



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

October 2012 to September 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

October 2012 - September 2013

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

See also

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

This reports contains the weighted data results from the Establishment survey for the period October 2012 - September 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
AB	1472	1393	605	297	940	439	501	1377
%V	28.9%	29.4%	30.2%	33.6%	29.0%	32.3%	26.6%	34.1%
%H (All HH)		94.6%	41.1%	20.2%	63.9%	29.8%	34.0%	93.5%
%H (TV HH)			43.4%	21.3%	67.5%	31.5%	36.0%	
C1	1520	1395	587	271	968	426	542	1284
%V	29.8%	29.4%	29.3%	30.7%	29.8%	31.3%	28.8%	31.8%
%H (All HH)		91.8%	38.6%	17.8%	63.7%	28.0%	35.7%	84.5%
%H (TV HH)			42.1%	19.4%	69.4%	30.5%	38.9%	
C2	828	785	360	143	540	248	292	640
%V	16.2%	16.6%	18.0%	16.2%	16.6%	18.2%	15.5%	15.8%
%H (All HH)		94.8%	43.5%	17.3%	65.2%	30.0%	35.3%	77.3%
%H (TV HH)			45.9%	18.2%	68.8%	31.6%	37.2%	
D	701	637	274	99	411	148	263	477
%V	13.7%	13.4%	13.7%	11.2%	12.7%	10.9%	14.0%	11.8%
%H (All HH)		90.9%	39.1%	14.1%	58.6%	21.1%	37.5%	68.0%
%H (TV HH)			43.0%	15.5%	64.5%	23.2%	41.3%	
E	579	533	174	73	385	100	285	260
%V	11.4%	11.2%	8.7%	8.3%	11.9%	7.3%	15.1%	6.4%
%H (All HH)		92.1%	30.1%	12.6%	66.5%	17.3%	49.2%	44.9%
%H (TV HH)			32.6%	13.7%	72.2%	18.8%	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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Under 25	222	175	73	32	109	45	65	177
%V	4.4%	3.7%	3.6%	3.6%	3.4%	3.3%	3.5%	4.4%
%H (All HH)		78.8%	32.9%	14.4%	49.1%	20.3%	29.3%	79.7%
%H (TV HH)			41.7%	18.3%	62.3%	25.7%	37.1%	
25 - 34	1036	913	425	181	538	231	307	932
%V	20.3%	19.2%	21.2%	20.5%	16.6%	17.0%	16.3%	23.1%
%H (All HH)		88.1%	41.0%	17.5%	51.9%	22.3%	29.6%	90.0%
%H (TV HH)			46.5%	19.8%	58.9%	25.3%	33.6%	
35 - 44	1042	970	480	203	596	303	293	962
%V	20.4%	20.5%	24.0%	23.0%	18.4%	22.3%	15.6%	23.8%
%H (All HH)		93.1%	46.1%	19.5%	57.2%	29.1%	28.1%	92.3%
%H (TV HH)			49.5%	20.9%	61.4%	31.2%	30.2%	
45 - 54	978	926	422	204	621	311	310	863
%V	19.2%	19.5%	21.1%	23.1%	19.1%	22.9%	16.5%	21.4%
%H (All HH)		94.7%	43.1%	20.9%	63.5%	31.8%	31.7%	88.2%
%H (TV HH)			45.6%	22.0%	67.1%	33.6%	33.5%	
55 - 64	727	700	309	123	514	237	277	585
%V	14.3%	14.8%	15.4%	13.9%	15.8%	17.4%	14.7%	14.5%
%H (All HH)		96.3%	42.5%	16.9%	70.7%	32.6%	38.1%	80.5%
%H (TV HH)			44.1%	17.6%	73.4%	33.9%	39.6%	
65 +	1096	1060	291	141	865	234	631	520
%V	21.5%	22.3%	14.5%	16.0%	26.7%	17.2%	33.5%	12.9%
%H (All HH)		96.7%	26.6%	12.9%	78.9%	21.4%	57.6%	47.4%
%H (TV HH)			27.5%	13.3%	81.6%	22.1%	59.5%	

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 2012 - September 2013

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
1	1566	1401	376	193	1069	240	829	878
%V	30.7%	29.5%	18.8%	21.8%	33.0%	17.6%	44.0%	21.7%
%H (All HH)		89.5%	24.0%	12.3%	68.3%	15.3%	52.9%	56.1%
%H (TV HH)			26.8%	13.8%	76.3%	17.1%	59.2%	
2	1461	1381	582	266	961	425	536	1219
%V	28.6%	29.1%	29.1%	30.1%	29.6%	31.2%	28.5%	30.2%
%H (All HH)		94.5%	39.8%	18.2%	65.8%	29.1%	36.7%	83.4%
%H (TV HH)			42.1%	19.3%	69.6%	30.8%	38.8%	
3	867	823	405	177	527	279	248	800
%V	17.0%	17.4%	20.2%	20.0%	16.2%	20.5%	13.2%	19.8%
%H (All HH)		94.9%	46.7%	20.4%	60.8%	32.2%	28.6%	92.3%
%H (TV HH)			49.2%	21.5%	64.0%	33.9%	30.1%	
4	786	745	403	159	464	272	192	746
%V	15.4%	15.7%	20.1%	18.0%	14.3%	20.0%	10.2%	18.5%
%H (All HH)		94.8%	51.3%	20.2%	59.0%	34.6%	24.4%	94.9%
%H (TV HH)			54.1%	21.3%	62.3%	36.5%	25.8%	
5+	422	394	235	89	222	146	77	397
%V	8.3%	8.3%	11.7%	10.1%	6.8%	10.7%	4.1%	9.8%
%H (All HH)		93.4%	55.7%	21.1%	52.6%	34.6%	18.2%	94.1%
%H (TV HH)			59.6%	22.6%	56.3%	37.1%	19.5%	
Average HH size	2.47	2.49	2.83	2.72	2.37	2.81	2.05	2.69

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2012 - September 2013
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Without	3666	3368	1264	587	2426	899	1526	2715
%V	71.9%	71.0%	63.2%	66.4%	74.8%	66.1%	81.0%	67.2%
%H (All HH)		91.9%	34.5%	16.0%	66.2%	24.5%	41.6%	74.1%
%H (TV HH)			37.5%	17.4%	72.0%	26.7%	45.3%	
With	1434	1375	737	297	818	462	356	1324
%V	28.1%	29.0%	36.8%	33.6%	25.2%	33.9%	18.9%	32.8%
%H (All HH)		95.9%	51.4%	20.7%	57.0%	32.2%	24.8%	92.3%
%H (TV HH)			53.6%	21.6%	59.5%	33.6%	25.9%	
0 - 3	595	562	296	111	328	172	156	534
%V	11.7%	11.8%	14.8%	12.6%	10.1%	12.6%	8.3%	13.2%
%H (All HH)		94.5%	49.7%	18.7%	55.1%	28.9%	26.2%	89.7%
%H (TV HH)			52.7%	19.8%	58.4%	30.6%	27.8%	
4 - 9	715	683	386	134	394	225	168	659
%V	14.0%	14.4%	19.3%	15.2%	12.1%	16.5%	8.9%	16.3%
%H (All HH)		95.5%	54.0%	18.7%	55.1%	31.5%	23.5%	92.2%
%H (TV HH)			56.5%	19.6%	57.7%	32.9%	24.6%	
10 - 15	620	598	332	143	363	227	137	582
%V	12.2%	12.6%	16.6%	16.2%	11.2%	16.7%	7.3%	14.4%
%H (All HH)		96.5%	53.5%	23.1%	58.5%	36.6%	22.1%	93.9%
%H (TV HH)			55.5%	23.9%	60.7%	38.0%	22.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2012 - September 2013
BBC London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
1	2338	2338	830	370	1453	331	1122	1714
%V	45.8%	49.3%	41.5%	41.9%	44.8%	24.3%	59.6%	42.4%
%H (All HH)		100.0%	35.5%	15.8%	62.1%	14.2%	48.0%	73.3%
%H (TV HH)			35.5%	15.8%	62.1%	14.2%	48.0%	
2	1476	1476	673	288	1047	516	530	1198
%V	28.9%	31.1%	33.6%	32.6%	32.3%	37.9%	28.1%	29.7%
%H (All HH)		100.0%	45.6%	19.5%	70.9%	35.0%	35.9%	81.2%
%H (TV HH)			45.6%	19.5%	70.9%	35.0%	35.9%	
3	599	599	306	142	476	311	165	547
%V	11.7%	12.6%	15.3%	16.1%	14.7%	22.9%	8.8%	13.5%
%H (All HH)		100.0%	51.1%	23.7%	79.5%	51.9%	27.5%	91.3%
%H (TV HH)			51.1%	23.7%	79.5%	51.9%	27.5%	
4	218	218	119	58	174	127	47	208
%V	4.3%	4.6%	5.9%	6.6%	5.4%	9.3%	2.5%	5.1%
%H (All HH)		100.0%	54.6%	26.6%	79.8%	58.3%	21.6%	95.4%
%H (TV HH)			54.6%	26.6%	79.8%	58.3%	21.6%	
5+	112	112	73	25	94	75	18	111
%V	2.2%	2.4%	3.6%	2.8%	2.9%	5.5%	1.0%	2.7%
%H (All HH)		100.0%	65.2%	22.3%	83.9%	67.0%	16.1%	99.1%
%H (TV HH)			65.2%	22.3%	83.9%	67.0%	16.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2012 - September 2013
BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Under 20"	930	930	360	179	790	387	403	748
%V	18.2%	19.6%	18.0%	20.2%	24.4%	28.4%	21.4%	18.5%
%H (All HH)		100.0%	38.7%	19.2%	84.9%	41.6%	43.3%	80.4%
%H (TV HH)			38.7%	19.2%	84.9%	41.6%	43.3%	
20" - 29"	1650	1650	625	327	1283	563	720	1256
%V	32.3%	34.8%	31.2%	37.0%	39.5%	41.4%	38.2%	31.1%
%H (All HH)		100.0%	37.9%	19.8%	77.8%	34.1%	43.6%	76.1%
%H (TV HH)			37.9%	19.8%	77.8%	34.1%	43.6%	
30" - 39"	2259	2259	986	428	1595	725	871	1841
%V	44.3%	47.6%	49.3%	48.4%	49.2%	53.3%	46.3%	45.6%
%H (All HH)		100.0%	43.6%	18.9%	70.6%	32.1%	38.6%	81.5%
%H (TV HH)			43.6%	18.9%	70.6%	32.1%	38.6%	
40" and over	1959	1959	1088	419	1238	754	484	1758
%V	38.4%	41.3%	54.4%	47.4%	38.2%	55.4%	25.7%	43.5%
%H (All HH)		100.0%	55.5%	21.4%	63.2%	38.5%	24.7%	89.7%
%H (TV HH)			55.5%	21.4%	63.2%	38.5%	24.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Main living room	4623	4623	1975	872	3169	1345	1823	3687
%V	90.6%	97.5%	98.7%	98.6%	97.7%	98.8%	96.8%	91.3%
%H (All HH)		100.0%	42.7%	18.9%	68.5%	29.1%	39.4%	79.8%
%H (TV HH)			42.7%	18.9%	68.5%	29.1%	39.4%	
Kitchen	469	469	220	97	394	231	163	412
%V	9.2%	9.9%	11.0%	11.0%	12.1%	17.0%	8.7%	10.2%
%H (All HH)		100.0%	46.9%	20.7%	84.0%	49.3%	34.8%	87.8%
%H (TV HH)			46.9%	20.7%	84.0%	49.3%	34.8%	
Adult's bedroom	1762	1762	861	385	1356	805	552	1508
%V	34.5%	37.1%	43.0%	43.6%	41.8%	59.1%	29.3%	37.3%
%H (All HH)		100.0%	48.9%	21.9%	77.0%	45.7%	31.3%	85.6%
%H (TV HH)			48.9%	21.9%	77.0%	45.7%	31.3%	
Child's bedroom	220	220	125	59	174	131	44	207
%V	4.3%	4.6%	6.2%	6.7%	5.4%	9.6%	2.3%	5.1%
%H (All HH)		100.0%	56.8%	26.8%	79.1%	59.5%	20.0%	94.1%
%H (TV HH)			56.8%	26.8%	79.1%	59.5%	20.0%	
Other bedroom	186	186	102	42	147	100	47	168
%V	3.6%	3.9%	5.1%	4.8%	4.5%	7.3%	2.5%	4.2%
%H (All HH)		100.0%	54.8%	22.6%	79.0%	53.8%	25.3%	90.3%
%H (TV HH)			54.8%	22.6%	79.0%	53.8%	25.3%	
Second living/dining room	304	304	149	60	242	140	101	266
%V	6.0%	6.4%	7.4%	6.8%	7.5%	10.3%	5.4%	6.6%
%H (All HH)		100.0%	49.0%	19.7%	79.6%	46.1%	33.2%	87.5%
%H (TV HH)			49.0%	19.7%	79.6%	46.1%	33.2%	
Study/office	71	71	37	15	57	37	20	68
%V	1.4%	1.5%	1.8%	1.7%	1.8%	2.7%	1.1%	1.7%
%H (All HH)		100.0%	52.1%	21.1%	80.3%	52.1%	28.2%	95.8%
%H (TV HH)			52.1%	21.1%	80.3%	52.1%	28.2%	
TV room	42	42	26	7	31	22	9	40
%V	0.8%	0.9%	1.3%	0.8%	1.0%	1.6%	0.5%	1.0%
%H (All HH)		100.0%	61.9%	16.7%	73.8%	52.4%	21.4%	95.2%
%H (TV HH)			61.9%	16.7%	73.8%	52.4%	21.4%	
Conservatory	39	39	27	5	29	21	8	35
%V	0.8%	0.8%	1.3%	0.6%	0.9%	1.5%	0.4%	0.9%
%H (All HH)		100.0%	69.2%	12.8%	74.4%	53.8%	20.5%	89.7%
%H (TV HH)			69.2%	12.8%	74.4%	53.8%	20.5%	
Attic or loft room	8	8	4	2	7	5	3	8
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	87.5%	62.5%	37.5%	100.0%
%H (TV HH)			50.0%	25.0%	87.5%	62.5%	37.5%	
No specific location	8	8	3	2	6	3	3	7
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	37.5%	25.0%	75.0%	37.5%	37.5%	87.5%
%H (TV HH)			37.5%	25.0%	75.0%	37.5%	37.5%	
Other	30	30	17	6	27	19	8	29
%V	0.6%	0.6%	0.8%	0.7%	0.8%	1.4%	0.4%	0.7%
%H (All HH)		100.0%	56.7%	20.0%	90.0%	63.3%	26.7%	96.7%
%H (TV HH)			56.7%	20.0%	90.0%	63.3%	26.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Household level data

Table 1.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Any DSAT provider	2001	2001	2001	63	970	970	0	1777
%V	39.2%	42.2%	100.0%	7.1%	29.9%	71.3%	0.0%	44.0%
%H (All HH)			100.0%	3.1%	48.5%	48.5%	0.0%	88.8%
%H (TV HH)			100.0%	3.1%	48.5%	48.5%	0.0%	
Sky with subscription	1657	1657	1657	37	805	805	0	1495
%V	32.5%	34.9%	82.8%	4.2%	24.8%	59.1%	0.0%	37.0%
%H (All HH)			100.0%	2.2%	48.6%	48.6%	0.0%	90.2%
%H (TV HH)			100.0%	2.2%	48.6%	48.6%	0.0%	
Sky without subscription	96	96	96	9	38	38	0	77
%V	1.9%	2.0%	4.8%	1.0%	1.2%	2.8%	0.0%	1.9%
%H (All HH)			100.0%	9.4%	39.6%	39.6%	0.0%	80.2%
%H (TV HH)			100.0%	9.4%	39.6%	39.6%	0.0%	
Freesat	164	164	164	9	92	92	0	136
%V	3.2%	3.5%	8.2%	1.0%	2.8%	6.8%	0.0%	3.4%
%H (All HH)			100.0%	5.5%	56.1%	56.1%	0.0%	82.9%
%H (TV HH)			100.0%	5.5%	56.1%	56.1%	0.0%	
Other satellite provider	115	115	115	9	52	52	0	99
%V	2.3%	2.4%	5.7%	1.0%	1.6%	3.8%	0.0%	2.5%
%H (All HH)			100.0%	7.8%	45.2%	45.2%	0.0%	86.1%
%H (TV HH)			100.0%	7.8%	45.2%	45.2%	0.0%	
DCAB	884	884	63	884	421	421	0	801
%V	17.3%	18.6%	3.1%	100.0%	13.0%	30.9%	0.0%	19.8%
%H (All HH)			7.1%	100.0%	47.6%	47.6%	0.0%	90.6%
%H (TV HH)			7.1%	100.0%	47.6%	47.6%	0.0%	
DTT	3244	3244	970	421	3244	1361	1883	2465
%V	63.6%	68.4%	48.5%	47.6%	100.0%	100.0%	100.0%	61.0%
%H (All HH)		100.0%	29.9%	13.0%	100.0%	42.0%	58.0%	76.0%
%H (TV HH)			29.9%	13.0%	100.0%	42.0%	58.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
PVR	2659	2659	1615	624	1559	1089	469	2407
%V	52.1%	56.1%	80.7%	70.6%	48.1%	80.0%	24.9%	59.6%
%H (All HH)		100.0%	60.7%	23.5%	58.6%	41.0%	17.6%	90.5%
%H (TV HH)			60.7%	23.5%	58.6%	41.0%	17.6%	
DVDR	292	292	117	50	221	93	128	239
%V	5.7%	6.2%	5.8%	5.7%	6.8%	6.8%	6.8%	5.9%
%H (All HH)		100.0%	40.1%	17.1%	75.7%	31.8%	43.8%	81.8%
%H (TV HH)			40.1%	17.1%	75.7%	31.8%	43.8%	
VCR	202	202	70	30	159	55	105	140
%V	4.0%	4.3%	3.5%	3.4%	4.9%	4.0%	5.6%	3.5%
%H (All HH)		100.0%	34.7%	14.9%	78.7%	27.2%	52.0%	69.3%
%H (TV HH)			34.7%	14.9%	78.7%	27.2%	52.0%	
Any recorder	2850	2850	1645	645	1724	1115	609	2526
%V	55.9%	60.1%	82.2%	73.0%	53.1%	81.9%	32.3%	62.5%
%H (All HH)		100.0%	57.7%	22.6%	60.5%	39.1%	21.4%	88.6%
%H (TV HH)			57.7%	22.6%	60.5%	39.1%	21.4%	
Receives HDTV (via STB or built-in reception)	2648	2648	1296	693	1695	982	712	2350
%V	51.9%	55.8%	64.8%	78.4%	52.3%	72.2%	37.8%	58.2%
%H (All HH)		100.0%	48.9%	26.2%	64.0%	37.1%	26.9%	88.7%
%H (TV HH)			48.9%	26.2%	64.0%	37.1%	26.9%	
DVD/Blu-ray player or recorder	3623	3623	1602	710	2478	1131	1348	3022
%V	71.0%	76.4%	80.1%	80.3%	76.4%	83.1%	71.6%	74.8%
%H (All HH)		100.0%	44.2%	19.6%	68.4%	31.2%	37.2%	83.4%
%H (TV HH)			44.2%	19.6%	68.4%	31.2%	37.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5101	4743	2001	884	3244	1361	1883	4040
%H (All HH)		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%
%H (TV HH)			42.2%	18.6%	68.4%	28.7%	39.7%	
Has broadband internet	4040	3778	1777	801	2465	1237	1228	4040
%V	79.2%	79.7%	88.8%	90.6%	76.0%	90.9%	65.2%	100.0%
%H (All HH)		93.5%	44.0%	19.8%	61.0%	30.6%	30.4%	100.0%
%H (TV HH)			47.0%	21.2%	65.2%	32.7%	32.5%	
Number of computers (PCs and laptops)								
0	884	814	186	74	654	102	552	45
%V	17.3%	17.2%	9.3%	8.4%	20.2%	7.5%	29.3%	1.1%
%H (All HH)		92.1%	21.0%	8.4%	74.0%	11.5%	62.4%	5.1%
%H (TV HH)			22.9%	9.1%	80.3%	12.5%	67.8%	
1	1884	1725	742	297	1156	464	692	1706
%V	36.9%	36.4%	37.1%	33.6%	35.6%	34.1%	36.7%	42.2%
%H (All HH)		91.6%	39.4%	15.8%	61.4%	24.6%	36.7%	90.6%
%H (TV HH)			43.0%	17.2%	67.0%	26.9%	40.1%	
2	1174	1108	521	248	696	350	346	1140
%V	23.0%	23.4%	26.0%	28.1%	21.5%	25.7%	18.4%	28.2%
%H (All HH)		94.4%	44.4%	21.1%	59.3%	29.8%	29.5%	97.1%
%H (TV HH)			47.0%	22.4%	62.8%	31.6%	31.2%	
3	552	521	251	126	359	207	152	545
%V	10.8%	11.0%	12.5%	14.3%	11.1%	15.2%	8.1%	13.5%
%H (All HH)		94.4%	45.5%	22.8%	65.0%	37.5%	27.5%	98.7%
%H (TV HH)			48.2%	24.2%	68.9%	39.7%	29.2%	
4	316	299	158	68	197	121	77	313
%V	6.2%	6.3%	7.9%	7.7%	6.1%	8.9%	4.1%	7.7%
%H (All HH)		94.6%	50.0%	21.5%	62.3%	38.3%	24.4%	99.1%
%H (TV HH)			52.8%	22.7%	65.9%	40.5%	25.8%	
5+	292	276	143	71	182	117	65	290
%V	5.7%	5.8%	7.1%	8.0%	5.6%	8.6%	3.5%	7.2%
%H (All HH)		94.5%	49.0%	24.3%	62.3%	40.1%	22.3%	99.3%
%H (TV HH)			51.8%	25.7%	65.9%	42.4%	23.6%	

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 2012 - September 2013

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8564	3970	1740	6176	3215	2962	7182
%H		46.4%	20.3%	72.1%	37.5%	34.6%	83.9%
Under 20"	1157	450	233	997	506	491	951
%V	13.5%	11.3%	13.4%	16.1%	15.7%	16.6%	13.2%
%H		38.9%	20.1%	86.2%	43.7%	42.4%	82.2%
20" - 29"	1999	784	409	1581	745	836	1557
%V	23.3%	19.7%	23.5%	25.6%	23.2%	28.2%	21.7%
%H		39.2%	20.5%	79.1%	37.3%	41.8%	77.9%
30" - 39"	2597	1177	505	1855	904	951	2151
%V	30.3%	29.6%	29.0%	30.0%	28.1%	32.1%	29.9%
%H		45.3%	19.4%	71.4%	34.8%	36.6%	82.8%
40" and over	2228	1267	486	1423	908	514	2014
%V	26.0%	31.9%	27.9%	23.0%	28.2%	17.4%	28.0%
%H		56.9%	21.8%	63.9%	40.8%	23.1%	90.4%
Don't know	199	87	33	134	50	84	155
%V	2.3%	2.2%	1.9%	2.2%	1.6%	2.8%	2.2%
%H		43.7%	16.6%	67.3%	25.1%	42.2%	77.9%
Not Asked	384	205	74	186	102	86	354
%V	4.5%	5.2%	4.3%	3.0%	3.2%	2.9%	4.9%
%H		53.4%	19.3%	48.4%	26.6%	22.4%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8564	3970	1740	6176	3215	2962	7182
%H		46.4%	20.3%	72.1%	37.5%	34.6%	83.9%
Main living room	4638	1980	876	3181	1351	1830	3700
%V	54.2%	49.9%	50.3%	51.5%	42.0%	61.8%	51.5%
%H		42.7%	18.9%	68.6%	29.1%	39.5%	79.8%
Kitchen	471	221	97	397	232	165	414
%V	5.5%	5.6%	5.6%	6.4%	7.2%	5.6%	5.8%
%H		46.9%	20.6%	84.3%	49.3%	35.0%	87.9%
Adult's bedroom	2080	1024	475	1628	1001	627	1809
%V	24.3%	25.8%	27.3%	26.4%	31.1%	21.2%	25.2%
%H		49.2%	22.8%	78.3%	48.1%	30.1%	87.0%
Child's bedroom	263	150	73	208	159	49	247
%V	3.1%	3.8%	4.2%	3.4%	4.9%	1.7%	3.4%
%H		57.0%	27.8%	79.1%	60.5%	18.6%	93.9%
Other bedroom	217	123	47	171	119	52	197
%V	2.5%	3.1%	2.7%	2.8%	3.7%	1.8%	2.7%
%H		56.7%	21.7%	78.8%	54.8%	24.0%	90.8%
Second living/dining room	307	150	61	244	142	102	269
%V	3.6%	3.8%	3.5%	4.0%	4.4%	3.4%	3.7%
%H		48.9%	19.9%	79.5%	46.3%	33.2%	87.6%
Study/office	72	39	15	58	39	20	70
%V	0.8%	1.0%	0.9%	0.9%	1.2%	0.7%	1.0%
%H		54.2%	20.8%	80.6%	54.2%	27.8%	97.2%
TV room	42	26	7	31	22	9	40
%V	0.5%	0.7%	0.4%	0.5%	0.7%	0.3%	0.6%
%H		61.9%	16.7%	73.8%	52.4%	21.4%	95.2%
Conservatory	39	27	5	29	22	8	35
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.3%	0.5%
%H		69.2%	12.8%	74.4%	56.4%	20.5%	89.7%
Attic or loft room	8	4	2	7	5	3	8
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	25.0%	87.5%	62.5%	37.5%	100.0%
No specific location	9	4	2	6	3	3	8
%H	0.1%	44.4%	22.2%	66.7%	33.3%	33.3%	88.9%
Other	32	17	6	29	20	9	31
%V	0.4%	0.4%	0.3%	0.5%	0.6%	0.3%	0.4%
%H		53.1%	18.8%	90.6%	62.5%	28.1%	96.9%
Not Asked	384	205	74	186	102	86	354
%V	4.5%	5.2%	4.3%	3.0%	3.2%	2.9%	4.9%
%H		53.4%	19.3%	48.4%	26.6%	22.4%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8564	3970	1740	6176	3215	2962	7182
%H		46.4%	20.3%	72.1%	37.5%	34.6%	83.9%
PVR	3448	2181	819	1999	1472	527	3158
%V	40.3%	54.9%	47.1%	32.4%	45.8%	17.8%	44.0%
%H		63.3%	23.8%	58.0%	42.7%	15.3%	91.6%
DVDR	326	131	56	249	107	142	269
%V	3.8%	3.3%	3.2%	4.0%	3.3%	4.8%	3.7%
%H		40.2%	17.2%	76.4%	32.8%	43.6%	82.5%
VCR	223	81	36	175	65	110	157
%V	2.6%	2.0%	2.1%	2.8%	2.0%	3.7%	2.2%
%H		36.3%	16.1%	78.5%	29.1%	49.3%	70.4%
Any recorder	3706	2243	855	2224	1534	690	3336
%V	43.3%	56.5%	49.1%	36.0%	47.7%	23.3%	46.4%
%H		60.5%	23.1%	60.0%	41.4%	18.6%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8564	3970	1740	6176	3215	2962	7182
%H		46.4%	20.3%	72.1%	37.5%	34.6%	83.9%
Receives HDTV (via STB or built-in reception)	3627	1803	993	2372	1455	916	3267
%V	42.4%	45.4%	57.1%	38.4%	45.3%	30.9%	45.5%
%H		49.7%	27.4%	65.4%	40.1%	25.3%	90.1%
DVD/Blu-ray player or recorder	5059	2367	1040	3607	1886	1721	4343
%V	59.1%	59.6%	59.8%	58.4%	58.7%	58.1%	60.5%
%H		46.8%	20.6%	71.3%	37.3%	34.0%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	2000	884	3240	1360	1879	3773
%H		42.2%	18.7%	68.4%	28.7%	39.7%	79.7%
Under 20"	126	21	18	100	14	87	80
%V	2.7%	1.1%	2.0%	3.1%	1.0%	4.6%	2.1%
%H		16.7%	14.3%	79.4%	11.1%	69.0%	63.5%
20" - 29"	805	192	123	627	134	492	504
%V	17.0%	9.6%	13.9%	19.4%	9.9%	26.2%	13.4%
%H		23.9%	15.3%	77.9%	16.6%	61.1%	62.6%
30" - 39"	1767	686	321	1241	469	773	1382
%V	37.3%	34.3%	36.3%	38.3%	34.5%	41.1%	36.6%
%H		38.8%	18.2%	70.2%	26.5%	43.7%	78.2%
40" and over	1905	1061	406	1198	729	469	1708
%V	40.2%	53.1%	45.9%	37.0%	53.6%	25.0%	45.3%
%H		55.7%	21.3%	62.9%	38.3%	24.6%	89.7%
Don't know	113	41	15	73	14	58	82
%V	2.4%	2.1%	1.7%	2.3%	1.0%	3.1%	2.2%
%H		36.3%	13.3%	64.6%	12.4%	51.3%	72.6%
Not Asked	20	0	1	1	0	0	17
%V	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	5.0%	5.0%	0.0%	0.0%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	2000	884	3240	1360	1879	3773
%H		42.2%	18.7%	68.4%	28.7%	39.7%	79.7%
PVR	2598	1590	608	1509	1064	444	2357
%V	54.9%	79.5%	68.8%	46.6%	78.2%	23.6%	62.5%
%H		61.2%	23.4%	58.1%	41.0%	17.1%	90.7%
DVDR	253	97	40	189	70	119	204
%V	5.3%	4.9%	4.5%	5.8%	5.1%	6.3%	5.4%
%H		38.3%	15.8%	74.7%	27.7%	47.0%	80.6%
VCR	171	55	24	133	40	93	114
%V	3.6%	2.8%	2.7%	4.1%	2.9%	4.9%	3.0%
%H		32.2%	14.0%	77.8%	23.4%	54.4%	66.7%
Any recorder	2785	1621	629	1672	1090	582	2474
%V	58.8%	81.1%	71.2%	51.6%	80.1%	31.0%	65.6%
%H		58.2%	22.6%	60.0%	39.1%	20.9%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	2000	884	3240	1360	1879	3773
%H		42.2%	18.7%	68.4%	28.7%	39.7%	79.7%
Receives HDTV (via STB or built-in reception)	2560	1251	676	1624	942	681	2272
%V	54.1%	62.6%	76.5%	50.1%	69.3%	36.2%	60.2%
%H		48.9%	26.4%	63.4%	36.8%	26.6%	88.8%
DVD/Blu-ray player or recorder	3465	1527	673	2350	1053	1296	2891
%V	73.2%	76.4%	76.1%	72.5%	77.4%	69.0%	76.6%
%H		44.1%	19.4%	67.8%	30.4%	37.4%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3828	1971	856	2937	1854	1082	3409
%H		51.5%	22.4%	76.7%	48.4%	28.3%	89.1%
Under 20"	1031	430	215	897	492	405	871
%V	26.9%	21.8%	25.1%	30.5%	26.5%	37.4%	25.6%
%H		41.7%	20.9%	87.0%	47.7%	39.3%	84.5%
20" - 29"	1195	592	286	954	610	344	1053
%V	31.2%	30.0%	33.4%	32.5%	32.9%	31.8%	30.9%
%H		49.5%	23.9%	79.8%	51.0%	28.8%	88.1%
30" - 39"	830	491	183	613	435	178	769
%V	21.7%	24.9%	21.4%	20.9%	23.5%	16.5%	22.6%
%H		59.2%	22.0%	73.9%	52.4%	21.4%	92.7%
40" and over	323	206	80	225	179	45	306
%V	8.4%	10.5%	9.3%	7.7%	9.7%	4.2%	9.0%
%H		63.8%	24.8%	69.7%	55.4%	13.9%	94.7%
Don't know	86	47	18	61	36	26	73
%V	2.2%	2.4%	2.1%	2.1%	1.9%	2.4%	2.1%
%H		54.7%	20.9%	70.9%	41.9%	30.2%	84.9%
Not Asked	363	205	74	187	102	84	337
%V	9.5%	10.4%	8.6%	6.4%	5.5%	7.8%	9.9%
%H		56.5%	20.4%	51.5%	28.1%	23.1%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3828	1971	856	2937	1854	1082	3409
%H		51.5%	22.4%	76.7%	48.4%	28.3%	89.1%
PVR	850	591	210	490	407	83	801
%V	22.2%	30.0%	24.5%	16.7%	22.0%	7.7%	23.5%
%H		69.5%	24.7%	57.6%	47.9%	9.8%	94.2%
DVDR	73	35	16	60	37	23	65
%V	1.9%	1.8%	1.9%	2.0%	2.0%	2.1%	1.9%
%H		47.9%	21.9%	82.2%	50.7%	31.5%	89.0%
VCR	52	26	12	42	25	17	43
%V	1.4%	1.3%	1.4%	1.4%	1.3%	1.6%	1.3%
%H		50.0%	23.1%	80.8%	48.1%	32.7%	82.7%
Any recorder	921	622	227	552	444	108	861
%V	24.1%	31.6%	26.5%	18.8%	23.9%	10.0%	25.3%
%H		67.5%	24.6%	59.9%	48.2%	11.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3828	1971	856	2937	1854	1082	3409
%H		51.5%	22.4%	76.7%	48.4%	28.3%	89.1%
Receives HDTV (via STB or built-in reception)	1067	553	317	748	513	235	995
%V	27.9%	28.1%	37.0%	25.5%	27.7%	21.7%	29.2%
%H		51.8%	29.7%	70.1%	48.1%	22.0%	93.3%
DVD/Blu-ray player or recorder	1594	840	367	1258	832	425	1452
%V	41.6%	42.6%	42.9%	42.8%	44.9%	39.3%	42.6%
%H		52.7%	23.0%	78.9%	52.2%	26.7%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12525	11739	5641	2374	7625	3796	3829	10851
%H		93.7%	45.0%	19.0%	60.9%	30.3%	30.6%	86.6%
Total Children	2516	2400	1317	513	1416	816	600	2310
%V	20.1%	20.4%	23.3%	21.6%	18.6%	21.5%	15.7%	21.3%
%H		95.4%	52.3%	20.4%	56.3%	32.4%	23.8%	91.8%
0 - 3	722	679	360	137	397	212	185	642
%V	5.8%	5.8%	6.4%	5.8%	5.2%	5.6%	4.8%	5.9%
%H		94.0%	49.9%	19.0%	55.0%	29.4%	25.6%	88.9%
4 - 15	1794	1721	957	376	1019	604	415	1669
%V	14.3%	14.7%	17.0%	15.8%	13.4%	15.9%	10.8%	15.4%
%H		95.9%	53.3%	21.0%	56.8%	33.7%	23.1%	93.0%
4 - 9	974	931	523	183	537	305	232	900
%V	7.8%	7.9%	9.3%	7.7%	7.0%	8.0%	6.1%	8.3%
%H		95.6%	53.7%	18.8%	55.1%	31.3%	23.8%	92.4%
10 - 15	820	790	434	193	482	299	183	769
%V	6.5%	6.7%	7.7%	8.1%	6.3%	7.9%	4.8%	7.1%
%H		96.3%	52.9%	23.5%	58.8%	36.5%	22.3%	93.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12525	11739	5641	2374	7625	3796	3829	10851
%H		93.7%	45.0%	19.0%	60.9%	30.3%	30.6%	86.6%
Total Adults (16+)	10009	9339	4324	1861	6209	2980	3229	8541
%V	79.9%	79.6%	76.7%	78.4%	81.4%	78.5%	84.3%	78.7%
%H		93.3%	43.2%	18.6%	62.0%	29.8%	32.3%	85.3%
16 - 19	553	533	291	121	342	214	128	524
%V	4.4%	4.5%	5.2%	5.1%	4.5%	5.6%	3.3%	4.8%
%H		96.4%	52.6%	21.9%	61.8%	38.7%	23.1%	94.8%
20 - 24	835	709	351	144	452	238	213	758
%V	6.7%	6.0%	6.2%	6.1%	5.9%	6.3%	5.6%	7.0%
%H		84.9%	42.0%	17.2%	54.1%	28.5%	25.5%	90.8%
25 - 34	2238	1977	963	407	1165	552	613	2063
%V	17.9%	16.8%	17.1%	17.1%	15.3%	14.5%	16.0%	19.0%
%H		88.3%	43.0%	18.2%	52.1%	24.7%	27.4%	92.2%
35 - 44	1872	1755	883	384	1065	562	503	1734
%V	14.9%	15.0%	15.7%	16.2%	14.0%	14.8%	13.1%	16.0%
%H		93.8%	47.2%	20.5%	56.9%	30.0%	26.9%	92.6%
45 - 54	1685	1617	775	364	1079	581	498	1525
%V	13.5%	13.8%	13.7%	15.3%	14.2%	15.3%	13.0%	14.1%
%H		96.0%	46.0%	21.6%	64.0%	34.5%	29.6%	90.5%
55 - 64	1193	1158	543	216	836	418	418	1016
%V	9.5%	9.9%	9.6%	9.1%	11.0%	11.0%	10.9%	9.4%
%H		97.1%	45.5%	18.1%	70.1%	35.0%	35.0%	85.2%
65+	1634	1590	518	225	1270	414	856	920
%V	13.0%	13.5%	9.2%	9.5%	16.7%	10.9%	22.4%	8.5%
%H		97.3%	31.7%	13.8%	77.7%	25.3%	52.4%	56.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10009	9339	4324	1861	6209	2980	3229	8541
%H		93.3%	43.2%	18.6%	62.0%	29.8%	32.3%	85.3%
AB	3040	2895	1347	631	1929	989	940	2901
%V	30.4%	31.0%	31.2%	33.9%	31.1%	33.2%	29.1%	34.0%
%H		95.2%	44.3%	20.8%	63.5%	32.5%	30.9%	95.4%
C1	3051	2801	1284	590	1886	940	946	2730
%V	30.5%	30.0%	29.7%	31.7%	30.4%	31.5%	29.3%	32.0%
%H		91.8%	42.1%	19.3%	61.8%	30.8%	31.0%	89.5%
C2	1727	1648	829	315	1103	570	533	1438
%V	17.3%	17.6%	19.2%	16.9%	17.8%	19.1%	16.5%	16.8%
%H		95.4%	48.0%	18.2%	63.9%	33.0%	30.9%	83.3%
D	1376	1241	589	213	760	319	441	1040
%V	13.7%	13.3%	13.6%	11.4%	12.2%	10.7%	13.7%	12.2%
%H		90.2%	42.8%	15.5%	55.2%	23.2%	32.0%	75.6%
E	815	754	274	112	530	162	369	431
%V	8.1%	8.1%	6.3%	6.0%	8.5%	5.4%	11.4%	5.0%
%H		92.5%	33.6%	13.7%	65.0%	19.9%	45.3%	52.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10009	9339	4324	1861	6209	2980	3229	8541
%H		93.3%	43.2%	18.6%	62.0%	29.8%	32.3%	85.3%
Working full time	4943	4597	2219	1036	2917	1533	1385	4630
%V	49.4%	49.2%	51.3%	55.7%	47.0%	51.4%	42.9%	54.2%
%H		93.0%	44.9%	21.0%	59.0%	31.0%	28.0%	93.7%
Working part time	1020	968	476	204	645	341	304	925
%V	10.2%	10.4%	11.0%	11.0%	10.4%	11.4%	9.4%	10.8%
%H		94.9%	46.7%	20.0%	63.2%	33.4%	29.8%	90.7%
Not working	4046	3773	1630	621	2646	1106	1541	2985
%V	40.4%	40.4%	37.7%	33.4%	42.6%	37.1%	47.7%	34.9%
%H		93.3%	40.3%	15.3%	65.4%	27.3%	38.1%	73.8%
Housewife/Houseperson	5101	4743	2001	884	3244	1361	1883	4040
%V	51.0%	50.8%	46.3%	47.5%	52.2%	45.7%	58.3%	47.3%
%H		93.0%	39.2%	17.3%	63.6%	26.7%	36.9%	79.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4913	4552	2122	924	3010	1477	1534	4237
%H		92.7%	43.2%	18.8%	61.3%	30.1%	31.2%	86.2%
16 - 19	275	265	149	61	175	115	60	259
%V	5.6%	5.8%	7.0%	6.6%	5.8%	7.8%	3.9%	6.1%
%H		96.4%	54.2%	22.2%	63.6%	41.8%	21.8%	94.2%
20 - 24	415	350	176	73	220	121	99	381
%V	8.4%	7.7%	8.3%	7.9%	7.3%	8.2%	6.5%	9.0%
%H		84.3%	42.4%	17.6%	53.0%	29.2%	23.9%	91.8%
25 - 34	1116	971	475	201	575	278	297	1032
%V	22.7%	21.3%	22.4%	21.8%	19.1%	18.8%	19.4%	24.4%
%H		87.0%	42.6%	18.0%	51.5%	24.9%	26.6%	92.5%
35 - 44	937	873	427	189	526	265	261	859
%V	19.1%	19.2%	20.1%	20.5%	17.5%	17.9%	17.0%	20.3%
%H		93.2%	45.6%	20.2%	56.1%	28.3%	27.9%	91.7%
45 - 54	843	808	378	184	543	288	256	751
%V	17.2%	17.8%	17.8%	19.9%	18.0%	19.5%	16.7%	17.7%
%H		95.8%	44.8%	21.8%	64.4%	34.2%	30.4%	89.1%
55 - 64	578	559	259	109	403	204	199	488
%V	11.8%	12.3%	12.2%	11.8%	13.4%	13.8%	13.0%	11.5%
%H		96.7%	44.8%	18.9%	69.7%	35.3%	34.4%	84.4%
65+	750	724	258	109	569	206	363	467
%V	15.3%	15.9%	12.2%	11.8%	18.9%	13.9%	23.7%	11.0%
%H		96.5%	34.4%	14.5%	75.9%	27.5%	48.4%	62.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4913	4552	2122	924	3010	1477	1534	4237
%H		92.7%	43.2%	18.8%	61.3%	30.1%	31.2%	86.2%
AB	1533	1458	681	322	968	502	466	1463
%V	31.2%	32.0%	32.1%	34.8%	32.2%	34.0%	30.4%	34.5%
%H		95.1%	44.4%	21.0%	63.1%	32.7%	30.4%	95.4%
C1	1443	1318	627	284	862	448	413	1320
%V	29.4%	29.0%	29.5%	30.7%	28.6%	30.3%	26.9%	31.2%
%H		91.3%	43.5%	19.7%	59.7%	31.0%	28.6%	91.5%
C2	926	875	428	169	593	297	296	755
%V	18.8%	19.2%	20.2%	18.3%	19.7%	20.1%	19.3%	17.8%
%H		94.5%	46.2%	18.3%	64.0%	32.1%	32.0%	81.5%
D	671	591	283	102	366	162	204	516
%V	13.7%	13.0%	13.3%	11.0%	12.2%	11.0%	13.3%	12.2%
%H		88.1%	42.2%	15.2%	54.5%	24.1%	30.4%	76.9%
E	340	309	104	48	221	67	155	183
%V	6.9%	6.8%	4.9%	5.2%	7.3%	4.5%	10.1%	4.3%
%H		90.9%	30.6%	14.1%	65.0%	19.7%	45.6%	53.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4913	4552	2122	924	3010	1477	1534	4237
%H		92.7%	43.2%	18.8%	61.3%	30.1%	31.2%	86.2%
Working full time	3017	2804	1383	620	1764	943	821	2803
%V	61.4%	61.6%	65.2%	67.1%	58.6%	63.8%	53.5%	66.2%
%H		92.9%	45.8%	20.6%	58.5%	31.3%	27.2%	92.9%
Working part time	256	237	110	47	158	72	87	224
%V	5.2%	5.2%	5.2%	5.1%	5.2%	4.9%	5.7%	5.3%
%H		92.6%	43.0%	18.4%	61.7%	28.1%	34.0%	87.5%
Not working	1640	1511	629	258	1088	462	626	1211
%V	33.4%	33.2%	29.6%	27.9%	36.1%	31.3%	40.8%	28.6%
%H		92.1%	38.4%	15.7%	66.3%	28.2%	38.2%	73.8%
Housewife/Houseperson	1254	1109	385	191	796	264	533	887
%V	25.5%	24.4%	18.1%	20.7%	26.4%	17.9%	34.7%	20.9%
%H		88.4%	30.7%	15.2%	63.5%	21.1%	42.5%	70.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5097	4787	2202	937	3199	1504	1695	4304
%H		93.9%	43.2%	18.4%	62.8%	29.5%	33.3%	84.4%
16 - 19	278	268	142	61	167	99	68	265
%V	5.5%	5.6%	6.4%	6.5%	5.2%	6.6%	4.0%	6.2%
%H		96.4%	51.1%	21.9%	60.1%	35.6%	24.5%	95.3%
20 - 24	420	359	175	72	232	117	115	377
%V	8.2%	7.5%	7.9%	7.7%	7.3%	7.8%	6.8%	8.8%
%H		85.5%	41.7%	17.1%	55.2%	27.9%	27.4%	89.8%
25 - 34	1122	1006	489	206	590	274	316	1031
%V	22.0%	21.0%	22.2%	22.0%	18.4%	18.2%	18.6%	24.0%
%H		89.7%	43.6%	18.4%	52.6%	24.4%	28.2%	91.9%
35 - 44	935	882	456	195	540	297	242	875
%V	18.3%	18.4%	20.7%	20.8%	16.9%	19.7%	14.3%	20.3%
%H		94.3%	48.8%	20.9%	57.8%	31.8%	25.9%	93.6%
45 - 54	843	808	397	180	535	293	242	774
%V	16.5%	16.9%	18.0%	19.2%	16.7%	19.5%	14.3%	18.0%
%H		95.8%	47.1%	21.4%	63.5%	34.8%	28.7%	91.8%
55 - 64	615	600	283	107	433	214	218	528
%V	12.1%	12.5%	12.9%	11.4%	13.5%	14.2%	12.9%	12.3%
%H		97.6%	46.0%	17.4%	70.4%	34.8%	35.4%	85.9%
65+	884	865	259	116	701	208	493	453
%V	17.3%	18.1%	11.8%	12.4%	21.9%	13.8%	29.1%	10.5%
%H		97.9%	29.3%	13.1%	79.3%	23.5%	55.8%	51.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5097	4787	2202	937	3199	1504	1695	4304
%H		93.9%	43.2%	18.4%	62.8%	29.5%	33.3%	84.4%
AB	1507	1437	667	310	961	487	474	1438
%V	29.6%	30.0%	30.3%	33.1%	30.0%	32.4%	28.0%	33.4%
%H		95.4%	44.3%	20.6%	63.8%	32.3%	31.5%	95.4%
C1	1609	1483	657	306	1025	492	533	1410
%V	31.6%	31.0%	29.8%	32.7%	32.0%	32.7%	31.4%	32.8%
%H		92.2%	40.8%	19.0%	63.7%	30.6%	33.1%	87.6%
C2	801	772	401	146	510	273	237	684
%V	15.7%	16.1%	18.2%	15.6%	15.9%	18.2%	14.0%	15.9%
%H		96.4%	50.1%	18.2%	63.7%	34.1%	29.6%	85.4%
D	705	649	306	111	394	157	237	524
%V	13.8%	13.6%	13.9%	11.8%	12.3%	10.4%	14.0%	12.2%
%H		92.1%	43.4%	15.7%	55.9%	22.3%	33.6%	74.3%
E	475	446	170	64	309	95	214	247
%V	9.3%	9.3%	7.7%	6.8%	9.7%	6.3%	12.6%	5.7%
%H		93.9%	35.8%	13.5%	65.1%	20.0%	45.1%	52.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5097	4787	2202	937	3199	1504	1695	4304
%H		93.9%	43.2%	18.4%	62.8%	29.5%	33.3%	84.4%
Working full time	1926	1794	836	417	1154	590	564	1827
%V	37.8%	37.5%	38.0%	44.5%	36.1%	39.2%	33.3%	42.4%
%H		93.1%	43.4%	21.7%	59.9%	30.6%	29.3%	94.9%
Working part time	764	731	366	157	487	270	217	702
%V	15.0%	15.3%	16.6%	16.8%	15.2%	18.0%	12.8%	16.3%
%H		95.7%	47.9%	20.5%	63.7%	35.3%	28.4%	91.9%
Not working	2407	2262	1001	363	1558	644	914	1775
%V	47.2%	47.3%	45.5%	38.7%	48.7%	42.8%	53.9%	41.2%
%H		94.0%	41.6%	15.1%	64.7%	26.8%	38.0%	73.7%
Housewife/Houseperson	3847	3634	1617	693	2448	1097	1350	3152
%V	75.5%	75.9%	73.4%	74.0%	76.5%	72.9%	79.6%	73.2%
%H		94.5%	42.0%	18.0%	63.6%	28.5%	35.1%	81.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
AB	281	274	137	38	194	94	99	255
%V	25.9%	26.3%	27.9%	25.0%	26.4%	28.1%	24.7%	31.0%
%H (All HH)		97.5%	48.8%	13.5%	69.0%	33.5%	35.2%	90.7%
%H (TV HH)			50.0%	13.9%	70.8%	34.3%	36.1%	
C1	321	306	149	50	201	94	106	268
%V	29.6%	29.4%	30.3%	32.9%	27.3%	28.1%	26.4%	32.6%
%H (All HH)		95.3%	46.4%	15.6%	62.6%	29.3%	33.0%	83.5%
%H (TV HH)			48.7%	16.3%	65.7%	30.7%	34.6%	
C2	216	213	113	32	147	78	70	164
%V	19.9%	20.4%	23.0%	21.1%	20.0%	23.3%	17.5%	20.0%
%H (All HH)		98.6%	52.3%	14.8%	68.1%	36.1%	32.4%	75.9%
%H (TV HH)			53.1%	15.0%	69.0%	36.6%	32.9%	
D	131	122	53	18	90	39	51	87
%V	12.1%	11.7%	10.8%	11.8%	12.2%	11.6%	12.7%	10.6%
%H (All HH)		93.1%	40.5%	13.7%	68.7%	29.8%	38.9%	66.4%
%H (TV HH)			43.4%	14.8%	73.8%	32.0%	41.8%	
E	135	127	38	14	103	29	75	47
%V	12.5%	12.2%	7.7%	9.2%	14.0%	8.7%	18.7%	5.7%
%H (All HH)		94.1%	28.1%	10.4%	76.3%	21.5%	55.6%	34.8%
%H (TV HH)			29.9%	11.0%	81.1%	22.8%	59.1%	

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

October 2012 - September 2013

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%V (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Under 25	41	34	14	5	22	8	13	25
%V	3.8%	3.3%	2.9%	3.3%	3.0%	2.4%	3.2%	3.0%
%H (All HH)		82.9%	34.1%	12.2%	53.7%	19.5%	31.7%	61.0%
%H (TV HH)			41.2%	14.7%	64.7%	23.5%	38.2%	
25 - 34	149	139	72	33	79	45	35	130
%V	13.8%	13.3%	14.7%	21.7%	10.7%	13.4%	8.7%	15.8%
%H (All HH)		93.3%	48.3%	22.1%	53.0%	30.2%	23.5%	87.2%
%H (TV HH)			51.8%	23.7%	56.8%	32.4%	25.2%	
35 - 44	175	168	83	33	109	59	49	157
%V	16.2%	16.1%	16.9%	21.7%	14.8%	17.6%	12.2%	19.1%
%H (All HH)		96.0%	47.4%	18.9%	62.3%	33.7%	28.0%	89.7%
%H (TV HH)			49.4%	19.6%	64.9%	35.1%	29.2%	
45 - 54	215	210	119	32	140	78	62	195
%V	19.9%	20.2%	24.2%	21.1%	19.0%	23.3%	15.5%	23.7%
%H (All HH)		97.7%	55.3%	14.9%	65.1%	36.3%	28.8%	90.7%
%H (TV HH)			56.7%	15.2%	66.7%	37.1%	29.5%	
55 - 64	192	183	93	21	134	63	70	161
%V	17.7%	17.6%	18.9%	13.8%	18.2%	18.8%	17.5%	19.6%
%H (All HH)		95.3%	48.4%	10.9%	69.8%	32.8%	36.5%	83.9%
%H (TV HH)			50.8%	11.5%	73.2%	34.4%	38.3%	
65 +	312	306	109	27	252	82	170	155
%V	28.8%	29.4%	22.2%	17.8%	34.3%	24.5%	42.4%	18.9%
%H (All HH)		98.1%	34.9%	8.7%	80.8%	26.3%	54.5%	49.7%
%H (TV HH)			35.6%	8.8%	82.4%	26.8%	55.6%	

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 2012 - September 2013

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
1	337	315	100	27	250	66	184	176
%V	31.1%	30.2%	20.4%	17.8%	34.0%	19.7%	45.9%	21.4%
%H (All HH)		93.5%	29.7%	8.0%	74.2%	19.6%	54.6%	52.2%
%H (TV HH)			31.7%	8.6%	79.4%	21.0%	58.4%	
2	361	352	175	48	243	112	130	296
%V	33.3%	33.8%	35.6%	31.6%	33.1%	33.4%	32.4%	36.0%
%H (All HH)		97.5%	48.5%	13.3%	67.3%	31.0%	36.0%	82.0%
%H (TV HH)			49.7%	13.6%	69.0%	31.8%	36.9%	
3	171	168	93	34	104	63	41	153
%V	15.8%	16.1%	18.9%	22.4%	14.1%	18.8%	10.2%	18.6%
%H (All HH)		98.2%	54.4%	19.9%	60.8%	36.8%	24.0%	89.5%
%H (TV HH)			55.4%	20.2%	61.9%	37.5%	24.4%	
4	145	142	83	28	93	59	33	132
%V	13.4%	13.6%	16.9%	18.4%	12.7%	17.6%	8.2%	16.1%
%H (All HH)		97.9%	57.2%	19.3%	64.1%	40.7%	22.8%	91.0%
%H (TV HH)			58.5%	19.7%	65.5%	41.5%	23.2%	
5+	69	66	40	15	46	34	12	65
%V	6.4%	6.3%	8.1%	9.9%	6.3%	10.1%	3.0%	7.9%
%H (All HH)		95.7%	58.0%	21.7%	66.7%	49.3%	17.4%	94.2%
%H (TV HH)			60.6%	22.7%	69.7%	51.5%	18.2%	
Average HH size	2.33	2.35	2.60	2.74	2.27	2.70	1.91	2.56

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 2012 - September 2013

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%V (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Without	804	768	341	98	560	232	328	577
%V	74.2%	73.7%	69.5%	64.5%	76.2%	69.3%	81.8%	70.2%
%H (All HH)		95.5%	42.4%	12.2%	69.7%	28.9%	40.8%	71.8%
%H (TV HH)			44.4%	12.8%	72.9%	30.2%	42.7%	
With	279	274	149	54	176	103	73	244
%V	25.8%	26.3%	30.3%	35.5%	23.9%	30.7%	18.2%	29.7%
%H (All HH)		98.2%	53.4%	19.4%	63.1%	36.9%	26.2%	87.5%
%H (TV HH)			54.4%	19.7%	64.2%	37.6%	26.6%	
0 - 3	102	99	52	19	61	33	28	83
%V	9.4%	9.5%	10.6%	12.5%	8.3%	9.9%	7.0%	10.1%
%H (All HH)		97.1%	51.0%	18.6%	59.8%	32.4%	27.5%	81.4%
%H (TV HH)			52.5%	19.2%	61.6%	33.3%	28.3%	
4 - 9	146	143	76	32	87	52	36	127
%V	13.5%	13.7%	15.5%	21.1%	11.8%	15.5%	9.0%	15.5%
%H (All HH)		97.9%	52.1%	21.9%	59.6%	35.6%	24.7%	87.0%
%H (TV HH)			53.1%	22.4%	60.8%	36.4%	25.2%	
10 - 15	126	125	73	23	87	55	33	116
%V	11.6%	12.0%	14.9%	15.1%	11.8%	16.4%	8.2%	14.1%
%H (All HH)		99.2%	57.9%	18.3%	69.0%	43.7%	26.2%	92.1%
%H (TV HH)			58.4%	18.4%	69.6%	44.0%	26.4%	

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 2012 - September 2013

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
1	406	406	148	51	267	64	202	273
%V	37.5%	39.0%	30.1%	33.6%	36.3%	19.1%	50.4%	33.2%
%H (All HH)		100.0%	36.5%	12.6%	65.8%	15.8%	49.8%	67.2%
%H (TV HH)			36.5%	12.6%	65.8%	15.8%	49.8%	
2	374	374	182	54	268	130	138	290
%V	34.5%	35.9%	37.1%	35.5%	36.5%	38.8%	34.4%	35.3%
%H (All HH)		100.0%	48.7%	14.4%	71.7%	34.8%	36.9%	77.5%
%H (TV HH)			48.7%	14.4%	71.7%	34.8%	36.9%	
3	163	163	96	22	123	77	46	140
%V	15.1%	15.6%	19.6%	14.5%	16.7%	23.0%	11.5%	17.0%
%H (All HH)		100.0%	58.9%	13.5%	75.5%	47.2%	28.2%	85.9%
%H (TV HH)			58.9%	13.5%	75.5%	47.2%	28.2%	
4	63	63	42	13	50	40	10	59
%V	5.8%	6.0%	8.6%	8.6%	6.8%	11.9%	2.5%	7.2%
%H (All HH)		100.0%	66.7%	20.6%	79.4%	63.5%	15.9%	93.7%
%H (TV HH)			66.7%	20.6%	79.4%	63.5%	15.9%	
5+	36	36	23	12	27	23	4	35
%V	3.3%	3.5%	4.7%	7.9%	3.7%	6.9%	1.0%	4.3%
%H (All HH)		100.0%	63.9%	33.3%	75.0%	63.9%	11.1%	97.2%
%H (TV HH)			63.9%	33.3%	75.0%	63.9%	11.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%V (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Under 20"	291	291	142	34	242	124	117	224
%V	26.9%	27.9%	28.9%	22.4%	32.9%	37.0%	29.2%	27.3%
%H (All HH)		100.0%	48.8%	11.7%	83.2%	42.6%	40.2%	77.0%
%H (TV HH)			48.8%	11.7%	83.2%	42.6%	40.2%	
20" - 29"	388	388	171	59	295	134	162	283
%V	35.8%	37.2%	34.8%	38.8%	40.1%	40.0%	40.4%	34.4%
%H (All HH)		100.0%	44.1%	15.2%	76.0%	34.5%	41.8%	72.9%
%H (TV HH)			44.1%	15.2%	76.0%	34.5%	41.8%	
30" - 39"	516	516	256	76	379	188	191	411
%V	47.6%	49.5%	52.1%	50.0%	51.6%	56.1%	47.6%	50.0%
%H (All HH)		100.0%	49.6%	14.7%	73.4%	36.4%	37.0%	79.7%
%H (TV HH)			49.6%	14.7%	73.4%	36.4%	37.0%	
40" and over	400	400	247	72	253	166	87	352
%V	36.9%	38.4%	50.3%	47.4%	34.4%	49.6%	21.7%	42.8%
%H (All HH)		100.0%	61.8%	18.0%	63.3%	41.5%	21.8%	88.0%
%H (TV HH)			61.8%	18.0%	63.3%	41.5%	21.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Main living room	1016	1016	485	151	722	333	389	778
%V	93.8%	97.5%	98.8%	99.3%	98.2%	99.4%	97.0%	94.6%
%H (All HH)		100.0%	47.7%	14.9%	71.1%	32.8%	38.3%	76.6%
%H (TV HH)			47.7%	14.9%	71.1%	32.8%	38.3%	
Kitchen	135	135	69	19	110	61	48	111
%V	12.5%	13.0%	14.1%	12.5%	15.0%	18.2%	12.0%	13.5%
%H (All HH)		100.0%	51.1%	14.1%	81.5%	45.2%	35.6%	82.2%
%H (TV HH)			51.1%	14.1%	81.5%	45.2%	35.6%	
Adult's bedroom	418	418	232	68	316	192	124	349
%V	38.6%	40.1%	47.3%	44.7%	43.0%	57.3%	30.9%	42.5%
%H (All HH)		100.0%	55.5%	16.3%	75.6%	45.9%	29.7%	83.5%
%H (TV HH)			55.5%	16.3%	75.6%	45.9%	29.7%	
Child's bedroom	72	72	42	18	58	43	15	64
%V	6.6%	6.9%	8.6%	11.8%	7.9%	12.8%	3.7%	7.8%
%H (All HH)		100.0%	58.3%	25.0%	80.6%	59.7%	20.8%	88.9%
%H (TV HH)			58.3%	25.0%	80.6%	59.7%	20.8%	
Other bedroom	57	57	40	6	48	36	12	47
%V	5.3%	5.5%	8.1%	3.9%	6.5%	10.7%	3.0%	5.7%
%H (All HH)		100.0%	70.2%	10.5%	84.2%	63.2%	21.1%	82.5%
%H (TV HH)			70.2%	10.5%	84.2%	63.2%	21.1%	
Second living/dining room	77	77	47	11	57	35	22	69
%V	7.1%	7.4%	9.6%	7.2%	7.8%	10.4%	5.5%	8.4%
%H (All HH)		100.0%	61.0%	14.3%	74.0%	45.5%	28.6%	89.6%
%H (TV HH)			61.0%	14.3%	74.0%	45.5%	28.6%	
Study/office	21	21	11	3	17	10	7	19
%V	1.9%	2.0%	2.2%	2.0%	2.3%	3.0%	1.7%	2.3%
%H (All HH)		100.0%	52.4%	14.3%	81.0%	47.6%	33.3%	90.5%
%H (TV HH)			52.4%	14.3%	81.0%	47.6%	33.3%	
TV room	6	6	6	1	3	2	0	6
%V	0.6%	0.6%	1.2%	0.7%	0.4%	0.6%	0.0%	0.7%
%H (All HH)		100.0%	100.0%	16.7%	50.0%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	16.7%	50.0%	33.3%	0.0%	
Conservatory	19	19	10	3	16	9	7	17
%V	1.8%	1.8%	2.0%	2.0%	2.2%	2.7%	1.7%	2.1%
%H (All HH)		100.0%	52.6%	15.8%	84.2%	47.4%	36.8%	89.5%
%H (TV HH)			52.6%	15.8%	84.2%	47.4%	36.8%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	4	4	1	0	3	0	3	1
%V	0.4%	0.4%	0.2%	0.0%	0.4%	0.0%	0.7%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	0.0%	75.0%	25.0%
%H (TV HH)			25.0%	0.0%	75.0%	0.0%	75.0%	
Other	7	7	5	1	5	3	2	7
%V	0.6%	0.7%	1.0%	0.7%	0.7%	0.9%	0.5%	0.9%
%H (All HH)		100.0%	71.4%	14.3%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	71.4%	42.9%	28.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%V (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Any DSAT provider	491	491	491	11	264	264	0	425
%V	45.3%	47.1%	100.0%	7.2%	35.9%	78.8%	0.0%	51.7%
%H (All HH)			100.0%	2.2%	53.8%	53.8%	0.0%	86.6%
%H (TV HH)			100.0%	2.2%	53.8%	53.8%	0.0%	
Sky with subcription	398	398	398	5	213	213	0	358
%V	36.7%	38.2%	81.1%	3.3%	29.0%	63.6%	0.0%	43.6%
%H (All HH)			100.0%	1.3%	53.5%	53.5%	0.0%	89.9%
%H (TV HH)			100.0%	1.3%	53.5%	53.5%	0.0%	
Sky without subscription	24	24	24	1	13	13	0	16
%V	2.2%	2.3%	4.9%	0.7%	1.8%	3.9%	0.0%	1.9%
%H (All HH)			100.0%	4.2%	54.2%	54.2%	0.0%	66.7%
%H (TV HH)			100.0%	4.2%	54.2%	54.2%	0.0%	
Freesat	70	70	70	4	37	37	0	54
%V	6.5%	6.7%	14.3%	2.6%	5.0%	11.0%	0.0%	6.6%
%H (All HH)			100.0%	5.7%	52.9%	52.9%	0.0%	77.1%
%H (TV HH)			100.0%	5.7%	52.9%	52.9%	0.0%	
Other satellite provider	11	11	11	1	7	7	0	8
%V	1.0%	1.1%	2.2%	0.7%	1.0%	2.1%	0.0%	1.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	72.7%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
DCAB	152	152	11	152	77	77	0	136
%V	14.0%	14.6%	2.2%	100.0%	10.5%	23.0%	0.0%	16.5%
%H (All HH)			7.2%	100.0%	50.7%	50.7%	0.0%	89.5%
%H (TV HH)			7.2%	100.0%	50.7%	50.7%	0.0%	
DTT	735	735	264	77	735	335	401	528
%V	67.9%	70.5%	53.8%	50.7%	100.0%	100.0%	100.0%	64.2%
%H (All HH)		100.0%	35.9%	10.5%	100.0%	45.6%	54.6%	71.8%
%H (TV HH)			35.9%	10.5%	100.0%	45.6%	54.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
PVR	628	628	401	110	396	269	127	555
%V	58.0%	60.3%	81.7%	72.4%	53.9%	80.3%	31.7%	67.5%
%H (All HH)		100.0%	63.9%	17.5%	63.1%	42.8%	20.2%	88.4%
%H (TV HH)			63.9%	17.5%	63.1%	42.8%	20.2%	
DVDR	59	59	26	10	46	23	23	44
%V	5.4%	5.7%	5.3%	6.6%	6.3%	6.9%	5.7%	5.4%
%H (All HH)		100.0%	44.1%	16.9%	78.0%	39.0%	39.0%	74.6%
%H (TV HH)			44.1%	16.9%	78.0%	39.0%	39.0%	
VCR	49	49	21	8	40	19	21	35
%V	4.5%	4.7%	4.3%	5.3%	5.4%	5.7%	5.2%	4.3%
%H (All HH)		100.0%	42.9%	16.3%	81.6%	38.8%	42.9%	71.4%
%H (TV HH)			42.9%	16.3%	81.6%	38.8%	42.9%	
Any recorder	670	670	410	117	432	279	153	577
%V	61.9%	64.3%	83.5%	77.0%	58.8%	83.3%	38.2%	70.2%
%H (All HH)		100.0%	61.2%	17.5%	64.5%	41.6%	22.8%	86.1%
%H (TV HH)			61.2%	17.5%	64.5%	41.6%	22.8%	
Receives HDTV (via STB or built-in reception)	541	541	312	117	349	227	123	472
%V	50.0%	51.9%	63.5%	77.0%	47.5%	67.8%	30.7%	57.4%
%H (All HH)		100.0%	57.7%	21.6%	64.5%	42.0%	22.7%	87.2%
%H (TV HH)			57.7%	21.6%	64.5%	42.0%	22.7%	
DVD/Blu-ray player or recorder	869	869	426	134	619	303	315	694
%V	80.2%	83.4%	86.8%	88.2%	84.2%	90.4%	78.6%	84.4%
%H (All HH)		100.0%	49.0%	15.4%	71.2%	34.9%	36.2%	79.9%
%H (TV HH)			49.0%	15.4%	71.2%	34.9%	36.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1083	1042	491	152	735	335	401	822
%H (All HH)		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%
%H (TV HH)			47.1%	14.6%	70.5%	32.1%	38.5%	
Has broadband internet	822	797	425	136	528	290	238	822
%V	75.9%	76.5%	86.6%	89.5%	71.8%	86.6%	59.4%	100.0%
%H (All HH)		97.0%	51.7%	16.5%	64.2%	35.3%	29.0%	100.0%
%H (TV HH)			53.3%	17.1%	66.2%	36.4%	29.9%	
Number of computers (PCs and laptops)								
0	219	209	52	17	177	36	141	13
%V	20.2%	20.1%	10.6%	11.2%	24.1%	10.7%	35.2%	1.6%
%H (All HH)		95.4%	23.7%	7.8%	80.8%	16.4%	64.4%	5.9%
%H (TV HH)			24.9%	8.1%	84.7%	17.2%	67.5%	
1	385	369	174	48	255	111	144	345
%V	35.5%	35.4%	35.4%	31.6%	34.7%	33.1%	35.9%	42.0%
%H (All HH)		95.8%	45.2%	12.5%	66.2%	28.8%	37.4%	89.6%
%H (TV HH)			47.2%	13.0%	69.1%	30.1%	39.0%	
2	227	220	118	42	144	82	62	218
%V	21.0%	21.1%	24.0%	27.6%	19.6%	24.5%	15.5%	26.5%
%H (All HH)		96.9%	52.0%	18.5%	63.4%	36.1%	27.3%	96.0%
%H (TV HH)			53.6%	19.1%	65.5%	37.3%	28.2%	
3	115	113	71	18	72	48	24	113
%V	10.6%	10.8%	14.5%	11.8%	9.8%	14.3%	6.0%	13.7%
%H (All HH)		98.3%	61.7%	15.7%	62.6%	41.7%	20.9%	98.3%
%H (TV HH)			62.8%	15.9%	63.7%	42.5%	21.2%	
4	61	60	36	12	42	28	14	59
%V	5.6%	5.8%	7.3%	7.9%	5.7%	8.4%	3.5%	7.2%
%H (All HH)		98.4%	59.0%	19.7%	68.9%	45.9%	23.0%	96.7%
%H (TV HH)			60.0%	20.0%	70.0%	46.7%	23.3%	
5+	76	71	40	16	45	29	16	75
%V	7.0%	6.8%	8.1%	10.5%	6.1%	8.7%	4.0%	9.1%
%H (All HH)		93.4%	52.6%	21.1%	59.2%	38.2%	21.1%	98.7%
%H (TV HH)			56.3%	22.5%	63.4%	40.8%	22.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2095	1096	342	1528	848	680	1703
%H		52.3%	16.3%	72.9%	40.5%	32.5%	81.3%
Under 20"	366	185	44	302	161	142	289
%V	17.5%	16.9%	12.9%	19.8%	19.0%	20.9%	17.0%
%H		50.5%	12.0%	82.5%	44.0%	38.8%	79.0%
20" - 29"	488	222	79	381	188	193	363
%V	23.3%	20.3%	23.1%	24.9%	22.2%	28.4%	21.3%
%H		45.5%	16.2%	78.1%	38.5%	39.5%	74.4%
30" - 39"	598	303	100	438	230	208	485
%V	28.5%	27.6%	29.2%	28.7%	27.1%	30.6%	28.5%
%H		50.7%	16.7%	73.2%	38.5%	34.8%	81.1%
40" and over	462	292	84	301	207	94	412
%V	22.1%	26.6%	24.6%	19.7%	24.4%	13.8%	24.2%
%H		63.2%	18.2%	65.2%	44.8%	20.3%	89.2%
Don't know	20	4	5	12	1	11	15
%V	1.0%	0.4%	1.5%	0.8%	0.1%	1.6%	0.9%
%H		20.0%	25.0%	60.0%	5.0%	55.0%	75.0%
Not Asked	161	90	30	94	61	32	139
%V	7.7%	8.2%	8.8%	6.2%	7.2%	4.7%	8.2%
%H		55.9%	18.6%	58.4%	37.9%	19.9%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2095	1096	342	1528	848	680	1703
%H		52.3%	16.3%	72.9%	40.5%	32.5%	81.3%
Main living room	1021	486	152	726	335	391	782
%V	48.7%	44.3%	44.4%	47.5%	39.5%	57.5%	45.9%
%H		47.6%	14.9%	71.1%	32.8%	38.3%	76.6%
Kitchen	137	70	19	110	61	49	112
%V	6.5%	6.4%	5.6%	7.2%	7.2%	7.2%	6.6%
%H		51.1%	13.9%	80.3%	44.5%	35.8%	81.8%
Adult's bedroom	479	264	91	363	229	134	409
%V	22.9%	24.1%	26.6%	23.8%	27.0%	19.7%	24.0%
%H		55.1%	19.0%	75.8%	47.8%	28.0%	85.4%
Child's bedroom	95	57	24	78	60	18	86
%V	4.5%	5.2%	7.0%	5.1%	7.1%	2.6%	5.0%
%H		60.0%	25.3%	82.1%	63.2%	18.9%	90.5%
Other bedroom	66	47	6	55	42	14	55
%V	3.2%	4.3%	1.8%	3.6%	5.0%	2.1%	3.2%
%H		71.2%	9.1%	83.3%	63.6%	21.2%	83.3%
Second living/dining room	78	47	11	57	35	22	69
%V	3.7%	4.3%	3.2%	3.7%	4.1%	3.2%	4.1%
%H		60.3%	14.1%	73.1%	44.9%	28.2%	88.5%
Study/office	21	11	3	17	10	7	19
%V	1.0%	1.0%	0.9%	1.1%	1.2%	1.0%	1.1%
%H		52.4%	14.3%	81.0%	47.6%	33.3%	90.5%
TV room	6	6	1	3	2	0	6
%V	0.3%	0.5%	0.3%	0.2%	0.2%	0.0%	0.4%
%H		100.0%	16.7%	50.0%	33.3%	0.0%	100.0%
Conservatory	19	10	3	16	9	7	17
%V	0.9%	0.9%	0.9%	1.0%	1.1%	1.0%	1.0%
%H		52.6%	15.8%	84.2%	47.4%	36.8%	89.5%
Attic or loft room	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	4	1	0	3	0	3	1
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	0.1%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	25.0%
Other	8	6	1	6	4	2	8
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	100.0%
Not Asked	161	90	30	94	61	32	139
%V	7.7%	8.2%	8.8%	6.2%	7.2%	4.7%	8.2%
%H		55.9%	18.6%	58.4%	37.9%	19.9%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2095	1096	342	1528	848	680	1703
%H		52.3%	16.3%	72.9%	40.5%	32.5%	81.3%
PVR	827	551	148	492	347	145	743
%V	39.5%	50.3%	43.3%	32.2%	40.9%	21.3%	43.6%
%H		66.6%	17.9%	59.5%	42.0%	17.5%	89.8%
DVDR	63	28	13	51	27	23	48
%V	3.0%	2.6%	3.8%	3.3%	3.2%	3.4%	2.8%
%H		44.4%	20.6%	81.0%	42.9%	36.5%	76.2%
VCR	52	22	8	42	21	21	37
%V	2.5%	2.0%	2.3%	2.7%	2.5%	3.1%	2.2%
%H		42.3%	15.4%	80.8%	40.4%	40.4%	71.2%
Any recorder	886	567	160	545	369	175	780
%V	42.3%	51.7%	46.8%	35.7%	43.5%	25.7%	45.8%
%H		64.0%	18.1%	61.5%	41.6%	19.8%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2095	1096	342	1528	848	680	1703
%H		52.3%	16.3%	72.9%	40.5%	32.5%	81.3%
Receives HDTV (via STB or built-in reception)	759	444	176	481	327	154	677
%V	36.2%	40.5%	51.5%	31.5%	38.6%	22.6%	39.8%
%H		58.5%	23.2%	63.4%	43.1%	20.3%	89.2%
DVD/Blu-ray player or recorder	1266	658	215	934	522	412	1055
%V	60.4%	60.0%	62.9%	61.1%	61.6%	60.6%	61.9%
%H		52.0%	17.0%	73.8%	41.2%	32.5%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1040	490	152	735	335	400	796
%H		47.1%	14.6%	70.7%	32.2%	38.5%	76.5%
Under 20"	34	8	0	28	2	26	17
%V	3.3%	1.6%	0.0%	3.8%	0.6%	6.5%	2.1%
%H		23.5%	0.0%	82.4%	5.9%	76.5%	50.0%
20" - 29"	203	64	28	153	43	110	124
%V	19.5%	13.1%	18.4%	20.8%	12.8%	27.5%	15.6%
%H		31.5%	13.8%	75.4%	21.2%	54.2%	61.1%
30" - 39"	402	178	53	302	130	173	304
%V	38.7%	36.3%	34.9%	41.1%	38.8%	43.3%	38.2%
%H		44.3%	13.2%	75.1%	32.3%	43.0%	75.6%
40" and over	387	239	68	246	160	86	340
%V	37.2%	48.8%	44.7%	33.5%	47.8%	21.5%	42.7%
%H		61.8%	17.6%	63.6%	41.3%	22.2%	87.9%
Don't know	8	2	2	5	0	5	5
%V	0.8%	0.4%	1.3%	0.7%	0.0%	1.3%	0.6%
%H		25.0%	25.0%	62.5%	0.0%	62.5%	62.5%
Not Asked	6	0	1	1	0	0	6
%V	0.6%	0.0%	0.7%	0.1%	0.0%	0.0%	0.8%
%H		0.0%	16.7%	16.7%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1040	490	152	735	335	400	796
%H		47.1%	14.6%	70.7%	32.2%	38.5%	76.5%
PVR	615	396	109	382	263	119	545
%V	59.1%	80.8%	71.7%	52.0%	78.5%	29.8%	68.5%
%H		64.4%	17.7%	62.1%	42.8%	19.3%	88.6%
DVDR	50	20	8	39	17	23	36
%V	4.8%	4.1%	5.3%	5.3%	5.1%	5.8%	4.5%
%H		40.0%	16.0%	78.0%	34.0%	46.0%	72.0%
VCR	41	17	6	33	15	18	27
%V	3.9%	3.5%	3.9%	4.5%	4.5%	4.5%	3.4%
%H		41.5%	14.6%	80.5%	36.6%	43.9%	65.9%
Any recorder	658	405	116	421	275	147	568
%V	63.3%	82.7%	76.3%	57.3%	82.1%	36.8%	71.4%
%H		61.6%	17.6%	64.0%	41.8%	22.3%	86.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1040	490	152	735	335	400	796
%H		47.1%	14.6%	70.7%	32.2%	38.5%	76.5%
Receives HDTV (via STB or built-in reception)	527	303	115	337	219	119	459
%V	50.7%	61.8%	75.7%	45.9%	65.4%	29.8%	57.7%
%H		57.5%	21.8%	63.9%	41.6%	22.6%	87.1%
DVD/Blu-ray player or recorder	832	409	127	585	282	303	662
%V	80.0%	83.5%	83.6%	79.6%	84.2%	75.8%	83.2%
%H		49.2%	15.3%	70.3%	33.9%	36.4%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1055	606	190	793	513	280	907
%H		57.4%	18.0%	75.2%	48.6%	26.5%	86.0%
Under 20"	332	178	43	274	159	115	272
%V	31.5%	29.4%	22.6%	34.6%	31.0%	41.1%	30.0%
%H		53.6%	13.0%	82.5%	47.9%	34.6%	81.9%
20" - 29"	286	158	51	227	145	83	240
%V	27.1%	26.1%	26.8%	28.6%	28.3%	29.6%	26.5%
%H		55.2%	17.8%	79.4%	50.7%	29.0%	83.9%
30" - 39"	196	124	47	136	101	35	181
%V	18.6%	20.5%	24.7%	17.2%	19.7%	12.5%	20.0%
%H		63.3%	24.0%	69.4%	51.5%	17.9%	92.3%
40" and over	75	53	16	54	46	8	72
%V	7.1%	8.7%	8.4%	6.8%	9.0%	2.9%	7.9%
%H		70.7%	21.3%	72.0%	61.3%	10.7%	96.0%
Don't know	11	2	3	7	1	6	10
%V	1.0%	0.3%	1.6%	0.9%	0.2%	2.1%	1.1%
%H		18.2%	27.3%	63.6%	9.1%	54.5%	90.9%
Not Asked	155	91	30	95	61	33	132
%V	14.7%	15.0%	15.8%	12.0%	11.9%	11.8%	14.6%
%H		58.7%	19.4%	61.3%	39.4%	21.3%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1055	606	190	793	513	280	907
%H		57.4%	18.0%	75.2%	48.6%	26.5%	86.0%
PVR	213	155	39	110	84	26	198
%V	20.2%	25.6%	20.5%	13.9%	16.4%	9.3%	21.8%
%H		72.8%	18.3%	51.6%	39.4%	12.2%	93.0%
DVDR	13	8	4	12	11	1	12
%V	1.2%	1.3%	2.1%	1.5%	2.1%	0.4%	1.3%
%H		61.5%	30.8%	92.3%	84.6%	7.7%	92.3%
VCR	11	6	2	9	6	3	10
%V	1.0%	1.0%	1.1%	1.1%	1.2%	1.1%	1.1%
%H		54.5%	18.2%	81.8%	54.5%	27.3%	90.9%
Any recorder	228	162	44	123	95	29	212
%V	21.6%	26.7%	23.2%	15.5%	18.5%	10.4%	23.4%
%H		71.1%	19.3%	53.9%	41.7%	12.7%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1055	606	190	793	513	280	907
%H		57.4%	18.0%	75.2%	48.6%	26.5%	86.0%
Receives HDTV (via STB or built-in reception)	231	141	61	144	109	36	218
%V	21.9%	23.3%	32.1%	18.2%	21.2%	12.9%	24.0%
%H		61.0%	26.4%	62.3%	47.2%	15.6%	94.4%
DVD/Blu-ray player or recorder	434	250	88	349	240	109	392
%V	41.1%	41.3%	46.3%	44.0%	46.8%	38.9%	43.2%
%H		57.6%	20.3%	80.4%	55.3%	25.1%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2524	2446	1277	415	1668	903	765	2101
%H		96.9%	50.6%	16.4%	66.1%	35.8%	30.3%	83.2%
Total Children	474	466	256	90	306	183	123	413
%V	18.8%	19.1%	20.0%	21.7%	18.3%	20.3%	16.1%	19.7%
%H		98.3%	54.0%	19.0%	64.6%	38.6%	25.9%	87.1%
0 - 3	118	116	61	22	74	41	33	95
%V	4.7%	4.7%	4.8%	5.3%	4.4%	4.5%	4.3%	4.5%
%H		98.3%	51.7%	18.6%	62.7%	34.7%	28.0%	80.5%
4 - 15	356	350	195	69	232	142	90	318
%V	14.1%	14.3%	15.3%	16.6%	13.9%	15.7%	11.8%	15.1%
%H		98.3%	54.8%	19.4%	65.2%	39.9%	25.3%	89.3%
4 - 9	194	189	102	39	120	72	48	169
%V	7.7%	7.7%	8.0%	9.4%	7.2%	8.0%	6.3%	8.0%
%H		97.4%	52.6%	20.1%	61.9%	37.1%	24.7%	87.1%
10 - 15	162	161	93	29	112	70	42	150
%V	6.4%	6.6%	7.3%	7.0%	6.7%	7.8%	5.5%	7.1%
%H		99.4%	57.4%	17.9%	69.1%	43.2%	25.9%	92.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2524	2446	1277	415	1668	903	765	2101
%H		96.9%	50.6%	16.4%	66.1%	35.8%	30.3%	83.2%
Total Adults (16+)	2050	1980	1021	325	1363	721	642	1688
%V	81.2%	80.9%	80.0%	78.3%	81.7%	79.8%	83.9%	80.3%
%H		96.6%	49.8%	15.9%	66.5%	35.2%	31.3%	82.3%
16 - 19	138	134	80	30	84	59	25	125
%V	5.5%	5.5%	6.3%	7.2%	5.0%	6.5%	3.3%	5.9%
%H		97.1%	58.0%	21.7%	60.9%	42.8%	18.1%	90.6%
20 - 24	150	135	73	33	82	53	28	131
%V	5.9%	5.5%	5.7%	8.0%	4.9%	5.9%	3.7%	6.2%
%H		90.0%	48.7%	22.0%	54.7%	35.3%	18.7%	87.3%
25 - 34	310	291	155	65	174	102	72	275
%V	12.3%	11.9%	12.1%	15.7%	10.4%	11.3%	9.4%	13.1%
%H		93.9%	50.0%	21.0%	56.1%	32.9%	23.2%	88.7%
35 - 44	312	302	161	58	188	108	80	285
%V	12.4%	12.3%	12.6%	14.0%	11.3%	12.0%	10.5%	13.6%
%H		96.8%	51.6%	18.6%	60.3%	34.6%	25.6%	91.3%
45 - 54	365	358	207	58	243	145	99	334
%V	14.5%	14.6%	16.2%	14.0%	14.6%	16.1%	12.9%	15.9%
%H		98.1%	56.7%	15.9%	66.6%	39.7%	27.1%	91.5%
55 - 64	309	300	162	35	219	113	106	267
%V	12.2%	12.3%	12.7%	8.4%	13.1%	12.5%	13.9%	12.7%
%H		97.1%	52.4%	11.3%	70.9%	36.6%	34.3%	86.4%
65+	466	460	183	47	372	139	232	271
%V	18.5%	18.8%	14.3%	11.3%	22.3%	15.4%	30.3%	12.9%
%H		98.7%	39.3%	10.1%	79.8%	29.8%	49.8%	58.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2050	1980	1021	325	1363	721	642	1688
%H		96.6%	49.8%	15.9%	66.5%	35.2%	31.3%	82.3%
AB	573	562	304	86	393	219	174	534
%V	28.0%	28.4%	29.8%	26.5%	28.8%	30.4%	27.1%	31.6%
%H		98.1%	53.1%	15.0%	68.6%	38.2%	30.4%	93.2%
C1	617	586	301	105	376	199	178	544
%V	30.1%	29.6%	29.5%	32.3%	27.6%	27.6%	27.7%	32.2%
%H		95.0%	48.8%	17.0%	60.9%	32.3%	28.8%	88.2%
C2	441	436	251	69	294	171	123	361
%V	21.5%	22.0%	24.6%	21.2%	21.6%	23.7%	19.2%	21.4%
%H		98.9%	56.9%	15.6%	66.7%	38.8%	27.9%	81.9%
D	232	220	107	40	160	85	75	175
%V	11.3%	11.1%	10.5%	12.3%	11.7%	11.8%	11.7%	10.4%
%H		94.8%	46.1%	17.2%	69.0%	36.6%	32.3%	75.4%
E	186	177	59	25	139	47	92	73
%V	9.1%	8.9%	5.8%	7.7%	10.2%	6.5%	14.3%	4.3%
%H		95.2%	31.7%	13.4%	74.7%	25.3%	49.5%	39.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2050	1980	1021	325	1363	721	642	1688
%H		96.6%	49.8%	15.9%	66.5%	35.2%	31.3%	82.3%
Working full time	900	876	495	171	549	333	216	835
%V	43.9%	44.2%	48.5%	52.6%	40.3%	46.2%	33.6%	49.5%
%H		97.3%	55.0%	19.0%	61.0%	37.0%	24.0%	92.8%
Working part time	229	220	116	32	163	89	74	208
%V	11.2%	11.1%	11.4%	9.8%	12.0%	12.3%	11.5%	12.3%
%H		96.1%	50.7%	14.0%	71.2%	38.9%	32.3%	90.8%
Not working	921	883	410	122	650	298	353	644
%V	44.9%	44.6%	40.2%	37.5%	47.7%	41.3%	55.0%	38.2%
%H		95.9%	44.5%	13.2%	70.6%	32.4%	38.3%	69.9%
Housewife/Houseperson	1083	1042	491	152	735	335	401	822
%V	52.8%	52.6%	48.1%	46.8%	53.9%	46.5%	62.5%	48.7%
%H		96.2%	45.3%	14.0%	67.9%	30.9%	37.0%	75.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	984	944	508	160	639	359	280	832
%H		95.9%	51.6%	16.3%	64.9%	36.5%	28.5%	84.6%
16 - 19	69	66	39	16	42	31	12	63
%V	7.0%	7.0%	7.7%	10.0%	6.6%	8.6%	4.3%	7.6%
%H		95.7%	56.5%	23.2%	60.9%	44.9%	17.4%	91.3%
20 - 24	73	66	39	18	39	30	9	67
%V	7.4%	7.0%	7.7%	11.3%	6.1%	8.4%	3.2%	8.1%
%H		90.4%	53.4%	24.7%	53.4%	41.1%	12.3%	91.8%
25 - 34	149	138	73	31	82	47	35	132
%V	15.1%	14.6%	14.4%	19.4%	12.8%	13.1%	12.5%	15.9%
%H		92.6%	49.0%	20.8%	55.0%	31.5%	23.5%	88.6%
35 - 44	146	139	78	24	83	49	34	133
%V	14.8%	14.7%	15.4%	15.0%	13.0%	13.6%	12.1%	16.0%
%H		95.2%	53.4%	16.4%	56.8%	33.6%	23.3%	91.1%
45 - 54	178	174	99	31	119	71	48	160
%V	18.1%	18.4%	19.5%	19.4%	18.6%	19.8%	17.1%	19.2%
%H		97.8%	55.6%	17.4%	66.9%	39.9%	27.0%	89.9%
55 - 64	157	153	88	17	111	61	50	137
%V	16.0%	16.2%	17.3%	10.6%	17.4%	17.0%	17.9%	16.5%
%H		97.5%	56.1%	10.8%	70.7%	38.9%	31.8%	87.3%
65+	211	207	92	23	163	70	92	141
%V	21.4%	21.9%	18.1%	14.4%	25.5%	19.5%	32.9%	16.9%
%H		98.1%	43.6%	10.9%	77.3%	33.2%	43.6%	66.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	984	944	508	160	639	359	280	832
%H		95.9%	51.6%	16.3%	64.9%	36.5%	28.5%	84.6%
AB	291	284	154	45	198	112	85	273
%V	29.6%	30.1%	30.3%	28.1%	31.0%	31.2%	30.4%	32.8%
%H		97.6%	52.9%	15.5%	68.0%	38.5%	29.2%	93.8%
C1	278	263	142	50	165	95	70	250
%V	28.3%	27.9%	28.0%	31.3%	25.8%	26.5%	25.0%	30.0%
%H		94.6%	51.1%	18.0%	59.4%	34.2%	25.2%	89.9%
C2	234	229	131	35	153	87	65	189
%V	23.8%	24.3%	25.8%	21.9%	23.9%	24.2%	23.2%	22.7%
%H		97.9%	56.0%	15.0%	65.4%	37.2%	27.8%	80.8%
D	110	104	55	19	74	43	31	86
%V	11.2%	11.0%	10.8%	11.9%	11.6%	12.0%	11.1%	10.3%
%H		94.5%	50.0%	17.3%	67.3%	39.1%	28.2%	78.2%
E	71	65	26	10	50	21	29	35
%V	7.2%	6.9%	5.1%	6.3%	7.8%	5.8%	10.4%	4.2%
%H		91.5%	36.6%	14.1%	70.4%	29.6%	40.8%	49.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	984	944	508	160	639	359	280	832
%H		95.9%	51.6%	16.3%	64.9%	36.5%	28.5%	84.6%
Working full time	549	532	306	101	338	209	130	504
%V	55.8%	56.4%	60.2%	63.1%	52.9%	58.2%	46.4%	60.6%
%H		96.9%	55.7%	18.4%	61.6%	38.1%	23.7%	91.8%
Working part time	49	46	23	4	39	19	19	45
%V	5.0%	4.9%	4.5%	2.5%	6.1%	5.3%	6.8%	5.4%
%H		93.9%	46.9%	8.2%	79.6%	38.8%	38.8%	91.8%
Not working	386	366	179	55	262	131	132	283
%V	39.2%	38.8%	35.2%	34.4%	41.0%	36.5%	47.1%	34.0%
%H		94.8%	46.4%	14.2%	67.9%	33.9%	34.2%	73.3%
Housewife/Houseperson	220	202	89	26	142	57	86	153
%V	22.4%	21.4%	17.5%	16.3%	22.2%	15.9%	30.7%	18.4%
%H		91.8%	40.5%	11.8%	64.5%	25.9%	39.1%	69.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1066	1036	513	166	724	362	362	855
%H		97.2%	48.1%	15.6%	67.9%	34.0%	34.0%	80.2%
16 - 19	69	68	40	14	42	28	14	63
%V	6.5%	6.6%	7.8%	8.4%	5.8%	7.7%	3.9%	7.4%
%H		98.6%	58.0%	20.3%	60.9%	40.6%	20.3%	91.3%
20 - 24	77	69	34	15	42	24	19	65
%V	7.2%	6.7%	6.6%	9.0%	5.8%	6.6%	5.2%	7.6%
%H		89.6%	44.2%	19.5%	54.5%	31.2%	24.7%	84.4%
25 - 34	161	153	82	34	92	55	37	143
%V	15.1%	14.8%	16.0%	20.5%	12.7%	15.2%	10.2%	16.7%
%H		95.0%	50.9%	21.1%	57.1%	34.2%	23.0%	88.8%
35 - 44	166	163	84	34	105	59	46	151
%V	15.6%	15.7%	16.4%	20.5%	14.5%	16.3%	12.7%	17.7%
%H		98.2%	50.6%	20.5%	63.3%	35.5%	27.7%	91.0%
45 - 54	187	184	108	27	125	74	50	173
%V	17.5%	17.8%	21.1%	16.3%	17.3%	20.4%	13.8%	20.2%
%H		98.4%	57.8%	14.4%	66.8%	39.6%	26.7%	92.5%
55 - 64	152	147	74	19	108	53	56	130
%V	14.3%	14.2%	14.4%	11.4%	14.9%	14.6%	15.5%	15.2%
%H		96.7%	48.7%	12.5%	71.1%	34.9%	36.8%	85.5%
65+	255	253	91	23	209	69	140	129
%V	23.9%	24.4%	17.7%	13.9%	28.9%	19.1%	38.7%	15.1%
%H		99.2%	35.7%	9.0%	82.0%	27.1%	54.9%	50.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1066	1036	513	166	724	362	362	855
%H		97.2%	48.1%	15.6%	67.9%	34.0%	34.0%	80.2%
AB	283	278	150	42	195	106	89	262
%V	26.5%	26.8%	29.2%	25.3%	26.9%	29.3%	24.6%	30.6%
%H		98.2%	53.0%	14.8%	68.9%	37.5%	31.4%	92.6%
C1	339	323	158	55	211	104	108	295
%V	31.8%	31.2%	30.8%	33.1%	29.1%	28.7%	29.8%	34.5%
%H		95.3%	46.6%	16.2%	62.2%	30.7%	31.9%	87.0%
C2	208	207	119	34	142	84	58	171
%V	19.5%	20.0%	23.2%	20.5%	19.6%	23.2%	16.0%	20.0%
%H		99.5%	57.2%	16.3%	68.3%	40.4%	27.9%	82.2%
D	122	116	52	20	86	42	44	89
%V	11.4%	11.2%	10.1%	12.0%	11.9%	11.6%	12.2%	10.4%
%H		95.1%	42.6%	16.4%	70.5%	34.4%	36.1%	73.0%
E	115	112	33	14	90	26	64	38
%V	10.8%	10.8%	6.4%	8.4%	12.4%	7.2%	17.7%	4.4%
%H		97.4%	28.7%	12.2%	78.3%	22.6%	55.7%	33.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1066	1036	513	166	724	362	362	855
%H		97.2%	48.1%	15.6%	67.9%	34.0%	34.0%	80.2%
Working full time	352	344	189	71	211	125	86	332
%V	33.0%	33.2%	36.8%	42.8%	29.1%	34.5%	23.8%	38.8%
%H		97.7%	53.7%	20.2%	59.9%	35.5%	24.4%	94.3%
Working part time	179	174	92	28	125	70	55	163
%V	16.8%	16.8%	17.9%	16.9%	17.3%	19.3%	15.2%	19.1%
%H		97.2%	51.4%	15.6%	69.8%	39.1%	30.7%	91.1%
Not working	535	518	231	67	388	167	221	361
%V	50.2%	50.0%	45.0%	40.4%	53.6%	46.1%	61.0%	42.2%
%H		96.8%	43.2%	12.5%	72.5%	31.2%	41.3%	67.5%
Housewife/Houseperson	863	840	401	126	593	278	315	668
%V	81.0%	81.1%	78.2%	75.9%	81.9%	76.8%	87.0%	78.1%
%H		97.3%	46.5%	14.6%	68.7%	32.2%	36.5%	77.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
AB	826	808	369	146	619	320	299	743
%V	23.0%	23.2%	26.6%	20.9%	22.8%	24.6%	21.1%	28.5%
%H (All HH)		97.8%	44.7%	17.7%	74.9%	38.7%	36.2%	90.0%
%H (TV HH)			45.7%	18.1%	76.6%	39.6%	37.0%	
C1	911	891	350	188	689	335	354	753
%V	25.4%	25.6%	25.2%	26.9%	25.4%	25.8%	25.0%	28.9%
%H (All HH)		97.8%	38.4%	20.6%	75.6%	36.8%	38.9%	82.7%
%H (TV HH)			39.3%	21.1%	77.3%	37.6%	39.7%	
C2	781	770	320	169	614	330	284	583
%V	21.8%	22.1%	23.1%	24.2%	22.6%	25.4%	20.1%	22.4%
%H (All HH)		98.6%	41.0%	21.6%	78.6%	42.3%	36.4%	74.6%
%H (TV HH)			41.6%	21.9%	79.7%	42.9%	36.9%	
D	584	563	215	120	436	204	231	353
%V	16.3%	16.2%	15.5%	17.2%	16.1%	15.7%	16.3%	13.6%
%H (All HH)		96.4%	36.8%	20.5%	74.7%	34.9%	39.6%	60.4%
%H (TV HH)			38.2%	21.3%	77.4%	36.2%	41.0%	
E	482	453	132	75	356	110	246	172
%V	13.4%	13.0%	9.5%	10.7%	13.1%	8.5%	17.4%	6.6%
%H (All HH)		94.0%	27.4%	15.6%	73.9%	22.8%	51.0%	35.7%
%H (TV HH)			29.1%	16.6%	78.6%	24.3%	54.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Under 25	160	148	51	25	110	43	67	113
%V	4.5%	4.2%	3.7%	3.6%	4.1%	3.3%	4.7%	4.3%
%H (All HH)		92.5%	31.9%	15.6%	68.8%	26.9%	41.9%	70.6%
%H (TV HH)			34.5%	16.9%	74.3%	29.1%	45.3%	
25 - 34	561	542	249	130	376	216	159	465
%V	15.7%	15.5%	18.0%	18.6%	13.9%	16.6%	11.2%	17.9%
%H (All HH)		96.6%	44.4%	23.2%	67.0%	38.5%	28.3%	82.9%
%H (TV HH)			45.9%	24.0%	69.4%	39.9%	29.3%	
35 - 44	620	600	292	156	426	269	157	548
%V	17.3%	17.2%	21.1%	22.3%	15.7%	20.7%	11.1%	21.0%
%H (All HH)		96.8%	47.1%	25.2%	68.7%	43.4%	25.3%	88.4%
%H (TV HH)			48.7%	26.0%	71.0%	44.8%	26.2%	
45 - 54	694	678	303	160	528	307	221	596
%V	19.4%	19.4%	21.8%	22.9%	19.5%	23.6%	15.6%	22.9%
%H (All HH)		97.7%	43.7%	23.1%	76.1%	44.2%	31.8%	85.9%
%H (TV HH)			44.7%	23.6%	77.9%	45.3%	32.6%	
55 - 64	579	565	223	112	466	233	234	457
%V	16.2%	16.2%	16.1%	16.0%	17.2%	17.9%	16.5%	17.5%
%H (All HH)		97.6%	38.5%	19.3%	80.5%	40.2%	40.4%	78.9%
%H (TV HH)			39.5%	19.8%	82.5%	41.2%	41.4%	
65 +	970	953	268	115	807	232	576	426
%V	27.1%	27.3%	19.3%	16.5%	29.7%	17.9%	40.7%	16.4%
%H (All HH)		98.2%	27.6%	11.9%	83.2%	23.9%	59.4%	43.9%
%H (TV HH)			28.1%	12.1%	84.7%	24.3%	60.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
1	1075	1024	258	149	833	225	609	513
%V	30.0%	29.4%	18.6%	21.3%	30.7%	17.3%	43.1%	19.7%
%H (All HH)		95.3%	24.0%	13.9%	77.5%	20.9%	56.7%	47.7%
%H (TV HH)			25.2%	14.6%	81.3%	22.0%	59.5%	
2	1195	1172	464	228	934	449	484	918
%V	33.3%	33.6%	33.5%	32.7%	34.4%	34.6%	34.2%	35.3%
%H (All HH)		98.1%	38.8%	19.1%	78.2%	37.6%	40.5%	76.8%
%H (TV HH)			39.6%	19.5%	79.7%	38.3%	41.3%	
3	595	586	288	140	440	274	166	512
%V	16.6%	16.8%	20.8%	20.1%	16.2%	21.1%	11.7%	19.7%
%H (All HH)		98.5%	48.4%	23.5%	73.9%	46.1%	27.9%	86.1%
%H (TV HH)			49.1%	23.9%	75.1%	46.8%	28.3%	
4	471	462	239	117	342	228	114	432
%V	13.1%	13.3%	17.2%	16.8%	12.6%	17.6%	8.1%	16.6%
%H (All HH)		98.1%	50.7%	24.8%	72.6%	48.4%	24.2%	91.7%
%H (TV HH)			51.7%	25.3%	74.0%	49.4%	24.7%	
5+	248	242	138	62	165	124	42	228
%V	6.9%	6.9%	9.9%	8.9%	6.1%	9.5%	3.0%	8.8%
%H (All HH)		97.6%	55.6%	25.0%	66.5%	50.0%	16.9%	91.9%
%H (TV HH)			57.0%	25.6%	68.2%	51.2%	17.4%	
Average HH size	2.37	2.38	2.71	2.65	2.32	2.72	1.95	2.64

