



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

October 2013 to September 2014



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

October 2013 - September 2014

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

See also

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

This reports contains the weighted data results from the Establishment survey for the period October 2013 - September 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
AB	1499	1402	594	310	942	439	503	1404
%V	29.0%	29.6%	30.6%	34.8%	28.7%	31.9%	26.5%	33.1%
%H (All HH)		93.5%	39.6%	20.7%	62.8%	29.3%	33.6%	93.7%
%H (TV HH)			42.4%	22.1%	67.2%	31.3%	35.9%	
C1	1503	1357	541	254	961	398	563	1304
%V	29.1%	28.7%	27.8%	28.5%	29.3%	28.9%	29.6%	30.8%
%H (All HH)		90.3%	36.0%	16.9%	63.9%	26.5%	37.5%	86.8%
%H (TV HH)			39.9%	18.7%	70.8%	29.3%	41.5%	
C2	916	852	380	164	590	280	311	755
%V	17.7%	18.0%	19.6%	18.4%	18.0%	20.3%	16.4%	17.8%
%H (All HH)		93.0%	41.5%	17.9%	64.4%	30.6%	34.0%	82.4%
%H (TV HH)			44.6%	19.2%	69.2%	32.9%	36.5%	
D	750	670	287	105	445	168	277	522
%V	14.5%	14.1%	14.8%	11.8%	13.6%	12.2%	14.6%	12.3%
%H (All HH)		89.3%	38.3%	14.0%	59.3%	22.4%	36.9%	69.6%
%H (TV HH)			42.8%	15.7%	66.4%	25.1%	41.3%	
E	494	454	141	61	340	92	248	255
%V	9.6%	9.6%	7.3%	6.8%	10.4%	6.7%	13.0%	6.0%
%H (All HH)		91.9%	28.5%	12.3%	68.8%	18.6%	50.2%	51.6%
%H (TV HH)			31.1%	13.4%	74.9%	20.3%	54.6%	

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 2013 - September 2014

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Under 25	204	147	46	26	102	34	67	176
%V	4.0%	3.1%	2.4%	2.9%	3.1%	2.5%	3.5%	4.2%
%H (All HH)		72.1%	22.5%	12.7%	50.0%	16.7%	32.8%	86.3%
%H (TV HH)			31.3%	17.7%	69.4%	23.1%	45.6%	
25 - 34	1040	896	392	158	554	217	336	950
%V	20.1%	18.9%	20.2%	17.7%	16.9%	15.8%	17.7%	22.4%
%H (All HH)		86.2%	37.7%	15.2%	53.3%	20.9%	32.3%	91.3%
%H (TV HH)			43.8%	17.6%	61.8%	24.2%	37.5%	
35 - 44	1056	974	484	199	590	299	291	994
%V	20.5%	20.6%	24.9%	22.3%	18.0%	21.7%	15.3%	23.4%
%H (All HH)		92.2%	45.8%	18.8%	55.9%	28.3%	27.6%	94.1%
%H (TV HH)			49.7%	20.4%	60.6%	30.7%	29.9%	
45 - 54	1006	952	414	216	660	332	328	901
%V	19.5%	20.1%	21.3%	24.2%	20.1%	24.1%	17.3%	21.3%
%H (All HH)		94.6%	41.2%	21.5%	65.6%	33.0%	32.6%	89.6%
%H (TV HH)			43.5%	22.7%	69.3%	34.9%	34.5%	
55 - 64	738	696	289	145	506	239	267	621
%V	14.3%	14.7%	14.9%	16.3%	15.4%	17.4%	14.0%	14.6%
%H (All HH)		94.3%	39.2%	19.6%	68.6%	32.4%	36.2%	84.1%
%H (TV HH)			41.5%	20.8%	72.7%	34.3%	38.4%	
65 +	1119	1071	317	148	868	255	613	598
%V	21.7%	22.6%	16.3%	16.6%	26.5%	18.5%	32.2%	14.1%
%H (All HH)		95.7%	28.3%	13.2%	77.6%	22.8%	54.8%	53.4%
%H (TV HH)			29.6%	13.8%	81.0%	23.8%	57.2%	

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 2013 - September 2014
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
1	1580	1387	371	195	1058	247	811	940
%V	30.6%	29.3%	19.1%	21.9%	32.3%	17.9%	42.7%	22.2%
%H (All HH)		87.8%	23.5%	12.3%	67.0%	15.6%	51.3%	59.5%
%H (TV HH)			26.7%	14.1%	76.3%	17.8%	58.5%	
2	1521	1424	575	277	1021	449	572	1338
%V	29.5%	30.1%	29.6%	31.1%	31.1%	32.6%	30.1%	31.6%
%H (All HH)		93.6%	37.8%	18.2%	67.1%	29.5%	37.6%	88.0%
%H (TV HH)			40.4%	19.5%	71.7%	31.5%	40.2%	
3	859	799	373	179	524	271	253	807
%V	16.6%	16.9%	19.2%	20.1%	16.0%	19.7%	13.3%	19.0%
%H (All HH)		93.0%	43.4%	20.8%	61.0%	31.5%	29.5%	93.9%
%H (TV HH)			46.7%	22.4%	65.6%	33.9%	31.7%	
4	785	739	393	167	451	269	182	756
%V	15.2%	15.6%	20.2%	18.7%	13.8%	19.5%	9.6%	17.8%
%H (All HH)		94.1%	50.1%	21.3%	57.5%	34.3%	23.2%	96.3%
%H (TV HH)			53.2%	22.6%	61.0%	36.4%	24.6%	
5+	417	388	230	74	225	141	84	399
%V	8.1%	8.2%	11.8%	8.3%	6.9%	10.2%	4.4%	9.4%
%H (All HH)		93.0%	55.2%	17.7%	54.0%	33.8%	20.1%	95.7%
%H (TV HH)			59.3%	19.1%	58.0%	36.3%	21.6%	
Average HH size	2.45	2.47	2.82	2.64	2.35	2.76	2.05	2.65

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 2013 - September 2014
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Without	3690	3341	1224	599	2431	916	1515	2850
%V	71.5%	70.5%	63.0%	67.2%	74.1%	66.5%	79.7%	67.2%
%H (All HH)		90.5%	33.2%	16.2%	65.9%	24.8%	41.1%	77.2%
%H (TV HH)			36.6%	17.9%	72.8%	27.4%	45.3%	
With	1472	1394	719	293	848	461	386	1390
%V	28.5%	29.4%	37.0%	32.8%	25.9%	33.5%	20.3%	32.8%
%H (All HH)		94.7%	48.8%	19.9%	57.6%	31.3%	26.2%	94.4%
%H (TV HH)			51.6%	21.0%	60.8%	33.1%	27.7%	
0 - 3	617	572	292	105	336	162	175	575
%V	12.0%	12.1%	15.0%	11.8%	10.2%	11.8%	9.2%	13.6%
%H (All HH)		92.7%	47.3%	17.0%	54.5%	26.3%	28.4%	93.2%
%H (TV HH)			51.0%	18.4%	58.7%	28.3%	30.6%	
4 - 9	739	700	368	137	417	224	193	689
%V	14.3%	14.8%	18.9%	15.4%	12.7%	16.3%	10.2%	16.3%
%H (All HH)		94.7%	49.8%	18.5%	56.4%	30.3%	26.1%	93.2%
%H (TV HH)			52.6%	19.6%	59.6%	32.0%	27.6%	
10 - 15	626	607	320	140	386	236	150	599
%V	12.1%	12.8%	16.5%	15.7%	11.8%	17.1%	7.9%	14.1%
%H (All HH)		97.0%	51.1%	22.4%	61.7%	37.7%	24.0%	95.7%
%H (TV HH)			52.7%	23.1%	63.6%	38.9%	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 2013 - September 2014

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
1	2422	2422	830	379	1579	394	1185	1850
%V	46.9%	51.1%	42.7%	42.5%	48.2%	28.6%	62.3%	43.6%
%H (All HH)		100.0%	34.3%	15.6%	65.2%	16.3%	48.9%	76.4%
%H (TV HH)			34.3%	15.6%	65.2%	16.3%	48.9%	
2	1458	1458	651	309	1023	513	510	1255
%V	28.2%	30.8%	33.5%	34.6%	31.2%	37.3%	26.8%	29.6%
%H (All HH)		100.0%	44.7%	21.2%	70.2%	35.2%	35.0%	86.1%
%H (TV HH)			44.7%	21.2%	70.2%	35.2%	35.0%	
3	557	557	284	129	431	277	154	522
%V	10.8%	11.8%	14.6%	14.5%	13.1%	20.1%	8.1%	12.3%
%H (All HH)		100.0%	51.0%	23.2%	77.4%	49.7%	27.6%	93.7%
%H (TV HH)			51.0%	23.2%	77.4%	49.7%	27.6%	
4	196	196	108	52	156	118	38	187
%V	3.8%	4.1%	5.6%	5.8%	4.8%	8.6%	2.0%	4.4%
%H (All HH)		100.0%	55.1%	26.5%	79.6%	60.2%	19.4%	95.4%
%H (TV HH)			55.1%	26.5%	79.6%	60.2%	19.4%	
5+	103	103	69	23	90	76	14	101
%V	2.0%	2.2%	3.6%	2.6%	2.7%	5.5%	0.7%	2.4%
%H (All HH)		100.0%	67.0%	22.3%	87.4%	73.8%	13.6%	98.1%
%H (TV HH)			67.0%	22.3%	87.4%	73.8%	13.6%	

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 2013 - September 2014
BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%V (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Under 20"	836	836	314	177	685	334	351	696
%V	16.2%	17.7%	16.2%	19.8%	20.9%	24.3%	18.5%	16.4%
%H (All HH)		100.0%	37.6%	21.2%	81.9%	40.0%	42.0%	83.3%
%H (TV HH)			37.6%	21.2%	81.9%	40.0%	42.0%	
20" - 29"	1554	1554	588	291	1208	525	683	1247
%V	30.1%	32.8%	30.3%	32.6%	36.8%	38.1%	35.9%	29.4%
%H (All HH)		100.0%	37.8%	18.7%	77.7%	33.8%	44.0%	80.2%
%H (TV HH)			37.8%	18.7%	77.7%	33.8%	44.0%	
30" - 39"	2320	2320	951	464	1654	741	913	1957
%V	44.9%	49.0%	48.9%	52.0%	50.4%	53.8%	48.0%	46.2%
%H (All HH)		100.0%	41.0%	20.0%	71.3%	31.9%	39.4%	84.4%
%H (TV HH)			41.0%	20.0%	71.3%	31.9%	39.4%	
40" and over	2041	2041	1112	437	1288	779	508	1872
%V	39.5%	43.1%	57.2%	49.0%	39.3%	56.6%	26.7%	44.2%
%H (All HH)		100.0%	54.5%	21.4%	63.1%	38.2%	24.9%	91.7%
%H (TV HH)			54.5%	21.4%	63.1%	38.2%	24.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC London
Household level data
Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Main living room	4657	4657	1921	881	3224	1361	1863	3854
%V	90.2%	98.3%	98.9%	98.8%	98.3%	98.8%	98.0%	90.9%
%H (All HH)		100.0%	41.2%	18.9%	69.2%	29.2%	40.0%	82.8%
%H (TV HH)			41.2%	18.9%	69.2%	29.2%	40.0%	
Kitchen	457	457	212	98	388	235	153	409
%V	8.9%	9.6%	10.9%	11.0%	11.8%	17.1%	8.0%	9.6%
%H (All HH)		100.0%	46.4%	21.4%	84.9%	51.4%	33.5%	89.5%
%H (TV HH)			46.4%	21.4%	84.9%	51.4%	33.5%	
Adult's bedroom	1778	1778	864	400	1308	773	535	1585
%V	34.4%	37.5%	44.5%	44.8%	39.9%	56.1%	28.1%	37.4%
%H (All HH)		100.0%	48.6%	22.5%	73.6%	43.5%	30.1%	89.1%
%H (TV HH)			48.6%	22.5%	73.6%	43.5%	30.1%	
Child's bedroom	288	288	167	71	200	147	53	274
%V	5.6%	6.1%	8.6%	8.0%	6.1%	10.7%	2.8%	6.5%
%H (All HH)		100.0%	58.0%	24.7%	69.4%	51.0%	18.4%	95.1%
%H (TV HH)			58.0%	24.7%	69.4%	51.0%	18.4%	
Other bedroom	155	155	83	34	120	79	42	141
%V	3.0%	3.3%	4.3%	3.8%	3.7%	5.7%	2.2%	3.3%
%H (All HH)		100.0%	53.5%	21.9%	77.4%	51.0%	27.1%	91.0%
%H (TV HH)			53.5%	21.9%	77.4%	51.0%	27.1%	
Second living/dining room	305	305	154	69	234	145	88	283
%V	5.9%	6.4%	7.9%	7.7%	7.1%	10.5%	4.6%	6.7%
%H (All HH)		100.0%	50.5%	22.6%	76.7%	47.5%	28.9%	92.8%
%H (TV HH)			50.5%	22.6%	76.7%	47.5%	28.9%	
Study/office	76	76	48	15	57	42	15	74
%V	1.5%	1.6%	2.5%	1.7%	1.7%	3.1%	0.8%	1.7%
%H (All HH)		100.0%	63.2%	19.7%	75.0%	55.3%	19.7%	97.4%
%H (TV HH)			63.2%	19.7%	75.0%	55.3%	19.7%	
TV room	41	41	24	8	28	18	10	39
%V	0.8%	0.9%	1.2%	0.9%	0.9%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	58.5%	19.5%	68.3%	43.9%	24.4%	95.1%
%H (TV HH)			58.5%	19.5%	68.3%	43.9%	24.4%	
Conservatory	45	45	24	11	36	25	11	42
%V	0.9%	1.0%	1.2%	1.2%	1.1%	1.8%	0.6%	1.0%
%H (All HH)		100.0%	53.3%	24.4%	80.0%	55.6%	24.4%	93.3%
%H (TV HH)			53.3%	24.4%	80.0%	55.6%	24.4%	
Attic or loft room	11	11	5	3	8	5	3	11
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	45.5%	27.3%	72.7%	45.5%	27.3%	100.0%
%H (TV HH)			45.5%	27.3%	72.7%	45.5%	27.3%	
No specific location	9	9	3	1	5	1	4	7
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	11.1%	55.6%	11.1%	44.4%	77.8%
%H (TV HH)			33.3%	11.1%	55.6%	11.1%	44.4%	
Other	47	47	26	9	38	25	13	45
%V	0.9%	1.0%	1.3%	1.0%	1.2%	1.8%	0.7%	1.1%
%H (All HH)		100.0%	55.3%	19.1%	80.9%	53.2%	27.7%	95.7%
%H (TV HH)			55.3%	19.1%	80.9%	53.2%	27.7%	

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 2013 - September 2014

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%V (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Any DSAT provider	1943	1943	1943	52	974	974	0	1762
%V	37.6%	41.0%	100.0%	5.8%	29.7%	70.7%	0.0%	41.6%
%H (All HH)			100.0%	2.7%	50.1%	50.1%	0.0%	90.7%
%H (TV HH)			100.0%	2.7%	50.1%	50.1%	0.0%	
Sky with subscription	1607	1607	1607	29	810	810	0	1483
%V	31.1%	33.9%	82.7%	3.3%	24.7%	58.8%	0.0%	35.0%
%H (All HH)			100.0%	1.8%	50.4%	50.4%	0.0%	92.3%
%H (TV HH)			100.0%	1.8%	50.4%	50.4%	0.0%	
Sky without subscription	99	99	99	4	42	42	0	78
%V	1.9%	2.1%	5.1%	0.4%	1.3%	3.1%	0.0%	1.8%
%H (All HH)			100.0%	4.0%	42.4%	42.4%	0.0%	78.8%
%H (TV HH)			100.0%	4.0%	42.4%	42.4%	0.0%	
Freesat	148	148	148	9	77	77	0	131
%V	2.9%	3.1%	7.6%	1.0%	2.3%	5.6%	0.0%	3.1%
%H (All HH)			100.0%	6.1%	52.0%	52.0%	0.0%	88.5%
%H (TV HH)			100.0%	6.1%	52.0%	52.0%	0.0%	
Other satellite provider	120	120	120	11	62	62	0	104
%V	2.3%	2.5%	6.2%	1.2%	1.9%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	9.2%	51.7%	51.7%	0.0%	86.7%
%H (TV HH)			100.0%	9.2%	51.7%	51.7%	0.0%	
DCAB	892	892	52	892	426	426	0	827
%V	17.3%	18.8%	2.7%	100.0%	13.0%	30.9%	0.0%	19.5%
%H (All HH)			5.8%	100.0%	47.8%	47.8%	0.0%	92.7%
%H (TV HH)			5.8%	100.0%	47.8%	47.8%	0.0%	
DTT	3279	3279	974	426	3279	1377	1901	2612
%V	63.5%	69.2%	50.1%	47.8%	100.0%	100.0%	100.0%	61.6%
%H (All HH)		100.0%	29.7%	13.0%	100.0%	42.0%	58.0%	79.7%
%H (TV HH)			29.7%	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 2013 - September 2014

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
PVR	2771	2771	1601	735	1642	1163	479	2550
%V	53.7%	58.5%	82.4%	82.4%	50.1%	84.5%	25.2%	60.2%
%H (All HH)		100.0%	57.8%	26.5%	59.3%	42.0%	17.3%	92.0%
%H (TV HH)			57.8%	26.5%	59.3%	42.0%	17.3%	
DVDR	178	178	65	35	137	56	81	149
%V	3.4%	3.8%	3.3%	3.9%	4.2%	4.1%	4.3%	3.5%
%H (All HH)		100.0%	36.5%	19.7%	77.0%	31.5%	45.5%	83.7%
%H (TV HH)			36.5%	19.7%	77.0%	31.5%	45.5%	
VCR	130	130	39	24	107	40	67	90
%V	2.5%	2.7%	2.0%	2.7%	3.3%	2.9%	3.5%	2.1%
%H (All HH)		100.0%	30.0%	18.5%	82.3%	30.8%	51.5%	69.2%
%H (TV HH)			30.0%	18.5%	82.3%	30.8%	51.5%	
Any recorder	2889	2889	1616	752	1742	1177	565	2624
%V	56.0%	61.0%	83.2%	84.3%	53.1%	85.5%	29.7%	61.9%
%H (All HH)		100.0%	55.9%	26.0%	60.3%	40.7%	19.6%	90.8%
%H (TV HH)			55.9%	26.0%	60.3%	40.7%	19.6%	
Receives HDTV (via STB or built-in reception)	2833	2833	1365	692	1863	1046	817	2570
%V	54.9%	59.8%	70.3%	77.6%	56.8%	76.0%	43.0%	60.6%
%H (All HH)		100.0%	48.2%	24.4%	65.8%	36.9%	28.8%	90.7%
%H (TV HH)			48.2%	24.4%	65.8%	36.9%	28.8%	
DVD/Blu-ray player or recorder	3570	3570	1505	741	2490	1141	1349	3078
%V	69.2%	75.4%	77.5%	83.1%	75.9%	82.9%	71.0%	72.6%
%H (All HH)		100.0%	42.2%	20.8%	69.7%	32.0%	37.8%	86.2%
%H (TV HH)			42.2%	20.8%	69.7%	32.0%	37.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5162	4736	1943	892	3279	1377	1901	4239
%H (All HH)		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%
%H (TV HH)			41.0%	18.8%	69.2%	29.1%	40.1%	
Has broadband internet	4239	3915	1762	827	2612	1279	1333	4239
%V	82.1%	82.7%	90.7%	92.7%	79.7%	92.9%	70.1%	100.0%
%H (All HH)		92.4%	41.6%	19.5%	61.6%	30.2%	31.4%	100.0%
%H (TV HH)			45.0%	21.1%	66.7%	32.7%	34.0%	
Number of computers (PCs and laptops)								
0	840	748	163	71	603	96	505	74
%V	16.3%	15.8%	8.4%	8.0%	18.4%	7.0%	26.6%	1.7%
%H (All HH)		89.0%	19.4%	8.5%	71.8%	11.4%	60.1%	8.8%
%H (TV HH)			21.8%	9.5%	80.6%	12.8%	67.5%	
1	1698	1529	623	243	1060	397	663	1569
%V	32.9%	32.3%	32.1%	27.2%	32.3%	28.8%	34.9%	37.0%
%H (All HH)		90.0%	36.7%	14.3%	62.4%	23.4%	39.0%	92.4%
%H (TV HH)			40.7%	15.9%	69.3%	26.0%	43.4%	
2	1204	1115	485	239	734	346	389	1185
%V	23.3%	23.5%	25.0%	26.8%	22.4%	25.1%	20.5%	28.0%
%H (All HH)		92.6%	40.3%	19.9%	61.0%	28.7%	32.3%	98.4%
%H (TV HH)			43.5%	21.4%	65.8%	31.0%	34.9%	
3	637	603	300	148	382	219	164	632
%V	12.3%	12.7%	15.4%	16.6%	11.6%	15.9%	8.6%	14.9%
%H (All HH)		94.7%	47.1%	23.2%	60.0%	34.4%	25.7%	99.2%
%H (TV HH)			49.8%	24.5%	63.3%	36.3%	27.2%	
4	375	356	171	91	240	145	94	373
%V	7.3%	7.5%	8.8%	10.2%	7.3%	10.5%	4.9%	8.8%
%H (All HH)		94.9%	45.6%	24.3%	64.0%	38.7%	25.1%	99.5%
%H (TV HH)			48.0%	25.6%	67.4%	40.7%	26.4%	
5+	408	385	201	100	260	174	86	406
%V	7.9%	8.1%	10.3%	11.2%	7.9%	12.6%	4.5%	9.6%
%H (All HH)		94.4%	49.3%	24.5%	63.7%	42.6%	21.1%	99.5%
%H (TV HH)			52.2%	26.0%	67.5%	45.2%	22.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8348	3794	1718	6026	3131	2895	7218
%H		45.4%	20.6%	72.2%	37.5%	34.7%	86.5%
Under 20"	1035	409	222	855	441	414	876
%V	12.4%	10.8%	12.9%	14.2%	14.1%	14.3%	12.1%
%H		39.5%	21.4%	82.6%	42.6%	40.0%	84.6%
20" - 29"	1903	751	368	1500	706	795	1557
%V	22.8%	19.8%	21.4%	24.9%	22.5%	27.5%	21.6%
%H		39.5%	19.3%	78.8%	37.1%	41.8%	81.8%
30" - 39"	2715	1166	557	1946	941	1006	2326
%V	32.5%	30.7%	32.4%	32.3%	30.1%	34.7%	32.2%
%H		42.9%	20.5%	71.7%	34.7%	37.1%	85.7%
40" and over	2393	1341	524	1516	961	555	2214
%V	28.7%	35.3%	30.5%	25.2%	30.7%	19.2%	30.7%
%H		56.0%	21.9%	63.4%	40.2%	23.2%	92.5%
Don't know	301	128	47	208	82	126	246
%V	3.6%	3.4%	2.7%	3.5%	2.6%	4.4%	3.4%
%H		42.5%	15.6%	69.1%	27.2%	41.9%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8348	3794	1718	6026	3131	2895	7218
%H		45.4%	20.6%	72.2%	37.5%	34.7%	86.5%
Main living room	4675	1930	883	3236	1367	1869	3870
%V	56.0%	50.9%	51.4%	53.7%	43.7%	64.6%	53.6%
%H		41.3%	18.9%	69.2%	29.2%	40.0%	82.8%
Kitchen	461	216	99	392	238	154	413
%V	5.5%	5.7%	5.8%	6.5%	7.6%	5.3%	5.7%
%H		46.9%	21.5%	85.0%	51.6%	33.4%	89.6%
Adult's bedroom	2135	1050	493	1593	976	618	1925
%V	25.6%	27.7%	28.7%	26.4%	31.2%	21.3%	26.7%
%H		49.2%	23.1%	74.6%	45.7%	28.9%	90.2%
Child's bedroom	354	212	86	249	189	61	337
%V	4.2%	5.6%	5.0%	4.1%	6.0%	2.1%	4.7%
%H		59.9%	24.3%	70.3%	53.4%	17.2%	95.2%
Other bedroom	176	96	39	137	92	46	161
%V	2.1%	2.5%	2.3%	2.3%	2.9%	1.6%	2.2%
%H		54.5%	22.2%	77.8%	52.3%	26.1%	91.5%
Second living/dining room	309	157	70	237	149	89	287
%V	3.7%	4.1%	4.1%	3.9%	4.8%	3.1%	4.0%
%H		50.8%	22.7%	76.7%	48.2%	28.8%	92.9%
Study/office	79	49	16	60	43	17	76
%V	0.9%	1.3%	0.9%	1.0%	1.4%	0.6%	1.1%
%H		62.0%	20.3%	75.9%	54.4%	21.5%	96.2%
TV room	41	24	8	28	18	10	39
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.3%	0.5%
%H		58.5%	19.5%	68.3%	43.9%	24.4%	95.1%
Conservatory	45	24	11	36	25	11	42
%V	0.5%	0.6%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		53.3%	24.4%	80.0%	55.6%	24.4%	93.3%
Attic or loft room	11	5	3	9	5	3	11
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		45.5%	27.3%	81.8%	45.5%	27.3%	100.0%
No specific location	9	3	1	5	1	4	7
%H	0.1%	33.3%	11.1%	55.6%	11.1%	44.4%	77.8%
Other	52	30	9	42	28	14	50
%V	0.6%	0.8%	0.5%	0.7%	0.9%	0.5%	0.7%
%H		57.7%	17.3%	80.8%	53.8%	26.9%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8348	3794	1718	6026	3131	2895	7218
%H		45.4%	20.6%	72.2%	37.5%	34.7%	86.5%
PVR	3609	2154	996	2083	1553	529	3360
%V	43.2%	56.8%	58.0%	34.6%	49.6%	18.3%	46.6%
%H		59.7%	27.6%	57.7%	43.0%	14.7%	93.1%
DVDR	189	70	38	145	60	85	159
%V	2.3%	1.8%	2.2%	2.4%	1.9%	2.9%	2.2%
%H		37.0%	20.1%	76.7%	31.7%	45.0%	84.1%
VCR	143	45	26	119	46	73	100
%V	1.7%	1.2%	1.5%	2.0%	1.5%	2.5%	1.4%
%H		31.5%	18.2%	83.2%	32.2%	51.0%	69.9%
Any recorder	3767	2187	1021	2220	1588	632	3472
%V	45.1%	57.6%	59.4%	36.8%	50.7%	21.8%	48.1%
%H		58.1%	27.1%	58.9%	42.2%	16.8%	92.2%

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	8348	3794	1718	6026	3131	2895	7218
%H		45.4%	20.6%	72.2%	37.5%	34.7%	86.5%
Receives HDTV (via STB or built-in reception)	3812	1895	973	2524	1517	1007	3507
%V	45.7%	49.9%	56.6%	41.9%	48.5%	34.8%	48.6%
%H		49.7%	25.5%	66.2%	39.8%	26.4%	92.0%
DVD/Blu-ray player or recorder	4867	2184	1061	3506	1838	1668	4300
%V	58.3%	57.6%	61.8%	58.2%	58.7%	57.6%	59.6%
%H		44.9%	21.8%	72.0%	37.8%	34.3%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4728	1942	892	3276	1377	1899	3909
%H		41.1%	18.9%	69.3%	29.1%	40.2%	82.7%
Under 20"	116	17	9	96	10	86	68
%V	2.5%	0.9%	1.0%	2.9%	0.7%	4.5%	1.7%
%H		14.7%	7.8%	82.8%	8.6%	74.1%	58.6%
20" - 29"	694	156	101	542	108	433	464
%V	14.7%	8.0%	11.3%	16.5%	7.8%	22.8%	11.9%
%H		22.5%	14.6%	78.1%	15.6%	62.4%	66.9%
30" - 39"	1777	633	336	1283	477	806	1443
%V	37.6%	32.6%	37.7%	39.2%	34.6%	42.4%	36.9%
%H		35.6%	18.9%	72.2%	26.8%	45.4%	81.2%
40" and over	1985	1084	425	1247	755	492	1821
%V	42.0%	55.8%	47.6%	38.1%	54.8%	25.9%	46.6%
%H		54.6%	21.4%	62.8%	38.0%	24.8%	91.7%
Don't know	155	51	22	108	26	81	114
%V	3.3%	2.6%	2.5%	3.3%	1.9%	4.3%	2.9%
%H		32.9%	14.2%	69.7%	16.8%	52.3%	73.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4728	1942	892	3276	1377	1899	3909
%H		41.1%	18.9%	69.3%	29.1%	40.2%	82.7%
PVR	2721	1578	724	1601	1141	461	2503
%V	57.6%	81.3%	81.2%	48.9%	82.9%	24.3%	64.0%
%H		58.0%	26.6%	58.8%	41.9%	16.9%	92.0%
DVDR	154	53	29	117	44	74	125
%V	3.3%	2.7%	3.3%	3.6%	3.2%	3.9%	3.2%
%H		34.4%	18.8%	76.0%	28.6%	48.1%	81.2%
VCR	112	33	20	90	30	60	75
%V	2.4%	1.7%	2.2%	2.7%	2.2%	3.2%	1.9%
%H		29.5%	17.9%	80.4%	26.8%	53.6%	67.0%
Any recorder	2835	1593	739	1700	1155	545	2576
%V	60.0%	82.0%	82.8%	51.9%	83.9%	28.7%	65.9%
%H		56.2%	26.1%	60.0%	40.7%	19.2%	90.9%

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	4728	1942	892	3276	1377	1899	3909
%H		41.1%	18.9%	69.3%	29.1%	40.2%	82.7%
Receives HDTV (via STB or built-in reception)	2757	1333	677	1801	1016	785	2505
%V	58.3%	68.6%	75.9%	55.0%	73.8%	41.3%	64.1%
%H		48.3%	24.6%	65.3%	36.9%	28.5%	90.9%
DVD/Blu-ray player or recorder	3386	1414	701	2349	1058	1291	2910
%V	71.6%	72.8%	78.6%	71.7%	76.8%	68.0%	74.4%
%H		41.8%	20.7%	69.4%	31.2%	38.1%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3620	1853	825	2750	1754	996	3309
%H		51.2%	22.8%	76.0%	48.5%	27.5%	91.4%
Under 20"	919	392	213	759	432	327	808
%V	25.4%	21.2%	25.8%	27.6%	24.6%	32.8%	24.4%
%H		42.7%	23.2%	82.6%	47.0%	35.6%	87.9%
20" - 29"	1208	595	268	959	597	361	1093
%V	33.4%	32.1%	32.5%	34.9%	34.0%	36.2%	33.0%
%H		49.3%	22.2%	79.4%	49.4%	29.9%	90.5%
30" - 39"	938	532	220	663	463	200	883
%V	25.9%	28.7%	26.7%	24.1%	26.4%	20.1%	26.7%
%H		56.7%	23.5%	70.7%	49.4%	21.3%	94.1%
40" and over	408	257	99	269	207	63	393
%V	11.3%	13.9%	12.0%	9.8%	11.8%	6.3%	11.9%
%H		63.0%	24.3%	65.9%	50.7%	15.4%	96.3%
Don't know	146	77	25	100	55	45	132
%V	4.0%	4.2%	3.0%	3.6%	3.1%	4.5%	4.0%
%H		52.7%	17.1%	68.5%	37.7%	30.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3620	1853	825	2750	1754	996	3309
%H		51.2%	22.8%	76.0%	48.5%	27.5%	91.4%
PVR	888	576	272	481	413	68	857
%V	24.5%	31.1%	33.0%	17.5%	23.5%	6.8%	25.9%
%H		64.9%	30.6%	54.2%	46.5%	7.7%	96.5%
DVDR	36	17	9	28	16	11	34
%V	1.0%	0.9%	1.1%	1.0%	0.9%	1.1%	1.0%
%H		47.2%	25.0%	77.8%	44.4%	30.6%	94.4%
VCR	31	12	6	29	16	13	25
%V	0.9%	0.6%	0.7%	1.1%	0.9%	1.3%	0.8%
%H		38.7%	19.4%	93.5%	51.6%	41.9%	80.6%
Any recorder	932	594	281	520	433	87	896
%V	25.7%	32.1%	34.1%	18.9%	24.7%	8.7%	27.1%
%H		63.7%	30.2%	55.8%	46.5%	9.3%	96.1%

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	3620	1853	825	2750	1754	996	3309
%H		51.2%	22.8%	76.0%	48.5%	27.5%	91.4%
Receives HDTV (via STB or built-in reception)	1055	562	295	724	501	222	1002
%V	29.1%	30.3%	35.8%	26.3%	28.6%	22.3%	30.3%
%H		53.3%	28.0%	68.6%	47.5%	21.0%	95.0%
DVD/Blu-ray player or recorder	1481	770	360	1157	780	376	1390
%V	40.9%	41.6%	43.6%	42.1%	44.5%	37.8%	42.0%
%H		52.0%	24.3%	78.1%	52.7%	25.4%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12621	11701	5475	2358	7697	3802	3895	11239
%H		92.7%	43.4%	18.7%	61.0%	30.1%	30.9%	89.0%
Total Children	2563	2426	1281	498	1449	800	649	2406
%V	20.3%	20.7%	23.4%	21.1%	18.8%	21.0%	16.7%	21.4%
%H		94.7%	50.0%	19.4%	56.5%	31.2%	25.3%	93.9%
0 - 3	743	691	360	125	400	196	204	691
%V	5.9%	5.9%	6.6%	5.3%	5.2%	5.2%	5.2%	6.1%
%H		93.0%	48.5%	16.8%	53.8%	26.4%	27.5%	93.0%
4 - 15	1819	1735	921	373	1049	604	445	1716
%V	14.4%	14.8%	16.8%	15.8%	13.6%	15.9%	11.4%	15.3%
%H		95.4%	50.6%	20.5%	57.7%	33.2%	24.5%	94.3%
4 - 9	995	938	495	186	551	298	253	925
%V	7.9%	8.0%	9.0%	7.9%	7.2%	7.8%	6.5%	8.2%
%H		94.3%	49.7%	18.7%	55.4%	29.9%	25.4%	93.0%
10 - 15	824	798	426	188	498	307	191	791
%V	6.5%	6.8%	7.8%	8.0%	6.5%	8.1%	4.9%	7.0%
%H		96.8%	51.7%	22.8%	60.4%	37.3%	23.2%	96.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12621	11701	5475	2358	7697	3802	3895	11239
%H		92.7%	43.4%	18.7%	61.0%	30.1%	30.9%	89.0%
Total Adults (16+)	10058	9275	4194	1859	6248	3002	3246	8832
%V	79.7%	79.3%	76.6%	78.8%	81.2%	79.0%	83.3%	78.6%
%H		92.2%	41.7%	18.5%	62.1%	29.8%	32.3%	87.8%
16 - 19	525	499	270	115	332	211	121	507
%V	4.2%	4.3%	4.9%	4.9%	4.3%	5.5%	3.1%	4.5%
%H		95.0%	51.4%	21.9%	63.2%	40.2%	23.0%	96.6%
20 - 24	809	671	315	140	444	237	206	762
%V	6.4%	5.7%	5.8%	5.9%	5.8%	6.2%	5.3%	6.8%
%H		82.9%	38.9%	17.3%	54.9%	29.3%	25.5%	94.2%
25 - 34	2260	1968	907	379	1205	534	671	2106
%V	17.9%	16.8%	16.6%	16.1%	15.7%	14.0%	17.2%	18.7%
%H		87.1%	40.1%	16.8%	53.3%	23.6%	29.7%	93.2%
35 - 44	1901	1765	894	366	1060	551	509	1808
%V	15.1%	15.1%	16.3%	15.5%	13.8%	14.5%	13.1%	16.1%
%H		92.8%	47.0%	19.3%	55.8%	29.0%	26.8%	95.1%
45 - 54	1698	1623	752	374	1108	599	508	1564
%V	13.5%	13.9%	13.7%	15.9%	14.4%	15.8%	13.0%	13.9%
%H		95.6%	44.3%	22.0%	65.3%	35.3%	29.9%	92.1%
55 - 64	1208	1152	510	244	832	424	408	1061
%V	9.6%	9.8%	9.3%	10.3%	10.8%	11.2%	10.5%	9.4%
%H		95.4%	42.2%	20.2%	68.9%	35.1%	33.8%	87.8%
65+	1657	1597	547	242	1267	445	822	1025
%V	13.1%	13.6%	10.0%	10.3%	16.5%	11.7%	21.1%	9.1%
%H		96.4%	33.0%	14.6%	76.5%	26.9%	49.6%	61.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10058	9275	4194	1859	6248	3002	3246	8832
%H		92.2%	41.7%	18.5%	62.1%	29.8%	32.3%	87.8%
AB	3058	2886	1298	661	1923	977	946	2925
%V	30.4%	31.1%	30.9%	35.6%	30.8%	32.5%	29.1%	33.1%
%H		94.4%	42.4%	21.6%	62.9%	31.9%	30.9%	95.7%
C1	2960	2676	1173	537	1844	877	967	2697
%V	29.4%	28.9%	28.0%	28.9%	29.5%	29.2%	29.8%	30.5%
%H		90.4%	39.6%	18.1%	62.3%	29.6%	32.7%	91.1%
C2	1896	1775	872	358	1191	635	555	1663
%V	18.9%	19.1%	20.8%	19.3%	19.1%	21.2%	17.1%	18.8%
%H		93.6%	46.0%	18.9%	62.8%	33.5%	29.3%	87.7%
D	1457	1301	629	213	820	362	457	1139
%V	14.5%	14.0%	15.0%	11.5%	13.1%	12.1%	14.1%	12.9%
%H		89.3%	43.2%	14.6%	56.3%	24.8%	31.4%	78.2%
E	688	637	223	91	470	150	320	408
%V	6.8%	6.9%	5.3%	4.9%	7.5%	5.0%	9.9%	4.6%
%H		92.6%	32.4%	13.2%	68.3%	21.8%	46.5%	59.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC London
Individual level data
Table 1.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10058	9275	4194	1859	6248	3002	3246	8832
%H		92.2%	41.7%	18.5%	62.1%	29.8%	32.3%	87.8%
Working full time	5200	4768	2274	1050	3028	1573	1455	4942
%V	51.7%	51.4%	54.2%	56.5%	48.5%	52.4%	44.8%	56.0%
%H		91.7%	43.7%	20.2%	58.2%	30.3%	28.0%	95.0%
Working part time	1012	950	418	208	678	355	322	927
%V	10.1%	10.2%	10.0%	11.2%	10.9%	11.8%	9.9%	10.5%
%H		93.9%	41.3%	20.6%	67.0%	35.1%	31.8%	91.6%
Not working	3846	3558	1502	601	2542	1074	1468	2963
%V	38.2%	38.4%	35.8%	32.3%	40.7%	35.8%	45.2%	33.5%
%H		92.5%	39.1%	15.6%	66.1%	27.9%	38.2%	77.0%
Housewife/Houseperson	5162	4736	1943	892	3279	1377	1901	4239
%V	51.3%	51.1%	46.3%	48.0%	52.5%	45.9%	58.6%	48.0%
%H		91.7%	37.6%	17.3%	63.5%	26.7%	36.8%	82.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4930	4510	2084	917	2995	1478	1518	4377
%H		91.5%	42.3%	18.6%	60.8%	30.0%	30.8%	88.8%
16 - 19	277	266	141	65	176	112	64	268
%V	5.6%	5.9%	6.8%	7.1%	5.9%	7.6%	4.2%	6.1%
%H		96.0%	50.9%	23.5%	63.5%	40.4%	23.1%	96.8%
20 - 24	394	331	165	65	212	117	95	371
%V	8.0%	7.3%	7.9%	7.1%	7.1%	7.9%	6.3%	8.5%
%H		84.0%	41.9%	16.5%	53.8%	29.7%	24.1%	94.2%
25 - 34	1136	969	450	190	592	272	320	1061
%V	23.0%	21.5%	21.6%	20.7%	19.8%	18.4%	21.1%	24.2%
%H		85.3%	39.6%	16.7%	52.1%	23.9%	28.2%	93.4%
35 - 44	953	872	435	179	526	264	262	905
%V	19.3%	19.3%	20.9%	19.5%	17.6%	17.9%	17.3%	20.7%
%H		91.5%	45.6%	18.8%	55.2%	27.7%	27.5%	95.0%
45 - 54	833	794	371	180	533	289	244	762
%V	16.9%	17.6%	17.8%	19.6%	17.8%	19.6%	16.1%	17.4%
%H		95.3%	44.5%	21.6%	64.0%	34.7%	29.3%	91.5%
55 - 64	587	554	241	119	400	199	201	508
%V	11.9%	12.3%	11.6%	13.0%	13.4%	13.5%	13.2%	11.6%
%H		94.4%	41.1%	20.3%	68.1%	33.9%	34.2%	86.5%
65+	752	724	281	119	557	225	332	503
%V	15.3%	16.1%	13.5%	13.0%	18.6%	15.2%	21.9%	11.5%
%H		96.3%	37.4%	15.8%	74.1%	29.9%	44.1%	66.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4930	4510	2084	917	2995	1478	1518	4377
%H		91.5%	42.3%	18.6%	60.8%	30.0%	30.8%	88.8%
AB	1548	1459	666	339	958	493	464	1481
%V	31.4%	32.4%	32.0%	37.0%	32.0%	33.4%	30.6%	33.8%
%H		94.3%	43.0%	21.9%	61.9%	31.8%	30.0%	95.7%
C1	1380	1230	569	246	829	417	412	1289
%V	28.0%	27.3%	27.3%	26.8%	27.7%	28.2%	27.1%	29.4%
%H		89.1%	41.2%	17.8%	60.1%	30.2%	29.9%	93.4%
C2	1020	945	457	193	630	330	300	885
%V	20.7%	21.0%	21.9%	21.0%	21.0%	22.3%	19.8%	20.2%
%H		92.6%	44.8%	18.9%	61.8%	32.4%	29.4%	86.8%
D	698	619	302	102	389	178	211	556
%V	14.2%	13.7%	14.5%	11.1%	13.0%	12.0%	13.9%	12.7%
%H		88.7%	43.3%	14.6%	55.7%	25.5%	30.2%	79.7%
E	284	257	89	36	190	60	130	166
%V	5.8%	5.7%	4.3%	3.9%	6.3%	4.1%	8.6%	3.8%
%H		90.5%	31.3%	12.7%	66.9%	21.1%	45.8%	58.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4930	4510	2084	917	2995	1478	1518	4377
%H		91.5%	42.3%	18.6%	60.8%	30.0%	30.8%	88.8%
Working full time	3138	2871	1400	624	1812	960	853	2971
%V	63.7%	63.7%	67.2%	68.0%	60.5%	65.0%	56.2%	67.9%
%H		91.5%	44.6%	19.9%	57.7%	30.6%	27.2%	94.7%
Working part time	260	231	94	45	161	71	90	231
%V	5.3%	5.1%	4.5%	4.9%	5.4%	4.8%	5.9%	5.3%
%H		88.8%	36.2%	17.3%	61.9%	27.3%	34.6%	88.8%
Not working	1533	1408	589	247	1021	447	575	1175
%V	31.1%	31.2%	28.3%	26.9%	34.1%	30.2%	37.9%	26.8%
%H		91.8%	38.4%	16.1%	66.6%	29.2%	37.5%	76.6%
Housewife/Houseperson	1234	1070	387	183	749	258	491	915
%V	25.0%	23.7%	18.6%	20.0%	25.0%	17.5%	32.3%	20.9%
%H		86.7%	31.4%	14.8%	60.7%	20.9%	39.8%	74.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4765	2111	942	3253	1524	1728	4455
%H		92.9%	41.2%	18.4%	63.4%	29.7%	33.7%	86.9%
16 - 19	248	233	129	50	157	99	57	239
%V	4.8%	4.9%	6.1%	5.3%	4.8%	6.5%	3.3%	5.4%
%H		94.0%	52.0%	20.2%	63.3%	39.9%	23.0%	96.4%
20 - 24	415	340	150	75	231	120	111	391
%V	8.1%	7.1%	7.1%	8.0%	7.1%	7.9%	6.4%	8.8%
%H		81.9%	36.1%	18.1%	55.7%	28.9%	26.7%	94.2%
25 - 34	1125	999	456	188	613	262	351	1045
%V	21.9%	21.0%	21.6%	20.0%	18.8%	17.2%	20.3%	23.5%
%H		88.8%	40.5%	16.7%	54.5%	23.3%	31.2%	92.9%
35 - 44	949	892	459	187	534	287	247	904
%V	18.5%	18.7%	21.7%	19.9%	16.4%	18.8%	14.3%	20.3%
%H		94.0%	48.4%	19.7%	56.3%	30.2%	26.0%	95.3%
45 - 54	864	830	380	194	575	311	264	802
%V	16.8%	17.4%	18.0%	20.6%	17.7%	20.4%	15.3%	18.0%
%H		96.1%	44.0%	22.5%	66.6%	36.0%	30.6%	92.8%
55 - 64	622	598	269	125	433	225	208	553
%V	12.1%	12.5%	12.7%	13.3%	13.3%	14.8%	12.0%	12.4%
%H		96.1%	43.2%	20.1%	69.6%	36.2%	33.4%	88.9%
65+	905	873	266	123	710	220	490	521
%V	17.6%	18.3%	12.6%	13.1%	21.8%	14.4%	28.4%	11.7%
%H		96.5%	29.4%	13.6%	78.5%	24.3%	54.1%	57.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4765	2111	942	3253	1524	1728	4455
%H		92.9%	41.2%	18.4%	63.4%	29.7%	33.7%	86.9%
AB	1510	1427	632	322	965	484	482	1444
%V	29.4%	29.9%	29.9%	34.2%	29.7%	31.8%	27.9%	32.4%
%H		94.5%	41.9%	21.3%	63.9%	32.1%	31.9%	95.6%
C1	1579	1446	603	290	1015	460	555	1408
%V	30.8%	30.3%	28.6%	30.8%	31.2%	30.2%	32.1%	31.6%
%H		91.6%	38.2%	18.4%	64.3%	29.1%	35.1%	89.2%
C2	876	830	414	164	561	306	255	778
%V	17.1%	17.4%	19.6%	17.4%	17.2%	20.1%	14.8%	17.5%
%H		94.7%	47.3%	18.7%	64.0%	34.9%	29.1%	88.8%
D	759	682	327	110	431	184	246	584
%V	14.8%	14.3%	15.5%	11.7%	13.2%	12.1%	14.2%	13.1%
%H		89.9%	43.1%	14.5%	56.8%	24.2%	32.4%	76.9%
E	404	380	134	55	281	91	190	242
%V	7.9%	8.0%	6.3%	5.8%	8.6%	6.0%	11.0%	5.4%
%H		94.1%	33.2%	13.6%	69.6%	22.5%	47.0%	59.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5128	4765	2111	942	3253	1524	1728	4455
%H		92.9%	41.2%	18.4%	63.4%	29.7%	33.7%	86.9%
Working full time	2062	1896	874	426	1216	613	602	1971
%V	40.2%	39.8%	41.4%	45.2%	37.4%	40.2%	34.8%	44.2%
%H		91.9%	42.4%	20.7%	59.0%	29.7%	29.2%	95.6%
Working part time	752	719	324	163	516	284	232	696
%V	14.7%	15.1%	15.3%	17.3%	15.9%	18.6%	13.4%	15.6%
%H		95.6%	43.1%	21.7%	68.6%	37.8%	30.9%	92.6%
Not working	2314	2149	913	354	1521	627	894	1789
%V	45.1%	45.1%	43.2%	37.6%	46.8%	41.1%	51.7%	40.2%
%H		92.9%	39.5%	15.3%	65.7%	27.1%	38.6%	77.3%
Housewife/Houseperson	3928	3666	1556	709	2530	1119	1411	3324
%V	76.6%	76.9%	73.7%	75.3%	77.8%	73.4%	81.7%	74.6%
%H		93.3%	39.6%	18.0%	64.4%	28.5%	35.9%	84.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
AB	315	304	157	33	210	95	114	294
%V	28.7%	29.1%	31.8%	22.8%	29.2%	30.1%	28.2%	33.8%
%H (All HH)		96.5%	49.8%	10.5%	66.7%	30.2%	36.2%	93.3%
%H (TV HH)			51.6%	10.9%	69.1%	31.3%	37.5%	
C1	307	290	141	38	200	91	109	262
%V	28.0%	27.8%	28.5%	26.2%	27.8%	28.8%	27.0%	30.1%
%H (All HH)		94.5%	45.9%	12.4%	65.1%	29.6%	35.5%	85.3%
%H (TV HH)			48.6%	13.1%	69.0%	31.4%	37.6%	
C2	223	217	111	39	147	78	68	181
%V	20.3%	20.8%	22.5%	26.9%	20.4%	24.7%	16.8%	20.8%
%H (All HH)		97.3%	49.8%	17.5%	65.9%	35.0%	30.5%	81.2%
%H (TV HH)			51.2%	18.0%	67.7%	35.9%	31.3%	
D	146	137	52	24	96	37	60	94
%V	13.3%	13.1%	10.5%	16.6%	13.3%	11.7%	14.9%	10.8%
%H (All HH)		93.8%	35.6%	16.4%	65.8%	25.3%	41.1%	64.4%
%H (TV HH)			38.0%	17.5%	70.1%	27.0%	43.8%	
E	107	96	32	11	67	15	53	37
%V	9.8%	9.2%	6.5%	7.6%	9.3%	4.7%	13.1%	4.3%
%H (All HH)		89.7%	29.9%	10.3%	62.6%	14.0%	49.5%	34.6%
%H (TV HH)			33.3%	11.5%	69.8%	15.6%	55.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Under 25	36	32	10	7	18	6	12	28
%V	3.3%	3.1%	2.0%	4.8%	2.5%	1.9%	3.0%	3.2%
%H (All HH)		88.9%	27.8%	19.4%	50.0%	16.7%	33.3%	77.8%
%H (TV HH)			31.3%	21.9%	56.3%	18.8%	37.5%	
25 - 34	127	122	71	18	75	42	33	118
%V	11.6%	11.7%	14.4%	12.4%	10.4%	13.3%	8.2%	13.6%
%H (All HH)		96.1%	55.9%	14.2%	59.1%	33.1%	26.0%	92.9%
%H (TV HH)			58.2%	14.8%	61.5%	34.4%	27.0%	
35 - 44	178	169	93	24	108	56	52	170
%V	16.2%	16.2%	18.8%	16.6%	15.0%	17.7%	12.9%	19.6%
%H (All HH)		94.9%	52.2%	13.5%	60.7%	31.5%	29.2%	95.5%
%H (TV HH)			55.0%	14.2%	63.9%	33.1%	30.8%	
45 - 54	233	222	115	37	149	79	70	206
%V	21.2%	21.3%	23.3%	25.5%	20.7%	25.0%	17.3%	23.7%
%H (All HH)		95.3%	49.4%	15.9%	63.9%	33.9%	30.0%	88.4%
%H (TV HH)			51.8%	16.7%	67.1%	35.6%	31.5%	
55 - 64	174	165	76	21	115	47	68	155
%V	15.9%	15.8%	15.4%	14.5%	16.0%	14.9%	16.8%	17.8%
%H (All HH)		94.8%	43.7%	12.1%	66.1%	27.0%	39.1%	89.1%
%H (TV HH)			46.1%	12.7%	69.7%	28.5%	41.2%	
65 +	348	334	129	38	255	87	168	193
%V	31.7%	32.0%	26.1%	26.2%	35.4%	27.5%	41.6%	22.2%
%H (All HH)		96.0%	37.1%	10.9%	73.3%	25.0%	48.3%	55.5%
%H (TV HH)			38.6%	11.4%	76.3%	26.0%	50.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
1	342	311	100	37	231	59	172	179
%V	31.2%	29.8%	20.2%	25.5%	32.1%	18.7%	42.6%	20.6%
%H (All HH)		90.9%	29.2%	10.8%	67.5%	17.3%	50.3%	52.3%
%H (TV HH)			32.2%	11.9%	74.3%	19.0%	55.3%	
2	371	359	179	41	254	113	141	320
%V	33.8%	34.4%	36.2%	28.3%	35.3%	35.8%	34.9%	36.8%
%H (All HH)		96.8%	48.2%	11.1%	68.5%	30.5%	38.0%	86.3%
%H (TV HH)			49.9%	11.4%	70.8%	31.5%	39.3%	
3	167	165	93	28	104	60	44	158
%V	15.2%	15.8%	18.8%	19.3%	14.4%	19.0%	10.9%	18.2%
%H (All HH)		98.8%	55.7%	16.8%	62.3%	35.9%	26.3%	94.6%
%H (TV HH)			56.4%	17.0%	63.0%	36.4%	26.7%	
4	141	138	79	25	84	50	34	139
%V	12.9%	13.2%	16.0%	17.2%	11.7%	15.8%	8.4%	16.0%
%H (All HH)		97.9%	56.0%	17.7%	59.6%	35.5%	24.1%	98.6%
%H (TV HH)			57.2%	18.1%	60.9%	36.2%	24.6%	
5+	76	72	43	15	47	34	13	73
%V	6.9%	6.9%	8.7%	10.3%	6.5%	10.8%	3.2%	8.4%
%H (All HH)		94.7%	56.6%	19.7%	61.8%	44.7%	17.1%	96.1%
%H (TV HH)			59.7%	20.8%	65.3%	47.2%	18.1%	
Average HH size	2.34	2.36	2.60	2.62	2.28	2.69	1.97	2.58

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 2013 - September 2014

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Without	815	770	331	105	553	218	335	599
%V	74.3%	73.8%	67.0%	72.4%	76.8%	69.0%	82.9%	68.9%
%H (All HH)		94.5%	40.6%	12.9%	67.9%	26.7%	41.1%	73.5%
%H (TV HH)			43.0%	13.6%	71.8%	28.3%	43.5%	
With	282	274	163	40	167	98	69	270
%V	25.7%	26.2%	33.0%	27.6%	23.2%	31.0%	17.1%	31.1%
%H (All HH)		97.2%	57.8%	14.2%	59.2%	34.8%	24.5%	95.7%
%H (TV HH)			59.5%	14.6%	60.9%	35.8%	25.2%	
0 - 3	101	96	55	15	58	32	25	96
%V	9.2%	9.2%	11.1%	10.3%	8.1%	10.1%	6.2%	11.0%
%H (All HH)		95.0%	54.5%	14.9%	57.4%	31.7%	24.8%	95.0%
%H (TV HH)			57.3%	15.6%	60.4%	33.3%	26.0%	
4 - 9	138	135	83	15	89	51	37	133
%V	12.6%	12.9%	16.8%	10.3%	12.4%	16.1%	9.2%	15.3%
%H (All HH)		97.8%	60.1%	10.9%	64.5%	37.0%	26.8%	96.4%
%H (TV HH)			61.5%	11.1%	65.9%	37.8%	27.4%	
10 - 15	138	135	83	22	80	52	28	134
%V	12.6%	12.9%	16.8%	15.2%	11.1%	16.5%	6.9%	15.4%
%H (All HH)		97.8%	60.1%	15.9%	58.0%	37.7%	20.3%	97.1%
%H (TV HH)			61.5%	16.3%	59.3%	38.5%	20.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
1	442	442	148	53	305	68	236	299
%V	40.3%	42.3%	30.0%	36.6%	42.4%	21.5%	58.4%	34.4%
%H (All HH)		100.0%	33.5%	12.0%	69.0%	15.4%	53.4%	67.6%
%H (TV HH)			33.5%	12.0%	69.0%	15.4%	53.4%	
2	337	337	179	49	218	108	109	283
%V	30.7%	32.3%	36.2%	33.8%	30.3%	34.2%	27.0%	32.6%
%H (All HH)		100.0%	53.1%	14.5%	64.7%	32.0%	32.3%	84.0%
%H (TV HH)			53.1%	14.5%	64.7%	32.0%	32.3%	
3	148	148	95	20	108	73	35	139
%V	13.5%	14.2%	19.2%	13.8%	15.0%	23.1%	8.7%	16.0%
%H (All HH)		100.0%	64.2%	13.5%	73.0%	49.3%	23.6%	93.9%
%H (TV HH)			64.2%	13.5%	73.0%	49.3%	23.6%	
4	79	79	48	17	60	44	16	76
%V	7.2%	7.6%	9.7%	11.7%	8.3%	13.9%	4.0%	8.7%
%H (All HH)		100.0%	60.8%	21.5%	75.9%	55.7%	20.3%	96.2%
%H (TV HH)			60.8%	21.5%	75.9%	55.7%	20.3%	
5+	38	38	25	6	29	22	7	38
%V	3.5%	3.6%	5.1%	4.1%	4.0%	7.0%	1.7%	4.4%
%H (All HH)		100.0%	65.8%	15.8%	76.3%	57.9%	18.4%	100.0%
%H (TV HH)			65.8%	15.8%	76.3%	57.9%	18.4%	

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 2013 - September 2014

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Under 20"	258	258	130	36	195	104	92	223
%V	23.5%	24.7%	26.3%	24.8%	27.1%	32.9%	22.8%	25.7%
%H (All HH)		100.0%	50.4%	14.0%	75.6%	40.3%	35.7%	86.4%
%H (TV HH)			50.4%	14.0%	75.6%	40.3%	35.7%	
20" - 29"	416	416	199	59	301	140	162	333
%V	37.9%	39.8%	40.3%	40.7%	41.8%	44.3%	40.1%	38.3%
%H (All HH)		100.0%	47.8%	14.2%	72.4%	33.7%	38.9%	80.0%
%H (TV HH)			47.8%	14.2%	72.4%	33.7%	38.9%	
30" - 39"	559	559	285	82	397	203	194	457
%V	51.0%	53.5%	57.7%	56.6%	55.1%	64.2%	48.0%	52.6%
%H (All HH)		100.0%	51.0%	14.7%	71.0%	36.3%	34.7%	81.8%
%H (TV HH)			51.0%	14.7%	71.0%	36.3%	34.7%	
40" and over	450	450	267	71	290	175	115	411
%V	41.0%	43.1%	54.0%	49.0%	40.3%	55.4%	28.5%	47.3%
%H (All HH)		100.0%	59.3%	15.8%	64.4%	38.9%	25.6%	91.3%
%H (TV HH)			59.3%	15.8%	64.4%	38.9%	25.6%	

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 2013 - September 2014

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Main living room	1036	1036	494	145	715	316	398	828
%V	94.4%	99.2%	100.0%	100.0%	99.3%	100.0%	98.5%	95.3%
%H (All HH)		100.0%	47.7%	14.0%	69.0%	30.5%	38.4%	79.9%
%H (TV HH)			47.7%	14.0%	69.0%	30.5%	38.4%	
Kitchen	120	120	71	14	101	63	38	110
%V	10.9%	11.5%	14.4%	9.7%	14.0%	19.9%	9.4%	12.7%
%H (All HH)		100.0%	59.2%	11.7%	84.2%	52.5%	31.7%	91.7%
%H (TV HH)			59.2%	11.7%	84.2%	52.5%	31.7%	
Adult's bedroom	450	450	261	71	310	190	120	402
%V	41.0%	43.1%	52.8%	49.0%	43.1%	60.1%	29.7%	46.3%
%H (All HH)		100.0%	58.0%	15.8%	68.9%	42.2%	26.7%	89.3%
%H (TV HH)			58.0%	15.8%	68.9%	42.2%	26.7%	
Child's bedroom	95	95	57	20	63	45	18	91
%V	8.7%	9.1%	11.5%	13.8%	8.8%	14.2%	4.5%	10.5%
%H (All HH)		100.0%	60.0%	21.1%	66.3%	47.4%	18.9%	95.8%
%H (TV HH)			60.0%	21.1%	66.3%	47.4%	18.9%	
Other bedroom	74	74	44	11	54	35	19	72
%V	6.7%	7.1%	8.9%	7.6%	7.5%	11.1%	4.7%	8.3%
%H (All HH)		100.0%	59.5%	14.9%	73.0%	47.3%	25.7%	97.3%
%H (TV HH)			59.5%	14.9%	73.0%	47.3%	25.7%	
Second living/dining room	94	94	58	14	73	48	25	87
%V	8.6%	9.0%	11.7%	9.7%	10.1%	15.2%	6.2%	10.0%
%H (All HH)		100.0%	61.7%	14.9%	77.7%	51.1%	26.6%	92.6%
%H (TV HH)			61.7%	14.9%	77.7%	51.1%	26.6%	
Study/office	21	21	13	3	14	8	6	20
%V	1.9%	2.0%	2.6%	2.1%	1.9%	2.5%	1.5%	2.3%
%H (All HH)		100.0%	61.9%	14.3%	66.7%	38.1%	28.6%	95.2%
%H (TV HH)			61.9%	14.3%	66.7%	38.1%	28.6%	
TV room	10	10	6	2	6	4	2	10
%V	0.9%	1.0%	1.2%	1.4%	0.8%	1.3%	0.5%	1.2%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	40.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	60.0%	40.0%	20.0%	
Conservatory	24	24	18	2	19	14	4	24
%V	2.2%	2.3%	3.6%	1.4%	2.6%	4.4%	1.0%	2.8%
%H (All HH)		100.0%	75.0%	8.3%	79.2%	58.3%	16.7%	100.0%
%H (TV HH)			75.0%	8.3%	79.2%	58.3%	16.7%	
Attic or loft room	2	2	2	0	1	1	0	2
%V	0.2%	0.2%	0.4%	0.0%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	7	7	3	1	6	4	2	7
%V	0.6%	0.7%	0.6%	0.7%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	42.9%	14.3%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			42.9%	14.3%	85.7%	57.1%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Any DSAT provider	494	494	494	10	255	255	0	444
%V	45.0%	47.3%	100.0%	6.9%	35.4%	80.7%	0.0%	51.1%
%H (All HH)			100.0%	2.0%	51.6%	51.6%	0.0%	89.9%
%H (TV HH)			100.0%	2.0%	51.6%	51.6%	0.0%	
Sky with subscription	389	389	389	4	196	196	0	355
%V	35.5%	37.3%	78.7%	2.8%	27.2%	62.0%	0.0%	40.9%
%H (All HH)			100.0%	1.0%	50.4%	50.4%	0.0%	91.3%
%H (TV HH)			100.0%	1.0%	50.4%	50.4%	0.0%	
Sky without subscription	24	24	24	1	15	15	0	21
%V	2.2%	2.3%	4.9%	0.7%	2.1%	4.7%	0.0%	2.4%
%H (All HH)			100.0%	4.2%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	4.2%	62.5%	62.5%	0.0%	
Freesat	88	88	88	5	45	45	0	77
%V	8.0%	8.4%	17.8%	3.4%	6.3%	14.2%	0.0%	8.9%
%H (All HH)			100.0%	5.7%	51.1%	51.1%	0.0%	87.5%
%H (TV HH)			100.0%	5.7%	51.1%	51.1%	0.0%	
Other satellite provider	10	10	10	1	6	6	0	8
%V	0.9%	1.0%	2.0%	0.7%	0.8%	1.9%	0.0%	0.9%
%H (All HH)			100.0%	10.0%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			100.0%	10.0%	60.0%	60.0%	0.0%	
DCAB	145	145	10	145	67	67	0	127
%V	13.2%	13.9%	2.0%	100.0%	9.3%	21.2%	0.0%	14.6%
%H (All HH)			6.9%	100.0%	46.2%	46.2%	0.0%	87.6%
%H (TV HH)			6.9%	100.0%	46.2%	46.2%	0.0%	
DTT	720	720	255	67	720	316	404	554
%V	65.6%	69.0%	51.6%	46.2%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	35.4%	9.3%	100.0%	43.9%	56.1%	76.9%
%H (TV HH)			35.4%	9.3%	100.0%	43.9%	56.1%	

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 2013 - September 2014

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
PVR	675	675	427	107	427	277	150	607
%V	61.5%	64.7%	86.4%	73.8%	59.3%	87.7%	37.1%	69.9%
%H (All HH)		100.0%	63.3%	15.9%	63.3%	41.0%	22.2%	89.9%
%H (TV HH)			63.3%	15.9%	63.3%	41.0%	22.2%	
DVDR	52	52	27	8	35	18	17	47
%V	4.7%	5.0%	5.5%	5.5%	4.9%	5.7%	4.2%	5.4%
%H (All HH)		100.0%	51.9%	15.4%	67.3%	34.6%	32.7%	90.4%
%H (TV HH)			51.9%	15.4%	67.3%	34.6%	32.7%	
VCR	37	37	18	1	30	11	18	24
%V	3.4%	3.5%	3.6%	0.7%	4.2%	3.5%	4.5%	2.8%
%H (All HH)		100.0%	48.6%	2.7%	81.1%	29.7%	48.6%	64.9%
%H (TV HH)			48.6%	2.7%	81.1%	29.7%	48.6%	
Any recorder	708	708	438	110	451	283	168	626
%V	64.5%	67.8%	88.7%	75.9%	62.6%	89.6%	41.6%	72.0%
%H (All HH)		100.0%	61.9%	15.5%	63.7%	40.0%	23.7%	88.4%
%H (TV HH)			61.9%	15.5%	63.7%	40.0%	23.7%	
Receives HDTV (via STB or built-in reception)	601	601	350	114	388	243	145	539
%V	54.8%	57.6%	70.9%	78.6%	53.9%	76.9%	35.9%	62.0%
%H (All HH)		100.0%	58.2%	19.0%	64.6%	40.4%	24.1%	89.7%
%H (TV HH)			58.2%	19.0%	64.6%	40.4%	24.1%	
DVD/Blu-ray player or recorder	860	860	431	121	595	284	311	725
%V	78.4%	82.4%	87.2%	83.4%	82.6%	89.9%	77.0%	83.4%
%H (All HH)		100.0%	50.1%	14.1%	69.2%	33.0%	36.2%	84.3%
%H (TV HH)			50.1%	14.1%	69.2%	33.0%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1097	1044	494	145	720	316	404	869
%H (All HH)		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%
%H (TV HH)			47.3%	13.9%	69.0%	30.3%	38.7%	
Has broadband internet	869	835	444	127	554	289	265	869
%V	79.2%	80.0%	89.9%	87.6%	76.9%	91.5%	65.6%	100.0%
%H (All HH)		96.1%	51.1%	14.6%	63.8%	33.3%	30.5%	100.0%
%H (TV HH)			53.2%	15.2%	66.3%	34.6%	31.7%	
Number of computers (PCs and laptops)								
0	207	188	46	19	143	24	120	15
%V	18.9%	18.0%	9.3%	13.1%	19.9%	7.6%	29.7%	1.7%
%H (All HH)		90.8%	22.2%	9.2%	69.1%	11.6%	58.0%	7.2%
%H (TV HH)			24.5%	10.1%	76.1%	12.8%	63.8%	
1	297	278	117	38	197	73	124	272
%V	27.1%	26.6%	23.7%	26.2%	27.4%	23.1%	30.7%	31.3%
%H (All HH)		93.6%	39.4%	12.8%	66.3%	24.6%	41.8%	91.6%
%H (TV HH)			42.1%	13.7%	70.9%	26.3%	44.6%	
2	247	239	132	39	160	90	70	243
%V	22.5%	22.9%	26.7%	26.9%	22.2%	28.5%	17.3%	28.0%
%H (All HH)		96.8%	53.4%	15.8%	64.8%	36.4%	28.3%	98.4%
%H (TV HH)			55.2%	16.3%	66.9%	37.7%	29.3%	
3	155	151	91	23	96	55	40	152
%V	14.1%	14.5%	18.4%	15.9%	13.3%	17.4%	9.9%	17.5%
%H (All HH)		97.4%	58.7%	14.8%	61.9%	35.5%	25.8%	98.1%
%H (TV HH)			60.3%	15.2%	63.6%	36.4%	26.5%	
4	89	88	48	14	61	35	26	88
%V	8.1%	8.4%	9.7%	9.7%	8.5%	11.1%	6.4%	10.1%
%H (All HH)		98.9%	53.9%	15.7%	68.5%	39.3%	29.2%	98.9%
%H (TV HH)			54.5%	15.9%	69.3%	39.8%	29.5%	
5+	102	99	60	13	63	39	23	99
%V	9.3%	9.5%	12.1%	9.0%	8.8%	12.3%	5.7%	11.4%
%H (All HH)		97.1%	58.8%	12.7%	61.8%	38.2%	22.5%	97.1%
%H (TV HH)			60.6%	13.1%	63.6%	39.4%	23.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2079	1117	311	1464	803	661	1790
%H		53.7%	15.0%	70.4%	38.6%	31.8%	86.1%
Under 20"	340	173	45	262	143	119	300
%V	16.4%	15.5%	14.5%	17.9%	17.8%	18.0%	16.8%
%H		50.9%	13.2%	77.1%	42.1%	35.0%	88.2%
20" - 29"	523	262	82	381	194	187	434
%V	25.2%	23.5%	26.4%	26.0%	24.2%	28.3%	24.2%
%H		50.1%	15.7%	72.8%	37.1%	35.8%	83.0%
30" - 39"	656	345	96	462	245	217	545
%V	31.6%	30.9%	30.9%	31.6%	30.5%	32.8%	30.4%
%H		52.6%	14.6%	70.4%	37.3%	33.1%	83.1%
40" and over	539	328	86	344	216	128	499
%V	25.9%	29.4%	27.7%	23.5%	26.9%	19.4%	27.9%
%H		60.9%	16.0%	63.8%	40.1%	23.7%	92.6%
Don't know	21	8	2	15	5	10	13
%V	1.0%	0.7%	0.6%	1.0%	0.6%	1.5%	0.7%
%H		38.1%	9.5%	71.4%	23.8%	47.6%	61.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2079	1117	311	1464	803	661	1790
%H		53.7%	15.0%	70.4%	38.6%	31.8%	86.1%
Main living room	1047	499	146	722	318	403	836
%V	50.4%	44.7%	46.9%	49.3%	39.6%	61.0%	46.7%
%H		47.7%	13.9%	69.0%	30.4%	38.5%	79.8%
Kitchen	120	71	14	101	63	38	110
%V	5.8%	6.4%	4.5%	6.9%	7.8%	5.7%	6.1%
%H		59.2%	11.7%	84.2%	52.5%	31.7%	91.7%
Adult's bedroom	533	312	87	372	235	137	483
%V	25.6%	27.9%	28.0%	25.4%	29.3%	20.7%	27.0%
%H		58.5%	16.3%	69.8%	44.1%	25.7%	90.6%
Child's bedroom	129	81	28	83	63	20	124
%V	6.2%	7.3%	9.0%	5.7%	7.8%	3.0%	6.9%
%H		62.8%	21.7%	64.3%	48.8%	15.5%	96.1%
Other bedroom	86	52	14	64	42	21	85
%V	4.1%	4.7%	4.5%	4.4%	5.2%	3.2%	4.7%
%H		60.5%	16.3%	74.4%	48.8%	24.4%	98.8%
Second living/dining room	96	58	14	74	48	26	88
%V	4.6%	5.2%	4.5%	5.1%	6.0%	3.9%	4.9%
%H		60.4%	14.6%	77.1%	50.0%	27.1%	91.7%
Study/office	22	13	3	14	8	6	20
%V	1.1%	1.2%	1.0%	1.0%	1.0%	0.9%	1.1%
%H		59.1%	13.6%	63.6%	36.4%	27.3%	90.9%
TV room	11	6	3	7	5	2	11
%V	0.5%	0.5%	1.0%	0.5%	0.6%	0.3%	0.6%
%H		54.5%	27.3%	63.6%	45.5%	18.2%	100.0%
Conservatory	24	18	2	19	14	4	24
%V	1.2%	1.6%	0.6%	1.3%	1.7%	0.6%	1.3%
%H		75.0%	8.3%	79.2%	58.3%	16.7%	100.0%
Attic or loft room	2	2	0	1	1	0	2
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	7	3	1	6	4	2	7
%V	0.3%	0.3%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		42.9%	14.3%	85.7%	57.1%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2079	1117	311	1464	803	661	1790
%H		53.7%	15.0%	70.4%	38.6%	31.8%	86.1%
PVR	898	590	156	545	381	164	825
%V	43.2%	52.8%	50.2%	37.2%	47.4%	24.8%	46.1%
%H		65.7%	17.4%	60.7%	42.4%	18.3%	91.9%
DVDR	58	30	9	40	20	20	53
%V	2.8%	2.7%	2.9%	2.7%	2.5%	3.0%	3.0%
%H		51.7%	15.5%	69.0%	34.5%	34.5%	91.4%
VCR	42	22	1	35	15	20	28
%V	2.0%	2.0%	0.3%	2.4%	1.9%	3.0%	1.6%
%H		52.4%	2.4%	83.3%	35.7%	47.6%	66.7%
Any recorder	950	611	160	586	394	191	860
%V	45.7%	54.7%	51.4%	40.0%	49.1%	28.9%	48.0%
%H		64.3%	16.8%	61.7%	41.5%	20.1%	90.5%

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	2079	1117	311	1464	803	661	1790
%H		53.7%	15.0%	70.4%	38.6%	31.8%	86.1%
Receives HDTV (via STB or built-in reception)	872	514	171	566	365	201	802
%V	41.9%	46.0%	55.0%	38.7%	45.5%	30.4%	44.8%
%H		58.9%	19.6%	64.9%	41.9%	23.1%	92.0%
DVD/Blu-ray player or recorder	1241	670	183	887	492	395	1088
%V	59.7%	60.0%	58.8%	60.6%	61.3%	59.8%	60.8%
%H		54.0%	14.7%	71.5%	39.6%	31.8%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1043	494	145	720	316	403	834
%H		47.4%	13.9%	69.0%	30.3%	38.6%	80.0%
Under 20"	24	6	2	16	1	15	16
%V	2.3%	1.2%	1.4%	2.2%	0.3%	3.7%	1.9%
%H		25.0%	8.3%	66.7%	4.2%	62.5%	66.7%
20" - 29"	163	46	18	120	21	99	104
%V	15.6%	9.3%	12.4%	16.7%	6.6%	24.6%	12.5%
%H		28.2%	11.0%	73.6%	12.9%	60.7%	63.8%
30" - 39"	405	178	56	293	123	170	308
%V	38.8%	36.0%	38.6%	40.7%	38.9%	42.2%	36.9%
%H		44.0%	13.8%	72.3%	30.4%	42.0%	76.0%
40" and over	439	261	68	281	169	112	400
%V	42.1%	52.8%	46.9%	39.0%	53.5%	27.8%	48.0%
%H		59.5%	15.5%	64.0%	38.5%	25.5%	91.1%
Don't know	12	3	1	10	2	7	5
%V	1.2%	0.6%	0.7%	1.4%	0.6%	1.7%	0.6%
%H		25.0%	8.3%	83.3%	16.7%	58.3%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1043	494	145	720	316	403	834
%H		47.4%	13.9%	69.0%	30.3%	38.6%	80.0%
PVR	662	422	107	416	275	141	596
%V	63.5%	85.4%	73.8%	57.8%	87.0%	35.0%	71.5%
%H		63.7%	16.2%	62.8%	41.5%	21.3%	90.0%
DVDR	41	19	7	27	13	14	36
%V	3.9%	3.8%	4.8%	3.8%	4.1%	3.5%	4.3%
%H		46.3%	17.1%	65.9%	31.7%	34.1%	87.8%
VCR	29	15	0	23	9	14	17
%V	2.8%	3.0%	0.0%	3.2%	2.8%	3.5%	2.0%
%H		51.7%	0.0%	79.3%	31.0%	48.3%	58.6%
Any recorder	695	434	110	440	281	159	614
%V	66.6%	87.9%	75.9%	61.1%	88.9%	39.5%	73.6%
%H		62.4%	15.8%	63.3%	40.4%	22.9%	88.3%

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	1043	494	145	720	316	403	834
%H		47.4%	13.9%	69.0%	30.3%	38.6%	80.0%
Receives HDTV (via STB or built-in reception)	594	347	114	382	241	141	532
%V	57.0%	70.2%	78.6%	53.1%	76.3%	35.0%	63.8%
%H		58.4%	19.2%	64.3%	40.6%	23.7%	89.6%
DVD/Blu-ray player or recorder	824	412	114	570	268	302	692
%V	79.0%	83.4%	78.6%	79.2%	84.8%	74.9%	83.0%
%H		50.0%	13.8%	69.2%	32.5%	36.7%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1036	622	165	745	486	258	956
%H		60.0%	15.9%	71.9%	46.9%	24.9%	92.3%
Under 20"	316	168	43	246	142	104	284
%V	30.5%	27.0%	26.1%	33.0%	29.2%	40.3%	29.7%
%H		53.2%	13.6%	77.8%	44.9%	32.9%	89.9%
20" - 29"	360	217	64	261	173	88	330
%V	34.7%	34.9%	38.8%	35.0%	35.6%	34.1%	34.5%
%H		60.3%	17.8%	72.5%	48.1%	24.4%	91.7%
30" - 39"	251	167	39	168	121	47	237
%V	24.2%	26.8%	23.6%	22.6%	24.9%	18.2%	24.8%
%H		66.5%	15.5%	66.9%	48.2%	18.7%	94.4%
40" and over	100	67	18	63	47	17	98
%V	9.7%	10.8%	10.9%	8.5%	9.7%	6.6%	10.3%
%H		67.0%	18.0%	63.0%	47.0%	17.0%	98.0%
Don't know	9	5	1	6	3	2	8
%V	0.9%	0.8%	0.6%	0.8%	0.6%	0.8%	0.8%
%H		55.6%	11.1%	66.7%	33.3%	22.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1036	622	165	745	486	258	956
%H		60.0%	15.9%	71.9%	46.9%	24.9%	92.3%
PVR	236	167	49	129	107	23	230
%V	22.8%	26.8%	29.7%	17.3%	22.0%	8.9%	24.1%
%H		70.8%	20.8%	54.7%	45.3%	9.7%	97.5%
DVDR	17	11	1	12	7	5	17
%V	1.6%	1.8%	0.6%	1.6%	1.4%	1.9%	1.8%
%H		64.7%	5.9%	70.6%	41.2%	29.4%	100.0%
VCR	13	7	0	12	7	6	11
%V	1.3%	1.1%	0.0%	1.6%	1.4%	2.3%	1.2%
%H		53.8%	0.0%	92.3%	53.8%	46.2%	84.6%
Any recorder	255	176	50	146	113	33	246
%V	24.6%	28.3%	30.3%	19.6%	23.3%	12.8%	25.7%
%H		69.0%	19.6%	57.3%	44.3%	12.9%	96.5%

