%	36.7%	20.6%	72.0%	29.1%	42.9%
VCR	414	392	124	63	303	96	206
%V	8.6%	8.4%	6.2%	7.5%	9.8%	7.8%	11.0%
%H		94.7%	30.0%	15.2%	73.2%	23.2%	49.8%
Any recorder	2815	2789	1597	578	1647	994	652
%V	58.4%	60.0%	80.4%	68.5%	53.2%	80.9%	34.9%
%H		99.1%	56.7%	20.5%	58.5%	35.3%	23.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4817	4645	1987	844	3094	1228	1866
%H		96.4%	41.2%	17.5%	64.2%	25.5%	38.7%
Receives HDTV (via STB or built-in reception)	2185	2184	1100	591	1325	794	531
%V	45.4%	47.0%	55.4%	70.0%	42.8%	64.7%	28.5%
%H		100.0%	50.3%	27.0%	60.6%	36.3%	24.3%
DVD/Blu-ray player or recorder	3577	3513	1540	672	2352	1011	1341
%V	74.3%	75.6%	77.5%	79.6%	76.0%	82.3%	71.9%
%H		98.2%	43.1%	18.8%	65.8%	28.3%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4012	3965	2062	803	2997	1817	1180
%H		98.8%	51.4%	20.0%	74.7%	45.3%	29.4%
Under 20"	1503	1479	677	271	1195	637	558
%V	37.5%	37.3%	32.8%	33.7%	39.9%	35.1%	47.3%
%H		98.4%	45.0%	18.0%	79.5%	42.4%	37.1%
20" - 29"	1247	1233	636	252	955	585	370
%V	31.1%	31.1%	30.8%	31.4%	31.9%	32.2%	31.4%
%H		98.9%	51.0%	20.2%	76.6%	46.9%	29.7%
30" - 39"	752	748	442	168	528	373	155
%V	18.7%	18.9%	21.4%	20.9%	17.6%	20.5%	13.1%
%H		99.5%	58.8%	22.3%	70.2%	49.6%	20.6%
40" and over	261	259	171	59	170	132	38
%V	6.5%	6.5%	8.3%	7.3%	5.7%	7.3%	3.2%
%H		99.2%	65.5%	22.6%	65.1%	50.6%	14.6%
Don't know	62	60	28	12	45	24	21
%V	1.5%	1.5%	1.4%	1.5%	1.5%	1.3%	1.8%
%H		96.8%	45.2%	19.4%	72.6%	38.7%	33.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4012	3965	2062	803	2997	1817	1180
%H		98.8%	51.4%	20.0%	74.7%	45.3%	29.4%
PVR	712	712	528	145	381	325	57
%V	17.7%	18.0%	25.6%	18.1%	12.7%	17.9%	4.8%
%H		100.0%	74.2%	20.4%	53.5%	45.6%	8.0%
DVDR	122	122	62	25	92	54	37
%V	3.0%	3.1%	3.0%	3.1%	3.1%	3.0%	3.1%
%H		100.0%	50.8%	20.5%	75.4%	44.3%	30.3%
VCR	144	140	53	28	115	54	62
%V	3.6%	3.5%	2.6%	3.5%	3.8%	3.0%	5.3%
%H		97.2%	36.8%	19.4%	79.9%	37.5%	43.1%
Any recorder	902	899	603	178	537	399	138
%V	22.5%	22.7%	29.2%	22.2%	17.9%	22.0%	11.7%
%H		99.7%	66.9%	19.7%	59.5%	44.2%	15.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4012	3965	2062	803	2997	1817	1180
%H		98.8%	51.4%	20.0%	74.7%	45.3%	29.4%
Receives HDTV (via STB or built-in reception)	771	771	423	219	520	368	152
%V	19.2%	19.4%	20.5%	27.3%	17.4%	20.3%	12.9%
%H		100.0%	54.9%	28.4%	67.4%	47.7%	19.7%
DVD/Blu-ray player or recorder	1620	1609	876	333	1225	796	429
%V	40.4%	40.6%	42.5%	41.5%	40.9%	43.8%	36.4%
%H		99.3%	54.1%	20.6%	75.6%	49.1%	26.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Individual level data
Table 1.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11978	11390	11088	5536	2151	6979	3410	3569
%H		95.1%	92.6%	46.2%	18.0%	58.3%	28.5%	29.8%
Total Children	2343	2271	2229	1297	421	1285	734	551
%V	19.6%	19.9%	20.1%	23.4%	19.6%	18.4%	21.5%	15.4%
%H		96.9%	95.1%	55.4%	18.0%	54.8%	31.3%	23.5%
0 - 3	687	655	637	369	110	355	185	170
%V	5.7%	5.8%	5.7%	6.7%	5.1%	5.1%	5.4%	4.8%
%H		95.3%	92.7%	53.7%	16.0%	51.7%	26.9%	24.7%
4 - 15	1656	1617	1592	928	311	930	549	381
%V	13.8%	14.2%	14.4%	16.8%	14.5%	13.3%	16.1%	10.7%
%H		97.6%	96.1%	56.0%	18.8%	56.2%	33.2%	23.0%
4 - 9	906	880	865	509	157	499	286	213
%V	7.6%	7.7%	7.8%	9.2%	7.3%	7.2%	8.4%	6.0%
%H		97.1%	95.5%	56.2%	17.3%	55.1%	31.6%	23.5%
10 - 15	750	737	727	419	155	430	263	168
%V	6.3%	6.5%	6.6%	7.6%	7.2%	6.2%	7.7%	4.7%
%H		98.3%	96.9%	55.9%	20.7%	57.3%	35.1%	22.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11978	11390	11088	5536	2151	6979	3410	3569
%H		95.1%	92.6%	46.2%	18.0%	58.3%	28.5%	29.8%
Total Adults (16+)	9636	9119	8858	4239	1730	5694	2676	3018
%V	80.4%	80.1%	79.9%	76.6%	80.4%	81.6%	78.5%	84.6%
%H		94.6%	91.9%	44.0%	18.0%	59.1%	27.8%	31.3%
16 - 19	517	499	494	279	114	309	194	115
%V	4.3%	4.4%	4.5%	5.0%	5.3%	4.4%	5.7%	3.2%
%H		96.5%	95.6%	54.0%	22.1%	59.8%	37.5%	22.2%
20 - 24	768	685	663	340	143	399	207	192
%V	6.4%	6.0%	6.0%	6.1%	6.6%	5.7%	6.1%	5.4%
%H		89.2%	86.3%	44.3%	18.6%	52.0%	27.0%	25.0%
25 - 34	2064	1875	1806	961	362	1000	487	513
%V	17.2%	16.5%	16.3%	17.4%	16.8%	14.3%	14.3%	14.4%
%H		90.8%	87.5%	46.6%	17.5%	48.4%	23.6%	24.9%
35 - 44	1859	1757	1719	916	367	992	532	460
%V	15.5%	15.4%	15.5%	16.5%	17.1%	14.2%	15.6%	12.9%
%H		94.5%	92.5%	49.3%	19.7%	53.4%	28.6%	24.7%
45 - 54	1675	1616	1588	775	346	1037	545	492
%V	14.0%	14.2%	14.3%	14.0%	16.1%	14.9%	16.0%	13.8%
%H		96.5%	94.8%	46.3%	20.7%	61.9%	32.5%	29.4%
55 - 64	1151	1126	1100	475	207	801	372	430
%V	9.6%	9.9%	9.9%	8.6%	9.6%	11.5%	10.9%	12.0%
%H		97.8%	95.6%	41.3%	18.0%	69.6%	32.3%	37.4%
65+	1602	1562	1488	493	191	1156	340	816
%V	13.4%	13.7%	13.4%	8.9%	8.9%	16.6%	10.0%	22.9%
%H		97.5%	92.9%	30.8%	11.9%	72.2%	21.2%	50.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9636	9119	8858	4239	1730	5694	2676	3018
%H		94.6%	91.9%	44.0%	18.0%	59.1%	27.8%	31.3%
AB	2949	2825	2767	1336	597	1753	884	869
%V	30.6%	31.0%	31.2%	31.5%	34.5%	30.8%	33.0%	28.8%
%H		95.8%	93.8%	45.3%	20.2%	59.4%	30.0%	29.5%
C1	2847	2640	2575	1188	529	1678	791	887
%V	29.5%	29.0%	29.1%	28.0%	30.6%	29.5%	29.6%	29.4%
%H		92.7%	90.4%	41.7%	18.6%	58.9%	27.8%	31.2%
C2	1672	1629	1582	811	315	1030	550	480
%V	17.4%	17.9%	17.9%	19.1%	18.2%	18.1%	20.6%	15.9%
%H		97.4%	94.6%	48.5%	18.8%	61.6%	32.9%	28.7%
D	1343	1245	1202	616	213	720	317	403
%V	13.9%	13.7%	13.6%	14.5%	12.3%	12.6%	11.8%	13.4%
%H		92.7%	89.5%	45.9%	15.9%	53.6%	23.6%	30.0%
E	826	780	732	287	76	513	133	380
%V	8.6%	8.6%	8.3%	6.8%	4.4%	9.0%	5.0%	12.6%
%H		94.4%	88.6%	34.7%	9.2%	62.1%	16.1%	46.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC London
Individual level data
Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9636	9119	8858	4239	1730	5694	2676	3018
%H		94.6%	91.9%	44.0%	18.0%	59.1%	27.8%	31.3%
Working full time	4659	4418	4314	2185	970	2639	1413	1226
%V	48.3%	48.4%	48.7%	51.5%	56.1%	46.3%	52.8%	40.6%
%H		94.8%	92.6%	46.9%	20.8%	56.6%	30.3%	26.3%
Working part time	1000	961	937	475	184	612	322	290
%V	10.4%	10.5%	10.6%	11.2%	10.6%	10.7%	12.0%	9.6%
%H		96.1%	93.7%	47.5%	18.4%	61.2%	32.2%	29.0%
Not working	3977	3740	3607	1579	576	2443	941	1502
%V	41.3%	41.0%	40.7%	37.2%	33.3%	42.9%	35.2%	49.8%
%H		94.0%	90.7%	39.7%	14.5%	61.4%	23.7%	37.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4459	4335	2129	863	2747	1339	1408
%H		93.6%	91.0%	44.7%	18.1%	57.7%	28.1%	29.6%
16 - 19	273	266	263	150	61	167	106	61
%V	5.7%	6.0%	6.1%	7.0%	7.1%	6.1%	7.9%	4.3%
%H		97.4%	96.3%	54.9%	22.3%	61.2%	38.8%	22.3%
20 - 24	393	344	334	173	74	198	106	92
%V	8.3%	7.7%	7.7%	8.1%	8.6%	7.2%	7.9%	6.5%
%H		87.5%	85.0%	44.0%	18.8%	50.4%	27.0%	23.4%
25 - 34	1031	923	886	477	176	488	238	249
%V	21.6%	20.7%	20.4%	22.4%	20.4%	17.8%	17.8%	17.7%
%H		89.5%	85.9%	46.3%	17.1%	47.3%	23.1%	24.2%
35 - 44	957	896	875	463	187	503	267	236
%V	20.1%	20.1%	20.2%	21.7%	21.7%	18.3%	19.9%	16.8%
%H		93.6%	91.4%	48.4%	19.5%	52.6%	27.9%	24.7%
45 - 54	839	799	787	383	171	515	269	246
%V	17.6%	17.9%	18.2%	18.0%	19.8%	18.7%	20.1%	17.5%
%H		95.2%	93.8%	45.6%	20.4%	61.4%	32.1%	29.3%
55 - 64	557	540	526	231	96	385	182	204
%V	11.7%	12.1%	12.1%	10.9%	11.1%	14.0%	13.6%	14.5%
%H		96.9%	94.4%	41.5%	17.2%	69.1%	32.7%	36.6%
65+	713	691	663	252	97	491	171	320
%V	15.0%	15.5%	15.3%	11.8%	11.2%	17.9%	12.8%	22.7%
%H		96.9%	93.0%	35.3%	13.6%	68.9%	24.0%	44.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4459	4335	2129	863	2747	1339	1408
%H		93.6%	91.0%	44.7%	18.1%	57.7%	28.1%	29.6%
AB	1492	1419	1392	677	298	884	451	433
%V	31.3%	31.8%	32.1%	31.8%	34.5%	32.2%	33.7%	30.8%
%H		95.1%	93.3%	45.4%	20.0%	59.2%	30.2%	29.0%
C1	1352	1234	1203	586	259	761	387	374
%V	28.4%	27.7%	27.8%	27.5%	30.0%	27.7%	28.9%	26.6%
%H		91.3%	89.0%	43.3%	19.2%	56.3%	28.6%	27.7%
C2	923	895	867	433	173	564	291	274
%V	19.4%	20.1%	20.0%	20.3%	20.0%	20.5%	21.7%	19.5%
%H		97.0%	93.9%	46.9%	18.7%	61.1%	31.5%	29.7%
D	662	604	581	314	104	335	155	179
%V	13.9%	13.5%	13.4%	14.7%	12.1%	12.2%	11.6%	12.7%
%H		91.2%	87.8%	47.4%	15.7%	50.6%	23.4%	27.0%
E	334	308	291	118	28	203	55	148
%V	7.0%	6.9%	6.7%	5.5%	3.2%	7.4%	4.1%	10.5%
%H		92.2%	87.1%	35.3%	8.4%	60.8%	16.5%	44.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4459	4335	2129	863	2747	1339	1408
%H		93.6%	91.0%	44.7%	18.1%	57.7%	28.1%	29.6%
Working full time	2914	2751	2687	1387	584	1641	886	755
%V	61.2%	61.7%	62.0%	65.1%	67.7%	59.7%	66.2%	53.6%
%H		94.4%	92.2%	47.6%	20.0%	56.3%	30.4%	25.9%
Working part time	266	244	235	119	40	142	64	79
%V	5.6%	5.5%	5.4%	5.6%	4.6%	5.2%	4.8%	5.6%
%H		91.7%	88.3%	44.7%	15.0%	53.4%	24.1%	29.7%
Not working	1583	1463	1414	623	239	964	390	574
%V	33.2%	32.8%	32.6%	29.3%	27.7%	35.1%	29.1%	40.8%
%H		92.4%	89.3%	39.4%	15.1%	60.9%	24.6%	36.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4873	4660	4523	2110	867	2947	1337	1610
%H		95.6%	92.8%	43.3%	17.8%	60.5%	27.4%	33.0%
16 - 19	245	233	231	129	53	142	88	54
%V	5.0%	5.0%	5.1%	6.1%	6.1%	4.8%	6.6%	3.4%
%H		95.1%	94.3%	52.7%	21.6%	58.0%	35.9%	22.0%
20 - 24	376	340	330	167	69	201	101	100
%V	7.7%	7.3%	7.3%	7.9%	8.0%	6.8%	7.6%	6.2%
%H		90.4%	87.8%	44.4%	18.4%	53.5%	26.9%	26.6%
25 - 34	1032	951	920	484	186	512	248	264
%V	21.2%	20.4%	20.3%	22.9%	21.5%	17.4%	18.5%	16.4%
%H		92.2%	89.1%	46.9%	18.0%	49.6%	24.0%	25.6%
35 - 44	902	861	844	453	181	488	265	224
%V	18.5%	18.5%	18.7%	21.5%	20.9%	16.6%	19.8%	13.9%
%H		95.5%	93.6%	50.2%	20.1%	54.1%	29.4%	24.8%
45 - 54	836	816	801	392	175	523	276	246
%V	17.2%	17.5%	17.7%	18.6%	20.2%	17.7%	20.6%	15.3%
%H		97.6%	95.8%	46.9%	20.9%	62.6%	33.0%	29.4%
55 - 64	594	586	573	243	112	416	190	226
%V	12.2%	12.6%	12.7%	11.5%	12.9%	14.1%	14.2%	14.0%
%H		98.7%	96.5%	40.9%	18.9%	70.0%	32.0%	38.0%
65+	889	872	824	241	93	665	169	496
%V	18.2%	18.7%	18.2%	11.4%	10.7%	22.6%	12.6%	30.8%
%H		98.1%	92.7%	27.1%	10.5%	74.8%	19.0%	55.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4873	4660	4523	2110	867	2947	1337	1610
%H		95.6%	92.8%	43.3%	17.8%	60.5%	27.4%	33.0%
AB	1457	1407	1375	659	298	868	433	435
%V	29.9%	30.2%	30.4%	31.2%	34.4%	29.5%	32.4%	27.0%
%H		96.6%	94.4%	45.2%	20.5%	59.6%	29.7%	29.9%
C1	1494	1407	1372	603	270	917	404	514
%V	30.7%	30.2%	30.3%	28.6%	31.1%	31.1%	30.2%	31.9%
%H		94.2%	91.8%	40.4%	18.1%	61.4%	27.0%	34.4%
C2	749	734	715	378	142	466	260	206
%V	15.4%	15.8%	15.8%	17.9%	16.4%	15.8%	19.4%	12.8%
%H		98.0%	95.5%	50.5%	19.0%	62.2%	34.7%	27.5%
D	681	641	621	301	109	385	162	224
%V	14.0%	13.8%	13.7%	14.3%	12.6%	13.1%	12.1%	13.9%
%H		94.1%	91.2%	44.2%	16.0%	56.5%	23.8%	32.9%
E	493	472	441	169	48	310	79	231
%V	10.1%	10.1%	9.8%	8.0%	5.5%	10.5%	5.9%	14.3%
%H		95.7%	89.5%	34.3%	9.7%	62.9%	16.0%	46.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4873	4660	4523	2110	867	2947	1337	1610
%H		95.6%	92.8%	43.3%	17.8%	60.5%	27.4%	33.0%
Working full time	1745	1667	1628	798	386	998	527	471
%V	35.8%	35.8%	36.0%	37.8%	44.5%	33.9%	39.4%	29.3%
%H		95.5%	93.3%	45.7%	22.1%	57.2%	30.2%	27.0%
Working part time	734	716	703	356	144	470	258	211
%V	15.1%	15.4%	15.5%	16.9%	16.6%	15.9%	19.3%	13.1%
%H		97.5%	95.8%	48.5%	19.6%	64.0%	35.1%	28.7%
Not working	2394	2277	2193	956	337	1479	551	928
%V	49.1%	48.9%	48.5%	45.3%	38.9%	50.2%	41.2%	57.6%
%H		95.1%	91.6%	39.9%	14.1%	61.8%	23.0%	38.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
AB	261	256	244	147	17	165	83	82
%V	27.9%	28.1%	28.0%	32.5%	18.7%	26.5%	29.0%	24.4%
%H (All HH)		98.1%	93.5%	56.3%	6.5%	63.2%	31.8%	31.4%
%H (TV HH)			95.3%	57.4%	6.6%	64.5%	32.4%	32.0%
C1	275	266	255	130	24	187	84	103
%V	29.4%	29.2%	29.2%	28.7%	26.4%	30.1%	29.4%	30.7%
%H (All HH)		96.7%	92.7%	47.3%	8.7%	68.0%	30.5%	37.5%
%H (TV HH)			95.9%	48.9%	9.0%	70.3%	31.6%	38.7%
C2	194	189	184	95	32	135	76	60
%V	20.7%	20.8%	21.1%	21.0%	35.2%	21.7%	26.6%	17.9%
%H (All HH)		97.4%	94.8%	49.0%	16.5%	69.6%	39.2%	30.9%
%H (TV HH)			97.4%	50.3%	16.9%	71.4%	40.2%	31.7%
D	108	103	99	48	12	65	24	40
%V	11.5%	11.3%	11.4%	10.6%	13.2%	10.5%	8.4%	11.9%
%H (All HH)		95.4%	91.7%	44.4%	11.1%	60.2%	22.2%	37.0%
%H (TV HH)			96.1%	46.6%	11.7%	63.1%	23.3%	38.8%
E	98	96	91	34	6	70	19	51
%V	10.5%	10.5%	10.4%	7.5%	6.6%	11.3%	6.6%	15.2%
%H (All HH)		98.0%	92.9%	34.7%	6.1%	71.4%	19.4%	52.0%
%H (TV HH)			94.8%	35.4%	6.3%	72.9%	19.8%	53.1%

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

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Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Under 25	36	32	32	14	3	21	7	14
%V	3.8%	3.5%	3.7%	3.1%	3.3%	3.4%	2.4%	4.2%
%H (All HH)		88.9%	88.9%	38.9%	8.3%	58.3%	19.4%	38.9%
%H (TV HH)			100.0%	43.8%	9.4%	65.6%	21.9%	43.8%
25 - 34	101	98	95	60	14	53	32	22
%V	10.8%	10.8%	10.9%	13.2%	15.4%	8.5%	11.2%	6.5%
%H (All HH)		97.0%	94.1%	59.4%	13.9%	52.5%	31.7%	21.8%
%H (TV HH)			96.9%	61.2%	14.3%	54.1%	32.7%	22.4%
35 - 44	155	148	144	90	20	92	56	36
%V	16.6%	16.3%	16.5%	19.9%	22.0%	14.8%	19.6%	10.7%
%H (All HH)		95.5%	92.9%	58.1%	12.9%	59.4%	36.1%	23.2%
%H (TV HH)			97.3%	60.8%	13.5%	62.2%	37.8%	24.3%
45 - 54	182	178	176	100	21	124	67	57
%V	19.4%	19.6%	20.2%	22.1%	23.1%	19.9%	23.4%	17.0%
%H (All HH)		97.8%	96.7%	54.9%	11.5%	68.1%	36.8%	31.3%
%H (TV HH)			98.9%	56.2%	11.8%	69.7%	37.6%	32.0%
55 - 64	179	175	168	87	17	124	58	66
%V	19.1%	19.2%	19.3%	19.2%	18.7%	19.9%	20.3%	19.6%
%H (All HH)		97.8%	93.9%	48.6%	9.5%	69.3%	32.4%	36.9%
%H (TV HH)			96.0%	49.7%	9.7%	70.9%	33.1%	37.7%
65 +	283	279	258	102	15	207	66	141
%V	30.2%	30.7%	29.6%	22.5%	16.5%	33.3%	23.1%	42.0%
%H (All HH)		98.6%	91.2%	36.0%	5.3%	73.1%	23.3%	49.8%
%H (TV HH)			92.5%	36.6%	5.4%	74.2%	23.7%	50.5%

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
October 2011 - September 2012
BBC South East
Household level data
Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
1	318	304	275	103	22	211	59	152
%V	34.0%	33.4%	31.5%	22.7%	24.2%	33.9%	20.6%	45.2%
%H (All HH)		95.6%	86.5%	32.4%	6.9%	66.4%	18.6%	47.8%
%H (TV HH)			90.5%	33.9%	7.2%	69.4%	19.4%	50.0%
2	300	297	291	156	26	206	95	111
%V	32.1%	32.6%	33.4%	34.4%	28.6%	33.1%	33.2%	33.0%
%H (All HH)		99.0%	97.0%	52.0%	8.7%	68.7%	31.7%	37.0%
%H (TV HH)			98.0%	52.5%	8.8%	69.4%	32.0%	37.4%
3	148	142	140	80	22	95	57	38
%V	15.8%	15.6%	16.1%	17.7%	24.2%	15.3%	19.9%	11.3%
%H (All HH)		95.9%	94.6%	54.1%	14.9%	64.2%	38.5%	25.7%
%H (TV HH)			98.6%	56.3%	15.5%	66.9%	40.1%	26.8%
4	111	111	110	76	12	76	52	24
%V	11.9%	12.2%	12.6%	16.8%	13.2%	12.2%	18.2%	7.1%
%H (All HH)		100.0%	99.1%	68.5%	10.8%	68.5%	46.8%	21.6%
%H (TV HH)			99.1%	68.5%	10.8%	68.5%	46.8%	21.6%
5+	59	56	56	37	9	34	23	11
%V	6.3%	6.2%	6.4%	8.2%	9.9%	5.5%	8.0%	3.3%
%H (All HH)		94.9%	94.9%	62.7%	15.3%	57.6%	39.0%	18.6%
%H (TV HH)			100.0%	66.1%	16.1%	60.7%	41.1%	19.6%
Average HH size	2.27	2.28	2.32	2.57	2.58	2.25	2.64	1.92

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Without	711	688	654	308	66	486	200	286
%V	76.0%	75.6%	75.0%	68.0%	72.5%	78.1%	69.9%	85.1%
%H (All HH)		96.8%	92.0%	43.3%	9.3%	68.4%	28.1%	40.2%
%H (TV HH)			95.1%	44.8%	9.6%	70.6%	29.1%	41.6%
With	226	221	219	145	25	136	85	50
%V	24.1%	24.3%	25.1%	32.0%	27.5%	21.9%	29.7%	14.9%
%H (All HH)		97.8%	96.9%	64.2%	11.1%	60.2%	37.6%	22.1%
%H (TV HH)			99.1%	65.6%	11.3%	61.5%	38.5%	22.6%
0 - 3	82	80	79	45	13	45	24	22
%V	8.8%	8.8%	9.1%	9.9%	14.3%	7.2%	8.4%	6.5%
%H (All HH)		97.6%	96.3%	54.9%	15.9%	54.9%	29.3%	26.8%
%H (TV HH)			98.8%	56.3%	16.3%	56.3%	30.0%	27.5%
4 - 9	121	119	119	79	14	75	48	27
%V	12.9%	13.1%	13.6%	17.4%	15.4%	12.1%	16.8%	8.0%
%H (All HH)		98.3%	98.3%	65.3%	11.6%	62.0%	39.7%	22.3%
%H (TV HH)			100.0%	66.4%	11.8%	63.0%	40.3%	22.7%
10 - 15	104	102	101	72	11	61	42	19
%V	11.1%	11.2%	11.6%	15.9%	12.1%	9.8%	14.7%	5.7%
%H (All HH)		98.1%	97.1%	69.2%	10.6%	58.7%	40.4%	18.3%
%H (TV HH)			99.0%	70.6%	10.8%	59.8%	41.2%	18.6%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
1	345	345	318	140	24	204	50	154
%V	36.9%	37.9%	36.5%	30.9%	26.4%	32.8%	17.5%	45.8%
%H (All HH)		100.0%	92.2%	40.6%	7.0%	59.1%	14.5%	44.6%
%H (TV HH)			92.2%	40.6%	7.0%	59.1%	14.5%	44.6%
2	322	322	313	161	29	225	101	124
%V	34.4%	35.4%	35.9%	35.5%	31.9%	36.2%	35.3%	36.9%
%H (All HH)		100.0%	97.2%	50.0%	9.0%	69.9%	31.4%	38.5%
%H (TV HH)			97.2%	50.0%	9.0%	69.9%	31.4%	38.5%
3	147	147	146	90	22	113	75	38
%V	15.7%	16.2%	16.7%	19.9%	24.2%	18.2%	26.2%	11.3%
%H (All HH)		100.0%	99.3%	61.2%	15.0%	76.9%	51.0%	25.9%
%H (TV HH)			99.3%	61.2%	15.0%	76.9%	51.0%	25.9%
4	63	63	63	39	10	53	38	15
%V	6.7%	6.9%	7.2%	8.6%	11.0%	8.5%	13.3%	4.5%
%H (All HH)		100.0%	100.0%	61.9%	15.9%	84.1%	60.3%	23.8%
%H (TV HH)			100.0%	61.9%	15.9%	84.1%	60.3%	23.8%
5+	32	32	32	23	6	27	22	5
%V	3.4%	3.5%	3.7%	5.1%	6.6%	4.3%	7.7%	1.5%
%H (All HH)		100.0%	100.0%	71.9%	18.8%	84.4%	68.8%	15.6%
%H (TV HH)			100.0%	71.9%	18.8%	84.4%	68.8%	15.6%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Under 20"	344	344	329	176	37	260	137	123
%V	36.8%	37.8%	37.7%	38.9%	40.7%	41.8%	47.9%	36.6%
%H (All HH)		100.0%	95.6%	51.2%	10.8%	75.6%	39.8%	35.8%
%H (TV HH)			95.6%	51.2%	10.8%	75.6%	39.8%	35.8%
20" - 29"	395	395	377	175	35	297	127	170
%V	42.2%	43.4%	43.2%	38.6%	38.5%	47.7%	44.4%	50.6%
%H (All HH)		100.0%	95.4%	44.3%	8.9%	75.2%	32.2%	43.0%
%H (TV HH)			95.4%	44.3%	8.9%	75.2%	32.2%	43.0%
30" - 39"	440	440	432	238	53	308	161	147
%V	47.0%	48.4%	49.5%	52.5%	58.2%	49.5%	56.3%	43.8%
%H (All HH)		100.0%	98.2%	54.1%	12.0%	70.0%	36.6%	33.4%
%H (TV HH)			98.2%	54.1%	12.0%	70.0%	36.6%	33.4%
40" and over	277	277	275	185	36	183	124	59
%V	29.6%	30.4%	31.5%	40.8%	39.6%	29.4%	43.4%	17.6%
%H (All HH)		100.0%	99.3%	66.8%	13.0%	66.1%	44.8%	21.3%
%H (TV HH)			99.3%	66.8%	13.0%	66.1%	44.8%	21.3%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Main living room	898	898	863	447	91	617	284	333
%V	95.9%	98.7%	99.0%	98.7%	100.0%	99.2%	99.3%	99.1%
%H (All HH)		100.0%	96.1%	49.8%	10.1%	68.7%	31.6%	37.1%
%H (TV HH)			96.1%	49.8%	10.1%	68.7%	31.6%	37.1%
Kitchen	108	108	105	61	12	90	54	36
%V	11.5%	11.9%	12.0%	13.5%	13.2%	14.5%	18.9%	10.7%
%H (All HH)		100.0%	97.2%	56.5%	11.1%	83.3%	50.0%	33.3%
%H (TV HH)			97.2%	56.5%	11.1%	83.3%	50.0%	33.3%
Adult's bedroom	423	423	416	233	57	318	187	131
%V	45.2%	46.5%	47.7%	51.4%	62.6%	51.1%	65.4%	39.0%
%H (All HH)		100.0%	98.3%	55.1%	13.5%	75.2%	44.2%	31.0%
%H (TV HH)			98.3%	55.1%	13.5%	75.2%	44.2%	31.0%
Child's bedroom	63	63	63	46	8	49	40	10
%V	6.7%	6.9%	7.2%	10.2%	8.8%	7.9%	14.0%	3.0%
%H (All HH)		100.0%	100.0%	73.0%	12.7%	77.8%	63.5%	15.9%
%H (TV HH)			100.0%	73.0%	12.7%	77.8%	63.5%	15.9%
Other bedroom	52	52	52	34	5	42	27	15
%V	5.6%	5.7%	6.0%	7.5%	5.5%	6.8%	9.4%	4.5%
%H (All HH)		100.0%	100.0%	65.4%	9.6%	80.8%	51.9%	28.8%
%H (TV HH)			100.0%	65.4%	9.6%	80.8%	51.9%	28.8%
Second living/dining room	81	81	79	46	10	61	37	24
%V	8.7%	8.9%	9.1%	10.2%	11.0%	9.8%	12.9%	7.1%
%H (All HH)		100.0%	97.5%	56.8%	12.3%	75.3%	45.7%	29.6%
%H (TV HH)			97.5%	56.8%	12.3%	75.3%	45.7%	29.6%
Study/office	19	19	19	11	2	15	9	6
%V	2.0%	2.1%	2.2%	2.4%	2.2%	2.4%	3.1%	1.8%
%H (All HH)		100.0%	100.0%	57.9%	10.5%	78.9%	47.4%	31.6%
%H (TV HH)			100.0%	57.9%	10.5%	78.9%	47.4%	31.6%
TV room	14	14	14	11	1	8	6	2
%V	1.5%	1.5%	1.6%	2.4%	1.1%	1.3%	2.1%	0.6%
%H (All HH)		100.0%	100.0%	78.6%	7.1%	57.1%	42.9%	14.3%
%H (TV HH)			100.0%	78.6%	7.1%	57.1%	42.9%	14.3%
Conservatory	10	10	10	5	2	9	5	4
%V	1.1%	1.1%	1.1%	1.1%	2.2%	1.4%	1.7%	1.2%
%H (All HH)		100.0%	100.0%	50.0%	20.0%	90.0%	50.0%	40.0%
%H (TV HH)			100.0%	50.0%	20.0%	90.0%	50.0%	40.0%
Attic or loft room	2	2	2	0	0	2	0	1
%V	0.2%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
No specific location	3	3	3	3	0	2	2	0
%V	0.3%	0.3%	0.3%	0.7%	0.0%	0.3%	0.7%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
Other	4	4	4	4	0	4	3	0
%V	0.4%	0.4%	0.5%	0.9%	0.0%	0.6%	1.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	75.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	75.0%	0.0%

Base: BBC 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
October 2011 - September 2012
BBC South East
Household level data
Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
PVR	484	484	484	340	58	303	210	93
%V	51.7%	53.2%	55.5%	75.1%	63.7%	48.7%	73.4%	27.7%
%H (All HH)		100.0%	100.0%	70.2%	12.0%	62.6%	43.4%	19.2%
%H (TV HH)			100.0%	70.2%	12.0%	62.6%	43.4%	19.2%
DVDR	93	93	89	42	8	69	28	41
%V	9.9%	10.2%	10.2%	9.3%	8.8%	11.1%	9.8%	12.2%
%H (All HH)		100.0%	95.7%	45.2%	8.6%	74.2%	30.1%	44.1%
%H (TV HH)			95.7%	45.2%	8.6%	74.2%	30.1%	44.1%
VCR	122	122	113	44	10	93	33	60
%V	13.0%	13.4%	13.0%	9.7%	11.0%	15.0%	11.5%	17.9%
%H (All HH)		100.0%	92.6%	36.1%	8.2%	76.2%	27.0%	49.2%
%H (TV HH)			92.6%	36.1%	8.2%	76.2%	27.0%	49.2%
Any recorder	590	590	579	363	66	385	228	158
%V	63.0%	64.8%	66.4%	80.1%	72.5%	61.9%	79.7%	47.0%
%H (All HH)		100.0%	98.1%	61.5%	11.2%	65.3%	38.6%	26.8%
%H (TV HH)			98.1%	61.5%	11.2%	65.3%	38.6%	26.8%

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

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Receives HDTV (via STB or built-in reception)	360	360	360	233	64	233	162	71
%V	38.5%	39.6%	41.3%	51.4%	70.3%	37.5%	56.6%	21.1%
%H (All HH)		100.0%	100.0%	64.7%	17.8%	64.7%	45.0%	19.7%
%H (TV HH)			100.0%	64.7%	17.8%	64.7%	45.0%	19.7%
DVD/Blu-ray player or recorder	779	779	758	407	82	541	265	276
%V	83.2%	85.6%	86.9%	89.8%	90.1%	87.0%	92.7%	82.1%
%H (All HH)		100.0%	97.3%	52.2%	10.5%	69.4%	34.0%	35.4%
%H (TV HH)			97.3%	52.2%	10.5%	69.4%	34.0%	35.4%

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Household level data
Table 2.10: Computers and Internet

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	936	910	872	453	91	622	286	336
%H (All HH)		97.2%	93.2%	48.4%	9.7%	66.5%	30.6%	35.9%
%H (TV HH)			95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Has PC or Laptop	731	713	692	399	78	474	253	221
%V	78.1%	78.4%	79.4%	88.1%	85.7%	76.2%	88.5%	65.8%
%H (All HH)		97.5%	94.7%	54.6%	10.7%	64.8%	34.6%	30.2%
%H (TV HH)			97.1%	56.0%	10.9%	66.5%	35.5%	31.0%
Has broadband internet	679	664	647	390	76	438	249	189
%V	72.5%	73.0%	74.2%	86.1%	83.5%	70.4%	87.1%	56.3%
%H (All HH)		97.8%	95.3%	57.4%	11.2%	64.5%	36.7%	27.8%
%H (TV HH)			97.4%	58.7%	11.4%	66.0%	37.5%	28.5%

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

October 2011 - September 2012

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1862	1813	1015	221	1353	751	601
%H		97.4%	54.5%	11.9%	72.7%	40.3%	32.3%
Under 20"	478	462	250	59	370	209	161
%V	25.7%	25.5%	24.6%	26.7%	27.3%	27.8%	26.8%
%H		96.7%	52.3%	12.3%	77.4%	43.7%	33.7%
20" - 29"	475	455	221	43	364	170	195
%V	25.5%	25.1%	21.8%	19.5%	26.9%	22.6%	32.4%
%H		95.8%	46.5%	9.1%	76.6%	35.8%	41.1%
30" - 39"	514	506	280	68	362	197	165
%V	27.6%	27.9%	27.6%	30.8%	26.8%	26.2%	27.5%
%H		98.4%	54.5%	13.2%	70.4%	38.3%	32.1%
40" and over	322	320	218	42	214	148	66
%V	17.3%	17.7%	21.5%	19.0%	15.8%	19.7%	11.0%
%H		99.4%	67.7%	13.0%	66.5%	46.0%	20.5%
Don't know	7	7	3	1	6	4	3
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.5%	0.5%
%H		100.0%	42.9%	14.3%	85.7%	57.1%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1862	1813	1015	221	1353	751	601
%H		97.4%	54.5%	11.9%	72.7%	40.3%	32.3%
Main living room	904	869	450	93	623	289	334
%V	48.5%	47.9%	44.3%	42.1%	46.0%	38.5%	55.6%
%H		96.1%	49.8%	10.3%	68.9%	32.0%	36.9%
Kitchen	109	106	62	12	90	54	36
%V	5.9%	5.8%	6.1%	5.4%	6.7%	7.2%	6.0%
%H		97.2%	56.9%	11.0%	82.6%	49.5%	33.0%
Adult's bedroom	511	504	281	76	390	236	153
%V	27.4%	27.8%	27.7%	34.4%	28.8%	31.4%	25.5%
%H		98.6%	55.0%	14.9%	76.3%	46.2%	29.9%
Child's bedroom	81	81	59	12	66	54	12
%V	4.4%	4.5%	5.8%	5.4%	4.9%	7.2%	2.0%
%H		100.0%	72.8%	14.8%	81.5%	66.7%	14.8%
Other bedroom	58	58	39	5	46	30	16
%V	3.1%	3.2%	3.8%	2.3%	3.4%	4.0%	2.7%
%H		100.0%	67.2%	8.6%	79.3%	51.7%	27.6%
Second living/dining room	82	80	46	10	61	37	24
%V	4.4%	4.4%	4.5%	4.5%	4.5%	4.9%	4.0%
%H		97.6%	56.1%	12.2%	74.4%	45.1%	29.3%
Study/office	19	19	12	2	16	10	6
%V	1.0%	1.0%	1.2%	0.9%	1.2%	1.3%	1.0%
%H		100.0%	63.2%	10.5%	84.2%	52.6%	31.6%
TV room	14	14	11	1	8	6	2
%V	0.8%	0.8%	1.1%	0.5%	0.6%	0.8%	0.3%
%H		100.0%	78.6%	7.1%	57.1%	42.9%	14.3%
Conservatory	10	10	5	2	9	5	4
%V	0.5%	0.6%	0.5%	0.9%	0.7%	0.7%	0.7%
%H		100.0%	50.0%	20.0%	90.0%	50.0%	40.0%
Attic or loft room	2	2	0	0	2	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
No specific location	3	3	3	0	2	2	0
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
Other	4	4	4	0	4	3	0
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	75.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1862	1813	1015	221	1353	751	601
%H		97.4%	54.5%	11.9%	72.7%	40.3%	32.3%
PVR	622	621	453	79	378	277	101
%V	33.4%	34.3%	44.6%	35.7%	27.9%	36.9%	16.8%
%H		99.8%	72.8%	12.7%	60.8%	44.5%	16.2%
DVDR	98	95	46	9	73	31	42
%V	5.3%	5.2%	4.5%	4.1%	5.4%	4.1%	7.0%
%H		96.9%	46.9%	9.2%	74.5%	31.6%	42.9%
VCR	142	131	50	14	108	40	68
%V	7.6%	7.2%	4.9%	6.3%	8.0%	5.3%	11.3%
%H		92.3%	35.2%	9.9%	76.1%	28.2%	47.9%
Any recorder	769	758	493	93	494	311	183
%V	41.3%	41.8%	48.6%	42.1%	36.5%	41.4%	30.4%
%H		98.6%	64.1%	12.1%	64.2%	40.4%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1862	1813	1015	221	1353	751	601
%H		97.4%	54.5%	11.9%	72.7%	40.3%	32.3%
Receives HDTV (via STB or built-in reception)	490	490	314	97	314	224	91
%V	26.3%	27.0%	30.9%	43.9%	23.2%	29.8%	15.1%
%H		100.0%	64.1%	19.8%	64.1%	45.7%	18.6%
DVD/Blu-ray player or recorder	1168	1146	648	143	850	481	369
%V	62.7%	63.2%	63.8%	64.7%	62.8%	64.0%	61.4%
%H		98.1%	55.5%	12.2%	72.8%	41.2%	31.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Set level data
Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	910	872	453	91	622	286	336
%H		95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Under 20"	32	24	8	2	16	2	14
%V	3.5%	2.8%	1.8%	2.2%	2.6%	0.7%	4.2%
%H		75.0%	25.0%	6.3%	50.0%	6.3%	43.8%
20" - 29"	237	219	77	13	169	39	130
%V	26.0%	25.1%	17.0%	14.3%	27.2%	13.6%	38.7%
%H		92.4%	32.5%	5.5%	71.3%	16.5%	54.9%
30" - 39"	369	362	187	42	258	122	136
%V	40.5%	41.5%	41.3%	46.2%	41.5%	42.7%	40.5%
%H		98.1%	50.7%	11.4%	69.9%	33.1%	36.9%
40" and over	266	264	180	34	175	120	54
%V	29.2%	30.3%	39.7%	37.4%	28.1%	42.0%	16.1%
%H		99.2%	67.7%	12.8%	65.8%	45.1%	20.3%
Don't know	3	3	1	0	3	1	2
%V	0.3%	0.3%	0.2%	0.0%	0.5%	0.3%	0.6%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Set level data
Table 2.16: Main Set Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	910	872	453	91	622	286	336
%H		95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
PVR	473	472	335	56	294	206	88
%V	52.0%	54.1%	74.0%	61.5%	47.3%	72.0%	26.2%
%H		99.8%	70.8%	11.8%	62.2%	43.6%	18.6%
DVDR	80	77	37	7	60	25	35
%V	8.8%	8.8%	8.2%	7.7%	9.6%	8.7%	10.4%
%H		96.3%	46.3%	8.8%	75.0%	31.3%	43.8%
VCR	101	92	32	8	77	24	52
%V	11.1%	10.6%	7.1%	8.8%	12.4%	8.4%	15.5%
%H		91.1%	31.7%	7.9%	76.2%	23.8%	51.5%
Any recorder	574	565	357	64	374	223	151
%V	63.1%	64.8%	78.8%	70.3%	60.1%	78.0%	44.9%
%H		98.4%	62.2%	11.1%	65.2%	38.9%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.17: Main Set - Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	910	872	453	91	622	286	336
%H		95.8%	49.8%	10.0%	68.4%	31.4%	36.9%
Receives HDTV (via STB or built-in reception)	348	348	225	62	223	156	68
%V	38.2%	39.9%	49.7%	68.1%	35.9%	54.5%	20.2%
%H		100.0%	64.7%	17.8%	64.1%	44.8%	19.5%
DVD/Blu-ray player or recorder	744	724	387	78	515	251	264
%V	81.8%	83.0%	85.4%	85.7%	82.8%	87.8%	78.6%
%H		97.3%	52.0%	10.5%	69.2%	33.7%	35.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Set level data
Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	940	563	130	731	466	265
%H		98.7%	59.1%	13.7%	76.8%	48.9%	27.8%
Under 20"	446	438	243	57	354	207	147
%V	46.8%	46.6%	43.2%	43.8%	48.4%	44.4%	55.5%
%H		98.2%	54.5%	12.8%	79.4%	46.4%	33.0%
20" - 29"	239	236	144	30	195	130	65
%V	25.1%	25.1%	25.6%	23.1%	26.7%	27.9%	24.5%
%H		98.7%	60.3%	12.6%	81.6%	54.4%	27.2%
30" - 39"	145	144	93	26	103	74	29
%V	15.2%	15.3%	16.5%	20.0%	14.1%	15.9%	10.9%
%H		99.3%	64.1%	17.9%	71.0%	51.0%	20.0%
40" and over	55	55	38	7	39	27	12
%V	5.8%	5.9%	6.7%	5.4%	5.3%	5.8%	4.5%
%H		100.0%	69.1%	12.7%	70.9%	49.1%	21.8%
Don't know	4	4	2	1	3	2	1
%V	0.4%	0.4%	0.4%	0.8%	0.4%	0.4%	0.4%
%H		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	940	563	130	731	466	265
%H		98.7%	59.1%	13.7%	76.8%	48.9%	27.8%
PVR	149	149	118	23	84	71	13
%V	15.7%	15.9%	21.0%	17.7%	11.5%	15.2%	4.9%
%H		100.0%	79.2%	15.4%	56.4%	47.7%	8.7%
DVDR	18	17	9	2	13	6	7
%V	1.9%	1.8%	1.6%	1.5%	1.8%	1.3%	2.6%
%H		94.4%	50.0%	11.1%	72.2%	33.3%	38.9%
VCR	41	39	17	6	31	16	16
%V	4.3%	4.1%	3.0%	4.6%	4.2%	3.4%	6.0%
%H		95.1%	41.5%	14.6%	75.6%	39.0%	39.0%
Any recorder	196	193	136	30	120	87	32
%V	20.6%	20.5%	24.2%	23.1%	16.4%	18.7%	12.1%
%H		98.5%	69.4%	15.3%	61.2%	44.4%	16.3%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	940	563	130	731	466	265
%H		98.7%	59.1%	13.7%	76.8%	48.9%	27.8%
Receives HDTV (via STB or built-in reception)	143	143	88	36	91	68	23
%V	15.0%	15.2%	15.6%	27.7%	12.4%	14.6%	8.7%
%H		100.0%	61.5%	25.2%	63.6%	47.6%	16.1%
DVD/Blu-ray player or recorder	424	422	261	65	335	230	104
%V	44.5%	44.9%	46.4%	50.0%	45.8%	49.4%	39.2%
%H		99.5%	61.6%	15.3%	79.0%	54.2%	24.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Individual level data
Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2125	2071	2020	1162	235	1397	753	644
%H		97.5%	95.1%	54.7%	11.1%	65.7%	35.4%	30.3%
Total Children	390	384	381	249	48	234	147	86
%V	18.4%	18.5%	18.9%	21.4%	20.4%	16.8%	19.5%	13.4%
%H		98.5%	97.7%	63.8%	12.3%	60.0%	37.7%	22.1%
0 - 3	96	94	93	51	17	53	28	25
%V	4.5%	4.5%	4.6%	4.4%	7.2%	3.8%	3.7%	3.9%
%H		97.9%	96.9%	53.1%	17.7%	55.2%	29.2%	26.0%
4 - 15	295	291	288	198	32	181	120	61
%V	13.9%	14.1%	14.3%	17.0%	13.6%	13.0%	15.9%	9.5%
%H		98.6%	97.6%	67.1%	10.8%	61.4%	40.7%	20.7%
4 - 9	161	159	159	105	18	100	63	36
%V	7.6%	7.7%	7.9%	9.0%	7.7%	7.2%	8.4%	5.6%
%H		98.8%	98.8%	65.2%	11.2%	62.1%	39.1%	22.4%
10 - 15	134	131	129	93	14	81	56	25
%V	6.3%	6.3%	6.4%	8.0%	6.0%	5.8%	7.4%	3.9%
%H		97.8%	96.3%	69.4%	10.4%	60.4%	41.8%	18.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2125	2071	2020	1162	235	1397	753	644
%H		97.5%	95.1%	54.7%	11.1%	65.7%	35.4%	30.3%
Total Adults (16+)	1735	1687	1639	913	186	1163	605	558
%V	81.6%	81.5%	81.1%	78.6%	79.1%	83.2%	80.3%	86.6%
%H		97.2%	94.5%	52.6%	10.7%	67.0%	34.9%	32.2%
16 - 19	98	93	93	57	18	64	43	21
%V	4.6%	4.5%	4.6%	4.9%	7.7%	4.6%	5.7%	3.3%
%H		94.9%	94.9%	58.2%	18.4%	65.3%	43.9%	21.4%
20 - 24	137	129	127	76	15	89	50	39
%V	6.4%	6.2%	6.3%	6.5%	6.4%	6.4%	6.6%	6.1%
%H		94.2%	92.7%	55.5%	10.9%	65.0%	36.5%	28.5%
25 - 34	220	211	207	131	27	127	78	49
%V	10.4%	10.2%	10.2%	11.3%	11.5%	9.1%	10.4%	7.6%
%H		95.9%	94.1%	59.5%	12.3%	57.7%	35.5%	22.3%
35 - 44	272	263	257	165	37	165	106	59
%V	12.8%	12.7%	12.7%	14.2%	15.7%	11.8%	14.1%	9.2%
%H		96.7%	94.5%	60.7%	13.6%	60.7%	39.0%	21.7%
45 - 54	298	291	288	167	34	204	112	92
%V	14.0%	14.1%	14.3%	14.4%	14.5%	14.6%	14.9%	14.3%
%H		97.7%	96.6%	56.0%	11.4%	68.5%	37.6%	30.9%
55 - 64	298	293	283	149	31	209	104	105
%V	14.0%	14.1%	14.0%	12.8%	13.2%	15.0%	13.8%	16.3%
%H		98.3%	95.0%	50.0%	10.4%	70.1%	34.9%	35.2%
65+	412	407	384	168	24	305	111	193
%V	19.4%	19.7%	19.0%	14.5%	10.2%	21.8%	14.7%	30.0%
%H		98.8%	93.2%	40.8%	5.8%	74.0%	26.9%	46.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1735	1687	1639	913	186	1163	605	558
%H		97.2%	94.5%	52.6%	10.7%	67.0%	34.9%	32.2%
AB	508	498	481	299	35	335	183	152
%V	29.3%	29.5%	29.3%	32.7%	18.8%	28.8%	30.2%	27.2%
%H		98.0%	94.7%	58.9%	6.9%	65.9%	36.0%	29.9%
C1	508	490	476	257	51	348	175	173
%V	29.3%	29.0%	29.0%	28.1%	27.4%	29.9%	28.9%	31.0%
%H		96.5%	93.7%	50.6%	10.0%	68.5%	34.4%	34.1%
C2	376	368	361	200	66	262	160	102
%V	21.7%	21.8%	22.0%	21.9%	35.5%	22.5%	26.4%	18.3%
%H		97.9%	96.0%	53.2%	17.6%	69.7%	42.6%	27.1%
D	203	194	190	102	26	121	57	64
%V	11.7%	11.5%	11.6%	11.2%	14.0%	10.4%	9.4%	11.5%
%H		95.6%	93.6%	50.2%	12.8%	59.6%	28.1%	31.5%
E	140	137	131	56	9	97	31	67
%V	8.1%	8.1%	8.0%	6.1%	4.8%	8.3%	5.1%	12.0%
%H		97.9%	93.6%	40.0%	6.4%	69.3%	22.1%	47.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1735	1687	1639	913	186	1163	605	558
%H		97.2%	94.5%	52.6%	10.7%	67.0%	34.9%	32.2%
Working full time	751	731	716	441	92	480	288	192
%V	43.3%	43.3%	43.7%	48.3%	49.5%	41.3%	47.6%	34.4%
%H		97.3%	95.3%	58.7%	12.3%	63.9%	38.3%	25.6%
Working part time	199	192	188	118	23	128	79	50
%V	11.5%	11.4%	11.5%	12.9%	12.4%	11.0%	13.1%	9.0%
%H		96.5%	94.5%	59.3%	11.6%	64.3%	39.7%	25.1%
Not working	785	764	735	354	71	555	238	317
%V	45.2%	45.3%	44.8%	38.8%	38.2%	47.7%	39.3%	56.8%
%H		97.3%	93.6%	45.1%	9.0%	70.7%	30.3%	40.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	806	780	760	446	91	533	301	232
%H		96.8%	94.3%	55.3%	11.3%	66.1%	37.3%	28.8%
16 - 19	41	40	40	25	8	25	16	9
%V	5.1%	5.1%	5.3%	5.6%	8.8%	4.7%	5.3%	3.9%
%H		97.6%	97.6%	61.0%	19.5%	61.0%	39.0%	22.0%
20 - 24	70	66	65	40	10	46	29	16
%V	8.7%	8.5%	8.6%	9.0%	11.0%	8.6%	9.6%	6.9%
%H		94.3%	92.9%	57.1%	14.3%	65.7%	41.4%	22.9%
25 - 34	108	104	102	65	14	63	39	24
%V	13.4%	13.3%	13.4%	14.6%	15.4%	11.8%	13.0%	10.3%
%H		96.3%	94.4%	60.2%	13.0%	58.3%	36.1%	22.2%
35 - 44	128	124	122	79	19	76	53	24
%V	15.9%	15.9%	16.1%	17.7%	20.9%	14.3%	17.6%	10.3%
%H		96.9%	95.3%	61.7%	14.8%	59.4%	41.4%	18.8%
45 - 54	131	125	124	73	15	90	51	39
%V	16.3%	16.0%	16.3%	16.4%	16.5%	16.9%	16.9%	16.8%
%H		95.4%	94.7%	55.7%	11.5%	68.7%	38.9%	29.8%
55 - 64	145	141	136	73	15	104	55	50
%V	18.0%	18.1%	17.9%	16.4%	16.5%	19.5%	18.3%	21.6%
%H		97.2%	93.8%	50.3%	10.3%	71.7%	37.9%	34.5%
65+	184	180	170	90	11	129	59	70
%V	22.8%	23.1%	22.4%	20.2%	12.1%	24.2%	19.6%	30.2%
%H		97.8%	92.4%	48.9%	6.0%	70.1%	32.1%	38.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	806	780	760	446	91	533	301	232
%H		96.8%	94.3%	55.3%	11.3%	66.1%	37.3%	28.8%
AB	246	242	233	153	17	159	92	66
%V	30.5%	31.0%	30.7%	34.3%	18.7%	29.8%	30.6%	28.4%
%H		98.4%	94.7%	62.2%	6.9%	64.6%	37.4%	26.8%
C1	219	209	206	114	25	149	79	69
%V	27.2%	26.8%	27.1%	25.6%	27.5%	28.0%	26.2%	29.7%
%H		95.4%	94.1%	52.1%	11.4%	68.0%	36.1%	31.5%
C2	195	190	186	105	35	135	86	49
%V	24.2%	24.4%	24.5%	23.5%	38.5%	25.3%	28.6%	21.1%
%H		97.4%	95.4%	53.8%	17.9%	69.2%	44.1%	25.1%
D	95	89	86	49	12	55	29	26
%V	11.8%	11.4%	11.3%	11.0%	13.2%	10.3%	9.6%	11.2%
%H		93.7%	90.5%	51.6%	12.6%	57.9%	30.5%	27.4%
E	52	51	48	24	3	36	14	21
%V	6.5%	6.5%	6.3%	5.4%	3.3%	6.8%	4.7%	9.1%
%H		98.1%	92.3%	46.2%	5.8%	69.2%	26.9%	40.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South East
Individual level data
Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	806	780	760	446	91	533	301	232
%H		96.8%	94.3%	55.3%	11.3%	66.1%	37.3%	28.8%
Working full time	460	444	438	273	61	293	183	110
%V	57.1%	56.9%	57.6%	61.2%	67.0%	55.0%	60.8%	47.4%
%H		96.5%	95.2%	59.3%	13.3%	63.7%	39.8%	23.9%
Working part time	38	37	36	21	3	27	15	12
%V	4.7%	4.7%	4.7%	4.7%	3.3%	5.1%	5.0%	5.2%
%H		97.4%	94.7%	55.3%	7.9%	71.1%	39.5%	31.6%
Not working	308	298	286	152	27	213	103	109
%V	38.2%	38.2%	37.6%	34.1%	29.7%	40.0%	34.2%	47.0%
%H		96.8%	92.9%	49.4%	8.8%	69.2%	33.4%	35.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	929	907	880	467	95	631	304	327
%H		97.6%	94.7%	50.3%	10.2%	67.9%	32.7%	35.2%
16 - 19	57	53	52	32	10	40	27	12
%V	6.1%	5.8%	5.9%	6.9%	10.5%	6.3%	8.9%	3.7%
%H		93.0%	91.2%	56.1%	17.5%	70.2%	47.4%	21.1%
20 - 24	68	63	62	35	5	43	21	23
%V	7.3%	6.9%	7.0%	7.5%	5.3%	6.8%	6.9%	7.0%
%H		92.6%	91.2%	51.5%	7.4%	63.2%	30.9%	33.8%
25 - 34	112	108	105	67	13	64	39	25
%V	12.1%	11.9%	11.9%	14.3%	13.7%	10.1%	12.8%	7.6%
%H		96.4%	93.8%	59.8%	11.6%	57.1%	34.8%	22.3%
35 - 44	144	139	136	85	18	88	54	35
%V	15.5%	15.3%	15.5%	18.2%	18.9%	13.9%	17.8%	10.7%
%H		96.5%	94.4%	59.0%	12.5%	61.1%	37.5%	24.3%
45 - 54	167	165	164	94	19	114	62	52
%V	18.0%	18.2%	18.6%	20.1%	20.0%	18.1%	20.4%	15.9%
%H		98.8%	98.2%	56.3%	11.4%	68.3%	37.1%	31.1%
55 - 64	153	152	147	76	16	105	49	56
%V	16.5%	16.8%	16.7%	16.3%	16.8%	16.6%	16.1%	17.1%
%H		99.3%	96.1%	49.7%	10.5%	68.6%	32.0%	36.6%
65+	229	227	214	78	14	176	52	123
%V	24.7%	25.0%	24.3%	16.7%	14.7%	27.9%	17.1%	37.6%
%H		99.1%	93.4%	34.1%	6.1%	76.9%	22.7%	53.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	929	907	880	467	95	631	304	327
%H		97.6%	94.7%	50.3%	10.2%	67.9%	32.7%	35.2%
AB	262	257	248	146	18	176	90	86
%V	28.2%	28.3%	28.2%	31.3%	18.9%	27.9%	29.6%	26.3%
%H		98.1%	94.7%	55.7%	6.9%	67.2%	34.4%	32.8%
C1	290	281	270	143	26	199	96	103
%V	31.2%	31.0%	30.7%	30.6%	27.4%	31.5%	31.6%	31.5%
%H		96.9%	93.1%	49.3%	9.0%	68.6%	33.1%	35.5%
C2	181	178	175	95	31	128	74	53
%V	19.5%	19.6%	19.9%	20.3%	32.6%	20.3%	24.3%	16.2%
%H		98.3%	96.7%	52.5%	17.1%	70.7%	40.9%	29.3%
D	109	105	104	52	15	66	28	38
%V	11.7%	11.6%	11.8%	11.1%	15.8%	10.5%	9.2%	11.6%
%H		96.3%	95.4%	47.7%	13.8%	60.6%	25.7%	34.9%
E	88	86	83	32	6	62	16	46
%V	9.5%	9.5%	9.4%	6.9%	6.3%	9.8%	5.3%	14.1%
%H		97.7%	94.3%	36.4%	6.8%	70.5%	18.2%	52.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	929	907	880	467	95	631	304	327
%H		97.6%	94.7%	50.3%	10.2%	67.9%	32.7%	35.2%
Working full time	291	287	279	169	31	187	106	82
%V	31.3%	31.6%	31.7%	36.2%	32.6%	29.6%	34.9%	25.1%
%H		98.6%	95.9%	58.1%	10.7%	64.3%	36.4%	28.2%
Working part time	161	155	152	97	20	101	64	37
%V	17.3%	17.1%	17.3%	20.8%	21.1%	16.0%	21.1%	11.3%
%H		96.3%	94.4%	60.2%	12.4%	62.7%	39.8%	23.0%
Not working	477	465	449	202	44	342	135	207
%V	51.3%	51.3%	51.0%	43.3%	46.3%	54.2%	44.4%	63.3%
%H		97.5%	94.1%	42.3%	9.2%	71.7%	28.3%	43.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
AB	766	746	742	341	142	594	324	270
%V	21.4%	21.6%	21.7%	25.4%	20.4%	21.0%	23.1%	18.9%
%H (All HH)		97.4%	96.9%	44.5%	18.5%	77.5%	42.3%	35.2%
%H (TV HH)			99.5%	45.7%	19.0%	79.6%	43.4%	36.2%
C1	891	855	850	342	187	704	374	331
%V	24.9%	24.8%	24.8%	25.5%	26.8%	24.9%	26.7%	23.1%
%H (All HH)		96.0%	95.4%	38.4%	21.0%	79.0%	42.0%	37.1%
%H (TV HH)			99.4%	40.0%	21.9%	82.3%	43.7%	38.7%
C2	730	711	707	284	170	586	320	266
%V	20.4%	20.6%	20.6%	21.1%	24.4%	20.7%	22.8%	18.6%
%H (All HH)		97.4%	96.8%	38.9%	23.3%	80.3%	43.8%	36.4%
%H (TV HH)			99.4%	39.9%	23.9%	82.4%	45.0%	37.4%
D	628	607	602	242	125	480	237	243
%V	17.6%	17.6%	17.6%	18.0%	17.9%	16.9%	16.9%	17.0%
%H (All HH)		96.7%	95.9%	38.5%	19.9%	76.4%	37.7%	38.7%
%H (TV HH)			99.2%	39.9%	20.6%	79.1%	39.0%	40.0%
E	557	530	525	134	73	468	146	321
%V	15.6%	15.4%	15.3%	10.0%	10.5%	16.5%	10.4%	22.4%
%H (All HH)		95.2%	94.3%	24.1%	13.1%	84.0%	26.2%	57.6%
%H (TV HH)			99.1%	25.3%	13.8%	88.3%	27.5%	60.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Under 25	166	148	144	51	30	117	52	65
%V	4.6%	4.3%	4.2%	3.8%	4.3%	4.1%	3.7%	4.5%
%H (All HH)		89.2%	86.7%	30.7%	18.1%	70.5%	31.3%	39.2%
%H (TV HH)			97.3%	34.5%	20.3%	79.1%	35.1%	43.9%
25 - 34	548	516	509	237	118	377	217	161
%V	15.3%	15.0%	14.9%	17.6%	16.9%	13.3%	15.5%	11.3%
%H (All HH)		94.2%	92.9%	43.2%	21.5%	68.8%	39.6%	29.4%
%H (TV HH)			98.6%	45.9%	22.9%	73.1%	42.1%	31.2%
35 - 44	611	589	586	292	147	459	304	156
%V	17.1%	17.1%	17.1%	21.7%	21.1%	16.2%	21.7%	10.9%
%H (All HH)		96.4%	95.9%	47.8%	24.1%	75.1%	49.8%	25.5%
%H (TV HH)			99.5%	49.6%	25.0%	77.9%	51.6%	26.5%
45 - 54	675	658	654	292	150	529	302	227
%V	18.9%	19.1%	19.1%	21.7%	21.5%	18.7%	21.6%	15.9%
%H (All HH)		97.5%	96.9%	43.3%	22.2%	78.4%	44.7%	33.6%
%H (TV HH)			99.4%	44.4%	22.8%	80.4%	45.9%	34.5%
55 - 64	599	583	582	224	124	500	258	242
%V	16.8%	16.9%	17.0%	16.7%	17.8%	17.7%	18.4%	16.9%
%H (All HH)		97.3%	97.2%	37.4%	20.7%	83.5%	43.1%	40.4%
%H (TV HH)			99.8%	38.4%	21.3%	85.8%	44.3%	41.5%
65 +	973	954	950	247	128	849	269	581
%V	27.2%	27.7%	27.7%	18.4%	18.4%	30.0%	19.2%	40.6%
%H (All HH)		98.0%	97.6%	25.4%	13.2%	87.3%	27.6%	59.7%
%H (TV HH)			99.6%	25.9%	13.4%	89.0%	28.2%	60.9%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
1	1219	1153	1140	279	174	988	291	697
%V	34.1%	33.4%	33.3%	20.8%	25.0%	34.9%	20.8%	48.7%
%H (All HH)		94.6%	93.5%	22.9%	14.3%	81.1%	23.9%	57.2%
%H (TV HH)			98.9%	24.2%	15.1%	85.7%	25.2%	60.5%
2	1087	1062	1056	433	211	870	447	424
%V	30.4%	30.8%	30.8%	32.2%	30.3%	30.7%	31.9%	29.6%
%H (All HH)		97.7%	97.1%	39.8%	19.4%	80.0%	41.1%	39.0%
%H (TV HH)			99.4%	40.8%	19.9%	81.9%	42.1%	39.9%
3	550	542	539	254	133	427	272	156
%V	15.4%	15.7%	15.7%	18.9%	19.1%	15.1%	19.4%	10.9%
%H (All HH)		98.5%	98.0%	46.2%	24.2%	77.6%	49.5%	28.4%
%H (TV HH)			99.4%	46.9%	24.5%	78.8%	50.2%	28.8%
4	457	444	443	233	120	356	255	101
%V	12.8%	12.9%	12.9%	17.3%	17.2%	12.6%	18.2%	7.1%
%H (All HH)		97.2%	96.9%	51.0%	26.3%	77.9%	55.8%	22.1%
%H (TV HH)			99.8%	52.5%	27.0%	80.2%	57.4%	22.7%
5+	258	248	248	144	59	191	137	54
%V	7.2%	7.2%	7.2%	10.7%	8.5%	6.7%	9.8%	3.8%
%H (All HH)		96.1%	96.1%	55.8%	22.9%	74.0%	53.1%	20.9%
%H (TV HH)			100.0%	58.1%	23.8%	77.0%	55.2%	21.8%
Average HH size	2.33	2.34	2.34	2.72	2.59	2.29	2.70	1.89

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Without	2650	2547	2530	886	474	2138	941	1198
%V	74.2%	73.9%	73.8%	66.0%	68.0%	75.5%	67.2%	83.7%
%H (All HH)		96.1%	95.5%	33.4%	17.9%	80.7%	35.5%	45.2%
%H (TV HH)			99.3%	34.8%	18.6%	83.9%	36.9%	47.0%
With	922	901	896	457	223	694	460	234
%V	25.8%	26.1%	26.2%	34.0%	32.0%	24.5%	32.8%	16.4%
%H (All HH)		97.7%	97.2%	49.6%	24.2%	75.3%	49.9%	25.4%
%H (TV HH)			99.4%	50.7%	24.8%	77.0%	51.1%	26.0%
0 - 3	355	343	340	169	85	250	158	92
%V	9.9%	9.9%	9.9%	12.6%	12.2%	8.8%	11.3%	6.4%
%H (All HH)		96.6%	95.8%	47.6%	23.9%	70.4%	44.5%	25.9%
%H (TV HH)			99.1%	49.3%	24.8%	72.9%	46.1%	26.8%
4 - 9	447	435	434	227	107	330	226	105
%V	12.5%	12.6%	12.7%	16.9%	15.4%	11.7%	16.1%	7.3%
%H (All HH)		97.3%	97.1%	50.8%	23.9%	73.8%	50.6%	23.5%
%H (TV HH)			99.8%	52.2%	24.6%	75.9%	52.0%	24.1%
10 - 15	442	436	434	234	109	351	248	103
%V	12.4%	12.6%	12.7%	17.4%	15.6%	12.4%	17.7%	7.2%
%H (All HH)		98.6%	98.2%	52.9%	24.7%	79.4%	56.1%	23.3%
%H (TV HH)			99.5%	53.7%	25.0%	80.5%	56.9%	23.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
1	1472	1472	1452	450	243	1115	348	767
%V	41.2%	42.7%	42.4%	33.5%	34.9%	39.4%	24.8%	53.6%
%H (All HH)		100.0%	98.6%	30.6%	16.5%	75.7%	23.6%	52.1%
%H (TV HH)			98.6%	30.6%	16.5%	75.7%	23.6%	52.1%
2	1083	1083	1081	430	245	921	499	421
%V	30.3%	31.4%	31.6%	32.0%	35.2%	32.5%	35.6%	29.4%
%H (All HH)		100.0%	99.8%	39.7%	22.6%	85.0%	46.1%	38.9%
%H (TV HH)			99.8%	39.7%	22.6%	85.0%	46.1%	38.9%
3	547	547	547	266	121	484	314	170
%V	15.3%	15.9%	16.0%	19.8%	17.4%	17.1%	22.4%	11.9%
%H (All HH)		100.0%	100.0%	48.6%	22.1%	88.5%	57.4%	31.1%
%H (TV HH)			100.0%	48.6%	22.1%	88.5%	57.4%	31.1%
4	245	245	244	139	63	220	169	51
%V	6.9%	7.1%	7.1%	10.3%	9.0%	7.8%	12.1%	3.6%
%H (All HH)		100.0%	99.6%	56.7%	25.7%	89.8%	69.0%	20.8%
%H (TV HH)			99.6%	56.7%	25.7%	89.8%	69.0%	20.8%
5+	102	102	102	59	24	92	70	22
%V	2.9%	3.0%	3.0%	4.4%	3.4%	3.2%	5.0%	1.5%
%H (All HH)		100.0%	100.0%	57.8%	23.5%	90.2%	68.6%	21.6%
%H (TV HH)			100.0%	57.8%	23.5%	90.2%	68.6%	21.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Under 20"	947	947	946	392	203	852	482	370
%V	26.5%	27.5%	27.6%	29.2%	29.1%	30.1%	34.4%	25.9%
%H (All HH)		100.0%	99.9%	41.4%	21.4%	90.0%	50.9%	39.1%
%H (TV HH)			99.9%	41.4%	21.4%	90.0%	50.9%	39.1%
20" - 29"	1460	1460	1455	536	296	1261	616	645
%V	40.9%	42.3%	42.5%	39.9%	42.5%	44.5%	44.0%	45.1%
%H (All HH)		100.0%	99.7%	36.7%	20.3%	86.4%	42.2%	44.2%
%H (TV HH)			99.7%	36.7%	20.3%	86.4%	42.2%	44.2%
30" - 39"	1793	1793	1790	730	370	1497	781	717
%V	50.2%	52.0%	52.2%	54.4%	53.1%	52.9%	55.7%	50.1%
%H (All HH)		100.0%	99.8%	40.7%	20.6%	83.5%	43.6%	40.0%
%H (TV HH)			99.8%	40.7%	20.6%	83.5%	43.6%	40.0%
40" and over	1197	1197	1195	631	295	966	672	294
%V	33.5%	34.7%	34.9%	47.0%	42.3%	34.1%	48.0%	20.5%
%H (All HH)		100.0%	99.8%	52.7%	24.6%	80.7%	56.1%	24.6%
%H (TV HH)			99.8%	52.7%	24.6%	80.7%	56.1%	24.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Main living room	3402	3402	3392	1336	692	2804	1393	1410
%V	95.2%	98.7%	99.0%	99.5%	99.3%	99.0%	99.4%	98.5%
%H (All HH)		100.0%	99.7%	39.3%	20.3%	82.4%	40.9%	41.4%
%H (TV HH)			99.7%	39.3%	20.3%	82.4%	40.9%	41.4%
Kitchen	428	428	428	198	81	383	230	153
%V	12.0%	12.4%	12.5%	14.7%	11.6%	13.5%	16.4%	10.7%
%H (All HH)		100.0%	100.0%	46.3%	18.9%	89.5%	53.7%	35.7%
%H (TV HH)			100.0%	46.3%	18.9%	89.5%	53.7%	35.7%
Adult's bedroom	1435	1435	1435	667	332	1268	799	470
%V	40.2%	41.6%	41.9%	49.7%	47.6%	44.8%	57.0%	32.8%
%H (All HH)		100.0%	100.0%	46.5%	23.1%	88.4%	55.7%	32.8%
%H (TV HH)			100.0%	46.5%	23.1%	88.4%	55.7%	32.8%
Child's bedroom	300	300	300	159	78	269	198	71
%V	8.4%	8.7%	8.8%	11.8%	11.2%	9.5%	14.1%	5.0%
%H (All HH)		100.0%	100.0%	53.0%	26.0%	89.7%	66.0%	23.7%
%H (TV HH)			100.0%	53.0%	26.0%	89.7%	66.0%	23.7%
Other bedroom	136	136	136	72	30	121	82	39
%V	3.8%	3.9%	4.0%	5.4%	4.3%	4.3%	5.9%	2.7%
%H (All HH)		100.0%	100.0%	52.9%	22.1%	89.0%	60.3%	28.7%
%H (TV HH)			100.0%	52.9%	22.1%	89.0%	60.3%	28.7%
Second living/dining room	327	327	326	163	71	287	186	100
%V	9.2%	9.5%	9.5%	12.1%	10.2%	10.1%	13.3%	7.0%
%H (All HH)		100.0%	99.7%	49.8%	21.7%	87.8%	56.9%	30.6%
%H (TV HH)			99.7%	49.8%	21.7%	87.8%	56.9%	30.6%
Study/office	59	59	59	32	10	52	33	20
%V	1.7%	1.7%	1.7%	2.4%	1.4%	1.8%	2.4%	1.4%
%H (All HH)		100.0%	100.0%	54.2%	16.9%	88.1%	55.9%	33.9%
%H (TV HH)			100.0%	54.2%	16.9%	88.1%	55.9%	33.9%
TV room	29	29	29	16	6	27	20	8
%V	0.8%	0.8%	0.8%	1.2%	0.9%	1.0%	1.4%	0.6%
%H (All HH)		100.0%	100.0%	55.2%	20.7%	93.1%	69.0%	27.6%
%H (TV HH)			100.0%	55.2%	20.7%	93.1%	69.0%	27.6%
Conservatory	42	42	42	22	9	35	24	11
%V	1.2%	1.2%	1.2%	1.6%	1.3%	1.2%	1.7%	0.8%
%H (All HH)		100.0%	100.0%	52.4%	21.4%	83.3%	57.1%	26.2%
%H (TV HH)			100.0%	52.4%	21.4%	83.3%	57.1%	26.2%
Attic or loft room	4	4	4	3	1	3	2	0
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%
%H (All HH)		100.0%	100.0%	75.0%	25.0%	75.0%	50.0%	0.0%
%H (TV HH)			100.0%	75.0%	25.0%	75.0%	50.0%	0.0%
No specific location	10	10	10	5	2	8	5	3
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	20.0%	80.0%	50.0%	30.0%
%H (TV HH)			100.0%	50.0%	20.0%	80.0%	50.0%	30.0%
Other	24	24	24	9	10	20	14	6
%V	0.7%	0.7%	0.7%	0.7%	1.4%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	100.0%	37.5%	41.7%	83.3%	58.3%	25.0%
%H (TV HH)			100.0%	37.5%	41.7%	83.3%	58.3%	25.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands
Household level data
Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
PVR	1737	1737	1737	1033	415	1346	1025	321
%V	48.6%	50.4%	50.7%	76.9%	59.5%	47.5%	73.2%	22.4%
%H (All HH)		100.0%	100.0%	59.5%	23.9%	77.5%	59.0%	18.5%
%H (TV HH)			100.0%	59.5%	23.9%	77.5%	59.0%	18.5%
DVDR	352	352	352	140	78	306	166	140
%V	9.9%	10.2%	10.3%	10.4%	11.2%	10.8%	11.8%	9.8%
%H (All HH)		100.0%	100.0%	39.8%	22.2%	86.9%	47.2%	39.8%
%H (TV HH)			100.0%	39.8%	22.2%	86.9%	47.2%	39.8%
VCR	274	274	272	87	54	237	101	135
%V	7.7%	7.9%	7.9%	6.5%	7.7%	8.4%	7.2%	9.4%
%H (All HH)		100.0%	99.3%	31.8%	19.7%	86.5%	36.9%	49.3%
%H (TV HH)			99.3%	31.8%	19.7%	86.5%	36.9%	49.3%
Any recorder	2039	2039	2037	1092	467	1614	1100	514
%V	57.1%	59.1%	59.5%	81.3%	67.0%	57.0%	78.5%	35.9%
%H (All HH)		100.0%	99.9%	53.6%	22.9%	79.2%	53.9%	25.2%
%H (TV HH)			99.9%	53.6%	22.9%	79.2%	53.9%	25.2%