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Without	2632	2550	909	461	2039	860	1179	1777
%V	73.4%	73.1%	65.5%	66.0%	75.1%	66.2%	83.4%	68.2%
%H (All HH)		96.9%	34.5%	17.5%	77.5%	32.7%	44.8%	67.5%
%H (TV HH)			35.6%	18.1%	80.0%	33.7%	46.2%	
With	952	936	477	236	674	439	235	827
%V	26.6%	26.9%	34.4%	33.8%	24.8%	33.8%	16.6%	31.8%
%H (All HH)		98.3%	50.1%	24.8%	70.8%	46.1%	24.7%	86.9%
%H (TV HH)			51.0%	25.2%	72.0%	46.9%	25.1%	
0 - 3	369	360	192	84	246	161	85	300
%V	10.3%	10.3%	13.8%	12.0%	9.1%	12.4%	6.0%	11.5%
%H (All HH)		97.6%	52.0%	22.8%	66.7%	43.6%	23.0%	81.3%
%H (TV HH)			53.3%	23.3%	68.3%	44.7%	23.6%	
4 - 9	473	464	233	122	333	218	115	408
%V	13.2%	13.3%	16.8%	17.5%	12.3%	16.8%	8.1%	15.7%
%H (All HH)		98.1%	49.3%	25.8%	70.4%	46.1%	24.3%	86.3%
%H (TV HH)			50.2%	26.3%	71.8%	47.0%	24.8%	
10 - 15	445	439	224	121	317	215	102	411
%V	12.4%	12.6%	16.1%	17.3%	11.7%	16.6%	7.2%	15.8%
%H (All HH)		98.7%	50.3%	27.2%	71.2%	48.3%	22.9%	92.4%
%H (TV HH)			51.0%	27.6%	72.2%	49.0%	23.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
1	1396	1396	427	244	987	277	709	844
%V	39.0%	40.0%	30.8%	35.0%	36.4%	21.3%	50.1%	32.4%
%H (All HH)		100.0%	30.6%	17.5%	70.7%	19.8%	50.8%	60.5%
%H (TV HH)			30.6%	17.5%	70.7%	19.8%	50.8%	
2	1205	1205	510	240	965	502	463	909
%V	33.6%	34.6%	36.8%	34.4%	35.6%	38.6%	32.7%	34.9%
%H (All HH)		100.0%	42.3%	19.9%	80.1%	41.7%	38.4%	75.4%
%H (TV HH)			42.3%	19.9%	80.1%	41.7%	38.4%	
3	554	554	274	122	475	308	168	488
%V	15.5%	15.9%	19.8%	17.5%	17.5%	23.7%	11.9%	18.7%
%H (All HH)		100.0%	49.5%	22.0%	85.7%	55.6%	30.3%	88.1%
%H (TV HH)			49.5%	22.0%	85.7%	55.6%	30.3%	
4	214	214	107	61	187	137	51	197
%V	6.0%	6.1%	7.7%	8.7%	6.9%	10.5%	3.6%	7.6%
%H (All HH)		100.0%	50.0%	28.5%	87.4%	64.0%	23.8%	92.1%
%H (TV HH)			50.0%	28.5%	87.4%	64.0%	23.8%	
5+	117	117	68	30	99	76	23	113
%V	3.3%	3.4%	4.9%	4.3%	3.6%	5.9%	1.6%	4.3%
%H (All HH)		100.0%	58.1%	25.6%	84.6%	65.0%	19.7%	96.6%
%H (TV HH)			58.1%	25.6%	84.6%	65.0%	19.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Under 20"	835	835	333	164	757	409	348	650
%V	23.3%	24.0%	24.0%	23.5%	27.9%	31.5%	24.6%	25.0%
%H (All HH)		100.0%	39.9%	19.6%	90.7%	49.0%	41.7%	77.8%
%H (TV HH)			39.9%	19.6%	90.7%	49.0%	41.7%	
20" - 29"	1348	1348	509	251	1132	528	605	978
%V	37.6%	38.7%	36.7%	36.0%	41.7%	40.6%	42.8%	37.6%
%H (All HH)		100.0%	37.8%	18.6%	84.0%	39.2%	44.9%	72.6%
%H (TV HH)			37.8%	18.6%	84.0%	39.2%	44.9%	
30" - 39"	1828	1828	747	396	1470	761	708	1380
%V	51.0%	52.4%	53.9%	56.7%	54.2%	58.6%	50.1%	53.0%
%H (All HH)		100.0%	40.9%	21.7%	80.4%	41.6%	38.7%	75.5%
%H (TV HH)			40.9%	21.7%	80.4%	41.6%	38.7%	
40" and over	1368	1368	718	326	1006	664	343	1162
%V	38.2%	39.2%	51.8%	46.7%	37.1%	51.1%	24.3%	44.6%
%H (All HH)		100.0%	52.5%	23.8%	73.5%	48.5%	25.1%	84.9%
%H (TV HH)			52.5%	23.8%	73.5%	48.5%	25.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Main living room	3423	3423	1377	692	2680	1292	1388	2509
%V	95.5%	98.2%	99.3%	99.1%	98.7%	99.5%	98.2%	96.4%
%H (All HH)		100.0%	40.2%	20.2%	78.3%	37.7%	40.5%	73.3%
%H (TV HH)			40.2%	20.2%	78.3%	37.7%	40.5%	
Kitchen	429	429	196	75	383	219	163	353
%V	12.0%	12.3%	14.1%	10.7%	14.1%	16.9%	11.5%	13.6%
%H (All HH)		100.0%	45.7%	17.5%	89.3%	51.0%	38.0%	82.3%
%H (TV HH)			45.7%	17.5%	89.3%	51.0%	38.0%	
Adult's bedroom	1453	1453	681	318	1238	761	477	1194
%V	40.5%	41.7%	49.1%	45.6%	45.6%	58.6%	33.7%	45.9%
%H (All HH)		100.0%	46.9%	21.9%	85.2%	52.4%	32.8%	82.2%
%H (TV HH)			46.9%	21.9%	85.2%	52.4%	32.8%	
Child's bedroom	282	282	144	77	245	177	68	259
%V	7.9%	8.1%	10.4%	11.0%	9.0%	13.6%	4.8%	9.9%
%H (All HH)		100.0%	51.1%	27.3%	86.9%	62.8%	24.1%	91.8%
%H (TV HH)			51.1%	27.3%	86.9%	62.8%	24.1%	
Other bedroom	150	150	67	46	127	86	41	138
%V	4.2%	4.3%	4.8%	6.6%	4.7%	6.6%	2.9%	5.3%
%H (All HH)		100.0%	44.7%	30.7%	84.7%	57.3%	27.3%	92.0%
%H (TV HH)			44.7%	30.7%	84.7%	57.3%	27.3%	
Second living/dining room	306	306	140	75	265	163	102	253
%V	8.5%	8.8%	10.1%	10.7%	9.8%	12.5%	7.2%	9.7%
%H (All HH)		100.0%	45.8%	24.5%	86.6%	53.3%	33.3%	82.7%
%H (TV HH)			45.8%	24.5%	86.6%	53.3%	33.3%	
Study/office	44	44	22	8	38	22	16	43
%V	1.2%	1.3%	1.6%	1.1%	1.4%	1.7%	1.1%	1.7%
%H (All HH)		100.0%	50.0%	18.2%	86.4%	50.0%	36.4%	97.7%
%H (TV HH)			50.0%	18.2%	86.4%	50.0%	36.4%	
TV room	21	21	10	4	18	11	7	20
%V	0.6%	0.6%	0.7%	0.6%	0.7%	0.8%	0.5%	0.8%
%H (All HH)		100.0%	47.6%	19.0%	85.7%	52.4%	33.3%	95.2%
%H (TV HH)			47.6%	19.0%	85.7%	52.4%	33.3%	
Conservatory	82	82	39	22	73	49	24	73
%V	2.3%	2.4%	2.8%	3.2%	2.7%	3.8%	1.7%	2.8%
%H (All HH)		100.0%	47.6%	26.8%	89.0%	59.8%	29.3%	89.0%
%H (TV HH)			47.6%	26.8%	89.0%	59.8%	29.3%	
Attic or loft room	3	3	1	1	3	2	0	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	0.0%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	0.0%	
No specific location	4	4	1	1	4	2	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
Other	18	18	8	5	16	11	5	18
%V	0.5%	0.5%	0.6%	0.7%	0.6%	0.8%	0.4%	0.7%
%H (All HH)		100.0%	44.4%	27.8%	88.9%	61.1%	27.8%	100.0%
%H (TV HH)			44.4%	27.8%	88.9%	61.1%	27.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Any DSAT provider	1387	1387	1387	38	901	901	0	1171
%V	38.7%	39.8%	100.0%	5.4%	33.2%	69.4%	0.0%	45.0%
%H (All HH)			100.0%	2.7%	65.0%	65.0%	0.0%	84.4%
%H (TV HH)			100.0%	2.7%	65.0%	65.0%	0.0%	
Sky with subscription	1130	1130	1130	22	749	749	0	989
%V	31.5%	32.4%	81.5%	3.2%	27.6%	57.7%	0.0%	38.0%
%H (All HH)			100.0%	1.9%	66.3%	66.3%	0.0%	87.5%
%H (TV HH)			100.0%	1.9%	66.3%	66.3%	0.0%	
Sky without subscription	93	93	93	6	49	49	0	58
%V	2.6%	2.7%	6.7%	0.9%	1.8%	3.8%	0.0%	2.2%
%H (All HH)			100.0%	6.5%	52.7%	52.7%	0.0%	62.4%
%H (TV HH)			100.0%	6.5%	52.7%	52.7%	0.0%	
Freesat	148	148	148	8	100	100	0	114
%V	4.1%	4.2%	10.7%	1.1%	3.7%	7.7%	0.0%	4.4%
%H (All HH)			100.0%	5.4%	67.6%	67.6%	0.0%	77.0%
%H (TV HH)			100.0%	5.4%	67.6%	67.6%	0.0%	
Other satellite provider	43	43	43	3	22	22	0	35
%V	1.2%	1.2%	3.1%	0.4%	0.8%	1.7%	0.0%	1.3%
%H (All HH)			100.0%	7.0%	51.2%	51.2%	0.0%	81.4%
%H (TV HH)			100.0%	7.0%	51.2%	51.2%	0.0%	
DCAB	698	698	38	698	425	425	0	596
%V	19.5%	20.0%	2.7%	100.0%	15.7%	32.7%	0.0%	22.9%
%H (All HH)			5.4%	100.0%	60.9%	60.9%	0.0%	85.4%
%H (TV HH)			5.4%	100.0%	60.9%	60.9%	0.0%	
DTT	2714	2714	901	425	2714	1299	1414	1923
%V	75.7%	77.9%	65.0%	60.9%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	33.2%	15.7%	100.0%	47.9%	52.1%	70.9%
%H (TV HH)			33.2%	15.7%	100.0%	47.9%	52.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
PVR	2005	2005	1121	470	1472	1029	443	1735
%V	55.9%	57.5%	80.8%	67.3%	54.2%	79.2%	31.3%	66.6%
%H (All HH)		100.0%	55.9%	23.4%	73.4%	51.3%	22.1%	86.5%
%H (TV HH)			55.9%	23.4%	73.4%	51.3%	22.1%	
DVDR	220	220	81	47	176	81	95	178
%V	6.1%	6.3%	5.8%	6.7%	6.5%	6.2%	6.7%	6.8%
%H (All HH)		100.0%	36.8%	21.4%	80.0%	36.8%	43.2%	80.9%
%H (TV HH)			36.8%	21.4%	80.0%	36.8%	43.2%	
VCR	140	140	48	24	118	49	69	85
%V	3.9%	4.0%	3.5%	3.4%	4.3%	3.8%	4.9%	3.3%
%H (All HH)		100.0%	34.3%	17.1%	84.3%	35.0%	49.3%	60.7%
%H (TV HH)			34.3%	17.1%	84.3%	35.0%	49.3%	
Any recorder	2162	2162	1151	493	1610	1062	548	1826
%V	60.3%	62.0%	83.0%	70.6%	59.3%	81.8%	38.8%	70.1%
%H (All HH)		100.0%	53.2%	22.8%	74.5%	49.1%	25.3%	84.5%
%H (TV HH)			53.2%	22.8%	74.5%	49.1%	25.3%	
Receives HDTV (via STB or built-in reception)	1869	1869	873	532	1396	901	495	1595
%V	52.1%	53.6%	62.9%	76.2%	51.4%	69.4%	35.0%	61.3%
%H (All HH)		100.0%	46.7%	28.5%	74.7%	48.2%	26.5%	85.3%
%H (TV HH)			46.7%	28.5%	74.7%	48.2%	26.5%	
DVD/Blu-ray player or recorder	2764	2764	1168	589	2172	1135	1037	2160
%V	77.1%	79.3%	84.2%	84.4%	80.0%	87.4%	73.3%	82.9%
%H (All HH)		100.0%	42.3%	21.3%	78.6%	41.1%	37.5%	78.1%
%H (TV HH)			42.3%	21.3%	78.6%	41.1%	37.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3584	3486	1387	698	2714	1299	1414	2604
%H (All HH)		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%
%H (TV HH)			39.8%	20.0%	77.9%	37.3%	40.6%	
Has broadband internet	2604	2551	1171	596	1923	1124	799	2604
%V	72.7%	73.2%	84.4%	85.4%	70.9%	86.5%	56.5%	100.0%
%H (All HH)		98.0%	45.0%	22.9%	73.8%	43.2%	30.7%	100.0%
%H (TV HH)			45.9%	23.4%	75.4%	44.1%	31.3%	
Number of computers (PCs and laptops)								
0	823	787	182	88	663	145	517	33
%V	23.0%	22.6%	13.1%	12.6%	24.4%	11.2%	36.6%	1.3%
%H (All HH)		95.6%	22.1%	10.7%	80.6%	17.6%	62.8%	4.0%
%H (TV HH)			23.1%	11.2%	84.2%	18.4%	65.7%	
1	1316	1283	520	261	1002	499	503	1168
%V	36.7%	36.8%	37.5%	37.4%	36.9%	38.4%	35.6%	44.9%
%H (All HH)		97.5%	39.5%	19.8%	76.1%	37.9%	38.2%	88.8%
%H (TV HH)			40.5%	20.3%	78.1%	38.9%	39.2%	
2	729	713	330	170	545	325	220	697
%V	20.3%	20.5%	23.8%	24.4%	20.1%	25.0%	15.6%	26.8%
%H (All HH)		97.8%	45.3%	23.3%	74.8%	44.6%	30.2%	95.6%
%H (TV HH)			46.3%	23.8%	76.4%	45.6%	30.9%	
3	371	363	183	90	270	174	96	367
%V	10.4%	10.4%	13.2%	12.9%	9.9%	13.4%	6.8%	14.1%
%H (All HH)		97.8%	49.3%	24.3%	72.8%	46.9%	25.9%	98.9%
%H (TV HH)			50.4%	24.8%	74.4%	47.9%	26.4%	
4	179	175	91	43	122	80	41	176
%V	5.0%	5.0%	6.6%	6.2%	4.5%	6.2%	2.9%	6.8%
%H (All HH)		97.8%	50.8%	24.0%	68.2%	44.7%	22.9%	98.3%
%H (TV HH)			52.0%	24.6%	69.7%	45.7%	23.4%	
5+	167	164	80	47	114	76	38	164
%V	4.7%	4.7%	5.8%	6.7%	4.2%	5.9%	2.7%	6.3%
%H (All HH)		98.2%	47.9%	28.1%	68.3%	45.5%	22.8%	98.2%
%H (TV HH)			48.8%	28.7%	69.5%	46.3%	23.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6952	3064	1493	5625	3155	2470	5522
%H		44.1%	21.5%	80.9%	45.4%	35.5%	79.4%
Under 20"	1068	427	215	977	535	442	856
%V	15.4%	13.9%	14.4%	17.4%	17.0%	17.9%	15.5%
%H		40.0%	20.1%	91.5%	50.1%	41.4%	80.1%
20" - 29"	1658	643	318	1412	692	721	1236
%V	23.8%	21.0%	21.3%	25.1%	21.9%	29.2%	22.4%
%H		38.8%	19.2%	85.2%	41.7%	43.5%	74.5%
30" - 39"	2151	912	484	1748	959	788	1669
%V	30.9%	29.8%	32.4%	31.1%	30.4%	31.9%	30.2%
%H		42.4%	22.5%	81.3%	44.6%	36.6%	77.6%
40" and over	1557	836	377	1150	783	367	1337
%V	22.4%	27.3%	25.3%	20.4%	24.8%	14.9%	24.2%
%H		53.7%	24.2%	73.9%	50.3%	23.6%	85.9%
Don't know	130	50	18	111	49	62	85
%V	1.9%	1.6%	1.2%	2.0%	1.6%	2.5%	1.5%
%H		38.5%	13.8%	85.4%	37.7%	47.7%	65.4%
Not Asked	388	196	81	227	137	90	339
%V	5.6%	6.4%	5.4%	4.0%	4.3%	3.6%	6.1%
%H		50.5%	20.9%	58.5%	35.3%	23.2%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6952	3064	1493	5625	3155	2470	5522
%H		44.1%	21.5%	80.9%	45.4%	35.5%	79.4%
Main living room	3431	1380	694	2685	1294	1391	2516
%V	49.4%	45.0%	46.5%	47.7%	41.0%	56.3%	45.6%
%H		40.2%	20.2%	78.3%	37.7%	40.5%	73.3%
Kitchen	431	198	76	385	221	164	356
%V	6.2%	6.5%	5.1%	6.8%	7.0%	6.6%	6.4%
%H		45.9%	17.6%	89.3%	51.3%	38.1%	82.6%
Adult's bedroom	1681	804	368	1447	910	536	1398
%V	24.2%	26.2%	24.6%	25.7%	28.8%	21.7%	25.3%
%H		47.8%	21.9%	86.1%	54.1%	31.9%	83.2%
Child's bedroom	361	182	101	312	227	85	333
%V	5.2%	5.9%	6.8%	5.5%	7.2%	3.4%	6.0%
%H		50.4%	28.0%	86.4%	62.9%	23.5%	92.2%
Other bedroom	177	80	56	151	104	47	164
%V	2.5%	2.6%	3.8%	2.7%	3.3%	1.9%	3.0%
%H		45.2%	31.6%	85.3%	58.8%	26.6%	92.7%
Second living/dining room	308	142	75	267	165	102	256
%V	4.4%	4.6%	5.0%	4.7%	5.2%	4.1%	4.6%
%H		46.1%	24.4%	86.7%	53.6%	33.1%	83.1%
Study/office	44	22	8	38	22	16	43
%V	0.6%	0.7%	0.5%	0.7%	0.7%	0.6%	0.8%
%H		50.0%	18.2%	86.4%	50.0%	36.4%	97.7%
TV room	21	10	4	18	11	7	20
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		47.6%	19.0%	85.7%	52.4%	33.3%	95.2%
Conservatory	82	39	22	73	49	24	73
%V	1.2%	1.3%	1.5%	1.3%	1.6%	1.0%	1.3%
%H		47.6%	26.8%	89.0%	59.8%	29.3%	89.0%
Attic or loft room	3	1	1	3	2	0	3
%V	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	0.0%	100.0%
No specific location	4	1	1	4	2	2	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
Other	18	8	5	16	11	6	18
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		44.4%	27.8%	88.9%	61.1%	33.3%	100.0%
Not Asked	388	196	81	227	137	90	339
%V	5.6%	6.4%	5.4%	4.0%	4.3%	3.6%	6.1%
%H		50.5%	20.9%	58.5%	35.3%	23.2%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6952	3064	1493	5625	3155	2470	5522
%H		44.1%	21.5%	80.9%	45.4%	35.5%	79.4%
PVR	2593	1527	611	1861	1362	499	2285
%V	37.3%	49.8%	40.9%	33.1%	43.2%	20.2%	41.4%
%H		58.9%	23.6%	71.8%	52.5%	19.2%	88.1%
DVDR	240	89	54	188	88	100	195
%V	3.5%	2.9%	3.6%	3.3%	2.8%	4.0%	3.5%
%H		37.1%	22.5%	78.3%	36.7%	41.7%	81.3%
VCR	147	50	26	123	52	71	89
%V	2.1%	1.6%	1.7%	2.2%	1.6%	2.9%	1.6%
%H		34.0%	17.7%	83.7%	35.4%	48.3%	60.5%
Any recorder	2795	1577	644	2040	1420	620	2412
%V	40.2%	51.5%	43.1%	36.3%	45.0%	25.1%	43.7%
%H		56.4%	23.0%	73.0%	50.8%	22.2%	86.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6952	3064	1493	5625	3155	2470	5522
%H		44.1%	21.5%	80.9%	45.4%	35.5%	79.4%
Receives HDTV (via STB or built-in reception)	2633	1247	770	1993	1321	672	2297
%V	37.9%	40.7%	51.6%	35.4%	41.9%	27.2%	41.6%
%H		47.4%	29.2%	75.7%	50.2%	25.5%	87.2%
DVD/Blu-ray player or recorder	4089	1811	930	3321	1913	1408	3350
%V	58.8%	59.1%	62.3%	59.0%	60.6%	57.0%	60.7%
%H		44.3%	22.7%	81.2%	46.8%	34.4%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3484	1387	698	2713	1299	1413	2549
%H		39.8%	20.0%	77.9%	37.3%	40.6%	73.2%
Under 20"	74	11	8	66	11	55	40
%V	2.1%	0.8%	1.1%	2.4%	0.8%	3.9%	1.6%
%H		14.9%	10.8%	89.2%	14.9%	74.3%	54.1%
20" - 29"	585	142	85	486	124	362	328
%V	16.8%	10.2%	12.2%	17.9%	9.5%	25.6%	12.9%
%H		24.3%	14.5%	83.1%	21.2%	61.9%	56.1%
30" - 39"	1417	521	282	1137	510	628	1010
%V	40.7%	37.6%	40.4%	41.9%	39.3%	44.4%	39.6%
%H		36.8%	19.9%	80.2%	36.0%	44.3%	71.3%
40" and over	1324	697	312	971	639	332	1121
%V	38.0%	50.3%	44.7%	35.8%	49.2%	23.5%	44.0%
%H		52.6%	23.6%	73.3%	48.3%	25.1%	84.7%
Don't know	62	15	10	53	16	37	34
%V	1.8%	1.1%	1.4%	2.0%	1.2%	2.6%	1.3%
%H		24.2%	16.1%	85.5%	25.8%	59.7%	54.8%
Not Asked	22	1	1	0	0	0	16
%V	0.6%	0.1%	0.1%	0.0%	0.0%	0.0%	0.6%
%H		4.5%	4.5%	0.0%	0.0%	0.0%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3484	1387	698	2713	1299	1413	2549
%H		39.8%	20.0%	77.9%	37.3%	40.6%	73.2%
PVR	1948	1095	462	1421	1002	419	1690
%V	55.9%	78.9%	66.2%	52.4%	77.1%	29.7%	66.3%
%H		56.2%	23.7%	72.9%	51.4%	21.5%	86.8%
DVDR	186	67	37	147	63	84	147
%V	5.3%	4.8%	5.3%	5.4%	4.8%	5.9%	5.8%
%H		36.0%	19.9%	79.0%	33.9%	45.2%	79.0%
VCR	119	37	21	98	37	62	69
%V	3.4%	2.7%	3.0%	3.6%	2.8%	4.4%	2.7%
%H		31.1%	17.6%	82.4%	31.1%	52.1%	58.0%
Any recorder	2105	1127	483	1559	1037	522	1781
%V	60.4%	81.3%	69.2%	57.5%	79.8%	36.9%	69.9%
%H		53.5%	22.9%	74.1%	49.3%	24.8%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3484	1387	698	2713	1299	1413	2549
%H		39.8%	20.0%	77.9%	37.3%	40.6%	73.2%
Receives HDTV (via STB or built-in reception)	1797	844	519	1332	868	464	1533
%V	51.6%	60.9%	74.4%	49.1%	66.8%	32.8%	60.1%
%H		47.0%	28.9%	74.1%	48.3%	25.8%	85.3%
DVD/Blu-ray player or recorder	2616	1104	552	2044	1056	988	2041
%V	75.1%	79.6%	79.1%	75.3%	81.3%	69.9%	80.1%
%H		42.2%	21.1%	78.1%	40.4%	37.8%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3467	1677	796	2912	1856	1056	2972
%H		48.4%	23.0%	84.0%	53.5%	30.5%	85.7%
Under 20"	994	415	207	911	524	387	815
%V	28.7%	24.7%	26.0%	31.3%	28.2%	36.6%	27.4%
%H		41.8%	20.8%	91.6%	52.7%	38.9%	82.0%
20" - 29"	1073	501	233	926	568	359	908
%V	30.9%	29.9%	29.3%	31.8%	30.6%	34.0%	30.6%
%H		46.7%	21.7%	86.3%	52.9%	33.5%	84.6%
30" - 39"	733	390	202	610	450	160	658
%V	21.1%	23.3%	25.4%	20.9%	24.2%	15.2%	22.1%
%H		53.2%	27.6%	83.2%	61.4%	21.8%	89.8%
40" and over	233	139	65	179	144	35	216
%V	6.7%	8.3%	8.2%	6.1%	7.8%	3.3%	7.3%
%H		59.7%	27.9%	76.8%	61.8%	15.0%	92.7%
Don't know	68	35	8	58	33	25	51
%V	2.0%	2.1%	1.0%	2.0%	1.8%	2.4%	1.7%
%H		51.5%	11.8%	85.3%	48.5%	36.8%	75.0%
Not Asked	366	197	81	228	137	90	324
%V	10.6%	11.7%	10.2%	7.8%	7.4%	8.5%	10.9%
%H		53.8%	22.1%	62.3%	37.4%	24.6%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3467	1677	796	2912	1856	1056	2972
%H		48.4%	23.0%	84.0%	53.5%	30.5%	85.7%
PVR	645	432	149	440	360	80	595
%V	18.6%	25.8%	18.7%	15.1%	19.4%	7.6%	20.0%
%H		67.0%	23.1%	68.2%	55.8%	12.4%	92.2%
DVDR	54	22	17	41	25	16	48
%V	1.6%	1.3%	2.1%	1.4%	1.3%	1.5%	1.6%
%H		40.7%	31.5%	75.9%	46.3%	29.6%	88.9%
VCR	28	13	5	25	15	9	20
%V	0.8%	0.8%	0.6%	0.9%	0.8%	0.9%	0.7%
%H		46.4%	17.9%	89.3%	53.6%	32.1%	71.4%
Any recorder	690	449	160	482	384	98	631
%V	19.9%	26.8%	20.1%	16.6%	20.7%	9.3%	21.2%
%H		65.1%	23.2%	69.9%	55.7%	14.2%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3467	1677	796	2912	1856	1056	2972
%H		48.4%	23.0%	84.0%	53.5%	30.5%	85.7%
Receives HDTV (via STB or built-in reception)	836	403	251	661	453	208	764
%V	24.1%	24.0%	31.5%	22.7%	24.4%	19.7%	25.7%
%H		48.2%	30.0%	79.1%	54.2%	24.9%	91.4%
DVD/Blu-ray player or recorder	1473	707	378	1277	857	420	1309
%V	42.5%	42.2%	47.5%	43.9%	46.2%	39.8%	44.0%
%H		48.0%	25.7%	86.7%	58.2%	28.5%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8484	8289	3758	1833	6276	3523	2753	6853
%H		97.7%	44.3%	21.6%	74.0%	41.5%	32.4%	80.8%
Total Children	1651	1620	833	414	1145	755	390	1438
%V	19.5%	19.5%	22.2%	22.6%	18.2%	21.4%	14.2%	21.0%
%H		98.1%	50.5%	25.1%	69.4%	45.7%	23.6%	87.1%
0 - 3	438	428	226	102	294	193	101	355
%V	5.2%	5.2%	6.0%	5.6%	4.7%	5.5%	3.7%	5.2%
%H		97.7%	51.6%	23.3%	67.1%	44.1%	23.1%	81.1%
4 - 15	1212	1192	608	311	851	562	289	1084
%V	14.3%	14.4%	16.2%	17.0%	13.6%	16.0%	10.5%	15.8%
%H		98.3%	50.2%	25.7%	70.2%	46.4%	23.8%	89.4%
4 - 9	632	619	316	157	442	290	152	546
%V	7.4%	7.5%	8.4%	8.6%	7.0%	8.2%	5.5%	8.0%
%H		97.9%	50.0%	24.8%	69.9%	45.9%	24.1%	86.4%
10 - 15	580	573	292	154	409	272	137	538
%V	6.8%	6.9%	7.8%	8.4%	6.5%	7.7%	5.0%	7.9%
%H		98.8%	50.3%	26.6%	70.5%	46.9%	23.6%	92.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8484	8289	3758	1833	6276	3523	2753	6853
%H		97.7%	44.3%	21.6%	74.0%	41.5%	32.4%	80.8%
Total Adults (16+)	6833	6669	2925	1419	5131	2768	2363	5415
%V	80.5%	80.5%	77.8%	77.4%	81.8%	78.6%	85.8%	79.0%
%H		97.6%	42.8%	20.8%	75.1%	40.5%	34.6%	79.2%
16 - 19	432	421	209	96	312	200	112	393
%V	5.1%	5.1%	5.6%	5.2%	5.0%	5.7%	4.1%	5.7%
%H		97.5%	48.4%	22.2%	72.2%	46.3%	25.9%	91.0%
20 - 24	552	532	240	123	399	233	166	472
%V	6.5%	6.4%	6.4%	6.7%	6.4%	6.6%	6.0%	6.9%
%H		96.4%	43.5%	22.3%	72.3%	42.2%	30.1%	85.5%
25 - 34	1125	1089	529	262	765	468	297	958
%V	13.3%	13.1%	14.1%	14.3%	12.2%	13.3%	10.8%	14.0%
%H		96.8%	47.0%	23.3%	68.0%	41.6%	26.4%	85.2%
35 - 44	1096	1064	542	271	758	497	262	982
%V	12.9%	12.8%	14.4%	14.8%	12.1%	14.1%	9.5%	14.3%
%H		97.1%	49.5%	24.7%	69.2%	45.3%	23.9%	89.6%
45 - 54	1189	1165	555	281	898	553	345	1047
%V	14.0%	14.1%	14.8%	15.3%	14.3%	15.7%	12.5%	15.3%
%H		98.0%	46.7%	23.6%	75.5%	46.5%	29.0%	88.1%
55 - 64	975	957	392	194	787	406	381	800
%V	11.5%	11.5%	10.4%	10.6%	12.5%	11.5%	13.8%	11.7%
%H		98.2%	40.2%	19.9%	80.7%	41.6%	39.1%	82.1%
65+	1464	1440	457	192	1212	411	801	763
%V	17.3%	17.4%	12.2%	10.5%	19.3%	11.7%	29.1%	11.1%
%H		98.4%	31.2%	13.1%	82.8%	28.1%	54.7%	52.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6833	6669	2925	1419	5131	2768	2363	5415
%H		97.6%	42.8%	20.8%	75.1%	40.5%	34.6%	79.2%
AB	1663	1635	809	306	1254	717	537	1540
%V	24.3%	24.5%	27.7%	21.6%	24.4%	25.9%	22.7%	28.4%
%H		98.3%	48.6%	18.4%	75.4%	43.1%	32.3%	92.6%
C1	1792	1754	735	391	1344	715	629	1562
%V	26.2%	26.3%	25.1%	27.6%	26.2%	25.8%	26.6%	28.8%
%H		97.9%	41.0%	21.8%	75.0%	39.9%	35.1%	87.2%
C2	1568	1546	689	368	1219	719	500	1260
%V	22.9%	23.2%	23.6%	25.9%	23.8%	26.0%	21.2%	23.3%
%H		98.6%	43.9%	23.5%	77.7%	45.9%	31.9%	80.4%
D	1123	1084	473	239	816	436	380	764
%V	16.4%	16.3%	16.2%	16.8%	15.9%	15.8%	16.1%	14.1%
%H		96.5%	42.1%	21.3%	72.7%	38.8%	33.8%	68.0%
E	688	650	218	116	498	181	317	289
%V	10.1%	9.7%	7.5%	8.2%	9.7%	6.5%	13.4%	5.3%
%H		94.5%	31.7%	16.9%	72.4%	26.3%	46.1%	42.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6833	6669	2925	1419	5131	2768	2363	5415
%H		97.6%	42.8%	20.8%	75.1%	40.5%	34.6%	79.2%
Working full time	2990	2936	1439	708	2200	1386	814	2697
%V	43.8%	44.0%	49.2%	49.9%	42.9%	50.1%	34.4%	49.8%
%H		98.2%	48.1%	23.7%	73.6%	46.4%	27.2%	90.2%
Working part time	773	758	355	169	575	335	240	681
%V	11.3%	11.4%	12.1%	11.9%	11.2%	12.1%	10.2%	12.6%
%H		98.1%	45.9%	21.9%	74.4%	43.3%	31.0%	88.1%
Not working	3070	2975	1131	543	2356	1048	1308	2036
%V	44.9%	44.6%	38.7%	38.3%	45.9%	37.9%	55.4%	37.6%
%H		96.9%	36.8%	17.7%	76.7%	34.1%	42.6%	66.3%
Housewife/Houseperson	3584	3486	1387	698	2714	1299	1414	2604
%V	52.5%	52.3%	47.4%	49.2%	52.9%	46.9%	59.8%	48.1%
%H		97.3%	38.7%	19.5%	75.7%	36.2%	39.5%	72.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3325	3234	1456	702	2452	1368	1084	2693
%H		97.3%	43.8%	21.1%	73.7%	41.1%	32.6%	81.0%
16 - 19	205	201	96	49	148	96	52	188
%V	6.2%	6.2%	6.6%	7.0%	6.0%	7.0%	4.8%	7.0%
%H		98.0%	46.8%	23.9%	72.2%	46.8%	25.4%	91.7%
20 - 24	279	268	124	61	192	115	77	248
%V	8.4%	8.3%	8.5%	8.7%	7.8%	8.4%	7.1%	9.2%
%H		96.1%	44.4%	21.9%	68.8%	41.2%	27.6%	88.9%
25 - 34	556	534	260	129	379	234	145	481
%V	16.7%	16.5%	17.9%	18.4%	15.5%	17.1%	13.4%	17.9%
%H		96.0%	46.8%	23.2%	68.2%	42.1%	26.1%	86.5%
35 - 44	543	526	273	128	370	242	128	481
%V	16.3%	16.3%	18.8%	18.2%	15.1%	17.7%	11.8%	17.9%
%H		96.9%	50.3%	23.6%	68.1%	44.6%	23.6%	88.6%
45 - 54	589	573	272	144	438	273	165	510
%V	17.7%	17.7%	18.7%	20.5%	17.9%	20.0%	15.2%	18.9%
%H		97.3%	46.2%	24.4%	74.4%	46.3%	28.0%	86.6%
55 - 64	486	475	193	96	388	198	190	394
%V	14.6%	14.7%	13.3%	13.7%	15.8%	14.5%	17.5%	14.6%
%H		97.7%	39.7%	19.8%	79.8%	40.7%	39.1%	81.1%
65+	668	657	238	95	537	209	328	390
%V	20.1%	20.3%	16.3%	13.5%	21.9%	15.3%	30.3%	14.5%
%H		98.4%	35.6%	14.2%	80.4%	31.3%	49.1%	58.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3325	3234	1456	702	2452	1368	1084	2693
%H		97.3%	43.8%	21.1%	73.7%	41.1%	32.6%	81.0%
AB	827	812	410	156	615	361	253	775
%V	24.9%	25.1%	28.2%	22.2%	25.1%	26.4%	23.3%	28.8%
%H		98.2%	49.6%	18.9%	74.4%	43.7%	30.6%	93.7%
C1	839	818	363	179	615	343	272	747
%V	25.2%	25.3%	24.9%	25.5%	25.1%	25.1%	25.1%	27.7%
%H		97.5%	43.3%	21.3%	73.3%	40.9%	32.4%	89.0%
C2	834	821	360	203	637	377	260	664
%V	25.1%	25.4%	24.7%	28.9%	26.0%	27.6%	24.0%	24.7%
%H		98.4%	43.2%	24.3%	76.4%	45.2%	31.2%	79.6%
D	554	532	238	118	393	213	180	384
%V	16.7%	16.5%	16.3%	16.8%	16.0%	15.6%	16.6%	14.3%
%H		96.0%	43.0%	21.3%	70.9%	38.4%	32.5%	69.3%
E	271	250	85	46	192	73	119	123
%V	8.2%	7.7%	5.8%	6.6%	7.8%	5.3%	11.0%	4.6%
%H		92.3%	31.4%	17.0%	70.8%	26.9%	43.9%	45.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3325	3234	1456	702	2452	1368	1084	2693
%H		97.3%	43.8%	21.1%	73.7%	41.1%	32.6%	81.0%
Working full time	1885	1848	924	443	1375	880	496	1695
%V	56.7%	57.1%	63.5%	63.1%	56.1%	64.3%	45.8%	62.9%
%H		98.0%	49.0%	23.5%	72.9%	46.7%	26.3%	89.9%
Working part time	174	165	73	31	119	60	59	146
%V	5.2%	5.1%	5.0%	4.4%	4.9%	4.4%	5.4%	5.4%
%H		94.8%	42.0%	17.8%	68.4%	34.5%	33.9%	83.9%
Not working	1266	1221	459	228	957	428	529	852
%V	38.1%	37.8%	31.5%	32.5%	39.0%	31.3%	48.8%	31.6%
%H		96.4%	36.3%	18.0%	75.6%	33.8%	41.8%	67.3%
Housewife/Houseperson	748	712	251	129	538	215	324	464
%V	22.5%	22.0%	17.2%	18.4%	21.9%	15.7%	29.9%	17.2%
%H		95.2%	33.6%	17.2%	71.9%	28.7%	43.3%	62.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3508	3435	1469	717	2679	1400	1279	2722
%H		97.9%	41.9%	20.4%	76.4%	39.9%	36.5%	77.6%
16 - 19	227	220	113	48	164	104	60	205
%V	6.5%	6.4%	7.7%	6.7%	6.1%	7.4%	4.7%	7.5%
%H		96.9%	49.8%	21.1%	72.2%	45.8%	26.4%	90.3%
20 - 24	273	263	116	62	206	118	89	223
%V	7.8%	7.7%	7.9%	8.6%	7.7%	8.4%	7.0%	8.2%
%H		96.3%	42.5%	22.7%	75.5%	43.2%	32.6%	81.7%
25 - 34	570	555	269	133	386	234	152	477
%V	16.2%	16.2%	18.3%	18.5%	14.4%	16.7%	11.9%	17.5%
%H		97.4%	47.2%	23.3%	67.7%	41.1%	26.7%	83.7%
35 - 44	553	538	270	143	388	254	134	501
%V	15.8%	15.7%	18.4%	19.9%	14.5%	18.1%	10.5%	18.4%
%H		97.3%	48.8%	25.9%	70.2%	45.9%	24.2%	90.6%
45 - 54	600	592	283	137	460	280	180	537
%V	17.1%	17.2%	19.3%	19.1%	17.2%	20.0%	14.1%	19.7%
%H		98.7%	47.2%	22.8%	76.7%	46.7%	30.0%	89.5%
55 - 64	488	483	199	99	399	208	191	406
%V	13.9%	14.1%	13.5%	13.8%	14.9%	14.9%	14.9%	14.9%
%H		99.0%	40.8%	20.3%	81.8%	42.6%	39.1%	83.2%
65+	796	783	219	97	675	202	473	372
%V	22.7%	22.8%	14.9%	13.5%	25.2%	14.4%	37.0%	13.7%
%H		98.4%	27.5%	12.2%	84.8%	25.4%	59.4%	46.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3508	3435	1469	717	2679	1400	1279	2722
%H		97.9%	41.9%	20.4%	76.4%	39.9%	36.5%	77.6%
AB	836	823	399	150	639	356	283	765
%V	23.8%	24.0%	27.2%	20.9%	23.9%	25.4%	22.1%	28.1%
%H		98.4%	47.7%	17.9%	76.4%	42.6%	33.9%	91.5%
C1	953	936	372	212	729	372	357	814
%V	27.2%	27.2%	25.3%	29.6%	27.2%	26.6%	27.9%	29.9%
%H		98.2%	39.0%	22.2%	76.5%	39.0%	37.5%	85.4%
C2	734	725	329	165	582	343	240	596
%V	20.9%	21.1%	22.4%	23.0%	21.7%	24.5%	18.8%	21.9%
%H		98.8%	44.8%	22.5%	79.3%	46.7%	32.7%	81.2%
D	568	551	235	121	423	222	201	380
%V	16.2%	16.0%	16.0%	16.9%	15.8%	15.9%	15.7%	14.0%
%H		97.0%	41.4%	21.3%	74.5%	39.1%	35.4%	66.9%
E	417	399	134	69	306	108	199	166
%V	11.9%	11.6%	9.1%	9.6%	11.4%	7.7%	15.6%	6.1%
%H		95.7%	32.1%	16.5%	73.4%	25.9%	47.7%	39.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3508	3435	1469	717	2679	1400	1279	2722
%H		97.9%	41.9%	20.4%	76.4%	39.9%	36.5%	77.6%
Working full time	1105	1088	515	265	825	506	319	1002
%V	31.5%	31.7%	35.1%	37.0%	30.8%	36.1%	24.9%	36.8%
%H		98.5%	46.6%	24.0%	74.7%	45.8%	28.9%	90.7%
Working part time	599	593	282	138	455	275	181	535
%V	17.1%	17.3%	19.2%	19.2%	17.0%	19.6%	14.2%	19.7%
%H		99.0%	47.1%	23.0%	76.0%	45.9%	30.2%	89.3%
Not working	1804	1755	672	315	1399	619	780	1185
%V	51.4%	51.1%	45.7%	43.9%	52.2%	44.2%	61.0%	43.5%
%H		97.3%	37.3%	17.5%	77.5%	34.3%	43.2%	65.7%
Housewife/Houseperson	2836	2774	1136	569	2175	1085	1091	2140
%V	80.8%	80.8%	77.3%	79.4%	81.2%	77.5%	85.3%	78.6%
%H		97.8%	40.1%	20.1%	76.7%	38.3%	38.5%	75.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC East

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
AB	452	435	206	68	330	168	163	418
%V	23.5%	23.5%	23.7%	25.5%	23.9%	25.5%	22.7%	27.8%
%H (All HH)		96.2%	45.6%	15.0%	73.0%	37.2%	36.1%	92.5%
%H (TV HH)			47.4%	15.6%	75.9%	38.6%	37.5%	
C1	567	547	254	95	399	199	200	469
%V	29.5%	29.5%	29.2%	35.6%	29.0%	30.2%	27.8%	31.2%
%H (All HH)		96.5%	44.8%	16.8%	70.4%	35.1%	35.3%	82.7%
%H (TV HH)			46.4%	17.4%	72.9%	36.4%	36.6%	
C2	438	426	216	51	315	159	156	348
%V	22.8%	23.0%	24.8%	19.1%	22.9%	24.1%	21.7%	23.2%
%H (All HH)		97.3%	49.3%	11.6%	71.9%	36.3%	35.6%	79.5%
%H (TV HH)			50.7%	12.0%	73.9%	37.3%	36.6%	
D	281	269	127	34	194	83	110	186
%V	14.6%	14.5%	14.6%	12.7%	14.1%	12.6%	15.3%	12.4%
%H (All HH)		95.7%	45.2%	12.1%	69.0%	29.5%	39.1%	66.2%
%H (TV HH)			47.2%	12.6%	72.1%	30.9%	40.9%	
E	184	175	68	19	141	51	90	81
%V	9.6%	9.4%	7.8%	7.1%	10.2%	7.7%	12.5%	5.4%
%H (All HH)		95.1%	37.0%	10.3%	76.6%	27.7%	48.9%	44.0%
%H (TV HH)			38.9%	10.9%	80.6%	29.1%	51.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%V (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Under 25	72	62	31	7	37	16	21	55
%V	3.7%	3.3%	3.6%	2.6%	2.7%	2.4%	2.9%	3.7%
%H (All HH)		86.1%	43.1%	9.7%	51.4%	22.2%	29.2%	76.4%
%H (TV HH)			50.0%	11.3%	59.7%	25.8%	33.9%	
25 - 34	280	262	147	45	162	93	70	257
%V	14.6%	14.1%	16.9%	16.9%	11.8%	14.1%	9.7%	17.1%
%H (All HH)		93.6%	52.5%	16.1%	57.9%	33.2%	25.0%	91.8%
%H (TV HH)			56.1%	17.2%	61.8%	35.5%	26.7%	
35 - 44	330	320	177	51	211	120	91	301
%V	17.2%	17.3%	20.3%	19.1%	15.3%	18.2%	12.7%	20.0%
%H (All HH)		97.0%	53.6%	15.5%	63.9%	36.4%	27.6%	91.2%
%H (TV HH)			55.3%	15.9%	65.9%	37.5%	28.4%	
45 - 54	375	368	181	61	277	150	127	342
%V	19.5%	19.9%	20.8%	22.8%	20.1%	22.8%	17.7%	22.8%
%H (All HH)		98.1%	48.3%	16.3%	73.9%	40.0%	33.9%	91.2%
%H (TV HH)			49.2%	16.6%	75.3%	40.8%	34.5%	
55 - 64	318	310	139	49	233	109	124	269
%V	16.6%	16.7%	16.0%	18.4%	16.9%	16.5%	17.2%	17.9%
%H (All HH)		97.5%	43.7%	15.4%	73.3%	34.3%	39.0%	84.6%
%H (TV HH)			44.8%	15.8%	75.2%	35.2%	40.0%	
65 +	547	530	195	53	458	172	286	278
%V	28.5%	28.6%	22.4%	19.9%	33.2%	26.1%	39.8%	18.5%
%H (All HH)		96.9%	35.6%	9.7%	83.7%	31.4%	52.3%	50.8%
%H (TV HH)			36.8%	10.0%	86.4%	32.5%	54.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
1	548	517	172	60	411	130	281	287
%V	28.5%	27.9%	19.8%	22.5%	29.8%	19.7%	39.1%	19.1%
%H (All HH)		94.3%	31.4%	10.9%	75.0%	23.7%	51.3%	52.4%
%H (TV HH)			33.3%	11.6%	79.5%	25.1%	54.4%	
2	696	671	325	90	505	243	262	575
%V	36.2%	36.2%	37.4%	33.7%	36.6%	36.9%	36.4%	38.3%
%H (All HH)		96.4%	46.7%	12.9%	72.6%	34.9%	37.6%	82.6%
%H (TV HH)			48.4%	13.4%	75.3%	36.2%	39.0%	
3	276	271	151	46	194	118	75	258
%V	14.4%	14.6%	17.4%	17.2%	14.1%	17.9%	10.4%	17.2%
%H (All HH)		98.2%	54.7%	16.7%	70.3%	42.8%	27.2%	93.5%
%H (TV HH)			55.7%	17.0%	71.6%	43.5%	27.7%	
4	276	269	151	47	188	116	72	264
%V	14.4%	14.5%	17.4%	17.6%	13.6%	17.6%	10.0%	17.6%
%H (All HH)		97.5%	54.7%	17.0%	68.1%	42.0%	26.1%	95.7%
%H (TV HH)			56.1%	17.5%	69.9%	43.1%	26.8%	
5+	125	123	71	25	81	52	29	118
%V	6.5%	6.6%	8.2%	9.4%	5.9%	7.9%	4.0%	7.9%
%H (All HH)		98.4%	56.8%	20.0%	64.8%	41.6%	23.2%	94.4%
%H (TV HH)			57.7%	20.3%	65.9%	42.3%	23.6%	
Average HH size	2.37	2.38	2.61	2.60	2.31	2.60	2.05	2.60

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Without	1433	1374	599	188	1061	472	589	1050
%V	74.6%	74.2%	68.9%	70.4%	77.0%	71.6%	81.9%	69.9%
%H (All HH)		95.9%	41.8%	13.1%	74.0%	32.9%	41.1%	73.3%
%H (TV HH)			43.6%	13.7%	77.2%	34.4%	42.9%	
With	489	478	271	79	318	188	130	453
%V	25.5%	25.8%	31.1%	29.6%	23.1%	28.5%	18.1%	30.2%
%H (All HH)		97.8%	55.4%	16.2%	65.0%	38.4%	26.6%	92.6%
%H (TV HH)			56.7%	16.5%	66.5%	39.3%	27.2%	
0 - 3	185	182	105	25	115	66	49	167
%V	9.6%	9.8%	12.1%	9.4%	8.3%	10.0%	6.8%	11.1%
%H (All HH)		98.4%	56.8%	13.5%	62.2%	35.7%	26.5%	90.3%
%H (TV HH)			57.7%	13.7%	63.2%	36.3%	26.9%	
4 - 9	247	241	149	36	149	92	58	229
%V	12.9%	13.0%	17.1%	13.5%	10.8%	14.0%	8.1%	15.2%
%H (All HH)		97.6%	60.3%	14.6%	60.3%	37.2%	23.5%	92.7%
%H (TV HH)			61.8%	14.9%	61.8%	38.2%	24.1%	
10 - 15	230	225	122	44	158	96	62	218
%V	12.0%	12.1%	14.0%	16.5%	11.5%	14.6%	8.6%	14.5%
%H (All HH)		97.8%	53.0%	19.1%	68.7%	41.7%	27.0%	94.8%
%H (TV HH)			54.2%	19.6%	70.2%	42.7%	27.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
1	674	674	263	96	426	119	308	468
%V	35.1%	36.4%	30.2%	36.0%	30.9%	18.1%	42.8%	31.2%
%H (All HH)		100.0%	39.0%	14.2%	63.2%	17.7%	45.7%	69.4%
%H (TV HH)			39.0%	14.2%	63.2%	17.7%	45.7%	
2	662	662	311	94	520	254	266	515
%V	34.5%	35.7%	35.7%	35.2%	37.7%	38.5%	37.0%	34.3%
%H (All HH)		100.0%	47.0%	14.2%	78.5%	38.4%	40.2%	77.8%
%H (TV HH)			47.0%	14.2%	78.5%	38.4%	40.2%	
3	321	321	180	52	259	167	92	290
%V	16.7%	17.3%	20.7%	19.5%	18.8%	25.3%	12.8%	19.3%
%H (All HH)		100.0%	56.1%	16.2%	80.7%	52.0%	28.7%	90.3%
%H (TV HH)			56.1%	16.2%	80.7%	52.0%	28.7%	
4	122	122	71	15	107	70	37	114
%V	6.4%	6.6%	8.2%	5.6%	7.8%	10.6%	5.1%	7.6%
%H (All HH)		100.0%	58.2%	12.3%	87.7%	57.4%	30.3%	93.4%
%H (TV HH)			58.2%	12.3%	87.7%	57.4%	30.3%	
5+	73	73	46	10	65	49	17	70
%V	3.8%	3.9%	5.3%	3.7%	4.7%	7.4%	2.4%	4.7%
%H (All HH)		100.0%	63.0%	13.7%	89.0%	67.1%	23.3%	95.9%
%H (TV HH)			63.0%	13.7%	89.0%	67.1%	23.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Under 20"	570	570	250	84	503	261	242	452
%V	29.7%	30.8%	28.7%	31.5%	36.5%	39.6%	33.7%	30.1%
%H (All HH)		100.0%	43.9%	14.7%	88.2%	45.8%	42.5%	79.3%
%H (TV HH)			43.9%	14.7%	88.2%	45.8%	42.5%	
20" - 29"	716	716	318	87	593	276	316	530
%V	37.3%	38.7%	36.6%	32.6%	43.0%	41.9%	43.9%	35.3%
%H (All HH)		100.0%	44.4%	12.2%	82.8%	38.5%	44.1%	74.0%
%H (TV HH)			44.4%	12.2%	82.8%	38.5%	44.1%	
30" - 39"	953	953	466	141	731	375	356	783
%V	49.6%	51.5%	53.6%	52.8%	53.0%	56.9%	49.5%	52.1%
%H (All HH)		100.0%	48.9%	14.8%	76.7%	39.3%	37.4%	82.2%
%H (TV HH)			48.9%	14.8%	76.7%	39.3%	37.4%	
40" and over	735	735	447	116	515	338	177	661
%V	38.3%	39.7%	51.4%	43.4%	37.4%	51.3%	24.6%	44.0%
%H (All HH)		100.0%	60.8%	15.8%	70.1%	46.0%	24.1%	89.9%
%H (TV HH)			60.8%	15.8%	70.1%	46.0%	24.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Main living room	1815	1815	857	263	1360	653	707	1425
%V	94.5%	98.0%	98.5%	98.5%	98.7%	99.1%	98.3%	94.9%
%H (All HH)		100.0%	47.2%	14.5%	74.9%	36.0%	39.0%	78.5%
%H (TV HH)			47.2%	14.5%	74.9%	36.0%	39.0%	
Kitchen	262	262	130	38	237	140	97	222
%V	13.6%	14.1%	14.9%	14.2%	17.2%	21.2%	13.5%	14.8%
%H (All HH)		100.0%	49.6%	14.5%	90.5%	53.4%	37.0%	84.7%
%H (TV HH)			49.6%	14.5%	90.5%	53.4%	37.0%	
Adult's bedroom	789	789	417	111	667	398	269	670
%V	41.1%	42.6%	47.9%	41.6%	48.4%	60.4%	37.4%	44.6%
%H (All HH)		100.0%	52.9%	14.1%	84.5%	50.4%	34.1%	84.9%
%H (TV HH)			52.9%	14.1%	84.5%	50.4%	34.1%	
Child's bedroom	155	155	90	27	125	85	40	147
%V	8.1%	8.4%	10.3%	10.1%	9.1%	12.9%	5.6%	9.8%
%H (All HH)		100.0%	58.1%	17.4%	80.6%	54.8%	25.8%	94.8%
%H (TV HH)			58.1%	17.4%	80.6%	54.8%	25.8%	
Other bedroom	104	104	60	14	87	55	32	96
%V	5.4%	5.6%	6.9%	5.2%	6.3%	8.3%	4.5%	6.4%
%H (All HH)		100.0%	57.7%	13.5%	83.7%	52.9%	30.8%	92.3%
%H (TV HH)			57.7%	13.5%	83.7%	52.9%	30.8%	
Second living/dining room	181	181	86	25	153	81	72	154
%V	9.4%	9.8%	9.9%	9.4%	11.1%	12.3%	10.0%	10.3%
%H (All HH)		100.0%	47.5%	13.8%	84.5%	44.8%	39.8%	85.1%
%H (TV HH)			47.5%	13.8%	84.5%	44.8%	39.8%	
Study/office	30	30	21	4	25	20	5	29
%V	1.6%	1.6%	2.4%	1.5%	1.8%	3.0%	0.7%	1.9%
%H (All HH)		100.0%	70.0%	13.3%	83.3%	66.7%	16.7%	96.7%
%H (TV HH)			70.0%	13.3%	83.3%	66.7%	16.7%	
TV room	15	15	5	3	13	6	7	15
%V	0.8%	0.8%	0.6%	1.1%	0.9%	0.9%	1.0%	1.0%
%H (All HH)		100.0%	33.3%	20.0%	86.7%	40.0%	46.7%	100.0%
%H (TV HH)			33.3%	20.0%	86.7%	40.0%	46.7%	
Conservatory	44	44	26	8	41	28	12	40
%V	2.3%	2.4%	3.0%	3.0%	3.0%	4.2%	1.7%	2.7%
%H (All HH)		100.0%	59.1%	18.2%	93.2%	63.6%	27.3%	90.9%
%H (TV HH)			59.1%	18.2%	93.2%	63.6%	27.3%	
Attic or loft room	5	5	3	0	5	3	2	4
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	80.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
No specific location	7	7	4	1	5	4	1	6
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.6%	0.1%	0.4%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	57.1%	14.3%	85.7%
%H (TV HH)			57.1%	14.3%	71.4%	57.1%	14.3%	
Other	19	19	15	0	14	10	3	17
%V	1.0%	1.0%	1.7%	0.0%	1.0%	1.5%	0.4%	1.1%
%H (All HH)		100.0%	78.9%	0.0%	73.7%	52.6%	15.8%	89.5%
%H (TV HH)			78.9%	0.0%	73.7%	52.6%	15.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Any DSAT provider	870	870	870	20	525	525	0	753
%V	45.3%	47.0%	100.0%	7.5%	38.1%	79.7%	0.0%	50.1%
%H (All HH)			100.0%	2.3%	60.3%	60.3%	0.0%	86.6%
%H (TV HH)			100.0%	2.3%	60.3%	60.3%	0.0%	
Sky with subcription	668	668	668	9	401	401	0	597
%V	34.8%	36.1%	76.8%	3.4%	29.1%	60.8%	0.0%	39.7%
%H (All HH)			100.0%	1.3%	60.0%	60.0%	0.0%	89.4%
%H (TV HH)			100.0%	1.3%	60.0%	60.0%	0.0%	
Sky without subscription	52	52	52	2	33	33	0	42
%V	2.7%	2.8%	6.0%	0.7%	2.4%	5.0%	0.0%	2.8%
%H (All HH)			100.0%	3.8%	63.5%	63.5%	0.0%	80.8%
%H (TV HH)			100.0%	3.8%	63.5%	63.5%	0.0%	
Freesat	133	133	133	6	86	86	0	104
%V	6.9%	7.2%	15.3%	2.2%	6.2%	13.1%	0.0%	6.9%
%H (All HH)			100.0%	4.5%	64.7%	64.7%	0.0%	78.2%
%H (TV HH)			100.0%	4.5%	64.7%	64.7%	0.0%	
Other satellite provider	41	41	41	5	21	21	0	34
%V	2.1%	2.2%	4.7%	1.9%	1.5%	3.2%	0.0%	2.3%
%H (All HH)			100.0%	12.2%	51.2%	51.2%	0.0%	82.9%
%H (TV HH)			100.0%	12.2%	51.2%	51.2%	0.0%	
DCAB	267	267	20	267	141	141	0	242
%V	13.9%	14.4%	2.3%	100.0%	10.2%	21.4%	0.0%	16.1%
%H (All HH)			7.5%	100.0%	52.8%	52.8%	0.0%	90.6%
%H (TV HH)			7.5%	100.0%	52.8%	52.8%	0.0%	
DTT	1378	1378	525	141	1378	659	719	1046
%V	71.7%	74.4%	60.3%	52.8%	100.0%	100.0%	100.0%	69.6%
%H (All HH)		100.0%	38.1%	10.2%	100.0%	47.8%	52.2%	75.9%
%H (TV HH)			38.1%	10.2%	100.0%	47.8%	52.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
PVR	1137	1137	716	195	774	534	240	1000
%V	59.2%	61.4%	82.3%	73.0%	56.2%	81.0%	33.4%	66.6%
%H (All HH)		100.0%	63.0%	17.2%	68.1%	47.0%	21.1%	88.0%
%H (TV HH)			63.0%	17.2%	68.1%	47.0%	21.1%	
DVDR	184	184	108	28	151	100	51	157
%V	9.6%	9.9%	12.4%	10.5%	11.0%	15.2%	7.1%	10.5%
%H (All HH)		100.0%	58.7%	15.2%	82.1%	54.3%	27.7%	85.3%
%H (TV HH)			58.7%	15.2%	82.1%	54.3%	27.7%	
VCR	93	93	38	18	78	38	40	67
%V	4.8%	5.0%	4.4%	6.7%	5.7%	5.8%	5.6%	4.5%
%H (All HH)		100.0%	40.9%	19.4%	83.9%	40.9%	43.0%	72.0%
%H (TV HH)			40.9%	19.4%	83.9%	40.9%	43.0%	
Any recorder	1208	1208	733	203	832	546	286	1042
%V	62.9%	65.2%	84.3%	76.0%	60.4%	82.9%	39.8%	69.4%
%H (All HH)		100.0%	60.7%	16.8%	68.9%	45.2%	23.7%	86.3%
%H (TV HH)			60.7%	16.8%	68.9%	45.2%	23.7%	
Receives HDTV (via STB or built-in reception)	1015	1015	562	211	722	465	257	889
%V	52.8%	54.8%	64.6%	79.0%	52.4%	70.6%	35.7%	59.2%
%H (All HH)		100.0%	55.4%	20.8%	71.1%	45.8%	25.3%	87.6%
%H (TV HH)			55.4%	20.8%	71.1%	45.8%	25.3%	
DVD/Blu-ray player or recorder	1371	1371	707	212	1004	539	465	1134
%V	71.4%	74.0%	81.3%	79.4%	72.9%	81.8%	64.7%	75.5%
%H (All HH)		100.0%	51.6%	15.5%	73.2%	39.3%	33.9%	82.7%
%H (TV HH)			51.6%	15.5%	73.2%	39.3%	33.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1921	1852	870	267	1378	659	719	1502
%H (All HH)		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%
%H (TV HH)			47.0%	14.4%	74.4%	35.6%	38.8%	
Has broadband internet	1502	1456	753	242	1046	581	465	1502
%V	78.2%	78.6%	86.6%	90.6%	75.9%	88.2%	64.7%	100.0%
%H (All HH)		96.9%	50.1%	16.1%	69.6%	38.7%	31.0%	100.0%
%H (TV HH)			51.7%	16.6%	71.8%	39.9%	31.9%	
Number of computers (PCs and laptops)								
0	364	344	98	23	292	68	224	16
%V	18.9%	18.6%	11.3%	8.6%	21.2%	10.3%	31.2%	1.1%
%H (All HH)		94.5%	26.9%	6.3%	80.2%	18.7%	61.5%	4.4%
%H (TV HH)			28.5%	6.7%	84.9%	19.8%	65.1%	
1	665	638	287	91	464	205	259	612
%V	34.6%	34.4%	33.0%	34.1%	33.7%	31.1%	36.0%	40.7%
%H (All HH)		95.9%	43.2%	13.7%	69.8%	30.8%	38.9%	92.0%
%H (TV HH)			45.0%	14.3%	72.7%	32.1%	40.6%	
2	441	428	234	70	299	173	126	427
%V	23.0%	23.1%	26.9%	26.2%	21.7%	26.3%	17.5%	28.4%
%H (All HH)		97.1%	53.1%	15.9%	67.8%	39.2%	28.6%	96.8%
%H (TV HH)			54.7%	16.4%	69.9%	40.4%	29.4%	
3	219	213	117	43	148	93	55	216
%V	11.4%	11.5%	13.4%	16.1%	10.7%	14.1%	7.6%	14.4%
%H (All HH)		97.3%	53.4%	19.6%	67.6%	42.5%	25.1%	98.6%
%H (TV HH)			54.9%	20.2%	69.5%	43.7%	25.8%	
4	116	114	68	19	89	63	26	115
%V	6.0%	6.2%	7.8%	7.1%	6.5%	9.6%	3.6%	7.7%
%H (All HH)		98.3%	58.6%	16.4%	76.7%	54.3%	22.4%	99.1%
%H (TV HH)			59.6%	16.7%	78.1%	55.3%	22.8%	
5+	117	115	66	22	86	57	29	117
%V	6.1%	6.2%	7.6%	8.2%	6.2%	8.6%	4.0%	7.8%
%H (All HH)		98.3%	56.4%	18.8%	73.5%	48.7%	24.8%	100.0%
%H (TV HH)			57.4%	19.1%	74.8%	49.6%	25.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3839	1954	552	3026	1674	1352	3201
%H		50.9%	14.4%	78.8%	43.6%	35.2%	83.4%
Under 20"	751	339	112	669	365	304	611
%V	19.6%	17.3%	20.3%	22.1%	21.8%	22.5%	19.1%
%H		45.1%	14.9%	89.1%	48.6%	40.5%	81.4%
20" - 29"	886	403	107	751	368	383	675
%V	23.1%	20.6%	19.4%	24.8%	22.0%	28.3%	21.1%
%H		45.5%	12.1%	84.8%	41.5%	43.2%	76.2%
30" - 39"	1112	552	168	865	460	405	931
%V	29.0%	28.2%	30.4%	28.6%	27.5%	30.0%	29.1%
%H		49.6%	15.1%	77.8%	41.4%	36.4%	83.7%
40" and over	832	510	132	593	396	198	757
%V	21.7%	26.1%	23.9%	19.6%	23.7%	14.6%	23.6%
%H		61.3%	15.9%	71.3%	47.6%	23.8%	91.0%
Don't know	34	16	3	30	15	15	28
%V	0.9%	0.8%	0.5%	1.0%	0.9%	1.1%	0.9%
%H		47.1%	8.8%	88.2%	44.1%	44.1%	82.4%
Not Asked	224	134	30	118	70	47	199
%V	5.8%	6.9%	5.4%	3.9%	4.2%	3.5%	6.2%
%H		59.8%	13.4%	52.7%	31.3%	21.0%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3839	1954	552	3026	1674	1352	3201
%H		50.9%	14.4%	78.8%	43.6%	35.2%	83.4%
Main living room	1827	861	266	1371	658	713	1434
%V	47.6%	44.1%	48.2%	45.3%	39.3%	52.7%	44.8%
%H		47.1%	14.6%	75.0%	36.0%	39.0%	78.5%
Kitchen	265	130	38	239	140	99	222
%V	6.9%	6.7%	6.9%	7.9%	8.4%	7.3%	6.9%
%H		49.1%	14.3%	90.2%	52.8%	37.4%	83.8%
Adult's bedroom	906	485	129	779	479	300	784
%V	23.6%	24.8%	23.4%	25.7%	28.6%	22.2%	24.5%
%H		53.5%	14.2%	86.0%	52.9%	33.1%	86.5%
Child's bedroom	193	114	32	159	109	50	183
%V	5.0%	5.8%	5.8%	5.3%	6.5%	3.7%	5.7%
%H		59.1%	16.6%	82.4%	56.5%	25.9%	94.8%
Other bedroom	119	66	15	101	62	39	110
%V	3.1%	3.4%	2.7%	3.3%	3.7%	2.9%	3.4%
%H		55.5%	12.6%	84.9%	52.1%	32.8%	92.4%
Second living/dining room	181	86	25	154	81	73	155
%V	4.7%	4.4%	4.5%	5.1%	4.8%	5.4%	4.8%
%H		47.5%	13.8%	85.1%	44.8%	40.3%	85.6%
Study/office	31	22	5	27	21	5	30
%V	0.8%	1.1%	0.9%	0.9%	1.3%	0.4%	0.9%
%H		71.0%	16.1%	87.1%	67.7%	16.1%	96.8%
TV room	15	5	3	13	6	7	15
%V	0.4%	0.3%	0.5%	0.4%	0.4%	0.5%	0.5%
%H		33.3%	20.0%	86.7%	40.0%	46.7%	100.0%
Conservatory	44	26	8	41	28	12	40
%V	1.1%	1.3%	1.4%	1.4%	1.7%	0.9%	1.2%
%H		59.1%	18.2%	93.2%	63.6%	27.3%	90.9%
Attic or loft room	5	3	0	5	3	2	4
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	80.0%
No specific location	8	5	1	5	4	1	7
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		62.5%	12.5%	62.5%	50.0%	12.5%	87.5%
Other	19	16	0	14	10	3	18
%V	0.5%	0.8%	0.0%	0.5%	0.6%	0.2%	0.6%
%H		84.2%	0.0%	73.7%	52.6%	15.8%	94.7%
Not Asked	224	134	30	118	70	47	199
%V	5.8%	6.9%	5.4%	3.9%	4.2%	3.5%	6.2%
%H		59.8%	13.4%	52.7%	31.3%	21.0%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3839	1954	552	3026	1674	1352	3201
%H		50.9%	14.4%	78.8%	43.6%	35.2%	83.4%
PVR	1484	985	253	1013	747	266	1329
%V	38.7%	50.4%	45.8%	33.5%	44.6%	19.7%	41.5%
%H		66.4%	17.0%	68.3%	50.3%	17.9%	89.6%
DVDR	223	136	33	185	129	56	193
%V	5.8%	7.0%	6.0%	6.1%	7.7%	4.1%	6.0%
%H		61.0%	14.8%	83.0%	57.8%	25.1%	86.5%
VCR	99	39	21	83	40	42	71
%V	2.6%	2.0%	3.8%	2.7%	2.4%	3.1%	2.2%
%H		39.4%	21.2%	83.8%	40.4%	42.4%	71.7%
Any recorder	1594	1026	267	1103	781	322	1408
%V	41.5%	52.5%	48.4%	36.5%	46.7%	23.8%	44.0%
%H		64.4%	16.8%	69.2%	49.0%	20.2%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3839	1954	552	3026	1674	1352	3201
%H		50.9%	14.4%	78.8%	43.6%	35.2%	83.4%
Receives HDTV (via STB or built-in reception)	1427	787	289	1052	680	372	1272
%V	37.2%	40.3%	52.4%	34.8%	40.6%	27.5%	39.7%
%H		55.2%	20.3%	73.7%	47.7%	26.1%	89.1%
DVD/Blu-ray player or recorder	1993	1070	311	1522	888	633	1713
%V	51.9%	54.8%	56.3%	50.3%	53.0%	46.8%	53.5%
%H		53.7%	15.6%	76.4%	44.6%	31.8%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	870	267	1378	659	719	1456
%H		47.0%	14.4%	74.4%	35.6%	38.8%	78.7%
Under 20"	60	6	5	57	7	50	38
%V	3.2%	0.7%	1.9%	4.1%	1.1%	7.0%	2.6%
%H		10.0%	8.3%	95.0%	11.7%	83.3%	63.3%
20" - 29"	326	99	38	258	67	191	188
%V	17.6%	11.4%	14.2%	18.7%	10.2%	26.6%	12.9%
%H		30.4%	11.7%	79.1%	20.6%	58.6%	57.7%
30" - 39"	729	326	107	555	253	302	570
%V	39.4%	37.5%	40.1%	40.3%	38.4%	42.0%	39.1%
%H		44.7%	14.7%	76.1%	34.7%	41.4%	78.2%
40" and over	715	436	116	498	329	169	643
%V	38.6%	50.1%	43.4%	36.1%	49.9%	23.5%	44.2%
%H		61.0%	16.2%	69.7%	46.0%	23.6%	89.9%
Don't know	12	3	1	11	3	7	8
%V	0.6%	0.3%	0.4%	0.8%	0.5%	1.0%	0.5%
%H		25.0%	8.3%	91.7%	25.0%	58.3%	66.7%
Not Asked	9	0	0	0	0	0	9
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	870	267	1378	659	719	1456
%H		47.0%	14.4%	74.4%	35.6%	38.8%	78.7%
PVR	1110	705	193	748	523	225	974
%V	60.0%	81.0%	72.3%	54.3%	79.4%	31.3%	66.9%
%H		63.5%	17.4%	67.4%	47.1%	20.3%	87.7%
DVDR	166	95	24	135	87	47	139
%V	9.0%	10.9%	9.0%	9.8%	13.2%	6.5%	9.5%
%H		57.2%	14.5%	81.3%	52.4%	28.3%	83.7%
VCR	80	31	13	68	31	37	56
%V	4.3%	3.6%	4.9%	4.9%	4.7%	5.1%	3.8%
%H		38.8%	16.3%	85.0%	38.8%	46.3%	70.0%
Any recorder	1182	723	201	808	536	272	1019
%V	63.9%	83.1%	75.3%	58.6%	81.3%	37.8%	70.0%
%H		61.2%	17.0%	68.4%	45.3%	23.0%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1851	870	267	1378	659	719	1456
%H		47.0%	14.4%	74.4%	35.6%	38.8%	78.7%
Receives HDTV (via STB or built-in reception)	980	544	207	690	448	242	858
%V	52.9%	62.5%	77.5%	50.1%	68.0%	33.7%	58.9%
%H		55.5%	21.1%	70.4%	45.7%	24.7%	87.6%
DVD/Blu-ray player or recorder	1277	665	196	927	501	427	1054
%V	69.0%	76.4%	73.4%	67.3%	76.0%	59.4%	72.4%
%H		52.1%	15.3%	72.6%	39.2%	33.4%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1084	285	1648	1014	633	1745
%H		54.5%	14.3%	82.9%	51.0%	31.8%	87.8%
Under 20"	690	333	108	612	358	254	573
%V	34.7%	30.7%	37.9%	37.1%	35.3%	40.1%	32.8%
%H		48.3%	15.7%	88.7%	51.9%	36.8%	83.0%
20" - 29"	560	304	69	493	301	192	486
%V	28.2%	28.0%	24.2%	29.9%	29.7%	30.3%	27.9%
%H		54.3%	12.3%	88.0%	53.8%	34.3%	86.8%
30" - 39"	382	226	61	310	207	103	361
%V	19.2%	20.8%	21.4%	18.8%	20.4%	16.3%	20.7%
%H		59.2%	16.0%	81.2%	54.2%	27.0%	94.5%
40" and over	118	74	16	96	66	29	113
%V	5.9%	6.8%	5.6%	5.8%	6.5%	4.6%	6.5%
%H		62.7%	13.6%	81.4%	55.9%	24.6%	95.8%
Don't know	22	13	1	19	11	8	20
%V	1.1%	1.2%	0.4%	1.2%	1.1%	1.3%	1.1%
%H		59.1%	4.5%	86.4%	50.0%	36.4%	90.9%
Not Asked	216	134	30	118	71	47	192
%V	10.9%	12.4%	10.5%	7.2%	7.0%	7.4%	11.0%
%H		62.0%	13.9%	54.6%	32.9%	21.8%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1084	285	1648	1014	633	1745
%H		54.5%	14.3%	82.9%	51.0%	31.8%	87.8%
PVR	374	281	60	265	225	40	355
%V	18.8%	25.9%	21.1%	16.1%	22.2%	6.3%	20.3%
%H		75.1%	16.0%	70.9%	60.2%	10.7%	94.9%
DVDR	57	41	9	50	42	8	54
%V	2.9%	3.8%	3.2%	3.0%	4.1%	1.3%	3.1%
%H		71.9%	15.8%	87.7%	73.7%	14.0%	94.7%
VCR	19	8	8	15	10	5	16
%V	1.0%	0.7%	2.8%	0.9%	1.0%	0.8%	0.9%
%H		42.1%	42.1%	78.9%	52.6%	26.3%	84.2%
Any recorder	411	304	66	295	245	50	389
%V	20.7%	28.0%	23.2%	17.9%	24.2%	7.9%	22.3%
%H		74.0%	16.1%	71.8%	59.6%	12.2%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1084	285	1648	1014	633	1745
%H		54.5%	14.3%	82.9%	51.0%	31.8%	87.8%
Receives HDTV (via STB or built-in reception)	447	243	82	362	233	130	414
%V	22.5%	22.4%	28.8%	22.0%	23.0%	20.5%	23.7%
%H		54.4%	18.3%	81.0%	52.1%	29.1%	92.6%
DVD/Blu-ray player or recorder	717	405	115	594	388	207	659
%V	36.1%	37.4%	40.4%	36.0%	38.3%	32.7%	37.8%
%H		56.5%	16.0%	82.8%	54.1%	28.9%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4551	4414	2266	695	3184	1713	1471	3907
%H		97.0%	49.8%	15.3%	70.0%	37.6%	32.3%	85.8%
Total Children	870	851	491	141	557	335	222	808
%V	19.1%	19.3%	21.7%	20.3%	17.5%	19.6%	15.1%	20.7%
%H		97.8%	56.4%	16.2%	64.0%	38.5%	25.5%	92.9%
0 - 3	220	216	128	31	136	81	55	199
%V	4.8%	4.9%	5.6%	4.5%	4.3%	4.7%	3.7%	5.1%
%H		98.2%	58.2%	14.1%	61.8%	36.8%	25.0%	90.5%
4 - 15	650	635	363	110	421	254	168	609
%V	14.3%	14.4%	16.0%	15.8%	13.2%	14.8%	11.4%	15.6%
%H		97.7%	55.8%	16.9%	64.8%	39.1%	25.8%	93.7%
4 - 9	347	339	203	56	209	127	82	324
%V	7.6%	7.7%	9.0%	8.1%	6.6%	7.4%	5.6%	8.3%
%H		97.7%	58.5%	16.1%	60.2%	36.6%	23.6%	93.4%
10 - 15	303	297	160	54	212	126	85	285
%V	6.7%	6.7%	7.1%	7.8%	6.7%	7.4%	5.8%	7.3%
%H		98.0%	52.8%	17.8%	70.0%	41.6%	28.1%	94.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4551	4414	2266	695	3184	1713	1471	3907
%H		97.0%	49.8%	15.3%	70.0%	37.6%	32.3%	85.8%
Total Adults (16+)	3680	3562	1775	554	2627	1378	1249	3099
%V	80.9%	80.7%	78.3%	79.7%	82.5%	80.4%	84.9%	79.3%
%H		96.8%	48.2%	15.1%	71.4%	37.4%	33.9%	84.2%
16 - 19	213	209	107	47	155	100	55	202
%V	4.7%	4.7%	4.7%	6.8%	4.9%	5.8%	3.7%	5.2%
%H		98.1%	50.2%	22.1%	72.8%	46.9%	25.8%	94.8%
20 - 24	259	237	121	42	165	94	71	231
%V	5.7%	5.4%	5.3%	6.0%	5.2%	5.5%	4.8%	5.9%
%H		91.5%	46.7%	16.2%	63.7%	36.3%	27.4%	89.2%
25 - 34	577	552	322	92	343	206	137	540
%V	12.7%	12.5%	14.2%	13.2%	10.8%	12.0%	9.3%	13.8%
%H		95.7%	55.8%	15.9%	59.4%	35.7%	23.7%	93.6%
35 - 44	612	595	336	98	395	234	162	570
%V	13.4%	13.5%	14.8%	14.1%	12.4%	13.7%	11.0%	14.6%
%H		97.2%	54.9%	16.0%	64.5%	38.2%	26.5%	93.1%
45 - 54	641	626	315	102	474	260	213	592
%V	14.1%	14.2%	13.9%	14.7%	14.9%	15.2%	14.5%	15.2%
%H		97.7%	49.1%	15.9%	73.9%	40.6%	33.2%	92.4%
55 - 64	541	529	252	79	402	197	205	473
%V	11.9%	12.0%	11.1%	11.4%	12.6%	11.5%	13.9%	12.1%
%H		97.8%	46.6%	14.6%	74.3%	36.4%	37.9%	87.4%
65+	837	814	322	94	693	287	406	491
%V	18.4%	18.4%	14.2%	13.5%	21.8%	16.8%	27.6%	12.6%
%H		97.3%	38.5%	11.2%	82.8%	34.3%	48.5%	58.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3680	3562	1775	554	2627	1378	1249	3099
%H		96.8%	48.2%	15.1%	71.4%	37.4%	33.9%	84.2%
AB	914	886	436	139	679	365	314	864
%V	24.8%	24.9%	24.6%	25.1%	25.8%	26.5%	25.1%	27.9%
%H		96.9%	47.7%	15.2%	74.3%	39.9%	34.4%	94.5%
C1	1082	1047	523	195	752	415	337	951
%V	29.4%	29.4%	29.5%	35.2%	28.6%	30.1%	27.0%	30.7%
%H		96.8%	48.3%	18.0%	69.5%	38.4%	31.1%	87.9%
C2	927	900	469	121	664	358	306	779
%V	25.2%	25.3%	26.4%	21.8%	25.3%	26.0%	24.5%	25.1%
%H		97.1%	50.6%	13.1%	71.6%	38.6%	33.0%	84.0%
D	517	499	250	68	354	167	186	384
%V	14.0%	14.0%	14.1%	12.3%	13.5%	12.1%	14.9%	12.4%
%H		96.5%	48.4%	13.2%	68.5%	32.3%	36.0%	74.3%
E	241	230	97	32	178	73	106	122
%V	6.5%	6.5%	5.5%	5.8%	6.8%	5.3%	8.5%	3.9%
%H		95.4%	40.2%	13.3%	73.9%	30.3%	44.0%	50.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3680	3562	1775	554	2627	1378	1249	3099
%H		96.8%	48.2%	15.1%	71.4%	37.4%	33.9%	84.2%
Working full time	1685	1635	889	283	1136	669	466	1579
%V	45.8%	45.9%	50.1%	51.1%	43.2%	48.5%	37.3%	51.0%
%H		97.0%	52.8%	16.8%	67.4%	39.7%	27.7%	93.7%
Working part time	430	424	216	72	309	167	142	392
%V	11.7%	11.9%	12.2%	13.0%	11.8%	12.1%	11.4%	12.6%
%H		98.6%	50.2%	16.7%	71.9%	38.8%	33.0%	91.2%
Not working	1565	1503	670	200	1182	542	640	1128
%V	42.5%	42.2%	37.7%	36.1%	45.0%	39.3%	51.2%	36.4%
%H		96.0%	42.8%	12.8%	75.5%	34.6%	40.9%	72.1%
Housewife/Houseperson	1921	1852	870	267	1378	659	719	1502
%V	52.2%	52.0%	49.0%	48.2%	52.5%	47.8%	57.6%	48.5%
%H		96.4%	45.3%	13.9%	71.7%	34.3%	37.4%	78.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1746	904	270	1279	700	580	1558
%H		96.7%	50.1%	15.0%	70.8%	38.8%	32.1%	86.3%
16 - 19	119	118	61	29	89	60	29	114
%V	6.6%	6.8%	6.7%	10.7%	7.0%	8.6%	5.0%	7.3%
%H		99.2%	51.3%	24.4%	74.8%	50.4%	24.4%	95.8%
20 - 24	131	119	57	22	88	50	38	120
%V	7.3%	6.8%	6.3%	8.1%	6.9%	7.1%	6.6%	7.7%
%H		90.8%	43.5%	16.8%	67.2%	38.2%	29.0%	91.6%
25 - 34	290	279	167	41	167	99	69	271
%V	16.1%	16.0%	18.5%	15.2%	13.1%	14.1%	11.9%	17.4%
%H		96.2%	57.6%	14.1%	57.6%	34.1%	23.8%	93.4%
35 - 44	310	297	170	50	197	118	79	283
%V	17.2%	17.0%	18.8%	18.5%	15.4%	16.9%	13.6%	18.2%
%H		95.8%	54.8%	16.1%	63.5%	38.1%	25.5%	91.3%
45 - 54	307	300	148	48	227	122	105	282
%V	17.0%	17.2%	16.4%	17.8%	17.7%	17.4%	18.1%	18.1%
%H		97.7%	48.2%	15.6%	73.9%	39.7%	34.2%	91.9%
55 - 64	262	257	128	35	195	98	97	229
%V	14.5%	14.7%	14.2%	13.0%	15.2%	14.0%	16.7%	14.7%
%H		98.1%	48.9%	13.4%	74.4%	37.4%	37.0%	87.4%
65+	388	376	173	46	316	152	164	258
%V	21.5%	21.5%	19.1%	17.0%	24.7%	21.7%	28.3%	16.6%
%H		96.9%	44.6%	11.9%	81.4%	39.2%	42.3%	66.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1746	904	270	1279	700	580	1558
%H		96.7%	50.1%	15.0%	70.8%	38.8%	32.1%	86.3%
AB	464	449	226	71	344	190	154	436
%V	25.7%	25.7%	25.0%	26.3%	26.9%	27.1%	26.6%	28.0%
%H		96.8%	48.7%	15.3%	74.1%	40.9%	33.2%	94.0%
C1	504	486	253	89	347	199	148	460
%V	27.9%	27.8%	28.0%	33.0%	27.1%	28.4%	25.5%	29.5%
%H		96.4%	50.2%	17.7%	68.8%	39.5%	29.4%	91.3%
C2	495	481	256	63	353	193	160	418
%V	27.4%	27.5%	28.3%	23.3%	27.6%	27.6%	27.6%	26.8%
%H		97.2%	51.7%	12.7%	71.3%	39.0%	32.3%	84.4%
D	248	241	129	31	169	86	82	193
%V	13.7%	13.8%	14.3%	11.5%	13.2%	12.3%	14.1%	12.4%
%H		97.2%	52.0%	12.5%	68.1%	34.7%	33.1%	77.8%
E	95	89	40	16	67	32	35	51
%V	5.3%	5.1%	4.4%	5.9%	5.2%	4.6%	6.0%	3.3%
%H		93.7%	42.1%	16.8%	70.5%	33.7%	36.8%	53.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1746	904	270	1279	700	580	1558
%H		96.7%	50.1%	15.0%	70.8%	38.8%	32.1%	86.3%
Working full time	1083	1048	576	169	733	430	304	1007
%V	60.0%	60.0%	63.7%	62.6%	57.3%	61.4%	52.4%	64.6%
%H		96.8%	53.2%	15.6%	67.7%	39.7%	28.1%	93.0%
Working part time	90	88	40	17	63	28	34	78
%V	5.0%	5.0%	4.4%	6.3%	4.9%	4.0%	5.9%	5.0%
%H		97.8%	44.4%	18.9%	70.0%	31.1%	37.8%	86.7%
Not working	634	610	288	84	483	242	241	472
%V	35.1%	34.9%	31.9%	31.1%	37.8%	34.6%	41.6%	30.3%
%H		96.2%	45.4%	13.2%	76.2%	38.2%	38.0%	74.4%
Housewife/Houseperson	367	347	167	42	252	115	137	255
%V	20.3%	19.9%	18.5%	15.6%	19.7%	16.4%	23.6%	16.4%
%H		94.6%	45.5%	11.4%	68.7%	31.3%	37.3%	69.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1874	1816	871	284	1348	679	669	1541
%H		96.9%	46.5%	15.2%	71.9%	36.2%	35.7%	82.2%
16 - 19	94	91	46	18	66	40	26	88
%V	5.0%	5.0%	5.3%	6.3%	4.9%	5.9%	3.9%	5.7%
%H		96.8%	48.9%	19.1%	70.2%	42.6%	27.7%	93.6%
20 - 24	128	118	65	19	77	44	33	111
%V	6.8%	6.5%	7.5%	6.7%	5.7%	6.5%	4.9%	7.2%
%H		92.2%	50.8%	14.8%	60.2%	34.4%	25.8%	86.7%
25 - 34	287	273	155	51	175	107	69	269
%V	15.3%	15.0%	17.8%	18.0%	13.0%	15.8%	10.3%	17.5%
%H		95.1%	54.0%	17.8%	61.0%	37.3%	24.0%	93.7%
35 - 44	303	298	166	48	198	116	83	287
%V	16.2%	16.4%	19.1%	16.9%	14.7%	17.1%	12.4%	18.6%
%H		98.3%	54.8%	15.8%	65.3%	38.3%	27.4%	94.7%
45 - 54	334	326	167	55	247	138	108	310
%V	17.8%	18.0%	19.2%	19.4%	18.3%	20.3%	16.1%	20.1%
%H		97.6%	50.0%	16.5%	74.0%	41.3%	32.3%	92.8%
55 - 64	279	273	124	45	207	99	108	244
%V	14.9%	15.0%	14.2%	15.8%	15.4%	14.6%	16.1%	15.8%
%H		97.8%	44.4%	16.1%	74.2%	35.5%	38.7%	87.5%
65+	449	438	148	48	378	135	243	233
%V	24.0%	24.1%	17.0%	16.9%	28.0%	19.9%	36.3%	15.1%
%H		97.6%	33.0%	10.7%	84.2%	30.1%	54.1%	51.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1874	1816	871	284	1348	679	669	1541
%H		96.9%	46.5%	15.2%	71.9%	36.2%	35.7%	82.2%
AB	450	437	210	67	335	175	160	428
%V	24.0%	24.1%	24.1%	23.6%	24.9%	25.8%	23.9%	27.8%
%H		97.1%	46.7%	14.9%	74.4%	38.9%	35.6%	95.1%
C1	578	561	270	106	405	216	189	491
%V	30.8%	30.9%	31.0%	37.3%	30.0%	31.8%	28.3%	31.9%
%H		97.1%	46.7%	18.3%	70.1%	37.4%	32.7%	84.9%
C2	432	419	213	58	311	165	146	361
%V	23.1%	23.1%	24.5%	20.4%	23.1%	24.3%	21.8%	23.4%
%H		97.0%	49.3%	13.4%	72.0%	38.2%	33.8%	83.6%
D	269	258	122	37	185	81	104	190
%V	14.4%	14.2%	14.0%	13.0%	13.7%	11.9%	15.5%	12.3%
%H		95.9%	45.4%	13.8%	68.8%	30.1%	38.7%	70.6%
E	146	141	56	16	111	41	71	71
%V	7.8%	7.8%	6.4%	5.6%	8.2%	6.0%	10.6%	4.6%
%H		96.6%	38.4%	11.0%	76.0%	28.1%	48.6%	48.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1874	1816	871	284	1348	679	669	1541
%H		96.9%	46.5%	15.2%	71.9%	36.2%	35.7%	82.2%
Working full time	603	587	312	113	402	240	163	572
%V	32.2%	32.3%	35.8%	39.8%	29.8%	35.3%	24.4%	37.1%
%H		97.3%	51.7%	18.7%	66.7%	39.8%	27.0%	94.9%
Working part time	341	336	176	55	246	138	108	314
%V	18.2%	18.5%	20.2%	19.4%	18.2%	20.3%	16.1%	20.4%
%H		98.5%	51.6%	16.1%	72.1%	40.5%	31.7%	92.1%
Not working	931	893	382	115	699	301	399	656
%V	49.7%	49.2%	43.9%	40.5%	51.9%	44.3%	59.6%	42.6%
%H		95.9%	41.0%	12.4%	75.1%	32.3%	42.9%	70.5%
Housewife/Houseperson	1554	1505	703	225	1126	545	581	1247
%V	82.9%	82.9%	80.7%	79.2%	83.5%	80.3%	86.8%	80.9%
%H		96.8%	45.2%	14.5%	72.5%	35.1%	37.4%	80.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL
October 2012 - September 2013
BBC West
Household level data
Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
AB	307	291	114	40	224	88	135	282
%V	30.2%	29.9%	29.8%	28.0%	30.0%	28.7%	30.7%	35.3%
%H (All HH)		94.8%	37.1%	13.0%	73.0%	28.7%	44.0%	91.9%
%H (TV HH)			39.2%	13.7%	77.0%	30.2%	46.4%	
C1	282	269	97	43	213	90	123	232
%V	27.7%	27.7%	25.4%	30.1%	28.5%	29.3%	28.0%	29.0%
%H (All HH)		95.4%	34.4%	15.2%	75.5%	31.9%	43.6%	82.3%
%H (TV HH)			36.1%	16.0%	79.2%	33.5%	45.7%	
C2	207	199	88	35	147	71	76	169
%V	20.4%	20.5%	23.0%	24.5%	19.7%	23.1%	17.3%	21.1%
%H (All HH)		96.1%	42.5%	16.9%	71.0%	34.3%	36.7%	81.6%
%H (TV HH)			44.2%	17.6%	73.9%	35.7%	38.2%	
D	132	128	55	12	99	38	61	83
%V	13.0%	13.2%	14.4%	8.4%	13.3%	12.4%	13.9%	10.4%
%H (All HH)		97.0%	41.7%	9.1%	75.0%	28.8%	46.2%	62.9%
%H (TV HH)			43.0%	9.4%	77.3%	29.7%	47.7%	
E	90	85	27	12	65	21	44	34
%V	8.8%	8.7%	7.1%	8.4%	8.7%	6.8%	10.0%	4.3%
%H (All HH)		94.4%	30.0%	13.3%	72.2%	23.3%	48.9%	37.8%
%H (TV HH)			31.8%	14.1%	76.5%	24.7%	51.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Under 25	42	36	10	4	28	9	19	27
%V	4.1%	3.7%	2.6%	2.8%	3.7%	2.9%	4.3%	3.4%
%H (All HH)		85.7%	23.8%	9.5%	66.7%	21.4%	45.2%	64.3%
%H (TV HH)			27.8%	11.1%	77.8%	25.0%	52.8%	
25 - 34	144	129	55	26	85	39	46	131
%V	14.2%	13.3%	14.4%	18.2%	11.4%	12.7%	10.5%	16.4%
%H (All HH)		89.6%	38.2%	18.1%	59.0%	27.1%	31.9%	91.0%
%H (TV HH)			42.6%	20.2%	65.9%	30.2%	35.7%	
35 - 44	171	165	85	27	113	60	53	154
%V	16.8%	17.0%	22.3%	18.9%	15.1%	19.5%	12.0%	19.3%
%H (All HH)		96.5%	49.7%	15.8%	66.1%	35.1%	31.0%	90.1%
%H (TV HH)			51.5%	16.4%	68.5%	36.4%	32.1%	
45 - 54	202	198	87	37	153	81	72	189
%V	19.9%	20.4%	22.8%	25.9%	20.5%	26.4%	16.4%	23.6%
%H (All HH)		98.0%	43.1%	18.3%	75.7%	40.1%	35.6%	93.6%
%H (TV HH)			43.9%	18.7%	77.3%	40.9%	36.4%	
55 - 64	176	170	65	26	130	51	79	145
%V	17.3%	17.5%	17.0%	18.2%	17.4%	16.6%	18.0%	18.1%
%H (All HH)		96.6%	36.9%	14.8%	73.9%	29.0%	44.9%	82.4%
%H (TV HH)			38.2%	15.3%	76.5%	30.0%	46.5%	
65 +	282	275	80	24	238	67	171	154
%V	27.7%	28.3%	20.9%	16.8%	31.9%	21.8%	38.9%	19.3%
%H (All HH)		97.5%	28.4%	8.5%	84.4%	23.8%	60.6%	54.6%
%H (TV HH)			29.1%	8.7%	86.5%	24.4%	62.2%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
1	310	284	83	37	227	63	163	177
%V	30.5%	29.2%	21.7%	25.9%	30.4%	20.5%	37.0%	22.1%
%H (All HH)		91.6%	26.8%	11.9%	73.2%	20.3%	52.6%	57.1%
%H (TV HH)			29.2%	13.0%	79.9%	22.2%	57.4%	
2	360	347	135	44	276	110	166	302
%V	35.4%	35.7%	35.3%	30.8%	36.9%	35.8%	37.7%	37.8%
%H (All HH)		96.4%	37.5%	12.2%	76.7%	30.6%	46.1%	83.9%
%H (TV HH)			38.9%	12.7%	79.5%	31.7%	47.8%	
3	142	140	65	24	111	62	50	128
%V	14.0%	14.4%	17.0%	16.8%	14.9%	20.2%	11.4%	16.0%
%H (All HH)		98.6%	45.8%	16.9%	78.2%	43.7%	35.2%	90.1%
%H (TV HH)			46.4%	17.1%	79.3%	44.3%	35.7%	
4	135	132	67	28	84	48	36	128
%V	13.3%	13.6%	17.5%	19.6%	11.2%	15.6%	8.2%	16.0%
%H (All HH)		97.8%	49.6%	20.7%	62.2%	35.6%	26.7%	94.8%
%H (TV HH)			50.8%	21.2%	63.6%	36.4%	27.3%	
5+	70	70	32	10	49	25	25	66
%V	6.9%	7.2%	8.4%	7.0%	6.6%	8.1%	5.7%	8.3%
%H (All HH)		100.0%	45.7%	14.3%	70.0%	35.7%	35.7%	94.3%
%H (TV HH)			45.7%	14.3%	70.0%	35.7%	35.7%	
Average HH size	2.33	2.36	2.58	2.55	2.29	2.57	2.10	2.54

