



BARB Establishment Survey Annual Data Report Volume 3: ITV Areas

April 2012 to March 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



DATA PERIOD: ANNUAL**April 2012 - March 2013**

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See also

Volume 1 - Total Network and Appendices

Volume 2 - BBC areas

Introduction

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This reports contains the weighted data results from the Establishment survey for the period April 2012 - March 2013

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2012 - March 2013

ITV London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
AB	1510	1423	620	294	939	424	515
%V	28.8%	29.2%	30.4%	33.3%	28.6%	32.3%	26.1%
%H (All HH)		94.2%	41.1%	19.5%	62.2%	28.1%	34.1%
%H (TV HH)			43.6%	20.7%	66.0%	29.8%	36.2%
C1	1547	1424	577	270	978	402	577
%V	29.5%	29.2%	28.3%	30.5%	29.8%	30.6%	29.2%
%H (All HH)		92.0%	37.3%	17.5%	63.2%	26.0%	37.3%
%H (TV HH)			40.5%	19.0%	68.7%	28.2%	40.5%
C2	832	793	365	149	527	241	287
%V	15.9%	16.3%	17.9%	16.9%	16.0%	18.4%	14.5%
%H (All HH)		95.3%	43.9%	17.9%	63.3%	29.0%	34.5%
%H (TV HH)			46.0%	18.8%	66.5%	30.4%	36.2%
D	685	628	277	99	396	143	253
%V	13.1%	12.9%	13.6%	11.2%	12.1%	10.9%	12.8%
%H (All HH)		91.7%	40.4%	14.5%	57.8%	20.9%	36.9%
%H (TV HH)			44.1%	15.8%	63.1%	22.8%	40.3%
E	670	612	197	73	444	103	341
%V	12.8%	12.5%	9.7%	8.3%	13.5%	7.9%	17.3%
%H (All HH)		91.3%	29.4%	10.9%	66.3%	15.4%	50.9%
%H (TV HH)			32.2%	11.9%	72.5%	16.8%	55.7%

Base: ITV 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

April 2012 - March 2013

ITV London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%V (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Under 25	210	164	69	30	96	34	62
%V	4.0%	3.4%	3.4%	3.4%	2.9%	2.6%	3.1%
%H (All HH)		78.1%	32.9%	14.3%	45.7%	16.2%	29.5%
%H (TV HH)			42.1%	18.3%	58.5%	20.7%	37.8%
25 - 34	999	881	431	165	493	214	279
%V	19.1%	18.1%	21.2%	18.7%	15.0%	16.3%	14.1%
%H (All HH)		88.2%	43.1%	16.5%	49.3%	21.4%	27.9%
%H (TV HH)			48.9%	18.7%	56.0%	24.3%	31.7%
35 - 44	1062	992	488	214	592	291	301
%V	20.3%	20.3%	24.0%	24.2%	18.0%	22.2%	15.3%
%H (All HH)		93.4%	46.0%	20.2%	55.7%	27.4%	28.3%
%H (TV HH)			49.2%	21.6%	59.7%	29.3%	30.3%
45 - 54	1036	979	454	219	636	318	317
%V	19.8%	20.1%	22.3%	24.8%	19.4%	24.2%	16.1%
%H (All HH)		94.5%	43.8%	21.1%	61.4%	30.7%	30.6%
%H (TV HH)			46.4%	22.4%	65.0%	32.5%	32.4%
55 - 64	740	714	291	121	537	231	306
%V	14.1%	14.6%	14.3%	13.7%	16.3%	17.6%	15.5%
%H (All HH)		96.5%	39.3%	16.4%	72.6%	31.2%	41.4%
%H (TV HH)			40.8%	16.9%	75.2%	32.4%	42.9%
65 +	1196	1149	304	135	932	225	707
%V	22.8%	23.5%	14.9%	15.3%	28.4%	17.1%	35.8%
%H (All HH)		96.1%	25.4%	11.3%	77.9%	18.8%	59.1%
%H (TV HH)			26.5%	11.7%	81.1%	19.6%	61.5%

Base: ITV 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

April 2012 - March 2013

ITV London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
1	1986	1765	491	228	1321	288	1033
%V	37.9%	36.2%	24.1%	25.8%	40.2%	22.0%	52.4%
%H (All HH)		88.9%	24.7%	11.5%	66.5%	14.5%	52.0%
%H (TV HH)			27.8%	12.9%	74.8%	16.3%	58.5%
2	1311	1243	525	248	835	364	472
%V	25.0%	25.5%	25.8%	28.1%	25.4%	27.7%	23.9%
%H (All HH)		94.8%	40.0%	18.9%	63.7%	27.8%	36.0%
%H (TV HH)			42.2%	20.0%	67.2%	29.3%	38.0%
3	783	756	394	156	471	259	213
%V	14.9%	15.5%	19.3%	17.6%	14.3%	19.7%	10.8%
%H (All HH)		96.6%	50.3%	19.9%	60.2%	33.1%	27.2%
%H (TV HH)			52.1%	20.6%	62.3%	34.3%	28.2%
4	734	708	379	159	438	260	178
%V	14.0%	14.5%	18.6%	18.0%	13.3%	19.8%	9.0%
%H (All HH)		96.5%	51.6%	21.7%	59.7%	35.4%	24.3%
%H (TV HH)			53.5%	22.5%	61.9%	36.7%	25.1%
5+	429	407	248	93	220	142	78
%V	8.2%	8.3%	12.2%	10.5%	6.7%	10.8%	4.0%
%H (All HH)		94.9%	57.8%	21.7%	51.3%	33.1%	18.2%
%H (TV HH)			60.9%	22.9%	54.1%	34.9%	19.2%
Average HH size	2.33	2.37	2.75	2.63	2.23	2.74	1.90

Base: ITV 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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ITV London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Without	3884	3559	1311	608	2519	882	1638
%V	74.1%	72.9%	64.4%	68.8%	76.7%	67.2%	83.0%
%H (All HH)		91.6%	33.8%	15.7%	64.9%	22.7%	42.2%
%H (TV HH)			36.8%	17.1%	70.8%	24.8%	46.0%
With	1360	1320	725	276	766	431	335
%V	25.9%	27.0%	35.6%	31.2%	23.3%	32.9%	17.0%
%H (All HH)		97.1%	53.3%	20.3%	56.3%	31.7%	24.6%
%H (TV HH)			54.9%	20.9%	58.0%	32.7%	25.4%
0 - 3	559	534	302	97	302	164	138
%V	10.7%	10.9%	14.8%	11.0%	9.2%	12.5%	7.0%
%H (All HH)		95.5%	54.0%	17.4%	54.0%	29.3%	24.7%
%H (TV HH)			56.6%	18.2%	56.6%	30.7%	25.8%
4 - 9	694	673	381	134	384	218	166
%V	13.2%	13.8%	18.7%	15.2%	11.7%	16.6%	8.4%
%H (All HH)		97.0%	54.9%	19.3%	55.3%	31.4%	23.9%
%H (TV HH)			56.6%	19.9%	57.1%	32.4%	24.7%
10 - 15	579	567	319	131	331	204	128
%V	11.0%	11.6%	15.7%	14.8%	10.1%	15.5%	6.5%
%H (All HH)		97.9%	55.1%	22.6%	57.2%	35.2%	22.1%
%H (TV HH)			56.3%	23.1%	58.4%	36.0%	22.6%

Base: ITV 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

April 2012 - March 2013

ITV London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
1	2418	2418	844	361	1478	293	1185
%V	46.1%	49.5%	41.4%	40.8%	45.0%	22.3%	60.1%
%H (All HH)		100.0%	34.9%	14.9%	61.1%	12.1%	49.0%
%H (TV HH)			34.9%	14.9%	61.1%	12.1%	49.0%
2	1502	1502	658	298	1055	496	559
%V	28.6%	30.8%	32.3%	33.7%	32.1%	37.8%	28.3%
%H (All HH)		100.0%	43.8%	19.8%	70.2%	33.0%	37.2%
%H (TV HH)			43.8%	19.8%	70.2%	33.0%	37.2%
3	616	616	330	139	478	311	166
%V	11.7%	12.6%	16.2%	15.7%	14.6%	23.7%	8.4%
%H (All HH)		100.0%	53.6%	22.6%	77.6%	50.5%	26.9%
%H (TV HH)			53.6%	22.6%	77.6%	50.5%	26.9%
4	222	222	126	59	174	131	43
%V	4.2%	4.5%	6.2%	6.7%	5.3%	10.0%	2.2%
%H (All HH)		100.0%	56.8%	26.6%	78.4%	59.0%	19.4%
%H (TV HH)			56.8%	26.6%	78.4%	59.0%	19.4%
5+	122	122	78	28	101	80	20
%V	2.3%	2.5%	3.8%	3.2%	3.1%	6.1%	1.0%
%H (All HH)		100.0%	63.9%	23.0%	82.8%	65.6%	16.4%
%H (TV HH)			63.9%	23.0%	82.8%	65.6%	16.4%

Base: ITV 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 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Under 20"	1109	1109	435	194	925	434	491
%V	21.1%	22.7%	21.4%	21.9%	28.2%	33.1%	24.9%
%H (All HH)		100.0%	39.2%	17.5%	83.4%	39.1%	44.3%
%H (TV HH)			39.2%	17.5%	83.4%	39.1%	44.3%
20" - 29"	1798	1798	658	342	1377	563	815
%V	34.3%	36.8%	32.3%	38.7%	41.9%	42.9%	41.3%
%H (All HH)		100.0%	36.6%	19.0%	76.6%	31.3%	45.3%
%H (TV HH)			36.6%	19.0%	76.6%	31.3%	45.3%
30" - 39"	2260	2260	1001	428	1573	712	861
%V	43.1%	46.3%	49.1%	48.4%	47.9%	54.3%	43.6%
%H (All HH)		100.0%	44.3%	18.9%	69.6%	31.5%	38.1%
%H (TV HH)			44.3%	18.9%	69.6%	31.5%	38.1%
40" and over	1874	1874	1066	393	1128	682	446
%V	35.7%	38.4%	52.3%	44.5%	34.3%	52.0%	22.6%
%H (All HH)		100.0%	56.9%	21.0%	60.2%	36.4%	23.8%
%H (TV HH)			56.9%	21.0%	60.2%	36.4%	23.8%

Base: ITV 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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ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Main living room	4751	4751	2007	870	3208	1293	1916
%V	90.6%	97.4%	98.5%	98.4%	97.7%	98.6%	97.1%
%H (All HH)		100.0%	42.2%	18.3%	67.5%	27.2%	40.3%
%H (TV HH)			42.2%	18.3%	67.5%	27.2%	40.3%
Kitchen	509	509	250	98	431	258	173
%V	9.7%	10.4%	12.3%	11.1%	13.1%	19.7%	8.8%
%H (All HH)		100.0%	49.1%	19.3%	84.7%	50.7%	34.0%
%H (TV HH)			49.1%	19.3%	84.7%	50.7%	34.0%
Adult's bedroom	1785	1785	861	389	1352	781	571
%V	34.0%	36.6%	42.3%	44.0%	41.2%	59.5%	28.9%
%H (All HH)		100.0%	48.2%	21.8%	75.7%	43.8%	32.0%
%H (TV HH)			48.2%	21.8%	75.7%	43.8%	32.0%
Child's bedroom	212	212	123	56	162	122	40
%V	4.0%	4.3%	6.0%	6.3%	4.9%	9.3%	2.0%
%H (All HH)		100.0%	58.0%	26.4%	76.4%	57.5%	18.9%
%H (TV HH)			58.0%	26.4%	76.4%	57.5%	18.9%
Other bedroom	191	191	113	37	148	100	47
%V	3.6%	3.9%	5.5%	4.2%	4.5%	7.6%	2.4%
%H (All HH)		100.0%	59.2%	19.4%	77.5%	52.4%	24.6%
%H (TV HH)			59.2%	19.4%	77.5%	52.4%	24.6%
Second living/dining room	323	323	163	64	252	148	104
%V	6.2%	6.6%	8.0%	7.2%	7.7%	11.3%	5.3%
%H (All HH)		100.0%	50.5%	19.8%	78.0%	45.8%	32.2%
%H (TV HH)			50.5%	19.8%	78.0%	45.8%	32.2%
Study/office	79	79	43	17	62	42	21
%V	1.5%	1.6%	2.1%	1.9%	1.9%	3.2%	1.1%
%H (All HH)		100.0%	54.4%	21.5%	78.5%	53.2%	26.6%
%H (TV HH)			54.4%	21.5%	78.5%	53.2%	26.6%
TV room	48	48	28	9	36	24	12
%V	0.9%	1.0%	1.4%	1.0%	1.1%	1.8%	0.6%
%H (All HH)		100.0%	58.3%	18.8%	75.0%	50.0%	25.0%
%H (TV HH)			58.3%	18.8%	75.0%	50.0%	25.0%
Conservatory	44	44	27	9	33	23	9
%V	0.8%	0.9%	1.3%	1.0%	1.0%	1.8%	0.5%
%H (All HH)		100.0%	61.4%	20.5%	75.0%	52.3%	20.5%
%H (TV HH)			61.4%	20.5%	75.0%	52.3%	20.5%
Attic or loft room	10	10	5	3	7	5	3
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	30.0%	70.0%	50.0%	30.0%
%H (TV HH)			50.0%	30.0%	70.0%	50.0%	30.0%
No specific location	15	15	6	5	12	8	5
%V	0.3%	0.3%	0.3%	0.6%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	40.0%	33.3%	80.0%	53.3%	33.3%
%H (TV HH)			40.0%	33.3%	80.0%	53.3%	33.3%
Other	27	27	17	5	21	16	5
%V	0.5%	0.6%	0.8%	0.6%	0.6%	1.2%	0.3%
%H (All HH)		100.0%	63.0%	18.5%	77.8%	59.3%	18.5%
%H (TV HH)			63.0%	18.5%	77.8%	59.3%	18.5%

Base: ITV 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
April 2012 - March 2013
ITV London
Household level data
Table 1.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
PVR	2579	2579	1627	586	1456	1039	417
%V	49.2%	52.8%	79.9%	66.3%	44.3%	79.2%	21.1%
%H (All HH)		100.0%	63.1%	22.7%	56.5%	40.3%	16.2%
%H (TV HH)			63.1%	22.7%	56.5%	40.3%	16.2%
DVDR	395	395	157	67	292	118	174
%V	7.5%	8.1%	7.7%	7.6%	8.9%	9.0%	8.8%
%H (All HH)		100.0%	39.7%	17.0%	73.9%	29.9%	44.1%
%H (TV HH)			39.7%	17.0%	73.9%	29.9%	44.1%
VCR	290	290	93	49	233	83	149
%V	5.5%	5.9%	4.6%	5.5%	7.1%	6.3%	7.6%
%H (All HH)		100.0%	32.1%	16.9%	80.3%	28.6%	51.4%
%H (TV HH)			32.1%	16.9%	80.3%	28.6%	51.4%
Any recorder	2872	2872	1666	623	1711	1077	634
%V	54.8%	58.9%	81.8%	70.5%	52.1%	82.1%	32.1%
%H (All HH)		100.0%	58.0%	21.7%	59.6%	37.5%	22.1%
%H (TV HH)			58.0%	21.7%	59.6%	37.5%	22.1%

Base: ITV 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
April 2012 - March 2013
ITV London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Receives HDTV (via STB or built-in reception)	2564	2564	1260	681	1605	928	677
%V	48.9%	52.5%	61.9%	77.0%	48.9%	70.7%	34.3%
%H (All HH)		100.0%	49.1%	26.6%	62.6%	36.2%	26.4%
%H (TV HH)			49.1%	26.6%	62.6%	36.2%	26.4%
DVD/Blu-ray player or recorder	3708	3708	1618	719	2504	1094	1410
%V	70.7%	76.0%	79.4%	81.3%	76.2%	83.4%	71.5%
%H (All HH)		100.0%	43.6%	19.4%	67.5%	29.5%	38.0%
%H (TV HH)			43.6%	19.4%	67.5%	29.5%	38.0%

Base: ITV 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
April 2012 - March 2013
ITV London
Household level data
Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5244	4880	2037	884	3285	1312	1973
%H (All HH)		93.1%	38.8%	16.9%	62.6%	25.0%	37.6%
%H (TV HH)			41.7%	18.1%	67.3%	26.9%	40.4%
Has PC or Laptop	4196	3920	1820	806	2511	1193	1318
%V	80.0%	80.3%	89.3%	91.2%	76.4%	90.9%	66.8%
%H (All HH)		93.4%	43.4%	19.2%	59.8%	28.4%	31.4%
%H (TV HH)			46.4%	20.6%	64.1%	30.4%	33.6%
Has broadband internet	3986	3743	1765	799	2379	1172	1206
%V	76.0%	76.7%	86.6%	90.4%	72.4%	89.3%	61.1%
%H (All HH)		93.9%	44.3%	20.0%	59.7%	29.4%	30.3%
%H (TV HH)			47.2%	21.3%	63.6%	31.3%	32.2%

Base: ITV 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
April 2012 - March 2013
ITV London
Set level data
Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8815	4081	1761	6262	3181	3080
%H		46.3%	20.0%	71.0%	36.1%	34.9%
Under 20"	1386	556	253	1170	572	598
%V	15.7%	13.6%	14.4%	18.7%	18.0%	19.4%
%H		40.1%	18.3%	84.4%	41.3%	43.1%
20" - 29"	2157	823	429	1676	748	928
%V	24.5%	20.2%	24.4%	26.8%	23.5%	30.1%
%H		38.2%	19.9%	77.7%	34.7%	43.0%
30" - 39"	2582	1181	507	1817	881	936
%V	29.3%	28.9%	28.8%	29.0%	27.7%	30.4%
%H		45.7%	19.6%	70.4%	34.1%	36.3%
40" and over	2126	1239	455	1292	818	474
%V	24.1%	30.4%	25.8%	20.6%	25.7%	15.4%
%H		58.3%	21.4%	60.8%	38.5%	22.3%
Don't know	161	74	33	109	48	61
%V	1.8%	1.8%	1.9%	1.7%	1.5%	2.0%
%H		46.0%	20.5%	67.7%	29.8%	37.9%
Not Asked	403	208	84	198	114	83
%V	4.6%	5.1%	4.8%	3.2%	3.6%	2.7%
%H		51.6%	20.8%	49.1%	28.3%	20.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8815	4081	1761	6262	3181	3080
%H		46.3%	20.0%	71.0%	36.1%	34.9%
Main living room	4771	2017	874	3224	1302	1923
%V	54.1%	49.4%	49.6%	51.5%	40.9%	62.4%
%H		42.3%	18.3%	67.6%	27.3%	40.3%
Kitchen	513	252	99	435	260	175
%V	5.8%	6.2%	5.6%	6.9%	8.2%	5.7%
%H		49.1%	19.3%	84.8%	50.7%	34.1%
Adult's bedroom	2098	1030	478	1609	971	638
%V	23.8%	25.2%	27.1%	25.7%	30.5%	20.7%
%H		49.1%	22.8%	76.7%	46.3%	30.4%
Child's bedroom	252	149	66	192	146	46
%V	2.9%	3.7%	3.7%	3.1%	4.6%	1.5%
%H		59.1%	26.2%	76.2%	57.9%	18.3%
Other bedroom	223	133	45	171	118	54
%V	2.5%	3.3%	2.6%	2.7%	3.7%	1.8%
%H		59.6%	20.2%	76.7%	52.9%	24.2%
Second living/dining room	326	165	65	255	150	105
%V	3.7%	4.0%	3.7%	4.1%	4.7%	3.4%
%H		50.6%	19.9%	78.2%	46.0%	32.2%
Study/office	80	44	17	63	43	21
%V	0.9%	1.1%	1.0%	1.0%	1.4%	0.7%
%H		55.0%	21.3%	78.8%	53.8%	26.3%
TV room	50	29	9	38	25	12
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.4%
%H		58.0%	18.0%	76.0%	50.0%	24.0%
Conservatory	44	27	9	33	23	9
%V	0.5%	0.7%	0.5%	0.5%	0.7%	0.3%
%H		61.4%	20.5%	75.0%	52.3%	20.5%
Attic or loft room	10	5	3	7	5	3
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		50.0%	30.0%	70.0%	50.0%	30.0%
No specific location	16	7	5	13	9	5
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		43.8%	31.3%	81.3%	56.3%	31.3%
Other	28	17	5	22	16	6
%V	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%
%H		60.7%	17.9%	78.6%	57.1%	21.4%
Not Asked	403	208	84	198	114	83
%V	4.6%	5.1%	4.8%	3.2%	3.6%	2.7%
%H		51.6%	20.8%	49.1%	28.3%	20.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8815	4081	1761	6262	3181	3080
%H		46.3%	20.0%	71.0%	36.1%	34.9%
PVR	3321	2186	751	1856	1392	464
%V	37.7%	53.6%	42.6%	29.6%	43.8%	15.1%
%H		65.8%	22.6%	55.9%	41.9%	14.0%
DVDR	442	178	76	328	135	192
%V	5.0%	4.4%	4.3%	5.2%	4.2%	6.2%
%H		40.3%	17.2%	74.2%	30.5%	43.4%
VCR	318	103	55	257	96	161
%V	3.6%	2.5%	3.1%	4.1%	3.0%	5.2%
%H		32.4%	17.3%	80.8%	30.2%	50.6%
Any recorder	3702	2263	805	2190	1476	714
%V	42.0%	55.5%	45.7%	35.0%	46.4%	23.2%
%H		61.1%	21.7%	59.2%	39.9%	19.3%

Base: ITV 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
	HH	HH	HH	HH	HH	HH
Total Sets	8815	4081	1761	6262	3181	3080
%H		46.3%	20.0%	71.0%	36.1%	34.9%
Receives HDTV (via STB or built-in reception)	3450	1721	953	2213	1348	865
%V	39.1%	42.2%	54.1%	35.3%	42.4%	28.1%
%H		49.9%	27.6%	64.1%	39.1%	25.1%
DVD/Blu-ray player or recorder	5098	2361	1039	3570	1800	1770
%V	57.8%	57.9%	59.0%	57.0%	56.6%	57.5%
%H		46.3%	20.4%	70.0%	35.3%	34.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4875	2035	884	3283	1311	1971
%H		41.7%	18.1%	67.3%	26.9%	40.4%
Under 20"	184	27	20	150	15	135
%V	3.8%	1.3%	2.3%	4.6%	1.1%	6.8%
%H		14.7%	10.9%	81.5%	8.2%	73.4%
20" - 29"	953	229	141	730	150	580
%V	19.5%	11.3%	16.0%	22.2%	11.4%	29.4%
%H		24.0%	14.8%	76.6%	15.7%	60.9%
30" - 39"	1802	707	331	1259	476	783
%V	37.0%	34.7%	37.4%	38.3%	36.3%	39.7%
%H		39.2%	18.4%	69.9%	26.4%	43.5%
40" and over	1817	1038	376	1085	654	431
%V	37.3%	51.0%	42.5%	33.0%	49.9%	21.9%
%H		57.1%	20.7%	59.7%	36.0%	23.7%
Don't know	91	35	16	58	15	43
%V	1.9%	1.7%	1.8%	1.8%	1.1%	2.2%
%H		38.5%	17.6%	63.7%	16.5%	47.3%
Not Asked	28	0	0	1	1	0
%V	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	3.6%	3.6%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV London
Set level data
Table 1.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4875	2035	884	3283	1311	1971
%H		41.7%	18.1%	67.3%	26.9%	40.4%
PVR	2519	1605	571	1405	1013	392
%V	51.7%	78.9%	64.6%	42.8%	77.3%	19.9%
%H		63.7%	22.7%	55.8%	40.2%	15.6%
DVDR	349	133	56	254	92	163
%V	7.2%	6.5%	6.3%	7.7%	7.0%	8.3%
%H		38.1%	16.0%	72.8%	26.4%	46.7%
VCR	251	77	38	199	63	136
%V	5.1%	3.8%	4.3%	6.1%	4.8%	6.9%
%H		30.7%	15.1%	79.3%	25.1%	54.2%
Any recorder	2801	1644	604	1650	1049	601
%V	57.5%	80.8%	68.3%	50.3%	80.0%	30.5%
%H		58.7%	21.6%	58.9%	37.5%	21.5%

Base: ITV 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	4875	2035	884	3283	1311	1971
%H		41.7%	18.1%	67.3%	26.9%	40.4%
Receives HDTV (via STB or built-in reception)	2477	1211	665	1534	883	652
%V	50.8%	59.5%	75.2%	46.7%	67.4%	33.1%
%H		48.9%	26.8%	61.9%	35.6%	26.3%
DVD/Blu-ray player or recorder	3570	1550	687	2394	1028	1367
%V	73.2%	76.2%	77.7%	72.9%	78.4%	69.4%
%H		43.4%	19.2%	67.1%	28.8%	38.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3939	2046	876	2979	1870	1109
%H		51.9%	22.2%	75.6%	47.5%	28.2%
Under 20"	1202	530	233	1020	557	463
%V	30.5%	25.9%	26.6%	34.2%	29.8%	41.7%
%H		44.1%	19.4%	84.9%	46.3%	38.5%
20" - 29"	1204	595	288	946	597	348
%V	30.6%	29.1%	32.9%	31.8%	31.9%	31.4%
%H		49.4%	23.9%	78.6%	49.6%	28.9%
30" - 39"	779	474	175	558	405	153
%V	19.8%	23.2%	20.0%	18.7%	21.7%	13.8%
%H		60.8%	22.5%	71.6%	52.0%	19.6%
40" and over	309	200	79	207	164	43
%V	7.8%	9.8%	9.0%	6.9%	8.8%	3.9%
%H		64.7%	25.6%	67.0%	53.1%	13.9%
Don't know	70	39	17	51	32	18
%V	1.8%	1.9%	1.9%	1.7%	1.7%	1.6%
%H		55.7%	24.3%	72.9%	45.7%	25.7%
Not Asked	375	208	84	197	115	84
%V	9.5%	10.2%	9.6%	6.6%	6.1%	7.6%
%H		55.5%	22.4%	52.5%	30.7%	22.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3939	2046	876	2979	1870	1109
%H		51.9%	22.2%	75.6%	47.5%	28.2%
PVR	802	580	180	451	379	72
%V	20.4%	28.3%	20.5%	15.1%	20.3%	6.5%
%H		72.3%	22.4%	56.2%	47.3%	9.0%
DVDR	93	45	20	73	43	30
%V	2.4%	2.2%	2.3%	2.5%	2.3%	2.7%
%H		48.4%	21.5%	78.5%	46.2%	32.3%
VCR	67	26	17	58	34	25
%V	1.7%	1.3%	1.9%	1.9%	1.8%	2.3%
%H		38.8%	25.4%	86.6%	50.7%	37.3%
Any recorder	902	619	201	539	426	113
%V	22.9%	30.3%	22.9%	18.1%	22.8%	10.2%
%H		68.6%	22.3%	59.8%	47.2%	12.5%

Base: ITV 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3939	2046	876	2979	1870	1109
%H		51.9%	22.2%	75.6%	47.5%	28.2%
Receives HDTV (via STB or built-in reception)	973	510	288	679	466	213
%V	24.7%	24.9%	32.9%	22.8%	24.9%	19.2%
%H		52.4%	29.6%	69.8%	47.9%	21.9%
DVD/Blu-ray player or recorder	1528	811	352	1176	772	404
%V	38.8%	39.6%	40.2%	39.5%	41.3%	36.4%
%H		53.1%	23.0%	77.0%	50.5%	26.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV London
Individual level data
Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	12225	11551	5591	2329	7334	3595	3739
%H		94.5%	45.7%	19.1%	60.0%	29.4%	30.6%
Total Children	2407	2328	1322	479	1332	770	562
%V	19.7%	20.2%	23.6%	20.6%	18.2%	21.4%	15.0%
%H		96.7%	54.9%	19.9%	55.3%	32.0%	23.3%
0 - 3	676	644	364	119	363	197	166
%V	5.5%	5.6%	6.5%	5.1%	4.9%	5.5%	4.4%
%H		95.3%	53.8%	17.6%	53.7%	29.1%	24.6%
4 - 15	1731	1684	958	360	969	573	396
%V	14.2%	14.6%	17.1%	15.5%	13.2%	15.9%	10.6%
%H		97.3%	55.3%	20.8%	56.0%	33.1%	22.9%
4 - 9	952	920	528	183	519	297	222
%V	7.8%	8.0%	9.4%	7.9%	7.1%	8.3%	5.9%
%H		96.6%	55.5%	19.2%	54.5%	31.2%	23.3%
10 - 15	780	763	430	177	450	276	174
%V	6.4%	6.6%	7.7%	7.6%	6.1%	7.7%	4.7%
%H		97.8%	55.1%	22.7%	57.7%	35.4%	22.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	12225	11551	5591	2329	7334	3595	3739
%H		94.5%	45.7%	19.1%	60.0%	29.4%	30.6%
Total Adults (16+)	9818	9223	4269	1850	6002	2825	3177
%V	80.3%	79.8%	76.4%	79.4%	81.8%	78.6%	85.0%
%H		93.9%	43.5%	18.8%	61.1%	28.8%	32.4%
16 - 19	522	505	272	127	312	195	117
%V	4.3%	4.4%	4.9%	5.5%	4.3%	5.4%	3.1%
%H		96.7%	52.1%	24.3%	59.8%	37.4%	22.4%
20 - 24	766	669	329	150	413	220	193
%V	6.3%	5.8%	5.9%	6.4%	5.6%	6.1%	5.2%
%H		87.3%	43.0%	19.6%	53.9%	28.7%	25.2%
25 - 34	2082	1859	953	372	1037	501	536
%V	17.0%	16.1%	17.0%	16.0%	14.1%	13.9%	14.3%
%H		89.3%	45.8%	17.9%	49.8%	24.1%	25.7%
35 - 44	1888	1783	909	390	1056	552	503
%V	15.4%	15.4%	16.3%	16.7%	14.4%	15.4%	13.5%
%H		94.4%	48.1%	20.7%	55.9%	29.2%	26.6%
45 - 54	1728	1656	795	389	1072	576	497
%V	14.1%	14.3%	14.2%	16.7%	14.6%	16.0%	13.3%
%H		95.8%	46.0%	22.5%	62.0%	33.3%	28.8%
55 - 64	1175	1145	515	204	839	401	438
%V	9.6%	9.9%	9.2%	8.8%	11.4%	11.2%	11.7%
%H		97.4%	43.8%	17.4%	71.4%	34.1%	37.3%
65+	1658	1605	496	218	1272	379	893
%V	13.6%	13.9%	8.9%	9.4%	17.3%	10.5%	23.9%
%H		96.8%	29.9%	13.1%	76.7%	22.9%	53.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9818	9223	4269	1850	6002	2825	3177
%H		93.9%	43.5%	18.8%	61.1%	28.8%	32.4%
AB	3003	2865	1342	620	1874	950	924
%V	30.6%	31.1%	31.4%	33.5%	31.2%	33.6%	29.1%
%H		95.4%	44.7%	20.6%	62.4%	31.6%	30.8%
C1	2951	2741	1230	586	1808	871	937
%V	30.1%	29.7%	28.8%	31.7%	30.1%	30.8%	29.5%
%H		92.9%	41.7%	19.9%	61.3%	29.5%	31.8%
C2	1679	1615	808	329	1048	544	504
%V	17.1%	17.5%	18.9%	17.8%	17.5%	19.3%	15.9%
%H		96.2%	48.1%	19.6%	62.4%	32.4%	30.0%
D	1300	1184	581	209	712	305	407
%V	13.2%	12.8%	13.6%	11.3%	11.9%	10.8%	12.8%
%H		91.1%	44.7%	16.1%	54.8%	23.5%	31.3%
E	885	818	308	107	560	155	406
%V	9.0%	8.9%	7.2%	5.8%	9.3%	5.5%	12.8%
%H		92.4%	34.8%	12.1%	63.3%	17.5%	45.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9818	9223	4269	1850	6002	2825	3177
%H		93.9%	43.5%	18.8%	61.1%	28.8%	32.4%
Working full time	4804	4514	2222	1023	2780	1469	1311
%V	48.9%	48.9%	52.0%	55.3%	46.3%	52.0%	41.3%
%H		94.0%	46.3%	21.3%	57.9%	30.6%	27.3%
Working part time	994	948	464	201	616	323	293
%V	10.1%	10.3%	10.9%	10.9%	10.3%	11.4%	9.2%
%H		95.4%	46.7%	20.2%	62.0%	32.5%	29.5%
Not working	4020	3761	1583	627	2606	1034	1572
%V	40.9%	40.8%	37.1%	33.9%	43.4%	36.6%	49.5%
%H		93.6%	39.4%	15.6%	64.8%	25.7%	39.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4847	4500	2130	909	2902	1409	1494
%H		92.8%	43.9%	18.8%	59.9%	29.1%	30.8%
16 - 19	265	259	139	65	164	103	61
%V	5.5%	5.8%	6.5%	7.2%	5.7%	7.3%	4.1%
%H		97.7%	52.5%	24.5%	61.9%	38.9%	23.0%
20 - 24	384	335	165	76	203	110	94
%V	7.9%	7.4%	7.7%	8.4%	7.0%	7.8%	6.3%
%H		87.2%	43.0%	19.8%	52.9%	28.6%	24.5%
25 - 34	1046	915	479	181	512	255	256
%V	21.6%	20.3%	22.5%	19.9%	17.6%	18.1%	17.1%
%H		87.5%	45.8%	17.3%	48.9%	24.4%	24.5%
35 - 44	967	905	459	188	537	274	264
%V	20.0%	20.1%	21.5%	20.7%	18.5%	19.4%	17.7%
%H		93.6%	47.5%	19.4%	55.5%	28.3%	27.3%
45 - 54	867	819	388	196	531	283	248
%V	17.9%	18.2%	18.2%	21.6%	18.3%	20.1%	16.6%
%H		94.5%	44.8%	22.6%	61.2%	32.6%	28.6%
55 - 64	571	553	253	96	403	195	208
%V	11.8%	12.3%	11.9%	10.6%	13.9%	13.8%	13.9%
%H		96.8%	44.3%	16.8%	70.6%	34.2%	36.4%
65+	745	714	247	107	551	189	363
%V	15.4%	15.9%	11.6%	11.8%	19.0%	13.4%	24.3%
%H		95.8%	33.2%	14.4%	74.0%	25.4%	48.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4847	4500	2130	909	2902	1409	1494
%H		92.8%	43.9%	18.8%	59.9%	29.1%	30.8%
AB	1529	1447	682	313	951	488	462
%V	31.5%	32.2%	32.0%	34.4%	32.8%	34.6%	30.9%
%H		94.6%	44.6%	20.5%	62.2%	31.9%	30.2%
C1	1392	1279	610	279	819	426	393
%V	28.7%	28.4%	28.6%	30.7%	28.2%	30.2%	26.3%
%H		91.9%	43.8%	20.0%	58.8%	30.6%	28.2%
C2	925	883	427	178	577	284	292
%V	19.1%	19.6%	20.0%	19.6%	19.9%	20.2%	19.5%
%H		95.5%	46.2%	19.2%	62.4%	30.7%	31.6%
D	635	562	291	98	329	150	179
%V	13.1%	12.5%	13.7%	10.8%	11.3%	10.6%	12.0%
%H		88.5%	45.8%	15.4%	51.8%	23.6%	28.2%
E	366	328	121	42	228	61	167
%V	7.6%	7.3%	5.7%	4.6%	7.9%	4.3%	11.2%
%H		89.6%	33.1%	11.5%	62.3%	16.7%	45.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4847	4500	2130	909	2902	1409	1494
%H		92.8%	43.9%	18.8%	59.9%	29.1%	30.8%
Working full time	2985	2788	1414	610	1714	928	786
%V	61.6%	62.0%	66.4%	67.1%	59.1%	65.9%	52.6%
%H		93.4%	47.4%	20.4%	57.4%	31.1%	26.3%
Working part time	258	237	119	41	144	62	82
%V	5.3%	5.3%	5.6%	4.5%	5.0%	4.4%	5.5%
%H		91.9%	46.1%	15.9%	55.8%	24.0%	31.8%
Not working	1603	1475	598	257	1045	419	626
%V	33.1%	32.8%	28.1%	28.3%	36.0%	29.7%	41.9%
%H		92.0%	37.3%	16.0%	65.2%	26.1%	39.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4971	4723	2139	941	3100	1417	1683
%H		95.0%	43.0%	18.9%	62.4%	28.5%	33.9%
16 - 19	257	246	133	62	148	92	56
%V	5.2%	5.2%	6.2%	6.6%	4.8%	6.5%	3.3%
%H		95.7%	51.8%	24.1%	57.6%	35.8%	21.8%
20 - 24	381	334	164	74	210	111	99
%V	7.7%	7.1%	7.7%	7.9%	6.8%	7.8%	5.9%
%H		87.7%	43.0%	19.4%	55.1%	29.1%	26.0%
25 - 34	1035	944	474	191	525	246	279
%V	20.8%	20.0%	22.2%	20.3%	16.9%	17.4%	16.6%
%H		91.2%	45.8%	18.5%	50.7%	23.8%	27.0%
35 - 44	921	878	450	202	518	279	240
%V	18.5%	18.6%	21.0%	21.5%	16.7%	19.7%	14.3%
%H		95.3%	48.9%	21.9%	56.2%	30.3%	26.1%
45 - 54	860	837	407	193	541	292	249
%V	17.3%	17.7%	19.0%	20.5%	17.5%	20.6%	14.8%
%H		97.3%	47.3%	22.4%	62.9%	34.0%	29.0%
55 - 64	604	592	262	108	436	207	229
%V	12.2%	12.5%	12.2%	11.5%	14.1%	14.6%	13.6%
%H		98.0%	43.4%	17.9%	72.2%	34.3%	37.9%
65+	913	891	249	111	721	190	531
%V	18.4%	18.9%	11.6%	11.8%	23.3%	13.4%	31.6%
%H		97.6%	27.3%	12.2%	79.0%	20.8%	58.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4971	4723	2139	941	3100	1417	1683
%H		95.0%	43.0%	18.9%	62.4%	28.5%	33.9%
AB	1474	1417	660	307	923	462	462
%V	29.7%	30.0%	30.9%	32.6%	29.8%	32.6%	27.5%
%H		96.1%	44.8%	20.8%	62.6%	31.3%	31.3%
C1	1559	1462	620	307	990	446	544
%V	31.4%	31.0%	29.0%	32.6%	31.9%	31.5%	32.3%
%H		93.8%	39.8%	19.7%	63.5%	28.6%	34.9%
C2	754	732	381	151	471	260	211
%V	15.2%	15.5%	17.8%	16.0%	15.2%	18.3%	12.5%
%H		97.1%	50.5%	20.0%	62.5%	34.5%	28.0%
D	665	622	290	112	383	155	227
%V	13.4%	13.2%	13.6%	11.9%	12.4%	10.9%	13.5%
%H		93.5%	43.6%	16.8%	57.6%	23.3%	34.1%
E	519	490	187	65	333	94	239
%V	10.4%	10.4%	8.7%	6.9%	10.7%	6.6%	14.2%
%H		94.4%	36.0%	12.5%	64.2%	18.1%	46.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV 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
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4971	4723	2139	941	3100	1417	1683
%H		95.0%	43.0%	18.9%	62.4%	28.5%	33.9%
Working full time	1820	1726	808	412	1066	541	526
%V	36.6%	36.5%	37.8%	43.8%	34.4%	38.2%	31.3%
%H		94.8%	44.4%	22.6%	58.6%	29.7%	28.9%
Working part time	735	711	346	159	472	261	211
%V	14.8%	15.1%	16.2%	16.9%	15.2%	18.4%	12.5%
%H		96.7%	47.1%	21.6%	64.2%	35.5%	28.7%
Not working	2416	2286	985	370	1561	615	947
%V	48.6%	48.4%	46.0%	39.3%	50.4%	43.4%	56.3%
%H		94.6%	40.8%	15.3%	64.6%	25.5%	39.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
AB	907	885	399	148	699	353	346
%V	23.0%	23.2%	26.9%	19.9%	23.2%	25.2%	21.5%
%H (All HH)		97.6%	44.0%	16.3%	77.1%	38.9%	38.1%
%H (TV HH)			45.1%	16.7%	79.0%	39.9%	39.1%
C1	1001	968	376	196	762	364	398
%V	25.4%	25.3%	25.3%	26.3%	25.3%	25.9%	24.7%
%H (All HH)		96.7%	37.6%	19.6%	76.1%	36.4%	39.8%
%H (TV HH)			38.8%	20.2%	78.7%	37.6%	41.1%
C2	809	794	322	182	633	335	299
%V	20.5%	20.8%	21.7%	24.4%	21.0%	23.9%	18.6%
%H (All HH)		98.1%	39.8%	22.5%	78.2%	41.4%	37.0%
%H (TV HH)			40.6%	22.9%	79.7%	42.2%	37.7%
D	643	623	243	132	464	214	250
%V	16.3%	16.3%	16.4%	17.7%	15.4%	15.3%	15.5%
%H (All HH)		96.9%	37.8%	20.5%	72.2%	33.3%	38.9%
%H (TV HH)			39.0%	21.2%	74.5%	34.3%	40.1%
E	579	551	146	87	456	137	319
%V	14.7%	14.4%	9.8%	11.7%	15.1%	9.8%	19.8%
%H (All HH)		95.2%	25.2%	15.0%	78.8%	23.7%	55.1%
%H (TV HH)			26.5%	15.8%	82.8%	24.9%	57.9%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Under 25	163	144	49	29	104	42	62
%V	4.1%	3.8%	3.3%	3.9%	3.5%	3.0%	3.8%
%H (All HH)		88.3%	30.1%	17.8%	63.8%	25.8%	38.0%
%H (TV HH)			34.0%	20.1%	72.2%	29.2%	43.1%
25 - 34	613	586	262	128	414	223	191
%V	15.6%	15.3%	17.6%	17.2%	13.7%	15.9%	11.9%
%H (All HH)		95.6%	42.7%	20.9%	67.5%	36.4%	31.2%
%H (TV HH)			44.7%	21.8%	70.6%	38.1%	32.6%
35 - 44	678	655	318	157	479	292	187
%V	17.2%	17.1%	21.4%	21.1%	15.9%	20.8%	11.6%
%H (All HH)		96.6%	46.9%	23.2%	70.6%	43.1%	27.6%
%H (TV HH)			48.5%	24.0%	73.1%	44.6%	28.5%
45 - 54	740	724	316	167	567	316	251
%V	18.8%	18.9%	21.3%	22.4%	18.8%	22.5%	15.6%
%H (All HH)		97.8%	42.7%	22.6%	76.6%	42.7%	33.9%
%H (TV HH)			43.6%	23.1%	78.3%	43.6%	34.7%
55 - 64	662	647	251	130	529	258	271
%V	16.8%	16.9%	16.9%	17.4%	17.6%	18.4%	16.8%
%H (All HH)		97.7%	37.9%	19.6%	79.9%	39.0%	40.9%
%H (TV HH)			38.8%	20.1%	81.8%	39.9%	41.9%
65 +	1084	1067	290	134	923	272	650
%V	27.5%	27.9%	19.5%	18.0%	30.6%	19.4%	40.3%
%H (All HH)		98.4%	26.8%	12.4%	85.1%	25.1%	60.0%
%H (TV HH)			27.2%	12.6%	86.5%	25.5%	60.9%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Household level data
Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
1	1342	1277	324	181	1067	300	767
%V	34.1%	33.4%	21.8%	24.3%	35.4%	21.4%	47.6%
%H (All HH)		95.2%	24.1%	13.5%	79.5%	22.4%	57.2%
%H (TV HH)			25.4%	14.2%	83.6%	23.5%	60.1%
2	1210	1187	470	230	941	449	492
%V	30.7%	31.1%	31.6%	30.9%	31.2%	32.0%	30.5%
%H (All HH)		98.1%	38.8%	19.0%	77.8%	37.1%	40.7%
%H (TV HH)			39.6%	19.4%	79.3%	37.8%	41.4%
3	606	596	285	143	444	271	174
%V	15.4%	15.6%	19.2%	19.2%	14.7%	19.3%	10.8%
%H (All HH)		98.3%	47.0%	23.6%	73.3%	44.7%	28.7%
%H (TV HH)			47.8%	24.0%	74.5%	45.5%	29.2%
4	493	482	244	122	363	238	125
%V	12.5%	12.6%	16.4%	16.4%	12.0%	17.0%	7.8%
%H (All HH)		97.8%	49.5%	24.7%	73.6%	48.3%	25.4%
%H (TV HH)			50.6%	25.3%	75.3%	49.4%	25.9%
5+	289	280	162	69	199	146	53
%V	7.3%	7.3%	10.9%	9.3%	6.6%	10.4%	3.3%
%H (All HH)		96.9%	56.1%	23.9%	68.9%	50.5%	18.3%
%H (TV HH)			57.9%	24.6%	71.1%	52.1%	18.9%
Average HH size	2.32	2.33	2.69	2.60	2.26	2.68	1.90

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Without	2941	2841	997	500	2303	952	1351
%V	74.6%	74.3%	67.1%	67.1%	76.4%	67.9%	83.9%
%H (All HH)		96.6%	33.9%	17.0%	78.3%	32.4%	45.9%
%H (TV HH)			35.1%	17.6%	81.1%	33.5%	47.6%
With	999	981	488	245	712	451	261
%V	25.4%	25.7%	32.9%	32.9%	23.6%	32.1%	16.2%
%H (All HH)		98.2%	48.8%	24.5%	71.3%	45.1%	26.1%
%H (TV HH)			49.7%	25.0%	72.6%	46.0%	26.6%
0 - 3	385	374	190	93	253	159	93
%V	9.8%	9.8%	12.8%	12.5%	8.4%	11.3%	5.8%
%H (All HH)		97.1%	49.4%	24.2%	65.7%	41.3%	24.2%
%H (TV HH)			50.8%	24.9%	67.6%	42.5%	24.9%
4 - 9	495	486	247	121	352	227	125
%V	12.6%	12.7%	16.6%	16.2%	11.7%	16.2%	7.8%
%H (All HH)		98.2%	49.9%	24.4%	71.1%	45.9%	25.3%
%H (TV HH)			50.8%	24.9%	72.4%	46.7%	25.7%
10 - 15	472	467	237	121	350	234	116
%V	12.0%	12.2%	16.0%	16.2%	11.6%	16.7%	7.2%
%H (All HH)		98.9%	50.2%	25.6%	74.2%	49.6%	24.6%
%H (TV HH)			50.7%	25.9%	74.9%	50.1%	24.8%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
1	1603	1603	488	260	1156	317	839
%V	40.7%	41.9%	32.9%	34.9%	38.4%	22.6%	52.1%
%H (All HH)		100.0%	30.4%	16.2%	72.1%	19.8%	52.3%
%H (TV HH)			30.4%	16.2%	72.1%	19.8%	52.3%
2	1245	1245	503	249	1019	514	505
%V	31.6%	32.6%	33.9%	33.4%	33.8%	36.6%	31.3%
%H (All HH)		100.0%	40.4%	20.0%	81.8%	41.3%	40.6%
%H (TV HH)			40.4%	20.0%	81.8%	41.3%	40.6%
3	596	596	290	136	514	331	183
%V	15.1%	15.6%	19.5%	18.3%	17.1%	23.6%	11.4%
%H (All HH)		100.0%	48.7%	22.8%	86.2%	55.5%	30.7%
%H (TV HH)			48.7%	22.8%	86.2%	55.5%	30.7%
4	263	263	143	68	227	167	60
%V	6.7%	6.9%	9.6%	9.1%	7.5%	11.9%	3.7%
%H (All HH)		100.0%	54.4%	25.9%	86.3%	63.5%	22.8%
%H (TV HH)			54.4%	25.9%	86.3%	63.5%	22.8%
5+	115	115	61	33	98	73	25
%V	2.9%	3.0%	4.1%	4.4%	3.3%	5.2%	1.6%
%H (All HH)		100.0%	53.0%	28.7%	85.2%	63.5%	21.7%
%H (TV HH)			53.0%	28.7%	85.2%	63.5%	21.7%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Household level data
Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Under 20"	979	979	399	195	874	472	402
%V	24.8%	25.6%	26.9%	26.2%	29.0%	33.6%	25.0%
%H (All HH)		100.0%	40.8%	19.9%	89.3%	48.2%	41.1%
%H (TV HH)			40.8%	19.9%	89.3%	48.2%	41.1%
20" - 29"	1559	1559	555	293	1332	601	731
%V	39.6%	40.8%	37.4%	39.3%	44.2%	42.8%	45.4%
%H (All HH)		100.0%	35.6%	18.8%	85.4%	38.6%	46.9%
%H (TV HH)			35.6%	18.8%	85.4%	38.6%	46.9%
30" - 39"	1981	1981	811	404	1605	812	793
%V	50.3%	51.8%	54.6%	54.2%	53.3%	57.9%	49.2%
%H (All HH)		100.0%	40.9%	20.4%	81.0%	41.0%	40.0%
%H (TV HH)			40.9%	20.4%	81.0%	41.0%	40.0%
40" and over	1360	1360	714	323	1015	670	346
%V	34.5%	35.6%	48.1%	43.4%	33.7%	47.8%	21.5%
%H (All HH)		100.0%	52.5%	23.8%	74.6%	49.3%	25.4%
%H (TV HH)			52.5%	23.8%	74.6%	49.3%	25.4%