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Receives HDTV (via STB or built-in reception)	1608	1608	1608	769	494	1291	911	379
%V	45.0%	46.6%	46.9%	57.3%	70.9%	45.6%	65.0%	26.5%
%H (All HH)		100.0%	100.0%	47.8%	30.7%	80.3%	56.7%	23.6%
%H (TV HH)			100.0%	47.8%	30.7%	80.3%	56.7%	23.6%
DVD/Blu-ray player or recorder	2736	2736	2732	1121	585	2291	1225	1066
%V	76.6%	79.4%	79.7%	83.5%	83.9%	80.9%	87.4%	74.5%
%H (All HH)		100.0%	99.9%	41.0%	21.4%	83.7%	44.8%	39.0%
%H (TV HH)			99.9%	41.0%	21.4%	83.7%	44.8%	39.0%

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands
Household level data
Table 3.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3572	3448	3426	1343	697	2832	1401	1431
%H (All HH)		96.5%	95.9%	37.6%	19.5%	79.3%	39.2%	40.1%
%H (TV HH)			99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Has PC or Laptop	2610	2534	2519	1143	598	2022	1205	817
%V	73.1%	73.5%	73.5%	85.1%	85.8%	71.4%	86.0%	57.1%
%H (All HH)		97.1%	96.5%	43.8%	22.9%	77.5%	46.2%	31.3%
%H (TV HH)			99.4%	45.1%	23.6%	79.8%	47.6%	32.2%
Has broadband internet	2441	2369	2356	1104	584	1876	1170	707
%V	68.3%	68.7%	68.8%	82.2%	83.8%	66.2%	83.5%	49.4%
%H (All HH)		97.1%	96.5%	45.2%	23.9%	76.9%	47.9%	29.0%
%H (TV HH)			99.5%	46.6%	24.7%	79.2%	49.4%	29.8%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6800	6773	2977	1480	5780	3341	2439
%H		99.6%	43.8%	21.8%	85.0%	49.1%	35.9%
Under 20"	1237	1236	545	254	1113	651	463
%V	18.2%	18.2%	18.3%	17.2%	19.3%	19.5%	19.0%
%H		99.9%	44.1%	20.5%	90.0%	52.6%	37.4%
20" - 29"	1834	1829	724	368	1609	844	764
%V	27.0%	27.0%	24.3%	24.9%	27.8%	25.3%	31.3%
%H		99.7%	39.5%	20.1%	87.7%	46.0%	41.7%
30" - 39"	2088	2085	880	441	1763	965	798
%V	30.7%	30.8%	29.6%	29.8%	30.5%	28.9%	32.7%
%H		99.9%	42.1%	21.1%	84.4%	46.2%	38.2%
40" and over	1341	1339	713	342	1082	766	316
%V	19.7%	19.8%	24.0%	23.1%	18.7%	22.9%	13.0%
%H		99.9%	53.2%	25.5%	80.7%	57.1%	23.6%
Don't know	120	120	46	17	101	43	58
%V	1.8%	1.8%	1.5%	1.1%	1.7%	1.3%	2.4%
%H		100.0%	38.3%	14.2%	84.2%	35.8%	48.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6800	6773	2977	1480	5780	3341	2439
%H		99.6%	43.8%	21.8%	85.0%	49.1%	35.9%
Main living room	3427	3417	1347	695	2825	1404	1421
%V	50.4%	50.5%	45.2%	47.0%	48.9%	42.0%	58.3%
%H		99.7%	39.3%	20.3%	82.4%	41.0%	41.5%
Kitchen	429	429	198	81	384	230	153
%V	6.3%	6.3%	6.7%	5.5%	6.6%	6.9%	6.3%
%H		100.0%	46.2%	18.9%	89.5%	53.6%	35.7%
Adult's bedroom	1714	1713	812	401	1530	991	539
%V	25.2%	25.3%	27.3%	27.1%	26.5%	29.7%	22.1%
%H		99.9%	47.4%	23.4%	89.3%	57.8%	31.4%
Child's bedroom	394	393	215	99	354	265	90
%V	5.8%	5.8%	7.2%	6.7%	6.1%	7.9%	3.7%
%H		99.7%	54.6%	25.1%	89.8%	67.3%	22.8%
Other bedroom	159	159	84	35	141	94	47
%V	2.3%	2.3%	2.8%	2.4%	2.4%	2.8%	1.9%
%H		100.0%	52.8%	22.0%	88.7%	59.1%	29.6%
Second living/dining room	328	328	164	72	288	187	101
%V	4.8%	4.8%	5.5%	4.9%	5.0%	5.6%	4.1%
%H		100.0%	50.0%	22.0%	87.8%	57.0%	30.8%
Study/office	59	59	32	10	52	33	20
%V	0.9%	0.9%	1.1%	0.7%	0.9%	1.0%	0.8%
%H		100.0%	54.2%	16.9%	88.1%	55.9%	33.9%
TV room	29	29	16	6	27	20	8
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.6%	0.3%
%H		100.0%	55.2%	20.7%	93.1%	69.0%	27.6%
Conservatory	42	42	22	9	35	24	11
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.7%	0.5%
%H		100.0%	52.4%	21.4%	83.3%	57.1%	26.2%
Attic or loft room	4	4	3	1	3	2	0
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	75.0%	25.0%	75.0%	50.0%	0.0%
No specific location	10	10	5	2	8	5	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	20.0%	80.0%	50.0%	30.0%
Other	24	24	9	10	21	15	6
%V	0.4%	0.4%	0.3%	0.7%	0.4%	0.4%	0.2%
%H		100.0%	37.5%	41.7%	87.5%	62.5%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6800	6773	2977	1480	5780	3341	2439
%H		99.6%	43.8%	21.8%	85.0%	49.1%	35.9%
PVR	2245	2245	1417	513	1730	1369	361
%V	33.0%	33.1%	47.6%	34.7%	29.9%	41.0%	14.8%
%H		100.0%	63.1%	22.9%	77.1%	61.0%	16.1%
DVDR	393	392	157	89	341	186	155
%V	5.8%	5.8%	5.3%	6.0%	5.9%	5.6%	6.4%
%H		99.7%	39.9%	22.6%	86.8%	47.3%	39.4%
VCR	299	298	99	61	259	115	144
%V	4.4%	4.4%	3.3%	4.1%	4.5%	3.4%	5.9%
%H		99.7%	33.1%	20.4%	86.6%	38.5%	48.2%
Any recorder	2660	2658	1529	592	2105	1513	592
%V	39.1%	39.2%	51.4%	40.0%	36.4%	45.3%	24.3%
%H		99.9%	57.5%	22.3%	79.1%	56.9%	22.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6800	6773	2977	1480	5780	3341	2439
%H		99.6%	43.8%	21.8%	85.0%	49.1%	35.9%
Receives HDTV (via STB or built-in reception)	2245	2245	1093	707	1826	1328	498
%V	33.0%	33.1%	36.7%	47.8%	31.6%	39.7%	20.4%
%H		100.0%	48.7%	31.5%	81.3%	59.2%	22.2%
DVD/Blu-ray player or recorder	4002	3998	1771	897	3437	2035	1403
%V	58.9%	59.0%	59.5%	60.6%	59.5%	60.9%	57.5%
%H		99.9%	44.3%	22.4%	85.9%	50.8%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3446	3424	1343	697	2830	1400	1430
%H		99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Under 20"	88	88	18	11	75	15	59
%V	2.6%	2.6%	1.3%	1.6%	2.7%	1.1%	4.1%
%H		100.0%	20.5%	12.5%	85.2%	17.0%	67.0%
20" - 29"	693	689	172	107	585	170	415
%V	20.1%	20.1%	12.8%	15.4%	20.7%	12.1%	29.0%
%H		99.4%	24.8%	15.4%	84.4%	24.5%	59.9%
30" - 39"	1440	1437	525	287	1195	554	641
%V	41.8%	42.0%	39.1%	41.2%	42.2%	39.6%	44.8%
%H		99.8%	36.5%	19.9%	83.0%	38.5%	44.5%
40" and over	1156	1154	611	285	927	646	281
%V	33.5%	33.7%	45.5%	40.9%	32.8%	46.1%	19.7%
%H		99.8%	52.9%	24.7%	80.2%	55.9%	24.3%
Don't know	57	57	17	7	48	15	33
%V	1.7%	1.7%	1.3%	1.0%	1.7%	1.1%	2.3%
%H		100.0%	29.8%	12.3%	84.2%	26.3%	57.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3446	3424	1343	697	2830	1400	1430
%H		99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
PVR	1687	1687	1015	406	1299	1002	298
%V	49.0%	49.3%	75.6%	58.2%	45.9%	71.6%	20.8%
%H		100.0%	60.2%	24.1%	77.0%	59.4%	17.7%
DVDR	302	302	113	67	259	134	125
%V	8.8%	8.8%	8.4%	9.6%	9.2%	9.6%	8.7%
%H		100.0%	37.4%	22.2%	85.8%	44.4%	41.4%
VCR	231	230	66	45	199	77	121
%V	6.7%	6.7%	4.9%	6.5%	7.0%	5.5%	8.5%
%H		99.6%	28.6%	19.5%	86.1%	33.3%	52.4%
Any recorder	1981	1979	1071	457	1561	1075	486
%V	57.5%	57.8%	79.7%	65.6%	55.2%	76.8%	34.0%
%H		99.9%	54.1%	23.1%	78.8%	54.3%	24.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3446	3424	1343	697	2830	1400	1430
%H		99.4%	39.0%	20.2%	82.1%	40.6%	41.5%
Receives HDTV (via STB or built-in reception)	1554	1554	744	486	1239	882	358
%V	45.1%	45.4%	55.4%	69.7%	43.8%	63.0%	25.0%
%H		100.0%	47.9%	31.3%	79.7%	56.8%	23.0%
DVD/Blu-ray player or recorder	2588	2583	1057	550	2157	1143	1014
%V	75.1%	75.4%	78.7%	78.9%	76.2%	81.6%	70.9%
%H		99.8%	40.8%	21.3%	83.3%	44.2%	39.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3354	3349	1634	783	2950	1940	1009
%H		99.9%	48.7%	23.3%	88.0%	57.8%	30.1%
Under 20"	1148	1148	527	244	1039	635	403
%V	34.2%	34.3%	32.3%	31.2%	35.2%	32.7%	39.9%
%H		100.0%	45.9%	21.3%	90.5%	55.3%	35.1%
20" - 29"	1140	1140	552	260	1024	674	349
%V	34.0%	34.0%	33.8%	33.2%	34.7%	34.7%	34.6%
%H		100.0%	48.4%	22.8%	89.8%	59.1%	30.6%
30" - 39"	649	648	354	154	568	411	157
%V	19.4%	19.3%	21.7%	19.7%	19.3%	21.2%	15.6%
%H		99.8%	54.5%	23.7%	87.5%	63.3%	24.2%
40" and over	185	185	103	56	154	120	34
%V	5.5%	5.5%	6.3%	7.2%	5.2%	6.2%	3.4%
%H		100.0%	55.7%	30.3%	83.2%	64.9%	18.4%
Don't know	63	63	29	10	53	28	25
%V	1.9%	1.9%	1.8%	1.3%	1.8%	1.4%	2.5%
%H		100.0%	46.0%	15.9%	84.1%	44.4%	39.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3354	3349	1634	783	2950	1940	1009
%H		99.9%	48.7%	23.3%	88.0%	57.8%	30.1%
PVR	558	558	403	107	431	367	64
%V	16.6%	16.7%	24.7%	13.7%	14.6%	18.9%	6.3%
%H		100.0%	72.2%	19.2%	77.2%	65.8%	11.5%
DVDR	91	91	44	21	82	52	30
%V	2.7%	2.7%	2.7%	2.7%	2.8%	2.7%	3.0%
%H		100.0%	48.4%	23.1%	90.1%	57.1%	33.0%
VCR	68	68	32	15	60	37	23
%V	2.0%	2.0%	2.0%	1.9%	2.0%	1.9%	2.3%
%H		100.0%	47.1%	22.1%	88.2%	54.4%	33.8%
Any recorder	679	679	459	135	544	437	107
%V	20.2%	20.3%	28.1%	17.2%	18.4%	22.5%	10.6%
%H		100.0%	67.6%	19.9%	80.1%	64.4%	15.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3354	3349	1634	783	2950	1940	1009
%H		99.9%	48.7%	23.3%	88.0%	57.8%	30.1%
Receives HDTV (via STB or built-in reception)	691	691	349	222	587	447	141
%V	20.6%	20.6%	21.4%	28.4%	19.9%	23.0%	14.0%
%H		100.0%	50.5%	32.1%	84.9%	64.7%	20.4%
DVD/Blu-ray player or recorder	1414	1414	714	347	1281	892	389
%V	42.2%	42.2%	43.7%	44.3%	43.4%	46.0%	38.6%
%H		100.0%	50.5%	24.5%	90.6%	63.1%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8308	8053	8016	3652	1804	6485	3782	2704
%H		96.9%	96.5%	44.0%	21.7%	78.1%	45.5%	32.5%
Total Children	1622	1576	1570	825	388	1208	818	390
%V	19.5%	19.6%	19.6%	22.6%	21.5%	18.6%	21.6%	14.4%
%H		97.2%	96.8%	50.9%	23.9%	74.5%	50.4%	24.0%
0 - 3	429	412	409	201	103	298	185	113
%V	5.2%	5.1%	5.1%	5.5%	5.7%	4.6%	4.9%	4.2%
%H		96.0%	95.3%	46.9%	24.0%	69.5%	43.1%	26.3%
4 - 15	1193	1164	1161	624	285	910	633	277
%V	14.4%	14.5%	14.5%	17.1%	15.8%	14.0%	16.7%	10.2%
%H		97.6%	97.3%	52.3%	23.9%	76.3%	53.1%	23.2%
4 - 9	607	588	587	311	140	450	307	143
%V	7.3%	7.3%	7.3%	8.5%	7.8%	6.9%	8.1%	5.3%
%H		96.9%	96.7%	51.2%	23.1%	74.1%	50.6%	23.6%
10 - 15	586	576	574	313	145	460	326	135
%V	7.1%	7.2%	7.2%	8.6%	8.0%	7.1%	8.6%	5.0%
%H		98.3%	98.0%	53.4%	24.7%	78.5%	55.6%	23.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8308	8053	8016	3652	1804	6485	3782	2704
%H		96.9%	96.5%	44.0%	21.7%	78.1%	45.5%	32.5%
Total Adults (16+)	6686	6477	6446	2827	1416	5277	2964	2313
%V	80.5%	80.4%	80.4%	77.4%	78.5%	81.4%	78.4%	85.5%
%H		96.9%	96.4%	42.3%	21.2%	78.9%	44.3%	34.6%
16 - 19	406	396	393	208	96	316	219	98
%V	4.9%	4.9%	4.9%	5.7%	5.3%	4.9%	5.8%	3.6%
%H		97.5%	96.8%	51.2%	23.6%	77.8%	53.9%	24.1%
20 - 24	549	510	505	238	127	411	258	153
%V	6.6%	6.3%	6.3%	6.5%	7.0%	6.3%	6.8%	5.7%
%H		92.9%	92.0%	43.4%	23.1%	74.9%	47.0%	27.9%
25 - 34	1100	1045	1035	505	257	779	488	291
%V	13.2%	13.0%	12.9%	13.8%	14.2%	12.0%	12.9%	10.8%
%H		95.0%	94.1%	45.9%	23.4%	70.8%	44.4%	26.5%
35 - 44	1074	1041	1037	538	263	807	553	254
%V	12.9%	12.9%	12.9%	14.7%	14.6%	12.4%	14.6%	9.4%
%H		96.9%	96.6%	50.1%	24.5%	75.1%	51.5%	23.6%
45 - 54	1160	1135	1131	522	264	921	552	369
%V	14.0%	14.1%	14.1%	14.3%	14.6%	14.2%	14.6%	13.6%
%H		97.8%	97.5%	45.0%	22.8%	79.4%	47.6%	31.8%
55 - 64	980	957	956	398	204	806	439	367
%V	11.8%	11.9%	11.9%	10.9%	11.3%	12.4%	11.6%	13.6%
%H		97.7%	97.6%	40.6%	20.8%	82.2%	44.8%	37.4%
65+	1417	1394	1389	417	205	1237	455	782
%V	17.1%	17.3%	17.3%	11.4%	11.4%	19.1%	12.0%	28.9%
%H		98.4%	98.0%	29.4%	14.5%	87.3%	32.1%	55.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6686	6477	6446	2827	1416	5277	2964	2313
%H		96.9%	96.4%	42.3%	21.2%	78.9%	44.3%	34.6%
AB	1526	1494	1489	730	302	1194	709	484
%V	22.8%	23.1%	23.1%	25.8%	21.3%	22.6%	23.9%	20.9%
%H		97.9%	97.6%	47.8%	19.8%	78.2%	46.5%	31.7%
C1	1710	1636	1628	717	382	1339	786	553
%V	25.6%	25.3%	25.3%	25.4%	27.0%	25.4%	26.5%	23.9%
%H		95.7%	95.2%	41.9%	22.3%	78.3%	46.0%	32.3%
C2	1470	1438	1431	623	359	1187	709	478
%V	22.0%	22.2%	22.2%	22.0%	25.4%	22.5%	23.9%	20.7%
%H		97.8%	97.3%	42.4%	24.4%	80.7%	48.2%	32.5%
D	1206	1167	1162	532	259	911	515	396
%V	18.0%	18.0%	18.0%	18.8%	18.3%	17.3%	17.4%	17.1%
%H		96.8%	96.4%	44.1%	21.5%	75.5%	42.7%	32.8%
E	774	741	735	225	115	647	245	403
%V	11.6%	11.4%	11.4%	8.0%	8.1%	12.3%	8.3%	17.4%
%H		95.7%	95.0%	29.1%	14.9%	83.6%	31.7%	52.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6686	6477	6446	2827	1416	5277	2964	2313
%H		96.9%	96.4%	42.3%	21.2%	78.9%	44.3%	34.6%
Working full time	2930	2857	2846	1395	712	2246	1454	793
%V	43.8%	44.1%	44.2%	49.3%	50.3%	42.6%	49.1%	34.3%
%H		97.5%	97.1%	47.6%	24.3%	76.7%	49.6%	27.1%
Working part time	681	667	663	318	156	521	320	201
%V	10.2%	10.3%	10.3%	11.2%	11.0%	9.9%	10.8%	8.7%
%H		97.9%	97.4%	46.7%	22.9%	76.5%	47.0%	29.5%
Not working	3075	2954	2937	1114	549	2510	1190	1320
%V	46.0%	45.6%	45.6%	39.4%	38.8%	47.6%	40.1%	57.1%
%H		96.1%	95.5%	36.2%	17.9%	81.6%	38.7%	42.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3271	3152	3134	1405	704	2550	1470	1080
%H		96.4%	95.8%	43.0%	21.5%	78.0%	44.9%	33.0%
16 - 19	214	208	207	105	55	165	113	53
%V	6.5%	6.6%	6.6%	7.5%	7.8%	6.5%	7.7%	4.9%
%H		97.2%	96.7%	49.1%	25.7%	77.1%	52.8%	24.8%
20 - 24	273	252	249	122	63	205	136	69
%V	8.3%	8.0%	7.9%	8.7%	8.9%	8.0%	9.3%	6.4%
%H		92.3%	91.2%	44.7%	23.1%	75.1%	49.8%	25.3%
25 - 34	543	514	507	245	128	383	240	143
%V	16.6%	16.3%	16.2%	17.4%	18.2%	15.0%	16.3%	13.2%
%H		94.7%	93.4%	45.1%	23.6%	70.5%	44.2%	26.3%
35 - 44	533	511	508	266	133	391	273	118
%V	16.3%	16.2%	16.2%	18.9%	18.9%	15.3%	18.6%	10.9%
%H		95.9%	95.3%	49.9%	25.0%	73.4%	51.2%	22.1%
45 - 54	574	558	557	260	129	447	267	180
%V	17.5%	17.7%	17.8%	18.5%	18.3%	17.5%	18.2%	16.7%
%H		97.2%	97.0%	45.3%	22.5%	77.9%	46.5%	31.4%
55 - 64	481	467	466	193	94	392	207	185
%V	14.7%	14.8%	14.9%	13.7%	13.4%	15.4%	14.1%	17.1%
%H		97.1%	96.9%	40.1%	19.5%	81.5%	43.0%	38.5%
65+	654	641	639	214	101	566	235	331
%V	20.0%	20.3%	20.4%	15.2%	14.3%	22.2%	16.0%	30.6%
%H		98.0%	97.7%	32.7%	15.4%	86.5%	35.9%	50.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3271	3152	3134	1405	704	2550	1470	1080
%H		96.4%	95.8%	43.0%	21.5%	78.0%	44.9%	33.0%
AB	753	737	735	368	153	591	362	228
%V	23.0%	23.4%	23.5%	26.2%	21.7%	23.2%	24.6%	21.1%
%H		97.9%	97.6%	48.9%	20.3%	78.5%	48.1%	30.3%
C1	814	775	770	352	183	630	383	246
%V	24.9%	24.6%	24.6%	25.1%	26.0%	24.7%	26.1%	22.8%
%H		95.2%	94.6%	43.2%	22.5%	77.4%	47.1%	30.2%
C2	786	764	760	326	190	631	372	258
%V	24.0%	24.2%	24.3%	23.2%	27.0%	24.7%	25.3%	23.9%
%H		97.2%	96.7%	41.5%	24.2%	80.3%	47.3%	32.8%
D	603	578	574	260	135	442	251	191
%V	18.4%	18.3%	18.3%	18.5%	19.2%	17.3%	17.1%	17.7%
%H		95.9%	95.2%	43.1%	22.4%	73.3%	41.6%	31.7%
E	315	297	295	98	44	257	102	156
%V	9.6%	9.4%	9.4%	7.0%	6.3%	10.1%	6.9%	14.4%
%H		94.3%	93.7%	31.1%	14.0%	81.6%	32.4%	49.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3271	3152	3134	1405	704	2550	1470	1080
%H		96.4%	95.8%	43.0%	21.5%	78.0%	44.9%	33.0%
Working full time	1833	1779	1771	883	437	1398	916	482
%V	56.0%	56.4%	56.5%	62.8%	62.1%	54.8%	62.3%	44.6%
%H		97.1%	96.6%	48.2%	23.8%	76.3%	50.0%	26.3%
Working part time	151	145	143	69	26	112	61	51
%V	4.6%	4.6%	4.6%	4.9%	3.7%	4.4%	4.1%	4.7%
%H		96.0%	94.7%	45.7%	17.2%	74.2%	40.4%	33.8%
Not working	1287	1228	1221	453	241	1040	493	547
%V	39.3%	39.0%	39.0%	32.2%	34.2%	40.8%	33.5%	50.6%
%H		95.4%	94.9%	35.2%	18.7%	80.8%	38.3%	42.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3416	3325	3312	1422	712	2727	1493	1234
%H		97.3%	97.0%	41.6%	20.8%	79.8%	43.7%	36.1%
16 - 19	193	188	186	103	42	151	106	45
%V	5.6%	5.7%	5.6%	7.2%	5.9%	5.5%	7.1%	3.6%
%H		97.4%	96.4%	53.4%	21.8%	78.2%	54.9%	23.3%
20 - 24	277	257	255	116	64	205	122	83
%V	8.1%	7.7%	7.7%	8.2%	9.0%	7.5%	8.2%	6.7%
%H		92.8%	92.1%	41.9%	23.1%	74.0%	44.0%	30.0%
25 - 34	557	531	528	260	129	396	247	148
%V	16.3%	16.0%	15.9%	18.3%	18.1%	14.5%	16.5%	12.0%
%H		95.3%	94.8%	46.7%	23.2%	71.1%	44.3%	26.6%
35 - 44	541	530	528	272	130	416	280	136
%V	15.8%	15.9%	15.9%	19.1%	18.3%	15.3%	18.8%	11.0%
%H		98.0%	97.6%	50.3%	24.0%	76.9%	51.8%	25.1%
45 - 54	586	577	574	263	135	474	285	189
%V	17.2%	17.4%	17.3%	18.5%	19.0%	17.4%	19.1%	15.3%
%H		98.5%	98.0%	44.9%	23.0%	80.9%	48.6%	32.3%
55 - 64	499	490	489	206	110	414	233	181
%V	14.6%	14.7%	14.8%	14.5%	15.4%	15.2%	15.6%	14.7%
%H		98.2%	98.0%	41.3%	22.0%	83.0%	46.7%	36.3%
65+	764	753	750	203	103	671	220	451
%V	22.4%	22.6%	22.6%	14.3%	14.5%	24.6%	14.7%	36.5%
%H		98.6%	98.2%	26.6%	13.5%	87.8%	28.8%	59.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3416	3325	3312	1422	712	2727	1493	1234
%H		97.3%	97.0%	41.6%	20.8%	79.8%	43.7%	36.1%
AB	773	757	754	362	149	603	347	256
%V	22.6%	22.8%	22.8%	25.5%	20.9%	22.1%	23.2%	20.7%
%H		97.9%	97.5%	46.8%	19.3%	78.0%	44.9%	33.1%
C1	896	861	859	365	199	709	402	307
%V	26.2%	25.9%	25.9%	25.7%	27.9%	26.0%	26.9%	24.9%
%H		96.1%	95.9%	40.7%	22.2%	79.1%	44.9%	34.3%
C2	684	673	671	296	169	556	337	219
%V	20.0%	20.2%	20.3%	20.8%	23.7%	20.4%	22.6%	17.7%
%H		98.4%	98.1%	43.3%	24.7%	81.3%	49.3%	32.0%
D	604	589	588	272	124	469	264	205
%V	17.7%	17.7%	17.8%	19.1%	17.4%	17.2%	17.7%	16.6%
%H		97.5%	97.4%	45.0%	20.5%	77.6%	43.7%	33.9%
E	459	444	440	126	71	390	143	247
%V	13.4%	13.4%	13.3%	8.9%	10.0%	14.3%	9.6%	20.0%
%H		96.7%	95.9%	27.5%	15.5%	85.0%	31.2%	53.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3416	3325	3312	1422	712	2727	1493	1234
%H		97.3%	97.0%	41.6%	20.8%	79.8%	43.7%	36.1%
Working full time	1098	1077	1075	512	275	848	537	311
%V	32.1%	32.4%	32.5%	36.0%	38.6%	31.1%	36.0%	25.2%
%H		98.1%	97.9%	46.6%	25.0%	77.2%	48.9%	28.3%
Working part time	530	522	521	249	129	409	259	149
%V	15.5%	15.7%	15.7%	17.5%	18.1%	15.0%	17.3%	12.1%
%H		98.5%	98.3%	47.0%	24.3%	77.2%	48.9%	28.1%
Not working	1788	1726	1716	661	308	1470	697	773
%V	52.3%	51.9%	51.8%	46.5%	43.3%	53.9%	46.7%	62.6%
%H		96.5%	96.0%	37.0%	17.2%	82.2%	39.0%	43.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
AB	495	476	475	251	59	371	198	173
%V	25.3%	25.3%	25.4%	27.8%	23.8%	25.2%	27.4%	23.1%
%H (All HH)		96.2%	96.0%	50.7%	11.9%	74.9%	40.0%	34.9%
%H (TV HH)			99.8%	52.7%	12.4%	77.9%	41.6%	36.3%
C1	545	525	519	244	74	405	195	211
%V	27.9%	27.9%	27.7%	27.0%	29.8%	27.6%	27.0%	28.2%
%H (All HH)		96.3%	95.2%	44.8%	13.6%	74.3%	35.8%	38.7%
%H (TV HH)			98.9%	46.5%	14.1%	77.1%	37.1%	40.2%
C2	422	414	412	213	53	327	177	150
%V	21.6%	22.0%	22.0%	23.6%	21.4%	22.2%	24.5%	20.1%
%H (All HH)		98.1%	97.6%	50.5%	12.6%	77.5%	41.9%	35.5%
%H (TV HH)			99.5%	51.4%	12.8%	79.0%	42.8%	36.2%
D	291	277	273	132	35	208	96	112
%V	14.9%	14.7%	14.6%	14.6%	14.1%	14.1%	13.3%	15.0%
%H (All HH)		95.2%	93.8%	45.4%	12.0%	71.5%	33.0%	38.5%
%H (TV HH)			98.6%	47.7%	12.6%	75.1%	34.7%	40.4%
E	202	193	192	65	27	159	56	102
%V	10.3%	10.2%	10.3%	7.2%	10.9%	10.8%	7.8%	13.6%
%H (All HH)		95.5%	95.0%	32.2%	13.4%	78.7%	27.7%	50.5%
%H (TV HH)			99.5%	33.7%	14.0%	82.4%	29.0%	52.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Under 25	76	70	67	36	4	53	25	29
%V	3.9%	3.7%	3.6%	4.0%	1.6%	3.6%	3.5%	3.9%
%H (All HH)		92.1%	88.2%	47.4%	5.3%	69.7%	32.9%	38.2%
%H (TV HH)			95.7%	51.4%	5.7%	75.7%	35.7%	41.4%
25 - 34	290	268	265	155	46	161	92	69
%V	14.8%	14.2%	14.2%	17.1%	18.5%	11.0%	12.7%	9.2%
%H (All HH)		92.4%	91.4%	53.4%	15.9%	55.5%	31.7%	23.8%
%H (TV HH)			98.9%	57.8%	17.2%	60.1%	34.3%	25.7%
35 - 44	337	327	322	191	46	243	153	90
%V	17.2%	17.3%	17.2%	21.1%	18.5%	16.5%	21.2%	12.0%
%H (All HH)		97.0%	95.5%	56.7%	13.6%	72.1%	45.4%	26.7%
%H (TV HH)			98.5%	58.4%	14.1%	74.3%	46.8%	27.5%
45 - 54	372	362	360	173	62	292	161	130
%V	19.0%	19.2%	19.2%	19.1%	25.0%	19.9%	22.3%	17.4%
%H (All HH)		97.3%	96.8%	46.5%	16.7%	78.5%	43.3%	34.9%
%H (TV HH)			99.4%	47.8%	17.1%	80.7%	44.5%	35.9%
55 - 64	338	327	327	169	42	263	141	123
%V	17.3%	17.3%	17.5%	18.7%	16.9%	17.9%	19.5%	16.4%
%H (All HH)		96.7%	96.7%	50.0%	12.4%	77.8%	41.7%	36.4%
%H (TV HH)			100.0%	51.7%	12.8%	80.4%	43.1%	37.6%
65 +	543	531	530	180	49	457	150	307
%V	27.8%	28.2%	28.3%	19.9%	19.8%	31.1%	20.8%	41.0%
%H (All HH)		97.8%	97.6%	33.1%	9.0%	84.2%	27.6%	56.5%
%H (TV HH)			99.8%	33.9%	9.2%	86.1%	28.2%	57.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
1	644	603	598	205	61	490	152	338
%V	32.9%	32.0%	31.9%	22.7%	24.6%	33.3%	21.1%	45.2%
%H (All HH)		93.6%	92.9%	31.8%	9.5%	76.1%	23.6%	52.5%
%H (TV HH)			99.2%	34.0%	10.1%	81.3%	25.2%	56.1%
2	629	614	611	296	89	491	258	233
%V	32.2%	32.6%	32.6%	32.7%	35.9%	33.4%	35.7%	31.1%
%H (All HH)		97.6%	97.1%	47.1%	14.1%	78.1%	41.0%	37.0%
%H (TV HH)			99.5%	48.2%	14.5%	80.0%	42.0%	37.9%
3	293	287	285	170	43	215	138	77
%V	15.0%	15.2%	15.2%	18.8%	17.3%	14.6%	19.1%	10.3%
%H (All HH)		98.0%	97.3%	58.0%	14.7%	73.4%	47.1%	26.3%
%H (TV HH)			99.3%	59.2%	15.0%	74.9%	48.1%	26.8%
4	252	247	245	145	37	185	119	66
%V	12.9%	13.1%	13.1%	16.0%	14.9%	12.6%	16.5%	8.8%
%H (All HH)		98.0%	97.2%	57.5%	14.7%	73.4%	47.2%	26.2%
%H (TV HH)			99.2%	58.7%	15.0%	74.9%	48.2%	26.7%
5+	138	134	133	87	18	89	56	33
%V	7.1%	7.1%	7.1%	9.6%	7.3%	6.1%	7.8%	4.4%
%H (All HH)		97.1%	96.4%	63.0%	13.0%	64.5%	40.6%	23.9%
%H (TV HH)			99.3%	64.9%	13.4%	66.4%	41.8%	24.6%
Average HH size	2.32	2.34	2.34	2.62	2.49	2.28	2.59	1.97

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Without	1472	1412	1401	621	172	1135	510	625
%V	75.3%	74.9%	74.8%	68.7%	69.4%	77.2%	70.6%	83.6%
%H (All HH)		95.9%	95.2%	42.2%	11.7%	77.1%	34.6%	42.5%
%H (TV HH)			99.2%	44.0%	12.2%	80.4%	36.1%	44.3%
With	483	473	471	282	75	334	212	123
%V	24.7%	25.1%	25.2%	31.2%	30.2%	22.7%	29.4%	16.4%
%H (All HH)		97.9%	97.5%	58.4%	15.5%	69.2%	43.9%	25.5%
%H (TV HH)			99.6%	59.6%	15.9%	70.6%	44.8%	26.0%
0 - 3	178	173	171	104	27	116	71	45
%V	9.1%	9.2%	9.1%	11.5%	10.9%	7.9%	9.8%	6.0%
%H (All HH)		97.2%	96.1%	58.4%	15.2%	65.2%	39.9%	25.3%
%H (TV HH)			98.8%	60.1%	15.6%	67.1%	41.0%	26.0%
4 - 9	247	242	241	148	41	164	103	60
%V	12.6%	12.8%	12.9%	16.4%	16.5%	11.2%	14.3%	8.0%
%H (All HH)		98.0%	97.6%	59.9%	16.6%	66.4%	41.7%	24.3%
%H (TV HH)			99.6%	61.2%	16.9%	67.8%	42.6%	24.8%
10 - 15	237	232	232	142	33	173	114	59
%V	12.1%	12.3%	12.4%	15.7%	13.3%	11.8%	15.8%	7.9%
%H (All HH)		97.9%	97.9%	59.9%	13.9%	73.0%	48.1%	24.9%
%H (TV HH)			100.0%	61.2%	14.2%	74.6%	49.1%	25.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
1	742	742	730	291	88	525	170	355
%V	38.0%	39.4%	39.0%	32.2%	35.5%	35.7%	23.5%	47.5%
%H (All HH)		100.0%	98.4%	39.2%	11.9%	70.8%	22.9%	47.8%
%H (TV HH)			98.4%	39.2%	11.9%	70.8%	22.9%	47.8%
2	625	625	624	303	86	488	240	248
%V	32.0%	33.2%	33.3%	33.5%	34.7%	33.2%	33.2%	33.2%
%H (All HH)		100.0%	99.8%	48.5%	13.8%	78.1%	38.4%	39.7%
%H (TV HH)			99.8%	48.5%	13.8%	78.1%	38.4%	39.7%
3	292	292	292	167	42	246	158	88
%V	14.9%	15.5%	15.6%	18.5%	16.9%	16.7%	21.9%	11.8%
%H (All HH)		100.0%	100.0%	57.2%	14.4%	84.2%	54.1%	30.1%
%H (TV HH)			100.0%	57.2%	14.4%	84.2%	54.1%	30.1%
4	140	140	140	81	19	130	89	41
%V	7.2%	7.4%	7.5%	9.0%	7.7%	8.8%	12.3%	5.5%
%H (All HH)		100.0%	100.0%	57.9%	13.6%	92.9%	63.6%	29.3%
%H (TV HH)			100.0%	57.9%	13.6%	92.9%	63.6%	29.3%
5+	86	86	86	62	12	80	65	15
%V	4.4%	4.6%	4.6%	6.9%	4.8%	5.4%	9.0%	2.0%
%H (All HH)		100.0%	100.0%	72.1%	14.0%	93.0%	75.6%	17.4%
%H (TV HH)			100.0%	72.1%	14.0%	93.0%	75.6%	17.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Household level data
Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Under 20"	637	637	636	295	88	562	302	260
%V	32.6%	33.8%	34.0%	32.6%	35.5%	38.2%	41.8%	34.8%
%H (All HH)		100.0%	99.8%	46.3%	13.8%	88.2%	47.4%	40.8%
%H (TV HH)			99.8%	46.3%	13.8%	88.2%	47.4%	40.8%
20" - 29"	778	778	773	347	95	641	301	340
%V	39.8%	41.3%	41.3%	38.4%	38.3%	43.6%	41.7%	45.5%
%H (All HH)		100.0%	99.4%	44.6%	12.2%	82.4%	38.7%	43.7%
%H (TV HH)			99.4%	44.6%	12.2%	82.4%	38.7%	43.7%
30" - 39"	971	971	969	488	128	782	416	366
%V	49.7%	51.5%	51.8%	54.0%	51.6%	53.2%	57.6%	48.9%
%H (All HH)		100.0%	99.8%	50.3%	13.2%	80.5%	42.8%	37.7%
%H (TV HH)			99.8%	50.3%	13.2%	80.5%	42.8%	37.7%
40" and over	675	675	674	447	97	500	352	148
%V	34.5%	35.8%	36.0%	49.4%	39.1%	34.0%	48.8%	19.8%
%H (All HH)		100.0%	99.9%	66.2%	14.4%	74.1%	52.1%	21.9%
%H (TV HH)			99.9%	66.2%	14.4%	74.1%	52.1%	21.9%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Main living room	1852	1852	1845	891	247	1449	714	734
%V	94.7%	98.2%	98.6%	98.6%	99.6%	98.6%	98.9%	98.1%
%H (All HH)		100.0%	99.6%	48.1%	13.3%	78.2%	38.6%	39.6%
%H (TV HH)			99.6%	48.1%	13.3%	78.2%	38.6%	39.6%
Kitchen	278	278	278	148	37	248	150	98
%V	14.2%	14.7%	14.9%	16.4%	14.9%	16.9%	20.8%	13.1%
%H (All HH)		100.0%	100.0%	53.2%	13.3%	89.2%	54.0%	35.3%
%H (TV HH)			100.0%	53.2%	13.3%	89.2%	54.0%	35.3%
Adult's bedroom	791	791	790	443	114	669	422	247
%V	40.5%	42.0%	42.2%	49.0%	46.0%	45.5%	58.4%	33.0%
%H (All HH)		100.0%	99.9%	56.0%	14.4%	84.6%	53.4%	31.2%
%H (TV HH)			99.9%	56.0%	14.4%	84.6%	53.4%	31.2%
Child's bedroom	174	174	174	109	26	157	114	43
%V	8.9%	9.2%	9.3%	12.1%	10.5%	10.7%	15.8%	5.7%
%H (All HH)		100.0%	100.0%	62.6%	14.9%	90.2%	65.5%	24.7%
%H (TV HH)			100.0%	62.6%	14.9%	90.2%	65.5%	24.7%
Other bedroom	112	112	112	68	8	98	61	37
%V	5.7%	5.9%	6.0%	7.5%	3.2%	6.7%	8.4%	4.9%
%H (All HH)		100.0%	100.0%	60.7%	7.1%	87.5%	54.5%	33.0%
%H (TV HH)			100.0%	60.7%	7.1%	87.5%	54.5%	33.0%
Second living/dining room	185	185	185	106	23	160	100	60
%V	9.5%	9.8%	9.9%	11.7%	9.3%	10.9%	13.9%	8.0%
%H (All HH)		100.0%	100.0%	57.3%	12.4%	86.5%	54.1%	32.4%
%H (TV HH)			100.0%	57.3%	12.4%	86.5%	54.1%	32.4%
Study/office	73	73	73	44	6	63	39	25
%V	3.7%	3.9%	3.9%	4.9%	2.4%	4.3%	5.4%	3.3%
%H (All HH)		100.0%	100.0%	60.3%	8.2%	86.3%	53.4%	34.2%
%H (TV HH)			100.0%	60.3%	8.2%	86.3%	53.4%	34.2%
TV room	21	21	21	13	4	19	15	4
%V	1.1%	1.1%	1.1%	1.4%	1.6%	1.3%	2.1%	0.5%
%H (All HH)		100.0%	100.0%	61.9%	19.0%	90.5%	71.4%	19.0%
%H (TV HH)			100.0%	61.9%	19.0%	90.5%	71.4%	19.0%
Conservatory	19	19	19	8	5	15	9	6
%V	1.0%	1.0%	1.0%	0.9%	2.0%	1.0%	1.2%	0.8%
%H (All HH)		100.0%	100.0%	42.1%	26.3%	78.9%	47.4%	31.6%
%H (TV HH)			100.0%	42.1%	26.3%	78.9%	47.4%	31.6%
Attic or loft room	3	3	3	2	2	2	2	0
%V	0.2%	0.2%	0.2%	0.2%	0.8%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	66.7%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	66.7%	66.7%	66.7%	0.0%
No specific location	9	9	9	6	0	8	5	3
%V	0.5%	0.5%	0.5%	0.7%	0.0%	0.5%	0.7%	0.4%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	88.9%	55.6%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	88.9%	55.6%	33.3%
Other	21	21	21	10	3	18	9	9
%V	1.1%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.2%
%H (All HH)		100.0%	100.0%	47.6%	14.3%	85.7%	42.9%	42.9%
%H (TV HH)			100.0%	47.6%	14.3%	85.7%	42.9%	42.9%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Household level data
Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
PVR	1024	1024	1023	734	133	741	566	175
%V	52.4%	54.3%	54.6%	81.2%	53.6%	50.4%	78.4%	23.4%
%H (All HH)		100.0%	99.9%	71.7%	13.0%	72.4%	55.3%	17.1%
%H (TV HH)			99.9%	71.7%	13.0%	72.4%	55.3%	17.1%
DVDR	251	251	251	157	28	217	146	71
%V	12.8%	13.3%	13.4%	17.4%	11.3%	14.8%	20.2%	9.5%
%H (All HH)		100.0%	100.0%	62.5%	11.2%	86.5%	58.2%	28.3%
%H (TV HH)			100.0%	62.5%	11.2%	86.5%	58.2%	28.3%
VCR	177	177	177	80	25	151	76	75
%V	9.1%	9.4%	9.5%	8.8%	10.1%	10.3%	10.5%	10.0%
%H (All HH)		100.0%	100.0%	45.2%	14.1%	85.3%	42.9%	42.4%
%H (TV HH)			100.0%	45.2%	14.1%	85.3%	42.9%	42.4%
Any recorder	1160	1160	1159	767	153	863	603	260
%V	59.3%	61.5%	61.9%	84.8%	61.7%	58.7%	83.5%	34.8%
%H (All HH)		100.0%	99.9%	66.1%	13.2%	74.4%	52.0%	22.4%
%H (TV HH)			99.9%	66.1%	13.2%	74.4%	52.0%	22.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
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Table 4.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Receives HDTV (via STB or built-in reception)	869	869	869	524	154	673	464	209
%V	44.5%	46.1%	46.4%	58.0%	62.1%	45.8%	64.3%	27.9%
%H (All HH)		100.0%	100.0%	60.3%	17.7%	77.4%	53.4%	24.1%
%H (TV HH)			100.0%	60.3%	17.7%	77.4%	53.4%	24.1%
DVD/Blu-ray player or recorder	1391	1391	1386	742	201	1071	603	468
%V	71.2%	73.8%	74.0%	82.1%	81.0%	72.9%	83.5%	62.6%
%H (All HH)		100.0%	99.6%	53.3%	14.5%	77.0%	43.4%	33.6%
%H (TV HH)			99.6%	53.3%	14.5%	77.0%	43.4%	33.6%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1955	1885	1872	904	248	1470	722	748
%H (All HH)		96.4%	95.8%	46.2%	12.7%	75.2%	36.9%	38.3%
%H (TV HH)			99.3%	48.0%	13.2%	78.0%	38.3%	39.7%
Has PC or Laptop	1531	1477	1466	784	219	1126	638	488
%V	78.3%	78.4%	78.3%	86.7%	88.3%	76.6%	88.4%	65.2%
%H (All HH)		96.5%	95.8%	51.2%	14.3%	73.5%	41.7%	31.9%
%H (TV HH)			99.3%	53.1%	14.8%	76.2%	43.2%	33.0%
Has broadband internet	1448	1400	1390	759	215	1064	623	441
%V	74.1%	74.3%	74.3%	84.0%	86.7%	72.4%	86.3%	59.0%
%H (All HH)		96.7%	96.0%	52.4%	14.8%	73.5%	43.0%	30.5%
%H (TV HH)			99.3%	54.2%	15.4%	76.0%	44.5%	31.5%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3899	3885	2065	524	3200	1838	1362
%H		99.6%	53.0%	13.4%	82.1%	47.1%	34.9%
Under 20"	890	889	430	121	806	459	347
%V	22.8%	22.9%	20.8%	23.1%	25.2%	25.0%	25.5%
%H		99.9%	48.3%	13.6%	90.6%	51.6%	39.0%
20" - 29"	960	955	446	114	806	399	407
%V	24.6%	24.6%	21.6%	21.8%	25.2%	21.7%	29.9%
%H		99.5%	46.5%	11.9%	84.0%	41.6%	42.4%
30" - 39"	1134	1132	590	152	923	514	409
%V	29.1%	29.1%	28.6%	29.0%	28.8%	28.0%	30.0%
%H		99.8%	52.0%	13.4%	81.4%	45.3%	36.1%
40" and over	760	759	504	109	568	403	165
%V	19.5%	19.5%	24.4%	20.8%	17.8%	21.9%	12.1%
%H		99.9%	66.3%	14.3%	74.7%	53.0%	21.7%
Don't know	45	45	29	9	41	29	11
%V	1.2%	1.2%	1.4%	1.7%	1.3%	1.6%	0.8%
%H		100.0%	64.4%	20.0%	91.1%	64.4%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3899	3885	2065	524	3200	1838	1362
%H		99.6%	53.0%	13.4%	82.1%	47.1%	34.9%
Main living room	1872	1864	899	247	1468	723	745
%V	48.0%	48.0%	43.5%	47.1%	45.9%	39.3%	54.7%
%H		99.6%	48.0%	13.2%	78.4%	38.6%	39.8%
Kitchen	280	280	150	37	249	151	98
%V	7.2%	7.2%	7.3%	7.1%	7.8%	8.2%	7.2%
%H		100.0%	53.6%	13.2%	88.9%	53.9%	35.0%
Adult's bedroom	934	933	530	133	806	518	288
%V	24.0%	24.0%	25.7%	25.4%	25.2%	28.2%	21.1%
%H		99.9%	56.7%	14.2%	86.3%	55.5%	30.8%
Child's bedroom	234	234	146	38	211	154	57
%V	6.0%	6.0%	7.1%	7.3%	6.6%	8.4%	4.2%
%H		100.0%	62.4%	16.2%	90.2%	65.8%	24.4%
Other bedroom	136	136	84	8	122	77	45
%V	3.5%	3.5%	4.1%	1.5%	3.8%	4.2%	3.3%
%H		100.0%	61.8%	5.9%	89.7%	56.6%	33.1%
Second living/dining room	187	187	108	23	162	102	60
%V	4.8%	4.8%	5.2%	4.4%	5.1%	5.5%	4.4%
%H		100.0%	57.8%	12.3%	86.6%	54.5%	32.1%
Study/office	73	73	44	6	63	39	25
%V	1.9%	1.9%	2.1%	1.1%	2.0%	2.1%	1.8%
%H		100.0%	60.3%	8.2%	86.3%	53.4%	34.2%
TV room	21	21	13	4	19	15	4
%V	0.5%	0.5%	0.6%	0.8%	0.6%	0.8%	0.3%
%H		100.0%	61.9%	19.0%	90.5%	71.4%	19.0%
Conservatory	19	19	8	5	15	9	6
%V	0.5%	0.5%	0.4%	1.0%	0.5%	0.5%	0.4%
%H		100.0%	42.1%	26.3%	78.9%	47.4%	31.6%
Attic or loft room	3	3	2	2	2	2	0
%V	0.1%	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%
%H		100.0%	66.7%	66.7%	66.7%	66.7%	0.0%
No specific location	9	9	6	0	8	5	3
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H		100.0%	66.7%	0.0%	88.9%	55.6%	33.3%
Other	21	21	11	3	19	10	9
%V	0.5%	0.5%	0.5%	0.6%	0.6%	0.5%	0.7%
%H		100.0%	52.4%	14.3%	90.5%	47.6%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3899	3885	2065	524	3200	1838	1362
%H		99.6%	53.0%	13.4%	82.1%	47.1%	34.9%
PVR	1338	1337	998	163	981	779	202
%V	34.3%	34.4%	48.3%	31.1%	30.7%	42.4%	14.8%
%H		99.9%	74.6%	12.2%	73.3%	58.2%	15.1%
DVDR	306	306	203	30	272	193	79
%V	7.8%	7.9%	9.8%	5.7%	8.5%	10.5%	5.8%
%H		100.0%	66.3%	9.8%	88.9%	63.1%	25.8%
VCR	193	193	90	29	162	84	79
%V	4.9%	5.0%	4.4%	5.5%	5.1%	4.6%	5.8%
%H		100.0%	46.6%	15.0%	83.9%	43.5%	40.9%
Any recorder	1534	1534	1067	192	1156	855	301
%V	39.3%	39.5%	51.7%	36.6%	36.1%	46.5%	22.1%
%H		100.0%	69.6%	12.5%	75.4%	55.7%	19.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3899	3885	2065	524	3200	1838	1362
%H		99.6%	53.0%	13.4%	82.1%	47.1%	34.9%
Receives HDTV (via STB or built-in reception)	1176	1176	719	206	931	656	275
%V	30.2%	30.3%	34.8%	39.3%	29.1%	35.7%	20.2%
%H		100.0%	61.1%	17.5%	79.2%	55.8%	23.4%
DVD/Blu-ray player or recorder	2060	2055	1159	299	1651	1013	638
%V	52.8%	52.9%	56.1%	57.1%	51.6%	55.1%	46.8%
%H		99.8%	56.3%	14.5%	80.1%	49.2%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Set level data
Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1884	1871	904	248	1469	722	747
%H		99.3%	48.0%	13.2%	78.0%	38.3%	39.6%
Under 20"	58	57	8	5	51	7	44
%V	3.1%	3.0%	0.9%	2.0%	3.5%	1.0%	5.9%
%H		98.3%	13.8%	8.6%	87.9%	12.1%	75.9%
20" - 29"	401	396	117	46	321	88	234
%V	21.3%	21.2%	12.9%	18.5%	21.9%	12.2%	31.3%
%H		98.8%	29.2%	11.5%	80.0%	21.9%	58.4%
30" - 39"	759	757	345	99	610	289	321
%V	40.3%	40.5%	38.2%	39.9%	41.5%	40.0%	43.0%
%H		99.7%	45.5%	13.0%	80.4%	38.1%	42.3%
40" and over	646	645	425	94	475	332	143
%V	34.3%	34.5%	47.0%	37.9%	32.3%	46.0%	19.1%
%H		99.8%	65.8%	14.6%	73.5%	51.4%	22.1%
Don't know	16	16	9	2	11	6	6
%V	0.8%	0.9%	1.0%	0.8%	0.7%	0.8%	0.8%
%H		100.0%	56.3%	12.5%	68.8%	37.5%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1884	1871	904	248	1469	722	747
%H		99.3%	48.0%	13.2%	78.0%	38.3%	39.6%
PVR	991	990	721	125	711	549	162
%V	52.6%	52.9%	79.8%	50.4%	48.4%	76.0%	21.7%
%H		99.9%	72.8%	12.6%	71.7%	55.4%	16.3%
DVDR	223	223	137	20	194	126	68
%V	11.8%	11.9%	15.2%	8.1%	13.2%	17.5%	9.1%
%H		100.0%	61.4%	9.0%	87.0%	56.5%	30.5%
VCR	148	148	63	20	127	58	69
%V	7.9%	7.9%	7.0%	8.1%	8.6%	8.0%	9.2%
%H		100.0%	42.6%	13.5%	85.8%	39.2%	46.6%
Any recorder	1125	1124	756	142	830	585	245
%V	59.7%	60.1%	83.6%	57.3%	56.5%	81.0%	32.8%
%H		99.9%	67.2%	12.6%	73.8%	52.0%	21.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1884	1871	904	248	1469	722	747
%H		99.3%	48.0%	13.2%	78.0%	38.3%	39.6%
Receives HDTV (via STB or built-in reception)	832	832	508	145	640	444	196
%V	44.2%	44.5%	56.2%	58.5%	43.6%	61.5%	26.2%
%H		100.0%	61.1%	17.4%	76.9%	53.4%	23.6%
DVD/Blu-ray player or recorder	1317	1311	701	188	1011	566	445
%V	69.9%	70.1%	77.5%	75.8%	68.8%	78.4%	59.6%
%H		99.5%	53.2%	14.3%	76.8%	43.0%	33.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2015	2014	1161	277	1731	1116	615
%H		100.0%	57.6%	13.7%	85.9%	55.4%	30.5%
Under 20"	832	832	422	116	755	452	303
%V	41.3%	41.3%	36.3%	41.9%	43.6%	40.5%	49.3%
%H		100.0%	50.7%	13.9%	90.7%	54.3%	36.4%
20" - 29"	560	560	330	68	484	311	173
%V	27.8%	27.8%	28.4%	24.5%	28.0%	27.9%	28.1%
%H		100.0%	58.9%	12.1%	86.4%	55.5%	30.9%
30" - 39"	375	375	245	53	314	226	88
%V	18.6%	18.6%	21.1%	19.1%	18.1%	20.3%	14.3%
%H		100.0%	65.3%	14.1%	83.7%	60.3%	23.5%
40" and over	114	114	79	14	93	70	23
%V	5.7%	5.7%	6.8%	5.1%	5.4%	6.3%	3.7%
%H		100.0%	69.3%	12.3%	81.6%	61.4%	20.2%
Don't know	29	29	21	7	29	23	6
%V	1.4%	1.4%	1.8%	2.5%	1.7%	2.1%	1.0%
%H		100.0%	72.4%	24.1%	100.0%	79.3%	20.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2015	2014	1161	277	1731	1116	615
%H		100.0%	57.6%	13.7%	85.9%	55.4%	30.5%
PVR	348	348	278	37	270	230	40
%V	17.3%	17.3%	23.9%	13.4%	15.6%	20.6%	6.5%
%H		100.0%	79.9%	10.6%	77.6%	66.1%	11.5%
DVDR	84	84	66	10	78	67	11
%V	4.2%	4.2%	5.7%	3.6%	4.5%	6.0%	1.8%
%H		100.0%	78.6%	11.9%	92.9%	79.8%	13.1%
VCR	45	45	27	9	35	26	10
%V	2.2%	2.2%	2.3%	3.2%	2.0%	2.3%	1.6%
%H		100.0%	60.0%	20.0%	77.8%	57.8%	22.2%
Any recorder	410	410	312	50	326	270	56
%V	20.3%	20.4%	26.9%	18.1%	18.8%	24.2%	9.1%
%H		100.0%	76.1%	12.2%	79.5%	65.9%	13.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2015	2014	1161	277	1731	1116	615
%H		100.0%	57.6%	13.7%	85.9%	55.4%	30.5%
Receives HDTV (via STB or built-in reception)	344	344	211	61	291	212	78
%V	17.1%	17.1%	18.2%	22.0%	16.8%	19.0%	12.7%
%H		100.0%	61.3%	17.7%	84.6%	61.6%	22.7%
DVD/Blu-ray player or recorder	744	744	458	110	640	447	193
%V	36.9%	36.9%	39.4%	39.7%	37.0%	40.1%	31.4%
%H		100.0%	61.6%	14.8%	86.0%	60.1%	25.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Individual level data
Table 4.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4539	4413	4381	2368	615	3344	1868	1476
%H		97.2%	96.5%	52.2%	13.5%	73.7%	41.2%	32.5%
Total Children	862	843	839	520	131	584	380	205
%V	19.0%	19.1%	19.2%	22.0%	21.3%	17.5%	20.3%	13.9%
%H		97.8%	97.3%	60.3%	15.2%	67.7%	44.1%	23.8%
0 - 3	215	208	207	124	34	140	86	53
%V	4.7%	4.7%	4.7%	5.2%	5.5%	4.2%	4.6%	3.6%
%H		96.7%	96.3%	57.7%	15.8%	65.1%	40.0%	24.7%
4 - 15	648	634	632	396	97	445	294	151
%V	14.3%	14.4%	14.4%	16.7%	15.8%	13.3%	15.7%	10.2%
%H		97.8%	97.5%	61.1%	15.0%	68.7%	45.4%	23.3%
4 - 9	320	313	311	194	56	208	137	71
%V	7.1%	7.1%	7.1%	8.2%	9.1%	6.2%	7.3%	4.8%
%H		97.8%	97.2%	60.6%	17.5%	65.0%	42.8%	22.2%
10 - 15	328	321	321	202	41	237	157	80
%V	7.2%	7.3%	7.3%	8.5%	6.7%	7.1%	8.4%	5.4%
%H		97.9%	97.9%	61.6%	12.5%	72.3%	47.9%	24.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4539	4413	4381	2368	615	3344	1868	1476
%H		97.2%	96.5%	52.2%	13.5%	73.7%	41.2%	32.5%
Total Adults (16+)	3677	3570	3543	1847	485	2760	1488	1271
%V	81.0%	80.9%	80.9%	78.0%	78.9%	82.5%	79.7%	86.1%
%H		97.1%	96.4%	50.2%	13.2%	75.1%	40.5%	34.6%
16 - 19	221	215	212	120	31	163	98	65
%V	4.9%	4.9%	4.8%	5.1%	5.0%	4.9%	5.2%	4.4%
%H		97.3%	95.9%	54.3%	14.0%	73.8%	44.3%	29.4%
20 - 24	270	260	252	140	20	201	104	97
%V	5.9%	5.9%	5.8%	5.9%	3.3%	6.0%	5.6%	6.6%
%H		96.3%	93.3%	51.9%	7.4%	74.4%	38.5%	35.9%
25 - 34	566	529	523	329	89	327	211	117
%V	12.5%	12.0%	11.9%	13.9%	14.5%	9.8%	11.3%	7.9%
%H		93.5%	92.4%	58.1%	15.7%	57.8%	37.3%	20.7%
35 - 44	609	593	585	348	92	434	279	155
%V	13.4%	13.4%	13.4%	14.7%	15.0%	13.0%	14.9%	10.5%
%H		97.4%	96.1%	57.1%	15.1%	71.3%	45.8%	25.5%
45 - 54	648	636	633	325	99	510	290	220
%V	14.3%	14.4%	14.4%	13.7%	16.1%	15.3%	15.5%	14.9%
%H		98.1%	97.7%	50.2%	15.3%	78.7%	44.8%	34.0%
55 - 64	552	540	540	282	79	440	250	190
%V	12.2%	12.2%	12.3%	11.9%	12.8%	13.2%	13.4%	12.9%
%H		97.8%	97.8%	51.1%	14.3%	79.7%	45.3%	34.4%
65+	811	799	798	304	75	685	257	428
%V	17.9%	18.1%	18.2%	12.8%	12.2%	20.5%	13.8%	29.0%
%H		98.5%	98.4%	37.5%	9.2%	84.5%	31.7%	52.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3677	3570	3543	1847	485	2760	1488	1271
%H		97.1%	96.4%	50.2%	13.2%	75.1%	40.5%	34.6%
AB	994	963	961	515	121	760	422	339
%V	27.0%	27.0%	27.1%	27.9%	24.9%	27.5%	28.4%	26.7%
%H		96.9%	96.7%	51.8%	12.2%	76.5%	42.5%	34.1%
C1	1029	994	979	496	148	754	397	357
%V	28.0%	27.8%	27.6%	26.9%	30.5%	27.3%	26.7%	28.1%
%H		96.6%	95.1%	48.2%	14.4%	73.3%	38.6%	34.7%
C2	849	838	836	457	109	662	383	280
%V	23.1%	23.5%	23.6%	24.7%	22.5%	24.0%	25.7%	22.0%
%H		98.7%	98.5%	53.8%	12.8%	78.0%	45.1%	33.0%
D	546	527	518	289	71	383	211	173
%V	14.8%	14.8%	14.6%	15.6%	14.6%	13.9%	14.2%	13.6%
%H		96.5%	94.9%	52.9%	13.0%	70.1%	38.6%	31.7%
E	259	249	248	91	36	200	76	124
%V	7.0%	7.0%	7.0%	4.9%	7.4%	7.2%	5.1%	9.8%
%H		96.1%	95.8%	35.1%	13.9%	77.2%	29.3%	47.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3677	3570	3543	1847	485	2760	1488	1271
%H		97.1%	96.4%	50.2%	13.2%	75.1%	40.5%	34.6%
Working full time	1649	1602	1591	921	244	1185	721	464
%V	44.8%	44.9%	44.9%	49.9%	50.3%	42.9%	48.5%	36.5%
%H		97.1%	96.5%	55.9%	14.8%	71.9%	43.7%	28.1%
Working part time	420	409	409	222	56	324	187	137
%V	11.4%	11.5%	11.5%	12.0%	11.5%	11.7%	12.6%	10.8%
%H		97.4%	97.4%	52.9%	13.3%	77.1%	44.5%	32.6%
Not working	1608	1559	1543	705	184	1252	581	671
%V	43.7%	43.7%	43.6%	38.2%	37.9%	45.4%	39.0%	52.8%
%H		97.0%	96.0%	43.8%	11.4%	77.9%	36.1%	41.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1821	1760	1749	940	239	1358	758	601
%H		96.7%	96.0%	51.6%	13.1%	74.6%	41.6%	33.0%
16 - 19	112	109	107	67	12	79	50	29
%V	6.2%	6.2%	6.1%	7.1%	5.0%	5.8%	6.6%	4.8%
%H		97.3%	95.5%	59.8%	10.7%	70.5%	44.6%	25.9%
20 - 24	142	136	133	70	11	107	53	54
%V	7.8%	7.7%	7.6%	7.4%	4.6%	7.9%	7.0%	9.0%
%H		95.8%	93.7%	49.3%	7.7%	75.4%	37.3%	38.0%
25 - 34	294	269	267	174	43	171	113	58
%V	16.1%	15.3%	15.3%	18.5%	18.0%	12.6%	14.9%	9.7%
%H		91.5%	90.8%	59.2%	14.6%	58.2%	38.4%	19.7%
35 - 44	298	287	284	167	45	206	130	76
%V	16.4%	16.3%	16.2%	17.8%	18.8%	15.2%	17.2%	12.6%
%H		96.3%	95.3%	56.0%	15.1%	69.1%	43.6%	25.5%
45 - 54	320	312	311	160	44	255	144	111
%V	17.6%	17.7%	17.8%	17.0%	18.4%	18.8%	19.0%	18.5%
%H		97.5%	97.2%	50.0%	13.8%	79.7%	45.0%	34.7%
55 - 64	273	268	268	142	45	215	127	88
%V	15.0%	15.2%	15.3%	15.1%	18.8%	15.8%	16.8%	14.6%
%H		98.2%	98.2%	52.0%	16.5%	78.8%	46.5%	32.2%
65+	383	378	378	160	38	325	140	185
%V	21.0%	21.5%	21.6%	17.0%	15.9%	23.9%	18.5%	30.8%
%H		98.7%	98.7%	41.8%	9.9%	84.9%	36.6%	48.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC East
Individual level data
Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1821	1760	1749	940	239	1358	758	601
%H		96.7%	96.0%	51.6%	13.1%	74.6%	41.6%	33.0%
AB	520	503	502	273	63	396	223	173
%V	28.6%	28.6%	28.7%	29.0%	26.4%	29.2%	29.4%	28.8%
%H		96.7%	96.5%	52.5%	12.1%	76.2%	42.9%	33.3%
C1	477	456	453	234	70	352	192	160
%V	26.2%	25.9%	25.9%	24.9%	29.3%	25.9%	25.3%	26.6%
%H		95.6%	95.0%	49.1%	14.7%	73.8%	40.3%	33.5%
C2	454	448	446	250	55	348	202	146
%V	24.9%	25.5%	25.5%	26.6%	23.0%	25.6%	26.6%	24.3%
%H		98.7%	98.2%	55.1%	12.1%	76.7%	44.5%	32.2%
D	273	262	257	148	38	189	110	79
%V	15.0%	14.9%	14.7%	15.7%	15.9%	13.9%	14.5%	13.1%
%H		96.0%	94.1%	54.2%	13.9%	69.2%	40.3%	28.9%
E	97	91	91	36	12	74	30	44
%V	5.3%	5.2%	5.2%	3.8%	5.0%	5.4%	4.0%	7.3%
%H		93.8%	93.8%	37.1%	12.4%	76.3%	30.9%	45.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1821	1760	1749	940	239	1358	758	601
%H		96.7%	96.0%	51.6%	13.1%	74.6%	41.6%	33.0%
Working full time	1061	1026	1019	600	152	758	466	292
%V	58.3%	58.3%	58.3%	63.8%	63.6%	55.8%	61.5%	48.6%
%H		96.7%	96.0%	56.6%	14.3%	71.4%	43.9%	27.5%
Working part time	86	80	80	38	9	66	32	34
%V	4.7%	4.5%	4.6%	4.0%	3.8%	4.9%	4.2%	5.7%
%H		93.0%	93.0%	44.2%	10.5%	76.7%	37.2%	39.5%
Not working	674	654	649	303	78	535	260	275
%V	37.0%	37.2%	37.1%	32.2%	32.6%	39.4%	34.3%	45.8%
%H		97.0%	96.3%	45.0%	11.6%	79.4%	38.6%	40.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1855	1811	1794	907	246	1401	731	671
%H		97.6%	96.7%	48.9%	13.3%	75.5%	39.4%	36.2%
16 - 19	109	105	105	53	18	84	48	36
%V	5.9%	5.8%	5.9%	5.8%	7.3%	6.0%	6.6%	5.4%
%H		96.3%	96.3%	48.6%	16.5%	77.1%	44.0%	33.0%
20 - 24	129	124	119	70	9	94	51	43
%V	7.0%	6.8%	6.6%	7.7%	3.7%	6.7%	7.0%	6.4%
%H		96.1%	92.2%	54.3%	7.0%	72.9%	39.5%	33.3%
25 - 34	272	260	256	155	46	157	98	59
%V	14.7%	14.4%	14.3%	17.1%	18.7%	11.2%	13.4%	8.8%
%H		95.6%	94.1%	57.0%	16.9%	57.7%	36.0%	21.7%
35 - 44	311	306	301	181	47	228	149	79
%V	16.8%	16.9%	16.8%	20.0%	19.1%	16.3%	20.4%	11.8%
%H		98.4%	96.8%	58.2%	15.1%	73.3%	47.9%	25.4%
45 - 54	328	323	322	164	55	255	146	109
%V	17.7%	17.8%	17.9%	18.1%	22.4%	18.2%	20.0%	16.2%
%H		98.5%	98.2%	50.0%	16.8%	77.7%	44.5%	33.2%
55 - 64	279	272	272	140	33	225	123	102
%V	15.0%	15.0%	15.2%	15.4%	13.4%	16.1%	16.8%	15.2%
%H		97.5%	97.5%	50.2%	11.8%	80.6%	44.1%	36.6%
65+	428	421	420	144	37	360	117	243
%V	23.1%	23.2%	23.4%	15.9%	15.0%	25.7%	16.0%	36.2%
%H		98.4%	98.1%	33.6%	8.6%	84.1%	27.3%	56.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1855	1811	1794	907	246	1401	731	671
%H		97.6%	96.7%	48.9%	13.3%	75.5%	39.4%	36.2%
AB	473	460	459	242	58	364	198	166
%V	25.5%	25.4%	25.6%	26.7%	23.6%	26.0%	27.1%	24.7%
%H		97.3%	97.0%	51.2%	12.3%	77.0%	41.9%	35.1%
C1	552	537	527	262	78	402	205	197
%V	29.8%	29.7%	29.4%	28.9%	31.7%	28.7%	28.0%	29.4%
%H		97.3%	95.5%	47.5%	14.1%	72.8%	37.1%	35.7%
C2	394	390	390	208	54	315	181	134
%V	21.2%	21.5%	21.7%	22.9%	22.0%	22.5%	24.8%	20.0%
%H		99.0%	99.0%	52.8%	13.7%	79.9%	45.9%	34.0%
D	273	265	261	141	33	194	101	93
%V	14.7%	14.6%	14.5%	15.5%	13.4%	13.8%	13.8%	13.9%
%H		97.1%	95.6%	51.6%	12.1%	71.1%	37.0%	34.1%
E	162	158	157	55	24	126	46	80
%V	8.7%	8.7%	8.8%	6.1%	9.8%	9.0%	6.3%	11.9%
%H		97.5%	96.9%	34.0%	14.8%	77.8%	28.4%	49.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1855	1811	1794	907	246	1401	731	671
%H		97.6%	96.7%	48.9%	13.3%	75.5%	39.4%	36.2%
Working full time	588	577	572	321	92	427	255	172
%V	31.7%	31.9%	31.9%	35.4%	37.4%	30.5%	34.9%	25.6%
%H		98.1%	97.3%	54.6%	15.6%	72.6%	43.4%	29.3%
Working part time	334	328	328	184	47	258	155	103
%V	18.0%	18.1%	18.3%	20.3%	19.1%	18.4%	21.2%	15.4%
%H		98.2%	98.2%	55.1%	14.1%	77.2%	46.4%	30.8%
Not working	933	906	894	402	106	717	321	396
%V	50.3%	50.0%	49.8%	44.3%	43.1%	51.2%	43.9%	59.0%
%H		97.1%	95.8%	43.1%	11.4%	76.8%	34.4%	42.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
AB	289	284	281	117	39	218	91	127
%V	27.9%	28.5%	28.4%	30.1%	29.3%	28.1%	30.5%	26.6%
%H (All HH)		98.3%	97.2%	40.5%	13.5%	75.4%	31.5%	43.9%
%H (TV HH)			98.9%	41.2%	13.7%	76.8%	32.0%	44.7%
C1	290	278	277	119	36	212	87	125
%V	28.0%	27.9%	28.0%	30.6%	27.1%	27.4%	29.2%	26.2%
%H (All HH)		95.9%	95.5%	41.0%	12.4%	73.1%	30.0%	43.1%
%H (TV HH)			99.6%	42.8%	12.9%	76.3%	31.3%	45.0%
C2	196	187	186	86	24	148	69	78
%V	18.9%	18.7%	18.8%	22.1%	18.0%	19.1%	23.2%	16.4%
%H (All HH)		95.4%	94.9%	43.9%	12.2%	75.5%	35.2%	39.8%
%H (TV HH)			99.5%	46.0%	12.8%	79.1%	36.9%	41.7%
D	150	141	139	44	23	109	36	73
%V	14.5%	14.1%	14.0%	11.3%	17.3%	14.1%	12.1%	15.3%
%H (All HH)		94.0%	92.7%	29.3%	15.3%	72.7%	24.0%	48.7%
%H (TV HH)			98.6%	31.2%	16.3%	77.3%	25.5%	51.8%
E	112	108	107	24	11	87	14	73
%V	10.8%	10.8%	10.8%	6.2%	8.3%	11.2%	4.7%	15.3%
%H (All HH)		96.4%	95.5%	21.4%	9.8%	77.7%	12.5%	65.2%
%H (TV HH)			99.1%	22.2%	10.2%	80.6%	13.0%	67.6%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Under 25	49	40	38	11	6	25	5	20
%V	4.7%	4.0%	3.8%	2.8%	4.5%	3.2%	1.7%	4.2%
%H (All HH)		81.6%	77.6%	22.4%	12.2%	51.0%	10.2%	40.8%
%H (TV HH)			95.0%	27.5%	15.0%	62.5%	12.5%	50.0%
25 - 34	149	140	140	66	27	83	35	49
%V	14.4%	14.0%	14.1%	17.0%	20.3%	10.7%	11.7%	10.3%
%H (All HH)		94.0%	94.0%	44.3%	18.1%	55.7%	23.5%	32.9%
%H (TV HH)			100.0%	47.1%	19.3%	59.3%	25.0%	35.0%
35 - 44	171	165	161	69	32	120	57	62
%V	16.5%	16.5%	16.3%	17.7%	24.1%	15.5%	19.1%	13.0%
%H (All HH)		96.5%	94.2%	40.4%	18.7%	70.2%	33.3%	36.3%
%H (TV HH)			97.6%	41.8%	19.4%	72.7%	34.5%	37.6%
45 - 54	202	196	194	93	26	156	78	78
%V	19.5%	19.6%	19.6%	23.9%	19.5%	20.1%	26.2%	16.4%
%H (All HH)		97.0%	96.0%	46.0%	12.9%	77.2%	38.6%	38.6%
%H (TV HH)			99.0%	47.4%	13.3%	79.6%	39.8%	39.8%
55 - 64	166	161	161	63	19	135	55	80
%V	16.0%	16.1%	16.3%	16.2%	14.3%	17.4%	18.5%	16.8%
%H (All HH)		97.0%	97.0%	38.0%	11.4%	81.3%	33.1%	48.2%
%H (TV HH)			100.0%	39.1%	11.8%	83.9%	34.2%	49.7%
65 +	300	297	297	87	23	256	68	189
%V	28.9%	29.8%	30.0%	22.4%	17.3%	33.0%	22.8%	39.6%
%H (All HH)		99.0%	99.0%	29.0%	7.7%	85.3%	22.7%	63.0%
%H (TV HH)			100.0%	29.3%	7.7%	86.2%	22.9%	63.6%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
1	353	331	328	90	22	267	52	216
%V	34.0%	33.2%	33.1%	23.1%	16.5%	34.5%	17.4%	45.3%
%H (All HH)		93.8%	92.9%	25.5%	6.2%	75.6%	14.7%	61.2%
%H (TV HH)			99.1%	27.2%	6.6%	80.7%	15.7%	65.3%
2	346	338	337	137	57	263	117	146
%V	33.4%	33.9%	34.0%	35.2%	42.9%	33.9%	39.3%	30.6%
%H (All HH)		97.7%	97.4%	39.6%	16.5%	76.0%	33.8%	42.2%
%H (TV HH)			99.7%	40.5%	16.9%	77.8%	34.6%	43.2%
3	143	140	139	72	19	106	56	50
%V	13.8%	14.0%	14.0%	18.5%	14.3%	13.7%	18.8%	10.5%
%H (All HH)		97.9%	97.2%	50.3%	13.3%	74.1%	39.2%	35.0%
%H (TV HH)			99.3%	51.4%	13.6%	75.7%	40.0%	35.7%
4	136	131	130	71	22	96	56	40
%V	13.1%	13.1%	13.1%	18.3%	16.5%	12.4%	18.8%	8.4%
%H (All HH)		96.3%	95.6%	52.2%	16.2%	70.6%	41.2%	29.4%
%H (TV HH)			99.2%	54.2%	16.8%	73.3%	42.7%	30.5%
5+	59	57	56	19	12	42	17	25
%V	5.7%	5.7%	5.7%	4.9%	9.0%	5.4%	5.7%	5.2%
%H (All HH)		96.6%	94.9%	32.2%	20.3%	71.2%	28.8%	42.4%
%H (TV HH)			98.2%	33.3%	21.1%	73.7%	29.8%	43.9%
Average HH size	2.25	2.26	2.26	2.49	2.61	2.22	2.59	1.99