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Without	761	720	261	101	573	218	355	566
%V	74.8%	74.1%	68.3%	70.6%	76.7%	71.0%	80.7%	70.8%
%H (All HH)		94.6%	34.3%	13.3%	75.3%	28.6%	46.6%	74.4%
%H (TV HH)			36.3%	14.0%	79.6%	30.3%	49.3%	
With	256	252	121	42	174	89	85	235
%V	25.2%	25.9%	31.7%	29.4%	23.3%	29.0%	19.3%	29.4%
%H (All HH)		98.4%	47.3%	16.4%	68.0%	34.8%	33.2%	91.8%
%H (TV HH)			48.0%	16.7%	69.0%	35.3%	33.7%	
0 - 3	96	93	39	13	66	27	39	83
%V	9.4%	9.6%	10.2%	9.1%	8.8%	8.8%	8.9%	10.4%
%H (All HH)		96.9%	40.6%	13.5%	68.8%	28.1%	40.6%	86.5%
%H (TV HH)			41.9%	14.0%	71.0%	29.0%	41.9%	
4 - 9	130	129	65	19	85	43	42	119
%V	12.8%	13.3%	17.0%	13.3%	11.4%	14.0%	9.5%	14.9%
%H (All HH)		99.2%	50.0%	14.6%	65.4%	33.1%	32.3%	91.5%
%H (TV HH)			50.4%	14.7%	65.9%	33.3%	32.6%	
10 - 15	127	127	66	23	87	50	36	121
%V	12.5%	13.1%	17.3%	16.1%	11.6%	16.3%	8.2%	15.1%
%H (All HH)		100.0%	52.0%	18.1%	68.5%	39.4%	28.3%	95.3%
%H (TV HH)			52.0%	18.1%	68.5%	39.4%	28.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
1	419	419	127	52	291	60	232	287
%V	41.2%	43.1%	33.2%	36.4%	39.0%	19.5%	52.7%	35.9%
%H (All HH)		100.0%	30.3%	12.4%	69.5%	14.3%	55.4%	68.5%
%H (TV HH)			30.3%	12.4%	69.5%	14.3%	55.4%	
2	326	326	140	49	256	119	136	269
%V	32.1%	33.5%	36.6%	34.3%	34.3%	38.8%	30.9%	33.6%
%H (All HH)		100.0%	42.9%	15.0%	78.5%	36.5%	41.7%	82.5%
%H (TV HH)			42.9%	15.0%	78.5%	36.5%	41.7%	
3	139	139	68	21	123	72	51	125
%V	13.7%	14.3%	17.8%	14.7%	16.5%	23.5%	11.6%	15.6%
%H (All HH)		100.0%	48.9%	15.1%	88.5%	51.8%	36.7%	89.9%
%H (TV HH)			48.9%	15.1%	88.5%	51.8%	36.7%	
4	59	59	31	15	52	39	13	56
%V	5.8%	6.1%	8.1%	10.5%	7.0%	12.7%	3.0%	7.0%
%H (All HH)		100.0%	52.5%	25.4%	88.1%	66.1%	22.0%	94.9%
%H (TV HH)			52.5%	25.4%	88.1%	66.1%	22.0%	
5+	30	30	15	6	25	17	8	30
%V	2.9%	3.1%	3.9%	4.2%	3.3%	5.5%	1.8%	3.8%
%H (All HH)		100.0%	50.0%	20.0%	83.3%	56.7%	26.7%	100.0%
%H (TV HH)			50.0%	20.0%	83.3%	56.7%	26.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Under 20"	249	249	101	31	222	105	117	202
%V	24.5%	25.6%	26.4%	21.7%	29.7%	34.2%	26.6%	25.3%
%H (All HH)		100.0%	40.6%	12.4%	89.2%	42.2%	47.0%	81.1%
%H (TV HH)			40.6%	12.4%	89.2%	42.2%	47.0%	
20" - 29"	397	397	142	58	328	130	198	307
%V	39.0%	40.8%	37.2%	40.6%	43.9%	42.3%	45.0%	38.4%
%H (All HH)		100.0%	35.8%	14.6%	82.6%	32.7%	49.9%	77.3%
%H (TV HH)			35.8%	14.6%	82.6%	32.7%	49.9%	
30" - 39"	498	498	207	73	396	179	217	398
%V	49.0%	51.2%	54.2%	51.0%	53.0%	58.3%	49.3%	49.8%
%H (All HH)		100.0%	41.6%	14.7%	79.5%	35.9%	43.6%	79.9%
%H (TV HH)			41.6%	14.7%	79.5%	35.9%	43.6%	
40" and over	350	350	187	66	255	157	99	315
%V	34.4%	36.0%	49.0%	46.2%	34.1%	51.1%	22.5%	39.4%
%H (All HH)		100.0%	53.4%	18.9%	72.9%	44.9%	28.3%	90.0%
%H (TV HH)			53.4%	18.9%	72.9%	44.9%	28.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Main living room	955	955	380	143	739	306	433	752
%V	93.9%	98.3%	99.5%	100.0%	98.9%	99.7%	98.4%	94.0%
%H (All HH)		100.0%	39.8%	15.0%	77.4%	32.0%	45.3%	78.7%
%H (TV HH)			39.8%	15.0%	77.4%	32.0%	45.3%	
Kitchen	130	130	57	16	113	57	56	119
%V	12.8%	13.4%	14.9%	11.2%	15.1%	18.6%	12.7%	14.9%
%H (All HH)		100.0%	43.8%	12.3%	86.9%	43.8%	43.1%	91.5%
%H (TV HH)			43.8%	12.3%	86.9%	43.8%	43.1%	
Adult's bedroom	372	372	172	62	320	179	140	316
%V	36.6%	38.3%	45.0%	43.4%	42.8%	58.3%	31.8%	39.5%
%H (All HH)		100.0%	46.2%	16.7%	86.0%	48.1%	37.6%	84.9%
%H (TV HH)			46.2%	16.7%	86.0%	48.1%	37.6%	
Child's bedroom	75	75	42	16	62	45	18	71
%V	7.4%	7.7%	11.0%	11.2%	8.3%	14.7%	4.1%	8.9%
%H (All HH)		100.0%	56.0%	21.3%	82.7%	60.0%	24.0%	94.7%
%H (TV HH)			56.0%	21.3%	82.7%	60.0%	24.0%	
Other bedroom	54	54	27	13	48	34	14	50
%V	5.3%	5.6%	7.1%	9.1%	6.4%	11.1%	3.2%	6.3%
%H (All HH)		100.0%	50.0%	24.1%	88.9%	63.0%	25.9%	92.6%
%H (TV HH)			50.0%	24.1%	88.9%	63.0%	25.9%	
Second living/dining room	71	71	29	10	64	32	33	60
%V	7.0%	7.3%	7.6%	7.0%	8.6%	10.4%	7.5%	7.5%
%H (All HH)		100.0%	40.8%	14.1%	90.1%	45.1%	46.5%	84.5%
%H (TV HH)			40.8%	14.1%	90.1%	45.1%	46.5%	
Study/office	20	20	10	3	15	10	5	19
%V	2.0%	2.1%	2.6%	2.1%	2.0%	3.3%	1.1%	2.4%
%H (All HH)		100.0%	50.0%	15.0%	75.0%	50.0%	25.0%	95.0%
%H (TV HH)			50.0%	15.0%	75.0%	50.0%	25.0%	
TV room	5	5	3	0	5	3	3	5
%V	0.5%	0.5%	0.8%	0.0%	0.7%	1.0%	0.7%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	60.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	60.0%	
Conservatory	14	14	9	1	14	9	4	13
%V	1.4%	1.4%	2.4%	0.7%	1.9%	2.9%	0.9%	1.6%
%H (All HH)		100.0%	64.3%	7.1%	100.0%	64.3%	28.6%	92.9%
%H (TV HH)			64.3%	7.1%	100.0%	64.3%	28.6%	
Attic or loft room	3	3	2	0	2	1	1	3
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	4	4	2	0	4	2	2	3
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.5%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Any DSAT provider	382	382	382	4	242	242	0	344
%V	37.6%	39.3%	100.0%	2.8%	32.4%	78.8%	0.0%	43.0%
%H (All HH)			100.0%	1.0%	63.4%	63.4%	0.0%	90.1%
%H (TV HH)			100.0%	1.0%	63.4%	63.4%	0.0%	
Sky with subcription	310	310	310	3	198	198	0	285
%V	30.5%	31.9%	81.2%	2.1%	26.5%	64.5%	0.0%	35.6%
%H (All HH)			100.0%	1.0%	63.9%	63.9%	0.0%	91.9%
%H (TV HH)			100.0%	1.0%	63.9%	63.9%	0.0%	
Sky without subscription	22	22	22	0	10	10	0	18
%V	2.2%	2.3%	5.8%	0.0%	1.3%	3.3%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	81.8%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
Freesat	45	45	45	1	32	32	0	39
%V	4.4%	4.6%	11.8%	0.7%	4.3%	10.4%	0.0%	4.9%
%H (All HH)			100.0%	2.2%	71.1%	71.1%	0.0%	86.7%
%H (TV HH)			100.0%	2.2%	71.1%	71.1%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	7
%V	0.9%	0.9%	2.4%	0.0%	0.7%	1.6%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	143	143	4	143	67	67	0	126
%V	14.1%	14.7%	1.0%	100.0%	9.0%	21.8%	0.0%	15.8%
%H (All HH)			2.8%	100.0%	46.9%	46.9%	0.0%	88.1%
%H (TV HH)			2.8%	100.0%	46.9%	46.9%	0.0%	
DTT	747	747	242	67	747	307	440	570
%V	73.5%	76.9%	63.4%	46.9%	100.0%	100.0%	100.0%	71.3%
%H (All HH)		100.0%	32.4%	9.0%	100.0%	41.1%	58.9%	76.3%
%H (TV HH)			32.4%	9.0%	100.0%	41.1%	58.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%H (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
PVR	600	600	325	106	437	267	170	534
%V	59.0%	61.7%	85.1%	74.1%	58.5%	87.0%	38.6%	66.8%
%H (All HH)		100.0%	54.2%	17.7%	72.8%	44.5%	28.3%	89.0%
%H (TV HH)			54.2%	17.7%	72.8%	44.5%	28.3%	
DVDR	66	66	25	13	55	27	28	56
%V	6.5%	6.8%	6.5%	9.1%	7.4%	8.8%	6.4%	7.0%
%H (All HH)		100.0%	37.9%	19.7%	83.3%	40.9%	42.4%	84.8%
%H (TV HH)			37.9%	19.7%	83.3%	40.9%	42.4%	
VCR	45	45	14	10	36	13	22	28
%V	4.4%	4.6%	3.7%	7.0%	4.8%	4.2%	5.0%	3.5%
%H (All HH)		100.0%	31.1%	22.2%	80.0%	28.9%	48.9%	62.2%
%H (TV HH)			31.1%	22.2%	80.0%	28.9%	48.9%	
Any recorder	642	642	333	111	471	272	199	559
%V	63.1%	66.0%	87.2%	77.6%	63.1%	88.6%	45.2%	69.9%
%H (All HH)		100.0%	51.9%	17.3%	73.4%	42.4%	31.0%	87.1%
%H (TV HH)			51.9%	17.3%	73.4%	42.4%	31.0%	
Receives HDTV (via STB or built-in reception)	531	531	257	120	384	227	157	467
%V	52.2%	54.6%	67.3%	83.9%	51.4%	73.9%	35.7%	58.4%
%H (All HH)		100.0%	48.4%	22.6%	72.3%	42.7%	29.6%	87.9%
%H (TV HH)			48.4%	22.6%	72.3%	42.7%	29.6%	
DVD/Blu-ray player or recorder	824	824	335	123	644	280	364	674
%V	81.0%	84.8%	87.7%	86.0%	86.2%	91.2%	82.7%	84.3%
%H (All HH)		100.0%	40.7%	14.9%	78.2%	34.0%	44.2%	81.8%
%H (TV HH)			40.7%	14.9%	78.2%	34.0%	44.2%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1017	972	382	143	747	307	440	800
%V (All HH)		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%
%H (TV HH)			39.3%	14.7%	76.9%	31.6%	45.3%	
Has broadband internet	800	766	344	126	570	279	291	800
%V	78.7%	78.8%	90.1%	88.1%	76.3%	90.9%	66.1%	100.0%
%H (All HH)		95.8%	43.0%	15.8%	71.3%	34.9%	36.4%	100.0%
%H (TV HH)			44.9%	16.4%	74.4%	36.4%	38.0%	
Number of computers (PCs and laptops)								
0	177	168	32	15	145	24	122	5
%V	17.4%	17.3%	8.4%	10.5%	19.4%	7.8%	27.7%	0.6%
%H (All HH)		94.9%	18.1%	8.5%	81.9%	13.6%	68.9%	2.8%
%H (TV HH)			19.0%	8.9%	86.3%	14.3%	72.6%	
1	344	323	129	45	242	96	146	308
%V	33.8%	33.2%	33.8%	31.5%	32.4%	31.3%	33.2%	38.5%
%H (All HH)		93.9%	37.5%	13.1%	70.3%	27.9%	42.4%	89.5%
%H (TV HH)			39.9%	13.9%	74.9%	29.7%	45.2%	
2	240	231	103	38	179	92	87	233
%V	23.6%	23.8%	27.0%	26.6%	24.0%	30.0%	19.8%	29.1%
%H (All HH)		96.3%	42.9%	15.8%	74.6%	38.3%	36.3%	97.1%
%H (TV HH)			44.6%	16.5%	77.5%	39.8%	37.7%	
3	135	131	60	20	92	42	50	133
%V	13.3%	13.5%	15.7%	14.0%	12.3%	13.7%	11.4%	16.6%
%H (All HH)		97.0%	44.4%	14.8%	68.1%	31.1%	37.0%	98.5%
%H (TV HH)			45.8%	15.3%	70.2%	32.1%	38.2%	
4	54	53	23	11	40	22	18	54
%V	5.3%	5.5%	6.0%	7.7%	5.4%	7.2%	4.1%	6.8%
%H (All HH)		98.1%	42.6%	20.4%	74.1%	40.7%	33.3%	100.0%
%H (TV HH)			43.4%	20.8%	75.5%	41.5%	34.0%	
5+	68	67	35	14	49	31	18	67
%V	6.7%	6.9%	9.2%	9.8%	6.6%	10.1%	4.1%	8.4%
%H (All HH)		98.5%	51.5%	20.6%	72.1%	45.6%	26.5%	98.5%
%H (TV HH)			52.2%	20.9%	73.1%	46.3%	26.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1888	816	309	1517	761	757	1586
%H		43.2%	16.4%	80.3%	40.3%	40.1%	84.0%
Under 20"	326	132	43	293	142	151	272
%V	17.3%	16.2%	13.9%	19.3%	18.7%	19.9%	17.2%
%H		40.5%	13.2%	89.9%	43.6%	46.3%	83.4%
20" - 29"	474	175	69	399	167	231	375
%V	25.1%	21.4%	22.3%	26.3%	21.9%	30.5%	23.6%
%H		36.9%	14.6%	84.2%	35.2%	48.7%	79.1%
30" - 39"	572	245	92	457	221	236	467
%V	30.3%	30.0%	29.8%	30.1%	29.0%	31.2%	29.4%
%H		42.8%	16.1%	79.9%	38.6%	41.3%	81.6%
40" and over	394	210	78	290	181	109	359
%V	20.9%	25.7%	25.2%	19.1%	23.8%	14.4%	22.6%
%H		53.3%	19.8%	73.6%	45.9%	27.7%	91.1%
Don't know	13	8	1	12	8	4	12
%V	0.7%	1.0%	0.3%	0.8%	1.1%	0.5%	0.8%
%H		61.5%	7.7%	92.3%	61.5%	30.8%	92.3%
Not Asked	109	46	26	66	42	26	101
%V	5.8%	5.6%	8.4%	4.4%	5.5%	3.4%	6.4%
%H		42.2%	23.9%	60.6%	38.5%	23.9%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1888	816	309	1517	761	757	1586
%H		43.2%	16.4%	80.3%	40.3%	40.1%	84.0%
Main living room	957	381	143	741	307	434	754
%V	50.7%	46.7%	46.3%	48.8%	40.3%	57.3%	47.5%
%H		39.8%	14.9%	77.4%	32.1%	45.4%	78.8%
Kitchen	130	57	16	113	57	56	119
%V	6.9%	7.0%	5.2%	7.4%	7.5%	7.4%	7.5%
%H		43.8%	12.3%	86.9%	43.8%	43.1%	91.5%
Adult's bedroom	406	193	68	348	200	148	348
%V	21.5%	23.7%	22.0%	22.9%	26.3%	19.6%	21.9%
%H		47.5%	16.7%	85.7%	49.3%	36.5%	85.7%
Child's bedroom	107	54	29	87	62	25	102
%V	5.7%	6.6%	9.4%	5.7%	8.1%	3.3%	6.4%
%H		50.5%	27.1%	81.3%	57.9%	23.4%	95.3%
Other bedroom	62	32	14	56	39	18	59
%V	3.3%	3.9%	4.5%	3.7%	5.1%	2.4%	3.7%
%H		51.6%	22.6%	90.3%	62.9%	29.0%	95.2%
Second living/dining room	71	29	10	64	32	33	60
%V	3.8%	3.6%	3.2%	4.2%	4.2%	4.4%	3.8%
%H		40.8%	14.1%	90.1%	45.1%	46.5%	84.5%
Study/office	20	10	3	15	10	5	19
%V	1.1%	1.2%	1.0%	1.0%	1.3%	0.7%	1.2%
%H		50.0%	15.0%	75.0%	50.0%	25.0%	95.0%
TV room	5	3	0	5	3	3	5
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.4%	0.3%
%H		60.0%	0.0%	100.0%	60.0%	60.0%	100.0%
Conservatory	14	9	1	14	9	4	13
%V	0.7%	1.1%	0.3%	0.9%	1.2%	0.5%	0.8%
%H		64.3%	7.1%	100.0%	64.3%	28.6%	92.9%
Attic or loft room	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	4	2	0	4	2	2	3
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
Not Asked	109	46	26	66	42	26	101
%V	5.8%	5.6%	8.4%	4.4%	5.5%	3.4%	6.4%
%H		42.2%	23.9%	60.6%	38.5%	23.9%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1888	816	309	1517	761	757	1586
%H		43.2%	16.4%	80.3%	40.3%	40.1%	84.0%
PVR	743	419	138	534	346	189	665
%V	39.4%	51.3%	44.7%	35.2%	45.5%	25.0%	41.9%
%H		56.4%	18.6%	71.9%	46.6%	25.4%	89.5%
DVDR	69	26	14	58	29	29	58
%V	3.7%	3.2%	4.5%	3.8%	3.8%	3.8%	3.7%
%H		37.7%	20.3%	84.1%	42.0%	42.0%	84.1%
VCR	46	14	10	36	13	22	29
%V	2.4%	1.7%	3.2%	2.4%	1.7%	2.9%	1.8%
%H		30.4%	21.7%	78.3%	28.3%	47.8%	63.0%
Any recorder	800	435	148	582	361	221	704
%V	42.4%	53.3%	47.9%	38.4%	47.4%	29.2%	44.4%
%H		54.4%	18.5%	72.8%	45.1%	27.6%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1888	816	309	1517	761	757	1586
%H		43.2%	16.4%	80.3%	40.3%	40.1%	84.0%
Receives HDTV (via STB or built-in reception)	765	367	185	574	354	220	681
%V	40.5%	45.0%	59.9%	37.8%	46.5%	29.1%	42.9%
%H		48.0%	24.2%	75.0%	46.3%	28.8%	89.0%
DVD/Blu-ray player or recorder	1164	511	191	933	470	463	983
%V	61.7%	62.6%	61.8%	61.5%	61.8%	61.2%	62.0%
%H		43.9%	16.4%	80.2%	40.4%	39.8%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	972	382	143	747	307	440	766
%H		39.3%	14.7%	76.9%	31.6%	45.3%	78.8%
Under 20"	24	3	3	21	2	18	15
%V	2.5%	0.8%	2.1%	2.8%	0.7%	4.1%	2.0%
%H		12.5%	12.5%	87.5%	8.3%	75.0%	62.5%
20" - 29"	197	45	20	159	27	132	127
%V	20.3%	11.8%	14.0%	21.3%	8.8%	30.0%	16.6%
%H		22.8%	10.2%	80.7%	13.7%	67.0%	64.5%
30" - 39"	407	153	57	322	126	196	316
%V	41.9%	40.1%	39.9%	43.1%	41.0%	44.5%	41.3%
%H		37.6%	14.0%	79.1%	31.0%	48.2%	77.6%
40" and over	332	179	62	242	149	93	299
%V	34.2%	46.9%	43.4%	32.4%	48.5%	21.1%	39.0%
%H		53.9%	18.7%	72.9%	44.9%	28.0%	90.1%
Don't know	5	3	1	4	3	1	4
%V	0.5%	0.8%	0.7%	0.5%	1.0%	0.2%	0.5%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
Not Asked	7	0	0	0	0	0	5
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	972	382	143	747	307	440	766
%H		39.3%	14.7%	76.9%	31.6%	45.3%	78.8%
PVR	589	323	102	426	261	165	525
%V	60.6%	84.6%	71.3%	57.0%	85.0%	37.5%	68.5%
%H		54.8%	17.3%	72.3%	44.3%	28.0%	89.1%
DVDR	57	20	12	46	21	26	48
%V	5.9%	5.2%	8.4%	6.2%	6.8%	5.9%	6.3%
%H		35.1%	21.1%	80.7%	36.8%	45.6%	84.2%
VCR	41	13	9	32	12	20	26
%V	4.2%	3.4%	6.3%	4.3%	3.9%	4.5%	3.4%
%H		31.7%	22.0%	78.0%	29.3%	48.8%	63.4%
Any recorder	632	331	109	460	267	194	552
%V	65.0%	86.6%	76.2%	61.6%	87.0%	44.1%	72.1%
%H		52.4%	17.2%	72.8%	42.2%	30.7%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	972	382	143	747	307	440	766
%H		39.3%	14.7%	76.9%	31.6%	45.3%	78.8%
Receives HDTV (via STB or built-in reception)	513	248	119	366	216	149	452
%V	52.8%	64.9%	83.2%	49.0%	70.4%	33.9%	59.0%
%H		48.3%	23.2%	71.3%	42.1%	29.0%	88.1%
DVD/Blu-ray player or recorder	789	322	116	613	264	349	644
%V	81.2%	84.3%	81.1%	82.1%	86.0%	79.3%	84.1%
%H		40.8%	14.7%	77.7%	33.5%	44.2%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	916	434	166	770	453	317	820
%H		47.4%	18.1%	84.1%	49.5%	34.6%	89.5%
Under 20"	303	130	40	272	139	133	257
%V	33.1%	30.0%	24.1%	35.3%	30.7%	42.0%	31.3%
%H		42.9%	13.2%	89.8%	45.9%	43.9%	84.8%
20" - 29"	277	130	49	240	140	100	248
%V	30.2%	30.0%	29.5%	31.2%	30.9%	31.5%	30.2%
%H		46.9%	17.7%	86.6%	50.5%	36.1%	89.5%
30" - 39"	165	93	34	135	95	40	151
%V	18.0%	21.4%	20.5%	17.5%	21.0%	12.6%	18.4%
%H		56.4%	20.6%	81.8%	57.6%	24.2%	91.5%
40" and over	62	31	16	49	32	16	60
%V	6.8%	7.1%	9.6%	6.4%	7.1%	5.0%	7.3%
%H		50.0%	25.8%	79.0%	51.6%	25.8%	96.8%
Don't know	8	5	1	8	6	2	8
%V	0.9%	1.2%	0.6%	1.0%	1.3%	0.6%	1.0%
%H		62.5%	12.5%	100.0%	75.0%	25.0%	100.0%
Not Asked	101	45	26	66	41	26	96
%V	11.0%	10.4%	15.7%	8.6%	9.1%	8.2%	11.7%
%H		44.6%	25.7%	65.3%	40.6%	25.7%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	916	434	166	770	453	317	820
%H		47.4%	18.1%	84.1%	49.5%	34.6%	89.5%
PVR	154	97	36	108	85	23	140
%V	16.8%	22.4%	21.7%	14.0%	18.8%	7.3%	17.1%
%H		63.0%	23.4%	70.1%	55.2%	14.9%	90.9%
DVDR	12	6	2	12	9	3	10
%V	1.3%	1.4%	1.2%	1.6%	2.0%	0.9%	1.2%
%H		50.0%	16.7%	100.0%	75.0%	25.0%	83.3%
VCR	5	1	1	4	1	2	3
%V	0.5%	0.2%	0.6%	0.5%	0.2%	0.6%	0.4%
%H		20.0%	20.0%	80.0%	20.0%	40.0%	60.0%
Any recorder	168	104	39	122	94	28	152
%V	18.3%	24.0%	23.5%	15.8%	20.8%	8.8%	18.5%
%H		61.9%	23.2%	72.6%	56.0%	16.7%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	916	434	166	770	453	317	820
%H		47.4%	18.1%	84.1%	49.5%	34.6%	89.5%
Receives HDTV (via STB or built-in reception)	252	119	66	208	138	70	229
%V	27.5%	27.4%	39.8%	27.0%	30.5%	22.1%	27.9%
%H		47.2%	26.2%	82.5%	54.8%	27.8%	90.9%
DVD/Blu-ray player or recorder	375	189	75	320	206	114	339
%V	40.9%	43.5%	45.2%	41.6%	45.5%	36.0%	41.3%
%H		50.4%	20.0%	85.3%	54.9%	30.4%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2374	2299	986	365	1712	789	923	2033
%H		96.8%	41.5%	15.4%	72.1%	33.2%	38.9%	85.6%
Total Children	451	446	218	69	302	151	150	417
%V	19.0%	19.4%	22.1%	18.9%	17.6%	19.1%	16.3%	20.5%
%H		98.9%	48.3%	15.3%	67.0%	33.5%	33.3%	92.5%
0 - 3	113	110	47	15	79	33	46	99
%V	4.8%	4.8%	4.8%	4.1%	4.6%	4.2%	5.0%	4.9%
%H		97.3%	41.6%	13.3%	69.9%	29.2%	40.7%	87.6%
4 - 15	338	336	171	54	223	118	104	318
%V	14.2%	14.6%	17.3%	14.8%	13.0%	15.0%	11.3%	15.6%
%H		99.4%	50.6%	16.0%	66.0%	34.9%	30.8%	94.1%
4 - 9	165	164	84	21	106	51	56	152
%V	7.0%	7.1%	8.5%	5.8%	6.2%	6.5%	6.1%	7.5%
%H		99.4%	50.9%	12.7%	64.2%	30.9%	33.9%	92.1%
10 - 15	173	172	87	33	117	68	49	166
%V	7.3%	7.5%	8.8%	9.0%	6.8%	8.6%	5.3%	8.2%
%H		99.4%	50.3%	19.1%	67.6%	39.3%	28.3%	96.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2374	2299	986	365	1712	789	923	2033
%H		96.8%	41.5%	15.4%	72.1%	33.2%	38.9%	85.6%
Total Adults (16+)	1922	1853	768	295	1410	638	772	1616
%V	81.0%	80.6%	77.9%	80.8%	82.4%	80.9%	83.6%	79.5%
%H		96.4%	40.0%	15.3%	73.4%	33.2%	40.2%	84.1%
16 - 19	110	109	56	19	77	44	33	107
%V	4.6%	4.7%	5.7%	5.2%	4.5%	5.6%	3.6%	5.3%
%H		99.1%	50.9%	17.3%	70.0%	40.0%	30.0%	97.3%
20 - 24	149	135	46	29	98	47	51	129
%V	6.3%	5.9%	4.7%	7.9%	5.7%	6.0%	5.5%	6.3%
%H		90.6%	30.9%	19.5%	65.8%	31.5%	34.2%	86.6%
25 - 34	297	278	115	60	193	95	98	265
%V	12.5%	12.1%	11.7%	16.4%	11.3%	12.0%	10.6%	13.0%
%H		93.6%	38.7%	20.2%	65.0%	32.0%	33.0%	89.2%
35 - 44	308	296	146	52	203	108	95	282
%V	13.0%	12.9%	14.8%	14.2%	11.9%	13.7%	10.3%	13.9%
%H		96.1%	47.4%	16.9%	65.9%	35.1%	30.8%	91.6%
45 - 54	340	334	158	60	256	140	115	317
%V	14.3%	14.5%	16.0%	16.4%	15.0%	17.7%	12.5%	15.6%
%H		98.2%	46.5%	17.6%	75.3%	41.2%	33.8%	93.2%
55 - 64	290	283	112	42	220	90	130	248
%V	12.2%	12.3%	11.4%	11.5%	12.9%	11.4%	14.1%	12.2%
%H		97.6%	38.6%	14.5%	75.9%	31.0%	44.8%	85.5%
65+	428	418	135	34	363	114	249	268
%V	18.0%	18.2%	13.7%	9.3%	21.2%	14.4%	27.0%	13.2%
%H		97.7%	31.5%	7.9%	84.8%	26.6%	58.2%	62.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1922	1853	768	295	1410	638	772	1616
%H		96.4%	40.0%	15.3%	73.4%	33.2%	40.2%	84.1%
AB	619	596	247	91	444	188	256	584
%V	32.2%	32.2%	32.2%	30.8%	31.5%	29.5%	33.2%	36.1%
%H		96.3%	39.9%	14.7%	71.7%	30.4%	41.4%	94.3%
C1	529	508	190	91	400	186	214	463
%V	27.5%	27.4%	24.7%	30.8%	28.4%	29.2%	27.7%	28.7%
%H		96.0%	35.9%	17.2%	75.6%	35.2%	40.5%	87.5%
C2	422	408	181	77	302	152	150	359
%V	22.0%	22.0%	23.6%	26.1%	21.4%	23.8%	19.4%	22.2%
%H		96.7%	42.9%	18.2%	71.6%	36.0%	35.5%	85.1%
D	235	229	110	19	179	79	100	160
%V	12.2%	12.4%	14.3%	6.4%	12.7%	12.4%	13.0%	9.9%
%H		97.4%	46.8%	8.1%	76.2%	33.6%	42.6%	68.1%
E	117	111	40	17	85	33	52	50
%V	6.1%	6.0%	5.2%	5.8%	6.0%	5.2%	6.7%	3.1%
%H		94.9%	34.2%	14.5%	72.6%	28.2%	44.4%	42.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1922	1853	768	295	1410	638	772	1616
%H		96.4%	40.0%	15.3%	73.4%	33.2%	40.2%	84.1%
Working full time	892	860	377	166	638	326	312	822
%V	46.4%	46.4%	49.1%	56.3%	45.2%	51.1%	40.4%	50.9%
%H		96.4%	42.3%	18.6%	71.5%	36.5%	35.0%	92.2%
Working part time	264	258	118	43	180	83	96	242
%V	13.7%	13.9%	15.4%	14.6%	12.8%	13.0%	12.4%	15.0%
%H		97.7%	44.7%	16.3%	68.2%	31.4%	36.4%	91.7%
Not working	766	735	274	86	592	229	363	552
%V	39.9%	39.7%	35.7%	29.2%	42.0%	35.9%	47.0%	34.2%
%H		96.0%	35.8%	11.2%	77.3%	29.9%	47.4%	72.1%
Housewife/Houseperson	1017	972	382	143	747	307	440	800
%V	52.9%	52.5%	49.7%	48.5%	53.0%	48.1%	57.0%	49.5%
%H		95.6%	37.6%	14.1%	73.5%	30.2%	43.3%	78.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	948	907	383	161	679	325	355	809
%H		95.7%	40.4%	17.0%	71.6%	34.3%	37.4%	85.3%
16 - 19	55	54	29	13	37	26	11	54
%V	5.8%	6.0%	7.6%	8.1%	5.4%	8.0%	3.1%	6.7%
%H		98.2%	52.7%	23.6%	67.3%	47.3%	20.0%	98.2%
20 - 24	81	71	22	19	52	25	27	71
%V	8.5%	7.8%	5.7%	11.8%	7.7%	7.7%	7.6%	8.8%
%H		87.7%	27.2%	23.5%	64.2%	30.9%	33.3%	87.7%
25 - 34	154	144	57	38	99	53	46	138
%V	16.2%	15.9%	14.9%	23.6%	14.6%	16.3%	13.0%	17.1%
%H		93.5%	37.0%	24.7%	64.3%	34.4%	29.9%	89.6%
35 - 44	158	151	70	29	102	52	50	143
%V	16.7%	16.6%	18.3%	18.0%	15.0%	16.0%	14.1%	17.7%
%H		95.6%	44.3%	18.4%	64.6%	32.9%	31.6%	90.5%
45 - 54	161	157	80	26	119	68	50	149
%V	17.0%	17.3%	20.9%	16.1%	17.5%	20.9%	14.1%	18.4%
%H		97.5%	49.7%	16.1%	73.9%	42.2%	31.1%	92.5%
55 - 64	144	139	55	23	106	44	62	123
%V	15.2%	15.3%	14.4%	14.3%	15.6%	13.5%	17.5%	15.2%
%H		96.5%	38.2%	16.0%	73.6%	30.6%	43.1%	85.4%
65+	195	191	69	13	165	57	108	132
%V	20.6%	21.1%	18.0%	8.1%	24.3%	17.5%	30.4%	16.3%
%H		97.9%	35.4%	6.7%	84.6%	29.2%	55.4%	67.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	948	907	383	161	679	325	355	809
%H		95.7%	40.4%	17.0%	71.6%	34.3%	37.4%	85.3%
AB	322	310	130	52	230	104	127	302
%V	34.0%	34.2%	33.9%	32.3%	33.9%	32.0%	35.8%	37.3%
%H		96.3%	40.4%	16.1%	71.4%	32.3%	39.4%	93.8%
C1	254	237	89	48	185	90	94	224
%V	26.8%	26.1%	23.2%	29.8%	27.2%	27.7%	26.5%	27.7%
%H		93.3%	35.0%	18.9%	72.8%	35.4%	37.0%	88.2%
C2	222	213	93	43	155	79	77	187
%V	23.4%	23.5%	24.3%	26.7%	22.8%	24.3%	21.7%	23.1%
%H		95.9%	41.9%	19.4%	69.8%	35.6%	34.7%	84.2%
D	105	103	52	9	79	37	42	75
%V	11.1%	11.4%	13.6%	5.6%	11.6%	11.4%	11.8%	9.3%
%H		98.1%	49.5%	8.6%	75.2%	35.2%	40.0%	71.4%
E	46	44	18	9	31	16	15	20
%V	4.9%	4.9%	4.7%	5.6%	4.6%	4.9%	4.2%	2.5%
%H		95.7%	39.1%	19.6%	67.4%	34.8%	32.6%	43.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	948	907	383	161	679	325	355	809
%H		95.7%	40.4%	17.0%	71.6%	34.3%	37.4%	85.3%
Working full time	575	555	243	115	407	213	194	529
%V	60.7%	61.2%	63.4%	71.4%	59.9%	65.5%	54.6%	65.4%
%H		96.5%	42.3%	20.0%	70.8%	37.0%	33.7%	92.0%
Working part time	47	45	18	5	30	10	20	41
%V	5.0%	5.0%	4.7%	3.1%	4.4%	3.1%	5.6%	5.1%
%H		95.7%	38.3%	10.6%	63.8%	21.3%	42.6%	87.2%
Not working	327	308	122	41	242	102	140	239
%V	34.5%	34.0%	31.9%	25.5%	35.6%	31.4%	39.4%	29.5%
%H		94.2%	37.3%	12.5%	74.0%	31.2%	42.8%	73.1%
Housewife/Houseperson	231	209	77	39	150	60	90	164
%V	24.4%	23.0%	20.1%	24.2%	22.1%	18.5%	25.4%	20.3%
%H		90.5%	33.3%	16.9%	64.9%	26.0%	39.0%	71.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	974	946	385	134	731	313	418	807
%H		97.1%	39.5%	13.8%	75.1%	32.1%	42.9%	82.9%
16 - 19	55	55	27	6	40	19	22	53
%V	5.6%	5.8%	7.0%	4.5%	5.5%	6.1%	5.3%	6.6%
%H		100.0%	49.1%	10.9%	72.7%	34.5%	40.0%	96.4%
20 - 24	68	64	24	10	47	22	25	58
%V	7.0%	6.8%	6.2%	7.5%	6.4%	7.0%	6.0%	7.2%
%H		94.1%	35.3%	14.7%	69.1%	32.4%	36.8%	85.3%
25 - 34	143	134	58	22	94	42	52	128
%V	14.7%	14.2%	15.1%	16.4%	12.9%	13.4%	12.4%	15.9%
%H		93.7%	40.6%	15.4%	65.7%	29.4%	36.4%	89.5%
35 - 44	150	145	76	23	101	56	45	139
%V	15.4%	15.3%	19.7%	17.2%	13.8%	17.9%	10.8%	17.2%
%H		96.7%	50.7%	15.3%	67.3%	37.3%	30.0%	92.7%
45 - 54	180	177	78	34	137	72	65	168
%V	18.5%	18.7%	20.3%	25.4%	18.7%	23.0%	15.6%	20.8%
%H		98.3%	43.3%	18.9%	76.1%	40.0%	36.1%	93.3%
55 - 64	145	144	58	19	113	45	68	125
%V	14.9%	15.2%	15.1%	14.2%	15.5%	14.4%	16.3%	15.5%
%H		99.3%	40.0%	13.1%	77.9%	31.0%	46.9%	86.2%
65+	233	227	65	21	199	57	141	136
%V	23.9%	24.0%	16.9%	15.7%	27.2%	18.2%	33.7%	16.9%
%H		97.4%	27.9%	9.0%	85.4%	24.5%	60.5%	58.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	974	946	385	134	731	313	418	807
%H		97.1%	39.5%	13.8%	75.1%	32.1%	42.9%	82.9%
AB	297	286	117	39	214	84	130	282
%V	30.5%	30.2%	30.4%	29.1%	29.3%	26.8%	31.1%	34.9%
%H		96.3%	39.4%	13.1%	72.1%	28.3%	43.8%	94.9%
C1	276	271	101	43	216	96	119	238
%V	28.3%	28.6%	26.2%	32.1%	29.5%	30.7%	28.5%	29.5%
%H		98.2%	36.6%	15.6%	78.3%	34.8%	43.1%	86.2%
C2	201	195	88	34	147	73	73	172
%V	20.6%	20.6%	22.9%	25.4%	20.1%	23.3%	17.5%	21.3%
%H		97.0%	43.8%	16.9%	73.1%	36.3%	36.3%	85.6%
D	130	126	58	10	100	42	58	85
%V	13.3%	13.3%	15.1%	7.5%	13.7%	13.4%	13.9%	10.5%
%H		96.9%	44.6%	7.7%	76.9%	32.3%	44.6%	65.4%
E	71	68	21	9	55	17	37	30
%V	7.3%	7.2%	5.5%	6.7%	7.5%	5.4%	8.9%	3.7%
%H		95.8%	29.6%	12.7%	77.5%	23.9%	52.1%	42.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	974	946	385	134	731	313	418	807
%H		97.1%	39.5%	13.8%	75.1%	32.1%	42.9%	82.9%
Working full time	318	305	133	51	231	113	118	294
%V	32.6%	32.2%	34.5%	38.1%	31.6%	36.1%	28.2%	36.4%
%H		95.9%	41.8%	16.0%	72.6%	35.5%	37.1%	92.5%
Working part time	217	213	100	38	149	73	76	201
%V	22.3%	22.5%	26.0%	28.4%	20.4%	23.3%	18.2%	24.9%
%H		98.2%	46.1%	17.5%	68.7%	33.6%	35.0%	92.6%
Not working	440	428	152	45	351	127	224	313
%V	45.2%	45.2%	39.5%	33.6%	48.0%	40.6%	53.6%	38.8%
%H		97.3%	34.5%	10.2%	79.8%	28.9%	50.9%	71.1%
Housewife/Houseperson	787	764	304	104	597	247	350	636
%V	80.8%	80.8%	79.0%	77.6%	81.7%	78.9%	83.7%	78.8%
%H		97.1%	38.6%	13.2%	75.9%	31.4%	44.5%	80.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
AB	223	216	102	15	163	64	99	200
%V	25.9%	26.2%	27.4%	23.1%	26.1%	25.8%	26.3%	30.2%
%H (All HH)		96.9%	45.7%	6.7%	73.1%	28.7%	44.4%	89.7%
%H (TV HH)			47.2%	6.9%	75.5%	29.6%	45.8%	
C1	272	257	115	24	198	81	117	219
%V	31.6%	31.2%	30.9%	36.9%	31.7%	32.7%	31.0%	33.0%
%H (All HH)		94.5%	42.3%	8.8%	72.8%	29.8%	43.0%	80.5%
%H (TV HH)			44.7%	9.3%	77.0%	31.5%	45.5%	
C2	193	187	95	15	144	68	76	150
%V	22.4%	22.7%	25.5%	23.1%	23.0%	27.4%	20.2%	22.6%
%H (All HH)		96.9%	49.2%	7.8%	74.6%	35.2%	39.4%	77.7%
%H (TV HH)			50.8%	8.0%	77.0%	36.4%	40.6%	
D	101	96	40	7	70	23	46	67
%V	11.7%	11.7%	10.8%	10.8%	11.2%	9.3%	12.2%	10.1%
%H (All HH)		95.0%	39.6%	6.9%	69.3%	22.8%	45.5%	66.3%
%H (TV HH)			41.7%	7.3%	72.9%	24.0%	47.9%	
E	71	67	20	4	50	11	39	27
%V	8.3%	8.1%	5.4%	6.2%	8.0%	4.4%	10.3%	4.1%
%H (All HH)		94.4%	28.2%	5.6%	70.4%	15.5%	54.9%	38.0%
%H (TV HH)			29.9%	6.0%	74.6%	16.4%	58.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%V (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Under 25	44	37	12	5	24	6	19	33
%V	5.1%	4.5%	3.2%	7.7%	3.8%	2.4%	5.0%	5.0%
%H (All HH)		84.1%	27.3%	11.4%	54.5%	13.6%	43.2%	75.0%
%H (TV HH)			32.4%	13.5%	64.9%	16.2%	51.4%	
25 - 34	101	94	51	11	63	32	31	90
%V	11.7%	11.4%	13.7%	16.9%	10.1%	12.9%	8.2%	13.6%
%H (All HH)		93.1%	50.5%	10.9%	62.4%	31.7%	30.7%	89.1%
%H (TV HH)			54.3%	11.7%	67.0%	34.0%	33.0%	
35 - 44	130	124	63	13	90	44	47	119
%V	15.1%	15.1%	16.9%	20.0%	14.4%	17.7%	12.5%	17.9%
%H (All HH)		95.4%	48.5%	10.0%	69.2%	33.8%	36.2%	91.5%
%H (TV HH)			50.8%	10.5%	72.6%	35.5%	37.9%	
45 - 54	171	163	85	16	120	57	62	155
%V	19.9%	19.8%	22.8%	24.6%	19.2%	23.0%	16.4%	23.4%
%H (All HH)		95.3%	49.7%	9.4%	70.2%	33.3%	36.3%	90.6%
%H (TV HH)			52.1%	9.8%	73.6%	35.0%	38.0%	
55 - 64	151	146	67	9	116	47	69	124
%V	17.6%	17.7%	18.0%	13.8%	18.6%	19.0%	18.3%	18.7%
%H (All HH)		96.7%	44.4%	6.0%	76.8%	31.1%	45.7%	82.1%
%H (TV HH)			45.9%	6.2%	79.5%	32.2%	47.3%	
65 +	262	258	95	12	212	63	149	142
%V	30.5%	31.3%	25.5%	18.5%	33.9%	25.4%	39.5%	21.4%
%H (All HH)		98.5%	36.3%	4.6%	80.9%	24.0%	56.9%	54.2%
%H (TV HH)			36.8%	4.7%	82.2%	24.4%	57.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
1	266	247	76	14	195	42	153	137
%V	30.9%	30.0%	20.4%	21.5%	31.2%	16.9%	40.6%	20.7%
%H (All HH)		92.9%	28.6%	5.3%	73.3%	15.8%	57.5%	51.5%
%H (TV HH)			30.8%	5.7%	78.9%	17.0%	61.9%	
2	308	296	142	22	225	94	131	262
%V	35.8%	36.0%	38.2%	33.8%	36.0%	37.9%	34.7%	39.5%
%H (All HH)		96.1%	46.1%	7.1%	73.1%	30.5%	42.5%	85.1%
%H (TV HH)			48.0%	7.4%	76.0%	31.8%	44.3%	
3	131	128	68	12	94	48	46	120
%V	15.2%	15.6%	18.3%	18.5%	15.0%	19.4%	12.2%	18.1%
%H (All HH)		97.7%	51.9%	9.2%	71.8%	36.6%	35.1%	91.6%
%H (TV HH)			53.1%	9.4%	73.4%	37.5%	35.9%	
4	110	109	64	12	78	46	33	103
%V	12.8%	13.2%	17.2%	18.5%	12.5%	18.5%	8.8%	15.5%
%H (All HH)		99.1%	58.2%	10.9%	70.9%	41.8%	30.0%	93.6%
%H (TV HH)			58.7%	11.0%	71.6%	42.2%	30.3%	
5+	45	42	22	6	32	18	14	41
%V	5.2%	5.1%	5.9%	9.2%	5.1%	7.3%	3.7%	6.2%
%H (All HH)		93.3%	48.9%	13.3%	71.1%	40.0%	31.1%	91.1%
%H (TV HH)			52.4%	14.3%	76.2%	42.9%	33.3%	
Average HH size	2.28	2.29	2.52	2.60	2.26	2.62	2.02	2.49

