

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

October 2014 to September 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2014 - September 2015

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period October 2014 - September 2015

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
AB	1464	1351	579	295	910	433	477	1406
%V	28.1%	28.6%	29.5%	34.4%	27.9%	31.3%	25.4%	31.3%
%H (All HH)		92.3%	39.5%	20.2%	62.2%	29.6%	32.6%	96.0%
%H (TV HH)			42.9%	21.8%	67.4%	32.1%	35.3%	
C1	1545	1389	572	260	973	423	549	1380
%V	29.7%	29.4%	29.1%	30.3%	29.8%	30.5%	29.2%	30.7%
%H (All HH)		89.9%	37.0%	16.8%	63.0%	27.4%	35.5%	89.3%
%H (TV HH)			41.2%	18.7%	70.1%	30.5%	39.5%	
C2	921	846	392	158	589	293	296	809
%V	17.7%	17.9%	19.9%	18.4%	18.0%	21.2%	15.7%	18.0%
%H (All HH)		91.9%	42.6%	17.2%	64.0%	31.8%	32.1%	87.8%
%H (TV HH)			46.3%	18.7%	69.6%	34.6%	35.0%	
D	788	702	297	102	467	167	300	633
%V	15.1%	14.9%	15.1%	11.9%	14.3%	12.1%	15.9%	14.1%
%H (All HH)		89.1%	37.7%	12.9%	59.3%	21.2%	38.1%	80.3%
%H (TV HH)			42.3%	14.5%	66.5%	23.8%	42.7%	
E	491	436	126	44	327	68	259	262
%V	9.4%	9.2%	6.4%	5.1%	10.0%	4.9%	13.8%	5.8%
%H (All HH)		88.8%	25.7%	9.0%	66.6%	13.8%	52.7%	53.4%
%H (TV HH)			28.9%	10.1%	75.0%	15.6%	59.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Under 25	187	135	38	19	97	26	71	179
%V	3.6%	2.9%	1.9%	2.2%	3.0%	1.9%	3.8%	4.0%
%H (All HH)		72.2%	20.3%	10.2%	51.9%	13.9%	38.0%	95.7%
%H (TV HH)			28.1%	14.1%	71.9%	19.3%	52.6%	
25 - 34	1019	843	399	147	532	250	282	996
%V	19.6%	17.8%	20.3%	17.1%	16.3%	18.1%	15.0%	22.2%
%H (All HH)		82.7%	39.2%	14.4%	52.2%	24.5%	27.7%	97.7%
%H (TV HH)			47.3%	17.4%	63.1%	29.7%	33.5%	
35 - 44	1087	980	486	206	601	314	286	1052
%V	20.9%	20.7%	24.7%	24.0%	18.4%	22.7%	15.2%	23.4%
%H (All HH)		90.2%	44.7%	19.0%	55.3%	28.9%	26.3%	96.8%
%H (TV HH)			49.6%	21.0%	61.3%	32.0%	29.2%	
45 - 54	1032	973	442	207	657	332	325	970
%V	19.8%	20.6%	22.5%	24.1%	20.1%	24.0%	17.3%	21.6%
%H (All HH)		94.3%	42.8%	20.1%	63.7%	32.2%	31.5%	94.0%
%H (TV HH)			45.4%	21.3%	67.5%	34.1%	33.4%	
55 - 64	743	702	294	139	492	222	270	643
%V	14.3%	14.9%	15.0%	16.2%	15.1%	16.0%	14.4%	14.3%
%H (All HH)		94.5%	39.6%	18.7%	66.2%	29.9%	36.3%	86.5%
%H (TV HH)			41.9%	19.8%	70.1%	31.6%	38.5%	
65 +	1140	1090	307	141	887	241	646	651
%V	21.9%	23.1%	15.6%	16.4%	27.2%	17.4%	34.3%	14.5%
%H (All HH)		95.6%	26.9%	12.4%	77.8%	21.1%	56.7%	57.1%
%H (TV HH)			28.2%	12.9%	81.4%	22.1%	59.3%	

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

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October 2014 - September 2015

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
1	1593	1380	351	178	1073	234	838	1054
%V	30.6%	29.2%	17.9%	20.7%	32.9%	16.9%	44.6%	23.5%
%H (All HH)		86.6%	22.0%	11.2%	67.4%	14.7%	52.6%	66.2%
%H (TV HH)			25.4%	12.9%	77.8%	17.0%	60.7%	
2	1520	1395	575	263	1001	446	554	1384
%V	29.2%	29.5%	29.2%	30.7%	30.6%	32.2%	29.5%	30.8%
%H (All HH)		91.8%	37.8%	17.3%	65.9%	29.3%	36.4%	91.1%
%H (TV HH)			41.2%	18.9%	71.8%	32.0%	39.7%	
3	865	794	400	157	513	279	234	841
%V	16.6%	16.8%	20.3%	18.3%	15.7%	20.1%	12.4%	18.7%
%H (All HH)		91.8%	46.2%	18.2%	59.3%	32.3%	27.1%	97.2%
%H (TV HH)			50.4%	19.8%	64.6%	35.1%	29.5%	
4	787	745	395	179	468	294	174	775
%V	15.1%	15.8%	20.1%	20.9%	14.3%	21.2%	9.3%	17.3%
%H (All HH)		94.7%	50.2%	22.7%	59.5%	37.4%	22.1%	98.5%
%H (TV HH)			53.0%	24.0%	62.8%	39.5%	23.4%	
5+	443	409	245	81	211	131	80	436
%V	8.5%	8.7%	12.5%	9.4%	6.5%	9.5%	4.3%	9.7%
%H (All HH)		92.3%	55.3%	18.3%	47.6%	29.6%	18.1%	98.4%
%H (TV HH)			59.9%	19.8%	51.6%	32.0%	19.6%	
Average HH size	2.46	2.49	2.86	2.72	2.33	2.78	2.00	2.63

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.4: 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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Without	3726	3334	1219	572	2444	915	1529	3044
%V	71.5%	70.6%	62.0%	66.7%	74.8%	66.1%	81.3%	67.8%
%H (All HH)		89.5%	32.7%	15.4%	65.6%	24.6%	41.0%	81.7%
%H (TV HH)			36.6%	17.2%	73.3%	27.4%	45.9%	
With	1483	1389	747	287	821	470	351	1447
%V	28.5%	29.4%	38.0%	33.4%	25.1%	33.9%	18.7%	32.2%
%H (All HH)		93.7%	50.4%	19.4%	55.4%	31.7%	23.7%	97.6%
%H (TV HH)			53.8%	20.7%	59.1%	33.8%	25.3%	
0 - 3	605	555	301	108	324	181	143	589
%V	11.6%	11.8%	15.3%	12.6%	9.9%	13.1%	7.6%	13.1%
%H (All HH)		91.7%	49.8%	17.9%	53.6%	29.9%	23.6%	97.4%
%H (TV HH)			54.2%	19.5%	58.4%	32.6%	25.8%	
4 - 9	754	706	374	155	411	239	172	734
%V	14.5%	14.9%	19.0%	18.1%	12.6%	17.3%	9.1%	16.3%
%H (All HH)		93.6%	49.6%	20.6%	54.5%	31.7%	22.8%	97.3%
%H (TV HH)			53.0%	22.0%	58.2%	33.9%	24.4%	
10 - 15	633	606	338	122	356	210	146	619
%V	12.2%	12.8%	17.2%	14.2%	10.9%	15.2%	7.8%	13.8%
%H (All HH)		95.7%	53.4%	19.3%	56.2%	33.2%	23.1%	97.8%
%H (TV HH)			55.8%	20.1%	58.7%	34.7%	24.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
1	2436	2436	848	367	1590	405	1185	1972
%V	46.8%	51.6%	43.1%	42.8%	48.7%	29.2%	63.0%	43.9%
%H (All HH)		100.0%	34.8%	15.1%	65.3%	16.6%	48.6%	81.0%
%H (TV HH)			34.8%	15.1%	65.3%	16.6%	48.6%	
2	1468	1468	668	306	1033	533	500	1314
%V	28.2%	31.1%	34.0%	35.7%	31.6%	38.5%	26.6%	29.3%
%H (All HH)		100.0%	45.5%	20.8%	70.4%	36.3%	34.1%	89.5%
%H (TV HH)			45.5%	20.8%	70.4%	36.3%	34.1%	
3	524	524	275	114	399	260	140	499
%V	10.1%	11.1%	14.0%	13.3%	12.2%	18.8%	7.4%	11.1%
%H (All HH)		100.0%	52.5%	21.8%	76.1%	49.6%	26.7%	95.2%
%H (TV HH)			52.5%	21.8%	76.1%	49.6%	26.7%	
4	200	200	113	47	164	122	42	192
%V	3.8%	4.2%	5.7%	5.5%	5.0%	8.8%	2.2%	4.3%
%H (All HH)		100.0%	56.5%	23.5%	82.0%	61.0%	21.0%	96.0%
%H (TV HH)			56.5%	23.5%	82.0%	61.0%	21.0%	
5+	97	97	62	24	79	64	14	96
%V	1.9%	2.1%	3.2%	2.8%	2.4%	4.6%	0.7%	2.1%
%H (All HH)		100.0%	63.9%	24.7%	81.4%	66.0%	14.4%	99.0%
%H (TV HH)			63.9%	24.7%	81.4%	66.0%	14.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Under 20"	630	630	255	120	517	261	256	529
%V	12.1%	13.3%	13.0%	14.0%	15.8%	18.8%	13.6%	11.8%
%H (All HH)		100.0%	40.5%	19.0%	82.1%	41.4%	40.6%	84.0%
%H (TV HH)			40.5%	19.0%	82.1%	41.4%	40.6%	
20" - 29"	1406	1406	534	259	1107	493	614	1178
%V	27.0%	29.8%	27.2%	30.2%	33.9%	35.6%	32.6%	26.2%
%H (All HH)		100.0%	38.0%	18.4%	78.7%	35.1%	43.7%	83.8%
%H (TV HH)			38.0%	18.4%	78.7%	35.1%	43.7%	
30" - 39"	2355	2355	973	444	1672	738	935	2065
%V	45.2%	49.9%	49.5%	51.7%	51.2%	53.3%	49.7%	46.0%
%H (All HH)		100.0%	41.3%	18.9%	71.0%	31.3%	39.7%	87.7%
%H (TV HH)			41.3%	18.9%	71.0%	31.3%	39.7%	
40" and over	2328	2328	1246	483	1492	891	602	2186
%V	44.7%	49.3%	63.4%	56.3%	45.7%	64.3%	32.0%	48.7%
%H (All HH)		100.0%	53.5%	20.7%	64.1%	38.3%	25.9%	93.9%
%H (TV HH)			53.5%	20.7%	64.1%	38.3%	25.9%	

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

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Main living room	4648	4648	1949	848	3212	1369	1843	4014
%V	89.2%	98.4%	99.1%	98.8%	98.3%	98.8%	98.0%	89.4%
%H (All HH)		100.0%	41.9%	18.2%	69.1%	29.5%	39.7%	86.4%
%H (TV HH)			41.9%	18.2%	69.1%	29.5%	39.7%	
Kitchen	400	400	197	74	341	207	134	364
%V	7.7%	8.5%	10.0%	8.6%	10.4%	14.9%	7.1%	8.1%
%H (All HH)		100.0%	49.3%	18.5%	85.3%	51.8%	33.5%	91.0%
%H (TV HH)			49.3%	18.5%	85.3%	51.8%	33.5%	
Adult's bedroom	1818	1818	897	392	1329	786	543	1670
%V	34.9%	38.5%	45.6%	45.7%	40.7%	56.8%	28.9%	37.2%
%H (All HH)		100.0%	49.3%	21.6%	73.1%	43.2%	29.9%	91.9%
%H (TV HH)			49.3%	21.6%	73.1%	43.2%	29.9%	
Child's bedroom	265	265	151	65	181	132	49	257
%V	5.1%	5.6%	7.7%	7.6%	5.5%	9.5%	2.6%	5.7%
%H (All HH)		100.0%	57.0%	24.5%	68.3%	49.8%	18.5%	97.0%
%H (TV HH)			57.0%	24.5%	68.3%	49.8%	18.5%	
Other bedroom	127	127	56	30	100	59	40	119
%V	2.4%	2.7%	2.8%	3.5%	3.1%	4.3%	2.1%	2.6%
%H (All HH)		100.0%	44.1%	23.6%	78.7%	46.5%	31.5%	93.7%
%H (TV HH)			44.1%	23.6%	78.7%	46.5%	31.5%	
Second living/dining room	283	283	141	65	221	140	80	263
%V	5.4%	6.0%	7.2%	7.6%	6.8%	10.1%	4.3%	5.9%
%H (All HH)		100.0%	49.8%	23.0%	78.1%	49.5%	28.3%	92.9%
%H (TV HH)			49.8%	23.0%	78.1%	49.5%	28.3%	
Study/office	44	44	22	6	35	19	16	44
%V	0.8%	0.9%	1.1%	0.7%	1.1%	1.4%	0.9%	1.0%
%H (All HH)		100.0%	50.0%	13.6%	79.5%	43.2%	36.4%	100.0%
%H (TV HH)			50.0%	13.6%	79.5%	43.2%	36.4%	
TV room	54	54	30	9	42	27	15	52
%V	1.0%	1.1%	1.5%	1.0%	1.3%	1.9%	0.8%	1.2%
%H (All HH)		100.0%	55.6%	16.7%	77.8%	50.0%	27.8%	96.3%
%H (TV HH)			55.6%	16.7%	77.8%	50.0%	27.8%	
Conservatory	41	41	20	6	36	21	15	37
%V	0.8%	0.9%	1.0%	0.7%	1.1%	1.5%	0.8%	0.8%
%H (All HH)		100.0%	48.8%	14.6%	87.8%	51.2%	36.6%	90.2%
%H (TV HH)			48.8%	14.6%	87.8%	51.2%	36.6%	
Attic or loft room	10	10	6	3	6	4	1	10
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	30.0%	60.0%	40.0%	10.0%	100.0%
%H (TV HH)			60.0%	30.0%	60.0%	40.0%	10.0%	
No specific location	5	5	3	0	4	2	2	5
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
Other	49	49	29	7	36	23	13	46
%V	0.9%	1.0%	1.5%	0.8%	1.1%	1.7%	0.7%	1.0%
%H (All HH)		100.0%	59.2%	14.3%	73.5%	46.9%	26.5%	93.9%
%H (TV HH)			59.2%	14.3%	73.5%	46.9%	26.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Any DSAT provider	1966	1966	1966	39	994	994	0	1847
%V	37.7%	41.6%	100.0%	4.5%	30.4%	71.8%	0.0%	41.1%
%H (All HH)			100.0%	2.0%	50.6%	50.6%	0.0%	93.9%
%H (TV HH)			100.0%	2.0%	50.6%	50.6%	0.0%	
Sky with subscription	1628	1628	1628	24	849	849	0	1545
%V	31.3%	34.5%	82.8%	2.8%	26.0%	61.3%	0.0%	34.4%
%H (All HH)			100.0%	1.5%	52.1%	52.1%	0.0%	94.9%
%H (TV HH)			100.0%	1.5%	52.1%	52.1%	0.0%	
Sky without subscription	104	104	104	4	32	32	0	91
%V	2.0%	2.2%	5.3%	0.5%	1.0%	2.3%	0.0%	2.0%
%H (All HH)			100.0%	3.8%	30.8%	30.8%	0.0%	87.5%
%H (TV HH)			100.0%	3.8%	30.8%	30.8%	0.0%	
Freesat	146	146	146	5	81	81	0	134
%V	2.8%	3.1%	7.4%	0.6%	2.5%	5.8%	0.0%	3.0%
%H (All HH)			100.0%	3.4%	55.5%	55.5%	0.0%	91.8%
%H (TV HH)			100.0%	3.4%	55.5%	55.5%	0.0%	
Other satellite provider	108	108	108	7	47	47	0	100
%V	2.1%	2.3%	5.5%	0.8%	1.4%	3.4%	0.0%	2.2%
%H (All HH)			100.0%	6.5%	43.5%	43.5%	0.0%	92.6%
%H (TV HH)			100.0%	6.5%	43.5%	43.5%	0.0%	
DCAB	858	858	39	858	411	411	0	808
%V	16.5%	18.2%	2.0%	100.0%	12.6%	29.7%	0.0%	18.0%
%H (All HH)			4.5%	100.0%	47.9%	47.9%	0.0%	94.2%
%H (TV HH)			4.5%	100.0%	47.9%	47.9%	0.0%	
DTT	3266	3266	994	411	3266	1385	1881	2716
%V	62.7%	69.2%	50.6%	47.9%	100.0%	100.0%	100.0%	60.5%
%H (All HH)		100.0%	30.4%	12.6%	100.0%	42.4%	57.6%	83.2%
%H (TV HH)			30.4%	12.6%	100.0%	42.4%	57.6%	

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

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BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
PVR	2784	2784	1632	734	1622	1172	450	2609
%V	53.4%	58.9%	83.0%	85.5%	49.7%	84.6%	23.9%	58.1%
%H (All HH)		100.0%	58.6%	26.4%	58.3%	42.1%	16.2%	93.7%
%H (TV HH)			58.6%	26.4%	58.3%	42.1%	16.2%	
DVDR	162	162	59	28	134	58	76	138
%V	3.1%	3.4%	3.0%	3.3%	4.1%	4.2%	4.0%	3.1%
%H (All HH)		100.0%	36.4%	17.3%	82.7%	35.8%	46.9%	85.2%
%H (TV HH)			36.4%	17.3%	82.7%	35.8%	46.9%	
VCR	93	93	29	14	79	29	50	73
%V	1.8%	2.0%	1.5%	1.6%	2.4%	2.1%	2.7%	1.6%
%H (All HH)		100.0%	31.2%	15.1%	84.9%	31.2%	53.8%	78.5%
%H (TV HH)			31.2%	15.1%	84.9%	31.2%	53.8%	
Any recorder	2883	2883	1645	741	1711	1182	529	2676
%V	55.3%	61.0%	83.7%	86.4%	52.4%	85.3%	28.1%	59.6%
%H (All HH)		100.0%	57.1%	25.7%	59.3%	41.0%	18.3%	92.8%
%H (TV HH)			57.1%	25.7%	59.3%	41.0%	18.3%	
Receives HDTV (via STB or built-in reception)	3187	3187	1531	716	2132	1157	975	2952
%V	61.2%	67.5%	77.9%	83.4%	65.3%	83.5%	51.8%	65.7%
%H (All HH)		100.0%	48.0%	22.5%	66.9%	36.3%	30.6%	92.6%
%H (TV HH)			48.0%	22.5%	66.9%	36.3%	30.6%	
DVD/Blu-ray player or recorder	3318	3318	1446	640	2370	1126	1244	2966
%V	63.7%	70.3%	73.6%	74.6%	72.6%	81.3%	66.1%	66.0%
%H (All HH)		100.0%	43.6%	19.3%	71.4%	33.9%	37.5%	89.4%
%H (TV HH)			43.6%	19.3%	71.4%	33.9%	37.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5209	4723	1966	858	3266	1385	1881	4491
%H (All HH)		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%
%H (TV HH)			41.6%	18.2%	69.2%	29.3%	39.8%	
Has broadband internet	4491	4075	1847	808	2716	1313	1403	4491
%V	86.2%	86.3%	93.9%	94.2%	83.2%	94.8%	74.6%	100.0%
%H (All HH)		90.7%	41.1%	18.0%	60.5%	29.2%	31.2%	100.0%
%H (TV HH)			45.3%	19.8%	66.7%	32.2%	34.4%	
Number of computers (PCs and laptops)								
0	811	726	153	64	600	94	506	166
%V	15.6%	15.4%	7.8%	7.5%	18.4%	6.8%	26.9%	3.7%
%H (All HH)		89.5%	18.9%	7.9%	74.0%	11.6%	62.4%	20.5%
%H (TV HH)			21.1%	8.8%	82.6%	12.9%	69.7%	
1	1452	1278	509	200	873	311	562	1392
%V	27.9%	27.1%	25.9%	23.3%	26.7%	22.5%	29.9%	31.0%
%H (All HH)		88.0%	35.1%	13.8%	60.1%	21.4%	38.7%	95.9%
%H (TV HH)			39.8%	15.6%	68.3%	24.3%	44.0%	
2	1341	1206	566	233	804	403	401	1330
%V	25.7%	25.5%	28.8%	27.2%	24.6%	29.1%	21.3%	29.6%
%H (All HH)		89.9%	42.2%	17.4%	60.0%	30.1%	29.9%	99.2%
%H (TV HH)			46.9%	19.3%	66.7%	33.4%	33.3%	
3	775	724	349	167	466	259	207	774
%V	14.9%	15.3%	17.8%	19.5%	14.3%	18.7%	11.0%	17.2%
%H (All HH)		93.4%	45.0%	21.5%	60.1%	33.4%	26.7%	99.9%
%H (TV HH)			48.2%	23.1%	64.4%	35.8%	28.6%	
4	392	372	182	90	245	144	101	391
%V	7.5%	7.9%	9.3%	10.5%	7.5%	10.4%	5.4%	8.7%
%H (All HH)		94.9%	46.4%	23.0%	62.5%	36.7%	25.8%	99.7%
%H (TV HH)			48.9%	24.2%	65.9%	38.7%	27.2%	
5+	438	417	206	105	278	174	104	438
%V	8.4%	8.8%	10.5%	12.2%	8.5%	12.6%	5.5%	9.8%
%H (All HH)		95.2%	47.0%	24.0%	63.5%	39.7%	23.7%	100.0%
%H (TV HH)			49.4%	25.2%	66.7%	41.7%	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 2014 - September 2015

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8256	3794	1636	5932	3084	2847	7382
%H		46.0%	19.8%	71.9%	37.4%	34.5%	89.4%
Under 20"	778	323	147	642	334	308	662
%V	9.4%	8.5%	9.0%	10.8%	10.8%	10.8%	9.0%
%H		41.5%	18.9%	82.5%	42.9%	39.6%	85.1%
20" - 29"	1725	684	323	1371	648	723	1469
%V	20.9%	18.0%	19.7%	23.1%	21.0%	25.4%	19.9%
%H		39.7%	18.7%	79.5%	37.6%	41.9%	85.2%
30" - 39"	2760	1182	543	1968	931	1036	2445
%V	33.4%	31.2%	33.2%	33.2%	30.2%	36.4%	33.1%
%H		42.8%	19.7%	71.3%	33.7%	37.5%	88.6%
40" and over	2736	1503	588	1775	1116	659	2590
%V	33.1%	39.6%	35.9%	29.9%	36.2%	23.1%	35.1%
%H		54.9%	21.5%	64.9%	40.8%	24.1%	94.7%
Don't know	257	102	34	176	55	120	216
%V	3.1%	2.7%	2.1%	3.0%	1.8%	4.2%	2.9%
%H		39.7%	13.2%	68.5%	21.4%	46.7%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2014 - September 2015

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8256	3794	1636	5932	3084	2847	7382
%H		46.0%	19.8%	71.9%	37.4%	34.5%	89.4%
Main living room	4665	1958	852	3224	1376	1848	4030
%V	56.5%	51.6%	52.1%	54.3%	44.6%	64.9%	54.6%
%H		42.0%	18.3%	69.1%	29.5%	39.6%	86.4%
Kitchen	400	197	74	341	207	134	364
%V	4.8%	5.2%	4.5%	5.7%	6.7%	4.7%	4.9%
%H		49.3%	18.5%	85.3%	51.8%	33.5%	91.0%
Adult's bedroom	2219	1120	499	1638	1018	619	2063
%V	26.9%	29.5%	30.5%	27.6%	33.0%	21.7%	27.9%
%H		50.5%	22.5%	73.8%	45.9%	27.9%	93.0%
Child's bedroom	336	194	82	232	171	61	326
%V	4.1%	5.1%	5.0%	3.9%	5.5%	2.1%	4.4%
%H		57.7%	24.4%	69.0%	50.9%	18.2%	97.0%
Other bedroom	142	67	32	113	69	43	134
%V	1.7%	1.8%	2.0%	1.9%	2.2%	1.5%	1.8%
%H		47.2%	22.5%	79.6%	48.6%	30.3%	94.4%
Second living/dining room	287	144	66	224	143	81	268
%V	3.5%	3.8%	4.0%	3.8%	4.6%	2.8%	3.6%
%H		50.2%	23.0%	78.0%	49.8%	28.2%	93.4%
Study/office	45	23	6	35	19	16	44
%V	0.5%	0.6%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		51.1%	13.3%	77.8%	42.2%	35.6%	97.8%
TV room	54	30	9	42	27	15	52
%V	0.7%	0.8%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		55.6%	16.7%	77.8%	50.0%	27.8%	96.3%
Conservatory	41	20	6	36	21	15	37
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.5%	0.5%
%H		48.8%	14.6%	87.8%	51.2%	36.6%	90.2%
Attic or loft room	10	7	3	6	4	1	10
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		70.0%	30.0%	60.0%	40.0%	10.0%	100.0%
No specific location	5	3	0	4	2	2	5
%H	0.1%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
Other	51	31	7	37	25	13	48
%V	0.6%	0.8%	0.4%	0.6%	0.8%	0.5%	0.7%
%H		60.8%	13.7%	72.5%	49.0%	25.5%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2014 - September 2015
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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	8256	3794	1636	5932	3084	2847	7382
%H		46.0%	19.8%	71.9%	37.4%	34.5%	89.4%
PVR	3674	2229	996	2086	1581	505	3479
%V	44.5%	58.8%	60.9%	35.2%	51.3%	17.7%	47.1%
%H		60.7%	27.1%	56.8%	43.0%	13.7%	94.7%
DVDR	176	66	31	146	67	79	153
%V	2.1%	1.7%	1.9%	2.5%	2.2%	2.8%	2.1%
%H		37.5%	17.6%	83.0%	38.1%	44.9%	86.9%
VCR	101	33	16	86	34	53	79
%V	1.2%	0.9%	1.0%	1.4%	1.1%	1.9%	1.1%
%H		32.7%	15.8%	85.1%	33.7%	52.5%	78.2%
Any recorder	3800	2252	1009	2200	1605	595	3571
%V	46.0%	59.4%	61.7%	37.1%	52.0%	20.9%	48.4%
%H		59.3%	26.6%	57.9%	42.2%	15.7%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8256	3794	1636	5932	3084	2847	7382
%H		46.0%	19.8%	71.9%	37.4%	34.5%	89.4%
Receives HDTV (via STB or built-in reception)	4473	2220	1049	3072	1810	1262	4188
%V	54.2%	58.5%	64.1%	51.8%	58.7%	44.3%	56.7%
%H		49.6%	23.5%	68.7%	40.5%	28.2%	93.6%
DVD/Blu-ray player or recorder	4529	2091	913	3334	1782	1552	4123
%V	54.9%	55.1%	55.8%	56.2%	57.8%	54.5%	55.9%
%H		46.2%	20.2%	73.6%	39.3%	34.3%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 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	4717	1966	858	3264	1385	1879	4069
%H		41.7%	18.2%	69.2%	29.4%	39.8%	86.3%
Under 20"	87	10	11	71	8	62	50
%V	1.8%	0.5%	1.3%	2.2%	0.6%	3.3%	1.2%
%H		11.5%	12.6%	81.6%	9.2%	71.3%	57.5%
20" - 29"	546	112	64	442	78	363	372
%V	11.6%	5.7%	7.5%	13.5%	5.6%	19.3%	9.1%
%H		20.5%	11.7%	81.0%	14.3%	66.5%	68.1%
30" - 39"	1666	575	294	1207	416	791	1401
%V	35.3%	29.2%	34.3%	37.0%	30.0%	42.1%	34.4%
%H		34.5%	17.6%	72.4%	25.0%	47.5%	84.1%
40" and over	2278	1223	472	1454	868	587	2138
%V	48.3%	62.2%	55.0%	44.5%	62.7%	31.2%	52.5%
%H		53.7%	20.7%	63.8%	38.1%	25.8%	93.9%
Don't know	139	46	17	91	15	76	108
%V	2.9%	2.3%	2.0%	2.8%	1.1%	4.0%	2.7%
%H		33.1%	12.2%	65.5%	10.8%	54.7%	77.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4717	1966	858	3264	1385	1879	4069
%H		41.7%	18.2%	69.2%	29.4%	39.8%	86.3%
PVR	2732	1612	726	1576	1152	424	2560
%V	57.9%	82.0%	84.6%	48.3%	83.2%	22.6%	62.9%
%H		59.0%	26.6%	57.7%	42.2%	15.5%	93.7%
DVDR	140	48	23	116	47	69	116
%V	3.0%	2.4%	2.7%	3.6%	3.4%	3.7%	2.9%
%H		34.3%	16.4%	82.9%	33.6%	49.3%	82.9%
VCR	76	23	11	63	21	42	58
%V	1.6%	1.2%	1.3%	1.9%	1.5%	2.2%	1.4%
%H		30.3%	14.5%	82.9%	27.6%	55.3%	76.3%
Any recorder	2825	1624	734	1659	1162	497	2621
%V	59.9%	82.6%	85.5%	50.8%	83.9%	26.5%	64.4%
%H		57.5%	26.0%	58.7%	41.1%	17.6%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4717	1966	858	3264	1385	1879	4069
%H		41.7%	18.2%	69.2%	29.4%	39.8%	86.3%
Receives HDTV (via STB or built-in reception)	3105	1498	701	2063	1124	938	2876
%V	65.8%	76.2%	81.7%	63.2%	81.2%	49.9%	70.7%
%H		48.2%	22.6%	66.4%	36.2%	30.2%	92.6%
DVD/Blu-ray player or recorder	3149	1369	604	2241	1055	1186	2812
%V	66.8%	69.6%	70.4%	68.7%	76.2%	63.1%	69.1%
%H		43.5%	19.2%	71.2%	33.5%	37.7%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3540	1827	778	2667	1699	968	3313
%H		51.6%	22.0%	75.3%	48.0%	27.3%	93.6%
Under 20"	691	313	136	571	325	246	613
%V	19.5%	17.1%	17.5%	21.4%	19.1%	25.4%	18.5%
%H		45.3%	19.7%	82.6%	47.0%	35.6%	88.7%
20" - 29"	1178	572	259	930	570	360	1097
%V	33.3%	31.3%	33.3%	34.9%	33.5%	37.2%	33.1%
%H		48.6%	22.0%	78.9%	48.4%	30.6%	93.1%
30" - 39"	1094	607	249	761	516	245	1044
%V	30.9%	33.2%	32.0%	28.5%	30.4%	25.3%	31.5%
%H		55.5%	22.8%	69.6%	47.2%	22.4%	95.4%
40" and over	458	280	116	321	248	72	452
%V	12.9%	15.3%	14.9%	12.0%	14.6%	7.4%	13.6%
%H		61.1%	25.3%	70.1%	54.1%	15.7%	98.7%
Don't know	118	55	18	85	41	44	108
%V	3.3%	3.0%	2.3%	3.2%	2.4%	4.5%	3.3%
%H		46.6%	15.3%	72.0%	34.7%	37.3%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2014 - September 2015
BBC London
Set level data
Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3540	1827	778	2667	1699	968	3313
%H		51.6%	22.0%	75.3%	48.0%	27.3%	93.6%
PVR	942	616	270	510	429	81	919
%V	26.6%	33.7%	34.7%	19.1%	25.3%	8.4%	27.7%
%H		65.4%	28.7%	54.1%	45.5%	8.6%	97.6%
DVDR	37	18	9	30	20	10	37
%V	1.0%	1.0%	1.2%	1.1%	1.2%	1.0%	1.1%
%H		48.6%	24.3%	81.1%	54.1%	27.0%	100.0%
VCR	25	10	4	24	13	11	21
%V	0.7%	0.5%	0.5%	0.9%	0.8%	1.1%	0.6%
%H		40.0%	16.0%	96.0%	52.0%	44.0%	84.0%
Any recorder	976	627	276	541	443	98	950
%V	27.6%	34.3%	35.5%	20.3%	26.1%	10.1%	28.7%
%H		64.2%	28.3%	55.4%	45.4%	10.0%	97.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3540	1827	778	2667	1699	968	3313
%H		51.6%	22.0%	75.3%	48.0%	27.3%	93.6%
Receives HDTV (via STB or built-in reception)	1367	722	348	1009	686	323	1312
%V	38.6%	39.5%	44.7%	37.8%	40.4%	33.4%	39.6%
%H		52.8%	25.5%	73.8%	50.2%	23.6%	96.0%
DVD/Blu-ray player or recorder	1380	721	309	1093	727	366	1311
%V	39.0%	39.5%	39.7%	41.0%	42.8%	37.8%	39.6%
%H		52.2%	22.4%	79.2%	52.7%	26.5%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12798	11760	5627	2333	7621	3850	3770	11825
%H		91.9%	44.0%	18.2%	59.5%	30.1%	29.5%	92.4%
Total Children	2606	2436	1328	499	1423	828	595	2542
%V	20.4%	20.7%	23.6%	21.4%	18.7%	21.5%	15.8%	21.5%
%H		93.5%	51.0%	19.1%	54.6%	31.8%	22.8%	97.5%
0 - 3	741	674	368	130	396	224	172	722
%V	5.8%	5.7%	6.5%	5.6%	5.2%	5.8%	4.6%	6.1%
%H		91.0%	49.7%	17.5%	53.4%	30.2%	23.2%	97.4%
4 - 15	1865	1762	960	369	1028	604	424	1820
%V	14.6%	15.0%	17.1%	15.8%	13.5%	15.7%	11.2%	15.4%
%H		94.5%	51.5%	19.8%	55.1%	32.4%	22.7%	97.6%
4 - 9	1018	952	505	210	552	322	230	991
%V	8.0%	8.1%	9.0%	9.0%	7.2%	8.4%	6.1%	8.4%
%H		93.5%	49.6%	20.6%	54.2%	31.6%	22.6%	97.3%
10 - 15	847	810	455	158	475	282	193	829
%V	6.6%	6.9%	8.1%	6.8%	6.2%	7.3%	5.1%	7.0%
%H		95.6%	53.7%	18.7%	56.1%	33.3%	22.8%	97.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12798	11760	5627	2333	7621	3850	3770	11825
%H		91.9%	44.0%	18.2%	59.5%	30.1%	29.5%	92.4%
Total Adults (16+)	10192	9324	4299	1834	6197	3022	3175	9283
%V	79.6%	79.3%	76.4%	78.6%	81.3%	78.5%	84.2%	78.5%
%H		91.5%	42.2%	18.0%	60.8%	29.7%	31.2%	91.1%
16 - 19	515	492	273	108	305	193	112	504
%V	4.0%	4.2%	4.9%	4.6%	4.0%	5.0%	3.0%	4.3%
%H		95.5%	53.0%	21.0%	59.2%	37.5%	21.7%	97.9%
20 - 24	827	692	327	136	437	224	213	810
%V	6.5%	5.9%	5.8%	5.8%	5.7%	5.8%	5.6%	6.8%
%H		83.7%	39.5%	16.4%	52.8%	27.1%	25.8%	97.9%
25 - 34	2212	1884	921	366	1162	592	570	2168
%V	17.3%	16.0%	16.4%	15.7%	15.2%	15.4%	15.1%	18.3%
%H		85.2%	41.6%	16.5%	52.5%	26.8%	25.8%	98.0%
35 - 44	1965	1792	911	383	1084	585	499	1915
%V	15.4%	15.2%	16.2%	16.4%	14.2%	15.2%	13.2%	16.2%
%H		91.2%	46.4%	19.5%	55.2%	29.8%	25.4%	97.5%
45 - 54	1745	1655	798	362	1096	592	503	1665
%V	13.6%	14.1%	14.2%	15.5%	14.4%	15.4%	13.3%	14.1%
%H		94.8%	45.7%	20.7%	62.8%	33.9%	28.8%	95.4%
55 - 64	1237	1181	534	243	817	405	412	1113
%V	9.7%	10.0%	9.5%	10.4%	10.7%	10.5%	10.9%	9.4%
%H		95.5%	43.2%	19.6%	66.0%	32.7%	33.3%	90.0%
65+	1691	1628	536	236	1297	431	866	1108
%V	13.2%	13.8%	9.5%	10.1%	17.0%	11.2%	23.0%	9.4%
%H		96.3%	31.7%	14.0%	76.7%	25.5%	51.2%	65.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		10192	9324	4299	1834	6197	3022	3175	9283
	%H		91.5%	42.2%	18.0%	60.8%	29.7%	31.2%	91.1%
AB		3040	2832	1298	641	1873	978	895	2965
	%V	29.8%	30.4%	30.2%	35.0%	30.2%	32.4%	28.2%	31.9%
	%H		93.2%	42.7%	21.1%	61.6%	32.2%	29.4%	97.5%
C1		3027	2745	1247	559	1849	922	927	2820
	%V	29.7%	29.4%	29.0%	30.5%	29.8%	30.5%	29.2%	30.4%
	%H		90.7%	41.2%	18.5%	61.1%	30.5%	30.6%	93.2%
C2		1904	1764	889	349	1188	659	530	1746
	%V	18.7%	18.9%	20.7%	19.0%	19.2%	21.8%	16.7%	18.8%
	%H		92.6%	46.7%	18.3%	62.4%	34.6%	27.8%	91.7%
D		1568	1397	672	224	865	366	499	1363
	%V	15.4%	15.0%	15.6%	12.2%	14.0%	12.1%	15.7%	14.7%
	%H		89.1%	42.9%	14.3%	55.2%	23.3%	31.8%	86.9%
E		653	586	192	60	422	97	325	388
	%V	6.4%	6.3%	4.5%	3.3%	6.8%	3.2%	10.2%	4.2%
	%H		89.7%	29.4%	9.2%	64.6%	14.9%	49.8%	59.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10192	9324	4299	1834	6197	3022	3175	9283
%H		91.5%	42.2%	18.0%	60.8%	29.7%	31.2%	91.1%
Working full time	5329	4834	2359	1065	3101	1697	1404	5222
%V	52.3%	51.8%	54.9%	58.1%	50.0%	56.2%	44.2%	56.3%
%H		90.7%	44.3%	20.0%	58.2%	31.8%	26.3%	98.0%
Working part time	1011	926	447	180	635	334	301	970
%V	9.9%	9.9%	10.4%	9.8%	10.2%	11.1%	9.5%	10.4%
%H		91.6%	44.2%	17.8%	62.8%	33.0%	29.8%	95.9%
Not working	3851	3564	1493	589	2462	992	1470	3091
%V	37.8%	38.2%	34.7%	32.1%	39.7%	32.8%	46.3%	33.3%
%H		92.5%	38.8%	15.3%	63.9%	25.8%	38.2%	80.3%
Housewife/Houseperson	5209	4723	1966	858	3266	1385	1881	4491
%V	51.1%	50.7%	45.7%	46.8%	52.7%	45.8%	59.2%	48.4%
%H		90.7%	37.7%	16.5%	62.7%	26.6%	36.1%	86.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4995	4538	2146	896	2999	1511	1488	4609
%H		90.9%	43.0%	17.9%	60.0%	30.3%	29.8%	92.3%
16 - 19	266	255	143	55	156	100	56	262
%V	5.3%	5.6%	6.7%	6.1%	5.2%	6.6%	3.8%	5.7%
%H		95.9%	53.8%	20.7%	58.6%	37.6%	21.1%	98.5%
20 - 24	410	341	174	64	216	120	96	401
%V	8.2%	7.5%	8.1%	7.1%	7.2%	7.9%	6.5%	8.7%
%H		83.2%	42.4%	15.6%	52.7%	29.3%	23.4%	97.8%
25 - 34	1108	942	461	182	593	308	285	1086
%V	22.2%	20.8%	21.5%	20.3%	19.8%	20.4%	19.2%	23.6%
%H		85.0%	41.6%	16.4%	53.5%	27.8%	25.7%	98.0%
35 - 44	984	889	446	189	533	280	253	960
%V	19.7%	19.6%	20.8%	21.1%	17.8%	18.5%	17.0%	20.8%
%H		90.3%	45.3%	19.2%	54.2%	28.5%	25.7%	97.6%
45 - 54	864	812	394	177	533	288	245	818
%V	17.3%	17.9%	18.4%	19.8%	17.8%	19.1%	16.5%	17.7%
%H		94.0%	45.6%	20.5%	61.7%	33.3%	28.4%	94.7%
55 - 64	604	570	257	119	396	196	200	545
%V	12.1%	12.6%	12.0%	13.3%	13.2%	13.0%	13.4%	11.8%
%H		94.4%	42.5%	19.7%	65.6%	32.5%	33.1%	90.2%
65+	760	729	271	111	571	219	352	536
%V	15.2%	16.1%	12.6%	12.4%	19.0%	14.5%	23.7%	11.6%
%H		95.9%	35.7%	14.6%	75.1%	28.8%	46.3%	70.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4995	4538	2146	896	2999	1511	1488	4609
%H		90.9%	43.0%	17.9%	60.0%	30.3%	29.8%	92.3%
AB	1539	1432	670	320	946	502	444	1507
%V	30.8%	31.6%	31.2%	35.7%	31.5%	33.2%	29.8%	32.7%
%H		93.0%	43.5%	20.8%	61.5%	32.6%	28.8%	97.9%
C1	1433	1290	613	267	860	456	404	1363
%V	28.7%	28.4%	28.6%	29.8%	28.7%	30.2%	27.2%	29.6%
%H		90.0%	42.8%	18.6%	60.0%	31.8%	28.2%	95.1%
C2	1015	931	459	180	634	341	292	922
%V	20.3%	20.5%	21.4%	20.1%	21.1%	22.6%	19.6%	20.0%
%H		91.7%	45.2%	17.7%	62.5%	33.6%	28.8%	90.8%
D	755	663	333	105	403	176	227	673
%V	15.1%	14.6%	15.5%	11.7%	13.4%	11.6%	15.3%	14.6%
%H		87.8%	44.1%	13.9%	53.4%	23.3%	30.1%	89.1%
E	253	222	71	25	157	36	121	144
%V	5.1%	4.9%	3.3%	2.8%	5.2%	2.4%	8.1%	3.1%
%H		87.7%	28.1%	9.9%	62.1%	14.2%	47.8%	56.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4995	4538	2146	896	2999	1511	1488	4609
%H		90.9%	43.0%	17.9%	60.0%	30.3%	29.8%	92.3%
Working full time	3236	2939	1479	632	1868	1044	824	3163
%V	64.8%	64.8%	68.9%	70.5%	62.3%	69.1%	55.4%	68.6%
%H		90.8%	45.7%	19.5%	57.7%	32.3%	25.5%	97.7%
Working part time	271	234	104	33	167	69	99	254
%V	5.4%	5.2%	4.8%	3.7%	5.6%	4.6%	6.7%	5.5%
%H		86.3%	38.4%	12.2%	61.6%	25.5%	36.5%	93.7%
Not working	1489	1364	563	230	963	398	566	1193
%V	29.8%	30.1%	26.2%	25.7%	32.1%	26.3%	38.0%	25.9%
%H		91.6%	37.8%	15.4%	64.7%	26.7%	38.0%	80.1%
Housewife/Houseperson	1191	1015	354	167	738	253	485	959
%V	23.8%	22.4%	16.5%	18.6%	24.6%	16.7%	32.6%	20.8%
%H		85.2%	29.7%	14.0%	62.0%	21.2%	40.7%	80.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5197	4786	2153	938	3198	1511	1687	4674
%H		92.1%	41.4%	18.0%	61.5%	29.1%	32.5%	89.9%
16 - 19	249	237	129	53	149	93	55	242
%V	4.8%	5.0%	6.0%	5.7%	4.7%	6.2%	3.3%	5.2%
%H		95.2%	51.8%	21.3%	59.8%	37.3%	22.1%	97.2%
20 - 24	418	352	152	72	221	104	117	409
%V	8.0%	7.4%	7.1%	7.7%	6.9%	6.9%	6.9%	8.8%
%H		84.2%	36.4%	17.2%	52.9%	24.9%	28.0%	97.8%
25 - 34	1104	942	460	184	569	284	285	1082
%V	21.2%	19.7%	21.4%	19.6%	17.8%	18.8%	16.9%	23.1%
%H		85.3%	41.7%	16.7%	51.5%	25.7%	25.8%	98.0%
35 - 44	980	903	464	195	550	305	246	955
%V	18.9%	18.9%	21.6%	20.8%	17.2%	20.2%	14.6%	20.4%
%H		92.1%	47.3%	19.9%	56.1%	31.1%	25.1%	97.4%
45 - 54	880	843	404	185	562	304	258	846
%V	16.9%	17.6%	18.8%	19.7%	17.6%	20.1%	15.3%	18.1%
%H		95.8%	45.9%	21.0%	63.9%	34.5%	29.3%	96.1%
55 - 64	633	611	277	124	421	209	212	568
%V	12.2%	12.8%	12.9%	13.2%	13.2%	13.8%	12.6%	12.2%
%H		96.5%	43.8%	19.6%	66.5%	33.0%	33.5%	89.7%
65+	931	900	265	125	725	212	513	571
%V	17.9%	18.8%	12.3%	13.3%	22.7%	14.0%	30.4%	12.2%
%H		96.7%	28.5%	13.4%	77.9%	22.8%	55.1%	61.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		5197	4786	2153	938	3198	1511	1687	4674
	%H		92.1%	41.4%	18.0%	61.5%	29.1%	32.5%	89.9%
AB		1501	1400	628	321	927	476	451	1458
	%V	28.9%	29.3%	29.2%	34.2%	29.0%	31.5%	26.7%	31.2%
	%H		93.3%	41.8%	21.4%	61.8%	31.7%	30.0%	97.1%
C1		1593	1455	634	292	989	466	523	1457
	%V	30.7%	30.4%	29.4%	31.1%	30.9%	30.8%	31.0%	31.2%
	%H		91.3%	39.8%	18.3%	62.1%	29.3%	32.8%	91.5%
C2		890	833	431	169	555	317	237	825
	%V	17.1%	17.4%	20.0%	18.0%	17.4%	21.0%	14.0%	17.7%
	%H		93.6%	48.4%	19.0%	62.4%	35.6%	26.6%	92.7%
D		813	734	339	119	462	190	272	690
	%V	15.6%	15.3%	15.7%	12.7%	14.4%	12.6%	16.1%	14.8%
	%H		90.3%	41.7%	14.6%	56.8%	23.4%	33.5%	84.9%
E		400	364	121	36	265	62	203	244
	%V	7.7%	7.6%	5.6%	3.8%	8.3%	4.1%	12.0%	5.2%
	%H		91.0%	30.3%	9.0%	66.3%	15.5%	50.8%	61.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5197	4786	2153	938	3198	1511	1687	4674
%H		92.1%	41.4%	18.0%	61.5%	29.1%	32.5%	89.9%
Working full time	2094	1895	879	433	1233	652	581	2059
%V	40.3%	39.6%	40.8%	46.2%	38.6%	43.2%	34.4%	44.1%
%H		90.5%	42.0%	20.7%	58.9%	31.1%	27.7%	98.3%
Working part time	740	691	343	146	467	265	202	716
%V	14.2%	14.4%	15.9%	15.6%	14.6%	17.5%	12.0%	15.3%
%H		93.4%	46.4%	19.7%	63.1%	35.8%	27.3%	96.8%
Not working	2363	2200	930	358	1498	594	904	1898
%V	45.5%	46.0%	43.2%	38.2%	46.8%	39.3%	53.6%	40.6%
%H		93.1%	39.4%	15.2%	63.4%	25.1%	38.3%	80.3%
Housewife/Houseperson	4018	3708	1613	691	2528	1132	1396	3532
%V	77.3%	77.5%	74.9%	73.7%	79.0%	74.9%	82.8%	75.6%
%H		92.3%	40.1%	17.2%	62.9%	28.2%	34.7%	87.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
AB	301	285	130	46	189	83	106	285
%V	27.3%	27.7%	27.9%	30.3%	27.0%	27.6%	26.5%	30.4%
%H (All HH)		94.7%	43.2%	15.3%	62.8%	27.6%	35.2%	94.7%
%H (TV HH)			45.6%	16.1%	66.3%	29.1%	37.2%	
C1	351	327	153	45	216	94	122	308
%V	31.8%	31.7%	32.8%	29.6%	30.8%	31.2%	30.5%	32.8%
%H (All HH)		93.2%	43.6%	12.8%	61.5%	26.8%	34.8%	87.7%
%H (TV HH)			46.8%	13.8%	66.1%	28.7%	37.3%	
C2	202	189	89	35	137	73	63	177
%V	18.3%	18.3%	19.1%	23.0%	19.5%	24.3%	15.8%	18.9%
%H (All HH)		93.6%	44.1%	17.3%	67.8%	36.1%	31.2%	87.6%
%H (TV HH)			47.1%	18.5%	72.5%	38.6%	33.3%	
D	141	131	57	18	91	35	55	103
%V	12.8%	12.7%	12.2%	11.8%	13.0%	11.6%	13.8%	11.0%
%H (All HH)		92.9%	40.4%	12.8%	64.5%	24.8%	39.0%	73.0%
%H (TV HH)			43.5%	13.7%	69.5%	26.7%	42.0%	
E	108	98	37	8	70	16	53	67
%V	9.8%	9.5%	7.9%	5.3%	10.0%	5.3%	13.3%	7.1%
%H (All HH)		90.7%	34.3%	7.4%	64.8%	14.8%	49.1%	62.0%
%H (TV HH)			37.8%	8.2%	71.4%	16.3%	54.1%	

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 2014 - September 2015

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Under 25	49	35	15	0	22	7	16	44
%V	4.4%	3.4%	3.2%	0.0%	3.1%	2.3%	4.0%	4.7%
%H (All HH)		71.4%	30.6%	0.0%	44.9%	14.3%	32.7%	89.8%
%H (TV HH)			42.9%	0.0%	62.9%	20.0%	45.7%	
25 - 34	134	120	63	19	65	34	31	130
%V	12.1%	11.7%	13.5%	12.5%	9.3%	11.3%	7.8%	13.9%
%H (All HH)		89.6%	47.0%	14.2%	48.5%	25.4%	23.1%	97.0%
%H (TV HH)			52.5%	15.8%	54.2%	28.3%	25.8%	
35 - 44	173	157	81	35	88	49	39	169
%V	15.7%	15.2%	17.4%	23.0%	12.6%	16.3%	9.8%	18.0%
%H (All HH)		90.8%	46.8%	20.2%	50.9%	28.3%	22.5%	97.7%
%H (TV HH)			51.6%	22.3%	56.1%	31.2%	24.8%	
45 - 54	218	210	94	31	151	67	85	206
%V	19.7%	20.4%	20.2%	20.4%	21.5%	22.3%	21.3%	22.0%
%H (All HH)		96.3%	43.1%	14.2%	69.3%	30.7%	39.0%	94.5%
%H (TV HH)			44.8%	14.8%	71.9%	31.9%	40.5%	
55 - 64	179	170	79	27	117	55	62	162
%V	16.2%	16.5%	17.0%	17.8%	16.7%	18.3%	15.5%	17.3%
%H (All HH)		95.0%	44.1%	15.1%	65.4%	30.7%	34.6%	90.5%
%H (TV HH)			46.5%	15.9%	68.8%	32.4%	36.5%	
65 +	352	339	134	39	257	89	168	227
%V	31.9%	32.9%	28.8%	25.7%	36.7%	29.6%	42.0%	24.2%
%H (All HH)		96.3%	38.1%	11.1%	73.0%	25.3%	47.7%	64.5%
%H (TV HH)			39.5%	11.5%	75.8%	26.3%	49.6%	

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 2014 - September 2015

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
1	345	303	101	38	217	57	160	226
%V	31.3%	29.4%	21.7%	25.0%	31.0%	18.9%	40.0%	24.1%
%H (All HH)		87.8%	29.3%	11.0%	62.9%	16.5%	46.4%	65.5%
%H (TV HH)			33.3%	12.5%	71.6%	18.8%	52.8%	
2	377	357	159	49	251	107	144	337
%V	34.1%	34.7%	34.1%	32.2%	35.8%	35.5%	36.0%	35.9%
%H (All HH)		94.7%	42.2%	13.0%	66.6%	28.4%	38.2%	89.4%
%H (TV HH)			44.5%	13.7%	70.3%	30.0%	40.3%	
3	177	171	92	31	110	63	47	171
%V	16.0%	16.6%	19.7%	20.4%	15.7%	20.9%	11.8%	18.2%
%H (All HH)		96.6%	52.0%	17.5%	62.1%	35.6%	26.6%	96.6%
%H (TV HH)			53.8%	18.1%	64.3%	36.8%	27.5%	
4	147	144	80	27	89	53	36	146
%V	13.3%	14.0%	17.2%	17.8%	12.7%	17.6%	9.0%	15.6%
%H (All HH)		98.0%	54.4%	18.4%	60.5%	36.1%	24.5%	99.3%
%H (TV HH)			55.6%	18.8%	61.8%	36.8%	25.0%	
5+	59	54	34	7	34	21	13	58
%V	5.3%	5.2%	7.3%	4.6%	4.9%	7.0%	3.3%	6.2%
%H (All HH)		91.5%	57.6%	11.9%	57.6%	35.6%	22.0%	98.3%
%H (TV HH)			63.0%	13.0%	63.0%	38.9%	24.1%	
Average HH size	2.30	2.33	2.57	2.46	2.27	2.61	2.01	2.46

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 2014 - September 2015

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Without	836	768	318	109	544	213	331	679
%V	75.7%	74.6%	68.2%	71.7%	77.6%	70.8%	82.8%	72.4%
%H (All HH)		91.9%	38.0%	13.0%	65.1%	25.5%	39.6%	81.2%
%H (TV HH)			41.4%	14.2%	70.8%	27.7%	43.1%	
With	268	262	148	43	157	88	69	260
%V	24.3%	25.4%	31.8%	28.3%	22.4%	29.2%	17.3%	27.7%
%H (All HH)		97.8%	55.2%	16.0%	58.6%	32.8%	25.7%	97.0%
%H (TV HH)			56.5%	16.4%	59.9%	33.6%	26.3%	
0 - 3	95	93	57	9	48	24	23	91
%V	8.6%	9.0%	12.2%	5.9%	6.8%	8.0%	5.8%	9.7%
%H (All HH)		97.9%	60.0%	9.5%	50.5%	25.3%	24.2%	95.8%
%H (TV HH)			61.3%	9.7%	51.6%	25.8%	24.7%	
4 - 9	139	137	80	22	78	45	33	136
%V	12.6%	13.3%	17.2%	14.5%	11.1%	15.0%	8.3%	14.5%
%H (All HH)		98.6%	57.6%	15.8%	56.1%	32.4%	23.7%	97.8%
%H (TV HH)			58.4%	16.1%	56.9%	32.8%	24.1%	
10 - 15	121	118	67	23	78	48	30	118
%V	11.0%	11.5%	14.4%	15.1%	11.1%	15.9%	7.5%	12.6%
%H (All HH)		97.5%	55.4%	19.0%	64.5%	39.7%	24.8%	97.5%
%H (TV HH)			56.8%	19.5%	66.1%	40.7%	25.4%	

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 2014 - September 2015

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
1	444	444	163	59	267	62	205	354
%V	40.2%	43.1%	35.0%	38.8%	38.1%	20.6%	51.3%	37.7%
%H (All HH)		100.0%	36.7%	13.3%	60.1%	14.0%	46.2%	79.7%
%H (TV HH)			36.7%	13.3%	60.1%	14.0%	46.2%	
2	330	330	148	54	233	104	130	280
%V	29.9%	32.0%	31.8%	35.5%	33.2%	34.6%	32.5%	29.9%
%H (All HH)		100.0%	44.8%	16.4%	70.6%	31.5%	39.4%	84.8%
%H (TV HH)			44.8%	16.4%	70.6%	31.5%	39.4%	
3	159	159	90	28	123	79	44	152
%V	14.4%	15.4%	19.3%	18.4%	17.5%	26.2%	11.0%	16.2%
%H (All HH)		100.0%	56.6%	17.6%	77.4%	49.7%	27.7%	95.6%
%H (TV HH)			56.6%	17.6%	77.4%	49.7%	27.7%	
4	70	70	45	9	58	40	18	67
%V	6.3%	6.8%	9.7%	5.9%	8.3%	13.3%	4.5%	7.1%
%H (All HH)		100.0%	64.3%	12.9%	82.9%	57.1%	25.7%	95.7%
%H (TV HH)			64.3%	12.9%	82.9%	57.1%	25.7%	
5+	26	26	20	2	20	16	4	26
%V	2.4%	2.5%	4.3%	1.3%	2.9%	5.3%	1.0%	2.8%
%H (All HH)		100.0%	76.9%	7.7%	76.9%	61.5%	15.4%	100.0%
%H (TV HH)			76.9%	7.7%	76.9%	61.5%	15.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Under 20"	233	233	107	31	188	94	94	201
%V	21.1%	22.6%	23.0%	20.4%	26.8%	31.2%	23.5%	21.4%
%H (All HH)		100.0%	45.9%	13.3%	80.7%	40.3%	40.3%	86.3%
%H (TV HH)			45.9%	13.3%	80.7%	40.3%	40.3%	
20" - 29"	389	389	171	57	287	128	159	315
%V	35.2%	37.8%	36.7%	37.5%	40.9%	42.5%	39.8%	33.6%
%H (All HH)		100.0%	44.0%	14.7%	73.8%	32.9%	40.9%	81.0%
%H (TV HH)			44.0%	14.7%	73.8%	32.9%	40.9%	
30" - 39"	506	506	236	74	356	165	191	448
%V	45.8%	49.1%	50.6%	48.7%	50.8%	54.8%	47.8%	47.8%
%H (All HH)		100.0%	46.6%	14.6%	70.4%	32.6%	37.7%	88.5%
%H (TV HH)			46.6%	14.6%	70.4%	32.6%	37.7%	
40" and over	474	474	277	74	307	181	126	438
%V	42.9%	46.0%	59.4%	48.7%	43.8%	60.1%	31.5%	46.7%
%H (All HH)		100.0%	58.4%	15.6%	64.8%	38.2%	26.6%	92.4%
%H (TV HH)			58.4%	15.6%	64.8%	38.2%	26.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Main living room	1011	1011	463	151	692	300	393	862
%V	91.6%	98.2%	99.4%	99.3%	98.7%	99.7%	98.3%	91.9%
%H (All HH)		100.0%	45.8%	14.9%	68.4%	29.7%	38.9%	85.3%
%H (TV HH)			45.8%	14.9%	68.4%	29.7%	38.9%	
Kitchen	134	134	77	17	106	65	41	122
%V	12.1%	13.0%	16.5%	11.2%	15.1%	21.6%	10.3%	13.0%
%H (All HH)		100.0%	57.5%	12.7%	79.1%	48.5%	30.6%	91.0%
%H (TV HH)			57.5%	12.7%	79.1%	48.5%	30.6%	
Adult's bedroom	428	428	223	72	321	184	137	385
%V	38.8%	41.6%	47.9%	47.4%	45.8%	61.1%	34.3%	41.0%
%H (All HH)		100.0%	52.1%	16.8%	75.0%	43.0%	32.0%	90.0%
%H (TV HH)			52.1%	16.8%	75.0%	43.0%	32.0%	
Child's bedroom	90	90	52	16	67	45	22	88
%V	8.2%	8.7%	11.2%	10.5%	9.6%	15.0%	5.5%	9.4%
%H (All HH)		100.0%	57.8%	17.8%	74.4%	50.0%	24.4%	97.8%
%H (TV HH)			57.8%	17.8%	74.4%	50.0%	24.4%	
Other bedroom	93	93	57	11	69	45	24	88
%V	8.4%	9.0%	12.2%	7.2%	9.8%	15.0%	6.0%	9.4%
%H (All HH)		100.0%	61.3%	11.8%	74.2%	48.4%	25.8%	94.6%
%H (TV HH)			61.3%	11.8%	74.2%	48.4%	25.8%	
Second living/dining room	85	85	47	9	63	34	29	76
%V	7.7%	8.3%	10.1%	5.9%	9.0%	11.3%	7.3%	8.1%
%H (All HH)		100.0%	55.3%	10.6%	74.1%	40.0%	34.1%	89.4%
%H (TV HH)			55.3%	10.6%	74.1%	40.0%	34.1%	
Study/office	13	13	6	2	9	4	5	11
%V	1.2%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.2%
%H (All HH)		100.0%	46.2%	15.4%	69.2%	30.8%	38.5%	84.6%
%H (TV HH)			46.2%	15.4%	69.2%	30.8%	38.5%	
TV room	7	7	5	0	5	3	2	7
%V	0.6%	0.7%	1.1%	0.0%	0.7%	1.0%	0.5%	0.7%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	
Conservatory	16	16	9	2	14	8	5	13
%V	1.4%	1.6%	1.9%	1.3%	2.0%	2.7%	1.3%	1.4%
%H (All HH)		100.0%	56.3%	12.5%	87.5%	50.0%	31.3%	81.3%
%H (TV HH)			56.3%	12.5%	87.5%	50.0%	31.3%	
Attic or loft room	2	2	2	1	2	2	0	2
%V	0.2%	0.2%	0.4%	0.7%	0.3%	0.7%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	50.0%	100.0%	100.0%	0.0%	
No specific location	2	2	0	0	0	0	0	2
%V	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	8	8	6	1	6	4	2	8
%V	0.7%	0.8%	1.3%	0.7%	0.9%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	50.0%	25.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1104	1030	466	152	701	301	400	938
%V (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Any DSAT provider	466	466	466	10	245	245	0	427
%V	42.2%	45.2%	100.0%	6.6%	35.0%	81.4%	0.0%	45.5%
%H (All HH)			100.0%	2.1%	52.6%	52.6%	0.0%	91.6%
%H (TV HH)			100.0%	2.1%	52.6%	52.6%	0.0%	
Sky with subcription	368	368	368	6	194	194	0	347
%V	33.3%	35.7%	79.0%	3.9%	27.7%	64.5%	0.0%	37.0%
%H (All HH)			100.0%	1.6%	52.7%	52.7%	0.0%	94.3%
%H (TV HH)			100.0%	1.6%	52.7%	52.7%	0.0%	
Sky without subcription	20	20	20	1	10	10	0	12
%V	1.8%	1.9%	4.3%	0.7%	1.4%	3.3%	0.0%	1.3%
%H (All HH)			100.0%	5.0%	50.0%	50.0%	0.0%	60.0%
%H (TV HH)			100.0%	5.0%	50.0%	50.0%	0.0%	
Freesat	88	88	88	2	45	45	0	78
%V	8.0%	8.5%	18.9%	1.3%	6.4%	15.0%	0.0%	8.3%
%H (All HH)			100.0%	2.3%	51.1%	51.1%	0.0%	88.6%
%H (TV HH)			100.0%	2.3%	51.1%	51.1%	0.0%	
Other satellite provider	11	11	11	0	6	6	0	10
%V	1.0%	1.1%	2.4%	0.0%	0.9%	2.0%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	152	152	10	152	64	64	0	140
%V	13.8%	14.8%	2.1%	100.0%	9.1%	21.3%	0.0%	14.9%
%H (All HH)			6.6%	100.0%	42.1%	42.1%	0.0%	92.1%
%H (TV HH)			6.6%	100.0%	42.1%	42.1%	0.0%	
DTT	701	701	245	64	701	301	400	581
%V	63.5%	68.1%	52.6%	42.1%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	35.0%	9.1%	100.0%	42.9%	57.1%	82.9%
%H (TV HH)			35.0%	9.1%	100.0%	42.9%	57.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
PVR	690	690	401	130	435	265	170	636
%V	62.5%	67.0%	86.1%	85.5%	62.1%	88.0%	42.5%	67.8%
%H (All HH)		100.0%	58.1%	18.8%	63.0%	38.4%	24.6%	92.2%
%H (TV HH)			58.1%	18.8%	63.0%	38.4%	24.6%	
DVDR	40	40	18	7	30	14	16	38
%V	3.6%	3.9%	3.9%	4.6%	4.3%	4.7%	4.0%	4.1%
%H (All HH)		100.0%	45.0%	17.5%	75.0%	35.0%	40.0%	95.0%
%H (TV HH)			45.0%	17.5%	75.0%	35.0%	40.0%	
VCR	34	34	11	5	23	5	18	28
%V	3.1%	3.3%	2.4%	3.3%	3.3%	1.7%	4.5%	3.0%
%H (All HH)		100.0%	32.4%	14.7%	67.6%	14.7%	52.9%	82.4%
%H (TV HH)			32.4%	14.7%	67.6%	14.7%	52.9%	
Any recorder	714	714	404	132	456	268	188	655
%V	64.7%	69.3%	86.7%	86.8%	65.0%	89.0%	47.0%	69.8%
%H (All HH)		100.0%	56.6%	18.5%	63.9%	37.5%	26.3%	91.7%
%H (TV HH)			56.6%	18.5%	63.9%	37.5%	26.3%	
Receives HDTV (via STB or built-in reception)	672	672	363	130	439	252	187	622
%V	60.9%	65.2%	77.9%	85.5%	62.6%	83.7%	46.8%	66.3%
%H (All HH)		100.0%	54.0%	19.3%	65.3%	37.5%	27.8%	92.6%
%H (TV HH)			54.0%	19.3%	65.3%	37.5%	27.8%	
DVD/Blu-ray player or recorder	823	823	392	130	563	259	304	733
%V	74.5%	79.9%	84.1%	85.5%	80.3%	86.0%	76.0%	78.1%
%H (All HH)		100.0%	47.6%	15.8%	68.4%	31.5%	36.9%	89.1%
%H (TV HH)			47.6%	15.8%	68.4%	31.5%	36.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1104	1030	466	152	701	301	400	938
%H (All HH)		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%
%H (TV HH)			45.2%	14.8%	68.1%	29.2%	38.8%	
Has broadband internet	938	879	427	140	581	281	300	938
%V	85.0%	85.3%	91.6%	92.1%	82.9%	93.4%	75.0%	100.0%
%H (All HH)		93.7%	45.5%	14.9%	61.9%	30.0%	32.0%	100.0%
%H (TV HH)			48.6%	15.9%	66.1%	32.0%	34.1%	
Number of computers (PCs and laptops)								
0	181	164	46	18	123	23	100	31
%V	16.4%	15.9%	9.9%	11.8%	17.5%	7.6%	25.0%	3.3%
%H (All HH)		90.6%	25.4%	9.9%	68.0%	12.7%	55.2%	17.1%
%H (TV HH)			28.0%	11.0%	75.0%	14.0%	61.0%	
1	296	267	109	39	182	69	113	284
%V	26.8%	25.9%	23.4%	25.7%	26.0%	22.9%	28.3%	30.3%
%H (All HH)		90.2%	36.8%	13.2%	61.5%	23.3%	38.2%	95.9%
%H (TV HH)			40.8%	14.6%	68.2%	25.8%	42.3%	
2	254	239	114	36	159	70	88	251
%V	23.0%	23.2%	24.5%	23.7%	22.7%	23.3%	22.0%	26.8%
%H (All HH)		94.1%	44.9%	14.2%	62.6%	27.6%	34.6%	98.8%
%H (TV HH)			47.7%	15.1%	66.5%	29.3%	36.8%	
3	168	164	86	22	116	63	54	168
%V	15.2%	15.9%	18.5%	14.5%	16.5%	20.9%	13.5%	17.9%
%H (All HH)		97.6%	51.2%	13.1%	69.0%	37.5%	32.1%	100.0%
%H (TV HH)			52.4%	13.4%	70.7%	38.4%	32.9%	
4	98	95	46	21	59	33	25	98
%V	8.9%	9.2%	9.9%	13.8%	8.4%	11.0%	6.3%	10.4%
%H (All HH)		96.9%	46.9%	21.4%	60.2%	33.7%	25.5%	100.0%
%H (TV HH)			48.4%	22.1%	62.1%	34.7%	26.3%	
5+	106	101	64	16	62	43	19	106
%V	9.6%	9.8%	13.7%	10.5%	8.8%	14.3%	4.8%	11.3%
%H (All HH)		95.3%	60.4%	15.1%	58.5%	40.6%	17.9%	100.0%
%H (TV HH)			63.4%	15.8%	61.4%	42.6%	18.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2002	1016	297	1441	754	687	1776
%H		50.7%	14.8%	72.0%	37.7%	34.3%	88.7%
Under 20"	300	138	37	246	123	123	261
%V	15.0%	13.6%	12.5%	17.1%	16.3%	17.9%	14.7%
%H		46.0%	12.3%	82.0%	41.0%	41.0%	87.0%
20" - 29"	500	233	71	374	179	195	416
%V	25.0%	22.9%	23.9%	26.0%	23.7%	28.4%	23.4%
%H		46.6%	14.2%	74.8%	35.8%	39.0%	83.2%
30" - 39"	610	296	95	432	215	216	547
%V	30.5%	29.1%	32.0%	30.0%	28.5%	31.4%	30.8%
%H		48.5%	15.6%	70.8%	35.2%	35.4%	89.7%
40" and over	577	345	92	380	236	144	539
%V	28.8%	34.0%	31.0%	26.4%	31.3%	21.0%	30.3%
%H		59.8%	15.9%	65.9%	40.9%	25.0%	93.4%
Don't know	16	3	2	10	1	9	12
%V	0.8%	0.3%	0.7%	0.7%	0.1%	1.3%	0.7%
%H		18.8%	12.5%	62.5%	6.3%	56.3%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2002	1016	297	1441	754	687	1776
%H		50.7%	14.8%	72.0%	37.7%	34.3%	88.7%
Main living room	1017	467	153	696	303	393	868
%V	50.8%	46.0%	51.5%	48.3%	40.2%	57.2%	48.9%
%H		45.9%	15.0%	68.4%	29.8%	38.6%	85.3%
Kitchen	135	77	17	107	65	42	123
%V	6.7%	7.6%	5.7%	7.4%	8.6%	6.1%	6.9%
%H		57.0%	12.6%	79.3%	48.1%	31.1%	91.1%
Adult's bedroom	483	257	79	367	216	151	440
%V	24.1%	25.3%	26.6%	25.5%	28.6%	22.0%	24.8%
%H		53.2%	16.4%	76.0%	44.7%	31.3%	91.1%
Child's bedroom	124	73	21	93	62	31	122
%V	6.2%	7.2%	7.1%	6.5%	8.2%	4.5%	6.9%
%H		58.9%	16.9%	75.0%	50.0%	25.0%	98.4%
Other bedroom	107	66	14	79	53	26	102
%V	5.3%	6.5%	4.7%	5.5%	7.0%	3.8%	5.7%
%H		61.7%	13.1%	73.8%	49.5%	24.3%	95.3%
Second living/dining room	86	47	9	63	34	30	77
%V	4.3%	4.6%	3.0%	4.4%	4.5%	4.4%	4.3%
%H		54.7%	10.5%	73.3%	39.5%	34.9%	89.5%
Study/office	13	6	2	9	4	5	11
%V	0.6%	0.6%	0.7%	0.6%	0.5%	0.7%	0.6%
%H		46.2%	15.4%	69.2%	30.8%	38.5%	84.6%
TV room	7	5	0	5	3	2	7
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.3%	0.4%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
Conservatory	17	10	2	15	10	5	14
%V	0.8%	1.0%	0.7%	1.0%	1.3%	0.7%	0.8%
%H		58.8%	11.8%	88.2%	58.8%	29.4%	82.4%
Attic or loft room	2	2	1	2	2	0	2
%V	0.1%	0.2%	0.3%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	0	0	0	0	0	2
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	8	6	1	6	4	2	8
%V	0.4%	0.6%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2002	1016	297	1441	754	687	1776
%H		50.7%	14.8%	72.0%	37.7%	34.3%	88.7%
PVR	908	546	180	548	354	194	840
%V	45.4%	53.7%	60.6%	38.0%	46.9%	28.2%	47.3%
%H		60.1%	19.8%	60.4%	39.0%	21.4%	92.5%
DVDR	42	19	7	31	15	16	39
%V	2.1%	1.9%	2.4%	2.2%	2.0%	2.3%	2.2%
%H		45.2%	16.7%	73.8%	35.7%	38.1%	92.9%
VCR	34	11	5	23	5	18	28
%V	1.7%	1.1%	1.7%	1.6%	0.7%	2.6%	1.6%
%H		32.4%	14.7%	67.6%	14.7%	52.9%	82.4%
Any recorder	942	557	182	577	361	216	868
%V	47.1%	54.8%	61.3%	40.0%	47.9%	31.4%	48.9%
%H		59.1%	19.3%	61.3%	38.3%	22.9%	92.1%

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	2002	1016	297	1441	754	687	1776
%H		50.7%	14.8%	72.0%	37.7%	34.3%	88.7%
Receives HDTV (via STB or built-in reception)	934	501	196	609	362	247	868
%V	46.7%	49.3%	66.0%	42.3%	48.0%	36.0%	48.9%
%H		53.6%	21.0%	65.2%	38.8%	26.4%	92.9%
DVD/Blu-ray player or recorder	1152	575	186	821	421	400	1040
%V	57.5%	56.6%	62.6%	57.0%	55.8%	58.2%	58.6%
%H		49.9%	16.1%	71.3%	36.5%	34.7%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1025	466	152	700	301	399	874
%V		45.5%	14.8%	68.3%	29.4%	38.9%	85.3%
%H							
Under 20"	21	4	1	15	1	14	16
%V	2.0%	0.9%	0.7%	2.1%	0.3%	3.5%	1.8%
%H		19.0%	4.8%	71.4%	4.8%	66.7%	76.2%
20" - 29"	169	45	25	121	25	97	116
%V	16.5%	9.7%	16.4%	17.3%	8.3%	24.3%	13.3%
%H		26.6%	14.8%	71.6%	14.8%	57.4%	68.6%
30" - 39"	369	149	52	263	101	161	314
%V	36.0%	32.0%	34.2%	37.6%	33.6%	40.4%	35.9%
%H		40.4%	14.1%	71.3%	27.4%	43.6%	85.1%
40" and over	456	266	72	295	173	122	420
%V	44.5%	57.1%	47.4%	42.1%	57.5%	30.6%	48.1%
%H		58.3%	15.8%	64.7%	37.9%	26.8%	92.1%
Don't know	11	3	2	6	1	6	8
%V	1.1%	0.6%	1.3%	0.9%	0.3%	1.5%	0.9%
%H		27.3%	18.2%	54.5%	9.1%	54.5%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1025	466	152	700	301	399	874
%H		45.5%	14.8%	68.3%	29.4%	38.9%	85.3%
PVR	676	395	129	423	261	162	623
%V	66.0%	84.8%	84.9%	60.4%	86.7%	40.6%	71.3%
%H		58.4%	19.1%	62.6%	38.6%	24.0%	92.2%
DVDR	31	11	7	22	9	13	29
%V	3.0%	2.4%	4.6%	3.1%	3.0%	3.3%	3.3%
%H		35.5%	22.6%	71.0%	29.0%	41.9%	93.5%
VCR	26	8	4	19	4	14	22
%V	2.5%	1.7%	2.6%	2.7%	1.3%	3.5%	2.5%
%H		30.8%	15.4%	73.1%	15.4%	53.8%	84.6%
Any recorder	696	398	131	441	263	178	638
%V	67.9%	85.4%	86.2%	63.0%	87.4%	44.6%	73.0%
%H		57.2%	18.8%	63.4%	37.8%	25.6%	91.7%