Base: ITV 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

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ITV Midlands

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Main living room	3757	3757	1474	741	2982	1395	1587
%V	95.4%	98.3%	99.3%	99.5%	98.9%	99.4%	98.5%
%H (All HH)		100.0%	39.2%	19.7%	79.4%	37.1%	42.2%
%H (TV HH)			39.2%	19.7%	79.4%	37.1%	42.2%
Kitchen	462	462	207	81	419	240	179
%V	11.7%	12.1%	13.9%	10.9%	13.9%	17.1%	11.1%
%H (All HH)		100.0%	44.8%	17.5%	90.7%	51.9%	38.7%
%H (TV HH)			44.8%	17.5%	90.7%	51.9%	38.7%
Adult's bedroom	1533	1533	712	339	1320	806	514
%V	38.9%	40.1%	47.9%	45.5%	43.8%	57.4%	31.9%
%H (All HH)		100.0%	46.4%	22.1%	86.1%	52.6%	33.5%
%H (TV HH)			46.4%	22.1%	86.1%	52.6%	33.5%
Child's bedroom	298	298	150	81	263	188	74
%V	7.6%	7.8%	10.1%	10.9%	8.7%	13.4%	4.6%
%H (All HH)		100.0%	50.3%	27.2%	88.3%	63.1%	24.8%
%H (TV HH)			50.3%	27.2%	88.3%	63.1%	24.8%
Other bedroom	150	150	72	43	128	86	42
%V	3.8%	3.9%	4.8%	5.8%	4.2%	6.1%	2.6%
%H (All HH)		100.0%	48.0%	28.7%	85.3%	57.3%	28.0%
%H (TV HH)			48.0%	28.7%	85.3%	57.3%	28.0%
Second living/dining room	327	327	157	70	278	167	111
%V	8.3%	8.6%	10.6%	9.4%	9.2%	11.9%	6.9%
%H (All HH)		100.0%	48.0%	21.4%	85.0%	51.1%	33.9%
%H (TV HH)			48.0%	21.4%	85.0%	51.1%	33.9%
Study/office	60	60	28	9	53	28	25
%V	1.5%	1.6%	1.9%	1.2%	1.8%	2.0%	1.6%
%H (All HH)		100.0%	46.7%	15.0%	88.3%	46.7%	41.7%
%H (TV HH)			46.7%	15.0%	88.3%	46.7%	41.7%
TV room	21	21	11	4	18	13	6
%V	0.5%	0.5%	0.7%	0.5%	0.6%	0.9%	0.4%
%H (All HH)		100.0%	52.4%	19.0%	85.7%	61.9%	28.6%
%H (TV HH)			52.4%	19.0%	85.7%	61.9%	28.6%
Conservatory	86	86	41	23	73	49	25
%V	2.2%	2.3%	2.8%	3.1%	2.4%	3.5%	1.6%
%H (All HH)		100.0%	47.7%	26.7%	84.9%	57.0%	29.1%
%H (TV HH)			47.7%	26.7%	84.9%	57.0%	29.1%
Attic or loft room	6	6	4	2	5	4	1
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	83.3%	66.7%	16.7%
%H (TV HH)			66.7%	33.3%	83.3%	66.7%	16.7%
No specific location	9	9	4	2	7	4	3
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	44.4%	22.2%	77.8%	44.4%	33.3%
%H (TV HH)			44.4%	22.2%	77.8%	44.4%	33.3%
Other	18	18	8	7	16	13	3
%V	0.5%	0.5%	0.5%	0.9%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	44.4%	38.9%	88.9%	72.2%	16.7%
%H (TV HH)			44.4%	38.9%	88.9%	72.2%	16.7%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Household level data
Table 2.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
PVR	2008	2008	1171	457	1473	1058	415
%V	51.0%	52.5%	78.9%	61.3%	48.9%	75.4%	25.8%
%H (All HH)		100.0%	58.3%	22.8%	73.4%	52.7%	20.7%
%H (TV HH)			58.3%	22.8%	73.4%	52.7%	20.7%
DVDR	312	312	108	52	262	107	154
%V	7.9%	8.2%	7.3%	7.0%	8.7%	7.6%	9.6%
%H (All HH)		100.0%	34.6%	16.7%	84.0%	34.3%	49.4%
%H (TV HH)			34.6%	16.7%	84.0%	34.3%	49.4%
VCR	205	205	68	36	176	71	105
%V	5.2%	5.4%	4.6%	4.8%	5.8%	5.1%	6.5%
%H (All HH)		100.0%	33.2%	17.6%	85.9%	34.6%	51.2%
%H (TV HH)			33.2%	17.6%	85.9%	34.6%	51.2%
Any recorder	2266	2266	1216	492	1702	1106	596
%V	57.5%	59.3%	81.9%	66.0%	56.5%	78.8%	37.0%
%H (All HH)		100.0%	53.7%	21.7%	75.1%	48.8%	26.3%
%H (TV HH)			53.7%	21.7%	75.1%	48.8%	26.3%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 2.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Receives HDTV (via STB or built-in reception)	1864	1864	890	552	1405	947	459
%V	47.3%	48.8%	59.9%	74.1%	46.6%	67.5%	28.5%
%H (All HH)		100.0%	47.7%	29.6%	75.4%	50.8%	24.6%
%H (TV HH)			47.7%	29.6%	75.4%	50.8%	24.6%
DVD/Blu-ray player or recorder	3010	3010	1233	621	2414	1221	1193
%V	76.4%	78.8%	83.0%	83.4%	80.1%	87.0%	74.1%
%H (All HH)		100.0%	41.0%	20.6%	80.2%	40.6%	39.6%
%H (TV HH)			41.0%	20.6%	80.2%	40.6%	39.6%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Household level data
Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3940	3822	1485	745	3014	1403	1611
%H (All HH)		97.0%	37.7%	18.9%	76.5%	35.6%	40.9%
%H (TV HH)			38.9%	19.5%	78.9%	36.7%	42.2%
Has PC or Laptop	2958	2880	1267	643	2212	1222	990
%V	75.1%	75.4%	85.3%	86.3%	73.4%	87.1%	61.5%
%H (All HH)		97.4%	42.8%	21.7%	74.8%	41.3%	33.5%
%H (TV HH)			44.0%	22.3%	76.8%	42.4%	34.4%
Has broadband internet	2789	2722	1235	627	2076	1194	882
%V	70.8%	71.2%	83.2%	84.2%	68.9%	85.1%	54.7%
%H (All HH)		97.6%	44.3%	22.5%	74.4%	42.8%	31.6%
%H (TV HH)			45.4%	23.0%	76.3%	43.9%	32.4%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	7544	3259	1610	6166	3396	2771
%H		43.2%	21.3%	81.7%	45.0%	36.7%
Under 20"	1258	524	254	1131	626	505
%V	16.7%	16.1%	15.8%	18.3%	18.4%	18.2%
%H		41.7%	20.2%	89.9%	49.8%	40.1%
20" - 29"	1938	719	374	1680	807	873
%V	25.7%	22.1%	23.2%	27.2%	23.8%	31.5%
%H		37.1%	19.3%	86.7%	41.6%	45.0%
30" - 39"	2292	972	483	1877	1005	872
%V	30.4%	29.8%	30.0%	30.4%	29.6%	31.5%
%H		42.4%	21.1%	81.9%	43.8%	38.0%
40" and over	1529	812	375	1141	769	372
%V	20.3%	24.9%	23.3%	18.5%	22.6%	13.4%
%H		53.1%	24.5%	74.6%	50.3%	24.3%
Don't know	123	52	19	101	47	54
%V	1.6%	1.6%	1.2%	1.6%	1.4%	1.9%
%H		42.3%	15.4%	82.1%	38.2%	43.9%
Not Asked	404	180	105	236	142	95
%V	5.4%	5.5%	6.5%	3.8%	4.2%	3.4%
%H		44.6%	26.0%	58.4%	35.1%	23.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	7544	3259	1610	6166	3396	2771
%H		43.2%	21.3%	81.7%	45.0%	36.7%
Main living room	3776	1480	745	2997	1400	1597
%V	50.1%	45.4%	46.3%	48.6%	41.2%	57.6%
%H		39.2%	19.7%	79.4%	37.1%	42.3%
Kitchen	464	208	82	421	242	179
%V	6.2%	6.4%	5.1%	6.8%	7.1%	6.5%
%H		44.8%	17.7%	90.7%	52.2%	38.6%
Adult's bedroom	1805	858	403	1565	984	581
%V	23.9%	26.3%	25.0%	25.4%	29.0%	21.0%
%H		47.5%	22.3%	86.7%	54.5%	32.2%
Child's bedroom	388	195	107	341	246	95
%V	5.1%	6.0%	6.6%	5.5%	7.2%	3.4%
%H		50.3%	27.6%	87.9%	63.4%	24.5%
Other bedroom	175	82	50	151	101	50
%V	2.3%	2.5%	3.1%	2.4%	3.0%	1.8%
%H		46.9%	28.6%	86.3%	57.7%	28.6%
Second living/dining room	330	160	70	280	170	111
%V	4.4%	4.9%	4.3%	4.5%	5.0%	4.0%
%H		48.5%	21.2%	84.8%	51.5%	33.6%
Study/office	60	28	9	53	28	25
%V	0.8%	0.9%	0.6%	0.9%	0.8%	0.9%
%H		46.7%	15.0%	88.3%	46.7%	41.7%
TV room	21	12	4	18	13	6
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%
%H		57.1%	19.0%	85.7%	61.9%	28.6%
Conservatory	86	41	23	73	49	25
%V	1.1%	1.3%	1.4%	1.2%	1.4%	0.9%
%H		47.7%	26.7%	84.9%	57.0%	29.1%
Attic or loft room	6	4	2	5	4	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		66.7%	33.3%	83.3%	66.7%	16.7%
No specific location	9	4	2	7	4	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	22.2%	77.8%	44.4%	33.3%
Other	19	8	7	17	14	3
%V	0.3%	0.2%	0.4%	0.3%	0.4%	0.1%
%H		42.1%	36.8%	89.5%	73.7%	15.8%
Not Asked	404	180	105	236	142	95
%V	5.4%	5.5%	6.5%	3.8%	4.2%	3.4%
%H		44.6%	26.0%	58.4%	35.1%	23.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Set level data
Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	7544	3259	1610	6166	3396	2771
%H		43.2%	21.3%	81.7%	45.0%	36.7%
PVR	2540	1558	572	1844	1386	458
%V	33.7%	47.8%	35.5%	29.9%	40.8%	16.5%
%H		61.3%	22.5%	72.6%	54.6%	18.0%
DVDR	337	116	59	281	116	165
%V	4.5%	3.6%	3.7%	4.6%	3.4%	6.0%
%H		34.4%	17.5%	83.4%	34.4%	49.0%
VCR	220	75	39	188	78	111
%V	2.9%	2.3%	2.4%	3.0%	2.3%	4.0%
%H		34.1%	17.7%	85.5%	35.5%	50.5%
Any recorder	2867	1631	621	2138	1470	668
%V	38.0%	50.0%	38.6%	34.7%	43.3%	24.1%
%H		56.9%	21.7%	74.6%	51.3%	23.3%

Base: ITV Midlands - 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
	HH	HH	HH	HH	HH	HH
Total Sets	7544	3259	1610	6166	3396	2771
%H		43.2%	21.3%	81.7%	45.0%	36.7%
Receives HDTV (via STB or built-in reception)	2590	1246	788	1994	1379	615
%V	34.3%	38.2%	48.9%	32.3%	40.6%	22.2%
%H		48.1%	30.4%	77.0%	53.2%	23.7%
DVD/Blu-ray player or recorder	4351	1905	953	3583	2023	1560
%V	57.7%	58.5%	59.2%	58.1%	59.6%	56.3%
%H		43.8%	21.9%	82.3%	46.5%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Set level data
Table 2.15: Main Set Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3820	1485	745	3013	1402	1610
%H		38.9%	19.5%	78.9%	36.7%	42.1%
Under 20"	105	20	10	91	16	75
%V	2.7%	1.3%	1.3%	3.0%	1.1%	4.7%
%H		19.0%	9.5%	86.7%	15.2%	71.4%
20" - 29"	733	173	109	621	163	458
%V	19.2%	11.6%	14.6%	20.6%	11.6%	28.4%
%H		23.6%	14.9%	84.7%	22.2%	62.5%
30" - 39"	1591	589	306	1283	571	712
%V	41.6%	39.7%	41.1%	42.6%	40.7%	44.2%
%H		37.0%	19.2%	80.6%	35.9%	44.8%
40" and over	1308	686	310	971	637	334
%V	34.2%	46.2%	41.6%	32.2%	45.4%	20.7%
%H		52.4%	23.7%	74.2%	48.7%	25.5%
Don't know	58	17	10	46	15	31
%V	1.5%	1.1%	1.3%	1.5%	1.1%	1.9%
%H		29.3%	17.2%	79.3%	25.9%	53.4%
Not Asked	25	0	0	1	0	0
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	4.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Set level data
Table 2.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3820	1485	745	3013	1402	1610
%H		38.9%	19.5%	78.9%	36.7%	42.1%
PVR	1948	1145	448	1419	1030	389
%V	51.0%	77.1%	60.1%	47.1%	73.5%	24.2%
%H		58.8%	23.0%	72.8%	52.9%	20.0%
DVDR	273	91	44	226	86	140
%V	7.1%	6.1%	5.9%	7.5%	6.1%	8.7%
%H		33.3%	16.1%	82.8%	31.5%	51.3%
VCR	178	54	30	151	55	96
%V	4.7%	3.6%	4.0%	5.0%	3.9%	6.0%
%H		30.3%	16.9%	84.8%	30.9%	53.9%
Any recorder	2202	1192	481	1645	1079	566
%V	57.6%	80.3%	64.6%	54.6%	77.0%	35.2%
%H		54.1%	21.8%	74.7%	49.0%	25.7%

Base: ITV Midlands - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	3820	1485	745	3013	1402	1610
%H		38.9%	19.5%	78.9%	36.7%	42.1%
Receives HDTV (via STB or built-in reception)	1798	864	540	1346	915	431
%V	47.1%	58.2%	72.5%	44.7%	65.3%	26.8%
%H		48.1%	30.0%	74.9%	50.9%	24.0%
DVD/Blu-ray player or recorder	2842	1160	577	2264	1126	1138
%V	74.4%	78.1%	77.4%	75.1%	80.3%	70.7%
%H		40.8%	20.3%	79.7%	39.6%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3724	1775	865	3153	1993	1160
%H		47.7%	23.2%	84.7%	53.5%	31.1%
Under 20"	1153	504	244	1040	610	430
%V	31.0%	28.4%	28.2%	33.0%	30.6%	37.1%
%H		43.7%	21.2%	90.2%	52.9%	37.3%
20" - 29"	1205	546	265	1059	644	415
%V	32.4%	30.8%	30.6%	33.6%	32.3%	35.8%
%H		45.3%	22.0%	87.9%	53.4%	34.4%
30" - 39"	701	383	177	593	434	159
%V	18.8%	21.6%	20.5%	18.8%	21.8%	13.7%
%H		54.6%	25.2%	84.6%	61.9%	22.7%
40" and over	221	126	65	170	132	38
%V	5.9%	7.1%	7.5%	5.4%	6.6%	3.3%
%H		57.0%	29.4%	76.9%	59.7%	17.2%
Don't know	66	35	9	55	32	23
%V	1.8%	2.0%	1.0%	1.7%	1.6%	2.0%
%H		53.0%	13.6%	83.3%	48.5%	34.8%
Not Asked	378	181	105	236	141	95
%V	10.2%	10.2%	12.1%	7.5%	7.1%	8.2%
%H		47.9%	27.8%	62.4%	37.3%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3724	1775	865	3153	1993	1160
%H		47.7%	23.2%	84.7%	53.5%	31.1%
PVR	592	413	124	424	355	69
%V	15.9%	23.3%	14.3%	13.4%	17.8%	5.9%
%H		69.8%	20.9%	71.6%	60.0%	11.7%
DVDR	64	24	15	55	30	25
%V	1.7%	1.4%	1.7%	1.7%	1.5%	2.2%
%H		37.5%	23.4%	85.9%	46.9%	39.1%
VCR	42	20	9	38	23	15
%V	1.1%	1.1%	1.0%	1.2%	1.2%	1.3%
%H		47.6%	21.4%	90.5%	54.8%	35.7%
Any recorder	665	439	139	493	391	103
%V	17.9%	24.7%	16.1%	15.6%	19.6%	8.9%
%H		66.0%	20.9%	74.1%	58.8%	15.5%

Base: ITV Midlands - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	3724	1775	865	3153	1993	1160
%H		47.7%	23.2%	84.7%	53.5%	31.1%
Receives HDTV (via STB or built-in reception)	792	382	248	648	464	184
%V	21.3%	21.5%	28.7%	20.6%	23.3%	15.9%
%H		48.2%	31.3%	81.8%	58.6%	23.2%
DVD/Blu-ray player or recorder	1508	745	375	1319	897	422
%V	40.5%	42.0%	43.4%	41.8%	45.0%	36.4%
%H		49.4%	24.9%	87.5%	59.5%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	9138	8904	3990	1939	6814	3757	3057
%H		97.4%	43.7%	21.2%	74.6%	41.1%	33.5%
Total Children	1767	1733	890	427	1249	810	439
%V	19.3%	19.5%	22.3%	22.0%	18.3%	21.6%	14.4%
%H		98.1%	50.4%	24.2%	70.7%	45.8%	24.8%
0 - 3	474	459	234	111	313	194	119
%V	5.2%	5.2%	5.9%	5.7%	4.6%	5.2%	3.9%
%H		96.8%	49.4%	23.4%	66.0%	40.9%	25.1%
4 - 15	1293	1274	657	316	936	616	320
%V	14.1%	14.3%	16.5%	16.3%	13.7%	16.4%	10.5%
%H		98.5%	50.8%	24.4%	72.4%	47.6%	24.7%
4 - 9	680	667	344	162	485	315	170
%V	7.4%	7.5%	8.6%	8.4%	7.1%	8.4%	5.6%
%H		98.1%	50.6%	23.8%	71.3%	46.3%	25.0%
10 - 15	613	607	313	155	451	301	150
%V	6.7%	6.8%	7.8%	8.0%	6.6%	8.0%	4.9%
%H		99.0%	51.1%	25.3%	73.6%	49.1%	24.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	9138	8904	3990	1939	6814	3757	3057
%H		97.4%	43.7%	21.2%	74.6%	41.1%	33.5%
Total Adults (16+)	7371	7171	3100	1512	5565	2947	2618
%V	80.7%	80.5%	77.7%	78.0%	81.7%	78.4%	85.6%
%H		97.3%	42.1%	20.5%	75.5%	40.0%	35.5%
16 - 19	467	456	231	109	339	226	113
%V	5.1%	5.1%	5.8%	5.6%	5.0%	6.0%	3.7%
%H		97.6%	49.5%	23.3%	72.6%	48.4%	24.2%
20 - 24	575	533	241	135	398	238	159
%V	6.3%	6.0%	6.0%	7.0%	5.8%	6.3%	5.2%
%H		92.7%	41.9%	23.5%	69.2%	41.4%	27.7%
25 - 34	1215	1165	550	275	830	489	341
%V	13.3%	13.1%	13.8%	14.2%	12.2%	13.0%	11.2%
%H		95.9%	45.3%	22.6%	68.3%	40.2%	28.1%
35 - 44	1188	1152	587	280	835	536	299
%V	13.0%	12.9%	14.7%	14.4%	12.3%	14.3%	9.8%
%H		97.0%	49.4%	23.6%	70.3%	45.1%	25.2%
45 - 54	1276	1254	578	291	977	573	405
%V	14.0%	14.1%	14.5%	15.0%	14.3%	15.3%	13.2%
%H		98.3%	45.3%	22.8%	76.6%	44.9%	31.7%
55 - 64	1077	1059	435	210	861	436	426
%V	11.8%	11.9%	10.9%	10.8%	12.6%	11.6%	13.9%
%H		98.3%	40.4%	19.5%	79.9%	40.5%	39.6%
65+	1573	1552	477	213	1325	450	876
%V	17.2%	17.4%	12.0%	11.0%	19.4%	12.0%	28.7%
%H		98.7%	30.3%	13.5%	84.2%	28.6%	55.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7371	7171	3100	1512	5565	2947	2618
%H		97.3%	42.1%	20.5%	75.5%	40.0%	35.5%
AB	1806	1774	863	310	1396	773	624
%V	24.5%	24.7%	27.8%	20.5%	25.1%	26.2%	23.8%
%H		98.2%	47.8%	17.2%	77.3%	42.8%	34.6%
C1	1925	1854	771	412	1434	758	676
%V	26.1%	25.9%	24.9%	27.2%	25.8%	25.7%	25.8%
%H		96.3%	40.1%	21.4%	74.5%	39.4%	35.1%
C2	1602	1576	697	380	1247	730	517
%V	21.7%	22.0%	22.5%	25.1%	22.4%	24.8%	19.7%
%H		98.4%	43.5%	23.7%	77.8%	45.6%	32.3%
D	1237	1198	529	275	870	466	404
%V	16.8%	16.7%	17.1%	18.2%	15.6%	15.8%	15.4%
%H		96.8%	42.8%	22.2%	70.3%	37.7%	32.7%
E	802	769	239	135	618	220	398
%V	10.9%	10.7%	7.7%	8.9%	11.1%	7.5%	15.2%
%H		95.9%	29.8%	16.8%	77.1%	27.4%	49.6%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7371	7171	3100	1512	5565	2947	2618
%H		97.3%	42.1%	20.5%	75.5%	40.0%	35.5%
Working full time	3232	3158	1526	748	2385	1462	923
%V	43.8%	44.0%	49.2%	49.5%	42.9%	49.6%	35.3%
%H		97.7%	47.2%	23.1%	73.8%	45.2%	28.6%
Working part time	771	759	348	174	571	327	244
%V	10.5%	10.6%	11.2%	11.5%	10.3%	11.1%	9.3%
%H		98.4%	45.1%	22.6%	74.1%	42.4%	31.6%
Not working	3368	3255	1226	590	2609	1157	1452
%V	45.7%	45.4%	39.5%	39.0%	46.9%	39.3%	55.5%
%H		96.6%	36.4%	17.5%	77.5%	34.4%	43.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3604	3492	1550	745	2673	1460	1214
%H		96.9%	43.0%	20.7%	74.2%	40.5%	33.7%
16 - 19	240	235	117	55	177	117	60
%V	6.7%	6.7%	7.5%	7.4%	6.6%	8.0%	4.9%
%H		97.9%	48.8%	22.9%	73.8%	48.8%	25.0%
20 - 24	287	264	126	65	194	123	71
%V	8.0%	7.6%	8.1%	8.7%	7.3%	8.4%	5.8%
%H		92.0%	43.9%	22.6%	67.6%	42.9%	24.7%
25 - 34	609	580	272	135	414	246	169
%V	16.9%	16.6%	17.5%	18.1%	15.5%	16.8%	13.9%
%H		95.2%	44.7%	22.2%	68.0%	40.4%	27.8%
35 - 44	584	563	293	134	401	259	142
%V	16.2%	16.1%	18.9%	18.0%	15.0%	17.7%	11.7%
%H		96.4%	50.2%	22.9%	68.7%	44.3%	24.3%
45 - 54	632	620	286	149	473	279	194
%V	17.5%	17.8%	18.5%	20.0%	17.7%	19.1%	16.0%
%H		98.1%	45.3%	23.6%	74.8%	44.1%	30.7%
55 - 64	532	520	213	99	422	210	212
%V	14.8%	14.9%	13.7%	13.3%	15.8%	14.4%	17.5%
%H		97.7%	40.0%	18.6%	79.3%	39.5%	39.8%
65+	720	710	242	108	592	227	365
%V	20.0%	20.3%	15.6%	14.5%	22.1%	15.5%	30.1%
%H		98.6%	33.6%	15.0%	82.2%	31.5%	50.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3604	3492	1550	745	2673	1460	1214
%H		96.9%	43.0%	20.7%	74.2%	40.5%	33.7%
AB	898	881	437	154	688	389	299
%V	24.9%	25.2%	28.2%	20.7%	25.7%	26.6%	24.6%
%H		98.1%	48.7%	17.1%	76.6%	43.3%	33.3%
C1	905	867	378	194	656	364	292
%V	25.1%	24.8%	24.4%	26.0%	24.5%	24.9%	24.1%
%H		95.8%	41.8%	21.4%	72.5%	40.2%	32.3%
C2	863	845	369	204	667	387	280
%V	23.9%	24.2%	23.8%	27.4%	25.0%	26.5%	23.1%
%H		97.9%	42.8%	23.6%	77.3%	44.8%	32.4%
D	625	602	269	142	428	234	194
%V	17.3%	17.2%	17.4%	19.1%	16.0%	16.0%	16.0%
%H		96.3%	43.0%	22.7%	68.5%	37.4%	31.0%
E	314	296	96	52	234	87	148
%V	8.7%	8.5%	6.2%	7.0%	8.8%	6.0%	12.2%
%H		94.3%	30.6%	16.6%	74.5%	27.7%	47.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3604	3492	1550	745	2673	1460	1214
%H		96.9%	43.0%	20.7%	74.2%	40.5%	33.7%
Working full time	2033	1985	982	462	1486	926	560
%V	56.4%	56.8%	63.4%	62.0%	55.6%	63.4%	46.1%
%H		97.6%	48.3%	22.7%	73.1%	45.5%	27.5%
Working part time	174	166	75	30	121	60	61
%V	4.8%	4.8%	4.8%	4.0%	4.5%	4.1%	5.0%
%H		95.4%	43.1%	17.2%	69.5%	34.5%	35.1%
Not working	1398	1340	493	254	1066	473	593
%V	38.8%	38.4%	31.8%	34.1%	39.9%	32.4%	48.8%
%H		95.9%	35.3%	18.2%	76.3%	33.8%	42.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3767	3679	1550	767	2892	1487	1405
%H		97.7%	41.1%	20.4%	76.8%	39.5%	37.3%
16 - 19	226	220	114	54	161	108	53
%V	6.0%	6.0%	7.4%	7.0%	5.6%	7.3%	3.8%
%H		97.3%	50.4%	23.9%	71.2%	47.8%	23.5%
20 - 24	288	269	115	70	204	116	88
%V	7.6%	7.3%	7.4%	9.1%	7.1%	7.8%	6.3%
%H		93.4%	39.9%	24.3%	70.8%	40.3%	30.6%
25 - 34	607	585	278	140	415	244	172
%V	16.1%	15.9%	17.9%	18.3%	14.3%	16.4%	12.2%
%H		96.4%	45.8%	23.1%	68.4%	40.2%	28.3%
35 - 44	604	589	294	146	434	277	157
%V	16.0%	16.0%	19.0%	19.0%	15.0%	18.6%	11.2%
%H		97.5%	48.7%	24.2%	71.9%	45.9%	26.0%
45 - 54	644	635	292	142	505	294	211
%V	17.1%	17.3%	18.8%	18.5%	17.5%	19.8%	15.0%
%H		98.6%	45.3%	22.0%	78.4%	45.7%	32.8%
55 - 64	544	539	222	111	440	226	213
%V	14.4%	14.7%	14.3%	14.5%	15.2%	15.2%	15.2%
%H		99.1%	40.8%	20.4%	80.9%	41.5%	39.2%
65+	853	842	235	104	733	223	510
%V	22.6%	22.9%	15.2%	13.6%	25.3%	15.0%	36.3%
%H		98.7%	27.5%	12.2%	85.9%	26.1%	59.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3767	3679	1550	767	2892	1487	1405
%H		97.7%	41.1%	20.4%	76.8%	39.5%	37.3%
AB	909	894	426	157	708	384	324
%V	24.1%	24.3%	27.5%	20.5%	24.5%	25.8%	23.1%
%H		98.3%	46.9%	17.3%	77.9%	42.2%	35.6%
C1	1020	988	394	218	778	395	383
%V	27.1%	26.9%	25.4%	28.4%	26.9%	26.6%	27.3%
%H		96.9%	38.6%	21.4%	76.3%	38.7%	37.5%
C2	738	730	328	177	580	343	237
%V	19.6%	19.8%	21.2%	23.1%	20.1%	23.1%	16.9%
%H		98.9%	44.4%	24.0%	78.6%	46.5%	32.1%
D	611	596	260	133	441	232	210
%V	16.2%	16.2%	16.8%	17.3%	15.2%	15.6%	14.9%
%H		97.5%	42.6%	21.8%	72.2%	38.0%	34.4%
E	489	472	143	83	384	133	250
%V	13.0%	12.8%	9.2%	10.8%	13.3%	8.9%	17.8%
%H		96.5%	29.2%	17.0%	78.5%	27.2%	51.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Midlands
Individual level data
Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3767	3679	1550	767	2892	1487	1405
%H		97.7%	41.1%	20.4%	76.8%	39.5%	37.3%
Working full time	1199	1173	543	286	899	536	363
%V	31.8%	31.9%	35.0%	37.3%	31.1%	36.0%	25.8%
%H		97.8%	45.3%	23.9%	75.0%	44.7%	30.3%
Working part time	597	592	273	144	450	267	183
%V	15.8%	16.1%	17.6%	18.8%	15.6%	18.0%	13.0%
%H		99.2%	45.7%	24.1%	75.4%	44.7%	30.7%
Not working	1970	1914	734	337	1543	684	859
%V	52.3%	52.0%	47.4%	43.9%	53.4%	46.0%	61.1%
%H		97.2%	37.3%	17.1%	78.3%	34.7%	43.6%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
AB	605	594	273	101	449	227	222
%V	20.3%	20.5%	23.4%	20.4%	19.7%	21.7%	17.9%
%H (All HH)		98.2%	45.1%	16.7%	74.2%	37.5%	36.7%
%H (TV HH)			46.0%	17.0%	75.6%	38.2%	37.4%
C1	791	773	330	144	604	302	301
%V	26.6%	26.7%	28.2%	29.1%	26.4%	28.9%	24.3%
%H (All HH)		97.7%	41.7%	18.2%	76.4%	38.2%	38.1%
%H (TV HH)			42.7%	18.6%	78.1%	39.1%	38.9%
C2	624	610	264	121	484	255	229
%V	21.0%	21.1%	22.6%	24.5%	21.2%	24.4%	18.5%
%H (All HH)		97.8%	42.3%	19.4%	77.6%	40.9%	36.7%
%H (TV HH)			43.3%	19.8%	79.3%	41.8%	37.5%
D	448	433	155	74	357	150	207
%V	15.0%	15.0%	13.3%	15.0%	15.6%	14.4%	16.7%
%H (All HH)		96.7%	34.6%	16.5%	79.7%	33.5%	46.2%
%H (TV HH)			35.8%	17.1%	82.4%	34.6%	47.8%
E	509	482	147	55	390	110	280
%V	17.1%	16.7%	12.6%	11.1%	17.1%	10.5%	22.6%
%H (All HH)		94.7%	28.9%	10.8%	76.6%	21.6%	55.0%
%H (TV HH)			30.5%	11.4%	80.9%	22.8%	58.1%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%V (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Under 25	125	117	43	22	84	34	51
%V	4.2%	4.0%	3.7%	4.5%	3.7%	3.3%	4.1%
%H (All HH)		93.6%	34.4%	17.6%	67.2%	27.2%	40.8%
%H (TV HH)			36.8%	18.8%	71.8%	29.1%	43.6%
25 - 34	440	419	209	77	292	160	132
%V	14.8%	14.5%	17.9%	15.6%	12.8%	15.3%	10.7%
%H (All HH)		95.2%	47.5%	17.5%	66.4%	36.4%	30.0%
%H (TV HH)			49.9%	18.4%	69.7%	38.2%	31.5%
35 - 44	522	503	251	107	372	220	152
%V	17.5%	17.4%	21.5%	21.7%	16.3%	21.1%	12.3%
%H (All HH)		96.4%	48.1%	20.5%	71.3%	42.1%	29.1%
%H (TV HH)			49.9%	21.3%	74.0%	43.7%	30.2%
45 - 54	596	580	265	118	456	256	200
%V	20.0%	20.1%	22.7%	23.9%	20.0%	24.5%	16.1%
%H (All HH)		97.3%	44.5%	19.8%	76.5%	43.0%	33.6%
%H (TV HH)			45.7%	20.3%	78.6%	44.1%	34.5%
55 - 64	502	490	191	87	390	175	215
%V	16.9%	16.9%	16.3%	17.6%	17.1%	16.8%	17.4%
%H (All HH)		97.6%	38.0%	17.3%	77.7%	34.9%	42.8%
%H (TV HH)			39.0%	17.8%	79.6%	35.7%	43.9%
65 +	793	782	211	83	689	200	490
%V	26.6%	27.0%	18.0%	16.8%	30.2%	19.2%	39.5%
%H (All HH)		98.6%	26.6%	10.5%	86.9%	25.2%	61.8%
%H (TV HH)			27.0%	10.6%	88.1%	25.6%	62.7%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
1	1083	1033	285	115	862	230	631
%V	36.4%	35.7%	24.4%	23.3%	37.7%	22.0%	50.9%
%H (All HH)		95.4%	26.3%	10.6%	79.6%	21.2%	58.3%
%H (TV HH)			27.6%	11.1%	83.4%	22.3%	61.1%
2	852	835	354	144	656	314	341
%V	28.6%	28.9%	30.3%	29.1%	28.7%	30.1%	27.5%
%H (All HH)		98.0%	41.5%	16.9%	77.0%	36.9%	40.0%
%H (TV HH)			42.4%	17.2%	78.6%	37.6%	40.8%
3	461	452	224	101	343	212	131
%V	15.5%	15.6%	19.2%	20.4%	15.0%	20.3%	10.6%
%H (All HH)		98.0%	48.6%	21.9%	74.4%	46.0%	28.4%
%H (TV HH)			49.6%	22.3%	75.9%	46.9%	29.0%
4	386	381	204	85	291	196	95
%V	13.0%	13.2%	17.5%	17.2%	12.7%	18.8%	7.7%
%H (All HH)		98.7%	52.8%	22.0%	75.4%	50.8%	24.6%
%H (TV HH)			53.5%	22.3%	76.4%	51.4%	24.9%
5+	195	189	102	50	132	91	41
%V	6.6%	6.5%	8.7%	10.1%	5.8%	8.7%	3.3%
%H (All HH)		96.9%	52.3%	25.6%	67.7%	46.7%	21.0%
%H (TV HH)			54.0%	26.5%	69.8%	48.1%	21.7%
Average HH size	2.27	2.29	2.60	2.65	2.22	2.65	1.86

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%V (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Without	2223	2153	783	336	1744	706	1038
%V	74.7%	74.5%	67.0%	68.0%	76.4%	67.6%	83.8%
%H (All HH)		96.9%	35.2%	15.1%	78.5%	31.8%	46.7%
%H (TV HH)			36.4%	15.6%	81.0%	32.8%	48.2%
With	754	738	386	159	539	338	201
%V	25.3%	25.5%	33.0%	32.2%	23.6%	32.4%	16.2%
%H (All HH)		97.9%	51.2%	21.1%	71.5%	44.8%	26.7%
%H (TV HH)			52.3%	21.5%	73.0%	45.8%	27.2%
0 - 3	285	275	143	56	190	112	78
%V	9.6%	9.5%	12.2%	11.3%	8.3%	10.7%	6.3%
%H (All HH)		96.5%	50.2%	19.6%	66.7%	39.3%	27.4%
%H (TV HH)			52.0%	20.4%	69.1%	40.7%	28.4%
4 - 9	370	363	197	73	266	170	97
%V	12.4%	12.6%	16.9%	14.8%	11.6%	16.3%	7.8%
%H (All HH)		98.1%	53.2%	19.7%	71.9%	45.9%	26.2%
%H (TV HH)			54.3%	20.1%	73.3%	46.8%	26.7%
10 - 15	363	355	188	83	265	174	90
%V	12.2%	12.3%	16.1%	16.8%	11.6%	16.7%	7.3%
%H (All HH)		97.8%	51.8%	22.9%	73.0%	47.9%	24.8%
%H (TV HH)			53.0%	23.4%	74.6%	49.0%	25.4%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
1	1138	1138	348	145	838	200	638
%V	38.2%	39.4%	29.8%	29.4%	36.7%	19.2%	51.5%
%H (All HH)		100.0%	30.6%	12.7%	73.6%	17.6%	56.1%
%H (TV HH)			30.6%	12.7%	73.6%	17.6%	56.1%
2	997	997	416	178	812	401	411
%V	33.5%	34.5%	35.6%	36.0%	35.6%	38.4%	33.2%
%H (All HH)		100.0%	41.7%	17.9%	81.4%	40.2%	41.2%
%H (TV HH)			41.7%	17.9%	81.4%	40.2%	41.2%
3	466	466	239	95	383	246	137
%V	15.7%	16.1%	20.4%	19.2%	16.8%	23.6%	11.1%
%H (All HH)		100.0%	51.3%	20.4%	82.2%	52.8%	29.4%
%H (TV HH)			51.3%	20.4%	82.2%	52.8%	29.4%
4	191	191	110	50	164	127	36
%V	6.4%	6.6%	9.4%	10.1%	7.2%	12.2%	2.9%
%H (All HH)		100.0%	57.6%	26.2%	85.9%	66.5%	18.8%
%H (TV HH)			57.6%	26.2%	85.9%	66.5%	18.8%
5+	99	99	56	26	88	70	18
%V	3.3%	3.4%	4.8%	5.3%	3.9%	6.7%	1.5%
%H (All HH)		100.0%	56.6%	26.3%	88.9%	70.7%	18.2%
%H (TV HH)			56.6%	26.3%	88.9%	70.7%	18.2%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Under 20"	661	661	261	111	605	309	296
%V	22.2%	22.9%	22.3%	22.5%	26.5%	29.6%	23.9%
%H (All HH)		100.0%	39.5%	16.8%	91.5%	46.7%	44.8%
%H (TV HH)			39.5%	16.8%	91.5%	46.7%	44.8%
20" - 29"	1097	1097	426	178	937	434	504
%V	36.8%	37.9%	36.4%	36.0%	41.0%	41.6%	40.7%
%H (All HH)		100.0%	38.8%	16.2%	85.4%	39.6%	45.9%
%H (TV HH)			38.8%	16.2%	85.4%	39.6%	45.9%
30" - 39"	1599	1599	653	308	1297	643	654
%V	53.7%	55.3%	55.9%	62.3%	56.8%	61.6%	52.8%
%H (All HH)		100.0%	40.8%	19.3%	81.1%	40.2%	40.9%
%H (TV HH)			40.8%	19.3%	81.1%	40.2%	40.9%
40" and over	1080	1080	590	230	785	514	271
%V	36.3%	37.4%	50.5%	46.6%	34.4%	49.2%	21.9%
%H (All HH)		100.0%	54.6%	21.3%	72.7%	47.6%	25.1%
%H (TV HH)			54.6%	21.3%	72.7%	47.6%	25.1%

Base: ITV 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

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DATA PERIOD: ANNUAL

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ITV North West

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Main living room	2853	2853	1161	493	2261	1040	1221
%V	95.8%	98.7%	99.3%	99.8%	99.0%	99.6%	98.5%
%H (All HH)		100.0%	40.7%	17.3%	79.2%	36.5%	42.8%
%H (TV HH)			40.7%	17.3%	79.2%	36.5%	42.8%
Kitchen	278	278	126	42	249	137	112
%V	9.3%	9.6%	10.8%	8.5%	10.9%	13.1%	9.0%
%H (All HH)		100.0%	45.3%	15.1%	89.6%	49.3%	40.3%
%H (TV HH)			45.3%	15.1%	89.6%	49.3%	40.3%
Adult's bedroom	1228	1228	587	258	1020	623	396
%V	41.2%	42.5%	50.2%	52.2%	44.7%	59.7%	32.0%
%H (All HH)		100.0%	47.8%	21.0%	83.1%	50.7%	32.2%
%H (TV HH)			47.8%	21.0%	83.1%	50.7%	32.2%
Child's bedroom	232	232	122	61	202	146	56
%V	7.8%	8.0%	10.4%	12.3%	8.8%	14.0%	4.5%
%H (All HH)		100.0%	52.6%	26.3%	87.1%	62.9%	24.1%
%H (TV HH)			52.6%	26.3%	87.1%	62.9%	24.1%
Other bedroom	114	114	59	25	98	66	32
%V	3.8%	3.9%	5.0%	5.1%	4.3%	6.3%	2.6%
%H (All HH)		100.0%	51.8%	21.9%	86.0%	57.9%	28.1%
%H (TV HH)			51.8%	21.9%	86.0%	57.9%	28.1%
Second living/dining room	335	335	173	58	281	171	110
%V	11.3%	11.6%	14.8%	11.7%	12.3%	16.4%	8.9%
%H (All HH)		100.0%	51.6%	17.3%	83.9%	51.0%	32.8%
%H (TV HH)			51.6%	17.3%	83.9%	51.0%	32.8%
Study/office	30	30	17	5	26	17	9
%V	1.0%	1.0%	1.5%	1.0%	1.1%	1.6%	0.7%
%H (All HH)		100.0%	56.7%	16.7%	86.7%	56.7%	30.0%
%H (TV HH)			56.7%	16.7%	86.7%	56.7%	30.0%
TV room	14	14	8	2	11	8	3
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.8%	0.2%
%H (All HH)		100.0%	57.1%	14.3%	78.6%	57.1%	21.4%
%H (TV HH)			57.1%	14.3%	78.6%	57.1%	21.4%
Conservatory	71	71	39	13	65	45	20
%V	2.4%	2.5%	3.3%	2.6%	2.8%	4.3%	1.6%
%H (All HH)		100.0%	54.9%	18.3%	91.5%	63.4%	28.2%
%H (TV HH)			54.9%	18.3%	91.5%	63.4%	28.2%
Attic or loft room	5	5	3	0	4	3	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	60.0%	40.0%
%H (TV HH)			60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	7	7	3	2	6	4	3
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	42.9%	28.6%	85.7%	57.1%	42.9%
%H (TV HH)			42.9%	28.6%	85.7%	57.1%	42.9%
Other	11	11	6	3	9	6	2
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	54.5%	27.3%	81.8%	54.5%	18.2%
%H (TV HH)			54.5%	27.3%	81.8%	54.5%	18.2%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
PVR	1586	1586	965	330	1120	812	308
%V	53.3%	54.9%	82.5%	66.8%	49.0%	77.8%	24.9%
%H (All HH)		100.0%	60.8%	20.8%	70.6%	51.2%	19.4%
%H (TV HH)			60.8%	20.8%	70.6%	51.2%	19.4%
DVDR	169	169	69	30	143	71	72
%V	5.7%	5.8%	5.9%	6.1%	6.3%	6.8%	5.8%
%H (All HH)		100.0%	40.8%	17.8%	84.6%	42.0%	42.6%
%H (TV HH)			40.8%	17.8%	84.6%	42.0%	42.6%
VCR	95	95	37	12	80	33	47
%V	3.2%	3.3%	3.2%	2.4%	3.5%	3.2%	3.8%
%H (All HH)		100.0%	38.9%	12.6%	84.2%	34.7%	49.5%
%H (TV HH)			38.9%	12.6%	84.2%	34.7%	49.5%
Any recorder	1711	1711	991	347	1229	840	389
%V	57.5%	59.2%	84.8%	70.2%	53.8%	80.5%	31.4%
%H (All HH)		100.0%	57.9%	20.3%	71.8%	49.1%	22.7%
%H (TV HH)			57.9%	20.3%	71.8%	49.1%	22.7%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Receives HDTV (via STB or built-in reception)	1355	1355	703	362	986	681	306
%V	45.5%	46.9%	60.1%	73.3%	43.2%	65.2%	24.7%
%H (All HH)		100.0%	51.9%	26.7%	72.8%	50.3%	22.6%
%H (TV HH)			51.9%	26.7%	72.8%	50.3%	22.6%
DVD/Blu-ray player or recorder	2169	2169	928	401	1699	843	856
%V	72.9%	75.0%	79.4%	81.2%	74.4%	80.7%	69.1%
%H (All HH)		100.0%	42.8%	18.5%	78.3%	38.9%	39.5%
%H (TV HH)			42.8%	18.5%	78.3%	38.9%	39.5%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Household level data
Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2977	2891	1169	494	2284	1044	1239
%H (All HH)		97.1%	39.3%	16.6%	76.7%	35.1%	41.6%
%H (TV HH)			40.4%	17.1%	79.0%	36.1%	42.9%
Has PC or Laptop	2171	2121	999	434	1615	915	701
%V	72.9%	73.4%	85.5%	87.9%	70.7%	87.6%	56.6%
%H (All HH)		97.7%	46.0%	20.0%	74.4%	42.1%	32.3%
%H (TV HH)			47.1%	20.5%	76.1%	43.1%	33.1%
Has broadband internet	2054	2010	965	427	1517	888	629
%V	69.0%	69.5%	82.5%	86.4%	66.4%	85.1%	50.8%
%H (All HH)		97.9%	47.0%	20.8%	73.9%	43.2%	30.6%
%H (TV HH)			48.0%	21.2%	75.5%	44.2%	31.3%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Set level data
Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5833	2644	1129	4745	2632	2113
%H		45.3%	19.4%	81.3%	45.1%	36.2%
Under 20"	852	349	152	782	420	362
%V	14.6%	13.2%	13.5%	16.5%	16.0%	17.1%
%H		41.0%	17.8%	91.8%	49.3%	42.5%
20" - 29"	1371	552	232	1182	581	601
%V	23.5%	20.9%	20.5%	24.9%	22.1%	28.4%
%H		40.3%	16.9%	86.2%	42.4%	43.8%
30" - 39"	1905	811	382	1553	822	731
%V	32.7%	30.7%	33.8%	32.7%	31.2%	34.6%
%H		42.6%	20.1%	81.5%	43.1%	38.4%
40" and over	1276	720	270	925	623	302
%V	21.9%	27.2%	23.9%	19.5%	23.7%	14.3%
%H		56.4%	21.2%	72.5%	48.8%	23.7%
Don't know	87	36	15	64	29	36
%V	1.5%	1.4%	1.3%	1.3%	1.1%	1.7%
%H		41.4%	17.2%	73.6%	33.3%	41.4%
Not Asked	342	176	78	239	157	81
%V	5.9%	6.7%	6.9%	5.0%	6.0%	3.8%
%H		51.5%	22.8%	69.9%	45.9%	23.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Set level data
Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5833	2644	1129	4745	2632	2113
%H		45.3%	19.4%	81.3%	45.1%	36.2%
Main living room	2867	1167	496	2274	1048	1226
%V	49.2%	44.1%	43.9%	47.9%	39.8%	58.0%
%H		40.7%	17.3%	79.3%	36.6%	42.8%
Kitchen	280	127	42	251	138	114
%V	4.8%	4.8%	3.7%	5.3%	5.2%	5.4%
%H		45.4%	15.0%	89.6%	49.3%	40.7%
Adult's bedroom	1438	695	320	1202	762	440
%V	24.7%	26.3%	28.3%	25.3%	29.0%	20.8%
%H		48.3%	22.3%	83.6%	53.0%	30.6%
Child's bedroom	292	155	79	255	190	66
%V	5.0%	5.9%	7.0%	5.4%	7.2%	3.1%
%H		53.1%	27.1%	87.3%	65.1%	22.6%
Other bedroom	134	71	29	117	81	36
%V	2.3%	2.7%	2.6%	2.5%	3.1%	1.7%
%H		53.0%	21.6%	87.3%	60.4%	26.9%
Second living/dining room	338	175	58	285	173	111
%V	5.8%	6.6%	5.1%	6.0%	6.6%	5.3%
%H		51.8%	17.2%	84.3%	51.2%	32.8%
Study/office	31	17	6	26	17	9
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%
%H		54.8%	19.4%	83.9%	54.8%	29.0%
TV room	14	8	2	11	8	3
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		57.1%	14.3%	78.6%	57.1%	21.4%
Conservatory	71	39	13	65	45	20
%V	1.2%	1.5%	1.2%	1.4%	1.7%	0.9%
%H		54.9%	18.3%	91.5%	63.4%	28.2%
Attic or loft room	5	3	0	4	3	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	8	3	3	7	5	3
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%
%H		37.5%	37.5%	87.5%	62.5%	37.5%
Other	12	7	3	9	7	2
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H		58.3%	25.0%	75.0%	58.3%	16.7%
Not Asked	342	176	78	239	157	81
%V	5.9%	6.7%	6.9%	5.0%	6.0%	3.8%
%H		51.5%	22.8%	69.9%	45.9%	23.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Set level data
Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5833	2644	1129	4745	2632	2113
%H		45.3%	19.4%	81.3%	45.1%	36.2%
PVR	2103	1355	433	1441	1099	342
%V	36.1%	51.2%	38.4%	30.4%	41.8%	16.2%
%H		64.4%	20.6%	68.5%	52.3%	16.3%
DVDR	193	80	36	161	81	80
%V	3.3%	3.0%	3.2%	3.4%	3.1%	3.8%
%H		41.5%	18.7%	83.4%	42.0%	41.5%
VCR	108	42	16	90	39	51
%V	1.9%	1.6%	1.4%	1.9%	1.5%	2.4%
%H		38.9%	14.8%	83.3%	36.1%	47.2%
Any recorder	2281	1406	461	1597	1155	442
%V	39.1%	53.2%	40.8%	33.7%	43.9%	20.9%
%H		61.6%	20.2%	70.0%	50.6%	19.4%

Base: ITV North West - 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
	HH	HH	HH	HH	HH	HH
Total Sets	5833	2644	1129	4745	2632	2113
%H		45.3%	19.4%	81.3%	45.1%	36.2%
Receives HDTV (via STB or built-in reception)	1920	1013	527	1390	983	406
%V	32.9%	38.3%	46.7%	29.3%	37.3%	19.2%
%H		52.8%	27.4%	72.4%	51.2%	21.1%
DVD/Blu-ray player or recorder	3226	1463	657	2594	1454	1140
%V	55.3%	55.3%	58.2%	54.7%	55.2%	54.0%
%H		45.4%	20.4%	80.4%	45.1%	35.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2890	1169	494	2283	1044	1239
%H		40.4%	17.1%	79.0%	36.1%	42.9%
Under 20"	58	9	4	51	5	45
%V	2.0%	0.8%	0.8%	2.2%	0.5%	3.6%
%H		15.5%	6.9%	87.9%	8.6%	77.6%
20" - 29"	492	119	45	421	92	329
%V	17.0%	10.2%	9.1%	18.4%	8.8%	26.6%
%H		24.2%	9.1%	85.6%	18.7%	66.9%
30" - 39"	1244	454	219	1022	440	582
%V	43.0%	38.8%	44.3%	44.8%	42.1%	47.0%
%H		36.5%	17.6%	82.2%	35.4%	46.8%
40" and over	1044	573	219	758	497	261
%V	36.1%	49.0%	44.3%	33.2%	47.6%	21.1%
%H		54.9%	21.0%	72.6%	47.6%	25.0%
Don't know	43	14	7	31	10	22
%V	1.5%	1.2%	1.4%	1.4%	1.0%	1.8%
%H		32.6%	16.3%	72.1%	23.3%	51.2%
Not Asked	9	0	0	0	0	0
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Set level data
Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2890	1169	494	2283	1044	1239
%H		40.4%	17.1%	79.0%	36.1%	42.9%
PVR	1538	950	319	1075	791	284
%V	53.2%	81.3%	64.6%	47.1%	75.8%	22.9%
%H		61.8%	20.7%	69.9%	51.4%	18.5%
DVDR	142	55	24	119	54	64
%V	4.9%	4.7%	4.9%	5.2%	5.2%	5.2%
%H		38.7%	16.9%	83.8%	38.0%	45.1%
VCR	81	30	11	68	27	41
%V	2.8%	2.6%	2.2%	3.0%	2.6%	3.3%
%H		37.0%	13.6%	84.0%	33.3%	50.6%
Any recorder	1662	979	336	1186	822	364
%V	57.5%	83.7%	68.0%	51.9%	78.7%	29.4%
%H		58.9%	20.2%	71.4%	49.5%	21.9%