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Without	800	766	761	284	92	608	217	391
%V	77.1%	76.8%	76.9%	73.0%	69.2%	78.5%	72.8%	82.0%
%H (All HH)		95.8%	95.1%	35.5%	11.5%	76.0%	27.1%	48.9%
%H (TV HH)			99.3%	37.1%	12.0%	79.4%	28.3%	51.0%
With	237	232	229	106	41	167	81	86
%V	22.9%	23.2%	23.1%	27.2%	30.8%	21.5%	27.2%	18.0%
%H (All HH)		97.9%	96.6%	44.7%	17.3%	70.5%	34.2%	36.3%
%H (TV HH)			98.7%	45.7%	17.7%	72.0%	34.9%	37.1%
0 - 3	90	86	86	39	13	55	21	34
%V	8.7%	8.6%	8.7%	10.0%	9.8%	7.1%	7.0%	7.1%
%H (All HH)		95.6%	95.6%	43.3%	14.4%	61.1%	23.3%	37.8%
%H (TV HH)			100.0%	45.3%	15.1%	64.0%	24.4%	39.5%
4 - 9	115	111	111	49	21	78	35	43
%V	11.1%	11.1%	11.2%	12.6%	15.8%	10.1%	11.7%	9.0%
%H (All HH)		96.5%	96.5%	42.6%	18.3%	67.8%	30.4%	37.4%
%H (TV HH)			100.0%	44.1%	18.9%	70.3%	31.5%	38.7%
10 - 15	114	113	111	54	20	87	47	40
%V	11.0%	11.3%	11.2%	13.9%	15.0%	11.2%	15.8%	8.4%
%H (All HH)		99.1%	97.4%	47.4%	17.5%	76.3%	41.2%	35.1%
%H (TV HH)			98.2%	47.8%	17.7%	77.0%	41.6%	35.4%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
1	422	422	417	120	54	293	50	243
%V	40.7%	42.3%	42.1%	30.8%	40.6%	37.8%	16.8%	50.9%
%H (All HH)		100.0%	98.8%	28.4%	12.8%	69.4%	11.8%	57.6%
%H (TV HH)			98.8%	28.4%	12.8%	69.4%	11.8%	57.6%
2	324	324	322	127	43	271	113	158
%V	31.2%	32.5%	32.5%	32.6%	32.3%	35.0%	37.9%	33.1%
%H (All HH)		100.0%	99.4%	39.2%	13.3%	83.6%	34.9%	48.8%
%H (TV HH)			99.4%	39.2%	13.3%	83.6%	34.9%	48.8%
3	156	156	156	89	18	128	77	51
%V	15.0%	15.6%	15.8%	22.9%	13.5%	16.5%	25.8%	10.7%
%H (All HH)		100.0%	100.0%	57.1%	11.5%	82.1%	49.4%	32.7%
%H (TV HH)			100.0%	57.1%	11.5%	82.1%	49.4%	32.7%
4	71	71	70	39	15	60	43	17
%V	6.8%	7.1%	7.1%	10.0%	11.3%	7.7%	14.4%	3.6%
%H (All HH)		100.0%	98.6%	54.9%	21.1%	84.5%	60.6%	23.9%
%H (TV HH)			98.6%	54.9%	21.1%	84.5%	60.6%	23.9%
5+	25	25	25	16	2	23	14	8
%V	2.4%	2.5%	2.5%	4.1%	1.5%	3.0%	4.7%	1.7%
%H (All HH)		100.0%	100.0%	64.0%	8.0%	92.0%	56.0%	32.0%
%H (TV HH)			100.0%	64.0%	8.0%	92.0%	56.0%	32.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Under 20"	330	330	330	141	38	287	134	154
%V	31.8%	33.1%	33.3%	36.2%	28.6%	37.0%	45.0%	32.3%
%H (All HH)		100.0%	100.0%	42.7%	11.5%	87.0%	40.6%	46.7%
%H (TV HH)			100.0%	42.7%	11.5%	87.0%	40.6%	46.7%
20" - 29"	426	426	424	153	42	362	129	233
%V	41.1%	42.7%	42.8%	39.3%	31.6%	46.7%	43.3%	48.8%
%H (All HH)		100.0%	99.5%	35.9%	9.9%	85.0%	30.3%	54.7%
%H (TV HH)			99.5%	35.9%	9.9%	85.0%	30.3%	54.7%
30" - 39"	519	519	518	226	73	412	187	226
%V	50.0%	52.0%	52.3%	58.1%	54.9%	53.2%	62.8%	47.4%
%H (All HH)		100.0%	99.8%	43.5%	14.1%	79.4%	36.0%	43.5%
%H (TV HH)			99.8%	43.5%	14.1%	79.4%	36.0%	43.5%
40" and over	280	280	279	151	52	200	119	81
%V	27.0%	28.1%	28.2%	38.8%	39.1%	25.8%	39.9%	17.0%
%H (All HH)		100.0%	99.6%	53.9%	18.6%	71.4%	42.5%	28.9%
%H (TV HH)			99.6%	53.9%	18.6%	71.4%	42.5%	28.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Main living room	978	978	976	386	133	761	295	467
%V	94.3%	98.0%	98.6%	99.2%	100.0%	98.2%	99.0%	97.9%
%H (All HH)		100.0%	99.8%	39.5%	13.6%	77.8%	30.2%	47.8%
%H (TV HH)			99.8%	39.5%	13.6%	77.8%	30.2%	47.8%
Kitchen	134	134	134	66	17	117	64	53
%V	12.9%	13.4%	13.5%	17.0%	12.8%	15.1%	21.5%	11.1%
%H (All HH)		100.0%	100.0%	49.3%	12.7%	87.3%	47.8%	39.6%
%H (TV HH)			100.0%	49.3%	12.7%	87.3%	47.8%	39.6%
Adult's bedroom	401	401	401	193	53	342	182	161
%V	38.7%	40.2%	40.5%	49.6%	39.8%	44.1%	61.1%	33.8%
%H (All HH)		100.0%	100.0%	48.1%	13.2%	85.3%	45.4%	40.1%
%H (TV HH)			100.0%	48.1%	13.2%	85.3%	45.4%	40.1%
Child's bedroom	72	72	71	38	14	58	37	21
%V	6.9%	7.2%	7.2%	9.8%	10.5%	7.5%	12.4%	4.4%
%H (All HH)		100.0%	98.6%	52.8%	19.4%	80.6%	51.4%	29.2%
%H (TV HH)			98.6%	52.8%	19.4%	80.6%	51.4%	29.2%
Other bedroom	48	48	48	27	6	45	30	15
%V	4.6%	4.8%	4.8%	6.9%	4.5%	5.8%	10.1%	3.1%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	93.8%	62.5%	31.3%
%H (TV HH)			100.0%	56.3%	12.5%	93.8%	62.5%	31.3%
Second living/dining room	108	108	107	52	14	95	52	42
%V	10.4%	10.8%	10.8%	13.4%	10.5%	12.3%	17.4%	8.8%
%H (All HH)		100.0%	99.1%	48.1%	13.0%	88.0%	48.1%	38.9%
%H (TV HH)			99.1%	48.1%	13.0%	88.0%	48.1%	38.9%
Study/office	25	25	25	16	2	21	13	8
%V	2.4%	2.5%	2.5%	4.1%	1.5%	2.7%	4.4%	1.7%
%H (All HH)		100.0%	100.0%	64.0%	8.0%	84.0%	52.0%	32.0%
%H (TV HH)			100.0%	64.0%	8.0%	84.0%	52.0%	32.0%
TV room	7	7	7	5	0	6	4	2
%V	0.7%	0.7%	0.7%	1.3%	0.0%	0.8%	1.3%	0.4%
%H (All HH)		100.0%	100.0%	71.4%	0.0%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	71.4%	0.0%	85.7%	57.1%	28.6%
Conservatory	11	11	11	9	0	10	8	2
%V	1.1%	1.1%	1.1%	2.3%	0.0%	1.3%	2.7%	0.4%
%H (All HH)		100.0%	100.0%	81.8%	0.0%	90.9%	72.7%	18.2%
%H (TV HH)			100.0%	81.8%	0.0%	90.9%	72.7%	18.2%
Attic or loft room	3	3	3	1	0	3	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	0.0%	100.0%	33.3%	33.3%
%H (TV HH)			100.0%	33.3%	0.0%	100.0%	33.3%	33.3%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Household level data
Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
PVR	506	506	505	301	77	362	229	133
%V	48.8%	50.7%	51.0%	77.4%	57.9%	46.7%	76.8%	27.9%
%H (All HH)		100.0%	99.8%	59.5%	15.2%	71.5%	45.3%	26.3%
%H (TV HH)			99.8%	59.5%	15.2%	71.5%	45.3%	26.3%
DVDR	112	112	111	45	18	90	42	47
%V	10.8%	11.2%	11.2%	11.6%	13.5%	11.6%	14.1%	9.9%
%H (All HH)		100.0%	99.1%	40.2%	16.1%	80.4%	37.5%	42.0%
%H (TV HH)			99.1%	40.2%	16.1%	80.4%	37.5%	42.0%
VCR	82	82	82	23	11	67	18	49
%V	7.9%	8.2%	8.3%	5.9%	8.3%	8.6%	6.0%	10.3%
%H (All HH)		100.0%	100.0%	28.0%	13.4%	81.7%	22.0%	59.8%
%H (TV HH)			100.0%	28.0%	13.4%	81.7%	22.0%	59.8%
Any recorder	595	595	594	317	91	438	246	193
%V	57.4%	59.6%	60.0%	81.5%	68.4%	56.5%	82.6%	40.5%
%H (All HH)		100.0%	99.8%	53.3%	15.3%	73.6%	41.3%	32.4%
%H (TV HH)			99.8%	53.3%	15.3%	73.6%	41.3%	32.4%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Household level data
Table 5.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Receives HDTV (via STB or built-in reception)	412	412	412	208	88	300	179	121
%V	39.7%	41.3%	41.6%	53.5%	66.2%	38.7%	60.1%	25.4%
%H (All HH)		100.0%	100.0%	50.5%	21.4%	72.8%	43.4%	29.4%
%H (TV HH)			100.0%	50.5%	21.4%	72.8%	43.4%	29.4%
DVD/Blu-ray player or recorder	808	808	806	337	111	631	265	366
%V	77.9%	81.0%	81.4%	86.6%	83.5%	81.4%	88.9%	76.7%
%H (All HH)		100.0%	99.8%	41.7%	13.7%	78.1%	32.8%	45.3%
%H (TV HH)			99.8%	41.7%	13.7%	78.1%	32.8%	45.3%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Household level data
Table 5.10: Computers and Internet
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1037	998	990	389	133	775	298	477
%H (All HH)		96.2%	95.5%	37.5%	12.8%	74.7%	28.7%	46.0%
%H (TV HH)			99.2%	39.0%	13.3%	77.7%	29.9%	47.8%
Has PC or Laptop	809	784	779	348	120	595	275	320
%V	78.0%	78.6%	78.7%	89.5%	90.2%	76.8%	92.3%	67.1%
%H (All HH)		96.9%	96.3%	43.0%	14.8%	73.5%	34.0%	39.6%
%H (TV HH)			99.4%	44.4%	15.3%	75.9%	35.1%	40.8%
Has broadband internet	764	742	738	336	117	561	267	293
%V	73.7%	74.3%	74.5%	86.4%	88.0%	72.4%	89.6%	61.4%
%H (All HH)		97.1%	96.6%	44.0%	15.3%	73.4%	34.9%	38.4%
%H (TV HH)			99.5%	45.3%	15.8%	75.6%	36.0%	39.5%

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Set level data
Table 5.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1963	1952	885	267	1587	762	825
%H		99.4%	45.1%	13.6%	80.8%	38.8%	42.0%
Under 20"	415	414	182	51	365	179	185
%V	21.1%	21.2%	20.6%	19.1%	23.0%	23.5%	22.4%
%H		99.8%	43.9%	12.3%	88.0%	43.1%	44.6%
20" - 29"	544	543	213	54	466	185	281
%V	27.7%	27.8%	24.1%	20.2%	29.4%	24.3%	34.1%
%H		99.8%	39.2%	9.9%	85.7%	34.0%	51.7%
30" - 39"	614	613	285	90	492	245	246
%V	31.3%	31.4%	32.2%	33.7%	31.0%	32.2%	29.8%
%H		99.8%	46.4%	14.7%	80.1%	39.9%	40.1%
40" and over	309	309	170	60	219	135	84
%V	15.7%	15.8%	19.2%	22.5%	13.8%	17.7%	10.2%
%H		100.0%	55.0%	19.4%	70.9%	43.7%	27.2%
Don't know	9	9	4	2	7	4	3
%V	0.5%	0.5%	0.5%	0.7%	0.4%	0.5%	0.4%
%H		100.0%	44.4%	22.2%	77.8%	44.4%	33.3%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1963	1952	885	267	1587	762	825
%H		99.4%	45.1%	13.6%	80.8%	38.8%	42.0%
Main living room	981	979	386	133	764	295	469
%V	50.0%	50.2%	43.6%	49.8%	48.1%	38.7%	56.8%
%H		99.8%	39.3%	13.6%	77.9%	30.1%	47.8%
Kitchen	135	135	67	17	118	65	53
%V	6.9%	6.9%	7.6%	6.4%	7.4%	8.5%	6.4%
%H		100.0%	49.6%	12.6%	87.4%	48.1%	39.3%
Adult's bedroom	461	461	231	62	397	221	175
%V	23.5%	23.6%	26.1%	23.2%	25.0%	29.0%	21.2%
%H		100.0%	50.1%	13.4%	86.1%	47.9%	38.0%
Child's bedroom	99	98	50	23	77	48	29
%V	5.0%	5.0%	5.6%	8.6%	4.9%	6.3%	3.5%
%H		99.0%	50.5%	23.2%	77.8%	48.5%	29.3%
Other bedroom	57	57	35	6	54	38	16
%V	2.9%	2.9%	4.0%	2.2%	3.4%	5.0%	1.9%
%H		100.0%	61.4%	10.5%	94.7%	66.7%	28.1%
Second living/dining room	108	108	52	14	95	52	43
%V	5.5%	5.5%	5.9%	5.2%	6.0%	6.8%	5.2%
%H		100.0%	48.1%	13.0%	88.0%	48.1%	39.8%
Study/office	25	25	16	2	21	13	8
%V	1.3%	1.3%	1.8%	0.7%	1.3%	1.7%	1.0%
%H		100.0%	64.0%	8.0%	84.0%	52.0%	32.0%
TV room	8	8	6	0	6	4	2
%V	0.4%	0.4%	0.7%	0.0%	0.4%	0.5%	0.2%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%
Conservatory	11	11	9	0	10	8	2
%V	0.6%	0.6%	1.0%	0.0%	0.6%	1.0%	0.2%
%H		100.0%	81.8%	0.0%	90.9%	72.7%	18.2%
Attic or loft room	3	3	1	0	3	1	1
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.1%	0.1%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	33.3%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	2	0	2	2	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1963	1952	885	267	1587	762	825
%H		99.4%	45.1%	13.6%	80.8%	38.8%	42.0%
PVR	618	617	388	92	445	300	145
%V	31.5%	31.6%	43.8%	34.5%	28.0%	39.4%	17.6%
%H		99.8%	62.8%	14.9%	72.0%	48.5%	23.5%
DVDR	123	122	48	20	100	46	54
%V	6.3%	6.3%	5.4%	7.5%	6.3%	6.0%	6.5%
%H		99.2%	39.0%	16.3%	81.3%	37.4%	43.9%
VCR	87	87	24	11	72	19	52
%V	4.4%	4.5%	2.7%	4.1%	4.5%	2.5%	6.3%
%H		100.0%	27.6%	12.6%	82.8%	21.8%	59.8%
Any recorder	729	728	412	109	540	326	214
%V	37.1%	37.3%	46.6%	40.8%	34.0%	42.8%	25.9%
%H		99.9%	56.5%	15.0%	74.1%	44.7%	29.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1963	1952	885	267	1587	762	825
%H		99.4%	45.1%	13.6%	80.8%	38.8%	42.0%
Receives HDTV (via STB or built-in reception)	528	528	270	112	394	241	153
%V	26.9%	27.0%	30.5%	41.9%	24.8%	31.6%	18.5%
%H		100.0%	51.1%	21.2%	74.6%	45.6%	29.0%
DVD/Blu-ray player or recorder	1167	1166	514	170	940	447	493
%V	59.4%	59.7%	58.1%	63.7%	59.2%	58.7%	59.8%
%H		99.9%	44.0%	14.6%	80.5%	38.3%	42.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	997	990	389	133	774	298	476
%H		99.3%	39.0%	13.3%	77.6%	29.9%	47.7%
Under 20"	39	39	6	4	34	5	29
%V	3.9%	3.9%	1.5%	3.0%	4.4%	1.7%	6.1%
%H		100.0%	15.4%	10.3%	87.2%	12.8%	74.4%
20" - 29"	241	240	57	16	206	40	166
%V	24.2%	24.2%	14.7%	12.0%	26.6%	13.4%	34.9%
%H		99.6%	23.7%	6.6%	85.5%	16.6%	68.9%
30" - 39"	446	445	184	62	346	142	204
%V	44.7%	44.9%	47.3%	46.6%	44.7%	47.7%	42.9%
%H		99.8%	41.3%	13.9%	77.6%	31.8%	45.7%
40" and over	264	264	142	49	188	111	77
%V	26.5%	26.7%	36.5%	36.8%	24.3%	37.2%	16.2%
%H		100.0%	53.8%	18.6%	71.2%	42.0%	29.2%
Don't know	2	2	1	1	0	0	0
%V	0.2%	0.2%	0.3%	0.8%	0.0%	0.0%	0.0%
%H		100.0%	50.0%	50.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	997	990	389	133	774	298	476
%H		99.3%	39.0%	13.3%	77.6%	29.9%	47.7%
PVR	492	492	293	74	352	223	129
%V	49.3%	49.7%	75.3%	55.6%	45.5%	74.8%	27.1%
%H		100.0%	59.6%	15.0%	71.5%	45.3%	26.2%
DVDR	102	102	39	17	82	36	45
%V	10.2%	10.3%	10.0%	12.8%	10.6%	12.1%	9.5%
%H		100.0%	38.2%	16.7%	80.4%	35.3%	44.1%
VCR	73	73	19	9	59	14	45
%V	7.3%	7.4%	4.9%	6.8%	7.6%	4.7%	9.5%
%H		100.0%	26.0%	12.3%	80.8%	19.2%	61.6%
Any recorder	581	580	309	88	427	239	187
%V	58.3%	58.6%	79.4%	66.2%	55.2%	80.2%	39.3%
%H		99.8%	53.2%	15.1%	73.5%	41.1%	32.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	997	990	389	133	774	298	476
%H		99.3%	39.0%	13.3%	77.6%	29.9%	47.7%
Receives HDTV (via STB or built-in reception)	399	399	203	86	288	173	114
%V	40.0%	40.3%	52.2%	64.7%	37.2%	58.1%	23.9%
%H		100.0%	50.9%	21.6%	72.2%	43.4%	28.6%
DVD/Blu-ray player or recorder	768	767	314	106	598	245	353
%V	77.0%	77.5%	80.7%	79.7%	77.3%	82.2%	74.2%
%H		99.9%	40.9%	13.8%	77.9%	31.9%	46.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	966	963	495	134	813	464	349
%H		99.7%	51.2%	13.9%	84.2%	48.0%	36.1%
Under 20"	376	375	176	46	331	174	157
%V	38.9%	38.9%	35.6%	34.3%	40.7%	37.5%	45.0%
%H		99.7%	46.8%	12.2%	88.0%	46.3%	41.8%
20" - 29"	303	303	155	38	260	145	115
%V	31.4%	31.5%	31.3%	28.4%	32.0%	31.3%	33.0%
%H		100.0%	51.2%	12.5%	85.8%	47.9%	38.0%
30" - 39"	168	168	102	28	146	104	42
%V	17.4%	17.4%	20.6%	20.9%	18.0%	22.4%	12.0%
%H		100.0%	60.7%	16.7%	86.9%	61.9%	25.0%
40" and over	45	45	29	10	31	24	8
%V	4.7%	4.7%	5.9%	7.5%	3.8%	5.2%	2.3%
%H		100.0%	64.4%	22.2%	68.9%	53.3%	17.8%
Don't know	8	8	4	2	6	4	2
%V	0.8%	0.8%	0.8%	1.5%	0.7%	0.9%	0.6%
%H		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	966	963	495	134	813	464	349
%H		99.7%	51.2%	13.9%	84.2%	48.0%	36.1%
PVR	126	126	94	18	92	77	15
%V	13.0%	13.1%	19.0%	13.4%	11.3%	16.6%	4.3%
%H		100.0%	74.6%	14.3%	73.0%	61.1%	11.9%
DVDR	20	20	9	3	18	10	9
%V	2.1%	2.1%	1.8%	2.2%	2.2%	2.2%	2.6%
%H		100.0%	45.0%	15.0%	90.0%	50.0%	45.0%
VCR	13	13	5	2	13	6	7
%V	1.3%	1.3%	1.0%	1.5%	1.6%	1.3%	2.0%
%H		100.0%	38.5%	15.4%	100.0%	46.2%	53.8%
Any recorder	148	148	103	21	113	87	26
%V	15.3%	15.4%	20.8%	15.7%	13.9%	18.8%	7.4%
%H		100.0%	69.6%	14.2%	76.4%	58.8%	17.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	966	963	495	134	813	464	349
%H		99.7%	51.2%	13.9%	84.2%	48.0%	36.1%
Receives HDTV (via STB or built-in reception)	129	129	67	26	107	68	39
%V	13.4%	13.4%	13.5%	19.4%	13.2%	14.7%	11.2%
%H		100.0%	51.9%	20.2%	82.9%	52.7%	30.2%
DVD/Blu-ray player or recorder	399	399	199	64	342	202	140
%V	41.3%	41.4%	40.2%	47.8%	42.1%	43.5%	40.1%
%H		100.0%	49.9%	16.0%	85.7%	50.6%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2334	2258	2238	971	347	1718	770	948
%H		96.7%	95.9%	41.6%	14.9%	73.6%	33.0%	40.6%
Total Children	414	403	400	179	71	287	132	155
%V	17.7%	17.8%	17.9%	18.4%	20.5%	16.7%	17.1%	16.4%
%H		97.3%	96.6%	43.2%	17.1%	69.3%	31.9%	37.4%
0 - 3	106	101	100	46	15	65	25	40
%V	4.5%	4.5%	4.5%	4.7%	4.3%	3.8%	3.2%	4.2%
%H		95.3%	94.3%	43.4%	14.2%	61.3%	23.6%	37.7%
4 - 15	309	302	299	133	56	221	106	115
%V	13.2%	13.4%	13.4%	13.7%	16.1%	12.9%	13.8%	12.1%
%H		97.7%	96.8%	43.0%	18.1%	71.5%	34.3%	37.2%
4 - 9	156	152	151	64	29	104	45	59
%V	6.7%	6.7%	6.7%	6.6%	8.4%	6.1%	5.8%	6.2%
%H		97.4%	96.8%	41.0%	18.6%	66.7%	28.8%	37.8%
10 - 15	152	150	148	69	26	118	62	56
%V	6.5%	6.6%	6.6%	7.1%	7.5%	6.9%	8.1%	5.9%
%H		98.7%	97.4%	45.4%	17.1%	77.6%	40.8%	36.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2334	2258	2238	971	347	1718	770	948
%H		96.7%	95.9%	41.6%	14.9%	73.6%	33.0%	40.6%
Total Adults (16+)	1920	1855	1839	792	275	1431	638	793
%V	82.3%	82.2%	82.2%	81.6%	79.3%	83.3%	82.9%	83.6%
%H		96.6%	95.8%	41.3%	14.3%	74.5%	33.2%	41.3%
16 - 19	119	115	114	58	22	83	45	38
%V	5.1%	5.1%	5.1%	6.0%	6.3%	4.8%	5.8%	4.0%
%H		96.6%	95.8%	48.7%	18.5%	69.7%	37.8%	31.9%
20 - 24	154	136	130	59	21	97	47	50
%V	6.6%	6.0%	5.8%	6.1%	6.1%	5.6%	6.1%	5.3%
%H		88.3%	84.4%	38.3%	13.6%	63.0%	30.5%	32.5%
25 - 34	285	270	270	135	52	169	81	88
%V	12.2%	12.0%	12.1%	13.9%	15.0%	9.8%	10.5%	9.3%
%H		94.7%	94.7%	47.4%	18.2%	59.3%	28.4%	30.9%
35 - 44	303	294	289	127	56	217	109	108
%V	13.0%	13.0%	12.9%	13.1%	16.1%	12.6%	14.2%	11.4%
%H		97.0%	95.4%	41.9%	18.5%	71.6%	36.0%	35.6%
45 - 54	342	333	330	152	51	266	135	131
%V	14.7%	14.7%	14.7%	15.7%	14.7%	15.5%	17.5%	13.8%
%H		97.4%	96.5%	44.4%	14.9%	77.8%	39.5%	38.3%
55 - 64	280	274	273	122	34	224	103	121
%V	12.0%	12.1%	12.2%	12.6%	9.8%	13.0%	13.4%	12.8%
%H		97.9%	97.5%	43.6%	12.1%	80.0%	36.8%	43.2%
65+	436	433	433	139	40	376	118	257
%V	18.7%	19.2%	19.3%	14.3%	11.5%	21.9%	15.3%	27.1%
%H		99.3%	99.3%	31.9%	9.2%	86.2%	27.1%	58.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1920	1855	1839	792	275	1431	638	793
%H		96.6%	95.8%	41.3%	14.3%	74.5%	33.2%	41.3%
AB	571	561	555	249	85	426	199	228
%V	29.7%	30.2%	30.2%	31.4%	30.9%	29.8%	31.2%	28.8%
%H		98.2%	97.2%	43.6%	14.9%	74.6%	34.9%	39.9%
C1	543	520	516	227	77	398	181	217
%V	28.3%	28.0%	28.1%	28.7%	28.0%	27.8%	28.4%	27.4%
%H		95.8%	95.0%	41.8%	14.2%	73.3%	33.3%	40.0%
C2	398	385	382	190	53	306	160	146
%V	20.7%	20.8%	20.8%	24.0%	19.3%	21.4%	25.1%	18.4%
%H		96.7%	96.0%	47.7%	13.3%	76.9%	40.2%	36.7%
D	264	249	248	91	46	190	77	113
%V	13.8%	13.4%	13.5%	11.5%	16.7%	13.3%	12.1%	14.2%
%H		94.3%	93.9%	34.5%	17.4%	72.0%	29.2%	42.8%
E	144	139	137	35	15	110	20	90
%V	7.5%	7.5%	7.4%	4.4%	5.5%	7.7%	3.1%	11.3%
%H		96.5%	95.1%	24.3%	10.4%	76.4%	13.9%	62.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Individual level data
Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1920	1855	1839	792	275	1431	638	793
%H		96.6%	95.8%	41.3%	14.3%	74.5%	33.2%	41.3%
Working full time	838	805	802	387	138	603	315	287
%V	43.6%	43.4%	43.6%	48.9%	50.2%	42.1%	49.4%	36.2%
%H		96.1%	95.7%	46.2%	16.5%	72.0%	37.6%	34.2%
Working part time	244	238	233	107	30	186	90	97
%V	12.7%	12.8%	12.7%	13.5%	10.9%	13.0%	14.1%	12.2%
%H		97.5%	95.5%	43.9%	12.3%	76.2%	36.9%	39.8%
Not working	838	812	804	299	107	642	233	409
%V	43.6%	43.8%	43.7%	37.8%	38.9%	44.9%	36.5%	51.6%
%H		96.9%	95.9%	35.7%	12.8%	76.6%	27.8%	48.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	936	901	890	404	137	675	315	360
%H		96.3%	95.1%	43.2%	14.6%	72.1%	33.7%	38.5%
16 - 19	54	53	52	27	8	39	21	18
%V	5.8%	5.9%	5.8%	6.7%	5.8%	5.8%	6.7%	5.0%
%H		98.1%	96.3%	50.0%	14.8%	72.2%	38.9%	33.3%
20 - 24	80	73	68	31	11	50	25	26
%V	8.5%	8.1%	7.6%	7.7%	8.0%	7.4%	7.9%	7.2%
%H		91.3%	85.0%	38.8%	13.8%	62.5%	31.3%	32.5%
25 - 34	156	148	148	78	27	89	44	45
%V	16.7%	16.4%	16.6%	19.3%	19.7%	13.2%	14.0%	12.5%
%H		94.9%	94.9%	50.0%	17.3%	57.1%	28.2%	28.8%
35 - 44	145	138	135	62	26	101	52	49
%V	15.5%	15.3%	15.2%	15.3%	19.0%	15.0%	16.5%	13.6%
%H		95.2%	93.1%	42.8%	17.9%	69.7%	35.9%	33.8%
45 - 54	161	156	155	69	24	124	60	64
%V	17.2%	17.3%	17.4%	17.1%	17.5%	18.4%	19.0%	17.8%
%H		96.9%	96.3%	42.9%	14.9%	77.0%	37.3%	39.8%
55 - 64	143	139	139	67	18	110	54	56
%V	15.3%	15.4%	15.6%	16.6%	13.1%	16.3%	17.1%	15.6%
%H		97.2%	97.2%	46.9%	12.6%	76.9%	37.8%	39.2%
65+	196	193	193	69	24	162	59	103
%V	20.9%	21.4%	21.7%	17.1%	17.5%	24.0%	18.7%	28.6%
%H		98.5%	98.5%	35.2%	12.2%	82.7%	30.1%	52.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Individual level data
Table 5.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		936	901	890	404	137	675	315	360
%H			96.3%	95.1%	43.2%	14.6%	72.1%	33.7%	38.5%
AB		289	284	280	133	42	214	108	106
	%V	30.9%	31.5%	31.5%	32.9%	30.7%	31.7%	34.3%	29.4%
	%H		98.3%	96.9%	46.0%	14.5%	74.0%	37.4%	36.7%
C1		251	242	239	110	37	174	79	95
	%V	26.8%	26.9%	26.9%	27.2%	27.0%	25.8%	25.1%	26.4%
	%H		96.4%	95.2%	43.8%	14.7%	69.3%	31.5%	37.8%
C2		212	203	200	102	28	156	83	73
	%V	22.6%	22.5%	22.5%	25.2%	20.4%	23.1%	26.3%	20.3%
	%H		95.8%	94.3%	48.1%	13.2%	73.6%	39.2%	34.4%
D		123	115	113	46	22	83	36	46
	%V	13.1%	12.8%	12.7%	11.4%	16.1%	12.3%	11.4%	12.8%
	%H		93.5%	91.9%	37.4%	17.9%	67.5%	29.3%	37.4%
E		60	59	57	12	7	48	8	39
	%V	6.4%	6.5%	6.4%	3.0%	5.1%	7.1%	2.5%	10.8%
	%H		98.3%	95.0%	20.0%	11.7%	80.0%	13.3%	65.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	936	901	890	404	137	675	315	360
%H		96.3%	95.1%	43.2%	14.6%	72.1%	33.7%	38.5%
Working full time	546	523	520	258	87	384	203	181
%V	58.3%	58.0%	58.4%	63.9%	63.5%	56.9%	64.4%	50.3%
%H		95.8%	95.2%	47.3%	15.9%	70.3%	37.2%	33.2%
Working part time	46	45	43	19	5	34	15	19
%V	4.9%	5.0%	4.8%	4.7%	3.6%	5.0%	4.8%	5.3%
%H		97.8%	93.5%	41.3%	10.9%	73.9%	32.6%	41.3%
Not working	344	333	327	127	45	257	97	160
%V	36.8%	37.0%	36.7%	31.4%	32.8%	38.1%	30.8%	44.4%
%H		96.8%	95.1%	36.9%	13.1%	74.7%	28.2%	46.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	984	953	949	389	138	756	323	434
%H		96.8%	96.4%	39.5%	14.0%	76.8%	32.8%	44.1%
16 - 19	65	63	62	30	14	44	24	20
%V	6.6%	6.6%	6.5%	7.7%	10.1%	5.8%	7.4%	4.6%
%H		96.9%	95.4%	46.2%	21.5%	67.7%	36.9%	30.8%
20 - 24	74	63	62	28	10	47	22	25
%V	7.5%	6.6%	6.5%	7.2%	7.2%	6.2%	6.8%	5.8%
%H		85.1%	83.8%	37.8%	13.5%	63.5%	29.7%	33.8%
25 - 34	129	122	122	57	25	80	37	43
%V	13.1%	12.8%	12.9%	14.7%	18.1%	10.6%	11.5%	9.9%
%H		94.6%	94.6%	44.2%	19.4%	62.0%	28.7%	33.3%
35 - 44	158	156	154	65	30	116	57	59
%V	16.1%	16.4%	16.2%	16.7%	21.7%	15.3%	17.6%	13.6%
%H		98.7%	97.5%	41.1%	19.0%	73.4%	36.1%	37.3%
45 - 54	181	176	175	83	27	142	75	67
%V	18.4%	18.5%	18.4%	21.3%	19.6%	18.8%	23.2%	15.4%
%H		97.2%	96.7%	45.9%	14.9%	78.5%	41.4%	37.0%
55 - 64	138	134	134	56	16	113	49	65
%V	14.0%	14.1%	14.1%	14.4%	11.6%	14.9%	15.2%	15.0%
%H		97.1%	97.1%	40.6%	11.6%	81.9%	35.5%	47.1%
65+	240	240	240	70	16	214	59	155
%V	24.4%	25.2%	25.3%	18.0%	11.6%	28.3%	18.3%	35.7%
%H		100.0%	100.0%	29.2%	6.7%	89.2%	24.6%	64.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	984	953	949	389	138	756	323	434
%H		96.8%	96.4%	39.5%	14.0%	76.8%	32.8%	44.1%
AB	281	277	276	115	43	212	91	122
%V	28.6%	29.1%	29.1%	29.6%	31.2%	28.0%	28.2%	28.1%
%H		98.6%	98.2%	40.9%	15.3%	75.4%	32.4%	43.4%
C1	291	278	277	117	39	224	102	122
%V	29.6%	29.2%	29.2%	30.1%	28.3%	29.6%	31.6%	28.1%
%H		95.5%	95.2%	40.2%	13.4%	77.0%	35.1%	41.9%
C2	186	183	182	88	25	150	77	73
%V	18.9%	19.2%	19.2%	22.6%	18.1%	19.8%	23.8%	16.8%
%H		98.4%	97.8%	47.3%	13.4%	80.6%	41.4%	39.2%
D	141	135	134	45	24	108	41	67
%V	14.3%	14.2%	14.1%	11.6%	17.4%	14.3%	12.7%	15.4%
%H		95.7%	95.0%	31.9%	17.0%	76.6%	29.1%	47.5%
E	84	80	80	23	8	63	12	51
%V	8.5%	8.4%	8.4%	5.9%	5.8%	8.3%	3.7%	11.8%
%H		95.2%	95.2%	27.4%	9.5%	75.0%	14.3%	60.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC West
Individual level data
Table 5.30: Working Status (Females 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	984	953	949	389	138	756	323	434
%H		96.8%	96.4%	39.5%	14.0%	76.8%	32.8%	44.1%
Working full time	292	282	282	128	52	219	112	107
%V	29.7%	29.6%	29.7%	32.9%	37.7%	29.0%	34.7%	24.7%
%H		96.6%	96.6%	43.8%	17.8%	75.0%	38.4%	36.6%
Working part time	198	193	190	88	25	152	74	78
%V	20.1%	20.3%	20.0%	22.6%	18.1%	20.1%	22.9%	18.0%
%H		97.5%	96.0%	44.4%	12.6%	76.8%	37.4%	39.4%
Not working	494	479	477	172	62	385	136	249
%V	50.2%	50.3%	50.3%	44.2%	44.9%	50.9%	42.1%	57.4%
%H		97.0%	96.6%	34.8%	12.6%	77.9%	27.5%	50.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
AB	239	235	234	104	13	185	68	118
%V	27.3%	27.8%	27.8%	29.6%	17.6%	27.7%	27.6%	28.0%
%H (All HH)		98.3%	97.9%	43.5%	5.4%	77.4%	28.5%	49.4%
%H (TV HH)			99.6%	44.3%	5.5%	78.7%	28.9%	50.2%
C1	265	256	256	102	25	200	69	131
%V	30.3%	30.3%	30.4%	29.1%	33.8%	29.9%	28.0%	31.0%
%H (All HH)		96.6%	96.6%	38.5%	9.4%	75.5%	26.0%	49.4%
%H (TV HH)			100.0%	39.8%	9.8%	78.1%	27.0%	51.2%
C2	184	178	177	79	19	139	59	80
%V	21.0%	21.1%	21.0%	22.5%	25.7%	20.8%	24.0%	19.0%
%H (All HH)		96.7%	96.2%	42.9%	10.3%	75.5%	32.1%	43.5%
%H (TV HH)			99.4%	44.4%	10.7%	78.1%	33.1%	44.9%
D	95	91	90	38	12	71	29	42
%V	10.9%	10.8%	10.7%	10.8%	16.2%	10.6%	11.8%	10.0%
%H (All HH)		95.8%	94.7%	40.0%	12.6%	74.7%	30.5%	44.2%
%H (TV HH)			98.9%	41.8%	13.2%	78.0%	31.9%	46.2%
E	92	85	84	28	6	73	21	52
%V	10.5%	10.1%	10.0%	8.0%	8.1%	10.9%	8.5%	12.3%
%H (All HH)		92.4%	91.3%	30.4%	6.5%	79.3%	22.8%	56.5%
%H (TV HH)			98.8%	32.9%	7.1%	85.9%	24.7%	61.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Under 25	38	33	32	11	4	24	7	17
%V	4.3%	3.9%	3.8%	3.1%	5.4%	3.6%	2.8%	4.0%
%H (All HH)		86.8%	84.2%	28.9%	10.5%	63.2%	18.4%	44.7%
%H (TV HH)			97.0%	33.3%	12.1%	72.7%	21.2%	51.5%
25 - 34	115	107	107	53	14	74	34	40
%V	13.1%	12.7%	12.7%	15.1%	18.9%	11.1%	13.8%	9.5%
%H (All HH)		93.0%	93.0%	46.1%	12.2%	64.3%	29.6%	34.8%
%H (TV HH)			100.0%	49.5%	13.1%	69.2%	31.8%	37.4%
35 - 44	135	131	131	63	17	99	47	52
%V	15.4%	15.5%	15.5%	17.9%	23.0%	14.8%	19.1%	12.3%
%H (All HH)		97.0%	97.0%	46.7%	12.6%	73.3%	34.8%	38.5%
%H (TV HH)			100.0%	48.1%	13.0%	75.6%	35.9%	39.7%
45 - 54	151	147	147	74	14	111	53	59
%V	17.3%	17.4%	17.4%	21.1%	18.9%	16.6%	21.5%	14.0%
%H (All HH)		97.4%	97.4%	49.0%	9.3%	73.5%	35.1%	39.1%
%H (TV HH)			100.0%	50.3%	9.5%	75.5%	36.1%	40.1%
55 - 64	161	157	157	68	12	129	51	78
%V	18.4%	18.6%	18.6%	19.4%	16.2%	19.3%	20.7%	18.5%
%H (All HH)		97.5%	97.5%	42.2%	7.5%	80.1%	31.7%	48.4%
%H (TV HH)			100.0%	43.3%	7.6%	82.2%	32.5%	49.7%
65 +	275	269	269	81	13	231	56	176
%V	31.4%	31.8%	31.9%	23.1%	17.6%	34.6%	22.8%	41.7%
%H (All HH)		97.8%	97.8%	29.5%	4.7%	84.0%	20.4%	64.0%
%H (TV HH)			100.0%	30.1%	4.8%	85.9%	20.8%	65.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
1	301	283	281	78	16	232	44	187
%V	34.4%	33.5%	33.3%	22.2%	21.6%	34.7%	17.9%	44.3%
%H (All HH)		94.0%	93.4%	25.9%	5.3%	77.1%	14.6%	62.1%
%H (TV HH)			99.3%	27.6%	5.7%	82.0%	15.5%	66.1%
2	297	289	289	126	23	234	91	143
%V	33.9%	34.2%	34.3%	35.9%	31.1%	35.0%	37.0%	33.9%
%H (All HH)		97.3%	97.3%	42.4%	7.7%	78.8%	30.6%	48.1%
%H (TV HH)			100.0%	43.6%	8.0%	81.0%	31.5%	49.5%
3	117	115	115	68	11	86	50	36
%V	13.4%	13.6%	13.6%	19.4%	14.9%	12.9%	20.3%	8.5%
%H (All HH)		98.3%	98.3%	58.1%	9.4%	73.5%	42.7%	30.8%
%H (TV HH)			100.0%	59.1%	9.6%	74.8%	43.5%	31.3%
4	109	108	108	55	16	77	40	37
%V	12.5%	12.8%	12.8%	15.7%	21.6%	11.5%	16.3%	8.8%
%H (All HH)		99.1%	99.1%	50.5%	14.7%	70.6%	36.7%	33.9%
%H (TV HH)			100.0%	50.9%	14.8%	71.3%	37.0%	34.3%
5+	51	50	50	24	8	39	20	18
%V	5.8%	5.9%	5.9%	6.8%	10.8%	5.8%	8.1%	4.3%
%H (All HH)		98.0%	98.0%	47.1%	15.7%	76.5%	39.2%	35.3%
%H (TV HH)			100.0%	48.0%	16.0%	78.0%	40.0%	36.0%
Average HH size	2.23	2.26	2.26	2.51	2.72	2.21	2.62	1.97

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Without	679	652	651	251	48	531	176	355
%V	77.6%	77.2%	77.2%	71.5%	64.9%	79.5%	71.5%	84.1%
%H (All HH)		96.0%	95.9%	37.0%	7.1%	78.2%	25.9%	52.3%
%H (TV HH)			99.8%	38.5%	7.4%	81.4%	27.0%	54.4%
With	196	192	192	100	26	137	70	67
%V	22.4%	22.7%	22.8%	28.5%	35.1%	20.5%	28.5%	15.9%
%H (All HH)		98.0%	98.0%	51.0%	13.3%	69.9%	35.7%	34.2%
%H (TV HH)			100.0%	52.1%	13.5%	71.4%	36.5%	34.9%
0 - 3	74	72	71	35	10	50	24	26
%V	8.5%	8.5%	8.4%	10.0%	13.5%	7.5%	9.8%	6.2%
%H (All HH)		97.3%	95.9%	47.3%	13.5%	67.6%	32.4%	35.1%
%H (TV HH)			98.6%	48.6%	13.9%	69.4%	33.3%	36.1%
4 - 9	107	105	104	54	17	73	39	34
%V	12.2%	12.4%	12.3%	15.4%	23.0%	10.9%	15.9%	8.1%
%H (All HH)		98.1%	97.2%	50.5%	15.9%	68.2%	36.4%	31.8%
%H (TV HH)			99.0%	51.4%	16.2%	69.5%	37.1%	32.4%
10 - 15	94	94	94	50	13	69	38	31
%V	10.7%	11.1%	11.2%	14.2%	17.6%	10.3%	15.4%	7.3%
%H (All HH)		100.0%	100.0%	53.2%	13.8%	73.4%	40.4%	33.0%
%H (TV HH)			100.0%	53.2%	13.8%	73.4%	40.4%	33.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
1	333	333	331	101	26	238	34	204
%V	38.1%	39.4%	39.3%	28.8%	35.1%	35.6%	13.8%	48.3%
%H (All HH)		100.0%	99.4%	30.3%	7.8%	71.5%	10.2%	61.3%
%H (TV HH)			99.4%	30.3%	7.8%	71.5%	10.2%	61.3%
2	295	295	295	129	22	244	98	146
%V	33.7%	34.9%	35.0%	36.8%	29.7%	36.5%	39.8%	34.6%
%H (All HH)		100.0%	100.0%	43.7%	7.5%	82.7%	33.2%	49.5%
%H (TV HH)			100.0%	43.7%	7.5%	82.7%	33.2%	49.5%
3	134	134	134	71	16	114	65	49
%V	15.3%	15.9%	15.9%	20.2%	21.6%	17.1%	26.4%	11.6%
%H (All HH)		100.0%	100.0%	53.0%	11.9%	85.1%	48.5%	36.6%
%H (TV HH)			100.0%	53.0%	11.9%	85.1%	48.5%	36.6%
4	51	51	51	33	5	45	32	13
%V	5.8%	6.0%	6.0%	9.4%	6.8%	6.7%	13.0%	3.1%
%H (All HH)		100.0%	100.0%	64.7%	9.8%	88.2%	62.7%	25.5%
%H (TV HH)			100.0%	64.7%	9.8%	88.2%	62.7%	25.5%
5+	31	31	31	17	5	27	17	11
%V	3.5%	3.7%	3.7%	4.8%	6.8%	4.0%	6.9%	2.6%
%H (All HH)		100.0%	100.0%	54.8%	16.1%	87.1%	54.8%	35.5%
%H (TV HH)			100.0%	54.8%	16.1%	87.1%	54.8%	35.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South West
Household level data
Table 6.6: Screen size
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Under 20"	306	306	306	126	24	275	119	156
%V	35.0%	36.2%	36.3%	35.9%	32.4%	41.2%	48.4%	37.0%
%H (All HH)		100.0%	100.0%	41.2%	7.8%	89.9%	38.9%	51.0%
%H (TV HH)			100.0%	41.2%	7.8%	89.9%	38.9%	51.0%
20" - 29"	401	401	401	150	30	342	118	224
%V	45.8%	47.5%	47.6%	42.7%	40.5%	51.2%	48.0%	53.1%
%H (All HH)		100.0%	100.0%	37.4%	7.5%	85.3%	29.4%	55.9%
%H (TV HH)			100.0%	37.4%	7.5%	85.3%	29.4%	55.9%
30" - 39"	421	421	421	201	39	332	148	183
%V	48.1%	49.8%	49.9%	57.3%	52.7%	49.7%	60.2%	43.4%
%H (All HH)		100.0%	100.0%	47.7%	9.3%	78.9%	35.2%	43.5%
%H (TV HH)			100.0%	47.7%	9.3%	78.9%	35.2%	43.5%
40" and over	242	242	242	141	32	170	99	71
%V	27.7%	28.6%	28.7%	40.2%	43.2%	25.4%	40.2%	16.8%
%H (All HH)		100.0%	100.0%	58.3%	13.2%	70.2%	40.9%	29.3%
%H (TV HH)			100.0%	58.3%	13.2%	70.2%	40.9%	29.3%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Main living room	832	832	832	348	73	658	244	414
%V	95.1%	98.5%	98.7%	99.1%	98.6%	98.5%	99.2%	98.1%
%H (All HH)		100.0%	100.0%	41.8%	8.8%	79.1%	29.3%	49.8%
%H (TV HH)			100.0%	41.8%	8.8%	79.1%	29.3%	49.8%
Kitchen	121	121	121	56	8	109	51	57
%V	13.8%	14.3%	14.4%	16.0%	10.8%	16.3%	20.7%	13.5%
%H (All HH)		100.0%	100.0%	46.3%	6.6%	90.1%	42.1%	47.1%
%H (TV HH)			100.0%	46.3%	6.6%	90.1%	42.1%	47.1%
Adult's bedroom	369	369	369	188	38	310	163	147
%V	42.2%	43.7%	43.8%	53.6%	51.4%	46.4%	66.3%	34.8%
%H (All HH)		100.0%	100.0%	50.9%	10.3%	84.0%	44.2%	39.8%
%H (TV HH)			100.0%	50.9%	10.3%	84.0%	44.2%	39.8%
Child's bedroom	68	68	68	36	11	58	36	22
%V	7.8%	8.0%	8.1%	10.3%	14.9%	8.7%	14.6%	5.2%
%H (All HH)		100.0%	100.0%	52.9%	16.2%	85.3%	52.9%	32.4%
%H (TV HH)			100.0%	52.9%	16.2%	85.3%	52.9%	32.4%
Other bedroom	46	46	46	25	5	42	25	17
%V	5.3%	5.4%	5.5%	7.1%	6.8%	6.3%	10.2%	4.0%
%H (All HH)		100.0%	100.0%	54.3%	10.9%	91.3%	54.3%	37.0%
%H (TV HH)			100.0%	54.3%	10.9%	91.3%	54.3%	37.0%
Second living/dining room	77	77	77	39	5	66	32	34
%V	8.8%	9.1%	9.1%	11.1%	6.8%	9.9%	13.0%	8.1%
%H (All HH)		100.0%	100.0%	50.6%	6.5%	85.7%	41.6%	44.2%
%H (TV HH)			100.0%	50.6%	6.5%	85.7%	41.6%	44.2%
Study/office	13	13	13	8	0	11	6	5
%V	1.5%	1.5%	1.5%	2.3%	0.0%	1.6%	2.4%	1.2%
%H (All HH)		100.0%	100.0%	61.5%	0.0%	84.6%	46.2%	38.5%
%H (TV HH)			100.0%	61.5%	0.0%	84.6%	46.2%	38.5%
TV room	7	7	7	4	0	5	2	2
%V	0.8%	0.8%	0.8%	1.1%	0.0%	0.7%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	57.1%	0.0%	71.4%	28.6%	28.6%
%H (TV HH)			100.0%	57.1%	0.0%	71.4%	28.6%	28.6%
Conservatory	8	8	8	5	1	6	4	2
%V	0.9%	0.9%	0.9%	1.4%	1.4%	0.9%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	62.5%	12.5%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	62.5%	12.5%	75.0%	50.0%	25.0%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	6	6	6	3	2	6	3	2
%V	0.7%	0.7%	0.7%	0.9%	2.7%	0.9%	1.2%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	33.3%	100.0%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	33.3%	100.0%	50.0%	33.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South West
Household level data
Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
PVR	469	469	469	284	44	339	195	145
%V	53.6%	55.5%	55.6%	80.9%	59.5%	50.7%	79.3%	34.4%
%H (All HH)		100.0%	100.0%	60.6%	9.4%	72.3%	41.6%	30.9%
%H (TV HH)			100.0%	60.6%	9.4%	72.3%	41.6%	30.9%
DVDR	96	96	96	44	4	86	38	48
%V	11.0%	11.4%	11.4%	12.5%	5.4%	12.9%	15.4%	11.4%
%H (All HH)		100.0%	100.0%	45.8%	4.2%	89.6%	39.6%	50.0%
%H (TV HH)			100.0%	45.8%	4.2%	89.6%	39.6%	50.0%
VCR	66	66	66	27	5	56	21	35
%V	7.5%	7.8%	7.8%	7.7%	6.8%	8.4%	8.5%	8.3%
%H (All HH)		100.0%	100.0%	40.9%	7.6%	84.8%	31.8%	53.0%
%H (TV HH)			100.0%	40.9%	7.6%	84.8%	31.8%	53.0%
Any recorder	537	537	537	302	48	399	209	190
%V	61.4%	63.6%	63.7%	86.0%	64.9%	59.7%	85.0%	45.0%
%H (All HH)		100.0%	100.0%	56.2%	8.9%	74.3%	38.9%	35.4%
%H (TV HH)			100.0%	56.2%	8.9%	74.3%	38.9%	35.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South West
Household level data
Table 6.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Receives HDTV (via STB or built-in reception)	295	295	295	173	47	203	125	78
%V	33.7%	34.9%	35.0%	49.3%	63.5%	30.4%	50.8%	18.5%
%H (All HH)		100.0%	100.0%	58.6%	15.9%	68.8%	42.4%	26.4%
%H (TV HH)			100.0%	58.6%	15.9%	68.8%	42.4%	26.4%
DVD/Blu-ray player or recorder	724	724	724	313	65	576	226	350
%V	82.7%	85.7%	85.9%	89.2%	87.8%	86.2%	91.9%	82.9%
%H (All HH)		100.0%	100.0%	43.2%	9.0%	79.6%	31.2%	48.3%
%H (TV HH)			100.0%	43.2%	9.0%	79.6%	31.2%	48.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	875	845	843	351	74	668	246	422
%H (All HH)		96.6%	96.3%	40.1%	8.5%	76.3%	28.1%	48.2%
%H (TV HH)			99.8%	41.5%	8.8%	79.1%	29.1%	49.9%
Has PC or Laptop	681	664	662	302	66	512	215	297
%V	77.8%	78.6%	78.5%	86.0%	89.2%	76.6%	87.4%	70.4%
%H (All HH)		97.5%	97.2%	44.3%	9.7%	75.2%	31.6%	43.6%
%H (TV HH)			99.7%	45.5%	9.9%	77.1%	32.4%	44.7%
Has broadband internet	639	624	622	292	65	477	209	268
%V	73.0%	73.8%	73.8%	83.2%	87.8%	71.4%	85.0%	63.5%
%H (All HH)		97.7%	97.3%	45.7%	10.2%	74.6%	32.7%	41.9%
%H (TV HH)			99.7%	46.8%	10.4%	76.4%	33.5%	42.9%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1703	1701	797	163	1396	645	752
%H		99.9%	46.8%	9.6%	82.0%	37.9%	44.2%
Under 20"	401	401	172	33	366	169	197
%V	23.5%	23.6%	21.6%	20.2%	26.2%	26.2%	26.2%
%H		100.0%	42.9%	8.2%	91.3%	42.1%	49.1%
20" - 29"	507	507	202	40	434	165	269
%V	29.8%	29.8%	25.3%	24.5%	31.1%	25.6%	35.8%
%H		100.0%	39.8%	7.9%	85.6%	32.5%	53.1%
30" - 39"	476	476	234	48	377	181	196
%V	28.0%	28.0%	29.4%	29.4%	27.0%	28.1%	26.1%
%H		100.0%	49.2%	10.1%	79.2%	38.0%	41.2%
40" and over	268	268	159	35	187	110	77
%V	15.7%	15.8%	19.9%	21.5%	13.4%	17.1%	10.2%
%H		100.0%	59.3%	13.1%	69.8%	41.0%	28.7%
Don't know	9	9	3	3	8	5	3
%V	0.5%	0.5%	0.4%	1.8%	0.6%	0.8%	0.4%
%H		100.0%	33.3%	33.3%	88.9%	55.6%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1703	1701	797	163	1396	645	752
%H		99.9%	46.8%	9.6%	82.0%	37.9%	44.2%
Main living room	839	839	350	73	665	245	419
%V	49.3%	49.3%	43.9%	44.8%	47.6%	38.0%	55.7%
%H		100.0%	41.7%	8.7%	79.3%	29.2%	49.9%
Kitchen	122	122	56	8	109	51	58
%V	7.2%	7.2%	7.0%	4.9%	7.8%	7.9%	7.7%
%H		100.0%	45.9%	6.6%	89.3%	41.8%	47.5%
Adult's bedroom	439	439	224	53	371	204	167
%V	25.8%	25.8%	28.1%	32.5%	26.6%	31.6%	22.2%
%H		100.0%	51.0%	12.1%	84.5%	46.5%	38.0%
Child's bedroom	86	86	49	11	75	48	27
%V	5.0%	5.1%	6.1%	6.7%	5.4%	7.4%	3.6%
%H		100.0%	57.0%	12.8%	87.2%	55.8%	31.4%
Other bedroom	56	56	29	5	52	29	23
%V	3.3%	3.3%	3.6%	3.1%	3.7%	4.5%	3.1%
%H		100.0%	51.8%	8.9%	92.9%	51.8%	41.1%
Second living/dining room	78	78	40	5	67	33	34
%V	4.6%	4.6%	5.0%	3.1%	4.8%	5.1%	4.5%
%H		100.0%	51.3%	6.4%	85.9%	42.3%	43.6%
Study/office	15	15	9	0	13	8	5
%V	0.9%	0.9%	1.1%	0.0%	0.9%	1.2%	0.7%
%H		100.0%	60.0%	0.0%	86.7%	53.3%	33.3%
TV room	7	7	4	0	5	2	2
%V	0.4%	0.4%	0.5%	0.0%	0.4%	0.3%	0.3%
%H		100.0%	57.1%	0.0%	71.4%	28.6%	28.6%
Conservatory	8	8	5	1	6	4	2
%V	0.5%	0.5%	0.6%	0.6%	0.4%	0.6%	0.3%
%H		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	2	2	0	0	2	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	8	8	4	2	7	4	4
%V	0.5%	0.5%	0.5%	1.2%	0.5%	0.6%	0.5%
%H		100.0%	50.0%	25.0%	87.5%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1703	1701	797	163	1396	645	752
%H		99.9%	46.8%	9.6%	82.0%	37.9%	44.2%
PVR	573	573	365	54	399	240	160
%V	33.6%	33.7%	45.8%	33.1%	28.6%	37.2%	21.3%
%H		100.0%	63.7%	9.4%	69.6%	41.9%	27.9%
DVDR	106	106	48	4	96	41	55
%V	6.2%	6.2%	6.0%	2.5%	6.9%	6.4%	7.3%
%H		100.0%	45.3%	3.8%	90.6%	38.7%	51.9%
VCR	72	72	30	5	61	23	39
%V	4.2%	4.2%	3.8%	3.1%	4.4%	3.6%	5.2%
%H		100.0%	41.7%	6.9%	84.7%	31.9%	54.2%
Any recorder	671	671	398	59	488	268	220
%V	39.4%	39.4%	49.9%	36.2%	35.0%	41.6%	29.3%
%H		100.0%	59.3%	8.8%	72.7%	39.9%	32.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1703	1701	797	163	1396	645	752
%H		99.9%	46.8%	9.6%	82.0%	37.9%	44.2%
Receives HDTV (via STB or built-in reception)	382	382	228	60	258	160	98
%V	22.4%	22.5%	28.6%	36.8%	18.5%	24.8%	13.0%
%H		100.0%	59.7%	15.7%	67.5%	41.9%	25.7%
DVD/Blu-ray player or recorder	1058	1058	488	105	862	390	471
%V	62.1%	62.2%	61.2%	64.4%	61.7%	60.5%	62.6%
%H		100.0%	46.1%	9.9%	81.5%	36.9%	44.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South West
Set level data
Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	844	842	351	74	667	246	421
%H		99.8%	41.6%	8.8%	79.0%	29.1%	49.9%
Under 20"	34	34	3	0	32	2	30
%V	4.0%	4.0%	0.9%	0.0%	4.8%	0.8%	7.1%
%H		100.0%	8.8%	0.0%	94.1%	5.9%	88.2%
20" - 29"	225	225	56	12	196	39	157
%V	26.7%	26.7%	16.0%	16.2%	29.4%	15.9%	37.3%
%H		100.0%	24.9%	5.3%	87.1%	17.3%	69.8%
30" - 39"	349	349	155	30	276	111	165
%V	41.4%	41.4%	44.2%	40.5%	41.4%	45.1%	39.2%
%H		100.0%	44.4%	8.6%	79.1%	31.8%	47.3%
40" and over	232	232	135	31	162	93	69
%V	27.5%	27.6%	38.5%	41.9%	24.3%	37.8%	16.4%
%H		100.0%	58.2%	13.4%	69.8%	40.1%	29.7%
Don't know	2	2	1	0	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	844	842	351	74	667	246	421
%H		99.8%	41.6%	8.8%	79.0%	29.1%	49.9%
PVR	451	451	278	42	321	187	134
%V	53.4%	53.6%	79.2%	56.8%	48.1%	76.0%	31.8%
%H		100.0%	61.6%	9.3%	71.2%	41.5%	29.7%
DVDR	82	82	36	4	75	32	43
%V	9.7%	9.7%	10.3%	5.4%	11.2%	13.0%	10.2%
%H		100.0%	43.9%	4.9%	91.5%	39.0%	52.4%
VCR	55	55	21	4	45	15	30
%V	6.5%	6.5%	6.0%	5.4%	6.7%	6.1%	7.1%
%H		100.0%	38.2%	7.3%	81.8%	27.3%	54.5%
Any recorder	519	519	295	47	383	202	180
%V	61.5%	61.6%	84.0%	63.5%	57.4%	82.1%	42.8%
%H		100.0%	56.8%	9.1%	73.8%	38.9%	34.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	844	842	351	74	667	246	421
%H		99.8%	41.6%	8.8%	79.0%	29.1%	49.9%
Receives HDTV (via STB or built-in reception)	281	281	167	45	189	118	71
%V	33.3%	33.4%	47.6%	60.8%	28.3%	48.0%	16.9%
%H		100.0%	59.4%	16.0%	67.3%	42.0%	25.3%
DVD/Blu-ray player or recorder	685	685	294	61	545	212	333
%V	81.2%	81.4%	83.8%	82.4%	81.7%	86.2%	79.1%
%H		100.0%	42.9%	8.9%	79.6%	30.9%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	859	859	447	90	729	399	330
%H		100.0%	52.0%	10.5%	84.9%	46.4%	38.4%
Under 20"	367	367	169	33	334	166	167
%V	42.7%	42.7%	37.8%	36.7%	45.8%	41.6%	50.6%
%H		100.0%	46.0%	9.0%	91.0%	45.2%	45.5%
20" - 29"	282	282	146	28	238	126	112
%V	32.8%	32.8%	32.7%	31.1%	32.6%	31.6%	33.9%
%H		100.0%	51.8%	9.9%	84.4%	44.7%	39.7%
30" - 39"	126	126	79	18	101	70	31
%V	14.7%	14.7%	17.7%	20.0%	13.9%	17.5%	9.4%
%H		100.0%	62.7%	14.3%	80.2%	55.6%	24.6%
40" and over	36	36	24	4	25	17	8
%V	4.2%	4.2%	5.4%	4.4%	3.4%	4.3%	2.4%
%H		100.0%	66.7%	11.1%	69.4%	47.2%	22.2%
Don't know	7	7	2	3	7	5	2
%V	0.8%	0.8%	0.4%	3.3%	1.0%	1.3%	0.6%
%H		100.0%	28.6%	42.9%	100.0%	71.4%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South West
Set level data
Table 6.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	859	859	447	90	729	399	330
%H		100.0%	52.0%	10.5%	84.9%	46.4%	38.4%
PVR	123	123	87	11	78	53	25
%V	14.3%	14.3%	19.5%	12.2%	10.7%	13.3%	7.6%
%H		100.0%	70.7%	8.9%	63.4%	43.1%	20.3%
DVDR	24	24	12	0	21	9	12
%V	2.8%	2.8%	2.7%	0.0%	2.9%	2.3%	3.6%
%H		100.0%	50.0%	0.0%	87.5%	37.5%	50.0%
VCR	17	17	9	0	16	8	8
%V	2.0%	2.0%	2.0%	0.0%	2.2%	2.0%	2.4%
%H		100.0%	52.9%	0.0%	94.1%	47.1%	47.1%
Any recorder	152	152	103	12	105	65	40
%V	17.7%	17.7%	23.0%	13.3%	14.4%	16.3%	12.1%
%H		100.0%	67.8%	7.9%	69.1%	42.8%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	859	859	447	90	729	399	330
%H		100.0%	52.0%	10.5%	84.9%	46.4%	38.4%
Receives HDTV (via STB or built-in reception)	102	102	61	14	69	42	27
%V	11.9%	11.9%	13.6%	15.6%	9.5%	10.5%	8.2%
%H		100.0%	59.8%	13.7%	67.6%	41.2%	26.5%
DVD/Blu-ray player or recorder	373	373	193	44	316	178	138
%V	43.4%	43.4%	43.2%	48.9%	43.3%	44.6%	41.8%
%H		100.0%	51.7%	11.8%	84.7%	47.7%	37.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1954	1906	1902	881	200	1475	644	831
%H		97.5%	97.3%	45.1%	10.2%	75.5%	33.0%	42.5%
Total Children	345	341	339	179	46	244	128	116
%V	17.7%	17.9%	17.8%	20.3%	23.0%	16.5%	19.9%	14.0%
%H		98.8%	98.3%	51.9%	13.3%	70.7%	37.1%	33.6%
0 - 3	84	82	82	40	12	57	27	30
%V	4.3%	4.3%	4.3%	4.5%	6.0%	3.9%	4.2%	3.6%
%H		97.6%	97.6%	47.6%	14.3%	67.9%	32.1%	35.7%
4 - 15	261	259	258	140	35	187	101	86
%V	13.4%	13.6%	13.6%	15.9%	17.5%	12.7%	15.7%	10.3%
%H		99.2%	98.9%	53.6%	13.4%	71.6%	38.7%	33.0%
4 - 9	138	136	135	73	20	96	53	44
%V	7.1%	7.1%	7.1%	8.3%	10.0%	6.5%	8.2%	5.3%
%H		98.6%	97.8%	52.9%	14.5%	69.6%	38.4%	31.9%
10 - 15	123	123	123	67	15	90	48	42
%V	6.3%	6.5%	6.5%	7.6%	7.5%	6.1%	7.5%	5.1%
%H		100.0%	100.0%	54.5%	12.2%	73.2%	39.0%	34.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1954	1906	1902	881	200	1475	644	831
%H		97.5%	97.3%	45.1%	10.2%	75.5%	33.0%	42.5%
Total Adults (16+)	1609	1565	1562	701	154	1232	517	715
%V	82.3%	82.1%	82.1%	79.6%	77.0%	83.5%	80.3%	86.0%
%H		97.3%	97.1%	43.6%	9.6%	76.6%	32.1%	44.4%
16 - 19	87	86	86	39	12	71	35	36
%V	4.5%	4.5%	4.5%	4.4%	6.0%	4.8%	5.4%	4.3%
%H		98.9%	98.9%	44.8%	13.8%	81.6%	40.2%	41.4%
20 - 24	113	106	105	45	16	79	35	44
%V	5.8%	5.6%	5.5%	5.1%	8.0%	5.4%	5.4%	5.3%
%H		93.8%	92.9%	39.8%	14.2%	69.9%	31.0%	38.9%
25 - 34	228	218	218	112	31	155	80	75
%V	11.7%	11.4%	11.5%	12.7%	15.5%	10.5%	12.4%	9.0%
%H		95.6%	95.6%	49.1%	13.6%	68.0%	35.1%	32.9%
35 - 44	249	239	239	115	27	178	80	98
%V	12.7%	12.5%	12.6%	13.1%	13.5%	12.1%	12.4%	11.8%
%H		96.0%	96.0%	46.2%	10.8%	71.5%	32.1%	39.4%
45 - 54	264	259	259	138	27	192	96	96
%V	13.5%	13.6%	13.6%	15.7%	13.5%	13.0%	14.9%	11.6%
%H		98.1%	98.1%	52.3%	10.2%	72.7%	36.4%	36.4%
55 - 64	252	248	247	113	19	203	87	116
%V	12.9%	13.0%	13.0%	12.8%	9.5%	13.8%	13.5%	14.0%
%H		98.4%	98.0%	44.8%	7.5%	80.6%	34.5%	46.0%
65+	416	409	409	138	22	354	104	250
%V	21.3%	21.5%	21.5%	15.7%	11.0%	24.0%	16.1%	30.1%
%H		98.3%	98.3%	33.2%	5.3%	85.1%	25.0%	60.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1609	1565	1562	701	154	1232	517	715
%H		97.3%	97.1%	43.6%	9.6%	76.6%	32.1%	44.4%
AB	458	451	450	212	30	356	147	209
%V	28.5%	28.8%	28.8%	30.2%	19.5%	28.9%	28.4%	29.2%
%H		98.5%	98.3%	46.3%	6.6%	77.7%	32.1%	45.6%
C1	493	478	478	207	54	370	151	219
%V	30.6%	30.5%	30.6%	29.5%	35.1%	30.0%	29.2%	30.6%
%H		97.0%	97.0%	42.0%	11.0%	75.1%	30.6%	44.4%
C2	361	351	350	164	38	271	121	149
%V	22.4%	22.4%	22.4%	23.4%	24.7%	22.0%	23.4%	20.8%
%H		97.2%	97.0%	45.4%	10.5%	75.1%	33.5%	41.3%
D	172	166	166	76	22	131	62	69
%V	10.7%	10.6%	10.6%	10.8%	14.3%	10.6%	12.0%	9.7%
%H		96.5%	96.5%	44.2%	12.8%	76.2%	36.0%	40.1%
E	126	119	118	43	10	103	35	68
%V	7.8%	7.6%	7.6%	6.1%	6.5%	8.4%	6.8%	9.5%
%H		94.4%	93.7%	34.1%	7.9%	81.7%	27.8%	54.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1609	1565	1562	701	154	1232	517	715
%H		97.3%	97.1%	43.6%	9.6%	76.6%	32.1%	44.4%
Working full time	647	632	631	324	72	470	233	238
%V	40.2%	40.4%	40.4%	46.2%	46.8%	38.1%	45.1%	33.3%
%H		97.7%	97.5%	50.1%	11.1%	72.6%	36.0%	36.8%
Working part time	210	205	204	91	23	166	74	92
%V	13.1%	13.1%	13.1%	13.0%	14.9%	13.5%	14.3%	12.9%
%H		97.6%	97.1%	43.3%	11.0%	79.0%	35.2%	43.8%
Not working	751	728	727	287	59	596	210	385
%V	46.7%	46.5%	46.5%	40.9%	38.3%	48.4%	40.6%	53.8%
%H		96.9%	96.8%	38.2%	7.9%	79.4%	28.0%	51.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	759	757	356	77	592	265	327
%H		96.8%	96.6%	45.4%	9.8%	75.5%	33.8%	41.7%
16 - 19	50	50	50	24	8	41	23	18
%V	6.4%	6.6%	6.6%	6.7%	10.4%	6.9%	8.7%	5.5%
%H		100.0%	100.0%	48.0%	16.0%	82.0%	46.0%	36.0%
20 - 24	56	54	53	26	7	39	19	19
%V	7.1%	7.1%	7.0%	7.3%	9.1%	6.6%	7.2%	5.8%
%H		96.4%	94.6%	46.4%	12.5%	69.6%	33.9%	33.9%
25 - 34	110	104	104	54	15	75	40	35
%V	14.0%	13.7%	13.7%	15.2%	19.5%	12.7%	15.1%	10.7%
%H		94.5%	94.5%	49.1%	13.6%	68.2%	36.4%	31.8%
35 - 44	128	121	121	57	11	92	39	53
%V	16.3%	15.9%	16.0%	16.0%	14.3%	15.5%	14.7%	16.2%
%H		94.5%	94.5%	44.5%	8.6%	71.9%	30.5%	41.4%
45 - 54	129	127	127	67	15	92	45	47
%V	16.5%	16.7%	16.8%	18.8%	19.5%	15.5%	17.0%	14.4%
%H		98.4%	98.4%	51.9%	11.6%	71.3%	34.9%	36.4%
55 - 64	118	115	114	57	11	93	45	48
%V	15.1%	15.2%	15.1%	16.0%	14.3%	15.7%	17.0%	14.7%
%H		97.5%	96.6%	48.3%	9.3%	78.8%	38.1%	40.7%
65+	192	187	187	72	10	161	55	106
%V	24.5%	24.6%	24.7%	20.2%	13.0%	27.2%	20.8%	32.4%
%H		97.4%	97.4%	37.5%	5.2%	83.9%	28.6%	55.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	759	757	356	77	592	265	327
%H		96.8%	96.6%	45.4%	9.8%	75.5%	33.8%	41.7%
AB	233	228	228	113	14	178	78	101
%V	29.7%	30.0%	30.1%	31.7%	18.2%	30.1%	29.4%	30.9%
%H		97.9%	97.9%	48.5%	6.0%	76.4%	33.5%	43.3%
C1	220	214	214	98	25	164	72	92
%V	28.1%	28.2%	28.3%	27.5%	32.5%	27.7%	27.2%	28.1%
%H		97.3%	97.3%	44.5%	11.4%	74.5%	32.7%	41.8%
C2	196	188	188	89	23	144	67	77
%V	25.0%	24.8%	24.8%	25.0%	29.9%	24.3%	25.3%	23.5%
%H		95.9%	95.9%	45.4%	11.7%	73.5%	34.2%	39.3%
D	83	81	80	39	11	64	34	30
%V	10.6%	10.7%	10.6%	11.0%	14.3%	10.8%	12.8%	9.2%
%H		97.6%	96.4%	47.0%	13.3%	77.1%	41.0%	36.1%
E	52	48	47	17	4	41	15	27
%V	6.6%	6.3%	6.2%	4.8%	5.2%	6.9%	5.7%	8.3%
%H		92.3%	90.4%	32.7%	7.7%	78.8%	28.8%	51.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	759	757	356	77	592	265	327
%H		96.8%	96.6%	45.4%	9.8%	75.5%	33.8%	41.7%
Working full time	404	395	394	206	45	293	148	144
%V	51.5%	52.0%	52.0%	57.9%	58.4%	49.5%	55.8%	44.0%
%H		97.8%	97.5%	51.0%	11.1%	72.5%	36.6%	35.6%
Working part time	56	54	53	22	7	46	21	25
%V	7.1%	7.1%	7.0%	6.2%	9.1%	7.8%	7.9%	7.6%
%H		96.4%	94.6%	39.3%	12.5%	82.1%	37.5%	44.6%
Not working	323	311	310	129	25	254	96	157
%V	41.2%	41.0%	41.0%	36.2%	32.5%	42.9%	36.2%	48.0%
%H		96.3%	96.0%	39.9%	7.7%	78.6%	29.7%	48.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	826	806	805	345	77	639	251	388
%H		97.6%	97.5%	41.8%	9.3%	77.4%	30.4%	47.0%
16 - 19	37	36	36	14	4	30	12	18
%V	4.5%	4.5%	4.5%	4.1%	5.2%	4.7%	4.8%	4.6%
%H		97.3%	97.3%	37.8%	10.8%	81.1%	32.4%	48.6%
20 - 24	57	52	52	19	9	40	16	25
%V	6.9%	6.5%	6.5%	5.5%	11.7%	6.3%	6.4%	6.4%
%H		91.2%	91.2%	33.3%	15.8%	70.2%	28.1%	43.9%
25 - 34	118	113	113	59	16	80	40	40
%V	14.3%	14.0%	14.0%	17.1%	20.8%	12.5%	15.9%	10.3%
%H		95.8%	95.8%	50.0%	13.6%	67.8%	33.9%	33.9%
35 - 44	121	118	118	59	16	86	41	45
%V	14.6%	14.6%	14.7%	17.1%	20.8%	13.5%	16.3%	11.6%
%H		97.5%	97.5%	48.8%	13.2%	71.1%	33.9%	37.2%
45 - 54	135	132	132	72	12	100	51	49
%V	16.3%	16.4%	16.4%	20.9%	15.6%	15.6%	20.3%	12.6%
%H		97.8%	97.8%	53.3%	8.9%	74.1%	37.8%	36.3%
55 - 64	134	133	133	57	8	110	42	68
%V	16.2%	16.5%	16.5%	16.5%	10.4%	17.2%	16.7%	17.5%
%H		99.3%	99.3%	42.5%	6.0%	82.1%	31.3%	50.7%
65+	224	221	221	66	12	193	49	144
%V	27.1%	27.4%	27.5%	19.1%	15.6%	30.2%	19.5%	37.1%
%H		98.7%	98.7%	29.5%	5.4%	86.2%	21.9%	64.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	826	806	805	345	77	639	251	388
%H		97.6%	97.5%	41.8%	9.3%	77.4%	30.4%	47.0%
AB	225	223	223	99	15	178	69	109
%V	27.2%	27.7%	27.7%	28.7%	19.5%	27.9%	27.5%	28.1%
%H		99.1%	99.1%	44.0%	6.7%	79.1%	30.7%	48.4%
C1	273	264	264	109	29	206	79	127
%V	33.1%	32.8%	32.8%	31.6%	37.7%	32.2%	31.5%	32.7%
%H		96.7%	96.7%	39.9%	10.6%	75.5%	28.9%	46.5%
C2	165	162	162	75	16	127	54	72
%V	20.0%	20.1%	20.1%	21.7%	20.8%	19.9%	21.5%	18.6%
%H		98.2%	98.2%	45.5%	9.7%	77.0%	32.7%	43.6%
D	89	85	85	36	11	67	29	39
%V	10.8%	10.5%	10.6%	10.4%	14.3%	10.5%	11.6%	10.1%
%H		95.5%	95.5%	40.4%	12.4%	75.3%	32.6%	43.8%
E	73	71	71	25	6	62	20	41
%V	8.8%	8.8%	8.8%	7.2%	7.8%	9.7%	8.0%	10.6%
%H		97.3%	97.3%	34.2%	8.2%	84.9%	27.4%	56.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	826	806	805	345	77	639	251	388
%H		97.6%	97.5%	41.8%	9.3%	77.4%	30.4%	47.0%
Working full time	243	237	237	118	27	178	84	93
%V	29.4%	29.4%	29.4%	34.2%	35.1%	27.9%	33.5%	24.0%
%H		97.5%	97.5%	48.6%	11.1%	73.3%	34.6%	38.3%
Working part time	155	151	151	69	16	120	53	67
%V	18.8%	18.7%	18.8%	20.0%	20.8%	18.8%	21.1%	17.3%
%H		97.4%	97.4%	44.5%	10.3%	77.4%	34.2%	43.2%
Not working	428	417	417	158	34	342	114	228
%V	51.8%	51.7%	51.8%	45.8%	44.2%	53.5%	45.4%	58.8%
%H		97.4%	97.4%	36.9%	7.9%	79.9%	26.6%	53.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
AB	709	689	681	301	109	496	217	279
%V	32.3%	32.6%	32.7%	33.2%	35.7%	32.5%	34.3%	31.3%
%H (All HH)		97.2%	96.1%	42.5%	15.4%	70.0%	30.6%	39.4%
%H (TV HH)			98.8%	43.7%	15.8%	72.0%	31.5%	40.5%
C1	641	611	605	252	93	445	179	266
%V	29.2%	28.9%	29.0%	27.8%	30.5%	29.2%	28.3%	29.8%
%H (All HH)		95.3%	94.4%	39.3%	14.5%	69.4%	27.9%	41.5%
%H (TV HH)			99.0%	41.2%	15.2%	72.8%	29.3%	43.5%
C2	415	400	396	201	53	275	130	144
%V	18.9%	18.9%	19.0%	22.2%	17.4%	18.0%	20.6%	16.1%
%H (All HH)		96.4%	95.4%	48.4%	12.8%	66.3%	31.3%	34.7%
%H (TV HH)			99.0%	50.3%	13.3%	68.8%	32.5%	36.0%
D	255	244	238	108	33	174	75	100
%V	11.6%	11.6%	11.4%	11.9%	10.8%	11.4%	11.9%	11.2%
%H (All HH)		95.7%	93.3%	42.4%	12.9%	68.2%	29.4%	39.2%
%H (TV HH)			97.5%	44.3%	13.5%	71.3%	30.7%	41.0%
E	177	167	165	44	18	134	31	103
%V	8.1%	7.9%	7.9%	4.9%	5.9%	8.8%	4.9%	11.5%
%H (All HH)		94.4%	93.2%	24.9%	10.2%	75.7%	17.5%	58.2%
%H (TV HH)			98.8%	26.3%	10.8%	80.2%	18.6%	61.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Under 25	73	59	57	26	12	33	13	19
%V	3.3%	2.8%	2.7%	2.9%	3.9%	2.2%	2.1%	2.1%
%H (All HH)		80.8%	78.1%	35.6%	16.4%	45.2%	17.8%	26.0%
%H (TV HH)			96.6%	44.1%	20.3%	55.9%	22.0%	32.2%
25 - 34	320	299	294	152	61	174	90	84
%V	14.6%	14.2%	14.1%	16.8%	20.0%	11.4%	14.2%	9.4%
%H (All HH)		93.4%	91.9%	47.5%	19.1%	54.4%	28.1%	26.3%
%H (TV HH)			98.3%	50.8%	20.4%	58.2%	30.1%	28.1%
35 - 44	398	380	378	203	64	251	135	116
%V	18.1%	18.0%	18.1%	22.4%	21.0%	16.5%	21.4%	13.0%
%H (All HH)		95.5%	95.0%	51.0%	16.1%	63.1%	33.9%	29.1%
%H (TV HH)			99.5%	53.4%	16.8%	66.1%	35.5%	30.5%
45 - 54	433	416	411	189	76	295	144	151
%V	19.7%	19.7%	19.7%	20.9%	24.9%	19.4%	22.8%	16.9%
%H (All HH)		96.1%	94.9%	43.6%	17.6%	68.1%	33.3%	34.9%
%H (TV HH)			98.8%	45.4%	18.3%	70.9%	34.6%	36.3%
55 - 64	352	340	340	150	47	266	120	146
%V	16.0%	16.1%	16.3%	16.6%	15.4%	17.5%	19.0%	16.4%
%H (All HH)		96.6%	96.6%	42.6%	13.4%	75.6%	34.1%	41.5%
%H (TV HH)			100.0%	44.1%	13.8%	78.2%	35.3%	42.9%
65 +	621	616	605	187	45	505	129	376
%V	28.3%	29.2%	29.0%	20.6%	14.8%	33.1%	20.4%	42.2%
%H (All HH)		99.2%	97.4%	30.1%	7.2%	81.3%	20.8%	60.5%
%H (TV HH)			98.2%	30.4%	7.3%	82.0%	20.9%	61.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South
Household level data
Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
1	736	685	673	199	59	529	113	416
%V	33.5%	32.4%	32.3%	22.0%	19.3%	34.7%	17.9%	46.6%
%H (All HH)		93.1%	91.4%	27.0%	8.0%	71.9%	15.4%	56.5%
%H (TV HH)			98.2%	29.1%	8.6%	77.2%	16.5%	60.7%
2	695	680	671	297	96	502	218	283
%V	31.6%	32.2%	32.2%	32.8%	31.5%	32.9%	34.5%	31.7%
%H (All HH)		97.8%	96.5%	42.7%	13.8%	72.2%	31.4%	40.7%
%H (TV HH)			98.7%	43.7%	14.1%	73.8%	32.1%	41.6%
3	308	300	297	150	64	204	116	88
%V	14.0%	14.2%	14.2%	16.6%	21.0%	13.4%	18.4%	9.9%
%H (All HH)		97.4%	96.4%	48.7%	20.8%	66.2%	37.7%	28.6%
%H (TV HH)			99.0%	50.0%	21.3%	68.0%	38.7%	29.3%
4	321	312	311	180	61	199	125	74
%V	14.6%	14.8%	14.9%	19.9%	20.0%	13.1%	19.8%	8.3%
%H (All HH)		97.2%	96.9%	56.1%	19.0%	62.0%	38.9%	23.1%
%H (TV HH)			99.7%	57.7%	19.6%	63.8%	40.1%	23.7%
5+	137	134	132	80	25	89	59	30
%V	6.2%	6.3%	6.3%	8.8%	8.2%	5.8%	9.3%	3.4%
%H (All HH)		97.8%	96.4%	58.4%	18.2%	65.0%	43.1%	21.9%
%H (TV HH)			98.5%	59.7%	18.7%	66.4%	44.0%	22.4%
Average HH size	2.31	2.33	2.33	2.64	2.70	2.24	2.72	1.91