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	1036	622	165	745	486	258	956
%H		60.0%	15.9%	71.9%	46.9%	24.9%	92.3%
Receives HDTV (via STB or built-in reception)	278	167	57	184	124	60	271
%V	26.8%	26.8%	34.5%	24.7%	25.5%	23.3%	28.3%
%H		60.1%	20.5%	66.2%	44.6%	21.6%	97.5%
DVD/Blu-ray player or recorder	417	258	69	317	223	93	396
%V	40.3%	41.5%	41.8%	42.6%	45.9%	36.0%	41.4%
%H		61.9%	16.5%	76.0%	53.5%	22.3%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2563	2466	1284	381	1645	851	793	2246
%H		96.2%	50.1%	14.9%	64.2%	33.2%	30.9%	87.6%
Total Children	476	462	277	67	284	170	114	460
%V	18.6%	18.7%	21.6%	17.6%	17.3%	20.0%	14.4%	20.5%
%H		97.1%	58.2%	14.1%	59.7%	35.7%	23.9%	96.6%
0 - 3	117	110	64	18	66	38	28	112
%V	4.6%	4.5%	5.0%	4.7%	4.0%	4.5%	3.5%	5.0%
%H		94.0%	54.7%	15.4%	56.4%	32.5%	23.9%	95.7%
4 - 15	359	351	213	49	218	132	86	348
%V	14.0%	14.2%	16.6%	12.9%	13.3%	15.5%	10.8%	15.5%
%H		97.8%	59.3%	13.6%	60.7%	36.8%	24.0%	96.9%
4 - 9	185	181	108	21	118	67	51	178
%V	7.2%	7.3%	8.4%	5.5%	7.2%	7.9%	6.4%	7.9%
%H		97.8%	58.4%	11.4%	63.8%	36.2%	27.6%	96.2%
10 - 15	175	171	105	28	100	65	35	170
%V	6.8%	6.9%	8.2%	7.3%	6.1%	7.6%	4.4%	7.6%
%H		97.7%	60.0%	16.0%	57.1%	37.1%	20.0%	97.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2563	2466	1284	381	1645	851	793	2246
%H		96.2%	50.1%	14.9%	64.2%	33.2%	30.9%	87.6%
Total Adults (16+)	2086	2004	1007	314	1360	681	679	1787
%V	81.4%	81.3%	78.4%	82.4%	82.7%	80.0%	85.6%	79.6%
%H		96.1%	48.3%	15.1%	65.2%	32.6%	32.6%	85.7%
16 - 19	135	128	71	24	80	52	27	125
%V	5.3%	5.2%	5.5%	6.3%	4.9%	6.1%	3.4%	5.6%
%H		94.8%	52.6%	17.8%	59.3%	38.5%	20.0%	92.6%
20 - 24	139	130	56	36	84	51	33	127
%V	5.4%	5.3%	4.4%	9.4%	5.1%	6.0%	4.2%	5.7%
%H		93.5%	40.3%	25.9%	60.4%	36.7%	23.7%	91.4%
25 - 34	276	265	142	48	163	87	75	261
%V	10.8%	10.7%	11.1%	12.6%	9.9%	10.2%	9.5%	11.6%
%H		96.0%	51.4%	17.4%	59.1%	31.5%	27.2%	94.6%
35 - 44	313	300	175	43	191	107	84	300
%V	12.2%	12.2%	13.6%	11.3%	11.6%	12.6%	10.6%	13.4%
%H		95.8%	55.9%	13.7%	61.0%	34.2%	26.8%	95.8%
45 - 54	404	390	205	71	262	147	115	368
%V	15.8%	15.8%	16.0%	18.6%	15.9%	17.3%	14.5%	16.4%
%H		96.5%	50.7%	17.6%	64.9%	36.4%	28.5%	91.1%
55 - 64	295	284	140	37	194	85	109	265
%V	11.5%	11.5%	10.9%	9.7%	11.8%	10.0%	13.7%	11.8%
%H		96.3%	47.5%	12.5%	65.8%	28.8%	36.9%	89.8%
65+	525	507	219	55	387	152	236	341
%V	20.5%	20.6%	17.1%	14.4%	23.5%	17.9%	29.8%	15.2%
%H		96.6%	41.7%	10.5%	73.7%	29.0%	45.0%	65.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2086	2004	1007	314	1360	681	679	1787
%H		96.1%	48.3%	15.1%	65.2%	32.6%	32.6%	85.7%
AB	635	618	330	76	415	202	213	609
%V	30.4%	30.8%	32.8%	24.2%	30.5%	29.7%	31.4%	34.1%
%H		97.3%	52.0%	12.0%	65.4%	31.8%	33.5%	95.9%
C1	579	551	275	89	374	196	178	517
%V	27.8%	27.5%	27.3%	28.3%	27.5%	28.8%	26.2%	28.9%
%H		95.2%	47.5%	15.4%	64.6%	33.9%	30.7%	89.3%
C2	466	456	246	88	307	180	127	405
%V	22.3%	22.8%	24.4%	28.0%	22.6%	26.4%	18.7%	22.7%
%H		97.9%	52.8%	18.9%	65.9%	38.6%	27.3%	86.9%
D	255	241	98	47	168	73	96	188
%V	12.2%	12.0%	9.7%	15.0%	12.4%	10.7%	14.1%	10.5%
%H		94.5%	38.4%	18.4%	65.9%	28.6%	37.6%	73.7%
E	151	138	58	14	96	30	65	67
%V	7.2%	6.9%	5.8%	4.5%	7.1%	4.4%	9.6%	3.7%
%H		91.4%	38.4%	9.3%	63.6%	19.9%	43.0%	44.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2086	2004	1007	314	1360	681	679	1787
%H		96.1%	48.3%	15.1%	65.2%	32.6%	32.6%	85.7%
Working full time	912	879	476	158	560	310	250	866
%V	43.7%	43.9%	47.3%	50.3%	41.2%	45.5%	36.8%	48.5%
%H		96.4%	52.2%	17.3%	61.4%	34.0%	27.4%	95.0%
Working part time	250	242	131	38	165	92	72	233
%V	12.0%	12.1%	13.0%	12.1%	12.1%	13.5%	10.6%	13.0%
%H		96.8%	52.4%	15.2%	66.0%	36.8%	28.8%	93.2%
Not working	924	883	400	118	635	279	356	688
%V	44.3%	44.1%	39.7%	37.6%	46.7%	41.0%	52.4%	38.5%
%H		95.6%	43.3%	12.8%	68.7%	30.2%	38.5%	74.5%
Housewife/Houseperson	1097	1044	494	145	720	316	404	869
%V	52.6%	52.1%	49.1%	46.2%	52.9%	46.4%	59.5%	48.6%
%H		95.2%	45.0%	13.2%	65.6%	28.8%	36.8%	79.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	990	952	482	156	643	333	310	866
%H		96.2%	48.7%	15.8%	64.9%	33.6%	31.3%	87.5%
16 - 19	68	65	40	12	36	27	9	65
%V	6.9%	6.8%	8.3%	7.7%	5.6%	8.1%	2.9%	7.5%
%H		95.6%	58.8%	17.6%	52.9%	39.7%	13.2%	95.6%
20 - 24	63	59	24	17	41	26	15	56
%V	6.4%	6.2%	5.0%	10.9%	6.4%	7.8%	4.8%	6.5%
%H		93.7%	38.1%	27.0%	65.1%	41.3%	23.8%	88.9%
25 - 34	131	127	65	26	73	37	36	125
%V	13.2%	13.3%	13.5%	16.7%	11.4%	11.1%	11.6%	14.4%
%H		96.9%	49.6%	19.8%	55.7%	28.2%	27.5%	95.4%
35 - 44	149	142	87	19	86	49	37	142
%V	15.1%	14.9%	18.0%	12.2%	13.4%	14.7%	11.9%	16.4%
%H		95.3%	58.4%	12.8%	57.7%	32.9%	24.8%	95.3%
45 - 54	205	196	100	39	135	78	57	185
%V	20.7%	20.6%	20.7%	25.0%	21.0%	23.4%	18.4%	21.4%
%H		95.6%	48.8%	19.0%	65.9%	38.0%	27.8%	90.2%
55 - 64	145	140	67	21	96	42	54	128
%V	14.6%	14.7%	13.9%	13.5%	14.9%	12.6%	17.4%	14.8%
%H		96.6%	46.2%	14.5%	66.2%	29.0%	37.2%	88.3%
65+	229	223	99	23	177	75	102	165
%V	23.1%	23.4%	20.5%	14.7%	27.5%	22.5%	32.9%	19.1%
%H		97.4%	43.2%	10.0%	77.3%	32.8%	44.5%	72.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	990	952	482	156	643	333	310	866
%H		96.2%	48.7%	15.8%	64.9%	33.6%	31.3%	87.5%
AB	317	308	168	41	201	101	100	306
%V	32.0%	32.4%	34.9%	26.3%	31.3%	30.3%	32.3%	35.3%
%H		97.2%	53.0%	12.9%	63.4%	31.9%	31.5%	96.5%
C1	265	253	128	44	174	99	75	244
%V	26.8%	26.6%	26.6%	28.2%	27.1%	29.7%	24.2%	28.2%
%H		95.5%	48.3%	16.6%	65.7%	37.4%	28.3%	92.1%
C2	232	226	121	45	152	90	62	201
%V	23.4%	23.7%	25.1%	28.8%	23.6%	27.0%	20.0%	23.2%
%H		97.4%	52.2%	19.4%	65.5%	38.8%	26.7%	86.6%
D	120	114	44	22	78	31	47	93
%V	12.1%	12.0%	9.1%	14.1%	12.1%	9.3%	15.2%	10.7%
%H		95.0%	36.7%	18.3%	65.0%	25.8%	39.2%	77.5%
E	57	50	22	3	38	12	25	22
%V	5.8%	5.3%	4.6%	1.9%	5.9%	3.6%	8.1%	2.5%
%H		87.7%	38.6%	5.3%	66.7%	21.1%	43.9%	38.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	990	952	482	156	643	333	310	866
%H		96.2%	48.7%	15.8%	64.9%	33.6%	31.3%	87.5%
Working full time	560	540	297	94	344	192	152	534
%V	56.6%	56.7%	61.6%	60.3%	53.5%	57.7%	49.0%	61.7%
%H		96.4%	53.0%	16.8%	61.4%	34.3%	27.1%	95.4%
Working part time	47	45	21	9	28	15	14	42
%V	4.7%	4.7%	4.4%	5.8%	4.4%	4.5%	4.5%	4.8%
%H		95.7%	44.7%	19.1%	59.6%	31.9%	29.8%	89.4%
Not working	383	367	164	52	271	126	144	291
%V	38.7%	38.6%	34.0%	33.3%	42.1%	37.8%	46.5%	33.6%
%H		95.8%	42.8%	13.6%	70.8%	32.9%	37.6%	76.0%
Housewife/Houseperson	215	196	78	25	137	45	92	148
%V	21.7%	20.6%	16.2%	16.0%	21.3%	13.5%	29.7%	17.1%
%H		91.2%	36.3%	11.6%	63.7%	20.9%	42.8%	68.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1096	1052	525	159	717	348	369	920
%H		96.0%	47.9%	14.5%	65.4%	31.8%	33.7%	83.9%
16 - 19	67	63	32	12	44	26	18	60
%V	6.1%	6.0%	6.1%	7.5%	6.1%	7.5%	4.9%	6.5%
%H		94.0%	47.8%	17.9%	65.7%	38.8%	26.9%	89.6%
20 - 24	77	70	32	20	43	25	18	71
%V	7.0%	6.7%	6.1%	12.6%	6.0%	7.2%	4.9%	7.7%
%H		90.9%	41.6%	26.0%	55.8%	32.5%	23.4%	92.2%
25 - 34	144	139	77	22	90	51	40	136
%V	13.1%	13.2%	14.7%	13.8%	12.6%	14.7%	10.8%	14.8%
%H		96.5%	53.5%	15.3%	62.5%	35.4%	27.8%	94.4%
35 - 44	163	158	88	24	104	57	47	158
%V	14.9%	15.0%	16.8%	15.1%	14.5%	16.4%	12.7%	17.2%
%H		96.9%	54.0%	14.7%	63.8%	35.0%	28.8%	96.9%
45 - 54	199	194	104	32	128	70	58	183
%V	18.2%	18.4%	19.8%	20.1%	17.9%	20.1%	15.7%	19.9%
%H		97.5%	52.3%	16.1%	64.3%	35.2%	29.1%	92.0%
55 - 64	150	144	72	16	98	43	56	137
%V	13.7%	13.7%	13.7%	10.1%	13.7%	12.4%	15.2%	14.9%
%H		96.0%	48.0%	10.7%	65.3%	28.7%	37.3%	91.3%
65+	296	284	119	32	210	77	133	175
%V	27.0%	27.0%	22.7%	20.1%	29.3%	22.1%	36.0%	19.0%
%H		95.9%	40.2%	10.8%	70.9%	26.0%	44.9%	59.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1096	1052	525	159	717	348	369	920
%H		96.0%	47.9%	14.5%	65.4%	31.8%	33.7%	83.9%
AB	319	309	162	35	214	101	113	302
%V	29.1%	29.4%	30.9%	22.0%	29.8%	29.0%	30.6%	32.8%
%H		96.9%	50.8%	11.0%	67.1%	31.7%	35.4%	94.7%
C1	314	298	148	45	200	97	103	273
%V	28.6%	28.3%	28.2%	28.3%	27.9%	27.9%	27.9%	29.7%
%H		94.9%	47.1%	14.3%	63.7%	30.9%	32.8%	86.9%
C2	234	230	125	43	155	90	65	204
%V	21.4%	21.9%	23.8%	27.0%	21.6%	25.9%	17.6%	22.2%
%H		98.3%	53.4%	18.4%	66.2%	38.5%	27.8%	87.2%
D	135	127	54	25	90	41	49	96
%V	12.3%	12.1%	10.3%	15.7%	12.6%	11.8%	13.3%	10.4%
%H		94.1%	40.0%	18.5%	66.7%	30.4%	36.3%	71.1%
E	94	88	37	11	58	18	40	45
%V	8.6%	8.4%	7.0%	6.9%	8.1%	5.2%	10.8%	4.9%
%H		93.6%	39.4%	11.7%	61.7%	19.1%	42.6%	47.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1096	1052	525	159	717	348	369	920
%H		96.0%	47.9%	14.5%	65.4%	31.8%	33.7%	83.9%
Working full time	352	339	180	64	216	118	98	332
%V	32.1%	32.2%	34.3%	40.3%	30.1%	33.9%	26.6%	36.1%
%H		96.3%	51.1%	18.2%	61.4%	33.5%	27.8%	94.3%
Working part time	203	197	109	29	137	78	59	191
%V	18.5%	18.7%	20.8%	18.2%	19.1%	22.4%	16.0%	20.8%
%H		97.0%	53.7%	14.3%	67.5%	38.4%	29.1%	94.1%
Not working	541	516	236	65	365	153	212	397
%V	49.4%	49.0%	45.0%	40.9%	50.9%	44.0%	57.5%	43.2%
%H		95.4%	43.6%	12.0%	67.5%	28.3%	39.2%	73.4%
Housewife/Houseperson	882	847	416	120	583	271	312	721
%V	80.5%	80.5%	79.2%	75.5%	81.3%	77.9%	84.6%	78.4%
%H		96.0%	47.2%	13.6%	66.1%	30.7%	35.4%	81.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
AB	868	841	359	151	649	316	333	792
%V	24.1%	24.4%	27.2%	22.0%	24.2%	25.4%	23.1%	29.2%
%H (All HH)		96.9%	41.4%	17.4%	74.8%	36.4%	38.4%	91.2%
%H (TV HH)			42.7%	18.0%	77.2%	37.6%	39.6%	
C1	918	875	336	201	682	344	338	766
%V	25.5%	25.4%	25.5%	29.3%	25.4%	27.7%	23.4%	28.2%
%H (All HH)		95.3%	36.6%	21.9%	74.3%	37.5%	36.8%	83.4%
%H (TV HH)			38.4%	23.0%	77.9%	39.3%	38.6%	
C2	783	759	302	170	590	301	289	614
%V	21.7%	22.0%	22.9%	24.8%	22.0%	24.2%	20.0%	22.6%
%H (All HH)		96.9%	38.6%	21.7%	75.4%	38.4%	36.9%	78.4%
%H (TV HH)			39.8%	22.4%	77.7%	39.7%	38.1%	
D	580	551	208	103	419	179	241	360
%V	16.1%	16.0%	15.8%	15.0%	15.6%	14.4%	16.7%	13.3%
%H (All HH)		95.0%	35.9%	17.8%	72.2%	30.9%	41.6%	62.1%
%H (TV HH)			37.7%	18.7%	76.0%	32.5%	43.7%	
E	458	422	115	61	345	103	242	179
%V	12.7%	12.2%	8.7%	8.9%	12.8%	8.3%	16.8%	6.6%
%H (All HH)		92.1%	25.1%	13.3%	75.3%	22.5%	52.8%	39.1%
%H (TV HH)			27.3%	14.5%	81.8%	24.4%	57.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Under 25	175	150	40	33	111	41	69	141
%V	4.9%	4.4%	3.0%	4.8%	4.1%	3.3%	4.8%	5.2%
%H (All HH)		85.7%	22.9%	18.9%	63.4%	23.4%	39.4%	80.6%
%H (TV HH)			26.7%	22.0%	74.0%	27.3%	46.0%	
25 - 34	533	499	231	112	344	192	153	475
%V	14.8%	14.5%	17.5%	16.3%	12.8%	15.4%	10.6%	17.5%
%H (All HH)		93.6%	43.3%	21.0%	64.5%	36.0%	28.7%	89.1%
%H (TV HH)			46.3%	22.4%	68.9%	38.5%	30.7%	
35 - 44	609	588	278	143	417	250	167	553
%V	16.9%	17.1%	21.1%	20.8%	15.5%	20.1%	11.6%	20.4%
%H (All HH)		96.6%	45.6%	23.5%	68.5%	41.1%	27.4%	90.8%
%H (TV HH)			47.3%	24.3%	70.9%	42.5%	28.4%	
45 - 54	688	661	298	147	519	298	222	605
%V	19.1%	19.2%	22.6%	21.4%	19.3%	24.0%	15.4%	22.3%
%H (All HH)		96.1%	43.3%	21.4%	75.4%	43.3%	32.3%	87.9%
%H (TV HH)			45.1%	22.2%	78.5%	45.1%	33.6%	
55 - 64	594	572	223	114	451	213	237	469
%V	16.5%	16.6%	16.9%	16.6%	16.8%	17.1%	16.4%	17.3%
%H (All HH)		96.3%	37.5%	19.2%	75.9%	35.9%	39.9%	79.0%
%H (TV HH)			39.0%	19.9%	78.8%	37.2%	41.4%	
65 +	1008	978	251	137	844	249	595	468
%V	27.9%	28.4%	19.0%	20.0%	31.4%	20.0%	41.3%	17.3%
%H (All HH)		97.0%	24.9%	13.6%	83.7%	24.7%	59.0%	46.4%
%H (TV HH)			25.7%	14.0%	86.3%	25.5%	60.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
1	1082	998	235	134	834	212	622	514
%V	30.0%	28.9%	17.8%	19.5%	31.1%	17.1%	43.1%	19.0%
%H (All HH)		92.2%	21.7%	12.4%	77.1%	19.6%	57.5%	47.5%
%H (TV HH)			23.5%	13.4%	83.6%	21.2%	62.3%	
2	1220	1183	446	248	938	447	491	980
%V	33.8%	34.3%	33.8%	36.2%	34.9%	36.0%	34.0%	36.1%
%H (All HH)		97.0%	36.6%	20.3%	76.9%	36.6%	40.2%	80.3%
%H (TV HH)			37.7%	21.0%	79.3%	37.8%	41.5%	
3	560	544	261	128	408	251	157	515
%V	15.5%	15.8%	19.8%	18.7%	15.2%	20.2%	10.9%	19.0%
%H (All HH)		97.1%	46.6%	22.9%	72.9%	44.8%	28.0%	92.0%
%H (TV HH)			48.0%	23.5%	75.0%	46.1%	28.9%	
4	480	468	243	110	335	219	116	455
%V	13.3%	13.6%	18.4%	16.0%	12.5%	17.6%	8.0%	16.8%
%H (All HH)		97.5%	50.6%	22.9%	69.8%	45.6%	24.2%	94.8%
%H (TV HH)			51.9%	23.5%	71.6%	46.8%	24.8%	
5+	265	256	135	65	171	114	57	248
%V	7.3%	7.4%	10.2%	9.5%	6.4%	9.2%	4.0%	9.1%
%H (All HH)		96.6%	50.9%	24.5%	64.5%	43.0%	21.5%	93.6%
%H (TV HH)			52.7%	25.4%	66.8%	44.5%	22.3%	
Average HH size	2.38	2.40	2.76	2.63	2.31	2.70	1.97	2.66

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Without	2651	2515	856	460	2036	835	1201	1832
%V	73.5%	72.9%	64.8%	67.1%	75.8%	67.2%	83.3%	67.6%
%H (All HH)		94.9%	32.3%	17.4%	76.8%	31.5%	45.3%	69.1%
%H (TV HH)			34.0%	18.3%	81.0%	33.2%	47.8%	
With	956	933	464	226	650	409	241	880
%V	26.5%	27.1%	35.2%	32.9%	24.2%	32.9%	16.7%	32.4%
%H (All HH)		97.6%	48.5%	23.6%	68.0%	42.8%	25.2%	92.1%
%H (TV HH)			49.7%	24.2%	69.7%	43.8%	25.8%	
0 - 3	389	379	187	86	256	153	103	347
%V	10.8%	11.0%	14.2%	12.5%	9.5%	12.3%	7.1%	12.8%
%H (All HH)		97.4%	48.1%	22.1%	65.8%	39.3%	26.5%	89.2%
%H (TV HH)			49.3%	22.7%	67.5%	40.4%	27.2%	
4 - 9	480	464	244	105	317	202	115	437
%V	13.3%	13.5%	18.5%	15.3%	11.8%	16.3%	8.0%	16.1%
%H (All HH)		96.7%	50.8%	21.9%	66.0%	42.1%	24.0%	91.0%
%H (TV HH)			52.6%	22.6%	68.3%	43.5%	24.8%	
10 - 15	444	436	220	111	312	206	106	422
%V	12.3%	12.6%	16.7%	16.2%	11.6%	16.6%	7.4%	15.6%
%H (All HH)		98.2%	49.5%	25.0%	70.3%	46.4%	23.9%	95.0%
%H (TV HH)			50.5%	25.5%	71.6%	47.2%	24.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
1	1421	1421	437	222	1013	275	738	899
%V	39.4%	41.2%	33.1%	32.4%	37.7%	22.1%	51.2%	33.1%
%H (All HH)		100.0%	30.8%	15.6%	71.3%	19.4%	51.9%	63.3%
%H (TV HH)			30.8%	15.6%	71.3%	19.4%	51.9%	
2	1157	1157	455	242	925	455	470	911
%V	32.1%	33.6%	34.5%	35.3%	34.5%	36.6%	32.6%	33.6%
%H (All HH)		100.0%	39.3%	20.9%	79.9%	39.3%	40.6%	78.7%
%H (TV HH)			39.3%	20.9%	79.9%	39.3%	40.6%	
3	548	548	254	135	466	298	168	499
%V	15.2%	15.9%	19.2%	19.7%	17.4%	24.0%	11.7%	18.4%
%H (All HH)		100.0%	46.4%	24.6%	85.0%	54.4%	30.7%	91.1%
%H (TV HH)			46.4%	24.6%	85.0%	54.4%	30.7%	
4	216	216	116	59	188	144	44	205
%V	6.0%	6.3%	8.8%	8.6%	7.0%	11.6%	3.1%	7.6%
%H (All HH)		100.0%	53.7%	27.3%	87.0%	66.7%	20.4%	94.9%
%H (TV HH)			53.7%	27.3%	87.0%	66.7%	20.4%	
5+	106	106	58	28	93	70	22	103
%V	2.9%	3.1%	4.4%	4.1%	3.5%	5.6%	1.5%	3.8%
%H (All HH)		100.0%	54.7%	26.4%	87.7%	66.0%	20.8%	97.2%
%H (TV HH)			54.7%	26.4%	87.7%	66.0%	20.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%V (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Under 20"	826	826	311	176	711	365	346	666
%V	22.9%	24.0%	23.6%	25.7%	26.5%	29.4%	24.0%	24.6%
%H (All HH)		100.0%	37.7%	21.3%	86.1%	44.2%	41.9%	80.6%
%H (TV HH)			37.7%	21.3%	86.1%	44.2%	41.9%	
20" - 29"	1306	1306	482	261	1097	527	570	981
%V	36.2%	37.9%	36.5%	38.0%	40.9%	42.4%	39.5%	36.2%
%H (All HH)		100.0%	36.9%	20.0%	84.0%	40.4%	43.6%	75.1%
%H (TV HH)			36.9%	20.0%	84.0%	40.4%	43.6%	
30" - 39"	1823	1823	718	369	1453	714	739	1410
%V	50.5%	52.9%	54.4%	53.8%	54.1%	57.4%	51.2%	52.0%
%H (All HH)		100.0%	39.4%	20.2%	79.7%	39.2%	40.5%	77.3%
%H (TV HH)			39.4%	20.2%	79.7%	39.2%	40.5%	
40" and over	1483	1483	731	359	1111	705	406	1319
%V	41.1%	43.0%	55.4%	52.3%	41.4%	56.7%	28.2%	48.6%
%H (All HH)		100.0%	49.3%	24.2%	74.9%	47.5%	27.4%	88.9%
%H (TV HH)			49.3%	24.2%	74.9%	47.5%	27.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Main living room	3401	3401	1306	682	2653	1233	1419	2582
%V	94.3%	98.6%	98.9%	99.4%	98.8%	99.2%	98.4%	95.2%
%H (All HH)		100.0%	38.4%	20.1%	78.0%	36.3%	41.7%	75.9%
%H (TV HH)			38.4%	20.1%	78.0%	36.3%	41.7%	
Kitchen	420	420	182	88	373	218	155	351
%V	11.6%	12.2%	13.8%	12.8%	13.9%	17.5%	10.7%	12.9%
%H (All HH)		100.0%	43.3%	21.0%	88.8%	51.9%	36.9%	83.6%
%H (TV HH)			43.3%	21.0%	88.8%	51.9%	36.9%	
Adult's bedroom	1469	1469	633	358	1230	736	494	1261
%V	40.7%	42.6%	48.0%	52.2%	45.8%	59.2%	34.3%	46.5%
%H (All HH)		100.0%	43.1%	24.4%	83.7%	50.1%	33.6%	85.8%
%H (TV HH)			43.1%	24.4%	83.7%	50.1%	33.6%	
Child's bedroom	370	370	188	102	297	215	82	351
%V	10.3%	10.7%	14.2%	14.9%	11.1%	17.3%	5.7%	12.9%
%H (All HH)		100.0%	50.8%	27.6%	80.3%	58.1%	22.2%	94.9%
%H (TV HH)			50.8%	27.6%	80.3%	58.1%	22.2%	
Other bedroom	160	160	74	44	132	87	46	143
%V	4.4%	4.6%	5.6%	6.4%	4.9%	7.0%	3.2%	5.3%
%H (All HH)		100.0%	46.3%	27.5%	82.5%	54.4%	28.8%	89.4%
%H (TV HH)			46.3%	27.5%	82.5%	54.4%	28.8%	
Second living/dining room	360	360	176	75	296	182	113	303
%V	10.0%	10.4%	13.3%	10.9%	11.0%	14.6%	7.8%	11.2%
%H (All HH)		100.0%	48.9%	20.8%	82.2%	50.6%	31.4%	84.2%
%H (TV HH)			48.9%	20.8%	82.2%	50.6%	31.4%	
Study/office	45	45	20	9	35	18	17	43
%V	1.2%	1.3%	1.5%	1.3%	1.3%	1.4%	1.2%	1.6%
%H (All HH)		100.0%	44.4%	20.0%	77.8%	40.0%	37.8%	95.6%
%H (TV HH)			44.4%	20.0%	77.8%	40.0%	37.8%	
TV room	20	20	10	4	17	11	7	20
%V	0.6%	0.6%	0.8%	0.6%	0.6%	0.9%	0.5%	0.7%
%H (All HH)		100.0%	50.0%	20.0%	85.0%	55.0%	35.0%	100.0%
%H (TV HH)			50.0%	20.0%	85.0%	55.0%	35.0%	
Conservatory	90	90	45	18	77	48	28	86
%V	2.5%	2.6%	3.4%	2.6%	2.9%	3.9%	1.9%	3.2%
%H (All HH)		100.0%	50.0%	20.0%	85.6%	53.3%	31.1%	95.6%
%H (TV HH)			50.0%	20.0%	85.6%	53.3%	31.1%	
Attic or loft room	9	9	3	2	8	3	4	8
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	22.2%	88.9%	33.3%	44.4%	88.9%
%H (TV HH)			33.3%	22.2%	88.9%	33.3%	44.4%	
No specific location	2	2	1	0	2	1	0	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%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%	
Other	24	24	12	4	20	12	8	21
%V	0.7%	0.7%	0.9%	0.6%	0.7%	1.0%	0.6%	0.8%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	87.5%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%V (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Any DSAT provider	1320	1320	1320	34	822	822	0	1145
%V	36.6%	38.3%	100.0%	5.0%	30.6%	66.1%	0.0%	42.2%
%H (All HH)			100.0%	2.6%	62.3%	62.3%	0.0%	86.7%
%H (TV HH)			100.0%	2.6%	62.3%	62.3%	0.0%	
Sky with subscription	1059	1059	1059	17	669	669	0	943
%V	29.4%	30.7%	80.2%	2.5%	24.9%	53.8%	0.0%	34.8%
%H (All HH)			100.0%	1.6%	63.2%	63.2%	0.0%	89.0%
%H (TV HH)			100.0%	1.6%	63.2%	63.2%	0.0%	
Sky without subscription	103	103	103	8	57	57	0	75
%V	2.9%	3.0%	7.8%	1.2%	2.1%	4.6%	0.0%	2.8%
%H (All HH)			100.0%	7.8%	55.3%	55.3%	0.0%	72.8%
%H (TV HH)			100.0%	7.8%	55.3%	55.3%	0.0%	
Freesat	161	161	161	7	104	104	0	131
%V	4.5%	4.7%	12.2%	1.0%	3.9%	8.4%	0.0%	4.8%
%H (All HH)			100.0%	4.3%	64.6%	64.6%	0.0%	81.4%
%H (TV HH)			100.0%	4.3%	64.6%	64.6%	0.0%	
Other satellite provider	44	44	44	2	23	23	0	39
%V	1.2%	1.3%	3.3%	0.3%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	4.5%	52.3%	52.3%	0.0%	88.6%
%H (TV HH)			100.0%	4.5%	52.3%	52.3%	0.0%	
DCAB	686	686	34	686	444	444	0	604
%V	19.0%	19.9%	2.6%	100.0%	16.5%	35.7%	0.0%	22.3%
%H (All HH)			5.0%	100.0%	64.7%	64.7%	0.0%	88.0%
%H (TV HH)			5.0%	100.0%	64.7%	64.7%	0.0%	
DTT	2685	2685	822	444	2685	1243	1442	1960
%V	74.4%	77.9%	62.3%	64.7%	100.0%	100.0%	100.0%	72.3%
%H (All HH)		100.0%	30.6%	16.5%	100.0%	46.3%	53.7%	73.0%
%H (TV HH)			30.6%	16.5%	100.0%	46.3%	53.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
PVR	2068	2068	1090	531	1514	1042	471	1818
%V	57.3%	60.0%	82.6%	77.4%	56.4%	83.8%	32.7%	67.0%
%H (All HH)		100.0%	52.7%	25.7%	73.2%	50.4%	22.8%	87.9%
%H (TV HH)			52.7%	25.7%	73.2%	50.4%	22.8%	
DVDR	130	130	52	21	103	45	58	110
%V	3.6%	3.8%	3.9%	3.1%	3.8%	3.6%	4.0%	4.1%
%H (All HH)		100.0%	40.0%	16.2%	79.2%	34.6%	44.6%	84.6%
%H (TV HH)			40.0%	16.2%	79.2%	34.6%	44.6%	
VCR	94	94	31	11	83	30	54	52
%V	2.6%	2.7%	2.3%	1.6%	3.1%	2.4%	3.7%	1.9%
%H (All HH)		100.0%	33.0%	11.7%	88.3%	31.9%	57.4%	55.3%
%H (TV HH)			33.0%	11.7%	88.3%	31.9%	57.4%	
Any recorder	2153	2153	1102	539	1591	1053	538	1865
%V	59.7%	62.4%	83.5%	78.6%	59.3%	84.7%	37.3%	68.8%
%H (All HH)		100.0%	51.2%	25.0%	73.9%	48.9%	25.0%	86.6%
%H (TV HH)			51.2%	25.0%	73.9%	48.9%	25.0%	
Receives HDTV (via STB or built-in reception)	1908	1908	894	495	1450	905	545	1682
%V	52.9%	55.3%	67.7%	72.2%	54.0%	72.8%	37.8%	62.0%
%H (All HH)		100.0%	46.9%	25.9%	76.0%	47.4%	28.6%	88.2%
%H (TV HH)			46.9%	25.9%	76.0%	47.4%	28.6%	
DVD/Blu-ray player or recorder	2635	2635	1058	551	2075	1024	1050	2122
%V	73.1%	76.4%	80.2%	80.3%	77.3%	82.4%	72.8%	78.2%
%H (All HH)		100.0%	40.2%	20.9%	78.7%	38.9%	39.8%	80.5%
%H (TV HH)			40.2%	20.9%	78.7%	38.9%	39.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3607	3448	1320	686	2685	1243	1442	2712
%H (All HH)		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%
%H (TV HH)			38.3%	19.9%	77.9%	36.0%	41.8%	
Has broadband internet	2712	2617	1145	604	1960	1092	868	2712
%V	75.2%	75.9%	86.7%	88.0%	73.0%	87.9%	60.2%	100.0%
%H (All HH)		96.5%	42.2%	22.3%	72.3%	40.3%	32.0%	100.0%
%H (TV HH)			43.8%	23.1%	74.9%	41.7%	33.2%	
Number of computers (PCs and laptops)								
0	818	761	164	80	657	140	518	55
%V	22.7%	22.1%	12.4%	11.7%	24.5%	11.3%	35.9%	2.0%
%H (All HH)		93.0%	20.0%	9.8%	80.3%	17.1%	63.3%	6.7%
%H (TV HH)			21.6%	10.5%	86.3%	18.4%	68.1%	
1	1102	1043	379	202	806	351	456	997
%V	30.6%	30.2%	28.7%	29.4%	30.0%	28.2%	31.6%	36.8%
%H (All HH)		94.6%	34.4%	18.3%	73.1%	31.9%	41.4%	90.5%
%H (TV HH)			36.3%	19.4%	77.3%	33.7%	43.7%	
2	774	756	332	183	562	322	240	753
%V	21.5%	21.9%	25.2%	26.7%	20.9%	25.9%	16.6%	27.8%
%H (All HH)		97.7%	42.9%	23.6%	72.6%	41.6%	31.0%	97.3%
%H (TV HH)			43.9%	24.2%	74.3%	42.6%	31.7%	
3	443	430	210	103	310	192	118	441
%V	12.3%	12.5%	15.9%	15.0%	11.5%	15.4%	8.2%	16.3%
%H (All HH)		97.1%	47.4%	23.3%	70.0%	43.3%	26.6%	99.5%
%H (TV HH)			48.8%	24.0%	72.1%	44.7%	27.4%	
4	232	226	110	56	176	114	62	231
%V	6.4%	6.6%	8.3%	8.2%	6.6%	9.2%	4.3%	8.5%
%H (All HH)		97.4%	47.4%	24.1%	75.9%	49.1%	26.7%	99.6%
%H (TV HH)			48.7%	24.8%	77.9%	50.4%	27.4%	
5+	238	231	125	61	174	125	49	236
%V	6.6%	6.7%	9.5%	8.9%	6.5%	10.1%	3.4%	8.7%
%H (All HH)		97.1%	52.5%	25.6%	73.1%	52.5%	20.6%	99.2%
%H (TV HH)			54.1%	26.4%	75.3%	54.1%	21.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Midlands
Set level data
Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6815	2888	1496	5513	3035	2478	5595
%H		42.4%	22.0%	80.9%	44.5%	36.4%	82.1%
Under 20"	1045	398	234	909	484	425	862
%V	15.3%	13.8%	15.6%	16.5%	15.9%	17.2%	15.4%
%H		38.1%	22.4%	87.0%	46.3%	40.7%	82.5%
20" - 29"	1666	642	347	1410	724	686	1295
%V	24.4%	22.2%	23.2%	25.6%	23.9%	27.7%	23.1%
%H		38.5%	20.8%	84.6%	43.5%	41.2%	77.7%
30" - 39"	2184	895	454	1745	905	840	1743
%V	32.0%	31.0%	30.3%	31.7%	29.8%	33.9%	31.2%
%H		41.0%	20.8%	79.9%	41.4%	38.5%	79.8%
40" and over	1752	892	426	1311	856	455	1578
%V	25.7%	30.9%	28.5%	23.8%	28.2%	18.4%	28.2%
%H		50.9%	24.3%	74.8%	48.9%	26.0%	90.1%
Don't know	168	62	35	138	66	72	117
%V	2.5%	2.1%	2.3%	2.5%	2.2%	2.9%	2.1%
%H		36.9%	20.8%	82.1%	39.3%	42.9%	69.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6815	2888	1496	5513	3035	2478	5595
%H		42.4%	22.0%	80.9%	44.5%	36.4%	82.1%
Main living room	3414	1313	685	2661	1238	1423	2593
%V	50.1%	45.5%	45.8%	48.3%	40.8%	57.4%	46.3%
%H		38.5%	20.1%	77.9%	36.3%	41.7%	76.0%
Kitchen	423	183	88	376	219	157	354
%V	6.2%	6.3%	5.9%	6.8%	7.2%	6.3%	6.3%
%H		43.3%	20.8%	88.9%	51.8%	37.1%	83.7%
Adult's bedroom	1743	783	422	1463	906	557	1521
%V	25.6%	27.1%	28.2%	26.5%	29.9%	22.5%	27.2%
%H		44.9%	24.2%	83.9%	52.0%	32.0%	87.3%
Child's bedroom	483	247	129	392	283	109	460
%V	7.1%	8.6%	8.6%	7.1%	9.3%	4.4%	8.2%
%H		51.1%	26.7%	81.2%	58.6%	22.6%	95.2%
Other bedroom	192	89	58	161	110	51	174
%V	2.8%	3.1%	3.9%	2.9%	3.6%	2.1%	3.1%
%H		46.4%	30.2%	83.9%	57.3%	26.6%	90.6%
Second living/dining room	364	179	76	298	184	114	307
%V	5.3%	6.2%	5.1%	5.4%	6.1%	4.6%	5.5%
%H		49.2%	20.9%	81.9%	50.5%	31.3%	84.3%
Study/office	47	21	9	35	18	17	45
%V	0.7%	0.7%	0.6%	0.6%	0.6%	0.7%	0.8%
%H		44.7%	19.1%	74.5%	38.3%	36.2%	95.7%
TV room	20	10	4	17	11	7	20
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	20.0%	85.0%	55.0%	35.0%	100.0%
Conservatory	91	45	18	78	48	29	87
%V	1.3%	1.6%	1.2%	1.4%	1.6%	1.2%	1.6%
%H		49.5%	19.8%	85.7%	52.7%	31.9%	95.6%
Attic or loft room	9	3	3	8	4	4	8
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	33.3%	88.9%	44.4%	44.4%	88.9%
No specific location	2	1	0	2	1	0	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
Other	26	13	4	22	13	9	24
%V	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%	0.4%
%H		50.0%	15.4%	84.6%	50.0%	34.6%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6815	2888	1496	5513	3035	2478	5595
%H		42.4%	22.0%	80.9%	44.5%	36.4%	82.1%
PVR	2673	1474	707	1913	1387	526	2390
%V	39.2%	51.0%	47.3%	34.7%	45.7%	21.2%	42.7%
%H		55.1%	26.4%	71.6%	51.9%	19.7%	89.4%
DVDR	143	61	23	112	51	61	122
%V	2.1%	2.1%	1.5%	2.0%	1.7%	2.5%	2.2%
%H		42.7%	16.1%	78.3%	35.7%	42.7%	85.3%
VCR	97	31	11	86	31	56	53
%V	1.4%	1.1%	0.7%	1.6%	1.0%	2.3%	0.9%
%H		32.0%	11.3%	88.7%	32.0%	57.7%	54.6%
Any recorder	2785	1496	720	2015	1410	605	2457
%V	40.9%	51.8%	48.1%	36.5%	46.5%	24.4%	43.9%
%H		53.7%	25.9%	72.4%	50.6%	21.7%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6815	2888	1496	5513	3035	2478	5595
%H		42.4%	22.0%	80.9%	44.5%	36.4%	82.1%
Receives HDTV (via STB or built-in reception)	2715	1290	739	2091	1363	728	2437
%V	39.8%	44.7%	49.4%	37.9%	44.9%	29.4%	43.6%
%H		47.5%	27.2%	77.0%	50.2%	26.8%	89.8%
DVD/Blu-ray player or recorder	3819	1628	843	3087	1694	1393	3197
%V	56.0%	56.4%	56.4%	56.0%	55.8%	56.2%	57.1%
%H		42.6%	22.1%	80.8%	44.4%	36.5%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3441	1319	685	2683	1242	1440	2610
%H		38.3%	19.9%	78.0%	36.1%	41.8%	75.9%
Under 20"	75	7	5	63	5	58	36
%V	2.2%	0.5%	0.7%	2.3%	0.4%	4.0%	1.4%
%H		9.3%	6.7%	84.0%	6.7%	77.3%	48.0%
20" - 29"	511	113	72	425	102	323	292
%V	14.9%	8.6%	10.5%	15.8%	8.2%	22.4%	11.2%
%H		22.1%	14.1%	83.2%	20.0%	63.2%	57.1%
30" - 39"	1351	470	246	1073	439	634	969
%V	39.3%	35.6%	35.9%	40.0%	35.3%	44.0%	37.1%
%H		34.8%	18.2%	79.4%	32.5%	46.9%	71.7%
40" and over	1426	706	347	1063	677	386	1269
%V	41.4%	53.5%	50.7%	39.6%	54.5%	26.8%	48.6%
%H		49.5%	24.3%	74.5%	47.5%	27.1%	89.0%
Don't know	77	23	14	58	19	39	44
%V	2.2%	1.7%	2.0%	2.2%	1.5%	2.7%	1.7%
%H		29.9%	18.2%	75.3%	24.7%	50.6%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3441	1319	685	2683	1242	1440	2610
%H		38.3%	19.9%	78.0%	36.1%	41.8%	75.9%
PVR	2022	1071	521	1475	1021	454	1778
%V	58.8%	81.2%	76.1%	55.0%	82.2%	31.5%	68.1%
%H		53.0%	25.8%	72.9%	50.5%	22.5%	87.9%
DVDR	114	44	16	90	36	54	95
%V	3.3%	3.3%	2.3%	3.4%	2.9%	3.8%	3.6%
%H		38.6%	14.0%	78.9%	31.6%	47.4%	83.3%
VCR	79	25	7	69	22	47	42
%V	2.3%	1.9%	1.0%	2.6%	1.8%	3.3%	1.6%
%H		31.6%	8.9%	87.3%	27.8%	59.5%	53.2%
Any recorder	2104	1084	526	1548	1030	518	1823
%V	61.1%	82.2%	76.8%	57.7%	82.9%	36.0%	69.8%
%H		51.5%	25.0%	73.6%	49.0%	24.6%	86.6%

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	3441	1319	685	2683	1242	1440	2610
%H		38.3%	19.9%	78.0%	36.1%	41.8%	75.9%
Receives HDTV (via STB or built-in reception)	1840	872	479	1389	875	514	1623
%V	53.5%	66.1%	69.9%	51.8%	70.5%	35.7%	62.2%
%H		47.4%	26.0%	75.5%	47.6%	27.9%	88.2%
DVD/Blu-ray player or recorder	2469	986	514	1932	940	992	1978
%V	71.8%	74.8%	75.0%	72.0%	75.7%	68.9%	75.8%
%H		39.9%	20.8%	78.3%	38.1%	40.2%	80.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3374	1570	811	2831	1793	1038	2984
%H		46.5%	24.0%	83.9%	53.1%	30.8%	88.4%
Under 20"	970	391	229	846	479	367	825
%V	28.7%	24.9%	28.2%	29.9%	26.7%	35.4%	27.6%
%H		40.3%	23.6%	87.2%	49.4%	37.8%	85.1%
20" - 29"	1155	530	275	985	622	363	1003
%V	34.2%	33.8%	33.9%	34.8%	34.7%	35.0%	33.6%
%H		45.9%	23.8%	85.3%	53.9%	31.4%	86.8%
30" - 39"	833	425	208	672	465	206	775
%V	24.7%	27.1%	25.6%	23.7%	25.9%	19.8%	26.0%
%H		51.0%	25.0%	80.7%	55.8%	24.7%	93.0%
40" and over	326	186	79	248	179	69	308
%V	9.7%	11.8%	9.7%	8.8%	10.0%	6.6%	10.3%
%H		57.1%	24.2%	76.1%	54.9%	21.2%	94.5%
Don't know	90	38	20	80	47	33	73
%V	2.7%	2.4%	2.5%	2.8%	2.6%	3.2%	2.4%
%H		42.2%	22.2%	88.9%	52.2%	36.7%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3374	1570	811	2831	1793	1038	2984
%H		46.5%	24.0%	83.9%	53.1%	30.8%	88.4%
PVR	651	403	185	438	366	72	612
%V	19.3%	25.7%	22.8%	15.5%	20.4%	6.9%	20.5%
%H		61.9%	28.4%	67.3%	56.2%	11.1%	94.0%
DVDR	29	16	7	22	15	7	27
%V	0.9%	1.0%	0.9%	0.8%	0.8%	0.7%	0.9%
%H		55.2%	24.1%	75.9%	51.7%	24.1%	93.1%
VCR	18	6	4	17	8	9	11
%V	0.5%	0.4%	0.5%	0.6%	0.4%	0.9%	0.4%
%H		33.3%	22.2%	94.4%	44.4%	50.0%	61.1%
Any recorder	681	412	194	467	380	87	634
%V	20.2%	26.2%	23.9%	16.5%	21.2%	8.4%	21.2%
%H		60.5%	28.5%	68.6%	55.8%	12.8%	93.1%

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	3374	1570	811	2831	1793	1038	2984
%H		46.5%	24.0%	83.9%	53.1%	30.8%	88.4%
Receives HDTV (via STB or built-in reception)	875	418	260	702	488	214	813
%V	25.9%	26.6%	32.1%	24.8%	27.2%	20.6%	27.2%
%H		47.8%	29.7%	80.2%	55.8%	24.5%	92.9%
DVD/Blu-ray player or recorder	1350	641	329	1155	754	401	1218
%V	40.0%	40.8%	40.6%	40.8%	42.1%	38.6%	40.8%
%H		47.5%	24.4%	85.6%	55.9%	29.7%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8577	8271	3635	1807	6204	3362	2842	7205
%H		96.4%	42.4%	21.1%	72.3%	39.2%	33.1%	84.0%
Total Children	1698	1656	848	386	1139	720	419	1553
%V	19.8%	20.0%	23.3%	21.4%	18.4%	21.4%	14.7%	21.6%
%H		97.5%	49.9%	22.7%	67.1%	42.4%	24.7%	91.5%
0 - 3	462	450	217	102	307	179	128	409
%V	5.4%	5.4%	6.0%	5.6%	4.9%	5.3%	4.5%	5.7%
%H		97.4%	47.0%	22.1%	66.5%	38.7%	27.7%	88.5%
4 - 15	1236	1206	631	284	832	541	291	1144
%V	14.4%	14.6%	17.4%	15.7%	13.4%	16.1%	10.2%	15.9%
%H		97.6%	51.1%	23.0%	67.3%	43.8%	23.5%	92.6%
4 - 9	655	636	339	140	430	275	155	594
%V	7.6%	7.7%	9.3%	7.7%	6.9%	8.2%	5.5%	8.2%
%H		97.1%	51.8%	21.4%	65.6%	42.0%	23.7%	90.7%
10 - 15	582	570	292	144	402	267	136	549
%V	6.8%	6.9%	8.0%	8.0%	6.5%	7.9%	4.8%	7.6%
%H		97.9%	50.2%	24.7%	69.1%	45.9%	23.4%	94.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8577	8271	3635	1807	6204	3362	2842	7205
%H		96.4%	42.4%	21.1%	72.3%	39.2%	33.1%	84.0%
Total Adults (16+)	6879	6615	2787	1421	5065	2642	2422	5652
%V	80.2%	80.0%	76.7%	78.6%	81.6%	78.6%	85.2%	78.4%
%H		96.2%	40.5%	20.7%	73.6%	38.4%	35.2%	82.2%
16 - 19	417	404	189	102	304	189	115	393
%V	4.9%	4.9%	5.2%	5.6%	4.9%	5.6%	4.0%	5.5%
%H		96.9%	45.3%	24.5%	72.9%	45.3%	27.6%	94.2%
20 - 24	573	521	209	130	384	211	173	522
%V	6.7%	6.3%	5.7%	7.2%	6.2%	6.3%	6.1%	7.2%
%H		90.9%	36.5%	22.7%	67.0%	36.8%	30.2%	91.1%
25 - 34	1107	1043	498	250	715	428	287	1009
%V	12.9%	12.6%	13.7%	13.8%	11.5%	12.7%	10.1%	14.0%
%H		94.2%	45.0%	22.6%	64.6%	38.7%	25.9%	91.1%
35 - 44	1084	1051	519	250	741	455	286	997
%V	12.6%	12.7%	14.3%	13.8%	11.9%	13.5%	10.1%	13.8%
%H		97.0%	47.9%	23.1%	68.4%	42.0%	26.4%	92.0%
45 - 54	1207	1173	553	264	918	550	368	1089
%V	14.1%	14.2%	15.2%	14.6%	14.8%	16.4%	12.9%	15.1%
%H		97.2%	45.8%	21.9%	76.1%	45.6%	30.5%	90.2%
55 - 64	962	931	380	200	732	376	356	802
%V	11.2%	11.3%	10.5%	11.1%	11.8%	11.2%	12.5%	11.1%
%H		96.8%	39.5%	20.8%	76.1%	39.1%	37.0%	83.4%
65+	1530	1491	438	225	1271	434	837	840
%V	17.8%	18.0%	12.0%	12.5%	20.5%	12.9%	29.5%	11.7%
%H		97.5%	28.6%	14.7%	83.1%	28.4%	54.7%	54.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6879	6615	2787	1421	5065	2642	2422	5652
%H		96.2%	40.5%	20.7%	73.6%	38.4%	35.2%	82.2%
AB	1734	1688	783	318	1295	697	598	1623
%V	25.2%	25.5%	28.1%	22.4%	25.6%	26.4%	24.7%	28.7%
%H		97.3%	45.2%	18.3%	74.7%	40.2%	34.5%	93.6%
C1	1796	1714	720	415	1315	734	580	1583
%V	26.1%	25.9%	25.8%	29.2%	26.0%	27.8%	23.9%	28.0%
%H		95.4%	40.1%	23.1%	73.2%	40.9%	32.3%	88.1%
C2	1611	1568	655	375	1202	657	545	1355
%V	23.4%	23.7%	23.5%	26.4%	23.7%	24.9%	22.5%	24.0%
%H		97.3%	40.7%	23.3%	74.6%	40.8%	33.8%	84.1%
D	1086	1037	445	212	768	384	384	778
%V	15.8%	15.7%	16.0%	14.9%	15.2%	14.5%	15.9%	13.8%
%H		95.5%	41.0%	19.5%	70.7%	35.4%	35.4%	71.6%
E	652	609	183	102	486	170	315	313
%V	9.5%	9.2%	6.6%	7.2%	9.6%	6.4%	13.0%	5.5%
%H		93.4%	28.1%	15.6%	74.5%	26.1%	48.3%	48.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6879	6615	2787	1421	5065	2642	2422	5652
%H		96.2%	40.5%	20.7%	73.6%	38.4%	35.2%	82.2%
Working full time	3060	2970	1389	714	2206	1326	880	2840
%V	44.5%	44.9%	49.8%	50.2%	43.6%	50.2%	36.3%	50.2%
%H		97.1%	45.4%	23.3%	72.1%	43.3%	28.8%	92.8%
Working part time	724	704	321	153	532	300	232	663
%V	10.5%	10.6%	11.5%	10.8%	10.5%	11.4%	9.6%	11.7%
%H		97.2%	44.3%	21.1%	73.5%	41.4%	32.0%	91.6%
Not working	3095	2942	1077	554	2327	1017	1310	2149
%V	45.0%	44.5%	38.6%	39.0%	45.9%	38.5%	54.1%	38.0%
%H		95.1%	34.8%	17.9%	75.2%	32.9%	42.3%	69.4%
Housewife/Houseperson	3607	3448	1320	686	2685	1243	1442	2712
%V	52.4%	52.1%	47.4%	48.3%	53.0%	47.0%	59.5%	48.0%
%H		95.6%	36.6%	19.0%	74.4%	34.5%	40.0%	75.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3358	3214	1397	702	2436	1316	1121	2814
%H		95.7%	41.6%	20.9%	72.5%	39.2%	33.4%	83.8%
16 - 19	217	211	97	59	155	98	56	206
%V	6.5%	6.6%	6.9%	8.4%	6.4%	7.4%	5.0%	7.3%
%H		97.2%	44.7%	27.2%	71.4%	45.2%	25.8%	94.9%
20 - 24	280	253	107	61	187	105	82	258
%V	8.3%	7.9%	7.7%	8.7%	7.7%	8.0%	7.3%	9.2%
%H		90.4%	38.2%	21.8%	66.8%	37.5%	29.3%	92.1%
25 - 34	548	513	245	127	351	216	135	503
%V	16.3%	16.0%	17.5%	18.1%	14.4%	16.4%	12.0%	17.9%
%H		93.6%	44.7%	23.2%	64.1%	39.4%	24.6%	91.8%
35 - 44	534	517	260	118	363	222	141	488
%V	15.9%	16.1%	18.6%	16.8%	14.9%	16.9%	12.6%	17.3%
%H		96.8%	48.7%	22.1%	68.0%	41.6%	26.4%	91.4%
45 - 54	597	575	276	128	446	268	178	531
%V	17.8%	17.9%	19.8%	18.2%	18.3%	20.4%	15.9%	18.9%
%H		96.3%	46.2%	21.4%	74.7%	44.9%	29.8%	88.9%
55 - 64	480	463	186	102	365	188	177	400
%V	14.3%	14.4%	13.3%	14.5%	15.0%	14.3%	15.8%	14.2%
%H		96.5%	38.8%	21.3%	76.0%	39.2%	36.9%	83.3%
65+	702	682	226	107	570	219	351	427
%V	20.9%	21.2%	16.2%	15.2%	23.4%	16.6%	31.3%	15.2%
%H		97.2%	32.2%	15.2%	81.2%	31.2%	50.0%	60.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3358	3214	1397	702	2436	1316	1121	2814
%H			95.7%	41.6%	20.9%	72.5%	39.2%	33.4%	83.8%
AB		875	851	401	165	645	355	290	823
%V		26.1%	26.5%	28.7%	23.5%	26.5%	27.0%	25.9%	29.2%
%H			97.3%	45.8%	18.9%	73.7%	40.6%	33.1%	94.1%
C1		838	795	350	193	604	353	251	752
%V		25.0%	24.7%	25.1%	27.5%	24.8%	26.8%	22.4%	26.7%
%H			94.9%	41.8%	23.0%	72.1%	42.1%	30.0%	89.7%
C2		863	835	347	198	637	344	294	716
%V		25.7%	26.0%	24.8%	28.2%	26.1%	26.1%	26.2%	25.4%
%H			96.8%	40.2%	22.9%	73.8%	39.9%	34.1%	83.0%
D		521	497	226	104	362	192	170	389
%V		15.5%	15.5%	16.2%	14.8%	14.9%	14.6%	15.2%	13.8%
%H			95.4%	43.4%	20.0%	69.5%	36.9%	32.6%	74.7%
E		261	236	74	42	189	72	117	134
%V		7.8%	7.3%	5.3%	6.0%	7.8%	5.5%	10.4%	4.8%
%H			90.4%	28.4%	16.1%	72.4%	27.6%	44.8%	51.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3358	3214	1397	702	2436	1316	1121	2814
%H		95.7%	41.6%	20.9%	72.5%	39.2%	33.4%	83.8%
Working full time	1922	1861	883	447	1373	832	541	1784
%V	57.2%	57.9%	63.2%	63.7%	56.4%	63.2%	48.3%	63.4%
%H		96.8%	45.9%	23.3%	71.4%	43.3%	28.1%	92.8%
Working part time	142	136	58	26	101	50	51	120
%V	4.2%	4.2%	4.2%	3.7%	4.1%	3.8%	4.5%	4.3%
%H		95.8%	40.8%	18.3%	71.1%	35.2%	35.9%	84.5%
Not working	1294	1217	457	229	963	434	529	911
%V	38.5%	37.9%	32.7%	32.6%	39.5%	33.0%	47.2%	32.4%
%H		94.0%	35.3%	17.7%	74.4%	33.5%	40.9%	70.4%
Housewife/Houseperson	760	699	230	120	548	205	343	482
%V	22.6%	21.7%	16.5%	17.1%	22.5%	15.6%	30.6%	17.1%
%H		92.0%	30.3%	15.8%	72.1%	27.0%	45.1%	63.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3521	3401	1389	720	2628	1327	1302	2838
%H		96.6%	39.4%	20.4%	74.6%	37.7%	37.0%	80.6%
16 - 19	200	193	92	43	149	90	59	186
%V	5.7%	5.7%	6.6%	6.0%	5.7%	6.8%	4.5%	6.6%
%H		96.5%	46.0%	21.5%	74.5%	45.0%	29.5%	93.0%
20 - 24	293	268	102	69	197	105	91	264
%V	8.3%	7.9%	7.3%	9.6%	7.5%	7.9%	7.0%	9.3%
%H		91.5%	34.8%	23.5%	67.2%	35.8%	31.1%	90.1%
25 - 34	559	529	253	123	364	212	152	506
%V	15.9%	15.6%	18.2%	17.1%	13.9%	16.0%	11.7%	17.8%
%H		94.6%	45.3%	22.0%	65.1%	37.9%	27.2%	90.5%
35 - 44	550	535	258	133	378	234	144	509
%V	15.6%	15.7%	18.6%	18.5%	14.4%	17.6%	11.1%	17.9%
%H		97.3%	46.9%	24.2%	68.7%	42.5%	26.2%	92.5%
45 - 54	609	598	277	136	472	282	190	558
%V	17.3%	17.6%	19.9%	18.9%	18.0%	21.3%	14.6%	19.7%
%H		98.2%	45.5%	22.3%	77.5%	46.3%	31.2%	91.6%
55 - 64	482	469	194	98	367	188	179	402
%V	13.7%	13.8%	14.0%	13.6%	14.0%	14.2%	13.7%	14.2%
%H		97.3%	40.2%	20.3%	76.1%	39.0%	37.1%	83.4%
65+	828	809	212	118	701	215	486	413
%V	23.5%	23.8%	15.3%	16.4%	26.7%	16.2%	37.3%	14.6%
%H		97.7%	25.6%	14.3%	84.7%	26.0%	58.7%	49.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3521	3401	1389	720	2628	1327	1302	2838
%H		96.6%	39.4%	20.4%	74.6%	37.7%	37.0%	80.6%
AB	860	837	382	152	650	342	308	800
%V	24.4%	24.6%	27.5%	21.1%	24.7%	25.8%	23.7%	28.2%
%H		97.3%	44.4%	17.7%	75.6%	39.8%	35.8%	93.0%
C1	958	919	371	222	711	381	329	831
%V	27.2%	27.0%	26.7%	30.8%	27.1%	28.7%	25.3%	29.3%
%H		95.9%	38.7%	23.2%	74.2%	39.8%	34.3%	86.7%
C2	748	733	308	177	565	313	251	640
%V	21.2%	21.6%	22.2%	24.6%	21.5%	23.6%	19.3%	22.6%
%H		98.0%	41.2%	23.7%	75.5%	41.8%	33.6%	85.6%
D	565	540	220	108	406	192	214	389
%V	16.0%	15.9%	15.8%	15.0%	15.4%	14.5%	16.4%	13.7%
%H		95.6%	38.9%	19.1%	71.9%	34.0%	37.9%	68.8%
E	390	373	109	60	297	98	199	179
%V	11.1%	11.0%	7.8%	8.3%	11.3%	7.4%	15.3%	6.3%
%H		95.6%	27.9%	15.4%	76.2%	25.1%	51.0%	45.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3521	3401	1389	720	2628	1327	1302	2838
%H		96.6%	39.4%	20.4%	74.6%	37.7%	37.0%	80.6%
Working full time	1137	1109	506	268	833	494	340	1057
%V	32.3%	32.6%	36.4%	37.2%	31.7%	37.2%	26.1%	37.2%
%H		97.5%	44.5%	23.6%	73.3%	43.4%	29.9%	93.0%
Working part time	582	568	263	127	431	250	181	543
%V	16.5%	16.7%	18.9%	17.6%	16.4%	18.8%	13.9%	19.1%
%H		97.6%	45.2%	21.8%	74.1%	43.0%	31.1%	93.3%
Not working	1801	1724	620	325	1364	583	781	1238
%V	51.2%	50.7%	44.6%	45.1%	51.9%	43.9%	60.0%	43.6%
%H		95.7%	34.4%	18.0%	75.7%	32.4%	43.4%	68.7%
Housewife/Houseperson	2847	2749	1090	566	2138	1038	1099	2230
%V	80.9%	80.8%	78.5%	78.6%	81.4%	78.2%	84.4%	78.6%
%H		96.6%	38.3%	19.9%	75.1%	36.5%	38.6%	78.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
AB	536	517	240	77	380	180	200	506
%V	27.6%	28.1%	28.6%	31.8%	27.6%	29.0%	26.4%	32.3%
%H (All HH)		96.5%	44.8%	14.4%	70.9%	33.6%	37.3%	94.4%
%H (TV HH)			46.4%	14.9%	73.5%	34.8%	38.7%	
C1	545	515	232	68	387	175	212	466
%V	28.1%	27.9%	27.7%	28.1%	28.1%	28.2%	28.0%	29.7%
%H (All HH)		94.5%	42.6%	12.5%	71.0%	32.1%	38.9%	85.5%
%H (TV HH)			45.0%	13.2%	75.1%	34.0%	41.2%	
C2	408	391	195	49	301	155	145	336
%V	21.0%	21.2%	23.3%	20.2%	21.8%	25.0%	19.1%	21.4%
%H (All HH)		95.8%	47.8%	12.0%	73.8%	38.0%	35.5%	82.4%
%H (TV HH)			49.9%	12.5%	77.0%	39.6%	37.1%	
D	268	244	104	33	173	68	106	180
%V	13.8%	13.2%	12.4%	13.6%	12.6%	11.0%	14.0%	11.5%
%H (All HH)		91.0%	38.8%	12.3%	64.6%	25.4%	39.6%	67.2%
%H (TV HH)			42.6%	13.5%	70.9%	27.9%	43.4%	
E	185	175	66	15	136	41	95	80
%V	9.5%	9.5%	7.9%	6.2%	9.9%	6.6%	12.5%	5.1%
%H (All HH)		94.6%	35.7%	8.1%	73.5%	22.2%	51.4%	43.2%
%H (TV HH)			37.7%	8.6%	77.7%	23.4%	54.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Under 25	67	56	25	5	41	18	23	58
%V	3.5%	3.0%	3.0%	2.1%	3.0%	2.9%	3.0%	3.7%
%H (All HH)		83.6%	37.3%	7.5%	61.2%	26.9%	34.3%	86.6%
%H (TV HH)			44.6%	8.9%	73.2%	32.1%	41.1%	
25 - 34	281	258	138	37	154	81	74	265
%V	14.5%	14.0%	16.5%	15.3%	11.2%	13.1%	9.8%	16.9%
%H (All HH)		91.8%	49.1%	13.2%	54.8%	28.8%	26.3%	94.3%
%H (TV HH)			53.5%	14.3%	59.7%	31.4%	28.7%	
35 - 44	344	330	184	56	212	122	91	321
%V	17.7%	17.9%	22.0%	23.1%	15.4%	19.7%	12.0%	20.5%
%H (All HH)		95.9%	53.5%	16.3%	61.6%	35.5%	26.5%	93.3%
%H (TV HH)			55.8%	17.0%	64.2%	37.0%	27.6%	
45 - 54	371	359	180	60	265	146	119	335
%V	19.1%	19.5%	21.5%	24.8%	19.2%	23.5%	15.7%	21.4%
%H (All HH)		96.8%	48.5%	16.2%	71.4%	39.4%	32.1%	90.3%
%H (TV HH)			50.1%	16.7%	73.8%	40.7%	33.1%	
55 - 64	322	310	133	39	247	108	139	283
%V	16.6%	16.8%	15.9%	16.1%	17.9%	17.4%	18.3%	18.0%
%H (All HH)		96.3%	41.3%	12.1%	76.7%	33.5%	43.2%	87.9%
%H (TV HH)			42.9%	12.6%	79.7%	34.8%	44.8%	
65 +	556	531	177	45	459	146	313	307
%V	28.6%	28.8%	21.1%	18.6%	33.3%	23.5%	41.3%	19.6%
%H (All HH)		95.5%	31.8%	8.1%	82.6%	26.3%	56.3%	55.2%
%H (TV HH)			33.3%	8.5%	86.4%	27.5%	58.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
1	553	508	145	40	412	95	317	309
%V	28.5%	27.6%	17.3%	16.5%	29.9%	15.3%	41.8%	19.7%
%H (All HH)		91.9%	26.2%	7.2%	74.5%	17.2%	57.3%	55.9%
%H (TV HH)			28.5%	7.9%	81.1%	18.7%	62.4%	
2	701	674	314	82	518	238	280	601
%V	36.1%	36.6%	37.5%	33.9%	37.6%	38.4%	36.9%	38.3%
%H (All HH)		96.1%	44.8%	11.7%	73.9%	34.0%	39.9%	85.7%
%H (TV HH)			46.6%	12.2%	76.9%	35.3%	41.5%	
3	305	290	161	55	192	119	73	287
%V	15.7%	15.7%	19.2%	22.7%	13.9%	19.2%	9.6%	18.3%
%H (All HH)		95.1%	52.8%	18.0%	63.0%	39.0%	23.9%	94.1%
%H (TV HH)			55.5%	19.0%	66.2%	41.0%	25.2%	
4	254	249	140	43	179	115	64	247
%V	13.1%	13.5%	16.7%	17.8%	13.0%	18.5%	8.4%	15.8%
%H (All HH)		98.0%	55.1%	16.9%	70.5%	45.3%	25.2%	97.2%
%H (TV HH)			56.2%	17.3%	71.9%	46.2%	25.7%	
5+	129	122	77	21	78	53	24	124
%V	6.6%	6.6%	9.2%	8.7%	5.7%	8.5%	3.2%	7.9%
%H (All HH)		94.6%	59.7%	16.3%	60.5%	41.1%	18.6%	96.1%
%H (TV HH)			63.1%	17.2%	63.9%	43.4%	19.7%	
Average HH size	2.36	2.38	2.66	2.74	2.29	2.70	1.95	2.57

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC East
Household level data
Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Without	1451	1370	565	161	1061	418	643	1102
%V	74.7%	74.3%	67.4%	66.5%	77.0%	67.4%	84.8%	70.3%
%H (All HH)		94.4%	38.9%	11.1%	73.1%	28.8%	44.3%	75.9%
%H (TV HH)			41.2%	11.8%	77.4%	30.5%	46.9%	
With	490	473	272	81	317	202	115	466
%V	25.2%	25.7%	32.5%	33.5%	23.0%	32.6%	15.2%	29.7%
%H (All HH)		96.5%	55.5%	16.5%	64.7%	41.2%	23.5%	95.1%
%H (TV HH)			57.5%	17.1%	67.0%	42.7%	24.3%	
0 - 3	200	191	117	29	119	76	43	188
%V	10.3%	10.4%	14.0%	12.0%	8.6%	12.3%	5.7%	12.0%
%H (All HH)		95.5%	58.5%	14.5%	59.5%	38.0%	21.5%	94.0%
%H (TV HH)			61.3%	15.2%	62.3%	39.8%	22.5%	
4 - 9	263	254	147	39	164	98	66	255
%V	13.5%	13.8%	17.5%	16.1%	11.9%	15.8%	8.7%	16.3%
%H (All HH)		96.6%	55.9%	14.8%	62.4%	37.3%	25.1%	97.0%
%H (TV HH)			57.9%	15.4%	64.6%	38.6%	26.0%	
10 - 15	228	222	132	43	158	111	47	218
%V	11.7%	12.0%	15.8%	17.8%	11.5%	17.9%	6.2%	13.9%
%H (All HH)		97.4%	57.9%	18.9%	69.3%	48.7%	20.6%	95.6%
%H (TV HH)			59.5%	19.4%	71.2%	50.0%	21.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
1	739	739	274	74	501	119	382	531
%V	38.1%	40.1%	32.7%	30.6%	36.4%	19.2%	50.4%	33.9%
%H (All HH)		100.0%	37.1%	10.0%	67.8%	16.1%	51.7%	71.9%
%H (TV HH)			37.1%	10.0%	67.8%	16.1%	51.7%	
2	621	621	283	98	468	230	239	516
%V	32.0%	33.7%	33.8%	40.5%	34.0%	37.1%	31.5%	32.9%
%H (All HH)		100.0%	45.6%	15.8%	75.4%	37.0%	38.5%	83.1%
%H (TV HH)			45.6%	15.8%	75.4%	37.0%	38.5%	
3	291	291	160	41	237	146	91	270
%V	15.0%	15.8%	19.1%	16.9%	17.2%	23.5%	12.0%	17.2%
%H (All HH)		100.0%	55.0%	14.1%	81.4%	50.2%	31.3%	92.8%
%H (TV HH)			55.0%	14.1%	81.4%	50.2%	31.3%	
4	122	122	77	20	108	78	30	117
%V	6.3%	6.6%	9.2%	8.3%	7.8%	12.6%	4.0%	7.5%
%H (All HH)		100.0%	63.1%	16.4%	88.5%	63.9%	24.6%	95.9%
%H (TV HH)			63.1%	16.4%	88.5%	63.9%	24.6%	
5+	69	69	44	9	63	47	16	66
%V	3.6%	3.7%	5.3%	3.7%	4.6%	7.6%	2.1%	4.2%
%H (All HH)		100.0%	63.8%	13.0%	91.3%	68.1%	23.2%	95.7%
%H (TV HH)			63.8%	13.0%	91.3%	68.1%	23.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC East
Household level data
Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Under 20"	521	521	230	64	441	214	227	439
%V	26.8%	28.3%	27.4%	26.4%	32.0%	34.5%	29.9%	28.0%
%H (All HH)		100.0%	44.1%	12.3%	84.6%	41.1%	43.6%	84.3%
%H (TV HH)			44.1%	12.3%	84.6%	41.1%	43.6%	
20" - 29"	710	710	303	93	578	264	314	568
%V	36.6%	38.5%	36.2%	38.4%	41.9%	42.6%	41.4%	36.2%
%H (All HH)		100.0%	42.7%	13.1%	81.4%	37.2%	44.2%	80.0%
%H (TV HH)			42.7%	13.1%	81.4%	37.2%	44.2%	
30" - 39"	960	960	448	146	732	366	366	793
%V	49.4%	52.1%	53.5%	60.3%	53.1%	59.0%	48.3%	50.6%
%H (All HH)		100.0%	46.7%	15.2%	76.3%	38.1%	38.1%	82.6%
%H (TV HH)			46.7%	15.2%	76.3%	38.1%	38.1%	
40" and over	790	790	470	113	555	349	207	722
%V	40.7%	42.9%	56.1%	46.7%	40.3%	56.3%	27.3%	46.0%
%H (All HH)		100.0%	59.5%	14.3%	70.3%	44.2%	26.2%	91.4%
%H (TV HH)			59.5%	14.3%	70.3%	44.2%	26.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Main living room	1817	1817	828	240	1360	614	746	1479
%V	93.6%	98.6%	98.8%	99.2%	98.7%	99.0%	98.4%	94.3%
%H (All HH)		100.0%	45.6%	13.2%	74.8%	33.8%	41.1%	81.4%
%H (TV HH)			45.6%	13.2%	74.8%	33.8%	41.1%	
Kitchen	254	254	131	26	226	128	97	225
%V	13.1%	13.8%	15.6%	10.7%	16.4%	20.6%	12.8%	14.3%
%H (All HH)		100.0%	51.6%	10.2%	89.0%	50.4%	38.2%	88.6%
%H (TV HH)			51.6%	10.2%	89.0%	50.4%	38.2%	
Adult's bedroom	809	809	424	125	661	397	264	719
%V	41.7%	43.9%	50.6%	51.7%	48.0%	64.0%	34.8%	45.9%
%H (All HH)		100.0%	52.4%	15.5%	81.7%	49.1%	32.6%	88.9%
%H (TV HH)			52.4%	15.5%	81.7%	49.1%	32.6%	
Child's bedroom	201	201	116	42	152	111	42	194
%V	10.4%	10.9%	13.8%	17.4%	11.0%	17.9%	5.5%	12.4%
%H (All HH)		100.0%	57.7%	20.9%	75.6%	55.2%	20.9%	96.5%
%H (TV HH)			57.7%	20.9%	75.6%	55.2%	20.9%	
Other bedroom	84	84	56	9	65	47	19	77
%V	4.3%	4.6%	6.7%	3.7%	4.7%	7.6%	2.5%	4.9%
%H (All HH)		100.0%	66.7%	10.7%	77.4%	56.0%	22.6%	91.7%
%H (TV HH)			66.7%	10.7%	77.4%	56.0%	22.6%	
Second living/dining room	152	152	75	25	123	69	54	134
%V	7.8%	8.2%	8.9%	10.3%	8.9%	11.1%	7.1%	8.5%
%H (All HH)		100.0%	49.3%	16.4%	80.9%	45.4%	35.5%	88.2%
%H (TV HH)			49.3%	16.4%	80.9%	45.4%	35.5%	
Study/office	43	43	25	4	38	23	15	43
%V	2.2%	2.3%	3.0%	1.7%	2.8%	3.7%	2.0%	2.7%
%H (All HH)		100.0%	58.1%	9.3%	88.4%	53.5%	34.9%	100.0%
%H (TV HH)			58.1%	9.3%	88.4%	53.5%	34.9%	
TV room	17	17	8	3	11	5	6	16
%V	0.9%	0.9%	1.0%	1.2%	0.8%	0.8%	0.8%	1.0%
%H (All HH)		100.0%	47.1%	17.6%	64.7%	29.4%	35.3%	94.1%
%H (TV HH)			47.1%	17.6%	64.7%	29.4%	35.3%	
Conservatory	39	39	29	2	33	25	8	36
%V	2.0%	2.1%	3.5%	0.8%	2.4%	4.0%	1.1%	2.3%
%H (All HH)		100.0%	74.4%	5.1%	84.6%	64.1%	20.5%	92.3%
%H (TV HH)			74.4%	5.1%	84.6%	64.1%	20.5%	
Attic or loft room	6	6	1	2	4	2	2	5
%V	0.3%	0.3%	0.1%	0.8%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	16.7%	33.3%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			16.7%	33.3%	66.7%	33.3%	33.3%	
No specific location	4	4	2	0	3	1	2	4
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Other	25	25	12	3	22	11	10	21
%V	1.3%	1.4%	1.4%	1.2%	1.6%	1.8%	1.3%	1.3%
%H (All HH)		100.0%	48.0%	12.0%	88.0%	44.0%	40.0%	84.0%
%H (TV HH)			48.0%	12.0%	88.0%	44.0%	40.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Any DSAT provider	838	838	838	12	490	490	0	754
%V	43.2%	45.5%	100.0%	5.0%	35.6%	79.0%	0.0%	48.1%
%H (All HH)			100.0%	1.4%	58.5%	58.5%	0.0%	90.0%
%H (TV HH)			100.0%	1.4%	58.5%	58.5%	0.0%	
Sky with subcription	669	669	669	5	389	389	0	614
%V	34.4%	36.3%	79.8%	2.1%	28.2%	62.7%	0.0%	39.2%
%H (All HH)			100.0%	0.7%	58.1%	58.1%	0.0%	91.8%
%H (TV HH)			100.0%	0.7%	58.1%	58.1%	0.0%	
Sky without subscription	53	53	53	1	32	32	0	39
%V	2.7%	2.9%	6.3%	0.4%	2.3%	5.2%	0.0%	2.5%
%H (All HH)			100.0%	1.9%	60.4%	60.4%	0.0%	73.6%
%H (TV HH)			100.0%	1.9%	60.4%	60.4%	0.0%	
Freesat	124	124	124	5	83	83	0	105
%V	6.4%	6.7%	14.8%	2.1%	6.0%	13.4%	0.0%	6.7%
%H (All HH)			100.0%	4.0%	66.9%	66.9%	0.0%	84.7%
%H (TV HH)			100.0%	4.0%	66.9%	66.9%	0.0%	
Other satellite provider	29	29	29	0	14	14	0	27
%V	1.5%	1.6%	3.5%	0.0%	1.0%	2.3%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	48.3%	48.3%	0.0%	93.1%
%H (TV HH)			100.0%	0.0%	48.3%	48.3%	0.0%	
DCAB	242	242	12	242	136	136	0	223
%V	12.5%	13.1%	1.4%	100.0%	9.9%	21.9%	0.0%	14.2%
%H (All HH)			5.0%	100.0%	56.2%	56.2%	0.0%	92.1%
%H (TV HH)			5.0%	100.0%	56.2%	56.2%	0.0%	
DTT	1378	1378	490	136	1378	620	758	1074
%V	71.0%	74.8%	58.5%	56.2%	100.0%	100.0%	100.0%	68.5%
%H (All HH)		100.0%	35.6%	9.9%	100.0%	45.0%	55.0%	77.9%
%H (TV HH)			35.6%	9.9%	100.0%	45.0%	55.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%H (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
PVR	1155	1155	707	201	781	524	257	1055
%V	59.5%	62.7%	84.4%	83.1%	56.7%	84.5%	33.9%	67.3%
%H (All HH)		100.0%	61.2%	17.4%	67.6%	45.4%	22.3%	91.3%
%H (TV HH)			61.2%	17.4%	67.6%	45.4%	22.3%	
DVDR	142	142	63	15	112	47	65	124
%V	7.3%	7.7%	7.5%	6.2%	8.1%	7.6%	8.6%	7.9%
%H (All HH)		100.0%	44.4%	10.6%	78.9%	33.1%	45.8%	87.3%
%H (TV HH)			44.4%	10.6%	78.9%	33.1%	45.8%	
VCR	97	97	38	10	83	34	50	69
%V	5.0%	5.3%	4.5%	4.1%	6.0%	5.5%	6.6%	4.4%
%H (All HH)		100.0%	39.2%	10.3%	85.6%	35.1%	51.5%	71.1%
%H (TV HH)			39.2%	10.3%	85.6%	35.1%	51.5%	
Any recorder	1235	1235	725	207	851	538	313	1104
%V	63.6%	67.0%	86.5%	85.5%	61.8%	86.8%	41.3%	70.4%
%H (All HH)		100.0%	58.7%	16.8%	68.9%	43.6%	25.3%	89.4%
%H (TV HH)			58.7%	16.8%	68.9%	43.6%	25.3%	
Receives HDTV (via STB or built-in reception)	1046	1046	565	191	757	458	299	943
%V	53.9%	56.8%	67.4%	78.9%	54.9%	73.9%	39.4%	60.1%
%H (All HH)		100.0%	54.0%	18.3%	72.4%	43.8%	28.6%	90.2%
%H (TV HH)			54.0%	18.3%	72.4%	43.8%	28.6%	
DVD/Blu-ray player or recorder	1325	1325	663	183	962	478	484	1151
%V	68.2%	71.9%	79.1%	75.6%	69.8%	77.1%	63.9%	73.4%
%H (All HH)		100.0%	50.0%	13.8%	72.6%	36.1%	36.5%	86.9%
%H (TV HH)			50.0%	13.8%	72.6%	36.1%	36.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1942	1843	838	242	1378	620	758	1568
%V (All HH)		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%
%H (TV HH)			45.5%	13.1%	74.8%	33.6%	41.1%	
Has broadband internet	1568	1500	754	223	1074	555	518	1568
%V	80.7%	81.4%	90.0%	92.1%	77.9%	89.5%	68.3%	100.0%
%H (All HH)		95.7%	48.1%	14.2%	68.5%	35.4%	33.0%	100.0%
%H (TV HH)			50.3%	14.9%	71.6%	37.0%	34.5%	
Number of computers (PCs and laptops)								
0	333	305	75	24	265	58	208	27
%V	17.1%	16.5%	8.9%	9.9%	19.2%	9.4%	27.4%	1.7%
%H (All HH)		91.6%	22.5%	7.2%	79.6%	17.4%	62.5%	8.1%
%H (TV HH)			24.6%	7.9%	86.9%	19.0%	68.2%	
1	523	489	212	44	368	139	229	475
%V	26.9%	26.5%	25.3%	18.2%	26.7%	22.4%	30.2%	30.3%
%H (All HH)		93.5%	40.5%	8.4%	70.4%	26.6%	43.8%	90.8%
%H (TV HH)			43.4%	9.0%	75.3%	28.4%	46.8%	
2	478	458	237	62	322	167	155	462
%V	24.6%	24.9%	28.3%	25.6%	23.4%	26.9%	20.4%	29.5%
%H (All HH)		95.8%	49.6%	13.0%	67.4%	34.9%	32.4%	96.7%
%H (TV HH)			51.7%	13.5%	70.3%	36.5%	33.8%	
3	275	267	138	46	193	109	84	273
%V	14.2%	14.5%	16.5%	19.0%	14.0%	17.6%	11.1%	17.4%
%H (All HH)		97.1%	50.2%	16.7%	70.2%	39.6%	30.5%	99.3%
%H (TV HH)			51.7%	17.2%	72.3%	40.8%	31.5%	
4	166	159	85	31	113	68	45	164
%V	8.5%	8.6%	10.1%	12.8%	8.2%	11.0%	5.9%	10.5%
%H (All HH)		95.8%	51.2%	18.7%	68.1%	41.0%	27.1%	98.8%
%H (TV HH)			53.5%	19.5%	71.1%	42.8%	28.3%	
5+	167	164	92	36	116	79	37	167
%V	8.6%	8.9%	11.0%	14.9%	8.4%	12.7%	4.9%	10.7%
%H (All HH)		98.2%	55.1%	21.6%	69.5%	47.3%	22.2%	100.0%
%H (TV HH)			56.1%	22.0%	70.7%	48.2%	22.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3714	1860	522	2919	1580	1339	3193
%H		50.1%	14.1%	78.6%	42.5%	36.1%	86.0%
Under 20"	700	323	83	607	311	296	600
%V	18.8%	17.4%	15.9%	20.8%	19.7%	22.1%	18.8%
%H		46.1%	11.9%	86.7%	44.4%	42.3%	85.7%
20" - 29"	911	403	122	758	371	387	747
%V	24.5%	21.7%	23.4%	26.0%	23.5%	28.9%	23.4%
%H		44.2%	13.4%	83.2%	40.7%	42.5%	82.0%
30" - 39"	1136	549	176	875	465	410	959
%V	30.6%	29.5%	33.7%	30.0%	29.4%	30.6%	30.0%
%H		48.3%	15.5%	77.0%	40.9%	36.1%	84.4%
40" and over	936	576	132	654	423	231	866
%V	25.2%	31.0%	25.3%	22.4%	26.8%	17.3%	27.1%
%H		61.5%	14.1%	69.9%	45.2%	24.7%	92.5%
Don't know	30	9	7	25	11	14	21
%V	0.8%	0.5%	1.3%	0.9%	0.7%	1.0%	0.7%
%H		30.0%	23.3%	83.3%	36.7%	46.7%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3714	1860	522	2919	1580	1339	3193
%H		50.1%	14.1%	78.6%	42.5%	36.1%	86.0%
Main living room	1831	835	241	1370	619	751	1487
%V	49.3%	44.9%	46.2%	46.9%	39.2%	56.1%	46.6%
%H		45.6%	13.2%	74.8%	33.8%	41.0%	81.2%
Kitchen	255	131	26	226	128	98	225
%V	6.9%	7.0%	5.0%	7.7%	8.1%	7.3%	7.0%
%H		51.4%	10.2%	88.6%	50.2%	38.4%	88.2%
Adult's bedroom	965	511	146	797	483	314	863
%V	26.0%	27.5%	28.0%	27.3%	30.6%	23.5%	27.0%
%H		53.0%	15.1%	82.6%	50.1%	32.5%	89.4%
Child's bedroom	279	165	60	214	159	55	270
%V	7.5%	8.9%	11.5%	7.3%	10.1%	4.1%	8.5%
%H		59.1%	21.5%	76.7%	57.0%	19.7%	96.8%
Other bedroom	92	64	9	73	53	20	85
%V	2.5%	3.4%	1.7%	2.5%	3.4%	1.5%	2.7%
%H		69.6%	9.8%	79.3%	57.6%	21.7%	92.4%
Second living/dining room	154	77	25	125	70	55	135
%V	4.1%	4.1%	4.8%	4.3%	4.4%	4.1%	4.2%
%H		50.0%	16.2%	81.2%	45.5%	35.7%	87.7%
Study/office	44	26	4	38	24	15	44
%V	1.2%	1.4%	0.8%	1.3%	1.5%	1.1%	1.4%
%H		59.1%	9.1%	86.4%	54.5%	34.1%	100.0%
TV room	17	8	3	11	5	6	16
%V	0.5%	0.4%	0.6%	0.4%	0.3%	0.4%	0.5%
%H		47.1%	17.6%	64.7%	29.4%	35.3%	94.1%
Conservatory	39	29	2	33	25	8	36
%V	1.1%	1.6%	0.4%	1.1%	1.6%	0.6%	1.1%
%H		74.4%	5.1%	84.6%	64.1%	20.5%	92.3%
Attic or loft room	6	1	2	4	2	2	5
%V	0.2%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		16.7%	33.3%	66.7%	33.3%	33.3%	83.3%
No specific location	4	2	0	3	1	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Other	27	12	4	24	12	12	21
%V	0.7%	0.6%	0.8%	0.8%	0.8%	0.9%	0.7%
%H		44.4%	14.8%	88.9%	44.4%	44.4%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3714	1860	522	2919	1580	1339	3193
%H		50.1%	14.1%	78.6%	42.5%	36.1%	86.0%
PVR	1539	990	279	1024	735	289	1426
%V	41.4%	53.2%	53.4%	35.1%	46.5%	21.6%	44.7%
%H		64.3%	18.1%	66.5%	47.8%	18.8%	92.7%
DVDR	157	72	18	123	54	69	138
%V	4.2%	3.9%	3.4%	4.2%	3.4%	5.2%	4.3%
%H		45.9%	11.5%	78.3%	34.4%	43.9%	87.9%
VCR	105	42	11	91	38	53	77
%V	2.8%	2.3%	2.1%	3.1%	2.4%	4.0%	2.4%
%H		40.0%	10.5%	86.7%	36.2%	50.5%	73.3%
Any recorder	1650	1022	290	1119	763	356	1504
%V	44.4%	54.9%	55.6%	38.3%	48.3%	26.6%	47.1%
%H		61.9%	17.6%	67.8%	46.2%	21.6%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3714	1860	522	2919	1580	1339	3193
%H		50.1%	14.1%	78.6%	42.5%	36.1%	86.0%
Receives HDTV (via STB or built-in reception)	1454	795	277	1067	672	395	1326
%V	39.1%	42.7%	53.1%	36.6%	42.5%	29.5%	41.5%
%H		54.7%	19.1%	73.4%	46.2%	27.2%	91.2%
DVD/Blu-ray player or recorder	1877	984	276	1414	784	630	1672
%V	50.5%	52.9%	52.9%	48.4%	49.6%	47.1%	52.4%
%H		52.4%	14.7%	75.3%	41.8%	33.6%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1841	838	242	1377	620	757	1498
%H		45.5%	13.1%	74.8%	33.7%	41.1%	81.4%
Under 20"	57	13	5	45	7	38	37
%V	3.1%	1.6%	2.1%	3.3%	1.1%	5.0%	2.5%
%H		22.8%	8.8%	78.9%	12.3%	66.7%	64.9%
20" - 29"	301	82	23	247	53	194	198
%V	16.3%	9.8%	9.5%	17.9%	8.5%	25.6%	13.2%
%H		27.2%	7.6%	82.1%	17.6%	64.5%	65.8%
30" - 39"	708	284	107	542	225	317	556
%V	38.5%	33.9%	44.2%	39.4%	36.3%	41.9%	37.1%
%H		40.1%	15.1%	76.6%	31.8%	44.8%	78.5%
40" and over	760	456	105	531	332	199	693
%V	41.3%	54.4%	43.4%	38.6%	53.5%	26.3%	46.3%
%H		60.0%	13.8%	69.9%	43.7%	26.2%	91.2%
Don't know	15	4	2	13	3	10	13
%V	0.8%	0.5%	0.8%	0.9%	0.5%	1.3%	0.9%
%H		26.7%	13.3%	86.7%	20.0%	66.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1841	838	242	1377	620	757	1498
%H		45.5%	13.1%	74.8%	33.7%	41.1%	81.4%
PVR	1134	700	200	762	516	245	1035
%V	61.6%	83.5%	82.6%	55.3%	83.2%	32.4%	69.1%
%H		61.7%	17.6%	67.2%	45.5%	21.6%	91.3%
DVDR	124	55	11	98	39	59	110
%V	6.7%	6.6%	4.5%	7.1%	6.3%	7.8%	7.3%
%H		44.4%	8.9%	79.0%	31.5%	47.6%	88.7%
VCR	82	33	6	70	26	44	55
%V	4.5%	3.9%	2.5%	5.1%	4.2%	5.8%	3.7%
%H		40.2%	7.3%	85.4%	31.7%	53.7%	67.1%
Any recorder	1213	718	205	830	529	300	1085
%V	65.9%	85.7%	84.7%	60.3%	85.3%	39.6%	72.4%
%H		59.2%	16.9%	68.4%	43.6%	24.7%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1841	838	242	1377	620	757	1498
%H		45.5%	13.1%	74.8%	33.7%	41.1%	81.4%
Receives HDTV (via STB or built-in reception)	1018	555	187	733	447	285	919
%V	55.3%	66.2%	77.3%	53.2%	72.1%	37.6%	61.3%
%H		54.5%	18.4%	72.0%	43.9%	28.0%	90.3%
DVD/Blu-ray player or recorder	1215	611	167	868	425	443	1053
%V	66.0%	72.9%	69.0%	63.0%	68.5%	58.5%	70.3%
%H		50.3%	13.7%	71.4%	35.0%	36.5%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1873	1023	280	1542	960	582	1695
%H		54.6%	14.9%	82.3%	51.3%	31.1%	90.5%
Under 20"	644	311	79	562	304	258	563
%V	34.4%	30.4%	28.2%	36.4%	31.7%	44.3%	33.2%
%H		48.3%	12.3%	87.3%	47.2%	40.1%	87.4%
20" - 29"	610	321	99	511	318	193	548
%V	32.6%	31.4%	35.4%	33.1%	33.1%	33.2%	32.3%
%H		52.6%	16.2%	83.8%	52.1%	31.6%	89.8%
30" - 39"	428	266	69	333	240	94	403
%V	22.9%	26.0%	24.6%	21.6%	25.0%	16.2%	23.8%
%H		62.1%	16.1%	77.8%	56.1%	22.0%	94.2%
40" and over	176	120	27	123	92	32	173
%V	9.4%	11.7%	9.6%	8.0%	9.6%	5.5%	10.2%
%H		68.2%	15.3%	69.9%	52.3%	18.2%	98.3%
Don't know	15	5	5	13	8	5	8
%V	0.8%	0.5%	1.8%	0.8%	0.8%	0.9%	0.5%
%H		33.3%	33.3%	86.7%	53.3%	33.3%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1873	1023	280	1542	960	582	1695
%H		54.6%	14.9%	82.3%	51.3%	31.1%	90.5%
PVR	405	290	79	262	218	44	391
%V	21.6%	28.3%	28.2%	17.0%	22.7%	7.6%	23.1%
%H		71.6%	19.5%	64.7%	53.8%	10.9%	96.5%
DVDR	33	17	7	25	16	10	28
%V	1.8%	1.7%	2.5%	1.6%	1.7%	1.7%	1.7%
%H		51.5%	21.2%	75.8%	48.5%	30.3%	84.8%
VCR	23	9	5	21	12	9	22
%V	1.2%	0.9%	1.8%	1.4%	1.3%	1.5%	1.3%
%H		39.1%	21.7%	91.3%	52.2%	39.1%	95.7%
Any recorder	437	304	85	289	234	56	419
%V	23.3%	29.7%	30.4%	18.7%	24.4%	9.6%	24.7%
%H		69.6%	19.5%	66.1%	53.5%	12.8%	95.9%