Base: ITV North West - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	2890	1169	494	2283	1044	1239
%H		40.4%	17.1%	79.0%	36.1%	42.9%
Receives HDTV (via STB or built-in reception)	1313	687	357	951	667	284
%V	45.4%	58.8%	72.3%	41.7%	63.9%	22.9%
%H		52.3%	27.2%	72.4%	50.8%	21.6%
DVD/Blu-ray player or recorder	2047	872	380	1591	782	810
%V	70.8%	74.6%	76.9%	69.7%	74.9%	65.4%
%H		42.6%	18.6%	77.7%	38.2%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1474	635	2462	1587	874
%H		50.1%	21.6%	83.7%	53.9%	29.7%
Under 20"	794	340	148	731	415	316
%V	27.0%	23.1%	23.3%	29.7%	26.1%	36.2%
%H		42.8%	18.6%	92.1%	52.3%	39.8%
20" - 29"	879	433	187	761	489	272
%V	29.9%	29.4%	29.4%	30.9%	30.8%	31.1%
%H		49.3%	21.3%	86.6%	55.6%	30.9%
30" - 39"	660	357	163	531	382	149
%V	22.4%	24.2%	25.7%	21.6%	24.1%	17.0%
%H		54.1%	24.7%	80.5%	57.9%	22.6%
40" and over	232	146	51	167	126	41
%V	7.9%	9.9%	8.0%	6.8%	7.9%	4.7%
%H		62.9%	22.0%	72.0%	54.3%	17.7%
Don't know	43	22	8	33	19	14
%V	1.5%	1.5%	1.3%	1.3%	1.2%	1.6%
%H		51.2%	18.6%	76.7%	44.2%	32.6%
Not Asked	334	176	78	239	156	82
%V	11.4%	11.9%	12.3%	9.7%	9.8%	9.4%
%H		52.7%	23.4%	71.6%	46.7%	24.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1474	635	2462	1587	874
%H		50.1%	21.6%	83.7%	53.9%	29.7%
PVR	565	405	114	365	308	57
%V	19.2%	27.5%	18.0%	14.8%	19.4%	6.5%
%H		71.7%	20.2%	64.6%	54.5%	10.1%
DVDR	50	26	11	42	27	16
%V	1.7%	1.8%	1.7%	1.7%	1.7%	1.8%
%H		52.0%	22.0%	84.0%	54.0%	32.0%
VCR	27	13	6	22	12	10
%V	0.9%	0.9%	0.9%	0.9%	0.8%	1.1%
%H		48.1%	22.2%	81.5%	44.4%	37.0%
Any recorder	618	427	126	412	333	78
%V	21.0%	29.0%	19.8%	16.7%	21.0%	8.9%
%H		69.1%	20.4%	66.7%	53.9%	12.6%

Base: ITV North West - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1474	635	2462	1587	874
%H		50.1%	21.6%	83.7%	53.9%	29.7%
Receives HDTV (via STB or built-in reception)	607	326	170	439	317	122
%V	20.6%	22.1%	26.8%	17.8%	20.0%	14.0%
%H		53.7%	28.0%	72.3%	52.2%	20.1%
DVD/Blu-ray player or recorder	1179	591	277	1003	672	331
%V	40.1%	40.1%	43.6%	40.7%	42.3%	37.9%
%H		50.1%	23.5%	85.1%	57.0%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6771	6607	3037	1308	5078	2769	2309
%H		97.6%	44.9%	19.3%	75.0%	40.9%	34.1%
Total Children	1302	1268	678	273	916	586	330
%V	19.2%	19.2%	22.3%	20.9%	18.0%	21.2%	14.3%
%H		97.4%	52.1%	21.0%	70.4%	45.0%	25.3%
0 - 3	345	331	171	66	232	136	96
%V	5.1%	5.0%	5.6%	5.0%	4.6%	4.9%	4.2%
%H		95.9%	49.6%	19.1%	67.2%	39.4%	27.8%
4 - 15	958	937	507	207	684	450	234
%V	14.1%	14.2%	16.7%	15.8%	13.5%	16.3%	10.1%
%H		97.8%	52.9%	21.6%	71.4%	47.0%	24.4%
4 - 9	491	481	265	101	354	233	120
%V	7.3%	7.3%	8.7%	7.7%	7.0%	8.4%	5.2%
%H		98.0%	54.0%	20.6%	72.1%	47.5%	24.4%
10 - 15	466	455	243	106	331	217	114
%V	6.9%	6.9%	8.0%	8.1%	6.5%	7.8%	4.9%
%H		97.6%	52.1%	22.7%	71.0%	46.6%	24.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6771	6607	3037	1308	5078	2769	2309
%H		97.6%	44.9%	19.3%	75.0%	40.9%	34.1%
Total Adults (16+)	5469	5339	2359	1035	4162	2183	1978
%V	80.8%	80.8%	77.7%	79.1%	82.0%	78.8%	85.7%
%H		97.6%	43.1%	18.9%	76.1%	39.9%	36.2%
16 - 19	344	336	166	85	259	171	88
%V	5.1%	5.1%	5.5%	6.5%	5.1%	6.2%	3.8%
%H		97.7%	48.3%	24.7%	75.3%	49.7%	25.6%
20 - 24	447	431	202	98	322	191	131
%V	6.6%	6.5%	6.7%	7.5%	6.3%	6.9%	5.7%
%H		96.4%	45.2%	21.9%	72.0%	42.7%	29.3%
25 - 34	896	865	429	180	605	349	255
%V	13.2%	13.1%	14.1%	13.8%	11.9%	12.6%	11.0%
%H		96.5%	47.9%	20.1%	67.5%	39.0%	28.5%
35 - 44	877	851	433	188	630	388	242
%V	13.0%	12.9%	14.3%	14.4%	12.4%	14.0%	10.5%
%H		97.0%	49.4%	21.4%	71.8%	44.2%	27.6%
45 - 54	980	961	461	204	750	444	306
%V	14.5%	14.5%	15.2%	15.6%	14.8%	16.0%	13.3%
%H		98.1%	47.0%	20.8%	76.5%	45.3%	31.2%
55 - 64	796	779	330	146	616	308	308
%V	11.8%	11.8%	10.9%	11.2%	12.1%	11.1%	13.3%
%H		97.9%	41.5%	18.3%	77.4%	38.7%	38.7%
65+	1129	1116	339	134	979	332	648
%V	16.7%	16.9%	11.2%	10.2%	19.3%	12.0%	28.1%
%H		98.8%	30.0%	11.9%	86.7%	29.4%	57.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Individual level data
Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5469	5339	2359	1035	4162	2183	1978
%H		97.6%	43.1%	18.9%	76.1%	39.9%	36.2%
AB	1229	1207	582	230	913	513	399
%V	22.5%	22.6%	24.7%	22.2%	21.9%	23.5%	20.2%
%H		98.2%	47.4%	18.7%	74.3%	41.7%	32.5%
C1	1482	1452	666	298	1112	616	496
%V	27.1%	27.2%	28.2%	28.8%	26.7%	28.2%	25.1%
%H		98.0%	44.9%	20.1%	75.0%	41.6%	33.5%
C2	1246	1224	564	266	967	561	407
%V	22.8%	22.9%	23.9%	25.7%	23.2%	25.7%	20.6%
%H		98.2%	45.3%	21.3%	77.6%	45.0%	32.7%
D	824	801	324	163	649	327	322
%V	15.1%	15.0%	13.7%	15.7%	15.6%	15.0%	16.3%
%H		97.2%	39.3%	19.8%	78.8%	39.7%	39.1%
E	687	654	225	78	520	166	353
%V	12.6%	12.2%	9.5%	7.5%	12.5%	7.6%	17.8%
%H		95.2%	32.8%	11.4%	75.7%	24.2%	51.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Individual level data
Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5469	5339	2359	1035	4162	2183	1978
%H		97.6%	43.1%	18.9%	76.1%	39.9%	36.2%
Working full time	2399	2356	1168	539	1763	1092	671
%V	43.9%	44.1%	49.5%	52.1%	42.4%	50.0%	33.9%
%H		98.2%	48.7%	22.5%	73.5%	45.5%	28.0%
Working part time	527	514	229	110	405	226	179
%V	9.6%	9.6%	9.7%	10.6%	9.7%	10.4%	9.0%
%H		97.5%	43.5%	20.9%	76.9%	42.9%	34.0%
Not working	2543	2468	962	386	1994	866	1128
%V	46.5%	46.2%	40.8%	37.3%	47.9%	39.7%	57.0%
%H		97.1%	37.8%	15.2%	78.4%	34.1%	44.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2678	2606	1190	525	2014	1107	907
%H		97.3%	44.4%	19.6%	75.2%	41.3%	33.9%
16 - 19	178	173	93	42	133	96	38
%V	6.6%	6.6%	7.8%	8.0%	6.6%	8.7%	4.2%
%H		97.2%	52.2%	23.6%	74.7%	53.9%	21.3%
20 - 24	221	213	103	51	165	103	61
%V	8.3%	8.2%	8.7%	9.7%	8.2%	9.3%	6.7%
%H		96.4%	46.6%	23.1%	74.7%	46.6%	27.6%
25 - 34	458	444	210	102	309	178	131
%V	17.1%	17.0%	17.6%	19.4%	15.3%	16.1%	14.4%
%H		96.9%	45.9%	22.3%	67.5%	38.9%	28.6%
35 - 44	433	417	205	89	309	182	127
%V	16.2%	16.0%	17.2%	17.0%	15.3%	16.4%	14.0%
%H		96.3%	47.3%	20.6%	71.4%	42.0%	29.3%
45 - 54	482	469	228	102	363	218	145
%V	18.0%	18.0%	19.2%	19.4%	18.0%	19.7%	16.0%
%H		97.3%	47.3%	21.2%	75.3%	45.2%	30.1%
55 - 64	391	380	168	73	296	155	142
%V	14.6%	14.6%	14.1%	13.9%	14.7%	14.0%	15.7%
%H		97.2%	43.0%	18.7%	75.7%	39.6%	36.3%
65+	515	510	182	66	439	175	264
%V	19.2%	19.6%	15.3%	12.6%	21.8%	15.8%	29.1%
%H		99.0%	35.3%	12.8%	85.2%	34.0%	51.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2678	2606	1190	525	2014	1107	907
%H		97.3%	44.4%	19.6%	75.2%	41.3%	33.9%
AB	614	603	299	113	450	257	192
%V	22.9%	23.1%	25.1%	21.5%	22.3%	23.2%	21.2%
%H		98.2%	48.7%	18.4%	73.3%	41.9%	31.3%
C1	685	669	323	147	503	301	203
%V	25.6%	25.7%	27.1%	28.0%	25.0%	27.2%	22.4%
%H		97.7%	47.2%	21.5%	73.4%	43.9%	29.6%
C2	699	685	313	149	543	315	228
%V	26.1%	26.3%	26.3%	28.4%	27.0%	28.5%	25.1%
%H		98.0%	44.8%	21.3%	77.7%	45.1%	32.6%
D	388	378	158	82	301	158	143
%V	14.5%	14.5%	13.3%	15.6%	14.9%	14.3%	15.8%
%H		97.4%	40.7%	21.1%	77.6%	40.7%	36.9%
E	291	272	98	34	217	76	141
%V	10.9%	10.4%	8.2%	6.5%	10.8%	6.9%	15.5%
%H		93.5%	33.7%	11.7%	74.6%	26.1%	48.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Individual level data
Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2678	2606	1190	525	2014	1107	907
%H		97.3%	44.4%	19.6%	75.2%	41.3%	33.9%
Working full time	1449	1423	701	326	1061	651	409
%V	54.1%	54.6%	58.9%	62.1%	52.7%	58.8%	45.1%
%H		98.2%	48.4%	22.5%	73.2%	44.9%	28.2%
Working part time	113	108	53	23	81	48	34
%V	4.2%	4.1%	4.5%	4.4%	4.0%	4.3%	3.7%
%H		95.6%	46.9%	20.4%	71.7%	42.5%	30.1%
Not working	1116	1075	437	177	872	408	464
%V	41.7%	41.3%	36.7%	33.7%	43.3%	36.9%	51.2%
%H		96.3%	39.2%	15.9%	78.1%	36.6%	41.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2791	2732	1170	510	2147	1076	1071
%H		97.9%	41.9%	18.3%	76.9%	38.6%	38.4%
16 - 19	166	163	73	43	126	75	51
%V	5.9%	6.0%	6.2%	8.4%	5.9%	7.0%	4.8%
%H		98.2%	44.0%	25.9%	75.9%	45.2%	30.7%
20 - 24	226	217	98	47	158	88	70
%V	8.1%	7.9%	8.4%	9.2%	7.4%	8.2%	6.5%
%H		96.0%	43.4%	20.8%	69.9%	38.9%	31.0%
25 - 34	438	421	219	77	296	171	125
%V	15.7%	15.4%	18.7%	15.1%	13.8%	15.9%	11.7%
%H		96.1%	50.0%	17.6%	67.6%	39.0%	28.5%
35 - 44	444	434	228	100	321	206	115
%V	15.9%	15.9%	19.5%	19.6%	15.0%	19.1%	10.7%
%H		97.7%	51.4%	22.5%	72.3%	46.4%	25.9%
45 - 54	498	492	233	102	387	226	161
%V	17.8%	18.0%	19.9%	20.0%	18.0%	21.0%	15.0%
%H		98.8%	46.8%	20.5%	77.7%	45.4%	32.3%
55 - 64	405	399	162	73	320	153	167
%V	14.5%	14.6%	13.8%	14.3%	14.9%	14.2%	15.6%
%H		98.5%	40.0%	18.0%	79.0%	37.8%	41.2%
65+	613	606	157	68	540	157	383
%V	22.0%	22.2%	13.4%	13.3%	25.2%	14.6%	35.8%
%H		98.9%	25.6%	11.1%	88.1%	25.6%	62.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2791	2732	1170	510	2147	1076	1071
%H			97.9%	41.9%	18.3%	76.9%	38.6%	38.4%
AB		615	605	283	117	463	256	207
	%V	22.0%	22.1%	24.2%	22.9%	21.6%	23.8%	19.3%
C1	%H		98.4%	46.0%	19.0%	75.3%	41.6%	33.7%
		797	784	343	151	609	316	294
C2	%V	28.6%	28.7%	29.3%	29.6%	28.4%	29.4%	27.5%
	%H		98.4%	43.0%	18.9%	76.4%	39.6%	36.9%
D		548	539	250	116	424	245	179
	%V	19.6%	19.7%	21.4%	22.7%	19.7%	22.8%	16.7%
E	%H		98.4%	45.6%	21.2%	77.4%	44.7%	32.7%
		435	423	166	82	348	169	179
E	%V	15.6%	15.5%	14.2%	16.1%	16.2%	15.7%	16.7%
	%H		97.2%	38.2%	18.9%	80.0%	38.9%	41.1%
E		396	382	127	44	303	90	212
	%V	14.2%	14.0%	10.9%	8.6%	14.1%	8.4%	19.8%
E	%H		96.5%	32.1%	11.1%	76.5%	22.7%	53.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West
Individual level data
Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2791	2732	1170	510	2147	1076	1071
%H		97.9%	41.9%	18.3%	76.9%	38.6%	38.4%
Working full time	950	934	468	214	702	440	262
%V	34.0%	34.2%	40.0%	42.0%	32.7%	40.9%	24.5%
%H		98.3%	49.3%	22.5%	73.9%	46.3%	27.6%
Working part time	413	406	177	87	324	178	145
%V	14.8%	14.9%	15.1%	17.1%	15.1%	16.5%	13.5%
%H		98.3%	42.9%	21.1%	78.5%	43.1%	35.1%
Not working	1427	1393	525	209	1122	458	664
%V	51.1%	51.0%	44.9%	41.0%	52.3%	42.6%	62.0%
%H		97.6%	36.8%	14.6%	78.6%	32.1%	46.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
AB	561	543	256	76	442	227	215
%V	20.2%	20.3%	22.4%	21.5%	20.3%	22.6%	18.3%
%H (All HH)		96.8%	45.6%	13.5%	78.8%	40.5%	38.3%
%H (TV HH)			47.1%	14.0%	81.4%	41.8%	39.6%
C1	709	678	275	91	558	252	306
%V	25.5%	25.3%	24.0%	25.8%	25.6%	25.0%	26.1%
%H (All HH)		95.6%	38.8%	12.8%	78.7%	35.5%	43.2%
%H (TV HH)			40.6%	13.4%	82.3%	37.2%	45.1%
C2	569	556	270	82	449	246	203
%V	20.5%	20.8%	23.6%	23.2%	20.6%	24.5%	17.3%
%H (All HH)		97.7%	47.5%	14.4%	78.9%	43.2%	35.7%
%H (TV HH)			48.6%	14.7%	80.8%	44.2%	36.5%
D	493	480	226	59	369	175	194
%V	17.8%	17.9%	19.8%	16.7%	16.9%	17.4%	16.6%
%H (All HH)		97.4%	45.8%	12.0%	74.8%	35.5%	39.4%
%H (TV HH)			47.1%	12.3%	76.9%	36.5%	40.4%
E	443	420	117	44	360	106	254
%V	16.0%	15.7%	10.2%	12.5%	16.5%	10.5%	21.7%
%H (All HH)		94.8%	26.4%	9.9%	81.3%	23.9%	57.3%
%H (TV HH)			27.9%	10.5%	85.7%	25.2%	60.5%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Under 25	166	146	58	14	111	43	68
%V	6.0%	5.5%	5.1%	4.0%	5.1%	4.3%	5.8%
%H (All HH)		88.0%	34.9%	8.4%	66.9%	25.9%	41.0%
%H (TV HH)			39.7%	9.6%	76.0%	29.5%	46.6%
25 - 34	428	400	210	59	272	147	125
%V	15.4%	14.9%	18.4%	16.7%	12.5%	14.6%	10.7%
%H (All HH)		93.5%	49.1%	13.8%	63.6%	34.3%	29.2%
%H (TV HH)			52.5%	14.8%	68.0%	36.8%	31.3%
35 - 44	466	453	238	78	348	212	136
%V	16.8%	16.9%	20.8%	22.1%	16.0%	21.1%	11.6%
%H (All HH)		97.2%	51.1%	16.7%	74.7%	45.5%	29.2%
%H (TV HH)			52.5%	17.2%	76.8%	46.8%	30.0%
45 - 54	535	522	251	78	428	234	195
%V	19.3%	19.5%	21.9%	22.1%	19.7%	23.3%	16.6%
%H (All HH)		97.6%	46.9%	14.6%	80.0%	43.7%	36.4%
%H (TV HH)			48.1%	14.9%	82.0%	44.8%	37.4%
55 - 64	446	435	176	66	371	177	194
%V	16.1%	16.2%	15.4%	18.7%	17.0%	17.6%	16.6%
%H (All HH)		97.5%	39.5%	14.8%	83.2%	39.7%	43.5%
%H (TV HH)			40.5%	15.2%	85.3%	40.7%	44.6%
65 +	733	721	211	58	648	193	455
%V	26.4%	26.9%	18.4%	16.4%	29.8%	19.2%	38.8%
%H (All HH)		98.4%	28.8%	7.9%	88.4%	26.3%	62.1%
%H (TV HH)			29.3%	8.0%	89.9%	26.8%	63.1%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Household level data
Table 4.3: Size of Household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
1	945	879	228	93	739	192	547
%V	34.1%	32.8%	19.9%	26.3%	33.9%	19.1%	46.7%
%H (All HH)		93.0%	24.1%	9.8%	78.2%	20.3%	57.9%
%H (TV HH)			25.9%	10.6%	84.1%	21.8%	62.2%
2	893	878	383	111	742	359	383
%V	32.2%	32.8%	33.5%	31.4%	34.1%	35.7%	32.7%
%H (All HH)		98.3%	42.9%	12.4%	83.1%	40.2%	42.9%
%H (TV HH)			43.6%	12.6%	84.5%	40.9%	43.6%
3	416	410	223	66	319	200	119
%V	15.0%	15.3%	19.5%	18.7%	14.6%	19.9%	10.2%
%H (All HH)		98.6%	53.6%	15.9%	76.7%	48.1%	28.6%
%H (TV HH)			54.4%	16.1%	77.8%	48.8%	29.0%
4	342	336	206	58	250	173	76
%V	12.3%	12.6%	18.0%	16.4%	11.5%	17.2%	6.5%
%H (All HH)		98.2%	60.2%	17.0%	73.1%	50.6%	22.2%
%H (TV HH)			61.3%	17.3%	74.4%	51.5%	22.6%
5+	178	173	105	25	128	82	47
%V	6.4%	6.5%	9.2%	7.1%	5.9%	8.2%	4.0%
%H (All HH)		97.2%	59.0%	14.0%	71.9%	46.1%	26.4%
%H (TV HH)			60.7%	14.5%	74.0%	47.4%	27.2%
Average HH size	2.28	2.30	2.68	2.49	2.24	2.63	1.90

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Without	2086	2001	762	248	1675	696	979
%V	75.2%	74.7%	66.6%	70.3%	76.9%	69.2%	83.5%
%H (All HH)		95.9%	36.5%	11.9%	80.3%	33.4%	46.9%
%H (TV HH)			38.1%	12.4%	83.7%	34.8%	48.9%
With	689	676	382	105	502	310	193
%V	24.8%	25.3%	33.4%	29.7%	23.0%	30.8%	16.5%
%H (All HH)		98.1%	55.4%	15.2%	72.9%	45.0%	28.0%
%H (TV HH)			56.5%	15.5%	74.3%	45.9%	28.6%
0 - 3	261	255	147	36	172	101	71
%V	9.4%	9.5%	12.8%	10.2%	7.9%	10.0%	6.1%
%H (All HH)		97.7%	56.3%	13.8%	65.9%	38.7%	27.2%
%H (TV HH)			57.6%	14.1%	67.5%	39.6%	27.8%
4 - 9	331	323	188	52	228	143	85
%V	11.9%	12.1%	16.4%	14.7%	10.5%	14.2%	7.3%
%H (All HH)		97.6%	56.8%	15.7%	68.9%	43.2%	25.7%
%H (TV HH)			58.2%	16.1%	70.6%	44.3%	26.3%
10 - 15	338	335	197	52	260	172	89
%V	12.2%	12.5%	17.2%	14.7%	11.9%	17.1%	7.6%
%H (All HH)		99.1%	58.3%	15.4%	76.9%	50.9%	26.3%
%H (TV HH)			58.8%	15.5%	77.6%	51.3%	26.6%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
1	979	979	304	92	735	175	560
%V	35.3%	36.6%	26.6%	26.1%	33.7%	17.4%	47.8%
%H (All HH)		100.0%	31.1%	9.4%	75.1%	17.9%	57.2%
%H (TV HH)			31.1%	9.4%	75.1%	17.9%	57.2%
2	931	931	411	143	766	381	385
%V	33.5%	34.8%	35.9%	40.5%	35.2%	37.9%	32.8%
%H (All HH)		100.0%	44.1%	15.4%	82.3%	40.9%	41.4%
%H (TV HH)			44.1%	15.4%	82.3%	40.9%	41.4%
3	445	445	225	65	389	231	158
%V	16.0%	16.6%	19.7%	18.4%	17.9%	23.0%	13.5%
%H (All HH)		100.0%	50.6%	14.6%	87.4%	51.9%	35.5%
%H (TV HH)			50.6%	14.6%	87.4%	51.9%	35.5%
4	209	209	131	34	184	137	47
%V	7.5%	7.8%	11.5%	9.6%	8.4%	13.6%	4.0%
%H (All HH)		100.0%	62.7%	16.3%	88.0%	65.6%	22.5%
%H (TV HH)			62.7%	16.3%	88.0%	65.6%	22.5%
5+	113	113	72	20	103	82	22
%V	4.1%	4.2%	6.3%	5.7%	4.7%	8.2%	1.9%
%H (All HH)		100.0%	63.7%	17.7%	91.2%	72.6%	19.5%
%H (TV HH)			63.7%	17.7%	91.2%	72.6%	19.5%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Under 20"	759	759	348	98	692	374	318
%V	27.4%	28.4%	30.4%	27.8%	31.8%	37.2%	27.1%
%H (All HH)		100.0%	45.8%	12.9%	91.2%	49.3%	41.9%
%H (TV HH)			45.8%	12.9%	91.2%	49.3%	41.9%
20" - 29"	1044	1044	413	149	918	430	488
%V	37.6%	39.0%	36.1%	42.2%	42.1%	42.7%	41.6%
%H (All HH)		100.0%	39.6%	14.3%	87.9%	41.2%	46.7%
%H (TV HH)			39.6%	14.3%	87.9%	41.2%	46.7%
30" - 39"	1446	1446	634	193	1195	571	624
%V	52.1%	54.0%	55.4%	54.7%	54.9%	56.8%	53.2%
%H (All HH)		100.0%	43.8%	13.3%	82.6%	39.5%	43.2%
%H (TV HH)			43.8%	13.3%	82.6%	39.5%	43.2%
40" and over	1054	1054	605	177	829	543	285
%V	38.0%	39.4%	52.9%	50.1%	38.1%	54.0%	24.3%
%H (All HH)		100.0%	57.4%	16.8%	78.7%	51.5%	27.0%
%H (TV HH)			57.4%	16.8%	78.7%	51.5%	27.0%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%V (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Main living room	2624	2624	1136	347	2151	999	1152
%V	94.6%	98.0%	99.3%	98.3%	98.8%	99.3%	98.3%
%H (All HH)		100.0%	43.3%	13.2%	82.0%	38.1%	43.9%
%H (TV HH)			43.3%	13.2%	82.0%	38.1%	43.9%
Kitchen	334	334	162	45	309	177	132
%V	12.0%	12.5%	14.2%	12.7%	14.2%	17.6%	11.3%
%H (All HH)		100.0%	48.5%	13.5%	92.5%	53.0%	39.5%
%H (TV HH)			48.5%	13.5%	92.5%	53.0%	39.5%
Adult's bedroom	1193	1193	608	185	1037	624	413
%V	43.0%	44.6%	53.1%	52.4%	47.6%	62.0%	35.2%
%H (All HH)		100.0%	51.0%	15.5%	86.9%	52.3%	34.6%
%H (TV HH)			51.0%	15.5%	86.9%	52.3%	34.6%
Child's bedroom	223	223	133	39	195	141	54
%V	8.0%	8.3%	11.6%	11.0%	9.0%	14.0%	4.6%
%H (All HH)		100.0%	59.6%	17.5%	87.4%	63.2%	24.2%
%H (TV HH)			59.6%	17.5%	87.4%	63.2%	24.2%
Other bedroom	134	134	71	18	118	71	47
%V	4.8%	5.0%	6.2%	5.1%	5.4%	7.1%	4.0%
%H (All HH)		100.0%	53.0%	13.4%	88.1%	53.0%	35.1%
%H (TV HH)			53.0%	13.4%	88.1%	53.0%	35.1%
Second living/dining room	263	263	131	42	226	134	92
%V	9.5%	9.8%	11.5%	11.9%	10.4%	13.3%	7.8%
%H (All HH)		100.0%	49.8%	16.0%	85.9%	51.0%	35.0%
%H (TV HH)			49.8%	16.0%	85.9%	51.0%	35.0%
Study/office	34	34	16	4	30	17	13
%V	1.2%	1.3%	1.4%	1.1%	1.4%	1.7%	1.1%
%H (All HH)		100.0%	47.1%	11.8%	88.2%	50.0%	38.2%
%H (TV HH)			47.1%	11.8%	88.2%	50.0%	38.2%
TV room	12	12	6	1	11	6	5
%V	0.4%	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	41.7%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	41.7%
Conservatory	78	78	43	14	71	50	21
%V	2.8%	2.9%	3.8%	4.0%	3.3%	5.0%	1.8%
%H (All HH)		100.0%	55.1%	17.9%	91.0%	64.1%	26.9%
%H (TV HH)			55.1%	17.9%	91.0%	64.1%	26.9%
Attic or loft room	6	6	2	1	6	3	4
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	16.7%	100.0%	50.0%	66.7%
%H (TV HH)			33.3%	16.7%	100.0%	50.0%	66.7%
No specific location	5	5	2	0	5	2	3
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%
%H (TV HH)			40.0%	0.0%	100.0%	40.0%	60.0%
Other	18	18	11	3	17	13	4
%V	0.6%	0.7%	1.0%	0.8%	0.8%	1.3%	0.3%
%H (All HH)		100.0%	61.1%	16.7%	94.4%	72.2%	22.2%
%H (TV HH)			61.1%	16.7%	94.4%	72.2%	22.2%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Household level data

Table 4.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
PVR	1479	1479	943	240	1131	818	313
%V	53.3%	55.2%	82.4%	68.0%	51.9%	81.3%	26.7%
%H (All HH)		100.0%	63.8%	16.2%	76.5%	55.3%	21.2%
%H (TV HH)			63.8%	16.2%	76.5%	55.3%	21.2%
DVDR	196	196	91	21	166	80	86
%V	7.1%	7.3%	8.0%	5.9%	7.6%	8.0%	7.3%
%H (All HH)		100.0%	46.4%	10.7%	84.7%	40.8%	43.9%
%H (TV HH)			46.4%	10.7%	84.7%	40.8%	43.9%
VCR	228	228	84	32	190	77	113
%V	8.2%	8.5%	7.3%	9.1%	8.7%	7.7%	9.6%
%H (All HH)		100.0%	36.8%	14.0%	83.3%	33.8%	49.6%
%H (TV HH)			36.8%	14.0%	83.3%	33.8%	49.6%
Any recorder	1662	1662	980	258	1298	855	443
%V	59.9%	62.1%	85.7%	73.1%	59.6%	85.0%	37.8%
%H (All HH)		100.0%	59.0%	15.5%	78.1%	51.4%	26.7%
%H (TV HH)			59.0%	15.5%	78.1%	51.4%	26.7%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Household level data
Table 4.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Receives HDTV (via STB or built-in reception)	1304	1304	720	258	1017	674	343
%V	47.0%	48.7%	62.9%	73.1%	46.7%	67.0%	29.3%
%H (All HH)		100.0%	55.2%	19.8%	78.0%	51.7%	26.3%
%H (TV HH)			55.2%	19.8%	78.0%	51.7%	26.3%
DVD/Blu-ray player or recorder	2116	2116	945	307	1744	866	878
%V	76.3%	79.0%	82.6%	87.0%	80.1%	86.1%	74.9%
%H (All HH)		100.0%	44.7%	14.5%	82.4%	40.9%	41.5%
%H (TV HH)			44.7%	14.5%	82.4%	40.9%	41.5%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Household level data
Table 4.10: Computers and Internet
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2775	2677	1144	353	2178	1006	1172
%H (All HH)		96.5%	41.2%	12.7%	78.5%	36.3%	42.2%
%H (TV HH)			42.7%	13.2%	81.4%	37.6%	43.8%
Has PC or Laptop	2063	2000	997	303	1576	879	697
%V	74.3%	74.7%	87.2%	85.8%	72.4%	87.4%	59.5%
%H (All HH)		96.9%	48.3%	14.7%	76.4%	42.6%	33.8%
%H (TV HH)			49.9%	15.2%	78.8%	44.0%	34.9%
Has broadband internet	1941	1889	961	301	1480	854	626
%V	69.9%	70.6%	84.0%	85.3%	68.0%	84.9%	53.4%
%H (All HH)		97.3%	49.5%	15.5%	76.2%	44.0%	32.3%
%H (TV HH)			50.9%	15.9%	78.3%	45.2%	33.1%

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5614	2710	813	4722	2612	2110
%H		48.3%	14.5%	84.1%	46.5%	37.6%
Under 20"	1010	486	125	928	521	407
%V	18.0%	17.9%	15.4%	19.7%	19.9%	19.3%
%H		48.1%	12.4%	91.9%	51.6%	40.3%
20" - 29"	1305	534	200	1155	573	582
%V	23.2%	19.7%	24.6%	24.5%	21.9%	27.6%
%H		40.9%	15.3%	88.5%	43.9%	44.6%
30" - 39"	1702	780	232	1420	721	699
%V	30.3%	28.8%	28.5%	30.1%	27.6%	33.1%
%H		45.8%	13.6%	83.4%	42.4%	41.1%
40" and over	1207	703	201	950	632	318
%V	21.5%	25.9%	24.7%	20.1%	24.2%	15.1%
%H		58.2%	16.7%	78.7%	52.4%	26.3%
Don't know	45	20	3	39	17	22
%V	0.8%	0.7%	0.4%	0.8%	0.7%	1.0%
%H		44.4%	6.7%	86.7%	37.8%	48.9%
Not Asked	345	187	52	230	148	82
%V	6.1%	6.9%	6.4%	4.9%	5.7%	3.9%
%H		54.2%	15.1%	66.7%	42.9%	23.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5614	2710	813	4722	2612	2110
%H		48.3%	14.5%	84.1%	46.5%	37.6%
Main living room	2635	1141	349	2161	1004	1157
%V	46.9%	42.1%	42.9%	45.8%	38.4%	54.8%
%H		43.3%	13.2%	82.0%	38.1%	43.9%
Kitchen	335	163	45	310	178	132
%V	6.0%	6.0%	5.5%	6.6%	6.8%	6.3%
%H		48.7%	13.4%	92.5%	53.1%	39.4%
Adult's bedroom	1433	741	229	1261	782	479
%V	25.5%	27.3%	28.2%	26.7%	29.9%	22.7%
%H		51.7%	16.0%	88.0%	54.6%	33.4%
Child's bedroom	293	180	51	256	190	66
%V	5.2%	6.6%	6.3%	5.4%	7.3%	3.1%
%H		61.4%	17.4%	87.4%	64.8%	22.5%
Other bedroom	151	82	21	132	83	49
%V	2.7%	3.0%	2.6%	2.8%	3.2%	2.3%
%H		54.3%	13.9%	87.4%	55.0%	32.5%
Second living/dining room	269	135	43	231	137	94
%V	4.8%	5.0%	5.3%	4.9%	5.2%	4.5%
%H		50.2%	16.0%	85.9%	50.9%	34.9%
Study/office	34	16	4	31	17	14
%V	0.6%	0.6%	0.5%	0.7%	0.7%	0.7%
%H		47.1%	11.8%	91.2%	50.0%	41.2%
TV room	12	6	1	11	6	5
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H		50.0%	8.3%	91.7%	50.0%	41.7%
Conservatory	78	43	14	71	50	21
%V	1.4%	1.6%	1.7%	1.5%	1.9%	1.0%
%H		55.1%	17.9%	91.0%	64.1%	26.9%
Attic or loft room	6	2	1	6	3	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	16.7%	100.0%	50.0%	66.7%
No specific location	5	2	0	5	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%
Other	18	11	3	17	13	4
%V	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%
%H		61.1%	16.7%	94.4%	72.2%	22.2%
Not Asked	345	187	52	230	148	82
%V	6.1%	6.9%	6.4%	4.9%	5.7%	3.9%
%H		54.2%	15.1%	66.7%	42.9%	23.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5614	2710	813	4722	2612	2110
%H		48.3%	14.5%	84.1%	46.5%	37.6%
PVR	1907	1280	303	1427	1079	348
%V	34.0%	47.2%	37.3%	30.2%	41.3%	16.5%
%H		67.1%	15.9%	74.8%	56.6%	18.2%
DVDR	218	104	21	184	90	95
%V	3.9%	3.8%	2.6%	3.9%	3.4%	4.5%
%H		47.7%	9.6%	84.4%	41.3%	43.6%
VCR	249	93	38	207	87	120
%V	4.4%	3.4%	4.7%	4.4%	3.3%	5.7%
%H		37.3%	15.3%	83.1%	34.9%	48.2%
Any recorder	2166	1355	332	1661	1155	506
%V	38.6%	50.0%	40.8%	35.2%	44.2%	24.0%
%H		62.6%	15.3%	76.7%	53.3%	23.4%

Base: ITV Yorkshire - 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
	HH	HH	HH	HH	HH	HH
Total Sets	5614	2710	813	4722	2612	2110
%H		48.3%	14.5%	84.1%	46.5%	37.6%
Receives HDTV (via STB or built-in reception)	1787	976	372	1403	936	467
%V	31.8%	36.0%	45.8%	29.7%	35.8%	22.1%
%H		54.6%	20.8%	78.5%	52.4%	26.1%
DVD/Blu-ray player or recorder	3112	1480	491	2626	1457	1170
%V	55.4%	54.6%	60.4%	55.6%	55.8%	55.5%
%H		47.6%	15.8%	84.4%	46.8%	37.6%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Set level data
Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2672	1144	353	2175	1006	1169
%H		42.8%	13.2%	81.4%	37.6%	43.8%
Under 20"	62	11	4	53	6	47
%V	2.3%	1.0%	1.1%	2.4%	0.6%	4.0%
%H		17.7%	6.5%	85.5%	9.7%	75.8%
20" - 29"	465	121	49	409	112	297
%V	17.4%	10.6%	13.9%	18.8%	11.1%	25.4%
%H		26.0%	10.5%	88.0%	24.1%	63.9%
30" - 39"	1091	422	130	904	365	539
%V	40.8%	36.9%	36.8%	41.6%	36.3%	46.1%
%H		38.7%	11.9%	82.9%	33.5%	49.4%
40" and over	1015	582	169	794	518	275
%V	38.0%	50.9%	47.9%	36.5%	51.5%	23.5%
%H		57.3%	16.7%	78.2%	51.0%	27.1%
Don't know	19	7	1	15	4	11
%V	0.7%	0.6%	0.3%	0.7%	0.4%	0.9%
%H		36.8%	5.3%	78.9%	21.1%	57.9%
Not Asked	20	1	0	0	1	0
%V	0.7%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		5.0%	0.0%	0.0%	5.0%	0.0%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2672	1144	353	2175	1006	1169
%H		42.8%	13.2%	81.4%	37.6%	43.8%
PVR	1438	927	234	1091	798	293
%V	53.8%	81.0%	66.3%	50.2%	79.3%	25.1%
%H		64.5%	16.3%	75.9%	55.5%	20.4%
DVDR	165	75	18	141	68	73
%V	6.2%	6.6%	5.1%	6.5%	6.8%	6.2%
%H		45.5%	10.9%	85.5%	41.2%	44.2%
VCR	183	61	23	150	52	98
%V	6.8%	5.3%	6.5%	6.9%	5.2%	8.4%
%H		33.3%	12.6%	82.0%	28.4%	53.6%
Any recorder	1607	962	249	1245	831	414
%V	60.1%	84.1%	70.5%	57.2%	82.6%	35.4%
%H		59.9%	15.5%	77.5%	51.7%	25.8%

Base: ITV Yorkshire - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	2672	1144	353	2175	1006	1169
%H		42.8%	13.2%	81.4%	37.6%	43.8%
Receives HDTV (via STB or built-in reception)	1244	695	250	962	647	315
%V	46.6%	60.8%	70.8%	44.2%	64.3%	26.9%
%H		55.9%	20.1%	77.3%	52.0%	25.3%
DVD/Blu-ray player or recorder	1962	874	283	1606	790	816
%V	73.4%	76.4%	80.2%	73.8%	78.5%	69.8%
%H		44.5%	14.4%	81.9%	40.3%	41.6%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1566	460	2547	1607	941
%H		53.2%	15.6%	86.6%	54.6%	32.0%
Under 20"	948	475	121	875	515	360
%V	32.2%	30.3%	26.3%	34.4%	32.0%	38.3%
%H		50.1%	12.8%	92.3%	54.3%	38.0%
20" - 29"	839	413	152	746	461	285
%V	28.5%	26.4%	33.0%	29.3%	28.7%	30.3%
%H		49.2%	18.1%	88.9%	54.9%	34.0%
30" - 39"	611	357	102	516	356	160
%V	20.8%	22.8%	22.2%	20.3%	22.2%	17.0%
%H		58.4%	16.7%	84.5%	58.3%	26.2%
40" and over	192	120	32	157	114	43
%V	6.5%	7.7%	7.0%	6.2%	7.1%	4.6%
%H		62.5%	16.7%	81.8%	59.4%	22.4%
Don't know	26	13	1	24	13	12
%V	0.9%	0.8%	0.2%	0.9%	0.8%	1.3%
%H		50.0%	3.8%	92.3%	50.0%	46.2%
Not Asked	326	188	52	229	148	81
%V	11.1%	12.0%	11.3%	9.0%	9.2%	8.6%
%H		57.7%	16.0%	70.2%	45.4%	24.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1566	460	2547	1607	941
%H		53.2%	15.6%	86.6%	54.6%	32.0%
PVR	469	353	69	335	281	54
%V	15.9%	22.5%	15.0%	13.2%	17.5%	5.7%
%H		75.3%	14.7%	71.4%	59.9%	11.5%
DVDR	53	29	3	44	22	22
%V	1.8%	1.9%	0.7%	1.7%	1.4%	2.3%
%H		54.7%	5.7%	83.0%	41.5%	41.5%
VCR	67	32	15	57	35	22
%V	2.3%	2.0%	3.3%	2.2%	2.2%	2.3%
%H		47.8%	22.4%	85.1%	52.2%	32.8%
Any recorder	559	393	84	416	324	92
%V	19.0%	25.1%	18.3%	16.3%	20.2%	9.8%
%H		70.3%	15.0%	74.4%	58.0%	16.5%

Base: ITV Yorkshire - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1566	460	2547	1607	941
%H		53.2%	15.6%	86.6%	54.6%	32.0%
Receives HDTV (via STB or built-in reception)	543	280	122	441	289	152
%V	18.5%	17.9%	26.5%	17.3%	18.0%	16.2%
%H		51.6%	22.5%	81.2%	53.2%	28.0%
DVD/Blu-ray player or recorder	1150	606	208	1020	666	354
%V	39.1%	38.7%	45.2%	40.0%	41.4%	37.6%
%H		52.7%	18.1%	88.7%	57.9%	30.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.21: Age of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6324	6159	3063	879	4868	2640	2228
%H		97.4%	48.4%	13.9%	77.0%	41.7%	35.2%
Total Children	1171	1147	671	178	829	523	307
%V	18.5%	18.6%	21.9%	20.3%	17.0%	19.8%	13.8%
%H		98.0%	57.3%	15.2%	70.8%	44.7%	26.2%
0 - 3	306	298	175	40	199	117	82
%V	4.8%	4.8%	5.7%	4.6%	4.1%	4.4%	3.7%
%H		97.4%	57.2%	13.1%	65.0%	38.2%	26.8%
4 - 15	866	849	496	138	630	406	225
%V	13.7%	13.8%	16.2%	15.7%	12.9%	15.4%	10.1%
%H		98.0%	57.3%	15.9%	72.7%	46.9%	26.0%
4 - 9	434	423	243	68	300	183	117
%V	6.9%	6.9%	7.9%	7.7%	6.2%	6.9%	5.3%
%H		97.5%	56.0%	15.7%	69.1%	42.2%	27.0%
10 - 15	432	426	254	70	331	223	108
%V	6.8%	6.9%	8.3%	8.0%	6.8%	8.4%	4.8%
%H		98.6%	58.8%	16.2%	76.6%	51.6%	25.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6324	6159	3063	879	4868	2640	2228
%H		97.4%	48.4%	13.9%	77.0%	41.7%	35.2%
Total Adults (16+)	5153	5012	2392	702	4038	2117	1921
%V	81.5%	81.4%	78.1%	79.9%	82.9%	80.2%	86.2%
%H		97.3%	46.4%	13.6%	78.4%	41.1%	37.3%
16 - 19	335	326	176	50	264	167	96
%V	5.3%	5.3%	5.7%	5.7%	5.4%	6.3%	4.3%
%H		97.3%	52.5%	14.9%	78.8%	49.9%	28.7%
20 - 24	440	418	201	56	328	173	155
%V	7.0%	6.8%	6.6%	6.4%	6.7%	6.6%	7.0%
%H		95.0%	45.7%	12.7%	74.5%	39.3%	35.2%
25 - 34	855	808	462	119	564	339	225
%V	13.5%	13.1%	15.1%	13.5%	11.6%	12.8%	10.1%
%H		94.5%	54.0%	13.9%	66.0%	39.6%	26.3%
35 - 44	800	780	437	130	587	372	215
%V	12.7%	12.7%	14.3%	14.8%	12.1%	14.1%	9.6%
%H		97.5%	54.6%	16.3%	73.4%	46.5%	26.9%
45 - 54	908	892	456	136	730	430	300
%V	14.4%	14.5%	14.9%	15.5%	15.0%	16.3%	13.5%
%H		98.2%	50.2%	15.0%	80.4%	47.4%	33.0%
55 - 64	738	727	307	112	622	309	312
%V	11.7%	11.8%	10.0%	12.7%	12.8%	11.7%	14.0%
%H		98.5%	41.6%	15.2%	84.3%	41.9%	42.3%
65+	1076	1060	352	98	943	326	617
%V	17.0%	17.2%	11.5%	11.1%	19.4%	12.3%	27.7%
%H		98.5%	32.7%	9.1%	87.6%	30.3%	57.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5153	5012	2392	702	4038	2117	1921
%H		97.3%	46.4%	13.6%	78.4%	41.1%	37.3%
AB	1124	1096	554	159	897	505	392
%V	21.8%	21.9%	23.2%	22.6%	22.2%	23.9%	20.4%
%H		97.5%	49.3%	14.1%	79.8%	44.9%	34.9%
C1	1320	1274	579	184	1035	529	506
%V	25.6%	25.4%	24.2%	26.2%	25.6%	25.0%	26.3%
%H		96.5%	43.9%	13.9%	78.4%	40.1%	38.3%
C2	1162	1146	585	185	935	556	379
%V	22.5%	22.9%	24.5%	26.4%	23.2%	26.3%	19.7%
%H		98.6%	50.3%	15.9%	80.5%	47.8%	32.6%
D	930	909	483	105	671	352	319
%V	18.0%	18.1%	20.2%	15.0%	16.6%	16.6%	16.6%
%H		97.7%	51.9%	11.3%	72.2%	37.8%	34.3%
E	616	587	191	68	500	175	325
%V	12.0%	11.7%	8.0%	9.7%	12.4%	8.3%	16.9%
%H		95.3%	31.0%	11.0%	81.2%	28.4%	52.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5153	5012	2392	702	4038	2117	1921
%H		97.3%	46.4%	13.6%	78.4%	41.1%	37.3%
Working full time	2182	2143	1155	341	1666	1014	652
%V	42.3%	42.8%	48.3%	48.6%	41.3%	47.9%	33.9%
%H		98.2%	52.9%	15.6%	76.4%	46.5%	29.9%
Working part time	585	576	285	93	459	261	198
%V	11.4%	11.5%	11.9%	13.2%	11.4%	12.3%	10.3%
%H		98.5%	48.7%	15.9%	78.5%	44.6%	33.8%
Not working	2386	2293	952	268	1913	842	1071
%V	46.3%	45.8%	39.8%	38.2%	47.4%	39.8%	55.8%
%H		96.1%	39.9%	11.2%	80.2%	35.3%	44.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2538	2458	1236	345	1944	1073	871
%H		96.8%	48.7%	13.6%	76.6%	42.3%	34.3%
16 - 19	180	174	96	28	139	93	46
%V	7.1%	7.1%	7.8%	8.1%	7.2%	8.7%	5.3%
%H		96.7%	53.3%	15.6%	77.2%	51.7%	25.6%
20 - 24	214	203	103	25	159	89	71
%V	8.4%	8.3%	8.3%	7.2%	8.2%	8.3%	8.2%
%H		94.9%	48.1%	11.7%	74.3%	41.6%	33.2%
25 - 34	446	419	244	60	295	185	110
%V	17.6%	17.0%	19.7%	17.4%	15.2%	17.2%	12.6%
%H		93.9%	54.7%	13.5%	66.1%	41.5%	24.7%
35 - 44	391	377	212	58	276	169	107
%V	15.4%	15.3%	17.2%	16.8%	14.2%	15.8%	12.3%
%H		96.4%	54.2%	14.8%	70.6%	43.2%	27.4%
45 - 54	450	440	240	65	355	220	135
%V	17.7%	17.9%	19.4%	18.8%	18.3%	20.5%	15.5%
%H		97.8%	53.3%	14.4%	78.9%	48.9%	30.0%
55 - 64	362	356	154	57	299	151	148
%V	14.3%	14.5%	12.5%	16.5%	15.4%	14.1%	17.0%
%H		98.3%	42.5%	15.7%	82.6%	41.7%	40.9%
65+	497	489	186	52	420	166	254
%V	19.6%	19.9%	15.0%	15.1%	21.6%	15.5%	29.2%
%H		98.4%	37.4%	10.5%	84.5%	33.4%	51.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2538	2458	1236	345	1944	1073	871
%H		96.8%	48.7%	13.6%	76.6%	42.3%	34.3%
AB	567	549	285	83	449	262	186
%V	22.3%	22.3%	23.1%	24.1%	23.1%	24.4%	21.4%
%H		96.8%	50.3%	14.6%	79.2%	46.2%	32.8%
C1	631	602	298	82	477	262	215
%V	24.9%	24.5%	24.1%	23.8%	24.5%	24.4%	24.7%
%H		95.4%	47.2%	13.0%	75.6%	41.5%	34.1%
C2	618	607	324	96	488	300	188
%V	24.3%	24.7%	26.2%	27.8%	25.1%	28.0%	21.6%
%H		98.2%	52.4%	15.5%	79.0%	48.5%	30.4%
D	465	453	244	56	322	171	151
%V	18.3%	18.4%	19.7%	16.2%	16.6%	15.9%	17.3%
%H		97.4%	52.5%	12.0%	69.2%	36.8%	32.5%
E	258	246	84	28	209	78	131
%V	10.2%	10.0%	6.8%	8.1%	10.8%	7.3%	15.0%
%H		95.3%	32.6%	10.9%	81.0%	30.2%	50.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2538	2458	1236	345	1944	1073	871
%H		96.8%	48.7%	13.6%	76.6%	42.3%	34.3%
Working full time	1373	1347	749	204	1034	638	396
%V	54.1%	54.8%	60.6%	59.1%	53.2%	59.5%	45.5%
%H		98.1%	54.6%	14.9%	75.3%	46.5%	28.8%
Working part time	124	119	53	21	95	49	46
%V	4.9%	4.8%	4.3%	6.1%	4.9%	4.6%	5.3%
%H		96.0%	42.7%	16.9%	76.6%	39.5%	37.1%
Not working	1041	992	434	120	815	386	429
%V	41.0%	40.4%	35.1%	34.8%	41.9%	36.0%	49.3%
%H		95.3%	41.7%	11.5%	78.3%	37.1%	41.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2614	2555	1156	356	2095	1044	1050
%H		97.7%	44.2%	13.6%	80.1%	39.9%	40.2%
16 - 19	155	152	79	21	124	74	50
%V	5.9%	5.9%	6.8%	5.9%	5.9%	7.1%	4.8%
%H		98.1%	51.0%	13.5%	80.0%	47.7%	32.3%
20 - 24	227	215	98	31	169	85	84
%V	8.7%	8.4%	8.5%	8.7%	8.1%	8.1%	8.0%
%H		94.7%	43.2%	13.7%	74.4%	37.4%	37.0%
25 - 34	409	389	217	60	269	154	115
%V	15.6%	15.2%	18.8%	16.9%	12.8%	14.8%	11.0%
%H		95.1%	53.1%	14.7%	65.8%	37.7%	28.1%
35 - 44	409	404	225	72	311	204	108
%V	15.6%	15.8%	19.5%	20.2%	14.8%	19.5%	10.3%
%H		98.8%	55.0%	17.6%	76.0%	49.9%	26.4%
45 - 54	459	452	217	71	376	210	165
%V	17.6%	17.7%	18.8%	19.9%	17.9%	20.1%	15.7%
%H		98.5%	47.3%	15.5%	81.9%	45.8%	35.9%
55 - 64	376	371	154	56	323	158	164
%V	14.4%	14.5%	13.3%	15.7%	15.4%	15.1%	15.6%
%H		98.7%	41.0%	14.9%	85.9%	42.0%	43.6%
65+	580	571	166	46	523	160	363
%V	22.2%	22.3%	14.4%	12.9%	25.0%	15.3%	34.6%
%H		98.4%	28.6%	7.9%	90.2%	27.6%	62.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2614	2555	1156	356	2095	1044	1050
%H		97.7%	44.2%	13.6%	80.1%	39.9%	40.2%
AB	557	547	269	77	449	243	206
%V	21.3%	21.4%	23.3%	21.6%	21.4%	23.3%	19.6%
%H		98.2%	48.3%	13.8%	80.6%	43.6%	37.0%
C1	690	672	281	102	559	268	291
%V	26.4%	26.3%	24.3%	28.7%	26.7%	25.7%	27.7%
%H		97.4%	40.7%	14.8%	81.0%	38.8%	42.2%
C2	544	539	261	89	446	256	191
%V	20.8%	21.1%	22.6%	25.0%	21.3%	24.5%	18.2%
%H		99.1%	48.0%	16.4%	82.0%	47.1%	35.1%
D	465	455	239	49	349	181	168
%V	17.8%	17.8%	20.7%	13.8%	16.7%	17.3%	16.0%
%H		97.8%	51.4%	10.5%	75.1%	38.9%	36.1%
E	358	342	107	39	291	97	194
%V	13.7%	13.4%	9.3%	11.0%	13.9%	9.3%	18.5%
%H		95.5%	29.9%	10.9%	81.3%	27.1%	54.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire
Individual level data
Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2614	2555	1156	356	2095	1044	1050
%H		97.7%	44.2%	13.6%	80.1%	39.9%	40.2%
Working full time	809	797	406	137	632	376	256
%V	30.9%	31.2%	35.1%	38.5%	30.2%	36.0%	24.4%
%H		98.5%	50.2%	16.9%	78.1%	46.5%	31.6%
Working part time	461	457	232	71	364	212	152
%V	17.6%	17.9%	20.1%	19.9%	17.4%	20.3%	14.5%
%H		99.1%	50.3%	15.4%	79.0%	46.0%	33.0%
Not working	1345	1301	518	148	1098	456	642
%V	51.5%	50.9%	44.8%	41.6%	52.4%	43.7%	61.1%
%H		96.7%	38.5%	11.0%	81.6%	33.9%	47.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
AB	228	222	103	39	173	89	84
%V	18.5%	18.5%	21.2%	21.5%	18.5%	22.0%	15.9%
%H (All HH)		97.4%	45.2%	17.1%	75.9%	39.0%	36.8%
%H (TV HH)			46.4%	17.6%	77.9%	40.1%	37.8%
C1	298	289	132	44	213	98	114
%V	24.2%	24.1%	27.2%	24.3%	22.8%	24.2%	21.6%
%H (All HH)		97.0%	44.3%	14.8%	71.5%	32.9%	38.3%
%H (TV HH)			45.7%	15.2%	73.7%	33.9%	39.4%
C2	251	249	111	45	192	98	95
%V	20.4%	20.7%	22.9%	24.9%	20.6%	24.2%	18.0%
%H (All HH)		99.2%	44.2%	17.9%	76.5%	39.0%	37.8%
%H (TV HH)			44.6%	18.1%	77.1%	39.4%	38.2%
D	206	204	77	29	160	68	92
%V	16.7%	17.0%	15.9%	16.0%	17.1%	16.8%	17.4%
%H (All HH)		99.0%	37.4%	14.1%	77.7%	33.0%	44.7%
%H (TV HH)			37.7%	14.2%	78.4%	33.3%	45.1%
E	246	237	61	24	195	52	143
%V	20.0%	19.7%	12.6%	13.3%	20.9%	12.8%	27.1%
%H (All HH)		96.3%	24.8%	9.8%	79.3%	21.1%	58.1%
%H (TV HH)			25.7%	10.1%	82.3%	21.9%	60.3%