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	1025	466	152	700	301	399	874
%H		45.5%	14.8%	68.3%	29.4%	38.9%	85.3%
Receives HDTV (via STB or built-in reception)	657	354	128	428	245	183	608
%V	64.1%	76.0%	84.2%	61.1%	81.4%	45.9%	69.6%
%H		53.9%	19.5%	65.1%	37.3%	27.9%	92.5%
DVD/Blu-ray player or recorder	782	364	125	535	240	295	694
%V	76.3%	78.1%	82.2%	76.4%	79.7%	73.9%	79.4%
%H		46.5%	16.0%	68.4%	30.7%	37.7%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	977	550	146	741	453	287	902
%H		56.3%	14.9%	75.8%	46.4%	29.4%	92.3%
Under 20"	279	134	36	231	122	108	245
%V	28.6%	24.4%	24.7%	31.2%	26.9%	37.6%	27.2%
%H		48.0%	12.9%	82.8%	43.7%	38.7%	87.8%
20" - 29"	332	188	46	253	155	98	300
%V	34.0%	34.2%	31.5%	34.1%	34.2%	34.1%	33.3%
%H		56.6%	13.9%	76.2%	46.7%	29.5%	90.4%
30" - 39"	241	147	43	169	114	55	233
%V	24.7%	26.7%	29.5%	22.8%	25.2%	19.2%	25.8%
%H		61.0%	17.8%	70.1%	47.3%	22.8%	96.7%
40" and over	121	80	20	85	62	22	119
%V	12.4%	14.5%	13.7%	11.5%	13.7%	7.7%	13.2%
%H		66.1%	16.5%	70.2%	51.2%	18.2%	98.3%
Don't know	5	1	1	3	0	3	4
%V	0.5%	0.2%	0.7%	0.4%	0.0%	1.0%	0.4%
%H		20.0%	20.0%	60.0%	0.0%	60.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	977	550	146	741	453	287	902
%H		56.3%	14.9%	75.8%	46.4%	29.4%	92.3%
PVR	231	151	52	125	93	32	217
%V	23.6%	27.5%	35.6%	16.9%	20.5%	11.1%	24.1%
%H		65.4%	22.5%	54.1%	40.3%	13.9%	93.9%
DVDR	11	8	0	9	6	3	11
%V	1.1%	1.5%	0.0%	1.2%	1.3%	1.0%	1.2%
%H		72.7%	0.0%	81.8%	54.5%	27.3%	100.0%
VCR	7	3	1	5	1	3	6
%V	0.7%	0.5%	0.7%	0.7%	0.2%	1.0%	0.7%
%H		42.9%	14.3%	71.4%	14.3%	42.9%	85.7%
Any recorder	245	159	52	136	98	38	230
%V	25.1%	28.9%	35.6%	18.4%	21.6%	13.2%	25.5%
%H		64.9%	21.2%	55.5%	40.0%	15.5%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	977	550	146	741	453	287	902
%H		56.3%	14.9%	75.8%	46.4%	29.4%	92.3%
Receives HDTV (via STB or built-in reception)	277	148	68	181	117	64	260
%V	28.4%	26.9%	46.6%	24.4%	25.8%	22.3%	28.8%
%H		53.4%	24.5%	65.3%	42.2%	23.1%	93.9%
DVD/Blu-ray player or recorder	371	211	61	286	181	105	345
%V	38.0%	38.4%	41.8%	38.6%	40.0%	36.6%	38.2%
%H		56.9%	16.4%	77.1%	48.8%	28.3%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2534	2400	1200	372	1590	786	803	2312
%H		94.7%	47.4%	14.7%	62.7%	31.0%	31.7%	91.2%
Total Children	450	442	261	69	259	149	110	439
%V	17.8%	18.4%	21.8%	18.5%	16.3%	19.0%	13.7%	19.0%
%H		98.2%	58.0%	15.3%	57.6%	33.1%	24.4%	97.6%
0 - 3	111	108	66	11	54	28	26	107
%V	4.4%	4.5%	5.5%	3.0%	3.4%	3.6%	3.2%	4.6%
%H		97.3%	59.5%	9.9%	48.6%	25.2%	23.4%	96.4%
4 - 15	339	334	194	58	205	121	84	333
%V	13.4%	13.9%	16.2%	15.6%	12.9%	15.4%	10.5%	14.4%
%H		98.5%	57.2%	17.1%	60.5%	35.7%	24.8%	98.2%
4 - 9	185	183	105	30	106	60	46	181
%V	7.3%	7.6%	8.8%	8.1%	6.7%	7.6%	5.7%	7.8%
%H		98.9%	56.8%	16.2%	57.3%	32.4%	24.9%	97.8%
10 - 15	155	152	89	28	99	61	38	151
%V	6.1%	6.3%	7.4%	7.5%	6.2%	7.8%	4.7%	6.5%
%H		98.1%	57.4%	18.1%	63.9%	39.4%	24.5%	97.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2534	2400	1200	372	1590	786	803	2312
%H		94.7%	47.4%	14.7%	62.7%	31.0%	31.7%	91.2%
Total Adults (16+)	2084	1958	939	303	1330	638	693	1873
%V	82.2%	81.6%	78.3%	81.5%	83.6%	81.2%	86.3%	81.0%
%H		94.0%	45.1%	14.5%	63.8%	30.6%	33.3%	89.9%
16 - 19	117	108	51	22	71	40	31	113
%V	4.6%	4.5%	4.3%	5.9%	4.5%	5.1%	3.9%	4.9%
%H		92.3%	43.6%	18.8%	60.7%	34.2%	26.5%	96.6%
20 - 24	161	134	59	16	97	45	52	157
%V	6.4%	5.6%	4.9%	4.3%	6.1%	5.7%	6.5%	6.8%
%H		83.2%	36.6%	9.9%	60.2%	28.0%	32.3%	97.5%
25 - 34	283	256	132	41	151	80	71	277
%V	11.2%	10.7%	11.0%	11.0%	9.5%	10.2%	8.8%	12.0%
%H		90.5%	46.6%	14.5%	53.4%	28.3%	25.1%	97.9%
35 - 44	317	294	161	61	168	100	68	308
%V	12.5%	12.3%	13.4%	16.4%	10.6%	12.7%	8.5%	13.3%
%H		92.7%	50.8%	19.2%	53.0%	31.5%	21.5%	97.2%
45 - 54	369	359	174	55	250	120	130	352
%V	14.6%	15.0%	14.5%	14.8%	15.7%	15.3%	16.2%	15.2%
%H		97.3%	47.2%	14.9%	67.8%	32.5%	35.2%	95.4%
55 - 64	302	289	139	47	201	97	104	281
%V	11.9%	12.0%	11.6%	12.6%	12.6%	12.3%	13.0%	12.2%
%H		95.7%	46.0%	15.6%	66.6%	32.1%	34.4%	93.0%
65+	534	518	222	62	393	156	237	384
%V	21.1%	21.6%	18.5%	16.7%	24.7%	19.8%	29.5%	16.6%
%H		97.0%	41.6%	11.6%	73.6%	29.2%	44.4%	71.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2084	1958	939	303	1330	638	693	1873
%H		94.0%	45.1%	14.5%	63.8%	30.6%	33.3%	89.9%
AB	607	577	272	98	384	182	202	584
%V	29.1%	29.5%	29.0%	32.3%	28.9%	28.5%	29.1%	31.2%
%H		95.1%	44.8%	16.1%	63.3%	30.0%	33.3%	96.2%
C1	657	612	305	80	401	190	210	607
%V	31.5%	31.3%	32.5%	26.4%	30.2%	29.8%	30.3%	32.4%
%H		93.2%	46.4%	12.2%	61.0%	28.9%	32.0%	92.4%
C2	418	396	196	81	287	168	118	382
%V	20.1%	20.2%	20.9%	26.7%	21.6%	26.3%	17.0%	20.4%
%H		94.7%	46.9%	19.4%	68.7%	40.2%	28.2%	91.4%
D	252	235	112	31	162	71	91	203
%V	12.1%	12.0%	11.9%	10.2%	12.2%	11.1%	13.1%	10.8%
%H		93.3%	44.4%	12.3%	64.3%	28.2%	36.1%	80.6%
E	150	137	53	14	98	26	71	97
%V	7.2%	7.0%	5.6%	4.6%	7.4%	4.1%	10.2%	5.2%
%H		91.3%	35.3%	9.3%	65.3%	17.3%	47.3%	64.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	2084	1958	939	303	1330	638	693	1873
%H		94.0%	45.1%	14.5%	63.8%	30.6%	33.3%	89.9%
Working full time	933	884	451	151	569	306	263	909
%V	44.8%	45.1%	48.0%	49.8%	42.8%	48.0%	38.0%	48.5%
%H		94.7%	48.3%	16.2%	61.0%	32.8%	28.2%	97.4%
Working part time	233	222	112	32	152	72	80	228
%V	11.2%	11.3%	11.9%	10.6%	11.4%	11.3%	11.5%	12.2%
%H		95.3%	48.1%	13.7%	65.2%	30.9%	34.3%	97.9%
Not working	917	851	375	120	610	260	350	736
%V	44.0%	43.5%	39.9%	39.6%	45.9%	40.8%	50.5%	39.3%
%H		92.8%	40.9%	13.1%	66.5%	28.4%	38.2%	80.3%
Housewife/Houseperson	1104	1030	466	152	701	301	400	938
%V	53.0%	52.6%	49.6%	50.2%	52.7%	47.2%	57.7%	50.1%
%H		93.3%	42.2%	13.8%	63.5%	27.3%	36.2%	85.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1010	940	457	155	639	323	316	927
%H		93.1%	45.2%	15.3%	63.3%	32.0%	31.3%	91.8%
16 - 19	57	51	26	13	33	22	11	54
%V	5.6%	5.4%	5.7%	8.4%	5.2%	6.8%	3.5%	5.8%
%H		89.5%	45.6%	22.8%	57.9%	38.6%	19.3%	94.7%
20 - 24	90	73	28	11	54	25	29	89
%V	8.9%	7.8%	6.1%	7.1%	8.5%	7.7%	9.2%	9.6%
%H		81.1%	31.1%	12.2%	60.0%	27.8%	32.2%	98.9%
25 - 34	134	121	59	20	73	38	35	131
%V	13.3%	12.9%	12.9%	12.9%	11.4%	11.8%	11.1%	14.1%
%H		90.3%	44.0%	14.9%	54.5%	28.4%	26.1%	97.8%
35 - 44	157	144	81	29	84	51	32	151
%V	15.5%	15.3%	17.7%	18.7%	13.1%	15.8%	10.1%	16.3%
%H		91.7%	51.6%	18.5%	53.5%	32.5%	20.4%	96.2%
45 - 54	180	174	88	29	116	58	57	169
%V	17.8%	18.5%	19.3%	18.7%	18.2%	18.0%	18.0%	18.2%
%H		96.7%	48.9%	16.1%	64.4%	32.2%	31.7%	93.9%
55 - 64	150	142	65	24	99	45	54	141
%V	14.9%	15.1%	14.2%	15.5%	15.5%	13.9%	17.1%	15.2%
%H		94.7%	43.3%	16.0%	66.0%	30.0%	36.0%	94.0%
65+	242	235	109	30	181	82	98	192
%V	24.0%	25.0%	23.9%	19.4%	28.3%	25.4%	31.0%	20.7%
%H		97.1%	45.0%	12.4%	74.8%	33.9%	40.5%	79.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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+)	1010	940	457	155	639	323	316	927
%H		93.1%	45.2%	15.3%	63.3%	32.0%	31.3%	91.8%
AB	312	298	138	54	197	93	104	302
%V	30.9%	31.7%	30.2%	34.8%	30.8%	28.8%	32.9%	32.6%
%H		95.5%	44.2%	17.3%	63.1%	29.8%	33.3%	96.8%
C1	300	276	146	37	177	93	85	285
%V	29.7%	29.4%	31.9%	23.9%	27.7%	28.8%	26.9%	30.7%
%H		92.0%	48.7%	12.3%	59.0%	31.0%	28.3%	95.0%
C2	229	215	101	46	160	92	68	206
%V	22.7%	22.9%	22.1%	29.7%	25.0%	28.5%	21.5%	22.2%
%H		93.9%	44.1%	20.1%	69.9%	40.2%	29.7%	90.0%
D	115	104	52	15	72	35	38	98
%V	11.4%	11.1%	11.4%	9.7%	11.3%	10.8%	12.0%	10.6%
%H		90.4%	45.2%	13.0%	62.6%	30.4%	33.0%	85.2%
E	55	47	20	4	32	11	22	36
%V	5.4%	5.0%	4.4%	2.6%	5.0%	3.4%	7.0%	3.9%
%H		85.5%	36.4%	7.3%	58.2%	20.0%	40.0%	65.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1010	940	457	155	639	323	316	927
%H		93.1%	45.2%	15.3%	63.3%	32.0%	31.3%	91.8%
Working full time	572	541	277	94	351	190	161	556
%V	56.6%	57.6%	60.6%	60.6%	54.9%	58.8%	50.9%	60.0%
%H		94.6%	48.4%	16.4%	61.4%	33.2%	28.1%	97.2%
Working part time	64	60	32	9	39	20	19	63
%V	6.3%	6.4%	7.0%	5.8%	6.1%	6.2%	6.0%	6.8%
%H		93.8%	50.0%	14.1%	60.9%	31.3%	29.7%	98.4%
Not working	374	339	147	51	250	114	136	308
%V	37.0%	36.1%	32.2%	32.9%	39.1%	35.3%	43.0%	33.2%
%H		90.6%	39.3%	13.6%	66.8%	30.5%	36.4%	82.4%
Housewife/Houseperson	219	188	76	29	130	51	80	173
%V	21.7%	20.0%	16.6%	18.7%	20.3%	15.8%	25.3%	18.7%
%H		85.8%	34.7%	13.2%	59.4%	23.3%	36.5%	79.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1074	1017	482	149	692	314	377	946
%H		94.7%	44.9%	13.9%	64.4%	29.2%	35.1%	88.1%
16 - 19	61	57	25	9	38	18	20	59
%V	5.7%	5.6%	5.2%	6.0%	5.5%	5.7%	5.3%	6.2%
%H		93.4%	41.0%	14.8%	62.3%	29.5%	32.8%	96.7%
20 - 24	71	61	31	5	43	20	23	68
%V	6.6%	6.0%	6.4%	3.4%	6.2%	6.4%	6.1%	7.2%
%H		85.9%	43.7%	7.0%	60.6%	28.2%	32.4%	95.8%
25 - 34	150	135	73	21	78	42	36	147
%V	14.0%	13.3%	15.1%	14.1%	11.3%	13.4%	9.5%	15.5%
%H		90.0%	48.7%	14.0%	52.0%	28.0%	24.0%	98.0%
35 - 44	160	150	81	32	84	48	36	157
%V	14.9%	14.7%	16.8%	21.5%	12.1%	15.3%	9.5%	16.6%
%H		93.8%	50.6%	20.0%	52.5%	30.0%	22.5%	98.1%
45 - 54	189	185	86	25	134	61	73	183
%V	17.6%	18.2%	17.8%	16.8%	19.4%	19.4%	19.4%	19.3%
%H		97.9%	45.5%	13.2%	70.9%	32.3%	38.6%	96.8%
55 - 64	152	147	73	23	102	52	50	140
%V	14.2%	14.5%	15.1%	15.4%	14.7%	16.6%	13.3%	14.8%
%H		96.7%	48.0%	15.1%	67.1%	34.2%	32.9%	92.1%
65+	292	283	113	32	212	74	139	192
%V	27.2%	27.8%	23.4%	21.5%	30.6%	23.6%	36.9%	20.3%
%H		96.9%	38.7%	11.0%	72.6%	25.3%	47.6%	65.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1074	1017	482	149	692	314	377	946
%H		94.7%	44.9%	13.9%	64.4%	29.2%	35.1%	88.1%
AB	295	279	135	44	187	89	99	283
%V	27.5%	27.4%	28.0%	29.5%	27.0%	28.3%	26.3%	29.9%
%H		94.6%	45.8%	14.9%	63.4%	30.2%	33.6%	95.9%
C1	357	337	159	43	223	97	126	322
%V	33.2%	33.1%	33.0%	28.9%	32.2%	30.9%	33.4%	34.0%
%H		94.4%	44.5%	12.0%	62.5%	27.2%	35.3%	90.2%
C2	189	181	95	35	127	77	50	176
%V	17.6%	17.8%	19.7%	23.5%	18.4%	24.5%	13.3%	18.6%
%H		95.8%	50.3%	18.5%	67.2%	40.7%	26.5%	93.1%
D	137	130	61	16	89	36	53	105
%V	12.8%	12.8%	12.7%	10.7%	12.9%	11.5%	14.1%	11.1%
%H		94.9%	44.5%	11.7%	65.0%	26.3%	38.7%	76.6%
E	95	90	32	10	65	16	50	61
%V	8.8%	8.8%	6.6%	6.7%	9.4%	5.1%	13.3%	6.4%
%H		94.7%	33.7%	10.5%	68.4%	16.8%	52.6%	64.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1074	1017	482	149	692	314	377	946
%H		94.7%	44.9%	13.9%	64.4%	29.2%	35.1%	88.1%
Working full time	361	343	174	57	219	116	102	353
%V	33.6%	33.7%	36.1%	38.3%	31.6%	36.9%	27.1%	37.3%
%H		95.0%	48.2%	15.8%	60.7%	32.1%	28.3%	97.8%
Working part time	169	162	80	23	113	52	61	165
%V	15.7%	15.9%	16.6%	15.4%	16.3%	16.6%	16.2%	17.4%
%H		95.9%	47.3%	13.6%	66.9%	30.8%	36.1%	97.6%
Not working	544	512	228	69	360	146	214	428
%V	50.7%	50.3%	47.3%	46.3%	52.0%	46.5%	56.8%	45.2%
%H		94.1%	41.9%	12.7%	66.2%	26.8%	39.3%	78.7%
Housewife/Houseperson	885	842	390	123	571	251	321	765
%V	82.4%	82.8%	80.9%	82.6%	82.5%	79.9%	85.1%	80.9%
%H		95.1%	44.1%	13.9%	64.5%	28.4%	36.3%	86.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
AB	863	829	362	153	630	312	317	804
%V	23.9%	24.2%	26.5%	23.3%	24.1%	25.6%	22.7%	27.9%
%H (All HH)		96.1%	41.9%	17.7%	73.0%	36.2%	36.7%	93.2%
%H (TV HH)			43.7%	18.5%	76.0%	37.6%	38.2%	
C1	879	820	338	165	625	312	313	772
%V	24.3%	24.0%	24.8%	25.2%	23.9%	25.6%	22.4%	26.8%
%H (All HH)		93.3%	38.5%	18.8%	71.1%	35.5%	35.6%	87.8%
%H (TV HH)			41.2%	20.1%	76.2%	38.0%	38.2%	
C2	817	785	329	161	600	301	298	657
%V	22.6%	23.0%	24.1%	24.5%	22.9%	24.7%	21.3%	22.8%
%H (All HH)		96.1%	40.3%	19.7%	73.4%	36.8%	36.5%	80.4%
%H (TV HH)			41.9%	20.5%	76.4%	38.3%	38.0%	
D	625	589	222	123	442	201	241	444
%V	17.3%	17.2%	16.3%	18.8%	16.9%	16.5%	17.3%	15.4%
%H (All HH)		94.2%	35.5%	19.7%	70.7%	32.2%	38.6%	71.0%
%H (TV HH)			37.7%	20.9%	75.0%	34.1%	40.9%	
E	433	397	114	54	322	94	228	201
%V	12.0%	11.6%	8.4%	8.2%	12.3%	7.7%	16.3%	7.0%
%H (All HH)		91.7%	26.3%	12.5%	74.4%	21.7%	52.7%	46.4%
%H (TV HH)			28.7%	13.6%	81.1%	23.7%	57.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Under 25	176	143	50	25	107	46	62	162
%V	4.9%	4.2%	3.7%	3.8%	4.1%	3.8%	4.4%	5.6%
%H (All HH)		81.3%	28.4%	14.2%	60.8%	26.1%	35.2%	92.0%
%H (TV HH)			35.0%	17.5%	74.8%	32.2%	43.4%	
25 - 34	556	502	224	106	331	170	161	519
%V	15.4%	14.7%	16.4%	16.2%	12.6%	13.9%	11.5%	18.0%
%H (All HH)		90.3%	40.3%	19.1%	59.5%	30.6%	29.0%	93.3%
%H (TV HH)			44.6%	21.1%	65.9%	33.9%	32.1%	
35 - 44	592	560	275	122	404	237	167	552
%V	16.4%	16.4%	20.1%	18.6%	15.4%	19.4%	12.0%	19.2%
%H (All HH)		94.6%	46.5%	20.6%	68.2%	40.0%	28.2%	93.2%
%H (TV HH)			49.1%	21.8%	72.1%	42.3%	29.8%	
45 - 54	696	678	297	166	490	275	215	645
%V	19.2%	19.8%	21.8%	25.3%	18.7%	22.5%	15.4%	22.4%
%H (All HH)		97.4%	42.7%	23.9%	70.4%	39.5%	30.9%	92.7%
%H (TV HH)			43.8%	24.5%	72.3%	40.6%	31.7%	
55 - 64	591	572	235	109	469	234	235	488
%V	16.3%	16.7%	17.2%	16.6%	17.9%	19.2%	16.8%	17.0%
%H (All HH)		96.8%	39.8%	18.4%	79.4%	39.6%	39.8%	82.6%
%H (TV HH)			41.1%	19.1%	82.0%	40.9%	41.1%	
65 +	1006	964	285	128	817	259	558	512
%V	27.8%	28.2%	20.9%	19.5%	31.2%	21.2%	39.9%	17.8%
%H (All HH)		95.8%	28.3%	12.7%	81.2%	25.7%	55.5%	50.9%
%H (TV HH)			29.6%	13.3%	84.8%	26.9%	57.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
1	1087	997	261	124	825	221	604	603
%V	30.1%	29.2%	19.1%	18.9%	31.5%	18.1%	43.2%	20.9%
%H (All HH)		91.7%	24.0%	11.4%	75.9%	20.3%	55.6%	55.5%
%H (TV HH)			26.2%	12.4%	82.7%	22.2%	60.6%	
2	1223	1171	485	229	910	456	455	1030
%V	33.8%	34.2%	35.5%	34.9%	34.8%	37.3%	32.6%	35.8%
%H (All HH)		95.7%	39.7%	18.7%	74.4%	37.3%	37.2%	84.2%
%H (TV HH)			41.4%	19.6%	77.7%	38.9%	38.9%	
3	552	531	242	134	378	220	158	516
%V	15.3%	15.5%	17.7%	20.4%	14.4%	18.0%	11.3%	17.9%
%H (All HH)		96.2%	43.8%	24.3%	68.5%	39.9%	28.6%	93.5%
%H (TV HH)			45.6%	25.2%	71.2%	41.4%	29.8%	
4	489	470	248	101	336	214	122	475
%V	13.5%	13.7%	18.2%	15.4%	12.8%	17.5%	8.7%	16.5%
%H (All HH)		96.1%	50.7%	20.7%	68.7%	43.8%	24.9%	97.1%
%H (TV HH)			52.8%	21.5%	71.5%	45.5%	26.0%	
5+	266	251	128	69	167	110	57	254
%V	7.4%	7.3%	9.4%	10.5%	6.4%	9.0%	4.1%	8.8%
%H (All HH)		94.4%	48.1%	25.9%	62.8%	41.4%	21.4%	95.5%
%H (TV HH)			51.0%	27.5%	66.5%	43.8%	22.7%	
Average HH size	2.38	2.39	2.68	2.70	2.30	2.66	1.99	2.61

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Without	2658	2495	920	440	1976	841	1135	1967
%V	73.5%	73.0%	67.4%	67.1%	75.5%	68.9%	81.2%	68.3%
%H (All HH)		93.9%	34.6%	16.6%	74.3%	31.6%	42.7%	74.0%
%H (TV HH)			36.9%	17.6%	79.2%	33.7%	45.5%	
With	959	924	445	216	642	379	262	911
%V	26.5%	27.0%	32.6%	32.9%	24.5%	31.0%	18.8%	31.6%
%H (All HH)		96.4%	46.4%	22.5%	66.9%	39.5%	27.3%	95.0%
%H (TV HH)			48.2%	23.4%	69.5%	41.0%	28.4%	
0 - 3	369	350	169	70	234	127	108	345
%V	10.2%	10.2%	12.4%	10.7%	8.9%	10.4%	7.7%	12.0%
%H (All HH)		94.9%	45.8%	19.0%	63.4%	34.4%	29.3%	93.5%
%H (TV HH)			48.3%	20.0%	66.9%	36.3%	30.9%	
4 - 9	496	478	239	110	335	204	131	473
%V	13.7%	14.0%	17.5%	16.8%	12.8%	16.7%	9.4%	16.4%
%H (All HH)		96.4%	48.2%	22.2%	67.5%	41.1%	26.4%	95.4%
%H (TV HH)			50.0%	23.0%	70.1%	42.7%	27.4%	
10 - 15	449	437	211	114	303	189	115	428
%V	12.4%	12.8%	15.5%	17.4%	11.6%	15.5%	8.2%	14.9%
%H (All HH)		97.3%	47.0%	25.4%	67.5%	42.1%	25.6%	95.3%
%H (TV HH)			48.3%	26.1%	69.3%	43.2%	26.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
1	1401	1401	457	223	977	281	696	982
%V	38.7%	41.0%	33.5%	34.0%	37.3%	23.0%	49.8%	34.1%
%H (All HH)		100.0%	32.6%	15.9%	69.7%	20.1%	49.7%	70.1%
%H (TV HH)			32.6%	15.9%	69.7%	20.1%	49.7%	
2	1156	1156	453	234	917	440	477	954
%V	32.0%	33.8%	33.2%	35.7%	35.0%	36.0%	34.1%	33.1%
%H (All HH)		100.0%	39.2%	20.2%	79.3%	38.1%	41.3%	82.5%
%H (TV HH)			39.2%	20.2%	79.3%	38.1%	41.3%	
3	526	526	264	117	432	280	152	486
%V	14.5%	15.4%	19.3%	17.8%	16.5%	22.9%	10.9%	16.9%
%H (All HH)		100.0%	50.2%	22.2%	82.1%	53.2%	28.9%	92.4%
%H (TV HH)			50.2%	22.2%	82.1%	53.2%	28.9%	
4	225	225	121	54	196	143	53	218
%V	6.2%	6.6%	8.9%	8.2%	7.5%	11.7%	3.8%	7.6%
%H (All HH)		100.0%	53.8%	24.0%	87.1%	63.6%	23.6%	96.9%
%H (TV HH)			53.8%	24.0%	87.1%	63.6%	23.6%	
5+	113	113	69	29	97	77	20	110
%V	3.1%	3.3%	5.1%	4.4%	3.7%	6.3%	1.4%	3.8%
%H (All HH)		100.0%	61.1%	25.7%	85.8%	68.1%	17.7%	97.3%
%H (TV HH)			61.1%	25.7%	85.8%	68.1%	17.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Under 20"	658	658	257	124	564	286	278	546
%V	18.2%	19.2%	18.8%	18.9%	21.5%	23.4%	19.9%	19.0%
%H (All HH)		100.0%	39.1%	18.8%	85.7%	43.5%	42.2%	83.0%
%H (TV HH)			39.1%	18.8%	85.7%	43.5%	42.2%	
20" - 29"	1200	1200	472	214	991	476	515	960
%V	33.2%	35.1%	34.6%	32.6%	37.9%	39.0%	36.9%	33.3%
%H (All HH)		100.0%	39.3%	17.8%	82.6%	39.7%	42.9%	80.0%
%H (TV HH)			39.3%	17.8%	82.6%	39.7%	42.9%	
30" - 39"	1823	1823	731	348	1441	690	751	1480
%V	50.4%	53.3%	53.6%	53.0%	55.0%	56.5%	53.8%	51.4%
%H (All HH)		100.0%	40.1%	19.1%	79.0%	37.8%	41.2%	81.2%
%H (TV HH)			40.1%	19.1%	79.0%	37.8%	41.2%	
40" and over	1691	1691	829	410	1230	765	465	1522
%V	46.8%	49.4%	60.7%	62.5%	47.0%	62.7%	33.3%	52.9%
%H (All HH)		100.0%	49.0%	24.2%	72.7%	45.2%	27.5%	90.0%
%H (TV HH)			49.0%	24.2%	72.7%	45.2%	27.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Main living room	3380	3380	1355	649	2595	1215	1380	2714
%V	93.4%	98.8%	99.3%	98.9%	99.1%	99.5%	98.8%	94.3%
%H (All HH)		100.0%	40.1%	19.2%	76.8%	35.9%	40.8%	80.3%
%H (TV HH)			40.1%	19.2%	76.8%	35.9%	40.8%	
Kitchen	414	414	189	73	365	207	158	354
%V	11.4%	12.1%	13.8%	11.1%	13.9%	17.0%	11.3%	12.3%
%H (All HH)		100.0%	45.7%	17.6%	88.2%	50.0%	38.2%	85.5%
%H (TV HH)			45.7%	17.6%	88.2%	50.0%	38.2%	
Adult's bedroom	1466	1466	659	327	1206	714	491	1300
%V	40.5%	42.9%	48.3%	49.8%	46.1%	58.5%	35.1%	45.2%
%H (All HH)		100.0%	45.0%	22.3%	82.3%	48.7%	33.5%	88.7%
%H (TV HH)			45.0%	22.3%	82.3%	48.7%	33.5%	
Child's bedroom	345	345	184	84	265	184	81	334
%V	9.5%	10.1%	13.5%	12.8%	10.1%	15.1%	5.8%	11.6%
%H (All HH)		100.0%	53.3%	24.3%	76.8%	53.3%	23.5%	96.8%
%H (TV HH)			53.3%	24.3%	76.8%	53.3%	23.5%	
Other bedroom	202	202	97	49	172	114	59	188
%V	5.6%	5.9%	7.1%	7.5%	6.6%	9.3%	4.2%	6.5%
%H (All HH)		100.0%	48.0%	24.3%	85.1%	56.4%	29.2%	93.1%
%H (TV HH)			48.0%	24.3%	85.1%	56.4%	29.2%	
Second living/dining room	359	359	188	72	292	184	107	316
%V	9.9%	10.5%	13.8%	11.0%	11.2%	15.1%	7.7%	11.0%
%H (All HH)		100.0%	52.4%	20.1%	81.3%	51.3%	29.8%	88.0%
%H (TV HH)			52.4%	20.1%	81.3%	51.3%	29.8%	
Study/office	47	47	21	9	37	20	17	44
%V	1.3%	1.4%	1.5%	1.4%	1.4%	1.6%	1.2%	1.5%
%H (All HH)		100.0%	44.7%	19.1%	78.7%	42.6%	36.2%	93.6%
%H (TV HH)			44.7%	19.1%	78.7%	42.6%	36.2%	
TV room	24	24	14	5	18	12	6	23
%V	0.7%	0.7%	1.0%	0.8%	0.7%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	58.3%	20.8%	75.0%	50.0%	25.0%	95.8%
%H (TV HH)			58.3%	20.8%	75.0%	50.0%	25.0%	
Conservatory	78	78	45	15	65	45	19	72
%V	2.2%	2.3%	3.3%	2.3%	2.5%	3.7%	1.4%	2.5%
%H (All HH)		100.0%	57.7%	19.2%	83.3%	57.7%	24.4%	92.3%
%H (TV HH)			57.7%	19.2%	83.3%	57.7%	24.4%	
Attic or loft room	9	9	4	2	8	6	2	9
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	44.4%	22.2%	88.9%	66.7%	22.2%	100.0%
%H (TV HH)			44.4%	22.2%	88.9%	66.7%	22.2%	
No specific location	6	6	3	2	5	3	2	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	50.0%	33.3%	
Other	23	23	11	6	19	12	7	22
%V	0.6%	0.7%	0.8%	0.9%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	47.8%	26.1%	82.6%	52.2%	30.4%	95.7%
%H (TV HH)			47.8%	26.1%	82.6%	52.2%	30.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Any DSAT provider	1365	1365	1365	34	856	856	0	1212
%V	37.7%	39.9%	100.0%	5.2%	32.7%	70.1%	0.0%	42.1%
%H (All HH)			100.0%	2.5%	62.7%	62.7%	0.0%	88.8%
%H (TV HH)			100.0%	2.5%	62.7%	62.7%	0.0%	
Sky with subscription	1085	1085	1085	11	701	701	0	991
%V	30.0%	31.7%	79.5%	1.7%	26.8%	57.4%	0.0%	34.4%
%H (All HH)			100.0%	1.0%	64.6%	64.6%	0.0%	91.3%
%H (TV HH)			100.0%	1.0%	64.6%	64.6%	0.0%	
Sky without subscription	93	93	93	9	49	49	0	77
%V	2.6%	2.7%	6.8%	1.4%	1.9%	4.0%	0.0%	2.7%
%H (All HH)			100.0%	9.7%	52.7%	52.7%	0.0%	82.8%
%H (TV HH)			100.0%	9.7%	52.7%	52.7%	0.0%	
Freesat	153	153	153	12	89	89	0	124
%V	4.2%	4.5%	11.2%	1.8%	3.4%	7.3%	0.0%	4.3%
%H (All HH)			100.0%	7.8%	58.2%	58.2%	0.0%	81.0%
%H (TV HH)			100.0%	7.8%	58.2%	58.2%	0.0%	
Other satellite provider	40	40	40	4	21	21	0	34
%V	1.1%	1.2%	2.9%	0.6%	0.8%	1.7%	0.0%	1.2%
%H (All HH)			100.0%	10.0%	52.5%	52.5%	0.0%	85.0%
%H (TV HH)			100.0%	10.0%	52.5%	52.5%	0.0%	
DCAB	656	656	34	656	383	383	0	594
%V	18.1%	19.2%	2.5%	100.0%	14.6%	31.4%	0.0%	20.6%
%H (All HH)			5.2%	100.0%	58.4%	58.4%	0.0%	90.5%
%H (TV HH)			5.2%	100.0%	58.4%	58.4%	0.0%	
DTT	2618	2618	856	383	2618	1221	1397	2050
%V	72.4%	76.5%	62.7%	58.4%	100.0%	100.0%	100.0%	71.2%
%H (All HH)		100.0%	32.7%	14.6%	100.0%	46.6%	53.4%	78.3%
%H (TV HH)			32.7%	14.6%	100.0%	46.6%	53.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
PVR	2097	2097	1132	547	1495	1046	450	1898
%V	58.0%	61.3%	82.9%	83.4%	57.1%	85.7%	32.2%	65.9%
%H (All HH)		100.0%	54.0%	26.1%	71.3%	49.9%	21.5%	90.5%
%H (TV HH)			54.0%	26.1%	71.3%	49.9%	21.5%	
DVDR	107	107	39	21	90	41	49	90
%V	3.0%	3.1%	2.9%	3.2%	3.4%	3.4%	3.5%	3.1%
%H (All HH)		100.0%	36.4%	19.6%	84.1%	38.3%	45.8%	84.1%
%H (TV HH)			36.4%	19.6%	84.1%	38.3%	45.8%	
VCR	53	53	15	6	45	11	33	31
%V	1.5%	1.5%	1.1%	0.9%	1.7%	0.9%	2.4%	1.1%
%H (All HH)		100.0%	28.3%	11.3%	84.9%	20.8%	62.3%	58.5%
%H (TV HH)			28.3%	11.3%	84.9%	20.8%	62.3%	
Any recorder	2167	2167	1145	550	1558	1054	504	1939
%V	59.9%	63.4%	83.9%	83.8%	59.5%	86.3%	36.1%	67.3%
%H (All HH)		100.0%	52.8%	25.4%	71.9%	48.6%	23.3%	89.5%
%H (TV HH)			52.8%	25.4%	71.9%	48.6%	23.3%	
Receives HDTV (via STB or built-in reception)	2079	2079	983	509	1549	932	617	1882
%V	57.5%	60.8%	72.0%	77.6%	59.2%	76.3%	44.2%	65.4%
%H (All HH)		100.0%	47.3%	24.5%	74.5%	44.8%	29.7%	90.5%
%H (TV HH)			47.3%	24.5%	74.5%	44.8%	29.7%	
DVD/Blu-ray player or recorder	2480	2480	1041	499	1924	967	958	2103
%V	68.6%	72.5%	76.3%	76.1%	73.5%	79.2%	68.6%	73.0%
%H (All HH)		100.0%	42.0%	20.1%	77.6%	39.0%	38.6%	84.8%
%H (TV HH)			42.0%	20.1%	77.6%	39.0%	38.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3617	3420	1365	656	2618	1221	1397	2879
%H (All HH)		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%
%H (TV HH)			39.9%	19.2%	76.5%	35.7%	40.8%	
Has broadband internet	2879	2750	1212	594	2050	1109	941	2879
%V	79.6%	80.4%	88.8%	90.5%	78.3%	90.8%	67.4%	100.0%
%H (All HH)		95.5%	42.1%	20.6%	71.2%	38.5%	32.7%	100.0%
%H (TV HH)			44.1%	21.6%	74.5%	40.3%	34.2%	
Number of computers (PCs and laptops)								
0	783	715	175	71	598	130	468	104
%V	21.6%	20.9%	12.8%	10.8%	22.8%	10.6%	33.5%	3.6%
%H (All HH)		91.3%	22.3%	9.1%	76.4%	16.6%	59.8%	13.3%
%H (TV HH)			24.5%	9.9%	83.6%	18.2%	65.5%	
1	1040	969	355	186	733	312	421	991
%V	28.8%	28.3%	26.0%	28.4%	28.0%	25.6%	30.1%	34.4%
%H (All HH)		93.2%	34.1%	17.9%	70.5%	30.0%	40.5%	95.3%
%H (TV HH)			36.6%	19.2%	75.6%	32.2%	43.4%	
2	770	744	344	151	551	302	249	764
%V	21.3%	21.8%	25.2%	23.0%	21.0%	24.7%	17.8%	26.5%
%H (All HH)		96.6%	44.7%	19.6%	71.6%	39.2%	32.3%	99.2%
%H (TV HH)			46.2%	20.3%	74.1%	40.6%	33.5%	
3	470	459	224	111	337	212	125	468
%V	13.0%	13.4%	16.4%	16.9%	12.9%	17.4%	8.9%	16.3%
%H (All HH)		97.7%	47.7%	23.6%	71.7%	45.1%	26.6%	99.6%
%H (TV HH)			48.8%	24.2%	73.4%	46.2%	27.2%	
4	266	256	123	67	199	130	69	265
%V	7.4%	7.5%	9.0%	10.2%	7.6%	10.6%	4.9%	9.2%
%H (All HH)		96.2%	46.2%	25.2%	74.8%	48.9%	25.9%	99.6%
%H (TV HH)			48.0%	26.2%	77.7%	50.8%	27.0%	
5+	287	277	144	71	200	135	65	287
%V	7.9%	8.1%	10.5%	10.8%	7.6%	11.1%	4.7%	10.0%
%H (All HH)		96.5%	50.2%	24.7%	69.7%	47.0%	22.6%	100.0%
%H (TV HH)			52.0%	25.6%	72.2%	48.7%	23.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6796	3014	1412	5410	2990	2420	5812
%H		44.3%	20.8%	79.6%	44.0%	35.6%	85.5%
Under 20"	828	340	158	720	387	332	706
%V	12.2%	11.3%	11.2%	13.3%	12.9%	13.7%	12.1%
%H		41.1%	19.1%	87.0%	46.7%	40.1%	85.3%
20" - 29"	1555	642	289	1299	667	632	1278
%V	22.9%	21.3%	20.5%	24.0%	22.3%	26.1%	22.0%
%H		41.3%	18.6%	83.5%	42.9%	40.6%	82.2%
30" - 39"	2199	925	440	1748	896	853	1833
%V	32.4%	30.7%	31.2%	32.3%	30.0%	35.2%	31.5%
%H		42.1%	20.0%	79.5%	40.7%	38.8%	83.4%
40" and over	2066	1040	514	1514	979	534	1883
%V	30.4%	34.5%	36.4%	28.0%	32.7%	22.1%	32.4%
%H		50.3%	24.9%	73.3%	47.4%	25.8%	91.1%
Don't know	149	67	12	130	61	68	111
%V	2.2%	2.2%	0.8%	2.4%	2.0%	2.8%	1.9%
%H		45.0%	8.1%	87.2%	40.9%	45.6%	74.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6796	3014	1412	5410	2990	2420	5812
%H		44.3%	20.8%	79.6%	44.0%	35.6%	85.5%
Main living room	3399	1365	652	2611	1224	1387	2731
%V	50.0%	45.3%	46.2%	48.3%	40.9%	57.3%	47.0%
%H		40.2%	19.2%	76.8%	36.0%	40.8%	80.3%
Kitchen	416	189	73	367	208	159	356
%V	6.1%	6.3%	5.2%	6.8%	7.0%	6.6%	6.1%
%H		45.4%	17.5%	88.2%	50.0%	38.2%	85.6%
Adult's bedroom	1734	804	404	1426	880	546	1559
%V	25.5%	26.7%	28.6%	26.4%	29.4%	22.6%	26.8%
%H		46.4%	23.3%	82.2%	50.7%	31.5%	89.9%
Child's bedroom	454	245	113	348	248	100	440
%V	6.7%	8.1%	8.0%	6.4%	8.3%	4.1%	7.6%
%H		54.0%	24.9%	76.7%	54.6%	22.0%	96.9%
Other bedroom	238	117	58	204	139	65	224
%V	3.5%	3.9%	4.1%	3.8%	4.6%	2.7%	3.9%
%H		49.2%	24.4%	85.7%	58.4%	27.3%	94.1%
Second living/dining room	366	193	73	299	191	108	323
%V	5.4%	6.4%	5.2%	5.5%	6.4%	4.5%	5.6%
%H		52.7%	19.9%	81.7%	52.2%	29.5%	88.3%
Study/office	48	22	9	38	20	18	45
%V	0.7%	0.7%	0.6%	0.7%	0.7%	0.7%	0.8%
%H		45.8%	18.8%	79.2%	41.7%	37.5%	93.8%
TV room	24	14	5	18	12	6	23
%V	0.4%	0.5%	0.4%	0.3%	0.4%	0.2%	0.4%
%H		58.3%	20.8%	75.0%	50.0%	25.0%	95.8%
Conservatory	78	46	15	65	46	19	73
%V	1.1%	1.5%	1.1%	1.2%	1.5%	0.8%	1.3%
%H		59.0%	19.2%	83.3%	59.0%	24.4%	93.6%
Attic or loft room	9	4	2	8	6	2	9
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%
%H		44.4%	22.2%	88.9%	66.7%	22.2%	100.0%
No specific location	6	3	2	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	50.0%	33.3%	100.0%
Other	24	11	6	20	13	7	23
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		45.8%	25.0%	83.3%	54.2%	29.2%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6796	3014	1412	5410	2990	2420	5812
%H		44.3%	20.8%	79.6%	44.0%	35.6%	85.5%
PVR	2726	1561	714	1904	1405	499	2505
%V	40.1%	51.8%	50.6%	35.2%	47.0%	20.6%	43.1%
%H		57.3%	26.2%	69.8%	51.5%	18.3%	91.9%
DVDR	113	39	22	96	43	53	96
%V	1.7%	1.3%	1.6%	1.8%	1.4%	2.2%	1.7%
%H		34.5%	19.5%	85.0%	38.1%	46.9%	85.0%
VCR	59	15	6	50	12	38	34
%V	0.9%	0.5%	0.4%	0.9%	0.4%	1.6%	0.6%
%H		25.4%	10.2%	84.7%	20.3%	64.4%	57.6%
Any recorder	2821	1580	723	1991	1426	565	2566
%V	41.5%	52.4%	51.2%	36.8%	47.7%	23.3%	44.2%
%H		56.0%	25.6%	70.6%	50.5%	20.0%	91.0%

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	6796	3014	1412	5410	2990	2420	5812
%H		44.3%	20.8%	79.6%	44.0%	35.6%	85.5%
Receives HDTV (via STB or built-in reception)	3035	1475	758	2307	1457	850	2792
%V	44.7%	48.9%	53.7%	42.6%	48.7%	35.1%	48.0%
%H		48.6%	25.0%	76.0%	48.0%	28.0%	92.0%
DVD/Blu-ray player or recorder	3523	1570	749	2809	1567	1242	3078
%V	51.8%	52.1%	53.0%	51.9%	52.4%	51.3%	53.0%
%H		44.6%	21.3%	79.7%	44.5%	35.3%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3412	1364	655	2617	1220	1397	2742
%V		40.0%	19.2%	76.7%	35.8%	40.9%	80.4%
%H							
Under 20"	52	9	4	44	8	36	36
%V	1.5%	0.7%	0.6%	1.7%	0.7%	2.6%	1.3%
%H		17.3%	7.7%	84.6%	15.4%	69.2%	69.2%
20" - 29"	387	90	47	317	71	245	237
%V	11.3%	6.6%	7.2%	12.1%	5.8%	17.5%	8.6%
%H		23.3%	12.1%	81.9%	18.3%	63.3%	61.2%
30" - 39"	1264	437	199	1011	384	628	949
%V	37.0%	32.0%	30.4%	38.6%	31.5%	45.0%	34.6%
%H		34.6%	15.7%	80.0%	30.4%	49.7%	75.1%
40" and over	1642	806	400	1191	742	448	1476
%V	48.1%	59.1%	61.1%	45.5%	60.8%	32.1%	53.8%
%H		49.1%	24.4%	72.5%	45.2%	27.3%	89.9%
Don't know	67	22	4	54	15	39	44
%V	2.0%	1.6%	0.6%	2.1%	1.2%	2.8%	1.6%
%H		32.8%	6.0%	80.6%	22.4%	58.2%	65.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3412	1364	655	2617	1220	1397	2742
%H		40.0%	19.2%	76.7%	35.8%	40.9%	80.4%
PVR	2059	1120	540	1459	1030	429	1863
%V	60.3%	82.1%	82.4%	55.8%	84.4%	30.7%	67.9%
%H		54.4%	26.2%	70.9%	50.0%	20.8%	90.5%
DVDR	84	29	15	69	29	41	68
%V	2.5%	2.1%	2.3%	2.6%	2.4%	2.9%	2.5%
%H		34.5%	17.9%	82.1%	34.5%	48.8%	81.0%
VCR	43	12	4	35	8	27	24
%V	1.3%	0.9%	0.6%	1.3%	0.7%	1.9%	0.9%
%H		27.9%	9.3%	81.4%	18.6%	62.8%	55.8%
Any recorder	2122	1131	543	1516	1039	477	1900
%V	62.2%	82.9%	82.9%	57.9%	85.2%	34.1%	69.3%
%H		53.3%	25.6%	71.4%	49.0%	22.5%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3412	1364	655	2617	1220	1397	2742
%H		40.0%	19.2%	76.7%	35.8%	40.9%	80.4%
Receives HDTV (via STB or built-in reception)	2025	963	497	1499	905	594	1836
%V	59.3%	70.6%	75.9%	57.3%	74.2%	42.5%	67.0%
%H		47.6%	24.5%	74.0%	44.7%	29.3%	90.7%
DVD/Blu-ray player or recorder	2285	953	453	1756	860	896	1926
%V	67.0%	69.9%	69.2%	67.1%	70.5%	64.1%	70.2%
%H		41.7%	19.8%	76.8%	37.6%	39.2%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3384	1650	757	2793	1770	1023	3070
%H		48.8%	22.4%	82.5%	52.3%	30.2%	90.7%
Under 20"	776	332	154	676	380	296	669
%V	22.9%	20.1%	20.3%	24.2%	21.5%	28.9%	21.8%
%H		42.8%	19.8%	87.1%	49.0%	38.1%	86.2%
20" - 29"	1168	553	242	982	595	387	1041
%V	34.5%	33.5%	32.0%	35.2%	33.6%	37.8%	33.9%
%H		47.3%	20.7%	84.1%	50.9%	33.1%	89.1%
30" - 39"	935	487	241	737	512	225	884
%V	27.6%	29.5%	31.8%	26.4%	28.9%	22.0%	28.8%
%H		52.1%	25.8%	78.8%	54.8%	24.1%	94.5%
40" and over	424	234	113	323	237	86	407
%V	12.5%	14.2%	14.9%	11.6%	13.4%	8.4%	13.3%
%H		55.2%	26.7%	76.2%	55.9%	20.3%	96.0%
Don't know	81	45	7	75	46	29	68
%V	2.4%	2.7%	0.9%	2.7%	2.6%	2.8%	2.2%
%H		55.6%	8.6%	92.6%	56.8%	35.8%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3384	1650	757	2793	1770	1023	3070
%H		48.8%	22.4%	82.5%	52.3%	30.2%	90.7%
PVR	667	441	174	445	375	70	642
%V	19.7%	26.7%	23.0%	15.9%	21.2%	6.8%	20.9%
%H		66.1%	26.1%	66.7%	56.2%	10.5%	96.3%
DVDR	29	10	7	27	15	12	27
%V	0.9%	0.6%	0.9%	1.0%	0.8%	1.2%	0.9%
%H		34.5%	24.1%	93.1%	51.7%	41.4%	93.1%
VCR	16	3	2	15	4	11	10
%V	0.5%	0.2%	0.3%	0.5%	0.2%	1.1%	0.3%
%H		18.8%	12.5%	93.8%	25.0%	68.8%	62.5%
Any recorder	699	449	180	475	387	88	667
%V	20.7%	27.2%	23.8%	17.0%	21.9%	8.6%	21.7%
%H		64.2%	25.8%	68.0%	55.4%	12.6%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3384	1650	757	2793	1770	1023	3070
%H		48.8%	22.4%	82.5%	52.3%	30.2%	90.7%
Receives HDTV (via STB or built-in reception)	1010	511	261	808	552	256	957
%V	29.8%	31.0%	34.5%	28.9%	31.2%	25.0%	31.2%
%H		50.6%	25.8%	80.0%	54.7%	25.3%	94.8%
DVD/Blu-ray player or recorder	1238	618	296	1053	707	346	1153
%V	36.6%	37.5%	39.1%	37.7%	39.9%	33.8%	37.6%
%H		49.9%	23.9%	85.1%	57.1%	27.9%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8600	8183	3653	1770	6030	3246	2784	7502
%H		95.2%	42.5%	20.6%	70.1%	37.7%	32.4%	87.2%
Total Children	1697	1629	795	382	1120	666	454	1606
%V	19.7%	19.9%	21.8%	21.6%	18.6%	20.5%	16.3%	21.4%
%H		96.0%	46.8%	22.5%	66.0%	39.2%	26.8%	94.6%
0 - 3	431	409	196	84	270	145	125	403
%V	5.0%	5.0%	5.4%	4.7%	4.5%	4.5%	4.5%	5.4%
%H		94.9%	45.5%	19.5%	62.6%	33.6%	29.0%	93.5%
4 - 15	1266	1220	599	299	850	521	329	1203
%V	14.7%	14.9%	16.4%	16.9%	14.1%	16.1%	11.8%	16.0%
%H		96.4%	47.3%	23.6%	67.1%	41.2%	26.0%	95.0%
4 - 9	668	641	319	148	447	269	177	636
%V	7.8%	7.8%	8.7%	8.4%	7.4%	8.3%	6.4%	8.5%
%H		96.0%	47.8%	22.2%	66.9%	40.3%	26.5%	95.2%
10 - 15	598	578	280	151	403	252	151	567
%V	7.0%	7.1%	7.7%	8.5%	6.7%	7.8%	5.4%	7.6%
%H		96.7%	46.8%	25.3%	67.4%	42.1%	25.3%	94.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8600	8183	3653	1770	6030	3246	2784	7502
%H		95.2%	42.5%	20.6%	70.1%	37.7%	32.4%	87.2%
Total Adults (16+)	6903	6555	2858	1387	4910	2580	2330	5895
%V	80.3%	80.1%	78.2%	78.4%	81.4%	79.5%	83.7%	78.6%
%H		95.0%	41.4%	20.1%	71.1%	37.4%	33.8%	85.4%
16 - 19	419	390	190	100	282	180	103	405
%V	4.9%	4.8%	5.2%	5.6%	4.7%	5.5%	3.7%	5.4%
%H		93.1%	45.3%	23.9%	67.3%	43.0%	24.6%	96.7%
20 - 24	551	490	205	123	353	199	154	527
%V	6.4%	6.0%	5.6%	6.9%	5.9%	6.1%	5.5%	7.0%
%H		88.9%	37.2%	22.3%	64.1%	36.1%	27.9%	95.6%
25 - 34	1129	1036	491	229	693	391	302	1068
%V	13.1%	12.7%	13.4%	12.9%	11.5%	12.0%	10.8%	14.2%
%H		91.8%	43.5%	20.3%	61.4%	34.6%	26.7%	94.6%
35 - 44	1069	1014	515	228	722	441	282	1005
%V	12.4%	12.4%	14.1%	12.9%	12.0%	13.6%	10.1%	13.4%
%H		94.9%	48.2%	21.3%	67.5%	41.3%	26.4%	94.0%
45 - 54	1214	1187	542	303	852	505	347	1136
%V	14.1%	14.5%	14.8%	17.1%	14.1%	15.6%	12.5%	15.1%
%H		97.8%	44.6%	25.0%	70.2%	41.6%	28.6%	93.6%
55 - 64	979	952	417	190	758	402	356	847
%V	11.4%	11.6%	11.4%	10.7%	12.6%	12.4%	12.8%	11.3%
%H		97.2%	42.6%	19.4%	77.4%	41.1%	36.4%	86.5%
65+	1541	1485	497	214	1249	462	787	908
%V	17.9%	18.1%	13.6%	12.1%	20.7%	14.2%	28.3%	12.1%
%H		96.4%	32.3%	13.9%	81.1%	30.0%	51.1%	58.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6903	6555	2858	1387	4910	2580	2330	5895
%H		95.0%	41.4%	20.1%	71.1%	37.4%	33.8%	85.4%
AB	1743	1684	786	326	1258	673	585	1663
%V	25.2%	25.7%	27.5%	23.5%	25.6%	26.1%	25.1%	28.2%
%H		96.6%	45.1%	18.7%	72.2%	38.6%	33.6%	95.4%
C1	1700	1577	703	352	1182	656	527	1554
%V	24.6%	24.1%	24.6%	25.4%	24.1%	25.4%	22.6%	26.4%
%H		92.8%	41.4%	20.7%	69.5%	38.6%	31.0%	91.4%
C2	1653	1603	724	363	1200	672	528	1414
%V	23.9%	24.5%	25.3%	26.2%	24.4%	26.0%	22.7%	24.0%
%H		97.0%	43.8%	22.0%	72.6%	40.7%	31.9%	85.5%
D	1201	1130	471	261	821	429	392	941
%V	17.4%	17.2%	16.5%	18.8%	16.7%	16.6%	16.8%	16.0%
%H		94.1%	39.2%	21.7%	68.4%	35.7%	32.6%	78.4%
E	606	561	175	85	449	150	299	324
%V	8.8%	8.6%	6.1%	6.1%	9.1%	5.8%	12.8%	5.5%
%H		92.6%	28.9%	14.0%	74.1%	24.8%	49.3%	53.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6903	6555	2858	1387	4910	2580	2330	5895
%H		95.0%	41.4%	20.1%	71.1%	37.4%	33.8%	85.4%
Working full time	3128	3012	1451	707	2159	1296	863	2981
%V	45.3%	45.9%	50.8%	51.0%	44.0%	50.2%	37.0%	50.6%
%H		96.3%	46.4%	22.6%	69.0%	41.4%	27.6%	95.3%
Working part time	702	679	309	152	520	300	220	656
%V	10.2%	10.4%	10.8%	11.0%	10.6%	11.6%	9.4%	11.1%
%H		96.7%	44.0%	21.7%	74.1%	42.7%	31.3%	93.4%
Not working	3073	2863	1098	529	2231	984	1247	2258
%V	44.5%	43.7%	38.4%	38.1%	45.4%	38.1%	53.5%	38.3%
%H		93.2%	35.7%	17.2%	72.6%	32.0%	40.6%	73.5%
Housewife/Houseperson	3617	3420	1365	656	2618	1221	1397	2879
%V	52.4%	52.2%	47.8%	47.3%	53.3%	47.3%	60.0%	48.8%
%H		94.6%	37.7%	18.1%	72.4%	33.8%	38.6%	79.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3380	3192	1424	690	2365	1276	1089	2928
%H		94.4%	42.1%	20.4%	70.0%	37.8%	32.2%	86.6%
16 - 19	218	206	100	56	149	96	53	211
%V	6.4%	6.5%	7.0%	8.1%	6.3%	7.5%	4.9%	7.2%
%H		94.5%	45.9%	25.7%	68.3%	44.0%	24.3%	96.8%
20 - 24	273	242	101	65	170	98	72	264
%V	8.1%	7.6%	7.1%	9.4%	7.2%	7.7%	6.6%	9.0%
%H		88.6%	37.0%	23.8%	62.3%	35.9%	26.4%	96.7%
25 - 34	566	517	243	116	347	194	153	537
%V	16.7%	16.2%	17.1%	16.8%	14.7%	15.2%	14.0%	18.3%
%H		91.3%	42.9%	20.5%	61.3%	34.3%	27.0%	94.9%
35 - 44	523	486	249	104	351	212	139	486
%V	15.5%	15.2%	17.5%	15.1%	14.8%	16.6%	12.8%	16.6%
%H		92.9%	47.6%	19.9%	67.1%	40.5%	26.6%	92.9%
45 - 54	601	586	270	150	415	246	169	559
%V	17.8%	18.4%	19.0%	21.7%	17.5%	19.3%	15.5%	19.1%
%H		97.5%	44.9%	25.0%	69.1%	40.9%	28.1%	93.0%
55 - 64	487	468	201	91	367	186	180	417
%V	14.4%	14.7%	14.1%	13.2%	15.5%	14.6%	16.5%	14.2%
%H		96.1%	41.3%	18.7%	75.4%	38.2%	37.0%	85.6%
65+	712	686	261	108	567	243	324	455
%V	21.1%	21.5%	18.3%	15.7%	24.0%	19.0%	29.8%	15.5%
%H		96.3%	36.7%	15.2%	79.6%	34.1%	45.5%	63.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3380	3192	1424	690	2365	1276	1089	2928
%H		94.4%	42.1%	20.4%	70.0%	37.8%	32.2%	86.6%
AB	881	848	401	169	635	347	288	844
%V	26.1%	26.6%	28.2%	24.5%	26.8%	27.2%	26.4%	28.8%
%H		96.3%	45.5%	19.2%	72.1%	39.4%	32.7%	95.8%
C1	792	731	338	171	534	310	224	737
%V	23.4%	22.9%	23.7%	24.8%	22.6%	24.3%	20.6%	25.2%
%H		92.3%	42.7%	21.6%	67.4%	39.1%	28.3%	93.1%
C2	891	858	391	188	636	352	284	751
%V	26.4%	26.9%	27.5%	27.2%	26.9%	27.6%	26.1%	25.6%
%H		96.3%	43.9%	21.1%	71.4%	39.5%	31.9%	84.3%
D	575	535	228	127	386	209	177	463
%V	17.0%	16.8%	16.0%	18.4%	16.3%	16.4%	16.3%	15.8%
%H		93.0%	39.7%	22.1%	67.1%	36.3%	30.8%	80.5%
E	241	219	65	36	173	58	116	134
%V	7.1%	6.9%	4.6%	5.2%	7.3%	4.5%	10.7%	4.6%
%H		90.9%	27.0%	14.9%	71.8%	24.1%	48.1%	55.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3380	3192	1424	690	2365	1276	1089	2928
%H		94.4%	42.1%	20.4%	70.0%	37.8%	32.2%	86.6%
Working full time	1956	1878	907	436	1348	804	544	1852
%V	57.9%	58.8%	63.7%	63.2%	57.0%	63.0%	50.0%	63.3%
%H		96.0%	46.4%	22.3%	68.9%	41.1%	27.8%	94.7%
Working part time	145	132	57	32	97	53	44	130
%V	4.3%	4.1%	4.0%	4.6%	4.1%	4.2%	4.0%	4.4%
%H		91.0%	39.3%	22.1%	66.9%	36.6%	30.3%	89.7%
Not working	1279	1182	460	223	921	420	501	946
%V	37.8%	37.0%	32.3%	32.3%	38.9%	32.9%	46.0%	32.3%
%H		92.4%	36.0%	17.4%	72.0%	32.8%	39.2%	74.0%
Housewife/Houseperson	775	704	242	123	533	200	332	548
%V	22.9%	22.1%	17.0%	17.8%	22.5%	15.7%	30.5%	18.7%
%H		90.8%	31.2%	15.9%	68.8%	25.8%	42.8%	70.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3523	3363	1434	697	2545	1304	1241	2967
%H		95.5%	40.7%	19.8%	72.2%	37.0%	35.2%	84.2%
16 - 19	202	184	90	45	133	84	50	193
%V	5.7%	5.5%	6.3%	6.5%	5.2%	6.4%	4.0%	6.5%
%H		91.1%	44.6%	22.3%	65.8%	41.6%	24.8%	95.5%
20 - 24	278	249	104	58	183	101	82	263
%V	7.9%	7.4%	7.3%	8.3%	7.2%	7.7%	6.6%	8.9%
%H		89.6%	37.4%	20.9%	65.8%	36.3%	29.5%	94.6%
25 - 34	563	519	248	113	346	197	149	531
%V	16.0%	15.4%	17.3%	16.2%	13.6%	15.1%	12.0%	17.9%
%H		92.2%	44.0%	20.1%	61.5%	35.0%	26.5%	94.3%
35 - 44	546	528	266	125	371	229	142	519
%V	15.5%	15.7%	18.5%	17.9%	14.6%	17.6%	11.4%	17.5%
%H		96.7%	48.7%	22.9%	67.9%	41.9%	26.0%	95.1%
45 - 54	613	601	272	153	437	259	178	577
%V	17.4%	17.9%	19.0%	22.0%	17.2%	19.9%	14.3%	19.4%
%H		98.0%	44.4%	25.0%	71.3%	42.3%	29.0%	94.1%
55 - 64	493	484	217	98	391	216	176	430
%V	14.0%	14.4%	15.1%	14.1%	15.4%	16.6%	14.2%	14.5%
%H		98.2%	44.0%	19.9%	79.3%	43.8%	35.7%	87.2%
65+	828	799	237	105	682	218	464	454
%V	23.5%	23.8%	16.5%	15.1%	26.8%	16.7%	37.4%	15.3%
%H		96.5%	28.6%	12.7%	82.4%	26.3%	56.0%	54.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3523	3363	1434	697	2545	1304	1241	2967
%H		95.5%	40.7%	19.8%	72.2%	37.0%	35.2%	84.2%
AB	862	836	385	157	622	326	297	818
%V	24.5%	24.9%	26.8%	22.5%	24.4%	25.0%	23.9%	27.6%
%H		97.0%	44.7%	18.2%	72.2%	37.8%	34.5%	94.9%
C1	908	845	365	181	648	346	302	817
%V	25.8%	25.1%	25.5%	26.0%	25.5%	26.5%	24.3%	27.5%
%H		93.1%	40.2%	19.9%	71.4%	38.1%	33.3%	90.0%
C2	762	746	332	176	563	320	244	663
%V	21.6%	22.2%	23.2%	25.3%	22.1%	24.5%	19.7%	22.3%
%H		97.9%	43.6%	23.1%	73.9%	42.0%	32.0%	87.0%
D	626	594	242	134	435	220	215	478
%V	17.8%	17.7%	16.9%	19.2%	17.1%	16.9%	17.3%	16.1%
%H		94.9%	38.7%	21.4%	69.5%	35.1%	34.3%	76.4%
E	365	342	110	49	276	93	183	190
%V	10.4%	10.2%	7.7%	7.0%	10.8%	7.1%	14.7%	6.4%
%H		93.7%	30.1%	13.4%	75.6%	25.5%	50.1%	52.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3523	3363	1434	697	2545	1304	1241	2967
%H		95.5%	40.7%	19.8%	72.2%	37.0%	35.2%	84.2%
Working full time	1172	1134	543	271	811	492	319	1128
%V	33.3%	33.7%	37.9%	38.9%	31.9%	37.7%	25.7%	38.0%
%H		96.8%	46.3%	23.1%	69.2%	42.0%	27.2%	96.2%
Working part time	557	547	252	120	424	247	177	527
%V	15.8%	16.3%	17.6%	17.2%	16.7%	18.9%	14.3%	17.8%
%H		98.2%	45.2%	21.5%	76.1%	44.3%	31.8%	94.6%
Not working	1794	1682	639	306	1310	564	746	1312
%V	50.9%	50.0%	44.6%	43.9%	51.5%	43.3%	60.1%	44.2%
%H		93.8%	35.6%	17.1%	73.0%	31.4%	41.6%	73.1%
Housewife/Houseperson	2842	2716	1123	533	2085	1020	1065	2330
%V	80.7%	80.8%	78.3%	76.5%	81.9%	78.2%	85.8%	78.5%
%H		95.6%	39.5%	18.8%	73.4%	35.9%	37.5%	82.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1945	1850	867	240	1389	652	738	1646
%V (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
AB	536	516	227	86	394	191	203	513
%V	27.6%	27.9%	26.2%	35.8%	28.4%	29.3%	27.5%	31.2%
%H (All HH)		96.3%	42.4%	16.0%	73.5%	35.6%	37.9%	95.7%
%H (TV HH)			44.0%	16.7%	76.4%	37.0%	39.3%	
C1	551	516	248	59	397	188	209	486
%V	28.3%	27.9%	28.6%	24.6%	28.6%	28.8%	28.3%	29.5%
%H (All HH)		93.6%	45.0%	10.7%	72.1%	34.1%	37.9%	88.2%
%H (TV HH)			48.1%	11.4%	76.9%	36.4%	40.5%	
C2	448	430	230	58	317	173	144	379
%V	23.0%	23.2%	26.5%	24.2%	22.8%	26.5%	19.5%	23.0%
%H (All HH)		96.0%	51.3%	12.9%	70.8%	38.6%	32.1%	84.6%
%H (TV HH)			53.5%	13.5%	73.7%	40.2%	33.5%	
D	243	230	110	26	159	69	90	180
%V	12.5%	12.4%	12.7%	10.8%	11.4%	10.6%	12.2%	10.9%
%H (All HH)		94.7%	45.3%	10.7%	65.4%	28.4%	37.0%	74.1%
%H (TV HH)			47.8%	11.3%	69.1%	30.0%	39.1%	
E	167	158	53	11	122	31	91	88
%V	8.6%	8.5%	6.1%	4.6%	8.8%	4.8%	12.3%	5.3%
%H (All HH)		94.6%	31.7%	6.6%	73.1%	18.6%	54.5%	52.7%
%H (TV HH)			33.5%	7.0%	77.2%	19.6%	57.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Under 25	60	47	25	6	29	14	15	56
%V	3.1%	2.5%	2.9%	2.5%	2.1%	2.1%	2.0%	3.4%
%H (All HH)		78.3%	41.7%	10.0%	48.3%	23.3%	25.0%	93.3%
%H (TV HH)			53.2%	12.8%	61.7%	29.8%	31.9%	
25 - 34	287	263	149	42	160	91	69	273
%V	14.8%	14.2%	17.2%	17.5%	11.5%	14.0%	9.3%	16.6%
%H (All HH)		91.6%	51.9%	14.6%	55.7%	31.7%	24.0%	95.1%
%H (TV HH)			56.7%	16.0%	60.8%	34.6%	26.2%	
35 - 44	307	295	165	46	201	117	84	299
%V	15.8%	15.9%	19.0%	19.2%	14.5%	17.9%	11.4%	18.2%
%H (All HH)		96.1%	53.7%	15.0%	65.5%	38.1%	27.4%	97.4%
%H (TV HH)			55.9%	15.6%	68.1%	39.7%	28.5%	
45 - 54	372	358	187	51	266	147	120	357
%V	19.1%	19.4%	21.6%	21.3%	19.2%	22.5%	16.3%	21.7%
%H (All HH)		96.2%	50.3%	13.7%	71.5%	39.5%	32.3%	96.0%
%H (TV HH)			52.2%	14.2%	74.3%	41.1%	33.5%	
55 - 64	336	324	147	42	260	125	135	301
%V	17.3%	17.5%	17.0%	17.5%	18.7%	19.2%	18.3%	18.3%
%H (All HH)		96.4%	43.8%	12.5%	77.4%	37.2%	40.2%	89.6%
%H (TV HH)			45.4%	13.0%	80.2%	38.6%	41.7%	
65 +	583	563	194	54	473	157	316	360
%V	30.0%	30.4%	22.4%	22.5%	34.1%	24.1%	42.8%	21.9%
%H (All HH)		96.6%	33.3%	9.3%	81.1%	26.9%	54.2%	61.7%
%H (TV HH)			34.5%	9.6%	84.0%	27.9%	56.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
1	557	516	168	50	404	114	290	350
%V	28.6%	27.9%	19.4%	20.8%	29.1%	17.5%	39.3%	21.3%
%H (All HH)		92.6%	30.2%	9.0%	72.5%	20.5%	52.1%	62.8%
%H (TV HH)			32.6%	9.7%	78.3%	22.1%	56.2%	
2	711	683	316	79	542	256	286	635
%V	36.6%	36.9%	36.4%	32.9%	39.0%	39.3%	38.8%	38.6%
%H (All HH)		96.1%	44.4%	11.1%	76.2%	36.0%	40.2%	89.3%
%H (TV HH)			46.3%	11.6%	79.4%	37.5%	41.9%	
3	298	284	154	53	195	118	77	288
%V	15.3%	15.4%	17.8%	22.1%	14.0%	18.1%	10.4%	17.5%
%H (All HH)		95.3%	51.7%	17.8%	65.4%	39.6%	25.8%	96.6%
%H (TV HH)			54.2%	18.7%	68.7%	41.5%	27.1%	
4	265	258	157	39	179	114	65	260
%V	13.6%	13.9%	18.1%	16.3%	12.9%	17.5%	8.8%	15.8%
%H (All HH)		97.4%	59.2%	14.7%	67.5%	43.0%	24.5%	98.1%
%H (TV HH)			60.9%	15.1%	69.4%	44.2%	25.2%	
5+	113	109	72	19	70	51	19	113
%V	5.8%	5.9%	8.3%	7.9%	5.0%	7.8%	2.6%	6.9%
%H (All HH)		96.5%	63.7%	16.8%	61.9%	45.1%	16.8%	100.0%
%H (TV HH)			66.1%	17.4%	64.2%	46.8%	17.4%	
Average HH size	2.34	2.36	2.64	2.62	2.28	2.63	1.97	2.51

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Without	1443	1369	584	164	1068	454	614	1156
%V	74.2%	74.0%	67.4%	68.3%	76.9%	69.6%	83.2%	70.2%
%H (All HH)		94.9%	40.5%	11.4%	74.0%	31.5%	42.6%	80.1%
%H (TV HH)			42.7%	12.0%	78.0%	33.2%	44.9%	
With	502	481	283	76	322	198	123	490
%V	25.8%	26.0%	32.6%	31.7%	23.2%	30.4%	16.7%	29.8%
%H (All HH)		95.8%	56.4%	15.1%	64.1%	39.4%	24.5%	97.6%
%H (TV HH)			58.8%	15.8%	66.9%	41.2%	25.6%	
0 - 3	190	179	108	26	117	71	47	182
%V	9.8%	9.7%	12.5%	10.8%	8.4%	10.9%	6.4%	11.1%
%H (All HH)		94.2%	56.8%	13.7%	61.6%	37.4%	24.7%	95.8%
%H (TV HH)			60.3%	14.5%	65.4%	39.7%	26.3%	
4 - 9	250	243	150	36	159	100	58	246
%V	12.9%	13.1%	17.3%	15.0%	11.4%	15.3%	7.9%	14.9%
%H (All HH)		97.2%	60.0%	14.4%	63.6%	40.0%	23.2%	98.4%
%H (TV HH)			61.7%	14.8%	65.4%	41.2%	23.9%	
10 - 15	224	217	125	37	148	94	54	220
%V	11.5%	11.7%	14.4%	15.4%	10.7%	14.4%	7.3%	13.4%
%H (All HH)		96.9%	55.8%	16.5%	66.1%	42.0%	24.1%	98.2%
%H (TV HH)			57.6%	17.1%	68.2%	43.3%	24.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	1945	1850	867	240	1389	652	738	1646
%V		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (All HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
%H (TV HH)								
1	695	695	262	79	464	123	341	531
%V	35.7%	37.6%	30.2%	32.9%	33.4%	18.9%	46.2%	32.3%
%H (All HH)		100.0%	37.7%	11.4%	66.8%	17.7%	49.1%	76.4%
%H (TV HH)			37.7%	11.4%	66.8%	17.7%	49.1%	
2	653	653	308	88	511	250	261	561
%V	33.6%	35.3%	35.5%	36.7%	36.8%	38.3%	35.4%	34.1%
%H (All HH)		100.0%	47.2%	13.5%	78.3%	38.3%	40.0%	85.9%
%H (TV HH)			47.2%	13.5%	78.3%	38.3%	40.0%	
3	310	310	173	45	257	163	95	289
%V	15.9%	16.8%	20.0%	18.8%	18.5%	25.0%	12.9%	17.6%
%H (All HH)		100.0%	55.8%	14.5%	82.9%	52.6%	30.6%	93.2%
%H (TV HH)			55.8%	14.5%	82.9%	52.6%	30.6%	
4	120	120	74	18	94	65	29	118
%V	6.2%	6.5%	8.5%	7.5%	6.8%	10.0%	3.9%	7.2%
%H (All HH)		100.0%	61.7%	15.0%	78.3%	54.2%	24.2%	98.3%
%H (TV HH)			61.7%	15.0%	78.3%	54.2%	24.2%	
5+	71	71	51	11	63	51	12	71
%V	3.7%	3.8%	5.9%	4.6%	4.5%	7.8%	1.6%	4.3%
%H (All HH)		100.0%	71.8%	15.5%	88.7%	71.8%	16.9%	100.0%
%H (TV HH)			71.8%	15.5%	88.7%	71.8%	16.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Under 20"	477	477	223	58	408	209	198	413
%V	24.5%	25.8%	25.7%	24.2%	29.4%	32.1%	26.8%	25.1%
%H (All HH)		100.0%	46.8%	12.2%	85.5%	43.8%	41.5%	86.6%
%H (TV HH)			46.8%	12.2%	85.5%	43.8%	41.5%	
20" - 29"	670	670	288	83	555	255	299	541
%V	34.4%	36.2%	33.2%	34.6%	40.0%	39.1%	40.5%	32.9%
%H (All HH)		100.0%	43.0%	12.4%	82.8%	38.1%	44.6%	80.7%
%H (TV HH)			43.0%	12.4%	82.8%	38.1%	44.6%	
30" - 39"	933	933	441	134	716	358	359	811
%V	48.0%	50.4%	50.9%	55.8%	51.5%	54.9%	48.6%	49.3%
%H (All HH)		100.0%	47.3%	14.4%	76.7%	38.4%	38.5%	86.9%
%H (TV HH)			47.3%	14.4%	76.7%	38.4%	38.5%	
40" and over	918	918	550	125	654	406	248	864
%V	47.2%	49.6%	63.4%	52.1%	47.1%	62.3%	33.6%	52.5%
%H (All HH)		100.0%	59.9%	13.6%	71.2%	44.2%	27.0%	94.1%
%H (TV HH)			59.9%	13.6%	71.2%	44.2%	27.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Main living room	1819	1819	856	238	1369	646	723	1541
%V	93.5%	98.3%	98.7%	99.2%	98.6%	99.1%	98.0%	93.6%
%H (All HH)		100.0%	47.1%	13.1%	75.3%	35.5%	39.7%	84.7%
%H (TV HH)			47.1%	13.1%	75.3%	35.5%	39.7%	
Kitchen	277	277	154	25	240	141	99	247
%V	14.2%	15.0%	17.8%	10.4%	17.3%	21.6%	13.4%	15.0%
%H (All HH)		100.0%	55.6%	9.0%	86.6%	50.9%	35.7%	89.2%
%H (TV HH)			55.6%	9.0%	86.6%	50.9%	35.7%	
Adult's bedroom	833	833	452	118	672	404	268	751
%V	42.8%	45.0%	52.1%	49.2%	48.4%	62.0%	36.3%	45.6%
%H (All HH)		100.0%	54.3%	14.2%	80.7%	48.5%	32.2%	90.2%
%H (TV HH)			54.3%	14.2%	80.7%	48.5%	32.2%	
Child's bedroom	183	183	113	34	130	94	36	181
%V	9.4%	9.9%	13.0%	14.2%	9.4%	14.4%	4.9%	11.0%
%H (All HH)		100.0%	61.7%	18.6%	71.0%	51.4%	19.7%	98.9%
%H (TV HH)			61.7%	18.6%	71.0%	51.4%	19.7%	
Other bedroom	87	87	52	9	70	43	27	84
%V	4.5%	4.7%	6.0%	3.8%	5.0%	6.6%	3.7%	5.1%
%H (All HH)		100.0%	59.8%	10.3%	80.5%	49.4%	31.0%	96.6%
%H (TV HH)			59.8%	10.3%	80.5%	49.4%	31.0%	
Second living/dining room	177	177	90	24	148	80	68	164
%V	9.1%	9.6%	10.4%	10.0%	10.7%	12.3%	9.2%	10.0%
%H (All HH)		100.0%	50.8%	13.6%	83.6%	45.2%	38.4%	92.7%
%H (TV HH)			50.8%	13.6%	83.6%	45.2%	38.4%	
Study/office	41	41	27	5	35	25	10	41
%V	2.1%	2.2%	3.1%	2.1%	2.5%	3.8%	1.4%	2.5%
%H (All HH)		100.0%	65.9%	12.2%	85.4%	61.0%	24.4%	100.0%
%H (TV HH)			65.9%	12.2%	85.4%	61.0%	24.4%	
TV room	19	19	11	5	16	12	4	19
%V	1.0%	1.0%	1.3%	2.1%	1.2%	1.8%	0.5%	1.2%
%H (All HH)		100.0%	57.9%	26.3%	84.2%	63.2%	21.1%	100.0%
%H (TV HH)			57.9%	26.3%	84.2%	63.2%	21.1%	
Conservatory	46	46	23	6	41	22	18	42
%V	2.4%	2.5%	2.7%	2.5%	3.0%	3.4%	2.4%	2.6%
%H (All HH)		100.0%	50.0%	13.0%	89.1%	47.8%	39.1%	91.3%
%H (TV HH)			50.0%	13.0%	89.1%	47.8%	39.1%	
Attic or loft room	4	4	3	1	3	3	1	4
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.5%	0.1%	0.2%
%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	4	4	1	0	4	1	3	4
%V	0.2%	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Other	29	29	20	2	22	16	6	29
%V	1.5%	1.6%	2.3%	0.8%	1.6%	2.5%	0.8%	1.8%
%H (All HH)		100.0%	69.0%	6.9%	75.9%	55.2%	20.7%	100.0%
%H (TV HH)			69.0%	6.9%	75.9%	55.2%	20.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Any DSAT provider	867	867	867	20	546	546	0	799
%V	44.6%	46.9%	100.0%	8.3%	39.3%	83.7%	0.0%	48.5%
%H (All HH)			100.0%	2.3%	63.0%	63.0%	0.0%	92.2%
%H (TV HH)			100.0%	2.3%	63.0%	63.0%	0.0%	
Sky with subscription	667	667	667	5	428	428	0	621
%V	34.3%	36.1%	76.9%	2.1%	30.8%	65.6%	0.0%	37.7%
%H (All HH)			100.0%	0.7%	64.2%	64.2%	0.0%	93.1%
%H (TV HH)			100.0%	0.7%	64.2%	64.2%	0.0%	
Sky without subscription	41	41	41	4	22	22	0	34
%V	2.1%	2.2%	4.7%	1.7%	1.6%	3.4%	0.0%	2.1%
%H (All HH)			100.0%	9.8%	53.7%	53.7%	0.0%	82.9%
%H (TV HH)			100.0%	9.8%	53.7%	53.7%	0.0%	
Freesat	144	144	144	8	95	95	0	131
%V	7.4%	7.8%	16.6%	3.3%	6.8%	14.6%	0.0%	8.0%
%H (All HH)			100.0%	5.6%	66.0%	66.0%	0.0%	91.0%
%H (TV HH)			100.0%	5.6%	66.0%	66.0%	0.0%	
Other satellite provider	37	37	37	5	15	15	0	36
%V	1.9%	2.0%	4.3%	2.1%	1.1%	2.3%	0.0%	2.2%
%H (All HH)			100.0%	13.5%	40.5%	40.5%	0.0%	97.3%
%H (TV HH)			100.0%	13.5%	40.5%	40.5%	0.0%	
DCAB	240	240	20	240	117	117	0	223
%V	12.3%	13.0%	2.3%	100.0%	8.4%	17.9%	0.0%	13.5%
%H (All HH)			8.3%	100.0%	48.8%	48.8%	0.0%	92.9%
%H (TV HH)			8.3%	100.0%	48.8%	48.8%	0.0%	
DTT	1389	1389	546	117	1389	652	738	1149
%V	71.4%	75.1%	63.0%	48.8%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	39.3%	8.4%	100.0%	46.9%	53.1%	82.7%
%H (TV HH)			39.3%	8.4%	100.0%	46.9%	53.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
PVR	1118	1118	705	207	769	548	221	1040
%V	57.5%	60.4%	81.3%	86.3%	55.4%	84.0%	29.9%	63.2%
%H (All HH)		100.0%	63.1%	18.5%	68.8%	49.0%	19.8%	93.0%
%H (TV HH)			63.1%	18.5%	68.8%	49.0%	19.8%	
DVDR	81	81	35	8	73	34	39	69
%V	4.2%	4.4%	4.0%	3.3%	5.3%	5.2%	5.3%	4.2%
%H (All HH)		100.0%	43.2%	9.9%	90.1%	42.0%	48.1%	85.2%
%H (TV HH)			43.2%	9.9%	90.1%	42.0%	48.1%	
VCR	74	74	32	9	59	26	34	56
%V	3.8%	4.0%	3.7%	3.8%	4.2%	4.0%	4.6%	3.4%
%H (All HH)		100.0%	43.2%	12.2%	79.7%	35.1%	45.9%	75.7%
%H (TV HH)			43.2%	12.2%	79.7%	35.1%	45.9%	
Any recorder	1165	1165	716	211	810	556	253	1072
%V	59.9%	63.0%	82.6%	87.9%	58.3%	85.3%	34.3%	65.1%
%H (All HH)		100.0%	61.5%	18.1%	69.5%	47.7%	21.7%	92.0%
%H (TV HH)			61.5%	18.1%	69.5%	47.7%	21.7%	
Receives HDTV (via STB or built-in reception)	1180	1180	631	203	875	512	363	1088
%V	60.7%	63.8%	72.8%	84.6%	63.0%	78.5%	49.2%	66.1%
%H (All HH)		100.0%	53.5%	17.2%	74.2%	43.4%	30.8%	92.2%
%H (TV HH)			53.5%	17.2%	74.2%	43.4%	30.8%	
DVD/Blu-ray player or recorder	1242	1242	609	185	920	466	455	1107
%V	63.9%	67.1%	70.2%	77.1%	66.2%	71.5%	61.7%	67.3%
%H (All HH)		100.0%	49.0%	14.9%	74.1%	37.5%	36.6%	89.1%
%H (TV HH)			49.0%	14.9%	74.1%	37.5%	36.6%	

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

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DATA PERIOD: ANNUAL

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Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1945	1850	867	240	1389	652	738	1646
%H (All HH)		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%
%H (TV HH)			46.9%	13.0%	75.1%	35.2%	39.9%	
Has broadband internet	1646	1570	799	223	1149	603	547	1646
%V	84.6%	84.9%	92.2%	92.9%	82.7%	92.5%	74.1%	100.0%
%H (All HH)		95.4%	48.5%	13.5%	69.8%	36.6%	33.2%	100.0%
%H (TV HH)			50.9%	14.2%	73.2%	38.4%	34.8%	
Number of computers (PCs and laptops)								
0	300	281	70	16	238	47	192	32
%V	15.4%	15.2%	8.1%	6.7%	17.1%	7.2%	26.0%	1.9%
%H (All HH)		93.7%	23.3%	5.3%	79.3%	15.7%	64.0%	10.7%
%H (TV HH)			24.9%	5.7%	84.7%	16.7%	68.3%	
1	479	449	198	46	336	134	202	454
%V	24.6%	24.3%	22.8%	19.2%	24.2%	20.6%	27.4%	27.6%
%H (All HH)		93.7%	41.3%	9.6%	70.1%	28.0%	42.2%	94.8%
%H (TV HH)			44.1%	10.2%	74.8%	29.8%	45.0%	
2	454	432	211	64	316	157	159	450
%V	23.3%	23.4%	24.3%	26.7%	22.8%	24.1%	21.5%	27.3%
%H (All HH)		95.2%	46.5%	14.1%	69.6%	34.6%	35.0%	99.1%
%H (TV HH)			48.8%	14.8%	73.1%	36.3%	36.8%	
3	302	289	169	43	211	135	76	301
%V	15.5%	15.6%	19.5%	17.9%	15.2%	20.7%	10.3%	18.3%
%H (All HH)		95.7%	56.0%	14.2%	69.9%	44.7%	25.2%	99.7%
%H (TV HH)			58.5%	14.9%	73.0%	46.7%	26.3%	
4	194	191	101	36	137	83	54	194
%V	10.0%	10.3%	11.6%	15.0%	9.9%	12.7%	7.3%	11.8%
%H (All HH)		98.5%	52.1%	18.6%	70.6%	42.8%	27.8%	100.0%
%H (TV HH)			52.9%	18.8%	71.7%	43.5%	28.3%	
5+	216	208	117	35	151	97	55	216
%V	11.1%	11.2%	13.5%	14.6%	10.9%	14.9%	7.5%	13.1%
%H (All HH)		96.3%	54.2%	16.2%	69.9%	44.9%	25.5%	100.0%
%H (TV HH)			56.3%	16.8%	72.6%	46.6%	26.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3798	1969	516	2977	1647	1329	3374
%H		51.8%	13.6%	78.4%	43.4%	35.0%	88.8%
Under 20"	627	297	77	538	285	253	548
%V	16.5%	15.1%	14.9%	18.1%	17.3%	19.0%	16.2%
%H		47.4%	12.3%	85.8%	45.5%	40.4%	87.4%
20" - 29"	859	387	112	711	347	364	714
%V	22.6%	19.7%	21.7%	23.9%	21.1%	27.4%	21.2%
%H		45.1%	13.0%	82.8%	40.4%	42.4%	83.1%
30" - 39"	1139	561	164	877	461	416	1008
%V	30.0%	28.5%	31.8%	29.5%	28.0%	31.3%	29.9%
%H		49.3%	14.4%	77.0%	40.5%	36.5%	88.5%
40" and over	1134	705	159	820	541	279	1074
%V	29.9%	35.8%	30.8%	27.5%	32.8%	21.0%	31.8%
%H		62.2%	14.0%	72.3%	47.7%	24.6%	94.7%
Don't know	39	18	4	31	14	17	31
%V	1.0%	0.9%	0.8%	1.0%	0.9%	1.3%	0.9%
%H		46.2%	10.3%	79.5%	35.9%	43.6%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3798	1969	516	2977	1647	1329	3374
%H		51.8%	13.6%	78.4%	43.4%	35.0%	88.8%
Main living room	1839	862	241	1385	652	734	1557
%V	48.4%	43.8%	46.7%	46.5%	39.6%	55.2%	46.1%
%H		46.9%	13.1%	75.3%	35.5%	39.9%	84.7%
Kitchen	278	156	25	241	142	99	248
%V	7.3%	7.9%	4.8%	8.1%	8.6%	7.4%	7.4%
%H		56.1%	9.0%	86.7%	51.1%	35.6%	89.2%
Adult's bedroom	989	551	147	805	506	300	901
%V	26.0%	28.0%	28.5%	27.0%	30.7%	22.6%	26.7%
%H		55.7%	14.9%	81.4%	51.2%	30.3%	91.1%
Child's bedroom	257	158	47	183	131	51	253
%V	6.8%	8.0%	9.1%	6.1%	8.0%	3.8%	7.5%
%H		61.5%	18.3%	71.2%	51.0%	19.8%	98.4%
Other bedroom	100	59	11	82	51	32	97
%V	2.6%	3.0%	2.1%	2.8%	3.1%	2.4%	2.9%
%H		59.0%	11.0%	82.0%	51.0%	32.0%	97.0%
Second living/dining room	182	94	24	152	82	70	169
%V	4.8%	4.8%	4.7%	5.1%	5.0%	5.3%	5.0%
%H		51.6%	13.2%	83.5%	45.1%	38.5%	92.9%
Study/office	43	28	5	36	26	11	43
%V	1.1%	1.4%	1.0%	1.2%	1.6%	0.8%	1.3%
%H		65.1%	11.6%	83.7%	60.5%	25.6%	100.0%
TV room	20	12	5	17	13	4	20
%V	0.5%	0.6%	1.0%	0.6%	0.8%	0.3%	0.6%
%H		60.0%	25.0%	85.0%	65.0%	20.0%	100.0%
Conservatory	46	23	6	41	22	18	42
%V	1.2%	1.2%	1.2%	1.4%	1.3%	1.4%	1.2%
%H		50.0%	13.0%	89.1%	47.8%	39.1%	91.3%
Attic or loft room	6	5	1	5	4	1	6
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		83.3%	16.7%	83.3%	66.7%	16.7%	100.0%
No specific location	5	1	0	5	1	4	5
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	100.0%
Other	34	23	2	24	17	8	34
%V	0.9%	1.2%	0.4%	0.8%	1.0%	0.6%	1.0%
%H		67.6%	5.9%	70.6%	50.0%	23.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3798	1969	516	2977	1647	1329	3374
%H		51.8%	13.6%	78.4%	43.4%	35.0%	88.8%
PVR	1512	998	295	1017	774	242	1422
%V	39.8%	50.7%	57.2%	34.2%	47.0%	18.2%	42.1%
%H		66.0%	19.5%	67.3%	51.2%	16.0%	94.0%
DVDR	88	39	8	79	37	41	76
%V	2.3%	2.0%	1.6%	2.7%	2.2%	3.1%	2.3%
%H		44.3%	9.1%	89.8%	42.0%	46.6%	86.4%
VCR	82	38	9	65	30	35	63
%V	2.2%	1.9%	1.7%	2.2%	1.8%	2.6%	1.9%
%H		46.3%	11.0%	79.3%	36.6%	42.7%	76.8%
Any recorder	1583	1020	301	1080	795	285	1476
%V	41.7%	51.8%	58.3%	36.3%	48.3%	21.4%	43.7%
%H		64.4%	19.0%	68.2%	50.2%	18.0%	93.2%

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	3798	1969	516	2977	1647	1329	3374
%H		51.8%	13.6%	78.4%	43.4%	35.0%	88.8%
Receives HDTV (via STB or built-in reception)	1749	973	319	1329	841	488	1634
%V	46.1%	49.4%	61.8%	44.6%	51.1%	36.7%	48.4%
%H		55.6%	18.2%	76.0%	48.1%	27.9%	93.4%
DVD/Blu-ray player or recorder	1764	912	282	1343	755	588	1604
%V	46.4%	46.3%	54.7%	45.1%	45.8%	44.2%	47.5%
%H		51.7%	16.0%	76.1%	42.8%	33.3%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1847	867	240	1389	652	738	1567
%H		46.9%	13.0%	75.2%	35.3%	40.0%	84.8%
Under 20"	48	11	3	39	7	33	31
%V	2.6%	1.3%	1.3%	2.8%	1.1%	4.5%	2.0%
%H		22.9%	6.3%	81.3%	14.6%	68.8%	64.6%
20" - 29"	248	62	27	207	48	159	160
%V	13.4%	7.2%	11.3%	14.9%	7.4%	21.5%	10.2%
%H		25.0%	10.9%	83.5%	19.4%	64.1%	64.5%
30" - 39"	655	263	89	504	205	300	541
%V	35.5%	30.3%	37.1%	36.3%	31.4%	40.7%	34.5%
%H		40.2%	13.6%	76.9%	31.3%	45.8%	82.6%
40" and over	879	525	120	626	388	238	825
%V	47.6%	60.6%	50.0%	45.1%	59.5%	32.2%	52.6%
%H		59.7%	13.7%	71.2%	44.1%	27.1%	93.9%
Don't know	16	6	1	13	4	9	10
%V	0.9%	0.7%	0.4%	0.9%	0.6%	1.2%	0.6%
%H		37.5%	6.3%	81.3%	25.0%	56.3%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1847	867	240	1389	652	738	1567
%H		46.9%	13.0%	75.2%	35.3%	40.0%	84.8%
PVR	1095	693	203	748	535	213	1019
%V	59.3%	79.9%	84.6%	53.9%	82.1%	28.9%	65.0%
%H		63.3%	18.5%	68.3%	48.9%	19.5%	93.1%
DVDR	63	25	5	58	24	34	53
%V	3.4%	2.9%	2.1%	4.2%	3.7%	4.6%	3.4%
%H		39.7%	7.9%	92.1%	38.1%	54.0%	84.1%
VCR	60	24	6	50	19	30	44
%V	3.2%	2.8%	2.5%	3.6%	2.9%	4.1%	2.8%
%H		40.0%	10.0%	83.3%	31.7%	50.0%	73.3%
Any recorder	1141	703	207	788	543	244	1050
%V	61.8%	81.1%	86.3%	56.7%	83.3%	33.1%	67.0%
%H		61.6%	18.1%	69.1%	47.6%	21.4%	92.0%

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	1847	867	240	1389	652	738	1567
%H		46.9%	13.0%	75.2%	35.3%	40.0%	84.8%
Receives HDTV (via STB or built-in reception)	1147	611	199	848	497	351	1057
%V	62.1%	70.5%	82.9%	61.1%	76.2%	47.6%	67.5%
%H		53.3%	17.3%	73.9%	43.3%	30.6%	92.2%
DVD/Blu-ray player or recorder	1102	532	168	797	389	408	981
%V	59.7%	61.4%	70.0%	57.4%	59.7%	55.3%	62.6%
%H		48.3%	15.2%	72.3%	35.3%	37.0%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1951	1102	275	1587	996	591	1807
%H		56.5%	14.1%	81.3%	51.1%	30.3%	92.6%
Under 20"	579	286	74	499	278	221	516
%V	29.7%	26.0%	26.9%	31.4%	27.9%	37.4%	28.6%
%H		49.4%	12.8%	86.2%	48.0%	38.2%	89.1%
20" - 29"	611	325	85	504	299	205	554
%V	31.3%	29.5%	30.9%	31.8%	30.0%	34.7%	30.7%
%H		53.2%	13.9%	82.5%	48.9%	33.6%	90.7%
30" - 39"	484	299	75	373	256	116	467
%V	24.8%	27.1%	27.3%	23.5%	25.7%	19.6%	25.8%
%H		61.8%	15.5%	77.1%	52.9%	24.0%	96.5%
40" and over	254	180	39	194	152	41	249
%V	13.0%	16.3%	14.2%	12.2%	15.3%	6.9%	13.8%
%H		70.9%	15.4%	76.4%	59.8%	16.1%	98.0%
Don't know	22	12	2	18	10	8	20
%V	1.1%	1.1%	0.7%	1.1%	1.0%	1.4%	1.1%
%H		54.5%	9.1%	81.8%	45.5%	36.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1951	1102	275	1587	996	591	1807
%H		56.5%	14.1%	81.3%	51.1%	30.3%	92.6%
PVR	417	306	92	269	239	30	403
%V	21.4%	27.8%	33.5%	17.0%	24.0%	5.1%	22.3%
%H		73.4%	22.1%	64.5%	57.3%	7.2%	96.6%
DVDR	24	14	4	21	13	8	23
%V	1.2%	1.3%	1.5%	1.3%	1.3%	1.4%	1.3%
%H		58.3%	16.7%	87.5%	54.2%	33.3%	95.8%
VCR	22	14	3	15	10	5	19
%V	1.1%	1.3%	1.1%	0.9%	1.0%	0.8%	1.1%
%H		63.6%	13.6%	68.2%	45.5%	22.7%	86.4%
Any recorder	442	317	94	293	252	41	426
%V	22.7%	28.8%	34.2%	18.5%	25.3%	6.9%	23.6%
%H		71.7%	21.3%	66.3%	57.0%	9.3%	96.4%