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	1873	1023	280	1542	960	582	1695
%H		54.6%	14.9%	82.3%	51.3%	31.1%	90.5%
Receives HDTV (via STB or built-in reception)	436	241	90	334	225	109	407
%V	23.3%	23.6%	32.1%	21.7%	23.4%	18.7%	24.0%
%H		55.3%	20.6%	76.6%	51.6%	25.0%	93.3%
DVD/Blu-ray player or recorder	661	373	108	546	358	188	618
%V	35.3%	36.5%	38.6%	35.4%	37.3%	32.3%	36.5%
%H		56.4%	16.3%	82.6%	54.2%	28.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4579	4383	2231	662	3156	1675	1481	4028
%H		95.7%	48.7%	14.5%	68.9%	36.6%	32.3%	88.0%
Total Children	883	855	501	143	565	359	206	845
%V	19.3%	19.5%	22.5%	21.6%	17.9%	21.4%	13.9%	21.0%
%H		96.8%	56.7%	16.2%	64.0%	40.7%	23.3%	95.7%
0 - 3	233	224	135	36	139	89	50	218
%V	5.1%	5.1%	6.1%	5.4%	4.4%	5.3%	3.4%	5.4%
%H		96.1%	57.9%	15.5%	59.7%	38.2%	21.5%	93.6%
4 - 15	650	631	366	107	426	270	156	627
%V	14.2%	14.4%	16.4%	16.2%	13.5%	16.1%	10.5%	15.6%
%H		97.1%	56.3%	16.5%	65.5%	41.5%	24.0%	96.5%
4 - 9	344	333	192	52	207	121	86	335
%V	7.5%	7.6%	8.6%	7.9%	6.6%	7.2%	5.8%	8.3%
%H		96.8%	55.8%	15.1%	60.2%	35.2%	25.0%	97.4%
10 - 15	306	298	174	54	218	149	70	291
%V	6.7%	6.8%	7.8%	8.2%	6.9%	8.9%	4.7%	7.2%
%H		97.4%	56.9%	17.6%	71.2%	48.7%	22.9%	95.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4579	4383	2231	662	3156	1675	1481	4028
%H		95.7%	48.7%	14.5%	68.9%	36.6%	32.3%	88.0%
Total Adults (16+)	3696	3528	1730	519	2591	1316	1275	3183
%V	80.7%	80.5%	77.5%	78.4%	82.1%	78.6%	86.1%	79.0%
%H		95.5%	46.8%	14.0%	70.1%	35.6%	34.5%	86.1%
16 - 19	210	201	108	43	138	90	48	199
%V	4.6%	4.6%	4.8%	6.5%	4.4%	5.4%	3.2%	4.9%
%H		95.7%	51.4%	20.5%	65.7%	42.9%	22.9%	94.8%
20 - 24	249	226	118	32	167	93	74	233
%V	5.4%	5.2%	5.3%	4.8%	5.3%	5.6%	5.0%	5.8%
%H		90.8%	47.4%	12.9%	67.1%	37.3%	29.7%	93.6%
25 - 34	571	527	286	91	312	173	139	543
%V	12.5%	12.0%	12.8%	13.7%	9.9%	10.3%	9.4%	13.5%
%H		92.3%	50.1%	15.9%	54.6%	30.3%	24.3%	95.1%
35 - 44	601	577	329	94	377	222	155	564
%V	13.1%	13.2%	14.7%	14.2%	11.9%	13.3%	10.5%	14.0%
%H		96.0%	54.7%	15.6%	62.7%	36.9%	25.8%	93.8%
45 - 54	656	639	340	108	465	273	192	605
%V	14.3%	14.6%	15.2%	16.3%	14.7%	16.3%	13.0%	15.0%
%H		97.4%	51.8%	16.5%	70.9%	41.6%	29.3%	92.2%
55 - 64	548	533	234	75	429	204	225	492
%V	12.0%	12.2%	10.5%	11.3%	13.6%	12.2%	15.2%	12.2%
%H		97.3%	42.7%	13.7%	78.3%	37.2%	41.1%	89.8%
65+	861	826	316	74	704	262	442	548
%V	18.8%	18.8%	14.2%	11.2%	22.3%	15.6%	29.8%	13.6%
%H		95.9%	36.7%	8.6%	81.8%	30.4%	51.3%	63.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3696	3528	1730	519	2591	1316	1275	3183
%H		95.5%	46.8%	14.0%	70.1%	35.6%	34.5%	86.1%
AB	1072	1038	508	176	757	400	358	1027
%V	29.0%	29.4%	29.4%	33.9%	29.2%	30.4%	28.1%	32.3%
%H		96.8%	47.4%	16.4%	70.6%	37.3%	33.4%	95.8%
C1	1036	978	482	137	731	375	356	929
%V	28.0%	27.7%	27.9%	26.4%	28.2%	28.5%	27.9%	29.2%
%H		94.4%	46.5%	13.2%	70.6%	36.2%	34.4%	89.7%
C2	825	797	410	113	597	328	269	715
%V	22.3%	22.6%	23.7%	21.8%	23.0%	24.9%	21.1%	22.5%
%H		96.6%	49.7%	13.7%	72.4%	39.8%	32.6%	86.7%
D	511	473	231	70	324	154	170	386
%V	13.8%	13.4%	13.4%	13.5%	12.5%	11.7%	13.3%	12.1%
%H		92.6%	45.2%	13.7%	63.4%	30.1%	33.3%	75.5%
E	252	241	99	22	182	60	122	126
%V	6.8%	6.8%	5.7%	4.2%	7.0%	4.6%	9.6%	4.0%
%H		95.6%	39.3%	8.7%	72.2%	23.8%	48.4%	50.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3696	3528	1730	519	2591	1316	1275	3183
%H		95.5%	46.8%	14.0%	70.1%	35.6%	34.5%	86.1%
Working full time	1699	1619	864	269	1121	638	484	1602
%V	46.0%	45.9%	49.9%	51.8%	43.3%	48.5%	38.0%	50.3%
%H		95.3%	50.9%	15.8%	66.0%	37.6%	28.5%	94.3%
Working part time	395	387	196	70	278	160	118	375
%V	10.7%	11.0%	11.3%	13.5%	10.7%	12.2%	9.3%	11.8%
%H		98.0%	49.6%	17.7%	70.4%	40.5%	29.9%	94.9%
Not working	1602	1522	670	180	1191	517	674	1206
%V	43.3%	43.1%	38.7%	34.7%	46.0%	39.3%	52.9%	37.9%
%H		95.0%	41.8%	11.2%	74.3%	32.3%	42.1%	75.3%
Housewife/Houseperson	1942	1843	838	242	1378	620	758	1568
%V	52.5%	52.2%	48.4%	46.6%	53.2%	47.1%	59.5%	49.3%
%H		94.9%	43.2%	12.5%	71.0%	31.9%	39.0%	80.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1715	877	252	1243	662	581	1579
%H		95.0%	48.6%	14.0%	68.8%	36.7%	32.2%	87.4%
16 - 19	111	107	58	23	70	46	23	107
%V	6.1%	6.2%	6.6%	9.1%	5.6%	6.9%	4.0%	6.8%
%H		96.4%	52.3%	20.7%	63.1%	41.4%	20.7%	96.4%
20 - 24	121	107	57	18	78	48	30	113
%V	6.7%	6.2%	6.5%	7.1%	6.3%	7.3%	5.2%	7.2%
%H		88.4%	47.1%	14.9%	64.5%	39.7%	24.8%	93.4%
25 - 34	277	253	138	44	151	86	65	263
%V	15.3%	14.8%	15.7%	17.5%	12.1%	13.0%	11.2%	16.7%
%H		91.3%	49.8%	15.9%	54.5%	31.0%	23.5%	94.9%
35 - 44	302	290	168	43	186	107	80	281
%V	16.7%	16.9%	19.2%	17.1%	15.0%	16.2%	13.8%	17.8%
%H		96.0%	55.6%	14.2%	61.6%	35.4%	26.5%	93.0%
45 - 54	325	315	178	48	228	139	89	305
%V	18.0%	18.4%	20.3%	19.0%	18.3%	21.0%	15.3%	19.3%
%H		96.9%	54.8%	14.8%	70.2%	42.8%	27.4%	93.8%
55 - 64	267	260	113	38	210	100	110	237
%V	14.8%	15.2%	12.9%	15.1%	16.9%	15.1%	18.9%	15.0%
%H		97.4%	42.3%	14.2%	78.7%	37.5%	41.2%	88.8%
65+	403	383	165	37	321	136	185	273
%V	22.3%	22.3%	18.8%	14.7%	25.8%	20.5%	31.8%	17.3%
%H		95.0%	40.9%	9.2%	79.7%	33.7%	45.9%	67.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1715	877	252	1243	662	581	1579
%H		95.0%	48.6%	14.0%	68.8%	36.7%	32.2%	87.4%
AB	529	513	262	87	370	204	166	508
%V	29.3%	29.9%	29.9%	34.5%	29.8%	30.8%	28.6%	32.2%
%H		97.0%	49.5%	16.4%	69.9%	38.6%	31.4%	96.0%
C1	483	451	235	65	330	182	149	441
%V	26.7%	26.3%	26.8%	25.8%	26.5%	27.5%	25.6%	27.9%
%H		93.4%	48.7%	13.5%	68.3%	37.7%	30.8%	91.3%
C2	443	427	223	60	317	176	141	383
%V	24.5%	24.9%	25.4%	23.8%	25.5%	26.6%	24.3%	24.3%
%H		96.4%	50.3%	13.5%	71.6%	39.7%	31.8%	86.5%
D	250	229	121	34	154	81	73	195
%V	13.8%	13.4%	13.8%	13.5%	12.4%	12.2%	12.6%	12.3%
%H		91.6%	48.4%	13.6%	61.6%	32.4%	29.2%	78.0%
E	101	95	37	6	71	19	52	53
%V	5.6%	5.5%	4.2%	2.4%	5.7%	2.9%	9.0%	3.4%
%H		94.1%	36.6%	5.9%	70.3%	18.8%	51.5%	52.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1715	877	252	1243	662	581	1579
%H		95.0%	48.6%	14.0%	68.8%	36.7%	32.2%	87.4%
Working full time	1084	1033	564	170	710	413	297	1018
%V	60.0%	60.2%	64.3%	67.5%	57.1%	62.4%	51.1%	64.5%
%H		95.3%	52.0%	15.7%	65.5%	38.1%	27.4%	93.9%
Working part time	67	64	29	12	49	26	23	64
%V	3.7%	3.7%	3.3%	4.8%	3.9%	3.9%	4.0%	4.1%
%H		95.5%	43.3%	17.9%	73.1%	38.8%	34.3%	95.5%
Not working	655	618	284	70	485	223	262	497
%V	36.3%	36.0%	32.4%	27.8%	39.0%	33.7%	45.1%	31.5%
%H		94.4%	43.4%	10.7%	74.0%	34.0%	40.0%	75.9%
Housewife/Houseperson	379	344	147	34	252	95	157	265
%V	21.0%	20.1%	16.8%	13.5%	20.3%	14.4%	27.0%	16.8%
%H		90.8%	38.8%	9.0%	66.5%	25.1%	41.4%	69.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1890	1813	853	267	1348	654	694	1604
%H		95.9%	45.1%	14.1%	71.3%	34.6%	36.7%	84.9%
16 - 19	99	94	49	21	68	44	24	91
%V	5.2%	5.2%	5.7%	7.9%	5.0%	6.7%	3.5%	5.7%
%H		94.9%	49.5%	21.2%	68.7%	44.4%	24.2%	91.9%
20 - 24	128	120	61	13	89	45	44	120
%V	6.8%	6.6%	7.2%	4.9%	6.6%	6.9%	6.3%	7.5%
%H		93.8%	47.7%	10.2%	69.5%	35.2%	34.4%	93.8%
25 - 34	294	274	148	48	161	87	75	280
%V	15.6%	15.1%	17.4%	18.0%	11.9%	13.3%	10.8%	17.5%
%H		93.2%	50.3%	16.3%	54.8%	29.6%	25.5%	95.2%
35 - 44	299	287	161	51	190	115	75	283
%V	15.8%	15.8%	18.9%	19.1%	14.1%	17.6%	10.8%	17.6%
%H		96.0%	53.8%	17.1%	63.5%	38.5%	25.1%	94.6%
45 - 54	331	324	162	60	237	134	103	301
%V	17.5%	17.9%	19.0%	22.5%	17.6%	20.5%	14.8%	18.8%
%H		97.9%	48.9%	18.1%	71.6%	40.5%	31.1%	90.9%
55 - 64	281	273	120	38	219	104	115	255
%V	14.9%	15.1%	14.1%	14.2%	16.2%	15.9%	16.6%	15.9%
%H		97.2%	42.7%	13.5%	77.9%	37.0%	40.9%	90.7%
65+	458	442	151	37	383	126	257	275
%V	24.2%	24.4%	17.7%	13.9%	28.4%	19.3%	37.0%	17.1%
%H		96.5%	33.0%	8.1%	83.6%	27.5%	56.1%	60.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1890	1813	853	267	1348	654	694	1604
%H		95.9%	45.1%	14.1%	71.3%	34.6%	36.7%	84.9%
AB	543	525	246	89	387	196	192	520
%V	28.7%	29.0%	28.8%	33.3%	28.7%	30.0%	27.7%	32.4%
%H		96.7%	45.3%	16.4%	71.3%	36.1%	35.4%	95.8%
C1	553	527	247	73	400	193	207	488
%V	29.3%	29.1%	29.0%	27.3%	29.7%	29.5%	29.8%	30.4%
%H		95.3%	44.7%	13.2%	72.3%	34.9%	37.4%	88.2%
C2	382	370	187	53	280	152	128	332
%V	20.2%	20.4%	21.9%	19.9%	20.8%	23.2%	18.4%	20.7%
%H		96.9%	49.0%	13.9%	73.3%	39.8%	33.5%	86.9%
D	261	245	111	36	170	73	97	191
%V	13.8%	13.5%	13.0%	13.5%	12.6%	11.2%	14.0%	11.9%
%H		93.9%	42.5%	13.8%	65.1%	28.0%	37.2%	73.2%
E	151	146	62	16	110	40	70	73
%V	8.0%	8.1%	7.3%	6.0%	8.2%	6.1%	10.1%	4.6%
%H		96.7%	41.1%	10.6%	72.8%	26.5%	46.4%	48.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1890	1813	853	267	1348	654	694	1604
%H		95.9%	45.1%	14.1%	71.3%	34.6%	36.7%	84.9%
Working full time	615	586	300	99	412	225	187	584
%V	32.5%	32.3%	35.2%	37.1%	30.6%	34.4%	26.9%	36.4%
%H		95.3%	48.8%	16.1%	67.0%	36.6%	30.4%	95.0%
Working part time	328	323	167	58	230	135	95	311
%V	17.4%	17.8%	19.6%	21.7%	17.1%	20.6%	13.7%	19.4%
%H		98.5%	50.9%	17.7%	70.1%	41.2%	29.0%	94.8%
Not working	947	904	386	110	706	294	412	709
%V	50.1%	49.9%	45.3%	41.2%	52.4%	45.0%	59.4%	44.2%
%H		95.5%	40.8%	11.6%	74.6%	31.0%	43.5%	74.9%
Housewife/Houseperson	1563	1499	690	208	1126	525	601	1303
%V	82.7%	82.7%	80.9%	77.9%	83.5%	80.3%	86.6%	81.2%
%H		95.9%	44.1%	13.3%	72.0%	33.6%	38.5%	83.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
AB	293	281	88	58	228	90	138	273
%V	28.6%	28.6%	24.9%	36.5%	29.5%	29.2%	29.6%	33.7%
%H (All HH)		95.9%	30.0%	19.8%	77.8%	30.7%	47.1%	93.2%
%H (TV HH)			31.3%	20.6%	81.1%	32.0%	49.1%	
C1	277	260	97	47	198	84	114	236
%V	27.0%	26.5%	27.5%	29.6%	25.6%	27.3%	24.5%	29.1%
%H (All HH)		93.9%	35.0%	17.0%	71.5%	30.3%	41.2%	85.2%
%H (TV HH)			37.3%	18.1%	76.2%	32.3%	43.8%	
C2	203	199	90	21	161	75	86	164
%V	19.8%	20.3%	25.5%	13.2%	20.8%	24.4%	18.5%	20.2%
%H (All HH)		98.0%	44.3%	10.3%	79.3%	36.9%	42.4%	80.8%
%H (TV HH)			45.2%	10.6%	80.9%	37.7%	43.2%	
D	162	156	51	26	118	42	76	102
%V	15.8%	15.9%	14.4%	16.4%	15.3%	13.6%	16.3%	12.6%
%H (All HH)		96.3%	31.5%	16.0%	72.8%	25.9%	46.9%	63.0%
%H (TV HH)			32.7%	16.7%	75.6%	26.9%	48.7%	
E	91	85	27	7	69	18	51	35
%V	8.9%	8.7%	7.6%	4.4%	8.9%	5.8%	10.9%	4.3%
%H (All HH)		93.4%	29.7%	7.7%	75.8%	19.8%	56.0%	38.5%
%H (TV HH)			31.8%	8.2%	81.2%	21.2%	60.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%V (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Under 25	39	35	13	7	26	11	14	33
%V	3.8%	3.6%	3.7%	4.4%	3.4%	3.6%	3.0%	4.1%
%H (All HH)		89.7%	33.3%	17.9%	66.7%	28.2%	35.9%	84.6%
%H (TV HH)			37.1%	20.0%	74.3%	31.4%	40.0%	
25 - 34	147	138	67	19	100	52	48	138
%V	14.3%	14.1%	19.0%	11.9%	12.9%	16.9%	10.3%	17.0%
%H (All HH)		93.9%	45.6%	12.9%	68.0%	35.4%	32.7%	93.9%
%H (TV HH)			48.6%	13.8%	72.5%	37.7%	34.8%	
35 - 44	170	165	68	43	110	58	52	157
%V	16.6%	16.8%	19.3%	27.0%	14.2%	18.8%	11.2%	19.4%
%H (All HH)		97.1%	40.0%	25.3%	64.7%	34.1%	30.6%	92.4%
%H (TV HH)			41.2%	26.1%	66.7%	35.2%	31.5%	
45 - 54	203	197	72	33	151	59	92	183
%V	19.8%	20.1%	20.4%	20.8%	19.5%	19.2%	19.7%	22.6%
%H (All HH)		97.0%	35.5%	16.3%	74.4%	29.1%	45.3%	90.1%
%H (TV HH)			36.5%	16.8%	76.6%	29.9%	46.7%	
55 - 64	161	155	62	23	127	54	72	136
%V	15.7%	15.8%	17.6%	14.5%	16.4%	17.5%	15.5%	16.8%
%H (All HH)		96.3%	38.5%	14.3%	78.9%	33.5%	44.7%	84.5%
%H (TV HH)			40.0%	14.8%	81.9%	34.8%	46.5%	
65 +	307	293	71	35	260	73	187	163
%V	29.9%	29.8%	20.1%	22.0%	33.6%	23.7%	40.1%	20.1%
%H (All HH)		95.4%	23.1%	11.4%	84.7%	23.8%	60.9%	53.1%
%H (TV HH)			24.2%	11.9%	88.7%	24.9%	63.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
1	313	291	66	29	239	43	196	165
%V	30.5%	29.6%	18.7%	18.2%	30.9%	14.0%	42.1%	20.4%
%H (All HH)		93.0%	21.1%	9.3%	76.4%	13.7%	62.6%	52.7%
%H (TV HH)			22.7%	10.0%	82.1%	14.8%	67.4%	
2	361	351	130	63	286	129	156	310
%V	35.2%	35.7%	36.8%	39.6%	37.0%	41.9%	33.5%	38.3%
%H (All HH)		97.2%	36.0%	17.5%	79.2%	35.7%	43.2%	85.9%
%H (TV HH)			37.0%	17.9%	81.5%	36.8%	44.4%	
3	143	135	63	25	96	50	46	133
%V	13.9%	13.7%	17.8%	15.7%	12.4%	16.2%	9.9%	16.4%
%H (All HH)		94.4%	44.1%	17.5%	67.1%	35.0%	32.2%	93.0%
%H (TV HH)			46.7%	18.5%	71.1%	37.0%	34.1%	
4	150	147	67	33	108	63	45	147
%V	14.6%	15.0%	19.0%	20.8%	14.0%	20.5%	9.7%	18.1%
%H (All HH)		98.0%	44.7%	22.0%	72.0%	42.0%	30.0%	98.0%
%H (TV HH)			45.6%	22.4%	73.5%	42.9%	30.6%	
5+	59	59	27	8	45	22	22	55
%V	5.8%	6.0%	7.6%	5.0%	5.8%	7.1%	4.7%	6.8%
%H (All HH)		100.0%	45.8%	13.6%	76.3%	37.3%	37.3%	93.2%
%H (TV HH)			45.8%	13.6%	76.3%	37.3%	37.3%	
Average HH size	2.32	2.34	2.62	2.56	2.28	2.67	2.03	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Without	786	746	242	110	610	217	392	582
%V	76.6%	76.0%	68.6%	69.2%	78.9%	70.5%	84.1%	71.9%
%H (All HH)		94.9%	30.8%	14.0%	77.6%	27.6%	49.9%	74.0%
%H (TV HH)			32.4%	14.7%	81.8%	29.1%	52.5%	
With	240	237	112	49	164	90	73	228
%V	23.4%	24.1%	31.7%	30.8%	21.2%	29.2%	15.7%	28.1%
%H (All HH)		98.8%	46.7%	20.4%	68.3%	37.5%	30.4%	95.0%
%H (TV HH)			47.3%	20.7%	69.2%	38.0%	30.8%	
0 - 3	97	97	46	21	66	37	29	90
%V	9.5%	9.9%	13.0%	13.2%	8.5%	12.0%	6.2%	11.1%
%H (All HH)		100.0%	47.4%	21.6%	68.0%	38.1%	29.9%	92.8%
%H (TV HH)			47.4%	21.6%	68.0%	38.1%	29.9%	
4 - 9	113	110	59	21	74	47	27	106
%V	11.0%	11.2%	16.7%	13.2%	9.6%	15.3%	5.8%	13.1%
%H (All HH)		97.3%	52.2%	18.6%	65.5%	41.6%	23.9%	93.8%
%H (TV HH)			53.6%	19.1%	67.3%	42.7%	24.5%	
10 - 15	112	110	53	25	77	43	34	109
%V	10.9%	11.2%	15.0%	15.7%	10.0%	14.0%	7.3%	13.5%
%H (All HH)		98.2%	47.3%	22.3%	68.8%	38.4%	30.4%	97.3%
%H (TV HH)			48.2%	22.7%	70.0%	39.1%	30.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
1	413	413	100	55	300	50	250	289
%V	40.3%	42.1%	28.3%	34.6%	38.8%	16.2%	53.6%	35.7%
%H (All HH)		100.0%	24.2%	13.3%	72.6%	12.1%	60.5%	70.0%
%H (TV HH)			24.2%	13.3%	72.6%	12.1%	60.5%	
2	329	329	134	54	267	125	142	267
%V	32.1%	33.5%	38.0%	34.0%	34.5%	40.6%	30.5%	33.0%
%H (All HH)		100.0%	40.7%	16.4%	81.2%	38.0%	43.2%	81.2%
%H (TV HH)			40.7%	16.4%	81.2%	38.0%	43.2%	
3	143	143	67	27	119	69	50	132
%V	13.9%	14.6%	19.0%	17.0%	15.4%	22.4%	10.7%	16.3%
%H (All HH)		100.0%	46.9%	18.9%	83.2%	48.3%	35.0%	92.3%
%H (TV HH)			46.9%	18.9%	83.2%	48.3%	35.0%	
4	70	70	37	16	62	45	16	67
%V	6.8%	7.1%	10.5%	10.1%	8.0%	14.6%	3.4%	8.3%
%H (All HH)		100.0%	52.9%	22.9%	88.6%	64.3%	22.9%	95.7%
%H (TV HH)			52.9%	22.9%	88.6%	64.3%	22.9%	
5+	28	28	15	7	26	19	7	28
%V	2.7%	2.9%	4.2%	4.4%	3.4%	6.2%	1.5%	3.5%
%H (All HH)		100.0%	53.6%	25.0%	92.9%	67.9%	25.0%	100.0%
%H (TV HH)			53.6%	25.0%	92.9%	67.9%	25.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%V (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Under 20"	236	236	88	35	207	94	113	201
%V	23.0%	24.0%	24.9%	22.0%	26.8%	30.5%	24.2%	24.8%
%H (All HH)		100.0%	37.3%	14.8%	87.7%	39.8%	47.9%	85.2%
%H (TV HH)			37.3%	14.8%	87.7%	39.8%	47.9%	
20" - 29"	418	418	145	69	347	145	202	332
%V	40.7%	42.6%	41.1%	43.4%	44.9%	47.1%	43.3%	41.0%
%H (All HH)		100.0%	34.7%	16.5%	83.0%	34.7%	48.3%	79.4%
%H (TV HH)			34.7%	16.5%	83.0%	34.7%	48.3%	
30" - 39"	529	529	205	93	423	192	231	438
%V	51.6%	53.9%	58.1%	58.5%	54.7%	62.3%	49.6%	54.1%
%H (All HH)		100.0%	38.8%	17.6%	80.0%	36.3%	43.7%	82.8%
%H (TV HH)			38.8%	17.6%	80.0%	36.3%	43.7%	
40" and over	392	392	194	73	287	164	124	344
%V	38.2%	39.9%	55.0%	45.9%	37.1%	53.2%	26.6%	42.5%
%H (All HH)		100.0%	49.5%	18.6%	73.2%	41.8%	31.6%	87.8%
%H (TV HH)			49.5%	18.6%	73.2%	41.8%	31.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Main living room	972	972	353	159	765	307	458	777
%V	94.7%	99.0%	100.0%	100.0%	99.0%	99.7%	98.3%	95.9%
%H (All HH)		100.0%	36.3%	16.4%	78.7%	31.6%	47.1%	79.9%
%H (TV HH)			36.3%	16.4%	78.7%	31.6%	47.1%	
Kitchen	119	119	48	25	107	61	46	110
%V	11.6%	12.1%	13.6%	15.7%	13.8%	19.8%	9.9%	13.6%
%H (All HH)		100.0%	40.3%	21.0%	89.9%	51.3%	38.7%	92.4%
%H (TV HH)			40.3%	21.0%	89.9%	51.3%	38.7%	
Adult's bedroom	418	418	194	77	352	204	148	362
%V	40.7%	42.6%	55.0%	48.4%	45.5%	66.2%	31.8%	44.7%
%H (All HH)		100.0%	46.4%	18.4%	84.2%	48.8%	35.4%	86.6%
%H (TV HH)			46.4%	18.4%	84.2%	48.8%	35.4%	
Child's bedroom	98	98	53	21	75	51	24	94
%V	9.6%	10.0%	15.0%	13.2%	9.7%	16.6%	5.2%	11.6%
%H (All HH)		100.0%	54.1%	21.4%	76.5%	52.0%	24.5%	95.9%
%H (TV HH)			54.1%	21.4%	76.5%	52.0%	24.5%	
Other bedroom	54	54	27	12	45	28	17	51
%V	5.3%	5.5%	7.6%	7.5%	5.8%	9.1%	3.6%	6.3%
%H (All HH)		100.0%	50.0%	22.2%	83.3%	51.9%	31.5%	94.4%
%H (TV HH)			50.0%	22.2%	83.3%	51.9%	31.5%	
Second living/dining room	90	90	36	18	82	44	38	74
%V	8.8%	9.2%	10.2%	11.3%	10.6%	14.3%	8.2%	9.1%
%H (All HH)		100.0%	40.0%	20.0%	91.1%	48.9%	42.2%	82.2%
%H (TV HH)			40.0%	20.0%	91.1%	48.9%	42.2%	
Study/office	21	21	7	3	19	8	11	20
%V	2.0%	2.1%	2.0%	1.9%	2.5%	2.6%	2.4%	2.5%
%H (All HH)		100.0%	33.3%	14.3%	90.5%	38.1%	52.4%	95.2%
%H (TV HH)			33.3%	14.3%	90.5%	38.1%	52.4%	
TV room	5	5	3	0	5	3	2	5
%V	0.5%	0.5%	0.8%	0.0%	0.6%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Conservatory	20	20	8	2	19	9	10	19
%V	1.9%	2.0%	2.3%	1.3%	2.5%	2.9%	2.1%	2.3%
%H (All HH)		100.0%	40.0%	10.0%	95.0%	45.0%	50.0%	95.0%
%H (TV HH)			40.0%	10.0%	95.0%	45.0%	50.0%	
Attic or loft room	2	2	1	1	2	2	0	2
%V	0.2%	0.2%	0.3%	0.6%	0.3%	0.6%	0.0%	0.2%
%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	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	6	6	3	1	4	2	2	6
%V	0.6%	0.6%	0.8%	0.6%	0.5%	0.6%	0.4%	0.7%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	33.3%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Any DSAT provider	353	353	353	6	220	220	0	311
%V	34.4%	35.9%	100.0%	3.8%	28.5%	71.4%	0.0%	38.4%
%H (All HH)			100.0%	1.7%	62.3%	62.3%	0.0%	88.1%
%H (TV HH)			100.0%	1.7%	62.3%	62.3%	0.0%	
Sky with subcription	273	273	273	3	178	178	0	249
%V	26.6%	27.8%	77.3%	1.9%	23.0%	57.8%	0.0%	30.7%
%H (All HH)			100.0%	1.1%	65.2%	65.2%	0.0%	91.2%
%H (TV HH)			100.0%	1.1%	65.2%	65.2%	0.0%	
Sky without subscription	20	20	20	1	11	11	0	17
%V	1.9%	2.0%	5.7%	0.6%	1.4%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	5.0%	55.0%	55.0%	0.0%	85.0%
%H (TV HH)			100.0%	5.0%	55.0%	55.0%	0.0%	
Freesat	67	67	67	2	34	34	0	54
%V	6.5%	6.8%	19.0%	1.3%	4.4%	11.0%	0.0%	6.7%
%H (All HH)			100.0%	3.0%	50.7%	50.7%	0.0%	80.6%
%H (TV HH)			100.0%	3.0%	50.7%	50.7%	0.0%	
Other satellite provider	8	8	8	0	3	3	0	4
%V	0.8%	0.8%	2.3%	0.0%	0.4%	1.0%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	37.5%	37.5%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
DCAB	159	159	6	159	93	93	0	144
%V	15.5%	16.2%	1.7%	100.0%	12.0%	30.2%	0.0%	17.8%
%H (All HH)			3.8%	100.0%	58.5%	58.5%	0.0%	90.6%
%H (TV HH)			3.8%	100.0%	58.5%	58.5%	0.0%	
DTT	773	773	220	93	773	308	466	598
%V	75.3%	78.7%	62.3%	58.5%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	28.5%	12.0%	100.0%	39.8%	60.3%	77.4%
%H (TV HH)			28.5%	12.0%	100.0%	39.8%	60.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%H (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
PVR	618	618	302	132	461	271	191	555
%V	60.2%	62.9%	85.6%	83.0%	59.6%	88.0%	41.0%	68.5%
%H (All HH)		100.0%	48.9%	21.4%	74.6%	43.9%	30.9%	89.8%
%H (TV HH)			48.9%	21.4%	74.6%	43.9%	30.9%	
DVDR	32	32	10	3	28	9	19	25
%V	3.1%	3.3%	2.8%	1.9%	3.6%	2.9%	4.1%	3.1%
%H (All HH)		100.0%	31.3%	9.4%	87.5%	28.1%	59.4%	78.1%
%H (TV HH)			31.3%	9.4%	87.5%	28.1%	59.4%	
VCR	23	23	10	4	21	12	10	14
%V	2.2%	2.3%	2.8%	2.5%	2.7%	3.9%	2.1%	1.7%
%H (All HH)		100.0%	43.5%	17.4%	91.3%	52.2%	43.5%	60.9%
%H (TV HH)			43.5%	17.4%	91.3%	52.2%	43.5%	
Any recorder	641	641	307	134	481	276	206	568
%V	62.5%	65.3%	87.0%	84.3%	62.2%	89.6%	44.2%	70.1%
%H (All HH)		100.0%	47.9%	20.9%	75.0%	43.1%	32.1%	88.6%
%H (TV HH)			47.9%	20.9%	75.0%	43.1%	32.1%	
Receives HDTV (via STB or built-in reception)	561	561	244	136	429	241	187	490
%V	54.7%	57.1%	69.1%	85.5%	55.5%	78.2%	40.1%	60.5%
%H (All HH)		100.0%	43.5%	24.2%	76.5%	43.0%	33.3%	87.3%
%H (TV HH)			43.5%	24.2%	76.5%	43.0%	33.3%	
DVD/Blu-ray player or recorder	806	806	302	137	643	275	369	672
%V	78.6%	82.1%	85.6%	86.2%	83.2%	89.3%	79.2%	83.0%
%H (All HH)		100.0%	37.5%	17.0%	79.8%	34.1%	45.8%	83.4%
%H (TV HH)			37.5%	17.0%	79.8%	34.1%	45.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1026	982	353	159	773	308	466	810
%V (All HH)		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%
%H (TV HH)			35.9%	16.2%	78.7%	31.4%	47.5%	
Has broadband internet	810	783	311	144	598	275	324	810
%V	78.9%	79.7%	88.1%	90.6%	77.4%	89.3%	69.5%	100.0%
%H (All HH)		96.7%	38.4%	17.8%	73.8%	34.0%	40.0%	100.0%
%H (TV HH)			39.7%	18.4%	76.4%	35.1%	41.4%	
Number of computers (PCs and laptops)								
0	195	184	39	17	162	34	129	11
%V	19.0%	18.7%	11.0%	10.7%	21.0%	11.0%	27.7%	1.4%
%H (All HH)		94.4%	20.0%	8.7%	83.1%	17.4%	66.2%	5.6%
%H (TV HH)			21.2%	9.2%	88.0%	18.5%	70.1%	
1	296	282	96	35	221	74	147	270
%V	28.8%	28.7%	27.2%	22.0%	28.6%	24.0%	31.5%	33.3%
%H (All HH)		95.3%	32.4%	11.8%	74.7%	25.0%	49.7%	91.2%
%H (TV HH)			34.0%	12.4%	78.4%	26.2%	52.1%	
2	227	218	89	49	158	79	79	224
%V	22.1%	22.2%	25.2%	30.8%	20.4%	25.6%	17.0%	27.7%
%H (All HH)		96.0%	39.2%	21.6%	69.6%	34.8%	34.8%	98.7%
%H (TV HH)			40.8%	22.5%	72.5%	36.2%	36.2%	
3	132	130	55	28	101	52	49	132
%V	12.9%	13.2%	15.6%	17.6%	13.1%	16.9%	10.5%	16.3%
%H (All HH)		98.5%	41.7%	21.2%	76.5%	39.4%	37.1%	100.0%
%H (TV HH)			42.3%	21.5%	77.7%	40.0%	37.7%	
4	81	77	37	13	59	31	28	80
%V	7.9%	7.8%	10.5%	8.2%	7.6%	10.1%	6.0%	9.9%
%H (All HH)		95.1%	45.7%	16.0%	72.8%	38.3%	34.6%	98.8%
%H (TV HH)			48.1%	16.9%	76.6%	40.3%	36.4%	
5+	94	91	38	18	73	38	35	94
%V	9.2%	9.3%	10.8%	11.3%	9.4%	12.3%	7.5%	11.6%
%H (All HH)		96.8%	40.4%	19.1%	77.7%	40.4%	37.2%	100.0%
%H (TV HH)			41.8%	19.8%	80.2%	41.8%	38.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1926	795	346	1575	787	788	1635
%H		41.3%	18.0%	81.8%	40.9%	40.9%	84.9%
Under 20"	292	106	49	259	123	136	254
%V	15.2%	13.3%	14.2%	16.4%	15.6%	17.3%	15.5%
%H		36.3%	16.8%	88.7%	42.1%	46.6%	87.0%
20" - 29"	532	194	90	452	207	245	433
%V	27.6%	24.4%	26.0%	28.7%	26.3%	31.1%	26.5%
%H		36.5%	16.9%	85.0%	38.9%	46.1%	81.4%
30" - 39"	632	255	120	517	255	262	533
%V	32.8%	32.1%	34.7%	32.8%	32.4%	33.2%	32.6%
%H		40.3%	19.0%	81.8%	40.3%	41.5%	84.3%
40" and over	461	237	86	338	200	138	409
%V	23.9%	29.8%	24.9%	21.5%	25.4%	17.5%	25.0%
%H		51.4%	18.7%	73.3%	43.4%	29.9%	88.7%
Don't know	9	3	0	9	2	7	6
%V	0.5%	0.4%	0.0%	0.6%	0.3%	0.9%	0.4%
%H		33.3%	0.0%	100.0%	22.2%	77.8%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1926	795	346	1575	787	788	1635
%H		41.3%	18.0%	81.8%	40.9%	40.9%	84.9%
Main living room	975	354	159	768	308	460	779
%V	50.6%	44.5%	46.0%	48.8%	39.1%	58.4%	47.6%
%H		36.3%	16.3%	78.8%	31.6%	47.2%	79.9%
Kitchen	119	48	25	107	61	46	110
%V	6.2%	6.0%	7.2%	6.8%	7.8%	5.8%	6.7%
%H		40.3%	21.0%	89.9%	51.3%	38.7%	92.4%
Adult's bedroom	489	229	90	415	244	171	429
%V	25.4%	28.8%	26.0%	26.3%	31.0%	21.7%	26.2%
%H		46.8%	18.4%	84.9%	49.9%	35.0%	87.7%
Child's bedroom	139	75	34	105	76	29	134
%V	7.2%	9.4%	9.8%	6.7%	9.7%	3.7%	8.2%
%H		54.0%	24.5%	75.5%	54.7%	20.9%	96.4%
Other bedroom	60	30	13	49	31	18	56
%V	3.1%	3.8%	3.8%	3.1%	3.9%	2.3%	3.4%
%H		50.0%	21.7%	81.7%	51.7%	30.0%	93.3%
Second living/dining room	90	36	18	82	44	38	75
%V	4.7%	4.5%	5.2%	5.2%	5.6%	4.8%	4.6%
%H		40.0%	20.0%	91.1%	48.9%	42.2%	83.3%
Study/office	21	7	3	19	8	11	21
%V	1.1%	0.9%	0.9%	1.2%	1.0%	1.4%	1.3%
%H		33.3%	14.3%	90.5%	38.1%	52.4%	100.0%
TV room	5	3	0	5	3	2	5
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Conservatory	20	8	2	19	9	10	19
%V	1.0%	1.0%	0.6%	1.2%	1.1%	1.3%	1.2%
%H		40.0%	10.0%	95.0%	45.0%	50.0%	95.0%
Attic or loft room	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.3%	0.1%	0.3%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	6	3	1	4	2	2	6
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1926	795	346	1575	787	788	1635
%H		41.3%	18.0%	81.8%	40.9%	40.9%	84.9%
PVR	807	421	180	604	387	218	738
%V	41.9%	53.0%	52.0%	38.3%	49.2%	27.7%	45.1%
%H		52.2%	22.3%	74.8%	48.0%	27.0%	91.4%
DVDR	34	11	3	29	9	20	27
%V	1.8%	1.4%	0.9%	1.8%	1.1%	2.5%	1.7%
%H		32.4%	8.8%	85.3%	26.5%	58.8%	79.4%
VCR	25	11	4	23	13	10	16
%V	1.3%	1.4%	1.2%	1.5%	1.7%	1.3%	1.0%
%H		44.0%	16.0%	92.0%	52.0%	40.0%	64.0%
Any recorder	838	429	184	633	396	236	758
%V	43.5%	54.0%	53.2%	40.2%	50.3%	29.9%	46.4%
%H		51.2%	22.0%	75.5%	47.3%	28.2%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1926	795	346	1575	787	788	1635
%H		41.3%	18.0%	81.8%	40.9%	40.9%	84.9%
Receives HDTV (via STB or built-in reception)	843	375	219	670	411	260	758
%V	43.8%	47.2%	63.3%	42.5%	52.2%	33.0%	46.4%
%H		44.5%	26.0%	79.5%	48.8%	30.8%	89.9%
DVD/Blu-ray player or recorder	1176	493	214	965	487	477	1018
%V	61.1%	62.0%	61.8%	61.3%	61.9%	60.5%	62.3%
%H		41.9%	18.2%	82.1%	41.4%	40.6%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	353	159	773	308	465	781
%H		36.0%	16.2%	78.9%	31.4%	47.4%	79.7%
Under 20"	26	2	2	23	2	21	17
%V	2.7%	0.6%	1.3%	3.0%	0.6%	4.5%	2.2%
%H		7.7%	7.7%	88.5%	7.7%	80.8%	65.4%
20" - 29"	182	36	18	159	33	126	121
%V	18.6%	10.2%	11.3%	20.6%	10.7%	27.1%	15.5%
%H		19.8%	9.9%	87.4%	18.1%	69.2%	66.5%
30" - 39"	396	127	70	316	117	200	316
%V	40.4%	36.0%	44.0%	40.9%	38.0%	43.0%	40.5%
%H		32.1%	17.7%	79.8%	29.5%	50.5%	79.8%
40" and over	374	187	69	271	155	116	327
%V	38.2%	53.0%	43.4%	35.1%	50.3%	24.9%	41.9%
%H		50.0%	18.4%	72.5%	41.4%	31.0%	87.4%
Don't know	2	1	0	2	1	1	1
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	353	159	773	308	465	781
%H		36.0%	16.2%	78.9%	31.4%	47.4%	79.7%
PVR	601	298	128	446	265	181	541
%V	61.3%	84.4%	80.5%	57.7%	86.0%	38.9%	69.3%
%H		49.6%	21.3%	74.2%	44.1%	30.1%	90.0%
DVDR	28	8	3	23	6	17	21
%V	2.9%	2.3%	1.9%	3.0%	1.9%	3.7%	2.7%
%H		28.6%	10.7%	82.1%	21.4%	60.7%	75.0%
VCR	19	9	2	18	9	8	11
%V	1.9%	2.5%	1.3%	2.3%	2.9%	1.7%	1.4%
%H		47.4%	10.5%	94.7%	47.4%	42.1%	57.9%
Any recorder	624	303	130	467	270	197	554
%V	63.7%	85.8%	81.8%	60.4%	87.7%	42.4%	70.9%
%H		48.6%	20.8%	74.8%	43.3%	31.6%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	353	159	773	308	465	781
%H		36.0%	16.2%	78.9%	31.4%	47.4%	79.7%
Receives HDTV (via STB or built-in reception)	540	235	132	409	231	179	474
%V	55.1%	66.6%	83.0%	52.9%	75.0%	38.5%	60.7%
%H		43.5%	24.4%	75.7%	42.8%	33.1%	87.8%
DVD/Blu-ray player or recorder	762	285	133	603	255	348	634
%V	77.8%	80.7%	83.6%	78.0%	82.8%	74.8%	81.2%
%H		37.4%	17.5%	79.1%	33.5%	45.7%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	946	442	187	802	479	323	854
%H		46.7%	19.8%	84.8%	50.6%	34.1%	90.3%
Under 20"	266	105	47	235	120	115	237
%V	28.1%	23.8%	25.1%	29.3%	25.1%	35.6%	27.8%
%H		39.5%	17.7%	88.3%	45.1%	43.2%	89.1%
20" - 29"	349	158	72	292	174	119	312
%V	36.9%	35.7%	38.5%	36.4%	36.3%	36.8%	36.5%
%H		45.3%	20.6%	83.7%	49.9%	34.1%	89.4%
30" - 39"	236	127	50	201	139	62	218
%V	24.9%	28.7%	26.7%	25.1%	29.0%	19.2%	25.5%
%H		53.8%	21.2%	85.2%	58.9%	26.3%	92.4%
40" and over	88	50	17	67	45	22	83
%V	9.3%	11.3%	9.1%	8.4%	9.4%	6.8%	9.7%
%H		56.8%	19.3%	76.1%	51.1%	25.0%	94.3%
Don't know	7	2	0	7	1	5	4
%V	0.7%	0.5%	0.0%	0.9%	0.2%	1.5%	0.5%
%H		28.6%	0.0%	100.0%	14.3%	71.4%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	946	442	187	802	479	323	854
%H		46.7%	19.8%	84.8%	50.6%	34.1%	90.3%
PVR	206	123	52	159	122	37	197
%V	21.8%	27.8%	27.8%	19.8%	25.5%	11.5%	23.1%
%H		59.7%	25.2%	77.2%	59.2%	18.0%	95.6%
DVDR	6	2	1	6	3	3	6
%V	0.6%	0.5%	0.5%	0.7%	0.6%	0.9%	0.7%
%H		33.3%	16.7%	100.0%	50.0%	50.0%	100.0%
VCR	5	2	2	5	4	1	5
%V	0.5%	0.5%	1.1%	0.6%	0.8%	0.3%	0.6%
%H		40.0%	40.0%	100.0%	80.0%	20.0%	100.0%
Any recorder	214	125	54	165	126	39	204
%V	22.6%	28.3%	28.9%	20.6%	26.3%	12.1%	23.9%
%H		58.4%	25.2%	77.1%	58.9%	18.2%	95.3%

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	946	442	187	802	479	323	854
%H		46.7%	19.8%	84.8%	50.6%	34.1%	90.3%
Receives HDTV (via STB or built-in reception)	303	140	86	261	180	81	283
%V	32.0%	31.7%	46.0%	32.5%	37.6%	25.1%	33.1%
%H		46.2%	28.4%	86.1%	59.4%	26.7%	93.4%
DVD/Blu-ray player or recorder	413	208	81	362	232	129	384
%V	43.7%	47.1%	43.3%	45.1%	48.4%	39.9%	45.0%
%H		50.4%	19.6%	87.7%	56.2%	31.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2376	2295	926	407	1766	822	944	2060
%H		96.6%	39.0%	17.1%	74.3%	34.6%	39.7%	86.7%
Total Children	422	417	204	87	285	162	123	398
%V	17.8%	18.2%	22.0%	21.4%	16.1%	19.7%	13.0%	19.3%
%H		98.8%	48.3%	20.6%	67.5%	38.4%	29.1%	94.3%
0 - 3	120	120	55	25	86	48	38	110
%V	5.1%	5.2%	5.9%	6.1%	4.9%	5.8%	4.0%	5.3%
%H		100.0%	45.8%	20.8%	71.7%	40.0%	31.7%	91.7%
4 - 15	302	297	149	62	199	115	84	288
%V	12.7%	12.9%	16.1%	15.2%	11.3%	14.0%	8.9%	14.0%
%H		98.3%	49.3%	20.5%	65.9%	38.1%	27.8%	95.4%
4 - 9	152	149	79	27	97	59	38	142
%V	6.4%	6.5%	8.5%	6.6%	5.5%	7.2%	4.0%	6.9%
%H		98.0%	52.0%	17.8%	63.8%	38.8%	25.0%	93.4%
10 - 15	150	148	69	35	102	56	46	146
%V	6.3%	6.4%	7.5%	8.6%	5.8%	6.8%	4.9%	7.1%
%H		98.7%	46.0%	23.3%	68.0%	37.3%	30.7%	97.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC West
Individual level data
Table 5.22: Adults - Age
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2376	2295	926	407	1766	822	944	2060
%H		96.6%	39.0%	17.1%	74.3%	34.6%	39.7%	86.7%
Total Adults (16+)	1955	1878	723	321	1481	659	822	1662
%V	82.3%	81.8%	78.1%	78.9%	83.9%	80.2%	87.1%	80.7%
%H		96.1%	37.0%	16.4%	75.8%	33.7%	42.0%	85.0%
16 - 19	131	127	49	25	104	54	51	128
%V	5.5%	5.5%	5.3%	6.1%	5.9%	6.6%	5.4%	6.2%
%H		96.9%	37.4%	19.1%	79.4%	41.2%	38.9%	97.7%
20 - 24	147	135	47	25	102	46	57	137
%V	6.2%	5.9%	5.1%	6.1%	5.8%	5.6%	6.0%	6.7%
%H		91.8%	32.0%	17.0%	69.4%	31.3%	38.8%	93.2%
25 - 34	295	279	136	39	202	105	98	274
%V	12.4%	12.2%	14.7%	9.6%	11.4%	12.8%	10.4%	13.3%
%H		94.6%	46.1%	13.2%	68.5%	35.6%	33.2%	92.9%
35 - 44	290	283	126	67	195	108	87	274
%V	12.2%	12.3%	13.6%	16.5%	11.0%	13.1%	9.2%	13.3%
%H		97.6%	43.4%	23.1%	67.2%	37.2%	30.0%	94.5%
45 - 54	365	353	136	70	266	118	148	338
%V	15.4%	15.4%	14.7%	17.2%	15.1%	14.4%	15.7%	16.4%
%H		96.7%	37.3%	19.2%	72.9%	32.3%	40.5%	92.6%
55 - 64	279	270	102	44	228	102	126	240
%V	11.7%	11.8%	11.0%	10.8%	12.9%	12.4%	13.3%	11.7%
%H		96.8%	36.6%	15.8%	81.7%	36.6%	45.2%	86.0%
65+	449	431	125	50	383	127	256	270
%V	18.9%	18.8%	13.5%	12.3%	21.7%	15.5%	27.1%	13.1%
%H		96.0%	27.8%	11.1%	85.3%	28.3%	57.0%	60.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1955	1878	723	321	1481	659	822	1662
%H		96.1%	37.0%	16.4%	75.8%	33.7%	42.0%	85.0%
AB	594	571	192	116	462	196	266	565
%V	30.4%	30.4%	26.6%	36.1%	31.2%	29.7%	32.4%	34.0%
%H		96.1%	32.3%	19.5%	77.8%	33.0%	44.8%	95.1%
C1	541	513	200	100	388	182	206	489
%V	27.7%	27.3%	27.7%	31.2%	26.2%	27.6%	25.1%	29.4%
%H		94.8%	37.0%	18.5%	71.7%	33.6%	38.1%	90.4%
C2	410	403	191	45	329	165	164	350
%V	21.0%	21.5%	26.4%	14.0%	22.2%	25.0%	20.0%	21.1%
%H		98.3%	46.6%	11.0%	80.2%	40.2%	40.0%	85.4%
D	289	277	103	49	210	90	120	203
%V	14.8%	14.7%	14.2%	15.3%	14.2%	13.7%	14.6%	12.2%
%H		95.8%	35.6%	17.0%	72.7%	31.1%	41.5%	70.2%
E	121	114	36	11	92	26	65	55
%V	6.2%	6.1%	5.0%	3.4%	6.2%	3.9%	7.9%	3.3%
%H		94.2%	29.8%	9.1%	76.0%	21.5%	53.7%	45.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1955	1878	723	321	1481	659	822	1662
%H		96.1%	37.0%	16.4%	75.8%	33.7%	42.0%	85.0%
Working full time	899	868	375	178	643	333	310	854
%V	46.0%	46.2%	51.9%	55.5%	43.4%	50.5%	37.7%	51.4%
%H		96.6%	41.7%	19.8%	71.5%	37.0%	34.5%	95.0%
Working part time	245	235	98	47	176	86	89	224
%V	12.5%	12.5%	13.6%	14.6%	11.9%	13.1%	10.8%	13.5%
%H		95.9%	40.0%	19.2%	71.8%	35.1%	36.3%	91.4%
Not working	811	776	249	96	662	240	422	584
%V	41.5%	41.3%	34.4%	29.9%	44.7%	36.4%	51.3%	35.1%
%H		95.7%	30.7%	11.8%	81.6%	29.6%	52.0%	72.0%
Housewife/Houseperson	1026	982	353	159	773	308	466	810
%V	52.5%	52.3%	48.8%	49.5%	52.2%	46.7%	56.7%	48.7%
%H		95.7%	34.4%	15.5%	75.3%	30.0%	45.4%	78.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	952	909	358	156	711	326	385	819
%H		95.5%	37.6%	16.4%	74.7%	34.2%	40.4%	86.0%
16 - 19	64	62	23	16	48	27	21	63
%V	6.7%	6.8%	6.4%	10.3%	6.8%	8.3%	5.5%	7.7%
%H		96.9%	35.9%	25.0%	75.0%	42.2%	32.8%	98.4%
20 - 24	75	69	25	10	54	23	30	71
%V	7.9%	7.6%	7.0%	6.4%	7.6%	7.1%	7.8%	8.7%
%H		92.0%	33.3%	13.3%	72.0%	30.7%	40.0%	94.7%
25 - 34	145	134	64	18	96	48	48	134
%V	15.2%	14.7%	17.9%	11.5%	13.5%	14.7%	12.5%	16.4%
%H		92.4%	44.1%	12.4%	66.2%	33.1%	33.1%	92.4%
35 - 44	144	141	62	28	99	51	48	132
%V	15.1%	15.5%	17.3%	17.9%	13.9%	15.6%	12.5%	16.1%
%H		97.9%	43.1%	19.4%	68.8%	35.4%	33.3%	91.7%
45 - 54	179	173	70	35	127	57	70	165
%V	18.8%	19.0%	19.6%	22.4%	17.9%	17.5%	18.2%	20.1%
%H		96.6%	39.1%	19.6%	70.9%	31.8%	39.1%	92.2%
55 - 64	139	134	51	22	116	55	62	122
%V	14.6%	14.7%	14.2%	14.1%	16.3%	16.9%	16.1%	14.9%
%H		96.4%	36.7%	15.8%	83.5%	39.6%	44.6%	87.8%
65+	205	196	64	27	171	66	105	132
%V	21.5%	21.6%	17.9%	17.3%	24.1%	20.2%	27.3%	16.1%
%H		95.6%	31.2%	13.2%	83.4%	32.2%	51.2%	64.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	952	909	358	156	711	326	385	819
%H		95.5%	37.6%	16.4%	74.7%	34.2%	40.4%	86.0%
AB	292	279	99	57	223	99	125	278
%V	30.7%	30.7%	27.7%	36.5%	31.4%	30.4%	32.5%	33.9%
%H		95.5%	33.9%	19.5%	76.4%	33.9%	42.8%	95.2%
C1	251	237	95	47	175	86	89	231
%V	26.4%	26.1%	26.5%	30.1%	24.6%	26.4%	23.1%	28.2%
%H		94.4%	37.8%	18.7%	69.7%	34.3%	35.5%	92.0%
C2	222	218	102	24	179	88	90	185
%V	23.3%	24.0%	28.5%	15.4%	25.2%	27.0%	23.4%	22.6%
%H		98.2%	45.9%	10.8%	80.6%	39.6%	40.5%	83.3%
D	144	134	51	23	101	43	58	105
%V	15.1%	14.7%	14.2%	14.7%	14.2%	13.2%	15.1%	12.8%
%H		93.1%	35.4%	16.0%	70.1%	29.9%	40.3%	72.9%
E	42	40	11	5	33	10	23	20
%V	4.4%	4.4%	3.1%	3.2%	4.6%	3.1%	6.0%	2.4%
%H		95.2%	26.2%	11.9%	78.6%	23.8%	54.8%	47.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	952	909	358	156	711	326	385	819
%H		95.5%	37.6%	16.4%	74.7%	34.2%	40.4%	86.0%
Working full time	556	539	234	106	399	203	196	524
%V	58.4%	59.3%	65.4%	67.9%	56.1%	62.3%	50.9%	64.0%
%H		96.9%	42.1%	19.1%	71.8%	36.5%	35.3%	94.2%
Working part time	53	46	20	6	38	17	21	43
%V	5.6%	5.1%	5.6%	3.8%	5.3%	5.2%	5.5%	5.3%
%H		86.8%	37.7%	11.3%	71.7%	32.1%	39.6%	81.1%
Not working	342	323	104	45	274	106	168	251
%V	35.9%	35.5%	29.1%	28.8%	38.5%	32.5%	43.6%	30.6%
%H		94.4%	30.4%	13.2%	80.1%	31.0%	49.1%	73.4%
Housewife/Houseperson	234	215	72	30	166	55	112	161
%V	24.6%	23.7%	20.1%	19.2%	23.3%	16.9%	29.1%	19.7%
%H		91.9%	30.8%	12.8%	70.9%	23.5%	47.9%	68.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	970	365	165	770	333	436	843
%H		96.7%	36.4%	16.5%	76.8%	33.2%	43.5%	84.0%
16 - 19	67	65	27	9	56	27	29	65
%V	6.7%	6.7%	7.4%	5.5%	7.3%	8.1%	6.7%	7.7%
%H		97.0%	40.3%	13.4%	83.6%	40.3%	43.3%	97.0%
20 - 24	72	66	22	15	49	22	27	66
%V	7.2%	6.8%	6.0%	9.1%	6.4%	6.6%	6.2%	7.8%
%H		91.7%	30.6%	20.8%	68.1%	30.6%	37.5%	91.7%
25 - 34	150	145	72	21	106	57	49	141
%V	15.0%	14.9%	19.7%	12.7%	13.8%	17.1%	11.2%	16.7%
%H		96.7%	48.0%	14.0%	70.7%	38.0%	32.7%	94.0%
35 - 44	146	142	64	39	96	58	38	142
%V	14.6%	14.6%	17.5%	23.6%	12.5%	17.4%	8.7%	16.8%
%H		97.3%	43.8%	26.7%	65.8%	39.7%	26.0%	97.3%
45 - 54	186	179	67	35	139	61	78	173
%V	18.5%	18.5%	18.4%	21.2%	18.1%	18.3%	17.9%	20.5%
%H		96.2%	36.0%	18.8%	74.7%	32.8%	41.9%	93.0%
55 - 64	139	136	51	22	112	48	64	118
%V	13.9%	14.0%	14.0%	13.3%	14.5%	14.4%	14.7%	14.0%
%H		97.8%	36.7%	15.8%	80.6%	34.5%	46.0%	84.9%
65+	244	235	61	24	212	61	151	138
%V	24.3%	24.2%	16.7%	14.5%	27.5%	18.3%	34.6%	16.4%
%H		96.3%	25.0%	9.8%	86.9%	25.0%	61.9%	56.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	970	365	165	770	333	436	843
%H		96.7%	36.4%	16.5%	76.8%	33.2%	43.5%	84.0%
AB	302	292	94	59	239	98	141	287
%V	30.1%	30.1%	25.8%	35.8%	31.0%	29.4%	32.3%	34.0%
%H		96.7%	31.1%	19.5%	79.1%	32.5%	46.7%	95.0%
C1	289	276	104	53	213	96	117	258
%V	28.8%	28.5%	28.5%	32.1%	27.7%	28.8%	26.8%	30.6%
%H		95.5%	36.0%	18.3%	73.7%	33.2%	40.5%	89.3%
C2	188	185	89	21	150	76	74	165
%V	18.7%	19.1%	24.4%	12.7%	19.5%	22.8%	17.0%	19.6%
%H		98.4%	47.3%	11.2%	79.8%	40.4%	39.4%	87.8%
D	145	143	53	26	108	46	62	98
%V	14.5%	14.7%	14.5%	15.8%	14.0%	13.8%	14.2%	11.6%
%H		98.6%	36.6%	17.9%	74.5%	31.7%	42.8%	67.6%
E	79	74	25	5	58	16	42	35
%V	7.9%	7.6%	6.8%	3.0%	7.5%	4.8%	9.6%	4.2%
%H		93.7%	31.6%	6.3%	73.4%	20.3%	53.2%	44.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1003	970	365	165	770	333	436	843
%H		96.7%	36.4%	16.5%	76.8%	33.2%	43.5%	84.0%
Working full time	343	329	142	72	244	130	114	330
%V	34.2%	33.9%	38.9%	43.6%	31.7%	39.0%	26.1%	39.1%
%H		95.9%	41.4%	21.0%	71.1%	37.9%	33.2%	96.2%
Working part time	192	189	78	41	137	69	68	181
%V	19.1%	19.5%	21.4%	24.8%	17.8%	20.7%	15.6%	21.5%
%H		98.4%	40.6%	21.4%	71.4%	35.9%	35.4%	94.3%
Not working	468	453	145	51	388	134	254	332
%V	46.7%	46.7%	39.7%	30.9%	50.4%	40.2%	58.3%	39.4%
%H		96.8%	31.0%	10.9%	82.9%	28.6%	54.3%	70.9%
Housewife/Houseperson	792	767	281	129	607	253	354	648
%V	79.0%	79.1%	77.0%	78.2%	78.8%	76.0%	81.2%	76.9%
%H		96.8%	35.5%	16.3%	76.6%	31.9%	44.7%	81.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South West
Household level data
Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
AB	237	229	110	14	169	65	104	215
%V	27.3%	27.7%	30.6%	20.3%	27.0%	27.4%	26.7%	31.2%
%H (All HH)		96.6%	46.4%	5.9%	71.3%	27.4%	43.9%	90.7%
%H (TV HH)			48.0%	6.1%	73.8%	28.4%	45.4%	
C1	249	235	99	23	180	68	112	207
%V	28.7%	28.5%	27.5%	33.3%	28.7%	28.7%	28.7%	30.0%
%H (All HH)		94.4%	39.8%	9.2%	72.3%	27.3%	45.0%	83.1%
%H (TV HH)			42.1%	9.8%	76.6%	28.9%	47.7%	
C2	196	188	90	15	145	64	81	154
%V	22.6%	22.8%	25.0%	21.7%	23.1%	27.0%	20.8%	22.4%
%H (All HH)		95.9%	45.9%	7.7%	74.0%	32.7%	41.3%	78.6%
%H (TV HH)			47.9%	8.0%	77.1%	34.0%	43.1%	
D	114	105	39	10	79	24	55	76
%V	13.1%	12.7%	10.8%	14.5%	12.6%	10.1%	14.1%	11.0%
%H (All HH)		92.1%	34.2%	8.8%	69.3%	21.1%	48.2%	66.7%
%H (TV HH)			37.1%	9.5%	75.2%	22.9%	52.4%	
E	73	69	22	8	54	16	38	38
%V	8.4%	8.4%	6.1%	11.6%	8.6%	6.8%	9.7%	5.5%
%H (All HH)		94.5%	30.1%	11.0%	74.0%	21.9%	52.1%	52.1%
%H (TV HH)			31.9%	11.6%	78.3%	23.2%	55.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South West
Household level data
Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%V (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
Under 25	35	30	8	4	22	4	18	30
%V	4.0%	3.6%	2.2%	5.8%	3.5%	1.7%	4.6%	4.4%
%H (All HH)		85.7%	22.9%	11.4%	62.9%	11.4%	51.4%	85.7%
%H (TV HH)			26.7%	13.3%	73.3%	13.3%	60.0%	
25 - 34	100	92	42	11	59	22	36	91
%V	11.5%	11.1%	11.7%	15.9%	9.4%	9.3%	9.2%	13.2%
%H (All HH)		92.0%	42.0%	11.0%	59.0%	22.0%	36.0%	91.0%
%H (TV HH)			45.7%	12.0%	64.1%	23.9%	39.1%	
35 - 44	141	134	68	17	92	44	48	129
%V	16.2%	16.2%	18.9%	24.6%	14.7%	18.6%	12.3%	18.7%
%H (All HH)		95.0%	48.2%	12.1%	65.2%	31.2%	34.0%	91.5%
%H (TV HH)			50.7%	12.7%	68.7%	32.8%	35.8%	
45 - 54	146	137	70	13	102	50	52	133
%V	16.8%	16.6%	19.4%	18.8%	16.3%	21.1%	13.3%	19.3%
%H (All HH)		93.8%	47.9%	8.9%	69.9%	34.2%	35.6%	91.1%
%H (TV HH)			51.1%	9.5%	74.5%	36.5%	38.0%	
55 - 64	158	154	74	11	118	49	69	141
%V	18.2%	18.6%	20.6%	15.9%	18.8%	20.7%	17.7%	20.5%
%H (All HH)		97.5%	46.8%	7.0%	74.7%	31.0%	43.7%	89.2%
%H (TV HH)			48.1%	7.1%	76.6%	31.8%	44.8%	
65 +	287	279	98	14	235	67	168	165
%V	33.1%	33.8%	27.2%	20.3%	37.5%	28.3%	43.1%	23.9%
%H (All HH)		97.2%	34.1%	4.9%	81.9%	23.3%	58.5%	57.5%
%H (TV HH)			35.1%	5.0%	84.2%	24.0%	60.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
1	268	248	76	16	203	47	155	147
%V	30.9%	30.0%	21.1%	23.2%	32.4%	19.8%	39.7%	21.3%
%H (All HH)		92.5%	28.4%	6.0%	75.7%	17.5%	57.8%	54.9%
%H (TV HH)			30.6%	6.5%	81.9%	19.0%	62.5%	
2	321	308	132	23	237	88	150	275
%V	37.0%	37.3%	36.7%	33.3%	37.8%	37.1%	38.5%	39.9%
%H (All HH)		96.0%	41.1%	7.2%	73.8%	27.4%	46.7%	85.7%
%H (TV HH)			42.9%	7.5%	76.9%	28.6%	48.7%	
3	136	133	70	17	96	51	45	129
%V	15.7%	16.1%	19.4%	24.6%	15.3%	21.5%	11.5%	18.7%
%H (All HH)		97.8%	51.5%	12.5%	70.6%	37.5%	33.1%	94.9%
%H (TV HH)			52.6%	12.8%	72.2%	38.3%	33.8%	
4	100	94	58	9	63	37	26	96
%V	11.5%	11.4%	16.1%	13.0%	10.0%	15.6%	6.7%	13.9%
%H (All HH)		94.0%	58.0%	9.0%	63.0%	37.0%	26.0%	96.0%
%H (TV HH)			61.7%	9.6%	67.0%	39.4%	27.7%	
5+	44	42	24	4	28	14	14	42
%V	5.1%	5.1%	6.7%	5.8%	4.5%	5.9%	3.6%	6.1%
%H (All HH)		95.5%	54.5%	9.1%	63.6%	31.8%	31.8%	95.5%
%H (TV HH)			57.1%	9.5%	66.7%	33.3%	33.3%	
Average HH size	2.25	2.27	2.53	2.46	2.19	2.53	1.98	2.46

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South West
Household level data
Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
Without	661	626	256	46	494	173	321	494
%V	76.2%	75.8%	71.1%	66.7%	78.8%	73.0%	82.3%	71.7%
%H (All HH)		94.7%	38.7%	7.0%	74.7%	26.2%	48.6%	74.7%
%H (TV HH)			40.9%	7.3%	78.9%	27.6%	51.3%	
With	206	200	104	24	133	63	69	196
%V	23.7%	24.2%	28.9%	34.8%	21.2%	26.6%	17.7%	28.4%
%H (All HH)		97.1%	50.5%	11.7%	64.6%	30.6%	33.5%	95.1%
%H (TV HH)			52.0%	12.0%	66.5%	31.5%	34.5%	
0 - 3	80	78	39	8	50	20	30	75
%V	9.2%	9.4%	10.8%	11.6%	8.0%	8.4%	7.7%	10.9%
%H (All HH)		97.5%	48.8%	10.0%	62.5%	25.0%	37.5%	93.8%
%H (TV HH)			50.0%	10.3%	64.1%	25.6%	38.5%	
4 - 9	98	94	52	11	62	32	29	93
%V	11.3%	11.4%	14.4%	15.9%	9.9%	13.5%	7.4%	13.5%
%H (All HH)		95.9%	53.1%	11.2%	63.3%	32.7%	29.6%	94.9%
%H (TV HH)			55.3%	11.7%	66.0%	34.0%	30.9%	
10 - 15	92	89	47	11	60	30	30	89
%V	10.6%	10.8%	13.1%	15.9%	9.6%	12.7%	7.7%	12.9%
%H (All HH)		96.7%	51.1%	12.0%	65.2%	32.6%	32.6%	96.7%
%H (TV HH)			52.8%	12.4%	67.4%	33.7%	33.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
1	324	324	109	24	229	42	186	231
%V	37.3%	39.2%	30.3%	34.8%	36.5%	17.7%	47.7%	33.5%
%H (All HH)		100.0%	33.6%	7.4%	70.7%	13.0%	57.4%	71.3%
%H (TV HH)			33.6%	7.4%	70.7%	13.0%	57.4%	
2	298	298	132	23	232	91	141	241
%V	34.3%	36.1%	36.7%	33.3%	37.0%	38.4%	36.2%	35.0%
%H (All HH)		100.0%	44.3%	7.7%	77.9%	30.5%	47.3%	80.9%
%H (TV HH)			44.3%	7.7%	77.9%	30.5%	47.3%	
3	128	128	70	15	106	62	44	114
%V	14.7%	15.5%	19.4%	21.7%	16.9%	26.2%	11.3%	16.5%
%H (All HH)		100.0%	54.7%	11.7%	82.8%	48.4%	34.4%	89.1%
%H (TV HH)			54.7%	11.7%	82.8%	48.4%	34.4%	
4	53	53	33	4	41	26	15	51
%V	6.1%	6.4%	9.2%	5.8%	6.5%	11.0%	3.8%	7.4%
%H (All HH)		100.0%	62.3%	7.5%	77.4%	49.1%	28.3%	96.2%
%H (TV HH)			62.3%	7.5%	77.4%	49.1%	28.3%	
5+	23	23	16	3	19	15	4	22
%V	2.6%	2.8%	4.4%	4.3%	3.0%	6.3%	1.0%	3.2%
%H (All HH)		100.0%	69.6%	13.0%	82.6%	65.2%	17.4%	95.7%
%H (TV HH)			69.6%	13.0%	82.6%	65.2%	17.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%V (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%V (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
Under 20"	234	234	109	18	188	82	106	196
%V	27.0%	28.3%	30.3%	26.1%	30.0%	34.6%	27.2%	28.4%
%H (All HH)		100.0%	46.6%	7.7%	80.3%	35.0%	45.3%	83.8%
%H (TV HH)			46.6%	7.7%	80.3%	35.0%	45.3%	
20" - 29"	339	339	136	26	283	108	175	262
%V	39.1%	41.0%	37.8%	37.7%	45.1%	45.6%	44.9%	38.0%
%H (All HH)		100.0%	40.1%	7.7%	83.5%	31.9%	51.6%	77.3%
%H (TV HH)			40.1%	7.7%	83.5%	31.9%	51.6%	
30" - 39"	440	440	198	39	342	140	202	362
%V	50.7%	53.3%	55.0%	56.5%	54.5%	59.1%	51.8%	52.5%
%H (All HH)		100.0%	45.0%	8.9%	77.7%	31.8%	45.9%	82.3%
%H (TV HH)			45.0%	8.9%	77.7%	31.8%	45.9%	
40" and over	323	323	190	36	222	126	96	291
%V	37.2%	39.1%	52.8%	52.2%	35.4%	53.2%	24.6%	42.2%
%H (All HH)		100.0%	58.8%	11.1%	68.7%	39.0%	29.7%	90.1%
%H (TV HH)			58.8%	11.1%	68.7%	39.0%	29.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%V (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
Main living room	813	813	357	69	618	236	382	651
%V	93.7%	98.4%	99.2%	100.0%	98.6%	99.6%	97.9%	94.5%
%H (All HH)		100.0%	43.9%	8.5%	76.0%	29.0%	47.0%	80.1%
%H (TV HH)			43.9%	8.5%	76.0%	29.0%	47.0%	
Kitchen	122	122	65	6	103	51	52	104
%V	14.1%	14.8%	18.1%	8.7%	16.4%	21.5%	13.3%	15.1%
%H (All HH)		100.0%	53.3%	4.9%	84.4%	41.8%	42.6%	85.2%
%H (TV HH)			53.3%	4.9%	84.4%	41.8%	42.6%	
Adult's bedroom	370	370	188	39	296	153	143	316
%V	42.6%	44.8%	52.2%	56.5%	47.2%	64.6%	36.7%	45.9%
%H (All HH)		100.0%	50.8%	10.5%	80.0%	41.4%	38.6%	85.4%
%H (TV HH)			50.8%	10.5%	80.0%	41.4%	38.6%	
Child's bedroom	72	72	40	11	50	29	20	68
%V	8.3%	8.7%	11.1%	15.9%	8.0%	12.2%	5.1%	9.9%
%H (All HH)		100.0%	55.6%	15.3%	69.4%	40.3%	27.8%	94.4%
%H (TV HH)			55.6%	15.3%	69.4%	40.3%	27.8%	
Other bedroom	35	35	22	3	30	19	10	34
%V	4.0%	4.2%	6.1%	4.3%	4.8%	8.0%	2.6%	4.9%
%H (All HH)		100.0%	62.9%	8.6%	85.7%	54.3%	28.6%	97.1%
%H (TV HH)			62.9%	8.6%	85.7%	54.3%	28.6%	
Second living/dining room	67	67	34	4	58	29	29	58
%V	7.7%	8.1%	9.4%	5.8%	9.3%	12.2%	7.4%	8.4%
%H (All HH)		100.0%	50.7%	6.0%	86.6%	43.3%	43.3%	86.6%
%H (TV HH)			50.7%	6.0%	86.6%	43.3%	43.3%	
Study/office	17	17	12	1	13	9	4	17
%V	2.0%	2.1%	3.3%	1.4%	2.1%	3.8%	1.0%	2.5%
%H (All HH)		100.0%	70.6%	5.9%	76.5%	52.9%	23.5%	100.0%
%H (TV HH)			70.6%	5.9%	76.5%	52.9%	23.5%	
TV room	2	2	2	0	1	0	0	2
%V	0.2%	0.2%	0.6%	0.0%	0.2%	0.0%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	0.0%	0.0%	
Conservatory	14	14	8	1	12	7	5	13
%V	1.6%	1.7%	2.2%	1.4%	1.9%	3.0%	1.3%	1.9%
%H (All HH)		100.0%	57.1%	7.1%	85.7%	50.0%	35.7%	92.9%
%H (TV HH)			57.1%	7.1%	85.7%	50.0%	35.7%	
Attic or loft room	2	2	2	0	2	1	0	2
%V	0.2%	0.2%	0.6%	0.0%	0.3%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	0	0	2	0	2	1
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	8	8	4	1	5	3	2	7
%V	0.9%	1.0%	1.1%	1.4%	0.8%	1.3%	0.5%	1.0%
%H (All HH)		100.0%	50.0%	12.5%	62.5%	37.5%	25.0%	87.5%
%H (TV HH)			50.0%	12.5%	62.5%	37.5%	25.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
Any DSAT provider	360	360	360	2	198	198	0	318
%V	41.5%	43.6%	100.0%	2.9%	31.6%	83.5%	0.0%	46.2%
%H (All HH)			100.0%	0.6%	55.0%	55.0%	0.0%	88.3%
%H (TV HH)			100.0%	0.6%	55.0%	55.0%	0.0%	
Sky with subcription	287	287	287	0	158	158	0	258
%V	33.1%	34.7%	79.7%	0.0%	25.2%	66.7%	0.0%	37.4%
%H (All HH)			100.0%	0.0%	55.1%	55.1%	0.0%	89.9%
%H (TV HH)			100.0%	0.0%	55.1%	55.1%	0.0%	
Sky without subscription	23	23	23	1	12	12	0	17
%V	2.6%	2.8%	6.4%	1.4%	1.9%	5.1%	0.0%	2.5%
%H (All HH)			100.0%	4.3%	52.2%	52.2%	0.0%	73.9%
%H (TV HH)			100.0%	4.3%	52.2%	52.2%	0.0%	
Freesat	58	58	58	1	33	33	0	49
%V	6.7%	7.0%	16.1%	1.4%	5.3%	13.9%	0.0%	7.1%
%H (All HH)			100.0%	1.7%	56.9%	56.9%	0.0%	84.5%
%H (TV HH)			100.0%	1.7%	56.9%	56.9%	0.0%	
Other satellite provider	8	8	8	0	5	5	0	7
%V	0.9%	1.0%	2.2%	0.0%	0.8%	2.1%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
DCAB	69	69	2	69	40	40	0	62
%V	7.9%	8.4%	0.6%	100.0%	6.4%	16.9%	0.0%	9.0%
%H (All HH)			2.9%	100.0%	58.0%	58.0%	0.0%	89.9%
%H (TV HH)			2.9%	100.0%	58.0%	58.0%	0.0%	
DTT	627	627	198	40	627	237	390	487
%V	72.2%	75.9%	55.0%	58.0%	100.0%	100.0%	100.0%	70.7%
%H (All HH)		100.0%	31.6%	6.4%	100.0%	37.8%	62.2%	77.7%
%H (TV HH)			31.6%	6.4%	100.0%	37.8%	62.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%H (All HH)		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (TV HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
PVR	531	531	308	56	378	211	167	472
%V	61.2%	64.3%	85.6%	81.2%	60.3%	89.0%	42.8%	68.5%
%H (All HH)		100.0%	58.0%	10.5%	71.2%	39.7%	31.5%	88.9%
%H (TV HH)			58.0%	10.5%	71.2%	39.7%	31.5%	
DVDR	38	38	16	3	32	14	19	32
%V	4.4%	4.6%	4.4%	4.3%	5.1%	5.9%	4.9%	4.6%
%H (All HH)		100.0%	42.1%	7.9%	84.2%	36.8%	50.0%	84.2%
%H (TV HH)			42.1%	7.9%	84.2%	36.8%	50.0%	
VCR	15	15	5	1	13	5	9	8
%V	1.7%	1.8%	1.4%	1.4%	2.1%	2.1%	2.3%	1.2%
%H (All HH)		100.0%	33.3%	6.7%	86.7%	33.3%	60.0%	53.3%
%H (TV HH)			33.3%	6.7%	86.7%	33.3%	60.0%	
Any recorder	550	550	311	56	395	213	182	482
%V	63.4%	66.6%	86.4%	81.2%	63.0%	89.9%	46.7%	70.0%
%H (All HH)		100.0%	56.5%	10.2%	71.8%	38.7%	33.1%	87.6%
%H (TV HH)			56.5%	10.2%	71.8%	38.7%	33.1%	
Receives HDTV (via STB or built-in reception)	451	451	252	55	319	173	145	403
%V	52.0%	54.6%	70.0%	79.7%	50.9%	73.0%	37.2%	58.5%
%H (All HH)		100.0%	55.9%	12.2%	70.7%	38.4%	32.2%	89.4%
%H (TV HH)			55.9%	12.2%	70.7%	38.4%	32.2%	
DVD/Blu-ray player or recorder	690	690	312	61	532	214	318	573
%V	79.5%	83.5%	86.7%	88.4%	84.8%	90.3%	81.5%	83.2%
%H (All HH)		100.0%	45.2%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			45.2%	8.8%	77.1%	31.0%	46.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	826	360	69	627	237	390	689
%V		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%
%H (All HH)			43.6%	8.4%	75.9%	28.7%	47.2%	
%H (TV HH)								
Has broadband internet	689	659	318	62	487	212	275	689
%V	79.4%	79.8%	88.3%	89.9%	77.7%	89.5%	70.5%	100.0%
%H (All HH)		95.6%	46.2%	9.0%	70.7%	30.8%	39.9%	100.0%
%H (TV HH)			48.3%	9.4%	73.9%	32.2%	41.7%	
Number of computers (PCs and laptops)								
0	158	150	38	6	125	22	103	10
%V	18.2%	18.2%	10.6%	8.7%	19.9%	9.3%	26.4%	1.5%
%H (All HH)		94.9%	24.1%	3.8%	79.1%	13.9%	65.2%	6.3%
%H (TV HH)			25.3%	4.0%	83.3%	14.7%	68.7%	
1	249	229	85	20	180	57	122	226
%V	28.7%	27.7%	23.6%	29.0%	28.7%	24.1%	31.3%	32.8%
%H (All HH)		92.0%	34.1%	8.0%	72.3%	22.9%	49.0%	90.8%
%H (TV HH)			37.1%	8.7%	78.6%	24.9%	53.3%	
2	203	198	84	19	146	54	92	197
%V	23.4%	24.0%	23.3%	27.5%	23.3%	22.8%	23.6%	28.6%
%H (All HH)		97.5%	41.4%	9.4%	71.9%	26.6%	45.3%	97.0%
%H (TV HH)			42.4%	9.6%	73.7%	27.3%	46.5%	
3	118	115	68	9	81	42	38	117
%V	13.6%	13.9%	18.9%	13.0%	12.9%	17.7%	9.7%	17.0%
%H (All HH)		97.5%	57.6%	7.6%	68.6%	35.6%	32.2%	99.2%
%H (TV HH)			59.1%	7.8%	70.4%	36.5%	33.0%	
4	72	69	43	7	49	29	19	72
%V	8.3%	8.4%	11.9%	10.1%	7.8%	12.2%	4.9%	10.4%
%H (All HH)		95.8%	59.7%	9.7%	68.1%	40.3%	26.4%	100.0%
%H (TV HH)			62.3%	10.1%	71.0%	42.0%	27.5%	
5+	68	65	43	8	47	32	15	68
%V	7.8%	7.9%	11.9%	11.6%	7.5%	13.5%	3.8%	9.9%
%H (All HH)		95.6%	63.2%	11.8%	69.1%	47.1%	22.1%	100.0%
%H (TV HH)			66.2%	12.3%	72.3%	49.2%	23.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1635	797	147	1277	593	684	1376
%H		48.7%	9.0%	78.1%	36.3%	41.8%	84.2%
Under 20"	305	148	23	249	117	132	257
%V	18.7%	18.6%	15.6%	19.5%	19.7%	19.3%	18.7%
%H		48.5%	7.5%	81.6%	38.4%	43.3%	84.3%
20" - 29"	426	174	33	358	141	217	337
%V	26.1%	21.8%	22.4%	28.0%	23.8%	31.7%	24.5%
%H		40.8%	7.7%	84.0%	33.1%	50.9%	79.1%
30" - 39"	515	242	50	397	174	223	431
%V	31.5%	30.4%	34.0%	31.1%	29.3%	32.6%	31.3%
%H		47.0%	9.7%	77.1%	33.8%	43.3%	83.7%
40" and over	385	233	42	269	161	108	349
%V	23.5%	29.2%	28.6%	21.1%	27.2%	15.8%	25.4%
%H		60.5%	10.9%	69.9%	41.8%	28.1%	90.6%
Don't know	5	0	0	4	0	4	2
%V	0.3%	0.0%	0.0%	0.3%	0.0%	0.6%	0.1%
%H		0.0%	0.0%	80.0%	0.0%	80.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1635	797	147	1277	593	684	1376
%H		48.7%	9.0%	78.1%	36.3%	41.8%	84.2%
Main living room	819	360	69	624	238	385	656
%V	50.1%	45.2%	46.9%	48.9%	40.1%	56.3%	47.7%
%H		44.0%	8.4%	76.2%	29.1%	47.0%	80.1%
Kitchen	123	65	6	103	51	52	104
%V	7.5%	8.2%	4.1%	8.1%	8.6%	7.6%	7.6%
%H		52.8%	4.9%	83.7%	41.5%	42.3%	84.6%
Adult's bedroom	437	230	46	351	190	161	378
%V	26.7%	28.9%	31.3%	27.5%	32.0%	23.5%	27.5%
%H		52.6%	10.5%	80.3%	43.5%	36.8%	86.5%
Child's bedroom	100	52	15	69	38	31	95
%V	6.1%	6.5%	10.2%	5.4%	6.4%	4.5%	6.9%
%H		52.0%	15.0%	69.0%	38.0%	31.0%	95.0%
Other bedroom	41	26	3	36	24	12	40
%V	2.5%	3.3%	2.0%	2.8%	4.0%	1.8%	2.9%
%H		63.4%	7.3%	87.8%	58.5%	29.3%	97.6%
Second living/dining room	68	34	4	59	30	29	58
%V	4.2%	4.3%	2.7%	4.6%	5.1%	4.2%	4.2%
%H		50.0%	5.9%	86.8%	44.1%	42.6%	85.3%
Study/office	18	13	1	14	10	4	18
%V	1.1%	1.6%	0.7%	1.1%	1.7%	0.6%	1.3%
%H		72.2%	5.6%	77.8%	55.6%	22.2%	100.0%
TV room	2	2	0	1	0	0	2
%V	0.1%	0.3%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	0.0%	0.0%	100.0%
Conservatory	15	9	1	13	8	5	13
%V	0.9%	1.1%	0.7%	1.0%	1.3%	0.7%	0.9%
%H		60.0%	6.7%	86.7%	53.3%	33.3%	86.7%
Attic or loft room	2	2	0	2	1	0	2
%V	0.1%	0.3%	0.0%	0.2%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
No specific location	3	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
Other	8	4	1	5	3	2	7
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.3%	0.5%
%H		50.0%	12.5%	62.5%	37.5%	25.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1635	797	147	1277	593	684	1376
%H		48.7%	9.0%	78.1%	36.3%	41.8%	84.2%
PVR	717	456	78	492	307	185	647
%V	43.9%	57.2%	53.1%	38.5%	51.8%	27.0%	47.0%
%H		63.6%	10.9%	68.6%	42.8%	25.8%	90.2%
DVDR	42	18	3	36	16	21	36
%V	2.6%	2.3%	2.0%	2.8%	2.7%	3.1%	2.6%
%H		42.9%	7.1%	85.7%	38.1%	50.0%	85.7%
VCR	16	6	1	14	5	9	9
%V	1.0%	0.8%	0.7%	1.1%	0.8%	1.3%	0.7%
%H		37.5%	6.3%	87.5%	31.3%	56.3%	56.3%
Any recorder	742	460	79	514	310	204	663
%V	45.4%	57.7%	53.7%	40.3%	52.3%	29.8%	48.2%
%H		62.0%	10.6%	69.3%	41.8%	27.5%	89.4%