Base: ITV North 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

April 2012 - March 2013

ITV North East

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Under 25	65	63	32	4	48	22	26
%V	5.3%	5.2%	6.6%	2.2%	5.1%	5.4%	4.9%
%H (All HH)		96.9%	49.2%	6.2%	73.8%	33.8%	40.0%
%H (TV HH)			50.8%	6.3%	76.2%	34.9%	41.3%
25 - 34	186	177	85	33	121	65	56
%V	15.1%	14.7%	17.5%	18.2%	13.0%	16.0%	10.6%
%H (All HH)		95.2%	45.7%	17.7%	65.1%	34.9%	30.1%
%H (TV HH)			48.0%	18.6%	68.4%	36.7%	31.6%
35 - 44	194	190	108	36	135	85	51
%V	15.8%	15.8%	22.3%	19.9%	14.5%	21.0%	9.7%
%H (All HH)		97.9%	55.7%	18.6%	69.6%	43.8%	26.3%
%H (TV HH)			56.8%	18.9%	71.1%	44.7%	26.8%
45 - 54	222	217	91	45	169	89	80
%V	18.0%	18.1%	18.8%	24.9%	18.1%	22.0%	15.2%
%H (All HH)		97.7%	41.0%	20.3%	76.1%	40.1%	36.0%
%H (TV HH)			41.9%	20.7%	77.9%	41.0%	36.9%
55 - 64	211	205	77	33	161	63	98
%V	17.2%	17.1%	15.9%	18.2%	17.3%	15.6%	18.6%
%H (All HH)		97.2%	36.5%	15.6%	76.3%	29.9%	46.4%
%H (TV HH)			37.6%	16.1%	78.5%	30.7%	47.8%
65 +	352	349	91	31	299	81	218
%V	28.6%	29.1%	18.8%	17.1%	32.0%	20.0%	41.3%
%H (All HH)		99.1%	25.9%	8.8%	84.9%	23.0%	61.9%
%H (TV HH)			26.1%	8.9%	85.7%	23.2%	62.5%

Base: ITV North 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

April 2012 - March 2013

ITV North East

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
1	437	421	102	38	343	76	267
%V	35.5%	35.1%	21.0%	21.0%	36.8%	18.8%	50.6%
%H (All HH)		96.3%	23.3%	8.7%	78.5%	17.4%	61.1%
%H (TV HH)			24.2%	9.0%	81.5%	18.1%	63.4%
2	406	397	180	55	304	144	160
%V	33.0%	33.1%	37.1%	30.4%	32.6%	35.6%	30.3%
%H (All HH)		97.8%	44.3%	13.5%	74.9%	35.5%	39.4%
%H (TV HH)			45.3%	13.9%	76.6%	36.3%	40.3%
3	186	185	95	38	135	81	54
%V	15.1%	15.4%	19.6%	21.0%	14.5%	20.0%	10.2%
%H (All HH)		99.5%	51.1%	20.4%	72.6%	43.5%	29.0%
%H (TV HH)			51.4%	20.5%	73.0%	43.8%	29.2%
4	137	134	72	33	105	74	31
%V	11.1%	11.2%	14.8%	18.2%	11.3%	18.3%	5.9%
%H (All HH)		97.8%	52.6%	24.1%	76.6%	54.0%	22.6%
%H (TV HH)			53.7%	24.6%	78.4%	55.2%	23.1%
5+	65	65	37	16	46	31	15
%V	5.3%	5.4%	7.6%	8.8%	4.9%	7.7%	2.8%
%H (All HH)		100.0%	56.9%	24.6%	70.8%	47.7%	23.1%
%H (TV HH)			56.9%	24.6%	70.8%	47.7%	23.1%
Average HH size	2.19	2.21	2.53	2.67	2.17	2.64	1.81

Base: ITV North 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

April 2012 - March 2013

ITV North East

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Without	948	921	334	120	731	275	456
%V	77.1%	76.7%	68.9%	66.3%	78.3%	67.9%	86.4%
%H (All HH)		97.2%	35.2%	12.7%	77.1%	29.0%	48.1%
%H (TV HH)			36.3%	13.0%	79.4%	29.9%	49.5%
With	282	281	151	61	202	130	72
%V	22.9%	23.4%	31.1%	33.7%	21.7%	32.1%	13.6%
%H (All HH)		99.6%	53.5%	21.6%	71.6%	46.1%	25.5%
%H (TV HH)			53.7%	21.7%	71.9%	46.3%	25.6%
0 - 3	106	105	60	19	74	48	26
%V	8.6%	8.7%	12.4%	10.5%	7.9%	11.9%	4.9%
%H (All HH)		99.1%	56.6%	17.9%	69.8%	45.3%	24.5%
%H (TV HH)			57.1%	18.1%	70.5%	45.7%	24.8%
4 - 9	146	146	82	30	107	71	36
%V	11.9%	12.2%	16.9%	16.6%	11.5%	17.5%	6.8%
%H (All HH)		100.0%	56.2%	20.5%	73.3%	48.6%	24.7%
%H (TV HH)			56.2%	20.5%	73.3%	48.6%	24.7%
10 - 15	134	134	69	35	97	63	34
%V	10.9%	11.2%	14.2%	19.3%	10.4%	15.6%	6.4%
%H (All HH)		100.0%	51.5%	26.1%	72.4%	47.0%	25.4%
%H (TV HH)			51.5%	26.1%	72.4%	47.0%	25.4%

Base: ITV North 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

April 2012 - March 2013

ITV North East

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
1	435	435	126	43	318	65	253
%V	35.4%	36.2%	26.0%	23.8%	34.1%	16.0%	47.9%
%H (All HH)		100.0%	29.0%	9.9%	73.1%	14.9%	58.2%
%H (TV HH)			29.0%	9.9%	73.1%	14.9%	58.2%
2	432	432	175	67	332	147	185
%V	35.1%	36.0%	36.1%	37.0%	35.6%	36.3%	35.0%
%H (All HH)		100.0%	40.5%	15.5%	76.9%	34.0%	42.8%
%H (TV HH)			40.5%	15.5%	76.9%	34.0%	42.8%
3	208	208	105	43	178	115	63
%V	16.9%	17.3%	21.6%	23.8%	19.1%	28.4%	11.9%
%H (All HH)		100.0%	50.5%	20.7%	85.6%	55.3%	30.3%
%H (TV HH)			50.5%	20.7%	85.6%	55.3%	30.3%
4	86	86	54	17	70	51	20
%V	7.0%	7.2%	11.1%	9.4%	7.5%	12.6%	3.8%
%H (All HH)		100.0%	62.8%	19.8%	81.4%	59.3%	23.3%
%H (TV HH)			62.8%	19.8%	81.4%	59.3%	23.3%
5+	40	40	25	11	34	27	7
%V	3.3%	3.3%	5.2%	6.1%	3.6%	6.7%	1.3%
%H (All HH)		100.0%	62.5%	27.5%	85.0%	67.5%	17.5%
%H (TV HH)			62.5%	27.5%	85.0%	67.5%	17.5%

Base: ITV North 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

April 2012 - March 2013

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Under 20"	326	326	131	52	275	132	142
%V	26.5%	27.1%	27.0%	28.7%	29.5%	32.6%	26.9%
%H (All HH)		100.0%	40.2%	16.0%	84.4%	40.5%	43.6%
%H (TV HH)			40.2%	16.0%	84.4%	40.5%	43.6%
20" - 29"	477	477	191	68	400	186	214
%V	38.8%	39.7%	39.4%	37.6%	42.9%	45.9%	40.5%
%H (All HH)		100.0%	40.0%	14.3%	83.9%	39.0%	44.9%
%H (TV HH)			40.0%	14.3%	83.9%	39.0%	44.9%
30" - 39"	620	620	261	98	504	235	269
%V	50.4%	51.6%	53.8%	54.1%	54.0%	58.0%	50.9%
%H (All HH)		100.0%	42.1%	15.8%	81.3%	37.9%	43.4%
%H (TV HH)			42.1%	15.8%	81.3%	37.9%	43.4%
40" and over	512	512	264	103	383	230	153
%V	41.6%	42.6%	54.4%	56.9%	41.1%	56.8%	29.0%
%H (All HH)		100.0%	51.6%	20.1%	74.8%	44.9%	29.9%
%H (TV HH)			51.6%	20.1%	74.8%	44.9%	29.9%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North East

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Main living room	1181	1181	480	181	920	402	518
%V	96.0%	98.3%	99.0%	100.0%	98.6%	99.3%	98.1%
%H (All HH)		100.0%	40.6%	15.3%	77.9%	34.0%	43.9%
%H (TV HH)			40.6%	15.3%	77.9%	34.0%	43.9%
Kitchen	155	155	74	27	131	74	57
%V	12.6%	12.9%	15.3%	14.9%	14.0%	18.3%	10.8%
%H (All HH)		100.0%	47.7%	17.4%	84.5%	47.7%	36.8%
%H (TV HH)			47.7%	17.4%	84.5%	47.7%	36.8%
Adult's bedroom	514	514	248	95	428	247	181
%V	41.8%	42.8%	51.1%	52.5%	45.9%	61.0%	34.3%
%H (All HH)		100.0%	48.2%	18.5%	83.3%	48.1%	35.2%
%H (TV HH)			48.2%	18.5%	83.3%	48.1%	35.2%
Child's bedroom	95	95	56	19	80	57	23
%V	7.7%	7.9%	11.5%	10.5%	8.6%	14.1%	4.4%
%H (All HH)		100.0%	58.9%	20.0%	84.2%	60.0%	24.2%
%H (TV HH)			58.9%	20.0%	84.2%	60.0%	24.2%
Other bedroom	114	114	61	24	98	65	33
%V	9.3%	9.5%	12.6%	13.3%	10.5%	16.0%	6.3%
%H (All HH)		100.0%	53.5%	21.1%	86.0%	57.0%	28.9%
%H (TV HH)			53.5%	21.1%	86.0%	57.0%	28.9%
Second living/dining room	87	87	39	18	73	44	29
%V	7.1%	7.2%	8.0%	9.9%	7.8%	10.9%	5.5%
%H (All HH)		100.0%	44.8%	20.7%	83.9%	50.6%	33.3%
%H (TV HH)			44.8%	20.7%	83.9%	50.6%	33.3%
Study/office	13	13	4	2	10	4	6
%V	1.1%	1.1%	0.8%	1.1%	1.1%	1.0%	1.1%
%H (All HH)		100.0%	30.8%	15.4%	76.9%	30.8%	46.2%
%H (TV HH)			30.8%	15.4%	76.9%	30.8%	46.2%
TV room	9	9	5	5	9	6	3
%V	0.7%	0.7%	1.0%	2.8%	1.0%	1.5%	0.6%
%H (All HH)		100.0%	55.6%	55.6%	100.0%	66.7%	33.3%
%H (TV HH)			55.6%	55.6%	100.0%	66.7%	33.3%
Conservatory	27	27	18	4	25	18	7
%V	2.2%	2.2%	3.7%	2.2%	2.7%	4.4%	1.3%
%H (All HH)		100.0%	66.7%	14.8%	92.6%	66.7%	25.9%
%H (TV HH)			66.7%	14.8%	92.6%	66.7%	25.9%
Attic or loft room	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	0	4	3	1
%V	0.3%	0.3%	0.8%	0.0%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	0.0%	100.0%	75.0%	25.0%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV North East
Household level data
Table 5.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
PVR	651	651	421	120	457	331	126
%V	52.9%	54.2%	86.8%	66.3%	49.0%	81.7%	23.9%
%H (All HH)		100.0%	64.7%	18.4%	70.2%	50.8%	19.4%
%H (TV HH)			64.7%	18.4%	70.2%	50.8%	19.4%
DVDR	115	115	40	15	99	39	60
%V	9.3%	9.6%	8.2%	8.3%	10.6%	9.6%	11.4%
%H (All HH)		100.0%	34.8%	13.0%	86.1%	33.9%	52.2%
%H (TV HH)			34.8%	13.0%	86.1%	33.9%	52.2%
VCR	74	74	23	7	60	19	41
%V	6.0%	6.2%	4.7%	3.9%	6.4%	4.7%	7.8%
%H (All HH)		100.0%	31.1%	9.5%	81.1%	25.7%	55.4%
%H (TV HH)			31.1%	9.5%	81.1%	25.7%	55.4%
Any recorder	759	759	434	129	549	344	205
%V	61.7%	63.2%	89.5%	71.3%	58.8%	84.9%	38.8%
%H (All HH)		100.0%	57.2%	17.0%	72.3%	45.3%	27.0%
%H (TV HH)			57.2%	17.0%	72.3%	45.3%	27.0%

Base: ITV North 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
April 2012 - March 2013
ITV North East
Household level data
Table 5.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Receives HDTV (via STB or built-in reception)	594	594	285	142	445	265	180
%V	48.3%	49.5%	58.8%	78.5%	47.7%	65.4%	34.1%
%H (All HH)		100.0%	48.0%	23.9%	74.9%	44.6%	30.3%
%H (TV HH)			48.0%	23.9%	74.9%	44.6%	30.3%
DVD/Blu-ray player or recorder	920	920	390	147	724	334	390
%V	74.8%	76.6%	80.4%	81.2%	77.6%	82.5%	73.9%
%H (All HH)		100.0%	42.4%	16.0%	78.7%	36.3%	42.4%
%H (TV HH)			42.4%	16.0%	78.7%	36.3%	42.4%

Base: ITV North 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

April 2012 - March 2013

ITV North East

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1230	1201	485	181	933	405	528
%H (All HH)		97.6%	39.4%	14.7%	75.9%	32.9%	42.9%
%H (TV HH)			40.4%	15.1%	77.7%	33.7%	44.0%
Has PC or Laptop	890	872	408	157	651	341	310
%V	72.4%	72.6%	84.1%	86.7%	69.8%	84.2%	58.7%
%H (All HH)		98.0%	45.8%	17.6%	73.1%	38.3%	34.8%
%H (TV HH)			46.8%	18.0%	74.7%	39.1%	35.6%
Has broadband internet	793	779	383	155	572	326	246
%V	64.5%	64.9%	79.0%	85.6%	61.3%	80.5%	46.6%
%H (All HH)		98.2%	48.3%	19.5%	72.1%	41.1%	31.0%
%H (TV HH)			49.2%	19.9%	73.4%	41.8%	31.6%

Base: ITV North 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
April 2012 - March 2013
ITV North East
Set level data
Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2481	1142	432	1979	1051	928
%H		46.0%	17.4%	79.8%	42.4%	37.4%
Under 20"	411	170	70	347	173	174
%V	16.6%	14.9%	16.2%	17.5%	16.5%	18.8%
%H		41.4%	17.0%	84.4%	42.1%	42.3%
20" - 29"	583	253	84	490	245	245
%V	23.5%	22.2%	19.4%	24.8%	23.3%	26.4%
%H		43.4%	14.4%	84.0%	42.0%	42.0%
30" - 39"	720	315	123	590	293	298
%V	29.0%	27.6%	28.5%	29.8%	27.9%	32.1%
%H		43.8%	17.1%	81.9%	40.7%	41.4%
40" and over	585	314	116	446	280	166
%V	23.6%	27.5%	26.9%	22.5%	26.6%	17.9%
%H		53.7%	19.8%	76.2%	47.9%	28.4%
Don't know	11	1	3	7	2	5
%V	0.4%	0.1%	0.7%	0.4%	0.2%	0.5%
%H		9.1%	27.3%	63.6%	18.2%	45.5%
Not Asked	171	89	36	99	58	40
%V	6.9%	7.8%	8.3%	5.0%	5.5%	4.3%
%H		52.0%	21.1%	57.9%	33.9%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2481	1142	432	1979	1051	928
%H		46.0%	17.4%	79.8%	42.4%	37.4%
Main living room	1183	480	181	922	402	520
%V	47.7%	42.0%	41.9%	46.6%	38.2%	56.0%
%H		40.6%	15.3%	77.9%	34.0%	44.0%
Kitchen	157	74	27	132	74	58
%V	6.3%	6.5%	6.3%	6.7%	7.0%	6.3%
%H		47.1%	17.2%	84.1%	47.1%	36.9%
Adult's bedroom	572	280	105	481	282	199
%V	23.1%	24.5%	24.3%	24.3%	26.8%	21.4%
%H		49.0%	18.4%	84.1%	49.3%	34.8%
Child's bedroom	125	74	26	108	79	29
%V	5.0%	6.5%	6.0%	5.5%	7.5%	3.1%
%H		59.2%	20.8%	86.4%	63.2%	23.2%
Other bedroom	131	72	29	114	79	36
%V	5.3%	6.3%	6.7%	5.8%	7.5%	3.9%
%H		55.0%	22.1%	87.0%	60.3%	27.5%
Second living/dining room	88	40	18	74	45	29
%V	3.5%	3.5%	4.2%	3.7%	4.3%	3.1%
%H		45.5%	20.5%	84.1%	51.1%	33.0%
Study/office	13	4	2	10	4	6
%V	0.5%	0.4%	0.5%	0.5%	0.4%	0.6%
%H		30.8%	15.4%	76.9%	30.8%	46.2%
TV room	9	5	5	9	6	3
%V	0.4%	0.4%	1.2%	0.5%	0.6%	0.3%
%H		55.6%	55.6%	100.0%	66.7%	33.3%
Conservatory	27	18	4	25	18	7
%V	1.1%	1.6%	0.9%	1.3%	1.7%	0.8%
%H		66.7%	14.8%	92.6%	66.7%	25.9%
Attic or loft room	1	1	0	1	1	0
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	2	1	0	2	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	0	4	3	1
%V	0.2%	0.4%	0.0%	0.2%	0.3%	0.1%
%H		100.0%	0.0%	100.0%	75.0%	25.0%
Not Asked	171	89	36	99	58	40
%V	6.9%	7.8%	8.3%	5.0%	5.5%	4.3%
%H		52.0%	21.1%	57.9%	33.9%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2481	1142	432	1979	1051	928
%H		46.0%	17.4%	79.8%	42.4%	37.4%
PVR	815	550	154	565	431	134
%V	32.8%	48.2%	35.6%	28.5%	41.0%	14.4%
%H		67.5%	18.9%	69.3%	52.9%	16.4%
DVDR	135	49	19	118	51	67
%V	5.4%	4.3%	4.4%	6.0%	4.9%	7.2%
%H		36.3%	14.1%	87.4%	37.8%	49.6%
VCR	78	25	9	63	22	41
%V	3.1%	2.2%	2.1%	3.2%	2.1%	4.4%
%H		32.1%	11.5%	80.8%	28.2%	52.6%
Any recorder	959	579	170	688	462	226
%V	38.7%	50.7%	39.4%	34.8%	44.0%	24.4%
%H		60.4%	17.7%	71.7%	48.2%	23.6%

Base: ITV North East - 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
	HH	HH	HH	HH	HH	HH
Total Sets	2481	1142	432	1979	1051	928
%H		46.0%	17.4%	79.8%	42.4%	37.4%
Receives HDTV (via STB or built-in reception)	810	388	210	612	376	236
%V	32.6%	34.0%	48.6%	30.9%	35.8%	25.4%
%H		47.9%	25.9%	75.6%	46.4%	29.1%
DVD/Blu-ray player or recorder	1348	610	242	1095	574	521
%V	54.3%	53.4%	56.0%	55.3%	54.6%	56.1%
%H		45.3%	18.0%	81.2%	42.6%	38.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Set level data
Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1200	484	181	931	404	528
%H		40.3%	15.1%	77.6%	33.7%	44.0%
Under 20"	30	6	5	26	8	18
%V	2.5%	1.2%	2.8%	2.8%	2.0%	3.4%
%H		20.0%	16.7%	86.7%	26.7%	60.0%
20" - 29"	186	43	15	145	28	117
%V	15.5%	8.9%	8.3%	15.6%	6.9%	22.2%
%H		23.1%	8.1%	78.0%	15.1%	62.9%
30" - 39"	476	175	60	387	143	243
%V	39.7%	36.2%	33.1%	41.6%	35.4%	46.0%
%H		36.8%	12.6%	81.3%	30.0%	51.1%
40" and over	496	258	98	371	223	148
%V	41.3%	53.3%	54.1%	39.8%	55.2%	28.0%
%H		52.0%	19.8%	74.8%	45.0%	29.8%
Don't know	6	1	3	3	1	2
%V	0.5%	0.2%	1.7%	0.3%	0.2%	0.4%
%H		16.7%	50.0%	50.0%	16.7%	33.3%
Not Asked	6	1	0	0	1	0
%V	0.5%	0.2%	0.0%	0.0%	0.2%	0.0%
%H		16.7%	0.0%	0.0%	16.7%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Set level data
Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1200	484	181	931	404	528
%H		40.3%	15.1%	77.6%	33.7%	44.0%
PVR	626	412	115	435	320	115
%V	52.2%	85.1%	63.5%	46.7%	79.2%	21.8%
%H		65.8%	18.4%	69.5%	51.1%	18.4%
DVDR	99	32	10	84	29	55
%V	8.3%	6.6%	5.5%	9.0%	7.2%	10.4%
%H		32.3%	10.1%	84.8%	29.3%	55.6%
VCR	63	16	7	51	14	37
%V	5.3%	3.3%	3.9%	5.5%	3.5%	7.0%
%H		25.4%	11.1%	81.0%	22.2%	58.7%
Any recorder	729	423	124	521	330	191
%V	60.8%	87.4%	68.5%	56.0%	81.7%	36.2%
%H		58.0%	17.0%	71.5%	45.3%	26.2%

Base: ITV North East - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	1200	484	181	931	404	528
%H		40.3%	15.1%	77.6%	33.7%	44.0%
Receives HDTV (via STB or built-in reception)	569	273	136	423	249	173
%V	47.4%	56.4%	75.1%	45.4%	61.6%	32.8%
%H		48.0%	23.9%	74.3%	43.8%	30.4%
DVD/Blu-ray player or recorder	852	355	133	665	296	369
%V	71.0%	73.3%	73.5%	71.4%	73.3%	69.9%
%H		41.7%	15.6%	78.1%	34.7%	43.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1280	658	251	1048	647	400
%H		51.4%	19.6%	81.9%	50.5%	31.3%
Under 20"	381	164	64	321	165	156
%V	29.8%	24.9%	25.5%	30.6%	25.5%	39.0%
%H		43.0%	16.8%	84.3%	43.3%	40.9%
20" - 29"	397	210	69	345	217	128
%V	31.0%	31.9%	27.5%	32.9%	33.5%	32.0%
%H		52.9%	17.4%	86.9%	54.7%	32.2%
30" - 39"	244	139	63	204	149	55
%V	19.1%	21.1%	25.1%	19.5%	23.0%	13.8%
%H		57.0%	25.8%	83.6%	61.1%	22.5%
40" and over	89	56	18	75	57	19
%V	7.0%	8.5%	7.2%	7.2%	8.8%	4.8%
%H		62.9%	20.2%	84.3%	64.0%	21.3%
Don't know	5	1	1	4	1	3
%V	0.4%	0.2%	0.4%	0.4%	0.2%	0.8%
%H		20.0%	20.0%	80.0%	20.0%	60.0%
Not Asked	164	88	36	99	58	39
%V	12.8%	13.4%	14.3%	9.4%	9.0%	9.8%
%H		53.7%	22.0%	60.4%	35.4%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1280	658	251	1048	647	400
%H		51.4%	19.6%	81.9%	50.5%	31.3%
PVR	188	138	39	130	111	19
%V	14.7%	21.0%	15.5%	12.4%	17.2%	4.8%
%H		73.4%	20.7%	69.1%	59.0%	10.1%
DVDR	36	17	8	34	22	12
%V	2.8%	2.6%	3.2%	3.2%	3.4%	3.0%
%H		47.2%	22.2%	94.4%	61.1%	33.3%
VCR	15	9	2	12	8	4
%V	1.2%	1.4%	0.8%	1.1%	1.2%	1.0%
%H		60.0%	13.3%	80.0%	53.3%	26.7%
Any recorder	231	156	46	167	132	35
%V	18.0%	23.7%	18.3%	15.9%	20.4%	8.8%
%H		67.5%	19.9%	72.3%	57.1%	15.2%

Base: ITV North East - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1280	658	251	1048	647	400
%H		51.4%	19.6%	81.9%	50.5%	31.3%
Receives HDTV (via STB or built-in reception)	241	115	74	190	127	63
%V	18.8%	17.5%	29.5%	18.1%	19.6%	15.8%
%H		47.7%	30.7%	78.8%	52.7%	26.1%
DVD/Blu-ray player or recorder	496	254	109	429	277	152
%V	38.8%	38.6%	43.4%	40.9%	42.8%	38.0%
%H		51.2%	22.0%	86.5%	55.8%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Individual level data
Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2695	2649	1228	484	2022	1068	954
%H		98.3%	45.6%	18.0%	75.0%	39.6%	35.4%
Total Children	480	477	258	109	352	234	118
%V	17.8%	18.0%	21.0%	22.5%	17.4%	21.9%	12.4%
%H		99.4%	53.8%	22.7%	73.3%	48.8%	24.6%
0 - 3	128	125	69	23	91	57	33
%V	4.7%	4.7%	5.6%	4.8%	4.5%	5.3%	3.5%
%H		97.7%	53.9%	18.0%	71.1%	44.5%	25.8%
4 - 15	353	352	189	86	261	177	85
%V	13.1%	13.3%	15.4%	17.8%	12.9%	16.6%	8.9%
%H		99.7%	53.5%	24.4%	73.9%	50.1%	24.1%
4 - 9	182	181	102	40	134	91	43
%V	6.8%	6.8%	8.3%	8.3%	6.6%	8.5%	4.5%
%H		99.5%	56.0%	22.0%	73.6%	50.0%	23.6%
10 - 15	171	171	86	46	127	86	41
%V	6.3%	6.5%	7.0%	9.5%	6.3%	8.1%	4.3%
%H		100.0%	50.3%	26.9%	74.3%	50.3%	24.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2695	2649	1228	484	2022	1068	954
%H		98.3%	45.6%	18.0%	75.0%	39.6%	35.4%
Total Adults (16+)	2215	2172	970	375	1670	834	836
%V	82.2%	82.0%	79.0%	77.5%	82.6%	78.1%	87.6%
%H		98.1%	43.8%	16.9%	75.4%	37.7%	37.7%
16 - 19	124	123	53	29	97	57	40
%V	4.6%	4.6%	4.3%	6.0%	4.8%	5.3%	4.2%
%H		99.2%	42.7%	23.4%	78.2%	46.0%	32.3%
20 - 24	198	193	95	27	148	74	73
%V	7.3%	7.3%	7.7%	5.6%	7.3%	6.9%	7.7%
%H		97.5%	48.0%	13.6%	74.7%	37.4%	36.9%
25 - 34	357	345	172	68	234	131	103
%V	13.2%	13.0%	14.0%	14.0%	11.6%	12.3%	10.8%
%H		96.6%	48.2%	19.0%	65.5%	36.7%	28.9%
35 - 44	327	321	185	65	233	152	81
%V	12.1%	12.1%	15.1%	13.4%	11.5%	14.2%	8.5%
%H		98.2%	56.6%	19.9%	71.3%	46.5%	24.8%
45 - 54	387	380	183	83	297	180	117
%V	14.4%	14.3%	14.9%	17.1%	14.7%	16.9%	12.3%
%H		98.2%	47.3%	21.4%	76.7%	46.5%	30.2%
55 - 64	335	328	140	53	253	114	139
%V	12.4%	12.4%	11.4%	11.0%	12.5%	10.7%	14.6%
%H		97.9%	41.8%	15.8%	75.5%	34.0%	41.5%
65+	486	482	141	51	407	126	281
%V	18.0%	18.2%	11.5%	10.5%	20.1%	11.8%	29.5%
%H		99.2%	29.0%	10.5%	83.7%	25.9%	57.8%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2215	2172	970	375	1670	834	836
%H		98.1%	43.8%	16.9%	75.4%	37.7%	37.7%
AB	462	450	231	94	359	214	145
%V	20.9%	20.7%	23.8%	25.1%	21.5%	25.7%	17.3%
%H		97.4%	50.0%	20.3%	77.7%	46.3%	31.4%
C1	569	556	264	100	415	216	199
%V	25.7%	25.6%	27.2%	26.7%	24.9%	25.9%	23.8%
%H		97.7%	46.4%	17.6%	72.9%	38.0%	35.0%
C2	483	480	227	94	368	206	162
%V	21.8%	22.1%	23.4%	25.1%	22.0%	24.7%	19.4%
%H		99.4%	47.0%	19.5%	76.2%	42.7%	33.5%
D	385	378	154	60	281	126	155
%V	17.4%	17.4%	15.9%	16.0%	16.8%	15.1%	18.5%
%H		98.2%	40.0%	15.6%	73.0%	32.7%	40.3%
E	317	307	94	27	247	72	176
%V	14.3%	14.1%	9.7%	7.2%	14.8%	8.6%	21.1%
%H		96.8%	29.7%	8.5%	77.9%	22.7%	55.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Individual level data
Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2215	2172	970	375	1670	834	836
%H		98.1%	43.8%	16.9%	75.4%	37.7%	37.7%
Working full time	898	880	452	174	655	394	260
%V	40.5%	40.5%	46.6%	46.4%	39.2%	47.2%	31.1%
%H		98.0%	50.3%	19.4%	72.9%	43.9%	29.0%
Working part time	247	244	122	53	186	111	76
%V	11.2%	11.2%	12.6%	14.1%	11.1%	13.3%	9.1%
%H		98.8%	49.4%	21.5%	75.3%	44.9%	30.8%
Not working	1071	1048	396	148	829	329	500
%V	48.4%	48.3%	40.8%	39.5%	49.6%	39.4%	59.8%
%H		97.9%	37.0%	13.8%	77.4%	30.7%	46.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1080	1054	492	175	811	417	394
%H		97.6%	45.6%	16.2%	75.1%	38.6%	36.5%
16 - 19	66	65	26	14	57	32	25
%V	6.1%	6.2%	5.3%	8.0%	7.0%	7.7%	6.3%
%H		98.5%	39.4%	21.2%	86.4%	48.5%	37.9%
20 - 24	99	95	48	12	77	38	39
%V	9.2%	9.0%	9.8%	6.9%	9.5%	9.1%	9.9%
%H		96.0%	48.5%	12.1%	77.8%	38.4%	39.4%
25 - 34	181	175	95	31	114	65	48
%V	16.8%	16.6%	19.3%	17.7%	14.1%	15.6%	12.2%
%H		96.7%	52.5%	17.1%	63.0%	35.9%	26.5%
35 - 44	156	152	89	29	114	75	39
%V	14.4%	14.4%	18.1%	16.6%	14.1%	18.0%	9.9%
%H		97.4%	57.1%	18.6%	73.1%	48.1%	25.0%
45 - 54	189	184	91	39	144	89	55
%V	17.5%	17.5%	18.5%	22.3%	17.8%	21.3%	14.0%
%H		97.4%	48.1%	20.6%	76.2%	47.1%	29.1%
55 - 64	167	164	72	25	124	58	67
%V	15.5%	15.6%	14.6%	14.3%	15.3%	13.9%	17.0%
%H		98.2%	43.1%	15.0%	74.3%	34.7%	40.1%
65+	220	219	72	26	181	60	122
%V	20.4%	20.8%	14.6%	14.9%	22.3%	14.4%	31.0%
%H		99.5%	32.7%	11.8%	82.3%	27.3%	55.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Individual level data
Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1080	1054	492	175	811	417	394
%H		97.6%	45.6%	16.2%	75.1%	38.6%	36.5%
AB	239	233	122	48	185	113	72
%V	22.1%	22.1%	24.8%	27.4%	22.8%	27.1%	18.3%
%H		97.5%	51.0%	20.1%	77.4%	47.3%	30.1%
C1	271	264	135	43	197	108	90
%V	25.1%	25.0%	27.4%	24.6%	24.3%	25.9%	22.8%
%H		97.4%	49.8%	15.9%	72.7%	39.9%	33.2%
C2	259	258	122	46	202	111	91
%V	24.0%	24.5%	24.8%	26.3%	24.9%	26.6%	23.1%
%H		99.6%	47.1%	17.8%	78.0%	42.9%	35.1%
D	187	184	77	28	134	60	75
%V	17.3%	17.5%	15.7%	16.0%	16.5%	14.4%	19.0%
%H		98.4%	41.2%	15.0%	71.7%	32.1%	40.1%
E	124	117	36	9	93	26	67
%V	11.5%	11.1%	7.3%	5.1%	11.5%	6.2%	17.0%
%H		94.4%	29.0%	7.3%	75.0%	21.0%	54.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Individual level data
Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1080	1054	492	175	811	417	394
%H		97.6%	45.6%	16.2%	75.1%	38.6%	36.5%
Working full time	547	535	285	104	397	249	148
%V	50.6%	50.8%	57.9%	59.4%	49.0%	59.7%	37.6%
%H		97.8%	52.1%	19.0%	72.6%	45.5%	27.1%
Working part time	55	54	28	13	38	23	14
%V	5.1%	5.1%	5.7%	7.4%	4.7%	5.5%	3.6%
%H		98.2%	50.9%	23.6%	69.1%	41.8%	25.5%
Not working	478	465	179	58	376	144	232
%V	44.3%	44.1%	36.4%	33.1%	46.4%	34.5%	58.9%
%H		97.3%	37.4%	12.1%	78.7%	30.1%	48.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1135	1118	477	200	860	417	442
%H		98.5%	42.0%	17.6%	75.8%	36.7%	38.9%
16 - 19	58	57	27	15	40	25	15
%V	5.1%	5.1%	5.7%	7.5%	4.7%	6.0%	3.4%
%H		98.3%	46.6%	25.9%	69.0%	43.1%	25.9%
20 - 24	99	98	47	15	70	36	34
%V	8.7%	8.8%	9.9%	7.5%	8.1%	8.6%	7.7%
%H		99.0%	47.5%	15.2%	70.7%	36.4%	34.3%
25 - 34	176	171	77	37	121	65	55
%V	15.5%	15.3%	16.1%	18.5%	14.1%	15.6%	12.4%
%H		97.2%	43.8%	21.0%	68.8%	36.9%	31.3%
35 - 44	170	168	96	36	120	77	43
%V	15.0%	15.0%	20.1%	18.0%	14.0%	18.5%	9.7%
%H		98.8%	56.5%	21.2%	70.6%	45.3%	25.3%
45 - 54	198	196	92	44	153	91	62
%V	17.4%	17.5%	19.3%	22.0%	17.8%	21.8%	14.0%
%H		99.0%	46.5%	22.2%	77.3%	46.0%	31.3%
55 - 64	168	164	68	28	129	57	72
%V	14.8%	14.7%	14.3%	14.0%	15.0%	13.7%	16.3%
%H		97.6%	40.5%	16.7%	76.8%	33.9%	42.9%
65+	266	263	70	25	226	66	160
%V	23.4%	23.5%	14.7%	12.5%	26.3%	15.8%	36.2%
%H		98.9%	26.3%	9.4%	85.0%	24.8%	60.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1135	1118	477	200	860	417	442
%H		98.5%	42.0%	17.6%	75.8%	36.7%	38.9%
AB	223	218	108	45	174	102	73
%V	19.6%	19.5%	22.6%	22.5%	20.2%	24.5%	16.5%
%H		97.8%	48.4%	20.2%	78.0%	45.7%	32.7%
C1	299	293	129	57	218	109	109
%V	26.3%	26.2%	27.0%	28.5%	25.3%	26.1%	24.7%
%H		98.0%	43.1%	19.1%	72.9%	36.5%	36.5%
C2	223	223	106	48	166	95	71
%V	19.6%	19.9%	22.2%	24.0%	19.3%	22.8%	16.1%
%H		100.0%	47.5%	21.5%	74.4%	42.6%	31.8%
D	198	195	77	32	147	66	81
%V	17.4%	17.4%	16.1%	16.0%	17.1%	15.8%	18.3%
%H		98.5%	38.9%	16.2%	74.2%	33.3%	40.9%
E	193	190	57	17	154	46	109
%V	17.0%	17.0%	11.9%	8.5%	17.9%	11.0%	24.7%
%H		98.4%	29.5%	8.8%	79.8%	23.8%	56.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North East
Individual level data
Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1135	1118	477	200	860	417	442
%H		98.5%	42.0%	17.6%	75.8%	36.7%	38.9%
Working full time	351	345	167	70	258	145	113
%V	30.9%	30.9%	35.0%	35.0%	30.0%	34.8%	25.6%
%H		98.3%	47.6%	19.9%	73.5%	41.3%	32.2%
Working part time	192	190	94	40	148	87	61
%V	16.9%	17.0%	19.7%	20.0%	17.2%	20.9%	13.8%
%H		99.0%	49.0%	20.8%	77.1%	45.3%	31.8%
Not working	593	583	217	90	453	185	269
%V	52.2%	52.1%	45.5%	45.0%	52.7%	44.4%	60.9%
%H		98.3%	36.6%	15.2%	76.4%	31.2%	45.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Central Scotland
Household level data
Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
AB	380	366	138	91	262	125	137
%V	22.3%	22.3%	22.0%	24.2%	21.3%	21.4%	21.3%
%H (All HH)		96.3%	36.3%	23.9%	68.9%	32.9%	36.1%
%H (TV HH)			37.7%	24.9%	71.6%	34.2%	37.4%
C1	459	431	172	108	314	164	150
%V	26.9%	26.2%	27.4%	28.7%	25.6%	28.1%	23.3%
%H (All HH)		93.9%	37.5%	23.5%	68.4%	35.7%	32.7%
%H (TV HH)			39.9%	25.1%	72.9%	38.1%	34.8%
C2	299	295	129	77	221	131	90
%V	17.5%	17.9%	20.6%	20.5%	18.0%	22.5%	14.0%
%H (All HH)		98.7%	43.1%	25.8%	73.9%	43.8%	30.1%
%H (TV HH)			43.7%	26.1%	74.9%	44.4%	30.5%
D	274	268	115	62	195	101	94
%V	16.1%	16.3%	18.3%	16.5%	15.9%	17.3%	14.6%
%H (All HH)		97.8%	42.0%	22.6%	71.2%	36.9%	34.3%
%H (TV HH)			42.9%	23.1%	72.8%	37.7%	35.1%
E	295	284	73	38	235	62	173
%V	17.3%	17.3%	11.6%	10.1%	19.1%	10.6%	26.9%
%H (All HH)		96.3%	24.7%	12.9%	79.7%	21.0%	58.6%
%H (TV HH)			25.7%	13.4%	82.7%	21.8%	60.9%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Under 25	73	62	23	13	42	20	22
%V	4.3%	3.8%	3.7%	3.5%	3.4%	3.4%	3.4%
%H (All HH)		84.9%	31.5%	17.8%	57.5%	27.4%	30.1%
%H (TV HH)			37.1%	21.0%	67.7%	32.3%	35.5%
25 - 34	268	252	115	62	166	91	75
%V	15.7%	15.3%	18.3%	16.5%	13.5%	15.6%	11.6%
%H (All HH)		94.0%	42.9%	23.1%	61.9%	34.0%	28.0%
%H (TV HH)			45.6%	24.6%	65.9%	36.1%	29.8%
35 - 44	295	285	129	79	198	121	77
%V	17.3%	17.3%	20.6%	21.0%	16.1%	20.8%	12.0%
%H (All HH)		96.6%	43.7%	26.8%	67.1%	41.0%	26.1%
%H (TV HH)			45.3%	27.7%	69.5%	42.5%	27.0%
45 - 54	323	314	136	74	231	126	105
%V	18.9%	19.1%	21.7%	19.7%	18.8%	21.6%	16.3%
%H (All HH)		97.2%	42.1%	22.9%	71.5%	39.0%	32.5%
%H (TV HH)			43.3%	23.6%	73.6%	40.1%	33.4%
55 - 64	288	281	107	72	216	110	106
%V	16.9%	17.1%	17.1%	19.1%	17.6%	18.9%	16.5%
%H (All HH)		97.6%	37.2%	25.0%	75.0%	38.2%	36.8%
%H (TV HH)			38.1%	25.6%	76.9%	39.1%	37.7%
65 +	460	451	117	76	374	115	260
%V	27.0%	27.4%	18.7%	20.2%	30.5%	19.7%	40.4%
%H (All HH)		98.0%	25.4%	16.5%	81.3%	25.0%	56.5%
%H (TV HH)			25.9%	16.9%	82.9%	25.5%	57.6%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
1	654	624	148	111	491	127	364
%V	38.3%	38.0%	23.6%	29.5%	40.0%	21.8%	56.5%
%H (All HH)		95.4%	22.6%	17.0%	75.1%	19.4%	55.7%
%H (TV HH)			23.7%	17.8%	78.7%	20.4%	58.3%
2	533	511	208	128	382	207	175
%V	31.2%	31.1%	33.2%	34.0%	31.1%	35.5%	27.2%
%H (All HH)		95.9%	39.0%	24.0%	71.7%	38.8%	32.8%
%H (TV HH)			40.7%	25.0%	74.8%	40.5%	34.2%
3	230	224	115	56	158	103	56
%V	13.5%	13.6%	18.3%	14.9%	12.9%	17.7%	8.7%
%H (All HH)		97.4%	50.0%	24.3%	68.7%	44.8%	24.3%
%H (TV HH)			51.3%	25.0%	70.5%	46.0%	25.0%
4	211	209	115	56	147	108	39
%V	12.4%	12.7%	18.3%	14.9%	12.0%	18.5%	6.1%
%H (All HH)		99.1%	54.5%	26.5%	69.7%	51.2%	18.5%
%H (TV HH)			55.0%	26.8%	70.3%	51.7%	18.7%
5+	78	75	40	24	50	38	11
%V	4.6%	4.6%	6.4%	6.4%	4.1%	6.5%	1.7%
%H (All HH)		96.2%	51.3%	30.8%	64.1%	48.7%	14.1%
%H (TV HH)			53.3%	32.0%	66.7%	50.7%	14.7%
Average HH size	2.16	2.17	2.54	2.36	2.11	2.56	1.70

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%V (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Without	1312	1255	416	278	963	402	560
%V	76.9%	76.3%	66.3%	73.9%	78.4%	69.0%	87.0%
%H (All HH)		95.7%	31.7%	21.2%	73.4%	30.6%	42.7%
%H (TV HH)			33.1%	22.2%	76.7%	32.0%	44.6%
With	394	389	211	98	265	181	84
%V	23.1%	23.7%	33.7%	26.1%	21.6%	31.0%	13.0%
%H (All HH)		98.7%	53.6%	24.9%	67.3%	45.9%	21.3%
%H (TV HH)			54.2%	25.2%	68.1%	46.5%	21.6%
0 - 3	144	143	80	33	94	62	33
%V	8.4%	8.7%	12.8%	8.8%	7.7%	10.6%	5.1%
%H (All HH)		99.3%	55.6%	22.9%	65.3%	43.1%	22.9%
%H (TV HH)			55.9%	23.1%	65.7%	43.4%	23.1%
4 - 9	194	192	108	49	123	85	37
%V	11.4%	11.7%	17.2%	13.0%	10.0%	14.6%	5.7%
%H (All HH)		99.0%	55.7%	25.3%	63.4%	43.8%	19.1%
%H (TV HH)			56.3%	25.5%	64.1%	44.3%	19.3%
10 - 15	190	188	98	51	137	98	39
%V	11.1%	11.4%	15.6%	13.6%	11.2%	16.8%	6.1%
%H (All HH)		98.9%	51.6%	26.8%	72.1%	51.6%	20.5%
%H (TV HH)			52.1%	27.1%	72.9%	52.1%	20.7%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
1	642	642	183	129	442	118	324
%V	37.6%	39.1%	29.2%	34.3%	36.0%	20.2%	50.3%
%H (All HH)		100.0%	28.5%	20.1%	68.8%	18.4%	50.5%
%H (TV HH)			28.5%	20.1%	68.8%	18.4%	50.5%
2	585	585	224	130	457	222	235
%V	34.3%	35.6%	35.7%	34.6%	37.2%	38.1%	36.5%
%H (All HH)		100.0%	38.3%	22.2%	78.1%	37.9%	40.2%
%H (TV HH)			38.3%	22.2%	78.1%	37.9%	40.2%
3	262	262	133	71	200	138	62
%V	15.4%	15.9%	21.2%	18.9%	16.3%	23.7%	9.6%
%H (All HH)		100.0%	50.8%	27.1%	76.3%	52.7%	23.7%
%H (TV HH)			50.8%	27.1%	76.3%	52.7%	23.7%
4	108	108	63	32	89	74	15
%V	6.3%	6.6%	10.0%	8.5%	7.2%	12.7%	2.3%
%H (All HH)		100.0%	58.3%	29.6%	82.4%	68.5%	13.9%
%H (TV HH)			58.3%	29.6%	82.4%	68.5%	13.9%
5+	47	47	24	14	41	32	9
%V	2.8%	2.9%	3.8%	3.7%	3.3%	5.5%	1.4%
%H (All HH)		100.0%	51.1%	29.8%	87.2%	68.1%	19.1%
%H (TV HH)			51.1%	29.8%	87.2%	68.1%	19.1%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Under 20"	391	391	152	94	333	182	151
%V	22.9%	23.8%	24.2%	25.0%	27.1%	31.2%	23.4%
%H (All HH)		100.0%	38.9%	24.0%	85.2%	46.5%	38.6%
%H (TV HH)			38.9%	24.0%	85.2%	46.5%	38.6%
20" - 29"	616	616	210	145	497	229	268
%V	36.1%	37.5%	33.5%	38.6%	40.5%	39.3%	41.6%
%H (All HH)		100.0%	34.1%	23.5%	80.7%	37.2%	43.5%
%H (TV HH)			34.1%	23.5%	80.7%	37.2%	43.5%
30" - 39"	842	842	324	214	647	336	311
%V	49.4%	51.2%	51.7%	56.9%	52.7%	57.6%	48.3%
%H (All HH)		100.0%	38.5%	25.4%	76.8%	39.9%	36.9%
%H (TV HH)			38.5%	25.4%	76.8%	39.9%	36.9%
40" and over	692	692	361	168	496	325	170
%V	40.6%	42.1%	57.6%	44.7%	40.4%	55.7%	26.4%
%H (All HH)		100.0%	52.2%	24.3%	71.7%	47.0%	24.6%
%H (TV HH)			52.2%	24.3%	71.7%	47.0%	24.6%