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Without	658	625	262	44	485	173	312	480
%V	76.5%	75.9%	70.4%	67.7%	77.6%	69.8%	82.8%	72.4%
%H (All HH)		95.0%	39.8%	6.7%	73.7%	26.3%	47.4%	72.9%
%H (TV HH)			41.9%	7.0%	77.6%	27.7%	49.9%	
With	202	198	110	21	140	75	65	183
%V	23.5%	24.1%	29.6%	32.3%	22.4%	30.2%	17.2%	27.6%
%H (All HH)		98.0%	54.5%	10.4%	69.3%	37.1%	32.2%	90.6%
%H (TV HH)			55.6%	10.6%	70.7%	37.9%	32.8%	
0 - 3	78	76	41	8	56	29	27	68
%V	9.1%	9.2%	11.0%	12.3%	9.0%	11.7%	7.2%	10.3%
%H (All HH)		97.4%	52.6%	10.3%	71.8%	37.2%	34.6%	87.2%
%H (TV HH)			53.9%	10.5%	73.7%	38.2%	35.5%	
4 - 9	104	102	54	10	74	39	35	94
%V	12.1%	12.4%	14.5%	15.4%	11.8%	15.7%	9.3%	14.2%
%H (All HH)		98.1%	51.9%	9.6%	71.2%	37.5%	33.7%	90.4%
%H (TV HH)			52.9%	9.8%	72.5%	38.2%	34.3%	
10 - 15	92	90	53	10	65	37	27	85
%V	10.7%	10.9%	14.2%	15.4%	10.4%	14.9%	7.2%	12.8%
%H (All HH)		97.8%	57.6%	10.9%	70.7%	40.2%	29.3%	92.4%
%H (TV HH)			58.9%	11.1%	72.2%	41.1%	30.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
1	320	320	106	19	222	37	185	210
%V	37.2%	38.9%	28.5%	29.2%	35.5%	14.9%	49.1%	31.7%
%H (All HH)		100.0%	33.1%	5.9%	69.4%	11.6%	57.8%	65.6%
%H (TV HH)			33.1%	5.9%	69.4%	11.6%	57.8%	
2	290	290	143	18	231	102	128	230
%V	33.7%	35.2%	38.4%	27.7%	37.0%	41.1%	34.0%	34.7%
%H (All HH)		100.0%	49.3%	6.2%	79.7%	35.2%	44.1%	79.3%
%H (TV HH)			49.3%	6.2%	79.7%	35.2%	44.1%	
3	133	133	76	19	106	66	40	118
%V	15.5%	16.2%	20.4%	29.2%	17.0%	26.6%	10.6%	17.8%
%H (All HH)		100.0%	57.1%	14.3%	79.7%	49.6%	30.1%	88.7%
%H (TV HH)			57.1%	14.3%	79.7%	49.6%	30.1%	
4	50	50	29	6	40	25	15	48
%V	5.8%	6.1%	7.8%	9.2%	6.4%	10.1%	4.0%	7.2%
%H (All HH)		100.0%	58.0%	12.0%	80.0%	50.0%	30.0%	96.0%
%H (TV HH)			58.0%	12.0%	80.0%	50.0%	30.0%	
5+	29	29	17	4	26	18	8	28
%V	3.4%	3.5%	4.6%	6.2%	4.2%	7.3%	2.1%	4.2%
%H (All HH)		100.0%	58.6%	13.8%	89.7%	62.1%	27.6%	96.6%
%H (TV HH)			58.6%	13.8%	89.7%	62.1%	27.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Under 20"	263	263	121	18	225	101	125	212
%V	30.6%	32.0%	32.5%	27.7%	36.0%	40.7%	33.2%	32.0%
%H (All HH)		100.0%	46.0%	6.8%	85.6%	38.4%	47.5%	80.6%
%H (TV HH)			46.0%	6.8%	85.6%	38.4%	47.5%	
20" - 29"	362	362	155	24	298	115	183	273
%V	42.1%	44.0%	41.7%	36.9%	47.7%	46.4%	48.5%	41.2%
%H (All HH)		100.0%	42.8%	6.6%	82.3%	31.8%	50.6%	75.4%
%H (TV HH)			42.8%	6.6%	82.3%	31.8%	50.6%	
30" - 39"	398	398	187	38	311	136	175	318
%V	46.3%	48.4%	50.3%	58.5%	49.8%	54.8%	46.4%	48.0%
%H (All HH)		100.0%	47.0%	9.5%	78.1%	34.2%	44.0%	79.9%
%H (TV HH)			47.0%	9.5%	78.1%	34.2%	44.0%	
40" and over	283	283	175	32	195	118	77	253
%V	32.9%	34.4%	47.0%	49.2%	31.2%	47.6%	20.4%	38.2%
%H (All HH)		100.0%	61.8%	11.3%	68.9%	41.7%	27.2%	89.4%
%H (TV HH)			61.8%	11.3%	68.9%	41.7%	27.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Main living room	801	801	367	64	615	245	370	620
%V	93.1%	97.3%	98.7%	98.5%	98.4%	98.8%	98.1%	93.5%
%H (All HH)		100.0%	45.8%	8.0%	76.8%	30.6%	46.2%	77.4%
%H (TV HH)			45.8%	8.0%	76.8%	30.6%	46.2%	
Kitchen	111	111	58	6	96	48	48	95
%V	12.9%	13.5%	15.6%	9.2%	15.4%	19.4%	12.7%	14.3%
%H (All HH)		100.0%	52.3%	5.4%	86.5%	43.2%	43.2%	85.6%
%H (TV HH)			52.3%	5.4%	86.5%	43.2%	43.2%	
Adult's bedroom	354	354	191	36	286	157	128	299
%V	41.2%	43.0%	51.3%	55.4%	45.8%	63.3%	34.0%	45.1%
%H (All HH)		100.0%	54.0%	10.2%	80.8%	44.4%	36.2%	84.5%
%H (TV HH)			54.0%	10.2%	80.8%	44.4%	36.2%	
Child's bedroom	62	62	40	8	51	37	14	59
%V	7.2%	7.5%	10.8%	12.3%	8.2%	14.9%	3.7%	8.9%
%H (All HH)		100.0%	64.5%	12.9%	82.3%	59.7%	22.6%	95.2%
%H (TV HH)			64.5%	12.9%	82.3%	59.7%	22.6%	
Other bedroom	34	34	20	3	29	18	11	32
%V	4.0%	4.1%	5.4%	4.6%	4.6%	7.3%	2.9%	4.8%
%H (All HH)		100.0%	58.8%	8.8%	85.3%	52.9%	32.4%	94.1%
%H (TV HH)			58.8%	8.8%	85.3%	52.9%	32.4%	
Second living/dining room	76	76	37	5	66	31	34	64
%V	8.8%	9.2%	9.9%	7.7%	10.6%	12.5%	9.0%	9.7%
%H (All HH)		100.0%	48.7%	6.6%	86.8%	40.8%	44.7%	84.2%
%H (TV HH)			48.7%	6.6%	86.8%	40.8%	44.7%	
Study/office	10	10	4	0	9	3	6	10
%V	1.2%	1.2%	1.1%	0.0%	1.4%	1.2%	1.6%	1.5%
%H (All HH)		100.0%	40.0%	0.0%	90.0%	30.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	90.0%	30.0%	60.0%	
TV room	2	2	2	0	1	1	0	1
%V	0.2%	0.2%	0.5%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Conservatory	16	16	8	4	15	10	5	13
%V	1.9%	1.9%	2.2%	6.2%	2.4%	4.0%	1.3%	2.0%
%H (All HH)		100.0%	50.0%	25.0%	93.8%	62.5%	31.3%	81.3%
%H (TV HH)			50.0%	25.0%	93.8%	62.5%	31.3%	
Attic or loft room	2	2	1	0	2	1	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	1	0	1	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
Other	7	7	4	2	4	3	1	6
%V	0.8%	0.9%	1.1%	3.1%	0.6%	1.2%	0.3%	0.9%
%H (All HH)		100.0%	57.1%	28.6%	57.1%	42.9%	14.3%	85.7%
%H (TV HH)			57.1%	28.6%	57.1%	42.9%	14.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Any DSAT provider	372	372	372	2	213	213	0	318
%V	43.3%	45.2%	100.0%	3.1%	34.1%	85.9%	0.0%	48.0%
%H (All HH)			100.0%	0.5%	57.3%	57.3%	0.0%	85.5%
%H (TV HH)			100.0%	0.5%	57.3%	57.3%	0.0%	
Sky with subcription	294	294	294	1	163	163	0	258
%V	34.2%	35.7%	79.0%	1.5%	26.1%	65.7%	0.0%	38.9%
%H (All HH)			100.0%	0.3%	55.4%	55.4%	0.0%	87.8%
%H (TV HH)			100.0%	0.3%	55.4%	55.4%	0.0%	
Sky without subscription	28	28	28	0	20	20	0	23
%V	3.3%	3.4%	7.5%	0.0%	3.2%	8.1%	0.0%	3.5%
%H (All HH)			100.0%	0.0%	71.4%	71.4%	0.0%	82.1%
%H (TV HH)			100.0%	0.0%	71.4%	71.4%	0.0%	
Freesat	53	53	53	1	32	32	0	41
%V	6.2%	6.4%	14.2%	1.5%	5.1%	12.9%	0.0%	6.2%
%H (All HH)			100.0%	1.9%	60.4%	60.4%	0.0%	77.4%
%H (TV HH)			100.0%	1.9%	60.4%	60.4%	0.0%	
Other satellite provider	4	4	4	0	2	2	0	3
%V	0.5%	0.5%	1.1%	0.0%	0.3%	0.8%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	65	65	2	65	37	37	0	58
%V	7.6%	7.9%	0.5%	100.0%	5.9%	14.9%	0.0%	8.7%
%H (All HH)			3.1%	100.0%	56.9%	56.9%	0.0%	89.2%
%H (TV HH)			3.1%	100.0%	56.9%	56.9%	0.0%	
DTT	625	625	213	37	625	248	377	470
%V	72.7%	75.9%	57.3%	56.9%	100.0%	100.0%	100.0%	70.9%
%H (All HH)		100.0%	34.1%	5.9%	100.0%	39.7%	60.3%	75.2%
%H (TV HH)			34.1%	5.9%	100.0%	39.7%	60.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%H (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
PVR	500	500	308	44	354	205	149	433
%V	58.1%	60.8%	82.8%	67.7%	56.6%	82.7%	39.5%	65.3%
%H (All HH)		100.0%	61.6%	8.8%	70.8%	41.0%	29.8%	86.6%
%H (TV HH)			61.6%	8.8%	70.8%	41.0%	29.8%	
DVDR	58	58	23	7	45	17	28	46
%V	6.7%	7.0%	6.2%	10.8%	7.2%	6.9%	7.4%	6.9%
%H (All HH)		100.0%	39.7%	12.1%	77.6%	29.3%	48.3%	79.3%
%H (TV HH)			39.7%	12.1%	77.6%	29.3%	48.3%	
VCR	30	30	13	3	22	8	14	23
%V	3.5%	3.6%	3.5%	4.6%	3.5%	3.2%	3.7%	3.5%
%H (All HH)		100.0%	43.3%	10.0%	73.3%	26.7%	46.7%	76.7%
%H (TV HH)			43.3%	10.0%	73.3%	26.7%	46.7%	
Any recorder	534	534	316	48	382	210	171	457
%V	62.1%	64.9%	84.9%	73.8%	61.1%	84.7%	45.4%	68.9%
%H (All HH)		100.0%	59.2%	9.0%	71.5%	39.3%	32.0%	85.6%
%H (TV HH)			59.2%	9.0%	71.5%	39.3%	32.0%	
Receives HDTV (via STB or built-in reception)	361	361	208	49	254	148	107	317
%V	42.0%	43.9%	55.9%	75.4%	40.6%	59.7%	28.4%	47.8%
%H (All HH)		100.0%	57.6%	13.6%	70.4%	41.0%	29.6%	87.8%
%H (TV HH)			57.6%	13.6%	70.4%	41.0%	29.6%	
DVD/Blu-ray player or recorder	675	675	322	58	517	222	295	549
%V	78.5%	82.0%	86.6%	89.2%	82.7%	89.5%	78.2%	82.8%
%H (All HH)		100.0%	47.7%	8.6%	76.6%	32.9%	43.7%	81.3%
%H (TV HH)			47.7%	8.6%	76.6%	32.9%	43.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	860	823	372	65	625	248	377	663
%V (All HH)		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%
%H (TV HH)			45.2%	7.9%	75.9%	30.1%	45.8%	
Has broadband internet	663	633	318	58	470	217	252	663
%V	77.1%	76.9%	85.5%	89.2%	75.2%	87.5%	66.8%	100.0%
%H (All HH)		95.5%	48.0%	8.7%	70.9%	32.7%	38.0%	100.0%
%H (TV HH)			50.2%	9.2%	74.2%	34.3%	39.8%	
Number of computers (PCs and laptops)								
0	173	168	48	6	138	27	111	9
%V	20.1%	20.4%	12.9%	9.2%	22.1%	10.9%	29.4%	1.4%
%H (All HH)		97.1%	27.7%	3.5%	79.8%	15.6%	64.2%	5.2%
%H (TV HH)			28.6%	3.6%	82.1%	16.1%	66.1%	
1	295	280	121	19	217	81	136	270
%V	34.3%	34.0%	32.5%	29.2%	34.7%	32.7%	36.1%	40.7%
%H (All HH)		94.9%	41.0%	6.4%	73.6%	27.5%	46.1%	91.5%
%H (TV HH)			43.2%	6.8%	77.5%	28.9%	48.6%	
2	188	178	89	17	127	57	71	183
%V	21.9%	21.6%	23.9%	26.2%	20.3%	23.0%	18.8%	27.6%
%H (All HH)		94.7%	47.3%	9.0%	67.6%	30.3%	37.8%	97.3%
%H (TV HH)			50.0%	9.6%	71.3%	32.0%	39.9%	
3	102	100	59	9	71	40	31	100
%V	11.9%	12.2%	15.9%	13.8%	11.4%	16.1%	8.2%	15.1%
%H (All HH)		98.0%	57.8%	8.8%	69.6%	39.2%	30.4%	98.0%
%H (TV HH)			59.0%	9.0%	71.0%	40.0%	31.0%	
4	53	52	31	8	36	24	12	52
%V	6.2%	6.3%	8.3%	12.3%	5.8%	9.7%	3.2%	7.8%
%H (All HH)		98.1%	58.5%	15.1%	67.9%	45.3%	22.6%	98.1%
%H (TV HH)			59.6%	15.4%	69.2%	46.2%	23.1%	
5+	49	46	24	6	36	20	16	48
%V	5.7%	5.6%	6.5%	9.2%	5.8%	8.1%	4.2%	7.2%
%H (All HH)		93.9%	49.0%	12.2%	73.5%	40.8%	32.7%	98.0%
%H (TV HH)			52.2%	13.0%	78.3%	43.5%	34.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1658	830	154	1301	633	668	1364
%H		50.1%	9.3%	78.5%	38.2%	40.3%	82.3%
Under 20"	333	155	23	285	130	156	274
%V	20.1%	18.7%	14.9%	21.9%	20.5%	23.4%	20.1%
%H		46.5%	6.9%	85.6%	39.0%	46.8%	82.3%
20" - 29"	445	200	35	372	163	209	345
%V	26.8%	24.1%	22.7%	28.6%	25.8%	31.3%	25.3%
%H		44.9%	7.9%	83.6%	36.6%	47.0%	77.5%
30" - 39"	463	226	46	363	169	194	377
%V	27.9%	27.2%	29.9%	27.9%	26.7%	29.0%	27.6%
%H		48.8%	9.9%	78.4%	36.5%	41.9%	81.4%
40" and over	325	204	39	228	144	84	292
%V	19.6%	24.6%	25.3%	17.5%	22.7%	12.6%	21.4%
%H		62.8%	12.0%	70.2%	44.3%	25.8%	89.8%
Don't know	7	4	0	5	3	3	4
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.4%	0.3%
%H		57.1%	0.0%	71.4%	42.9%	42.9%	57.1%
Not Asked	85	41	11	48	24	22	72
%V	5.1%	4.9%	7.1%	3.7%	3.8%	3.3%	5.3%
%H		48.2%	12.9%	56.5%	28.2%	25.9%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1658	830	154	1301	633	668	1364
%H		50.1%	9.3%	78.5%	38.2%	40.3%	82.3%
Main living room	803	368	64	617	246	371	623
%V	48.4%	44.3%	41.6%	47.4%	38.9%	55.5%	45.7%
%H		45.8%	8.0%	76.8%	30.6%	46.2%	77.6%
Kitchen	111	58	6	96	48	48	95
%V	6.7%	7.0%	3.9%	7.4%	7.6%	7.2%	7.0%
%H		52.3%	5.4%	86.5%	43.2%	43.2%	85.6%
Adult's bedroom	419	227	47	341	193	148	357
%V	25.3%	27.3%	30.5%	26.2%	30.5%	22.2%	26.2%
%H		54.2%	11.2%	81.4%	46.1%	35.3%	85.2%
Child's bedroom	81	54	11	66	49	17	78
%V	4.9%	6.5%	7.1%	5.1%	7.7%	2.5%	5.7%
%H		66.7%	13.6%	81.5%	60.5%	21.0%	96.3%
Other bedroom	41	23	4	35	21	14	38
%V	2.5%	2.8%	2.6%	2.7%	3.3%	2.1%	2.8%
%H		56.1%	9.8%	85.4%	51.2%	34.1%	92.7%
Second living/dining room	77	38	5	67	32	34	65
%V	4.6%	4.6%	3.2%	5.1%	5.1%	5.1%	4.8%
%H		49.4%	6.5%	87.0%	41.6%	44.2%	84.4%
Study/office	10	4	0	9	3	6	10
%V	0.6%	0.5%	0.0%	0.7%	0.5%	0.9%	0.7%
%H		40.0%	0.0%	90.0%	30.0%	60.0%	100.0%
TV room	2	2	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Conservatory	16	8	4	15	10	5	13
%V	1.0%	1.0%	2.6%	1.2%	1.6%	0.7%	1.0%
%H		50.0%	25.0%	93.8%	62.5%	31.3%	81.3%
Attic or loft room	2	1	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
No specific location	3	1	0	2	1	1	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	7	4	2	4	3	1	6
%V	0.4%	0.5%	1.3%	0.3%	0.5%	0.1%	0.4%
%H		57.1%	28.6%	57.1%	42.9%	14.3%	85.7%
Not Asked	85	41	11	48	24	22	72
%V	5.1%	4.9%	7.1%	3.7%	3.8%	3.3%	5.3%
%H		48.2%	12.9%	56.5%	28.2%	25.9%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1658	830	154	1301	633	668	1364
%H		50.1%	9.3%	78.5%	38.2%	40.3%	82.3%
PVR	636	410	59	436	265	170	563
%V	38.4%	49.4%	38.3%	33.5%	41.9%	25.4%	41.3%
%H		64.5%	9.3%	68.6%	41.7%	26.7%	88.5%
DVDR	62	25	7	49	18	30	49
%V	3.7%	3.0%	4.5%	3.8%	2.8%	4.5%	3.6%
%H		40.3%	11.3%	79.0%	29.0%	48.4%	79.0%
VCR	31	14	3	23	9	14	24
%V	1.9%	1.7%	1.9%	1.8%	1.4%	2.1%	1.8%
%H		45.2%	9.7%	74.2%	29.0%	45.2%	77.4%
Any recorder	681	422	65	472	275	197	597
%V	41.1%	50.8%	42.2%	36.3%	43.4%	29.5%	43.8%
%H		62.0%	9.5%	69.3%	40.4%	28.9%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1658	830	154	1301	633	668	1364
%H		50.1%	9.3%	78.5%	38.2%	40.3%	82.3%
Receives HDTV (via STB or built-in reception)	483	275	74	335	198	137	433
%V	29.1%	33.1%	48.1%	25.7%	31.3%	20.5%	31.7%
%H		56.9%	15.3%	69.4%	41.0%	28.4%	89.6%
DVD/Blu-ray player or recorder	1002	510	98	787	392	395	851
%V	60.4%	61.4%	63.6%	60.5%	61.9%	59.1%	62.4%
%H		50.9%	9.8%	78.5%	39.1%	39.4%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	372	65	625	248	377	633
%H		45.2%	7.9%	75.9%	30.1%	45.8%	76.9%
Under 20"	30	3	2	27	2	25	17
%V	3.6%	0.8%	3.1%	4.3%	0.8%	6.6%	2.7%
%H		10.0%	6.7%	90.0%	6.7%	83.3%	56.7%
20" - 29"	186	53	8	154	29	124	117
%V	22.6%	14.2%	12.3%	24.6%	11.7%	32.9%	18.5%
%H		28.5%	4.3%	82.8%	15.6%	66.7%	62.9%
30" - 39"	324	147	24	258	105	153	252
%V	39.4%	39.5%	36.9%	41.3%	42.3%	40.6%	39.8%
%H		45.4%	7.4%	79.6%	32.4%	47.2%	77.8%
40" and over	272	169	31	185	112	73	242
%V	33.0%	45.4%	47.7%	29.6%	45.2%	19.4%	38.2%
%H		62.1%	11.4%	68.0%	41.2%	26.8%	89.0%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Not Asked	10	0	0	0	0	1	5
%V	1.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
%H		0.0%	0.0%	0.0%	0.0%	10.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	372	65	625	248	377	633
%H		45.2%	7.9%	75.9%	30.1%	45.8%	76.9%
PVR	484	300	43	339	197	142	420
%V	58.8%	80.6%	66.2%	54.2%	79.4%	37.7%	66.4%
%H		62.0%	8.9%	70.0%	40.7%	29.3%	86.8%
DVDR	52	20	5	40	13	27	41
%V	6.3%	5.4%	7.7%	6.4%	5.2%	7.2%	6.5%
%H		38.5%	9.6%	76.9%	25.0%	51.9%	78.8%
VCR	25	12	1	19	7	12	19
%V	3.0%	3.2%	1.5%	3.0%	2.8%	3.2%	3.0%
%H		48.0%	4.0%	76.0%	28.0%	48.0%	76.0%
Any recorder	518	307	47	367	203	165	444
%V	62.9%	82.5%	72.3%	58.7%	81.9%	43.8%	70.1%
%H		59.3%	9.1%	70.8%	39.2%	31.9%	85.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	372	65	625	248	377	633
%H		45.2%	7.9%	75.9%	30.1%	45.8%	76.9%
Receives HDTV (via STB or built-in reception)	347	201	48	242	141	100	305
%V	42.2%	54.0%	73.8%	38.7%	56.9%	26.5%	48.2%
%H		57.9%	13.8%	69.7%	40.6%	28.8%	87.9%
DVD/Blu-ray player or recorder	644	308	56	489	210	279	524
%V	78.3%	82.8%	86.2%	78.2%	84.7%	74.0%	82.8%
%H		47.8%	8.7%	75.9%	32.6%	43.3%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	835	459	88	676	385	291	731
%H		55.0%	10.5%	81.0%	46.1%	34.9%	87.5%
Under 20"	303	152	21	258	128	130	258
%V	36.3%	33.1%	23.9%	38.2%	33.2%	44.7%	35.3%
%H		50.2%	6.9%	85.1%	42.2%	42.9%	85.1%
20" - 29"	258	147	27	218	134	84	228
%V	30.9%	32.0%	30.7%	32.2%	34.8%	28.9%	31.2%
%H		57.0%	10.5%	84.5%	51.9%	32.6%	88.4%
30" - 39"	139	80	22	105	64	41	125
%V	16.6%	17.4%	25.0%	15.5%	16.6%	14.1%	17.1%
%H		57.6%	15.8%	75.5%	46.0%	29.5%	89.9%
40" and over	53	34	8	43	32	11	50
%V	6.3%	7.4%	9.1%	6.4%	8.3%	3.8%	6.8%
%H		64.2%	15.1%	81.1%	60.4%	20.8%	94.3%
Don't know	6	4	0	4	3	2	3
%V	0.7%	0.9%	0.0%	0.6%	0.8%	0.7%	0.4%
%H		66.7%	0.0%	66.7%	50.0%	33.3%	50.0%
Not Asked	76	42	10	48	24	23	67
%V	9.1%	9.2%	11.4%	7.1%	6.2%	7.9%	9.2%
%H		55.3%	13.2%	63.2%	31.6%	30.3%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	835	459	88	676	385	291	731
%H		55.0%	10.5%	81.0%	46.1%	34.9%	87.5%
PVR	152	110	16	97	68	29	143
%V	18.2%	24.0%	18.2%	14.3%	17.7%	10.0%	19.6%
%H		72.4%	10.5%	63.8%	44.7%	19.1%	94.1%
DVDR	10	5	2	8	5	3	8
%V	1.2%	1.1%	2.3%	1.2%	1.3%	1.0%	1.1%
%H		50.0%	20.0%	80.0%	50.0%	30.0%	80.0%
VCR	6	2	2	4	2	2	6
%V	0.7%	0.4%	2.3%	0.6%	0.5%	0.7%	0.8%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Any recorder	163	114	19	105	73	32	153
%V	19.5%	24.8%	21.6%	15.5%	19.0%	11.0%	20.9%
%H		69.9%	11.7%	64.4%	44.8%	19.6%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	835	459	88	676	385	291	731
%H		55.0%	10.5%	81.0%	46.1%	34.9%	87.5%
Receives HDTV (via STB or built-in reception)	136	74	26	93	56	37	128
%V	16.3%	16.1%	29.5%	13.8%	14.5%	12.7%	17.5%
%H		54.4%	19.1%	68.4%	41.2%	27.2%	94.1%
DVD/Blu-ray player or recorder	358	201	42	298	182	116	326
%V	42.9%	43.8%	47.7%	44.1%	47.3%	39.9%	44.6%
%H		56.1%	11.7%	83.2%	50.8%	32.4%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1956	1885	936	170	1411	650	762	1650
%H		96.4%	47.9%	8.7%	72.1%	33.2%	39.0%	84.4%
Total Children	344	336	185	36	241	129	113	308
%V	17.6%	17.8%	19.8%	21.2%	17.1%	19.8%	14.8%	18.7%
%H		97.7%	53.8%	10.5%	70.1%	37.5%	32.8%	89.5%
0 - 3	89	87	47	8	62	31	30	76
%V	4.6%	4.6%	5.0%	4.7%	4.4%	4.8%	3.9%	4.6%
%H		97.8%	52.8%	9.0%	69.7%	34.8%	33.7%	85.4%
4 - 15	255	249	137	28	180	97	82	232
%V	13.0%	13.2%	14.6%	16.5%	12.8%	14.9%	10.8%	14.1%
%H		97.6%	53.7%	11.0%	70.6%	38.0%	32.2%	91.0%
4 - 9	135	132	70	14	95	49	46	123
%V	6.9%	7.0%	7.5%	8.2%	6.7%	7.5%	6.0%	7.5%
%H		97.8%	51.9%	10.4%	70.4%	36.3%	34.1%	91.1%
10 - 15	120	118	68	14	85	48	37	109
%V	6.1%	6.3%	7.3%	8.2%	6.0%	7.4%	4.9%	6.6%
%H		98.3%	56.7%	11.7%	70.8%	40.0%	30.8%	90.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1956	1885	936	170	1411	650	762	1650
%H		96.4%	47.9%	8.7%	72.1%	33.2%	39.0%	84.4%
Total Adults (16+)	1612	1549	751	134	1170	521	649	1342
%V	82.4%	82.2%	80.2%	78.8%	82.9%	80.2%	85.2%	81.3%
%H		96.1%	46.6%	8.3%	72.6%	32.3%	40.3%	83.3%
16 - 19	92	87	50	12	62	38	24	86
%V	4.7%	4.6%	5.3%	7.1%	4.4%	5.8%	3.1%	5.2%
%H		94.6%	54.3%	13.0%	67.4%	41.3%	26.1%	93.5%
20 - 24	135	121	51	16	81	33	49	120
%V	6.9%	6.4%	5.4%	9.4%	5.7%	5.1%	6.4%	7.3%
%H		89.6%	37.8%	11.9%	60.0%	24.4%	36.3%	88.9%
25 - 34	202	191	104	19	132	67	65	184
%V	10.3%	10.1%	11.1%	11.2%	9.4%	10.3%	8.5%	11.2%
%H		94.6%	51.5%	9.4%	65.3%	33.2%	32.2%	91.1%
35 - 44	239	230	119	23	168	83	85	219
%V	12.2%	12.2%	12.7%	13.5%	11.9%	12.8%	11.2%	13.3%
%H		96.2%	49.8%	9.6%	70.3%	34.7%	35.6%	91.6%
45 - 54	293	283	155	30	205	107	99	268
%V	15.0%	15.0%	16.6%	17.6%	14.5%	16.5%	13.0%	16.2%
%H		96.6%	52.9%	10.2%	70.0%	36.5%	33.8%	91.5%
55 - 64	253	245	119	15	198	88	110	217
%V	12.9%	13.0%	12.7%	8.8%	14.0%	13.5%	14.4%	13.2%
%H		96.8%	47.0%	5.9%	78.3%	34.8%	43.5%	85.8%
65+	398	392	154	19	323	106	217	248
%V	20.3%	20.8%	16.5%	11.2%	22.9%	16.3%	28.5%	15.0%
%H		98.5%	38.7%	4.8%	81.2%	26.6%	54.5%	62.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1612	1549	751	134	1170	521	649	1342
%H		96.1%	46.6%	8.3%	72.6%	32.3%	40.3%	83.3%
AB	427	414	209	28	310	133	177	394
%V	26.5%	26.7%	27.8%	20.9%	26.5%	25.5%	27.3%	29.4%
%H		97.0%	48.9%	6.6%	72.6%	31.1%	41.5%	92.3%
C1	518	490	231	52	374	173	201	449
%V	32.1%	31.6%	30.8%	38.8%	32.0%	33.2%	31.0%	33.5%
%H		94.6%	44.6%	10.0%	72.2%	33.4%	38.8%	86.7%
C2	383	375	199	33	288	147	142	320
%V	23.8%	24.2%	26.5%	24.6%	24.6%	28.2%	21.9%	23.8%
%H		97.9%	52.0%	8.6%	75.2%	38.4%	37.1%	83.6%
D	192	183	82	16	135	54	82	141
%V	11.9%	11.8%	10.9%	11.9%	11.5%	10.4%	12.6%	10.5%
%H		95.3%	42.7%	8.3%	70.3%	28.1%	42.7%	73.4%
E	92	88	30	6	62	15	47	39
%V	5.7%	5.7%	4.0%	4.5%	5.3%	2.9%	7.2%	2.9%
%H		95.7%	32.6%	6.5%	67.4%	16.3%	51.1%	42.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1612	1549	751	134	1170	521	649	1342
%H		96.1%	46.6%	8.3%	72.6%	32.3%	40.3%	83.3%
Working full time	674	651	357	60	476	245	232	620
%V	41.8%	42.0%	47.5%	44.8%	40.7%	47.0%	35.7%	46.2%
%H		96.6%	53.0%	8.9%	70.6%	36.4%	34.4%	92.0%
Working part time	209	201	98	23	153	74	78	190
%V	13.0%	13.0%	13.0%	17.2%	13.1%	14.2%	12.0%	14.2%
%H		96.2%	46.9%	11.0%	73.2%	35.4%	37.3%	90.9%
Not working	728	697	296	52	541	202	339	532
%V	45.2%	45.0%	39.4%	38.8%	46.2%	38.8%	52.2%	39.6%
%H		95.7%	40.7%	7.1%	74.3%	27.7%	46.6%	73.1%
Housewife/Houseperson	860	823	372	65	625	248	377	663
%V	53.3%	53.1%	49.5%	48.5%	53.4%	47.6%	58.1%	49.4%
%H		95.7%	43.3%	7.6%	72.7%	28.8%	43.8%	77.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	782	752	372	67	564	258	305	660
%H		96.2%	47.6%	8.6%	72.1%	33.0%	39.0%	84.4%
16 - 19	43	42	23	7	30	19	12	41
%V	5.5%	5.6%	6.2%	10.4%	5.3%	7.4%	3.9%	6.2%
%H		97.7%	53.5%	16.3%	69.8%	44.2%	27.9%	95.3%
20 - 24	69	65	26	9	43	15	28	63
%V	8.8%	8.6%	7.0%	13.4%	7.6%	5.8%	9.2%	9.5%
%H		94.2%	37.7%	13.0%	62.3%	21.7%	40.6%	91.3%
25 - 34	97	92	48	10	63	31	32	89
%V	12.4%	12.2%	12.9%	14.9%	11.2%	12.0%	10.5%	13.5%
%H		94.8%	49.5%	10.3%	64.9%	32.0%	33.0%	91.8%
35 - 44	116	112	58	10	84	41	43	105
%V	14.8%	14.9%	15.6%	14.9%	14.9%	15.9%	14.1%	15.9%
%H		96.6%	50.0%	8.6%	72.4%	35.3%	37.1%	90.5%
45 - 54	147	141	80	16	99	55	45	134
%V	18.8%	18.8%	21.5%	23.9%	17.6%	21.3%	14.8%	20.3%
%H		95.9%	54.4%	10.9%	67.3%	37.4%	30.6%	91.2%
55 - 64	122	117	58	7	95	45	50	105
%V	15.6%	15.6%	15.6%	10.4%	16.8%	17.4%	16.4%	15.9%
%H		95.9%	47.5%	5.7%	77.9%	36.9%	41.0%	86.1%
65+	188	184	78	9	149	53	96	124
%V	24.0%	24.5%	21.0%	13.4%	26.4%	20.5%	31.5%	18.8%
%H		97.9%	41.5%	4.8%	79.3%	28.2%	51.1%	66.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	782	752	372	67	564	258	305	660
%H		96.2%	47.6%	8.6%	72.1%	33.0%	39.0%	84.4%
AB	213	206	105	14	153	66	87	197
%V	27.2%	27.4%	28.2%	20.9%	27.1%	25.6%	28.5%	29.8%
%H		96.7%	49.3%	6.6%	71.8%	31.0%	40.8%	92.5%
C1	239	228	110	26	174	85	90	212
%V	30.6%	30.3%	29.6%	38.8%	30.9%	32.9%	29.5%	32.1%
%H		95.4%	46.0%	10.9%	72.8%	35.6%	37.7%	88.7%
C2	197	192	103	15	148	75	73	163
%V	25.2%	25.5%	27.7%	22.4%	26.2%	29.1%	23.9%	24.7%
%H		97.5%	52.3%	7.6%	75.1%	38.1%	37.1%	82.7%
D	95	90	39	9	67	26	41	71
%V	12.1%	12.0%	10.5%	13.4%	11.9%	10.1%	13.4%	10.8%
%H		94.7%	41.1%	9.5%	70.5%	27.4%	43.2%	74.7%
E	38	36	15	3	22	7	15	17
%V	4.9%	4.8%	4.0%	4.5%	3.9%	2.7%	4.9%	2.6%
%H		94.7%	39.5%	7.9%	57.9%	18.4%	39.5%	44.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	782	752	372	67	564	258	305	660
%H		96.2%	47.6%	8.6%	72.1%	33.0%	39.0%	84.4%
Working full time	416	403	224	38	296	157	139	383
%V	53.2%	53.6%	60.2%	56.7%	52.5%	60.9%	45.6%	58.0%
%H		96.9%	53.8%	9.1%	71.2%	37.7%	33.4%	92.1%
Working part time	46	43	17	5	34	13	20	43
%V	5.9%	5.7%	4.6%	7.5%	6.0%	5.0%	6.6%	6.5%
%H		93.5%	37.0%	10.9%	73.9%	28.3%	43.5%	93.5%
Not working	320	305	130	24	234	88	146	235
%V	40.9%	40.6%	34.9%	35.8%	41.5%	34.1%	47.9%	35.6%
%H		95.3%	40.6%	7.5%	73.1%	27.5%	45.6%	73.4%
Housewife/Houseperson	175	162	63	12	119	37	83	113
%V	22.4%	21.5%	16.9%	17.9%	21.1%	14.3%	27.2%	17.1%
%H		92.6%	36.0%	6.9%	68.0%	21.1%	47.4%	64.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	830	797	380	67	606	263	344	682
%H		96.0%	45.8%	8.1%	73.0%	31.7%	41.4%	82.2%
16 - 19	48	45	27	6	31	19	12	45
%V	5.8%	5.6%	7.1%	9.0%	5.1%	7.2%	3.5%	6.6%
%H		93.8%	56.3%	12.5%	64.6%	39.6%	25.0%	93.8%
20 - 24	65	56	25	8	38	17	21	57
%V	7.8%	7.0%	6.6%	11.9%	6.3%	6.5%	6.1%	8.4%
%H		86.2%	38.5%	12.3%	58.5%	26.2%	32.3%	87.7%
25 - 34	105	100	56	9	70	36	33	95
%V	12.7%	12.5%	14.7%	13.4%	11.6%	13.7%	9.6%	13.9%
%H		95.2%	53.3%	8.6%	66.7%	34.3%	31.4%	90.5%
35 - 44	123	118	61	13	84	42	43	114
%V	14.8%	14.8%	16.1%	19.4%	13.9%	16.0%	12.5%	16.7%
%H		95.9%	49.6%	10.6%	68.3%	34.1%	35.0%	92.7%
45 - 54	147	142	75	15	106	52	54	135
%V	17.7%	17.8%	19.7%	22.4%	17.5%	19.8%	15.7%	19.8%
%H		96.6%	51.0%	10.2%	72.1%	35.4%	36.7%	91.8%
55 - 64	132	128	60	8	102	43	59	112
%V	15.9%	16.1%	15.8%	11.9%	16.8%	16.3%	17.2%	16.4%
%H		97.0%	45.5%	6.1%	77.3%	32.6%	44.7%	84.8%
65+	210	208	76	10	174	53	121	124
%V	25.3%	26.1%	20.0%	14.9%	28.7%	20.2%	35.2%	18.2%
%H		99.0%	36.2%	4.8%	82.9%	25.2%	57.6%	59.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	830	797	380	67	606	263	344	682
%H		96.0%	45.8%	8.1%	73.0%	31.7%	41.4%	82.2%
AB	214	208	105	14	157	67	90	197
%V	25.8%	26.1%	27.6%	20.9%	25.9%	25.5%	26.2%	28.9%
%H		97.2%	49.1%	6.5%	73.4%	31.3%	42.1%	92.1%
C1	279	261	121	26	200	88	112	237
%V	33.6%	32.7%	31.8%	38.8%	33.0%	33.5%	32.6%	34.8%
%H		93.5%	43.4%	9.3%	71.7%	31.5%	40.1%	84.9%
C2	186	182	96	18	141	72	69	157
%V	22.4%	22.8%	25.3%	26.9%	23.3%	27.4%	20.1%	23.0%
%H		97.8%	51.6%	9.7%	75.8%	38.7%	37.1%	84.4%
D	97	93	43	7	68	28	41	69
%V	11.7%	11.7%	11.3%	10.4%	11.2%	10.6%	11.9%	10.1%
%H		95.9%	44.3%	7.2%	70.1%	28.9%	42.3%	71.1%
E	53	52	15	3	41	8	33	22
%V	6.4%	6.5%	3.9%	4.5%	6.8%	3.0%	9.6%	3.2%
%H		98.1%	28.3%	5.7%	77.4%	15.1%	62.3%	41.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	830	797	380	67	606	263	344	682
%H		96.0%	45.8%	8.1%	73.0%	31.7%	41.4%	82.2%
Working full time	259	248	133	22	181	88	93	237
%V	31.2%	31.1%	35.0%	32.8%	29.9%	33.5%	27.0%	34.8%
%H		95.8%	51.4%	8.5%	69.9%	34.0%	35.9%	91.5%
Working part time	163	158	82	17	119	61	58	148
%V	19.6%	19.8%	21.6%	25.4%	19.6%	23.2%	16.9%	21.7%
%H		96.9%	50.3%	10.4%	73.0%	37.4%	35.6%	90.8%
Not working	408	392	166	28	306	114	193	297
%V	49.2%	49.2%	43.7%	41.8%	50.5%	43.3%	56.1%	43.5%
%H		96.1%	40.7%	6.9%	75.0%	27.9%	47.3%	72.8%
Housewife/Houseperson	685	661	309	53	505	211	294	550
%V	82.5%	82.9%	81.3%	79.1%	83.3%	80.2%	85.5%	80.6%
%H		96.5%	45.1%	7.7%	73.7%	30.8%	42.9%	80.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
AB	662	646	290	99	469	213	256	603
%V	31.9%	32.2%	34.4%	32.0%	32.0%	35.0%	29.8%	37.2%
%H (All HH)		97.6%	43.8%	15.0%	70.8%	32.2%	38.7%	91.1%
%H (TV HH)			44.9%	15.3%	72.6%	33.0%	39.6%	
C1	610	585	255	90	420	176	244	500
%V	29.4%	29.1%	30.3%	29.1%	28.6%	28.9%	28.4%	30.8%
%H (All HH)		95.9%	41.8%	14.8%	68.9%	28.9%	40.0%	82.0%
%H (TV HH)			43.6%	15.4%	71.8%	30.1%	41.7%	
C2	415	404	169	68	301	133	168	318
%V	20.0%	20.1%	20.1%	22.0%	20.5%	21.9%	19.6%	19.6%
%H (All HH)		97.3%	40.7%	16.4%	72.5%	32.0%	40.5%	76.6%
%H (TV HH)			41.8%	16.8%	74.5%	32.9%	41.6%	
D	232	221	83	39	157	58	99	145
%V	11.2%	11.0%	9.9%	12.6%	10.7%	9.5%	11.5%	8.9%
%H (All HH)		95.3%	35.8%	16.8%	67.7%	25.0%	42.7%	62.5%
%H (TV HH)			37.6%	17.6%	71.0%	26.2%	44.8%	
E	155	151	45	13	121	29	92	56
%V	7.5%	7.5%	5.3%	4.2%	8.2%	4.8%	10.7%	3.5%
%H (All HH)		97.4%	29.0%	8.4%	78.1%	18.7%	59.4%	36.1%
%H (TV HH)			29.8%	8.6%	80.1%	19.2%	60.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%V (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Under 25	71	61	21	12	40	13	27	62
%V	3.4%	3.0%	2.5%	3.9%	2.7%	2.1%	3.1%	3.8%
%H (All HH)		85.9%	29.6%	16.9%	56.3%	18.3%	38.0%	87.3%
%H (TV HH)			34.4%	19.7%	65.6%	21.3%	44.3%	
25 - 34	284	270	136	48	162	80	83	250
%V	13.7%	13.4%	16.2%	15.5%	11.0%	13.2%	9.7%	15.4%
%H (All HH)		95.1%	47.9%	16.9%	57.0%	28.2%	29.2%	88.0%
%H (TV HH)			50.4%	17.8%	60.0%	29.6%	30.7%	
35 - 44	367	360	188	62	227	118	109	342
%V	17.7%	17.9%	22.3%	20.1%	15.5%	19.4%	12.7%	21.1%
%H (All HH)		98.1%	51.2%	16.9%	61.9%	32.2%	29.7%	93.2%
%H (TV HH)			52.2%	17.2%	63.1%	32.8%	30.3%	
45 - 54	404	389	163	87	287	147	140	374
%V	19.5%	19.4%	19.4%	28.2%	19.6%	24.2%	16.3%	23.1%
%H (All HH)		96.3%	40.3%	21.5%	71.0%	36.4%	34.7%	92.6%
%H (TV HH)			41.9%	22.4%	73.8%	37.8%	36.0%	
55 - 64	329	321	140	44	247	109	139	268
%V	15.9%	16.0%	16.6%	14.2%	16.8%	17.9%	16.2%	16.5%
%H (All HH)		97.6%	42.6%	13.4%	75.1%	33.1%	42.2%	81.5%
%H (TV HH)			43.6%	13.7%	76.9%	34.0%	43.3%	
65 +	619	607	194	55	503	142	362	327
%V	29.8%	30.2%	23.0%	17.8%	34.3%	23.4%	42.1%	20.2%
%H (All HH)		98.1%	31.3%	8.9%	81.3%	22.9%	58.5%	52.8%
%H (TV HH)			32.0%	9.1%	82.9%	23.4%	59.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
1	611	576	168	64	453	105	347	325
%V	29.5%	28.7%	20.0%	20.7%	30.9%	17.3%	40.4%	20.0%
%H (All HH)		94.3%	27.5%	10.5%	74.1%	17.2%	56.8%	53.2%
%H (TV HH)			29.2%	11.1%	78.6%	18.2%	60.2%	
2	758	744	323	107	551	240	311	631
%V	36.5%	37.1%	38.4%	34.6%	37.6%	39.5%	36.2%	38.9%
%H (All HH)		98.2%	42.6%	14.1%	72.7%	31.7%	41.0%	83.2%
%H (TV HH)			43.4%	14.4%	74.1%	32.3%	41.8%	
3	291	285	135	60	202	109	93	270
%V	14.0%	14.2%	16.0%	19.4%	13.8%	17.9%	10.8%	16.6%
%H (All HH)		97.9%	46.4%	20.6%	69.4%	37.5%	32.0%	92.8%
%H (TV HH)			47.4%	21.1%	70.9%	38.2%	32.6%	
4	303	295	170	51	189	113	76	287
%V	14.6%	14.7%	20.2%	16.5%	12.9%	18.6%	8.8%	17.7%
%H (All HH)		97.4%	56.1%	16.8%	62.4%	37.3%	25.1%	94.7%
%H (TV HH)			57.6%	17.3%	64.1%	38.3%	25.8%	
5+	111	107	46	28	72	41	32	108
%V	5.4%	5.3%	5.5%	9.1%	4.9%	6.7%	3.7%	6.7%
%H (All HH)		96.4%	41.4%	25.2%	64.9%	36.9%	28.8%	97.3%
%H (TV HH)			43.0%	26.2%	67.3%	38.3%	29.9%	
Average HH size	2.32	2.33	2.55	2.64	2.25	2.60	2.00	2.55

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Without	1551	1490	574	211	1136	426	710	1131
%V	74.8%	74.2%	68.2%	68.3%	77.4%	70.1%	82.7%	69.7%
%H (All HH)		96.1%	37.0%	13.6%	73.2%	27.5%	45.8%	72.9%
%H (TV HH)			38.5%	14.2%	76.2%	28.6%	47.7%	
With	523	517	268	99	331	182	149	491
%V	25.2%	25.7%	31.8%	32.0%	22.6%	29.9%	17.3%	30.3%
%H (All HH)		98.9%	51.2%	18.9%	63.3%	34.8%	28.5%	93.9%
%H (TV HH)			51.8%	19.1%	64.0%	35.2%	28.8%	
0 - 3	207	203	113	32	122	65	57	190
%V	10.0%	10.1%	13.4%	10.4%	8.3%	10.7%	6.6%	11.7%
%H (All HH)		98.1%	54.6%	15.5%	58.9%	31.4%	27.5%	91.8%
%H (TV HH)			55.7%	15.8%	60.1%	32.0%	28.1%	
4 - 9	251	250	130	47	154	83	71	236
%V	12.1%	12.5%	15.4%	15.2%	10.5%	13.7%	8.3%	14.5%
%H (All HH)		99.6%	51.8%	18.7%	61.4%	33.1%	28.3%	94.0%
%H (TV HH)			52.0%	18.8%	61.6%	33.2%	28.4%	
10 - 15	235	233	125	46	162	100	62	221
%V	11.3%	11.6%	14.8%	14.9%	11.0%	16.4%	7.2%	13.6%
%H (All HH)		99.1%	53.2%	19.6%	68.9%	42.6%	26.4%	94.0%
%H (TV HH)			53.6%	19.7%	69.5%	42.9%	26.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
1	795	795	260	100	523	96	427	557
%V	38.3%	39.6%	30.9%	32.4%	35.7%	15.8%	49.7%	34.3%
%H (All HH)		100.0%	32.7%	12.6%	65.8%	12.1%	53.7%	70.1%
%H (TV HH)			32.7%	12.6%	65.8%	12.1%	53.7%	
2	703	703	305	111	534	243	290	563
%V	33.9%	35.0%	36.2%	35.9%	36.4%	40.0%	33.8%	34.7%
%H (All HH)		100.0%	43.4%	15.8%	76.0%	34.6%	41.3%	80.1%
%H (TV HH)			43.4%	15.8%	76.0%	34.6%	41.3%	
3	324	324	171	61	258	159	99	281
%V	15.6%	16.1%	20.3%	19.7%	17.6%	26.2%	11.5%	17.3%
%H (All HH)		100.0%	52.8%	18.8%	79.6%	49.1%	30.6%	86.7%
%H (TV HH)			52.8%	18.8%	79.6%	49.1%	30.6%	
4	126	126	73	25	100	67	32	120
%V	6.1%	6.3%	8.7%	8.1%	6.8%	11.0%	3.7%	7.4%
%H (All HH)		100.0%	57.9%	19.8%	79.4%	53.2%	25.4%	95.2%
%H (TV HH)			57.9%	19.8%	79.4%	53.2%	25.4%	
5+	59	59	35	13	53	42	11	59
%V	2.8%	2.9%	4.2%	4.2%	3.6%	6.9%	1.3%	3.6%
%H (All HH)		100.0%	59.3%	22.0%	89.8%	71.2%	18.6%	100.0%
%H (TV HH)			59.3%	22.0%	89.8%	71.2%	18.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Under 20"	530	530	230	67	452	214	238	421
%V	25.6%	26.4%	27.3%	21.7%	30.8%	35.2%	27.7%	26.0%
%H (All HH)		100.0%	43.4%	12.6%	85.3%	40.4%	44.9%	79.4%
%H (TV HH)			43.4%	12.6%	85.3%	40.4%	44.9%	
20" - 29"	801	801	301	123	636	253	383	605
%V	38.6%	39.9%	35.7%	39.8%	43.4%	41.6%	44.6%	37.3%
%H (All HH)		100.0%	37.6%	15.4%	79.4%	31.6%	47.8%	75.5%
%H (TV HH)			37.6%	15.4%	79.4%	31.6%	47.8%	
30" - 39"	1020	1020	437	163	766	340	426	823
%V	49.2%	50.8%	51.9%	52.8%	52.2%	55.9%	49.6%	50.7%
%H (All HH)		100.0%	42.8%	16.0%	75.1%	33.3%	41.8%	80.7%
%H (TV HH)			42.8%	16.0%	75.1%	33.3%	41.8%	
40" and over	780	780	447	148	518	327	191	701
%V	37.6%	38.8%	53.1%	47.9%	35.3%	53.8%	22.2%	43.2%
%H (All HH)		100.0%	57.3%	19.0%	66.4%	41.9%	24.5%	89.9%
%H (TV HH)			57.3%	19.0%	66.4%	41.9%	24.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%V (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Main living room	1982	1982	836	307	1452	604	848	1560
%V	95.6%	98.7%	99.3%	99.4%	99.0%	99.3%	98.7%	96.2%
%H (All HH)		100.0%	42.2%	15.5%	73.3%	30.5%	42.8%	78.7%
%H (TV HH)			42.2%	15.5%	73.3%	30.5%	42.8%	
Kitchen	253	253	122	28	223	117	107	200
%V	12.2%	12.6%	14.5%	9.1%	15.2%	19.2%	12.5%	12.3%
%H (All HH)		100.0%	48.2%	11.1%	88.1%	46.2%	42.3%	79.1%
%H (TV HH)			48.2%	11.1%	88.1%	46.2%	42.3%	
Adult's bedroom	833	833	413	145	660	374	286	704
%V	40.2%	41.5%	49.0%	46.9%	45.0%	61.5%	33.3%	43.4%
%H (All HH)		100.0%	49.6%	17.4%	79.2%	44.9%	34.3%	84.5%
%H (TV HH)			49.6%	17.4%	79.2%	44.9%	34.3%	
Child's bedroom	132	132	79	31	101	79	22	127
%V	6.4%	6.6%	9.4%	10.0%	6.9%	13.0%	2.6%	7.8%
%H (All HH)		100.0%	59.8%	23.5%	76.5%	59.8%	16.7%	96.2%
%H (TV HH)			59.8%	23.5%	76.5%	59.8%	16.7%	
Other bedroom	92	92	38	24	77	44	33	87
%V	4.4%	4.6%	4.5%	7.8%	5.2%	7.2%	3.8%	5.4%
%H (All HH)		100.0%	41.3%	26.1%	83.7%	47.8%	35.9%	94.6%
%H (TV HH)			41.3%	26.1%	83.7%	47.8%	35.9%	
Second living/dining room	166	166	86	32	131	82	50	145
%V	8.0%	8.3%	10.2%	10.4%	8.9%	13.5%	5.8%	8.9%
%H (All HH)		100.0%	51.8%	19.3%	78.9%	49.4%	30.1%	87.3%
%H (TV HH)			51.8%	19.3%	78.9%	49.4%	30.1%	
Study/office	40	40	19	6	33	17	16	38
%V	1.9%	2.0%	2.3%	1.9%	2.2%	2.8%	1.9%	2.3%
%H (All HH)		100.0%	47.5%	15.0%	82.5%	42.5%	40.0%	95.0%
%H (TV HH)			47.5%	15.0%	82.5%	42.5%	40.0%	
TV room	14	14	9	3	7	5	2	14
%V	0.7%	0.7%	1.1%	1.0%	0.5%	0.8%	0.2%	0.9%
%H (All HH)		100.0%	64.3%	21.4%	50.0%	35.7%	14.3%	100.0%
%H (TV HH)			64.3%	21.4%	50.0%	35.7%	14.3%	
Conservatory	32	32	15	4	26	13	13	29
%V	1.5%	1.6%	1.8%	1.3%	1.8%	2.1%	1.5%	1.8%
%H (All HH)		100.0%	46.9%	12.5%	81.3%	40.6%	40.6%	90.6%
%H (TV HH)			46.9%	12.5%	81.3%	40.6%	40.6%	
Attic or loft room	3	3	2	1	2	2	0	3
%V	0.1%	0.1%	0.2%	0.3%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	0.0%	
No specific location	5	5	3	1	4	2	2	5
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	40.0%	40.0%	
Other	15	15	8	3	13	9	4	14
%V	0.7%	0.7%	1.0%	1.0%	0.9%	1.5%	0.5%	0.9%
%H (All HH)		100.0%	53.3%	20.0%	86.7%	60.0%	26.7%	93.3%
%H (TV HH)			53.3%	20.0%	86.7%	60.0%	26.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Any DSAT provider	842	842	842	14	469	469	0	730
%V	40.6%	41.9%	100.0%	4.5%	32.0%	77.1%	0.0%	45.0%
%H (All HH)			100.0%	1.7%	55.7%	55.7%	0.0%	86.7%
%H (TV HH)			100.0%	1.7%	55.7%	55.7%	0.0%	
Sky with subscription	687	687	687	3	378	378	0	605
%V	33.1%	34.2%	81.6%	1.0%	25.8%	62.2%	0.0%	37.3%
%H (All HH)			100.0%	0.4%	55.0%	55.0%	0.0%	88.1%
%H (TV HH)			100.0%	0.4%	55.0%	55.0%	0.0%	
Sky without subscription	43	43	43	5	23	23	0	29
%V	2.1%	2.1%	5.1%	1.6%	1.6%	3.8%	0.0%	1.8%
%H (All HH)			100.0%	11.6%	53.5%	53.5%	0.0%	67.4%
%H (TV HH)			100.0%	11.6%	53.5%	53.5%	0.0%	
Freesat	109	109	109	7	63	63	0	93
%V	5.3%	5.4%	12.9%	2.3%	4.3%	10.4%	0.0%	5.7%
%H (All HH)			100.0%	6.4%	57.8%	57.8%	0.0%	85.3%
%H (TV HH)			100.0%	6.4%	57.8%	57.8%	0.0%	
Other satellite provider	23	23	23	0	12	12	0	21
%V	1.1%	1.1%	2.7%	0.0%	0.8%	2.0%	0.0%	1.3%
%H (All HH)			100.0%	0.0%	52.2%	52.2%	0.0%	91.3%
%H (TV HH)			100.0%	0.0%	52.2%	52.2%	0.0%	
DCAB	309	309	14	309	147	147	0	283
%V	14.9%	15.4%	1.7%	100.0%	10.0%	24.2%	0.0%	17.4%
%H (All HH)			4.5%	100.0%	47.6%	47.6%	0.0%	91.6%
%H (TV HH)			4.5%	100.0%	47.6%	47.6%	0.0%	
DTT	1467	1467	469	147	1467	608	859	1115
%V	70.7%	73.1%	55.7%	47.6%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	32.0%	10.0%	100.0%	41.4%	58.6%	76.0%
%H (TV HH)			32.0%	10.0%	100.0%	41.4%	58.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
PVR	1223	1223	690	239	816	510	306	1083
%V	59.0%	60.9%	81.9%	77.3%	55.6%	83.9%	35.6%	66.8%
%H (All HH)		100.0%	56.4%	19.5%	66.7%	41.7%	25.0%	88.6%
%H (TV HH)			56.4%	19.5%	66.7%	41.7%	25.0%	
DVDR	124	124	43	22	96	36	60	103
%V	6.0%	6.2%	5.1%	7.1%	6.5%	5.9%	7.0%	6.4%
%H (All HH)		100.0%	34.7%	17.7%	77.4%	29.0%	48.4%	83.1%
%H (TV HH)			34.7%	17.7%	77.4%	29.0%	48.4%	
VCR	70	70	26	9	57	23	34	51
%V	3.4%	3.5%	3.1%	2.9%	3.9%	3.8%	4.0%	3.1%
%H (All HH)		100.0%	37.1%	12.9%	81.4%	32.9%	48.6%	72.9%
%H (TV HH)			37.1%	12.9%	81.4%	32.9%	48.6%	
Any recorder	1303	1303	705	244	884	519	365	1142
%V	62.8%	64.9%	83.7%	79.0%	60.3%	85.4%	42.5%	70.4%
%H (All HH)		100.0%	54.1%	18.7%	67.8%	39.8%	28.0%	87.6%
%H (TV HH)			54.1%	18.7%	67.8%	39.8%	28.0%	
Receives HDTV (via STB or built-in reception)	1016	1016	536	244	671	424	247	911
%V	49.0%	50.6%	63.7%	79.0%	45.7%	69.7%	28.8%	56.2%
%H (All HH)		100.0%	52.8%	24.0%	66.0%	41.7%	24.3%	89.7%
%H (TV HH)			52.8%	24.0%	66.0%	41.7%	24.3%	
DVD/Blu-ray player or recorder	1600	1600	700	266	1163	521	642	1323
%V	77.1%	79.7%	83.1%	86.1%	79.3%	85.7%	74.7%	81.6%
%H (All HH)		100.0%	43.8%	16.6%	72.7%	32.6%	40.1%	82.7%
%H (TV HH)			43.8%	16.6%	72.7%	32.6%	40.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2074	2008	842	309	1467	608	859	1622
%H (All HH)		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%
%H (TV HH)			41.9%	15.4%	73.1%	30.3%	42.8%	
Has broadband internet	1622	1579	730	283	1115	547	568	1622
%V	78.2%	78.6%	86.7%	91.6%	76.0%	90.0%	66.1%	100.0%
%H (All HH)		97.3%	45.0%	17.4%	68.7%	33.7%	35.0%	100.0%
%H (TV HH)			46.2%	17.9%	70.6%	34.6%	36.0%	
Number of computers (PCs and laptops)								
0	382	363	94	26	297	53	244	14
%V	18.4%	18.1%	11.2%	8.4%	20.2%	8.7%	28.4%	0.9%
%H (All HH)		95.0%	24.6%	6.8%	77.7%	13.9%	63.9%	3.7%
%H (TV HH)			25.9%	7.2%	81.8%	14.6%	67.2%	
1	690	668	270	94	489	185	304	623
%V	33.3%	33.3%	32.1%	30.4%	33.3%	30.4%	35.4%	38.4%
%H (All HH)		96.8%	39.1%	13.6%	70.9%	26.8%	44.1%	90.3%
%H (TV HH)			40.4%	14.1%	73.2%	27.7%	45.5%	
2	477	468	227	75	328	161	167	462
%V	23.0%	23.3%	27.0%	24.3%	22.4%	26.5%	19.4%	28.5%
%H (All HH)		98.1%	47.6%	15.7%	68.8%	33.8%	35.0%	96.9%
%H (TV HH)			48.5%	16.0%	70.1%	34.4%	35.7%	
3	245	238	116	48	168	95	73	244
%V	11.8%	11.9%	13.8%	15.5%	11.5%	15.6%	8.5%	15.0%
%H (All HH)		97.1%	47.3%	19.6%	68.6%	38.8%	29.8%	99.6%
%H (TV HH)			48.7%	20.2%	70.6%	39.9%	30.7%	
4	135	132	68	29	91	55	36	135
%V	6.5%	6.6%	8.1%	9.4%	6.2%	9.0%	4.2%	8.3%
%H (All HH)		97.8%	50.4%	21.5%	67.4%	40.7%	26.7%	100.0%
%H (TV HH)			51.5%	22.0%	68.9%	41.7%	27.3%	
5+	145	138	68	38	93	60	34	144
%V	7.0%	6.9%	8.1%	12.3%	6.3%	9.9%	4.0%	8.9%
%H (All HH)		95.2%	46.9%	26.2%	64.1%	41.4%	23.4%	99.3%
%H (TV HH)			49.3%	27.5%	67.4%	43.5%	24.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4000	1857	681	3053	1562	1491	3327
%H		46.4%	17.0%	76.3%	39.1%	37.3%	83.2%
Under 20"	661	296	81	576	287	289	532
%V	16.5%	15.9%	11.9%	18.9%	18.4%	19.4%	16.0%
%H		44.8%	12.3%	87.1%	43.4%	43.7%	80.5%
20" - 29"	987	384	162	797	346	452	770
%V	24.7%	20.7%	23.8%	26.1%	22.2%	30.3%	23.1%
%H		38.9%	16.4%	80.7%	35.1%	45.8%	78.0%
30" - 39"	1180	521	199	893	426	467	970
%V	29.5%	28.1%	29.2%	29.2%	27.3%	31.3%	29.2%
%H		44.2%	16.9%	75.7%	36.1%	39.6%	82.2%
40" and over	881	511	173	592	387	205	796
%V	22.0%	27.5%	25.4%	19.4%	24.8%	13.7%	23.9%
%H		58.0%	19.6%	67.2%	43.9%	23.3%	90.4%
Don't know	57	24	14	45	24	21	42
%V	1.4%	1.3%	2.1%	1.5%	1.5%	1.4%	1.3%
%H		42.1%	24.6%	78.9%	42.1%	36.8%	73.7%
Not Asked	234	121	52	150	92	57	217
%V	5.9%	6.5%	7.6%	4.9%	5.9%	3.8%	6.5%
%H		51.7%	22.2%	64.1%	39.3%	24.4%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4000	1857	681	3053	1562	1491	3327
%H		46.4%	17.0%	76.3%	39.1%	37.3%	83.2%
Main living room	1989	839	308	1459	608	851	1565
%V	49.7%	45.2%	45.2%	47.8%	38.9%	57.1%	47.0%
%H		42.2%	15.5%	73.4%	30.6%	42.8%	78.7%
Kitchen	254	123	28	225	118	107	201
%V	6.4%	6.6%	4.1%	7.4%	7.6%	7.2%	6.0%
%H		48.4%	11.0%	88.6%	46.5%	42.1%	79.1%
Adult's bedroom	961	485	168	769	447	322	822
%V	24.0%	26.1%	24.7%	25.2%	28.6%	21.6%	24.7%
%H		50.5%	17.5%	80.0%	46.5%	33.5%	85.5%
Child's bedroom	167	100	39	130	102	28	162
%V	4.2%	5.4%	5.7%	4.3%	6.5%	1.9%	4.9%
%H		59.9%	23.4%	77.8%	61.1%	16.8%	97.0%
Other bedroom	116	45	37	100	61	39	110
%V	2.9%	2.4%	5.4%	3.3%	3.9%	2.6%	3.3%
%H		38.8%	31.9%	86.2%	52.6%	33.6%	94.8%
Second living/dining room	169	88	32	134	84	50	147
%V	4.2%	4.7%	4.7%	4.4%	5.4%	3.4%	4.4%
%H		52.1%	18.9%	79.3%	49.7%	29.6%	87.0%
Study/office	40	19	6	33	17	16	38
%V	1.0%	1.0%	0.9%	1.1%	1.1%	1.1%	1.1%
%H		47.5%	15.0%	82.5%	42.5%	40.0%	95.0%
TV room	14	9	3	7	5	2	14
%V	0.4%	0.5%	0.4%	0.2%	0.3%	0.1%	0.4%
%H		64.3%	21.4%	50.0%	35.7%	14.3%	100.0%
Conservatory	32	15	4	26	13	13	29
%V	0.8%	0.8%	0.6%	0.9%	0.8%	0.9%	0.9%
%H		46.9%	12.5%	81.3%	40.6%	40.6%	90.6%
Attic or loft room	3	2	1	2	2	0	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
No specific location	6	3	1	4	2	2	6
%V	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
Other	15	8	3	13	9	4	14
%V	0.4%	0.4%	0.4%	0.4%	0.6%	0.3%	0.4%
%H		53.3%	20.0%	86.7%	60.0%	26.7%	93.3%
Not Asked	234	121	52	150	92	57	217
%V	5.9%	6.5%	7.6%	4.9%	5.9%	3.8%	6.5%
%H		51.7%	22.2%	64.1%	39.3%	24.4%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4000	1857	681	3053	1562	1491	3327
%H		46.4%	17.0%	76.3%	39.1%	37.3%	83.2%
PVR	1560	922	315	1018	674	344	1398
%V	39.0%	49.6%	46.3%	33.3%	43.1%	23.1%	42.0%
%H		59.1%	20.2%	65.3%	43.2%	22.1%	89.6%
DVDR	134	47	27	104	42	62	112
%V	3.4%	2.5%	4.0%	3.4%	2.7%	4.2%	3.4%
%H		35.1%	20.1%	77.6%	31.3%	46.3%	83.6%
VCR	77	31	11	63	27	35	59
%V	1.9%	1.7%	1.6%	2.1%	1.7%	2.3%	1.8%
%H		40.3%	14.3%	81.8%	35.1%	45.5%	76.6%
Any recorder	1665	948	324	1110	695	414	1478
%V	41.6%	51.1%	47.6%	36.4%	44.5%	27.8%	44.4%
%H		56.9%	19.5%	66.7%	41.7%	24.9%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4000	1857	681	3053	1562	1491	3327
%H		46.4%	17.0%	76.3%	39.1%	37.3%	83.2%
Receives HDTV (via STB or built-in reception)	1366	713	350	921	602	319	1243
%V	34.2%	38.4%	51.4%	30.2%	38.5%	21.4%	37.4%
%H		52.2%	25.6%	67.4%	44.1%	23.4%	91.0%
DVD/Blu-ray player or recorder	2248	1038	390	1691	855	836	1914
%V	56.2%	55.9%	57.3%	55.4%	54.7%	56.1%	57.5%
%H		46.2%	17.3%	75.2%	38.0%	37.2%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2006	842	309	1467	608	859	1578
%H		42.0%	15.4%	73.1%	30.3%	42.8%	78.7%
Under 20"	48	9	1	42	4	38	26
%V	2.4%	1.1%	0.3%	2.9%	0.7%	4.4%	1.6%
%H		18.8%	2.1%	87.5%	8.3%	79.2%	54.2%
20" - 29"	378	90	46	301	57	244	239
%V	18.8%	10.7%	14.9%	20.5%	9.4%	28.4%	15.1%
%H		23.8%	12.2%	79.6%	15.1%	64.6%	63.2%
30" - 39"	800	301	119	610	228	382	620
%V	39.9%	35.7%	38.5%	41.6%	37.5%	44.5%	39.3%
%H		37.6%	14.9%	76.3%	28.5%	47.8%	77.5%
40" and over	757	436	141	501	315	186	679
%V	37.7%	51.8%	45.6%	34.2%	51.8%	21.7%	43.0%
%H		57.6%	18.6%	66.2%	41.6%	24.6%	89.7%
Don't know	18	6	3	14	5	9	11
%V	0.9%	0.7%	1.0%	1.0%	0.8%	1.0%	0.7%
%H		33.3%	16.7%	77.8%	27.8%	50.0%	61.1%
Not Asked	5	0	0	0	0	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2006	842	309	1467	608	859	1578
%H		42.0%	15.4%	73.1%	30.3%	42.8%	78.7%
PVR	1199	679	236	794	499	295	1061
%V	59.8%	80.6%	76.4%	54.1%	82.1%	34.3%	67.2%
%H		56.6%	19.7%	66.2%	41.6%	24.6%	88.5%
DVDR	105	34	20	80	29	51	89
%V	5.2%	4.0%	6.5%	5.5%	4.8%	5.9%	5.6%
%H		32.4%	19.0%	76.2%	27.6%	48.6%	84.8%
VCR	58	21	7	46	16	30	41
%V	2.9%	2.5%	2.3%	3.1%	2.6%	3.5%	2.6%
%H		36.2%	12.1%	79.3%	27.6%	51.7%	70.7%
Any recorder	1276	692	241	860	506	354	1119
%V	63.6%	82.2%	78.0%	58.6%	83.2%	41.2%	70.9%
%H		54.2%	18.9%	67.4%	39.7%	27.7%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2006	842	309	1467	608	859	1578
%H		42.0%	15.4%	73.1%	30.3%	42.8%	78.7%
Receives HDTV (via STB or built-in reception)	993	529	241	648	414	234	893
%V	49.5%	62.8%	78.0%	44.2%	68.1%	27.2%	56.6%
%H		53.3%	24.3%	65.3%	41.7%	23.6%	89.9%
DVD/Blu-ray player or recorder	1517	659	246	1098	478	620	1255
%V	75.6%	78.3%	79.6%	74.8%	78.6%	72.2%	79.5%
%H		43.4%	16.2%	72.4%	31.5%	40.9%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1994	1014	372	1586	954	632	1749
%H		50.9%	18.7%	79.5%	47.8%	31.7%	87.7%
Under 20"	612	288	80	534	283	251	506
%V	30.7%	28.4%	21.5%	33.7%	29.7%	39.7%	28.9%
%H		47.1%	13.1%	87.3%	46.2%	41.0%	82.7%
20" - 29"	609	294	116	496	289	207	531
%V	30.5%	29.0%	31.2%	31.3%	30.3%	32.8%	30.4%
%H		48.3%	19.0%	81.4%	47.5%	34.0%	87.2%
30" - 39"	379	219	80	283	198	86	350
%V	19.0%	21.6%	21.5%	17.8%	20.8%	13.6%	20.0%
%H		57.8%	21.1%	74.7%	52.2%	22.7%	92.3%
40" and over	124	75	32	91	72	20	117
%V	6.2%	7.4%	8.6%	5.7%	7.5%	3.2%	6.7%
%H		60.5%	25.8%	73.4%	58.1%	16.1%	94.4%
Don't know	39	18	12	31	20	11	32
%V	2.0%	1.8%	3.2%	2.0%	2.1%	1.7%	1.8%
%H		46.2%	30.8%	79.5%	51.3%	28.2%	82.1%
Not Asked	231	120	52	151	92	57	213
%V	11.6%	11.8%	14.0%	9.5%	9.6%	9.0%	12.2%
%H		51.9%	22.5%	65.4%	39.8%	24.7%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1994	1014	372	1586	954	632	1749
%H		50.9%	18.7%	79.5%	47.8%	31.7%	87.7%
PVR	361	244	79	224	175	49	337
%V	18.1%	24.1%	21.2%	14.1%	18.3%	7.8%	19.3%
%H		67.6%	21.9%	62.0%	48.5%	13.6%	93.4%
DVDR	29	13	7	24	13	10	23
%V	1.5%	1.3%	1.9%	1.5%	1.4%	1.6%	1.3%
%H		44.8%	24.1%	82.8%	44.8%	34.5%	79.3%
VCR	19	10	3	17	11	6	17
%V	1.0%	1.0%	0.8%	1.1%	1.2%	0.9%	1.0%
%H		52.6%	15.8%	89.5%	57.9%	31.6%	89.5%
Any recorder	389	256	83	250	189	61	360
%V	19.5%	25.2%	22.3%	15.8%	19.8%	9.7%	20.6%
%H		65.8%	21.3%	64.3%	48.6%	15.7%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1994	1014	372	1586	954	632	1749
%H		50.9%	18.7%	79.5%	47.8%	31.7%	87.7%
Receives HDTV (via STB or built-in reception)	373	184	109	273	188	85	350
%V	18.7%	18.1%	29.3%	17.2%	19.7%	13.4%	20.0%
%H		49.3%	29.2%	73.2%	50.4%	22.8%	93.8%
DVD/Blu-ray player or recorder	730	379	144	593	377	216	659
%V	36.6%	37.4%	38.7%	37.4%	39.5%	34.2%	37.7%
%H		51.9%	19.7%	81.2%	51.6%	29.6%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4807	4675	2149	816	3295	1579	1716	4130
%H		97.3%	44.7%	17.0%	68.5%	32.8%	35.7%	85.9%
Total Children	903	894	463	174	562	306	256	851
%V	18.8%	19.1%	21.5%	21.3%	17.1%	19.4%	14.9%	20.6%
%H		99.0%	51.3%	19.3%	62.2%	33.9%	28.3%	94.2%
0 - 3	260	254	140	44	146	77	70	240
%V	5.4%	5.4%	6.5%	5.4%	4.4%	4.9%	4.1%	5.8%
%H		97.7%	53.8%	16.9%	56.2%	29.6%	26.9%	92.3%
4 - 15	643	640	323	130	416	229	187	611
%V	13.4%	13.7%	15.0%	15.9%	12.6%	14.5%	10.9%	14.8%
%H		99.5%	50.2%	20.2%	64.7%	35.6%	29.1%	95.0%
4 - 9	330	329	165	67	198	104	94	313
%V	6.9%	7.0%	7.7%	8.2%	6.0%	6.6%	5.5%	7.6%
%H		99.7%	50.0%	20.3%	60.0%	31.5%	28.5%	94.8%
10 - 15	313	311	157	63	218	125	93	298
%V	6.5%	6.7%	7.3%	7.7%	6.6%	7.9%	5.4%	7.2%
%H		99.4%	50.2%	20.1%	69.6%	39.9%	29.7%	95.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4807	4675	2149	816	3295	1579	1716	4130
%H		97.3%	44.7%	17.0%	68.5%	32.8%	35.7%	85.9%
Total Adults (16+)	3904	3781	1686	642	2733	1273	1460	3279
%V	81.2%	80.9%	78.5%	78.7%	82.9%	80.6%	85.1%	79.4%
%H		96.8%	43.2%	16.4%	70.0%	32.6%	37.4%	84.0%
16 - 19	191	183	86	50	131	85	46	180
%V	4.0%	3.9%	4.0%	6.1%	4.0%	5.4%	2.7%	4.4%
%H		95.8%	45.0%	26.2%	68.6%	44.5%	24.1%	94.2%
20 - 24	277	245	103	56	169	85	84	258
%V	5.8%	5.2%	4.8%	6.9%	5.1%	5.4%	4.9%	6.2%
%H		88.4%	37.2%	20.2%	61.0%	30.7%	30.3%	93.1%
25 - 34	600	575	304	98	357	190	167	544
%V	12.5%	12.3%	14.1%	12.0%	10.8%	12.0%	9.7%	13.2%
%H		95.8%	50.7%	16.3%	59.5%	31.7%	27.8%	90.7%
35 - 44	643	631	332	110	397	210	187	604
%V	13.4%	13.5%	15.4%	13.5%	12.0%	13.3%	10.9%	14.6%
%H		98.1%	51.6%	17.1%	61.7%	32.7%	29.1%	93.9%
45 - 54	701	679	298	162	492	270	222	657
%V	14.6%	14.5%	13.9%	19.9%	14.9%	17.1%	12.9%	15.9%
%H		96.9%	42.5%	23.1%	70.2%	38.5%	31.7%	93.7%
55 - 64	551	542	243	81	415	190	225	470
%V	11.5%	11.6%	11.3%	9.9%	12.6%	12.0%	13.1%	11.4%
%H		98.4%	44.1%	14.7%	75.3%	34.5%	40.8%	85.3%
65+	941	927	320	85	772	244	528	565
%V	19.6%	19.8%	14.9%	10.4%	23.4%	15.5%	30.8%	13.7%
%H		98.5%	34.0%	9.0%	82.0%	25.9%	56.1%	60.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3904	3781	1686	642	2733	1273	1460	3279
%H		96.8%	43.2%	16.4%	70.0%	32.6%	37.4%	84.0%
AB	1299	1274	588	214	927	456	471	1217
%V	33.3%	33.7%	34.9%	33.3%	33.9%	35.8%	32.3%	37.1%
%H		98.1%	45.3%	16.5%	71.4%	35.1%	36.3%	93.7%
C1	1148	1092	503	185	770	360	411	1004
%V	29.4%	28.9%	29.8%	28.8%	28.2%	28.3%	28.2%	30.6%
%H		95.1%	43.8%	16.1%	67.1%	31.4%	35.8%	87.5%
C2	836	820	361	149	613	301	312	680
%V	21.4%	21.7%	21.4%	23.2%	22.4%	23.6%	21.4%	20.7%
%H		98.1%	43.2%	17.8%	73.3%	36.0%	37.3%	81.3%
D	412	392	166	75	263	110	153	287
%V	10.6%	10.4%	9.8%	11.7%	9.6%	8.6%	10.5%	8.8%
%H		95.1%	40.3%	18.2%	63.8%	26.7%	37.1%	69.7%
E	208	203	69	18	161	47	114	90
%V	5.3%	5.4%	4.1%	2.8%	5.9%	3.7%	7.8%	2.7%
%H		97.6%	33.2%	8.7%	77.4%	22.6%	54.8%	43.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3904	3781	1686	642	2733	1273	1460	3279
%H		96.8%	43.2%	16.4%	70.0%	32.6%	37.4%	84.0%
Working full time	1810	1755	849	348	1190	633	557	1693
%V	46.4%	46.4%	50.4%	54.2%	43.5%	49.7%	38.2%	51.6%
%H		97.0%	46.9%	19.2%	65.7%	35.0%	30.8%	93.5%
Working part time	451	443	215	81	312	162	150	411
%V	11.6%	11.7%	12.8%	12.6%	11.4%	12.7%	10.3%	12.5%
%H		98.2%	47.7%	18.0%	69.2%	35.9%	33.3%	91.1%
Not working	1643	1583	622	213	1231	478	753	1175
%V	42.1%	41.9%	36.9%	33.2%	45.0%	37.5%	51.6%	35.8%
%H		96.3%	37.9%	13.0%	74.9%	29.1%	45.8%	71.5%
Housewife/Houseperson	2074	2008	842	309	1467	608	859	1622
%V	53.1%	53.1%	49.9%	48.1%	53.7%	47.8%	58.8%	49.5%
%H		96.8%	40.6%	14.9%	70.7%	29.3%	41.4%	78.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1910	1835	843	328	1306	638	667	1634
%H		96.1%	44.1%	17.2%	68.4%	33.4%	34.9%	85.5%
16 - 19	104	98	46	27	72	48	24	96
%V	5.4%	5.3%	5.5%	8.2%	5.5%	7.5%	3.6%	5.9%
%H		94.2%	44.2%	26.0%	69.2%	46.2%	23.1%	92.3%
20 - 24	140	115	55	28	68	38	30	129
%V	7.3%	6.3%	6.5%	8.5%	5.2%	6.0%	4.5%	7.9%
%H		82.1%	39.3%	20.0%	48.6%	27.1%	21.4%	92.1%
25 - 34	308	293	163	46	187	105	82	277
%V	16.1%	16.0%	19.3%	14.0%	14.3%	16.5%	12.3%	17.0%
%H		95.1%	52.9%	14.9%	60.7%	34.1%	26.6%	89.9%
35 - 44	314	308	156	53	197	99	98	292
%V	16.4%	16.8%	18.5%	16.2%	15.1%	15.5%	14.7%	17.9%
%H		98.1%	49.7%	16.9%	62.7%	31.5%	31.2%	93.0%
45 - 54	354	344	149	88	244	136	109	330
%V	18.5%	18.7%	17.7%	26.8%	18.7%	21.3%	16.3%	20.2%
%H		97.2%	42.1%	24.9%	68.9%	38.4%	30.8%	93.2%
55 - 64	267	262	116	42	200	94	107	227
%V	14.0%	14.3%	13.8%	12.8%	15.3%	14.7%	16.0%	13.9%
%H		98.1%	43.4%	15.7%	74.9%	35.2%	40.1%	85.0%
65+	423	414	157	45	337	119	217	283
%V	22.1%	22.6%	18.6%	13.7%	25.8%	18.7%	32.5%	17.3%
%H		97.9%	37.1%	10.6%	79.7%	28.1%	51.3%	66.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1910	1835	843	328	1306	638	667	1634
%H		96.1%	44.1%	17.2%	68.4%	33.4%	34.9%	85.5%
AB	656	641	296	113	463	232	231	620
%V	34.3%	34.9%	35.1%	34.5%	35.5%	36.4%	34.6%	37.9%
%H		97.7%	45.1%	17.2%	70.6%	35.4%	35.2%	94.5%
C1	532	499	239	94	343	175	168	481
%V	27.9%	27.2%	28.4%	28.7%	26.3%	27.4%	25.2%	29.4%
%H		93.8%	44.9%	17.7%	64.5%	32.9%	31.6%	90.4%
C2	450	437	197	82	325	166	159	365
%V	23.6%	23.8%	23.4%	25.0%	24.9%	26.0%	23.8%	22.3%
%H		97.1%	43.8%	18.2%	72.2%	36.9%	35.3%	81.1%
D	197	185	85	34	118	48	69	137
%V	10.3%	10.1%	10.1%	10.4%	9.0%	7.5%	10.3%	8.4%
%H		93.9%	43.1%	17.3%	59.9%	24.4%	35.0%	69.5%
E	75	73	26	5	57	17	41	31
%V	3.9%	4.0%	3.1%	1.5%	4.4%	2.7%	6.1%	1.9%
%H		97.3%	34.7%	6.7%	76.0%	22.7%	54.7%	41.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1910	1835	843	328	1306	638	667	1634
%H		96.1%	44.1%	17.2%	68.4%	33.4%	34.9%	85.5%
Working full time	1140	1104	533	222	750	404	346	1061
%V	59.7%	60.2%	63.2%	67.7%	57.4%	63.3%	51.9%	64.9%
%H		96.8%	46.8%	19.5%	65.8%	35.4%	30.4%	93.1%
Working part time	100	97	48	14	64	27	37	85
%V	5.2%	5.3%	5.7%	4.3%	4.9%	4.2%	5.5%	5.2%
%H		97.0%	48.0%	14.0%	64.0%	27.0%	37.0%	85.0%
Not working	669	635	261	93	492	207	284	487
%V	35.0%	34.6%	31.0%	28.4%	37.7%	32.4%	42.6%	29.8%
%H		94.9%	39.0%	13.9%	73.5%	30.9%	42.5%	72.8%
Housewife/Houseperson	400	369	151	54	264	96	168	275
%V	20.9%	20.1%	17.9%	16.5%	20.2%	15.0%	25.2%	16.8%
%H		92.3%	37.8%	13.5%	66.0%	24.0%	42.0%	68.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1994	1946	843	314	1427	635	793	1645
%H		97.6%	42.3%	15.7%	71.6%	31.8%	39.8%	82.5%
16 - 19	87	85	39	24	59	36	22	84
%V	4.4%	4.4%	4.6%	7.6%	4.1%	5.7%	2.8%	5.1%
%H		97.7%	44.8%	27.6%	67.8%	41.4%	25.3%	96.6%
20 - 24	137	130	48	28	100	47	53	130
%V	6.9%	6.7%	5.7%	8.9%	7.0%	7.4%	6.7%	7.9%
%H		94.9%	35.0%	20.4%	73.0%	34.3%	38.7%	94.9%
25 - 34	293	281	141	52	170	85	85	267
%V	14.7%	14.4%	16.7%	16.6%	11.9%	13.4%	10.7%	16.2%
%H		95.9%	48.1%	17.7%	58.0%	29.0%	29.0%	91.1%
35 - 44	329	323	176	58	200	111	89	312
%V	16.5%	16.6%	20.9%	18.5%	14.0%	17.5%	11.2%	19.0%
%H		98.2%	53.5%	17.6%	60.8%	33.7%	27.1%	94.8%
45 - 54	347	335	149	74	248	135	113	328
%V	17.4%	17.2%	17.7%	23.6%	17.4%	21.3%	14.2%	19.9%
%H		96.5%	42.9%	21.3%	71.5%	38.9%	32.6%	94.5%
55 - 64	284	280	127	38	215	96	118	243
%V	14.2%	14.4%	15.1%	12.1%	15.1%	15.1%	14.9%	14.8%
%H		98.6%	44.7%	13.4%	75.7%	33.8%	41.5%	85.6%
65+	518	512	163	40	436	125	311	282
%V	26.0%	26.3%	19.3%	12.7%	30.6%	19.7%	39.2%	17.1%
%H		98.8%	31.5%	7.7%	84.2%	24.1%	60.0%	54.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1994	1946	843	314	1427	635	793	1645
%H		97.6%	42.3%	15.7%	71.6%	31.8%	39.8%	82.5%
AB	644	633	292	101	464	224	240	598
%V	32.3%	32.5%	34.6%	32.2%	32.5%	35.3%	30.3%	36.4%
%H		98.3%	45.3%	15.7%	72.0%	34.8%	37.3%	92.9%
C1	616	594	264	91	427	184	243	524
%V	30.9%	30.5%	31.3%	29.0%	29.9%	29.0%	30.6%	31.9%
%H		96.4%	42.9%	14.8%	69.3%	29.9%	39.4%	85.1%
C2	386	383	164	68	288	134	153	315
%V	19.4%	19.7%	19.5%	21.7%	20.2%	21.1%	19.3%	19.1%
%H		99.2%	42.5%	17.6%	74.6%	34.7%	39.6%	81.6%
D	216	207	81	42	145	61	84	150
%V	10.8%	10.6%	9.6%	13.4%	10.2%	9.6%	10.6%	9.1%
%H		95.8%	37.5%	19.4%	67.1%	28.2%	38.9%	69.4%
E	132	129	43	13	104	30	73	59
%V	6.6%	6.6%	5.1%	4.1%	7.3%	4.7%	9.2%	3.6%
%H		97.7%	32.6%	9.8%	78.8%	22.7%	55.3%	44.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1994	1946	843	314	1427	635	793	1645
%H		97.6%	42.3%	15.7%	71.6%	31.8%	39.8%	82.5%
Working full time	670	651	316	126	440	230	211	632
%V	33.6%	33.5%	37.5%	40.1%	30.8%	36.2%	26.6%	38.4%
%H		97.2%	47.2%	18.8%	65.7%	34.3%	31.5%	94.3%
Working part time	350	346	166	68	248	134	113	326
%V	17.6%	17.8%	19.7%	21.7%	17.4%	21.1%	14.2%	19.8%
%H		98.9%	47.4%	19.4%	70.9%	38.3%	32.3%	93.1%
Not working	974	949	361	120	739	271	468	687
%V	48.8%	48.8%	42.8%	38.2%	51.8%	42.7%	59.0%	41.8%
%H		97.4%	37.1%	12.3%	75.9%	27.8%	48.0%	70.5%
Housewife/Houseperson	1674	1639	691	256	1203	512	691	1347
%V	84.0%	84.2%	82.0%	81.5%	84.3%	80.6%	87.1%	81.9%
%H		97.9%	41.3%	15.3%	71.9%	30.6%	41.3%	80.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
AB	532	515	232	74	401	193	208	477
%V	20.5%	20.5%	21.6%	22.0%	19.9%	21.0%	18.9%	25.4%
%H (All HH)		96.8%	43.6%	13.9%	75.4%	36.3%	39.1%	89.7%
%H (TV HH)			45.0%	14.4%	77.9%	37.5%	40.4%	
C1	660	637	267	94	516	241	275	534
%V	25.5%	25.3%	24.8%	27.9%	25.6%	26.3%	25.0%	28.5%
%H (All HH)		96.5%	40.5%	14.2%	78.2%	36.5%	41.7%	80.9%
%H (TV HH)			41.9%	14.8%	81.0%	37.8%	43.2%	
C2	565	554	273	72	449	241	208	431
%V	21.8%	22.0%	25.4%	21.4%	22.3%	26.3%	18.9%	23.0%
%H (All HH)		98.1%	48.3%	12.7%	79.5%	42.7%	36.8%	76.3%
%H (TV HH)			49.3%	13.0%	81.0%	43.5%	37.5%	
D	448	439	192	57	335	147	188	296
%V	17.3%	17.4%	17.9%	16.9%	16.6%	16.0%	17.1%	15.8%
%H (All HH)		98.0%	42.9%	12.7%	74.8%	32.8%	42.0%	66.1%
%H (TV HH)			43.7%	13.0%	76.3%	33.5%	42.8%	
E	387	372	111	40	315	96	219	138
%V	14.9%	14.8%	10.3%	11.9%	15.6%	10.5%	19.9%	7.4%
%H (All HH)		96.1%	28.7%	10.3%	81.4%	24.8%	56.6%	35.7%
%H (TV HH)			29.8%	10.8%	84.7%	25.8%	58.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Under 25	155	139	45	14	103	30	73	111
%V	6.0%	5.5%	4.2%	4.2%	5.1%	3.3%	6.6%	5.9%
%H (All HH)		89.7%	29.0%	9.0%	66.5%	19.4%	47.1%	71.6%
%H (TV HH)			32.4%	10.1%	74.1%	21.6%	52.5%	
25 - 34	392	370	193	54	256	140	115	327
%V	15.1%	14.7%	18.0%	16.0%	12.7%	15.3%	10.5%	17.4%
%H (All HH)		94.4%	49.2%	13.8%	65.3%	35.7%	29.3%	83.4%
%H (TV HH)			52.2%	14.6%	69.2%	37.8%	31.1%	
35 - 44	436	425	237	75	312	198	114	388
%V	16.8%	16.9%	22.0%	22.3%	15.5%	21.6%	10.4%	20.7%
%H (All HH)		97.5%	54.4%	17.2%	71.6%	45.4%	26.1%	89.0%
%H (TV HH)			55.8%	17.6%	73.4%	46.6%	26.8%	
45 - 54	510	498	237	76	396	209	187	442
%V	19.7%	19.8%	22.0%	22.6%	19.6%	22.8%	17.0%	23.6%
%H (All HH)		97.6%	46.5%	14.9%	77.6%	41.0%	36.7%	86.7%
%H (TV HH)			47.6%	15.3%	79.5%	42.0%	37.6%	
55 - 64	401	396	157	59	340	159	181	303
%V	15.5%	15.7%	14.6%	17.5%	16.9%	17.3%	16.5%	16.2%
%H (All HH)		98.8%	39.2%	14.7%	84.8%	39.7%	45.1%	75.6%
%H (TV HH)			39.6%	14.9%	85.9%	40.2%	45.7%	
65 +	699	689	206	59	610	181	429	305
%V	27.0%	27.4%	19.2%	17.5%	30.2%	19.7%	39.1%	16.3%
%H (All HH)		98.6%	29.5%	8.4%	87.3%	25.9%	61.4%	43.6%
%H (TV HH)			29.9%	8.6%	88.5%	26.3%	62.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
1	795	755	195	90	625	157	468	361
%V	30.7%	30.0%	18.1%	26.7%	31.0%	17.1%	42.6%	19.3%
%H (All HH)		95.0%	24.5%	11.3%	78.6%	19.7%	58.9%	45.4%
%H (TV HH)			25.8%	11.9%	82.8%	20.8%	62.0%	
2	905	886	378	119	729	344	384	713
%V	34.9%	35.2%	35.2%	35.3%	36.1%	37.5%	35.0%	38.0%
%H (All HH)		97.9%	41.8%	13.1%	80.6%	38.0%	42.4%	78.8%
%H (TV HH)			42.7%	13.4%	82.3%	38.8%	43.3%	
3	402	392	209	60	307	188	119	351
%V	15.5%	15.6%	19.4%	17.8%	15.2%	20.5%	10.8%	18.7%
%H (All HH)		97.5%	52.0%	14.9%	76.4%	46.8%	29.6%	87.3%
%H (TV HH)			53.3%	15.3%	78.3%	48.0%	30.4%	
4	326	322	197	51	240	162	78	303
%V	12.6%	12.8%	18.3%	15.1%	11.9%	17.6%	7.1%	16.2%
%H (All HH)		98.8%	60.4%	15.6%	73.6%	49.7%	23.9%	92.9%
%H (TV HH)			61.2%	15.8%	74.5%	50.3%	24.2%	
5+	165	161	95	17	116	68	49	147
%V	6.4%	6.4%	8.8%	5.0%	5.8%	7.4%	4.5%	7.8%
%H (All HH)		97.6%	57.6%	10.3%	70.3%	41.2%	29.7%	89.1%
%H (TV HH)			59.0%	10.6%	72.0%	42.2%	30.4%	
Average HH size	2.32	2.33	2.69	2.40	2.28	2.64	1.97	2.59