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	1951	1102	275	1587	996	591	1807
%H		56.5%	14.1%	81.3%	51.1%	30.3%	92.6%
Receives HDTV (via STB or built-in reception)	602	363	120	481	344	137	577
%V	30.9%	32.9%	43.6%	30.3%	34.5%	23.2%	31.9%
%H		60.3%	19.9%	79.9%	57.1%	22.8%	95.8%
DVD/Blu-ray player or recorder	662	380	114	546	366	180	623
%V	33.9%	34.5%	41.5%	34.4%	36.7%	30.5%	34.5%
%H		57.4%	17.2%	82.5%	55.3%	27.2%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4548	4359	2286	630	3166	1710	1456	4138
%H		95.8%	50.3%	13.9%	69.6%	37.6%	32.0%	91.0%
Total Children	856	825	508	129	544	351	193	838
%V	18.8%	18.9%	22.2%	20.5%	17.2%	20.5%	13.3%	20.3%
%H		96.4%	59.3%	15.1%	63.6%	41.0%	22.5%	97.9%
0 - 3	233	217	137	33	141	89	52	225
%V	5.1%	5.0%	6.0%	5.2%	4.5%	5.2%	3.6%	5.4%
%H		93.1%	58.8%	14.2%	60.5%	38.2%	22.3%	96.6%
4 - 15	623	607	371	96	403	262	141	613
%V	13.7%	13.9%	16.2%	15.2%	12.7%	15.3%	9.7%	14.8%
%H		97.4%	59.6%	15.4%	64.7%	42.1%	22.6%	98.4%
4 - 9	335	328	207	49	212	138	74	330
%V	7.4%	7.5%	9.1%	7.8%	6.7%	8.1%	5.1%	8.0%
%H		97.9%	61.8%	14.6%	63.3%	41.2%	22.1%	98.5%
10 - 15	288	279	164	47	191	124	67	284
%V	6.3%	6.4%	7.2%	7.5%	6.0%	7.3%	4.6%	6.9%
%H		96.9%	56.9%	16.3%	66.3%	43.1%	23.3%	98.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4548	4359	2286	630	3166	1710	1456	4138
%H		95.8%	50.3%	13.9%	69.6%	37.6%	32.0%	91.0%
Total Adults (16+)	3692	3534	1778	500	2622	1359	1263	3300
%V	81.2%	81.1%	77.8%	79.4%	82.8%	79.5%	86.7%	79.7%
%H		95.7%	48.2%	13.5%	71.0%	36.8%	34.2%	89.4%
16 - 19	210	202	119	35	142	94	48	208
%V	4.6%	4.6%	5.2%	5.6%	4.5%	5.5%	3.3%	5.0%
%H		96.2%	56.7%	16.7%	67.6%	44.8%	22.9%	99.0%
20 - 24	212	191	110	27	126	74	52	207
%V	4.7%	4.4%	4.8%	4.3%	4.0%	4.3%	3.6%	5.0%
%H		90.1%	51.9%	12.7%	59.4%	34.9%	24.5%	97.6%
25 - 34	586	544	310	96	345	203	141	564
%V	12.9%	12.5%	13.6%	15.2%	10.9%	11.9%	9.7%	13.6%
%H		92.8%	52.9%	16.4%	58.9%	34.6%	24.1%	96.2%
35 - 44	562	538	302	90	369	218	150	548
%V	12.4%	12.3%	13.2%	14.3%	11.7%	12.7%	10.3%	13.2%
%H		95.7%	53.7%	16.0%	65.7%	38.8%	26.7%	97.5%
45 - 54	653	634	345	91	470	272	197	631
%V	14.4%	14.5%	15.1%	14.4%	14.8%	15.9%	13.5%	15.2%
%H		97.1%	52.8%	13.9%	72.0%	41.7%	30.2%	96.6%
55 - 64	570	552	266	71	438	225	213	526
%V	12.5%	12.7%	11.6%	11.3%	13.8%	13.2%	14.6%	12.7%
%H		96.8%	46.7%	12.5%	76.8%	39.5%	37.4%	92.3%
65+	899	872	326	90	733	271	462	616
%V	19.8%	20.0%	14.3%	14.3%	23.2%	15.8%	31.7%	14.9%
%H		97.0%	36.3%	10.0%	81.5%	30.1%	51.4%	68.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3692	3534	1778	500	2622	1359	1263	3300
%H		95.7%	48.2%	13.5%	71.0%	36.8%	34.2%	89.4%
AB	1076	1041	479	184	780	400	380	1044
%V	29.1%	29.5%	26.9%	36.8%	29.7%	29.4%	30.1%	31.6%
%H		96.7%	44.5%	17.1%	72.5%	37.2%	35.3%	97.0%
C1	1017	959	499	117	731	381	350	935
%V	27.5%	27.1%	28.1%	23.4%	27.9%	28.0%	27.7%	28.3%
%H		94.3%	49.1%	11.5%	71.9%	37.5%	34.4%	91.9%
C2	912	880	492	130	643	379	264	814
%V	24.7%	24.9%	27.7%	26.0%	24.5%	27.9%	20.9%	24.7%
%H		96.5%	53.9%	14.3%	70.5%	41.6%	28.9%	89.3%
D	455	433	224	50	303	149	154	373
%V	12.3%	12.3%	12.6%	10.0%	11.6%	11.0%	12.2%	11.3%
%H		95.2%	49.2%	11.0%	66.6%	32.7%	33.8%	82.0%
E	232	221	84	19	165	50	116	135
%V	6.3%	6.3%	4.7%	3.8%	6.3%	3.7%	9.2%	4.1%
%H		95.3%	36.2%	8.2%	71.1%	21.6%	50.0%	58.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3692	3534	1778	500	2622	1359	1263	3300
%H		95.7%	48.2%	13.5%	71.0%	36.8%	34.2%	89.4%
Working full time	1715	1638	874	266	1156	655	501	1659
%V	46.5%	46.3%	49.2%	53.2%	44.1%	48.2%	39.7%	50.3%
%H		95.5%	51.0%	15.5%	67.4%	38.2%	29.2%	96.7%
Working part time	397	385	211	58	290	172	118	381
%V	10.8%	10.9%	11.9%	11.6%	11.1%	12.7%	9.3%	11.5%
%H		97.0%	53.1%	14.6%	73.0%	43.3%	29.7%	96.0%
Not working	1580	1510	693	176	1176	532	644	1259
%V	42.8%	42.7%	39.0%	35.2%	44.9%	39.1%	51.0%	38.2%
%H		95.6%	43.9%	11.1%	74.4%	33.7%	40.8%	79.7%
Housewife/Houseperson	1945	1850	867	240	1389	652	738	1646
%V	52.7%	52.3%	48.8%	48.0%	53.0%	48.0%	58.4%	49.9%
%H		95.1%	44.6%	12.3%	71.4%	33.5%	37.9%	84.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1808	1720	893	250	1258	676	582	1647
%H		95.1%	49.4%	13.8%	69.6%	37.4%	32.2%	91.1%
16 - 19	103	101	64	14	67	44	23	103
%V	5.7%	5.9%	7.2%	5.6%	5.3%	6.5%	4.0%	6.3%
%H		98.1%	62.1%	13.6%	65.0%	42.7%	22.3%	100.0%
20 - 24	109	95	55	15	60	38	22	106
%V	6.0%	5.5%	6.2%	6.0%	4.8%	5.6%	3.8%	6.4%
%H		87.2%	50.5%	13.8%	55.0%	34.9%	20.2%	97.2%
25 - 34	285	259	145	45	164	92	72	275
%V	15.8%	15.1%	16.2%	18.0%	13.0%	13.6%	12.4%	16.7%
%H		90.9%	50.9%	15.8%	57.5%	32.3%	25.3%	96.5%
35 - 44	280	266	151	48	179	109	71	268
%V	15.5%	15.5%	16.9%	19.2%	14.2%	16.1%	12.2%	16.3%
%H		95.0%	53.9%	17.1%	63.9%	38.9%	25.4%	95.7%
45 - 54	324	315	178	46	229	138	91	315
%V	17.9%	18.3%	19.9%	18.4%	18.2%	20.4%	15.6%	19.1%
%H		97.2%	54.9%	14.2%	70.7%	42.6%	28.1%	97.2%
55 - 64	282	269	138	33	211	115	97	262
%V	15.6%	15.6%	15.5%	13.2%	16.8%	17.0%	16.7%	15.9%
%H		95.4%	48.9%	11.7%	74.8%	40.8%	34.4%	92.9%
65+	425	415	162	49	347	141	206	318
%V	23.5%	24.1%	18.1%	19.6%	27.6%	20.9%	35.4%	19.3%
%H		97.6%	38.1%	11.5%	81.6%	33.2%	48.5%	74.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1808	1720	893	250	1258	676	582	1647
%H		95.1%	49.4%	13.8%	69.6%	37.4%	32.2%	91.1%
AB	536	518	240	93	386	199	187	520
%V	29.6%	30.1%	26.9%	37.2%	30.7%	29.4%	32.1%	31.6%
%H		96.6%	44.8%	17.4%	72.0%	37.1%	34.9%	97.0%
C1	486	452	244	55	341	184	156	461
%V	26.9%	26.3%	27.3%	22.0%	27.1%	27.2%	26.8%	28.0%
%H		93.0%	50.2%	11.3%	70.2%	37.9%	32.1%	94.9%
C2	481	465	269	69	332	201	131	428
%V	26.6%	27.0%	30.1%	27.6%	26.4%	29.7%	22.5%	26.0%
%H		96.7%	55.9%	14.3%	69.0%	41.8%	27.2%	89.0%
D	209	194	106	24	134	72	63	181
%V	11.6%	11.3%	11.9%	9.6%	10.7%	10.7%	10.8%	11.0%
%H		92.8%	50.7%	11.5%	64.1%	34.4%	30.1%	86.6%
E	96	90	34	10	64	20	44	57
%V	5.3%	5.2%	3.8%	4.0%	5.1%	3.0%	7.6%	3.5%
%H		93.8%	35.4%	10.4%	66.7%	20.8%	45.8%	59.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1808	1720	893	250	1258	676	582	1647
%H		95.1%	49.4%	13.8%	69.6%	37.4%	32.2%	91.1%
Working full time	1068	1019	563	164	711	413	299	1038
%V	59.1%	59.2%	63.0%	65.6%	56.5%	61.1%	51.4%	63.0%
%H		95.4%	52.7%	15.4%	66.6%	38.7%	28.0%	97.2%
Working part time	80	78	42	13	55	32	23	76
%V	4.4%	4.5%	4.7%	5.2%	4.4%	4.7%	4.0%	4.6%
%H		97.5%	52.5%	16.3%	68.8%	40.0%	28.8%	95.0%
Not working	660	623	288	73	492	231	260	534
%V	36.5%	36.2%	32.3%	29.2%	39.1%	34.2%	44.7%	32.4%
%H		94.4%	43.6%	11.1%	74.5%	35.0%	39.4%	80.9%
Housewife/Houseperson	384	344	150	46	243	101	141	306
%V	21.2%	20.0%	16.8%	18.4%	19.3%	14.9%	24.2%	18.6%
%H		89.6%	39.1%	12.0%	63.3%	26.3%	36.7%	79.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1884	1814	885	250	1365	683	682	1653
%H		96.3%	47.0%	13.3%	72.5%	36.3%	36.2%	87.7%
16 - 19	106	102	56	21	76	51	25	104
%V	5.6%	5.6%	6.3%	8.4%	5.6%	7.5%	3.7%	6.3%
%H		96.2%	52.8%	19.8%	71.7%	48.1%	23.6%	98.1%
20 - 24	103	95	54	12	66	36	30	100
%V	5.5%	5.2%	6.1%	4.8%	4.8%	5.3%	4.4%	6.0%
%H		92.2%	52.4%	11.7%	64.1%	35.0%	29.1%	97.1%
25 - 34	301	285	166	51	180	111	70	290
%V	16.0%	15.7%	18.8%	20.4%	13.2%	16.3%	10.3%	17.5%
%H		94.7%	55.1%	16.9%	59.8%	36.9%	23.3%	96.3%
35 - 44	282	272	150	42	189	109	80	280
%V	15.0%	15.0%	16.9%	16.8%	13.8%	16.0%	11.7%	16.9%
%H		96.5%	53.2%	14.9%	67.0%	38.7%	28.4%	99.3%
45 - 54	330	319	167	45	241	135	106	316
%V	17.5%	17.6%	18.9%	18.0%	17.7%	19.8%	15.5%	19.1%
%H		96.7%	50.6%	13.6%	73.0%	40.9%	32.1%	95.8%
55 - 64	289	283	129	38	227	111	116	264
%V	15.3%	15.6%	14.6%	15.2%	16.6%	16.3%	17.0%	16.0%
%H		97.9%	44.6%	13.1%	78.5%	38.4%	40.1%	91.3%
65+	474	458	164	41	386	130	256	299
%V	25.2%	25.2%	18.5%	16.4%	28.3%	19.0%	37.5%	18.1%
%H		96.6%	34.6%	8.6%	81.4%	27.4%	54.0%	63.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1884	1814	885	250	1365	683	682	1653
%H		96.3%	47.0%	13.3%	72.5%	36.3%	36.2%	87.7%
AB	540	523	239	91	393	201	193	524
%V	28.7%	28.8%	27.0%	36.4%	28.8%	29.4%	28.3%	31.7%
%H		96.9%	44.3%	16.9%	72.8%	37.2%	35.7%	97.0%
C1	531	506	254	62	390	197	193	474
%V	28.2%	27.9%	28.7%	24.8%	28.6%	28.8%	28.3%	28.7%
%H		95.3%	47.8%	11.7%	73.4%	37.1%	36.3%	89.3%
C2	431	415	223	61	311	178	133	385
%V	22.9%	22.9%	25.2%	24.4%	22.8%	26.1%	19.5%	23.3%
%H		96.3%	51.7%	14.2%	72.2%	41.3%	30.9%	89.3%
D	246	238	118	27	169	77	91	192
%V	13.1%	13.1%	13.3%	10.8%	12.4%	11.3%	13.3%	11.6%
%H		96.7%	48.0%	11.0%	68.7%	31.3%	37.0%	78.0%
E	136	131	50	9	101	29	72	77
%V	7.2%	7.2%	5.6%	3.6%	7.4%	4.2%	10.6%	4.7%
%H		96.3%	36.8%	6.6%	74.3%	21.3%	52.9%	56.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1884	1814	885	250	1365	683	682	1653
%H		96.3%	47.0%	13.3%	72.5%	36.3%	36.2%	87.7%
Working full time	647	619	311	102	445	243	202	621
%V	34.3%	34.1%	35.1%	40.8%	32.6%	35.6%	29.6%	37.6%
%H		95.7%	48.1%	15.8%	68.8%	37.6%	31.2%	96.0%
Working part time	317	308	169	45	235	139	95	306
%V	16.8%	17.0%	19.1%	18.0%	17.2%	20.4%	13.9%	18.5%
%H		97.2%	53.3%	14.2%	74.1%	43.8%	30.0%	96.5%
Not working	920	887	405	103	685	301	384	726
%V	48.8%	48.9%	45.8%	41.2%	50.2%	44.1%	56.3%	43.9%
%H		96.4%	44.0%	11.2%	74.5%	32.7%	41.7%	78.9%
Housewife/Houseperson	1561	1506	717	194	1147	550	597	1340
%V	82.9%	83.0%	81.0%	77.6%	84.0%	80.5%	87.5%	81.1%
%H		96.5%	45.9%	12.4%	73.5%	35.2%	38.2%	85.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
AB	322	307	112	48	226	85	141	310
%V	31.1%	32.0%	30.1%	35.8%	31.8%	30.9%	32.4%	35.0%
%H (All HH)		95.3%	34.8%	14.9%	70.2%	26.4%	43.8%	96.3%
%H (TV HH)			36.5%	15.6%	73.6%	27.7%	45.9%	
C1	294	262	97	39	193	76	117	260
%V	28.4%	27.3%	26.1%	29.1%	27.2%	27.6%	26.9%	29.4%
%H (All HH)		89.1%	33.0%	13.3%	65.6%	25.9%	39.8%	88.4%
%H (TV HH)			37.0%	14.9%	73.7%	29.0%	44.7%	
C2	197	186	85	27	133	59	74	173
%V	19.0%	19.4%	22.8%	20.1%	18.7%	21.5%	17.0%	19.5%
%H (All HH)		94.4%	43.1%	13.7%	67.5%	29.9%	37.6%	87.8%
%H (TV HH)			45.7%	14.5%	71.5%	31.7%	39.8%	
D	146	135	59	13	107	44	63	104
%V	14.1%	14.1%	15.9%	9.7%	15.1%	16.0%	14.5%	11.8%
%H (All HH)		92.5%	40.4%	8.9%	73.3%	30.1%	43.2%	71.2%
%H (TV HH)			43.7%	9.6%	79.3%	32.6%	46.7%	
E	77	68	19	8	51	11	40	38
%V	7.4%	7.1%	5.1%	6.0%	7.2%	4.0%	9.2%	4.3%
%H (All HH)		88.3%	24.7%	10.4%	66.2%	14.3%	51.9%	49.4%
%H (TV HH)			27.9%	11.8%	75.0%	16.2%	58.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Under 25	57	40	14	2	27	11	16	55
%V	5.5%	4.2%	3.8%	1.5%	3.8%	4.0%	3.7%	6.2%
%H (All HH)		70.2%	24.6%	3.5%	47.4%	19.3%	28.1%	96.5%
%H (TV HH)			35.0%	5.0%	67.5%	27.5%	40.0%	
25 - 34	143	128	58	23	77	36	42	138
%V	13.8%	13.3%	15.6%	17.2%	10.8%	13.1%	9.7%	15.6%
%H (All HH)		89.5%	40.6%	16.1%	53.8%	25.2%	29.4%	96.5%
%H (TV HH)			45.3%	18.0%	60.2%	28.1%	32.8%	
35 - 44	162	150	75	23	99	51	48	158
%V	15.6%	15.6%	20.2%	17.2%	13.9%	18.5%	11.0%	17.9%
%H (All HH)		92.6%	46.3%	14.2%	61.1%	31.5%	29.6%	97.5%
%H (TV HH)			50.0%	15.3%	66.0%	34.0%	32.0%	
45 - 54	207	200	82	41	146	71	76	200
%V	20.0%	20.9%	22.0%	30.6%	20.6%	25.8%	17.5%	22.6%
%H (All HH)		96.6%	39.6%	19.8%	70.5%	34.3%	36.7%	96.6%
%H (TV HH)			41.0%	20.5%	73.0%	35.5%	38.0%	
55 - 64	181	168	68	24	130	52	78	156
%V	17.5%	17.5%	18.3%	17.9%	18.3%	18.9%	17.9%	17.6%
%H (All HH)		92.8%	37.6%	13.3%	71.8%	28.7%	43.1%	86.2%
%H (TV HH)			40.5%	14.3%	77.4%	31.0%	46.4%	
65 +	285	271	75	22	231	55	176	178
%V	27.5%	28.3%	20.2%	16.4%	32.5%	20.0%	40.5%	20.1%
%H (All HH)		95.1%	26.3%	7.7%	81.1%	19.3%	61.8%	62.5%
%H (TV HH)			27.7%	8.1%	85.2%	20.3%	64.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
1	318	282	67	32	224	49	175	212
%V	30.7%	29.4%	18.0%	23.9%	31.5%	17.8%	40.2%	24.0%
%H (All HH)		88.7%	21.1%	10.1%	70.4%	15.4%	55.0%	66.7%
%H (TV HH)			23.8%	11.3%	79.4%	17.4%	62.1%	
2	365	347	133	46	266	105	160	328
%V	35.2%	36.2%	35.8%	34.3%	37.5%	38.2%	36.8%	37.1%
%H (All HH)		95.1%	36.4%	12.6%	72.9%	28.8%	43.8%	89.9%
%H (TV HH)			38.3%	13.3%	76.7%	30.3%	46.1%	
3	147	138	73	23	92	51	41	144
%V	14.2%	14.4%	19.6%	17.2%	13.0%	18.5%	9.4%	16.3%
%H (All HH)		93.9%	49.7%	15.6%	62.6%	34.7%	27.9%	98.0%
%H (TV HH)			52.9%	16.7%	66.7%	37.0%	29.7%	
4	141	134	69	23	92	50	42	137
%V	13.6%	14.0%	18.5%	17.2%	13.0%	18.2%	9.7%	15.5%
%H (All HH)		95.0%	48.9%	16.3%	65.2%	35.5%	29.8%	97.2%
%H (TV HH)			51.5%	17.2%	68.7%	37.3%	31.3%	
5+	64	58	30	11	36	20	16	63
%V	6.2%	6.0%	8.1%	8.2%	5.1%	7.3%	3.7%	7.1%
%H (All HH)		90.6%	46.9%	17.2%	56.3%	31.3%	25.0%	98.4%
%H (TV HH)			51.7%	19.0%	62.1%	34.5%	27.6%	
Average HH size	2.32	2.34	2.65	2.59	2.26	2.64	2.01	2.48

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Without	784	716	250	98	549	194	354	640
%V	75.7%	74.7%	67.2%	73.1%	77.3%	70.5%	81.4%	72.3%
%H (All HH)		91.3%	31.9%	12.5%	70.0%	24.7%	45.2%	81.6%
%H (TV HH)			34.9%	13.7%	76.7%	27.1%	49.4%	
With	252	243	122	37	161	81	81	245
%V	24.3%	25.3%	32.8%	27.6%	22.7%	29.5%	18.6%	27.7%
%H (All HH)		96.4%	48.4%	14.7%	63.9%	32.1%	32.1%	97.2%
%H (TV HH)			50.2%	15.2%	66.3%	33.3%	33.3%	
0 - 3	82	79	39	13	45	19	26	78
%V	7.9%	8.2%	10.5%	9.7%	6.3%	6.9%	6.0%	8.8%
%H (All HH)		96.3%	47.6%	15.9%	54.9%	23.2%	31.7%	95.1%
%H (TV HH)			49.4%	16.5%	57.0%	24.1%	32.9%	
4 - 9	127	122	64	17	83	43	40	124
%V	12.3%	12.7%	17.2%	12.7%	11.7%	15.6%	9.2%	14.0%
%H (All HH)		96.1%	50.4%	13.4%	65.4%	33.9%	31.5%	97.6%
%H (TV HH)			52.5%	13.9%	68.0%	35.2%	32.8%	
10 - 15	121	117	60	19	82	46	36	120
%V	11.7%	12.2%	16.1%	14.2%	11.5%	16.7%	8.3%	13.6%
%H (All HH)		96.7%	49.6%	15.7%	67.8%	38.0%	29.8%	99.2%
%H (TV HH)			51.3%	16.2%	70.1%	39.3%	30.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
1	418	418	122	60	271	52	219	325
%V	40.3%	43.6%	32.8%	44.8%	38.2%	18.9%	50.3%	36.7%
%H (All HH)		100.0%	29.2%	14.4%	64.8%	12.4%	52.4%	77.8%
%H (TV HH)			29.2%	14.4%	64.8%	12.4%	52.4%	
2	304	304	124	42	242	102	140	270
%V	29.3%	31.7%	33.3%	31.3%	34.1%	37.1%	32.2%	30.5%
%H (All HH)		100.0%	40.8%	13.8%	79.6%	33.6%	46.1%	88.8%
%H (TV HH)			40.8%	13.8%	79.6%	33.6%	46.1%	
3	138	138	73	14	114	63	51	131
%V	13.3%	14.4%	19.6%	10.4%	16.1%	22.9%	11.7%	14.8%
%H (All HH)		100.0%	52.9%	10.1%	82.6%	45.7%	37.0%	94.9%
%H (TV HH)			52.9%	10.1%	82.6%	45.7%	37.0%	
4	70	70	36	14	59	38	20	69
%V	6.8%	7.3%	9.7%	10.4%	8.3%	13.8%	4.6%	7.8%
%H (All HH)		100.0%	51.4%	20.0%	84.3%	54.3%	28.6%	98.6%
%H (TV HH)			51.4%	20.0%	84.3%	54.3%	28.6%	
5+	28	28	17	6	25	20	5	27
%V	2.7%	2.9%	4.6%	4.5%	3.5%	7.3%	1.1%	3.1%
%H (All HH)		100.0%	60.7%	21.4%	89.3%	71.4%	17.9%	96.4%
%H (TV HH)			60.7%	21.4%	89.3%	71.4%	17.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	1036	959	372	134	710	275	435	885
%V (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Under 20"	192	192	82	19	165	78	87	168
%V	18.5%	20.0%	22.0%	14.2%	23.2%	28.4%	20.0%	19.0%
%H (All HH)		100.0%	42.7%	9.9%	85.9%	40.6%	45.3%	87.5%
%H (TV HH)			42.7%	9.9%	85.9%	40.6%	45.3%	
20" - 29"	388	388	138	48	328	129	199	331
%V	37.5%	40.5%	37.1%	35.8%	46.2%	46.9%	45.7%	37.4%
%H (All HH)		100.0%	35.6%	12.4%	84.5%	33.2%	51.3%	85.3%
%H (TV HH)			35.6%	12.4%	84.5%	33.2%	51.3%	
30" - 39"	504	504	206	71	380	161	219	439
%V	48.6%	52.6%	55.4%	53.0%	53.5%	58.5%	50.3%	49.6%
%H (All HH)		100.0%	40.9%	14.1%	75.4%	31.9%	43.5%	87.1%
%H (TV HH)			40.9%	14.1%	75.4%	31.9%	43.5%	
40" and over	434	434	220	76	302	165	137	406
%V	41.9%	45.3%	59.1%	56.7%	42.5%	60.0%	31.5%	45.9%
%H (All HH)		100.0%	50.7%	17.5%	69.6%	38.0%	31.6%	93.5%
%H (TV HH)			50.7%	17.5%	69.6%	38.0%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Main living room	939	939	370	134	703	275	428	804
%V	90.6%	97.9%	99.5%	100.0%	99.0%	100.0%	98.4%	90.8%
%H (All HH)		100.0%	39.4%	14.3%	74.9%	29.3%	45.6%	85.6%
%H (TV HH)			39.4%	14.3%	74.9%	29.3%	45.6%	
Kitchen	123	123	55	13	112	58	55	116
%V	11.9%	12.8%	14.8%	9.7%	15.8%	21.1%	12.6%	13.1%
%H (All HH)		100.0%	44.7%	10.6%	91.1%	47.2%	44.7%	94.3%
%H (TV HH)			44.7%	10.6%	91.1%	47.2%	44.7%	
Adult's bedroom	396	396	183	54	322	165	157	363
%V	38.2%	41.3%	49.2%	40.3%	45.4%	60.0%	36.1%	41.0%
%H (All HH)		100.0%	46.2%	13.6%	81.3%	41.7%	39.6%	91.7%
%H (TV HH)			46.2%	13.6%	81.3%	41.7%	39.6%	
Child's bedroom	97	97	62	15	74	55	19	95
%V	9.4%	10.1%	16.7%	11.2%	10.4%	20.0%	4.4%	10.7%
%H (All HH)		100.0%	63.9%	15.5%	76.3%	56.7%	19.6%	97.9%
%H (TV HH)			63.9%	15.5%	76.3%	56.7%	19.6%	
Other bedroom	35	35	18	4	31	19	12	33
%V	3.4%	3.6%	4.8%	3.0%	4.4%	6.9%	2.8%	3.7%
%H (All HH)		100.0%	51.4%	11.4%	88.6%	54.3%	34.3%	94.3%
%H (TV HH)			51.4%	11.4%	88.6%	54.3%	34.3%	
Second living/dining room	77	77	29	10	62	24	37	72
%V	7.4%	8.0%	7.8%	7.5%	8.7%	8.7%	8.5%	8.1%
%H (All HH)		100.0%	37.7%	13.0%	80.5%	31.2%	48.1%	93.5%
%H (TV HH)			37.7%	13.0%	80.5%	31.2%	48.1%	
Study/office	18	18	8	2	15	9	6	18
%V	1.7%	1.9%	2.2%	1.5%	2.1%	3.3%	1.4%	2.0%
%H (All HH)		100.0%	44.4%	11.1%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			44.4%	11.1%	83.3%	50.0%	33.3%	
TV room	7	7	4	1	7	5	2	7
%V	0.7%	0.7%	1.1%	0.7%	1.0%	1.8%	0.5%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	100.0%	71.4%	28.6%	
Conservatory	23	23	11	4	16	8	8	20
%V	2.2%	2.4%	3.0%	3.0%	2.3%	2.9%	1.8%	2.3%
%H (All HH)		100.0%	47.8%	17.4%	69.6%	34.8%	34.8%	87.0%
%H (TV HH)			47.8%	17.4%	69.6%	34.8%	34.8%	
Attic or loft room	4	4	0	1	2	1	2	4
%V	0.4%	0.4%	0.0%	0.7%	0.3%	0.4%	0.5%	0.5%
%H (All HH)		100.0%	0.0%	25.0%	50.0%	25.0%	50.0%	100.0%
%H (TV HH)			0.0%	25.0%	50.0%	25.0%	50.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	4	4	1	2	4	2	1	3
%V	0.4%	0.4%	0.3%	1.5%	0.6%	0.7%	0.2%	0.3%
%H (All HH)		100.0%	25.0%	50.0%	100.0%	50.0%	25.0%	75.0%
%H (TV HH)			25.0%	50.0%	100.0%	50.0%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Any DSAT provider	372	372	372	9	216	216	0	338
%V	35.9%	38.8%	100.0%	6.7%	30.4%	78.5%	0.0%	38.2%
%H (All HH)			100.0%	2.4%	58.1%	58.1%	0.0%	90.9%
%H (TV HH)			100.0%	2.4%	58.1%	58.1%	0.0%	
Sky with subscription	295	295	295	5	164	164	0	273
%V	28.5%	30.8%	79.3%	3.7%	23.1%	59.6%	0.0%	30.8%
%H (All HH)			100.0%	1.7%	55.6%	55.6%	0.0%	92.5%
%H (TV HH)			100.0%	1.7%	55.6%	55.6%	0.0%	
Sky without subscription	16	16	16	1	10	10	0	12
%V	1.5%	1.7%	4.3%	0.7%	1.4%	3.6%	0.0%	1.4%
%H (All HH)			100.0%	6.3%	62.5%	62.5%	0.0%	75.0%
%H (TV HH)			100.0%	6.3%	62.5%	62.5%	0.0%	
Freesat	54	54	54	2	36	36	0	49
%V	5.2%	5.6%	14.5%	1.5%	5.1%	13.1%	0.0%	5.5%
%H (All HH)			100.0%	3.7%	66.7%	66.7%	0.0%	90.7%
%H (TV HH)			100.0%	3.7%	66.7%	66.7%	0.0%	
Other satellite provider	13	13	13	1	9	9	0	10
%V	1.3%	1.4%	3.5%	0.7%	1.3%	3.3%	0.0%	1.1%
%H (All HH)			100.0%	7.7%	69.2%	69.2%	0.0%	76.9%
%H (TV HH)			100.0%	7.7%	69.2%	69.2%	0.0%	
DCAB	134	134	9	134	64	64	0	126
%V	12.9%	14.0%	2.4%	100.0%	9.0%	23.3%	0.0%	14.2%
%H (All HH)			6.7%	100.0%	47.8%	47.8%	0.0%	94.0%
%H (TV HH)			6.7%	100.0%	47.8%	47.8%	0.0%	
DTT	710	710	216	64	710	275	435	594
%V	68.5%	74.0%	58.1%	47.8%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	30.4%	9.0%	100.0%	38.7%	61.3%	83.7%
%H (TV HH)			30.4%	9.0%	100.0%	38.7%	61.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
PVR	597	597	314	121	406	237	169	548
%V	57.6%	62.3%	84.4%	90.3%	57.2%	86.2%	38.9%	61.9%
%H (All HH)		100.0%	52.6%	20.3%	68.0%	39.7%	28.3%	91.8%
%H (TV HH)			52.6%	20.3%	68.0%	39.7%	28.3%	
DVDR	22	22	7	6	20	9	11	19
%V	2.1%	2.3%	1.9%	4.5%	2.8%	3.3%	2.5%	2.1%
%H (All HH)		100.0%	31.8%	27.3%	90.9%	40.9%	50.0%	86.4%
%H (TV HH)			31.8%	27.3%	90.9%	40.9%	50.0%	
VCR	10	10	1	1	9	1	8	6
%V	1.0%	1.0%	0.3%	0.7%	1.3%	0.4%	1.8%	0.7%
%H (All HH)		100.0%	10.0%	10.0%	90.0%	10.0%	80.0%	60.0%
%H (TV HH)			10.0%	10.0%	90.0%	10.0%	80.0%	
Any recorder	612	612	316	121	421	238	183	558
%V	59.1%	63.8%	84.9%	90.3%	59.3%	86.5%	42.1%	63.1%
%H (All HH)		100.0%	51.6%	19.8%	68.8%	38.9%	29.9%	91.2%
%H (TV HH)			51.6%	19.8%	68.8%	38.9%	29.9%	
Receives HDTV (via STB or built-in reception)	554	554	263	109	395	207	187	513
%V	53.5%	57.8%	70.7%	81.3%	55.6%	75.3%	43.0%	58.0%
%H (All HH)		100.0%	47.5%	19.7%	71.3%	37.4%	33.8%	92.6%
%H (TV HH)			47.5%	19.7%	71.3%	37.4%	33.8%	
DVD/Blu-ray player or recorder	750	750	315	108	569	245	325	669
%V	72.4%	78.2%	84.7%	80.6%	80.1%	89.1%	74.7%	75.6%
%H (All HH)		100.0%	42.0%	14.4%	75.9%	32.7%	43.3%	89.2%
%H (TV HH)			42.0%	14.4%	75.9%	32.7%	43.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1036	959	372	134	710	275	435	885
%H (All HH)		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%
%H (TV HH)			38.8%	14.0%	74.0%	28.7%	45.4%	
Has broadband internet	885	821	338	126	594	255	339	885
%V	85.4%	85.6%	90.9%	94.0%	83.7%	92.7%	77.9%	100.0%
%H (All HH)		92.8%	38.2%	14.2%	67.1%	28.8%	38.3%	100.0%
%H (TV HH)			41.2%	15.3%	72.4%	31.1%	41.3%	
Number of computers (PCs and laptops)								
0	157	141	37	8	120	23	97	20
%V	15.2%	14.7%	9.9%	6.0%	16.9%	8.4%	22.3%	2.3%
%H (All HH)		89.8%	23.6%	5.1%	76.4%	14.6%	61.8%	12.7%
%H (TV HH)			26.2%	5.7%	85.1%	16.3%	68.8%	
1	257	230	76	36	170	57	113	248
%V	24.8%	24.0%	20.4%	26.9%	23.9%	20.7%	26.0%	28.0%
%H (All HH)		89.5%	29.6%	14.0%	66.1%	22.2%	44.0%	96.5%
%H (TV HH)			33.0%	15.7%	73.9%	24.8%	49.1%	
2	247	234	94	28	167	65	103	245
%V	23.8%	24.4%	25.3%	20.9%	23.5%	23.6%	23.7%	27.7%
%H (All HH)		94.7%	38.1%	11.3%	67.6%	26.3%	41.7%	99.2%
%H (TV HH)			40.2%	12.0%	71.4%	27.8%	44.0%	
3	161	154	69	27	108	51	58	160
%V	15.5%	16.1%	18.5%	20.1%	15.2%	18.5%	13.3%	18.1%
%H (All HH)		95.7%	42.9%	16.8%	67.1%	31.7%	36.0%	99.4%
%H (TV HH)			44.8%	17.5%	70.1%	33.1%	37.7%	
4	88	84	39	15	58	30	28	88
%V	8.5%	8.8%	10.5%	11.2%	8.2%	10.9%	6.4%	9.9%
%H (All HH)		95.5%	44.3%	17.0%	65.9%	34.1%	31.8%	100.0%
%H (TV HH)			46.4%	17.9%	69.0%	35.7%	33.3%	
5+	125	115	57	19	86	50	36	124
%V	12.1%	12.0%	15.3%	14.2%	12.1%	18.2%	8.3%	14.0%
%H (All HH)		92.0%	45.6%	15.2%	68.8%	40.0%	28.8%	99.2%
%H (TV HH)			49.6%	16.5%	74.8%	43.5%	31.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1875	830	272	1468	709	759	1678
%H		44.3%	14.5%	78.3%	37.8%	40.5%	89.5%
Under 20"	253	116	25	220	111	109	226
%V	13.5%	14.0%	9.2%	15.0%	15.7%	14.4%	13.5%
%H		45.8%	9.9%	87.0%	43.9%	43.1%	89.3%
20" - 29"	496	181	68	422	177	245	425
%V	26.5%	21.8%	25.0%	28.7%	25.0%	32.3%	25.3%
%H		36.5%	13.7%	85.1%	35.7%	49.4%	85.7%
30" - 39"	607	259	87	464	211	252	537
%V	32.4%	31.2%	32.0%	31.6%	29.8%	33.2%	32.0%
%H		42.7%	14.3%	76.4%	34.8%	41.5%	88.5%
40" and over	514	273	91	360	208	152	485
%V	27.4%	32.9%	33.5%	24.5%	29.3%	20.0%	28.9%
%H		53.1%	17.7%	70.0%	40.5%	29.6%	94.4%
Don't know	4	2	1	3	2	1	4
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1875	830	272	1468	709	759	1678
%H		44.3%	14.5%	78.3%	37.8%	40.5%	89.5%
Main living room	949	375	134	708	278	430	811
%V	50.6%	45.2%	49.3%	48.2%	39.2%	56.7%	48.3%
%H		39.5%	14.1%	74.6%	29.3%	45.3%	85.5%
Kitchen	124	56	13	113	59	55	116
%V	6.6%	6.7%	4.8%	7.7%	8.3%	7.2%	6.9%
%H		45.2%	10.5%	91.1%	47.6%	44.4%	93.5%
Adult's bedroom	482	230	73	393	214	178	446
%V	25.7%	27.7%	26.8%	26.8%	30.2%	23.5%	26.6%
%H		47.7%	15.1%	81.5%	44.4%	36.9%	92.5%
Child's bedroom	141	90	25	108	84	25	138
%V	7.5%	10.8%	9.2%	7.4%	11.8%	3.3%	8.2%
%H		63.8%	17.7%	76.6%	59.6%	17.7%	97.9%
Other bedroom	43	22	5	38	24	14	40
%V	2.3%	2.7%	1.8%	2.6%	3.4%	1.8%	2.4%
%H		51.2%	11.6%	88.4%	55.8%	32.6%	93.0%
Second living/dining room	78	29	10	63	24	38	73
%V	4.2%	3.5%	3.7%	4.3%	3.4%	5.0%	4.4%
%H		37.2%	12.8%	80.8%	30.8%	48.7%	93.6%
Study/office	19	9	2	16	9	6	18
%V	1.0%	1.1%	0.7%	1.1%	1.3%	0.8%	1.1%
%H		47.4%	10.5%	84.2%	47.4%	31.6%	94.7%
TV room	7	4	1	7	5	2	7
%V	0.4%	0.5%	0.4%	0.5%	0.7%	0.3%	0.4%
%H		57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
Conservatory	24	11	4	16	8	8	21
%V	1.3%	1.3%	1.5%	1.1%	1.1%	1.1%	1.3%
%H		45.8%	16.7%	66.7%	33.3%	33.3%	87.5%
Attic or loft room	4	0	1	2	1	2	4
%V	0.2%	0.0%	0.4%	0.1%	0.1%	0.3%	0.2%
%H		0.0%	25.0%	50.0%	25.0%	50.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	5	2	2	5	3	1	3
%V	0.3%	0.2%	0.7%	0.3%	0.4%	0.1%	0.2%
%H		40.0%	40.0%	100.0%	60.0%	20.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1875	830	272	1468	709	759	1678
%H		44.3%	14.5%	78.3%	37.8%	40.5%	89.5%
PVR	740	402	156	491	298	193	682
%V	39.5%	48.4%	57.4%	33.4%	42.0%	25.4%	40.6%
%H		54.3%	21.1%	66.4%	40.3%	26.1%	92.2%
DVDR	24	7	6	21	9	11	20
%V	1.3%	0.8%	2.2%	1.4%	1.3%	1.4%	1.2%
%H		29.2%	25.0%	87.5%	37.5%	45.8%	83.3%
VCR	10	1	1	9	1	8	6
%V	0.5%	0.1%	0.4%	0.6%	0.1%	1.1%	0.4%
%H		10.0%	10.0%	90.0%	10.0%	80.0%	60.0%
Any recorder	760	408	157	509	302	208	698
%V	40.5%	49.2%	57.7%	34.7%	42.6%	27.4%	41.6%
%H		53.7%	20.7%	67.0%	39.7%	27.4%	91.8%

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	1875	830	272	1468	709	759	1678
%H		44.3%	14.5%	78.3%	37.8%	40.5%	89.5%
Receives HDTV (via STB or built-in reception)	751	357	147	548	293	254	700
%V	40.1%	43.0%	54.0%	37.3%	41.3%	33.5%	41.7%
%H		47.5%	19.6%	73.0%	39.0%	33.8%	93.2%
DVD/Blu-ray player or recorder	1062	467	159	842	403	439	968
%V	56.6%	56.3%	58.5%	57.4%	56.8%	57.8%	57.7%
%H		44.0%	15.0%	79.3%	37.9%	41.3%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	955	372	134	710	275	435	818
%H		39.0%	14.0%	74.3%	28.8%	45.5%	85.7%
Under 20"	24	2	1	19	2	17	16
%V	2.5%	0.5%	0.7%	2.7%	0.7%	3.9%	2.0%
%H		8.3%	4.2%	79.2%	8.3%	70.8%	66.7%
20" - 29"	148	27	13	123	16	106	107
%V	15.5%	7.3%	9.7%	17.3%	5.8%	24.4%	13.1%
%H		18.2%	8.8%	83.1%	10.8%	71.6%	72.3%
30" - 39"	366	129	48	277	96	181	304
%V	38.3%	34.7%	35.8%	39.0%	34.9%	41.6%	37.2%
%H		35.2%	13.1%	75.7%	26.2%	49.5%	83.1%
40" and over	415	214	71	290	160	129	388
%V	43.5%	57.5%	53.0%	40.8%	58.2%	29.7%	47.4%
%H		51.6%	17.1%	69.9%	38.6%	31.1%	93.5%
Don't know	2	1	0	2	1	1	2
%V	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	955	372	134	710	275	435	818
%H		39.0%	14.0%	74.3%	28.8%	45.5%	85.7%
PVR	582	307	121	392	231	161	534
%V	60.9%	82.5%	90.3%	55.2%	84.0%	37.0%	65.3%
%H		52.7%	20.8%	67.4%	39.7%	27.7%	91.8%
DVDR	18	4	6	17	7	10	15
%V	1.9%	1.1%	4.5%	2.4%	2.5%	2.3%	1.8%
%H		22.2%	33.3%	94.4%	38.9%	55.6%	83.3%
VCR	9	1	1	8	1	8	5
%V	0.9%	0.3%	0.7%	1.1%	0.4%	1.8%	0.6%
%H		11.1%	11.1%	88.9%	11.1%	88.9%	55.6%
Any recorder	597	310	121	406	232	174	543
%V	62.5%	83.3%	90.3%	57.2%	84.4%	40.0%	66.4%
%H		51.9%	20.3%	68.0%	38.9%	29.1%	91.0%

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	955	372	134	710	275	435	818
%H		39.0%	14.0%	74.3%	28.8%	45.5%	85.7%
Receives HDTV (via STB or built-in reception)	541	258	108	382	202	180	501
%V	56.6%	69.4%	80.6%	53.8%	73.5%	41.4%	61.2%
%H		47.7%	20.0%	70.6%	37.3%	33.3%	92.6%
DVD/Blu-ray player or recorder	707	294	101	536	227	309	629
%V	74.0%	79.0%	75.4%	75.5%	82.5%	71.0%	76.9%
%H		41.6%	14.3%	75.8%	32.1%	43.7%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	458	137	758	434	324	860
%H		49.8%	14.9%	82.4%	47.2%	35.2%	93.5%
Under 20"	230	114	23	201	109	92	210
%V	25.0%	24.9%	16.8%	26.5%	25.1%	28.4%	24.4%
%H		49.6%	10.0%	87.4%	47.4%	40.0%	91.3%
20" - 29"	348	154	55	300	161	139	318
%V	37.8%	33.6%	40.1%	39.6%	37.1%	42.9%	37.0%
%H		44.3%	15.8%	86.2%	46.3%	39.9%	91.4%
30" - 39"	241	130	39	187	115	71	233
%V	26.2%	28.4%	28.5%	24.7%	26.5%	21.9%	27.1%
%H		53.9%	16.2%	77.6%	47.7%	29.5%	96.7%
40" and over	99	58	20	70	47	23	98
%V	10.8%	12.7%	14.6%	9.2%	10.8%	7.1%	11.4%
%H		58.6%	20.2%	70.7%	47.5%	23.2%	99.0%
Don't know	2	1	1	1	1	0	2
%V	0.2%	0.2%	0.7%	0.1%	0.2%	0.0%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	458	137	758	434	324	860
%H		49.8%	14.9%	82.4%	47.2%	35.2%	93.5%
PVR	157	95	35	99	68	31	149
%V	17.1%	20.7%	25.5%	13.1%	15.7%	9.6%	17.3%
%H		60.5%	22.3%	63.1%	43.3%	19.7%	94.9%
DVDR	5	4	0	4	2	2	5
%V	0.5%	0.9%	0.0%	0.5%	0.5%	0.6%	0.6%
%H		80.0%	0.0%	80.0%	40.0%	40.0%	100.0%
VCR	1	1	0	1	1	1	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.3%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	163	98	35	103	70	34	154
%V	17.7%	21.4%	25.5%	13.6%	16.1%	10.5%	17.9%
%H		60.1%	21.5%	63.2%	42.9%	20.9%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	458	137	758	434	324	860
%H		49.8%	14.9%	82.4%	47.2%	35.2%	93.5%
Receives HDTV (via STB or built-in reception)	210	99	39	166	91	75	199
%V	22.8%	21.6%	28.5%	21.9%	21.0%	23.1%	23.1%
%H		47.1%	18.6%	79.0%	43.3%	35.7%	94.8%
DVD/Blu-ray player or recorder	355	173	57	307	176	130	339
%V	38.6%	37.8%	41.6%	40.5%	40.6%	40.1%	39.4%
%H		48.7%	16.1%	86.5%	49.6%	36.6%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2403	2242	986	347	1602	727	875	2194
%H		93.3%	41.0%	14.4%	66.7%	30.3%	36.4%	91.3%
Total Children	433	418	212	67	275	142	133	422
%V	18.0%	18.6%	21.5%	19.3%	17.2%	19.5%	15.2%	19.2%
%H		96.5%	49.0%	15.5%	63.5%	32.8%	30.7%	97.5%
0 - 3	97	92	44	17	49	20	30	91
%V	4.0%	4.1%	4.5%	4.9%	3.1%	2.8%	3.4%	4.1%
%H		94.8%	45.4%	17.5%	50.5%	20.6%	30.9%	93.8%
4 - 15	336	327	168	50	226	122	104	331
%V	14.0%	14.6%	17.0%	14.4%	14.1%	16.8%	11.9%	15.1%
%H		97.3%	50.0%	14.9%	67.3%	36.3%	31.0%	98.5%
4 - 9	171	165	85	25	112	59	52	167
%V	7.1%	7.4%	8.6%	7.2%	7.0%	8.1%	5.9%	7.6%
%H		96.5%	49.7%	14.6%	65.5%	34.5%	30.4%	97.7%
10 - 15	165	161	82	25	114	63	51	164
%V	6.9%	7.2%	8.3%	7.2%	7.1%	8.7%	5.8%	7.5%
%H		97.6%	49.7%	15.2%	69.1%	38.2%	30.9%	99.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2403	2242	986	347	1602	727	875	2194
%H		93.3%	41.0%	14.4%	66.7%	30.3%	36.4%	91.3%
Total Adults (16+)	1970	1824	774	280	1326	584	742	1772
%V	82.0%	81.4%	78.5%	80.7%	82.8%	80.3%	84.8%	80.8%
%H		92.6%	39.3%	14.2%	67.3%	29.6%	37.7%	89.9%
16 - 19	119	104	53	19	67	39	28	118
%V	5.0%	4.6%	5.4%	5.5%	4.2%	5.4%	3.2%	5.4%
%H		87.4%	44.5%	16.0%	56.3%	32.8%	23.5%	99.2%
20 - 24	167	131	55	22	90	43	48	164
%V	6.9%	5.8%	5.6%	6.3%	5.6%	5.9%	5.5%	7.5%
%H		78.4%	32.9%	13.2%	53.9%	25.7%	28.7%	98.2%
25 - 34	290	258	114	54	163	83	80	281
%V	12.1%	11.5%	11.6%	15.6%	10.2%	11.4%	9.1%	12.8%
%H		89.0%	39.3%	18.6%	56.2%	28.6%	27.6%	96.9%
35 - 44	306	287	147	43	186	97	89	296
%V	12.7%	12.8%	14.9%	12.4%	11.6%	13.3%	10.2%	13.5%
%H		93.8%	48.0%	14.1%	60.8%	31.7%	29.1%	96.7%
45 - 54	368	357	159	69	257	132	126	359
%V	15.3%	15.9%	16.1%	19.9%	16.0%	18.2%	14.4%	16.4%
%H		97.0%	43.2%	18.8%	69.8%	35.9%	34.2%	97.6%
55 - 64	299	285	124	37	222	96	126	265
%V	12.4%	12.7%	12.6%	10.7%	13.9%	13.2%	14.4%	12.1%
%H		95.3%	41.5%	12.4%	74.2%	32.1%	42.1%	88.6%
65+	420	402	122	35	341	95	245	288
%V	17.5%	17.9%	12.4%	10.1%	21.3%	13.1%	28.0%	13.1%
%H		95.7%	29.0%	8.3%	81.2%	22.6%	58.3%	68.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1970	1824	774	280	1326	584	742	1772
%H		92.6%	39.3%	14.2%	67.3%	29.6%	37.7%	89.9%
AB	640	611	245	102	439	182	257	622
%V	32.5%	33.5%	31.7%	36.4%	33.1%	31.2%	34.6%	35.1%
%H		95.5%	38.3%	15.9%	68.6%	28.4%	40.2%	97.2%
C1	558	492	196	75	363	158	204	516
%V	28.3%	27.0%	25.3%	26.8%	27.4%	27.1%	27.5%	29.1%
%H		88.2%	35.1%	13.4%	65.1%	28.3%	36.6%	92.5%
C2	401	380	182	62	270	132	139	367
%V	20.4%	20.8%	23.5%	22.1%	20.4%	22.6%	18.7%	20.7%
%H		94.8%	45.4%	15.5%	67.3%	32.9%	34.7%	91.5%
D	267	247	125	25	189	97	92	210
%V	13.6%	13.5%	16.1%	8.9%	14.3%	16.6%	12.4%	11.9%
%H		92.5%	46.8%	9.4%	70.8%	36.3%	34.5%	78.7%
E	104	93	26	16	65	15	50	57
%V	5.3%	5.1%	3.4%	5.7%	4.9%	2.6%	6.7%	3.2%
%H		89.4%	25.0%	15.4%	62.5%	14.4%	48.1%	54.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1970	1824	774	280	1326	584	742	1772
%H		92.6%	39.3%	14.2%	67.3%	29.6%	37.7%	89.9%
Working full time	967	906	424	170	625	329	295	938
%V	49.1%	49.7%	54.8%	60.7%	47.1%	56.3%	39.8%	52.9%
%H		93.7%	43.8%	17.6%	64.6%	34.0%	30.5%	97.0%
Working part time	218	210	84	38	153	65	88	210
%V	11.1%	11.5%	10.9%	13.6%	11.5%	11.1%	11.9%	11.9%
%H		96.3%	38.5%	17.4%	70.2%	29.8%	40.4%	96.3%
Not working	784	708	267	71	549	190	359	624
%V	39.8%	38.8%	34.5%	25.4%	41.4%	32.5%	48.4%	35.2%
%H		90.3%	34.1%	9.1%	70.0%	24.2%	45.8%	79.6%
Housewife/Houseperson	1036	959	372	134	710	275	435	885
%V	52.6%	52.6%	48.1%	47.9%	53.5%	47.1%	58.6%	49.9%
%H		92.6%	35.9%	12.9%	68.5%	26.5%	42.0%	85.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	980	896	391	139	640	293	347	888
%H		91.4%	39.9%	14.2%	65.3%	29.9%	35.4%	90.6%
16 - 19	68	58	27	11	38	21	17	67
%V	6.9%	6.5%	6.9%	7.9%	5.9%	7.2%	4.9%	7.5%
%H		85.3%	39.7%	16.2%	55.9%	30.9%	25.0%	98.5%
20 - 24	91	68	32	9	40	19	21	90
%V	9.3%	7.6%	8.2%	6.5%	6.3%	6.5%	6.1%	10.1%
%H		74.7%	35.2%	9.9%	44.0%	20.9%	23.1%	98.9%
25 - 34	144	127	54	29	82	45	37	139
%V	14.7%	14.2%	13.8%	20.9%	12.8%	15.4%	10.7%	15.7%
%H		88.2%	37.5%	20.1%	56.9%	31.3%	25.7%	96.5%
35 - 44	154	141	73	24	89	47	42	148
%V	15.7%	15.7%	18.7%	17.3%	13.9%	16.0%	12.1%	16.7%
%H		91.6%	47.4%	15.6%	57.8%	30.5%	27.3%	96.1%
45 - 54	184	178	85	31	126	66	60	178
%V	18.8%	19.9%	21.7%	22.3%	19.7%	22.5%	17.3%	20.0%
%H		96.7%	46.2%	16.8%	68.5%	35.9%	32.6%	96.7%
55 - 64	148	141	58	19	111	46	65	128
%V	15.1%	15.7%	14.8%	13.7%	17.3%	15.7%	18.7%	14.4%
%H		95.3%	39.2%	12.8%	75.0%	31.1%	43.9%	86.5%
65+	191	184	62	17	154	49	105	139
%V	19.5%	20.5%	15.9%	12.2%	24.1%	16.7%	30.3%	15.7%
%H		96.3%	32.5%	8.9%	80.6%	25.7%	55.0%	72.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	980	896	391	139	640	293	347	888
%H		91.4%	39.9%	14.2%	65.3%	29.9%	35.4%	90.6%
AB	319	304	129	46	217	93	124	310
%V	32.6%	33.9%	33.0%	33.1%	33.9%	31.7%	35.7%	34.9%
%H		95.3%	40.4%	14.4%	68.0%	29.2%	38.9%	97.2%
C1	274	235	93	38	166	74	92	257
%V	28.0%	26.2%	23.8%	27.3%	25.9%	25.3%	26.5%	28.9%
%H		85.8%	33.9%	13.9%	60.6%	27.0%	33.6%	93.8%
C2	216	204	97	35	143	71	72	195
%V	22.0%	22.8%	24.8%	25.2%	22.3%	24.2%	20.7%	22.0%
%H		94.4%	44.9%	16.2%	66.2%	32.9%	33.3%	90.3%
D	127	116	64	11	87	49	38	100
%V	13.0%	12.9%	16.4%	7.9%	13.6%	16.7%	11.0%	11.3%
%H		91.3%	50.4%	8.7%	68.5%	38.6%	29.9%	78.7%
E	43	38	8	8	27	7	20	26
%V	4.4%	4.2%	2.0%	5.8%	4.2%	2.4%	5.8%	2.9%
%H		88.4%	18.6%	18.6%	62.8%	16.3%	46.5%	60.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	980	896	391	139	640	293	347	888
%H		91.4%	39.9%	14.2%	65.3%	29.9%	35.4%	90.6%
Working full time	606	564	266	99	387	201	186	582
%V	61.8%	62.9%	68.0%	71.2%	60.5%	68.6%	53.6%	65.5%
%H		93.1%	43.9%	16.3%	63.9%	33.2%	30.7%	96.0%
Working part time	39	35	14	7	24	9	15	35
%V	4.0%	3.9%	3.6%	5.0%	3.8%	3.1%	4.3%	3.9%
%H		89.7%	35.9%	17.9%	61.5%	23.1%	38.5%	89.7%
Not working	336	298	111	33	230	83	146	271
%V	34.3%	33.3%	28.4%	23.7%	35.9%	28.3%	42.1%	30.5%
%H		88.7%	33.0%	9.8%	68.5%	24.7%	43.5%	80.7%
Housewife/Houseperson	214	187	58	27	137	46	91	165
%V	21.8%	20.9%	14.8%	19.4%	21.4%	15.7%	26.2%	18.6%
%H		87.4%	27.1%	12.6%	64.0%	21.5%	42.5%	77.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	989	928	383	141	686	291	395	884
%H		93.8%	38.7%	14.3%	69.4%	29.4%	39.9%	89.4%
16 - 19	51	45	25	8	28	18	10	51
%V	5.2%	4.8%	6.5%	5.7%	4.1%	6.2%	2.5%	5.8%
%H		88.2%	49.0%	15.7%	54.9%	35.3%	19.6%	100.0%
20 - 24	76	63	23	13	50	24	26	74
%V	7.7%	6.8%	6.0%	9.2%	7.3%	8.2%	6.6%	8.4%
%H		82.9%	30.3%	17.1%	65.8%	31.6%	34.2%	97.4%
25 - 34	146	131	60	26	81	38	43	142
%V	14.8%	14.1%	15.7%	18.4%	11.8%	13.1%	10.9%	16.1%
%H		89.7%	41.1%	17.8%	55.5%	26.0%	29.5%	97.3%
35 - 44	151	145	74	20	97	49	47	148
%V	15.3%	15.6%	19.3%	14.2%	14.1%	16.8%	11.9%	16.7%
%H		96.0%	49.0%	13.2%	64.2%	32.5%	31.1%	98.0%
45 - 54	184	180	74	38	132	66	66	181
%V	18.6%	19.4%	19.3%	27.0%	19.2%	22.7%	16.7%	20.5%
%H		97.8%	40.2%	20.7%	71.7%	35.9%	35.9%	98.4%
55 - 64	151	144	66	18	111	50	61	137
%V	15.3%	15.5%	17.2%	12.8%	16.2%	17.2%	15.4%	15.5%
%H		95.4%	43.7%	11.9%	73.5%	33.1%	40.4%	90.7%
65+	229	218	61	18	187	46	140	150
%V	23.2%	23.5%	15.9%	12.8%	27.3%	15.8%	35.4%	17.0%
%H		95.2%	26.6%	7.9%	81.7%	20.1%	61.1%	65.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	989	928	383	141	686	291	395	884
%H		93.8%	38.7%	14.3%	69.4%	29.4%	39.9%	89.4%
AB	321	307	116	56	222	90	132	312
%V	32.5%	33.1%	30.3%	39.7%	32.4%	30.9%	33.4%	35.3%
%H		95.6%	36.1%	17.4%	69.2%	28.0%	41.1%	97.2%
C1	284	258	103	37	196	84	112	259
%V	28.7%	27.8%	26.9%	26.2%	28.6%	28.9%	28.4%	29.3%
%H		90.8%	36.3%	13.0%	69.0%	29.6%	39.4%	91.2%
C2	185	177	85	27	127	61	66	171
%V	18.7%	19.1%	22.2%	19.1%	18.5%	21.0%	16.7%	19.3%
%H		95.7%	45.9%	14.6%	68.6%	33.0%	35.7%	92.4%
D	139	131	61	14	102	48	54	110
%V	14.1%	14.1%	15.9%	9.9%	14.9%	16.5%	13.7%	12.4%
%H		94.2%	43.9%	10.1%	73.4%	34.5%	38.8%	79.1%
E	60	56	17	8	38	8	30	31
%V	6.1%	6.0%	4.4%	5.7%	5.5%	2.7%	7.6%	3.5%
%H		93.3%	28.3%	13.3%	63.3%	13.3%	50.0%	51.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	989	928	383	141	686	291	395	884
%H		93.8%	38.7%	14.3%	69.4%	29.4%	39.9%	89.4%
Working full time	362	342	157	72	238	129	109	356
%V	36.6%	36.9%	41.0%	51.1%	34.7%	44.3%	27.6%	40.3%
%H		94.5%	43.4%	19.9%	65.7%	35.6%	30.1%	98.3%
Working part time	179	175	70	31	128	55	73	175
%V	18.1%	18.9%	18.3%	22.0%	18.7%	18.9%	18.5%	19.8%
%H		97.8%	39.1%	17.3%	71.5%	30.7%	40.8%	97.8%
Not working	448	410	156	38	319	107	212	352
%V	45.3%	44.2%	40.7%	27.0%	46.5%	36.8%	53.7%	39.8%
%H		91.5%	34.8%	8.5%	71.2%	23.9%	47.3%	78.6%
Housewife/Houseperson	822	772	314	108	573	229	344	720
%V	83.1%	83.2%	82.0%	76.6%	83.5%	78.7%	87.1%	81.4%
%H		93.9%	38.2%	13.1%	69.7%	27.9%	41.8%	87.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
AB	237	228	100	18	180	71	109	212
%V	27.3%	27.7%	29.3%	25.0%	27.6%	28.0%	27.5%	30.2%
%H (All HH)		96.2%	42.2%	7.6%	75.9%	30.0%	46.0%	89.5%
%H (TV HH)			43.9%	7.9%	78.9%	31.1%	47.8%	
C1	253	237	97	24	185	71	113	217
%V	29.1%	28.8%	28.4%	33.3%	28.4%	28.0%	28.5%	30.9%
%H (All HH)		93.7%	38.3%	9.5%	73.1%	28.1%	44.7%	85.8%
%H (TV HH)			40.9%	10.1%	78.1%	30.0%	47.7%	
C2	204	197	85	18	161	70	91	170
%V	23.5%	23.9%	24.9%	25.0%	24.7%	27.6%	22.9%	24.2%
%H (All HH)		96.6%	41.7%	8.8%	78.9%	34.3%	44.6%	83.3%
%H (TV HH)			43.1%	9.1%	81.7%	35.5%	46.2%	
D	102	97	35	8	77	26	51	71
%V	11.8%	11.8%	10.3%	11.1%	11.8%	10.2%	12.8%	10.1%
%H (All HH)		95.1%	34.3%	7.8%	75.5%	25.5%	50.0%	69.6%
%H (TV HH)			36.1%	8.2%	79.4%	26.8%	52.6%	
E	72	64	24	4	49	16	33	33
%V	8.3%	7.8%	7.0%	5.6%	7.5%	6.3%	8.3%	4.7%
%H (All HH)		88.9%	33.3%	5.6%	68.1%	22.2%	45.8%	45.8%
%H (TV HH)			37.5%	6.3%	76.6%	25.0%	51.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Under 25	35	31	10	2	19	6	12	31
%V	4.0%	3.8%	2.9%	2.8%	2.9%	2.4%	3.0%	4.4%
%H (All HH)		88.6%	28.6%	5.7%	54.3%	17.1%	34.3%	88.6%
%H (TV HH)			32.3%	6.5%	61.3%	19.4%	38.7%	
25 - 34	101	94	44	12	64	29	35	97
%V	11.6%	11.4%	12.9%	16.7%	9.8%	11.4%	8.8%	13.8%
%H (All HH)		93.1%	43.6%	11.9%	63.4%	28.7%	34.7%	96.0%
%H (TV HH)			46.8%	12.8%	68.1%	30.9%	37.2%	
35 - 44	122	113	60	13	80	42	38	119
%V	14.1%	13.7%	17.6%	18.1%	12.3%	16.5%	9.6%	16.9%
%H (All HH)		92.6%	49.2%	10.7%	65.6%	34.4%	31.1%	97.5%
%H (TV HH)			53.1%	11.5%	70.8%	37.2%	33.6%	
45 - 54	150	143	66	17	109	51	58	138
%V	17.3%	17.4%	19.4%	23.6%	16.7%	20.1%	14.6%	19.6%
%H (All HH)		95.3%	44.0%	11.3%	72.7%	34.0%	38.7%	92.0%
%H (TV HH)			46.2%	11.9%	76.2%	35.7%	40.6%	
55 - 64	160	153	71	12	126	54	71	146
%V	18.4%	18.6%	20.8%	16.7%	19.4%	21.3%	17.9%	20.8%
%H (All HH)		95.6%	44.4%	7.5%	78.8%	33.8%	44.4%	91.3%
%H (TV HH)			46.4%	7.8%	82.4%	35.3%	46.4%	
65 +	300	290	92	15	254	71	183	172
%V	34.6%	35.2%	27.0%	20.8%	39.0%	28.0%	46.1%	24.5%
%H (All HH)		96.7%	30.7%	5.0%	84.7%	23.7%	61.0%	57.3%
%H (TV HH)			31.7%	5.2%	87.6%	24.5%	63.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.3: 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	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
1	270	247	73	16	205	53	152	153
%V	31.1%	30.0%	21.4%	22.2%	31.5%	20.9%	38.3%	21.8%
%H (All HH)		91.5%	27.0%	5.9%	75.9%	19.6%	56.3%	56.7%
%H (TV HH)			29.6%	6.5%	83.0%	21.5%	61.5%	
2	341	324	133	24	255	94	161	299
%V	39.3%	39.3%	39.0%	33.3%	39.2%	37.0%	40.6%	42.5%
%H (All HH)		95.0%	39.0%	7.0%	74.8%	27.6%	47.2%	87.7%
%H (TV HH)			41.0%	7.4%	78.7%	29.0%	49.7%	
3	126	124	62	16	92	48	44	122
%V	14.5%	15.0%	18.2%	22.2%	14.1%	18.9%	11.1%	17.4%
%H (All HH)		98.4%	49.2%	12.7%	73.0%	38.1%	34.9%	96.8%
%H (TV HH)			50.0%	12.9%	74.2%	38.7%	35.5%	
4	94	92	53	9	73	43	30	92
%V	10.8%	11.2%	15.5%	12.5%	11.2%	16.9%	7.6%	13.1%
%H (All HH)		97.9%	56.4%	9.6%	77.7%	45.7%	31.9%	97.9%
%H (TV HH)			57.6%	9.8%	79.3%	46.7%	32.6%	
5+	37	37	19	8	26	16	10	37
%V	4.3%	4.5%	5.6%	11.1%	4.0%	6.3%	2.5%	5.3%
%H (All HH)		100.0%	51.4%	21.6%	70.3%	43.2%	27.0%	100.0%
%H (TV HH)			51.4%	21.6%	70.3%	43.2%	27.0%	
Average HH size	2.19	2.22	2.46	2.62	2.19	2.54	1.96	2.39

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Without	676	636	241	51	514	179	335	518
%V	77.9%	77.2%	70.7%	70.8%	79.0%	70.5%	84.4%	73.7%
%H (All HH)		94.1%	35.7%	7.5%	76.0%	26.5%	49.6%	76.6%
%H (TV HH)			37.9%	8.0%	80.8%	28.1%	52.7%	
With	192	188	100	21	137	74	63	185
%V	22.1%	22.8%	29.3%	29.2%	21.0%	29.1%	15.9%	26.3%
%H (All HH)		97.9%	52.1%	10.9%	71.4%	38.5%	32.8%	96.4%
%H (TV HH)			53.2%	11.2%	72.9%	39.4%	33.5%	
0 - 3	72	71	33	10	52	25	27	67
%V	8.3%	8.6%	9.7%	13.9%	8.0%	9.8%	6.8%	9.5%
%H (All HH)		98.6%	45.8%	13.9%	72.2%	34.7%	37.5%	93.1%
%H (TV HH)			46.5%	14.1%	73.2%	35.2%	38.0%	
4 - 9	84	83	46	7	61	32	29	82
%V	9.7%	10.1%	13.5%	9.7%	9.4%	12.6%	7.3%	11.7%
%H (All HH)		98.8%	54.8%	8.3%	72.6%	38.1%	34.5%	97.6%
%H (TV HH)			55.4%	8.4%	73.5%	38.6%	34.9%	
10 - 15	90	88	50	11	64	37	27	89
%V	10.4%	10.7%	14.7%	15.3%	9.8%	14.6%	6.8%	12.7%
%H (All HH)		97.8%	55.6%	12.2%	71.1%	41.1%	30.0%	98.9%
%H (TV HH)			56.8%	12.5%	72.7%	42.0%	30.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
1	328	328	109	21	233	48	185	239
%V	37.8%	39.8%	32.0%	29.2%	35.8%	18.9%	46.6%	34.0%
%H (All HH)		100.0%	33.2%	6.4%	71.0%	14.6%	56.4%	72.9%
%H (TV HH)			33.2%	6.4%	71.0%	14.6%	56.4%	
2	302	302	124	29	255	107	149	252
%V	34.8%	36.7%	36.4%	40.3%	39.2%	42.1%	37.5%	35.8%
%H (All HH)		100.0%	41.1%	9.6%	84.4%	35.4%	49.3%	83.4%
%H (TV HH)			41.1%	9.6%	84.4%	35.4%	49.3%	
3	126	126	67	12	106	60	46	114
%V	14.5%	15.3%	19.6%	16.7%	16.3%	23.6%	11.6%	16.2%
%H (All HH)		100.0%	53.2%	9.5%	84.1%	47.6%	36.5%	90.5%
%H (TV HH)			53.2%	9.5%	84.1%	47.6%	36.5%	
4	46	46	27	7	38	26	12	45
%V	5.3%	5.6%	7.9%	9.7%	5.8%	10.2%	3.0%	6.4%
%H (All HH)		100.0%	58.7%	15.2%	82.6%	56.5%	26.1%	97.8%
%H (TV HH)			58.7%	15.2%	82.6%	56.5%	26.1%	
5+	21	21	14	3	19	14	5	21
%V	2.4%	2.5%	4.1%	4.2%	2.9%	5.5%	1.3%	3.0%
%H (All HH)		100.0%	66.7%	14.3%	90.5%	66.7%	23.8%	100.0%
%H (TV HH)			66.7%	14.3%	90.5%	66.7%	23.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	824	341	72	651	254	397	703
%V (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Under 20"	197	197	78	19	175	77	98	162
%V	22.7%	23.9%	22.9%	26.4%	26.9%	30.3%	24.7%	23.0%
%H (All HH)		100.0%	39.6%	9.6%	88.8%	39.1%	49.7%	82.2%
%H (TV HH)			39.6%	9.6%	88.8%	39.1%	49.7%	
20" - 29"	325	325	134	24	277	114	163	258
%V	37.4%	39.4%	39.3%	33.3%	42.5%	44.9%	41.1%	36.7%
%H (All HH)		100.0%	41.2%	7.4%	85.2%	35.1%	50.2%	79.4%
%H (TV HH)			41.2%	7.4%	85.2%	35.1%	50.2%	
30" - 39"	446	446	185	45	357	147	210	364
%V	51.4%	54.1%	54.3%	62.5%	54.8%	57.9%	52.9%	51.8%
%H (All HH)		100.0%	41.5%	10.1%	80.0%	33.0%	47.1%	81.6%
%H (TV HH)			41.5%	10.1%	80.0%	33.0%	47.1%	
40" and over	365	365	194	38	274	144	130	340
%V	42.1%	44.3%	56.9%	52.8%	42.1%	56.7%	32.7%	48.4%
%H (All HH)		100.0%	53.2%	10.4%	75.1%	39.5%	35.6%	93.2%
%H (TV HH)			53.2%	10.4%	75.1%	39.5%	35.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Main living room	812	812	337	71	643	251	392	662
%V	93.5%	98.5%	98.8%	98.6%	98.8%	98.8%	98.7%	94.2%
%H (All HH)		100.0%	41.5%	8.7%	79.2%	30.9%	48.3%	81.5%
%H (TV HH)			41.5%	8.7%	79.2%	30.9%	48.3%	
Kitchen	122	122	57	8	108	51	57	97
%V	14.1%	14.8%	16.7%	11.1%	16.6%	20.1%	14.4%	13.8%
%H (All HH)		100.0%	46.7%	6.6%	88.5%	41.8%	46.7%	79.5%
%H (TV HH)			46.7%	6.6%	88.5%	41.8%	46.7%	
Adult's bedroom	362	362	177	42	303	160	143	322
%V	41.7%	43.9%	51.9%	58.3%	46.5%	63.0%	36.0%	45.8%
%H (All HH)		100.0%	48.9%	11.6%	83.7%	44.2%	39.5%	89.0%
%H (TV HH)			48.9%	11.6%	83.7%	44.2%	39.5%	
Child's bedroom	73	73	43	9	61	40	21	73
%V	8.4%	8.9%	12.6%	12.5%	9.4%	15.7%	5.3%	10.4%
%H (All HH)		100.0%	58.9%	12.3%	83.6%	54.8%	28.8%	100.0%
%H (TV HH)			58.9%	12.3%	83.6%	54.8%	28.8%	
Other bedroom	26	26	14	3	21	13	8	25
%V	3.0%	3.2%	4.1%	4.2%	3.2%	5.1%	2.0%	3.6%
%H (All HH)		100.0%	53.8%	11.5%	80.8%	50.0%	30.8%	96.2%
%H (TV HH)			53.8%	11.5%	80.8%	50.0%	30.8%	
Second living/dining room	65	65	28	4	57	24	33	58
%V	7.5%	7.9%	8.2%	5.6%	8.8%	9.4%	8.3%	8.3%
%H (All HH)		100.0%	43.1%	6.2%	87.7%	36.9%	50.8%	89.2%
%H (TV HH)			43.1%	6.2%	87.7%	36.9%	50.8%	
Study/office	14	14	9	1	11	8	4	14
%V	1.6%	1.7%	2.6%	1.4%	1.7%	3.1%	1.0%	2.0%
%H (All HH)		100.0%	64.3%	7.1%	78.6%	57.1%	28.6%	100.0%
%H (TV HH)			64.3%	7.1%	78.6%	57.1%	28.6%	
TV room	4	4	2	0	4	2	2	4
%V	0.5%	0.5%	0.6%	0.0%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Conservatory	13	13	8	0	11	7	4	11
%V	1.5%	1.6%	2.3%	0.0%	1.7%	2.8%	1.0%	1.6%
%H (All HH)		100.0%	61.5%	0.0%	84.6%	53.8%	30.8%	84.6%
%H (TV HH)			61.5%	0.0%	84.6%	53.8%	30.8%	
Attic or loft room	2	2	1	0	1	1	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
No specific location	2	2	0	0	1	0	1	1
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
Other	8	8	4	2	6	4	1	7
%V	0.9%	1.0%	1.2%	2.8%	0.9%	1.6%	0.3%	1.0%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	12.5%	87.5%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	12.5%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 6.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Any DSAT provider	341	341	341	3	213	213	0	302
%V	39.3%	41.4%	100.0%	4.2%	32.7%	83.9%	0.0%	43.0%
%H (All HH)			100.0%	0.9%	62.5%	62.5%	0.0%	88.6%
%H (TV HH)			100.0%	0.9%	62.5%	62.5%	0.0%	
Sky with subscription	269	269	269	0	171	171	0	246
%V	31.0%	32.6%	78.9%	0.0%	26.3%	67.3%	0.0%	35.0%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	91.4%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
Sky without subscription	22	22	22	1	14	14	0	18
%V	2.5%	2.7%	6.5%	1.4%	2.2%	5.5%	0.0%	2.6%
%H (All HH)			100.0%	4.5%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	4.5%	63.6%	63.6%	0.0%	
Freesat	53	53	53	2	31	31	0	43
%V	6.1%	6.4%	15.5%	2.8%	4.8%	12.2%	0.0%	6.1%
%H (All HH)			100.0%	3.8%	58.5%	58.5%	0.0%	81.1%
%H (TV HH)			100.0%	3.8%	58.5%	58.5%	0.0%	
Other satellite provider	7	7	7	0	3	3	0	6
%V	0.8%	0.8%	2.1%	0.0%	0.5%	1.2%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	42.9%	42.9%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	
DCAB	72	72	3	72	43	43	0	69
%V	8.3%	8.7%	0.9%	100.0%	6.6%	16.9%	0.0%	9.8%
%H (All HH)			4.2%	100.0%	59.7%	59.7%	0.0%	95.8%
%H (TV HH)			4.2%	100.0%	59.7%	59.7%	0.0%	
DTT	651	651	213	43	651	254	397	516
%V	75.0%	79.0%	62.5%	59.7%	100.0%	100.0%	100.0%	73.4%
%H (All HH)		100.0%	32.7%	6.6%	100.0%	39.0%	61.0%	79.3%
%H (TV HH)			32.7%	6.6%	100.0%	39.0%	61.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
PVR	545	545	300	61	413	227	186	479
%V	62.8%	66.1%	88.0%	84.7%	63.4%	89.4%	46.9%	68.1%
%H (All HH)		100.0%	55.0%	11.2%	75.8%	41.7%	34.1%	87.9%
%H (TV HH)			55.0%	11.2%	75.8%	41.7%	34.1%	
DVDR	33	33	14	5	28	13	15	29
%V	3.8%	4.0%	4.1%	6.9%	4.3%	5.1%	3.8%	4.1%
%H (All HH)		100.0%	42.4%	15.2%	84.8%	39.4%	45.5%	87.9%
%H (TV HH)			42.4%	15.2%	84.8%	39.4%	45.5%	
VCR	12	12	4	2	11	4	6	7
%V	1.4%	1.5%	1.2%	2.8%	1.7%	1.6%	1.5%	1.0%
%H (All HH)		100.0%	33.3%	16.7%	91.7%	33.3%	50.0%	58.3%
%H (TV HH)			33.3%	16.7%	91.7%	33.3%	50.0%	
Any recorder	559	559	303	62	426	230	197	487
%V	64.4%	67.8%	88.9%	86.1%	65.4%	90.6%	49.6%	69.3%
%H (All HH)		100.0%	54.2%	11.1%	76.2%	41.1%	35.2%	87.1%
%H (TV HH)			54.2%	11.1%	76.2%	41.1%	35.2%	
Receives HDTV (via STB or built-in reception)	474	474	246	66	360	195	165	431
%V	54.6%	57.5%	72.1%	91.7%	55.3%	76.8%	41.6%	61.3%
%H (All HH)		100.0%	51.9%	13.9%	75.9%	41.1%	34.8%	90.9%
%H (TV HH)			51.9%	13.9%	75.9%	41.1%	34.8%	
DVD/Blu-ray player or recorder	684	684	298	65	552	230	322	581
%V	78.8%	83.0%	87.4%	90.3%	84.8%	90.6%	81.1%	82.6%
%H (All HH)		100.0%	43.6%	9.5%	80.7%	33.6%	47.1%	84.9%
%H (TV HH)			43.6%	9.5%	80.7%	33.6%	47.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	868	824	341	72	651	254	397	703
%H (All HH)		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%
%H (TV HH)			41.4%	8.7%	79.0%	30.8%	48.2%	
Has broadband internet	703	671	302	69	516	228	288	703
%V	81.0%	81.4%	88.6%	95.8%	79.3%	89.8%	72.5%	100.0%
%H (All HH)		95.4%	43.0%	9.8%	73.4%	32.4%	41.0%	100.0%
%H (TV HH)			45.0%	10.3%	76.9%	34.0%	42.9%	
Number of computers (PCs and laptops)								
0	167	155	41	4	137	29	107	17
%V	19.2%	18.8%	12.0%	5.6%	21.0%	11.4%	27.0%	2.4%
%H (All HH)		92.8%	24.6%	2.4%	82.0%	17.4%	64.1%	10.2%
%H (TV HH)			26.5%	2.6%	88.4%	18.7%	69.0%	
1	232	215	76	16	173	57	116	220
%V	26.7%	26.1%	22.3%	22.2%	26.6%	22.4%	29.2%	31.3%
%H (All HH)		92.7%	32.8%	6.9%	74.6%	24.6%	50.0%	94.8%
%H (TV HH)			35.3%	7.4%	80.5%	26.5%	54.0%	
2	213	201	94	22	149	66	82	210
%V	24.5%	24.4%	27.6%	30.6%	22.9%	26.0%	20.7%	29.9%
%H (All HH)		94.4%	44.1%	10.3%	70.0%	31.0%	38.5%	98.6%
%H (TV HH)			46.8%	10.9%	74.1%	32.8%	40.8%	
3	112	110	55	11	84	41	43	111
%V	12.9%	13.3%	16.1%	15.3%	12.9%	16.1%	10.8%	15.8%
%H (All HH)		98.2%	49.1%	9.8%	75.0%	36.6%	38.4%	99.1%
%H (TV HH)			50.0%	10.0%	76.4%	37.3%	39.1%	
4	68	67	35	10	49	26	22	68
%V	7.8%	8.1%	10.3%	13.9%	7.5%	10.2%	5.5%	9.7%
%H (All HH)		98.5%	51.5%	14.7%	72.1%	38.2%	32.4%	100.0%
%H (TV HH)			52.2%	14.9%	73.1%	38.8%	32.8%	
5+	75	75	40	9	60	34	26	75
%V	8.6%	9.1%	11.7%	12.5%	9.2%	13.4%	6.5%	10.7%
%H (All HH)		100.0%	53.3%	12.0%	80.0%	45.3%	34.7%	100.0%
%H (TV HH)			53.3%	12.0%	80.0%	45.3%	34.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	744	158	1318	622	696	1381
%H		46.2%	9.8%	81.8%	38.6%	43.2%	85.7%
Under 20"	251	100	26	225	102	123	210
%V	15.6%	13.4%	16.5%	17.1%	16.4%	17.7%	15.2%
%H		39.8%	10.4%	89.6%	40.6%	49.0%	83.7%
20" - 29"	397	169	30	342	148	195	321
%V	24.6%	22.7%	19.0%	25.9%	23.8%	28.0%	23.2%
%H		42.6%	7.6%	86.1%	37.3%	49.1%	80.9%
30" - 39"	528	233	54	422	187	235	441
%V	32.8%	31.3%	34.2%	32.0%	30.1%	33.8%	31.9%
%H		44.1%	10.2%	79.9%	35.4%	44.5%	83.5%
40" and over	430	238	48	323	180	143	405
%V	26.7%	32.0%	30.4%	24.5%	28.9%	20.5%	29.3%
%H		55.3%	11.2%	75.1%	41.9%	33.3%	94.2%
Don't know	5	5	0	5	5	1	5
%V	0.3%	0.7%	0.0%	0.4%	0.8%	0.1%	0.4%
%H		100.0%	0.0%	100.0%	100.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.12: 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	1611	744	158	1318	622	696	1381
%H		46.2%	9.8%	81.8%	38.6%	43.2%	85.7%
Main living room	815	339	72	645	253	392	665
%V	50.6%	45.6%	45.6%	48.9%	40.7%	56.3%	48.2%
%H		41.6%	8.8%	79.1%	31.0%	48.1%	81.6%
Kitchen	122	57	8	109	51	57	98
%V	7.6%	7.7%	5.1%	8.3%	8.2%	8.2%	7.1%
%H		46.7%	6.6%	89.3%	41.8%	46.7%	80.3%
Adult's bedroom	437	218	54	367	201	166	393
%V	27.1%	29.3%	34.2%	27.8%	32.3%	23.9%	28.5%
%H		49.9%	12.4%	84.0%	46.0%	38.0%	89.9%
Child's bedroom	100	60	14	81	56	26	100
%V	6.2%	8.1%	8.9%	6.1%	9.0%	3.7%	7.2%
%H		60.0%	14.0%	81.0%	56.0%	26.0%	100.0%
Other bedroom	29	17	3	24	15	10	28
%V	1.8%	2.3%	1.9%	1.8%	2.4%	1.4%	2.0%
%H		58.6%	10.3%	82.8%	51.7%	34.5%	96.6%
Second living/dining room	65	28	4	57	24	33	58
%V	4.0%	3.8%	2.5%	4.3%	3.9%	4.7%	4.2%
%H		43.1%	6.2%	87.7%	36.9%	50.8%	89.2%
Study/office	15	9	1	12	8	5	15
%V	0.9%	1.2%	0.6%	0.9%	1.3%	0.7%	1.1%
%H		60.0%	6.7%	80.0%	53.3%	33.3%	100.0%
TV room	4	2	0	4	2	2	4
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Conservatory	13	8	0	11	7	4	11
%V	0.8%	1.1%	0.0%	0.8%	1.1%	0.6%	0.8%
%H		61.5%	0.0%	84.6%	53.8%	30.8%	84.6%
Attic or loft room	2	1	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
No specific location	2	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Other	8	4	2	6	4	1	7
%V	0.5%	0.5%	1.3%	0.5%	0.6%	0.1%	0.5%
%H		50.0%	25.0%	75.0%	50.0%	12.5%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	744	158	1318	622	696	1381
%H		46.2%	9.8%	81.8%	38.6%	43.2%	85.7%
PVR	685	401	83	502	297	204	615
%V	42.5%	53.9%	52.5%	38.1%	47.7%	29.3%	44.5%
%H		58.5%	12.1%	73.3%	43.4%	29.8%	89.8%
DVDR	36	15	5	30	14	16	31
%V	2.2%	2.0%	3.2%	2.3%	2.3%	2.3%	2.2%
%H		41.7%	13.9%	83.3%	38.9%	44.4%	86.1%
VCR	12	4	3	11	5	6	7
%V	0.7%	0.5%	1.9%	0.8%	0.8%	0.9%	0.5%
%H		33.3%	25.0%	91.7%	41.7%	50.0%	58.3%
Any recorder	707	410	86	521	305	216	630
%V	43.9%	55.1%	54.4%	39.5%	49.0%	31.0%	45.6%
%H		58.0%	12.2%	73.7%	43.1%	30.6%	89.1%