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	1635	797	147	1277	593	684	1376
%H		48.7%	9.0%	78.1%	36.3%	41.8%	84.2%
Receives HDTV (via STB or built-in reception)	631	371	80	443	260	183	571
%V	38.6%	46.5%	54.4%	34.7%	43.8%	26.8%	41.5%
%H		58.8%	12.7%	70.2%	41.2%	29.0%	90.5%
DVD/Blu-ray player or recorder	988	483	92	784	369	414	842
%V	60.4%	60.6%	62.6%	61.4%	62.2%	60.5%	61.2%
%H		48.9%	9.3%	79.4%	37.3%	41.9%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	360	69	626	237	390	658
%H		43.6%	8.4%	75.9%	28.7%	47.3%	79.8%
Under 20"	21	4	1	17	2	16	14
%V	2.5%	1.1%	1.4%	2.7%	0.8%	4.1%	2.1%
%H		19.0%	4.8%	81.0%	9.5%	76.2%	66.7%
20" - 29"	153	43	5	127	26	102	97
%V	18.5%	11.9%	7.2%	20.3%	11.0%	26.2%	14.7%
%H		28.1%	3.3%	83.0%	17.0%	66.7%	63.4%
30" - 39"	334	126	29	265	87	178	264
%V	40.5%	35.0%	42.0%	42.3%	36.7%	45.6%	40.1%
%H		37.7%	8.7%	79.3%	26.0%	53.3%	79.0%
40" and over	315	186	34	216	123	94	283
%V	38.2%	51.7%	49.3%	34.5%	51.9%	24.1%	43.0%
%H		59.0%	10.8%	68.6%	39.0%	29.8%	89.8%
Don't know	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	360	69	626	237	390	658
%H		43.6%	8.4%	75.9%	28.7%	47.3%	79.8%
PVR	523	305	56	370	209	162	464
%V	63.4%	84.7%	81.2%	59.1%	88.2%	41.5%	70.5%
%H		58.3%	10.7%	70.7%	40.0%	31.0%	88.7%
DVDR	34	14	2	29	12	18	28
%V	4.1%	3.9%	2.9%	4.6%	5.1%	4.6%	4.3%
%H		41.2%	5.9%	85.3%	35.3%	52.9%	82.4%
VCR	13	5	1	11	4	7	7
%V	1.6%	1.4%	1.4%	1.8%	1.7%	1.8%	1.1%
%H		38.5%	7.7%	84.6%	30.8%	53.8%	53.8%
Any recorder	541	308	56	387	210	177	474
%V	65.6%	85.6%	81.2%	61.8%	88.6%	45.4%	72.0%
%H		56.9%	10.4%	71.5%	38.8%	32.7%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	360	69	626	237	390	658
%H		43.6%	8.4%	75.9%	28.7%	47.3%	79.8%
Receives HDTV (via STB or built-in reception)	440	247	54	309	169	140	393
%V	53.3%	68.6%	78.3%	49.4%	71.3%	35.9%	59.7%
%H		56.1%	12.3%	70.2%	38.4%	31.8%	89.3%
DVD/Blu-ray player or recorder	652	297	57	501	203	298	541
%V	79.0%	82.5%	82.6%	80.0%	85.7%	76.4%	82.2%
%H		45.6%	8.7%	76.8%	31.1%	45.7%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	438	78	651	356	294	718
%H		54.0%	9.6%	80.3%	43.9%	36.3%	88.5%
Under 20"	283	144	22	232	115	116	243
%V	34.9%	32.9%	28.2%	35.6%	32.3%	39.5%	33.8%
%H		50.9%	7.8%	82.0%	40.6%	41.0%	85.9%
20" - 29"	273	131	27	231	116	115	239
%V	33.7%	29.9%	34.6%	35.5%	32.6%	39.1%	33.3%
%H		48.0%	9.9%	84.6%	42.5%	42.1%	87.5%
30" - 39"	180	116	21	132	87	45	168
%V	22.2%	26.5%	26.9%	20.3%	24.4%	15.3%	23.4%
%H		64.4%	11.7%	73.3%	48.3%	25.0%	93.3%
40" and over	70	47	8	52	38	14	66
%V	8.6%	10.7%	10.3%	8.0%	10.7%	4.8%	9.2%
%H		67.1%	11.4%	74.3%	54.3%	20.0%	94.3%
Don't know	4	0	0	3	0	3	2
%V	0.5%	0.0%	0.0%	0.5%	0.0%	1.0%	0.3%
%H		0.0%	0.0%	75.0%	0.0%	75.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	438	78	651	356	294	718
%H		54.0%	9.6%	80.3%	43.9%	36.3%	88.5%
PVR	194	151	22	121	98	23	183
%V	23.9%	34.5%	28.2%	18.6%	27.5%	7.8%	25.5%
%H		77.8%	11.3%	62.4%	50.5%	11.9%	94.3%
DVDR	8	4	1	7	4	3	8
%V	1.0%	0.9%	1.3%	1.1%	1.1%	1.0%	1.1%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	100.0%
VCR	3	1	1	3	1	2	2
%V	0.4%	0.2%	1.3%	0.5%	0.3%	0.7%	0.3%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	66.7%
Any recorder	200	152	23	127	100	27	188
%V	24.7%	34.7%	29.5%	19.5%	28.1%	9.2%	26.2%
%H		76.0%	11.5%	63.5%	50.0%	13.5%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	438	78	651	356	294	718
%H		54.0%	9.6%	80.3%	43.9%	36.3%	88.5%
Receives HDTV (via STB or built-in reception)	192	124	27	134	91	43	178
%V	23.7%	28.3%	34.6%	20.6%	25.6%	14.6%	24.8%
%H		64.6%	14.1%	69.8%	47.4%	22.4%	92.7%
DVD/Blu-ray player or recorder	336	186	35	282	166	116	301
%V	41.4%	42.5%	44.9%	43.3%	46.6%	39.5%	41.9%
%H		55.4%	10.4%	83.9%	49.4%	34.5%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1952	1870	910	171	1371	599	772	1695
%H		95.8%	46.6%	8.8%	70.2%	30.7%	39.5%	86.8%
Total Children	348	337	182	36	220	107	113	333
%V	17.8%	18.0%	20.0%	21.1%	16.0%	17.9%	14.6%	19.6%
%H		96.8%	52.3%	10.3%	63.2%	30.7%	32.5%	95.7%
0 - 3	95	93	49	9	58	24	33	89
%V	4.9%	5.0%	5.4%	5.3%	4.2%	4.0%	4.3%	5.3%
%H		97.9%	51.6%	9.5%	61.1%	25.3%	34.7%	93.7%
4 - 15	253	244	133	27	162	82	80	244
%V	13.0%	13.0%	14.6%	15.8%	11.8%	13.7%	10.4%	14.4%
%H		96.4%	52.6%	10.7%	64.0%	32.4%	31.6%	96.4%
4 - 9	128	123	68	14	80	41	39	122
%V	6.6%	6.6%	7.5%	8.2%	5.8%	6.8%	5.1%	7.2%
%H		96.1%	53.1%	10.9%	62.5%	32.0%	30.5%	95.3%
10 - 15	125	122	65	14	82	41	41	122
%V	6.4%	6.5%	7.1%	8.2%	6.0%	6.8%	5.3%	7.2%
%H		97.6%	52.0%	11.2%	65.6%	32.8%	32.8%	97.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1952	1870	910	171	1371	599	772	1695
%H		95.8%	46.6%	8.8%	70.2%	30.7%	39.5%	86.8%
Total Adults (16+)	1604	1533	729	135	1151	492	658	1362
%V	82.2%	82.0%	80.1%	78.9%	84.0%	82.1%	85.2%	80.4%
%H		95.6%	45.4%	8.4%	71.8%	30.7%	41.0%	84.9%
16 - 19	81	76	40	10	57	31	26	77
%V	4.1%	4.1%	4.4%	5.8%	4.2%	5.2%	3.4%	4.5%
%H		93.8%	49.4%	12.3%	70.4%	38.3%	32.1%	95.1%
20 - 24	112	103	50	9	76	34	42	104
%V	5.7%	5.5%	5.5%	5.3%	5.5%	5.7%	5.4%	6.1%
%H		92.0%	44.6%	8.0%	67.9%	30.4%	37.5%	92.9%
25 - 34	210	193	100	20	127	59	68	196
%V	10.8%	10.3%	11.0%	11.7%	9.3%	9.8%	8.8%	11.6%
%H		91.9%	47.6%	9.5%	60.5%	28.1%	32.4%	93.3%
35 - 44	246	235	118	30	161	75	86	229
%V	12.6%	12.6%	13.0%	17.5%	11.7%	12.5%	11.1%	13.5%
%H		95.5%	48.0%	12.2%	65.4%	30.5%	35.0%	93.1%
45 - 54	257	244	128	25	179	92	87	238
%V	13.2%	13.0%	14.1%	14.6%	13.1%	15.4%	11.3%	14.0%
%H		94.9%	49.8%	9.7%	69.6%	35.8%	33.9%	92.6%
55 - 64	252	245	123	18	187	83	104	230
%V	12.9%	13.1%	13.5%	10.5%	13.6%	13.9%	13.5%	13.6%
%H		97.2%	48.8%	7.1%	74.2%	32.9%	41.3%	91.3%
65+	445	436	169	23	363	118	245	288
%V	22.8%	23.3%	18.6%	13.5%	26.5%	19.7%	31.7%	17.0%
%H		98.0%	38.0%	5.2%	81.6%	26.5%	55.1%	64.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1604	1533	729	135	1151	492	658	1362
%H		95.6%	45.4%	8.4%	71.8%	30.7%	41.0%	84.9%
AB	477	462	231	29	340	140	200	445
%V	29.7%	30.1%	31.7%	21.5%	29.5%	28.5%	30.4%	32.7%
%H		96.9%	48.4%	6.1%	71.3%	29.4%	41.9%	93.3%
C1	440	415	194	44	314	139	175	385
%V	27.4%	27.1%	26.6%	32.6%	27.3%	28.3%	26.6%	28.3%
%H		94.3%	44.1%	10.0%	71.4%	31.6%	39.8%	87.5%
C2	388	374	193	30	288	140	148	326
%V	24.2%	24.4%	26.5%	22.2%	25.0%	28.5%	22.5%	23.9%
%H		96.4%	49.7%	7.7%	74.2%	36.1%	38.1%	84.0%
D	196	183	75	20	132	46	85	144
%V	12.2%	11.9%	10.3%	14.8%	11.5%	9.3%	12.9%	10.6%
%H		93.4%	38.3%	10.2%	67.3%	23.5%	43.4%	73.5%
E	103	99	36	11	77	27	50	63
%V	6.4%	6.5%	4.9%	8.1%	6.7%	5.5%	7.6%	4.6%
%H		96.1%	35.0%	10.7%	74.8%	26.2%	48.5%	61.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1604	1533	729	135	1151	492	658	1362
%H		95.6%	45.4%	8.4%	71.8%	30.7%	41.0%	84.9%
Working full time	664	636	337	62	452	222	230	627
%V	41.4%	41.5%	46.2%	45.9%	39.3%	45.1%	35.0%	46.0%
%H		95.8%	50.8%	9.3%	68.1%	33.4%	34.6%	94.4%
Working part time	206	192	91	19	142	63	80	190
%V	12.8%	12.5%	12.5%	14.1%	12.3%	12.8%	12.2%	14.0%
%H		93.2%	44.2%	9.2%	68.9%	30.6%	38.8%	92.2%
Not working	733	706	300	54	556	208	348	546
%V	45.7%	46.1%	41.2%	40.0%	48.3%	42.3%	52.9%	40.1%
%H		96.3%	40.9%	7.4%	75.9%	28.4%	47.5%	74.5%
Housewife/Houseperson	868	826	360	69	627	237	390	689
%V	54.1%	53.9%	49.4%	51.1%	54.5%	48.2%	59.3%	50.6%
%H		95.2%	41.5%	7.9%	72.2%	27.3%	44.9%	79.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	739	365	66	547	245	302	666
%H		95.2%	47.0%	8.5%	70.5%	31.6%	38.9%	85.8%
16 - 19	43	41	21	6	30	17	14	41
%V	5.5%	5.5%	5.8%	9.1%	5.5%	6.9%	4.6%	6.2%
%H		95.3%	48.8%	14.0%	69.8%	39.5%	32.6%	95.3%
20 - 24	59	54	26	5	40	18	22	57
%V	7.6%	7.3%	7.1%	7.6%	7.3%	7.3%	7.3%	8.6%
%H		91.5%	44.1%	8.5%	67.8%	30.5%	37.3%	96.6%
25 - 34	103	93	52	9	61	30	31	96
%V	13.3%	12.6%	14.2%	13.6%	11.2%	12.2%	10.3%	14.4%
%H		90.3%	50.5%	8.7%	59.2%	29.1%	30.1%	93.2%
35 - 44	120	113	54	14	77	33	44	109
%V	15.5%	15.3%	14.8%	21.2%	14.1%	13.5%	14.6%	16.4%
%H		94.2%	45.0%	11.7%	64.2%	27.5%	36.7%	90.8%
45 - 54	130	124	66	13	88	46	42	117
%V	16.8%	16.8%	18.1%	19.7%	16.1%	18.8%	13.9%	17.6%
%H		95.4%	50.8%	10.0%	67.7%	35.4%	32.3%	90.0%
55 - 64	112	109	57	8	84	39	45	102
%V	14.4%	14.7%	15.6%	12.1%	15.4%	15.9%	14.9%	15.3%
%H		97.3%	50.9%	7.1%	75.0%	34.8%	40.2%	91.1%
65+	210	205	89	11	166	62	105	144
%V	27.1%	27.7%	24.4%	16.7%	30.3%	25.3%	34.8%	21.6%
%H		97.6%	42.4%	5.2%	79.0%	29.5%	50.0%	68.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	739	365	66	547	245	302	666
%H		95.2%	47.0%	8.5%	70.5%	31.6%	38.9%	85.8%
AB	245	237	120	16	174	74	100	229
%V	31.6%	32.1%	32.9%	24.2%	31.8%	30.2%	33.1%	34.4%
%H		96.7%	49.0%	6.5%	71.0%	30.2%	40.8%	93.5%
C1	197	186	94	21	137	66	70	174
%V	25.4%	25.2%	25.8%	31.8%	25.0%	26.9%	23.2%	26.1%
%H		94.4%	47.7%	10.7%	69.5%	33.5%	35.5%	88.3%
C2	206	199	102	15	152	74	78	172
%V	26.5%	26.9%	27.9%	22.7%	27.8%	30.2%	25.8%	25.8%
%H		96.6%	49.5%	7.3%	73.8%	35.9%	37.9%	83.5%
D	89	80	33	10	55	20	36	66
%V	11.5%	10.8%	9.0%	15.2%	10.1%	8.2%	11.9%	9.9%
%H		89.9%	37.1%	11.2%	61.8%	22.5%	40.4%	74.2%
E	39	38	16	4	28	11	18	25
%V	5.0%	5.1%	4.4%	6.1%	5.1%	4.5%	6.0%	3.8%
%H		97.4%	41.0%	10.3%	71.8%	28.2%	46.2%	64.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	739	365	66	547	245	302	666
%H		95.2%	47.0%	8.5%	70.5%	31.6%	38.9%	85.8%
Working full time	414	398	213	39	281	138	143	389
%V	53.4%	53.9%	58.4%	59.1%	51.4%	56.3%	47.4%	58.4%
%H		96.1%	51.4%	9.4%	67.9%	33.3%	34.5%	94.0%
Working part time	50	43	21	4	32	15	17	44
%V	6.4%	5.8%	5.8%	6.1%	5.9%	6.1%	5.6%	6.6%
%H		86.0%	42.0%	8.0%	64.0%	30.0%	34.0%	88.0%
Not working	313	298	131	24	234	91	143	233
%V	40.3%	40.3%	35.9%	36.4%	42.8%	37.1%	47.4%	35.0%
%H		95.2%	41.9%	7.7%	74.8%	29.1%	45.7%	74.4%
Housewife/Houseperson	193	179	76	12	138	48	90	134
%V	24.9%	24.2%	20.8%	18.2%	25.2%	19.6%	29.8%	20.1%
%H		92.7%	39.4%	6.2%	71.5%	24.9%	46.6%	69.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	794	364	69	604	248	356	696
%H		96.0%	44.0%	8.3%	73.0%	30.0%	43.0%	84.2%
16 - 19	38	36	19	4	27	14	13	36
%V	4.6%	4.5%	5.2%	5.8%	4.5%	5.6%	3.7%	5.2%
%H		94.7%	50.0%	10.5%	71.1%	36.8%	34.2%	94.7%
20 - 24	53	49	24	5	36	16	20	47
%V	6.4%	6.2%	6.6%	7.2%	6.0%	6.5%	5.6%	6.8%
%H		92.5%	45.3%	9.4%	67.9%	30.2%	37.7%	88.7%
25 - 34	107	100	48	11	66	29	37	100
%V	12.9%	12.6%	13.2%	15.9%	10.9%	11.7%	10.4%	14.4%
%H		93.5%	44.9%	10.3%	61.7%	27.1%	34.6%	93.5%
35 - 44	126	122	64	16	84	42	42	120
%V	15.2%	15.4%	17.6%	23.2%	13.9%	16.9%	11.8%	17.2%
%H		96.8%	50.8%	12.7%	66.7%	33.3%	33.3%	95.2%
45 - 54	127	121	63	12	91	46	45	120
%V	15.4%	15.2%	17.3%	17.4%	15.1%	18.5%	12.6%	17.2%
%H		95.3%	49.6%	9.4%	71.7%	36.2%	35.4%	94.5%
55 - 64	140	136	66	10	103	43	60	129
%V	16.9%	17.1%	18.1%	14.5%	17.1%	17.3%	16.9%	18.5%
%H		97.1%	47.1%	7.1%	73.6%	30.7%	42.9%	92.1%
65+	236	231	80	12	197	57	140	143
%V	28.5%	29.1%	22.0%	17.4%	32.6%	23.0%	39.3%	20.5%
%H		97.9%	33.9%	5.1%	83.5%	24.2%	59.3%	60.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	794	364	69	604	248	356	696
%H		96.0%	44.0%	8.3%	73.0%	30.0%	43.0%	84.2%
AB	232	225	110	14	166	67	100	216
%V	28.1%	28.3%	30.2%	20.3%	27.5%	27.0%	28.1%	31.0%
%H		97.0%	47.4%	6.0%	71.6%	28.9%	43.1%	93.1%
C1	242	230	101	23	177	73	105	210
%V	29.3%	29.0%	27.7%	33.3%	29.3%	29.4%	29.5%	30.2%
%H		95.0%	41.7%	9.5%	73.1%	30.2%	43.4%	86.8%
C2	182	176	91	15	136	66	69	154
%V	22.0%	22.2%	25.0%	21.7%	22.5%	26.6%	19.4%	22.1%
%H		96.7%	50.0%	8.2%	74.7%	36.3%	37.9%	84.6%
D	108	103	41	10	76	27	50	78
%V	13.1%	13.0%	11.3%	14.5%	12.6%	10.9%	14.0%	11.2%
%H		95.4%	38.0%	9.3%	70.4%	25.0%	46.3%	72.2%
E	64	61	20	7	48	16	33	38
%V	7.7%	7.7%	5.5%	10.1%	7.9%	6.5%	9.3%	5.5%
%H		95.3%	31.3%	10.9%	75.0%	25.0%	51.6%	59.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	794	364	69	604	248	356	696
%H		96.0%	44.0%	8.3%	73.0%	30.0%	43.0%	84.2%
Working full time	251	238	124	24	171	83	87	238
%V	30.4%	30.0%	34.1%	34.8%	28.3%	33.5%	24.4%	34.2%
%H		94.8%	49.4%	9.6%	68.1%	33.1%	34.7%	94.8%
Working part time	157	149	70	15	111	48	63	145
%V	19.0%	18.8%	19.2%	21.7%	18.4%	19.4%	17.7%	20.8%
%H		94.9%	44.6%	9.6%	70.7%	30.6%	40.1%	92.4%
Not working	420	407	170	30	322	117	205	313
%V	50.8%	51.3%	46.7%	43.5%	53.3%	47.2%	57.6%	45.0%
%H		96.9%	40.5%	7.1%	76.7%	27.9%	48.8%	74.5%
Housewife/Houseperson	675	647	284	58	489	189	300	556
%V	81.6%	81.5%	78.0%	84.1%	81.0%	76.2%	84.3%	79.9%
%H		95.9%	42.1%	8.6%	72.4%	28.0%	44.4%	82.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
AB	692	659	278	113	476	210	266	644
%V	33.1%	33.1%	34.5%	34.9%	32.7%	34.9%	31.2%	37.3%
%H (All HH)		95.2%	40.2%	16.3%	68.8%	30.3%	38.4%	93.1%
%H (TV HH)			42.2%	17.1%	72.2%	31.9%	40.4%	
C1	646	609	247	102	460	198	262	546
%V	30.9%	30.6%	30.6%	31.5%	31.6%	32.9%	30.7%	31.7%
%H (All HH)		94.3%	38.2%	15.8%	71.2%	30.7%	40.6%	84.5%
%H (TV HH)			40.6%	16.7%	75.5%	32.5%	43.0%	
C2	387	378	177	63	269	129	140	329
%V	18.5%	19.0%	22.0%	19.4%	18.5%	21.5%	16.4%	19.1%
%H (All HH)		97.7%	45.7%	16.3%	69.5%	33.3%	36.2%	85.0%
%H (TV HH)			46.8%	16.7%	71.2%	34.1%	37.0%	
D	221	211	72	34	142	40	101	138
%V	10.6%	10.6%	8.9%	10.5%	9.8%	6.7%	11.8%	8.0%
%H (All HH)		95.5%	32.6%	15.4%	64.3%	18.1%	45.7%	62.4%
%H (TV HH)			34.1%	16.1%	67.3%	19.0%	47.9%	
E	144	131	33	13	107	24	84	67
%V	6.9%	6.6%	4.1%	4.0%	7.4%	4.0%	9.8%	3.9%
%H (All HH)		91.0%	22.9%	9.0%	74.3%	16.7%	58.3%	46.5%
%H (TV HH)			25.2%	9.9%	81.7%	18.3%	64.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
Under 25	75	65	18	7	47	10	37	70
%V	3.6%	3.3%	2.2%	2.2%	3.2%	1.7%	4.3%	4.1%
%H (All HH)		86.7%	24.0%	9.3%	62.7%	13.3%	49.3%	93.3%
%H (TV HH)			27.7%	10.8%	72.3%	15.4%	56.9%	
25 - 34	295	267	131	53	161	83	79	279
%V	14.1%	13.4%	16.3%	16.4%	11.1%	13.8%	9.3%	16.2%
%H (All HH)		90.5%	44.4%	18.0%	54.6%	28.1%	26.8%	94.6%
%H (TV HH)			49.1%	19.9%	60.3%	31.1%	29.6%	
35 - 44	354	340	173	64	217	111	106	336
%V	16.9%	17.1%	21.5%	19.8%	14.9%	18.5%	12.4%	19.5%
%H (All HH)		96.0%	48.9%	18.1%	61.3%	31.4%	29.9%	94.9%
%H (TV HH)			50.9%	18.8%	63.8%	32.6%	31.2%	
45 - 54	398	380	183	68	273	143	130	366
%V	19.0%	19.1%	22.7%	21.0%	18.8%	23.8%	15.2%	21.2%
%H (All HH)		95.5%	46.0%	17.1%	68.6%	35.9%	32.7%	92.0%
%H (TV HH)			48.2%	17.9%	71.8%	37.6%	34.2%	
55 - 64	357	344	129	66	258	111	148	304
%V	17.1%	17.3%	16.0%	20.4%	17.7%	18.5%	17.4%	17.6%
%H (All HH)		96.4%	36.1%	18.5%	72.3%	31.1%	41.5%	85.2%
%H (TV HH)			37.5%	19.2%	75.0%	32.3%	43.0%	
65 +	612	592	172	64	498	144	354	370
%V	29.3%	29.8%	21.3%	19.8%	34.3%	24.0%	41.5%	21.4%
%H (All HH)		96.7%	28.1%	10.5%	81.4%	23.5%	57.8%	60.5%
%H (TV HH)			29.1%	10.8%	84.1%	24.3%	59.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
1	616	575	158	67	440	92	348	367
%V	29.5%	28.9%	19.6%	20.7%	30.3%	15.3%	40.8%	21.3%
%H (All HH)		93.3%	25.6%	10.9%	71.4%	14.9%	56.5%	59.6%
%H (TV HH)			27.5%	11.7%	76.5%	16.0%	60.5%	
2	741	705	283	112	539	232	307	648
%V	35.4%	35.5%	35.1%	34.6%	37.1%	38.6%	36.0%	37.6%
%H (All HH)		95.1%	38.2%	15.1%	72.7%	31.3%	41.4%	87.4%
%H (TV HH)			40.1%	15.9%	76.5%	32.9%	43.5%	
3	303	292	147	54	197	109	88	288
%V	14.5%	14.7%	18.2%	16.7%	13.5%	18.1%	10.3%	16.7%
%H (All HH)		96.4%	48.5%	17.8%	65.0%	36.0%	29.0%	95.0%
%H (TV HH)			50.3%	18.5%	67.5%	37.3%	30.1%	
4	281	270	142	64	174	107	67	275
%V	13.4%	13.6%	17.6%	19.8%	12.0%	17.8%	7.9%	15.9%
%H (All HH)		96.1%	50.5%	22.8%	61.9%	38.1%	23.8%	97.9%
%H (TV HH)			52.6%	23.7%	64.4%	39.6%	24.8%	
5+	151	146	76	26	104	61	43	148
%V	7.2%	7.3%	9.4%	8.0%	7.2%	10.1%	5.0%	8.6%
%H (All HH)		96.7%	50.3%	17.2%	68.9%	40.4%	28.5%	98.0%
%H (TV HH)			52.1%	17.8%	71.2%	41.8%	29.5%	
Average HH size	2.36	2.37	2.66	2.62	2.31	2.72	2.02	2.56

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South
Household level data
Table 7.4: Presence of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
Without	1569	1485	530	229	1122	408	714	1223
%V	75.0%	74.7%	65.8%	70.7%	77.2%	67.9%	83.7%	70.9%
%H (All HH)		94.6%	33.8%	14.6%	71.5%	26.0%	45.5%	77.9%
%H (TV HH)			35.7%	15.4%	75.6%	27.5%	48.1%	
With	521	504	276	94	332	193	139	503
%V	24.9%	25.4%	34.2%	29.0%	22.8%	32.1%	16.3%	29.2%
%H (All HH)		96.7%	53.0%	18.0%	63.7%	37.0%	26.7%	96.5%
%H (TV HH)			54.8%	18.7%	65.9%	38.3%	27.6%	
0 - 3	203	196	105	34	124	67	56	194
%V	9.7%	9.9%	13.0%	10.5%	8.5%	11.1%	6.6%	11.2%
%H (All HH)		96.6%	51.7%	16.7%	61.1%	33.0%	27.6%	95.6%
%H (TV HH)			53.6%	17.3%	63.3%	34.2%	28.6%	
4 - 9	258	252	146	39	165	96	69	248
%V	12.3%	12.7%	18.1%	12.0%	11.3%	16.0%	8.1%	14.4%
%H (All HH)		97.7%	56.6%	15.1%	64.0%	37.2%	26.7%	96.1%
%H (TV HH)			57.9%	15.5%	65.5%	38.1%	27.4%	
10 - 15	225	218	119	46	150	93	57	219
%V	10.8%	11.0%	14.8%	14.2%	10.3%	15.5%	6.7%	12.7%
%H (All HH)		96.9%	52.9%	20.4%	66.7%	41.3%	25.3%	97.3%
%H (TV HH)			54.6%	21.1%	68.8%	42.7%	26.1%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
1	798	798	253	118	525	108	416	589
%V	38.2%	40.1%	31.4%	36.4%	36.1%	18.0%	48.8%	34.1%
%H (All HH)		100.0%	31.7%	14.8%	65.8%	13.5%	52.1%	73.8%
%H (TV HH)			31.7%	14.8%	65.8%	13.5%	52.1%	
2	688	688	284	116	516	230	286	577
%V	32.9%	34.6%	35.2%	35.8%	35.5%	38.3%	33.5%	33.4%
%H (All HH)		100.0%	41.3%	16.9%	75.0%	33.4%	41.6%	83.9%
%H (TV HH)			41.3%	16.9%	75.0%	33.4%	41.6%	
3	325	325	165	49	266	151	114	305
%V	15.5%	16.3%	20.5%	15.1%	18.3%	25.1%	13.4%	17.7%
%H (All HH)		100.0%	50.8%	15.1%	81.8%	46.5%	35.1%	93.8%
%H (TV HH)			50.8%	15.1%	81.8%	46.5%	35.1%	
4	117	117	69	27	99	75	23	115
%V	5.6%	5.9%	8.6%	8.3%	6.8%	12.5%	2.7%	6.7%
%H (All HH)		100.0%	59.0%	23.1%	84.6%	64.1%	19.7%	98.3%
%H (TV HH)			59.0%	23.1%	84.6%	64.1%	19.7%	
5+	61	61	35	14	49	36	13	59
%V	2.9%	3.1%	4.3%	4.3%	3.4%	6.0%	1.5%	3.4%
%H (All HH)		100.0%	57.4%	23.0%	80.3%	59.0%	21.3%	96.7%
%H (TV HH)			57.4%	23.0%	80.3%	59.0%	21.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South
Household level data
Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
Under 20"	521	521	213	76	444	212	232	444
%V	24.9%	26.2%	26.4%	23.5%	30.5%	35.3%	27.2%	25.7%
%H (All HH)		100.0%	40.9%	14.6%	85.2%	40.7%	44.5%	85.2%
%H (TV HH)			40.9%	14.6%	85.2%	40.7%	44.5%	
20" - 29"	773	773	302	123	616	264	352	626
%V	37.0%	38.9%	37.5%	38.0%	42.4%	43.9%	41.3%	36.3%
%H (All HH)		100.0%	39.1%	15.9%	79.7%	34.2%	45.5%	81.0%
%H (TV HH)			39.1%	15.9%	79.7%	34.2%	45.5%	
30" - 39"	1069	1069	445	184	784	345	439	902
%V	51.1%	53.8%	55.2%	56.8%	53.9%	57.4%	51.5%	52.3%
%H (All HH)		100.0%	41.6%	17.2%	73.3%	32.3%	41.1%	84.4%
%H (TV HH)			41.6%	17.2%	73.3%	32.3%	41.1%	
40" and over	831	831	434	154	575	331	244	771
%V	39.7%	41.8%	53.8%	47.5%	39.5%	55.1%	28.6%	44.7%
%H (All HH)		100.0%	52.2%	18.5%	69.2%	39.8%	29.4%	92.8%
%H (TV HH)			52.2%	18.5%	69.2%	39.8%	29.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
Main living room	1959	1959	800	319	1435	597	838	1621
%V	93.7%	98.5%	99.3%	98.5%	98.7%	99.3%	98.2%	94.0%
%H (All HH)		100.0%	40.8%	16.3%	73.3%	30.5%	42.8%	82.7%
%H (TV HH)			40.8%	16.3%	73.3%	30.5%	42.8%	
Kitchen	267	267	124	38	232	125	108	241
%V	12.8%	13.4%	15.4%	11.7%	16.0%	20.8%	12.7%	14.0%
%H (All HH)		100.0%	46.4%	14.2%	86.9%	46.8%	40.4%	90.3%
%H (TV HH)			46.4%	14.2%	86.9%	46.8%	40.4%	
Adult's bedroom	873	873	418	157	686	383	304	775
%V	41.8%	43.9%	51.9%	48.5%	47.2%	63.7%	35.6%	44.9%
%H (All HH)		100.0%	47.9%	18.0%	78.6%	43.9%	34.8%	88.8%
%H (TV HH)			47.9%	18.0%	78.6%	43.9%	34.8%	
Child's bedroom	167	167	98	31	129	87	42	159
%V	8.0%	8.4%	12.2%	9.6%	8.9%	14.5%	4.9%	9.2%
%H (All HH)		100.0%	58.7%	18.6%	77.2%	52.1%	25.1%	95.2%
%H (TV HH)			58.7%	18.6%	77.2%	52.1%	25.1%	
Other bedroom	88	88	42	20	65	39	27	83
%V	4.2%	4.4%	5.2%	6.2%	4.5%	6.5%	3.2%	4.8%
%H (All HH)		100.0%	47.7%	22.7%	73.9%	44.3%	30.7%	94.3%
%H (TV HH)			47.7%	22.7%	73.9%	44.3%	30.7%	
Second living/dining room	183	183	92	32	140	82	59	172
%V	8.8%	9.2%	11.4%	9.9%	9.6%	13.6%	6.9%	10.0%
%H (All HH)		100.0%	50.3%	17.5%	76.5%	44.8%	32.2%	94.0%
%H (TV HH)			50.3%	17.5%	76.5%	44.8%	32.2%	
Study/office	56	56	26	9	45	24	21	53
%V	2.7%	2.8%	3.2%	2.8%	3.1%	4.0%	2.5%	3.1%
%H (All HH)		100.0%	46.4%	16.1%	80.4%	42.9%	37.5%	94.6%
%H (TV HH)			46.4%	16.1%	80.4%	42.9%	37.5%	
TV room	22	22	10	6	14	8	6	20
%V	1.1%	1.1%	1.2%	1.9%	1.0%	1.3%	0.7%	1.2%
%H (All HH)		100.0%	45.5%	27.3%	63.6%	36.4%	27.3%	90.9%
%H (TV HH)			45.5%	27.3%	63.6%	36.4%	27.3%	
Conservatory	41	41	22	5	34	21	14	37
%V	2.0%	2.1%	2.7%	1.5%	2.3%	3.5%	1.6%	2.1%
%H (All HH)		100.0%	53.7%	12.2%	82.9%	51.2%	34.1%	90.2%
%H (TV HH)			53.7%	12.2%	82.9%	51.2%	34.1%	
Attic or loft room	3	3	2	1	3	3	1	3
%V	0.1%	0.2%	0.2%	0.3%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	100.0%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	100.0%	33.3%	
No specific location	2	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.1%	0.3%	0.1%	0.3%	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%	
Other	22	22	12	3	15	7	7	22
%V	1.1%	1.1%	1.5%	0.9%	1.0%	1.2%	0.8%	1.3%
%H (All HH)		100.0%	54.5%	13.6%	68.2%	31.8%	31.8%	100.0%
%H (TV HH)			54.5%	13.6%	68.2%	31.8%	31.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
Any DSAT provider	806	806	806	12	455	455	0	738
%V	38.5%	40.5%	100.0%	3.7%	31.3%	75.7%	0.0%	42.8%
%H (All HH)			100.0%	1.5%	56.5%	56.5%	0.0%	91.6%
%H (TV HH)			100.0%	1.5%	56.5%	56.5%	0.0%	
Sky with subcription	665	665	665	5	377	377	0	617
%V	31.8%	33.5%	82.5%	1.5%	25.9%	62.7%	0.0%	35.8%
%H (All HH)			100.0%	0.8%	56.7%	56.7%	0.0%	92.8%
%H (TV HH)			100.0%	0.8%	56.7%	56.7%	0.0%	
Sky without subscription	35	35	35	2	21	21	0	31
%V	1.7%	1.8%	4.3%	0.6%	1.4%	3.5%	0.0%	1.8%
%H (All HH)			100.0%	5.7%	60.0%	60.0%	0.0%	88.6%
%H (TV HH)			100.0%	5.7%	60.0%	60.0%	0.0%	
Freesat	120	120	120	5	70	70	0	102
%V	5.7%	6.0%	14.9%	1.5%	4.8%	11.6%	0.0%	5.9%
%H (All HH)			100.0%	4.2%	58.3%	58.3%	0.0%	85.0%
%H (TV HH)			100.0%	4.2%	58.3%	58.3%	0.0%	
Other satellite provider	19	19	19	2	10	10	0	17
%V	0.9%	1.0%	2.4%	0.6%	0.7%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	10.5%	52.6%	52.6%	0.0%	89.5%
%H (TV HH)			100.0%	10.5%	52.6%	52.6%	0.0%	
DCAB	324	324	12	324	151	151	0	300
%V	15.5%	16.3%	1.5%	100.0%	10.4%	25.1%	0.0%	17.4%
%H (All HH)			3.7%	100.0%	46.6%	46.6%	0.0%	92.6%
%H (TV HH)			3.7%	100.0%	46.6%	46.6%	0.0%	
DTT	1454	1454	455	151	1454	601	853	1165
%V	69.5%	73.1%	56.5%	46.6%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	31.3%	10.4%	100.0%	41.3%	58.7%	80.1%
%H (TV HH)			31.3%	10.4%	100.0%	41.3%	58.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%H (All HH)		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (TV HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
PVR	1243	1243	690	251	828	514	314	1142
%V	59.4%	62.5%	85.6%	77.5%	56.9%	85.5%	36.8%	66.2%
%H (All HH)		100.0%	55.5%	20.2%	66.6%	41.4%	25.3%	91.9%
%H (TV HH)			55.5%	20.2%	66.6%	41.4%	25.3%	
DVDR	115	115	39	18	93	34	59	96
%V	5.5%	5.8%	4.8%	5.6%	6.4%	5.7%	6.9%	5.6%
%H (All HH)		100.0%	33.9%	15.7%	80.9%	29.6%	51.3%	83.5%
%H (TV HH)			33.9%	15.7%	80.9%	29.6%	51.3%	
VCR	57	57	17	7	45	12	33	39
%V	2.7%	2.9%	2.1%	2.2%	3.1%	2.0%	3.9%	2.3%
%H (All HH)		100.0%	29.8%	12.3%	78.9%	21.1%	57.9%	68.4%
%H (TV HH)			29.8%	12.3%	78.9%	21.1%	57.9%	
Any recorder	1312	1312	699	257	887	519	368	1188
%V	62.7%	66.0%	86.7%	79.3%	61.0%	86.4%	43.1%	68.9%
%H (All HH)		100.0%	53.3%	19.6%	67.6%	39.6%	28.0%	90.5%
%H (TV HH)			53.3%	19.6%	67.6%	39.6%	28.0%	
Receives HDTV (via STB or built-in reception)	1119	1119	580	241	757	448	308	1026
%V	53.5%	56.3%	72.0%	74.4%	52.1%	74.5%	36.1%	59.5%
%H (All HH)		100.0%	51.8%	21.5%	67.6%	40.0%	27.5%	91.7%
%H (TV HH)			51.8%	21.5%	67.6%	40.0%	27.5%	
DVD/Blu-ray player or recorder	1547	1547	669	263	1140	519	621	1343
%V	74.0%	77.8%	83.0%	81.2%	78.4%	86.4%	72.8%	77.9%
%H (All HH)		100.0%	43.2%	17.0%	73.7%	33.5%	40.1%	86.8%
%H (TV HH)			43.2%	17.0%	73.7%	33.5%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2091	1988	806	324	1454	601	853	1725
%V		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%
%H (All HH)			40.5%	16.3%	73.1%	30.2%	42.9%	
%H (TV HH)								
Has broadband internet	1725	1646	738	300	1165	559	606	1725
%V	82.5%	82.8%	91.6%	92.6%	80.1%	93.0%	71.0%	100.0%
%H (All HH)		95.4%	42.8%	17.4%	67.5%	32.4%	35.1%	100.0%
%H (TV HH)			44.8%	18.2%	70.8%	34.0%	36.8%	
Number of computers (PCs and laptops)								
0	332	316	63	22	266	37	229	19
%V	15.9%	15.9%	7.8%	6.8%	18.3%	6.2%	26.8%	1.1%
%H (All HH)		95.2%	19.0%	6.6%	80.1%	11.1%	69.0%	5.7%
%H (TV HH)			19.9%	7.0%	84.2%	11.7%	72.5%	
1	539	503	190	68	373	129	244	501
%V	25.8%	25.3%	23.6%	21.0%	25.7%	21.5%	28.6%	29.0%
%H (All HH)		93.3%	35.3%	12.6%	69.2%	23.9%	45.3%	92.9%
%H (TV HH)			37.8%	13.5%	74.2%	25.6%	48.5%	
2	531	511	231	92	361	170	192	522
%V	25.4%	25.7%	28.7%	28.4%	24.8%	28.3%	22.5%	30.3%
%H (All HH)		96.2%	43.5%	17.3%	68.0%	32.0%	36.2%	98.3%
%H (TV HH)			45.2%	18.0%	70.6%	33.3%	37.6%	
3	302	286	134	58	194	105	89	299
%V	14.4%	14.4%	16.6%	17.9%	13.3%	17.5%	10.4%	17.3%
%H (All HH)		94.7%	44.4%	19.2%	64.2%	34.8%	29.5%	99.0%
%H (TV HH)			46.9%	20.3%	67.8%	36.7%	31.1%	
4	167	160	81	33	112	66	46	164
%V	8.0%	8.0%	10.0%	10.2%	7.7%	11.0%	5.4%	9.5%
%H (All HH)		95.8%	48.5%	19.8%	67.1%	39.5%	27.5%	98.2%
%H (TV HH)			50.6%	20.6%	70.0%	41.3%	28.8%	
5+	220	212	107	51	148	94	55	220
%V	10.5%	10.7%	13.3%	15.7%	10.2%	15.6%	6.4%	12.8%
%H (All HH)		96.4%	48.6%	23.2%	67.3%	42.7%	25.0%	100.0%
%H (TV HH)			50.5%	24.1%	69.8%	44.3%	25.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3948	1788	675	3018	1520	1498	3445
%H		45.3%	17.1%	76.4%	38.5%	37.9%	87.3%
Under 20"	655	278	92	562	276	286	570
%V	16.6%	15.5%	13.6%	18.6%	18.2%	19.1%	16.5%
%H		42.4%	14.0%	85.8%	42.1%	43.7%	87.0%
20" - 29"	984	400	162	791	362	429	816
%V	24.9%	22.4%	24.0%	26.2%	23.8%	28.6%	23.7%
%H		40.7%	16.5%	80.4%	36.8%	43.6%	82.9%
30" - 39"	1253	542	218	927	432	495	1073
%V	31.7%	30.3%	32.3%	30.7%	28.4%	33.0%	31.1%
%H		43.3%	17.4%	74.0%	34.5%	39.5%	85.6%
40" and over	1003	540	190	694	418	277	938
%V	25.4%	30.2%	28.1%	23.0%	27.5%	18.5%	27.2%
%H		53.8%	18.9%	69.2%	41.7%	27.6%	93.5%
Don't know	54	27	14	45	33	12	48
%V	1.4%	1.5%	2.1%	1.5%	2.2%	0.8%	1.4%
%H		50.0%	25.9%	83.3%	61.1%	22.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3948	1788	675	3018	1520	1498	3445
%H		45.3%	17.1%	76.4%	38.5%	37.9%	87.3%
Main living room	1974	804	320	1447	600	847	1632
%V	50.0%	45.0%	47.4%	47.9%	39.5%	56.5%	47.4%
%H		40.7%	16.2%	73.3%	30.4%	42.9%	82.7%
Kitchen	267	124	38	232	125	108	241
%V	6.8%	6.9%	5.6%	7.7%	8.2%	7.2%	7.0%
%H		46.4%	14.2%	86.9%	46.8%	40.4%	90.3%
Adult's bedroom	1040	508	193	828	482	346	936
%V	26.3%	28.4%	28.6%	27.4%	31.7%	23.1%	27.2%
%H		48.8%	18.6%	79.6%	46.3%	33.3%	90.0%
Child's bedroom	229	136	43	174	117	57	221
%V	5.8%	7.6%	6.4%	5.8%	7.7%	3.8%	6.4%
%H		59.4%	18.8%	76.0%	51.1%	24.9%	96.5%
Other bedroom	103	48	23	78	47	31	97
%V	2.6%	2.7%	3.4%	2.6%	3.1%	2.1%	2.8%
%H		46.6%	22.3%	75.7%	45.6%	30.1%	94.2%
Second living/dining room	186	94	33	143	83	59	175
%V	4.7%	5.3%	4.9%	4.7%	5.5%	3.9%	5.1%
%H		50.5%	17.7%	76.9%	44.6%	31.7%	94.1%
Study/office	57	26	9	45	24	21	55
%V	1.4%	1.5%	1.3%	1.5%	1.6%	1.4%	1.6%
%H		45.6%	15.8%	78.9%	42.1%	36.8%	96.5%
TV room	22	10	6	14	8	6	20
%V	0.6%	0.6%	0.9%	0.5%	0.5%	0.4%	0.6%
%H		45.5%	27.3%	63.6%	36.4%	27.3%	90.9%
Conservatory	41	22	5	34	21	14	37
%V	1.0%	1.2%	0.7%	1.1%	1.4%	0.9%	1.1%
%H		53.7%	12.2%	82.9%	51.2%	34.1%	90.2%
Attic or loft room	3	2	1	3	3	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	100.0%	33.3%	100.0%
No specific location	2	2	1	2	2	0	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Other	25	12	4	16	7	9	25
%V	0.6%	0.7%	0.6%	0.5%	0.5%	0.6%	0.7%
%H		48.0%	16.0%	64.0%	28.0%	36.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3948	1788	675	3018	1520	1498	3445
%H		45.3%	17.1%	76.4%	38.5%	37.9%	87.3%
PVR	1609	937	341	1045	698	347	1496
%V	40.8%	52.4%	50.5%	34.6%	45.9%	23.2%	43.4%
%H		58.2%	21.2%	64.9%	43.4%	21.6%	93.0%
DVDR	126	45	18	101	38	64	106
%V	3.2%	2.5%	2.7%	3.3%	2.5%	4.3%	3.1%
%H		35.7%	14.3%	80.2%	30.2%	50.8%	84.1%
VCR	60	19	8	47	14	33	41
%V	1.5%	1.1%	1.2%	1.6%	0.9%	2.2%	1.2%
%H		31.7%	13.3%	78.3%	23.3%	55.0%	68.3%
Any recorder	1699	957	352	1122	715	407	1562
%V	43.0%	53.5%	52.1%	37.2%	47.0%	27.2%	45.3%
%H		56.3%	20.7%	66.0%	42.1%	24.0%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3948	1788	675	3018	1520	1498	3445
%H		45.3%	17.1%	76.4%	38.5%	37.9%	87.3%
Receives HDTV (via STB or built-in reception)	1549	808	350	1075	665	410	1434
%V	39.2%	45.2%	51.9%	35.6%	43.8%	27.4%	41.6%
%H		52.2%	22.6%	69.4%	42.9%	26.5%	92.6%
DVD/Blu-ray player or recorder	2197	1010	388	1668	856	812	1954
%V	55.6%	56.5%	57.5%	55.3%	56.3%	54.2%	56.7%
%H		46.0%	17.7%	75.9%	39.0%	37.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1982	806	323	1451	600	851	1640
%H		40.7%	16.3%	73.2%	30.3%	42.9%	82.7%
Under 20"	48	9	3	40	4	36	30
%V	2.4%	1.1%	0.9%	2.8%	0.7%	4.2%	1.8%
%H		18.8%	6.3%	83.3%	8.3%	75.0%	62.5%
20" - 29"	301	77	38	240	54	186	196
%V	15.2%	9.6%	11.8%	16.5%	9.0%	21.9%	12.0%
%H		25.6%	12.6%	79.7%	17.9%	61.8%	65.1%
30" - 39"	806	292	129	599	217	382	650
%V	40.7%	36.2%	39.9%	41.3%	36.2%	44.9%	39.6%
%H		36.2%	16.0%	74.3%	26.9%	47.4%	80.6%
40" and over	807	421	150	555	318	237	748
%V	40.7%	52.2%	46.4%	38.2%	53.0%	27.8%	45.6%
%H		52.2%	18.6%	68.8%	39.4%	29.4%	92.7%
Don't know	20	7	2	18	7	11	15
%V	1.0%	0.9%	0.6%	1.2%	1.2%	1.3%	0.9%
%H		35.0%	10.0%	90.0%	35.0%	55.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1982	806	323	1451	600	851	1640
%H		40.7%	16.3%	73.2%	30.3%	42.9%	82.7%
PVR	1225	682	248	814	507	307	1125
%V	61.8%	84.6%	76.8%	56.1%	84.5%	36.1%	68.6%
%H		55.7%	20.2%	66.4%	41.4%	25.1%	91.8%
DVDR	99	32	13	79	25	54	82
%V	5.0%	4.0%	4.0%	5.4%	4.2%	6.3%	5.0%
%H		32.3%	13.1%	79.8%	25.3%	54.5%	82.8%
VCR	46	12	6	37	8	29	30
%V	2.3%	1.5%	1.9%	2.5%	1.3%	3.4%	1.8%
%H		26.1%	13.0%	80.4%	17.4%	63.0%	65.2%
Any recorder	1287	689	253	868	511	357	1166
%V	64.9%	85.5%	78.3%	59.8%	85.2%	42.0%	71.1%
%H		53.5%	19.7%	67.4%	39.7%	27.7%	90.6%

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	1982	806	323	1451	600	851	1640
%H		40.7%	16.3%	73.2%	30.3%	42.9%	82.7%
Receives HDTV (via STB or built-in reception)	1094	568	234	739	439	300	1005
%V	55.2%	70.5%	72.4%	50.9%	73.2%	35.3%	61.3%
%H		51.9%	21.4%	67.6%	40.1%	27.4%	91.9%
DVD/Blu-ray player or recorder	1467	632	249	1071	480	591	1270
%V	74.0%	78.4%	77.1%	73.8%	80.0%	69.4%	77.4%
%H		43.1%	17.0%	73.0%	32.7%	40.3%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1966	982	353	1567	920	647	1805
%H		49.9%	18.0%	79.7%	46.8%	32.9%	91.8%
Under 20"	607	270	89	522	272	250	540
%V	30.9%	27.5%	25.2%	33.3%	29.6%	38.6%	29.9%
%H		44.5%	14.7%	86.0%	44.8%	41.2%	89.0%
20" - 29"	683	324	123	551	308	243	620
%V	34.7%	33.0%	34.8%	35.2%	33.5%	37.6%	34.3%
%H		47.4%	18.0%	80.7%	45.1%	35.6%	90.8%
30" - 39"	447	250	89	327	215	113	423
%V	22.7%	25.5%	25.2%	20.9%	23.4%	17.5%	23.4%
%H		55.9%	19.9%	73.2%	48.1%	25.3%	94.6%
40" and over	196	119	39	139	100	39	190
%V	10.0%	12.1%	11.0%	8.9%	10.9%	6.0%	10.5%
%H		60.7%	19.9%	70.9%	51.0%	19.9%	96.9%
Don't know	34	20	12	27	26	1	33
%V	1.7%	2.0%	3.4%	1.7%	2.8%	0.2%	1.8%
%H		58.8%	35.3%	79.4%	76.5%	2.9%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1966	982	353	1567	920	647	1805
%H		49.9%	18.0%	79.7%	46.8%	32.9%	91.8%
PVR	384	255	93	231	190	41	371
%V	19.5%	26.0%	26.3%	14.7%	20.7%	6.3%	20.6%
%H		66.4%	24.2%	60.2%	49.5%	10.7%	96.6%
DVDR	26	13	5	23	13	10	24
%V	1.3%	1.3%	1.4%	1.5%	1.4%	1.5%	1.3%
%H		50.0%	19.2%	88.5%	50.0%	38.5%	92.3%
VCR	13	7	3	9	6	4	12
%V	0.7%	0.7%	0.8%	0.6%	0.7%	0.6%	0.7%
%H		53.8%	23.1%	69.2%	46.2%	30.8%	92.3%
Any recorder	412	268	99	254	203	50	396
%V	21.0%	27.3%	28.0%	16.2%	22.1%	7.7%	21.9%
%H		65.0%	24.0%	61.7%	49.3%	12.1%	96.1%

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	1966	982	353	1567	920	647	1805
%H		49.9%	18.0%	79.7%	46.8%	32.9%	91.8%
Receives HDTV (via STB or built-in reception)	455	240	115	336	226	110	429
%V	23.1%	24.4%	32.6%	21.4%	24.6%	17.0%	23.8%
%H		52.7%	25.3%	73.8%	49.7%	24.2%	94.3%
DVD/Blu-ray player or recorder	730	377	139	597	376	221	683
%V	37.1%	38.4%	39.4%	38.1%	40.9%	34.2%	37.8%
%H		51.6%	19.0%	81.8%	51.5%	30.3%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4933	4719	2142	848	3358	1637	1720	4414
%H		95.7%	43.4%	17.2%	68.1%	33.2%	34.9%	89.5%
Total Children	909	885	494	157	581	335	245	874
%V	18.4%	18.8%	23.1%	18.5%	17.3%	20.5%	14.2%	19.8%
%H		97.4%	54.3%	17.3%	63.9%	36.9%	27.0%	96.1%
0 - 3	245	237	126	43	149	81	68	233
%V	5.0%	5.0%	5.9%	5.1%	4.4%	4.9%	4.0%	5.3%
%H		96.7%	51.4%	17.6%	60.8%	33.1%	27.8%	95.1%
4 - 15	665	647	367	114	432	254	177	641
%V	13.5%	13.7%	17.1%	13.4%	12.9%	15.5%	10.3%	14.5%
%H		97.3%	55.2%	17.1%	65.0%	38.2%	26.6%	96.4%
4 - 9	356	347	206	52	226	134	92	341
%V	7.2%	7.4%	9.6%	6.1%	6.7%	8.2%	5.3%	7.7%
%H		97.5%	57.9%	14.6%	63.5%	37.6%	25.8%	95.8%
10 - 15	309	300	161	62	206	121	85	300
%V	6.3%	6.4%	7.5%	7.3%	6.1%	7.4%	4.9%	6.8%
%H		97.1%	52.1%	20.1%	66.7%	39.2%	27.5%	97.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4933	4719	2142	848	3358	1637	1720	4414
%H		95.7%	43.4%	17.2%	68.1%	33.2%	34.9%	89.5%
Total Adults (16+)	4023	3835	1649	692	2777	1302	1475	3540
%V	81.6%	81.3%	77.0%	81.6%	82.7%	79.5%	85.8%	80.2%
%H		95.3%	41.0%	17.2%	69.0%	32.4%	36.7%	88.0%
16 - 19	204	203	89	44	154	84	69	198
%V	4.1%	4.3%	4.2%	5.2%	4.6%	5.1%	4.0%	4.5%
%H		99.5%	43.6%	21.6%	75.5%	41.2%	33.8%	97.1%
20 - 24	310	283	101	61	190	83	107	300
%V	6.3%	6.0%	4.7%	7.2%	5.7%	5.1%	6.2%	6.8%
%H		91.3%	32.6%	19.7%	61.3%	26.8%	34.5%	96.8%
25 - 34	637	574	287	113	356	191	166	605
%V	12.9%	12.2%	13.4%	13.3%	10.6%	11.7%	9.7%	13.7%
%H		90.1%	45.1%	17.7%	55.9%	30.0%	26.1%	95.0%
35 - 44	631	604	312	118	391	212	179	604
%V	12.8%	12.8%	14.6%	13.9%	11.6%	13.0%	10.4%	13.7%
%H		95.7%	49.4%	18.7%	62.0%	33.6%	28.4%	95.7%
45 - 54	701	677	329	130	479	263	217	656
%V	14.2%	14.3%	15.4%	15.3%	14.3%	16.1%	12.6%	14.9%
%H		96.6%	46.9%	18.5%	68.3%	37.5%	31.0%	93.6%
55 - 64	602	583	231	116	438	201	237	538
%V	12.2%	12.4%	10.8%	13.7%	13.0%	12.3%	13.8%	12.2%
%H		96.8%	38.4%	19.3%	72.8%	33.4%	39.4%	89.4%
65+	938	912	300	110	769	268	501	639
%V	19.0%	19.3%	14.0%	13.0%	22.9%	16.4%	29.1%	14.5%
%H		97.2%	32.0%	11.7%	82.0%	28.6%	53.4%	68.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4023	3835	1649	692	2777	1302	1475	3540
%H		95.3%	41.0%	17.2%	69.0%	32.4%	36.7%	88.0%
AB	1400	1339	585	242	965	458	507	1332
%V	34.8%	34.9%	35.5%	35.0%	34.7%	35.2%	34.4%	37.6%
%H		95.6%	41.8%	17.3%	68.9%	32.7%	36.2%	95.1%
C1	1258	1174	492	228	883	430	454	1130
%V	31.3%	30.6%	29.8%	32.9%	31.8%	33.0%	30.8%	31.9%
%H		93.3%	39.1%	18.1%	70.2%	34.2%	36.1%	89.8%
C2	803	790	379	142	559	294	265	714
%V	20.0%	20.6%	23.0%	20.5%	20.1%	22.6%	18.0%	20.2%
%H		98.4%	47.2%	17.7%	69.6%	36.6%	33.0%	88.9%
D	379	363	147	62	230	86	145	271
%V	9.4%	9.5%	8.9%	9.0%	8.3%	6.6%	9.8%	7.7%
%H		95.8%	38.8%	16.4%	60.7%	22.7%	38.3%	71.5%
E	183	170	45	18	140	35	105	92
%V	4.5%	4.4%	2.7%	2.6%	5.0%	2.7%	7.1%	2.6%
%H		92.9%	24.6%	9.8%	76.5%	19.1%	57.4%	50.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC South
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4023	3835	1649	692	2777	1302	1475	3540
%H		95.3%	41.0%	17.2%	69.0%	32.4%	36.7%	88.0%
Working full time	1912	1826	873	379	1230	662	568	1818
%V	47.5%	47.6%	52.9%	54.8%	44.3%	50.8%	38.5%	51.4%
%H		95.5%	45.7%	19.8%	64.3%	34.6%	29.7%	95.1%
Working part time	433	424	202	82	293	151	142	407
%V	10.8%	11.1%	12.2%	11.8%	10.6%	11.6%	9.6%	11.5%
%H		97.9%	46.7%	18.9%	67.7%	34.9%	32.8%	94.0%
Not working	1679	1585	574	231	1254	489	764	1315
%V	41.7%	41.3%	34.8%	33.4%	45.2%	37.6%	51.8%	37.1%
%H		94.4%	34.2%	13.8%	74.7%	29.1%	45.5%	78.3%
Housewife/Houseperson	2091	1988	806	324	1454	601	853	1725
%V	52.0%	51.8%	48.9%	46.8%	52.4%	46.2%	57.8%	48.7%
%H		95.1%	38.5%	15.5%	69.5%	28.7%	40.8%	82.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2000	1898	833	355	1349	658	690	1792
%H		94.9%	41.7%	17.8%	67.5%	32.9%	34.5%	89.6%
16 - 19	116	115	53	20	87	45	42	112
%V	5.8%	6.1%	6.4%	5.6%	6.4%	6.8%	6.1%	6.3%
%H		99.1%	45.7%	17.2%	75.0%	38.8%	36.2%	96.6%
20 - 24	164	145	50	32	94	43	51	160
%V	8.2%	7.6%	6.0%	9.0%	7.0%	6.5%	7.4%	8.9%
%H		88.4%	30.5%	19.5%	57.3%	26.2%	31.1%	97.6%
25 - 34	328	302	152	58	186	100	86	310
%V	16.4%	15.9%	18.2%	16.3%	13.8%	15.2%	12.5%	17.3%
%H		92.1%	46.3%	17.7%	56.7%	30.5%	26.2%	94.5%
35 - 44	315	295	154	61	189	110	80	300
%V	15.8%	15.5%	18.5%	17.2%	14.0%	16.7%	11.6%	16.7%
%H		93.7%	48.9%	19.4%	60.0%	34.9%	25.4%	95.2%
45 - 54	341	326	158	70	222	125	97	321
%V	17.1%	17.2%	19.0%	19.7%	16.5%	19.0%	14.1%	17.9%
%H		95.6%	46.3%	20.5%	65.1%	36.7%	28.4%	94.1%
55 - 64	303	292	115	59	220	101	120	272
%V	15.2%	15.4%	13.8%	16.6%	16.3%	15.3%	17.4%	15.2%
%H		96.4%	38.0%	19.5%	72.6%	33.3%	39.6%	89.8%
65+	434	422	151	56	350	135	215	317
%V	21.7%	22.2%	18.1%	15.8%	25.9%	20.5%	31.2%	17.7%
%H		97.2%	34.8%	12.9%	80.6%	31.1%	49.5%	73.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2000	1898	833	355	1349	658	690	1792
%H		94.9%	41.7%	17.8%	67.5%	32.9%	34.5%	89.6%
AB	714	681	301	126	484	233	251	682
%V	35.7%	35.9%	36.1%	35.5%	35.9%	35.4%	36.4%	38.1%
%H		95.4%	42.2%	17.6%	67.8%	32.6%	35.2%	95.5%
C1	596	551	238	110	408	209	199	555
%V	29.8%	29.0%	28.6%	31.0%	30.2%	31.8%	28.8%	31.0%
%H		92.4%	39.9%	18.5%	68.5%	35.1%	33.4%	93.1%
C2	441	434	204	80	303	158	145	390
%V	22.1%	22.9%	24.5%	22.5%	22.5%	24.0%	21.0%	21.8%
%H		98.4%	46.3%	18.1%	68.7%	35.8%	32.9%	88.4%
D	171	163	71	30	100	43	57	123
%V	8.6%	8.6%	8.5%	8.5%	7.4%	6.5%	8.3%	6.9%
%H		95.3%	41.5%	17.5%	58.5%	25.1%	33.3%	71.9%
E	77	70	20	10	54	15	38	41
%V	3.9%	3.7%	2.4%	2.8%	4.0%	2.3%	5.5%	2.3%
%H		90.9%	26.0%	13.0%	70.1%	19.5%	49.4%	53.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2000	1898	833	355	1349	658	690	1792
%H		94.9%	41.7%	17.8%	67.5%	32.9%	34.5%	89.6%
Working full time	1178	1126	555	233	745	413	332	1121
%V	58.9%	59.3%	66.6%	65.6%	55.2%	62.8%	48.1%	62.6%
%H		95.6%	47.1%	19.8%	63.2%	35.1%	28.2%	95.2%
Working part time	81	80	34	16	54	24	30	72
%V	4.1%	4.2%	4.1%	4.5%	4.0%	3.6%	4.3%	4.0%
%H		98.8%	42.0%	19.8%	66.7%	29.6%	37.0%	88.9%
Not working	741	692	244	107	549	221	328	599
%V	37.1%	36.5%	29.3%	30.1%	40.7%	33.6%	47.5%	33.4%
%H		93.4%	32.9%	14.4%	74.1%	29.8%	44.3%	80.8%
Housewife/Houseperson	407	375	126	61	257	77	181	296
%V	20.4%	19.8%	15.1%	17.2%	19.1%	11.7%	26.2%	16.5%
%H		92.1%	31.0%	15.0%	63.1%	18.9%	44.5%	72.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2023	1936	815	336	1429	644	784	1748
%H		95.7%	40.3%	16.6%	70.6%	31.8%	38.8%	86.4%
16 - 19	88	87	35	24	66	39	27	86
%V	4.3%	4.5%	4.3%	7.1%	4.6%	6.1%	3.4%	4.9%
%H		98.9%	39.8%	27.3%	75.0%	44.3%	30.7%	97.7%
20 - 24	146	138	51	29	96	40	56	140
%V	7.2%	7.1%	6.3%	8.6%	6.7%	6.2%	7.1%	8.0%
%H		94.5%	34.9%	19.9%	65.8%	27.4%	38.4%	95.9%
25 - 34	309	272	135	55	171	91	80	294
%V	15.3%	14.0%	16.6%	16.4%	12.0%	14.1%	10.2%	16.8%
%H		88.0%	43.7%	17.8%	55.3%	29.4%	25.9%	95.1%
35 - 44	316	308	157	56	202	103	99	305
%V	15.6%	15.9%	19.3%	16.7%	14.1%	16.0%	12.6%	17.4%
%H		97.5%	49.7%	17.7%	63.9%	32.6%	31.3%	96.5%
45 - 54	361	351	172	60	257	138	120	335
%V	17.8%	18.1%	21.1%	17.9%	18.0%	21.4%	15.3%	19.2%
%H		97.2%	47.6%	16.6%	71.2%	38.2%	33.2%	92.8%
55 - 64	299	291	117	57	217	100	117	266
%V	14.8%	15.0%	14.4%	17.0%	15.2%	15.5%	14.9%	15.2%
%H		97.3%	39.1%	19.1%	72.6%	33.4%	39.1%	89.0%
65+	504	490	149	54	419	133	286	322
%V	24.9%	25.3%	18.3%	16.1%	29.3%	20.7%	36.5%	18.4%
%H		97.2%	29.6%	10.7%	83.1%	26.4%	56.7%	63.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2023	1936	815	336	1429	644	784	1748
%H		95.7%	40.3%	16.6%	70.6%	31.8%	38.8%	86.4%
AB	686	658	284	116	481	225	256	650
%V	33.9%	34.0%	34.8%	34.5%	33.7%	34.9%	32.7%	37.2%
%H		95.9%	41.4%	16.9%	70.1%	32.8%	37.3%	94.8%
C1	662	622	254	118	475	220	255	575
%V	32.7%	32.1%	31.2%	35.1%	33.2%	34.2%	32.5%	32.9%
%H		94.0%	38.4%	17.8%	71.8%	33.2%	38.5%	86.9%
C2	362	356	175	61	256	136	120	324
%V	17.9%	18.4%	21.5%	18.2%	17.9%	21.1%	15.3%	18.5%
%H		98.3%	48.3%	16.9%	70.7%	37.6%	33.1%	89.5%
D	208	200	76	32	130	43	87	148
%V	10.3%	10.3%	9.3%	9.5%	9.1%	6.7%	11.1%	8.5%
%H		96.2%	36.5%	15.4%	62.5%	20.7%	41.8%	71.2%
E	106	100	25	8	86	20	67	51
%V	5.2%	5.2%	3.1%	2.4%	6.0%	3.1%	8.5%	2.9%
%H		94.3%	23.6%	7.5%	81.1%	18.9%	63.2%	48.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2023	1936	815	336	1429	644	784	1748
%H		95.7%	40.3%	16.6%	70.6%	31.8%	38.8%	86.4%
Working full time	734	700	318	146	485	249	236	697
%V	36.3%	36.2%	39.0%	43.5%	33.9%	38.7%	30.1%	39.9%
%H		95.4%	43.3%	19.9%	66.1%	33.9%	32.2%	95.0%
Working part time	352	344	168	66	239	127	112	334
%V	17.4%	17.8%	20.6%	19.6%	16.7%	19.7%	14.3%	19.1%
%H		97.7%	47.7%	18.8%	67.9%	36.1%	31.8%	94.9%
Not working	938	893	330	124	704	268	436	717
%V	46.4%	46.1%	40.5%	36.9%	49.3%	41.6%	55.6%	41.0%
%H		95.2%	35.2%	13.2%	75.1%	28.6%	46.5%	76.4%
Housewife/Houseperson	1683	1614	680	263	1196	524	672	1429
%V	83.2%	83.4%	83.4%	78.3%	83.7%	81.4%	85.7%	81.8%
%H		95.9%	40.4%	15.6%	71.1%	31.1%	39.9%	84.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Yorkshire and Lincolnshire
Household level data
Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
AB	519	500	238	54	392	187	205	468
%V	19.9%	20.0%	22.0%	17.3%	19.8%	21.0%	18.9%	24.3%
%H (All HH)		96.3%	45.9%	10.4%	75.5%	36.0%	39.5%	90.2%
%H (TV HH)			47.6%	10.8%	78.4%	37.4%	41.0%	
C1	668	638	280	94	510	252	258	548
%V	25.7%	25.6%	25.9%	30.1%	25.8%	28.3%	23.8%	28.5%
%H (All HH)		95.5%	41.9%	14.1%	76.3%	37.7%	38.6%	82.0%
%H (TV HH)			43.9%	14.7%	79.9%	39.5%	40.4%	
C2	618	600	276	78	473	228	245	461
%V	23.7%	24.1%	25.6%	25.0%	23.9%	25.6%	22.6%	23.9%
%H (All HH)		97.1%	44.7%	12.6%	76.5%	36.9%	39.6%	74.6%
%H (TV HH)			46.0%	13.0%	78.8%	38.0%	40.8%	
D	430	408	172	59	317	144	173	288
%V	16.5%	16.4%	15.9%	18.9%	16.0%	16.1%	15.9%	15.0%
%H (All HH)		94.9%	40.0%	13.7%	73.7%	33.5%	40.2%	67.0%
%H (TV HH)			42.2%	14.5%	77.7%	35.3%	42.4%	
E	369	347	114	27	285	81	203	159
%V	14.2%	13.9%	10.6%	8.7%	14.4%	9.1%	18.7%	8.3%
%H (All HH)		94.0%	30.9%	7.3%	77.2%	22.0%	55.0%	43.1%
%H (TV HH)			32.9%	7.8%	82.1%	23.3%	58.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Yorkshire and Lincolnshire
Household level data
Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
Under 25	139	122	40	14	78	24	53	118
%V	5.3%	4.9%	3.7%	4.5%	3.9%	2.7%	4.9%	6.1%
%H (All HH)		87.8%	28.8%	10.1%	56.1%	17.3%	38.1%	84.9%
%H (TV HH)			32.8%	11.5%	63.9%	19.7%	43.4%	
25 - 34	408	380	214	51	261	150	112	345
%V	15.7%	15.2%	19.8%	16.3%	13.2%	16.8%	10.3%	17.9%
%H (All HH)		93.1%	52.5%	12.5%	64.0%	36.8%	27.5%	84.6%
%H (TV HH)			56.3%	13.4%	68.7%	39.5%	29.5%	
35 - 44	427	414	218	56	303	166	137	372
%V	16.4%	16.6%	20.2%	17.9%	15.3%	18.6%	12.6%	19.3%
%H (All HH)		97.0%	51.1%	13.1%	71.0%	38.9%	32.1%	87.1%
%H (TV HH)			52.7%	13.5%	73.2%	40.1%	33.1%	
45 - 54	499	484	230	72	387	208	180	421
%V	19.2%	19.4%	21.3%	23.1%	19.6%	23.3%	16.6%	21.9%
%H (All HH)		97.0%	46.1%	14.4%	77.6%	41.7%	36.1%	84.4%
%H (TV HH)			47.5%	14.9%	80.0%	43.0%	37.2%	
55 - 64	440	428	174	63	354	158	195	357
%V	16.9%	17.2%	16.1%	20.2%	17.9%	17.7%	18.0%	18.5%
%H (All HH)		97.3%	39.5%	14.3%	80.5%	35.9%	44.3%	81.1%
%H (TV HH)			40.7%	14.7%	82.7%	36.9%	45.6%	
65 +	691	666	204	56	594	186	408	311
%V	26.5%	26.7%	18.9%	17.9%	30.0%	20.9%	37.6%	16.2%
%H (All HH)		96.4%	29.5%	8.1%	86.0%	26.9%	59.0%	45.0%
%H (TV HH)			30.6%	8.4%	89.2%	27.9%	61.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
1	799	749	208	67	624	160	465	392
%V	30.7%	30.0%	19.3%	21.5%	31.6%	17.9%	42.9%	20.4%
%H (All HH)		93.7%	26.0%	8.4%	78.1%	20.0%	58.2%	49.1%
%H (TV HH)			27.8%	8.9%	83.3%	21.4%	62.1%	
2	952	921	393	118	745	340	405	760
%V	36.6%	36.9%	36.4%	37.8%	37.7%	38.1%	37.3%	39.5%
%H (All HH)		96.7%	41.3%	12.4%	78.3%	35.7%	42.5%	79.8%
%H (TV HH)			42.7%	12.8%	80.9%	36.9%	44.0%	
3	389	369	205	56	279	175	104	344
%V	14.9%	14.8%	19.0%	17.9%	14.1%	19.6%	9.6%	17.9%
%H (All HH)		94.9%	52.7%	14.4%	71.7%	45.0%	26.7%	88.4%
%H (TV HH)			55.6%	15.2%	75.6%	47.4%	28.2%	
4	304	297	173	52	223	149	73	280
%V	11.7%	11.9%	16.0%	16.7%	11.3%	16.7%	6.7%	14.5%
%H (All HH)		97.7%	56.9%	17.1%	73.4%	49.0%	24.0%	92.1%
%H (TV HH)			58.2%	17.5%	75.1%	50.2%	24.6%	
5+	160	157	100	18	107	68	39	149
%V	6.1%	6.3%	9.3%	5.8%	5.4%	7.6%	3.6%	7.7%
%H (All HH)		98.1%	62.5%	11.3%	66.9%	42.5%	24.4%	93.1%
%H (TV HH)			63.7%	11.5%	68.2%	43.3%	24.8%	
Average HH size	2.29	2.31	2.65	2.50	2.24	2.62	1.92	2.54