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Without	1911	1845	693	245	1520	621	900	1281
%V	73.7%	73.3%	64.5%	72.7%	75.4%	67.6%	82.0%	68.3%
%H (All HH)		96.5%	36.3%	12.8%	79.5%	32.5%	47.1%	67.0%
%H (TV HH)			37.6%	13.3%	82.4%	33.7%	48.8%	
With	683	673	382	92	496	297	199	595
%V	26.3%	26.7%	35.5%	27.3%	24.6%	32.4%	18.1%	31.7%
%H (All HH)		98.5%	55.9%	13.5%	72.6%	43.5%	29.1%	87.1%
%H (TV HH)			56.8%	13.7%	73.7%	44.1%	29.6%	
0 - 3	263	258	142	35	181	102	79	215
%V	10.1%	10.3%	13.2%	10.4%	9.0%	11.1%	7.2%	11.5%
%H (All HH)		98.1%	54.0%	13.3%	68.8%	38.8%	30.0%	81.7%
%H (TV HH)			55.0%	13.6%	70.2%	39.5%	30.6%	
4 - 9	310	304	185	35	218	133	84	262
%V	12.0%	12.1%	17.2%	10.4%	10.8%	14.5%	7.7%	14.0%
%H (All HH)		98.1%	59.7%	11.3%	70.3%	42.9%	27.1%	84.5%
%H (TV HH)			60.9%	11.5%	71.7%	43.8%	27.6%	
10 - 15	322	320	184	47	244	153	91	303
%V	12.4%	12.7%	17.1%	13.9%	12.1%	16.7%	8.3%	16.2%
%H (All HH)		99.4%	57.1%	14.6%	75.8%	47.5%	28.3%	94.1%
%H (TV HH)			57.5%	14.7%	76.3%	47.8%	28.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
1	912	912	281	92	673	155	518	537
%V	35.2%	36.2%	26.1%	27.3%	33.4%	16.9%	47.2%	28.6%
%H (All HH)		100.0%	30.8%	10.1%	73.8%	17.0%	56.8%	58.9%
%H (TV HH)			30.8%	10.1%	73.8%	17.0%	56.8%	
2	901	901	401	135	734	365	369	670
%V	34.7%	35.8%	37.3%	40.1%	36.4%	39.8%	33.6%	35.7%
%H (All HH)		100.0%	44.5%	15.0%	81.5%	40.5%	41.0%	74.4%
%H (TV HH)			44.5%	15.0%	81.5%	40.5%	41.0%	
3	416	416	208	69	355	211	144	357
%V	16.0%	16.5%	19.3%	20.5%	17.6%	23.0%	13.1%	19.0%
%H (All HH)		100.0%	50.0%	16.6%	85.3%	50.7%	34.6%	85.8%
%H (TV HH)			50.0%	16.6%	85.3%	50.7%	34.6%	
4	183	183	114	25	161	112	48	172
%V	7.1%	7.3%	10.6%	7.4%	8.0%	12.2%	4.4%	9.2%
%H (All HH)		100.0%	62.3%	13.7%	88.0%	61.2%	26.2%	94.0%
%H (TV HH)			62.3%	13.7%	88.0%	61.2%	26.2%	
5+	106	106	71	16	93	74	19	99
%V	4.1%	4.2%	6.6%	4.7%	4.6%	8.1%	1.7%	5.3%
%H (All HH)		100.0%	67.0%	15.1%	87.7%	69.8%	17.9%	93.4%
%H (TV HH)			67.0%	15.1%	87.7%	69.8%	17.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Under 20"	666	666	286	87	609	311	298	516
%V	25.7%	26.5%	26.6%	25.8%	30.2%	33.9%	27.1%	27.5%
%H (All HH)		100.0%	42.9%	13.1%	91.4%	46.7%	44.7%	77.5%
%H (TV HH)			42.9%	13.1%	91.4%	46.7%	44.7%	
20" - 29"	921	921	363	138	800	374	426	659
%V	35.5%	36.6%	33.8%	40.9%	39.7%	40.7%	38.8%	35.1%
%H (All HH)		100.0%	39.4%	15.0%	86.9%	40.6%	46.3%	71.6%
%H (TV HH)			39.4%	15.0%	86.9%	40.6%	46.3%	
30" - 39"	1363	1363	599	192	1110	530	580	1025
%V	52.6%	54.2%	55.7%	57.0%	55.0%	57.7%	52.8%	54.7%
%H (All HH)		100.0%	43.9%	14.1%	81.4%	38.9%	42.6%	75.2%
%H (TV HH)			43.9%	14.1%	81.4%	38.9%	42.6%	
40" and over	1079	1079	610	159	842	523	319	908
%V	41.6%	42.9%	56.7%	47.2%	41.7%	57.0%	29.1%	48.4%
%H (All HH)		100.0%	56.5%	14.7%	78.0%	48.5%	29.6%	84.2%
%H (TV HH)			56.5%	14.7%	78.0%	48.5%	29.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%V (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Main living room	2477	2477	1070	334	1997	915	1082	1810
%V	95.5%	98.4%	99.5%	99.1%	99.0%	99.7%	98.5%	96.5%
%H (All HH)		100.0%	43.2%	13.5%	80.6%	36.9%	43.7%	73.1%
%H (TV HH)			43.2%	13.5%	80.6%	36.9%	43.7%	
Kitchen	317	317	145	41	292	157	135	255
%V	12.2%	12.6%	13.5%	12.2%	14.5%	17.1%	12.3%	13.6%
%H (All HH)		100.0%	45.7%	12.9%	92.1%	49.5%	42.6%	80.4%
%H (TV HH)			45.7%	12.9%	92.1%	49.5%	42.6%	
Adult's bedroom	1118	1118	563	174	962	566	396	910
%V	43.1%	44.4%	52.4%	51.6%	47.7%	61.7%	36.1%	48.5%
%H (All HH)		100.0%	50.4%	15.6%	86.0%	50.6%	35.4%	81.4%
%H (TV HH)			50.4%	15.6%	86.0%	50.6%	35.4%	
Child's bedroom	199	199	124	35	177	134	43	189
%V	7.7%	7.9%	11.5%	10.4%	8.8%	14.6%	3.9%	10.1%
%H (All HH)		100.0%	62.3%	17.6%	88.9%	67.3%	21.6%	95.0%
%H (TV HH)			62.3%	17.6%	88.9%	67.3%	21.6%	
Other bedroom	130	130	70	17	119	74	45	118
%V	5.0%	5.2%	6.5%	5.0%	5.9%	8.1%	4.1%	6.3%
%H (All HH)		100.0%	53.8%	13.1%	91.5%	56.9%	34.6%	90.8%
%H (TV HH)			53.8%	13.1%	91.5%	56.9%	34.6%	
Second living/dining room	237	237	128	36	198	124	75	199
%V	9.1%	9.4%	11.9%	10.7%	9.8%	13.5%	6.8%	10.6%
%H (All HH)		100.0%	54.0%	15.2%	83.5%	52.3%	31.6%	84.0%
%H (TV HH)			54.0%	15.2%	83.5%	52.3%	31.6%	
Study/office	29	29	12	4	25	13	12	28
%V	1.1%	1.2%	1.1%	1.2%	1.2%	1.4%	1.1%	1.5%
%H (All HH)		100.0%	41.4%	13.8%	86.2%	44.8%	41.4%	96.6%
%H (TV HH)			41.4%	13.8%	86.2%	44.8%	41.4%	
TV room	11	11	5	1	10	5	5	10
%V	0.4%	0.4%	0.5%	0.3%	0.5%	0.5%	0.5%	0.5%
%H (All HH)		100.0%	45.5%	9.1%	90.9%	45.5%	45.5%	90.9%
%H (TV HH)			45.5%	9.1%	90.9%	45.5%	45.5%	
Conservatory	88	88	48	20	77	56	20	76
%V	3.4%	3.5%	4.5%	5.9%	3.8%	6.1%	1.8%	4.1%
%H (All HH)		100.0%	54.5%	22.7%	87.5%	63.6%	22.7%	86.4%
%H (TV HH)			54.5%	22.7%	87.5%	63.6%	22.7%	
Attic or loft room	3	3	1	0	3	1	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
No specific location	5	5	1	1	5	2	3	3
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
Other	15	15	9	3	14	10	3	15
%V	0.6%	0.6%	0.8%	0.9%	0.7%	1.1%	0.3%	0.8%
%H (All HH)		100.0%	60.0%	20.0%	93.3%	66.7%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	93.3%	66.7%	20.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Any DSAT provider	1075	1075	1075	23	721	721	0	918
%V	41.5%	42.7%	100.0%	6.8%	35.7%	78.5%	0.0%	49.0%
%H (All HH)			100.0%	2.1%	67.1%	67.1%	0.0%	85.4%
%H (TV HH)			100.0%	2.1%	67.1%	67.1%	0.0%	
Sky with subcription	896	896	896	12	607	607	0	784
%V	34.6%	35.6%	83.3%	3.6%	30.1%	66.1%	0.0%	41.8%
%H (All HH)			100.0%	1.3%	67.7%	67.7%	0.0%	87.5%
%H (TV HH)			100.0%	1.3%	67.7%	67.7%	0.0%	
Sky without subscription	69	69	69	6	36	36	0	47
%V	2.7%	2.7%	6.4%	1.8%	1.8%	3.9%	0.0%	2.5%
%H (All HH)			100.0%	8.7%	52.2%	52.2%	0.0%	68.1%
%H (TV HH)			100.0%	8.7%	52.2%	52.2%	0.0%	
Freesat	97	97	97	3	72	72	0	77
%V	3.7%	3.9%	9.0%	0.9%	3.6%	7.8%	0.0%	4.1%
%H (All HH)			100.0%	3.1%	74.2%	74.2%	0.0%	79.4%
%H (TV HH)			100.0%	3.1%	74.2%	74.2%	0.0%	
Other satellite provider	28	28	28	2	17	17	0	23
%V	1.1%	1.1%	2.6%	0.6%	0.8%	1.9%	0.0%	1.2%
%H (All HH)			100.0%	7.1%	60.7%	60.7%	0.0%	82.1%
%H (TV HH)			100.0%	7.1%	60.7%	60.7%	0.0%	
DCAB	337	337	23	337	208	208	0	293
%V	13.0%	13.4%	2.1%	100.0%	10.3%	22.7%	0.0%	15.6%
%H (All HH)			6.8%	100.0%	61.7%	61.7%	0.0%	86.9%
%H (TV HH)			6.8%	100.0%	61.7%	61.7%	0.0%	
DTT	2017	2017	721	208	2017	918	1098	1411
%V	77.8%	80.1%	67.1%	61.7%	100.0%	100.0%	100.0%	75.3%
%H (All HH)		100.0%	35.7%	10.3%	100.0%	45.5%	54.4%	70.0%
%H (TV HH)			35.7%	10.3%	100.0%	45.5%	54.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%H (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
PVR	1486	1486	912	244	1124	773	350	1268
%V	57.3%	59.0%	84.8%	72.4%	55.7%	84.2%	31.9%	67.6%
%H (All HH)		100.0%	61.4%	16.4%	75.6%	52.0%	23.6%	85.3%
%H (TV HH)			61.4%	16.4%	75.6%	52.0%	23.6%	
DVDR	133	133	65	15	112	57	56	110
%V	5.1%	5.3%	6.0%	4.5%	5.6%	6.2%	5.1%	5.9%
%H (All HH)		100.0%	48.9%	11.3%	84.2%	42.9%	42.1%	82.7%
%H (TV HH)			48.9%	11.3%	84.2%	42.9%	42.1%	
VCR	186	186	70	23	154	60	94	133
%V	7.2%	7.4%	6.5%	6.8%	7.6%	6.5%	8.6%	7.1%
%H (All HH)		100.0%	37.6%	12.4%	82.8%	32.3%	50.5%	71.5%
%H (TV HH)			37.6%	12.4%	82.8%	32.3%	50.5%	
Any recorder	1613	1613	937	253	1236	793	444	1349
%V	62.2%	64.1%	87.2%	75.1%	61.3%	86.4%	40.4%	71.9%
%H (All HH)		100.0%	58.1%	15.7%	76.6%	49.2%	27.5%	83.6%
%H (TV HH)			58.1%	15.7%	76.6%	49.2%	27.5%	
Receives HDTV (via STB or built-in reception)	1303	1303	715	258	1010	661	349	1106
%V	50.3%	51.8%	66.5%	76.6%	50.1%	72.0%	31.8%	59.0%
%H (All HH)		100.0%	54.9%	19.8%	77.5%	50.7%	26.8%	84.9%
%H (TV HH)			54.9%	19.8%	77.5%	50.7%	26.8%	
DVD/Blu-ray player or recorder	2022	2022	901	290	1636	795	842	1558
%V	78.0%	80.3%	83.8%	86.1%	81.1%	86.6%	76.7%	83.1%
%H (All HH)		100.0%	44.6%	14.3%	80.9%	39.3%	41.6%	77.1%
%H (TV HH)			44.6%	14.3%	80.9%	39.3%	41.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2593	2517	1075	337	2017	918	1098	1875
%V (All HH)		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%
%H (TV HH)			42.7%	13.4%	80.1%	36.5%	43.6%	
Has broadband internet	1875	1835	918	293	1411	789	622	1875
%V	72.3%	72.9%	85.4%	86.9%	70.0%	85.9%	56.6%	100.0%
%H (All HH)		97.9%	49.0%	15.6%	75.3%	42.1%	33.2%	100.0%
%H (TV HH)			50.0%	16.0%	76.9%	43.0%	33.9%	
Number of computers (PCs and laptops)								
0	612	583	128	40	523	108	414	17
%V	23.6%	23.2%	11.9%	11.9%	25.9%	11.8%	37.7%	0.9%
%H (All HH)		95.3%	20.9%	6.5%	85.5%	17.6%	67.6%	2.8%
%H (TV HH)			22.0%	6.9%	89.7%	18.5%	71.0%	
1	966	941	411	128	733	334	398	867
%V	37.3%	37.4%	38.2%	38.0%	36.3%	36.4%	36.2%	46.2%
%H (All HH)		97.4%	42.5%	13.3%	75.9%	34.6%	41.2%	89.8%
%H (TV HH)			43.7%	13.6%	77.9%	35.5%	42.3%	
2	518	506	271	85	386	238	148	499
%V	20.0%	20.1%	25.2%	25.2%	19.1%	25.9%	13.5%	26.6%
%H (All HH)		97.7%	52.3%	16.4%	74.5%	45.9%	28.6%	96.3%
%H (TV HH)			53.6%	16.8%	76.3%	47.0%	29.2%	
3	244	237	127	44	186	117	69	243
%V	9.4%	9.4%	11.8%	13.1%	9.2%	12.7%	6.3%	13.0%
%H (All HH)		97.1%	52.0%	18.0%	76.2%	48.0%	28.3%	99.6%
%H (TV HH)			53.6%	18.6%	78.5%	49.4%	29.1%	
4	130	127	72	15	94	55	39	129
%V	5.0%	5.0%	6.7%	4.5%	4.7%	6.0%	3.6%	6.9%
%H (All HH)		97.7%	55.4%	11.5%	72.3%	42.3%	30.0%	99.2%
%H (TV HH)			56.7%	11.8%	74.0%	43.3%	30.7%	
5+	123	122	66	26	95	65	30	120
%V	4.7%	4.8%	6.1%	7.7%	4.7%	7.1%	2.7%	6.4%
%H (All HH)		99.2%	53.7%	21.1%	77.2%	52.8%	24.4%	97.6%
%H (TV HH)			54.1%	21.3%	77.9%	53.3%	24.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5260	2546	754	4349	2370	1979	4168
%H		48.4%	14.3%	82.7%	45.1%	37.6%	79.2%
Under 20"	854	383	110	787	420	367	681
%V	16.2%	15.0%	14.6%	18.1%	17.7%	18.5%	16.3%
%H		44.8%	12.9%	92.2%	49.2%	43.0%	79.7%
20" - 29"	1153	483	178	1010	508	502	856
%V	21.9%	19.0%	23.6%	23.2%	21.4%	25.4%	20.5%
%H		41.9%	15.4%	87.6%	44.1%	43.5%	74.2%
30" - 39"	1612	742	228	1327	675	652	1240
%V	30.6%	29.1%	30.2%	30.5%	28.5%	32.9%	29.8%
%H		46.0%	14.1%	82.3%	41.9%	40.4%	76.9%
40" and over	1252	721	185	977	619	358	1068
%V	23.8%	28.3%	24.5%	22.5%	26.1%	18.1%	25.6%
%H		57.6%	14.8%	78.0%	49.4%	28.6%	85.3%
Don't know	26	10	3	24	12	13	17
%V	0.5%	0.4%	0.4%	0.6%	0.5%	0.7%	0.4%
%H		38.5%	11.5%	92.3%	46.2%	50.0%	65.4%
Not Asked	363	207	50	224	136	87	306
%V	6.9%	8.1%	6.6%	5.2%	5.7%	4.4%	7.3%
%H		57.0%	13.8%	61.7%	37.5%	24.0%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5260	2546	754	4349	2370	1979	4168
%H		48.4%	14.3%	82.7%	45.1%	37.6%	79.2%
Main living room	2486	1074	335	2006	919	1087	1818
%V	47.3%	42.2%	44.4%	46.1%	38.8%	54.9%	43.6%
%H		43.2%	13.5%	80.7%	37.0%	43.7%	73.1%
Kitchen	319	146	41	294	158	136	257
%V	6.1%	5.7%	5.4%	6.8%	6.7%	6.9%	6.2%
%H		45.8%	12.9%	92.2%	49.5%	42.6%	80.6%
Adult's bedroom	1300	667	201	1128	681	446	1072
%V	24.7%	26.2%	26.7%	25.9%	28.7%	22.5%	25.7%
%H		51.3%	15.5%	86.8%	52.4%	34.3%	82.5%
Child's bedroom	255	162	43	228	174	54	242
%V	4.8%	6.4%	5.7%	5.2%	7.3%	2.7%	5.8%
%H		63.5%	16.9%	89.4%	68.2%	21.2%	94.9%
Other bedroom	147	83	19	134	87	47	135
%V	2.8%	3.3%	2.5%	3.1%	3.7%	2.4%	3.2%
%H		56.5%	12.9%	91.2%	59.2%	32.0%	91.8%
Second living/dining room	239	130	37	201	126	75	202
%V	4.5%	5.1%	4.9%	4.6%	5.3%	3.8%	4.8%
%H		54.4%	15.5%	84.1%	52.7%	31.4%	84.5%
Study/office	29	12	4	26	13	13	28
%V	0.6%	0.5%	0.5%	0.6%	0.5%	0.7%	0.7%
%H		41.4%	13.8%	89.7%	44.8%	44.8%	96.6%
TV room	11	5	1	10	5	5	10
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%
%H		45.5%	9.1%	90.9%	45.5%	45.5%	90.9%
Conservatory	88	48	20	77	56	20	76
%V	1.7%	1.9%	2.7%	1.8%	2.4%	1.0%	1.8%
%H		54.5%	22.7%	87.5%	63.6%	22.7%	86.4%
Attic or loft room	3	1	0	3	1	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
No specific location	5	1	1	5	2	3	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Other	15	10	3	14	11	3	15
%V	0.3%	0.4%	0.4%	0.3%	0.5%	0.2%	0.4%
%H		66.7%	20.0%	93.3%	73.3%	20.0%	100.0%
Not Asked	363	207	50	224	136	87	306
%V	6.9%	8.1%	6.6%	5.2%	5.7%	4.4%	7.3%
%H		57.0%	13.8%	61.7%	37.5%	24.0%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5260	2546	754	4349	2370	1979	4168
%H		48.4%	14.3%	82.7%	45.1%	37.6%	79.2%
PVR	1905	1231	315	1410	1018	393	1665
%V	36.2%	48.4%	41.8%	32.4%	43.0%	19.9%	39.9%
%H		64.6%	16.5%	74.0%	53.4%	20.6%	87.4%
DVDR	144	71	16	121	62	59	119
%V	2.7%	2.8%	2.1%	2.8%	2.6%	3.0%	2.9%
%H		49.3%	11.1%	84.0%	43.1%	41.0%	82.6%
VCR	197	73	27	164	65	98	141
%V	3.7%	2.9%	3.6%	3.8%	2.7%	5.0%	3.4%
%H		37.1%	13.7%	83.2%	33.0%	49.7%	71.6%
Any recorder	2073	1275	334	1560	1060	499	1778
%V	39.4%	50.1%	44.3%	35.9%	44.7%	25.2%	42.7%
%H		61.5%	16.1%	75.3%	51.1%	24.1%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5260	2546	754	4349	2370	1979	4168
%H		48.4%	14.3%	82.7%	45.1%	37.6%	79.2%
Receives HDTV (via STB or built-in reception)	1790	990	364	1401	932	469	1550
%V	34.0%	38.9%	48.3%	32.2%	39.3%	23.7%	37.2%
%H		55.3%	20.3%	78.3%	52.1%	26.2%	86.6%
DVD/Blu-ray player or recorder	2950	1410	465	2446	1342	1104	2399
%V	56.1%	55.4%	61.7%	56.2%	56.6%	55.8%	57.6%
%H		47.8%	15.8%	82.9%	45.5%	37.4%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2511	1075	337	2015	918	1097	1831
%H		42.8%	13.4%	80.2%	36.6%	43.7%	72.9%
Under 20"	58	12	5	52	10	42	23
%V	2.3%	1.1%	1.5%	2.6%	1.1%	3.8%	1.3%
%H		20.7%	8.6%	89.7%	17.2%	72.4%	39.7%
20" - 29"	369	87	42	320	80	239	199
%V	14.7%	8.1%	12.5%	15.9%	8.7%	21.8%	10.9%
%H		23.6%	11.4%	86.7%	21.7%	64.8%	53.9%
30" - 39"	1011	382	135	817	320	497	714
%V	40.3%	35.5%	40.1%	40.5%	34.9%	45.3%	39.0%
%H		37.8%	13.4%	80.8%	31.7%	49.2%	70.6%
40" and over	1049	592	155	817	505	311	880
%V	41.8%	55.1%	46.0%	40.5%	55.0%	28.4%	48.1%
%H		56.4%	14.8%	77.9%	48.1%	29.6%	83.9%
Don't know	11	3	1	10	3	7	6
%V	0.4%	0.3%	0.3%	0.5%	0.3%	0.6%	0.3%
%H		27.3%	9.1%	90.9%	27.3%	63.6%	54.5%
Not Asked	13	0	0	0	0	1	9
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
%H		0.0%	0.0%	0.0%	0.0%	7.7%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2511	1075	337	2015	918	1097	1831
%H		42.8%	13.4%	80.2%	36.6%	43.7%	72.9%
PVR	1438	894	233	1082	751	330	1228
%V	57.3%	83.2%	69.1%	53.7%	81.8%	30.1%	67.1%
%H		62.2%	16.2%	75.2%	52.2%	22.9%	85.4%
DVDR	113	54	12	94	45	49	93
%V	4.5%	5.0%	3.6%	4.7%	4.9%	4.5%	5.1%
%H		47.8%	10.6%	83.2%	39.8%	43.4%	82.3%
VCR	159	56	18	131	45	86	110
%V	6.3%	5.2%	5.3%	6.5%	4.9%	7.8%	6.0%
%H		35.2%	11.3%	82.4%	28.3%	54.1%	69.2%
Any recorder	1562	920	242	1189	770	419	1302
%V	62.2%	85.6%	71.8%	59.0%	83.9%	38.2%	71.1%
%H		58.9%	15.5%	76.1%	49.3%	26.8%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2511	1075	337	2015	918	1097	1831
%H		42.8%	13.4%	80.2%	36.6%	43.7%	72.9%
Receives HDTV (via STB or built-in reception)	1246	690	250	958	632	326	1056
%V	49.6%	64.2%	74.2%	47.5%	68.8%	29.7%	57.7%
%H		55.4%	20.1%	76.9%	50.7%	26.2%	84.8%
DVD/Blu-ray player or recorder	1894	842	271	1523	733	791	1459
%V	75.4%	78.3%	80.4%	75.6%	79.8%	72.1%	79.7%
%H		44.5%	14.3%	80.4%	38.7%	41.8%	77.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1471	417	2334	1452	882	2337
%H		53.5%	15.2%	84.9%	52.8%	32.1%	85.0%
Under 20"	796	372	105	735	411	325	658
%V	29.0%	25.3%	25.2%	31.5%	28.3%	36.8%	28.2%
%H		46.7%	13.2%	92.3%	51.6%	40.8%	82.7%
20" - 29"	785	397	136	690	428	263	657
%V	28.6%	27.0%	32.6%	29.6%	29.5%	29.8%	28.1%
%H		50.6%	17.3%	87.9%	54.5%	33.5%	83.7%
30" - 39"	600	361	94	510	355	155	527
%V	21.8%	24.5%	22.5%	21.9%	24.4%	17.6%	22.6%
%H		60.2%	15.7%	85.0%	59.2%	25.8%	87.8%
40" and over	203	130	30	161	114	47	187
%V	7.4%	8.8%	7.2%	6.9%	7.9%	5.3%	8.0%
%H		64.0%	14.8%	79.3%	56.2%	23.2%	92.1%
Don't know	15	7	2	14	9	6	11
%V	0.5%	0.5%	0.5%	0.6%	0.6%	0.7%	0.5%
%H		46.7%	13.3%	93.3%	60.0%	40.0%	73.3%
Not Asked	350	204	50	224	135	86	297
%V	12.7%	13.9%	12.0%	9.6%	9.3%	9.8%	12.7%
%H		58.3%	14.3%	64.0%	38.6%	24.6%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1471	417	2334	1452	882	2337
%H		53.5%	15.2%	84.9%	52.8%	32.1%	85.0%
PVR	466	337	82	329	266	62	438
%V	17.0%	22.9%	19.7%	14.1%	18.3%	7.0%	18.7%
%H		72.3%	17.6%	70.6%	57.1%	13.3%	94.0%
DVDR	31	17	4	26	16	10	26
%V	1.1%	1.2%	1.0%	1.1%	1.1%	1.1%	1.1%
%H		54.8%	12.9%	83.9%	51.6%	32.3%	83.9%
VCR	38	17	10	33	20	12	31
%V	1.4%	1.2%	2.4%	1.4%	1.4%	1.4%	1.3%
%H		44.7%	26.3%	86.8%	52.6%	31.6%	81.6%
Any recorder	512	355	92	371	290	80	476
%V	18.6%	24.1%	22.1%	15.9%	20.0%	9.1%	20.4%
%H		69.3%	18.0%	72.5%	56.6%	15.6%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1471	417	2334	1452	882	2337
%H		53.5%	15.2%	84.9%	52.8%	32.1%	85.0%
Receives HDTV (via STB or built-in reception)	544	300	114	443	299	144	494
%V	19.8%	20.4%	27.3%	19.0%	20.6%	16.3%	21.1%
%H		55.1%	21.0%	81.4%	55.0%	26.5%	90.8%
DVD/Blu-ray player or recorder	1056	568	194	923	609	314	940
%V	38.4%	38.6%	46.5%	39.5%	41.9%	35.6%	40.2%
%H		53.8%	18.4%	87.4%	57.7%	29.7%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6019	5877	2893	807	4592	2423	2168	4860
%H		97.6%	48.1%	13.4%	76.3%	40.3%	36.0%	80.7%
Total Children	1135	1118	652	153	812	497	315	991
%V	18.9%	19.0%	22.5%	19.0%	17.7%	20.5%	14.5%	20.4%
%H		98.5%	57.4%	13.5%	71.5%	43.8%	27.8%	87.3%
0 - 3	309	303	169	43	210	120	90	256
%V	5.1%	5.2%	5.8%	5.3%	4.6%	5.0%	4.2%	5.3%
%H		98.1%	54.7%	13.9%	68.0%	38.8%	29.1%	82.8%
4 - 15	826	815	483	111	602	376	226	736
%V	13.7%	13.9%	16.7%	13.8%	13.1%	15.5%	10.4%	15.1%
%H		98.7%	58.5%	13.4%	72.9%	45.5%	27.4%	89.1%
4 - 9	410	401	247	45	287	178	109	347
%V	6.8%	6.8%	8.5%	5.6%	6.3%	7.3%	5.0%	7.1%
%H		97.8%	60.2%	11.0%	70.0%	43.4%	26.6%	84.6%
10 - 15	416	413	236	66	314	198	116	388
%V	6.9%	7.0%	8.2%	8.2%	6.8%	8.2%	5.4%	8.0%
%H		99.3%	56.7%	15.9%	75.5%	47.6%	27.9%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6019	5877	2893	807	4592	2423	2168	4860
%H		97.6%	48.1%	13.4%	76.3%	40.3%	36.0%	80.7%
Total Adults (16+)	4884	4759	2241	654	3780	1927	1853	3869
%V	81.1%	81.0%	77.5%	81.0%	82.3%	79.5%	85.5%	79.6%
%H		97.4%	45.9%	13.4%	77.4%	39.5%	37.9%	79.2%
16 - 19	307	297	153	44	228	136	92	275
%V	5.1%	5.1%	5.3%	5.5%	5.0%	5.6%	4.2%	5.7%
%H		96.7%	49.8%	14.3%	74.3%	44.3%	30.0%	89.6%
20 - 24	424	398	187	47	304	152	152	358
%V	7.0%	6.8%	6.5%	5.8%	6.6%	6.3%	7.0%	7.4%
%H		93.9%	44.1%	11.1%	71.7%	35.8%	35.8%	84.4%
25 - 34	774	739	401	108	516	296	219	667
%V	12.9%	12.6%	13.9%	13.4%	11.2%	12.2%	10.1%	13.7%
%H		95.5%	51.8%	14.0%	66.7%	38.2%	28.3%	86.2%
35 - 44	775	759	435	124	564	361	203	698
%V	12.9%	12.9%	15.0%	15.4%	12.3%	14.9%	9.4%	14.4%
%H		97.9%	56.1%	16.0%	72.8%	46.6%	26.2%	90.1%
45 - 54	867	851	437	127	674	384	290	770
%V	14.4%	14.5%	15.1%	15.7%	14.7%	15.8%	13.4%	15.8%
%H		98.2%	50.4%	14.6%	77.7%	44.3%	33.4%	88.8%
55 - 64	689	680	283	101	582	283	299	551
%V	11.4%	11.6%	9.8%	12.5%	12.7%	11.7%	13.8%	11.3%
%H		98.7%	41.1%	14.7%	84.5%	41.1%	43.4%	80.0%
65+	1048	1035	344	102	913	316	598	549
%V	17.4%	17.6%	11.9%	12.6%	19.9%	13.0%	27.6%	11.3%
%H		98.8%	32.8%	9.7%	87.1%	30.2%	57.1%	52.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4884	4759	2241	654	3780	1927	1853	3869
%H		97.4%	45.9%	13.4%	77.4%	39.5%	37.9%	79.2%
AB	1077	1046	508	148	826	434	391	996
%V	22.1%	22.0%	22.7%	22.6%	21.9%	22.5%	21.1%	25.7%
%H		97.1%	47.2%	13.7%	76.7%	40.3%	36.3%	92.5%
C1	1252	1214	555	188	968	499	469	1071
%V	25.6%	25.5%	24.8%	28.7%	25.6%	25.9%	25.3%	27.7%
%H		97.0%	44.3%	15.0%	77.3%	39.9%	37.5%	85.5%
C2	1142	1128	595	149	914	530	383	935
%V	23.4%	23.7%	26.6%	22.8%	24.2%	27.5%	20.7%	24.2%
%H		98.8%	52.1%	13.0%	80.0%	46.4%	33.5%	81.9%
D	854	837	402	107	624	302	321	627
%V	17.5%	17.6%	17.9%	16.4%	16.5%	15.7%	17.3%	16.2%
%H		98.0%	47.1%	12.5%	73.1%	35.4%	37.6%	73.4%
E	559	534	181	62	448	160	288	239
%V	11.4%	11.2%	8.1%	9.5%	11.9%	8.3%	15.5%	6.2%
%H		95.5%	32.4%	11.1%	80.1%	28.6%	51.5%	42.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4884	4759	2241	654	3780	1927	1853	3869
%H		97.4%	45.9%	13.4%	77.4%	39.5%	37.9%	79.2%
Working full time	2080	2039	1081	324	1556	919	637	1899
%V	42.6%	42.8%	48.2%	49.5%	41.2%	47.7%	34.4%	49.1%
%H		98.0%	52.0%	15.6%	74.8%	44.2%	30.6%	91.3%
Working part time	564	557	279	88	432	249	184	496
%V	11.5%	11.7%	12.4%	13.5%	11.4%	12.9%	9.9%	12.8%
%H		98.8%	49.5%	15.6%	76.6%	44.1%	32.6%	87.9%
Not working	2240	2164	881	242	1791	759	1033	1475
%V	45.9%	45.5%	39.3%	37.0%	47.4%	39.4%	55.7%	38.1%
%H		96.6%	39.3%	10.8%	80.0%	33.9%	46.1%	65.8%
Housewife/Houseperson	2593	2517	1075	337	2017	918	1098	1875
%V	53.1%	52.9%	48.0%	51.5%	53.4%	47.6%	59.3%	48.5%
%H		97.1%	41.5%	13.0%	77.8%	35.4%	42.3%	72.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2394	2326	1154	320	1817	971	846	1946
%H		97.2%	48.2%	13.4%	75.9%	40.6%	35.3%	81.3%
16 - 19	166	161	87	22	123	76	47	151
%V	6.9%	6.9%	7.5%	6.9%	6.8%	7.8%	5.6%	7.8%
%H		97.0%	52.4%	13.3%	74.1%	45.8%	28.3%	91.0%
20 - 24	202	192	96	21	148	79	68	180
%V	8.4%	8.3%	8.3%	6.6%	8.1%	8.1%	8.0%	9.2%
%H		95.0%	47.5%	10.4%	73.3%	39.1%	33.7%	89.1%
25 - 34	383	365	198	55	255	149	105	333
%V	16.0%	15.7%	17.2%	17.2%	14.0%	15.3%	12.4%	17.1%
%H		95.3%	51.7%	14.4%	66.6%	38.9%	27.4%	86.9%
35 - 44	389	377	212	57	277	168	109	346
%V	16.2%	16.2%	18.4%	17.8%	15.2%	17.3%	12.9%	17.8%
%H		96.9%	54.5%	14.7%	71.2%	43.2%	28.0%	88.9%
45 - 54	435	425	233	64	326	197	130	381
%V	18.2%	18.3%	20.2%	20.0%	17.9%	20.3%	15.4%	19.6%
%H		97.7%	53.6%	14.7%	74.9%	45.3%	29.9%	87.6%
55 - 64	340	333	144	49	282	140	142	271
%V	14.2%	14.3%	12.5%	15.3%	15.5%	14.4%	16.8%	13.9%
%H		97.9%	42.4%	14.4%	82.9%	41.2%	41.8%	79.7%
65+	479	473	183	51	406	162	244	284
%V	20.0%	20.3%	15.9%	15.9%	22.3%	16.7%	28.8%	14.6%
%H		98.7%	38.2%	10.6%	84.8%	33.8%	50.9%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2394	2326	1154	320	1817	971	846	1946
%H		97.2%	48.2%	13.4%	75.9%	40.6%	35.3%	81.3%
AB	544	525	259	75	409	217	192	505
%V	22.7%	22.6%	22.4%	23.4%	22.5%	22.3%	22.7%	26.0%
%H		96.5%	47.6%	13.8%	75.2%	39.9%	35.3%	92.8%
C1	608	588	292	89	459	254	206	531
%V	25.4%	25.3%	25.3%	27.8%	25.3%	26.2%	24.3%	27.3%
%H		96.7%	48.0%	14.6%	75.5%	41.8%	33.9%	87.3%
C2	609	598	322	76	482	284	198	494
%V	25.4%	25.7%	27.9%	23.8%	26.5%	29.2%	23.4%	25.4%
%H		98.2%	52.9%	12.5%	79.1%	46.6%	32.5%	81.1%
D	408	401	195	54	292	144	148	308
%V	17.0%	17.2%	16.9%	16.9%	16.1%	14.8%	17.5%	15.8%
%H		98.3%	47.8%	13.2%	71.6%	35.3%	36.3%	75.5%
E	226	214	85	26	175	73	102	107
%V	9.4%	9.2%	7.4%	8.1%	9.6%	7.5%	12.1%	5.5%
%H		94.7%	37.6%	11.5%	77.4%	32.3%	45.1%	47.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2394	2326	1154	320	1817	971	846	1946
%H		97.2%	48.2%	13.4%	75.9%	40.6%	35.3%	81.3%
Working full time	1303	1274	694	195	957	570	387	1182
%V	54.4%	54.8%	60.1%	60.9%	52.7%	58.7%	45.7%	60.7%
%H		97.8%	53.3%	15.0%	73.4%	43.7%	29.7%	90.7%
Working part time	111	108	48	17	90	48	42	98
%V	4.6%	4.6%	4.2%	5.3%	5.0%	4.9%	5.0%	5.0%
%H		97.3%	43.2%	15.3%	81.1%	43.2%	37.8%	88.3%
Not working	981	943	411	108	770	353	417	666
%V	41.0%	40.5%	35.6%	33.8%	42.4%	36.4%	49.3%	34.2%
%H		96.1%	41.9%	11.0%	78.5%	36.0%	42.5%	67.9%
Housewife/Houseperson	530	494	196	63	378	147	230	321
%V	22.1%	21.2%	17.0%	19.7%	20.8%	15.1%	27.2%	16.5%
%H		93.2%	37.0%	11.9%	71.3%	27.7%	43.4%	60.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2434	1087	333	1963	956	1007	1923
%H		97.8%	43.7%	13.4%	78.8%	38.4%	40.4%	77.2%
16 - 19	141	136	66	22	104	59	45	124
%V	5.7%	5.6%	6.1%	6.6%	5.3%	6.2%	4.5%	6.4%
%H		96.5%	46.8%	15.6%	73.8%	41.8%	31.9%	87.9%
20 - 24	222	206	91	26	156	72	84	178
%V	8.9%	8.5%	8.4%	7.8%	7.9%	7.5%	8.3%	9.3%
%H		92.8%	41.0%	11.7%	70.3%	32.4%	37.8%	80.2%
25 - 34	392	374	203	53	261	147	114	334
%V	15.7%	15.4%	18.7%	15.9%	13.3%	15.4%	11.3%	17.4%
%H		95.4%	51.8%	13.5%	66.6%	37.5%	29.1%	85.2%
35 - 44	386	382	223	66	287	193	94	351
%V	15.5%	15.7%	20.5%	19.8%	14.6%	20.2%	9.3%	18.3%
%H		99.0%	57.8%	17.1%	74.4%	50.0%	24.4%	90.9%
45 - 54	432	426	204	63	347	187	160	389
%V	17.3%	17.5%	18.8%	18.9%	17.7%	19.6%	15.9%	20.2%
%H		98.6%	47.2%	14.6%	80.3%	43.3%	37.0%	90.0%
55 - 64	349	347	139	52	300	143	157	280
%V	14.0%	14.3%	12.8%	15.6%	15.3%	15.0%	15.6%	14.6%
%H		99.4%	39.8%	14.9%	86.0%	41.0%	45.0%	80.2%
65+	569	562	161	51	508	154	354	265
%V	22.9%	23.1%	14.8%	15.3%	25.9%	16.1%	35.2%	13.8%
%H		98.8%	28.3%	9.0%	89.3%	27.1%	62.2%	46.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2434	1087	333	1963	956	1007	1923
%H		97.8%	43.7%	13.4%	78.8%	38.4%	40.4%	77.2%
AB	533	520	249	72	417	217	200	491
%V	21.4%	21.4%	22.9%	21.6%	21.2%	22.7%	19.9%	25.5%
%H		97.6%	46.7%	13.5%	78.2%	40.7%	37.5%	92.1%
C1	644	626	263	99	509	246	263	540
%V	25.9%	25.7%	24.2%	29.7%	25.9%	25.7%	26.1%	28.1%
%H		97.2%	40.8%	15.4%	79.0%	38.2%	40.8%	83.9%
C2	534	530	272	73	432	247	185	441
%V	21.4%	21.8%	25.0%	21.9%	22.0%	25.8%	18.4%	22.9%
%H		99.3%	50.9%	13.7%	80.9%	46.3%	34.6%	82.6%
D	446	437	207	53	332	159	173	319
%V	17.9%	18.0%	19.0%	15.9%	16.9%	16.6%	17.2%	16.6%
%H		98.0%	46.4%	11.9%	74.4%	35.7%	38.8%	71.5%
E	333	320	96	36	273	87	186	132
%V	13.4%	13.1%	8.8%	10.8%	13.9%	9.1%	18.5%	6.9%
%H		96.1%	28.8%	10.8%	82.0%	26.1%	55.9%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2434	1087	333	1963	956	1007	1923
%H		97.8%	43.7%	13.4%	78.8%	38.4%	40.4%	77.2%
Working full time	777	764	387	129	599	349	250	717
%V	31.2%	31.4%	35.6%	38.7%	30.5%	36.5%	24.8%	37.3%
%H		98.3%	49.8%	16.6%	77.1%	44.9%	32.2%	92.3%
Working part time	453	449	231	71	343	201	142	397
%V	18.2%	18.4%	21.3%	21.3%	17.5%	21.0%	14.1%	20.6%
%H		99.1%	51.0%	15.7%	75.7%	44.4%	31.3%	87.6%
Not working	1259	1221	470	134	1021	406	615	809
%V	50.6%	50.2%	43.2%	40.2%	52.0%	42.5%	61.1%	42.1%
%H		97.0%	37.3%	10.6%	81.1%	32.2%	48.8%	64.3%
Housewife/Houseperson	2063	2023	879	274	1639	771	868	1554
%V	82.9%	83.1%	80.9%	82.3%	83.5%	80.6%	86.2%	80.8%
%H		98.1%	42.6%	13.3%	79.4%	37.4%	42.1%	75.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
AB	310	303	142	50	241	127	114	277
%V	20.6%	20.6%	22.6%	21.6%	20.9%	23.6%	18.6%	26.9%
%H (All HH)		97.7%	45.8%	16.1%	77.7%	41.0%	36.8%	89.4%
%H (TV HH)			46.9%	16.5%	79.5%	41.9%	37.6%	
C1	364	353	160	58	267	132	135	281
%V	24.2%	24.0%	25.5%	25.1%	23.2%	24.5%	22.1%	27.3%
%H (All HH)		97.0%	44.0%	15.9%	73.4%	36.3%	37.1%	77.2%
%H (TV HH)			45.3%	16.4%	75.6%	37.4%	38.2%	
C2	320	315	148	62	246	137	110	228
%V	21.2%	21.5%	23.6%	26.8%	21.4%	25.5%	18.0%	22.1%
%H (All HH)		98.4%	46.3%	19.4%	76.9%	42.8%	34.4%	71.3%
%H (TV HH)			47.0%	19.7%	78.1%	43.5%	34.9%	
D	269	259	117	30	200	93	108	161
%V	17.9%	17.6%	18.6%	13.0%	17.4%	17.3%	17.6%	15.6%
%H (All HH)		96.3%	43.5%	11.2%	74.3%	34.6%	40.1%	59.9%
%H (TV HH)			45.2%	11.6%	77.2%	35.9%	41.7%	
E	244	237	60	30	196	50	146	83
%V	16.2%	16.1%	9.6%	13.0%	17.0%	9.3%	23.9%	8.1%
%H (All HH)		97.1%	24.6%	12.3%	80.3%	20.5%	59.8%	34.0%
%H (TV HH)			25.3%	12.7%	82.7%	21.1%	61.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%V (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Under 25	75	72	39	5	54	27	27	53
%V	5.0%	4.9%	6.2%	2.2%	4.7%	5.0%	4.4%	5.1%
%H (All HH)		96.0%	52.0%	6.7%	72.0%	36.0%	36.0%	70.7%
%H (TV HH)			54.2%	6.9%	75.0%	37.5%	37.5%	
25 - 34	213	203	117	36	137	90	47	178
%V	14.1%	13.8%	18.6%	15.6%	11.9%	16.7%	7.7%	17.3%
%H (All HH)		95.3%	54.9%	16.9%	64.3%	42.3%	22.1%	83.6%
%H (TV HH)			57.6%	17.7%	67.5%	44.3%	23.2%	
35 - 44	228	220	114	47	155	95	60	197
%V	15.1%	15.0%	18.2%	20.3%	13.5%	17.7%	9.8%	19.1%
%H (All HH)		96.5%	50.0%	20.6%	68.0%	41.7%	26.3%	86.4%
%H (TV HH)			51.8%	21.4%	70.5%	43.2%	27.3%	
45 - 54	283	279	119	58	220	117	103	235
%V	18.8%	19.0%	18.9%	25.1%	19.1%	21.7%	16.8%	22.8%
%H (All HH)		98.6%	42.0%	20.5%	77.7%	41.3%	36.4%	83.0%
%H (TV HH)			42.7%	20.8%	78.9%	41.9%	36.9%	
55 - 64	275	267	117	38	209	95	115	195
%V	18.2%	18.2%	18.6%	16.5%	18.2%	17.7%	18.8%	18.9%
%H (All HH)		97.1%	42.5%	13.8%	76.0%	34.5%	41.8%	70.9%
%H (TV HH)			43.8%	14.2%	78.3%	35.6%	43.1%	
65 +	433	427	122	46	375	113	262	172
%V	28.7%	29.1%	19.4%	19.9%	32.6%	21.0%	42.8%	16.7%
%H (All HH)		98.6%	28.2%	10.6%	86.6%	26.1%	60.5%	39.7%
%H (TV HH)			28.6%	10.8%	87.8%	26.5%	61.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
1	484	463	116	51	386	92	295	178
%V	32.1%	31.5%	18.5%	22.1%	33.5%	17.1%	48.2%	17.3%
%H (All HH)		95.7%	24.0%	10.5%	79.8%	19.0%	61.0%	36.8%
%H (TV HH)			25.1%	11.0%	83.4%	19.9%	63.7%	
2	554	542	262	83	427	228	199	422
%V	36.8%	36.9%	41.7%	35.9%	37.1%	42.4%	32.5%	41.0%
%H (All HH)		97.8%	47.3%	15.0%	77.1%	41.2%	35.9%	76.2%
%H (TV HH)			48.3%	15.3%	78.8%	42.1%	36.7%	
3	218	214	117	43	150	95	54	193
%V	14.5%	14.6%	18.6%	18.6%	13.0%	17.7%	8.8%	18.7%
%H (All HH)		98.2%	53.7%	19.7%	68.8%	43.6%	24.8%	88.5%
%H (TV HH)			54.7%	20.1%	70.1%	44.4%	25.2%	
4	178	176	94	38	133	89	44	168
%V	11.8%	12.0%	15.0%	16.5%	11.6%	16.5%	7.2%	16.3%
%H (All HH)		98.9%	52.8%	21.3%	74.7%	50.0%	24.7%	94.4%
%H (TV HH)			53.4%	21.6%	75.6%	50.6%	25.0%	
5+	73	72	39	15	55	35	20	69
%V	4.8%	4.9%	6.2%	6.5%	4.8%	6.5%	3.3%	6.7%
%H (All HH)		98.6%	53.4%	20.5%	75.3%	47.9%	27.4%	94.5%
%H (TV HH)			54.2%	20.8%	76.4%	48.6%	27.8%	
Average HH size	2.23	2.24	2.51	2.52	2.19	2.56	1.87	2.57

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Without	1152	1120	433	159	907	375	532	712
%V	76.4%	76.3%	68.9%	68.8%	78.8%	69.7%	86.9%	69.1%
%H (All HH)		97.2%	37.6%	13.8%	78.7%	32.6%	46.2%	61.8%
%H (TV HH)			38.7%	14.2%	81.0%	33.5%	47.5%	
With	355	348	195	72	244	163	81	319
%V	23.6%	23.7%	31.1%	31.2%	21.2%	30.3%	13.2%	31.0%
%H (All HH)		98.0%	54.9%	20.3%	68.7%	45.9%	22.8%	89.9%
%H (TV HH)			56.0%	20.7%	70.1%	46.8%	23.3%	
0 - 3	128	124	69	27	82	55	28	110
%V	8.5%	8.4%	11.0%	11.7%	7.1%	10.2%	4.6%	10.7%
%H (All HH)		96.9%	53.9%	21.1%	64.1%	43.0%	21.9%	85.9%
%H (TV HH)			55.6%	21.8%	66.1%	44.4%	22.6%	
4 - 9	196	193	113	36	137	95	42	174
%V	13.0%	13.1%	18.0%	15.6%	11.9%	17.7%	6.9%	16.9%
%H (All HH)		98.5%	57.7%	18.4%	69.9%	48.5%	21.4%	88.8%
%H (TV HH)			58.5%	18.7%	71.0%	49.2%	21.8%	
10 - 15	167	165	87	36	122	79	43	157
%V	11.1%	11.2%	13.9%	15.6%	10.6%	14.7%	7.0%	15.2%
%H (All HH)		98.8%	52.1%	21.6%	73.1%	47.3%	25.7%	94.0%
%H (TV HH)			52.7%	21.8%	73.9%	47.9%	26.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
1	544	544	172	66	396	94	301	299
%V	36.1%	37.1%	27.4%	28.6%	34.4%	17.5%	49.2%	29.0%
%H (All HH)		100.0%	31.6%	12.1%	72.8%	17.3%	55.3%	55.0%
%H (TV HH)			31.6%	12.1%	72.8%	17.3%	55.3%	
2	528	528	234	85	419	210	209	356
%V	35.0%	36.0%	37.3%	36.8%	36.4%	39.0%	34.2%	34.6%
%H (All HH)		100.0%	44.3%	16.1%	79.4%	39.8%	39.6%	67.4%
%H (TV HH)			44.3%	16.1%	79.4%	39.8%	39.6%	
3	253	253	131	54	210	140	70	220
%V	16.8%	17.2%	20.9%	23.4%	18.2%	26.0%	11.4%	21.4%
%H (All HH)		100.0%	51.8%	21.3%	83.0%	55.3%	27.7%	87.0%
%H (TV HH)			51.8%	21.3%	83.0%	55.3%	27.7%	
4	106	106	68	16	93	67	26	96
%V	7.0%	7.2%	10.8%	6.9%	8.1%	12.5%	4.2%	9.3%
%H (All HH)		100.0%	64.2%	15.1%	87.7%	63.2%	24.5%	90.6%
%H (TV HH)			64.2%	15.1%	87.7%	63.2%	24.5%	
5+	37	37	23	10	32	26	6	36
%V	2.5%	2.5%	3.7%	4.3%	2.8%	4.8%	1.0%	3.5%
%H (All HH)		100.0%	62.2%	27.0%	86.5%	70.3%	16.2%	97.3%
%H (TV HH)			62.2%	27.0%	86.5%	70.3%	16.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Under 20"	357	357	156	52	320	168	153	243
%V	23.7%	24.3%	24.8%	22.5%	27.8%	31.2%	25.0%	23.6%
%H (All HH)		100.0%	43.7%	14.6%	89.6%	47.1%	42.9%	68.1%
%H (TV HH)			43.7%	14.6%	89.6%	47.1%	42.9%	
20" - 29"	541	541	238	76	470	238	232	379
%V	35.9%	36.9%	37.9%	32.9%	40.8%	44.2%	37.9%	36.8%
%H (All HH)		100.0%	44.0%	14.0%	86.9%	44.0%	42.9%	70.1%
%H (TV HH)			44.0%	14.0%	86.9%	44.0%	42.9%	
30" - 39"	771	771	330	121	627	299	328	541
%V	51.2%	52.5%	52.5%	52.4%	54.5%	55.6%	53.6%	52.5%
%H (All HH)		100.0%	42.8%	15.7%	81.3%	38.8%	42.5%	70.2%
%H (TV HH)			42.8%	15.7%	81.3%	38.8%	42.5%	
40" and over	646	646	347	132	480	308	172	523
%V	42.9%	44.0%	55.3%	57.1%	41.7%	57.2%	28.1%	50.8%
%H (All HH)		100.0%	53.7%	20.4%	74.3%	47.7%	26.6%	81.0%
%H (TV HH)			53.7%	20.4%	74.3%	47.7%	26.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Main living room	1445	1445	624	231	1140	537	603	991
%V	95.9%	98.4%	99.4%	100.0%	99.0%	99.8%	98.5%	96.2%
%H (All HH)		100.0%	43.2%	16.0%	78.9%	37.2%	41.7%	68.6%
%H (TV HH)			43.2%	16.0%	78.9%	37.2%	41.7%	
Kitchen	176	176	85	25	166	98	67	136
%V	11.7%	12.0%	13.5%	10.8%	14.4%	18.2%	10.9%	13.2%
%H (All HH)		100.0%	48.3%	14.2%	94.3%	55.7%	38.1%	77.3%
%H (TV HH)			48.3%	14.2%	94.3%	55.7%	38.1%	
Adult's bedroom	615	615	307	111	514	309	206	468
%V	40.8%	41.9%	48.9%	48.1%	44.7%	57.4%	33.7%	45.4%
%H (All HH)		100.0%	49.9%	18.0%	83.6%	50.2%	33.5%	76.1%
%H (TV HH)			49.9%	18.0%	83.6%	50.2%	33.5%	
Child's bedroom	119	119	71	19	101	71	30	109
%V	7.9%	8.1%	11.3%	8.2%	8.8%	13.2%	4.9%	10.6%
%H (All HH)		100.0%	59.7%	16.0%	84.9%	59.7%	25.2%	91.6%
%H (TV HH)			59.7%	16.0%	84.9%	59.7%	25.2%	
Other bedroom	105	105	55	28	87	62	25	91
%V	7.0%	7.2%	8.8%	12.1%	7.6%	11.5%	4.1%	8.8%
%H (All HH)		100.0%	52.4%	26.7%	82.9%	59.0%	23.8%	86.7%
%H (TV HH)			52.4%	26.7%	82.9%	59.0%	23.8%	
Second living/dining room	107	107	49	23	98	60	38	90
%V	7.1%	7.3%	7.8%	10.0%	8.5%	11.2%	6.2%	8.7%
%H (All HH)		100.0%	45.8%	21.5%	91.6%	56.1%	35.5%	84.1%
%H (TV HH)			45.8%	21.5%	91.6%	56.1%	35.5%	
Study/office	17	17	6	3	16	8	8	14
%V	1.1%	1.2%	1.0%	1.3%	1.4%	1.5%	1.3%	1.4%
%H (All HH)		100.0%	35.3%	17.6%	94.1%	47.1%	47.1%	82.4%
%H (TV HH)			35.3%	17.6%	94.1%	47.1%	47.1%	
TV room	8	8	5	4	7	6	1	7
%V	0.5%	0.5%	0.8%	1.7%	0.6%	1.1%	0.2%	0.7%
%H (All HH)		100.0%	62.5%	50.0%	87.5%	75.0%	12.5%	87.5%
%H (TV HH)			62.5%	50.0%	87.5%	75.0%	12.5%	
Conservatory	36	36	25	6	33	25	7	31
%V	2.4%	2.5%	4.0%	2.6%	2.9%	4.6%	1.1%	3.0%
%H (All HH)		100.0%	69.4%	16.7%	91.7%	69.4%	19.4%	86.1%
%H (TV HH)			69.4%	16.7%	91.7%	69.4%	19.4%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	2	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	11	11	5	2	10	6	4	9
%V	0.7%	0.7%	0.8%	0.9%	0.9%	1.1%	0.7%	0.9%
%H (All HH)		100.0%	45.5%	18.2%	90.9%	54.5%	36.4%	81.8%
%H (TV HH)			45.5%	18.2%	90.9%	54.5%	36.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Any DSAT provider	628	628	628	14	417	417	0	511
%V	41.7%	42.8%	100.0%	6.1%	36.2%	77.5%	0.0%	49.6%
%H (All HH)			100.0%	2.2%	66.4%	66.4%	0.0%	81.4%
%H (TV HH)			100.0%	2.2%	66.4%	66.4%	0.0%	
Sky with subcription	546	546	546	10	362	362	0	453
%V	36.2%	37.2%	86.9%	4.3%	31.5%	67.3%	0.0%	44.0%
%H (All HH)			100.0%	1.8%	66.3%	66.3%	0.0%	83.0%
%H (TV HH)			100.0%	1.8%	66.3%	66.3%	0.0%	
Sky without subscription	26	26	26	1	16	16	0	17
%V	1.7%	1.8%	4.1%	0.4%	1.4%	3.0%	0.0%	1.7%
%H (All HH)			100.0%	3.8%	61.5%	61.5%	0.0%	65.4%
%H (TV HH)			100.0%	3.8%	61.5%	61.5%	0.0%	
Freesat	53	53	53	1	36	36	0	39
%V	3.5%	3.6%	8.4%	0.4%	3.1%	6.7%	0.0%	3.8%
%H (All HH)			100.0%	1.9%	67.9%	67.9%	0.0%	73.6%
%H (TV HH)			100.0%	1.9%	67.9%	67.9%	0.0%	
Other satellite provider	8	8	8	0	6	6	0	8
%V	0.5%	0.5%	1.3%	0.0%	0.5%	1.1%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
DCAB	231	231	14	231	131	131	0	198
%V	15.3%	15.7%	2.2%	100.0%	11.4%	24.3%	0.0%	19.2%
%H (All HH)			6.1%	100.0%	56.7%	56.7%	0.0%	85.7%
%H (TV HH)			6.1%	100.0%	56.7%	56.7%	0.0%	
DTT	1151	1151	417	131	1151	538	612	747
%V	76.4%	78.4%	66.4%	56.7%	100.0%	100.0%	100.0%	72.5%
%H (All HH)		100.0%	36.2%	11.4%	100.0%	46.7%	53.2%	64.9%
%H (TV HH)			36.2%	11.4%	100.0%	46.7%	53.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%H (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
PVR	880	880	546	173	637	463	174	729
%V	58.4%	59.9%	86.9%	74.9%	55.3%	86.1%	28.4%	70.8%
%H (All HH)		100.0%	62.0%	19.7%	72.4%	52.6%	19.8%	82.8%
%H (TV HH)			62.0%	19.7%	72.4%	52.6%	19.8%	
DVDR	85	85	31	15	71	31	41	63
%V	5.6%	5.8%	4.9%	6.5%	6.2%	5.8%	6.7%	6.1%
%H (All HH)		100.0%	36.5%	17.6%	83.5%	36.5%	48.2%	74.1%
%H (TV HH)			36.5%	17.6%	83.5%	36.5%	48.2%	
VCR	45	45	9	4	39	7	32	22
%V	3.0%	3.1%	1.4%	1.7%	3.4%	1.3%	5.2%	2.1%
%H (All HH)		100.0%	20.0%	8.9%	86.7%	15.6%	71.1%	48.9%
%H (TV HH)			20.0%	8.9%	86.7%	15.6%	71.1%	
Any recorder	943	943	551	179	694	469	225	761
%V	62.6%	64.2%	87.7%	77.5%	60.3%	87.2%	36.8%	73.9%
%H (All HH)		100.0%	58.4%	19.0%	73.6%	49.7%	23.9%	80.7%
%H (TV HH)			58.4%	19.0%	73.6%	49.7%	23.9%	
Receives HDTV (via STB or built-in reception)	743	743	391	176	548	361	187	595
%V	49.3%	50.6%	62.3%	76.2%	47.6%	67.1%	30.6%	57.8%
%H (All HH)		100.0%	52.6%	23.7%	73.8%	48.6%	25.2%	80.1%
%H (TV HH)			52.6%	23.7%	73.8%	48.6%	25.2%	
DVD/Blu-ray player or recorder	1116	1116	494	192	878	438	439	811
%V	74.1%	76.0%	78.7%	83.1%	76.3%	81.4%	71.7%	78.7%
%H (All HH)		100.0%	44.3%	17.2%	78.7%	39.2%	39.3%	72.7%
%H (TV HH)			44.3%	17.2%	78.7%	39.2%	39.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1507	1468	628	231	1151	538	612	1030
%V (All HH)		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%
%H (TV HH)			42.8%	15.7%	78.4%	36.6%	41.7%	
Has broadband internet	1030	1008	511	198	747	447	301	1030
%V	68.3%	68.7%	81.4%	85.7%	64.9%	83.1%	49.2%	100.0%
%H (All HH)		97.9%	49.6%	19.2%	72.5%	43.4%	29.2%	100.0%
%H (TV HH)			50.7%	19.6%	74.1%	44.3%	29.9%	
Number of computers (PCs and laptops)								
0	402	390	99	26	342	77	264	13
%V	26.7%	26.6%	15.8%	11.3%	29.7%	14.3%	43.1%	1.3%
%H (All HH)		97.0%	24.6%	6.5%	85.1%	19.2%	65.7%	3.2%
%H (TV HH)			25.4%	6.7%	87.7%	19.7%	67.7%	
1	555	539	248	90	408	207	201	486
%V	36.8%	36.7%	39.5%	39.0%	35.4%	38.5%	32.8%	47.2%
%H (All HH)		97.1%	44.7%	16.2%	73.5%	37.3%	36.2%	87.6%
%H (TV HH)			46.0%	16.7%	75.7%	38.4%	37.3%	
2	309	301	150	63	221	132	90	293
%V	20.5%	20.5%	23.9%	27.3%	19.2%	24.5%	14.7%	28.4%
%H (All HH)		97.4%	48.5%	20.4%	71.5%	42.7%	29.1%	94.8%
%H (TV HH)			49.8%	20.9%	73.4%	43.9%	29.9%	
3	135	133	72	29	98	68	30	134
%V	9.0%	9.1%	11.5%	12.6%	8.5%	12.6%	4.9%	13.0%
%H (All HH)		98.5%	53.3%	21.5%	72.6%	50.4%	22.2%	99.3%
%H (TV HH)			54.1%	21.8%	73.7%	51.1%	22.6%	
4	54	53	31	9	40	26	13	53
%V	3.6%	3.6%	4.9%	3.9%	3.5%	4.8%	2.1%	5.1%
%H (All HH)		98.1%	57.4%	16.7%	74.1%	48.1%	24.1%	98.1%
%H (TV HH)			58.5%	17.0%	75.5%	49.1%	24.5%	
5+	52	52	27	15	41	28	14	50
%V	3.5%	3.5%	4.3%	6.5%	3.6%	5.2%	2.3%	4.9%
%H (All HH)		100.0%	51.9%	28.8%	78.8%	53.8%	26.9%	96.2%
%H (TV HH)			51.9%	28.8%	78.8%	53.8%	26.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2981	1426	514	2409	1343	1066	2251
%H		47.8%	17.2%	80.8%	45.1%	35.8%	75.5%
Under 20"	450	201	67	407	220	187	317
%V	15.1%	14.1%	13.0%	16.9%	16.4%	17.5%	14.1%
%H		44.7%	14.9%	90.4%	48.9%	41.6%	70.4%
20" - 29"	667	309	90	583	309	274	480
%V	22.4%	21.7%	17.5%	24.2%	23.0%	25.7%	21.3%
%H		46.3%	13.5%	87.4%	46.3%	41.1%	72.0%
30" - 39"	904	402	147	742	375	368	647
%V	30.3%	28.2%	28.6%	30.8%	27.9%	34.5%	28.7%
%H		44.5%	16.3%	82.1%	41.5%	40.7%	71.6%
40" and over	742	405	160	553	367	186	613
%V	24.9%	28.4%	31.1%	23.0%	27.3%	17.4%	27.2%
%H		54.6%	21.6%	74.5%	49.5%	25.1%	82.6%
Don't know	9	1	4	8	3	5	6
%V	0.3%	0.1%	0.8%	0.3%	0.2%	0.5%	0.3%
%H		11.1%	44.4%	88.9%	33.3%	55.6%	66.7%
Not Asked	209	108	46	116	69	46	188
%V	7.0%	7.6%	8.9%	4.8%	5.1%	4.3%	8.4%
%H		51.7%	22.0%	55.5%	33.0%	22.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2981	1426	514	2409	1343	1066	2251
%H		47.8%	17.2%	80.8%	45.1%	35.8%	75.5%
Main living room	1451	625	231	1145	538	607	993
%V	48.7%	43.8%	44.9%	47.5%	40.1%	56.9%	44.1%
%H		43.1%	15.9%	78.9%	37.1%	41.8%	68.4%
Kitchen	176	85	25	166	98	67	136
%V	5.9%	6.0%	4.9%	6.9%	7.3%	6.3%	6.0%
%H		48.3%	14.2%	94.3%	55.7%	38.1%	77.3%
Adult's bedroom	693	357	121	587	362	224	538
%V	23.2%	25.0%	23.5%	24.4%	27.0%	21.0%	23.9%
%H		51.5%	17.5%	84.7%	52.2%	32.3%	77.6%
Child's bedroom	151	95	23	130	96	34	140
%V	5.1%	6.7%	4.5%	5.4%	7.1%	3.2%	6.2%
%H		62.9%	15.2%	86.1%	63.6%	22.5%	92.7%
Other bedroom	115	63	30	97	70	27	101
%V	3.9%	4.4%	5.8%	4.0%	5.2%	2.5%	4.5%
%H		54.8%	26.1%	84.3%	60.9%	23.5%	87.8%
Second living/dining room	108	49	23	98	60	38	90
%V	3.6%	3.4%	4.5%	4.1%	4.5%	3.6%	4.0%
%H		45.4%	21.3%	90.7%	55.6%	35.2%	83.3%
Study/office	17	6	3	16	8	8	14
%V	0.6%	0.4%	0.6%	0.7%	0.6%	0.8%	0.6%
%H		35.3%	17.6%	94.1%	47.1%	47.1%	82.4%
TV room	8	5	4	7	6	1	7
%V	0.3%	0.4%	0.8%	0.3%	0.4%	0.1%	0.3%
%H		62.5%	50.0%	87.5%	75.0%	12.5%	87.5%
Conservatory	36	25	6	33	25	7	31
%V	1.2%	1.8%	1.2%	1.4%	1.9%	0.7%	1.4%
%H		69.4%	16.7%	91.7%	69.4%	19.4%	86.1%
Attic or loft room	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	13	6	2	12	8	5	12
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.5%	0.5%
%H		46.2%	15.4%	92.3%	61.5%	38.5%	92.3%
Not Asked	209	108	46	116	69	46	188
%V	7.0%	7.6%	8.9%	4.8%	5.1%	4.3%	8.4%
%H		51.7%	22.0%	55.5%	33.0%	22.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2981	1426	514	2409	1343	1066	2251
%H		47.8%	17.2%	80.8%	45.1%	35.8%	75.5%
PVR	1112	724	220	793	606	187	945
%V	37.3%	50.8%	42.8%	32.9%	45.1%	17.5%	42.0%
%H		65.1%	19.8%	71.3%	54.5%	16.8%	85.0%
DVDR	99	35	17	85	37	48	75
%V	3.3%	2.5%	3.3%	3.5%	2.8%	4.5%	3.3%
%H		35.4%	17.2%	85.9%	37.4%	48.5%	75.8%
VCR	48	10	4	43	8	34	24
%V	1.6%	0.7%	0.8%	1.8%	0.6%	3.2%	1.1%
%H		20.8%	8.3%	89.6%	16.7%	70.8%	50.0%
Any recorder	1203	740	230	878	625	253	1000
%V	40.4%	51.9%	44.7%	36.4%	46.5%	23.7%	44.4%
%H		61.5%	19.1%	73.0%	52.0%	21.0%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2981	1426	514	2409	1343	1066	2251
%H		47.8%	17.2%	80.8%	45.1%	35.8%	75.5%
Receives HDTV (via STB or built-in reception)	1023	546	249	768	519	249	846
%V	34.3%	38.3%	48.4%	31.9%	38.6%	23.4%	37.6%
%H		53.4%	24.3%	75.1%	50.7%	24.3%	82.7%
DVD/Blu-ray player or recorder	1576	743	289	1272	710	562	1210
%V	52.9%	52.1%	56.2%	52.8%	52.9%	52.7%	53.8%
%H		47.1%	18.3%	80.7%	45.1%	35.7%	76.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1466	628	231	1151	538	612	1006
%H		42.8%	15.8%	78.5%	36.7%	41.7%	68.6%
Under 20"	37	11	3	30	8	23	14
%V	2.5%	1.8%	1.3%	2.6%	1.5%	3.8%	1.4%
%H		29.7%	8.1%	81.1%	21.6%	62.2%	37.8%
20" - 29"	207	56	19	177	45	132	99
%V	14.1%	8.9%	8.2%	15.4%	8.4%	21.6%	9.8%
%H		27.1%	9.2%	85.5%	21.7%	63.8%	47.8%
30" - 39"	584	224	76	477	187	290	378
%V	39.8%	35.7%	32.9%	41.4%	34.8%	47.4%	37.6%
%H		38.4%	13.0%	81.7%	32.0%	49.7%	64.7%
40" and over	626	336	130	463	297	166	505
%V	42.7%	53.5%	56.3%	40.2%	55.2%	27.1%	50.2%
%H		53.7%	20.8%	74.0%	47.4%	26.5%	80.7%
Don't know	5	1	2	4	1	2	4
%V	0.3%	0.2%	0.9%	0.3%	0.2%	0.3%	0.4%
%H		20.0%	40.0%	80.0%	20.0%	40.0%	80.0%
Not Asked	7	0	1	0	0	0	6
%V	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	14.3%	0.0%	0.0%	0.0%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1466	628	231	1151	538	612	1006
%H		42.8%	15.8%	78.5%	36.7%	41.7%	68.6%
PVR	859	539	169	617	454	163	712
%V	58.6%	85.8%	73.2%	53.6%	84.4%	26.6%	70.8%
%H		62.7%	19.7%	71.8%	52.9%	19.0%	82.9%
DVDR	70	22	12	57	20	37	53
%V	4.8%	3.5%	5.2%	5.0%	3.7%	6.0%	5.3%
%H		31.4%	17.1%	81.4%	28.6%	52.9%	75.7%
VCR	37	6	2	32	3	29	15
%V	2.5%	1.0%	0.9%	2.8%	0.6%	4.7%	1.5%
%H		16.2%	5.4%	86.5%	8.1%	78.4%	40.5%
Any recorder	920	543	175	672	457	215	745
%V	62.8%	86.5%	75.8%	58.4%	84.9%	35.1%	74.1%
%H		59.0%	19.0%	73.0%	49.7%	23.4%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1466	628	231	1151	538	612	1006
%H		42.8%	15.8%	78.5%	36.7%	41.7%	68.6%
Receives HDTV (via STB or built-in reception)	720	381	173	527	348	179	579
%V	49.1%	60.7%	74.9%	45.8%	64.7%	29.2%	57.6%
%H		52.9%	24.0%	73.2%	48.3%	24.9%	80.4%
DVD/Blu-ray player or recorder	1030	446	180	801	388	413	755
%V	70.3%	71.0%	77.9%	69.6%	72.1%	67.5%	75.0%
%H		43.3%	17.5%	77.8%	37.7%	40.1%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1515	798	284	1259	805	454	1245
%H		52.7%	18.7%	83.1%	53.1%	30.0%	82.2%
Under 20"	413	190	64	377	213	164	304
%V	27.3%	23.8%	22.5%	29.9%	26.5%	36.1%	24.4%
%H		46.0%	15.5%	91.3%	51.6%	39.7%	73.6%
20" - 29"	460	253	71	407	264	142	381
%V	30.4%	31.7%	25.0%	32.3%	32.8%	31.3%	30.6%
%H		55.0%	15.4%	88.5%	57.4%	30.9%	82.8%
30" - 39"	319	177	71	266	188	78	270
%V	21.1%	22.2%	25.0%	21.1%	23.4%	17.2%	21.7%
%H		55.5%	22.3%	83.4%	58.9%	24.5%	84.6%
40" and over	116	70	30	90	70	21	108
%V	7.7%	8.8%	10.6%	7.1%	8.7%	4.6%	8.7%
%H		60.3%	25.9%	77.6%	60.3%	18.1%	93.1%
Don't know	4	0	2	4	2	3	2
%V	0.3%	0.0%	0.7%	0.3%	0.2%	0.7%	0.2%
%H		0.0%	50.0%	100.0%	50.0%	75.0%	50.0%
Not Asked	203	108	46	115	68	46	180
%V	13.4%	13.5%	16.2%	9.1%	8.4%	10.1%	14.5%
%H		53.2%	22.7%	56.7%	33.5%	22.7%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1515	798	284	1259	805	454	1245
%H		52.7%	18.7%	83.1%	53.1%	30.0%	82.2%
PVR	253	185	51	176	153	24	232
%V	16.7%	23.2%	18.0%	14.0%	19.0%	5.3%	18.6%
%H		73.1%	20.2%	69.6%	60.5%	9.5%	91.7%
DVDR	29	14	5	28	17	11	22
%V	1.9%	1.8%	1.8%	2.2%	2.1%	2.4%	1.8%
%H		48.3%	17.2%	96.6%	58.6%	37.9%	75.9%
VCR	11	4	2	11	6	5	9
%V	0.7%	0.5%	0.7%	0.9%	0.7%	1.1%	0.7%
%H		36.4%	18.2%	100.0%	54.5%	45.5%	81.8%
Any recorder	284	197	56	206	169	38	255
%V	18.7%	24.7%	19.7%	16.4%	21.0%	8.4%	20.5%
%H		69.4%	19.7%	72.5%	59.5%	13.4%	89.8%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1515	798	284	1259	805	454	1245
%H		52.7%	18.7%	83.1%	53.1%	30.0%	82.2%
Receives HDTV (via STB or built-in reception)	303	165	77	241	172	70	267
%V	20.0%	20.7%	27.1%	19.1%	21.4%	15.4%	21.4%
%H		54.5%	25.4%	79.5%	56.8%	23.1%	88.1%
DVD/Blu-ray player or recorder	545	297	109	471	322	149	456
%V	36.0%	37.2%	38.4%	37.4%	40.0%	32.8%	36.6%
%H		54.5%	20.0%	86.4%	59.1%	27.3%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3354	3285	1576	580	2519	1376	1144	2650
%H		97.9%	47.0%	17.3%	75.1%	41.0%	34.1%	79.0%
Total Children	596	586	330	120	413	279	134	538
%V	17.8%	17.8%	20.9%	20.7%	16.4%	20.3%	11.7%	20.3%
%H		98.3%	55.4%	20.1%	69.3%	46.8%	22.5%	90.3%
0 - 3	149	144	80	31	93	62	30	128
%V	4.4%	4.4%	5.1%	5.3%	3.7%	4.5%	2.6%	4.8%
%H		96.6%	53.7%	20.8%	62.4%	41.6%	20.1%	85.9%
4 - 15	447	441	249	90	320	217	103	409
%V	13.3%	13.4%	15.8%	15.5%	12.7%	15.8%	9.0%	15.4%
%H		98.7%	55.7%	20.1%	71.6%	48.5%	23.0%	91.5%
4 - 9	234	231	140	43	165	116	49	208
%V	7.0%	7.0%	8.9%	7.4%	6.6%	8.4%	4.3%	7.8%
%H		98.7%	59.8%	18.4%	70.5%	49.6%	20.9%	88.9%
10 - 15	213	210	110	47	155	101	54	201
%V	6.4%	6.4%	7.0%	8.1%	6.2%	7.3%	4.7%	7.6%
%H		98.6%	51.6%	22.1%	72.8%	47.4%	25.4%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3354	3285	1576	580	2519	1376	1144	2650
%H		97.9%	47.0%	17.3%	75.1%	41.0%	34.1%	79.0%
Total Adults (16+)	2759	2699	1246	460	2107	1097	1010	2112
%V	82.3%	82.2%	79.1%	79.3%	83.6%	79.7%	88.3%	79.7%
%H		97.8%	45.2%	16.7%	76.4%	39.8%	36.6%	76.5%
16 - 19	150	148	63	34	117	68	49	134
%V	4.5%	4.5%	4.0%	5.9%	4.6%	4.9%	4.3%	5.1%
%H		98.7%	42.0%	22.7%	78.0%	45.3%	32.7%	89.3%
20 - 24	233	226	110	28	176	88	88	198
%V	6.9%	6.9%	7.0%	4.8%	7.0%	6.4%	7.7%	7.5%
%H		97.0%	47.2%	12.0%	75.5%	37.8%	37.8%	85.0%
25 - 34	422	407	234	78	282	190	93	368
%V	12.6%	12.4%	14.8%	13.4%	11.2%	13.8%	8.1%	13.9%
%H		96.4%	55.5%	18.5%	66.8%	45.0%	22.0%	87.2%
35 - 44	392	381	207	83	270	173	97	352
%V	11.7%	11.6%	13.1%	14.3%	10.7%	12.6%	8.5%	13.3%
%H		97.2%	52.8%	21.2%	68.9%	44.1%	24.7%	89.8%
45 - 54	483	479	230	102	373	222	151	417
%V	14.4%	14.6%	14.6%	17.6%	14.8%	16.1%	13.2%	15.7%
%H		99.2%	47.6%	21.1%	77.2%	46.0%	31.3%	86.3%
55 - 64	437	426	201	61	338	169	169	334
%V	13.0%	13.0%	12.8%	10.5%	13.4%	12.3%	14.8%	12.6%
%H		97.5%	46.0%	14.0%	77.3%	38.7%	38.7%	76.4%
65+	641	632	201	74	550	188	363	310
%V	19.1%	19.2%	12.8%	12.8%	21.8%	13.7%	31.7%	11.7%
%H		98.6%	31.4%	11.5%	85.8%	29.3%	56.6%	48.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2759	2699	1246	460	2107	1097	1010	2112
%H		97.8%	45.2%	16.7%	76.4%	39.8%	36.6%	76.5%
AB	619	608	299	110	489	277	211	572
%V	22.4%	22.5%	24.0%	23.9%	23.2%	25.3%	20.9%	27.1%
%H		98.2%	48.3%	17.8%	79.0%	44.7%	34.1%	92.4%
C1	684	667	310	117	512	269	243	575
%V	24.8%	24.7%	24.9%	25.4%	24.3%	24.5%	24.1%	27.2%
%H		97.5%	45.3%	17.1%	74.9%	39.3%	35.5%	84.1%
C2	641	636	315	132	495	298	197	495
%V	23.2%	23.6%	25.3%	28.7%	23.5%	27.2%	19.5%	23.4%
%H		99.2%	49.1%	20.6%	77.2%	46.5%	30.7%	77.2%
D	478	459	220	55	353	176	178	328
%V	17.3%	17.0%	17.7%	12.0%	16.8%	16.0%	17.6%	15.5%
%H		96.0%	46.0%	11.5%	73.8%	36.8%	37.2%	68.6%
E	337	329	101	47	258	77	182	141
%V	12.2%	12.2%	8.1%	10.2%	12.2%	7.0%	18.0%	6.7%
%H		97.6%	30.0%	13.9%	76.6%	22.8%	54.0%	41.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2759	2699	1246	460	2107	1097	1010	2112
%H		97.8%	45.2%	16.7%	76.4%	39.8%	36.6%	76.5%
Working full time	1152	1117	611	212	838	535	302	1032
%V	41.8%	41.4%	49.0%	46.1%	39.8%	48.8%	29.9%	48.9%
%H		97.0%	53.0%	18.4%	72.7%	46.4%	26.2%	89.6%
Working part time	283	280	136	58	211	124	87	252
%V	10.3%	10.4%	10.9%	12.6%	10.0%	11.3%	8.6%	11.9%
%H		98.9%	48.1%	20.5%	74.6%	43.8%	30.7%	89.0%
Not working	1324	1303	499	190	1058	437	621	828
%V	48.0%	48.3%	40.0%	41.3%	50.2%	39.8%	61.5%	39.2%
%H		98.4%	37.7%	14.4%	79.9%	33.0%	46.9%	62.5%
Housewife/Houseperson	1507	1468	628	231	1151	538	612	1030
%V	54.6%	54.4%	50.4%	50.2%	54.6%	49.0%	60.6%	48.8%
%H		97.4%	41.7%	15.3%	76.4%	35.7%	40.6%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1346	1313	617	227	1023	548	475	1058
%H		97.5%	45.8%	16.9%	76.0%	40.7%	35.3%	78.6%
16 - 19	75	74	33	17	58	36	22	70
%V	5.6%	5.6%	5.3%	7.5%	5.7%	6.6%	4.6%	6.6%
%H		98.7%	44.0%	22.7%	77.3%	48.0%	29.3%	93.3%
20 - 24	117	112	54	14	87	44	42	104
%V	8.7%	8.5%	8.8%	6.2%	8.5%	8.0%	8.8%	9.8%
%H		95.7%	46.2%	12.0%	74.4%	37.6%	35.9%	88.9%
25 - 34	211	204	111	39	147	93	53	184
%V	15.7%	15.5%	18.0%	17.2%	14.4%	17.0%	11.2%	17.4%
%H		96.7%	52.6%	18.5%	69.7%	44.1%	25.1%	87.2%
35 - 44	194	187	105	38	131	83	48	175
%V	14.4%	14.2%	17.0%	16.7%	12.8%	15.1%	10.1%	16.5%
%H		96.4%	54.1%	19.6%	67.5%	42.8%	24.7%	90.2%
45 - 54	232	228	111	53	178	111	68	198
%V	17.2%	17.4%	18.0%	23.3%	17.4%	20.3%	14.3%	18.7%
%H		98.3%	47.8%	22.8%	76.7%	47.8%	29.3%	85.3%
55 - 64	219	213	102	30	169	87	82	169
%V	16.3%	16.2%	16.5%	13.2%	16.5%	15.9%	17.3%	16.0%
%H		97.3%	46.6%	13.7%	77.2%	39.7%	37.4%	77.2%
65+	299	294	101	36	254	93	160	157
%V	22.2%	22.4%	16.4%	15.9%	24.8%	17.0%	33.7%	14.8%
%H		98.3%	33.8%	12.0%	84.9%	31.1%	53.5%	52.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1346	1313	617	227	1023	548	475	1058
%H		97.5%	45.8%	16.9%	76.0%	40.7%	35.3%	78.6%
AB	312	309	151	56	248	141	107	293
%V	23.2%	23.5%	24.5%	24.7%	24.2%	25.7%	22.5%	27.7%
%H		99.0%	48.4%	17.9%	79.5%	45.2%	34.3%	93.9%
C1	316	306	148	54	232	127	105	277
%V	23.5%	23.3%	24.0%	23.8%	22.7%	23.2%	22.1%	26.2%
%H		96.8%	46.8%	17.1%	73.4%	40.2%	33.2%	87.7%
C2	343	340	164	68	268	157	111	261
%V	25.5%	25.9%	26.6%	30.0%	26.2%	28.6%	23.4%	24.7%
%H		99.1%	47.8%	19.8%	78.1%	45.8%	32.4%	76.1%
D	226	214	104	28	165	86	79	161
%V	16.8%	16.3%	16.9%	12.3%	16.1%	15.7%	16.6%	15.2%
%H		94.7%	46.0%	12.4%	73.0%	38.1%	35.0%	71.2%
E	149	144	49	21	110	36	74	65
%V	11.1%	11.0%	7.9%	9.3%	10.8%	6.6%	15.6%	6.1%
%H		96.6%	32.9%	14.1%	73.8%	24.2%	49.7%	43.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1346	1313	617	227	1023	548	475	1058
%H		97.5%	45.8%	16.9%	76.0%	40.7%	35.3%	78.6%
Working full time	694	674	372	130	513	335	178	630
%V	51.6%	51.3%	60.3%	57.3%	50.1%	61.1%	37.5%	59.5%
%H		97.1%	53.6%	18.7%	73.9%	48.3%	25.6%	90.8%
Working part time	63	62	23	17	44	22	22	53
%V	4.7%	4.7%	3.7%	7.5%	4.3%	4.0%	4.6%	5.0%
%H		98.4%	36.5%	27.0%	69.8%	34.9%	34.9%	84.1%
Not working	589	577	222	80	466	190	276	374
%V	43.8%	43.9%	36.0%	35.2%	45.6%	34.7%	58.1%	35.3%
%H		98.0%	37.7%	13.6%	79.1%	32.3%	46.9%	63.5%
Housewife/Houseperson	354	336	118	47	265	97	168	198
%V	26.3%	25.6%	19.1%	20.7%	25.9%	17.7%	35.4%	18.7%
%H		94.9%	33.3%	13.3%	74.9%	27.4%	47.5%	55.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1386	629	234	1084	549	535	1054
%H		98.2%	44.5%	16.6%	76.8%	38.9%	37.9%	74.6%
16 - 19	74	73	30	17	59	32	27	63
%V	5.2%	5.3%	4.8%	7.3%	5.4%	5.8%	5.0%	6.0%
%H		98.6%	40.5%	23.0%	79.7%	43.2%	36.5%	85.1%
20 - 24	116	114	56	14	89	44	45	94
%V	8.2%	8.2%	8.9%	6.0%	8.2%	8.0%	8.4%	8.9%
%H		98.3%	48.3%	12.1%	76.7%	37.9%	38.8%	81.0%
25 - 34	211	202	123	39	136	96	40	184
%V	14.9%	14.6%	19.6%	16.7%	12.5%	17.5%	7.5%	17.5%
%H		95.7%	58.3%	18.5%	64.5%	45.5%	19.0%	87.2%
35 - 44	198	194	103	45	139	90	49	177
%V	14.0%	14.0%	16.4%	19.2%	12.8%	16.4%	9.2%	16.8%
%H		98.0%	52.0%	22.7%	70.2%	45.5%	24.7%	89.4%
45 - 54	252	251	118	49	195	112	84	219
%V	17.8%	18.1%	18.8%	20.9%	18.0%	20.4%	15.7%	20.8%
%H		99.6%	46.8%	19.4%	77.4%	44.4%	33.3%	86.9%
55 - 64	218	214	99	31	168	82	87	165
%V	15.4%	15.4%	15.7%	13.2%	15.5%	14.9%	16.3%	15.7%
%H		98.2%	45.4%	14.2%	77.1%	37.6%	39.9%	75.7%
65+	343	338	100	38	297	94	203	153
%V	24.3%	24.4%	15.9%	16.2%	27.4%	17.1%	37.9%	14.5%
%H		98.5%	29.2%	11.1%	86.6%	27.4%	59.2%	44.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1386	629	234	1084	549	535	1054
%H		98.2%	44.5%	16.6%	76.8%	38.9%	37.9%	74.6%
AB	307	300	147	54	241	136	104	279
%V	21.7%	21.6%	23.4%	23.1%	22.2%	24.8%	19.4%	26.5%
%H		97.7%	47.9%	17.6%	78.5%	44.3%	33.9%	90.9%
C1	367	361	162	63	280	142	138	298
%V	26.0%	26.0%	25.8%	26.9%	25.8%	25.9%	25.8%	28.3%
%H		98.4%	44.1%	17.2%	76.3%	38.7%	37.6%	81.2%
C2	298	296	151	64	227	141	86	234
%V	21.1%	21.4%	24.0%	27.4%	20.9%	25.7%	16.1%	22.2%
%H		99.3%	50.7%	21.5%	76.2%	47.3%	28.9%	78.5%
D	252	245	116	27	188	90	98	167
%V	17.8%	17.7%	18.4%	11.5%	17.3%	16.4%	18.3%	15.8%
%H		97.2%	46.0%	10.7%	74.6%	35.7%	38.9%	66.3%
E	187	185	53	26	149	41	108	76
%V	13.2%	13.3%	8.4%	11.1%	13.7%	7.5%	20.2%	7.2%
%H		98.9%	28.3%	13.9%	79.7%	21.9%	57.8%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1412	1386	629	234	1084	549	535	1054
%H		98.2%	44.5%	16.6%	76.8%	38.9%	37.9%	74.6%
Working full time	457	443	239	82	325	200	125	402
%V	32.4%	32.0%	38.0%	35.0%	30.0%	36.4%	23.4%	38.1%
%H		96.9%	52.3%	17.9%	71.1%	43.8%	27.4%	88.0%
Working part time	221	218	113	42	167	103	65	199
%V	15.7%	15.7%	18.0%	17.9%	15.4%	18.8%	12.1%	18.9%
%H		98.6%	51.1%	19.0%	75.6%	46.6%	29.4%	90.0%
Not working	734	725	277	110	592	247	345	454
%V	52.0%	52.3%	44.0%	47.0%	54.6%	45.0%	64.5%	43.1%
%H		98.8%	37.7%	15.0%	80.7%	33.7%	47.0%	61.9%
Housewife/Houseperson	1153	1132	510	183	886	441	444	832
%V	81.7%	81.7%	81.1%	78.2%	81.7%	80.3%	83.0%	78.9%
%H		98.2%	44.2%	15.9%	76.8%	38.2%	38.5%	72.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
AB	596	584	275	94	447	231	216	546
%V	20.1%	20.3%	23.1%	19.1%	19.7%	21.7%	18.0%	25.6%
%H (All HH)		98.0%	46.1%	15.8%	75.0%	38.8%	36.2%	91.6%
%H (TV HH)			47.1%	16.1%	76.5%	39.6%	37.0%	
C1	816	793	357	138	613	316	298	658
%V	27.5%	27.6%	30.0%	28.0%	27.0%	29.6%	24.8%	30.8%
%H (All HH)		97.2%	43.8%	16.9%	75.1%	38.7%	36.5%	80.6%
%H (TV HH)			45.0%	17.4%	77.3%	39.8%	37.6%	
C2	621	605	270	116	477	254	223	460
%V	20.9%	21.0%	22.7%	23.5%	21.0%	23.8%	18.6%	21.5%
%H (All HH)		97.4%	43.5%	18.7%	76.8%	40.9%	35.9%	74.1%
%H (TV HH)			44.6%	19.2%	78.8%	42.0%	36.9%	
D	448	434	152	85	347	150	197	295
%V	15.1%	15.1%	12.8%	17.2%	15.3%	14.1%	16.4%	13.8%
%H (All HH)		96.9%	33.9%	19.0%	77.5%	33.5%	44.0%	65.8%
%H (TV HH)			35.0%	19.6%	80.0%	34.6%	45.4%	
E	487	462	134	60	384	115	269	176
%V	16.4%	16.1%	11.3%	12.2%	16.9%	10.8%	22.4%	8.2%
%H (All HH)		94.9%	27.5%	12.3%	78.9%	23.6%	55.2%	36.1%
%H (TV HH)			29.0%	13.0%	83.1%	24.9%	58.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%V (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Under 25	136	123	42	21	94	36	58	90
%V	4.6%	4.3%	3.5%	4.3%	4.1%	3.4%	4.8%	4.2%
%H (All HH)		90.4%	30.9%	15.4%	69.1%	26.5%	42.6%	66.2%
%H (TV HH)			34.1%	17.1%	76.4%	29.3%	47.2%	
25 - 34	460	438	219	80	316	175	141	387
%V	15.5%	15.2%	18.4%	16.2%	13.9%	16.4%	11.7%	18.1%
%H (All HH)		95.2%	47.6%	17.4%	68.7%	38.0%	30.7%	84.1%
%H (TV HH)			50.0%	18.3%	72.1%	40.0%	32.2%	
35 - 44	521	505	258	101	360	210	150	457
%V	17.5%	17.6%	21.7%	20.5%	15.9%	19.7%	12.5%	21.4%
%H (All HH)		96.9%	49.5%	19.4%	69.1%	40.3%	28.8%	87.7%
%H (TV HH)			51.1%	20.0%	71.3%	41.6%	29.7%	
45 - 54	589	573	262	122	454	260	194	496
%V	19.8%	19.9%	22.0%	24.7%	20.0%	24.4%	16.1%	23.2%
%H (All HH)		97.3%	44.5%	20.7%	77.1%	44.1%	32.9%	84.2%
%H (TV HH)			45.7%	21.3%	79.2%	45.4%	33.9%	
55 - 64	484	470	192	84	371	177	195	364
%V	16.3%	16.3%	16.1%	17.0%	16.4%	16.6%	16.2%	17.0%
%H (All HH)		97.1%	39.7%	17.4%	76.7%	36.6%	40.3%	75.2%
%H (TV HH)			40.9%	17.9%	78.9%	37.7%	41.5%	
65 +	778	766	216	86	672	207	465	342
%V	26.2%	26.6%	18.2%	17.4%	29.6%	19.4%	38.7%	16.0%
%H (All HH)		98.5%	27.8%	11.1%	86.4%	26.6%	59.8%	44.0%
%H (TV HH)			28.2%	11.2%	87.7%	27.0%	60.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
1	964	913	240	105	769	206	563	445
%V	32.5%	31.7%	20.2%	21.3%	33.9%	19.3%	46.8%	20.8%
%H (All HH)		94.7%	24.9%	10.9%	79.8%	21.4%	58.4%	46.2%
%H (TV HH)			26.3%	11.5%	84.2%	22.6%	61.7%	
2	974	952	412	166	747	368	379	756
%V	32.8%	33.1%	34.7%	33.7%	32.9%	34.5%	31.5%	35.4%
%H (All HH)		97.7%	42.3%	17.0%	76.7%	37.8%	38.9%	77.6%
%H (TV HH)			43.3%	17.4%	78.5%	38.7%	39.8%	
3	471	460	232	99	342	210	132	418
%V	15.9%	16.0%	19.5%	20.1%	15.1%	19.7%	11.0%	19.6%
%H (All HH)		97.7%	49.3%	21.0%	72.6%	44.6%	28.0%	88.7%
%H (TV HH)			50.4%	21.5%	74.3%	45.7%	28.7%	
4	370	364	200	80	276	189	87	341
%V	12.5%	12.7%	16.8%	16.2%	12.2%	17.7%	7.2%	16.0%
%H (All HH)		98.4%	54.1%	21.6%	74.6%	51.1%	23.5%	92.2%
%H (TV HH)			54.9%	22.0%	75.8%	51.9%	23.9%	
5+	190	187	106	44	134	92	42	175
%V	6.4%	6.5%	8.9%	8.9%	5.9%	8.6%	3.5%	8.2%
%H (All HH)		98.4%	55.8%	23.2%	70.5%	48.4%	22.1%	92.1%
%H (TV HH)			56.7%	23.5%	71.7%	49.2%	22.5%	
Average HH size	2.30	2.32	2.63	2.61	2.26	2.65	1.90	2.59