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	1611	744	158	1318	622	696	1381
%H		46.2%	9.8%	81.8%	38.6%	43.2%	85.7%
Receives HDTV (via STB or built-in reception)	635	339	97	479	276	204	586
%V	39.4%	45.6%	61.4%	36.3%	44.4%	29.3%	42.4%
%H		53.4%	15.3%	75.4%	43.5%	32.1%	92.3%
DVD/Blu-ray player or recorder	970	444	103	800	376	424	851
%V	60.2%	59.7%	65.2%	60.7%	60.5%	60.9%	61.6%
%H		45.8%	10.6%	82.5%	38.8%	43.7%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	341	72	651	254	397	671
%H		41.4%	8.7%	79.1%	30.9%	48.2%	81.5%
Under 20"	20	3	0	17	1	15	12
%V	2.4%	0.9%	0.0%	2.6%	0.4%	3.8%	1.8%
%H		15.0%	0.0%	85.0%	5.0%	75.0%	60.0%
20" - 29"	125	33	5	105	22	82	82
%V	15.2%	9.7%	6.9%	16.1%	8.7%	20.7%	12.2%
%H		26.4%	4.0%	84.0%	17.6%	65.6%	65.6%
30" - 39"	328	118	30	266	91	175	252
%V	39.9%	34.6%	41.7%	40.9%	35.8%	44.1%	37.6%
%H		36.0%	9.1%	81.1%	27.7%	53.4%	76.8%
40" and over	349	187	37	263	139	124	325
%V	42.4%	54.8%	51.4%	40.4%	54.7%	31.2%	48.4%
%H		53.6%	10.6%	75.4%	39.8%	35.5%	93.1%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	341	72	651	254	397	671
%H		41.4%	8.7%	79.1%	30.9%	48.2%	81.5%
PVR	532	294	60	402	222	180	468
%V	64.6%	86.2%	83.3%	61.8%	87.4%	45.3%	69.7%
%H		55.3%	11.3%	75.6%	41.7%	33.8%	88.0%
DVDR	30	10	5	24	9	15	25
%V	3.6%	2.9%	6.9%	3.7%	3.5%	3.8%	3.7%
%H		33.3%	16.7%	80.0%	30.0%	50.0%	83.3%
VCR	10	3	2	10	4	6	6
%V	1.2%	0.9%	2.8%	1.5%	1.6%	1.5%	0.9%
%H		30.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Any recorder	547	297	62	415	225	190	477
%V	66.5%	87.1%	86.1%	63.7%	88.6%	47.9%	71.1%
%H		54.3%	11.3%	75.9%	41.1%	34.7%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	823	341	72	651	254	397	671
%H		41.4%	8.7%	79.1%	30.9%	48.2%	81.5%
Receives HDTV (via STB or built-in reception)	460	241	64	348	190	158	418
%V	55.9%	70.7%	88.9%	53.5%	74.8%	39.8%	62.3%
%H		52.4%	13.9%	75.7%	41.3%	34.3%	90.9%
DVD/Blu-ray player or recorder	644	279	61	515	211	304	545
%V	78.3%	81.8%	84.7%	79.1%	83.1%	76.6%	81.2%
%H		43.3%	9.5%	80.0%	32.8%	47.2%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	788	403	86	667	368	299	711
%H		51.1%	10.9%	84.6%	46.7%	37.9%	90.2%
Under 20"	231	98	26	208	100	108	198
%V	29.3%	24.3%	30.2%	31.2%	27.2%	36.1%	27.8%
%H		42.4%	11.3%	90.0%	43.3%	46.8%	85.7%
20" - 29"	272	136	24	238	125	112	240
%V	34.5%	33.7%	27.9%	35.7%	34.0%	37.5%	33.8%
%H		50.0%	8.8%	87.5%	46.0%	41.2%	88.2%
30" - 39"	200	115	24	156	96	60	188
%V	25.4%	28.5%	27.9%	23.4%	26.1%	20.1%	26.4%
%H		57.5%	12.0%	78.0%	48.0%	30.0%	94.0%
40" and over	81	51	11	60	42	19	81
%V	10.3%	12.7%	12.8%	9.0%	11.4%	6.4%	11.4%
%H		63.0%	13.6%	74.1%	51.9%	23.5%	100.0%
Don't know	4	4	0	4	4	0	4
%V	0.5%	1.0%	0.0%	0.6%	1.1%	0.0%	0.6%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	788	403	86	667	368	299	711
%H		51.1%	10.9%	84.6%	46.7%	37.9%	90.2%
PVR	154	107	22	100	76	24	147
%V	19.5%	26.6%	25.6%	15.0%	20.7%	8.0%	20.7%
%H		69.5%	14.3%	64.9%	49.4%	15.6%	95.5%
DVDR	6	6	0	5	5	0	6
%V	0.8%	1.5%	0.0%	0.7%	1.4%	0.0%	0.8%
%H		100.0%	0.0%	83.3%	83.3%	0.0%	100.0%
VCR	2	1	1	2	1	0	2
%V	0.3%	0.2%	1.2%	0.3%	0.3%	0.0%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
Any recorder	160	112	24	105	80	25	153
%V	20.3%	27.8%	27.9%	15.7%	21.7%	8.4%	21.5%
%H		70.0%	15.0%	65.6%	50.0%	15.6%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	788	403	86	667	368	299	711
%H		51.1%	10.9%	84.6%	46.7%	37.9%	90.2%
Receives HDTV (via STB or built-in reception)	175	98	32	131	86	46	168
%V	22.2%	24.3%	37.2%	19.6%	23.4%	15.4%	23.6%
%H		56.0%	18.3%	74.9%	49.1%	26.3%	96.0%
DVD/Blu-ray player or recorder	326	166	42	284	165	120	305
%V	41.4%	41.2%	48.8%	42.6%	44.8%	40.1%	42.9%
%H		50.9%	12.9%	87.1%	50.6%	36.8%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1904	1831	840	189	1424	645	780	1684
%H		96.2%	44.1%	9.9%	74.8%	33.9%	41.0%	88.4%
Total Children	312	306	166	35	226	125	101	302
%V	16.4%	16.7%	19.8%	18.5%	15.9%	19.4%	12.9%	17.9%
%H		98.1%	53.2%	11.2%	72.4%	40.1%	32.4%	96.8%
0 - 3	84	82	38	11	61	30	31	78
%V	4.4%	4.5%	4.5%	5.8%	4.3%	4.7%	4.0%	4.6%
%H		97.6%	45.2%	13.1%	72.6%	35.7%	36.9%	92.9%
4 - 15	229	224	128	24	165	95	70	224
%V	12.0%	12.2%	15.2%	12.7%	11.6%	14.7%	9.0%	13.3%
%H		97.8%	55.9%	10.5%	72.1%	41.5%	30.6%	97.8%
4 - 9	113	111	64	10	83	46	37	109
%V	5.9%	6.1%	7.6%	5.3%	5.8%	7.1%	4.7%	6.5%
%H		98.2%	56.6%	8.8%	73.5%	40.7%	32.7%	96.5%
10 - 15	116	113	65	14	82	49	34	115
%V	6.1%	6.2%	7.7%	7.4%	5.8%	7.6%	4.4%	6.8%
%H		97.4%	56.0%	12.1%	70.7%	42.2%	29.3%	99.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1904	1831	840	189	1424	645	780	1684
%H		96.2%	44.1%	9.9%	74.8%	33.9%	41.0%	88.4%
Total Adults (16+)	1592	1525	674	153	1199	520	678	1382
%V	83.6%	83.3%	80.2%	81.0%	84.2%	80.6%	86.9%	82.1%
%H		95.8%	42.3%	9.6%	75.3%	32.7%	42.6%	86.8%
16 - 19	77	73	35	13	54	31	23	75
%V	4.0%	4.0%	4.2%	6.9%	3.8%	4.8%	2.9%	4.5%
%H		94.8%	45.5%	16.9%	70.1%	40.3%	29.9%	97.4%
20 - 24	110	104	45	15	74	40	34	105
%V	5.8%	5.7%	5.4%	7.9%	5.2%	6.2%	4.4%	6.2%
%H		94.5%	40.9%	13.6%	67.3%	36.4%	30.9%	95.5%
25 - 34	203	191	90	26	133	62	71	198
%V	10.7%	10.4%	10.7%	13.8%	9.3%	9.6%	9.1%	11.8%
%H		94.1%	44.3%	12.8%	65.5%	30.5%	35.0%	97.5%
35 - 44	214	199	101	25	146	75	71	209
%V	11.2%	10.9%	12.0%	13.2%	10.3%	11.6%	9.1%	12.4%
%H		93.0%	47.2%	11.7%	68.2%	35.0%	33.2%	97.7%
45 - 54	263	254	128	28	193	97	96	249
%V	13.8%	13.9%	15.2%	14.8%	13.6%	15.0%	12.3%	14.8%
%H		96.6%	48.7%	10.6%	73.4%	36.9%	36.5%	94.7%
55 - 64	260	251	119	22	203	92	110	241
%V	13.7%	13.7%	14.2%	11.6%	14.3%	14.3%	14.1%	14.3%
%H		96.5%	45.8%	8.5%	78.1%	35.4%	42.3%	92.7%
65+	465	452	155	24	396	123	273	304
%V	24.4%	24.7%	18.5%	12.7%	27.8%	19.1%	35.0%	18.1%
%H		97.2%	33.3%	5.2%	85.2%	26.5%	58.7%	65.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1592	1525	674	153	1199	520	678	1382
	%H		95.8%	42.3%	9.6%	75.3%	32.7%	42.6%	86.8%
AB		465	450	202	39	354	149	205	430
	%V	29.2%	29.5%	30.0%	25.5%	29.5%	28.7%	30.2%	31.1%
	%H		96.8%	43.4%	8.4%	76.1%	32.0%	44.1%	92.5%
C1		454	432	192	44	337	146	191	410
	%V	28.5%	28.3%	28.5%	28.8%	28.1%	28.1%	28.2%	29.7%
	%H		95.2%	42.3%	9.7%	74.2%	32.2%	42.1%	90.3%
C2		391	380	169	48	308	148	160	346
	%V	24.6%	24.9%	25.1%	31.4%	25.7%	28.5%	23.6%	25.0%
	%H		97.2%	43.2%	12.3%	78.8%	37.9%	40.9%	88.5%
D		189	180	77	16	138	56	82	147
	%V	11.9%	11.8%	11.4%	10.5%	11.5%	10.8%	12.1%	10.6%
	%H		95.2%	40.7%	8.5%	73.0%	29.6%	43.4%	77.8%
E		92	83	35	6	61	22	40	49
	%V	5.8%	5.4%	5.2%	3.9%	5.1%	4.2%	5.9%	3.5%
	%H		90.2%	38.0%	6.5%	66.3%	23.9%	43.5%	53.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1592	1525	674	153	1199	520	678	1382
%H		95.8%	42.3%	9.6%	75.3%	32.7%	42.6%	86.8%
Working full time	674	648	318	79	481	244	238	654
%V	42.3%	42.5%	47.2%	51.6%	40.1%	46.9%	35.1%	47.3%
%H		96.1%	47.2%	11.7%	71.4%	36.2%	35.3%	97.0%
Working part time	201	192	88	22	148	67	81	190
%V	12.6%	12.6%	13.1%	14.4%	12.3%	12.9%	11.9%	13.7%
%H		95.5%	43.8%	10.9%	73.6%	33.3%	40.3%	94.5%
Not working	717	685	267	53	569	209	360	538
%V	45.0%	44.9%	39.6%	34.6%	47.5%	40.2%	53.1%	38.9%
%H		95.5%	37.2%	7.4%	79.4%	29.1%	50.2%	75.0%
Housewife/Houseperson	868	824	341	72	651	254	397	703
%V	54.5%	54.0%	50.6%	47.1%	54.3%	48.8%	58.6%	50.9%
%H		94.9%	39.3%	8.3%	75.0%	29.3%	45.7%	81.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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+)	756	725	333	76	566	259	307	676
%H		95.9%	44.0%	10.1%	74.9%	34.3%	40.6%	89.4%
16 - 19	35	34	15	6	27	15	12	35
%V	4.6%	4.7%	4.5%	7.9%	4.8%	5.8%	3.9%	5.2%
%H		97.1%	42.9%	17.1%	77.1%	42.9%	34.3%	100.0%
20 - 24	47	45	20	7	32	18	14	45
%V	6.2%	6.2%	6.0%	9.2%	5.7%	6.9%	4.6%	6.7%
%H		95.7%	42.6%	14.9%	68.1%	38.3%	29.8%	95.7%
25 - 34	106	99	47	15	67	33	34	104
%V	14.0%	13.7%	14.1%	19.7%	11.8%	12.7%	11.1%	15.4%
%H		93.4%	44.3%	14.2%	63.2%	31.1%	32.1%	98.1%
35 - 44	102	93	45	12	67	33	34	100
%V	13.5%	12.8%	13.5%	15.8%	11.8%	12.7%	11.1%	14.8%
%H		91.2%	44.1%	11.8%	65.7%	32.4%	33.3%	98.0%
45 - 54	129	124	66	12	96	51	44	123
%V	17.1%	17.1%	19.8%	15.8%	17.0%	19.7%	14.3%	18.2%
%H		96.1%	51.2%	9.3%	74.4%	39.5%	34.1%	95.3%
55 - 64	123	120	58	12	96	45	51	113
%V	16.3%	16.6%	17.4%	15.8%	17.0%	17.4%	16.6%	16.7%
%H		97.6%	47.2%	9.8%	78.0%	36.6%	41.5%	91.9%
65+	214	209	81	11	181	64	118	157
%V	28.3%	28.8%	24.3%	14.5%	32.0%	24.7%	38.4%	23.2%
%H		97.7%	37.9%	5.1%	84.6%	29.9%	55.1%	73.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	756	725	333	76	566	259	307	676
%H		95.9%	44.0%	10.1%	74.9%	34.3%	40.6%	89.4%
AB	228	220	97	21	174	73	101	214
%V	30.2%	30.3%	29.1%	27.6%	30.7%	28.2%	32.9%	31.7%
%H		96.5%	42.5%	9.2%	76.3%	32.0%	44.3%	93.9%
C1	207	199	97	22	152	73	79	192
%V	27.4%	27.4%	29.1%	28.9%	26.9%	28.2%	25.7%	28.4%
%H		96.1%	46.9%	10.6%	73.4%	35.3%	38.2%	92.8%
C2	203	196	86	24	160	77	83	177
%V	26.9%	27.0%	25.8%	31.6%	28.3%	29.7%	27.0%	26.2%
%H		96.6%	42.4%	11.8%	78.8%	37.9%	40.9%	87.2%
D	86	81	38	8	61	27	34	73
%V	11.4%	11.2%	11.4%	10.5%	10.8%	10.4%	11.1%	10.8%
%H		94.2%	44.2%	9.3%	70.9%	31.4%	39.5%	84.9%
E	32	28	14	2	19	9	10	20
%V	4.2%	3.9%	4.2%	2.6%	3.4%	3.5%	3.3%	3.0%
%H		87.5%	43.8%	6.3%	59.4%	28.1%	31.3%	62.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	756	725	333	76	566	259	307	676
%H		95.9%	44.0%	10.1%	74.9%	34.3%	40.6%	89.4%
Working full time	407	391	199	47	290	152	138	395
%V	53.8%	53.9%	59.8%	61.8%	51.2%	58.7%	45.0%	58.4%
%H		96.1%	48.9%	11.5%	71.3%	37.3%	33.9%	97.1%
Working part time	51	47	19	6	36	14	22	47
%V	6.7%	6.5%	5.7%	7.9%	6.4%	5.4%	7.2%	7.0%
%H		92.2%	37.3%	11.8%	70.6%	27.5%	43.1%	92.2%
Not working	298	286	115	23	240	94	146	235
%V	39.4%	39.4%	34.5%	30.3%	42.4%	36.3%	47.6%	34.8%
%H		96.0%	38.6%	7.7%	80.5%	31.5%	49.0%	78.9%
Housewife/Houseperson	189	175	72	12	135	51	84	145
%V	25.0%	24.1%	21.6%	15.8%	23.9%	19.7%	27.4%	21.4%
%H		92.6%	38.1%	6.3%	71.4%	27.0%	44.4%	76.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	836	800	341	77	632	261	372	706
%H		95.7%	40.8%	9.2%	75.6%	31.2%	44.5%	84.4%
16 - 19	42	39	20	7	27	15	12	40
%V	5.0%	4.9%	5.9%	9.1%	4.3%	5.7%	3.2%	5.7%
%H		92.9%	47.6%	16.7%	64.3%	35.7%	28.6%	95.2%
20 - 24	63	59	25	8	42	21	20	60
%V	7.5%	7.4%	7.3%	10.4%	6.6%	8.0%	5.4%	8.5%
%H		93.7%	39.7%	12.7%	66.7%	33.3%	31.7%	95.2%
25 - 34	97	92	42	11	66	29	36	95
%V	11.6%	11.5%	12.3%	14.3%	10.4%	11.1%	9.7%	13.5%
%H		94.8%	43.3%	11.3%	68.0%	29.9%	37.1%	97.9%
35 - 44	112	106	56	12	79	42	37	109
%V	13.4%	13.3%	16.4%	15.6%	12.5%	16.1%	9.9%	15.4%
%H		94.6%	50.0%	10.7%	70.5%	37.5%	33.0%	97.3%
45 - 54	134	131	62	16	98	46	51	125
%V	16.0%	16.4%	18.2%	20.8%	15.5%	17.6%	13.7%	17.7%
%H		97.8%	46.3%	11.9%	73.1%	34.3%	38.1%	93.3%
55 - 64	137	131	62	10	107	47	60	129
%V	16.4%	16.4%	18.2%	13.0%	16.9%	18.0%	16.1%	18.3%
%H		95.6%	45.3%	7.3%	78.1%	34.3%	43.8%	94.2%
65+	251	243	74	14	215	59	155	148
%V	30.0%	30.4%	21.7%	18.2%	34.0%	22.6%	41.7%	21.0%
%H		96.8%	29.5%	5.6%	85.7%	23.5%	61.8%	59.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	836	800	341	77	632	261	372	706
%H		95.7%	40.8%	9.2%	75.6%	31.2%	44.5%	84.4%
AB	237	230	106	18	180	76	104	217
%V	28.3%	28.8%	31.1%	23.4%	28.5%	29.1%	28.0%	30.7%
%H		97.0%	44.7%	7.6%	75.9%	32.1%	43.9%	91.6%
C1	247	233	94	23	185	72	113	218
%V	29.5%	29.1%	27.6%	29.9%	29.3%	27.6%	30.4%	30.9%
%H		94.3%	38.1%	9.3%	74.9%	29.1%	45.7%	88.3%
C2	188	184	82	24	148	71	77	169
%V	22.5%	23.0%	24.0%	31.2%	23.4%	27.2%	20.7%	23.9%
%H		97.9%	43.6%	12.8%	78.7%	37.8%	41.0%	89.9%
D	103	99	39	9	77	29	48	74
%V	12.3%	12.4%	11.4%	11.7%	12.2%	11.1%	12.9%	10.5%
%H		96.1%	37.9%	8.7%	74.8%	28.2%	46.6%	71.8%
E	61	55	20	3	43	13	30	29
%V	7.3%	6.9%	5.9%	3.9%	6.8%	5.0%	8.1%	4.1%
%H		90.2%	32.8%	4.9%	70.5%	21.3%	49.2%	47.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	836	800	341	77	632	261	372	706
%H		95.7%	40.8%	9.2%	75.6%	31.2%	44.5%	84.4%
Working full time	268	256	119	32	191	92	100	259
%V	32.1%	32.0%	34.9%	41.6%	30.2%	35.2%	26.9%	36.7%
%H		95.5%	44.4%	11.9%	71.3%	34.3%	37.3%	96.6%
Working part time	150	145	69	16	112	53	58	143
%V	17.9%	18.1%	20.2%	20.8%	17.7%	20.3%	15.6%	20.3%
%H		96.7%	46.0%	10.7%	74.7%	35.3%	38.7%	95.3%
Not working	418	399	152	30	329	116	214	304
%V	50.0%	49.9%	44.6%	39.0%	52.1%	44.4%	57.5%	43.1%
%H		95.5%	36.4%	7.2%	78.7%	27.8%	51.2%	72.7%
Housewife/Houseperson	679	649	269	60	515	203	313	559
%V	81.2%	81.1%	78.9%	77.9%	81.5%	77.8%	84.1%	79.2%
%H		95.6%	39.6%	8.8%	75.8%	29.9%	46.1%	82.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
AB	710	671	294	114	487	225	262	669
%V	33.8%	33.8%	36.3%	36.3%	34.2%	38.9%	31.0%	37.6%
%H (All HH)		94.5%	41.4%	16.1%	68.6%	31.7%	36.9%	94.2%
%H (TV HH)			43.8%	17.0%	72.6%	33.5%	39.0%	
C1	600	562	228	77	388	140	248	528
%V	28.6%	28.3%	28.1%	24.5%	27.3%	24.2%	29.3%	29.7%
%H (All HH)		93.7%	38.0%	12.8%	64.7%	23.3%	41.3%	88.0%
%H (TV HH)			40.6%	13.7%	69.0%	24.9%	44.1%	
C2	388	376	165	66	267	124	143	327
%V	18.5%	19.0%	20.3%	21.0%	18.8%	21.5%	16.9%	18.4%
%H (All HH)		96.9%	42.5%	17.0%	68.8%	32.0%	36.9%	84.3%
%H (TV HH)			43.9%	17.6%	71.0%	33.0%	38.0%	
D	268	246	93	37	184	67	117	187
%V	12.8%	12.4%	11.5%	11.8%	12.9%	11.6%	13.8%	10.5%
%H (All HH)		91.8%	34.7%	13.8%	68.7%	25.0%	43.7%	69.8%
%H (TV HH)			37.8%	15.0%	74.8%	27.2%	47.6%	
E	134	128	31	20	97	22	75	67
%V	6.4%	6.5%	3.8%	6.4%	6.8%	3.8%	8.9%	3.8%
%H (All HH)		95.5%	23.1%	14.9%	72.4%	16.4%	56.0%	50.0%
%H (TV HH)			24.2%	15.6%	75.8%	17.2%	58.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Under 25	68	59	20	11	38	14	25	65
%V	3.2%	3.0%	2.5%	3.5%	2.7%	2.4%	3.0%	3.7%
%H (All HH)		86.8%	29.4%	16.2%	55.9%	20.6%	36.8%	95.6%
%H (TV HH)			33.9%	18.6%	64.4%	23.7%	42.4%	
25 - 34	316	289	150	43	167	79	87	302
%V	15.1%	14.6%	18.5%	13.7%	11.7%	13.7%	10.3%	17.0%
%H (All HH)		91.5%	47.5%	13.6%	52.8%	25.0%	27.5%	95.6%
%H (TV HH)			51.9%	14.9%	57.8%	27.3%	30.1%	
35 - 44	348	322	161	55	197	95	102	337
%V	16.6%	16.2%	19.9%	17.5%	13.8%	16.4%	12.1%	19.0%
%H (All HH)		92.5%	46.3%	15.8%	56.6%	27.3%	29.3%	96.8%
%H (TV HH)			50.0%	17.1%	61.2%	29.5%	31.7%	
45 - 54	408	387	177	83	276	147	129	390
%V	19.4%	19.5%	21.8%	26.4%	19.4%	25.4%	15.2%	21.9%
%H (All HH)		94.9%	43.4%	20.3%	67.6%	36.0%	31.6%	95.6%
%H (TV HH)			45.7%	21.4%	71.3%	38.0%	33.3%	
55 - 64	347	331	128	62	250	108	143	315
%V	16.5%	16.7%	15.8%	19.7%	17.6%	18.7%	16.9%	17.7%
%H (All HH)		95.4%	36.9%	17.9%	72.0%	31.1%	41.2%	90.8%
%H (TV HH)			38.7%	18.7%	75.5%	32.6%	43.2%	
65 +	614	595	176	59	495	134	360	370
%V	29.3%	30.0%	21.7%	18.8%	34.8%	23.2%	42.6%	20.8%
%H (All HH)		96.9%	28.7%	9.6%	80.6%	21.8%	58.6%	60.3%
%H (TV HH)			29.6%	9.9%	83.2%	22.5%	60.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
1	620	561	137	67	449	96	352	390
%V	29.5%	28.3%	16.9%	21.3%	31.6%	16.6%	41.6%	21.9%
%H (All HH)		90.5%	22.1%	10.8%	72.4%	15.5%	56.8%	62.9%
%H (TV HH)			24.4%	11.9%	80.0%	17.1%	62.7%	
2	721	693	291	92	512	206	306	647
%V	34.3%	34.9%	35.9%	29.3%	36.0%	35.6%	36.2%	36.4%
%H (All HH)		96.1%	40.4%	12.8%	71.0%	28.6%	42.4%	89.7%
%H (TV HH)			42.0%	13.3%	73.9%	29.7%	44.2%	
3	342	325	162	73	209	118	91	330
%V	16.3%	16.4%	20.0%	23.2%	14.7%	20.4%	10.8%	18.6%
%H (All HH)		95.0%	47.4%	21.3%	61.1%	34.5%	26.6%	96.5%
%H (TV HH)			49.8%	22.5%	64.3%	36.3%	28.0%	
4	281	271	157	50	172	112	60	276
%V	13.4%	13.7%	19.4%	15.9%	12.1%	19.4%	7.1%	15.5%
%H (All HH)		96.4%	55.9%	17.8%	61.2%	39.9%	21.4%	98.2%
%H (TV HH)			57.9%	18.5%	63.5%	41.3%	22.1%	
5+	136	132	64	31	83	46	36	135
%V	6.5%	6.7%	7.9%	9.9%	5.8%	8.0%	4.3%	7.6%
%H (All HH)		97.1%	47.1%	22.8%	61.0%	33.8%	26.5%	99.3%
%H (TV HH)			48.5%	23.5%	62.9%	34.8%	27.3%	
Average HH size	2.36	2.38	2.69	2.68	2.27	2.70	1.98	2.54

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Without	1544	1445	518	203	1099	385	715	1236
%V	73.6%	72.9%	63.9%	64.6%	77.2%	66.6%	84.5%	69.5%
%H (All HH)		93.6%	33.5%	13.1%	71.2%	24.9%	46.3%	80.1%
%H (TV HH)			35.8%	14.0%	76.1%	26.6%	49.5%	
With	555	538	294	110	324	193	131	542
%V	26.4%	27.1%	36.3%	35.0%	22.8%	33.4%	15.5%	30.5%
%H (All HH)		96.9%	53.0%	19.8%	58.4%	34.8%	23.6%	97.7%
%H (TV HH)			54.6%	20.4%	60.2%	35.9%	24.3%	
0 - 3	218	209	111	41	126	72	55	212
%V	10.4%	10.5%	13.7%	13.1%	8.9%	12.5%	6.5%	11.9%
%H (All HH)		95.9%	50.9%	18.8%	57.8%	33.0%	25.2%	97.2%
%H (TV HH)			53.1%	19.6%	60.3%	34.4%	26.3%	
4 - 9	284	276	151	52	156	85	71	277
%V	13.5%	13.9%	18.6%	16.6%	11.0%	14.7%	8.4%	15.6%
%H (All HH)		97.2%	53.2%	18.3%	54.9%	29.9%	25.0%	97.5%
%H (TV HH)			54.7%	18.8%	56.5%	30.8%	25.7%	
10 - 15	240	236	130	53	150	96	53	237
%V	11.4%	11.9%	16.0%	16.9%	10.5%	16.6%	6.3%	13.3%
%H (All HH)		98.3%	54.2%	22.1%	62.5%	40.0%	22.1%	98.8%
%H (TV HH)			55.1%	22.5%	63.6%	40.7%	22.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
1	779	779	243	99	519	98	421	600
%V	37.1%	39.3%	30.0%	31.5%	36.5%	17.0%	49.8%	33.7%
%H (All HH)		100.0%	31.2%	12.7%	66.6%	12.6%	54.0%	77.0%
%H (TV HH)			31.2%	12.7%	66.6%	12.6%	54.0%	
2	685	685	297	109	493	214	279	595
%V	32.6%	34.5%	36.6%	34.7%	34.6%	37.0%	33.0%	33.5%
%H (All HH)		100.0%	43.4%	15.9%	72.0%	31.2%	40.7%	86.9%
%H (TV HH)			43.4%	15.9%	72.0%	31.2%	40.7%	
3	315	315	156	59	247	146	101	293
%V	15.0%	15.9%	19.2%	18.8%	17.4%	25.3%	11.9%	16.5%
%H (All HH)		100.0%	49.5%	18.7%	78.4%	46.3%	32.1%	93.0%
%H (TV HH)			49.5%	18.7%	78.4%	46.3%	32.1%	
4	137	137	79	28	110	80	31	132
%V	6.5%	6.9%	9.7%	8.9%	7.7%	13.8%	3.7%	7.4%
%H (All HH)		100.0%	57.7%	20.4%	80.3%	58.4%	22.6%	96.4%
%H (TV HH)			57.7%	20.4%	80.3%	58.4%	22.6%	
5+	67	67	37	18	54	40	14	66
%V	3.2%	3.4%	4.6%	5.7%	3.8%	6.9%	1.7%	3.7%
%H (All HH)		100.0%	55.2%	26.9%	80.6%	59.7%	20.9%	98.5%
%H (TV HH)			55.2%	26.9%	80.6%	59.7%	20.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2099	1983	811	314	1423	578	846	1778
%V (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Under 20"	441	441	176	72	364	175	190	383
%V	21.0%	22.2%	21.7%	22.9%	25.6%	30.3%	22.5%	21.5%
%H (All HH)		100.0%	39.9%	16.3%	82.5%	39.7%	43.1%	86.8%
%H (TV HH)			39.9%	16.3%	82.5%	39.7%	43.1%	
20" - 29"	722	722	284	104	580	246	334	591
%V	34.4%	36.4%	35.0%	33.1%	40.8%	42.6%	39.5%	33.2%
%H (All HH)		100.0%	39.3%	14.4%	80.3%	34.1%	46.3%	81.9%
%H (TV HH)			39.3%	14.4%	80.3%	34.1%	46.3%	
30" - 39"	1048	1048	438	167	772	331	440	900
%V	49.9%	52.8%	54.0%	53.2%	54.3%	57.3%	52.0%	50.6%
%H (All HH)		100.0%	41.8%	15.9%	73.7%	31.6%	42.0%	85.9%
%H (TV HH)			41.8%	15.9%	73.7%	31.6%	42.0%	
40" and over	980	980	508	197	648	372	276	916
%V	46.7%	49.4%	62.6%	62.7%	45.5%	64.4%	32.6%	51.5%
%H (All HH)		100.0%	51.8%	20.1%	66.1%	38.0%	28.2%	93.5%
%H (TV HH)			51.8%	20.1%	66.1%	38.0%	28.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Main living room	1953	1953	806	311	1403	574	829	1660
%V	93.0%	98.5%	99.4%	99.0%	98.6%	99.3%	98.0%	93.4%
%H (All HH)		100.0%	41.3%	15.9%	71.8%	29.4%	42.4%	85.0%
%H (TV HH)			41.3%	15.9%	71.8%	29.4%	42.4%	
Kitchen	239	239	114	44	204	118	86	215
%V	11.4%	12.1%	14.1%	14.0%	14.3%	20.4%	10.2%	12.1%
%H (All HH)		100.0%	47.7%	18.4%	85.4%	49.4%	36.0%	90.0%
%H (TV HH)			47.7%	18.4%	85.4%	49.4%	36.0%	
Adult's bedroom	922	922	430	169	701	377	324	833
%V	43.9%	46.5%	53.0%	53.8%	49.3%	65.2%	38.3%	46.9%
%H (All HH)		100.0%	46.6%	18.3%	76.0%	40.9%	35.1%	90.3%
%H (TV HH)			46.6%	18.3%	76.0%	40.9%	35.1%	
Child's bedroom	177	177	102	43	117	85	33	172
%V	8.4%	8.9%	12.6%	13.7%	8.2%	14.7%	3.9%	9.7%
%H (All HH)		100.0%	57.6%	24.3%	66.1%	48.0%	18.6%	97.2%
%H (TV HH)			57.6%	24.3%	66.1%	48.0%	18.6%	
Other bedroom	99	99	54	17	79	49	29	93
%V	4.7%	5.0%	6.7%	5.4%	5.6%	8.5%	3.4%	5.2%
%H (All HH)		100.0%	54.5%	17.2%	79.8%	49.5%	29.3%	93.9%
%H (TV HH)			54.5%	17.2%	79.8%	49.5%	29.3%	
Second living/dining room	170	170	84	30	134	77	56	155
%V	8.1%	8.6%	10.4%	9.6%	9.4%	13.3%	6.6%	8.7%
%H (All HH)		100.0%	49.4%	17.6%	78.8%	45.3%	32.9%	91.2%
%H (TV HH)			49.4%	17.6%	78.8%	45.3%	32.9%	
Study/office	47	47	26	3	37	20	18	47
%V	2.2%	2.4%	3.2%	1.0%	2.6%	3.5%	2.1%	2.6%
%H (All HH)		100.0%	55.3%	6.4%	78.7%	42.6%	38.3%	100.0%
%H (TV HH)			55.3%	6.4%	78.7%	42.6%	38.3%	
TV room	23	23	13	2	16	8	8	22
%V	1.1%	1.2%	1.6%	0.6%	1.1%	1.4%	0.9%	1.2%
%H (All HH)		100.0%	56.5%	8.7%	69.6%	34.8%	34.8%	95.7%
%H (TV HH)			56.5%	8.7%	69.6%	34.8%	34.8%	
Conservatory	40	40	18	10	34	22	12	38
%V	1.9%	2.0%	2.2%	3.2%	2.4%	3.8%	1.4%	2.1%
%H (All HH)		100.0%	45.0%	25.0%	85.0%	55.0%	30.0%	95.0%
%H (TV HH)			45.0%	25.0%	85.0%	55.0%	30.0%	
Attic or loft room	3	3	1	1	2	1	1	2
%V	0.1%	0.2%	0.1%	0.3%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
No specific location	4	4	2	1	3	2	2	3
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	50.0%	
Other	24	24	14	3	20	14	6	23
%V	1.1%	1.2%	1.7%	1.0%	1.4%	2.4%	0.7%	1.3%
%H (All HH)		100.0%	58.3%	12.5%	83.3%	58.3%	25.0%	95.8%
%H (TV HH)			58.3%	12.5%	83.3%	58.3%	25.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Any DSAT provider	811	811	811	12	441	441	0	764
%V	38.6%	40.9%	100.0%	3.8%	31.0%	76.3%	0.0%	43.0%
%H (All HH)			100.0%	1.5%	54.4%	54.4%	0.0%	94.2%
%H (TV HH)			100.0%	1.5%	54.4%	54.4%	0.0%	
Sky with subscription	673	673	673	5	363	363	0	645
%V	32.1%	33.9%	83.0%	1.6%	25.5%	62.8%	0.0%	36.3%
%H (All HH)			100.0%	0.7%	53.9%	53.9%	0.0%	95.8%
%H (TV HH)			100.0%	0.7%	53.9%	53.9%	0.0%	
Sky without subscription	25	25	25	0	12	12	0	19
%V	1.2%	1.3%	3.1%	0.0%	0.8%	2.1%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	48.0%	48.0%	0.0%	76.0%
%H (TV HH)			100.0%	0.0%	48.0%	48.0%	0.0%	
Freesat	122	122	122	5	69	69	0	110
%V	5.8%	6.2%	15.0%	1.6%	4.8%	11.9%	0.0%	6.2%
%H (All HH)			100.0%	4.1%	56.6%	56.6%	0.0%	90.2%
%H (TV HH)			100.0%	4.1%	56.6%	56.6%	0.0%	
Other satellite provider	20	20	20	1	10	10	0	18
%V	1.0%	1.0%	2.5%	0.3%	0.7%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	5.0%	50.0%	50.0%	0.0%	90.0%
%H (TV HH)			100.0%	5.0%	50.0%	50.0%	0.0%	
DCAB	314	314	12	314	144	144	0	296
%V	15.0%	15.8%	1.5%	100.0%	10.1%	24.9%	0.0%	16.6%
%H (All HH)			3.8%	100.0%	45.9%	45.9%	0.0%	94.3%
%H (TV HH)			3.8%	100.0%	45.9%	45.9%	0.0%	
DTT	1423	1423	441	144	1423	578	846	1167
%V	67.8%	71.8%	54.4%	45.9%	100.0%	100.0%	100.0%	65.6%
%H (All HH)		100.0%	31.0%	10.1%	100.0%	40.6%	59.5%	82.0%
%H (TV HH)			31.0%	10.1%	100.0%	40.6%	59.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
PVR	1282	1282	716	273	820	517	303	1196
%V	61.1%	64.6%	88.3%	86.9%	57.6%	89.4%	35.8%	67.3%
%H (All HH)		100.0%	55.9%	21.3%	64.0%	40.3%	23.6%	93.3%
%H (TV HH)			55.9%	21.3%	64.0%	40.3%	23.6%	
DVDR	77	77	22	11	67	23	44	66
%V	3.7%	3.9%	2.7%	3.5%	4.7%	4.0%	5.2%	3.7%
%H (All HH)		100.0%	28.6%	14.3%	87.0%	29.9%	57.1%	85.7%
%H (TV HH)			28.6%	14.3%	87.0%	29.9%	57.1%	
VCR	44	44	8	5	41	11	31	28
%V	2.1%	2.2%	1.0%	1.6%	2.9%	1.9%	3.7%	1.6%
%H (All HH)		100.0%	18.2%	11.4%	93.2%	25.0%	70.5%	63.6%
%H (TV HH)			18.2%	11.4%	93.2%	25.0%	70.5%	
Any recorder	1334	1334	721	275	871	523	348	1229
%V	63.6%	67.3%	88.9%	87.6%	61.2%	90.5%	41.1%	69.1%
%H (All HH)		100.0%	54.0%	20.6%	65.3%	39.2%	26.1%	92.1%
%H (TV HH)			54.0%	20.6%	65.3%	39.2%	26.1%	
Receives HDTV (via STB or built-in reception)	1291	1291	654	266	875	493	383	1201
%V	61.5%	65.1%	80.6%	84.7%	61.5%	85.3%	45.3%	67.5%
%H (All HH)		100.0%	50.7%	20.6%	67.8%	38.2%	29.7%	93.0%
%H (TV HH)			50.7%	20.6%	67.8%	38.2%	29.7%	
DVD/Blu-ray player or recorder	1482	1482	622	250	1098	483	615	1306
%V	70.6%	74.7%	76.7%	79.6%	77.2%	83.6%	72.7%	73.5%
%H (All HH)		100.0%	42.0%	16.9%	74.1%	32.6%	41.5%	88.1%
%H (TV HH)			42.0%	16.9%	74.1%	32.6%	41.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2099	1983	811	314	1423	578	846	1778
%H (All HH)		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%
%H (TV HH)			40.9%	15.8%	71.8%	29.1%	42.7%	
Has broadband internet	1778	1686	764	296	1167	552	615	1778
%V	84.7%	85.0%	94.2%	94.3%	82.0%	95.5%	72.7%	100.0%
%H (All HH)		94.8%	43.0%	16.6%	65.6%	31.0%	34.6%	100.0%
%H (TV HH)			45.3%	17.6%	69.2%	32.7%	36.5%	
Number of computers (PCs and laptops)								
0	330	308	56	28	261	38	224	41
%V	15.7%	15.5%	6.9%	8.9%	18.3%	6.6%	26.5%	2.3%
%H (All HH)		93.3%	17.0%	8.5%	79.1%	11.5%	67.9%	12.4%
%H (TV HH)			18.2%	9.1%	84.7%	12.3%	72.7%	
1	480	444	144	60	330	93	238	455
%V	22.9%	22.4%	17.8%	19.1%	23.2%	16.1%	28.1%	25.6%
%H (All HH)		92.5%	30.0%	12.5%	68.8%	19.4%	49.6%	94.8%
%H (TV HH)			32.4%	13.5%	74.3%	20.9%	53.6%	
2	525	496	226	84	332	149	183	522
%V	25.0%	25.0%	27.9%	26.8%	23.3%	25.8%	21.6%	29.4%
%H (All HH)		94.5%	43.0%	16.0%	63.2%	28.4%	34.9%	99.4%
%H (TV HH)			45.6%	16.9%	66.9%	30.0%	36.9%	
3	319	306	148	63	205	112	93	316
%V	15.2%	15.4%	18.2%	20.1%	14.4%	19.4%	11.0%	17.8%
%H (All HH)		95.9%	46.4%	19.7%	64.3%	35.1%	29.2%	99.1%
%H (TV HH)			48.4%	20.6%	67.0%	36.6%	30.4%	
4	195	187	104	31	125	75	50	195
%V	9.3%	9.4%	12.8%	9.9%	8.8%	13.0%	5.9%	11.0%
%H (All HH)		95.9%	53.3%	15.9%	64.1%	38.5%	25.6%	100.0%
%H (TV HH)			55.6%	16.6%	66.8%	40.1%	26.7%	
5+	250	242	133	49	170	111	59	249
%V	11.9%	12.2%	16.4%	15.6%	11.9%	19.2%	7.0%	14.0%
%H (All HH)		96.8%	53.2%	19.6%	68.0%	44.4%	23.6%	99.6%
%H (TV HH)			55.0%	20.2%	70.2%	45.9%	24.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	4004	1821	708	2980	1502	1478	3556
%H		45.5%	17.7%	74.4%	37.5%	36.9%	88.8%
Under 20"	570	230	96	475	234	241	506
%V	14.2%	12.6%	13.6%	15.9%	15.6%	16.3%	14.2%
%H		40.4%	16.8%	83.3%	41.1%	42.3%	88.8%
20" - 29"	930	382	136	752	339	413	777
%V	23.2%	21.0%	19.2%	25.2%	22.6%	27.9%	21.9%
%H		41.1%	14.6%	80.9%	36.5%	44.4%	83.5%
30" - 39"	1279	559	224	950	453	497	1117
%V	31.9%	30.7%	31.6%	31.9%	30.2%	33.6%	31.4%
%H		43.7%	17.5%	74.3%	35.4%	38.9%	87.3%
40" and over	1202	643	247	788	470	318	1134
%V	30.0%	35.3%	34.9%	26.4%	31.3%	21.5%	31.9%
%H		53.5%	20.5%	65.6%	39.1%	26.5%	94.3%
Don't know	24	8	5	15	6	10	22
%V	0.6%	0.4%	0.7%	0.5%	0.4%	0.7%	0.6%
%H		33.3%	20.8%	62.5%	25.0%	41.7%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4004	1821	708	2980	1502	1478	3556
%H		45.5%	17.7%	74.4%	37.5%	36.9%	88.8%
Main living room	1971	815	317	1415	582	834	1677
%V	49.2%	44.8%	44.8%	47.5%	38.7%	56.4%	47.2%
%H		41.3%	16.1%	71.8%	29.5%	42.3%	85.1%
Kitchen	240	114	45	204	118	86	215
%V	6.0%	6.3%	6.4%	6.8%	7.9%	5.8%	6.0%
%H		47.5%	18.8%	85.0%	49.2%	35.8%	89.6%
Adult's bedroom	1125	532	217	861	482	379	1030
%V	28.1%	29.2%	30.6%	28.9%	32.1%	25.6%	29.0%
%H		47.3%	19.3%	76.5%	42.8%	33.7%	91.6%
Child's bedroom	230	132	57	153	113	41	223
%V	5.7%	7.2%	8.1%	5.1%	7.5%	2.8%	6.3%
%H		57.4%	24.8%	66.5%	49.1%	17.8%	97.0%
Other bedroom	113	64	20	91	60	31	107
%V	2.8%	3.5%	2.8%	3.1%	4.0%	2.1%	3.0%
%H		56.6%	17.7%	80.5%	53.1%	27.4%	94.7%
Second living/dining room	176	87	31	139	80	59	160
%V	4.4%	4.8%	4.4%	4.7%	5.3%	4.0%	4.5%
%H		49.4%	17.6%	79.0%	45.5%	33.5%	90.9%
Study/office	48	27	3	37	20	18	48
%V	1.2%	1.5%	0.4%	1.2%	1.3%	1.2%	1.3%
%H		56.3%	6.3%	77.1%	41.7%	37.5%	100.0%
TV room	23	13	2	16	8	8	22
%V	0.6%	0.7%	0.3%	0.5%	0.5%	0.5%	0.6%
%H		56.5%	8.7%	69.6%	34.8%	34.8%	95.7%
Conservatory	40	19	10	34	22	12	39
%V	1.0%	1.0%	1.4%	1.1%	1.5%	0.8%	1.1%
%H		47.5%	25.0%	85.0%	55.0%	30.0%	97.5%
Attic or loft room	3	1	1	2	1	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	66.7%
No specific location	5	3	1	4	2	2	4
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	40.0%	40.0%	80.0%
Other	29	16	3	23	14	9	27
%V	0.7%	0.9%	0.4%	0.8%	0.9%	0.6%	0.8%
%H		55.2%	10.3%	79.3%	48.3%	31.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4004	1821	708	2980	1502	1478	3556
%H		45.5%	17.7%	74.4%	37.5%	36.9%	88.8%
PVR	1683	979	375	1052	704	348	1588
%V	42.0%	53.8%	53.0%	35.3%	46.9%	23.5%	44.7%
%H		58.2%	22.3%	62.5%	41.8%	20.7%	94.4%
DVDR	84	23	12	73	24	49	72
%V	2.1%	1.3%	1.7%	2.4%	1.6%	3.3%	2.0%
%H		27.4%	14.3%	86.9%	28.6%	58.3%	85.7%
VCR	47	8	5	45	11	34	31
%V	1.2%	0.4%	0.7%	1.5%	0.7%	2.3%	0.9%
%H		17.0%	10.6%	95.7%	23.4%	72.3%	66.0%
Any recorder	1750	987	379	1116	714	402	1633
%V	43.7%	54.2%	53.5%	37.4%	47.5%	27.2%	45.9%
%H		56.4%	21.7%	63.8%	40.8%	23.0%	93.3%

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	4004	1821	708	2980	1502	1478	3556
%H		45.5%	17.7%	74.4%	37.5%	36.9%	88.8%
Receives HDTV (via STB or built-in reception)	1843	936	411	1275	756	519	1730
%V	46.0%	51.4%	58.1%	42.8%	50.3%	35.1%	48.7%
%H		50.8%	22.3%	69.2%	41.0%	28.2%	93.9%
DVD/Blu-ray player or recorder	2102	942	373	1583	780	802	1898
%V	52.5%	51.7%	52.7%	53.1%	51.9%	54.3%	53.4%
%H		44.8%	17.7%	75.3%	37.1%	38.2%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1976	810	314	1421	578	844	1680
%H		41.0%	15.9%	71.9%	29.3%	42.7%	85.0%
Under 20"	33	2	3	27	2	25	23
%V	1.7%	0.2%	1.0%	1.9%	0.3%	3.0%	1.4%
%H		6.1%	9.1%	81.8%	6.1%	75.8%	69.7%
20" - 29"	257	56	24	214	38	177	172
%V	13.0%	6.9%	7.6%	15.1%	6.6%	21.0%	10.2%
%H		21.8%	9.3%	83.3%	14.8%	68.9%	66.9%
30" - 39"	727	255	96	549	178	371	588
%V	36.8%	31.5%	30.6%	38.6%	30.8%	44.0%	35.0%
%H		35.1%	13.2%	75.5%	24.5%	51.0%	80.9%
40" and over	948	494	190	623	357	266	888
%V	48.0%	61.0%	60.5%	43.8%	61.8%	31.5%	52.9%
%H		52.1%	20.0%	65.7%	37.7%	28.1%	93.7%
Don't know	11	4	2	8	3	5	9
%V	0.6%	0.5%	0.6%	0.6%	0.5%	0.6%	0.5%
%H		36.4%	18.2%	72.7%	27.3%	45.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

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	1976	810	314	1421	578	844	1680
%H		41.0%	15.9%	71.9%	29.3%	42.7%	85.0%
PVR	1267	710	272	808	513	295	1185
%V	64.1%	87.7%	86.6%	56.9%	88.8%	35.0%	70.5%
%H		56.0%	21.5%	63.8%	40.5%	23.3%	93.5%
DVDR	69	18	10	61	20	41	59
%V	3.5%	2.2%	3.2%	4.3%	3.5%	4.9%	3.5%
%H		26.1%	14.5%	88.4%	29.0%	59.4%	85.5%
VCR	37	7	4	34	9	26	23
%V	1.9%	0.9%	1.3%	2.4%	1.6%	3.1%	1.4%
%H		18.9%	10.8%	91.9%	24.3%	70.3%	62.2%
Any recorder	1318	714	274	857	517	340	1216
%V	66.7%	88.1%	87.3%	60.3%	89.4%	40.3%	72.4%
%H		54.2%	20.8%	65.0%	39.2%	25.8%	92.3%

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	1976	810	314	1421	578	844	1680
%H		41.0%	15.9%	71.9%	29.3%	42.7%	85.0%
Receives HDTV (via STB or built-in reception)	1260	641	262	849	482	368	1173
%V	63.8%	79.1%	83.4%	59.7%	83.4%	43.6%	69.8%
%H		50.9%	20.8%	67.4%	38.3%	29.2%	93.1%
DVD/Blu-ray player or recorder	1390	574	236	1027	441	586	1221
%V	70.3%	70.9%	75.2%	72.3%	76.3%	69.4%	72.7%
%H		41.3%	17.0%	73.9%	31.7%	42.2%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2028	1010	394	1559	924	635	1875
%H		49.8%	19.4%	76.9%	45.6%	31.3%	92.5%
Under 20"	538	228	93	448	232	216	483
%V	26.5%	22.6%	23.6%	28.7%	25.1%	34.0%	25.8%
%H		42.4%	17.3%	83.3%	43.1%	40.1%	89.8%
20" - 29"	672	326	112	538	301	237	605
%V	33.1%	32.3%	28.4%	34.5%	32.6%	37.3%	32.3%
%H		48.5%	16.7%	80.1%	44.8%	35.3%	90.0%
30" - 39"	552	304	128	401	276	126	529
%V	27.2%	30.1%	32.5%	25.7%	29.9%	19.8%	28.2%
%H		55.1%	23.2%	72.6%	50.0%	22.8%	95.8%
40" and over	254	149	57	165	112	53	246
%V	12.5%	14.8%	14.5%	10.6%	12.1%	8.3%	13.1%
%H		58.7%	22.4%	65.0%	44.1%	20.9%	96.9%
Don't know	12	4	4	7	3	4	12
%V	0.6%	0.4%	1.0%	0.4%	0.3%	0.6%	0.6%
%H		33.3%	33.3%	58.3%	25.0%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2028	1010	394	1559	924	635	1875
%H		49.8%	19.4%	76.9%	45.6%	31.3%	92.5%
PVR	416	269	102	244	191	53	403
%V	20.5%	26.6%	25.9%	15.7%	20.7%	8.3%	21.5%
%H		64.7%	24.5%	58.7%	45.9%	12.7%	96.9%
DVDR	14	5	2	12	5	8	13
%V	0.7%	0.5%	0.5%	0.8%	0.5%	1.3%	0.7%
%H		35.7%	14.3%	85.7%	35.7%	57.1%	92.9%
VCR	11	1	1	11	2	9	8
%V	0.5%	0.1%	0.3%	0.7%	0.2%	1.4%	0.4%
%H		9.1%	9.1%	100.0%	18.2%	81.8%	72.7%
Any recorder	431	274	104	258	196	62	416
%V	21.3%	27.1%	26.4%	16.5%	21.2%	9.8%	22.2%
%H		63.6%	24.1%	59.9%	45.5%	14.4%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2028	1010	394	1559	924	635	1875
%H		49.8%	19.4%	76.9%	45.6%	31.3%	92.5%
Receives HDTV (via STB or built-in reception)	583	295	148	425	274	151	557
%V	28.7%	29.2%	37.6%	27.3%	29.7%	23.8%	29.7%
%H		50.6%	25.4%	72.9%	47.0%	25.9%	95.5%
DVD/Blu-ray player or recorder	712	369	137	555	339	216	677
%V	35.1%	36.5%	34.8%	35.6%	36.7%	34.0%	36.1%
%H		51.8%	19.2%	77.9%	47.6%	30.3%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4946	4723	2179	840	3230	1557	1673	4510
%H		95.5%	44.1%	17.0%	65.3%	31.5%	33.8%	91.2%
Total Children	953	926	506	179	555	321	234	932
%V	19.3%	19.6%	23.2%	21.3%	17.2%	20.6%	14.0%	20.7%
%H		97.2%	53.1%	18.8%	58.2%	33.7%	24.6%	97.8%
0 - 3	256	246	133	46	150	85	65	250
%V	5.2%	5.2%	6.1%	5.5%	4.6%	5.5%	3.9%	5.5%
%H		96.1%	52.0%	18.0%	58.6%	33.2%	25.4%	97.7%
4 - 15	697	680	373	133	405	236	169	682
%V	14.1%	14.4%	17.1%	15.8%	12.5%	15.2%	10.1%	15.1%
%H		97.6%	53.5%	19.1%	58.1%	33.9%	24.2%	97.8%
4 - 9	384	373	204	69	211	117	94	373
%V	7.8%	7.9%	9.4%	8.2%	6.5%	7.5%	5.6%	8.3%
%H		97.1%	53.1%	18.0%	54.9%	30.5%	24.5%	97.1%
10 - 15	312	307	168	64	193	119	75	308
%V	6.3%	6.5%	7.7%	7.6%	6.0%	7.6%	4.5%	6.8%
%H		98.4%	53.8%	20.5%	61.9%	38.1%	24.0%	98.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Individual level data

Table 7.22: 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	4946	4723	2179	840	3230	1557	1673	4510
%H		95.5%	44.1%	17.0%	65.3%	31.5%	33.8%	91.2%
Total Adults (16+)	3993	3797	1673	660	2675	1236	1439	3578
%V	80.7%	80.4%	76.8%	78.6%	82.8%	79.4%	86.0%	79.3%
%H		95.1%	41.9%	16.5%	67.0%	31.0%	36.0%	89.6%
16 - 19	213	208	99	49	148	89	60	212
%V	4.3%	4.4%	4.5%	5.8%	4.6%	5.7%	3.6%	4.7%
%H		97.7%	46.5%	23.0%	69.5%	41.8%	28.2%	99.5%
20 - 24	294	273	114	60	178	97	81	287
%V	5.9%	5.8%	5.2%	7.1%	5.5%	6.2%	4.8%	6.4%
%H		92.9%	38.8%	20.4%	60.5%	33.0%	27.6%	97.6%
25 - 34	631	581	308	95	344	177	167	607
%V	12.8%	12.3%	14.1%	11.3%	10.7%	11.4%	10.0%	13.5%
%H		92.1%	48.8%	15.1%	54.5%	28.1%	26.5%	96.2%
35 - 44	631	589	294	111	360	181	179	614
%V	12.8%	12.5%	13.5%	13.2%	11.1%	11.6%	10.7%	13.6%
%H		93.3%	46.6%	17.6%	57.1%	28.7%	28.4%	97.3%
45 - 54	716	688	332	143	479	264	215	691
%V	14.5%	14.6%	15.2%	17.0%	14.8%	17.0%	12.9%	15.3%
%H		96.1%	46.4%	20.0%	66.9%	36.9%	30.0%	96.5%
55 - 64	576	552	232	109	416	197	218	534
%V	11.6%	11.7%	10.6%	13.0%	12.9%	12.7%	13.0%	11.8%
%H		95.8%	40.3%	18.9%	72.2%	34.2%	37.8%	92.7%
65+	931	906	294	94	750	231	519	633
%V	18.8%	19.2%	13.5%	11.2%	23.2%	14.8%	31.0%	14.0%
%H		97.3%	31.6%	10.1%	80.6%	24.8%	55.7%	68.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3993	3797	1673	660	2675	1236	1439	3578
%H		95.1%	41.9%	16.5%	67.0%	31.0%	36.0%	89.6%
AB	1398	1338	617	247	955	481	474	1342
%V	35.0%	35.2%	36.9%	37.4%	35.7%	38.9%	32.9%	37.5%
%H		95.7%	44.1%	17.7%	68.3%	34.4%	33.9%	96.0%
C1	1158	1097	465	166	751	310	441	1072
%V	29.0%	28.9%	27.8%	25.2%	28.1%	25.1%	30.6%	30.0%
%H		94.7%	40.2%	14.3%	64.9%	26.8%	38.1%	92.6%
C2	767	749	350	142	532	276	257	680
%V	19.2%	19.7%	20.9%	21.5%	19.9%	22.3%	17.9%	19.0%
%H		97.7%	45.6%	18.5%	69.4%	36.0%	33.5%	88.7%
D	498	448	194	78	316	138	177	385
%V	12.5%	11.8%	11.6%	11.8%	11.8%	11.2%	12.3%	10.8%
%H		90.0%	39.0%	15.7%	63.5%	27.7%	35.5%	77.3%
E	173	165	47	27	121	31	90	100
%V	4.3%	4.3%	2.8%	4.1%	4.5%	2.5%	6.3%	2.8%
%H		95.4%	27.2%	15.6%	69.9%	17.9%	52.0%	57.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.24: 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+)	3993	3797	1673	660	2675	1236	1439	3578
%H		95.1%	41.9%	16.5%	67.0%	31.0%	36.0%	89.6%
Working full time	1978	1864	918	359	1229	650	579	1923
%V	49.5%	49.1%	54.9%	54.4%	45.9%	52.6%	40.2%	53.7%
%H		94.2%	46.4%	18.1%	62.1%	32.9%	29.3%	97.2%
Working part time	449	434	218	77	297	157	139	429
%V	11.2%	11.4%	13.0%	11.7%	11.1%	12.7%	9.7%	12.0%
%H		96.7%	48.6%	17.1%	66.1%	35.0%	31.0%	95.5%
Not working	1566	1500	537	225	1149	428	721	1226
%V	39.2%	39.5%	32.1%	34.1%	43.0%	34.6%	50.1%	34.3%
%H		95.8%	34.3%	14.4%	73.4%	27.3%	46.0%	78.3%
Housewife/Houseperson	2099	1983	811	314	1423	578	846	1778
%V	52.6%	52.2%	48.5%	47.6%	53.2%	46.8%	58.8%	49.7%
%H		94.5%	38.6%	15.0%	67.8%	27.5%	40.3%	84.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	1935	1836	840	324	1267	609	658	1753
%H		94.9%	43.4%	16.7%	65.5%	31.5%	34.0%	90.6%
16 - 19	115	114	49	32	78	44	34	114
%V	5.9%	6.2%	5.8%	9.9%	6.2%	7.2%	5.2%	6.5%
%H		99.1%	42.6%	27.8%	67.8%	38.3%	29.6%	99.1%
20 - 24	133	127	61	25	77	46	31	130
%V	6.9%	6.9%	7.3%	7.7%	6.1%	7.6%	4.7%	7.4%
%H		95.5%	45.9%	18.8%	57.9%	34.6%	23.3%	97.7%
25 - 34	319	290	154	46	172	88	84	304
%V	16.5%	15.8%	18.3%	14.2%	13.6%	14.4%	12.8%	17.3%
%H		90.9%	48.3%	14.4%	53.9%	27.6%	26.3%	95.3%
35 - 44	311	286	142	54	172	84	88	301
%V	16.1%	15.6%	16.9%	16.7%	13.6%	13.8%	13.4%	17.2%
%H		92.0%	45.7%	17.4%	55.3%	27.0%	28.3%	96.8%
45 - 54	349	334	161	67	227	121	106	332
%V	18.0%	18.2%	19.2%	20.7%	17.9%	19.9%	16.1%	18.9%
%H		95.7%	46.1%	19.2%	65.0%	34.7%	30.4%	95.1%
55 - 64	281	272	120	55	203	103	100	258
%V	14.5%	14.8%	14.3%	17.0%	16.0%	16.9%	15.2%	14.7%
%H		96.8%	42.7%	19.6%	72.2%	36.7%	35.6%	91.8%
65+	427	413	152	45	338	122	216	313
%V	22.1%	22.5%	18.1%	13.9%	26.7%	20.0%	32.8%	17.9%
%H		96.7%	35.6%	10.5%	79.2%	28.6%	50.6%	73.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)		1935	1836	840	324	1267	609	658	1753
%H			94.9%	43.4%	16.7%	65.5%	31.5%	34.0%	90.6%
AB		695	666	315	123	467	240	227	669
%V		35.9%	36.3%	37.5%	38.0%	36.9%	39.4%	34.5%	38.2%
%H			95.8%	45.3%	17.7%	67.2%	34.5%	32.7%	96.3%
C1		540	517	231	80	343	150	194	515
%V		27.9%	28.2%	27.5%	24.7%	27.1%	24.6%	29.5%	29.4%
%H			95.7%	42.8%	14.8%	63.5%	27.8%	35.9%	95.4%
C2		394	384	181	74	270	140	130	350
%V		20.4%	20.9%	21.5%	22.8%	21.3%	23.0%	19.8%	20.0%
%H			97.5%	45.9%	18.8%	68.5%	35.5%	33.0%	88.8%
D		233	201	91	37	139	64	75	176
%V		12.0%	10.9%	10.8%	11.4%	11.0%	10.5%	11.4%	10.0%
%H			86.3%	39.1%	15.9%	59.7%	27.5%	32.2%	75.5%
E		73	68	22	11	47	15	33	43
%V		3.8%	3.7%	2.6%	3.4%	3.7%	2.5%	5.0%	2.5%
%H			93.2%	30.1%	15.1%	64.4%	20.5%	45.2%	58.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1935	1836	840	324	1267	609	658	1753
%H		94.9%	43.4%	16.7%	65.5%	31.5%	34.0%	90.6%
Working full time	1203	1138	565	221	747	395	352	1166
%V	62.2%	62.0%	67.3%	68.2%	59.0%	64.9%	53.5%	66.5%
%H		94.6%	47.0%	18.4%	62.1%	32.8%	29.3%	96.9%
Working part time	84	75	39	11	51	25	25	75
%V	4.3%	4.1%	4.6%	3.4%	4.0%	4.1%	3.8%	4.3%
%H		89.3%	46.4%	13.1%	60.7%	29.8%	29.8%	89.3%
Not working	648	622	236	93	469	188	281	512
%V	33.5%	33.9%	28.1%	28.7%	37.0%	30.9%	42.7%	29.2%
%H		96.0%	36.4%	14.4%	72.4%	29.0%	43.4%	79.0%
Housewife/Houseperson	405	367	133	52	267	93	174	304
%V	20.9%	20.0%	15.8%	16.0%	21.1%	15.3%	26.4%	17.3%
%H		90.6%	32.8%	12.8%	65.9%	23.0%	43.0%	75.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2058	1961	833	336	1408	627	781	1825
%H		95.3%	40.5%	16.3%	68.4%	30.5%	37.9%	88.7%
16 - 19	98	94	50	17	71	44	26	97
%V	4.8%	4.8%	6.0%	5.1%	5.0%	7.0%	3.3%	5.3%
%H		95.9%	51.0%	17.3%	72.4%	44.9%	26.5%	99.0%
20 - 24	161	145	53	34	102	52	50	157
%V	7.8%	7.4%	6.4%	10.1%	7.2%	8.3%	6.4%	8.6%
%H		90.1%	32.9%	21.1%	63.4%	32.3%	31.1%	97.5%
25 - 34	312	290	153	49	172	88	84	304
%V	15.2%	14.8%	18.4%	14.6%	12.2%	14.0%	10.8%	16.7%
%H		92.9%	49.0%	15.7%	55.1%	28.2%	26.9%	97.4%
35 - 44	320	303	152	57	188	96	91	313
%V	15.5%	15.5%	18.2%	17.0%	13.4%	15.3%	11.7%	17.2%
%H		94.7%	47.5%	17.8%	58.8%	30.0%	28.4%	97.8%
45 - 54	367	354	171	76	251	142	109	359
%V	17.8%	18.1%	20.5%	22.6%	17.8%	22.6%	14.0%	19.7%
%H		96.5%	46.6%	20.7%	68.4%	38.7%	29.7%	97.8%
55 - 64	295	281	112	53	212	95	118	275
%V	14.3%	14.3%	13.4%	15.8%	15.1%	15.2%	15.1%	15.1%
%H		95.3%	38.0%	18.0%	71.9%	32.2%	40.0%	93.2%
65+	504	493	142	49	412	109	303	320
%V	24.5%	25.1%	17.0%	14.6%	29.3%	17.4%	38.8%	17.5%
%H		97.8%	28.2%	9.7%	81.7%	21.6%	60.1%	63.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2058	1961	833	336	1408	627	781	1825
%H		95.3%	40.5%	16.3%	68.4%	30.5%	37.9%	88.7%
AB	702	673	302	124	488	241	247	673
%V	34.1%	34.3%	36.3%	36.9%	34.7%	38.4%	31.6%	36.9%
%H		95.9%	43.0%	17.7%	69.5%	34.3%	35.2%	95.9%
C1	618	580	234	87	407	160	247	557
%V	30.0%	29.6%	28.1%	25.9%	28.9%	25.5%	31.6%	30.5%
%H		93.9%	37.9%	14.1%	65.9%	25.9%	40.0%	90.1%
C2	373	364	169	68	262	135	127	330
%V	18.1%	18.6%	20.3%	20.2%	18.6%	21.5%	16.3%	18.1%
%H		97.6%	45.3%	18.2%	70.2%	36.2%	34.0%	88.5%
D	265	247	104	42	176	74	102	208
%V	12.9%	12.6%	12.5%	12.5%	12.5%	11.8%	13.1%	11.4%
%H		93.2%	39.2%	15.8%	66.4%	27.9%	38.5%	78.5%
E	100	97	24	16	74	17	57	56
%V	4.9%	4.9%	2.9%	4.8%	5.3%	2.7%	7.3%	3.1%
%H		97.0%	24.0%	16.0%	74.0%	17.0%	57.0%	56.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2058	1961	833	336	1408	627	781	1825
%H		95.3%	40.5%	16.3%	68.4%	30.5%	37.9%	88.7%
Working full time	775	726	353	138	482	255	227	757
%V	37.7%	37.0%	42.4%	41.1%	34.2%	40.7%	29.1%	41.5%
%H		93.7%	45.5%	17.8%	62.2%	32.9%	29.3%	97.7%
Working part time	365	358	178	67	246	132	114	354
%V	17.7%	18.3%	21.4%	19.9%	17.5%	21.1%	14.6%	19.4%
%H		98.1%	48.8%	18.4%	67.4%	36.2%	31.2%	97.0%
Not working	918	878	301	132	680	240	440	714
%V	44.6%	44.8%	36.1%	39.3%	48.3%	38.3%	56.3%	39.1%
%H		95.6%	32.8%	14.4%	74.1%	26.1%	47.9%	77.8%
Housewife/Houseperson	1694	1616	678	261	1157	485	672	1474
%V	82.3%	82.4%	81.4%	77.7%	82.2%	77.4%	86.0%	80.8%
%H		95.4%	40.0%	15.4%	68.3%	28.6%	39.7%	87.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%V		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (All HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
%H (TV HH)								
AB	562	549	254	74	425	203	222	529
%V	21.6%	22.2%	23.8%	24.3%	21.8%	23.3%	20.6%	25.3%
%H (All HH)		97.7%	45.2%	13.2%	75.6%	36.1%	39.5%	94.1%
%H (TV HH)			46.3%	13.5%	77.4%	37.0%	40.4%	
C1	692	638	280	85	492	226	267	603
%V	26.6%	25.8%	26.3%	27.9%	25.3%	26.0%	24.8%	28.9%
%H (All HH)		92.2%	40.5%	12.3%	71.1%	32.7%	38.6%	87.1%
%H (TV HH)			43.9%	13.3%	77.1%	35.4%	41.8%	
C2	602	582	263	72	473	230	243	488
%V	23.1%	23.6%	24.7%	23.6%	24.3%	26.4%	22.5%	23.4%
%H (All HH)		96.7%	43.7%	12.0%	78.6%	38.2%	40.4%	81.1%
%H (TV HH)			45.2%	12.4%	81.3%	39.5%	41.8%	
D	432	404	159	47	319	130	189	306
%V	16.6%	16.4%	14.9%	15.4%	16.4%	14.9%	17.5%	14.7%
%H (All HH)		93.5%	36.8%	10.9%	73.8%	30.1%	43.8%	70.8%
%H (TV HH)			39.4%	11.6%	79.0%	32.2%	46.8%	
E	315	296	108	27	239	82	157	161
%V	12.1%	12.0%	10.1%	8.9%	12.3%	9.4%	14.6%	7.7%
%H (All HH)		94.0%	34.3%	8.6%	75.9%	26.0%	49.8%	51.1%
%H (TV HH)			36.5%	9.1%	80.7%	27.7%	53.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Under 25	121	97	37	8	65	23	42	112
%V	4.7%	3.9%	3.5%	2.6%	3.3%	2.6%	3.9%	5.4%
%H (All HH)		80.2%	30.6%	6.6%	53.7%	19.0%	34.7%	92.6%
%H (TV HH)			38.1%	8.2%	67.0%	23.7%	43.3%	
25 - 34	389	356	199	40	254	142	112	368
%V	15.0%	14.4%	18.7%	13.1%	13.0%	16.3%	10.4%	17.6%
%H (All HH)		91.5%	51.2%	10.3%	65.3%	36.5%	28.8%	94.6%
%H (TV HH)			55.9%	11.2%	71.3%	39.9%	31.5%	
35 - 44	431	409	224	60	285	164	120	409
%V	16.6%	16.6%	21.0%	19.7%	14.6%	18.9%	11.1%	19.6%
%H (All HH)		94.9%	52.0%	13.9%	66.1%	38.1%	27.8%	94.9%
%H (TV HH)			54.8%	14.7%	69.7%	40.1%	29.3%	
45 - 54	506	494	233	79	382	201	181	465
%V	19.4%	20.0%	21.9%	25.9%	19.6%	23.1%	16.8%	22.3%
%H (All HH)		97.6%	46.0%	15.6%	75.5%	39.7%	35.8%	91.9%
%H (TV HH)			47.2%	16.0%	77.3%	40.7%	36.6%	
55 - 64	414	399	162	53	326	144	181	346
%V	15.9%	16.2%	15.2%	17.4%	16.7%	16.6%	16.8%	16.6%
%H (All HH)		96.4%	39.1%	12.8%	78.7%	34.8%	43.7%	83.6%
%H (TV HH)			40.6%	13.3%	81.7%	36.1%	45.4%	
65 +	741	713	210	65	637	195	441	387
%V	28.5%	28.9%	19.7%	21.3%	32.7%	22.4%	40.9%	18.5%
%H (All HH)		96.2%	28.3%	8.8%	86.0%	26.3%	59.5%	52.2%
%H (TV HH)			29.5%	9.1%	89.3%	27.3%	61.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
1	804	738	191	67	620	152	469	448
%V	30.9%	29.9%	17.9%	22.0%	31.8%	17.5%	43.5%	21.5%
%H (All HH)		91.8%	23.8%	8.3%	77.1%	18.9%	58.3%	55.7%
%H (TV HH)			25.9%	9.1%	84.0%	20.6%	63.6%	
2	928	891	380	119	719	331	388	796
%V	35.7%	36.1%	35.7%	39.0%	36.9%	38.0%	36.0%	38.1%
%H (All HH)		96.0%	40.9%	12.8%	77.5%	35.7%	41.8%	85.8%
%H (TV HH)			42.6%	13.4%	80.7%	37.1%	43.5%	
3	382	369	211	50	266	160	106	367
%V	14.7%	14.9%	19.8%	16.4%	13.7%	18.4%	9.8%	17.6%
%H (All HH)		96.6%	55.2%	13.1%	69.6%	41.9%	27.7%	96.1%
%H (TV HH)			57.2%	13.6%	72.1%	43.4%	28.7%	
4	332	323	201	45	243	167	76	323
%V	12.8%	13.1%	18.9%	14.8%	12.5%	19.2%	7.1%	15.5%
%H (All HH)		97.3%	60.5%	13.6%	73.2%	50.3%	22.9%	97.3%
%H (TV HH)			62.2%	13.9%	75.2%	51.7%	23.5%	
5+	157	148	82	25	100	60	40	152
%V	6.0%	6.0%	7.7%	8.2%	5.1%	6.9%	3.7%	7.3%
%H (All HH)		94.3%	52.2%	15.9%	63.7%	38.2%	25.5%	96.8%
%H (TV HH)			55.4%	16.9%	67.6%	40.5%	27.0%	
Average HH size	2.31	2.33	2.67	2.52	2.25	2.63	1.94	2.53

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Without	1966	1848	692	217	1514	593	920	1476
%V	75.6%	74.8%	65.0%	71.1%	77.7%	68.2%	85.3%	70.7%
%H (All HH)		94.0%	35.2%	11.0%	77.0%	30.2%	46.8%	75.1%
%H (TV HH)			37.4%	11.7%	81.9%	32.1%	49.8%	
With	636	621	372	88	435	277	158	611
%V	24.4%	25.2%	34.9%	28.9%	22.3%	31.8%	14.7%	29.3%
%H (All HH)		97.6%	58.5%	13.8%	68.4%	43.6%	24.8%	96.1%
%H (TV HH)			59.9%	14.2%	70.0%	44.6%	25.4%	
0 - 3	241	234	142	25	165	102	63	228
%V	9.3%	9.5%	13.3%	8.2%	8.5%	11.7%	5.8%	10.9%
%H (All HH)		97.1%	58.9%	10.4%	68.5%	42.3%	26.1%	94.6%
%H (TV HH)			60.7%	10.7%	70.5%	43.6%	26.9%	
4 - 9	338	331	193	48	227	137	90	325
%V	13.0%	13.4%	18.1%	15.7%	11.7%	15.7%	8.3%	15.6%
%H (All HH)		97.9%	57.1%	14.2%	67.2%	40.5%	26.6%	96.2%
%H (TV HH)			58.3%	14.5%	68.6%	41.4%	27.2%	
10 - 15	287	282	170	46	205	139	66	278
%V	11.0%	11.4%	16.0%	15.1%	10.5%	16.0%	6.1%	13.3%
%H (All HH)		98.3%	59.2%	16.0%	71.4%	48.4%	23.0%	96.9%
%H (TV HH)			60.3%	16.3%	72.7%	49.3%	23.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
1	936	936	311	99	676	173	502	648
%V	36.0%	37.9%	29.2%	32.5%	34.7%	19.9%	46.6%	31.0%
%H (All HH)		100.0%	33.2%	10.6%	72.2%	18.5%	53.6%	69.2%
%H (TV HH)			33.2%	10.6%	72.2%	18.5%	53.6%	
2	925	925	416	124	757	371	386	763
%V	35.5%	37.5%	39.1%	40.7%	38.9%	42.6%	35.8%	36.6%
%H (All HH)		100.0%	45.0%	13.4%	81.8%	40.1%	41.7%	82.5%
%H (TV HH)			45.0%	13.4%	81.8%	40.1%	41.7%	
3	360	360	185	46	302	172	129	339
%V	13.8%	14.6%	17.4%	15.1%	15.5%	19.8%	12.0%	16.2%
%H (All HH)		100.0%	51.4%	12.8%	83.9%	47.8%	35.8%	94.2%
%H (TV HH)			51.4%	12.8%	83.9%	47.8%	35.8%	
4	167	167	107	23	143	105	38	163
%V	6.4%	6.8%	10.0%	7.5%	7.3%	12.1%	3.5%	7.8%
%H (All HH)		100.0%	64.1%	13.8%	85.6%	62.9%	22.8%	97.6%
%H (TV HH)			64.1%	13.8%	85.6%	62.9%	22.8%	
5+	81	81	45	13	71	49	22	79
%V	3.1%	3.3%	4.2%	4.3%	3.6%	5.6%	2.0%	3.8%
%H (All HH)		100.0%	55.6%	16.0%	87.7%	60.5%	27.2%	97.5%
%H (TV HH)			55.6%	16.0%	87.7%	60.5%	27.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Under 20"	508	508	211	72	435	212	223	434
%V	19.5%	20.6%	19.8%	23.6%	22.3%	24.4%	20.7%	20.8%
%H (All HH)		100.0%	41.5%	14.2%	85.6%	41.7%	43.9%	85.4%
%H (TV HH)			41.5%	14.2%	85.6%	41.7%	43.9%	
20" - 29"	842	842	356	92	726	337	389	684
%V	32.4%	34.1%	33.4%	30.2%	37.3%	38.7%	36.1%	32.8%
%H (All HH)		100.0%	42.3%	10.9%	86.2%	40.0%	46.2%	81.2%
%H (TV HH)			42.3%	10.9%	86.2%	40.0%	46.2%	
30" - 39"	1236	1236	565	152	991	476	515	1013
%V	47.5%	50.1%	53.1%	49.8%	50.9%	54.7%	47.8%	48.5%
%H (All HH)		100.0%	45.7%	12.3%	80.2%	38.5%	41.7%	82.0%
%H (TV HH)			45.7%	12.3%	80.2%	38.5%	41.7%	
40" and over	1341	1341	673	193	1025	554	471	1190
%V	51.5%	54.3%	63.2%	63.3%	52.6%	63.7%	43.7%	57.0%
%H (All HH)		100.0%	50.2%	14.4%	76.4%	41.3%	35.1%	88.7%
%H (TV HH)			50.2%	14.4%	76.4%	41.3%	35.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Main living room	2441	2441	1057	303	1940	865	1075	1970
%V	93.8%	98.9%	99.2%	99.3%	99.6%	99.4%	99.7%	94.4%
%H (All HH)		100.0%	43.3%	12.4%	79.5%	35.4%	44.0%	80.7%
%H (TV HH)			43.3%	12.4%	79.5%	35.4%	44.0%	
Kitchen	307	307	161	36	273	161	112	273
%V	11.8%	12.4%	15.1%	11.8%	14.0%	18.5%	10.4%	13.1%
%H (All HH)		100.0%	52.4%	11.7%	88.9%	52.4%	36.5%	88.9%
%H (TV HH)			52.4%	11.7%	88.9%	52.4%	36.5%	
Adult's bedroom	1092	1092	545	151	903	512	390	969
%V	42.0%	44.2%	51.2%	49.5%	46.4%	58.9%	36.2%	46.4%
%H (All HH)		100.0%	49.9%	13.8%	82.7%	46.9%	35.7%	88.7%
%H (TV HH)			49.9%	13.8%	82.7%	46.9%	35.7%	
Child's bedroom	247	247	143	33	190	125	66	244
%V	9.5%	10.0%	13.4%	10.8%	9.8%	14.4%	6.1%	11.7%
%H (All HH)		100.0%	57.9%	13.4%	76.9%	50.6%	26.7%	98.8%
%H (TV HH)			57.9%	13.4%	76.9%	50.6%	26.7%	
Other bedroom	137	137	81	17	120	82	38	132
%V	5.3%	5.5%	7.6%	5.6%	6.2%	9.4%	3.5%	6.3%
%H (All HH)		100.0%	59.1%	12.4%	87.6%	59.9%	27.7%	96.4%
%H (TV HH)			59.1%	12.4%	87.6%	59.9%	27.7%	
Second living/dining room	260	260	122	39	221	120	101	226
%V	10.0%	10.5%	11.5%	12.8%	11.3%	13.8%	9.4%	10.8%
%H (All HH)		100.0%	46.9%	15.0%	85.0%	46.2%	38.8%	86.9%
%H (TV HH)			46.9%	15.0%	85.0%	46.2%	38.8%	
Study/office	31	31	19	6	25	18	7	31
%V	1.2%	1.3%	1.8%	2.0%	1.3%	2.1%	0.6%	1.5%
%H (All HH)		100.0%	61.3%	19.4%	80.6%	58.1%	22.6%	100.0%
%H (TV HH)			61.3%	19.4%	80.6%	58.1%	22.6%	
TV room	6	6	2	0	4	1	3	6
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	16.7%	50.0%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	16.7%	50.0%	
Conservatory	85	85	48	6	70	38	32	74
%V	3.3%	3.4%	4.5%	2.0%	3.6%	4.4%	3.0%	3.5%
%H (All HH)		100.0%	56.5%	7.1%	82.4%	44.7%	37.6%	87.1%
%H (TV HH)			56.5%	7.1%	82.4%	44.7%	37.6%	
Attic or loft room	7	7	4	3	5	3	2	7
%V	0.3%	0.3%	0.4%	1.0%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	57.1%	42.9%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			57.1%	42.9%	71.4%	42.9%	28.6%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	16	16	10	0	14	8	6	16
%V	0.6%	0.6%	0.9%	0.0%	0.7%	0.9%	0.6%	0.8%
%H (All HH)		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%	100.0%
%H (TV HH)			62.5%	0.0%	87.5%	50.0%	37.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Any DSAT provider	1065	1065	1065	15	699	699	0	946
%V	40.9%	43.1%	100.0%	4.9%	35.9%	80.3%	0.0%	45.3%
%H (All HH)			100.0%	1.4%	65.6%	65.6%	0.0%	88.8%
%H (TV HH)			100.0%	1.4%	65.6%	65.6%	0.0%	
Sky with subscription	874	874	874	7	587	587	0	791
%V	33.6%	35.4%	82.1%	2.3%	30.1%	67.5%	0.0%	37.9%
%H (All HH)			100.0%	0.8%	67.2%	67.2%	0.0%	90.5%
%H (TV HH)			100.0%	0.8%	67.2%	67.2%	0.0%	
Sky without subscription	89	89	89	3	44	44	0	74
%V	3.4%	3.6%	8.4%	1.0%	2.3%	5.1%	0.0%	3.5%
%H (All HH)			100.0%	3.4%	49.4%	49.4%	0.0%	83.1%
%H (TV HH)			100.0%	3.4%	49.4%	49.4%	0.0%	
Freesat	97	97	97	3	69	69	0	81
%V	3.7%	3.9%	9.1%	1.0%	3.5%	7.9%	0.0%	3.9%
%H (All HH)			100.0%	3.1%	71.1%	71.1%	0.0%	83.5%
%H (TV HH)			100.0%	3.1%	71.1%	71.1%	0.0%	
Other satellite provider	27	27	27	2	12	12	0	23
%V	1.0%	1.1%	2.5%	0.7%	0.6%	1.4%	0.0%	1.1%
%H (All HH)			100.0%	7.4%	44.4%	44.4%	0.0%	85.2%
%H (TV HH)			100.0%	7.4%	44.4%	44.4%	0.0%	
DCAB	305	305	15	305	179	179	0	285
%V	11.7%	12.4%	1.4%	100.0%	9.2%	20.6%	0.0%	13.7%
%H (All HH)			4.9%	100.0%	58.7%	58.7%	0.0%	93.4%
%H (TV HH)			4.9%	100.0%	58.7%	58.7%	0.0%	
DTT	1948	1948	699	179	1948	870	1078	1528
%V	74.9%	78.9%	65.6%	58.7%	100.0%	100.0%	100.0%	73.2%
%H (All HH)		100.0%	35.9%	9.2%	100.0%	44.7%	55.3%	78.4%
%H (TV HH)			35.9%	9.2%	100.0%	44.7%	55.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
PVR	1468	1468	889	238	1088	735	353	1343
%V	56.4%	59.5%	83.5%	78.0%	55.9%	84.5%	32.7%	64.4%
%H (All HH)		100.0%	60.6%	16.2%	74.1%	50.1%	24.0%	91.5%
%H (TV HH)			60.6%	16.2%	74.1%	50.1%	24.0%	
DVDR	82	82	33	10	70	28	41	68
%V	3.2%	3.3%	3.1%	3.3%	3.6%	3.2%	3.8%	3.3%
%H (All HH)		100.0%	40.2%	12.2%	85.4%	34.1%	50.0%	82.9%
%H (TV HH)			40.2%	12.2%	85.4%	34.1%	50.0%	
VCR	127	127	45	11	103	33	71	86
%V	4.9%	5.1%	4.2%	3.6%	5.3%	3.8%	6.6%	4.1%
%H (All HH)		100.0%	35.4%	8.7%	81.1%	26.0%	55.9%	67.7%
%H (TV HH)			35.4%	8.7%	81.1%	26.0%	55.9%	
Any recorder	1551	1551	902	243	1165	746	419	1390
%V	59.6%	62.8%	84.7%	79.7%	59.8%	85.7%	38.9%	66.6%
%H (All HH)		100.0%	58.2%	15.7%	75.1%	48.1%	27.0%	89.6%
%H (TV HH)			58.2%	15.7%	75.1%	48.1%	27.0%	
Receives HDTV (via STB or built-in reception)	1430	1430	797	232	1078	664	414	1297
%V	55.0%	57.9%	74.8%	76.1%	55.3%	76.3%	38.4%	62.1%
%H (All HH)		100.0%	55.7%	16.2%	75.4%	46.4%	29.0%	90.7%
%H (TV HH)			55.7%	16.2%	75.4%	46.4%	29.0%	
DVD/Blu-ray player or recorder	1840	1840	833	239	1499	722	778	1557
%V	70.7%	74.5%	78.2%	78.4%	77.0%	83.0%	72.2%	74.6%
%H (All HH)		100.0%	45.3%	13.0%	81.5%	39.2%	42.3%	84.6%
%H (TV HH)			45.3%	13.0%	81.5%	39.2%	42.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2602	2469	1065	305	1948	870	1078	2087
%H (All HH)		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%
%H (TV HH)			43.1%	12.4%	78.9%	35.2%	43.7%	
Has broadband internet	2087	1993	946	285	1528	785	744	2087
%V	80.2%	80.7%	88.8%	93.4%	78.4%	90.2%	69.0%	100.0%
%H (All HH)		95.5%	45.3%	13.7%	73.2%	37.6%	35.6%	100.0%
%H (TV HH)			47.5%	14.3%	76.7%	39.4%	37.3%	
Number of computers (PCs and laptops)								
0	560	520	139	25	447	97	350	81
%V	21.5%	21.1%	13.1%	8.2%	22.9%	11.1%	32.5%	3.9%
%H (All HH)		92.9%	24.8%	4.5%	79.8%	17.3%	62.5%	14.5%
%H (TV HH)			26.7%	4.8%	86.0%	18.7%	67.3%	
1	677	637	255	85	494	204	290	645
%V	26.0%	25.8%	23.9%	27.9%	25.4%	23.4%	26.9%	30.9%
%H (All HH)		94.1%	37.7%	12.6%	73.0%	30.1%	42.8%	95.3%
%H (TV HH)			40.0%	13.3%	77.6%	32.0%	45.5%	
2	601	575	258	82	468	238	230	597
%V	23.1%	23.3%	24.2%	26.9%	24.0%	27.4%	21.3%	28.6%
%H (All HH)		95.7%	42.9%	13.6%	77.9%	39.6%	38.3%	99.3%
%H (TV HH)			44.9%	14.3%	81.4%	41.4%	40.0%	
3	343	329	188	49	245	149	96	343
%V	13.2%	13.3%	17.7%	16.1%	12.6%	17.1%	8.9%	16.4%
%H (All HH)		95.9%	54.8%	14.3%	71.4%	43.4%	28.0%	100.0%
%H (TV HH)			57.1%	14.9%	74.5%	45.3%	29.2%	
4	200	195	108	31	143	92	51	200
%V	7.7%	7.9%	10.1%	10.2%	7.3%	10.6%	4.7%	9.6%
%H (All HH)		97.5%	54.0%	15.5%	71.5%	46.0%	25.5%	100.0%
%H (TV HH)			55.4%	15.9%	73.3%	47.2%	26.2%	
5+	222	214	117	33	151	91	61	221
%V	8.5%	8.7%	11.0%	10.8%	7.8%	10.5%	5.7%	10.6%
%H (All HH)		96.4%	52.7%	14.9%	68.0%	41.0%	27.5%	99.5%
%H (TV HH)			54.7%	15.4%	70.6%	42.5%	28.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4971	2377	647	4053	2121	1932	4276
%H		47.8%	13.0%	81.5%	42.7%	38.9%	86.0%
Under 20"	630	269	97	541	278	263	550
%V	12.7%	11.3%	15.0%	13.3%	13.1%	13.6%	12.9%
%H		42.7%	15.4%	85.9%	44.1%	41.7%	87.3%
20" - 29"	1107	485	120	969	472	496	920
%V	22.3%	20.4%	18.5%	23.9%	22.3%	25.7%	21.5%
%H		43.8%	10.8%	87.5%	42.6%	44.8%	83.1%
30" - 39"	1499	720	185	1206	616	590	1258
%V	30.2%	30.3%	28.6%	29.8%	29.0%	30.5%	29.4%
%H		48.0%	12.3%	80.5%	41.1%	39.4%	83.9%
40" and over	1629	854	236	1234	701	533	1468
%V	32.8%	35.9%	36.5%	30.4%	33.1%	27.6%	34.3%
%H		52.4%	14.5%	75.8%	43.0%	32.7%	90.1%
Don't know	107	48	10	103	54	49	80
%V	2.2%	2.0%	1.5%	2.5%	2.5%	2.5%	1.9%
%H		44.9%	9.3%	96.3%	50.5%	45.8%	74.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4971	2377	647	4053	2121	1932	4276
%H		47.8%	13.0%	81.5%	42.7%	38.9%	86.0%
Main living room	2461	1067	305	1953	872	1081	1988
%V	49.5%	44.9%	47.1%	48.2%	41.1%	56.0%	46.5%
%H		43.4%	12.4%	79.4%	35.4%	43.9%	80.8%
Kitchen	310	162	36	275	162	112	275
%V	6.2%	6.8%	5.6%	6.8%	7.6%	5.8%	6.4%
%H		52.3%	11.6%	88.7%	52.3%	36.1%	88.7%
Adult's bedroom	1296	655	185	1075	626	449	1165
%V	26.1%	27.6%	28.6%	26.5%	29.5%	23.2%	27.2%
%H		50.5%	14.3%	82.9%	48.3%	34.6%	89.9%
Child's bedroom	315	181	45	249	165	84	311
%V	6.3%	7.6%	7.0%	6.1%	7.8%	4.3%	7.3%
%H		57.5%	14.3%	79.0%	52.4%	26.7%	98.7%
Other bedroom	175	102	21	154	101	52	169
%V	3.5%	4.3%	3.2%	3.8%	4.8%	2.7%	4.0%
%H		58.3%	12.0%	88.0%	57.7%	29.7%	96.6%
Second living/dining room	262	123	40	223	121	102	228
%V	5.3%	5.2%	6.2%	5.5%	5.7%	5.3%	5.3%
%H		46.9%	15.3%	85.1%	46.2%	38.9%	87.0%
Study/office	33	21	6	27	20	7	33
%V	0.7%	0.9%	0.9%	0.7%	0.9%	0.4%	0.8%
%H		63.6%	18.2%	81.8%	60.6%	21.2%	100.0%
TV room	6	2	0	4	1	3	6
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		33.3%	0.0%	66.7%	16.7%	50.0%	100.0%
Conservatory	85	48	6	70	38	32	74
%V	1.7%	2.0%	0.9%	1.7%	1.8%	1.7%	1.7%
%H		56.5%	7.1%	82.4%	44.7%	37.6%	87.1%
Attic or loft room	7	4	3	5	3	2	7
%V	0.1%	0.2%	0.5%	0.1%	0.1%	0.1%	0.2%
%H		57.1%	42.9%	71.4%	42.9%	28.6%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	18	13	0	16	10	6	18
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		72.2%	0.0%	88.9%	55.6%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4971	2377	647	4053	2121	1932	4276
%H		47.8%	13.0%	81.5%	42.7%	38.9%	86.0%
PVR	1898	1227	303	1361	976	385	1761
%V	38.2%	51.6%	46.8%	33.6%	46.0%	19.9%	41.2%
%H		64.6%	16.0%	71.7%	51.4%	20.3%	92.8%
DVDR	88	35	11	74	30	44	73
%V	1.8%	1.5%	1.7%	1.8%	1.4%	2.3%	1.7%
%H		39.8%	12.5%	84.1%	34.1%	50.0%	83.0%
VCR	132	48	12	108	36	72	90
%V	2.7%	2.0%	1.9%	2.7%	1.7%	3.7%	2.1%
%H		36.4%	9.1%	81.8%	27.3%	54.5%	68.2%
Any recorder	2002	1245	311	1458	995	463	1825
%V	40.3%	52.4%	48.1%	36.0%	46.9%	24.0%	42.7%
%H		62.2%	15.5%	72.8%	49.7%	23.1%	91.2%