Base: ITV Central 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

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DATA PERIOD: ANNUAL

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ITV Central Scotland

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Main living room	1614	1614	623	368	1212	577	635
%V	94.6%	98.2%	99.4%	97.9%	98.7%	99.0%	98.6%
%H (All HH)		100.0%	38.6%	22.8%	75.1%	35.7%	39.3%
%H (TV HH)			38.6%	22.8%	75.1%	35.7%	39.3%
Kitchen	161	161	70	40	138	85	53
%V	9.4%	9.8%	11.2%	10.6%	11.2%	14.6%	8.2%
%H (All HH)		100.0%	43.5%	24.8%	85.7%	52.8%	32.9%
%H (TV HH)			43.5%	24.8%	85.7%	52.8%	32.9%
Adult's bedroom	700	700	317	177	569	354	215
%V	41.0%	42.6%	50.6%	47.1%	46.3%	60.7%	33.4%
%H (All HH)		100.0%	45.3%	25.3%	81.3%	50.6%	30.7%
%H (TV HH)			45.3%	25.3%	81.3%	50.6%	30.7%
Child's bedroom	156	156	82	48	128	99	29
%V	9.1%	9.5%	13.1%	12.8%	10.4%	17.0%	4.5%
%H (All HH)		100.0%	52.6%	30.8%	82.1%	63.5%	18.6%
%H (TV HH)			52.6%	30.8%	82.1%	63.5%	18.6%
Other bedroom	52	52	21	20	44	32	12
%V	3.0%	3.2%	3.3%	5.3%	3.6%	5.5%	1.9%
%H (All HH)		100.0%	40.4%	38.5%	84.6%	61.5%	23.1%
%H (TV HH)			40.4%	38.5%	84.6%	61.5%	23.1%
Second living/dining room	119	119	55	27	94	57	38
%V	7.0%	7.2%	8.8%	7.2%	7.7%	9.8%	5.9%
%H (All HH)		100.0%	46.2%	22.7%	79.0%	47.9%	31.9%
%H (TV HH)			46.2%	22.7%	79.0%	47.9%	31.9%
Study/office	17	17	5	8	13	9	4
%V	1.0%	1.0%	0.8%	2.1%	1.1%	1.5%	0.6%
%H (All HH)		100.0%	29.4%	47.1%	76.5%	52.9%	23.5%
%H (TV HH)			29.4%	47.1%	76.5%	52.9%	23.5%
TV room	16	16	8	5	10	7	3
%V	0.9%	1.0%	1.3%	1.3%	0.8%	1.2%	0.5%
%H (All HH)		100.0%	50.0%	31.3%	62.5%	43.8%	18.8%
%H (TV HH)			50.0%	31.3%	62.5%	43.8%	18.8%
Conservatory	19	19	8	7	15	12	3
%V	1.1%	1.2%	1.3%	1.9%	1.2%	2.1%	0.5%
%H (All HH)		100.0%	42.1%	36.8%	78.9%	63.2%	15.8%
%H (TV HH)			42.1%	36.8%	78.9%	63.2%	15.8%
Attic or loft room	3	3	1	2	3	2	1
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	33.3%	66.7%	100.0%	66.7%	33.3%
%H (TV HH)			33.3%	66.7%	100.0%	66.7%	33.3%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%
Other	7	7	5	2	5	4	1
%V	0.4%	0.4%	0.8%	0.5%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	71.4%	28.6%	71.4%	57.1%	14.3%
%H (TV HH)			71.4%	28.6%	71.4%	57.1%	14.3%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
PVR	875	875	521	237	570	442	128
%V	51.3%	53.2%	83.1%	63.0%	46.4%	75.8%	19.9%
%H (All HH)		100.0%	59.5%	27.1%	65.1%	50.5%	14.6%
%H (TV HH)			59.5%	27.1%	65.1%	50.5%	14.6%
DVDR	97	97	32	32	75	40	35
%V	5.7%	5.9%	5.1%	8.5%	6.1%	6.9%	5.4%
%H (All HH)		100.0%	33.0%	33.0%	77.3%	41.2%	36.1%
%H (TV HH)			33.0%	33.0%	77.3%	41.2%	36.1%
VCR	100	100	26	25	81	29	52
%V	5.9%	6.1%	4.1%	6.6%	6.6%	5.0%	8.1%
%H (All HH)		100.0%	26.0%	25.0%	81.0%	29.0%	52.0%
%H (TV HH)			26.0%	25.0%	81.0%	29.0%	52.0%
Any recorder	976	976	532	263	658	465	192
%V	57.2%	59.4%	84.8%	69.9%	53.6%	79.8%	29.8%
%H (All HH)		100.0%	54.5%	26.9%	67.4%	47.6%	19.7%
%H (TV HH)			54.5%	26.9%	67.4%	47.6%	19.7%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Household level data

Table 6.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Receives HDTV (via STB or built-in reception)	811	811	388	272	554	393	161
%V	47.5%	49.3%	61.9%	72.3%	45.1%	67.4%	25.0%
%H (All HH)		100.0%	47.8%	33.5%	68.3%	48.5%	19.9%
%H (TV HH)			47.8%	33.5%	68.3%	48.5%	19.9%
DVD/Blu-ray player or recorder	1362	1362	543	330	1021	521	500
%V	79.8%	82.8%	86.6%	87.8%	83.1%	89.4%	77.6%
%H (All HH)		100.0%	39.9%	24.2%	75.0%	38.3%	36.7%
%H (TV HH)			39.9%	24.2%	75.0%	38.3%	36.7%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Central Scotland
Household level data
Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1706	1644	627	376	1228	583	644
%H (All HH)		96.4%	36.8%	22.0%	72.0%	34.2%	37.7%
%H (TV HH)			38.1%	22.9%	74.7%	35.5%	39.2%
Has PC or Laptop	1234	1189	524	321	844	495	349
%V	72.3%	72.3%	83.6%	85.4%	68.7%	84.9%	54.2%
%H (All HH)		96.4%	42.5%	26.0%	68.4%	40.1%	28.3%
%H (TV HH)			44.1%	27.0%	71.0%	41.6%	29.4%
Has broadband internet	1166	1131	510	321	793	488	305
%V	68.3%	68.8%	81.3%	85.4%	64.6%	83.7%	47.4%
%H (All HH)		97.0%	43.7%	27.5%	68.0%	41.9%	26.2%
%H (TV HH)			45.1%	28.4%	70.1%	43.1%	27.0%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Central Scotland
Set level data
Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3281	1412	806	2527	1441	1085
%H		43.0%	24.6%	77.0%	43.9%	33.1%
Under 20"	486	196	118	418	239	179
%V	14.8%	13.9%	14.6%	16.5%	16.6%	16.5%
%H		40.3%	24.3%	86.0%	49.2%	36.8%
20" - 29"	761	273	182	622	308	314
%V	23.2%	19.3%	22.6%	24.6%	21.4%	28.9%
%H		35.9%	23.9%	81.7%	40.5%	41.3%
30" - 39"	980	392	253	756	411	345
%V	29.9%	27.8%	31.4%	29.9%	28.5%	31.8%
%H		40.0%	25.8%	77.1%	41.9%	35.2%
40" and over	805	432	197	579	394	185
%V	24.5%	30.6%	24.4%	22.9%	27.3%	17.1%
%H		53.7%	24.5%	71.9%	48.9%	23.0%
Don't know	37	14	9	28	14	15
%V	1.1%	1.0%	1.1%	1.1%	1.0%	1.4%
%H		37.8%	24.3%	75.7%	37.8%	40.5%
Not Asked	212	105	47	124	75	47
%V	6.5%	7.4%	5.8%	4.9%	5.2%	4.3%
%H		49.5%	22.2%	58.5%	35.4%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3281	1412	806	2527	1441	1085
%H		43.0%	24.6%	77.0%	43.9%	33.1%
Main living room	1624	628	369	1221	581	640
%V	49.5%	44.5%	45.8%	48.3%	40.3%	59.0%
%H		38.7%	22.7%	75.2%	35.8%	39.4%
Kitchen	161	70	40	139	85	54
%V	4.9%	5.0%	5.0%	5.5%	5.9%	5.0%
%H		43.5%	24.8%	86.3%	52.8%	33.5%
Adult's bedroom	837	394	212	685	442	244
%V	25.5%	27.9%	26.3%	27.1%	30.7%	22.5%
%H		47.1%	25.3%	81.8%	52.8%	29.2%
Child's bedroom	200	105	65	163	128	35
%V	6.1%	7.4%	8.1%	6.5%	8.9%	3.2%
%H		52.5%	32.5%	81.5%	64.0%	17.5%
Other bedroom	61	25	23	51	38	13
%V	1.9%	1.8%	2.9%	2.0%	2.6%	1.2%
%H		41.0%	37.7%	83.6%	62.3%	21.3%
Second living/dining room	121	56	27	96	58	38
%V	3.7%	4.0%	3.3%	3.8%	4.0%	3.5%
%H		46.3%	22.3%	79.3%	47.9%	31.4%
Study/office	17	5	8	14	10	4
%V	0.5%	0.4%	1.0%	0.6%	0.7%	0.4%
%H		29.4%	47.1%	82.4%	58.8%	23.5%
TV room	16	8	5	10	7	3
%V	0.5%	0.6%	0.6%	0.4%	0.5%	0.3%
%H		50.0%	31.3%	62.5%	43.8%	18.8%
Conservatory	19	8	7	15	12	3
%V	0.6%	0.6%	0.9%	0.6%	0.8%	0.3%
%H		42.1%	36.8%	78.9%	63.2%	15.8%
Attic or loft room	3	1	2	3	2	1
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		33.3%	66.7%	100.0%	66.7%	33.3%
No specific location	2	1	0	2	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%
Other	7	5	2	5	4	1
%V	0.2%	0.4%	0.2%	0.2%	0.3%	0.1%
%H		71.4%	28.6%	71.4%	57.1%	14.3%
Not Asked	212	105	47	124	75	47
%V	6.5%	7.4%	5.8%	4.9%	5.2%	4.3%
%H		49.5%	22.2%	58.5%	35.4%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3281	1412	806	2527	1441	1085
%H		43.0%	24.6%	77.0%	43.9%	33.1%
PVR	1150	722	307	720	584	137
%V	35.1%	51.1%	38.1%	28.5%	40.5%	12.6%
%H		62.8%	26.7%	62.6%	50.8%	11.9%
DVDR	106	34	34	81	43	38
%V	3.2%	2.4%	4.2%	3.2%	3.0%	3.5%
%H		32.1%	32.1%	76.4%	40.6%	35.8%
VCR	104	26	28	84	31	53
%V	3.2%	1.8%	3.5%	3.3%	2.2%	4.9%
%H		25.0%	26.9%	80.8%	29.8%	51.0%
Any recorder	1281	743	345	832	621	211
%V	39.0%	52.6%	42.8%	32.9%	43.1%	19.4%
%H		58.0%	26.9%	64.9%	48.5%	16.5%

Base: ITV Central Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Sets	3281	1412	806	2527	1441	1085
%H		43.0%	24.6%	77.0%	43.9%	33.1%
Receives HDTV (via STB or built-in reception)	1115	545	387	761	563	199
%V	34.0%	38.6%	48.0%	30.1%	39.1%	18.3%
%H		48.9%	34.7%	68.3%	50.5%	17.8%
DVD/Blu-ray player or recorder	2012	866	521	1558	906	651
%V	61.3%	61.3%	64.6%	61.7%	62.9%	60.0%
%H		43.0%	25.9%	77.4%	45.0%	32.4%

Base: ITV Central Scotland - 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 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	627	376	1226	583	643
%H		38.2%	22.9%	74.7%	35.5%	39.2%
Under 20"	36	7	6	29	6	23
%V	2.2%	1.1%	1.6%	2.4%	1.0%	3.6%
%H		19.4%	16.7%	80.6%	16.7%	63.9%
20" - 29"	275	55	49	219	47	172
%V	16.7%	8.8%	13.0%	17.9%	8.1%	26.7%
%H		20.0%	17.8%	79.6%	17.1%	62.5%
30" - 39"	635	210	154	490	215	275
%V	38.7%	33.5%	41.0%	40.0%	36.9%	42.8%
%H		33.1%	24.3%	77.2%	33.9%	43.3%
40" and over	673	350	163	479	312	167
%V	41.0%	55.8%	43.4%	39.1%	53.5%	26.0%
%H		52.0%	24.2%	71.2%	46.4%	24.8%
Don't know	14	5	3	9	3	6
%V	0.9%	0.8%	0.8%	0.7%	0.5%	0.9%
%H		35.7%	21.4%	64.3%	21.4%	42.9%
Not Asked	9	0	1	0	0	0
%V	0.5%	0.0%	0.3%	0.0%	0.0%	0.0%
%H		0.0%	11.1%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	627	376	1226	583	643
%H		38.2%	22.9%	74.7%	35.5%	39.2%
PVR	852	513	231	551	432	118
%V	51.9%	81.8%	61.4%	44.9%	74.1%	18.4%
%H		60.2%	27.1%	64.7%	50.7%	13.8%
DVDR	78	25	24	60	31	29
%V	4.8%	4.0%	6.4%	4.9%	5.3%	4.5%
%H		32.1%	30.8%	76.9%	39.7%	37.2%
VCR	82	21	20	66	23	43
%V	5.0%	3.3%	5.3%	5.4%	3.9%	6.7%
%H		25.6%	24.4%	80.5%	28.0%	52.4%
Any recorder	947	524	257	631	455	176
%V	57.7%	83.6%	68.4%	51.5%	78.0%	27.4%
%H		55.3%	27.1%	66.6%	48.0%	18.6%

Base: ITV Central Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	627	376	1226	583	643
%H		38.2%	22.9%	74.7%	35.5%	39.2%
Receives HDTV (via STB or built-in reception)	788	378	266	533	379	154
%V	48.0%	60.3%	70.7%	43.5%	65.0%	24.0%
%H		48.0%	33.8%	67.6%	48.1%	19.5%
DVD/Blu-ray player or recorder	1268	497	307	945	471	474
%V	77.2%	79.3%	81.6%	77.1%	80.8%	73.7%
%H		39.2%	24.2%	74.5%	37.1%	37.4%

Base: ITV Central Scotland - 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 6.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1639	785	431	1300	858	442
%H		47.9%	26.3%	79.3%	52.3%	27.0%
Under 20"	449	189	112	389	233	156
%V	27.4%	24.1%	26.0%	29.9%	27.2%	35.3%
%H		42.1%	24.9%	86.6%	51.9%	34.7%
20" - 29"	486	218	133	403	262	141
%V	29.7%	27.8%	30.9%	31.0%	30.5%	31.9%
%H		44.9%	27.4%	82.9%	53.9%	29.0%
30" - 39"	345	182	99	266	196	70
%V	21.0%	23.2%	23.0%	20.5%	22.8%	15.8%
%H		52.8%	28.7%	77.1%	56.8%	20.3%
40" and over	132	82	34	99	81	18
%V	8.1%	10.4%	7.9%	7.6%	9.4%	4.1%
%H		62.1%	25.8%	75.0%	61.4%	13.6%
Don't know	23	9	5	19	10	9
%V	1.4%	1.1%	1.2%	1.5%	1.2%	2.0%
%H		39.1%	21.7%	82.6%	43.5%	39.1%
Not Asked	204	105	48	124	76	48
%V	12.4%	13.4%	11.1%	9.5%	8.9%	10.9%
%H		51.5%	23.5%	60.8%	37.3%	23.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1639	785	431	1300	858	442
%H		47.9%	26.3%	79.3%	52.3%	27.0%
PVR	298	210	76	169	151	18
%V	18.2%	26.8%	17.6%	13.0%	17.6%	4.1%
%H		70.5%	25.5%	56.7%	50.7%	6.0%
DVDR	28	9	10	22	12	9
%V	1.7%	1.1%	2.3%	1.7%	1.4%	2.0%
%H		32.1%	35.7%	78.6%	42.9%	32.1%
VCR	22	5	8	18	9	10
%V	1.3%	0.6%	1.9%	1.4%	1.0%	2.3%
%H		22.7%	36.4%	81.8%	40.9%	45.5%
Any recorder	334	220	87	200	166	34
%V	20.4%	28.0%	20.2%	15.4%	19.3%	7.7%
%H		65.9%	26.0%	59.9%	49.7%	10.2%

Base: ITV Central Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1639	785	431	1300	858	442
%H		47.9%	26.3%	79.3%	52.3%	27.0%
Receives HDTV (via STB or built-in reception)	327	167	121	228	183	45
%V	20.0%	21.3%	28.1%	17.5%	21.3%	10.2%
%H		51.1%	37.0%	69.7%	56.0%	13.8%
DVD/Blu-ray player or recorder	744	369	213	613	436	177
%V	45.4%	47.0%	49.4%	47.2%	50.8%	40.0%
%H		49.6%	28.6%	82.4%	58.6%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Central Scotland
Individual level data
Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	3677	3563	1592	888	2587	1492	1094
%H		96.9%	43.3%	24.2%	70.4%	40.6%	29.8%
Total Children	661	653	354	170	437	304	133
%V	18.0%	18.3%	22.2%	19.1%	16.9%	20.4%	12.2%
%H		98.8%	53.6%	25.7%	66.1%	46.0%	20.1%
0 - 3	170	169	93	41	108	70	38
%V	4.6%	4.7%	5.8%	4.6%	4.2%	4.7%	3.5%
%H		99.4%	54.7%	24.1%	63.5%	41.2%	22.4%
4 - 15	490	484	261	129	329	234	95
%V	13.3%	13.6%	16.4%	14.5%	12.7%	15.7%	8.7%
%H		98.8%	53.3%	26.3%	67.1%	47.8%	19.4%
4 - 9	248	245	137	63	157	110	47
%V	6.7%	6.9%	8.6%	7.1%	6.1%	7.4%	4.3%
%H		98.8%	55.2%	25.4%	63.3%	44.4%	19.0%
10 - 15	243	239	124	65	172	124	48
%V	6.6%	6.7%	7.8%	7.3%	6.6%	8.3%	4.4%
%H		98.4%	51.0%	26.7%	70.8%	51.0%	19.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	3677	3563	1592	888	2587	1492	1094
%H		96.9%	43.3%	24.2%	70.4%	40.6%	29.8%
Total Adults (16+)	3017	2911	1238	718	2150	1189	961
%V	82.1%	81.7%	77.8%	80.9%	83.1%	79.7%	87.8%
%H		96.5%	41.0%	23.8%	71.3%	39.4%	31.9%
16 - 19	170	166	84	42	121	86	36
%V	4.6%	4.7%	5.3%	4.7%	4.7%	5.8%	3.3%
%H		97.6%	49.4%	24.7%	71.2%	50.6%	21.2%
20 - 24	231	202	90	53	142	86	56
%V	6.3%	5.7%	5.7%	6.0%	5.5%	5.8%	5.1%
%H		87.4%	39.0%	22.9%	61.5%	37.2%	24.2%
25 - 34	499	470	230	118	316	193	124
%V	13.6%	13.2%	14.4%	13.3%	12.2%	12.9%	11.3%
%H		94.2%	46.1%	23.6%	63.3%	38.7%	24.8%
35 - 44	498	483	233	138	335	221	115
%V	13.5%	13.6%	14.6%	15.5%	12.9%	14.8%	10.5%
%H		97.0%	46.8%	27.7%	67.3%	44.4%	23.1%
45 - 54	534	525	242	135	384	234	150
%V	14.5%	14.7%	15.2%	15.2%	14.8%	15.7%	13.7%
%H		98.3%	45.3%	25.3%	71.9%	43.8%	28.1%
55 - 64	456	445	182	117	338	186	151
%V	12.4%	12.5%	11.4%	13.2%	13.1%	12.5%	13.8%
%H		97.6%	39.9%	25.7%	74.1%	40.8%	33.1%
65+	629	619	177	116	513	184	329
%V	17.1%	17.4%	11.1%	13.1%	19.8%	12.3%	30.1%
%H		98.4%	28.1%	18.4%	81.6%	29.3%	52.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Central Scotland
Individual level data
Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3017	2911	1238	718	2150	1189	961
%H		96.5%	41.0%	23.8%	71.3%	39.4%	31.9%
AB	729	709	283	190	512	274	238
%V	24.2%	24.4%	22.9%	26.5%	23.8%	23.0%	24.8%
%H		97.3%	38.8%	26.1%	70.2%	37.6%	32.6%
C1	843	785	351	203	559	331	227
%V	27.9%	27.0%	28.4%	28.3%	26.0%	27.8%	23.6%
%H		93.1%	41.6%	24.1%	66.3%	39.3%	26.9%
C2	579	574	284	151	433	290	143
%V	19.2%	19.7%	22.9%	21.0%	20.1%	24.4%	14.9%
%H		99.1%	49.1%	26.1%	74.8%	50.1%	24.7%
D	483	474	219	119	343	201	141
%V	16.0%	16.3%	17.7%	16.6%	16.0%	16.9%	14.7%
%H		98.1%	45.3%	24.6%	71.0%	41.6%	29.2%
E	383	369	102	55	304	92	212
%V	12.7%	12.7%	8.2%	7.7%	14.1%	7.7%	22.1%
%H		96.3%	26.6%	14.4%	79.4%	24.0%	55.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3017	2911	1238	718	2150	1189	961
%H		96.5%	41.0%	23.8%	71.3%	39.4%	31.9%
Working full time	1327	1297	631	369	904	597	308
%V	44.0%	44.6%	51.0%	51.4%	42.0%	50.2%	32.0%
%H		97.7%	47.6%	27.8%	68.1%	45.0%	23.2%
Working part time	269	265	127	69	185	115	71
%V	8.9%	9.1%	10.3%	9.6%	8.6%	9.7%	7.4%
%H		98.5%	47.2%	25.7%	68.8%	42.8%	26.4%
Not working	1421	1348	480	280	1060	477	583
%V	47.1%	46.3%	38.8%	39.0%	49.3%	40.1%	60.7%
%H		94.9%	33.8%	19.7%	74.6%	33.6%	41.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1432	1365	607	337	994	570	424
%H		95.3%	42.4%	23.5%	69.4%	39.8%	29.6%
16 - 19	83	79	41	14	60	40	20
%V	5.8%	5.8%	6.8%	4.2%	6.0%	7.0%	4.7%
%H		95.2%	49.4%	16.9%	72.3%	48.2%	24.1%
20 - 24	117	101	49	27	72	46	26
%V	8.2%	7.4%	8.1%	8.0%	7.2%	8.1%	6.1%
%H		86.3%	41.9%	23.1%	61.5%	39.3%	22.2%
25 - 34	245	226	112	55	154	95	59
%V	17.1%	16.6%	18.5%	16.3%	15.5%	16.7%	13.9%
%H		92.2%	45.7%	22.4%	62.9%	38.8%	24.1%
35 - 44	237	228	111	62	159	104	55
%V	16.6%	16.7%	18.3%	18.4%	16.0%	18.2%	13.0%
%H		96.2%	46.8%	26.2%	67.1%	43.9%	23.2%
45 - 54	256	251	117	66	181	110	70
%V	17.9%	18.4%	19.3%	19.6%	18.2%	19.3%	16.5%
%H		98.0%	45.7%	25.8%	70.7%	43.0%	27.3%
55 - 64	215	207	86	56	154	87	67
%V	15.0%	15.2%	14.2%	16.6%	15.5%	15.3%	15.8%
%H		96.3%	40.0%	26.0%	71.6%	40.5%	31.2%
65+	279	274	90	57	215	88	127
%V	19.5%	20.1%	14.8%	16.9%	21.6%	15.4%	30.0%
%H		98.2%	32.3%	20.4%	77.1%	31.5%	45.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1432	1365	607	337	994	570	424
%H		95.3%	42.4%	23.5%	69.4%	39.8%	29.6%
AB	367	354	148	93	252	139	113
%V	25.6%	25.9%	24.4%	27.6%	25.4%	24.4%	26.7%
%H		96.5%	40.3%	25.3%	68.7%	37.9%	30.8%
C1	384	349	168	91	241	153	88
%V	26.8%	25.6%	27.7%	27.0%	24.2%	26.8%	20.8%
%H		90.9%	43.8%	23.7%	62.8%	39.8%	22.9%
C2	309	306	151	80	231	153	78
%V	21.6%	22.4%	24.9%	23.7%	23.2%	26.8%	18.4%
%H		99.0%	48.9%	25.9%	74.8%	49.5%	25.2%
D	213	207	98	51	150	89	61
%V	14.9%	15.2%	16.1%	15.1%	15.1%	15.6%	14.4%
%H		97.2%	46.0%	23.9%	70.4%	41.8%	28.6%
E	160	150	42	22	120	35	84
%V	11.2%	11.0%	6.9%	6.5%	12.1%	6.1%	19.8%
%H		93.8%	26.3%	13.8%	75.0%	21.9%	52.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1432	1365	607	337	994	570	424
%H		95.3%	42.4%	23.5%	69.4%	39.8%	29.6%
Working full time	774	753	383	210	528	359	169
%V	54.1%	55.2%	63.1%	62.3%	53.1%	63.0%	39.9%
%H		97.3%	49.5%	27.1%	68.2%	46.4%	21.8%
Working part time	45	44	20	10	31	17	14
%V	3.1%	3.2%	3.3%	3.0%	3.1%	3.0%	3.3%
%H		97.8%	44.4%	22.2%	68.9%	37.8%	31.1%
Not working	613	568	203	116	436	194	242
%V	42.8%	41.6%	33.4%	34.4%	43.9%	34.0%	57.1%
%H		92.7%	33.1%	18.9%	71.1%	31.6%	39.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1585	1545	632	381	1156	619	537
%H		97.5%	39.9%	24.0%	72.9%	39.1%	33.9%
16 - 19	87	86	43	28	62	46	16
%V	5.5%	5.6%	6.8%	7.3%	5.4%	7.4%	3.0%
%H		98.9%	49.4%	32.2%	71.3%	52.9%	18.4%
20 - 24	114	102	41	26	70	40	30
%V	7.2%	6.6%	6.5%	6.8%	6.1%	6.5%	5.6%
%H		89.5%	36.0%	22.8%	61.4%	35.1%	26.3%
25 - 34	254	244	118	63	162	97	65
%V	16.0%	15.8%	18.7%	16.5%	14.0%	15.7%	12.1%
%H		96.1%	46.5%	24.8%	63.8%	38.2%	25.6%
35 - 44	261	255	122	76	176	117	59
%V	16.5%	16.5%	19.3%	19.9%	15.2%	18.9%	11.0%
%H		97.7%	46.7%	29.1%	67.4%	44.8%	22.6%
45 - 54	278	274	125	69	203	123	80
%V	17.5%	17.7%	19.8%	18.1%	17.6%	19.9%	14.9%
%H		98.6%	45.0%	24.8%	73.0%	44.2%	28.8%
55 - 64	241	239	96	61	184	99	85
%V	15.2%	15.5%	15.2%	16.0%	15.9%	16.0%	15.8%
%H		99.2%	39.8%	25.3%	76.3%	41.1%	35.3%
65+	350	345	87	58	298	96	202
%V	22.1%	22.3%	13.8%	15.2%	25.8%	15.5%	37.6%
%H		98.6%	24.9%	16.6%	85.1%	27.4%	57.7%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1585	1545	632	381	1156	619	537
%H		97.5%	39.9%	24.0%	72.9%	39.1%	33.9%
AB	363	355	135	97	260	135	124
%V	22.9%	23.0%	21.4%	25.5%	22.5%	21.8%	23.1%
%H		97.8%	37.2%	26.7%	71.6%	37.2%	34.2%
C1	459	436	183	113	318	178	139
%V	29.0%	28.2%	29.0%	29.7%	27.5%	28.8%	25.9%
%H		95.0%	39.9%	24.6%	69.3%	38.8%	30.3%
C2	270	268	133	71	202	137	65
%V	17.0%	17.3%	21.0%	18.6%	17.5%	22.1%	12.1%
%H		99.3%	49.3%	26.3%	74.8%	50.7%	24.1%
D	270	267	121	69	192	112	80
%V	17.0%	17.3%	19.1%	18.1%	16.6%	18.1%	14.9%
%H		98.9%	44.8%	25.6%	71.1%	41.5%	29.6%
E	223	219	60	32	185	57	128
%V	14.1%	14.2%	9.5%	8.4%	16.0%	9.2%	23.8%
%H		98.2%	26.9%	14.3%	83.0%	25.6%	57.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1585	1545	632	381	1156	619	537
%H		97.5%	39.9%	24.0%	72.9%	39.1%	33.9%
Working full time	554	544	248	159	377	238	139
%V	35.0%	35.2%	39.2%	41.7%	32.6%	38.4%	25.9%
%H		98.2%	44.8%	28.7%	68.1%	43.0%	25.1%
Working part time	223	221	107	59	155	97	57
%V	14.1%	14.3%	16.9%	15.5%	13.4%	15.7%	10.6%
%H		99.1%	48.0%	26.5%	69.5%	43.5%	25.6%
Not working	808	780	277	163	624	284	341
%V	51.0%	50.5%	43.8%	42.8%	54.0%	45.9%	63.5%
%H		96.5%	34.3%	20.2%	77.2%	35.1%	42.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
AB	131	126	72	7	91	45	46
%V	22.0%	22.1%	24.5%	23.3%	21.1%	23.7%	19.0%
%H (All HH)		96.2%	55.0%	5.3%	69.5%	34.4%	35.1%
%H (TV HH)			57.1%	5.6%	72.2%	35.7%	36.5%
C1	156	145	78	6	110	49	60
%V	26.2%	25.5%	26.5%	20.0%	25.5%	25.8%	24.8%
%H (All HH)		92.9%	50.0%	3.8%	70.5%	31.4%	38.5%
%H (TV HH)			53.8%	4.1%	75.9%	33.8%	41.4%
C2	139	137	82	7	100	52	48
%V	23.4%	24.1%	27.9%	23.3%	23.1%	27.4%	19.8%
%H (All HH)		98.6%	59.0%	5.0%	71.9%	37.4%	34.5%
%H (TV HH)			59.9%	5.1%	73.0%	38.0%	35.0%
D	95	90	39	7	70	28	42
%V	16.0%	15.8%	13.3%	23.3%	16.2%	14.7%	17.4%
%H (All HH)		94.7%	41.1%	7.4%	73.7%	29.5%	44.2%
%H (TV HH)			43.3%	7.8%	77.8%	31.1%	46.7%
E	75	71	23	3	61	16	45
%V	12.6%	12.5%	7.8%	10.0%	14.1%	8.4%	18.6%
%H (All HH)		94.7%	30.7%	4.0%	81.3%	21.3%	60.0%
%H (TV HH)			32.4%	4.2%	85.9%	22.5%	63.4%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Under 25	38	31	18	3	21	12	9
%V	6.4%	5.4%	6.1%	10.0%	4.9%	6.3%	3.7%
%H (All HH)		81.6%	47.4%	7.9%	55.3%	31.6%	23.7%
%H (TV HH)			58.1%	9.7%	67.7%	38.7%	29.0%
25 - 34	94	88	55	5	59	33	27
%V	15.8%	15.5%	18.7%	16.7%	13.7%	17.4%	11.2%
%H (All HH)		93.6%	58.5%	5.3%	62.8%	35.1%	28.7%
%H (TV HH)			62.5%	5.7%	67.0%	37.5%	30.7%
35 - 44	83	80	52	4	56	32	24
%V	13.9%	14.1%	17.7%	13.3%	13.0%	16.8%	9.9%
%H (All HH)		96.4%	62.7%	4.8%	67.5%	38.6%	28.9%
%H (TV HH)			65.0%	5.0%	70.0%	40.0%	30.0%
45 - 54	131	128	68	7	104	50	54
%V	22.0%	22.5%	23.1%	23.3%	24.1%	26.3%	22.3%
%H (All HH)		97.7%	51.9%	5.3%	79.4%	38.2%	41.2%
%H (TV HH)			53.1%	5.5%	81.3%	39.1%	42.2%
55 - 64	94	90	46	6	67	29	38
%V	15.8%	15.8%	15.6%	20.0%	15.5%	15.3%	15.7%
%H (All HH)		95.7%	48.9%	6.4%	71.3%	30.9%	40.4%
%H (TV HH)			51.1%	6.7%	74.4%	32.2%	42.2%
65 +	156	151	56	6	125	35	90
%V	26.2%	26.5%	19.0%	20.0%	28.9%	18.4%	37.2%
%H (All HH)		96.8%	35.9%	3.8%	80.1%	22.4%	57.7%
%H (TV HH)			37.1%	4.0%	82.8%	23.2%	59.6%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
1	223	212	70	7	171	39	132
%V	37.5%	37.3%	23.8%	23.3%	39.6%	20.5%	54.5%
%H (All HH)		95.1%	31.4%	3.1%	76.7%	17.5%	59.2%
%H (TV HH)			33.0%	3.3%	80.7%	18.4%	62.3%
2	203	194	112	12	141	73	67
%V	34.1%	34.1%	38.1%	40.0%	32.6%	38.4%	27.7%
%H (All HH)		95.6%	55.2%	5.9%	69.5%	36.0%	33.0%
%H (TV HH)			57.7%	6.2%	72.7%	37.6%	34.5%
3	77	75	49	5	57	36	21
%V	12.9%	13.2%	16.7%	16.7%	13.2%	18.9%	8.7%
%H (All HH)		97.4%	63.6%	6.5%	74.0%	46.8%	27.3%
%H (TV HH)			65.3%	6.7%	76.0%	48.0%	28.0%
4	69	67	47	5	48	33	15
%V	11.6%	11.8%	16.0%	16.7%	11.1%	17.4%	6.2%
%H (All HH)		97.1%	68.1%	7.2%	69.6%	47.8%	21.7%
%H (TV HH)			70.1%	7.5%	71.6%	49.3%	22.4%
5+	23	23	15	1	16	9	7
%V	3.9%	4.0%	5.1%	3.3%	3.7%	4.7%	2.9%
%H (All HH)		100.0%	65.2%	4.3%	69.6%	39.1%	30.4%
%H (TV HH)			65.2%	4.3%	69.6%	39.1%	30.4%
Average HH size	2.12	2.13	2.43	2.35	2.08	2.50	1.76

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Household level data
Table 7.4: Presence of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Without	465	443	206	24	344	134	209
%V	78.2%	77.9%	70.1%	80.0%	79.6%	70.5%	86.4%
%H (All HH)		95.3%	44.3%	5.2%	74.0%	28.8%	44.9%
%H (TV HH)			46.5%	5.4%	77.7%	30.2%	47.2%
With	130	127	89	6	88	56	32
%V	21.8%	22.3%	30.3%	20.0%	20.4%	29.5%	13.2%
%H (All HH)		97.7%	68.5%	4.6%	67.7%	43.1%	24.6%
%H (TV HH)			70.1%	4.7%	69.3%	44.1%	25.2%
0 - 3	42	41	29	2	30	21	9
%V	7.1%	7.2%	9.9%	6.7%	6.9%	11.1%	3.7%
%H (All HH)		97.6%	69.0%	4.8%	71.4%	50.0%	21.4%
%H (TV HH)			70.7%	4.9%	73.2%	51.2%	22.0%
4 - 9	65	64	47	3	42	28	14
%V	10.9%	11.2%	16.0%	10.0%	9.7%	14.7%	5.8%
%H (All HH)		98.5%	72.3%	4.6%	64.6%	43.1%	21.5%
%H (TV HH)			73.4%	4.7%	65.6%	43.8%	21.9%
10 - 15	64	62	44	3	43	27	16
%V	10.8%	10.9%	15.0%	10.0%	10.0%	14.2%	6.6%
%H (All HH)		96.9%	68.8%	4.7%	67.2%	42.2%	25.0%
%H (TV HH)			71.0%	4.8%	69.4%	43.5%	25.8%

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
1	226	226	91	8	164	42	122
%V	38.0%	39.7%	31.0%	26.7%	38.0%	22.1%	50.4%
%H (All HH)		100.0%	40.3%	3.5%	72.6%	18.6%	54.0%
%H (TV HH)			40.3%	3.5%	72.6%	18.6%	54.0%
2	188	188	97	9	146	64	82
%V	31.6%	33.0%	33.0%	30.0%	33.8%	33.7%	33.9%
%H (All HH)		100.0%	51.6%	4.8%	77.7%	34.0%	43.6%
%H (TV HH)			51.6%	4.8%	77.7%	34.0%	43.6%
3	83	83	51	8	68	42	26
%V	13.9%	14.6%	17.3%	26.7%	15.7%	22.1%	10.7%
%H (All HH)		100.0%	61.4%	9.6%	81.9%	50.6%	31.3%
%H (TV HH)			61.4%	9.6%	81.9%	50.6%	31.3%
4	50	50	38	5	37	29	8
%V	8.4%	8.8%	12.9%	16.7%	8.6%	15.3%	3.3%
%H (All HH)		100.0%	76.0%	10.0%	74.0%	58.0%	16.0%
%H (TV HH)			76.0%	10.0%	74.0%	58.0%	16.0%
5+	22	22	17	0	18	13	5
%V	3.7%	3.9%	5.8%	0.0%	4.2%	6.8%	2.1%
%H (All HH)		100.0%	77.3%	0.0%	81.8%	59.1%	22.7%
%H (TV HH)			77.3%	0.0%	81.8%	59.1%	22.7%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Under 20"	160	160	83	9	132	62	69
%V	26.9%	28.1%	28.2%	30.0%	30.6%	32.6%	28.5%
%H (All HH)		100.0%	51.9%	5.6%	82.5%	38.8%	43.1%
%H (TV HH)			51.9%	5.6%	82.5%	38.8%	43.1%
20" - 29"	217	217	102	8	181	74	107
%V	36.5%	38.1%	34.7%	26.7%	41.9%	38.9%	44.2%
%H (All HH)		100.0%	47.0%	3.7%	83.4%	34.1%	49.3%
%H (TV HH)			47.0%	3.7%	83.4%	34.1%	49.3%
30" - 39"	282	282	154	17	216	105	111
%V	47.4%	49.6%	52.4%	56.7%	50.0%	55.3%	45.9%
%H (All HH)		100.0%	54.6%	6.0%	76.6%	37.2%	39.4%
%H (TV HH)			54.6%	6.0%	76.6%	37.2%	39.4%
40" and over	236	236	160	15	172	112	60
%V	39.7%	41.5%	54.4%	50.0%	39.8%	58.9%	24.8%
%H (All HH)		100.0%	67.8%	6.4%	72.9%	47.5%	25.4%
%H (TV HH)			67.8%	6.4%	72.9%	47.5%	25.4%

Base: ITV North 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

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ITV North Scotland

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Main living room	555	555	289	30	424	188	236
%V	93.3%	97.5%	98.3%	100.0%	98.1%	98.9%	97.5%
%H (All HH)		100.0%	52.1%	5.4%	76.4%	33.9%	42.5%
%H (TV HH)			52.1%	5.4%	76.4%	33.9%	42.5%
Kitchen	109	109	68	4	92	54	37
%V	18.3%	19.2%	23.1%	13.3%	21.3%	28.4%	15.3%
%H (All HH)		100.0%	62.4%	3.7%	84.4%	49.5%	33.9%
%H (TV HH)			62.4%	3.7%	84.4%	49.5%	33.9%
Adult's bedroom	210	210	124	15	167	95	72
%V	35.3%	36.9%	42.2%	50.0%	38.7%	50.0%	29.8%
%H (All HH)		100.0%	59.0%	7.1%	79.5%	45.2%	34.3%
%H (TV HH)			59.0%	7.1%	79.5%	45.2%	34.3%
Child's bedroom	49	49	35	3	37	26	11
%V	8.2%	8.6%	11.9%	10.0%	8.6%	13.7%	4.5%
%H (All HH)		100.0%	71.4%	6.1%	75.5%	53.1%	22.4%
%H (TV HH)			71.4%	6.1%	75.5%	53.1%	22.4%
Other bedroom	19	19	11	1	14	7	7
%V	3.2%	3.3%	3.7%	3.3%	3.2%	3.7%	2.9%
%H (All HH)		100.0%	57.9%	5.3%	73.7%	36.8%	36.8%
%H (TV HH)			57.9%	5.3%	73.7%	36.8%	36.8%
Second living/dining room	48	48	30	4	41	26	15
%V	8.1%	8.4%	10.2%	13.3%	9.5%	13.7%	6.2%
%H (All HH)		100.0%	62.5%	8.3%	85.4%	54.2%	31.3%
%H (TV HH)			62.5%	8.3%	85.4%	54.2%	31.3%
Study/office	5	5	3	0	5	3	2
%V	0.8%	0.9%	1.0%	0.0%	1.2%	1.6%	0.8%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%
TV room	7	7	6	1	5	5	0
%V	1.2%	1.2%	2.0%	3.3%	1.2%	2.6%	0.0%
%H (All HH)		100.0%	85.7%	14.3%	71.4%	71.4%	0.0%
%H (TV HH)			85.7%	14.3%	71.4%	71.4%	0.0%
Conservatory	12	12	9	1	9	6	3
%V	2.0%	2.1%	3.1%	3.3%	2.1%	3.2%	1.2%
%H (All HH)		100.0%	75.0%	8.3%	75.0%	50.0%	25.0%
%H (TV HH)			75.0%	8.3%	75.0%	50.0%	25.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-
No specific location	1	1	0	0	1	0	0
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%
Other	3	3	2	0	3	2	1
%V	0.5%	0.5%	0.7%	0.0%	0.7%	1.1%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Household level data
Table 7.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
PVR	311	311	228	19	216	152	65
%V	52.3%	54.7%	77.6%	63.3%	50.0%	80.0%	26.9%
%H (All HH)		100.0%	73.3%	6.1%	69.5%	48.9%	20.9%
%H (TV HH)			73.3%	6.1%	69.5%	48.9%	20.9%
DVDR	43	43	22	4	29	11	18
%V	7.2%	7.6%	7.5%	13.3%	6.7%	5.8%	7.4%
%H (All HH)		100.0%	51.2%	9.3%	67.4%	25.6%	41.9%
%H (TV HH)			51.2%	9.3%	67.4%	25.6%	41.9%
VCR	22	22	10	3	17	7	10
%V	3.7%	3.9%	3.4%	10.0%	3.9%	3.7%	4.1%
%H (All HH)		100.0%	45.5%	13.6%	77.3%	31.8%	45.5%
%H (TV HH)			45.5%	13.6%	77.3%	31.8%	45.5%
Any recorder	342	342	237	23	240	156	83
%V	57.5%	60.1%	80.6%	76.7%	55.6%	82.1%	34.3%
%H (All HH)		100.0%	69.3%	6.7%	70.2%	45.6%	24.3%
%H (TV HH)			69.3%	6.7%	70.2%	45.6%	24.3%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Receives HDTV (via STB or built-in reception)	235	235	163	24	165	115	50
%V	39.5%	41.3%	55.4%	80.0%	38.2%	60.5%	20.7%
%H (All HH)		100.0%	69.4%	10.2%	70.2%	48.9%	21.3%
%H (TV HH)			69.4%	10.2%	70.2%	48.9%	21.3%
DVD/Blu-ray player or recorder	435	435	234	25	336	158	177
%V	73.1%	76.4%	79.6%	83.3%	77.8%	83.2%	73.1%
%H (All HH)		100.0%	53.8%	5.7%	77.2%	36.3%	40.7%
%H (TV HH)			53.8%	5.7%	77.2%	36.3%	40.7%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Household level data
Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	595	569	294	30	432	190	242
%H (All HH)		95.6%	49.4%	5.0%	72.6%	31.9%	40.7%
%H (TV HH)			51.7%	5.3%	75.9%	33.4%	42.5%
Has PC or Laptop	456	435	259	26	316	169	147
%V	76.6%	76.4%	88.1%	86.7%	73.1%	88.9%	60.7%
%H (All HH)		95.4%	56.8%	5.7%	69.3%	37.1%	32.2%
%H (TV HH)			59.5%	6.0%	72.6%	38.9%	33.8%
Has broadband internet	433	416	252	26	300	164	135
%V	72.8%	73.1%	85.7%	86.7%	69.4%	86.3%	55.8%
%H (All HH)		96.1%	58.2%	6.0%	69.3%	37.9%	31.2%
%H (TV HH)			60.6%	6.3%	72.1%	39.4%	32.5%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1172	683	69	903	485	419
%H		58.3%	5.9%	77.0%	41.4%	35.8%
Under 20"	203	113	9	163	81	82
%V	17.3%	16.5%	13.0%	18.1%	16.7%	19.6%
%H		55.7%	4.4%	80.3%	39.9%	40.4%
20" - 29"	260	125	10	221	95	126
%V	22.2%	18.3%	14.5%	24.5%	19.6%	30.1%
%H		48.1%	3.8%	85.0%	36.5%	48.5%
30" - 39"	333	189	23	257	134	123
%V	28.4%	27.7%	33.3%	28.5%	27.6%	29.4%
%H		56.8%	6.9%	77.2%	40.2%	36.9%
40" and over	277	191	21	203	138	65
%V	23.6%	28.0%	30.4%	22.5%	28.5%	15.5%
%H		69.0%	7.6%	73.3%	49.8%	23.5%
Don't know	4	1	0	3	1	3
%V	0.3%	0.1%	0.0%	0.3%	0.2%	0.7%
%H		25.0%	0.0%	75.0%	25.0%	75.0%
Not Asked	95	64	6	56	36	20
%V	8.1%	9.4%	8.7%	6.2%	7.4%	4.8%
%H		67.4%	6.3%	58.9%	37.9%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1172	683	69	903	485	419
%H		58.3%	5.9%	77.0%	41.4%	35.8%
Main living room	559	292	31	426	189	238
%V	47.7%	42.8%	44.9%	47.2%	39.0%	56.8%
%H		52.2%	5.5%	76.2%	33.8%	42.6%
Kitchen	110	69	4	93	55	37
%V	9.4%	10.1%	5.8%	10.3%	11.3%	8.8%
%H		62.7%	3.6%	84.5%	50.0%	33.6%
Adult's bedroom	251	152	19	202	121	81
%V	21.4%	22.3%	27.5%	22.4%	24.9%	19.3%
%H		60.6%	7.6%	80.5%	48.2%	32.3%
Child's bedroom	59	43	3	46	33	13
%V	5.0%	6.3%	4.3%	5.1%	6.8%	3.1%
%H		72.9%	5.1%	78.0%	55.9%	22.0%
Other bedroom	20	12	1	15	7	8
%V	1.7%	1.8%	1.4%	1.7%	1.4%	1.9%
%H		60.0%	5.0%	75.0%	35.0%	40.0%
Second living/dining room	48	30	4	41	26	15
%V	4.1%	4.4%	5.8%	4.5%	5.4%	3.6%
%H		62.5%	8.3%	85.4%	54.2%	31.3%
Study/office	5	3	0	5	3	2
%V	0.4%	0.4%	0.0%	0.6%	0.6%	0.5%
%H		60.0%	0.0%	100.0%	60.0%	40.0%
TV room	7	6	1	6	5	0
%V	0.6%	0.9%	1.4%	0.7%	1.0%	0.0%
%H		85.7%	14.3%	85.7%	71.4%	0.0%
Conservatory	13	10	1	9	7	3
%V	1.1%	1.5%	1.4%	1.0%	1.4%	0.7%
%H		76.9%	7.7%	69.2%	53.8%	23.1%
Attic or loft room	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-
No specific location	1	0	0	1	0	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%
Other	3	2	0	3	2	1
%V	0.3%	0.3%	0.0%	0.3%	0.4%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%
Not Asked	95	64	6	56	36	20
%V	8.1%	9.4%	8.7%	6.2%	7.4%	4.8%
%H		67.4%	6.3%	58.9%	37.9%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1172	683	69	903	485	419
%H		58.3%	5.9%	77.0%	41.4%	35.8%
PVR	410	314	27	274	204	71
%V	35.0%	46.0%	39.1%	30.3%	42.1%	16.9%
%H		76.6%	6.6%	66.8%	49.8%	17.3%
DVDR	47	23	4	32	12	20
%V	4.0%	3.4%	5.8%	3.5%	2.5%	4.8%
%H		48.9%	8.5%	68.1%	25.5%	42.6%
VCR	23	10	3	18	8	10
%V	2.0%	1.5%	4.3%	2.0%	1.6%	2.4%
%H		43.5%	13.0%	78.3%	34.8%	43.5%
Any recorder	449	326	32	305	211	94
%V	38.3%	47.7%	46.4%	33.8%	43.5%	22.4%
%H		72.6%	7.1%	67.9%	47.0%	20.9%