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
Without	1970	1873	715	227	1527	610	917	1368
%V	75.7%	75.1%	66.2%	72.8%	77.2%	68.4%	84.5%	71.1%
%H (All HH)		95.1%	36.3%	11.5%	77.5%	31.0%	46.5%	69.4%
%H (TV HH)			38.2%	12.1%	81.5%	32.6%	49.0%	
With	633	621	365	84	450	283	168	557
%V	24.3%	24.9%	33.8%	26.9%	22.8%	31.7%	15.5%	28.9%
%H (All HH)		98.1%	57.7%	13.3%	71.1%	44.7%	26.5%	88.0%
%H (TV HH)			58.8%	13.5%	72.5%	45.6%	27.1%	
0 - 3	255	248	140	33	176	103	72	217
%V	9.8%	9.9%	13.0%	10.6%	8.9%	11.5%	6.6%	11.3%
%H (All HH)		97.3%	54.9%	12.9%	69.0%	40.4%	28.2%	85.1%
%H (TV HH)			56.5%	13.3%	71.0%	41.5%	29.0%	
4 - 9	320	315	195	41	221	141	80	277
%V	12.3%	12.6%	18.1%	13.1%	11.2%	15.8%	7.4%	14.4%
%H (All HH)		98.4%	60.9%	12.8%	69.1%	44.1%	25.0%	86.6%
%H (TV HH)			61.9%	13.0%	70.2%	44.8%	25.4%	
10 - 15	296	291	171	42	215	139	76	273
%V	11.4%	11.7%	15.8%	13.5%	10.9%	15.6%	7.0%	14.2%
%H (All HH)		98.3%	57.8%	14.2%	72.6%	47.0%	25.7%	92.2%
%H (TV HH)			58.8%	14.4%	73.9%	47.8%	26.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
1	974	974	326	97	711	178	533	619
%V	37.4%	39.1%	30.2%	31.1%	36.0%	20.0%	49.1%	32.2%
%H (All HH)		100.0%	33.5%	10.0%	73.0%	18.3%	54.7%	63.6%
%H (TV HH)			33.5%	10.0%	73.0%	18.3%	54.7%	
2	840	840	383	102	678	329	349	622
%V	32.3%	33.7%	35.5%	32.7%	34.3%	36.9%	32.2%	32.3%
%H (All HH)		100.0%	45.6%	12.1%	80.7%	39.2%	41.5%	74.0%
%H (TV HH)			45.6%	12.1%	80.7%	39.2%	41.5%	
3	415	415	218	75	359	231	127	358
%V	15.9%	16.6%	20.2%	24.0%	18.2%	25.9%	11.7%	18.6%
%H (All HH)		100.0%	52.5%	18.1%	86.5%	55.7%	30.6%	86.3%
%H (TV HH)			52.5%	18.1%	86.5%	55.7%	30.6%	
4	173	173	97	23	152	98	53	162
%V	6.6%	6.9%	9.0%	7.4%	7.7%	11.0%	4.9%	8.4%
%H (All HH)		100.0%	56.1%	13.3%	87.9%	56.6%	30.6%	93.6%
%H (TV HH)			56.1%	13.3%	87.9%	56.6%	30.6%	
5+	91	91	54	14	78	55	22	91
%V	3.5%	3.6%	5.0%	4.5%	3.9%	6.2%	2.0%	4.7%
%H (All HH)		100.0%	59.3%	15.4%	85.7%	60.4%	24.2%	100.0%
%H (TV HH)			59.3%	15.4%	85.7%	60.4%	24.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Yorkshire and Lincolnshire
Household level data
Table 8.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
Under 20"	596	596	251	91	520	266	254	467
%V	22.9%	23.9%	23.2%	29.2%	26.3%	29.8%	23.4%	24.3%
%H (All HH)		100.0%	42.1%	15.3%	87.2%	44.6%	42.6%	78.4%
%H (TV HH)			42.1%	15.3%	87.2%	44.6%	42.6%	
20" - 29"	964	964	412	113	815	379	436	731
%V	37.0%	38.7%	38.1%	36.2%	41.2%	42.5%	40.2%	38.0%
%H (All HH)		100.0%	42.7%	11.7%	84.5%	39.3%	45.2%	75.8%
%H (TV HH)			42.7%	11.7%	84.5%	39.3%	45.2%	
30" - 39"	1353	1353	574	184	1096	506	590	1020
%V	52.0%	54.3%	53.1%	59.0%	55.4%	56.7%	54.4%	53.0%
%H (All HH)		100.0%	42.4%	13.6%	81.0%	37.4%	43.6%	75.4%
%H (TV HH)			42.4%	13.6%	81.0%	37.4%	43.6%	
40" and over	1183	1183	658	160	909	547	362	996
%V	45.4%	47.4%	60.9%	51.3%	46.0%	61.3%	33.4%	51.7%
%H (All HH)		100.0%	55.6%	13.5%	76.8%	46.2%	30.6%	84.2%
%H (TV HH)			55.6%	13.5%	76.8%	46.2%	30.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%V (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
Main living room	2450	2450	1071	307	1949	885	1064	1821
%V	94.1%	98.2%	99.2%	98.4%	98.6%	99.2%	98.1%	94.6%
%H (All HH)		100.0%	43.7%	12.5%	79.6%	36.1%	43.4%	74.3%
%H (TV HH)			43.7%	12.5%	79.6%	36.1%	43.4%	
Kitchen	316	316	146	44	287	159	128	262
%V	12.1%	12.7%	13.5%	14.1%	14.5%	17.8%	11.8%	13.6%
%H (All HH)		100.0%	46.2%	13.9%	90.8%	50.3%	40.5%	82.9%
%H (TV HH)			46.2%	13.9%	90.8%	50.3%	40.5%	
Adult's bedroom	1136	1136	566	175	943	553	390	932
%V	43.6%	45.5%	52.4%	56.1%	47.7%	62.0%	35.9%	48.4%
%H (All HH)		100.0%	49.8%	15.4%	83.0%	48.7%	34.3%	82.0%
%H (TV HH)			49.8%	15.4%	83.0%	48.7%	34.3%	
Child's bedroom	267	267	153	42	221	149	72	241
%V	10.3%	10.7%	14.2%	13.5%	11.2%	16.7%	6.6%	12.5%
%H (All HH)		100.0%	57.3%	15.7%	82.8%	55.8%	27.0%	90.3%
%H (TV HH)			57.3%	15.7%	82.8%	55.8%	27.0%	
Other bedroom	135	135	71	14	123	73	50	116
%V	5.2%	5.4%	6.6%	4.5%	6.2%	8.2%	4.6%	6.0%
%H (All HH)		100.0%	52.6%	10.4%	91.1%	54.1%	37.0%	85.9%
%H (TV HH)			52.6%	10.4%	91.1%	54.1%	37.0%	
Second living/dining room	231	231	125	32	195	121	74	195
%V	8.9%	9.3%	11.6%	10.3%	9.9%	13.6%	6.8%	10.1%
%H (All HH)		100.0%	54.1%	13.9%	84.4%	52.4%	32.0%	84.4%
%H (TV HH)			54.1%	13.9%	84.4%	52.4%	32.0%	
Study/office	25	25	11	3	17	8	9	23
%V	1.0%	1.0%	1.0%	1.0%	0.9%	0.9%	0.8%	1.2%
%H (All HH)		100.0%	44.0%	12.0%	68.0%	32.0%	36.0%	92.0%
%H (TV HH)			44.0%	12.0%	68.0%	32.0%	36.0%	
TV room	11	11	6	1	7	5	3	9
%V	0.4%	0.4%	0.6%	0.3%	0.4%	0.6%	0.3%	0.5%
%H (All HH)		100.0%	54.5%	9.1%	63.6%	45.5%	27.3%	81.8%
%H (TV HH)			54.5%	9.1%	63.6%	45.5%	27.3%	
Conservatory	87	87	46	11	74	45	29	79
%V	3.3%	3.5%	4.3%	3.5%	3.7%	5.0%	2.7%	4.1%
%H (All HH)		100.0%	52.9%	12.6%	85.1%	51.7%	33.3%	90.8%
%H (TV HH)			52.9%	12.6%	85.1%	51.7%	33.3%	
Attic or loft room	8	8	4	1	8	4	3	8
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	100.0%	50.0%	37.5%	
No specific location	5	5	1	0	5	1	4	3
%V	0.2%	0.2%	0.1%	0.0%	0.3%	0.1%	0.4%	0.2%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	80.0%	
Other	28	28	12	4	25	13	12	24
%V	1.1%	1.1%	1.1%	1.3%	1.3%	1.5%	1.1%	1.2%
%H (All HH)		100.0%	42.9%	14.3%	89.3%	46.4%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	89.3%	46.4%	42.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
Any DSAT provider	1080	1080	1080	16	722	722	0	918
%V	41.5%	43.3%	100.0%	5.1%	36.5%	80.9%	0.0%	47.7%
%H (All HH)			100.0%	1.5%	66.9%	66.9%	0.0%	85.0%
%H (TV HH)			100.0%	1.5%	66.9%	66.9%	0.0%	
Sky with subcription	886	886	886	7	614	614	0	779
%V	34.0%	35.5%	82.0%	2.2%	31.1%	68.8%	0.0%	40.5%
%H (All HH)			100.0%	0.8%	69.3%	69.3%	0.0%	87.9%
%H (TV HH)			100.0%	0.8%	69.3%	69.3%	0.0%	
Sky without subscription	89	89	89	5	49	49	0	61
%V	3.4%	3.6%	8.2%	1.6%	2.5%	5.5%	0.0%	3.2%
%H (All HH)			100.0%	5.6%	55.1%	55.1%	0.0%	68.5%
%H (TV HH)			100.0%	5.6%	55.1%	55.1%	0.0%	
Freesat	95	95	95	3	59	59	0	75
%V	3.6%	3.8%	8.8%	1.0%	3.0%	6.6%	0.0%	3.9%
%H (All HH)			100.0%	3.2%	62.1%	62.1%	0.0%	78.9%
%H (TV HH)			100.0%	3.2%	62.1%	62.1%	0.0%	
Other satellite provider	31	31	31	2	15	15	0	21
%V	1.2%	1.2%	2.9%	0.6%	0.8%	1.7%	0.0%	1.1%
%H (All HH)			100.0%	6.5%	48.4%	48.4%	0.0%	67.7%
%H (TV HH)			100.0%	6.5%	48.4%	48.4%	0.0%	
DCAB	312	312	16	312	177	177	0	287
%V	12.0%	12.5%	1.5%	100.0%	9.0%	19.8%	0.0%	14.9%
%H (All HH)			5.1%	100.0%	56.7%	56.7%	0.0%	92.0%
%H (TV HH)			5.1%	100.0%	56.7%	56.7%	0.0%	
DTT	1977	1977	722	177	1977	892	1085	1410
%V	75.9%	79.3%	66.9%	56.7%	100.0%	100.0%	100.0%	73.2%
%H (All HH)		100.0%	36.5%	9.0%	100.0%	45.1%	54.9%	71.3%
%H (TV HH)			36.5%	9.0%	100.0%	45.1%	54.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%H (All HH)		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (TV HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
PVR	1487	1487	901	239	1106	745	361	1295
%V	57.1%	59.6%	83.4%	76.6%	55.9%	83.5%	33.3%	67.3%
%H (All HH)		100.0%	60.6%	16.1%	74.4%	50.1%	24.3%	87.1%
%H (TV HH)			60.6%	16.1%	74.4%	50.1%	24.3%	
DVDR	105	105	46	8	92	40	52	77
%V	4.0%	4.2%	4.3%	2.6%	4.7%	4.5%	4.8%	4.0%
%H (All HH)		100.0%	43.8%	7.6%	87.6%	38.1%	49.5%	73.3%
%H (TV HH)			43.8%	7.6%	87.6%	38.1%	49.5%	
VCR	139	139	53	18	112	43	68	93
%V	5.3%	5.6%	4.9%	5.8%	5.7%	4.8%	6.3%	4.8%
%H (All HH)		100.0%	38.1%	12.9%	80.6%	30.9%	48.9%	66.9%
%H (TV HH)			38.1%	12.9%	80.6%	30.9%	48.9%	
Any recorder	1583	1583	919	245	1197	764	432	1345
%V	60.8%	63.5%	85.1%	78.5%	60.5%	85.7%	39.8%	69.9%
%H (All HH)		100.0%	58.1%	15.5%	75.6%	48.3%	27.3%	85.0%
%H (TV HH)			58.1%	15.5%	75.6%	48.3%	27.3%	
Receives HDTV (via STB or built-in reception)	1325	1325	740	241	1005	645	360	1149
%V	50.9%	53.1%	68.5%	77.2%	50.8%	72.3%	33.2%	59.7%
%H (All HH)		100.0%	55.8%	18.2%	75.8%	48.7%	27.2%	86.7%
%H (TV HH)			55.8%	18.2%	75.8%	48.7%	27.2%	
DVD/Blu-ray player or recorder	1959	1959	901	261	1574	770	804	1541
%V	75.2%	78.5%	83.4%	83.7%	79.6%	86.3%	74.1%	80.1%
%H (All HH)		100.0%	46.0%	13.3%	80.3%	39.3%	41.0%	78.7%
%H (TV HH)			46.0%	13.3%	80.3%	39.3%	41.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2494	1080	312	1977	892	1085	1925
%V		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%
%H (All HH)			43.3%	12.5%	79.3%	35.8%	43.5%	
%H (TV HH)								
Has broadband internet	1925	1852	918	287	1410	775	635	1925
%V	73.9%	74.3%	85.0%	92.0%	71.3%	86.9%	58.5%	100.0%
%H (All HH)		96.2%	47.7%	14.9%	73.2%	40.3%	33.0%	100.0%
%H (TV HH)			49.6%	15.5%	76.1%	41.8%	34.3%	
Number of computers (PCs and laptops)								
0	619	585	154	28	516	116	400	41
%V	23.8%	23.5%	14.3%	9.0%	26.1%	13.0%	36.9%	2.1%
%H (All HH)		94.5%	24.9%	4.5%	83.4%	18.7%	64.6%	6.6%
%H (TV HH)			26.3%	4.8%	88.2%	19.8%	68.4%	
1	807	768	329	94	600	261	339	727
%V	31.0%	30.8%	30.5%	30.1%	30.3%	29.3%	31.2%	37.8%
%H (All HH)		95.2%	40.8%	11.6%	74.3%	32.3%	42.0%	90.1%
%H (TV HH)			42.8%	12.2%	78.1%	34.0%	44.1%	
2	539	521	261	92	395	229	166	522
%V	20.7%	20.9%	24.2%	29.5%	20.0%	25.7%	15.3%	27.1%
%H (All HH)		96.7%	48.4%	17.1%	73.3%	42.5%	30.8%	96.8%
%H (TV HH)			50.1%	17.7%	75.8%	44.0%	31.9%	
3	317	304	166	48	234	144	90	315
%V	12.2%	12.2%	15.4%	15.4%	11.8%	16.1%	8.3%	16.4%
%H (All HH)		95.9%	52.4%	15.1%	73.8%	45.4%	28.4%	99.4%
%H (TV HH)			54.6%	15.8%	77.0%	47.4%	29.6%	
4	160	157	84	28	113	70	43	159
%V	6.1%	6.3%	7.8%	9.0%	5.7%	7.8%	4.0%	8.3%
%H (All HH)		98.1%	52.5%	17.5%	70.6%	43.8%	26.9%	99.4%
%H (TV HH)			53.5%	17.8%	72.0%	44.6%	27.4%	
5+	162	158	84	22	119	72	47	161
%V	6.2%	6.3%	7.8%	7.1%	6.0%	8.1%	4.3%	8.4%
%H (All HH)		97.5%	51.9%	13.6%	73.5%	44.4%	29.0%	99.4%
%H (TV HH)			53.2%	13.9%	75.3%	45.6%	29.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5085	2438	694	4170	2228	1942	4077
%H		47.9%	13.6%	82.0%	43.8%	38.2%	80.2%
Under 20"	776	336	125	676	363	313	628
%V	15.3%	13.8%	18.0%	16.2%	16.3%	16.1%	15.4%
%H		43.3%	16.1%	87.1%	46.8%	40.3%	80.9%
20" - 29"	1274	579	153	1092	553	539	997
%V	25.1%	23.7%	22.0%	26.2%	24.8%	27.8%	24.5%
%H		45.4%	12.0%	85.7%	43.4%	42.3%	78.3%
30" - 39"	1624	719	231	1319	650	669	1249
%V	31.9%	29.5%	33.3%	31.6%	29.2%	34.4%	30.6%
%H		44.3%	14.2%	81.2%	40.0%	41.2%	76.9%
40" and over	1387	796	183	1064	657	407	1187
%V	27.3%	32.6%	26.4%	25.5%	29.5%	21.0%	29.1%
%H		57.4%	13.2%	76.7%	47.4%	29.3%	85.6%
Don't know	23	8	1	19	5	14	15
%V	0.5%	0.3%	0.1%	0.5%	0.2%	0.7%	0.4%
%H		34.8%	4.3%	82.6%	21.7%	60.9%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5085	2438	694	4170	2228	1942	4077
%H		47.9%	13.6%	82.0%	43.8%	38.2%	80.2%
Main living room	2468	1080	309	1961	890	1072	1835
%V	48.5%	44.3%	44.5%	47.0%	39.9%	55.2%	45.0%
%H		43.8%	12.5%	79.5%	36.1%	43.4%	74.4%
Kitchen	316	146	44	287	159	128	262
%V	6.2%	6.0%	6.3%	6.9%	7.1%	6.6%	6.4%
%H		46.2%	13.9%	90.8%	50.3%	40.5%	82.9%
Adult's bedroom	1376	705	213	1144	690	454	1159
%V	27.1%	28.9%	30.7%	27.4%	31.0%	23.4%	28.4%
%H		51.2%	15.5%	83.1%	50.1%	33.0%	84.2%
Child's bedroom	364	214	57	296	202	94	334
%V	7.2%	8.8%	8.2%	7.1%	9.1%	4.8%	8.2%
%H		58.8%	15.7%	81.3%	55.5%	25.8%	91.8%
Other bedroom	162	85	17	148	88	60	140
%V	3.2%	3.5%	2.4%	3.5%	3.9%	3.1%	3.4%
%H		52.5%	10.5%	91.4%	54.3%	37.0%	86.4%
Second living/dining room	235	128	33	198	123	75	199
%V	4.6%	5.3%	4.8%	4.7%	5.5%	3.9%	4.9%
%H		54.5%	14.0%	84.3%	52.3%	31.9%	84.7%
Study/office	25	11	3	17	8	9	24
%V	0.5%	0.5%	0.4%	0.4%	0.4%	0.5%	0.6%
%H		44.0%	12.0%	68.0%	32.0%	36.0%	96.0%
TV room	11	6	1	7	5	3	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		54.5%	9.1%	63.6%	45.5%	27.3%	81.8%
Conservatory	87	46	11	74	45	29	79
%V	1.7%	1.9%	1.6%	1.8%	2.0%	1.5%	1.9%
%H		52.9%	12.6%	85.1%	51.7%	33.3%	90.8%
Attic or loft room	9	4	1	8	5	3	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		44.4%	11.1%	88.9%	55.6%	33.3%	100.0%
No specific location	5	1	0	5	1	4	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
Other	28	12	4	25	13	12	24
%V	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%
%H		42.9%	14.3%	89.3%	46.4%	42.9%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5085	2438	694	4170	2228	1942	4077
%H		47.9%	13.6%	82.0%	43.8%	38.2%	80.2%
PVR	1894	1213	311	1368	976	392	1678
%V	37.2%	49.8%	44.8%	32.8%	43.8%	20.2%	41.2%
%H		64.0%	16.4%	72.2%	51.5%	20.7%	88.6%
DVDR	116	49	8	102	43	59	84
%V	2.3%	2.0%	1.2%	2.4%	1.9%	3.0%	2.1%
%H		42.2%	6.9%	87.9%	37.1%	50.9%	72.4%
VCR	142	55	18	116	45	70	96
%V	2.8%	2.3%	2.6%	2.8%	2.0%	3.6%	2.4%
%H		38.7%	12.7%	81.7%	31.7%	49.3%	67.6%
Any recorder	2025	1245	320	1492	1010	482	1753
%V	39.8%	51.1%	46.1%	35.8%	45.3%	24.8%	43.0%
%H		61.5%	15.8%	73.7%	49.9%	23.8%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5085	2438	694	4170	2228	1942	4077
%H		47.9%	13.6%	82.0%	43.8%	38.2%	80.2%
Receives HDTV (via STB or built-in reception)	1814	1036	340	1385	926	459	1607
%V	35.7%	42.5%	49.0%	33.2%	41.6%	23.6%	39.4%
%H		57.1%	18.7%	76.4%	51.0%	25.3%	88.6%
DVD/Blu-ray player or recorder	2823	1375	393	2328	1257	1070	2322
%V	55.5%	56.4%	56.6%	55.8%	56.4%	55.1%	57.0%
%H		48.7%	13.9%	82.5%	44.5%	37.9%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2486	1080	312	1975	892	1083	1845
%H		43.4%	12.6%	79.4%	35.9%	43.6%	74.2%
Under 20"	51	11	5	40	8	32	26
%V	2.1%	1.0%	1.6%	2.0%	0.9%	3.0%	1.4%
%H		21.6%	9.8%	78.4%	15.7%	62.7%	51.0%
20" - 29"	294	63	21	251	46	205	162
%V	11.8%	5.8%	6.7%	12.7%	5.2%	18.9%	8.8%
%H		21.4%	7.1%	85.4%	15.6%	69.7%	55.1%
30" - 39"	987	364	133	798	311	487	693
%V	39.7%	33.7%	42.6%	40.4%	34.9%	45.0%	37.6%
%H		36.9%	13.5%	80.9%	31.5%	49.3%	70.2%
40" and over	1141	638	152	876	525	351	959
%V	45.9%	59.1%	48.7%	44.4%	58.9%	32.4%	52.0%
%H		55.9%	13.3%	76.8%	46.0%	30.8%	84.0%
Don't know	12	4	1	10	3	8	6
%V	0.5%	0.4%	0.3%	0.5%	0.3%	0.7%	0.3%
%H		33.3%	8.3%	83.3%	25.0%	66.7%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2486	1080	312	1975	892	1083	1845
%H		43.4%	12.6%	79.4%	35.9%	43.6%	74.2%
PVR	1449	886	235	1072	731	341	1266
%V	58.3%	82.0%	75.3%	54.3%	82.0%	31.5%	68.6%
%H		61.1%	16.2%	74.0%	50.4%	23.5%	87.4%
DVDR	92	39	6	80	34	47	65
%V	3.7%	3.6%	1.9%	4.1%	3.8%	4.3%	3.5%
%H		42.4%	6.5%	87.0%	37.0%	51.1%	70.7%
VCR	118	45	15	93	34	58	80
%V	4.7%	4.2%	4.8%	4.7%	3.8%	5.4%	4.3%
%H		38.1%	12.7%	78.8%	28.8%	49.2%	67.8%
Any recorder	1542	906	241	1158	750	408	1316
%V	62.0%	83.9%	77.2%	58.6%	84.1%	37.7%	71.3%
%H		58.8%	15.6%	75.1%	48.6%	26.5%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2486	1080	312	1975	892	1083	1845
%H		43.4%	12.6%	79.4%	35.9%	43.6%	74.2%
Receives HDTV (via STB or built-in reception)	1280	722	236	964	627	337	1113
%V	51.5%	66.9%	75.6%	48.8%	70.3%	31.1%	60.3%
%H		56.4%	18.4%	75.3%	49.0%	26.3%	87.0%
DVD/Blu-ray player or recorder	1820	834	239	1456	705	751	1423
%V	73.2%	77.2%	76.6%	73.7%	79.0%	69.3%	77.1%
%H		45.8%	13.1%	80.0%	38.7%	41.3%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2599	1358	382	2195	1336	859	2232
%H		52.3%	14.7%	84.5%	51.4%	33.1%	85.9%
Under 20"	725	325	120	636	355	281	602
%V	27.9%	23.9%	31.4%	29.0%	26.6%	32.7%	27.0%
%H		44.8%	16.6%	87.7%	49.0%	38.8%	83.0%
20" - 29"	980	516	133	841	507	333	836
%V	37.7%	38.0%	34.8%	38.3%	37.9%	38.8%	37.5%
%H		52.7%	13.6%	85.8%	51.7%	34.0%	85.3%
30" - 39"	637	355	98	520	339	182	556
%V	24.5%	26.1%	25.7%	23.7%	25.4%	21.2%	24.9%
%H		55.7%	15.4%	81.6%	53.2%	28.6%	87.3%
40" and over	246	158	31	189	133	56	228
%V	9.5%	11.6%	8.1%	8.6%	10.0%	6.5%	10.2%
%H		64.2%	12.6%	76.8%	54.1%	22.8%	92.7%
Don't know	11	4	1	9	2	7	10
%V	0.4%	0.3%	0.3%	0.4%	0.1%	0.8%	0.4%
%H		36.4%	9.1%	81.8%	18.2%	63.6%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2599	1358	382	2195	1336	859	2232
%H		52.3%	14.7%	84.5%	51.4%	33.1%	85.9%
PVR	445	327	76	296	245	51	412
%V	17.1%	24.1%	19.9%	13.5%	18.3%	5.9%	18.5%
%H		73.5%	17.1%	66.5%	55.1%	11.5%	92.6%
DVDR	24	10	2	22	10	12	19
%V	0.9%	0.7%	0.5%	1.0%	0.7%	1.4%	0.9%
%H		41.7%	8.3%	91.7%	41.7%	50.0%	79.2%
VCR	25	10	2	23	11	12	16
%V	1.0%	0.7%	0.5%	1.0%	0.8%	1.4%	0.7%
%H		40.0%	8.0%	92.0%	44.0%	48.0%	64.0%
Any recorder	484	339	80	333	259	74	437
%V	18.6%	25.0%	20.9%	15.2%	19.4%	8.6%	19.6%
%H		70.0%	16.5%	68.8%	53.5%	15.3%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2599	1358	382	2195	1336	859	2232
%H		52.3%	14.7%	84.5%	51.4%	33.1%	85.9%
Receives HDTV (via STB or built-in reception)	534	314	105	421	299	123	495
%V	20.5%	23.1%	27.5%	19.2%	22.4%	14.3%	22.2%
%H		58.8%	19.7%	78.8%	56.0%	23.0%	92.7%
DVD/Blu-ray player or recorder	1003	541	154	872	553	319	899
%V	38.6%	39.8%	40.3%	39.7%	41.4%	37.1%	40.3%
%H		53.9%	15.4%	86.9%	55.1%	31.8%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5966	5753	2855	780	4422	2334	2088	4882
%H		96.4%	47.9%	13.1%	74.1%	39.1%	35.0%	81.8%
Total Children	1112	1091	650	149	773	483	289	977
%V	18.6%	19.0%	22.8%	19.1%	17.5%	20.7%	13.8%	20.0%
%H		98.1%	58.5%	13.4%	69.5%	43.4%	26.0%	87.9%
0 - 3	295	288	161	38	204	119	85	252
%V	4.9%	5.0%	5.6%	4.9%	4.6%	5.1%	4.1%	5.2%
%H		97.6%	54.6%	12.9%	69.2%	40.3%	28.8%	85.4%
4 - 15	817	803	489	112	568	364	204	725
%V	13.7%	14.0%	17.1%	14.4%	12.8%	15.6%	9.8%	14.9%
%H		98.3%	59.9%	13.7%	69.5%	44.6%	25.0%	88.7%
4 - 9	427	421	261	56	290	185	105	367
%V	7.2%	7.3%	9.1%	7.2%	6.6%	7.9%	5.0%	7.5%
%H		98.6%	61.1%	13.1%	67.9%	43.3%	24.6%	85.9%
10 - 15	390	383	227	56	278	179	99	358
%V	6.5%	6.7%	8.0%	7.2%	6.3%	7.7%	4.7%	7.3%
%H		98.2%	58.2%	14.4%	71.3%	45.9%	25.4%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5966	5753	2855	780	4422	2334	2088	4882
%H		96.4%	47.9%	13.1%	74.1%	39.1%	35.0%	81.8%
Total Adults (16+)	4854	4662	2205	630	3649	1851	1799	3905
%V	81.4%	81.0%	77.2%	80.8%	82.5%	79.3%	86.2%	80.0%
%H		96.0%	45.4%	13.0%	75.2%	38.1%	37.1%	80.4%
16 - 19	299	290	154	48	221	136	85	278
%V	5.0%	5.0%	5.4%	6.2%	5.0%	5.8%	4.1%	5.7%
%H		97.0%	51.5%	16.1%	73.9%	45.5%	28.4%	93.0%
20 - 24	412	377	174	47	272	138	134	378
%V	6.9%	6.6%	6.1%	6.0%	6.2%	5.9%	6.4%	7.7%
%H		91.5%	42.2%	11.4%	66.0%	33.5%	32.5%	91.7%
25 - 34	803	742	427	111	513	317	196	705
%V	13.5%	12.9%	15.0%	14.2%	11.6%	13.6%	9.4%	14.4%
%H		92.4%	53.2%	13.8%	63.9%	39.5%	24.4%	87.8%
35 - 44	746	724	407	101	525	314	211	664
%V	12.5%	12.6%	14.3%	12.9%	11.9%	13.5%	10.1%	13.6%
%H		97.1%	54.6%	13.5%	70.4%	42.1%	28.3%	89.0%
45 - 54	831	811	395	129	646	359	286	722
%V	13.9%	14.1%	13.8%	16.5%	14.6%	15.4%	13.7%	14.8%
%H		97.6%	47.5%	15.5%	77.7%	43.2%	34.4%	86.9%
55 - 64	710	695	306	97	568	272	296	604
%V	11.9%	12.1%	10.7%	12.4%	12.8%	11.7%	14.2%	12.4%
%H		97.9%	43.1%	13.7%	80.0%	38.3%	41.7%	85.1%
65+	1054	1024	342	96	905	314	591	554
%V	17.7%	17.8%	12.0%	12.3%	20.5%	13.5%	28.3%	11.3%
%H		97.2%	32.4%	9.1%	85.9%	29.8%	56.1%	52.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4854	4662	2205	630	3649	1851	1799	3905
%H		96.0%	45.4%	13.0%	75.2%	38.1%	37.1%	80.4%
AB	1030	992	511	112	764	401	364	957
%V	21.2%	21.3%	23.2%	17.8%	20.9%	21.7%	20.2%	24.5%
%H		96.3%	49.6%	10.9%	74.2%	38.9%	35.3%	92.9%
C1	1271	1216	578	185	978	533	445	1107
%V	26.2%	26.1%	26.2%	29.4%	26.8%	28.8%	24.7%	28.3%
%H		95.7%	45.5%	14.6%	76.9%	41.9%	35.0%	87.1%
C2	1225	1193	579	169	931	487	445	980
%V	25.2%	25.6%	26.3%	26.8%	25.5%	26.3%	24.7%	25.1%
%H		97.4%	47.3%	13.8%	76.0%	39.8%	36.3%	80.0%
D	800	764	346	123	576	292	284	591
%V	16.5%	16.4%	15.7%	19.5%	15.8%	15.8%	15.8%	15.1%
%H		95.5%	43.3%	15.4%	72.0%	36.5%	35.5%	73.9%
E	528	498	191	42	400	139	261	269
%V	10.9%	10.7%	8.7%	6.7%	11.0%	7.5%	14.5%	6.9%
%H		94.3%	36.2%	8.0%	75.8%	26.3%	49.4%	50.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4854	4662	2205	630	3649	1851	1799	3905
%H		96.0%	45.4%	13.0%	75.2%	38.1%	37.1%	80.4%
Working full time	2121	2050	1076	329	1530	899	631	1947
%V	43.7%	44.0%	48.8%	52.2%	41.9%	48.6%	35.1%	49.9%
%H		96.7%	50.7%	15.5%	72.1%	42.4%	29.8%	91.8%
Working part time	527	515	259	81	406	232	174	473
%V	10.9%	11.0%	11.7%	12.9%	11.1%	12.5%	9.7%	12.1%
%H		97.7%	49.1%	15.4%	77.0%	44.0%	33.0%	89.8%
Not working	2207	2097	871	221	1713	720	994	1486
%V	45.5%	45.0%	39.5%	35.1%	46.9%	38.9%	55.3%	38.1%
%H		95.0%	39.5%	10.0%	77.6%	32.6%	45.0%	67.3%
Housewife/Houseperson	2604	2494	1080	312	1977	892	1085	1925
%V	53.6%	53.5%	49.0%	49.5%	54.2%	48.2%	60.3%	49.3%
%H		95.8%	41.5%	12.0%	75.9%	34.3%	41.7%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2275	1108	306	1765	923	842	1954
%H		95.6%	46.6%	12.9%	74.2%	38.8%	35.4%	82.1%
16 - 19	149	147	77	26	111	68	43	141
%V	6.3%	6.5%	6.9%	8.5%	6.3%	7.4%	5.1%	7.2%
%H		98.7%	51.7%	17.4%	74.5%	45.6%	28.9%	94.6%
20 - 24	217	199	89	24	140	70	71	203
%V	9.1%	8.7%	8.0%	7.8%	7.9%	7.6%	8.4%	10.4%
%H		91.7%	41.0%	11.1%	64.5%	32.3%	32.7%	93.5%
25 - 34	402	362	215	51	256	164	92	354
%V	16.9%	15.9%	19.4%	16.7%	14.5%	17.8%	10.9%	18.1%
%H		90.0%	53.5%	12.7%	63.7%	40.8%	22.9%	88.1%
35 - 44	374	361	204	55	255	155	99	329
%V	15.7%	15.9%	18.4%	18.0%	14.4%	16.8%	11.8%	16.8%
%H		96.5%	54.5%	14.7%	68.2%	41.4%	26.5%	88.0%
45 - 54	408	397	192	62	317	173	144	351
%V	17.1%	17.5%	17.3%	20.3%	18.0%	18.7%	17.1%	18.0%
%H		97.3%	47.1%	15.2%	77.7%	42.4%	35.3%	86.0%
55 - 64	348	340	158	39	272	128	144	295
%V	14.6%	14.9%	14.3%	12.7%	15.4%	13.9%	17.1%	15.1%
%H		97.7%	45.4%	11.2%	78.2%	36.8%	41.4%	84.8%
65+	483	469	173	48	414	164	251	282
%V	20.3%	20.6%	15.6%	15.7%	23.5%	17.8%	29.8%	14.4%
%H		97.1%	35.8%	9.9%	85.7%	34.0%	52.0%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2275	1108	306	1765	923	842	1954
%H		95.6%	46.6%	12.9%	74.2%	38.8%	35.4%	82.1%
AB	497	476	259	57	364	206	158	470
%V	20.9%	20.9%	23.4%	18.6%	20.6%	22.3%	18.8%	24.1%
%H		95.8%	52.1%	11.5%	73.2%	41.4%	31.8%	94.6%
C1	594	569	277	83	455	256	199	541
%V	25.0%	25.0%	25.0%	27.1%	25.8%	27.7%	23.6%	27.7%
%H		95.8%	46.6%	14.0%	76.6%	43.1%	33.5%	91.1%
C2	666	643	315	86	499	258	242	524
%V	28.0%	28.3%	28.4%	28.1%	28.3%	28.0%	28.7%	26.8%
%H		96.5%	47.3%	12.9%	74.9%	38.7%	36.3%	78.7%
D	393	371	171	63	277	145	132	300
%V	16.5%	16.3%	15.4%	20.6%	15.7%	15.7%	15.7%	15.4%
%H		94.4%	43.5%	16.0%	70.5%	36.9%	33.6%	76.3%
E	229	216	87	18	170	58	111	118
%V	9.6%	9.5%	7.9%	5.9%	9.6%	6.3%	13.2%	6.0%
%H		94.3%	38.0%	7.9%	74.2%	25.3%	48.5%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2275	1108	306	1765	923	842	1954
%H		95.6%	46.6%	12.9%	74.2%	38.8%	35.4%	82.1%
Working full time	1300	1251	681	190	927	559	368	1188
%V	54.6%	55.0%	61.5%	62.1%	52.5%	60.6%	43.7%	60.8%
%H		96.2%	52.4%	14.6%	71.3%	43.0%	28.3%	91.4%
Working part time	119	116	53	19	90	46	44	108
%V	5.0%	5.1%	4.8%	6.2%	5.1%	5.0%	5.2%	5.5%
%H		97.5%	44.5%	16.0%	75.6%	38.7%	37.0%	90.8%
Not working	961	908	374	97	748	318	430	657
%V	40.4%	39.9%	33.8%	31.7%	42.4%	34.5%	51.1%	33.6%
%H		94.5%	38.9%	10.1%	77.8%	33.1%	44.7%	68.4%
Housewife/Houseperson	577	531	203	54	422	159	263	368
%V	24.2%	23.3%	18.3%	17.6%	23.9%	17.2%	31.2%	18.8%
%H		92.0%	35.2%	9.4%	73.1%	27.6%	45.6%	63.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2474	2388	1097	324	1885	928	957	1951
%H		96.5%	44.3%	13.1%	76.2%	37.5%	38.7%	78.9%
16 - 19	150	143	77	22	110	67	42	137
%V	6.1%	6.0%	7.0%	6.8%	5.8%	7.2%	4.4%	7.0%
%H		95.3%	51.3%	14.7%	73.3%	44.7%	28.0%	91.3%
20 - 24	195	178	85	22	132	69	63	176
%V	7.9%	7.5%	7.7%	6.8%	7.0%	7.4%	6.6%	9.0%
%H		91.3%	43.6%	11.3%	67.7%	35.4%	32.3%	90.3%
25 - 34	401	380	212	60	257	153	104	351
%V	16.2%	15.9%	19.3%	18.5%	13.6%	16.5%	10.9%	18.0%
%H		94.8%	52.9%	15.0%	64.1%	38.2%	25.9%	87.5%
35 - 44	372	363	204	47	271	159	112	335
%V	15.0%	15.2%	18.6%	14.5%	14.4%	17.1%	11.7%	17.2%
%H		97.6%	54.8%	12.6%	72.8%	42.7%	30.1%	90.1%
45 - 54	423	414	202	67	329	186	143	371
%V	17.1%	17.3%	18.4%	20.7%	17.5%	20.0%	14.9%	19.0%
%H		97.9%	47.8%	15.8%	77.8%	44.0%	33.8%	87.7%
55 - 64	362	355	148	58	296	144	152	310
%V	14.6%	14.9%	13.5%	17.9%	15.7%	15.5%	15.9%	15.9%
%H		98.1%	40.9%	16.0%	81.8%	39.8%	42.0%	85.6%
65+	571	554	169	48	491	150	341	272
%V	23.1%	23.2%	15.4%	14.8%	26.0%	16.2%	35.6%	13.9%
%H		97.0%	29.6%	8.4%	86.0%	26.3%	59.7%	47.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2474	2388	1097	324	1885	928	957	1951
%H		96.5%	44.3%	13.1%	76.2%	37.5%	38.7%	78.9%
AB	533	516	252	55	400	195	205	487
%V	21.5%	21.6%	23.0%	17.0%	21.2%	21.0%	21.4%	25.0%
%H		96.8%	47.3%	10.3%	75.0%	36.6%	38.5%	91.4%
C1	677	647	300	102	523	276	247	566
%V	27.4%	27.1%	27.3%	31.5%	27.7%	29.7%	25.8%	29.0%
%H		95.6%	44.3%	15.1%	77.3%	40.8%	36.5%	83.6%
C2	558	550	264	83	432	229	203	456
%V	22.6%	23.0%	24.1%	25.6%	22.9%	24.7%	21.2%	23.4%
%H		98.6%	47.3%	14.9%	77.4%	41.0%	36.4%	81.7%
D	408	392	175	61	298	147	152	291
%V	16.5%	16.4%	16.0%	18.8%	15.8%	15.8%	15.9%	14.9%
%H		96.1%	42.9%	15.0%	73.0%	36.0%	37.3%	71.3%
E	298	282	105	24	231	81	150	151
%V	12.0%	11.8%	9.6%	7.4%	12.3%	8.7%	15.7%	7.7%
%H		94.6%	35.2%	8.1%	77.5%	27.2%	50.3%	50.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2474	2388	1097	324	1885	928	957	1951
%H		96.5%	44.3%	13.1%	76.2%	37.5%	38.7%	78.9%
Working full time	820	800	394	139	603	340	263	758
%V	33.1%	33.5%	35.9%	42.9%	32.0%	36.6%	27.5%	38.9%
%H		97.6%	48.0%	17.0%	73.5%	41.5%	32.1%	92.4%
Working part time	408	399	205	61	316	186	130	365
%V	16.5%	16.7%	18.7%	18.8%	16.8%	20.0%	13.6%	18.7%
%H		97.8%	50.2%	15.0%	77.5%	45.6%	31.9%	89.5%
Not working	1246	1189	497	124	965	402	563	828
%V	50.4%	49.8%	45.3%	38.3%	51.2%	43.3%	58.8%	42.4%
%H		95.4%	39.9%	10.0%	77.4%	32.3%	45.2%	66.5%
Housewife/Houseperson	2027	1963	877	257	1555	733	822	1557
%V	81.9%	82.2%	79.9%	79.3%	82.5%	79.0%	85.9%	79.8%
%H		96.8%	43.3%	12.7%	76.7%	36.2%	40.6%	76.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
AB	335	327	154	46	248	121	127	297
%V	22.1%	22.3%	24.9%	21.0%	22.1%	24.2%	20.5%	27.5%
%H (All HH)		97.6%	46.0%	13.7%	74.0%	36.1%	37.9%	88.7%
%H (TV HH)			47.1%	14.1%	75.8%	37.0%	38.8%	
C1	377	361	160	54	272	122	150	299
%V	24.9%	24.7%	25.9%	24.7%	24.3%	24.4%	24.2%	27.7%
%H (All HH)		95.8%	42.4%	14.3%	72.1%	32.4%	39.8%	79.3%
%H (TV HH)			44.3%	15.0%	75.3%	33.8%	41.6%	
C2	328	320	153	54	241	132	109	258
%V	21.7%	21.9%	24.8%	24.7%	21.5%	26.4%	17.6%	23.9%
%H (All HH)		97.6%	46.6%	16.5%	73.5%	40.2%	33.2%	78.7%
%H (TV HH)			47.8%	16.9%	75.3%	41.3%	34.1%	
D	258	251	101	43	193	85	108	147
%V	17.0%	17.1%	16.3%	19.6%	17.2%	17.0%	17.4%	13.6%
%H (All HH)		97.3%	39.1%	16.7%	74.8%	32.9%	41.9%	57.0%
%H (TV HH)			40.2%	17.1%	76.9%	33.9%	43.0%	
E	217	205	50	22	167	41	127	80
%V	14.3%	14.0%	8.1%	10.0%	14.9%	8.2%	20.5%	7.4%
%H (All HH)		94.5%	23.0%	10.1%	77.0%	18.9%	58.5%	36.9%
%H (TV HH)			24.4%	10.7%	81.5%	20.0%	62.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Under 25	61	52	17	6	37	11	26	43
%V	4.0%	3.6%	2.8%	2.7%	3.3%	2.2%	4.2%	4.0%
%H (All HH)		85.2%	27.9%	9.8%	60.7%	18.0%	42.6%	70.5%
%H (TV HH)			32.7%	11.5%	71.2%	21.2%	50.0%	
25 - 34	212	201	122	28	130	80	50	183
%V	14.0%	13.7%	19.7%	12.8%	11.6%	16.0%	8.1%	16.9%
%H (All HH)		94.8%	57.5%	13.2%	61.3%	37.7%	23.6%	86.3%
%H (TV HH)			60.7%	13.9%	64.7%	39.8%	24.9%	
35 - 44	236	230	120	33	158	86	73	209
%V	15.6%	15.7%	19.4%	15.1%	14.1%	17.2%	11.8%	19.3%
%H (All HH)		97.5%	50.8%	14.0%	66.9%	36.4%	30.9%	88.6%
%H (TV HH)			52.2%	14.3%	68.7%	37.4%	31.7%	
45 - 54	299	292	152	51	222	129	92	251
%V	19.7%	19.9%	24.6%	23.3%	19.8%	25.8%	14.8%	23.2%
%H (All HH)		97.7%	50.8%	17.1%	74.2%	43.1%	30.8%	83.9%
%H (TV HH)			52.1%	17.5%	76.0%	44.2%	31.5%	
55 - 64	256	248	92	44	198	85	112	195
%V	16.9%	16.9%	14.9%	20.1%	17.7%	17.0%	18.0%	18.0%
%H (All HH)		96.9%	35.9%	17.2%	77.3%	33.2%	43.8%	76.2%
%H (TV HH)			37.1%	17.7%	79.8%	34.3%	45.2%	
65 +	451	440	115	58	376	108	268	200
%V	29.8%	30.1%	18.6%	26.5%	33.5%	21.6%	43.2%	18.5%
%H (All HH)		97.6%	25.5%	12.9%	83.4%	23.9%	59.4%	44.3%
%H (TV HH)			26.1%	13.2%	85.5%	24.5%	60.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
1	487	464	125	47	375	87	288	213
%V	32.1%	31.7%	20.2%	21.5%	33.5%	17.4%	46.4%	19.7%
%H (All HH)		95.3%	25.7%	9.7%	77.0%	17.9%	59.1%	43.7%
%H (TV HH)			26.9%	10.1%	80.8%	18.8%	62.1%	
2	535	521	225	87	405	194	211	414
%V	35.3%	35.6%	36.4%	39.7%	36.1%	38.8%	34.0%	38.3%
%H (All HH)		97.4%	42.1%	16.3%	75.7%	36.3%	39.4%	77.4%
%H (TV HH)			43.2%	16.7%	77.7%	37.2%	40.5%	
3	222	214	116	41	148	90	58	197
%V	14.7%	14.6%	18.8%	18.7%	13.2%	18.0%	9.3%	18.2%
%H (All HH)		96.4%	52.3%	18.5%	66.7%	40.5%	26.1%	88.7%
%H (TV HH)			54.2%	19.2%	69.2%	42.1%	27.1%	
4	186	183	101	34	133	87	46	177
%V	12.3%	12.5%	16.3%	15.5%	11.9%	17.4%	7.4%	16.4%
%H (All HH)		98.4%	54.3%	18.3%	71.5%	46.8%	24.7%	95.2%
%H (TV HH)			55.2%	18.6%	72.7%	47.5%	25.1%	
5+	85	82	52	10	60	41	18	79
%V	5.6%	5.6%	8.4%	4.6%	5.4%	8.2%	2.9%	7.3%
%H (All HH)		96.5%	61.2%	11.8%	70.6%	48.2%	21.2%	92.9%
%H (TV HH)			63.4%	12.2%	73.2%	50.0%	22.0%	
Average HH size	2.26	2.26	2.59	2.43	2.21	2.63	1.88	2.55

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Without	1141	1096	403	164	864	338	526	746
%V	75.3%	74.9%	65.2%	74.9%	77.1%	67.6%	84.7%	69.0%
%H (All HH)		96.1%	35.3%	14.4%	75.7%	29.6%	46.1%	65.4%
%H (TV HH)			36.8%	15.0%	78.8%	30.8%	48.0%	
With	374	368	216	55	258	162	96	335
%V	24.7%	25.1%	35.0%	25.1%	23.0%	32.4%	15.5%	31.0%
%H (All HH)		98.4%	57.8%	14.7%	69.0%	43.3%	25.7%	89.6%
%H (TV HH)			58.7%	14.9%	70.1%	44.0%	26.1%	
0 - 3	137	136	79	17	93	54	39	114
%V	9.0%	9.3%	12.8%	7.8%	8.3%	10.8%	6.3%	10.5%
%H (All HH)		99.3%	57.7%	12.4%	67.9%	39.4%	28.5%	83.2%
%H (TV HH)			58.1%	12.5%	68.4%	39.7%	28.7%	
4 - 9	196	192	114	30	130	82	49	176
%V	12.9%	13.1%	18.4%	13.7%	11.6%	16.4%	7.9%	16.3%
%H (All HH)		98.0%	58.2%	15.3%	66.3%	41.8%	25.0%	89.8%
%H (TV HH)			59.4%	15.6%	67.7%	42.7%	25.5%	
10 - 15	174	171	103	27	125	85	40	165
%V	11.5%	11.7%	16.7%	12.3%	11.2%	17.0%	6.4%	15.3%
%H (All HH)		98.3%	59.2%	15.5%	71.8%	48.9%	23.0%	94.8%
%H (TV HH)			60.2%	15.8%	73.1%	49.7%	23.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
1	569	569	184	67	393	85	308	326
%V	37.6%	38.9%	29.8%	30.6%	35.1%	17.0%	49.6%	30.2%
%H (All HH)		100.0%	32.3%	11.8%	69.1%	14.9%	54.1%	57.3%
%H (TV HH)			32.3%	11.8%	69.1%	14.9%	54.1%	
2	513	513	215	83	411	195	216	373
%V	33.9%	35.0%	34.8%	37.9%	36.7%	39.0%	34.8%	34.5%
%H (All HH)		100.0%	41.9%	16.2%	80.1%	38.0%	42.1%	72.7%
%H (TV HH)			41.9%	16.2%	80.1%	38.0%	42.1%	
3	234	234	124	41	193	124	69	209
%V	15.4%	16.0%	20.1%	18.7%	17.2%	24.8%	11.1%	19.3%
%H (All HH)		100.0%	53.0%	17.5%	82.5%	53.0%	29.5%	89.3%
%H (TV HH)			53.0%	17.5%	82.5%	53.0%	29.5%	
4	95	95	60	19	78	59	19	91
%V	6.3%	6.5%	9.7%	8.7%	7.0%	11.8%	3.1%	8.4%
%H (All HH)		100.0%	63.2%	20.0%	82.1%	62.1%	20.0%	95.8%
%H (TV HH)			63.2%	20.0%	82.1%	62.1%	20.0%	
5+	53	53	36	9	46	37	9	52
%V	3.5%	3.6%	5.8%	4.1%	4.1%	7.4%	1.4%	4.8%
%H (All HH)		100.0%	67.9%	17.0%	86.8%	69.8%	17.0%	98.1%
%H (TV HH)			67.9%	17.0%	86.8%	69.8%	17.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC North East & Cumbria
Household level data
Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Under 20"	361	361	149	66	310	166	144	273
%V	23.8%	24.7%	24.1%	30.1%	27.7%	33.2%	23.2%	25.3%
%H (All HH)		100.0%	41.3%	18.3%	85.9%	46.0%	39.9%	75.6%
%H (TV HH)			41.3%	18.3%	85.9%	46.0%	39.9%	
20" - 29"	525	525	212	80	434	199	235	381
%V	34.7%	35.9%	34.3%	36.5%	38.7%	39.8%	37.8%	35.2%
%H (All HH)		100.0%	40.4%	15.2%	82.7%	37.9%	44.8%	72.6%
%H (TV HH)			40.4%	15.2%	82.7%	37.9%	44.8%	
30" - 39"	785	785	336	118	626	298	329	578
%V	51.8%	53.6%	54.4%	53.9%	55.8%	59.6%	53.0%	53.5%
%H (All HH)		100.0%	42.8%	15.0%	79.7%	38.0%	41.9%	73.6%
%H (TV HH)			42.8%	15.0%	79.7%	38.0%	41.9%	
40" and over	728	728	401	126	522	316	205	605
%V	48.1%	49.7%	64.9%	57.5%	46.6%	63.2%	33.0%	56.0%
%H (All HH)		100.0%	55.1%	17.3%	71.7%	43.4%	28.2%	83.1%
%H (TV HH)			55.1%	17.3%	71.7%	43.4%	28.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%V (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Main living room	1451	1451	616	219	1112	498	614	1043
%V	95.8%	99.1%	99.7%	100.0%	99.2%	99.6%	98.9%	96.5%
%H (All HH)		100.0%	42.5%	15.1%	76.6%	34.3%	42.3%	71.9%
%H (TV HH)			42.5%	15.1%	76.6%	34.3%	42.3%	
Kitchen	174	174	79	28	156	88	68	139
%V	11.5%	11.9%	12.8%	12.8%	13.9%	17.6%	11.0%	12.9%
%H (All HH)		100.0%	45.4%	16.1%	89.7%	50.6%	39.1%	79.9%
%H (TV HH)			45.4%	16.1%	89.7%	50.6%	39.1%	
Adult's bedroom	637	637	320	111	529	321	208	520
%V	42.0%	43.5%	51.8%	50.7%	47.2%	64.2%	33.5%	48.1%
%H (All HH)		100.0%	50.2%	17.4%	83.0%	50.4%	32.7%	81.6%
%H (TV HH)			50.2%	17.4%	83.0%	50.4%	32.7%	
Child's bedroom	192	192	121	30	133	91	42	176
%V	12.7%	13.1%	19.6%	13.7%	11.9%	18.2%	6.8%	16.3%
%H (All HH)		100.0%	63.0%	15.6%	69.3%	47.4%	21.9%	91.7%
%H (TV HH)			63.0%	15.6%	69.3%	47.4%	21.9%	
Other bedroom	107	107	57	22	94	63	30	93
%V	7.1%	7.3%	9.2%	10.0%	8.4%	12.6%	4.8%	8.6%
%H (All HH)		100.0%	53.3%	20.6%	87.9%	58.9%	28.0%	86.9%
%H (TV HH)			53.3%	20.6%	87.9%	58.9%	28.0%	
Second living/dining room	110	110	52	18	91	52	39	93
%V	7.3%	7.5%	8.4%	8.2%	8.1%	10.4%	6.3%	8.6%
%H (All HH)		100.0%	47.3%	16.4%	82.7%	47.3%	35.5%	84.5%
%H (TV HH)			47.3%	16.4%	82.7%	47.3%	35.5%	
Study/office	18	18	12	3	11	9	2	16
%V	1.2%	1.2%	1.9%	1.4%	1.0%	1.8%	0.3%	1.5%
%H (All HH)		100.0%	66.7%	16.7%	61.1%	50.0%	11.1%	88.9%
%H (TV HH)			66.7%	16.7%	61.1%	50.0%	11.1%	
TV room	4	4	4	0	4	3	1	4
%V	0.3%	0.3%	0.6%	0.0%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	75.0%	25.0%	
Conservatory	50	50	25	13	45	33	12	48
%V	3.3%	3.4%	4.0%	5.9%	4.0%	6.6%	1.9%	4.4%
%H (All HH)		100.0%	50.0%	26.0%	90.0%	66.0%	24.0%	96.0%
%H (TV HH)			50.0%	26.0%	90.0%	66.0%	24.0%	
Attic or loft room	4	4	3	1	3	3	1	4
%V	0.3%	0.3%	0.5%	0.5%	0.3%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	75.0%	25.0%	
No specific location	3	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	14	14	8	2	12	7	5	13
%V	0.9%	1.0%	1.3%	0.9%	1.1%	1.4%	0.8%	1.2%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	50.0%	35.7%	92.9%
%H (TV HH)			57.1%	14.3%	85.7%	50.0%	35.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Any DSAT provider	618	618	618	10	381	381	0	528
%V	40.8%	42.2%	100.0%	4.6%	34.0%	76.2%	0.0%	48.8%
%H (All HH)			100.0%	1.6%	61.7%	61.7%	0.0%	85.4%
%H (TV HH)			100.0%	1.6%	61.7%	61.7%	0.0%	
Sky with subcription	550	550	550	5	347	347	0	479
%V	36.3%	37.6%	89.0%	2.3%	31.0%	69.4%	0.0%	44.3%
%H (All HH)			100.0%	0.9%	63.1%	63.1%	0.0%	87.1%
%H (TV HH)			100.0%	0.9%	63.1%	63.1%	0.0%	
Sky without subcription	24	24	24	2	14	14	0	16
%V	1.6%	1.6%	3.9%	0.9%	1.2%	2.8%	0.0%	1.5%
%H (All HH)			100.0%	8.3%	58.3%	58.3%	0.0%	66.7%
%H (TV HH)			100.0%	8.3%	58.3%	58.3%	0.0%	
Freesat	55	55	55	4	30	30	0	41
%V	3.6%	3.8%	8.9%	1.8%	2.7%	6.0%	0.0%	3.8%
%H (All HH)			100.0%	7.3%	54.5%	54.5%	0.0%	74.5%
%H (TV HH)			100.0%	7.3%	54.5%	54.5%	0.0%	
Other satellite provider	7	7	7	0	3	3	0	7
%V	0.5%	0.5%	1.1%	0.0%	0.3%	0.6%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	
DCAB	219	219	10	219	122	122	0	188
%V	14.5%	15.0%	1.6%	100.0%	10.9%	24.4%	0.0%	17.4%
%H (All HH)			4.6%	100.0%	55.7%	55.7%	0.0%	85.8%
%H (TV HH)			4.6%	100.0%	55.7%	55.7%	0.0%	
DTT	1121	1121	381	122	1121	500	621	769
%V	74.0%	76.6%	61.7%	55.7%	100.0%	100.0%	100.0%	71.1%
%H (All HH)		100.0%	34.0%	10.9%	100.0%	44.6%	55.4%	68.6%
%H (TV HH)			34.0%	10.9%	100.0%	44.6%	55.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1464	618	219	1121	500	621	1081
%H (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
PVR	926	926	548	170	653	435	218	773
%V	61.1%	63.3%	88.7%	77.6%	58.3%	87.0%	35.1%	71.5%
%H (All HH)		100.0%	59.2%	18.4%	70.5%	47.0%	23.5%	83.5%
%H (TV HH)			59.2%	18.4%	70.5%	47.0%	23.5%	
DVDR	69	69	36	12	55	33	22	57
%V	4.6%	4.7%	5.8%	5.5%	4.9%	6.6%	3.5%	5.3%
%H (All HH)		100.0%	52.2%	17.4%	79.7%	47.8%	31.9%	82.6%
%H (TV HH)			52.2%	17.4%	79.7%	47.8%	31.9%	
VCR	36	36	10	7	33	13	20	20
%V	2.4%	2.5%	1.6%	3.2%	2.9%	2.6%	3.2%	1.9%
%H (All HH)		100.0%	27.8%	19.4%	91.7%	36.1%	55.6%	55.6%
%H (TV HH)			27.8%	19.4%	91.7%	36.1%	55.6%	
Any recorder	970	970	557	177	692	446	246	800
%V	64.0%	66.3%	90.1%	80.8%	61.7%	89.2%	39.6%	74.0%
%H (All HH)		100.0%	57.4%	18.2%	71.3%	46.0%	25.4%	82.5%
%H (TV HH)			57.4%	18.2%	71.3%	46.0%	25.4%	
Receives HDTV (via STB or built-in reception)	743	743	421	136	559	365	193	627
%V	49.0%	50.8%	68.1%	62.1%	49.9%	73.0%	31.1%	58.0%
%H (All HH)		100.0%	56.7%	18.3%	75.2%	49.1%	26.0%	84.4%
%H (TV HH)			56.7%	18.3%	75.2%	49.1%	26.0%	
DVD/Blu-ray player or recorder	1114	1114	496	171	872	419	453	840
%V	73.5%	76.1%	80.3%	78.1%	77.8%	83.8%	72.9%	77.7%
%H (All HH)		100.0%	44.5%	15.4%	78.3%	37.6%	40.7%	75.4%
%H (TV HH)			44.5%	15.4%	78.3%	37.6%	40.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

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	1515	1464	618	219	1121	500	621	1081
%V (All HH)		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%
%H (TV HH)			42.2%	15.0%	76.6%	34.2%	42.4%	
Has broadband internet	1081	1051	528	188	769	436	333	1081
%V	71.4%	71.8%	85.4%	85.8%	68.6%	87.2%	53.6%	100.0%
%H (All HH)		97.2%	48.8%	17.4%	71.1%	40.3%	30.8%	100.0%
%H (TV HH)			50.2%	17.9%	73.2%	41.5%	31.7%	
Number of computers (PCs and laptops)								
0	394	378	85	31	322	62	260	25
%V	26.0%	25.8%	13.8%	14.2%	28.7%	12.4%	41.9%	2.3%
%H (All HH)		95.9%	21.6%	7.9%	81.7%	15.7%	66.0%	6.3%
%H (TV HH)			22.5%	8.2%	85.2%	16.4%	68.8%	
1	435	419	171	62	324	140	184	379
%V	28.7%	28.6%	27.7%	28.3%	28.9%	28.0%	29.6%	35.1%
%H (All HH)		96.3%	39.3%	14.3%	74.5%	32.2%	42.3%	87.1%
%H (TV HH)			40.8%	14.8%	77.3%	33.4%	43.9%	
2	320	308	164	56	221	133	89	313
%V	21.1%	21.0%	26.5%	25.6%	19.7%	26.6%	14.3%	29.0%
%H (All HH)		96.3%	51.3%	17.5%	69.1%	41.6%	27.8%	97.8%
%H (TV HH)			53.2%	18.2%	71.8%	43.2%	28.9%	
3	176	171	92	29	121	73	49	175
%V	11.6%	11.7%	14.9%	13.2%	10.8%	14.6%	7.9%	16.2%
%H (All HH)		97.2%	52.3%	16.5%	68.8%	41.5%	27.8%	99.4%
%H (TV HH)			53.8%	17.0%	70.8%	42.7%	28.7%	
4	93	92	50	23	64	44	19	93
%V	6.1%	6.3%	8.1%	10.5%	5.7%	8.8%	3.1%	8.6%
%H (All HH)		98.9%	53.8%	24.7%	68.8%	47.3%	20.4%	100.0%
%H (TV HH)			54.3%	25.0%	69.6%	47.8%	20.7%	
5+	97	95	56	18	69	49	21	97
%V	6.4%	6.5%	9.1%	8.2%	6.2%	9.8%	3.4%	9.0%
%H (All HH)		97.9%	57.7%	18.6%	71.1%	50.5%	21.6%	100.0%
%H (TV HH)			58.9%	18.9%	72.6%	51.6%	22.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2957	1415	481	2348	1279	1069	2339
%H		47.9%	16.3%	79.4%	43.3%	36.2%	79.1%
Under 20"	453	198	88	395	227	168	355
%V	15.3%	14.0%	18.3%	16.8%	17.7%	15.7%	15.2%
%H		43.7%	19.4%	87.2%	50.1%	37.1%	78.4%
20" - 29"	675	289	100	561	270	291	513
%V	22.8%	20.4%	20.8%	23.9%	21.1%	27.2%	21.9%
%H		42.8%	14.8%	83.1%	40.0%	43.1%	76.0%
30" - 39"	938	421	144	752	381	371	713
%V	31.7%	29.8%	29.9%	32.0%	29.8%	34.7%	30.5%
%H		44.9%	15.4%	80.2%	40.6%	39.6%	76.0%
40" and over	877	503	147	629	396	232	745
%V	29.7%	35.5%	30.6%	26.8%	31.0%	21.7%	31.9%
%H		57.4%	16.8%	71.7%	45.2%	26.5%	84.9%
Don't know	14	5	2	12	5	7	13
%V	0.5%	0.4%	0.4%	0.5%	0.4%	0.7%	0.6%
%H		35.7%	14.3%	85.7%	35.7%	50.0%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2957	1415	481	2348	1279	1069	2339
%H		47.9%	16.3%	79.4%	43.3%	36.2%	79.1%
Main living room	1461	619	221	1119	501	618	1052
%V	49.4%	43.7%	45.9%	47.7%	39.2%	57.8%	45.0%
%H		42.4%	15.1%	76.6%	34.3%	42.3%	72.0%
Kitchen	174	79	28	156	88	68	139
%V	5.9%	5.6%	5.8%	6.6%	6.9%	6.4%	5.9%
%H		45.4%	16.1%	89.7%	50.6%	39.1%	79.9%
Adult's bedroom	732	378	125	615	386	230	611
%V	24.8%	26.7%	26.0%	26.2%	30.2%	21.5%	26.1%
%H		51.6%	17.1%	84.0%	52.7%	31.4%	83.5%
Child's bedroom	260	165	43	176	119	57	243
%V	8.8%	11.7%	8.9%	7.5%	9.3%	5.3%	10.4%
%H		63.5%	16.5%	67.7%	45.8%	21.9%	93.5%
Other bedroom	125	68	26	111	77	34	110
%V	4.2%	4.8%	5.4%	4.7%	6.0%	3.2%	4.7%
%H		54.4%	20.8%	88.8%	61.6%	27.2%	88.0%
Second living/dining room	110	52	18	91	52	39	93
%V	3.7%	3.7%	3.7%	3.9%	4.1%	3.6%	4.0%
%H		47.3%	16.4%	82.7%	47.3%	35.5%	84.5%
Study/office	18	12	3	11	9	2	16
%V	0.6%	0.8%	0.6%	0.5%	0.7%	0.2%	0.7%
%H		66.7%	16.7%	61.1%	50.0%	11.1%	88.9%
TV room	4	4	0	4	3	1	4
%V	0.1%	0.3%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		100.0%	0.0%	100.0%	75.0%	25.0%	100.0%
Conservatory	50	25	13	45	33	12	48
%V	1.7%	1.8%	2.7%	1.9%	2.6%	1.1%	2.1%
%H		50.0%	26.0%	90.0%	66.0%	24.0%	96.0%
Attic or loft room	4	3	1	3	3	1	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	75.0%	25.0%	100.0%
No specific location	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	16	8	2	14	8	6	15
%V	0.5%	0.6%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2957	1415	481	2348	1279	1069	2339
%H		47.9%	16.3%	79.4%	43.3%	36.2%	79.1%
PVR	1172	725	221	814	572	242	1003
%V	39.6%	51.2%	45.9%	34.7%	44.7%	22.6%	42.9%
%H		61.9%	18.9%	69.5%	48.8%	20.6%	85.6%
DVDR	76	40	13	61	38	23	63
%V	2.6%	2.8%	2.7%	2.6%	3.0%	2.2%	2.7%
%H		52.6%	17.1%	80.3%	50.0%	30.3%	82.9%
VCR	39	12	7	36	15	21	21
%V	1.3%	0.8%	1.5%	1.5%	1.2%	2.0%	0.9%
%H		30.8%	17.9%	92.3%	38.5%	53.8%	53.8%
Any recorder	1233	743	230	869	594	275	1043
%V	41.7%	52.5%	47.8%	37.0%	46.4%	25.7%	44.6%
%H		60.3%	18.7%	70.5%	48.2%	22.3%	84.6%

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	2957	1415	481	2348	1279	1069	2339
%H		47.9%	16.3%	79.4%	43.3%	36.2%	79.1%
Receives HDTV (via STB or built-in reception)	1047	593	211	798	546	253	911
%V	35.4%	41.9%	43.9%	34.0%	42.7%	23.7%	38.9%
%H		56.6%	20.2%	76.2%	52.1%	24.2%	87.0%
DVD/Blu-ray player or recorder	1600	768	257	1298	713	585	1278
%V	54.1%	54.3%	53.4%	55.3%	55.7%	54.7%	54.6%
%H		48.0%	16.1%	81.1%	44.6%	36.6%	79.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1460	617	219	1121	500	621	1048
%H		42.3%	15.0%	76.8%	34.2%	42.5%	71.8%
Under 20"	25	4	1	20	3	17	10
%V	1.7%	0.6%	0.5%	1.8%	0.6%	2.7%	1.0%
%H		16.0%	4.0%	80.0%	12.0%	68.0%	40.0%
20" - 29"	186	34	18	154	22	132	91
%V	12.7%	5.5%	8.2%	13.7%	4.4%	21.3%	8.7%
%H		18.3%	9.7%	82.8%	11.8%	71.0%	48.9%
30" - 39"	542	190	79	438	168	270	360
%V	37.1%	30.8%	36.1%	39.1%	33.6%	43.5%	34.4%
%H		35.1%	14.6%	80.8%	31.0%	49.8%	66.4%
40" and over	705	388	121	506	306	200	585
%V	48.3%	62.9%	55.3%	45.1%	61.2%	32.2%	55.8%
%H		55.0%	17.2%	71.8%	43.4%	28.4%	83.0%
Don't know	3	0	0	3	0	3	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1460	617	219	1121	500	621	1048
%H		42.3%	15.0%	76.8%	34.2%	42.5%	71.8%
PVR	903	543	164	632	427	205	755
%V	61.8%	88.0%	74.9%	56.4%	85.4%	33.0%	72.0%
%H		60.1%	18.2%	70.0%	47.3%	22.7%	83.6%
DVDR	58	29	10	47	27	20	47
%V	4.0%	4.7%	4.6%	4.2%	5.4%	3.2%	4.5%
%H		50.0%	17.2%	81.0%	46.6%	34.5%	81.0%
VCR	31	8	6	27	10	17	15
%V	2.1%	1.3%	2.7%	2.4%	2.0%	2.7%	1.4%
%H		25.8%	19.4%	87.1%	32.3%	54.8%	48.4%
Any recorder	945	552	172	670	439	231	781
%V	64.7%	89.5%	78.5%	59.8%	87.8%	37.2%	74.5%
%H		58.4%	18.2%	70.9%	46.5%	24.4%	82.6%

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	1460	617	219	1121	500	621	1048
%H		42.3%	15.0%	76.8%	34.2%	42.5%	71.8%
Receives HDTV (via STB or built-in reception)	721	411	132	540	356	184	607
%V	49.4%	66.6%	60.3%	48.2%	71.2%	29.6%	57.9%
%H		57.0%	18.3%	74.9%	49.4%	25.5%	84.2%
DVD/Blu-ray player or recorder	1022	457	147	794	372	423	766
%V	70.0%	74.1%	67.1%	70.8%	74.4%	68.1%	73.1%
%H		44.7%	14.4%	77.7%	36.4%	41.4%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1497	798	261	1227	779	447	1290
%H		53.3%	17.4%	82.0%	52.0%	29.9%	86.2%
Under 20"	429	194	86	374	224	150	344
%V	28.7%	24.3%	33.0%	30.5%	28.8%	33.6%	26.7%
%H		45.2%	20.0%	87.2%	52.2%	35.0%	80.2%
20" - 29"	489	254	82	407	248	159	422
%V	32.7%	31.8%	31.4%	33.2%	31.8%	35.6%	32.7%
%H		51.9%	16.8%	83.2%	50.7%	32.5%	86.3%
30" - 39"	396	230	65	314	213	101	353
%V	26.5%	28.8%	24.9%	25.6%	27.3%	22.6%	27.4%
%H		58.1%	16.4%	79.3%	53.8%	25.5%	89.1%
40" and over	173	115	26	122	90	32	160
%V	11.6%	14.4%	10.0%	9.9%	11.6%	7.2%	12.4%
%H		66.5%	15.0%	70.5%	52.0%	18.5%	92.5%
Don't know	11	5	2	9	5	4	11
%V	0.7%	0.6%	0.8%	0.7%	0.6%	0.9%	0.9%
%H		45.5%	18.2%	81.8%	45.5%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1497	798	261	1227	779	447	1290
%H		53.3%	17.4%	82.0%	52.0%	29.9%	86.2%
PVR	269	182	57	182	145	36	248
%V	18.0%	22.8%	21.8%	14.8%	18.6%	8.1%	19.2%
%H		67.7%	21.2%	67.7%	53.9%	13.4%	92.2%
DVDR	18	11	3	15	11	4	16
%V	1.2%	1.4%	1.1%	1.2%	1.4%	0.9%	1.2%
%H		61.1%	16.7%	83.3%	61.1%	22.2%	88.9%
VCR	9	4	1	9	4	4	6
%V	0.6%	0.5%	0.4%	0.7%	0.5%	0.9%	0.5%
%H		44.4%	11.1%	100.0%	44.4%	44.4%	66.7%
Any recorder	288	192	59	199	155	43	262
%V	19.2%	24.1%	22.6%	16.2%	19.9%	9.6%	20.3%
%H		66.7%	20.5%	69.1%	53.8%	14.9%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	1497	798	261	1227	779	447	1290
%H		53.3%	17.4%	82.0%	52.0%	29.9%	86.2%
Receives HDTV (via STB or built-in reception)	326	182	79	259	190	69	304
%V	21.8%	22.8%	30.3%	21.1%	24.4%	15.4%	23.6%
%H		55.8%	24.2%	79.4%	58.3%	21.2%	93.3%
DVD/Blu-ray player or recorder	579	311	110	504	341	163	513
%V	38.7%	39.0%	42.1%	41.1%	43.8%	36.5%	39.8%
%H		53.7%	19.0%	87.0%	58.9%	28.2%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3417	3313	1603	533	2481	1315	1166	2760
%H		97.0%	46.9%	15.6%	72.6%	38.5%	34.1%	80.8%
Total Children	631	622	371	86	436	273	162	565
%V	18.5%	18.8%	23.1%	16.1%	17.6%	20.8%	13.9%	20.5%
%H		98.6%	58.8%	13.6%	69.1%	43.3%	25.7%	89.5%
0 - 3	167	166	93	20	115	64	51	136
%V	4.9%	5.0%	5.8%	3.8%	4.6%	4.9%	4.4%	4.9%
%H		99.4%	55.7%	12.0%	68.9%	38.3%	30.5%	81.4%
4 - 15	464	456	278	66	321	209	112	429
%V	13.6%	13.8%	17.3%	12.4%	12.9%	15.9%	9.6%	15.5%
%H		98.3%	59.9%	14.2%	69.2%	45.0%	24.1%	92.5%
4 - 9	246	242	147	35	163	102	60	221
%V	7.2%	7.3%	9.2%	6.6%	6.6%	7.8%	5.1%	8.0%
%H		98.4%	59.8%	14.2%	66.3%	41.5%	24.4%	89.8%
10 - 15	218	215	131	31	158	107	51	208
%V	6.4%	6.5%	8.2%	5.8%	6.4%	8.1%	4.4%	7.5%
%H		98.6%	60.1%	14.2%	72.5%	49.1%	23.4%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3417	3313	1603	533	2481	1315	1166	2760
%H		97.0%	46.9%	15.6%	72.6%	38.5%	34.1%	80.8%
Total Adults (16+)	2786	2691	1232	447	2045	1042	1004	2195
%V	81.5%	81.2%	76.9%	83.9%	82.4%	79.2%	86.1%	79.5%
%H		96.6%	44.2%	16.0%	73.4%	37.4%	36.0%	78.8%
16 - 19	158	157	83	26	123	75	48	146
%V	4.6%	4.7%	5.2%	4.9%	5.0%	5.7%	4.1%	5.3%
%H		99.4%	52.5%	16.5%	77.8%	47.5%	30.4%	92.4%
20 - 24	212	190	80	36	140	77	63	183
%V	6.2%	5.7%	5.0%	6.8%	5.6%	5.9%	5.4%	6.6%
%H		89.6%	37.7%	17.0%	66.0%	36.3%	29.7%	86.3%
25 - 34	414	391	234	63	262	171	91	367
%V	12.1%	11.8%	14.6%	11.8%	10.6%	13.0%	7.8%	13.3%
%H		94.4%	56.5%	15.2%	63.3%	41.3%	22.0%	88.6%
35 - 44	408	395	215	59	268	151	117	365
%V	11.9%	11.9%	13.4%	11.1%	10.8%	11.5%	10.0%	13.2%
%H		96.8%	52.7%	14.5%	65.7%	37.0%	28.7%	89.5%
45 - 54	512	502	262	92	382	231	151	448
%V	15.0%	15.2%	16.3%	17.3%	15.4%	17.6%	13.0%	16.2%
%H		98.0%	51.2%	18.0%	74.6%	45.1%	29.5%	87.5%
55 - 64	431	420	175	81	328	161	166	350
%V	12.6%	12.7%	10.9%	15.2%	13.2%	12.2%	14.2%	12.7%
%H		97.4%	40.6%	18.8%	76.1%	37.4%	38.5%	81.2%
65+	651	636	183	90	542	175	367	336
%V	19.1%	19.2%	11.4%	16.9%	21.8%	13.3%	31.5%	12.2%
%H		97.7%	28.1%	13.8%	83.3%	26.9%	56.4%	51.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2786	2691	1232	447	2045	1042	1004	2195
	%H		96.6%	44.2%	16.0%	73.4%	37.4%	36.0%	78.8%
AB		667	654	329	99	496	266	229	615
	%V	23.9%	24.3%	26.7%	22.1%	24.3%	25.5%	22.8%	28.0%
	%H		98.1%	49.3%	14.8%	74.4%	39.9%	34.3%	92.2%
C1		726	687	315	112	515	253	262	624
	%V	26.1%	25.5%	25.6%	25.1%	25.2%	24.3%	26.1%	28.4%
	%H		94.6%	43.4%	15.4%	70.9%	34.8%	36.1%	86.0%
C2		643	627	310	113	475	278	197	531
	%V	23.1%	23.3%	25.2%	25.3%	23.2%	26.7%	19.6%	24.2%
	%H		97.5%	48.2%	17.6%	73.9%	43.2%	30.6%	82.6%
D		455	441	198	85	334	174	160	298
	%V	16.3%	16.4%	16.1%	19.0%	16.3%	16.7%	15.9%	13.6%
	%H		96.9%	43.5%	18.7%	73.4%	38.2%	35.2%	65.5%
E		295	282	80	37	225	70	155	128
	%V	10.6%	10.5%	6.5%	8.3%	11.0%	6.7%	15.4%	5.8%
	%H		95.6%	27.1%	12.5%	76.3%	23.7%	52.5%	43.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2786	2691	1232	447	2045	1042	1004	2195
%H		96.6%	44.2%	16.0%	73.4%	37.4%	36.0%	78.8%
Working full time	1202	1168	623	215	827	494	333	1095
%V	43.1%	43.4%	50.6%	48.1%	40.4%	47.4%	33.2%	49.9%
%H		97.2%	51.8%	17.9%	68.8%	41.1%	27.7%	91.1%
Working part time	286	278	152	40	205	120	85	254
%V	10.3%	10.3%	12.3%	8.9%	10.0%	11.5%	8.5%	11.6%
%H		97.2%	53.1%	14.0%	71.7%	42.0%	29.7%	88.8%
Not working	1298	1245	458	192	1014	428	585	846
%V	46.6%	46.3%	37.2%	43.0%	49.6%	41.1%	58.3%	38.5%
%H		95.9%	35.3%	14.8%	78.1%	33.0%	45.1%	65.2%
Housewife/Houseperson	1515	1464	618	219	1121	500	621	1081
%V	54.4%	54.4%	50.2%	49.0%	54.8%	48.0%	61.9%	49.2%
%H		96.6%	40.8%	14.5%	74.0%	33.0%	41.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1297	608	218	978	517	461	1098
%H		95.9%	44.9%	16.1%	72.3%	38.2%	34.1%	81.2%
16 - 19	79	78	44	9	64	40	24	76
%V	5.8%	6.0%	7.2%	4.1%	6.5%	7.7%	5.2%	6.9%
%H		98.7%	55.7%	11.4%	81.0%	50.6%	30.4%	96.2%
20 - 24	117	102	44	18	72	40	31	103
%V	8.6%	7.9%	7.2%	8.3%	7.4%	7.7%	6.7%	9.4%
%H		87.2%	37.6%	15.4%	61.5%	34.2%	26.5%	88.0%
25 - 34	201	188	109	35	125	83	41	179
%V	14.9%	14.5%	17.9%	16.1%	12.8%	16.1%	8.9%	16.3%
%H		93.5%	54.2%	17.4%	62.2%	41.3%	20.4%	89.1%
35 - 44	198	189	102	27	130	72	59	176
%V	14.6%	14.6%	16.8%	12.4%	13.3%	13.9%	12.8%	16.0%
%H		95.5%	51.5%	13.6%	65.7%	36.4%	29.8%	88.9%
45 - 54	254	250	125	47	190	111	79	218
%V	18.8%	19.3%	20.6%	21.6%	19.4%	21.5%	17.1%	19.9%
%H		98.4%	49.2%	18.5%	74.8%	43.7%	31.1%	85.8%
55 - 64	211	206	94	39	155	80	75	177
%V	15.6%	15.9%	15.5%	17.9%	15.8%	15.5%	16.3%	16.1%
%H		97.6%	44.5%	18.5%	73.5%	37.9%	35.5%	83.9%
65+	292	284	91	43	242	91	151	170
%V	21.6%	21.9%	15.0%	19.7%	24.7%	17.6%	32.8%	15.5%
%H		97.3%	31.2%	14.7%	82.9%	31.2%	51.7%	58.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1297	608	218	978	517	461	1098
%H		95.9%	44.9%	16.1%	72.3%	38.2%	34.1%	81.2%
AB	335	330	172	51	250	140	109	314
%V	24.8%	25.4%	28.3%	23.4%	25.6%	27.1%	23.6%	28.6%
%H		98.5%	51.3%	15.2%	74.6%	41.8%	32.5%	93.7%
C1	337	314	143	52	232	117	116	299
%V	24.9%	24.2%	23.5%	23.9%	23.7%	22.6%	25.2%	27.2%
%H		93.2%	42.4%	15.4%	68.8%	34.7%	34.4%	88.7%
C2	344	333	162	60	252	146	106	283
%V	25.4%	25.7%	26.6%	27.5%	25.8%	28.2%	23.0%	25.8%
%H		96.8%	47.1%	17.4%	73.3%	42.4%	30.8%	82.3%
D	211	202	96	40	151	83	68	146
%V	15.6%	15.6%	15.8%	18.3%	15.4%	16.1%	14.8%	13.3%
%H		95.7%	45.5%	19.0%	71.6%	39.3%	32.2%	69.2%
E	125	118	35	14	93	30	63	56
%V	9.2%	9.1%	5.8%	6.4%	9.5%	5.8%	13.7%	5.1%
%H		94.4%	28.0%	11.2%	74.4%	24.0%	50.4%	44.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1297	608	218	978	517	461	1098
%H		95.9%	44.9%	16.1%	72.3%	38.2%	34.1%	81.2%
Working full time	733	710	382	130	503	305	198	670
%V	54.2%	54.7%	62.8%	59.6%	51.4%	59.0%	43.0%	61.0%
%H		96.9%	52.1%	17.7%	68.6%	41.6%	27.0%	91.4%
Working part time	50	47	22	6	31	13	17	41
%V	3.7%	3.6%	3.6%	2.8%	3.2%	2.5%	3.7%	3.7%
%H		94.0%	44.0%	12.0%	62.0%	26.0%	34.0%	82.0%
Not working	570	540	204	82	444	199	246	387
%V	42.1%	41.6%	33.6%	37.6%	45.4%	38.5%	53.4%	35.2%
%H		94.7%	35.8%	14.4%	77.9%	34.9%	43.2%	67.9%
Housewife/Houseperson	326	304	100	46	237	83	154	201
%V	24.1%	23.4%	16.4%	21.1%	24.2%	16.1%	33.4%	18.3%
%H		93.3%	30.7%	14.1%	72.7%	25.5%	47.2%	61.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1433	1394	624	229	1067	525	542	1097
%H		97.3%	43.5%	16.0%	74.5%	36.6%	37.8%	76.6%
16 - 19	79	78	38	17	59	35	24	70
%V	5.5%	5.6%	6.1%	7.4%	5.5%	6.7%	4.4%	6.4%
%H		98.7%	48.1%	21.5%	74.7%	44.3%	30.4%	88.6%
20 - 24	95	88	37	18	69	37	32	80
%V	6.6%	6.3%	5.9%	7.9%	6.5%	7.0%	5.9%	7.3%
%H		92.6%	38.9%	18.9%	72.6%	38.9%	33.7%	84.2%
25 - 34	213	203	125	28	138	88	50	188
%V	14.9%	14.6%	20.0%	12.2%	12.9%	16.8%	9.2%	17.1%
%H		95.3%	58.7%	13.1%	64.8%	41.3%	23.5%	88.3%
35 - 44	210	206	114	32	138	79	58	190
%V	14.7%	14.8%	18.3%	14.0%	12.9%	15.0%	10.7%	17.3%
%H		98.1%	54.3%	15.2%	65.7%	37.6%	27.6%	90.5%
45 - 54	258	253	137	46	192	121	72	230
%V	18.0%	18.1%	22.0%	20.1%	18.0%	23.0%	13.3%	21.0%
%H		98.1%	53.1%	17.8%	74.4%	46.9%	27.9%	89.1%
55 - 64	220	214	82	42	173	81	91	173
%V	15.4%	15.4%	13.1%	18.3%	16.2%	15.4%	16.8%	15.8%
%H		97.3%	37.3%	19.1%	78.6%	36.8%	41.4%	78.6%
65+	358	352	92	46	300	84	215	166
%V	25.0%	25.3%	14.7%	20.1%	28.1%	16.0%	39.7%	15.1%
%H		98.3%	25.7%	12.8%	83.8%	23.5%	60.1%	46.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1433	1394	624	229	1067	525	542	1097
%H		97.3%	43.5%	16.0%	74.5%	36.6%	37.8%	76.6%
AB	332	324	158	48	246	126	120	301
%V	23.2%	23.2%	25.3%	21.0%	23.1%	24.0%	22.1%	27.4%
%H		97.6%	47.6%	14.5%	74.1%	38.0%	36.1%	90.7%
C1	389	373	172	60	283	136	147	325
%V	27.1%	26.8%	27.6%	26.2%	26.5%	25.9%	27.1%	29.6%
%H		95.9%	44.2%	15.4%	72.8%	35.0%	37.8%	83.5%
C2	299	294	148	53	223	132	91	248
%V	20.9%	21.1%	23.7%	23.1%	20.9%	25.1%	16.8%	22.6%
%H		98.3%	49.5%	17.7%	74.6%	44.1%	30.4%	82.9%
D	243	238	102	46	184	91	92	151
%V	17.0%	17.1%	16.3%	20.1%	17.2%	17.3%	17.0%	13.8%
%H		97.9%	42.0%	18.9%	75.7%	37.4%	37.9%	62.1%
E	170	164	45	23	132	40	92	72
%V	11.9%	11.8%	7.2%	10.0%	12.4%	7.6%	17.0%	6.6%
%H		96.5%	26.5%	13.5%	77.6%	23.5%	54.1%	42.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1433	1394	624	229	1067	525	542	1097
%H		97.3%	43.5%	16.0%	74.5%	36.6%	37.8%	76.6%
Working full time	469	458	241	85	324	189	135	425
%V	32.7%	32.9%	38.6%	37.1%	30.4%	36.0%	24.9%	38.7%
%H		97.7%	51.4%	18.1%	69.1%	40.3%	28.8%	90.6%
Working part time	236	231	130	34	174	106	68	213
%V	16.5%	16.6%	20.8%	14.8%	16.3%	20.2%	12.5%	19.4%
%H		97.9%	55.1%	14.4%	73.7%	44.9%	28.8%	90.3%
Not working	728	705	254	110	569	230	340	459
%V	50.8%	50.6%	40.7%	48.0%	53.3%	43.8%	62.7%	41.8%
%H		96.8%	34.9%	15.1%	78.2%	31.6%	46.7%	63.0%
Housewife/Houseperson	1189	1160	519	173	884	417	467	880
%V	83.0%	83.2%	83.2%	75.5%	82.8%	79.4%	86.2%	80.2%
%H		97.6%	43.7%	14.6%	74.3%	35.1%	39.3%	74.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
AB	693	667	325	109	520	284	236	628
%V	23.2%	23.4%	27.7%	22.7%	23.4%	27.4%	19.9%	27.5%
%H (All HH)		96.2%	46.9%	15.7%	75.0%	41.0%	34.1%	90.6%
%H (TV HH)			48.7%	16.3%	78.0%	42.6%	35.4%	
C1	823	784	335	135	597	289	308	701
%V	27.6%	27.5%	28.5%	28.1%	26.9%	27.8%	26.0%	30.7%
%H (All HH)		95.3%	40.7%	16.4%	72.5%	35.1%	37.4%	85.2%
%H (TV HH)			42.7%	17.2%	76.1%	36.9%	39.3%	
C2	613	596	257	112	470	242	228	472
%V	20.5%	20.9%	21.9%	23.3%	21.2%	23.3%	19.3%	20.7%
%H (All HH)		97.2%	41.9%	18.3%	76.7%	39.5%	37.2%	77.0%
%H (TV HH)			43.1%	18.8%	78.9%	40.6%	38.3%	
D	476	454	177	80	346	152	193	313
%V	15.9%	16.0%	15.1%	16.7%	15.6%	14.6%	16.3%	13.7%
%H (All HH)		95.4%	37.2%	16.8%	72.7%	31.9%	40.5%	65.8%
%H (TV HH)			39.0%	17.6%	76.2%	33.5%	42.5%	
E	379	346	80	43	288	70	218	167
%V	12.7%	12.2%	6.8%	9.0%	13.0%	6.7%	18.4%	7.3%
%H (All HH)		91.3%	21.1%	11.3%	76.0%	18.5%	57.5%	44.1%
%H (TV HH)			23.1%	12.4%	83.2%	20.2%	63.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
Under 25	134	123	44	16	86	30	56	104
%V	4.5%	4.3%	3.7%	3.3%	3.9%	2.9%	4.7%	4.6%
%H (All HH)		91.8%	32.8%	11.9%	64.2%	22.4%	41.8%	77.6%
%H (TV HH)			35.8%	13.0%	69.9%	24.4%	45.5%	
25 - 34	442	414	205	72	270	141	129	390
%V	14.8%	14.5%	17.5%	15.0%	12.2%	13.6%	10.9%	17.1%
%H (All HH)		93.7%	46.4%	16.3%	61.1%	31.9%	29.2%	88.2%
%H (TV HH)			49.5%	17.4%	65.2%	34.1%	31.2%	
35 - 44	512	487	250	92	361	216	145	465
%V	17.2%	17.1%	21.3%	19.2%	16.3%	20.8%	12.3%	20.4%
%H (All HH)		95.1%	48.8%	18.0%	70.5%	42.2%	28.3%	90.8%
%H (TV HH)			51.3%	18.9%	74.1%	44.4%	29.8%	
45 - 54	593	567	255	114	444	242	202	519
%V	19.9%	19.9%	21.7%	23.8%	20.0%	23.3%	17.1%	22.8%
%H (All HH)		95.6%	43.0%	19.2%	74.9%	40.8%	34.1%	87.5%
%H (TV HH)			45.0%	20.1%	78.3%	42.7%	35.6%	
55 - 64	497	478	200	88	388	196	192	404
%V	16.6%	16.8%	17.0%	18.3%	17.5%	18.9%	16.2%	17.7%
%H (All HH)		96.2%	40.2%	17.7%	78.1%	39.4%	38.6%	81.3%
%H (TV HH)			41.8%	18.4%	81.2%	41.0%	40.2%	
65 +	806	777	220	98	672	213	459	399
%V	27.0%	27.3%	18.7%	20.4%	30.3%	20.5%	38.8%	17.5%
%H (All HH)		96.4%	27.3%	12.2%	83.4%	26.4%	56.9%	49.5%
%H (TV HH)			28.3%	12.6%	86.5%	27.4%	59.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
1	968	894	236	113	746	206	540	518
%V	32.4%	31.4%	20.1%	23.5%	33.6%	19.8%	45.6%	22.7%
%H (All HH)		92.4%	24.4%	11.7%	77.1%	21.3%	55.8%	53.5%
%H (TV HH)			26.4%	12.6%	83.4%	23.0%	60.4%	
2	991	961	416	154	758	373	385	807
%V	33.2%	33.8%	35.4%	32.1%	34.1%	35.9%	32.5%	35.4%
%H (All HH)		97.0%	42.0%	15.5%	76.5%	37.6%	38.8%	81.4%
%H (TV HH)			43.3%	16.0%	78.9%	38.8%	40.1%	
3	459	444	219	102	327	202	124	421
%V	15.4%	15.6%	18.7%	21.3%	14.7%	19.5%	10.5%	18.5%
%H (All HH)		96.7%	47.7%	22.2%	71.2%	44.0%	27.0%	91.7%
%H (TV HH)			49.3%	23.0%	73.6%	45.5%	27.9%	
4	395	383	215	75	278	183	95	376
%V	13.2%	13.5%	18.3%	15.6%	12.5%	17.6%	8.0%	16.5%
%H (All HH)		97.0%	54.4%	19.0%	70.4%	46.3%	24.1%	95.2%
%H (TV HH)			56.1%	19.6%	72.6%	47.8%	24.8%	
5+	170	163	88	36	113	73	40	158
%V	5.7%	5.7%	7.5%	7.5%	5.1%	7.0%	3.4%	6.9%
%H (All HH)		95.9%	51.8%	21.2%	66.5%	42.9%	23.5%	92.9%
%H (TV HH)			54.0%	22.1%	69.3%	44.8%	24.5%	
Average HH size	2.30	2.31	2.62	2.55	2.24	2.60	1.93	2.53