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	4971	2377	647	4053	2121	1932	4276
%H		47.8%	13.0%	81.5%	42.7%	38.9%	86.0%
Receives HDTV (via STB or built-in reception)	2004	1157	325	1514	974	540	1847
%V	40.3%	48.7%	50.2%	37.4%	45.9%	28.0%	43.2%
%H		57.7%	16.2%	75.5%	48.6%	26.9%	92.2%
DVD/Blu-ray player or recorder	2615	1221	357	2175	1124	1051	2291
%V	52.6%	51.4%	55.2%	53.7%	53.0%	54.4%	53.6%
%H		46.7%	13.7%	83.2%	43.0%	40.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2458	1064	305	1948	870	1078	1984
%H		43.3%	12.4%	79.3%	35.4%	43.9%	80.7%
Under 20"	34	5	4	27	5	22	18
%V	1.4%	0.5%	1.3%	1.4%	0.6%	2.0%	0.9%
%H		14.7%	11.8%	79.4%	14.7%	64.7%	52.9%
20" - 29"	227	52	18	196	40	156	145
%V	9.2%	4.9%	5.9%	10.1%	4.6%	14.5%	7.3%
%H		22.9%	7.9%	86.3%	17.6%	68.7%	63.9%
30" - 39"	836	331	92	674	266	408	632
%V	34.0%	31.1%	30.2%	34.6%	30.6%	37.8%	31.9%
%H		39.6%	11.0%	80.6%	31.8%	48.8%	75.6%
40" and over	1300	653	186	992	533	458	1150
%V	52.9%	61.4%	61.0%	50.9%	61.3%	42.5%	58.0%
%H		50.2%	14.3%	76.3%	41.0%	35.2%	88.5%
Don't know	62	23	5	58	25	33	38
%V	2.5%	2.2%	1.6%	3.0%	2.9%	3.1%	1.9%
%H		37.1%	8.1%	93.5%	40.3%	53.2%	61.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2458	1064	305	1948	870	1078	1984
%H		43.3%	12.4%	79.3%	35.4%	43.9%	80.7%
PVR	1438	881	234	1061	726	335	1315
%V	58.5%	82.8%	76.7%	54.5%	83.4%	31.1%	66.3%
%H		61.3%	16.3%	73.8%	50.5%	23.3%	91.4%
DVDR	74	31	8	61	26	36	60
%V	3.0%	2.9%	2.6%	3.1%	3.0%	3.3%	3.0%
%H		41.9%	10.8%	82.4%	35.1%	48.6%	81.1%
VCR	111	40	10	90	28	62	75
%V	4.5%	3.8%	3.3%	4.6%	3.2%	5.8%	3.8%
%H		36.0%	9.0%	81.1%	25.2%	55.9%	67.6%
Any recorder	1516	895	238	1133	737	396	1360
%V	61.7%	84.1%	78.0%	58.2%	84.7%	36.7%	68.5%
%H		59.0%	15.7%	74.7%	48.6%	26.1%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2458	1064	305	1948	870	1078	1984
%H		43.3%	12.4%	79.3%	35.4%	43.9%	80.7%
Receives HDTV (via STB or built-in reception)	1398	780	228	1051	649	402	1270
%V	56.9%	73.3%	74.8%	54.0%	74.6%	37.3%	64.0%
%H		55.8%	16.3%	75.2%	46.4%	28.8%	90.8%
DVD/Blu-ray player or recorder	1708	768	223	1381	654	726	1443
%V	69.5%	72.2%	73.1%	70.9%	75.2%	67.3%	72.7%
%H		45.0%	13.1%	80.9%	38.3%	42.5%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2513	1312	343	2105	1251	855	2292
%H		52.2%	13.6%	83.8%	49.8%	34.0%	91.2%
Under 20"	596	264	93	514	273	241	532
%V	23.7%	20.1%	27.1%	24.4%	21.8%	28.2%	23.2%
%H		44.3%	15.6%	86.2%	45.8%	40.4%	89.3%
20" - 29"	880	433	102	772	432	340	776
%V	35.0%	33.0%	29.7%	36.7%	34.5%	39.8%	33.9%
%H		49.2%	11.6%	87.7%	49.1%	38.6%	88.2%
30" - 39"	663	389	93	532	349	182	625
%V	26.4%	29.6%	27.1%	25.3%	27.9%	21.3%	27.3%
%H		58.7%	14.0%	80.2%	52.6%	27.5%	94.3%
40" and over	329	201	50	242	167	75	318
%V	13.1%	15.3%	14.6%	11.5%	13.3%	8.8%	13.9%
%H		61.1%	15.2%	73.6%	50.8%	22.8%	96.7%
Don't know	45	25	4	45	29	17	42
%V	1.8%	1.9%	1.2%	2.1%	2.3%	2.0%	1.8%
%H		55.6%	8.9%	100.0%	64.4%	37.8%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2513	1312	343	2105	1251	855	2292
%H		52.2%	13.6%	83.8%	49.8%	34.0%	91.2%
PVR	461	346	69	300	250	50	446
%V	18.3%	26.4%	20.1%	14.3%	20.0%	5.8%	19.5%
%H		75.1%	15.0%	65.1%	54.2%	10.8%	96.7%
DVDR	14	3	2	13	4	8	13
%V	0.6%	0.2%	0.6%	0.6%	0.3%	0.9%	0.6%
%H		21.4%	14.3%	92.9%	28.6%	57.1%	92.9%
VCR	21	8	3	18	8	11	14
%V	0.8%	0.6%	0.9%	0.9%	0.6%	1.3%	0.6%
%H		38.1%	14.3%	85.7%	38.1%	52.4%	66.7%
Any recorder	486	350	73	325	259	67	465
%V	19.3%	26.7%	21.3%	15.4%	20.7%	7.8%	20.3%
%H		72.0%	15.0%	66.9%	53.3%	13.8%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2513	1312	343	2105	1251	855	2292
%H		52.2%	13.6%	83.8%	49.8%	34.0%	91.2%
Receives HDTV (via STB or built-in reception)	606	377	97	464	325	138	577
%V	24.1%	28.7%	28.3%	22.0%	26.0%	16.1%	25.2%
%H		62.2%	16.0%	76.6%	53.6%	22.8%	95.2%
DVD/Blu-ray player or recorder	907	453	134	794	469	325	849
%V	36.1%	34.5%	39.1%	37.7%	37.5%	38.0%	37.0%
%H		49.9%	14.8%	87.5%	51.7%	35.8%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6005	5741	2841	768	4376	2287	2089	5273
%H		95.6%	47.3%	12.8%	72.9%	38.1%	34.8%	87.8%
Total Children	1120	1094	648	154	765	476	289	1075
%V	18.7%	19.1%	22.8%	20.1%	17.5%	20.8%	13.8%	20.4%
%H		97.7%	57.9%	13.8%	68.3%	42.5%	25.8%	96.0%
0 - 3	280	270	167	30	189	119	69	265
%V	4.7%	4.7%	5.9%	3.9%	4.3%	5.2%	3.3%	5.0%
%H		96.4%	59.6%	10.7%	67.5%	42.5%	24.6%	94.6%
4 - 15	839	824	481	123	577	357	220	809
%V	14.0%	14.4%	16.9%	16.0%	13.2%	15.6%	10.5%	15.3%
%H		98.2%	57.3%	14.7%	68.8%	42.6%	26.2%	96.4%
4 - 9	461	452	260	66	306	180	126	443
%V	7.7%	7.9%	9.2%	8.6%	7.0%	7.9%	6.0%	8.4%
%H		98.0%	56.4%	14.3%	66.4%	39.0%	27.3%	96.1%
10 - 15	379	373	222	57	270	177	94	366
%V	6.3%	6.5%	7.8%	7.4%	6.2%	7.7%	4.5%	6.9%
%H		98.4%	58.6%	15.0%	71.2%	46.7%	24.8%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6005	5741	2841	768	4376	2287	2089	5273
%H		95.6%	47.3%	12.8%	72.9%	38.1%	34.8%	87.8%
Total Adults (16+)	4886	4647	2193	615	3610	1810	1800	4198
%V	81.4%	80.9%	77.2%	80.1%	82.5%	79.1%	86.2%	79.6%
%H		95.1%	44.9%	12.6%	73.9%	37.0%	36.8%	85.9%
16 - 19	330	302	166	45	219	130	89	316
%V	5.5%	5.3%	5.8%	5.9%	5.0%	5.7%	4.3%	6.0%
%H		91.5%	50.3%	13.6%	66.4%	39.4%	27.0%	95.8%
20 - 24	388	340	164	43	247	137	110	371
%V	6.5%	5.9%	5.8%	5.6%	5.6%	6.0%	5.3%	7.0%
%H		87.6%	42.3%	11.1%	63.7%	35.3%	28.4%	95.6%
25 - 34	761	704	393	89	506	293	213	721
%V	12.7%	12.3%	13.8%	11.6%	11.6%	12.8%	10.2%	13.7%
%H		92.5%	51.6%	11.7%	66.5%	38.5%	28.0%	94.7%
35 - 44	752	722	408	104	510	309	201	723
%V	12.5%	12.6%	14.4%	13.5%	11.7%	13.5%	9.6%	13.7%
%H		96.0%	54.3%	13.8%	67.8%	41.1%	26.7%	96.1%
45 - 54	854	835	419	131	643	359	283	797
%V	14.2%	14.5%	14.7%	17.1%	14.7%	15.7%	13.5%	15.1%
%H		97.8%	49.1%	15.3%	75.3%	42.0%	33.1%	93.3%
55 - 64	707	689	300	95	551	261	290	623
%V	11.8%	12.0%	10.6%	12.4%	12.6%	11.4%	13.9%	11.8%
%H		97.5%	42.4%	13.4%	77.9%	36.9%	41.0%	88.1%
65+	1095	1056	341	108	934	321	613	647
%V	18.2%	18.4%	12.0%	14.1%	21.3%	14.0%	29.3%	12.3%
%H		96.4%	31.1%	9.9%	85.3%	29.3%	56.0%	59.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4886	4647	2193	615	3610	1810	1800	4198
%H		95.1%	44.9%	12.6%	73.9%	37.0%	36.8%	85.9%
AB	1111	1087	534	151	841	439	402	1069
%V	22.7%	23.4%	24.4%	24.6%	23.3%	24.3%	22.3%	25.5%
%H		97.8%	48.1%	13.6%	75.7%	39.5%	36.2%	96.2%
C1	1364	1249	594	170	943	474	469	1248
%V	27.9%	26.9%	27.1%	27.6%	26.1%	26.2%	26.1%	29.7%
%H		91.6%	43.5%	12.5%	69.1%	34.8%	34.4%	91.5%
C2	1157	1127	547	149	914	490	424	991
%V	23.7%	24.3%	24.9%	24.2%	25.3%	27.1%	23.6%	23.6%
%H		97.4%	47.3%	12.9%	79.0%	42.4%	36.6%	85.7%
D	790	753	331	102	577	270	307	614
%V	16.2%	16.2%	15.1%	16.6%	16.0%	14.9%	17.1%	14.6%
%H		95.3%	41.9%	12.9%	73.0%	34.2%	38.9%	77.7%
E	464	431	187	42	335	137	198	277
%V	9.5%	9.3%	8.5%	6.8%	9.3%	7.6%	11.0%	6.6%
%H		92.9%	40.3%	9.1%	72.2%	29.5%	42.7%	59.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4886	4647	2193	615	3610	1810	1800	4198
%H		95.1%	44.9%	12.6%	73.9%	37.0%	36.8%	85.9%
Working full time	2180	2109	1123	305	1574	903	671	2090
%V	44.6%	45.4%	51.2%	49.6%	43.6%	49.9%	37.3%	49.8%
%H		96.7%	51.5%	14.0%	72.2%	41.4%	30.8%	95.9%
Working part time	475	460	215	71	353	185	168	440
%V	9.7%	9.9%	9.8%	11.5%	9.8%	10.2%	9.3%	10.5%
%H		96.8%	45.3%	14.9%	74.3%	38.9%	35.4%	92.6%
Not working	2231	2078	854	239	1683	723	961	1668
%V	45.7%	44.7%	38.9%	38.9%	46.6%	39.9%	53.4%	39.7%
%H		93.1%	38.3%	10.7%	75.4%	32.4%	43.1%	74.8%
Housewife/Houseperson	2602	2469	1065	305	1948	870	1078	2087
%V	53.3%	53.1%	48.6%	49.6%	54.0%	48.1%	59.9%	49.7%
%H		94.9%	40.9%	11.7%	74.9%	33.4%	41.4%	80.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2401	2273	1089	306	1743	895	847	2095
%H		94.7%	45.4%	12.7%	72.6%	37.3%	35.3%	87.3%
16 - 19	177	162	97	24	117	76	40	172
%V	7.4%	7.1%	8.9%	7.8%	6.7%	8.5%	4.7%	8.2%
%H		91.5%	54.8%	13.6%	66.1%	42.9%	22.6%	97.2%
20 - 24	200	177	85	25	126	74	53	192
%V	8.3%	7.8%	7.8%	8.2%	7.2%	8.3%	6.3%	9.2%
%H		88.5%	42.5%	12.5%	63.0%	37.0%	26.5%	96.0%
25 - 34	374	338	186	45	237	136	100	354
%V	15.6%	14.9%	17.1%	14.7%	13.6%	15.2%	11.8%	16.9%
%H		90.4%	49.7%	12.0%	63.4%	36.4%	26.7%	94.7%
35 - 44	382	364	196	48	262	151	110	364
%V	15.9%	16.0%	18.0%	15.7%	15.0%	16.9%	13.0%	17.4%
%H		95.3%	51.3%	12.6%	68.6%	39.5%	28.8%	95.3%
45 - 54	419	408	201	66	312	171	141	389
%V	17.5%	17.9%	18.5%	21.6%	17.9%	19.1%	16.6%	18.6%
%H		97.4%	48.0%	15.8%	74.5%	40.8%	33.7%	92.8%
55 - 64	344	336	153	39	265	122	143	301
%V	14.3%	14.8%	14.0%	12.7%	15.2%	13.6%	16.9%	14.4%
%H		97.7%	44.5%	11.3%	77.0%	35.5%	41.6%	87.5%
65+	505	487	171	60	425	165	260	324
%V	21.0%	21.4%	15.7%	19.6%	24.4%	18.4%	30.7%	15.5%
%H		96.4%	33.9%	11.9%	84.2%	32.7%	51.5%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2401	2273	1089	306	1743	895	847	2095
%H		94.7%	45.4%	12.7%	72.6%	37.3%	35.3%	87.3%
AB	552	542	274	72	418	223	195	535
%V	23.0%	23.8%	25.2%	23.5%	24.0%	24.9%	23.0%	25.5%
%H		98.2%	49.6%	13.0%	75.7%	40.4%	35.3%	96.9%
C1	640	589	293	84	427	230	197	601
%V	26.7%	25.9%	26.9%	27.5%	24.5%	25.7%	23.3%	28.7%
%H		92.0%	45.8%	13.1%	66.7%	35.9%	30.8%	93.9%
C2	622	598	280	80	487	253	234	525
%V	25.9%	26.3%	25.7%	26.1%	27.9%	28.3%	27.6%	25.1%
%H		96.1%	45.0%	12.9%	78.3%	40.7%	37.6%	84.4%
D	391	370	164	55	280	136	144	312
%V	16.3%	16.3%	15.1%	18.0%	16.1%	15.2%	17.0%	14.9%
%H		94.6%	41.9%	14.1%	71.6%	34.8%	36.8%	79.8%
E	195	174	77	15	131	54	78	121
%V	8.1%	7.7%	7.1%	4.9%	7.5%	6.0%	9.2%	5.8%
%H		89.2%	39.5%	7.7%	67.2%	27.7%	40.0%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2401	2273	1089	306	1743	895	847	2095
%H		94.7%	45.4%	12.7%	72.6%	37.3%	35.3%	87.3%
Working full time	1351	1302	692	181	958	539	419	1288
%V	56.3%	57.3%	63.5%	59.2%	55.0%	60.2%	49.5%	61.5%
%H		96.4%	51.2%	13.4%	70.9%	39.9%	31.0%	95.3%
Working part time	99	93	36	16	65	25	40	87
%V	4.1%	4.1%	3.3%	5.2%	3.7%	2.8%	4.7%	4.2%
%H		93.9%	36.4%	16.2%	65.7%	25.3%	40.4%	87.9%
Not working	952	878	362	109	720	331	389	719
%V	39.7%	38.6%	33.2%	35.6%	41.3%	37.0%	45.9%	34.3%
%H		92.2%	38.0%	11.4%	75.6%	34.8%	40.9%	75.5%
Housewife/Houseperson	574	523	174	61	420	150	270	408
%V	23.9%	23.0%	16.0%	19.9%	24.1%	16.8%	31.9%	19.5%
%H		91.1%	30.3%	10.6%	73.2%	26.1%	47.0%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2485	2374	1104	308	1868	915	953	2103
%H		95.5%	44.4%	12.4%	75.2%	36.8%	38.4%	84.6%
16 - 19	153	140	69	21	103	54	49	144
%V	6.2%	5.9%	6.3%	6.8%	5.5%	5.9%	5.1%	6.8%
%H		91.5%	45.1%	13.7%	67.3%	35.3%	32.0%	94.1%
20 - 24	187	162	80	18	121	63	58	180
%V	7.5%	6.8%	7.2%	5.8%	6.5%	6.9%	6.1%	8.6%
%H		86.6%	42.8%	9.6%	64.7%	33.7%	31.0%	96.3%
25 - 34	387	365	207	44	269	157	112	368
%V	15.6%	15.4%	18.8%	14.3%	14.4%	17.2%	11.8%	17.5%
%H		94.3%	53.5%	11.4%	69.5%	40.6%	28.9%	95.1%
35 - 44	370	358	212	56	249	158	91	359
%V	14.9%	15.1%	19.2%	18.2%	13.3%	17.3%	9.5%	17.1%
%H		96.8%	57.3%	15.1%	67.3%	42.7%	24.6%	97.0%
45 - 54	434	427	218	66	331	188	143	408
%V	17.5%	18.0%	19.7%	21.4%	17.7%	20.5%	15.0%	19.4%
%H		98.4%	50.2%	15.2%	76.3%	43.3%	32.9%	94.0%
55 - 64	363	353	147	56	286	139	147	322
%V	14.6%	14.9%	13.3%	18.2%	15.3%	15.2%	15.4%	15.3%
%H		97.2%	40.5%	15.4%	78.8%	38.3%	40.5%	88.7%
65+	591	569	170	47	510	156	354	323
%V	23.8%	24.0%	15.4%	15.3%	27.3%	17.0%	37.1%	15.4%
%H		96.3%	28.8%	8.0%	86.3%	26.4%	59.9%	54.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2485	2374	1104	308	1868	915	953	2103
%H		95.5%	44.4%	12.4%	75.2%	36.8%	38.4%	84.6%
AB	559	545	260	79	423	216	207	534
%V	22.5%	23.0%	23.6%	25.6%	22.6%	23.6%	21.7%	25.4%
%H		97.5%	46.5%	14.1%	75.7%	38.6%	37.0%	95.5%
C1	723	660	300	86	516	245	272	647
%V	29.1%	27.8%	27.2%	27.9%	27.6%	26.8%	28.5%	30.8%
%H		91.3%	41.5%	11.9%	71.4%	33.9%	37.6%	89.5%
C2	535	528	267	69	427	237	190	465
%V	21.5%	22.2%	24.2%	22.4%	22.9%	25.9%	19.9%	22.1%
%H		98.7%	49.9%	12.9%	79.8%	44.3%	35.5%	86.9%
D	398	383	166	47	298	134	164	301
%V	16.0%	16.1%	15.0%	15.3%	16.0%	14.6%	17.2%	14.3%
%H		96.2%	41.7%	11.8%	74.9%	33.7%	41.2%	75.6%
E	269	257	110	27	203	83	120	156
%V	10.8%	10.8%	10.0%	8.8%	10.9%	9.1%	12.6%	7.4%
%H		95.5%	40.9%	10.0%	75.5%	30.9%	44.6%	58.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2485	2374	1104	308	1868	915	953	2103
%H		95.5%	44.4%	12.4%	75.2%	36.8%	38.4%	84.6%
Working full time	829	807	431	123	616	364	252	801
%V	33.4%	34.0%	39.0%	39.9%	33.0%	39.8%	26.4%	38.1%
%H		97.3%	52.0%	14.8%	74.3%	43.9%	30.4%	96.6%
Working part time	376	367	180	55	288	159	129	353
%V	15.1%	15.5%	16.3%	17.9%	15.4%	17.4%	13.5%	16.8%
%H		97.6%	47.9%	14.6%	76.6%	42.3%	34.3%	93.9%
Not working	1279	1200	492	130	964	392	572	949
%V	51.5%	50.5%	44.6%	42.2%	51.6%	42.8%	60.0%	45.1%
%H		93.8%	38.5%	10.2%	75.4%	30.6%	44.7%	74.2%
Housewife/Houseperson	2028	1947	891	244	1528	720	808	1679
%V	81.6%	82.0%	80.7%	79.2%	81.8%	78.7%	84.8%	79.8%
%H		96.0%	43.9%	12.0%	75.3%	35.5%	39.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
AB	353	334	140	45	246	99	147	327
%V	23.3%	23.2%	23.9%	22.2%	22.8%	22.7%	22.9%	27.6%
%H (All HH)		94.6%	39.7%	12.7%	69.7%	28.0%	41.6%	92.6%
%H (TV HH)			41.9%	13.5%	73.7%	29.6%	44.0%	
C1	378	357	160	52	269	124	145	328
%V	25.0%	24.8%	27.3%	25.6%	25.0%	28.4%	22.6%	27.7%
%H (All HH)		94.4%	42.3%	13.8%	71.2%	32.8%	38.4%	86.8%
%H (TV HH)			44.8%	14.6%	75.4%	34.7%	40.6%	
C2	314	301	132	42	229	104	125	250
%V	20.8%	20.9%	22.5%	20.7%	21.3%	23.9%	19.5%	21.1%
%H (All HH)		95.9%	42.0%	13.4%	72.9%	33.1%	39.8%	79.6%
%H (TV HH)			43.9%	14.0%	76.1%	34.6%	41.5%	
D	237	232	88	33	164	56	108	162
%V	15.7%	16.1%	15.0%	16.3%	15.2%	12.8%	16.8%	13.7%
%H (All HH)		97.9%	37.1%	13.9%	69.2%	23.6%	45.6%	68.4%
%H (TV HH)			37.9%	14.2%	70.7%	24.1%	46.6%	
E	230	213	65	31	169	53	116	119
%V	15.2%	14.8%	11.1%	15.3%	15.7%	12.2%	18.1%	10.0%
%H (All HH)		92.6%	28.3%	13.5%	73.5%	23.0%	50.4%	51.7%
%H (TV HH)			30.5%	14.6%	79.3%	24.9%	54.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Under 25	70	60	27	6	44	19	25	58
%V	4.6%	4.2%	4.6%	3.0%	4.1%	4.4%	3.9%	4.9%
%H (All HH)		85.7%	38.6%	8.6%	62.9%	27.1%	35.7%	82.9%
%H (TV HH)			45.0%	10.0%	73.3%	31.7%	41.7%	
25 - 34	215	203	96	31	129	58	71	202
%V	14.2%	14.1%	16.4%	15.3%	12.0%	13.3%	11.1%	17.0%
%H (All HH)		94.4%	44.7%	14.4%	60.0%	27.0%	33.0%	94.0%
%H (TV HH)			47.3%	15.3%	63.5%	28.6%	35.0%	
35 - 44	216	201	101	34	140	76	64	201
%V	14.3%	14.0%	17.2%	16.7%	13.0%	17.4%	10.0%	16.9%
%H (All HH)		93.1%	46.8%	15.7%	64.8%	35.2%	29.6%	93.1%
%H (TV HH)			50.2%	16.9%	69.7%	37.8%	31.8%	
45 - 54	298	283	135	43	208	102	106	269
%V	19.7%	19.7%	23.0%	21.2%	19.3%	23.4%	16.5%	22.7%
%H (All HH)		95.0%	45.3%	14.4%	69.8%	34.2%	35.6%	90.3%
%H (TV HH)			47.7%	15.2%	73.5%	36.0%	37.5%	
55 - 64	272	264	112	40	201	89	112	225
%V	18.0%	18.4%	19.1%	19.7%	18.7%	20.4%	17.5%	19.0%
%H (All HH)		97.1%	41.2%	14.7%	73.9%	32.7%	41.2%	82.7%
%H (TV HH)			42.4%	15.2%	76.1%	33.7%	42.4%	
65 +	441	425	115	48	354	92	262	231
%V	29.2%	29.6%	19.6%	23.6%	32.9%	21.1%	40.9%	19.5%
%H (All HH)		96.4%	26.1%	10.9%	80.3%	20.9%	59.4%	52.4%
%H (TV HH)			27.1%	11.3%	83.3%	21.6%	61.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1512	1437	587	203	1077	436	641	1186
%V		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (All HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
%H (TV HH)								
1	489	448	112	55	369	92	277	264
%V	32.3%	31.2%	19.1%	27.1%	34.3%	21.1%	43.2%	22.3%
%H (All HH)		91.6%	22.9%	11.2%	75.5%	18.8%	56.6%	54.0%
%H (TV HH)			25.0%	12.3%	82.4%	20.5%	61.8%	
2	551	530	222	65	400	160	240	469
%V	36.4%	36.9%	37.8%	32.0%	37.1%	36.7%	37.4%	39.5%
%H (All HH)		96.2%	40.3%	11.8%	72.6%	29.0%	43.6%	85.1%
%H (TV HH)			41.9%	12.3%	75.5%	30.2%	45.3%	
3	233	227	120	41	156	89	67	220
%V	15.4%	15.8%	20.4%	20.2%	14.5%	20.4%	10.5%	18.5%
%H (All HH)		97.4%	51.5%	17.6%	67.0%	38.2%	28.8%	94.4%
%H (TV HH)			52.9%	18.1%	68.7%	39.2%	29.5%	
4	165	162	89	32	108	66	41	162
%V	10.9%	11.3%	15.2%	15.8%	10.0%	15.1%	6.4%	13.7%
%H (All HH)		98.2%	53.9%	19.4%	65.5%	40.0%	24.8%	98.2%
%H (TV HH)			54.9%	19.8%	66.7%	40.7%	25.3%	
5+	73	70	45	10	44	28	16	70
%V	4.8%	4.9%	7.7%	4.9%	4.1%	6.4%	2.5%	5.9%
%H (All HH)		95.9%	61.6%	13.7%	60.3%	38.4%	21.9%	95.9%
%H (TV HH)			64.3%	14.3%	62.9%	40.0%	22.9%	
Average HH size	2.21	2.24	2.57	2.41	2.14	2.52	1.89	2.43

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1437	587	203	1077	436	641	1186
%V (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Without	1152	1084	389	148	846	301	545	845
%V	76.2%	75.4%	66.3%	72.9%	78.6%	69.0%	85.0%	71.2%
%H (All HH)		94.1%	33.8%	12.8%	73.4%	26.1%	47.3%	73.4%
%H (TV HH)			35.9%	13.7%	78.0%	27.8%	50.3%	
With	360	352	198	55	231	135	96	341
%V	23.8%	24.5%	33.7%	27.1%	21.4%	31.0%	15.0%	28.8%
%H (All HH)		97.8%	55.0%	15.3%	64.2%	37.5%	26.7%	94.7%
%H (TV HH)			56.3%	15.6%	65.6%	38.4%	27.3%	
0 - 3	131	128	77	19	74	42	32	120
%V	8.7%	8.9%	13.1%	9.4%	6.9%	9.6%	5.0%	10.1%
%H (All HH)		97.7%	58.8%	14.5%	56.5%	32.1%	24.4%	91.6%
%H (TV HH)			60.2%	14.8%	57.8%	32.8%	25.0%	
4 - 9	181	175	102	28	112	68	44	170
%V	12.0%	12.2%	17.4%	13.8%	10.4%	15.6%	6.9%	14.3%
%H (All HH)		96.7%	56.4%	15.5%	61.9%	37.6%	24.3%	93.9%
%H (TV HH)			58.3%	16.0%	64.0%	38.9%	25.1%	
10 - 15	171	167	93	27	114	71	43	166
%V	11.3%	11.6%	15.8%	13.3%	10.6%	16.3%	6.7%	14.0%
%H (All HH)		97.7%	54.4%	15.8%	66.7%	41.5%	25.1%	97.1%
%H (TV HH)			55.7%	16.2%	68.3%	42.5%	25.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
1	573	573	182	72	395	85	311	400
%V	37.9%	39.9%	31.0%	35.5%	36.7%	19.5%	48.5%	33.7%
%H (All HH)		100.0%	31.8%	12.6%	68.9%	14.8%	54.3%	69.8%
%H (TV HH)			31.8%	12.6%	68.9%	14.8%	54.3%	
2	514	514	212	77	396	173	223	409
%V	34.0%	35.8%	36.1%	37.9%	36.8%	39.7%	34.8%	34.5%
%H (All HH)		100.0%	41.2%	15.0%	77.0%	33.7%	43.4%	79.6%
%H (TV HH)			41.2%	15.0%	77.0%	33.7%	43.4%	
3	227	227	119	32	182	103	79	206
%V	15.0%	15.8%	20.3%	15.8%	16.9%	23.6%	12.3%	17.4%
%H (All HH)		100.0%	52.4%	14.1%	80.2%	45.4%	34.8%	90.7%
%H (TV HH)			52.4%	14.1%	80.2%	45.4%	34.8%	
4	78	78	44	17	65	47	18	76
%V	5.2%	5.4%	7.5%	8.4%	6.0%	10.8%	2.8%	6.4%
%H (All HH)		100.0%	56.4%	21.8%	83.3%	60.3%	23.1%	97.4%
%H (TV HH)			56.4%	21.8%	83.3%	60.3%	23.1%	
5+	44	44	30	6	38	28	10	43
%V	2.9%	3.1%	5.1%	3.0%	3.5%	6.4%	1.6%	3.6%
%H (All HH)		100.0%	68.2%	13.6%	86.4%	63.6%	22.7%	97.7%
%H (TV HH)			68.2%	13.6%	86.4%	63.6%	22.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1437	587	203	1077	436	641	1186
%V (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Under 20"	252	252	100	36	214	99	115	200
%V	16.7%	17.5%	17.0%	17.7%	19.9%	22.7%	17.9%	16.9%
%H (All HH)		100.0%	39.7%	14.3%	84.9%	39.3%	45.6%	79.4%
%H (TV HH)			39.7%	14.3%	84.9%	39.3%	45.6%	
20" - 29"	434	434	184	56	355	159	196	339
%V	28.7%	30.2%	31.3%	27.6%	33.0%	36.5%	30.6%	28.6%
%H (All HH)		100.0%	42.4%	12.9%	81.8%	36.6%	45.2%	78.1%
%H (TV HH)			42.4%	12.9%	81.8%	36.6%	45.2%	
30" - 39"	773	773	307	101	609	246	363	604
%V	51.1%	53.8%	52.3%	49.8%	56.5%	56.4%	56.6%	50.9%
%H (All HH)		100.0%	39.7%	13.1%	78.8%	31.8%	47.0%	78.1%
%H (TV HH)			39.7%	13.1%	78.8%	31.8%	47.0%	
40" and over	801	801	401	136	563	300	264	702
%V	53.0%	55.7%	68.3%	67.0%	52.3%	68.8%	41.2%	59.2%
%H (All HH)		100.0%	50.1%	17.0%	70.3%	37.5%	33.0%	87.6%
%H (TV HH)			50.1%	17.0%	70.3%	37.5%	33.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Main living room	1416	1416	583	202	1067	435	632	1117
%V	93.7%	98.5%	99.3%	99.5%	99.1%	99.8%	98.6%	94.2%
%H (All HH)		100.0%	41.2%	14.3%	75.4%	30.7%	44.6%	78.9%
%H (TV HH)			41.2%	14.3%	75.4%	30.7%	44.6%	
Kitchen	161	161	83	17	146	82	64	136
%V	10.6%	11.2%	14.1%	8.4%	13.6%	18.8%	10.0%	11.5%
%H (All HH)		100.0%	51.6%	10.6%	90.7%	50.9%	39.8%	84.5%
%H (TV HH)			51.6%	10.6%	90.7%	50.9%	39.8%	
Adult's bedroom	634	634	295	102	518	279	239	543
%V	41.9%	44.1%	50.3%	50.2%	48.1%	64.0%	37.3%	45.8%
%H (All HH)		100.0%	46.5%	16.1%	81.7%	44.0%	37.7%	85.6%
%H (TV HH)			46.5%	16.1%	81.7%	44.0%	37.7%	
Child's bedroom	174	174	104	27	117	75	42	163
%V	11.5%	12.1%	17.7%	13.3%	10.9%	17.2%	6.6%	13.7%
%H (All HH)		100.0%	59.8%	15.5%	67.2%	43.1%	24.1%	93.7%
%H (TV HH)			59.8%	15.5%	67.2%	43.1%	24.1%	
Other bedroom	103	103	47	19	86	49	37	93
%V	6.8%	7.2%	8.0%	9.4%	8.0%	11.2%	5.8%	7.8%
%H (All HH)		100.0%	45.6%	18.4%	83.5%	47.6%	35.9%	90.3%
%H (TV HH)			45.6%	18.4%	83.5%	47.6%	35.9%	
Second living/dining room	120	120	56	17	90	42	48	105
%V	7.9%	8.4%	9.5%	8.4%	8.4%	9.6%	7.5%	8.9%
%H (All HH)		100.0%	46.7%	14.2%	75.0%	35.0%	40.0%	87.5%
%H (TV HH)			46.7%	14.2%	75.0%	35.0%	40.0%	
Study/office	16	16	8	0	14	7	7	16
%V	1.1%	1.1%	1.4%	0.0%	1.3%	1.6%	1.1%	1.3%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	43.8%	43.8%	100.0%
%H (TV HH)			50.0%	0.0%	87.5%	43.8%	43.8%	
TV room	9	9	7	2	8	7	1	9
%V	0.6%	0.6%	1.2%	1.0%	0.7%	1.6%	0.2%	0.8%
%H (All HH)		100.0%	77.8%	22.2%	88.9%	77.8%	11.1%	100.0%
%H (TV HH)			77.8%	22.2%	88.9%	77.8%	11.1%	
Conservatory	31	31	17	4	26	16	10	28
%V	2.1%	2.2%	2.9%	2.0%	2.4%	3.7%	1.6%	2.4%
%H (All HH)		100.0%	54.8%	12.9%	83.9%	51.6%	32.3%	90.3%
%H (TV HH)			54.8%	12.9%	83.9%	51.6%	32.3%	
Attic or loft room	6	6	2	1	5	3	2	6
%V	0.4%	0.4%	0.3%	0.5%	0.5%	0.7%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			33.3%	16.7%	83.3%	50.0%	33.3%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	10	10	7	0	9	6	3	10
%V	0.7%	0.7%	1.2%	0.0%	0.8%	1.4%	0.5%	0.8%
%H (All HH)		100.0%	70.0%	0.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			70.0%	0.0%	90.0%	60.0%	30.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Any DSAT provider	587	587	587	8	341	341	0	522
%V	38.8%	40.8%	100.0%	3.9%	31.7%	78.2%	0.0%	44.0%
%H (All HH)			100.0%	1.4%	58.1%	58.1%	0.0%	88.9%
%H (TV HH)			100.0%	1.4%	58.1%	58.1%	0.0%	
Sky with subscription	493	493	493	3	284	284	0	448
%V	32.6%	34.3%	84.0%	1.5%	26.4%	65.1%	0.0%	37.8%
%H (All HH)			100.0%	0.6%	57.6%	57.6%	0.0%	90.9%
%H (TV HH)			100.0%	0.6%	57.6%	57.6%	0.0%	
Sky without subscription	42	42	42	1	26	26	0	32
%V	2.8%	2.9%	7.2%	0.5%	2.4%	6.0%	0.0%	2.7%
%H (All HH)			100.0%	2.4%	61.9%	61.9%	0.0%	76.2%
%H (TV HH)			100.0%	2.4%	61.9%	61.9%	0.0%	
Freesat	57	57	57	2	37	37	0	47
%V	3.8%	4.0%	9.7%	1.0%	3.4%	8.5%	0.0%	4.0%
%H (All HH)			100.0%	3.5%	64.9%	64.9%	0.0%	82.5%
%H (TV HH)			100.0%	3.5%	64.9%	64.9%	0.0%	
Other satellite provider	15	15	15	0	8	8	0	14
%V	1.0%	1.0%	2.6%	0.0%	0.7%	1.8%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	53.3%	53.3%	0.0%	93.3%
%H (TV HH)			100.0%	0.0%	53.3%	53.3%	0.0%	
DCAB	203	203	8	203	100	100	0	180
%V	13.4%	14.1%	1.4%	100.0%	9.3%	22.9%	0.0%	15.2%
%H (All HH)			3.9%	100.0%	49.3%	49.3%	0.0%	88.7%
%H (TV HH)			3.9%	100.0%	49.3%	49.3%	0.0%	
DTT	1077	1077	341	100	1077	436	641	815
%V	71.2%	74.9%	58.1%	49.3%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	31.7%	9.3%	100.0%	40.5%	59.5%	75.7%
%H (TV HH)			31.7%	9.3%	100.0%	40.5%	59.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
PVR	900	900	525	167	591	376	215	792
%V	59.5%	62.6%	89.4%	82.3%	54.9%	86.2%	33.5%	66.8%
%H (All HH)		100.0%	58.3%	18.6%	65.7%	41.8%	23.9%	88.0%
%H (TV HH)			58.3%	18.6%	65.7%	41.8%	23.9%	
DVDR	47	47	20	6	38	18	20	42
%V	3.1%	3.3%	3.4%	3.0%	3.5%	4.1%	3.1%	3.5%
%H (All HH)		100.0%	42.6%	12.8%	80.9%	38.3%	42.6%	89.4%
%H (TV HH)			42.6%	12.8%	80.9%	38.3%	42.6%	
VCR	19	19	1	2	18	3	15	9
%V	1.3%	1.3%	0.2%	1.0%	1.7%	0.7%	2.3%	0.8%
%H (All HH)		100.0%	5.3%	10.5%	94.7%	15.8%	78.9%	47.4%
%H (TV HH)			5.3%	10.5%	94.7%	15.8%	78.9%	
Any recorder	931	931	528	169	620	380	240	809
%V	61.6%	64.8%	89.9%	83.3%	57.6%	87.2%	37.4%	68.2%
%H (All HH)		100.0%	56.7%	18.2%	66.6%	40.8%	25.8%	86.9%
%H (TV HH)			56.7%	18.2%	66.6%	40.8%	25.8%	
Receives HDTV (via STB or built-in reception)	820	820	436	158	567	333	234	724
%V	54.2%	57.1%	74.3%	77.8%	52.6%	76.4%	36.5%	61.0%
%H (All HH)		100.0%	53.2%	19.3%	69.1%	40.6%	28.5%	88.3%
%H (TV HH)			53.2%	19.3%	69.1%	40.6%	28.5%	
DVD/Blu-ray player or recorder	1035	1035	448	146	797	353	444	849
%V	68.5%	72.0%	76.3%	71.9%	74.0%	81.0%	69.3%	71.6%
%H (All HH)		100.0%	43.3%	14.1%	77.0%	34.1%	42.9%	82.0%
%H (TV HH)			43.3%	14.1%	77.0%	34.1%	42.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1512	1437	587	203	1077	436	641	1186
%H (All HH)		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%
%H (TV HH)			40.8%	14.1%	74.9%	30.3%	44.6%	
Has broadband internet	1186	1134	522	180	815	389	427	1186
%V	78.4%	78.9%	88.9%	88.7%	75.7%	89.2%	66.6%	100.0%
%H (All HH)		95.6%	44.0%	15.2%	68.7%	32.8%	36.0%	100.0%
%H (TV HH)			46.0%	15.9%	71.9%	34.3%	37.7%	
Number of computers (PCs and laptops)								
0	336	316	69	27	270	51	219	43
%V	22.2%	22.0%	11.8%	13.3%	25.1%	11.7%	34.2%	3.6%
%H (All HH)		94.0%	20.5%	8.0%	80.4%	15.2%	65.2%	12.8%
%H (TV HH)			21.8%	8.5%	85.4%	16.1%	69.3%	
1	431	401	150	60	291	104	187	403
%V	28.5%	27.9%	25.6%	29.6%	27.0%	23.9%	29.2%	34.0%
%H (All HH)		93.0%	34.8%	13.9%	67.5%	24.1%	43.4%	93.5%
%H (TV HH)			37.4%	15.0%	72.6%	25.9%	46.6%	
2	327	310	149	42	223	108	114	324
%V	21.6%	21.6%	25.4%	20.7%	20.7%	24.8%	17.8%	27.3%
%H (All HH)		94.8%	45.6%	12.8%	68.2%	33.0%	34.9%	99.1%
%H (TV HH)			48.1%	13.5%	71.9%	34.8%	36.8%	
3	193	189	96	31	137	77	60	192
%V	12.8%	13.2%	16.4%	15.3%	12.7%	17.7%	9.4%	16.2%
%H (All HH)		97.9%	49.7%	16.1%	71.0%	39.9%	31.1%	99.5%
%H (TV HH)			50.8%	16.4%	72.5%	40.7%	31.7%	
4	114	112	59	25	75	44	31	113
%V	7.5%	7.8%	10.1%	12.3%	7.0%	10.1%	4.8%	9.5%
%H (All HH)		98.2%	51.8%	21.9%	65.8%	38.6%	27.2%	99.1%
%H (TV HH)			52.7%	22.3%	67.0%	39.3%	27.7%	
5+	110	109	64	17	82	52	30	110
%V	7.3%	7.6%	10.9%	8.4%	7.6%	11.9%	4.7%	9.3%
%H (All HH)		99.1%	58.2%	15.5%	74.5%	47.3%	27.3%	100.0%
%H (TV HH)			58.7%	15.6%	75.2%	47.7%	27.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2838	1301	418	2204	1080	1124	2377
%H		45.8%	14.7%	77.7%	38.1%	39.6%	83.8%
Under 20"	310	130	44	263	126	136	253
%V	10.9%	10.0%	10.5%	11.9%	11.7%	12.1%	10.6%
%H		41.9%	14.2%	84.8%	40.6%	43.9%	81.6%
20" - 29"	567	254	72	471	225	246	459
%V	20.0%	19.5%	17.2%	21.4%	20.8%	21.9%	19.3%
%H		44.8%	12.7%	83.1%	39.7%	43.4%	81.0%
30" - 39"	932	387	121	744	321	423	746
%V	32.8%	29.7%	28.9%	33.8%	29.7%	37.6%	31.4%
%H		41.5%	13.0%	79.8%	34.4%	45.4%	80.0%
40" and over	1017	525	178	716	399	317	910
%V	35.8%	40.4%	42.6%	32.5%	36.9%	28.2%	38.3%
%H		51.6%	17.5%	70.4%	39.2%	31.2%	89.5%
Don't know	13	6	4	11	8	3	10
%V	0.5%	0.5%	1.0%	0.5%	0.7%	0.3%	0.4%
%H		46.2%	30.8%	84.6%	61.5%	23.1%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2838	1301	418	2204	1080	1124	2377
%H		45.8%	14.7%	77.7%	38.1%	39.6%	83.8%
Main living room	1423	586	205	1071	437	634	1123
%V	50.1%	45.0%	49.0%	48.6%	40.5%	56.4%	47.2%
%H		41.2%	14.4%	75.3%	30.7%	44.6%	78.9%
Kitchen	161	83	17	146	82	64	136
%V	5.7%	6.4%	4.1%	6.6%	7.6%	5.7%	5.7%
%H		51.6%	10.6%	90.7%	50.9%	39.8%	84.5%
Adult's bedroom	700	332	113	574	315	259	606
%V	24.7%	25.5%	27.0%	26.0%	29.2%	23.0%	25.5%
%H		47.4%	16.1%	82.0%	45.0%	37.0%	86.6%
Child's bedroom	233	146	35	154	103	50	221
%V	8.2%	11.2%	8.4%	7.0%	9.5%	4.4%	9.3%
%H		62.7%	15.0%	66.1%	44.2%	21.5%	94.8%
Other bedroom	125	56	25	103	60	43	114
%V	4.4%	4.3%	6.0%	4.7%	5.6%	3.8%	4.8%
%H		44.8%	20.0%	82.4%	48.0%	34.4%	91.2%
Second living/dining room	121	56	17	91	43	48	105
%V	4.3%	4.3%	4.1%	4.1%	4.0%	4.3%	4.4%
%H		46.3%	14.0%	75.2%	35.5%	39.7%	86.8%
Study/office	16	8	0	14	7	7	16
%V	0.6%	0.6%	0.0%	0.6%	0.6%	0.6%	0.7%
%H		50.0%	0.0%	87.5%	43.8%	43.8%	100.0%
TV room	10	8	2	8	8	1	10
%V	0.4%	0.6%	0.5%	0.4%	0.7%	0.1%	0.4%
%H		80.0%	20.0%	80.0%	80.0%	10.0%	100.0%
Conservatory	31	17	4	26	16	10	28
%V	1.1%	1.3%	1.0%	1.2%	1.5%	0.9%	1.2%
%H		54.8%	12.9%	83.9%	51.6%	32.3%	90.3%
Attic or loft room	6	2	1	5	3	2	6
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		33.3%	16.7%	83.3%	50.0%	33.3%	100.0%
No specific location	3	1	0	3	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	33.3%	100.0%
Other	11	7	0	10	6	4	10
%V	0.4%	0.5%	0.0%	0.5%	0.6%	0.4%	0.4%
%H		63.6%	0.0%	90.9%	54.5%	36.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2838	1301	418	2204	1080	1124	2377
%H		45.8%	14.7%	77.7%	38.1%	39.6%	83.8%
PVR	1156	709	220	743	507	236	1035
%V	40.7%	54.5%	52.6%	33.7%	46.9%	21.0%	43.5%
%H		61.3%	19.0%	64.3%	43.9%	20.4%	89.5%
DVDR	51	22	6	41	19	22	45
%V	1.8%	1.7%	1.4%	1.9%	1.8%	2.0%	1.9%
%H		43.1%	11.8%	80.4%	37.3%	43.1%	88.2%
VCR	19	1	2	18	3	15	9
%V	0.7%	0.1%	0.5%	0.8%	0.3%	1.3%	0.4%
%H		5.3%	10.5%	94.7%	15.8%	78.9%	47.4%
Any recorder	1195	714	222	781	513	268	1060
%V	42.1%	54.9%	53.1%	35.4%	47.5%	23.8%	44.6%
%H		59.7%	18.6%	65.4%	42.9%	22.4%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	2838	1301	418	2204	1080	1124	2377
%H		45.8%	14.7%	77.7%	38.1%	39.6%	83.8%
Receives HDTV (via STB or built-in reception)	1155	612	225	826	495	331	1039
%V	40.7%	47.0%	53.8%	37.5%	45.8%	29.4%	43.7%
%H		53.0%	19.5%	71.5%	42.9%	28.7%	90.0%
DVD/Blu-ray player or recorder	1449	664	211	1155	575	580	1230
%V	51.1%	51.0%	50.5%	52.4%	53.2%	51.6%	51.7%
%H		45.8%	14.6%	79.7%	39.7%	40.0%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1431	586	203	1076	436	640	1129
%V		41.0%	14.2%	75.2%	30.5%	44.7%	78.9%
%H							
Under 20"	19	3	2	16	4	12	11
%V	1.3%	0.5%	1.0%	1.5%	0.9%	1.9%	1.0%
%H		15.8%	10.5%	84.2%	21.1%	63.2%	57.9%
20" - 29"	123	28	8	105	20	85	73
%V	8.6%	4.8%	3.9%	9.8%	4.6%	13.3%	6.5%
%H		22.8%	6.5%	85.4%	16.3%	69.1%	59.3%
30" - 39"	514	166	58	413	123	290	367
%V	35.9%	28.3%	28.6%	38.4%	28.2%	45.3%	32.5%
%H		32.3%	11.3%	80.4%	23.9%	56.4%	71.4%
40" and over	772	388	132	539	286	253	675
%V	53.9%	66.2%	65.0%	50.1%	65.6%	39.5%	59.8%
%H		50.3%	17.1%	69.8%	37.0%	32.8%	87.4%
Don't know	3	1	2	3	3	0	3
%V	0.2%	0.2%	1.0%	0.3%	0.7%	0.0%	0.3%
%H		33.3%	66.7%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1431	586	203	1076	436	640	1129
%H		41.0%	14.2%	75.2%	30.5%	44.7%	78.9%
PVR	879	514	166	573	366	206	773
%V	61.4%	87.7%	81.8%	53.3%	83.9%	32.2%	68.5%
%H		58.5%	18.9%	65.2%	41.6%	23.4%	87.9%
DVDR	37	16	5	29	13	16	32
%V	2.6%	2.7%	2.5%	2.7%	3.0%	2.5%	2.8%
%H		43.2%	13.5%	78.4%	35.1%	43.2%	86.5%
VCR	18	1	2	18	3	15	8
%V	1.3%	0.2%	1.0%	1.7%	0.7%	2.3%	0.7%
%H		5.6%	11.1%	100.0%	16.7%	83.3%	44.4%
Any recorder	909	516	167	601	370	231	790
%V	63.5%	88.1%	82.3%	55.9%	84.9%	36.1%	70.0%
%H		56.8%	18.4%	66.1%	40.7%	25.4%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1431	586	203	1076	436	640	1129
%H		41.0%	14.2%	75.2%	30.5%	44.7%	78.9%
Receives HDTV (via STB or built-in reception)	792	422	154	548	324	223	700
%V	55.3%	72.0%	75.9%	50.9%	74.3%	34.8%	62.0%
%H		53.3%	19.4%	69.2%	40.9%	28.2%	88.4%
DVD/Blu-ray player or recorder	948	404	131	725	312	413	775
%V	66.2%	68.9%	64.5%	67.4%	71.6%	64.5%	68.6%
%H		42.6%	13.8%	76.5%	32.9%	43.6%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1407	715	215	1128	644	484	1249
%H		50.8%	15.3%	80.2%	45.8%	34.4%	88.8%
Under 20"	291	127	42	247	123	124	242
%V	20.7%	17.8%	19.5%	21.9%	19.1%	25.6%	19.4%
%H		43.6%	14.4%	84.9%	42.3%	42.6%	83.2%
20" - 29"	443	225	63	365	205	160	386
%V	31.5%	31.5%	29.3%	32.4%	31.8%	33.1%	30.9%
%H		50.8%	14.2%	82.4%	46.3%	36.1%	87.1%
30" - 39"	418	221	63	330	198	133	379
%V	29.7%	30.9%	29.3%	29.3%	30.7%	27.5%	30.3%
%H		52.9%	15.1%	78.9%	47.4%	31.8%	90.7%
40" and over	245	137	46	177	113	64	234
%V	17.4%	19.2%	21.4%	15.7%	17.5%	13.2%	18.7%
%H		55.9%	18.8%	72.2%	46.1%	26.1%	95.5%
Don't know	10	5	1	8	5	3	7
%V	0.7%	0.7%	0.5%	0.7%	0.8%	0.6%	0.6%
%H		50.0%	10.0%	80.0%	50.0%	30.0%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1407	715	215	1128	644	484	1249
%H		50.8%	15.3%	80.2%	45.8%	34.4%	88.8%
PVR	276	195	55	170	141	29	262
%V	19.6%	27.3%	25.6%	15.1%	21.9%	6.0%	21.0%
%H		70.7%	19.9%	61.6%	51.1%	10.5%	94.9%
DVDR	14	6	2	13	6	7	13
%V	1.0%	0.8%	0.9%	1.2%	0.9%	1.4%	1.0%
%H		42.9%	14.3%	92.9%	42.9%	50.0%	92.9%
VCR	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%
Any recorder	286	197	55	180	143	36	271
%V	20.3%	27.6%	25.6%	16.0%	22.2%	7.4%	21.7%
%H		68.9%	19.2%	62.9%	50.0%	12.6%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1407	715	215	1128	644	484	1249
%H		50.8%	15.3%	80.2%	45.8%	34.4%	88.8%
Receives HDTV (via STB or built-in reception)	364	190	72	278	171	108	338
%V	25.9%	26.6%	33.5%	24.6%	26.6%	22.3%	27.1%
%H		52.2%	19.8%	76.4%	47.0%	29.7%	92.9%
DVD/Blu-ray player or recorder	501	259	80	430	263	166	456
%V	35.6%	36.2%	37.2%	38.1%	40.8%	34.3%	36.5%
%H		51.7%	16.0%	85.8%	52.5%	33.1%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3346	3211	1508	490	2308	1098	1210	2887
%H		96.0%	45.1%	14.6%	69.0%	32.8%	36.2%	86.3%
Total Children	603	587	340	93	374	224	150	569
%V	18.0%	18.3%	22.5%	19.0%	16.2%	20.4%	12.4%	19.7%
%H		97.3%	56.4%	15.4%	62.0%	37.1%	24.9%	94.4%
0 - 3	146	143	86	21	82	46	36	132
%V	4.4%	4.5%	5.7%	4.3%	3.6%	4.2%	3.0%	4.6%
%H		97.9%	58.9%	14.4%	56.2%	31.5%	24.7%	90.4%
4 - 15	457	445	255	71	292	177	115	437
%V	13.7%	13.9%	16.9%	14.5%	12.7%	16.1%	9.5%	15.1%
%H		97.4%	55.8%	15.5%	63.9%	38.7%	25.2%	95.6%
4 - 9	236	229	134	38	143	86	57	221
%V	7.1%	7.1%	8.9%	7.8%	6.2%	7.8%	4.7%	7.7%
%H		97.0%	56.8%	16.1%	60.6%	36.4%	24.2%	93.6%
10 - 15	220	216	121	34	150	92	58	216
%V	6.6%	6.7%	8.0%	6.9%	6.5%	8.4%	4.8%	7.5%
%H		98.2%	55.0%	15.5%	68.2%	41.8%	26.4%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3346	3211	1508	490	2308	1098	1210	2887
%H		96.0%	45.1%	14.6%	69.0%	32.8%	36.2%	86.3%
Total Adults (16+)	2743	2624	1168	397	1933	874	1060	2318
%V	82.0%	81.7%	77.5%	81.0%	83.8%	79.6%	87.6%	80.3%
%H		95.7%	42.6%	14.5%	70.5%	31.9%	38.6%	84.5%
16 - 19	152	147	83	27	103	63	40	147
%V	4.5%	4.6%	5.5%	5.5%	4.5%	5.7%	3.3%	5.1%
%H		96.7%	54.6%	17.8%	67.8%	41.4%	26.3%	96.7%
20 - 24	207	185	80	28	144	68	76	190
%V	6.2%	5.8%	5.3%	5.7%	6.2%	6.2%	6.3%	6.6%
%H		89.4%	38.6%	13.5%	69.6%	32.9%	36.7%	91.8%
25 - 34	418	397	203	63	254	126	128	396
%V	12.5%	12.4%	13.5%	12.9%	11.0%	11.5%	10.6%	13.7%
%H		95.0%	48.6%	15.1%	60.8%	30.1%	30.6%	94.7%
35 - 44	377	357	182	68	245	138	107	351
%V	11.3%	11.1%	12.1%	13.9%	10.6%	12.6%	8.8%	12.2%
%H		94.7%	48.3%	18.0%	65.0%	36.6%	28.4%	93.1%
45 - 54	499	484	243	76	350	184	166	461
%V	14.9%	15.1%	16.1%	15.5%	15.2%	16.8%	13.7%	16.0%
%H		97.0%	48.7%	15.2%	70.1%	36.9%	33.3%	92.4%
55 - 64	441	429	191	67	319	147	172	381
%V	13.2%	13.4%	12.7%	13.7%	13.8%	13.4%	14.2%	13.2%
%H		97.3%	43.3%	15.2%	72.3%	33.3%	39.0%	86.4%
65+	648	625	186	68	519	148	371	391
%V	19.4%	19.5%	12.3%	13.9%	22.5%	13.5%	30.7%	13.5%
%H		96.5%	28.7%	10.5%	80.1%	22.8%	57.3%	60.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2743	2624	1168	397	1933	874	1060	2318
%H		95.7%	42.6%	14.5%	70.5%	31.9%	38.6%	84.5%
AB	678	647	298	83	462	198	265	644
%V	24.7%	24.7%	25.5%	20.9%	23.9%	22.7%	25.0%	27.8%
%H		95.4%	44.0%	12.2%	68.1%	29.2%	39.1%	95.0%
C1	706	669	327	103	499	257	242	641
%V	25.7%	25.5%	28.0%	25.9%	25.8%	29.4%	22.8%	27.7%
%H		94.8%	46.3%	14.6%	70.7%	36.4%	34.3%	90.8%
C2	615	596	279	93	458	232	226	523
%V	22.4%	22.7%	23.9%	23.4%	23.7%	26.5%	21.3%	22.6%
%H		96.9%	45.4%	15.1%	74.5%	37.7%	36.7%	85.0%
D	416	408	171	64	279	108	172	316
%V	15.2%	15.5%	14.6%	16.1%	14.4%	12.4%	16.2%	13.6%
%H		98.1%	41.1%	15.4%	67.1%	26.0%	41.3%	76.0%
E	328	304	94	55	235	80	155	194
%V	12.0%	11.6%	8.0%	13.9%	12.2%	9.2%	14.6%	8.4%
%H		92.7%	28.7%	16.8%	71.6%	24.4%	47.3%	59.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2743	2624	1168	397	1933	874	1060	2318
%H		95.7%	42.6%	14.5%	70.5%	31.9%	38.6%	84.5%
Working full time	1151	1113	568	189	770	414	356	1097
%V	42.0%	42.4%	48.6%	47.6%	39.8%	47.4%	33.6%	47.3%
%H		96.7%	49.3%	16.4%	66.9%	36.0%	30.9%	95.3%
Working part time	310	299	141	39	223	104	119	286
%V	11.3%	11.4%	12.1%	9.8%	11.5%	11.9%	11.2%	12.3%
%H		96.5%	45.5%	12.6%	71.9%	33.5%	38.4%	92.3%
Not working	1282	1211	458	170	940	355	585	935
%V	46.7%	46.2%	39.2%	42.8%	48.6%	40.6%	55.2%	40.3%
%H		94.5%	35.7%	13.3%	73.3%	27.7%	45.6%	72.9%
Housewife/Houseperson	1512	1437	587	203	1077	436	641	1186
%V	55.1%	54.8%	50.3%	51.1%	55.7%	49.9%	60.5%	51.2%
%H		95.0%	38.8%	13.4%	71.2%	28.8%	42.4%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1275	589	200	924	440	484	1146
%H		95.1%	43.9%	14.9%	68.9%	32.8%	36.1%	85.5%
16 - 19	76	73	46	14	47	33	14	75
%V	5.7%	5.7%	7.8%	7.0%	5.1%	7.5%	2.9%	6.5%
%H		96.1%	60.5%	18.4%	61.8%	43.4%	18.4%	98.7%
20 - 24	106	95	35	18	77	36	41	97
%V	7.9%	7.5%	5.9%	9.0%	8.3%	8.2%	8.5%	8.5%
%H		89.6%	33.0%	17.0%	72.6%	34.0%	38.7%	91.5%
25 - 34	212	199	99	31	131	64	68	202
%V	15.8%	15.6%	16.8%	15.5%	14.2%	14.5%	14.0%	17.6%
%H		93.9%	46.7%	14.6%	61.8%	30.2%	32.1%	95.3%
35 - 44	182	170	86	35	119	69	50	165
%V	13.6%	13.3%	14.6%	17.5%	12.9%	15.7%	10.3%	14.4%
%H		93.4%	47.3%	19.2%	65.4%	37.9%	27.5%	90.7%
45 - 54	243	232	120	34	166	87	78	221
%V	18.1%	18.2%	20.4%	17.0%	18.0%	19.8%	16.1%	19.3%
%H		95.5%	49.4%	14.0%	68.3%	35.8%	32.1%	90.9%
55 - 64	222	215	103	32	152	74	79	187
%V	16.6%	16.9%	17.5%	16.0%	16.5%	16.8%	16.3%	16.3%
%H		96.8%	46.4%	14.4%	68.5%	33.3%	35.6%	84.2%
65+	301	289	100	36	232	78	154	199
%V	22.4%	22.7%	17.0%	18.0%	25.1%	17.7%	31.8%	17.4%
%H		96.0%	33.2%	12.0%	77.1%	25.9%	51.2%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1275	589	200	924	440	484	1146
%H		95.1%	43.9%	14.9%	68.9%	32.8%	36.1%	85.5%
AB	344	328	156	41	229	99	130	324
%V	25.7%	25.7%	26.5%	20.5%	24.8%	22.5%	26.9%	28.3%
%H		95.3%	45.3%	11.9%	66.6%	28.8%	37.8%	94.2%
C1	333	315	160	52	234	129	105	312
%V	24.8%	24.7%	27.2%	26.0%	25.3%	29.3%	21.7%	27.2%
%H		94.6%	48.0%	15.6%	70.3%	38.7%	31.5%	93.7%
C2	337	324	152	50	249	125	123	279
%V	25.1%	25.4%	25.8%	25.0%	26.9%	28.4%	25.4%	24.3%
%H		96.1%	45.1%	14.8%	73.9%	37.1%	36.5%	82.8%
D	188	183	80	31	119	49	70	148
%V	14.0%	14.4%	13.6%	15.5%	12.9%	11.1%	14.5%	12.9%
%H		97.3%	42.6%	16.5%	63.3%	26.1%	37.2%	78.7%
E	139	124	42	27	93	38	55	84
%V	10.4%	9.7%	7.1%	13.5%	10.1%	8.6%	11.4%	7.3%
%H		89.2%	30.2%	19.4%	66.9%	27.3%	39.6%	60.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1275	589	200	924	440	484	1146
%H		95.1%	43.9%	14.9%	68.9%	32.8%	36.1%	85.5%
Working full time	712	686	349	112	475	252	223	675
%V	53.1%	53.8%	59.3%	56.0%	51.4%	57.3%	46.1%	58.9%
%H		96.3%	49.0%	15.7%	66.7%	35.4%	31.3%	94.8%
Working part time	66	62	27	5	50	19	31	56
%V	4.9%	4.9%	4.6%	2.5%	5.4%	4.3%	6.4%	4.9%
%H		93.9%	40.9%	7.6%	75.8%	28.8%	47.0%	84.8%
Not working	563	526	213	83	399	169	230	415
%V	42.0%	41.3%	36.2%	41.5%	43.2%	38.4%	47.5%	36.2%
%H		93.4%	37.8%	14.7%	70.9%	30.0%	40.9%	73.7%
Housewife/Houseperson	349	314	116	46	240	90	149	233
%V	26.0%	24.6%	19.7%	23.0%	26.0%	20.5%	30.8%	20.3%
%H		90.0%	33.2%	13.2%	68.8%	25.8%	42.7%	66.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1402	1349	579	197	1009	433	575	1172
%H		96.2%	41.3%	14.1%	72.0%	30.9%	41.0%	83.6%
16 - 19	76	73	37	13	55	29	26	73
%V	5.4%	5.4%	6.4%	6.6%	5.5%	6.7%	4.5%	6.2%
%H		96.1%	48.7%	17.1%	72.4%	38.2%	34.2%	96.1%
20 - 24	102	90	45	11	67	32	35	92
%V	7.3%	6.7%	7.8%	5.6%	6.6%	7.4%	6.1%	7.8%
%H		88.2%	44.1%	10.8%	65.7%	31.4%	34.3%	90.2%
25 - 34	207	197	104	31	122	63	60	194
%V	14.8%	14.6%	18.0%	15.7%	12.1%	14.5%	10.4%	16.6%
%H		95.2%	50.2%	15.0%	58.9%	30.4%	29.0%	93.7%
35 - 44	195	187	96	33	127	70	57	187
%V	13.9%	13.9%	16.6%	16.8%	12.6%	16.2%	9.9%	16.0%
%H		95.9%	49.2%	16.9%	65.1%	35.9%	29.2%	95.9%
45 - 54	256	251	123	42	184	97	87	240
%V	18.3%	18.6%	21.2%	21.3%	18.2%	22.4%	15.1%	20.5%
%H		98.0%	48.0%	16.4%	71.9%	37.9%	34.0%	93.8%
55 - 64	220	215	88	35	166	73	93	194
%V	15.7%	15.9%	15.2%	17.8%	16.5%	16.9%	16.2%	16.6%
%H		97.7%	40.0%	15.9%	75.5%	33.2%	42.3%	88.2%
65+	347	336	86	32	287	70	217	192
%V	24.8%	24.9%	14.9%	16.2%	28.4%	16.2%	37.7%	16.4%
%H		96.8%	24.8%	9.2%	82.7%	20.2%	62.5%	55.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		1402	1349	579	197	1009	433	575	1172
	%H		96.2%	41.3%	14.1%	72.0%	30.9%	41.0%	83.6%
AB		334	319	142	42	234	99	135	320
	%V	23.8%	23.6%	24.5%	21.3%	23.2%	22.9%	23.5%	27.3%
	%H		95.5%	42.5%	12.6%	70.1%	29.6%	40.4%	95.8%
C1		373	354	167	51	265	127	137	329
	%V	26.6%	26.2%	28.8%	25.9%	26.3%	29.3%	23.8%	28.1%
	%H		94.9%	44.8%	13.7%	71.0%	34.0%	36.7%	88.2%
C2		278	272	127	43	210	107	103	244
	%V	19.8%	20.2%	21.9%	21.8%	20.8%	24.7%	17.9%	20.8%
	%H		97.8%	45.7%	15.5%	75.5%	38.5%	37.1%	87.8%
D		227	225	91	33	160	59	101	168
	%V	16.2%	16.7%	15.7%	16.8%	15.9%	13.6%	17.6%	14.3%
	%H		99.1%	40.1%	14.5%	70.5%	26.0%	44.5%	74.0%
E		189	180	52	28	141	42	100	110
	%V	13.5%	13.3%	9.0%	14.2%	14.0%	9.7%	17.4%	9.4%
	%H		95.2%	27.5%	14.8%	74.6%	22.2%	52.9%	58.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1402	1349	579	197	1009	433	575	1172
%H		96.2%	41.3%	14.1%	72.0%	30.9%	41.0%	83.6%
Working full time	439	427	219	77	295	162	133	422
%V	31.3%	31.7%	37.8%	39.1%	29.2%	37.4%	23.1%	36.0%
%H		97.3%	49.9%	17.5%	67.2%	36.9%	30.3%	96.1%
Working part time	243	237	114	34	173	85	88	230
%V	17.3%	17.6%	19.7%	17.3%	17.1%	19.6%	15.3%	19.6%
%H		97.5%	46.9%	14.0%	71.2%	35.0%	36.2%	94.7%
Not working	719	685	245	87	541	186	354	520
%V	51.3%	50.8%	42.3%	44.2%	53.6%	43.0%	61.6%	44.4%
%H		95.3%	34.1%	12.1%	75.2%	25.9%	49.2%	72.3%
Housewife/Houseperson	1163	1122	471	157	837	345	492	953
%V	83.0%	83.2%	81.3%	79.7%	83.0%	79.7%	85.6%	81.3%
%H		96.5%	40.5%	13.5%	72.0%	29.7%	42.3%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
AB	686	659	312	108	489	249	240	637
%V	22.9%	23.3%	26.4%	21.0%	23.2%	25.1%	21.5%	26.5%
%H (All HH)		96.1%	45.5%	15.7%	71.3%	36.3%	35.0%	92.9%
%H (TV HH)			47.3%	16.4%	74.2%	37.8%	36.4%	
C1	807	763	320	141	566	273	293	698
%V	27.0%	27.0%	27.0%	27.4%	26.9%	27.5%	26.3%	29.0%
%H (All HH)		94.5%	39.7%	17.5%	70.1%	33.8%	36.3%	86.5%
%H (TV HH)			41.9%	18.5%	74.2%	35.8%	38.4%	
C2	635	605	279	121	444	243	201	523
%V	21.2%	21.4%	23.6%	23.5%	21.1%	24.5%	18.0%	21.7%
%H (All HH)		95.3%	43.9%	19.1%	69.9%	38.3%	31.7%	82.4%
%H (TV HH)			46.1%	20.0%	73.4%	40.2%	33.2%	
D	468	444	167	85	334	144	190	334
%V	15.6%	15.7%	14.1%	16.5%	15.8%	14.5%	17.0%	13.9%
%H (All HH)		94.9%	35.7%	18.2%	71.4%	30.8%	40.6%	71.4%
%H (TV HH)			37.6%	19.1%	75.2%	32.4%	42.8%	
E	396	359	105	59	275	84	192	214
%V	13.2%	12.7%	8.9%	11.5%	13.0%	8.5%	17.2%	8.9%
%H (All HH)		90.7%	26.5%	14.9%	69.4%	21.2%	48.5%	54.0%
%H (TV HH)			29.2%	16.4%	76.6%	23.4%	53.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2991	2830	1184	514	2108	993	1115	2406
%V (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Under 25	136	116	36	19	90	32	58	120
%V	4.5%	4.1%	3.0%	3.7%	4.3%	3.2%	5.2%	5.0%
%H (All HH)		85.3%	26.5%	14.0%	66.2%	23.5%	42.6%	88.2%
%H (TV HH)			31.0%	16.4%	77.6%	27.6%	50.0%	
25 - 34	454	417	208	74	251	130	121	430
%V	15.2%	14.7%	17.6%	14.4%	11.9%	13.1%	10.9%	17.9%
%H (All HH)		91.9%	45.8%	16.3%	55.3%	28.6%	26.7%	94.7%
%H (TV HH)			49.9%	17.7%	60.2%	31.2%	29.0%	
35 - 44	497	475	238	93	329	189	140	471
%V	16.6%	16.8%	20.1%	18.1%	15.6%	19.0%	12.6%	19.6%
%H (All HH)		95.6%	47.9%	18.7%	66.2%	38.0%	28.2%	94.8%
%H (TV HH)			50.1%	19.6%	69.3%	39.8%	29.5%	
45 - 54	581	558	266	121	427	253	173	516
%V	19.4%	19.7%	22.5%	23.5%	20.3%	25.5%	15.5%	21.4%
%H (All HH)		96.0%	45.8%	20.8%	73.5%	43.5%	29.8%	88.8%
%H (TV HH)			47.7%	21.7%	76.5%	45.3%	31.0%	
55 - 64	494	476	192	97	359	170	189	416
%V	16.5%	16.8%	16.2%	18.9%	17.0%	17.1%	17.0%	17.3%
%H (All HH)		96.4%	38.9%	19.6%	72.7%	34.4%	38.3%	84.2%
%H (TV HH)			40.3%	20.4%	75.4%	35.7%	39.7%	
65 +	828	788	243	110	652	218	434	452
%V	27.7%	27.8%	20.5%	21.4%	30.9%	22.0%	38.9%	18.8%
%H (All HH)		95.2%	29.3%	13.3%	78.7%	26.3%	52.4%	54.6%
%H (TV HH)			30.8%	14.0%	82.7%	27.7%	55.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
1	967	893	270	119	686	197	490	558
%V	32.3%	31.6%	22.8%	23.2%	32.5%	19.8%	43.9%	23.2%
%H (All HH)		92.3%	27.9%	12.3%	70.9%	20.4%	50.7%	57.7%
%H (TV HH)			30.2%	13.3%	76.8%	22.1%	54.9%	
2	978	930	399	165	705	343	363	835
%V	32.7%	32.9%	33.7%	32.1%	33.4%	34.5%	32.6%	34.7%
%H (All HH)		95.1%	40.8%	16.9%	72.1%	35.1%	37.1%	85.4%
%H (TV HH)			42.9%	17.7%	75.8%	36.9%	39.0%	
3	485	466	225	112	337	208	130	469
%V	16.2%	16.5%	19.0%	21.8%	16.0%	20.9%	11.7%	19.5%
%H (All HH)		96.1%	46.4%	23.1%	69.5%	42.9%	26.8%	96.7%
%H (TV HH)			48.3%	24.0%	72.3%	44.6%	27.9%	
4	385	373	199	83	269	176	93	374
%V	12.9%	13.2%	16.8%	16.1%	12.8%	17.7%	8.3%	15.5%
%H (All HH)		96.9%	51.7%	21.6%	69.9%	45.7%	24.2%	97.1%
%H (TV HH)			53.4%	22.3%	72.1%	47.2%	24.9%	
5+	176	169	92	35	110	70	40	170
%V	5.9%	6.0%	7.8%	6.8%	5.2%	7.0%	3.6%	7.1%
%H (All HH)		96.0%	52.3%	19.9%	62.5%	39.8%	22.7%	96.6%
%H (TV HH)			54.4%	20.7%	65.1%	41.4%	23.7%	
Average HH size	2.30	2.32	2.58	2.54	2.27	2.62	1.97	2.52

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Without	2214	2079	806	353	1599	690	909	1660
%V	74.0%	73.5%	68.1%	68.7%	75.9%	69.5%	81.5%	69.0%
%H (All HH)		93.9%	36.4%	15.9%	72.2%	31.2%	41.1%	75.0%
%H (TV HH)			38.8%	17.0%	76.9%	33.2%	43.7%	
With	776	750	378	161	509	303	206	746
%V	25.9%	26.5%	31.9%	31.3%	24.1%	30.5%	18.5%	31.0%
%H (All HH)		96.6%	48.7%	20.7%	65.6%	39.0%	26.5%	96.1%
%H (TV HH)			50.4%	21.5%	67.9%	40.4%	27.5%	
0 - 3	293	278	145	49	179	98	81	277
%V	9.8%	9.8%	12.2%	9.5%	8.5%	9.9%	7.3%	11.5%
%H (All HH)		94.9%	49.5%	16.7%	61.1%	33.4%	27.6%	94.5%
%H (TV HH)			52.2%	17.6%	64.4%	35.3%	29.1%	
4 - 9	395	386	197	83	254	153	101	378
%V	13.2%	13.6%	16.6%	16.1%	12.0%	15.4%	9.1%	15.7%
%H (All HH)		97.7%	49.9%	21.0%	64.3%	38.7%	25.6%	95.7%
%H (TV HH)			51.0%	21.5%	65.8%	39.6%	26.2%	
10 - 15	356	349	178	77	244	150	93	348
%V	11.9%	12.3%	15.0%	15.0%	11.6%	15.1%	8.3%	14.5%
%H (All HH)		98.0%	50.0%	21.6%	68.5%	42.1%	26.1%	97.8%
%H (TV HH)			51.0%	22.1%	69.9%	43.0%	26.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
1	1117	1117	376	165	736	184	552	793
%V	37.3%	39.5%	31.8%	32.1%	34.9%	18.5%	49.5%	33.0%
%H (All HH)		100.0%	33.7%	14.8%	65.9%	16.5%	49.4%	71.0%
%H (TV HH)			33.7%	14.8%	65.9%	16.5%	49.4%	
2	1018	1018	429	196	789	395	394	835
%V	34.0%	36.0%	36.2%	38.1%	37.4%	39.8%	35.3%	34.7%
%H (All HH)		100.0%	42.1%	19.3%	77.5%	38.8%	38.7%	82.0%
%H (TV HH)			42.1%	19.3%	77.5%	38.8%	38.7%	
3	424	424	220	89	353	236	117	399
%V	14.2%	15.0%	18.6%	17.3%	16.7%	23.8%	10.5%	16.6%
%H (All HH)		100.0%	51.9%	21.0%	83.3%	55.7%	27.6%	94.1%
%H (TV HH)			51.9%	21.0%	83.3%	55.7%	27.6%	
4	179	179	103	40	149	111	39	175
%V	6.0%	6.3%	8.7%	7.8%	7.1%	11.2%	3.5%	7.3%
%H (All HH)		100.0%	57.5%	22.3%	83.2%	62.0%	21.8%	97.8%
%H (TV HH)			57.5%	22.3%	83.2%	62.0%	21.8%	
5+	92	92	56	23	82	67	14	90
%V	3.1%	3.3%	4.7%	4.5%	3.9%	6.7%	1.3%	3.7%
%H (All HH)		100.0%	60.9%	25.0%	89.1%	72.8%	15.2%	97.8%
%H (TV HH)			60.9%	25.0%	89.1%	72.8%	15.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2991	2830	1184	514	2108	993	1115	2406
%V (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Under 20"	461	461	199	74	407	219	188	392
%V	15.4%	16.3%	16.8%	14.4%	19.3%	22.1%	16.9%	16.3%
%H (All HH)		100.0%	43.2%	16.1%	88.3%	47.5%	40.8%	85.0%
%H (TV HH)			43.2%	16.1%	88.3%	47.5%	40.8%	
20" - 29"	900	900	374	156	742	374	368	724
%V	30.1%	31.8%	31.6%	30.4%	35.2%	37.7%	33.0%	30.1%
%H (All HH)		100.0%	41.6%	17.3%	82.4%	41.6%	40.9%	80.4%
%H (TV HH)			41.6%	17.3%	82.4%	41.6%	40.9%	
30" - 39"	1561	1561	655	286	1208	593	615	1271
%V	52.2%	55.2%	55.3%	55.6%	57.3%	59.7%	55.2%	52.8%
%H (All HH)		100.0%	42.0%	18.3%	77.4%	38.0%	39.4%	81.4%
%H (TV HH)			42.0%	18.3%	77.4%	38.0%	39.4%	
40" and over	1484	1484	747	321	1064	647	417	1338
%V	49.6%	52.4%	63.1%	62.5%	50.5%	65.2%	37.4%	55.6%
%H (All HH)		100.0%	50.3%	21.6%	71.7%	43.6%	28.1%	90.2%
%H (TV HH)			50.3%	21.6%	71.7%	43.6%	28.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Main living room	2790	2790	1171	509	2083	984	1099	2264
%V	93.3%	98.6%	98.9%	99.0%	98.8%	99.1%	98.6%	94.1%
%H (All HH)		100.0%	42.0%	18.2%	74.7%	35.3%	39.4%	81.1%
%H (TV HH)			42.0%	18.2%	74.7%	35.3%	39.4%	
Kitchen	231	231	113	35	205	123	82	208
%V	7.7%	8.2%	9.5%	6.8%	9.7%	12.4%	7.4%	8.6%
%H (All HH)		100.0%	48.9%	15.2%	88.7%	53.2%	35.5%	90.0%
%H (TV HH)			48.9%	15.2%	88.7%	53.2%	35.5%	
Adult's bedroom	1332	1332	636	279	1067	647	420	1171
%V	44.5%	47.1%	53.7%	54.3%	50.6%	65.2%	37.7%	48.7%
%H (All HH)		100.0%	47.7%	20.9%	80.1%	48.6%	31.5%	87.9%
%H (TV HH)			47.7%	20.9%	80.1%	48.6%	31.5%	
Child's bedroom	256	256	141	68	193	147	47	252
%V	8.6%	9.0%	11.9%	13.2%	9.2%	14.8%	4.2%	10.5%
%H (All HH)		100.0%	55.1%	26.6%	75.4%	57.4%	18.4%	98.4%
%H (TV HH)			55.1%	26.6%	75.4%	57.4%	18.4%	
Other bedroom	141	141	76	34	118	85	33	131
%V	4.7%	5.0%	6.4%	6.6%	5.6%	8.6%	3.0%	5.4%
%H (All HH)		100.0%	53.9%	24.1%	83.7%	60.3%	23.4%	92.9%
%H (TV HH)			53.9%	24.1%	83.7%	60.3%	23.4%	
Second living/dining room	342	342	171	67	289	183	106	300
%V	11.4%	12.1%	14.4%	13.0%	13.7%	18.4%	9.5%	12.5%
%H (All HH)		100.0%	50.0%	19.6%	84.5%	53.5%	31.0%	87.7%
%H (TV HH)			50.0%	19.6%	84.5%	53.5%	31.0%	
Study/office	29	29	15	4	25	15	10	28
%V	1.0%	1.0%	1.3%	0.8%	1.2%	1.5%	0.9%	1.2%
%H (All HH)		100.0%	51.7%	13.8%	86.2%	51.7%	34.5%	96.6%
%H (TV HH)			51.7%	13.8%	86.2%	51.7%	34.5%	
TV room	13	13	7	3	11	8	3	13
%V	0.4%	0.5%	0.6%	0.6%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	53.8%	23.1%	84.6%	61.5%	23.1%	100.0%
%H (TV HH)			53.8%	23.1%	84.6%	61.5%	23.1%	
Conservatory	74	74	43	13	67	48	19	69
%V	2.5%	2.6%	3.6%	2.5%	3.2%	4.8%	1.7%	2.9%
%H (All HH)		100.0%	58.1%	17.6%	90.5%	64.9%	25.7%	93.2%
%H (TV HH)			58.1%	17.6%	90.5%	64.9%	25.7%	
Attic or loft room	7	7	4	1	5	4	1	7
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	57.1%	14.3%	100.0%
%H (TV HH)			57.1%	14.3%	71.4%	57.1%	14.3%	
No specific location	6	6	2	2	5	2	3	5
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	83.3%	33.3%	50.0%	83.3%
%H (TV HH)			33.3%	33.3%	83.3%	33.3%	50.0%	
Other	20	20	12	2	18	11	7	18
%V	0.7%	0.7%	1.0%	0.4%	0.9%	1.1%	0.6%	0.7%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	55.0%	35.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	55.0%	35.0%	