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Without	2209	2131	787	344	1729	728	1001	1473
%V	74.4%	74.1%	66.2%	69.8%	76.2%	68.3%	83.3%	69.0%
%H (All HH)		96.5%	35.6%	15.6%	78.3%	33.0%	45.3%	66.7%
%H (TV HH)			36.9%	16.1%	81.1%	34.2%	47.0%	
With	760	746	402	149	539	338	201	663
%V	25.6%	25.9%	33.8%	30.2%	23.8%	31.7%	16.7%	31.1%
%H (All HH)		98.2%	52.9%	19.6%	70.9%	44.5%	26.4%	87.2%
%H (TV HH)			53.9%	20.0%	72.3%	45.3%	26.9%	
0 - 3	293	286	152	51	197	113	84	238
%V	9.9%	9.9%	12.8%	10.3%	8.7%	10.6%	7.0%	11.1%
%H (All HH)		97.6%	51.9%	17.4%	67.2%	38.6%	28.7%	81.2%
%H (TV HH)			53.1%	17.8%	68.9%	39.5%	29.4%	
4 - 9	368	362	202	74	258	167	91	326
%V	12.4%	12.6%	17.0%	15.0%	11.4%	15.7%	7.6%	15.3%
%H (All HH)		98.4%	54.9%	20.1%	70.1%	45.4%	24.7%	88.6%
%H (TV HH)			55.8%	20.4%	71.3%	46.1%	25.1%	
10 - 15	353	347	190	76	254	168	86	322
%V	11.9%	12.1%	16.0%	15.4%	11.2%	15.8%	7.2%	15.1%
%H (All HH)		98.3%	53.8%	21.5%	72.0%	47.6%	24.4%	91.2%
%H (TV HH)			54.8%	21.9%	73.2%	48.4%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
1	1137	1137	359	146	840	217	623	665
%V	38.3%	39.5%	30.2%	29.6%	37.0%	20.4%	51.8%	31.1%
%H (All HH)		100.0%	31.6%	12.8%	73.9%	19.1%	54.8%	58.5%
%H (TV HH)			31.6%	12.8%	73.9%	19.1%	54.8%	
2	1003	1003	436	189	805	418	387	755
%V	33.8%	34.9%	36.7%	38.3%	35.5%	39.2%	32.2%	35.4%
%H (All HH)		100.0%	43.5%	18.8%	80.3%	41.7%	38.6%	75.3%
%H (TV HH)			43.5%	18.8%	80.3%	41.7%	38.6%	
3	449	449	228	87	375	237	137	389
%V	15.1%	15.6%	19.2%	17.6%	16.5%	22.2%	11.4%	18.2%
%H (All HH)		100.0%	50.8%	19.4%	83.5%	52.8%	30.5%	86.6%
%H (TV HH)			50.8%	19.4%	83.5%	52.8%	30.5%	
4	192	192	113	45	165	126	40	183
%V	6.5%	6.7%	9.5%	9.1%	7.3%	11.8%	3.3%	8.6%
%H (All HH)		100.0%	58.9%	23.4%	85.9%	65.6%	20.8%	95.3%
%H (TV HH)			58.9%	23.4%	85.9%	65.6%	20.8%	
5+	95	95	54	26	83	68	16	93
%V	3.2%	3.3%	4.5%	5.3%	3.7%	6.4%	1.3%	4.4%
%H (All HH)		100.0%	56.8%	27.4%	87.4%	71.6%	16.8%	97.9%
%H (TV HH)			56.8%	27.4%	87.4%	71.6%	16.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Under 20"	593	593	243	98	532	273	259	448
%V	20.0%	20.6%	20.4%	19.9%	23.5%	25.6%	21.5%	21.0%
%H (All HH)		100.0%	41.0%	16.5%	89.7%	46.0%	43.7%	75.5%
%H (TV HH)			41.0%	16.5%	89.7%	46.0%	43.7%	
20" - 29"	1027	1027	405	172	874	414	460	733
%V	34.6%	35.7%	34.1%	34.9%	38.5%	38.8%	38.3%	34.3%
%H (All HH)		100.0%	39.4%	16.7%	85.1%	40.3%	44.8%	71.4%
%H (TV HH)			39.4%	16.7%	85.1%	40.3%	44.8%	
30" - 39"	1591	1591	657	297	1293	644	649	1188
%V	53.6%	55.3%	55.3%	60.2%	57.0%	60.4%	54.0%	55.6%
%H (All HH)		100.0%	41.3%	18.7%	81.3%	40.5%	40.8%	74.7%
%H (TV HH)			41.3%	18.7%	81.3%	40.5%	40.8%	
40" and over	1160	1160	625	244	849	548	302	994
%V	39.1%	40.3%	52.6%	49.5%	37.4%	51.4%	25.1%	46.6%
%H (All HH)		100.0%	53.9%	21.0%	73.2%	47.2%	26.0%	85.7%
%H (TV HH)			53.9%	21.0%	73.2%	47.2%	26.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%V (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Main living room	2842	2842	1179	492	2248	1060	1188	2060
%V	95.7%	98.8%	99.2%	99.8%	99.1%	99.4%	98.8%	96.5%
%H (All HH)		100.0%	41.5%	17.3%	79.1%	37.3%	41.8%	72.5%
%H (TV HH)			41.5%	17.3%	79.1%	37.3%	41.8%	
Kitchen	258	258	128	38	227	133	94	216
%V	8.7%	9.0%	10.8%	7.7%	10.0%	12.5%	7.8%	10.1%
%H (All HH)		100.0%	49.6%	14.7%	88.0%	51.6%	36.4%	83.7%
%H (TV HH)			49.6%	14.7%	88.0%	51.6%	36.4%	
Adult's bedroom	1237	1237	594	260	1026	627	399	1017
%V	41.7%	43.0%	50.0%	52.7%	45.2%	58.8%	33.2%	47.6%
%H (All HH)		100.0%	48.0%	21.0%	82.9%	50.7%	32.3%	82.2%
%H (TV HH)			48.0%	21.0%	82.9%	50.7%	32.3%	
Child's bedroom	218	218	116	55	187	135	52	201
%V	7.3%	7.6%	9.8%	11.2%	8.2%	12.7%	4.3%	9.4%
%H (All HH)		100.0%	53.2%	25.2%	85.8%	61.9%	23.9%	92.2%
%H (TV HH)			53.2%	25.2%	85.8%	61.9%	23.9%	
Other bedroom	127	127	66	29	110	77	34	114
%V	4.3%	4.4%	5.6%	5.9%	4.9%	7.2%	2.8%	5.3%
%H (All HH)		100.0%	52.0%	22.8%	86.6%	60.6%	26.8%	89.8%
%H (TV HH)			52.0%	22.8%	86.6%	60.6%	26.8%	
Second living/dining room	315	315	160	53	268	162	106	268
%V	10.6%	10.9%	13.5%	10.8%	11.8%	15.2%	8.8%	12.6%
%H (All HH)		100.0%	50.8%	16.8%	85.1%	51.4%	33.7%	85.1%
%H (TV HH)			50.8%	16.8%	85.1%	51.4%	33.7%	
Study/office	31	31	18	7	25	19	7	29
%V	1.0%	1.1%	1.5%	1.4%	1.1%	1.8%	0.6%	1.4%
%H (All HH)		100.0%	58.1%	22.6%	80.6%	61.3%	22.6%	93.5%
%H (TV HH)			58.1%	22.6%	80.6%	61.3%	22.6%	
TV room	13	13	8	2	10	7	3	12
%V	0.4%	0.5%	0.7%	0.4%	0.4%	0.7%	0.2%	0.6%
%H (All HH)		100.0%	61.5%	15.4%	76.9%	53.8%	23.1%	92.3%
%H (TV HH)			61.5%	15.4%	76.9%	53.8%	23.1%	
Conservatory	70	70	38	15	63	44	19	65
%V	2.4%	2.4%	3.2%	3.0%	2.8%	4.1%	1.6%	3.0%
%H (All HH)		100.0%	54.3%	21.4%	90.0%	62.9%	27.1%	92.9%
%H (TV HH)			54.3%	21.4%	90.0%	62.9%	27.1%	
Attic or loft room	4	4	2	1	4	2	2	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	25.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	25.0%	100.0%	50.0%	50.0%	
No specific location	5	5	2	2	4	3	1	4
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	60.0%	20.0%	
Other	13	13	7	2	9	6	4	11
%V	0.4%	0.5%	0.6%	0.4%	0.4%	0.6%	0.3%	0.5%
%H (All HH)		100.0%	53.8%	15.4%	69.2%	46.2%	30.8%	84.6%
%H (TV HH)			53.8%	15.4%	69.2%	46.2%	30.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Any DSAT provider	1189	1189	1189	24	769	769	0	1013
%V	40.0%	41.3%	100.0%	4.9%	33.9%	72.1%	0.0%	47.4%
%H (All HH)			100.0%	2.0%	64.7%	64.7%	0.0%	85.2%
%H (TV HH)			100.0%	2.0%	64.7%	64.7%	0.0%	
Sky with subcription	1032	1032	1032	16	661	661	0	904
%V	34.8%	35.9%	86.8%	3.2%	29.1%	62.0%	0.0%	42.3%
%H (All HH)			100.0%	1.6%	64.1%	64.1%	0.0%	87.6%
%H (TV HH)			100.0%	1.6%	64.1%	64.1%	0.0%	
Sky without subscription	75	75	75	5	49	49	0	45
%V	2.5%	2.6%	6.3%	1.0%	2.2%	4.6%	0.0%	2.1%
%H (All HH)			100.0%	6.7%	65.3%	65.3%	0.0%	60.0%
%H (TV HH)			100.0%	6.7%	65.3%	65.3%	0.0%	
Freesat	78	78	78	3	58	58	0	61
%V	2.6%	2.7%	6.6%	0.6%	2.6%	5.4%	0.0%	2.9%
%H (All HH)			100.0%	3.8%	74.4%	74.4%	0.0%	78.2%
%H (TV HH)			100.0%	3.8%	74.4%	74.4%	0.0%	
Other satellite provider	13	13	13	0	7	7	0	10
%V	0.4%	0.5%	1.1%	0.0%	0.3%	0.7%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	53.8%	53.8%	0.0%	76.9%
%H (TV HH)			100.0%	0.0%	53.8%	53.8%	0.0%	
DCAB	493	493	24	493	313	313	0	423
%V	16.6%	17.1%	2.0%	100.0%	13.8%	29.4%	0.0%	19.8%
%H (All HH)			4.9%	100.0%	63.5%	63.5%	0.0%	85.8%
%H (TV HH)			4.9%	100.0%	63.5%	63.5%	0.0%	
DTT	2268	2268	769	313	2268	1066	1202	1587
%V	76.4%	78.8%	64.7%	63.5%	100.0%	100.0%	100.0%	74.3%
%H (All HH)		100.0%	33.9%	13.8%	100.0%	47.0%	53.0%	70.0%
%H (TV HH)			33.9%	13.8%	100.0%	47.0%	53.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%H (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
PVR	1677	1677	1011	340	1200	856	343	1449
%V	56.5%	58.3%	85.0%	69.0%	52.9%	80.3%	28.5%	67.9%
%H (All HH)		100.0%	60.3%	20.3%	71.6%	51.0%	20.5%	86.4%
%H (TV HH)			60.3%	20.3%	71.6%	51.0%	20.5%	
DVDR	100	100	41	22	85	47	38	82
%V	3.4%	3.5%	3.4%	4.5%	3.7%	4.4%	3.2%	3.8%
%H (All HH)		100.0%	41.0%	22.0%	85.0%	47.0%	38.0%	82.0%
%H (TV HH)			41.0%	22.0%	85.0%	47.0%	38.0%	
VCR	61	61	25	7	49	21	29	37
%V	2.1%	2.1%	2.1%	1.4%	2.2%	2.0%	2.4%	1.7%
%H (All HH)		100.0%	41.0%	11.5%	80.3%	34.4%	47.5%	60.7%
%H (TV HH)			41.0%	11.5%	80.3%	34.4%	47.5%	
Any recorder	1747	1747	1025	352	1259	872	388	1491
%V	58.8%	60.7%	86.2%	71.4%	55.5%	81.8%	32.3%	69.8%
%H (All HH)		100.0%	58.7%	20.1%	72.1%	49.9%	22.2%	85.3%
%H (TV HH)			58.7%	20.1%	72.1%	49.9%	22.2%	
Receives HDTV (via STB or built-in reception)	1437	1437	772	361	1047	723	323	1237
%V	48.4%	49.9%	64.9%	73.2%	46.2%	67.8%	26.9%	57.9%
%H (All HH)		100.0%	53.7%	25.1%	72.9%	50.3%	22.5%	86.1%
%H (TV HH)			53.7%	25.1%	72.9%	50.3%	22.5%	
DVD/Blu-ray player or recorder	2099	2099	933	394	1635	849	786	1620
%V	70.7%	73.0%	78.5%	79.9%	72.1%	79.6%	65.4%	75.9%
%H (All HH)		100.0%	44.4%	18.8%	77.9%	40.4%	37.4%	77.2%
%H (TV HH)			44.4%	18.8%	77.9%	40.4%	37.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2969	2877	1189	493	2268	1066	1202	2135
%V (All HH)		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%
%H (TV HH)			41.3%	17.1%	78.8%	37.1%	41.8%	
Has broadband internet	2135	2085	1013	423	1587	929	658	2135
%V	71.9%	72.5%	85.2%	85.8%	70.0%	87.1%	54.7%	100.0%
%H (All HH)		97.7%	47.4%	19.8%	74.3%	43.5%	30.8%	100.0%
%H (TV HH)			48.6%	20.3%	76.1%	44.6%	31.6%	
Number of computers (PCs and laptops)								
0	740	705	162	62	595	118	477	36
%V	24.9%	24.5%	13.6%	12.6%	26.2%	11.1%	39.7%	1.7%
%H (All HH)		95.3%	21.9%	8.4%	80.4%	15.9%	64.5%	4.9%
%H (TV HH)			23.0%	8.8%	84.4%	16.7%	67.7%	
1	1199	1161	504	214	902	456	446	1095
%V	40.4%	40.4%	42.4%	43.4%	39.8%	42.8%	37.1%	51.3%
%H (All HH)		96.8%	42.0%	17.8%	75.2%	38.0%	37.2%	91.3%
%H (TV HH)			43.4%	18.4%	77.7%	39.3%	38.4%	
2	537	527	262	105	400	239	162	516
%V	18.1%	18.3%	22.0%	21.3%	17.6%	22.4%	13.5%	24.2%
%H (All HH)		98.1%	48.8%	19.6%	74.5%	44.5%	30.2%	96.1%
%H (TV HH)			49.7%	19.9%	75.9%	45.4%	30.7%	
3	267	263	137	60	205	137	68	264
%V	9.0%	9.1%	11.5%	12.2%	9.0%	12.9%	5.7%	12.4%
%H (All HH)		98.5%	51.3%	22.5%	76.8%	51.3%	25.5%	98.9%
%H (TV HH)			52.1%	22.8%	77.9%	52.1%	25.9%	
4	118	117	63	27	85	58	28	117
%V	4.0%	4.1%	5.3%	5.5%	3.7%	5.4%	2.3%	5.5%
%H (All HH)		99.2%	53.4%	22.9%	72.0%	49.2%	23.7%	99.2%
%H (TV HH)			53.8%	23.1%	72.6%	49.6%	23.9%	
5+	108	104	61	25	80	59	21	107
%V	3.6%	3.6%	5.1%	5.1%	3.5%	5.5%	1.7%	5.0%
%H (All HH)		96.3%	56.5%	23.1%	74.1%	54.6%	19.4%	99.1%
%H (TV HH)			58.7%	24.0%	76.9%	56.7%	20.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5780	2666	1106	4692	2639	2053	4583
%H		46.1%	19.1%	81.2%	45.7%	35.5%	79.3%
Under 20"	764	327	131	689	374	315	594
%V	13.2%	12.3%	11.8%	14.7%	14.2%	15.3%	13.0%
%H		42.8%	17.1%	90.2%	49.0%	41.2%	77.7%
20" - 29"	1297	530	229	1114	565	549	965
%V	22.4%	19.9%	20.7%	23.7%	21.4%	26.7%	21.1%
%H		40.9%	17.7%	85.9%	43.6%	42.3%	74.4%
30" - 39"	1899	820	366	1560	831	730	1461
%V	32.9%	30.8%	33.1%	33.2%	31.5%	35.6%	31.9%
%H		43.2%	19.3%	82.1%	43.8%	38.4%	76.9%
40" and over	1365	757	292	997	667	330	1189
%V	23.6%	28.4%	26.4%	21.2%	25.3%	16.1%	25.9%
%H		55.5%	21.4%	73.0%	48.9%	24.2%	87.1%
Don't know	120	46	22	100	47	53	85
%V	2.1%	1.7%	2.0%	2.1%	1.8%	2.6%	1.9%
%H		38.3%	18.3%	83.3%	39.2%	44.2%	70.8%
Not Asked	335	186	66	232	155	76	289
%V	5.8%	7.0%	6.0%	4.9%	5.9%	3.7%	6.3%
%H		55.5%	19.7%	69.3%	46.3%	22.7%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5780	2666	1106	4692	2639	2053	4583
%H		46.1%	19.1%	81.2%	45.7%	35.5%	79.3%
Main living room	2850	1182	493	2255	1063	1192	2066
%V	49.3%	44.3%	44.6%	48.1%	40.3%	58.1%	45.1%
%H		41.5%	17.3%	79.1%	37.3%	41.8%	72.5%
Kitchen	260	129	38	228	134	94	218
%V	4.5%	4.8%	3.4%	4.9%	5.1%	4.6%	4.8%
%H		49.6%	14.6%	87.7%	51.5%	36.2%	83.8%
Adult's bedroom	1454	705	324	1219	773	446	1221
%V	25.2%	26.4%	29.3%	26.0%	29.3%	21.7%	26.6%
%H		48.5%	22.3%	83.8%	53.2%	30.7%	84.0%
Child's bedroom	277	149	70	239	176	62	259
%V	4.8%	5.6%	6.3%	5.1%	6.7%	3.0%	5.7%
%H		53.8%	25.3%	86.3%	63.5%	22.4%	93.5%
Other bedroom	146	77	31	129	89	40	131
%V	2.5%	2.9%	2.8%	2.7%	3.4%	1.9%	2.9%
%H		52.7%	21.2%	88.4%	61.0%	27.4%	89.7%
Second living/dining room	319	162	53	272	165	107	272
%V	5.5%	6.1%	4.8%	5.8%	6.3%	5.2%	5.9%
%H		50.8%	16.6%	85.3%	51.7%	33.5%	85.3%
Study/office	32	19	8	26	19	7	30
%V	0.6%	0.7%	0.7%	0.6%	0.7%	0.3%	0.7%
%H		59.4%	25.0%	81.3%	59.4%	21.9%	93.8%
TV room	13	8	2	10	7	3	12
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.3%
%H		61.5%	15.4%	76.9%	53.8%	23.1%	92.3%
Conservatory	70	38	15	63	44	19	65
%V	1.2%	1.4%	1.4%	1.3%	1.7%	0.9%	1.4%
%H		54.3%	21.4%	90.0%	62.9%	27.1%	92.9%
Attic or loft room	4	2	1	4	2	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	100.0%	50.0%	50.0%	75.0%
No specific location	6	3	3	5	4	1	5
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	50.0%	83.3%	66.7%	16.7%	83.3%
Other	14	8	2	10	6	4	12
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	85.7%
Not Asked	335	186	66	232	155	76	289
%V	5.8%	7.0%	6.0%	4.9%	5.9%	3.7%	6.3%
%H		55.5%	19.7%	69.3%	46.3%	22.7%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5780	2666	1106	4692	2639	2053	4583
%H		46.1%	19.1%	81.2%	45.7%	35.5%	79.3%
PVR	2232	1405	460	1538	1148	390	1974
%V	38.6%	52.7%	41.6%	32.8%	43.5%	19.0%	43.1%
%H		62.9%	20.6%	68.9%	51.4%	17.5%	88.4%
DVDR	114	48	26	96	53	43	94
%V	2.0%	1.8%	2.4%	2.0%	2.0%	2.1%	2.1%
%H		42.1%	22.8%	84.2%	46.5%	37.7%	82.5%
VCR	62	25	8	50	21	29	38
%V	1.1%	0.9%	0.7%	1.1%	0.8%	1.4%	0.8%
%H		40.3%	12.9%	80.6%	33.9%	46.8%	61.3%
Any recorder	2324	1429	478	1617	1175	442	2033
%V	40.2%	53.6%	43.2%	34.5%	44.5%	21.5%	44.4%
%H		61.5%	20.6%	69.6%	50.6%	19.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5780	2666	1106	4692	2639	2053	4583
%H		46.1%	19.1%	81.2%	45.7%	35.5%	79.3%
Receives HDTV (via STB or built-in reception)	2043	1102	537	1476	1045	431	1799
%V	35.3%	41.3%	48.6%	31.5%	39.6%	21.0%	39.3%
%H		53.9%	26.3%	72.2%	51.2%	21.1%	88.1%
DVD/Blu-ray player or recorder	3080	1448	633	2463	1437	1026	2507
%V	53.3%	54.3%	57.2%	52.5%	54.5%	50.0%	54.7%
%H		47.0%	20.6%	80.0%	46.7%	33.3%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1188	493	2267	1066	1202	2082
%H		41.4%	17.2%	78.9%	37.1%	41.8%	72.5%
Under 20"	55	10	3	48	6	42	27
%V	1.9%	0.8%	0.6%	2.1%	0.6%	3.5%	1.3%
%H		18.2%	5.5%	87.3%	10.9%	76.4%	49.1%
20" - 29"	408	100	40	350	83	268	205
%V	14.2%	8.4%	8.1%	15.4%	7.8%	22.3%	9.8%
%H		24.5%	9.8%	85.8%	20.3%	65.7%	50.2%
30" - 39"	1231	454	211	1011	437	574	859
%V	42.8%	38.2%	42.8%	44.6%	41.0%	47.8%	41.3%
%H		36.9%	17.1%	82.1%	35.5%	46.6%	69.8%
40" and over	1119	607	231	817	527	290	956
%V	38.9%	51.1%	46.9%	36.0%	49.4%	24.1%	45.9%
%H		54.2%	20.6%	73.0%	47.1%	25.9%	85.4%
Don't know	53	17	8	41	12	28	32
%V	1.8%	1.4%	1.6%	1.8%	1.1%	2.3%	1.5%
%H		32.1%	15.1%	77.4%	22.6%	52.8%	60.4%
Not Asked	7	0	0	0	1	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	14.3%	0.0%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1188	493	2267	1066	1202	2082
%H		41.4%	17.2%	78.9%	37.1%	41.8%	72.5%
PVR	1635	996	328	1162	836	326	1412
%V	56.9%	83.8%	66.5%	51.3%	78.4%	27.1%	67.8%
%H		60.9%	20.1%	71.1%	51.1%	19.9%	86.4%
DVDR	82	32	17	69	36	33	65
%V	2.9%	2.7%	3.4%	3.0%	3.4%	2.7%	3.1%
%H		39.0%	20.7%	84.1%	43.9%	40.2%	79.3%
VCR	49	19	6	39	15	24	29
%V	1.7%	1.6%	1.2%	1.7%	1.4%	2.0%	1.4%
%H		38.8%	12.2%	79.6%	30.6%	49.0%	59.2%
Any recorder	1702	1010	339	1219	851	368	1451
%V	59.2%	85.0%	68.8%	53.8%	79.8%	30.6%	69.7%
%H		59.3%	19.9%	71.6%	50.0%	21.6%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1188	493	2267	1066	1202	2082
%H		41.4%	17.2%	78.9%	37.1%	41.8%	72.5%
Receives HDTV (via STB or built-in reception)	1395	752	355	1010	704	305	1203
%V	48.6%	63.3%	72.0%	44.6%	66.0%	25.4%	57.8%
%H		53.9%	25.4%	72.4%	50.5%	21.9%	86.2%
DVD/Blu-ray player or recorder	1963	869	367	1520	782	738	1510
%V	68.3%	73.1%	74.4%	67.0%	73.4%	61.4%	72.5%
%H		44.3%	18.7%	77.4%	39.8%	37.6%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2907	1477	613	2425	1574	851	2501
%H		50.8%	21.1%	83.4%	54.1%	29.3%	86.0%
Under 20"	709	317	128	641	368	274	567
%V	24.4%	21.5%	20.9%	26.4%	23.4%	32.2%	22.7%
%H		44.7%	18.1%	90.4%	51.9%	38.6%	80.0%
20" - 29"	889	429	189	764	482	281	761
%V	30.6%	29.0%	30.8%	31.5%	30.6%	33.0%	30.4%
%H		48.3%	21.3%	85.9%	54.2%	31.6%	85.6%
30" - 39"	668	367	155	549	393	156	603
%V	23.0%	24.8%	25.3%	22.6%	25.0%	18.3%	24.1%
%H		54.9%	23.2%	82.2%	58.8%	23.4%	90.3%
40" and over	246	150	61	180	140	40	234
%V	8.5%	10.2%	10.0%	7.4%	8.9%	4.7%	9.4%
%H		61.0%	24.8%	73.2%	56.9%	16.3%	95.1%
Don't know	67	29	14	59	34	25	53
%V	2.3%	2.0%	2.3%	2.4%	2.2%	2.9%	2.1%
%H		43.3%	20.9%	88.1%	50.7%	37.3%	79.1%
Not Asked	328	185	66	232	157	75	283
%V	11.3%	12.5%	10.8%	9.6%	10.0%	8.8%	11.3%
%H		56.4%	20.1%	70.7%	47.9%	22.9%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2907	1477	613	2425	1574	851	2501
%H		50.8%	21.1%	83.4%	54.1%	29.3%	86.0%
PVR	597	409	133	376	312	64	563
%V	20.5%	27.7%	21.7%	15.5%	19.8%	7.5%	22.5%
%H		68.5%	22.3%	63.0%	52.3%	10.7%	94.3%
DVDR	32	16	9	26	17	9	29
%V	1.1%	1.1%	1.5%	1.1%	1.1%	1.1%	1.2%
%H		50.0%	28.1%	81.3%	53.1%	28.1%	90.6%
VCR	12	5	2	11	6	5	9
%V	0.4%	0.3%	0.3%	0.5%	0.4%	0.6%	0.4%
%H		41.7%	16.7%	91.7%	50.0%	41.7%	75.0%
Any recorder	622	419	139	399	325	74	582
%V	21.4%	28.4%	22.7%	16.5%	20.6%	8.7%	23.3%
%H		67.4%	22.3%	64.1%	52.3%	11.9%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2907	1477	613	2425	1574	851	2501
%H		50.8%	21.1%	83.4%	54.1%	29.3%	86.0%
Receives HDTV (via STB or built-in reception)	648	349	182	467	341	126	597
%V	22.3%	23.6%	29.7%	19.3%	21.7%	14.8%	23.9%
%H		53.9%	28.1%	72.1%	52.6%	19.4%	92.1%
DVD/Blu-ray player or recorder	1116	579	266	943	655	288	997
%V	38.4%	39.2%	43.4%	38.9%	41.6%	33.8%	39.9%
%H		51.9%	23.8%	84.5%	58.7%	25.8%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6834	6665	3133	1288	5117	2829	2289	5522
%H		97.5%	45.8%	18.8%	74.9%	41.4%	33.5%	80.8%
Total Children	1313	1287	701	267	917	583	335	1149
%V	19.2%	19.3%	22.4%	20.7%	17.9%	20.6%	14.6%	20.8%
%H		98.0%	53.4%	20.3%	69.8%	44.4%	25.5%	87.5%
0 - 3	359	349	181	66	240	137	103	292
%V	5.3%	5.2%	5.8%	5.1%	4.7%	4.8%	4.5%	5.3%
%H		97.2%	50.4%	18.4%	66.9%	38.2%	28.7%	81.3%
4 - 15	954	938	520	201	677	446	231	857
%V	14.0%	14.1%	16.6%	15.6%	13.2%	15.8%	10.1%	15.5%
%H		98.3%	54.5%	21.1%	71.0%	46.8%	24.2%	89.8%
4 - 9	493	485	271	105	349	233	116	437
%V	7.2%	7.3%	8.6%	8.2%	6.8%	8.2%	5.1%	7.9%
%H		98.4%	55.0%	21.3%	70.8%	47.3%	23.5%	88.6%
10 - 15	461	454	248	96	327	213	115	420
%V	6.7%	6.8%	7.9%	7.5%	6.4%	7.5%	5.0%	7.6%
%H		98.5%	53.8%	20.8%	70.9%	46.2%	24.9%	91.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6834	6665	3133	1288	5117	2829	2289	5522
%H		97.5%	45.8%	18.8%	74.9%	41.4%	33.5%	80.8%
Total Adults (16+)	5521	5378	2432	1021	4200	2246	1954	4373
%V	80.8%	80.7%	77.6%	79.3%	82.1%	79.4%	85.4%	79.2%
%H		97.4%	44.0%	18.5%	76.1%	40.7%	35.4%	79.2%
16 - 19	338	332	168	79	262	176	86	307
%V	4.9%	5.0%	5.4%	6.1%	5.1%	6.2%	3.8%	5.6%
%H		98.2%	49.7%	23.4%	77.5%	52.1%	25.4%	90.8%
20 - 24	459	438	201	91	340	192	148	385
%V	6.7%	6.6%	6.4%	7.1%	6.6%	6.8%	6.5%	7.0%
%H		95.4%	43.8%	19.8%	74.1%	41.8%	32.2%	83.9%
25 - 34	898	856	439	172	615	365	249	784
%V	13.1%	12.8%	14.0%	13.4%	12.0%	12.9%	10.9%	14.2%
%H		95.3%	48.9%	19.2%	68.5%	40.6%	27.7%	87.3%
35 - 44	891	869	449	182	621	373	248	793
%V	13.0%	13.0%	14.3%	14.1%	12.1%	13.2%	10.8%	14.4%
%H		97.5%	50.4%	20.4%	69.7%	41.9%	27.8%	89.0%
45 - 54	992	974	472	211	763	465	298	869
%V	14.5%	14.6%	15.1%	16.4%	14.9%	16.4%	13.0%	15.7%
%H		98.2%	47.6%	21.3%	76.9%	46.9%	30.0%	87.6%
55 - 64	796	778	341	148	616	324	291	642
%V	11.6%	11.7%	10.9%	11.5%	12.0%	11.5%	12.7%	11.6%
%H		97.7%	42.8%	18.6%	77.4%	40.7%	36.6%	80.7%
65+	1147	1131	362	139	983	350	634	593
%V	16.8%	17.0%	11.6%	10.8%	19.2%	12.4%	27.7%	10.7%
%H		98.6%	31.6%	12.1%	85.7%	30.5%	55.3%	51.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5521	5378	2432	1021	4200	2246	1954	4373
%H		97.4%	44.0%	18.5%	76.1%	40.7%	35.4%	79.2%
AB	1211	1183	591	201	912	518	394	1138
%V	21.9%	22.0%	24.3%	19.7%	21.7%	23.1%	20.2%	26.0%
%H		97.7%	48.8%	16.6%	75.3%	42.8%	32.5%	94.0%
C1	1572	1536	735	287	1177	659	517	1351
%V	28.5%	28.6%	30.2%	28.1%	28.0%	29.3%	26.5%	30.9%
%H		97.7%	46.8%	18.3%	74.9%	41.9%	32.9%	85.9%
C2	1235	1210	580	257	949	562	387	988
%V	22.4%	22.5%	23.8%	25.2%	22.6%	25.0%	19.8%	22.6%
%H		98.0%	47.0%	20.8%	76.8%	45.5%	31.3%	80.0%
D	820	796	313	183	622	321	302	601
%V	14.9%	14.8%	12.9%	17.9%	14.8%	14.3%	15.5%	13.7%
%H		97.1%	38.2%	22.3%	75.9%	39.1%	36.8%	73.3%
E	683	654	213	93	540	186	354	296
%V	12.4%	12.2%	8.8%	9.1%	12.9%	8.3%	18.1%	6.8%
%H		95.8%	31.2%	13.6%	79.1%	27.2%	51.8%	43.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5521	5378	2432	1021	4200	2246	1954	4373
%H		97.4%	44.0%	18.5%	76.1%	40.7%	35.4%	79.2%
Working full time	2457	2405	1221	507	1807	1111	697	2240
%V	44.5%	44.7%	50.2%	49.7%	43.0%	49.5%	35.7%	51.2%
%H		97.9%	49.7%	20.6%	73.5%	45.2%	28.4%	91.2%
Working part time	524	511	245	100	388	220	169	458
%V	9.5%	9.5%	10.1%	9.8%	9.2%	9.8%	8.6%	10.5%
%H		97.5%	46.8%	19.1%	74.0%	42.0%	32.3%	87.4%
Not working	2540	2461	966	414	2004	916	1088	1675
%V	46.0%	45.8%	39.7%	40.5%	47.7%	40.8%	55.7%	38.3%
%H		96.9%	38.0%	16.3%	78.9%	36.1%	42.8%	65.9%
Housewife/Houseperson	2969	2877	1189	493	2268	1066	1202	2135
%V	53.8%	53.5%	48.9%	48.3%	54.0%	47.5%	61.5%	48.8%
%H		96.9%	40.0%	16.6%	76.4%	35.9%	40.5%	71.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2689	2606	1221	503	2021	1128	894	2177
%H		96.9%	45.4%	18.7%	75.2%	41.9%	33.2%	81.0%
16 - 19	176	174	93	37	140	97	43	165
%V	6.5%	6.7%	7.6%	7.4%	6.9%	8.6%	4.8%	7.6%
%H		98.9%	52.8%	21.0%	79.5%	55.1%	24.4%	93.8%
20 - 24	223	214	106	44	171	105	66	192
%V	8.3%	8.2%	8.7%	8.7%	8.5%	9.3%	7.4%	8.8%
%H		96.0%	47.5%	19.7%	76.7%	47.1%	29.6%	86.1%
25 - 34	447	421	211	89	301	177	124	393
%V	16.6%	16.2%	17.3%	17.7%	14.9%	15.7%	13.9%	18.1%
%H		94.2%	47.2%	19.9%	67.3%	39.6%	27.7%	87.9%
35 - 44	438	426	212	89	305	177	128	385
%V	16.3%	16.3%	17.4%	17.7%	15.1%	15.7%	14.3%	17.7%
%H		97.3%	48.4%	20.3%	69.6%	40.4%	29.2%	87.9%
45 - 54	489	475	237	102	367	227	140	425
%V	18.2%	18.2%	19.4%	20.3%	18.2%	20.1%	15.7%	19.5%
%H		97.1%	48.5%	20.9%	75.1%	46.4%	28.6%	86.9%
55 - 64	391	381	168	75	298	159	139	313
%V	14.5%	14.6%	13.8%	14.9%	14.7%	14.1%	15.5%	14.4%
%H		97.4%	43.0%	19.2%	76.2%	40.7%	35.5%	80.1%
65+	524	515	194	67	439	185	254	305
%V	19.5%	19.8%	15.9%	13.3%	21.7%	16.4%	28.4%	14.0%
%H		98.3%	37.0%	12.8%	83.8%	35.3%	48.5%	58.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2689	2606	1221	503	2021	1128	894	2177
%H		96.9%	45.4%	18.7%	75.2%	41.9%	33.2%	81.0%
AB	607	593	299	103	457	265	192	571
%V	22.6%	22.8%	24.5%	20.5%	22.6%	23.5%	21.5%	26.2%
%H		97.7%	49.3%	17.0%	75.3%	43.7%	31.6%	94.1%
C1	734	712	362	136	535	320	216	649
%V	27.3%	27.3%	29.6%	27.0%	26.5%	28.4%	24.2%	29.8%
%H		97.0%	49.3%	18.5%	72.9%	43.6%	29.4%	88.4%
C2	676	660	319	141	519	311	208	539
%V	25.1%	25.3%	26.1%	28.0%	25.7%	27.6%	23.3%	24.8%
%H		97.6%	47.2%	20.9%	76.8%	46.0%	30.8%	79.7%
D	382	369	154	85	283	152	131	285
%V	14.2%	14.2%	12.6%	16.9%	14.0%	13.5%	14.7%	13.1%
%H		96.6%	40.3%	22.3%	74.1%	39.8%	34.3%	74.6%
E	290	271	88	38	226	80	147	133
%V	10.8%	10.4%	7.2%	7.6%	11.2%	7.1%	16.4%	6.1%
%H		93.4%	30.3%	13.1%	77.9%	27.6%	50.7%	45.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2689	2606	1221	503	2021	1128	894	2177
%H		96.9%	45.4%	18.7%	75.2%	41.9%	33.2%	81.0%
Working full time	1461	1425	735	299	1060	658	402	1334
%V	54.3%	54.7%	60.2%	59.4%	52.4%	58.3%	45.0%	61.3%
%H		97.5%	50.3%	20.5%	72.6%	45.0%	27.5%	91.3%
Working part time	121	118	58	24	88	50	38	102
%V	4.5%	4.5%	4.8%	4.8%	4.4%	4.4%	4.3%	4.7%
%H		97.5%	47.9%	19.8%	72.7%	41.3%	31.4%	84.3%
Not working	1107	1063	429	181	873	419	453	741
%V	41.2%	40.8%	35.1%	36.0%	43.2%	37.1%	50.7%	34.0%
%H		96.0%	38.8%	16.4%	78.9%	37.9%	40.9%	66.9%
Housewife/Houseperson	645	598	212	90	469	179	290	380
%V	24.0%	22.9%	17.4%	17.9%	23.2%	15.9%	32.4%	17.5%
%H		92.7%	32.9%	14.0%	72.7%	27.8%	45.0%	58.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2832	2772	1210	518	2179	1118	1060	2196
%H		97.9%	42.7%	18.3%	76.9%	39.5%	37.4%	77.5%
16 - 19	162	158	75	42	122	79	43	142
%V	5.7%	5.7%	6.2%	8.1%	5.6%	7.1%	4.1%	6.5%
%H		97.5%	46.3%	25.9%	75.3%	48.8%	26.5%	87.7%
20 - 24	235	224	95	47	169	87	82	193
%V	8.3%	8.1%	7.9%	9.1%	7.8%	7.8%	7.7%	8.8%
%H		95.3%	40.4%	20.0%	71.9%	37.0%	34.9%	82.1%
25 - 34	451	434	228	82	314	189	125	391
%V	15.9%	15.7%	18.8%	15.8%	14.4%	16.9%	11.8%	17.8%
%H		96.2%	50.6%	18.2%	69.6%	41.9%	27.7%	86.7%
35 - 44	453	443	237	93	316	196	120	409
%V	16.0%	16.0%	19.6%	18.0%	14.5%	17.5%	11.3%	18.6%
%H		97.8%	52.3%	20.5%	69.8%	43.3%	26.5%	90.3%
45 - 54	503	499	236	110	397	238	159	444
%V	17.8%	18.0%	19.5%	21.2%	18.2%	21.3%	15.0%	20.2%
%H		99.2%	46.9%	21.9%	78.9%	47.3%	31.6%	88.3%
55 - 64	405	398	173	73	317	165	152	330
%V	14.3%	14.4%	14.3%	14.1%	14.5%	14.8%	14.3%	15.0%
%H		98.3%	42.7%	18.0%	78.3%	40.7%	37.5%	81.5%
65+	623	617	168	71	544	164	380	288
%V	22.0%	22.3%	13.9%	13.7%	25.0%	14.7%	35.8%	13.1%
%H		99.0%	27.0%	11.4%	87.3%	26.3%	61.0%	46.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2832	2772	1210	518	2179	1118	1060	2196
%H		97.9%	42.7%	18.3%	76.9%	39.5%	37.4%	77.5%
AB	604	590	292	98	455	253	202	567
%V	21.3%	21.3%	24.1%	18.9%	20.9%	22.6%	19.1%	25.8%
%H		97.7%	48.3%	16.2%	75.3%	41.9%	33.4%	93.9%
C1	838	823	373	151	641	340	301	702
%V	29.6%	29.7%	30.8%	29.2%	29.4%	30.4%	28.4%	32.0%
%H		98.2%	44.5%	18.0%	76.5%	40.6%	35.9%	83.8%
C2	559	549	262	117	430	251	179	449
%V	19.7%	19.8%	21.7%	22.6%	19.7%	22.5%	16.9%	20.4%
%H		98.2%	46.9%	20.9%	76.9%	44.9%	32.0%	80.3%
D	438	427	159	98	339	168	171	315
%V	15.5%	15.4%	13.1%	18.9%	15.6%	15.0%	16.1%	14.3%
%H		97.5%	36.3%	22.4%	77.4%	38.4%	39.0%	71.9%
E	393	383	124	55	313	107	207	163
%V	13.9%	13.8%	10.2%	10.6%	14.4%	9.6%	19.5%	7.4%
%H		97.5%	31.6%	14.0%	79.6%	27.2%	52.7%	41.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2832	2772	1210	518	2179	1118	1060	2196
%H		97.9%	42.7%	18.3%	76.9%	39.5%	37.4%	77.5%
Working full time	997	981	486	209	747	452	295	906
%V	35.2%	35.4%	40.2%	40.3%	34.3%	40.4%	27.8%	41.3%
%H		98.4%	48.7%	21.0%	74.9%	45.3%	29.6%	90.9%
Working part time	403	393	187	77	300	169	131	356
%V	14.2%	14.2%	15.5%	14.9%	13.8%	15.1%	12.4%	16.2%
%H		97.5%	46.4%	19.1%	74.4%	41.9%	32.5%	88.3%
Not working	1432	1398	537	233	1131	496	635	934
%V	50.6%	50.4%	44.4%	45.0%	51.9%	44.4%	59.9%	42.5%
%H		97.6%	37.5%	16.3%	79.0%	34.6%	44.3%	65.2%
Housewife/Houseperson	2323	2278	977	403	1799	886	912	1755
%V	82.0%	82.2%	80.7%	77.8%	82.6%	79.2%	86.0%	79.9%
%H		98.1%	42.1%	17.3%	77.4%	38.1%	39.3%	75.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
AB	543	526	226	93	375	171	204	498
%V	22.3%	22.5%	23.1%	22.1%	21.9%	21.7%	22.0%	28.7%
%H (All HH)		96.9%	41.6%	17.1%	69.1%	31.5%	37.6%	91.7%
%H (TV HH)			43.0%	17.7%	71.3%	32.5%	38.8%	
C1	643	607	264	115	435	216	220	513
%V	26.5%	26.0%	27.0%	27.4%	25.4%	27.4%	23.8%	29.6%
%H (All HH)		94.4%	41.1%	17.9%	67.7%	33.6%	34.2%	79.8%
%H (TV HH)			43.5%	18.9%	71.7%	35.6%	36.2%	
C2	471	460	228	89	331	187	144	359
%V	19.4%	19.7%	23.3%	21.2%	19.3%	23.7%	15.6%	20.7%
%H (All HH)		97.7%	48.4%	18.9%	70.3%	39.7%	30.6%	76.2%
%H (TV HH)			49.6%	19.3%	72.0%	40.7%	31.3%	
D	411	396	165	74	291	138	153	251
%V	16.9%	16.9%	16.9%	17.6%	17.0%	17.5%	16.5%	14.5%
%H (All HH)		96.4%	40.1%	18.0%	70.8%	33.6%	37.2%	61.1%
%H (TV HH)			41.7%	18.7%	73.5%	34.8%	38.6%	
E	363	349	94	49	282	77	205	115
%V	14.9%	14.9%	9.6%	11.7%	16.4%	9.8%	22.1%	6.6%
%H (All HH)		96.1%	25.9%	13.5%	77.7%	21.2%	56.5%	31.7%
%H (TV HH)			26.9%	14.0%	80.8%	22.1%	58.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
Under 25	133	112	53	18	73	38	35	100
%V	5.5%	4.8%	5.4%	4.3%	4.3%	4.8%	3.8%	5.8%
%H (All HH)		84.2%	39.8%	13.5%	54.9%	28.6%	26.3%	75.2%
%H (TV HH)			47.3%	16.1%	65.2%	33.9%	31.3%	
25 - 34	382	360	176	71	234	128	106	321
%V	15.7%	15.4%	18.0%	16.9%	13.6%	16.2%	11.4%	18.5%
%H (All HH)		94.2%	46.1%	18.6%	61.3%	33.5%	27.7%	84.0%
%H (TV HH)			48.9%	19.7%	65.0%	35.6%	29.4%	
35 - 44	389	375	182	79	247	137	110	337
%V	16.0%	16.0%	18.6%	18.8%	14.4%	17.4%	11.9%	19.4%
%H (All HH)		96.4%	46.8%	20.3%	63.5%	35.2%	28.3%	86.6%
%H (TV HH)			48.5%	21.1%	65.9%	36.5%	29.3%	
45 - 54	477	464	221	88	341	186	155	401
%V	19.6%	19.8%	22.6%	21.0%	19.9%	23.6%	16.7%	23.1%
%H (All HH)		97.3%	46.3%	18.4%	71.5%	39.0%	32.5%	84.1%
%H (TV HH)			47.6%	19.0%	73.5%	40.1%	33.4%	
55 - 64	412	400	164	81	303	145	158	314
%V	17.0%	17.1%	16.8%	19.3%	17.7%	18.4%	17.1%	18.1%
%H (All HH)		97.1%	39.8%	19.7%	73.5%	35.2%	38.3%	76.2%
%H (TV HH)			41.0%	20.3%	75.8%	36.3%	39.5%	
65 +	637	626	183	83	517	155	361	261
%V	26.2%	26.8%	18.7%	19.8%	30.1%	19.6%	39.0%	15.0%
%H (All HH)		98.3%	28.7%	13.0%	81.2%	24.3%	56.7%	41.0%
%H (TV HH)			29.2%	13.3%	82.6%	24.8%	57.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
1	866	823	216	122	639	162	477	393
%V	35.6%	35.2%	22.1%	29.0%	37.3%	20.5%	51.5%	22.7%
%H (All HH)		95.0%	24.9%	14.1%	73.8%	18.7%	55.1%	45.4%
%H (TV HH)			26.2%	14.8%	77.6%	19.7%	58.0%	
2	844	814	362	158	597	308	289	680
%V	34.7%	34.8%	37.0%	37.6%	34.8%	39.0%	31.2%	39.2%
%H (All HH)		96.4%	42.9%	18.7%	70.7%	36.5%	34.2%	80.6%
%H (TV HH)			44.5%	19.4%	73.3%	37.8%	35.5%	
3	347	337	185	70	235	152	84	309
%V	14.3%	14.4%	18.9%	16.7%	13.7%	19.3%	9.1%	17.8%
%H (All HH)		97.1%	53.3%	20.2%	67.7%	43.8%	24.2%	89.0%
%H (TV HH)			54.9%	20.8%	69.7%	45.1%	24.9%	
4	270	263	156	50	180	125	55	256
%V	11.1%	11.2%	16.0%	11.9%	10.5%	15.8%	5.9%	14.8%
%H (All HH)		97.4%	57.8%	18.5%	66.7%	46.3%	20.4%	94.8%
%H (TV HH)			59.3%	19.0%	68.4%	47.5%	20.9%	
5+	104	101	58	21	63	43	20	97
%V	4.3%	4.3%	5.9%	5.0%	3.7%	5.4%	2.2%	5.6%
%H (All HH)		97.1%	55.8%	20.2%	60.6%	41.3%	19.2%	93.3%
%H (TV HH)			57.4%	20.8%	62.4%	42.6%	19.8%	
Average HH size	2.16	2.17	2.48	2.28	2.11	2.49	1.80	2.45

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
Without	1875	1795	658	322	1354	555	800	1232
%V	77.2%	76.8%	67.3%	76.7%	79.0%	70.3%	86.4%	71.0%
%H (All HH)		95.7%	35.1%	17.2%	72.2%	29.6%	42.7%	65.7%
%H (TV HH)			36.7%	17.9%	75.4%	30.9%	44.6%	
With	555	543	320	98	361	235	126	503
%V	22.8%	23.2%	32.7%	23.3%	21.0%	29.8%	13.6%	29.0%
%H (All HH)		97.8%	57.7%	17.7%	65.0%	42.3%	22.7%	90.6%
%H (TV HH)			58.9%	18.0%	66.5%	43.3%	23.2%	
0 - 3	198	195	121	34	125	83	42	173
%V	8.1%	8.3%	12.4%	8.1%	7.3%	10.5%	4.5%	10.0%
%H (All HH)		98.5%	61.1%	17.2%	63.1%	41.9%	21.2%	87.4%
%H (TV HH)			62.1%	17.4%	64.1%	42.6%	21.5%	
4 - 9	270	264	157	48	165	106	59	245
%V	11.1%	11.3%	16.1%	11.4%	9.6%	13.4%	6.4%	14.1%
%H (All HH)		97.8%	58.1%	17.8%	61.1%	39.3%	21.9%	90.7%
%H (TV HH)			59.5%	18.2%	62.5%	40.2%	22.3%	
10 - 15	261	255	151	49	178	124	55	244
%V	10.7%	10.9%	15.4%	11.7%	10.4%	15.7%	5.9%	14.1%
%H (All HH)		97.7%	57.9%	18.8%	68.2%	47.5%	21.1%	93.5%
%H (TV HH)			59.2%	19.2%	69.8%	48.6%	21.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
1	925	925	294	137	625	152	473	550
%V	38.1%	39.6%	30.1%	32.6%	36.4%	19.3%	51.1%	31.7%
%H (All HH)		100.0%	31.8%	14.8%	67.6%	16.4%	51.1%	59.5%
%H (TV HH)			31.8%	14.8%	67.6%	16.4%	51.1%	
2	824	824	340	154	631	300	331	597
%V	33.9%	35.2%	34.8%	36.7%	36.8%	38.0%	35.7%	34.4%
%H (All HH)		100.0%	41.3%	18.7%	76.6%	36.4%	40.2%	72.5%
%H (TV HH)			41.3%	18.7%	76.6%	36.4%	40.2%	
3	371	371	205	79	281	191	90	323
%V	15.3%	15.9%	21.0%	18.8%	16.4%	24.2%	9.7%	18.6%
%H (All HH)		100.0%	55.3%	21.3%	75.7%	51.5%	24.3%	87.1%
%H (TV HH)			55.3%	21.3%	75.7%	51.5%	24.3%	
4	145	145	90	36	118	97	21	137
%V	6.0%	6.2%	9.2%	8.6%	6.9%	12.3%	2.3%	7.9%
%H (All HH)		100.0%	62.1%	24.8%	81.4%	66.9%	14.5%	94.5%
%H (TV HH)			62.1%	24.8%	81.4%	66.9%	14.5%	
5+	72	72	50	13	59	49	10	71
%V	3.0%	3.1%	5.1%	3.1%	3.4%	6.2%	1.1%	4.1%
%H (All HH)		100.0%	69.4%	18.1%	81.9%	68.1%	13.9%	98.6%
%H (TV HH)			69.4%	18.1%	81.9%	68.1%	13.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
Under 20"	532	532	229	101	447	240	206	398
%V	21.9%	22.8%	23.4%	24.0%	26.1%	30.4%	22.2%	22.9%
%H (All HH)		100.0%	43.0%	19.0%	84.0%	45.1%	38.7%	74.8%
%H (TV HH)			43.0%	19.0%	84.0%	45.1%	38.7%	
20" - 29"	850	850	322	155	685	308	376	600
%V	35.0%	36.4%	32.9%	36.9%	39.9%	39.0%	40.6%	34.6%
%H (All HH)		100.0%	37.9%	18.2%	80.6%	36.2%	44.2%	70.6%
%H (TV HH)			37.9%	18.2%	80.6%	36.2%	44.2%	
30" - 39"	1203	1203	515	236	922	461	461	870
%V	49.5%	51.5%	52.7%	56.2%	53.8%	58.4%	49.8%	50.1%
%H (All HH)		100.0%	42.8%	19.6%	76.6%	38.3%	38.3%	72.3%
%H (TV HH)			42.8%	19.6%	76.6%	38.3%	38.3%	
40" and over	999	999	563	198	701	456	246	849
%V	41.1%	42.7%	57.6%	47.1%	40.9%	57.8%	26.6%	48.9%
%H (All HH)		100.0%	56.4%	19.8%	70.2%	45.6%	24.6%	85.0%
%H (TV HH)			56.4%	19.8%	70.2%	45.6%	24.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%V (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
Main living room	2280	2280	966	415	1692	783	909	1634
%V	93.8%	97.5%	98.8%	98.8%	98.7%	99.2%	98.2%	94.2%
%H (All HH)		100.0%	42.4%	18.2%	74.2%	34.3%	39.9%	71.7%
%H (TV HH)			42.4%	18.2%	74.2%	34.3%	39.9%	
Kitchen	264	264	140	40	224	138	86	217
%V	10.9%	11.3%	14.3%	9.5%	13.1%	17.5%	9.3%	12.5%
%H (All HH)		100.0%	53.0%	15.2%	84.8%	52.3%	32.6%	82.2%
%H (TV HH)			53.0%	15.2%	84.8%	52.3%	32.6%	
Adult's bedroom	954	954	467	208	767	478	289	753
%V	39.3%	40.8%	47.8%	49.5%	44.7%	60.6%	31.2%	43.4%
%H (All HH)		100.0%	49.0%	21.8%	80.4%	50.1%	30.3%	78.9%
%H (TV HH)			49.0%	21.8%	80.4%	50.1%	30.3%	
Child's bedroom	199	199	118	49	158	122	36	186
%V	8.2%	8.5%	12.1%	11.7%	9.2%	15.5%	3.9%	10.7%
%H (All HH)		100.0%	59.3%	24.6%	79.4%	61.3%	18.1%	93.5%
%H (TV HH)			59.3%	24.6%	79.4%	61.3%	18.1%	
Other bedroom	79	79	44	19	69	51	18	68
%V	3.3%	3.4%	4.5%	4.5%	4.0%	6.5%	1.9%	3.9%
%H (All HH)		100.0%	55.7%	24.1%	87.3%	64.6%	22.8%	86.1%
%H (TV HH)			55.7%	24.1%	87.3%	64.6%	22.8%	
Second living/dining room	161	161	81	26	127	73	54	145
%V	6.6%	6.9%	8.3%	6.2%	7.4%	9.3%	5.8%	8.4%
%H (All HH)		100.0%	50.3%	16.1%	78.9%	45.3%	33.5%	90.1%
%H (TV HH)			50.3%	16.1%	78.9%	45.3%	33.5%	
Study/office	28	28	11	7	23	14	9	25
%V	1.2%	1.2%	1.1%	1.7%	1.3%	1.8%	1.0%	1.4%
%H (All HH)		100.0%	39.3%	25.0%	82.1%	50.0%	32.1%	89.3%
%H (TV HH)			39.3%	25.0%	82.1%	50.0%	32.1%	
TV room	32	32	17	7	25	16	9	27
%V	1.3%	1.4%	1.7%	1.7%	1.5%	2.0%	1.0%	1.6%
%H (All HH)		100.0%	53.1%	21.9%	78.1%	50.0%	28.1%	84.4%
%H (TV HH)			53.1%	21.9%	78.1%	50.0%	28.1%	
Conservatory	33	33	19	6	27	19	8	30
%V	1.4%	1.4%	1.9%	1.4%	1.6%	2.4%	0.9%	1.7%
%H (All HH)		100.0%	57.6%	18.2%	81.8%	57.6%	24.2%	90.9%
%H (TV HH)			57.6%	18.2%	81.8%	57.6%	24.2%	
Attic or loft room	4	4	2	2	3	2	1	4
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	50.0%	75.0%	50.0%	25.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	12	12	8	3	9	7	2	11
%V	0.5%	0.5%	0.8%	0.7%	0.5%	0.9%	0.2%	0.6%
%H (All HH)		100.0%	66.7%	25.0%	75.0%	58.3%	16.7%	91.7%
%H (TV HH)			66.7%	25.0%	75.0%	58.3%	16.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
Any DSAT provider	978	978	978	13	566	566	0	821
%V	40.2%	41.8%	100.0%	3.1%	33.0%	71.7%	0.0%	47.3%
%H (All HH)			100.0%	1.3%	57.9%	57.9%	0.0%	83.9%
%H (TV HH)			100.0%	1.3%	57.9%	57.9%	0.0%	
Sky with subcription	842	842	842	9	497	497	0	722
%V	34.7%	36.0%	86.1%	2.1%	29.0%	63.0%	0.0%	41.6%
%H (All HH)			100.0%	1.1%	59.0%	59.0%	0.0%	85.7%
%H (TV HH)			100.0%	1.1%	59.0%	59.0%	0.0%	
Sky without subscription	50	50	50	2	27	27	0	31
%V	2.1%	2.1%	5.1%	0.5%	1.6%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	4.0%	54.0%	54.0%	0.0%	62.0%
%H (TV HH)			100.0%	4.0%	54.0%	54.0%	0.0%	
Freesat	79	79	79	1	40	40	0	62
%V	3.3%	3.4%	8.1%	0.2%	2.3%	5.1%	0.0%	3.6%
%H (All HH)			100.0%	1.3%	50.6%	50.6%	0.0%	78.5%
%H (TV HH)			100.0%	1.3%	50.6%	50.6%	0.0%	
Other satellite provider	23	23	23	0	9	9	0	20
%V	0.9%	1.0%	2.4%	0.0%	0.5%	1.1%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	39.1%	39.1%	0.0%	87.0%
%H (TV HH)			100.0%	0.0%	39.1%	39.1%	0.0%	
DCAB	420	420	13	420	229	229	0	357
%V	17.3%	18.0%	1.3%	100.0%	13.4%	29.0%	0.0%	20.6%
%H (All HH)			3.1%	100.0%	54.5%	54.5%	0.0%	85.0%
%H (TV HH)			3.1%	100.0%	54.5%	54.5%	0.0%	
DTT	1715	1715	566	229	1715	789	926	1164
%V	70.6%	73.4%	57.9%	54.5%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	33.0%	13.4%	100.0%	46.0%	54.0%	67.9%
%H (TV HH)			33.0%	13.4%	100.0%	46.0%	54.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%H (All HH)		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (TV HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
PVR	1307	1307	809	277	861	628	234	1120
%V	53.8%	55.9%	82.7%	66.0%	50.2%	79.6%	25.3%	64.6%
%H (All HH)		100.0%	61.9%	21.2%	65.9%	48.0%	17.9%	85.7%
%H (TV HH)			61.9%	21.2%	65.9%	48.0%	17.9%	
DVDR	126	126	53	30	92	47	45	108
%V	5.2%	5.4%	5.4%	7.1%	5.4%	6.0%	4.9%	6.2%
%H (All HH)		100.0%	42.1%	23.8%	73.0%	37.3%	35.7%	85.7%
%H (TV HH)			42.1%	23.8%	73.0%	37.3%	35.7%	
VCR	100	100	24	30	77	29	47	54
%V	4.1%	4.3%	2.5%	7.1%	4.5%	3.7%	5.1%	3.1%
%H (All HH)		100.0%	24.0%	30.0%	77.0%	29.0%	47.0%	54.0%
%H (TV HH)			24.0%	30.0%	77.0%	29.0%	47.0%	
Any recorder	1408	1408	822	302	940	644	296	1173
%V	57.9%	60.2%	84.0%	71.9%	54.8%	81.6%	32.0%	67.6%
%H (All HH)		100.0%	58.4%	21.4%	66.8%	45.7%	21.0%	83.3%
%H (TV HH)			58.4%	21.4%	66.8%	45.7%	21.0%	
Receives HDTV (via STB or built-in reception)	1115	1115	612	292	754	533	220	954
%V	45.9%	47.7%	62.6%	69.5%	44.0%	67.6%	23.8%	55.0%
%H (All HH)		100.0%	54.9%	26.2%	67.6%	47.8%	19.7%	85.6%
%H (TV HH)			54.9%	26.2%	67.6%	47.8%	19.7%	
DVD/Blu-ray player or recorder	1866	1866	808	357	1395	685	711	1425
%V	76.8%	79.8%	82.6%	85.0%	81.3%	86.8%	76.8%	82.1%
%H (All HH)		100.0%	43.3%	19.1%	74.8%	36.7%	38.1%	76.4%
%H (TV HH)			43.3%	19.1%	74.8%	36.7%	38.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2430	2338	978	420	1715	789	926	1735
%V		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%
%H (All HH)			41.8%	18.0%	73.4%	33.7%	39.6%	
%H (TV HH)								
Has broadband internet	1735	1677	821	357	1164	674	490	1735
%V	71.4%	71.7%	83.9%	85.0%	67.9%	85.4%	52.9%	100.0%
%H (All HH)		96.7%	47.3%	20.6%	67.1%	38.8%	28.2%	100.0%
%H (TV HH)			49.0%	21.3%	69.4%	40.2%	29.2%	
Number of computers (PCs and laptops)								
0	620	596	143	67	493	111	382	31
%V	25.5%	25.5%	14.6%	16.0%	28.7%	14.1%	41.3%	1.8%
%H (All HH)		96.1%	23.1%	10.8%	79.5%	17.9%	61.6%	5.0%
%H (TV HH)			24.0%	11.2%	82.7%	18.6%	64.1%	
1	856	829	369	165	589	294	295	775
%V	35.2%	35.5%	37.7%	39.3%	34.3%	37.3%	31.9%	44.7%
%H (All HH)		96.8%	43.1%	19.3%	68.8%	34.3%	34.5%	90.5%
%H (TV HH)			44.5%	19.9%	71.0%	35.5%	35.6%	
2	500	477	233	93	334	187	146	484
%V	20.6%	20.4%	23.8%	22.1%	19.5%	23.7%	15.8%	27.9%
%H (All HH)		95.4%	46.6%	18.6%	66.8%	37.4%	29.2%	96.8%
%H (TV HH)			48.8%	19.5%	70.0%	39.2%	30.6%	
3	244	234	133	49	154	104	49	239
%V	10.0%	10.0%	13.6%	11.7%	9.0%	13.2%	5.3%	13.8%
%H (All HH)		95.9%	54.5%	20.1%	63.1%	42.6%	20.1%	98.0%
%H (TV HH)			56.8%	20.9%	65.8%	44.4%	20.9%	
4	113	109	55	22	77	46	31	113
%V	4.7%	4.7%	5.6%	5.2%	4.5%	5.8%	3.3%	6.5%
%H (All HH)		96.5%	48.7%	19.5%	68.1%	40.7%	27.4%	100.0%
%H (TV HH)			50.5%	20.2%	70.6%	42.2%	28.4%	
5+	96	94	45	25	69	47	22	94
%V	4.0%	4.0%	4.6%	6.0%	4.0%	6.0%	2.4%	5.4%
%H (All HH)		97.9%	46.9%	26.0%	71.9%	49.0%	22.9%	97.9%
%H (TV HH)			47.9%	26.6%	73.4%	50.0%	23.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4658	2217	898	3525	1980	1545	3642
%H		47.6%	19.3%	75.7%	42.5%	33.2%	78.2%
Under 20"	646	293	120	550	311	239	496
%V	13.9%	13.2%	13.4%	15.6%	15.7%	15.5%	13.6%
%H		45.4%	18.6%	85.1%	48.1%	37.0%	76.8%
20" - 29"	1052	416	198	855	413	443	768
%V	22.6%	18.8%	22.0%	24.3%	20.9%	28.7%	21.1%
%H		39.5%	18.8%	81.3%	39.3%	42.1%	73.0%
30" - 39"	1391	623	278	1079	575	504	1035
%V	29.9%	28.1%	31.0%	30.6%	29.0%	32.6%	28.4%
%H		44.8%	20.0%	77.6%	41.3%	36.2%	74.4%
40" and over	1161	670	228	819	549	270	1003
%V	24.9%	30.2%	25.4%	23.2%	27.7%	17.5%	27.5%
%H		57.7%	19.6%	70.5%	47.3%	23.3%	86.4%
Don't know	41	11	12	28	9	19	27
%V	0.9%	0.5%	1.3%	0.8%	0.5%	1.2%	0.7%
%H		26.8%	29.3%	68.3%	22.0%	46.3%	65.9%
Not Asked	367	204	62	194	123	70	313
%V	7.9%	9.2%	6.9%	5.5%	6.2%	4.5%	8.6%
%H		55.6%	16.9%	52.9%	33.5%	19.1%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4658	2217	898	3525	1980	1545	3642
%H		47.6%	19.3%	75.7%	42.5%	33.2%	78.2%
Main living room	2296	974	416	1704	788	916	1646
%V	49.3%	43.9%	46.3%	48.3%	39.8%	59.3%	45.2%
%H		42.4%	18.1%	74.2%	34.3%	39.9%	71.7%
Kitchen	265	141	40	225	138	86	217
%V	5.7%	6.4%	4.5%	6.4%	7.0%	5.6%	6.0%
%H		53.2%	15.1%	84.9%	52.1%	32.5%	81.9%
Adult's bedroom	1118	557	249	909	586	324	903
%V	24.0%	25.1%	27.7%	25.8%	29.6%	21.0%	24.8%
%H		49.8%	22.3%	81.3%	52.4%	29.0%	80.8%
Child's bedroom	246	149	59	196	154	42	233
%V	5.3%	6.7%	6.6%	5.6%	7.8%	2.7%	6.4%
%H		60.6%	24.0%	79.7%	62.6%	17.1%	94.7%
Other bedroom	90	51	21	78	57	20	79
%V	1.9%	2.3%	2.3%	2.2%	2.9%	1.3%	2.2%
%H		56.7%	23.3%	86.7%	63.3%	22.2%	87.8%
Second living/dining room	164	83	26	130	75	55	147
%V	3.5%	3.7%	2.9%	3.7%	3.8%	3.6%	4.0%
%H		50.6%	15.9%	79.3%	45.7%	33.5%	89.6%
Study/office	28	12	7	23	14	9	26
%V	0.6%	0.5%	0.8%	0.7%	0.7%	0.6%	0.7%
%H		42.9%	25.0%	82.1%	50.0%	32.1%	92.9%
TV room	32	17	7	25	16	9	27
%V	0.7%	0.8%	0.8%	0.7%	0.8%	0.6%	0.7%
%H		53.1%	21.9%	78.1%	50.0%	28.1%	84.4%
Conservatory	33	19	6	27	19	8	30
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.5%	0.8%
%H		57.6%	18.2%	81.8%	57.6%	24.2%	90.9%
Attic or loft room	4	2	2	3	2	1	4
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	13	9	3	10	7	3	12
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		69.2%	23.1%	76.9%	53.8%	23.1%	92.3%
Not Asked	367	204	62	194	123	70	313
%V	7.9%	9.2%	6.9%	5.5%	6.2%	4.5%	8.6%
%H		55.6%	16.9%	52.9%	33.5%	19.1%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4658	2217	898	3525	1980	1545	3642
%H		47.6%	19.3%	75.7%	42.5%	33.2%	78.2%
PVR	1737	1123	376	1119	865	254	1530
%V	37.3%	50.7%	41.9%	31.7%	43.7%	16.4%	42.0%
%H		64.7%	21.6%	64.4%	49.8%	14.6%	88.1%
DVDR	137	57	32	101	52	49	117
%V	2.9%	2.6%	3.6%	2.9%	2.6%	3.2%	3.2%
%H		41.6%	23.4%	73.7%	38.0%	35.8%	85.4%
VCR	104	24	32	80	31	49	56
%V	2.2%	1.1%	3.6%	2.3%	1.6%	3.2%	1.5%
%H		23.1%	30.8%	76.9%	29.8%	47.1%	53.8%
Any recorder	1866	1149	409	1223	897	325	1607
%V	40.1%	51.8%	45.5%	34.7%	45.3%	21.0%	44.1%
%H		61.6%	21.9%	65.5%	48.1%	17.4%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4658	2217	898	3525	1980	1545	3642
%H		47.6%	19.3%	75.7%	42.5%	33.2%	78.2%
Receives HDTV (via STB or built-in reception)	1523	844	423	1034	766	268	1337
%V	32.7%	38.1%	47.1%	29.3%	38.7%	17.3%	36.7%
%H		55.4%	27.8%	67.9%	50.3%	17.6%	87.8%
DVD/Blu-ray player or recorder	2709	1254	557	2092	1176	916	2180
%V	58.2%	56.6%	62.0%	59.3%	59.4%	59.3%	59.9%
%H		46.3%	20.6%	77.2%	43.4%	33.8%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2333	978	419	1714	789	924	1674
%H		41.9%	18.0%	73.5%	33.8%	39.6%	71.8%
Under 20"	57	8	8	46	5	41	27
%V	2.4%	0.8%	1.9%	2.7%	0.6%	4.4%	1.6%
%H		14.0%	14.0%	80.7%	8.8%	71.9%	47.4%
20" - 29"	364	88	45	286	56	230	196
%V	15.6%	9.0%	10.7%	16.7%	7.1%	24.9%	11.7%
%H		24.2%	12.4%	78.6%	15.4%	63.2%	53.8%
30" - 39"	898	331	167	690	285	404	595
%V	38.5%	33.8%	39.9%	40.3%	36.1%	43.7%	35.5%
%H		36.9%	18.6%	76.8%	31.7%	45.0%	66.3%
40" and over	971	546	192	679	439	240	824
%V	41.6%	55.8%	45.8%	39.6%	55.6%	26.0%	49.2%
%H		56.2%	19.8%	69.9%	45.2%	24.7%	84.9%
Don't know	21	6	6	14	4	9	15
%V	0.9%	0.6%	1.4%	0.8%	0.5%	1.0%	0.9%
%H		28.6%	28.6%	66.7%	19.0%	42.9%	71.4%
Not Asked	22	0	1	0	0	0	17
%V	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%	1.0%
%H		0.0%	4.5%	0.0%	0.0%	0.0%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2333	978	419	1714	789	924	1674
%H		41.9%	18.0%	73.5%	33.8%	39.6%	71.8%
PVR	1280	799	269	840	617	223	1100
%V	54.9%	81.7%	64.2%	49.0%	78.2%	24.1%	65.7%
%H		62.4%	21.0%	65.6%	48.2%	17.4%	85.9%
DVDR	103	43	23	73	35	38	87
%V	4.4%	4.4%	5.5%	4.3%	4.4%	4.1%	5.2%
%H		41.7%	22.3%	70.9%	34.0%	36.9%	84.5%
VCR	85	19	25	64	23	41	43
%V	3.6%	1.9%	6.0%	3.7%	2.9%	4.4%	2.6%
%H		22.4%	29.4%	75.3%	27.1%	48.2%	50.6%
Any recorder	1373	813	292	913	633	280	1149
%V	58.9%	83.1%	69.7%	53.3%	80.2%	30.3%	68.6%
%H		59.2%	21.3%	66.5%	46.1%	20.4%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2333	978	419	1714	789	924	1674
%H		41.9%	18.0%	73.5%	33.8%	39.6%	71.8%
Receives HDTV (via STB or built-in reception)	1084	599	285	728	519	209	928
%V	46.5%	61.2%	68.0%	42.5%	65.8%	22.6%	55.4%
%H		55.3%	26.3%	67.2%	47.9%	19.3%	85.6%
DVD/Blu-ray player or recorder	1736	742	330	1290	617	673	1319
%V	74.4%	75.9%	78.8%	75.3%	78.2%	72.8%	78.8%
%H		42.7%	19.0%	74.3%	35.5%	38.8%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2325	1239	480	1811	1190	620	1969
%H		53.3%	20.6%	77.9%	51.2%	26.7%	84.7%
Under 20"	589	285	112	504	306	198	469
%V	25.3%	23.0%	23.3%	27.8%	25.7%	31.9%	23.8%
%H		48.4%	19.0%	85.6%	52.0%	33.6%	79.6%
20" - 29"	688	329	152	570	357	213	572
%V	29.6%	26.6%	31.7%	31.5%	30.0%	34.4%	29.1%
%H		47.8%	22.1%	82.8%	51.9%	31.0%	83.1%
30" - 39"	494	292	111	389	289	99	440
%V	21.2%	23.6%	23.1%	21.5%	24.3%	16.0%	22.3%
%H		59.1%	22.5%	78.7%	58.5%	20.0%	89.1%
40" and over	190	124	36	140	110	30	179
%V	8.2%	10.0%	7.5%	7.7%	9.2%	4.8%	9.1%
%H		65.3%	18.9%	73.7%	57.9%	15.8%	94.2%
Don't know	20	5	5	14	5	9	12
%V	0.9%	0.4%	1.0%	0.8%	0.4%	1.5%	0.6%
%H		25.0%	25.0%	70.0%	25.0%	45.0%	60.0%
Not Asked	344	204	64	194	123	71	297
%V	14.8%	16.5%	13.3%	10.7%	10.3%	11.5%	15.1%
%H		59.3%	18.6%	56.4%	35.8%	20.6%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2325	1239	480	1811	1190	620	1969
%H		53.3%	20.6%	77.9%	51.2%	26.7%	84.7%
PVR	456	324	106	278	248	31	430
%V	19.6%	26.2%	22.1%	15.4%	20.8%	5.0%	21.8%
%H		71.1%	23.2%	61.0%	54.4%	6.8%	94.3%
DVDR	34	14	9	28	17	11	30
%V	1.5%	1.1%	1.9%	1.5%	1.4%	1.8%	1.5%
%H		41.2%	26.5%	82.4%	50.0%	32.4%	88.2%
VCR	19	5	7	16	8	8	13
%V	0.8%	0.4%	1.5%	0.9%	0.7%	1.3%	0.7%
%H		26.3%	36.8%	84.2%	42.1%	42.1%	68.4%
Any recorder	493	336	117	309	264	45	458
%V	21.2%	27.1%	24.4%	17.1%	22.2%	7.3%	23.3%
%H		68.2%	23.7%	62.7%	53.5%	9.1%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2325	1239	480	1811	1190	620	1969
%H		53.3%	20.6%	77.9%	51.2%	26.7%	84.7%
Receives HDTV (via STB or built-in reception)	439	245	137	306	247	59	409
%V	18.9%	19.8%	28.5%	16.9%	20.8%	9.5%	20.8%
%H		55.8%	31.2%	69.7%	56.3%	13.4%	93.2%
DVD/Blu-ray player or recorder	973	512	227	802	559	243	860
%V	41.8%	41.3%	47.3%	44.3%	47.0%	39.2%	43.7%
%H		52.6%	23.3%	82.4%	57.5%	25.0%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5225	5051	2429	956	3601	1963	1639	4219
%H		96.7%	46.5%	18.3%	68.9%	37.6%	31.4%	80.7%
Total Children	921	902	538	166	588	388	200	839
%V	17.6%	17.9%	22.1%	17.4%	16.3%	19.8%	12.2%	19.9%
%H		97.9%	58.4%	18.0%	63.8%	42.1%	21.7%	91.1%
0 - 3	238	234	145	42	150	99	50	209
%V	4.6%	4.6%	6.0%	4.4%	4.2%	5.0%	3.1%	5.0%
%H		98.3%	60.9%	17.6%	63.0%	41.6%	21.0%	87.8%
4 - 15	683	668	394	124	438	288	150	629
%V	13.1%	13.2%	16.2%	13.0%	12.2%	14.7%	9.2%	14.9%
%H		97.8%	57.7%	18.2%	64.1%	42.2%	22.0%	92.1%
4 - 9	350	342	202	62	214	135	79	317
%V	6.7%	6.8%	8.3%	6.5%	5.9%	6.9%	4.8%	7.5%
%H		97.7%	57.7%	17.7%	61.1%	38.6%	22.6%	90.6%
10 - 15	333	326	192	62	224	153	71	313
%V	6.4%	6.5%	7.9%	6.5%	6.2%	7.8%	4.3%	7.4%
%H		97.9%	57.7%	18.6%	67.3%	45.9%	21.3%	94.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5225	5051	2429	956	3601	1963	1639	4219
%H		96.7%	46.5%	18.3%	68.9%	37.6%	31.4%	80.7%
Total Adults (16+)	4305	4150	1891	790	3014	1575	1439	3380
%V	82.4%	82.2%	77.9%	82.6%	83.7%	80.2%	87.8%	80.1%
%H		96.4%	43.9%	18.4%	70.0%	36.6%	33.4%	78.5%
16 - 19	230	225	118	44	162	107	55	209
%V	4.4%	4.5%	4.9%	4.6%	4.5%	5.5%	3.4%	5.0%
%H		97.8%	51.3%	19.1%	70.4%	46.5%	23.9%	90.9%
20 - 24	353	306	144	62	204	119	85	303
%V	6.8%	6.1%	5.9%	6.5%	5.7%	6.1%	5.2%	7.2%
%H		86.7%	40.8%	17.6%	57.8%	33.7%	24.1%	85.8%
25 - 34	717	681	341	136	448	251	196	617
%V	13.7%	13.5%	14.0%	14.2%	12.4%	12.8%	12.0%	14.6%
%H		95.0%	47.6%	19.0%	62.5%	35.0%	27.3%	86.1%
35 - 44	662	641	326	136	428	255	173	591
%V	12.7%	12.7%	13.4%	14.2%	11.9%	13.0%	10.6%	14.0%
%H		96.8%	49.2%	20.5%	64.7%	38.5%	26.1%	89.3%
45 - 54	786	768	384	151	570	336	234	690
%V	15.0%	15.2%	15.8%	15.8%	15.8%	17.1%	14.3%	16.4%
%H		97.7%	48.9%	19.2%	72.5%	42.7%	29.8%	87.8%
55 - 64	654	638	286	133	469	246	223	532
%V	12.5%	12.6%	11.8%	13.9%	13.0%	12.5%	13.6%	12.6%
%H		97.6%	43.7%	20.3%	71.7%	37.6%	34.1%	81.3%
65+	902	891	291	129	734	262	472	439
%V	17.3%	17.6%	12.0%	13.5%	20.4%	13.3%	28.8%	10.4%
%H		98.8%	32.3%	14.3%	81.4%	29.0%	52.3%	48.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4305	4150	1891	790	3014	1575	1439	3380
%H		96.4%	43.9%	18.4%	70.0%	36.6%	33.4%	78.5%
AB	1044	1017	464	190	729	367	362	984
%V	24.3%	24.5%	24.5%	24.1%	24.2%	23.3%	25.2%	29.1%
%H		97.4%	44.4%	18.2%	69.8%	35.2%	34.7%	94.3%
C1	1187	1112	523	219	782	433	349	1002
%V	27.6%	26.8%	27.7%	27.7%	25.9%	27.5%	24.3%	29.6%
%H		93.7%	44.1%	18.4%	65.9%	36.5%	29.4%	84.4%
C2	899	883	460	174	638	389	249	732
%V	20.9%	21.3%	24.3%	22.0%	21.2%	24.7%	17.3%	21.7%
%H		98.2%	51.2%	19.4%	71.0%	43.3%	27.7%	81.4%
D	703	682	306	145	495	270	225	483
%V	16.3%	16.4%	16.2%	18.4%	16.4%	17.1%	15.6%	14.3%
%H		97.0%	43.5%	20.6%	70.4%	38.4%	32.0%	68.7%
E	472	455	138	62	370	117	254	179
%V	11.0%	11.0%	7.3%	7.8%	12.3%	7.4%	17.7%	5.3%
%H		96.4%	29.2%	13.1%	78.4%	24.8%	53.8%	37.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4305	4150	1891	790	3014	1575	1439	3380
%H		96.4%	43.9%	18.4%	70.0%	36.6%	33.4%	78.5%
Working full time	1962	1906	971	409	1315	794	521	1782
%V	45.6%	45.9%	51.3%	51.8%	43.6%	50.4%	36.2%	52.7%
%H		97.1%	49.5%	20.8%	67.0%	40.5%	26.6%	90.8%
Working part time	393	384	201	73	266	156	110	349
%V	9.1%	9.3%	10.6%	9.2%	8.8%	9.9%	7.6%	10.3%
%H		97.7%	51.1%	18.6%	67.7%	39.7%	28.0%	88.8%
Not working	1950	1859	719	309	1432	624	808	1250
%V	45.3%	44.8%	38.0%	39.1%	47.5%	39.6%	56.2%	37.0%
%H		95.3%	36.9%	15.8%	73.4%	32.0%	41.4%	64.1%
Housewife/Houseperson	2430	2338	978	420	1715	789	926	1735
%V	56.4%	56.3%	51.7%	53.2%	56.9%	50.1%	64.4%	51.3%
%H		96.2%	40.2%	17.3%	70.6%	32.5%	38.1%	71.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2073	1985	950	379	1415	778	638	1661
%H		95.8%	45.8%	18.3%	68.3%	37.5%	30.8%	80.1%
16 - 19	122	119	64	18	84	53	31	112
%V	5.9%	6.0%	6.7%	4.7%	5.9%	6.8%	4.9%	6.7%
%H		97.5%	52.5%	14.8%	68.9%	43.4%	25.4%	91.8%
20 - 24	176	152	76	29	104	63	42	148
%V	8.5%	7.7%	8.0%	7.7%	7.3%	8.1%	6.6%	8.9%
%H		86.4%	43.2%	16.5%	59.1%	35.8%	23.9%	84.1%
25 - 34	364	342	172	65	225	127	98	311
%V	17.6%	17.2%	18.1%	17.2%	15.9%	16.3%	15.4%	18.7%
%H		94.0%	47.3%	17.9%	61.8%	34.9%	26.9%	85.4%
35 - 44	320	306	158	65	203	122	81	281
%V	15.4%	15.4%	16.6%	17.2%	14.3%	15.7%	12.7%	16.9%
%H		95.6%	49.4%	20.3%	63.4%	38.1%	25.3%	87.8%
45 - 54	376	366	191	74	264	163	101	330
%V	18.1%	18.4%	20.1%	19.5%	18.7%	21.0%	15.8%	19.9%
%H		97.3%	50.8%	19.7%	70.2%	43.4%	26.9%	87.8%
55 - 64	316	305	142	67	214	116	98	258
%V	15.2%	15.4%	14.9%	17.7%	15.1%	14.9%	15.4%	15.5%
%H		96.5%	44.9%	21.2%	67.7%	36.7%	31.0%	81.6%
65+	400	395	147	60	319	133	186	222
%V	19.3%	19.9%	15.5%	15.8%	22.5%	17.1%	29.2%	13.4%
%H		98.8%	36.8%	15.0%	79.8%	33.3%	46.5%	55.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2073	1985	950	379	1415	778	638	1661
%H		95.8%	45.8%	18.3%	68.3%	37.5%	30.8%	80.1%
AB	518	502	236	92	358	185	173	489
%V	25.0%	25.3%	24.8%	24.3%	25.3%	23.8%	27.1%	29.4%
%H		96.9%	45.6%	17.8%	69.1%	35.7%	33.4%	94.4%
C1	548	507	251	101	351	207	144	473
%V	26.4%	25.5%	26.4%	26.6%	24.8%	26.6%	22.6%	28.5%
%H		92.5%	45.8%	18.4%	64.1%	37.8%	26.3%	86.3%
C2	494	485	255	95	347	212	135	394
%V	23.8%	24.4%	26.8%	25.1%	24.5%	27.2%	21.2%	23.7%
%H		98.2%	51.6%	19.2%	70.2%	42.9%	27.3%	79.8%
D	327	313	150	66	219	126	93	232
%V	15.8%	15.8%	15.8%	17.4%	15.5%	16.2%	14.6%	14.0%
%H		95.7%	45.9%	20.2%	67.0%	38.5%	28.4%	70.9%
E	186	178	58	24	139	47	92	73
%V	9.0%	9.0%	6.1%	6.3%	9.8%	6.0%	14.4%	4.4%
%H		95.7%	31.2%	12.9%	74.7%	25.3%	49.5%	39.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2073	1985	950	379	1415	778	638	1661
%H		95.8%	45.8%	18.3%	68.3%	37.5%	30.8%	80.1%
Working full time	1177	1138	607	235	775	480	295	1065
%V	56.8%	57.3%	63.9%	62.0%	54.8%	61.7%	46.2%	64.1%
%H		96.7%	51.6%	20.0%	65.8%	40.8%	25.1%	90.5%
Working part time	65	63	33	13	43	26	17	56
%V	3.1%	3.2%	3.5%	3.4%	3.0%	3.3%	2.7%	3.4%
%H		96.9%	50.8%	20.0%	66.2%	40.0%	26.2%	86.2%
Not working	831	784	310	131	597	272	325	540
%V	40.1%	39.5%	32.6%	34.6%	42.2%	35.0%	50.9%	32.5%
%H		94.3%	37.3%	15.8%	71.8%	32.7%	39.1%	65.0%
Housewife/Houseperson	579	537	206	88	373	139	234	349
%V	27.9%	27.1%	21.7%	23.2%	26.4%	17.9%	36.7%	21.0%
%H		92.7%	35.6%	15.2%	64.4%	24.0%	40.4%	60.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2231	2165	941	412	1599	797	801	1719
%H		97.0%	42.2%	18.5%	71.7%	35.7%	35.9%	77.1%
16 - 19	108	106	54	26	78	53	24	97
%V	4.8%	4.9%	5.7%	6.3%	4.9%	6.6%	3.0%	5.6%
%H		98.1%	50.0%	24.1%	72.2%	49.1%	22.2%	89.8%
20 - 24	177	154	68	32	100	56	43	155
%V	7.9%	7.1%	7.2%	7.8%	6.3%	7.0%	5.4%	9.0%
%H		87.0%	38.4%	18.1%	56.5%	31.6%	24.3%	87.6%
25 - 34	353	339	169	71	222	124	98	306
%V	15.8%	15.7%	18.0%	17.2%	13.9%	15.6%	12.2%	17.8%
%H		96.0%	47.9%	20.1%	62.9%	35.1%	27.8%	86.7%
35 - 44	342	334	169	72	224	133	91	310
%V	15.3%	15.4%	18.0%	17.5%	14.0%	16.7%	11.4%	18.0%
%H		97.7%	49.4%	21.1%	65.5%	38.9%	26.6%	90.6%
45 - 54	410	402	192	77	306	173	133	360
%V	18.4%	18.6%	20.4%	18.7%	19.1%	21.7%	16.6%	20.9%
%H		98.0%	46.8%	18.8%	74.6%	42.2%	32.4%	87.8%
55 - 64	338	333	144	65	255	129	125	274
%V	15.2%	15.4%	15.3%	15.8%	15.9%	16.2%	15.6%	15.9%
%H		98.5%	42.6%	19.2%	75.4%	38.2%	37.0%	81.1%
65+	502	496	145	68	414	129	286	217
%V	22.5%	22.9%	15.4%	16.5%	25.9%	16.2%	35.7%	12.6%
%H		98.8%	28.9%	13.5%	82.5%	25.7%	57.0%	43.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2231	2165	941	412	1599	797	801	1719
%H		97.0%	42.2%	18.5%	71.7%	35.7%	35.9%	77.1%
AB	526	515	228	98	371	182	189	494
%V	23.6%	23.8%	24.2%	23.8%	23.2%	22.8%	23.6%	28.7%
%H		97.9%	43.3%	18.6%	70.5%	34.6%	35.9%	93.9%
C1	639	605	273	118	431	226	205	529
%V	28.6%	27.9%	29.0%	28.6%	27.0%	28.4%	25.6%	30.8%
%H		94.7%	42.7%	18.5%	67.4%	35.4%	32.1%	82.8%
C2	405	398	205	79	291	177	113	338
%V	18.2%	18.4%	21.8%	19.2%	18.2%	22.2%	14.1%	19.7%
%H		98.3%	50.6%	19.5%	71.9%	43.7%	27.9%	83.5%
D	376	369	156	78	275	144	132	251
%V	16.9%	17.0%	16.6%	18.9%	17.2%	18.1%	16.5%	14.6%
%H		98.1%	41.5%	20.7%	73.1%	38.3%	35.1%	66.8%
E	286	278	80	38	231	69	162	107
%V	12.8%	12.8%	8.5%	9.2%	14.4%	8.7%	20.2%	6.2%
%H		97.2%	28.0%	13.3%	80.8%	24.1%	56.6%	37.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2231	2165	941	412	1599	797	801	1719
%H		97.0%	42.2%	18.5%	71.7%	35.7%	35.9%	77.1%
Working full time	784	769	364	174	540	314	226	717
%V	35.1%	35.5%	38.7%	42.2%	33.8%	39.4%	28.2%	41.7%
%H		98.1%	46.4%	22.2%	68.9%	40.1%	28.8%	91.5%
Working part time	329	321	168	60	223	131	93	293
%V	14.7%	14.8%	17.9%	14.6%	13.9%	16.4%	11.6%	17.0%
%H		97.6%	51.1%	18.2%	67.8%	39.8%	28.3%	89.1%
Not working	1119	1075	408	178	835	353	483	709
%V	50.2%	49.7%	43.4%	43.2%	52.2%	44.3%	60.3%	41.2%
%H		96.1%	36.5%	15.9%	74.6%	31.5%	43.2%	63.4%
Housewife/Houseperson	1851	1801	772	332	1342	650	692	1385
%V	83.0%	83.2%	82.0%	80.6%	83.9%	81.6%	86.4%	80.6%
%H		97.3%	41.7%	17.9%	72.5%	35.1%	37.4%	74.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
AB	142	138	76	16	100	53	47	126
%V	19.7%	19.8%	22.0%	25.8%	18.9%	21.7%	16.4%	25.1%
%H (All HH)		97.2%	53.5%	11.3%	70.4%	37.3%	33.1%	88.7%
%H (TV HH)			55.1%	11.6%	72.5%	38.4%	34.1%	
C1	167	161	87	14	121	62	59	134
%V	23.2%	23.1%	25.2%	22.6%	22.9%	25.4%	20.6%	26.7%
%H (All HH)		96.4%	52.1%	8.4%	72.5%	37.1%	35.3%	80.2%
%H (TV HH)			54.0%	8.7%	75.2%	38.5%	36.6%	
C2	140	136	71	10	106	51	55	105
%V	19.5%	19.5%	20.6%	16.1%	20.0%	20.9%	19.2%	21.0%
%H (All HH)		97.1%	50.7%	7.1%	75.7%	36.4%	39.3%	75.0%
%H (TV HH)			52.2%	7.4%	77.9%	37.5%	40.4%	
D	122	117	59	9	89	40	49	81
%V	17.0%	16.8%	17.1%	14.5%	16.8%	16.4%	17.1%	16.2%
%H (All HH)		95.9%	48.4%	7.4%	73.0%	32.8%	40.2%	66.4%
%H (TV HH)			50.4%	7.7%	76.1%	34.2%	41.9%	
E	148	143	53	13	113	37	76	54
%V	20.6%	20.5%	15.4%	21.0%	21.4%	15.2%	26.6%	10.8%
%H (All HH)		96.6%	35.8%	8.8%	76.4%	25.0%	51.4%	36.5%
%H (TV HH)			37.1%	9.1%	79.0%	25.9%	53.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%V (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
Under 25	24	22	10	2	16	6	10	16
%V	3.3%	3.2%	2.9%	3.2%	3.0%	2.5%	3.5%	3.2%
%H (All HH)		91.7%	41.7%	8.3%	66.7%	25.0%	41.7%	66.7%
%H (TV HH)			45.5%	9.1%	72.7%	27.3%	45.5%	
25 - 34	116	110	65	12	75	42	32	96
%V	16.1%	15.8%	18.8%	19.4%	14.2%	17.2%	11.2%	19.2%
%H (All HH)		94.8%	56.0%	10.3%	64.7%	36.2%	27.6%	82.8%
%H (TV HH)			59.1%	10.9%	68.2%	38.2%	29.1%	
35 - 44	137	133	81	13	95	55	40	120
%V	19.1%	19.1%	23.5%	21.0%	18.0%	22.5%	14.0%	24.0%
%H (All HH)		97.1%	59.1%	9.5%	69.3%	40.1%	29.2%	87.6%
%H (TV HH)			60.9%	9.8%	71.4%	41.4%	30.1%	
45 - 54	148	144	79	13	108	56	52	121
%V	20.6%	20.7%	22.9%	21.0%	20.4%	23.0%	18.2%	24.2%
%H (All HH)		97.3%	53.4%	8.8%	73.0%	37.8%	35.1%	81.8%
%H (TV HH)			54.9%	9.0%	75.0%	38.9%	36.1%	
55 - 64	117	114	56	12	89	43	46	85
%V	16.3%	16.4%	16.2%	19.4%	16.8%	17.6%	16.1%	17.0%
%H (All HH)		97.4%	47.9%	10.3%	76.1%	36.8%	39.3%	72.6%
%H (TV HH)			49.1%	10.5%	78.1%	37.7%	40.4%	
65 +	177	173	54	11	147	41	106	63
%V	24.6%	24.9%	15.7%	17.7%	27.8%	16.8%	37.1%	12.6%
%H (All HH)		97.7%	30.5%	6.2%	83.1%	23.2%	59.9%	35.6%
%H (TV HH)			31.2%	6.4%	85.0%	23.7%	61.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
1	208	197	61	16	158	41	117	80
%V	28.9%	28.3%	17.7%	25.8%	29.9%	16.8%	40.9%	16.0%
%H (All HH)		94.7%	29.3%	7.7%	76.0%	19.7%	56.3%	38.5%
%H (TV HH)			31.0%	8.1%	80.2%	20.8%	59.4%	
2	210	204	103	20	158	76	81	148
%V	29.2%	29.3%	29.9%	32.3%	29.9%	31.1%	28.3%	29.5%
%H (All HH)		97.1%	49.0%	9.5%	75.2%	36.2%	38.6%	70.5%
%H (TV HH)			50.5%	9.8%	77.5%	37.3%	39.7%	
3	119	116	70	11	84	49	35	103
%V	16.6%	16.7%	20.3%	17.7%	15.9%	20.1%	12.2%	20.6%
%H (All HH)		97.5%	58.8%	9.2%	70.6%	41.2%	29.4%	86.6%
%H (TV HH)			60.3%	9.5%	72.4%	42.2%	30.2%	
4	107	106	67	11	76	48	28	99
%V	14.9%	15.2%	19.4%	17.7%	14.4%	19.7%	9.8%	19.8%
%H (All HH)		99.1%	62.6%	10.3%	71.0%	44.9%	26.2%	92.5%
%H (TV HH)			63.2%	10.4%	71.7%	45.3%	26.4%	
5+	74	72	43	5	54	30	24	71
%V	10.3%	10.3%	12.5%	8.1%	10.2%	12.3%	8.4%	14.2%
%H (All HH)		97.3%	58.1%	6.8%	73.0%	40.5%	32.4%	95.9%
%H (TV HH)			59.7%	6.9%	75.0%	41.7%	33.3%	
Average HH size	2.52	2.53	2.84	2.55	2.49	2.84	2.19	2.91