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Without	1640	1565	1541	608	200	1178	431	746
%V	74.6%	74.1%	73.9%	67.1%	65.6%	77.3%	68.2%	83.6%
%H (All HH)		95.4%	94.0%	37.1%	12.2%	71.8%	26.3%	45.5%
%H (TV HH)			98.5%	38.8%	12.8%	75.3%	27.5%	47.7%
With	557	546	544	298	106	346	201	145
%V	25.4%	25.9%	26.1%	32.9%	34.8%	22.7%	31.8%	16.3%
%H (All HH)		98.0%	97.7%	53.5%	19.0%	62.1%	36.1%	26.0%
%H (TV HH)			99.6%	54.6%	19.4%	63.4%	36.8%	26.6%
0 - 3	206	202	201	113	33	121	63	58
%V	9.4%	9.6%	9.6%	12.5%	10.8%	7.9%	10.0%	6.5%
%H (All HH)		98.1%	97.6%	54.9%	16.0%	58.7%	30.6%	28.2%
%H (TV HH)			99.5%	55.9%	16.3%	59.9%	31.2%	28.7%
4 - 9	270	268	267	156	54	164	103	61
%V	12.3%	12.7%	12.8%	17.2%	17.7%	10.8%	16.3%	6.8%
%H (All HH)		99.3%	98.9%	57.8%	20.0%	60.7%	38.1%	22.6%
%H (TV HH)			99.6%	58.2%	20.1%	61.2%	38.4%	22.8%
10 - 15	262	255	254	137	53	169	102	67
%V	11.9%	12.1%	12.2%	15.1%	17.4%	11.1%	16.1%	7.5%
%H (All HH)		97.3%	96.9%	52.3%	20.2%	64.5%	38.9%	25.6%
%H (TV HH)			99.6%	53.7%	20.8%	66.3%	40.0%	26.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
1	887	887	864	278	115	577	103	473
%V	40.4%	42.0%	41.4%	30.7%	37.7%	37.9%	16.3%	53.0%
%H (All HH)		100.0%	97.4%	31.3%	13.0%	65.1%	11.6%	53.3%
%H (TV HH)			97.4%	31.3%	13.0%	65.1%	11.6%	53.3%
2	685	685	682	322	100	512	247	265
%V	31.2%	32.4%	32.7%	35.5%	32.8%	33.6%	39.1%	29.7%
%H (All HH)		100.0%	99.6%	47.0%	14.6%	74.7%	36.1%	38.7%
%H (TV HH)			99.6%	47.0%	14.6%	74.7%	36.1%	38.7%
3	330	330	328	183	50	261	161	100
%V	15.0%	15.6%	15.7%	20.2%	16.4%	17.1%	25.5%	11.2%
%H (All HH)		100.0%	99.4%	55.5%	15.2%	79.1%	48.8%	30.3%
%H (TV HH)			99.4%	55.5%	15.2%	79.1%	48.8%	30.3%
4	138	138	138	81	26	113	77	35
%V	6.3%	6.5%	6.6%	8.9%	8.5%	7.4%	12.2%	3.9%
%H (All HH)		100.0%	100.0%	58.7%	18.8%	81.9%	55.8%	25.4%
%H (TV HH)			100.0%	58.7%	18.8%	81.9%	55.8%	25.4%
5+	73	73	73	43	14	61	43	17
%V	3.3%	3.5%	3.5%	4.7%	4.6%	4.0%	6.8%	1.9%
%H (All HH)		100.0%	100.0%	58.9%	19.2%	83.6%	58.9%	23.3%
%H (TV HH)			100.0%	58.9%	19.2%	83.6%	58.9%	23.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Under 20"	706	706	701	322	98	572	284	287
%V	32.1%	33.4%	33.6%	35.5%	32.1%	37.5%	44.9%	32.2%
%H (All HH)		100.0%	99.3%	45.6%	13.9%	81.0%	40.2%	40.7%
%H (TV HH)			99.3%	45.6%	13.9%	81.0%	40.2%	40.7%
20" - 29"	920	920	907	360	112	730	286	444
%V	41.9%	43.6%	43.5%	39.7%	36.7%	47.9%	45.3%	49.8%
%H (All HH)		100.0%	98.6%	39.1%	12.2%	79.3%	31.1%	48.3%
%H (TV HH)			98.6%	39.1%	12.2%	79.3%	31.1%	48.3%
30" - 39"	1044	1044	1041	483	170	762	365	396
%V	47.5%	49.5%	49.9%	53.3%	55.7%	50.0%	57.8%	44.4%
%H (All HH)		100.0%	99.7%	46.3%	16.3%	73.0%	35.0%	37.9%
%H (TV HH)			99.7%	46.3%	16.3%	73.0%	35.0%	37.9%
40" and over	675	675	670	415	113	448	293	155
%V	30.7%	32.0%	32.1%	45.8%	37.0%	29.4%	46.4%	17.4%
%H (All HH)		100.0%	99.3%	61.5%	16.7%	66.4%	43.4%	23.0%
%H (TV HH)			99.3%	61.5%	16.7%	66.4%	43.4%	23.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Main living room	2074	2074	2053	898	301	1498	626	871
%V	94.4%	98.2%	98.5%	99.1%	98.7%	98.3%	99.1%	97.6%
%H (All HH)		100.0%	99.0%	43.3%	14.5%	72.2%	30.2%	42.0%
%H (TV HH)			99.0%	43.3%	14.5%	72.2%	30.2%	42.0%
Kitchen	283	283	281	144	30	239	127	111
%V	12.9%	13.4%	13.5%	15.9%	9.8%	15.7%	20.1%	12.4%
%H (All HH)		100.0%	99.3%	50.9%	10.6%	84.5%	44.9%	39.2%
%H (TV HH)			99.3%	50.9%	10.6%	84.5%	44.9%	39.2%
Adult's bedroom	877	877	874	466	137	685	402	284
%V	39.9%	41.5%	41.9%	51.4%	44.9%	44.9%	63.6%	31.8%
%H (All HH)		100.0%	99.7%	53.1%	15.6%	78.1%	45.8%	32.4%
%H (TV HH)			99.7%	53.1%	15.6%	78.1%	45.8%	32.4%
Child's bedroom	170	170	170	96	42	127	91	36
%V	7.7%	8.1%	8.2%	10.6%	13.8%	8.3%	14.4%	4.0%
%H (All HH)		100.0%	100.0%	56.5%	24.7%	74.7%	53.5%	21.2%
%H (TV HH)			100.0%	56.5%	24.7%	74.7%	53.5%	21.2%
Other bedroom	115	115	115	59	23	96	61	35
%V	5.2%	5.4%	5.5%	6.5%	7.5%	6.3%	9.7%	3.9%
%H (All HH)		100.0%	100.0%	51.3%	20.0%	83.5%	53.0%	30.4%
%H (TV HH)			100.0%	51.3%	20.0%	83.5%	53.0%	30.4%
Second living/dining room	200	200	199	104	29	154	82	72
%V	9.1%	9.5%	9.5%	11.5%	9.5%	10.1%	13.0%	8.1%
%H (All HH)		100.0%	99.5%	52.0%	14.5%	77.0%	41.0%	36.0%
%H (TV HH)			99.5%	52.0%	14.5%	77.0%	41.0%	36.0%
Study/office	62	62	62	26	13	54	29	25
%V	2.8%	2.9%	3.0%	2.9%	4.3%	3.5%	4.6%	2.8%
%H (All HH)		100.0%	100.0%	41.9%	21.0%	87.1%	46.8%	40.3%
%H (TV HH)			100.0%	41.9%	21.0%	87.1%	46.8%	40.3%
TV room	22	22	22	15	3	19	14	5
%V	1.0%	1.0%	1.1%	1.7%	1.0%	1.2%	2.2%	0.6%
%H (All HH)		100.0%	100.0%	68.2%	13.6%	86.4%	63.6%	22.7%
%H (TV HH)			100.0%	68.2%	13.6%	86.4%	63.6%	22.7%
Conservatory	23	23	23	14	2	17	11	6
%V	1.0%	1.1%	1.1%	1.5%	0.7%	1.1%	1.7%	0.7%
%H (All HH)		100.0%	100.0%	60.9%	8.7%	73.9%	47.8%	26.1%
%H (TV HH)			100.0%	60.9%	8.7%	73.9%	47.8%	26.1%
Attic or loft room	3	3	3	1	1	2	1	1
%V	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	33.3%	33.3%	66.7%	33.3%	33.3%
No specific location	3	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.2%	0.3%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
Other	12	12	12	8	1	10	6	4
%V	0.5%	0.6%	0.6%	0.9%	0.3%	0.7%	0.9%	0.4%
%H (All HH)		100.0%	100.0%	66.7%	8.3%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	66.7%	8.3%	83.3%	50.0%	33.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
PVR	1162	1162	1162	725	187	753	488	265
%V	52.9%	55.0%	55.7%	80.0%	61.3%	49.4%	77.2%	29.7%
%H (All HH)		100.0%	100.0%	62.4%	16.1%	64.8%	42.0%	22.8%
%H (TV HH)			100.0%	62.4%	16.1%	64.8%	42.0%	22.8%
DVDR	279	279	278	106	47	212	83	130
%V	12.7%	13.2%	13.3%	11.7%	15.4%	13.9%	13.1%	14.6%
%H (All HH)		100.0%	99.6%	38.0%	16.8%	76.0%	29.7%	46.6%
%H (TV HH)			99.6%	38.0%	16.8%	76.0%	29.7%	46.6%
VCR	211	211	202	70	23	159	47	112
%V	9.6%	10.0%	9.7%	7.7%	7.5%	10.4%	7.4%	12.6%
%H (All HH)		100.0%	95.7%	33.2%	10.9%	75.4%	22.3%	53.1%
%H (TV HH)			95.7%	33.2%	10.9%	75.4%	22.3%	53.1%
Any recorder	1385	1385	1376	761	215	930	515	415
%V	63.0%	65.6%	66.0%	84.0%	70.5%	61.0%	81.5%	46.5%
%H (All HH)		100.0%	99.4%	54.9%	15.5%	67.1%	37.2%	30.0%
%H (TV HH)			99.4%	54.9%	15.5%	67.1%	37.2%	30.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Receives HDTV (via STB or built-in reception)	933	933	933	531	210	604	398	206
%V	42.5%	44.2%	44.7%	58.6%	68.9%	39.6%	63.0%	23.1%
%H (All HH)		100.0%	100.0%	56.9%	22.5%	64.7%	42.7%	22.1%
%H (TV HH)			100.0%	56.9%	22.5%	64.7%	42.7%	22.1%
DVD/Blu-ray player or recorder	1727	1727	1712	779	265	1255	571	684
%V	78.6%	81.8%	82.1%	86.0%	86.9%	82.3%	90.3%	76.7%
%H (All HH)		100.0%	99.1%	45.1%	15.3%	72.7%	33.1%	39.6%
%H (TV HH)			99.1%	45.1%	15.3%	72.7%	33.1%	39.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2197	2111	2085	906	305	1524	632	892
%H (All HH)		96.1%	94.9%	41.2%	13.9%	69.4%	28.8%	40.6%
%H (TV HH)			98.8%	42.9%	14.4%	72.2%	29.9%	42.3%
Has PC or Laptop	1771	1705	1687	808	281	1189	573	616
%V	80.6%	80.8%	80.9%	89.2%	92.1%	78.0%	90.7%	69.1%
%H (All HH)		96.3%	95.3%	45.6%	15.9%	67.1%	32.4%	34.8%
%H (TV HH)			98.9%	47.4%	16.5%	69.7%	33.6%	36.1%
Has broadband internet	1681	1625	1608	790	275	1119	559	560
%V	76.5%	77.0%	77.1%	87.2%	90.2%	73.4%	88.4%	62.8%
%H (All HH)		96.7%	95.7%	47.0%	16.4%	66.6%	33.3%	33.3%
%H (TV HH)			99.0%	48.6%	16.9%	68.9%	34.4%	34.5%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4191	4158	2030	646	3168	1629	1538
%H		99.2%	48.4%	15.4%	75.6%	38.9%	36.7%
Under 20"	966	960	463	143	791	424	367
%V	23.0%	23.1%	22.8%	22.1%	25.0%	26.0%	23.9%
%H		99.4%	47.9%	14.8%	81.9%	43.9%	38.0%
20" - 29"	1145	1132	460	153	927	395	532
%V	27.3%	27.2%	22.7%	23.7%	29.3%	24.2%	34.6%
%H		98.9%	40.2%	13.4%	81.0%	34.5%	46.5%
30" - 39"	1194	1191	570	199	870	438	432
%V	28.5%	28.6%	28.1%	30.8%	27.5%	26.9%	28.1%
%H		99.7%	47.7%	16.7%	72.9%	36.7%	36.2%
40" and over	765	760	477	131	508	338	170
%V	18.3%	18.3%	23.5%	20.3%	16.0%	20.7%	11.1%
%H		99.3%	62.4%	17.1%	66.4%	44.2%	22.2%
Don't know	26	25	11	7	17	9	9
%V	0.6%	0.6%	0.5%	1.1%	0.5%	0.6%	0.6%
%H		96.2%	42.3%	26.9%	65.4%	34.6%	34.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC South
Set level data
Table 7.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4191	4158	2030	646	3168	1629	1538
%H		99.2%	48.4%	15.4%	75.6%	38.9%	36.7%
Main living room	2091	2070	909	304	1511	635	875
%V	49.9%	49.8%	44.8%	47.1%	47.7%	39.0%	56.9%
%H		99.0%	43.5%	14.5%	72.3%	30.4%	41.8%
Kitchen	285	283	145	30	242	128	114
%V	6.8%	6.8%	7.1%	4.6%	7.6%	7.9%	7.4%
%H		99.3%	50.9%	10.5%	84.9%	44.9%	40.0%
Adult's bedroom	1041	1036	562	166	825	502	323
%V	24.8%	24.9%	27.7%	25.7%	26.0%	30.8%	21.0%
%H		99.5%	54.0%	15.9%	79.3%	48.2%	31.0%
Child's bedroom	217	217	126	56	163	121	41
%V	5.2%	5.2%	6.2%	8.7%	5.1%	7.4%	2.7%
%H		100.0%	58.1%	25.8%	75.1%	55.8%	18.9%
Other bedroom	134	134	69	26	113	70	43
%V	3.2%	3.2%	3.4%	4.0%	3.6%	4.3%	2.8%
%H		100.0%	51.5%	19.4%	84.3%	52.2%	32.1%
Second living/dining room	201	200	104	29	155	82	73
%V	4.8%	4.8%	5.1%	4.5%	4.9%	5.0%	4.7%
%H		99.5%	51.7%	14.4%	77.1%	40.8%	36.3%
Study/office	63	63	26	13	55	30	26
%V	1.5%	1.5%	1.3%	2.0%	1.7%	1.8%	1.7%
%H		100.0%	41.3%	20.6%	87.3%	47.6%	41.3%
TV room	22	22	15	3	19	14	5
%V	0.5%	0.5%	0.7%	0.5%	0.6%	0.9%	0.3%
%H		100.0%	68.2%	13.6%	86.4%	63.6%	22.7%
Conservatory	25	25	16	2	19	12	6
%V	0.6%	0.6%	0.8%	0.3%	0.6%	0.7%	0.4%
%H		100.0%	64.0%	8.0%	76.0%	48.0%	24.0%
Attic or loft room	3	3	1	1	2	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%
No specific location	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%
%H		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
Other	12	12	8	1	10	6	4
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%
%H		100.0%	66.7%	8.3%	83.3%	50.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4191	4158	2030	646	3168	1629	1538
%H		99.2%	48.4%	15.4%	75.6%	38.9%	36.7%
PVR	1489	1489	990	236	930	641	289
%V	35.5%	35.8%	48.8%	36.5%	29.4%	39.3%	18.8%
%H		100.0%	66.5%	15.8%	62.5%	43.0%	19.4%
DVDR	308	307	115	51	239	92	146
%V	7.3%	7.4%	5.7%	7.9%	7.5%	5.6%	9.5%
%H		99.7%	37.3%	16.6%	77.6%	29.9%	47.4%
VCR	232	224	80	25	175	54	121
%V	5.5%	5.4%	3.9%	3.9%	5.5%	3.3%	7.9%
%H		96.6%	34.5%	10.8%	75.4%	23.3%	52.2%
Any recorder	1790	1782	1054	278	1175	697	478
%V	42.7%	42.9%	51.9%	43.0%	37.1%	42.8%	31.1%
%H		99.6%	58.9%	15.5%	65.6%	38.9%	26.7%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4191	4158	2030	646	3168	1629	1538
%H		99.2%	48.4%	15.4%	75.6%	38.9%	36.7%
Receives HDTV (via STB or built-in reception)	1239	1239	716	292	803	545	258
%V	29.6%	29.8%	35.3%	45.2%	25.3%	33.5%	16.8%
%H		100.0%	57.8%	23.6%	64.8%	44.0%	20.8%
DVD/Blu-ray player or recorder	2511	2495	1212	412	1872	968	904
%V	59.9%	60.0%	59.7%	63.8%	59.1%	59.4%	58.8%
%H		99.4%	48.3%	16.4%	74.6%	38.6%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2110	2084	906	305	1523	632	891
%H		98.8%	42.9%	14.5%	72.2%	30.0%	42.2%
Under 20"	91	88	14	10	72	8	64
%V	4.3%	4.2%	1.5%	3.3%	4.7%	1.3%	7.2%
%H		96.7%	15.4%	11.0%	79.1%	8.8%	70.3%
20" - 29"	486	474	128	45	379	74	304
%V	23.0%	22.7%	14.1%	14.8%	24.9%	11.7%	34.1%
%H		97.5%	26.3%	9.3%	78.0%	15.2%	62.6%
30" - 39"	870	867	364	141	633	267	366
%V	41.2%	41.6%	40.2%	46.2%	41.6%	42.2%	41.1%
%H		99.7%	41.8%	16.2%	72.8%	30.7%	42.1%
40" and over	647	642	396	105	429	277	152
%V	30.7%	30.8%	43.7%	34.4%	28.2%	43.8%	17.1%
%H		99.2%	61.2%	16.2%	66.3%	42.8%	23.5%
Don't know	13	13	5	5	10	6	5
%V	0.6%	0.6%	0.6%	1.6%	0.7%	0.9%	0.6%
%H		100.0%	38.5%	38.5%	76.9%	46.2%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2110	2084	906	305	1523	632	891
%H		98.8%	42.9%	14.5%	72.2%	30.0%	42.2%
PVR	1136	1136	719	179	729	477	252
%V	53.8%	54.5%	79.4%	58.7%	47.9%	75.5%	28.3%
%H		100.0%	63.3%	15.8%	64.2%	42.0%	22.2%
DVDR	242	241	91	37	184	67	116
%V	11.5%	11.6%	10.0%	12.1%	12.1%	10.6%	13.0%
%H		99.6%	37.6%	15.3%	76.0%	27.7%	47.9%
VCR	183	175	56	21	135	36	99
%V	8.7%	8.4%	6.2%	6.9%	8.9%	5.7%	11.1%
%H		95.6%	30.6%	11.5%	73.8%	19.7%	54.1%
Any recorder	1355	1347	755	208	903	504	398
%V	64.2%	64.6%	83.3%	68.2%	59.3%	79.7%	44.7%
%H		99.4%	55.7%	15.4%	66.6%	37.2%	29.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2110	2084	906	305	1523	632	891
%H		98.8%	42.9%	14.5%	72.2%	30.0%	42.2%
Receives HDTV (via STB or built-in reception)	901	901	519	201	577	383	194
%V	42.7%	43.2%	57.3%	65.9%	37.9%	60.6%	21.8%
%H		100.0%	57.6%	22.3%	64.0%	42.5%	21.5%
DVD/Blu-ray player or recorder	1650	1636	736	252	1195	531	664
%V	78.2%	78.5%	81.2%	82.6%	78.5%	84.0%	74.5%
%H		99.2%	44.6%	15.3%	72.4%	32.2%	40.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2081	2074	1124	341	1645	998	647
%H		99.7%	54.0%	16.4%	79.0%	48.0%	31.1%
Under 20"	875	873	449	133	719	416	303
%V	42.0%	42.1%	39.9%	39.0%	43.7%	41.7%	46.8%
%H		99.8%	51.3%	15.2%	82.2%	47.5%	34.6%
20" - 29"	658	657	332	108	548	320	228
%V	31.6%	31.7%	29.5%	31.7%	33.3%	32.1%	35.2%
%H		99.8%	50.5%	16.4%	83.3%	48.6%	34.7%
30" - 39"	324	324	206	57	237	170	67
%V	15.6%	15.6%	18.3%	16.7%	14.4%	17.0%	10.4%
%H		100.0%	63.6%	17.6%	73.1%	52.5%	20.7%
40" and over	118	118	81	26	79	62	18
%V	5.7%	5.7%	7.2%	7.6%	4.8%	6.2%	2.8%
%H		100.0%	68.6%	22.0%	66.9%	52.5%	15.3%
Don't know	13	12	6	2	7	3	4
%V	0.6%	0.6%	0.5%	0.6%	0.4%	0.3%	0.6%
%H		92.3%	46.2%	15.4%	53.8%	23.1%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2081	2074	1124	341	1645	998	647
%H		99.7%	54.0%	16.4%	79.0%	48.0%	31.1%
PVR	352	352	271	57	200	164	37
%V	16.9%	17.0%	24.1%	16.7%	12.2%	16.4%	5.7%
%H		100.0%	77.0%	16.2%	56.8%	46.6%	10.5%
DVDR	66	66	25	14	55	25	30
%V	3.2%	3.2%	2.2%	4.1%	3.3%	2.5%	4.6%
%H		100.0%	37.9%	21.2%	83.3%	37.9%	45.5%
VCR	49	49	24	4	40	18	22
%V	2.4%	2.4%	2.1%	1.2%	2.4%	1.8%	3.4%
%H		100.0%	49.0%	8.2%	81.6%	36.7%	44.9%
Any recorder	435	435	299	69	272	193	80
%V	20.9%	21.0%	26.6%	20.2%	16.5%	19.3%	12.4%
%H		100.0%	68.7%	15.9%	62.5%	44.4%	18.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2081	2074	1124	341	1645	998	647
%H		99.7%	54.0%	16.4%	79.0%	48.0%	31.1%
Receives HDTV (via STB or built-in reception)	338	338	197	90	226	161	65
%V	16.2%	16.3%	17.5%	26.4%	13.7%	16.1%	10.0%
%H		100.0%	58.3%	26.6%	66.9%	47.6%	19.2%
DVD/Blu-ray player or recorder	861	858	476	160	678	437	240
%V	41.4%	41.4%	42.3%	46.9%	41.2%	43.8%	37.1%
%H		99.7%	55.3%	18.6%	78.7%	50.8%	27.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5074	4914	4860	2388	825	3420	1716	1704
%H		96.8%	95.8%	47.1%	16.3%	67.4%	33.8%	33.6%
Total Children	961	946	943	529	192	592	357	235
%V	18.9%	19.3%	19.4%	22.2%	23.3%	17.3%	20.8%	13.8%
%H		98.4%	98.1%	55.0%	20.0%	61.6%	37.1%	24.5%
0 - 3	258	254	252	145	42	151	82	69
%V	5.1%	5.2%	5.2%	6.1%	5.1%	4.4%	4.8%	4.0%
%H		98.4%	97.7%	56.2%	16.3%	58.5%	31.8%	26.7%
4 - 15	703	693	691	384	150	441	275	166
%V	13.9%	14.1%	14.2%	16.1%	18.2%	12.9%	16.0%	9.7%
%H		98.6%	98.3%	54.6%	21.3%	62.7%	39.1%	23.6%
4 - 9	365	363	362	206	78	224	141	83
%V	7.2%	7.4%	7.4%	8.6%	9.5%	6.5%	8.2%	4.9%
%H		99.5%	99.2%	56.4%	21.4%	61.4%	38.6%	22.7%
10 - 15	338	330	329	179	72	217	134	83
%V	6.7%	6.7%	6.8%	7.5%	8.7%	6.3%	7.8%	4.9%
%H		97.6%	97.3%	53.0%	21.3%	64.2%	39.6%	24.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5074	4914	4860	2388	825	3420	1716	1704
%H		96.8%	95.8%	47.1%	16.3%	67.4%	33.8%	33.6%
Total Adults (16+)	4113	3968	3917	1859	633	2828	1359	1469
%V	81.1%	80.7%	80.6%	77.8%	76.7%	82.7%	79.2%	86.2%
%H		96.5%	95.2%	45.2%	15.4%	68.8%	33.0%	35.7%
16 - 19	209	202	202	114	42	140	92	48
%V	4.1%	4.1%	4.2%	4.8%	5.1%	4.1%	5.4%	2.8%
%H		96.7%	96.7%	54.5%	20.1%	67.0%	44.0%	23.0%
20 - 24	309	279	268	131	54	187	103	85
%V	6.1%	5.7%	5.5%	5.5%	6.5%	5.5%	6.0%	5.0%
%H		90.3%	86.7%	42.4%	17.5%	60.5%	33.3%	27.5%
25 - 34	645	603	592	319	123	361	203	158
%V	12.7%	12.3%	12.2%	13.4%	14.9%	10.6%	11.8%	9.3%
%H		93.5%	91.8%	49.5%	19.1%	56.0%	31.5%	24.5%
35 - 44	702	678	673	372	115	443	248	195
%V	13.8%	13.8%	13.8%	15.6%	13.9%	13.0%	14.5%	11.4%
%H		96.6%	95.9%	53.0%	16.4%	63.1%	35.3%	27.8%
45 - 54	751	729	721	345	143	512	269	243
%V	14.8%	14.8%	14.8%	14.4%	17.3%	15.0%	15.7%	14.3%
%H		97.1%	96.0%	45.9%	19.0%	68.2%	35.8%	32.4%
55 - 64	580	567	566	264	81	440	212	228
%V	11.4%	11.5%	11.6%	11.1%	9.8%	12.9%	12.4%	13.4%
%H		97.8%	97.6%	45.5%	14.0%	75.9%	36.6%	39.3%
65+	916	909	895	313	75	744	233	512
%V	18.1%	18.5%	18.4%	13.1%	9.1%	21.8%	13.6%	30.0%
%H		99.2%	97.7%	34.2%	8.2%	81.2%	25.4%	55.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4113	3968	3917	1859	633	2828	1359	1469
%H		96.5%	95.2%	45.2%	15.4%	68.8%	33.0%	35.7%
AB	1399	1363	1352	635	237	977	482	495
%V	34.0%	34.3%	34.5%	34.2%	37.4%	34.5%	35.5%	33.7%
%H		97.4%	96.6%	45.4%	16.9%	69.8%	34.5%	35.4%
C1	1173	1120	1109	514	179	808	377	431
%V	28.5%	28.2%	28.3%	27.6%	28.3%	28.6%	27.7%	29.3%
%H		95.5%	94.5%	43.8%	15.3%	68.9%	32.1%	36.7%
C2	828	803	794	425	114	551	290	262
%V	20.1%	20.2%	20.3%	22.9%	18.0%	19.5%	21.3%	17.8%
%H		97.0%	95.9%	51.3%	13.8%	66.5%	35.0%	31.6%
D	471	452	440	219	76	313	161	152
%V	11.5%	11.4%	11.2%	11.8%	12.0%	11.1%	11.8%	10.3%
%H		96.0%	93.4%	46.5%	16.1%	66.5%	34.2%	32.3%
E	241	230	223	66	28	178	49	129
%V	5.9%	5.8%	5.7%	3.6%	4.4%	6.3%	3.6%	8.8%
%H		95.4%	92.5%	27.4%	11.6%	73.9%	20.3%	53.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4113	3968	3917	1859	633	2828	1359	1469
%H		96.5%	95.2%	45.2%	15.4%	68.8%	33.0%	35.7%
Working full time	1938	1872	1848	965	347	1264	702	563
%V	47.1%	47.2%	47.2%	51.9%	54.8%	44.7%	51.7%	38.3%
%H		96.6%	95.4%	49.8%	17.9%	65.2%	36.2%	29.1%
Working part time	491	475	472	239	78	334	176	158
%V	11.9%	12.0%	12.1%	12.9%	12.3%	11.8%	13.0%	10.8%
%H		96.7%	96.1%	48.7%	15.9%	68.0%	35.8%	32.2%
Not working	1683	1622	1596	654	209	1230	482	748
%V	40.9%	40.9%	40.7%	35.2%	33.0%	43.5%	35.5%	50.9%
%H		96.4%	94.8%	38.9%	12.4%	73.1%	28.6%	44.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2022	1941	1911	945	311	1376	699	677
%H		96.0%	94.5%	46.7%	15.4%	68.1%	34.6%	33.5%
16 - 19	106	104	104	58	23	75	52	23
%V	5.2%	5.4%	5.4%	6.1%	7.4%	5.5%	7.4%	3.4%
%H		98.1%	98.1%	54.7%	21.7%	70.8%	49.1%	21.7%
20 - 24	161	144	137	66	27	99	54	45
%V	8.0%	7.4%	7.2%	7.0%	8.7%	7.2%	7.7%	6.6%
%H		89.4%	85.1%	41.0%	16.8%	61.5%	33.5%	28.0%
25 - 34	326	298	291	159	57	180	101	79
%V	16.1%	15.4%	15.2%	16.8%	18.3%	13.1%	14.4%	11.7%
%H		91.4%	89.3%	48.8%	17.5%	55.2%	31.0%	24.2%
35 - 44	341	329	326	189	51	214	125	90
%V	16.9%	17.0%	17.1%	20.0%	16.4%	15.6%	17.9%	13.3%
%H		96.5%	95.6%	55.4%	15.0%	62.8%	36.7%	26.4%
45 - 54	388	375	370	172	76	265	138	128
%V	19.2%	19.3%	19.4%	18.2%	24.4%	19.3%	19.7%	18.9%
%H		96.6%	95.4%	44.3%	19.6%	68.3%	35.6%	33.0%
55 - 64	280	273	272	136	40	204	104	100
%V	13.8%	14.1%	14.2%	14.4%	12.9%	14.8%	14.9%	14.8%
%H		97.5%	97.1%	48.6%	14.3%	72.9%	37.1%	35.7%
65+	420	417	411	165	36	338	126	212
%V	20.8%	21.5%	21.5%	17.5%	11.6%	24.6%	18.0%	31.3%
%H		99.3%	97.9%	39.3%	8.6%	80.5%	30.0%	50.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2022	1941	1911	945	311	1376	699	677
%H		96.0%	94.5%	46.7%	15.4%	68.1%	34.6%	33.5%
AB	700	684	679	324	119	490	246	244
%V	34.6%	35.2%	35.5%	34.3%	38.3%	35.6%	35.2%	36.0%
%H		97.7%	97.0%	46.3%	17.0%	70.0%	35.1%	34.9%
C1	539	511	504	250	87	364	189	175
%V	26.7%	26.3%	26.4%	26.5%	28.0%	26.5%	27.0%	25.8%
%H		94.8%	93.5%	46.4%	16.1%	67.5%	35.1%	32.5%
C2	451	434	428	230	59	300	156	143
%V	22.3%	22.4%	22.4%	24.3%	19.0%	21.8%	22.3%	21.1%
%H		96.2%	94.9%	51.0%	13.1%	66.5%	34.6%	31.7%
D	235	222	216	110	37	157	85	72
%V	11.6%	11.4%	11.3%	11.6%	11.9%	11.4%	12.2%	10.6%
%H		94.5%	91.9%	46.8%	15.7%	66.8%	36.2%	30.6%
E	97	89	84	32	9	65	22	43
%V	4.8%	4.6%	4.4%	3.4%	2.9%	4.7%	3.1%	6.4%
%H		91.8%	86.6%	33.0%	9.3%	67.0%	22.7%	44.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2022	1941	1911	945	311	1376	699	677
%H		96.0%	94.5%	46.7%	15.4%	68.1%	34.6%	33.5%
Working full time	1226	1187	1173	635	213	790	450	340
%V	60.6%	61.2%	61.4%	67.2%	68.5%	57.4%	64.4%	50.2%
%H		96.8%	95.7%	51.8%	17.4%	64.4%	36.7%	27.7%
Working part time	112	103	102	48	16	77	37	40
%V	5.5%	5.3%	5.3%	5.1%	5.1%	5.6%	5.3%	5.9%
%H		92.0%	91.1%	42.9%	14.3%	68.8%	33.0%	35.7%
Not working	684	651	636	262	82	509	213	297
%V	33.8%	33.5%	33.3%	27.7%	26.4%	37.0%	30.5%	43.9%
%H		95.2%	93.0%	38.3%	12.0%	74.4%	31.1%	43.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2090	2027	2006	914	322	1452	660	792
%H		97.0%	96.0%	43.7%	15.4%	69.5%	31.6%	37.9%
16 - 19	103	99	99	56	19	65	40	25
%V	4.9%	4.9%	4.9%	6.1%	5.9%	4.5%	6.1%	3.2%
%H		96.1%	96.1%	54.4%	18.4%	63.1%	38.8%	24.3%
20 - 24	148	134	130	65	27	88	48	40
%V	7.1%	6.6%	6.5%	7.1%	8.4%	6.1%	7.3%	5.1%
%H		90.5%	87.8%	43.9%	18.2%	59.5%	32.4%	27.0%
25 - 34	319	305	301	159	66	181	102	79
%V	15.3%	15.0%	15.0%	17.4%	20.5%	12.5%	15.5%	10.0%
%H		95.6%	94.4%	49.8%	20.7%	56.7%	32.0%	24.8%
35 - 44	361	349	347	184	64	229	123	106
%V	17.3%	17.2%	17.3%	20.1%	19.9%	15.8%	18.6%	13.4%
%H		96.7%	96.1%	51.0%	17.7%	63.4%	34.1%	29.4%
45 - 54	364	354	351	173	67	246	131	115
%V	17.4%	17.5%	17.5%	18.9%	20.8%	16.9%	19.8%	14.5%
%H		97.3%	96.4%	47.5%	18.4%	67.6%	36.0%	31.6%
55 - 64	300	295	294	129	41	236	109	128
%V	14.4%	14.6%	14.7%	14.1%	12.7%	16.3%	16.5%	16.2%
%H		98.3%	98.0%	43.0%	13.7%	78.7%	36.3%	42.7%
65+	496	492	484	148	39	407	107	299
%V	23.7%	24.3%	24.1%	16.2%	12.1%	28.0%	16.2%	37.8%
%H		99.2%	97.6%	29.8%	7.9%	82.1%	21.6%	60.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2090	2027	2006	914	322	1452	660	792
%H		97.0%	96.0%	43.7%	15.4%	69.5%	31.6%	37.9%
AB	699	680	673	311	118	488	236	252
%V	33.4%	33.5%	33.5%	34.0%	36.6%	33.6%	35.8%	31.8%
%H		97.3%	96.3%	44.5%	16.9%	69.8%	33.8%	36.1%
C1	634	609	604	264	92	444	188	256
%V	30.3%	30.0%	30.1%	28.9%	28.6%	30.6%	28.5%	32.3%
%H		96.1%	95.3%	41.6%	14.5%	70.0%	29.7%	40.4%
C2	377	369	365	196	55	252	133	118
%V	18.0%	18.2%	18.2%	21.4%	17.1%	17.4%	20.2%	14.9%
%H		97.9%	96.8%	52.0%	14.6%	66.8%	35.3%	31.3%
D	236	230	224	108	39	156	76	80
%V	11.3%	11.3%	11.2%	11.8%	12.1%	10.7%	11.5%	10.1%
%H		97.5%	94.9%	45.8%	16.5%	66.1%	32.2%	33.9%
E	144	140	139	35	18	113	27	86
%V	6.9%	6.9%	6.9%	3.8%	5.6%	7.8%	4.1%	10.9%
%H		97.2%	96.5%	24.3%	12.5%	78.5%	18.8%	59.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2090	2027	2006	914	322	1452	660	792
%H		97.0%	96.0%	43.7%	15.4%	69.5%	31.6%	37.9%
Working full time	712	684	675	331	134	474	252	222
%V	34.1%	33.7%	33.6%	36.2%	41.6%	32.6%	38.2%	28.0%
%H		96.1%	94.8%	46.5%	18.8%	66.6%	35.4%	31.2%
Working part time	379	372	370	191	62	258	139	118
%V	18.1%	18.4%	18.4%	20.9%	19.3%	17.8%	21.1%	14.9%
%H		98.2%	97.6%	50.4%	16.4%	68.1%	36.7%	31.1%
Not working	999	971	960	393	126	720	269	451
%V	47.8%	47.9%	47.9%	43.0%	39.1%	49.6%	40.8%	56.9%
%H		97.2%	96.1%	39.3%	12.6%	72.1%	26.9%	45.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
AB	522	506	505	255	61	413	219	193
%V	19.9%	20.0%	20.1%	23.2%	20.2%	19.6%	22.2%	17.2%
%H (All HH)		96.9%	96.7%	48.9%	11.7%	79.1%	42.0%	37.0%
%H (TV HH)			99.8%	50.4%	12.1%	81.6%	43.3%	38.1%
C1	656	614	606	261	81	511	243	268
%V	25.0%	24.3%	24.2%	23.7%	26.8%	24.2%	24.7%	23.8%
%H (All HH)		93.6%	92.4%	39.8%	12.3%	77.9%	37.0%	40.9%
%H (TV HH)			98.7%	42.5%	13.2%	83.2%	39.6%	43.6%
C2	520	509	507	247	72	429	238	191
%V	19.8%	20.2%	20.2%	22.4%	23.8%	20.3%	24.2%	17.0%
%H (All HH)		97.9%	97.5%	47.5%	13.8%	82.5%	45.8%	36.7%
%H (TV HH)			99.6%	48.5%	14.1%	84.3%	46.8%	37.5%
D	486	472	470	220	48	397	189	207
%V	18.5%	18.7%	18.7%	20.0%	15.9%	18.8%	19.2%	18.4%
%H (All HH)		97.1%	96.7%	45.3%	9.9%	81.7%	38.9%	42.6%
%H (TV HH)			99.6%	46.6%	10.2%	84.1%	40.0%	43.9%
E	442	424	421	118	40	360	95	265
%V	16.8%	16.8%	16.8%	10.7%	13.2%	17.1%	9.6%	23.6%
%H (All HH)		95.9%	95.2%	26.7%	9.0%	81.4%	21.5%	60.0%
%H (TV HH)			99.3%	27.8%	9.4%	84.9%	22.4%	62.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Under 25	159	127	126	61	11	95	39	56
%V	6.1%	5.0%	5.0%	5.5%	3.6%	4.5%	4.0%	5.0%
%H (All HH)		79.9%	79.2%	38.4%	6.9%	59.7%	24.5%	35.2%
%H (TV HH)			99.2%	48.0%	8.7%	74.8%	30.7%	44.1%
25 - 34	413	388	381	214	46	285	161	124
%V	15.7%	15.4%	15.2%	19.4%	15.2%	13.5%	16.3%	11.0%
%H (All HH)		93.9%	92.3%	51.8%	11.1%	69.0%	39.0%	30.0%
%H (TV HH)			98.2%	55.2%	11.9%	73.5%	41.5%	32.0%
35 - 44	447	438	436	230	65	354	210	145
%V	17.0%	17.3%	17.4%	20.9%	21.5%	16.8%	21.3%	12.9%
%H (All HH)		98.0%	97.5%	51.5%	14.5%	79.2%	47.0%	32.4%
%H (TV HH)			99.5%	52.5%	14.8%	80.8%	47.9%	33.1%
45 - 54	494	482	481	245	70	402	231	171
%V	18.8%	19.1%	19.2%	22.3%	23.2%	19.1%	23.5%	15.2%
%H (All HH)		97.6%	97.4%	49.6%	14.2%	81.4%	46.8%	34.6%
%H (TV HH)			99.8%	50.8%	14.5%	83.4%	47.9%	35.5%
55 - 64	428	417	414	171	58	364	175	189
%V	16.3%	16.5%	16.5%	15.5%	19.2%	17.3%	17.8%	16.8%
%H (All HH)		97.4%	96.7%	40.0%	13.6%	85.0%	40.9%	44.2%
%H (TV HH)			99.3%	41.0%	13.9%	87.3%	42.0%	45.3%
65 +	686	673	671	181	52	610	169	441
%V	26.1%	26.7%	26.7%	16.4%	17.2%	28.9%	17.2%	39.2%
%H (All HH)		98.1%	97.8%	26.4%	7.6%	88.9%	24.6%	64.3%
%H (TV HH)			99.7%	26.9%	7.7%	90.6%	25.1%	65.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
1	893	824	817	219	75	710	183	526
%V	34.0%	32.6%	32.6%	19.9%	24.8%	33.6%	18.6%	46.8%
%H (All HH)		92.3%	91.5%	24.5%	8.4%	79.5%	20.5%	58.9%
%H (TV HH)			99.2%	26.6%	9.1%	86.2%	22.2%	63.8%
2	852	837	832	371	100	714	348	366
%V	32.4%	33.1%	33.2%	33.7%	33.1%	33.8%	35.3%	32.5%
%H (All HH)		98.2%	97.7%	43.5%	11.7%	83.8%	40.8%	43.0%
%H (TV HH)			99.4%	44.3%	11.9%	85.3%	41.6%	43.7%
3	391	385	383	219	54	308	193	114
%V	14.9%	15.2%	15.3%	19.9%	17.9%	14.6%	19.6%	10.1%
%H (All HH)		98.5%	98.0%	56.0%	13.8%	78.8%	49.4%	29.2%
%H (TV HH)			99.5%	56.9%	14.0%	80.0%	50.1%	29.6%
4	341	333	332	205	49	265	182	82
%V	13.0%	13.2%	13.2%	18.6%	16.2%	12.6%	18.5%	7.3%
%H (All HH)		97.7%	97.4%	60.1%	14.4%	77.7%	53.4%	24.0%
%H (TV HH)			99.7%	61.6%	14.7%	79.6%	54.7%	24.6%
5+	151	146	144	88	24	114	79	35
%V	5.7%	5.8%	5.7%	8.0%	7.9%	5.4%	8.0%	3.1%
%H (All HH)		96.7%	95.4%	58.3%	15.9%	75.5%	52.3%	23.2%
%H (TV HH)			98.6%	60.3%	16.4%	78.1%	54.1%	24.0%
Average HH size	2.27	2.29	2.29	2.66	2.52	2.24	2.66	1.88

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Without	1983	1895	1884	741	216	1617	678	939
%V	75.5%	75.0%	75.1%	67.3%	71.5%	76.6%	68.8%	83.5%
%H (All HH)		95.6%	95.0%	37.4%	10.9%	81.5%	34.2%	47.4%
%H (TV HH)			99.4%	39.1%	11.4%	85.3%	35.8%	49.6%
With	643	630	625	360	85	493	307	186
%V	24.5%	25.0%	24.9%	32.7%	28.1%	23.4%	31.2%	16.5%
%H (All HH)		98.0%	97.2%	56.0%	13.2%	76.7%	47.7%	28.9%
%H (TV HH)			99.2%	57.1%	13.5%	78.3%	48.7%	29.5%
0 - 3	243	237	233	133	31	164	93	71
%V	9.3%	9.4%	9.3%	12.1%	10.3%	7.8%	9.4%	6.3%
%H (All HH)		97.5%	95.9%	54.7%	12.8%	67.5%	38.3%	29.2%
%H (TV HH)			98.3%	56.1%	13.1%	69.2%	39.2%	30.0%
4 - 9	318	312	310	183	47	235	151	84
%V	12.1%	12.4%	12.4%	16.6%	15.6%	11.1%	15.3%	7.5%
%H (All HH)		98.1%	97.5%	57.5%	14.8%	73.9%	47.5%	26.4%
%H (TV HH)			99.4%	58.7%	15.1%	75.3%	48.4%	26.9%
10 - 15	299	296	295	176	39	250	167	83
%V	11.4%	11.7%	11.8%	16.0%	12.9%	11.8%	17.0%	7.4%
%H (All HH)		99.0%	98.7%	58.9%	13.0%	83.6%	55.9%	27.8%
%H (TV HH)			99.7%	59.5%	13.2%	84.5%	56.4%	28.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
1	965	965	951	321	83	737	190	548
%V	36.7%	38.2%	37.9%	29.2%	27.5%	34.9%	19.3%	48.7%
%H (All HH)		100.0%	98.5%	33.3%	8.6%	76.4%	19.7%	56.8%
%H (TV HH)			98.5%	33.3%	8.6%	76.4%	19.7%	56.8%
2	826	826	824	360	117	704	348	356
%V	31.4%	32.7%	32.8%	32.7%	38.7%	33.4%	35.3%	31.6%
%H (All HH)		100.0%	99.8%	43.6%	14.2%	85.2%	42.1%	43.1%
%H (TV HH)			99.8%	43.6%	14.2%	85.2%	42.1%	43.1%
3	432	432	432	235	57	387	243	145
%V	16.4%	17.1%	17.2%	21.3%	18.9%	18.3%	24.7%	12.9%
%H (All HH)		100.0%	100.0%	54.4%	13.2%	89.6%	56.3%	33.6%
%H (TV HH)			100.0%	54.4%	13.2%	89.6%	56.3%	33.6%
4	199	199	199	116	30	184	129	55
%V	7.6%	7.9%	7.9%	10.5%	9.9%	8.7%	13.1%	4.9%
%H (All HH)		100.0%	100.0%	58.3%	15.1%	92.5%	64.8%	27.6%
%H (TV HH)			100.0%	58.3%	15.1%	92.5%	64.8%	27.6%
5+	103	103	103	69	14	97	75	21
%V	3.9%	4.1%	4.1%	6.3%	4.6%	4.6%	7.6%	1.9%
%H (All HH)		100.0%	100.0%	67.0%	13.6%	94.2%	72.8%	20.4%
%H (TV HH)			100.0%	67.0%	13.6%	94.2%	72.8%	20.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Under 20"	809	809	808	381	96	746	409	337
%V	30.8%	32.0%	32.2%	34.6%	31.8%	35.4%	41.5%	30.0%
%H (All HH)		100.0%	99.9%	47.1%	11.9%	92.2%	50.6%	41.7%
%H (TV HH)			99.9%	47.1%	11.9%	92.2%	50.6%	41.7%
20" - 29"	1051	1051	1049	438	125	933	439	494
%V	40.0%	41.6%	41.8%	39.8%	41.4%	44.2%	44.6%	43.9%
%H (All HH)		100.0%	99.8%	41.7%	11.9%	88.8%	41.8%	47.0%
%H (TV HH)			99.8%	41.7%	11.9%	88.8%	41.8%	47.0%
30" - 39"	1364	1364	1360	604	174	1147	556	592
%V	51.9%	54.0%	54.2%	54.9%	57.6%	54.4%	56.4%	52.6%
%H (All HH)		100.0%	99.7%	44.3%	12.8%	84.1%	40.8%	43.4%
%H (TV HH)			99.7%	44.3%	12.8%	84.1%	40.8%	43.4%
40" and over	917	917	916	543	131	753	500	253
%V	34.9%	36.3%	36.5%	49.3%	43.4%	35.7%	50.8%	22.5%
%H (All HH)		100.0%	99.9%	59.2%	14.3%	82.1%	54.5%	27.6%
%H (TV HH)			99.9%	59.2%	14.3%	82.1%	54.5%	27.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Main living room	2488	2488	2482	1094	297	2086	977	1108
%V	94.7%	98.5%	98.9%	99.4%	98.3%	98.9%	99.2%	98.5%
%H (All HH)		100.0%	99.8%	44.0%	11.9%	83.8%	39.3%	44.5%
%H (TV HH)			99.8%	44.0%	11.9%	83.8%	39.3%	44.5%
Kitchen	343	343	342	171	39	319	184	135
%V	13.1%	13.6%	13.6%	15.5%	12.9%	15.1%	18.7%	12.0%
%H (All HH)		100.0%	99.7%	49.9%	11.4%	93.0%	53.6%	39.4%
%H (TV HH)			99.7%	49.9%	11.4%	93.0%	53.6%	39.4%
Adult's bedroom	1132	1132	1131	586	162	1006	609	397
%V	43.1%	44.8%	45.1%	53.2%	53.6%	47.7%	61.8%	35.3%
%H (All HH)		100.0%	99.9%	51.8%	14.3%	88.9%	53.8%	35.1%
%H (TV HH)			99.9%	51.8%	14.3%	88.9%	53.8%	35.1%
Child's bedroom	243	243	243	138	33	217	144	73
%V	9.3%	9.6%	9.7%	12.5%	10.9%	10.3%	14.6%	6.5%
%H (All HH)		100.0%	100.0%	56.8%	13.6%	89.3%	59.3%	30.0%
%H (TV HH)			100.0%	56.8%	13.6%	89.3%	59.3%	30.0%
Other bedroom	136	136	136	74	20	124	80	44
%V	5.2%	5.4%	5.4%	6.7%	6.6%	5.9%	8.1%	3.9%
%H (All HH)		100.0%	100.0%	54.4%	14.7%	91.2%	58.8%	32.4%
%H (TV HH)			100.0%	54.4%	14.7%	91.2%	58.8%	32.4%
Second living/dining room	272	272	271	145	40	239	149	90
%V	10.4%	10.8%	10.8%	13.2%	13.2%	11.3%	15.1%	8.0%
%H (All HH)		100.0%	99.6%	53.3%	14.7%	87.9%	54.8%	33.1%
%H (TV HH)			99.6%	53.3%	14.7%	87.9%	54.8%	33.1%
Study/office	40	40	40	20	6	35	22	14
%V	1.5%	1.6%	1.6%	1.8%	2.0%	1.7%	2.2%	1.2%
%H (All HH)		100.0%	100.0%	50.0%	15.0%	87.5%	55.0%	35.0%
%H (TV HH)			100.0%	50.0%	15.0%	87.5%	55.0%	35.0%
TV room	11	11	11	7	2	9	7	2
%V	0.4%	0.4%	0.4%	0.6%	0.7%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	63.6%	18.2%	81.8%	63.6%	18.2%
%H (TV HH)			100.0%	63.6%	18.2%	81.8%	63.6%	18.2%
Conservatory	38	38	38	23	2	36	23	13
%V	1.4%	1.5%	1.5%	2.1%	0.7%	1.7%	2.3%	1.2%
%H (All HH)		100.0%	100.0%	60.5%	5.3%	94.7%	60.5%	34.2%
%H (TV HH)			100.0%	60.5%	5.3%	94.7%	60.5%	34.2%
Attic or loft room	6	6	6	2	1	6	3	3
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
No specific location	6	6	6	3	1	6	4	3
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	100.0%	66.7%	50.0%
%H (TV HH)			100.0%	50.0%	16.7%	100.0%	66.7%	50.0%
Other	34	34	34	21	3	33	23	10
%V	1.3%	1.3%	1.4%	1.9%	1.0%	1.6%	2.3%	0.9%
%H (All HH)		100.0%	100.0%	61.8%	8.8%	97.1%	67.6%	29.4%
%H (TV HH)			100.0%	61.8%	8.8%	97.1%	67.6%	29.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
PVR	1341	1341	1340	896	179	1058	783	275
%V	51.0%	53.1%	53.4%	81.4%	59.3%	50.1%	79.5%	24.4%
%H (All HH)		100.0%	99.9%	66.8%	13.3%	78.9%	58.4%	20.5%
%H (TV HH)			99.9%	66.8%	13.3%	78.9%	58.4%	20.5%
DVDR	239	239	239	112	27	199	97	103
%V	9.1%	9.5%	9.5%	10.2%	8.9%	9.4%	9.8%	9.2%
%H (All HH)		100.0%	100.0%	46.9%	11.3%	83.3%	40.6%	43.1%
%H (TV HH)			100.0%	46.9%	11.3%	83.3%	40.6%	43.1%
VCR	269	269	269	92	37	229	89	140
%V	10.2%	10.7%	10.7%	8.4%	12.3%	10.9%	9.0%	12.4%
%H (All HH)		100.0%	100.0%	34.2%	13.8%	85.1%	33.1%	52.0%
%H (TV HH)			100.0%	34.2%	13.8%	85.1%	33.1%	52.0%
Any recorder	1582	1582	1580	944	212	1274	837	437
%V	60.2%	62.7%	63.0%	85.7%	70.2%	60.4%	85.0%	38.8%
%H (All HH)		100.0%	99.9%	59.7%	13.4%	80.5%	52.9%	27.6%
%H (TV HH)			99.9%	59.7%	13.4%	80.5%	52.9%	27.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Yorkshire and Lincolnshire
Household level data
Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Receives HDTV (via STB or built-in reception)	1106	1106	1106	629	194	887	592	294
%V	42.1%	43.8%	44.1%	57.1%	64.2%	42.0%	60.1%	26.1%
%H (All HH)		100.0%	100.0%	56.9%	17.5%	80.2%	53.5%	26.6%
%H (TV HH)			100.0%	56.9%	17.5%	80.2%	53.5%	26.6%
DVD/Blu-ray player or recorder	2052	2052	2047	930	267	1738	870	868
%V	78.1%	81.3%	81.6%	84.5%	88.4%	82.4%	88.3%	77.2%
%H (All HH)		100.0%	99.8%	45.3%	13.0%	84.7%	42.4%	42.3%
%H (TV HH)			99.8%	45.3%	13.0%	84.7%	42.4%	42.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Yorkshire and Lincolnshire
Household level data
Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2627	2525	2509	1101	302	2110	985	1125
%H (All HH)		96.1%	95.5%	41.9%	11.5%	80.3%	37.5%	42.8%
%H (TV HH)			99.4%	43.6%	12.0%	83.6%	39.0%	44.6%
Has PC or Laptop	1885	1817	1804	941	256	1475	852	624
%V	71.8%	72.0%	71.9%	85.5%	84.8%	69.9%	86.5%	55.5%
%H (All HH)		96.4%	95.7%	49.9%	13.6%	78.2%	45.2%	33.1%
%H (TV HH)			99.3%	51.8%	14.1%	81.2%	46.9%	34.3%
Has broadband internet	1774	1714	1702	912	253	1385	832	553
%V	67.5%	67.9%	67.8%	82.8%	83.8%	65.6%	84.5%	49.2%
%H (All HH)		96.6%	95.9%	51.4%	14.3%	78.1%	46.9%	31.2%
%H (TV HH)			99.3%	53.2%	14.8%	80.8%	48.5%	32.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Yorkshire and Lincolnshire
Set level data
Table 8.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5264	5247	2582	685	4566	2537	2029
%H		99.7%	49.1%	13.0%	86.7%	48.2%	38.5%
Under 20"	1118	1116	548	129	1036	588	448
%V	21.2%	21.3%	21.2%	18.8%	22.7%	23.2%	22.1%
%H		99.8%	49.0%	11.5%	92.7%	52.6%	40.1%
20" - 29"	1342	1340	580	173	1199	602	598
%V	25.5%	25.5%	22.5%	25.3%	26.3%	23.7%	29.5%
%H		99.9%	43.2%	12.9%	89.3%	44.9%	44.6%
30" - 39"	1566	1562	721	210	1321	675	646
%V	29.7%	29.8%	27.9%	30.7%	28.9%	26.6%	31.8%
%H		99.7%	46.0%	13.4%	84.4%	43.1%	41.3%
40" and over	1038	1036	632	146	854	581	273
%V	19.7%	19.7%	24.5%	21.3%	18.7%	22.9%	13.5%
%H		99.8%	60.9%	14.1%	82.3%	56.0%	26.3%
Don't know	40	40	13	6	37	16	21
%V	0.8%	0.8%	0.5%	0.9%	0.8%	0.6%	1.0%
%H		100.0%	32.5%	15.0%	92.5%	40.0%	52.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5264	5247	2582	685	4566	2537	2029
%H		99.7%	49.1%	13.0%	86.7%	48.2%	38.5%
Main living room	2503	2497	1100	298	2100	983	1117
%V	47.5%	47.6%	42.6%	43.5%	46.0%	38.7%	55.1%
%H		99.8%	43.9%	11.9%	83.9%	39.3%	44.6%
Kitchen	344	343	172	39	321	185	135
%V	6.5%	6.5%	6.7%	5.7%	7.0%	7.3%	6.7%
%H		99.7%	50.0%	11.3%	93.3%	53.8%	39.2%
Adult's bedroom	1358	1357	714	207	1219	763	456
%V	25.8%	25.9%	27.7%	30.2%	26.7%	30.1%	22.5%
%H		99.9%	52.6%	15.2%	89.8%	56.2%	33.6%
Child's bedroom	324	324	194	42	291	201	91
%V	6.2%	6.2%	7.5%	6.1%	6.4%	7.9%	4.5%
%H		100.0%	59.9%	13.0%	89.8%	62.0%	28.1%
Other bedroom	156	156	88	21	142	93	49
%V	3.0%	3.0%	3.4%	3.1%	3.1%	3.7%	2.4%
%H		100.0%	56.4%	13.5%	91.0%	59.6%	31.4%
Second living/dining room	280	279	150	41	246	154	92
%V	5.3%	5.3%	5.8%	6.0%	5.4%	6.1%	4.5%
%H		99.6%	53.6%	14.6%	87.9%	55.0%	32.9%
Study/office	40	40	20	6	36	22	14
%V	0.8%	0.8%	0.8%	0.9%	0.8%	0.9%	0.7%
%H		100.0%	50.0%	15.0%	90.0%	55.0%	35.0%
TV room	11	11	7	2	9	7	2
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H		100.0%	63.6%	18.2%	81.8%	63.6%	18.2%
Conservatory	38	38	23	2	36	23	13
%V	0.7%	0.7%	0.9%	0.3%	0.8%	0.9%	0.6%
%H		100.0%	60.5%	5.3%	94.7%	60.5%	34.2%
Attic or loft room	6	6	2	1	6	3	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
No specific location	6	6	3	1	6	4	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		100.0%	50.0%	16.7%	100.0%	66.7%	50.0%
Other	37	37	22	3	36	24	12
%V	0.7%	0.7%	0.9%	0.4%	0.8%	0.9%	0.6%
%H		100.0%	59.5%	8.1%	97.3%	64.9%	32.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5264	5247	2582	685	4566	2537	2029
%H		99.7%	49.1%	13.0%	86.7%	48.2%	38.5%
PVR	1729	1728	1212	227	1342	1040	302
%V	32.8%	32.9%	46.9%	33.1%	29.4%	41.0%	14.9%
%H		99.9%	70.1%	13.1%	77.6%	60.2%	17.5%
DVDR	270	270	131	30	226	113	113
%V	5.1%	5.1%	5.1%	4.4%	4.9%	4.5%	5.6%
%H		100.0%	48.5%	11.1%	83.7%	41.9%	41.9%
VCR	301	301	108	42	257	103	153
%V	5.7%	5.7%	4.2%	6.1%	5.6%	4.1%	7.5%
%H		100.0%	35.9%	14.0%	85.4%	34.2%	50.8%
Any recorder	2078	2076	1313	274	1660	1152	508
%V	39.5%	39.6%	50.9%	40.0%	36.4%	45.4%	25.0%
%H		99.9%	63.2%	13.2%	79.9%	55.4%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5264	5247	2582	685	4566	2537	2029
%H		99.7%	49.1%	13.0%	86.7%	48.2%	38.5%
Receives HDTV (via STB or built-in reception)	1493	1493	833	278	1204	806	398
%V	28.4%	28.5%	32.3%	40.6%	26.4%	31.8%	19.6%
%H		100.0%	55.8%	18.6%	80.6%	54.0%	26.7%
DVD/Blu-ray player or recorder	3069	3063	1504	427	2663	1499	1164
%V	58.3%	58.4%	58.2%	62.3%	58.3%	59.1%	57.4%
%H		99.8%	49.0%	13.9%	86.8%	48.8%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
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Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2521	2507	1101	302	2107	985	1122
%H		99.4%	43.7%	12.0%	83.6%	39.1%	44.5%
Under 20"	62	62	10	2	56	7	49
%V	2.5%	2.5%	0.9%	0.7%	2.7%	0.7%	4.4%
%H		100.0%	16.1%	3.2%	90.3%	11.3%	79.0%
20" - 29"	489	488	139	48	425	122	302
%V	19.4%	19.5%	12.6%	15.9%	20.2%	12.4%	26.9%
%H		99.8%	28.4%	9.8%	86.9%	24.9%	61.8%
30" - 39"	1064	1061	425	125	890	373	518
%V	42.2%	42.3%	38.6%	41.4%	42.2%	37.9%	46.2%
%H		99.7%	39.9%	11.7%	83.6%	35.1%	48.7%
40" and over	881	880	522	123	722	478	244
%V	34.9%	35.1%	47.4%	40.7%	34.3%	48.5%	21.7%
%H		99.9%	59.3%	14.0%	82.0%	54.3%	27.7%
Don't know	17	17	5	3	14	5	9
%V	0.7%	0.7%	0.5%	1.0%	0.7%	0.5%	0.8%
%H		100.0%	29.4%	17.6%	82.4%	29.4%	52.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2521	2507	1101	302	2107	985	1122
%H		99.4%	43.7%	12.0%	83.6%	39.1%	44.5%
PVR	1302	1301	884	175	1021	768	252
%V	51.6%	51.9%	80.3%	57.9%	48.5%	78.0%	22.5%
%H		99.9%	67.9%	13.4%	78.4%	59.0%	19.4%
DVDR	200	200	90	23	166	77	89
%V	7.9%	8.0%	8.2%	7.6%	7.9%	7.8%	7.9%
%H		100.0%	45.0%	11.5%	83.0%	38.5%	44.5%
VCR	222	222	70	29	184	62	122
%V	8.8%	8.9%	6.4%	9.6%	8.7%	6.3%	10.9%
%H		100.0%	31.5%	13.1%	82.9%	27.9%	55.0%
Any recorder	1532	1531	929	205	1227	818	409
%V	60.8%	61.1%	84.4%	67.9%	58.2%	83.0%	36.5%
%H		99.9%	60.6%	13.4%	80.1%	53.4%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2521	2507	1101	302	2107	985	1122
%H		99.4%	43.7%	12.0%	83.6%	39.1%	44.5%
Receives HDTV (via STB or built-in reception)	1055	1055	606	187	838	567	271
%V	41.8%	42.1%	55.0%	61.9%	39.8%	57.6%	24.2%
%H		100.0%	57.4%	17.7%	79.4%	53.7%	25.7%
DVD/Blu-ray player or recorder	1904	1901	860	246	1607	798	809
%V	75.5%	75.8%	78.1%	81.5%	76.3%	81.0%	72.1%
%H		99.8%	45.2%	12.9%	84.4%	41.9%	42.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2744	2740	1481	384	2459	1552	907
%H		99.9%	54.0%	14.0%	89.6%	56.6%	33.1%
Under 20"	1055	1055	538	127	979	581	399
%V	38.4%	38.5%	36.3%	33.1%	39.8%	37.4%	44.0%
%H		100.0%	51.0%	12.0%	92.8%	55.1%	37.8%
20" - 29"	853	852	441	125	775	479	296
%V	31.1%	31.1%	29.8%	32.6%	31.5%	30.9%	32.6%
%H		99.9%	51.7%	14.7%	90.9%	56.2%	34.7%
30" - 39"	502	501	297	85	430	302	128
%V	18.3%	18.3%	20.1%	22.1%	17.5%	19.5%	14.1%
%H		99.8%	59.2%	16.9%	85.7%	60.2%	25.5%
40" and over	157	157	109	23	132	103	29
%V	5.7%	5.7%	7.4%	6.0%	5.4%	6.6%	3.2%
%H		100.0%	69.4%	14.6%	84.1%	65.6%	18.5%
Don't know	23	23	8	2	23	10	13
%V	0.8%	0.8%	0.5%	0.5%	0.9%	0.6%	1.4%
%H		100.0%	34.8%	8.7%	100.0%	43.5%	56.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2744	2740	1481	384	2459	1552	907
%H		99.9%	54.0%	14.0%	89.6%	56.6%	33.1%
PVR	427	427	328	52	321	271	50
%V	15.6%	15.6%	22.1%	13.5%	13.1%	17.5%	5.5%
%H		100.0%	76.8%	12.2%	75.2%	63.5%	11.7%
DVDR	70	70	41	7	60	36	24
%V	2.6%	2.6%	2.8%	1.8%	2.4%	2.3%	2.6%
%H		100.0%	58.6%	10.0%	85.7%	51.4%	34.3%
VCR	79	79	38	12	72	42	31
%V	2.9%	2.9%	2.6%	3.1%	2.9%	2.7%	3.4%
%H		100.0%	48.1%	15.2%	91.1%	53.2%	39.2%
Any recorder	546	545	384	69	433	334	100
%V	19.9%	19.9%	25.9%	18.0%	17.6%	21.5%	11.0%
%H		99.8%	70.3%	12.6%	79.3%	61.2%	18.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2744	2740	1481	384	2459	1552	907
%H		99.9%	54.0%	14.0%	89.6%	56.6%	33.1%
Receives HDTV (via STB or built-in reception)	438	438	227	90	366	239	127
%V	16.0%	16.0%	15.3%	23.4%	14.9%	15.4%	14.0%
%H		100.0%	51.8%	20.5%	83.6%	54.6%	29.0%
DVD/Blu-ray player or recorder	1164	1163	645	181	1056	701	355
%V	42.4%	42.4%	43.6%	47.1%	42.9%	45.2%	39.1%
%H		99.9%	55.4%	15.5%	90.7%	60.2%	30.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 8.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5956	5784	5747	2925	762	4735	2616	2119
%H		97.1%	96.5%	49.1%	12.8%	79.5%	43.9%	35.6%
Total Children	1101	1080	1070	633	149	828	529	300
%V	18.5%	18.7%	18.6%	21.6%	19.6%	17.5%	20.2%	14.2%
%H		98.1%	97.2%	57.5%	13.5%	75.2%	48.0%	27.2%
0 - 3	290	282	278	158	34	196	109	88
%V	4.9%	4.9%	4.8%	5.4%	4.5%	4.1%	4.2%	4.2%
%H		97.2%	95.9%	54.5%	11.7%	67.6%	37.6%	30.3%
4 - 15	810	797	792	475	115	632	420	212
%V	13.6%	13.8%	13.8%	16.2%	15.1%	13.3%	16.1%	10.0%
%H		98.4%	97.8%	58.6%	14.2%	78.0%	51.9%	26.2%
4 - 9	416	407	405	240	60	307	197	109
%V	7.0%	7.0%	7.0%	8.2%	7.9%	6.5%	7.5%	5.1%
%H		97.8%	97.4%	57.7%	14.4%	73.8%	47.4%	26.2%
10 - 15	395	391	387	235	55	325	222	103
%V	6.6%	6.8%	6.7%	8.0%	7.2%	6.9%	8.5%	4.9%
%H		99.0%	98.0%	59.5%	13.9%	82.3%	56.2%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5956	5784	5747	2925	762	4735	2616	2119
%H		97.1%	96.5%	49.1%	12.8%	79.5%	43.9%	35.6%
Total Adults (16+)	4856	4704	4678	2292	613	3906	2088	1819
%V	81.5%	81.3%	81.4%	78.4%	80.4%	82.5%	79.8%	85.8%
%H		96.9%	96.3%	47.2%	12.6%	80.4%	43.0%	37.5%
16 - 19	328	308	308	167	47	266	169	97
%V	5.5%	5.3%	5.4%	5.7%	6.2%	5.6%	6.5%	4.6%
%H		93.9%	93.9%	50.9%	14.3%	81.1%	51.5%	29.6%
20 - 24	400	365	363	186	56	291	165	126
%V	6.7%	6.3%	6.3%	6.4%	7.3%	6.1%	6.3%	5.9%
%H		91.3%	90.8%	46.5%	14.0%	72.8%	41.3%	31.5%
25 - 34	813	774	762	452	103	568	350	218
%V	13.7%	13.4%	13.3%	15.5%	13.5%	12.0%	13.4%	10.3%
%H		95.2%	93.7%	55.6%	12.7%	69.9%	43.1%	26.8%
35 - 44	774	761	756	429	107	609	383	227
%V	13.0%	13.2%	13.2%	14.7%	14.0%	12.9%	14.6%	10.7%
%H		98.3%	97.7%	55.4%	13.8%	78.7%	49.5%	29.3%
45 - 54	850	833	831	452	125	691	428	263
%V	14.3%	14.4%	14.5%	15.5%	16.4%	14.6%	16.4%	12.4%
%H		98.0%	97.8%	53.2%	14.7%	81.3%	50.4%	30.9%
55 - 64	693	681	678	303	94	595	307	288
%V	11.6%	11.8%	11.8%	10.4%	12.3%	12.6%	11.7%	13.6%
%H		98.3%	97.8%	43.7%	13.6%	85.9%	44.3%	41.6%
65+	997	981	979	303	81	885	286	599
%V	16.7%	17.0%	17.0%	10.4%	10.6%	18.7%	10.9%	28.3%
%H		98.4%	98.2%	30.4%	8.1%	88.8%	28.7%	60.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4856	4704	4678	2292	613	3906	2088	1819
%H		96.9%	96.3%	47.2%	12.6%	80.4%	43.0%	37.5%
AB	1034	1008	1005	547	131	817	480	337
%V	21.3%	21.4%	21.5%	23.9%	21.4%	20.9%	23.0%	18.5%
%H		97.5%	97.2%	52.9%	12.7%	79.0%	46.4%	32.6%
C1	1259	1191	1180	570	160	995	535	460
%V	25.9%	25.3%	25.2%	24.9%	26.1%	25.5%	25.6%	25.3%
%H		94.6%	93.7%	45.3%	12.7%	79.0%	42.5%	36.5%
C2	1035	1020	1019	519	162	870	520	350
%V	21.3%	21.7%	21.8%	22.6%	26.4%	22.3%	24.9%	19.2%
%H		98.6%	98.5%	50.1%	15.7%	84.1%	50.2%	33.8%
D	920	899	891	475	97	730	399	331
%V	18.9%	19.1%	19.0%	20.7%	15.8%	18.7%	19.1%	18.2%
%H		97.7%	96.8%	51.6%	10.5%	79.3%	43.4%	36.0%
E	607	586	583	181	63	494	153	341
%V	12.5%	12.5%	12.5%	7.9%	10.3%	12.6%	7.3%	18.7%
%H		96.5%	96.0%	29.8%	10.4%	81.4%	25.2%	56.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4856	4704	4678	2292	613	3906	2088	1819
%H		96.9%	96.3%	47.2%	12.6%	80.4%	43.0%	37.5%
Working full time	2056	2018	2005	1160	290	1621	1043	577
%V	42.3%	42.9%	42.9%	50.6%	47.3%	41.5%	50.0%	31.7%
%H		98.2%	97.5%	56.4%	14.1%	78.8%	50.7%	28.1%
Working part time	509	501	498	246	82	416	236	180
%V	10.5%	10.7%	10.6%	10.7%	13.4%	10.7%	11.3%	9.9%
%H		98.4%	97.8%	48.3%	16.1%	81.7%	46.4%	35.4%
Not working	2290	2185	2175	886	241	1870	809	1061
%V	47.2%	46.4%	46.5%	38.7%	39.3%	47.9%	38.7%	58.3%
%H		95.4%	95.0%	38.7%	10.5%	81.7%	35.3%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2392	2304	2286	1176	304	1895	1067	828
%H		96.3%	95.6%	49.2%	12.7%	79.2%	44.6%	34.6%
16 - 19	175	172	172	97	27	149	101	48
%V	7.3%	7.5%	7.5%	8.2%	8.9%	7.9%	9.5%	5.8%
%H		98.3%	98.3%	55.4%	15.4%	85.1%	57.7%	27.4%
20 - 24	196	174	172	96	29	139	89	50
%V	8.2%	7.6%	7.5%	8.2%	9.5%	7.3%	8.3%	6.0%
%H		88.8%	87.8%	49.0%	14.8%	70.9%	45.4%	25.5%
25 - 34	426	399	392	235	53	297	187	110
%V	17.8%	17.3%	17.1%	20.0%	17.4%	15.7%	17.5%	13.3%
%H		93.7%	92.0%	55.2%	12.4%	69.7%	43.9%	25.8%
35 - 44	385	377	374	216	50	295	183	112
%V	16.1%	16.4%	16.4%	18.4%	16.4%	15.6%	17.2%	13.5%
%H		97.9%	97.1%	56.1%	13.0%	76.6%	47.5%	29.1%
45 - 54	415	404	402	230	58	335	216	119
%V	17.3%	17.5%	17.6%	19.6%	19.1%	17.7%	20.2%	14.4%
%H		97.3%	96.9%	55.4%	14.0%	80.7%	52.0%	28.7%
55 - 64	347	339	336	151	47	293	152	141
%V	14.5%	14.7%	14.7%	12.8%	15.5%	15.5%	14.2%	17.0%
%H		97.7%	96.8%	43.5%	13.5%	84.4%	43.8%	40.6%
65+	449	440	438	151	42	387	139	247
%V	18.8%	19.1%	19.2%	12.8%	13.8%	20.4%	13.0%	29.8%
%H		98.0%	97.6%	33.6%	9.4%	86.2%	31.0%	55.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2392	2304	2286	1176	304	1895	1067	828
%H		96.3%	95.6%	49.2%	12.7%	79.2%	44.6%	34.6%
AB	522	506	506	283	69	412	253	159
%V	21.8%	22.0%	22.1%	24.1%	22.7%	21.7%	23.7%	19.2%
%H		96.9%	96.9%	54.2%	13.2%	78.9%	48.5%	30.5%
C1	591	555	546	285	78	454	265	188
%V	24.7%	24.1%	23.9%	24.2%	25.7%	24.0%	24.8%	22.7%
%H		93.9%	92.4%	48.2%	13.2%	76.8%	44.8%	31.8%
C2	562	551	550	289	84	468	285	184
%V	23.5%	23.9%	24.1%	24.6%	27.6%	24.7%	26.7%	22.2%
%H		98.0%	97.9%	51.4%	14.9%	83.3%	50.7%	32.7%
D	464	450	445	249	44	360	203	157
%V	19.4%	19.5%	19.5%	21.2%	14.5%	19.0%	19.0%	19.0%
%H		97.0%	95.9%	53.7%	9.5%	77.6%	43.8%	33.8%
E	254	241	239	70	29	202	62	140
%V	10.6%	10.5%	10.5%	6.0%	9.5%	10.7%	5.8%	16.9%
%H		94.9%	94.1%	27.6%	11.4%	79.5%	24.4%	55.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2392	2304	2286	1176	304	1895	1067	828
%H		96.3%	95.6%	49.2%	12.7%	79.2%	44.6%	34.6%
Working full time	1284	1255	1245	737	175	1008	662	346
%V	53.7%	54.5%	54.5%	62.7%	57.6%	53.2%	62.0%	41.8%
%H		97.7%	97.0%	57.4%	13.6%	78.5%	51.6%	26.9%
Working part time	111	107	107	46	20	87	42	44
%V	4.6%	4.6%	4.7%	3.9%	6.6%	4.6%	3.9%	5.3%
%H		96.4%	96.4%	41.4%	18.0%	78.4%	37.8%	39.6%
Not working	997	941	934	393	110	800	363	437
%V	41.7%	40.8%	40.9%	33.4%	36.2%	42.2%	34.0%	52.8%
%H		94.4%	93.7%	39.4%	11.0%	80.2%	36.4%	43.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2463	2400	2391	1116	308	2012	1021	991
%H		97.4%	97.1%	45.3%	12.5%	81.7%	41.5%	40.2%
16 - 19	154	137	136	70	19	117	68	49
%V	6.3%	5.7%	5.7%	6.3%	6.2%	5.8%	6.7%	4.9%
%H		89.0%	88.3%	45.5%	12.3%	76.0%	44.2%	31.8%
20 - 24	203	192	191	90	27	153	76	77
%V	8.2%	8.0%	8.0%	8.1%	8.8%	7.6%	7.4%	7.8%
%H		94.6%	94.1%	44.3%	13.3%	75.4%	37.4%	37.9%
25 - 34	387	374	370	217	51	271	164	108
%V	15.7%	15.6%	15.5%	19.4%	16.6%	13.5%	16.1%	10.9%
%H		96.6%	95.6%	56.1%	13.2%	70.0%	42.4%	27.9%
35 - 44	390	384	382	213	57	314	199	115
%V	15.8%	16.0%	16.0%	19.1%	18.5%	15.6%	19.5%	11.6%
%H		98.5%	97.9%	54.6%	14.6%	80.5%	51.0%	29.5%
45 - 54	435	429	429	222	67	356	212	144
%V	17.7%	17.9%	17.9%	19.9%	21.8%	17.7%	20.8%	14.5%
%H		98.6%	98.6%	51.0%	15.4%	81.8%	48.7%	33.1%
55 - 64	346	343	342	152	47	301	155	146
%V	14.0%	14.3%	14.3%	13.6%	15.3%	15.0%	15.2%	14.7%
%H		99.1%	98.8%	43.9%	13.6%	87.0%	44.8%	42.2%
65+	548	542	541	152	40	498	147	352
%V	22.2%	22.6%	22.6%	13.6%	13.0%	24.8%	14.4%	35.5%
%H		98.9%	98.7%	27.7%	7.3%	90.9%	26.8%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2463	2400	2391	1116	308	2012	1021	991
%H		97.4%	97.1%	45.3%	12.5%	81.7%	41.5%	40.2%
AB	512	501	499	264	62	405	227	178
%V	20.8%	20.9%	20.9%	23.7%	20.1%	20.1%	22.2%	18.0%
%H		97.9%	97.5%	51.6%	12.1%	79.1%	44.3%	34.8%
C1	668	636	633	285	83	542	270	272
%V	27.1%	26.5%	26.5%	25.5%	26.9%	26.9%	26.4%	27.4%
%H		95.2%	94.8%	42.7%	12.4%	81.1%	40.4%	40.7%
C2	474	469	469	230	77	402	236	166
%V	19.2%	19.5%	19.6%	20.6%	25.0%	20.0%	23.1%	16.8%
%H		98.9%	98.9%	48.5%	16.2%	84.8%	49.8%	35.0%
D	456	449	446	226	53	371	197	174
%V	18.5%	18.7%	18.7%	20.3%	17.2%	18.4%	19.3%	17.6%
%H		98.5%	97.8%	49.6%	11.6%	81.4%	43.2%	38.2%
E	354	345	344	110	33	293	92	201
%V	14.4%	14.4%	14.4%	9.9%	10.7%	14.6%	9.0%	20.3%
%H		97.5%	97.2%	31.1%	9.3%	82.8%	26.0%	56.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2463	2400	2391	1116	308	2012	1021	991
%H		97.4%	97.1%	45.3%	12.5%	81.7%	41.5%	40.2%
Working full time	772	763	759	423	115	613	382	231
%V	31.3%	31.8%	31.7%	37.9%	37.3%	30.5%	37.4%	23.3%
%H		98.8%	98.3%	54.8%	14.9%	79.4%	49.5%	29.9%
Working part time	399	394	392	200	62	329	193	136
%V	16.2%	16.4%	16.4%	17.9%	20.1%	16.4%	18.9%	13.7%
%H		98.7%	98.2%	50.1%	15.5%	82.5%	48.4%	34.1%
Not working	1293	1243	1241	493	131	1070	446	624
%V	52.5%	51.8%	51.9%	44.2%	42.5%	53.2%	43.7%	63.0%
%H		96.1%	96.0%	38.1%	10.1%	82.8%	34.5%	48.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
AB	286	281	272	137	36	186	82	105
%V	18.8%	18.9%	18.9%	22.1%	17.5%	17.0%	17.6%	16.7%
%H (All HH)		98.3%	95.1%	47.9%	12.6%	65.0%	28.7%	36.7%
%H (TV HH)			96.8%	48.8%	12.8%	66.2%	29.2%	37.4%
C1	375	363	355	168	55	260	123	137
%V	24.7%	24.4%	24.7%	27.1%	26.7%	23.7%	26.3%	21.8%
%H (All HH)		96.8%	94.7%	44.8%	14.7%	69.3%	32.8%	36.5%
%H (TV HH)			97.8%	46.3%	15.2%	71.6%	33.9%	37.7%
C2	321	318	309	140	47	246	122	124
%V	21.1%	21.4%	21.5%	22.6%	22.8%	22.4%	26.1%	19.7%
%H (All HH)		99.1%	96.3%	43.6%	14.6%	76.6%	38.0%	38.6%
%H (TV HH)			97.2%	44.0%	14.8%	77.4%	38.4%	39.0%
D	262	260	252	104	41	193	84	109
%V	17.3%	17.5%	17.5%	16.8%	19.9%	17.6%	18.0%	17.3%
%H (All HH)		99.2%	96.2%	39.7%	15.6%	73.7%	32.1%	41.6%
%H (TV HH)			96.9%	40.0%	15.8%	74.2%	32.3%	41.9%
E	273	265	250	70	28	210	56	154
%V	18.0%	17.8%	17.4%	11.3%	13.6%	19.2%	12.0%	24.5%
%H (All HH)		97.1%	91.6%	25.6%	10.3%	76.9%	20.5%	56.4%
%H (TV HH)			94.3%	26.4%	10.6%	79.2%	21.1%	58.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Under 25	67	63	61	28	6	43	16	27
%V	4.4%	4.2%	4.2%	4.5%	2.9%	3.9%	3.4%	4.3%
%H (All HH)		94.0%	91.0%	41.8%	9.0%	64.2%	23.9%	40.3%
%H (TV HH)			96.8%	44.4%	9.5%	68.3%	25.4%	42.9%
25 - 34	214	203	198	96	30	138	65	73
%V	14.1%	13.7%	13.8%	15.5%	14.6%	12.6%	13.9%	11.6%
%H (All HH)		94.9%	92.5%	44.9%	14.0%	64.5%	30.4%	34.1%
%H (TV HH)			97.5%	47.3%	14.8%	68.0%	32.0%	36.0%
35 - 44	242	238	238	135	40	166	100	66
%V	15.9%	16.0%	16.6%	21.8%	19.4%	15.1%	21.4%	10.5%
%H (All HH)		98.3%	98.3%	55.8%	16.5%	68.6%	41.3%	27.3%
%H (TV HH)			100.0%	56.7%	16.8%	69.7%	42.0%	27.7%
45 - 54	286	281	275	128	51	210	109	101
%V	18.8%	18.9%	19.1%	20.7%	24.8%	19.2%	23.3%	16.1%
%H (All HH)		98.3%	96.2%	44.8%	17.8%	73.4%	38.1%	35.3%
%H (TV HH)			97.9%	45.6%	18.1%	74.7%	38.8%	35.9%
55 - 64	266	262	255	100	41	197	80	117
%V	17.5%	17.6%	17.7%	16.2%	19.9%	18.0%	17.1%	18.6%
%H (All HH)		98.5%	95.9%	37.6%	15.4%	74.1%	30.1%	44.0%
%H (TV HH)			97.3%	38.2%	15.6%	75.2%	30.5%	44.7%
65 +	442	439	411	131	38	341	97	244
%V	29.1%	29.5%	28.6%	21.2%	18.4%	31.1%	20.8%	38.8%
%H (All HH)		99.3%	93.0%	29.6%	8.6%	77.1%	21.9%	55.2%
%H (TV HH)			93.6%	29.8%	8.7%	77.7%	22.1%	55.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
1	533	515	485	137	53	394	97	297
%V	35.1%	34.7%	33.7%	22.1%	25.7%	35.9%	20.8%	47.2%
%H (All HH)		96.6%	91.0%	25.7%	9.9%	73.9%	18.2%	55.7%
%H (TV HH)			94.2%	26.6%	10.3%	76.5%	18.8%	57.7%
2	476	468	455	201	66	331	136	194
%V	31.4%	31.5%	31.6%	32.5%	32.0%	30.2%	29.1%	30.8%
%H (All HH)		98.3%	95.6%	42.2%	13.9%	69.5%	28.6%	40.8%
%H (TV HH)			97.2%	42.9%	14.1%	70.7%	29.1%	41.5%
3	258	255	253	135	42	188	109	79
%V	17.0%	17.2%	17.6%	21.8%	20.4%	17.2%	23.3%	12.6%
%H (All HH)		98.8%	98.1%	52.3%	16.3%	72.9%	42.2%	30.6%
%H (TV HH)			99.2%	52.9%	16.5%	73.7%	42.7%	31.0%
4	178	176	174	103	31	133	91	42
%V	11.7%	11.8%	12.1%	16.6%	15.0%	12.1%	19.5%	6.7%
%H (All HH)		98.9%	97.8%	57.9%	17.4%	74.7%	51.1%	23.6%
%H (TV HH)			98.9%	58.5%	17.6%	75.6%	51.7%	23.9%
5+	73	72	71	43	14	50	35	16
%V	4.8%	4.8%	4.9%	6.9%	6.8%	4.6%	7.5%	2.5%
%H (All HH)		98.6%	97.3%	58.9%	19.2%	68.5%	47.9%	21.9%
%H (TV HH)			98.6%	59.7%	19.4%	69.4%	48.6%	22.2%
Average HH size	2.21	2.22	2.24	2.55	2.49	2.20	2.66	1.86