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

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DATA PERIOD: ANNUAL

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Household level data

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Any DSAT provider	1184	1184	1184	23	715	715	0	1061
%V	39.6%	41.8%	100.0%	4.5%	33.9%	72.0%	0.0%	44.1%
%H (All HH)			100.0%	1.9%	60.4%	60.4%	0.0%	89.6%
%H (TV HH)			100.0%	1.9%	60.4%	60.4%	0.0%	
Sky with subcription	1007	1007	1007	11	607	607	0	916
%V	33.7%	35.6%	85.1%	2.1%	28.8%	61.1%	0.0%	38.1%
%H (All HH)			100.0%	1.1%	60.3%	60.3%	0.0%	91.0%
%H (TV HH)			100.0%	1.1%	60.3%	60.3%	0.0%	
Sky without subscription	74	74	74	3	36	36	0	59
%V	2.5%	2.6%	6.3%	0.6%	1.7%	3.6%	0.0%	2.5%
%H (All HH)			100.0%	4.1%	48.6%	48.6%	0.0%	79.7%
%H (TV HH)			100.0%	4.1%	48.6%	48.6%	0.0%	
Freesat	121	121	121	11	97	97	0	106
%V	4.0%	4.3%	10.2%	2.1%	4.6%	9.8%	0.0%	4.4%
%H (All HH)			100.0%	9.1%	80.2%	80.2%	0.0%	87.6%
%H (TV HH)			100.0%	9.1%	80.2%	80.2%	0.0%	
Other satellite provider	24	24	24	0	15	15	0	22
%V	0.8%	0.8%	2.0%	0.0%	0.7%	1.5%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
DCAB	514	514	23	514	296	296	0	465
%V	17.2%	18.2%	1.9%	100.0%	14.0%	29.8%	0.0%	19.3%
%H (All HH)			4.5%	100.0%	57.6%	57.6%	0.0%	90.5%
%H (TV HH)			4.5%	100.0%	57.6%	57.6%	0.0%	
DTT	2108	2108	715	296	2108	993	1115	1661
%V	70.5%	74.5%	60.4%	57.6%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	33.9%	14.0%	100.0%	47.1%	52.9%	78.8%
%H (TV HH)			33.9%	14.0%	100.0%	47.1%	52.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
PVR	1868	1868	1064	454	1278	911	367	1672
%V	62.5%	66.0%	89.9%	88.3%	60.6%	91.7%	32.9%	69.5%
%H (All HH)		100.0%	57.0%	24.3%	68.4%	48.8%	19.6%	89.5%
%H (TV HH)			57.0%	24.3%	68.4%	48.8%	19.6%	
DVDR	72	72	32	16	63	36	27	63
%V	2.4%	2.5%	2.7%	3.1%	3.0%	3.6%	2.4%	2.6%
%H (All HH)		100.0%	44.4%	22.2%	87.5%	50.0%	37.5%	87.5%
%H (TV HH)			44.4%	22.2%	87.5%	50.0%	37.5%	
VCR	24	24	7	2	22	7	14	16
%V	0.8%	0.8%	0.6%	0.4%	1.0%	0.7%	1.3%	0.7%
%H (All HH)		100.0%	29.2%	8.3%	91.7%	29.2%	58.3%	66.7%
%H (TV HH)			29.2%	8.3%	91.7%	29.2%	58.3%	
Any recorder	1902	1902	1069	456	1308	914	394	1697
%V	63.6%	67.2%	90.3%	88.7%	62.0%	92.0%	35.3%	70.5%
%H (All HH)		100.0%	56.2%	24.0%	68.8%	48.1%	20.7%	89.2%
%H (TV HH)			56.2%	24.0%	68.8%	48.1%	20.7%	
Receives HDTV (via STB or built-in reception)	1769	1769	906	430	1276	821	455	1584
%V	59.1%	62.5%	76.5%	83.7%	60.5%	82.7%	40.8%	65.8%
%H (All HH)		100.0%	51.2%	24.3%	72.1%	46.4%	25.7%	89.5%
%H (TV HH)			51.2%	24.3%	72.1%	46.4%	25.7%	
DVD/Blu-ray player or recorder	2097	2097	905	402	1624	824	801	1774
%V	70.1%	74.1%	76.4%	78.2%	77.0%	83.0%	71.8%	73.7%
%H (All HH)		100.0%	43.2%	19.2%	77.4%	39.3%	38.2%	84.6%
%H (TV HH)			43.2%	19.2%	77.4%	39.3%	38.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2991	2830	1184	514	2108	993	1115	2406
%H (All HH)		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%
%H (TV HH)			41.8%	18.2%	74.5%	35.1%	39.4%	
Has broadband internet	2406	2293	1061	465	1661	907	754	2406
%V	80.4%	81.0%	89.6%	90.5%	78.8%	91.3%	67.6%	100.0%
%H (All HH)		95.3%	44.1%	19.3%	69.0%	37.7%	31.3%	100.0%
%H (TV HH)			46.3%	20.3%	72.4%	39.6%	32.9%	
Number of computers (PCs and laptops)								
0	625	574	140	55	472	99	372	93
%V	20.9%	20.3%	11.8%	10.7%	22.4%	10.0%	33.4%	3.9%
%H (All HH)		91.8%	22.4%	8.8%	75.5%	15.8%	59.5%	14.9%
%H (TV HH)			24.4%	9.6%	82.2%	17.2%	64.8%	
1	887	828	342	153	583	255	328	843
%V	29.7%	29.3%	28.9%	29.8%	27.7%	25.7%	29.4%	35.0%
%H (All HH)		93.3%	38.6%	17.2%	65.7%	28.7%	37.0%	95.0%
%H (TV HH)			41.3%	18.5%	70.4%	30.8%	39.6%	
2	642	614	285	121	438	237	201	635
%V	21.5%	21.7%	24.1%	23.5%	20.8%	23.9%	18.0%	26.4%
%H (All HH)		95.6%	44.4%	18.8%	68.2%	36.9%	31.3%	98.9%
%H (TV HH)			46.4%	19.7%	71.3%	38.6%	32.7%	
3	406	394	208	79	301	196	105	404
%V	13.6%	13.9%	17.6%	15.4%	14.3%	19.7%	9.4%	16.8%
%H (All HH)		97.0%	51.2%	19.5%	74.1%	48.3%	25.9%	99.5%
%H (TV HH)			52.8%	20.1%	76.4%	49.7%	26.6%	
4	225	220	112	52	163	105	58	225
%V	7.5%	7.8%	9.5%	10.1%	7.7%	10.6%	5.2%	9.4%
%H (All HH)		97.8%	49.8%	23.1%	72.4%	46.7%	25.8%	100.0%
%H (TV HH)			50.9%	23.6%	74.1%	47.7%	26.4%	
5+	207	201	97	54	152	102	50	206
%V	6.9%	7.1%	8.2%	10.5%	7.2%	10.3%	4.5%	8.6%
%H (All HH)		97.1%	46.9%	26.1%	73.4%	49.3%	24.2%	99.5%
%H (TV HH)			48.3%	26.9%	75.6%	50.7%	24.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	5639	2609	1112	4412	2491	1921	4849
%H		46.3%	19.7%	78.2%	44.2%	34.1%	86.0%
Under 20"	591	268	94	523	297	226	514
%V	10.5%	10.3%	8.5%	11.9%	11.9%	11.8%	10.6%
%H		45.3%	15.9%	88.5%	50.3%	38.2%	87.0%
20" - 29"	1135	482	207	945	502	443	932
%V	20.1%	18.5%	18.6%	21.4%	20.2%	23.1%	19.2%
%H		42.5%	18.2%	83.3%	44.2%	39.0%	82.1%
30" - 39"	1938	836	379	1501	779	722	1611
%V	34.4%	32.0%	34.1%	34.0%	31.3%	37.6%	33.2%
%H		43.1%	19.6%	77.5%	40.2%	37.3%	83.1%
40" and over	1886	992	415	1373	882	491	1724
%V	33.4%	38.0%	37.3%	31.1%	35.4%	25.6%	35.6%
%H		52.6%	22.0%	72.8%	46.8%	26.0%	91.4%
Don't know	89	32	16	70	30	40	69
%V	1.6%	1.2%	1.4%	1.6%	1.2%	2.1%	1.4%
%H		36.0%	18.0%	78.7%	33.7%	44.9%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.12: 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	5639	2609	1112	4412	2491	1921	4849
%H		46.3%	19.7%	78.2%	44.2%	34.1%	86.0%
Main living room	2807	1181	515	2095	993	1102	2279
%V	49.8%	45.3%	46.3%	47.5%	39.9%	57.4%	47.0%
%H		42.1%	18.3%	74.6%	35.4%	39.3%	81.2%
Kitchen	231	113	35	205	123	82	208
%V	4.1%	4.3%	3.1%	4.6%	4.9%	4.3%	4.3%
%H		48.9%	15.2%	88.7%	53.2%	35.5%	90.0%
Adult's bedroom	1612	786	341	1307	815	491	1439
%V	28.6%	30.1%	30.7%	29.6%	32.7%	25.6%	29.7%
%H		48.8%	21.2%	81.1%	50.6%	30.5%	89.3%
Child's bedroom	328	180	87	241	181	60	323
%V	5.8%	6.9%	7.8%	5.5%	7.3%	3.1%	6.7%
%H		54.9%	26.5%	73.5%	55.2%	18.3%	98.5%
Other bedroom	164	91	40	140	103	37	153
%V	2.9%	3.5%	3.6%	3.2%	4.1%	1.9%	3.2%
%H		55.5%	24.4%	85.4%	62.8%	22.6%	93.3%
Second living/dining room	347	176	67	293	187	106	305
%V	6.2%	6.7%	6.0%	6.6%	7.5%	5.5%	6.3%
%H		50.7%	19.3%	84.4%	53.9%	30.5%	87.9%
Study/office	30	15	4	25	15	10	28
%V	0.5%	0.6%	0.4%	0.6%	0.6%	0.5%	0.6%
%H		50.0%	13.3%	83.3%	50.0%	33.3%	93.3%
TV room	13	7	3	11	8	3	13
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
%H		53.8%	23.1%	84.6%	61.5%	23.1%	100.0%
Conservatory	74	43	13	67	48	19	69
%V	1.3%	1.6%	1.2%	1.5%	1.9%	1.0%	1.4%
%H		58.1%	17.6%	90.5%	64.9%	25.7%	93.2%
Attic or loft room	7	4	1	6	4	2	7
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%
No specific location	6	2	2	5	2	3	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	33.3%	83.3%	33.3%	50.0%	83.3%
Other	20	12	2	18	11	7	18
%V	0.4%	0.5%	0.2%	0.4%	0.4%	0.4%	0.4%
%H		60.0%	10.0%	90.0%	55.0%	35.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5639	2609	1112	4412	2491	1921	4849
%H		46.3%	19.7%	78.2%	44.2%	34.1%	86.0%
PVR	2494	1480	633	1662	1250	412	2265
%V	44.2%	56.7%	56.9%	37.7%	50.2%	21.4%	46.7%
%H		59.3%	25.4%	66.6%	50.1%	16.5%	90.8%
DVDR	82	39	19	74	45	29	73
%V	1.5%	1.5%	1.7%	1.7%	1.8%	1.5%	1.5%
%H		47.6%	23.2%	90.2%	54.9%	35.4%	89.0%
VCR	25	8	2	23	8	15	18
%V	0.4%	0.3%	0.2%	0.5%	0.3%	0.8%	0.4%
%H		32.0%	8.0%	92.0%	32.0%	60.0%	72.0%
Any recorder	2541	1491	637	1705	1261	444	2301
%V	45.1%	57.1%	57.3%	38.6%	50.6%	23.1%	47.5%
%H		58.7%	25.1%	67.1%	49.6%	17.5%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5639	2609	1112	4412	2491	1921	4849
%H		46.3%	19.7%	78.2%	44.2%	34.1%	86.0%
Receives HDTV (via STB or built-in reception)	2549	1331	649	1867	1257	611	2318
%V	45.2%	51.0%	58.4%	42.3%	50.5%	31.8%	47.8%
%H		52.2%	25.5%	73.2%	49.3%	24.0%	90.9%
DVD/Blu-ray player or recorder	3057	1409	631	2437	1391	1046	2677
%V	54.2%	54.0%	56.7%	55.2%	55.8%	54.5%	55.2%
%H		46.1%	20.6%	79.7%	45.5%	34.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2820	1182	514	2107	992	1115	2284
%H		41.9%	18.2%	74.7%	35.2%	39.5%	81.0%
Under 20"	34	7	4	27	6	21	15
%V	1.2%	0.6%	0.8%	1.3%	0.6%	1.9%	0.7%
%H		20.6%	11.8%	79.4%	17.6%	61.8%	44.1%
20" - 29"	253	55	25	211	40	171	154
%V	9.0%	4.7%	4.9%	10.0%	4.0%	15.3%	6.7%
%H		21.7%	9.9%	83.4%	15.8%	67.6%	60.9%
30" - 39"	1049	383	166	805	312	493	786
%V	37.2%	32.4%	32.3%	38.2%	31.5%	44.2%	34.4%
%H		36.5%	15.8%	76.7%	29.7%	47.0%	74.9%
40" and over	1439	725	312	1029	624	404	1297
%V	51.0%	61.3%	60.7%	48.8%	62.9%	36.2%	56.8%
%H		50.4%	21.7%	71.5%	43.4%	28.1%	90.1%
Don't know	45	12	6	35	10	25	31
%V	1.6%	1.0%	1.2%	1.7%	1.0%	2.2%	1.4%
%H		26.7%	13.3%	77.8%	22.2%	55.6%	68.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2820	1182	514	2107	992	1115	2284
%H		41.9%	18.2%	74.7%	35.2%	39.5%	81.0%
PVR	1822	1050	443	1238	892	346	1633
%V	64.6%	88.8%	86.2%	58.8%	89.9%	31.0%	71.5%
%H		57.6%	24.3%	67.9%	49.0%	19.0%	89.6%
DVDR	59	27	11	53	28	25	51
%V	2.1%	2.3%	2.1%	2.5%	2.8%	2.2%	2.2%
%H		45.8%	18.6%	89.8%	47.5%	42.4%	86.4%
VCR	21	7	2	19	6	13	14
%V	0.7%	0.6%	0.4%	0.9%	0.6%	1.2%	0.6%
%H		33.3%	9.5%	90.5%	28.6%	61.9%	66.7%
Any recorder	1855	1055	445	1268	896	373	1656
%V	65.8%	89.3%	86.6%	60.2%	90.3%	33.5%	72.5%
%H		56.9%	24.0%	68.4%	48.3%	20.1%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2820	1182	514	2107	992	1115	2284
%H		41.9%	18.2%	74.7%	35.2%	39.5%	81.0%
Receives HDTV (via STB or built-in reception)	1716	884	421	1228	797	432	1537
%V	60.9%	74.8%	81.9%	58.3%	80.3%	38.7%	67.3%
%H		51.5%	24.5%	71.6%	46.4%	25.2%	89.6%
DVD/Blu-ray player or recorder	1939	831	361	1494	737	757	1632
%V	68.8%	70.3%	70.2%	70.9%	74.3%	67.9%	71.5%
%H		42.9%	18.6%	77.1%	38.0%	39.0%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2819	1428	598	2305	1499	807	2565
%H		50.7%	21.2%	81.8%	53.2%	28.6%	91.0%
Under 20"	557	261	90	496	291	205	499
%V	19.8%	18.3%	15.1%	21.5%	19.4%	25.4%	19.5%
%H		46.9%	16.2%	89.0%	52.2%	36.8%	89.6%
20" - 29"	882	427	182	734	462	272	777
%V	31.3%	29.9%	30.4%	31.8%	30.8%	33.7%	30.3%
%H		48.4%	20.6%	83.2%	52.4%	30.8%	88.1%
30" - 39"	889	453	213	696	467	229	824
%V	31.5%	31.7%	35.6%	30.2%	31.2%	28.4%	32.1%
%H		51.0%	24.0%	78.3%	52.5%	25.8%	92.7%
40" and over	447	267	103	344	258	87	427
%V	15.9%	18.7%	17.2%	14.9%	17.2%	10.8%	16.6%
%H		59.7%	23.0%	77.0%	57.7%	19.5%	95.5%
Don't know	44	20	10	34	20	15	38
%V	1.6%	1.4%	1.7%	1.5%	1.3%	1.9%	1.5%
%H		45.5%	22.7%	77.3%	45.5%	34.1%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2819	1428	598	2305	1499	807	2565
%H		50.7%	21.2%	81.8%	53.2%	28.6%	91.0%
PVR	672	431	190	423	358	65	632
%V	23.8%	30.2%	31.8%	18.4%	23.9%	8.1%	24.6%
%H		64.1%	28.3%	62.9%	53.3%	9.7%	94.0%
DVDR	23	13	8	21	17	5	22
%V	0.8%	0.9%	1.3%	0.9%	1.1%	0.6%	0.9%
%H		56.5%	34.8%	91.3%	73.9%	21.7%	95.7%
VCR	4	2	1	4	2	2	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		50.0%	25.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	686	437	192	437	366	71	645
%V	24.3%	30.6%	32.1%	19.0%	24.4%	8.8%	25.1%
%H		63.7%	28.0%	63.7%	53.4%	10.3%	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	2819	1428	598	2305	1499	807	2565
%H		50.7%	21.2%	81.8%	53.2%	28.6%	91.0%
Receives HDTV (via STB or built-in reception)	833	447	227	639	460	179	781
%V	29.5%	31.3%	38.0%	27.7%	30.7%	22.2%	30.4%
%H		53.7%	27.3%	76.7%	55.2%	21.5%	93.8%
DVD/Blu-ray player or recorder	1118	577	270	943	654	289	1045
%V	39.7%	40.4%	45.2%	40.9%	43.6%	35.8%	40.7%
%H		51.6%	24.2%	84.3%	58.5%	25.8%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6874	6556	3034	1306	4776	2585	2191	6057
%H		95.4%	44.1%	19.0%	69.5%	37.6%	31.9%	88.1%
Total Children	1325	1284	653	265	851	503	348	1273
%V	19.3%	19.6%	21.5%	20.3%	17.8%	19.5%	15.9%	21.0%
%H		96.9%	49.3%	20.0%	64.2%	38.0%	26.3%	96.1%
0 - 3	337	319	163	57	203	110	93	316
%V	4.9%	4.9%	5.4%	4.4%	4.3%	4.3%	4.2%	5.2%
%H		94.7%	48.4%	16.9%	60.2%	32.6%	27.6%	93.8%
4 - 15	988	965	490	208	648	393	255	957
%V	14.4%	14.7%	16.2%	15.9%	13.6%	15.2%	11.6%	15.8%
%H		97.7%	49.6%	21.1%	65.6%	39.8%	25.8%	96.9%
4 - 9	526	513	261	109	334	201	133	504
%V	7.7%	7.8%	8.6%	8.3%	7.0%	7.8%	6.1%	8.3%
%H		97.5%	49.6%	20.7%	63.5%	38.2%	25.3%	95.8%
10 - 15	462	452	229	99	314	192	122	453
%V	6.7%	6.9%	7.5%	7.6%	6.6%	7.4%	5.6%	7.5%
%H		97.8%	49.6%	21.4%	68.0%	41.6%	26.4%	98.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6874	6556	3034	1306	4776	2585	2191	6057
%H		95.4%	44.1%	19.0%	69.5%	37.6%	31.9%	88.1%
Total Adults (16+)	5549	5272	2381	1040	3925	2082	1843	4784
%V	80.7%	80.4%	78.5%	79.6%	82.2%	80.5%	84.1%	79.0%
%H		95.0%	42.9%	18.7%	70.7%	37.5%	33.2%	86.2%
16 - 19	320	302	147	70	230	139	91	312
%V	4.7%	4.6%	4.8%	5.4%	4.8%	5.4%	4.2%	5.2%
%H		94.4%	45.9%	21.9%	71.9%	43.4%	28.4%	97.5%
20 - 24	435	390	168	85	301	167	135	412
%V	6.3%	5.9%	5.5%	6.5%	6.3%	6.5%	6.2%	6.8%
%H		89.7%	38.6%	19.5%	69.2%	38.4%	31.0%	94.7%
25 - 34	920	859	448	162	544	313	231	877
%V	13.4%	13.1%	14.8%	12.4%	11.4%	12.1%	10.5%	14.5%
%H		93.4%	48.7%	17.6%	59.1%	34.0%	25.1%	95.3%
35 - 44	865	827	422	170	568	339	229	828
%V	12.6%	12.6%	13.9%	13.0%	11.9%	13.1%	10.5%	13.7%
%H		95.6%	48.8%	19.7%	65.7%	39.2%	26.5%	95.7%
45 - 54	991	956	465	213	729	446	283	909
%V	14.4%	14.6%	15.3%	16.3%	15.3%	17.3%	12.9%	15.0%
%H		96.5%	46.9%	21.5%	73.6%	45.0%	28.6%	91.7%
55 - 64	809	782	343	171	595	319	276	710
%V	11.8%	11.9%	11.3%	13.1%	12.5%	12.3%	12.6%	11.7%
%H		96.7%	42.4%	21.1%	73.5%	39.4%	34.1%	87.8%
65+	1208	1155	388	169	958	360	598	735
%V	17.6%	17.6%	12.8%	12.9%	20.1%	13.9%	27.3%	12.1%
%H		95.6%	32.1%	14.0%	79.3%	29.8%	49.5%	60.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5549	5272	2381	1040	3925	2082	1843	4784
%H		95.0%	42.9%	18.7%	70.7%	37.5%	33.2%	86.2%
AB	1361	1313	650	236	982	545	437	1294
%V	24.5%	24.9%	27.3%	22.7%	25.0%	26.2%	23.7%	27.0%
%H		96.5%	47.8%	17.3%	72.2%	40.0%	32.1%	95.1%
C1	1533	1452	652	277	1078	567	511	1393
%V	27.6%	27.5%	27.4%	26.6%	27.5%	27.2%	27.7%	29.1%
%H		94.7%	42.5%	18.1%	70.3%	37.0%	33.3%	90.9%
C2	1256	1199	568	260	883	515	367	1091
%V	22.6%	22.7%	23.9%	25.0%	22.5%	24.7%	19.9%	22.8%
%H		95.5%	45.2%	20.7%	70.3%	41.0%	29.2%	86.9%
D	855	813	348	175	608	318	289	680
%V	15.4%	15.4%	14.6%	16.8%	15.5%	15.3%	15.7%	14.2%
%H		95.1%	40.7%	20.5%	71.1%	37.2%	33.8%	79.5%
E	545	496	163	92	374	136	238	326
%V	9.8%	9.4%	6.8%	8.8%	9.5%	6.5%	12.9%	6.8%
%H		91.0%	29.9%	16.9%	68.6%	25.0%	43.7%	59.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5549	5272	2381	1040	3925	2082	1843	4784
%H		95.0%	42.9%	18.7%	70.7%	37.5%	33.2%	86.2%
Working full time	2564	2456	1244	542	1751	1086	665	2458
%V	46.2%	46.6%	52.2%	52.1%	44.6%	52.2%	36.1%	51.4%
%H		95.8%	48.5%	21.1%	68.3%	42.4%	25.9%	95.9%
Working part time	468	455	225	94	336	198	138	441
%V	8.4%	8.6%	9.4%	9.0%	8.6%	9.5%	7.5%	9.2%
%H		97.2%	48.1%	20.1%	71.8%	42.3%	29.5%	94.2%
Not working	2517	2361	912	403	1838	798	1040	1885
%V	45.4%	44.8%	38.3%	38.8%	46.8%	38.3%	56.4%	39.4%
%H		93.8%	36.2%	16.0%	73.0%	31.7%	41.3%	74.9%
Housewife/Houseperson	2991	2830	1184	514	2108	993	1115	2406
%V	53.9%	53.7%	49.7%	49.4%	53.7%	47.7%	60.5%	50.3%
%H		94.6%	39.6%	17.2%	70.5%	33.2%	37.3%	80.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2709	2550	1190	522	1872	1038	835	2375
%H		94.1%	43.9%	19.3%	69.1%	38.3%	30.8%	87.7%
16 - 19	165	153	75	39	112	70	42	161
%V	6.1%	6.0%	6.3%	7.5%	6.0%	6.7%	5.0%	6.8%
%H		92.7%	45.5%	23.6%	67.9%	42.4%	25.5%	97.6%
20 - 24	217	194	86	45	149	85	63	208
%V	8.0%	7.6%	7.2%	8.6%	8.0%	8.2%	7.5%	8.8%
%H		89.4%	39.6%	20.7%	68.7%	39.2%	29.0%	95.9%
25 - 34	461	424	226	81	270	162	108	438
%V	17.0%	16.6%	19.0%	15.5%	14.4%	15.6%	12.9%	18.4%
%H		92.0%	49.0%	17.6%	58.6%	35.1%	23.4%	95.0%
35 - 44	426	402	205	83	270	158	112	406
%V	15.7%	15.8%	17.2%	15.9%	14.4%	15.2%	13.4%	17.1%
%H		94.4%	48.1%	19.5%	63.4%	37.1%	26.3%	95.3%
45 - 54	487	466	227	105	350	215	135	445
%V	18.0%	18.3%	19.1%	20.1%	18.7%	20.7%	16.2%	18.7%
%H		95.7%	46.6%	21.6%	71.9%	44.1%	27.7%	91.4%
55 - 64	400	387	171	88	295	164	131	352
%V	14.8%	15.2%	14.4%	16.9%	15.8%	15.8%	15.7%	14.8%
%H		96.8%	42.8%	22.0%	73.8%	41.0%	32.8%	88.0%
65+	552	524	200	81	426	182	244	366
%V	20.4%	20.5%	16.8%	15.5%	22.8%	17.5%	29.2%	15.4%
%H		94.9%	36.2%	14.7%	77.2%	33.0%	44.2%	66.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2709	2550	1190	522	1872	1038	835	2375
%H		94.1%	43.9%	19.3%	69.1%	38.3%	30.8%	87.7%
AB	677	650	322	121	483	270	213	646
%V	25.0%	25.5%	27.1%	23.2%	25.8%	26.0%	25.5%	27.2%
%H		96.0%	47.6%	17.9%	71.3%	39.9%	31.5%	95.4%
C1	706	656	306	131	485	271	213	660
%V	26.1%	25.7%	25.7%	25.1%	25.9%	26.1%	25.5%	27.8%
%H		92.9%	43.3%	18.6%	68.7%	38.4%	30.2%	93.5%
C2	685	650	317	139	468	277	191	585
%V	25.3%	25.5%	26.6%	26.6%	25.0%	26.7%	22.9%	24.6%
%H		94.9%	46.3%	20.3%	68.3%	40.4%	27.9%	85.4%
D	408	385	170	92	286	161	125	339
%V	15.1%	15.1%	14.3%	17.6%	15.3%	15.5%	15.0%	14.3%
%H		94.4%	41.7%	22.5%	70.1%	39.5%	30.6%	83.1%
E	233	208	75	38	151	59	92	146
%V	8.6%	8.2%	6.3%	7.3%	8.1%	5.7%	11.0%	6.1%
%H		89.3%	32.2%	16.3%	64.8%	25.3%	39.5%	62.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2709	2550	1190	522	1872	1038	835	2375
%H		94.1%	43.9%	19.3%	69.1%	38.3%	30.8%	87.7%
Working full time	1531	1458	749	322	1033	649	384	1462
%V	56.5%	57.2%	62.9%	61.7%	55.2%	62.5%	46.0%	61.6%
%H		95.2%	48.9%	21.0%	67.5%	42.4%	25.1%	95.5%
Working part time	112	107	50	21	75	39	36	101
%V	4.1%	4.2%	4.2%	4.0%	4.0%	3.8%	4.3%	4.3%
%H		95.5%	44.6%	18.8%	67.0%	34.8%	32.1%	90.2%
Not working	1066	984	390	178	764	349	415	812
%V	39.4%	38.6%	32.8%	34.1%	40.8%	33.6%	49.7%	34.2%
%H		92.3%	36.6%	16.7%	71.7%	32.7%	38.9%	76.2%
Housewife/Houseperson	629	562	215	94	405	159	246	451
%V	23.2%	22.0%	18.1%	18.0%	21.6%	15.3%	29.5%	19.0%
%H		89.3%	34.2%	14.9%	64.4%	25.3%	39.1%	71.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2723	1191	519	2053	1044	1008	2408
%H		95.9%	41.9%	18.3%	72.3%	36.8%	35.5%	84.8%
16 - 19	155	149	72	31	117	68	49	151
%V	5.5%	5.5%	6.0%	6.0%	5.7%	6.5%	4.9%	6.3%
%H		96.1%	46.5%	20.0%	75.5%	43.9%	31.6%	97.4%
20 - 24	218	196	83	40	153	81	72	205
%V	7.7%	7.2%	7.0%	7.7%	7.5%	7.8%	7.1%	8.5%
%H		89.9%	38.1%	18.3%	70.2%	37.2%	33.0%	94.0%
25 - 34	459	435	222	81	274	151	123	440
%V	16.2%	16.0%	18.6%	15.6%	13.3%	14.5%	12.2%	18.3%
%H		94.8%	48.4%	17.6%	59.7%	32.9%	26.8%	95.9%
35 - 44	439	425	217	87	298	180	118	422
%V	15.5%	15.6%	18.2%	16.8%	14.5%	17.2%	11.7%	17.5%
%H		96.8%	49.4%	19.8%	67.9%	41.0%	26.9%	96.1%
45 - 54	504	491	238	108	379	231	148	464
%V	17.7%	18.0%	20.0%	20.8%	18.5%	22.1%	14.7%	19.3%
%H		97.4%	47.2%	21.4%	75.2%	45.8%	29.4%	92.1%
55 - 64	409	395	171	83	299	155	144	358
%V	14.4%	14.5%	14.4%	16.0%	14.6%	14.8%	14.3%	14.9%
%H		96.6%	41.8%	20.3%	73.1%	37.9%	35.2%	87.5%
65+	655	631	188	88	532	178	355	370
%V	23.1%	23.2%	15.8%	17.0%	25.9%	17.0%	35.2%	15.4%
%H		96.3%	28.7%	13.4%	81.2%	27.2%	54.2%	56.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2723	1191	519	2053	1044	1008	2408
%H		95.9%	41.9%	18.3%	72.3%	36.8%	35.5%	84.8%
AB	684	663	329	115	499	275	223	648
%V	24.1%	24.3%	27.6%	22.2%	24.3%	26.3%	22.1%	26.9%
%H		96.9%	48.1%	16.8%	73.0%	40.2%	32.6%	94.7%
C1	827	796	346	145	594	296	298	733
%V	29.1%	29.2%	29.1%	27.9%	28.9%	28.4%	29.6%	30.4%
%H		96.3%	41.8%	17.5%	71.8%	35.8%	36.0%	88.6%
C2	570	548	250	121	415	239	176	506
%V	20.1%	20.1%	21.0%	23.3%	20.2%	22.9%	17.5%	21.0%
%H		96.1%	43.9%	21.2%	72.8%	41.9%	30.9%	88.8%
D	447	428	179	84	321	157	164	341
%V	15.7%	15.7%	15.0%	16.2%	15.6%	15.0%	16.3%	14.2%
%H		95.7%	40.0%	18.8%	71.8%	35.1%	36.7%	76.3%
E	311	288	88	53	224	77	147	180
%V	11.0%	10.6%	7.4%	10.2%	10.9%	7.4%	14.6%	7.5%
%H		92.6%	28.3%	17.0%	72.0%	24.8%	47.3%	57.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2840	2723	1191	519	2053	1044	1008	2408
%H		95.9%	41.9%	18.3%	72.3%	36.8%	35.5%	84.8%
Working full time	1033	998	495	220	718	437	281	995
%V	36.4%	36.7%	41.6%	42.4%	35.0%	41.9%	27.9%	41.3%
%H		96.6%	47.9%	21.3%	69.5%	42.3%	27.2%	96.3%
Working part time	356	348	174	73	261	159	102	339
%V	12.5%	12.8%	14.6%	14.1%	12.7%	15.2%	10.1%	14.1%
%H		97.8%	48.9%	20.5%	73.3%	44.7%	28.7%	95.2%
Not working	1451	1376	522	225	1074	448	625	1074
%V	51.1%	50.5%	43.8%	43.4%	52.3%	42.9%	62.0%	44.6%
%H		94.8%	36.0%	15.5%	74.0%	30.9%	43.1%	74.0%
Housewife/Houseperson	2361	2268	969	420	1703	834	869	1955
%V	83.1%	83.3%	81.4%	80.9%	83.0%	79.9%	86.2%	81.2%
%H		96.1%	41.0%	17.8%	72.1%	35.3%	36.8%	82.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
AB	598	561	265	97	394	199	195	561
%V	24.2%	24.3%	25.4%	25.5%	23.9%	24.8%	23.0%	28.4%
%H (All HH)		93.8%	44.3%	16.2%	65.9%	33.3%	32.6%	93.8%
%H (TV HH)			47.2%	17.3%	70.2%	35.5%	34.8%	
C1	682	623	296	104	444	232	212	599
%V	27.7%	27.0%	28.4%	27.3%	26.9%	28.9%	25.0%	30.3%
%H (All HH)		91.3%	43.4%	15.2%	65.1%	34.0%	31.1%	87.8%
%H (TV HH)			47.5%	16.7%	71.3%	37.2%	34.0%	
C2	466	453	228	76	323	179	144	386
%V	18.9%	19.6%	21.8%	19.9%	19.6%	22.3%	17.0%	19.5%
%H (All HH)		97.2%	48.9%	16.3%	69.3%	38.4%	30.9%	82.8%
%H (TV HH)			50.3%	16.8%	71.3%	39.5%	31.8%	
D	426	397	167	68	277	123	154	297
%V	17.3%	17.2%	16.0%	17.8%	16.8%	15.3%	18.2%	15.0%
%H (All HH)		93.2%	39.2%	16.0%	65.0%	28.9%	36.2%	69.7%
%H (TV HH)			42.1%	17.1%	69.8%	31.0%	38.8%	
E	293	272	88	36	211	69	142	136
%V	11.9%	11.8%	8.4%	9.4%	12.8%	8.6%	16.8%	6.9%
%H (All HH)		92.8%	30.0%	12.3%	72.0%	23.5%	48.5%	46.4%
%H (TV HH)			32.4%	13.2%	77.6%	25.4%	52.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Under 25	126	94	40	9	58	22	36	114
%V	5.1%	4.1%	3.8%	2.4%	3.5%	2.7%	4.3%	5.8%
%H (All HH)		74.6%	31.7%	7.1%	46.0%	17.5%	28.6%	90.5%
%H (TV HH)			42.6%	9.6%	61.7%	23.4%	38.3%	
25 - 34	370	327	168	55	200	115	85	350
%V	15.0%	14.2%	16.1%	14.4%	12.1%	14.3%	10.0%	17.7%
%H (All HH)		88.4%	45.4%	14.9%	54.1%	31.1%	23.0%	94.6%
%H (TV HH)			51.4%	16.8%	61.2%	35.2%	26.0%	
35 - 44	405	378	202	70	254	154	100	382
%V	16.4%	16.4%	19.3%	18.4%	15.4%	19.2%	11.8%	19.3%
%H (All HH)		93.3%	49.9%	17.3%	62.7%	38.0%	24.7%	94.3%
%H (TV HH)			53.4%	18.5%	67.2%	40.7%	26.5%	
45 - 54	491	472	229	87	330	179	151	426
%V	19.9%	20.5%	21.9%	22.8%	20.0%	22.3%	17.8%	21.5%
%H (All HH)		96.1%	46.6%	17.7%	67.2%	36.5%	30.8%	86.8%
%H (TV HH)			48.5%	18.4%	69.9%	37.9%	32.0%	
55 - 64	422	411	185	72	308	153	155	354
%V	17.1%	17.8%	17.7%	18.9%	18.7%	19.1%	18.3%	17.9%
%H (All HH)		97.4%	43.8%	17.1%	73.0%	36.3%	36.7%	83.9%
%H (TV HH)			45.0%	17.5%	74.9%	37.2%	37.7%	
65 +	652	626	219	88	497	178	319	352
%V	26.4%	27.1%	21.0%	23.1%	30.1%	22.2%	37.7%	17.8%
%H (All HH)		96.0%	33.6%	13.5%	76.2%	27.3%	48.9%	54.0%
%H (TV HH)			35.0%	14.1%	79.4%	28.4%	51.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
1	884	802	244	123	618	193	424	523
%V	35.8%	34.7%	23.4%	32.3%	37.5%	24.1%	50.1%	26.4%
%H (All HH)		90.7%	27.6%	13.9%	69.9%	21.8%	48.0%	59.2%
%H (TV HH)			30.4%	15.3%	77.1%	24.1%	52.9%	
2	871	827	397	135	579	299	279	764
%V	35.3%	35.8%	38.0%	35.4%	35.1%	37.3%	32.9%	38.6%
%H (All HH)		94.9%	45.6%	15.5%	66.5%	34.3%	32.0%	87.7%
%H (TV HH)			48.0%	16.3%	70.0%	36.2%	33.7%	
3	348	333	190	62	221	146	75	337
%V	14.1%	14.4%	18.2%	16.3%	13.4%	18.2%	8.9%	17.0%
%H (All HH)		95.7%	54.6%	17.8%	63.5%	42.0%	21.6%	96.8%
%H (TV HH)			57.1%	18.6%	66.4%	43.8%	22.5%	
4	255	246	150	44	162	113	49	248
%V	10.3%	10.7%	14.4%	11.5%	9.8%	14.1%	5.8%	12.5%
%H (All HH)		96.5%	58.8%	17.3%	63.5%	44.3%	19.2%	97.3%
%H (TV HH)			61.0%	17.9%	65.9%	45.9%	19.9%	
5+	108	100	62	18	70	51	19	106
%V	4.4%	4.3%	5.9%	4.7%	4.2%	6.4%	2.2%	5.4%
%H (All HH)		92.6%	57.4%	16.7%	64.8%	47.2%	17.6%	98.1%
%H (TV HH)			62.0%	18.0%	70.0%	51.0%	19.0%	
Average HH size	2.14	2.15	2.44	2.22	2.09	2.43	1.78	2.34

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Without	1906	1769	725	287	1300	570	730	1443
%V	77.3%	76.6%	69.4%	75.3%	78.8%	71.1%	86.2%	73.0%
%H (All HH)		92.8%	38.0%	15.1%	68.2%	29.9%	38.3%	75.7%
%H (TV HH)			41.0%	16.2%	73.5%	32.2%	41.3%	
With	559	539	319	94	349	233	117	535
%V	22.7%	23.4%	30.6%	24.7%	21.2%	29.1%	13.8%	27.0%
%H (All HH)		96.4%	57.1%	16.8%	62.4%	41.7%	20.9%	95.7%
%H (TV HH)			59.2%	17.4%	64.7%	43.2%	21.7%	
0 - 3	200	189	108	34	111	70	42	190
%V	8.1%	8.2%	10.3%	8.9%	6.7%	8.7%	5.0%	9.6%
%H (All HH)		94.5%	54.0%	17.0%	55.5%	35.0%	21.0%	95.0%
%H (TV HH)			57.1%	18.0%	58.7%	37.0%	22.2%	
4 - 9	275	266	161	42	166	110	57	264
%V	11.2%	11.5%	15.4%	11.0%	10.1%	13.7%	6.7%	13.3%
%H (All HH)		96.7%	58.5%	15.3%	60.4%	40.0%	20.7%	96.0%
%H (TV HH)			60.5%	15.8%	62.4%	41.4%	21.4%	
10 - 15	252	244	145	47	173	121	52	244
%V	10.2%	10.6%	13.9%	12.3%	10.5%	15.1%	6.1%	12.3%
%H (All HH)		96.8%	57.5%	18.7%	68.7%	48.0%	20.6%	96.8%
%H (TV HH)			59.4%	19.3%	70.9%	49.6%	21.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
1	893	893	307	129	584	161	423	627
%V	36.2%	38.7%	29.4%	33.9%	35.4%	20.1%	49.9%	31.7%
%H (All HH)		100.0%	34.4%	14.4%	65.4%	18.0%	47.4%	70.2%
%H (TV HH)			34.4%	14.4%	65.4%	18.0%	47.4%	
2	810	810	382	131	590	298	292	664
%V	32.8%	35.1%	36.6%	34.4%	35.8%	37.2%	34.5%	33.6%
%H (All HH)		100.0%	47.2%	16.2%	72.8%	36.8%	36.0%	82.0%
%H (TV HH)			47.2%	16.2%	72.8%	36.8%	36.0%	
3	395	395	219	81	308	211	96	365
%V	16.0%	17.1%	21.0%	21.3%	18.7%	26.3%	11.3%	18.5%
%H (All HH)		100.0%	55.4%	20.5%	78.0%	53.4%	24.3%	92.4%
%H (TV HH)			55.4%	20.5%	78.0%	53.4%	24.3%	
4	140	140	89	24	109	82	27	132
%V	5.7%	6.1%	8.5%	6.3%	6.6%	10.2%	3.2%	6.7%
%H (All HH)		100.0%	63.6%	17.1%	77.9%	58.6%	19.3%	94.3%
%H (TV HH)			63.6%	17.1%	77.9%	58.6%	19.3%	
5+	69	69	46	16	58	50	8	68
%V	2.8%	3.0%	4.4%	4.2%	3.5%	6.2%	0.9%	3.4%
%H (All HH)		100.0%	66.7%	23.2%	84.1%	72.5%	11.6%	98.6%
%H (TV HH)			66.7%	23.2%	84.1%	72.5%	11.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2466	2308	1044	381	1649	802	847	1978
%V (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Under 20"	425	425	203	66	337	184	154	350
%V	17.2%	18.4%	19.4%	17.3%	20.4%	22.9%	18.2%	17.7%
%H (All HH)		100.0%	47.8%	15.5%	79.3%	43.3%	36.2%	82.4%
%H (TV HH)			47.8%	15.5%	79.3%	43.3%	36.2%	
20" - 29"	744	744	327	122	580	289	291	595
%V	30.2%	32.2%	31.3%	32.0%	35.2%	36.0%	34.4%	30.1%
%H (All HH)		100.0%	44.0%	16.4%	78.0%	38.8%	39.1%	80.0%
%H (TV HH)			44.0%	16.4%	78.0%	38.8%	39.1%	
30" - 39"	1264	1264	577	216	915	465	450	1021
%V	51.3%	54.8%	55.3%	56.7%	55.5%	58.0%	53.1%	51.6%
%H (All HH)		100.0%	45.6%	17.1%	72.4%	36.8%	35.6%	80.8%
%H (TV HH)			45.6%	17.1%	72.4%	36.8%	35.6%	
40" and over	1249	1249	685	232	882	561	321	1117
%V	50.6%	54.1%	65.6%	60.9%	53.5%	70.0%	37.9%	56.5%
%H (All HH)		100.0%	54.8%	18.6%	70.6%	44.9%	25.7%	89.4%
%H (TV HH)			54.8%	18.6%	70.6%	44.9%	25.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Main living room	2261	2261	1028	378	1618	794	824	1815
%V	91.7%	98.0%	98.5%	99.2%	98.1%	99.0%	97.3%	91.8%
%H (All HH)		100.0%	45.5%	16.7%	71.6%	35.1%	36.4%	80.3%
%H (TV HH)			45.5%	16.7%	71.6%	35.1%	36.4%	
Kitchen	267	267	147	44	216	138	79	234
%V	10.8%	11.6%	14.1%	11.5%	13.1%	17.2%	9.3%	11.8%
%H (All HH)		100.0%	55.1%	16.5%	80.9%	51.7%	29.6%	87.6%
%H (TV HH)			55.1%	16.5%	80.9%	51.7%	29.6%	
Adult's bedroom	1055	1055	547	198	799	492	307	906
%V	42.8%	45.7%	52.4%	52.0%	48.5%	61.3%	36.2%	45.8%
%H (All HH)		100.0%	51.8%	18.8%	75.7%	46.6%	29.1%	85.9%
%H (TV HH)			51.8%	18.8%	75.7%	46.6%	29.1%	
Child's bedroom	273	273	172	52	186	140	45	262
%V	11.1%	11.8%	16.5%	13.6%	11.3%	17.5%	5.3%	13.2%
%H (All HH)		100.0%	63.0%	19.0%	68.1%	51.3%	16.5%	96.0%
%H (TV HH)			63.0%	19.0%	68.1%	51.3%	16.5%	
Other bedroom	91	91	50	14	72	45	27	83
%V	3.7%	3.9%	4.8%	3.7%	4.4%	5.6%	3.2%	4.2%
%H (All HH)		100.0%	54.9%	15.4%	79.1%	49.5%	29.7%	91.2%
%H (TV HH)			54.9%	15.4%	79.1%	49.5%	29.7%	
Second living/dining room	179	179	96	26	139	81	58	168
%V	7.3%	7.8%	9.2%	6.8%	8.4%	10.1%	6.8%	8.5%
%H (All HH)		100.0%	53.6%	14.5%	77.7%	45.3%	32.4%	93.9%
%H (TV HH)			53.6%	14.5%	77.7%	45.3%	32.4%	
Study/office	31	31	15	9	26	19	7	30
%V	1.3%	1.3%	1.4%	2.4%	1.6%	2.4%	0.8%	1.5%
%H (All HH)		100.0%	48.4%	29.0%	83.9%	61.3%	22.6%	96.8%
%H (TV HH)			48.4%	29.0%	83.9%	61.3%	22.6%	
TV room	45	45	29	4	39	26	12	44
%V	1.8%	1.9%	2.8%	1.0%	2.4%	3.2%	1.4%	2.2%
%H (All HH)		100.0%	64.4%	8.9%	86.7%	57.8%	26.7%	97.8%
%H (TV HH)			64.4%	8.9%	86.7%	57.8%	26.7%	
Conservatory	44	44	25	5	36	22	14	37
%V	1.8%	1.9%	2.4%	1.3%	2.2%	2.7%	1.7%	1.9%
%H (All HH)		100.0%	56.8%	11.4%	81.8%	50.0%	31.8%	84.1%
%H (TV HH)			56.8%	11.4%	81.8%	50.0%	31.8%	
Attic or loft room	4	4	3	0	3	2	1	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
No specific location	3	3	1	0	2	0	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
Other	18	18	12	3	12	9	3	16
%V	0.7%	0.8%	1.1%	0.8%	0.7%	1.1%	0.4%	0.8%
%H (All HH)		100.0%	66.7%	16.7%	66.7%	50.0%	16.7%	88.9%
%H (TV HH)			66.7%	16.7%	66.7%	50.0%	16.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Any DSAT provider	1044	1044	1044	8	608	608	0	931
%V	42.3%	45.2%	100.0%	2.1%	36.9%	75.8%	0.0%	47.1%
%H (All HH)			100.0%	0.8%	58.2%	58.2%	0.0%	89.2%
%H (TV HH)			100.0%	0.8%	58.2%	58.2%	0.0%	
Sky with subscription	884	884	884	4	531	531	0	802
%V	35.8%	38.3%	84.7%	1.0%	32.2%	66.2%	0.0%	40.5%
%H (All HH)			100.0%	0.5%	60.1%	60.1%	0.0%	90.7%
%H (TV HH)			100.0%	0.5%	60.1%	60.1%	0.0%	
Sky without subscription	44	44	44	0	24	24	0	33
%V	1.8%	1.9%	4.2%	0.0%	1.5%	3.0%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
Freesat	111	111	111	4	53	53	0	95
%V	4.5%	4.8%	10.6%	1.0%	3.2%	6.6%	0.0%	4.8%
%H (All HH)			100.0%	3.6%	47.7%	47.7%	0.0%	85.6%
%H (TV HH)			100.0%	3.6%	47.7%	47.7%	0.0%	
Other satellite provider	26	26	26	1	10	10	0	22
%V	1.1%	1.1%	2.5%	0.3%	0.6%	1.2%	0.0%	1.1%
%H (All HH)			100.0%	3.8%	38.5%	38.5%	0.0%	84.6%
%H (TV HH)			100.0%	3.8%	38.5%	38.5%	0.0%	
DCAB	381	381	8	381	199	199	0	337
%V	15.5%	16.5%	0.8%	100.0%	12.1%	24.8%	0.0%	17.0%
%H (All HH)			2.1%	100.0%	52.2%	52.2%	0.0%	88.5%
%H (TV HH)			2.1%	100.0%	52.2%	52.2%	0.0%	
DTT	1649	1649	608	199	1649	802	847	1276
%V	66.9%	71.4%	58.2%	52.2%	100.0%	100.0%	100.0%	64.5%
%H (All HH)		100.0%	36.9%	12.1%	100.0%	48.6%	51.4%	77.4%
%H (TV HH)			36.9%	12.1%	100.0%	48.6%	51.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
PVR	1431	1431	896	314	922	694	228	1286
%V	58.0%	62.0%	85.8%	82.4%	55.9%	86.5%	26.9%	65.0%
%H (All HH)		100.0%	62.6%	21.9%	64.4%	48.5%	15.9%	89.9%
%H (TV HH)			62.6%	21.9%	64.4%	48.5%	15.9%	
DVDR	65	65	36	8	42	22	20	56
%V	2.6%	2.8%	3.4%	2.1%	2.5%	2.7%	2.4%	2.8%
%H (All HH)		100.0%	55.4%	12.3%	64.6%	33.8%	30.8%	86.2%
%H (TV HH)			55.4%	12.3%	64.6%	33.8%	30.8%	
VCR	42	42	21	5	28	11	17	30
%V	1.7%	1.8%	2.0%	1.3%	1.7%	1.4%	2.0%	1.5%
%H (All HH)		100.0%	50.0%	11.9%	66.7%	26.2%	40.5%	71.4%
%H (TV HH)			50.0%	11.9%	66.7%	26.2%	40.5%	
Any recorder	1468	1468	907	315	950	697	252	1309
%V	59.5%	63.6%	86.9%	82.7%	57.6%	86.9%	29.8%	66.2%
%H (All HH)		100.0%	61.8%	21.5%	64.7%	47.5%	17.2%	89.2%
%H (TV HH)			61.8%	21.5%	64.7%	47.5%	17.2%	
Receives HDTV (via STB or built-in reception)	1383	1383	769	297	946	622	323	1226
%V	56.1%	59.9%	73.7%	78.0%	57.4%	77.6%	38.1%	62.0%
%H (All HH)		100.0%	55.6%	21.5%	68.4%	45.0%	23.4%	88.6%
%H (TV HH)			55.6%	21.5%	68.4%	45.0%	23.4%	
DVD/Blu-ray player or recorder	1780	1780	842	317	1317	693	623	1487
%V	72.2%	77.1%	80.7%	83.2%	79.9%	86.4%	73.6%	75.2%
%H (All HH)		100.0%	47.3%	17.8%	74.0%	38.9%	35.0%	83.5%
%H (TV HH)			47.3%	17.8%	74.0%	38.9%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2466	2308	1044	381	1649	802	847	1978
%H (All HH)		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%
%H (TV HH)			45.2%	16.5%	71.4%	34.7%	36.7%	
Has broadband internet	1978	1856	931	337	1276	720	556	1978
%V	80.2%	80.4%	89.2%	88.5%	77.4%	89.8%	65.6%	100.0%
%H (All HH)		93.8%	47.1%	17.0%	64.5%	36.4%	28.1%	100.0%
%H (TV HH)			50.2%	18.2%	68.8%	38.8%	30.0%	
Number of computers (PCs and laptops)								
0	526	492	129	54	390	88	302	75
%V	21.3%	21.3%	12.4%	14.2%	23.7%	11.0%	35.7%	3.8%
%H (All HH)		93.5%	24.5%	10.3%	74.1%	16.7%	57.4%	14.3%
%H (TV HH)			26.2%	11.0%	79.3%	17.9%	61.4%	
1	656	608	263	98	440	205	235	627
%V	26.6%	26.3%	25.2%	25.7%	26.7%	25.6%	27.7%	31.7%
%H (All HH)		92.7%	40.1%	14.9%	67.1%	31.3%	35.8%	95.6%
%H (TV HH)			43.3%	16.1%	72.4%	33.7%	38.7%	
2	573	535	274	93	365	206	159	568
%V	23.2%	23.2%	26.2%	24.4%	22.1%	25.7%	18.8%	28.7%
%H (All HH)		93.4%	47.8%	16.2%	63.7%	36.0%	27.7%	99.1%
%H (TV HH)			51.2%	17.4%	68.2%	38.5%	29.7%	
3	348	329	175	68	214	133	81	346
%V	14.1%	14.3%	16.8%	17.8%	13.0%	16.6%	9.6%	17.5%
%H (All HH)		94.5%	50.3%	19.5%	61.5%	38.2%	23.3%	99.4%
%H (TV HH)			53.2%	20.7%	65.0%	40.4%	24.6%	
4	189	177	100	39	126	89	37	189
%V	7.7%	7.7%	9.6%	10.2%	7.6%	11.1%	4.4%	9.6%
%H (All HH)		93.7%	52.9%	20.6%	66.7%	47.1%	19.6%	100.0%
%H (TV HH)			56.5%	22.0%	71.2%	50.3%	20.9%	
5+	174	167	103	29	115	81	34	173
%V	7.1%	7.2%	9.9%	7.6%	7.0%	10.1%	4.0%	8.7%
%H (All HH)		96.0%	59.2%	16.7%	66.1%	46.6%	19.5%	99.4%
%H (TV HH)			61.7%	17.4%	68.9%	48.5%	20.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4628	2332	815	3435	1987	1448	3942
%H		50.4%	17.6%	74.2%	42.9%	31.3%	85.2%
Under 20"	522	251	81	418	232	186	433
%V	11.3%	10.8%	9.9%	12.2%	11.7%	12.8%	11.0%
%H		48.1%	15.5%	80.1%	44.4%	35.6%	83.0%
20" - 29"	931	427	152	731	382	349	758
%V	20.1%	18.3%	18.7%	21.3%	19.2%	24.1%	19.2%
%H		45.9%	16.3%	78.5%	41.0%	37.5%	81.4%
30" - 39"	1556	736	275	1138	613	526	1293
%V	33.6%	31.6%	33.7%	33.1%	30.9%	36.3%	32.8%
%H		47.3%	17.7%	73.1%	39.4%	33.8%	83.1%
40" and over	1569	897	295	1114	746	369	1421
%V	33.9%	38.5%	36.2%	32.4%	37.5%	25.5%	36.0%
%H		57.2%	18.8%	71.0%	47.5%	23.5%	90.6%
Don't know	51	20	12	33	14	19	37
%V	1.1%	0.9%	1.5%	1.0%	0.7%	1.3%	0.9%
%H		39.2%	23.5%	64.7%	27.5%	37.3%	72.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4628	2332	815	3435	1987	1448	3942
%H		50.4%	17.6%	74.2%	42.9%	31.3%	85.2%
Main living room	2275	1034	380	1629	800	829	1828
%V	49.2%	44.3%	46.6%	47.4%	40.3%	57.3%	46.4%
%H		45.5%	16.7%	71.6%	35.2%	36.4%	80.4%
Kitchen	269	148	44	218	139	79	236
%V	5.8%	6.3%	5.4%	6.3%	7.0%	5.5%	6.0%
%H		55.0%	16.4%	81.0%	51.7%	29.4%	87.7%
Adult's bedroom	1303	681	261	1006	645	360	1140
%V	28.2%	29.2%	32.0%	29.3%	32.5%	24.9%	28.9%
%H		52.3%	20.0%	77.2%	49.5%	27.6%	87.5%
Child's bedroom	348	228	66	239	189	51	337
%V	7.5%	9.8%	8.1%	7.0%	9.5%	3.5%	8.5%
%H		65.5%	19.0%	68.7%	54.3%	14.7%	96.8%
Other bedroom	101	58	15	80	52	28	94
%V	2.2%	2.5%	1.8%	2.3%	2.6%	1.9%	2.4%
%H		57.4%	14.9%	79.2%	51.5%	27.7%	93.1%
Second living/dining room	184	98	28	144	84	60	173
%V	4.0%	4.2%	3.4%	4.2%	4.2%	4.1%	4.4%
%H		53.3%	15.2%	78.3%	45.7%	32.6%	94.0%
Study/office	31	15	9	26	19	7	30
%V	0.7%	0.6%	1.1%	0.8%	1.0%	0.5%	0.8%
%H		48.4%	29.0%	83.9%	61.3%	22.6%	96.8%
TV room	46	30	4	39	27	12	45
%V	1.0%	1.3%	0.5%	1.1%	1.4%	0.8%	1.1%
%H		65.2%	8.7%	84.8%	58.7%	26.1%	97.8%
Conservatory	44	25	5	36	22	14	37
%V	1.0%	1.1%	0.6%	1.0%	1.1%	1.0%	0.9%
%H		56.8%	11.4%	81.8%	50.0%	31.8%	84.1%
Attic or loft room	4	3	0	3	2	1	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
No specific location	3	1	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
Other	19	12	3	13	9	4	17
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		63.2%	15.8%	68.4%	47.4%	21.1%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4628	2332	815	3435	1987	1448	3942
%H		50.4%	17.6%	74.2%	42.9%	31.3%	85.2%
PVR	1931	1232	461	1193	945	248	1767
%V	41.7%	52.8%	56.6%	34.7%	47.6%	17.1%	44.8%
%H		63.8%	23.9%	61.8%	48.9%	12.8%	91.5%
DVDR	69	39	9	45	24	21	60
%V	1.5%	1.7%	1.1%	1.3%	1.2%	1.5%	1.5%
%H		56.5%	13.0%	65.2%	34.8%	30.4%	87.0%
VCR	42	21	5	28	12	17	30
%V	0.9%	0.9%	0.6%	0.8%	0.6%	1.2%	0.8%
%H		50.0%	11.9%	66.7%	28.6%	40.5%	71.4%
Any recorder	1978	1248	464	1228	953	275	1798
%V	42.7%	53.5%	56.9%	35.7%	48.0%	19.0%	45.6%
%H		63.1%	23.5%	62.1%	48.2%	13.9%	90.9%

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	4628	2332	815	3435	1987	1448	3942
%H		50.4%	17.6%	74.2%	42.9%	31.3%	85.2%
Receives HDTV (via STB or built-in reception)	2019	1132	465	1400	967	432	1820
%V	43.6%	48.5%	57.1%	40.8%	48.7%	29.8%	46.2%
%H		56.1%	23.0%	69.3%	47.9%	21.4%	90.1%
DVD/Blu-ray player or recorder	2638	1324	485	2019	1182	837	2295
%V	57.0%	56.8%	59.5%	58.8%	59.5%	57.8%	58.2%
%H		50.2%	18.4%	76.5%	44.8%	31.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2301	1043	381	1648	802	845	1850
%H		45.3%	16.6%	71.6%	34.9%	36.7%	80.4%
Under 20"	34	8	1	24	5	20	24
%V	1.5%	0.8%	0.3%	1.5%	0.6%	2.4%	1.3%
%H		23.5%	2.9%	70.6%	14.7%	58.8%	70.6%
20" - 29"	215	49	21	168	26	142	128
%V	9.3%	4.7%	5.5%	10.2%	3.2%	16.8%	6.9%
%H		22.8%	9.8%	78.1%	12.1%	66.0%	59.5%
30" - 39"	808	305	125	582	219	363	588
%V	35.1%	29.2%	32.8%	35.3%	27.3%	43.0%	31.8%
%H		37.7%	15.5%	72.0%	27.1%	44.9%	72.8%
40" and over	1217	671	229	856	548	308	1090
%V	52.9%	64.3%	60.1%	51.9%	68.3%	36.4%	58.9%
%H		55.1%	18.8%	70.3%	45.0%	25.3%	89.6%
Don't know	28	9	5	17	4	12	20
%V	1.2%	0.9%	1.3%	1.0%	0.5%	1.4%	1.1%
%H		32.1%	17.9%	60.7%	14.3%	42.9%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2301	1043	381	1648	802	845	1850
%H		45.3%	16.6%	71.6%	34.9%	36.7%	80.4%
PVR	1394	880	311	892	683	209	1253
%V	60.6%	84.4%	81.6%	54.1%	85.2%	24.7%	67.7%
%H		63.1%	22.3%	64.0%	49.0%	15.0%	89.9%
DVDR	55	31	7	36	18	18	46
%V	2.4%	3.0%	1.8%	2.2%	2.2%	2.1%	2.5%
%H		56.4%	12.7%	65.5%	32.7%	32.7%	83.6%
VCR	37	19	3	23	8	15	26
%V	1.6%	1.8%	0.8%	1.4%	1.0%	1.8%	1.4%
%H		51.4%	8.1%	62.2%	21.6%	40.5%	70.3%
Any recorder	1432	892	313	920	687	233	1276
%V	62.2%	85.5%	82.2%	55.8%	85.7%	27.6%	69.0%
%H		62.3%	21.9%	64.2%	48.0%	16.3%	89.1%

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	2301	1043	381	1648	802	845	1850
%H		45.3%	16.6%	71.6%	34.9%	36.7%	80.4%
Receives HDTV (via STB or built-in reception)	1339	753	291	909	608	301	1186
%V	58.2%	72.2%	76.4%	55.2%	75.8%	35.6%	64.1%
%H		56.2%	21.7%	67.9%	45.4%	22.5%	88.6%
DVD/Blu-ray player or recorder	1633	765	284	1206	622	584	1355
%V	71.0%	73.3%	74.5%	73.2%	77.6%	69.1%	73.2%
%H		46.8%	17.4%	73.9%	38.1%	35.8%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2327	1289	434	1787	1185	602	2092
%H		55.4%	18.7%	76.8%	50.9%	25.9%	89.9%
Under 20"	488	243	80	394	227	167	409
%V	21.0%	18.9%	18.4%	22.0%	19.2%	27.7%	19.6%
%H		49.8%	16.4%	80.7%	46.5%	34.2%	83.8%
20" - 29"	716	379	132	562	356	207	629
%V	30.8%	29.4%	30.4%	31.4%	30.0%	34.4%	30.1%
%H		52.9%	18.4%	78.5%	49.7%	28.9%	87.8%
30" - 39"	748	431	150	556	394	162	705
%V	32.1%	33.4%	34.6%	31.1%	33.2%	26.9%	33.7%
%H		57.6%	20.1%	74.3%	52.7%	21.7%	94.3%
40" and over	352	226	66	258	198	61	331
%V	15.1%	17.5%	15.2%	14.4%	16.7%	10.1%	15.8%
%H		64.2%	18.8%	73.3%	56.3%	17.3%	94.0%
Don't know	23	11	7	16	10	6	17
%V	1.0%	0.9%	1.6%	0.9%	0.8%	1.0%	0.8%
%H		47.8%	30.4%	69.6%	43.5%	26.1%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2327	1289	434	1787	1185	602	2092
%H		55.4%	18.7%	76.8%	50.9%	25.9%	89.9%
PVR	537	352	150	301	262	39	513
%V	23.1%	27.3%	34.6%	16.8%	22.1%	6.5%	24.5%
%H		65.5%	27.9%	56.1%	48.8%	7.3%	95.5%
DVDR	14	8	2	9	6	3	14
%V	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.7%
%H		57.1%	14.3%	64.3%	42.9%	21.4%	100.0%
VCR	6	2	2	5	3	2	4
%V	0.3%	0.2%	0.5%	0.3%	0.3%	0.3%	0.2%
%H		33.3%	33.3%	83.3%	50.0%	33.3%	66.7%
Any recorder	546	356	151	308	266	42	521
%V	23.5%	27.6%	34.8%	17.2%	22.4%	7.0%	24.9%
%H		65.2%	27.7%	56.4%	48.7%	7.7%	95.4%

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	2327	1289	434	1787	1185	602	2092
%H		55.4%	18.7%	76.8%	50.9%	25.9%	89.9%
Receives HDTV (via STB or built-in reception)	680	379	174	490	360	131	633
%V	29.2%	29.4%	40.1%	27.4%	30.4%	21.8%	30.3%
%H		55.7%	25.6%	72.1%	52.9%	19.3%	93.1%
DVD/Blu-ray player or recorder	1006	558	200	812	560	253	939
%V	43.2%	43.3%	46.1%	45.4%	47.3%	42.0%	44.9%
%H		55.5%	19.9%	80.7%	55.7%	25.1%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5267	4970	2541	846	3454	1947	1506	4620
%H		94.4%	48.2%	16.1%	65.6%	37.0%	28.6%	87.7%
Total Children	909	876	530	151	565	383	182	871
%V	17.3%	17.6%	20.9%	17.8%	16.4%	19.7%	12.1%	18.9%
%H		96.4%	58.3%	16.6%	62.2%	42.1%	20.0%	95.8%
0 - 3	232	219	125	39	131	80	50	219
%V	4.4%	4.4%	4.9%	4.6%	3.8%	4.1%	3.3%	4.7%
%H		94.4%	53.9%	16.8%	56.5%	34.5%	21.6%	94.4%
4 - 15	677	657	405	112	434	303	131	653
%V	12.9%	13.2%	15.9%	13.2%	12.6%	15.6%	8.7%	14.1%
%H		97.0%	59.8%	16.5%	64.1%	44.8%	19.4%	96.5%
4 - 9	352	342	209	56	213	145	68	337
%V	6.7%	6.9%	8.2%	6.6%	6.2%	7.4%	4.5%	7.3%
%H		97.2%	59.4%	15.9%	60.5%	41.2%	19.3%	95.7%
10 - 15	325	315	196	56	221	158	63	316
%V	6.2%	6.3%	7.7%	6.6%	6.4%	8.1%	4.2%	6.8%
%H		96.9%	60.3%	17.2%	68.0%	48.6%	19.4%	97.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5267	4970	2541	846	3454	1947	1506	4620
%H		94.4%	48.2%	16.1%	65.6%	37.0%	28.6%	87.7%
Total Adults (16+)	4358	4093	2011	695	2888	1564	1324	3748
%V	82.7%	82.4%	79.1%	82.2%	83.6%	80.3%	87.9%	81.1%
%H		93.9%	46.1%	15.9%	66.3%	35.9%	30.4%	86.0%
16 - 19	245	210	113	35	146	92	54	240
%V	4.7%	4.2%	4.4%	4.1%	4.2%	4.7%	3.6%	5.2%
%H		85.7%	46.1%	14.3%	59.6%	37.6%	22.0%	98.0%
20 - 24	337	286	140	48	195	108	87	320
%V	6.4%	5.8%	5.5%	5.7%	5.6%	5.5%	5.8%	6.9%
%H		84.9%	41.5%	14.2%	57.9%	32.0%	25.8%	95.0%
25 - 34	701	635	339	108	386	232	154	666
%V	13.3%	12.8%	13.3%	12.8%	11.2%	11.9%	10.2%	14.4%
%H		90.6%	48.4%	15.4%	55.1%	33.1%	22.0%	95.0%
35 - 44	661	620	352	114	410	262	148	628
%V	12.5%	12.5%	13.9%	13.5%	11.9%	13.5%	9.8%	13.6%
%H		93.8%	53.3%	17.2%	62.0%	39.6%	22.4%	95.0%
45 - 54	794	768	401	144	534	316	218	718
%V	15.1%	15.5%	15.8%	17.0%	15.5%	16.2%	14.5%	15.5%
%H		96.7%	50.5%	18.1%	67.3%	39.8%	27.5%	90.4%
55 - 64	677	661	314	112	495	259	236	594
%V	12.9%	13.3%	12.4%	13.2%	14.3%	13.3%	15.7%	12.9%
%H		97.6%	46.4%	16.5%	73.1%	38.3%	34.9%	87.7%
65+	942	913	352	134	723	296	427	582
%V	17.9%	18.4%	13.9%	15.8%	20.9%	15.2%	28.4%	12.6%
%H		96.9%	37.4%	14.2%	76.8%	31.4%	45.3%	61.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4358	4093	2011	695	2888	1564	1324	3748
%H			93.9%	46.1%	15.9%	66.3%	35.9%	30.4%	86.0%
AB		1116	1058	526	186	737	401	336	1072
	%V	25.6%	25.8%	26.2%	26.8%	25.5%	25.6%	25.4%	28.6%
	%H		94.8%	47.1%	16.7%	66.0%	35.9%	30.1%	96.1%
C1		1232	1119	572	191	794	457	337	1131
	%V	28.3%	27.3%	28.4%	27.5%	27.5%	29.2%	25.5%	30.2%
	%H		90.8%	46.4%	15.5%	64.4%	37.1%	27.4%	91.8%
C2		902	882	472	152	623	375	248	785
	%V	20.7%	21.5%	23.5%	21.9%	21.6%	24.0%	18.7%	20.9%
	%H		97.8%	52.3%	16.9%	69.1%	41.6%	27.5%	87.0%
D		716	668	312	113	458	230	228	552
	%V	16.4%	16.3%	15.5%	16.3%	15.9%	14.7%	17.2%	14.7%
	%H		93.3%	43.6%	15.8%	64.0%	32.1%	31.8%	77.1%
E		392	366	130	53	277	101	176	209
	%V	9.0%	8.9%	6.5%	7.6%	9.6%	6.5%	13.3%	5.6%
	%H		93.4%	33.2%	13.5%	70.7%	25.8%	44.9%	53.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4358	4093	2011	695	2888	1564	1324	3748
%H		93.9%	46.1%	15.9%	66.3%	35.9%	30.4%	86.0%
Working full time	2009	1908	1036	344	1273	784	489	1912
%V	46.1%	46.6%	51.5%	49.5%	44.1%	50.1%	36.9%	51.0%
%H		95.0%	51.6%	17.1%	63.4%	39.0%	24.3%	95.2%
Working part time	420	406	228	67	280	171	110	393
%V	9.6%	9.9%	11.3%	9.6%	9.7%	10.9%	8.3%	10.5%
%H		96.7%	54.3%	16.0%	66.7%	40.7%	26.2%	93.6%
Not working	1929	1779	748	284	1335	610	726	1444
%V	44.3%	43.5%	37.2%	40.9%	46.2%	39.0%	54.8%	38.5%
%H		92.2%	38.8%	14.7%	69.2%	31.6%	37.6%	74.9%
Housewife/Houseperson	2466	2308	1044	381	1649	802	847	1978
%V	56.6%	56.4%	51.9%	54.8%	57.1%	51.3%	64.0%	52.8%
%H		93.6%	42.3%	15.5%	66.9%	32.5%	34.3%	80.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2095	1957	984	323	1389	776	613	1818
%H		93.4%	47.0%	15.4%	66.3%	37.0%	29.3%	86.8%
16 - 19	126	108	56	22	75	48	27	124
%V	6.0%	5.5%	5.7%	6.8%	5.4%	6.2%	4.4%	6.8%
%H		85.7%	44.4%	17.5%	59.5%	38.1%	21.4%	98.4%
20 - 24	165	144	70	26	103	60	43	158
%V	7.9%	7.4%	7.1%	8.0%	7.4%	7.7%	7.0%	8.7%
%H		87.3%	42.4%	15.8%	62.4%	36.4%	26.1%	95.8%
25 - 34	345	303	166	45	184	111	73	322
%V	16.5%	15.5%	16.9%	13.9%	13.2%	14.3%	11.9%	17.7%
%H		87.8%	48.1%	13.0%	53.3%	32.2%	21.2%	93.3%
35 - 44	323	299	174	48	192	122	70	303
%V	15.4%	15.3%	17.7%	14.9%	13.8%	15.7%	11.4%	16.7%
%H		92.6%	53.9%	14.9%	59.4%	37.8%	21.7%	93.8%
45 - 54	384	371	199	66	259	157	102	342
%V	18.3%	19.0%	20.2%	20.4%	18.6%	20.2%	16.6%	18.8%
%H		96.6%	51.8%	17.2%	67.4%	40.9%	26.6%	89.1%
55 - 64	329	321	148	52	245	124	122	281
%V	15.7%	16.4%	15.0%	16.1%	17.6%	16.0%	19.9%	15.5%
%H		97.6%	45.0%	15.8%	74.5%	37.7%	37.1%	85.4%
65+	423	412	171	64	329	153	176	288
%V	20.2%	21.1%	17.4%	19.8%	23.7%	19.7%	28.7%	15.8%
%H		97.4%	40.4%	15.1%	77.8%	36.2%	41.6%	68.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2095	1957	984	323	1389	776	613	1818
	%H		93.4%	47.0%	15.4%	66.3%	37.0%	29.3%	86.8%
AB		546	517	265	90	363	206	156	528
	%V	26.1%	26.4%	26.9%	27.9%	26.1%	26.5%	25.4%	29.0%
	%H		94.7%	48.5%	16.5%	66.5%	37.7%	28.6%	96.7%
C1		564	506	274	84	359	222	138	523
	%V	26.9%	25.9%	27.8%	26.0%	25.8%	28.6%	22.5%	28.8%
	%H		89.7%	48.6%	14.9%	63.7%	39.4%	24.5%	92.7%
C2		487	475	251	81	337	201	136	419
	%V	23.2%	24.3%	25.5%	25.1%	24.3%	25.9%	22.2%	23.0%
	%H		97.5%	51.5%	16.6%	69.2%	41.3%	27.9%	86.0%
D		325	300	142	49	204	104	100	257
	%V	15.5%	15.3%	14.4%	15.2%	14.7%	13.4%	16.3%	14.1%
	%H		92.3%	43.7%	15.1%	62.8%	32.0%	30.8%	79.1%
E		174	160	53	19	126	43	83	90
	%V	8.3%	8.2%	5.4%	5.9%	9.1%	5.5%	13.5%	5.0%
	%H		92.0%	30.5%	10.9%	72.4%	24.7%	47.7%	51.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2095	1957	984	323	1389	776	613	1818
%H		93.4%	47.0%	15.4%	66.3%	37.0%	29.3%	86.8%
Working full time	1182	1123	627	183	757	471	286	1117
%V	56.4%	57.4%	63.7%	56.7%	54.5%	60.7%	46.7%	61.4%
%H		95.0%	53.0%	15.5%	64.0%	39.8%	24.2%	94.5%
Working part time	76	70	38	12	45	27	18	69
%V	3.6%	3.6%	3.9%	3.7%	3.2%	3.5%	2.9%	3.8%
%H		92.1%	50.0%	15.8%	59.2%	35.5%	23.7%	90.8%
Not working	836	764	320	127	586	278	308	632
%V	39.9%	39.0%	32.5%	39.3%	42.2%	35.8%	50.2%	34.8%
%H		91.4%	38.3%	15.2%	70.1%	33.3%	36.8%	75.6%
Housewife/Houseperson	589	527	212	67	389	159	230	414
%V	28.1%	26.9%	21.5%	20.7%	28.0%	20.5%	37.5%	22.8%
%H		89.5%	36.0%	11.4%	66.0%	27.0%	39.0%	70.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2136	1027	373	1500	788	712	1930
%H		94.4%	45.4%	16.5%	66.3%	34.8%	31.5%	85.3%
16 - 19	119	102	57	13	71	44	27	116
%V	5.3%	4.8%	5.6%	3.5%	4.7%	5.6%	3.8%	6.0%
%H		85.7%	47.9%	10.9%	59.7%	37.0%	22.7%	97.5%
20 - 24	172	142	71	22	91	48	43	162
%V	7.6%	6.6%	6.9%	5.9%	6.1%	6.1%	6.0%	8.4%
%H		82.6%	41.3%	12.8%	52.9%	27.9%	25.0%	94.2%
25 - 34	357	332	173	64	202	121	81	344
%V	15.8%	15.5%	16.8%	17.2%	13.5%	15.4%	11.4%	17.8%
%H		93.0%	48.5%	17.9%	56.6%	33.9%	22.7%	96.4%
35 - 44	339	322	178	66	218	140	78	325
%V	15.0%	15.1%	17.3%	17.7%	14.5%	17.8%	11.0%	16.8%
%H		95.0%	52.5%	19.5%	64.3%	41.3%	23.0%	95.9%
45 - 54	410	397	202	78	275	158	116	376
%V	18.1%	18.6%	19.7%	20.9%	18.3%	20.1%	16.3%	19.5%
%H		96.8%	49.3%	19.0%	67.1%	38.5%	28.3%	91.7%
55 - 64	348	340	166	61	249	135	115	313
%V	15.4%	15.9%	16.2%	16.4%	16.6%	17.1%	16.2%	16.2%
%H		97.7%	47.7%	17.5%	71.6%	38.8%	33.0%	89.9%
65+	519	501	181	70	394	143	251	294
%V	22.9%	23.5%	17.6%	18.8%	26.3%	18.1%	35.3%	15.2%
%H		96.5%	34.9%	13.5%	75.9%	27.6%	48.4%	56.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2136	1027	373	1500	788	712	1930
%H		94.4%	45.4%	16.5%	66.3%	34.8%	31.5%	85.3%
AB	570	541	261	96	374	194	180	543
%V	25.2%	25.3%	25.4%	25.7%	24.9%	24.6%	25.3%	28.1%
%H		94.9%	45.8%	16.8%	65.6%	34.0%	31.6%	95.3%
C1	668	613	299	108	435	236	199	608
%V	29.5%	28.7%	29.1%	29.0%	29.0%	29.9%	27.9%	31.5%
%H		91.8%	44.8%	16.2%	65.1%	35.3%	29.8%	91.0%
C2	416	407	221	71	285	174	112	366
%V	18.4%	19.1%	21.5%	19.0%	19.0%	22.1%	15.7%	19.0%
%H		97.8%	53.1%	17.1%	68.5%	41.8%	26.9%	88.0%
D	391	369	170	64	254	126	128	295
%V	17.3%	17.3%	16.6%	17.2%	16.9%	16.0%	18.0%	15.3%
%H		94.4%	43.5%	16.4%	65.0%	32.2%	32.7%	75.4%
E	218	206	77	33	152	59	93	119
%V	9.6%	9.6%	7.5%	8.8%	10.1%	7.5%	13.1%	6.2%
%H		94.5%	35.3%	15.1%	69.7%	27.1%	42.7%	54.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2263	2136	1027	373	1500	788	712	1930
%H		94.4%	45.4%	16.5%	66.3%	34.8%	31.5%	85.3%
Working full time	827	785	409	161	516	312	203	795
%V	36.5%	36.8%	39.8%	43.2%	34.4%	39.6%	28.5%	41.2%
%H		94.9%	49.5%	19.5%	62.4%	37.7%	24.5%	96.1%
Working part time	344	336	191	55	235	144	92	324
%V	15.2%	15.7%	18.6%	14.7%	15.7%	18.3%	12.9%	16.8%
%H		97.7%	55.5%	16.0%	68.3%	41.9%	26.7%	94.2%
Not working	1093	1015	428	157	749	332	417	812
%V	48.3%	47.5%	41.7%	42.1%	49.9%	42.1%	58.6%	42.1%
%H		92.9%	39.2%	14.4%	68.5%	30.4%	38.2%	74.3%
Housewife/Houseperson	1877	1781	831	314	1260	643	617	1564
%V	82.9%	83.4%	80.9%	84.2%	84.0%	81.6%	86.7%	81.0%
%H		94.9%	44.3%	16.7%	67.1%	34.3%	32.9%	83.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
AB	149	143	77	14	102	51	52	138
%V	20.5%	20.8%	22.5%	25.0%	20.6%	24.3%	18.2%	25.0%
%H (All HH)		96.0%	51.7%	9.4%	68.5%	34.2%	34.9%	92.6%
%H (TV HH)			53.8%	9.8%	71.3%	35.7%	36.4%	
C1	157	152	80	15	108	52	56	134
%V	21.6%	22.1%	23.4%	26.8%	21.8%	24.8%	19.6%	24.3%
%H (All HH)		96.8%	51.0%	9.6%	68.8%	33.1%	35.7%	85.4%
%H (TV HH)			52.6%	9.9%	71.1%	34.2%	36.8%	
C2	148	140	74	8	104	48	56	119
%V	20.4%	20.3%	21.6%	14.3%	21.0%	22.9%	19.6%	21.6%
%H (All HH)		94.6%	50.0%	5.4%	70.3%	32.4%	37.8%	80.4%
%H (TV HH)			52.9%	5.7%	74.3%	34.3%	40.0%	
D	126	118	63	10	76	32	44	95
%V	17.4%	17.2%	18.4%	17.9%	15.4%	15.2%	15.4%	17.2%
%H (All HH)		93.7%	50.0%	7.9%	60.3%	25.4%	34.9%	75.4%
%H (TV HH)			53.4%	8.5%	64.4%	27.1%	37.3%	
E	146	135	48	9	104	26	77	64
%V	20.1%	19.6%	14.0%	16.1%	21.0%	12.4%	27.0%	11.6%
%H (All HH)		92.5%	32.9%	6.2%	71.2%	17.8%	52.7%	43.8%
%H (TV HH)			35.6%	6.7%	77.0%	19.3%	57.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Under 25	24	20	9	1	13	4	9	21
%V	3.3%	2.9%	2.6%	1.8%	2.6%	1.9%	3.2%	3.8%
%H (All HH)		83.3%	37.5%	4.2%	54.2%	16.7%	37.5%	87.5%
%H (TV HH)			45.0%	5.0%	65.0%	20.0%	45.0%	
25 - 34	112	106	58	11	70	33	36	103
%V	15.4%	15.4%	17.0%	19.6%	14.1%	15.7%	12.6%	18.7%
%H (All HH)		94.6%	51.8%	9.8%	62.5%	29.5%	32.1%	92.0%
%H (TV HH)			54.7%	10.4%	66.0%	31.1%	34.0%	
35 - 44	132	126	75	11	82	42	39	123
%V	18.2%	18.3%	21.9%	19.6%	16.6%	20.0%	13.7%	22.3%
%H (All HH)		95.5%	56.8%	8.3%	62.1%	31.8%	29.5%	93.2%
%H (TV HH)			59.5%	8.7%	65.1%	33.3%	31.0%	
45 - 54	152	146	82	12	102	52	50	133
%V	20.9%	21.2%	24.0%	21.4%	20.6%	24.8%	17.5%	24.1%
%H (All HH)		96.1%	53.9%	7.9%	67.1%	34.2%	32.9%	87.5%
%H (TV HH)			56.2%	8.2%	69.9%	35.6%	34.2%	
55 - 64	123	117	56	9	87	36	51	94
%V	16.9%	17.0%	16.4%	16.1%	17.6%	17.1%	17.9%	17.1%
%H (All HH)		95.1%	45.5%	7.3%	70.7%	29.3%	41.5%	76.4%
%H (TV HH)			47.9%	7.7%	74.4%	30.8%	43.6%	
65 +	183	174	62	12	141	42	99	77
%V	25.2%	25.3%	18.1%	21.4%	28.5%	20.0%	34.7%	14.0%
%H (All HH)		95.1%	33.9%	6.6%	77.0%	23.0%	54.1%	42.1%
%H (TV HH)			35.6%	6.9%	81.0%	24.1%	56.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
1	206	186	59	14	142	31	111	91
%V	28.4%	27.0%	17.3%	25.0%	28.7%	14.8%	38.9%	16.5%
%H (All HH)		90.3%	28.6%	6.8%	68.9%	15.0%	53.9%	44.2%
%H (TV HH)			31.7%	7.5%	76.3%	16.7%	59.7%	
2	220	212	108	17	153	68	86	173
%V	30.3%	30.8%	31.6%	30.4%	30.9%	32.4%	30.2%	31.4%
%H (All HH)		96.4%	49.1%	7.7%	69.5%	30.9%	39.1%	78.6%
%H (TV HH)			50.9%	8.0%	72.2%	32.1%	40.6%	
3	125	122	70	11	84	45	40	117
%V	17.2%	17.7%	20.5%	19.6%	17.0%	21.4%	14.0%	21.2%
%H (All HH)		97.6%	56.0%	8.8%	67.2%	36.0%	32.0%	93.6%
%H (TV HH)			57.4%	9.0%	68.9%	36.9%	32.8%	
4	103	99	60	9	67	39	28	99
%V	14.2%	14.4%	17.5%	16.1%	13.5%	18.6%	9.8%	18.0%
%H (All HH)		96.1%	58.3%	8.7%	65.0%	37.9%	27.2%	96.1%
%H (TV HH)			60.6%	9.1%	67.7%	39.4%	28.3%	
5+	72	71	46	5	48	28	20	70
%V	9.9%	10.3%	13.5%	8.9%	9.7%	13.3%	7.0%	12.7%
%H (All HH)		98.6%	63.9%	6.9%	66.7%	38.9%	27.8%	97.2%
%H (TV HH)			64.8%	7.0%	67.6%	39.4%	28.2%	
Average HH size	2.52	2.55	2.86	2.55	2.50	2.90	2.20	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Without	515	484	218	38	362	137	224	349
%V	70.9%	70.3%	63.7%	67.9%	73.1%	65.2%	78.6%	63.3%
%H (All HH)		94.0%	42.3%	7.4%	70.3%	26.6%	43.5%	67.8%
%H (TV HH)			45.0%	7.9%	74.8%	28.3%	46.3%	
With	210	205	125	18	133	72	61	202
%V	28.9%	29.8%	36.5%	32.1%	26.9%	34.3%	21.4%	36.7%
%H (All HH)		97.6%	59.5%	8.6%	63.3%	34.3%	29.0%	96.2%
%H (TV HH)			61.0%	8.8%	64.9%	35.1%	29.8%	
0 - 3	81	79	48	8	50	27	23	77
%V	11.2%	11.5%	14.0%	14.3%	10.1%	12.9%	8.1%	14.0%
%H (All HH)		97.5%	59.3%	9.9%	61.7%	33.3%	28.4%	95.1%
%H (TV HH)			60.8%	10.1%	63.3%	34.2%	29.1%	
4 - 9	112	108	64	11	69	37	32	106
%V	15.4%	15.7%	18.7%	19.6%	13.9%	17.6%	11.2%	19.2%
%H (All HH)		96.4%	57.1%	9.8%	61.6%	33.0%	28.6%	94.6%
%H (TV HH)			59.3%	10.2%	63.9%	34.3%	29.6%	
10 - 15	102	100	64	8	64	36	27	100
%V	14.0%	14.5%	18.7%	14.3%	12.9%	17.1%	9.5%	18.1%
%H (All HH)		98.0%	62.7%	7.8%	62.7%	35.3%	26.5%	98.0%
%H (TV HH)			64.0%	8.0%	64.0%	36.0%	27.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
1	255	255	99	18	174	41	133	159
%V	35.1%	37.1%	28.9%	32.1%	35.2%	19.5%	46.7%	28.9%
%H (All HH)		100.0%	38.8%	7.1%	68.2%	16.1%	52.2%	62.4%
%H (TV HH)			38.8%	7.1%	68.2%	16.1%	52.2%	
2	282	282	141	24	204	88	116	229
%V	38.8%	41.0%	41.2%	42.9%	41.2%	41.9%	40.7%	41.6%
%H (All HH)		100.0%	50.0%	8.5%	72.3%	31.2%	41.1%	81.2%
%H (TV HH)			50.0%	8.5%	72.3%	31.2%	41.1%	
3	96	96	63	9	72	47	25	88
%V	13.2%	14.0%	18.4%	16.1%	14.5%	22.4%	8.8%	16.0%
%H (All HH)		100.0%	65.6%	9.4%	75.0%	49.0%	26.0%	91.7%
%H (TV HH)			65.6%	9.4%	75.0%	49.0%	26.0%	
4	37	37	26	3	29	21	8	36
%V	5.1%	5.4%	7.6%	5.4%	5.9%	10.0%	2.8%	6.5%
%H (All HH)		100.0%	70.3%	8.1%	78.4%	56.8%	21.6%	97.3%
%H (TV HH)			70.3%	8.1%	78.4%	56.8%	21.6%	
5+	18	18	13	2	16	12	3	17
%V	2.5%	2.6%	3.8%	3.6%	3.2%	5.7%	1.1%	3.1%
%H (All HH)		100.0%	72.2%	11.1%	88.9%	66.7%	16.7%	94.4%
%H (TV HH)			72.2%	11.1%	88.9%	66.7%	16.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	726	688	342	56	495	210	285	551
%V (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Under 20"	88	88	42	8	74	37	37	68
%V	12.1%	12.8%	12.3%	14.3%	14.9%	17.6%	13.0%	12.3%
%H (All HH)		100.0%	47.7%	9.1%	84.1%	42.0%	42.0%	77.3%
%H (TV HH)			47.7%	9.1%	84.1%	42.0%	42.0%	
20" - 29"	285	285	134	21	217	89	129	217
%V	39.3%	41.4%	39.2%	37.5%	43.8%	42.4%	45.3%	39.4%
%H (All HH)		100.0%	47.0%	7.4%	76.1%	31.2%	45.3%	76.1%
%H (TV HH)			47.0%	7.4%	76.1%	31.2%	45.3%	
30" - 39"	372	372	194	31	263	117	145	294
%V	51.2%	54.1%	56.7%	55.4%	53.1%	55.7%	50.9%	53.4%
%H (All HH)		100.0%	52.2%	8.3%	70.7%	31.5%	39.0%	79.0%
%H (TV HH)			52.2%	8.3%	70.7%	31.5%	39.0%	
40" and over	346	346	211	33	240	138	102	309
%V	47.7%	50.3%	61.7%	58.9%	48.5%	65.7%	35.8%	56.1%
%H (All HH)		100.0%	61.0%	9.5%	69.4%	39.9%	29.5%	89.3%
%H (TV HH)			61.0%	9.5%	69.4%	39.9%	29.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Main living room	674	674	336	55	486	207	279	518
%V	92.8%	98.0%	98.2%	98.2%	98.2%	98.6%	97.9%	94.0%
%H (All HH)		100.0%	49.9%	8.2%	72.1%	30.7%	41.4%	76.9%
%H (TV HH)			49.9%	8.2%	72.1%	30.7%	41.4%	
Kitchen	147	147	74	7	127	62	65	120
%V	20.2%	21.4%	21.6%	12.5%	25.7%	29.5%	22.8%	21.8%
%H (All HH)		100.0%	50.3%	4.8%	86.4%	42.2%	44.2%	81.6%
%H (TV HH)			50.3%	4.8%	86.4%	42.2%	44.2%	
Adult's bedroom	226	226	137	24	164	100	64	195
%V	31.1%	32.8%	40.1%	42.9%	33.1%	47.6%	22.5%	35.4%
%H (All HH)		100.0%	60.6%	10.6%	72.6%	44.2%	28.3%	86.3%
%H (TV HH)			60.6%	10.6%	72.6%	44.2%	28.3%	
Child's bedroom	61	61	41	7	40	27	13	59
%V	8.4%	8.9%	12.0%	12.5%	8.1%	12.9%	4.6%	10.7%
%H (All HH)		100.0%	67.2%	11.5%	65.6%	44.3%	21.3%	96.7%
%H (TV HH)			67.2%	11.5%	65.6%	44.3%	21.3%	
Other bedroom	28	28	18	4	24	18	6	27
%V	3.9%	4.1%	5.3%	7.1%	4.8%	8.6%	2.1%	4.9%
%H (All HH)		100.0%	64.3%	14.3%	85.7%	64.3%	21.4%	96.4%
%H (TV HH)			64.3%	14.3%	85.7%	64.3%	21.4%	
Second living/dining room	118	118	73	9	79	43	36	108
%V	16.3%	17.2%	21.3%	16.1%	16.0%	20.5%	12.6%	19.6%
%H (All HH)		100.0%	61.9%	7.6%	66.9%	36.4%	30.5%	91.5%
%H (TV HH)			61.9%	7.6%	66.9%	36.4%	30.5%	
Study/office	9	9	7	0	8	6	3	9
%V	1.2%	1.3%	2.0%	0.0%	1.6%	2.9%	1.1%	1.6%
%H (All HH)		100.0%	77.8%	0.0%	88.9%	66.7%	33.3%	100.0%
%H (TV HH)			77.8%	0.0%	88.9%	66.7%	33.3%	
TV room	12	12	6	1	8	4	5	11
%V	1.7%	1.7%	1.8%	1.8%	1.6%	1.9%	1.8%	2.0%
%H (All HH)		100.0%	50.0%	8.3%	66.7%	33.3%	41.7%	91.7%
%H (TV HH)			50.0%	8.3%	66.7%	33.3%	41.7%	
Conservatory	12	12	7	1	11	7	4	10
%V	1.7%	1.7%	2.0%	1.8%	2.2%	3.3%	1.4%	1.8%
%H (All HH)		100.0%	58.3%	8.3%	91.7%	58.3%	33.3%	83.3%
%H (TV HH)			58.3%	8.3%	91.7%	58.3%	33.3%	
Attic or loft room	2	2	1	0	1	0	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.0%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	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	8	8	5	1	6	5	2	7
%V	1.1%	1.2%	1.5%	1.8%	1.2%	2.4%	0.7%	1.3%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	62.5%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	75.0%	62.5%	25.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Any DSAT provider	342	342	342	2	182	182	0	302
%V	47.1%	49.7%	100.0%	3.6%	36.8%	86.7%	0.0%	54.8%
%H (All HH)			100.0%	0.6%	53.2%	53.2%	0.0%	88.3%
%H (TV HH)			100.0%	0.6%	53.2%	53.2%	0.0%	
Sky with subscription	292	292	292	1	154	154	0	261
%V	40.2%	42.4%	85.4%	1.8%	31.1%	73.3%	0.0%	47.4%
%H (All HH)			100.0%	0.3%	52.7%	52.7%	0.0%	89.4%
%H (TV HH)			100.0%	0.3%	52.7%	52.7%	0.0%	
Sky without subscription	22	22	22	0	13	13	0	17
%V	3.0%	3.2%	6.4%	0.0%	2.6%	6.2%	0.0%	3.1%
%H (All HH)			100.0%	0.0%	59.1%	59.1%	0.0%	77.3%
%H (TV HH)			100.0%	0.0%	59.1%	59.1%	0.0%	
Freesat	35	35	35	0	26	26	0	31
%V	4.8%	5.1%	10.2%	0.0%	5.3%	12.4%	0.0%	5.6%
%H (All HH)			100.0%	0.0%	74.3%	74.3%	0.0%	88.6%
%H (TV HH)			100.0%	0.0%	74.3%	74.3%	0.0%	
Other satellite provider	10	10	10	0	4	4	0	9
%V	1.4%	1.5%	2.9%	0.0%	0.8%	1.9%	0.0%	1.6%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	56	56	2	56	29	29	0	49
%V	7.7%	8.1%	0.6%	100.0%	5.9%	13.8%	0.0%	8.9%
%H (All HH)			3.6%	100.0%	51.8%	51.8%	0.0%	87.5%
%H (TV HH)			3.6%	100.0%	51.8%	51.8%	0.0%	
DTT	495	495	182	29	495	210	285	361
%V	68.2%	71.9%	53.2%	51.8%	100.0%	100.0%	100.0%	65.5%
%H (All HH)		100.0%	36.8%	5.9%	100.0%	42.4%	57.6%	72.9%
%H (TV HH)			36.8%	5.9%	100.0%	42.4%	57.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
PVR	356	356	276	42	208	169	39	322
%V	49.0%	51.7%	80.7%	75.0%	42.0%	80.5%	13.7%	58.4%
%H (All HH)		100.0%	77.5%	11.8%	58.4%	47.5%	11.0%	90.4%
%H (TV HH)			77.5%	11.8%	58.4%	47.5%	11.0%	
DVDR	15	15	8	2	11	6	5	14
%V	2.1%	2.2%	2.3%	3.6%	2.2%	2.9%	1.8%	2.5%
%H (All HH)		100.0%	53.3%	13.3%	73.3%	40.0%	33.3%	93.3%
%H (TV HH)			53.3%	13.3%	73.3%	40.0%	33.3%	
VCR	6	6	3	0	5	3	3	4
%V	0.8%	0.9%	0.9%	0.0%	1.0%	1.4%	1.1%	0.7%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	50.0%	50.0%	66.7%
%H (TV HH)			50.0%	0.0%	83.3%	50.0%	50.0%	
Any recorder	365	365	278	43	216	171	45	328
%V	50.3%	53.1%	81.3%	76.8%	43.6%	81.4%	15.8%	59.5%
%H (All HH)		100.0%	76.2%	11.8%	59.2%	46.8%	12.3%	89.9%
%H (TV HH)			76.2%	11.8%	59.2%	46.8%	12.3%	
Receives HDTV (via STB or built-in reception)	357	357	224	38	241	144	97	314
%V	49.2%	51.9%	65.5%	67.9%	48.7%	68.6%	34.0%	57.0%
%H (All HH)		100.0%	62.7%	10.6%	67.5%	40.3%	27.2%	88.0%
%H (TV HH)			62.7%	10.6%	67.5%	40.3%	27.2%	
DVD/Blu-ray player or recorder	470	470	251	40	336	157	179	389
%V	64.7%	68.3%	73.4%	71.4%	67.9%	74.8%	62.8%	70.6%
%H (All HH)		100.0%	53.4%	8.5%	71.5%	33.4%	38.1%	82.8%
%H (TV HH)			53.4%	8.5%	71.5%	33.4%	38.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	726	688	342	56	495	210	285	551
%H (All HH)		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%
%H (TV HH)			49.7%	8.1%	71.9%	30.5%	41.4%	
Has broadband internet	551	530	302	49	361	186	175	551
%V	75.9%	77.0%	88.3%	87.5%	72.9%	88.6%	61.4%	100.0%
%H (All HH)		96.2%	54.8%	8.9%	65.5%	33.8%	31.8%	100.0%
%H (TV HH)			57.0%	9.2%	68.1%	35.1%	33.0%	
Number of computers (PCs and laptops)								
0	187	169	46	9	142	27	114	25
%V	25.8%	24.6%	13.5%	16.1%	28.7%	12.9%	40.0%	4.5%
%H (All HH)		90.4%	24.6%	4.8%	75.9%	14.4%	61.0%	13.4%
%H (TV HH)			27.2%	5.3%	84.0%	16.0%	67.5%	
1	189	178	89	15	119	47	72	179
%V	26.0%	25.9%	26.0%	26.8%	24.0%	22.4%	25.3%	32.5%
%H (All HH)		94.2%	47.1%	7.9%	63.0%	24.9%	38.1%	94.7%
%H (TV HH)			50.0%	8.4%	66.9%	26.4%	40.4%	
2	180	174	101	15	119	61	58	178
%V	24.8%	25.3%	29.5%	26.8%	24.0%	29.0%	20.4%	32.3%
%H (All HH)		96.7%	56.1%	8.3%	66.1%	33.9%	32.2%	98.9%
%H (TV HH)			58.0%	8.6%	68.4%	35.1%	33.3%	
3	89	87	55	9	59	36	23	89
%V	12.3%	12.6%	16.1%	16.1%	11.9%	17.1%	8.1%	16.2%
%H (All HH)		97.8%	61.8%	10.1%	66.3%	40.4%	25.8%	100.0%
%H (TV HH)			63.2%	10.3%	67.8%	41.4%	26.4%	
4	39	38	26	5	26	19	8	39
%V	5.4%	5.5%	7.6%	8.9%	5.3%	9.0%	2.8%	7.1%
%H (All HH)		97.4%	66.7%	12.8%	66.7%	48.7%	20.5%	100.0%
%H (TV HH)			68.4%	13.2%	68.4%	50.0%	21.1%	
5+	42	41	26	3	29	19	11	41
%V	5.8%	6.0%	7.6%	5.4%	5.9%	9.0%	3.9%	7.4%
%H (All HH)		97.6%	61.9%	7.1%	69.0%	45.2%	26.2%	97.6%
%H (TV HH)			63.4%	7.3%	70.7%	46.3%	26.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1353	745	115	998	511	487	1122
%H		55.1%	8.5%	73.8%	37.8%	36.0%	82.9%
Under 20"	103	50	9	86	43	43	82
%V	7.6%	6.7%	7.8%	8.6%	8.4%	8.8%	7.3%
%H		48.5%	8.7%	83.5%	41.7%	41.7%	79.6%
20" - 29"	356	175	27	278	125	153	278
%V	26.3%	23.5%	23.5%	27.9%	24.5%	31.4%	24.8%
%H		49.2%	7.6%	78.1%	35.1%	43.0%	78.1%
30" - 39"	451	242	38	323	155	168	365
%V	33.3%	32.5%	33.0%	32.4%	30.3%	34.5%	32.5%
%H		53.7%	8.4%	71.6%	34.4%	37.3%	80.9%
40" and over	422	269	39	294	179	115	382
%V	31.2%	36.1%	33.9%	29.5%	35.0%	23.6%	34.0%
%H		63.7%	9.2%	69.7%	42.4%	27.3%	90.5%
Don't know	20	9	2	17	8	8	15
%V	1.5%	1.2%	1.7%	1.7%	1.6%	1.6%	1.3%
%H		45.0%	10.0%	85.0%	40.0%	40.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1353	745	115	998	511	487	1122
%H		55.1%	8.5%	73.8%	37.8%	36.0%	82.9%
Main living room	677	339	55	489	209	280	521
%V	50.0%	45.5%	47.8%	49.0%	40.9%	57.5%	46.4%
%H		50.1%	8.1%	72.2%	30.9%	41.4%	77.0%
Kitchen	148	75	7	128	63	66	121
%V	10.9%	10.1%	6.1%	12.8%	12.3%	13.6%	10.8%
%H		50.7%	4.7%	86.5%	42.6%	44.6%	81.8%
Adult's bedroom	255	157	28	185	117	68	223
%V	18.8%	21.1%	24.3%	18.5%	22.9%	14.0%	19.9%
%H		61.6%	11.0%	72.5%	45.9%	26.7%	87.5%
Child's bedroom	77	52	8	51	34	16	75
%V	5.7%	7.0%	7.0%	5.1%	6.7%	3.3%	6.7%
%H		67.5%	10.4%	66.2%	44.2%	20.8%	97.4%
Other bedroom	32	21	5	27	21	6	30
%V	2.4%	2.8%	4.3%	2.7%	4.1%	1.2%	2.7%
%H		65.6%	15.6%	84.4%	65.6%	18.8%	93.8%
Second living/dining room	120	75	9	81	44	36	110
%V	8.9%	10.1%	7.8%	8.1%	8.6%	7.4%	9.8%
%H		62.5%	7.5%	67.5%	36.7%	30.0%	91.7%
Study/office	9	7	0	8	6	3	9
%V	0.7%	0.9%	0.0%	0.8%	1.2%	0.6%	0.8%
%H		77.8%	0.0%	88.9%	66.7%	33.3%	100.0%
TV room	12	6	1	9	4	5	12
%V	0.9%	0.8%	0.9%	0.9%	0.8%	1.0%	1.1%
%H		50.0%	8.3%	75.0%	33.3%	41.7%	100.0%
Conservatory	12	7	1	11	7	4	10
%V	0.9%	0.9%	0.9%	1.1%	1.4%	0.8%	0.9%
%H		58.3%	8.3%	91.7%	58.3%	33.3%	83.3%
Attic or loft room	2	1	0	1	0	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Other	8	5	1	6	5	2	7
%V	0.6%	0.7%	0.9%	0.6%	1.0%	0.4%	0.6%
%H		62.5%	12.5%	75.0%	62.5%	25.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1353	745	115	998	511	487	1122
%H		55.1%	8.5%	73.8%	37.8%	36.0%	82.9%
PVR	503	407	54	277	233	44	463
%V	37.2%	54.6%	47.0%	27.8%	45.6%	9.0%	41.3%
%H		80.9%	10.7%	55.1%	46.3%	8.7%	92.0%
DVDR	16	9	2	12	7	5	14
%V	1.2%	1.2%	1.7%	1.2%	1.4%	1.0%	1.2%
%H		56.3%	12.5%	75.0%	43.8%	31.3%	87.5%
VCR	7	3	0	6	3	3	4
%V	0.5%	0.4%	0.0%	0.6%	0.6%	0.6%	0.4%
%H		42.9%	0.0%	85.7%	42.9%	42.9%	57.1%
Any recorder	514	410	55	287	236	51	471
%V	38.0%	55.0%	47.8%	28.8%	46.2%	10.5%	42.0%
%H		79.8%	10.7%	55.8%	45.9%	9.9%	91.6%