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
Without	511	490	217	43	386	158	228	313
%V	71.1%	70.4%	62.9%	69.4%	73.0%	64.8%	79.7%	62.5%
%H (All HH)		95.9%	42.5%	8.4%	75.5%	30.9%	44.6%	61.3%
%H (TV HH)			44.3%	8.8%	78.8%	32.2%	46.5%	
With	209	205	128	20	144	85	58	187
%V	29.1%	29.5%	37.1%	32.3%	27.2%	34.8%	20.3%	37.3%
%H (All HH)		98.1%	61.2%	9.6%	68.9%	40.7%	27.8%	89.5%
%H (TV HH)			62.4%	9.8%	70.2%	41.5%	28.3%	
0 - 3	81	79	51	7	53	32	21	69
%V	11.3%	11.4%	14.8%	11.3%	10.0%	13.1%	7.3%	13.8%
%H (All HH)		97.5%	63.0%	8.6%	65.4%	39.5%	25.9%	85.2%
%H (TV HH)			64.6%	8.9%	67.1%	40.5%	26.6%	
4 - 9	110	108	70	11	74	46	27	99
%V	15.3%	15.5%	20.3%	17.7%	14.0%	18.9%	9.4%	19.8%
%H (All HH)		98.2%	63.6%	10.0%	67.3%	41.8%	24.5%	90.0%
%H (TV HH)			64.8%	10.2%	68.5%	42.6%	25.0%	
10 - 15	103	101	60	10	74	43	31	95
%V	14.3%	14.5%	17.4%	16.1%	14.0%	17.6%	10.8%	19.0%
%H (All HH)		98.1%	58.3%	9.7%	71.8%	41.7%	30.1%	92.2%
%H (TV HH)			59.4%	9.9%	73.3%	42.6%	30.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
1	254	254	102	21	176	50	126	138
%V	35.3%	36.5%	29.6%	33.9%	33.3%	20.5%	44.1%	27.5%
%H (All HH)		100.0%	40.2%	8.3%	69.3%	19.7%	49.6%	54.3%
%H (TV HH)			40.2%	8.3%	69.3%	19.7%	49.6%	
2	260	260	131	26	202	98	104	191
%V	36.2%	37.4%	38.0%	41.9%	38.2%	40.2%	36.4%	38.1%
%H (All HH)		100.0%	50.4%	10.0%	77.7%	37.7%	40.0%	73.5%
%H (TV HH)			50.4%	10.0%	77.7%	37.7%	40.0%	
3	113	113	62	11	93	53	40	97
%V	15.7%	16.2%	18.0%	17.7%	17.6%	21.7%	14.0%	19.4%
%H (All HH)		100.0%	54.9%	9.7%	82.3%	46.9%	35.4%	85.8%
%H (TV HH)			54.9%	9.7%	82.3%	46.9%	35.4%	
4	45	45	32	3	38	28	11	43
%V	6.3%	6.5%	9.3%	4.8%	7.2%	11.5%	3.8%	8.6%
%H (All HH)		100.0%	71.1%	6.7%	84.4%	62.2%	24.4%	95.6%
%H (TV HH)			71.1%	6.7%	84.4%	62.2%	24.4%	
5+	23	23	17	1	21	16	5	22
%V	3.2%	3.3%	4.9%	1.6%	4.0%	6.6%	1.7%	4.4%
%H (All HH)		100.0%	73.9%	4.3%	91.3%	69.6%	21.7%	95.7%
%H (TV HH)			73.9%	4.3%	91.3%	69.6%	21.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
Under 20"	122	122	62	9	109	58	51	89
%V	17.0%	17.5%	18.0%	14.5%	20.6%	23.8%	17.8%	17.8%
%H (All HH)		100.0%	50.8%	7.4%	89.3%	47.5%	41.8%	73.0%
%H (TV HH)			50.8%	7.4%	89.3%	47.5%	41.8%	
20" - 29"	287	287	132	24	236	105	131	199
%V	39.9%	41.2%	38.3%	38.7%	44.6%	43.0%	45.8%	39.7%
%H (All HH)		100.0%	46.0%	8.4%	82.2%	36.6%	45.6%	69.3%
%H (TV HH)			46.0%	8.4%	82.2%	36.6%	45.6%	
30" - 39"	383	383	196	34	298	144	154	281
%V	53.3%	55.0%	56.8%	54.8%	56.3%	59.0%	53.8%	56.1%
%H (All HH)		100.0%	51.2%	8.9%	77.8%	37.6%	40.2%	73.4%
%H (TV HH)			51.2%	8.9%	77.8%	37.6%	40.2%	
40" and over	301	301	191	30	220	139	81	253
%V	41.9%	43.2%	55.4%	48.4%	41.6%	57.0%	28.3%	50.5%
%H (All HH)		100.0%	63.5%	10.0%	73.1%	46.2%	26.9%	84.1%
%H (TV HH)			63.5%	10.0%	73.1%	46.2%	26.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
Main living room	683	683	342	61	521	241	280	481
%V	95.0%	98.1%	99.1%	98.4%	98.5%	98.8%	97.9%	96.0%
%H (All HH)		100.0%	50.1%	8.9%	76.3%	35.3%	41.0%	70.4%
%H (TV HH)			50.1%	8.9%	76.3%	35.3%	41.0%	
Kitchen	156	156	81	9	139	73	66	119
%V	21.7%	22.4%	23.5%	14.5%	26.3%	29.9%	23.1%	23.8%
%H (All HH)		100.0%	51.9%	5.8%	89.1%	46.8%	42.3%	76.3%
%H (TV HH)			51.9%	5.8%	89.1%	46.8%	42.3%	
Adult's bedroom	246	246	137	26	200	116	84	197
%V	34.2%	35.3%	39.7%	41.9%	37.8%	47.5%	29.4%	39.3%
%H (All HH)		100.0%	55.7%	10.6%	81.3%	47.2%	34.1%	80.1%
%H (TV HH)			55.7%	10.6%	81.3%	47.2%	34.1%	
Child's bedroom	48	48	33	5	39	29	10	45
%V	6.7%	6.9%	9.6%	8.1%	7.4%	11.9%	3.5%	9.0%
%H (All HH)		100.0%	68.8%	10.4%	81.3%	60.4%	20.8%	93.8%
%H (TV HH)			68.8%	10.4%	81.3%	60.4%	20.8%	
Other bedroom	25	25	14	4	22	13	9	23
%V	3.5%	3.6%	4.1%	6.5%	4.2%	5.3%	3.1%	4.6%
%H (All HH)		100.0%	56.0%	16.0%	88.0%	52.0%	36.0%	92.0%
%H (TV HH)			56.0%	16.0%	88.0%	52.0%	36.0%	
Second living/dining room	116	116	71	10	91	55	36	105
%V	16.1%	16.7%	20.6%	16.1%	17.2%	22.5%	12.6%	21.0%
%H (All HH)		100.0%	61.2%	8.6%	78.4%	47.4%	31.0%	90.5%
%H (TV HH)			61.2%	8.6%	78.4%	47.4%	31.0%	
Study/office	7	7	4	0	6	4	2	6
%V	1.0%	1.0%	1.2%	0.0%	1.1%	1.6%	0.7%	1.2%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	57.1%	28.6%	85.7%
%H (TV HH)			57.1%	0.0%	85.7%	57.1%	28.6%	
TV room	7	7	5	1	6	4	2	7
%V	1.0%	1.0%	1.4%	1.6%	1.1%	1.6%	0.7%	1.4%
%H (All HH)		100.0%	71.4%	14.3%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	85.7%	57.1%	28.6%	
Conservatory	9	9	6	0	7	4	3	8
%V	1.3%	1.3%	1.7%	0.0%	1.3%	1.6%	1.0%	1.6%
%H (All HH)		100.0%	66.7%	0.0%	77.8%	44.4%	33.3%	88.9%
%H (TV HH)			66.7%	0.0%	77.8%	44.4%	33.3%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	3	3	2	0	3	2	1	2
%V	0.4%	0.4%	0.6%	0.0%	0.6%	0.8%	0.3%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
Any DSAT provider	345	345	345	4	218	218	0	288
%V	48.0%	49.6%	100.0%	6.5%	41.2%	89.3%	0.0%	57.5%
%H (All HH)			100.0%	1.2%	63.2%	63.2%	0.0%	83.5%
%H (TV HH)			100.0%	1.2%	63.2%	63.2%	0.0%	
Sky with subscription	304	304	304	2	195	195	0	259
%V	42.3%	43.7%	88.1%	3.2%	36.9%	79.9%	0.0%	51.7%
%H (All HH)			100.0%	0.7%	64.1%	64.1%	0.0%	85.2%
%H (TV HH)			100.0%	0.7%	64.1%	64.1%	0.0%	
Sky without subscription	19	19	19	0	11	11	0	12
%V	2.6%	2.7%	5.5%	0.0%	2.1%	4.5%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	57.9%	57.9%	0.0%	63.2%
%H (TV HH)			100.0%	0.0%	57.9%	57.9%	0.0%	
Freesat	17	17	17	0	11	11	0	13
%V	2.4%	2.4%	4.9%	0.0%	2.1%	4.5%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	64.7%	64.7%	0.0%	76.5%
%H (TV HH)			100.0%	0.0%	64.7%	64.7%	0.0%	
Other satellite provider	10	10	10	1	4	4	0	9
%V	1.4%	1.4%	2.9%	1.6%	0.8%	1.6%	0.0%	1.8%
%H (All HH)			100.0%	10.0%	40.0%	40.0%	0.0%	90.0%
%H (TV HH)			100.0%	10.0%	40.0%	40.0%	0.0%	
DCAB	62	62	4	62	28	28	0	51
%V	8.6%	8.9%	1.2%	100.0%	5.3%	11.5%	0.0%	10.2%
%H (All HH)			6.5%	100.0%	45.2%	45.2%	0.0%	82.3%
%H (TV HH)			6.5%	100.0%	45.2%	45.2%	0.0%	
DTT	529	529	218	28	529	244	286	355
%V	73.6%	76.0%	63.2%	45.2%	100.0%	100.0%	100.0%	70.9%
%H (All HH)		100.0%	41.2%	5.3%	100.0%	46.1%	54.1%	67.1%
%H (TV HH)			41.2%	5.3%	100.0%	46.1%	54.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (TV HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
PVR	347	347	270	37	234	191	43	293
%V	48.3%	49.9%	78.3%	59.7%	44.2%	78.3%	15.0%	58.5%
%H (All HH)		100.0%	77.8%	10.7%	67.4%	55.0%	12.4%	84.4%
%H (TV HH)			77.8%	10.7%	67.4%	55.0%	12.4%	
DVDR	40	40	21	4	30	15	15	31
%V	5.6%	5.7%	6.1%	6.5%	5.7%	6.1%	5.2%	6.2%
%H (All HH)		100.0%	52.5%	10.0%	75.0%	37.5%	37.5%	77.5%
%H (TV HH)			52.5%	10.0%	75.0%	37.5%	37.5%	
VCR	20	20	7	1	17	5	12	12
%V	2.8%	2.9%	2.0%	1.6%	3.2%	2.0%	4.2%	2.4%
%H (All HH)		100.0%	35.0%	5.0%	85.0%	25.0%	60.0%	60.0%
%H (TV HH)			35.0%	5.0%	85.0%	25.0%	60.0%	
Any recorder	373	373	277	38	256	195	60	307
%V	51.9%	53.6%	80.3%	61.3%	48.4%	79.9%	21.0%	61.3%
%H (All HH)		100.0%	74.3%	10.2%	68.6%	52.3%	16.1%	82.3%
%H (TV HH)			74.3%	10.2%	68.6%	52.3%	16.1%	
Receives HDTV (via STB or built-in reception)	285	285	175	37	210	134	76	231
%V	39.6%	40.9%	50.7%	59.7%	39.7%	54.9%	26.6%	46.1%
%H (All HH)		100.0%	61.4%	13.0%	73.7%	47.0%	26.7%	81.1%
%H (TV HH)			61.4%	13.0%	73.7%	47.0%	26.7%	
DVD/Blu-ray player or recorder	497	497	268	46	378	194	184	386
%V	69.1%	71.4%	77.7%	74.2%	71.5%	79.5%	64.3%	77.0%
%H (All HH)		100.0%	53.9%	9.3%	76.1%	39.0%	37.0%	77.7%
%H (TV HH)			53.9%	9.3%	76.1%	39.0%	37.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	719	696	345	62	529	244	286	501
%V		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%
%H (All HH)			49.6%	8.9%	76.0%	35.1%	41.1%	
%H (TV HH)								
Has broadband internet	501	490	288	51	355	205	150	501
%V	69.7%	70.4%	83.5%	82.3%	67.1%	84.0%	52.4%	100.0%
%H (All HH)		97.8%	57.5%	10.2%	70.9%	40.9%	29.9%	100.0%
%H (TV HH)			58.8%	10.4%	72.4%	41.8%	30.6%	
Number of computers (PCs and laptops)								
0	202	192	53	10	161	36	126	11
%V	28.1%	27.6%	15.4%	16.1%	30.4%	14.8%	44.1%	2.2%
%H (All HH)		95.0%	26.2%	5.0%	79.7%	17.8%	62.4%	5.4%
%H (TV HH)			27.6%	5.2%	83.9%	18.8%	65.6%	
1	286	279	150	29	204	106	99	264
%V	39.8%	40.1%	43.5%	46.8%	38.6%	43.4%	34.6%	52.7%
%H (All HH)		97.6%	52.4%	10.1%	71.3%	37.1%	34.6%	92.3%
%H (TV HH)			53.8%	10.4%	73.1%	38.0%	35.5%	
2	138	135	82	14	97	57	40	135
%V	19.2%	19.4%	23.8%	22.6%	18.3%	23.4%	14.0%	26.9%
%H (All HH)		97.8%	59.4%	10.1%	70.3%	41.3%	29.0%	97.8%
%H (TV HH)			60.7%	10.4%	71.9%	42.2%	29.6%	
3	53	51	35	5	38	26	12	52
%V	7.4%	7.3%	10.1%	8.1%	7.2%	10.7%	4.2%	10.4%
%H (All HH)		96.2%	66.0%	9.4%	71.7%	49.1%	22.6%	98.1%
%H (TV HH)			68.6%	9.8%	74.5%	51.0%	23.5%	
4	22	22	15	3	16	11	5	22
%V	3.1%	3.2%	4.3%	4.8%	3.0%	4.5%	1.7%	4.4%
%H (All HH)		100.0%	68.2%	13.6%	72.7%	50.0%	22.7%	100.0%
%H (TV HH)			68.2%	13.6%	72.7%	50.0%	22.7%	
5+	17	17	11	2	12	9	4	17
%V	2.4%	2.4%	3.2%	3.2%	2.3%	3.7%	1.4%	3.4%
%H (All HH)		100.0%	64.7%	11.8%	70.6%	52.9%	23.5%	100.0%
%H (TV HH)			64.7%	11.8%	70.6%	52.9%	23.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		54.4%	8.8%	78.9%	42.1%	36.8%	77.5%
Under 20"	150	76	12	135	72	63	113
%V	10.6%	9.8%	9.6%	12.0%	12.0%	12.0%	10.3%
%H		50.7%	8.0%	90.0%	48.0%	42.0%	75.3%
20" - 29"	380	177	32	314	144	170	275
%V	26.8%	22.9%	25.6%	28.0%	24.1%	32.5%	25.0%
%H		46.6%	8.4%	82.6%	37.9%	44.7%	72.4%
30" - 39"	457	240	43	359	183	176	346
%V	32.2%	31.0%	34.4%	32.0%	30.6%	33.7%	31.5%
%H		52.5%	9.4%	78.6%	40.0%	38.5%	75.7%
40" and over	349	226	35	259	167	91	298
%V	24.6%	29.2%	28.0%	23.1%	27.9%	17.4%	27.1%
%H		64.8%	10.0%	74.2%	47.9%	26.1%	85.4%
Don't know	21	11	1	18	8	9	14
%V	1.5%	1.4%	0.8%	1.6%	1.3%	1.7%	1.3%
%H		52.4%	4.8%	85.7%	38.1%	42.9%	66.7%
Not Asked	63	43	2	36	24	14	54
%V	4.4%	5.6%	1.6%	3.2%	4.0%	2.7%	4.9%
%H		68.3%	3.2%	57.1%	38.1%	22.2%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		54.4%	8.8%	78.9%	42.1%	36.8%	77.5%
Main living room	687	344	62	525	243	281	484
%V	48.4%	44.5%	49.6%	46.8%	40.6%	53.7%	44.0%
%H		50.1%	9.0%	76.4%	35.4%	40.9%	70.5%
Kitchen	156	82	9	139	73	66	120
%V	11.0%	10.6%	7.2%	12.4%	12.2%	12.6%	10.9%
%H		52.6%	5.8%	89.1%	46.8%	42.3%	76.9%
Adult's bedroom	278	157	30	228	135	93	226
%V	19.6%	20.3%	24.0%	20.3%	22.6%	17.8%	20.5%
%H		56.5%	10.8%	82.0%	48.6%	33.5%	81.3%
Child's bedroom	61	43	6	50	37	13	58
%V	4.3%	5.6%	4.8%	4.5%	6.2%	2.5%	5.3%
%H		70.5%	9.8%	82.0%	60.7%	21.3%	95.1%
Other bedroom	30	17	4	27	17	10	27
%V	2.1%	2.2%	3.2%	2.4%	2.8%	1.9%	2.5%
%H		56.7%	13.3%	90.0%	56.7%	33.3%	90.0%
Second living/dining room	117	71	10	92	56	36	105
%V	8.2%	9.2%	8.0%	8.2%	9.4%	6.9%	9.5%
%H		60.7%	8.5%	78.6%	47.9%	30.8%	89.7%
Study/office	7	4	0	6	4	2	6
%V	0.5%	0.5%	0.0%	0.5%	0.7%	0.4%	0.5%
%H		57.1%	0.0%	85.7%	57.1%	28.6%	85.7%
TV room	7	5	1	6	4	2	7
%V	0.5%	0.6%	0.8%	0.5%	0.7%	0.4%	0.6%
%H		71.4%	14.3%	85.7%	57.1%	28.6%	100.0%
Conservatory	9	6	0	7	4	3	8
%V	0.6%	0.8%	0.0%	0.6%	0.7%	0.6%	0.7%
%H		66.7%	0.0%	77.8%	44.4%	33.3%	88.9%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	3	2	0	3	2	1	2
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
Not Asked	63	43	2	36	24	14	54
%V	4.4%	5.6%	1.6%	3.2%	4.0%	2.7%	4.9%
%H		68.3%	3.2%	57.1%	38.1%	22.2%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		54.4%	8.8%	78.9%	42.1%	36.8%	77.5%
PVR	465	375	46	309	261	48	405
%V	32.7%	48.5%	36.8%	27.6%	43.6%	9.2%	36.8%
%H		80.6%	9.9%	66.5%	56.1%	10.3%	87.1%
DVDR	45	24	5	34	17	16	36
%V	3.2%	3.1%	4.0%	3.0%	2.8%	3.1%	3.3%
%H		53.3%	11.1%	75.6%	37.8%	35.6%	80.0%
VCR	21	7	1	18	5	13	12
%V	1.5%	0.9%	0.8%	1.6%	0.8%	2.5%	1.1%
%H		33.3%	4.8%	85.7%	23.8%	61.9%	57.1%
Any recorder	500	386	48	338	269	69	426
%V	35.2%	49.9%	38.4%	30.2%	45.0%	13.2%	38.7%
%H		77.2%	9.6%	67.6%	53.8%	13.8%	85.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		54.4%	8.8%	78.9%	42.1%	36.8%	77.5%
Receives HDTV (via STB or built-in reception)	411	245	54	310	194	117	345
%V	28.9%	31.7%	43.2%	27.7%	32.4%	22.4%	31.4%
%H		59.6%	13.1%	75.4%	47.2%	28.5%	83.9%
DVD/Blu-ray player or recorder	711	403	68	552	309	243	586
%V	50.1%	52.1%	54.4%	49.2%	51.7%	46.5%	53.3%
%H		56.7%	9.6%	77.6%	43.5%	34.2%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		49.6%	8.9%	76.1%	35.1%	41.2%	70.5%
Under 20"	11	1	0	10	1	8	4
%V	1.6%	0.3%	0.0%	1.9%	0.4%	2.8%	0.8%
%H		9.1%	0.0%	90.9%	9.1%	72.7%	36.4%
20" - 29"	105	32	7	85	20	65	49
%V	15.1%	9.3%	11.3%	16.1%	8.2%	22.7%	10.0%
%H		30.5%	6.7%	81.0%	19.0%	61.9%	46.7%
30" - 39"	281	124	26	218	87	131	189
%V	40.4%	35.9%	41.9%	41.2%	35.7%	45.8%	38.6%
%H		44.1%	9.3%	77.6%	31.0%	46.6%	67.3%
40" and over	288	185	29	210	133	76	243
%V	41.4%	53.6%	46.8%	39.7%	54.5%	26.6%	49.6%
%H		64.2%	10.1%	72.9%	46.2%	26.4%	84.4%
Don't know	8	3	1	7	2	5	4
%V	1.2%	0.9%	1.6%	1.3%	0.8%	1.7%	0.8%
%H		37.5%	12.5%	87.5%	25.0%	62.5%	50.0%
Not Asked	2	0	0	0	1	1	1
%V	0.3%	0.0%	0.0%	0.0%	0.4%	0.3%	0.2%
%H		0.0%	0.0%	0.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		49.6%	8.9%	76.1%	35.1%	41.2%	70.5%
PVR	340	267	36	228	188	40	287
%V	48.9%	77.4%	58.1%	43.1%	77.0%	14.0%	58.6%
%H		78.5%	10.6%	67.1%	55.3%	11.8%	84.4%
DVDR	33	17	4	24	12	12	25
%V	4.7%	4.9%	6.5%	4.5%	4.9%	4.2%	5.1%
%H		51.5%	12.1%	72.7%	36.4%	36.4%	75.8%
VCR	16	4	1	13	3	10	9
%V	2.3%	1.2%	1.6%	2.5%	1.2%	3.5%	1.8%
%H		25.0%	6.3%	81.3%	18.8%	62.5%	56.3%
Any recorder	363	273	37	247	192	55	299
%V	52.2%	79.1%	59.7%	46.7%	78.7%	19.2%	61.0%
%H		75.2%	10.2%	68.0%	52.9%	15.2%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		49.6%	8.9%	76.1%	35.1%	41.2%	70.5%
Receives HDTV (via STB or built-in reception)	270	169	36	195	126	69	220
%V	38.8%	49.0%	58.1%	36.9%	51.6%	24.1%	44.9%
%H		62.6%	13.3%	72.2%	46.7%	25.6%	81.5%
DVD/Blu-ray player or recorder	462	249	42	348	177	172	357
%V	66.5%	72.2%	67.7%	65.8%	72.5%	60.1%	72.9%
%H		53.9%	9.1%	75.3%	38.3%	37.2%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	725	428	63	592	354	238	610
%H		59.0%	8.7%	81.7%	48.8%	32.8%	84.1%
Under 20"	140	75	12	125	71	54	110
%V	19.3%	17.5%	19.0%	21.1%	20.1%	22.7%	18.0%
%H		53.6%	8.6%	89.3%	50.7%	38.6%	78.6%
20" - 29"	275	146	25	229	124	105	225
%V	37.9%	34.1%	39.7%	38.7%	35.0%	44.1%	36.9%
%H		53.1%	9.1%	83.3%	45.1%	38.2%	81.8%
30" - 39"	176	116	16	141	96	45	157
%V	24.3%	27.1%	25.4%	23.8%	27.1%	18.9%	25.7%
%H		65.9%	9.1%	80.1%	54.5%	25.6%	89.2%
40" and over	61	41	6	49	34	15	55
%V	8.4%	9.6%	9.5%	8.3%	9.6%	6.3%	9.0%
%H		67.2%	9.8%	80.3%	55.7%	24.6%	90.2%
Don't know	13	8	1	11	7	5	10
%V	1.8%	1.9%	1.6%	1.9%	2.0%	2.1%	1.6%
%H		61.5%	7.7%	84.6%	53.8%	38.5%	76.9%
Not Asked	60	42	3	37	22	14	53
%V	8.3%	9.8%	4.8%	6.3%	6.2%	5.9%	8.7%
%H		70.0%	5.0%	61.7%	36.7%	23.3%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	725	428	63	592	354	238	610
%H		59.0%	8.7%	81.7%	48.8%	32.8%	84.1%
PVR	125	108	11	81	73	8	117
%V	17.2%	25.2%	17.5%	13.7%	20.6%	3.4%	19.2%
%H		86.4%	8.8%	64.8%	58.4%	6.4%	93.6%
DVDR	11	7	1	10	6	4	11
%V	1.5%	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%
%H		63.6%	9.1%	90.9%	54.5%	36.4%	100.0%
VCR	5	2	0	5	2	3	4
%V	0.7%	0.5%	0.0%	0.8%	0.6%	1.3%	0.7%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	137	113	11	92	78	14	127
%V	18.9%	26.4%	17.5%	15.5%	22.0%	5.9%	20.8%
%H		82.5%	8.0%	67.2%	56.9%	10.2%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	725	428	63	592	354	238	610
%H		59.0%	8.7%	81.7%	48.8%	32.8%	84.1%
Receives HDTV (via STB or built-in reception)	141	76	18	115	67	48	126
%V	19.4%	17.8%	28.6%	19.4%	18.9%	20.2%	20.7%
%H		53.9%	12.8%	81.6%	47.5%	34.0%	89.4%
DVD/Blu-ray player or recorder	248	154	25	204	133	71	229
%V	34.2%	36.0%	39.7%	34.5%	37.6%	29.8%	37.5%
%H		62.1%	10.1%	82.3%	53.6%	28.6%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1812	1764	979	159	1317	691	626	1458
%H		97.4%	54.0%	8.8%	72.7%	38.1%	34.5%	80.5%
Total Children	384	377	236	35	262	156	105	347
%V	21.2%	21.4%	24.1%	22.0%	19.9%	22.6%	16.8%	23.8%
%H		98.2%	61.5%	9.1%	68.2%	40.6%	27.3%	90.4%
0 - 3	97	95	61	8	64	38	26	84
%V	5.4%	5.4%	6.2%	5.0%	4.9%	5.5%	4.2%	5.8%
%H		97.9%	62.9%	8.2%	66.0%	39.2%	26.8%	86.6%
4 - 15	286	281	175	27	198	119	79	263
%V	15.8%	15.9%	17.9%	17.0%	15.0%	17.2%	12.6%	18.0%
%H		98.3%	61.2%	9.4%	69.2%	41.6%	27.6%	92.0%
4 - 9	146	143	93	14	97	61	37	132
%V	8.1%	8.1%	9.5%	8.8%	7.4%	8.8%	5.9%	9.1%
%H		97.9%	63.7%	9.6%	66.4%	41.8%	25.3%	90.4%
10 - 15	141	139	83	13	101	58	43	131
%V	7.8%	7.9%	8.5%	8.2%	7.7%	8.4%	6.9%	9.0%
%H		98.6%	58.9%	9.2%	71.6%	41.1%	30.5%	92.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1812	1764	979	159	1317	691	626	1458
%H		97.4%	54.0%	8.8%	72.7%	38.1%	34.5%	80.5%
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%V	78.9%	78.6%	75.9%	78.0%	80.1%	77.4%	83.1%	76.2%
%H		97.1%	52.0%	8.7%	73.8%	37.4%	36.4%	77.7%
16 - 19	96	93	57	8	69	40	29	89
%V	5.3%	5.3%	5.8%	5.0%	5.2%	5.8%	4.6%	6.1%
%H		96.9%	59.4%	8.3%	71.9%	41.7%	30.2%	92.7%
20 - 24	116	111	59	11	85	45	40	101
%V	6.4%	6.3%	6.0%	6.9%	6.5%	6.5%	6.4%	6.9%
%H		95.7%	50.9%	9.5%	73.3%	38.8%	34.5%	87.1%
25 - 34	253	241	146	25	172	100	71	216
%V	14.0%	13.7%	14.9%	15.7%	13.1%	14.5%	11.3%	14.8%
%H		95.3%	57.7%	9.9%	68.0%	39.5%	28.1%	85.4%
35 - 44	245	238	147	23	170	102	68	218
%V	13.5%	13.5%	15.0%	14.5%	12.9%	14.8%	10.9%	15.0%
%H		97.1%	60.0%	9.4%	69.4%	41.6%	27.8%	89.0%
45 - 54	254	249	141	21	188	100	88	219
%V	14.0%	14.1%	14.4%	13.2%	14.3%	14.5%	14.1%	15.0%
%H		98.0%	55.5%	8.3%	74.0%	39.4%	34.6%	86.2%
55 - 64	198	194	102	20	151	77	74	153
%V	10.9%	11.0%	10.4%	12.6%	11.5%	11.1%	11.8%	10.5%
%H		98.0%	51.5%	10.1%	76.3%	38.9%	37.4%	77.3%
65+	266	261	91	17	221	72	150	115
%V	14.7%	14.8%	9.3%	10.7%	16.8%	10.4%	24.0%	7.9%
%H		98.1%	34.2%	6.4%	83.1%	27.1%	56.4%	43.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%H		97.1%	52.0%	8.7%	73.8%	37.4%	36.4%	77.7%
AB	310	304	172	35	224	125	99	285
%V	21.7%	21.9%	23.1%	28.2%	21.2%	23.4%	19.0%	25.7%
%H		98.1%	55.5%	11.3%	72.3%	40.3%	31.9%	91.9%
C1	350	338	194	28	255	142	113	302
%V	24.5%	24.4%	26.1%	22.6%	24.2%	26.5%	21.7%	27.2%
%H		96.6%	55.4%	8.0%	72.9%	40.6%	32.3%	86.3%
C2	308	301	167	23	234	122	112	250
%V	21.6%	21.7%	22.5%	18.5%	22.2%	22.8%	21.5%	22.5%
%H		97.7%	54.2%	7.5%	76.0%	39.6%	36.4%	81.2%
D	238	230	121	18	175	86	89	174
%V	16.7%	16.6%	16.3%	14.5%	16.6%	16.1%	17.1%	15.7%
%H		96.6%	50.8%	7.6%	73.5%	36.1%	37.4%	73.1%
E	222	216	89	20	168	61	107	99
%V	15.5%	15.6%	12.0%	16.1%	15.9%	11.4%	20.6%	8.9%
%H		97.3%	40.1%	9.0%	75.7%	27.5%	48.2%	44.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%H		97.1%	52.0%	8.7%	73.8%	37.4%	36.4%	77.7%
Working full time	603	585	349	54	432	248	185	534
%V	42.2%	42.2%	47.0%	43.5%	40.9%	46.4%	35.6%	48.1%
%H		97.0%	57.9%	9.0%	71.6%	41.1%	30.7%	88.6%
Working part time	158	156	91	15	117	66	50	139
%V	11.1%	11.2%	12.2%	12.1%	11.1%	12.3%	9.6%	12.5%
%H		98.7%	57.6%	9.5%	74.1%	41.8%	31.6%	88.0%
Not working	667	646	303	56	506	221	285	438
%V	46.7%	46.6%	40.8%	45.2%	48.0%	41.3%	54.8%	39.4%
%H		96.9%	45.4%	8.4%	75.9%	33.1%	42.7%	65.7%
Housewife/Houseperson	719	696	345	62	529	244	286	501
%V	50.3%	50.2%	46.4%	50.0%	50.1%	45.6%	55.0%	45.1%
%H		96.8%	48.0%	8.6%	73.6%	33.9%	39.8%	69.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	693	670	369	59	506	265	241	548
%H		96.7%	53.2%	8.5%	73.0%	38.2%	34.8%	79.1%
16 - 19	49	48	29	4	35	19	15	46
%V	7.1%	7.2%	7.9%	6.8%	6.9%	7.2%	6.2%	8.4%
%H		98.0%	59.2%	8.2%	71.4%	38.8%	30.6%	93.9%
20 - 24	58	55	31	6	41	24	17	51
%V	8.4%	8.2%	8.4%	10.2%	8.1%	9.1%	7.1%	9.3%
%H		94.8%	53.4%	10.3%	70.7%	41.4%	29.3%	87.9%
25 - 34	123	117	72	11	83	50	34	105
%V	17.7%	17.5%	19.5%	18.6%	16.4%	18.9%	14.1%	19.2%
%H		95.1%	58.5%	8.9%	67.5%	40.7%	27.6%	85.4%
35 - 44	120	116	72	11	84	51	33	105
%V	17.3%	17.3%	19.5%	18.6%	16.6%	19.2%	13.7%	19.2%
%H		96.7%	60.0%	9.2%	70.0%	42.5%	27.5%	87.5%
45 - 54	125	123	69	10	91	47	44	107
%V	18.0%	18.4%	18.7%	16.9%	18.0%	17.7%	18.3%	19.5%
%H		98.4%	55.2%	8.0%	72.8%	37.6%	35.2%	85.6%
55 - 64	98	95	51	10	75	40	35	76
%V	14.1%	14.2%	13.8%	16.9%	14.8%	15.1%	14.5%	13.9%
%H		96.9%	52.0%	10.2%	76.5%	40.8%	35.7%	77.6%
65+	119	117	45	8	97	34	63	57
%V	17.2%	17.5%	12.2%	13.6%	19.2%	12.8%	26.1%	10.4%
%H		98.3%	37.8%	6.7%	81.5%	28.6%	52.9%	47.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	693	670	369	59	506	265	241	548
%H		96.7%	53.2%	8.5%	73.0%	38.2%	34.8%	79.1%
AB	155	151	88	16	112	63	48	143
%V	22.4%	22.5%	23.8%	27.1%	22.1%	23.8%	19.9%	26.1%
%H		97.4%	56.8%	10.3%	72.3%	40.6%	31.0%	92.3%
C1	163	156	92	14	117	67	49	144
%V	23.5%	23.3%	24.9%	23.7%	23.1%	25.3%	20.3%	26.3%
%H		95.7%	56.4%	8.6%	71.8%	41.1%	30.1%	88.3%
C2	165	161	89	12	125	65	60	131
%V	23.8%	24.0%	24.1%	20.3%	24.7%	24.5%	24.9%	23.9%
%H		97.6%	53.9%	7.3%	75.8%	39.4%	36.4%	79.4%
D	113	108	60	10	82	44	38	85
%V	16.3%	16.1%	16.3%	16.9%	16.2%	16.6%	15.8%	15.5%
%H		95.6%	53.1%	8.8%	72.6%	38.9%	33.6%	75.2%
E	97	93	40	8	71	26	45	45
%V	14.0%	13.9%	10.8%	13.6%	14.0%	9.8%	18.7%	8.2%
%H		95.9%	41.2%	8.2%	73.2%	26.8%	46.4%	46.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	693	670	369	59	506	265	241	548
%H		96.7%	53.2%	8.5%	73.0%	38.2%	34.8%	79.1%
Working full time	377	366	219	34	271	157	114	332
%V	54.4%	54.6%	59.3%	57.6%	53.6%	59.2%	47.3%	60.6%
%H		97.1%	58.1%	9.0%	71.9%	41.6%	30.2%	88.1%
Working part time	32	31	17	2	26	13	12	27
%V	4.6%	4.6%	4.6%	3.4%	5.1%	4.9%	5.0%	4.9%
%H		96.9%	53.1%	6.3%	81.3%	40.6%	37.5%	84.4%
Not working	283	273	133	23	210	95	115	188
%V	40.8%	40.7%	36.0%	39.0%	41.5%	35.8%	47.7%	34.3%
%H		96.5%	47.0%	8.1%	74.2%	33.6%	40.6%	66.4%
Housewife/Houseperson	145	136	57	12	104	39	65	75
%V	20.9%	20.3%	15.4%	20.3%	20.6%	14.7%	27.0%	13.7%
%H		93.8%	39.3%	8.3%	71.7%	26.9%	44.8%	51.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	735	718	374	65	549	270	279	564
%H		97.7%	50.9%	8.8%	74.7%	36.7%	38.0%	76.7%
16 - 19	47	46	28	4	34	20	14	43
%V	6.4%	6.4%	7.5%	6.2%	6.2%	7.4%	5.0%	7.6%
%H		97.9%	59.6%	8.5%	72.3%	42.6%	29.8%	91.5%
20 - 24	58	56	28	5	44	22	22	50
%V	7.9%	7.8%	7.5%	7.7%	8.0%	8.1%	7.9%	8.9%
%H		96.6%	48.3%	8.6%	75.9%	37.9%	37.9%	86.2%
25 - 34	130	125	74	14	88	51	37	111
%V	17.7%	17.4%	19.8%	21.5%	16.0%	18.9%	13.3%	19.7%
%H		96.2%	56.9%	10.8%	67.7%	39.2%	28.5%	85.4%
35 - 44	125	122	75	12	86	51	35	113
%V	17.0%	17.0%	20.1%	18.5%	15.7%	18.9%	12.5%	20.0%
%H		97.6%	60.0%	9.6%	68.8%	40.8%	28.0%	90.4%
45 - 54	129	127	72	11	96	52	44	112
%V	17.6%	17.7%	19.3%	16.9%	17.5%	19.3%	15.8%	19.9%
%H		98.4%	55.8%	8.5%	74.4%	40.3%	34.1%	86.8%
55 - 64	100	99	50	10	76	37	39	77
%V	13.6%	13.8%	13.4%	15.4%	13.8%	13.7%	14.0%	13.7%
%H		99.0%	50.0%	10.0%	76.0%	37.0%	39.0%	77.0%
65+	147	144	47	9	124	38	87	58
%V	20.0%	20.1%	12.6%	13.8%	22.6%	14.1%	31.2%	10.3%
%H		98.0%	32.0%	6.1%	84.4%	25.9%	59.2%	39.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	735	718	374	65	549	270	279	564
%H		97.7%	50.9%	8.8%	74.7%	36.7%	38.0%	76.7%
AB	155	152	84	19	113	61	51	143
%V	21.1%	21.2%	22.5%	29.2%	20.6%	22.6%	18.3%	25.4%
%H		98.1%	54.2%	12.3%	72.9%	39.4%	32.9%	92.3%
C1	187	181	102	14	138	74	64	158
%V	25.4%	25.2%	27.3%	21.5%	25.1%	27.4%	22.9%	28.0%
%H		96.8%	54.5%	7.5%	73.8%	39.6%	34.2%	84.5%
C2	142	140	78	11	109	57	52	120
%V	19.3%	19.5%	20.9%	16.9%	19.9%	21.1%	18.6%	21.3%
%H		98.6%	54.9%	7.7%	76.8%	40.1%	36.6%	84.5%
D	125	121	61	9	93	42	51	89
%V	17.0%	16.9%	16.3%	13.8%	16.9%	15.6%	18.3%	15.8%
%H		96.8%	48.8%	7.2%	74.4%	33.6%	40.8%	71.2%
E	125	123	49	12	97	36	61	54
%V	17.0%	17.1%	13.1%	18.5%	17.7%	13.3%	21.9%	9.6%
%H		98.4%	39.2%	9.6%	77.6%	28.8%	48.8%	43.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	735	718	374	65	549	270	279	564
%H		97.7%	50.9%	8.8%	74.7%	36.7%	38.0%	76.7%
Working full time	226	220	130	20	162	91	71	201
%V	30.7%	30.6%	34.8%	30.8%	29.5%	33.7%	25.4%	35.6%
%H		97.3%	57.5%	8.8%	71.7%	40.3%	31.4%	88.9%
Working part time	126	125	74	13	91	53	38	113
%V	17.1%	17.4%	19.8%	20.0%	16.6%	19.6%	13.6%	20.0%
%H		99.2%	58.7%	10.3%	72.2%	42.1%	30.2%	89.7%
Not working	384	374	170	32	296	126	170	250
%V	52.2%	52.1%	45.5%	49.2%	53.9%	46.7%	60.9%	44.3%
%H		97.4%	44.3%	8.3%	77.1%	32.8%	44.3%	65.1%
Housewife/Houseperson	575	560	288	50	425	204	221	426
%V	78.2%	78.0%	77.0%	76.9%	77.4%	75.6%	79.2%	75.5%
%H		97.4%	50.1%	8.7%	73.9%	35.5%	38.4%	74.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
AB	277	268	158	22	189	103	87	242
%V	20.9%	20.9%	21.3%	19.3%	21.7%	23.0%	20.6%	26.3%
%H (All HH)		96.8%	57.0%	7.9%	68.2%	37.2%	31.4%	87.4%
%H (TV HH)			59.0%	8.2%	70.5%	38.4%	32.5%	
C1	332	317	182	34	211	113	98	257
%V	25.0%	24.7%	24.6%	29.8%	24.2%	25.2%	23.2%	28.0%
%H (All HH)		95.5%	54.8%	10.2%	63.6%	34.0%	29.5%	77.4%
%H (TV HH)			57.4%	10.7%	66.6%	35.6%	30.9%	
C2	291	286	175	26	201	116	85	212
%V	21.9%	22.3%	23.6%	22.8%	23.1%	25.9%	20.1%	23.1%
%H (All HH)		98.3%	60.1%	8.9%	69.1%	39.9%	29.2%	72.9%
%H (TV HH)			61.2%	9.1%	70.3%	40.6%	29.7%	
D	239	235	139	20	152	76	75	140
%V	18.0%	18.3%	18.8%	17.5%	17.5%	17.0%	17.8%	15.2%
%H (All HH)		98.3%	58.2%	8.4%	63.6%	31.8%	31.4%	58.6%
%H (TV HH)			59.1%	8.5%	64.7%	32.3%	31.9%	
E	188	180	87	12	118	40	78	68
%V	14.2%	14.0%	11.7%	10.5%	13.5%	8.9%	18.5%	7.4%
%H (All HH)		95.7%	46.3%	6.4%	62.8%	21.3%	41.5%	36.2%
%H (TV HH)			48.3%	6.7%	65.6%	22.2%	43.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%V		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (All HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
%H (TV HH)								
Under 25	61	54	29	5	28	12	16	40
%V	4.6%	4.2%	3.9%	4.4%	3.2%	2.7%	3.8%	4.4%
%H (All HH)		88.5%	47.5%	8.2%	45.9%	19.7%	26.2%	65.6%
%H (TV HH)			53.7%	9.3%	51.9%	22.2%	29.6%	
25 - 34	187	179	114	16	106	60	46	148
%V	14.1%	13.9%	15.4%	14.0%	12.2%	13.4%	10.9%	16.1%
%H (All HH)		95.7%	61.0%	8.6%	56.7%	32.1%	24.6%	79.1%
%H (TV HH)			63.7%	8.9%	59.2%	33.5%	25.7%	
35 - 44	207	198	132	21	125	79	46	178
%V	15.6%	15.4%	17.8%	18.4%	14.4%	17.6%	10.9%	19.4%
%H (All HH)		95.7%	63.8%	10.1%	60.4%	38.2%	22.2%	86.0%
%H (TV HH)			66.7%	10.6%	63.1%	39.9%	23.2%	
45 - 54	260	254	158	24	175	102	73	219
%V	19.6%	19.8%	21.3%	21.1%	20.1%	22.8%	17.3%	23.8%
%H (All HH)		97.7%	60.8%	9.2%	67.3%	39.2%	28.1%	84.2%
%H (TV HH)			62.2%	9.4%	68.9%	40.2%	28.7%	
55 - 64	229	224	132	21	156	85	71	172
%V	17.3%	17.4%	17.8%	18.4%	17.9%	19.0%	16.8%	18.7%
%H (All HH)		97.8%	57.6%	9.2%	68.1%	37.1%	31.0%	75.1%
%H (TV HH)			58.9%	9.4%	69.6%	37.9%	31.7%	
65 +	382	374	177	27	280	110	171	163
%V	28.8%	29.1%	23.9%	23.7%	32.1%	24.6%	40.5%	17.7%
%H (All HH)		97.9%	46.3%	7.1%	73.3%	28.8%	44.8%	42.7%
%H (TV HH)			47.3%	7.2%	74.9%	29.4%	45.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
1	418	396	168	31	281	88	193	177
%V	31.5%	30.8%	22.7%	27.2%	32.3%	19.6%	45.7%	19.3%
%H (All HH)		94.7%	40.2%	7.4%	67.2%	21.1%	46.2%	42.3%
%H (TV HH)			42.4%	7.8%	71.0%	22.2%	48.7%	
2	443	435	261	40	290	158	132	330
%V	33.4%	33.9%	35.2%	35.1%	33.3%	35.3%	31.3%	35.9%
%H (All HH)		98.2%	58.9%	9.0%	65.5%	35.7%	29.8%	74.5%
%H (TV HH)			60.0%	9.2%	66.7%	36.3%	30.3%	
3	228	223	148	24	147	97	50	197
%V	17.2%	17.4%	20.0%	21.1%	16.9%	21.7%	11.8%	21.4%
%H (All HH)		97.8%	64.9%	10.5%	64.5%	42.5%	21.9%	86.4%
%H (TV HH)			66.4%	10.8%	65.9%	43.5%	22.4%	
4	166	162	114	14	110	75	35	152
%V	12.5%	12.6%	15.4%	12.3%	12.6%	16.7%	8.3%	16.5%
%H (All HH)		97.6%	68.7%	8.4%	66.3%	45.2%	21.1%	91.6%
%H (TV HH)			70.4%	8.6%	67.9%	46.3%	21.6%	
5+	72	69	49	7	42	30	12	63
%V	5.4%	5.4%	6.6%	6.1%	4.8%	6.7%	2.8%	6.9%
%H (All HH)		95.8%	68.1%	9.7%	58.3%	41.7%	16.7%	87.5%
%H (TV HH)			71.0%	10.1%	60.9%	43.5%	17.4%	
Average HH size	2.30	2.30	2.51	2.37	2.27	2.58	1.94	2.59

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
Without	999	963	517	87	670	317	353	640
%V	75.3%	74.9%	69.8%	76.3%	76.9%	70.8%	83.6%	69.6%
%H (All HH)		96.4%	51.8%	8.7%	67.1%	31.7%	35.3%	64.1%
%H (TV HH)			53.7%	9.0%	69.6%	32.9%	36.7%	
With	327	322	224	27	201	131	70	279
%V	24.6%	25.1%	30.2%	23.7%	23.1%	29.2%	16.6%	30.4%
%H (All HH)		98.5%	68.5%	8.3%	61.5%	40.1%	21.4%	85.3%
%H (TV HH)			69.6%	8.4%	62.4%	40.7%	21.7%	
0 - 3	120	118	80	9	66	38	28	97
%V	9.0%	9.2%	10.8%	7.9%	7.6%	8.5%	6.6%	10.6%
%H (All HH)		98.3%	66.7%	7.5%	55.0%	31.7%	23.3%	80.8%
%H (TV HH)			67.8%	7.6%	55.9%	32.2%	23.7%	
4 - 9	163	161	114	12	97	62	35	138
%V	12.3%	12.5%	15.4%	10.5%	11.1%	13.8%	8.3%	15.0%
%H (All HH)		98.8%	69.9%	7.4%	59.5%	38.0%	21.5%	84.7%
%H (TV HH)			70.8%	7.5%	60.2%	38.5%	21.7%	
10 - 15	156	154	110	13	104	73	31	139
%V	11.8%	12.0%	14.8%	11.4%	11.9%	16.3%	7.3%	15.1%
%H (All HH)		98.7%	70.5%	8.3%	66.7%	46.8%	19.9%	89.1%
%H (TV HH)			71.4%	8.4%	67.5%	47.4%	20.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
1	460	460	213	36	263	61	202	255
%V	34.7%	35.8%	28.7%	31.6%	30.2%	13.6%	47.9%	27.7%
%H (All HH)		100.0%	46.3%	7.8%	57.2%	13.3%	43.9%	55.4%
%H (TV HH)			46.3%	7.8%	57.2%	13.3%	43.9%	
2	447	447	264	43	315	174	141	313
%V	33.7%	34.8%	35.6%	37.7%	36.2%	38.8%	33.4%	34.1%
%H (All HH)		100.0%	59.1%	9.6%	70.5%	38.9%	31.5%	70.0%
%H (TV HH)			59.1%	9.6%	70.5%	38.9%	31.5%	
3	223	223	150	21	167	114	53	184
%V	16.8%	17.4%	20.2%	18.4%	19.2%	25.4%	12.6%	20.0%
%H (All HH)		100.0%	67.3%	9.4%	74.9%	51.1%	23.8%	82.5%
%H (TV HH)			67.3%	9.4%	74.9%	51.1%	23.8%	
4	101	101	75	8	80	62	18	91
%V	7.6%	7.9%	10.1%	7.0%	9.2%	13.8%	4.3%	9.9%
%H (All HH)		100.0%	74.3%	7.9%	79.2%	61.4%	17.8%	90.1%
%H (TV HH)			74.3%	7.9%	79.2%	61.4%	17.8%	
5+	54	54	40	6	46	37	9	51
%V	4.1%	4.2%	5.4%	5.3%	5.3%	8.3%	2.1%	5.5%
%H (All HH)		100.0%	74.1%	11.1%	85.2%	68.5%	16.7%	94.4%
%H (TV HH)			74.1%	11.1%	85.2%	68.5%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
Under 20"	321	321	187	28	268	162	107	236
%V	24.2%	25.0%	25.2%	24.6%	30.8%	36.2%	25.4%	25.7%
%H (All HH)		100.0%	58.3%	8.7%	83.5%	50.5%	33.3%	73.5%
%H (TV HH)			58.3%	8.7%	83.5%	50.5%	33.3%	
20" - 29"	540	540	299	46	411	215	196	367
%V	40.7%	42.0%	40.4%	40.4%	47.2%	48.0%	46.4%	39.9%
%H (All HH)		100.0%	55.4%	8.5%	76.1%	39.8%	36.3%	68.0%
%H (TV HH)			55.4%	8.5%	76.1%	39.8%	36.3%	
30" - 39"	674	674	400	61	471	257	214	484
%V	50.8%	52.5%	54.0%	53.5%	54.1%	57.4%	50.7%	52.7%
%H (All HH)		100.0%	59.3%	9.1%	69.9%	38.1%	31.8%	71.8%
%H (TV HH)			59.3%	9.1%	69.9%	38.1%	31.8%	
40" and over	498	498	350	51	329	230	99	412
%V	37.5%	38.8%	47.2%	44.7%	37.8%	51.3%	23.5%	44.8%
%H (All HH)		100.0%	70.3%	10.2%	66.1%	46.2%	19.9%	82.7%
%H (TV HH)			70.3%	10.2%	66.1%	46.2%	19.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%V (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
Main living room	1261	1261	734	114	860	444	416	880
%V	95.0%	98.1%	99.1%	100.0%	98.7%	99.1%	98.6%	95.8%
%H (All HH)		100.0%	58.2%	9.0%	68.2%	35.2%	33.0%	69.8%
%H (TV HH)			58.2%	9.0%	68.2%	35.2%	33.0%	
Kitchen	180	180	114	12	153	98	55	139
%V	13.6%	14.0%	15.4%	10.5%	17.6%	21.9%	13.0%	15.1%
%H (All HH)		100.0%	63.3%	6.7%	85.0%	54.4%	30.6%	77.2%
%H (TV HH)			63.3%	6.7%	85.0%	54.4%	30.6%	
Adult's bedroom	528	528	339	55	409	273	136	415
%V	39.8%	41.1%	45.7%	48.2%	47.0%	60.9%	32.2%	45.2%
%H (All HH)		100.0%	64.2%	10.4%	77.5%	51.7%	25.8%	78.6%
%H (TV HH)			64.2%	10.4%	77.5%	51.7%	25.8%	
Child's bedroom	106	106	73	12	87	66	22	94
%V	8.0%	8.2%	9.9%	10.5%	10.0%	14.7%	5.2%	10.2%
%H (All HH)		100.0%	68.9%	11.3%	82.1%	62.3%	20.8%	88.7%
%H (TV HH)			68.9%	11.3%	82.1%	62.3%	20.8%	
Other bedroom	56	56	37	6	44	31	13	48
%V	4.2%	4.4%	5.0%	5.3%	5.1%	6.9%	3.1%	5.2%
%H (All HH)		100.0%	66.1%	10.7%	78.6%	55.4%	23.2%	85.7%
%H (TV HH)			66.1%	10.7%	78.6%	55.4%	23.2%	
Second living/dining room	157	157	98	16	127	83	44	129
%V	11.8%	12.2%	13.2%	14.0%	14.6%	18.5%	10.4%	14.0%
%H (All HH)		100.0%	62.4%	10.2%	80.9%	52.9%	28.0%	82.2%
%H (TV HH)			62.4%	10.2%	80.9%	52.9%	28.0%	
Study/office	16	16	11	2	12	9	3	15
%V	1.2%	1.2%	1.5%	1.8%	1.4%	2.0%	0.7%	1.6%
%H (All HH)		100.0%	68.8%	12.5%	75.0%	56.3%	18.8%	93.8%
%H (TV HH)			68.8%	12.5%	75.0%	56.3%	18.8%	
TV room	9	9	7	1	6	5	1	8
%V	0.7%	0.7%	0.9%	0.9%	0.7%	1.1%	0.2%	0.9%
%H (All HH)		100.0%	77.8%	11.1%	66.7%	55.6%	11.1%	88.9%
%H (TV HH)			77.8%	11.1%	66.7%	55.6%	11.1%	
Conservatory	25	25	18	1	20	14	6	21
%V	1.9%	1.9%	2.4%	0.9%	2.3%	3.1%	1.4%	2.3%
%H (All HH)		100.0%	72.0%	4.0%	80.0%	56.0%	24.0%	84.0%
%H (TV HH)			72.0%	4.0%	80.0%	56.0%	24.0%	
Attic or loft room	4	4	3	0	3	2	1	4
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	5	5	4	0	3	3	0	4
%V	0.4%	0.4%	0.5%	0.0%	0.3%	0.7%	0.0%	0.4%
%H (All HH)		100.0%	80.0%	0.0%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			80.0%	0.0%	60.0%	60.0%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
Any DSAT provider	741	741	741	6	386	386	0	576
%V	55.8%	57.7%	100.0%	5.3%	44.3%	86.2%	0.0%	62.7%
%H (All HH)			100.0%	0.8%	52.1%	52.1%	0.0%	77.7%
%H (TV HH)			100.0%	0.8%	52.1%	52.1%	0.0%	
Sky with subscription	601	601	601	4	317	317	0	488
%V	45.3%	46.8%	81.1%	3.5%	36.4%	70.8%	0.0%	53.1%
%H (All HH)			100.0%	0.7%	52.7%	52.7%	0.0%	81.2%
%H (TV HH)			100.0%	0.7%	52.7%	52.7%	0.0%	
Sky without subscription	78	78	78	1	37	37	0	42
%V	5.9%	6.1%	10.5%	0.9%	4.2%	8.3%	0.0%	4.6%
%H (All HH)			100.0%	1.3%	47.4%	47.4%	0.0%	53.8%
%H (TV HH)			100.0%	1.3%	47.4%	47.4%	0.0%	
Freesat	63	63	63	1	35	35	0	47
%V	4.7%	4.9%	8.5%	0.9%	4.0%	7.8%	0.0%	5.1%
%H (All HH)			100.0%	1.6%	55.6%	55.6%	0.0%	74.6%
%H (TV HH)			100.0%	1.6%	55.6%	55.6%	0.0%	
Other satellite provider	10	10	10	0	5	5	0	9
%V	0.8%	0.8%	1.3%	0.0%	0.6%	1.1%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	114	114	6	114	65	65	0	95
%V	8.6%	8.9%	0.8%	100.0%	7.5%	14.5%	0.0%	10.3%
%H (All HH)			5.3%	100.0%	57.0%	57.0%	0.0%	83.3%
%H (TV HH)			5.3%	100.0%	57.0%	57.0%	0.0%	
DTT	871	871	386	65	871	448	422	586
%V	65.6%	67.8%	52.1%	57.0%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	44.3%	7.5%	100.0%	51.4%	48.5%	67.3%
%H (TV HH)			44.3%	7.5%	100.0%	51.4%	48.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%H (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
PVR	783	783	582	84	484	363	121	648
%V	59.0%	60.9%	78.5%	73.7%	55.6%	81.0%	28.7%	70.5%
%H (All HH)		100.0%	74.3%	10.7%	61.8%	46.4%	15.5%	82.8%
%H (TV HH)			74.3%	10.7%	61.8%	46.4%	15.5%	
DVDR	90	90	51	10	63	34	29	71
%V	6.8%	7.0%	6.9%	8.8%	7.2%	7.6%	6.9%	7.7%
%H (All HH)		100.0%	56.7%	11.1%	70.0%	37.8%	32.2%	78.9%
%H (TV HH)			56.7%	11.1%	70.0%	37.8%	32.2%	
VCR	44	44	24	4	36	19	16	27
%V	3.3%	3.4%	3.2%	3.5%	4.1%	4.2%	3.8%	2.9%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	43.2%	36.4%	61.4%
%H (TV HH)			54.5%	9.1%	81.8%	43.2%	36.4%	
Any recorder	832	832	600	87	524	374	150	677
%V	62.7%	64.7%	81.0%	76.3%	60.2%	83.5%	35.5%	73.7%
%H (All HH)		100.0%	72.1%	10.5%	63.0%	45.0%	18.0%	81.4%
%H (TV HH)			72.1%	10.5%	63.0%	45.0%	18.0%	
Receives HDTV (via STB or built-in reception)	551	551	370	85	352	252	100	471
%V	41.5%	42.9%	49.9%	74.6%	40.4%	56.3%	23.7%	51.3%
%H (All HH)		100.0%	67.2%	15.4%	63.9%	45.7%	18.1%	85.5%
%H (TV HH)			67.2%	15.4%	63.9%	45.7%	18.1%	
DVD/Blu-ray player or recorder	1028	1028	614	98	708	389	319	761
%V	77.5%	80.0%	82.9%	86.0%	81.3%	86.8%	75.6%	82.8%
%H (All HH)		100.0%	59.7%	9.5%	68.9%	37.8%	31.0%	74.0%
%H (TV HH)			59.7%	9.5%	68.9%	37.8%	31.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1327	1285	741	114	871	448	422	919
%V (All HH)		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%
%H (TV HH)			57.7%	8.9%	67.8%	34.9%	32.8%	
Has broadband internet	919	895	576	95	586	365	221	919
%V	69.3%	69.6%	77.7%	83.3%	67.3%	81.5%	52.4%	100.0%
%H (All HH)		97.4%	62.7%	10.3%	63.8%	39.7%	24.0%	100.0%
%H (TV HH)			64.4%	10.6%	65.5%	40.8%	24.7%	
Number of computers (PCs and laptops)								
0	345	329	139	18	242	72	169	12
%V	26.0%	25.6%	18.8%	15.8%	27.8%	16.1%	40.0%	1.3%
%H (All HH)		95.4%	40.3%	5.2%	70.1%	20.9%	49.0%	3.5%
%H (TV HH)			42.2%	5.5%	73.6%	21.9%	51.4%	
1	502	490	291	41	317	161	155	445
%V	37.8%	38.1%	39.3%	36.0%	36.4%	35.9%	36.7%	48.4%
%H (All HH)		97.6%	58.0%	8.2%	63.1%	32.1%	30.9%	88.6%
%H (TV HH)			59.4%	8.4%	64.7%	32.9%	31.6%	
2	260	254	164	32	172	114	58	246
%V	19.6%	19.8%	22.1%	28.1%	19.7%	25.4%	13.7%	26.8%
%H (All HH)		97.7%	63.1%	12.3%	66.2%	43.8%	22.3%	94.6%
%H (TV HH)			64.6%	12.6%	67.7%	44.9%	22.8%	
3	117	113	80	13	75	55	20	114
%V	8.8%	8.8%	10.8%	11.4%	8.6%	12.3%	4.7%	12.4%
%H (All HH)		96.6%	68.4%	11.1%	64.1%	47.0%	17.1%	97.4%
%H (TV HH)			70.8%	11.5%	66.4%	48.7%	17.7%	
4	53	50	34	4	33	21	12	52
%V	4.0%	3.9%	4.6%	3.5%	3.8%	4.7%	2.8%	5.7%
%H (All HH)		94.3%	64.2%	7.5%	62.3%	39.6%	22.6%	98.1%
%H (TV HH)			68.0%	8.0%	66.0%	42.0%	24.0%	
5+	51	48	32	7	32	24	8	50
%V	3.8%	3.7%	4.3%	6.1%	3.7%	5.4%	1.9%	5.4%
%H (All HH)		94.1%	62.7%	13.7%	62.7%	47.1%	15.7%	98.0%
%H (TV HH)			66.7%	14.6%	66.7%	50.0%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		62.7%	9.2%	72.2%	44.2%	28.0%	76.5%
Under 20"	411	242	38	348	216	132	311
%V	15.1%	14.2%	15.1%	17.7%	17.9%	17.3%	14.9%
%H		58.9%	9.2%	84.7%	52.6%	32.1%	75.7%
20" - 29"	672	388	58	526	296	229	474
%V	24.7%	22.7%	23.1%	26.8%	24.6%	30.1%	22.8%
%H		57.7%	8.6%	78.3%	44.0%	34.1%	70.5%
30" - 39"	796	479	80	565	325	240	593
%V	29.3%	28.1%	31.9%	28.8%	27.0%	31.5%	28.5%
%H		60.2%	10.1%	71.0%	40.8%	30.2%	74.5%
40" and over	582	411	61	388	277	112	490
%V	21.4%	24.1%	24.3%	19.7%	23.0%	14.7%	23.5%
%H		70.6%	10.5%	66.7%	47.6%	19.2%	84.2%
Don't know	37	22	3	28	16	13	28
%V	1.4%	1.3%	1.2%	1.4%	1.3%	1.7%	1.3%
%H		59.5%	8.1%	75.7%	43.2%	35.1%	75.7%
Not Asked	223	165	11	110	74	35	185
%V	8.2%	9.7%	4.4%	5.6%	6.1%	4.6%	8.9%
%H		74.0%	4.9%	49.3%	33.2%	15.7%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		62.7%	9.2%	72.2%	44.2%	28.0%	76.5%
Main living room	1269	738	115	866	448	418	887
%V	46.6%	43.2%	45.8%	44.1%	37.2%	54.9%	42.6%
%H		58.2%	9.1%	68.2%	35.3%	32.9%	69.9%
Kitchen	181	114	12	154	99	55	140
%V	6.7%	6.7%	4.8%	7.8%	8.2%	7.2%	6.7%
%H		63.0%	6.6%	85.1%	54.7%	30.4%	77.3%
Adult's bedroom	624	407	67	492	339	153	503
%V	22.9%	23.8%	26.7%	25.0%	28.2%	20.1%	24.2%
%H		65.2%	10.7%	78.8%	54.3%	24.5%	80.6%
Child's bedroom	136	94	16	114	86	28	121
%V	5.0%	5.5%	6.4%	5.8%	7.1%	3.7%	5.8%
%H		69.1%	11.8%	83.8%	63.2%	20.6%	89.0%
Other bedroom	67	45	8	52	37	15	58
%V	2.5%	2.6%	3.2%	2.6%	3.1%	2.0%	2.8%
%H		67.2%	11.9%	77.6%	55.2%	22.4%	86.6%
Second living/dining room	159	99	16	129	84	45	132
%V	5.8%	5.8%	6.4%	6.6%	7.0%	5.9%	6.3%
%H		62.3%	10.1%	81.1%	52.8%	28.3%	83.0%
Study/office	16	11	2	12	9	3	15
%V	0.6%	0.6%	0.8%	0.6%	0.7%	0.4%	0.7%
%H		68.8%	12.5%	75.0%	56.3%	18.8%	93.8%
TV room	9	7	1	6	5	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		77.8%	11.1%	66.7%	55.6%	11.1%	88.9%
Conservatory	25	18	1	21	15	6	21
%V	0.9%	1.1%	0.4%	1.1%	1.2%	0.8%	1.0%
%H		72.0%	4.0%	84.0%	60.0%	24.0%	84.0%
Attic or loft room	5	4	0	3	3	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		80.0%	0.0%	60.0%	60.0%	20.0%	80.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	5	5	0	4	4	0	5
%V	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%	0.2%
%H		100.0%	0.0%	80.0%	80.0%	0.0%	100.0%
Not Asked	223	165	11	110	74	35	185
%V	8.2%	9.7%	4.4%	5.6%	6.1%	4.6%	8.9%
%H		74.0%	4.9%	49.3%	33.2%	15.7%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		62.7%	9.2%	72.2%	44.2%	28.0%	76.5%
PVR	1014	776	111	613	479	134	863
%V	37.3%	45.5%	44.2%	31.2%	39.8%	17.6%	41.5%
%H		76.5%	10.9%	60.5%	47.2%	13.2%	85.1%
DVDR	106	61	12	76	42	34	84
%V	3.9%	3.6%	4.8%	3.9%	3.5%	4.5%	4.0%
%H		57.5%	11.3%	71.7%	39.6%	32.1%	79.2%
VCR	46	26	4	38	21	17	29
%V	1.7%	1.5%	1.6%	1.9%	1.7%	2.2%	1.4%
%H		56.5%	8.7%	82.6%	45.7%	37.0%	63.0%
Any recorder	1090	811	117	675	506	169	915
%V	40.1%	47.5%	46.6%	34.4%	42.0%	22.2%	44.0%
%H		74.4%	10.7%	61.9%	46.4%	15.5%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		62.7%	9.2%	72.2%	44.2%	28.0%	76.5%
Receives HDTV (via STB or built-in reception)	758	498	126	497	357	140	662
%V	27.9%	29.2%	50.2%	25.3%	29.7%	18.4%	31.8%
%H		65.7%	16.6%	65.6%	47.1%	18.5%	87.3%
DVD/Blu-ray player or recorder	1571	983	162	1147	713	434	1236
%V	57.7%	57.6%	64.5%	58.4%	59.2%	57.0%	59.4%
%H		62.6%	10.3%	73.0%	45.4%	27.6%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		57.6%	8.9%	67.8%	34.9%	32.9%	69.6%
Under 20"	23	8	1	17	3	14	12
%V	1.8%	1.1%	0.9%	2.0%	0.7%	3.3%	1.3%
%H		34.8%	4.3%	73.9%	13.0%	60.9%	52.2%
20" - 29"	237	96	19	174	52	122	125
%V	18.5%	13.0%	16.7%	20.0%	11.6%	28.9%	14.0%
%H		40.5%	8.0%	73.4%	21.9%	51.5%	52.7%
30" - 39"	526	295	46	358	172	186	351
%V	41.0%	39.9%	40.4%	41.1%	38.4%	44.1%	39.3%
%H		56.1%	8.7%	68.1%	32.7%	35.4%	66.7%
40" and over	475	334	48	311	218	93	393
%V	37.0%	45.1%	42.1%	35.7%	48.7%	22.0%	44.0%
%H		70.3%	10.1%	65.5%	45.9%	19.6%	82.7%
Don't know	14	8	0	9	4	6	9
%V	1.1%	1.1%	0.0%	1.0%	0.9%	1.4%	1.0%
%H		57.1%	0.0%	64.3%	28.6%	42.9%	64.3%
Not Asked	9	0	0	1	0	1	4
%V	0.7%	0.0%	0.0%	0.1%	0.0%	0.2%	0.4%
%H		0.0%	0.0%	11.1%	0.0%	11.1%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		57.6%	8.9%	67.8%	34.9%	32.9%	69.6%
PVR	757	569	81	462	352	110	628
%V	59.0%	76.9%	71.1%	53.1%	78.6%	26.1%	70.2%
%H		75.2%	10.7%	61.0%	46.5%	14.5%	83.0%
DVDR	77	43	9	52	28	24	58
%V	6.0%	5.8%	7.9%	6.0%	6.3%	5.7%	6.5%
%H		55.8%	11.7%	67.5%	36.4%	31.2%	75.3%
VCR	35	18	3	28	13	15	20
%V	2.7%	2.4%	2.6%	3.2%	2.9%	3.6%	2.2%
%H		51.4%	8.6%	80.0%	37.1%	42.9%	57.1%
Any recorder	804	587	84	500	363	136	655
%V	62.6%	79.3%	73.7%	57.5%	81.0%	32.2%	73.3%
%H		73.0%	10.4%	62.2%	45.1%	16.9%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		57.6%	8.9%	67.8%	34.9%	32.9%	69.6%
Receives HDTV (via STB or built-in reception)	530	357	83	335	241	94	454
%V	41.3%	48.2%	72.8%	38.5%	53.8%	22.3%	50.8%
%H		67.4%	15.7%	63.2%	45.5%	17.7%	85.7%
DVD/Blu-ray player or recorder	966	574	93	661	360	302	714
%V	75.2%	77.6%	81.6%	76.0%	80.4%	71.6%	79.9%
%H		59.4%	9.6%	68.4%	37.3%	31.3%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1437	966	137	1095	756	339	1186
%H		67.2%	9.5%	76.2%	52.6%	23.6%	82.5%
Under 20"	388	235	36	331	213	118	299
%V	27.0%	24.3%	26.3%	30.2%	28.2%	34.8%	25.2%
%H		60.6%	9.3%	85.3%	54.9%	30.4%	77.1%
20" - 29"	435	292	39	351	244	107	350
%V	30.3%	30.2%	28.5%	32.1%	32.3%	31.6%	29.5%
%H		67.1%	9.0%	80.7%	56.1%	24.6%	80.5%
30" - 39"	270	184	34	207	154	54	242
%V	18.8%	19.0%	24.8%	18.9%	20.4%	15.9%	20.4%
%H		68.1%	12.6%	76.7%	57.0%	20.0%	89.6%
40" and over	106	77	12	77	59	18	96
%V	7.4%	8.0%	8.8%	7.0%	7.8%	5.3%	8.1%
%H		72.6%	11.3%	72.6%	55.7%	17.0%	90.6%
Don't know	23	14	3	19	12	7	19
%V	1.6%	1.4%	2.2%	1.7%	1.6%	2.1%	1.6%
%H		60.9%	13.0%	82.6%	52.2%	30.4%	82.6%
Not Asked	215	164	13	110	74	35	180
%V	15.0%	17.0%	9.5%	10.0%	9.8%	10.3%	15.2%
%H		76.3%	6.0%	51.2%	34.4%	16.3%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1437	966	137	1095	756	339	1186
%H		67.2%	9.5%	76.2%	52.6%	23.6%	82.5%
PVR	257	207	30	151	127	24	236
%V	17.9%	21.4%	21.9%	13.8%	16.8%	7.1%	19.9%
%H		80.5%	11.7%	58.8%	49.4%	9.3%	91.8%
DVDR	29	17	3	24	14	9	26
%V	2.0%	1.8%	2.2%	2.2%	1.9%	2.7%	2.2%
%H		58.6%	10.3%	82.8%	48.3%	31.0%	89.7%
VCR	11	9	1	10	8	2	9
%V	0.8%	0.9%	0.7%	0.9%	1.1%	0.6%	0.8%
%H		81.8%	9.1%	90.9%	72.7%	18.2%	81.8%
Any recorder	286	224	33	175	142	33	260
%V	19.9%	23.2%	24.1%	16.0%	18.8%	9.7%	21.9%
%H		78.3%	11.5%	61.2%	49.7%	11.5%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1437	966	137	1095	756	339	1186
%H		67.2%	9.5%	76.2%	52.6%	23.6%	82.5%
Receives HDTV (via STB or built-in reception)	227	142	43	162	115	46	208
%V	15.8%	14.7%	31.4%	14.8%	15.2%	13.6%	17.5%
%H		62.6%	18.9%	71.4%	50.7%	20.3%	91.6%
DVD/Blu-ray player or recorder	605	408	69	485	353	132	522
%V	42.1%	42.2%	50.4%	44.3%	46.7%	38.9%	44.0%
%H		67.4%	11.4%	80.2%	58.3%	21.8%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3045	2962	1857	272	1976	1157	819	2380
%H		97.3%	61.0%	8.9%	64.9%	38.0%	26.9%	78.2%
Total Children	558	551	383	43	339	218	121	472
%V	18.3%	18.6%	20.6%	15.8%	17.2%	18.8%	14.8%	19.8%
%H		98.7%	68.6%	7.7%	60.8%	39.1%	21.7%	84.6%
0 - 3	139	137	92	10	78	44	34	111
%V	4.6%	4.6%	5.0%	3.7%	3.9%	3.8%	4.2%	4.7%
%H		98.6%	66.2%	7.2%	56.1%	31.7%	24.5%	79.9%
4 - 15	419	413	290	34	262	174	87	361
%V	13.8%	13.9%	15.6%	12.5%	13.3%	15.0%	10.6%	15.2%
%H		98.6%	69.2%	8.1%	62.5%	41.5%	20.8%	86.2%
4 - 9	215	211	149	15	125	80	45	180
%V	7.1%	7.1%	8.0%	5.5%	6.3%	6.9%	5.5%	7.6%
%H		98.1%	69.3%	7.0%	58.1%	37.2%	20.9%	83.7%
10 - 15	205	202	141	19	136	94	42	181
%V	6.7%	6.8%	7.6%	7.0%	6.9%	8.1%	5.1%	7.6%
%H		98.5%	68.8%	9.3%	66.3%	45.9%	20.5%	88.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3045	2962	1857	272	1976	1157	819	2380
%H		97.3%	61.0%	8.9%	64.9%	38.0%	26.9%	78.2%
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%V	81.7%	81.4%	79.4%	84.2%	82.8%	81.1%	85.2%	80.2%
%H		96.9%	59.3%	9.2%	65.8%	37.7%	28.1%	76.7%
16 - 19	142	139	94	14	95	64	31	130
%V	4.7%	4.7%	5.1%	5.1%	4.8%	5.5%	3.8%	5.5%
%H		97.9%	66.2%	9.9%	66.9%	45.1%	21.8%	91.5%
20 - 24	205	182	107	20	118	70	47	171
%V	6.7%	6.1%	5.8%	7.4%	6.0%	6.1%	5.7%	7.2%
%H		88.8%	52.2%	9.8%	57.6%	34.1%	22.9%	83.4%
25 - 34	385	371	241	38	226	140	87	321
%V	12.6%	12.5%	13.0%	14.0%	11.4%	12.1%	10.6%	13.5%
%H		96.4%	62.6%	9.9%	58.7%	36.4%	22.6%	83.4%
35 - 44	369	356	239	38	227	149	78	321
%V	12.1%	12.0%	12.9%	14.0%	11.5%	12.9%	9.5%	13.5%
%H		96.5%	64.8%	10.3%	61.5%	40.4%	21.1%	87.0%
45 - 54	429	421	274	41	287	180	107	374
%V	14.1%	14.2%	14.8%	15.1%	14.5%	15.6%	13.1%	15.7%
%H		98.1%	63.9%	9.6%	66.9%	42.0%	24.9%	87.2%
55 - 64	379	374	230	35	259	150	109	303
%V	12.4%	12.6%	12.4%	12.9%	13.1%	13.0%	13.3%	12.7%
%H		98.7%	60.7%	9.2%	68.3%	39.6%	28.8%	79.9%
65+	579	569	289	42	425	186	239	289
%V	19.0%	19.2%	15.6%	15.4%	21.5%	16.1%	29.2%	12.1%
%H		98.3%	49.9%	7.3%	73.4%	32.1%	41.3%	49.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		96.9%	59.3%	9.2%	65.8%	37.7%	28.1%	76.7%
AB	551	537	337	48	376	223	153	499
%V	22.2%	22.3%	22.8%	21.0%	23.0%	23.8%	21.9%	26.2%
%H		97.5%	61.2%	8.7%	68.2%	40.5%	27.8%	90.6%
C1	635	597	348	70	403	232	171	534
%V	25.5%	24.8%	23.6%	30.6%	24.6%	24.7%	24.5%	28.0%
%H		94.0%	54.8%	11.0%	63.5%	36.5%	26.9%	84.1%
C2	591	583	379	52	411	258	153	463
%V	23.8%	24.2%	25.7%	22.7%	25.1%	27.5%	21.9%	24.3%
%H		98.6%	64.1%	8.8%	69.5%	43.7%	25.9%	78.3%
D	450	444	279	41	281	157	124	302
%V	18.1%	18.4%	18.9%	17.9%	17.2%	16.7%	17.8%	15.8%
%H		98.7%	62.0%	9.1%	62.4%	34.9%	27.6%	67.1%
E	260	251	132	18	165	68	97	109
%V	10.5%	10.4%	8.9%	7.9%	10.1%	7.2%	13.9%	5.7%
%H		96.5%	50.8%	6.9%	63.5%	26.2%	37.3%	41.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		96.9%	59.3%	9.2%	65.8%	37.7%	28.1%	76.7%
Working full time	1058	1037	681	108	693	447	246	945
%V	42.5%	43.0%	46.2%	47.2%	42.4%	47.7%	35.2%	49.5%
%H		98.0%	64.4%	10.2%	65.5%	42.2%	23.3%	89.3%
Working part time	245	241	155	23	158	96	63	209
%V	9.9%	10.0%	10.5%	10.0%	9.7%	10.2%	9.0%	11.0%
%H		98.4%	63.3%	9.4%	64.5%	39.2%	25.7%	85.3%
Not working	1184	1134	639	97	785	395	390	754
%V	47.6%	47.0%	43.3%	42.4%	48.0%	42.1%	55.9%	39.5%
%H		95.8%	54.0%	8.2%	66.3%	33.4%	32.9%	63.7%
Housewife/Houseperson	1327	1285	741	114	871	448	422	919
%V	53.4%	53.3%	50.2%	49.8%	53.2%	47.8%	60.5%	48.2%
%H		96.8%	55.8%	8.6%	65.6%	33.8%	31.8%	69.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		96.5%	60.1%	9.2%	65.1%	38.5%	26.5%	78.6%
16 - 19	76	75	51	9	52	36	15	69
%V	6.2%	6.4%	7.0%	8.0%	6.6%	7.7%	4.6%	7.2%
%H		98.7%	67.1%	11.8%	68.4%	47.4%	19.7%	90.8%
20 - 24	102	91	55	8	60	36	23	88
%V	8.4%	7.8%	7.5%	7.1%	7.6%	7.7%	7.1%	9.2%
%H		89.2%	53.9%	7.8%	58.8%	35.3%	22.5%	86.3%
25 - 34	194	186	119	20	115	71	44	164
%V	15.9%	15.8%	16.3%	17.9%	14.5%	15.1%	13.6%	17.2%
%H		95.9%	61.3%	10.3%	59.3%	36.6%	22.7%	84.5%
35 - 44	182	174	114	19	111	70	41	153
%V	15.0%	14.8%	15.6%	17.0%	14.0%	14.9%	12.7%	16.0%
%H		95.6%	62.6%	10.4%	61.0%	38.5%	22.5%	84.1%
45 - 54	210	205	134	21	138	87	51	183
%V	17.3%	17.5%	18.3%	18.8%	17.4%	18.6%	15.8%	19.1%
%H		97.6%	63.8%	10.0%	65.7%	41.4%	24.3%	87.1%
55 - 64	185	182	113	16	126	72	54	149
%V	15.2%	15.5%	15.5%	14.3%	15.9%	15.4%	16.7%	15.6%
%H		98.4%	61.1%	8.6%	68.1%	38.9%	29.2%	80.5%
65+	267	261	145	20	191	95	96	150
%V	21.9%	22.2%	19.8%	17.9%	24.1%	20.3%	29.7%	15.7%
%H		97.8%	54.3%	7.5%	71.5%	35.6%	36.0%	56.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		96.5%	60.1%	9.2%	65.1%	38.5%	26.5%	78.6%
AB	274	266	170	25	183	112	71	250
%V	22.5%	22.7%	23.3%	22.3%	23.1%	23.9%	22.0%	26.2%
%H		97.1%	62.0%	9.1%	66.8%	40.9%	25.9%	91.2%
C1	297	277	167	30	188	113	74	259
%V	24.4%	23.6%	22.8%	26.8%	23.7%	24.1%	22.9%	27.1%
%H		93.3%	56.2%	10.1%	63.3%	38.0%	24.9%	87.2%
C2	316	310	199	29	221	138	83	245
%V	26.0%	26.4%	27.2%	25.9%	27.9%	29.4%	25.7%	25.6%
%H		98.1%	63.0%	9.2%	69.9%	43.7%	26.3%	77.5%
D	219	216	138	21	131	75	56	153
%V	18.0%	18.4%	18.9%	18.8%	16.5%	16.0%	17.3%	16.0%
%H		98.6%	63.0%	9.6%	59.8%	34.2%	25.6%	69.9%
E	111	105	57	8	69	30	39	49
%V	9.1%	8.9%	7.8%	7.1%	8.7%	6.4%	12.1%	5.1%
%H		94.6%	51.4%	7.2%	62.2%	27.0%	35.1%	44.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		96.5%	60.1%	9.2%	65.1%	38.5%	26.5%	78.6%
Working full time	634	620	411	64	409	264	144	564
%V	52.1%	52.8%	56.2%	57.1%	51.6%	56.3%	44.6%	59.0%
%H		97.8%	64.8%	10.1%	64.5%	41.6%	22.7%	89.0%
Working part time	59	57	35	5	38	21	17	48
%V	4.8%	4.9%	4.8%	4.5%	4.8%	4.5%	5.3%	5.0%
%H		96.6%	59.3%	8.5%	64.4%	35.6%	28.8%	81.4%
Not working	524	497	285	44	346	184	162	344
%V	43.1%	42.3%	39.0%	39.3%	43.7%	39.2%	50.2%	36.0%
%H		94.8%	54.4%	8.4%	66.0%	35.1%	30.9%	65.6%
Housewife/Houseperson	277	257	131	21	171	72	99	159
%V	22.8%	21.9%	17.9%	18.8%	21.6%	15.4%	30.7%	16.6%
%H		92.8%	47.3%	7.6%	61.7%	26.0%	35.7%	57.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		97.4%	58.6%	9.1%	66.5%	36.9%	29.5%	75.0%
16 - 19	66	64	43	5	44	28	16	61
%V	5.2%	5.2%	5.8%	4.3%	5.2%	6.0%	4.3%	6.4%
%H		97.0%	65.2%	7.6%	66.7%	42.4%	24.2%	92.4%
20 - 24	102	91	52	12	58	34	24	83
%V	8.0%	7.4%	7.0%	10.3%	6.9%	7.2%	6.4%	8.7%
%H		89.2%	51.0%	11.8%	56.9%	33.3%	23.5%	81.4%
25 - 34	191	185	122	18	111	68	43	157
%V	15.0%	15.0%	16.4%	15.5%	13.2%	14.5%	11.5%	16.5%
%H		96.9%	63.9%	9.4%	58.1%	35.6%	22.5%	82.2%
35 - 44	187	182	126	20	116	79	37	168
%V	14.7%	14.7%	16.9%	17.2%	13.7%	16.8%	9.9%	17.6%
%H		97.3%	67.4%	10.7%	62.0%	42.2%	19.8%	89.8%
45 - 54	219	216	140	20	149	92	57	191
%V	17.2%	17.5%	18.8%	17.2%	17.7%	19.6%	15.2%	20.1%
%H		98.6%	63.9%	9.1%	68.0%	42.0%	26.0%	87.2%
55 - 64	193	191	117	19	133	78	55	154
%V	15.2%	15.4%	15.7%	16.4%	15.8%	16.6%	14.7%	16.2%
%H		99.0%	60.6%	9.8%	68.9%	40.4%	28.5%	79.8%
65+	312	307	144	22	234	91	143	139
%V	24.6%	24.8%	19.4%	19.0%	27.7%	19.4%	38.1%	14.6%
%H		98.4%	46.2%	7.1%	75.0%	29.2%	45.8%	44.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		97.4%	58.6%	9.1%	66.5%	36.9%	29.5%	75.0%
AB	277	271	167	22	193	111	82	249
%V	21.8%	21.9%	22.4%	19.0%	22.9%	23.7%	21.9%	26.2%
%H		97.8%	60.3%	7.9%	69.7%	40.1%	29.6%	89.9%
C1	338	320	181	39	216	119	97	276
%V	26.6%	25.9%	24.3%	33.6%	25.6%	25.4%	25.9%	29.0%
%H		94.7%	53.6%	11.5%	63.9%	35.2%	28.7%	81.7%
C2	275	272	180	23	191	121	70	218
%V	21.7%	22.0%	24.2%	19.8%	22.6%	25.8%	18.7%	22.9%
%H		98.9%	65.5%	8.4%	69.5%	44.0%	25.5%	79.3%
D	231	229	141	20	149	81	68	149
%V	18.2%	18.5%	19.0%	17.2%	17.7%	17.3%	18.1%	15.7%
%H		99.1%	61.0%	8.7%	64.5%	35.1%	29.4%	64.5%
E	150	146	76	11	95	38	58	60
%V	11.8%	11.8%	10.2%	9.5%	11.3%	8.1%	15.5%	6.3%
%H		97.3%	50.7%	7.3%	63.3%	25.3%	38.7%	40.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		97.4%	58.6%	9.1%	66.5%	36.9%	29.5%	75.0%
Working full time	423	417	270	45	284	183	101	380
%V	33.3%	33.7%	36.3%	38.8%	33.6%	39.0%	26.9%	39.9%
%H		98.6%	63.8%	10.6%	67.1%	43.3%	23.9%	89.8%
Working part time	186	184	120	19	121	75	46	161
%V	14.6%	14.9%	16.1%	16.4%	14.3%	16.0%	12.3%	16.9%
%H		98.9%	64.5%	10.2%	65.1%	40.3%	24.7%	86.6%
Not working	660	637	354	52	439	211	228	410
%V	52.0%	51.5%	47.6%	44.8%	52.0%	45.0%	60.8%	43.1%
%H		96.5%	53.6%	7.9%	66.5%	32.0%	34.5%	62.1%
Housewife/Houseperson	1049	1029	610	93	700	376	323	760
%V	82.6%	83.2%	82.0%	80.2%	82.9%	80.2%	86.1%	79.8%
%H		98.1%	58.2%	8.9%	66.7%	35.8%	30.8%	72.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands West

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
AB	629	616	289	101	466	235	231	563
%V	23.9%	24.0%	27.6%	21.6%	23.2%	24.9%	21.8%	29.8%
%H (All HH)		97.9%	45.9%	16.1%	74.1%	37.4%	36.7%	89.5%
%H (TV HH)			46.9%	16.4%	75.6%	38.1%	37.5%	
C1	658	649	267	125	502	243	260	537
%V	25.0%	25.3%	25.5%	26.7%	25.0%	25.7%	24.5%	28.4%
%H (All HH)		98.6%	40.6%	19.0%	76.3%	36.9%	39.5%	81.6%
%H (TV HH)			41.1%	19.3%	77.3%	37.4%	40.1%	
C2	577	569	237	117	453	238	215	427
%V	21.9%	22.2%	22.7%	25.0%	22.6%	25.2%	20.2%	22.6%
%H (All HH)		98.6%	41.1%	20.3%	78.5%	41.2%	37.3%	74.0%
%H (TV HH)			41.7%	20.6%	79.6%	41.8%	37.8%	
D	426	409	162	79	328	156	172	251
%V	16.2%	15.9%	15.5%	16.9%	16.3%	16.5%	16.2%	13.3%
%H (All HH)		96.0%	38.0%	18.5%	77.0%	36.6%	40.4%	58.9%
%H (TV HH)			39.6%	19.3%	80.2%	38.1%	42.1%	
E	341	321	91	47	258	74	184	112
%V	13.0%	12.5%	8.7%	10.0%	12.9%	7.8%	17.3%	5.9%
%H (All HH)		94.1%	26.7%	13.8%	75.7%	21.7%	54.0%	32.8%
%H (TV HH)			28.3%	14.6%	80.4%	23.1%	57.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%V (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Under 25	108	102	37	14	77	31	46	74
%V	4.1%	4.0%	3.5%	3.0%	3.8%	3.3%	4.3%	3.9%
%H (All HH)		94.4%	34.3%	13.0%	71.3%	28.7%	42.6%	68.5%
%H (TV HH)			36.3%	13.7%	75.5%	30.4%	45.1%	
25 - 34	400	389	184	88	273	157	116	325
%V	15.2%	15.2%	17.6%	18.8%	13.6%	16.6%	10.9%	17.2%
%H (All HH)		97.3%	46.0%	22.0%	68.3%	39.3%	29.0%	81.3%
%H (TV HH)			47.3%	22.6%	70.2%	40.4%	29.8%	
35 - 44	456	441	223	105	311	193	118	398
%V	17.3%	17.2%	21.3%	22.4%	15.5%	20.4%	11.1%	21.1%
%H (All HH)		96.7%	48.9%	23.0%	68.2%	42.3%	25.9%	87.3%
%H (TV HH)			50.6%	23.8%	70.5%	43.8%	26.8%	
45 - 54	515	504	225	110	396	223	173	438
%V	19.6%	19.6%	21.5%	23.5%	19.7%	23.6%	16.3%	23.2%
%H (All HH)		97.9%	43.7%	21.4%	76.9%	43.3%	33.6%	85.0%
%H (TV HH)			44.6%	21.8%	78.6%	44.2%	34.3%	
55 - 64	421	410	167	75	342	170	172	331
%V	16.0%	16.0%	16.0%	16.0%	17.0%	18.0%	16.2%	17.5%
%H (All HH)		97.4%	39.7%	17.8%	81.2%	40.4%	40.9%	78.6%
%H (TV HH)			40.7%	18.3%	83.4%	41.5%	42.0%	
65 +	732	718	208	76	609	171	438	323
%V	27.8%	28.0%	19.9%	16.2%	30.3%	18.1%	41.2%	17.1%
%H (All HH)		98.1%	28.4%	10.4%	83.2%	23.4%	59.8%	44.1%
%H (TV HH)			29.0%	10.6%	84.8%	23.8%	61.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
1	789	756	194	97	617	158	459	366
%V	30.0%	29.5%	18.5%	20.7%	30.7%	16.7%	43.2%	19.4%
%H (All HH)		95.8%	24.6%	12.3%	78.2%	20.0%	58.2%	46.4%
%H (TV HH)			25.7%	12.8%	81.6%	20.9%	60.7%	
2	873	857	350	151	682	322	360	664
%V	33.2%	33.4%	33.5%	32.3%	34.0%	34.1%	33.9%	35.2%
%H (All HH)		98.2%	40.1%	17.3%	78.1%	36.9%	41.2%	76.1%
%H (TV HH)			40.8%	17.6%	79.6%	37.6%	42.0%	
3	440	434	215	96	332	202	130	378
%V	16.7%	16.9%	20.6%	20.5%	16.5%	21.4%	12.2%	20.0%
%H (All HH)		98.6%	48.9%	21.8%	75.5%	45.9%	29.5%	85.9%
%H (TV HH)			49.5%	22.1%	76.5%	46.5%	30.0%	
4	344	338	181	80	251	167	84	314
%V	13.1%	13.2%	17.3%	17.1%	12.5%	17.7%	7.9%	16.6%
%H (All HH)		98.3%	52.6%	23.3%	73.0%	48.5%	24.4%	91.3%
%H (TV HH)			53.6%	23.7%	74.3%	49.4%	24.9%	
5+	185	180	106	45	125	96	29	168
%V	7.0%	7.0%	10.1%	9.6%	6.2%	10.2%	2.7%	8.9%
%H (All HH)		97.3%	57.3%	24.3%	67.6%	51.9%	15.7%	90.8%
%H (TV HH)			58.9%	25.0%	69.4%	53.3%	16.1%	
Average HH size	2.38	2.39	2.72	2.69	2.33	2.76	1.94	2.65