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Without	1165	1134	1088	422	145	847	314	533
%V	76.7%	76.3%	75.7%	68.2%	70.4%	77.3%	67.2%	84.7%
%H (All HH)		97.3%	93.4%	36.2%	12.4%	72.7%	27.0%	45.8%
%H (TV HH)			95.9%	37.2%	12.8%	74.7%	27.7%	47.0%
With	353	352	350	197	61	249	153	96
%V	23.3%	23.7%	24.3%	31.8%	29.6%	22.7%	32.8%	15.3%
%H (All HH)		99.7%	99.2%	55.8%	17.3%	70.5%	43.3%	27.2%
%H (TV HH)			99.4%	56.0%	17.3%	70.7%	43.5%	27.3%
0 - 3	140	139	137	80	18	98	58	40
%V	9.2%	9.4%	9.5%	12.9%	8.7%	8.9%	12.4%	6.4%
%H (All HH)		99.3%	97.9%	57.1%	12.9%	70.0%	41.4%	28.6%
%H (TV HH)			98.6%	57.6%	12.9%	70.5%	41.7%	28.8%
4 - 9	162	161	161	95	25	118	75	43
%V	10.7%	10.8%	11.2%	15.3%	12.1%	10.8%	16.1%	6.8%
%H (All HH)		99.4%	99.4%	58.6%	15.4%	72.8%	46.3%	26.5%
%H (TV HH)			100.0%	59.0%	15.5%	73.3%	46.6%	26.7%
10 - 15	170	169	169	98	36	122	84	38
%V	11.2%	11.4%	11.8%	15.8%	17.5%	11.1%	18.0%	6.0%
%H (All HH)		99.4%	99.4%	57.6%	21.2%	71.8%	49.4%	22.4%
%H (TV HH)			100.0%	58.0%	21.3%	72.2%	49.7%	22.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
1	538	538	510	171	50	364	73	291
%V	35.4%	36.2%	35.5%	27.6%	24.3%	33.2%	15.6%	46.3%
%H (All HH)		100.0%	94.8%	31.8%	9.3%	67.7%	13.6%	54.1%
%H (TV HH)			94.8%	31.8%	9.3%	67.7%	13.6%	54.1%
2	545	545	526	213	84	406	172	234
%V	35.9%	36.7%	36.6%	34.4%	40.8%	37.0%	36.8%	37.2%
%H (All HH)		100.0%	96.5%	39.1%	15.4%	74.5%	31.6%	42.9%
%H (TV HH)			96.5%	39.1%	15.4%	74.5%	31.6%	42.9%
3	239	239	237	125	43	189	116	72
%V	15.7%	16.1%	16.5%	20.2%	20.9%	17.2%	24.8%	11.4%
%H (All HH)		100.0%	99.2%	52.3%	18.0%	79.1%	48.5%	30.1%
%H (TV HH)			99.2%	52.3%	18.0%	79.1%	48.5%	30.1%
4	106	106	106	69	19	87	67	20
%V	7.0%	7.1%	7.4%	11.1%	9.2%	7.9%	14.3%	3.2%
%H (All HH)		100.0%	100.0%	65.1%	17.9%	82.1%	63.2%	18.9%
%H (TV HH)			100.0%	65.1%	17.9%	82.1%	63.2%	18.9%
5+	59	59	59	40	10	50	40	10
%V	3.9%	4.0%	4.1%	6.5%	4.9%	4.6%	8.6%	1.6%
%H (All HH)		100.0%	100.0%	67.8%	16.9%	84.7%	67.8%	16.9%
%H (TV HH)			100.0%	67.8%	16.9%	84.7%	67.8%	16.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Under 20"	503	503	479	217	60	396	190	206
%V	33.1%	33.8%	33.3%	35.1%	29.1%	36.1%	40.7%	32.8%
%H (All HH)		100.0%	95.2%	43.1%	11.9%	78.7%	37.8%	41.0%
%H (TV HH)			95.2%	43.1%	11.9%	78.7%	37.8%	41.0%
20" - 29"	623	623	601	247	85	489	215	274
%V	41.0%	41.9%	41.8%	39.9%	41.3%	44.6%	46.0%	43.6%
%H (All HH)		100.0%	96.5%	39.6%	13.6%	78.5%	34.5%	44.0%
%H (TV HH)			96.5%	39.6%	13.6%	78.5%	34.5%	44.0%
30" - 39"	741	741	733	331	109	579	276	303
%V	48.8%	49.9%	51.0%	53.5%	52.9%	52.8%	59.1%	48.2%
%H (All HH)		100.0%	98.9%	44.7%	14.7%	78.1%	37.2%	40.9%
%H (TV HH)			98.9%	44.7%	14.7%	78.1%	37.2%	40.9%
40" and over	580	580	578	316	104	423	255	167
%V	38.2%	39.0%	40.2%	51.1%	50.5%	38.6%	54.6%	26.6%
%H (All HH)		100.0%	99.7%	54.5%	17.9%	72.9%	44.0%	28.8%
%H (TV HH)			99.7%	54.5%	17.9%	72.9%	44.0%	28.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Main living room	1469	1469	1424	613	206	1086	465	621
%V	96.8%	98.9%	99.0%	99.0%	100.0%	99.1%	99.6%	98.7%
%H (All HH)		100.0%	96.9%	41.7%	14.0%	73.9%	31.7%	42.3%
%H (TV HH)			96.9%	41.7%	14.0%	73.9%	31.7%	42.3%
Kitchen	196	196	192	101	25	155	86	69
%V	12.9%	13.2%	13.4%	16.3%	12.1%	14.1%	18.4%	11.0%
%H (All HH)		100.0%	98.0%	51.5%	12.8%	79.1%	43.9%	35.2%
%H (TV HH)			98.0%	51.5%	12.8%	79.1%	43.9%	35.2%
Adult's bedroom	681	681	670	334	115	540	310	230
%V	44.9%	45.8%	46.6%	54.0%	55.8%	49.3%	66.4%	36.6%
%H (All HH)		100.0%	98.4%	49.0%	16.9%	79.3%	45.5%	33.8%
%H (TV HH)			98.4%	49.0%	16.9%	79.3%	45.5%	33.8%
Child's bedroom	145	145	145	83	32	116	84	32
%V	9.6%	9.8%	10.1%	13.4%	15.5%	10.6%	18.0%	5.1%
%H (All HH)		100.0%	100.0%	57.2%	22.1%	80.0%	57.9%	22.1%
%H (TV HH)			100.0%	57.2%	22.1%	80.0%	57.9%	22.1%
Other bedroom	96	96	95	53	17	82	54	28
%V	6.3%	6.5%	6.6%	8.6%	8.3%	7.5%	11.6%	4.5%
%H (All HH)		100.0%	99.0%	55.2%	17.7%	85.4%	56.3%	29.2%
%H (TV HH)			99.0%	55.2%	17.7%	85.4%	56.3%	29.2%
Second living/dining room	152	152	147	79	17	120	66	54
%V	10.0%	10.2%	10.2%	12.8%	8.3%	10.9%	14.1%	8.6%
%H (All HH)		100.0%	96.7%	52.0%	11.2%	78.9%	43.4%	35.5%
%H (TV HH)			96.7%	52.0%	11.2%	78.9%	43.4%	35.5%
Study/office	22	22	22	11	2	16	8	9
%V	1.4%	1.5%	1.5%	1.8%	1.0%	1.5%	1.7%	1.4%
%H (All HH)		100.0%	100.0%	50.0%	9.1%	72.7%	36.4%	40.9%
%H (TV HH)			100.0%	50.0%	9.1%	72.7%	36.4%	40.9%
TV room	12	12	12	7	2	9	5	4
%V	0.8%	0.8%	0.8%	1.1%	1.0%	0.8%	1.1%	0.6%
%H (All HH)		100.0%	100.0%	58.3%	16.7%	75.0%	41.7%	33.3%
%H (TV HH)			100.0%	58.3%	16.7%	75.0%	41.7%	33.3%
Conservatory	20	20	20	12	3	19	14	6
%V	1.3%	1.3%	1.4%	1.9%	1.5%	1.7%	3.0%	1.0%
%H (All HH)		100.0%	100.0%	60.0%	15.0%	95.0%	70.0%	30.0%
%H (TV HH)			100.0%	60.0%	15.0%	95.0%	70.0%	30.0%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	3	3	3	2	0	3	2	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
Other	12	12	12	7	2	8	6	3
%V	0.8%	0.8%	0.8%	1.1%	1.0%	0.7%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	58.3%	16.7%	66.7%	50.0%	25.0%
%H (TV HH)			100.0%	58.3%	16.7%	66.7%	50.0%	25.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
PVR	760	760	760	498	129	512	364	149
%V	50.1%	51.1%	52.9%	80.5%	62.6%	46.7%	77.9%	23.7%
%H (All HH)		100.0%	100.0%	65.5%	17.0%	67.4%	47.9%	19.6%
%H (TV HH)			100.0%	65.5%	17.0%	67.4%	47.9%	19.6%
DVDR	174	174	169	68	25	142	63	79
%V	11.5%	11.7%	11.8%	11.0%	12.1%	13.0%	13.5%	12.6%
%H (All HH)		100.0%	97.1%	39.1%	14.4%	81.6%	36.2%	45.4%
%H (TV HH)			97.1%	39.1%	14.4%	81.6%	36.2%	45.4%
VCR	164	164	154	54	19	128	45	83
%V	10.8%	11.0%	10.7%	8.7%	9.2%	11.7%	9.6%	13.2%
%H (All HH)		100.0%	93.9%	32.9%	11.6%	78.0%	27.4%	50.6%
%H (TV HH)			93.9%	32.9%	11.6%	78.0%	27.4%	50.6%
Any recorder	947	947	934	532	149	664	397	267
%V	62.4%	63.7%	65.0%	85.9%	72.3%	60.6%	85.0%	42.4%
%H (All HH)		100.0%	98.6%	56.2%	15.7%	70.1%	41.9%	28.2%
%H (TV HH)			98.6%	56.2%	15.7%	70.1%	41.9%	28.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North East & Cumbria
Household level data
Table 9.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Receives HDTV (via STB or built-in reception)	604	604	604	312	142	432	268	164
%V	39.8%	40.6%	42.0%	50.4%	68.9%	39.4%	57.4%	26.1%
%H (All HH)		100.0%	100.0%	51.7%	23.5%	71.5%	44.4%	27.2%
%H (TV HH)			100.0%	51.7%	23.5%	71.5%	44.4%	27.2%
DVD/Blu-ray player or recorder	1161	1161	1142	515	168	881	409	472
%V	76.5%	78.1%	79.4%	83.2%	81.6%	80.4%	87.6%	75.0%
%H (All HH)		100.0%	98.4%	44.4%	14.5%	75.9%	35.2%	40.7%
%H (TV HH)			98.4%	44.4%	14.5%	75.9%	35.2%	40.7%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1518	1486	1438	619	206	1096	467	629
%H (All HH)		97.9%	94.7%	40.8%	13.6%	72.2%	30.8%	41.4%
%H (TV HH)			96.8%	41.7%	13.9%	73.8%	31.4%	42.3%
Has PC or Laptop	1107	1087	1068	523	179	777	396	381
%V	72.9%	73.1%	74.3%	84.5%	86.9%	70.9%	84.8%	60.6%
%H (All HH)		98.2%	96.5%	47.2%	16.2%	70.2%	35.8%	34.4%
%H (TV HH)			98.3%	48.1%	16.5%	71.5%	36.4%	35.1%
Has broadband internet	999	982	966	490	176	693	378	315
%V	65.8%	66.1%	67.2%	79.2%	85.4%	63.2%	80.9%	50.1%
%H (All HH)		98.3%	96.7%	49.0%	17.6%	69.4%	37.8%	31.5%
%H (TV HH)			98.4%	49.9%	17.9%	70.6%	38.5%	32.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3084	3014	1468	476	2359	1246	1113
%H		97.7%	47.6%	15.4%	76.5%	40.4%	36.1%
Under 20"	645	618	291	81	505	254	251
%V	20.9%	20.5%	19.8%	17.0%	21.4%	20.4%	22.6%
%H		95.8%	45.1%	12.6%	78.3%	39.4%	38.9%
20" - 29"	773	748	335	110	610	297	313
%V	25.1%	24.8%	22.8%	23.1%	25.9%	23.8%	28.1%
%H		96.8%	43.3%	14.2%	78.9%	38.4%	40.5%
30" - 39"	862	853	397	136	674	341	334
%V	28.0%	28.3%	27.0%	28.6%	28.6%	27.4%	30.0%
%H		99.0%	46.1%	15.8%	78.2%	39.6%	38.7%
40" and over	667	664	372	120	490	303	186
%V	21.6%	22.0%	25.3%	25.2%	20.8%	24.3%	16.7%
%H		99.6%	55.8%	18.0%	73.5%	45.4%	27.9%
Don't know	33	30	13	7	21	11	11
%V	1.1%	1.0%	0.9%	1.5%	0.9%	0.9%	1.0%
%H		90.9%	39.4%	21.2%	63.6%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3084	3014	1468	476	2359	1246	1113
%H		97.7%	47.6%	15.4%	76.5%	40.4%	36.1%
Main living room	1471	1427	615	206	1088	467	621
%V	47.7%	47.3%	41.9%	43.3%	46.1%	37.5%	55.8%
%H		97.0%	41.8%	14.0%	74.0%	31.7%	42.2%
Kitchen	198	195	102	25	156	86	70
%V	6.4%	6.5%	6.9%	5.3%	6.6%	6.9%	6.3%
%H		98.5%	51.5%	12.6%	78.8%	43.4%	35.4%
Adult's bedroom	789	778	401	131	631	375	256
%V	25.6%	25.8%	27.3%	27.5%	26.7%	30.1%	23.0%
%H		98.6%	50.8%	16.6%	80.0%	47.5%	32.4%
Child's bedroom	185	185	107	42	150	109	41
%V	6.0%	6.1%	7.3%	8.8%	6.4%	8.7%	3.7%
%H		100.0%	57.8%	22.7%	81.1%	58.9%	22.2%
Other bedroom	112	111	63	23	98	68	30
%V	3.6%	3.7%	4.3%	4.8%	4.2%	5.5%	2.7%
%H		99.1%	56.3%	20.5%	87.5%	60.7%	26.8%
Second living/dining room	154	149	79	17	121	66	55
%V	5.0%	4.9%	5.4%	3.6%	5.1%	5.3%	4.9%
%H		96.8%	51.3%	11.0%	78.6%	42.9%	35.7%
Study/office	22	22	11	2	16	8	9
%V	0.7%	0.7%	0.7%	0.4%	0.7%	0.6%	0.8%
%H		100.0%	50.0%	9.1%	72.7%	36.4%	40.9%
TV room	12	12	7	2	9	5	4
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%
%H		100.0%	58.3%	16.7%	75.0%	41.7%	33.3%
Conservatory	20	20	12	3	19	14	6
%V	0.6%	0.7%	0.8%	0.6%	0.8%	1.1%	0.5%
%H		100.0%	60.0%	15.0%	95.0%	70.0%	30.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	3	3	2	0	3	2	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
Other	13	13	8	2	10	7	3
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.6%	0.3%
%H		100.0%	61.5%	15.4%	76.9%	53.8%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3084	3014	1468	476	2359	1246	1113
%H		97.7%	47.6%	15.4%	76.5%	40.4%	36.1%
PVR	950	950	653	156	617	457	160
%V	30.8%	31.5%	44.5%	32.8%	26.2%	36.7%	14.4%
%H		100.0%	68.7%	16.4%	64.9%	48.1%	16.8%
DVDR	197	191	80	29	163	78	85
%V	6.4%	6.3%	5.4%	6.1%	6.9%	6.3%	7.6%
%H		97.0%	40.6%	14.7%	82.7%	39.6%	43.1%
VCR	185	174	61	22	144	52	92
%V	6.0%	5.8%	4.2%	4.6%	6.1%	4.2%	8.3%
%H		94.1%	33.0%	11.9%	77.8%	28.1%	49.7%
Any recorder	1212	1198	727	189	829	526	303
%V	39.3%	39.7%	49.5%	39.7%	35.1%	42.2%	27.2%
%H		98.8%	60.0%	15.6%	68.4%	43.4%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3084	3014	1468	476	2359	1246	1113
%H		97.7%	47.6%	15.4%	76.5%	40.4%	36.1%
Receives HDTV (via STB or built-in reception)	781	781	399	198	551	347	205
%V	25.3%	25.9%	27.2%	41.6%	23.4%	27.8%	18.4%
%H		100.0%	51.1%	25.4%	70.6%	44.4%	26.2%
DVD/Blu-ray player or recorder	1756	1734	831	277	1378	723	655
%V	56.9%	57.5%	56.6%	58.2%	58.4%	58.0%	58.8%
%H		98.7%	47.3%	15.8%	78.5%	41.2%	37.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria
Set level data
Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1485	1437	618	206	1095	466	629
%H		96.8%	41.6%	13.9%	73.7%	31.4%	42.4%
Under 20"	42	31	3	3	29	4	25
%V	2.8%	2.2%	0.5%	1.5%	2.6%	0.9%	4.0%
%H		73.8%	7.1%	7.1%	69.0%	9.5%	59.5%
20" - 29"	285	263	71	28	208	41	167
%V	19.2%	18.3%	11.5%	13.6%	19.0%	8.8%	26.6%
%H		92.3%	24.9%	9.8%	73.0%	14.4%	58.6%
30" - 39"	575	567	228	75	440	172	268
%V	38.7%	39.5%	36.9%	36.4%	40.2%	36.9%	42.6%
%H		98.6%	39.7%	13.0%	76.5%	29.9%	46.6%
40" and over	563	560	310	98	408	245	162
%V	37.9%	39.0%	50.2%	47.6%	37.3%	52.6%	25.8%
%H		99.5%	55.1%	17.4%	72.5%	43.5%	28.8%
Don't know	18	15	6	3	10	3	7
%V	1.2%	1.0%	1.0%	1.5%	0.9%	0.6%	1.1%
%H		83.3%	33.3%	16.7%	55.6%	16.7%	38.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1485	1437	618	206	1095	466	629
%H		96.8%	41.6%	13.9%	73.7%	31.4%	42.4%
PVR	740	740	489	125	496	357	139
%V	49.8%	51.5%	79.1%	60.7%	45.3%	76.6%	22.1%
%H		100.0%	66.1%	16.9%	67.0%	48.2%	18.8%
DVDR	141	137	49	16	117	45	72
%V	9.5%	9.5%	7.9%	7.8%	10.7%	9.7%	11.4%
%H		97.2%	34.8%	11.3%	83.0%	31.9%	51.1%
VCR	137	127	37	17	107	32	75
%V	9.2%	8.8%	6.0%	8.3%	9.8%	6.9%	11.9%
%H		92.7%	27.0%	12.4%	78.1%	23.4%	54.7%
Any recorder	915	903	521	143	638	386	253
%V	61.6%	62.8%	84.3%	69.4%	58.3%	82.8%	40.2%
%H		98.7%	56.9%	15.6%	69.7%	42.2%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1485	1437	618	206	1095	466	629
%H		96.8%	41.6%	13.9%	73.7%	31.4%	42.4%
Receives HDTV (via STB or built-in reception)	579	579	300	138	410	257	152
%V	39.0%	40.3%	48.5%	67.0%	37.4%	55.2%	24.2%
%H		100.0%	51.8%	23.8%	70.8%	44.4%	26.3%
DVD/Blu-ray player or recorder	1087	1070	481	150	826	374	452
%V	73.2%	74.5%	77.8%	72.8%	75.4%	80.3%	71.9%
%H		98.4%	44.3%	13.8%	76.0%	34.4%	41.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1599	1577	850	269	1264	780	484
%H		98.6%	53.2%	16.8%	79.0%	48.8%	30.3%
Under 20"	604	587	288	78	476	250	226
%V	37.8%	37.2%	33.9%	29.0%	37.7%	32.1%	46.7%
%H		97.2%	47.7%	12.9%	78.8%	41.4%	37.4%
20" - 29"	488	485	264	82	403	256	147
%V	30.5%	30.8%	31.1%	30.5%	31.9%	32.8%	30.4%
%H		99.4%	54.1%	16.8%	82.6%	52.5%	30.1%
30" - 39"	287	286	169	61	234	168	66
%V	17.9%	18.1%	19.9%	22.7%	18.5%	21.5%	13.6%
%H		99.7%	58.9%	21.3%	81.5%	58.5%	23.0%
40" and over	104	104	62	22	82	58	24
%V	6.5%	6.6%	7.3%	8.2%	6.5%	7.4%	5.0%
%H		100.0%	59.6%	21.2%	78.8%	55.8%	23.1%
Don't know	16	15	7	4	11	8	4
%V	1.0%	1.0%	0.8%	1.5%	0.9%	1.0%	0.8%
%H		93.8%	43.8%	25.0%	68.8%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1599	1577	850	269	1264	780	484
%H		98.6%	53.2%	16.8%	79.0%	48.8%	30.3%
PVR	209	209	163	31	122	100	21
%V	13.1%	13.3%	19.2%	11.5%	9.7%	12.8%	4.3%
%H		100.0%	78.0%	14.8%	58.4%	47.8%	10.0%
DVDR	56	54	31	13	46	33	13
%V	3.5%	3.4%	3.6%	4.8%	3.6%	4.2%	2.7%
%H		96.4%	55.4%	23.2%	82.1%	58.9%	23.2%
VCR	48	47	25	5	37	20	17
%V	3.0%	3.0%	2.9%	1.9%	2.9%	2.6%	3.5%
%H		97.9%	52.1%	10.4%	77.1%	41.7%	35.4%
Any recorder	297	295	206	46	190	140	50
%V	18.6%	18.7%	24.2%	17.1%	15.0%	17.9%	10.3%
%H		99.3%	69.4%	15.5%	64.0%	47.1%	16.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1599	1577	850	269	1264	780	484
%H		98.6%	53.2%	16.8%	79.0%	48.8%	30.3%
Receives HDTV (via STB or built-in reception)	203	203	98	60	141	89	52
%V	12.7%	12.9%	11.5%	22.3%	11.2%	11.4%	10.7%
%H		100.0%	48.3%	29.6%	69.5%	43.8%	25.6%
DVD/Blu-ray player or recorder	668	664	350	127	552	349	203
%V	41.8%	42.1%	41.2%	47.2%	43.7%	44.7%	41.9%
%H		99.4%	52.4%	19.0%	82.6%	52.2%	30.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3353	3297	3221	1578	513	2415	1244	1172
%H		98.3%	96.1%	47.1%	15.3%	72.0%	37.1%	35.0%
Total Children	589	587	584	332	100	425	267	159
%V	17.6%	17.8%	18.1%	21.0%	19.5%	17.6%	21.5%	13.6%
%H		99.7%	99.2%	56.4%	17.0%	72.2%	45.3%	27.0%
0 - 3	167	165	164	94	20	118	68	51
%V	5.0%	5.0%	5.1%	6.0%	3.9%	4.9%	5.5%	4.4%
%H		98.8%	98.2%	56.3%	12.0%	70.7%	40.7%	30.5%
4 - 15	423	422	420	238	80	307	199	108
%V	12.6%	12.8%	13.0%	15.1%	15.6%	12.7%	16.0%	9.2%
%H		99.8%	99.3%	56.3%	18.9%	72.6%	47.0%	25.5%
4 - 9	212	211	210	120	35	153	95	58
%V	6.3%	6.4%	6.5%	7.6%	6.8%	6.3%	7.6%	4.9%
%H		99.5%	99.1%	56.6%	16.5%	72.2%	44.8%	27.4%
10 - 15	211	210	210	117	45	154	104	50
%V	6.3%	6.4%	6.5%	7.4%	8.8%	6.4%	8.4%	4.3%
%H		99.5%	99.5%	55.5%	21.3%	73.0%	49.3%	23.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3353	3297	3221	1578	513	2415	1244	1172
%H		98.3%	96.1%	47.1%	15.3%	72.0%	37.1%	35.0%
Total Adults (16+)	2764	2710	2637	1246	414	1990	977	1013
%V	82.4%	82.2%	81.9%	79.0%	80.7%	82.4%	78.5%	86.4%
%H		98.0%	95.4%	45.1%	15.0%	72.0%	35.3%	36.6%
16 - 19	167	160	158	84	38	122	82	40
%V	5.0%	4.9%	4.9%	5.3%	7.4%	5.1%	6.6%	3.4%
%H		95.8%	94.6%	50.3%	22.8%	73.1%	49.1%	24.0%
20 - 24	212	205	205	93	37	151	74	76
%V	6.3%	6.2%	6.4%	5.9%	7.2%	6.3%	5.9%	6.5%
%H		96.7%	96.7%	43.9%	17.5%	71.2%	34.9%	35.8%
25 - 34	427	410	396	209	56	274	139	135
%V	12.7%	12.4%	12.3%	13.2%	10.9%	11.3%	11.2%	11.5%
%H		96.0%	92.7%	48.9%	13.1%	64.2%	32.6%	31.6%
35 - 44	408	404	401	243	64	279	178	101
%V	12.2%	12.3%	12.4%	15.4%	12.5%	11.6%	14.3%	8.6%
%H		99.0%	98.3%	59.6%	15.7%	68.4%	43.6%	24.8%
45 - 54	490	481	471	241	83	359	204	155
%V	14.6%	14.6%	14.6%	15.3%	16.2%	14.9%	16.4%	13.2%
%H		98.2%	96.1%	49.2%	16.9%	73.3%	41.6%	31.6%
55 - 64	435	431	423	181	73	325	150	175
%V	13.0%	13.1%	13.1%	11.5%	14.2%	13.5%	12.1%	14.9%
%H		99.1%	97.2%	41.6%	16.8%	74.7%	34.5%	40.2%
65+	624	618	582	195	62	481	149	332
%V	18.6%	18.7%	18.1%	12.4%	12.1%	19.9%	12.0%	28.3%
%H		99.0%	93.3%	31.3%	9.9%	77.1%	23.9%	53.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2764	2710	2637	1246	414	1990	977	1013
%H		98.0%	95.4%	45.1%	15.0%	72.0%	35.3%	36.6%
AB	550	539	524	289	76	360	188	173
%V	19.9%	19.9%	19.9%	23.2%	18.4%	18.1%	19.2%	17.1%
%H		98.0%	95.3%	52.5%	13.8%	65.5%	34.2%	31.5%
C1	732	708	696	346	116	512	270	242
%V	26.5%	26.1%	26.4%	27.8%	28.0%	25.7%	27.6%	23.9%
%H		96.7%	95.1%	47.3%	15.8%	69.9%	36.9%	33.1%
C2	642	637	623	300	105	494	269	225
%V	23.2%	23.5%	23.6%	24.1%	25.4%	24.8%	27.5%	22.2%
%H		99.2%	97.0%	46.7%	16.4%	76.9%	41.9%	35.0%
D	473	469	456	208	76	342	165	177
%V	17.1%	17.3%	17.3%	16.7%	18.4%	17.2%	16.9%	17.5%
%H		99.2%	96.4%	44.0%	16.1%	72.3%	34.9%	37.4%
E	366	358	338	103	40	282	86	197
%V	13.2%	13.2%	12.8%	8.3%	9.7%	14.2%	8.8%	19.4%
%H		97.8%	92.3%	28.1%	10.9%	77.0%	23.5%	53.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2764	2710	2637	1246	414	1990	977	1013
%H		98.0%	95.4%	45.1%	15.0%	72.0%	35.3%	36.6%
Working full time	1138	1121	1101	605	183	787	462	325
%V	41.2%	41.4%	41.8%	48.6%	44.2%	39.5%	47.3%	32.1%
%H		98.5%	96.7%	53.2%	16.1%	69.2%	40.6%	28.6%
Working part time	295	292	292	169	46	212	129	83
%V	10.7%	10.8%	11.1%	13.6%	11.1%	10.7%	13.2%	8.2%
%H		99.0%	99.0%	57.3%	15.6%	71.9%	43.7%	28.1%
Not working	1331	1297	1244	471	185	991	386	606
%V	48.2%	47.9%	47.2%	37.8%	44.7%	49.8%	39.5%	59.8%
%H		97.4%	93.5%	35.4%	13.9%	74.5%	29.0%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1351	1320	1284	638	201	963	499	464
%H		97.7%	95.0%	47.2%	14.9%	71.3%	36.9%	34.3%
16 - 19	86	83	83	43	21	69	47	21
%V	6.4%	6.3%	6.5%	6.7%	10.4%	7.2%	9.4%	4.5%
%H		96.5%	96.5%	50.0%	24.4%	80.2%	54.7%	24.4%
20 - 24	107	104	104	49	20	75	40	36
%V	7.9%	7.9%	8.1%	7.7%	10.0%	7.8%	8.0%	7.8%
%H		97.2%	97.2%	45.8%	18.7%	70.1%	37.4%	33.6%
25 - 34	220	210	202	113	26	135	71	64
%V	16.3%	15.9%	15.7%	17.7%	12.9%	14.0%	14.2%	13.8%
%H		95.5%	91.8%	51.4%	11.8%	61.4%	32.3%	29.1%
35 - 44	199	196	195	116	30	135	84	51
%V	14.7%	14.8%	15.2%	18.2%	14.9%	14.0%	16.8%	11.0%
%H		98.5%	98.0%	58.3%	15.1%	67.8%	42.2%	25.6%
45 - 54	244	237	229	123	36	174	100	74
%V	18.1%	18.0%	17.8%	19.3%	17.9%	18.1%	20.0%	15.9%
%H		97.1%	93.9%	50.4%	14.8%	71.3%	41.0%	30.3%
55 - 64	211	210	206	93	37	161	82	79
%V	15.6%	15.9%	16.0%	14.6%	18.4%	16.7%	16.4%	17.0%
%H		99.5%	97.6%	44.1%	17.5%	76.3%	38.9%	37.4%
65+	284	280	266	101	31	213	75	138
%V	21.0%	21.2%	20.7%	15.8%	15.4%	22.1%	15.0%	29.7%
%H		98.6%	93.7%	35.6%	10.9%	75.0%	26.4%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1351	1320	1284	638	201	963	499	464
%H		97.7%	95.0%	47.2%	14.9%	71.3%	36.9%	34.3%
AB	285	278	269	157	40	184	103	81
%V	21.1%	21.1%	21.0%	24.6%	19.9%	19.1%	20.6%	17.5%
%H		97.5%	94.4%	55.1%	14.0%	64.6%	36.1%	28.4%
C1	341	330	325	175	51	236	133	103
%V	25.2%	25.0%	25.3%	27.4%	25.4%	24.5%	26.7%	22.2%
%H		96.8%	95.3%	51.3%	15.0%	69.2%	39.0%	30.2%
C2	353	349	340	163	57	271	149	123
%V	26.1%	26.4%	26.5%	25.5%	28.4%	28.1%	29.9%	26.5%
%H		98.9%	96.3%	46.2%	16.1%	76.8%	42.2%	34.8%
D	228	226	221	104	38	165	82	82
%V	16.9%	17.1%	17.2%	16.3%	18.9%	17.1%	16.4%	17.7%
%H		99.1%	96.9%	45.6%	16.7%	72.4%	36.0%	36.0%
E	144	137	129	39	16	107	31	75
%V	10.7%	10.4%	10.0%	6.1%	8.0%	11.1%	6.2%	16.2%
%H		95.1%	89.6%	27.1%	11.1%	74.3%	21.5%	52.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1351	1320	1284	638	201	963	499	464
%H		97.7%	95.0%	47.2%	14.9%	71.3%	36.9%	34.3%
Working full time	712	701	689	390	112	497	304	193
%V	52.7%	53.1%	53.7%	61.1%	55.7%	51.6%	60.9%	41.6%
%H		98.5%	96.8%	54.8%	15.7%	69.8%	42.7%	27.1%
Working part time	56	54	54	35	9	32	20	12
%V	4.1%	4.1%	4.2%	5.5%	4.5%	3.3%	4.0%	2.6%
%H		96.4%	96.4%	62.5%	16.1%	57.1%	35.7%	21.4%
Not working	583	565	541	212	81	433	174	259
%V	43.2%	42.8%	42.1%	33.2%	40.3%	45.0%	34.9%	55.8%
%H		96.9%	92.8%	36.4%	13.9%	74.3%	29.8%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1413	1390	1353	608	212	1027	478	549
%H		98.4%	95.8%	43.0%	15.0%	72.7%	33.8%	38.9%
16 - 19	81	77	75	41	17	53	35	18
%V	5.7%	5.5%	5.5%	6.7%	8.0%	5.2%	7.3%	3.3%
%H		95.1%	92.6%	50.6%	21.0%	65.4%	43.2%	22.2%
20 - 24	105	102	101	44	17	75	35	40
%V	7.4%	7.3%	7.5%	7.2%	8.0%	7.3%	7.3%	7.3%
%H		97.1%	96.2%	41.9%	16.2%	71.4%	33.3%	38.1%
25 - 34	207	200	195	96	30	138	68	70
%V	14.6%	14.4%	14.4%	15.8%	14.2%	13.4%	14.2%	12.8%
%H		96.6%	94.2%	46.4%	14.5%	66.7%	32.9%	33.8%
35 - 44	209	208	207	127	34	144	94	50
%V	14.8%	15.0%	15.3%	20.9%	16.0%	14.0%	19.7%	9.1%
%H		99.5%	99.0%	60.8%	16.3%	68.9%	45.0%	23.9%
45 - 54	246	244	242	118	47	184	104	80
%V	17.4%	17.6%	17.9%	19.4%	22.2%	17.9%	21.8%	14.6%
%H		99.2%	98.4%	48.0%	19.1%	74.8%	42.3%	32.5%
55 - 64	224	221	217	88	36	164	68	96
%V	15.9%	15.9%	16.0%	14.5%	17.0%	16.0%	14.2%	17.5%
%H		98.7%	96.9%	39.3%	16.1%	73.2%	30.4%	42.9%
65+	340	338	316	94	31	268	74	194
%V	24.1%	24.3%	23.4%	15.5%	14.6%	26.1%	15.5%	35.3%
%H		99.4%	92.9%	27.6%	9.1%	78.8%	21.8%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		1413	1390	1353	608	212	1027	478	549
	%H		98.4%	95.8%	43.0%	15.0%	72.7%	33.8%	38.9%
AB		265	261	255	132	36	177	84	92
	%V	18.8%	18.8%	18.8%	21.7%	17.0%	17.2%	17.6%	16.8%
	%H		98.5%	96.2%	49.8%	13.6%	66.8%	31.7%	34.7%
C1		391	378	371	171	65	276	137	139
	%V	27.7%	27.2%	27.4%	28.1%	30.7%	26.9%	28.7%	25.3%
	%H		96.7%	94.9%	43.7%	16.6%	70.6%	35.0%	35.5%
C2		289	288	283	137	48	222	120	102
	%V	20.5%	20.7%	20.9%	22.5%	22.6%	21.6%	25.1%	18.6%
	%H		99.7%	97.9%	47.4%	16.6%	76.8%	41.5%	35.3%
D		245	243	235	104	39	177	82	95
	%V	17.3%	17.5%	17.4%	17.1%	18.4%	17.2%	17.2%	17.3%
	%H		99.2%	95.9%	42.4%	15.9%	72.2%	33.5%	38.8%
E		222	220	209	65	24	175	54	121
	%V	15.7%	15.8%	15.4%	10.7%	11.3%	17.0%	11.3%	22.0%
	%H		99.1%	94.1%	29.3%	10.8%	78.8%	24.3%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1413	1390	1353	608	212	1027	478	549
%H		98.4%	95.8%	43.0%	15.0%	72.7%	33.8%	38.9%
Working full time	426	420	413	215	71	290	158	132
%V	30.1%	30.2%	30.5%	35.4%	33.5%	28.2%	33.1%	24.0%
%H		98.6%	96.9%	50.5%	16.7%	68.1%	37.1%	31.0%
Working part time	239	238	237	134	38	180	109	71
%V	16.9%	17.1%	17.5%	22.0%	17.9%	17.5%	22.8%	12.9%
%H		99.6%	99.2%	56.1%	15.9%	75.3%	45.6%	29.7%
Not working	747	732	703	259	104	558	212	346
%V	52.9%	52.7%	52.0%	42.6%	49.1%	54.3%	44.4%	63.0%
%H		98.0%	94.1%	34.7%	13.9%	74.7%	28.4%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
AB	611	596	596	280	94	494	270	225
%V	20.7%	20.8%	20.8%	24.2%	19.8%	20.6%	23.5%	18.0%
%H (All HH)		97.5%	97.5%	45.8%	15.4%	80.9%	44.2%	36.8%
%H (TV HH)			100.0%	47.0%	15.8%	82.9%	45.3%	37.8%
C1	775	753	749	313	139	617	314	304
%V	26.3%	26.2%	26.2%	27.0%	29.3%	25.7%	27.3%	24.3%
%H (All HH)		97.2%	96.6%	40.4%	17.9%	79.6%	40.5%	39.2%
%H (TV HH)			99.5%	41.6%	18.5%	81.9%	41.7%	40.4%
C2	617	605	603	250	113	517	271	246
%V	20.9%	21.1%	21.1%	21.6%	23.8%	21.6%	23.6%	19.7%
%H (All HH)		98.1%	97.7%	40.5%	18.3%	83.8%	43.9%	39.9%
%H (TV HH)			99.7%	41.3%	18.7%	85.5%	44.8%	40.7%
D	474	459	459	185	75	388	186	202
%V	16.1%	16.0%	16.0%	16.0%	15.8%	16.2%	16.2%	16.2%
%H (All HH)		96.8%	96.8%	39.0%	15.8%	81.9%	39.2%	42.6%
%H (TV HH)			100.0%	40.3%	16.3%	84.5%	40.5%	44.0%
E	472	456	454	131	53	383	110	273
%V	16.0%	15.9%	15.9%	11.3%	11.2%	16.0%	9.6%	21.9%
%H (All HH)		96.6%	96.2%	27.8%	11.2%	81.1%	23.3%	57.8%
%H (TV HH)			99.6%	28.7%	11.6%	84.0%	24.1%	59.9%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Under 25	128	117	117	52	19	86	41	46
%V	4.3%	4.1%	4.1%	4.5%	4.0%	3.6%	3.6%	3.7%
%H (All HH)		91.4%	91.4%	40.6%	14.8%	67.2%	32.0%	35.9%
%H (TV HH)			100.0%	44.4%	16.2%	73.5%	35.0%	39.3%
25 - 34	428	410	406	210	72	313	187	126
%V	14.5%	14.3%	14.2%	18.1%	15.2%	13.0%	16.3%	10.1%
%H (All HH)		95.8%	94.9%	49.1%	16.8%	73.1%	43.7%	29.4%
%H (TV HH)			99.0%	51.2%	17.6%	76.3%	45.6%	30.7%
35 - 44	513	495	494	230	113	405	246	158
%V	17.4%	17.3%	17.3%	19.8%	23.8%	16.9%	21.4%	12.7%
%H (All HH)		96.5%	96.3%	44.8%	22.0%	78.9%	48.0%	30.8%
%H (TV HH)			99.8%	46.5%	22.8%	81.8%	49.7%	31.9%
45 - 54	582	575	574	265	113	476	276	200
%V	19.7%	20.0%	20.1%	22.9%	23.8%	19.8%	24.0%	16.0%
%H (All HH)		98.8%	98.6%	45.5%	19.4%	81.8%	47.4%	34.4%
%H (TV HH)			99.8%	46.1%	19.7%	82.8%	48.0%	34.8%
55 - 64	501	489	489	202	77	414	199	215
%V	17.0%	17.0%	17.1%	17.4%	16.2%	17.3%	17.3%	17.2%
%H (All HH)		97.6%	97.6%	40.3%	15.4%	82.6%	39.7%	42.9%
%H (TV HH)			100.0%	41.3%	15.7%	84.7%	40.7%	44.0%
65 +	795	783	781	199	80	705	201	504
%V	27.0%	27.3%	27.3%	17.2%	16.8%	29.4%	17.5%	40.4%
%H (All HH)		98.5%	98.2%	25.0%	10.1%	88.7%	25.3%	63.4%
%H (TV HH)			99.7%	25.4%	10.2%	90.0%	25.7%	64.4%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
1	1070	1022	1018	276	123	882	258	624
%V	36.3%	35.6%	35.6%	23.8%	25.9%	36.8%	22.4%	50.0%
%H (All HH)		95.5%	95.1%	25.8%	11.5%	82.4%	24.1%	58.3%
%H (TV HH)			99.6%	27.0%	12.0%	86.3%	25.2%	61.1%
2	864	854	852	365	133	710	350	360
%V	29.3%	29.8%	29.8%	31.5%	28.0%	29.6%	30.4%	28.8%
%H (All HH)		98.8%	98.6%	42.2%	15.4%	82.2%	40.5%	41.7%
%H (TV HH)			99.8%	42.7%	15.6%	83.1%	41.0%	42.2%
3	446	438	437	221	90	360	231	129
%V	15.1%	15.3%	15.3%	19.1%	18.9%	15.0%	20.1%	10.3%
%H (All HH)		98.2%	98.0%	49.6%	20.2%	80.7%	51.8%	28.9%
%H (TV HH)			99.8%	50.5%	20.5%	82.2%	52.7%	29.5%
4	380	373	373	197	85	306	211	95
%V	12.9%	13.0%	13.0%	17.0%	17.9%	12.8%	18.3%	7.6%
%H (All HH)		98.2%	98.2%	51.8%	22.4%	80.5%	55.5%	25.0%
%H (TV HH)			100.0%	52.8%	22.8%	82.0%	56.6%	25.5%
5+	189	182	182	101	44	141	100	41
%V	6.4%	6.3%	6.4%	8.7%	9.3%	5.9%	8.7%	3.3%
%H (All HH)		96.3%	96.3%	53.4%	23.3%	74.6%	52.9%	21.7%
%H (TV HH)			100.0%	55.5%	24.2%	77.5%	54.9%	22.5%
Average HH size	2.27	2.27	2.27	2.59	2.60	2.24	2.63	1.87