Base: ITV North Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Sets	1172	683	69	903	485	419
%H		58.3%	5.9%	77.0%	41.4%	35.8%
Receives HDTV (via STB or built-in reception)	313	219	35	216	154	63
%V	26.7%	32.1%	50.7%	23.9%	31.8%	15.0%
%H		70.0%	11.2%	69.0%	49.2%	20.1%
DVD/Blu-ray player or recorder	607	345	39	477	251	226
%V	51.8%	50.5%	56.5%	52.8%	51.8%	53.9%
%H		56.8%	6.4%	78.6%	41.4%	37.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Set level data
Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	569	294	30	432	190	242
%H		51.7%	5.3%	75.9%	33.4%	42.5%
Under 20"	15	4	0	12	0	11
%V	2.6%	1.4%	0.0%	2.8%	0.0%	4.5%
%H		26.7%	0.0%	80.0%	0.0%	73.3%
20" - 29"	108	30	2	89	13	77
%V	19.0%	10.2%	6.7%	20.6%	6.8%	31.8%
%H		27.8%	1.9%	82.4%	12.0%	71.3%
30" - 39"	213	107	13	164	71	94
%V	37.4%	36.4%	43.3%	38.0%	37.4%	38.8%
%H		50.2%	6.1%	77.0%	33.3%	44.1%
40" and over	226	152	15	164	106	58
%V	39.7%	51.7%	50.0%	38.0%	55.8%	24.0%
%H		67.3%	6.6%	72.6%	46.9%	25.7%
Don't know	3	1	0	2	0	2
%V	0.5%	0.3%	0.0%	0.5%	0.0%	0.8%
%H		33.3%	0.0%	66.7%	0.0%	66.7%
Not Asked	4	0	0	1	0	0
%V	0.7%	0.0%	0.0%	0.2%	0.0%	0.0%
%H		0.0%	0.0%	25.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	569	294	30	432	190	242
%H		51.7%	5.3%	75.9%	33.4%	42.5%
PVR	303	223	18	210	149	62
%V	53.3%	75.9%	60.0%	48.6%	78.4%	25.6%
%H		73.6%	5.9%	69.3%	49.2%	20.5%
DVDR	37	20	3	25	10	15
%V	6.5%	6.8%	10.0%	5.8%	5.3%	6.2%
%H		54.1%	8.1%	67.6%	27.0%	40.5%
VCR	17	8	2	13	5	8
%V	3.0%	2.7%	6.7%	3.0%	2.6%	3.3%
%H		47.1%	11.8%	76.5%	29.4%	47.1%
Any recorder	331	233	21	231	153	78
%V	58.2%	79.3%	70.0%	53.5%	80.5%	32.2%
%H		70.4%	6.3%	69.8%	46.2%	23.6%

Base: ITV North Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	569	294	30	432	190	242
%H		51.7%	5.3%	75.9%	33.4%	42.5%
Receives HDTV (via STB or built-in reception)	228	159	24	160	114	46
%V	40.1%	54.1%	80.0%	37.0%	60.0%	19.0%
%H		69.7%	10.5%	70.2%	50.0%	20.2%
DVD/Blu-ray player or recorder	404	214	23	312	144	168
%V	71.0%	72.8%	76.7%	72.2%	75.8%	69.4%
%H		53.0%	5.7%	77.2%	35.6%	41.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	602	389	39	471	294	177
%H		64.6%	6.5%	78.2%	48.8%	29.4%
Under 20"	188	108	9	152	80	71
%V	31.2%	27.8%	23.1%	32.3%	27.2%	40.1%
%H		57.4%	4.8%	80.9%	42.6%	37.8%
20" - 29"	152	95	8	132	82	49
%V	25.2%	24.4%	20.5%	28.0%	27.9%	27.7%
%H		62.5%	5.3%	86.8%	53.9%	32.2%
30" - 39"	120	83	10	93	63	29
%V	19.9%	21.3%	25.6%	19.7%	21.4%	16.4%
%H		69.2%	8.3%	77.5%	52.5%	24.2%
40" and over	51	39	5	39	32	7
%V	8.5%	10.0%	12.8%	8.3%	10.9%	4.0%
%H		76.5%	9.8%	76.5%	62.7%	13.7%
Don't know	1	0	0	1	0	0
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%
Not Asked	90	64	7	54	37	21
%V	15.0%	16.5%	17.9%	11.5%	12.6%	11.9%
%H		71.1%	7.8%	60.0%	41.1%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	602	389	39	471	294	177
%H		64.6%	6.5%	78.2%	48.8%	29.4%
PVR	108	91	9	64	55	9
%V	17.9%	23.4%	23.1%	13.6%	18.7%	5.1%
%H		84.3%	8.3%	59.3%	50.9%	8.3%
DVDR	10	4	1	7	2	5
%V	1.7%	1.0%	2.6%	1.5%	0.7%	2.8%
%H		40.0%	10.0%	70.0%	20.0%	50.0%
VCR	6	2	2	5	3	3
%V	1.0%	0.5%	5.1%	1.1%	1.0%	1.7%
%H		33.3%	33.3%	83.3%	50.0%	50.0%
Any recorder	118	93	10	74	58	16
%V	19.6%	23.9%	25.6%	15.7%	19.7%	9.0%
%H		78.8%	8.5%	62.7%	49.2%	13.6%

Base: ITV North Scotland - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	602	389	39	471	294	177
%H		64.6%	6.5%	78.2%	48.8%	29.4%
Receives HDTV (via STB or built-in reception)	85	59	11	56	40	17
%V	14.1%	15.2%	28.2%	11.9%	13.6%	9.6%
%H		69.4%	12.9%	65.9%	47.1%	20.0%
DVD/Blu-ray player or recorder	203	131	16	165	107	58
%V	33.7%	33.7%	41.0%	35.0%	36.4%	32.8%
%H		64.5%	7.9%	81.3%	52.7%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1261	1213	715	71	899	475	425
%H		96.2%	56.7%	5.6%	71.3%	37.7%	33.7%
Total Children	219	214	152	10	148	95	52
%V	17.4%	17.6%	21.3%	14.1%	16.5%	20.0%	12.2%
%H		97.7%	69.4%	4.6%	67.6%	43.4%	23.7%
0 - 3	51	49	36	3	37	26	10
%V	4.0%	4.0%	5.0%	4.2%	4.1%	5.5%	2.4%
%H		96.1%	70.6%	5.9%	72.5%	51.0%	19.6%
4 - 15	168	165	116	8	111	69	42
%V	13.3%	13.6%	16.2%	11.3%	12.3%	14.5%	9.9%
%H		98.2%	69.0%	4.8%	66.1%	41.1%	25.0%
4 - 9	87	85	60	4	58	36	22
%V	6.9%	7.0%	8.4%	5.6%	6.5%	7.6%	5.2%
%H		97.7%	69.0%	4.6%	66.7%	41.4%	25.3%
10 - 15	81	79	56	4	53	33	20
%V	6.4%	6.5%	7.8%	5.6%	5.9%	6.9%	4.7%
%H		97.5%	69.1%	4.9%	65.4%	40.7%	24.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1261	1213	715	71	899	475	425
%H		96.2%	56.7%	5.6%	71.3%	37.7%	33.7%
Total Adults (16+)	1042	999	563	60	752	380	372
%V	82.6%	82.4%	78.7%	84.5%	83.6%	80.0%	87.5%
%H		95.9%	54.0%	5.8%	72.2%	36.5%	35.7%
16 - 19	65	61	38	6	48	30	18
%V	5.2%	5.0%	5.3%	8.5%	5.3%	6.3%	4.2%
%H		93.8%	58.5%	9.2%	73.8%	46.2%	27.7%
20 - 24	83	72	41	4	52	29	22
%V	6.6%	5.9%	5.7%	5.6%	5.8%	6.1%	5.2%
%H		86.7%	49.4%	4.8%	62.7%	34.9%	26.5%
25 - 34	167	157	103	10	104	61	43
%V	13.2%	12.9%	14.4%	14.1%	11.6%	12.8%	10.1%
%H		94.0%	61.7%	6.0%	62.3%	36.5%	25.7%
35 - 44	143	138	90	11	99	61	38
%V	11.3%	11.4%	12.6%	15.5%	11.0%	12.8%	8.9%
%H		96.5%	62.9%	7.7%	69.2%	42.7%	26.6%
45 - 54	211	207	118	11	167	89	79
%V	16.7%	17.1%	16.5%	15.5%	18.6%	18.7%	18.6%
%H		98.1%	55.9%	5.2%	79.1%	42.2%	37.4%
55 - 64	158	154	88	10	109	52	57
%V	12.5%	12.7%	12.3%	14.1%	12.1%	10.9%	13.4%
%H		97.5%	55.7%	6.3%	69.0%	32.9%	36.1%
65+	215	209	85	10	172	57	115
%V	17.0%	17.2%	11.9%	14.1%	19.1%	12.0%	27.1%
%H		97.2%	39.5%	4.7%	80.0%	26.5%	53.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1042	999	563	60	752	380	372
%H		95.9%	54.0%	5.8%	72.2%	36.5%	35.7%
AB	250	244	144	16	179	96	83
%V	24.0%	24.4%	25.6%	26.7%	23.8%	25.3%	22.3%
%H		97.6%	57.6%	6.4%	71.6%	38.4%	33.2%
C1	282	260	148	13	194	95	99
%V	27.1%	26.0%	26.3%	21.7%	25.8%	25.0%	26.6%
%H		92.2%	52.5%	4.6%	68.8%	33.7%	35.1%
C2	267	264	166	16	192	110	82
%V	25.6%	26.4%	29.5%	26.7%	25.5%	28.9%	22.0%
%H		98.9%	62.2%	6.0%	71.9%	41.2%	30.7%
D	152	144	74	11	114	56	57
%V	14.6%	14.4%	13.1%	18.3%	15.2%	14.7%	15.3%
%H		94.7%	48.7%	7.2%	75.0%	36.8%	37.5%
E	91	87	32	4	73	23	50
%V	8.7%	8.7%	5.7%	6.7%	9.7%	6.1%	13.4%
%H		95.6%	35.2%	4.4%	80.2%	25.3%	54.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1042	999	563	60	752	380	372
%H		95.9%	54.0%	5.8%	72.2%	36.5%	35.7%
Working full time	508	495	307	29	367	207	159
%V	48.8%	49.5%	54.5%	48.3%	48.8%	54.5%	42.7%
%H		97.4%	60.4%	5.7%	72.2%	40.7%	31.3%
Working part time	108	105	65	6	71	40	32
%V	10.4%	10.5%	11.5%	10.0%	9.4%	10.5%	8.6%
%H		97.2%	60.2%	5.6%	65.7%	37.0%	29.6%
Not working	426	399	190	25	314	133	181
%V	40.9%	39.9%	33.7%	41.7%	41.8%	35.0%	48.7%
%H		93.7%	44.6%	5.9%	73.7%	31.2%	42.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	514	489	289	29	361	191	169
%H		95.1%	56.2%	5.6%	70.2%	37.2%	32.9%
16 - 19	38	35	23	3	28	18	10
%V	7.4%	7.2%	8.0%	10.3%	7.8%	9.4%	5.9%
%H		92.1%	60.5%	7.9%	73.7%	47.4%	26.3%
20 - 24	41	35	20	2	25	14	11
%V	8.0%	7.2%	6.9%	6.9%	6.9%	7.3%	6.5%
%H		85.4%	48.8%	4.9%	61.0%	34.1%	26.8%
25 - 34	91	86	54	5	58	33	25
%V	17.7%	17.6%	18.7%	17.2%	16.1%	17.3%	14.8%
%H		94.5%	59.3%	5.5%	63.7%	36.3%	27.5%
35 - 44	71	69	44	6	48	29	19
%V	13.8%	14.1%	15.2%	20.7%	13.3%	15.2%	11.2%
%H		97.2%	62.0%	8.5%	67.6%	40.8%	26.8%
45 - 54	99	96	58	4	75	42	33
%V	19.3%	19.6%	20.1%	13.8%	20.8%	22.0%	19.5%
%H		97.0%	58.6%	4.0%	75.8%	42.4%	33.3%
55 - 64	84	81	47	5	54	26	28
%V	16.3%	16.6%	16.3%	17.2%	15.0%	13.6%	16.6%
%H		96.4%	56.0%	6.0%	64.3%	31.0%	33.3%
65+	91	89	42	4	73	29	44
%V	17.7%	18.2%	14.5%	13.8%	20.2%	15.2%	26.0%
%H		97.8%	46.2%	4.4%	80.2%	31.9%	48.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	514	489	289	29	361	191	169
%H		95.1%	56.2%	5.6%	70.2%	37.2%	32.9%
AB	124	120	73	8	86	48	38
%V	24.1%	24.5%	25.3%	27.6%	23.8%	25.1%	22.5%
%H		96.8%	58.9%	6.5%	69.4%	38.7%	30.6%
C1	134	122	74	7	89	47	41
%V	26.1%	24.9%	25.6%	24.1%	24.7%	24.6%	24.3%
%H		91.0%	55.2%	5.2%	66.4%	35.1%	30.6%
C2	154	152	92	9	111	60	51
%V	30.0%	31.1%	31.8%	31.0%	30.7%	31.4%	30.2%
%H		98.7%	59.7%	5.8%	72.1%	39.0%	33.1%
D	69	64	36	5	50	28	22
%V	13.4%	13.1%	12.5%	17.2%	13.9%	14.7%	13.0%
%H		92.8%	52.2%	7.2%	72.5%	40.6%	31.9%
E	33	32	14	1	25	9	16
%V	6.4%	6.5%	4.8%	3.4%	6.9%	4.7%	9.5%
%H		97.0%	42.4%	3.0%	75.8%	27.3%	48.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Scotland
Individual level data
Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	514	489	289	29	361	191	169
%H		95.1%	56.2%	5.6%	70.2%	37.2%	32.9%
Working full time	318	310	200	19	220	129	92
%V	61.9%	63.4%	69.2%	65.5%	60.9%	67.5%	54.4%
%H		97.5%	62.9%	6.0%	69.2%	40.6%	28.9%
Working part time	19	18	10	2	11	6	5
%V	3.7%	3.7%	3.5%	6.9%	3.0%	3.1%	3.0%
%H		94.7%	52.6%	10.5%	57.9%	31.6%	26.3%
Not working	176	162	80	8	130	57	72
%V	34.2%	33.1%	27.7%	27.6%	36.0%	29.8%	42.6%
%H		92.0%	45.5%	4.5%	73.9%	32.4%	40.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	509	274	31	391	188	203
%H		96.2%	51.8%	5.9%	73.9%	35.5%	38.4%
16 - 19	28	26	15	3	20	12	8
%V	5.3%	5.1%	5.5%	9.7%	5.1%	6.4%	3.9%
%H		92.9%	53.6%	10.7%	71.4%	42.9%	28.6%
20 - 24	42	37	21	2	27	15	12
%V	7.9%	7.3%	7.7%	6.5%	6.9%	8.0%	5.9%
%H		88.1%	50.0%	4.8%	64.3%	35.7%	28.6%
25 - 34	76	71	48	4	46	28	18
%V	14.4%	13.9%	17.5%	12.9%	11.8%	14.9%	8.9%
%H		93.4%	63.2%	5.3%	60.5%	36.8%	23.7%
35 - 44	72	70	46	5	52	32	20
%V	13.6%	13.8%	16.8%	16.1%	13.3%	17.0%	9.9%
%H		97.2%	63.9%	6.9%	72.2%	44.4%	27.8%
45 - 54	112	111	60	6	93	47	46
%V	21.2%	21.8%	21.9%	19.4%	23.8%	25.0%	22.7%
%H		99.1%	53.6%	5.4%	83.0%	42.0%	41.1%
55 - 64	75	74	40	5	54	26	29
%V	14.2%	14.5%	14.6%	16.1%	13.8%	13.8%	14.3%
%H		98.7%	53.3%	6.7%	72.0%	34.7%	38.7%
65+	124	120	43	6	99	28	72
%V	23.4%	23.6%	15.7%	19.4%	25.3%	14.9%	35.5%
%H		96.8%	34.7%	4.8%	79.8%	22.6%	58.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	509	274	31	391	188	203
%H		96.2%	51.8%	5.9%	73.9%	35.5%	38.4%
AB	127	124	71	8	93	48	45
%V	24.0%	24.4%	25.9%	25.8%	23.8%	25.5%	22.2%
%H		97.6%	55.9%	6.3%	73.2%	37.8%	35.4%
C1	148	139	74	6	105	48	58
%V	28.0%	27.3%	27.0%	19.4%	26.9%	25.5%	28.6%
%H		93.9%	50.0%	4.1%	70.9%	32.4%	39.2%
C2	113	112	74	8	82	50	31
%V	21.4%	22.0%	27.0%	25.8%	21.0%	26.6%	15.3%
%H		99.1%	65.5%	7.1%	72.6%	44.2%	27.4%
D	83	80	38	6	64	29	35
%V	15.7%	15.7%	13.9%	19.4%	16.4%	15.4%	17.2%
%H		96.4%	45.8%	7.2%	77.1%	34.9%	42.2%
E	58	55	18	3	48	14	34
%V	11.0%	10.8%	6.6%	9.7%	12.3%	7.4%	16.7%
%H		94.8%	31.0%	5.2%	82.8%	24.1%	58.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	509	274	31	391	188	203
%H		96.2%	51.8%	5.9%	73.9%	35.5%	38.4%
Working full time	189	185	108	10	146	79	68
%V	35.7%	36.3%	39.4%	32.3%	37.3%	42.0%	33.5%
%H		97.9%	57.1%	5.3%	77.2%	41.8%	36.0%
Working part time	89	87	55	5	60	34	26
%V	16.8%	17.1%	20.1%	16.1%	15.3%	18.1%	12.8%
%H		97.8%	61.8%	5.6%	67.4%	38.2%	29.2%
Not working	250	237	111	17	184	75	109
%V	47.3%	46.6%	40.5%	54.8%	47.1%	39.9%	53.7%
%H		94.8%	44.4%	6.8%	73.6%	30.0%	43.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
AB	816	793	382	118	558	264	295
%V	30.1%	30.2%	32.6%	28.2%	29.9%	31.8%	28.4%
%H (All HH)		97.2%	46.8%	14.5%	68.4%	32.4%	36.2%
%H (TV HH)			48.2%	14.9%	70.4%	33.3%	37.2%
C1	766	738	340	119	521	237	284
%V	28.3%	28.1%	29.0%	28.5%	27.9%	28.6%	27.4%
%H (All HH)		96.3%	44.4%	15.5%	68.0%	30.9%	37.1%
%H (TV HH)			46.1%	16.1%	70.6%	32.1%	38.5%
C2	527	513	256	97	355	193	162
%V	19.4%	19.6%	21.8%	23.2%	19.0%	23.3%	15.6%
%H (All HH)		97.3%	48.6%	18.4%	67.4%	36.6%	30.7%
%H (TV HH)			49.9%	18.9%	69.2%	37.6%	31.6%
D	336	321	123	54	230	85	145
%V	12.4%	12.2%	10.5%	12.9%	12.3%	10.3%	14.0%
%H (All HH)		95.5%	36.6%	16.1%	68.5%	25.3%	43.2%
%H (TV HH)			38.3%	16.8%	71.7%	26.5%	45.2%
E	265	256	72	31	202	52	150
%V	9.8%	9.8%	6.1%	7.4%	10.8%	6.3%	14.5%
%H (All HH)		96.6%	27.2%	11.7%	76.2%	19.6%	56.6%
%H (TV HH)			28.1%	12.1%	78.9%	20.3%	58.6%

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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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ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Under 25	97	83	33	17	47	15	32
%V	3.6%	3.2%	2.8%	4.1%	2.5%	1.8%	3.1%
%H (All HH)		85.6%	34.0%	17.5%	48.5%	15.5%	33.0%
%H (TV HH)			39.8%	20.5%	56.6%	18.1%	38.6%
25 - 34	368	346	192	73	190	111	79
%V	13.6%	13.2%	16.4%	17.5%	10.2%	13.4%	7.6%
%H (All HH)		94.0%	52.2%	19.8%	51.6%	30.2%	21.5%
%H (TV HH)			55.5%	21.1%	54.9%	32.1%	22.8%
35 - 44	448	433	237	85	278	162	115
%V	16.5%	16.5%	20.2%	20.3%	14.9%	19.5%	11.1%
%H (All HH)		96.7%	52.9%	19.0%	62.1%	36.2%	25.7%
%H (TV HH)			54.7%	19.6%	64.2%	37.4%	26.6%
45 - 54	533	517	249	110	358	194	165
%V	19.7%	19.7%	21.2%	26.3%	19.2%	23.4%	15.9%
%H (All HH)		97.0%	46.7%	20.6%	67.2%	36.4%	31.0%
%H (TV HH)			48.2%	21.3%	69.2%	37.5%	31.9%
55 - 64	458	445	204	64	339	157	182
%V	16.9%	17.0%	17.4%	15.3%	18.2%	18.9%	17.6%
%H (All HH)		97.2%	44.5%	14.0%	74.0%	34.3%	39.7%
%H (TV HH)			45.8%	14.4%	76.2%	35.3%	40.9%
65 +	807	796	259	70	654	190	464
%V	29.8%	30.4%	22.1%	16.7%	35.0%	22.9%	44.7%
%H (All HH)		98.6%	32.1%	8.7%	81.0%	23.5%	57.5%
%H (TV HH)			32.5%	8.8%	82.2%	23.9%	58.3%

Base: ITV South, South East and Channel Islands - Households (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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ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
1	921	867	262	92	675	168	508
%V	34.0%	33.1%	22.3%	22.0%	36.2%	20.3%	49.0%
%H (All HH)		94.1%	28.4%	10.0%	73.3%	18.2%	55.2%
%H (TV HH)			30.2%	10.6%	77.9%	19.4%	58.6%
2	856	844	403	123	603	282	321
%V	31.6%	32.2%	34.4%	29.4%	32.3%	34.0%	31.0%
%H (All HH)		98.6%	47.1%	14.4%	70.4%	32.9%	37.5%
%H (TV HH)			47.7%	14.6%	71.4%	33.4%	38.0%
3	395	385	202	86	249	151	98
%V	14.6%	14.7%	17.2%	20.6%	13.3%	18.2%	9.5%
%H (All HH)		97.5%	51.1%	21.8%	63.0%	38.2%	24.8%
%H (TV HH)			52.5%	22.3%	64.7%	39.2%	25.5%
4	390	382	232	79	237	159	78
%V	14.4%	14.6%	19.8%	18.9%	12.7%	19.2%	7.5%
%H (All HH)		97.9%	59.5%	20.3%	60.8%	40.8%	20.0%
%H (TV HH)			60.7%	20.7%	62.0%	41.6%	20.4%
5+	149	143	74	38	101	70	31
%V	5.5%	5.5%	6.3%	9.1%	5.4%	8.4%	3.0%
%H (All HH)		96.0%	49.7%	25.5%	67.8%	47.0%	20.8%
%H (TV HH)			51.7%	26.6%	70.6%	49.0%	21.7%
Average HH size	2.28	2.29	2.56	2.67	2.21	2.65	1.86

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Without	2029	1949	792	281	1450	572	878
%V	74.9%	74.3%	67.5%	67.2%	77.7%	69.0%	84.7%
%H (All HH)		96.1%	39.0%	13.8%	71.5%	28.2%	43.3%
%H (TV HH)			40.6%	14.4%	74.4%	29.3%	45.0%
With	681	673	382	138	416	257	159
%V	25.1%	25.7%	32.6%	33.0%	22.3%	31.0%	15.3%
%H (All HH)		98.8%	56.1%	20.3%	61.1%	37.7%	23.3%
%H (TV HH)			56.8%	20.5%	61.8%	38.2%	23.6%
0 - 3	256	251	135	50	151	82	69
%V	9.4%	9.6%	11.5%	12.0%	8.1%	9.9%	6.7%
%H (All HH)		98.0%	52.7%	19.5%	59.0%	32.0%	27.0%
%H (TV HH)			53.8%	19.9%	60.2%	32.7%	27.5%
4 - 9	335	333	195	68	196	127	70
%V	12.4%	12.7%	16.6%	16.3%	10.5%	15.3%	6.8%
%H (All HH)		99.4%	58.2%	20.3%	58.5%	37.9%	20.9%
%H (TV HH)			58.6%	20.4%	58.9%	38.1%	21.0%
10 - 15	303	300	173	65	199	132	67
%V	11.2%	11.4%	14.7%	15.6%	10.7%	15.9%	6.5%
%H (All HH)		99.0%	57.1%	21.5%	65.7%	43.6%	22.1%
%H (TV HH)			57.7%	21.7%	66.3%	44.0%	22.3%

Base: ITV South, South East and Channel Islands - Households (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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ITV South, South East and Channel Islands

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
1	1019	1019	345	134	663	138	525
%V	37.6%	38.9%	29.4%	32.1%	35.5%	16.6%	50.6%
%H (All HH)		100.0%	33.9%	13.2%	65.1%	13.5%	51.5%
%H (TV HH)			33.9%	13.2%	65.1%	13.5%	51.5%
2	913	913	436	133	672	325	347
%V	33.7%	34.8%	37.2%	31.8%	36.0%	39.2%	33.5%
%H (All HH)		100.0%	47.8%	14.6%	73.6%	35.6%	38.0%
%H (TV HH)			47.8%	14.6%	73.6%	35.6%	38.0%
3	412	412	225	82	311	199	112
%V	15.2%	15.7%	19.2%	19.6%	16.7%	24.0%	10.8%
%H (All HH)		100.0%	54.6%	19.9%	75.5%	48.3%	27.2%
%H (TV HH)			54.6%	19.9%	75.5%	48.3%	27.2%
4	183	183	105	43	145	103	41
%V	6.8%	7.0%	9.0%	10.3%	7.8%	12.4%	4.0%
%H (All HH)		100.0%	57.4%	23.5%	79.2%	56.3%	22.4%
%H (TV HH)			57.4%	23.5%	79.2%	56.3%	22.4%
5+	95	95	63	25	75	63	12
%V	3.5%	3.6%	5.4%	6.0%	4.0%	7.6%	1.2%
%H (All HH)		100.0%	66.3%	26.3%	78.9%	66.3%	12.6%
%H (TV HH)			66.3%	26.3%	78.9%	66.3%	12.6%

Base: ITV South, South East and Channel Islands - Households (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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ITV South, South East and Channel Islands

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Under 20"	798	798	374	118	645	331	314
%V	29.4%	30.4%	31.9%	28.2%	34.6%	39.9%	30.3%
%H (All HH)		100.0%	46.9%	14.8%	80.8%	41.5%	39.3%
%H (TV HH)			46.9%	14.8%	80.8%	41.5%	39.3%
20" - 29"	1079	1079	439	164	852	369	483
%V	39.8%	41.2%	37.4%	39.2%	45.7%	44.5%	46.6%
%H (All HH)		100.0%	40.7%	15.2%	79.0%	34.2%	44.8%
%H (TV HH)			40.7%	15.2%	79.0%	34.2%	44.8%
30" - 39"	1310	1310	613	229	950	467	483
%V	48.3%	50.0%	52.3%	54.8%	50.9%	56.3%	46.6%
%H (All HH)		100.0%	46.8%	17.5%	72.5%	35.6%	36.9%
%H (TV HH)			46.8%	17.5%	72.5%	35.6%	36.9%
40" and over	907	907	553	179	584	393	190
%V	33.5%	34.6%	47.1%	42.8%	31.3%	47.4%	18.3%
%H (All HH)		100.0%	61.0%	19.7%	64.4%	43.3%	20.9%
%H (TV HH)			61.0%	19.7%	64.4%	43.3%	20.9%

Base: ITV South, South East and Channel Islands - Households (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 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Main living room	2580	2580	1162	413	1846	824	1022
%V	95.2%	98.4%	99.1%	98.8%	98.9%	99.4%	98.6%
%H (All HH)		100.0%	45.0%	16.0%	71.6%	31.9%	39.6%
%H (TV HH)			45.0%	16.0%	71.6%	31.9%	39.6%
Kitchen	348	348	171	49	296	159	137
%V	12.8%	13.3%	14.6%	11.7%	15.9%	19.2%	13.2%
%H (All HH)		100.0%	49.1%	14.1%	85.1%	45.7%	39.4%
%H (TV HH)			49.1%	14.1%	85.1%	45.7%	39.4%
Adult's bedroom	1091	1091	582	210	827	509	318
%V	40.3%	41.6%	49.6%	50.2%	44.3%	61.4%	30.7%
%H (All HH)		100.0%	53.3%	19.2%	75.8%	46.7%	29.1%
%H (TV HH)			53.3%	19.2%	75.8%	46.7%	29.1%
Child's bedroom	186	186	111	45	144	109	34
%V	6.9%	7.1%	9.5%	10.8%	7.7%	13.1%	3.3%
%H (All HH)		100.0%	59.7%	24.2%	77.4%	58.6%	18.3%
%H (TV HH)			59.7%	24.2%	77.4%	58.6%	18.3%
Other bedroom	153	153	80	33	126	81	45
%V	5.6%	5.8%	6.8%	7.9%	6.8%	9.8%	4.3%
%H (All HH)		100.0%	52.3%	21.6%	82.4%	52.9%	29.4%
%H (TV HH)			52.3%	21.6%	82.4%	52.9%	29.4%
Second living/dining room	198	198	114	35	152	98	54
%V	7.3%	7.6%	9.7%	8.4%	8.1%	11.8%	5.2%
%H (All HH)		100.0%	57.6%	17.7%	76.8%	49.5%	27.3%
%H (TV HH)			57.6%	17.7%	76.8%	49.5%	27.3%
Study/office	55	55	24	12	45	23	21
%V	2.0%	2.1%	2.0%	2.9%	2.4%	2.8%	2.0%
%H (All HH)		100.0%	43.6%	21.8%	81.8%	41.8%	38.2%
%H (TV HH)			43.6%	21.8%	81.8%	41.8%	38.2%
TV room	24	24	19	4	15	13	2
%V	0.9%	0.9%	1.6%	1.0%	0.8%	1.6%	0.2%
%H (All HH)		100.0%	79.2%	16.7%	62.5%	54.2%	8.3%
%H (TV HH)			79.2%	16.7%	62.5%	54.2%	8.3%
Conservatory	54	54	31	7	43	27	16
%V	2.0%	2.1%	2.6%	1.7%	2.3%	3.3%	1.5%
%H (All HH)		100.0%	57.4%	13.0%	79.6%	50.0%	29.6%
%H (TV HH)			57.4%	13.0%	79.6%	50.0%	29.6%
Attic or loft room	4	4	2	1	3	2	1
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%
No specific location	6	6	3	3	3	2	0
%V	0.2%	0.2%	0.3%	0.7%	0.2%	0.2%	0.0%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	33.3%	0.0%
%H (TV HH)			50.0%	50.0%	50.0%	33.3%	0.0%
Other	13	13	11	1	9	8	1
%V	0.5%	0.5%	0.9%	0.2%	0.5%	1.0%	0.1%
%H (All HH)		100.0%	84.6%	7.7%	69.2%	61.5%	7.7%
%H (TV HH)			84.6%	7.7%	69.2%	61.5%	7.7%

Base: ITV South, South East and Channel Islands - Households (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 8.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
PVR	1490	1490	928	285	954	652	302
%V	55.0%	56.8%	79.1%	68.2%	51.1%	78.6%	29.1%
%H (All HH)		100.0%	62.3%	19.1%	64.0%	43.8%	20.3%
%H (TV HH)			62.3%	19.1%	64.0%	43.8%	20.3%
DVDR	245	245	94	40	190	77	114
%V	9.0%	9.3%	8.0%	9.6%	10.2%	9.3%	11.0%
%H (All HH)		100.0%	38.4%	16.3%	77.6%	31.4%	46.5%
%H (TV HH)			38.4%	16.3%	77.6%	31.4%	46.5%
VCR	178	178	69	20	145	55	91
%V	6.6%	6.8%	5.9%	4.8%	7.8%	6.6%	8.8%
%H (All HH)		100.0%	38.8%	11.2%	81.5%	30.9%	51.1%
%H (TV HH)			38.8%	11.2%	81.5%	30.9%	51.1%
Any recorder	1681	1681	959	308	1118	681	437
%V	62.0%	64.1%	81.8%	73.7%	59.9%	82.1%	42.1%
%H (All HH)		100.0%	57.0%	18.3%	66.5%	40.5%	26.0%
%H (TV HH)			57.0%	18.3%	66.5%	40.5%	26.0%

Base: ITV South, South East and Channel Islands - Households (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 8.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Receives HDTV (via STB or built-in reception)	1276	1276	689	316	835	540	295
%V	47.1%	48.7%	58.7%	75.6%	44.7%	65.1%	28.4%
%H (All HH)		100.0%	54.0%	24.8%	65.4%	42.3%	23.1%
%H (TV HH)			54.0%	24.8%	65.4%	42.3%	23.1%
DVD/Blu-ray player or recorder	2175	2175	1025	366	1548	747	801
%V	80.3%	83.0%	87.4%	87.6%	83.0%	90.1%	77.2%
%H (All HH)		100.0%	47.1%	16.8%	71.2%	34.3%	36.8%
%H (TV HH)			47.1%	16.8%	71.2%	34.3%	36.8%

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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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ITV South, South East and Channel Islands
Household level data
Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2710	2622	1173	418	1866	829	1037
%H (All HH)		96.8%	43.3%	15.4%	68.9%	30.6%	38.3%
%H (TV HH)			44.7%	15.9%	71.2%	31.6%	39.5%
Has PC or Laptop	2150	2083	1039	374	1422	743	679
%V	79.3%	79.4%	88.6%	89.5%	76.2%	89.6%	65.5%
%H (All HH)		96.9%	48.3%	17.4%	66.1%	34.6%	31.6%
%H (TV HH)			49.9%	18.0%	68.3%	35.7%	32.6%
Has broadband internet	2026	1970	1008	367	1327	719	608
%V	74.8%	75.1%	85.9%	87.8%	71.1%	86.7%	58.6%
%H (All HH)		97.2%	49.8%	18.1%	65.5%	35.5%	30.0%
%H (TV HH)			51.2%	18.6%	67.4%	36.5%	30.9%

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Set level data
Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5334	2659	958	3933	2149	1783
%H		49.9%	18.0%	73.7%	40.3%	33.4%
Under 20"	1035	505	161	844	458	385
%V	19.4%	19.0%	16.8%	21.5%	21.3%	21.6%
%H		48.8%	15.6%	81.5%	44.3%	37.2%
20" - 29"	1349	563	226	1086	510	576
%V	25.3%	21.2%	23.6%	27.6%	23.7%	32.3%
%H		41.7%	16.8%	80.5%	37.8%	42.7%
30" - 39"	1514	730	277	1094	568	526
%V	28.4%	27.5%	28.9%	27.8%	26.4%	29.5%
%H		48.2%	18.3%	72.3%	37.5%	34.7%
40" and over	1047	649	213	678	473	205
%V	19.6%	24.4%	22.2%	17.2%	22.0%	11.5%
%H		62.0%	20.3%	64.8%	45.2%	19.6%
Don't know	52	24	15	35	20	15
%V	1.0%	0.9%	1.6%	0.9%	0.9%	0.8%
%H		46.2%	28.8%	67.3%	38.5%	28.8%
Not Asked	337	188	66	196	120	76
%V	6.3%	7.1%	6.9%	5.0%	5.6%	4.3%
%H		55.8%	19.6%	58.2%	35.6%	22.6%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5334	2659	958	3933	2149	1783
%H		49.9%	18.0%	73.7%	40.3%	33.4%
Main living room	2594	1170	414	1858	832	1026
%V	48.6%	44.0%	43.2%	47.2%	38.7%	57.5%
%H		45.1%	16.0%	71.6%	32.1%	39.6%
Kitchen	350	172	49	297	159	138
%V	6.6%	6.5%	5.1%	7.6%	7.4%	7.7%
%H		49.1%	14.0%	84.9%	45.4%	39.4%
Adult's bedroom	1273	684	259	968	611	357
%V	23.9%	25.7%	27.0%	24.6%	28.4%	20.0%
%H		53.7%	20.3%	76.0%	48.0%	28.0%
Child's bedroom	237	142	62	187	148	40
%V	4.4%	5.3%	6.5%	4.8%	6.9%	2.2%
%H		59.9%	26.2%	78.9%	62.4%	16.9%
Other bedroom	183	95	46	152	103	49
%V	3.4%	3.6%	4.8%	3.9%	4.8%	2.7%
%H		51.9%	25.1%	83.1%	56.3%	26.8%
Second living/dining room	202	117	35	155	100	55
%V	3.8%	4.4%	3.7%	3.9%	4.7%	3.1%
%H		57.9%	17.3%	76.7%	49.5%	27.2%
Study/office	56	24	12	46	23	22
%V	1.0%	0.9%	1.3%	1.2%	1.1%	1.2%
%H		42.9%	21.4%	82.1%	41.1%	39.3%
TV room	24	19	4	15	13	2
%V	0.4%	0.7%	0.4%	0.4%	0.6%	0.1%
%H		79.2%	16.7%	62.5%	54.2%	8.3%
Conservatory	56	33	7	45	29	16
%V	1.0%	1.2%	0.7%	1.1%	1.3%	0.9%
%H		58.9%	12.5%	80.4%	51.8%	28.6%
Attic or loft room	4	2	1	3	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%
No specific location	6	3	3	3	2	1
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%
%H		50.0%	50.0%	50.0%	33.3%	16.7%
Other	13	11	1	9	8	1
%V	0.2%	0.4%	0.1%	0.2%	0.4%	0.1%
%H		84.6%	7.7%	69.2%	61.5%	7.7%
Not Asked	337	188	66	196	120	76
%V	6.3%	7.1%	6.9%	5.0%	5.6%	4.3%
%H		55.8%	19.6%	58.2%	35.6%	22.6%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Set level data
Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5334	2659	958	3933	2149	1783
%H		49.9%	18.0%	73.7%	40.3%	33.4%
PVR	1946	1290	367	1189	858	331
%V	36.5%	48.5%	38.3%	30.2%	39.9%	18.6%
%H		66.3%	18.9%	61.1%	44.1%	17.0%
DVDR	263	100	47	207	88	119
%V	4.9%	3.8%	4.9%	5.3%	4.1%	6.7%
%H		38.0%	17.9%	78.7%	33.5%	45.2%
VCR	192	77	22	155	60	95
%V	3.6%	2.9%	2.3%	3.9%	2.8%	5.3%
%H		40.1%	11.5%	80.7%	31.3%	49.5%
Any recorder	2195	1347	401	1404	915	489
%V	41.2%	50.7%	41.9%	35.7%	42.6%	27.4%
%H		61.4%	18.3%	64.0%	41.7%	22.3%

Base: ITV South, South East and Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Sets	5334	2659	958	3933	2149	1783
%H		49.9%	18.0%	73.7%	40.3%	33.4%
Receives HDTV (via STB or built-in reception)	1738	946	461	1130	761	369
%V	32.6%	35.6%	48.1%	28.7%	35.4%	20.7%
%H		54.4%	26.5%	65.0%	43.8%	21.2%
DVD/Blu-ray player or recorder	3179	1580	588	2329	1275	1054
%V	59.6%	59.4%	61.4%	59.2%	59.3%	59.1%
%H		49.7%	18.5%	73.3%	40.1%	33.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2620	1173	418	1866	829	1036
%H		44.8%	16.0%	71.2%	31.6%	39.5%
Under 20"	98	24	4	74	8	65
%V	3.7%	2.0%	1.0%	4.0%	1.0%	6.3%
%H		24.5%	4.1%	75.5%	8.2%	66.3%
20" - 29"	557	161	63	434	101	333
%V	21.3%	13.7%	15.1%	23.3%	12.2%	32.1%
%H		28.9%	11.3%	77.9%	18.1%	59.8%
30" - 39"	1062	447	176	781	336	445
%V	40.5%	38.1%	42.1%	41.9%	40.5%	43.0%
%H		42.1%	16.6%	73.5%	31.6%	41.9%
40" and over	874	534	168	563	377	187
%V	33.4%	45.5%	40.2%	30.2%	45.5%	18.1%
%H		61.1%	19.2%	64.4%	43.1%	21.4%
Don't know	21	8	7	15	7	7
%V	0.8%	0.7%	1.7%	0.8%	0.8%	0.7%
%H		38.1%	33.3%	71.4%	33.3%	33.3%
Not Asked	8	0	0	0	0	0
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2620	1173	418	1866	829	1036
%H		44.8%	16.0%	71.2%	31.6%	39.5%
PVR	1461	920	276	930	641	289
%V	55.8%	78.4%	66.0%	49.8%	77.3%	27.9%
%H		63.0%	18.9%	63.7%	43.9%	19.8%
DVDR	216	79	34	167	62	106
%V	8.2%	6.7%	8.1%	8.9%	7.5%	10.2%
%H		36.6%	15.7%	77.3%	28.7%	49.1%
VCR	157	56	19	125	43	82
%V	6.0%	4.8%	4.5%	6.7%	5.2%	7.9%
%H		35.7%	12.1%	79.6%	27.4%	52.2%
Any recorder	1652	951	299	1095	670	425
%V	63.1%	81.1%	71.5%	58.7%	80.8%	41.0%
%H		57.6%	18.1%	66.3%	40.6%	25.7%

Base: ITV South, South East and Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	2620	1173	418	1866	829	1036
%H		44.8%	16.0%	71.2%	31.6%	39.5%
Receives HDTV (via STB or built-in reception)	1238	672	310	805	524	281
%V	47.3%	57.3%	74.2%	43.1%	63.2%	27.1%
%H		54.3%	25.0%	65.0%	42.3%	22.7%
DVD/Blu-ray player or recorder	2078	971	345	1472	695	777
%V	79.3%	82.8%	82.5%	78.9%	83.8%	75.0%
%H		46.7%	16.6%	70.8%	33.4%	37.4%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1486	539	2067	1320	747
%H		54.8%	19.9%	76.2%	48.6%	27.5%
Under 20"	937	482	157	770	450	320
%V	34.5%	32.4%	29.1%	37.3%	34.1%	42.8%
%H		51.4%	16.8%	82.2%	48.0%	34.2%
20" - 29"	793	402	164	652	409	243
%V	29.2%	27.1%	30.4%	31.5%	31.0%	32.5%
%H		50.7%	20.7%	82.2%	51.6%	30.6%
30" - 39"	452	283	100	313	232	81
%V	16.7%	19.0%	18.6%	15.1%	17.6%	10.8%
%H		62.6%	22.1%	69.2%	51.3%	17.9%
40" and over	174	116	45	115	97	19
%V	6.4%	7.8%	8.3%	5.6%	7.3%	2.5%
%H		66.7%	25.9%	66.1%	55.7%	10.9%
Don't know	31	16	8	21	13	8
%V	1.1%	1.1%	1.5%	1.0%	1.0%	1.1%
%H		51.6%	25.8%	67.7%	41.9%	25.8%
Not Asked	327	187	65	196	119	76
%V	12.0%	12.6%	12.1%	9.5%	9.0%	10.2%
%H		57.2%	19.9%	59.9%	36.4%	23.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1486	539	2067	1320	747
%H		54.8%	19.9%	76.2%	48.6%	27.5%
PVR	485	370	91	259	217	42
%V	17.9%	24.9%	16.9%	12.5%	16.4%	5.6%
%H		76.3%	18.8%	53.4%	44.7%	8.7%
DVDR	47	21	13	39	26	13
%V	1.7%	1.4%	2.4%	1.9%	2.0%	1.7%
%H		44.7%	27.7%	83.0%	55.3%	27.7%
VCR	36	21	3	29	17	12
%V	1.3%	1.4%	0.6%	1.4%	1.3%	1.6%
%H		58.3%	8.3%	80.6%	47.2%	33.3%
Any recorder	543	396	102	309	245	64
%V	20.0%	26.6%	18.9%	14.9%	18.6%	8.6%
%H		72.9%	18.8%	56.9%	45.1%	11.8%