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Without	1928	1873	686	303	1509	624	885	1282
%V	73.3%	73.0%	65.6%	64.7%	75.2%	66.0%	83.3%	67.9%
%H (All HH)		97.1%	35.6%	15.7%	78.3%	32.4%	45.9%	66.5%
%H (TV HH)			36.6%	16.2%	80.6%	33.3%	47.3%	
With	704	692	359	165	498	321	177	607
%V	26.7%	27.0%	34.3%	35.3%	24.8%	34.0%	16.7%	32.1%
%H (All HH)		98.3%	51.0%	23.4%	70.7%	45.6%	25.1%	86.2%
%H (TV HH)			51.9%	23.8%	72.0%	46.4%	25.6%	
0 - 3	275	269	142	63	183	119	64	221
%V	10.4%	10.5%	13.6%	13.5%	9.1%	12.6%	6.0%	11.7%
%H (All HH)		97.8%	51.6%	22.9%	66.5%	43.3%	23.3%	80.4%
%H (TV HH)			52.8%	23.4%	68.0%	44.2%	23.8%	
4 - 9	349	342	174	88	243	160	84	299
%V	13.3%	13.3%	16.6%	18.8%	12.1%	16.9%	7.9%	15.8%
%H (All HH)		98.0%	49.9%	25.2%	69.6%	45.8%	24.1%	85.7%
%H (TV HH)			50.9%	25.7%	71.1%	46.8%	24.6%	
10 - 15	334	330	171	87	237	159	79	307
%V	12.7%	12.9%	16.3%	18.6%	11.8%	16.8%	7.4%	16.3%
%H (All HH)		98.8%	51.2%	26.0%	71.0%	47.6%	23.7%	91.9%
%H (TV HH)			51.8%	26.4%	71.8%	48.2%	23.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
1	1016	1016	319	156	733	202	531	600
%V	38.6%	39.6%	30.5%	33.3%	36.5%	21.4%	50.0%	31.8%
%H (All HH)		100.0%	31.4%	15.4%	72.1%	19.9%	52.3%	59.1%
%H (TV HH)			31.4%	15.4%	72.1%	19.9%	52.3%	
2	896	896	390	161	716	364	352	668
%V	34.0%	34.9%	37.3%	34.4%	35.7%	38.5%	33.1%	35.4%
%H (All HH)		100.0%	43.5%	18.0%	79.9%	40.6%	39.3%	74.6%
%H (TV HH)			43.5%	18.0%	79.9%	40.6%	39.3%	
3	407	407	205	85	347	223	124	359
%V	15.5%	15.9%	19.6%	18.2%	17.3%	23.6%	11.7%	19.0%
%H (All HH)		100.0%	50.4%	20.9%	85.3%	54.8%	30.5%	88.2%
%H (TV HH)			50.4%	20.9%	85.3%	54.8%	30.5%	
4	158	158	77	46	140	102	38	144
%V	6.0%	6.2%	7.4%	9.8%	7.0%	10.8%	3.6%	7.6%
%H (All HH)		100.0%	48.7%	29.1%	88.6%	64.6%	24.1%	91.1%
%H (TV HH)			48.7%	29.1%	88.6%	64.6%	24.1%	
5+	87	87	54	21	71	55	16	84
%V	3.3%	3.4%	5.2%	4.5%	3.5%	5.8%	1.5%	4.4%
%H (All HH)		100.0%	62.1%	24.1%	81.6%	63.2%	18.4%	96.6%
%H (TV HH)			62.1%	24.1%	81.6%	63.2%	18.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Under 20"	610	610	248	110	551	293	258	469
%V	23.2%	23.8%	23.7%	23.5%	27.5%	31.0%	24.3%	24.8%
%H (All HH)		100.0%	40.7%	18.0%	90.3%	48.0%	42.3%	76.9%
%H (TV HH)			40.7%	18.0%	90.3%	48.0%	42.3%	
20" - 29"	1012	1012	386	172	852	386	466	724
%V	38.4%	39.5%	36.9%	36.8%	42.5%	40.8%	43.9%	38.3%
%H (All HH)		100.0%	38.1%	17.0%	84.2%	38.1%	46.0%	71.5%
%H (TV HH)			38.1%	17.0%	84.2%	38.1%	46.0%	
30" - 39"	1346	1346	564	265	1084	550	534	1009
%V	51.1%	52.5%	53.9%	56.6%	54.0%	58.2%	50.3%	53.4%
%H (All HH)		100.0%	41.9%	19.7%	80.5%	40.9%	39.7%	75.0%
%H (TV HH)			41.9%	19.7%	80.5%	40.9%	39.7%	
40" and over	1007	1007	542	226	739	489	251	850
%V	38.3%	39.3%	51.8%	48.3%	36.8%	51.7%	23.6%	45.0%
%H (All HH)		100.0%	53.8%	22.4%	73.4%	48.6%	24.9%	84.4%
%H (TV HH)			53.8%	22.4%	73.4%	48.6%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Main living room	2525	2525	1038	466	1985	940	1045	1827
%V	95.9%	98.4%	99.2%	99.6%	98.9%	99.5%	98.4%	96.7%
%H (All HH)		100.0%	41.1%	18.5%	78.6%	37.2%	41.4%	72.4%
%H (TV HH)			41.1%	18.5%	78.6%	37.2%	41.4%	
Kitchen	322	322	149	52	281	157	124	266
%V	12.2%	12.6%	14.2%	11.1%	14.0%	16.6%	11.7%	14.1%
%H (All HH)		100.0%	46.3%	16.1%	87.3%	48.8%	38.5%	82.6%
%H (TV HH)			46.3%	16.1%	87.3%	48.8%	38.5%	
Adult's bedroom	1093	1093	522	224	923	561	362	891
%V	41.5%	42.6%	49.9%	47.9%	46.0%	59.4%	34.1%	47.2%
%H (All HH)		100.0%	47.8%	20.5%	84.4%	51.3%	33.1%	81.5%
%H (TV HH)			47.8%	20.5%	84.4%	51.3%	33.1%	
Child's bedroom	206	206	107	53	179	128	51	187
%V	7.8%	8.0%	10.2%	11.3%	8.9%	13.5%	4.8%	9.9%
%H (All HH)		100.0%	51.9%	25.7%	86.9%	62.1%	24.8%	90.8%
%H (TV HH)			51.9%	25.7%	86.9%	62.1%	24.8%	
Other bedroom	99	99	46	28	80	54	26	90
%V	3.8%	3.9%	4.4%	6.0%	4.0%	5.7%	2.4%	4.8%
%H (All HH)		100.0%	46.5%	28.3%	80.8%	54.5%	26.3%	90.9%
%H (TV HH)			46.5%	28.3%	80.8%	54.5%	26.3%	
Second living/dining room	222	222	109	50	194	123	71	185
%V	8.4%	8.7%	10.4%	10.7%	9.7%	13.0%	6.7%	9.8%
%H (All HH)		100.0%	49.1%	22.5%	87.4%	55.4%	32.0%	83.3%
%H (TV HH)			49.1%	22.5%	87.4%	55.4%	32.0%	
Study/office	29	29	16	4	24	14	10	28
%V	1.1%	1.1%	1.5%	0.9%	1.2%	1.5%	0.9%	1.5%
%H (All HH)		100.0%	55.2%	13.8%	82.8%	48.3%	34.5%	96.6%
%H (TV HH)			55.2%	13.8%	82.8%	48.3%	34.5%	
TV room	13	13	6	2	12	7	5	12
%V	0.5%	0.5%	0.6%	0.4%	0.6%	0.7%	0.5%	0.6%
%H (All HH)		100.0%	46.2%	15.4%	92.3%	53.8%	38.5%	92.3%
%H (TV HH)			46.2%	15.4%	92.3%	53.8%	38.5%	
Conservatory	60	60	29	14	54	35	19	54
%V	2.3%	2.3%	2.8%	3.0%	2.7%	3.7%	1.8%	2.9%
%H (All HH)		100.0%	48.3%	23.3%	90.0%	58.3%	31.7%	90.0%
%H (TV HH)			48.3%	23.3%	90.0%	58.3%	31.7%	
Attic or loft room	2	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	9	9	4	3	8	5	2	9
%V	0.3%	0.4%	0.4%	0.6%	0.4%	0.5%	0.2%	0.5%
%H (All HH)		100.0%	44.4%	33.3%	88.9%	55.6%	22.2%	100.0%
%H (TV HH)			44.4%	33.3%	88.9%	55.6%	22.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Any DSAT provider	1046	1046	1046	26	678	678	0	880
%V	39.7%	40.8%	100.0%	5.6%	33.8%	71.7%	0.0%	46.6%
%H (All HH)			100.0%	2.5%	64.8%	64.8%	0.0%	84.1%
%H (TV HH)			100.0%	2.5%	64.8%	64.8%	0.0%	
Sky with subcription	856	856	856	15	568	568	0	748
%V	32.5%	33.4%	81.8%	3.2%	28.3%	60.1%	0.0%	39.6%
%H (All HH)			100.0%	1.8%	66.4%	66.4%	0.0%	87.4%
%H (TV HH)			100.0%	1.8%	66.4%	66.4%	0.0%	
Sky without subcription	74	74	74	4	35	35	0	44
%V	2.8%	2.9%	7.1%	0.9%	1.7%	3.7%	0.0%	2.3%
%H (All HH)			100.0%	5.4%	47.3%	47.3%	0.0%	59.5%
%H (TV HH)			100.0%	5.4%	47.3%	47.3%	0.0%	
Freesat	106	106	106	5	71	71	0	82
%V	4.0%	4.1%	10.1%	1.1%	3.5%	7.5%	0.0%	4.3%
%H (All HH)			100.0%	4.7%	67.0%	67.0%	0.0%	77.4%
%H (TV HH)			100.0%	4.7%	67.0%	67.0%	0.0%	
Other satellite provider	32	32	32	2	18	18	0	26
%V	1.2%	1.2%	3.1%	0.4%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	6.3%	56.3%	56.3%	0.0%	81.3%
%H (TV HH)			100.0%	6.3%	56.3%	56.3%	0.0%	
DCAB	468	468	26	468	286	286	0	399
%V	17.8%	18.2%	2.5%	100.0%	14.3%	30.3%	0.0%	21.1%
%H (All HH)			5.6%	100.0%	61.1%	61.1%	0.0%	85.3%
%H (TV HH)			5.6%	100.0%	61.1%	61.1%	0.0%	
DTT	2007	2007	678	286	2007	945	1062	1400
%V	76.3%	78.2%	64.8%	61.1%	100.0%	100.0%	100.0%	74.1%
%H (All HH)		100.0%	33.8%	14.3%	100.0%	47.1%	52.9%	69.8%
%H (TV HH)			33.8%	14.3%	100.0%	47.1%	52.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%H (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
PVR	1451	1451	835	313	1066	743	324	1256
%V	55.1%	56.6%	79.8%	66.9%	53.1%	78.6%	30.5%	66.5%
%H (All HH)		100.0%	57.5%	21.6%	73.5%	51.2%	22.3%	86.6%
%H (TV HH)			57.5%	21.6%	73.5%	51.2%	22.3%	
DVDR	140	140	53	30	111	52	59	116
%V	5.3%	5.5%	5.1%	6.4%	5.5%	5.5%	5.6%	6.1%
%H (All HH)		100.0%	37.9%	21.4%	79.3%	37.1%	42.1%	82.9%
%H (TV HH)			37.9%	21.4%	79.3%	37.1%	42.1%	
VCR	100	100	37	11	88	37	52	56
%V	3.8%	3.9%	3.5%	2.4%	4.4%	3.9%	4.9%	3.0%
%H (All HH)		100.0%	37.0%	11.0%	88.0%	37.0%	52.0%	56.0%
%H (TV HH)			37.0%	11.0%	88.0%	37.0%	52.0%	
Any recorder	1560	1560	859	325	1162	765	397	1317
%V	59.3%	60.8%	82.1%	69.4%	57.9%	81.0%	37.4%	69.7%
%H (All HH)		100.0%	55.1%	20.8%	74.5%	49.0%	25.4%	84.4%
%H (TV HH)			55.1%	20.8%	74.5%	49.0%	25.4%	
Receives HDTV (via STB or built-in reception)	1337	1337	647	349	1002	638	364	1148
%V	50.8%	52.1%	61.9%	74.6%	49.9%	67.5%	34.3%	60.8%
%H (All HH)		100.0%	48.4%	26.1%	74.9%	47.7%	27.2%	85.9%
%H (TV HH)			48.4%	26.1%	74.9%	47.7%	27.2%	
DVD/Blu-ray player or recorder	2044	2044	883	398	1604	822	783	1578
%V	77.7%	79.7%	84.4%	85.0%	79.9%	87.0%	73.7%	83.5%
%H (All HH)		100.0%	43.2%	19.5%	78.5%	40.2%	38.3%	77.2%
%H (TV HH)			43.2%	19.5%	78.5%	40.2%	38.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2632	2565	1046	468	2007	945	1062	1889
%V (All HH)		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%
%H (TV HH)			40.8%	18.2%	78.2%	36.8%	41.4%	
Has broadband internet	1889	1855	880	399	1400	812	588	1889
%V	71.8%	72.3%	84.1%	85.3%	69.8%	85.9%	55.4%	100.0%
%H (All HH)		98.2%	46.6%	21.1%	74.1%	43.0%	31.1%	100.0%
%H (TV HH)			47.4%	21.5%	75.5%	43.8%	31.7%	
Number of computers (PCs and laptops)								
0	617	591	135	59	504	107	397	21
%V	23.4%	23.0%	12.9%	12.6%	25.1%	11.3%	37.4%	1.1%
%H (All HH)		95.8%	21.9%	9.6%	81.7%	17.3%	64.3%	3.4%
%H (TV HH)			22.8%	10.0%	85.3%	18.1%	67.2%	
1	981	960	400	176	753	369	384	866
%V	37.3%	37.4%	38.2%	37.6%	37.5%	39.0%	36.2%	45.8%
%H (All HH)		97.9%	40.8%	17.9%	76.8%	37.6%	39.1%	88.3%
%H (TV HH)			41.7%	18.3%	78.4%	38.4%	40.0%	
2	524	515	247	116	392	236	157	499
%V	19.9%	20.1%	23.6%	24.8%	19.5%	25.0%	14.8%	26.4%
%H (All HH)		98.3%	47.1%	22.1%	74.8%	45.0%	30.0%	95.2%
%H (TV HH)			48.0%	22.5%	76.1%	45.8%	30.5%	
3	269	264	138	62	195	126	69	266
%V	10.2%	10.3%	13.2%	13.2%	9.7%	13.3%	6.5%	14.1%
%H (All HH)		98.1%	51.3%	23.0%	72.5%	46.8%	25.7%	98.9%
%H (TV HH)			52.3%	23.5%	73.9%	47.7%	26.1%	
4	128	125	69	28	86	56	29	127
%V	4.9%	4.9%	6.6%	6.0%	4.3%	5.9%	2.7%	6.7%
%H (All HH)		97.7%	53.9%	21.9%	67.2%	43.8%	22.7%	99.2%
%H (TV HH)			55.2%	22.4%	68.8%	44.8%	23.2%	
5+	113	111	58	28	77	52	26	110
%V	4.3%	4.3%	5.5%	6.0%	3.8%	5.5%	2.4%	5.8%
%H (All HH)		98.2%	51.3%	24.8%	68.1%	46.0%	23.0%	97.3%
%H (TV HH)			52.3%	25.2%	69.4%	46.8%	23.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5130	2313	1023	4145	2296	1850	4041
%H		45.1%	19.9%	80.8%	44.8%	36.1%	78.8%
Under 20"	780	323	147	710	389	321	617
%V	15.2%	14.0%	14.4%	17.1%	16.9%	17.4%	15.3%
%H		41.4%	18.8%	91.0%	49.9%	41.2%	79.1%
20" - 29"	1235	482	217	1052	498	554	911
%V	24.1%	20.8%	21.2%	25.4%	21.7%	29.9%	22.5%
%H		39.0%	17.6%	85.2%	40.3%	44.9%	73.8%
30" - 39"	1582	692	322	1284	691	593	1220
%V	30.8%	29.9%	31.5%	31.0%	30.1%	32.1%	30.2%
%H		43.7%	20.4%	81.2%	43.7%	37.5%	77.1%
40" and over	1152	635	264	851	584	267	984
%V	22.5%	27.5%	25.8%	20.5%	25.4%	14.4%	24.4%
%H		55.1%	22.9%	73.9%	50.7%	23.2%	85.4%
Don't know	98	39	11	84	37	48	63
%V	1.9%	1.7%	1.1%	2.0%	1.6%	2.6%	1.6%
%H		39.8%	11.2%	85.7%	37.8%	49.0%	64.3%
Not Asked	283	142	62	164	97	67	246
%V	5.5%	6.1%	6.1%	4.0%	4.2%	3.6%	6.1%
%H		50.2%	21.9%	58.0%	34.3%	23.7%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5130	2313	1023	4145	2296	1850	4041
%H		45.1%	19.9%	80.8%	44.8%	36.1%	78.8%
Main living room	2530	1040	467	1988	941	1047	1832
%V	49.3%	45.0%	45.7%	48.0%	41.0%	56.6%	45.3%
%H		41.1%	18.5%	78.6%	37.2%	41.4%	72.4%
Kitchen	324	151	52	283	159	124	268
%V	6.3%	6.5%	5.1%	6.8%	6.9%	6.7%	6.6%
%H		46.6%	16.0%	87.3%	49.1%	38.3%	82.7%
Adult's bedroom	1280	623	267	1095	686	409	1058
%V	25.0%	26.9%	26.1%	26.4%	29.9%	22.1%	26.2%
%H		48.7%	20.9%	85.5%	53.6%	32.0%	82.7%
Child's bedroom	262	135	69	226	163	63	238
%V	5.1%	5.8%	6.7%	5.5%	7.1%	3.4%	5.9%
%H		51.5%	26.3%	86.3%	62.2%	24.0%	90.8%
Other bedroom	114	54	32	93	62	31	105
%V	2.2%	2.3%	3.1%	2.2%	2.7%	1.7%	2.6%
%H		47.4%	28.1%	81.6%	54.4%	27.2%	92.1%
Second living/dining room	224	111	50	196	125	71	188
%V	4.4%	4.8%	4.9%	4.7%	5.4%	3.8%	4.7%
%H		49.6%	22.3%	87.5%	55.8%	31.7%	83.9%
Study/office	29	16	4	24	14	10	28
%V	0.6%	0.7%	0.4%	0.6%	0.6%	0.5%	0.7%
%H		55.2%	13.8%	82.8%	48.3%	34.5%	96.6%
TV room	13	7	2	12	7	5	13
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		53.8%	15.4%	92.3%	53.8%	38.5%	100.0%
Conservatory	60	29	14	54	35	19	54
%V	1.2%	1.3%	1.4%	1.3%	1.5%	1.0%	1.3%
%H		48.3%	23.3%	90.0%	58.3%	31.7%	90.0%
Attic or loft room	2	1	1	2	2	0	2
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	9	4	3	8	5	3	9
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
%H		44.4%	33.3%	88.9%	55.6%	33.3%	100.0%
Not Asked	283	142	62	164	97	67	246
%V	5.5%	6.1%	6.1%	4.0%	4.2%	3.6%	6.1%
%H		50.2%	21.9%	58.0%	34.3%	23.7%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5130	2313	1023	4145	2296	1850	4041
%H		45.1%	19.9%	80.8%	44.8%	36.1%	78.8%
PVR	1867	1131	408	1325	965	360	1646
%V	36.4%	48.9%	39.9%	32.0%	42.0%	19.5%	40.7%
%H		60.6%	21.9%	71.0%	51.7%	19.3%	88.2%
DVDR	154	60	34	119	56	63	128
%V	3.0%	2.6%	3.3%	2.9%	2.4%	3.4%	3.2%
%H		39.0%	22.1%	77.3%	36.4%	40.9%	83.1%
VCR	105	39	14	92	40	52	61
%V	2.0%	1.7%	1.4%	2.2%	1.7%	2.8%	1.5%
%H		37.1%	13.3%	87.6%	38.1%	49.5%	58.1%
Any recorder	2005	1170	426	1446	1004	442	1732
%V	39.1%	50.6%	41.6%	34.9%	43.7%	23.9%	42.9%
%H		58.4%	21.2%	72.1%	50.1%	22.0%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5130	2313	1023	4145	2296	1850	4041
%H		45.1%	19.9%	80.8%	44.8%	36.1%	78.8%
Receives HDTV (via STB or built-in reception)	1890	925	517	1425	934	491	1660
%V	36.8%	40.0%	50.5%	34.4%	40.7%	26.5%	41.1%
%H		48.9%	27.4%	75.4%	49.4%	26.0%	87.8%
DVD/Blu-ray player or recorder	3025	1376	629	2447	1385	1062	2453
%V	59.0%	59.5%	61.5%	59.0%	60.3%	57.4%	60.7%
%H		45.5%	20.8%	80.9%	45.8%	35.1%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2564	1046	468	2006	945	1061	1853
%H		40.8%	18.3%	78.2%	36.9%	41.4%	72.3%
Under 20"	52	8	6	46	8	38	27
%V	2.0%	0.8%	1.3%	2.3%	0.8%	3.6%	1.5%
%H		15.4%	11.5%	88.5%	15.4%	73.1%	51.9%
20" - 29"	434	104	55	368	91	277	236
%V	16.9%	9.9%	11.8%	18.3%	9.6%	26.1%	12.7%
%H		24.0%	12.7%	84.8%	21.0%	63.8%	54.4%
30" - 39"	1038	395	182	836	364	471	732
%V	40.5%	37.8%	38.9%	41.7%	38.5%	44.4%	39.5%
%H		38.1%	17.5%	80.5%	35.1%	45.4%	70.5%
40" and over	978	527	218	715	470	245	824
%V	38.1%	50.4%	46.6%	35.6%	49.7%	23.1%	44.5%
%H		53.9%	22.3%	73.1%	48.1%	25.1%	84.3%
Don't know	48	12	7	42	12	30	25
%V	1.9%	1.1%	1.5%	2.1%	1.3%	2.8%	1.3%
%H		25.0%	14.6%	87.5%	25.0%	62.5%	52.1%
Not Asked	14	0	0	0	0	0	9
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	64.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2564	1046	468	2006	945	1061	1853
%H		40.8%	18.3%	78.2%	36.9%	41.4%	72.3%
PVR	1410	814	308	1028	721	307	1223
%V	55.0%	77.8%	65.8%	51.2%	76.3%	28.9%	66.0%
%H		57.7%	21.8%	72.9%	51.1%	21.8%	86.7%
DVDR	118	43	23	94	41	53	95
%V	4.6%	4.1%	4.9%	4.7%	4.3%	5.0%	5.1%
%H		36.4%	19.5%	79.7%	34.7%	44.9%	80.5%
VCR	84	27	10	74	27	47	45
%V	3.3%	2.6%	2.1%	3.7%	2.9%	4.4%	2.4%
%H		32.1%	11.9%	88.1%	32.1%	56.0%	53.6%
Any recorder	1517	840	318	1123	745	379	1284
%V	59.2%	80.3%	67.9%	56.0%	78.8%	35.7%	69.3%
%H		55.4%	21.0%	74.0%	49.1%	25.0%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2564	1046	468	2006	945	1061	1853
%H		40.8%	18.3%	78.2%	36.9%	41.4%	72.3%
Receives HDTV (via STB or built-in reception)	1286	627	340	954	613	340	1102
%V	50.2%	59.9%	72.6%	47.6%	64.9%	32.0%	59.5%
%H		48.8%	26.4%	74.2%	47.7%	26.4%	85.7%
DVD/Blu-ray player or recorder	1937	838	369	1511	762	749	1492
%V	75.5%	80.1%	78.8%	75.3%	80.6%	70.6%	80.5%
%H		43.3%	19.1%	78.0%	39.3%	38.7%	77.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1267	554	2139	1351	789	2187
%H		49.4%	21.6%	83.4%	52.7%	30.7%	85.2%
Under 20"	729	314	141	664	381	283	590
%V	28.4%	24.8%	25.5%	31.0%	28.2%	35.9%	27.0%
%H		43.1%	19.3%	91.1%	52.3%	38.8%	80.9%
20" - 29"	801	378	161	685	407	277	676
%V	31.2%	29.8%	29.1%	32.0%	30.1%	35.1%	30.9%
%H		47.2%	20.1%	85.5%	50.8%	34.6%	84.4%
30" - 39"	544	297	140	448	327	121	488
%V	21.2%	23.4%	25.3%	20.9%	24.2%	15.3%	22.3%
%H		54.6%	25.7%	82.4%	60.1%	22.2%	89.7%
40" and over	174	109	46	136	113	22	160
%V	6.8%	8.6%	8.3%	6.4%	8.4%	2.8%	7.3%
%H		62.6%	26.4%	78.2%	64.9%	12.6%	92.0%
Don't know	50	28	4	43	25	18	38
%V	1.9%	2.2%	0.7%	2.0%	1.9%	2.3%	1.7%
%H		56.0%	8.0%	86.0%	50.0%	36.0%	76.0%
Not Asked	268	141	62	163	98	68	235
%V	10.4%	11.1%	11.2%	7.6%	7.3%	8.6%	10.7%
%H		52.6%	23.1%	60.8%	36.6%	25.4%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1267	554	2139	1351	789	2187
%H		49.4%	21.6%	83.4%	52.7%	30.7%	85.2%
PVR	457	316	100	296	243	53	423
%V	17.8%	24.9%	18.1%	13.8%	18.0%	6.7%	19.3%
%H		69.1%	21.9%	64.8%	53.2%	11.6%	92.6%
DVDR	36	17	10	25	15	10	33
%V	1.4%	1.3%	1.8%	1.2%	1.1%	1.3%	1.5%
%H		47.2%	27.8%	69.4%	41.7%	27.8%	91.7%
VCR	21	11	4	18	13	5	15
%V	0.8%	0.9%	0.7%	0.8%	1.0%	0.6%	0.7%
%H		52.4%	19.0%	85.7%	61.9%	23.8%	71.4%
Any recorder	488	330	108	323	260	63	448
%V	19.0%	26.0%	19.5%	15.1%	19.2%	8.0%	20.5%
%H		67.6%	22.1%	66.2%	53.3%	12.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2566	1267	554	2139	1351	789	2187
%H		49.4%	21.6%	83.4%	52.7%	30.7%	85.2%
Receives HDTV (via STB or built-in reception)	604	298	177	471	321	150	558
%V	23.5%	23.5%	31.9%	22.0%	23.8%	19.0%	25.5%
%H		49.3%	29.3%	78.0%	53.1%	24.8%	92.4%
DVD/Blu-ray player or recorder	1089	538	260	936	623	313	960
%V	42.4%	42.5%	46.9%	43.8%	46.1%	39.7%	43.9%
%H		49.4%	23.9%	86.0%	57.2%	28.7%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6243	6104	2842	1246	4656	2594	2063	4996
%H		97.8%	45.5%	20.0%	74.6%	41.6%	33.0%	80.0%
Total Children	1221	1200	624	298	844	554	290	1056
%V	19.6%	19.7%	22.0%	23.9%	18.1%	21.4%	14.1%	21.1%
%H		98.3%	51.1%	24.4%	69.1%	45.4%	23.8%	86.5%
0 - 3	326	318	163	77	218	142	76	261
%V	5.2%	5.2%	5.7%	6.2%	4.7%	5.5%	3.7%	5.2%
%H		97.5%	50.0%	23.6%	66.9%	43.6%	23.3%	80.1%
4 - 15	895	882	460	221	626	412	214	795
%V	14.3%	14.4%	16.2%	17.7%	13.4%	15.9%	10.4%	15.9%
%H		98.5%	51.4%	24.7%	69.9%	46.0%	23.9%	88.8%
4 - 9	461	452	236	112	321	212	110	395
%V	7.4%	7.4%	8.3%	9.0%	6.9%	8.2%	5.3%	7.9%
%H		98.0%	51.2%	24.3%	69.6%	46.0%	23.9%	85.7%
10 - 15	434	430	225	109	305	201	104	400
%V	7.0%	7.0%	7.9%	8.7%	6.6%	7.7%	5.0%	8.0%
%H		99.1%	51.8%	25.1%	70.3%	46.3%	24.0%	92.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6243	6104	2842	1246	4656	2594	2063	4996
%H		97.8%	45.5%	20.0%	74.6%	41.6%	33.0%	80.0%
Total Adults (16+)	5022	4905	2219	948	3812	2039	1773	3940
%V	80.4%	80.4%	78.1%	76.1%	81.9%	78.6%	85.9%	78.9%
%H		97.7%	44.2%	18.9%	75.9%	40.6%	35.3%	78.5%
16 - 19	321	312	162	63	234	151	82	291
%V	5.1%	5.1%	5.7%	5.1%	5.0%	5.8%	4.0%	5.8%
%H		97.2%	50.5%	19.6%	72.9%	47.0%	25.5%	90.7%
20 - 24	381	370	188	73	290	179	111	323
%V	6.1%	6.1%	6.6%	5.9%	6.2%	6.9%	5.4%	6.5%
%H		97.1%	49.3%	19.2%	76.1%	47.0%	29.1%	84.8%
25 - 34	818	794	392	179	570	347	223	685
%V	13.1%	13.0%	13.8%	14.4%	12.2%	13.4%	10.8%	13.7%
%H		97.1%	47.9%	21.9%	69.7%	42.4%	27.3%	83.7%
35 - 44	807	782	414	185	554	360	193	717
%V	12.9%	12.8%	14.6%	14.8%	11.9%	13.9%	9.4%	14.4%
%H		96.9%	51.3%	22.9%	68.6%	44.6%	23.9%	88.8%
45 - 54	878	861	412	191	668	399	269	765
%V	14.1%	14.1%	14.5%	15.3%	14.3%	15.4%	13.0%	15.3%
%H		98.1%	46.9%	21.8%	76.1%	45.4%	30.6%	87.1%
55 - 64	711	698	295	127	582	297	285	581
%V	11.4%	11.4%	10.4%	10.2%	12.5%	11.4%	13.8%	11.6%
%H		98.2%	41.5%	17.9%	81.9%	41.8%	40.1%	81.7%
65+	1107	1088	355	130	914	304	609	579
%V	17.7%	17.8%	12.5%	10.4%	19.6%	11.7%	29.5%	11.6%
%H		98.3%	32.1%	11.7%	82.6%	27.5%	55.0%	52.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5022	4905	2219	948	3812	2039	1773	3940
%H		97.7%	44.2%	18.9%	75.9%	40.6%	35.3%	78.5%
AB	1263	1243	631	211	946	535	412	1164
%V	25.1%	25.3%	28.4%	22.3%	24.8%	26.2%	23.2%	29.5%
%H		98.4%	50.0%	16.7%	74.9%	42.4%	32.6%	92.2%
C1	1288	1266	562	252	983	524	459	1110
%V	25.6%	25.8%	25.3%	26.6%	25.8%	25.7%	25.9%	28.2%
%H		98.3%	43.6%	19.6%	76.3%	40.7%	35.6%	86.2%
C2	1163	1145	514	258	903	524	379	929
%V	23.2%	23.3%	23.2%	27.2%	23.7%	25.7%	21.4%	23.6%
%H		98.5%	44.2%	22.2%	77.6%	45.1%	32.6%	79.9%
D	821	789	358	157	618	334	284	547
%V	16.3%	16.1%	16.1%	16.6%	16.2%	16.4%	16.0%	13.9%
%H		96.1%	43.6%	19.1%	75.3%	40.7%	34.6%	66.6%
E	488	461	153	70	362	123	239	190
%V	9.7%	9.4%	6.9%	7.4%	9.5%	6.0%	13.5%	4.8%
%H		94.5%	31.4%	14.3%	74.2%	25.2%	49.0%	38.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5022	4905	2219	948	3812	2039	1773	3940
%H		97.7%	44.2%	18.9%	75.9%	40.6%	35.3%	78.5%
Working full time	2216	2177	1093	484	1640	1024	617	1981
%V	44.1%	44.4%	49.3%	51.1%	43.0%	50.2%	34.8%	50.3%
%H		98.2%	49.3%	21.8%	74.0%	46.2%	27.8%	89.4%
Working part time	573	562	277	115	428	250	178	506
%V	11.4%	11.5%	12.5%	12.1%	11.2%	12.3%	10.0%	12.8%
%H		98.1%	48.3%	20.1%	74.7%	43.6%	31.1%	88.3%
Not working	2233	2166	849	349	1743	766	977	1453
%V	44.5%	44.2%	38.3%	36.8%	45.7%	37.6%	55.1%	36.9%
%H		97.0%	38.0%	15.6%	78.1%	34.3%	43.8%	65.1%
Housewife/Houseperson	2632	2565	1046	468	2007	945	1062	1889
%V	52.4%	52.3%	47.1%	49.4%	52.6%	46.3%	59.9%	47.9%
%H		97.5%	39.7%	17.8%	76.3%	35.9%	40.3%	71.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2464	2399	1112	471	1837	1012	825	1976
%H		97.4%	45.1%	19.1%	74.6%	41.1%	33.5%	80.2%
16 - 19	153	150	74	33	110	71	39	139
%V	6.2%	6.3%	6.7%	7.0%	6.0%	7.0%	4.7%	7.0%
%H		98.0%	48.4%	21.6%	71.9%	46.4%	25.5%	90.8%
20 - 24	197	190	101	34	143	89	54	173
%V	8.0%	7.9%	9.1%	7.2%	7.8%	8.8%	6.5%	8.8%
%H		96.4%	51.3%	17.3%	72.6%	45.2%	27.4%	87.8%
25 - 34	410	395	194	89	289	176	113	349
%V	16.6%	16.5%	17.4%	18.9%	15.7%	17.4%	13.7%	17.7%
%H		96.3%	47.3%	21.7%	70.5%	42.9%	27.6%	85.1%
35 - 44	403	390	210	90	271	178	93	356
%V	16.4%	16.3%	18.9%	19.1%	14.8%	17.6%	11.3%	18.0%
%H		96.8%	52.1%	22.3%	67.2%	44.2%	23.1%	88.3%
45 - 54	437	426	201	102	326	197	129	373
%V	17.7%	17.8%	18.1%	21.7%	17.7%	19.5%	15.6%	18.9%
%H		97.5%	46.0%	23.3%	74.6%	45.1%	29.5%	85.4%
55 - 64	354	346	145	59	288	143	145	288
%V	14.4%	14.4%	13.0%	12.5%	15.7%	14.1%	17.6%	14.6%
%H		97.7%	41.0%	16.7%	81.4%	40.4%	41.0%	81.4%
65+	510	501	188	64	411	158	252	298
%V	20.7%	20.9%	16.9%	13.6%	22.4%	15.6%	30.5%	15.1%
%H		98.2%	36.9%	12.5%	80.6%	31.0%	49.4%	58.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2464	2399	1112	471	1837	1012	825	1976
%H		97.4%	45.1%	19.1%	74.6%	41.1%	33.5%	80.2%
AB	630	619	321	108	464	270	194	587
%V	25.6%	25.8%	28.9%	22.9%	25.3%	26.7%	23.5%	29.7%
%H		98.3%	51.0%	17.1%	73.7%	42.9%	30.8%	93.2%
C1	611	599	279	117	457	254	203	537
%V	24.8%	25.0%	25.1%	24.8%	24.9%	25.1%	24.6%	27.2%
%H		98.0%	45.7%	19.1%	74.8%	41.6%	33.2%	87.9%
C2	626	616	273	144	478	278	199	496
%V	25.4%	25.7%	24.6%	30.6%	26.0%	27.5%	24.1%	25.1%
%H		98.4%	43.6%	23.0%	76.4%	44.4%	31.8%	79.2%
D	406	388	178	77	297	160	137	274
%V	16.5%	16.2%	16.0%	16.3%	16.2%	15.8%	16.6%	13.9%
%H		95.6%	43.8%	19.0%	73.2%	39.4%	33.7%	67.5%
E	191	177	61	25	141	50	91	82
%V	7.8%	7.4%	5.5%	5.3%	7.7%	4.9%	11.0%	4.1%
%H		92.7%	31.9%	13.1%	73.8%	26.2%	47.6%	42.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2464	2399	1112	471	1837	1012	825	1976
%H		97.4%	45.1%	19.1%	74.6%	41.1%	33.5%	80.2%
Working full time	1410	1383	707	307	1034	656	379	1259
%V	57.2%	57.6%	63.6%	65.2%	56.3%	64.8%	45.9%	63.7%
%H		98.1%	50.1%	21.8%	73.3%	46.5%	26.9%	89.3%
Working part time	137	129	61	21	92	45	47	113
%V	5.6%	5.4%	5.5%	4.5%	5.0%	4.4%	5.7%	5.7%
%H		94.2%	44.5%	15.3%	67.2%	32.8%	34.3%	82.5%
Not working	917	887	344	143	711	311	400	603
%V	37.2%	37.0%	30.9%	30.4%	38.7%	30.7%	48.5%	30.5%
%H		96.7%	37.5%	15.6%	77.5%	33.9%	43.6%	65.8%
Housewife/Houseperson	568	545	197	90	415	163	252	348
%V	23.1%	22.7%	17.7%	19.1%	22.6%	16.1%	30.5%	17.6%
%H		96.0%	34.7%	15.8%	73.1%	28.7%	44.4%	61.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2557	2505	1107	476	1975	1027	948	1964
%H		98.0%	43.3%	18.6%	77.2%	40.2%	37.1%	76.8%
16 - 19	168	162	89	30	124	80	43	152
%V	6.6%	6.5%	8.0%	6.3%	6.3%	7.8%	4.5%	7.7%
%H		96.4%	53.0%	17.9%	73.8%	47.6%	25.6%	90.5%
20 - 24	184	179	88	39	147	90	57	151
%V	7.2%	7.1%	7.9%	8.2%	7.4%	8.8%	6.0%	7.7%
%H		97.3%	47.8%	21.2%	79.9%	48.9%	31.0%	82.1%
25 - 34	408	399	198	90	282	171	110	335
%V	16.0%	15.9%	17.9%	18.9%	14.3%	16.7%	11.6%	17.1%
%H		97.8%	48.5%	22.1%	69.1%	41.9%	27.0%	82.1%
35 - 44	404	392	204	95	283	183	100	361
%V	15.8%	15.6%	18.4%	20.0%	14.3%	17.8%	10.5%	18.4%
%H		97.0%	50.5%	23.5%	70.0%	45.3%	24.8%	89.4%
45 - 54	440	435	211	90	342	202	140	392
%V	17.2%	17.4%	19.1%	18.9%	17.3%	19.7%	14.8%	20.0%
%H		98.9%	48.0%	20.5%	77.7%	45.9%	31.8%	89.1%
55 - 64	357	352	150	67	294	154	139	293
%V	14.0%	14.1%	13.6%	14.1%	14.9%	15.0%	14.7%	14.9%
%H		98.6%	42.0%	18.8%	82.4%	43.1%	38.9%	82.1%
65+	596	586	167	66	503	146	357	281
%V	23.3%	23.4%	15.1%	13.9%	25.5%	14.2%	37.7%	14.3%
%H		98.3%	28.0%	11.1%	84.4%	24.5%	59.9%	47.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2557	2505	1107	476	1975	1027	948	1964
%H		98.0%	43.3%	18.6%	77.2%	40.2%	37.1%	76.8%
AB	633	624	310	103	482	265	217	577
%V	24.8%	24.9%	28.0%	21.6%	24.4%	25.8%	22.9%	29.4%
%H		98.6%	49.0%	16.3%	76.1%	41.9%	34.3%	91.2%
C1	677	668	284	135	526	270	256	573
%V	26.5%	26.7%	25.7%	28.4%	26.6%	26.3%	27.0%	29.2%
%H		98.7%	41.9%	19.9%	77.7%	39.9%	37.8%	84.6%
C2	537	529	241	114	426	246	180	433
%V	21.0%	21.1%	21.8%	23.9%	21.6%	24.0%	19.0%	22.0%
%H		98.5%	44.9%	21.2%	79.3%	45.8%	33.5%	80.6%
D	415	400	179	79	321	173	147	273
%V	16.2%	16.0%	16.2%	16.6%	16.3%	16.8%	15.5%	13.9%
%H		96.4%	43.1%	19.0%	77.3%	41.7%	35.4%	65.8%
E	296	284	92	45	220	73	148	108
%V	11.6%	11.3%	8.3%	9.5%	11.1%	7.1%	15.6%	5.5%
%H		95.9%	31.1%	15.2%	74.3%	24.7%	50.0%	36.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2557	2505	1107	476	1975	1027	948	1964
%H		98.0%	43.3%	18.6%	77.2%	40.2%	37.1%	76.8%
Working full time	806	794	386	177	606	368	238	722
%V	31.5%	31.7%	34.9%	37.2%	30.7%	35.8%	25.1%	36.8%
%H		98.5%	47.9%	22.0%	75.2%	45.7%	29.5%	89.6%
Working part time	436	432	216	94	337	205	132	392
%V	17.1%	17.2%	19.5%	19.7%	17.1%	20.0%	13.9%	20.0%
%H		99.1%	49.5%	21.6%	77.3%	47.0%	30.3%	89.9%
Not working	1315	1279	505	206	1032	454	578	850
%V	51.4%	51.1%	45.6%	43.3%	52.3%	44.2%	61.0%	43.3%
%H		97.3%	38.4%	15.7%	78.5%	34.5%	44.0%	64.6%
Housewife/Houseperson	2064	2020	849	378	1592	782	809	1542
%V	80.7%	80.6%	76.7%	79.4%	80.6%	76.1%	85.3%	78.5%
%H		97.9%	41.1%	18.3%	77.1%	37.9%	39.2%	74.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

Contents	Page
Household	
Table 15.1: Social Grade	396
Table 15.2: Housewife Age	397
Table 15.3: Size of Household	398
Table 15.4: Presence of Children	399
Table 15.5: Number of TV sets in household	400
Table 15.6: Screen size	401
Table 15.7: Location of ANY set in household	402
Table 15.8: Recorders	403
Table 15.9: Recorders and other equipment	404
Table 15.10: Computers and Internet	405
Sets	
Table 15.11: Screen Size	406
Table 15.12: Location of set	407
Table 15.13: Recorders	408
Table 15.14: Other TV equipment	408
Table 15.15: Main Set Screen Size	409
Table 15.16: Main Set Recorders	410
Table 15.17: Main Set - Other TV equipment	410
Table 15.18: Other Sets (non-Main Set) Screen Size	411
Table 15.19: Other Set (non-Main Set) Recorders	412
Table 15.20: Other Set (non-Main Set) - Other TV equipment	412
Individuals	
Table 15.21: Age of Children	413
Table 15.22: Adults - Age	414
Table 15.23: Social Grade (Adults 16+)	415
Table 15.24: Working Status (Adults 16+)	416
Table 15.25: Males - Age	417
Table 15.26: Social Grade (Males 16+)	418
Table 15.27: Working Status (Males 16+)	419
Table 15.28: Females - Age	420
Table 15.29: Social Grade (Females 16+)	421
Table 15.30: Working Status (Females 16+)	422

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
AB	197	192	80	45	153	85	68	180
%V	20.7%	20.8%	23.5%	19.7%	21.6%	24.0%	19.3%	25.2%
%H (All HH)		97.5%	40.6%	22.8%	77.7%	43.1%	34.5%	91.4%
%H (TV HH)			41.7%	23.4%	79.7%	44.3%	35.4%	
C1	253	242	83	64	186	92	94	215
%V	26.5%	26.3%	24.3%	27.9%	26.3%	26.0%	26.6%	30.1%
%H (All HH)		95.7%	32.8%	25.3%	73.5%	36.4%	37.2%	85.0%
%H (TV HH)			34.3%	26.4%	76.9%	38.0%	38.8%	
C2	204	201	83	52	161	92	69	156
%V	21.4%	21.8%	24.3%	22.7%	22.8%	26.0%	19.5%	21.8%
%H (All HH)		98.5%	40.7%	25.5%	78.9%	45.1%	33.8%	76.5%
%H (TV HH)			41.3%	25.9%	80.1%	45.8%	34.3%	
D	158	154	53	40	108	48	59	102
%V	16.6%	16.7%	15.5%	17.5%	15.3%	13.6%	16.7%	14.3%
%H (All HH)		97.5%	33.5%	25.3%	68.4%	30.4%	37.3%	64.6%
%H (TV HH)			34.4%	26.0%	70.1%	31.2%	38.3%	
E	141	132	42	28	98	37	62	61
%V	14.8%	14.3%	12.3%	12.2%	13.9%	10.5%	17.6%	8.5%
%H (All HH)		93.6%	29.8%	19.9%	69.5%	26.2%	44.0%	43.3%
%H (TV HH)			31.8%	21.2%	74.2%	28.0%	47.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Under 25	52	46	14	11	33	12	21	39
%V	5.5%	5.0%	4.1%	4.8%	4.7%	3.4%	5.9%	5.5%
%H (All HH)		88.5%	26.9%	21.2%	63.5%	23.1%	40.4%	75.0%
%H (TV HH)			30.4%	23.9%	71.7%	26.1%	45.7%	
25 - 34	161	153	66	41	103	59	44	139
%V	16.9%	16.6%	19.4%	17.9%	14.6%	16.7%	12.5%	19.4%
%H (All HH)		95.0%	41.0%	25.5%	64.0%	36.6%	27.3%	86.3%
%H (TV HH)			43.1%	26.8%	67.3%	38.6%	28.8%	
35 - 44	164	158	68	51	115	76	40	150
%V	17.2%	17.2%	19.9%	22.3%	16.3%	21.5%	11.3%	21.0%
%H (All HH)		96.3%	41.5%	31.1%	70.1%	46.3%	24.4%	91.5%
%H (TV HH)			43.0%	32.3%	72.8%	48.1%	25.3%	
45 - 54	179	175	78	49	132	84	48	158
%V	18.8%	19.0%	22.9%	21.4%	18.7%	23.7%	13.6%	22.1%
%H (All HH)		97.8%	43.6%	27.4%	73.7%	46.9%	26.8%	88.3%
%H (TV HH)			44.6%	28.0%	75.4%	48.0%	27.4%	
55 - 64	158	154	56	37	125	63	62	126
%V	16.6%	16.7%	16.4%	16.2%	17.7%	17.8%	17.6%	17.6%
%H (All HH)		97.5%	35.4%	23.4%	79.1%	39.9%	39.2%	79.7%
%H (TV HH)			36.4%	24.0%	81.2%	40.9%	40.3%	
65 +	238	234	60	39	199	61	138	102
%V	25.0%	25.4%	17.6%	17.0%	28.1%	17.2%	39.1%	14.3%
%H (All HH)		98.3%	25.2%	16.4%	83.6%	25.6%	58.0%	42.9%
%H (TV HH)			25.6%	16.7%	85.0%	26.1%	59.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
1	287	268	64	52	216	66	150	148
%V	30.1%	29.1%	18.8%	22.7%	30.6%	18.6%	42.5%	20.7%
%H (All HH)		93.4%	22.3%	18.1%	75.3%	23.0%	52.3%	51.6%
%H (TV HH)			23.9%	19.4%	80.6%	24.6%	56.0%	
2	322	315	114	77	252	128	124	255
%V	33.8%	34.2%	33.4%	33.6%	35.6%	36.2%	35.1%	35.7%
%H (All HH)		97.8%	35.4%	23.9%	78.3%	39.8%	38.5%	79.2%
%H (TV HH)			36.2%	24.4%	80.0%	40.6%	39.4%	
3	154	152	73	45	108	72	36	134
%V	16.2%	16.5%	21.4%	19.7%	15.3%	20.3%	10.2%	18.7%
%H (All HH)		98.7%	47.4%	29.2%	70.1%	46.8%	23.4%	87.0%
%H (TV HH)			48.0%	29.6%	71.1%	47.4%	23.7%	
4	127	124	58	37	91	61	30	118
%V	13.3%	13.5%	17.0%	16.2%	12.9%	17.2%	8.5%	16.5%
%H (All HH)		97.6%	45.7%	29.1%	71.7%	48.0%	23.6%	92.9%
%H (TV HH)			46.8%	29.8%	73.4%	49.2%	24.2%	
5+	63	62	32	18	40	28	12	60
%V	6.6%	6.7%	9.4%	7.9%	5.7%	7.9%	3.4%	8.4%
%H (All HH)		98.4%	50.8%	28.6%	63.5%	44.4%	19.0%	95.2%
%H (TV HH)			51.6%	29.0%	64.5%	45.2%	19.4%	
Average HH size	2.35	2.37	2.69	2.56	2.29	2.62	1.96	2.60

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Without	704	677	223	158	530	236	294	495
%V	73.9%	73.5%	65.4%	69.0%	75.0%	66.7%	83.3%	69.2%
%H (All HH)		96.2%	31.7%	22.4%	75.3%	33.5%	41.8%	70.3%
%H (TV HH)			32.9%	23.3%	78.3%	34.9%	43.4%	
With	248	244	118	71	176	118	58	220
%V	26.0%	26.5%	34.6%	31.0%	24.9%	33.3%	16.4%	30.8%
%H (All HH)		98.4%	47.6%	28.6%	71.0%	47.6%	23.4%	88.7%
%H (TV HH)			48.4%	29.1%	72.1%	48.4%	23.8%	
0 - 3	93	91	50	22	63	42	20	79
%V	9.8%	9.9%	14.7%	9.6%	8.9%	11.9%	5.7%	11.0%
%H (All HH)		97.8%	53.8%	23.7%	67.7%	45.2%	21.5%	84.9%
%H (TV HH)			54.9%	24.2%	69.2%	46.2%	22.0%	
4 - 9	124	122	58	33	90	58	31	109
%V	13.0%	13.2%	17.0%	14.4%	12.7%	16.4%	8.8%	15.2%
%H (All HH)		98.4%	46.8%	26.6%	72.6%	46.8%	25.0%	87.9%
%H (TV HH)			47.5%	27.0%	73.8%	47.5%	25.4%	
10 - 15	111	109	53	34	79	56	24	104
%V	11.6%	11.8%	15.5%	14.8%	11.2%	15.8%	6.8%	14.5%
%H (All HH)		98.2%	47.7%	30.6%	71.2%	50.5%	21.6%	93.7%
%H (TV HH)			48.6%	31.2%	72.5%	51.4%	22.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
1	381	381	108	88	254	75	178	244
%V	40.0%	41.4%	31.7%	38.4%	35.9%	21.2%	50.4%	34.1%
%H (All HH)		100.0%	28.3%	23.1%	66.7%	19.7%	46.7%	64.0%
%H (TV HH)			28.3%	23.1%	66.7%	19.7%	46.7%	
2	308	308	120	79	249	138	111	241
%V	32.3%	33.4%	35.2%	34.5%	35.2%	39.0%	31.4%	33.7%
%H (All HH)		100.0%	39.0%	25.6%	80.8%	44.8%	36.0%	78.2%
%H (TV HH)			39.0%	25.6%	80.8%	44.8%	36.0%	
3	147	147	69	37	128	85	44	129
%V	15.4%	16.0%	20.2%	16.2%	18.1%	24.0%	12.5%	18.0%
%H (All HH)		100.0%	46.9%	25.2%	87.1%	57.8%	29.9%	87.8%
%H (TV HH)			46.9%	25.2%	87.1%	57.8%	29.9%	
4	56	56	30	15	48	35	13	54
%V	5.9%	6.1%	8.8%	6.6%	6.8%	9.9%	3.7%	7.6%
%H (All HH)		100.0%	53.6%	26.8%	85.7%	62.5%	23.2%	96.4%
%H (TV HH)			53.6%	26.8%	85.7%	62.5%	23.2%	
5+	30	30	14	10	28	21	7	28
%V	3.1%	3.3%	4.1%	4.4%	4.0%	5.9%	2.0%	3.9%
%H (All HH)		100.0%	46.7%	33.3%	93.3%	70.0%	23.3%	93.3%
%H (TV HH)			46.7%	33.3%	93.3%	70.0%	23.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Under 20"	224	224	85	54	206	116	90	180
%V	23.5%	24.3%	24.9%	23.6%	29.1%	32.8%	25.5%	25.2%
%H (All HH)		100.0%	37.9%	24.1%	92.0%	51.8%	40.2%	80.4%
%H (TV HH)			37.9%	24.1%	92.0%	51.8%	40.2%	
20" - 29"	337	337	123	79	280	142	139	254
%V	35.4%	36.6%	36.1%	34.5%	39.6%	40.1%	39.4%	35.5%
%H (All HH)		100.0%	36.5%	23.4%	83.1%	42.1%	41.2%	75.4%
%H (TV HH)			36.5%	23.4%	83.1%	42.1%	41.2%	
30" - 39"	482	482	183	131	386	211	175	371
%V	50.6%	52.3%	53.7%	57.2%	54.6%	59.6%	49.6%	51.9%
%H (All HH)		100.0%	38.0%	27.2%	80.1%	43.8%	36.3%	77.0%
%H (TV HH)			38.0%	27.2%	80.1%	43.8%	36.3%	
40" and over	361	361	175	100	267	175	92	311
%V	37.9%	39.2%	51.3%	43.7%	37.8%	49.4%	26.1%	43.5%
%H (All HH)		100.0%	48.5%	27.7%	74.0%	48.5%	25.5%	86.1%
%H (TV HH)			48.5%	27.7%	74.0%	48.5%	25.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Main living room	899	899	339	226	696	352	344	681
%V	94.3%	97.6%	99.4%	98.7%	98.4%	99.4%	97.5%	95.2%
%H (All HH)		100.0%	37.7%	25.1%	77.4%	39.2%	38.3%	75.8%
%H (TV HH)			37.7%	25.1%	77.4%	39.2%	38.3%	
Kitchen	107	107	46	24	102	62	39	87
%V	11.2%	11.6%	13.5%	10.5%	14.4%	17.5%	11.0%	12.2%
%H (All HH)		100.0%	43.0%	22.4%	95.3%	57.9%	36.4%	81.3%
%H (TV HH)			43.0%	22.4%	95.3%	57.9%	36.4%	
Adult's bedroom	360	360	159	94	315	200	115	303
%V	37.8%	39.1%	46.6%	41.0%	44.6%	56.5%	32.6%	42.4%
%H (All HH)		100.0%	44.2%	26.1%	87.5%	55.6%	31.9%	84.2%
%H (TV HH)			44.2%	26.1%	87.5%	55.6%	31.9%	
Child's bedroom	76	76	37	24	66	49	17	72
%V	8.0%	8.3%	10.9%	10.5%	9.3%	13.8%	4.8%	10.1%
%H (All HH)		100.0%	48.7%	31.6%	86.8%	64.5%	22.4%	94.7%
%H (TV HH)			48.7%	31.6%	86.8%	64.5%	22.4%	
Other bedroom	51	51	21	18	47	33	15	48
%V	5.4%	5.5%	6.2%	7.9%	6.6%	9.3%	4.2%	6.7%
%H (All HH)		100.0%	41.2%	35.3%	92.2%	64.7%	29.4%	94.1%
%H (TV HH)			41.2%	35.3%	92.2%	64.7%	29.4%	
Second living/dining room	84	84	31	25	70	40	31	67
%V	8.8%	9.1%	9.1%	10.9%	9.9%	11.3%	8.8%	9.4%
%H (All HH)		100.0%	36.9%	29.8%	83.3%	47.6%	36.9%	79.8%
%H (TV HH)			36.9%	29.8%	83.3%	47.6%	36.9%	
Study/office	15	15	6	4	14	8	6	15
%V	1.6%	1.6%	1.8%	1.7%	2.0%	2.3%	1.7%	2.1%
%H (All HH)		100.0%	40.0%	26.7%	93.3%	53.3%	40.0%	100.0%
%H (TV HH)			40.0%	26.7%	93.3%	53.3%	40.0%	
TV room	8	8	3	2	6	4	2	7
%V	0.8%	0.9%	0.9%	0.9%	0.8%	1.1%	0.6%	1.0%
%H (All HH)		100.0%	37.5%	25.0%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			37.5%	25.0%	75.0%	50.0%	25.0%	
Conservatory	22	22	10	8	19	14	5	19
%V	2.3%	2.4%	2.9%	3.5%	2.7%	4.0%	1.4%	2.7%
%H (All HH)		100.0%	45.5%	36.4%	86.4%	63.6%	22.7%	86.4%
%H (TV HH)			45.5%	36.4%	86.4%	63.6%	22.7%	
Attic or loft room	1	1	0	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	2	2	1	1	2	1	1	2
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	50.0%	50.0%	
Other	9	9	4	2	8	5	3	9
%V	0.9%	1.0%	1.2%	0.9%	1.1%	1.4%	0.8%	1.3%
%H (All HH)		100.0%	44.4%	22.2%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			44.4%	22.2%	88.9%	55.6%	33.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Any DSAT provider	341	341	341	12	223	223	0	291
%V	35.8%	37.0%	100.0%	5.2%	31.5%	63.0%	0.0%	40.7%
%H (All HH)			100.0%	3.5%	65.4%	65.4%	0.0%	85.3%
%H (TV HH)			100.0%	3.5%	65.4%	65.4%	0.0%	
Sky with subcription	274	274	274	7	181	181	0	241
%V	28.8%	29.8%	80.4%	3.1%	25.6%	51.1%	0.0%	33.7%
%H (All HH)			100.0%	2.6%	66.1%	66.1%	0.0%	88.0%
%H (TV HH)			100.0%	2.6%	66.1%	66.1%	0.0%	
Sky without subscription	19	19	19	2	13	13	0	14
%V	2.0%	2.1%	5.6%	0.9%	1.8%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	10.5%	68.4%	68.4%	0.0%	73.7%
%H (TV HH)			100.0%	10.5%	68.4%	68.4%	0.0%	
Freesat	41	41	41	3	29	29	0	32
%V	4.3%	4.5%	12.0%	1.3%	4.1%	8.2%	0.0%	4.5%
%H (All HH)			100.0%	7.3%	70.7%	70.7%	0.0%	78.0%
%H (TV HH)			100.0%	7.3%	70.7%	70.7%	0.0%	
Other satellite provider	12	12	12	1	4	4	0	9
%V	1.3%	1.3%	3.5%	0.4%	0.6%	1.1%	0.0%	1.3%
%H (All HH)			100.0%	8.3%	33.3%	33.3%	0.0%	75.0%
%H (TV HH)			100.0%	8.3%	33.3%	33.3%	0.0%	
DCAB	229	229	12	229	139	139	0	197
%V	24.0%	24.9%	3.5%	100.0%	19.7%	39.3%	0.0%	27.6%
%H (All HH)			5.2%	100.0%	60.7%	60.7%	0.0%	86.0%
%H (TV HH)			5.2%	100.0%	60.7%	60.7%	0.0%	
DTT	707	707	223	139	707	354	353	523
%V	74.2%	76.8%	65.4%	60.7%	100.0%	100.0%	100.0%	73.1%
%H (All HH)		100.0%	31.5%	19.7%	100.0%	50.1%	49.9%	74.0%
%H (TV HH)			31.5%	19.7%	100.0%	50.1%	49.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%H (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
PVR	553	553	286	157	406	286	119	479
%V	58.0%	60.0%	83.9%	68.6%	57.4%	80.8%	33.7%	67.0%
%H (All HH)		100.0%	51.7%	28.4%	73.4%	51.7%	21.5%	86.6%
%H (TV HH)			51.7%	28.4%	73.4%	51.7%	21.5%	
DVDR	80	80	28	17	64	29	35	62
%V	8.4%	8.7%	8.2%	7.4%	9.1%	8.2%	9.9%	8.7%
%H (All HH)		100.0%	35.0%	21.3%	80.0%	36.3%	43.8%	77.5%
%H (TV HH)			35.0%	21.3%	80.0%	36.3%	43.8%	
VCR	40	40	11	12	30	12	17	28
%V	4.2%	4.3%	3.2%	5.2%	4.2%	3.4%	4.8%	3.9%
%H (All HH)		100.0%	27.5%	30.0%	75.0%	30.0%	42.5%	70.0%
%H (TV HH)			27.5%	30.0%	75.0%	30.0%	42.5%	
Any recorder	602	602	292	168	448	297	151	509
%V	63.2%	65.4%	85.6%	73.4%	63.4%	83.9%	42.8%	71.2%
%H (All HH)		100.0%	48.5%	27.9%	74.4%	49.3%	25.1%	84.6%
%H (TV HH)			48.5%	27.9%	74.4%	49.3%	25.1%	
Receives HDTV (via STB or built-in reception)	531	531	226	183	394	263	131	447
%V	55.7%	57.7%	66.3%	79.9%	55.7%	74.3%	37.1%	62.5%
%H (All HH)		100.0%	42.6%	34.5%	74.2%	49.5%	24.7%	84.2%
%H (TV HH)			42.6%	34.5%	74.2%	49.5%	24.7%	
DVD/Blu-ray player or recorder	720	720	285	191	568	313	254	583
%V	75.6%	78.2%	83.6%	83.4%	80.3%	88.4%	72.0%	81.5%
%H (All HH)		100.0%	39.6%	26.5%	78.9%	43.5%	35.3%	81.0%
%H (TV HH)			39.6%	26.5%	78.9%	43.5%	35.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	953	921	341	229	707	354	353	715
%V (All HH)		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%
%H (TV HH)			37.0%	24.9%	76.8%	38.4%	38.3%	
Has broadband internet	715	696	291	197	523	313	211	715
%V	75.0%	75.6%	85.3%	86.0%	74.0%	88.4%	59.8%	100.0%
%H (All HH)		97.3%	40.7%	27.6%	73.1%	43.8%	29.5%	100.0%
%H (TV HH)			41.8%	28.3%	75.1%	45.0%	30.3%	
Number of computers (PCs and laptops)								
0	207	196	48	28	159	38	121	12
%V	21.7%	21.3%	14.1%	12.2%	22.5%	10.7%	34.3%	1.7%
%H (All HH)		94.7%	23.2%	13.5%	76.8%	18.4%	58.5%	5.8%
%H (TV HH)			24.5%	14.3%	81.1%	19.4%	61.7%	
1	335	324	120	85	248	130	118	302
%V	35.2%	35.2%	35.2%	37.1%	35.1%	36.7%	33.4%	42.2%
%H (All HH)		96.7%	35.8%	25.4%	74.0%	38.8%	35.2%	90.1%
%H (TV HH)			37.0%	26.2%	76.5%	40.1%	36.4%	
2	204	198	83	54	152	89	63	198
%V	21.4%	21.5%	24.3%	23.6%	21.5%	25.1%	17.8%	27.7%
%H (All HH)		97.1%	40.7%	26.5%	74.5%	43.6%	30.9%	97.1%
%H (TV HH)			41.9%	27.3%	76.8%	44.9%	31.8%	
3	103	100	45	27	75	48	27	100
%V	10.8%	10.9%	13.2%	11.8%	10.6%	13.6%	7.6%	14.0%
%H (All HH)		97.1%	43.7%	26.2%	72.8%	46.6%	26.2%	97.1%
%H (TV HH)			45.0%	27.0%	75.0%	48.0%	27.0%	
4	50	50	23	15	36	24	12	49
%V	5.2%	5.4%	6.7%	6.6%	5.1%	6.8%	3.4%	6.9%
%H (All HH)		100.0%	46.0%	30.0%	72.0%	48.0%	24.0%	98.0%
%H (TV HH)			46.0%	30.0%	72.0%	48.0%	24.0%	
5+	54	53	23	19	36	24	12	54
%V	5.7%	5.8%	6.7%	8.3%	5.1%	6.8%	3.4%	7.6%
%H (All HH)		98.1%	42.6%	35.2%	66.7%	44.4%	22.2%	100.0%
%H (TV HH)			43.4%	35.8%	67.9%	45.3%	22.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1822	751	470	1480	860	620	1481
%H		41.2%	25.8%	81.2%	47.2%	34.0%	81.3%
Under 20"	287	104	68	267	146	121	239
%V	15.8%	13.8%	14.5%	18.0%	17.0%	19.5%	16.1%
%H		36.2%	23.7%	93.0%	50.9%	42.2%	83.3%
20" - 29"	423	161	102	360	194	166	325
%V	23.2%	21.4%	21.7%	24.3%	22.6%	26.8%	21.9%
%H		38.1%	24.1%	85.1%	45.9%	39.2%	76.8%
30" - 39"	568	220	162	464	268	196	449
%V	31.2%	29.3%	34.5%	31.4%	31.2%	31.6%	30.3%
%H		38.7%	28.5%	81.7%	47.2%	34.5%	79.0%
40" and over	405	200	113	300	199	100	353
%V	22.2%	26.6%	24.0%	20.3%	23.1%	16.1%	23.8%
%H		49.4%	27.9%	74.1%	49.1%	24.7%	87.2%
Don't know	32	11	7	26	12	14	22
%V	1.8%	1.5%	1.5%	1.8%	1.4%	2.3%	1.5%
%H		34.4%	21.9%	81.3%	37.5%	43.8%	68.8%
Not Asked	107	55	18	63	41	23	93
%V	5.9%	7.3%	3.8%	4.3%	4.8%	3.7%	6.3%
%H		51.4%	16.8%	58.9%	38.3%	21.5%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1822	751	470	1480	860	620	1481
%H		41.2%	25.8%	81.2%	47.2%	34.0%	81.3%
Main living room	902	340	227	698	353	344	684
%V	49.5%	45.3%	48.3%	47.2%	41.0%	55.5%	46.2%
%H		37.7%	25.2%	77.4%	39.1%	38.1%	75.8%
Kitchen	108	47	24	102	63	40	88
%V	5.9%	6.3%	5.1%	6.9%	7.3%	6.5%	5.9%
%H		43.5%	22.2%	94.4%	58.3%	37.0%	81.5%
Adult's bedroom	402	181	102	352	225	127	341
%V	22.1%	24.1%	21.7%	23.8%	26.2%	20.5%	23.0%
%H		45.0%	25.4%	87.6%	56.0%	31.6%	84.8%
Child's bedroom	100	47	33	86	64	22	94
%V	5.5%	6.3%	7.0%	5.8%	7.4%	3.5%	6.3%
%H		47.0%	33.0%	86.0%	64.0%	22.0%	94.0%
Other bedroom	63	26	24	58	42	16	59
%V	3.5%	3.5%	5.1%	3.9%	4.9%	2.6%	4.0%
%H		41.3%	38.1%	92.1%	66.7%	25.4%	93.7%
Second living/dining room	84	31	25	71	40	31	68
%V	4.6%	4.1%	5.3%	4.8%	4.7%	5.0%	4.6%
%H		36.9%	29.8%	84.5%	47.6%	36.9%	81.0%
Study/office	15	6	4	14	8	6	15
%V	0.8%	0.8%	0.9%	0.9%	0.9%	1.0%	1.0%
%H		40.0%	26.7%	93.3%	53.3%	40.0%	100.0%
TV room	8	3	2	6	4	2	7
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		37.5%	25.0%	75.0%	50.0%	25.0%	87.5%
Conservatory	22	10	8	19	14	5	19
%V	1.2%	1.3%	1.7%	1.3%	1.6%	0.8%	1.3%
%H		45.5%	36.4%	86.4%	63.6%	22.7%	86.4%
Attic or loft room	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	1	1	2	1	1	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Other	9	4	2	8	5	3	9
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.5%	0.6%
%H		44.4%	22.2%	88.9%	55.6%	33.3%	100.0%
Not Asked	107	55	18	63	41	23	93
%V	5.9%	7.3%	3.8%	4.3%	4.8%	3.7%	6.3%
%H		51.4%	16.8%	58.9%	38.3%	21.5%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1822	751	470	1480	860	620	1481
%H		41.2%	25.8%	81.2%	47.2%	34.0%	81.3%
PVR	725	397	203	536	397	139	639
%V	39.8%	52.9%	43.2%	36.2%	46.2%	22.4%	43.1%
%H		54.8%	28.0%	73.9%	54.8%	19.2%	88.1%
DVDR	86	29	20	69	32	37	67
%V	4.7%	3.9%	4.3%	4.7%	3.7%	6.0%	4.5%
%H		33.7%	23.3%	80.2%	37.2%	43.0%	77.9%
VCR	42	11	12	31	12	19	29
%V	2.3%	1.5%	2.6%	2.1%	1.4%	3.1%	2.0%
%H		26.2%	28.6%	73.8%	28.6%	45.2%	69.0%
Any recorder	790	407	218	594	416	178	680
%V	43.4%	54.2%	46.4%	40.1%	48.4%	28.7%	45.9%
%H		51.5%	27.6%	75.2%	52.7%	22.5%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1822	751	470	1480	860	620	1481
%H		41.2%	25.8%	81.2%	47.2%	34.0%	81.3%
Receives HDTV (via STB or built-in reception)	743	322	254	568	387	181	637
%V	40.8%	42.9%	54.0%	38.4%	45.0%	29.2%	43.0%
%H		43.3%	34.2%	76.4%	52.1%	24.4%	85.7%
DVD/Blu-ray player or recorder	1063	435	300	875	528	347	898
%V	58.3%	57.9%	63.8%	59.1%	61.4%	56.0%	60.6%
%H		40.9%	28.2%	82.3%	49.7%	32.6%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	921	341	229	707	354	353	696
%H		37.0%	24.9%	76.8%	38.4%	38.3%	75.6%
Under 20"	22	3	3	20	3	17	14
%V	2.4%	0.9%	1.3%	2.8%	0.8%	4.8%	2.0%
%H		13.6%	13.6%	90.9%	13.6%	77.3%	63.6%
20" - 29"	151	37	30	118	33	85	92
%V	16.4%	10.9%	13.1%	16.7%	9.3%	24.1%	13.2%
%H		24.5%	19.9%	78.1%	21.9%	56.3%	60.9%
30" - 39"	379	127	100	302	145	156	278
%V	41.2%	37.2%	43.7%	42.7%	41.0%	44.2%	39.9%
%H		33.5%	26.4%	79.7%	38.3%	41.2%	73.4%
40" and over	346	170	94	256	169	87	297
%V	37.6%	49.9%	41.0%	36.2%	47.7%	24.6%	42.7%
%H		49.1%	27.2%	74.0%	48.8%	25.1%	85.8%
Don't know	14	4	3	11	4	7	9
%V	1.5%	1.2%	1.3%	1.6%	1.1%	2.0%	1.3%
%H		28.6%	21.4%	78.6%	28.6%	50.0%	64.3%
Not Asked	9	0	0	0	0	1	6
%V	1.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
%H		0.0%	0.0%	0.0%	0.0%	11.1%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	921	341	229	707	354	353	696
%H		37.0%	24.9%	76.8%	38.4%	38.3%	75.6%
PVR	538	281	154	393	281	112	467
%V	58.4%	82.4%	67.2%	55.6%	79.4%	31.7%	67.1%
%H		52.2%	28.6%	73.0%	52.2%	20.8%	86.8%
DVDR	68	24	13	53	22	31	52
%V	7.4%	7.0%	5.7%	7.5%	6.2%	8.8%	7.5%
%H		35.3%	19.1%	77.9%	32.4%	45.6%	76.5%
VCR	35	10	11	24	9	14	24
%V	3.8%	2.9%	4.8%	3.4%	2.5%	4.0%	3.4%
%H		28.6%	31.4%	68.6%	25.7%	40.0%	68.6%
Any recorder	588	287	165	435	292	143	498
%V	63.8%	84.2%	72.1%	61.5%	82.5%	40.5%	71.6%
%H		48.8%	28.1%	74.0%	49.7%	24.3%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	921	341	229	707	354	353	696
%H		37.0%	24.9%	76.8%	38.4%	38.3%	75.6%
Receives HDTV (via STB or built-in reception)	511	217	179	378	255	123	431
%V	55.5%	63.6%	78.2%	53.5%	72.0%	34.8%	61.9%
%H		42.5%	35.0%	74.0%	49.9%	24.1%	84.3%
DVD/Blu-ray player or recorder	679	266	183	533	293	239	549
%V	73.7%	78.0%	79.9%	75.4%	82.8%	67.7%	78.9%
%H		39.2%	27.0%	78.5%	43.2%	35.2%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	901	410	241	773	505	268	785
%H		45.5%	26.7%	85.8%	56.0%	29.7%	87.1%
Under 20"	265	101	66	247	143	104	225
%V	29.4%	24.6%	27.4%	32.0%	28.3%	38.8%	28.7%
%H		38.1%	24.9%	93.2%	54.0%	39.2%	84.9%
20" - 29"	272	123	72	242	160	82	233
%V	30.2%	30.0%	29.9%	31.3%	31.7%	30.6%	29.7%
%H		45.2%	26.5%	89.0%	58.8%	30.1%	85.7%
30" - 39"	189	93	62	162	123	39	171
%V	21.0%	22.7%	25.7%	21.0%	24.4%	14.6%	21.8%
%H		49.2%	32.8%	85.7%	65.1%	20.6%	90.5%
40" and over	59	30	19	44	31	13	56
%V	6.5%	7.3%	7.9%	5.7%	6.1%	4.9%	7.1%
%H		50.8%	32.2%	74.6%	52.5%	22.0%	94.9%
Don't know	18	7	4	15	8	7	13
%V	2.0%	1.7%	1.7%	1.9%	1.6%	2.6%	1.7%
%H		38.9%	22.2%	83.3%	44.4%	38.9%	72.2%
Not Asked	98	56	18	63	40	23	87
%V	10.9%	13.7%	7.5%	8.2%	7.9%	8.6%	11.1%
%H		57.1%	18.4%	64.3%	40.8%	23.5%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	901	410	241	773	505	268	785
%H		45.5%	26.7%	85.8%	56.0%	29.7%	87.1%
PVR	188	116	49	144	117	27	172
%V	20.9%	28.3%	20.3%	18.6%	23.2%	10.1%	21.9%
%H		61.7%	26.1%	76.6%	62.2%	14.4%	91.5%
DVDR	18	5	7	16	9	6	15
%V	2.0%	1.2%	2.9%	2.1%	1.8%	2.2%	1.9%
%H		27.8%	38.9%	88.9%	50.0%	33.3%	83.3%
VCR	7	1	1	7	3	4	5
%V	0.8%	0.2%	0.4%	0.9%	0.6%	1.5%	0.6%
%H		14.3%	14.3%	100.0%	42.9%	57.1%	71.4%
Any recorder	203	120	53	159	124	35	183
%V	22.5%	29.3%	22.0%	20.6%	24.6%	13.1%	23.3%
%H		59.1%	26.1%	78.3%	61.1%	17.2%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	901	410	241	773	505	268	785
%H		45.5%	26.7%	85.8%	56.0%	29.7%	87.1%
Receives HDTV (via STB or built-in reception)	232	105	74	190	132	58	206
%V	25.7%	25.6%	30.7%	24.6%	26.1%	21.6%	26.2%
%H		45.3%	31.9%	81.9%	56.9%	25.0%	88.8%
DVD/Blu-ray player or recorder	384	169	118	342	235	107	349
%V	42.6%	41.2%	49.0%	44.2%	46.5%	39.9%	44.5%
%H		44.0%	30.7%	89.1%	61.2%	27.9%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2241	2185	916	587	1620	929	690	1857
%H		97.5%	40.9%	26.2%	72.3%	41.5%	30.8%	82.9%
Total Children	430	420	210	115	301	200	100	382
%V	19.2%	19.2%	22.9%	19.6%	18.6%	21.5%	14.5%	20.6%
%H		97.7%	48.8%	26.7%	70.0%	46.5%	23.3%	88.8%
0 - 3	112	110	62	25	76	51	25	94
%V	5.0%	5.0%	6.8%	4.3%	4.7%	5.5%	3.6%	5.1%
%H		98.2%	55.4%	22.3%	67.9%	45.5%	22.3%	83.9%
4 - 15	317	310	147	90	225	149	75	289
%V	14.1%	14.2%	16.0%	15.3%	13.9%	16.0%	10.9%	15.6%
%H		97.8%	46.4%	28.4%	71.0%	47.0%	23.7%	91.2%
4 - 9	171	167	80	46	121	78	43	151
%V	7.6%	7.6%	8.7%	7.8%	7.5%	8.4%	6.2%	8.1%
%H		97.7%	46.8%	26.9%	70.8%	45.6%	25.1%	88.3%
10 - 15	146	143	67	45	104	71	33	137
%V	6.5%	6.5%	7.3%	7.7%	6.4%	7.6%	4.8%	7.4%
%H		97.9%	45.9%	30.8%	71.2%	48.6%	22.6%	93.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2241	2185	916	587	1620	929	690	1857
%H		97.5%	40.9%	26.2%	72.3%	41.5%	30.8%	82.9%
Total Adults (16+)	1812	1765	706	471	1319	729	590	1475
%V	80.9%	80.8%	77.1%	80.2%	81.4%	78.5%	85.5%	79.4%
%H		97.4%	39.0%	26.0%	72.8%	40.2%	32.6%	81.4%
16 - 19	111	109	47	33	78	49	29	103
%V	5.0%	5.0%	5.1%	5.6%	4.8%	5.3%	4.2%	5.5%
%H		98.2%	42.3%	29.7%	70.3%	44.1%	26.1%	92.8%
20 - 24	171	162	52	50	109	54	55	148
%V	7.6%	7.4%	5.7%	8.5%	6.7%	5.8%	8.0%	8.0%
%H		94.7%	30.4%	29.2%	63.7%	31.6%	32.2%	86.5%
25 - 34	307	295	137	83	194	121	74	273
%V	13.7%	13.5%	15.0%	14.1%	12.0%	13.0%	10.7%	14.7%
%H		96.1%	44.6%	27.0%	63.2%	39.4%	24.1%	88.9%
35 - 44	290	282	128	86	204	136	68	265
%V	12.9%	12.9%	14.0%	14.7%	12.6%	14.6%	9.9%	14.3%
%H		97.2%	44.1%	29.7%	70.3%	46.9%	23.4%	91.4%
45 - 54	311	305	143	90	230	154	76	283
%V	13.9%	14.0%	15.6%	15.3%	14.2%	16.6%	11.0%	15.2%
%H		98.1%	46.0%	28.9%	74.0%	49.5%	24.4%	91.0%
55 - 64	264	260	97	68	205	108	97	220
%V	11.8%	11.9%	10.6%	11.6%	12.7%	11.6%	14.1%	11.8%
%H		98.5%	36.7%	25.8%	77.7%	40.9%	36.7%	83.3%
65+	358	352	102	62	299	107	192	184
%V	16.0%	16.1%	11.1%	10.6%	18.5%	11.5%	27.8%	9.9%
%H		98.3%	28.5%	17.3%	83.5%	29.9%	53.6%	51.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1812	1765	706	471	1319	729	590	1475
%H		97.4%	39.0%	26.0%	72.8%	40.2%	32.6%	81.4%
AB	400	392	179	94	308	183	125	377
%V	22.1%	22.2%	25.4%	20.0%	23.4%	25.1%	21.2%	25.6%
%H		98.0%	44.8%	23.5%	77.0%	45.8%	31.3%	94.3%
C1	504	488	172	140	361	191	170	451
%V	27.8%	27.6%	24.4%	29.7%	27.4%	26.2%	28.8%	30.6%
%H		96.8%	34.1%	27.8%	71.6%	37.9%	33.7%	89.5%
C2	405	401	175	110	316	195	121	331
%V	22.4%	22.7%	24.8%	23.4%	24.0%	26.7%	20.5%	22.4%
%H		99.0%	43.2%	27.2%	78.0%	48.1%	29.9%	81.7%
D	302	295	115	82	198	102	96	218
%V	16.7%	16.7%	16.3%	17.4%	15.0%	14.0%	16.3%	14.8%
%H		97.7%	38.1%	27.2%	65.6%	33.8%	31.8%	72.2%
E	200	189	65	46	137	58	78	98
%V	11.0%	10.7%	9.2%	9.8%	10.4%	8.0%	13.2%	6.6%
%H		94.5%	32.5%	23.0%	68.5%	29.0%	39.0%	49.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1812	1765	706	471	1319	729	590	1475
%H		97.4%	39.0%	26.0%	72.8%	40.2%	32.6%	81.4%
Working full time	774	759	346	224	560	362	198	716
%V	42.7%	43.0%	49.0%	47.6%	42.5%	49.7%	33.6%	48.5%
%H		98.1%	44.7%	28.9%	72.4%	46.8%	25.6%	92.5%
Working part time	200	196	78	54	146	85	62	175
%V	11.0%	11.1%	11.0%	11.5%	11.1%	11.7%	10.5%	11.9%
%H		98.0%	39.0%	27.0%	73.0%	42.5%	31.0%	87.5%
Not working	837	809	282	194	613	282	331	583
%V	46.2%	45.8%	39.9%	41.2%	46.5%	38.7%	56.1%	39.5%
%H		96.7%	33.7%	23.2%	73.2%	33.7%	39.5%	69.7%
Housewife/Houseperson	953	921	341	229	707	354	353	715
%V	52.6%	52.2%	48.3%	48.6%	53.6%	48.6%	59.8%	48.5%
%H		96.6%	35.8%	24.0%	74.2%	37.1%	37.0%	75.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	861	835	344	230	615	356	259	717
%H		97.0%	40.0%	26.7%	71.4%	41.3%	30.1%	83.3%
16 - 19	52	51	22	16	38	25	13	49
%V	6.0%	6.1%	6.4%	7.0%	6.2%	7.0%	5.0%	6.8%
%H		98.1%	42.3%	30.8%	73.1%	48.1%	25.0%	94.2%
20 - 24	82	78	24	26	50	26	23	76
%V	9.5%	9.3%	7.0%	11.3%	8.1%	7.3%	8.9%	10.6%
%H		95.1%	29.3%	31.7%	61.0%	31.7%	28.0%	92.7%
25 - 34	145	139	66	40	90	58	32	131
%V	16.8%	16.6%	19.2%	17.4%	14.6%	16.3%	12.4%	18.3%
%H		95.9%	45.5%	27.6%	62.1%	40.0%	22.1%	90.3%
35 - 44	140	135	63	38	99	64	35	125
%V	16.3%	16.2%	18.3%	16.5%	16.1%	18.0%	13.5%	17.4%
%H		96.4%	45.0%	27.1%	70.7%	45.7%	25.0%	89.3%
45 - 54	152	148	71	43	112	76	36	137
%V	17.7%	17.7%	20.6%	18.7%	18.2%	21.3%	13.9%	19.1%
%H		97.4%	46.7%	28.3%	73.7%	50.0%	23.7%	90.1%
55 - 64	132	129	48	36	100	55	45	107
%V	15.3%	15.4%	14.0%	15.7%	16.3%	15.4%	17.4%	14.9%
%H		97.7%	36.4%	27.3%	75.8%	41.7%	34.1%	81.1%
65+	158	155	50	31	126	51	76	92
%V	18.4%	18.6%	14.5%	13.5%	20.5%	14.3%	29.3%	12.8%
%H		98.1%	31.6%	19.6%	79.7%	32.3%	48.1%	58.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	861	835	344	230	615	356	259	717
%H		97.0%	40.0%	26.7%	71.4%	41.3%	30.1%	83.3%
AB	197	193	89	47	151	92	59	188
%V	22.9%	23.1%	25.9%	20.4%	24.6%	25.8%	22.8%	26.2%
%H		98.0%	45.2%	23.9%	76.6%	46.7%	29.9%	95.4%
C1	228	219	84	63	158	90	68	210
%V	26.5%	26.2%	24.4%	27.4%	25.7%	25.3%	26.3%	29.3%
%H		96.1%	36.8%	27.6%	69.3%	39.5%	29.8%	92.1%
C2	208	205	87	59	159	98	61	168
%V	24.2%	24.6%	25.3%	25.7%	25.9%	27.5%	23.6%	23.4%
%H		98.6%	41.8%	28.4%	76.4%	47.1%	29.3%	80.8%
D	148	144	60	40	96	53	43	110
%V	17.2%	17.2%	17.4%	17.4%	15.6%	14.9%	16.6%	15.3%
%H		97.3%	40.5%	27.0%	64.9%	35.8%	29.1%	74.3%
E	80	74	24	21	51	23	28	41
%V	9.3%	8.9%	7.0%	9.1%	8.3%	6.5%	10.8%	5.7%
%H		92.5%	30.0%	26.3%	63.8%	28.8%	35.0%	51.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	861	835	344	230	615	356	259	717
%H		97.0%	40.0%	26.7%	71.4%	41.3%	30.1%	83.3%
Working full time	475	465	217	136	341	224	117	436
%V	55.2%	55.7%	63.1%	59.1%	55.4%	62.9%	45.2%	60.8%
%H		97.9%	45.7%	28.6%	71.8%	47.2%	24.6%	91.8%
Working part time	37	36	12	10	28	15	13	32
%V	4.3%	4.3%	3.5%	4.3%	4.6%	4.2%	5.0%	4.5%
%H		97.3%	32.4%	27.0%	75.7%	40.5%	35.1%	86.5%
Not working	348	334	115	85	246	117	129	249
%V	40.4%	40.0%	33.4%	37.0%	40.0%	32.9%	49.8%	34.7%
%H		96.0%	33.0%	24.4%	70.7%	33.6%	37.1%	71.6%
Housewife/Houseperson	180	167	54	39	123	52	71	116
%V	20.9%	20.0%	15.7%	17.0%	20.0%	14.6%	27.4%	16.2%
%H		92.8%	30.0%	21.7%	68.3%	28.9%	39.4%	64.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	950	930	363	241	704	373	331	758
%H		97.9%	38.2%	25.4%	74.1%	39.3%	34.8%	79.8%
16 - 19	59	58	24	18	40	24	16	54
%V	6.2%	6.2%	6.6%	7.5%	5.7%	6.4%	4.8%	7.1%
%H		98.3%	40.7%	30.5%	67.8%	40.7%	27.1%	91.5%
20 - 24	89	84	29	23	59	27	32	73
%V	9.4%	9.0%	8.0%	9.5%	8.4%	7.2%	9.7%	9.6%
%H		94.4%	32.6%	25.8%	66.3%	30.3%	36.0%	82.0%
25 - 34	162	156	71	43	104	62	42	142
%V	17.1%	16.8%	19.6%	17.8%	14.8%	16.6%	12.7%	18.7%
%H		96.3%	43.8%	26.5%	64.2%	38.3%	25.9%	87.7%
35 - 44	149	146	65	48	105	72	34	140
%V	15.7%	15.7%	17.9%	19.9%	14.9%	19.3%	10.3%	18.5%
%H		98.0%	43.6%	32.2%	70.5%	48.3%	22.8%	94.0%
45 - 54	160	157	72	47	118	78	40	145
%V	16.8%	16.9%	19.8%	19.5%	16.8%	20.9%	12.1%	19.1%
%H		98.1%	45.0%	29.4%	73.8%	48.8%	25.0%	90.6%
55 - 64	132	131	49	31	105	54	52	113
%V	13.9%	14.1%	13.5%	12.9%	14.9%	14.5%	15.7%	14.9%
%H		99.2%	37.1%	23.5%	79.5%	40.9%	39.4%	85.6%
65+	200	197	52	31	172	56	116	92
%V	21.1%	21.2%	14.3%	12.9%	24.4%	15.0%	35.0%	12.1%
%H		98.5%	26.0%	15.5%	86.0%	28.0%	58.0%	46.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	950	930	363	241	704	373	331	758
%H		97.9%	38.2%	25.4%	74.1%	39.3%	34.8%	79.8%
AB	203	199	90	47	157	91	66	188
%V	21.4%	21.4%	24.8%	19.5%	22.3%	24.4%	19.9%	24.8%
%H		98.0%	44.3%	23.2%	77.3%	44.8%	32.5%	92.6%
C1	276	269	88	77	203	102	101	241
%V	29.1%	28.9%	24.2%	32.0%	28.8%	27.3%	30.5%	31.8%
%H		97.5%	31.9%	27.9%	73.6%	37.0%	36.6%	87.3%
C2	198	196	88	51	157	97	60	163
%V	20.8%	21.1%	24.2%	21.2%	22.3%	26.0%	18.1%	21.5%
%H		99.0%	44.4%	25.8%	79.3%	49.0%	30.3%	82.3%
D	153	151	56	42	102	49	53	108
%V	16.1%	16.2%	15.4%	17.4%	14.5%	13.1%	16.0%	14.2%
%H		98.7%	36.6%	27.5%	66.7%	32.0%	34.6%	70.6%
E	121	115	41	24	86	35	51	58
%V	12.7%	12.4%	11.3%	10.0%	12.2%	9.4%	15.4%	7.7%
%H		95.0%	33.9%	19.8%	71.1%	28.9%	42.1%	47.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	950	930	363	241	704	373	331	758
%H		97.9%	38.2%	25.4%	74.1%	39.3%	34.8%	79.8%
Working full time	299	294	129	88	219	138	80	280
%V	31.5%	31.6%	35.5%	36.5%	31.1%	37.0%	24.2%	36.9%
%H		98.3%	43.1%	29.4%	73.2%	46.2%	26.8%	93.6%
Working part time	163	160	66	44	119	70	49	143
%V	17.2%	17.2%	18.2%	18.3%	16.9%	18.8%	14.8%	18.9%
%H		98.2%	40.5%	27.0%	73.0%	42.9%	30.1%	87.7%
Not working	489	475	167	109	366	165	202	335
%V	51.5%	51.1%	46.0%	45.2%	52.0%	44.2%	61.0%	44.2%
%H		97.1%	34.2%	22.3%	74.8%	33.7%	41.3%	68.5%
Housewife/Houseperson	772	754	287	190	584	303	281	598
%V	81.3%	81.1%	79.1%	78.8%	83.0%	81.2%	84.9%	78.9%
%H		97.7%	37.2%	24.6%	75.6%	39.2%	36.4%	77.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total