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Without	2213	2147	2140	783	323	1820	771	1048
%V	75.0%	74.8%	74.8%	67.6%	68.0%	75.9%	67.0%	83.9%
%H (All HH)		97.0%	96.7%	35.4%	14.6%	82.2%	34.8%	47.4%
%H (TV HH)			99.7%	36.5%	15.0%	84.8%	35.9%	48.8%
With	735	723	722	376	152	580	379	201
%V	24.9%	25.2%	25.2%	32.4%	32.0%	24.2%	33.0%	16.1%
%H (All HH)		98.4%	98.2%	51.2%	20.7%	78.9%	51.6%	27.3%
%H (TV HH)			99.9%	52.0%	21.0%	80.2%	52.4%	27.8%
0 - 3	281	275	275	150	51	210	133	77
%V	9.5%	9.6%	9.6%	12.9%	10.7%	8.8%	11.6%	6.2%
%H (All HH)		97.9%	97.9%	53.4%	18.1%	74.7%	47.3%	27.4%
%H (TV HH)			100.0%	54.5%	18.5%	76.4%	48.4%	28.0%
4 - 9	362	355	354	187	74	288	192	96
%V	12.3%	12.4%	12.4%	16.1%	15.6%	12.0%	16.7%	7.7%
%H (All HH)		98.1%	97.8%	51.7%	20.4%	79.6%	53.0%	26.5%
%H (TV HH)			99.7%	52.7%	20.8%	81.1%	54.1%	27.0%
10 - 15	359	354	354	176	86	288	190	98
%V	12.2%	12.3%	12.4%	15.2%	18.1%	12.0%	16.5%	7.8%
%H (All HH)		98.6%	98.6%	49.0%	24.0%	80.2%	52.9%	27.3%
%H (TV HH)			100.0%	49.7%	24.3%	81.4%	53.7%	27.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
1	1128	1128	1121	342	144	882	246	636
%V	38.3%	39.3%	39.2%	29.5%	30.3%	36.8%	21.4%	50.9%
%H (All HH)		100.0%	99.4%	30.3%	12.8%	78.2%	21.8%	56.4%
%H (TV HH)			99.4%	30.3%	12.8%	78.2%	21.8%	56.4%
2	976	976	976	421	159	841	435	406
%V	33.1%	34.0%	34.1%	36.3%	33.5%	35.1%	37.8%	32.5%
%H (All HH)		100.0%	100.0%	43.1%	16.3%	86.2%	44.6%	41.6%
%H (TV HH)			100.0%	43.1%	16.3%	86.2%	44.6%	41.6%
3	473	473	472	237	98	410	267	143
%V	16.0%	16.5%	16.5%	20.4%	20.6%	17.1%	23.2%	11.4%
%H (All HH)		100.0%	99.8%	50.1%	20.7%	86.7%	56.4%	30.2%
%H (TV HH)			99.8%	50.1%	20.7%	86.7%	56.4%	30.2%
4	200	200	200	104	54	181	136	45
%V	6.8%	7.0%	7.0%	9.0%	11.4%	7.5%	11.8%	3.6%
%H (All HH)		100.0%	100.0%	52.0%	27.0%	90.5%	68.0%	22.5%
%H (TV HH)			100.0%	52.0%	27.0%	90.5%	68.0%	22.5%
5+	92	92	92	55	20	85	65	20
%V	3.1%	3.2%	3.2%	4.7%	4.2%	3.5%	5.7%	1.6%
%H (All HH)		100.0%	100.0%	59.8%	21.7%	92.4%	70.7%	21.7%
%H (TV HH)			100.0%	59.8%	21.7%	92.4%	70.7%	21.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Under 20"	793	793	790	317	141	736	396	340
%V	26.9%	27.6%	27.6%	27.4%	29.7%	30.7%	34.4%	27.2%
%H (All HH)		100.0%	99.6%	40.0%	17.8%	92.8%	49.9%	42.9%
%H (TV HH)			99.6%	40.0%	17.8%	92.8%	49.9%	42.9%
20" - 29"	1158	1158	1157	447	177	1027	484	543
%V	39.3%	40.4%	40.4%	38.6%	37.3%	42.8%	42.1%	43.5%
%H (All HH)		100.0%	99.9%	38.6%	15.3%	88.7%	41.8%	46.9%
%H (TV HH)			99.9%	38.6%	15.3%	88.7%	41.8%	46.9%
30" - 39"	1549	1549	1549	647	280	1313	680	632
%V	52.5%	54.0%	54.1%	55.8%	58.9%	54.7%	59.1%	50.6%
%H (All HH)		100.0%	100.0%	41.8%	18.1%	84.8%	43.9%	40.8%
%H (TV HH)			100.0%	41.8%	18.1%	84.8%	43.9%	40.8%
40" and over	1016	1016	1016	568	210	808	557	251
%V	34.5%	35.4%	35.5%	49.0%	44.2%	33.7%	48.4%	20.1%
%H (All HH)		100.0%	100.0%	55.9%	20.7%	79.5%	54.8%	24.7%
%H (TV HH)			100.0%	55.9%	20.7%	79.5%	54.8%	24.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Main living room	2833	2833	2828	1150	472	2372	1144	1228
%V	96.1%	98.7%	98.8%	99.2%	99.4%	98.9%	99.5%	98.3%
%H (All HH)		100.0%	99.8%	40.6%	16.7%	83.7%	40.4%	43.3%
%H (TV HH)			99.8%	40.6%	16.7%	83.7%	40.4%	43.3%
Kitchen	289	289	289	137	43	267	155	112
%V	9.8%	10.1%	10.1%	11.8%	9.1%	11.1%	13.5%	9.0%
%H (All HH)		100.0%	100.0%	47.4%	14.9%	92.4%	53.6%	38.8%
%H (TV HH)			100.0%	47.4%	14.9%	92.4%	53.6%	38.8%
Adult's bedroom	1263	1263	1262	592	249	1113	680	433
%V	42.8%	44.0%	44.1%	51.1%	52.4%	46.4%	59.1%	34.7%
%H (All HH)		100.0%	99.9%	46.9%	19.7%	88.1%	53.8%	34.3%
%H (TV HH)			99.9%	46.9%	19.7%	88.1%	53.8%	34.3%
Child's bedroom	293	293	293	155	71	267	194	73
%V	9.9%	10.2%	10.2%	13.4%	14.9%	11.1%	16.9%	5.8%
%H (All HH)		100.0%	100.0%	52.9%	24.2%	91.1%	66.2%	24.9%
%H (TV HH)			100.0%	52.9%	24.2%	91.1%	66.2%	24.9%
Other bedroom	104	104	104	55	22	91	62	29
%V	3.5%	3.6%	3.6%	4.7%	4.6%	3.8%	5.4%	2.3%
%H (All HH)		100.0%	100.0%	52.9%	21.2%	87.5%	59.6%	27.9%
%H (TV HH)			100.0%	52.9%	21.2%	87.5%	59.6%	27.9%
Second living/dining room	380	380	380	193	68	335	208	127
%V	12.9%	13.2%	13.3%	16.7%	14.3%	14.0%	18.1%	10.2%
%H (All HH)		100.0%	100.0%	50.8%	17.9%	88.2%	54.7%	33.4%
%H (TV HH)			100.0%	50.8%	17.9%	88.2%	54.7%	33.4%
Study/office	41	41	41	22	6	38	25	13
%V	1.4%	1.4%	1.4%	1.9%	1.3%	1.6%	2.2%	1.0%
%H (All HH)		100.0%	100.0%	53.7%	14.6%	92.7%	61.0%	31.7%
%H (TV HH)			100.0%	53.7%	14.6%	92.7%	61.0%	31.7%
TV room	20	20	20	13	2	16	11	5
%V	0.7%	0.7%	0.7%	1.1%	0.4%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	100.0%	65.0%	10.0%	80.0%	55.0%	25.0%
%H (TV HH)			100.0%	65.0%	10.0%	80.0%	55.0%	25.0%
Conservatory	37	37	37	21	6	33	23	10
%V	1.3%	1.3%	1.3%	1.8%	1.3%	1.4%	2.0%	0.8%
%H (All HH)		100.0%	100.0%	56.8%	16.2%	89.2%	62.2%	27.0%
%H (TV HH)			100.0%	56.8%	16.2%	89.2%	62.2%	27.0%
Attic or loft room	3	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
No specific location	5	5	5	2	1	5	3	2
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
Other	12	12	12	6	4	11	9	3
%V	0.4%	0.4%	0.4%	0.5%	0.8%	0.5%	0.8%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	33.3%	91.7%	75.0%	25.0%
%H (TV HH)			100.0%	50.0%	33.3%	91.7%	75.0%	25.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
PVR	1521	1521	1521	928	297	1174	862	312
%V	51.6%	53.0%	53.2%	80.1%	62.5%	48.9%	75.0%	25.0%
%H (All HH)		100.0%	100.0%	61.0%	19.5%	77.2%	56.7%	20.5%
%H (TV HH)			100.0%	61.0%	19.5%	77.2%	56.7%	20.5%
DVDR	203	203	203	83	33	175	86	89
%V	6.9%	7.1%	7.1%	7.2%	6.9%	7.3%	7.5%	7.1%
%H (All HH)		100.0%	100.0%	40.9%	16.3%	86.2%	42.4%	43.8%
%H (TV HH)			100.0%	40.9%	16.3%	86.2%	42.4%	43.8%
VCR	147	147	147	47	27	127	53	75
%V	5.0%	5.1%	5.1%	4.1%	5.7%	5.3%	4.6%	6.0%
%H (All HH)		100.0%	100.0%	32.0%	18.4%	86.4%	36.1%	51.0%
%H (TV HH)			100.0%	32.0%	18.4%	86.4%	36.1%	51.0%
Any recorder	1676	1676	1676	956	322	1311	896	415
%V	56.8%	58.4%	58.6%	82.5%	67.8%	54.6%	77.9%	33.2%
%H (All HH)		100.0%	100.0%	57.0%	19.2%	78.2%	53.5%	24.8%
%H (TV HH)			100.0%	57.0%	19.2%	78.2%	53.5%	24.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Receives HDTV (via STB or built-in reception)	1231	1231	1231	644	329	968	694	275
%V	41.7%	42.9%	43.0%	55.6%	69.3%	40.4%	60.3%	22.0%
%H (All HH)		100.0%	100.0%	52.3%	26.7%	78.6%	56.4%	22.3%
%H (TV HH)			100.0%	52.3%	26.7%	78.6%	56.4%	22.3%
DVD/Blu-ray player or recorder	2180	2180	2179	931	387	1818	939	879
%V	73.9%	76.0%	76.2%	80.3%	81.5%	75.8%	81.7%	70.4%
%H (All HH)		100.0%	100.0%	42.7%	17.8%	83.4%	43.1%	40.3%
%H (TV HH)			100.0%	42.7%	17.8%	83.4%	43.1%	40.3%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2949	2869	2861	1159	475	2399	1150	1249
%H (All HH)		97.3%	97.0%	39.3%	16.1%	81.3%	39.0%	42.4%
%H (TV HH)			99.7%	40.4%	16.6%	83.6%	40.1%	43.5%
Has PC or Laptop	2155	2108	2101	1004	415	1708	1005	703
%V	73.1%	73.5%	73.4%	86.6%	87.4%	71.2%	87.4%	56.3%
%H (All HH)		97.8%	97.5%	46.6%	19.3%	79.3%	46.6%	32.6%
%H (TV HH)			99.7%	47.6%	19.7%	81.0%	47.7%	33.3%
Has broadband internet	2042	1997	1992	966	415	1611	981	630
%V	69.2%	69.6%	69.6%	83.3%	87.4%	67.2%	85.3%	50.4%
%H (All HH)		97.8%	97.6%	47.3%	20.3%	78.9%	48.0%	30.9%
%H (TV HH)			99.7%	48.4%	20.8%	80.7%	49.1%	31.5%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2614	1076	4982	2821	2162
%H		99.8%	45.0%	18.5%	85.9%	48.6%	37.3%
Under 20"	1043	1040	429	197	969	542	427
%V	18.0%	18.0%	16.4%	18.3%	19.5%	19.2%	19.8%
%H		99.7%	41.1%	18.9%	92.9%	52.0%	40.9%
20" - 29"	1468	1467	581	232	1319	652	667
%V	25.3%	25.3%	22.2%	21.6%	26.5%	23.1%	30.9%
%H		99.9%	39.6%	15.8%	89.9%	44.4%	45.4%
30" - 39"	1832	1831	791	346	1552	845	707
%V	31.6%	31.6%	30.3%	32.2%	31.2%	30.0%	32.7%
%H		99.9%	43.2%	18.9%	84.7%	46.1%	38.6%
40" and over	1194	1194	690	248	947	672	275
%V	20.6%	20.6%	26.4%	23.0%	19.0%	23.8%	12.7%
%H		100.0%	57.8%	20.8%	79.3%	56.3%	23.0%
Don't know	99	98	41	12	82	36	46
%V	1.7%	1.7%	1.6%	1.1%	1.6%	1.3%	2.1%
%H		99.0%	41.4%	12.1%	82.8%	36.4%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5803	5792	2614	1076	4982	2821	2162
%H		99.8%	45.0%	18.5%	85.9%	48.6%	37.3%
Main living room	2850	2845	1161	473	2387	1155	1232
%V	49.1%	49.1%	44.4%	44.0%	47.9%	40.9%	57.0%
%H		99.8%	40.7%	16.6%	83.8%	40.5%	43.2%
Kitchen	291	291	138	43	269	155	113
%V	5.0%	5.0%	5.3%	4.0%	5.4%	5.5%	5.2%
%H		100.0%	47.4%	14.8%	92.4%	53.3%	38.8%
Adult's bedroom	1495	1494	706	309	1317	824	493
%V	25.8%	25.8%	27.0%	28.7%	26.4%	29.2%	22.8%
%H		99.9%	47.2%	20.7%	88.1%	55.1%	33.0%
Child's bedroom	377	377	199	95	346	255	91
%V	6.5%	6.5%	7.6%	8.8%	6.9%	9.0%	4.2%
%H		100.0%	52.8%	25.2%	91.8%	67.6%	24.1%
Other bedroom	120	120	66	26	106	74	31
%V	2.1%	2.1%	2.5%	2.4%	2.1%	2.6%	1.4%
%H		100.0%	55.0%	21.7%	88.3%	61.7%	25.8%
Second living/dining room	384	384	196	68	338	210	128
%V	6.6%	6.6%	7.5%	6.3%	6.8%	7.4%	5.9%
%H		100.0%	51.0%	17.7%	88.0%	54.7%	33.3%
Study/office	42	42	23	6	39	25	13
%V	0.7%	0.7%	0.9%	0.6%	0.8%	0.9%	0.6%
%H		100.0%	54.8%	14.3%	92.9%	59.5%	31.0%
TV room	20	20	13	2	16	11	5
%V	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	65.0%	10.0%	80.0%	55.0%	25.0%
Conservatory	37	37	21	6	33	23	10
%V	0.6%	0.6%	0.8%	0.6%	0.7%	0.8%	0.5%
%H		100.0%	56.8%	16.2%	89.2%	62.2%	27.0%
Attic or loft room	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
No specific location	5	5	2	1	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
Other	12	12	6	4	12	9	3
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	50.0%	33.3%	100.0%	75.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2614	1076	4982	2821	2162
%H		99.8%	45.0%	18.5%	85.9%	48.6%	37.3%
PVR	2030	2030	1315	389	1535	1180	354
%V	35.0%	35.0%	50.3%	36.2%	30.8%	41.8%	16.4%
%H		100.0%	64.8%	19.2%	75.6%	58.1%	17.4%
DVDR	232	232	97	38	200	101	99
%V	4.0%	4.0%	3.7%	3.5%	4.0%	3.6%	4.6%
%H		100.0%	41.8%	16.4%	86.2%	43.5%	42.7%
VCR	172	172	59	33	147	64	83
%V	3.0%	3.0%	2.3%	3.1%	3.0%	2.3%	3.8%
%H		100.0%	34.3%	19.2%	85.5%	37.2%	48.3%
Any recorder	2254	2254	1379	424	1733	1252	480
%V	38.8%	38.9%	52.8%	39.4%	34.8%	44.4%	22.2%
%H		100.0%	61.2%	18.8%	76.9%	55.5%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2614	1076	4982	2821	2162
%H		99.8%	45.0%	18.5%	85.9%	48.6%	37.3%
Receives HDTV (via STB or built-in reception)	1736	1736	924	478	1356	995	362
%V	29.9%	30.0%	35.3%	44.4%	27.2%	35.3%	16.7%
%H		100.0%	53.2%	27.5%	78.1%	57.3%	20.9%
DVD/Blu-ray player or recorder	3356	3355	1531	648	2851	1639	1212
%V	57.8%	57.9%	58.6%	60.2%	57.2%	58.1%	56.1%
%H		100.0%	45.6%	19.3%	85.0%	48.8%	36.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2868	2860	1159	474	2398	1149	1249
%H		99.7%	40.4%	16.5%	83.6%	40.1%	43.5%
Under 20"	72	70	9	5	63	7	56
%V	2.5%	2.4%	0.8%	1.1%	2.6%	0.6%	4.5%
%H		97.2%	12.5%	6.9%	87.5%	9.7%	77.8%
20" - 29"	553	553	138	54	487	124	362
%V	19.3%	19.3%	11.9%	11.4%	20.3%	10.8%	29.0%
%H		100.0%	25.0%	9.8%	88.1%	22.4%	65.5%
30" - 39"	1217	1216	456	207	1035	474	561
%V	42.4%	42.5%	39.3%	43.7%	43.2%	41.3%	44.9%
%H		99.9%	37.5%	17.0%	85.0%	38.9%	46.1%
40" and over	978	978	543	204	778	535	243
%V	34.1%	34.2%	46.9%	43.0%	32.4%	46.6%	19.5%
%H		100.0%	55.5%	20.9%	79.6%	54.7%	24.8%
Don't know	44	43	13	4	36	9	26
%V	1.5%	1.5%	1.1%	0.8%	1.5%	0.8%	2.1%
%H		97.7%	29.5%	9.1%	81.8%	20.5%	59.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Set level data
Table 10.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2868	2860	1159	474	2398	1149	1249
%H		99.7%	40.4%	16.5%	83.6%	40.1%	43.5%
PVR	1484	1484	914	291	1140	845	295
%V	51.7%	51.9%	78.9%	61.4%	47.5%	73.5%	23.6%
%H		100.0%	61.6%	19.6%	76.8%	56.9%	19.9%
DVDR	165	165	62	27	142	65	77
%V	5.8%	5.8%	5.3%	5.7%	5.9%	5.7%	6.2%
%H		100.0%	37.6%	16.4%	86.1%	39.4%	46.7%
VCR	124	124	37	25	107	43	64
%V	4.3%	4.3%	3.2%	5.3%	4.5%	3.7%	5.1%
%H		100.0%	29.8%	20.2%	86.3%	34.7%	51.6%
Any recorder	1634	1634	941	314	1273	879	394
%V	57.0%	57.1%	81.2%	66.2%	53.1%	76.5%	31.5%
%H		100.0%	57.6%	19.2%	77.9%	53.8%	24.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 10.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2868	2860	1159	474	2398	1149	1249
%H		99.7%	40.4%	16.5%	83.6%	40.1%	43.5%
Receives HDTV (via STB or built-in reception)	1190	1190	623	323	930	671	259
%V	41.5%	41.6%	53.8%	68.1%	38.8%	58.4%	20.7%
%H		100.0%	52.4%	27.1%	78.2%	56.4%	21.8%
DVD/Blu-ray player or recorder	2041	2040	864	362	1694	863	831
%V	71.2%	71.3%	74.5%	76.4%	70.6%	75.1%	66.5%
%H		100.0%	42.3%	17.7%	83.0%	42.3%	40.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2934	2932	1455	602	2584	1672	913
%H		99.9%	49.6%	20.5%	88.1%	57.0%	31.1%
Under 20"	971	970	419	192	906	536	370
%V	33.1%	33.1%	28.8%	31.9%	35.1%	32.1%	40.5%
%H		99.9%	43.2%	19.8%	93.3%	55.2%	38.1%
20" - 29"	914	914	443	178	832	528	304
%V	31.2%	31.2%	30.4%	29.6%	32.2%	31.6%	33.3%
%H		100.0%	48.5%	19.5%	91.0%	57.8%	33.3%
30" - 39"	615	615	335	139	517	371	146
%V	21.0%	21.0%	23.0%	23.1%	20.0%	22.2%	16.0%
%H		100.0%	54.5%	22.6%	84.1%	60.3%	23.7%
40" and over	216	216	147	44	169	137	32
%V	7.4%	7.4%	10.1%	7.3%	6.5%	8.2%	3.5%
%H		100.0%	68.1%	20.4%	78.2%	63.4%	14.8%
Don't know	55	55	28	8	46	26	20
%V	1.9%	1.9%	1.9%	1.3%	1.8%	1.6%	2.2%
%H		100.0%	50.9%	14.5%	83.6%	47.3%	36.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2934	2932	1455	602	2584	1672	913
%H		99.9%	49.6%	20.5%	88.1%	57.0%	31.1%
PVR	546	546	401	98	395	336	60
%V	18.6%	18.6%	27.6%	16.3%	15.3%	20.1%	6.6%
%H		100.0%	73.4%	17.9%	72.3%	61.5%	11.0%
DVDR	66	66	35	11	58	36	22
%V	2.2%	2.3%	2.4%	1.8%	2.2%	2.2%	2.4%
%H		100.0%	53.0%	16.7%	87.9%	54.5%	33.3%
VCR	48	48	22	8	40	22	18
%V	1.6%	1.6%	1.5%	1.3%	1.5%	1.3%	2.0%
%H		100.0%	45.8%	16.7%	83.3%	45.8%	37.5%
Any recorder	620	620	438	110	459	373	86
%V	21.1%	21.1%	30.1%	18.3%	17.8%	22.3%	9.4%
%H		100.0%	70.6%	17.7%	74.0%	60.2%	13.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2934	2932	1455	602	2584	1672	913
%H		99.9%	49.6%	20.5%	88.1%	57.0%	31.1%
Receives HDTV (via STB or built-in reception)	546	546	301	154	426	323	103
%V	18.6%	18.6%	20.7%	25.6%	16.5%	19.3%	11.3%
%H		100.0%	55.1%	28.2%	78.0%	59.2%	18.9%
DVD/Blu-ray player or recorder	1315	1315	667	287	1157	776	382
%V	44.8%	44.8%	45.8%	47.7%	44.8%	46.4%	41.8%
%H		100.0%	50.7%	21.8%	88.0%	59.0%	29.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Individual level data
Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6680	6522	6508	2999	1234	5364	3029	2336
%H		97.6%	97.4%	44.9%	18.5%	80.3%	45.3%	35.0%
Total Children	1280	1253	1252	667	264	1001	665	337
%V	19.2%	19.2%	19.2%	22.2%	21.4%	18.7%	22.0%	14.4%
%H		97.9%	97.8%	52.1%	20.6%	78.2%	52.0%	26.3%
0 - 3	333	326	326	179	59	249	159	90
%V	5.0%	5.0%	5.0%	6.0%	4.8%	4.6%	5.2%	3.9%
%H		97.9%	97.9%	53.8%	17.7%	74.8%	47.7%	27.0%
4 - 15	947	928	927	487	205	752	506	246
%V	14.2%	14.2%	14.2%	16.2%	16.6%	14.0%	16.7%	10.5%
%H		98.0%	97.9%	51.4%	21.6%	79.4%	53.4%	26.0%
4 - 9	481	469	468	256	96	381	261	120
%V	7.2%	7.2%	7.2%	8.5%	7.8%	7.1%	8.6%	5.1%
%H		97.5%	97.3%	53.2%	20.0%	79.2%	54.3%	24.9%
10 - 15	467	459	459	231	110	371	244	126
%V	7.0%	7.0%	7.1%	7.7%	8.9%	6.9%	8.1%	5.4%
%H		98.3%	98.3%	49.5%	23.6%	79.4%	52.2%	27.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6680	6522	6508	2999	1234	5364	3029	2336
%H		97.6%	97.4%	44.9%	18.5%	80.3%	45.3%	35.0%
Total Adults (16+)	5400	5269	5256	2333	970	4363	2364	1999
%V	80.8%	80.8%	80.8%	77.8%	78.6%	81.3%	78.0%	85.6%
%H		97.6%	97.3%	43.2%	18.0%	80.8%	43.8%	37.0%
16 - 19	338	329	328	159	77	277	180	96
%V	5.1%	5.0%	5.0%	5.3%	6.2%	5.2%	5.9%	4.1%
%H		97.3%	97.0%	47.0%	22.8%	82.0%	53.3%	28.4%
20 - 24	444	419	417	203	94	321	197	124
%V	6.6%	6.4%	6.4%	6.8%	7.6%	6.0%	6.5%	5.3%
%H		94.4%	93.9%	45.7%	21.2%	72.3%	44.4%	27.9%
25 - 34	875	848	842	436	171	649	407	242
%V	13.1%	13.0%	12.9%	14.5%	13.9%	12.1%	13.4%	10.4%
%H		96.9%	96.2%	49.8%	19.5%	74.2%	46.5%	27.7%
35 - 44	871	845	844	417	185	690	436	254
%V	13.0%	13.0%	13.0%	13.9%	15.0%	12.9%	14.4%	10.9%
%H		97.0%	96.9%	47.9%	21.2%	79.2%	50.1%	29.2%
45 - 54	960	947	946	457	193	785	481	303
%V	14.4%	14.5%	14.5%	15.2%	15.6%	14.6%	15.9%	13.0%
%H		98.6%	98.5%	47.6%	20.1%	81.8%	50.1%	31.6%
55 - 64	790	773	773	341	128	646	333	312
%V	11.8%	11.9%	11.9%	11.4%	10.4%	12.0%	11.0%	13.4%
%H		97.8%	97.8%	43.2%	16.2%	81.8%	42.2%	39.5%
65+	1122	1107	1105	320	123	995	328	667
%V	16.8%	17.0%	17.0%	10.7%	10.0%	18.5%	10.8%	28.6%
%H		98.7%	98.5%	28.5%	11.0%	88.7%	29.2%	59.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Individual level data
Table 10.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		5400	5269	5256	2333	970	4363	2364	1999
%H			97.6%	97.3%	43.2%	18.0%	80.8%	43.8%	37.0%
AB		1228	1207	1207	589	215	989	582	407
	%V	22.7%	22.9%	23.0%	25.2%	22.2%	22.7%	24.6%	20.4%
	%H		98.3%	98.3%	48.0%	17.5%	80.5%	47.4%	33.1%
C1		1448	1402	1397	637	285	1143	656	487
	%V	26.8%	26.6%	26.6%	27.3%	29.4%	26.2%	27.7%	24.4%
	%H		96.8%	96.5%	44.0%	19.7%	78.9%	45.3%	33.6%
C2		1200	1178	1175	526	232	1002	570	432
	%V	22.2%	22.4%	22.4%	22.5%	23.9%	23.0%	24.1%	21.6%
	%H		98.2%	97.9%	43.8%	19.3%	83.5%	47.5%	36.0%
D		885	865	864	380	159	725	393	332
	%V	16.4%	16.4%	16.4%	16.3%	16.4%	16.6%	16.6%	16.6%
	%H		97.7%	97.6%	42.9%	18.0%	81.9%	44.4%	37.5%
E		639	616	613	200	78	503	163	341
	%V	11.8%	11.7%	11.7%	8.6%	8.0%	11.5%	6.9%	17.1%
	%H		96.4%	95.9%	31.3%	12.2%	78.7%	25.5%	53.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5400	5269	5256	2333	970	4363	2364	1999
%H		97.6%	97.3%	43.2%	18.0%	80.8%	43.8%	37.0%
Working full time	2348	2308	2306	1146	520	1865	1203	662
%V	43.5%	43.8%	43.9%	49.1%	53.6%	42.7%	50.9%	33.1%
%H		98.3%	98.2%	48.8%	22.1%	79.4%	51.2%	28.2%
Working part time	521	512	511	239	101	418	242	176
%V	9.6%	9.7%	9.7%	10.2%	10.4%	9.6%	10.2%	8.8%
%H		98.3%	98.1%	45.9%	19.4%	80.2%	46.4%	33.8%
Not working	2531	2449	2440	948	349	2079	919	1161
%V	46.9%	46.5%	46.4%	40.6%	36.0%	47.7%	38.9%	58.1%
%H		96.8%	96.4%	37.5%	13.8%	82.1%	36.3%	45.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2643	2570	2562	1162	493	2117	1186	931
%H		97.2%	96.9%	44.0%	18.7%	80.1%	44.9%	35.2%
16 - 19	169	165	164	82	39	137	93	44
%V	6.4%	6.4%	6.4%	7.1%	7.9%	6.5%	7.8%	4.7%
%H		97.6%	97.0%	48.5%	23.1%	81.1%	55.0%	26.0%
20 - 24	229	216	215	103	51	171	108	63
%V	8.7%	8.4%	8.4%	8.9%	10.3%	8.1%	9.1%	6.8%
%H		94.3%	93.9%	45.0%	22.3%	74.7%	47.2%	27.5%
25 - 34	446	431	426	218	93	325	205	120
%V	16.9%	16.8%	16.6%	18.8%	18.9%	15.4%	17.3%	12.9%
%H		96.6%	95.5%	48.9%	20.9%	72.9%	46.0%	26.9%
35 - 44	428	411	411	201	84	335	205	130
%V	16.2%	16.0%	16.0%	17.3%	17.0%	15.8%	17.3%	14.0%
%H		96.0%	96.0%	47.0%	19.6%	78.3%	47.9%	30.4%
45 - 54	474	467	466	218	101	390	237	153
%V	17.9%	18.2%	18.2%	18.8%	20.5%	18.4%	20.0%	16.4%
%H		98.5%	98.3%	46.0%	21.3%	82.3%	50.0%	32.3%
55 - 64	388	378	378	173	63	314	168	146
%V	14.7%	14.7%	14.8%	14.9%	12.8%	14.8%	14.2%	15.7%
%H		97.4%	97.4%	44.6%	16.2%	80.9%	43.3%	37.6%
65+	509	502	500	168	62	444	170	274
%V	19.3%	19.5%	19.5%	14.5%	12.6%	21.0%	14.3%	29.4%
%H		98.6%	98.2%	33.0%	12.2%	87.2%	33.4%	53.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Individual level data
Table 10.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2643	2570	2562	1162	493	2117	1186	931
%H			97.2%	96.9%	44.0%	18.7%	80.1%	44.9%	35.2%
AB		619	605	605	304	104	493	295	198
	%V	23.4%	23.5%	23.6%	26.2%	21.1%	23.3%	24.9%	21.3%
	%H		97.7%	97.7%	49.1%	16.8%	79.6%	47.7%	32.0%
C1		660	637	633	299	140	510	310	200
	%V	25.0%	24.8%	24.7%	25.7%	28.4%	24.1%	26.1%	21.5%
	%H		96.5%	95.9%	45.3%	21.2%	77.3%	47.0%	30.3%
C2		678	665	664	291	136	568	324	244
	%V	25.7%	25.9%	25.9%	25.0%	27.6%	26.8%	27.3%	26.2%
	%H		98.1%	97.9%	42.9%	20.1%	83.8%	47.8%	36.0%
D		407	397	397	177	78	328	183	145
	%V	15.4%	15.4%	15.5%	15.2%	15.8%	15.5%	15.4%	15.6%
	%H		97.5%	97.5%	43.5%	19.2%	80.6%	45.0%	35.6%
E		279	267	265	91	34	218	75	143
	%V	10.6%	10.4%	10.3%	7.8%	6.9%	10.3%	6.3%	15.4%
	%H		95.7%	95.0%	32.6%	12.2%	78.1%	26.9%	51.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2643	2570	2562	1162	493	2117	1186	931
%H		97.2%	96.9%	44.0%	18.7%	80.1%	44.9%	35.2%
Working full time	1443	1415	1414	705	312	1147	735	412
%V	54.6%	55.1%	55.2%	60.7%	63.3%	54.2%	62.0%	44.3%
%H		98.1%	98.0%	48.9%	21.6%	79.5%	50.9%	28.6%
Working part time	112	107	107	52	17	83	45	38
%V	4.2%	4.2%	4.2%	4.5%	3.4%	3.9%	3.8%	4.1%
%H		95.5%	95.5%	46.4%	15.2%	74.1%	40.2%	33.9%
Not working	1088	1047	1041	405	163	888	407	481
%V	41.2%	40.7%	40.6%	34.9%	33.1%	41.9%	34.3%	51.7%
%H		96.2%	95.7%	37.2%	15.0%	81.6%	37.4%	44.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2757	2699	2694	1171	477	2246	1178	1068
%H		97.9%	97.7%	42.5%	17.3%	81.5%	42.7%	38.7%
16 - 19	169	164	164	78	37	140	87	52
%V	6.1%	6.1%	6.1%	6.7%	7.8%	6.2%	7.4%	4.9%
%H		97.0%	97.0%	46.2%	21.9%	82.8%	51.5%	30.8%
20 - 24	215	203	202	100	43	150	89	61
%V	7.8%	7.5%	7.5%	8.5%	9.0%	6.7%	7.6%	5.7%
%H		94.4%	94.0%	46.5%	20.0%	69.8%	41.4%	28.4%
25 - 34	429	417	416	218	79	324	202	122
%V	15.6%	15.5%	15.4%	18.6%	16.6%	14.4%	17.1%	11.4%
%H		97.2%	97.0%	50.8%	18.4%	75.5%	47.1%	28.4%
35 - 44	443	434	433	216	101	355	232	124
%V	16.1%	16.1%	16.1%	18.4%	21.2%	15.8%	19.7%	11.6%
%H		98.0%	97.7%	48.8%	22.8%	80.1%	52.4%	28.0%
45 - 54	486	480	479	239	92	395	244	151
%V	17.6%	17.8%	17.8%	20.4%	19.3%	17.6%	20.7%	14.1%
%H		98.8%	98.6%	49.2%	18.9%	81.3%	50.2%	31.1%
55 - 64	402	395	395	168	65	331	165	166
%V	14.6%	14.6%	14.7%	14.3%	13.6%	14.7%	14.0%	15.5%
%H		98.3%	98.3%	41.8%	16.2%	82.3%	41.0%	41.3%
65+	613	606	605	152	61	551	158	393
%V	22.2%	22.5%	22.5%	13.0%	12.8%	24.5%	13.4%	36.8%
%H		98.9%	98.7%	24.8%	10.0%	89.9%	25.8%	64.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2757	2699	2694	1171	477	2246	1178	1068
%H		97.9%	97.7%	42.5%	17.3%	81.5%	42.7%	38.7%
AB	610	602	602	285	111	496	287	209
%V	22.1%	22.3%	22.3%	24.3%	23.3%	22.1%	24.4%	19.6%
%H		98.7%	98.7%	46.7%	18.2%	81.3%	47.0%	34.3%
C1	787	765	764	339	145	633	347	287
%V	28.5%	28.3%	28.4%	28.9%	30.4%	28.2%	29.5%	26.9%
%H		97.2%	97.1%	43.1%	18.4%	80.4%	44.1%	36.5%
C2	522	513	511	235	96	434	247	187
%V	18.9%	19.0%	19.0%	20.1%	20.1%	19.3%	21.0%	17.5%
%H		98.3%	97.9%	45.0%	18.4%	83.1%	47.3%	35.8%
D	478	469	468	204	81	397	210	187
%V	17.3%	17.4%	17.4%	17.4%	17.0%	17.7%	17.8%	17.5%
%H		98.1%	97.9%	42.7%	16.9%	83.1%	43.9%	39.1%
E	360	349	349	109	45	286	87	198
%V	13.1%	12.9%	13.0%	9.3%	9.4%	12.7%	7.4%	18.5%
%H		96.9%	96.9%	30.3%	12.5%	79.4%	24.2%	55.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC North West
Individual level data
Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2757	2699	2694	1171	477	2246	1178	1068
%H		97.9%	97.7%	42.5%	17.3%	81.5%	42.7%	38.7%
Working full time	905	893	891	441	207	718	468	250
%V	32.8%	33.1%	33.1%	37.7%	43.4%	32.0%	39.7%	23.4%
%H		98.7%	98.5%	48.7%	22.9%	79.3%	51.7%	27.6%
Working part time	409	404	404	186	84	335	198	138
%V	14.8%	15.0%	15.0%	15.9%	17.6%	14.9%	16.8%	12.9%
%H		98.8%	98.8%	45.5%	20.5%	81.9%	48.4%	33.7%
Not working	1443	1402	1399	543	186	1192	512	680
%V	52.3%	51.9%	51.9%	46.4%	39.0%	53.1%	43.5%	63.7%
%H		97.2%	97.0%	37.6%	12.9%	82.6%	35.5%	47.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
AB	544	524	522	243	99	399	217	182
%V	22.6%	22.7%	22.7%	24.4%	25.3%	22.0%	24.4%	19.6%
%H (All HH)		96.3%	96.0%	44.7%	18.2%	73.3%	39.9%	33.5%
%H (TV HH)			99.6%	46.4%	18.9%	76.1%	41.4%	34.7%
C1	660	615	611	265	114	482	244	239
%V	27.4%	26.7%	26.6%	26.6%	29.2%	26.6%	27.5%	25.8%
%H (All HH)		93.2%	92.6%	40.2%	17.3%	73.0%	37.0%	36.2%
%H (TV HH)			99.3%	43.1%	18.5%	78.4%	39.7%	38.9%
C2	443	433	433	209	78	342	191	151
%V	18.4%	18.8%	18.9%	21.0%	19.9%	18.8%	21.5%	16.3%
%H (All HH)		97.7%	97.7%	47.2%	17.6%	77.2%	43.1%	34.1%
%H (TV HH)			100.0%	48.3%	18.0%	79.0%	44.1%	34.9%
D	389	376	375	170	62	287	142	145
%V	16.1%	16.3%	16.3%	17.1%	15.9%	15.8%	16.0%	15.6%
%H (All HH)		96.7%	96.4%	43.7%	15.9%	73.8%	36.5%	37.3%
%H (TV HH)			99.7%	45.2%	16.5%	76.3%	37.8%	38.6%
E	373	359	356	108	38	306	94	211
%V	15.5%	15.6%	15.5%	10.9%	9.7%	16.9%	10.6%	22.7%
%H (All HH)		96.2%	95.4%	29.0%	10.2%	82.0%	25.2%	56.6%
%H (TV HH)			99.2%	30.1%	10.6%	85.2%	26.2%	58.8%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Under 25	120	97	95	40	17	73	35	38
%V	5.0%	4.2%	4.1%	4.0%	4.3%	4.0%	3.9%	4.1%
%H (All HH)		80.8%	79.2%	33.3%	14.2%	60.8%	29.2%	31.7%
%H (TV HH)			97.9%	41.2%	17.5%	75.3%	36.1%	39.2%
25 - 34	370	343	340	179	62	244	142	102
%V	15.4%	14.9%	14.8%	18.0%	15.9%	13.4%	16.0%	11.0%
%H (All HH)		92.7%	91.9%	48.4%	16.8%	65.9%	38.4%	27.6%
%H (TV HH)			99.1%	52.2%	18.1%	71.1%	41.4%	29.7%
35 - 44	403	386	384	202	76	287	176	110
%V	16.7%	16.7%	16.7%	20.3%	19.4%	15.8%	19.8%	11.9%
%H (All HH)		95.8%	95.3%	50.1%	18.9%	71.2%	43.7%	27.3%
%H (TV HH)			99.5%	52.3%	19.7%	74.4%	45.6%	28.5%
45 - 54	474	459	457	210	81	364	195	169
%V	19.7%	19.9%	19.9%	21.1%	20.7%	20.1%	22.0%	18.2%
%H (All HH)		96.8%	96.4%	44.3%	17.1%	76.8%	41.1%	35.7%
%H (TV HH)			99.6%	45.8%	17.6%	79.3%	42.5%	36.8%
55 - 64	402	392	390	175	77	309	167	142
%V	16.7%	17.0%	17.0%	17.6%	19.7%	17.0%	18.8%	15.3%
%H (All HH)		97.5%	97.0%	43.5%	19.2%	76.9%	41.5%	35.3%
%H (TV HH)			99.5%	44.6%	19.6%	78.8%	42.6%	36.2%
65 +	641	631	629	189	78	539	174	365
%V	26.6%	27.4%	27.4%	19.0%	19.9%	29.7%	19.6%	39.3%
%H (All HH)		98.4%	98.1%	29.5%	12.2%	84.1%	27.1%	56.9%
%H (TV HH)			99.7%	30.0%	12.4%	85.4%	27.6%	57.8%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
1	910	858	855	245	122	691	199	491
%V	37.8%	37.2%	37.2%	24.6%	31.2%	38.1%	22.4%	52.9%
%H (All HH)		94.3%	94.0%	26.9%	13.4%	75.9%	21.9%	54.0%
%H (TV HH)			99.7%	28.6%	14.2%	80.5%	23.2%	57.2%
2	781	752	747	350	136	595	329	266
%V	32.4%	32.6%	32.5%	35.2%	34.8%	32.8%	37.0%	28.7%
%H (All HH)		96.3%	95.6%	44.8%	17.4%	76.2%	42.1%	34.1%
%H (TV HH)			99.3%	46.5%	18.1%	79.1%	43.8%	35.4%
3	321	313	312	174	59	242	160	82
%V	13.3%	13.6%	13.6%	17.5%	15.1%	13.3%	18.0%	8.8%
%H (All HH)		97.5%	97.2%	54.2%	18.4%	75.4%	49.8%	25.5%
%H (TV HH)			99.7%	55.6%	18.8%	77.3%	51.1%	26.2%
4	283	276	276	165	51	207	144	63
%V	11.7%	12.0%	12.0%	16.6%	13.0%	11.4%	16.2%	6.8%
%H (All HH)		97.5%	97.5%	58.3%	18.0%	73.1%	50.9%	22.3%
%H (TV HH)			100.0%	59.8%	18.5%	75.0%	52.2%	22.8%
5+	113	108	107	61	23	80	55	25
%V	4.7%	4.7%	4.7%	6.1%	5.9%	4.4%	6.2%	2.7%
%H (All HH)		95.6%	94.7%	54.0%	20.4%	70.8%	48.7%	22.1%
%H (TV HH)			99.1%	56.5%	21.3%	74.1%	50.9%	23.1%
Average HH size	2.15	2.16	2.16	2.47	2.30	2.13	2.49	1.78

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Without	1870	1775	1766	688	295	1418	623	795
%V	77.6%	76.9%	76.9%	69.1%	75.4%	78.1%	70.2%	85.7%
%H (All HH)		94.9%	94.4%	36.8%	15.8%	75.8%	33.3%	42.5%
%H (TV HH)			99.5%	38.8%	16.6%	79.9%	35.1%	44.8%
With	539	532	531	308	96	397	264	133
%V	22.4%	23.1%	23.1%	31.0%	24.6%	21.9%	29.7%	14.3%
%H (All HH)		98.7%	98.5%	57.1%	17.8%	73.7%	49.0%	24.7%
%H (TV HH)			99.8%	57.9%	18.0%	74.6%	49.6%	25.0%
0 - 3	203	200	199	121	33	144	96	48
%V	8.4%	8.7%	8.7%	12.2%	8.4%	7.9%	10.8%	5.2%
%H (All HH)		98.5%	98.0%	59.6%	16.3%	70.9%	47.3%	23.6%
%H (TV HH)			99.5%	60.5%	16.5%	72.0%	48.0%	24.0%
4 - 9	266	263	263	159	48	187	127	60
%V	11.0%	11.4%	11.4%	16.0%	12.3%	10.3%	14.3%	6.5%
%H (All HH)		98.9%	98.9%	59.8%	18.0%	70.3%	47.7%	22.6%
%H (TV HH)			100.0%	60.5%	18.3%	71.1%	48.3%	22.8%
10 - 15	253	251	250	138	48	196	129	67
%V	10.5%	10.9%	10.9%	13.9%	12.3%	10.8%	14.5%	7.2%
%H (All HH)		99.2%	98.8%	54.5%	19.0%	77.5%	51.0%	26.5%
%H (TV HH)			99.6%	55.0%	19.1%	78.1%	51.4%	26.7%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
1	899	899	891	289	138	650	185	465
%V	37.3%	39.0%	38.8%	29.0%	35.3%	35.8%	20.8%	50.1%
%H (All HH)		100.0%	99.1%	32.1%	15.4%	72.3%	20.6%	51.7%
%H (TV HH)			99.1%	32.1%	15.4%	72.3%	20.6%	51.7%
2	820	820	818	366	139	673	352	321
%V	34.0%	35.5%	35.6%	36.8%	35.5%	37.1%	39.6%	34.6%
%H (All HH)		100.0%	99.8%	44.6%	17.0%	82.1%	42.9%	39.1%
%H (TV HH)			99.8%	44.6%	17.0%	82.1%	42.9%	39.1%
3	368	368	368	196	75	307	208	99
%V	15.3%	16.0%	16.0%	19.7%	19.2%	16.9%	23.4%	10.7%
%H (All HH)		100.0%	100.0%	53.3%	20.4%	83.4%	56.5%	26.9%
%H (TV HH)			100.0%	53.3%	20.4%	83.4%	56.5%	26.9%
4	155	155	155	98	29	129	98	30
%V	6.4%	6.7%	6.7%	9.8%	7.4%	7.1%	11.0%	3.2%
%H (All HH)		100.0%	100.0%	63.2%	18.7%	83.2%	63.2%	19.4%
%H (TV HH)			100.0%	63.2%	18.7%	83.2%	63.2%	19.4%
5+	65	65	65	45	10	57	45	11
%V	2.7%	2.8%	2.8%	4.5%	2.6%	3.1%	5.1%	1.2%
%H (All HH)		100.0%	100.0%	69.2%	15.4%	87.7%	69.2%	16.9%
%H (TV HH)			100.0%	69.2%	15.4%	87.7%	69.2%	16.9%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Under 20"	683	683	682	309	113	587	318	268
%V	28.4%	29.6%	29.7%	31.1%	28.9%	32.3%	35.8%	28.9%
%H (All HH)		100.0%	99.9%	45.2%	16.5%	85.9%	46.6%	39.2%
%H (TV HH)			99.9%	45.2%	16.5%	85.9%	46.6%	39.2%
20" - 29"	931	931	930	375	150	773	360	413
%V	38.6%	40.4%	40.5%	37.7%	38.4%	42.6%	40.5%	44.5%
%H (All HH)		100.0%	99.9%	40.3%	16.1%	83.0%	38.7%	44.4%
%H (TV HH)			99.9%	40.3%	16.1%	83.0%	38.7%	44.4%
30" - 39"	1171	1171	1166	529	224	940	517	423
%V	48.6%	50.8%	50.8%	53.2%	57.3%	51.8%	58.2%	45.6%
%H (All HH)		100.0%	99.6%	45.2%	19.1%	80.3%	44.2%	36.1%
%H (TV HH)			99.6%	45.2%	19.1%	80.3%	44.2%	36.1%
40" and over	903	903	903	517	161	684	451	233
%V	37.5%	39.1%	39.3%	52.0%	41.2%	37.7%	50.8%	25.1%
%H (All HH)		100.0%	100.0%	57.3%	17.8%	75.7%	49.9%	25.8%
%H (TV HH)			100.0%	57.3%	17.8%	75.7%	49.9%	25.8%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Main living room	2266	2266	2260	987	385	1785	880	906
%V	94.1%	98.2%	98.4%	99.2%	98.5%	98.3%	99.1%	97.6%
%H (All HH)		100.0%	99.7%	43.6%	17.0%	78.8%	38.8%	40.0%
%H (TV HH)			99.7%	43.6%	17.0%	78.8%	38.8%	40.0%
Kitchen	298	298	298	155	38	254	146	108
%V	12.4%	12.9%	13.0%	15.6%	9.7%	14.0%	16.4%	11.6%
%H (All HH)		100.0%	100.0%	52.0%	12.8%	85.2%	49.0%	36.2%
%H (TV HH)			100.0%	52.0%	12.8%	85.2%	49.0%	36.2%
Adult's bedroom	1024	1024	1022	518	193	862	538	323
%V	42.5%	44.4%	44.5%	52.1%	49.4%	47.5%	60.6%	34.8%
%H (All HH)		100.0%	99.8%	50.6%	18.8%	84.2%	52.5%	31.5%
%H (TV HH)			99.8%	50.6%	18.8%	84.2%	52.5%	31.5%
Child's bedroom	226	226	225	135	47	186	139	47
%V	9.4%	9.8%	9.8%	13.6%	12.0%	10.2%	15.7%	5.1%
%H (All HH)		100.0%	99.6%	59.7%	20.8%	82.3%	61.5%	20.8%
%H (TV HH)			99.6%	59.7%	20.8%	82.3%	61.5%	20.8%
Other bedroom	70	70	70	35	17	56	37	19
%V	2.9%	3.0%	3.0%	3.5%	4.3%	3.1%	4.2%	2.0%
%H (All HH)		100.0%	100.0%	50.0%	24.3%	80.0%	52.9%	27.1%
%H (TV HH)			100.0%	50.0%	24.3%	80.0%	52.9%	27.1%
Second living/dining room	178	178	178	98	29	148	94	54
%V	7.4%	7.7%	7.7%	9.8%	7.4%	8.2%	10.6%	5.8%
%H (All HH)		100.0%	100.0%	55.1%	16.3%	83.1%	52.8%	30.3%
%H (TV HH)			100.0%	55.1%	16.3%	83.1%	52.8%	30.3%
Study/office	28	28	28	14	6	25	17	9
%V	1.2%	1.2%	1.2%	1.4%	1.5%	1.4%	1.9%	1.0%
%H (All HH)		100.0%	100.0%	50.0%	21.4%	89.3%	60.7%	32.1%
%H (TV HH)			100.0%	50.0%	21.4%	89.3%	60.7%	32.1%
TV room	21	21	21	12	4	17	12	5
%V	0.9%	0.9%	0.9%	1.2%	1.0%	0.9%	1.4%	0.5%
%H (All HH)		100.0%	100.0%	57.1%	19.0%	81.0%	57.1%	23.8%
%H (TV HH)			100.0%	57.1%	19.0%	81.0%	57.1%	23.8%
Conservatory	20	20	20	10	5	14	10	5
%V	0.8%	0.9%	0.9%	1.0%	1.3%	0.8%	1.1%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	70.0%	50.0%	25.0%
%H (TV HH)			100.0%	50.0%	25.0%	70.0%	50.0%	25.0%
Attic or loft room	2	2	2	0	1	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.3%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	5	5	5	2	1	5	3	2
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
Other	10	10	10	6	1	7	5	2
%V	0.4%	0.4%	0.4%	0.6%	0.3%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	10.0%	70.0%	50.0%	20.0%
%H (TV HH)			100.0%	60.0%	10.0%	70.0%	50.0%	20.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
PVR	1206	1206	1206	793	224	860	658	201
%V	50.1%	52.3%	52.5%	79.7%	57.3%	47.4%	74.1%	21.7%
%H (All HH)		100.0%	100.0%	65.8%	18.6%	71.3%	54.6%	16.7%
%H (TV HH)			100.0%	65.8%	18.6%	71.3%	54.6%	16.7%
DVDR	183	183	183	81	37	144	77	67
%V	7.6%	7.9%	8.0%	8.1%	9.5%	7.9%	8.7%	7.2%
%H (All HH)		100.0%	100.0%	44.3%	20.2%	78.7%	42.1%	36.6%
%H (TV HH)			100.0%	44.3%	20.2%	78.7%	42.1%	36.6%
VCR	187	187	187	65	35	158	67	91
%V	7.8%	8.1%	8.1%	6.5%	9.0%	8.7%	7.5%	9.8%
%H (All HH)		100.0%	100.0%	34.8%	18.7%	84.5%	35.8%	48.7%
%H (TV HH)			100.0%	34.8%	18.7%	84.5%	35.8%	48.7%
Any recorder	1392	1392	1391	831	258	1023	706	317
%V	57.8%	60.3%	60.6%	83.5%	66.0%	56.4%	79.5%	34.2%
%H (All HH)		100.0%	99.9%	59.7%	18.5%	73.5%	50.7%	22.8%
%H (TV HH)			99.9%	59.7%	18.5%	73.5%	50.7%	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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Receives HDTV (via STB or built-in reception)	992	992	992	561	256	722	533	189
%V	41.2%	43.0%	43.2%	56.4%	65.5%	39.8%	60.0%	20.4%
%H (All HH)		100.0%	100.0%	56.6%	25.8%	72.8%	53.7%	19.1%
%H (TV HH)			100.0%	56.6%	25.8%	72.8%	53.7%	19.1%
DVD/Blu-ray player or recorder	1880	1880	1876	837	340	1493	777	715
%V	78.0%	81.5%	81.7%	84.1%	87.0%	82.3%	87.5%	77.0%
%H (All HH)		100.0%	99.8%	44.5%	18.1%	79.4%	41.3%	38.0%
%H (TV HH)			99.8%	44.5%	18.1%	79.4%	41.3%	38.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2307	2297	995	391	1815	888	928
%H (All HH)		95.8%	95.4%	41.3%	16.2%	75.3%	36.9%	38.5%
%H (TV HH)			99.6%	43.1%	16.9%	78.7%	38.5%	40.2%
Has PC or Laptop	1778	1697	1690	836	334	1295	760	535
%V	73.8%	73.6%	73.6%	84.0%	85.4%	71.3%	85.6%	57.7%
%H (All HH)		95.4%	95.1%	47.0%	18.8%	72.8%	42.7%	30.1%
%H (TV HH)			99.6%	49.3%	19.7%	76.3%	44.8%	31.5%
Has broadband internet	1669	1602	1597	802	328	1218	736	482
%V	69.3%	69.4%	69.5%	80.6%	83.9%	67.1%	82.9%	51.9%
%H (All HH)		96.0%	95.7%	48.1%	19.7%	73.0%	44.1%	28.9%
%H (TV HH)			99.7%	50.1%	20.5%	76.0%	45.9%	30.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4610	4596	2246	811	3733	2146	1587
%H		99.7%	48.7%	17.6%	81.0%	46.6%	34.4%
Under 20"	883	882	423	143	759	434	325
%V	19.2%	19.2%	18.8%	17.6%	20.3%	20.2%	20.5%
%H		99.9%	47.9%	16.2%	86.0%	49.2%	36.8%
20" - 29"	1149	1147	485	187	966	481	485
%V	24.9%	25.0%	21.6%	23.1%	25.9%	22.4%	30.6%
%H		99.8%	42.2%	16.3%	84.1%	41.9%	42.2%
30" - 39"	1367	1363	647	266	1099	633	466
%V	29.7%	29.7%	28.8%	32.8%	29.4%	29.5%	29.4%
%H		99.7%	47.3%	19.5%	80.4%	46.3%	34.1%
40" and over	1032	1032	603	187	784	531	254
%V	22.4%	22.5%	26.8%	23.1%	21.0%	24.7%	16.0%
%H		100.0%	58.4%	18.1%	76.0%	51.5%	24.6%
Don't know	46	46	15	8	40	17	23
%V	1.0%	1.0%	0.7%	1.0%	1.1%	0.8%	1.4%
%H		100.0%	32.6%	17.4%	87.0%	37.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4610	4596	2246	811	3733	2146	1587
%H		99.7%	48.7%	17.6%	81.0%	46.6%	34.4%
Main living room	2284	2277	996	387	1800	887	912
%V	49.5%	49.5%	44.3%	47.7%	48.2%	41.3%	57.5%
%H		99.7%	43.6%	16.9%	78.8%	38.8%	39.9%
Kitchen	299	299	156	38	255	147	108
%V	6.5%	6.5%	6.9%	4.7%	6.8%	6.8%	6.8%
%H		100.0%	52.2%	12.7%	85.3%	49.2%	36.1%
Adult's bedroom	1262	1260	664	238	1073	697	376
%V	27.4%	27.4%	29.6%	29.3%	28.7%	32.5%	23.7%
%H		99.8%	52.6%	18.9%	85.0%	55.2%	29.8%
Child's bedroom	288	287	173	62	235	178	57
%V	6.2%	6.2%	7.7%	7.6%	6.3%	8.3%	3.6%
%H		99.7%	60.1%	21.5%	81.6%	61.8%	19.8%
Other bedroom	79	79	40	19	63	43	20
%V	1.7%	1.7%	1.8%	2.3%	1.7%	2.0%	1.3%
%H		100.0%	50.6%	24.1%	79.7%	54.4%	25.3%
Second living/dining room	179	179	98	29	149	94	55
%V	3.9%	3.9%	4.4%	3.6%	4.0%	4.4%	3.5%
%H		100.0%	54.7%	16.2%	83.2%	52.5%	30.7%
Study/office	28	28	14	6	26	17	9
%V	0.6%	0.6%	0.6%	0.7%	0.7%	0.8%	0.6%
%H		100.0%	50.0%	21.4%	92.9%	60.7%	32.1%
TV room	21	21	13	4	18	13	5
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.6%	0.3%
%H		100.0%	61.9%	19.0%	85.7%	61.9%	23.8%
Conservatory	21	21	11	5	15	10	5
%V	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%	0.3%
%H		100.0%	52.4%	23.8%	71.4%	47.6%	23.8%
Attic or loft room	2	2	0	1	2	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	5	5	2	1	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	40.0%	20.0%	100.0%	60.0%	40.0%
Other	10	10	7	1	8	5	2
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%
%H		100.0%	70.0%	10.0%	80.0%	50.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Scotland
Set level data
Table 11.13: Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4610	4596	2246	811	3733	2146	1587
%H		99.7%	48.7%	17.6%	81.0%	46.6%	34.4%
PVR	1565	1565	1083	279	1072	849	223
%V	33.9%	34.1%	48.2%	34.4%	28.7%	39.6%	14.1%
%H		100.0%	69.2%	17.8%	68.5%	54.2%	14.2%
DVDR	204	204	95	39	160	86	73
%V	4.4%	4.4%	4.2%	4.8%	4.3%	4.0%	4.6%
%H		100.0%	46.6%	19.1%	78.4%	42.2%	35.8%
VCR	201	200	69	40	171	76	95
%V	4.4%	4.4%	3.1%	4.9%	4.6%	3.5%	6.0%
%H		99.5%	34.3%	19.9%	85.1%	37.8%	47.3%
Any recorder	1809	1808	1149	325	1285	928	357
%V	39.2%	39.3%	51.2%	40.1%	34.4%	43.2%	22.5%
%H		99.9%	63.5%	18.0%	71.0%	51.3%	19.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 11.14: Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4610	4596	2246	811	3733	2146	1587
%H		99.7%	48.7%	17.6%	81.0%	46.6%	34.4%
Receives HDTV (via STB or built-in reception)	1302	1302	736	352	942	706	236
%V	28.2%	28.3%	32.8%	43.4%	25.2%	32.9%	14.9%
%H		100.0%	56.5%	27.0%	72.4%	54.2%	18.1%
DVD/Blu-ray player or recorder	2816	2811	1353	539	2289	1337	953
%V	61.1%	61.2%	60.2%	66.5%	61.3%	62.3%	60.1%
%H		99.8%	48.0%	19.1%	81.3%	47.5%	33.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2304	2294	994	391	1813	887	926
%H		99.6%	43.1%	17.0%	78.7%	38.5%	40.2%
Under 20"	65	64	16	7	52	10	42
%V	2.8%	2.8%	1.6%	1.8%	2.9%	1.1%	4.5%
%H		98.5%	24.6%	10.8%	80.0%	15.4%	64.6%
20" - 29"	449	448	114	53	366	83	283
%V	19.5%	19.5%	11.5%	13.6%	20.2%	9.4%	30.6%
%H		99.8%	25.4%	11.8%	81.5%	18.5%	63.0%
30" - 39"	897	892	365	171	721	357	364
%V	38.9%	38.9%	36.7%	43.7%	39.8%	40.2%	39.3%
%H		99.4%	40.7%	19.1%	80.4%	39.8%	40.6%
40" and over	872	872	496	156	661	434	228
%V	37.8%	38.0%	49.9%	39.9%	36.5%	48.9%	24.6%
%H		100.0%	56.9%	17.9%	75.8%	49.8%	26.1%
Don't know	17	17	3	5	14	4	10
%V	0.7%	0.7%	0.3%	1.3%	0.8%	0.5%	1.1%
%H		100.0%	17.6%	29.4%	82.4%	23.5%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Scotland
Set level data
Table 11.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2304	2294	994	391	1813	887	926
%H		99.6%	43.1%	17.0%	78.7%	38.5%	40.2%
PVR	1174	1174	777	217	832	641	191
%V	51.0%	51.2%	78.2%	55.5%	45.9%	72.3%	20.6%
%H		100.0%	66.2%	18.5%	70.9%	54.6%	16.3%
DVDR	154	153	65	31	122	64	58
%V	6.7%	6.7%	6.5%	7.9%	6.7%	7.2%	6.3%
%H		99.4%	42.2%	20.1%	79.2%	41.6%	37.7%
VCR	154	153	51	27	129	52	77
%V	6.7%	6.7%	5.1%	6.9%	7.1%	5.9%	8.3%
%H		99.4%	33.1%	17.5%	83.8%	33.8%	50.0%
Any recorder	1348	1347	814	249	982	685	297
%V	58.5%	58.7%	81.9%	63.7%	54.2%	77.2%	32.1%
%H		99.9%	60.4%	18.5%	72.8%	50.8%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 11.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2304	2294	994	391	1813	887	926
%H		99.6%	43.1%	17.0%	78.7%	38.5%	40.2%
Receives HDTV (via STB or built-in reception)	954	954	536	251	690	510	180
%V	41.4%	41.6%	53.9%	64.2%	38.1%	57.5%	19.4%
%H		100.0%	56.2%	26.3%	72.3%	53.5%	18.9%
DVD/Blu-ray player or recorder	1753	1749	766	317	1389	709	681
%V	76.1%	76.2%	77.1%	81.1%	76.6%	79.9%	73.5%
%H		99.8%	43.7%	18.1%	79.2%	40.4%	38.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2306	2303	1251	419	1920	1259	661
%H		99.9%	54.2%	18.2%	83.3%	54.6%	28.7%
Under 20"	818	818	408	137	707	424	283
%V	35.5%	35.5%	32.6%	32.7%	36.8%	33.7%	42.8%
%H		100.0%	49.9%	16.7%	86.4%	51.8%	34.6%
20" - 29"	700	699	371	133	600	399	202
%V	30.4%	30.4%	29.7%	31.7%	31.3%	31.7%	30.6%
%H		99.9%	53.0%	19.0%	85.7%	57.0%	28.9%
30" - 39"	471	470	282	94	378	276	102
%V	20.4%	20.4%	22.5%	22.4%	19.7%	21.9%	15.4%
%H		99.8%	59.9%	20.0%	80.3%	58.6%	21.7%
40" and over	160	160	106	31	123	97	26
%V	6.9%	6.9%	8.5%	7.4%	6.4%	7.7%	3.9%
%H		100.0%	66.3%	19.4%	76.9%	60.6%	16.3%
Don't know	29	29	12	4	26	13	13
%V	1.3%	1.3%	1.0%	1.0%	1.4%	1.0%	2.0%
%H		100.0%	41.4%	13.8%	89.7%	44.8%	44.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2306	2303	1251	419	1920	1259	661
%H		99.9%	54.2%	18.2%	83.3%	54.6%	28.7%
PVR	391	391	306	62	240	209	31
%V	17.0%	17.0%	24.5%	14.8%	12.5%	16.6%	4.7%
%H		100.0%	78.3%	15.9%	61.4%	53.5%	7.9%
DVDR	51	51	30	8	37	23	15
%V	2.2%	2.2%	2.4%	1.9%	1.9%	1.8%	2.3%
%H		100.0%	58.8%	15.7%	72.5%	45.1%	29.4%
VCR	47	47	18	13	42	24	18
%V	2.0%	2.0%	1.4%	3.1%	2.2%	1.9%	2.7%
%H		100.0%	38.3%	27.7%	89.4%	51.1%	38.3%
Any recorder	461	461	335	76	303	243	61
%V	20.0%	20.0%	26.8%	18.1%	15.8%	19.3%	9.2%
%H		100.0%	72.7%	16.5%	65.7%	52.7%	13.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2306	2303	1251	419	1920	1259	661
%H		99.9%	54.2%	18.2%	83.3%	54.6%	28.7%
Receives HDTV (via STB or built-in reception)	348	348	200	100	252	196	56
%V	15.1%	15.1%	16.0%	23.9%	13.1%	15.6%	8.5%
%H		100.0%	57.5%	28.7%	72.4%	56.3%	16.1%
DVD/Blu-ray player or recorder	1063	1062	587	222	900	628	272
%V	46.1%	46.1%	46.9%	53.0%	46.9%	49.9%	41.1%
%H		99.9%	55.2%	20.9%	84.7%	59.1%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5175	4982	4959	2458	899	3862	2209	1653
%H		96.3%	95.8%	47.5%	17.4%	74.6%	42.7%	31.9%
Total Children	902	890	887	510	159	658	432	226
%V	17.4%	17.9%	17.9%	20.7%	17.7%	17.0%	19.6%	13.7%
%H		98.7%	98.3%	56.5%	17.6%	72.9%	47.9%	25.1%
0 - 3	237	231	230	136	40	168	111	57
%V	4.6%	4.6%	4.6%	5.5%	4.4%	4.4%	5.0%	3.4%
%H		97.5%	97.0%	57.4%	16.9%	70.9%	46.8%	24.1%
4 - 15	666	660	656	375	120	490	321	169
%V	12.9%	13.2%	13.2%	15.3%	13.3%	12.7%	14.5%	10.2%
%H		99.1%	98.5%	56.3%	18.0%	73.6%	48.2%	25.4%
4 - 9	340	335	334	197	61	237	156	81
%V	6.6%	6.7%	6.7%	8.0%	6.8%	6.1%	7.1%	4.9%
%H		98.5%	98.2%	57.9%	17.9%	69.7%	45.9%	23.8%
10 - 15	326	324	322	178	58	253	165	88
%V	6.3%	6.5%	6.5%	7.2%	6.5%	6.6%	7.5%	5.3%
%H		99.4%	98.8%	54.6%	17.8%	77.6%	50.6%	27.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5175	4982	4959	2458	899	3862	2209	1653
%H		96.3%	95.8%	47.5%	17.4%	74.6%	42.7%	31.9%
Total Adults (16+)	4273	4091	4072	1948	739	3204	1777	1427
%V	82.6%	82.1%	82.1%	79.3%	82.2%	83.0%	80.4%	86.3%
%H		95.7%	95.3%	45.6%	17.3%	75.0%	41.6%	33.4%
16 - 19	233	214	212	116	41	175	115	60
%V	4.5%	4.3%	4.3%	4.7%	4.6%	4.5%	5.2%	3.6%
%H		91.8%	91.0%	49.8%	17.6%	75.1%	49.4%	25.8%
20 - 24	360	311	307	158	62	236	145	91
%V	7.0%	6.2%	6.2%	6.4%	6.9%	6.1%	6.6%	5.5%
%H		86.4%	85.3%	43.9%	17.2%	65.6%	40.3%	25.3%
25 - 34	691	646	642	349	126	461	289	172
%V	13.4%	13.0%	12.9%	14.2%	14.0%	11.9%	13.1%	10.4%
%H		93.5%	92.9%	50.5%	18.2%	66.7%	41.8%	24.9%
35 - 44	676	650	647	358	130	487	319	168
%V	13.1%	13.0%	13.0%	14.6%	14.5%	12.6%	14.4%	10.2%
%H		96.2%	95.7%	53.0%	19.2%	72.0%	47.2%	24.9%
45 - 54	781	762	760	376	139	606	354	252
%V	15.1%	15.3%	15.3%	15.3%	15.5%	15.7%	16.0%	15.2%
%H		97.6%	97.3%	48.1%	17.8%	77.6%	45.3%	32.3%
55 - 64	651	638	635	302	125	498	283	215
%V	12.6%	12.8%	12.8%	12.3%	13.9%	12.9%	12.8%	13.0%
%H		98.0%	97.5%	46.4%	19.2%	76.5%	43.5%	33.0%
65+	882	871	869	288	117	742	273	469
%V	17.0%	17.5%	17.5%	11.7%	13.0%	19.2%	12.4%	28.4%
%H		98.8%	98.5%	32.7%	13.3%	84.1%	31.0%	53.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Scotland
Individual level data
Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4273	4091	4072	1948	739	3204	1777	1427
%H		95.7%	95.3%	45.6%	17.3%	75.0%	41.6%	33.4%
AB	1039	1008	1003	490	202	769	452	317
%V	24.3%	24.6%	24.6%	25.2%	27.3%	24.0%	25.4%	22.2%
%H		97.0%	96.5%	47.2%	19.4%	74.0%	43.5%	30.5%
C1	1209	1109	1102	531	211	861	487	375
%V	28.3%	27.1%	27.1%	27.3%	28.6%	26.9%	27.4%	26.3%
%H		91.7%	91.1%	43.9%	17.5%	71.2%	40.3%	31.0%
C2	850	837	837	439	157	665	413	251
%V	19.9%	20.5%	20.6%	22.5%	21.2%	20.8%	23.2%	17.6%
%H		98.5%	98.5%	51.6%	18.5%	78.2%	48.6%	29.5%
D	688	667	664	335	112	509	286	223
%V	16.1%	16.3%	16.3%	17.2%	15.2%	15.9%	16.1%	15.6%
%H		96.9%	96.5%	48.7%	16.3%	74.0%	41.6%	32.4%
E	487	471	466	153	57	400	139	261
%V	11.4%	11.5%	11.4%	7.9%	7.7%	12.5%	7.8%	18.3%
%H		96.7%	95.7%	31.4%	11.7%	82.1%	28.5%	53.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4273	4091	4072	1948	739	3204	1777	1427
%H		95.7%	95.3%	45.6%	17.3%	75.0%	41.6%	33.4%
Working full time	1920	1866	1859	1005	384	1401	909	492
%V	44.9%	45.6%	45.7%	51.6%	52.0%	43.7%	51.2%	34.5%
%H		97.2%	96.8%	52.3%	20.0%	73.0%	47.3%	25.6%
Working part time	398	388	386	208	70	287	177	110
%V	9.3%	9.5%	9.5%	10.7%	9.5%	9.0%	10.0%	7.7%
%H		97.5%	97.0%	52.3%	17.6%	72.1%	44.5%	27.6%
Not working	1955	1837	1828	735	285	1515	691	824
%V	45.8%	44.9%	44.9%	37.7%	38.6%	47.3%	38.9%	57.7%
%H		94.0%	93.5%	37.6%	14.6%	77.5%	35.3%	42.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1954	1944	976	352	1510	871	639
%H		95.3%	94.8%	47.6%	17.2%	73.6%	42.5%	31.2%
16 - 19	119	108	107	61	21	87	59	28
%V	5.8%	5.5%	5.5%	6.3%	6.0%	5.8%	6.8%	4.4%
%H		90.8%	89.9%	51.3%	17.6%	73.1%	49.6%	23.5%
20 - 24	181	161	159	87	34	123	81	42
%V	8.8%	8.2%	8.2%	8.9%	9.7%	8.1%	9.3%	6.6%
%H		89.0%	87.8%	48.1%	18.8%	68.0%	44.8%	23.2%
25 - 34	349	322	320	173	62	229	141	87
%V	17.0%	16.5%	16.5%	17.7%	17.6%	15.2%	16.2%	13.6%
%H		92.3%	91.7%	49.6%	17.8%	65.6%	40.4%	24.9%
35 - 44	325	310	309	177	59	229	152	77
%V	15.8%	15.9%	15.9%	18.1%	16.8%	15.2%	17.5%	12.1%
%H		95.4%	95.1%	54.5%	18.2%	70.5%	46.8%	23.7%
45 - 54	374	362	360	177	65	287	164	123
%V	18.2%	18.5%	18.5%	18.1%	18.5%	19.0%	18.8%	19.2%
%H		96.8%	96.3%	47.3%	17.4%	76.7%	43.9%	32.9%
55 - 64	315	306	305	149	57	238	137	101
%V	15.4%	15.7%	15.7%	15.3%	16.2%	15.8%	15.7%	15.8%
%H		97.1%	96.8%	47.3%	18.1%	75.6%	43.5%	32.1%
65+	389	384	384	152	54	317	136	181
%V	19.0%	19.7%	19.8%	15.6%	15.3%	21.0%	15.6%	28.3%
%H		98.7%	98.7%	39.1%	13.9%	81.5%	35.0%	46.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1954	1944	976	352	1510	871	639
%H		95.3%	94.8%	47.6%	17.2%	73.6%	42.5%	31.2%
AB	513	495	491	250	101	368	224	144
%V	25.0%	25.3%	25.3%	25.6%	28.7%	24.4%	25.7%	22.5%
%H		96.5%	95.7%	48.7%	19.7%	71.7%	43.7%	28.1%
C1	543	497	495	258	95	380	229	150
%V	26.5%	25.4%	25.5%	26.4%	27.0%	25.2%	26.3%	23.5%
%H		91.5%	91.2%	47.5%	17.5%	70.0%	42.2%	27.6%
C2	464	455	455	238	84	360	221	139
%V	22.6%	23.3%	23.4%	24.4%	23.9%	23.8%	25.4%	21.8%
%H		98.1%	98.1%	51.3%	18.1%	77.6%	47.6%	30.0%
D	322	309	307	162	49	234	135	99
%V	15.7%	15.8%	15.8%	16.6%	13.9%	15.5%	15.5%	15.5%
%H		96.0%	95.3%	50.3%	15.2%	72.7%	41.9%	30.7%
E	209	199	197	68	23	168	61	107
%V	10.2%	10.2%	10.1%	7.0%	6.5%	11.1%	7.0%	16.7%
%H		95.2%	94.3%	32.5%	11.0%	80.4%	29.2%	51.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Scotland
Individual level data
Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1954	1944	976	352	1510	871	639
%H		95.3%	94.8%	47.6%	17.2%	73.6%	42.5%	31.2%
Working full time	1157	1121	1117	620	223	836	547	289
%V	56.4%	57.4%	57.5%	63.5%	63.4%	55.4%	62.8%	45.2%
%H		96.9%	96.5%	53.6%	19.3%	72.3%	47.3%	25.0%
Working part time	69	64	63	32	11	46	25	20
%V	3.4%	3.3%	3.2%	3.3%	3.1%	3.0%	2.9%	3.1%
%H		92.8%	91.3%	46.4%	15.9%	66.7%	36.2%	29.0%
Not working	826	769	764	324	119	627	298	329
%V	40.3%	39.4%	39.3%	33.2%	33.8%	41.5%	34.2%	51.5%
%H		93.1%	92.5%	39.2%	14.4%	75.9%	36.1%	39.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2221	2137	2128	972	387	1694	906	788
%H		96.2%	95.8%	43.8%	17.4%	76.3%	40.8%	35.5%
16 - 19	114	105	105	55	19	88	56	32
%V	5.1%	4.9%	4.9%	5.7%	4.9%	5.2%	6.2%	4.1%
%H		92.1%	92.1%	48.2%	16.7%	77.2%	49.1%	28.1%
20 - 24	179	149	147	71	28	113	63	50
%V	8.1%	7.0%	6.9%	7.3%	7.2%	6.7%	7.0%	6.3%
%H		83.2%	82.1%	39.7%	15.6%	63.1%	35.2%	27.9%
25 - 34	342	324	322	176	64	232	147	85
%V	15.4%	15.2%	15.1%	18.1%	16.5%	13.7%	16.2%	10.8%
%H		94.7%	94.2%	51.5%	18.7%	67.8%	43.0%	24.9%
35 - 44	351	340	339	181	71	258	167	91
%V	15.8%	15.9%	15.9%	18.6%	18.3%	15.2%	18.4%	11.5%
%H		96.9%	96.6%	51.6%	20.2%	73.5%	47.6%	25.9%
45 - 54	407	400	400	200	74	319	190	129
%V	18.3%	18.7%	18.8%	20.6%	19.1%	18.8%	21.0%	16.4%
%H		98.3%	98.3%	49.1%	18.2%	78.4%	46.7%	31.7%
55 - 64	336	332	330	153	67	260	147	114
%V	15.1%	15.5%	15.5%	15.7%	17.3%	15.3%	16.2%	14.5%
%H		98.8%	98.2%	45.5%	19.9%	77.4%	43.8%	33.9%
65+	493	486	485	136	63	425	137	288
%V	22.2%	22.7%	22.8%	14.0%	16.3%	25.1%	15.1%	36.5%
%H		98.6%	98.4%	27.6%	12.8%	86.2%	27.8%	58.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2221	2137	2128	972	387	1694	906	788
%H		96.2%	95.8%	43.8%	17.4%	76.3%	40.8%	35.5%
AB	525	513	512	240	101	401	228	173
%V	23.6%	24.0%	24.1%	24.7%	26.1%	23.7%	25.2%	22.0%
%H		97.7%	97.5%	45.7%	19.2%	76.4%	43.4%	33.0%
C1	665	612	607	273	116	482	257	224
%V	29.9%	28.6%	28.5%	28.1%	30.0%	28.5%	28.4%	28.4%
%H		92.0%	91.3%	41.1%	17.4%	72.5%	38.6%	33.7%
C2	386	382	382	202	72	305	192	112
%V	17.4%	17.9%	18.0%	20.8%	18.6%	18.0%	21.2%	14.2%
%H		99.0%	99.0%	52.3%	18.7%	79.0%	49.7%	29.0%
D	366	358	357	173	63	275	150	124
%V	16.5%	16.8%	16.8%	17.8%	16.3%	16.2%	16.6%	15.7%
%H		97.8%	97.5%	47.3%	17.2%	75.1%	41.0%	33.9%
E	278	272	270	84	34	232	78	154
%V	12.5%	12.7%	12.7%	8.6%	8.8%	13.7%	8.6%	19.5%
%H		97.8%	97.1%	30.2%	12.2%	83.5%	28.1%	55.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2221	2137	2128	972	387	1694	906	788
%H		96.2%	95.8%	43.8%	17.4%	76.3%	40.8%	35.5%
Working full time	764	745	742	385	162	565	362	203
%V	34.4%	34.9%	34.9%	39.6%	41.9%	33.4%	40.0%	25.8%
%H		97.5%	97.1%	50.4%	21.2%	74.0%	47.4%	26.6%
Working part time	329	324	322	176	59	241	151	90
%V	14.8%	15.2%	15.1%	18.1%	15.2%	14.2%	16.7%	11.4%
%H		98.5%	97.9%	53.5%	17.9%	73.3%	45.9%	27.4%
Not working	1129	1068	1064	411	167	888	393	495
%V	50.8%	50.0%	50.0%	42.3%	43.2%	52.4%	43.4%	62.8%
%H		94.6%	94.2%	36.4%	14.8%	78.7%	34.8%	43.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
AB	128	126	119	68	13	76	38	39
%V	17.7%	17.8%	18.7%	18.7%	21.0%	18.4%	19.1%	18.1%
%H (All HH)		98.4%	93.0%	53.1%	10.2%	59.4%	29.7%	30.5%
%H (TV HH)			94.4%	54.0%	10.3%	60.3%	30.2%	31.0%
C1	174	170	158	94	16	105	56	49
%V	24.0%	24.0%	24.8%	25.9%	25.8%	25.4%	28.1%	22.8%
%H (All HH)		97.7%	90.8%	54.0%	9.2%	60.3%	32.2%	28.2%
%H (TV HH)			92.9%	55.3%	9.4%	61.8%	32.9%	28.8%
C2	144	142	130	79	10	86	45	41
%V	19.9%	20.1%	20.4%	21.8%	16.1%	20.8%	22.6%	19.1%
%H (All HH)		98.6%	90.3%	54.9%	6.9%	59.7%	31.3%	28.5%
%H (TV HH)			91.5%	55.6%	7.0%	60.6%	31.7%	28.9%
D	133	129	114	68	11	70	35	35
%V	18.3%	18.2%	17.9%	18.7%	17.7%	16.9%	17.6%	16.3%
%H (All HH)		97.0%	85.7%	51.1%	8.3%	52.6%	26.3%	26.3%
%H (TV HH)			88.4%	52.7%	8.5%	54.3%	27.1%	27.1%
E	147	140	116	54	11	76	25	52
%V	20.3%	19.8%	18.2%	14.9%	17.7%	18.4%	12.6%	24.2%
%H (All HH)		95.2%	78.9%	36.7%	7.5%	51.7%	17.0%	35.4%
%H (TV HH)			82.9%	38.6%	7.9%	54.3%	17.9%	37.1%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Under 25	29	27	23	11	3	14	5	8
%V	4.0%	3.8%	3.6%	3.0%	4.8%	3.4%	2.5%	3.7%
%H (All HH)		93.1%	79.3%	37.9%	10.3%	48.3%	17.2%	27.6%
%H (TV HH)			85.2%	40.7%	11.1%	51.9%	18.5%	29.6%
25 - 34	120	117	110	71	11	63	35	28
%V	16.6%	16.5%	17.3%	19.6%	17.7%	15.2%	17.6%	13.0%
%H (All HH)		97.5%	91.7%	59.2%	9.2%	52.5%	29.2%	23.3%
%H (TV HH)			94.0%	60.7%	9.4%	53.8%	29.9%	23.9%
35 - 44	140	137	131	89	11	78	46	32
%V	19.3%	19.4%	20.6%	24.5%	17.7%	18.8%	23.1%	14.9%
%H (All HH)		97.9%	93.6%	63.6%	7.9%	55.7%	32.9%	22.9%
%H (TV HH)			95.6%	65.0%	8.0%	56.9%	33.6%	23.4%
45 - 54	146	143	136	79	15	92	50	43
%V	20.1%	20.2%	21.4%	21.8%	24.2%	22.2%	25.1%	20.0%
%H (All HH)		97.9%	93.2%	54.1%	10.3%	63.0%	34.2%	29.5%
%H (TV HH)			95.1%	55.2%	10.5%	64.3%	35.0%	30.1%
55 - 64	119	116	106	57	10	74	35	39
%V	16.4%	16.4%	16.6%	15.7%	16.1%	17.9%	17.6%	18.1%
%H (All HH)		97.5%	89.1%	47.9%	8.4%	62.2%	29.4%	32.8%
%H (TV HH)			91.4%	49.1%	8.6%	63.8%	30.2%	33.6%
65 +	171	167	131	56	11	92	28	65
%V	23.6%	23.6%	20.6%	15.4%	17.7%	22.2%	14.1%	30.2%
%H (All HH)		97.7%	76.6%	32.7%	6.4%	53.8%	16.4%	38.0%
%H (TV HH)			78.4%	33.5%	6.6%	55.1%	16.8%	38.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
1	223	213	171	70	19	116	33	83
%V	30.8%	30.1%	26.8%	19.3%	30.6%	28.0%	16.6%	38.6%
%H (All HH)		95.5%	76.7%	31.4%	8.5%	52.0%	14.8%	37.2%
%H (TV HH)			80.3%	32.9%	8.9%	54.5%	15.5%	39.0%
2	210	207	190	107	17	124	58	66
%V	29.0%	29.3%	29.8%	29.5%	27.4%	30.0%	29.1%	30.7%
%H (All HH)		98.6%	90.5%	51.0%	8.1%	59.0%	27.6%	31.4%
%H (TV HH)			91.8%	51.7%	8.2%	59.9%	28.0%	31.9%
3	117	114	107	72	9	67	41	27
%V	16.1%	16.1%	16.8%	19.8%	14.5%	16.2%	20.6%	12.6%
%H (All HH)		97.4%	91.5%	61.5%	7.7%	57.3%	35.0%	23.1%
%H (TV HH)			93.9%	63.2%	7.9%	58.8%	36.0%	23.7%
4	108	106	104	72	11	63	40	22
%V	14.9%	15.0%	16.3%	19.8%	17.7%	15.2%	20.1%	10.2%
%H (All HH)		98.1%	96.3%	66.7%	10.2%	58.3%	37.0%	20.4%
%H (TV HH)			98.1%	67.9%	10.4%	59.4%	37.7%	20.8%
5+	68	67	65	43	6	44	26	17
%V	9.4%	9.5%	10.2%	11.8%	9.7%	10.6%	13.1%	7.9%
%H (All HH)		98.5%	95.6%	63.2%	8.8%	64.7%	38.2%	25.0%
%H (TV HH)			97.0%	64.2%	9.0%	65.7%	38.8%	25.4%
Average HH size	2.48	2.49	2.59	2.82	2.49	2.56	2.91	2.23