Base: ITV South, South East and Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1486	539	2067	1320	747
%H		54.8%	19.9%	76.2%	48.6%	27.5%
Receives HDTV (via STB or built-in reception)	499	273	152	325	237	88
%V	18.4%	18.4%	28.2%	15.7%	18.0%	11.8%
%H		54.7%	30.5%	65.1%	47.5%	17.6%
DVD/Blu-ray player or recorder	1101	608	243	857	580	277
%V	40.6%	40.9%	45.1%	41.5%	43.9%	37.1%
%H		55.2%	22.1%	77.8%	52.7%	25.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6178	6010	3000	1118	4121	2196	1925
%H		97.3%	48.6%	18.1%	66.7%	35.5%	31.2%
Total Children	1137	1127	635	247	696	440	256
%V	18.4%	18.8%	21.2%	22.1%	16.9%	20.0%	13.3%
%H		99.1%	55.8%	21.7%	61.2%	38.7%	22.5%
0 - 3	295	291	154	62	175	96	79
%V	4.8%	4.8%	5.1%	5.5%	4.2%	4.4%	4.1%
%H		98.6%	52.2%	21.0%	59.3%	32.5%	26.8%
4 - 15	842	836	481	185	521	344	177
%V	13.6%	13.9%	16.0%	16.5%	12.6%	15.7%	9.2%
%H		99.3%	57.1%	22.0%	61.9%	40.9%	21.0%
4 - 9	454	451	264	98	264	173	91
%V	7.3%	7.5%	8.8%	8.8%	6.4%	7.9%	4.7%
%H		99.3%	58.1%	21.6%	58.1%	38.1%	20.0%
10 - 15	388	384	218	87	257	171	86
%V	6.3%	6.4%	7.3%	7.8%	6.2%	7.8%	4.5%
%H		99.0%	56.2%	22.4%	66.2%	44.1%	22.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6178	6010	3000	1118	4121	2196	1925
%H		97.3%	48.6%	18.1%	66.7%	35.5%	31.2%
Total Adults (16+)	5041	4883	2366	872	3425	1756	1670
%V	81.6%	81.2%	78.9%	78.0%	83.1%	80.0%	86.8%
%H		96.9%	46.9%	17.3%	67.9%	34.8%	33.1%
16 - 19	276	263	132	71	180	117	63
%V	4.5%	4.4%	4.4%	6.4%	4.4%	5.3%	3.3%
%H		95.3%	47.8%	25.7%	65.2%	42.4%	22.8%
20 - 24	384	353	175	79	234	141	93
%V	6.2%	5.9%	5.8%	7.1%	5.7%	6.4%	4.8%
%H		91.9%	45.6%	20.6%	60.9%	36.7%	24.2%
25 - 34	750	705	393	148	402	241	161
%V	12.1%	11.7%	13.1%	13.2%	9.8%	11.0%	8.4%
%H		94.0%	52.4%	19.7%	53.6%	32.1%	21.5%
35 - 44	795	775	437	151	495	301	194
%V	12.9%	12.9%	14.6%	13.5%	12.0%	13.7%	10.1%
%H		97.5%	55.0%	19.0%	62.3%	37.9%	24.4%
45 - 54	910	888	443	201	607	353	254
%V	14.7%	14.8%	14.8%	18.0%	14.7%	16.1%	13.2%
%H		97.6%	48.7%	22.1%	66.7%	38.8%	27.9%
55 - 64	744	728	353	106	550	271	278
%V	12.0%	12.1%	11.8%	9.5%	13.3%	12.3%	14.4%
%H		97.8%	47.4%	14.2%	73.9%	36.4%	37.4%
65+	1183	1171	433	114	958	331	626
%V	19.1%	19.5%	14.4%	10.2%	23.2%	15.1%	32.5%
%H		99.0%	36.6%	9.6%	81.0%	28.0%	52.9%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5041	4883	2366	872	3425	1756	1670
%H		96.9%	46.9%	17.3%	67.9%	34.8%	33.1%
AB	1604	1564	798	264	1104	595	509
%V	31.8%	32.0%	33.7%	30.3%	32.2%	33.9%	30.5%
%H		97.5%	49.8%	16.5%	68.8%	37.1%	31.7%
C1	1436	1380	683	233	962	490	472
%V	28.5%	28.3%	28.9%	26.7%	28.1%	27.9%	28.3%
%H		96.1%	47.6%	16.2%	67.0%	34.1%	32.9%
C2	1064	1040	543	216	708	421	288
%V	21.1%	21.3%	23.0%	24.8%	20.7%	24.0%	17.2%
%H		97.7%	51.0%	20.3%	66.5%	39.6%	27.1%
D	579	551	235	111	384	171	213
%V	11.5%	11.3%	9.9%	12.7%	11.2%	9.7%	12.8%
%H		95.2%	40.6%	19.2%	66.3%	29.5%	36.8%
E	358	349	106	47	266	79	187
%V	7.1%	7.1%	4.5%	5.4%	7.8%	4.5%	11.2%
%H		97.5%	29.6%	13.1%	74.3%	22.1%	52.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5041	4883	2366	872	3425	1756	1670
%H		96.9%	46.9%	17.3%	67.9%	34.8%	33.1%
Working full time	2266	2200	1199	464	1430	875	555
%V	45.0%	45.1%	50.7%	53.2%	41.8%	49.8%	33.2%
%H		97.1%	52.9%	20.5%	63.1%	38.6%	24.5%
Working part time	574	557	285	104	386	215	171
%V	11.4%	11.4%	12.0%	11.9%	11.3%	12.2%	10.2%
%H		97.0%	49.7%	18.1%	67.2%	37.5%	29.8%
Not working	2201	2127	881	304	1609	665	943
%V	43.7%	43.6%	37.2%	34.9%	47.0%	37.9%	56.5%
%H		96.6%	40.0%	13.8%	73.1%	30.2%	42.8%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2440	2355	1192	437	1623	889	734
%H		96.5%	48.9%	17.9%	66.5%	36.4%	30.1%
16 - 19	146	139	71	40	98	69	29
%V	6.0%	5.9%	6.0%	9.2%	6.0%	7.8%	4.0%
%H		95.2%	48.6%	27.4%	67.1%	47.3%	19.9%
20 - 24	193	178	93	41	112	74	38
%V	7.9%	7.6%	7.8%	9.4%	6.9%	8.3%	5.2%
%H		92.2%	48.2%	21.2%	58.0%	38.3%	19.7%
25 - 34	375	351	197	72	197	118	79
%V	15.4%	14.9%	16.5%	16.5%	12.1%	13.3%	10.8%
%H		93.6%	52.5%	19.2%	52.5%	31.5%	21.1%
35 - 44	380	370	209	69	235	141	94
%V	15.6%	15.7%	17.5%	15.8%	14.5%	15.9%	12.8%
%H		97.4%	55.0%	18.2%	61.8%	37.1%	24.7%
45 - 54	454	440	216	104	299	172	127
%V	18.6%	18.7%	18.1%	23.8%	18.4%	19.3%	17.3%
%H		96.9%	47.6%	22.9%	65.9%	37.9%	28.0%
55 - 64	363	355	180	51	265	138	127
%V	14.9%	15.1%	15.1%	11.7%	16.3%	15.5%	17.3%
%H		97.8%	49.6%	14.0%	73.0%	38.0%	35.0%
65+	529	522	226	59	416	177	239
%V	21.7%	22.2%	19.0%	13.5%	25.6%	19.9%	32.6%
%H		98.7%	42.7%	11.2%	78.6%	33.5%	45.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2440	2355	1192	437	1623	889	734
%H		96.5%	48.9%	17.9%	66.5%	36.4%	30.1%
AB	803	786	407	135	550	303	247
%V	32.9%	33.4%	34.1%	30.9%	33.9%	34.1%	33.7%
%H		97.9%	50.7%	16.8%	68.5%	37.7%	30.8%
C1	645	615	324	115	416	237	179
%V	26.4%	26.1%	27.2%	26.3%	25.6%	26.7%	24.4%
%H		95.3%	50.2%	17.8%	64.5%	36.7%	27.8%
C2	575	559	292	115	382	227	155
%V	23.6%	23.7%	24.5%	26.3%	23.5%	25.5%	21.1%
%H		97.2%	50.8%	20.0%	66.4%	39.5%	27.0%
D	280	261	119	50	182	85	97
%V	11.5%	11.1%	10.0%	11.4%	11.2%	9.6%	13.2%
%H		93.2%	42.5%	17.9%	65.0%	30.4%	34.6%
E	137	132	50	22	92	37	55
%V	5.6%	5.6%	4.2%	5.0%	5.7%	4.2%	7.5%
%H		96.4%	36.5%	16.1%	67.2%	27.0%	40.1%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2440	2355	1192	437	1623	889	734
%H		96.5%	48.9%	17.9%	66.5%	36.4%	30.1%
Working full time	1416	1375	749	289	897	549	348
%V	58.0%	58.4%	62.8%	66.1%	55.3%	61.8%	47.4%
%H		97.1%	52.9%	20.4%	63.3%	38.8%	24.6%
Working part time	116	111	63	13	77	40	38
%V	4.8%	4.7%	5.3%	3.0%	4.7%	4.5%	5.2%
%H		95.7%	54.3%	11.2%	66.4%	34.5%	32.8%
Not working	907	868	380	135	649	301	348
%V	37.2%	36.9%	31.9%	30.9%	40.0%	33.9%	47.4%
%H		95.7%	41.9%	14.9%	71.6%	33.2%	38.4%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2601	2529	1174	435	1802	866	936
%H		97.2%	45.1%	16.7%	69.3%	33.3%	36.0%
16 - 19	130	124	61	31	82	48	34
%V	5.0%	4.9%	5.2%	7.1%	4.6%	5.5%	3.6%
%H		95.4%	46.9%	23.8%	63.1%	36.9%	26.2%
20 - 24	190	175	81	39	122	67	54
%V	7.3%	6.9%	6.9%	9.0%	6.8%	7.7%	5.8%
%H		92.1%	42.6%	20.5%	64.2%	35.3%	28.4%
25 - 34	374	355	196	76	205	122	82
%V	14.4%	14.0%	16.7%	17.5%	11.4%	14.1%	8.8%
%H		94.9%	52.4%	20.3%	54.8%	32.6%	21.9%
35 - 44	415	405	228	83	260	159	101
%V	16.0%	16.0%	19.4%	19.1%	14.4%	18.4%	10.8%
%H		97.6%	54.9%	20.0%	62.7%	38.3%	24.3%
45 - 54	457	448	228	97	308	181	127
%V	17.6%	17.7%	19.4%	22.3%	17.1%	20.9%	13.6%
%H		98.0%	49.9%	21.2%	67.4%	39.6%	27.8%
55 - 64	381	373	173	55	284	133	151
%V	14.6%	14.7%	14.7%	12.6%	15.8%	15.4%	16.1%
%H		97.9%	45.4%	14.4%	74.5%	34.9%	39.6%
65+	654	649	207	55	541	154	387
%V	25.1%	25.7%	17.6%	12.6%	30.0%	17.8%	41.3%
%H		99.2%	31.7%	8.4%	82.7%	23.5%	59.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2601	2529	1174	435	1802	866	936
%H		97.2%	45.1%	16.7%	69.3%	33.3%	36.0%
AB	801	777	392	129	554	292	262
%V	30.8%	30.7%	33.4%	29.7%	30.7%	33.7%	28.0%
%H		97.0%	48.9%	16.1%	69.2%	36.5%	32.7%
C1	791	764	359	119	546	253	293
%V	30.4%	30.2%	30.6%	27.4%	30.3%	29.2%	31.3%
%H		96.6%	45.4%	15.0%	69.0%	32.0%	37.0%
C2	489	480	252	101	326	193	133
%V	18.8%	19.0%	21.5%	23.2%	18.1%	22.3%	14.2%
%H		98.2%	51.5%	20.7%	66.7%	39.5%	27.2%
D	299	290	115	60	202	86	116
%V	11.5%	11.5%	9.8%	13.8%	11.2%	9.9%	12.4%
%H		97.0%	38.5%	20.1%	67.6%	28.8%	38.8%
E	222	216	56	26	174	42	133
%V	8.5%	8.5%	4.8%	6.0%	9.7%	4.8%	14.2%
%H		97.3%	25.2%	11.7%	78.4%	18.9%	59.9%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South, South East and Channel Islands
Individual level data
Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2601	2529	1174	435	1802	866	936
%H		97.2%	45.1%	16.7%	69.3%	33.3%	36.0%
Working full time	850	825	450	175	533	326	207
%V	32.7%	32.6%	38.3%	40.2%	29.6%	37.6%	22.1%
%H		97.1%	52.9%	20.6%	62.7%	38.4%	24.4%
Working part time	458	445	223	91	309	175	134
%V	17.6%	17.6%	19.0%	20.9%	17.1%	20.2%	14.3%
%H		97.2%	48.7%	19.9%	67.5%	38.2%	29.3%
Not working	1293	1258	501	169	960	365	595
%V	49.7%	49.7%	42.7%	38.9%	53.3%	42.1%	63.6%
%H		97.3%	38.7%	13.1%	74.2%	28.2%	46.0%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
AB	476	461	239	58	342	176	166
%V	23.2%	23.2%	24.9%	21.0%	23.5%	25.3%	21.8%
%H (All HH)		96.8%	50.2%	12.2%	71.8%	37.0%	34.9%
%H (TV HH)			51.8%	12.6%	74.2%	38.2%	36.0%
C1	577	559	270	98	397	200	198
%V	28.1%	28.2%	28.2%	35.5%	27.3%	28.8%	26.1%
%H (All HH)		96.9%	46.8%	17.0%	68.8%	34.7%	34.3%
%H (TV HH)			48.3%	17.5%	71.0%	35.8%	35.4%
C2	457	448	228	57	332	169	162
%V	22.3%	22.6%	23.8%	20.7%	22.8%	24.3%	21.3%
%H (All HH)		98.0%	49.9%	12.5%	72.6%	37.0%	35.4%
%H (TV HH)			50.9%	12.7%	74.1%	37.7%	36.2%
D	313	300	144	37	212	91	121
%V	15.3%	15.1%	15.0%	13.4%	14.6%	13.1%	15.9%
%H (All HH)		95.8%	46.0%	11.8%	67.7%	29.1%	38.7%
%H (TV HH)			48.0%	12.3%	70.7%	30.3%	40.3%
E	226	215	77	26	172	59	113
%V	11.0%	10.8%	8.0%	9.4%	11.8%	8.5%	14.9%
%H (All HH)		95.1%	34.1%	11.5%	76.1%	26.1%	50.0%
%H (TV HH)			35.8%	12.1%	80.0%	27.4%	52.6%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%V (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Under 25	78	70	36	7	46	21	25
%V	3.8%	3.5%	3.8%	2.5%	3.2%	3.0%	3.3%
%H (All HH)		89.7%	46.2%	9.0%	59.0%	26.9%	32.1%
%H (TV HH)			51.4%	10.0%	65.7%	30.0%	35.7%
25 - 34	309	289	182	46	167	105	63
%V	15.1%	14.6%	19.0%	16.7%	11.5%	15.1%	8.3%
%H (All HH)		93.5%	58.9%	14.9%	54.0%	34.0%	20.4%
%H (TV HH)			63.0%	15.9%	57.8%	36.3%	21.8%
35 - 44	351	340	199	54	220	133	87
%V	17.1%	17.1%	20.8%	19.6%	15.1%	19.1%	11.4%
%H (All HH)		96.9%	56.7%	15.4%	62.7%	37.9%	24.8%
%H (TV HH)			58.5%	15.9%	64.7%	39.1%	25.6%
45 - 54	385	378	182	65	277	145	132
%V	18.8%	19.1%	19.0%	23.6%	19.0%	20.9%	17.4%
%H (All HH)		98.2%	47.3%	16.9%	71.9%	37.7%	34.3%
%H (TV HH)			48.1%	17.2%	73.3%	38.4%	34.9%
55 - 64	338	329	150	47	258	122	136
%V	16.5%	16.6%	15.7%	17.0%	17.7%	17.6%	17.9%
%H (All HH)		97.3%	44.4%	13.9%	76.3%	36.1%	40.2%
%H (TV HH)			45.6%	14.3%	78.4%	37.1%	41.3%
65 +	589	577	210	56	486	169	318
%V	28.7%	29.1%	21.9%	20.3%	33.4%	24.3%	41.8%
%H (All HH)		98.0%	35.7%	9.5%	82.5%	28.7%	54.0%
%H (TV HH)			36.4%	9.7%	84.2%	29.3%	55.1%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
1	679	644	206	72	518	152	366
%V	33.1%	32.5%	21.5%	26.1%	35.6%	21.9%	48.2%
%H (All HH)		94.8%	30.3%	10.6%	76.3%	22.4%	53.9%
%H (TV HH)			32.0%	11.2%	80.4%	23.6%	56.8%
2	665	646	331	95	472	248	223
%V	32.4%	32.6%	34.6%	34.4%	32.4%	35.7%	29.3%
%H (All HH)		97.1%	49.8%	14.3%	71.0%	37.3%	33.5%
%H (TV HH)			51.2%	14.7%	73.1%	38.4%	34.5%
3	301	294	174	45	197	121	76
%V	14.7%	14.8%	18.2%	16.3%	13.5%	17.4%	10.0%
%H (All HH)		97.7%	57.8%	15.0%	65.4%	40.2%	25.2%
%H (TV HH)			59.2%	15.3%	67.0%	41.2%	25.9%
4	268	265	159	42	186	119	67
%V	13.1%	13.4%	16.6%	15.2%	12.8%	17.1%	8.8%
%H (All HH)		98.9%	59.3%	15.7%	69.4%	44.4%	25.0%
%H (TV HH)			60.0%	15.8%	70.2%	44.9%	25.3%
5+	136	134	87	23	83	55	28
%V	6.6%	6.8%	9.1%	8.3%	5.7%	7.9%	3.7%
%H (All HH)		98.5%	64.0%	16.9%	61.0%	40.4%	20.6%
%H (TV HH)			64.9%	17.2%	61.9%	41.0%	20.9%
Average HH size	2.31	2.33	2.62	2.49	2.23	2.57	1.92

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%V (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Without	1544	1486	648	195	1140	493	647
%V	75.3%	74.9%	67.6%	70.7%	78.4%	70.9%	85.1%
%H (All HH)		96.2%	42.0%	12.6%	73.8%	31.9%	41.9%
%H (TV HH)			43.6%	13.1%	76.7%	33.2%	43.5%
With	505	496	310	80	315	202	114
%V	24.6%	25.0%	32.4%	29.0%	21.6%	29.1%	15.0%
%H (All HH)		98.2%	61.4%	15.8%	62.4%	40.0%	22.6%
%H (TV HH)			62.5%	16.1%	63.5%	40.7%	23.0%
0 - 3	199	194	124	28	117	73	44
%V	9.7%	9.8%	12.9%	10.1%	8.0%	10.5%	5.8%
%H (All HH)		97.5%	62.3%	14.1%	58.8%	36.7%	22.1%
%H (TV HH)			63.9%	14.4%	60.3%	37.6%	22.7%
4 - 9	244	241	154	41	148	95	54
%V	11.9%	12.2%	16.1%	14.9%	10.2%	13.7%	7.1%
%H (All HH)		98.8%	63.1%	16.8%	60.7%	38.9%	22.1%
%H (TV HH)			63.9%	17.0%	61.4%	39.4%	22.4%
10 - 15	241	237	145	42	161	107	54
%V	11.8%	12.0%	15.1%	15.2%	11.1%	15.4%	7.1%
%H (All HH)		98.3%	60.2%	17.4%	66.8%	44.4%	22.4%
%H (TV HH)			61.2%	17.7%	67.9%	45.1%	22.8%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
1	759	759	301	98	487	134	354
%V	37.0%	38.3%	31.4%	35.5%	33.5%	19.3%	46.6%
%H (All HH)		100.0%	39.7%	12.9%	64.2%	17.7%	46.6%
%H (TV HH)			39.7%	12.9%	64.2%	17.7%	46.6%
2	673	673	333	90	512	251	261
%V	32.8%	33.9%	34.8%	32.6%	35.2%	36.1%	34.3%
%H (All HH)		100.0%	49.5%	13.4%	76.1%	37.3%	38.8%
%H (TV HH)			49.5%	13.4%	76.1%	37.3%	38.8%
3	343	343	190	59	278	181	97
%V	16.7%	17.3%	19.8%	21.4%	19.1%	26.0%	12.8%
%H (All HH)		100.0%	55.4%	17.2%	81.0%	52.8%	28.3%
%H (TV HH)			55.4%	17.2%	81.0%	52.8%	28.3%
4	134	134	83	17	116	81	35
%V	6.5%	6.8%	8.7%	6.2%	8.0%	11.7%	4.6%
%H (All HH)		100.0%	61.9%	12.7%	86.6%	60.4%	26.1%
%H (TV HH)			61.9%	12.7%	86.6%	60.4%	26.1%
5+	73	73	51	12	62	49	13
%V	3.6%	3.7%	5.3%	4.3%	4.3%	7.1%	1.7%
%H (All HH)		100.0%	69.9%	16.4%	84.9%	67.1%	17.8%
%H (TV HH)			69.9%	16.4%	84.9%	67.1%	17.8%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Under 20"	592	592	263	83	520	267	253
%V	28.9%	29.9%	27.5%	30.1%	35.7%	38.4%	33.3%
%H (All HH)		100.0%	44.4%	14.0%	87.8%	45.1%	42.7%
%H (TV HH)			44.4%	14.0%	87.8%	45.1%	42.7%
20" - 29"	779	779	356	103	627	300	327
%V	38.0%	39.3%	37.2%	37.3%	43.1%	43.2%	43.0%
%H (All HH)		100.0%	45.7%	13.2%	80.5%	38.5%	42.0%
%H (TV HH)			45.7%	13.2%	80.5%	38.5%	42.0%
30" - 39"	1009	1009	512	136	768	395	373
%V	49.2%	50.9%	53.4%	49.3%	52.8%	56.8%	49.1%
%H (All HH)		100.0%	50.7%	13.5%	76.1%	39.1%	37.0%
%H (TV HH)			50.7%	13.5%	76.1%	39.1%	37.0%
40" and over	770	770	492	118	529	356	173
%V	37.6%	38.8%	51.4%	42.8%	36.4%	51.2%	22.8%
%H (All HH)		100.0%	63.9%	15.3%	68.7%	46.2%	22.5%
%H (TV HH)			63.9%	15.3%	68.7%	46.2%	22.5%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Main living room	1946	1946	946	274	1434	688	746
%V	94.9%	98.1%	98.7%	99.3%	98.6%	99.0%	98.2%
%H (All HH)		100.0%	48.6%	14.1%	73.7%	35.4%	38.3%
%H (TV HH)			48.6%	14.1%	73.7%	35.4%	38.3%
Kitchen	263	263	131	35	234	132	102
%V	12.8%	13.3%	13.7%	12.7%	16.1%	19.0%	13.4%
%H (All HH)		100.0%	49.8%	13.3%	89.0%	50.2%	38.8%
%H (TV HH)			49.8%	13.3%	89.0%	50.2%	38.8%
Adult's bedroom	815	815	456	119	672	418	253
%V	39.8%	41.1%	47.6%	43.1%	46.2%	60.1%	33.3%
%H (All HH)		100.0%	56.0%	14.6%	82.5%	51.3%	31.0%
%H (TV HH)			56.0%	14.6%	82.5%	51.3%	31.0%
Child's bedroom	164	164	103	27	136	99	37
%V	8.0%	8.3%	10.8%	9.8%	9.3%	14.2%	4.9%
%H (All HH)		100.0%	62.8%	16.5%	82.9%	60.4%	22.6%
%H (TV HH)			62.8%	16.5%	82.9%	60.4%	22.6%
Other bedroom	113	113	69	15	92	60	32
%V	5.5%	5.7%	7.2%	5.4%	6.3%	8.6%	4.2%
%H (All HH)		100.0%	61.1%	13.3%	81.4%	53.1%	28.3%
%H (TV HH)			61.1%	13.3%	81.4%	53.1%	28.3%
Second living/dining room	175	175	103	23	149	97	52
%V	8.5%	8.8%	10.8%	8.3%	10.2%	14.0%	6.8%
%H (All HH)		100.0%	58.9%	13.1%	85.1%	55.4%	29.7%
%H (TV HH)			58.9%	13.1%	85.1%	55.4%	29.7%
Study/office	44	44	26	4	37	24	14
%V	2.1%	2.2%	2.7%	1.4%	2.5%	3.5%	1.8%
%H (All HH)		100.0%	59.1%	9.1%	84.1%	54.5%	31.8%
%H (TV HH)			59.1%	9.1%	84.1%	54.5%	31.8%
TV room	20	20	10	5	15	10	5
%V	1.0%	1.0%	1.0%	1.8%	1.0%	1.4%	0.7%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%
Conservatory	38	38	19	8	33	22	11
%V	1.9%	1.9%	2.0%	2.9%	2.3%	3.2%	1.4%
%H (All HH)		100.0%	50.0%	21.1%	86.8%	57.9%	28.9%
%H (TV HH)			50.0%	21.1%	86.8%	57.9%	28.9%
Attic or loft room	5	5	4	2	5	4	1
%V	0.2%	0.3%	0.4%	0.7%	0.3%	0.6%	0.1%
%H (All HH)		100.0%	80.0%	40.0%	100.0%	80.0%	20.0%
%H (TV HH)			80.0%	40.0%	100.0%	80.0%	20.0%
No specific location	10	10	5	0	7	4	3
%V	0.5%	0.5%	0.5%	0.0%	0.5%	0.6%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	70.0%	40.0%	30.0%
%H (TV HH)			50.0%	0.0%	70.0%	40.0%	30.0%
Other	18	18	10	1	15	8	7
%V	0.9%	0.9%	1.0%	0.4%	1.0%	1.2%	0.9%
%H (All HH)		100.0%	55.6%	5.6%	83.3%	44.4%	38.9%
%H (TV HH)			55.6%	5.6%	83.3%	44.4%	38.9%

Base: ITV East of England - Households (000s)

%V = percentage 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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ITV East of England

Household level data

Table 9.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
PVR	1143	1143	782	173	762	556	206
%V	55.8%	57.6%	81.6%	62.7%	52.4%	80.0%	27.1%
%H (All HH)		100.0%	68.4%	15.1%	66.7%	48.6%	18.0%
%H (TV HH)			68.4%	15.1%	66.7%	48.6%	18.0%
DVDR	243	243	145	35	200	135	65
%V	11.9%	12.3%	15.1%	12.7%	13.7%	19.4%	8.6%
%H (All HH)		100.0%	59.7%	14.4%	82.3%	55.6%	26.7%
%H (TV HH)			59.7%	14.4%	82.3%	55.6%	26.7%
VCR	137	137	64	21	111	58	53
%V	6.7%	6.9%	6.7%	7.6%	7.6%	8.3%	7.0%
%H (All HH)		100.0%	46.7%	15.3%	81.0%	42.3%	38.7%
%H (TV HH)			46.7%	15.3%	81.0%	42.3%	38.7%
Any recorder	1246	1246	808	186	851	578	272
%V	60.8%	62.8%	84.3%	67.4%	58.5%	83.2%	35.8%
%H (All HH)		100.0%	64.8%	14.9%	68.3%	46.4%	21.8%
%H (TV HH)			64.8%	14.9%	68.3%	46.4%	21.8%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Household level data

Table 9.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Receives HDTV (via STB or built-in reception)	996	996	589	197	701	471	230
%V	48.6%	50.2%	61.5%	71.4%	48.2%	67.8%	30.3%
%H (All HH)		100.0%	59.1%	19.8%	70.4%	47.3%	23.1%
%H (TV HH)			59.1%	19.8%	70.4%	47.3%	23.1%
DVD/Blu-ray player or recorder	1472	1472	791	224	1064	585	479
%V	71.8%	74.2%	82.6%	81.2%	73.1%	84.2%	63.0%
%H (All HH)		100.0%	53.7%	15.2%	72.3%	39.7%	32.5%
%H (TV HH)			53.7%	15.2%	72.3%	39.7%	32.5%

Base: ITV East of England - Households (000s)

%V = percentage 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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ITV East of England

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2050	1983	958	276	1455	695	760
%H (All HH)		96.7%	46.7%	13.5%	71.0%	33.9%	37.1%
%H (TV HH)			48.3%	13.9%	73.4%	35.0%	38.3%
Has PC or Laptop	1615	1570	842	247	1106	614	492
%V	78.8%	79.2%	87.9%	89.5%	76.0%	88.3%	64.7%
%H (All HH)		97.2%	52.1%	15.3%	68.5%	38.0%	30.5%
%H (TV HH)			53.6%	15.7%	70.4%	39.1%	31.3%
Has broadband internet	1533	1492	817	239	1054	605	449
%V	74.8%	75.2%	85.3%	86.6%	72.4%	87.1%	59.1%
%H (All HH)		97.3%	53.3%	15.6%	68.8%	39.5%	29.3%
%H (TV HH)			54.8%	16.0%	70.6%	40.5%	30.1%

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Set level data
Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4063	2145	583	3144	1767	1377
%H		52.8%	14.3%	77.4%	43.5%	33.9%
Under 20"	799	372	113	713	393	320
%V	19.7%	17.3%	19.4%	22.7%	22.2%	23.2%
%H		46.6%	14.1%	89.2%	49.2%	40.1%
20" - 29"	948	444	129	778	393	385
%V	23.3%	20.7%	22.1%	24.7%	22.2%	28.0%
%H		46.8%	13.6%	82.1%	41.5%	40.6%
30" - 39"	1167	611	159	899	484	415
%V	28.7%	28.5%	27.3%	28.6%	27.4%	30.1%
%H		52.4%	13.6%	77.0%	41.5%	35.6%
40" and over	865	553	133	598	405	193
%V	21.3%	25.8%	22.8%	19.0%	22.9%	14.0%
%H		63.9%	15.4%	69.1%	46.8%	22.3%
Don't know	43	25	10	34	23	12
%V	1.1%	1.2%	1.7%	1.1%	1.3%	0.9%
%H		58.1%	23.3%	79.1%	53.5%	27.9%
Not Asked	241	140	39	122	69	52
%V	5.9%	6.5%	6.7%	3.9%	3.9%	3.8%
%H		58.1%	16.2%	50.6%	28.6%	21.6%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4063	2145	583	3144	1767	1377
%H		52.8%	14.3%	77.4%	43.5%	33.9%
Main living room	1966	952	275	1454	694	759
%V	48.4%	44.4%	47.2%	46.2%	39.3%	55.1%
%H		48.4%	14.0%	74.0%	35.3%	38.6%
Kitchen	265	132	35	235	132	103
%V	6.5%	6.2%	6.0%	7.5%	7.5%	7.5%
%H		49.8%	13.2%	88.7%	49.8%	38.9%
Adult's bedroom	931	530	137	780	500	280
%V	22.9%	24.7%	23.5%	24.8%	28.3%	20.3%
%H		56.9%	14.7%	83.8%	53.7%	30.1%
Child's bedroom	217	134	37	182	132	50
%V	5.3%	6.2%	6.3%	5.8%	7.5%	3.6%
%H		61.8%	17.1%	83.9%	60.8%	23.0%
Other bedroom	128	77	15	105	66	38
%V	3.2%	3.6%	2.6%	3.3%	3.7%	2.8%
%H		60.2%	11.7%	82.0%	51.6%	29.7%
Second living/dining room	177	104	23	152	99	53
%V	4.4%	4.8%	3.9%	4.8%	5.6%	3.8%
%H		58.8%	13.0%	85.9%	55.9%	29.9%
Study/office	45	26	5	38	24	14
%V	1.1%	1.2%	0.9%	1.2%	1.4%	1.0%
%H		57.8%	11.1%	84.4%	53.3%	31.1%
TV room	20	10	5	15	10	5
%V	0.5%	0.5%	0.9%	0.5%	0.6%	0.4%
%H		50.0%	25.0%	75.0%	50.0%	25.0%
Conservatory	38	19	8	33	22	11
%V	0.9%	0.9%	1.4%	1.0%	1.2%	0.8%
%H		50.0%	21.1%	86.8%	57.9%	28.9%
Attic or loft room	5	4	2	5	4	1
%V	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%
%H		80.0%	40.0%	100.0%	80.0%	20.0%
No specific location	11	6	0	7	4	3
%V	0.3%	0.3%	0.0%	0.2%	0.2%	0.2%
%H		54.5%	0.0%	63.6%	36.4%	27.3%
Other	20	11	1	17	9	8
%V	0.5%	0.5%	0.2%	0.5%	0.5%	0.6%
%H		55.0%	5.0%	85.0%	45.0%	40.0%
Not Asked	241	140	39	122	69	52
%V	5.9%	6.5%	6.7%	3.9%	3.9%	3.8%
%H		58.1%	16.2%	50.6%	28.6%	21.6%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4063	2145	583	3144	1767	1377
%H		52.8%	14.3%	77.4%	43.5%	33.9%
PVR	1462	1039	218	983	752	231
%V	36.0%	48.4%	37.4%	31.3%	42.6%	16.8%
%H		71.1%	14.9%	67.2%	51.4%	15.8%
DVDR	300	189	41	251	180	71
%V	7.4%	8.8%	7.0%	8.0%	10.2%	5.2%
%H		63.0%	13.7%	83.7%	60.0%	23.7%
VCR	148	69	24	119	63	56
%V	3.6%	3.2%	4.1%	3.8%	3.6%	4.1%
%H		46.6%	16.2%	80.4%	42.6%	37.8%
Any recorder	1619	1098	237	1118	808	310
%V	39.8%	51.2%	40.7%	35.6%	45.7%	22.5%
%H		67.8%	14.6%	69.1%	49.9%	19.1%

Base: ITV East of England - 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
	HH	HH	HH	HH	HH	HH
Total Sets	4063	2145	583	3144	1767	1377
%H		52.8%	14.3%	77.4%	43.5%	33.9%
Receives HDTV (via STB or built-in reception)	1357	798	269	980	663	317
%V	33.4%	37.2%	46.1%	31.2%	37.5%	23.0%
%H		58.8%	19.8%	72.2%	48.9%	23.4%
DVD/Blu-ray player or recorder	2148	1208	336	1615	974	641
%V	52.9%	56.3%	57.6%	51.4%	55.1%	46.6%
%H		56.2%	15.6%	75.2%	45.3%	29.8%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Set level data
Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1981	958	276	1455	695	759
%H		48.4%	13.9%	73.4%	35.1%	38.3%
Under 20"	56	4	5	52	4	48
%V	2.8%	0.4%	1.8%	3.6%	0.6%	6.3%
%H		7.1%	8.9%	92.9%	7.1%	85.7%
20" - 29"	371	111	45	287	72	216
%V	18.7%	11.6%	16.3%	19.7%	10.4%	28.5%
%H		29.9%	12.1%	77.4%	19.4%	58.2%
30" - 39"	789	363	106	600	273	327
%V	39.8%	37.9%	38.4%	41.2%	39.3%	43.1%
%H		46.0%	13.4%	76.0%	34.6%	41.4%
40" and over	741	474	116	506	342	164
%V	37.4%	49.5%	42.0%	34.8%	49.2%	21.6%
%H		64.0%	15.7%	68.3%	46.2%	22.1%
Don't know	15	7	3	10	4	6
%V	0.8%	0.7%	1.1%	0.7%	0.6%	0.8%
%H		46.7%	20.0%	66.7%	26.7%	40.0%
Not Asked	9	0	1	0	0	0
%V	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%
%H		0.0%	11.1%	0.0%	0.0%	0.0%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1981	958	276	1455	695	759
%H		48.4%	13.9%	73.4%	35.1%	38.3%
PVR	1112	767	169	734	540	194
%V	56.1%	80.1%	61.2%	50.4%	77.7%	25.6%
%H		69.0%	15.2%	66.0%	48.6%	17.4%
DVDR	222	131	31	183	123	61
%V	11.2%	13.7%	11.2%	12.6%	17.7%	8.0%
%H		59.0%	14.0%	82.4%	55.4%	27.5%
VCR	121	56	16	97	47	50
%V	6.1%	5.8%	5.8%	6.7%	6.8%	6.6%
%H		46.3%	13.2%	80.2%	38.8%	41.3%
Any recorder	1216	796	180	823	564	259
%V	61.4%	83.1%	65.2%	56.6%	81.2%	34.1%
%H		65.5%	14.8%	67.7%	46.4%	21.3%

Base: ITV East of England - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	1981	958	276	1455	695	759
%H		48.4%	13.9%	73.4%	35.1%	38.3%
Receives HDTV (via STB or built-in reception)	955	571	190	665	453	212
%V	48.2%	59.6%	68.8%	45.7%	65.2%	27.9%
%H		59.8%	19.9%	69.6%	47.4%	22.2%
DVD/Blu-ray player or recorder	1383	745	210	991	545	446
%V	69.8%	77.8%	76.1%	68.1%	78.4%	58.8%
%H		53.9%	15.2%	71.7%	39.4%	32.2%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2081	1187	307	1689	1072	617
%H		57.0%	14.8%	81.2%	51.5%	29.6%
Under 20"	743	368	108	661	388	273
%V	35.7%	31.0%	35.2%	39.1%	36.2%	44.2%
%H		49.5%	14.5%	89.0%	52.2%	36.7%
20" - 29"	577	333	83	490	321	170
%V	27.7%	28.1%	27.0%	29.0%	29.9%	27.6%
%H		57.7%	14.4%	84.9%	55.6%	29.5%
30" - 39"	378	248	53	300	211	89
%V	18.2%	20.9%	17.3%	17.8%	19.7%	14.4%
%H		65.6%	14.0%	79.4%	55.8%	23.5%
40" and over	123	79	17	93	64	29
%V	5.9%	6.7%	5.5%	5.5%	6.0%	4.7%
%H		64.2%	13.8%	75.6%	52.0%	23.6%
Don't know	28	18	7	24	18	6
%V	1.3%	1.5%	2.3%	1.4%	1.7%	1.0%
%H		64.3%	25.0%	85.7%	64.3%	21.4%
Not Asked	232	141	39	121	70	50
%V	11.1%	11.9%	12.7%	7.2%	6.5%	8.1%
%H		60.8%	16.8%	52.2%	30.2%	21.6%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2081	1187	307	1689	1072	617
%H		57.0%	14.8%	81.2%	51.5%	29.6%
PVR	350	272	49	249	213	36
%V	16.8%	22.9%	16.0%	14.7%	19.9%	5.8%
%H		77.7%	14.0%	71.1%	60.9%	10.3%
DVDR	78	58	10	68	57	11
%V	3.7%	4.9%	3.3%	4.0%	5.3%	1.8%
%H		74.4%	12.8%	87.2%	73.1%	14.1%
VCR	27	13	9	21	16	6
%V	1.3%	1.1%	2.9%	1.2%	1.5%	1.0%
%H		48.1%	33.3%	77.8%	59.3%	22.2%
Any recorder	403	302	57	295	244	51
%V	19.4%	25.4%	18.6%	17.5%	22.8%	8.3%
%H		74.9%	14.1%	73.2%	60.5%	12.7%

Base: ITV East of England - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	2081	1187	307	1689	1072	617
%H		57.0%	14.8%	81.2%	51.5%	29.6%
Receives HDTV (via STB or built-in reception)	402	227	79	316	210	106
%V	19.3%	19.1%	25.7%	18.7%	19.6%	17.2%
%H		56.5%	19.7%	78.6%	52.2%	26.4%
DVD/Blu-ray player or recorder	765	462	126	624	429	195
%V	36.8%	38.9%	41.0%	36.9%	40.0%	31.6%
%H		60.4%	16.5%	81.6%	56.1%	25.5%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4739	4618	2515	686	3247	1787	1460
%H		97.4%	53.1%	14.5%	68.5%	37.7%	30.8%
Total Children	909	894	565	150	567	373	194
%V	19.2%	19.4%	22.5%	21.9%	17.5%	20.9%	13.3%
%H		98.3%	62.2%	16.5%	62.4%	41.0%	21.3%
0 - 3	244	238	153	37	142	90	52
%V	5.1%	5.2%	6.1%	5.4%	4.4%	5.0%	3.6%
%H		97.5%	62.7%	15.2%	58.2%	36.9%	21.3%
4 - 15	665	657	413	113	424	283	142
%V	14.0%	14.2%	16.4%	16.5%	13.1%	15.8%	9.7%
%H		98.8%	62.1%	17.0%	63.8%	42.6%	21.4%
4 - 9	336	334	211	61	203	135	68
%V	7.1%	7.2%	8.4%	8.9%	6.3%	7.6%	4.7%
%H		99.4%	62.8%	18.2%	60.4%	40.2%	20.2%
10 - 15	329	323	201	52	221	148	73
%V	6.9%	7.0%	8.0%	7.6%	6.8%	8.3%	5.0%
%H		98.2%	61.1%	15.8%	67.2%	45.0%	22.2%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4739	4618	2515	686	3247	1787	1460
%H		97.4%	53.1%	14.5%	68.5%	37.7%	30.8%
Total Adults (16+)	3831	3724	1950	536	2680	1414	1267
%V	80.8%	80.6%	77.5%	78.1%	82.5%	79.1%	86.8%
%H		97.2%	50.9%	14.0%	70.0%	36.9%	33.1%
16 - 19	211	209	123	33	142	91	51
%V	4.5%	4.5%	4.9%	4.8%	4.4%	5.1%	3.5%
%H		99.1%	58.3%	15.6%	67.3%	43.1%	24.2%
20 - 24	268	251	132	26	183	92	91
%V	5.7%	5.4%	5.2%	3.8%	5.6%	5.1%	6.2%
%H		93.7%	49.3%	9.7%	68.3%	34.3%	34.0%
25 - 34	637	603	388	97	344	220	124
%V	13.4%	13.1%	15.4%	14.1%	10.6%	12.3%	8.5%
%H		94.7%	60.9%	15.2%	54.0%	34.5%	19.5%
35 - 44	628	611	372	103	395	253	142
%V	13.3%	13.2%	14.8%	15.0%	12.2%	14.2%	9.7%
%H		97.3%	59.2%	16.4%	62.9%	40.3%	22.6%
45 - 54	660	648	332	101	477	258	219
%V	13.9%	14.0%	13.2%	14.7%	14.7%	14.4%	15.0%
%H		98.2%	50.3%	15.3%	72.3%	39.1%	33.2%
55 - 64	567	556	266	87	433	222	211
%V	12.0%	12.0%	10.6%	12.7%	13.3%	12.4%	14.5%
%H		98.1%	46.9%	15.3%	76.4%	39.2%	37.2%
65+	860	845	337	90	707	278	429
%V	18.1%	18.3%	13.4%	13.1%	21.8%	15.6%	29.4%
%H		98.3%	39.2%	10.5%	82.2%	32.3%	49.9%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Individual level data
Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3831	3724	1950	536	2680	1414	1267
%H		97.2%	50.9%	14.0%	70.0%	36.9%	33.1%
AB	955	931	493	120	695	375	321
%V	24.9%	25.0%	25.3%	22.4%	25.9%	26.5%	25.3%
%H		97.5%	51.6%	12.6%	72.8%	39.3%	33.6%
C1	1083	1051	552	193	722	400	322
%V	28.3%	28.2%	28.3%	36.0%	26.9%	28.3%	25.4%
%H		97.0%	51.0%	17.8%	66.7%	36.9%	29.7%
C2	929	913	501	118	671	376	295
%V	24.2%	24.5%	25.7%	22.0%	25.0%	26.6%	23.3%
%H		98.3%	53.9%	12.7%	72.2%	40.5%	31.8%
D	571	551	298	69	376	186	190
%V	14.9%	14.8%	15.3%	12.9%	14.0%	13.2%	15.0%
%H		96.5%	52.2%	12.1%	65.8%	32.6%	33.3%
E	293	278	107	36	215	77	138
%V	7.6%	7.5%	5.5%	6.7%	8.0%	5.4%	10.9%
%H		94.9%	36.5%	12.3%	73.4%	26.3%	47.1%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3831	3724	1950	536	2680	1414	1267
%H		97.2%	50.9%	14.0%	70.0%	36.9%	33.1%
Working full time	1738	1697	984	277	1140	685	455
%V	45.4%	45.6%	50.5%	51.7%	42.5%	48.4%	35.9%
%H		97.6%	56.6%	15.9%	65.6%	39.4%	26.2%
Working part time	448	440	246	63	317	180	136
%V	11.7%	11.8%	12.6%	11.8%	11.8%	12.7%	10.7%
%H		98.2%	54.9%	14.1%	70.8%	40.2%	30.4%
Not working	1645	1587	720	195	1224	549	675
%V	42.9%	42.6%	36.9%	36.4%	45.7%	38.8%	53.3%
%H		96.5%	43.8%	11.9%	74.4%	33.4%	41.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1899	1839	995	255	1317	715	602
%H		96.8%	52.4%	13.4%	69.4%	37.7%	31.7%
16 - 19	112	111	71	12	75	48	27
%V	5.9%	6.0%	7.1%	4.7%	5.7%	6.7%	4.5%
%H		99.1%	63.4%	10.7%	67.0%	42.9%	24.1%
20 - 24	139	131	61	14	103	47	55
%V	7.3%	7.1%	6.1%	5.5%	7.8%	6.6%	9.1%
%H		94.2%	43.9%	10.1%	74.1%	33.8%	39.6%
25 - 34	328	308	199	44	174	107	67
%V	17.3%	16.7%	20.0%	17.3%	13.2%	15.0%	11.1%
%H		93.9%	60.7%	13.4%	53.0%	32.6%	20.4%
35 - 44	318	306	188	53	194	126	68
%V	16.7%	16.6%	18.9%	20.8%	14.7%	17.6%	11.3%
%H		96.2%	59.1%	16.7%	61.0%	39.6%	21.4%
45 - 54	321	317	163	44	237	126	110
%V	16.9%	17.2%	16.4%	17.3%	18.0%	17.6%	18.3%
%H		98.8%	50.8%	13.7%	73.8%	39.3%	34.3%
55 - 64	276	270	131	47	205	109	96
%V	14.5%	14.7%	13.2%	18.4%	15.6%	15.2%	15.9%
%H		97.8%	47.5%	17.0%	74.3%	39.5%	34.8%
65+	405	397	182	42	330	152	178
%V	21.3%	21.6%	18.3%	16.5%	25.1%	21.3%	29.6%
%H		98.0%	44.9%	10.4%	81.5%	37.5%	44.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Individual level data
Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1899	1839	995	255	1317	715	602
%H		96.8%	52.4%	13.4%	69.4%	37.7%	31.7%
AB	493	480	256	61	360	196	165
%V	26.0%	26.1%	25.7%	23.9%	27.3%	27.4%	27.4%
%H		97.4%	51.9%	12.4%	73.0%	39.8%	33.5%
C1	506	486	269	86	331	192	139
%V	26.6%	26.4%	27.0%	33.7%	25.1%	26.9%	23.1%
%H		96.0%	53.2%	17.0%	65.4%	37.9%	27.5%
C2	498	490	275	57	357	198	159
%V	26.2%	26.6%	27.6%	22.4%	27.1%	27.7%	26.4%
%H		98.4%	55.2%	11.4%	71.7%	39.8%	31.9%
D	289	280	156	34	191	98	93
%V	15.2%	15.2%	15.7%	13.3%	14.5%	13.7%	15.4%
%H		96.9%	54.0%	11.8%	66.1%	33.9%	32.2%
E	113	103	40	17	78	31	47
%V	6.0%	5.6%	4.0%	6.7%	5.9%	4.3%	7.8%
%H		91.2%	35.4%	15.0%	69.0%	27.4%	41.6%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1899	1839	995	255	1317	715	602
%H		96.8%	52.4%	13.4%	69.4%	37.7%	31.7%
Working full time	1138	1110	647	167	751	445	306
%V	59.9%	60.4%	65.0%	65.5%	57.0%	62.2%	50.8%
%H		97.5%	56.9%	14.7%	66.0%	39.1%	26.9%
Working part time	92	89	44	11	66	31	34
%V	4.8%	4.8%	4.4%	4.3%	5.0%	4.3%	5.6%
%H		96.7%	47.8%	12.0%	71.7%	33.7%	37.0%
Not working	669	641	304	77	501	239	261
%V	35.2%	34.9%	30.6%	30.2%	38.0%	33.4%	43.4%
%H		95.8%	45.4%	11.5%	74.9%	35.7%	39.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1931	1885	955	281	1363	698	665
%H		97.6%	49.5%	14.6%	70.6%	36.1%	34.4%
16 - 19	99	97	53	21	67	43	24
%V	5.1%	5.1%	5.5%	7.5%	4.9%	6.2%	3.6%
%H		98.0%	53.5%	21.2%	67.7%	43.4%	24.2%
20 - 24	129	120	71	12	80	45	36
%V	6.7%	6.4%	7.4%	4.3%	5.9%	6.4%	5.4%
%H		93.0%	55.0%	9.3%	62.0%	34.9%	27.9%
25 - 34	308	296	189	52	171	113	57
%V	16.0%	15.7%	19.8%	18.5%	12.5%	16.2%	8.6%
%H		96.1%	61.4%	16.9%	55.5%	36.7%	18.5%
35 - 44	310	306	184	50	200	127	73
%V	16.1%	16.2%	19.3%	17.8%	14.7%	18.2%	11.0%
%H		98.7%	59.4%	16.1%	64.5%	41.0%	23.5%
45 - 54	339	331	170	57	240	132	108
%V	17.6%	17.6%	17.8%	20.3%	17.6%	18.9%	16.2%
%H		97.6%	50.1%	16.8%	70.8%	38.9%	31.9%
55 - 64	291	286	134	40	228	112	115
%V	15.1%	15.2%	14.0%	14.2%	16.7%	16.0%	17.3%
%H		98.3%	46.0%	13.7%	78.4%	38.5%	39.5%
65+	456	448	154	48	377	126	251
%V	23.6%	23.8%	16.1%	17.1%	27.7%	18.1%	37.7%
%H		98.2%	33.8%	10.5%	82.7%	27.6%	55.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1931	1885	955	281	1363	698	665
%H		97.6%	49.5%	14.6%	70.6%	36.1%	34.4%
AB	462	451	237	59	335	179	156
%V	23.9%	23.9%	24.8%	21.0%	24.6%	25.6%	23.5%
%H		97.6%	51.3%	12.8%	72.5%	38.7%	33.8%
C1	577	565	282	107	392	208	184
%V	29.9%	30.0%	29.5%	38.1%	28.8%	29.8%	27.7%
%H		97.9%	48.9%	18.5%	67.9%	36.0%	31.9%
C2	430	422	227	61	314	178	136
%V	22.3%	22.4%	23.8%	21.7%	23.0%	25.5%	20.5%
%H		98.1%	52.8%	14.2%	73.0%	41.4%	31.6%
D	282	271	142	35	185	88	97
%V	14.6%	14.4%	14.9%	12.5%	13.6%	12.6%	14.6%
%H		96.1%	50.4%	12.4%	65.6%	31.2%	34.4%
E	180	175	66	19	137	46	92
%V	9.3%	9.3%	6.9%	6.8%	10.1%	6.6%	13.8%
%H		97.2%	36.7%	10.6%	76.1%	25.6%	51.1%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV East of England
Individual level data
Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1931	1885	955	281	1363	698	665
%H		97.6%	49.5%	14.6%	70.6%	36.1%	34.4%
Working full time	600	588	337	110	389	240	149
%V	31.1%	31.2%	35.3%	39.1%	28.5%	34.4%	22.4%
%H		98.0%	56.2%	18.3%	64.8%	40.0%	24.8%
Working part time	356	351	202	52	251	149	102
%V	18.4%	18.6%	21.2%	18.5%	18.4%	21.3%	15.3%
%H		98.6%	56.7%	14.6%	70.5%	41.9%	28.7%
Not working	976	946	416	119	723	309	414
%V	50.5%	50.2%	43.6%	42.3%	53.0%	44.3%	62.3%
%H		96.9%	42.6%	12.2%	74.1%	31.7%	42.4%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
AB	203	197	82	13	158	57	101
%V	25.1%	25.5%	25.6%	19.4%	25.9%	24.9%	26.4%
%H (All HH)		97.0%	40.4%	6.4%	77.8%	28.1%	49.8%
%H (TV HH)			41.6%	6.6%	80.2%	28.9%	51.3%
C1	247	233	92	23	185	68	117
%V	30.5%	30.1%	28.8%	34.3%	30.3%	29.7%	30.6%
%H (All HH)		94.3%	37.2%	9.3%	74.9%	27.5%	47.4%
%H (TV HH)			39.5%	9.9%	79.4%	29.2%	50.2%
C2	185	178	83	19	139	64	75
%V	22.8%	23.0%	25.9%	28.4%	22.7%	27.9%	19.6%
%H (All HH)		96.2%	44.9%	10.3%	75.1%	34.6%	40.5%
%H (TV HH)			46.6%	10.7%	78.1%	36.0%	42.1%
D	95	92	39	9	66	24	42
%V	11.7%	11.9%	12.2%	13.4%	10.8%	10.5%	11.0%
%H (All HH)		96.8%	41.1%	9.5%	69.5%	25.3%	44.2%
%H (TV HH)			42.4%	9.8%	71.7%	26.1%	45.7%
E	80	74	24	3	63	16	47
%V	9.9%	9.6%	7.5%	4.5%	10.3%	7.0%	12.3%
%H (All HH)		92.5%	30.0%	3.8%	78.8%	20.0%	58.8%
%H (TV HH)			32.4%	4.1%	85.1%	21.6%	63.5%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Under 25	38	32	10	3	22	5	17
%V	4.7%	4.1%	3.1%	4.5%	3.6%	2.2%	4.5%
%H (All HH)		84.2%	26.3%	7.9%	57.9%	13.2%	44.7%
%H (TV HH)			31.3%	9.4%	68.8%	15.6%	53.1%
25 - 34	100	94	46	14	65	33	32
%V	12.3%	12.1%	14.4%	20.9%	10.6%	14.4%	8.4%
%H (All HH)		94.0%	46.0%	14.0%	65.0%	33.0%	32.0%
%H (TV HH)			48.9%	14.9%	69.1%	35.1%	34.0%
35 - 44	120	114	52	13	88	40	48
%V	14.8%	14.7%	16.3%	19.4%	14.4%	17.5%	12.6%
%H (All HH)		95.0%	43.3%	10.8%	73.3%	33.3%	40.0%
%H (TV HH)			45.6%	11.4%	77.2%	35.1%	42.1%
45 - 54	154	147	71	16	113	53	60
%V	19.0%	19.0%	22.2%	23.9%	18.5%	23.1%	15.7%
%H (All HH)		95.5%	46.1%	10.4%	73.4%	34.4%	39.0%
%H (TV HH)			48.3%	10.9%	76.9%	36.1%	40.8%
55 - 64	143	139	58	9	112	42	71
%V	17.7%	18.0%	18.1%	13.4%	18.3%	18.3%	18.6%
%H (All HH)		97.2%	40.6%	6.3%	78.3%	29.4%	49.7%
%H (TV HH)			41.7%	6.5%	80.6%	30.2%	51.1%
65 +	255	247	83	11	210	56	154
%V	31.5%	31.9%	25.9%	16.4%	34.4%	24.5%	40.3%
%H (All HH)		96.9%	32.5%	4.3%	82.4%	22.0%	60.4%
%H (TV HH)			33.6%	4.5%	85.0%	22.7%	62.3%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
1	286	264	82	13	212	47	166
%V	35.3%	34.1%	25.6%	19.4%	34.7%	20.5%	43.5%
%H (All HH)		92.3%	28.7%	4.5%	74.1%	16.4%	58.0%
%H (TV HH)			31.1%	4.9%	80.3%	17.8%	62.9%
2	278	269	114	22	213	80	132
%V	34.3%	34.8%	35.6%	32.8%	34.9%	34.9%	34.6%
%H (All HH)		96.8%	41.0%	7.9%	76.6%	28.8%	47.5%
%H (TV HH)			42.4%	8.2%	79.2%	29.7%	49.1%
3	99	96	46	11	74	36	37
%V	12.2%	12.4%	14.4%	16.4%	12.1%	15.7%	9.7%
%H (All HH)		97.0%	46.5%	11.1%	74.7%	36.4%	37.4%
%H (TV HH)			47.9%	11.5%	77.1%	37.5%	38.5%
4	100	99	52	15	76	44	32
%V	12.3%	12.8%	16.3%	22.4%	12.4%	19.2%	8.4%
%H (All HH)		99.0%	52.0%	15.0%	76.0%	44.0%	32.0%
%H (TV HH)			52.5%	15.2%	76.8%	44.4%	32.3%
5+	47	46	26	6	36	22	14
%V	5.8%	5.9%	8.1%	9.0%	5.9%	9.6%	3.7%
%H (All HH)		97.9%	55.3%	12.8%	76.6%	46.8%	29.8%
%H (TV HH)			56.5%	13.0%	78.3%	47.8%	30.4%
Average HH size	2.22	2.24	2.48	2.70	2.22	2.65	1.96