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	1353	745	115	998	511	487	1122
%H		55.1%	8.5%	73.8%	37.8%	36.0%	82.9%
Receives HDTV (via STB or built-in reception)	535	342	61	358	224	134	482
%V	39.5%	45.9%	53.0%	35.9%	43.8%	27.5%	43.0%
%H		63.9%	11.4%	66.9%	41.9%	25.0%	90.1%
DVD/Blu-ray player or recorder	633	354	55	454	230	224	543
%V	46.8%	47.5%	47.8%	45.5%	45.0%	46.0%	48.4%
%H		55.9%	8.7%	71.7%	36.3%	35.4%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	685	342	56	494	210	285	527
%H		49.9%	8.2%	72.1%	30.7%	41.6%	76.9%
Under 20"	7	1	0	5	0	5	3
%V	1.0%	0.3%	0.0%	1.0%	0.0%	1.8%	0.6%
%H		14.3%	0.0%	71.4%	0.0%	71.4%	42.9%
20" - 29"	87	22	4	71	11	60	45
%V	12.7%	6.4%	7.1%	14.4%	5.2%	21.1%	8.5%
%H		25.3%	4.6%	81.6%	12.6%	69.0%	51.7%
30" - 39"	254	116	19	185	65	119	182
%V	37.1%	33.9%	33.9%	37.4%	31.0%	41.8%	34.5%
%H		45.7%	7.5%	72.8%	25.6%	46.9%	71.7%
40" and over	328	200	32	225	130	95	291
%V	47.9%	58.5%	57.1%	45.5%	61.9%	33.3%	55.2%
%H		61.0%	9.8%	68.6%	39.6%	29.0%	88.7%
Don't know	9	3	1	8	3	5	6
%V	1.3%	0.9%	1.8%	1.6%	1.4%	1.8%	1.1%
%H		33.3%	11.1%	88.9%	33.3%	55.6%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	685	342	56	494	210	285	527
%H		49.9%	8.2%	72.1%	30.7%	41.6%	76.9%
PVR	347	270	42	200	164	36	314
%V	50.7%	78.9%	75.0%	40.5%	78.1%	12.6%	59.6%
%H		77.8%	12.1%	57.6%	47.3%	10.4%	90.5%
DVDR	12	7	1	9	5	4	11
%V	1.8%	2.0%	1.8%	1.8%	2.4%	1.4%	2.1%
%H		58.3%	8.3%	75.0%	41.7%	33.3%	91.7%
VCR	5	2	0	4	2	3	3
%V	0.7%	0.6%	0.0%	0.8%	1.0%	1.1%	0.6%
%H		40.0%	0.0%	80.0%	40.0%	60.0%	60.0%
Any recorder	355	271	42	208	166	42	319
%V	51.8%	79.2%	75.0%	42.1%	79.0%	14.7%	60.5%
%H		76.3%	11.8%	58.6%	46.8%	11.8%	89.9%

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	685	342	56	494	210	285	527
%H		49.9%	8.2%	72.1%	30.7%	41.6%	76.9%
Receives HDTV (via STB or built-in reception)	344	217	37	230	138	92	303
%V	50.2%	63.5%	66.1%	46.6%	65.7%	32.3%	57.5%
%H		63.1%	10.8%	66.9%	40.1%	26.7%	88.1%
DVD/Blu-ray player or recorder	440	234	37	311	142	169	362
%V	64.2%	68.4%	66.1%	63.0%	67.6%	59.3%	68.7%
%H		53.2%	8.4%	70.7%	32.3%	38.4%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	668	403	60	504	302	202	595
%H		60.3%	9.0%	75.4%	45.2%	30.2%	89.1%
Under 20"	97	49	9	81	43	38	79
%V	14.5%	12.2%	15.0%	16.1%	14.2%	18.8%	13.3%
%H		50.5%	9.3%	83.5%	44.3%	39.2%	81.4%
20" - 29"	270	153	23	207	114	93	233
%V	40.4%	38.0%	38.3%	41.1%	37.7%	46.0%	39.2%
%H		56.7%	8.5%	76.7%	42.2%	34.4%	86.3%
30" - 39"	196	127	20	139	90	49	184
%V	29.3%	31.5%	33.3%	27.6%	29.8%	24.3%	30.9%
%H		64.8%	10.2%	70.9%	45.9%	25.0%	93.9%
40" and over	95	68	7	69	50	19	91
%V	14.2%	16.9%	11.7%	13.7%	16.6%	9.4%	15.3%
%H		71.6%	7.4%	72.6%	52.6%	20.0%	95.8%
Don't know	10	6	1	9	5	4	8
%V	1.5%	1.5%	1.7%	1.8%	1.7%	2.0%	1.3%
%H		60.0%	10.0%	90.0%	50.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	668	403	60	504	302	202	595
%H		60.3%	9.0%	75.4%	45.2%	30.2%	89.1%
PVR	156	137	12	77	69	8	149
%V	23.4%	34.0%	20.0%	15.3%	22.8%	4.0%	25.0%
%H		87.8%	7.7%	49.4%	44.2%	5.1%	95.5%
DVDR	3	2	1	2	2	1	3
%V	0.4%	0.5%	1.7%	0.4%	0.7%	0.5%	0.5%
%H		66.7%	33.3%	66.7%	66.7%	33.3%	100.0%
VCR	2	1	0	2	2	0	2
%V	0.3%	0.2%	0.0%	0.4%	0.7%	0.0%	0.3%
%H		50.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	159	139	12	79	70	9	152
%V	23.8%	34.5%	20.0%	15.7%	23.2%	4.5%	25.5%
%H		87.4%	7.5%	49.7%	44.0%	5.7%	95.6%

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	668	403	60	504	302	202	595
%H		60.3%	9.0%	75.4%	45.2%	30.2%	89.1%
Receives HDTV (via STB or built-in reception)	190	126	24	127	86	41	178
%V	28.4%	31.3%	40.0%	25.2%	28.5%	20.3%	29.9%
%H		66.3%	12.6%	66.8%	45.3%	21.6%	93.7%
DVD/Blu-ray player or recorder	193	120	18	143	87	55	181
%V	28.9%	29.8%	30.0%	28.4%	28.8%	27.2%	30.4%
%H		62.2%	9.3%	74.1%	45.1%	28.5%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

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	1827	1758	978	142	1235	608	627	1571
%H		96.2%	53.5%	7.8%	67.6%	33.3%	34.3%	86.0%
Total Children	388	378	231	34	247	136	111	372
%V	21.2%	21.5%	23.6%	23.9%	20.0%	22.4%	17.7%	23.7%
%H		97.4%	59.5%	8.8%	63.7%	35.1%	28.6%	95.9%
0 - 3	99	97	57	9	62	31	31	94
%V	5.4%	5.5%	5.8%	6.3%	5.0%	5.1%	4.9%	6.0%
%H		98.0%	57.6%	9.1%	62.6%	31.3%	31.3%	94.9%
4 - 15	289	282	175	24	185	104	80	278
%V	15.8%	16.0%	17.9%	16.9%	15.0%	17.1%	12.8%	17.7%
%H		97.6%	60.6%	8.3%	64.0%	36.0%	27.7%	96.2%
4 - 9	151	147	87	13	97	52	45	143
%V	8.3%	8.4%	8.9%	9.2%	7.9%	8.6%	7.2%	9.1%
%H		97.4%	57.6%	8.6%	64.2%	34.4%	29.8%	94.7%
10 - 15	138	135	87	11	88	52	35	135
%V	7.6%	7.7%	8.9%	7.7%	7.1%	8.6%	5.6%	8.6%
%H		97.8%	63.0%	8.0%	63.8%	37.7%	25.4%	97.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.22: 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	1827	1758	978	142	1235	608	627	1571
%H		96.2%	53.5%	7.8%	67.6%	33.3%	34.3%	86.0%
Total Adults (16+)	1439	1380	746	108	988	472	516	1198
%V	78.8%	78.5%	76.3%	76.1%	80.0%	77.6%	82.3%	76.3%
%H		95.9%	51.8%	7.5%	68.7%	32.8%	35.9%	83.3%
16 - 19	97	94	61	6	65	38	27	94
%V	5.3%	5.3%	6.2%	4.2%	5.3%	6.3%	4.3%	6.0%
%H		96.9%	62.9%	6.2%	67.0%	39.2%	27.8%	96.9%
20 - 24	109	101	60	8	68	36	32	104
%V	6.0%	5.7%	6.1%	5.6%	5.5%	5.9%	5.1%	6.6%
%H		92.7%	55.0%	7.3%	62.4%	33.0%	29.4%	95.4%
25 - 34	247	236	134	22	158	80	78	229
%V	13.5%	13.4%	13.7%	15.5%	12.8%	13.2%	12.4%	14.6%
%H		95.5%	54.3%	8.9%	64.0%	32.4%	31.6%	92.7%
35 - 44	239	230	135	21	150	78	72	225
%V	13.1%	13.1%	13.8%	14.8%	12.1%	12.8%	11.5%	14.3%
%H		96.2%	56.5%	8.8%	62.8%	32.6%	30.1%	94.1%
45 - 54	260	251	148	20	179	98	81	235
%V	14.2%	14.3%	15.1%	14.1%	14.5%	16.1%	12.9%	15.0%
%H		96.5%	56.9%	7.7%	68.8%	37.7%	31.2%	90.4%
55 - 64	207	198	100	14	149	65	84	169
%V	11.3%	11.3%	10.2%	9.9%	12.1%	10.7%	13.4%	10.8%
%H		95.7%	48.3%	6.8%	72.0%	31.4%	40.6%	81.6%
65+	281	269	108	18	219	77	142	143
%V	15.4%	15.3%	11.0%	12.7%	17.7%	12.7%	22.6%	9.1%
%H		95.7%	38.4%	6.4%	77.9%	27.4%	50.5%	50.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1439	1380	746	108	988	472	516	1198
%H		95.9%	51.8%	7.5%	68.7%	32.8%	35.9%	83.3%
AB	326	316	177	29	225	116	108	310
%V	22.7%	22.9%	23.7%	26.9%	22.8%	24.6%	20.9%	25.9%
%H		96.9%	54.3%	8.9%	69.0%	35.6%	33.1%	95.1%
C1	333	322	180	30	231	119	111	300
%V	23.1%	23.3%	24.1%	27.8%	23.4%	25.2%	21.5%	25.0%
%H		96.7%	54.1%	9.0%	69.4%	35.7%	33.3%	90.1%
C2	322	309	176	17	231	119	112	277
%V	22.4%	22.4%	23.6%	15.7%	23.4%	25.2%	21.7%	23.1%
%H		96.0%	54.7%	5.3%	71.7%	37.0%	34.8%	86.0%
D	249	237	134	20	155	73	82	204
%V	17.3%	17.2%	18.0%	18.5%	15.7%	15.5%	15.9%	17.0%
%H		95.2%	53.8%	8.0%	62.2%	29.3%	32.9%	81.9%
E	209	195	78	13	147	44	103	107
%V	14.5%	14.1%	10.5%	12.0%	14.9%	9.3%	20.0%	8.9%
%H		93.3%	37.3%	6.2%	70.3%	21.1%	49.3%	51.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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+)	1439	1380	746	108	988	472	516	1198
%H		95.9%	51.8%	7.5%	68.7%	32.8%	35.9%	83.3%
Working full time	633	611	353	50	427	226	201	590
%V	44.0%	44.3%	47.3%	46.3%	43.2%	47.9%	39.0%	49.2%
%H		96.5%	55.8%	7.9%	67.5%	35.7%	31.8%	93.2%
Working part time	154	149	90	15	97	54	43	142
%V	10.7%	10.8%	12.1%	13.9%	9.8%	11.4%	8.3%	11.9%
%H		96.8%	58.4%	9.7%	63.0%	35.1%	27.9%	92.2%
Not working	652	620	303	43	464	193	272	466
%V	45.3%	44.9%	40.6%	39.8%	47.0%	40.9%	52.7%	38.9%
%H		95.1%	46.5%	6.6%	71.2%	29.6%	41.7%	71.5%
Housewife/Houseperson	726	688	342	56	495	210	285	551
%V	50.5%	49.9%	45.8%	51.9%	50.1%	44.5%	55.2%	46.0%
%H		94.8%	47.1%	7.7%	68.2%	28.9%	39.3%	75.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	700	670	367	52	482	236	246	589
%H		95.7%	52.4%	7.4%	68.9%	33.7%	35.1%	84.1%
16 - 19	53	51	32	3	35	20	15	51
%V	7.6%	7.6%	8.7%	5.8%	7.3%	8.5%	6.1%	8.7%
%H		96.2%	60.4%	5.7%	66.0%	37.7%	28.3%	96.2%
20 - 24	53	50	29	3	35	18	17	51
%V	7.6%	7.5%	7.9%	5.8%	7.3%	7.6%	6.9%	8.7%
%H		94.3%	54.7%	5.7%	66.0%	34.0%	32.1%	96.2%
25 - 34	122	117	66	10	80	41	38	112
%V	17.4%	17.5%	18.0%	19.2%	16.6%	17.4%	15.4%	19.0%
%H		95.9%	54.1%	8.2%	65.6%	33.6%	31.1%	91.8%
35 - 44	116	112	64	11	72	37	35	108
%V	16.6%	16.7%	17.4%	21.2%	14.9%	15.7%	14.2%	18.3%
%H		96.6%	55.2%	9.5%	62.1%	31.9%	30.2%	93.1%
45 - 54	127	122	72	10	89	50	39	113
%V	18.1%	18.2%	19.6%	19.2%	18.5%	21.2%	15.9%	19.2%
%H		96.1%	56.7%	7.9%	70.1%	39.4%	30.7%	89.0%
55 - 64	103	97	50	6	73	32	41	84
%V	14.7%	14.5%	13.6%	11.5%	15.1%	13.6%	16.7%	14.3%
%H		94.2%	48.5%	5.8%	70.9%	31.1%	39.8%	81.6%
65+	127	122	54	8	98	38	60	70
%V	18.1%	18.2%	14.7%	15.4%	20.3%	16.1%	24.4%	11.9%
%H		96.1%	42.5%	6.3%	77.2%	29.9%	47.2%	55.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	700	670	367	52	482	236	246	589
%H		95.7%	52.4%	7.4%	68.9%	33.7%	35.1%	84.1%
AB	162	157	88	15	111	59	53	155
%V	23.1%	23.4%	24.0%	28.8%	23.0%	25.0%	21.5%	26.3%
%H		96.9%	54.3%	9.3%	68.5%	36.4%	32.7%	95.7%
C1	155	149	83	14	109	57	52	142
%V	22.1%	22.2%	22.6%	26.9%	22.6%	24.2%	21.1%	24.1%
%H		96.1%	53.5%	9.0%	70.3%	36.8%	33.5%	91.6%
C2	173	165	95	8	123	63	60	144
%V	24.7%	24.6%	25.9%	15.4%	25.5%	26.7%	24.4%	24.4%
%H		95.4%	54.9%	4.6%	71.1%	36.4%	34.7%	83.2%
D	122	116	67	9	77	38	39	101
%V	17.4%	17.3%	18.3%	17.3%	16.0%	16.1%	15.9%	17.1%
%H		95.1%	54.9%	7.4%	63.1%	31.1%	32.0%	82.8%
E	89	83	34	6	61	19	42	46
%V	12.7%	12.4%	9.3%	11.5%	12.7%	8.1%	17.1%	7.8%
%H		93.3%	38.2%	6.7%	68.5%	21.3%	47.2%	51.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	700	670	367	52	482	236	246	589
%H		95.7%	52.4%	7.4%	68.9%	33.7%	35.1%	84.1%
Working full time	397	383	225	30	270	145	125	368
%V	56.7%	57.2%	61.3%	57.7%	56.0%	61.4%	50.8%	62.5%
%H		96.5%	56.7%	7.6%	68.0%	36.5%	31.5%	92.7%
Working part time	33	32	18	4	20	10	10	29
%V	4.7%	4.8%	4.9%	7.7%	4.1%	4.2%	4.1%	4.9%
%H		97.0%	54.5%	12.1%	60.6%	30.3%	30.3%	87.9%
Not working	271	256	125	18	191	81	111	191
%V	38.7%	38.2%	34.1%	34.6%	39.6%	34.3%	45.1%	32.4%
%H		94.5%	46.1%	6.6%	70.5%	29.9%	41.0%	70.5%
Housewife/Houseperson	137	123	50	12	89	30	59	81
%V	19.6%	18.4%	13.6%	23.1%	18.5%	12.7%	24.0%	13.8%
%H		89.8%	36.5%	8.8%	65.0%	21.9%	43.1%	59.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	739	709	379	57	506	236	270	609
%H		95.9%	51.3%	7.7%	68.5%	31.9%	36.5%	82.4%
16 - 19	45	43	29	3	30	18	12	44
%V	6.1%	6.1%	7.7%	5.3%	5.9%	7.6%	4.4%	7.2%
%H		95.6%	64.4%	6.7%	66.7%	40.0%	26.7%	97.8%
20 - 24	55	51	31	4	33	19	14	54
%V	7.4%	7.2%	8.2%	7.0%	6.5%	8.1%	5.2%	8.9%
%H		92.7%	56.4%	7.3%	60.0%	34.5%	25.5%	98.2%
25 - 34	125	119	68	11	79	39	40	116
%V	16.9%	16.8%	17.9%	19.3%	15.6%	16.5%	14.8%	19.0%
%H		95.2%	54.4%	8.8%	63.2%	31.2%	32.0%	92.8%
35 - 44	123	119	71	10	78	41	36	117
%V	16.6%	16.8%	18.7%	17.5%	15.4%	17.4%	13.3%	19.2%
%H		96.7%	57.7%	8.1%	63.4%	33.3%	29.3%	95.1%
45 - 54	132	129	75	10	90	47	42	121
%V	17.9%	18.2%	19.8%	17.5%	17.8%	19.9%	15.6%	19.9%
%H		97.7%	56.8%	7.6%	68.2%	35.6%	31.8%	91.7%
55 - 64	105	101	50	8	75	33	42	85
%V	14.2%	14.2%	13.2%	14.0%	14.8%	14.0%	15.6%	14.0%
%H		96.2%	47.6%	7.6%	71.4%	31.4%	40.0%	81.0%
65+	154	147	54	10	122	39	83	72
%V	20.8%	20.7%	14.2%	17.5%	24.1%	16.5%	30.7%	11.8%
%H		95.5%	35.1%	6.5%	79.2%	25.3%	53.9%	46.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	739	709	379	57	506	236	270	609
%H		95.9%	51.3%	7.7%	68.5%	31.9%	36.5%	82.4%
AB	164	159	89	14	113	58	55	155
%V	22.2%	22.4%	23.5%	24.6%	22.3%	24.6%	20.4%	25.5%
%H		97.0%	54.3%	8.5%	68.9%	35.4%	33.5%	94.5%
C1	178	173	97	16	122	62	59	158
%V	24.1%	24.4%	25.6%	28.1%	24.1%	26.3%	21.9%	25.9%
%H		97.2%	54.5%	9.0%	68.5%	34.8%	33.1%	88.8%
C2	149	144	81	9	108	56	52	133
%V	20.2%	20.3%	21.4%	15.8%	21.3%	23.7%	19.3%	21.8%
%H		96.6%	54.4%	6.0%	72.5%	37.6%	34.9%	89.3%
D	128	121	67	11	78	35	43	103
%V	17.3%	17.1%	17.7%	19.3%	15.4%	14.8%	15.9%	16.9%
%H		94.5%	52.3%	8.6%	60.9%	27.3%	33.6%	80.5%
E	119	113	44	7	86	24	61	62
%V	16.1%	15.9%	11.6%	12.3%	17.0%	10.2%	22.6%	10.2%
%H		95.0%	37.0%	5.9%	72.3%	20.2%	51.3%	52.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	739	709	379	57	506	236	270	609
%H		95.9%	51.3%	7.7%	68.5%	31.9%	36.5%	82.4%
Working full time	237	228	129	21	157	80	77	222
%V	32.1%	32.2%	34.0%	36.8%	31.0%	33.9%	28.5%	36.5%
%H		96.2%	54.4%	8.9%	66.2%	33.8%	32.5%	93.7%
Working part time	121	118	72	12	76	44	33	113
%V	16.4%	16.6%	19.0%	21.1%	15.0%	18.6%	12.2%	18.6%
%H		97.5%	59.5%	9.9%	62.8%	36.4%	27.3%	93.4%
Not working	381	364	178	25	273	112	161	275
%V	51.6%	51.3%	47.0%	43.9%	54.0%	47.5%	59.6%	45.2%
%H		95.5%	46.7%	6.6%	71.7%	29.4%	42.3%	72.2%
Housewife/Houseperson	589	565	292	44	406	180	226	470
%V	79.7%	79.7%	77.0%	77.2%	80.2%	76.3%	83.7%	77.2%
%H		95.9%	49.6%	7.5%	68.9%	30.6%	38.4%	79.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
AB	271	259	148	20	174	86	89	247
%V	20.3%	20.4%	20.7%	18.2%	21.0%	21.6%	20.7%	23.6%
%H (All HH)		95.6%	54.6%	7.4%	64.2%	31.7%	32.8%	91.1%
%H (TV HH)			57.1%	7.7%	67.2%	33.2%	34.4%	
C1	337	319	182	30	206	102	103	293
%V	25.3%	25.1%	25.4%	27.3%	24.8%	25.6%	24.0%	28.0%
%H (All HH)		94.7%	54.0%	8.9%	61.1%	30.3%	30.6%	86.9%
%H (TV HH)			57.1%	9.4%	64.6%	32.0%	32.3%	
C2	308	297	179	25	200	108	92	256
%V	23.1%	23.4%	25.0%	22.7%	24.1%	27.1%	21.4%	24.5%
%H (All HH)		96.4%	58.1%	8.1%	64.9%	35.1%	29.9%	83.1%
%H (TV HH)			60.3%	8.4%	67.3%	36.4%	31.0%	
D	237	228	121	23	143	61	82	159
%V	17.8%	18.0%	16.9%	20.9%	17.2%	15.3%	19.1%	15.2%
%H (All HH)		96.2%	51.1%	9.7%	60.3%	25.7%	34.6%	67.1%
%H (TV HH)			53.1%	10.1%	62.7%	26.8%	36.0%	
E	180	166	87	12	105	41	64	90
%V	13.5%	13.1%	12.2%	10.9%	12.7%	10.3%	14.9%	8.6%
%H (All HH)		92.2%	48.3%	6.7%	58.3%	22.8%	35.6%	50.0%
%H (TV HH)			52.4%	7.2%	63.3%	24.7%	38.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Under 25	66	58	27	5	34	13	21	59
%V	4.9%	4.6%	3.8%	4.5%	4.1%	3.3%	4.9%	5.6%
%H (All HH)		87.9%	40.9%	7.6%	51.5%	19.7%	31.8%	89.4%
%H (TV HH)			46.6%	8.6%	58.6%	22.4%	36.2%	
25 - 34	187	174	112	14	90	48	42	172
%V	14.0%	13.7%	15.6%	12.7%	10.9%	12.0%	9.8%	16.5%
%H (All HH)		93.0%	59.9%	7.5%	48.1%	25.7%	22.5%	92.0%
%H (TV HH)			64.4%	8.0%	51.7%	27.6%	24.1%	
35 - 44	203	195	125	19	115	67	48	188
%V	15.2%	15.4%	17.5%	17.3%	13.9%	16.8%	11.2%	18.0%
%H (All HH)		96.1%	61.6%	9.4%	56.7%	33.0%	23.6%	92.6%
%H (TV HH)			64.1%	9.7%	59.0%	34.4%	24.6%	
45 - 54	252	242	150	26	156	90	66	229
%V	18.9%	19.1%	20.9%	23.6%	18.8%	22.6%	15.3%	21.9%
%H (All HH)		96.0%	59.5%	10.3%	61.9%	35.7%	26.2%	90.9%
%H (TV HH)			62.0%	10.7%	64.5%	37.2%	27.3%	
55 - 64	232	222	129	20	150	77	74	192
%V	17.4%	17.5%	18.0%	18.2%	18.1%	19.3%	17.2%	18.4%
%H (All HH)		95.7%	55.6%	8.6%	64.7%	33.2%	31.9%	82.8%
%H (TV HH)			58.1%	9.0%	67.6%	34.7%	33.3%	
65 +	394	377	172	26	283	104	179	205
%V	29.5%	29.7%	24.0%	23.6%	34.1%	26.1%	41.6%	19.6%
%H (All HH)		95.7%	43.7%	6.6%	71.8%	26.4%	45.4%	52.0%
%H (TV HH)			45.6%	6.9%	75.1%	27.6%	47.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
1	420	380	164	26	264	80	185	230
%V	31.5%	29.9%	22.9%	23.6%	31.8%	20.1%	43.0%	22.0%
%H (All HH)		90.5%	39.0%	6.2%	62.9%	19.0%	44.0%	54.8%
%H (TV HH)			43.2%	6.8%	69.5%	21.1%	48.7%	
2	474	460	267	37	303	153	151	397
%V	35.5%	36.2%	37.3%	33.6%	36.6%	38.3%	35.1%	38.0%
%H (All HH)		97.0%	56.3%	7.8%	63.9%	32.3%	31.9%	83.8%
%H (TV HH)			58.0%	8.0%	65.9%	33.3%	32.8%	
3	196	193	127	19	116	70	46	186
%V	14.7%	15.2%	17.7%	17.3%	14.0%	17.5%	10.7%	17.8%
%H (All HH)		98.5%	64.8%	9.7%	59.2%	35.7%	23.5%	94.9%
%H (TV HH)			65.8%	9.8%	60.1%	36.3%	23.8%	
4	162	158	108	18	97	65	32	156
%V	12.1%	12.5%	15.1%	16.4%	11.7%	16.3%	7.4%	14.9%
%H (All HH)		97.5%	66.7%	11.1%	59.9%	40.1%	19.8%	96.3%
%H (TV HH)			68.4%	11.4%	61.4%	41.1%	20.3%	
5+	81	78	49	10	48	32	16	77
%V	6.1%	6.1%	6.8%	9.1%	5.8%	8.0%	3.7%	7.4%
%H (All HH)		96.3%	60.5%	12.3%	59.3%	39.5%	19.8%	95.1%
%H (TV HH)			62.8%	12.8%	61.5%	41.0%	20.5%	
Average HH size	2.29	2.32	2.48	2.60	2.25	2.57	1.96	2.51

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Without	1009	952	501	79	645	284	361	740
%V	75.6%	75.0%	70.0%	71.8%	77.8%	71.2%	84.0%	70.8%
%H (All HH)		94.4%	49.7%	7.8%	63.9%	28.1%	35.8%	73.3%
%H (TV HH)			52.6%	8.3%	67.8%	29.8%	37.9%	
With	324	317	215	31	184	115	68	306
%V	24.3%	25.0%	30.0%	28.2%	22.2%	28.8%	15.8%	29.3%
%H (All HH)		97.8%	66.4%	9.6%	56.8%	35.5%	21.0%	94.4%
%H (TV HH)			67.8%	9.8%	58.0%	36.3%	21.5%	
0 - 3	115	112	75	9	64	38	26	106
%V	8.6%	8.8%	10.5%	8.2%	7.7%	9.5%	6.0%	10.1%
%H (All HH)		97.4%	65.2%	7.8%	55.7%	33.0%	22.6%	92.2%
%H (TV HH)			67.0%	8.0%	57.1%	33.9%	23.2%	
4 - 9	169	165	113	16	95	61	33	157
%V	12.7%	13.0%	15.8%	14.5%	11.5%	15.3%	7.7%	15.0%
%H (All HH)		97.6%	66.9%	9.5%	56.2%	36.1%	19.5%	92.9%
%H (TV HH)			68.5%	9.7%	57.6%	37.0%	20.0%	
10 - 15	153	151	103	16	91	60	31	146
%V	11.5%	11.9%	14.4%	14.5%	11.0%	15.0%	7.2%	14.0%
%H (All HH)		98.7%	67.3%	10.5%	59.5%	39.2%	20.3%	95.4%
%H (TV HH)			68.2%	10.6%	60.3%	39.7%	20.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
1	497	497	223	45	279	64	215	335
%V	37.3%	39.2%	31.1%	40.9%	33.7%	16.0%	50.0%	32.1%
%H (All HH)		100.0%	44.9%	9.1%	56.1%	12.9%	43.3%	67.4%
%H (TV HH)			44.9%	9.1%	56.1%	12.9%	43.3%	
2	450	450	267	34	307	160	148	367
%V	33.7%	35.5%	37.3%	30.9%	37.0%	40.1%	34.4%	35.1%
%H (All HH)		100.0%	59.3%	7.6%	68.2%	35.6%	32.9%	81.6%
%H (TV HH)			59.3%	7.6%	68.2%	35.6%	32.9%	
3	198	198	132	20	146	100	46	185
%V	14.8%	15.6%	18.4%	18.2%	17.6%	25.1%	10.7%	17.7%
%H (All HH)		100.0%	66.7%	10.1%	73.7%	50.5%	23.2%	93.4%
%H (TV HH)			66.7%	10.1%	73.7%	50.5%	23.2%	
4	81	81	60	8	60	46	14	77
%V	6.1%	6.4%	8.4%	7.3%	7.2%	11.5%	3.3%	7.4%
%H (All HH)		100.0%	74.1%	9.9%	74.1%	56.8%	17.3%	95.1%
%H (TV HH)			74.1%	9.9%	74.1%	56.8%	17.3%	
5+	44	44	34	3	37	30	7	42
%V	3.3%	3.5%	4.7%	2.7%	4.5%	7.5%	1.6%	4.0%
%H (All HH)		100.0%	77.3%	6.8%	84.1%	68.2%	15.9%	95.5%
%H (TV HH)			77.3%	6.8%	84.1%	68.2%	15.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Under 20"	227	227	132	15	181	101	80	187
%V	17.0%	17.9%	18.4%	13.6%	21.8%	25.3%	18.6%	17.9%
%H (All HH)		100.0%	58.1%	6.6%	79.7%	44.5%	35.2%	82.4%
%H (TV HH)			58.1%	6.6%	79.7%	44.5%	35.2%	
20" - 29"	447	447	246	39	327	167	160	355
%V	33.5%	35.2%	34.4%	35.5%	39.4%	41.9%	37.2%	34.0%
%H (All HH)		100.0%	55.0%	8.7%	73.2%	37.4%	35.8%	79.4%
%H (TV HH)			55.0%	8.7%	73.2%	37.4%	35.8%	
30" - 39"	707	707	407	62	477	241	236	562
%V	53.0%	55.7%	56.8%	56.4%	57.5%	60.4%	54.9%	53.8%
%H (All HH)		100.0%	57.6%	8.8%	67.5%	34.1%	33.4%	79.5%
%H (TV HH)			57.6%	8.8%	67.5%	34.1%	33.4%	
40" and over	645	645	432	57	398	248	150	576
%V	48.4%	50.8%	60.3%	51.8%	48.0%	62.2%	34.9%	55.1%
%H (All HH)		100.0%	67.0%	8.8%	61.7%	38.4%	23.3%	89.3%
%H (TV HH)			67.0%	8.8%	61.7%	38.4%	23.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Main living room	1253	1253	710	110	818	396	422	994
%V	93.9%	98.7%	99.2%	100.0%	98.7%	99.2%	98.1%	95.1%
%H (All HH)		100.0%	56.7%	8.8%	65.3%	31.6%	33.7%	79.3%
%H (TV HH)			56.7%	8.8%	65.3%	31.6%	33.7%	
Kitchen	163	163	101	11	134	82	52	139
%V	12.2%	12.8%	14.1%	10.0%	16.2%	20.6%	12.1%	13.3%
%H (All HH)		100.0%	62.0%	6.7%	82.2%	50.3%	31.9%	85.3%
%H (TV HH)			62.0%	6.7%	82.2%	50.3%	31.9%	
Adult's bedroom	534	534	348	47	384	246	137	472
%V	40.0%	42.1%	48.6%	42.7%	46.3%	61.7%	31.9%	45.2%
%H (All HH)		100.0%	65.2%	8.8%	71.9%	46.1%	25.7%	88.4%
%H (TV HH)			65.2%	8.8%	71.9%	46.1%	25.7%	
Child's bedroom	139	139	103	12	87	63	24	132
%V	10.4%	11.0%	14.4%	10.9%	10.5%	15.8%	5.6%	12.6%
%H (All HH)		100.0%	74.1%	8.6%	62.6%	45.3%	17.3%	95.0%
%H (TV HH)			74.1%	8.6%	62.6%	45.3%	17.3%	
Other bedroom	54	54	40	3	40	29	11	49
%V	4.0%	4.3%	5.6%	2.7%	4.8%	7.3%	2.6%	4.7%
%H (All HH)		100.0%	74.1%	5.6%	74.1%	53.7%	20.4%	90.7%
%H (TV HH)			74.1%	5.6%	74.1%	53.7%	20.4%	
Second living/dining room	164	164	101	16	125	78	47	141
%V	12.3%	12.9%	14.1%	14.5%	15.1%	19.5%	10.9%	13.5%
%H (All HH)		100.0%	61.6%	9.8%	76.2%	47.6%	28.7%	86.0%
%H (TV HH)			61.6%	9.8%	76.2%	47.6%	28.7%	
Study/office	13	13	10	0	10	7	3	13
%V	1.0%	1.0%	1.4%	0.0%	1.2%	1.8%	0.7%	1.2%
%H (All HH)		100.0%	76.9%	0.0%	76.9%	53.8%	23.1%	100.0%
%H (TV HH)			76.9%	0.0%	76.9%	53.8%	23.1%	
TV room	10	10	6	1	7	4	4	10
%V	0.7%	0.8%	0.8%	0.9%	0.8%	1.0%	0.9%	1.0%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	40.0%	
Conservatory	24	24	18	0	20	14	6	23
%V	1.8%	1.9%	2.5%	0.0%	2.4%	3.5%	1.4%	2.2%
%H (All HH)		100.0%	75.0%	0.0%	83.3%	58.3%	25.0%	95.8%
%H (TV HH)			75.0%	0.0%	83.3%	58.3%	25.0%	
Attic or loft room	4	4	2	1	3	2	1	4
%V	0.3%	0.3%	0.3%	0.9%	0.4%	0.5%	0.2%	0.4%
%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%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	8	8	6	1	6	4	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	50.0%	25.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Any DSAT provider	716	716	716	6	357	357	0	613
%V	53.7%	56.4%	100.0%	5.5%	43.1%	89.5%	0.0%	58.7%
%H (All HH)			100.0%	0.8%	49.9%	49.9%	0.0%	85.6%
%H (TV HH)			100.0%	0.8%	49.9%	49.9%	0.0%	
Sky with subscription	584	584	584	4	287	287	0	512
%V	43.8%	46.0%	81.6%	3.6%	34.6%	71.9%	0.0%	49.0%
%H (All HH)			100.0%	0.7%	49.1%	49.1%	0.0%	87.7%
%H (TV HH)			100.0%	0.7%	49.1%	49.1%	0.0%	
Sky without subscription	66	66	66	1	33	33	0	48
%V	4.9%	5.2%	9.2%	0.9%	4.0%	8.3%	0.0%	4.6%
%H (All HH)			100.0%	1.5%	50.0%	50.0%	0.0%	72.7%
%H (TV HH)			100.0%	1.5%	50.0%	50.0%	0.0%	
Freesat	66	66	66	1	37	37	0	53
%V	4.9%	5.2%	9.2%	0.9%	4.5%	9.3%	0.0%	5.1%
%H (All HH)			100.0%	1.5%	56.1%	56.1%	0.0%	80.3%
%H (TV HH)			100.0%	1.5%	56.1%	56.1%	0.0%	
Other satellite provider	13	13	13	0	6	6	0	11
%V	1.0%	1.0%	1.8%	0.0%	0.7%	1.5%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	46.2%	46.2%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	46.2%	46.2%	0.0%	
DCAB	110	110	6	110	44	44	0	97
%V	8.2%	8.7%	0.8%	100.0%	5.3%	11.0%	0.0%	9.3%
%H (All HH)			5.5%	100.0%	40.0%	40.0%	0.0%	88.2%
%H (TV HH)			5.5%	100.0%	40.0%	40.0%	0.0%	
DTT	829	829	357	44	829	399	430	641
%V	62.1%	65.3%	49.9%	40.0%	100.0%	100.0%	100.0%	61.3%
%H (All HH)		100.0%	43.1%	5.3%	100.0%	48.1%	51.9%	77.3%
%H (TV HH)			43.1%	5.3%	100.0%	48.1%	51.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
PVR	807	807	591	94	467	341	126	714
%V	60.5%	63.6%	82.5%	85.5%	56.3%	85.5%	29.3%	68.3%
%H (All HH)		100.0%	73.2%	11.6%	57.9%	42.3%	15.6%	88.5%
%H (TV HH)			73.2%	11.6%	57.9%	42.3%	15.6%	
DVDR	43	43	24	4	32	17	15	36
%V	3.2%	3.4%	3.4%	3.6%	3.9%	4.3%	3.5%	3.4%
%H (All HH)		100.0%	55.8%	9.3%	74.4%	39.5%	34.9%	83.7%
%H (TV HH)			55.8%	9.3%	74.4%	39.5%	34.9%	
VCR	14	14	6	1	10	3	7	8
%V	1.0%	1.1%	0.8%	0.9%	1.2%	0.8%	1.6%	0.8%
%H (All HH)		100.0%	42.9%	7.1%	71.4%	21.4%	50.0%	57.1%
%H (TV HH)			42.9%	7.1%	71.4%	21.4%	50.0%	
Any recorder	828	828	597	94	485	343	141	727
%V	62.1%	65.2%	83.4%	85.5%	58.5%	86.0%	32.8%	69.6%
%H (All HH)		100.0%	72.1%	11.4%	58.6%	41.4%	17.0%	87.8%
%H (TV HH)			72.1%	11.4%	58.6%	41.4%	17.0%	
Receives HDTV (via STB or built-in reception)	666	666	456	74	416	274	142	596
%V	49.9%	52.5%	63.7%	67.3%	50.2%	68.7%	33.0%	57.0%
%H (All HH)		100.0%	68.5%	11.1%	62.5%	41.1%	21.3%	89.5%
%H (TV HH)			68.5%	11.1%	62.5%	41.1%	21.3%	
DVD/Blu-ray player or recorder	968	968	577	87	648	344	304	808
%V	72.6%	76.3%	80.6%	79.1%	78.2%	86.2%	70.7%	77.3%
%H (All HH)		100.0%	59.6%	9.0%	66.9%	35.5%	31.4%	83.5%
%H (TV HH)			59.6%	9.0%	66.9%	35.5%	31.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	1334	1269	716	110	829	399	430	1045
%H (All HH)		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%
%H (TV HH)			56.4%	8.7%	65.3%	31.4%	33.9%	
Has broadband internet	1045	1006	613	97	641	356	286	1045
%V	78.3%	79.3%	85.6%	88.2%	77.3%	89.2%	66.5%	100.0%
%H (All HH)		96.3%	58.7%	9.3%	61.3%	34.1%	27.4%	100.0%
%H (TV HH)			60.9%	9.6%	63.7%	35.4%	28.4%	
Number of computers (PCs and laptops)								
0	300	276	113	14	197	49	148	39
%V	22.5%	21.7%	15.8%	12.7%	23.8%	12.3%	34.4%	3.7%
%H (All HH)		92.0%	37.7%	4.7%	65.7%	16.3%	49.3%	13.0%
%H (TV HH)			40.9%	5.1%	71.4%	17.8%	53.6%	
1	382	361	201	33	233	110	123	361
%V	28.6%	28.4%	28.1%	30.0%	28.1%	27.6%	28.6%	34.5%
%H (All HH)		94.5%	52.6%	8.6%	61.0%	28.8%	32.2%	94.5%
%H (TV HH)			55.7%	9.1%	64.5%	30.5%	34.1%	
2	293	281	171	26	175	93	82	289
%V	22.0%	22.1%	23.9%	23.6%	21.1%	23.3%	19.1%	27.7%
%H (All HH)		95.9%	58.4%	8.9%	59.7%	31.7%	28.0%	98.6%
%H (TV HH)			60.9%	9.3%	62.3%	33.1%	29.2%	
3	170	166	109	15	108	68	40	168
%V	12.7%	13.1%	15.2%	13.6%	13.0%	17.0%	9.3%	16.1%
%H (All HH)		97.6%	64.1%	8.8%	63.5%	40.0%	23.5%	98.8%
%H (TV HH)			65.7%	9.0%	65.1%	41.0%	24.1%	
4	92	90	63	10	55	38	17	92
%V	6.9%	7.1%	8.8%	9.1%	6.6%	9.5%	4.0%	8.8%
%H (All HH)		97.8%	68.5%	10.9%	59.8%	41.3%	18.5%	100.0%
%H (TV HH)			70.0%	11.1%	61.1%	42.2%	18.9%	
5+	97	95	60	13	61	41	20	97
%V	7.3%	7.5%	8.4%	11.8%	7.4%	10.3%	4.7%	9.3%
%H (All HH)		97.9%	61.9%	13.4%	62.9%	42.3%	20.6%	100.0%
%H (TV HH)			63.2%	13.7%	64.2%	43.2%	21.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2548	1576	221	1767	1027	740	2154
%H		61.9%	8.7%	69.3%	40.3%	29.0%	84.5%
Under 20"	280	169	18	224	131	93	235
%V	11.0%	10.7%	8.1%	12.7%	12.8%	12.6%	10.9%
%H		60.4%	6.4%	80.0%	46.8%	33.2%	83.9%
20" - 29"	575	325	54	426	232	193	471
%V	22.6%	20.6%	24.4%	24.1%	22.6%	26.1%	21.9%
%H		56.5%	9.4%	74.1%	40.3%	33.6%	81.9%
30" - 39"	879	525	77	606	331	275	716
%V	34.5%	33.3%	34.8%	34.3%	32.2%	37.2%	33.2%
%H		59.7%	8.8%	68.9%	37.7%	31.3%	81.5%
40" and over	781	540	68	488	322	166	708
%V	30.7%	34.3%	30.8%	27.6%	31.4%	22.4%	32.9%
%H		69.1%	8.7%	62.5%	41.2%	21.3%	90.7%
Don't know	33	15	4	24	11	13	25
%V	1.3%	1.0%	1.8%	1.4%	1.1%	1.8%	1.2%
%H		45.5%	12.1%	72.7%	33.3%	39.4%	75.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2548	1576	221	1767	1027	740	2154
%H		61.9%	8.7%	69.3%	40.3%	29.0%	84.5%
Main living room	1260	715	110	823	399	425	999
%V	49.5%	45.4%	49.8%	46.6%	38.9%	57.4%	46.4%
%H		56.7%	8.7%	65.3%	31.7%	33.7%	79.3%
Kitchen	163	102	11	135	82	52	139
%V	6.4%	6.5%	5.0%	7.6%	8.0%	7.0%	6.5%
%H		62.6%	6.7%	82.8%	50.3%	31.9%	85.3%
Adult's bedroom	640	423	62	468	314	154	574
%V	25.1%	26.8%	28.1%	26.5%	30.6%	20.8%	26.6%
%H		66.1%	9.7%	73.1%	49.1%	24.1%	89.7%
Child's bedroom	189	141	16	120	87	33	180
%V	7.4%	8.9%	7.2%	6.8%	8.5%	4.5%	8.4%
%H		74.6%	8.5%	63.5%	46.0%	17.5%	95.2%
Other bedroom	67	49	4	49	36	13	60
%V	2.6%	3.1%	1.8%	2.8%	3.5%	1.8%	2.8%
%H		73.1%	6.0%	73.1%	53.7%	19.4%	89.6%
Second living/dining room	166	102	17	126	78	48	143
%V	6.5%	6.5%	7.7%	7.1%	7.6%	6.5%	6.6%
%H		61.4%	10.2%	75.9%	47.0%	28.9%	86.1%
Study/office	14	11	0	10	7	3	13
%V	0.5%	0.7%	0.0%	0.6%	0.7%	0.4%	0.6%
%H		78.6%	0.0%	71.4%	50.0%	21.4%	92.9%
TV room	11	6	1	8	4	4	10
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	90.9%
Conservatory	24	19	0	20	14	6	23
%V	0.9%	1.2%	0.0%	1.1%	1.4%	0.8%	1.1%
%H		79.2%	0.0%	83.3%	58.3%	25.0%	95.8%
Attic or loft room	4	3	1	3	2	1	4
%V	0.2%	0.2%	0.5%	0.2%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	0	0	1	0	0	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Other	8	6	1	6	4	2	8
%V	0.3%	0.4%	0.5%	0.3%	0.4%	0.3%	0.4%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2548	1576	221	1767	1027	740	2154
%H		61.9%	8.7%	69.3%	40.3%	29.0%	84.5%
PVR	1061	802	125	588	447	142	953
%V	41.6%	50.9%	56.6%	33.3%	43.5%	19.2%	44.2%
%H		75.6%	11.8%	55.4%	42.1%	13.4%	89.8%
DVDR	48	27	4	36	19	17	40
%V	1.9%	1.7%	1.8%	2.0%	1.9%	2.3%	1.9%
%H		56.3%	8.3%	75.0%	39.6%	35.4%	83.3%
VCR	14	6	1	10	3	7	8
%V	0.5%	0.4%	0.5%	0.6%	0.3%	0.9%	0.4%
%H		42.9%	7.1%	71.4%	21.4%	50.0%	57.1%
Any recorder	1089	812	126	612	454	159	973
%V	42.7%	51.5%	57.0%	34.6%	44.2%	21.5%	45.2%
%H		74.6%	11.6%	56.2%	41.7%	14.6%	89.3%

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	2548	1576	221	1767	1027	740	2154
%H		61.9%	8.7%	69.3%	40.3%	29.0%	84.5%
Receives HDTV (via STB or built-in reception)	916	642	104	571	394	177	832
%V	35.9%	40.7%	47.1%	32.3%	38.4%	23.9%	38.6%
%H		70.1%	11.4%	62.3%	43.0%	19.3%	90.8%
DVD/Blu-ray player or recorder	1404	870	130	986	579	407	1215
%V	55.1%	55.2%	58.8%	55.8%	56.4%	55.0%	56.4%
%H		62.0%	9.3%	70.2%	41.2%	29.0%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	716	110	828	399	429	1004
%H		56.6%	8.7%	65.5%	31.5%	33.9%	79.4%
Under 20"	19	5	2	15	3	12	12
%V	1.5%	0.7%	1.8%	1.8%	0.8%	2.8%	1.2%
%H		26.3%	10.5%	78.9%	15.8%	63.2%	63.2%
20" - 29"	133	45	11	98	24	74	80
%V	10.5%	6.3%	10.0%	11.8%	6.0%	17.2%	8.0%
%H		33.8%	8.3%	73.7%	18.0%	55.6%	60.2%
30" - 39"	483	247	41	324	131	193	351
%V	38.2%	34.5%	37.3%	39.1%	32.8%	45.0%	35.0%
%H		51.1%	8.5%	67.1%	27.1%	40.0%	72.7%
40" and over	618	415	54	381	238	143	551
%V	48.9%	58.0%	49.1%	46.0%	59.6%	33.3%	54.9%
%H		67.2%	8.7%	61.7%	38.5%	23.1%	89.2%
Don't know	13	4	1	9	3	6	9
%V	1.0%	0.6%	0.9%	1.1%	0.8%	1.4%	0.9%
%H		30.8%	7.7%	69.2%	23.1%	46.2%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	716	110	828	399	429	1004
%H		56.6%	8.7%	65.5%	31.5%	33.9%	79.4%
PVR	792	583	94	455	334	120	701
%V	62.6%	81.4%	85.5%	55.0%	83.7%	28.0%	69.8%
%H		73.6%	11.9%	57.4%	42.2%	15.2%	88.5%
DVDR	36	20	3	26	13	13	31
%V	2.8%	2.8%	2.7%	3.1%	3.3%	3.0%	3.1%
%H		55.6%	8.3%	72.2%	36.1%	36.1%	86.1%
VCR	11	5	0	9	2	6	7
%V	0.9%	0.7%	0.0%	1.1%	0.5%	1.4%	0.7%
%H		45.5%	0.0%	81.8%	18.2%	54.5%	63.6%
Any recorder	812	589	94	471	337	134	713
%V	64.2%	82.3%	85.5%	56.9%	84.5%	31.2%	71.0%
%H		72.5%	11.6%	58.0%	41.5%	16.5%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	716	110	828	399	429	1004
%H		56.6%	8.7%	65.5%	31.5%	33.9%	79.4%
Receives HDTV (via STB or built-in reception)	648	444	72	400	263	137	581
%V	51.2%	62.0%	65.5%	48.3%	65.9%	31.9%	57.9%
%H		68.5%	11.1%	61.7%	40.6%	21.1%	89.7%
DVD/Blu-ray player or recorder	895	531	80	593	309	284	739
%V	70.8%	74.2%	72.7%	71.6%	77.4%	66.2%	73.6%
%H		59.3%	8.9%	66.3%	34.5%	31.7%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1283	860	111	940	628	312	1151
%H		67.0%	8.7%	73.3%	48.9%	24.3%	89.7%
Under 20"	261	165	16	209	128	81	223
%V	20.3%	19.2%	14.4%	22.2%	20.4%	26.0%	19.4%
%H		63.2%	6.1%	80.1%	49.0%	31.0%	85.4%
20" - 29"	442	281	43	327	208	119	390
%V	34.5%	32.7%	38.7%	34.8%	33.1%	38.1%	33.9%
%H		63.6%	9.7%	74.0%	47.1%	26.9%	88.2%
30" - 39"	396	278	36	282	200	82	365
%V	30.9%	32.3%	32.4%	30.0%	31.8%	26.3%	31.7%
%H		70.2%	9.1%	71.2%	50.5%	20.7%	92.2%
40" and over	163	125	14	108	84	24	156
%V	12.7%	14.5%	12.6%	11.5%	13.4%	7.7%	13.6%
%H		76.7%	8.6%	66.3%	51.5%	14.7%	95.7%
Don't know	20	11	2	14	8	7	16
%V	1.6%	1.3%	1.8%	1.5%	1.3%	2.2%	1.4%
%H		55.0%	10.0%	70.0%	40.0%	35.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1283	860	111	940	628	312	1151
%H		67.0%	8.7%	73.3%	48.9%	24.3%	89.7%
PVR	268	219	31	134	112	22	252
%V	20.9%	25.5%	27.9%	14.3%	17.8%	7.1%	21.9%
%H		81.7%	11.6%	50.0%	41.8%	8.2%	94.0%
DVDR	12	7	2	9	6	3	10
%V	0.9%	0.8%	1.8%	1.0%	1.0%	1.0%	0.9%
%H		58.3%	16.7%	75.0%	50.0%	25.0%	83.3%
VCR	3	1	0	2	1	1	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	66.7%
Any recorder	277	224	32	142	117	25	259
%V	21.6%	26.0%	28.8%	15.1%	18.6%	8.0%	22.5%
%H		80.9%	11.6%	51.3%	42.2%	9.0%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1283	860	111	940	628	312	1151
%H		67.0%	8.7%	73.3%	48.9%	24.3%	89.7%
Receives HDTV (via STB or built-in reception)	267	199	31	171	131	40	251
%V	20.8%	23.1%	27.9%	18.2%	20.9%	12.8%	21.8%
%H		74.5%	11.6%	64.0%	49.1%	15.0%	94.0%
DVD/Blu-ray player or recorder	509	339	50	393	271	123	476
%V	39.7%	39.4%	45.0%	41.8%	43.2%	39.4%	41.4%
%H		66.6%	9.8%	77.2%	53.2%	24.2%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2939	1778	285	1868	1027	841	2624
%H		96.5%	58.4%	9.4%	61.3%	33.7%	27.6%	86.1%
Total Children	554	543	366	53	314	199	115	518
%V	18.2%	18.5%	20.6%	18.6%	16.8%	19.4%	13.7%	19.7%
%H		98.0%	66.1%	9.6%	56.7%	35.9%	20.8%	93.5%
0 - 3	135	131	88	11	74	44	30	124
%V	4.4%	4.5%	4.9%	3.9%	4.0%	4.3%	3.6%	4.7%
%H		97.0%	65.2%	8.1%	54.8%	32.6%	22.2%	91.9%
4 - 15	419	411	278	42	240	155	85	394
%V	13.8%	14.0%	15.6%	14.7%	12.8%	15.1%	10.1%	15.0%
%H		98.1%	66.3%	10.0%	57.3%	37.0%	20.3%	94.0%
4 - 9	222	217	148	21	124	80	43	206
%V	7.3%	7.4%	8.3%	7.4%	6.6%	7.8%	5.1%	7.9%
%H		97.7%	66.7%	9.5%	55.9%	36.0%	19.4%	92.8%
10 - 15	197	194	130	21	117	75	42	188
%V	6.5%	6.6%	7.3%	7.4%	6.3%	7.3%	5.0%	7.2%
%H		98.5%	66.0%	10.7%	59.4%	38.1%	21.3%	95.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2939	1778	285	1868	1027	841	2624
%H		96.5%	58.4%	9.4%	61.3%	33.7%	27.6%	86.1%
Total Adults (16+)	2494	2396	1412	232	1554	828	726	2106
%V	81.9%	81.5%	79.4%	81.4%	83.2%	80.6%	86.3%	80.3%
%H		96.1%	56.6%	9.3%	62.3%	33.2%	29.1%	84.4%
16 - 19	135	130	84	16	85	57	29	132
%V	4.4%	4.4%	4.7%	5.6%	4.6%	5.6%	3.4%	5.0%
%H		96.3%	62.2%	11.9%	63.0%	42.2%	21.5%	97.8%
20 - 24	213	195	100	31	118	65	53	201
%V	7.0%	6.6%	5.6%	10.9%	6.3%	6.3%	6.3%	7.7%
%H		91.5%	46.9%	14.6%	55.4%	30.5%	24.9%	94.4%
25 - 34	377	359	230	32	195	109	86	353
%V	12.4%	12.2%	12.9%	11.2%	10.4%	10.6%	10.2%	13.5%
%H		95.2%	61.0%	8.5%	51.7%	28.9%	22.8%	93.6%
35 - 44	356	346	226	33	202	121	81	334
%V	11.7%	11.8%	12.7%	11.6%	10.8%	11.8%	9.6%	12.7%
%H		97.2%	63.5%	9.3%	56.7%	34.0%	22.8%	93.8%
45 - 54	430	417	264	43	270	159	111	398
%V	14.1%	14.2%	14.8%	15.1%	14.5%	15.5%	13.2%	15.2%
%H		97.0%	61.4%	10.0%	62.8%	37.0%	25.8%	92.6%
55 - 64	379	366	223	34	245	135	110	328
%V	12.4%	12.5%	12.5%	11.9%	13.1%	13.1%	13.1%	12.5%
%H		96.6%	58.8%	9.0%	64.6%	35.6%	29.0%	86.5%
65+	603	583	284	43	439	182	256	360
%V	19.8%	19.8%	16.0%	15.1%	23.5%	17.7%	30.4%	13.7%
%H		96.7%	47.1%	7.1%	72.8%	30.2%	42.5%	59.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2494	2396	1412	232	1554	828	726	2106
%H		96.1%	56.6%	9.3%	62.3%	33.2%	29.1%	84.4%
AB	532	515	303	40	347	181	166	499
%V	21.3%	21.5%	21.5%	17.2%	22.3%	21.9%	22.9%	23.7%
%H		96.8%	57.0%	7.5%	65.2%	34.0%	31.2%	93.8%
C1	648	616	359	66	394	214	180	588
%V	26.0%	25.7%	25.4%	28.4%	25.4%	25.8%	24.8%	27.9%
%H		95.1%	55.4%	10.2%	60.8%	33.0%	27.8%	90.7%
C2	628	610	380	59	409	239	170	549
%V	25.2%	25.5%	26.9%	25.4%	26.3%	28.9%	23.4%	26.1%
%H		97.1%	60.5%	9.4%	65.1%	38.1%	27.1%	87.4%
D	434	420	237	49	258	129	129	329
%V	17.4%	17.5%	16.8%	21.1%	16.6%	15.6%	17.8%	15.6%
%H		96.8%	54.6%	11.3%	59.4%	29.7%	29.7%	75.8%
E	253	235	132	17	146	65	80	142
%V	10.1%	9.8%	9.3%	7.3%	9.4%	7.9%	11.0%	6.7%
%H		92.9%	52.2%	6.7%	57.7%	25.7%	31.6%	56.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2494	2396	1412	232	1554	828	726	2106
%H		96.1%	56.6%	9.3%	62.3%	33.2%	29.1%	84.4%
Working full time	1103	1071	682	107	661	389	271	1051
%V	44.2%	44.7%	48.3%	46.1%	42.5%	47.0%	37.3%	49.9%
%H		97.1%	61.8%	9.7%	59.9%	35.3%	24.6%	95.3%
Working part time	214	208	130	23	128	74	54	202
%V	8.6%	8.7%	9.2%	9.9%	8.2%	8.9%	7.4%	9.6%
%H		97.2%	60.7%	10.7%	59.8%	34.6%	25.2%	94.4%
Not working	1177	1117	600	103	765	365	400	853
%V	47.2%	46.6%	42.5%	44.4%	49.2%	44.1%	55.1%	40.5%
%H		94.9%	51.0%	8.8%	65.0%	31.0%	34.0%	72.5%
Housewife/Houseperson	1334	1269	716	110	829	399	430	1045
%V	53.5%	53.0%	50.7%	47.4%	53.3%	48.2%	59.2%	49.6%
%H		95.1%	53.7%	8.2%	62.1%	29.9%	32.2%	78.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1218	1168	700	108	743	403	340	1043
%H		95.9%	57.5%	8.9%	61.0%	33.1%	27.9%	85.6%
16 - 19	70	69	45	9	45	31	14	69
%V	5.7%	5.9%	6.4%	8.3%	6.1%	7.7%	4.1%	6.6%
%H		98.6%	64.3%	12.9%	64.3%	44.3%	20.0%	98.6%
20 - 24	108	97	51	13	55	30	25	102
%V	8.9%	8.3%	7.3%	12.0%	7.4%	7.4%	7.4%	9.8%
%H		89.8%	47.2%	12.0%	50.9%	27.8%	23.1%	94.4%
25 - 34	191	182	114	16	98	53	46	180
%V	15.7%	15.6%	16.3%	14.8%	13.2%	13.2%	13.5%	17.3%
%H		95.3%	59.7%	8.4%	51.3%	27.7%	24.1%	94.2%
35 - 44	176	170	109	16	96	56	40	162
%V	14.4%	14.6%	15.6%	14.8%	12.9%	13.9%	11.8%	15.5%
%H		96.6%	61.9%	9.1%	54.5%	31.8%	22.7%	92.0%
45 - 54	210	204	130	17	132	75	57	193
%V	17.2%	17.5%	18.6%	15.7%	17.8%	18.6%	16.8%	18.5%
%H		97.1%	61.9%	8.1%	62.9%	35.7%	27.1%	91.9%
55 - 64	185	177	109	17	117	66	51	159
%V	15.2%	15.2%	15.6%	15.7%	15.7%	16.4%	15.0%	15.2%
%H		95.7%	58.9%	9.2%	63.2%	35.7%	27.6%	85.9%
65+	278	269	143	20	199	92	107	179
%V	22.8%	23.0%	20.4%	18.5%	26.8%	22.8%	31.5%	17.2%
%H		96.8%	51.4%	7.2%	71.6%	33.1%	38.5%	64.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1218	1168	700	108	743	403	340	1043
%H		95.9%	57.5%	8.9%	61.0%	33.1%	27.9%	85.6%
AB	268	259	154	19	173	90	83	252
%V	22.0%	22.2%	22.0%	17.6%	23.3%	22.3%	24.4%	24.2%
%H		96.6%	57.5%	7.1%	64.6%	33.6%	31.0%	94.0%
C1	301	285	170	30	178	101	77	281
%V	24.7%	24.4%	24.3%	27.8%	24.0%	25.1%	22.6%	26.9%
%H		94.7%	56.5%	10.0%	59.1%	33.6%	25.6%	93.4%
C2	337	327	203	32	216	124	92	292
%V	27.7%	28.0%	29.0%	29.6%	29.1%	30.8%	27.1%	28.0%
%H		97.0%	60.2%	9.5%	64.1%	36.8%	27.3%	86.6%
D	207	200	119	21	119	62	57	160
%V	17.0%	17.1%	17.0%	19.4%	16.0%	15.4%	16.8%	15.3%
%H		96.6%	57.5%	10.1%	57.5%	30.0%	27.5%	77.3%
E	106	96	55	7	58	27	31	58
%V	8.7%	8.2%	7.9%	6.5%	7.8%	6.7%	9.1%	5.6%
%H		90.6%	51.9%	6.6%	54.7%	25.5%	29.2%	54.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1218	1168	700	108	743	403	340	1043
%H		95.9%	57.5%	8.9%	61.0%	33.1%	27.9%	85.6%
Working full time	661	641	412	56	391	226	164	628
%V	54.3%	54.9%	58.9%	51.9%	52.6%	56.1%	48.2%	60.2%
%H		97.0%	62.3%	8.5%	59.2%	34.2%	24.8%	95.0%
Working part time	48	47	26	7	28	15	13	42
%V	3.9%	4.0%	3.7%	6.5%	3.8%	3.7%	3.8%	4.0%
%H		97.9%	54.2%	14.6%	58.3%	31.3%	27.1%	87.5%
Not working	509	480	262	46	324	161	163	373
%V	41.8%	41.1%	37.4%	42.6%	43.6%	40.0%	47.9%	35.8%
%H		94.3%	51.5%	9.0%	63.7%	31.6%	32.0%	73.3%
Housewife/Houseperson	265	238	124	15	148	57	92	171
%V	21.8%	20.4%	17.7%	13.9%	19.9%	14.1%	27.1%	16.4%
%H		89.8%	46.8%	5.7%	55.8%	21.5%	34.7%	64.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1229	712	124	811	425	386	1063
%H		96.4%	55.8%	9.7%	63.6%	33.3%	30.3%	83.4%
16 - 19	65	61	39	7	41	26	15	63
%V	5.1%	5.0%	5.5%	5.6%	5.1%	6.1%	3.9%	5.9%
%H		93.8%	60.0%	10.8%	63.1%	40.0%	23.1%	96.9%
20 - 24	105	98	50	18	63	35	28	99
%V	8.2%	8.0%	7.0%	14.5%	7.8%	8.2%	7.3%	9.3%
%H		93.3%	47.6%	17.1%	60.0%	33.3%	26.7%	94.3%
25 - 34	186	178	116	17	97	56	40	174
%V	14.6%	14.5%	16.3%	13.7%	12.0%	13.2%	10.4%	16.4%
%H		95.7%	62.4%	9.1%	52.2%	30.1%	21.5%	93.5%
35 - 44	181	176	117	17	106	65	41	172
%V	14.2%	14.3%	16.4%	13.7%	13.1%	15.3%	10.6%	16.2%
%H		97.2%	64.6%	9.4%	58.6%	35.9%	22.7%	95.0%
45 - 54	220	213	135	26	138	84	54	205
%V	17.3%	17.3%	19.0%	21.0%	17.0%	19.8%	14.0%	19.3%
%H		96.8%	61.4%	11.8%	62.7%	38.2%	24.5%	93.2%
55 - 64	194	189	114	17	128	69	59	169
%V	15.2%	15.4%	16.0%	13.7%	15.8%	16.2%	15.3%	15.9%
%H		97.4%	58.8%	8.8%	66.0%	35.6%	30.4%	87.1%
65+	325	314	141	23	239	90	149	182
%V	25.5%	25.5%	19.8%	18.5%	29.5%	21.2%	38.6%	17.1%
%H		96.6%	43.4%	7.1%	73.5%	27.7%	45.8%	56.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1229	712	124	811	425	386	1063
%H		96.4%	55.8%	9.7%	63.6%	33.3%	30.3%	83.4%
AB	264	256	150	21	174	91	83	247
%V	20.7%	20.8%	21.1%	16.9%	21.5%	21.4%	21.5%	23.2%
%H		97.0%	56.8%	8.0%	65.9%	34.5%	31.4%	93.6%
C1	347	331	189	36	216	113	103	307
%V	27.2%	26.9%	26.5%	29.0%	26.6%	26.6%	26.7%	28.9%
%H		95.4%	54.5%	10.4%	62.2%	32.6%	29.7%	88.5%
C2	291	284	178	28	193	115	78	257
%V	22.8%	23.1%	25.0%	22.6%	23.8%	27.1%	20.2%	24.2%
%H		97.6%	61.2%	9.6%	66.3%	39.5%	26.8%	88.3%
D	226	220	118	28	139	68	72	169
%V	17.7%	17.9%	16.6%	22.6%	17.1%	16.0%	18.7%	15.9%
%H		97.3%	52.2%	12.4%	61.5%	30.1%	31.9%	74.8%
E	147	139	77	10	88	38	50	83
%V	11.5%	11.3%	10.8%	8.1%	10.9%	8.9%	13.0%	7.8%
%H		94.6%	52.4%	6.8%	59.9%	25.9%	34.0%	56.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1229	712	124	811	425	386	1063
%H		96.4%	55.8%	9.7%	63.6%	33.3%	30.3%	83.4%
Working full time	442	430	270	50	270	163	107	424
%V	34.7%	35.0%	37.9%	40.3%	33.3%	38.4%	27.7%	39.9%
%H		97.3%	61.1%	11.3%	61.1%	36.9%	24.2%	95.9%
Working part time	166	161	104	17	100	59	41	159
%V	13.0%	13.1%	14.6%	13.7%	12.3%	13.9%	10.6%	15.0%
%H		97.0%	62.7%	10.2%	60.2%	35.5%	24.7%	95.8%
Not working	668	637	338	57	441	203	238	480
%V	52.4%	51.8%	47.5%	46.0%	54.4%	47.8%	61.7%	45.2%
%H		95.4%	50.6%	8.5%	66.0%	30.4%	35.6%	71.9%
Housewife/Houseperson	1069	1031	592	95	681	343	338	875
%V	83.8%	83.9%	83.1%	76.6%	84.0%	80.7%	87.6%	82.3%
%H		96.4%	55.4%	8.9%	63.7%	32.1%	31.6%	81.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
AB	633	607	269	109	460	230	231	590
%V	23.8%	24.2%	26.3%	23.9%	23.6%	25.2%	22.2%	27.8%
%H (All HH)		95.9%	42.5%	17.2%	72.7%	36.3%	36.5%	93.2%
%H (TV HH)			44.3%	18.0%	75.8%	37.9%	38.1%	
C1	641	603	255	111	464	229	235	562
%V	24.1%	24.0%	24.9%	24.3%	23.8%	25.1%	22.6%	26.5%
%H (All HH)		94.1%	39.8%	17.3%	72.4%	35.7%	36.7%	87.7%
%H (TV HH)			42.3%	18.4%	76.9%	38.0%	39.0%	
C2	614	589	252	116	458	230	227	502
%V	23.1%	23.4%	24.6%	25.4%	23.5%	25.2%	21.8%	23.7%
%H (All HH)		95.9%	41.0%	18.9%	74.6%	37.5%	37.0%	81.8%
%H (TV HH)			42.8%	19.7%	77.8%	39.0%	38.5%	
D	452	428	163	83	330	149	180	317
%V	17.0%	17.0%	15.9%	18.2%	16.9%	16.4%	17.3%	15.0%
%H (All HH)		94.7%	36.1%	18.4%	73.0%	33.0%	39.8%	70.1%
%H (TV HH)			38.1%	19.4%	77.1%	34.8%	42.1%	
E	315	286	84	37	239	73	166	150
%V	11.9%	11.4%	8.2%	8.1%	12.3%	8.0%	16.0%	7.1%
%H (All HH)		90.8%	26.7%	11.7%	75.9%	23.2%	52.7%	47.6%
%H (TV HH)			29.4%	12.9%	83.6%	25.5%	58.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Under 25	121	100	40	14	78	35	44	113
%V	4.6%	4.0%	3.9%	3.1%	4.0%	3.8%	4.2%	5.3%
%H (All HH)		82.6%	33.1%	11.6%	64.5%	28.9%	36.4%	93.4%
%H (TV HH)			40.0%	14.0%	78.0%	35.0%	44.0%	
25 - 34	399	362	166	68	248	125	123	373
%V	15.0%	14.4%	16.2%	14.9%	12.7%	13.7%	11.8%	17.6%
%H (All HH)		90.7%	41.6%	17.0%	62.2%	31.3%	30.8%	93.5%
%H (TV HH)			45.9%	18.8%	68.5%	34.5%	34.0%	
35 - 44	440	420	209	85	308	178	130	412
%V	16.6%	16.7%	20.4%	18.6%	15.8%	19.5%	12.5%	19.4%
%H (All HH)		95.5%	47.5%	19.3%	70.0%	40.5%	29.5%	93.6%
%H (TV HH)			49.8%	20.2%	73.3%	42.4%	31.0%	
45 - 54	506	493	218	118	362	203	158	471
%V	19.1%	19.6%	21.3%	25.9%	18.6%	22.3%	15.2%	22.2%
%H (All HH)		97.4%	43.1%	23.3%	71.5%	40.1%	31.2%	93.1%
%H (TV HH)			44.2%	23.9%	73.4%	41.2%	32.0%	
55 - 64	439	424	173	80	350	175	175	361
%V	16.5%	16.9%	16.9%	17.5%	17.9%	19.2%	16.8%	17.0%
%H (All HH)		96.6%	39.4%	18.2%	79.7%	39.9%	39.9%	82.2%
%H (TV HH)			40.8%	18.9%	82.5%	41.3%	41.3%	
65 +	751	713	218	92	605	195	409	389
%V	28.3%	28.4%	21.3%	20.2%	31.0%	21.4%	39.4%	18.3%
%H (All HH)		94.9%	29.0%	12.3%	80.6%	26.0%	54.5%	51.8%
%H (TV HH)			30.6%	12.9%	84.9%	27.3%	57.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
1	797	729	189	87	617	167	450	445
%V	30.0%	29.0%	18.5%	19.1%	31.6%	18.3%	43.3%	21.0%
%H (All HH)		91.5%	23.7%	10.9%	77.4%	21.0%	56.5%	55.8%
%H (TV HH)			25.9%	11.9%	84.6%	22.9%	61.7%	
2	895	856	361	156	671	332	339	752
%V	33.7%	34.1%	35.3%	34.2%	34.4%	36.4%	32.6%	35.5%
%H (All HH)		95.6%	40.3%	17.4%	75.0%	37.1%	37.9%	84.0%
%H (TV HH)			42.2%	18.2%	78.4%	38.8%	39.6%	
3	411	396	189	91	287	169	118	386
%V	15.5%	15.8%	18.5%	20.0%	14.7%	18.6%	11.4%	18.2%
%H (All HH)		96.4%	46.0%	22.1%	69.8%	41.1%	28.7%	93.9%
%H (TV HH)			47.7%	23.0%	72.5%	42.7%	29.8%	
4	356	345	186	71	251	160	91	346
%V	13.4%	13.7%	18.2%	15.6%	12.9%	17.6%	8.8%	16.3%
%H (All HH)		96.9%	52.2%	19.9%	70.5%	44.9%	25.6%	97.2%
%H (TV HH)			53.9%	20.6%	72.8%	46.4%	26.4%	
5+	198	187	98	50	124	82	42	190
%V	7.5%	7.4%	9.6%	11.0%	6.4%	9.0%	4.0%	9.0%
%H (All HH)		94.4%	49.5%	25.3%	62.6%	41.4%	21.2%	96.0%
%H (TV HH)			52.4%	26.7%	66.3%	43.9%	22.5%	
Average HH size	2.38	2.40	2.70	2.71	2.30	2.66	1.99	2.61