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Without	512	497	434	226	43	290	122	167
%V	70.6%	70.3%	68.1%	62.3%	69.4%	70.0%	61.3%	77.7%
%H (All HH)		97.1%	84.8%	44.1%	8.4%	56.6%	23.8%	32.6%
%H (TV HH)			87.3%	45.5%	8.7%	58.4%	24.5%	33.6%
With	213	210	203	138	18	124	76	48
%V	29.4%	29.7%	31.9%	38.0%	29.0%	30.0%	38.2%	22.3%
%H (All HH)		98.6%	95.3%	64.8%	8.5%	58.2%	35.7%	22.5%
%H (TV HH)			96.7%	65.7%	8.6%	59.0%	36.2%	22.9%
0 - 3	81	80	77	53	7	46	27	18
%V	11.2%	11.3%	12.1%	14.6%	11.3%	11.1%	13.6%	8.4%
%H (All HH)		98.8%	95.1%	65.4%	8.6%	56.8%	33.3%	22.2%
%H (TV HH)			96.3%	66.3%	8.8%	57.5%	33.8%	22.5%
4 - 9	109	107	104	72	8	62	37	24
%V	15.0%	15.1%	16.3%	19.8%	12.9%	15.0%	18.6%	11.2%
%H (All HH)		98.2%	95.4%	66.1%	7.3%	56.9%	33.9%	22.0%
%H (TV HH)			97.2%	67.3%	7.5%	57.9%	34.6%	22.4%
10 - 15	106	105	101	69	9	64	41	23
%V	14.6%	14.9%	15.9%	19.0%	14.5%	15.5%	20.6%	10.7%
%H (All HH)		99.1%	95.3%	65.1%	8.5%	60.4%	38.7%	21.7%
%H (TV HH)			96.2%	65.7%	8.6%	61.0%	39.0%	21.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
1	255	255	210	105	25	112	32	81
%V	35.2%	36.1%	33.0%	28.9%	40.3%	27.1%	16.1%	37.7%
%H (All HH)		100.0%	82.4%	41.2%	9.8%	43.9%	12.5%	31.8%
%H (TV HH)			82.4%	41.2%	9.8%	43.9%	12.5%	31.8%
2	254	254	234	130	23	158	76	82
%V	35.0%	35.9%	36.7%	35.8%	37.1%	38.2%	38.2%	38.1%
%H (All HH)		100.0%	92.1%	51.2%	9.1%	62.2%	29.9%	32.3%
%H (TV HH)			92.1%	51.2%	9.1%	62.2%	29.9%	32.3%
3	115	115	112	70	8	81	46	34
%V	15.9%	16.3%	17.6%	19.3%	12.9%	19.6%	23.1%	15.8%
%H (All HH)		100.0%	97.4%	60.9%	7.0%	70.4%	40.0%	29.6%
%H (TV HH)			97.4%	60.9%	7.0%	70.4%	40.0%	29.6%
4	49	49	48	34	3	37	26	11
%V	6.8%	6.9%	7.5%	9.4%	4.8%	8.9%	13.1%	5.1%
%H (All HH)		100.0%	98.0%	69.4%	6.1%	75.5%	53.1%	22.4%
%H (TV HH)			98.0%	69.4%	6.1%	75.5%	53.1%	22.4%
5+	33	33	33	23	3	26	19	7
%V	4.6%	4.7%	5.2%	6.3%	4.8%	6.3%	9.5%	3.3%
%H (All HH)		100.0%	100.0%	69.7%	9.1%	78.8%	57.6%	21.2%
%H (TV HH)			100.0%	69.7%	9.1%	78.8%	57.6%	21.2%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Under 20"	192	192	175	99	12	129	64	65
%V	26.5%	27.2%	27.5%	27.3%	19.4%	31.2%	32.2%	30.2%
%H (All HH)		100.0%	91.1%	51.6%	6.3%	67.2%	33.3%	33.9%
%H (TV HH)			91.1%	51.6%	6.3%	67.2%	33.3%	33.9%
20" - 29"	335	335	293	160	24	210	100	110
%V	46.2%	47.4%	46.0%	44.1%	38.7%	50.7%	50.3%	51.2%
%H (All HH)		100.0%	87.5%	47.8%	7.2%	62.7%	29.9%	32.8%
%H (TV HH)			87.5%	47.8%	7.2%	62.7%	29.9%	32.8%
30" - 39"	366	366	348	205	33	234	121	113
%V	50.5%	51.8%	54.6%	56.5%	53.2%	56.5%	60.8%	52.6%
%H (All HH)		100.0%	95.1%	56.0%	9.0%	63.9%	33.1%	30.9%
%H (TV HH)			95.1%	56.0%	9.0%	63.9%	33.1%	30.9%
40" and over	260	260	254	173	25	161	103	58
%V	35.9%	36.8%	39.9%	47.7%	40.3%	38.9%	51.8%	27.0%
%H (All HH)		100.0%	97.7%	66.5%	9.6%	61.9%	39.6%	22.3%
%H (TV HH)			97.7%	66.5%	9.6%	61.9%	39.6%	22.3%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Main living room	695	695	630	360	61	408	197	212
%V	95.9%	98.3%	98.9%	99.2%	98.4%	98.6%	99.0%	98.6%
%H (All HH)		100.0%	90.6%	51.8%	8.8%	58.7%	28.3%	30.5%
%H (TV HH)			90.6%	51.8%	8.8%	58.7%	28.3%	30.5%
Kitchen	178	178	167	97	10	126	65	61
%V	24.6%	25.2%	26.2%	26.7%	16.1%	30.4%	32.7%	28.4%
%H (All HH)		100.0%	93.8%	54.5%	5.6%	70.8%	36.5%	34.3%
%H (TV HH)			93.8%	54.5%	5.6%	70.8%	36.5%	34.3%
Adult's bedroom	267	267	256	161	23	184	110	74
%V	36.8%	37.8%	40.2%	44.4%	37.1%	44.4%	55.3%	34.4%
%H (All HH)		100.0%	95.9%	60.3%	8.6%	68.9%	41.2%	27.7%
%H (TV HH)			95.9%	60.3%	8.6%	68.9%	41.2%	27.7%
Child's bedroom	60	60	59	43	4	43	30	12
%V	8.3%	8.5%	9.3%	11.8%	6.5%	10.4%	15.1%	5.6%
%H (All HH)		100.0%	98.3%	71.7%	6.7%	71.7%	50.0%	20.0%
%H (TV HH)			98.3%	71.7%	6.7%	71.7%	50.0%	20.0%
Other bedroom	24	24	22	15	1	18	12	6
%V	3.3%	3.4%	3.5%	4.1%	1.6%	4.3%	6.0%	2.8%
%H (All HH)		100.0%	91.7%	62.5%	4.2%	75.0%	50.0%	25.0%
%H (TV HH)			91.7%	62.5%	4.2%	75.0%	50.0%	25.0%
Second living/dining room	114	114	108	70	8	79	49	30
%V	15.7%	16.1%	17.0%	19.3%	12.9%	19.1%	24.6%	14.0%
%H (All HH)		100.0%	94.7%	61.4%	7.0%	69.3%	43.0%	26.3%
%H (TV HH)			94.7%	61.4%	7.0%	69.3%	43.0%	26.3%
Study/office	9	9	9	6	1	7	5	2
%V	1.2%	1.3%	1.4%	1.7%	1.6%	1.7%	2.5%	0.9%
%H (All HH)		100.0%	100.0%	66.7%	11.1%	77.8%	55.6%	22.2%
%H (TV HH)			100.0%	66.7%	11.1%	77.8%	55.6%	22.2%
TV room	8	8	8	5	0	6	3	3
%V	1.1%	1.1%	1.3%	1.4%	0.0%	1.4%	1.5%	1.4%
%H (All HH)		100.0%	100.0%	62.5%	0.0%	75.0%	37.5%	37.5%
%H (TV HH)			100.0%	62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	5	5	5	4	0	4	3	1
%V	0.7%	0.7%	0.8%	1.1%	0.0%	1.0%	1.5%	0.5%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
Attic or loft room	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.2%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	2	1	0	1	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.2%	0.5%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Household level data
Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
PVR	309	309	308	258	29	164	141	23
%V	42.6%	43.7%	48.4%	71.1%	46.8%	39.6%	70.9%	10.7%
%H (All HH)		100.0%	99.7%	83.5%	9.4%	53.1%	45.6%	7.4%
%H (TV HH)			99.7%	83.5%	9.4%	53.1%	45.6%	7.4%
DVDR	78	78	74	42	5	52	25	27
%V	10.8%	11.0%	11.6%	11.6%	8.1%	12.6%	12.6%	12.6%
%H (All HH)		100.0%	94.9%	53.8%	6.4%	66.7%	32.1%	34.6%
%H (TV HH)			94.9%	53.8%	6.4%	66.7%	32.1%	34.6%
VCR	68	68	58	29	3	41	14	27
%V	9.4%	9.6%	9.1%	8.0%	4.8%	9.9%	7.0%	12.6%
%H (All HH)		100.0%	85.3%	42.6%	4.4%	60.3%	20.6%	39.7%
%H (TV HH)			85.3%	42.6%	4.4%	60.3%	20.6%	39.7%
Any recorder	384	384	371	278	31	215	151	64
%V	53.0%	54.3%	58.2%	76.6%	50.0%	51.9%	75.9%	29.8%
%H (All HH)		100.0%	96.6%	72.4%	8.1%	56.0%	39.3%	16.7%
%H (TV HH)			96.6%	72.4%	8.1%	56.0%	39.3%	16.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Receives HDTV (via STB or built-in reception)	204	204	204	143	30	115	83	32
%V	28.1%	28.9%	32.0%	39.4%	48.4%	27.8%	41.7%	14.9%
%H (All HH)		100.0%	100.0%	70.1%	14.7%	56.4%	40.7%	15.7%
%H (TV HH)			100.0%	70.1%	14.7%	56.4%	40.7%	15.7%
DVD/Blu-ray player or recorder	529	529	500	295	46	331	170	161
%V	73.0%	74.8%	78.5%	81.3%	74.2%	80.0%	85.4%	74.9%
%H (All HH)		100.0%	94.5%	55.8%	8.7%	62.6%	32.1%	30.4%
%H (TV HH)			94.5%	55.8%	8.7%	62.6%	32.1%	30.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	725	707	637	363	62	414	199	215
%H (All HH)		97.5%	87.9%	50.1%	8.6%	57.1%	27.4%	29.7%
%H (TV HH)			90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Has PC or Laptop	509	500	477	300	51	300	172	128
%V	70.2%	70.7%	74.9%	82.6%	82.3%	72.5%	86.4%	59.5%
%H (All HH)		98.2%	93.7%	58.9%	10.0%	58.9%	33.8%	25.1%
%H (TV HH)			95.4%	60.0%	10.2%	60.0%	34.4%	25.6%
Has broadband internet	477	470	450	286	50	283	166	117
%V	65.8%	66.5%	70.6%	78.8%	80.6%	68.4%	83.4%	54.4%
%H (All HH)		98.5%	94.3%	60.0%	10.5%	59.3%	34.8%	24.5%
%H (TV HH)			95.7%	60.9%	10.6%	60.2%	35.3%	24.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1489	1387	842	121	963	531	432
%H		93.1%	56.5%	8.1%	64.7%	35.7%	29.0%
Under 20"	254	234	133	17	176	91	85
%V	17.1%	16.9%	15.8%	14.0%	18.3%	17.1%	19.7%
%H		92.1%	52.4%	6.7%	69.3%	35.8%	33.5%
20" - 29"	466	414	236	33	301	155	146
%V	31.3%	29.8%	28.0%	27.3%	31.3%	29.2%	33.8%
%H		88.8%	50.6%	7.1%	64.6%	33.3%	31.3%
30" - 39"	430	412	247	40	279	151	128
%V	28.9%	29.7%	29.3%	33.1%	29.0%	28.4%	29.6%
%H		95.8%	57.4%	9.3%	64.9%	35.1%	29.8%
40" and over	294	288	198	28	184	120	64
%V	19.7%	20.8%	23.5%	23.1%	19.1%	22.6%	14.8%
%H		98.0%	67.3%	9.5%	62.6%	40.8%	21.8%
Don't know	10	8	5	0	4	2	3
%V	0.7%	0.6%	0.6%	0.0%	0.4%	0.4%	0.7%
%H		80.0%	50.0%	0.0%	40.0%	20.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1489	1387	842	121	963	531	432
%H		93.1%	56.5%	8.1%	64.7%	35.7%	29.0%
Main living room	708	641	366	62	416	200	216
%V	47.5%	46.2%	43.5%	51.2%	43.2%	37.7%	50.0%
%H		90.5%	51.7%	8.8%	58.8%	28.2%	30.5%
Kitchen	179	168	98	10	126	66	61
%V	12.0%	12.1%	11.6%	8.3%	13.1%	12.4%	14.1%
%H		93.9%	54.7%	5.6%	70.4%	36.9%	34.1%
Adult's bedroom	322	310	196	29	226	139	87
%V	21.6%	22.4%	23.3%	24.0%	23.5%	26.2%	20.1%
%H		96.3%	60.9%	9.0%	70.2%	43.2%	27.0%
Child's bedroom	78	77	55	5	57	40	17
%V	5.2%	5.6%	6.5%	4.1%	5.9%	7.5%	3.9%
%H		98.7%	70.5%	6.4%	73.1%	51.3%	21.8%
Other bedroom	27	26	17	2	21	14	7
%V	1.8%	1.9%	2.0%	1.7%	2.2%	2.6%	1.6%
%H		96.3%	63.0%	7.4%	77.8%	51.9%	25.9%
Second living/dining room	114	109	71	8	79	49	30
%V	7.7%	7.9%	8.4%	6.6%	8.2%	9.2%	6.9%
%H		95.6%	62.3%	7.0%	69.3%	43.0%	26.3%
Study/office	9	9	6	1	7	5	2
%V	0.6%	0.6%	0.7%	0.8%	0.7%	0.9%	0.5%
%H		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%
TV room	8	8	5	0	6	3	3
%V	0.5%	0.6%	0.6%	0.0%	0.6%	0.6%	0.7%
%H		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	5	5	4	0	4	3	1
%V	0.3%	0.4%	0.5%	0.0%	0.4%	0.6%	0.2%
%H		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
Attic or loft room	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1489	1387	842	121	963	531	432
%H		93.1%	56.5%	8.1%	64.7%	35.7%	29.0%
PVR	410	409	351	34	216	190	26
%V	27.5%	29.5%	41.7%	28.1%	22.4%	35.8%	6.0%
%H		99.8%	85.6%	8.3%	52.7%	46.3%	6.3%
DVDR	91	86	50	5	63	32	31
%V	6.1%	6.2%	5.9%	4.1%	6.5%	6.0%	7.2%
%H		94.5%	54.9%	5.5%	69.2%	35.2%	34.1%
VCR	75	66	32	3	47	16	31
%V	5.0%	4.8%	3.8%	2.5%	4.9%	3.0%	7.2%
%H		88.0%	42.7%	4.0%	62.7%	21.3%	41.3%
Any recorder	514	501	388	37	291	213	78
%V	34.5%	36.1%	46.1%	30.6%	30.2%	40.1%	18.1%
%H		97.5%	75.5%	7.2%	56.6%	41.4%	15.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1489	1387	842	121	963	531	432
%H		93.1%	56.5%	8.1%	64.7%	35.7%	29.0%
Receives HDTV (via STB or built-in reception)	270	270	191	38	158	115	43
%V	18.1%	19.5%	22.7%	31.4%	16.4%	21.7%	10.0%
%H		100.0%	70.7%	14.1%	58.5%	42.6%	15.9%
DVD/Blu-ray player or recorder	748	715	440	62	495	278	217
%V	50.2%	51.6%	52.3%	51.2%	51.4%	52.4%	50.2%
%H		95.6%	58.8%	8.3%	66.2%	37.2%	29.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	707	637	363	62	414	199	215
%H		90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Under 20"	19	12	4	1	9	1	7
%V	2.7%	1.9%	1.1%	1.6%	2.2%	0.5%	3.3%
%H		63.2%	21.1%	5.3%	47.4%	5.3%	36.8%
20" - 29"	155	117	46	11	80	20	60
%V	21.9%	18.4%	12.7%	17.7%	19.3%	10.1%	27.9%
%H		75.5%	29.7%	7.1%	51.6%	12.9%	38.7%
30" - 39"	278	263	145	26	173	80	93
%V	39.3%	41.3%	39.9%	41.9%	41.8%	40.2%	43.3%
%H		94.6%	52.2%	9.4%	62.2%	28.8%	33.5%
40" and over	248	243	166	24	151	97	54
%V	35.1%	38.1%	45.7%	38.7%	36.5%	48.7%	25.1%
%H		98.0%	66.9%	9.7%	60.9%	39.1%	21.8%
Don't know	4	3	2	0	1	0	1
%V	0.6%	0.5%	0.6%	0.0%	0.2%	0.0%	0.5%
%H		75.0%	50.0%	0.0%	25.0%	0.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	707	637	363	62	414	199	215
%H		90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
PVR	301	300	253	28	157	136	21
%V	42.6%	47.1%	69.7%	45.2%	37.9%	68.3%	9.8%
%H		99.7%	84.1%	9.3%	52.2%	45.2%	7.0%
DVDR	63	59	33	4	41	19	22
%V	8.9%	9.3%	9.1%	6.5%	9.9%	9.5%	10.2%
%H		93.7%	52.4%	6.3%	65.1%	30.2%	34.9%
VCR	56	47	23	2	33	11	22
%V	7.9%	7.4%	6.3%	3.2%	8.0%	5.5%	10.2%
%H		83.9%	41.1%	3.6%	58.9%	19.6%	39.3%
Any recorder	368	356	271	31	202	145	56
%V	52.1%	55.9%	74.7%	50.0%	48.8%	72.9%	26.0%
%H		96.7%	73.6%	8.4%	54.9%	39.4%	15.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	707	637	363	62	414	199	215
%H		90.1%	51.3%	8.8%	58.6%	28.1%	30.4%
Receives HDTV (via STB or built-in reception)	195	195	138	30	108	80	28
%V	27.6%	30.6%	38.0%	48.4%	26.1%	40.2%	13.0%
%H		100.0%	70.8%	15.4%	55.4%	41.0%	14.4%
DVD/Blu-ray player or recorder	494	467	275	44	308	158	150
%V	69.9%	73.3%	75.8%	71.0%	74.4%	79.4%	69.8%
%H		94.5%	55.7%	8.9%	62.3%	32.0%	30.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Set level data
Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	782	750	478	60	549	332	216
%H		95.9%	61.1%	7.7%	70.2%	42.5%	27.6%
Under 20"	235	221	129	16	167	90	77
%V	30.1%	29.5%	27.0%	26.7%	30.4%	27.1%	35.6%
%H		94.0%	54.9%	6.8%	71.1%	38.3%	32.8%
20" - 29"	311	297	190	23	221	135	86
%V	39.8%	39.6%	39.7%	38.3%	40.3%	40.7%	39.8%
%H		95.5%	61.1%	7.4%	71.1%	43.4%	27.7%
30" - 39"	151	149	102	14	106	71	35
%V	19.3%	19.9%	21.3%	23.3%	19.3%	21.4%	16.2%
%H		98.7%	67.5%	9.3%	70.2%	47.0%	23.2%
40" and over	46	45	32	4	33	23	10
%V	5.9%	6.0%	6.7%	6.7%	6.0%	6.9%	4.6%
%H		97.8%	69.6%	8.7%	71.7%	50.0%	21.7%
Don't know	6	5	3	0	4	2	2
%V	0.8%	0.7%	0.6%	0.0%	0.7%	0.6%	0.9%
%H		83.3%	50.0%	0.0%	66.7%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Set level data
Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	782	750	478	60	549	332	216
%H		95.9%	61.1%	7.7%	70.2%	42.5%	27.6%
PVR	109	109	99	6	59	54	6
%V	13.9%	14.5%	20.7%	10.0%	10.7%	16.3%	2.8%
%H		100.0%	90.8%	5.5%	54.1%	49.5%	5.5%
DVDR	28	27	17	1	22	13	9
%V	3.6%	3.6%	3.6%	1.7%	4.0%	3.9%	4.2%
%H		96.4%	60.7%	3.6%	78.6%	46.4%	32.1%
VCR	19	19	9	1	15	6	9
%V	2.4%	2.5%	1.9%	1.7%	2.7%	1.8%	4.2%
%H		100.0%	47.4%	5.3%	78.9%	31.6%	47.4%
Any recorder	147	145	117	7	89	67	22
%V	18.8%	19.3%	24.5%	11.7%	16.2%	20.2%	10.2%
%H		98.6%	79.6%	4.8%	60.5%	45.6%	15.0%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	782	750	478	60	549	332	216
%H		95.9%	61.1%	7.7%	70.2%	42.5%	27.6%
Receives HDTV (via STB or built-in reception)	75	75	52	8	51	35	15
%V	9.6%	10.0%	10.9%	13.3%	9.3%	10.5%	6.9%
%H		100.0%	69.3%	10.7%	68.0%	46.7%	20.0%
DVD/Blu-ray player or recorder	254	249	165	18	187	120	67
%V	32.5%	33.2%	34.5%	30.0%	34.1%	36.1%	31.0%
%H		98.0%	65.0%	7.1%	73.6%	47.2%	26.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Individual level data
Table 12.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1797	1762	1648	1023	153	1061	579	481
%H		98.1%	91.7%	56.9%	8.5%	59.0%	32.2%	26.8%
Total Children	385	379	369	254	30	227	141	86
%V	21.4%	21.5%	22.4%	24.8%	19.6%	21.4%	24.4%	17.9%
%H		98.4%	95.8%	66.0%	7.8%	59.0%	36.6%	22.3%
0 - 3	98	97	94	65	9	55	34	22
%V	5.5%	5.5%	5.7%	6.4%	5.9%	5.2%	5.9%	4.6%
%H		99.0%	95.9%	66.3%	9.2%	56.1%	34.7%	22.4%
4 - 15	287	283	275	189	22	172	107	65
%V	16.0%	16.1%	16.7%	18.5%	14.4%	16.2%	18.5%	13.5%
%H		98.6%	95.8%	65.9%	7.7%	59.9%	37.3%	22.6%
4 - 9	146	143	139	98	10	82	50	32
%V	8.1%	8.1%	8.4%	9.6%	6.5%	7.7%	8.6%	6.7%
%H		97.9%	95.2%	67.1%	6.8%	56.2%	34.2%	21.9%
10 - 15	142	140	136	91	12	89	57	32
%V	7.9%	7.9%	8.3%	8.9%	7.8%	8.4%	9.8%	6.7%
%H		98.6%	95.8%	64.1%	8.5%	62.7%	40.1%	22.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1797	1762	1648	1023	153	1061	579	481
%H		98.1%	91.7%	56.9%	8.5%	59.0%	32.2%	26.8%
Total Adults (16+)	1411	1383	1280	769	123	833	438	395
%V	78.5%	78.5%	77.7%	75.2%	80.4%	78.5%	75.6%	82.1%
%H		98.0%	90.7%	54.5%	8.7%	59.0%	31.0%	28.0%
16 - 19	99	98	95	62	10	63	39	24
%V	5.5%	5.6%	5.8%	6.1%	6.5%	5.9%	6.7%	5.0%
%H		99.0%	96.0%	62.6%	10.1%	63.6%	39.4%	24.2%
20 - 24	113	109	102	60	13	65	36	29
%V	6.3%	6.2%	6.2%	5.9%	8.5%	6.1%	6.2%	6.0%
%H		96.5%	90.3%	53.1%	11.5%	57.5%	31.9%	25.7%
25 - 34	255	249	235	151	25	138	77	61
%V	14.2%	14.1%	14.3%	14.8%	16.3%	13.0%	13.3%	12.7%
%H		97.6%	92.2%	59.2%	9.8%	54.1%	30.2%	23.9%
35 - 44	242	238	229	158	19	137	83	54
%V	13.5%	13.5%	13.9%	15.4%	12.4%	12.9%	14.3%	11.2%
%H		98.3%	94.6%	65.3%	7.9%	56.6%	34.3%	22.3%
45 - 54	248	243	233	140	25	156	86	70
%V	13.8%	13.8%	14.1%	13.7%	16.3%	14.7%	14.9%	14.6%
%H		98.0%	94.0%	56.5%	10.1%	62.9%	34.7%	28.2%
55 - 64	195	191	176	99	15	124	62	62
%V	10.9%	10.8%	10.7%	9.7%	9.8%	11.7%	10.7%	12.9%
%H		97.9%	90.3%	50.8%	7.7%	63.6%	31.8%	31.8%
65+	260	255	210	98	16	151	55	96
%V	14.5%	14.5%	12.7%	9.6%	10.5%	14.2%	9.5%	20.0%
%H		98.1%	80.8%	37.7%	6.2%	58.1%	21.2%	36.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Ulster
Individual level data
Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1411	1383	1280	769	123	833	438	395
%H		98.0%	90.7%	54.5%	8.7%	59.0%	31.0%	28.0%
AB	276	273	260	151	30	170	90	80
%V	19.6%	19.7%	20.3%	19.6%	24.4%	20.4%	20.5%	20.3%
%H		98.9%	94.2%	54.7%	10.9%	61.6%	32.6%	29.0%
C1	345	337	319	201	32	215	127	88
%V	24.5%	24.4%	24.9%	26.1%	26.0%	25.8%	29.0%	22.3%
%H		97.7%	92.5%	58.3%	9.3%	62.3%	36.8%	25.5%
C2	313	308	289	177	21	195	103	92
%V	22.2%	22.3%	22.6%	23.0%	17.1%	23.4%	23.5%	23.3%
%H		98.4%	92.3%	56.5%	6.7%	62.3%	32.9%	29.4%
D	268	262	238	151	25	143	79	64
%V	19.0%	18.9%	18.6%	19.6%	20.3%	17.2%	18.0%	16.2%
%H		97.8%	88.8%	56.3%	9.3%	53.4%	29.5%	23.9%
E	210	203	174	88	15	111	40	71
%V	14.9%	14.7%	13.6%	11.4%	12.2%	13.3%	9.1%	18.0%
%H		96.7%	82.9%	41.9%	7.1%	52.9%	19.0%	33.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1411	1383	1280	769	123	833	438	395
%H		98.0%	90.7%	54.5%	8.7%	59.0%	31.0%	28.0%
Working full time	585	575	546	353	51	348	203	144
%V	41.5%	41.6%	42.7%	45.9%	41.5%	41.8%	46.3%	36.5%
%H		98.3%	93.3%	60.3%	8.7%	59.5%	34.7%	24.6%
Working part time	157	156	148	90	17	96	55	41
%V	11.1%	11.3%	11.6%	11.7%	13.8%	11.5%	12.6%	10.4%
%H		99.4%	94.3%	57.3%	10.8%	61.1%	35.0%	26.1%
Not working	669	652	586	325	54	389	180	209
%V	47.4%	47.1%	45.8%	42.3%	43.9%	46.7%	41.1%	52.9%
%H		97.5%	87.6%	48.6%	8.1%	58.1%	26.9%	31.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	686	670	622	383	60	400	218	182
%H		97.7%	90.7%	55.8%	8.7%	58.3%	31.8%	26.5%
16 - 19	52	51	49	34	4	31	20	11
%V	7.6%	7.6%	7.9%	8.9%	6.7%	7.8%	9.2%	6.0%
%H		98.1%	94.2%	65.4%	7.7%	59.6%	38.5%	21.2%
20 - 24	55	53	49	30	6	31	18	13
%V	8.0%	7.9%	7.9%	7.8%	10.0%	7.8%	8.3%	7.1%
%H		96.4%	89.1%	54.5%	10.9%	56.4%	32.7%	23.6%
25 - 34	127	124	115	73	13	68	38	30
%V	18.5%	18.5%	18.5%	19.1%	21.7%	17.0%	17.4%	16.5%
%H		97.6%	90.6%	57.5%	10.2%	53.5%	29.9%	23.6%
35 - 44	120	117	112	78	9	67	41	26
%V	17.5%	17.5%	18.0%	20.4%	15.0%	16.8%	18.8%	14.3%
%H		97.5%	93.3%	65.0%	7.5%	55.8%	34.2%	21.7%
45 - 54	121	118	113	68	11	74	41	34
%V	17.6%	17.6%	18.2%	17.8%	18.3%	18.5%	18.8%	18.7%
%H		97.5%	93.4%	56.2%	9.1%	61.2%	33.9%	28.1%
55 - 64	96	94	87	50	7	60	31	29
%V	14.0%	14.0%	14.0%	13.1%	11.7%	15.0%	14.2%	15.9%
%H		97.9%	90.6%	52.1%	7.3%	62.5%	32.3%	30.2%
65+	116	113	96	49	8	68	29	38
%V	16.9%	16.9%	15.4%	12.8%	13.3%	17.0%	13.3%	20.9%
%H		97.4%	82.8%	42.2%	6.9%	58.6%	25.0%	32.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	686	670	622	383	60	400	218	182
%H		97.7%	90.7%	55.8%	8.7%	58.3%	31.8%	26.5%
AB	137	135	130	77	14	85	46	39
%V	20.0%	20.1%	20.9%	20.1%	23.3%	21.3%	21.1%	21.4%
%H		98.5%	94.9%	56.2%	10.2%	62.0%	33.6%	28.5%
C1	159	155	147	98	14	98	61	36
%V	23.2%	23.1%	23.6%	25.6%	23.3%	24.5%	28.0%	19.8%
%H		97.5%	92.5%	61.6%	8.8%	61.6%	38.4%	22.6%
C2	170	167	156	97	12	103	56	47
%V	24.8%	24.9%	25.1%	25.3%	20.0%	25.8%	25.7%	25.8%
%H		98.2%	91.8%	57.1%	7.1%	60.6%	32.9%	27.6%
D	126	123	112	71	13	64	36	28
%V	18.4%	18.4%	18.0%	18.5%	21.7%	16.0%	16.5%	15.4%
%H		97.6%	88.9%	56.3%	10.3%	50.8%	28.6%	22.2%
E	94	90	77	41	6	50	19	30
%V	13.7%	13.4%	12.4%	10.7%	10.0%	12.5%	8.7%	16.5%
%H		95.7%	81.9%	43.6%	6.4%	53.2%	20.2%	31.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	686	670	622	383	60	400	218	182
%H		97.7%	90.7%	55.8%	8.7%	58.3%	31.8%	26.5%
Working full time	366	360	341	222	31	220	131	89
%V	53.4%	53.7%	54.8%	58.0%	51.7%	55.0%	60.1%	48.9%
%H		98.4%	93.2%	60.7%	8.5%	60.1%	35.8%	24.3%
Working part time	33	33	31	17	3	19	9	10
%V	4.8%	4.9%	5.0%	4.4%	5.0%	4.8%	4.1%	5.5%
%H		100.0%	93.9%	51.5%	9.1%	57.6%	27.3%	30.3%
Not working	287	278	251	144	26	161	79	82
%V	41.8%	41.5%	40.4%	37.6%	43.3%	40.3%	36.2%	45.1%
%H		96.9%	87.5%	50.2%	9.1%	56.1%	27.5%	28.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	725	713	658	385	63	433	220	213
%H		98.3%	90.8%	53.1%	8.7%	59.7%	30.3%	29.4%
16 - 19	47	47	46	28	5	32	19	13
%V	6.5%	6.6%	7.0%	7.3%	7.9%	7.4%	8.6%	6.1%
%H		100.0%	97.9%	59.6%	10.6%	68.1%	40.4%	27.7%
20 - 24	58	56	52	30	7	34	18	16
%V	8.0%	7.9%	7.9%	7.8%	11.1%	7.9%	8.2%	7.5%
%H		96.6%	89.7%	51.7%	12.1%	58.6%	31.0%	27.6%
25 - 34	128	125	119	78	12	70	40	30
%V	17.7%	17.5%	18.1%	20.3%	19.0%	16.2%	18.2%	14.1%
%H		97.7%	93.0%	60.9%	9.4%	54.7%	31.3%	23.4%
35 - 44	123	121	117	80	9	70	42	28
%V	17.0%	17.0%	17.8%	20.8%	14.3%	16.2%	19.1%	13.1%
%H		98.4%	95.1%	65.0%	7.3%	56.9%	34.1%	22.8%
45 - 54	127	125	120	72	13	81	45	36
%V	17.5%	17.5%	18.2%	18.7%	20.6%	18.7%	20.5%	16.9%
%H		98.4%	94.5%	56.7%	10.2%	63.8%	35.4%	28.3%
55 - 64	99	97	89	49	8	63	31	33
%V	13.7%	13.6%	13.5%	12.7%	12.7%	14.5%	14.1%	15.5%
%H		98.0%	89.9%	49.5%	8.1%	63.6%	31.3%	33.3%
65+	144	141	114	49	8	83	25	57
%V	19.9%	19.8%	17.3%	12.7%	12.7%	19.2%	11.4%	26.8%
%H		97.9%	79.2%	34.0%	5.6%	57.6%	17.4%	39.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	725	713	658	385	63	433	220	213
%H		98.3%	90.8%	53.1%	8.7%	59.7%	30.3%	29.4%
AB	139	138	130	75	15	84	44	40
%V	19.2%	19.4%	19.8%	19.5%	23.8%	19.4%	20.0%	18.8%
%H		99.3%	93.5%	54.0%	10.8%	60.4%	31.7%	28.8%
C1	185	182	172	104	18	117	66	51
%V	25.5%	25.5%	26.1%	27.0%	28.6%	27.0%	30.0%	23.9%
%H		98.4%	93.0%	56.2%	9.7%	63.2%	35.7%	27.6%
C2	143	142	133	80	9	91	47	44
%V	19.7%	19.9%	20.2%	20.8%	14.3%	21.0%	21.4%	20.7%
%H		99.3%	93.0%	55.9%	6.3%	63.6%	32.9%	30.8%
D	142	139	126	80	12	79	43	36
%V	19.6%	19.5%	19.1%	20.8%	19.0%	18.2%	19.5%	16.9%
%H		97.9%	88.7%	56.3%	8.5%	55.6%	30.3%	25.4%
E	116	112	96	47	8	62	21	41
%V	16.0%	15.7%	14.6%	12.2%	12.7%	14.3%	9.5%	19.2%
%H		96.6%	82.8%	40.5%	6.9%	53.4%	18.1%	35.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	725	713	658	385	63	433	220	213
%H		98.3%	90.8%	53.1%	8.7%	59.7%	30.3%	29.4%
Working full time	219	215	205	131	20	128	73	55
%V	30.2%	30.2%	31.2%	34.0%	31.7%	29.6%	33.2%	25.8%
%H		98.2%	93.6%	59.8%	9.1%	58.4%	33.3%	25.1%
Working part time	124	124	117	73	14	77	46	31
%V	17.1%	17.4%	17.8%	19.0%	22.2%	17.8%	20.9%	14.6%
%H		100.0%	94.4%	58.9%	11.3%	62.1%	37.1%	25.0%
Not working	382	374	336	181	29	229	102	127
%V	52.7%	52.5%	51.1%	47.0%	46.0%	52.9%	46.4%	59.6%
%H		97.9%	88.0%	47.4%	7.6%	59.9%	26.7%	33.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
AB	256	250	249	142	18	189	98	91
%V	19.0%	19.1%	19.1%	19.0%	16.2%	20.0%	19.9%	20.2%
%H (All HH)		97.7%	97.3%	55.5%	7.0%	73.8%	38.3%	35.5%
%H (TV HH)			99.6%	56.8%	7.2%	75.6%	39.2%	36.4%
C1	360	345	343	194	34	249	132	117
%V	26.7%	26.3%	26.3%	26.0%	30.6%	26.4%	26.8%	25.9%
%H (All HH)		95.8%	95.3%	53.9%	9.4%	69.2%	36.7%	32.5%
%H (TV HH)			99.4%	56.2%	9.9%	72.2%	38.3%	33.9%
C2	292	287	286	179	24	210	126	84
%V	21.6%	21.9%	21.9%	24.0%	21.6%	22.2%	25.6%	18.6%
%H (All HH)		98.3%	97.9%	61.3%	8.2%	71.9%	43.2%	28.8%
%H (TV HH)			99.7%	62.4%	8.4%	73.2%	43.9%	29.3%
D	244	239	238	141	23	166	91	74
%V	18.1%	18.2%	18.3%	18.9%	20.7%	17.6%	18.5%	16.4%
%H (All HH)		98.0%	97.5%	57.8%	9.4%	68.0%	37.3%	30.3%
%H (TV HH)			99.6%	59.0%	9.6%	69.5%	38.1%	31.0%
E	197	189	187	91	12	130	46	84
%V	14.6%	14.4%	14.4%	12.2%	10.8%	13.8%	9.3%	18.6%
%H (All HH)		95.9%	94.9%	46.2%	6.1%	66.0%	23.4%	42.6%
%H (TV HH)			98.9%	48.1%	6.3%	68.8%	24.3%	44.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Under 25	80	71	70	36	10	44	20	24
%V	5.9%	5.4%	5.4%	4.8%	9.0%	4.7%	4.1%	5.3%
%H (All HH)		88.8%	87.5%	45.0%	12.5%	55.0%	25.0%	30.0%
%H (TV HH)			98.6%	50.7%	14.1%	62.0%	28.2%	33.8%
25 - 34	189	181	180	123	14	115	72	43
%V	14.0%	13.8%	13.8%	16.5%	12.6%	12.2%	14.6%	9.5%
%H (All HH)		95.8%	95.2%	65.1%	7.4%	60.8%	38.1%	22.8%
%H (TV HH)			99.4%	68.0%	7.7%	63.5%	39.8%	23.8%
35 - 44	208	204	202	135	18	139	89	50
%V	15.4%	15.6%	15.5%	18.1%	16.2%	14.7%	18.1%	11.1%
%H (All HH)		98.1%	97.1%	64.9%	8.7%	66.8%	42.8%	24.0%
%H (TV HH)			99.0%	66.2%	8.8%	68.1%	43.6%	24.5%
45 - 54	260	254	254	155	25	186	110	75
%V	19.3%	19.4%	19.5%	20.7%	22.5%	19.7%	22.3%	16.6%
%H (All HH)		97.7%	97.7%	59.6%	9.6%	71.5%	42.3%	28.8%
%H (TV HH)			100.0%	61.0%	9.8%	73.2%	43.3%	29.5%
55 - 64	229	222	221	126	18	165	87	78
%V	17.0%	16.9%	17.0%	16.9%	16.2%	17.5%	17.6%	17.3%
%H (All HH)		96.9%	96.5%	55.0%	7.9%	72.1%	38.0%	34.1%
%H (TV HH)			99.5%	56.8%	8.1%	74.3%	39.2%	35.1%
65 +	383	377	376	173	25	295	115	180
%V	28.4%	28.8%	28.9%	23.2%	22.5%	31.3%	23.3%	39.9%
%H (All HH)		98.4%	98.2%	45.2%	6.5%	77.0%	30.0%	47.0%
%H (TV HH)			99.7%	45.9%	6.6%	78.2%	30.5%	47.7%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
1	439	417	415	183	28	305	101	204
%V	32.5%	31.8%	31.8%	24.5%	25.2%	32.3%	20.5%	45.2%
%H (All HH)		95.0%	94.5%	41.7%	6.4%	69.5%	23.0%	46.5%
%H (TV HH)			99.5%	43.9%	6.7%	73.1%	24.2%	48.9%
2	497	486	484	286	40	356	196	160
%V	36.8%	37.1%	37.1%	38.3%	36.0%	37.7%	39.8%	35.5%
%H (All HH)		97.8%	97.4%	57.5%	8.0%	71.6%	39.4%	32.2%
%H (TV HH)			99.6%	58.8%	8.2%	73.3%	40.3%	32.9%
3	197	194	194	130	20	139	95	45
%V	14.6%	14.8%	14.9%	17.4%	18.0%	14.7%	19.3%	10.0%
%H (All HH)		98.5%	98.5%	66.0%	10.2%	70.6%	48.2%	22.8%
%H (TV HH)			100.0%	67.0%	10.3%	71.6%	49.0%	23.2%
4	148	146	145	102	15	102	73	29
%V	11.0%	11.1%	11.1%	13.7%	13.5%	10.8%	14.8%	6.4%
%H (All HH)		98.6%	98.0%	68.9%	10.1%	68.9%	49.3%	19.6%
%H (TV HH)			99.3%	69.9%	10.3%	69.9%	50.0%	19.9%
5+	69	66	66	46	8	41	29	13
%V	5.1%	5.0%	5.1%	6.2%	7.2%	4.3%	5.9%	2.9%
%H (All HH)		95.7%	95.7%	66.7%	11.6%	59.4%	42.0%	18.8%
%H (TV HH)			100.0%	69.7%	12.1%	62.1%	43.9%	19.7%
Average HH size	2.21	2.22	2.22	2.41	2.44	2.19	2.48	1.88

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Without	1021	986	982	524	81	728	348	380
%V	75.7%	75.3%	75.4%	70.1%	73.0%	77.1%	70.6%	84.3%
%H (All HH)		96.6%	96.2%	51.3%	7.9%	71.3%	34.1%	37.2%
%H (TV HH)			99.6%	53.1%	8.2%	73.8%	35.3%	38.5%
With	328	323	322	224	29	216	145	71
%V	24.3%	24.7%	24.7%	30.0%	26.1%	22.9%	29.4%	15.7%
%H (All HH)		98.5%	98.2%	68.3%	8.8%	65.9%	44.2%	21.6%
%H (TV HH)			99.7%	69.3%	9.0%	66.9%	44.9%	22.0%
0 - 3	121	118	118	80	11	75	46	28
%V	9.0%	9.0%	9.1%	10.7%	9.9%	7.9%	9.3%	6.2%
%H (All HH)		97.5%	97.5%	66.1%	9.1%	62.0%	38.0%	23.1%
%H (TV HH)			100.0%	67.8%	9.3%	63.6%	39.0%	23.7%
4 - 9	157	155	155	111	14	97	67	30
%V	11.6%	11.8%	11.9%	14.9%	12.6%	10.3%	13.6%	6.7%
%H (All HH)		98.7%	98.7%	70.7%	8.9%	61.8%	42.7%	19.1%
%H (TV HH)			100.0%	71.6%	9.0%	62.6%	43.2%	19.4%
10 - 15	155	154	153	111	12	109	78	30
%V	11.5%	11.8%	11.7%	14.9%	10.8%	11.5%	15.8%	6.7%
%H (All HH)		99.4%	98.7%	71.6%	7.7%	70.3%	50.3%	19.4%
%H (TV HH)			99.4%	72.1%	7.8%	70.8%	50.6%	19.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
1	509	509	504	237	37	323	93	231
%V	37.7%	38.9%	38.7%	31.7%	33.3%	34.2%	18.9%	51.2%
%H (All HH)		100.0%	99.0%	46.6%	7.3%	63.5%	18.3%	45.4%
%H (TV HH)			99.0%	46.6%	7.3%	63.5%	18.3%	45.4%
2	473	473	472	276	43	357	202	155
%V	35.1%	36.1%	36.2%	36.9%	38.7%	37.8%	41.0%	34.4%
%H (All HH)		100.0%	99.8%	58.4%	9.1%	75.5%	42.7%	32.8%
%H (TV HH)			99.8%	58.4%	9.1%	75.5%	42.7%	32.8%
3	203	203	202	138	21	160	114	46
%V	15.0%	15.5%	15.5%	18.5%	18.9%	16.9%	23.1%	10.2%
%H (All HH)		100.0%	99.5%	68.0%	10.3%	78.8%	56.2%	22.7%
%H (TV HH)			99.5%	68.0%	10.3%	78.8%	56.2%	22.7%
4	82	82	82	62	6	67	53	14
%V	6.1%	6.3%	6.3%	8.3%	5.4%	7.1%	10.8%	3.1%
%H (All HH)		100.0%	100.0%	75.6%	7.3%	81.7%	64.6%	17.1%
%H (TV HH)			100.0%	75.6%	7.3%	81.7%	64.6%	17.1%
5+	43	43	43	34	3	37	31	6
%V	3.2%	3.3%	3.3%	4.6%	2.7%	3.9%	6.3%	1.3%
%H (All HH)		100.0%	100.0%	79.1%	7.0%	86.0%	72.1%	14.0%
%H (TV HH)			100.0%	79.1%	7.0%	86.0%	72.1%	14.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Under 20"	367	367	367	223	26	306	185	121
%V	27.2%	28.0%	28.2%	29.9%	23.4%	32.4%	37.5%	26.8%
%H (All HH)		100.0%	100.0%	60.8%	7.1%	83.4%	50.4%	33.0%
%H (TV HH)			100.0%	60.8%	7.1%	83.4%	50.4%	33.0%
20" - 29"	578	578	578	310	49	458	237	221
%V	42.8%	44.1%	44.4%	41.5%	44.1%	48.5%	48.1%	49.0%
%H (All HH)		100.0%	100.0%	53.6%	8.5%	79.2%	41.0%	38.2%
%H (TV HH)			100.0%	53.6%	8.5%	79.2%	41.0%	38.2%
30" - 39"	673	673	673	413	59	493	289	203
%V	49.9%	51.4%	51.7%	55.3%	53.2%	52.2%	58.6%	45.0%
%H (All HH)		100.0%	100.0%	61.4%	8.8%	73.3%	42.9%	30.2%
%H (TV HH)			100.0%	61.4%	8.8%	73.3%	42.9%	30.2%
40" and over	447	447	446	316	40	308	215	94
%V	33.1%	34.1%	34.2%	42.3%	36.0%	32.6%	43.6%	20.8%
%H (All HH)		100.0%	99.8%	70.7%	8.9%	68.9%	48.1%	21.0%
%H (TV HH)			99.8%	70.7%	8.9%	68.9%	48.1%	21.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Main living room	1288	1288	1287	741	109	931	489	442
%V	95.5%	98.3%	98.8%	99.2%	98.2%	98.6%	99.2%	98.0%
%H (All HH)		100.0%	99.9%	57.5%	8.5%	72.3%	38.0%	34.3%
%H (TV HH)			99.9%	57.5%	8.5%	72.3%	38.0%	34.3%
Kitchen	180	180	180	114	12	152	98	54
%V	13.3%	13.7%	13.8%	15.3%	10.8%	16.1%	19.9%	12.0%
%H (All HH)		100.0%	100.0%	63.3%	6.7%	84.4%	54.4%	30.0%
%H (TV HH)			100.0%	63.3%	6.7%	84.4%	54.4%	30.0%
Adult's bedroom	532	532	532	344	51	430	289	141
%V	39.4%	40.6%	40.8%	46.1%	45.9%	45.6%	58.6%	31.3%
%H (All HH)		100.0%	100.0%	64.7%	9.6%	80.8%	54.3%	26.5%
%H (TV HH)			100.0%	64.7%	9.6%	80.8%	54.3%	26.5%
Child's bedroom	116	116	116	86	10	93	72	21
%V	8.6%	8.9%	8.9%	11.5%	9.0%	9.9%	14.6%	4.7%
%H (All HH)		100.0%	100.0%	74.1%	8.6%	80.2%	62.1%	18.1%
%H (TV HH)			100.0%	74.1%	8.6%	80.2%	62.1%	18.1%
Other bedroom	39	39	39	25	4	33	23	10
%V	2.9%	3.0%	3.0%	3.3%	3.6%	3.5%	4.7%	2.2%
%H (All HH)		100.0%	100.0%	64.1%	10.3%	84.6%	59.0%	25.6%
%H (TV HH)			100.0%	64.1%	10.3%	84.6%	59.0%	25.6%
Second living/dining room	157	157	157	102	14	129	87	42
%V	11.6%	12.0%	12.0%	13.7%	12.6%	13.7%	17.6%	9.3%
%H (All HH)		100.0%	100.0%	65.0%	8.9%	82.2%	55.4%	26.8%
%H (TV HH)			100.0%	65.0%	8.9%	82.2%	55.4%	26.8%
Study/office	19	19	19	11	2	16	10	6
%V	1.4%	1.5%	1.5%	1.5%	1.8%	1.7%	2.0%	1.3%
%H (All HH)		100.0%	100.0%	57.9%	10.5%	84.2%	52.6%	31.6%
%H (TV HH)			100.0%	57.9%	10.5%	84.2%	52.6%	31.6%
TV room	4	4	4	4	0	3	2	0
%V	0.3%	0.3%	0.3%	0.5%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
Conservatory	16	16	15	11	1	13	9	3
%V	1.2%	1.2%	1.2%	1.5%	0.9%	1.4%	1.8%	0.7%
%H (All HH)		100.0%	93.8%	68.8%	6.3%	81.3%	56.3%	18.8%
%H (TV HH)			93.8%	68.8%	6.3%	81.3%	56.3%	18.8%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	3	3	3	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.4%	0.0%	0.3%	0.6%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
PVR	714	714	714	560	63	462	366	95
%V	52.9%	54.5%	54.8%	75.0%	56.8%	48.9%	74.2%	21.1%
%H (All HH)		100.0%	100.0%	78.4%	8.8%	64.7%	51.3%	13.3%
%H (TV HH)			100.0%	78.4%	8.8%	64.7%	51.3%	13.3%
DVDR	151	151	151	94	11	114	65	48
%V	11.2%	11.5%	11.6%	12.6%	9.9%	12.1%	13.2%	10.6%
%H (All HH)		100.0%	100.0%	62.3%	7.3%	75.5%	43.0%	31.8%
%H (TV HH)			100.0%	62.3%	7.3%	75.5%	43.0%	31.8%
VCR	79	79	79	42	7	62	32	30
%V	5.9%	6.0%	6.1%	5.6%	6.3%	6.6%	6.5%	6.7%
%H (All HH)		100.0%	100.0%	53.2%	8.9%	78.5%	40.5%	38.0%
%H (TV HH)			100.0%	53.2%	8.9%	78.5%	40.5%	38.0%
Any recorder	809	809	809	590	70	543	390	154
%V	60.0%	61.8%	62.1%	79.0%	63.1%	57.5%	79.1%	34.1%
%H (All HH)		100.0%	100.0%	72.9%	8.7%	67.1%	48.2%	19.0%
%H (TV HH)			100.0%	72.9%	8.7%	67.1%	48.2%	19.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Receives HDTV (via STB or built-in reception)	455	455	455	319	67	305	232	73
%V	33.7%	34.7%	34.9%	42.7%	60.4%	32.3%	47.1%	16.2%
%H (All HH)		100.0%	100.0%	70.1%	14.7%	67.0%	51.0%	16.0%
%H (TV HH)			100.0%	70.1%	14.7%	67.0%	51.0%	16.0%
DVD/Blu-ray player or recorder	1026	1026	1025	618	97	736	421	315
%V	76.1%	78.3%	78.7%	82.7%	87.4%	78.0%	85.4%	69.8%
%H (All HH)		100.0%	99.9%	60.2%	9.5%	71.7%	41.0%	30.7%
%H (TV HH)			99.9%	60.2%	9.5%	71.7%	41.0%	30.7%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1349	1310	1303	747	111	944	493	451
%H (All HH)		97.1%	96.6%	55.4%	8.2%	70.0%	36.5%	33.4%
%H (TV HH)			99.5%	57.0%	8.5%	72.1%	37.6%	34.4%
Has PC or Laptop	969	942	936	594	90	664	407	256
%V	71.8%	71.9%	71.8%	79.5%	81.1%	70.3%	82.6%	56.8%
%H (All HH)		97.2%	96.6%	61.3%	9.3%	68.5%	42.0%	26.4%
%H (TV HH)			99.4%	63.1%	9.6%	70.5%	43.2%	27.2%
Has broadband internet	896	874	870	559	89	611	384	227
%V	66.4%	66.7%	66.8%	74.8%	80.2%	64.7%	77.9%	50.3%
%H (All HH)		97.5%	97.1%	62.4%	9.9%	68.2%	42.9%	25.3%
%H (TV HH)			99.5%	64.0%	10.2%	69.9%	43.9%	26.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2623	2615	1635	229	1983	1218	765
%H		99.7%	62.3%	8.7%	75.6%	46.4%	29.2%
Under 20"	476	476	296	35	403	255	148
%V	18.1%	18.2%	18.1%	15.3%	20.3%	20.9%	19.3%
%H		100.0%	62.2%	7.4%	84.7%	53.6%	31.1%
20" - 29"	723	723	398	60	586	319	267
%V	27.6%	27.6%	24.3%	26.2%	29.6%	26.2%	34.9%
%H		100.0%	55.0%	8.3%	81.1%	44.1%	36.9%
30" - 39"	776	776	483	72	573	350	224
%V	29.6%	29.7%	29.5%	31.4%	28.9%	28.7%	29.3%
%H		100.0%	62.2%	9.3%	73.8%	45.1%	28.9%
40" and over	497	496	355	45	346	246	100
%V	18.9%	19.0%	21.7%	19.7%	17.4%	20.2%	13.1%
%H		99.8%	71.4%	9.1%	69.6%	49.5%	20.1%
Don't know	23	22	10	3	17	8	10
%V	0.9%	0.8%	0.6%	1.3%	0.9%	0.7%	1.3%
%H		95.7%	43.5%	13.0%	73.9%	34.8%	43.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2623	2615	1635	229	1983	1218	765
%H		99.7%	62.3%	8.7%	75.6%	46.4%	29.2%
Main living room	1300	1299	749	110	939	494	445
%V	49.6%	49.7%	45.8%	48.0%	47.4%	40.6%	58.2%
%H		99.9%	57.6%	8.5%	72.2%	38.0%	34.2%
Kitchen	181	181	115	12	153	98	55
%V	6.9%	6.9%	7.0%	5.2%	7.7%	8.0%	7.2%
%H		100.0%	63.5%	6.6%	84.5%	54.1%	30.4%
Adult's bedroom	620	620	408	59	509	351	157
%V	23.6%	23.7%	25.0%	25.8%	25.7%	28.8%	20.5%
%H		100.0%	65.8%	9.5%	82.1%	56.6%	25.3%
Child's bedroom	145	145	109	12	118	93	25
%V	5.5%	5.5%	6.7%	5.2%	6.0%	7.6%	3.3%
%H		100.0%	75.2%	8.3%	81.4%	64.1%	17.2%
Other bedroom	43	43	28	5	37	26	11
%V	1.6%	1.6%	1.7%	2.2%	1.9%	2.1%	1.4%
%H		100.0%	65.1%	11.6%	86.0%	60.5%	25.6%
Second living/dining room	160	160	104	15	132	89	43
%V	6.1%	6.1%	6.4%	6.6%	6.7%	7.3%	5.6%
%H		100.0%	65.0%	9.4%	82.5%	55.6%	26.9%
Study/office	19	19	11	2	16	10	6
%V	0.7%	0.7%	0.7%	0.9%	0.8%	0.8%	0.8%
%H		100.0%	57.9%	10.5%	84.2%	52.6%	31.6%
TV room	4	4	4	0	3	2	0
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
Conservatory	16	15	11	1	13	9	3
%V	0.6%	0.6%	0.7%	0.4%	0.7%	0.7%	0.4%
%H		93.8%	68.8%	6.3%	81.3%	56.3%	18.8%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%
%H		100.0%	75.0%	0.0%	75.0%	75.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2623	2615	1635	229	1983	1218	765
%H		99.7%	62.3%	8.7%	75.6%	46.4%	29.2%
PVR	885	885	711	75	563	458	105
%V	33.7%	33.8%	43.5%	32.8%	28.4%	37.6%	13.7%
%H		100.0%	80.3%	8.5%	63.6%	51.8%	11.9%
DVDR	183	183	116	13	139	83	56
%V	7.0%	7.0%	7.1%	5.7%	7.0%	6.8%	7.3%
%H		100.0%	63.4%	7.1%	76.0%	45.4%	30.6%
VCR	86	86	47	7	69	37	32
%V	3.3%	3.3%	2.9%	3.1%	3.5%	3.0%	4.2%
%H		100.0%	54.7%	8.1%	80.2%	43.0%	37.2%
Any recorder	1029	1029	776	85	685	511	174
%V	39.2%	39.3%	47.5%	37.1%	34.5%	42.0%	22.7%
%H		100.0%	75.4%	8.3%	66.6%	49.7%	16.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2623	2615	1635	229	1983	1218	765
%H		99.7%	62.3%	8.7%	75.6%	46.4%	29.2%
Receives HDTV (via STB or built-in reception)	570	570	395	86	389	296	93
%V	21.7%	21.8%	24.2%	37.6%	19.6%	24.3%	12.2%
%H		100.0%	69.3%	15.1%	68.2%	51.9%	16.3%
DVD/Blu-ray player or recorder	1527	1526	971	149	1143	730	414
%V	58.2%	58.4%	59.4%	65.1%	57.6%	59.9%	54.1%
%H		99.9%	63.6%	9.8%	74.9%	47.8%	27.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
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Set level data
Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1308	1302	747	111	943	493	450
%H		99.5%	57.1%	8.5%	72.1%	37.7%	34.4%
Under 20"	35	35	11	1	29	6	23
%V	2.7%	2.7%	1.5%	0.9%	3.1%	1.2%	5.1%
%H		100.0%	31.4%	2.9%	82.9%	17.1%	65.7%
20" - 29"	289	288	118	22	221	72	149
%V	22.1%	22.1%	15.8%	19.8%	23.4%	14.6%	33.1%
%H		99.7%	40.8%	7.6%	76.5%	24.9%	51.6%
30" - 39"	539	538	310	47	390	208	182
%V	41.2%	41.3%	41.5%	42.3%	41.4%	42.2%	40.4%
%H		99.8%	57.5%	8.7%	72.4%	38.6%	33.8%
40" and over	431	430	304	40	295	206	89
%V	33.0%	33.0%	40.7%	36.0%	31.3%	41.8%	19.8%
%H		99.8%	70.5%	9.3%	68.4%	47.8%	20.6%
Don't know	10	10	4	1	7	1	5
%V	0.8%	0.8%	0.5%	0.9%	0.7%	0.2%	1.1%
%H		100.0%	40.0%	10.0%	70.0%	10.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1308	1302	747	111	943	493	450
%H		99.5%	57.1%	8.5%	72.1%	37.7%	34.4%
PVR	691	691	547	60	443	355	88
%V	52.8%	53.1%	73.2%	54.1%	47.0%	72.0%	19.6%
%H		100.0%	79.2%	8.7%	64.1%	51.4%	12.7%
DVDR	131	131	79	8	98	53	45
%V	10.0%	10.1%	10.6%	7.2%	10.4%	10.8%	10.0%
%H		100.0%	60.3%	6.1%	74.8%	40.5%	34.4%
VCR	61	61	32	5	48	24	24
%V	4.7%	4.7%	4.3%	4.5%	5.1%	4.9%	5.3%
%H		100.0%	52.5%	8.2%	78.7%	39.3%	39.3%
Any recorder	781	781	577	66	519	378	142
%V	59.7%	60.0%	77.2%	59.5%	55.0%	76.7%	31.6%
%H		100.0%	73.9%	8.5%	66.5%	48.4%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1308	1302	747	111	943	493	450
%H		99.5%	57.1%	8.5%	72.1%	37.7%	34.4%
Receives HDTV (via STB or built-in reception)	436	436	306	65	290	222	68
%V	33.3%	33.5%	41.0%	58.6%	30.8%	45.0%	15.1%
%H		100.0%	70.2%	14.9%	66.5%	50.9%	15.6%
DVD/Blu-ray player or recorder	966	965	577	93	688	388	299
%V	73.9%	74.1%	77.2%	83.8%	73.0%	78.7%	66.4%
%H		99.9%	59.7%	9.6%	71.2%	40.2%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1315	1313	888	118	1041	725	316
%H		99.8%	67.5%	9.0%	79.2%	55.1%	24.0%
Under 20"	441	441	285	34	374	250	125
%V	33.5%	33.6%	32.1%	28.8%	35.9%	34.5%	39.6%
%H		100.0%	64.6%	7.7%	84.8%	56.7%	28.3%
20" - 29"	435	435	280	39	365	247	118
%V	33.1%	33.1%	31.5%	33.1%	35.1%	34.1%	37.3%
%H		100.0%	64.4%	9.0%	83.9%	56.8%	27.1%
30" - 39"	238	238	173	25	183	141	42
%V	18.1%	18.1%	19.5%	21.2%	17.6%	19.4%	13.3%
%H		100.0%	72.7%	10.5%	76.9%	59.2%	17.6%
40" and over	66	66	51	6	50	40	10
%V	5.0%	5.0%	5.7%	5.1%	4.8%	5.5%	3.2%
%H		100.0%	77.3%	9.1%	75.8%	60.6%	15.2%
Don't know	12	12	6	2	11	6	4
%V	0.9%	0.9%	0.7%	1.7%	1.1%	0.8%	1.3%
%H		100.0%	50.0%	16.7%	91.7%	50.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1315	1313	888	118	1041	725	316
%H		99.8%	67.5%	9.0%	79.2%	55.1%	24.0%
PVR	194	194	164	14	120	103	17
%V	14.8%	14.8%	18.5%	11.9%	11.5%	14.2%	5.4%
%H		100.0%	84.5%	7.2%	61.9%	53.1%	8.8%
DVDR	52	52	37	5	41	30	11
%V	4.0%	4.0%	4.2%	4.2%	3.9%	4.1%	3.5%
%H		100.0%	71.2%	9.6%	78.8%	57.7%	21.2%
VCR	24	24	15	2	21	13	8
%V	1.8%	1.8%	1.7%	1.7%	2.0%	1.8%	2.5%
%H		100.0%	62.5%	8.3%	87.5%	54.2%	33.3%
Any recorder	248	248	199	18	166	133	33
%V	18.9%	18.9%	22.4%	15.3%	15.9%	18.3%	10.4%
%H		100.0%	80.2%	7.3%	66.9%	53.6%	13.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1315	1313	888	118	1041	725	316
%H		99.8%	67.5%	9.0%	79.2%	55.1%	24.0%
Receives HDTV (via STB or built-in reception)	134	134	89	21	99	74	25
%V	10.2%	10.2%	10.0%	17.8%	9.5%	10.2%	7.9%
%H		100.0%	66.4%	15.7%	73.9%	55.2%	18.7%
DVD/Blu-ray player or recorder	561	561	394	56	456	341	115
%V	42.7%	42.7%	44.4%	47.5%	43.8%	47.0%	36.4%
%H		100.0%	70.2%	10.0%	81.3%	60.8%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2987	2914	2899	1797	270	2069	1223	846
%H		97.6%	97.1%	60.2%	9.0%	69.3%	40.9%	28.3%
Total Children	545	538	536	379	46	352	238	114
%V	18.2%	18.5%	18.5%	21.1%	17.0%	17.0%	19.5%	13.5%
%H		98.7%	98.3%	69.5%	8.4%	64.6%	43.7%	20.9%
0 - 3	138	136	135	92	13	86	54	32
%V	4.6%	4.7%	4.7%	5.1%	4.8%	4.2%	4.4%	3.8%
%H		98.6%	97.8%	66.7%	9.4%	62.3%	39.1%	23.2%
4 - 15	407	402	401	287	34	266	185	81
%V	13.6%	13.8%	13.8%	16.0%	12.6%	12.9%	15.1%	9.6%
%H		98.8%	98.5%	70.5%	8.4%	65.4%	45.5%	19.9%
4 - 9	206	204	204	145	18	129	87	42
%V	6.9%	7.0%	7.0%	8.1%	6.7%	6.2%	7.1%	5.0%
%H		99.0%	99.0%	70.4%	8.7%	62.6%	42.2%	20.4%
10 - 15	200	198	197	142	16	137	98	39
%V	6.7%	6.8%	6.8%	7.9%	5.9%	6.6%	8.0%	4.6%
%H		99.0%	98.5%	71.0%	8.0%	68.5%	49.0%	19.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2987	2914	2899	1797	270	2069	1223	846
%H		97.6%	97.1%	60.2%	9.0%	69.3%	40.9%	28.3%
Total Adults (16+)	2442	2375	2363	1418	224	1717	985	732
%V	81.8%	81.5%	81.5%	78.9%	83.0%	83.0%	80.5%	86.5%
%H		97.3%	96.8%	58.1%	9.2%	70.3%	40.3%	30.0%
16 - 19	134	128	127	80	15	95	63	32
%V	4.5%	4.4%	4.4%	4.5%	5.6%	4.6%	5.2%	3.8%
%H		95.5%	94.8%	59.7%	11.2%	70.9%	47.0%	23.9%
20 - 24	222	204	200	107	32	137	75	62
%V	7.4%	7.0%	6.9%	6.0%	11.9%	6.6%	6.1%	7.3%
%H		91.9%	90.1%	48.2%	14.4%	61.7%	33.8%	27.9%
25 - 34	361	347	345	236	31	223	145	79
%V	12.1%	11.9%	11.9%	13.1%	11.5%	10.8%	11.9%	9.3%
%H		96.1%	95.6%	65.4%	8.6%	61.8%	40.2%	21.9%
35 - 44	362	357	355	242	33	245	163	82
%V	12.1%	12.3%	12.2%	13.5%	12.2%	11.8%	13.3%	9.7%
%H		98.6%	98.1%	66.9%	9.1%	67.7%	45.0%	22.7%
45 - 54	418	412	411	262	43	297	188	109
%V	14.0%	14.1%	14.2%	14.6%	15.9%	14.4%	15.4%	12.9%
%H		98.6%	98.3%	62.7%	10.3%	71.1%	45.0%	26.1%
55 - 64	379	370	369	219	33	280	162	118
%V	12.7%	12.7%	12.7%	12.2%	12.2%	13.5%	13.2%	13.9%
%H		97.6%	97.4%	57.8%	8.7%	73.9%	42.7%	31.1%
65+	564	558	557	272	37	439	189	250
%V	18.9%	19.1%	19.2%	15.1%	13.7%	21.2%	15.5%	29.6%
%H		98.9%	98.8%	48.2%	6.6%	77.8%	33.5%	44.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2442	2375	2363	1418	224	1717	985	732
%H		97.3%	96.8%	58.1%	9.2%	70.3%	40.3%	30.0%
AB	492	482	481	285	35	368	205	163
%V	20.1%	20.3%	20.4%	20.1%	15.6%	21.4%	20.8%	22.3%
%H		98.0%	97.8%	57.9%	7.1%	74.8%	41.7%	33.1%
C1	682	651	646	375	77	465	269	196
%V	27.9%	27.4%	27.3%	26.4%	34.4%	27.1%	27.3%	26.8%
%H		95.5%	94.7%	55.0%	11.3%	68.2%	39.4%	28.7%
C2	558	552	550	357	47	407	259	148
%V	22.9%	23.2%	23.3%	25.2%	21.0%	23.7%	26.3%	20.2%
%H		98.9%	98.6%	64.0%	8.4%	72.9%	46.4%	26.5%
D	436	426	424	266	45	296	180	116
%V	17.9%	17.9%	17.9%	18.8%	20.1%	17.2%	18.3%	15.8%
%H		97.7%	97.2%	61.0%	10.3%	67.9%	41.3%	26.6%
E	273	265	262	135	19	181	72	109
%V	11.2%	11.2%	11.1%	9.5%	8.5%	10.5%	7.3%	14.9%
%H		97.1%	96.0%	49.5%	7.0%	66.3%	26.4%	39.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2442	2375	2363	1418	224	1717	985	732
%H		97.3%	96.8%	58.1%	9.2%	70.3%	40.3%	30.0%
Working full time	1030	1009	1006	670	95	712	465	247
%V	42.2%	42.5%	42.6%	47.2%	42.4%	41.5%	47.2%	33.7%
%H		98.0%	97.7%	65.0%	9.2%	69.1%	45.1%	24.0%
Working part time	215	211	211	137	22	151	97	53
%V	8.8%	8.9%	8.9%	9.7%	9.8%	8.8%	9.8%	7.2%
%H		98.1%	98.1%	63.7%	10.2%	70.2%	45.1%	24.7%
Not working	1197	1154	1146	611	107	855	423	432
%V	49.0%	48.6%	48.5%	43.1%	47.8%	49.8%	42.9%	59.0%
%H		96.4%	95.7%	51.0%	8.9%	71.4%	35.3%	36.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1189	1150	1143	700	111	824	486	338
%H		96.7%	96.1%	58.9%	9.3%	69.3%	40.9%	28.4%
16 - 19	73	69	68	43	9	51	34	16
%V	6.1%	6.0%	5.9%	6.1%	8.1%	6.2%	7.0%	4.7%
%H		94.5%	93.2%	58.9%	12.3%	69.9%	46.6%	21.9%
20 - 24	111	100	98	52	16	67	37	30
%V	9.3%	8.7%	8.6%	7.4%	14.4%	8.1%	7.6%	8.9%
%H		90.1%	88.3%	46.8%	14.4%	60.4%	33.3%	27.0%
25 - 34	182	173	171	116	16	110	71	39
%V	15.3%	15.0%	15.0%	16.6%	14.4%	13.3%	14.6%	11.5%
%H		95.1%	94.0%	63.7%	8.8%	60.4%	39.0%	21.4%
35 - 44	176	172	171	119	15	117	78	39
%V	14.8%	15.0%	15.0%	17.0%	13.5%	14.2%	16.0%	11.5%
%H		97.7%	97.2%	67.6%	8.5%	66.5%	44.3%	22.2%
45 - 54	204	200	200	127	21	141	88	53
%V	17.2%	17.4%	17.5%	18.1%	18.9%	17.1%	18.1%	15.7%
%H		98.0%	98.0%	62.3%	10.3%	69.1%	43.1%	26.0%
55 - 64	185	179	179	106	16	138	80	58
%V	15.6%	15.6%	15.7%	15.1%	14.4%	16.7%	16.5%	17.2%
%H		96.8%	96.8%	57.3%	8.6%	74.6%	43.2%	31.4%
65+	258	256	256	137	17	201	98	103
%V	21.7%	22.3%	22.4%	19.6%	15.3%	24.4%	20.2%	30.5%
%H		99.2%	99.2%	53.1%	6.6%	77.9%	38.0%	39.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1189	1150	1143	700	111	824	486	338
%H		96.7%	96.1%	58.9%	9.3%	69.3%	40.9%	28.4%
AB	248	243	242	146	18	186	106	80
%V	20.9%	21.1%	21.2%	20.9%	16.2%	22.6%	21.8%	23.7%
%H		98.0%	97.6%	58.9%	7.3%	75.0%	42.7%	32.3%
C1	318	300	297	176	39	212	129	84
%V	26.7%	26.1%	26.0%	25.1%	35.1%	25.7%	26.5%	24.9%
%H		94.3%	93.4%	55.3%	12.3%	66.7%	40.6%	26.4%
C2	303	299	298	191	25	221	137	84
%V	25.5%	26.0%	26.1%	27.3%	22.5%	26.8%	28.2%	24.9%
%H		98.7%	98.3%	63.0%	8.3%	72.9%	45.2%	27.7%
D	209	202	201	131	21	136	86	50
%V	17.6%	17.6%	17.6%	18.7%	18.9%	16.5%	17.7%	14.8%
%H		96.7%	96.2%	62.7%	10.0%	65.1%	41.1%	23.9%
E	111	106	104	56	8	69	28	41
%V	9.3%	9.2%	9.1%	8.0%	7.2%	8.4%	5.8%	12.1%
%H		95.5%	93.7%	50.5%	7.2%	62.2%	25.2%	36.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1189	1150	1143	700	111	824	486	338
%H		96.7%	96.1%	58.9%	9.3%	69.3%	40.9%	28.4%
Working full time	612	599	597	400	57	418	273	144
%V	51.5%	52.1%	52.2%	57.1%	51.4%	50.7%	56.2%	42.6%
%H		97.9%	97.5%	65.4%	9.3%	68.3%	44.6%	23.5%
Working part time	41	39	39	23	5	29	17	12
%V	3.4%	3.4%	3.4%	3.3%	4.5%	3.5%	3.5%	3.6%
%H		95.1%	95.1%	56.1%	12.2%	70.7%	41.5%	29.3%
Not working	536	512	507	278	49	377	195	182
%V	45.1%	44.5%	44.4%	39.7%	44.1%	45.8%	40.1%	53.8%
%H		95.5%	94.6%	51.9%	9.1%	70.3%	36.4%	34.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1220	718	113	893	498	394
%H		97.8%	97.4%	57.3%	9.0%	71.3%	39.7%	31.4%
16 - 19	61	59	59	37	6	45	29	16
%V	4.9%	4.8%	4.8%	5.2%	5.3%	5.0%	5.8%	4.1%
%H		96.7%	96.7%	60.7%	9.8%	73.8%	47.5%	26.2%
20 - 24	112	104	102	54	16	71	38	32
%V	8.9%	8.5%	8.4%	7.5%	14.2%	8.0%	7.6%	8.1%
%H		92.9%	91.1%	48.2%	14.3%	63.4%	33.9%	28.6%
25 - 34	179	174	173	120	14	113	74	39
%V	14.3%	14.2%	14.2%	16.7%	12.4%	12.7%	14.9%	9.9%
%H		97.2%	96.6%	67.0%	7.8%	63.1%	41.3%	21.8%
35 - 44	186	184	183	123	18	128	85	43
%V	14.8%	15.0%	15.0%	17.1%	15.9%	14.3%	17.1%	10.9%
%H		98.9%	98.4%	66.1%	9.7%	68.8%	45.7%	23.1%
45 - 54	215	212	211	135	21	156	100	56
%V	17.2%	17.3%	17.3%	18.8%	18.6%	17.5%	20.1%	14.2%
%H		98.6%	98.1%	62.8%	9.8%	72.6%	46.5%	26.0%
55 - 64	194	190	190	113	17	142	82	60
%V	15.5%	15.5%	15.6%	15.7%	15.0%	15.9%	16.5%	15.2%
%H		97.9%	97.9%	58.2%	8.8%	73.2%	42.3%	30.9%
65+	306	302	302	135	20	238	91	147
%V	24.4%	24.7%	24.8%	18.8%	17.7%	26.7%	18.3%	37.3%
%H		98.7%	98.7%	44.1%	6.5%	77.8%	29.7%	48.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1220	718	113	893	498	394
%H		97.8%	97.4%	57.3%	9.0%	71.3%	39.7%	31.4%
AB	245	239	239	140	17	182	99	83
%V	19.6%	19.5%	19.6%	19.5%	15.0%	20.4%	19.9%	21.1%
%H		97.6%	97.6%	57.1%	6.9%	74.3%	40.4%	33.9%
C1	364	351	349	198	38	253	140	113
%V	29.1%	28.7%	28.6%	27.6%	33.6%	28.3%	28.1%	28.7%
%H		96.4%	95.9%	54.4%	10.4%	69.5%	38.5%	31.0%
C2	255	253	253	167	23	186	122	64
%V	20.4%	20.7%	20.7%	23.3%	20.4%	20.8%	24.5%	16.2%
%H		99.2%	99.2%	65.5%	9.0%	72.9%	47.8%	25.1%
D	227	223	223	134	24	160	94	66
%V	18.1%	18.2%	18.3%	18.7%	21.2%	17.9%	18.9%	16.8%
%H		98.2%	98.2%	59.0%	10.6%	70.5%	41.4%	29.1%
E	162	159	158	79	11	112	44	68
%V	12.9%	13.0%	13.0%	11.0%	9.7%	12.5%	8.8%	17.3%
%H		98.1%	97.5%	48.8%	6.8%	69.1%	27.2%	42.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1220	718	113	893	498	394
%H		97.8%	97.4%	57.3%	9.0%	71.3%	39.7%	31.4%
Working full time	418	410	409	270	38	294	191	102
%V	33.4%	33.5%	33.5%	37.6%	33.6%	32.9%	38.4%	25.9%
%H		98.1%	97.8%	64.6%	9.1%	70.3%	45.7%	24.4%
Working part time	175	172	172	114	17	121	80	41
%V	14.0%	14.0%	14.1%	15.9%	15.0%	13.5%	16.1%	10.4%
%H		98.3%	98.3%	65.1%	9.7%	69.1%	45.7%	23.4%
Not working	661	643	639	334	58	478	227	251
%V	52.8%	52.5%	52.4%	46.5%	51.3%	53.5%	45.6%	63.7%
%H		97.3%	96.7%	50.5%	8.8%	72.3%	34.3%	38.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
AB	573	557	554	266	99	444	246	198
%V	22.0%	22.2%	22.2%	26.3%	21.5%	21.4%	24.2%	18.7%
%H (All HH)		97.2%	96.7%	46.4%	17.3%	77.5%	42.9%	34.6%
%H (TV HH)			99.5%	47.8%	17.8%	79.7%	44.2%	35.5%
C1	636	613	610	251	123	504	261	243
%V	24.4%	24.4%	24.4%	24.8%	26.7%	24.3%	25.7%	22.9%
%H (All HH)		96.4%	95.9%	39.5%	19.3%	79.2%	41.0%	38.2%
%H (TV HH)			99.5%	40.9%	20.1%	82.2%	42.6%	39.6%
C2	528	514	511	213	118	422	231	190
%V	20.3%	20.4%	20.4%	21.0%	25.6%	20.3%	22.8%	17.9%
%H (All HH)		97.3%	96.8%	40.3%	22.3%	79.9%	43.8%	36.0%
%H (TV HH)			99.4%	41.4%	23.0%	82.1%	44.9%	37.0%
D	460	442	441	188	76	353	171	182
%V	17.7%	17.6%	17.6%	18.6%	16.5%	17.0%	16.8%	17.2%
%H (All HH)		96.1%	95.9%	40.9%	16.5%	76.7%	37.2%	39.6%
%H (TV HH)			99.8%	42.5%	17.2%	79.9%	38.7%	41.2%
E	407	387	384	95	45	352	105	246
%V	15.6%	15.4%	15.4%	9.4%	9.8%	17.0%	10.3%	23.2%
%H (All HH)		95.1%	94.3%	23.3%	11.1%	86.5%	25.8%	60.4%
%H (TV HH)			99.2%	24.5%	11.6%	91.0%	27.1%	63.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Under 25	115	104	103	40	21	82	39	43
%V	4.4%	4.1%	4.1%	4.0%	4.6%	4.0%	3.8%	4.1%
%H (All HH)		90.4%	89.6%	34.8%	18.3%	71.3%	33.9%	37.4%
%H (TV HH)			99.0%	38.5%	20.2%	78.8%	37.5%	41.3%
25 - 34	386	364	361	171	73	267	147	121
%V	14.8%	14.5%	14.4%	16.9%	15.8%	12.9%	14.5%	11.4%
%H (All HH)		94.3%	93.5%	44.3%	18.9%	69.2%	38.1%	31.3%
%H (TV HH)			99.2%	47.0%	20.1%	73.4%	40.4%	33.2%
35 - 44	444	426	424	221	96	331	219	112
%V	17.1%	16.9%	17.0%	21.8%	20.8%	16.0%	21.6%	10.6%
%H (All HH)		95.9%	95.5%	49.8%	21.6%	74.5%	49.3%	25.2%
%H (TV HH)			99.5%	51.9%	22.5%	77.7%	51.4%	26.3%
45 - 54	493	480	478	218	102	387	216	171
%V	18.9%	19.1%	19.1%	21.5%	22.1%	18.7%	21.3%	16.1%
%H (All HH)		97.4%	97.0%	44.2%	20.7%	78.5%	43.8%	34.7%
%H (TV HH)			99.6%	45.4%	21.3%	80.6%	45.0%	35.6%
55 - 64	436	425	424	171	83	366	192	175
%V	16.7%	16.9%	17.0%	16.9%	18.0%	17.6%	18.9%	16.5%
%H (All HH)		97.5%	97.2%	39.2%	19.0%	83.9%	44.0%	40.1%
%H (TV HH)			99.8%	40.2%	19.5%	86.1%	45.2%	41.2%
65 +	730	714	711	191	87	640	202	438
%V	28.0%	28.4%	28.4%	18.9%	18.9%	30.8%	19.9%	41.4%
%H (All HH)		97.8%	97.4%	26.2%	11.9%	87.7%	27.7%	60.0%
%H (TV HH)			99.6%	26.8%	12.2%	89.6%	28.3%	61.3%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
1	884	838	829	208	116	725	212	514
%V	33.9%	33.3%	33.2%	20.6%	25.2%	34.9%	20.9%	48.5%
%H (All HH)		94.8%	93.8%	23.5%	13.1%	82.0%	24.0%	58.1%
%H (TV HH)			98.9%	24.8%	13.8%	86.5%	25.3%	61.3%
2	803	783	780	331	142	640	326	314
%V	30.8%	31.1%	31.2%	32.7%	30.8%	30.8%	32.1%	29.7%
%H (All HH)		97.5%	97.1%	41.2%	17.7%	79.7%	40.6%	39.1%
%H (TV HH)			99.6%	42.3%	18.1%	81.7%	41.6%	40.1%
3	399	392	390	192	84	310	196	115
%V	15.3%	15.6%	15.6%	19.0%	18.2%	14.9%	19.3%	10.9%
%H (All HH)		98.2%	97.7%	48.1%	21.1%	77.7%	49.1%	28.8%
%H (TV HH)			99.5%	49.0%	21.4%	79.1%	50.0%	29.3%
4	326	318	317	174	79	253	180	74
%V	12.5%	12.6%	12.7%	17.2%	17.1%	12.2%	17.7%	7.0%
%H (All HH)		97.5%	97.2%	53.4%	24.2%	77.6%	55.2%	22.7%
%H (TV HH)			99.7%	54.7%	24.8%	79.6%	56.6%	23.3%
5+	192	183	183	107	40	146	102	43
%V	7.4%	7.3%	7.3%	10.6%	8.7%	7.0%	10.0%	4.1%
%H (All HH)		95.3%	95.3%	55.7%	20.8%	76.0%	53.1%	22.4%
%H (TV HH)			100.0%	58.5%	21.9%	79.8%	55.7%	23.5%
Average HH size	2.33	2.34	2.34	2.72	2.59	2.29	2.70	1.90