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
Without	2220	2109	781	337	1699	717	982	1586
%V	74.4%	74.1%	66.5%	70.2%	76.5%	69.1%	83.0%	69.6%
%H (All HH)		95.0%	35.2%	15.2%	76.5%	32.3%	44.2%	71.4%
%H (TV HH)			37.0%	16.0%	80.6%	34.0%	46.6%	
With	764	737	393	143	522	321	202	694
%V	25.6%	25.9%	33.5%	29.8%	23.5%	30.9%	17.1%	30.4%
%H (All HH)		96.5%	51.4%	18.7%	68.3%	42.0%	26.4%	90.8%
%H (TV HH)			53.3%	19.4%	70.8%	43.6%	27.4%	
0 - 3	295	282	136	52	192	101	91	256
%V	9.9%	9.9%	11.6%	10.8%	8.6%	9.7%	7.7%	11.2%
%H (All HH)		95.6%	46.1%	17.6%	65.1%	34.2%	30.8%	86.8%
%H (TV HH)			48.2%	18.4%	68.1%	35.8%	32.3%	
4 - 9	384	370	206	66	255	159	96	344
%V	12.9%	13.0%	17.5%	13.8%	11.5%	15.3%	8.1%	15.1%
%H (All HH)		96.4%	53.6%	17.2%	66.4%	41.4%	25.0%	89.6%
%H (TV HH)			55.7%	17.8%	68.9%	43.0%	25.9%	
10 - 15	356	344	185	77	253	167	86	336
%V	11.9%	12.1%	15.8%	16.0%	11.4%	16.1%	7.3%	14.7%
%H (All HH)		96.6%	52.0%	21.6%	71.1%	46.9%	24.2%	94.4%
%H (TV HH)			53.8%	22.4%	73.5%	48.5%	25.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
1	1056	1056	328	143	747	180	566	678
%V	35.4%	37.1%	27.9%	29.8%	33.6%	17.3%	47.8%	29.7%
%H (All HH)		100.0%	31.1%	13.5%	70.7%	17.0%	53.6%	64.2%
%H (TV HH)			31.1%	13.5%	70.7%	17.0%	53.6%	
2	1048	1048	447	182	847	427	420	826
%V	35.1%	36.8%	38.1%	37.9%	38.1%	41.1%	35.5%	36.2%
%H (All HH)		100.0%	42.7%	17.4%	80.8%	40.7%	40.1%	78.8%
%H (TV HH)			42.7%	17.4%	80.8%	40.7%	40.1%	
3	440	440	225	91	365	237	129	397
%V	14.7%	15.5%	19.2%	19.0%	16.4%	22.8%	10.9%	17.4%
%H (All HH)		100.0%	51.1%	20.7%	83.0%	53.9%	29.3%	90.2%
%H (TV HH)			51.1%	20.7%	83.0%	53.9%	29.3%	
4	193	193	110	38	166	119	47	182
%V	6.5%	6.8%	9.4%	7.9%	7.5%	11.5%	4.0%	8.0%
%H (All HH)		100.0%	57.0%	19.7%	86.0%	61.7%	24.4%	94.3%
%H (TV HH)			57.0%	19.7%	86.0%	61.7%	24.4%	
5+	108	108	64	25	96	75	21	107
%V	3.6%	3.8%	5.5%	5.2%	4.3%	7.2%	1.8%	4.7%
%H (All HH)		100.0%	59.3%	23.1%	88.9%	69.4%	19.4%	99.1%
%H (TV HH)			59.3%	23.1%	88.9%	69.4%	19.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
Under 20"	602	602	269	95	523	283	240	499
%V	20.2%	21.2%	22.9%	19.8%	23.5%	27.3%	20.3%	21.9%
%H (All HH)		100.0%	44.7%	15.8%	86.9%	47.0%	39.9%	82.9%
%H (TV HH)			44.7%	15.8%	86.9%	47.0%	39.9%	
20" - 29"	1049	1049	406	176	874	412	462	805
%V	35.1%	36.9%	34.6%	36.7%	39.4%	39.7%	39.1%	35.3%
%H (All HH)		100.0%	38.7%	16.8%	83.3%	39.3%	44.0%	76.7%
%H (TV HH)			38.7%	16.8%	83.3%	39.3%	44.0%	
30" - 39"	1586	1586	656	280	1282	632	651	1231
%V	53.1%	55.7%	55.9%	58.3%	57.7%	60.9%	55.0%	54.0%
%H (All HH)		100.0%	41.4%	17.7%	80.8%	39.8%	41.0%	77.6%
%H (TV HH)			41.4%	17.7%	80.8%	39.8%	41.0%	
40" and over	1364	1364	712	265	1015	619	396	1197
%V	45.7%	47.9%	60.6%	55.2%	45.7%	59.6%	33.5%	52.5%
%H (All HH)		100.0%	52.2%	19.4%	74.4%	45.4%	29.0%	87.8%
%H (TV HH)			52.2%	19.4%	74.4%	45.4%	29.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%V (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
Main living room	2812	2812	1167	474	2202	1031	1170	2166
%V	94.2%	98.8%	99.4%	98.8%	99.1%	99.3%	98.9%	95.0%
%H (All HH)		100.0%	41.5%	16.9%	78.3%	36.7%	41.6%	77.0%
%H (TV HH)			41.5%	16.9%	78.3%	36.7%	41.6%	
Kitchen	272	272	141	41	246	151	94	239
%V	9.1%	9.6%	12.0%	8.5%	11.1%	14.5%	7.9%	10.5%
%H (All HH)		100.0%	51.8%	15.1%	90.4%	55.5%	34.6%	87.9%
%H (TV HH)			51.8%	15.1%	90.4%	55.5%	34.6%	
Adult's bedroom	1373	1373	649	259	1134	667	468	1156
%V	46.0%	48.2%	55.3%	54.0%	51.1%	64.3%	39.6%	50.7%
%H (All HH)		100.0%	47.3%	18.9%	82.6%	48.6%	34.1%	84.2%
%H (TV HH)			47.3%	18.9%	82.6%	48.6%	34.1%	
Child's bedroom	293	293	160	63	236	166	70	267
%V	9.8%	10.3%	13.6%	13.1%	10.6%	16.0%	5.9%	11.7%
%H (All HH)		100.0%	54.6%	21.5%	80.5%	56.7%	23.9%	91.1%
%H (TV HH)			54.6%	21.5%	80.5%	56.7%	23.9%	
Other bedroom	172	172	90	42	145	103	41	159
%V	5.8%	6.0%	7.7%	8.8%	6.5%	9.9%	3.5%	7.0%
%H (All HH)		100.0%	52.3%	24.4%	84.3%	59.9%	23.8%	92.4%
%H (TV HH)			52.3%	24.4%	84.3%	59.9%	23.8%	
Second living/dining room	345	345	181	66	285	186	99	309
%V	11.6%	12.1%	15.4%	13.8%	12.8%	17.9%	8.4%	13.6%
%H (All HH)		100.0%	52.5%	19.1%	82.6%	53.9%	28.7%	89.6%
%H (TV HH)			52.5%	19.1%	82.6%	53.9%	28.7%	
Study/office	38	38	17	6	32	18	14	37
%V	1.3%	1.3%	1.4%	1.3%	1.4%	1.7%	1.2%	1.6%
%H (All HH)		100.0%	44.7%	15.8%	84.2%	47.4%	36.8%	97.4%
%H (TV HH)			44.7%	15.8%	84.2%	47.4%	36.8%	
TV room	15	15	7	2	12	5	7	15
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.5%	0.6%	0.7%
%H (All HH)		100.0%	46.7%	13.3%	80.0%	33.3%	46.7%	100.0%
%H (TV HH)			46.7%	13.3%	80.0%	33.3%	46.7%	
Conservatory	83	83	41	18	72	46	26	78
%V	2.8%	2.9%	3.5%	3.8%	3.2%	4.4%	2.2%	3.4%
%H (All HH)		100.0%	49.4%	21.7%	86.7%	55.4%	31.3%	94.0%
%H (TV HH)			49.4%	21.7%	86.7%	55.4%	31.3%	
Attic or loft room	9	9	5	3	6	4	3	9
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	55.6%	33.3%	66.7%	44.4%	33.3%	100.0%
%H (TV HH)			55.6%	33.3%	66.7%	44.4%	33.3%	
No specific location	4	4	1	0	3	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	0.0%	75.0%	25.0%	50.0%	
Other	18	18	11	3	14	9	4	17
%V	0.6%	0.6%	0.9%	0.6%	0.6%	0.9%	0.3%	0.7%
%H (All HH)		100.0%	61.1%	16.7%	77.8%	50.0%	22.2%	94.4%
%H (TV HH)			61.1%	16.7%	77.8%	50.0%	22.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
Any DSAT provider	1174	1174	1174	20	753	753	0	1042
%V	39.3%	41.3%	100.0%	4.2%	33.9%	72.5%	0.0%	45.7%
%H (All HH)			100.0%	1.7%	64.1%	64.1%	0.0%	88.8%
%H (TV HH)			100.0%	1.7%	64.1%	64.1%	0.0%	
Sky with subcription	978	978	978	11	630	630	0	877
%V	32.8%	34.4%	83.3%	2.3%	28.4%	60.7%	0.0%	38.5%
%H (All HH)			100.0%	1.1%	64.4%	64.4%	0.0%	89.7%
%H (TV HH)			100.0%	1.1%	64.4%	64.4%	0.0%	
Sky without subscription	97	97	97	3	56	56	0	77
%V	3.2%	3.4%	8.3%	0.6%	2.5%	5.4%	0.0%	3.4%
%H (All HH)			100.0%	3.1%	57.7%	57.7%	0.0%	79.4%
%H (TV HH)			100.0%	3.1%	57.7%	57.7%	0.0%	
Freesat	100	100	100	5	67	67	0	89
%V	3.4%	3.5%	8.5%	1.0%	3.0%	6.5%	0.0%	3.9%
%H (All HH)			100.0%	5.0%	67.0%	67.0%	0.0%	89.0%
%H (TV HH)			100.0%	5.0%	67.0%	67.0%	0.0%	
Other satellite provider	21	21	21	4	13	13	0	20
%V	0.7%	0.7%	1.8%	0.8%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	19.0%	61.9%	61.9%	0.0%	95.2%
%H (TV HH)			100.0%	19.0%	61.9%	61.9%	0.0%	
DCAB	480	480	20	480	299	299	0	425
%V	16.1%	16.9%	1.7%	100.0%	13.5%	28.8%	0.0%	18.6%
%H (All HH)			4.2%	100.0%	62.3%	62.3%	0.0%	88.5%
%H (TV HH)			4.2%	100.0%	62.3%	62.3%	0.0%	
DTT	2221	2221	753	299	2221	1038	1183	1654
%V	74.4%	78.0%	64.1%	62.3%	100.0%	100.0%	100.0%	72.5%
%H (All HH)		100.0%	33.9%	13.5%	100.0%	46.7%	53.3%	74.5%
%H (TV HH)			33.9%	13.5%	100.0%	46.7%	53.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%H (All HH)		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (TV HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
PVR	1822	1822	1029	403	1304	900	404	1609
%V	61.0%	64.0%	87.6%	84.0%	58.7%	86.7%	34.2%	70.6%
%H (All HH)		100.0%	56.5%	22.1%	71.6%	49.4%	22.2%	88.3%
%H (TV HH)			56.5%	22.1%	71.6%	49.4%	22.2%	
DVDR	78	78	33	14	66	36	30	66
%V	2.6%	2.7%	2.8%	2.9%	3.0%	3.5%	2.5%	2.9%
%H (All HH)		100.0%	42.3%	17.9%	84.6%	46.2%	38.5%	84.6%
%H (TV HH)			42.3%	17.9%	84.6%	46.2%	38.5%	
VCR	54	54	15	4	50	16	35	29
%V	1.8%	1.9%	1.3%	0.8%	2.3%	1.5%	3.0%	1.3%
%H (All HH)		100.0%	27.8%	7.4%	92.6%	29.6%	64.8%	53.7%
%H (TV HH)			27.8%	7.4%	92.6%	29.6%	64.8%	
Any recorder	1879	1879	1038	410	1357	911	446	1643
%V	62.9%	66.0%	88.4%	85.4%	61.1%	87.8%	37.7%	72.1%
%H (All HH)		100.0%	55.2%	21.8%	72.2%	48.5%	23.7%	87.4%
%H (TV HH)			55.2%	21.8%	72.2%	48.5%	23.7%	
Receives HDTV (via STB or built-in reception)	1618	1618	835	375	1196	772	424	1421
%V	54.2%	56.9%	71.1%	78.1%	53.8%	74.4%	35.8%	62.3%
%H (All HH)		100.0%	51.6%	23.2%	73.9%	47.7%	26.2%	87.8%
%H (TV HH)			51.6%	23.2%	73.9%	47.7%	26.2%	
DVD/Blu-ray player or recorder	2161	2161	938	381	1707	854	853	1751
%V	72.4%	75.9%	79.9%	79.4%	76.9%	82.3%	72.1%	76.8%
%H (All HH)		100.0%	43.4%	17.6%	79.0%	39.5%	39.5%	81.0%
%H (TV HH)			43.4%	17.6%	79.0%	39.5%	39.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2985	2846	1174	480	2221	1038	1183	2280
%V		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%
%H (All HH)			41.3%	16.9%	78.0%	36.5%	41.6%	
%H (TV HH)								
Has broadband internet	2280	2191	1042	425	1654	935	719	2280
%V	76.4%	77.0%	88.8%	88.5%	74.5%	90.1%	60.8%	100.0%
%H (All HH)		96.1%	45.7%	18.6%	72.5%	41.0%	31.5%	100.0%
%H (TV HH)			47.6%	19.4%	75.5%	42.7%	32.8%	
Number of computers (PCs and laptops)								
0	673	627	128	61	537	104	433	52
%V	22.5%	22.0%	10.9%	12.7%	24.2%	10.0%	36.6%	2.3%
%H (All HH)		93.2%	19.0%	9.1%	79.8%	15.5%	64.3%	7.7%
%H (TV HH)			20.4%	9.7%	85.6%	16.6%	69.1%	
1	959	908	371	145	701	313	388	898
%V	32.1%	31.9%	31.6%	30.2%	31.6%	30.2%	32.8%	39.4%
%H (All HH)		94.7%	38.7%	15.1%	73.1%	32.6%	40.5%	93.6%
%H (TV HH)			40.9%	16.0%	77.2%	34.5%	42.7%	
2	631	608	301	122	452	264	188	616
%V	21.1%	21.4%	25.6%	25.4%	20.4%	25.4%	15.9%	27.0%
%H (All HH)		96.4%	47.7%	19.3%	71.6%	41.8%	29.8%	97.6%
%H (TV HH)			49.5%	20.1%	74.3%	43.4%	30.9%	
3	347	338	174	69	254	160	94	343
%V	11.6%	11.9%	14.8%	14.4%	11.4%	15.4%	7.9%	15.0%
%H (All HH)		97.4%	50.1%	19.9%	73.2%	46.1%	27.1%	98.8%
%H (TV HH)			51.5%	20.4%	75.1%	47.3%	27.8%	
4	195	188	104	41	144	100	43	194
%V	6.5%	6.6%	8.9%	8.5%	6.5%	9.6%	3.6%	8.5%
%H (All HH)		96.4%	53.3%	21.0%	73.8%	51.3%	22.1%	99.5%
%H (TV HH)			55.3%	21.8%	76.6%	53.2%	22.9%	
5+	179	177	96	42	134	97	37	177
%V	6.0%	6.2%	8.2%	8.8%	6.0%	9.3%	3.1%	7.8%
%H (All HH)		98.9%	53.6%	23.5%	74.9%	54.2%	20.7%	98.9%
%H (TV HH)			54.2%	23.7%	75.7%	54.8%	20.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5826	2678	1066	4719	2621	2097	4826
%H		46.0%	18.3%	81.0%	45.0%	36.0%	82.8%
Under 20"	768	349	121	676	375	301	650
%V	13.2%	13.0%	11.4%	14.3%	14.3%	14.4%	13.5%
%H		45.4%	15.8%	88.0%	48.8%	39.2%	84.6%
20" - 29"	1347	549	231	1139	574	565	1061
%V	23.1%	20.5%	21.7%	24.1%	21.9%	26.9%	22.0%
%H		40.8%	17.1%	84.6%	42.6%	41.9%	78.8%
30" - 39"	1979	852	370	1610	851	759	1581
%V	34.0%	31.8%	34.7%	34.1%	32.5%	36.2%	32.8%
%H		43.1%	18.7%	81.4%	43.0%	38.4%	79.9%
40" and over	1646	885	329	1226	781	446	1468
%V	28.3%	33.0%	30.9%	26.0%	29.8%	21.3%	30.4%
%H		53.8%	20.0%	74.5%	47.4%	27.1%	89.2%
Don't know	85	43	15	67	41	27	65
%V	1.5%	1.6%	1.4%	1.4%	1.6%	1.3%	1.3%
%H		50.6%	17.6%	78.8%	48.2%	31.8%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC North West
Set level data
Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5826	2678	1066	4719	2621	2097	4826
%H		46.0%	18.3%	81.0%	45.0%	36.0%	82.8%
Main living room	2820	1172	474	2207	1034	1173	2174
%V	48.4%	43.8%	44.5%	46.8%	39.5%	55.9%	45.0%
%H		41.6%	16.8%	78.3%	36.7%	41.6%	77.1%
Kitchen	272	141	41	246	152	94	239
%V	4.7%	5.3%	3.8%	5.2%	5.8%	4.5%	5.0%
%H		51.8%	15.1%	90.4%	55.9%	34.6%	87.9%
Adult's bedroom	1628	785	317	1351	822	530	1398
%V	27.9%	29.3%	29.7%	28.6%	31.4%	25.3%	29.0%
%H		48.2%	19.5%	83.0%	50.5%	32.6%	85.9%
Child's bedroom	387	212	84	313	221	92	354
%V	6.6%	7.9%	7.9%	6.6%	8.4%	4.4%	7.3%
%H		54.8%	21.7%	80.9%	57.1%	23.8%	91.5%
Other bedroom	199	101	50	169	119	50	183
%V	3.4%	3.8%	4.7%	3.6%	4.5%	2.4%	3.8%
%H		50.8%	25.1%	84.9%	59.8%	25.1%	92.0%
Second living/dining room	348	183	67	288	189	100	312
%V	6.0%	6.8%	6.3%	6.1%	7.2%	4.8%	6.5%
%H		52.6%	19.3%	82.8%	54.3%	28.7%	89.7%
Study/office	38	17	6	32	18	14	37
%V	0.7%	0.6%	0.6%	0.7%	0.7%	0.7%	0.8%
%H		44.7%	15.8%	84.2%	47.4%	36.8%	97.4%
TV room	16	8	2	12	6	7	16
%V	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.3%
%H		50.0%	12.5%	75.0%	37.5%	43.8%	100.0%
Conservatory	83	41	18	72	46	26	78
%V	1.4%	1.5%	1.7%	1.5%	1.8%	1.2%	1.6%
%H		49.4%	21.7%	86.7%	55.4%	31.3%	94.0%
Attic or loft room	9	5	3	6	4	3	9
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		55.6%	33.3%	66.7%	44.4%	33.3%	100.0%
No specific location	4	1	0	4	1	3	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Other	21	12	3	17	10	7	21
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		57.1%	14.3%	81.0%	47.6%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5826	2678	1066	4719	2621	2097	4826
%H		46.0%	18.3%	81.0%	45.0%	36.0%	82.8%
PVR	2419	1410	576	1661	1204	457	2175
%V	41.5%	52.7%	54.0%	35.2%	45.9%	21.8%	45.1%
%H		58.3%	23.8%	68.7%	49.8%	18.9%	89.9%
DVDR	84	35	16	72	39	33	71
%V	1.4%	1.3%	1.5%	1.5%	1.5%	1.6%	1.5%
%H		41.7%	19.0%	85.7%	46.4%	39.3%	84.5%
VCR	56	15	4	52	16	36	29
%V	1.0%	0.6%	0.4%	1.1%	0.6%	1.7%	0.6%
%H		26.8%	7.1%	92.9%	28.6%	64.3%	51.8%
Any recorder	2493	1427	585	1730	1225	505	2223
%V	42.8%	53.3%	54.9%	36.7%	46.7%	24.1%	46.1%
%H		57.2%	23.5%	69.4%	49.1%	20.3%	89.2%

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	5826	2678	1066	4719	2621	2097	4826
%H		46.0%	18.3%	81.0%	45.0%	36.0%	82.8%
Receives HDTV (via STB or built-in reception)	2317	1205	571	1703	1133	570	2076
%V	39.8%	45.0%	53.6%	36.1%	43.2%	27.2%	43.0%
%H		52.0%	24.6%	73.5%	48.9%	24.6%	89.6%
DVD/Blu-ray player or recorder	3215	1479	607	2590	1439	1151	2716
%V	55.2%	55.2%	56.9%	54.9%	54.9%	54.9%	56.3%
%H		46.0%	18.9%	80.6%	44.8%	35.8%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2839	1174	480	2221	1038	1183	2186
%H		41.4%	16.9%	78.2%	36.6%	41.7%	77.0%
Under 20"	33	5	5	26	4	23	19
%V	1.2%	0.4%	1.0%	1.2%	0.4%	1.9%	0.9%
%H		15.2%	15.2%	78.8%	12.1%	69.7%	57.6%
20" - 29"	354	75	43	295	65	230	200
%V	12.5%	6.4%	9.0%	13.3%	6.3%	19.4%	9.1%
%H		21.2%	12.1%	83.3%	18.4%	65.0%	56.5%
30" - 39"	1101	387	170	896	356	540	792
%V	38.8%	33.0%	35.4%	40.3%	34.3%	45.6%	36.2%
%H		35.1%	15.4%	81.4%	32.3%	49.0%	71.9%
40" and over	1312	691	255	973	598	375	1150
%V	46.2%	58.9%	53.1%	43.8%	57.6%	31.7%	52.6%
%H		52.7%	19.4%	74.2%	45.6%	28.6%	87.7%
Don't know	38	16	7	30	15	15	25
%V	1.3%	1.4%	1.5%	1.4%	1.4%	1.3%	1.1%
%H		42.1%	18.4%	78.9%	39.5%	39.5%	65.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2839	1174	480	2221	1038	1183	2186
%H		41.4%	16.9%	78.2%	36.6%	41.7%	77.0%
PVR	1785	1015	397	1272	884	389	1577
%V	62.9%	86.5%	82.7%	57.3%	85.2%	32.9%	72.1%
%H		56.9%	22.2%	71.3%	49.5%	21.8%	88.3%
DVDR	66	25	13	56	29	28	55
%V	2.3%	2.1%	2.7%	2.5%	2.8%	2.4%	2.5%
%H		37.9%	19.7%	84.8%	43.9%	42.4%	83.3%
VCR	45	11	3	42	11	31	22
%V	1.6%	0.9%	0.6%	1.9%	1.1%	2.6%	1.0%
%H		24.4%	6.7%	93.3%	24.4%	68.9%	48.9%
Any recorder	1840	1023	404	1323	894	429	1609
%V	64.8%	87.1%	84.2%	59.6%	86.1%	36.3%	73.6%
%H		55.6%	22.0%	71.9%	48.6%	23.3%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2839	1174	480	2221	1038	1183	2186
%H		41.4%	16.9%	78.2%	36.6%	41.7%	77.0%
Receives HDTV (via STB or built-in reception)	1569	809	371	1154	750	404	1381
%V	55.3%	68.9%	77.3%	52.0%	72.3%	34.2%	63.2%
%H		51.6%	23.6%	73.6%	47.8%	25.7%	88.0%
DVD/Blu-ray player or recorder	1990	858	351	1565	774	791	1609
%V	70.1%	73.1%	73.1%	70.5%	74.6%	66.9%	73.6%
%H		43.1%	17.6%	78.6%	38.9%	39.7%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2987	1504	586	2498	1583	915	2639
%H		50.4%	19.6%	83.6%	53.0%	30.6%	88.3%
Under 20"	735	344	116	650	371	279	632
%V	24.6%	22.9%	19.8%	26.0%	23.4%	30.5%	23.9%
%H		46.8%	15.8%	88.4%	50.5%	38.0%	86.0%
20" - 29"	993	474	188	844	510	335	861
%V	33.2%	31.5%	32.1%	33.8%	32.2%	36.6%	32.6%
%H		47.7%	18.9%	85.0%	51.4%	33.7%	86.7%
30" - 39"	878	466	201	714	495	219	789
%V	29.4%	31.0%	34.3%	28.6%	31.3%	23.9%	29.9%
%H		53.1%	22.9%	81.3%	56.4%	24.9%	89.9%
40" and over	334	194	74	253	183	71	318
%V	11.2%	12.9%	12.6%	10.1%	11.6%	7.8%	12.1%
%H		58.1%	22.2%	75.7%	54.8%	21.3%	95.2%
Don't know	47	27	7	37	25	12	40
%V	1.6%	1.8%	1.2%	1.5%	1.6%	1.3%	1.5%
%H		57.4%	14.9%	78.7%	53.2%	25.5%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2987	1504	586	2498	1583	915	2639
%H		50.4%	19.6%	83.6%	53.0%	30.6%	88.3%
PVR	634	395	180	389	321	68	598
%V	21.2%	26.3%	30.7%	15.6%	20.3%	7.4%	22.7%
%H		62.3%	28.4%	61.4%	50.6%	10.7%	94.3%
DVDR	18	10	2	16	10	5	16
%V	0.6%	0.7%	0.3%	0.6%	0.6%	0.5%	0.6%
%H		55.6%	11.1%	88.9%	55.6%	27.8%	88.9%
VCR	10	4	0	10	5	6	7
%V	0.3%	0.3%	0.0%	0.4%	0.3%	0.7%	0.3%
%H		40.0%	0.0%	100.0%	50.0%	60.0%	70.0%
Any recorder	653	404	181	407	330	76	614
%V	21.9%	26.9%	30.9%	16.3%	20.8%	8.3%	23.3%
%H		61.9%	27.7%	62.3%	50.5%	11.6%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2987	1504	586	2498	1583	915	2639
%H		50.4%	19.6%	83.6%	53.0%	30.6%	88.3%
Receives HDTV (via STB or built-in reception)	748	396	200	549	383	166	695
%V	25.0%	26.3%	34.1%	22.0%	24.2%	18.1%	26.3%
%H		52.9%	26.7%	73.4%	51.2%	22.2%	92.9%
DVD/Blu-ray player or recorder	1225	621	256	1025	665	360	1107
%V	41.0%	41.3%	43.7%	41.0%	42.0%	39.3%	41.9%
%H		50.7%	20.9%	83.7%	54.3%	29.4%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6841	6571	3063	1222	4966	2687	2279	5757
%H		96.1%	44.8%	17.9%	72.6%	39.3%	33.3%	84.2%
Total Children	1310	1264	675	250	883	544	339	1189
%V	19.1%	19.2%	22.0%	20.5%	17.8%	20.2%	14.9%	20.7%
%H		96.5%	51.5%	19.1%	67.4%	41.5%	25.9%	90.8%
0 - 3	338	324	157	59	218	113	104	294
%V	4.9%	4.9%	5.1%	4.8%	4.4%	4.2%	4.6%	5.1%
%H		95.9%	46.4%	17.5%	64.5%	33.4%	30.8%	87.0%
4 - 15	971	940	518	192	666	431	235	895
%V	14.2%	14.3%	16.9%	15.7%	13.4%	16.0%	10.3%	15.5%
%H		96.8%	53.3%	19.8%	68.6%	44.4%	24.2%	92.2%
4 - 9	509	491	279	93	333	217	116	459
%V	7.4%	7.5%	9.1%	7.6%	6.7%	8.1%	5.1%	8.0%
%H		96.5%	54.8%	18.3%	65.4%	42.6%	22.8%	90.2%
10 - 15	463	449	239	98	332	214	118	437
%V	6.8%	6.8%	7.8%	8.0%	6.7%	8.0%	5.2%	7.6%
%H		97.0%	51.6%	21.2%	71.7%	46.2%	25.5%	94.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6841	6571	3063	1222	4966	2687	2279	5757
%H		96.1%	44.8%	17.9%	72.6%	39.3%	33.3%	84.2%
Total Adults (16+)	5531	5306	2388	972	4083	2143	1940	4568
%V	80.9%	80.7%	78.0%	79.5%	82.2%	79.8%	85.1%	79.3%
%H		95.9%	43.2%	17.6%	73.8%	38.7%	35.1%	82.6%
16 - 19	317	309	161	67	232	151	81	300
%V	4.6%	4.7%	5.3%	5.5%	4.7%	5.6%	3.6%	5.2%
%H		97.5%	50.8%	21.1%	73.2%	47.6%	25.6%	94.6%
20 - 24	462	430	186	84	313	163	150	406
%V	6.8%	6.5%	6.1%	6.9%	6.3%	6.1%	6.6%	7.1%
%H		93.1%	40.3%	18.2%	67.7%	35.3%	32.5%	87.9%
25 - 34	895	846	430	157	563	314	249	810
%V	13.1%	12.9%	14.0%	12.8%	11.3%	11.7%	10.9%	14.1%
%H		94.5%	48.0%	17.5%	62.9%	35.1%	27.8%	90.5%
35 - 44	873	833	431	169	614	382	233	796
%V	12.8%	12.7%	14.1%	13.8%	12.4%	14.2%	10.2%	13.8%
%H		95.4%	49.4%	19.4%	70.3%	43.8%	26.7%	91.2%
45 - 54	993	958	460	191	743	427	316	890
%V	14.5%	14.6%	15.0%	15.6%	15.0%	15.9%	13.9%	15.5%
%H		96.5%	46.3%	19.2%	74.8%	43.0%	31.8%	89.6%
55 - 64	800	778	351	148	629	344	284	685
%V	11.7%	11.8%	11.5%	12.1%	12.7%	12.8%	12.5%	11.9%
%H		97.3%	43.9%	18.5%	78.6%	43.0%	35.5%	85.6%
65+	1192	1153	370	156	989	362	626	680
%V	17.4%	17.5%	12.1%	12.8%	19.9%	13.5%	27.5%	11.8%
%H		96.7%	31.0%	13.1%	83.0%	30.4%	52.5%	57.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5531	5306	2388	972	4083	2143	1940	4568
%H		95.9%	43.2%	17.6%	73.8%	38.7%	35.1%	82.6%
AB	1356	1309	674	218	1010	587	423	1268
%V	24.5%	24.7%	28.2%	22.4%	24.7%	27.4%	21.8%	27.8%
%H		96.5%	49.7%	16.1%	74.5%	43.3%	31.2%	93.5%
C1	1600	1522	703	289	1140	620	520	1429
%V	28.9%	28.7%	29.4%	29.7%	27.9%	28.9%	26.8%	31.3%
%H		95.1%	43.9%	18.1%	71.3%	38.8%	32.5%	89.3%
C2	1203	1177	540	242	917	516	401	993
%V	21.8%	22.2%	22.6%	24.9%	22.5%	24.1%	20.7%	21.7%
%H		97.8%	44.9%	20.1%	76.2%	42.9%	33.3%	82.5%
D	854	820	351	163	622	318	304	627
%V	15.4%	15.5%	14.7%	16.8%	15.2%	14.8%	15.7%	13.7%
%H		96.0%	41.1%	19.1%	72.8%	37.2%	35.6%	73.4%
E	518	479	121	60	394	102	292	251
%V	9.4%	9.0%	5.1%	6.2%	9.6%	4.8%	15.1%	5.5%
%H		92.5%	23.4%	11.6%	76.1%	19.7%	56.4%	48.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5531	5306	2388	972	4083	2143	1940	4568
%H		95.9%	43.2%	17.6%	73.8%	38.7%	35.1%	82.6%
Working full time	2486	2403	1219	485	1790	1087	703	2314
%V	44.9%	45.3%	51.0%	49.9%	43.8%	50.7%	36.2%	50.7%
%H		96.7%	49.0%	19.5%	72.0%	43.7%	28.3%	93.1%
Working part time	517	504	257	102	379	232	147	475
%V	9.3%	9.5%	10.8%	10.5%	9.3%	10.8%	7.6%	10.4%
%H		97.5%	49.7%	19.7%	73.3%	44.9%	28.4%	91.9%
Not working	2528	2399	912	384	1914	824	1090	1780
%V	45.7%	45.2%	38.2%	39.5%	46.9%	38.5%	56.2%	39.0%
%H		94.9%	36.1%	15.2%	75.7%	32.6%	43.1%	70.4%
Housewife/Houseperson	2985	2846	1174	480	2221	1038	1183	2280
%V	54.0%	53.6%	49.2%	49.4%	54.4%	48.4%	61.0%	49.9%
%H		95.3%	39.3%	16.1%	74.4%	34.8%	39.6%	76.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2700	2570	1187	472	1968	1063	905	2257
%H		95.2%	44.0%	17.5%	72.9%	39.4%	33.5%	83.6%
16 - 19	162	158	75	35	121	74	47	155
%V	6.0%	6.1%	6.3%	7.4%	6.1%	7.0%	5.2%	6.9%
%H		97.5%	46.3%	21.6%	74.7%	45.7%	29.0%	95.7%
20 - 24	225	206	92	43	149	83	66	205
%V	8.3%	8.0%	7.8%	9.1%	7.6%	7.8%	7.3%	9.1%
%H		91.6%	40.9%	19.1%	66.2%	36.9%	29.3%	91.1%
25 - 34	448	423	213	75	288	159	129	408
%V	16.6%	16.5%	17.9%	15.9%	14.6%	15.0%	14.3%	18.1%
%H		94.4%	47.5%	16.7%	64.3%	35.5%	28.8%	91.1%
35 - 44	431	406	207	84	295	182	113	385
%V	16.0%	15.8%	17.4%	17.8%	15.0%	17.1%	12.5%	17.1%
%H		94.2%	48.0%	19.5%	68.4%	42.2%	26.2%	89.3%
45 - 54	486	465	228	88	362	209	153	424
%V	18.0%	18.1%	19.2%	18.6%	18.4%	19.7%	16.9%	18.8%
%H		95.7%	46.9%	18.1%	74.5%	43.0%	31.5%	87.2%
55 - 64	399	384	177	72	309	173	136	337
%V	14.8%	14.9%	14.9%	15.3%	15.7%	16.3%	15.0%	14.9%
%H		96.2%	44.4%	18.0%	77.4%	43.4%	34.1%	84.5%
65+	549	529	194	75	443	183	260	343
%V	20.3%	20.6%	16.3%	15.9%	22.5%	17.2%	28.7%	15.2%
%H		96.4%	35.3%	13.7%	80.7%	33.3%	47.4%	62.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2700	2570	1187	472	1968	1063	905	2257
%H		95.2%	44.0%	17.5%	72.9%	39.4%	33.5%	83.6%
AB	674	649	340	105	501	295	206	633
%V	25.0%	25.3%	28.6%	22.2%	25.5%	27.8%	22.8%	28.0%
%H		96.3%	50.4%	15.6%	74.3%	43.8%	30.6%	93.9%
C1	755	710	345	135	526	303	223	693
%V	28.0%	27.6%	29.1%	28.6%	26.7%	28.5%	24.6%	30.7%
%H		94.0%	45.7%	17.9%	69.7%	40.1%	29.5%	91.8%
C2	647	631	282	128	492	269	223	524
%V	24.0%	24.6%	23.8%	27.1%	25.0%	25.3%	24.6%	23.2%
%H		97.5%	43.6%	19.8%	76.0%	41.6%	34.5%	81.0%
D	409	387	168	80	291	152	139	307
%V	15.1%	15.1%	14.2%	16.9%	14.8%	14.3%	15.4%	13.6%
%H		94.6%	41.1%	19.6%	71.1%	37.2%	34.0%	75.1%
E	216	193	52	24	157	44	113	100
%V	8.0%	7.5%	4.4%	5.1%	8.0%	4.1%	12.5%	4.4%
%H		89.4%	24.1%	11.1%	72.7%	20.4%	52.3%	46.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2700	2570	1187	472	1968	1063	905	2257
%H		95.2%	44.0%	17.5%	72.9%	39.4%	33.5%	83.6%
Working full time	1498	1442	740	285	1074	655	419	1386
%V	55.5%	56.1%	62.3%	60.4%	54.6%	61.6%	46.3%	61.4%
%H		96.3%	49.4%	19.0%	71.7%	43.7%	28.0%	92.5%
Working part time	125	121	57	26	86	49	37	110
%V	4.6%	4.7%	4.8%	5.5%	4.4%	4.6%	4.1%	4.9%
%H		96.8%	45.6%	20.8%	68.8%	39.2%	29.6%	88.0%
Not working	1077	1008	389	161	807	359	448	761
%V	39.9%	39.2%	32.8%	34.1%	41.0%	33.8%	49.5%	33.7%
%H		93.6%	36.1%	14.9%	74.9%	33.3%	41.6%	70.7%
Housewife/Houseperson	661	604	222	85	473	184	290	427
%V	24.5%	23.5%	18.7%	18.0%	24.0%	17.3%	32.0%	18.9%
%H		91.4%	33.6%	12.9%	71.6%	27.8%	43.9%	64.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2831	2736	1201	499	2115	1080	1035	2312
%H		96.6%	42.4%	17.6%	74.7%	38.1%	36.6%	81.7%
16 - 19	154	151	86	32	112	77	34	145
%V	5.4%	5.5%	7.2%	6.4%	5.3%	7.1%	3.3%	6.3%
%H		98.1%	55.8%	20.8%	72.7%	50.0%	22.1%	94.2%
20 - 24	236	224	94	41	164	80	84	201
%V	8.3%	8.2%	7.8%	8.2%	7.8%	7.4%	8.1%	8.7%
%H		94.9%	39.8%	17.4%	69.5%	33.9%	35.6%	85.2%
25 - 34	447	423	216	81	275	154	121	402
%V	15.8%	15.5%	18.0%	16.2%	13.0%	14.3%	11.7%	17.4%
%H		94.6%	48.3%	18.1%	61.5%	34.5%	27.1%	89.9%
35 - 44	442	427	224	85	319	199	120	411
%V	15.6%	15.6%	18.7%	17.0%	15.1%	18.4%	11.6%	17.8%
%H		96.6%	50.7%	19.2%	72.2%	45.0%	27.1%	93.0%
45 - 54	507	492	231	103	380	218	163	466
%V	17.9%	18.0%	19.2%	20.6%	18.0%	20.2%	15.7%	20.2%
%H		97.0%	45.6%	20.3%	75.0%	43.0%	32.1%	91.9%
55 - 64	401	395	174	76	320	172	148	349
%V	14.2%	14.4%	14.5%	15.2%	15.1%	15.9%	14.3%	15.1%
%H		98.5%	43.4%	19.0%	79.8%	42.9%	36.9%	87.0%
65+	643	624	176	81	546	180	366	337
%V	22.7%	22.8%	14.7%	16.2%	25.8%	16.7%	35.4%	14.6%
%H		97.0%	27.4%	12.6%	84.9%	28.0%	56.9%	52.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2831	2736	1201	499	2115	1080	1035	2312
%H		96.6%	42.4%	17.6%	74.7%	38.1%	36.6%	81.7%
AB	682	660	334	112	509	292	217	634
%V	24.1%	24.1%	27.8%	22.4%	24.1%	27.0%	21.0%	27.4%
%H		96.8%	49.0%	16.4%	74.6%	42.8%	31.8%	93.0%
C1	845	812	357	154	614	317	297	736
%V	29.8%	29.7%	29.7%	30.9%	29.0%	29.4%	28.7%	31.8%
%H		96.1%	42.2%	18.2%	72.7%	37.5%	35.1%	87.1%
C2	556	546	258	114	425	247	178	470
%V	19.6%	20.0%	21.5%	22.8%	20.1%	22.9%	17.2%	20.3%
%H		98.2%	46.4%	20.5%	76.4%	44.4%	32.0%	84.5%
D	445	433	183	82	330	166	165	320
%V	15.7%	15.8%	15.2%	16.4%	15.6%	15.4%	15.9%	13.8%
%H		97.3%	41.1%	18.4%	74.2%	37.3%	37.1%	71.9%
E	302	286	68	36	237	59	179	151
%V	10.7%	10.5%	5.7%	7.2%	11.2%	5.5%	17.3%	6.5%
%H		94.7%	22.5%	11.9%	78.5%	19.5%	59.3%	50.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2831	2736	1201	499	2115	1080	1035	2312
%H		96.6%	42.4%	17.6%	74.7%	38.1%	36.6%	81.7%
Working full time	989	962	479	200	716	432	284	928
%V	34.9%	35.2%	39.9%	40.1%	33.9%	40.0%	27.4%	40.1%
%H		97.3%	48.4%	20.2%	72.4%	43.7%	28.7%	93.8%
Working part time	391	383	200	76	293	183	110	365
%V	13.8%	14.0%	16.7%	15.2%	13.9%	16.9%	10.6%	15.8%
%H		98.0%	51.2%	19.4%	74.9%	46.8%	28.1%	93.4%
Not working	1450	1392	522	224	1107	466	641	1018
%V	51.2%	50.9%	43.5%	44.9%	52.3%	43.1%	61.9%	44.0%
%H		96.0%	36.0%	15.4%	76.3%	32.1%	44.2%	70.2%
Housewife/Houseperson	2323	2242	952	395	1748	854	894	1853
%V	82.1%	81.9%	79.3%	79.2%	82.6%	79.1%	86.4%	80.1%
%H		96.5%	41.0%	17.0%	75.2%	36.8%	38.5%	79.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
AB	593	558	267	84	400	196	204	548
%V	24.4%	24.4%	26.6%	23.3%	24.5%	26.3%	22.9%	29.8%
%H (All HH)		94.1%	45.0%	14.2%	67.5%	33.1%	34.4%	92.4%
%H (TV HH)			47.8%	15.1%	71.7%	35.1%	36.6%	
C1	669	618	286	104	427	216	211	558
%V	27.5%	27.1%	28.5%	28.8%	26.1%	29.0%	23.7%	30.3%
%H (All HH)		92.4%	42.8%	15.5%	63.8%	32.3%	31.5%	83.4%
%H (TV HH)			46.3%	16.8%	69.1%	35.0%	34.1%	
C2	441	428	213	72	303	162	141	355
%V	18.1%	18.7%	21.3%	19.9%	18.5%	21.7%	15.9%	19.3%
%H (All HH)		97.1%	48.3%	16.3%	68.7%	36.7%	32.0%	80.5%
%H (TV HH)			49.8%	16.8%	70.8%	37.9%	32.9%	
D	393	369	145	67	268	118	150	250
%V	16.2%	16.2%	14.5%	18.6%	16.4%	15.8%	16.9%	13.6%
%H (All HH)		93.9%	36.9%	17.0%	68.2%	30.0%	38.2%	63.6%
%H (TV HH)			39.3%	18.2%	72.6%	32.0%	40.7%	
E	336	311	90	34	236	53	183	127
%V	13.8%	13.6%	9.0%	9.4%	14.4%	7.1%	20.6%	6.9%
%H (All HH)		92.6%	26.8%	10.1%	70.2%	15.8%	54.5%	37.8%
%H (TV HH)			28.9%	10.9%	75.9%	17.0%	58.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%V (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Under 25	114	92	33	16	56	22	34	91
%V	4.7%	4.0%	3.3%	4.4%	3.4%	3.0%	3.8%	4.9%
%H (All HH)		80.7%	28.9%	14.0%	49.1%	19.3%	29.8%	79.8%
%H (TV HH)			35.9%	17.4%	60.9%	23.9%	37.0%	
25 - 34	361	324	171	54	193	106	87	321
%V	14.8%	14.2%	17.1%	15.0%	11.8%	14.2%	9.8%	17.4%
%H (All HH)		89.8%	47.4%	15.0%	53.5%	29.4%	24.1%	88.9%
%H (TV HH)			52.8%	16.7%	59.6%	32.7%	26.9%	
35 - 44	399	377	202	59	251	142	109	357
%V	16.4%	16.5%	20.2%	16.3%	15.4%	19.1%	12.3%	19.4%
%H (All HH)		94.5%	50.6%	14.8%	62.9%	35.6%	27.3%	89.5%
%H (TV HH)			53.6%	15.6%	66.6%	37.7%	28.9%	
45 - 54	482	465	233	89	326	186	140	424
%V	19.8%	20.4%	23.3%	24.7%	20.0%	25.0%	15.7%	23.0%
%H (All HH)		96.5%	48.3%	18.5%	67.6%	38.6%	29.0%	88.0%
%H (TV HH)			50.1%	19.1%	70.1%	40.0%	30.1%	
55 - 64	416	394	177	66	288	138	150	333
%V	17.1%	17.3%	17.7%	18.3%	17.6%	18.5%	16.9%	18.1%
%H (All HH)		94.7%	42.5%	15.9%	69.2%	33.2%	36.1%	80.0%
%H (TV HH)			44.9%	16.8%	73.1%	35.0%	38.1%	
65 +	659	632	186	77	520	151	369	314
%V	27.1%	27.7%	18.6%	21.3%	31.8%	20.3%	41.5%	17.1%
%H (All HH)		95.9%	28.2%	11.7%	78.9%	22.9%	56.0%	47.6%
%H (TV HH)			29.4%	12.2%	82.3%	23.9%	58.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
1	876	802	226	107	611	159	452	451
%V	36.0%	35.1%	22.6%	29.6%	37.4%	21.3%	50.8%	24.5%
%H (All HH)		91.6%	25.8%	12.2%	69.7%	18.2%	51.6%	51.5%
%H (TV HH)			28.2%	13.3%	76.2%	19.8%	56.4%	
2	821	780	364	122	569	284	285	683
%V	33.8%	34.2%	36.3%	33.8%	34.8%	38.1%	32.1%	37.1%
%H (All HH)		95.0%	44.3%	14.9%	69.3%	34.6%	34.7%	83.2%
%H (TV HH)			46.7%	15.6%	72.9%	36.4%	36.5%	
3	335	317	176	69	204	134	70	319
%V	13.8%	13.9%	17.6%	19.1%	12.5%	18.0%	7.9%	17.3%
%H (All HH)		94.6%	52.5%	20.6%	60.9%	40.0%	20.9%	95.2%
%H (TV HH)			55.5%	21.8%	64.4%	42.3%	22.1%	
4	286	275	170	44	181	123	58	275
%V	11.8%	12.0%	17.0%	12.2%	11.1%	16.5%	6.5%	14.9%
%H (All HH)		96.2%	59.4%	15.4%	63.3%	43.0%	20.3%	96.2%
%H (TV HH)			61.8%	16.0%	65.8%	44.7%	21.1%	
5+	114	111	67	19	69	45	24	111
%V	4.7%	4.9%	6.7%	5.3%	4.2%	6.0%	2.7%	6.0%
%H (All HH)		97.4%	58.8%	16.7%	60.5%	39.5%	21.1%	97.4%
%H (TV HH)			60.4%	17.1%	62.2%	40.5%	21.6%	
Average HH size	2.17	2.19	2.52	2.31	2.11	2.50	1.79	2.43

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Without	1875	1748	683	268	1296	528	768	1313
%V	77.1%	76.5%	68.2%	74.2%	79.3%	70.9%	86.4%	71.4%
%H (All HH)		93.2%	36.4%	14.3%	69.1%	28.2%	41.0%	70.0%
%H (TV HH)			39.1%	15.3%	74.1%	30.2%	43.9%	
With	556	536	319	93	338	216	121	526
%V	22.9%	23.5%	31.8%	25.8%	20.7%	29.0%	13.6%	28.6%
%H (All HH)		96.4%	57.4%	16.7%	60.8%	38.8%	21.8%	94.6%
%H (TV HH)			59.5%	17.4%	63.1%	40.3%	22.6%	
0 - 3	204	191	124	32	113	79	35	189
%V	8.4%	8.4%	12.4%	8.9%	6.9%	10.6%	3.9%	10.3%
%H (All HH)		93.6%	60.8%	15.7%	55.4%	38.7%	17.2%	92.6%
%H (TV HH)			64.9%	16.8%	59.2%	41.4%	18.3%	
4 - 9	262	254	146	43	159	96	64	246
%V	10.8%	11.1%	14.6%	11.9%	9.7%	12.9%	7.2%	13.4%
%H (All HH)		96.9%	55.7%	16.4%	60.7%	36.6%	24.4%	93.9%
%H (TV HH)			57.5%	16.9%	62.6%	37.8%	25.2%	
10 - 15	267	264	155	44	173	111	63	260
%V	11.0%	11.6%	15.5%	12.2%	10.6%	14.9%	7.1%	14.1%
%H (All HH)		98.9%	58.1%	16.5%	64.8%	41.6%	23.6%	97.4%
%H (TV HH)			58.7%	16.7%	65.5%	42.0%	23.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
1	882	882	270	128	578	125	453	557
%V	36.3%	38.6%	26.9%	35.5%	35.4%	16.8%	51.0%	30.3%
%H (All HH)		100.0%	30.6%	14.5%	65.5%	14.2%	51.4%	63.2%
%H (TV HH)			30.6%	14.5%	65.5%	14.2%	51.4%	
2	796	796	362	133	588	289	299	617
%V	32.7%	34.9%	36.1%	36.8%	36.0%	38.8%	33.6%	33.5%
%H (All HH)		100.0%	45.5%	16.7%	73.9%	36.3%	37.6%	77.5%
%H (TV HH)			45.5%	16.7%	73.9%	36.3%	37.6%	
3	396	396	232	65	300	200	100	362
%V	16.3%	17.3%	23.2%	18.0%	18.4%	26.8%	11.2%	19.7%
%H (All HH)		100.0%	58.6%	16.4%	75.8%	50.5%	25.3%	91.4%
%H (TV HH)			58.6%	16.4%	75.8%	50.5%	25.3%	
4	144	144	93	26	110	85	25	138
%V	5.9%	6.3%	9.3%	7.2%	6.7%	11.4%	2.8%	7.5%
%H (All HH)		100.0%	64.6%	18.1%	76.4%	59.0%	17.4%	95.8%
%H (TV HH)			64.6%	18.1%	76.4%	59.0%	17.4%	
5+	67	67	45	10	58	45	12	66
%V	2.8%	2.9%	4.5%	2.8%	3.5%	6.0%	1.3%	3.6%
%H (All HH)		100.0%	67.2%	14.9%	86.6%	67.2%	17.9%	98.5%
%H (TV HH)			67.2%	14.9%	86.6%	67.2%	17.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Scotland
Household level data
Table 11.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Under 20"	521	521	240	80	422	224	198	410
%V	21.4%	22.8%	24.0%	22.2%	25.8%	30.1%	22.3%	22.3%
%H (All HH)		100.0%	46.1%	15.4%	81.0%	43.0%	38.0%	78.7%
%H (TV HH)			46.1%	15.4%	81.0%	43.0%	38.0%	
20" - 29"	836	836	378	118	660	329	331	639
%V	34.4%	36.6%	37.7%	32.7%	40.4%	44.2%	37.2%	34.7%
%H (All HH)		100.0%	45.2%	14.1%	78.9%	39.4%	39.6%	76.4%
%H (TV HH)			45.2%	14.1%	78.9%	39.4%	39.6%	
30" - 39"	1282	1282	586	209	922	447	475	1007
%V	52.7%	56.1%	58.5%	57.9%	56.4%	60.0%	53.4%	54.7%
%H (All HH)		100.0%	45.7%	16.3%	71.9%	34.9%	37.1%	78.5%
%H (TV HH)			45.7%	16.3%	71.9%	34.9%	37.1%	
40" and over	1077	1077	589	187	736	445	291	932
%V	44.3%	47.2%	58.8%	51.8%	45.0%	59.7%	32.7%	50.7%
%H (All HH)		100.0%	54.7%	17.4%	68.3%	41.3%	27.0%	86.5%
%H (TV HH)			54.7%	17.4%	68.3%	41.3%	27.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%V (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Main living room	2240	2240	987	357	1602	736	867	1705
%V	92.1%	98.1%	98.5%	98.9%	98.0%	98.8%	97.5%	92.7%
%H (All HH)		100.0%	44.1%	15.9%	71.5%	32.9%	38.7%	76.1%
%H (TV HH)			44.1%	15.9%	71.5%	32.9%	38.7%	
Kitchen	262	262	133	34	229	135	94	228
%V	10.8%	11.5%	13.3%	9.4%	14.0%	18.1%	10.6%	12.4%
%H (All HH)		100.0%	50.8%	13.0%	87.4%	51.5%	35.9%	87.0%
%H (TV HH)			50.8%	13.0%	87.4%	51.5%	35.9%	
Adult's bedroom	1045	1045	546	184	799	487	312	876
%V	43.0%	45.8%	54.5%	51.0%	48.9%	65.4%	35.1%	47.6%
%H (All HH)		100.0%	52.2%	17.6%	76.5%	46.6%	29.9%	83.8%
%H (TV HH)			52.2%	17.6%	76.5%	46.6%	29.9%	
Child's bedroom	293	293	189	46	196	138	58	274
%V	12.1%	12.8%	18.9%	12.7%	12.0%	18.5%	6.5%	14.9%
%H (All HH)		100.0%	64.5%	15.7%	66.9%	47.1%	19.8%	93.5%
%H (TV HH)			64.5%	15.7%	66.9%	47.1%	19.8%	
Other bedroom	119	119	71	16	87	56	32	108
%V	4.9%	5.2%	7.1%	4.4%	5.3%	7.5%	3.6%	5.9%
%H (All HH)		100.0%	59.7%	13.4%	73.1%	47.1%	26.9%	90.8%
%H (TV HH)			59.7%	13.4%	73.1%	47.1%	26.9%	
Second living/dining room	188	188	111	25	142	88	54	173
%V	7.7%	8.2%	11.1%	6.9%	8.7%	11.8%	6.1%	9.4%
%H (All HH)		100.0%	59.0%	13.3%	75.5%	46.8%	28.7%	92.0%
%H (TV HH)			59.0%	13.3%	75.5%	46.8%	28.7%	
Study/office	28	28	17	3	21	13	8	28
%V	1.2%	1.2%	1.7%	0.8%	1.3%	1.7%	0.9%	1.5%
%H (All HH)		100.0%	60.7%	10.7%	75.0%	46.4%	28.6%	100.0%
%H (TV HH)			60.7%	10.7%	75.0%	46.4%	28.6%	
TV room	27	27	16	3	22	14	8	27
%V	1.1%	1.2%	1.6%	0.8%	1.3%	1.9%	0.9%	1.5%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%	100.0%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%	
Conservatory	36	36	19	5	30	17	13	33
%V	1.5%	1.6%	1.9%	1.4%	1.8%	2.3%	1.5%	1.8%
%H (All HH)		100.0%	52.8%	13.9%	83.3%	47.2%	36.1%	91.7%
%H (TV HH)			52.8%	13.9%	83.3%	47.2%	36.1%	
Attic or loft room	5	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	20	20	10	3	19	11	7	20
%V	0.8%	0.9%	1.0%	0.8%	1.2%	1.5%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	15.0%	95.0%	55.0%	35.0%	100.0%
%H (TV HH)			50.0%	15.0%	95.0%	55.0%	35.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Any DSAT provider	1002	1002	1002	9	573	573	0	878
%V	41.2%	43.9%	100.0%	2.5%	35.1%	76.9%	0.0%	47.7%
%H (All HH)			100.0%	0.9%	57.2%	57.2%	0.0%	87.6%
%H (TV HH)			100.0%	0.9%	57.2%	57.2%	0.0%	
Sky with subcription	855	855	855	5	494	494	0	763
%V	35.2%	37.4%	85.3%	1.4%	30.2%	66.3%	0.0%	41.5%
%H (All HH)			100.0%	0.6%	57.8%	57.8%	0.0%	89.2%
%H (TV HH)			100.0%	0.6%	57.8%	57.8%	0.0%	
Sky without subscription	41	41	41	2	23	23	0	31
%V	1.7%	1.8%	4.1%	0.6%	1.4%	3.1%	0.0%	1.7%
%H (All HH)			100.0%	4.9%	56.1%	56.1%	0.0%	75.6%
%H (TV HH)			100.0%	4.9%	56.1%	56.1%	0.0%	
Freesat	105	105	105	2	51	51	0	84
%V	4.3%	4.6%	10.5%	0.6%	3.1%	6.8%	0.0%	4.6%
%H (All HH)			100.0%	1.9%	48.6%	48.6%	0.0%	80.0%
%H (TV HH)			100.0%	1.9%	48.6%	48.6%	0.0%	
Other satellite provider	35	35	35	0	19	19	0	30
%V	1.4%	1.5%	3.5%	0.0%	1.2%	2.6%	0.0%	1.6%
%H (All HH)			100.0%	0.0%	54.3%	54.3%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	54.3%	54.3%	0.0%	
DCAB	361	361	9	361	177	177	0	306
%V	14.8%	15.8%	0.9%	100.0%	10.8%	23.8%	0.0%	16.6%
%H (All HH)			2.5%	100.0%	49.0%	49.0%	0.0%	84.8%
%H (TV HH)			2.5%	100.0%	49.0%	49.0%	0.0%	
DTT	1634	1634	573	177	1634	745	889	1184
%V	67.2%	71.5%	57.2%	49.0%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	35.1%	10.8%	100.0%	45.6%	54.4%	72.5%
%H (TV HH)			35.1%	10.8%	100.0%	45.6%	54.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%H (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
PVR	1388	1388	859	285	895	644	251	1216
%V	57.1%	60.8%	85.7%	78.9%	54.8%	86.4%	28.2%	66.1%
%H (All HH)		100.0%	61.9%	20.5%	64.5%	46.4%	18.1%	87.6%
%H (TV HH)			61.9%	20.5%	64.5%	46.4%	18.1%	
DVDR	83	83	37	12	61	28	33	69
%V	3.4%	3.6%	3.7%	3.3%	3.7%	3.8%	3.7%	3.8%
%H (All HH)		100.0%	44.6%	14.5%	73.5%	33.7%	39.8%	83.1%
%H (TV HH)			44.6%	14.5%	73.5%	33.7%	39.8%	
VCR	69	69	16	14	57	18	39	43
%V	2.8%	3.0%	1.6%	3.9%	3.5%	2.4%	4.4%	2.3%
%H (All HH)		100.0%	23.2%	20.3%	82.6%	26.1%	56.5%	62.3%
%H (TV HH)			23.2%	20.3%	82.6%	26.1%	56.5%	
Any recorder	1451	1451	872	288	951	653	298	1252
%V	59.7%	63.5%	87.0%	79.8%	58.2%	87.7%	33.5%	68.0%
%H (All HH)		100.0%	60.1%	19.8%	65.5%	45.0%	20.5%	86.3%
%H (TV HH)			60.1%	19.8%	65.5%	45.0%	20.5%	
Receives HDTV (via STB or built-in reception)	1176	1176	669	259	782	528	254	1036
%V	48.4%	51.5%	66.8%	71.7%	47.9%	70.9%	28.6%	56.3%
%H (All HH)		100.0%	56.9%	22.0%	66.5%	44.9%	21.6%	88.1%
%H (TV HH)			56.9%	22.0%	66.5%	44.9%	21.6%	
DVD/Blu-ray player or recorder	1830	1830	838	309	1333	654	680	1463
%V	75.3%	80.1%	83.6%	85.6%	81.6%	87.8%	76.5%	79.5%
%H (All HH)		100.0%	45.8%	16.9%	72.8%	35.7%	37.2%	79.9%
%H (TV HH)			45.8%	16.9%	72.8%	35.7%	37.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2431	2284	1002	361	1634	745	889	1840
%V (All HH)		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%
%H (TV HH)			43.9%	15.8%	71.5%	32.6%	38.9%	
Has broadband internet	1840	1740	878	306	1184	656	528	1840
%V	75.7%	76.2%	87.6%	84.8%	72.5%	88.1%	59.4%	100.0%
%H (All HH)		94.6%	47.7%	16.6%	64.3%	35.7%	28.7%	100.0%
%H (TV HH)			50.5%	17.6%	68.0%	37.7%	30.3%	
Number of computers (PCs and laptops)								
0	558	518	116	53	426	80	345	40
%V	23.0%	22.7%	11.6%	14.7%	26.1%	10.7%	38.8%	2.2%
%H (All HH)		92.8%	20.8%	9.5%	76.3%	14.3%	61.8%	7.2%
%H (TV HH)			22.4%	10.2%	82.2%	15.4%	66.6%	
1	684	639	277	109	449	206	243	629
%V	28.1%	28.0%	27.6%	30.2%	27.5%	27.7%	27.3%	34.2%
%H (All HH)		93.4%	40.5%	15.9%	65.6%	30.1%	35.5%	92.0%
%H (TV HH)			43.3%	17.1%	70.3%	32.2%	38.0%	
2	537	501	258	89	338	191	146	526
%V	22.1%	21.9%	25.7%	24.7%	20.7%	25.6%	16.4%	28.6%
%H (All HH)		93.3%	48.0%	16.6%	62.9%	35.6%	27.2%	98.0%
%H (TV HH)			51.5%	17.8%	67.5%	38.1%	29.1%	
3	305	294	157	47	201	119	82	303
%V	12.5%	12.9%	15.7%	13.0%	12.3%	16.0%	9.2%	16.5%
%H (All HH)		96.4%	51.5%	15.4%	65.9%	39.0%	26.9%	99.3%
%H (TV HH)			53.4%	16.0%	68.4%	40.5%	27.9%	
4	183	178	102	31	113	73	41	182
%V	7.5%	7.8%	10.2%	8.6%	6.9%	9.8%	4.6%	9.9%
%H (All HH)		97.3%	55.7%	16.9%	61.7%	39.9%	22.4%	99.5%
%H (TV HH)			57.3%	17.4%	63.5%	41.0%	23.0%	
5+	163	155	92	30	107	75	32	161
%V	6.7%	6.8%	9.2%	8.3%	6.5%	10.1%	3.6%	8.8%
%H (All HH)		95.1%	56.4%	18.4%	65.6%	46.0%	19.6%	98.8%
%H (TV HH)			59.4%	19.4%	69.0%	48.4%	20.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4602	2311	741	3410	1894	1516	3792
%H		50.2%	16.1%	74.1%	41.2%	32.9%	82.4%
Under 20"	649	310	99	529	292	237	524
%V	14.1%	13.4%	13.4%	15.5%	15.4%	15.6%	13.8%
%H		47.8%	15.3%	81.5%	45.0%	36.5%	80.7%
20" - 29"	1044	493	147	831	437	394	821
%V	22.7%	21.3%	19.8%	24.4%	23.1%	26.0%	21.7%
%H		47.2%	14.1%	79.6%	41.9%	37.7%	78.6%
30" - 39"	1561	754	255	1132	589	542	1263
%V	33.9%	32.6%	34.4%	33.2%	31.1%	35.8%	33.3%
%H		48.3%	16.3%	72.5%	37.7%	34.7%	80.9%
40" and over	1304	742	230	890	567	323	1150
%V	28.3%	32.1%	31.0%	26.1%	29.9%	21.3%	30.3%
%H		56.9%	17.6%	68.3%	43.5%	24.8%	88.2%
Don't know	43	12	9	28	8	21	33
%V	0.9%	0.5%	1.2%	0.8%	0.4%	1.4%	0.9%
%H		27.9%	20.9%	65.1%	18.6%	48.8%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4602	2311	741	3410	1894	1516	3792
%H		50.2%	16.1%	74.1%	41.2%	32.9%	82.4%
Main living room	2251	993	358	1609	740	869	1713
%V	48.9%	43.0%	48.3%	47.2%	39.1%	57.3%	45.2%
%H		44.1%	15.9%	71.5%	32.9%	38.6%	76.1%
Kitchen	263	134	34	230	135	95	228
%V	5.7%	5.8%	4.6%	6.7%	7.1%	6.3%	6.0%
%H		51.0%	12.9%	87.5%	51.3%	36.1%	86.7%
Adult's bedroom	1264	675	234	977	626	352	1078
%V	27.5%	29.2%	31.6%	28.7%	33.1%	23.2%	28.4%
%H		53.4%	18.5%	77.3%	49.5%	27.8%	85.3%
Child's bedroom	369	239	59	242	171	71	348
%V	8.0%	10.3%	8.0%	7.1%	9.0%	4.7%	9.2%
%H		64.8%	16.0%	65.6%	46.3%	19.2%	94.3%
Other bedroom	136	85	17	100	65	35	125
%V	3.0%	3.7%	2.3%	2.9%	3.4%	2.3%	3.3%
%H		62.5%	12.5%	73.5%	47.8%	25.7%	91.9%
Second living/dining room	192	115	25	145	92	54	176
%V	4.2%	5.0%	3.4%	4.3%	4.9%	3.6%	4.6%
%H		59.9%	13.0%	75.5%	47.9%	28.1%	91.7%
Study/office	28	17	3	21	13	8	28
%V	0.6%	0.7%	0.4%	0.6%	0.7%	0.5%	0.7%
%H		60.7%	10.7%	75.0%	46.4%	28.6%	100.0%
TV room	27	16	3	22	14	8	27
%V	0.6%	0.7%	0.4%	0.6%	0.7%	0.5%	0.7%
%H		59.3%	11.1%	81.5%	51.9%	29.6%	100.0%
Conservatory	36	19	5	30	17	13	33
%V	0.8%	0.8%	0.7%	0.9%	0.9%	0.9%	0.9%
%H		52.8%	13.9%	83.3%	47.2%	36.1%	91.7%
Attic or loft room	5	3	1	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	28	14	3	26	15	11	28
%V	0.6%	0.6%	0.4%	0.8%	0.8%	0.7%	0.7%
%H		50.0%	10.7%	92.9%	53.6%	39.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4602	2311	741	3410	1894	1516	3792
%H		50.2%	16.1%	74.1%	41.2%	32.9%	82.4%
PVR	1865	1200	402	1142	866	276	1675
%V	40.5%	51.9%	54.3%	33.5%	45.7%	18.2%	44.2%
%H		64.3%	21.6%	61.2%	46.4%	14.8%	89.8%
DVDR	88	39	13	65	30	35	74
%V	1.9%	1.7%	1.8%	1.9%	1.6%	2.3%	2.0%
%H		44.3%	14.8%	73.9%	34.1%	39.8%	84.1%
VCR	72	16	15	60	19	41	44
%V	1.6%	0.7%	2.0%	1.8%	1.0%	2.7%	1.2%
%H		22.2%	20.8%	83.3%	26.4%	56.9%	61.1%
Any recorder	1949	1220	408	1216	882	334	1726
%V	42.4%	52.8%	55.1%	35.7%	46.6%	22.0%	45.5%
%H		62.6%	20.9%	62.4%	45.3%	17.1%	88.6%

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	4602	2311	741	3410	1894	1516	3792
%H		50.2%	16.1%	74.1%	41.2%	32.9%	82.4%
Receives HDTV (via STB or built-in reception)	1648	958	380	1090	771	320	1490
%V	35.8%	41.5%	51.3%	32.0%	40.7%	21.1%	39.3%
%H		58.1%	23.1%	66.1%	46.8%	19.4%	90.4%
DVD/Blu-ray player or recorder	2712	1352	473	2042	1154	888	2270
%V	58.9%	58.5%	63.8%	59.9%	60.9%	58.6%	59.9%
%H		49.9%	17.4%	75.3%	42.6%	32.7%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2278	1001	360	1631	745	887	1736
%H		43.9%	15.8%	71.6%	32.7%	38.9%	76.2%
Under 20"	38	5	1	32	2	29	21
%V	1.7%	0.5%	0.3%	2.0%	0.3%	3.3%	1.2%
%H		13.2%	2.6%	84.2%	5.3%	76.3%	55.3%
20" - 29"	288	77	29	231	55	175	157
%V	12.6%	7.7%	8.1%	14.2%	7.4%	19.7%	9.0%
%H		26.7%	10.1%	80.2%	19.1%	60.8%	54.5%
30" - 39"	896	350	143	654	261	393	648
%V	39.3%	35.0%	39.7%	40.1%	35.0%	44.3%	37.3%
%H		39.1%	16.0%	73.0%	29.1%	43.9%	72.3%
40" and over	1036	564	182	703	423	280	895
%V	45.5%	56.3%	50.6%	43.1%	56.8%	31.6%	51.6%
%H		54.4%	17.6%	67.9%	40.8%	27.0%	86.4%
Don't know	21	6	5	12	4	9	15
%V	0.9%	0.6%	1.4%	0.7%	0.5%	1.0%	0.9%
%H		28.6%	23.8%	57.1%	19.0%	42.9%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2278	1001	360	1631	745	887	1736
%H		43.9%	15.8%	71.6%	32.7%	38.9%	76.2%
PVR	1354	841	280	866	627	239	1185
%V	59.4%	84.0%	77.8%	53.1%	84.2%	26.9%	68.3%
%H		62.1%	20.7%	64.0%	46.3%	17.7%	87.5%
DVDR	69	31	11	51	23	28	57
%V	3.0%	3.1%	3.1%	3.1%	3.1%	3.2%	3.3%
%H		44.9%	15.9%	73.9%	33.3%	40.6%	82.6%
VCR	60	13	13	48	14	34	37
%V	2.6%	1.3%	3.6%	2.9%	1.9%	3.8%	2.1%
%H		21.7%	21.7%	80.0%	23.3%	56.7%	61.7%
Any recorder	1415	853	283	921	636	285	1219
%V	62.1%	85.2%	78.6%	56.5%	85.4%	32.1%	70.2%
%H		60.3%	20.0%	65.1%	44.9%	20.1%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: 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	2278	1001	360	1631	745	887	1736
%H		43.9%	15.8%	71.6%	32.7%	38.9%	76.2%
Receives HDTV (via STB or built-in reception)	1140	649	254	752	509	243	1006
%V	50.0%	64.8%	70.6%	46.1%	68.3%	27.4%	57.9%
%H		56.9%	22.3%	66.0%	44.6%	21.3%	88.2%
DVD/Blu-ray player or recorder	1706	767	288	1236	589	647	1354
%V	74.9%	76.6%	80.0%	75.8%	79.1%	72.9%	78.0%
%H		45.0%	16.9%	72.5%	34.5%	37.9%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2323	1310	381	1778	1149	629	2056
%H		56.4%	16.4%	76.5%	49.5%	27.1%	88.5%
Under 20"	611	305	98	497	290	207	503
%V	26.3%	23.3%	25.7%	28.0%	25.2%	32.9%	24.5%
%H		49.9%	16.0%	81.3%	47.5%	33.9%	82.3%
20" - 29"	756	416	119	600	382	218	664
%V	32.5%	31.8%	31.2%	33.7%	33.2%	34.7%	32.3%
%H		55.0%	15.7%	79.4%	50.5%	28.8%	87.8%
30" - 39"	665	405	112	477	328	149	615
%V	28.6%	30.9%	29.4%	26.8%	28.5%	23.7%	29.9%
%H		60.9%	16.8%	71.7%	49.3%	22.4%	92.5%
40" and over	268	178	48	187	144	43	255
%V	11.5%	13.6%	12.6%	10.5%	12.5%	6.8%	12.4%
%H		66.4%	17.9%	69.8%	53.7%	16.0%	95.1%
Don't know	22	6	4	16	4	12	18
%V	0.9%	0.5%	1.0%	0.9%	0.3%	1.9%	0.9%
%H		27.3%	18.2%	72.7%	18.2%	54.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2323	1310	381	1778	1149	629	2056
%H		56.4%	16.4%	76.5%	49.5%	27.1%	88.5%
PVR	512	359	122	276	238	37	490
%V	22.0%	27.4%	32.0%	15.5%	20.7%	5.9%	23.8%
%H		70.1%	23.8%	53.9%	46.5%	7.2%	95.7%
DVDR	19	9	2	14	6	8	17
%V	0.8%	0.7%	0.5%	0.8%	0.5%	1.3%	0.8%
%H		47.4%	10.5%	73.7%	31.6%	42.1%	89.5%
VCR	13	3	2	12	4	7	8
%V	0.6%	0.2%	0.5%	0.7%	0.3%	1.1%	0.4%
%H		23.1%	15.4%	92.3%	30.8%	53.8%	61.5%
Any recorder	534	366	125	295	246	50	506
%V	23.0%	27.9%	32.8%	16.6%	21.4%	7.9%	24.6%
%H		68.5%	23.4%	55.2%	46.1%	9.4%	94.8%

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	2323	1310	381	1778	1149	629	2056
%H		56.4%	16.4%	76.5%	49.5%	27.1%	88.5%
Receives HDTV (via STB or built-in reception)	508	310	125	339	261	77	485
%V	21.9%	23.7%	32.8%	19.1%	22.7%	12.2%	23.6%
%H		61.0%	24.6%	66.7%	51.4%	15.2%	95.5%
DVD/Blu-ray player or recorder	1006	585	185	806	565	242	916
%V	43.3%	44.7%	48.6%	45.3%	49.2%	38.5%	44.6%
%H		58.2%	18.4%	80.1%	56.2%	24.1%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5277	5005	2520	833	3453	1859	1594	4470
%H		94.8%	47.8%	15.8%	65.4%	35.2%	30.2%	84.7%
Total Children	922	892	537	146	561	358	203	876
%V	17.5%	17.8%	21.3%	17.5%	16.2%	19.3%	12.7%	19.6%
%H		96.7%	58.2%	15.8%	60.8%	38.8%	22.0%	95.0%
0 - 3	242	227	150	37	130	90	40	226
%V	4.6%	4.5%	6.0%	4.4%	3.8%	4.8%	2.5%	5.1%
%H		93.8%	62.0%	15.3%	53.7%	37.2%	16.5%	93.4%
4 - 15	680	665	388	109	431	268	163	650
%V	12.9%	13.3%	15.4%	13.1%	12.5%	14.4%	10.2%	14.5%
%H		97.8%	57.1%	16.0%	63.4%	39.4%	24.0%	95.6%
4 - 9	341	331	190	56	206	124	83	322
%V	6.5%	6.6%	7.5%	6.7%	6.0%	6.7%	5.2%	7.2%
%H		97.1%	55.7%	16.4%	60.4%	36.4%	24.3%	94.4%
10 - 15	339	334	198	52	224	144	80	329
%V	6.4%	6.7%	7.9%	6.2%	6.5%	7.7%	5.0%	7.4%
%H		98.5%	58.4%	15.3%	66.1%	42.5%	23.6%	97.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5277	5005	2520	833	3453	1859	1594	4470
%H		94.8%	47.8%	15.8%	65.4%	35.2%	30.2%	84.7%
Total Adults (16+)	4354	4113	1983	687	2892	1501	1390	3594
%V	82.5%	82.2%	78.7%	82.5%	83.8%	80.7%	87.2%	80.4%
%H		94.5%	45.5%	15.8%	66.4%	34.5%	31.9%	82.5%
16 - 19	226	217	120	35	145	89	57	210
%V	4.3%	4.3%	4.8%	4.2%	4.2%	4.8%	3.6%	4.7%
%H		96.0%	53.1%	15.5%	64.2%	39.4%	25.2%	92.9%
20 - 24	353	303	143	62	193	116	77	324
%V	6.7%	6.1%	5.7%	7.4%	5.6%	6.2%	4.8%	7.2%
%H		85.8%	40.5%	17.6%	54.7%	32.9%	21.8%	91.8%
25 - 34	703	642	357	117	392	238	154	645
%V	13.3%	12.8%	14.2%	14.0%	11.4%	12.8%	9.7%	14.4%
%H		91.3%	50.8%	16.6%	55.8%	33.9%	21.9%	91.7%
35 - 44	672	637	352	103	418	243	174	618
%V	12.7%	12.7%	14.0%	12.4%	12.1%	13.1%	10.9%	13.8%
%H		94.8%	52.4%	15.3%	62.2%	36.2%	25.9%	92.0%
45 - 54	795	771	404	145	539	321	218	717
%V	15.1%	15.4%	16.0%	17.4%	15.6%	17.3%	13.7%	16.0%
%H		97.0%	50.8%	18.2%	67.8%	40.4%	27.4%	90.2%
55 - 64	668	641	312	103	469	244	224	558
%V	12.7%	12.8%	12.4%	12.4%	13.6%	13.1%	14.1%	12.5%
%H		96.0%	46.7%	15.4%	70.2%	36.5%	33.5%	83.5%
65+	936	903	294	123	736	249	486	523
%V	17.7%	18.0%	11.7%	14.8%	21.3%	13.4%	30.5%	11.7%
%H		96.5%	31.4%	13.1%	78.6%	26.6%	51.9%	55.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4354	4113	1983	687	2892	1501	1390	3594
%H		94.5%	45.5%	15.8%	66.4%	34.5%	31.9%	82.5%
AB	1146	1091	561	174	771	419	352	1089
%V	26.3%	26.5%	28.3%	25.3%	26.7%	27.9%	25.3%	30.3%
%H		95.2%	49.0%	15.2%	67.3%	36.6%	30.7%	95.0%
C1	1247	1152	574	200	792	445	347	1099
%V	28.6%	28.0%	28.9%	29.1%	27.4%	29.6%	25.0%	30.6%
%H		92.4%	46.0%	16.0%	63.5%	35.7%	27.8%	88.1%
C2	859	835	441	144	584	337	247	736
%V	19.7%	20.3%	22.2%	21.0%	20.2%	22.5%	17.8%	20.5%
%H		97.2%	51.3%	16.8%	68.0%	39.2%	28.8%	85.7%
D	678	641	282	124	449	226	223	488
%V	15.6%	15.6%	14.2%	18.0%	15.5%	15.1%	16.0%	13.6%
%H		94.5%	41.6%	18.3%	66.2%	33.3%	32.9%	72.0%
E	424	394	125	46	296	74	221	182
%V	9.7%	9.6%	6.3%	6.7%	10.2%	4.9%	15.9%	5.1%
%H		92.9%	29.5%	10.8%	69.8%	17.5%	52.1%	42.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4354	4113	1983	687	2892	1501	1390	3594
%H		94.5%	45.5%	15.8%	66.4%	34.5%	31.9%	82.5%
Working full time	2014	1931	1062	351	1295	799	495	1875
%V	46.3%	46.9%	53.6%	51.1%	44.8%	53.2%	35.6%	52.2%
%H		95.9%	52.7%	17.4%	64.3%	39.7%	24.6%	93.1%
Working part time	426	416	223	65	291	166	125	389
%V	9.8%	10.1%	11.2%	9.5%	10.1%	11.1%	9.0%	10.8%
%H		97.7%	52.3%	15.3%	68.3%	39.0%	29.3%	91.3%
Not working	1914	1766	698	272	1305	535	770	1330
%V	44.0%	42.9%	35.2%	39.6%	45.1%	35.6%	55.4%	37.0%
%H		92.3%	36.5%	14.2%	68.2%	28.0%	40.2%	69.5%
Housewife/Houseperson	2431	2284	1002	361	1634	745	889	1840
%V	55.8%	55.5%	50.5%	52.5%	56.5%	49.6%	64.0%	51.2%
%H		94.0%	41.2%	14.8%	67.2%	30.6%	36.6%	75.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2090	1968	972	330	1364	731	633	1729
%H		94.2%	46.5%	15.8%	65.3%	35.0%	30.3%	82.7%
16 - 19	115	111	62	18	73	45	28	107
%V	5.5%	5.6%	6.4%	5.5%	5.4%	6.2%	4.4%	6.2%
%H		96.5%	53.9%	15.7%	63.5%	39.1%	24.3%	93.0%
20 - 24	173	154	71	30	97	59	39	158
%V	8.3%	7.8%	7.3%	9.1%	7.1%	8.1%	6.2%	9.1%
%H		89.0%	41.0%	17.3%	56.1%	34.1%	22.5%	91.3%
25 - 34	345	317	181	53	197	123	74	315
%V	16.5%	16.1%	18.6%	16.1%	14.4%	16.8%	11.7%	18.2%
%H		91.9%	52.5%	15.4%	57.1%	35.7%	21.4%	91.3%
35 - 44	330	308	164	48	198	109	90	296
%V	15.8%	15.7%	16.9%	14.5%	14.5%	14.9%	14.2%	17.1%
%H		93.3%	49.7%	14.5%	60.0%	33.0%	27.3%	89.7%
45 - 54	386	369	192	67	255	147	108	336
%V	18.5%	18.8%	19.8%	20.3%	18.7%	20.1%	17.1%	19.4%
%H		95.6%	49.7%	17.4%	66.1%	38.1%	28.0%	87.0%
55 - 64	325	309	152	53	228	125	103	260
%V	15.6%	15.7%	15.6%	16.1%	16.7%	17.1%	16.3%	15.0%
%H		95.1%	46.8%	16.3%	70.2%	38.5%	31.7%	80.0%
65+	417	400	150	60	314	123	191	257
%V	20.0%	20.3%	15.4%	18.2%	23.0%	16.8%	30.2%	14.9%
%H		95.9%	36.0%	14.4%	75.3%	29.5%	45.8%	61.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2090	1968	972	330	1364	731	633	1729
%H		94.2%	46.5%	15.8%	65.3%	35.0%	30.3%	82.7%
AB	563	532	287	83	372	211	161	541
%V	26.9%	27.0%	29.5%	25.2%	27.3%	28.9%	25.4%	31.3%
%H		94.5%	51.0%	14.7%	66.1%	37.5%	28.6%	96.1%
C1	558	523	270	91	352	209	143	495
%V	26.7%	26.6%	27.8%	27.6%	25.8%	28.6%	22.6%	28.6%
%H		93.7%	48.4%	16.3%	63.1%	37.5%	25.6%	88.7%
C2	458	444	233	76	310	179	131	386
%V	21.9%	22.6%	24.0%	23.0%	22.7%	24.5%	20.7%	22.3%
%H		96.9%	50.9%	16.6%	67.7%	39.1%	28.6%	84.3%
D	318	297	129	60	205	103	101	230
%V	15.2%	15.1%	13.3%	18.2%	15.0%	14.1%	16.0%	13.3%
%H		93.4%	40.6%	18.9%	64.5%	32.4%	31.8%	72.3%
E	194	172	52	20	125	29	96	78
%V	9.3%	8.7%	5.3%	6.1%	9.2%	4.0%	15.2%	4.5%
%H		88.7%	26.8%	10.3%	64.4%	14.9%	49.5%	40.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2090	1968	972	330	1364	731	633	1729
%H		94.2%	46.5%	15.8%	65.3%	35.0%	30.3%	82.7%
Working full time	1199	1142	646	194	762	476	286	1106
%V	57.4%	58.0%	66.5%	58.8%	55.9%	65.1%	45.2%	64.0%
%H		95.2%	53.9%	16.2%	63.6%	39.7%	23.9%	92.2%
Working part time	85	82	33	12	64	28	36	71
%V	4.1%	4.2%	3.4%	3.6%	4.7%	3.8%	5.7%	4.1%
%H		96.5%	38.8%	14.1%	75.3%	32.9%	42.4%	83.5%
Not working	806	743	293	123	538	226	311	552
%V	38.6%	37.8%	30.1%	37.3%	39.4%	30.9%	49.1%	31.9%
%H		92.2%	36.4%	15.3%	66.7%	28.0%	38.6%	68.5%
Housewife/Houseperson	561	503	186	71	355	127	228	345
%V	26.8%	25.6%	19.1%	21.5%	26.0%	17.4%	36.0%	20.0%
%H		89.7%	33.2%	12.7%	63.3%	22.6%	40.6%	61.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2265	2146	1011	357	1528	770	757	1865
%H		94.7%	44.6%	15.8%	67.5%	34.0%	33.4%	82.3%
16 - 19	112	107	59	17	72	44	28	102
%V	4.9%	5.0%	5.8%	4.8%	4.7%	5.7%	3.7%	5.5%
%H		95.5%	52.7%	15.2%	64.3%	39.3%	25.0%	91.1%
20 - 24	180	148	72	32	96	58	38	166
%V	7.9%	6.9%	7.1%	9.0%	6.3%	7.5%	5.0%	8.9%
%H		82.2%	40.0%	17.8%	53.3%	32.2%	21.1%	92.2%
25 - 34	358	326	175	63	195	115	80	330
%V	15.8%	15.2%	17.3%	17.6%	12.8%	14.9%	10.6%	17.7%
%H		91.1%	48.9%	17.6%	54.5%	32.1%	22.3%	92.2%
35 - 44	343	329	188	54	219	134	85	322
%V	15.1%	15.3%	18.6%	15.1%	14.3%	17.4%	11.2%	17.3%
%H		95.9%	54.8%	15.7%	63.8%	39.1%	24.8%	93.9%
45 - 54	409	402	213	78	284	174	110	380
%V	18.1%	18.7%	21.1%	21.8%	18.6%	22.6%	14.5%	20.4%
%H		98.3%	52.1%	19.1%	69.4%	42.5%	26.9%	92.9%
55 - 64	343	331	159	50	241	120	121	298
%V	15.1%	15.4%	15.7%	14.0%	15.8%	15.6%	16.0%	16.0%
%H		96.5%	46.4%	14.6%	70.3%	35.0%	35.3%	86.9%
65+	519	503	145	63	422	126	296	266
%V	22.9%	23.4%	14.3%	17.6%	27.6%	16.4%	39.1%	14.3%
%H		96.9%	27.9%	12.1%	81.3%	24.3%	57.0%	51.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2265	2146	1011	357	1528	770	757	1865
%H		94.7%	44.6%	15.8%	67.5%	34.0%	33.4%	82.3%
AB	583	559	274	91	400	209	191	548
%V	25.7%	26.0%	27.1%	25.5%	26.2%	27.1%	25.2%	29.4%
%H		95.9%	47.0%	15.6%	68.6%	35.8%	32.8%	94.0%
C1	690	628	303	108	439	236	203	604
%V	30.5%	29.3%	30.0%	30.3%	28.7%	30.6%	26.8%	32.4%
%H		91.0%	43.9%	15.7%	63.6%	34.2%	29.4%	87.5%
C2	401	392	207	68	274	158	116	350
%V	17.7%	18.3%	20.5%	19.0%	17.9%	20.5%	15.3%	18.8%
%H		97.8%	51.6%	17.0%	68.3%	39.4%	28.9%	87.3%
D	361	344	154	64	244	122	122	259
%V	15.9%	16.0%	15.2%	17.9%	16.0%	15.8%	16.1%	13.9%
%H		95.3%	42.7%	17.7%	67.6%	33.8%	33.8%	71.7%
E	231	222	72	26	170	45	125	104
%V	10.2%	10.3%	7.1%	7.3%	11.1%	5.8%	16.5%	5.6%
%H		96.1%	31.2%	11.3%	73.6%	19.5%	54.1%	45.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2265	2146	1011	357	1528	770	757	1865
%H		94.7%	44.6%	15.8%	67.5%	34.0%	33.4%	82.3%
Working full time	815	789	416	157	532	323	209	769
%V	36.0%	36.8%	41.1%	44.0%	34.8%	41.9%	27.6%	41.2%
%H		96.8%	51.0%	19.3%	65.3%	39.6%	25.6%	94.4%
Working part time	342	334	189	52	227	138	89	318
%V	15.1%	15.6%	18.7%	14.6%	14.9%	17.9%	11.8%	17.1%
%H		97.7%	55.3%	15.2%	66.4%	40.4%	26.0%	93.0%
Not working	1108	1023	405	148	768	309	459	778
%V	48.9%	47.7%	40.1%	41.5%	50.3%	40.1%	60.6%	41.7%
%H		92.3%	36.6%	13.4%	69.3%	27.9%	41.4%	70.2%
Housewife/Houseperson	1870	1781	816	290	1278	617	661	1494
%V	82.6%	83.0%	80.7%	81.2%	83.6%	80.1%	87.3%	80.1%
%H		95.2%	43.6%	15.5%	68.3%	33.0%	35.3%	79.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
AB	142	137	81	12	102	57	45	129
%V	19.5%	19.6%	22.4%	20.0%	20.1%	24.6%	16.3%	24.4%
%H (All HH)		96.5%	57.0%	8.5%	71.8%	40.1%	31.7%	90.8%
%H (TV HH)			59.1%	8.8%	74.5%	41.6%	32.8%	
C1	170	165	83	16	121	57	65	140
%V	23.3%	23.6%	22.9%	26.7%	23.8%	24.6%	23.6%	26.5%
%H (All HH)		97.1%	48.8%	9.4%	71.2%	33.5%	38.2%	82.4%
%H (TV HH)			50.3%	9.7%	73.3%	34.5%	39.4%	
C2	144	139	77	10	101	50	51	113
%V	19.8%	19.9%	21.3%	16.7%	19.9%	21.6%	18.5%	21.4%
%H (All HH)		96.5%	53.5%	6.9%	70.1%	34.7%	35.4%	78.5%
%H (TV HH)			55.4%	7.2%	72.7%	36.0%	36.7%	
D	132	126	66	10	86	38	48	88
%V	18.1%	18.0%	18.2%	16.7%	16.9%	16.4%	17.4%	16.6%
%H (All HH)		95.5%	50.0%	7.6%	65.2%	28.8%	36.4%	66.7%
%H (TV HH)			52.4%	7.9%	68.3%	30.2%	38.1%	
E	140	134	54	12	98	30	67	60
%V	19.2%	19.1%	14.9%	20.0%	19.3%	12.9%	24.3%	11.3%
%H (All HH)		95.7%	38.6%	8.6%	70.0%	21.4%	47.9%	42.9%
%H (TV HH)			40.3%	9.0%	73.1%	22.4%	50.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%V (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Under 25	23	21	11	3	13	5	8	19
%V	3.2%	3.0%	3.0%	5.0%	2.6%	2.2%	2.9%	3.6%
%H (All HH)		91.3%	47.8%	13.0%	56.5%	21.7%	34.8%	82.6%
%H (TV HH)			52.4%	14.3%	61.9%	23.8%	38.1%	
25 - 34	117	112	66	11	68	35	33	102
%V	16.0%	16.0%	18.2%	18.3%	13.4%	15.1%	12.0%	19.3%
%H (All HH)		95.7%	56.4%	9.4%	58.1%	29.9%	28.2%	87.2%
%H (TV HH)			58.9%	9.8%	60.7%	31.3%	29.5%	
35 - 44	137	132	82	11	85	47	38	123
%V	18.8%	18.9%	22.7%	18.3%	16.7%	20.3%	13.8%	23.3%
%H (All HH)		96.4%	59.9%	8.0%	62.0%	34.3%	27.7%	89.8%
%H (TV HH)			62.1%	8.3%	64.4%	35.6%	28.8%	
45 - 54	146	142	81	12	105	56	49	128
%V	20.0%	20.3%	22.4%	20.0%	20.7%	24.1%	17.8%	24.2%
%H (All HH)		97.3%	55.5%	8.2%	71.9%	38.4%	33.6%	87.7%
%H (TV HH)			57.0%	8.5%	73.9%	39.4%	34.5%	
55 - 64	121	117	61	11	90	44	45	88
%V	16.6%	16.7%	16.9%	18.3%	17.7%	19.0%	16.3%	16.6%
%H (All HH)		96.7%	50.4%	9.1%	74.4%	36.4%	37.2%	72.7%
%H (TV HH)			52.1%	9.4%	76.9%	37.6%	38.5%	
65 +	184	176	61	13	148	44	103	70
%V	25.2%	25.1%	16.9%	21.7%	29.1%	19.0%	37.3%	13.2%
%H (All HH)		95.7%	33.2%	7.1%	80.4%	23.9%	56.0%	38.0%
%H (TV HH)			34.7%	7.4%	84.1%	25.0%	58.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Ulster
Household level data
Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
1	214	197	62	16	155	38	118	92
%V	29.4%	28.1%	17.1%	26.7%	30.5%	16.4%	42.8%	17.4%
%H (All HH)		92.1%	29.0%	7.5%	72.4%	17.8%	55.1%	43.0%
%H (TV HH)			31.5%	8.1%	78.7%	19.3%	59.9%	
2	215	209	112	20	152	75	77	160
%V	29.5%	29.9%	30.9%	33.3%	29.9%	32.3%	27.9%	30.2%
%H (All HH)		97.2%	52.1%	9.3%	70.7%	34.9%	35.8%	74.4%
%H (TV HH)			53.6%	9.6%	72.7%	35.9%	36.8%	
3	119	115	70	11	78	43	35	106
%V	16.3%	16.4%	19.3%	18.3%	15.4%	18.5%	12.7%	20.0%
%H (All HH)		96.6%	58.8%	9.2%	65.5%	36.1%	29.4%	89.1%
%H (TV HH)			60.9%	9.6%	67.8%	37.4%	30.4%	
4	110	109	71	8	74	46	28	104
%V	15.1%	15.6%	19.6%	13.3%	14.6%	19.8%	10.1%	19.7%
%H (All HH)		99.1%	64.5%	7.3%	67.3%	41.8%	25.5%	94.5%
%H (TV HH)			65.1%	7.3%	67.9%	42.2%	25.7%	
5+	71	69	46	5	49	31	18	68
%V	9.7%	9.9%	12.7%	8.3%	9.6%	13.4%	6.5%	12.9%
%H (All HH)		97.2%	64.8%	7.0%	69.0%	43.7%	25.4%	95.8%
%H (TV HH)			66.7%	7.2%	71.0%	44.9%	26.1%	
Average HH size	2.50	2.53	2.84	2.50	2.46	2.86	2.13	2.85