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.4: 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	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Without	1945	1825	683	310	1462	625	837	1442
%V	73.3%	72.7%	66.8%	68.0%	75.0%	68.6%	80.6%	68.0%
%H (All HH)		93.8%	35.1%	15.9%	75.2%	32.1%	43.0%	74.1%
%H (TV HH)			37.4%	17.0%	80.1%	34.2%	45.9%	
With	711	687	340	146	488	286	202	678
%V	26.8%	27.3%	33.2%	32.0%	25.0%	31.4%	19.4%	32.0%
%H (All HH)		96.6%	47.8%	20.5%	68.6%	40.2%	28.4%	95.4%
%H (TV HH)			49.5%	21.3%	71.0%	41.6%	29.4%	
0 - 3	276	263	129	47	180	94	85	260
%V	10.4%	10.5%	12.6%	10.3%	9.2%	10.3%	8.2%	12.3%
%H (All HH)		95.3%	46.7%	17.0%	65.2%	34.1%	30.8%	94.2%
%H (TV HH)			49.0%	17.9%	68.4%	35.7%	32.3%	
4 - 9	369	357	182	74	260	157	103	354
%V	13.9%	14.2%	17.8%	16.2%	13.3%	17.2%	9.9%	16.7%
%H (All HH)		96.7%	49.3%	20.1%	70.5%	42.5%	27.9%	95.9%
%H (TV HH)			51.0%	20.7%	72.8%	44.0%	28.9%	
10 - 15	331	323	164	76	228	141	87	317
%V	12.5%	12.9%	16.0%	16.7%	11.7%	15.5%	8.4%	15.0%
%H (All HH)		97.6%	49.5%	23.0%	68.9%	42.6%	26.3%	95.8%
%H (TV HH)			50.8%	23.5%	70.6%	43.7%	26.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
1	1005	1005	337	144	719	209	511	702
%V	37.9%	40.0%	32.9%	31.6%	36.9%	22.9%	49.2%	33.1%
%H (All HH)		100.0%	33.5%	14.3%	71.5%	20.8%	50.8%	69.9%
%H (TV HH)			33.5%	14.3%	71.5%	20.8%	50.8%	
2	848	848	328	168	678	319	359	705
%V	31.9%	33.8%	32.1%	36.8%	34.8%	35.0%	34.6%	33.3%
%H (All HH)		100.0%	38.7%	19.8%	80.0%	37.6%	42.3%	83.1%
%H (TV HH)			38.7%	19.8%	80.0%	37.6%	42.3%	
3	402	402	210	82	331	215	116	371
%V	15.1%	16.0%	20.5%	18.0%	17.0%	23.6%	11.2%	17.5%
%H (All HH)		100.0%	52.2%	20.4%	82.3%	53.5%	28.9%	92.3%
%H (TV HH)			52.2%	20.4%	82.3%	53.5%	28.9%	
4	174	174	96	42	152	113	39	169
%V	6.6%	6.9%	9.4%	9.2%	7.8%	12.4%	3.8%	8.0%
%H (All HH)		100.0%	55.2%	24.1%	87.4%	64.9%	22.4%	97.1%
%H (TV HH)			55.2%	24.1%	87.4%	64.9%	22.4%	
5+	84	84	52	21	70	56	14	81
%V	3.2%	3.3%	5.1%	4.6%	3.6%	6.1%	1.3%	3.8%
%H (All HH)		100.0%	61.9%	25.0%	83.3%	66.7%	16.7%	96.4%
%H (TV HH)			61.9%	25.0%	83.3%	66.7%	16.7%	

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

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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	2655	2512	1023	456	1950	911	1039	2120
%V (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Under 20"	509	509	202	94	441	225	216	430
%V	19.2%	20.3%	19.7%	20.6%	22.6%	24.7%	20.8%	20.3%
%H (All HH)		100.0%	39.7%	18.5%	86.6%	44.2%	42.4%	84.5%
%H (TV HH)			39.7%	18.5%	86.6%	44.2%	42.4%	
20" - 29"	898	898	358	153	748	356	392	715
%V	33.8%	35.7%	35.0%	33.6%	38.4%	39.1%	37.7%	33.7%
%H (All HH)		100.0%	39.9%	17.0%	83.3%	39.6%	43.7%	79.6%
%H (TV HH)			39.9%	17.0%	83.3%	39.6%	43.7%	
30" - 39"	1333	1333	549	237	1062	509	554	1089
%V	50.2%	53.1%	53.7%	52.0%	54.5%	55.9%	53.3%	51.4%
%H (All HH)		100.0%	41.2%	17.8%	79.7%	38.2%	41.6%	81.7%
%H (TV HH)			41.2%	17.8%	79.7%	38.2%	41.6%	
40" and over	1248	1248	624	293	917	575	342	1129
%V	47.0%	49.7%	61.0%	64.3%	47.0%	63.1%	32.9%	53.3%
%H (All HH)		100.0%	50.0%	23.5%	73.5%	46.1%	27.4%	90.5%
%H (TV HH)			50.0%	23.5%	73.5%	46.1%	27.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Main living room	2491	2491	1017	453	1938	907	1031	2009
%V	93.8%	99.2%	99.4%	99.3%	99.4%	99.6%	99.2%	94.8%
%H (All HH)		100.0%	40.8%	18.2%	77.8%	36.4%	41.4%	80.7%
%H (TV HH)			40.8%	18.2%	77.8%	36.4%	41.4%	
Kitchen	313	313	143	52	275	153	122	264
%V	11.8%	12.5%	14.0%	11.4%	14.1%	16.8%	11.7%	12.5%
%H (All HH)		100.0%	45.7%	16.6%	87.9%	48.9%	39.0%	84.3%
%H (TV HH)			45.7%	16.6%	87.9%	48.9%	39.0%	
Adult's bedroom	1106	1106	503	237	917	541	375	988
%V	41.7%	44.0%	49.2%	52.0%	47.0%	59.4%	36.1%	46.6%
%H (All HH)		100.0%	45.5%	21.4%	82.9%	48.9%	33.9%	89.3%
%H (TV HH)			45.5%	21.4%	82.9%	48.9%	33.9%	
Child's bedroom	267	267	147	62	207	146	62	258
%V	10.1%	10.6%	14.4%	13.6%	10.6%	16.0%	6.0%	12.2%
%H (All HH)		100.0%	55.1%	23.2%	77.5%	54.7%	23.2%	96.6%
%H (TV HH)			55.1%	23.2%	77.5%	54.7%	23.2%	
Other bedroom	138	138	66	32	119	78	41	127
%V	5.2%	5.5%	6.5%	7.0%	6.1%	8.6%	3.9%	6.0%
%H (All HH)		100.0%	47.8%	23.2%	86.2%	56.5%	29.7%	92.0%
%H (TV HH)			47.8%	23.2%	86.2%	56.5%	29.7%	
Second living/dining room	261	261	141	52	210	135	75	232
%V	9.8%	10.4%	13.8%	11.4%	10.8%	14.8%	7.2%	10.9%
%H (All HH)		100.0%	54.0%	19.9%	80.5%	51.7%	28.7%	88.9%
%H (TV HH)			54.0%	19.9%	80.5%	51.7%	28.7%	
Study/office	33	33	16	5	26	14	11	31
%V	1.2%	1.3%	1.6%	1.1%	1.3%	1.5%	1.1%	1.5%
%H (All HH)		100.0%	48.5%	15.2%	78.8%	42.4%	33.3%	93.9%
%H (TV HH)			48.5%	15.2%	78.8%	42.4%	33.3%	
TV room	13	13	9	2	11	7	4	12
%V	0.5%	0.5%	0.9%	0.4%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	69.2%	15.4%	84.6%	53.8%	30.8%	92.3%
%H (TV HH)			69.2%	15.4%	84.6%	53.8%	30.8%	
Conservatory	62	62	36	11	52	37	16	58
%V	2.3%	2.5%	3.5%	2.4%	2.7%	4.1%	1.5%	2.7%
%H (All HH)		100.0%	58.1%	17.7%	83.9%	59.7%	25.8%	93.5%
%H (TV HH)			58.1%	17.7%	83.9%	59.7%	25.8%	
Attic or loft room	6	6	4	1	5	4	2	6
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	66.7%	33.3%	
No specific location	5	5	3	2	4	3	2	5
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	80.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	40.0%	80.0%	60.0%	40.0%	
Other	13	13	5	4	10	7	4	12
%V	0.5%	0.5%	0.5%	0.9%	0.5%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	38.5%	30.8%	76.9%	53.8%	30.8%	92.3%
%H (TV HH)			38.5%	30.8%	76.9%	53.8%	30.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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Table 14.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Any DSAT provider	1023	1023	1023	26	648	648	0	912
%V	38.5%	40.7%	100.0%	5.7%	33.2%	71.1%	0.0%	43.0%
%H (All HH)			100.0%	2.5%	63.3%	63.3%	0.0%	89.1%
%H (TV HH)			100.0%	2.5%	63.3%	63.3%	0.0%	
Sky with subscription	807	807	807	8	533	533	0	743
%V	30.4%	32.1%	78.9%	1.8%	27.3%	58.5%	0.0%	35.0%
%H (All HH)			100.0%	1.0%	66.0%	66.0%	0.0%	92.1%
%H (TV HH)			100.0%	1.0%	66.0%	66.0%	0.0%	
Sky without subscription	73	73	73	6	36	36	0	60
%V	2.7%	2.9%	7.1%	1.3%	1.8%	4.0%	0.0%	2.8%
%H (All HH)			100.0%	8.2%	49.3%	49.3%	0.0%	82.2%
%H (TV HH)			100.0%	8.2%	49.3%	49.3%	0.0%	
Freesat	112	112	112	9	66	66	0	90
%V	4.2%	4.5%	10.9%	2.0%	3.4%	7.2%	0.0%	4.2%
%H (All HH)			100.0%	8.0%	58.9%	58.9%	0.0%	80.4%
%H (TV HH)			100.0%	8.0%	58.9%	58.9%	0.0%	
Other satellite provider	29	29	29	2	14	14	0	25
%V	1.1%	1.2%	2.8%	0.4%	0.7%	1.5%	0.0%	1.2%
%H (All HH)			100.0%	6.9%	48.3%	48.3%	0.0%	86.2%
%H (TV HH)			100.0%	6.9%	48.3%	48.3%	0.0%	
DCAB	456	456	26	456	276	276	0	410
%V	17.2%	18.2%	2.5%	100.0%	14.2%	30.3%	0.0%	19.3%
%H (All HH)			5.7%	100.0%	60.5%	60.5%	0.0%	89.9%
%H (TV HH)			5.7%	100.0%	60.5%	60.5%	0.0%	
DTT	1950	1950	648	276	1950	911	1039	1540
%V	73.4%	77.6%	63.3%	60.5%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	33.2%	14.2%	100.0%	46.7%	53.3%	79.0%
%H (TV HH)			33.2%	14.2%	100.0%	46.7%	53.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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Table 14.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
PVR	1522	1522	848	377	1096	775	321	1383
%V	57.3%	60.6%	82.9%	82.7%	56.2%	85.1%	30.9%	65.2%
%H (All HH)		100.0%	55.7%	24.8%	72.0%	50.9%	21.1%	90.9%
%H (TV HH)			55.7%	24.8%	72.0%	50.9%	21.1%	
DVDR	79	79	30	15	66	32	34	68
%V	3.0%	3.1%	2.9%	3.3%	3.4%	3.5%	3.3%	3.2%
%H (All HH)		100.0%	38.0%	19.0%	83.5%	40.5%	43.0%	86.1%
%H (TV HH)			38.0%	19.0%	83.5%	40.5%	43.0%	
VCR	45	45	13	5	38	10	28	27
%V	1.7%	1.8%	1.3%	1.1%	1.9%	1.1%	2.7%	1.3%
%H (All HH)		100.0%	28.9%	11.1%	84.4%	22.2%	62.2%	60.0%
%H (TV HH)			28.9%	11.1%	84.4%	22.2%	62.2%	
Any recorder	1575	1575	859	379	1143	782	360	1415
%V	59.3%	62.7%	84.0%	83.1%	58.6%	85.8%	34.6%	66.7%
%H (All HH)		100.0%	54.5%	24.1%	72.6%	49.7%	22.9%	89.8%
%H (TV HH)			54.5%	24.1%	72.6%	49.7%	22.9%	
Receives HDTV (via STB or built-in reception)	1525	1525	735	353	1153	694	459	1384
%V	57.4%	60.7%	71.8%	77.4%	59.1%	76.2%	44.2%	65.3%
%H (All HH)		100.0%	48.2%	23.1%	75.6%	45.5%	30.1%	90.8%
%H (TV HH)			48.2%	23.1%	75.6%	45.5%	30.1%	
DVD/Blu-ray player or recorder	1812	1812	774	340	1425	714	711	1547
%V	68.2%	72.1%	75.7%	74.6%	73.1%	78.4%	68.4%	73.0%
%H (All HH)		100.0%	42.7%	18.8%	78.6%	39.4%	39.2%	85.4%
%H (TV HH)			42.7%	18.8%	78.6%	39.4%	39.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2655	2512	1023	456	1950	911	1039	2120
%H (All HH)		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%
%H (TV HH)			40.7%	18.2%	77.6%	36.3%	41.4%	
Has broadband internet	2120	2028	912	410	1540	829	711	2120
%V	79.8%	80.7%	89.1%	89.9%	79.0%	91.0%	68.4%	100.0%
%H (All HH)		95.7%	43.0%	19.3%	72.6%	39.1%	33.5%	100.0%
%H (TV HH)			45.0%	20.2%	75.9%	40.9%	35.1%	
Number of computers (PCs and laptops)								
0	576	523	130	53	438	97	341	81
%V	21.7%	20.8%	12.7%	11.6%	22.5%	10.6%	32.8%	3.8%
%H (All HH)		90.8%	22.6%	9.2%	76.0%	16.8%	59.2%	14.1%
%H (TV HH)			24.9%	10.1%	83.7%	18.5%	65.2%	
1	767	717	269	127	562	242	320	733
%V	28.9%	28.5%	26.3%	27.9%	28.8%	26.6%	30.8%	34.6%
%H (All HH)		93.5%	35.1%	16.6%	73.3%	31.6%	41.7%	95.6%
%H (TV HH)			37.5%	17.7%	78.4%	33.8%	44.6%	
2	561	543	258	98	407	220	187	557
%V	21.1%	21.6%	25.2%	21.5%	20.9%	24.1%	18.0%	26.3%
%H (All HH)		96.8%	46.0%	17.5%	72.5%	39.2%	33.3%	99.3%
%H (TV HH)			47.5%	18.0%	75.0%	40.5%	34.4%	
3	349	341	171	79	253	161	92	348
%V	13.1%	13.6%	16.7%	17.3%	13.0%	17.7%	8.9%	16.4%
%H (All HH)		97.7%	49.0%	22.6%	72.5%	46.1%	26.4%	99.7%
%H (TV HH)			50.1%	23.2%	74.2%	47.2%	27.0%	
4	193	186	90	49	146	95	51	192
%V	7.3%	7.4%	8.8%	10.7%	7.5%	10.4%	4.9%	9.1%
%H (All HH)		96.4%	46.6%	25.4%	75.6%	49.2%	26.4%	99.5%
%H (TV HH)			48.4%	26.3%	78.5%	51.1%	27.4%	
5+	209	202	105	51	144	97	47	209
%V	7.9%	8.0%	10.3%	11.2%	7.4%	10.6%	4.5%	9.9%
%H (All HH)		96.7%	50.2%	24.4%	68.9%	46.4%	22.5%	100.0%
%H (TV HH)			52.0%	25.2%	71.3%	48.0%	23.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2289	1004	4055	2248	1807	4337
%H		45.3%	19.9%	80.2%	44.5%	35.8%	85.8%
Under 20"	645	271	120	565	307	258	558
%V	12.8%	11.8%	12.0%	13.9%	13.7%	14.3%	12.9%
%H		42.0%	18.6%	87.6%	47.6%	40.0%	86.5%
20" - 29"	1166	491	208	980	501	479	954
%V	23.1%	21.5%	20.7%	24.2%	22.3%	26.5%	22.0%
%H		42.1%	17.8%	84.0%	43.0%	41.1%	81.8%
30" - 39"	1607	696	302	1285	661	624	1349
%V	31.8%	30.4%	30.1%	31.7%	29.4%	34.5%	31.1%
%H		43.3%	18.8%	80.0%	41.1%	38.8%	83.9%
40" and over	1527	780	372	1129	735	394	1398
%V	30.2%	34.1%	37.1%	27.8%	32.7%	21.8%	32.2%
%H		51.1%	24.4%	73.9%	48.1%	25.8%	91.6%
Don't know	109	52	3	96	44	52	78
%V	2.2%	2.3%	0.3%	2.4%	2.0%	2.9%	1.8%
%H		47.7%	2.8%	88.1%	40.4%	47.7%	71.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2289	1004	4055	2248	1807	4337
%H		45.3%	19.9%	80.2%	44.5%	35.8%	85.8%
Main living room	2507	1025	455	1952	915	1036	2024
%V	49.6%	44.8%	45.3%	48.1%	40.7%	57.3%	46.7%
%H		40.9%	18.1%	77.9%	36.5%	41.3%	80.7%
Kitchen	314	144	52	276	154	123	265
%V	6.2%	6.3%	5.2%	6.8%	6.9%	6.8%	6.1%
%H		45.9%	16.6%	87.9%	49.0%	39.2%	84.4%
Adult's bedroom	1316	624	295	1088	675	413	1192
%V	26.0%	27.3%	29.4%	26.8%	30.0%	22.9%	27.5%
%H		47.4%	22.4%	82.7%	51.3%	31.4%	90.6%
Child's bedroom	355	198	85	273	197	76	344
%V	7.0%	8.7%	8.5%	6.7%	8.8%	4.2%	7.9%
%H		55.8%	23.9%	76.9%	55.5%	21.4%	96.9%
Other bedroom	161	79	38	139	94	45	150
%V	3.2%	3.5%	3.8%	3.4%	4.2%	2.5%	3.5%
%H		49.1%	23.6%	86.3%	58.4%	28.0%	93.2%
Second living/dining room	266	145	53	215	139	76	237
%V	5.3%	6.3%	5.3%	5.3%	6.2%	4.2%	5.5%
%H		54.5%	19.9%	80.8%	52.3%	28.6%	89.1%
Study/office	34	17	5	27	15	12	32
%V	0.7%	0.7%	0.5%	0.7%	0.7%	0.7%	0.7%
%H		50.0%	14.7%	79.4%	44.1%	35.3%	94.1%
TV room	13	9	2	11	7	4	12
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		69.2%	15.4%	84.6%	53.8%	30.8%	92.3%
Conservatory	63	37	11	53	38	16	59
%V	1.2%	1.6%	1.1%	1.3%	1.7%	0.9%	1.4%
%H		58.7%	17.5%	84.1%	60.3%	25.4%	93.7%
Attic or loft room	6	4	1	5	4	2	6
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	16.7%	83.3%	66.7%	33.3%	100.0%
No specific location	6	3	2	5	3	2	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	50.0%	33.3%	100.0%
Other	13	5	4	10	7	4	12
%V	0.3%	0.2%	0.4%	0.2%	0.3%	0.2%	0.3%
%H		38.5%	30.8%	76.9%	53.8%	30.8%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2289	1004	4055	2248	1807	4337
%H		45.3%	19.9%	80.2%	44.5%	35.8%	85.8%
PVR	1976	1166	488	1398	1040	358	1820
%V	39.1%	50.9%	48.6%	34.5%	46.3%	19.8%	42.0%
%H		59.0%	24.7%	70.7%	52.6%	18.1%	92.1%
DVDR	83	31	16	71	33	37	72
%V	1.6%	1.4%	1.6%	1.8%	1.5%	2.0%	1.7%
%H		37.3%	19.3%	85.5%	39.8%	44.6%	86.7%
VCR	50	14	5	42	10	32	29
%V	1.0%	0.6%	0.5%	1.0%	0.4%	1.8%	0.7%
%H		28.0%	10.0%	84.0%	20.0%	64.0%	58.0%
Any recorder	2046	1181	493	1461	1053	408	1864
%V	40.5%	51.6%	49.1%	36.0%	46.8%	22.6%	43.0%
%H		57.7%	24.1%	71.4%	51.5%	19.9%	91.1%

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	5054	2289	1004	4055	2248	1807	4337
%H		45.3%	19.9%	80.2%	44.5%	35.8%	85.8%
Receives HDTV (via STB or built-in reception)	2231	1097	529	1720	1081	639	2056
%V	44.1%	47.9%	52.7%	42.4%	48.1%	35.4%	47.4%
%H		49.2%	23.7%	77.1%	48.5%	28.6%	92.2%
DVD/Blu-ray player or recorder	2588	1182	522	2084	1170	914	2272
%V	51.2%	51.6%	52.0%	51.4%	52.0%	50.6%	52.4%
%H		45.7%	20.2%	80.5%	45.2%	35.3%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2507	1023	455	1950	911	1039	2022
%H		40.8%	18.1%	77.8%	36.3%	41.4%	80.7%
Under 20"	36	5	3	33	6	28	25
%V	1.4%	0.5%	0.7%	1.7%	0.7%	2.7%	1.2%
%H		13.9%	8.3%	91.7%	16.7%	77.8%	69.4%
20" - 29"	292	66	35	243	54	189	178
%V	11.6%	6.5%	7.7%	12.5%	5.9%	18.2%	8.8%
%H		22.6%	12.0%	83.2%	18.5%	64.7%	61.0%
30" - 39"	912	324	129	740	280	460	690
%V	36.4%	31.7%	28.4%	37.9%	30.7%	44.3%	34.1%
%H		35.5%	14.1%	81.1%	30.7%	50.4%	75.7%
40" and over	1213	608	287	890	560	330	1096
%V	48.4%	59.4%	63.1%	45.6%	61.5%	31.8%	54.2%
%H		50.1%	23.7%	73.4%	46.2%	27.2%	90.4%
Don't know	53	19	1	43	11	32	33
%V	2.1%	1.9%	0.2%	2.2%	1.2%	3.1%	1.6%
%H		35.8%	1.9%	81.1%	20.8%	60.4%	62.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2507	1023	455	1950	911	1039	2022
%H		40.8%	18.1%	77.8%	36.3%	41.4%	80.7%
PVR	1497	838	373	1072	763	309	1358
%V	59.7%	81.9%	82.0%	55.0%	83.8%	29.7%	67.2%
%H		56.0%	24.9%	71.6%	51.0%	20.6%	90.7%
DVDR	63	24	12	51	24	27	53
%V	2.5%	2.3%	2.6%	2.6%	2.6%	2.6%	2.6%
%H		38.1%	19.0%	81.0%	38.1%	42.9%	84.1%
VCR	38	11	4	31	8	23	22
%V	1.5%	1.1%	0.9%	1.6%	0.9%	2.2%	1.1%
%H		28.9%	10.5%	81.6%	21.1%	60.5%	57.9%
Any recorder	1544	848	375	1114	770	343	1385
%V	61.6%	82.9%	82.4%	57.1%	84.5%	33.0%	68.5%
%H		54.9%	24.3%	72.2%	49.9%	22.2%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	2507	1023	455	1950	911	1039	2022
%H		40.8%	18.1%	77.8%	36.3%	41.4%	80.7%
Receives HDTV (via STB or built-in reception)	1485	720	343	1116	672	443	1350
%V	59.2%	70.4%	75.4%	57.2%	73.8%	42.6%	66.8%
%H		48.5%	23.1%	75.2%	45.3%	29.8%	90.9%
DVD/Blu-ray player or recorder	1679	714	312	1308	642	666	1426
%V	67.0%	69.8%	68.6%	67.1%	70.5%	64.1%	70.5%
%H		42.5%	18.6%	77.9%	38.2%	39.7%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2547	1267	549	2105	1337	768	2315
%V		49.7%	21.6%	82.6%	52.5%	30.2%	90.9%
%H							
Under 20"	608	265	117	532	301	230	533
%V	23.9%	20.9%	21.3%	25.3%	22.5%	29.9%	23.0%
%H		43.6%	19.2%	87.5%	49.5%	37.8%	87.7%
20" - 29"	874	424	173	737	447	290	776
%V	34.3%	33.5%	31.5%	35.0%	33.4%	37.8%	33.5%
%H		48.5%	19.8%	84.3%	51.1%	33.2%	88.8%
30" - 39"	694	372	173	545	380	164	659
%V	27.2%	29.4%	31.5%	25.9%	28.4%	21.4%	28.5%
%H		53.6%	24.9%	78.5%	54.8%	23.6%	95.0%
40" and over	314	171	85	239	175	63	302
%V	12.3%	13.5%	15.5%	11.4%	13.1%	8.2%	13.0%
%H		54.5%	27.1%	76.1%	55.7%	20.1%	96.2%
Don't know	56	33	2	53	33	20	45
%V	2.2%	2.6%	0.4%	2.5%	2.5%	2.6%	1.9%
%H		58.9%	3.6%	94.6%	58.9%	35.7%	80.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	2547	1267	549	2105	1337	768	2315
%H		49.7%	21.6%	82.6%	52.5%	30.2%	90.9%
PVR	479	328	115	325	276	49	461
%V	18.8%	25.9%	20.9%	15.4%	20.6%	6.4%	19.9%
%H		68.5%	24.0%	67.8%	57.6%	10.2%	96.2%
DVDR	20	7	4	20	10	10	20
%V	0.8%	0.6%	0.7%	1.0%	0.7%	1.3%	0.9%
%H		35.0%	20.0%	100.0%	50.0%	50.0%	100.0%
VCR	12	2	1	11	2	9	7
%V	0.5%	0.2%	0.2%	0.5%	0.1%	1.2%	0.3%
%H		16.7%	8.3%	91.7%	16.7%	75.0%	58.3%
Any recorder	502	333	118	347	283	64	479
%V	19.7%	26.3%	21.5%	16.5%	21.2%	8.3%	20.7%
%H		66.3%	23.5%	69.1%	56.4%	12.7%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	2547	1267	549	2105	1337	768	2315
%H		49.7%	21.6%	82.6%	52.5%	30.2%	90.9%
Receives HDTV (via STB or built-in reception)	746	377	186	605	409	196	706
%V	29.3%	29.8%	33.9%	28.7%	30.6%	25.5%	30.5%
%H		50.5%	24.9%	81.1%	54.8%	26.3%	94.6%
DVD/Blu-ray player or recorder	909	468	210	776	528	248	846
%V	35.7%	36.9%	38.3%	36.9%	39.5%	32.3%	36.5%
%H		51.5%	23.1%	85.4%	58.1%	27.3%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	6325	6029	2758	1236	4492	2423	2069	5536
%H		95.3%	43.6%	19.5%	71.0%	38.3%	32.7%	87.5%
Total Children	1264	1218	610	264	853	503	350	1206
%V	20.0%	20.2%	22.1%	21.4%	19.0%	20.8%	16.9%	21.8%
%H		96.4%	48.3%	20.9%	67.5%	39.8%	27.7%	95.4%
0 - 3	324	309	150	57	206	108	98	305
%V	5.1%	5.1%	5.4%	4.6%	4.6%	4.5%	4.7%	5.5%
%H		95.4%	46.3%	17.6%	63.6%	33.3%	30.2%	94.1%
4 - 15	941	909	459	207	648	395	252	901
%V	14.9%	15.1%	16.6%	16.7%	14.4%	16.3%	12.2%	16.3%
%H		96.6%	48.8%	22.0%	68.9%	42.0%	26.8%	95.7%
4 - 9	500	483	243	104	347	208	138	479
%V	7.9%	8.0%	8.8%	8.4%	7.7%	8.6%	6.7%	8.7%
%H		96.6%	48.6%	20.8%	69.4%	41.6%	27.6%	95.8%
10 - 15	440	426	216	102	301	187	114	422
%V	7.0%	7.1%	7.8%	8.3%	6.7%	7.7%	5.5%	7.6%
%H		96.8%	49.1%	23.2%	68.4%	42.5%	25.9%	95.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6325	6029	2758	1236	4492	2423	2069	5536
%H		95.3%	43.6%	19.5%	71.0%	38.3%	32.7%	87.5%
Total Adults (16+)	5060	4812	2148	972	3638	1920	1719	4330
%V	80.0%	79.8%	77.9%	78.6%	81.0%	79.2%	83.1%	78.2%
%H		95.1%	42.5%	19.2%	71.9%	37.9%	34.0%	85.6%
16 - 19	306	286	144	75	209	137	72	298
%V	4.8%	4.7%	5.2%	6.1%	4.7%	5.7%	3.5%	5.4%
%H		93.5%	47.1%	24.5%	68.3%	44.8%	23.5%	97.4%
20 - 24	388	351	163	83	251	150	101	372
%V	6.1%	5.8%	5.9%	6.7%	5.6%	6.2%	4.9%	6.7%
%H		90.5%	42.0%	21.4%	64.7%	38.7%	26.0%	95.9%
25 - 34	820	756	369	151	518	290	228	774
%V	13.0%	12.5%	13.4%	12.2%	11.5%	12.0%	11.0%	14.0%
%H		92.2%	45.0%	18.4%	63.2%	35.4%	27.8%	94.4%
35 - 44	796	758	394	157	549	331	218	749
%V	12.6%	12.6%	14.3%	12.7%	12.2%	13.7%	10.5%	13.5%
%H		95.2%	49.5%	19.7%	69.0%	41.6%	27.4%	94.1%
45 - 54	885	865	401	216	630	375	255	833
%V	14.0%	14.3%	14.5%	17.5%	14.0%	15.5%	12.3%	15.0%
%H		97.7%	45.3%	24.4%	71.2%	42.4%	28.8%	94.1%
55 - 64	716	694	301	137	555	289	265	617
%V	11.3%	11.5%	10.9%	11.1%	12.4%	11.9%	12.8%	11.1%
%H		96.9%	42.0%	19.1%	77.5%	40.4%	37.0%	86.2%
65+	1151	1102	377	155	926	348	579	687
%V	18.2%	18.3%	13.7%	12.5%	20.6%	14.4%	28.0%	12.4%
%H		95.7%	32.8%	13.5%	80.5%	30.2%	50.3%	59.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5060	4812	2148	972	3638	1920	1719	4330
%H		95.1%	42.5%	19.2%	71.9%	37.9%	34.0%	85.6%
AB	1284	1239	591	233	920	495	425	1224
%V	25.4%	25.7%	27.5%	24.0%	25.3%	25.8%	24.7%	28.3%
%H		96.5%	46.0%	18.1%	71.7%	38.6%	33.1%	95.3%
C1	1224	1143	525	234	858	472	385	1113
%V	24.2%	23.8%	24.4%	24.1%	23.6%	24.6%	22.4%	25.7%
%H		93.4%	42.9%	19.1%	70.1%	38.6%	31.5%	90.9%
C2	1247	1208	561	267	913	516	397	1079
%V	24.6%	25.1%	26.1%	27.5%	25.1%	26.9%	23.1%	24.9%
%H		96.9%	45.0%	21.4%	73.2%	41.4%	31.8%	86.5%
D	865	817	345	177	613	319	294	674
%V	17.1%	17.0%	16.1%	18.2%	16.8%	16.6%	17.1%	15.6%
%H		94.5%	39.9%	20.5%	70.9%	36.9%	34.0%	77.9%
E	441	405	127	61	335	118	217	240
%V	8.7%	8.4%	5.9%	6.3%	9.2%	6.1%	12.6%	5.5%
%H		91.8%	28.8%	13.8%	76.0%	26.8%	49.2%	54.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5060	4812	2148	972	3638	1920	1719	4330
%H		95.1%	42.5%	19.2%	71.9%	37.9%	34.0%	85.6%
Working full time	2304	2225	1100	498	1607	969	639	2199
%V	45.5%	46.2%	51.2%	51.2%	44.2%	50.5%	37.2%	50.8%
%H		96.6%	47.7%	21.6%	69.7%	42.1%	27.7%	95.4%
Working part time	500	483	227	98	381	219	162	465
%V	9.9%	10.0%	10.6%	10.1%	10.5%	11.4%	9.4%	10.7%
%H		96.6%	45.4%	19.6%	76.2%	43.8%	32.4%	93.0%
Not working	2257	2104	821	377	1650	732	918	1665
%V	44.6%	43.7%	38.2%	38.8%	45.4%	38.1%	53.4%	38.5%
%H		93.2%	36.4%	16.7%	73.1%	32.4%	40.7%	73.8%
Housewife/Houseperson	2655	2512	1023	456	1950	911	1039	2120
%V	52.5%	52.2%	47.6%	46.9%	53.6%	47.4%	60.4%	49.0%
%H		94.6%	38.5%	17.2%	73.4%	34.3%	39.1%	79.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2474	2341	1062	491	1749	945	804	2151
%H		94.6%	42.9%	19.8%	70.7%	38.2%	32.5%	86.9%
16 - 19	161	154	77	44	112	75	37	159
%V	6.5%	6.6%	7.3%	9.0%	6.4%	7.9%	4.6%	7.4%
%H		95.7%	47.8%	27.3%	69.6%	46.6%	23.0%	98.8%
20 - 24	191	174	76	48	120	74	47	186
%V	7.7%	7.4%	7.2%	9.8%	6.9%	7.8%	5.8%	8.6%
%H		91.1%	39.8%	25.1%	62.8%	38.7%	24.6%	97.4%
25 - 34	409	374	181	78	255	142	114	387
%V	16.5%	16.0%	17.0%	15.9%	14.6%	15.0%	14.2%	18.0%
%H		91.4%	44.3%	19.1%	62.3%	34.7%	27.9%	94.6%
35 - 44	390	365	190	70	269	159	110	361
%V	15.8%	15.6%	17.9%	14.3%	15.4%	16.8%	13.7%	16.8%
%H		93.6%	48.7%	17.9%	69.0%	40.8%	28.2%	92.6%
45 - 54	439	429	199	109	307	182	125	411
%V	17.7%	18.3%	18.7%	22.2%	17.6%	19.3%	15.5%	19.1%
%H		97.7%	45.3%	24.8%	69.9%	41.5%	28.5%	93.6%
55 - 64	352	337	143	64	265	131	134	303
%V	14.2%	14.4%	13.5%	13.0%	15.2%	13.9%	16.7%	14.1%
%H		95.7%	40.6%	18.2%	75.3%	37.2%	38.1%	86.1%
65+	531	508	197	78	420	183	238	343
%V	21.5%	21.7%	18.5%	15.9%	24.0%	19.4%	29.6%	15.9%
%H		95.7%	37.1%	14.7%	79.1%	34.5%	44.8%	64.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2474	2341	1062	491	1749	945	804	2151
%H		94.6%	42.9%	19.8%	70.7%	38.2%	32.5%	86.9%
AB	651	625	300	120	468	255	212	624
%V	26.3%	26.7%	28.2%	24.4%	26.8%	27.0%	26.4%	29.0%
%H		96.0%	46.1%	18.4%	71.9%	39.2%	32.6%	95.9%
C1	572	534	250	121	386	222	164	530
%V	23.1%	22.8%	23.5%	24.6%	22.1%	23.5%	20.4%	24.6%
%H		93.4%	43.7%	21.2%	67.5%	38.8%	28.7%	92.7%
C2	664	639	301	136	479	268	211	567
%V	26.8%	27.3%	28.3%	27.7%	27.4%	28.4%	26.2%	26.4%
%H		96.2%	45.3%	20.5%	72.1%	40.4%	31.8%	85.4%
D	414	390	167	89	291	158	133	334
%V	16.7%	16.7%	15.7%	18.1%	16.6%	16.7%	16.5%	15.5%
%H		94.2%	40.3%	21.5%	70.3%	38.2%	32.1%	80.7%
E	173	154	44	25	125	42	84	96
%V	7.0%	6.6%	4.1%	5.1%	7.1%	4.4%	10.4%	4.5%
%H		89.0%	25.4%	14.5%	72.3%	24.3%	48.6%	55.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2474	2341	1062	491	1749	945	804	2151
%H		94.6%	42.9%	19.8%	70.7%	38.2%	32.5%	86.9%
Working full time	1433	1380	685	307	998	599	399	1361
%V	57.9%	58.9%	64.5%	62.5%	57.1%	63.4%	49.6%	63.3%
%H		96.3%	47.8%	21.4%	69.6%	41.8%	27.8%	95.0%
Working part time	100	90	39	20	69	38	32	89
%V	4.0%	3.8%	3.7%	4.1%	3.9%	4.0%	4.0%	4.1%
%H		90.0%	39.0%	20.0%	69.0%	38.0%	32.0%	89.0%
Not working	941	872	338	165	682	309	373	701
%V	38.0%	37.2%	31.8%	33.6%	39.0%	32.7%	46.4%	32.6%
%H		92.7%	35.9%	17.5%	72.5%	32.8%	39.6%	74.5%
Housewife/Houseperson	559	508	176	86	395	150	245	398
%V	22.6%	21.7%	16.6%	17.5%	22.6%	15.9%	30.5%	18.5%
%H		90.9%	31.5%	15.4%	70.7%	26.8%	43.8%	71.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2586	2470	1086	481	1889	974	915	2179
%H		95.5%	42.0%	18.6%	73.0%	37.7%	35.4%	84.3%
16 - 19	145	133	67	31	97	62	35	139
%V	5.6%	5.4%	6.2%	6.4%	5.1%	6.4%	3.8%	6.4%
%H		91.7%	46.2%	21.4%	66.9%	42.8%	24.1%	95.9%
20 - 24	197	177	86	35	130	76	54	186
%V	7.6%	7.2%	7.9%	7.3%	6.9%	7.8%	5.9%	8.5%
%H		89.8%	43.7%	17.8%	66.0%	38.6%	27.4%	94.4%
25 - 34	410	381	189	72	263	149	114	387
%V	15.9%	15.4%	17.4%	15.0%	13.9%	15.3%	12.5%	17.8%
%H		92.9%	46.1%	17.6%	64.1%	36.3%	27.8%	94.4%
35 - 44	405	393	203	87	280	172	108	388
%V	15.7%	15.9%	18.7%	18.1%	14.8%	17.7%	11.8%	17.8%
%H		97.0%	50.1%	21.5%	69.1%	42.5%	26.7%	95.8%
45 - 54	446	436	202	106	323	193	130	421
%V	17.2%	17.7%	18.6%	22.0%	17.1%	19.8%	14.2%	19.3%
%H		97.8%	45.3%	23.8%	72.4%	43.3%	29.1%	94.4%
55 - 64	364	357	158	73	290	158	132	315
%V	14.1%	14.5%	14.5%	15.2%	15.4%	16.2%	14.4%	14.5%
%H		98.1%	43.4%	20.1%	79.7%	43.4%	36.3%	86.5%
65+	620	593	180	77	506	165	341	344
%V	24.0%	24.0%	16.6%	16.0%	26.8%	16.9%	37.3%	15.8%
%H		95.6%	29.0%	12.4%	81.6%	26.6%	55.0%	55.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2586	2470	1086	481	1889	974	915	2179
%H		95.5%	42.0%	18.6%	73.0%	37.7%	35.4%	84.3%
AB	632	613	290	113	452	240	212	600
%V	24.4%	24.8%	26.7%	23.5%	23.9%	24.6%	23.2%	27.5%
%H		97.0%	45.9%	17.9%	71.5%	38.0%	33.5%	94.9%
C1	652	610	276	113	471	250	221	583
%V	25.2%	24.7%	25.4%	23.5%	24.9%	25.7%	24.2%	26.8%
%H		93.6%	42.3%	17.3%	72.2%	38.3%	33.9%	89.4%
C2	583	569	260	131	434	248	186	512
%V	22.5%	23.0%	23.9%	27.2%	23.0%	25.5%	20.3%	23.5%
%H		97.6%	44.6%	22.5%	74.4%	42.5%	31.9%	87.8%
D	451	427	177	88	322	160	162	340
%V	17.4%	17.3%	16.3%	18.3%	17.0%	16.4%	17.7%	15.6%
%H		94.7%	39.2%	19.5%	71.4%	35.5%	35.9%	75.4%
E	268	251	83	36	209	76	134	144
%V	10.4%	10.2%	7.6%	7.5%	11.1%	7.8%	14.6%	6.6%
%H		93.7%	31.0%	13.4%	78.0%	28.4%	50.0%	53.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2586	2470	1086	481	1889	974	915	2179
%H		95.5%	42.0%	18.6%	73.0%	37.7%	35.4%	84.3%
Working full time	871	845	415	191	609	370	239	838
%V	33.7%	34.2%	38.2%	39.7%	32.2%	38.0%	26.1%	38.5%
%H		97.0%	47.6%	21.9%	69.9%	42.5%	27.4%	96.2%
Working part time	400	393	188	77	312	182	130	376
%V	15.5%	15.9%	17.3%	16.0%	16.5%	18.7%	14.2%	17.3%
%H		98.3%	47.0%	19.3%	78.0%	45.5%	32.5%	94.0%
Not working	1315	1232	483	212	968	423	545	965
%V	50.9%	49.9%	44.5%	44.1%	51.2%	43.4%	59.6%	44.3%
%H		93.7%	36.7%	16.1%	73.6%	32.2%	41.4%	73.4%
Housewife/Houseperson	2096	2004	847	370	1556	761	794	1723
%V	81.1%	81.1%	78.0%	76.9%	82.4%	78.1%	86.8%	79.1%
%H		95.6%	40.4%	17.7%	74.2%	36.3%	37.9%	82.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
AB	230	222	92	44	169	82	87	215
%V	23.9%	24.5%	26.9%	22.0%	25.3%	26.5%	24.3%	28.4%
%H (All HH)		96.5%	40.0%	19.1%	73.5%	35.7%	37.8%	93.5%
%H (TV HH)			41.4%	19.8%	76.1%	36.9%	39.2%	
C1	238	217	83	55	161	83	78	210
%V	24.8%	23.9%	24.3%	27.5%	24.1%	26.8%	21.8%	27.7%
%H (All HH)		91.2%	34.9%	23.1%	67.6%	34.9%	32.8%	88.2%
%H (TV HH)			38.2%	25.3%	74.2%	38.2%	35.9%	
C2	203	196	77	45	142	71	71	155
%V	21.1%	21.6%	22.5%	22.5%	21.3%	22.9%	19.8%	20.4%
%H (All HH)		96.6%	37.9%	22.2%	70.0%	35.0%	35.0%	76.4%
%H (TV HH)			39.3%	23.0%	72.4%	36.2%	36.2%	
D	173	161	58	39	112	52	61	127
%V	18.0%	17.8%	17.0%	19.5%	16.8%	16.8%	17.0%	16.8%
%H (All HH)		93.1%	33.5%	22.5%	64.7%	30.1%	35.3%	73.4%
%H (TV HH)			36.0%	24.2%	69.6%	32.3%	37.9%	
E	118	111	30	17	83	21	62	51
%V	12.3%	12.2%	8.8%	8.5%	12.4%	6.8%	17.3%	6.7%
%H (All HH)		94.1%	25.4%	14.4%	70.3%	17.8%	52.5%	43.2%
%H (TV HH)			27.0%	15.3%	74.8%	18.9%	55.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Under 25	55	43	10	11	29	11	18	49
%V	5.7%	4.7%	2.9%	5.5%	4.3%	3.5%	5.0%	6.5%
%H (All HH)		78.2%	18.2%	20.0%	52.7%	20.0%	32.7%	89.1%
%H (TV HH)			23.3%	25.6%	67.4%	25.6%	41.9%	
25 - 34	157	139	58	39	83	45	38	146
%V	16.3%	15.3%	17.0%	19.5%	12.4%	14.5%	10.6%	19.3%
%H (All HH)		88.5%	36.9%	24.8%	52.9%	28.7%	24.2%	93.0%
%H (TV HH)			41.7%	28.1%	59.7%	32.4%	27.3%	
35 - 44	152	140	66	37	96	59	37	140
%V	15.8%	15.4%	19.3%	18.5%	14.4%	19.0%	10.3%	18.5%
%H (All HH)		92.1%	43.4%	24.3%	63.2%	38.8%	24.3%	92.1%
%H (TV HH)			47.1%	26.4%	68.6%	42.1%	26.4%	
45 - 54	190	186	79	49	128	72	57	173
%V	19.8%	20.5%	23.1%	24.5%	19.2%	23.2%	15.9%	22.8%
%H (All HH)		97.9%	41.6%	25.8%	67.4%	37.9%	30.0%	91.1%
%H (TV HH)			42.5%	26.3%	68.8%	38.7%	30.6%	
55 - 64	152	149	62	29	119	60	60	127
%V	15.8%	16.4%	18.1%	14.5%	17.8%	19.4%	16.8%	16.8%
%H (All HH)		98.0%	40.8%	19.1%	78.3%	39.5%	39.5%	83.6%
%H (TV HH)			41.6%	19.5%	79.9%	40.3%	40.3%	
65 +	255	250	68	36	212	64	149	123
%V	26.5%	27.6%	19.9%	18.0%	31.8%	20.6%	41.6%	16.2%
%H (All HH)		98.0%	26.7%	14.1%	83.1%	25.1%	58.4%	48.2%
%H (TV HH)			27.2%	14.4%	84.8%	25.6%	59.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
1	291	267	72	37	208	53	155	158
%V	30.3%	29.4%	21.1%	18.5%	31.2%	17.1%	43.3%	20.8%
%H (All HH)		91.8%	24.7%	12.7%	71.5%	18.2%	53.3%	54.3%
%H (TV HH)			27.0%	13.9%	77.9%	19.9%	58.1%	
2	328	315	124	72	239	123	116	278
%V	34.1%	34.7%	36.3%	36.0%	35.8%	39.7%	32.4%	36.7%
%H (All HH)		96.0%	37.8%	22.0%	72.9%	37.5%	35.4%	84.8%
%H (TV HH)			39.4%	22.9%	75.9%	39.0%	36.8%	
3	141	135	53	43	91	51	40	130
%V	14.7%	14.9%	15.5%	21.5%	13.6%	16.5%	11.2%	17.2%
%H (All HH)		95.7%	37.6%	30.5%	64.5%	36.2%	28.4%	92.2%
%H (TV HH)			39.3%	31.9%	67.4%	37.8%	29.6%	
4	133	125	63	30	85	54	31	129
%V	13.8%	13.8%	18.4%	15.0%	12.7%	17.4%	8.7%	17.0%
%H (All HH)		94.0%	47.4%	22.6%	63.9%	40.6%	23.3%	97.0%
%H (TV HH)			50.4%	24.0%	68.0%	43.2%	24.8%	
5+	68	64	30	19	43	28	16	64
%V	7.1%	7.1%	8.8%	9.5%	6.4%	9.0%	4.5%	8.4%
%H (All HH)		94.1%	44.1%	27.9%	63.2%	41.2%	23.5%	94.1%
%H (TV HH)			46.9%	29.7%	67.2%	43.8%	25.0%	
Average HH size	2.37	2.38	2.62	2.66	2.31	2.66	2.00	2.59

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Without	713	670	237	130	514	216	298	525
%V	74.2%	73.9%	69.3%	65.0%	77.1%	69.7%	83.2%	69.3%
%H (All HH)		94.0%	33.2%	18.2%	72.1%	30.3%	41.8%	73.6%
%H (TV HH)			35.4%	19.4%	76.7%	32.2%	44.5%	
With	248	237	104	70	153	93	60	233
%V	25.8%	26.1%	30.4%	35.0%	22.9%	30.0%	16.8%	30.7%
%H (All HH)		95.6%	41.9%	28.2%	61.7%	37.5%	24.2%	94.0%
%H (TV HH)			43.9%	29.5%	64.6%	39.2%	25.3%	
0 - 3	92	87	40	23	55	32	22	85
%V	9.6%	9.6%	11.7%	11.5%	8.2%	10.3%	6.1%	11.2%
%H (All HH)		94.6%	43.5%	25.0%	59.8%	34.8%	23.9%	92.4%
%H (TV HH)			46.0%	26.4%	63.2%	36.8%	25.3%	
4 - 9	127	121	57	36	76	47	29	119
%V	13.2%	13.3%	16.7%	18.0%	11.4%	15.2%	8.1%	15.7%
%H (All HH)		95.3%	44.9%	28.3%	59.8%	37.0%	22.8%	93.7%
%H (TV HH)			47.1%	29.8%	62.8%	38.8%	24.0%	
10 - 15	118	114	47	38	75	48	28	111
%V	12.3%	12.6%	13.7%	19.0%	11.2%	15.5%	7.8%	14.6%
%H (All HH)		96.6%	39.8%	32.2%	63.6%	40.7%	23.7%	94.1%
%H (TV HH)			41.2%	33.3%	65.8%	42.1%	24.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
1	396	396	120	79	257	72	185	280
%V	41.2%	43.7%	35.1%	39.5%	38.5%	23.2%	51.7%	36.9%
%H (All HH)		100.0%	30.3%	19.9%	64.9%	18.2%	46.7%	70.7%
%H (TV HH)			30.3%	19.9%	64.9%	18.2%	46.7%	
2	307	307	125	66	239	121	118	249
%V	31.9%	33.8%	36.5%	33.0%	35.8%	39.0%	33.0%	32.8%
%H (All HH)		100.0%	40.7%	21.5%	77.9%	39.4%	38.4%	81.1%
%H (TV HH)			40.7%	21.5%	77.9%	39.4%	38.4%	
3	124	124	55	35	101	65	36	115
%V	12.9%	13.7%	16.1%	17.5%	15.1%	21.0%	10.1%	15.2%
%H (All HH)		100.0%	44.4%	28.2%	81.5%	52.4%	29.0%	92.7%
%H (TV HH)			44.4%	28.2%	81.5%	52.4%	29.0%	
4	51	51	25	12	44	30	14	50
%V	5.3%	5.6%	7.3%	6.0%	6.6%	9.7%	3.9%	6.6%
%H (All HH)		100.0%	49.0%	23.5%	86.3%	58.8%	27.5%	98.0%
%H (TV HH)			49.0%	23.5%	86.3%	58.8%	27.5%	
5+	29	29	17	8	26	21	5	29
%V	3.0%	3.2%	5.0%	4.0%	3.9%	6.8%	1.4%	3.8%
%H (All HH)		100.0%	58.6%	27.6%	89.7%	72.4%	17.2%	100.0%
%H (TV HH)			58.6%	27.6%	89.7%	72.4%	17.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	961	907	342	200	667	310	358	758
%V (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Under 20"	148	148	55	30	123	61	62	116
%V	15.4%	16.3%	16.1%	15.0%	18.4%	19.7%	17.3%	15.3%
%H (All HH)		100.0%	37.2%	20.3%	83.1%	41.2%	41.9%	78.4%
%H (TV HH)			37.2%	20.3%	83.1%	41.2%	41.9%	
20" - 29"	302	302	115	61	243	120	123	245
%V	31.4%	33.3%	33.6%	30.5%	36.4%	38.7%	34.4%	32.3%
%H (All HH)		100.0%	38.1%	20.2%	80.5%	39.7%	40.7%	81.1%
%H (TV HH)			38.1%	20.2%	80.5%	39.7%	40.7%	
30" - 39"	490	490	183	111	379	181	198	390
%V	51.0%	54.0%	53.5%	55.5%	56.8%	58.4%	55.3%	51.5%
%H (All HH)		100.0%	37.3%	22.7%	77.3%	36.9%	40.4%	79.6%
%H (TV HH)			37.3%	22.7%	77.3%	36.9%	40.4%	
40" and over	443	443	205	117	313	190	123	393
%V	46.1%	48.8%	59.9%	58.5%	46.9%	61.3%	34.4%	51.8%
%H (All HH)		100.0%	46.3%	26.4%	70.7%	42.9%	27.8%	88.7%
%H (TV HH)			46.3%	26.4%	70.7%	42.9%	27.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Main living room	889	889	338	196	657	308	349	705
%V	92.5%	98.0%	98.8%	98.0%	98.5%	99.4%	97.5%	93.0%
%H (All HH)		100.0%	38.0%	22.0%	73.9%	34.6%	39.3%	79.3%
%H (TV HH)			38.0%	22.0%	73.9%	34.6%	39.3%	
Kitchen	101	101	45	21	90	54	36	90
%V	10.5%	11.1%	13.2%	10.5%	13.5%	17.4%	10.1%	11.9%
%H (All HH)		100.0%	44.6%	20.8%	89.1%	53.5%	35.6%	89.1%
%H (TV HH)			44.6%	20.8%	89.1%	53.5%	35.6%	
Adult's bedroom	360	360	156	91	289	173	116	312
%V	37.5%	39.7%	45.6%	45.5%	43.3%	55.8%	32.4%	41.2%
%H (All HH)		100.0%	43.3%	25.3%	80.3%	48.1%	32.2%	86.7%
%H (TV HH)			43.3%	25.3%	80.3%	48.1%	32.2%	
Child's bedroom	78	78	37	22	58	39	19	75
%V	8.1%	8.6%	10.8%	11.0%	8.7%	12.6%	5.3%	9.9%
%H (All HH)		100.0%	47.4%	28.2%	74.4%	50.0%	24.4%	96.2%
%H (TV HH)			47.4%	28.2%	74.4%	50.0%	24.4%	
Other bedroom	64	64	31	17	53	36	17	62
%V	6.7%	7.1%	9.1%	8.5%	7.9%	11.6%	4.7%	8.2%
%H (All HH)		100.0%	48.4%	26.6%	82.8%	56.3%	26.6%	96.9%
%H (TV HH)			48.4%	26.6%	82.8%	56.3%	26.6%	
Second living/dining room	98	98	47	19	82	49	33	84
%V	10.2%	10.8%	13.7%	9.5%	12.3%	15.8%	9.2%	11.1%
%H (All HH)		100.0%	48.0%	19.4%	83.7%	50.0%	33.7%	85.7%
%H (TV HH)			48.0%	19.4%	83.7%	50.0%	33.7%	
Study/office	14	14	5	4	11	5	5	13
%V	1.5%	1.5%	1.5%	2.0%	1.6%	1.6%	1.4%	1.7%
%H (All HH)		100.0%	35.7%	28.6%	78.6%	35.7%	35.7%	92.9%
%H (TV HH)			35.7%	28.6%	78.6%	35.7%	35.7%	
TV room	10	10	6	3	7	5	2	10
%V	1.0%	1.1%	1.8%	1.5%	1.0%	1.6%	0.6%	1.3%
%H (All HH)		100.0%	60.0%	30.0%	70.0%	50.0%	20.0%	100.0%
%H (TV HH)			60.0%	30.0%	70.0%	50.0%	20.0%	
Conservatory	15	15	9	4	12	9	4	14
%V	1.6%	1.7%	2.6%	2.0%	1.8%	2.9%	1.1%	1.8%
%H (All HH)		100.0%	60.0%	26.7%	80.0%	60.0%	26.7%	93.3%
%H (TV HH)			60.0%	26.7%	80.0%	60.0%	26.7%	
Attic or loft room	3	3	1	1	3	2	1	3
%V	0.3%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
No specific location	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	11	11	5	2	9	5	3	10
%V	1.1%	1.2%	1.5%	1.0%	1.3%	1.6%	0.8%	1.3%
%H (All HH)		100.0%	45.5%	18.2%	81.8%	45.5%	27.3%	90.9%
%H (TV HH)			45.5%	18.2%	81.8%	45.5%	27.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

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	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Any DSAT provider	342	342	342	8	208	208	0	300
%V	35.6%	37.7%	100.0%	4.0%	31.2%	67.1%	0.0%	39.6%
%H (All HH)			100.0%	2.3%	60.8%	60.8%	0.0%	87.7%
%H (TV HH)			100.0%	2.3%	60.8%	60.8%	0.0%	
Sky with subscription	278	278	278	2	168	168	0	248
%V	28.9%	30.7%	81.3%	1.0%	25.2%	54.2%	0.0%	32.7%
%H (All HH)			100.0%	0.7%	60.4%	60.4%	0.0%	89.2%
%H (TV HH)			100.0%	0.7%	60.4%	60.4%	0.0%	
Sky without subscription	20	20	20	3	13	13	0	17
%V	2.1%	2.2%	5.8%	1.5%	1.9%	4.2%	0.0%	2.2%
%H (All HH)			100.0%	15.0%	65.0%	65.0%	0.0%	85.0%
%H (TV HH)			100.0%	15.0%	65.0%	65.0%	0.0%	
Freesat	41	41	41	2	24	24	0	35
%V	4.3%	4.5%	12.0%	1.0%	3.6%	7.7%	0.0%	4.6%
%H (All HH)			100.0%	4.9%	58.5%	58.5%	0.0%	85.4%
%H (TV HH)			100.0%	4.9%	58.5%	58.5%	0.0%	
Other satellite provider	11	11	11	1	7	7	0	9
%V	1.1%	1.2%	3.2%	0.5%	1.0%	2.3%	0.0%	1.2%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
DCAB	200	200	8	200	107	107	0	185
%V	20.8%	22.1%	2.3%	100.0%	16.0%	34.5%	0.0%	24.4%
%H (All HH)			4.0%	100.0%	53.5%	53.5%	0.0%	92.5%
%H (TV HH)			4.0%	100.0%	53.5%	53.5%	0.0%	
DTT	667	667	208	107	667	310	358	511
%V	69.4%	73.5%	60.8%	53.5%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	31.2%	16.0%	100.0%	46.5%	53.7%	76.6%
%H (TV HH)			31.2%	16.0%	100.0%	46.5%	53.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
PVR	575	575	284	169	399	270	129	515
%V	59.8%	63.4%	83.0%	84.5%	59.8%	87.1%	36.0%	67.9%
%H (All HH)		100.0%	49.4%	29.4%	69.4%	47.0%	22.4%	89.6%
%H (TV HH)			49.4%	29.4%	69.4%	47.0%	22.4%	
DVDR	28	28	8	5	24	9	15	22
%V	2.9%	3.1%	2.3%	2.5%	3.6%	2.9%	4.2%	2.9%
%H (All HH)		100.0%	28.6%	17.9%	85.7%	32.1%	53.6%	78.6%
%H (TV HH)			28.6%	17.9%	85.7%	32.1%	53.6%	
VCR	8	8	2	1	7	2	5	4
%V	0.8%	0.9%	0.6%	0.5%	1.0%	0.6%	1.4%	0.5%
%H (All HH)		100.0%	25.0%	12.5%	87.5%	25.0%	62.5%	50.0%
%H (TV HH)			25.0%	12.5%	87.5%	25.0%	62.5%	
Any recorder	592	592	286	170	416	272	144	525
%V	61.6%	65.3%	83.6%	85.0%	62.4%	87.7%	40.2%	69.3%
%H (All HH)		100.0%	48.3%	28.7%	70.3%	45.9%	24.3%	88.7%
%H (TV HH)			48.3%	28.7%	70.3%	45.9%	24.3%	
Receives HDTV (via STB or built-in reception)	554	554	248	156	396	238	158	498
%V	57.6%	61.1%	72.5%	78.0%	59.4%	76.8%	44.1%	65.7%
%H (All HH)		100.0%	44.8%	28.2%	71.5%	43.0%	28.5%	89.9%
%H (TV HH)			44.8%	28.2%	71.5%	43.0%	28.5%	
DVD/Blu-ray player or recorder	668	668	267	158	499	253	247	556
%V	69.5%	73.6%	78.1%	79.0%	74.8%	81.6%	69.0%	73.4%
%H (All HH)		100.0%	40.0%	23.7%	74.7%	37.9%	37.0%	83.2%
%H (TV HH)			40.0%	23.7%	74.7%	37.9%	37.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	961	907	342	200	667	310	358	758
%H (All HH)		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%
%H (TV HH)			37.7%	22.1%	73.5%	34.2%	39.5%	
Has broadband internet	758	722	300	185	511	280	231	758
%V	78.9%	79.6%	87.7%	92.5%	76.6%	90.3%	64.5%	100.0%
%H (All HH)		95.3%	39.6%	24.4%	67.4%	36.9%	30.5%	100.0%
%H (TV HH)			41.6%	25.6%	70.8%	38.8%	32.0%	
Number of computers (PCs and laptops)								
0	206	191	45	18	159	33	127	21
%V	21.4%	21.1%	13.2%	9.0%	23.8%	10.6%	35.5%	2.8%
%H (All HH)		92.7%	21.8%	8.7%	77.2%	16.0%	61.7%	10.2%
%H (TV HH)			23.6%	9.4%	83.2%	17.3%	66.5%	
1	273	253	86	58	171	70	101	258
%V	28.4%	27.9%	25.1%	29.0%	25.6%	22.6%	28.2%	34.0%
%H (All HH)		92.7%	31.5%	21.2%	62.6%	25.6%	37.0%	94.5%
%H (TV HH)			34.0%	22.9%	67.6%	27.7%	39.9%	
2	209	200	86	53	143	82	61	207
%V	21.7%	22.1%	25.1%	26.5%	21.4%	26.5%	17.0%	27.3%
%H (All HH)		95.7%	41.1%	25.4%	68.4%	39.2%	29.2%	99.0%
%H (TV HH)			43.0%	26.5%	71.5%	41.0%	30.5%	
3	121	118	53	32	84	51	33	120
%V	12.6%	13.0%	15.5%	16.0%	12.6%	16.5%	9.2%	15.8%
%H (All HH)		97.5%	43.8%	26.4%	69.4%	42.1%	27.3%	99.2%
%H (TV HH)			44.9%	27.1%	71.2%	43.2%	28.0%	
4	73	70	33	18	53	35	18	73
%V	7.6%	7.7%	9.6%	9.0%	7.9%	11.3%	5.0%	9.6%
%H (All HH)		95.9%	45.2%	24.7%	72.6%	47.9%	24.7%	100.0%
%H (TV HH)			47.1%	25.7%	75.7%	50.0%	25.7%	
5+	78	75	39	20	56	38	18	78
%V	8.1%	8.3%	11.4%	10.0%	8.4%	12.3%	5.0%	10.3%
%H (All HH)		96.2%	50.0%	25.6%	71.8%	48.7%	23.1%	100.0%
%H (TV HH)			52.0%	26.7%	74.7%	50.7%	24.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	725	408	1355	743	612	1475
%H		41.6%	23.4%	77.8%	42.7%	35.1%	84.7%
Under 20"	183	70	38	154	80	74	148
%V	10.5%	9.7%	9.3%	11.4%	10.8%	12.1%	10.0%
%H		38.3%	20.8%	84.2%	43.7%	40.4%	80.9%
20" - 29"	389	152	81	319	166	153	324
%V	22.3%	21.0%	19.9%	23.5%	22.3%	25.0%	22.0%
%H		39.1%	20.8%	82.0%	42.7%	39.3%	83.3%
30" - 39"	592	229	138	463	235	229	484
%V	34.0%	31.6%	33.8%	34.2%	31.6%	37.4%	32.8%
%H		38.7%	23.3%	78.2%	39.7%	38.7%	81.8%
40" and over	539	260	142	385	244	141	485
%V	30.9%	35.9%	34.8%	28.4%	32.8%	23.0%	32.9%
%H		48.2%	26.3%	71.4%	45.3%	26.2%	90.0%
Don't know	39	15	9	34	18	16	33
%V	2.2%	2.1%	2.2%	2.5%	2.4%	2.6%	2.2%
%H		38.5%	23.1%	87.2%	46.2%	41.0%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	725	408	1355	743	612	1475
%H		41.6%	23.4%	77.8%	42.7%	35.1%	84.7%
Main living room	892	340	196	659	309	350	708
%V	51.2%	46.9%	48.0%	48.6%	41.6%	57.2%	48.0%
%H		38.1%	22.0%	73.9%	34.6%	39.2%	79.4%
Kitchen	102	45	21	90	54	36	90
%V	5.9%	6.2%	5.1%	6.6%	7.3%	5.9%	6.1%
%H		44.1%	20.6%	88.2%	52.9%	35.3%	88.2%
Adult's bedroom	418	179	109	338	205	133	367
%V	24.0%	24.7%	26.7%	24.9%	27.6%	21.7%	24.9%
%H		42.8%	26.1%	80.9%	49.0%	31.8%	87.8%
Child's bedroom	98	47	28	75	51	24	96
%V	5.6%	6.5%	6.9%	5.5%	6.9%	3.9%	6.5%
%H		48.0%	28.6%	76.5%	52.0%	24.5%	98.0%
Other bedroom	77	38	20	65	45	20	74
%V	4.4%	5.2%	4.9%	4.8%	6.1%	3.3%	5.0%
%H		49.4%	26.0%	84.4%	58.4%	26.0%	96.1%
Second living/dining room	100	48	20	84	51	33	86
%V	5.7%	6.6%	4.9%	6.2%	6.9%	5.4%	5.8%
%H		48.0%	20.0%	84.0%	51.0%	33.0%	86.0%
Study/office	14	5	4	11	5	6	13
%V	0.8%	0.7%	1.0%	0.8%	0.7%	1.0%	0.9%
%H		35.7%	28.6%	78.6%	35.7%	42.9%	92.9%
TV room	10	6	3	7	5	2	10
%V	0.6%	0.8%	0.7%	0.5%	0.7%	0.3%	0.7%
%H		60.0%	30.0%	70.0%	50.0%	20.0%	100.0%
Conservatory	15	9	4	12	9	4	14
%V	0.9%	1.2%	1.0%	0.9%	1.2%	0.7%	0.9%
%H		60.0%	26.7%	80.0%	60.0%	26.7%	93.3%
Attic or loft room	3	1	1	3	2	1	3
%V	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%	0.2%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	1	0	0	0	0	0	1
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	12	6	2	10	6	3	11
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		50.0%	16.7%	83.3%	50.0%	25.0%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	725	408	1355	743	612	1475
%H		41.6%	23.4%	77.8%	42.7%	35.1%	84.7%
PVR	750	395	226	507	366	141	685
%V	43.1%	54.5%	55.4%	37.4%	49.3%	23.0%	46.4%
%H		52.7%	30.1%	67.6%	48.8%	18.8%	91.3%
DVDR	30	8	6	25	10	15	24
%V	1.7%	1.1%	1.5%	1.8%	1.3%	2.5%	1.6%
%H		26.7%	20.0%	83.3%	33.3%	50.0%	80.0%
VCR	9	2	2	7	2	6	5
%V	0.5%	0.3%	0.5%	0.5%	0.3%	1.0%	0.3%
%H		22.2%	22.2%	77.8%	22.2%	66.7%	55.6%
Any recorder	775	399	230	530	373	158	702
%V	44.5%	55.0%	56.4%	39.1%	50.2%	25.8%	47.6%
%H		51.5%	29.7%	68.4%	48.1%	20.4%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	725	408	1355	743	612	1475
%H		41.6%	23.4%	77.8%	42.7%	35.1%	84.7%
Receives HDTV (via STB or built-in reception)	804	378	229	587	376	211	736
%V	46.2%	52.1%	56.1%	43.3%	50.6%	34.5%	49.9%
%H		47.0%	28.5%	73.0%	46.8%	26.2%	91.5%
DVD/Blu-ray player or recorder	934	388	227	725	397	328	807
%V	53.6%	53.5%	55.6%	53.5%	53.4%	53.6%	54.7%
%H		41.5%	24.3%	77.6%	42.5%	35.1%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	342	200	667	310	357	719
%H		37.8%	22.1%	73.7%	34.3%	39.4%	79.4%
Under 20"	15	4	1	11	2	9	11
%V	1.7%	1.2%	0.5%	1.6%	0.6%	2.5%	1.5%
%H		26.7%	6.7%	73.3%	13.3%	60.0%	73.3%
20" - 29"	94	24	12	74	18	56	59
%V	10.4%	7.0%	6.0%	11.1%	5.8%	15.7%	8.2%
%H		25.5%	12.8%	78.7%	19.1%	59.6%	62.8%
30" - 39"	352	114	70	271	104	167	258
%V	38.9%	33.3%	35.0%	40.6%	33.5%	46.8%	35.9%
%H		32.4%	19.9%	77.0%	29.5%	47.4%	73.3%
40" and over	429	198	114	301	182	118	379
%V	47.4%	57.9%	57.0%	45.1%	58.7%	33.1%	52.7%
%H		46.2%	26.6%	70.2%	42.4%	27.5%	88.3%
Don't know	14	4	3	11	4	7	11
%V	1.5%	1.2%	1.5%	1.6%	1.3%	2.0%	1.5%
%H		28.6%	21.4%	78.6%	28.6%	50.0%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	342	200	667	310	357	719
%H		37.8%	22.1%	73.7%	34.3%	39.4%	79.4%
PVR	562	282	167	387	267	120	504
%V	62.1%	82.5%	83.5%	58.0%	86.1%	33.6%	70.1%
%H		50.2%	29.7%	68.9%	47.5%	21.4%	89.7%
DVDR	21	5	3	18	5	13	16
%V	2.3%	1.5%	1.5%	2.7%	1.6%	3.6%	2.2%
%H		23.8%	14.3%	85.7%	23.8%	61.9%	76.2%
VCR	5	1	0	4	0	4	2
%V	0.6%	0.3%	0.0%	0.6%	0.0%	1.1%	0.3%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	40.0%
Any recorder	578	283	168	403	268	134	514
%V	63.9%	82.7%	84.0%	60.4%	86.5%	37.5%	71.5%
%H		49.0%	29.1%	69.7%	46.4%	23.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	342	200	667	310	357	719
%H		37.8%	22.1%	73.7%	34.3%	39.4%	79.4%
Receives HDTV (via STB or built-in reception)	540	243	154	384	233	151	486
%V	59.7%	71.1%	77.0%	57.6%	75.2%	42.3%	67.6%
%H		45.0%	28.5%	71.1%	43.1%	28.0%	90.0%
DVD/Blu-ray player or recorder	605	238	141	448	218	230	500
%V	66.9%	69.6%	70.5%	67.2%	70.3%	64.4%	69.5%
%H		39.3%	23.3%	74.0%	36.0%	38.0%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	837	383	208	688	433	255	755
%H		45.8%	24.9%	82.2%	51.7%	30.5%	90.2%
Under 20"	167	66	37	144	78	66	136
%V	20.0%	17.2%	17.8%	20.9%	18.0%	25.9%	18.0%
%H		39.5%	22.2%	86.2%	46.7%	39.5%	81.4%
20" - 29"	294	128	69	245	148	97	265
%V	35.1%	33.4%	33.2%	35.6%	34.2%	38.0%	35.1%
%H		43.5%	23.5%	83.3%	50.3%	33.0%	90.1%
30" - 39"	241	115	68	192	131	61	226
%V	28.8%	30.0%	32.7%	27.9%	30.3%	23.9%	29.9%
%H		47.7%	28.2%	79.7%	54.4%	25.3%	93.8%
40" and over	110	62	28	84	62	23	106
%V	13.1%	16.2%	13.5%	12.2%	14.3%	9.0%	14.0%
%H		56.4%	25.5%	76.4%	56.4%	20.9%	96.4%
Don't know	25	11	6	23	14	9	22
%V	3.0%	2.9%	2.9%	3.3%	3.2%	3.5%	2.9%
%H		44.0%	24.0%	92.0%	56.0%	36.0%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	837	383	208	688	433	255	755
%H		45.8%	24.9%	82.2%	51.7%	30.5%	90.2%
PVR	188	113	59	120	99	20	181
%V	22.5%	29.5%	28.4%	17.4%	22.9%	7.8%	24.0%
%H		60.1%	31.4%	63.8%	52.7%	10.6%	96.3%
DVDR	9	4	3	7	5	2	8
%V	1.1%	1.0%	1.4%	1.0%	1.2%	0.8%	1.1%
%H		44.4%	33.3%	77.8%	55.6%	22.2%	88.9%
VCR	4	1	1	4	2	2	3
%V	0.5%	0.3%	0.5%	0.6%	0.5%	0.8%	0.4%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	197	116	62	127	104	23	188
%V	23.5%	30.3%	29.8%	18.5%	24.0%	9.0%	24.9%
%H		58.9%	31.5%	64.5%	52.8%	11.7%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	837	383	208	688	433	255	755
%H		45.8%	24.9%	82.2%	51.7%	30.5%	90.2%
Receives HDTV (via STB or built-in reception)	264	134	75	203	143	60	250
%V	31.5%	35.0%	36.1%	29.5%	33.0%	23.5%	33.1%
%H		50.8%	28.4%	76.9%	54.2%	22.7%	94.7%
DVD/Blu-ray player or recorder	329	150	86	277	179	98	307
%V	39.3%	39.2%	41.3%	40.3%	41.3%	38.4%	40.7%
%H		45.6%	26.1%	84.2%	54.4%	29.8%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2275	2154	895	533	1538	823	715	1966
%H		94.7%	39.3%	23.4%	67.6%	36.2%	31.4%	86.4%
Total Children	432	411	185	118	266	163	103	401
%V	19.0%	19.1%	20.7%	22.1%	17.3%	19.8%	14.4%	20.4%
%H		95.1%	42.8%	27.3%	61.6%	37.7%	23.8%	92.8%
0 - 3	107	100	46	26	64	37	27	98
%V	4.7%	4.6%	5.1%	4.9%	4.2%	4.5%	3.8%	5.0%
%H		93.5%	43.0%	24.3%	59.8%	34.6%	25.2%	91.6%
4 - 15	325	311	140	92	202	126	76	302
%V	14.3%	14.4%	15.6%	17.3%	13.1%	15.3%	10.6%	15.4%
%H		95.7%	43.1%	28.3%	62.2%	38.8%	23.4%	92.9%
4 - 9	168	159	76	44	100	61	39	157
%V	7.4%	7.4%	8.5%	8.3%	6.5%	7.4%	5.5%	8.0%
%H		94.6%	45.2%	26.2%	59.5%	36.3%	23.2%	93.5%
10 - 15	157	152	64	48	102	65	37	145
%V	6.9%	7.1%	7.2%	9.0%	6.6%	7.9%	5.2%	7.4%
%H		96.8%	40.8%	30.6%	65.0%	41.4%	23.6%	92.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2275	2154	895	533	1538	823	715	1966
%H		94.7%	39.3%	23.4%	67.6%	36.2%	31.4%	86.4%
Total Adults (16+)	1843	1743	709	415	1272	660	612	1565
%V	81.0%	80.9%	79.2%	77.9%	82.7%	80.2%	85.6%	79.6%
%H		94.6%	38.5%	22.5%	69.0%	35.8%	33.2%	84.9%
16 - 19	114	104	46	26	74	43	31	106
%V	5.0%	4.8%	5.1%	4.9%	4.8%	5.2%	4.3%	5.4%
%H		91.2%	40.4%	22.8%	64.9%	37.7%	27.2%	93.0%
20 - 24	163	140	43	40	103	50	53	155
%V	7.2%	6.5%	4.8%	7.5%	6.7%	6.1%	7.4%	7.9%
%H		85.9%	26.4%	24.5%	63.2%	30.7%	32.5%	95.1%
25 - 34	310	281	122	78	175	101	74	294
%V	13.6%	13.0%	13.6%	14.6%	11.4%	12.3%	10.3%	15.0%
%H		90.6%	39.4%	25.2%	56.5%	32.6%	23.9%	94.8%
35 - 44	273	256	122	72	173	110	63	256
%V	12.0%	11.9%	13.6%	13.5%	11.2%	13.4%	8.8%	13.0%
%H		93.8%	44.7%	26.4%	63.4%	40.3%	23.1%	93.8%
45 - 54	329	322	140	87	222	130	91	303
%V	14.5%	14.9%	15.6%	16.3%	14.4%	15.8%	12.7%	15.4%
%H		97.9%	42.6%	26.4%	67.5%	39.5%	27.7%	92.1%
55 - 64	264	258	116	53	204	113	91	229
%V	11.6%	12.0%	13.0%	9.9%	13.3%	13.7%	12.7%	11.6%
%H		97.7%	43.9%	20.1%	77.3%	42.8%	34.5%	86.7%
65+	390	384	121	59	323	114	209	221
%V	17.1%	17.8%	13.5%	11.1%	21.0%	13.9%	29.2%	11.2%
%H		98.5%	31.0%	15.1%	82.8%	29.2%	53.6%	56.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1843	1743	709	415	1272	660	612	1565
%H		94.6%	38.5%	22.5%	69.0%	35.8%	33.2%	84.9%
AB	459	445	195	94	338	178	160	438
%V	24.9%	25.5%	27.5%	22.7%	26.6%	27.0%	26.1%	28.0%
%H		96.9%	42.5%	20.5%	73.6%	38.8%	34.9%	95.4%
C1	476	434	178	118	325	184	141	441
%V	25.8%	24.9%	25.1%	28.4%	25.6%	27.9%	23.0%	28.2%
%H		91.2%	37.4%	24.8%	68.3%	38.7%	29.6%	92.6%
C2	406	395	163	96	286	156	131	335
%V	22.0%	22.7%	23.0%	23.1%	22.5%	23.6%	21.4%	21.4%
%H		97.3%	40.1%	23.6%	70.4%	38.4%	32.3%	82.5%
D	337	312	126	84	209	110	98	267
%V	18.3%	17.9%	17.8%	20.2%	16.4%	16.7%	16.0%	17.1%
%H		92.6%	37.4%	24.9%	62.0%	32.6%	29.1%	79.2%
E	165	156	48	24	114	33	82	84
%V	9.0%	9.0%	6.8%	5.8%	9.0%	5.0%	13.4%	5.4%
%H		94.5%	29.1%	14.5%	69.1%	20.0%	49.7%	50.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1843	1743	709	415	1272	660	612	1565
%H		94.6%	38.5%	22.5%	69.0%	35.8%	33.2%	84.9%
Working full time	824	787	350	209	552	328	225	781
%V	44.7%	45.2%	49.4%	50.4%	43.4%	49.7%	36.8%	49.9%
%H		95.5%	42.5%	25.4%	67.0%	39.8%	27.3%	94.8%
Working part time	202	196	82	54	139	81	59	191
%V	11.0%	11.2%	11.6%	13.0%	10.9%	12.3%	9.6%	12.2%
%H		97.0%	40.6%	26.7%	68.8%	40.1%	29.2%	94.6%
Not working	817	760	277	152	581	252	329	593
%V	44.3%	43.6%	39.1%	36.6%	45.7%	38.2%	53.8%	37.9%
%H		93.0%	33.9%	18.6%	71.1%	30.8%	40.3%	72.6%
Housewife/Houseperson	961	907	342	200	667	310	358	758
%V	52.1%	52.0%	48.2%	48.2%	52.4%	47.0%	58.5%	48.4%
%H		94.4%	35.6%	20.8%	69.4%	32.3%	37.3%	78.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	362	199	616	331	286	777
%H		93.8%	40.0%	22.0%	68.0%	36.5%	31.6%	85.8%
16 - 19	57	52	23	12	37	21	16	52
%V	6.3%	6.1%	6.4%	6.0%	6.0%	6.3%	5.6%	6.7%
%H		91.2%	40.4%	21.1%	64.9%	36.8%	28.1%	91.2%
20 - 24	82	68	25	17	50	25	25	78
%V	9.1%	8.0%	6.9%	8.5%	8.1%	7.6%	8.7%	10.0%
%H		82.9%	30.5%	20.7%	61.0%	30.5%	30.5%	95.1%
25 - 34	157	143	62	38	92	53	39	150
%V	17.3%	16.8%	17.1%	19.1%	14.9%	16.0%	13.6%	19.3%
%H		91.1%	39.5%	24.2%	58.6%	33.8%	24.8%	95.5%
35 - 44	132	121	59	34	82	53	29	125
%V	14.6%	14.2%	16.3%	17.1%	13.3%	16.0%	10.1%	16.1%
%H		91.7%	44.7%	25.8%	62.1%	40.2%	22.0%	94.7%
45 - 54	162	157	71	41	107	64	44	147
%V	17.9%	18.5%	19.6%	20.6%	17.4%	19.3%	15.4%	18.9%
%H		96.9%	43.8%	25.3%	66.0%	39.5%	27.2%	90.7%
55 - 64	135	131	58	28	102	55	47	114
%V	14.9%	15.4%	16.0%	14.1%	16.6%	16.6%	16.4%	14.7%
%H		97.0%	43.0%	20.7%	75.6%	40.7%	34.8%	84.4%
65+	181	178	64	30	147	61	86	111
%V	20.0%	20.9%	17.7%	15.1%	23.9%	18.4%	30.1%	14.3%
%H		98.3%	35.4%	16.6%	81.2%	33.7%	47.5%	61.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	362	199	616	331	286	777
%H		93.8%	40.0%	22.0%	68.0%	36.5%	31.6%	85.8%
AB	230	223	100	49	168	92	76	220
%V	25.4%	26.2%	27.6%	24.6%	27.3%	27.8%	26.6%	28.3%
%H		97.0%	43.5%	21.3%	73.0%	40.0%	33.0%	95.7%
C1	220	198	89	50	148	88	60	208
%V	24.3%	23.3%	24.6%	25.1%	24.0%	26.6%	21.0%	26.8%
%H		90.0%	40.5%	22.7%	67.3%	40.0%	27.3%	94.5%
C2	226	219	91	51	157	85	73	184
%V	24.9%	25.8%	25.1%	25.6%	25.5%	25.7%	25.5%	23.7%
%H		96.9%	40.3%	22.6%	69.5%	37.6%	32.3%	81.4%
D	161	145	61	38	95	51	44	129
%V	17.8%	17.1%	16.9%	19.1%	15.4%	15.4%	15.4%	16.6%
%H		90.1%	37.9%	23.6%	59.0%	31.7%	27.3%	80.1%
E	68	65	21	11	48	16	32	38
%V	7.5%	7.6%	5.8%	5.5%	7.8%	4.8%	11.2%	4.9%
%H		95.6%	30.9%	16.2%	70.6%	23.5%	47.1%	55.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	362	199	616	331	286	777
%H		93.8%	40.0%	22.0%	68.0%	36.5%	31.6%	85.8%
Working full time	523	498	222	129	350	205	145	491
%V	57.7%	58.6%	61.3%	64.8%	56.8%	61.9%	50.7%	63.2%
%H		95.2%	42.4%	24.7%	66.9%	39.2%	27.7%	93.9%
Working part time	46	42	18	12	27	15	12	41
%V	5.1%	4.9%	5.0%	6.0%	4.4%	4.5%	4.2%	5.3%
%H		91.3%	39.1%	26.1%	58.7%	32.6%	26.1%	89.1%
Not working	338	310	121	58	239	111	129	245
%V	37.3%	36.5%	33.4%	29.1%	38.8%	33.5%	45.1%	31.5%
%H		91.7%	35.8%	17.2%	70.7%	32.8%	38.2%	72.5%
Housewife/Houseperson	216	196	66	37	138	51	88	150
%V	23.8%	23.1%	18.2%	18.6%	22.4%	15.4%	30.8%	19.3%
%H		90.7%	30.6%	17.1%	63.9%	23.6%	40.7%	69.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	893	348	216	656	329	326	788
%H		95.3%	37.1%	23.1%	70.0%	35.1%	34.8%	84.1%
16 - 19	57	51	22	14	37	22	15	54
%V	6.1%	5.7%	6.3%	6.5%	5.6%	6.7%	4.6%	6.9%
%H		89.5%	38.6%	24.6%	64.9%	38.6%	26.3%	94.7%
20 - 24	81	72	18	23	53	25	28	77
%V	8.6%	8.1%	5.2%	10.6%	8.1%	7.6%	8.6%	9.8%
%H		88.9%	22.2%	28.4%	65.4%	30.9%	34.6%	95.1%
25 - 34	153	138	60	41	83	48	35	145
%V	16.3%	15.5%	17.2%	19.0%	12.7%	14.6%	10.7%	18.4%
%H		90.2%	39.2%	26.8%	54.2%	31.4%	22.9%	94.8%
35 - 44	141	135	63	38	91	57	34	131
%V	15.0%	15.1%	18.1%	17.6%	13.9%	17.3%	10.4%	16.6%
%H		95.7%	44.7%	27.0%	64.5%	40.4%	24.1%	92.9%
45 - 54	167	164	69	47	114	67	48	156
%V	17.8%	18.4%	19.8%	21.8%	17.4%	20.4%	14.7%	19.8%
%H		98.2%	41.3%	28.1%	68.3%	40.1%	28.7%	93.4%
55 - 64	129	127	58	25	102	57	44	115
%V	13.8%	14.2%	16.7%	11.6%	15.5%	17.3%	13.5%	14.6%
%H		98.4%	45.0%	19.4%	79.1%	44.2%	34.1%	89.1%
65+	209	206	57	28	176	53	123	110
%V	22.3%	23.1%	16.4%	13.0%	26.8%	16.1%	37.7%	14.0%
%H		98.6%	27.3%	13.4%	84.2%	25.4%	58.9%	52.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	893	348	216	656	329	326	788
%H		95.3%	37.1%	23.1%	70.0%	35.1%	34.8%	84.1%
AB	229	222	95	45	170	86	84	219
%V	24.4%	24.9%	27.3%	20.8%	25.9%	26.1%	25.8%	27.8%
%H		96.9%	41.5%	19.7%	74.2%	37.6%	36.7%	95.6%
C1	256	236	89	68	176	96	81	234
%V	27.3%	26.4%	25.6%	31.5%	26.8%	29.2%	24.8%	29.7%
%H		92.2%	34.8%	26.6%	68.8%	37.5%	31.6%	91.4%
C2	180	176	72	44	129	71	58	151
%V	19.2%	19.7%	20.7%	20.4%	19.7%	21.6%	17.8%	19.2%
%H		97.8%	40.0%	24.4%	71.7%	39.4%	32.2%	83.9%
D	175	167	65	46	114	60	54	138
%V	18.7%	18.7%	18.7%	21.3%	17.4%	18.2%	16.6%	17.5%
%H		95.4%	37.1%	26.3%	65.1%	34.3%	30.9%	78.9%
E	96	91	27	13	66	17	50	47
%V	10.2%	10.2%	7.8%	6.0%	10.1%	5.2%	15.3%	6.0%
%H		94.8%	28.1%	13.5%	68.8%	17.7%	52.1%	49.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2014 - September 2015

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	893	348	216	656	329	326	788
%H		95.3%	37.1%	23.1%	70.0%	35.1%	34.8%	84.1%
Working full time	301	289	128	80	202	123	80	290
%V	32.1%	32.4%	36.8%	37.0%	30.8%	37.4%	24.5%	36.8%
%H		96.0%	42.5%	26.6%	67.1%	40.9%	26.6%	96.3%
Working part time	156	154	64	42	112	65	46	150
%V	16.6%	17.2%	18.4%	19.4%	17.1%	19.8%	14.1%	19.0%
%H		98.7%	41.0%	26.9%	71.8%	41.7%	29.5%	96.2%
Not working	479	450	156	94	341	141	200	348
%V	51.1%	50.4%	44.8%	43.5%	52.0%	42.9%	61.3%	44.2%
%H		93.9%	32.6%	19.6%	71.2%	29.4%	41.8%	72.7%
Housewife/Houseperson	745	711	276	163	529	259	270	608
%V	79.5%	79.6%	79.3%	75.5%	80.6%	78.7%	82.8%	77.2%
%H		95.4%	37.0%	21.9%	71.0%	34.8%	36.2%	81.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total