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Without	1932	1859	1847	673	311	1568	686	883
%V	74.2%	73.9%	73.9%	66.5%	67.5%	75.6%	67.6%	83.4%
%H (All HH)		96.2%	95.6%	34.8%	16.1%	81.2%	35.5%	45.7%
%H (TV HH)			99.4%	36.2%	16.7%	84.3%	36.9%	47.5%
With	672	655	652	339	150	506	330	176
%V	25.8%	26.1%	26.1%	33.5%	32.5%	24.4%	32.5%	16.6%
%H (All HH)		97.5%	97.0%	50.4%	22.3%	75.3%	49.1%	26.2%
%H (TV HH)			99.5%	51.8%	22.9%	77.3%	50.4%	26.9%
0 - 3	259	250	249	124	59	180	110	70
%V	9.9%	9.9%	10.0%	12.3%	12.8%	8.7%	10.8%	6.6%
%H (All HH)		96.5%	96.1%	47.9%	22.8%	69.5%	42.5%	27.0%
%H (TV HH)			99.6%	49.6%	23.6%	72.0%	44.0%	28.0%
4 - 9	326	316	315	171	69	243	163	80
%V	12.5%	12.6%	12.6%	16.9%	15.0%	11.7%	16.1%	7.6%
%H (All HH)		96.9%	96.6%	52.5%	21.2%	74.5%	50.0%	24.5%
%H (TV HH)			99.7%	54.1%	21.8%	76.9%	51.6%	25.3%
10 - 15	324	318	317	174	75	259	182	78
%V	12.4%	12.6%	12.7%	17.2%	16.3%	12.5%	17.9%	7.4%
%H (All HH)		98.1%	97.8%	53.7%	23.1%	79.9%	56.2%	24.1%
%H (TV HH)			99.7%	54.7%	23.6%	81.4%	57.2%	24.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
1	1062	1062	1050	337	156	806	243	563
%V	40.8%	42.2%	42.0%	33.3%	33.8%	38.8%	23.9%	53.2%
%H (All HH)		100.0%	98.9%	31.7%	14.7%	75.9%	22.9%	53.0%
%H (TV HH)			98.9%	31.7%	14.7%	75.9%	22.9%	53.0%
2	785	785	784	318	166	671	361	309
%V	30.1%	31.2%	31.4%	31.4%	36.0%	32.3%	35.6%	29.2%
%H (All HH)		100.0%	99.9%	40.5%	21.1%	85.5%	46.0%	39.4%
%H (TV HH)			99.9%	40.5%	21.1%	85.5%	46.0%	39.4%
3	414	414	414	208	80	369	237	132
%V	15.9%	16.5%	16.6%	20.6%	17.4%	17.8%	23.3%	12.5%
%H (All HH)		100.0%	100.0%	50.2%	19.3%	89.1%	57.2%	31.9%
%H (TV HH)			100.0%	50.2%	19.3%	89.1%	57.2%	31.9%
4	180	180	179	104	43	164	125	39
%V	6.9%	7.2%	7.2%	10.3%	9.3%	7.9%	12.3%	3.7%
%H (All HH)		100.0%	99.4%	57.8%	23.9%	91.1%	69.4%	21.7%
%H (TV HH)			99.4%	57.8%	23.9%	91.1%	69.4%	21.7%
5+	73	73	73	44	16	64	48	16
%V	2.8%	2.9%	2.9%	4.3%	3.5%	3.1%	4.7%	1.5%
%H (All HH)		100.0%	100.0%	60.3%	21.9%	87.7%	65.8%	21.9%
%H (TV HH)			100.0%	60.3%	21.9%	87.7%	65.8%	21.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Under 20"	687	687	687	296	132	621	349	272
%V	26.4%	27.3%	27.5%	29.2%	28.6%	29.9%	34.4%	25.7%
%H (All HH)		100.0%	100.0%	43.1%	19.2%	90.4%	50.8%	39.6%
%H (TV HH)			100.0%	43.1%	19.2%	90.4%	50.8%	39.6%
20" - 29"	1072	1072	1069	403	191	932	443	489
%V	41.2%	42.6%	42.8%	39.8%	41.4%	44.9%	43.6%	46.2%
%H (All HH)		100.0%	99.7%	37.6%	17.8%	86.9%	41.3%	45.6%
%H (TV HH)			99.7%	37.6%	17.8%	86.9%	41.3%	45.6%
30" - 39"	1298	1298	1297	547	245	1090	568	522
%V	49.8%	51.6%	51.9%	54.1%	53.1%	52.5%	56.0%	49.3%
%H (All HH)		100.0%	99.9%	42.1%	18.9%	84.0%	43.8%	40.2%
%H (TV HH)			99.9%	42.1%	18.9%	84.0%	43.8%	40.2%
40" and over	886	886	885	476	205	718	497	221
%V	34.0%	35.2%	35.4%	47.0%	44.5%	34.6%	49.0%	20.9%
%H (All HH)		100.0%	99.9%	53.7%	23.1%	81.0%	56.1%	24.9%
%H (TV HH)			99.9%	53.7%	23.1%	81.0%	56.1%	24.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Main living room	2483	2483	2478	1008	458	2055	1011	1044
%V	95.4%	98.8%	99.1%	99.6%	99.3%	99.0%	99.6%	98.6%
%H (All HH)		100.0%	99.8%	40.6%	18.4%	82.8%	40.7%	42.0%
%H (TV HH)			99.8%	40.6%	18.4%	82.8%	40.7%	42.0%
Kitchen	336	336	336	158	55	300	175	124
%V	12.9%	13.4%	13.4%	15.6%	11.9%	14.5%	17.2%	11.7%
%H (All HH)		100.0%	100.0%	47.0%	16.4%	89.3%	52.1%	36.9%
%H (TV HH)			100.0%	47.0%	16.4%	89.3%	52.1%	36.9%
Adult's bedroom	1058	1058	1058	504	226	937	585	353
%V	40.6%	42.1%	42.3%	49.8%	49.0%	45.2%	57.6%	33.3%
%H (All HH)		100.0%	100.0%	47.6%	21.4%	88.6%	55.3%	33.4%
%H (TV HH)			100.0%	47.6%	21.4%	88.6%	55.3%	33.4%
Child's bedroom	218	218	218	118	53	195	141	54
%V	8.4%	8.7%	8.7%	11.7%	11.5%	9.4%	13.9%	5.1%
%H (All HH)		100.0%	100.0%	54.1%	24.3%	89.4%	64.7%	24.8%
%H (TV HH)			100.0%	54.1%	24.3%	89.4%	64.7%	24.8%
Other bedroom	78	78	78	42	12	72	45	26
%V	3.0%	3.1%	3.1%	4.2%	2.6%	3.5%	4.4%	2.5%
%H (All HH)		100.0%	100.0%	53.8%	15.4%	92.3%	57.7%	33.3%
%H (TV HH)			100.0%	53.8%	15.4%	92.3%	57.7%	33.3%
Second living/dining room	237	237	237	127	46	210	140	70
%V	9.1%	9.4%	9.5%	12.5%	10.0%	10.1%	13.8%	6.6%
%H (All HH)		100.0%	100.0%	53.6%	19.4%	88.6%	59.1%	29.5%
%H (TV HH)			100.0%	53.6%	19.4%	88.6%	59.1%	29.5%
Study/office	47	47	47	25	7	41	24	17
%V	1.8%	1.9%	1.9%	2.5%	1.5%	2.0%	2.4%	1.6%
%H (All HH)		100.0%	100.0%	53.2%	14.9%	87.2%	51.1%	36.2%
%H (TV HH)			100.0%	53.2%	14.9%	87.2%	51.1%	36.2%
TV room	22	22	22	12	4	20	14	6
%V	0.8%	0.9%	0.9%	1.2%	0.9%	1.0%	1.4%	0.6%
%H (All HH)		100.0%	100.0%	54.5%	18.2%	90.9%	63.6%	27.3%
%H (TV HH)			100.0%	54.5%	18.2%	90.9%	63.6%	27.3%
Conservatory	30	30	30	16	7	24	16	8
%V	1.2%	1.2%	1.2%	1.6%	1.5%	1.2%	1.6%	0.8%
%H (All HH)		100.0%	100.0%	53.3%	23.3%	80.0%	53.3%	26.7%
%H (TV HH)			100.0%	53.3%	23.3%	80.0%	53.3%	26.7%
Attic or loft room	3	3	3	2	0	2	2	0
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
No specific location	7	7	7	4	2	6	4	2
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
Other	14	14	14	6	5	12	9	3
%V	0.5%	0.6%	0.6%	0.6%	1.1%	0.6%	0.9%	0.3%
%H (All HH)		100.0%	100.0%	42.9%	35.7%	85.7%	64.3%	21.4%
%H (TV HH)			100.0%	42.9%	35.7%	85.7%	64.3%	21.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
PVR	1253	1253	1253	768	276	973	742	230
%V	48.1%	49.8%	50.1%	75.9%	59.9%	46.9%	73.1%	21.7%
%H (All HH)		100.0%	100.0%	61.3%	22.0%	77.7%	59.2%	18.4%
%H (TV HH)			100.0%	61.3%	22.0%	77.7%	59.2%	18.4%
DVDR	200	200	199	89	34	171	92	80
%V	7.7%	8.0%	8.0%	8.8%	7.4%	8.2%	9.1%	7.6%
%H (All HH)		100.0%	99.5%	44.5%	17.0%	85.5%	46.0%	40.0%
%H (TV HH)			99.5%	44.5%	17.0%	85.5%	46.0%	40.0%
VCR	181	181	179	63	28	159	67	91
%V	7.0%	7.2%	7.2%	6.2%	6.1%	7.7%	6.6%	8.6%
%H (All HH)		100.0%	98.9%	34.8%	15.5%	87.8%	37.0%	50.3%
%H (TV HH)			98.9%	34.8%	15.5%	87.8%	37.0%	50.3%
Any recorder	1442	1442	1440	808	301	1141	786	355
%V	55.4%	57.4%	57.6%	79.8%	65.3%	55.0%	77.4%	33.5%
%H (All HH)		100.0%	99.9%	56.0%	20.9%	79.1%	54.5%	24.6%
%H (TV HH)			99.9%	56.0%	20.9%	79.1%	54.5%	24.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Receives HDTV (via STB or built-in reception)	1143	1143	1143	563	331	927	655	272
%V	43.9%	45.5%	45.7%	55.6%	71.8%	44.7%	64.5%	25.7%
%H (All HH)		100.0%	100.0%	49.3%	29.0%	81.1%	57.3%	23.8%
%H (TV HH)			100.0%	49.3%	29.0%	81.1%	57.3%	23.8%
DVD/Blu-ray player or recorder	1988	1988	1985	840	386	1678	891	787
%V	76.3%	79.1%	79.4%	83.0%	83.7%	80.9%	87.8%	74.3%
%H (All HH)		100.0%	99.8%	42.3%	19.4%	84.4%	44.8%	39.6%
%H (TV HH)			99.8%	42.3%	19.4%	84.4%	44.8%	39.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2604	2514	2500	1012	461	2075	1015	1059
%H (All HH)		96.5%	96.0%	38.9%	17.7%	79.7%	39.0%	40.7%
%H (TV HH)			99.4%	40.3%	18.3%	82.5%	40.4%	42.1%
Has PC or Laptop	1880	1827	1818	857	395	1464	870	594
%V	72.2%	72.7%	72.7%	84.7%	85.7%	70.6%	85.7%	56.1%
%H (All HH)		97.2%	96.7%	45.6%	21.0%	77.9%	46.3%	31.6%
%H (TV HH)			99.5%	46.9%	21.6%	80.1%	47.6%	32.5%
Has broadband internet	1758	1707	1699	828	387	1354	844	511
%V	67.5%	67.9%	68.0%	81.8%	83.9%	65.3%	83.2%	48.3%
%H (All HH)		97.1%	96.6%	47.1%	22.0%	77.0%	48.0%	29.1%
%H (TV HH)			99.5%	48.5%	22.7%	79.3%	49.4%	29.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4980	4962	2250	984	4253	2436	1817
%H		99.6%	45.2%	19.8%	85.4%	48.9%	36.5%
Under 20"	900	900	418	164	812	476	337
%V	18.1%	18.1%	18.6%	16.7%	19.1%	19.5%	18.5%
%H		100.0%	46.4%	18.2%	90.2%	52.9%	37.4%
20" - 29"	1351	1347	547	236	1192	609	583
%V	27.1%	27.1%	24.3%	24.0%	28.0%	25.0%	32.1%
%H		99.7%	40.5%	17.5%	88.2%	45.1%	43.2%
30" - 39"	1524	1522	664	296	1291	704	587
%V	30.6%	30.7%	29.5%	30.1%	30.4%	28.9%	32.3%
%H		99.9%	43.6%	19.4%	84.7%	46.2%	38.5%
40" and over	990	989	540	235	802	566	236
%V	19.9%	19.9%	24.0%	23.9%	18.9%	23.2%	13.0%
%H		99.9%	54.5%	23.7%	81.0%	57.2%	23.8%
Don't know	96	96	34	14	79	31	48
%V	1.9%	1.9%	1.5%	1.4%	1.9%	1.3%	2.6%
%H		100.0%	35.4%	14.6%	82.3%	32.3%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4980	4962	2250	984	4253	2436	1817
%H		99.6%	45.2%	19.8%	85.4%	48.9%	36.5%
Main living room	2506	2500	1018	460	2074	1020	1054
%V	50.3%	50.4%	45.2%	46.7%	48.8%	41.9%	58.0%
%H		99.8%	40.6%	18.4%	82.8%	40.7%	42.1%
Kitchen	336	336	158	56	300	176	124
%V	6.7%	6.8%	7.0%	5.7%	7.1%	7.2%	6.8%
%H		100.0%	47.0%	16.7%	89.3%	52.4%	36.9%
Adult's bedroom	1281	1281	625	277	1148	740	408
%V	25.7%	25.8%	27.8%	28.2%	27.0%	30.4%	22.5%
%H		100.0%	48.8%	21.6%	89.6%	57.8%	31.9%
Child's bedroom	285	285	158	66	255	187	68
%V	5.7%	5.7%	7.0%	6.7%	6.0%	7.7%	3.7%
%H		100.0%	55.4%	23.2%	89.5%	65.6%	23.9%
Other bedroom	90	90	50	14	81	51	30
%V	1.8%	1.8%	2.2%	1.4%	1.9%	2.1%	1.7%
%H		100.0%	55.6%	15.6%	90.0%	56.7%	33.3%
Second living/dining room	238	238	128	46	211	140	71
%V	4.8%	4.8%	5.7%	4.7%	5.0%	5.7%	3.9%
%H		100.0%	53.8%	19.3%	88.7%	58.8%	29.8%
Study/office	47	47	25	7	41	24	17
%V	0.9%	0.9%	1.1%	0.7%	1.0%	1.0%	0.9%
%H		100.0%	53.2%	14.9%	87.2%	51.1%	36.2%
TV room	22	22	12	4	20	14	6
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.6%	0.3%
%H		100.0%	54.5%	18.2%	90.9%	63.6%	27.3%
Conservatory	30	30	16	7	24	16	8
%V	0.6%	0.6%	0.7%	0.7%	0.6%	0.7%	0.4%
%H		100.0%	53.3%	23.3%	80.0%	53.3%	26.7%
Attic or loft room	3	3	2	0	2	2	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
No specific location	7	7	4	2	6	4	2
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
Other	14	14	6	5	13	10	3
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%
%H		100.0%	42.9%	35.7%	92.9%	71.4%	21.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4980	4962	2250	984	4253	2436	1817
%H		99.6%	45.2%	19.8%	85.4%	48.9%	36.5%
PVR	1603	1603	1044	335	1230	974	256
%V	32.2%	32.3%	46.4%	34.0%	28.9%	40.0%	14.1%
%H		100.0%	65.1%	20.9%	76.7%	60.8%	16.0%
DVDR	218	217	99	37	187	100	87
%V	4.4%	4.4%	4.4%	3.8%	4.4%	4.1%	4.8%
%H		99.5%	45.4%	17.0%	85.8%	45.9%	39.9%
VCR	197	196	71	32	173	76	98
%V	4.0%	4.0%	3.2%	3.3%	4.1%	3.1%	5.4%
%H		99.5%	36.0%	16.2%	87.8%	38.6%	49.7%
Any recorder	1854	1852	1116	371	1458	1055	403
%V	37.2%	37.3%	49.6%	37.7%	34.3%	43.3%	22.2%
%H		99.9%	60.2%	20.0%	78.6%	56.9%	21.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4980	4962	2250	984	4253	2436	1817
%H		99.6%	45.2%	19.8%	85.4%	48.9%	36.5%
Receives HDTV (via STB or built-in reception)	1577	1577	794	466	1292	938	354
%V	31.7%	31.8%	35.3%	47.4%	30.4%	38.5%	19.5%
%H		100.0%	50.3%	29.5%	81.9%	59.5%	22.4%
DVD/Blu-ray player or recorder	2915	2912	1334	593	2517	1478	1039
%V	58.5%	58.7%	59.3%	60.3%	59.2%	60.7%	57.2%
%H		99.9%	45.8%	20.3%	86.3%	50.7%	35.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands West
Set level data
Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2513	2498	1011	461	2073	1015	1058
%H		99.4%	40.2%	18.3%	82.5%	40.4%	42.1%
Under 20"	57	57	12	6	48	8	40
%V	2.3%	2.3%	1.2%	1.3%	2.3%	0.8%	3.8%
%H		100.0%	21.1%	10.5%	84.2%	14.0%	70.2%
20" - 29"	507	503	131	62	432	119	313
%V	20.2%	20.1%	13.0%	13.4%	20.8%	11.7%	29.6%
%H		99.2%	25.8%	12.2%	85.2%	23.5%	61.7%
30" - 39"	1033	1031	392	187	858	394	464
%V	41.1%	41.3%	38.8%	40.6%	41.4%	38.8%	43.9%
%H		99.8%	37.9%	18.1%	83.1%	38.1%	44.9%
40" and over	858	857	462	200	693	482	211
%V	34.1%	34.3%	45.7%	43.4%	33.4%	47.5%	19.9%
%H		99.9%	53.8%	23.3%	80.8%	56.2%	24.6%
Don't know	50	50	14	7	42	12	30
%V	2.0%	2.0%	1.4%	1.5%	2.0%	1.2%	2.8%
%H		100.0%	28.0%	14.0%	84.0%	24.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2513	2498	1011	461	2073	1015	1058
%H		99.4%	40.2%	18.3%	82.5%	40.4%	42.1%
PVR	1220	1220	755	271	941	727	215
%V	48.5%	48.8%	74.7%	58.8%	45.4%	71.6%	20.3%
%H		100.0%	61.9%	22.2%	77.1%	59.6%	17.6%
DVDR	172	171	74	30	146	75	70
%V	6.8%	6.8%	7.3%	6.5%	7.0%	7.4%	6.6%
%H		99.4%	43.0%	17.4%	84.9%	43.6%	40.7%
VCR	151	149	46	23	131	48	83
%V	6.0%	6.0%	4.5%	5.0%	6.3%	4.7%	7.8%
%H		98.7%	30.5%	15.2%	86.8%	31.8%	55.0%
Any recorder	1400	1398	792	296	1101	768	333
%V	55.7%	56.0%	78.3%	64.2%	53.1%	75.7%	31.5%
%H		99.9%	56.6%	21.1%	78.6%	54.9%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2513	2498	1011	461	2073	1015	1058
%H		99.4%	40.2%	18.3%	82.5%	40.4%	42.1%
Receives HDTV (via STB or built-in reception)	1108	1108	549	326	894	638	256
%V	44.1%	44.4%	54.3%	70.7%	43.1%	62.9%	24.2%
%H		100.0%	49.5%	29.4%	80.7%	57.6%	23.1%
DVD/Blu-ray player or recorder	1883	1879	794	363	1582	835	747
%V	74.9%	75.2%	78.5%	78.7%	76.3%	82.3%	70.6%
%H		99.8%	42.2%	19.3%	84.0%	44.3%	39.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2463	1238	523	2180	1421	759
%H		99.8%	50.2%	21.2%	88.4%	57.6%	30.8%
Under 20"	842	842	407	158	764	468	297
%V	34.1%	34.2%	32.9%	30.2%	35.0%	32.9%	39.1%
%H		100.0%	48.3%	18.8%	90.7%	55.6%	35.3%
20" - 29"	844	844	416	174	760	490	270
%V	34.2%	34.3%	33.6%	33.3%	34.9%	34.5%	35.6%
%H		100.0%	49.3%	20.6%	90.0%	58.1%	32.0%
30" - 39"	491	491	272	109	433	310	123
%V	19.9%	19.9%	22.0%	20.8%	19.9%	21.8%	16.2%
%H		100.0%	55.4%	22.2%	88.2%	63.1%	25.1%
40" and over	132	132	78	35	109	84	25
%V	5.4%	5.4%	6.3%	6.7%	5.0%	5.9%	3.3%
%H		100.0%	59.1%	26.5%	82.6%	63.6%	18.9%
Don't know	46	46	20	7	38	19	19
%V	1.9%	1.9%	1.6%	1.3%	1.7%	1.3%	2.5%
%H		100.0%	43.5%	15.2%	82.6%	41.3%	41.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2463	1238	523	2180	1421	759
%H		99.8%	50.2%	21.2%	88.4%	57.6%	30.8%
PVR	383	383	289	64	289	248	41
%V	15.5%	15.6%	23.3%	12.2%	13.3%	17.5%	5.4%
%H		100.0%	75.5%	16.7%	75.5%	64.8%	10.7%
DVDR	46	46	25	7	41	25	16
%V	1.9%	1.9%	2.0%	1.3%	1.9%	1.8%	2.1%
%H		100.0%	54.3%	15.2%	89.1%	54.3%	34.8%
VCR	46	46	25	9	43	28	15
%V	1.9%	1.9%	2.0%	1.7%	2.0%	2.0%	2.0%
%H		100.0%	54.3%	19.6%	93.5%	60.9%	32.6%
Any recorder	455	455	324	76	356	287	69
%V	18.4%	18.5%	26.2%	14.5%	16.3%	20.2%	9.1%
%H		100.0%	71.2%	16.7%	78.2%	63.1%	15.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2463	1238	523	2180	1421	759
%H		99.8%	50.2%	21.2%	88.4%	57.6%	30.8%
Receives HDTV (via STB or built-in reception)	469	469	245	140	399	301	98
%V	19.0%	19.0%	19.8%	26.8%	18.3%	21.2%	12.9%
%H		100.0%	52.2%	29.9%	85.1%	64.2%	20.9%
DVD/Blu-ray player or recorder	1032	1032	540	230	935	643	291
%V	41.8%	41.9%	43.6%	44.0%	42.9%	45.2%	38.3%
%H		100.0%	52.3%	22.3%	90.6%	62.3%	28.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6064	5874	5852	2752	1195	4753	2744	2010
%H		96.9%	96.5%	45.4%	19.7%	78.4%	45.3%	33.1%
Total Children	1191	1153	1150	617	261	887	589	298
%V	19.6%	19.6%	19.7%	22.4%	21.8%	18.7%	21.5%	14.8%
%H		96.8%	96.6%	51.8%	21.9%	74.5%	49.5%	25.0%
0 - 3	314	302	301	148	71	217	129	88
%V	5.2%	5.1%	5.1%	5.4%	5.9%	4.6%	4.7%	4.4%
%H		96.2%	95.9%	47.1%	22.6%	69.1%	41.1%	28.0%
4 - 15	877	851	848	468	190	670	460	210
%V	14.5%	14.5%	14.5%	17.0%	15.9%	14.1%	16.8%	10.4%
%H		97.0%	96.7%	53.4%	21.7%	76.4%	52.5%	23.9%
4 - 9	442	425	425	233	88	329	221	109
%V	7.3%	7.2%	7.3%	8.5%	7.4%	6.9%	8.1%	5.4%
%H		96.2%	96.2%	52.7%	19.9%	74.4%	50.0%	24.7%
10 - 15	435	426	424	235	102	341	239	102
%V	7.2%	7.3%	7.2%	8.5%	8.5%	7.2%	8.7%	5.1%
%H		97.9%	97.5%	54.0%	23.4%	78.4%	54.9%	23.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6064	5874	5852	2752	1195	4753	2744	2010
%H		96.9%	96.5%	45.4%	19.7%	78.4%	45.3%	33.1%
Total Adults (16+)	4873	4721	4702	2135	933	3866	2155	1712
%V	80.4%	80.4%	80.3%	77.6%	78.1%	81.3%	78.5%	85.2%
%H		96.9%	96.5%	43.8%	19.1%	79.3%	44.2%	35.1%
16 - 19	293	288	286	157	65	231	161	70
%V	4.8%	4.9%	4.9%	5.7%	5.4%	4.9%	5.9%	3.5%
%H		98.3%	97.6%	53.6%	22.2%	78.8%	54.9%	23.9%
20 - 24	378	353	351	178	80	290	187	103
%V	6.2%	6.0%	6.0%	6.5%	6.7%	6.1%	6.8%	5.1%
%H		93.4%	92.9%	47.1%	21.2%	76.7%	49.5%	27.2%
25 - 34	788	749	744	369	169	559	341	218
%V	13.0%	12.8%	12.7%	13.4%	14.1%	11.8%	12.4%	10.8%
%H		95.1%	94.4%	46.8%	21.4%	70.9%	43.3%	27.7%
35 - 44	783	756	752	409	171	583	400	184
%V	12.9%	12.9%	12.9%	14.9%	14.3%	12.3%	14.6%	9.2%
%H		96.6%	96.0%	52.2%	21.8%	74.5%	51.1%	23.5%
45 - 54	850	832	829	394	178	680	402	278
%V	14.0%	14.2%	14.2%	14.3%	14.9%	14.3%	14.7%	13.8%
%H		97.9%	97.5%	46.4%	20.9%	80.0%	47.3%	32.7%
55 - 64	713	696	695	306	134	587	324	263
%V	11.8%	11.8%	11.9%	11.1%	11.2%	12.4%	11.8%	13.1%
%H		97.6%	97.5%	42.9%	18.8%	82.3%	45.4%	36.9%
65+	1068	1048	1044	322	137	936	340	596
%V	17.6%	17.8%	17.8%	11.7%	11.5%	19.7%	12.4%	29.7%
%H		98.1%	97.8%	30.1%	12.8%	87.6%	31.8%	55.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4873	4721	4702	2135	933	3866	2155	1712
%H		96.9%	96.5%	43.8%	19.1%	79.3%	44.2%	35.1%
AB	1138	1113	1108	567	208	894	539	354
%V	23.4%	23.6%	23.6%	26.6%	22.3%	23.1%	25.0%	20.7%
%H		97.8%	97.4%	49.8%	18.3%	78.6%	47.4%	31.1%
C1	1230	1183	1179	533	253	965	556	409
%V	25.2%	25.1%	25.1%	25.0%	27.1%	25.0%	25.8%	23.9%
%H		96.2%	95.9%	43.3%	20.6%	78.5%	45.2%	33.3%
C2	1068	1043	1037	462	253	855	510	346
%V	21.9%	22.1%	22.1%	21.6%	27.1%	22.1%	23.7%	20.2%
%H		97.7%	97.1%	43.3%	23.7%	80.1%	47.8%	32.4%
D	869	839	838	410	150	664	370	294
%V	17.8%	17.8%	17.8%	19.2%	16.1%	17.2%	17.2%	17.2%
%H		96.5%	96.4%	47.2%	17.3%	76.4%	42.6%	33.8%
E	568	544	540	164	70	488	180	308
%V	11.7%	11.5%	11.5%	7.7%	7.5%	12.6%	8.4%	18.0%
%H		95.8%	95.1%	28.9%	12.3%	85.9%	31.7%	54.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4873	4721	4702	2135	933	3866	2155	1712
%H		96.9%	96.5%	43.8%	19.1%	79.3%	44.2%	35.1%
Working full time	2133	2076	2068	1045	476	1634	1051	582
%V	43.8%	44.0%	44.0%	48.9%	51.0%	42.3%	48.8%	34.0%
%H		97.3%	97.0%	49.0%	22.3%	76.6%	49.3%	27.3%
Working part time	491	480	479	239	100	371	223	148
%V	10.1%	10.2%	10.2%	11.2%	10.7%	9.6%	10.3%	8.6%
%H		97.8%	97.6%	48.7%	20.4%	75.6%	45.4%	30.1%
Not working	2249	2166	2155	850	358	1861	881	981
%V	46.2%	45.9%	45.8%	39.8%	38.4%	48.1%	40.9%	57.3%
%H		96.3%	95.8%	37.8%	15.9%	82.7%	39.2%	43.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2375	2288	2278	1060	465	1861	1069	792
%H		96.3%	95.9%	44.6%	19.6%	78.4%	45.0%	33.3%
16 - 19	150	147	147	79	34	119	81	37
%V	6.3%	6.4%	6.5%	7.5%	7.3%	6.4%	7.6%	4.7%
%H		98.0%	98.0%	52.7%	22.7%	79.3%	54.0%	24.7%
20 - 24	184	172	171	93	37	142	97	45
%V	7.7%	7.5%	7.5%	8.8%	8.0%	7.6%	9.1%	5.7%
%H		93.5%	92.9%	50.5%	20.1%	77.2%	52.7%	24.5%
25 - 34	390	369	365	176	87	276	169	107
%V	16.4%	16.1%	16.0%	16.6%	18.7%	14.8%	15.8%	13.5%
%H		94.6%	93.6%	45.1%	22.3%	70.8%	43.3%	27.4%
35 - 44	386	368	365	202	88	280	198	82
%V	16.3%	16.1%	16.0%	19.1%	18.9%	15.0%	18.5%	10.4%
%H		95.3%	94.6%	52.3%	22.8%	72.5%	51.3%	21.2%
45 - 54	425	414	413	197	91	333	197	136
%V	17.9%	18.1%	18.1%	18.6%	19.6%	17.9%	18.4%	17.2%
%H		97.4%	97.2%	46.4%	21.4%	78.4%	46.4%	32.0%
55 - 64	349	338	338	147	60	284	151	134
%V	14.7%	14.8%	14.8%	13.9%	12.9%	15.3%	14.1%	16.9%
%H		96.8%	96.8%	42.1%	17.2%	81.4%	43.3%	38.4%
65+	491	481	479	166	68	426	175	251
%V	20.7%	21.0%	21.0%	15.7%	14.6%	22.9%	16.4%	31.7%
%H		98.0%	97.6%	33.8%	13.8%	86.8%	35.6%	51.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2375	2288	2278	1060	465	1861	1069	792
%H		96.3%	95.9%	44.6%	19.6%	78.4%	45.0%	33.3%
AB	559	547	545	285	104	441	274	167
%V	23.5%	23.9%	23.9%	26.9%	22.4%	23.7%	25.6%	21.1%
%H		97.9%	97.5%	51.0%	18.6%	78.9%	49.0%	29.9%
C1	581	556	553	258	123	451	271	180
%V	24.5%	24.3%	24.3%	24.3%	26.5%	24.2%	25.4%	22.7%
%H		95.7%	95.2%	44.4%	21.2%	77.6%	46.6%	31.0%
C2	575	559	555	245	135	457	271	186
%V	24.2%	24.4%	24.4%	23.1%	29.0%	24.6%	25.4%	23.5%
%H		97.2%	96.5%	42.6%	23.5%	79.5%	47.1%	32.3%
D	429	409	408	199	75	317	175	141
%V	18.1%	17.9%	17.9%	18.8%	16.1%	17.0%	16.4%	17.8%
%H		95.3%	95.1%	46.4%	17.5%	73.9%	40.8%	32.9%
E	231	218	217	73	27	195	77	118
%V	9.7%	9.5%	9.5%	6.9%	5.8%	10.5%	7.2%	14.9%
%H		94.4%	93.9%	31.6%	11.7%	84.4%	33.3%	51.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2375	2288	2278	1060	465	1861	1069	792
%H		96.3%	95.9%	44.6%	19.6%	78.4%	45.0%	33.3%
Working full time	1336	1292	1286	663	295	1015	664	351
%V	56.3%	56.5%	56.5%	62.5%	63.4%	54.5%	62.1%	44.3%
%H		96.7%	96.3%	49.6%	22.1%	76.0%	49.7%	26.3%
Working part time	113	109	108	55	18	84	46	38
%V	4.8%	4.8%	4.7%	5.2%	3.9%	4.5%	4.3%	4.8%
%H		96.5%	95.6%	48.7%	15.9%	74.3%	40.7%	33.6%
Not working	927	887	883	342	152	763	359	404
%V	39.0%	38.8%	38.8%	32.3%	32.7%	41.0%	33.6%	51.0%
%H		95.7%	95.3%	36.9%	16.4%	82.3%	38.7%	43.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2433	2424	1075	468	2005	1086	919
%H		97.4%	97.0%	43.0%	18.7%	80.3%	43.5%	36.8%
16 - 19	143	141	139	79	30	112	80	33
%V	5.7%	5.8%	5.7%	7.3%	6.4%	5.6%	7.4%	3.6%
%H		98.6%	97.2%	55.2%	21.0%	78.3%	55.9%	23.1%
20 - 24	193	182	180	84	43	148	90	58
%V	7.7%	7.5%	7.4%	7.8%	9.2%	7.4%	8.3%	6.3%
%H		94.3%	93.3%	43.5%	22.3%	76.7%	46.6%	30.1%
25 - 34	399	380	379	193	82	283	172	111
%V	16.0%	15.6%	15.6%	18.0%	17.5%	14.1%	15.8%	12.1%
%H		95.2%	95.0%	48.4%	20.6%	70.9%	43.1%	27.8%
35 - 44	397	388	387	207	83	303	202	101
%V	15.9%	15.9%	16.0%	19.3%	17.7%	15.1%	18.6%	11.0%
%H		97.7%	97.5%	52.1%	20.9%	76.3%	50.9%	25.4%
45 - 54	425	418	416	197	87	347	205	142
%V	17.0%	17.2%	17.2%	18.3%	18.6%	17.3%	18.9%	15.5%
%H		98.4%	97.9%	46.4%	20.5%	81.6%	48.2%	33.4%
55 - 64	364	358	358	159	75	303	173	129
%V	14.6%	14.7%	14.8%	14.8%	16.0%	15.1%	15.9%	14.0%
%H		98.4%	98.4%	43.7%	20.6%	83.2%	47.5%	35.4%
65+	577	567	565	156	68	510	165	345
%V	23.1%	23.3%	23.3%	14.5%	14.5%	25.4%	15.2%	37.5%
%H		98.3%	97.9%	27.0%	11.8%	88.4%	28.6%	59.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2433	2424	1075	468	2005	1086	919
%H		97.4%	97.0%	43.0%	18.7%	80.3%	43.5%	36.8%
AB	578	566	563	281	104	453	265	188
%V	23.1%	23.3%	23.2%	26.1%	22.2%	22.6%	24.4%	20.5%
%H		97.9%	97.4%	48.6%	18.0%	78.4%	45.8%	32.5%
C1	649	627	626	275	129	513	284	229
%V	26.0%	25.8%	25.8%	25.6%	27.6%	25.6%	26.2%	24.9%
%H		96.6%	96.5%	42.4%	19.9%	79.0%	43.8%	35.3%
C2	493	484	482	216	118	398	238	160
%V	19.7%	19.9%	19.9%	20.1%	25.2%	19.9%	21.9%	17.4%
%H		98.2%	97.8%	43.8%	23.9%	80.7%	48.3%	32.5%
D	440	430	430	211	75	347	195	152
%V	17.6%	17.7%	17.7%	19.6%	16.0%	17.3%	18.0%	16.5%
%H		97.7%	97.7%	48.0%	17.0%	78.9%	44.3%	34.5%
E	337	326	323	91	43	293	103	190
%V	13.5%	13.4%	13.3%	8.5%	9.2%	14.6%	9.5%	20.7%
%H		96.7%	95.8%	27.0%	12.8%	86.9%	30.6%	56.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2433	2424	1075	468	2005	1086	919
%H		97.4%	97.0%	43.0%	18.7%	80.3%	43.5%	36.8%
Working full time	797	784	782	382	181	619	388	232
%V	31.9%	32.2%	32.3%	35.5%	38.7%	30.9%	35.7%	25.2%
%H		98.4%	98.1%	47.9%	22.7%	77.7%	48.7%	29.1%
Working part time	378	371	370	184	82	287	177	110
%V	15.1%	15.2%	15.3%	17.1%	17.5%	14.3%	16.3%	12.0%
%H		98.1%	97.9%	48.7%	21.7%	75.9%	46.8%	29.1%
Not working	1322	1278	1272	508	206	1099	522	577
%V	52.9%	52.5%	52.5%	47.3%	44.0%	54.8%	48.1%	62.8%
%H		96.7%	96.2%	38.4%	15.6%	83.1%	39.5%	43.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
AB	194	189	189	76	43	150	77	72
%V	20.0%	20.2%	20.4%	23.0%	18.2%	19.8%	20.0%	19.4%
%H (All HH)		97.4%	97.4%	39.2%	22.2%	77.3%	39.7%	37.1%
%H (TV HH)			100.0%	40.2%	22.8%	79.4%	40.7%	38.1%
C1	254	242	240	91	65	201	113	88
%V	26.2%	25.9%	25.9%	27.5%	27.5%	26.5%	29.4%	23.7%
%H (All HH)		95.3%	94.5%	35.8%	25.6%	79.1%	44.5%	34.6%
%H (TV HH)			99.2%	37.6%	26.9%	83.1%	46.7%	36.4%
C2	202	196	196	72	52	164	89	75
%V	20.9%	21.0%	21.2%	21.8%	22.0%	21.6%	23.1%	20.2%
%H (All HH)		97.0%	97.0%	35.6%	25.7%	81.2%	44.1%	37.1%
%H (TV HH)			100.0%	36.7%	26.5%	83.7%	45.4%	38.3%
D	168	165	161	54	48	127	65	62
%V	17.4%	17.7%	17.4%	16.3%	20.3%	16.8%	16.9%	16.7%
%H (All HH)		98.2%	95.8%	32.1%	28.6%	75.6%	38.7%	36.9%
%H (TV HH)			97.6%	32.7%	29.1%	77.0%	39.4%	37.6%
E	150	142	140	38	28	116	41	75
%V	15.5%	15.2%	15.1%	11.5%	11.9%	15.3%	10.6%	20.2%
%H (All HH)		94.7%	93.3%	25.3%	18.7%	77.3%	27.3%	50.0%
%H (TV HH)			98.6%	26.8%	19.7%	81.7%	28.9%	52.8%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Under 25	51	43	42	11	9	35	13	22
%V	5.3%	4.6%	4.5%	3.3%	3.8%	4.6%	3.4%	5.9%
%H (All HH)		84.3%	82.4%	21.6%	17.6%	68.6%	25.5%	43.1%
%H (TV HH)			97.7%	25.6%	20.9%	81.4%	30.2%	51.2%
25 - 34	162	152	148	66	45	110	70	40
%V	16.7%	16.3%	16.0%	19.9%	19.1%	14.5%	18.2%	10.8%
%H (All HH)		93.8%	91.4%	40.7%	27.8%	67.9%	43.2%	24.7%
%H (TV HH)			97.4%	43.4%	29.6%	72.4%	46.1%	26.3%
35 - 44	167	163	162	71	51	128	84	44
%V	17.3%	17.5%	17.5%	21.5%	21.6%	16.9%	21.8%	11.8%
%H (All HH)		97.6%	97.0%	42.5%	30.5%	76.6%	50.3%	26.3%
%H (TV HH)			99.4%	43.6%	31.3%	78.5%	51.5%	27.0%
45 - 54	182	178	176	74	48	142	85	57
%V	18.8%	19.1%	19.0%	22.4%	20.3%	18.7%	22.1%	15.3%
%H (All HH)		97.8%	96.7%	40.7%	26.4%	78.0%	46.7%	31.3%
%H (TV HH)			98.9%	41.6%	27.0%	79.8%	47.8%	32.0%
55 - 64	163	158	158	53	41	134	66	67
%V	16.8%	16.9%	17.1%	16.0%	17.4%	17.7%	17.1%	18.0%
%H (All HH)		96.9%	96.9%	32.5%	25.2%	82.2%	40.5%	41.1%
%H (TV HH)			100.0%	33.5%	25.9%	84.8%	41.8%	42.4%
65 +	243	240	239	56	42	209	66	143
%V	25.1%	25.7%	25.8%	16.9%	17.8%	27.6%	17.1%	38.4%
%H (All HH)		98.8%	98.4%	23.0%	17.3%	86.0%	27.2%	58.8%
%H (TV HH)			99.6%	23.3%	17.5%	87.1%	27.5%	59.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
1	335	315	311	71	58	263	79	183
%V	34.6%	33.7%	33.6%	21.5%	24.6%	34.7%	20.5%	49.2%
%H (All HH)		94.0%	92.8%	21.2%	17.3%	78.5%	23.6%	54.6%
%H (TV HH)			98.7%	22.5%	18.4%	83.5%	25.1%	58.1%
2	284	279	276	102	69	230	120	110
%V	29.3%	29.9%	29.8%	30.8%	29.2%	30.3%	31.2%	29.6%
%H (All HH)		98.2%	97.2%	35.9%	24.3%	81.0%	42.3%	38.7%
%H (TV HH)			98.9%	36.6%	24.7%	82.4%	43.0%	39.4%
3	151	149	149	62	49	117	76	41
%V	15.6%	16.0%	16.1%	18.7%	20.8%	15.4%	19.7%	11.0%
%H (All HH)		98.7%	98.7%	41.1%	32.5%	77.5%	50.3%	27.2%
%H (TV HH)			100.0%	41.6%	32.9%	78.5%	51.0%	27.5%
4	131	126	125	59	40	103	75	28
%V	13.5%	13.5%	13.5%	17.8%	16.9%	13.6%	19.5%	7.5%
%H (All HH)		96.2%	95.4%	45.0%	30.5%	78.6%	57.3%	21.4%
%H (TV HH)			99.2%	46.8%	31.7%	81.7%	59.5%	22.2%
5+	66	64	64	37	19	45	35	10
%V	6.8%	6.9%	6.9%	11.2%	8.1%	5.9%	9.1%	2.7%
%H (All HH)		97.0%	97.0%	56.1%	28.8%	68.2%	53.0%	15.2%
%H (TV HH)			100.0%	57.8%	29.7%	70.3%	54.7%	15.6%
Average HH size	2.32	2.33	2.34	2.72	2.58	2.29	2.69	1.86

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Without	718	688	682	214	163	570	255	315
%V	74.2%	73.7%	73.7%	64.7%	69.1%	75.2%	66.2%	84.7%
%H (All HH)		95.8%	95.0%	29.8%	22.7%	79.4%	35.5%	43.9%
%H (TV HH)			99.1%	31.1%	23.7%	82.8%	37.1%	45.8%
With	250	246	244	118	73	188	130	57
%V	25.8%	26.3%	26.3%	35.6%	30.9%	24.8%	33.8%	15.3%
%H (All HH)		98.4%	97.6%	47.2%	29.2%	75.2%	52.0%	22.8%
%H (TV HH)			99.2%	48.0%	29.7%	76.4%	52.8%	23.2%
0 - 3	96	93	91	45	26	70	48	22
%V	9.9%	10.0%	9.8%	13.6%	11.0%	9.2%	12.5%	5.9%
%H (All HH)		96.9%	94.8%	46.9%	27.1%	72.9%	50.0%	22.9%
%H (TV HH)			97.8%	48.4%	28.0%	75.3%	51.6%	23.7%
4 - 9	121	119	118	56	39	87	62	25
%V	12.5%	12.7%	12.7%	16.9%	16.5%	11.5%	16.1%	6.7%
%H (All HH)		98.3%	97.5%	46.3%	32.2%	71.9%	51.2%	20.7%
%H (TV HH)			99.2%	47.1%	32.8%	73.1%	52.1%	21.0%
10 - 15	118	117	117	60	35	92	67	25
%V	12.2%	12.5%	12.6%	18.1%	14.8%	12.1%	17.4%	6.7%
%H (All HH)		99.2%	99.2%	50.8%	29.7%	78.0%	56.8%	21.2%
%H (TV HH)			100.0%	51.3%	29.9%	78.6%	57.3%	21.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
1	409	409	402	113	87	309	104	204
%V	42.3%	43.8%	43.4%	34.1%	36.9%	40.8%	27.0%	54.8%
%H (All HH)		100.0%	98.3%	27.6%	21.3%	75.6%	25.4%	49.9%
%H (TV HH)			98.3%	27.6%	21.3%	75.6%	25.4%	49.9%
2	297	297	297	111	79	250	138	112
%V	30.7%	31.8%	32.1%	33.5%	33.5%	33.0%	35.8%	30.1%
%H (All HH)		100.0%	100.0%	37.4%	26.6%	84.2%	46.5%	37.7%
%H (TV HH)			100.0%	37.4%	26.6%	84.2%	46.5%	37.7%
3	133	133	133	58	42	115	77	38
%V	13.7%	14.2%	14.4%	17.5%	17.8%	15.2%	20.0%	10.2%
%H (All HH)		100.0%	100.0%	43.6%	31.6%	86.5%	57.9%	28.6%
%H (TV HH)			100.0%	43.6%	31.6%	86.5%	57.9%	28.6%
4	65	65	65	34	20	56	44	12
%V	6.7%	7.0%	7.0%	10.3%	8.5%	7.4%	11.4%	3.2%
%H (All HH)		100.0%	100.0%	52.3%	30.8%	86.2%	67.7%	18.5%
%H (TV HH)			100.0%	52.3%	30.8%	86.2%	67.7%	18.5%
5+	29	29	29	15	8	28	22	6
%V	3.0%	3.1%	3.1%	4.5%	3.4%	3.7%	5.7%	1.6%
%H (All HH)		100.0%	100.0%	51.7%	27.6%	96.6%	75.9%	20.7%
%H (TV HH)			100.0%	51.7%	27.6%	96.6%	75.9%	20.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Under 20"	260	260	259	96	71	231	133	98
%V	26.9%	27.8%	28.0%	29.0%	30.1%	30.5%	34.5%	26.3%
%H (All HH)		100.0%	99.6%	36.9%	27.3%	88.8%	51.2%	37.7%
%H (TV HH)			99.6%	36.9%	27.3%	88.8%	51.2%	37.7%
20" - 29"	388	388	387	133	105	329	173	156
%V	40.1%	41.5%	41.8%	40.2%	44.5%	43.4%	44.9%	41.9%
%H (All HH)		100.0%	99.7%	34.3%	27.1%	84.8%	44.6%	40.2%
%H (TV HH)			99.7%	34.3%	27.1%	84.8%	44.6%	40.2%
30" - 39"	494	494	493	182	125	407	213	194
%V	51.0%	52.9%	53.2%	55.0%	53.0%	53.7%	55.3%	52.2%
%H (All HH)		100.0%	99.8%	36.8%	25.3%	82.4%	43.1%	39.3%
%H (TV HH)			99.8%	36.8%	25.3%	82.4%	43.1%	39.3%
40" and over	312	312	310	155	90	247	174	73
%V	32.2%	33.4%	33.5%	46.8%	38.1%	32.6%	45.2%	19.6%
%H (All HH)		100.0%	99.4%	49.7%	28.8%	79.2%	55.8%	23.4%
%H (TV HH)			99.4%	49.7%	28.8%	79.2%	55.8%	23.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Main living room	918	918	915	328	233	748	382	366
%V	94.8%	98.3%	98.8%	99.1%	98.7%	98.7%	99.2%	98.4%
%H (All HH)		100.0%	99.7%	35.7%	25.4%	81.5%	41.6%	39.9%
%H (TV HH)			99.7%	35.7%	25.4%	81.5%	41.6%	39.9%
Kitchen	93	93	93	40	26	83	54	29
%V	9.6%	10.0%	10.0%	12.1%	11.0%	10.9%	14.0%	7.8%
%H (All HH)		100.0%	100.0%	43.0%	28.0%	89.2%	58.1%	31.2%
%H (TV HH)			100.0%	43.0%	28.0%	89.2%	58.1%	31.2%
Adult's bedroom	377	377	377	163	106	331	214	117
%V	38.9%	40.4%	40.7%	49.2%	44.9%	43.7%	55.6%	31.5%
%H (All HH)		100.0%	100.0%	43.2%	28.1%	87.8%	56.8%	31.0%
%H (TV HH)			100.0%	43.2%	28.1%	87.8%	56.8%	31.0%
Child's bedroom	82	82	81	41	25	74	57	17
%V	8.5%	8.8%	8.7%	12.4%	10.6%	9.8%	14.8%	4.6%
%H (All HH)		100.0%	98.8%	50.0%	30.5%	90.2%	69.5%	20.7%
%H (TV HH)			98.8%	50.0%	30.5%	90.2%	69.5%	20.7%
Other bedroom	58	58	58	29	18	50	37	13
%V	6.0%	6.2%	6.3%	8.8%	7.6%	6.6%	9.6%	3.5%
%H (All HH)		100.0%	100.0%	50.0%	31.0%	86.2%	63.8%	22.4%
%H (TV HH)			100.0%	50.0%	31.0%	86.2%	63.8%	22.4%
Second living/dining room	89	89	89	36	25	76	46	30
%V	9.2%	9.5%	9.6%	10.9%	10.6%	10.0%	11.9%	8.1%
%H (All HH)		100.0%	100.0%	40.4%	28.1%	85.4%	51.7%	33.7%
%H (TV HH)			100.0%	40.4%	28.1%	85.4%	51.7%	33.7%
Study/office	12	12	12	7	3	11	8	3
%V	1.2%	1.3%	1.3%	2.1%	1.3%	1.5%	2.1%	0.8%
%H (All HH)		100.0%	100.0%	58.3%	25.0%	91.7%	66.7%	25.0%
%H (TV HH)			100.0%	58.3%	25.0%	91.7%	66.7%	25.0%
TV room	7	7	7	4	2	7	6	1
%V	0.7%	0.7%	0.8%	1.2%	0.8%	0.9%	1.6%	0.3%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	100.0%	85.7%	14.3%
%H (TV HH)			100.0%	57.1%	28.6%	100.0%	85.7%	14.3%
Conservatory	12	12	12	6	3	11	7	4
%V	1.2%	1.3%	1.3%	1.8%	1.3%	1.5%	1.8%	1.1%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	91.7%	58.3%	33.3%
%H (TV HH)			100.0%	50.0%	25.0%	91.7%	58.3%	33.3%
Attic or loft room	2	2	2	1	1	1	0	0
%V	0.2%	0.2%	0.2%	0.3%	0.4%	0.1%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	50.0%	0.0%	0.0%
%H (TV HH)			100.0%	50.0%	50.0%	50.0%	0.0%	0.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	10	10	10	3	5	8	5	3
%V	1.0%	1.1%	1.1%	0.9%	2.1%	1.1%	1.3%	0.8%
%H (All HH)		100.0%	100.0%	30.0%	50.0%	80.0%	50.0%	30.0%
%H (TV HH)			100.0%	30.0%	50.0%	80.0%	50.0%	30.0%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
PVR	484	484	484	265	139	373	282	91
%V	50.0%	51.8%	52.3%	80.1%	58.9%	49.2%	73.2%	24.5%
%H (All HH)		100.0%	100.0%	54.8%	28.7%	77.1%	58.3%	18.8%
%H (TV HH)			100.0%	54.8%	28.7%	77.1%	58.3%	18.8%
DVDR	153	153	153	51	44	135	75	60
%V	15.8%	16.4%	16.5%	15.4%	18.6%	17.8%	19.5%	16.1%
%H (All HH)		100.0%	100.0%	33.3%	28.8%	88.2%	49.0%	39.2%
%H (TV HH)			100.0%	33.3%	28.8%	88.2%	49.0%	39.2%
VCR	93	93	93	24	26	78	34	44
%V	9.6%	10.0%	10.0%	7.3%	11.0%	10.3%	8.8%	11.8%
%H (All HH)		100.0%	100.0%	25.8%	28.0%	83.9%	36.6%	47.3%
%H (TV HH)			100.0%	25.8%	28.0%	83.9%	36.6%	47.3%
Any recorder	596	596	596	284	165	473	314	159
%V	61.6%	63.8%	64.4%	85.8%	69.9%	62.4%	81.6%	42.7%
%H (All HH)		100.0%	100.0%	47.7%	27.7%	79.4%	52.7%	26.7%
%H (TV HH)			100.0%	47.7%	27.7%	79.4%	52.7%	26.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Receives HDTV (via STB or built-in reception)	465	465	465	205	163	364	256	107
%V	48.0%	49.8%	50.2%	61.9%	69.1%	48.0%	66.5%	28.8%
%H (All HH)		100.0%	100.0%	44.1%	35.1%	78.3%	55.1%	23.0%
%H (TV HH)			100.0%	44.1%	35.1%	78.3%	55.1%	23.0%
DVD/Blu-ray player or recorder	748	748	746	281	199	613	334	279
%V	77.3%	80.1%	80.6%	84.9%	84.3%	80.9%	86.8%	75.0%
%H (All HH)		100.0%	99.7%	37.6%	26.6%	82.0%	44.7%	37.3%
%H (TV HH)			99.7%	37.6%	26.6%	82.0%	44.7%	37.3%

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	968	934	926	331	236	758	385	372
%H (All HH)		96.5%	95.7%	34.2%	24.4%	78.3%	39.8%	38.4%
%H (TV HH)			99.1%	35.4%	25.3%	81.2%	41.2%	39.8%
Has PC or Laptop	730	707	701	286	204	558	335	223
%V	75.4%	75.7%	75.7%	86.4%	86.4%	73.6%	87.0%	59.9%
%H (All HH)		96.8%	96.0%	39.2%	27.9%	76.4%	45.9%	30.5%
%H (TV HH)			99.2%	40.5%	28.9%	78.9%	47.4%	31.5%
Has broadband internet	683	662	657	276	197	522	326	196
%V	70.6%	70.9%	71.0%	83.4%	83.5%	68.9%	84.7%	52.7%
%H (All HH)		96.9%	96.2%	40.4%	28.8%	76.4%	47.7%	28.7%
%H (TV HH)			99.2%	41.7%	29.8%	78.9%	49.2%	29.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1820	1811	728	496	1527	905	622
%H		99.5%	40.0%	27.3%	83.9%	49.7%	34.2%
Under 20"	337	336	126	90	301	175	126
%V	18.5%	18.6%	17.3%	18.1%	19.7%	19.3%	20.3%
%H		99.7%	37.4%	26.7%	89.3%	51.9%	37.4%
20" - 29"	483	482	176	131	417	236	182
%V	26.5%	26.6%	24.2%	26.4%	27.3%	26.1%	29.3%
%H		99.8%	36.4%	27.1%	86.3%	48.9%	37.7%
30" - 39"	565	563	216	145	472	260	211
%V	31.0%	31.1%	29.7%	29.2%	30.9%	28.7%	33.9%
%H		99.6%	38.2%	25.7%	83.5%	46.0%	37.3%
40" and over	351	350	173	107	280	200	79
%V	19.3%	19.3%	23.8%	21.6%	18.3%	22.1%	12.7%
%H		99.7%	49.3%	30.5%	79.8%	57.0%	22.5%
Don't know	24	24	13	3	22	12	10
%V	1.3%	1.3%	1.8%	0.6%	1.4%	1.3%	1.6%
%H		100.0%	54.2%	12.5%	91.7%	50.0%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Set level data
Table 15.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1820	1811	728	496	1527	905	622
%H		99.5%	40.0%	27.3%	83.9%	49.7%	34.2%
Main living room	921	917	329	235	751	384	367
%V	50.6%	50.6%	45.2%	47.4%	49.2%	42.4%	59.0%
%H		99.6%	35.7%	25.5%	81.5%	41.7%	39.8%
Kitchen	93	93	40	26	84	54	29
%V	5.1%	5.1%	5.5%	5.2%	5.5%	6.0%	4.7%
%H		100.0%	43.0%	28.0%	90.3%	58.1%	31.2%
Adult's bedroom	432	432	187	125	381	251	131
%V	23.7%	23.9%	25.7%	25.2%	25.0%	27.7%	21.1%
%H		100.0%	43.3%	28.9%	88.2%	58.1%	30.3%
Child's bedroom	109	109	57	32	99	78	21
%V	6.0%	6.0%	7.8%	6.5%	6.5%	8.6%	3.4%
%H		100.0%	52.3%	29.4%	90.8%	71.6%	19.3%
Other bedroom	69	69	33	20	60	43	17
%V	3.8%	3.8%	4.5%	4.0%	3.9%	4.8%	2.7%
%H		100.0%	47.8%	29.0%	87.0%	62.3%	24.6%
Second living/dining room	90	90	36	26	77	47	30
%V	4.9%	5.0%	4.9%	5.2%	5.0%	5.2%	4.8%
%H		100.0%	40.0%	28.9%	85.6%	52.2%	33.3%
Study/office	12	12	7	3	11	8	3
%V	0.7%	0.7%	1.0%	0.6%	0.7%	0.9%	0.5%
%H		100.0%	58.3%	25.0%	91.7%	66.7%	25.0%
TV room	7	7	4	2	7	6	2
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.7%	0.3%
%H		100.0%	57.1%	28.6%	100.0%	85.7%	28.6%
Conservatory	12	12	6	3	11	7	4
%V	0.7%	0.7%	0.8%	0.6%	0.7%	0.8%	0.6%
%H		100.0%	50.0%	25.0%	91.7%	58.3%	33.3%
Attic or loft room	2	2	1	1	1	0	0
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
%H		100.0%	50.0%	50.0%	50.0%	0.0%	0.0%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	10	10	3	5	8	5	3
%V	0.5%	0.6%	0.4%	1.0%	0.5%	0.6%	0.5%
%H		100.0%	30.0%	50.0%	80.0%	50.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Set level data
Table 15.13: Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1820	1811	728	496	1527	905	622
%H		99.5%	40.0%	27.3%	83.9%	49.7%	34.2%
PVR	642	642	374	178	500	395	105
%V	35.3%	35.5%	51.4%	35.9%	32.7%	43.6%	16.9%
%H		100.0%	58.3%	27.7%	77.9%	61.5%	16.4%
DVDR	175	175	58	52	155	86	68
%V	9.6%	9.7%	8.0%	10.5%	10.2%	9.5%	10.9%
%H		100.0%	33.1%	29.7%	88.6%	49.1%	38.9%
VCR	102	102	28	29	86	39	47
%V	5.6%	5.6%	3.8%	5.8%	5.6%	4.3%	7.6%
%H		100.0%	27.5%	28.4%	84.3%	38.2%	46.1%
Any recorder	806	806	413	221	647	457	190
%V	44.3%	44.5%	56.7%	44.6%	42.4%	50.5%	30.5%
%H		100.0%	51.2%	27.4%	80.3%	56.7%	23.6%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1820	1811	728	496	1527	905	622
%H		99.5%	40.0%	27.3%	83.9%	49.7%	34.2%
Receives HDTV (via STB or built-in reception)	667	667	299	242	534	390	144
%V	36.6%	36.8%	41.1%	48.8%	35.0%	43.1%	23.2%
%H		100.0%	44.8%	36.3%	80.1%	58.5%	21.6%
DVD/Blu-ray player or recorder	1087	1086	438	304	921	557	364
%V	59.7%	60.0%	60.2%	61.3%	60.3%	61.5%	58.5%
%H		99.9%	40.3%	28.0%	84.7%	51.2%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	925	331	236	757	385	372
%H		99.1%	35.5%	25.3%	81.1%	41.3%	39.9%
Under 20"	31	30	6	5	27	7	19
%V	3.3%	3.2%	1.8%	2.1%	3.6%	1.8%	5.1%
%H		96.8%	19.4%	16.1%	87.1%	22.6%	61.3%
20" - 29"	186	185	41	45	153	51	102
%V	19.9%	20.0%	12.4%	19.1%	20.2%	13.2%	27.4%
%H		99.5%	22.0%	24.2%	82.3%	27.4%	54.8%
30" - 39"	407	406	133	100	336	159	177
%V	43.6%	43.9%	40.2%	42.4%	44.4%	41.3%	47.6%
%H		99.8%	32.7%	24.6%	82.6%	39.1%	43.5%
40" and over	298	297	148	86	234	164	70
%V	31.9%	32.1%	44.7%	36.4%	30.9%	42.6%	18.8%
%H		99.7%	49.7%	28.9%	78.5%	55.0%	23.5%
Don't know	7	7	3	1	6	3	3
%V	0.8%	0.8%	0.9%	0.4%	0.8%	0.8%	0.8%
%H		100.0%	42.9%	14.3%	85.7%	42.9%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Set level data
Table 15.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	925	331	236	757	385	372
%H		99.1%	35.5%	25.3%	81.1%	41.3%	39.9%
PVR	468	468	260	135	358	275	83
%V	50.2%	50.6%	78.5%	57.2%	47.3%	71.4%	22.3%
%H		100.0%	55.6%	28.8%	76.5%	58.8%	17.7%
DVDR	130	130	39	38	114	59	55
%V	13.9%	14.1%	11.8%	16.1%	15.1%	15.3%	14.8%
%H		100.0%	30.0%	29.2%	87.7%	45.4%	42.3%
VCR	80	80	21	22	68	29	39
%V	8.6%	8.6%	6.3%	9.3%	9.0%	7.5%	10.5%
%H		100.0%	26.3%	27.5%	85.0%	36.3%	48.8%
Any recorder	581	581	279	162	460	307	152
%V	62.3%	62.8%	84.3%	68.6%	60.8%	79.7%	40.9%
%H		100.0%	48.0%	27.9%	79.2%	52.8%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 15.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	925	331	236	757	385	372
%H		99.1%	35.5%	25.3%	81.1%	41.3%	39.9%
Receives HDTV (via STB or built-in reception)	445	445	194	160	346	244	101
%V	47.7%	48.1%	58.6%	67.8%	45.7%	63.4%	27.2%
%H		100.0%	43.6%	36.0%	77.8%	54.8%	22.7%
DVD/Blu-ray player or recorder	706	704	263	186	575	308	266
%V	75.7%	76.1%	79.5%	78.8%	76.0%	80.0%	71.5%
%H		99.7%	37.3%	26.3%	81.4%	43.6%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Set level data
Table 15.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	887	886	396	260	770	519	251
%H		99.9%	44.6%	29.3%	86.8%	58.5%	28.3%
Under 20"	306	306	120	85	274	168	106
%V	34.5%	34.5%	30.3%	32.7%	35.6%	32.4%	42.2%
%H		100.0%	39.2%	27.8%	89.5%	54.9%	34.6%
20" - 29"	297	297	136	86	264	184	80
%V	33.5%	33.5%	34.3%	33.1%	34.3%	35.5%	31.9%
%H		100.0%	45.8%	29.0%	88.9%	62.0%	26.9%
30" - 39"	157	157	83	45	135	101	34
%V	17.7%	17.7%	21.0%	17.3%	17.5%	19.5%	13.5%
%H		100.0%	52.9%	28.7%	86.0%	64.3%	21.7%
40" and over	53	53	25	21	45	36	9
%V	6.0%	6.0%	6.3%	8.1%	5.8%	6.9%	3.6%
%H		100.0%	47.2%	39.6%	84.9%	67.9%	17.0%
Don't know	17	17	9	3	15	9	6
%V	1.9%	1.9%	2.3%	1.2%	1.9%	1.7%	2.4%
%H		100.0%	52.9%	17.6%	88.2%	52.9%	35.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	887	886	396	260	770	519	251
%H		99.9%	44.6%	29.3%	86.8%	58.5%	28.3%
PVR	175	175	114	43	142	120	22
%V	19.7%	19.8%	28.8%	16.5%	18.4%	23.1%	8.8%
%H		100.0%	65.1%	24.6%	81.1%	68.6%	12.6%
DVDR	45	45	19	14	41	27	13
%V	5.1%	5.1%	4.8%	5.4%	5.3%	5.2%	5.2%
%H		100.0%	42.2%	31.1%	91.1%	60.0%	28.9%
VCR	22	22	7	7	18	10	8
%V	2.5%	2.5%	1.8%	2.7%	2.3%	1.9%	3.2%
%H		100.0%	31.8%	31.8%	81.8%	45.5%	36.4%
Any recorder	225	225	134	59	188	150	37
%V	25.4%	25.4%	33.8%	22.7%	24.4%	28.9%	14.7%
%H		100.0%	59.6%	26.2%	83.6%	66.7%	16.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	887	886	396	260	770	519	251
%H		99.9%	44.6%	29.3%	86.8%	58.5%	28.3%
Receives HDTV (via STB or built-in reception)	222	222	104	82	188	146	43
%V	25.0%	25.1%	26.3%	31.5%	24.4%	28.1%	17.1%
%H		100.0%	46.8%	36.9%	84.7%	65.8%	19.4%
DVD/Blu-ray player or recorder	382	382	175	117	346	248	98
%V	43.1%	43.1%	44.2%	45.0%	44.9%	47.8%	39.0%
%H		100.0%	45.8%	30.6%	90.6%	64.9%	25.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Individual level data
Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2244	2179	2164	900	610	1732	1038	694
%H		97.1%	96.4%	40.1%	27.2%	77.2%	46.3%	30.9%
Total Children	431	423	420	208	127	321	229	92
%V	19.2%	19.4%	19.4%	23.1%	20.8%	18.5%	22.1%	13.3%
%H		98.1%	97.4%	48.3%	29.5%	74.5%	53.1%	21.3%
0 - 3	115	110	108	53	32	81	56	25
%V	5.1%	5.0%	5.0%	5.9%	5.2%	4.7%	5.4%	3.6%
%H		95.7%	93.9%	46.1%	27.8%	70.4%	48.7%	21.7%
4 - 15	316	313	312	155	95	240	173	67
%V	14.1%	14.4%	14.4%	17.2%	15.6%	13.9%	16.7%	9.7%
%H		99.1%	98.7%	49.1%	30.1%	75.9%	54.7%	21.2%
4 - 9	165	163	162	78	52	120	86	34
%V	7.4%	7.5%	7.5%	8.7%	8.5%	6.9%	8.3%	4.9%
%H		98.8%	98.2%	47.3%	31.5%	72.7%	52.1%	20.6%
10 - 15	151	150	150	77	43	119	87	33
%V	6.7%	6.9%	6.9%	8.6%	7.0%	6.9%	8.4%	4.8%
%H		99.3%	99.3%	51.0%	28.5%	78.8%	57.6%	21.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2244	2179	2164	900	610	1732	1038	694
%H		97.1%	96.4%	40.1%	27.2%	77.2%	46.3%	30.9%
Total Adults (16+)	1813	1756	1744	692	483	1411	809	602
%V	80.8%	80.6%	80.6%	76.9%	79.2%	81.5%	77.9%	86.7%
%H		96.9%	96.2%	38.2%	26.6%	77.8%	44.6%	33.2%
16 - 19	114	108	107	51	32	85	58	27
%V	5.1%	5.0%	4.9%	5.7%	5.2%	4.9%	5.6%	3.9%
%H		94.7%	93.9%	44.7%	28.1%	74.6%	50.9%	23.7%
20 - 24	172	156	154	60	47	121	71	50
%V	7.7%	7.2%	7.1%	6.7%	7.7%	7.0%	6.8%	7.2%
%H		90.7%	89.5%	34.9%	27.3%	70.3%	41.3%	29.1%
25 - 34	312	296	291	136	88	220	147	74
%V	13.9%	13.6%	13.4%	15.1%	14.4%	12.7%	14.2%	10.7%
%H		94.9%	93.3%	43.6%	28.2%	70.5%	47.1%	23.7%
35 - 44	291	286	285	129	92	224	154	70
%V	13.0%	13.1%	13.2%	14.3%	15.1%	12.9%	14.8%	10.1%
%H		98.3%	97.9%	44.3%	31.6%	77.0%	52.9%	24.1%
45 - 54	309	303	302	129	86	241	150	91
%V	13.8%	13.9%	14.0%	14.3%	14.1%	13.9%	14.5%	13.1%
%H		98.1%	97.7%	41.7%	27.8%	78.0%	48.5%	29.4%
55 - 64	266	261	260	92	70	219	115	104
%V	11.9%	12.0%	12.0%	10.2%	11.5%	12.6%	11.1%	15.0%
%H		98.1%	97.7%	34.6%	26.3%	82.3%	43.2%	39.1%
65+	350	346	346	95	68	301	115	186
%V	15.6%	15.9%	16.0%	10.6%	11.1%	17.4%	11.1%	26.8%
%H		98.9%	98.9%	27.1%	19.4%	86.0%	32.9%	53.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Individual level data
Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1813	1756	1744	692	483	1411	809	602
%H		96.9%	96.2%	38.2%	26.6%	77.8%	44.6%	33.2%
AB	388	381	381	164	94	300	170	130
%V	21.4%	21.7%	21.8%	23.7%	19.5%	21.3%	21.0%	21.6%
%H		98.2%	98.2%	42.3%	24.2%	77.3%	43.8%	33.5%
C1	480	453	449	184	129	374	230	144
%V	26.5%	25.8%	25.7%	26.6%	26.7%	26.5%	28.4%	23.9%
%H		94.4%	93.5%	38.3%	26.9%	77.9%	47.9%	30.0%
C2	402	395	394	161	106	331	199	132
%V	22.2%	22.5%	22.6%	23.3%	21.9%	23.5%	24.6%	21.9%
%H		98.3%	98.0%	40.0%	26.4%	82.3%	49.5%	32.8%
D	337	328	324	122	109	247	145	102
%V	18.6%	18.7%	18.6%	17.6%	22.6%	17.5%	17.9%	16.9%
%H		97.3%	96.1%	36.2%	32.3%	73.3%	43.0%	30.3%
E	206	198	196	61	44	159	65	94
%V	11.4%	11.3%	11.2%	8.8%	9.1%	11.3%	8.0%	15.6%
%H		96.1%	95.1%	29.6%	21.4%	77.2%	31.6%	45.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1813	1756	1744	692	483	1411	809	602
%H		96.9%	96.2%	38.2%	26.6%	77.8%	44.6%	33.2%
Working full time	798	781	778	349	236	613	402	210
%V	44.0%	44.5%	44.6%	50.4%	48.9%	43.4%	49.7%	34.9%
%H		97.9%	97.5%	43.7%	29.6%	76.8%	50.4%	26.3%
Working part time	190	187	185	79	56	150	98	52
%V	10.5%	10.6%	10.6%	11.4%	11.6%	10.6%	12.1%	8.6%
%H		98.4%	97.4%	41.6%	29.5%	78.9%	51.6%	27.4%
Not working	826	788	782	263	191	649	309	339
%V	45.6%	44.9%	44.8%	38.0%	39.5%	46.0%	38.2%	56.3%
%H		95.4%	94.7%	31.8%	23.1%	78.6%	37.4%	41.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	895	864	856	345	240	689	402	287
%H		96.5%	95.6%	38.5%	26.8%	77.0%	44.9%	32.1%
16 - 19	64	61	60	27	20	46	31	15
%V	7.2%	7.1%	7.0%	7.8%	8.3%	6.7%	7.7%	5.2%
%H		95.3%	93.8%	42.2%	31.3%	71.9%	48.4%	23.4%
20 - 24	88	80	79	29	26	63	39	24
%V	9.8%	9.3%	9.2%	8.4%	10.8%	9.1%	9.7%	8.4%
%H		90.9%	89.8%	33.0%	29.5%	71.6%	44.3%	27.3%
25 - 34	154	145	142	68	42	108	71	36
%V	17.2%	16.8%	16.6%	19.7%	17.5%	15.7%	17.7%	12.5%
%H		94.2%	92.2%	44.2%	27.3%	70.1%	46.1%	23.4%
35 - 44	146	144	143	65	45	111	75	36
%V	16.3%	16.7%	16.7%	18.8%	18.8%	16.1%	18.7%	12.5%
%H		98.6%	97.9%	44.5%	30.8%	76.0%	51.4%	24.7%
45 - 54	148	144	144	63	39	114	70	44
%V	16.5%	16.7%	16.8%	18.3%	16.3%	16.5%	17.4%	15.3%
%H		97.3%	97.3%	42.6%	26.4%	77.0%	47.3%	29.7%
55 - 64	132	129	129	45	35	108	56	52
%V	14.7%	14.9%	15.1%	13.0%	14.6%	15.7%	13.9%	18.1%
%H		97.7%	97.7%	34.1%	26.5%	81.8%	42.4%	39.4%
65+	163	160	160	49	33	140	59	80
%V	18.2%	18.5%	18.7%	14.2%	13.8%	20.3%	14.7%	27.9%
%H		98.2%	98.2%	30.1%	20.2%	85.9%	36.2%	49.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2011 - September 2012
BBC Midlands East
Individual level data
Table 15.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		895	864	856	345	240	689	402	287
%H			96.5%	95.6%	38.5%	26.8%	77.0%	44.9%	32.1%
AB		193	190	190	82	49	150	88	61
	%V	21.6%	22.0%	22.2%	23.8%	20.4%	21.8%	21.9%	21.3%
	%H		98.4%	98.4%	42.5%	25.4%	77.7%	45.6%	31.6%
C1		233	219	216	94	60	178	112	66
	%V	26.0%	25.3%	25.2%	27.2%	25.0%	25.8%	27.9%	23.0%
	%H		94.0%	92.7%	40.3%	25.8%	76.4%	48.1%	28.3%
C2		211	206	205	81	54	173	101	72
	%V	23.6%	23.8%	23.9%	23.5%	22.5%	25.1%	25.1%	25.1%
	%H		97.6%	97.2%	38.4%	25.6%	82.0%	47.9%	34.1%
D		174	169	166	61	60	125	75	50
	%V	19.4%	19.6%	19.4%	17.7%	25.0%	18.1%	18.7%	17.4%
	%H		97.1%	95.4%	35.1%	34.5%	71.8%	43.1%	28.7%
E		84	79	79	26	17	63	25	38
	%V	9.4%	9.1%	9.2%	7.5%	7.1%	9.1%	6.2%	13.2%
	%H		94.0%	94.0%	31.0%	20.2%	75.0%	29.8%	45.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	895	864	856	345	240	689	402	287
%H		96.5%	95.6%	38.5%	26.8%	77.0%	44.9%	32.1%
Working full time	497	487	485	220	142	383	252	131
%V	55.5%	56.4%	56.7%	63.8%	59.2%	55.6%	62.7%	45.6%
%H		98.0%	97.6%	44.3%	28.6%	77.1%	50.7%	26.4%
Working part time	38	36	34	14	8	28	15	13
%V	4.2%	4.2%	4.0%	4.1%	3.3%	4.1%	3.7%	4.5%
%H		94.7%	89.5%	36.8%	21.1%	73.7%	39.5%	34.2%
Not working	360	341	337	111	89	277	134	143
%V	40.2%	39.5%	39.4%	32.2%	37.1%	40.2%	33.3%	49.8%
%H		94.7%	93.6%	30.8%	24.7%	76.9%	37.2%	39.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	892	887	347	243	722	407	315
%H		97.2%	96.6%	37.8%	26.5%	78.6%	44.3%	34.3%
16 - 19	50	47	47	24	11	39	27	12
%V	5.4%	5.3%	5.3%	6.9%	4.5%	5.4%	6.6%	3.8%
%H		94.0%	94.0%	48.0%	22.0%	78.0%	54.0%	24.0%
20 - 24	83	76	75	31	21	58	32	25
%V	9.0%	8.5%	8.5%	8.9%	8.6%	8.0%	7.9%	7.9%
%H		91.6%	90.4%	37.3%	25.3%	69.9%	38.6%	30.1%
25 - 34	158	151	149	68	47	113	75	37
%V	17.2%	16.9%	16.8%	19.6%	19.3%	15.7%	18.4%	11.7%
%H		95.6%	94.3%	43.0%	29.7%	71.5%	47.5%	23.4%
35 - 44	144	142	142	65	46	113	79	34
%V	15.7%	15.9%	16.0%	18.7%	18.9%	15.7%	19.4%	10.8%
%H		98.6%	98.6%	45.1%	31.9%	78.5%	54.9%	23.6%
45 - 54	161	159	158	66	48	127	80	47
%V	17.5%	17.8%	17.8%	19.0%	19.8%	17.6%	19.7%	14.9%
%H		98.8%	98.1%	41.0%	29.8%	78.9%	49.7%	29.2%
55 - 64	135	132	132	47	35	111	59	52
%V	14.7%	14.8%	14.9%	13.5%	14.4%	15.4%	14.5%	16.5%
%H		97.8%	97.8%	34.8%	25.9%	82.2%	43.7%	38.5%
65+	187	186	185	46	35	161	55	106
%V	20.4%	20.9%	20.9%	13.3%	14.4%	22.3%	13.5%	33.7%
%H		99.5%	98.9%	24.6%	18.7%	86.1%	29.4%	56.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	892	887	347	243	722	407	315
%H		97.2%	96.6%	37.8%	26.5%	78.6%	44.3%	34.3%
AB	194	191	191	81	45	150	82	68
%V	21.1%	21.4%	21.5%	23.3%	18.5%	20.8%	20.1%	21.6%
%H		98.5%	98.5%	41.8%	23.2%	77.3%	42.3%	35.1%
C1	247	234	233	90	69	196	118	78
%V	26.9%	26.2%	26.3%	25.9%	28.4%	27.1%	29.0%	24.8%
%H		94.7%	94.3%	36.4%	27.9%	79.4%	47.8%	31.6%
C2	191	189	189	80	51	158	98	59
%V	20.8%	21.2%	21.3%	23.1%	21.0%	21.9%	24.1%	18.7%
%H		99.0%	99.0%	41.9%	26.7%	82.7%	51.3%	30.9%
D	163	160	158	61	50	122	69	52
%V	17.8%	17.9%	17.8%	17.6%	20.6%	16.9%	17.0%	16.5%
%H		98.2%	96.9%	37.4%	30.7%	74.8%	42.3%	31.9%
E	122	118	117	35	28	97	40	57
%V	13.3%	13.2%	13.2%	10.1%	11.5%	13.4%	9.8%	18.1%
%H		96.7%	95.9%	28.7%	23.0%	79.5%	32.8%	46.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2011 - September 2012

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	892	887	347	243	722	407	315
%H		97.2%	96.6%	37.8%	26.5%	78.6%	44.3%	34.3%
Working full time	301	294	293	130	94	229	150	79
%V	32.8%	33.0%	33.0%	37.5%	38.7%	31.7%	36.9%	25.1%
%H		97.7%	97.3%	43.2%	31.2%	76.1%	49.8%	26.2%
Working part time	152	151	150	65	48	121	82	39
%V	16.6%	16.9%	16.9%	18.7%	19.8%	16.8%	20.1%	12.4%
%H		99.3%	98.7%	42.8%	31.6%	79.6%	53.9%	25.7%
Not working	466	447	444	153	102	371	175	196
%V	50.8%	50.1%	50.1%	44.1%	42.0%	51.4%	43.0%	62.2%
%H		95.9%	95.3%	32.8%	21.9%	79.6%	37.6%	42.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total