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Without	518	493	227	43	374	152	222	334
%V	71.1%	70.4%	62.7%	71.7%	73.6%	65.5%	80.4%	63.1%
%H (All HH)		95.2%	43.8%	8.3%	72.2%	29.3%	42.9%	64.5%
%H (TV HH)			46.0%	8.7%	75.9%	30.8%	45.0%	
With	211	207	134	17	134	80	54	195
%V	28.9%	29.6%	37.0%	28.3%	26.4%	34.5%	19.6%	36.9%
%H (All HH)		98.1%	63.5%	8.1%	63.5%	37.9%	25.6%	92.4%
%H (TV HH)			64.7%	8.2%	64.7%	38.6%	26.1%	
0 - 3	79	78	51	7	47	28	19	72
%V	10.8%	11.1%	14.1%	11.7%	9.3%	12.1%	6.9%	13.6%
%H (All HH)		98.7%	64.6%	8.9%	59.5%	35.4%	24.1%	91.1%
%H (TV HH)			65.4%	9.0%	60.3%	35.9%	24.4%	
4 - 9	111	108	73	8	70	44	26	103
%V	15.2%	15.4%	20.2%	13.3%	13.8%	19.0%	9.4%	19.5%
%H (All HH)		97.3%	65.8%	7.2%	63.1%	39.6%	23.4%	92.8%
%H (TV HH)			67.6%	7.4%	64.8%	40.7%	24.1%	
10 - 15	106	104	70	8	70	43	27	100
%V	14.5%	14.9%	19.3%	13.3%	13.8%	18.5%	9.8%	18.9%
%H (All HH)		98.1%	66.0%	7.5%	66.0%	40.6%	25.5%	94.3%
%H (TV HH)			67.3%	7.7%	67.3%	41.3%	26.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
1	262	262	105	23	175	45	130	155
%V	35.9%	37.4%	29.0%	38.3%	34.4%	19.4%	47.1%	29.3%
%H (All HH)		100.0%	40.1%	8.8%	66.8%	17.2%	49.6%	59.2%
%H (TV HH)			40.1%	8.8%	66.8%	17.2%	49.6%	
2	272	272	145	23	200	96	104	207
%V	37.3%	38.9%	40.1%	38.3%	39.4%	41.4%	37.7%	39.1%
%H (All HH)		100.0%	53.3%	8.5%	73.5%	35.3%	38.2%	76.1%
%H (TV HH)			53.3%	8.5%	73.5%	35.3%	38.2%	
3	103	103	66	9	81	53	28	94
%V	14.1%	14.7%	18.2%	15.0%	15.9%	22.8%	10.1%	17.8%
%H (All HH)		100.0%	64.1%	8.7%	78.6%	51.5%	27.2%	91.3%
%H (TV HH)			64.1%	8.7%	78.6%	51.5%	27.2%	
4	41	41	29	3	33	24	9	38
%V	5.6%	5.9%	8.0%	5.0%	6.5%	10.3%	3.3%	7.2%
%H (All HH)		100.0%	70.7%	7.3%	80.5%	58.5%	22.0%	92.7%
%H (TV HH)			70.7%	7.3%	80.5%	58.5%	22.0%	
5+	22	22	17	1	19	15	4	21
%V	3.0%	3.1%	4.7%	1.7%	3.7%	6.5%	1.4%	4.0%
%H (All HH)		100.0%	77.3%	4.5%	86.4%	68.2%	18.2%	95.5%
%H (TV HH)			77.3%	4.5%	86.4%	68.2%	18.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Ulster
Household level data
Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Under 20"	121	121	61	9	105	53	51	92
%V	16.6%	17.3%	16.9%	15.0%	20.7%	22.8%	18.5%	17.4%
%H (All HH)		100.0%	50.4%	7.4%	86.8%	43.8%	42.1%	76.0%
%H (TV HH)			50.4%	7.4%	86.8%	43.8%	42.1%	
20" - 29"	293	293	147	21	226	101	125	212
%V	40.2%	41.9%	40.6%	35.0%	44.5%	43.5%	45.3%	40.1%
%H (All HH)		100.0%	50.2%	7.2%	77.1%	34.5%	42.7%	72.4%
%H (TV HH)			50.2%	7.2%	77.1%	34.5%	42.7%	
30" - 39"	399	399	218	35	289	143	146	308
%V	54.7%	57.0%	60.2%	58.3%	56.9%	61.6%	52.9%	58.2%
%H (All HH)		100.0%	54.6%	8.8%	72.4%	35.8%	36.6%	77.2%
%H (TV HH)			54.6%	8.8%	72.4%	35.8%	36.6%	
40" and over	309	309	201	27	217	136	81	267
%V	42.4%	44.1%	55.5%	45.0%	42.7%	58.6%	29.3%	50.5%
%H (All HH)		100.0%	65.0%	8.7%	70.2%	44.0%	26.2%	86.4%
%H (TV HH)			65.0%	8.7%	70.2%	44.0%	26.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%V (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Main living room	687	687	357	59	498	229	269	504
%V	94.2%	98.1%	98.6%	98.3%	98.0%	98.7%	97.5%	95.3%
%H (All HH)		100.0%	52.0%	8.6%	72.5%	33.3%	39.2%	73.4%
%H (TV HH)			52.0%	8.6%	72.5%	33.3%	39.2%	
Kitchen	151	151	85	7	127	68	60	121
%V	20.7%	21.6%	23.5%	11.7%	25.0%	29.3%	21.7%	22.9%
%H (All HH)		100.0%	56.3%	4.6%	84.1%	45.0%	39.7%	80.1%
%H (TV HH)			56.3%	4.6%	84.1%	45.0%	39.7%	
Adult's bedroom	255	255	154	24	194	117	77	211
%V	35.0%	36.4%	42.5%	40.0%	38.2%	50.4%	27.9%	39.9%
%H (All HH)		100.0%	60.4%	9.4%	76.1%	45.9%	30.2%	82.7%
%H (TV HH)			60.4%	9.4%	76.1%	45.9%	30.2%	
Child's bedroom	67	67	49	5	51	37	14	63
%V	9.2%	9.6%	13.5%	8.3%	10.0%	15.9%	5.1%	11.9%
%H (All HH)		100.0%	73.1%	7.5%	76.1%	55.2%	20.9%	94.0%
%H (TV HH)			73.1%	7.5%	76.1%	55.2%	20.9%	
Other bedroom	26	26	18	3	22	17	5	23
%V	3.6%	3.7%	5.0%	5.0%	4.3%	7.3%	1.8%	4.3%
%H (All HH)		100.0%	69.2%	11.5%	84.6%	65.4%	19.2%	88.5%
%H (TV HH)			69.2%	11.5%	84.6%	65.4%	19.2%	
Second living/dining room	107	107	67	9	76	45	30	97
%V	14.7%	15.3%	18.5%	15.0%	15.0%	19.4%	10.9%	18.3%
%H (All HH)		100.0%	62.6%	8.4%	71.0%	42.1%	28.0%	90.7%
%H (TV HH)			62.6%	8.4%	71.0%	42.1%	28.0%	
Study/office	8	8	5	1	6	4	2	7
%V	1.1%	1.1%	1.4%	1.7%	1.2%	1.7%	0.7%	1.3%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
TV room	9	9	6	1	7	5	2	9
%V	1.2%	1.3%	1.7%	1.7%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	22.2%	
Conservatory	13	13	8	1	11	7	5	12
%V	1.8%	1.9%	2.2%	1.7%	2.2%	3.0%	1.8%	2.3%
%H (All HH)		100.0%	61.5%	7.7%	84.6%	53.8%	38.5%	92.3%
%H (TV HH)			61.5%	7.7%	84.6%	53.8%	38.5%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	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%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	6	6	5	0	5	3	1	6
%V	0.8%	0.9%	1.4%	0.0%	1.0%	1.3%	0.4%	1.1%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	50.0%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	83.3%	50.0%	16.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Any DSAT provider	362	362	362	3	205	205	0	310
%V	49.7%	51.7%	100.0%	5.0%	40.4%	88.4%	0.0%	58.6%
%H (All HH)			100.0%	0.8%	56.6%	56.6%	0.0%	85.6%
%H (TV HH)			100.0%	0.8%	56.6%	56.6%	0.0%	
Sky with subcription	316	316	316	2	180	180	0	275
%V	43.3%	45.1%	87.3%	3.3%	35.4%	77.6%	0.0%	52.0%
%H (All HH)			100.0%	0.6%	57.0%	57.0%	0.0%	87.0%
%H (TV HH)			100.0%	0.6%	57.0%	57.0%	0.0%	
Sky without subscription	20	20	20	0	13	13	0	15
%V	2.7%	2.9%	5.5%	0.0%	2.6%	5.6%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	65.0%	65.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	65.0%	65.0%	0.0%	
Freesat	24	24	24	0	15	15	0	19
%V	3.3%	3.4%	6.6%	0.0%	3.0%	6.5%	0.0%	3.6%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	79.2%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Other satellite provider	13	13	13	0	4	4	0	11
%V	1.8%	1.9%	3.6%	0.0%	0.8%	1.7%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	30.8%	30.8%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	30.8%	30.8%	0.0%	
DCAB	60	60	3	60	29	29	0	51
%V	8.2%	8.6%	0.8%	100.0%	5.7%	12.5%	0.0%	9.6%
%H (All HH)			5.0%	100.0%	48.3%	48.3%	0.0%	85.0%
%H (TV HH)			5.0%	100.0%	48.3%	48.3%	0.0%	
DTT	508	508	205	29	508	232	276	349
%V	69.7%	72.6%	56.6%	48.3%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	40.4%	5.7%	100.0%	45.7%	54.3%	68.7%
%H (TV HH)			40.4%	5.7%	100.0%	45.7%	54.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
PVR	371	371	290	43	231	191	40	326
%V	50.9%	53.0%	80.1%	71.7%	45.5%	82.3%	14.5%	61.6%
%H (All HH)		100.0%	78.2%	11.6%	62.3%	51.5%	10.8%	87.9%
%H (TV HH)			78.2%	11.6%	62.3%	51.5%	10.8%	
DVDR	22	22	14	3	16	10	6	19
%V	3.0%	3.1%	3.9%	5.0%	3.1%	4.3%	2.2%	3.6%
%H (All HH)		100.0%	63.6%	13.6%	72.7%	45.5%	27.3%	86.4%
%H (TV HH)			63.6%	13.6%	72.7%	45.5%	27.3%	
VCR	11	11	6	1	9	5	4	8
%V	1.5%	1.6%	1.7%	1.7%	1.8%	2.2%	1.4%	1.5%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	36.4%	72.7%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	36.4%	
Any recorder	383	383	294	44	241	194	47	334
%V	52.5%	54.7%	81.2%	73.3%	47.4%	83.6%	17.0%	63.1%
%H (All HH)		100.0%	76.8%	11.5%	62.9%	50.7%	12.3%	87.2%
%H (TV HH)			76.8%	11.5%	62.9%	50.7%	12.3%	
Receives HDTV (via STB or built-in reception)	322	322	206	34	220	136	84	273
%V	44.2%	46.0%	56.9%	56.7%	43.3%	58.6%	30.4%	51.6%
%H (All HH)		100.0%	64.0%	10.6%	68.3%	42.2%	26.1%	84.8%
%H (TV HH)			64.0%	10.6%	68.3%	42.2%	26.1%	
DVD/Blu-ray player or recorder	506	506	279	46	367	186	181	400
%V	69.4%	72.3%	77.1%	76.7%	72.2%	80.2%	65.6%	75.6%
%H (All HH)		100.0%	55.1%	9.1%	72.5%	36.8%	35.8%	79.1%
%H (TV HH)			55.1%	9.1%	72.5%	36.8%	35.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%V (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Has broadband internet	529	514	310	51	349	198	151	529
%V	72.6%	73.4%	85.6%	85.0%	68.7%	85.3%	54.7%	100.0%
%H (All HH)		97.2%	58.6%	9.6%	66.0%	37.4%	28.5%	100.0%
%H (TV HH)			60.3%	9.9%	67.9%	38.5%	29.4%	
Number of computers (PCs and laptops)								
0	195	182	54	10	153	35	118	20
%V	26.7%	26.0%	14.9%	16.7%	30.1%	15.1%	42.8%	3.8%
%H (All HH)		93.3%	27.7%	5.1%	78.5%	17.9%	60.5%	10.3%
%H (TV HH)			29.7%	5.5%	84.1%	19.2%	64.8%	
1	236	227	125	20	154	72	82	217
%V	32.4%	32.4%	34.5%	33.3%	30.3%	31.0%	29.7%	41.0%
%H (All HH)		96.2%	53.0%	8.5%	65.3%	30.5%	34.7%	91.9%
%H (TV HH)			55.1%	8.8%	67.8%	31.7%	36.1%	
2	157	153	91	17	103	59	44	153
%V	21.5%	21.9%	25.1%	28.3%	20.3%	25.4%	15.9%	28.9%
%H (All HH)		97.5%	58.0%	10.8%	65.6%	37.6%	28.0%	97.5%
%H (TV HH)			59.5%	11.1%	67.3%	38.6%	28.8%	
3	69	67	45	5	45	28	17	68
%V	9.5%	9.6%	12.4%	8.3%	8.9%	12.1%	6.2%	12.9%
%H (All HH)		97.1%	65.2%	7.2%	65.2%	40.6%	24.6%	98.6%
%H (TV HH)			67.2%	7.5%	67.2%	41.8%	25.4%	
4	37	37	27	3	28	21	7	37
%V	5.1%	5.3%	7.5%	5.0%	5.5%	9.1%	2.5%	7.0%
%H (All HH)		100.0%	73.0%	8.1%	75.7%	56.8%	18.9%	100.0%
%H (TV HH)			73.0%	8.1%	75.7%	56.8%	18.9%	
5+	35	33	20	5	25	17	8	35
%V	4.8%	4.7%	5.5%	8.3%	4.9%	7.3%	2.9%	6.6%
%H (All HH)		94.3%	57.1%	14.3%	71.4%	48.6%	22.9%	100.0%
%H (TV HH)			60.6%	15.2%	75.8%	51.5%	24.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Ulster
Set level data
Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Under 20"	149	80	10	130	70	60	116
%V	10.6%	10.0%	8.6%	12.3%	12.3%	12.4%	10.4%
%H		53.7%	6.7%	87.2%	47.0%	40.3%	77.9%
20" - 29"	381	199	26	296	141	155	283
%V	27.2%	24.9%	22.4%	28.1%	24.7%	32.0%	25.3%
%H		52.2%	6.8%	77.7%	37.0%	40.7%	74.3%
30" - 39"	481	269	44	352	185	167	381
%V	34.4%	33.6%	37.9%	33.4%	32.4%	34.5%	34.1%
%H		55.9%	9.1%	73.2%	38.5%	34.7%	79.2%
40" and over	366	242	32	258	165	93	322
%V	26.1%	30.3%	27.6%	24.5%	28.9%	19.2%	28.8%
%H		66.1%	8.7%	70.5%	45.1%	25.4%	88.0%
Don't know	22	10	4	19	10	9	15
%V	1.6%	1.3%	3.4%	1.8%	1.8%	1.9%	1.3%
%H		45.5%	18.2%	86.4%	45.5%	40.9%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Main living room	692	360	60	502	231	271	507
%V	49.4%	45.0%	51.7%	47.6%	40.5%	56.0%	45.3%
%H		52.0%	8.7%	72.5%	33.4%	39.2%	73.3%
Kitchen	151	85	7	127	68	60	121
%V	10.8%	10.6%	6.0%	12.0%	11.9%	12.4%	10.8%
%H		56.3%	4.6%	84.1%	45.0%	39.7%	80.1%
Adult's bedroom	292	178	27	221	134	87	244
%V	20.9%	22.3%	23.3%	20.9%	23.5%	18.0%	21.8%
%H		61.0%	9.2%	75.7%	45.9%	29.8%	83.6%
Child's bedroom	88	64	6	68	50	18	83
%V	6.3%	8.0%	5.2%	6.4%	8.8%	3.7%	7.4%
%H		72.7%	6.8%	77.3%	56.8%	20.5%	94.3%
Other bedroom	31	21	4	27	20	6	28
%V	2.2%	2.6%	3.4%	2.6%	3.5%	1.2%	2.5%
%H		67.7%	12.9%	87.1%	64.5%	19.4%	90.3%
Second living/dining room	109	69	9	78	46	31	99
%V	7.8%	8.6%	7.8%	7.4%	8.1%	6.4%	8.9%
%H		63.3%	8.3%	71.6%	42.2%	28.4%	90.8%
Study/office	8	5	1	7	5	2	8
%V	0.6%	0.6%	0.9%	0.7%	0.9%	0.4%	0.7%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
TV room	9	6	1	7	5	2	9
%V	0.6%	0.8%	0.9%	0.7%	0.9%	0.4%	0.8%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
Conservatory	13	8	1	11	7	5	12
%V	0.9%	1.0%	0.9%	1.0%	1.2%	1.0%	1.1%
%H		61.5%	7.7%	84.6%	53.8%	38.5%	92.3%
Attic or loft room	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%
No specific location	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	6	5	0	5	3	1	6
%V	0.4%	0.6%	0.0%	0.5%	0.5%	0.2%	0.5%
%H		83.3%	0.0%	83.3%	50.0%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
PVR	518	422	56	302	259	43	465
%V	37.0%	52.8%	48.3%	28.6%	45.4%	8.9%	41.6%
%H		81.5%	10.8%	58.3%	50.0%	8.3%	89.8%
DVDR	25	15	3	18	12	6	21
%V	1.8%	1.9%	2.6%	1.7%	2.1%	1.2%	1.9%
%H		60.0%	12.0%	72.0%	48.0%	24.0%	84.0%
VCR	12	6	1	10	5	5	9
%V	0.9%	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%
%H		50.0%	8.3%	83.3%	41.7%	41.7%	75.0%
Any recorder	536	430	57	317	265	52	478
%V	38.3%	53.8%	49.1%	30.0%	46.4%	10.7%	42.8%
%H		80.2%	10.6%	59.1%	49.4%	9.7%	89.2%

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	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Receives HDTV (via STB or built-in reception)	487	320	48	330	206	123	426
%V	34.8%	40.0%	41.4%	31.3%	36.1%	25.4%	38.1%
%H		65.7%	9.9%	67.8%	42.3%	25.3%	87.5%
DVD/Blu-ray player or recorder	693	407	63	509	285	224	575
%V	49.5%	50.9%	54.3%	48.2%	49.9%	46.3%	51.4%
%H		58.7%	9.1%	73.4%	41.1%	32.3%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
Under 20"	12	3	1	10	2	8	6
%V	1.7%	0.8%	1.7%	2.0%	0.9%	2.9%	1.2%
%H		25.0%	8.3%	83.3%	16.7%	66.7%	50.0%
20" - 29"	103	32	6	83	18	65	51
%V	14.8%	8.9%	10.0%	16.3%	7.8%	23.6%	10.0%
%H		31.1%	5.8%	80.6%	17.5%	63.1%	49.5%
30" - 39"	280	132	26	203	82	121	197
%V	40.1%	36.6%	43.3%	40.0%	35.3%	43.8%	38.5%
%H		47.1%	9.3%	72.5%	29.3%	43.2%	70.4%
40" and over	294	191	26	204	127	77	254
%V	42.1%	52.9%	43.3%	40.2%	54.7%	27.9%	49.6%
%H		65.0%	8.8%	69.4%	43.2%	26.2%	86.4%
Don't know	8	3	1	7	2	5	4
%V	1.1%	0.8%	1.7%	1.4%	0.9%	1.8%	0.8%
%H		37.5%	12.5%	87.5%	25.0%	62.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
PVR	363	285	43	224	187	37	320
%V	52.0%	78.9%	71.7%	44.1%	80.6%	13.4%	62.5%
%H		78.5%	11.8%	61.7%	51.5%	10.2%	88.2%
DVDR	18	10	2	12	7	5	14
%V	2.6%	2.8%	3.3%	2.4%	3.0%	1.8%	2.7%
%H		55.6%	11.1%	66.7%	38.9%	27.8%	77.8%
VCR	9	5	0	8	4	4	6
%V	1.3%	1.4%	0.0%	1.6%	1.7%	1.4%	1.2%
%H		55.6%	0.0%	88.9%	44.4%	44.4%	66.7%
Any recorder	375	289	43	233	189	44	327
%V	53.7%	80.1%	71.7%	45.9%	81.5%	15.9%	63.9%
%H		77.1%	11.5%	62.1%	50.4%	11.7%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
Receives HDTV (via STB or built-in reception)	308	200	32	208	130	78	262
%V	44.1%	55.4%	53.3%	40.9%	56.0%	28.3%	51.2%
%H		64.9%	10.4%	67.5%	42.2%	25.3%	85.1%
DVD/Blu-ray player or recorder	469	257	44	338	169	169	369
%V	67.2%	71.2%	73.3%	66.5%	72.8%	61.2%	72.1%
%H		54.8%	9.4%	72.1%	36.0%	36.0%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
Under 20"	138	77	9	120	68	52	110
%V	19.7%	17.5%	16.1%	21.9%	20.1%	25.0%	18.2%
%H		55.8%	6.5%	87.0%	49.3%	37.7%	79.7%
20" - 29"	278	167	21	214	123	91	232
%V	39.6%	38.0%	37.5%	39.1%	36.3%	43.8%	38.3%
%H		60.1%	7.6%	77.0%	44.2%	32.7%	83.5%
30" - 39"	201	138	18	148	103	45	184
%V	28.6%	31.4%	32.1%	27.1%	30.4%	21.6%	30.4%
%H		68.7%	9.0%	73.6%	51.2%	22.4%	91.5%
40" and over	72	50	6	54	38	16	67
%V	10.3%	11.4%	10.7%	9.9%	11.2%	7.7%	11.1%
%H		69.4%	8.3%	75.0%	52.8%	22.2%	93.1%
Don't know	14	7	3	12	7	4	11
%V	2.0%	1.6%	5.4%	2.2%	2.1%	1.9%	1.8%
%H		50.0%	21.4%	85.7%	50.0%	28.6%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
PVR	154	137	13	78	72	6	145
%V	21.9%	31.2%	23.2%	14.3%	21.2%	2.9%	23.9%
%H		89.0%	8.4%	50.6%	46.8%	3.9%	94.2%
DVDR	7	5	1	6	5	1	7
%V	1.0%	1.1%	1.8%	1.1%	1.5%	0.5%	1.2%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
VCR	3	1	0	2	1	1	3
%V	0.4%	0.2%	0.0%	0.4%	0.3%	0.5%	0.5%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Any recorder	161	141	14	84	76	8	151
%V	22.9%	32.1%	25.0%	15.4%	22.4%	3.8%	24.9%
%H		87.6%	8.7%	52.2%	47.2%	5.0%	93.8%

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	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
Receives HDTV (via STB or built-in reception)	179	120	16	121	77	45	163
%V	25.5%	27.3%	28.6%	22.1%	22.7%	21.6%	26.9%
%H		67.0%	8.9%	67.6%	43.0%	25.1%	91.1%
DVD/Blu-ray player or recorder	224	150	19	171	116	55	207
%V	31.9%	34.2%	33.9%	31.3%	34.2%	26.4%	34.2%
%H		67.0%	8.5%	76.3%	51.8%	24.6%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1824	1770	1028	150	1252	664	588	1509
%H		97.0%	56.4%	8.2%	68.6%	36.4%	32.2%	82.7%
Total Children	387	380	250	31	251	153	98	362
%V	21.2%	21.5%	24.3%	20.7%	20.0%	23.0%	16.7%	24.0%
%H		98.2%	64.6%	8.0%	64.9%	39.5%	25.3%	93.5%
0 - 3	96	94	60	10	57	34	24	87
%V	5.3%	5.3%	5.8%	6.7%	4.6%	5.1%	4.1%	5.8%
%H		97.9%	62.5%	10.4%	59.4%	35.4%	25.0%	90.6%
4 - 15	292	286	190	21	194	119	74	275
%V	16.0%	16.2%	18.5%	14.0%	15.5%	17.9%	12.6%	18.2%
%H		97.9%	65.1%	7.2%	66.4%	40.8%	25.3%	94.2%
4 - 9	151	148	100	11	97	62	35	142
%V	8.3%	8.4%	9.7%	7.3%	7.7%	9.3%	6.0%	9.4%
%H		98.0%	66.2%	7.3%	64.2%	41.1%	23.2%	94.0%
10 - 15	141	139	90	10	96	58	39	134
%V	7.7%	7.9%	8.8%	6.7%	7.7%	8.7%	6.6%	8.9%
%H		98.6%	63.8%	7.1%	68.1%	41.1%	27.7%	95.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1824	1770	1028	150	1252	664	588	1509
%H		97.0%	56.4%	8.2%	68.6%	36.4%	32.2%	82.7%
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%V	78.7%	78.5%	75.7%	79.3%	80.0%	77.0%	83.3%	76.0%
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
16 - 19	97	95	64	8	66	42	24	91
%V	5.3%	5.4%	6.2%	5.3%	5.3%	6.3%	4.1%	6.0%
%H		97.9%	66.0%	8.2%	68.0%	43.3%	24.7%	93.8%
20 - 24	110	104	61	9	74	40	35	100
%V	6.0%	5.9%	5.9%	6.0%	5.9%	6.0%	6.0%	6.6%
%H		94.5%	55.5%	8.2%	67.3%	36.4%	31.8%	90.9%
25 - 34	251	242	148	24	155	87	68	223
%V	13.8%	13.7%	14.4%	16.0%	12.4%	13.1%	11.6%	14.8%
%H		96.4%	59.0%	9.6%	61.8%	34.7%	27.1%	88.8%
35 - 44	240	232	146	21	151	87	64	216
%V	13.2%	13.1%	14.2%	14.0%	12.1%	13.1%	10.9%	14.3%
%H		96.7%	60.8%	8.8%	62.9%	36.3%	26.7%	90.0%
45 - 54	257	251	147	19	184	100	84	231
%V	14.1%	14.2%	14.3%	12.7%	14.7%	15.1%	14.3%	15.3%
%H		97.7%	57.2%	7.4%	71.6%	38.9%	32.7%	89.9%
55 - 64	202	197	107	18	151	79	72	158
%V	11.1%	11.1%	10.4%	12.0%	12.1%	11.9%	12.2%	10.5%
%H		97.5%	53.0%	8.9%	74.8%	39.1%	35.6%	78.2%
65+	278	268	105	21	220	77	144	128
%V	15.2%	15.1%	10.2%	14.0%	17.6%	11.6%	24.5%	8.5%
%H		96.4%	37.8%	7.6%	79.1%	27.7%	51.8%	46.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
AB	312	303	189	25	224	134	90	291
%V	21.7%	21.8%	24.3%	21.0%	22.4%	26.2%	18.4%	25.4%
%H		97.1%	60.6%	8.0%	71.8%	42.9%	28.8%	93.3%
C1	347	336	180	34	247	127	120	302
%V	24.2%	24.2%	23.1%	28.6%	24.7%	24.9%	24.5%	26.3%
%H		96.8%	51.9%	9.8%	71.2%	36.6%	34.6%	87.0%
C2	313	306	181	21	221	118	104	261
%V	21.8%	22.0%	23.3%	17.6%	22.1%	23.1%	21.2%	22.8%
%H		97.8%	57.8%	6.7%	70.6%	37.7%	33.2%	83.4%
D	262	252	142	21	169	83	86	196
%V	18.2%	18.1%	18.3%	17.6%	16.9%	16.2%	17.6%	17.1%
%H		96.2%	54.2%	8.0%	64.5%	31.7%	32.8%	74.8%
E	202	194	86	18	141	51	90	97
%V	14.1%	14.0%	11.1%	15.1%	14.1%	10.0%	18.4%	8.5%
%H		96.0%	42.6%	8.9%	69.8%	25.2%	44.6%	48.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
Working full time	619	600	364	50	422	238	184	559
%V	43.1%	43.2%	46.8%	42.0%	42.1%	46.6%	37.6%	48.7%
%H		96.9%	58.8%	8.1%	68.2%	38.4%	29.7%	90.3%
Working part time	141	137	81	13	97	55	42	126
%V	9.8%	9.9%	10.4%	10.9%	9.7%	10.8%	8.6%	11.0%
%H		97.2%	57.4%	9.2%	68.8%	39.0%	29.8%	89.4%
Not working	677	653	333	56	483	219	264	463
%V	47.1%	47.0%	42.8%	47.1%	48.2%	42.9%	53.9%	40.4%
%H		96.5%	49.2%	8.3%	71.3%	32.3%	39.0%	68.4%
Housewife/Houseperson	729	700	362	60	508	232	276	529
%V	50.8%	50.4%	46.5%	50.4%	50.7%	45.4%	56.3%	46.1%
%H		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
16 - 19	49	47	33	3	32	20	11	46
%V	7.0%	7.0%	8.7%	5.3%	6.7%	8.1%	4.8%	8.2%
%H		95.9%	67.3%	6.1%	65.3%	40.8%	22.4%	93.9%
20 - 24	55	53	30	5	37	20	17	50
%V	7.9%	7.9%	7.9%	8.8%	7.7%	8.1%	7.4%	8.9%
%H		96.4%	54.5%	9.1%	67.3%	36.4%	30.9%	90.9%
25 - 34	124	118	72	12	78	44	34	111
%V	17.8%	17.6%	19.0%	21.1%	16.3%	17.7%	14.7%	19.7%
%H		95.2%	58.1%	9.7%	62.9%	35.5%	27.4%	89.5%
35 - 44	117	113	70	12	72	41	31	104
%V	16.8%	16.9%	18.5%	21.1%	15.0%	16.5%	13.4%	18.5%
%H		96.6%	59.8%	10.3%	61.5%	35.0%	26.5%	88.9%
45 - 54	127	122	70	8	89	46	43	111
%V	18.2%	18.2%	18.5%	14.0%	18.6%	18.5%	18.6%	19.7%
%H		96.1%	55.1%	6.3%	70.1%	36.2%	33.9%	87.4%
55 - 64	100	96	52	8	75	37	38	77
%V	14.4%	14.3%	13.7%	14.0%	15.7%	14.9%	16.5%	13.7%
%H		96.0%	52.0%	8.0%	75.0%	37.0%	38.0%	77.0%
65+	124	120	53	10	96	38	57	65
%V	17.8%	17.9%	14.0%	17.5%	20.0%	15.3%	24.7%	11.5%
%H		96.8%	42.7%	8.1%	77.4%	30.6%	46.0%	52.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
AB	152	148	94	12	108	65	43	144
%V	21.8%	22.1%	24.8%	21.1%	22.5%	26.2%	18.6%	25.6%
%H		97.4%	61.8%	7.9%	71.1%	42.8%	28.3%	94.7%
C1	161	156	85	17	112	60	53	142
%V	23.1%	23.3%	22.4%	29.8%	23.4%	24.2%	22.9%	25.2%
%H		96.9%	52.8%	10.6%	69.6%	37.3%	32.9%	88.2%
C2	169	163	95	12	119	62	56	139
%V	24.3%	24.4%	25.1%	21.1%	24.8%	25.0%	24.2%	24.7%
%H		96.4%	56.2%	7.1%	70.4%	36.7%	33.1%	82.2%
D	128	122	70	11	81	42	40	99
%V	18.4%	18.2%	18.5%	19.3%	16.9%	16.9%	17.3%	17.6%
%H		95.3%	54.7%	8.6%	63.3%	32.8%	31.3%	77.3%
E	85	81	35	6	59	19	40	40
%V	12.2%	12.1%	9.2%	10.5%	12.3%	7.7%	17.3%	7.1%
%H		95.3%	41.2%	7.1%	69.4%	22.4%	47.1%	47.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
Working full time	383	370	224	31	258	143	114	344
%V	55.0%	55.3%	59.1%	54.4%	53.9%	57.7%	49.4%	61.1%
%H		96.6%	58.5%	8.1%	67.4%	37.3%	29.8%	89.8%
Working part time	29	27	15	3	22	12	10	24
%V	4.2%	4.0%	4.0%	5.3%	4.6%	4.8%	4.3%	4.3%
%H		93.1%	51.7%	10.3%	75.9%	41.4%	34.5%	82.8%
Not working	284	272	141	24	200	92	107	196
%V	40.8%	40.7%	37.2%	42.1%	41.8%	37.1%	46.3%	34.8%
%H		95.8%	49.6%	8.5%	70.4%	32.4%	37.7%	69.0%
Housewife/Houseperson	142	129	55	10	94	31	63	80
%V	20.4%	19.3%	14.5%	17.5%	19.6%	12.5%	27.3%	14.2%
%H		90.8%	38.7%	7.0%	66.2%	21.8%	44.4%	56.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
16 - 19	49	48	31	5	34	22	12	45
%V	6.6%	6.7%	7.8%	8.1%	6.5%	8.3%	4.6%	7.7%
%H		98.0%	63.3%	10.2%	69.4%	44.9%	24.5%	91.8%
20 - 24	55	52	31	4	37	20	17	50
%V	7.4%	7.2%	7.8%	6.5%	7.1%	7.6%	6.6%	8.6%
%H		94.5%	56.4%	7.3%	67.3%	36.4%	30.9%	90.9%
25 - 34	128	124	76	13	77	43	34	113
%V	17.3%	17.2%	19.0%	21.0%	14.7%	16.3%	13.1%	19.3%
%H		96.9%	59.4%	10.2%	60.2%	33.6%	26.6%	88.3%
35 - 44	123	119	77	9	78	46	33	112
%V	16.6%	16.5%	19.3%	14.5%	14.9%	17.4%	12.7%	19.2%
%H		96.7%	62.6%	7.3%	63.4%	37.4%	26.8%	91.1%
45 - 54	131	129	77	11	95	54	41	120
%V	17.7%	17.9%	19.3%	17.7%	18.2%	20.5%	15.8%	20.5%
%H		98.5%	58.8%	8.4%	72.5%	41.2%	31.3%	91.6%
55 - 64	102	100	56	10	76	41	35	81
%V	13.8%	13.9%	14.0%	16.1%	14.5%	15.5%	13.5%	13.9%
%H		98.0%	54.9%	9.8%	74.5%	40.2%	34.3%	79.4%
65+	153	148	52	11	124	38	86	63
%V	20.6%	20.5%	13.0%	17.7%	23.7%	14.4%	33.2%	10.8%
%H		96.7%	34.0%	7.2%	81.0%	24.8%	56.2%	41.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
AB	160	155	95	13	116	69	48	147
%V	21.6%	21.5%	23.8%	21.0%	22.2%	26.1%	18.5%	25.2%
%H		96.9%	59.4%	8.1%	72.5%	43.1%	30.0%	91.9%
C1	186	180	95	17	134	67	67	160
%V	25.1%	25.0%	23.8%	27.4%	25.6%	25.4%	25.9%	27.4%
%H		96.8%	51.1%	9.1%	72.0%	36.0%	36.0%	86.0%
C2	144	142	86	10	102	55	47	123
%V	19.4%	19.7%	21.6%	16.1%	19.5%	20.8%	18.1%	21.1%
%H		98.6%	59.7%	6.9%	70.8%	38.2%	32.6%	85.4%
D	134	130	72	11	88	41	47	97
%V	18.1%	18.0%	18.0%	17.7%	16.8%	15.5%	18.1%	16.6%
%H		97.0%	53.7%	8.2%	65.7%	30.6%	35.1%	72.4%
E	117	113	51	12	82	32	50	57
%V	15.8%	15.7%	12.8%	19.4%	15.7%	12.1%	19.3%	9.8%
%H		96.6%	43.6%	10.3%	70.1%	27.4%	42.7%	48.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
Working full time	236	230	141	19	164	95	69	215
%V	31.8%	31.9%	35.3%	30.6%	31.4%	36.0%	26.6%	36.8%
%H		97.5%	59.7%	8.1%	69.5%	40.3%	29.2%	91.1%
Working part time	112	110	66	10	75	42	33	102
%V	15.1%	15.3%	16.5%	16.1%	14.3%	15.9%	12.7%	17.5%
%H		98.2%	58.9%	8.9%	67.0%	37.5%	29.5%	91.1%
Not working	393	381	193	33	283	126	157	267
%V	53.0%	52.8%	48.4%	53.2%	54.1%	47.7%	60.6%	45.7%
%H		96.9%	49.1%	8.4%	72.0%	32.1%	39.9%	67.9%
Housewife/Houseperson	587	570	307	50	414	201	213	450
%V	79.2%	79.1%	76.9%	80.6%	79.2%	76.1%	82.2%	77.1%
%H		97.1%	52.3%	8.5%	70.5%	34.2%	36.3%	76.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
AB	267	259	155	26	170	92	77	235
%V	20.2%	20.5%	21.4%	21.5%	20.9%	22.9%	18.7%	24.3%
%H (All HH)		97.0%	58.1%	9.7%	63.7%	34.5%	28.8%	88.0%
%H (TV HH)			59.8%	10.0%	65.6%	35.5%	29.7%	
C1	320	304	166	33	194	95	99	262
%V	24.2%	24.0%	23.0%	27.3%	23.9%	23.6%	24.0%	27.1%
%H (All HH)		95.0%	51.9%	10.3%	60.6%	29.7%	30.9%	81.9%
%H (TV HH)			54.6%	10.9%	63.8%	31.3%	32.6%	
C2	326	315	194	26	200	108	92	241
%V	24.7%	24.9%	26.8%	21.5%	24.6%	26.9%	22.3%	24.9%
%H (All HH)		96.6%	59.5%	8.0%	61.3%	33.1%	28.2%	73.9%
%H (TV HH)			61.6%	8.3%	63.5%	34.3%	29.2%	
D	237	228	128	23	141	65	76	148
%V	17.9%	18.0%	17.7%	19.0%	17.3%	16.2%	18.4%	15.3%
%H (All HH)		96.2%	54.0%	9.7%	59.5%	27.4%	32.1%	62.4%
%H (TV HH)			56.1%	10.1%	61.8%	28.5%	33.3%	
E	171	160	79	13	108	42	66	79
%V	12.9%	12.6%	10.9%	10.7%	13.3%	10.4%	16.0%	8.2%
%H (All HH)		93.6%	46.2%	7.6%	63.2%	24.6%	38.6%	46.2%
%H (TV HH)			49.4%	8.1%	67.5%	26.3%	41.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 25	64	56	27	7	29	11	18	53
%V	4.8%	4.4%	3.7%	5.8%	3.6%	2.7%	4.4%	5.5%
%H (All HH)		87.5%	42.2%	10.9%	45.3%	17.2%	28.1%	82.8%
%H (TV HH)			48.2%	12.5%	51.8%	19.6%	32.1%	
25 - 34	180	171	107	17	94	52	42	155
%V	13.6%	13.5%	14.8%	14.0%	11.6%	12.9%	10.2%	16.0%
%H (All HH)		95.0%	59.4%	9.4%	52.2%	28.9%	23.3%	86.1%
%H (TV HH)			62.6%	9.9%	55.0%	30.4%	24.6%	
35 - 44	201	193	123	20	118	71	47	179
%V	15.2%	15.3%	17.0%	16.5%	14.5%	17.7%	11.4%	18.5%
%H (All HH)		96.0%	61.2%	10.0%	58.7%	35.3%	23.4%	89.1%
%H (TV HH)			63.7%	10.4%	61.1%	36.8%	24.4%	
45 - 54	251	242	156	25	155	94	62	210
%V	19.0%	19.1%	21.6%	20.7%	19.1%	23.4%	15.0%	21.7%
%H (All HH)		96.4%	62.2%	10.0%	61.8%	37.5%	24.7%	83.7%
%H (TV HH)			64.5%	10.3%	64.0%	38.8%	25.6%	
55 - 64	229	221	128	20	146	74	72	179
%V	17.3%	17.5%	17.7%	16.5%	18.0%	18.4%	17.5%	18.5%
%H (All HH)		96.5%	55.9%	8.7%	63.8%	32.3%	31.4%	78.2%
%H (TV HH)			57.9%	9.0%	66.1%	33.5%	32.6%	
65 +	394	382	181	31	271	100	171	188
%V	29.8%	30.2%	25.0%	25.6%	33.3%	24.9%	41.5%	19.5%
%H (All HH)		97.0%	45.9%	7.9%	68.8%	25.4%	43.4%	47.7%
%H (TV HH)			47.4%	8.1%	70.9%	26.2%	44.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	415	384	164	31	260	73	187	196
%V	31.4%	30.4%	22.7%	25.6%	32.0%	18.2%	45.4%	20.3%
%H (All HH)		92.5%	39.5%	7.5%	62.7%	17.6%	45.1%	47.2%
%H (TV HH)			42.7%	8.1%	67.7%	19.0%	48.7%	
2	451	437	264	42	282	152	129	355
%V	34.1%	34.5%	36.5%	34.7%	34.7%	37.8%	31.3%	36.7%
%H (All HH)		96.9%	58.5%	9.3%	62.5%	33.7%	28.6%	78.7%
%H (TV HH)			60.4%	9.6%	64.5%	34.8%	29.5%	
3	211	206	134	22	128	80	48	185
%V	16.0%	16.3%	18.5%	18.2%	15.7%	19.9%	11.7%	19.2%
%H (All HH)		97.6%	63.5%	10.4%	60.7%	37.9%	22.7%	87.7%
%H (TV HH)			65.0%	10.7%	62.1%	38.8%	23.3%	
4	158	156	110	18	92	65	27	150
%V	12.0%	12.3%	15.2%	14.9%	11.3%	16.2%	6.6%	15.5%
%H (All HH)		98.7%	69.6%	11.4%	58.2%	41.1%	17.1%	94.9%
%H (TV HH)			70.5%	11.5%	59.0%	41.7%	17.3%	
5+	86	82	52	9	51	31	20	80
%V	6.5%	6.5%	7.2%	7.4%	6.3%	7.7%	4.9%	8.3%
%H (All HH)		95.3%	60.5%	10.5%	59.3%	36.0%	23.3%	93.0%
%H (TV HH)			63.4%	11.0%	62.2%	37.8%	24.4%	
Average HH size	2.31	2.33	2.50	2.47	2.28	2.60	1.96	2.58

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Without	997	948	512	89	629	288	341	676
%V	75.5%	74.9%	70.8%	73.6%	77.4%	71.6%	82.8%	70.0%
%H (All HH)		95.1%	51.4%	8.9%	63.1%	28.9%	34.2%	67.8%
%H (TV HH)			54.0%	9.4%	66.4%	30.4%	36.0%	
With	324	317	211	32	184	114	70	289
%V	24.5%	25.1%	29.2%	26.4%	22.6%	28.4%	17.0%	29.9%
%H (All HH)		97.8%	65.1%	9.9%	56.8%	35.2%	21.6%	89.2%
%H (TV HH)			66.6%	10.1%	58.0%	36.0%	22.1%	
0 - 3	124	119	76	14	63	35	28	105
%V	9.4%	9.4%	10.5%	11.6%	7.7%	8.7%	6.8%	10.9%
%H (All HH)		96.0%	61.3%	11.3%	50.8%	28.2%	22.6%	84.7%
%H (TV HH)			63.9%	11.8%	52.9%	29.4%	23.5%	
4 - 9	164	160	109	17	91	59	32	145
%V	12.4%	12.6%	15.1%	14.0%	11.2%	14.7%	7.8%	15.0%
%H (All HH)		97.6%	66.5%	10.4%	55.5%	36.0%	19.5%	88.4%
%H (TV HH)			68.1%	10.6%	56.9%	36.9%	20.0%	
10 - 15	153	151	102	14	95	61	33	144
%V	11.6%	11.9%	14.1%	11.6%	11.7%	15.2%	8.0%	14.9%
%H (All HH)		98.7%	66.7%	9.2%	62.1%	39.9%	21.6%	94.1%
%H (TV HH)			67.5%	9.3%	62.9%	40.4%	21.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	451	451	211	43	241	54	188	278
%V	34.1%	35.7%	29.2%	35.5%	29.6%	13.4%	45.6%	28.8%
%H (All HH)		100.0%	46.8%	9.5%	53.4%	12.0%	41.7%	61.6%
%H (TV HH)			46.8%	9.5%	53.4%	12.0%	41.7%	
2	447	447	256	41	301	152	148	331
%V	33.8%	35.3%	35.4%	33.9%	37.0%	37.8%	35.9%	34.3%
%H (All HH)		100.0%	57.3%	9.2%	67.3%	34.0%	33.1%	74.0%
%H (TV HH)			57.3%	9.2%	67.3%	34.0%	33.1%	
3	224	224	151	22	160	108	52	189
%V	17.0%	17.7%	20.9%	18.2%	19.7%	26.9%	12.6%	19.6%
%H (All HH)		100.0%	67.4%	9.8%	71.4%	48.2%	23.2%	84.4%
%H (TV HH)			67.4%	9.8%	71.4%	48.2%	23.2%	
4	96	96	68	11	73	55	18	91
%V	7.3%	7.6%	9.4%	9.1%	9.0%	13.7%	4.4%	9.4%
%H (All HH)		100.0%	70.8%	11.5%	76.0%	57.3%	18.8%	94.8%
%H (TV HH)			70.8%	11.5%	76.0%	57.3%	18.8%	
5+	46	46	37	3	38	32	6	45
%V	3.5%	3.6%	5.1%	2.5%	4.7%	8.0%	1.5%	4.7%
%H (All HH)		100.0%	80.4%	6.5%	82.6%	69.6%	13.0%	97.8%
%H (TV HH)			80.4%	6.5%	82.6%	69.6%	13.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 20"	321	321	192	24	237	133	104	243
%V	24.3%	25.4%	26.6%	19.8%	29.2%	33.1%	25.2%	25.2%
%H (All HH)		100.0%	59.8%	7.5%	73.8%	41.4%	32.4%	75.7%
%H (TV HH)			59.8%	7.5%	73.8%	41.4%	32.4%	
20" - 29"	500	500	291	44	364	202	163	365
%V	37.9%	39.5%	40.2%	36.4%	44.8%	50.2%	39.6%	37.8%
%H (All HH)		100.0%	58.2%	8.8%	72.8%	40.4%	32.6%	73.0%
%H (TV HH)			58.2%	8.8%	72.8%	40.4%	32.6%	
30" - 39"	716	716	414	71	474	246	228	541
%V	54.2%	56.6%	57.3%	58.7%	58.3%	61.2%	55.3%	56.0%
%H (All HH)		100.0%	57.8%	9.9%	66.2%	34.4%	31.8%	75.6%
%H (TV HH)			57.8%	9.9%	66.2%	34.4%	31.8%	
40" and over	570	570	386	60	345	222	123	487
%V	43.1%	45.1%	53.4%	49.6%	42.4%	55.2%	29.9%	50.4%
%H (All HH)		100.0%	67.7%	10.5%	60.5%	38.9%	21.6%	85.4%
%H (TV HH)			67.7%	10.5%	60.5%	38.9%	21.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Main living room	1249	1249	717	120	803	398	405	923
%V	94.5%	98.7%	99.2%	99.2%	98.8%	99.0%	98.3%	95.5%
%H (All HH)		100.0%	57.4%	9.6%	64.3%	31.9%	32.4%	73.9%
%H (TV HH)			57.4%	9.6%	64.3%	31.9%	32.4%	
Kitchen	181	181	114	11	145	89	56	143
%V	13.7%	14.3%	15.8%	9.1%	17.8%	22.1%	13.6%	14.8%
%H (All HH)		100.0%	63.0%	6.1%	80.1%	49.2%	30.9%	79.0%
%H (TV HH)			63.0%	6.1%	80.1%	49.2%	30.9%	
Adult's bedroom	582	582	368	59	414	259	155	475
%V	44.1%	46.0%	50.9%	48.8%	50.9%	64.4%	37.6%	49.2%
%H (All HH)		100.0%	63.2%	10.1%	71.1%	44.5%	26.6%	81.6%
%H (TV HH)			63.2%	10.1%	71.1%	44.5%	26.6%	
Child's bedroom	147	147	103	16	97	69	28	133
%V	11.1%	11.6%	14.2%	13.2%	11.9%	17.2%	6.8%	13.8%
%H (All HH)		100.0%	70.1%	10.9%	66.0%	46.9%	19.0%	90.5%
%H (TV HH)			70.1%	10.9%	66.0%	46.9%	19.0%	
Other bedroom	73	73	52	5	51	37	15	64
%V	5.5%	5.8%	7.2%	4.1%	6.3%	9.2%	3.6%	6.6%
%H (All HH)		100.0%	71.2%	6.8%	69.9%	50.7%	20.5%	87.7%
%H (TV HH)			71.2%	6.8%	69.9%	50.7%	20.5%	
Second living/dining room	161	161	107	15	118	79	39	131
%V	12.2%	12.7%	14.8%	12.4%	14.5%	19.7%	9.5%	13.6%
%H (All HH)		100.0%	66.5%	9.3%	73.3%	49.1%	24.2%	81.4%
%H (TV HH)			66.5%	9.3%	73.3%	49.1%	24.2%	
Study/office	12	12	9	1	9	7	2	11
%V	0.9%	0.9%	1.2%	0.8%	1.1%	1.7%	0.5%	1.1%
%H (All HH)		100.0%	75.0%	8.3%	75.0%	58.3%	16.7%	91.7%
%H (TV HH)			75.0%	8.3%	75.0%	58.3%	16.7%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	18	2	20	14	6	23
%V	1.9%	2.0%	2.5%	1.7%	2.5%	3.5%	1.5%	2.4%
%H (All HH)		100.0%	72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	8.0%	80.0%	56.0%	24.0%	
Attic or loft room	4	4	2	1	3	2	0	4
%V	0.3%	0.3%	0.3%	0.8%	0.4%	0.5%	0.0%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	0.0%	
No specific location	2	2	2	0	1	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.1%
%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%	
Other	9	9	7	0	7	5	2	9
%V	0.7%	0.7%	1.0%	0.0%	0.9%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	77.8%	0.0%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			77.8%	0.0%	77.8%	55.6%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Any DSAT provider	723	723	723	6	353	353	0	587
%V	54.7%	57.2%	100.0%	5.0%	43.4%	87.8%	0.0%	60.8%
%H (All HH)			100.0%	0.8%	48.8%	48.8%	0.0%	81.2%
%H (TV HH)			100.0%	0.8%	48.8%	48.8%	0.0%	
Sky with subcription	594	594	594	2	289	289	0	496
%V	45.0%	47.0%	82.2%	1.7%	35.5%	71.9%	0.0%	51.3%
%H (All HH)			100.0%	0.3%	48.7%	48.7%	0.0%	83.5%
%H (TV HH)			100.0%	0.3%	48.7%	48.7%	0.0%	
Sky without subscription	70	70	70	2	33	33	0	45
%V	5.3%	5.5%	9.7%	1.7%	4.1%	8.2%	0.0%	4.7%
%H (All HH)			100.0%	2.9%	47.1%	47.1%	0.0%	64.3%
%H (TV HH)			100.0%	2.9%	47.1%	47.1%	0.0%	
Freesat	65	65	65	2	31	31	0	51
%V	4.9%	5.1%	9.0%	1.7%	3.8%	7.7%	0.0%	5.3%
%H (All HH)			100.0%	3.1%	47.7%	47.7%	0.0%	78.5%
%H (TV HH)			100.0%	3.1%	47.7%	47.7%	0.0%	
Other satellite provider	10	10	10	0	6	6	0	9
%V	0.8%	0.8%	1.4%	0.0%	0.7%	1.5%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	121	121	6	121	51	51	0	102
%V	9.2%	9.6%	0.8%	100.0%	6.3%	12.7%	0.0%	10.6%
%H (All HH)			5.0%	100.0%	42.1%	42.1%	0.0%	84.3%
%H (TV HH)			5.0%	100.0%	42.1%	42.1%	0.0%	
DTT	813	813	353	51	813	402	412	577
%V	61.5%	64.3%	48.8%	42.1%	100.0%	100.0%	100.0%	59.7%
%H (All HH)		100.0%	43.4%	6.3%	100.0%	49.4%	50.7%	71.0%
%H (TV HH)			43.4%	6.3%	100.0%	49.4%	50.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
PVR	803	803	579	101	464	338	126	687
%V	60.8%	63.5%	80.1%	83.5%	57.1%	84.1%	30.6%	71.1%
%H (All HH)		100.0%	72.1%	12.6%	57.8%	42.1%	15.7%	85.6%
%H (TV HH)			72.1%	12.6%	57.8%	42.1%	15.7%	
DVDR	65	65	36	7	47	25	22	51
%V	4.9%	5.1%	5.0%	5.8%	5.8%	6.2%	5.3%	5.3%
%H (All HH)		100.0%	55.4%	10.8%	72.3%	38.5%	33.8%	78.5%
%H (TV HH)			55.4%	10.8%	72.3%	38.5%	33.8%	
VCR	29	29	15	4	22	11	11	18
%V	2.2%	2.3%	2.1%	3.3%	2.7%	2.7%	2.7%	1.9%
%H (All HH)		100.0%	51.7%	13.8%	75.9%	37.9%	37.9%	62.1%
%H (TV HH)			51.7%	13.8%	75.9%	37.9%	37.9%	
Any recorder	835	835	590	103	490	345	146	707
%V	63.2%	66.0%	81.6%	85.1%	60.3%	85.8%	35.4%	73.2%
%H (All HH)		100.0%	70.7%	12.3%	58.7%	41.3%	17.5%	84.7%
%H (TV HH)			70.7%	12.3%	58.7%	41.3%	17.5%	
Receives HDTV (via STB or built-in reception)	604	604	406	84	361	243	118	523
%V	45.7%	47.7%	56.2%	69.4%	44.4%	60.4%	28.6%	54.1%
%H (All HH)		100.0%	67.2%	13.9%	59.8%	40.2%	19.5%	86.6%
%H (TV HH)			67.2%	13.9%	59.8%	40.2%	19.5%	
DVD/Blu-ray player or recorder	1007	1007	599	101	658	352	306	781
%V	76.2%	79.6%	82.8%	83.5%	80.9%	87.6%	74.3%	80.8%
%H (All HH)		100.0%	59.5%	10.0%	65.3%	35.0%	30.4%	77.6%
%H (TV HH)			59.5%	10.0%	65.3%	35.0%	30.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Has broadband internet	966	934	587	102	577	339	238	966
%V	73.1%	73.8%	81.2%	84.3%	71.0%	84.3%	57.8%	100.0%
%H (All HH)		96.7%	60.8%	10.6%	59.7%	35.1%	24.6%	100.0%
%H (TV HH)			62.8%	10.9%	61.8%	36.3%	25.5%	
Number of computers (PCs and laptops)								
0	321	302	123	20	211	54	159	18
%V	24.3%	23.9%	17.0%	16.5%	26.0%	13.4%	38.6%	1.9%
%H (All HH)		94.1%	38.3%	6.2%	65.7%	16.8%	49.5%	5.6%
%H (TV HH)			40.7%	6.6%	69.9%	17.9%	52.6%	
1	402	379	216	35	236	112	124	365
%V	30.4%	30.0%	29.9%	28.9%	29.0%	27.9%	30.1%	37.8%
%H (All HH)		94.3%	53.7%	8.7%	58.7%	27.9%	30.8%	90.8%
%H (TV HH)			57.0%	9.2%	62.3%	29.6%	32.7%	
2	287	281	179	30	180	109	71	276
%V	21.7%	22.2%	24.8%	24.8%	22.1%	27.1%	17.2%	28.6%
%H (All HH)		97.9%	62.4%	10.5%	62.7%	38.0%	24.7%	96.2%
%H (TV HH)			63.7%	10.7%	64.1%	38.8%	25.3%	
3	147	144	96	15	86	55	32	146
%V	11.1%	11.4%	13.3%	12.4%	10.6%	13.7%	7.8%	15.1%
%H (All HH)		98.0%	65.3%	10.2%	58.5%	37.4%	21.8%	99.3%
%H (TV HH)			66.7%	10.4%	59.7%	38.2%	22.2%	
4	80	78	52	9	49	34	15	79
%V	6.1%	6.2%	7.2%	7.4%	6.0%	8.5%	3.6%	8.2%
%H (All HH)		97.5%	65.0%	11.3%	61.3%	42.5%	18.8%	98.8%
%H (TV HH)			66.7%	11.5%	62.8%	43.6%	19.2%	
5+	83	81	56	12	50	39	11	83
%V	6.3%	6.4%	7.7%	9.9%	6.2%	9.7%	2.7%	8.6%
%H (All HH)		97.6%	67.5%	14.5%	60.2%	47.0%	13.3%	100.0%
%H (TV HH)			69.1%	14.8%	61.7%	48.1%	13.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Under 20"	409	250	31	306	178	128	316
%V	15.4%	15.2%	12.2%	16.8%	16.5%	17.2%	15.0%
%H		61.1%	7.6%	74.8%	43.5%	31.3%	77.3%
20" - 29"	648	391	58	484	288	196	495
%V	24.4%	23.8%	22.7%	26.6%	26.7%	26.3%	23.4%
%H		60.3%	9.0%	74.7%	44.4%	30.2%	76.4%
30" - 39"	877	520	90	588	324	264	683
%V	33.1%	31.6%	35.3%	32.3%	30.1%	35.5%	32.3%
%H		59.3%	10.3%	67.0%	36.9%	30.1%	77.9%
40" and over	680	466	73	419	278	141	591
%V	25.7%	28.3%	28.6%	23.0%	25.8%	19.0%	28.0%
%H		68.5%	10.7%	61.6%	40.9%	20.7%	86.9%
Don't know	37	18	3	24	8	16	28
%V	1.4%	1.1%	1.2%	1.3%	0.7%	2.2%	1.3%
%H		48.6%	8.1%	64.9%	21.6%	43.2%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Main living room	1257	721	120	808	401	408	929
%V	47.4%	43.9%	47.1%	44.4%	37.2%	54.8%	44.0%
%H		57.4%	9.5%	64.3%	31.9%	32.5%	73.9%
Kitchen	181	114	11	146	89	57	144
%V	6.8%	6.9%	4.3%	8.0%	8.3%	7.7%	6.8%
%H		63.0%	6.1%	80.7%	49.2%	31.5%	79.6%
Adult's bedroom	697	447	75	504	329	176	583
%V	26.3%	27.2%	29.4%	27.7%	30.5%	23.7%	27.6%
%H		64.1%	10.8%	72.3%	47.2%	25.3%	83.6%
Child's bedroom	199	143	22	131	98	33	184
%V	7.5%	8.7%	8.6%	7.2%	9.1%	4.4%	8.7%
%H		71.9%	11.1%	65.8%	49.2%	16.6%	92.5%
Other bedroom	92	66	6	66	47	19	82
%V	3.5%	4.0%	2.4%	3.6%	4.4%	2.6%	3.9%
%H		71.7%	6.5%	71.7%	51.1%	20.7%	89.1%
Second living/dining room	164	109	16	120	80	40	134
%V	6.2%	6.6%	6.3%	6.6%	7.4%	5.4%	6.3%
%H		66.5%	9.8%	73.2%	48.8%	24.4%	81.7%
Study/office	13	9	1	10	7	2	12
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.3%	0.6%
%H		69.2%	7.7%	76.9%	53.8%	15.4%	92.3%
TV room	8	6	1	5	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
Conservatory	25	18	2	20	14	6	23
%V	0.9%	1.1%	0.8%	1.1%	1.3%	0.8%	1.1%
%H		72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
Attic or loft room	4	3	1	3	2	0	4
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.0%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
No specific location	2	2	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Other	9	7	0	7	5	2	9
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
PVR	1063	791	135	593	449	144	928
%V	40.1%	48.1%	52.9%	32.6%	41.7%	19.4%	43.9%
%H		74.4%	12.7%	55.8%	42.2%	13.5%	87.3%
DVDR	72	40	7	52	27	25	56
%V	2.7%	2.4%	2.7%	2.9%	2.5%	3.4%	2.7%
%H		55.6%	9.7%	72.2%	37.5%	34.7%	77.8%
VCR	32	17	5	24	13	11	19
%V	1.2%	1.0%	2.0%	1.3%	1.2%	1.5%	0.9%
%H		53.1%	15.6%	75.0%	40.6%	34.4%	59.4%
Any recorder	1113	814	138	635	468	167	962
%V	42.0%	49.5%	54.1%	34.9%	43.5%	22.4%	45.5%
%H		73.1%	12.4%	57.1%	42.0%	15.0%	86.4%

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	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Receives HDTV (via STB or built-in reception)	829	560	123	504	351	153	730
%V	31.3%	34.1%	48.2%	27.7%	32.6%	20.6%	34.6%
%H		67.6%	14.8%	60.8%	42.3%	18.5%	88.1%
DVD/Blu-ray player or recorder	1517	954	151	1050	636	414	1238
%V	57.2%	58.0%	59.2%	57.7%	59.1%	55.6%	58.6%
%H		62.9%	10.0%	69.2%	41.9%	27.3%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Under 20"	24	7	1	19	3	15	12
%V	1.9%	1.0%	0.8%	2.3%	0.7%	3.6%	1.3%
%H		29.2%	4.2%	79.2%	12.5%	62.5%	50.0%
20" - 29"	172	72	14	120	37	83	92
%V	13.6%	10.0%	11.6%	14.8%	9.2%	20.2%	9.9%
%H		41.9%	8.1%	69.8%	21.5%	48.3%	53.5%
30" - 39"	514	271	48	342	150	192	357
%V	40.7%	37.5%	39.7%	42.1%	37.3%	46.7%	38.3%
%H		52.7%	9.3%	66.5%	29.2%	37.4%	69.5%
40" and over	544	368	58	327	210	117	464
%V	43.1%	51.0%	47.9%	40.2%	52.2%	28.5%	49.8%
%H		67.6%	10.7%	60.1%	38.6%	21.5%	85.3%
Don't know	9	4	1	5	1	4	7
%V	0.7%	0.6%	0.8%	0.6%	0.2%	1.0%	0.8%
%H		44.4%	11.1%	55.6%	11.1%	44.4%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
PVR	781	565	100	446	326	120	669
%V	61.9%	78.3%	82.6%	54.9%	81.1%	29.2%	71.9%
%H		72.3%	12.8%	57.1%	41.7%	15.4%	85.7%
DVDR	54	29	5	39	20	19	41
%V	4.3%	4.0%	4.1%	4.8%	5.0%	4.6%	4.4%
%H		53.7%	9.3%	72.2%	37.0%	35.2%	75.9%
VCR	23	9	4	16	7	10	13
%V	1.8%	1.2%	3.3%	2.0%	1.7%	2.4%	1.4%
%H		39.1%	17.4%	69.6%	30.4%	43.5%	56.5%
Any recorder	812	576	101	472	334	137	689
%V	64.3%	79.8%	83.5%	58.1%	83.1%	33.3%	74.0%
%H		70.9%	12.4%	58.1%	41.1%	16.9%	84.9%

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	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Receives HDTV (via STB or built-in reception)	581	392	81	342	231	111	503
%V	46.0%	54.3%	66.9%	42.1%	57.5%	27.0%	54.0%
%H		67.5%	13.9%	58.9%	39.8%	19.1%	86.6%
DVD/Blu-ray player or recorder	929	549	93	600	315	285	719
%V	73.6%	76.0%	76.9%	73.8%	78.4%	69.3%	77.2%
%H		59.1%	10.0%	64.6%	33.9%	30.7%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Under 20"	385	243	30	287	174	113	304
%V	27.7%	26.4%	22.4%	28.4%	25.8%	33.9%	25.7%
%H		63.1%	7.8%	74.5%	45.2%	29.4%	79.0%
20" - 29"	476	319	45	364	251	112	403
%V	34.3%	34.6%	33.6%	36.1%	37.2%	33.6%	34.1%
%H		67.0%	9.5%	76.5%	52.7%	23.5%	84.7%
30" - 39"	363	249	43	246	174	72	326
%V	26.2%	27.0%	32.1%	24.4%	25.8%	21.6%	27.6%
%H		68.6%	11.8%	67.8%	47.9%	19.8%	89.8%
40" and over	136	98	15	92	68	24	127
%V	9.8%	10.6%	11.2%	9.1%	10.1%	7.2%	10.8%
%H		72.1%	11.0%	67.6%	50.0%	17.6%	93.4%
Don't know	28	13	2	20	7	12	22
%V	2.0%	1.4%	1.5%	2.0%	1.0%	3.6%	1.9%
%H		46.4%	7.1%	71.4%	25.0%	42.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
PVR	282	226	35	147	123	24	259
%V	20.3%	24.5%	26.1%	14.6%	18.2%	7.2%	21.9%
%H		80.1%	12.4%	52.1%	43.6%	8.5%	91.8%
DVDR	17	11	2	12	7	5	15
%V	1.2%	1.2%	1.5%	1.2%	1.0%	1.5%	1.3%
%H		64.7%	11.8%	70.6%	41.2%	29.4%	88.2%
VCR	10	7	1	8	6	2	7
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.6%	0.6%
%H		70.0%	10.0%	80.0%	60.0%	20.0%	70.0%
Any recorder	301	239	37	163	134	30	274
%V	21.7%	25.9%	27.6%	16.2%	19.9%	9.0%	23.2%
%H		79.4%	12.3%	54.2%	44.5%	10.0%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Receives HDTV (via STB or built-in reception)	248	168	42	162	120	42	227
%V	17.9%	18.2%	31.3%	16.1%	17.8%	12.6%	19.2%
%H		67.7%	16.9%	65.3%	48.4%	16.9%	91.5%
DVD/Blu-ray player or recorder	588	405	58	450	321	129	518
%V	42.4%	43.9%	43.3%	44.6%	47.6%	38.7%	43.9%
%H		68.9%	9.9%	76.5%	54.6%	21.9%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Children	559	545	364	56	318	198	119	504
%V	18.3%	18.5%	20.1%	18.7%	17.2%	18.9%	14.7%	20.2%
%H		97.5%	65.1%	10.0%	56.9%	35.4%	21.3%	90.2%
0 - 3	148	143	91	17	74	41	33	127
%V	4.9%	4.9%	5.0%	5.7%	4.0%	3.9%	4.1%	5.1%
%H		96.6%	61.5%	11.5%	50.0%	27.7%	22.3%	85.8%
4 - 15	411	403	273	40	243	158	86	377
%V	13.5%	13.7%	15.1%	13.4%	13.1%	15.1%	10.7%	15.1%
%H		98.1%	66.4%	9.7%	59.1%	38.4%	20.9%	91.7%
4 - 9	208	204	139	21	117	75	42	188
%V	6.8%	6.9%	7.7%	7.0%	6.3%	7.2%	5.2%	7.6%
%H		98.1%	66.8%	10.1%	56.3%	36.1%	20.2%	90.4%
10 - 15	203	199	134	19	126	82	44	189
%V	6.7%	6.8%	7.4%	6.4%	6.8%	7.8%	5.5%	7.6%
%H		98.0%	66.0%	9.4%	62.1%	40.4%	21.7%	93.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%V	81.7%	81.4%	79.9%	81.3%	82.8%	81.1%	85.3%	79.8%
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
16 - 19	136	132	84	18	86	58	28	127
%V	4.5%	4.5%	4.6%	6.0%	4.6%	5.6%	3.5%	5.1%
%H		97.1%	61.8%	13.2%	63.2%	42.6%	20.6%	93.4%
20 - 24	211	195	109	23	116	63	54	188
%V	6.9%	6.6%	6.0%	7.7%	6.3%	6.0%	6.7%	7.6%
%H		92.4%	51.7%	10.9%	55.0%	29.9%	25.6%	89.1%
25 - 34	375	357	228	37	204	120	83	329
%V	12.3%	12.1%	12.6%	12.4%	11.0%	11.5%	10.3%	13.2%
%H		95.2%	60.8%	9.9%	54.4%	32.0%	22.1%	87.7%
35 - 44	361	348	225	39	209	130	79	324
%V	11.8%	11.8%	12.4%	13.0%	11.3%	12.4%	9.8%	13.0%
%H		96.4%	62.3%	10.8%	57.9%	36.0%	21.9%	89.8%
45 - 54	430	416	273	45	269	168	101	374
%V	14.1%	14.1%	15.1%	15.1%	14.5%	16.1%	12.5%	15.0%
%H		96.7%	63.5%	10.5%	62.6%	39.1%	23.5%	87.0%
55 - 64	377	366	224	31	239	130	110	311
%V	12.4%	12.4%	12.4%	10.4%	12.9%	12.4%	13.6%	12.5%
%H		97.1%	59.4%	8.2%	63.4%	34.5%	29.2%	82.5%
65+	597	582	302	49	411	179	233	334
%V	19.6%	19.8%	16.7%	16.4%	22.2%	17.1%	28.9%	13.4%
%H		97.5%	50.6%	8.2%	68.8%	30.0%	39.0%	55.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
AB	530	517	322	55	341	201	139	484
%V	21.3%	21.6%	22.3%	22.6%	22.2%	23.7%	20.2%	24.4%
%H		97.5%	60.8%	10.4%	64.3%	37.9%	26.2%	91.3%
C1	620	589	333	67	376	201	175	539
%V	24.9%	24.6%	23.0%	27.6%	24.5%	23.7%	25.4%	27.1%
%H		95.0%	53.7%	10.8%	60.6%	32.4%	28.2%	86.9%
C2	650	632	410	58	402	242	160	521
%V	26.1%	26.4%	28.4%	23.9%	26.2%	28.6%	23.3%	26.2%
%H		97.2%	63.1%	8.9%	61.8%	37.2%	24.6%	80.2%
D	439	423	256	41	259	133	126	310
%V	17.6%	17.7%	17.7%	16.9%	16.9%	15.7%	18.3%	15.6%
%H		96.4%	58.3%	9.3%	59.0%	30.3%	28.7%	70.6%
E	250	236	124	22	158	70	88	132
%V	10.0%	9.8%	8.6%	9.1%	10.3%	8.3%	12.8%	6.6%
%H		94.4%	49.6%	8.8%	63.2%	28.0%	35.2%	52.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
Working full time	1075	1043	685	106	641	397	244	976
%V	43.2%	43.5%	47.4%	43.6%	41.8%	46.9%	35.5%	49.1%
%H		97.0%	63.7%	9.9%	59.6%	36.9%	22.7%	90.8%
Working part time	222	215	129	25	138	77	61	189
%V	8.9%	9.0%	8.9%	10.3%	9.0%	9.1%	8.9%	9.5%
%H		96.8%	58.1%	11.3%	62.2%	34.7%	27.5%	85.1%
Not working	1191	1139	631	113	757	373	383	822
%V	47.9%	47.5%	43.7%	46.5%	49.3%	44.0%	55.7%	41.4%
%H		95.6%	53.0%	9.5%	63.6%	31.3%	32.2%	69.0%
Housewife/Houseperson	1321	1265	723	121	813	402	412	966
%V	53.1%	52.8%	50.0%	49.8%	53.0%	47.5%	59.9%	48.6%
%H		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
16 - 19	72	69	46	8	43	30	13	67
%V	5.9%	5.9%	6.4%	6.8%	5.9%	7.2%	4.2%	6.8%
%H		95.8%	63.9%	11.1%	59.7%	41.7%	18.1%	93.1%
20 - 24	105	95	58	10	57	36	21	95
%V	8.7%	8.2%	8.1%	8.5%	7.8%	8.6%	6.7%	9.6%
%H		90.5%	55.2%	9.5%	54.3%	34.3%	20.0%	90.5%
25 - 34	189	179	114	19	100	58	41	166
%V	15.6%	15.4%	15.9%	16.2%	13.7%	13.9%	13.1%	16.8%
%H		94.7%	60.3%	10.1%	52.9%	30.7%	21.7%	87.8%
35 - 44	178	170	108	20	101	61	40	158
%V	14.7%	14.6%	15.0%	17.1%	13.8%	14.6%	12.8%	16.0%
%H		95.5%	60.7%	11.2%	56.7%	34.3%	22.5%	88.8%
45 - 54	210	203	133	22	128	79	49	181
%V	17.3%	17.5%	18.5%	18.8%	17.5%	18.9%	15.7%	18.3%
%H		96.7%	63.3%	10.5%	61.0%	37.6%	23.3%	86.2%
55 - 64	184	178	110	15	116	64	52	152
%V	15.2%	15.3%	15.3%	12.8%	15.9%	15.3%	16.7%	15.4%
%H		96.7%	59.8%	8.2%	63.0%	34.8%	28.3%	82.6%
65+	275	267	150	23	185	90	96	170
%V	22.7%	23.0%	20.9%	19.7%	25.3%	21.5%	30.8%	17.2%
%H		97.1%	54.5%	8.4%	67.3%	32.7%	34.9%	61.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
AB	264	257	164	26	169	103	66	244
%V	21.8%	22.1%	22.8%	22.2%	23.2%	24.6%	21.2%	24.7%
%H		97.3%	62.1%	9.8%	64.0%	39.0%	25.0%	92.4%
C1	295	276	163	32	168	95	72	264
%V	24.3%	23.8%	22.7%	27.4%	23.0%	22.7%	23.1%	26.7%
%H		93.6%	55.3%	10.8%	56.9%	32.2%	24.4%	89.5%
C2	342	331	216	30	208	125	83	273
%V	28.2%	28.5%	30.0%	25.6%	28.5%	29.9%	26.6%	27.6%
%H		96.8%	63.2%	8.8%	60.8%	36.5%	24.3%	79.8%
D	209	201	124	18	121	64	58	152
%V	17.2%	17.3%	17.2%	15.4%	16.6%	15.3%	18.6%	15.4%
%H		96.2%	59.3%	8.6%	57.9%	30.6%	27.8%	72.7%
E	102	96	52	10	63	31	32	57
%V	8.4%	8.3%	7.2%	8.5%	8.6%	7.4%	10.3%	5.8%
%H		94.1%	51.0%	9.8%	61.8%	30.4%	31.4%	55.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
Working full time	648	626	412	63	381	235	146	584
%V	53.4%	53.9%	57.3%	53.8%	52.2%	56.2%	46.8%	59.0%
%H		96.6%	63.6%	9.7%	58.8%	36.3%	22.5%	90.1%
Working part time	49	47	28	5	30	16	14	40
%V	4.0%	4.0%	3.9%	4.3%	4.1%	3.8%	4.5%	4.0%
%H		95.9%	57.1%	10.2%	61.2%	32.7%	28.6%	81.6%
Not working	516	488	278	49	319	168	151	366
%V	42.5%	42.0%	38.7%	41.9%	43.7%	40.2%	48.4%	37.0%
%H		94.6%	53.9%	9.5%	61.8%	32.6%	29.3%	70.9%
Housewife/Houseperson	257	235	122	20	143	55	88	156
%V	21.2%	20.2%	17.0%	17.1%	19.6%	13.2%	28.2%	15.8%
%H		91.4%	47.5%	7.8%	55.6%	21.4%	34.2%	60.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
16 - 19	64	64	39	10	43	28	15	60
%V	5.0%	5.2%	5.4%	7.9%	5.3%	6.5%	4.0%	6.0%
%H		100.0%	60.9%	15.6%	67.2%	43.8%	23.4%	93.8%
20 - 24	106	99	51	13	60	27	33	93
%V	8.3%	8.0%	7.0%	10.2%	7.5%	6.3%	8.8%	9.3%
%H		93.4%	48.1%	12.3%	56.6%	25.5%	31.1%	87.7%
25 - 34	186	178	114	18	104	62	42	163
%V	14.6%	14.4%	15.7%	14.2%	12.9%	14.5%	11.2%	16.3%
%H		95.7%	61.3%	9.7%	55.9%	33.3%	22.6%	87.6%
35 - 44	183	178	117	20	108	69	39	167
%V	14.4%	14.4%	16.1%	15.7%	13.4%	16.1%	10.4%	16.8%
%H		97.3%	63.9%	10.9%	59.0%	37.7%	21.3%	91.3%
45 - 54	219	214	139	23	141	89	52	193
%V	17.2%	17.3%	19.1%	18.1%	17.5%	20.7%	13.8%	19.4%
%H		97.7%	63.5%	10.5%	64.4%	40.6%	23.7%	88.1%
55 - 64	193	188	113	16	124	65	58	159
%V	15.1%	15.2%	15.6%	12.6%	15.4%	15.2%	15.4%	15.9%
%H		97.4%	58.5%	8.3%	64.2%	33.7%	30.1%	82.4%
65+	323	315	152	26	226	89	137	165
%V	25.3%	25.5%	20.9%	20.5%	28.1%	20.7%	36.4%	16.5%
%H		97.5%	47.1%	8.0%	70.0%	27.6%	42.4%	51.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
AB	265	260	158	29	172	99	73	240
%V	20.8%	21.1%	21.8%	22.8%	21.4%	23.1%	19.4%	24.1%
%H		98.1%	59.6%	10.9%	64.9%	37.4%	27.5%	90.6%
C1	325	313	169	36	208	105	103	275
%V	25.5%	25.3%	23.3%	28.3%	25.8%	24.5%	27.4%	27.6%
%H		96.3%	52.0%	11.1%	64.0%	32.3%	31.7%	84.6%
C2	307	300	194	28	193	117	76	248
%V	24.1%	24.3%	26.7%	22.0%	24.0%	27.3%	20.2%	24.9%
%H		97.7%	63.2%	9.1%	62.9%	38.1%	24.8%	80.8%
D	230	222	132	22	137	69	68	158
%V	18.0%	18.0%	18.2%	17.3%	17.0%	16.1%	18.1%	15.8%
%H		96.5%	57.4%	9.6%	59.6%	30.0%	29.6%	68.7%
E	147	140	72	11	94	38	56	76
%V	11.5%	11.3%	9.9%	8.7%	11.7%	8.9%	14.9%	7.6%
%H		95.2%	49.0%	7.5%	63.9%	25.9%	38.1%	51.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
Working full time	426	417	273	43	260	162	98	392
%V	33.4%	33.8%	37.6%	33.9%	32.3%	37.8%	26.1%	39.3%
%H		97.9%	64.1%	10.1%	61.0%	38.0%	23.0%	92.0%
Working part time	173	167	101	19	107	61	46	149
%V	13.6%	13.5%	13.9%	15.0%	13.3%	14.2%	12.2%	14.9%
%H		96.5%	58.4%	11.0%	61.8%	35.3%	26.6%	86.1%
Not working	675	651	352	64	438	205	232	456
%V	52.9%	52.7%	48.5%	50.4%	54.4%	47.8%	61.7%	45.7%
%H		96.4%	52.1%	9.5%	64.9%	30.4%	34.4%	67.6%
Housewife/Houseperson	1064	1030	600	101	670	347	324	809
%V	83.5%	83.4%	82.6%	79.5%	83.2%	80.9%	86.2%	81.1%
%H		96.8%	56.4%	9.5%	63.0%	32.6%	30.5%	76.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
AB	655	633	272	112	483	233	249	595
%V	24.7%	25.0%	27.6%	22.7%	24.4%	25.3%	23.5%	29.9%
%H (All HH)		96.6%	41.5%	17.1%	73.7%	35.6%	38.0%	90.8%
%H (TV HH)			43.0%	17.7%	76.3%	36.8%	39.3%	
C1	673	642	253	153	506	265	240	562
%V	25.4%	25.3%	25.6%	31.0%	25.6%	28.8%	22.7%	28.2%
%H (All HH)		95.4%	37.6%	22.7%	75.2%	39.4%	35.7%	83.5%
%H (TV HH)			39.4%	23.8%	78.8%	41.3%	37.4%	
C2	583	564	228	119	436	218	218	457
%V	22.0%	22.2%	23.1%	24.1%	22.0%	23.7%	20.6%	22.9%
%H (All HH)		96.7%	39.1%	20.4%	74.8%	37.4%	37.4%	78.4%
%H (TV HH)			40.4%	21.1%	77.3%	38.7%	38.7%	
D	424	406	154	72	313	132	181	260
%V	16.0%	16.0%	15.6%	14.6%	15.8%	14.3%	17.1%	13.1%
%H (All HH)		95.8%	36.3%	17.0%	73.8%	31.1%	42.7%	61.3%
%H (TV HH)			37.9%	17.7%	77.1%	32.5%	44.6%	
E	314	290	80	37	241	71	170	118
%V	11.9%	11.4%	8.1%	7.5%	12.2%	7.7%	16.1%	5.9%
%H (All HH)		92.4%	25.5%	11.8%	76.8%	22.6%	54.1%	37.6%
%H (TV HH)			27.6%	12.8%	83.1%	24.5%	58.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%V (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
Under 25	113	95	22	22	74	27	47	89
%V	4.3%	3.7%	2.2%	4.5%	3.7%	2.9%	4.4%	4.5%
%H (All HH)		84.1%	19.5%	19.5%	65.5%	23.9%	41.6%	78.8%
%H (TV HH)			23.2%	23.2%	77.9%	28.4%	49.5%	
25 - 34	390	370	167	81	258	139	118	348
%V	14.7%	14.6%	16.9%	16.4%	13.0%	15.1%	11.1%	17.5%
%H (All HH)		94.9%	42.8%	20.8%	66.2%	35.6%	30.3%	89.2%
%H (TV HH)			45.1%	21.9%	69.7%	37.6%	31.9%	
35 - 44	445	431	208	104	306	184	122	401
%V	16.8%	17.0%	21.1%	21.1%	15.5%	20.0%	11.5%	20.1%
%H (All HH)		96.9%	46.7%	23.4%	68.8%	41.3%	27.4%	90.1%
%H (TV HH)			48.3%	24.1%	71.0%	42.7%	28.3%	
45 - 54	509	487	226	104	384	221	163	448
%V	19.2%	19.2%	22.9%	21.1%	19.4%	24.0%	15.4%	22.5%
%H (All HH)		95.7%	44.4%	20.4%	75.4%	43.4%	32.0%	88.0%
%H (TV HH)			46.4%	21.4%	78.9%	45.4%	33.5%	
55 - 64	448	431	175	80	337	162	175	352
%V	16.9%	17.0%	17.7%	16.2%	17.0%	17.6%	16.5%	17.7%
%H (All HH)		96.2%	39.1%	17.9%	75.2%	36.2%	39.1%	78.6%
%H (TV HH)			40.6%	18.6%	78.2%	37.6%	40.6%	
65 +	745	722	190	101	621	186	434	354
%V	28.1%	28.5%	19.3%	20.5%	31.4%	20.2%	41.0%	17.8%
%H (All HH)		96.9%	25.5%	13.6%	83.4%	25.0%	58.3%	47.5%
%H (TV HH)			26.3%	14.0%	86.0%	25.8%	60.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
1	794	732	181	96	614	161	454	377
%V	30.0%	28.9%	18.3%	19.5%	31.0%	17.5%	42.9%	18.9%
%H (All HH)		92.2%	22.8%	12.1%	77.3%	20.3%	57.2%	47.5%
%H (TV HH)			24.7%	13.1%	83.9%	22.0%	62.0%	
2	889	863	334	177	680	328	352	714
%V	33.6%	34.0%	33.8%	35.9%	34.4%	35.7%	33.2%	35.8%
%H (All HH)		97.1%	37.6%	19.9%	76.5%	36.9%	39.6%	80.3%
%H (TV HH)			38.7%	20.5%	78.8%	38.0%	40.8%	
3	413	403	189	94	310	189	121	379
%V	15.6%	15.9%	19.1%	19.1%	15.7%	20.5%	11.4%	19.0%
%H (All HH)		97.6%	45.8%	22.8%	75.1%	45.8%	29.3%	91.8%
%H (TV HH)			46.9%	23.3%	76.9%	46.9%	30.0%	
4	352	344	178	81	247	160	87	335
%V	13.3%	13.6%	18.0%	16.4%	12.5%	17.4%	8.2%	16.8%
%H (All HH)		97.7%	50.6%	23.0%	70.2%	45.5%	24.7%	95.2%
%H (TV HH)			51.7%	23.5%	71.8%	46.5%	25.3%	
5+	201	194	106	44	128	83	45	187
%V	7.6%	7.7%	10.7%	8.9%	6.5%	9.0%	4.2%	9.4%
%H (All HH)		96.5%	52.7%	21.9%	63.7%	41.3%	22.4%	93.0%
%H (TV HH)			54.6%	22.7%	66.0%	42.8%	23.2%	
Average HH size	2.39	2.41	2.75	2.62	2.32	2.69	1.99	2.67

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Midlands West
Household level data
Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
Without	1954	1856	655	331	1502	626	875	1352
%V	73.8%	73.2%	66.4%	67.1%	75.9%	68.0%	82.6%	67.9%
%H (All HH)		95.0%	33.5%	16.9%	76.9%	32.0%	44.8%	69.2%
%H (TV HH)			35.3%	17.8%	80.9%	33.7%	47.1%	
With	695	680	332	162	477	293	184	640
%V	26.2%	26.8%	33.6%	32.9%	24.1%	31.8%	17.4%	32.1%
%H (All HH)		97.8%	47.8%	23.3%	68.6%	42.2%	26.5%	92.1%
%H (TV HH)			48.8%	23.8%	70.1%	43.1%	27.1%	
0 - 3	281	273	131	61	188	109	79	251
%V	10.6%	10.8%	13.3%	12.4%	9.5%	11.8%	7.5%	12.6%
%H (All HH)		97.2%	46.6%	21.7%	66.9%	38.8%	28.1%	89.3%
%H (TV HH)			48.0%	22.3%	68.9%	39.9%	28.9%	
4 - 9	351	341	178	77	231	145	86	320
%V	13.3%	13.5%	18.0%	15.6%	11.7%	15.8%	8.1%	16.1%
%H (All HH)		97.2%	50.7%	21.9%	65.8%	41.3%	24.5%	91.2%
%H (TV HH)			52.2%	22.6%	67.7%	42.5%	25.2%	
10 - 15	327	321	162	80	230	149	81	311
%V	12.3%	12.7%	16.4%	16.2%	11.6%	16.2%	7.6%	15.6%
%H (All HH)		98.2%	49.5%	24.5%	70.3%	45.6%	24.8%	95.1%
%H (TV HH)			50.5%	24.9%	71.7%	46.4%	25.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
1	1019	1019	319	150	729	193	536	639
%V	38.5%	40.2%	32.3%	30.4%	36.8%	21.0%	50.6%	32.1%
%H (All HH)		100.0%	31.3%	14.7%	71.5%	18.9%	52.6%	62.7%
%H (TV HH)			31.3%	14.7%	71.5%	18.9%	52.6%	
2	859	859	341	183	685	342	342	678
%V	32.4%	33.9%	34.5%	37.1%	34.6%	37.2%	32.3%	34.0%
%H (All HH)		100.0%	39.7%	21.3%	79.7%	39.8%	39.8%	78.9%
%H (TV HH)			39.7%	21.3%	79.7%	39.8%	39.8%	
3	408	408	190	97	349	222	127	371
%V	15.4%	16.1%	19.3%	19.7%	17.6%	24.1%	12.0%	18.6%
%H (All HH)		100.0%	46.6%	23.8%	85.5%	54.4%	31.1%	90.9%
%H (TV HH)			46.6%	23.8%	85.5%	54.4%	31.1%	
4	161	161	86	41	140	104	36	153
%V	6.1%	6.4%	8.7%	8.3%	7.1%	11.3%	3.4%	7.7%
%H (All HH)		100.0%	53.4%	25.5%	87.0%	64.6%	22.4%	95.0%
%H (TV HH)			53.4%	25.5%	87.0%	64.6%	22.4%	
5+	88	88	50	23	76	58	18	85
%V	3.3%	3.5%	5.1%	4.7%	3.8%	6.3%	1.7%	4.3%
%H (All HH)		100.0%	56.8%	26.1%	86.4%	65.9%	20.5%	96.6%
%H (TV HH)			56.8%	26.1%	86.4%	65.9%	20.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
Under 20"	624	624	245	132	538	281	257	504
%V	23.6%	24.6%	24.8%	26.8%	27.2%	30.5%	24.3%	25.3%
%H (All HH)		100.0%	39.3%	21.2%	86.2%	45.0%	41.2%	80.8%
%H (TV HH)			39.3%	21.2%	86.2%	45.0%	41.2%	
20" - 29"	978	978	365	200	819	400	420	747
%V	36.9%	38.6%	37.0%	40.6%	41.4%	43.5%	39.7%	37.5%
%H (All HH)		100.0%	37.3%	20.4%	83.7%	40.9%	42.9%	76.4%
%H (TV HH)			37.3%	20.4%	83.7%	40.9%	42.9%	
30" - 39"	1353	1353	546	263	1081	536	545	1047
%V	51.1%	53.4%	55.3%	53.3%	54.6%	58.3%	51.5%	52.6%
%H (All HH)		100.0%	40.4%	19.4%	79.9%	39.6%	40.3%	77.4%
%H (TV HH)			40.4%	19.4%	79.9%	39.6%	40.3%	
40" and over	1098	1098	542	258	826	520	306	973
%V	41.4%	43.3%	54.9%	52.3%	41.7%	56.5%	28.9%	48.8%
%H (All HH)		100.0%	49.4%	23.5%	75.2%	47.4%	27.9%	88.6%
%H (TV HH)			49.4%	23.5%	75.2%	47.4%	27.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
Main living room	2503	2503	975	490	1957	911	1047	1900
%V	94.5%	98.7%	98.8%	99.4%	98.9%	99.0%	98.9%	95.4%
%H (All HH)		100.0%	39.0%	19.6%	78.2%	36.4%	41.8%	75.9%
%H (TV HH)			39.0%	19.6%	78.2%	36.4%	41.8%	
Kitchen	321	321	142	66	282	165	117	270
%V	12.1%	12.7%	14.4%	13.4%	14.2%	17.9%	11.0%	13.6%
%H (All HH)		100.0%	44.2%	20.6%	87.9%	51.4%	36.4%	84.1%
%H (TV HH)			44.2%	20.6%	87.9%	51.4%	36.4%	
Adult's bedroom	1114	1114	488	267	935	563	372	955
%V	42.1%	43.9%	49.4%	54.2%	47.2%	61.2%	35.1%	47.9%
%H (All HH)		100.0%	43.8%	24.0%	83.9%	50.5%	33.4%	85.7%
%H (TV HH)			43.8%	24.0%	83.9%	50.5%	33.4%	
Child's bedroom	276	276	138	77	224	160	64	265
%V	10.4%	10.9%	14.0%	15.6%	11.3%	17.4%	6.0%	13.3%
%H (All HH)		100.0%	50.0%	27.9%	81.2%	58.0%	23.2%	96.0%
%H (TV HH)			50.0%	27.9%	81.2%	58.0%	23.2%	
Other bedroom	112	112	52	29	91	58	33	102
%V	4.2%	4.4%	5.3%	5.9%	4.6%	6.3%	3.1%	5.1%
%H (All HH)		100.0%	46.4%	25.9%	81.3%	51.8%	29.5%	91.1%
%H (TV HH)			46.4%	25.9%	81.3%	51.8%	29.5%	
Second living/dining room	267	267	132	54	218	134	84	225
%V	10.1%	10.5%	13.4%	11.0%	11.0%	14.6%	7.9%	11.3%
%H (All HH)		100.0%	49.4%	20.2%	81.6%	50.2%	31.5%	84.3%
%H (TV HH)			49.4%	20.2%	81.6%	50.2%	31.5%	
Study/office	36	36	16	8	27	15	12	34
%V	1.4%	1.4%	1.6%	1.6%	1.4%	1.6%	1.1%	1.7%
%H (All HH)		100.0%	44.4%	22.2%	75.0%	41.7%	33.3%	94.4%
%H (TV HH)			44.4%	22.2%	75.0%	41.7%	33.3%	
TV room	16	16	8	3	14	9	5	16
%V	0.6%	0.6%	0.8%	0.6%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
%H (TV HH)			50.0%	18.8%	87.5%	56.3%	31.3%	
Conservatory	68	68	35	13	56	34	22	64
%V	2.6%	2.7%	3.5%	2.6%	2.8%	3.7%	2.1%	3.2%
%H (All HH)		100.0%	51.5%	19.1%	82.4%	50.0%	32.4%	94.1%
%H (TV HH)			51.5%	19.1%	82.4%	50.0%	32.4%	
Attic or loft room	6	6	2	2	5	2	2	6
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	83.3%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	83.3%	33.3%	33.3%	
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	15	15	7	3	13	9	4	14
%V	0.6%	0.6%	0.7%	0.6%	0.7%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	46.7%	20.0%	86.7%	60.0%	26.7%	93.3%
%H (TV HH)			46.7%	20.0%	86.7%	60.0%	26.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
Any DSAT provider	987	987	987	22	614	614	0	854
%V	37.3%	38.9%	100.0%	4.5%	31.0%	66.7%	0.0%	42.9%
%H (All HH)			100.0%	2.2%	62.2%	62.2%	0.0%	86.5%
%H (TV HH)			100.0%	2.2%	62.2%	62.2%	0.0%	
Sky with subcription	794	794	794	13	506	506	0	706
%V	30.0%	31.3%	80.4%	2.6%	25.6%	55.0%	0.0%	35.4%
%H (All HH)			100.0%	1.6%	63.7%	63.7%	0.0%	88.9%
%H (TV HH)			100.0%	1.6%	63.7%	63.7%	0.0%	
Sky without subscription	78	78	78	4	40	40	0	56
%V	2.9%	3.1%	7.9%	0.8%	2.0%	4.3%	0.0%	2.8%
%H (All HH)			100.0%	5.1%	51.3%	51.3%	0.0%	71.8%
%H (TV HH)			100.0%	5.1%	51.3%	51.3%	0.0%	
Freesat	121	121	121	5	77	77	0	98
%V	4.6%	4.8%	12.3%	1.0%	3.9%	8.4%	0.0%	4.9%
%H (All HH)			100.0%	4.1%	63.6%	63.6%	0.0%	81.0%
%H (TV HH)			100.0%	4.1%	63.6%	63.6%	0.0%	
Other satellite provider	29	29	29	0	15	15	0	27
%V	1.1%	1.1%	2.9%	0.0%	0.8%	1.6%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	51.7%	51.7%	0.0%	93.1%
%H (TV HH)			100.0%	0.0%	51.7%	51.7%	0.0%	
DCAB	493	493	22	493	321	321	0	437
%V	18.6%	19.4%	2.2%	100.0%	16.2%	34.9%	0.0%	21.9%
%H (All HH)			4.5%	100.0%	65.1%	65.1%	0.0%	88.6%
%H (TV HH)			4.5%	100.0%	65.1%	65.1%	0.0%	
DTT	1979	1979	614	321	1979	920	1059	1443
%V	74.7%	78.1%	62.2%	65.1%	100.0%	100.0%	100.0%	72.4%
%H (All HH)		100.0%	31.0%	16.2%	100.0%	46.5%	53.5%	72.9%
%H (TV HH)			31.0%	16.2%	100.0%	46.5%	53.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%H (All HH)		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (TV HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
PVR	1528	1528	814	391	1111	771	340	1348
%V	57.7%	60.3%	82.5%	79.3%	56.1%	83.8%	32.1%	67.7%
%H (All HH)		100.0%	53.3%	25.6%	72.7%	50.5%	22.3%	88.2%
%H (TV HH)			53.3%	25.6%	72.7%	50.5%	22.3%	
DVDR	99	99	41	17	77	35	42	87
%V	3.7%	3.9%	4.2%	3.4%	3.9%	3.8%	4.0%	4.4%
%H (All HH)		100.0%	41.4%	17.2%	77.8%	35.4%	42.4%	87.9%
%H (TV HH)			41.4%	17.2%	77.8%	35.4%	42.4%	
VCR	74	74	21	9	66	21	45	42
%V	2.8%	2.9%	2.1%	1.8%	3.3%	2.3%	4.2%	2.1%
%H (All HH)		100.0%	28.4%	12.2%	89.2%	28.4%	60.8%	56.8%
%H (TV HH)			28.4%	12.2%	89.2%	28.4%	60.8%	
Any recorder	1593	1593	823	397	1170	780	391	1385
%V	60.1%	62.8%	83.4%	80.5%	59.1%	84.8%	36.9%	69.5%
%H (All HH)		100.0%	51.7%	24.9%	73.4%	49.0%	24.5%	86.9%
%H (TV HH)			51.7%	24.9%	73.4%	49.0%	24.5%	
Receives HDTV (via STB or built-in reception)	1421	1421	671	364	1076	672	403	1257
%V	53.6%	56.1%	68.0%	73.8%	54.4%	73.0%	38.1%	63.1%
%H (All HH)		100.0%	47.2%	25.6%	75.7%	47.3%	28.4%	88.5%
%H (TV HH)			47.2%	25.6%	75.7%	47.3%	28.4%	
DVD/Blu-ray player or recorder	1958	1958	790	400	1546	760	786	1566
%V	73.9%	77.2%	80.0%	81.1%	78.1%	82.6%	74.2%	78.6%
%H (All HH)		100.0%	40.3%	20.4%	79.0%	38.8%	40.1%	80.0%
%H (TV HH)			40.3%	20.4%	79.0%	38.8%	40.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2649	2535	987	493	1979	920	1059	1992
%V		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%
%H (All HH)			38.9%	19.4%	78.1%	36.3%	41.8%	
%H (TV HH)								
Has broadband internet	1992	1926	854	437	1443	807	637	1992
%V	75.2%	76.0%	86.5%	88.6%	72.9%	87.7%	60.2%	100.0%
%H (All HH)		96.7%	42.9%	21.9%	72.4%	40.5%	32.0%	100.0%
%H (TV HH)			44.3%	22.7%	74.9%	41.9%	33.1%	
Number of computers (PCs and laptops)								
0	596	554	125	54	482	106	376	39
%V	22.5%	21.9%	12.7%	11.0%	24.4%	11.5%	35.5%	2.0%
%H (All HH)		93.0%	21.0%	9.1%	80.9%	17.8%	63.1%	6.5%
%H (TV HH)			22.6%	9.7%	87.0%	19.1%	67.9%	
1	797	757	277	143	589	256	333	718
%V	30.1%	29.9%	28.1%	29.0%	29.8%	27.8%	31.4%	36.0%
%H (All HH)		95.0%	34.8%	17.9%	73.9%	32.1%	41.8%	90.1%
%H (TV HH)			36.6%	18.9%	77.8%	33.8%	44.0%	
2	579	567	250	134	418	235	183	563
%V	21.9%	22.4%	25.3%	27.2%	21.1%	25.5%	17.3%	28.3%
%H (All HH)		97.9%	43.2%	23.1%	72.2%	40.6%	31.6%	97.2%
%H (TV HH)			44.1%	23.6%	73.7%	41.4%	32.3%	
3	334	325	159	79	232	143	89	332
%V	12.6%	12.8%	16.1%	16.0%	11.7%	15.5%	8.4%	16.7%
%H (All HH)		97.3%	47.6%	23.7%	69.5%	42.8%	26.6%	99.4%
%H (TV HH)			48.9%	24.3%	71.4%	44.0%	27.4%	
4	168	164	80	41	129	85	44	168
%V	6.3%	6.5%	8.1%	8.3%	6.5%	9.2%	4.2%	8.4%
%H (All HH)		97.6%	47.6%	24.4%	76.8%	50.6%	26.2%	100.0%
%H (TV HH)			48.8%	25.0%	78.7%	51.8%	26.8%	
5+	174	168	97	42	129	96	33	172
%V	6.6%	6.6%	9.8%	8.5%	6.5%	10.4%	3.1%	8.6%
%H (All HH)		96.6%	55.7%	24.1%	74.1%	55.2%	19.0%	98.9%
%H (TV HH)			57.7%	25.0%	76.8%	57.1%	19.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
BBC Midlands West
Set level data
Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5079	2187	1089	4113	2270	1843	4179
%H		43.1%	21.4%	81.0%	44.7%	36.3%	82.3%
Under 20"	794	312	179	692	375	317	654
%V	15.6%	14.3%	16.4%	16.8%	16.5%	17.2%	15.6%
%H		39.3%	22.5%	87.2%	47.2%	39.9%	82.4%
20" - 29"	1251	487	262	1059	546	513	987
%V	24.6%	22.3%	24.1%	25.7%	24.1%	27.8%	23.6%
%H		38.9%	20.9%	84.7%	43.6%	41.0%	78.9%
30" - 39"	1623	681	322	1298	677	621	1296
%V	32.0%	31.1%	29.6%	31.6%	29.8%	33.7%	31.0%
%H		42.0%	19.8%	80.0%	41.7%	38.3%	79.9%
40" and over	1305	669	307	975	632	342	1173
%V	25.7%	30.6%	28.2%	23.7%	27.8%	18.6%	28.1%
%H		51.3%	23.5%	74.7%	48.4%	26.2%	89.9%
Don't know	107	38	19	89	39	50	69
%V	2.1%	1.7%	1.7%	2.2%	1.7%	2.7%	1.7%
%H		35.5%	17.8%	83.2%	36.4%	46.7%	64.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5079	2187	1089	4113	2270	1843	4179
%H		43.1%	21.4%	81.0%	44.7%	36.3%	82.3%
Main living room	2511	979	492	1962	914	1048	1907
%V	49.4%	44.8%	45.2%	47.7%	40.3%	56.9%	45.6%
%H		39.0%	19.6%	78.1%	36.4%	41.7%	75.9%
Kitchen	323	143	66	285	166	118	272
%V	6.4%	6.5%	6.1%	6.9%	7.3%	6.4%	6.5%
%H		44.3%	20.4%	88.2%	51.4%	36.5%	84.2%
Adult's bedroom	1338	616	314	1126	703	423	1168
%V	26.3%	28.2%	28.8%	27.4%	31.0%	23.0%	27.9%
%H		46.0%	23.5%	84.2%	52.5%	31.6%	87.3%
Child's bedroom	360	181	95	294	209	85	344
%V	7.1%	8.3%	8.7%	7.1%	9.2%	4.6%	8.2%
%H		50.3%	26.4%	81.7%	58.1%	23.6%	95.6%
Other bedroom	133	62	38	110	73	37	121
%V	2.6%	2.8%	3.5%	2.7%	3.2%	2.0%	2.9%
%H		46.6%	28.6%	82.7%	54.9%	27.8%	91.0%
Second living/dining room	269	134	54	219	135	84	227
%V	5.3%	6.1%	5.0%	5.3%	5.9%	4.6%	5.4%
%H		49.8%	20.1%	81.4%	50.2%	31.2%	84.4%
Study/office	37	17	8	27	15	12	35
%V	0.7%	0.8%	0.7%	0.7%	0.7%	0.7%	0.8%
%H		45.9%	21.6%	73.0%	40.5%	32.4%	94.6%
TV room	16	8	3	14	9	5	16
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
Conservatory	68	35	13	56	34	22	65
%V	1.3%	1.6%	1.2%	1.4%	1.5%	1.2%	1.6%
%H		51.5%	19.1%	82.4%	50.0%	32.4%	95.6%
Attic or loft room	6	2	2	5	3	2	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	17	8	3	14	9	5	15
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		47.1%	17.6%	82.4%	52.9%	29.4%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5079	2187	1089	4113	2270	1843	4179
%H		43.1%	21.4%	81.0%	44.7%	36.3%	82.3%
PVR	1980	1107	516	1401	1021	380	1780
%V	39.0%	50.6%	47.4%	34.1%	45.0%	20.6%	42.6%
%H		55.9%	26.1%	70.8%	51.6%	19.2%	89.9%
DVDR	110	49	18	84	40	44	97
%V	2.2%	2.2%	1.7%	2.0%	1.8%	2.4%	2.3%
%H		44.5%	16.4%	76.4%	36.4%	40.0%	88.2%
VCR	76	22	9	68	22	46	43
%V	1.5%	1.0%	0.8%	1.7%	1.0%	2.5%	1.0%
%H		28.9%	11.8%	89.5%	28.9%	60.5%	56.6%
Any recorder	2069	1125	528	1481	1040	441	1833
%V	40.7%	51.4%	48.5%	36.0%	45.8%	23.9%	43.9%
%H		54.4%	25.5%	71.6%	50.3%	21.3%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5079	2187	1089	4113	2270	1843	4179
%H		43.1%	21.4%	81.0%	44.7%	36.3%	82.3%
Receives HDTV (via STB or built-in reception)	2017	969	538	1543	1003	540	1820
%V	39.7%	44.3%	49.4%	37.5%	44.2%	29.3%	43.6%
%H		48.0%	26.7%	76.5%	49.7%	26.8%	90.2%
DVD/Blu-ray player or recorder	2875	1241	620	2330	1282	1047	2400
%V	56.6%	56.7%	56.9%	56.6%	56.5%	56.8%	57.4%
%H		43.2%	21.6%	81.0%	44.6%	36.4%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2530	986	492	1977	919	1058	1921
%H		39.0%	19.4%	78.1%	36.3%	41.8%	75.9%
Under 20"	54	5	3	47	2	44	25
%V	2.1%	0.5%	0.6%	2.4%	0.2%	4.2%	1.3%
%H		9.3%	5.6%	87.0%	3.7%	81.5%	46.3%
20" - 29"	372	85	56	308	77	231	221
%V	14.7%	8.6%	11.4%	15.6%	8.4%	21.8%	11.5%
%H		22.8%	15.1%	82.8%	20.7%	62.1%	59.4%
30" - 39"	999	356	177	795	329	466	714
%V	39.5%	36.1%	36.0%	40.2%	35.8%	44.0%	37.2%
%H		35.6%	17.7%	79.6%	32.9%	46.6%	71.5%
40" and over	1052	524	248	787	497	289	934
%V	41.6%	53.1%	50.4%	39.8%	54.1%	27.3%	48.6%
%H		49.8%	23.6%	74.8%	47.2%	27.5%	88.8%
Don't know	52	16	8	40	13	28	27
%V	2.1%	1.6%	1.6%	2.0%	1.4%	2.6%	1.4%
%H		30.8%	15.4%	76.9%	25.0%	53.8%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2530	986	492	1977	919	1058	1921
%H		39.0%	19.4%	78.1%	36.3%	41.8%	75.9%
PVR	1491	797	383	1080	753	327	1315
%V	58.9%	80.8%	77.8%	54.6%	81.9%	30.9%	68.5%
%H		53.5%	25.7%	72.4%	50.5%	21.9%	88.2%
DVDR	87	35	13	67	28	39	76
%V	3.4%	3.5%	2.6%	3.4%	3.0%	3.7%	4.0%
%H		40.2%	14.9%	77.0%	32.2%	44.8%	87.4%
VCR	61	17	6	53	15	38	32
%V	2.4%	1.7%	1.2%	2.7%	1.6%	3.6%	1.7%
%H		27.9%	9.8%	86.9%	24.6%	62.3%	52.5%
Any recorder	1555	808	388	1137	761	376	1351
%V	61.5%	81.9%	78.9%	57.5%	82.8%	35.5%	70.3%
%H		52.0%	25.0%	73.1%	48.9%	24.2%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2530	986	492	1977	919	1058	1921
%H		39.0%	19.4%	78.1%	36.3%	41.8%	75.9%
Receives HDTV (via STB or built-in reception)	1368	653	351	1030	649	381	1211
%V	54.1%	66.2%	71.3%	52.1%	70.6%	36.0%	63.0%
%H		47.7%	25.7%	75.3%	47.4%	27.9%	88.5%
DVD/Blu-ray player or recorder	1840	740	377	1445	703	742	1467
%V	72.7%	75.1%	76.6%	73.1%	76.5%	70.1%	76.4%
%H		40.2%	20.5%	78.5%	38.2%	40.3%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2550	1201	597	2136	1351	785	2258
%H		47.1%	23.4%	83.8%	53.0%	30.8%	88.5%
Under 20"	740	307	175	645	373	273	629
%V	29.0%	25.6%	29.3%	30.2%	27.6%	34.8%	27.9%
%H		41.5%	23.6%	87.2%	50.4%	36.9%	85.0%
20" - 29"	880	402	206	751	469	282	766
%V	34.5%	33.5%	34.5%	35.2%	34.7%	35.9%	33.9%
%H		45.7%	23.4%	85.3%	53.3%	32.0%	87.0%
30" - 39"	623	325	144	503	348	155	582
%V	24.4%	27.1%	24.1%	23.5%	25.8%	19.7%	25.8%
%H		52.2%	23.1%	80.7%	55.9%	24.9%	93.4%
40" and over	252	146	60	188	135	53	239
%V	9.9%	12.2%	10.1%	8.8%	10.0%	6.8%	10.6%
%H		57.9%	23.8%	74.6%	53.6%	21.0%	94.8%
Don't know	55	22	11	49	26	22	42
%V	2.2%	1.8%	1.8%	2.3%	1.9%	2.8%	1.9%
%H		40.0%	20.0%	89.1%	47.3%	40.0%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2550	1201	597	2136	1351	785	2258
%H		47.1%	23.4%	83.8%	53.0%	30.8%	88.5%
PVR	489	309	133	320	267	53	465
%V	19.2%	25.7%	22.3%	15.0%	19.8%	6.8%	20.6%
%H		63.2%	27.2%	65.4%	54.6%	10.8%	95.1%
DVDR	23	13	6	17	12	5	21
%V	0.9%	1.1%	1.0%	0.8%	0.9%	0.6%	0.9%
%H		56.5%	26.1%	73.9%	52.2%	21.7%	91.3%
VCR	16	5	4	15	7	8	10
%V	0.6%	0.4%	0.7%	0.7%	0.5%	1.0%	0.4%
%H		31.3%	25.0%	93.8%	43.8%	50.0%	62.5%
Any recorder	514	317	140	343	279	65	482
%V	20.2%	26.4%	23.5%	16.1%	20.7%	8.3%	21.3%
%H		61.7%	27.2%	66.7%	54.3%	12.6%	93.8%

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	2550	1201	597	2136	1351	785	2258
%H		47.1%	23.4%	83.8%	53.0%	30.8%	88.5%
Receives HDTV (via STB or built-in reception)	649	316	187	513	354	159	609
%V	25.5%	26.3%	31.3%	24.0%	26.2%	20.3%	27.0%
%H		48.7%	28.8%	79.0%	54.5%	24.5%	93.8%
DVD/Blu-ray player or recorder	1035	502	243	885	579	306	934
%V	40.6%	41.8%	40.7%	41.4%	42.9%	39.0%	41.4%
%H		48.5%	23.5%	85.5%	55.9%	29.6%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6322	6103	2715	1293	4586	2477	2109	5312
%H		96.5%	42.9%	20.5%	72.5%	39.2%	33.4%	84.0%
Total Children	1244	1214	615	280	838	521	317	1136
%V	19.7%	19.9%	22.7%	21.7%	18.3%	21.0%	15.0%	21.4%
%H		97.6%	49.4%	22.5%	67.4%	41.9%	25.5%	91.3%
0 - 3	334	325	151	74	228	131	97	296
%V	5.3%	5.3%	5.6%	5.7%	5.0%	5.3%	4.6%	5.6%
%H		97.3%	45.2%	22.2%	68.3%	39.2%	29.0%	88.6%
4 - 15	910	889	464	206	610	390	220	840
%V	14.4%	14.6%	17.1%	15.9%	13.3%	15.7%	10.4%	15.8%
%H		97.7%	51.0%	22.6%	67.0%	42.9%	24.2%	92.3%
4 - 9	481	469	248	102	314	198	117	436
%V	7.6%	7.7%	9.1%	7.9%	6.8%	8.0%	5.5%	8.2%
%H		97.5%	51.6%	21.2%	65.3%	41.2%	24.3%	90.6%
10 - 15	430	420	215	104	296	193	103	404
%V	6.8%	6.9%	7.9%	8.0%	6.5%	7.8%	4.9%	7.6%
%H		97.7%	50.0%	24.2%	68.8%	44.9%	24.0%	94.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6322	6103	2715	1293	4586	2477	2109	5312
%H		96.5%	42.9%	20.5%	72.5%	39.2%	33.4%	84.0%
Total Adults (16+)	5078	4889	2100	1013	3748	1956	1793	4176
%V	80.3%	80.1%	77.3%	78.3%	81.7%	79.0%	85.0%	78.6%
%H		96.3%	41.4%	19.9%	73.8%	38.5%	35.3%	82.2%
16 - 19	306	296	140	72	222	135	86	289
%V	4.8%	4.9%	5.2%	5.6%	4.8%	5.5%	4.1%	5.4%
%H		96.7%	45.8%	23.5%	72.5%	44.1%	28.1%	94.4%
20 - 24	405	370	156	86	279	152	126	369
%V	6.4%	6.1%	5.7%	6.7%	6.1%	6.1%	6.0%	6.9%
%H		91.4%	38.5%	21.2%	68.9%	37.5%	31.1%	91.1%
25 - 34	820	778	366	183	533	312	222	749
%V	13.0%	12.7%	13.5%	14.2%	11.6%	12.6%	10.5%	14.1%
%H		94.9%	44.6%	22.3%	65.0%	38.0%	27.1%	91.3%
35 - 44	791	771	382	180	550	339	211	724
%V	12.5%	12.6%	14.1%	13.9%	12.0%	13.7%	10.0%	13.6%
%H		97.5%	48.3%	22.8%	69.5%	42.9%	26.7%	91.5%
45 - 54	900	873	424	187	685	411	274	812
%V	14.2%	14.3%	15.6%	14.5%	14.9%	16.6%	13.0%	15.3%
%H		97.0%	47.1%	20.8%	76.1%	45.7%	30.4%	90.2%
55 - 64	719	694	297	141	542	284	258	596
%V	11.4%	11.4%	10.9%	10.9%	11.8%	11.5%	12.2%	11.2%
%H		96.5%	41.3%	19.6%	75.4%	39.5%	35.9%	82.9%
65+	1137	1107	335	162	938	322	615	637
%V	18.0%	18.1%	12.3%	12.5%	20.5%	13.0%	29.2%	12.0%
%H		97.4%	29.5%	14.2%	82.5%	28.3%	54.1%	56.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5078	4889	2100	1013	3748	1956	1793	4176
%H		96.3%	41.4%	19.9%	73.8%	38.5%	35.3%	82.2%
AB	1298	1260	589	231	956	509	447	1211
%V	25.6%	25.8%	28.0%	22.8%	25.5%	26.0%	24.9%	29.0%
%H		97.1%	45.4%	17.8%	73.7%	39.2%	34.4%	93.3%
C1	1331	1273	549	309	988	565	423	1178
%V	26.2%	26.0%	26.1%	30.5%	26.4%	28.9%	23.6%	28.2%
%H		95.6%	41.2%	23.2%	74.2%	42.4%	31.8%	88.5%
C2	1209	1176	503	264	894	481	413	1016
%V	23.8%	24.1%	24.0%	26.1%	23.9%	24.6%	23.0%	24.3%
%H		97.3%	41.6%	21.8%	73.9%	39.8%	34.2%	84.0%
D	795	764	332	148	574	285	289	564
%V	15.7%	15.6%	15.8%	14.6%	15.3%	14.6%	16.1%	13.5%
%H		96.1%	41.8%	18.6%	72.2%	35.8%	36.4%	70.9%
E	445	416	126	62	337	116	221	207
%V	8.8%	8.5%	6.0%	6.1%	9.0%	5.9%	12.3%	5.0%
%H		93.5%	28.3%	13.9%	75.7%	26.1%	49.7%	46.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5078	4889	2100	1013	3748	1956	1793	4176
%H		96.3%	41.4%	19.9%	73.8%	38.5%	35.3%	82.2%
Working full time	2274	2211	1051	509	1653	990	663	2108
%V	44.8%	45.2%	50.0%	50.2%	44.1%	50.6%	37.0%	50.5%
%H		97.2%	46.2%	22.4%	72.7%	43.5%	29.2%	92.7%
Working part time	540	525	235	118	396	224	172	493
%V	10.6%	10.7%	11.2%	11.6%	10.6%	11.5%	9.6%	11.8%
%H		97.2%	43.5%	21.9%	73.3%	41.5%	31.9%	91.3%
Not working	2264	2153	813	386	1699	742	957	1576
%V	44.6%	44.0%	38.7%	38.1%	45.3%	37.9%	53.4%	37.7%
%H		95.1%	35.9%	17.0%	75.0%	32.8%	42.3%	69.6%
Housewife/Houseperson	2649	2535	987	493	1979	920	1059	1992
%V	52.2%	51.9%	47.0%	48.7%	52.8%	47.0%	59.1%	47.7%
%H		95.7%	37.3%	18.6%	74.7%	34.7%	40.0%	75.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2490	2385	1058	492	1813	970	843	2084
%H		95.8%	42.5%	19.8%	72.8%	39.0%	33.9%	83.7%
16 - 19	162	157	73	40	116	71	45	154
%V	6.5%	6.6%	6.9%	8.1%	6.4%	7.3%	5.3%	7.4%
%H		96.9%	45.1%	24.7%	71.6%	43.8%	27.8%	95.1%
20 - 24	202	183	82	39	140	76	64	186
%V	8.1%	7.7%	7.8%	7.9%	7.7%	7.8%	7.6%	8.9%
%H		90.6%	40.6%	19.3%	69.3%	37.6%	31.7%	92.1%
25 - 34	406	381	180	93	258	154	105	374
%V	16.3%	16.0%	17.0%	18.9%	14.2%	15.9%	12.5%	17.9%
%H		93.8%	44.3%	22.9%	63.5%	37.9%	25.9%	92.1%
35 - 44	392	382	192	83	275	167	108	356
%V	15.7%	16.0%	18.1%	16.9%	15.2%	17.2%	12.8%	17.1%
%H		97.4%	49.0%	21.2%	70.2%	42.6%	27.6%	90.8%
45 - 54	445	428	213	88	333	200	133	394
%V	17.9%	17.9%	20.1%	17.9%	18.4%	20.6%	15.8%	18.9%
%H		96.2%	47.9%	19.8%	74.8%	44.9%	29.9%	88.5%
55 - 64	357	343	144	74	269	142	127	296
%V	14.3%	14.4%	13.6%	15.0%	14.8%	14.6%	15.1%	14.2%
%H		96.1%	40.3%	20.7%	75.4%	39.8%	35.6%	82.9%
65+	526	510	174	74	422	160	262	325
%V	21.1%	21.4%	16.4%	15.0%	23.3%	16.5%	31.1%	15.6%
%H		97.0%	33.1%	14.1%	80.2%	30.4%	49.8%	61.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2490	2385	1058	492	1813	970	843	2084
%H		95.8%	42.5%	19.8%	72.8%	39.0%	33.9%	83.7%
AB	653	633	300	119	476	259	218	613
%V	26.2%	26.5%	28.4%	24.2%	26.3%	26.7%	25.9%	29.4%
%H		96.9%	45.9%	18.2%	72.9%	39.7%	33.4%	93.9%
C1	624	592	270	139	459	272	186	561
%V	25.1%	24.8%	25.5%	28.3%	25.3%	28.0%	22.1%	26.9%
%H		94.9%	43.3%	22.3%	73.6%	43.6%	29.8%	89.9%
C2	647	627	267	135	474	249	225	534
%V	26.0%	26.3%	25.2%	27.4%	26.1%	25.7%	26.7%	25.6%
%H		96.9%	41.3%	20.9%	73.3%	38.5%	34.8%	82.5%
D	388	372	170	72	277	144	133	288
%V	15.6%	15.6%	16.1%	14.6%	15.3%	14.8%	15.8%	13.8%
%H		95.9%	43.8%	18.6%	71.4%	37.1%	34.3%	74.2%
E	178	160	51	25	128	47	81	87
%V	7.1%	6.7%	4.8%	5.1%	7.1%	4.8%	9.6%	4.2%
%H		89.9%	28.7%	14.0%	71.9%	26.4%	45.5%	48.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2490	2385	1058	492	1813	970	843	2084
%H		95.8%	42.5%	19.8%	72.8%	39.0%	33.9%	83.7%
Working full time	1434	1392	669	319	1030	619	411	1329
%V	57.6%	58.4%	63.2%	64.8%	56.8%	63.8%	48.8%	63.8%
%H		97.1%	46.7%	22.2%	71.8%	43.2%	28.7%	92.7%
Working part time	102	97	42	15	73	34	39	83
%V	4.1%	4.1%	4.0%	3.0%	4.0%	3.5%	4.6%	4.0%
%H		95.1%	41.2%	14.7%	71.6%	33.3%	38.2%	81.4%
Not working	954	896	347	158	710	317	393	672
%V	38.3%	37.6%	32.8%	32.1%	39.2%	32.7%	46.6%	32.2%
%H		93.9%	36.4%	16.6%	74.4%	33.2%	41.2%	70.4%
Housewife/Houseperson	560	515	174	84	405	149	256	350
%V	22.5%	21.6%	16.4%	17.1%	22.3%	15.4%	30.4%	16.8%
%H		92.0%	31.1%	15.0%	72.3%	26.6%	45.7%	62.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2504	1042	521	1935	986	949	2092
%H		96.8%	40.3%	20.1%	74.8%	38.1%	36.7%	80.8%
16 - 19	144	139	67	31	106	64	42	136
%V	5.6%	5.6%	6.4%	6.0%	5.5%	6.5%	4.4%	6.5%
%H		96.5%	46.5%	21.5%	73.6%	44.4%	29.2%	94.4%
20 - 24	203	186	74	47	139	76	62	183
%V	7.8%	7.4%	7.1%	9.0%	7.2%	7.7%	6.5%	8.7%
%H		91.6%	36.5%	23.2%	68.5%	37.4%	30.5%	90.1%
25 - 34	414	396	187	90	275	158	117	375
%V	16.0%	15.8%	17.9%	17.3%	14.2%	16.0%	12.3%	17.9%
%H		95.7%	45.2%	21.7%	66.4%	38.2%	28.3%	90.6%
35 - 44	400	389	190	98	275	172	103	369
%V	15.5%	15.5%	18.2%	18.8%	14.2%	17.4%	10.9%	17.6%
%H		97.3%	47.5%	24.5%	68.8%	43.0%	25.8%	92.3%
45 - 54	455	446	211	100	353	211	141	418
%V	17.6%	17.8%	20.2%	19.2%	18.2%	21.4%	14.9%	20.0%
%H		98.0%	46.4%	22.0%	77.6%	46.4%	31.0%	91.9%
55 - 64	361	351	153	67	273	142	131	300
%V	13.9%	14.0%	14.7%	12.9%	14.1%	14.4%	13.8%	14.3%
%H		97.2%	42.4%	18.6%	75.6%	39.3%	36.3%	83.1%
65+	611	597	161	88	515	162	353	312
%V	23.6%	23.8%	15.5%	16.9%	26.6%	16.4%	37.2%	14.9%
%H		97.7%	26.4%	14.4%	84.3%	26.5%	57.8%	51.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2504	1042	521	1935	986	949	2092
%H		96.8%	40.3%	20.1%	74.8%	38.1%	36.7%	80.8%
AB	645	627	289	111	480	250	229	597
%V	24.9%	25.0%	27.7%	21.3%	24.8%	25.4%	24.1%	28.5%
%H		97.2%	44.8%	17.2%	74.4%	38.8%	35.5%	92.6%
C1	708	681	279	169	530	293	237	617
%V	27.4%	27.2%	26.8%	32.4%	27.4%	29.7%	25.0%	29.5%
%H		96.2%	39.4%	23.9%	74.9%	41.4%	33.5%	87.1%
C2	561	549	236	129	420	232	188	482
%V	21.7%	21.9%	22.6%	24.8%	21.7%	23.5%	19.8%	23.0%
%H		97.9%	42.1%	23.0%	74.9%	41.4%	33.5%	85.9%
D	407	391	162	75	297	141	156	276
%V	15.7%	15.6%	15.5%	14.4%	15.3%	14.3%	16.4%	13.2%
%H		96.1%	39.8%	18.4%	73.0%	34.6%	38.3%	67.8%
E	266	256	75	36	209	69	139	120
%V	10.3%	10.2%	7.2%	6.9%	10.8%	7.0%	14.6%	5.7%
%H		96.2%	28.2%	13.5%	78.6%	25.9%	52.3%	45.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2504	1042	521	1935	986	949	2092
%H		96.8%	40.3%	20.1%	74.8%	38.1%	36.7%	80.8%
Working full time	840	819	382	190	623	371	252	779
%V	32.5%	32.7%	36.7%	36.5%	32.2%	37.6%	26.6%	37.2%
%H		97.5%	45.5%	22.6%	74.2%	44.2%	30.0%	92.7%
Working part time	438	428	193	103	324	190	133	410
%V	16.9%	17.1%	18.5%	19.8%	16.7%	19.3%	14.0%	19.6%
%H		97.7%	44.1%	23.5%	74.0%	43.4%	30.4%	93.6%
Not working	1310	1257	467	228	989	425	564	903
%V	50.6%	50.2%	44.8%	43.8%	51.1%	43.1%	59.4%	43.2%
%H		96.0%	35.6%	17.4%	75.5%	32.4%	43.1%	68.9%
Housewife/Houseperson	2089	2020	813	409	1574	771	803	1642
%V	80.7%	80.7%	78.0%	78.5%	81.3%	78.2%	84.6%	78.5%
%H		96.7%	38.9%	19.6%	75.3%	36.9%	38.4%	78.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents	Page
Household	
Table 15.1: Social Grade	396
Table 15.2: Housewife Age	397
Table 15.3: Size of Household	398
Table 15.4: Presence of Children	399
Table 15.5: Number of TV sets in household	400
Table 15.6: Screen size	401
Table 15.7: Location of ANY set in household	402
Table 15.8: Platform Provider	403
Table 15.9: Recorders and other equipment	404
Table 15.10: Computers and Internet	405
Sets	
Table 15.11: Screen Size	406
Table 15.12: Location of set	407
Table 15.13: Recorders	408
Table 15.14: Other TV equipment	408
Table 15.15: Main Set Screen Size	409
Table 15.16: Main Set Recorders	410
Table 15.17: Main Set - Other TV equipment	410
Table 15.18: Other Sets (non-Main Set) Screen Size	411
Table 15.19: Other Set (non-Main Set) Recorders	412
Table 15.20: Other Set (non-Main Set) - Other TV equipment	412
Individuals	
Table 15.21: Age of Children	413
Table 15.22: Adults - Age	414
Table 15.23: Social Grade (Adults 16+)	415
Table 15.24: Working Status (Adults 16+)	416
Table 15.25: Males - Age	417
Table 15.26: Social Grade (Males 16+)	418
Table 15.27: Working Status (Males 16+)	419
Table 15.28: Females - Age	420
Table 15.29: Social Grade (Females 16+)	421
Table 15.30: Working Status (Females 16+)	422

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
AB	213	208	87	39	166	83	83	197
%V	22.2%	22.8%	26.1%	20.2%	23.5%	25.7%	21.7%	27.4%
%H (All HH)		97.7%	40.8%	18.3%	77.9%	39.0%	39.0%	92.5%
%H (TV HH)			41.8%	18.8%	79.8%	39.9%	39.9%	
C1	246	233	84	48	176	79	97	203
%V	25.7%	25.5%	25.2%	24.9%	24.9%	24.5%	25.3%	28.2%
%H (All HH)		94.7%	34.1%	19.5%	71.5%	32.1%	39.4%	82.5%
%H (TV HH)			36.1%	20.6%	75.5%	33.9%	41.6%	
C2	200	195	74	51	154	83	70	157
%V	20.9%	21.4%	22.2%	26.4%	21.8%	25.7%	18.3%	21.8%
%H (All HH)		97.5%	37.0%	25.5%	77.0%	41.5%	35.0%	78.5%
%H (TV HH)			37.9%	26.2%	79.0%	42.6%	35.9%	
D	156	145	53	31	106	46	60	101
%V	16.3%	15.9%	15.9%	16.1%	15.0%	14.2%	15.7%	14.0%
%H (All HH)		92.9%	34.0%	19.9%	67.9%	29.5%	38.5%	64.7%
%H (TV HH)			36.6%	21.4%	73.1%	31.7%	41.4%	
E	143	132	35	24	104	32	72	61
%V	14.9%	14.5%	10.5%	12.4%	14.7%	9.9%	18.8%	8.5%
%H (All HH)		92.3%	24.5%	16.8%	72.7%	22.4%	50.3%	42.7%
%H (TV HH)			26.5%	18.2%	78.8%	24.2%	54.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Under 25	62	55	17	11	37	15	22	52
%V	6.5%	6.0%	5.1%	5.7%	5.2%	4.6%	5.7%	7.2%
%H (All HH)		88.7%	27.4%	17.7%	59.7%	24.2%	35.5%	83.9%
%H (TV HH)			30.9%	20.0%	67.3%	27.3%	40.0%	
25 - 34	143	130	64	30	87	52	34	127
%V	14.9%	14.2%	19.2%	15.5%	12.3%	16.1%	8.9%	17.6%
%H (All HH)		90.9%	44.8%	21.0%	60.8%	36.4%	23.8%	88.8%
%H (TV HH)			49.2%	23.1%	66.9%	40.0%	26.2%	
35 - 44	165	157	71	40	111	66	45	152
%V	17.2%	17.2%	21.3%	20.7%	15.7%	20.4%	11.7%	21.1%
%H (All HH)		95.2%	43.0%	24.2%	67.3%	40.0%	27.3%	92.1%
%H (TV HH)			45.2%	25.5%	70.7%	42.0%	28.7%	
45 - 54	179	174	72	42	135	76	59	157
%V	18.7%	19.1%	21.6%	21.8%	19.1%	23.5%	15.4%	21.8%
%H (All HH)		97.2%	40.2%	23.5%	75.4%	42.5%	33.0%	87.7%
%H (TV HH)			41.4%	24.1%	77.6%	43.7%	33.9%	
55 - 64	145	142	48	33	114	52	62	118
%V	15.1%	15.6%	14.4%	17.1%	16.1%	16.1%	16.2%	16.4%
%H (All HH)		97.9%	33.1%	22.8%	78.6%	35.9%	42.8%	81.4%
%H (TV HH)			33.8%	23.2%	80.3%	36.6%	43.7%	
65 +	263	256	61	36	223	63	161	114
%V	27.5%	28.0%	18.3%	18.7%	31.5%	19.5%	42.0%	15.8%
%H (All HH)		97.3%	23.2%	13.7%	84.8%	24.0%	61.2%	43.3%
%H (TV HH)			23.8%	14.1%	87.1%	24.6%	62.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
1	288	265	55	38	220	51	168	137
%V	30.1%	29.0%	16.5%	19.7%	31.1%	15.8%	43.9%	19.0%
%H (All HH)		92.0%	19.1%	13.2%	76.4%	17.7%	58.3%	47.6%
%H (TV HH)			20.8%	14.3%	83.0%	19.2%	63.4%	
2	331	320	112	71	258	119	138	267
%V	34.6%	35.0%	33.6%	36.8%	36.5%	36.8%	36.0%	37.1%
%H (All HH)		96.7%	33.8%	21.5%	77.9%	36.0%	41.7%	80.7%
%H (TV HH)			35.0%	22.2%	80.6%	37.2%	43.1%	
3	146	141	72	34	98	62	36	136
%V	15.2%	15.4%	21.6%	17.6%	13.9%	19.2%	9.4%	18.9%
%H (All HH)		96.6%	49.3%	23.3%	67.1%	42.5%	24.7%	93.2%
%H (TV HH)			51.1%	24.1%	69.5%	44.0%	25.5%	
4	128	124	65	29	88	60	29	120
%V	13.4%	13.6%	19.5%	15.0%	12.4%	18.6%	7.6%	16.7%
%H (All HH)		96.9%	50.8%	22.7%	68.8%	46.9%	22.7%	93.8%
%H (TV HH)			52.4%	23.4%	71.0%	48.4%	23.4%	
5+	64	62	29	21	43	31	12	61
%V	6.7%	6.8%	8.7%	10.9%	6.1%	9.6%	3.1%	8.5%
%H (All HH)		96.9%	45.3%	32.8%	67.2%	48.4%	18.8%	95.3%
%H (TV HH)			46.8%	33.9%	69.4%	50.0%	19.4%	
Average HH size	2.35	2.38	2.76	2.66	2.29	2.74	1.91	2.63

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Without	696	659	202	129	534	208	326	480
%V	72.7%	72.2%	60.7%	66.8%	75.5%	64.4%	85.1%	66.7%
%H (All HH)		94.7%	29.0%	18.5%	76.7%	29.9%	46.8%	69.0%
%H (TV HH)			30.7%	19.6%	81.0%	31.6%	49.5%	
With	261	254	132	64	173	115	58	240
%V	27.2%	27.8%	39.6%	33.2%	24.5%	35.6%	15.1%	33.3%
%H (All HH)		97.3%	50.6%	24.5%	66.3%	44.1%	22.2%	92.0%
%H (TV HH)			52.0%	25.2%	68.1%	45.3%	22.8%	
0 - 3	108	105	57	24	68	44	24	96
%V	11.3%	11.5%	17.1%	12.4%	9.6%	13.6%	6.3%	13.3%
%H (All HH)		97.2%	52.8%	22.2%	63.0%	40.7%	22.2%	88.9%
%H (TV HH)			54.3%	22.9%	64.8%	41.9%	22.9%	
4 - 9	129	123	67	28	86	56	29	117
%V	13.5%	13.5%	20.1%	14.5%	12.2%	17.3%	7.6%	16.3%
%H (All HH)		95.3%	51.9%	21.7%	66.7%	43.4%	22.5%	90.7%
%H (TV HH)			54.5%	22.8%	69.9%	45.5%	23.6%	
10 - 15	117	115	58	31	81	56	25	112
%V	12.2%	12.6%	17.4%	16.1%	11.5%	17.3%	6.5%	15.6%
%H (All HH)		98.3%	49.6%	26.5%	69.2%	47.9%	21.4%	95.7%
%H (TV HH)			50.4%	27.0%	70.4%	48.7%	21.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
1	402	402	118	72	284	82	202	260
%V	42.0%	44.0%	35.4%	37.3%	40.2%	25.4%	52.7%	36.1%
%H (All HH)		100.0%	29.4%	17.9%	70.6%	20.4%	50.2%	64.7%
%H (TV HH)			29.4%	17.9%	70.6%	20.4%	50.2%	
2	298	298	113	60	241	113	128	233
%V	31.1%	32.6%	33.9%	31.1%	34.1%	35.0%	33.4%	32.4%
%H (All HH)		100.0%	37.9%	20.1%	80.9%	37.9%	43.0%	78.2%
%H (TV HH)			37.9%	20.1%	80.9%	37.9%	43.0%	
3	140	140	64	38	117	76	41	128
%V	14.6%	15.3%	19.2%	19.7%	16.5%	23.5%	10.7%	17.8%
%H (All HH)		100.0%	45.7%	27.1%	83.6%	54.3%	29.3%	91.4%
%H (TV HH)			45.7%	27.1%	83.6%	54.3%	29.3%	
4	55	55	30	18	48	40	8	52
%V	5.7%	6.0%	9.0%	9.3%	6.8%	12.4%	2.1%	7.2%
%H (All HH)		100.0%	54.5%	32.7%	87.3%	72.7%	14.5%	94.5%
%H (TV HH)			54.5%	32.7%	87.3%	72.7%	14.5%	
5+	18	18	8	5	17	13	4	18
%V	1.9%	2.0%	2.4%	2.6%	2.4%	4.0%	1.0%	2.5%
%H (All HH)		100.0%	44.4%	27.8%	94.4%	72.2%	22.2%	100.0%
%H (TV HH)			44.4%	27.8%	94.4%	72.2%	22.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Under 20"	202	202	67	44	173	85	89	163
%V	21.1%	22.1%	20.1%	22.8%	24.5%	26.3%	23.2%	22.6%
%H (All HH)		100.0%	33.2%	21.8%	85.6%	42.1%	44.1%	80.7%
%H (TV HH)			33.2%	21.8%	85.6%	42.1%	44.1%	
20" - 29"	328	328	116	60	277	127	150	235
%V	34.2%	35.9%	34.8%	31.1%	39.2%	39.3%	39.2%	32.6%
%H (All HH)		100.0%	35.4%	18.3%	84.5%	38.7%	45.7%	71.6%
%H (TV HH)			35.4%	18.3%	84.5%	38.7%	45.7%	
30" - 39"	470	470	172	105	373	179	194	364
%V	49.1%	51.5%	51.7%	54.4%	52.8%	55.4%	50.7%	50.6%
%H (All HH)		100.0%	36.6%	22.3%	79.4%	38.1%	41.3%	77.4%
%H (TV HH)			36.6%	22.3%	79.4%	38.1%	41.3%	
40" and over	385	385	189	101	286	185	100	345
%V	40.2%	42.2%	56.8%	52.3%	40.5%	57.3%	26.1%	47.9%
%H (All HH)		100.0%	49.1%	26.2%	74.3%	48.1%	26.0%	89.6%
%H (TV HH)			49.1%	26.2%	74.3%	48.1%	26.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Main living room	898	898	331	192	695	322	373	681
%V	93.7%	98.4%	99.4%	99.5%	98.3%	99.7%	97.4%	94.6%
%H (All HH)		100.0%	36.9%	21.4%	77.4%	35.9%	41.5%	75.8%
%H (TV HH)			36.9%	21.4%	77.4%	35.9%	41.5%	
Kitchen	99	99	40	22	91	52	38	81
%V	10.3%	10.8%	12.0%	11.4%	12.9%	16.1%	9.9%	11.3%
%H (All HH)		100.0%	40.4%	22.2%	91.9%	52.5%	38.4%	81.8%
%H (TV HH)			40.4%	22.2%	91.9%	52.5%	38.4%	
Adult's bedroom	355	355	145	91	295	173	122	305
%V	37.1%	38.9%	43.5%	47.2%	41.7%	53.6%	31.9%	42.4%
%H (All HH)		100.0%	40.8%	25.6%	83.1%	48.7%	34.4%	85.9%
%H (TV HH)			40.8%	25.6%	83.1%	48.7%	34.4%	
Child's bedroom	94	94	50	25	73	55	18	87
%V	9.8%	10.3%	15.0%	13.0%	10.3%	17.0%	4.7%	12.1%
%H (All HH)		100.0%	53.2%	26.6%	77.7%	58.5%	19.1%	92.6%
%H (TV HH)			53.2%	26.6%	77.7%	58.5%	19.1%	
Other bedroom	48	48	22	15	41	29	12	42
%V	5.0%	5.3%	6.6%	7.8%	5.8%	9.0%	3.1%	5.8%
%H (All HH)		100.0%	45.8%	31.3%	85.4%	60.4%	25.0%	87.5%
%H (TV HH)			45.8%	31.3%	85.4%	60.4%	25.0%	
Second living/dining room	94	94	44	22	78	48	29	78
%V	9.8%	10.3%	13.2%	11.4%	11.0%	14.9%	7.6%	10.8%
%H (All HH)		100.0%	46.8%	23.4%	83.0%	51.1%	30.9%	83.0%
%H (TV HH)			46.8%	23.4%	83.0%	51.1%	30.9%	
Study/office	10	10	4	1	8	3	5	9
%V	1.0%	1.1%	1.2%	0.5%	1.1%	0.9%	1.3%	1.3%
%H (All HH)		100.0%	40.0%	10.0%	80.0%	30.0%	50.0%	90.0%
%H (TV HH)			40.0%	10.0%	80.0%	30.0%	50.0%	
TV room	4	4	2	1	3	2	1	4
%V	0.4%	0.4%	0.6%	0.5%	0.4%	0.6%	0.3%	0.6%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Conservatory	22	22	10	5	21	14	7	21
%V	2.3%	2.4%	3.0%	2.6%	3.0%	4.3%	1.8%	2.9%
%H (All HH)		100.0%	45.5%	22.7%	95.5%	63.6%	31.8%	95.5%
%H (TV HH)			45.5%	22.7%	95.5%	63.6%	31.8%	
Attic or loft room	3	3	1	0	3	1	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.5%	0.3%
%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	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	9	9	5	1	7	4	3	8
%V	0.9%	1.0%	1.5%	0.5%	1.0%	1.2%	0.8%	1.1%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	44.4%	33.3%	88.9%
%H (TV HH)			55.6%	11.1%	77.8%	44.4%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Any DSAT provider	333	333	333	12	208	208	0	292
%V	34.8%	36.5%	100.0%	6.2%	29.4%	64.4%	0.0%	40.6%
%H (All HH)			100.0%	3.6%	62.5%	62.5%	0.0%	87.7%
%H (TV HH)			100.0%	3.6%	62.5%	62.5%	0.0%	
Sky with subcription	265	265	265	4	163	163	0	236
%V	27.7%	29.0%	79.6%	2.1%	23.1%	50.5%	0.0%	32.8%
%H (All HH)			100.0%	1.5%	61.5%	61.5%	0.0%	89.1%
%H (TV HH)			100.0%	1.5%	61.5%	61.5%	0.0%	
Sky without subscription	25	25	25	4	17	17	0	19
%V	2.6%	2.7%	7.5%	2.1%	2.4%	5.3%	0.0%	2.6%
%H (All HH)			100.0%	16.0%	68.0%	68.0%	0.0%	76.0%
%H (TV HH)			100.0%	16.0%	68.0%	68.0%	0.0%	
Freesat	40	40	40	2	27	27	0	32
%V	4.2%	4.4%	12.0%	1.0%	3.8%	8.4%	0.0%	4.4%
%H (All HH)			100.0%	5.0%	67.5%	67.5%	0.0%	80.0%
%H (TV HH)			100.0%	5.0%	67.5%	67.5%	0.0%	
Other satellite provider	15	15	15	2	8	8	0	12
%V	1.6%	1.6%	4.5%	1.0%	1.1%	2.5%	0.0%	1.7%
%H (All HH)			100.0%	13.3%	53.3%	53.3%	0.0%	80.0%
%H (TV HH)			100.0%	13.3%	53.3%	53.3%	0.0%	
DCAB	193	193	12	193	123	123	0	167
%V	20.1%	21.1%	3.6%	100.0%	17.4%	38.1%	0.0%	23.2%
%H (All HH)			6.2%	100.0%	63.7%	63.7%	0.0%	86.5%
%H (TV HH)			6.2%	100.0%	63.7%	63.7%	0.0%	
DTT	707	707	208	123	707	323	383	517
%V	73.8%	77.4%	62.5%	63.7%	100.0%	100.0%	100.0%	71.8%
%H (All HH)		100.0%	29.4%	17.4%	100.0%	45.7%	54.2%	73.1%
%H (TV HH)			29.4%	17.4%	100.0%	45.7%	54.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%H (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
PVR	540	540	276	140	402	271	131	470
%V	56.4%	59.1%	82.9%	72.5%	56.9%	83.9%	34.2%	65.3%
%H (All HH)		100.0%	51.1%	25.9%	74.4%	50.2%	24.3%	87.0%
%H (TV HH)			51.1%	25.9%	74.4%	50.2%	24.3%	
DVDR	31	31	11	4	26	10	16	23
%V	3.2%	3.4%	3.3%	2.1%	3.7%	3.1%	4.2%	3.2%
%H (All HH)		100.0%	35.5%	12.9%	83.9%	32.3%	51.6%	74.2%
%H (TV HH)			35.5%	12.9%	83.9%	32.3%	51.6%	
VCR	20	20	9	2	17	8	9	10
%V	2.1%	2.2%	2.7%	1.0%	2.4%	2.5%	2.3%	1.4%
%H (All HH)		100.0%	45.0%	10.0%	85.0%	40.0%	45.0%	50.0%
%H (TV HH)			45.0%	10.0%	85.0%	40.0%	45.0%	
Any recorder	560	560	279	142	420	273	147	480
%V	58.5%	61.3%	83.8%	73.6%	59.4%	84.5%	38.4%	66.7%
%H (All HH)		100.0%	49.8%	25.4%	75.0%	48.8%	26.3%	85.7%
%H (TV HH)			49.8%	25.4%	75.0%	48.8%	26.3%	
Receives HDTV (via STB or built-in reception)	487	487	223	131	374	233	141	426
%V	50.8%	53.3%	67.0%	67.9%	52.9%	72.1%	36.8%	59.2%
%H (All HH)		100.0%	45.8%	26.9%	76.8%	47.8%	29.0%	87.5%
%H (TV HH)			45.8%	26.9%	76.8%	47.8%	29.0%	
DVD/Blu-ray player or recorder	678	678	267	151	529	265	264	556
%V	70.8%	74.3%	80.2%	78.2%	74.8%	82.0%	68.9%	77.2%
%H (All HH)		100.0%	39.4%	22.3%	78.0%	39.1%	38.9%	82.0%
%H (TV HH)			39.4%	22.3%	78.0%	39.1%	38.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	958	913	333	193	707	323	383	720
%V (All HH)		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%
%H (TV HH)			36.5%	21.1%	77.4%	35.4%	41.9%	
Has broadband internet	720	691	292	167	517	286	231	720
%V	75.2%	75.7%	87.7%	86.5%	73.1%	88.5%	60.3%	100.0%
%H (All HH)		96.0%	40.6%	23.2%	71.8%	39.7%	32.1%	100.0%
%H (TV HH)			42.3%	24.2%	74.8%	41.4%	33.4%	
Number of computers (PCs and laptops)								
0	222	207	39	26	176	34	141	16
%V	23.2%	22.7%	11.7%	13.5%	24.9%	10.5%	36.8%	2.2%
%H (All HH)		93.2%	17.6%	11.7%	79.3%	15.3%	63.5%	7.2%
%H (TV HH)			18.8%	12.6%	85.0%	16.4%	68.1%	
1	304	287	102	59	218	95	123	279
%V	31.7%	31.4%	30.6%	30.6%	30.8%	29.4%	32.1%	38.8%
%H (All HH)		94.4%	33.6%	19.4%	71.7%	31.3%	40.5%	91.8%
%H (TV HH)			35.5%	20.6%	76.0%	33.1%	42.9%	
2	195	189	82	50	143	87	56	189
%V	20.4%	20.7%	24.6%	25.9%	20.2%	26.9%	14.6%	26.3%
%H (All HH)		96.9%	42.1%	25.6%	73.3%	44.6%	28.7%	96.9%
%H (TV HH)			43.4%	26.5%	75.7%	46.0%	29.6%	
3	109	105	52	24	79	49	30	108
%V	11.4%	11.5%	15.6%	12.4%	11.2%	15.2%	7.8%	15.0%
%H (All HH)		96.3%	47.7%	22.0%	72.5%	45.0%	27.5%	99.1%
%H (TV HH)			49.5%	22.9%	75.2%	46.7%	28.6%	
4	64	62	30	15	46	29	17	63
%V	6.7%	6.8%	9.0%	7.8%	6.5%	9.0%	4.4%	8.8%
%H (All HH)		96.9%	46.9%	23.4%	71.9%	45.3%	26.6%	98.4%
%H (TV HH)			48.4%	24.2%	74.2%	46.8%	27.4%	
5+	64	63	28	20	45	29	16	64
%V	6.7%	6.9%	8.4%	10.4%	6.4%	9.0%	4.2%	8.9%
%H (All HH)		98.4%	43.8%	31.3%	70.3%	45.3%	25.0%	100.0%
%H (TV HH)			44.4%	31.7%	71.4%	46.0%	25.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1736	701	407	1400	765	635	1416
%H		40.4%	23.4%	80.6%	44.1%	36.6%	81.6%
Under 20"	252	86	56	217	109	108	208
%V	14.5%	12.3%	13.8%	15.5%	14.2%	17.0%	14.7%
%H		34.1%	22.2%	86.1%	43.3%	42.9%	82.5%
20" - 29"	415	155	85	352	178	173	309
%V	23.9%	22.1%	20.9%	25.1%	23.3%	27.2%	21.8%
%H		37.3%	20.5%	84.8%	42.9%	41.7%	74.5%
30" - 39"	562	214	133	447	228	219	447
%V	32.4%	30.5%	32.7%	31.9%	29.8%	34.5%	31.6%
%H		38.1%	23.7%	79.5%	40.6%	39.0%	79.5%
40" and over	448	223	118	336	223	113	404
%V	25.8%	31.8%	29.0%	24.0%	29.2%	17.8%	28.5%
%H		49.8%	26.3%	75.0%	49.8%	25.2%	90.2%
Don't know	61	24	16	49	27	22	48
%V	3.5%	3.4%	3.9%	3.5%	3.5%	3.5%	3.4%
%H		39.3%	26.2%	80.3%	44.3%	36.1%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1736	701	407	1400	765	635	1416
%H		40.4%	23.4%	80.6%	44.1%	36.6%	81.6%
Main living room	904	334	193	700	325	375	686
%V	52.1%	47.6%	47.4%	50.0%	42.5%	59.1%	48.4%
%H		36.9%	21.3%	77.4%	36.0%	41.5%	75.9%
Kitchen	99	40	23	91	53	38	82
%V	5.7%	5.7%	5.7%	6.5%	6.9%	6.0%	5.8%
%H		40.4%	23.2%	91.9%	53.5%	38.4%	82.8%
Adult's bedroom	406	167	108	337	203	134	353
%V	23.4%	23.8%	26.5%	24.1%	26.5%	21.1%	24.9%
%H		41.1%	26.6%	83.0%	50.0%	33.0%	86.9%
Child's bedroom	123	67	33	98	74	24	116
%V	7.1%	9.6%	8.1%	7.0%	9.7%	3.8%	8.2%
%H		54.5%	26.8%	79.7%	60.2%	19.5%	94.3%
Other bedroom	59	27	20	52	38	14	53
%V	3.4%	3.9%	4.9%	3.7%	5.0%	2.2%	3.7%
%H		45.8%	33.9%	88.1%	64.4%	23.7%	89.8%
Second living/dining room	95	45	22	79	49	30	80
%V	5.5%	6.4%	5.4%	5.6%	6.4%	4.7%	5.6%
%H		47.4%	23.2%	83.2%	51.6%	31.6%	84.2%
Study/office	10	4	1	8	3	5	10
%V	0.6%	0.6%	0.2%	0.6%	0.4%	0.8%	0.7%
%H		40.0%	10.0%	80.0%	30.0%	50.0%	100.0%
TV room	4	2	1	3	2	1	4
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	23	10	5	21	14	7	22
%V	1.3%	1.4%	1.2%	1.5%	1.8%	1.1%	1.6%
%H		43.5%	21.7%	91.3%	60.9%	30.4%	95.7%
Attic or loft room	3	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	10	5	1	8	4	4	9
%V	0.6%	0.7%	0.2%	0.6%	0.5%	0.6%	0.6%
%H		50.0%	10.0%	80.0%	40.0%	40.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1736	701	407	1400	765	635	1416
%H		40.4%	23.4%	80.6%	44.1%	36.6%	81.6%
PVR	693	367	190	513	366	146	611
%V	39.9%	52.4%	46.7%	36.6%	47.8%	23.0%	43.1%
%H		53.0%	27.4%	74.0%	52.8%	21.1%	88.2%
DVDR	34	12	4	28	11	17	25
%V	2.0%	1.7%	1.0%	2.0%	1.4%	2.7%	1.8%
%H		35.3%	11.8%	82.4%	32.4%	50.0%	73.5%
VCR	21	9	2	18	9	9	11
%V	1.2%	1.3%	0.5%	1.3%	1.2%	1.4%	0.8%
%H		42.9%	9.5%	85.7%	42.9%	42.9%	52.4%
Any recorder	716	371	192	534	370	164	624
%V	41.2%	52.9%	47.2%	38.1%	48.4%	25.8%	44.1%
%H		51.8%	26.8%	74.6%	51.7%	22.9%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1736	701	407	1400	765	635	1416
%H		40.4%	23.4%	80.6%	44.1%	36.6%	81.6%
Receives HDTV (via STB or built-in reception)	697	321	201	548	360	188	617
%V	40.1%	45.8%	49.4%	39.1%	47.1%	29.6%	43.6%
%H		46.1%	28.8%	78.6%	51.6%	27.0%	88.5%
DVD/Blu-ray player or recorder	944	386	224	757	411	345	796
%V	54.4%	55.1%	55.0%	54.1%	53.7%	54.3%	56.2%
%H		40.9%	23.7%	80.2%	43.5%	36.5%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	911	333	193	706	323	382	690
%H		36.6%	21.2%	77.5%	35.5%	41.9%	75.7%
Under 20"	21	1	2	16	2	14	11
%V	2.3%	0.3%	1.0%	2.3%	0.6%	3.7%	1.6%
%H		4.8%	9.5%	76.2%	9.5%	66.7%	52.4%
20" - 29"	139	28	16	117	25	92	72
%V	15.3%	8.4%	8.3%	16.6%	7.7%	24.1%	10.4%
%H		20.1%	11.5%	84.2%	18.0%	66.2%	51.8%
30" - 39"	352	114	69	279	110	168	254
%V	38.6%	34.2%	35.8%	39.5%	34.1%	44.0%	36.8%
%H		32.4%	19.6%	79.3%	31.3%	47.7%	72.2%
40" and over	374	182	99	277	179	97	335
%V	41.1%	54.7%	51.3%	39.2%	55.4%	25.4%	48.6%
%H		48.7%	26.5%	74.1%	47.9%	25.9%	89.6%
Don't know	25	8	7	18	6	11	17
%V	2.7%	2.4%	3.6%	2.5%	1.9%	2.9%	2.5%
%H		32.0%	28.0%	72.0%	24.0%	44.0%	68.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	911	333	193	706	323	382	690
%H		36.6%	21.2%	77.5%	35.5%	41.9%	75.7%
PVR	531	274	138	395	268	127	463
%V	58.3%	82.3%	71.5%	55.9%	83.0%	33.2%	67.1%
%H		51.6%	26.0%	74.4%	50.5%	23.9%	87.2%
DVDR	27	9	3	23	8	15	19
%V	3.0%	2.7%	1.6%	3.3%	2.5%	3.9%	2.8%
%H		33.3%	11.1%	85.2%	29.6%	55.6%	70.4%
VCR	19	9	1	16	7	8	10
%V	2.1%	2.7%	0.5%	2.3%	2.2%	2.1%	1.4%
%H		47.4%	5.3%	84.2%	36.8%	42.1%	52.6%
Any recorder	549	276	139	411	269	142	472
%V	60.3%	82.9%	72.0%	58.2%	83.3%	37.2%	68.4%
%H		50.3%	25.3%	74.9%	49.0%	25.9%	86.0%

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	911	333	193	706	323	382	690
%H		36.6%	21.2%	77.5%	35.5%	41.9%	75.7%
Receives HDTV (via STB or built-in reception)	472	219	128	359	226	133	413
%V	51.8%	65.8%	66.3%	50.8%	70.0%	34.8%	59.9%
%H		46.4%	27.1%	76.1%	47.9%	28.2%	87.5%
DVD/Blu-ray player or recorder	629	247	137	486	237	250	512
%V	69.0%	74.2%	71.0%	68.8%	73.4%	65.4%	74.2%
%H		39.3%	21.8%	77.3%	37.7%	39.7%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	825	368	214	695	442	253	726
%H		44.6%	25.9%	84.2%	53.6%	30.7%	88.0%
Under 20"	231	84	53	201	107	94	196
%V	28.0%	22.8%	24.8%	28.9%	24.2%	37.2%	27.0%
%H		36.4%	22.9%	87.0%	46.3%	40.7%	84.8%
20" - 29"	275	128	69	234	153	81	237
%V	33.3%	34.8%	32.2%	33.7%	34.6%	32.0%	32.6%
%H		46.5%	25.1%	85.1%	55.6%	29.5%	86.2%
30" - 39"	210	100	63	168	118	51	193
%V	25.5%	27.2%	29.4%	24.2%	26.7%	20.2%	26.6%
%H		47.6%	30.0%	80.0%	56.2%	24.3%	91.9%
40" and over	73	40	19	59	44	16	70
%V	8.8%	10.9%	8.9%	8.5%	10.0%	6.3%	9.6%
%H		54.8%	26.0%	80.8%	60.3%	21.9%	95.9%
Don't know	36	16	9	31	21	11	30
%V	4.4%	4.3%	4.2%	4.5%	4.8%	4.3%	4.1%
%H		44.4%	25.0%	86.1%	58.3%	30.6%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	825	368	214	695	442	253	726
%H		44.6%	25.9%	84.2%	53.6%	30.7%	88.0%
PVR	162	94	52	118	98	19	148
%V	19.6%	25.5%	24.3%	17.0%	22.2%	7.5%	20.4%
%H		58.0%	32.1%	72.8%	60.5%	11.7%	91.4%
DVDR	6	3	1	5	3	2	6
%V	0.7%	0.8%	0.5%	0.7%	0.7%	0.8%	0.8%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
VCR	2	1	1	2	1	1	1
%V	0.2%	0.3%	0.5%	0.3%	0.2%	0.4%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	168	95	54	123	101	22	152
%V	20.4%	25.8%	25.2%	17.7%	22.9%	8.7%	20.9%
%H		56.5%	32.1%	73.2%	60.1%	13.1%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	825	368	214	695	442	253	726
%H		44.6%	25.9%	84.2%	53.6%	30.7%	88.0%
Receives HDTV (via STB or built-in reception)	226	102	72	190	134	56	205
%V	27.4%	27.7%	33.6%	27.3%	30.3%	22.1%	28.2%
%H		45.1%	31.9%	84.1%	59.3%	24.8%	90.7%
DVD/Blu-ray player or recorder	315	140	86	270	175	96	285
%V	38.2%	38.0%	40.2%	38.8%	39.6%	37.9%	39.3%
%H		44.4%	27.3%	85.7%	55.6%	30.5%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2256	2168	920	514	1618	885	732	1893
%H		96.1%	40.8%	22.8%	71.7%	39.2%	32.4%	83.9%
Total Children	454	442	233	106	301	199	103	417
%V	20.1%	20.4%	25.3%	20.6%	18.6%	22.5%	14.1%	22.0%
%H		97.4%	51.3%	23.3%	66.3%	43.8%	22.7%	91.9%
0 - 3	128	125	66	28	79	48	31	113
%V	5.7%	5.8%	7.2%	5.4%	4.9%	5.4%	4.2%	6.0%
%H		97.7%	51.6%	21.9%	61.7%	37.5%	24.2%	88.3%
4 - 15	326	317	167	78	222	151	71	304
%V	14.5%	14.6%	18.2%	15.2%	13.7%	17.1%	9.7%	16.1%
%H		97.2%	51.2%	23.9%	68.1%	46.3%	21.8%	93.3%
4 - 9	174	167	91	38	116	77	39	159
%V	7.7%	7.7%	9.9%	7.4%	7.2%	8.7%	5.3%	8.4%
%H		96.0%	52.3%	21.8%	66.7%	44.3%	22.4%	91.4%
10 - 15	152	150	76	40	107	74	33	145
%V	6.7%	6.9%	8.3%	7.8%	6.6%	8.4%	4.5%	7.7%
%H		98.7%	50.0%	26.3%	70.4%	48.7%	21.7%	95.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2256	2168	920	514	1618	885	732	1893
%H		96.1%	40.8%	22.8%	71.7%	39.2%	32.4%	83.9%
Total Adults (16+)	1801	1726	687	409	1317	687	630	1476
%V	79.8%	79.6%	74.7%	79.6%	81.4%	77.6%	86.1%	78.0%
%H		95.8%	38.1%	22.7%	73.1%	38.1%	35.0%	82.0%
16 - 19	111	109	49	31	82	53	29	103
%V	4.9%	5.0%	5.3%	6.0%	5.1%	6.0%	4.0%	5.4%
%H		98.2%	44.1%	27.9%	73.9%	47.7%	26.1%	92.8%
20 - 24	168	151	54	44	105	59	47	153
%V	7.4%	7.0%	5.9%	8.6%	6.5%	6.7%	6.4%	8.1%
%H		89.9%	32.1%	26.2%	62.5%	35.1%	28.0%	91.1%
25 - 34	287	265	132	67	182	117	66	260
%V	12.7%	12.2%	14.3%	13.0%	11.2%	13.2%	9.0%	13.7%
%H		92.3%	46.0%	23.3%	63.4%	40.8%	23.0%	90.6%
35 - 44	292	280	136	70	191	117	74	273
%V	12.9%	12.9%	14.8%	13.6%	11.8%	13.2%	10.1%	14.4%
%H		95.9%	46.6%	24.0%	65.4%	40.1%	25.3%	93.5%
45 - 54	307	300	129	77	232	139	94	278
%V	13.6%	13.8%	14.0%	15.0%	14.3%	15.7%	12.8%	14.7%
%H		97.7%	42.0%	25.1%	75.6%	45.3%	30.6%	90.6%
55 - 64	243	238	84	59	190	91	98	206
%V	10.8%	11.0%	9.1%	11.5%	11.7%	10.3%	13.4%	10.9%
%H		97.9%	34.6%	24.3%	78.2%	37.4%	40.3%	84.8%
65+	393	384	104	62	334	112	222	204
%V	17.4%	17.7%	11.3%	12.1%	20.6%	12.7%	30.3%	10.8%
%H		97.7%	26.5%	15.8%	85.0%	28.5%	56.5%	51.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1801	1726	687	409	1317	687	630	1476
%H		95.8%	38.1%	22.7%	73.1%	38.1%	35.0%	82.0%
AB	436	428	194	87	339	188	151	413
%V	24.2%	24.8%	28.2%	21.3%	25.7%	27.4%	24.0%	28.0%
%H		98.2%	44.5%	20.0%	77.8%	43.1%	34.6%	94.7%
C1	465	441	171	106	326	169	157	405
%V	25.8%	25.6%	24.9%	25.9%	24.8%	24.6%	24.9%	27.4%
%H		94.8%	36.8%	22.8%	70.1%	36.3%	33.8%	87.1%
C2	402	392	151	111	308	176	132	339
%V	22.3%	22.7%	22.0%	27.1%	23.4%	25.6%	21.0%	23.0%
%H		97.5%	37.6%	27.6%	76.6%	43.8%	32.8%	84.3%
D	291	273	114	64	194	99	95	214
%V	16.2%	15.8%	16.6%	15.6%	14.7%	14.4%	15.1%	14.5%
%H		93.8%	39.2%	22.0%	66.7%	34.0%	32.6%	73.5%
E	207	193	57	40	149	54	95	106
%V	11.5%	11.2%	8.3%	9.8%	11.3%	7.9%	15.1%	7.2%
%H		93.2%	27.5%	19.3%	72.0%	26.1%	45.9%	51.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1801	1726	687	409	1317	687	630	1476
%H		95.8%	38.1%	22.7%	73.1%	38.1%	35.0%	82.0%
Working full time	786	759	338	206	553	336	217	733
%V	43.6%	44.0%	49.2%	50.4%	42.0%	48.9%	34.4%	49.7%
%H		96.6%	43.0%	26.2%	70.4%	42.7%	27.6%	93.3%
Working part time	184	179	86	34	136	76	60	170
%V	10.2%	10.4%	12.5%	8.3%	10.3%	11.1%	9.5%	11.5%
%H		97.3%	46.7%	18.5%	73.9%	41.3%	32.6%	92.4%
Not working	831	788	264	168	628	275	353	574
%V	46.1%	45.7%	38.4%	41.1%	47.7%	40.0%	56.0%	38.9%
%H		94.8%	31.8%	20.2%	75.6%	33.1%	42.5%	69.1%
Housewife/Houseperson	958	913	333	193	707	323	383	720
%V	53.2%	52.9%	48.5%	47.2%	53.7%	47.0%	60.8%	48.8%
%H		95.3%	34.8%	20.1%	73.8%	33.7%	40.0%	75.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	868	829	339	210	623	346	278	731
%H		95.5%	39.1%	24.2%	71.8%	39.9%	32.0%	84.2%
16 - 19	55	54	23	19	39	27	12	53
%V	6.3%	6.5%	6.8%	9.0%	6.3%	7.8%	4.3%	7.3%
%H		98.2%	41.8%	34.5%	70.9%	49.1%	21.8%	96.4%
20 - 24	78	69	26	21	47	30	18	72
%V	9.0%	8.3%	7.7%	10.0%	7.5%	8.7%	6.5%	9.8%
%H		88.5%	33.3%	26.9%	60.3%	38.5%	23.1%	92.3%
25 - 34	142	132	65	34	93	62	31	129
%V	16.4%	15.9%	19.2%	16.2%	14.9%	17.9%	11.2%	17.6%
%H		93.0%	45.8%	23.9%	65.5%	43.7%	21.8%	90.8%
35 - 44	142	135	68	35	88	55	33	133
%V	16.4%	16.3%	20.1%	16.7%	14.1%	15.9%	11.9%	18.2%
%H		95.1%	47.9%	24.6%	62.0%	38.7%	23.2%	93.7%
45 - 54	152	148	63	40	113	68	45	137
%V	17.5%	17.9%	18.6%	19.0%	18.1%	19.7%	16.2%	18.7%
%H		97.4%	41.4%	26.3%	74.3%	44.7%	29.6%	90.1%
55 - 64	122	120	42	28	95	45	50	104
%V	14.1%	14.5%	12.4%	13.3%	15.2%	13.0%	18.0%	14.2%
%H		98.4%	34.4%	23.0%	77.9%	36.9%	41.0%	85.2%
65+	176	172	52	32	148	59	89	103
%V	20.3%	20.7%	15.3%	15.2%	23.8%	17.1%	32.0%	14.1%
%H		97.7%	29.5%	18.2%	84.1%	33.5%	50.6%	58.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	868	829	339	210	623	346	278	731
%H		95.5%	39.1%	24.2%	71.8%	39.9%	32.0%	84.2%
AB	222	217	101	46	169	97	72	210
%V	25.6%	26.2%	29.8%	21.9%	27.1%	28.0%	25.9%	28.7%
%H		97.7%	45.5%	20.7%	76.1%	43.7%	32.4%	94.6%
C1	215	203	80	54	145	81	65	191
%V	24.8%	24.5%	23.6%	25.7%	23.3%	23.4%	23.4%	26.1%
%H		94.4%	37.2%	25.1%	67.4%	37.7%	30.2%	88.8%
C2	215	209	79	62	163	95	68	182
%V	24.8%	25.2%	23.3%	29.5%	26.2%	27.5%	24.5%	24.9%
%H		97.2%	36.7%	28.8%	75.8%	44.2%	31.6%	84.7%
D	133	125	56	32	85	48	37	101
%V	15.3%	15.1%	16.5%	15.2%	13.6%	13.9%	13.3%	13.8%
%H		94.0%	42.1%	24.1%	63.9%	36.1%	27.8%	75.9%
E	83	76	23	17	61	25	36	47
%V	9.6%	9.2%	6.8%	8.1%	9.8%	7.2%	12.9%	6.4%
%H		91.6%	27.7%	20.5%	73.5%	30.1%	43.4%	56.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	868	829	339	210	623	346	278	731
%H		95.5%	39.1%	24.2%	71.8%	39.9%	32.0%	84.2%
Working full time	488	469	214	128	343	213	130	455
%V	56.2%	56.6%	63.1%	61.0%	55.1%	61.6%	46.8%	62.2%
%H		96.1%	43.9%	26.2%	70.3%	43.6%	26.6%	93.2%
Working part time	40	39	16	11	28	16	12	37
%V	4.6%	4.7%	4.7%	5.2%	4.5%	4.6%	4.3%	5.1%
%H		97.5%	40.0%	27.5%	70.0%	40.0%	30.0%	92.5%
Not working	340	321	110	72	253	117	136	239
%V	39.2%	38.7%	32.4%	34.3%	40.6%	33.8%	48.9%	32.7%
%H		94.4%	32.4%	21.2%	74.4%	34.4%	40.0%	70.3%
Housewife/Houseperson	200	184	56	36	143	56	86	131
%V	23.0%	22.2%	16.5%	17.1%	23.0%	16.2%	30.9%	17.9%
%H		92.0%	28.0%	18.0%	71.5%	28.0%	43.0%	65.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	897	348	199	693	341	352	745
%H		96.1%	37.3%	21.3%	74.3%	36.5%	37.7%	79.8%
16 - 19	56	55	25	12	43	26	17	51
%V	6.0%	6.1%	7.2%	6.0%	6.2%	7.6%	4.8%	6.8%
%H		98.2%	44.6%	21.4%	76.8%	46.4%	30.4%	91.1%
20 - 24	90	82	28	22	58	29	29	80
%V	9.6%	9.1%	8.0%	11.1%	8.4%	8.5%	8.2%	10.7%
%H		91.1%	31.1%	24.4%	64.4%	32.2%	32.2%	88.9%
25 - 34	145	133	66	32	89	54	35	131
%V	15.5%	14.8%	19.0%	16.1%	12.8%	15.8%	9.9%	17.6%
%H		91.7%	45.5%	22.1%	61.4%	37.2%	24.1%	90.3%
35 - 44	150	145	68	35	103	62	41	140
%V	16.1%	16.2%	19.5%	17.6%	14.9%	18.2%	11.6%	18.8%
%H		96.7%	45.3%	23.3%	68.7%	41.3%	27.3%	93.3%
45 - 54	155	152	67	36	119	70	49	140
%V	16.6%	16.9%	19.3%	18.1%	17.2%	20.5%	13.9%	18.8%
%H		98.1%	43.2%	23.2%	76.8%	45.2%	31.6%	90.3%
55 - 64	120	118	41	31	94	46	48	102
%V	12.9%	13.2%	11.8%	15.6%	13.6%	13.5%	13.6%	13.7%
%H		98.3%	34.2%	25.8%	78.3%	38.3%	40.0%	85.0%
65+	217	212	52	30	186	53	132	101
%V	23.3%	23.6%	14.9%	15.1%	26.8%	15.5%	37.5%	13.6%
%H		97.7%	24.0%	13.8%	85.7%	24.4%	60.8%	46.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	897	348	199	693	341	352	745
%H		96.1%	37.3%	21.3%	74.3%	36.5%	37.7%	79.8%
AB	214	210	93	41	170	91	79	203
%V	22.9%	23.4%	26.7%	20.6%	24.5%	26.7%	22.4%	27.2%
%H		98.1%	43.5%	19.2%	79.4%	42.5%	36.9%	94.9%
C1	250	238	92	53	181	89	93	214
%V	26.8%	26.5%	26.4%	26.6%	26.1%	26.1%	26.4%	28.7%
%H		95.2%	36.8%	21.2%	72.4%	35.6%	37.2%	85.6%
C2	187	183	72	48	145	81	64	157
%V	20.0%	20.4%	20.7%	24.1%	20.9%	23.8%	18.2%	21.1%
%H		97.9%	38.5%	25.7%	77.5%	43.3%	34.2%	84.0%
D	158	149	58	33	109	51	58	113
%V	16.9%	16.6%	16.7%	16.6%	15.7%	15.0%	16.5%	15.2%
%H		94.3%	36.7%	20.9%	69.0%	32.3%	36.7%	71.5%
E	124	117	33	24	88	29	59	59
%V	13.3%	13.0%	9.5%	12.1%	12.7%	8.5%	16.8%	7.9%
%H		94.4%	26.6%	19.4%	71.0%	23.4%	47.6%	47.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	897	348	199	693	341	352	745
%H		96.1%	37.3%	21.3%	74.3%	36.5%	37.7%	79.8%
Working full time	298	290	124	78	210	123	87	278
%V	31.9%	32.3%	35.6%	39.2%	30.3%	36.1%	24.7%	37.3%
%H		97.3%	41.6%	26.2%	70.5%	41.3%	29.2%	93.3%
Working part time	144	140	70	24	108	60	48	133
%V	15.4%	15.6%	20.1%	12.1%	15.6%	17.6%	13.6%	17.9%
%H		97.2%	48.6%	16.7%	75.0%	41.7%	33.3%	92.4%
Not working	491	467	154	97	375	158	217	335
%V	52.6%	52.1%	44.3%	48.7%	54.1%	46.3%	61.6%	45.0%
%H		95.1%	31.4%	19.8%	76.4%	32.2%	44.2%	68.2%
Housewife/Houseperson	758	729	277	157	564	267	297	588
%V	81.2%	81.3%	79.6%	78.9%	81.4%	78.3%	84.4%	78.9%
%H		96.2%	36.5%	20.7%	74.4%	35.2%	39.2%	77.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total