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Without	633	599	230	45	481	160	320
%V	78.1%	77.4%	71.9%	67.2%	78.7%	69.9%	83.8%
%H (All HH)		94.6%	36.3%	7.1%	76.0%	25.3%	50.6%
%H (TV HH)			38.4%	7.5%	80.3%	26.7%	53.4%
With	177	175	90	22	130	69	61
%V	21.9%	22.6%	28.1%	32.8%	21.3%	30.1%	16.0%
%H (All HH)		98.9%	50.8%	12.4%	73.4%	39.0%	34.5%
%H (TV HH)			51.4%	12.6%	74.3%	39.4%	34.9%
0 - 3	65	64	31	8	48	23	25
%V	8.0%	8.3%	9.7%	11.9%	7.9%	10.0%	6.5%
%H (All HH)		98.5%	47.7%	12.3%	73.8%	35.4%	38.5%
%H (TV HH)			48.4%	12.5%	75.0%	35.9%	39.1%
4 - 9	93	92	48	12	70	40	30
%V	11.5%	11.9%	15.0%	17.9%	11.5%	17.5%	7.9%
%H (All HH)		98.9%	51.6%	12.9%	75.3%	43.0%	32.3%
%H (TV HH)			52.2%	13.0%	76.1%	43.5%	32.6%
10 - 15	89	88	49	12	67	40	27
%V	11.0%	11.4%	15.3%	17.9%	11.0%	17.5%	7.1%
%H (All HH)		98.9%	55.1%	13.5%	75.3%	44.9%	30.3%
%H (TV HH)			55.7%	13.6%	76.1%	45.5%	30.7%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
1	307	307	92	21	223	34	189
%V	37.9%	39.7%	28.8%	31.3%	36.5%	14.8%	49.5%
%H (All HH)		100.0%	30.0%	6.8%	72.6%	11.1%	61.6%
%H (TV HH)			30.0%	6.8%	72.6%	11.1%	61.6%
2	272	272	124	21	224	97	127
%V	33.6%	35.1%	38.8%	31.3%	36.7%	42.4%	33.2%
%H (All HH)		100.0%	45.6%	7.7%	82.4%	35.7%	46.7%
%H (TV HH)			45.6%	7.7%	82.4%	35.7%	46.7%
3	120	120	61	16	99	57	42
%V	14.8%	15.5%	19.1%	23.9%	16.2%	24.9%	11.0%
%H (All HH)		100.0%	50.8%	13.3%	82.5%	47.5%	35.0%
%H (TV HH)			50.8%	13.3%	82.5%	47.5%	35.0%
4	46	46	26	6	39	25	14
%V	5.7%	5.9%	8.1%	9.0%	6.4%	10.9%	3.7%
%H (All HH)		100.0%	56.5%	13.0%	84.8%	54.3%	30.4%
%H (TV HH)			56.5%	13.0%	84.8%	54.3%	30.4%
5+	29	29	16	3	26	16	10
%V	3.6%	3.7%	5.0%	4.5%	4.3%	7.0%	2.6%
%H (All HH)		100.0%	55.2%	10.3%	89.7%	55.2%	34.5%
%H (TV HH)			55.2%	10.3%	89.7%	55.2%	34.5%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Household level data
Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Under 20"	255	255	108	16	228	97	131
%V	31.5%	32.9%	33.8%	23.9%	37.3%	42.4%	34.3%
%H (All HH)		100.0%	42.4%	6.3%	89.4%	38.0%	51.4%
%H (TV HH)			42.4%	6.3%	89.4%	38.0%	51.4%
20" - 29"	359	359	141	24	306	110	195
%V	44.3%	46.4%	44.1%	35.8%	50.1%	48.0%	51.0%
%H (All HH)		100.0%	39.3%	6.7%	85.2%	30.6%	54.3%
%H (TV HH)			39.3%	6.7%	85.2%	30.6%	54.3%
30" - 39"	389	389	177	39	309	135	174
%V	48.0%	50.3%	55.3%	58.2%	50.6%	59.0%	45.5%
%H (All HH)		100.0%	45.5%	10.0%	79.4%	34.7%	44.7%
%H (TV HH)			45.5%	10.0%	79.4%	34.7%	44.7%
40" and over	226	226	122	33	165	94	71
%V	27.9%	29.2%	38.1%	49.3%	27.0%	41.0%	18.6%
%H (All HH)		100.0%	54.0%	14.6%	73.0%	41.6%	31.4%
%H (TV HH)			54.0%	14.6%	73.0%	41.6%	31.4%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Main living room	753	753	315	66	598	226	373
%V	93.0%	97.3%	98.4%	98.5%	97.9%	98.7%	97.6%
%H (All HH)		100.0%	41.8%	8.8%	79.4%	30.0%	49.5%
%H (TV HH)			41.8%	8.8%	79.4%	30.0%	49.5%
Kitchen	106	106	49	6	97	45	51
%V	13.1%	13.7%	15.3%	9.0%	15.9%	19.7%	13.4%
%H (All HH)		100.0%	46.2%	5.7%	91.5%	42.5%	48.1%
%H (TV HH)			46.2%	5.7%	91.5%	42.5%	48.1%
Adult's bedroom	317	317	158	35	265	140	125
%V	39.1%	41.0%	49.4%	52.2%	43.4%	61.1%	32.7%
%H (All HH)		100.0%	49.8%	11.0%	83.6%	44.2%	39.4%
%H (TV HH)			49.8%	11.0%	83.6%	44.2%	39.4%
Child's bedroom	65	65	39	9	56	39	17
%V	8.0%	8.4%	12.2%	13.4%	9.2%	17.0%	4.5%
%H (All HH)		100.0%	60.0%	13.8%	86.2%	60.0%	26.2%
%H (TV HH)			60.0%	13.8%	86.2%	60.0%	26.2%
Other bedroom	45	45	25	3	41	23	17
%V	5.6%	5.8%	7.8%	4.5%	6.7%	10.0%	4.5%
%H (All HH)		100.0%	55.6%	6.7%	91.1%	51.1%	37.8%
%H (TV HH)			55.6%	6.7%	91.1%	51.1%	37.8%
Second living/dining room	67	67	28	6	59	26	34
%V	8.3%	8.7%	8.8%	9.0%	9.7%	11.4%	8.9%
%H (All HH)		100.0%	41.8%	9.0%	88.1%	38.8%	50.7%
%H (TV HH)			41.8%	9.0%	88.1%	38.8%	50.7%
Study/office	10	10	5	0	9	4	5
%V	1.2%	1.3%	1.6%	0.0%	1.5%	1.7%	1.3%
%H (All HH)		100.0%	50.0%	0.0%	90.0%	40.0%	50.0%
%H (TV HH)			50.0%	0.0%	90.0%	40.0%	50.0%
TV room	2	2	2	0	1	0	1
%V	0.2%	0.3%	0.6%	0.0%	0.2%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	0.0%	50.0%
Conservatory	13	13	7	3	12	8	3
%V	1.6%	1.7%	2.2%	4.5%	2.0%	3.5%	0.8%
%H (All HH)		100.0%	53.8%	23.1%	92.3%	61.5%	23.1%
%H (TV HH)			53.8%	23.1%	92.3%	61.5%	23.1%
Attic or loft room	1	1	0	0	1	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%
No specific location	2	2	1	0	2	1	1
%V	0.2%	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	1	1	3	1	2
%V	0.5%	0.5%	0.3%	1.5%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
PVR	435	435	256	45	319	184	135
%V	53.7%	56.2%	80.0%	67.2%	52.2%	80.3%	35.3%
%H (All HH)		100.0%	58.9%	10.3%	73.3%	42.3%	31.0%
%H (TV HH)			58.9%	10.3%	73.3%	42.3%	31.0%
DVDR	70	70	27	6	60	23	37
%V	8.6%	9.0%	8.4%	9.0%	9.8%	10.0%	9.7%
%H (All HH)		100.0%	38.6%	8.6%	85.7%	32.9%	52.9%
%H (TV HH)			38.6%	8.6%	85.7%	32.9%	52.9%
VCR	39	39	16	4	32	13	19
%V	4.8%	5.0%	5.0%	6.0%	5.2%	5.7%	5.0%
%H (All HH)		100.0%	41.0%	10.3%	82.1%	33.3%	48.7%
%H (TV HH)			41.0%	10.3%	82.1%	33.3%	48.7%
Any recorder	479	479	266	49	359	193	166
%V	59.1%	61.9%	83.1%	73.1%	58.8%	84.3%	43.5%
%H (All HH)		100.0%	55.5%	10.2%	74.9%	40.3%	34.7%
%H (TV HH)			55.5%	10.2%	74.9%	40.3%	34.7%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Household level data
Table 10.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Receives HDTV (via STB or built-in reception)	299	299	158	50	214	123	91
%V	36.9%	38.6%	49.4%	74.6%	35.0%	53.7%	23.8%
%H (All HH)		100.0%	52.8%	16.7%	71.6%	41.1%	30.4%
%H (TV HH)			52.8%	16.7%	71.6%	41.1%	30.4%
DVD/Blu-ray player or recorder	652	652	288	60	518	212	306
%V	80.5%	84.2%	90.0%	89.6%	84.8%	92.6%	80.1%
%H (All HH)		100.0%	44.2%	9.2%	79.4%	32.5%	46.9%
%H (TV HH)			44.2%	9.2%	79.4%	32.5%	46.9%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	810	774	320	67	611	229	382
%H (All HH)		95.6%	39.5%	8.3%	75.4%	28.3%	47.2%
%H (TV HH)			41.3%	8.7%	78.9%	29.6%	49.4%
Has PC or Laptop	633	608	277	61	467	202	265
%V	78.1%	78.6%	86.6%	91.0%	76.4%	88.2%	69.4%
%H (All HH)		96.1%	43.8%	9.6%	73.8%	31.9%	41.9%
%H (TV HH)			45.6%	10.0%	76.8%	33.2%	43.6%
Has broadband internet	602	578	269	61	442	199	243
%V	74.3%	74.7%	84.1%	91.0%	72.3%	86.9%	63.6%
%H (All HH)		96.0%	44.7%	10.1%	73.4%	33.1%	40.4%
%H (TV HH)			46.5%	10.6%	76.5%	34.4%	42.0%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Set level data
Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1550	713	151	1266	585	681
%H		46.0%	9.7%	81.7%	37.7%	43.9%
Under 20"	330	146	21	298	134	164
%V	21.3%	20.5%	13.9%	23.5%	22.9%	24.1%
%H		44.2%	6.4%	90.3%	40.6%	49.7%
20" - 29"	450	188	34	388	159	229
%V	29.0%	26.4%	22.5%	30.6%	27.2%	33.6%
%H		41.8%	7.6%	86.2%	35.3%	50.9%
30" - 39"	438	203	48	349	160	189
%V	28.3%	28.5%	31.8%	27.6%	27.4%	27.8%
%H		46.3%	11.0%	79.7%	36.5%	43.2%
40" and over	253	137	40	184	109	76
%V	16.3%	19.2%	26.5%	14.5%	18.6%	11.2%
%H		54.2%	15.8%	72.7%	43.1%	30.0%
Don't know	6	2	0	5	1	4
%V	0.4%	0.3%	0.0%	0.4%	0.2%	0.6%
%H		33.3%	0.0%	83.3%	16.7%	66.7%
Not Asked	73	37	8	42	22	19
%V	4.7%	5.2%	5.3%	3.3%	3.8%	2.8%
%H		50.7%	11.0%	57.5%	30.1%	26.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1550	713	151	1266	585	681
%H		46.0%	9.7%	81.7%	37.7%	43.9%
Main living room	758	316	66	603	226	376
%V	48.9%	44.3%	43.7%	47.6%	38.6%	55.2%
%H		41.7%	8.7%	79.6%	29.8%	49.6%
Kitchen	106	49	6	97	45	51
%V	6.8%	6.9%	4.0%	7.7%	7.7%	7.5%
%H		46.2%	5.7%	91.5%	42.5%	48.1%
Adult's bedroom	367	180	47	307	165	142
%V	23.7%	25.2%	31.1%	24.2%	28.2%	20.9%
%H		49.0%	12.8%	83.7%	45.0%	38.7%
Child's bedroom	88	56	11	77	55	22
%V	5.7%	7.9%	7.3%	6.1%	9.4%	3.2%
%H		63.6%	12.5%	87.5%	62.5%	25.0%
Other bedroom	56	30	3	51	29	22
%V	3.6%	4.2%	2.0%	4.0%	5.0%	3.2%
%H		53.6%	5.4%	91.1%	51.8%	39.3%
Second living/dining room	68	29	6	60	26	34
%V	4.4%	4.1%	4.0%	4.7%	4.4%	5.0%
%H		42.6%	8.8%	88.2%	38.2%	50.0%
Study/office	12	6	0	11	6	5
%V	0.8%	0.8%	0.0%	0.9%	1.0%	0.7%
%H		50.0%	0.0%	91.7%	50.0%	41.7%
TV room	2	2	0	1	0	1
%V	0.1%	0.3%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	0.0%	50.0%
Conservatory	13	7	3	12	8	3
%V	0.8%	1.0%	2.0%	0.9%	1.4%	0.4%
%H		53.8%	23.1%	92.3%	61.5%	23.1%
Attic or loft room	1	0	0	1	0	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%
No specific location	3	1	0	3	1	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%
%H		33.3%	0.0%	100.0%	33.3%	66.7%
Other	5	1	1	5	1	3
%V	0.3%	0.1%	0.7%	0.4%	0.2%	0.4%
%H		20.0%	20.0%	100.0%	20.0%	60.0%
Not Asked	73	37	8	42	22	19
%V	4.7%	5.2%	5.3%	3.3%	3.8%	2.8%
%H		50.7%	11.0%	57.5%	30.1%	26.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Set level data
Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1550	713	151	1266	585	681
%H		46.0%	9.7%	81.7%	37.7%	43.9%
PVR	532	321	58	377	224	153
%V	34.3%	45.0%	38.4%	29.8%	38.3%	22.5%
%H		60.3%	10.9%	70.9%	42.1%	28.8%
DVDR	75	31	6	65	26	39
%V	4.8%	4.3%	4.0%	5.1%	4.4%	5.7%
%H		41.3%	8.0%	86.7%	34.7%	52.0%
VCR	43	18	4	36	15	21
%V	2.8%	2.5%	2.6%	2.8%	2.6%	3.1%
%H		41.9%	9.3%	83.7%	34.9%	48.8%
Any recorder	595	341	63	435	242	192
%V	38.4%	47.8%	41.7%	34.4%	41.4%	28.2%
%H		57.3%	10.6%	73.1%	40.7%	32.3%

Base: ITV South 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
	HH	HH	HH	HH	HH	HH
Total Sets	1550	713	151	1266	585	681
%H		46.0%	9.7%	81.7%	37.7%	43.9%
Receives HDTV (via STB or built-in reception)	400	208	71	284	162	122
%V	25.8%	29.2%	47.0%	22.4%	27.7%	17.9%
%H		52.0%	17.8%	71.0%	40.5%	30.5%
DVD/Blu-ray player or recorder	958	454	102	780	376	404
%V	61.8%	63.7%	67.5%	61.6%	64.3%	59.3%
%H		47.4%	10.6%	81.4%	39.2%	42.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	774	320	67	611	229	382
%H		41.3%	8.7%	78.9%	29.6%	49.4%
Under 20"	31	3	0	30	2	28
%V	4.0%	0.9%	0.0%	4.9%	0.9%	7.3%
%H		9.7%	0.0%	96.8%	6.5%	90.3%
20" - 29"	192	53	8	165	34	131
%V	24.8%	16.6%	11.9%	27.0%	14.8%	34.3%
%H		27.6%	4.2%	85.9%	17.7%	68.2%
30" - 39"	326	144	27	258	103	156
%V	42.1%	45.0%	40.3%	42.2%	45.0%	40.8%
%H		44.2%	8.3%	79.1%	31.6%	47.9%
40" and over	217	119	32	156	90	66
%V	28.0%	37.2%	47.8%	25.5%	39.3%	17.3%
%H		54.8%	14.7%	71.9%	41.5%	30.4%
Don't know	1	0	0	1	0	1
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%
Not Asked	7	1	0	1	0	0
%V	0.9%	0.3%	0.0%	0.2%	0.0%	0.0%
%H		14.3%	0.0%	14.3%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Set level data
Table 10.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	774	320	67	611	229	382
%H		41.3%	8.7%	78.9%	29.6%	49.4%
PVR	418	251	44	301	177	124
%V	54.0%	78.4%	65.7%	49.3%	77.3%	32.5%
%H		60.0%	10.5%	72.0%	42.3%	29.7%
DVDR	62	25	4	53	20	33
%V	8.0%	7.8%	6.0%	8.7%	8.7%	8.6%
%H		40.3%	6.5%	85.5%	32.3%	53.2%
VCR	32	12	3	26	10	16
%V	4.1%	3.8%	4.5%	4.3%	4.4%	4.2%
%H		37.5%	9.4%	81.3%	31.3%	50.0%
Any recorder	463	261	47	343	187	156
%V	59.8%	81.6%	70.1%	56.1%	81.7%	40.8%
%H		56.4%	10.2%	74.1%	40.4%	33.7%

Base: ITV South 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	774	320	67	611	229	382
%H		41.3%	8.7%	78.9%	29.6%	49.4%
Receives HDTV (via STB or built-in reception)	282	152	48	198	116	83
%V	36.4%	47.5%	71.6%	32.4%	50.7%	21.7%
%H		53.9%	17.0%	70.2%	41.1%	29.4%
DVD/Blu-ray player or recorder	619	274	56	488	198	290
%V	80.0%	85.6%	83.6%	79.9%	86.5%	75.9%
%H		44.3%	9.0%	78.8%	32.0%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	777	394	85	655	356	299
%H		50.7%	10.9%	84.3%	45.8%	38.5%
Under 20"	299	143	20	268	132	136
%V	38.5%	36.3%	23.5%	40.9%	37.1%	45.5%
%H		47.8%	6.7%	89.6%	44.1%	45.5%
20" - 29"	258	134	27	223	125	98
%V	33.2%	34.0%	31.8%	34.0%	35.1%	32.8%
%H		51.9%	10.5%	86.4%	48.4%	38.0%
30" - 39"	112	58	22	91	57	33
%V	14.4%	14.7%	25.9%	13.9%	16.0%	11.0%
%H		51.8%	19.6%	81.3%	50.9%	29.5%
40" and over	36	19	8	28	19	10
%V	4.6%	4.8%	9.4%	4.3%	5.3%	3.3%
%H		52.8%	22.2%	77.8%	52.8%	27.8%
Don't know	5	2	0	4	1	3
%V	0.6%	0.5%	0.0%	0.6%	0.3%	1.0%
%H		40.0%	0.0%	80.0%	20.0%	60.0%
Not Asked	67	38	8	41	22	19
%V	8.6%	9.6%	9.4%	6.3%	6.2%	6.4%
%H		56.7%	11.9%	61.2%	32.8%	28.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	777	394	85	655	356	299
%H		50.7%	10.9%	84.3%	45.8%	38.5%
PVR	114	70	14	76	47	29
%V	14.7%	17.8%	16.5%	11.6%	13.2%	9.7%
%H		61.4%	12.3%	66.7%	41.2%	25.4%
DVDR	13	6	1	12	6	7
%V	1.7%	1.5%	1.2%	1.8%	1.7%	2.3%
%H		46.2%	7.7%	92.3%	46.2%	53.8%
VCR	11	6	1	10	5	4
%V	1.4%	1.5%	1.2%	1.5%	1.4%	1.3%
%H		54.5%	9.1%	90.9%	45.5%	36.4%
Any recorder	132	79	16	92	55	37
%V	17.0%	20.1%	18.8%	14.0%	15.4%	12.4%
%H		59.8%	12.1%	69.7%	41.7%	28.0%

Base: ITV South 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	777	394	85	655	356	299
%H		50.7%	10.9%	84.3%	45.8%	38.5%
Receives HDTV (via STB or built-in reception)	118	56	23	85	46	40
%V	15.2%	14.2%	27.1%	13.0%	12.9%	13.4%
%H		47.5%	19.5%	72.0%	39.0%	33.9%
DVD/Blu-ray player or recorder	340	180	46	292	178	114
%V	43.8%	45.7%	54.1%	44.6%	50.0%	38.1%
%H		52.9%	13.5%	85.9%	52.4%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South West
Individual level data
Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1797	1734	794	180	1358	608	750
%H		96.5%	44.2%	10.0%	75.6%	33.8%	41.7%
Total Children	320	317	167	37	240	130	110
%V	17.8%	18.3%	21.0%	20.6%	17.7%	21.4%	14.7%
%H		99.1%	52.2%	11.6%	75.0%	40.6%	34.4%
0 - 3	75	74	36	9	54	25	29
%V	4.2%	4.3%	4.5%	5.0%	4.0%	4.1%	3.9%
%H		98.7%	48.0%	12.0%	72.0%	33.3%	38.7%
4 - 15	245	243	131	28	186	105	81
%V	13.6%	14.0%	16.5%	15.6%	13.7%	17.3%	10.8%
%H		99.2%	53.5%	11.4%	75.9%	42.9%	33.1%
4 - 9	122	121	64	14	92	52	40
%V	6.8%	7.0%	8.1%	7.8%	6.8%	8.6%	5.3%
%H		99.2%	52.5%	11.5%	75.4%	42.6%	32.8%
10 - 15	123	123	67	14	94	54	40
%V	6.8%	7.1%	8.4%	7.8%	6.9%	8.9%	5.3%
%H		100.0%	54.5%	11.4%	76.4%	43.9%	32.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1797	1734	794	180	1358	608	750
%H		96.5%	44.2%	10.0%	75.6%	33.8%	41.7%
Total Adults (16+)	1477	1417	627	143	1118	478	640
%V	82.2%	81.7%	79.0%	79.4%	82.3%	78.6%	85.3%
%H		95.9%	42.5%	9.7%	75.7%	32.4%	43.3%
16 - 19	75	72	33	12	58	31	27
%V	4.2%	4.2%	4.2%	6.7%	4.3%	5.1%	3.6%
%H		96.0%	44.0%	16.0%	77.3%	41.3%	36.0%
20 - 24	118	105	45	16	76	33	43
%V	6.6%	6.1%	5.7%	8.9%	5.6%	5.4%	5.7%
%H		89.0%	38.1%	13.6%	64.4%	28.0%	36.4%
25 - 34	206	194	100	29	139	76	64
%V	11.5%	11.2%	12.6%	16.1%	10.2%	12.5%	8.5%
%H		94.2%	48.5%	14.1%	67.5%	36.9%	31.1%
35 - 44	217	208	96	22	161	73	88
%V	12.1%	12.0%	12.1%	12.2%	11.9%	12.0%	11.7%
%H		95.9%	44.2%	10.1%	74.2%	33.6%	40.6%
45 - 54	251	242	122	30	184	94	90
%V	14.0%	14.0%	15.4%	16.7%	13.5%	15.5%	12.0%
%H		96.4%	48.6%	12.0%	73.3%	37.5%	35.9%
55 - 64	229	223	99	16	184	76	107
%V	12.7%	12.9%	12.5%	8.9%	13.5%	12.5%	14.3%
%H		97.4%	43.2%	7.0%	80.3%	33.2%	46.7%
65+	381	372	133	18	316	95	221
%V	21.2%	21.5%	16.8%	10.0%	23.3%	15.6%	29.5%
%H		97.6%	34.9%	4.7%	82.9%	24.9%	58.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1477	1417	627	143	1118	478	640
%H		95.9%	42.5%	9.7%	75.7%	32.4%	43.3%
AB	381	372	162	24	301	117	183
%V	25.8%	26.3%	25.8%	16.8%	26.9%	24.5%	28.6%
%H		97.6%	42.5%	6.3%	79.0%	30.7%	48.0%
C1	453	424	179	52	336	145	191
%V	30.7%	29.9%	28.5%	36.4%	30.1%	30.3%	29.8%
%H		93.6%	39.5%	11.5%	74.2%	32.0%	42.2%
C2	362	353	174	41	273	137	136
%V	24.5%	24.9%	27.8%	28.7%	24.4%	28.7%	21.3%
%H		97.5%	48.1%	11.3%	75.4%	37.8%	37.6%
D	174	169	74	20	125	54	72
%V	11.8%	11.9%	11.8%	14.0%	11.2%	11.3%	11.3%
%H		97.1%	42.5%	11.5%	71.8%	31.0%	41.4%
E	106	100	37	6	82	24	58
%V	7.2%	7.1%	5.9%	4.2%	7.3%	5.0%	9.1%
%H		94.3%	34.9%	5.7%	77.4%	22.6%	54.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1477	1417	627	143	1118	478	640
%H		95.9%	42.5%	9.7%	75.7%	32.4%	43.3%
Working full time	585	564	277	71	427	214	213
%V	39.6%	39.8%	44.2%	49.7%	38.2%	44.8%	33.3%
%H		96.4%	47.4%	12.1%	73.0%	36.6%	36.4%
Working part time	199	195	91	22	157	77	80
%V	13.5%	13.8%	14.5%	15.4%	14.0%	16.1%	12.5%
%H		98.0%	45.7%	11.1%	78.9%	38.7%	40.2%
Not working	692	658	259	50	534	187	347
%V	46.9%	46.4%	41.3%	35.0%	47.8%	39.1%	54.2%
%H		95.1%	37.4%	7.2%	77.2%	27.0%	50.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	689	312	73	540	241	299
%H		96.0%	43.5%	10.2%	75.2%	33.6%	41.6%
16 - 19	42	41	20	8	34	20	14
%V	5.8%	6.0%	6.4%	11.0%	6.3%	8.3%	4.7%
%H		97.6%	47.6%	19.0%	81.0%	47.6%	33.3%
20 - 24	62	59	25	8	40	17	23
%V	8.6%	8.6%	8.0%	11.0%	7.4%	7.1%	7.7%
%H		95.2%	40.3%	12.9%	64.5%	27.4%	37.1%
25 - 34	102	95	47	14	69	37	32
%V	14.2%	13.8%	15.1%	19.2%	12.8%	15.4%	10.7%
%H		93.1%	46.1%	13.7%	67.6%	36.3%	31.4%
35 - 44	106	101	47	10	80	37	44
%V	14.8%	14.7%	15.1%	13.7%	14.8%	15.4%	14.7%
%H		95.3%	44.3%	9.4%	75.5%	34.9%	41.5%
45 - 54	118	114	57	15	84	43	41
%V	16.4%	16.5%	18.3%	20.5%	15.6%	17.8%	13.7%
%H		96.6%	48.3%	12.7%	71.2%	36.4%	34.7%
55 - 64	110	107	50	8	88	40	48
%V	15.3%	15.5%	16.0%	11.0%	16.3%	16.6%	16.1%
%H		97.3%	45.5%	7.3%	80.0%	36.4%	43.6%
65+	178	172	65	8	145	47	98
%V	24.8%	25.0%	20.8%	11.0%	26.9%	19.5%	32.8%
%H		96.6%	36.5%	4.5%	81.5%	26.4%	55.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	689	312	73	540	241	299
%H		96.0%	43.5%	10.2%	75.2%	33.6%	41.6%
AB	192	186	81	12	151	60	91
%V	26.7%	27.0%	26.0%	16.4%	28.0%	24.9%	30.4%
%H		96.9%	42.2%	6.3%	78.6%	31.3%	47.4%
C1	208	198	87	27	158	74	84
%V	29.0%	28.7%	27.9%	37.0%	29.3%	30.7%	28.1%
%H		95.2%	41.8%	13.0%	76.0%	35.6%	40.4%
C2	191	184	92	20	141	71	70
%V	26.6%	26.7%	29.5%	27.4%	26.1%	29.5%	23.4%
%H		96.3%	48.2%	10.5%	73.8%	37.2%	36.6%
D	84	81	35	11	60	26	34
%V	11.7%	11.8%	11.2%	15.1%	11.1%	10.8%	11.4%
%H		96.4%	41.7%	13.1%	71.4%	31.0%	40.5%
E	43	39	16	2	29	9	20
%V	6.0%	5.7%	5.1%	2.7%	5.4%	3.7%	6.7%
%H		90.7%	37.2%	4.7%	67.4%	20.9%	46.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	689	312	73	540	241	299
%H		96.0%	43.5%	10.2%	75.2%	33.6%	41.6%
Working full time	360	347	177	43	262	137	125
%V	50.1%	50.4%	56.7%	58.9%	48.5%	56.8%	41.8%
%H		96.4%	49.2%	11.9%	72.8%	38.1%	34.7%
Working part time	51	49	17	6	42	18	24
%V	7.1%	7.1%	5.4%	8.2%	7.8%	7.5%	8.0%
%H		96.1%	33.3%	11.8%	82.4%	35.3%	47.1%
Not working	307	293	118	24	236	86	150
%V	42.8%	42.5%	37.8%	32.9%	43.7%	35.7%	50.2%
%H		95.4%	38.4%	7.8%	76.9%	28.0%	48.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	759	729	315	71	578	237	341
%H		96.0%	41.5%	9.4%	76.2%	31.2%	44.9%
16 - 19	33	31	13	4	24	11	13
%V	4.3%	4.3%	4.1%	5.6%	4.2%	4.6%	3.8%
%H		93.9%	39.4%	12.1%	72.7%	33.3%	39.4%
20 - 24	57	46	19	8	36	16	20
%V	7.5%	6.3%	6.0%	11.3%	6.2%	6.8%	5.9%
%H		80.7%	33.3%	14.0%	63.2%	28.1%	35.1%
25 - 34	104	100	53	14	71	39	32
%V	13.7%	13.7%	16.8%	19.7%	12.3%	16.5%	9.4%
%H		96.2%	51.0%	13.5%	68.3%	37.5%	30.8%
35 - 44	111	107	49	12	81	36	44
%V	14.6%	14.7%	15.6%	16.9%	14.0%	15.2%	12.9%
%H		96.4%	44.1%	10.8%	73.0%	32.4%	39.6%
45 - 54	132	128	65	15	100	51	49
%V	17.4%	17.6%	20.6%	21.1%	17.3%	21.5%	14.4%
%H		97.0%	49.2%	11.4%	75.8%	38.6%	37.1%
55 - 64	119	116	49	8	96	36	60
%V	15.7%	15.9%	15.6%	11.3%	16.6%	15.2%	17.6%
%H		97.5%	41.2%	6.7%	80.7%	30.3%	50.4%
65+	203	201	68	10	171	48	123
%V	26.7%	27.6%	21.6%	14.1%	29.6%	20.3%	36.1%
%H		99.0%	33.5%	4.9%	84.2%	23.6%	60.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	759	729	315	71	578	237	341
%H		96.0%	41.5%	9.4%	76.2%	31.2%	44.9%
AB	189	186	81	12	150	57	92
%V	24.9%	25.5%	25.7%	16.9%	26.0%	24.1%	27.0%
%H		98.4%	42.9%	6.3%	79.4%	30.2%	48.7%
C1	245	226	92	25	178	71	107
%V	32.3%	31.0%	29.2%	35.2%	30.8%	30.0%	31.4%
%H		92.2%	37.6%	10.2%	72.7%	29.0%	43.7%
C2	171	169	83	20	132	66	66
%V	22.5%	23.2%	26.3%	28.2%	22.8%	27.8%	19.4%
%H		98.8%	48.5%	11.7%	77.2%	38.6%	38.6%
D	90	87	39	10	65	28	38
%V	11.9%	11.9%	12.4%	14.1%	11.2%	11.8%	11.1%
%H		96.7%	43.3%	11.1%	72.2%	31.1%	42.2%
E	63	61	21	4	53	15	38
%V	8.3%	8.4%	6.7%	5.6%	9.2%	6.3%	11.1%
%H		96.8%	33.3%	6.3%	84.1%	23.8%	60.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South 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
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	759	729	315	71	578	237	341
%H		96.0%	41.5%	9.4%	76.2%	31.2%	44.9%
Working full time	225	217	100	28	165	77	89
%V	29.6%	29.8%	31.7%	39.4%	28.5%	32.5%	26.1%
%H		96.4%	44.4%	12.4%	73.3%	34.2%	39.6%
Working part time	149	146	74	16	115	60	56
%V	19.6%	20.0%	23.5%	22.5%	19.9%	25.3%	16.4%
%H		98.0%	49.7%	10.7%	77.2%	40.3%	37.6%
Not working	385	366	142	27	298	101	197
%V	50.7%	50.2%	45.1%	38.0%	51.6%	42.6%	57.8%
%H		95.1%	36.9%	7.0%	77.4%	26.2%	51.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
AB	138	135	71	14	92	45	47
%V	18.9%	19.0%	19.7%	22.6%	19.3%	20.2%	18.5%
%H (All HH)		97.8%	51.4%	10.1%	66.7%	32.6%	34.1%
%H (TV HH)			52.6%	10.4%	68.1%	33.3%	34.8%
C1	173	169	95	14	114	61	54
%V	23.7%	23.8%	26.4%	22.6%	23.9%	27.4%	21.3%
%H (All HH)		97.7%	54.9%	8.1%	65.9%	35.3%	31.2%
%H (TV HH)			56.2%	8.3%	67.5%	36.1%	32.0%
C2	139	137	74	10	96	48	48
%V	19.1%	19.3%	20.6%	16.1%	20.1%	21.5%	18.9%
%H (All HH)		98.6%	53.2%	7.2%	69.1%	34.5%	34.5%
%H (TV HH)			54.0%	7.3%	70.1%	35.0%	35.0%
D	125	120	61	9	76	35	40
%V	17.1%	16.9%	16.9%	14.5%	15.9%	15.7%	15.7%
%H (All HH)		96.0%	48.8%	7.2%	60.8%	28.0%	32.0%
%H (TV HH)			50.8%	7.5%	63.3%	29.2%	33.3%
E	154	149	59	14	99	34	65
%V	21.1%	21.0%	16.4%	22.6%	20.8%	15.2%	25.6%
%H (All HH)		96.8%	38.3%	9.1%	64.3%	22.1%	42.2%
%H (TV HH)			39.6%	9.4%	66.4%	22.8%	43.6%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Under 25	28	25	12	2	15	5	10
%V	3.8%	3.5%	3.3%	3.2%	3.1%	2.2%	3.9%
%H (All HH)		89.3%	42.9%	7.1%	53.6%	17.9%	35.7%
%H (TV HH)			48.0%	8.0%	60.0%	20.0%	40.0%
25 - 34	122	119	70	11	74	40	34
%V	16.7%	16.8%	19.4%	17.7%	15.5%	17.9%	13.4%
%H (All HH)		97.5%	57.4%	9.0%	60.7%	32.8%	27.9%
%H (TV HH)			58.8%	9.2%	62.2%	33.6%	28.6%
35 - 44	136	134	85	12	87	53	35
%V	18.7%	18.9%	23.6%	19.4%	18.2%	23.8%	13.8%
%H (All HH)		98.5%	62.5%	8.8%	64.0%	39.0%	25.7%
%H (TV HH)			63.4%	9.0%	64.9%	39.6%	26.1%
45 - 54	146	142	78	13	97	50	47
%V	20.0%	20.0%	21.7%	21.0%	20.3%	22.4%	18.5%
%H (All HH)		97.3%	53.4%	8.9%	66.4%	34.2%	32.2%
%H (TV HH)			54.9%	9.2%	68.3%	35.2%	33.1%
55 - 64	121	118	60	11	83	40	43
%V	16.6%	16.6%	16.7%	17.7%	17.4%	17.9%	16.9%
%H (All HH)		97.5%	49.6%	9.1%	68.6%	33.1%	35.5%
%H (TV HH)			50.8%	9.3%	70.3%	33.9%	36.4%
65 +	176	171	55	12	120	34	86
%V	24.1%	24.1%	15.3%	19.4%	25.2%	15.2%	33.9%
%H (All HH)		97.2%	31.3%	6.8%	68.2%	19.3%	48.9%
%H (TV HH)			32.2%	7.0%	70.2%	19.9%	50.3%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Household level data
Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
1	226	215	72	19	141	39	101
%V	31.0%	30.3%	20.0%	30.6%	29.6%	17.5%	39.8%
%H (All HH)		95.1%	31.9%	8.4%	62.4%	17.3%	44.7%
%H (TV HH)			33.5%	8.8%	65.6%	18.1%	47.0%
2	210	206	107	17	143	69	74
%V	28.8%	29.0%	29.7%	27.4%	30.0%	30.9%	29.1%
%H (All HH)		98.1%	51.0%	8.1%	68.1%	32.9%	35.2%
%H (TV HH)			51.9%	8.3%	69.4%	33.5%	35.9%
3	117	114	68	10	77	43	33
%V	16.0%	16.1%	18.9%	16.1%	16.1%	19.3%	13.0%
%H (All HH)		97.4%	58.1%	8.5%	65.8%	36.8%	28.2%
%H (TV HH)			59.6%	8.8%	67.5%	37.7%	28.9%
4	106	105	69	11	67	42	25
%V	14.5%	14.8%	19.2%	17.7%	14.0%	18.8%	9.8%
%H (All HH)		99.1%	65.1%	10.4%	63.2%	39.6%	23.6%
%H (TV HH)			65.7%	10.5%	63.8%	40.0%	23.8%
5+	71	70	43	5	49	29	21
%V	9.7%	9.9%	11.9%	8.1%	10.3%	13.0%	8.3%
%H (All HH)		98.6%	60.6%	7.0%	69.0%	40.8%	29.6%
%H (TV HH)			61.4%	7.1%	70.0%	41.4%	30.0%
Average HH size	2.47	2.49	2.78	2.46	2.50	2.84	2.21

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Without	517	499	227	43	340	142	198
%V	70.9%	70.3%	63.1%	69.4%	71.3%	63.7%	78.0%
%H (All HH)		96.5%	43.9%	8.3%	65.8%	27.5%	38.3%
%H (TV HH)			45.5%	8.6%	68.1%	28.5%	39.7%
With	212	210	133	18	138	81	56
%V	29.1%	29.6%	36.9%	29.0%	28.9%	36.3%	22.0%
%H (All HH)		99.1%	62.7%	8.5%	65.1%	38.2%	26.4%
%H (TV HH)			63.3%	8.6%	65.7%	38.6%	26.7%
0 - 3	82	81	50	7	52	29	23
%V	11.2%	11.4%	13.9%	11.3%	10.9%	13.0%	9.1%
%H (All HH)		98.8%	61.0%	8.5%	63.4%	35.4%	28.0%
%H (TV HH)			61.7%	8.6%	64.2%	35.8%	28.4%
4 - 9	112	111	73	10	72	45	27
%V	15.4%	15.6%	20.3%	16.1%	15.1%	20.2%	10.6%
%H (All HH)		99.1%	65.2%	8.9%	64.3%	40.2%	24.1%
%H (TV HH)			65.8%	9.0%	64.9%	40.5%	24.3%
10 - 15	104	103	65	8	69	42	27
%V	14.3%	14.5%	18.1%	12.9%	14.5%	18.8%	10.6%
%H (All HH)		99.0%	62.5%	7.7%	66.3%	40.4%	26.0%
%H (TV HH)			63.1%	7.8%	67.0%	40.8%	26.2%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
1	256	256	109	23	145	43	102
%V	35.1%	36.1%	30.3%	37.1%	30.4%	19.3%	40.2%
%H (All HH)		100.0%	42.6%	9.0%	56.6%	16.8%	39.8%
%H (TV HH)			42.6%	9.0%	56.6%	16.8%	39.8%
2	262	262	133	23	183	87	96
%V	35.9%	36.9%	36.9%	37.1%	38.4%	39.0%	37.8%
%H (All HH)		100.0%	50.8%	8.8%	69.8%	33.2%	36.6%
%H (TV HH)			50.8%	8.8%	69.8%	33.2%	36.6%
3	117	117	66	10	89	49	40
%V	16.0%	16.5%	18.3%	16.1%	18.7%	22.0%	15.7%
%H (All HH)		100.0%	56.4%	8.5%	76.1%	41.9%	34.2%
%H (TV HH)			56.4%	8.5%	76.1%	41.9%	34.2%
4	48	48	33	3	38	27	11
%V	6.6%	6.8%	9.2%	4.8%	8.0%	12.1%	4.3%
%H (All HH)		100.0%	68.8%	6.3%	79.2%	56.3%	22.9%
%H (TV HH)			68.8%	6.3%	79.2%	56.3%	22.9%
5+	26	26	19	2	22	17	5
%V	3.6%	3.7%	5.3%	3.2%	4.6%	7.6%	2.0%
%H (All HH)		100.0%	73.1%	7.7%	84.6%	65.4%	19.2%
%H (TV HH)			73.1%	7.7%	84.6%	65.4%	19.2%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Under 20"	152	152	77	8	119	58	61
%V	20.9%	21.4%	21.4%	12.9%	24.9%	26.0%	24.0%
%H (All HH)		100.0%	50.7%	5.3%	78.3%	38.2%	40.1%
%H (TV HH)			50.7%	5.3%	78.3%	38.2%	40.1%
20" - 29"	312	312	148	25	224	104	121
%V	42.8%	43.9%	41.1%	40.3%	47.0%	46.6%	47.6%
%H (All HH)		100.0%	47.4%	8.0%	71.8%	33.3%	38.8%
%H (TV HH)			47.4%	8.0%	71.8%	33.3%	38.8%
30" - 39"	384	384	205	35	269	134	135
%V	52.7%	54.1%	56.9%	56.5%	56.4%	60.1%	53.1%
%H (All HH)		100.0%	53.4%	9.1%	70.1%	34.9%	35.2%
%H (TV HH)			53.4%	9.1%	70.1%	34.9%	35.2%
40" and over	279	279	179	26	190	119	71
%V	38.3%	39.3%	49.7%	41.9%	39.8%	53.4%	28.0%
%H (All HH)		100.0%	64.2%	9.3%	68.1%	42.7%	25.4%
%H (TV HH)			64.2%	9.3%	68.1%	42.7%	25.4%

Base: ITV 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

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Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Main living room	697	697	356	61	471	221	250
%V	95.6%	98.2%	98.9%	98.4%	98.7%	99.1%	98.4%
%H (All HH)		100.0%	51.1%	8.8%	67.6%	31.7%	35.9%
%H (TV HH)			51.1%	8.8%	67.6%	31.7%	35.9%
Kitchen	165	165	90	9	130	67	63
%V	22.6%	23.2%	25.0%	14.5%	27.3%	30.0%	24.8%
%H (All HH)		100.0%	54.5%	5.5%	78.8%	40.6%	38.2%
%H (TV HH)			54.5%	5.5%	78.8%	40.6%	38.2%
Adult's bedroom	254	254	145	24	194	112	81
%V	34.8%	35.8%	40.3%	38.7%	40.7%	50.2%	31.9%
%H (All HH)		100.0%	57.1%	9.4%	76.4%	44.1%	31.9%
%H (TV HH)			57.1%	9.4%	76.4%	44.1%	31.9%
Child's bedroom	50	50	35	3	39	29	10
%V	6.9%	7.0%	9.7%	4.8%	8.2%	13.0%	3.9%
%H (All HH)		100.0%	70.0%	6.0%	78.0%	58.0%	20.0%
%H (TV HH)			70.0%	6.0%	78.0%	58.0%	20.0%
Other bedroom	27	27	16	3	22	14	8
%V	3.7%	3.8%	4.4%	4.8%	4.6%	6.3%	3.1%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%
Second living/dining room	114	114	68	10	82	48	33
%V	15.6%	16.1%	18.9%	16.1%	17.2%	21.5%	13.0%
%H (All HH)		100.0%	59.6%	8.8%	71.9%	42.1%	28.9%
%H (TV HH)			59.6%	8.8%	71.9%	42.1%	28.9%
Study/office	7	7	4	1	6	4	2
%V	1.0%	1.0%	1.1%	1.6%	1.3%	1.8%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	28.6%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	28.6%
TV room	8	8	5	0	6	3	3
%V	1.1%	1.1%	1.4%	0.0%	1.3%	1.3%	1.2%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%
%H (TV HH)			62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	9	9	6	0	7	4	2
%V	1.2%	1.3%	1.7%	0.0%	1.5%	1.8%	0.8%
%H (All HH)		100.0%	66.7%	0.0%	77.8%	44.4%	22.2%
%H (TV HH)			66.7%	0.0%	77.8%	44.4%	22.2%
Attic or loft room	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.4%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%
No specific location	2	2	1	0	1	1	0
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%

Base: ITV 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

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Table 11.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
PVR	330	330	268	30	199	166	33
%V	45.3%	46.5%	74.4%	48.4%	41.7%	74.4%	13.0%
%H (All HH)		100.0%	81.2%	9.1%	60.3%	50.3%	10.0%
%H (TV HH)			81.2%	9.1%	60.3%	50.3%	10.0%
DVDR	60	60	32	4	45	23	23
%V	8.2%	8.5%	8.9%	6.5%	9.4%	10.3%	9.1%
%H (All HH)		100.0%	53.3%	6.7%	75.0%	38.3%	38.3%
%H (TV HH)			53.3%	6.7%	75.0%	38.3%	38.3%
VCR	48	48	20	1	33	10	22
%V	6.6%	6.8%	5.6%	1.6%	6.9%	4.5%	8.7%
%H (All HH)		100.0%	41.7%	2.1%	68.8%	20.8%	45.8%
%H (TV HH)			41.7%	2.1%	68.8%	20.8%	45.8%
Any recorder	384	384	281	30	241	174	67
%V	52.7%	54.1%	78.1%	48.4%	50.5%	78.0%	26.4%
%H (All HH)		100.0%	73.2%	7.8%	62.8%	45.3%	17.4%
%H (TV HH)			73.2%	7.8%	62.8%	45.3%	17.4%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 11.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Receives HDTV (via STB or built-in reception)	256	256	166	33	171	112	59
%V	35.1%	36.1%	46.1%	53.2%	35.8%	50.2%	23.2%
%H (All HH)		100.0%	64.8%	12.9%	66.8%	43.8%	23.0%
%H (TV HH)			64.8%	12.9%	66.8%	43.8%	23.0%
DVD/Blu-ray player or recorder	513	513	281	44	356	181	175
%V	70.4%	72.3%	78.1%	71.0%	74.6%	81.2%	68.9%
%H (All HH)		100.0%	54.8%	8.6%	69.4%	35.3%	34.1%
%H (TV HH)			54.8%	8.6%	69.4%	35.3%	34.1%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Household level data
Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Has PC or Laptop	519	510	303	50	339	193	146
%V	71.2%	71.8%	84.2%	80.6%	71.1%	86.5%	57.5%
%H (All HH)		98.3%	58.4%	9.6%	65.3%	37.2%	28.1%
%H (TV HH)			59.4%	9.8%	66.5%	37.8%	28.6%
Has broadband internet	491	484	293	49	322	188	133
%V	67.4%	68.2%	81.4%	79.0%	67.5%	84.3%	52.4%
%H (All HH)		98.6%	59.7%	10.0%	65.6%	38.3%	27.1%
%H (TV HH)			60.5%	10.1%	66.5%	38.8%	27.5%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Set level data
Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Under 20"	195	99	10	155	77	78
%V	13.3%	12.2%	8.1%	14.7%	13.7%	16.0%
%H		50.8%	5.1%	79.5%	39.5%	40.0%
20" - 29"	418	206	32	304	147	157
%V	28.5%	25.4%	26.0%	28.9%	26.1%	32.1%
%H		49.3%	7.7%	72.7%	35.2%	37.6%
30" - 39"	456	250	44	326	171	155
%V	31.1%	30.9%	35.8%	31.0%	30.4%	31.7%
%H		54.8%	9.6%	71.5%	37.5%	34.0%
40" and over	320	208	31	221	141	79
%V	21.8%	25.7%	25.2%	21.0%	25.0%	16.2%
%H		65.0%	9.7%	69.1%	44.1%	24.7%
Don't know	15	6	1	11	4	7
%V	1.0%	0.7%	0.8%	1.0%	0.7%	1.4%
%H		40.0%	6.7%	73.3%	26.7%	46.7%
Not Asked	64	41	5	35	23	13
%V	4.4%	5.1%	4.1%	3.3%	4.1%	2.7%
%H		64.1%	7.8%	54.7%	35.9%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Main living room	708	361	62	479	225	254
%V	48.2%	44.6%	50.4%	45.5%	40.0%	51.9%
%H		51.0%	8.8%	67.7%	31.8%	35.9%
Kitchen	166	90	9	130	68	63
%V	11.3%	11.1%	7.3%	12.4%	12.1%	12.9%
%H		54.2%	5.4%	78.3%	41.0%	38.0%
Adult's bedroom	292	166	28	224	130	94
%V	19.9%	20.5%	22.8%	21.3%	23.1%	19.2%
%H		56.8%	9.6%	76.7%	44.5%	32.2%
Child's bedroom	63	44	4	51	37	15
%V	4.3%	5.4%	3.3%	4.8%	6.6%	3.1%
%H		69.8%	6.3%	81.0%	58.7%	23.8%
Other bedroom	32	20	3	27	18	9
%V	2.2%	2.5%	2.4%	2.6%	3.2%	1.8%
%H		62.5%	9.4%	84.4%	56.3%	28.1%
Second living/dining room	115	69	10	83	49	34
%V	7.8%	8.5%	8.1%	7.9%	8.7%	7.0%
%H		60.0%	8.7%	72.2%	42.6%	29.6%
Study/office	7	4	1	6	4	2
%V	0.5%	0.5%	0.8%	0.6%	0.7%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%
TV room	8	5	0	6	3	3
%V	0.5%	0.6%	0.0%	0.6%	0.5%	0.6%
%H		62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	9	6	0	7	4	2
%V	0.6%	0.7%	0.0%	0.7%	0.7%	0.4%
%H		66.7%	0.0%	77.8%	44.4%	22.2%
Attic or loft room	1	1	0	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	100.0%
No specific location	2	1	0	1	1	0
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		50.0%	0.0%	50.0%	50.0%	0.0%
Other	2	1	0	2	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%
Not Asked	64	41	5	35	23	13
%V	4.4%	5.1%	4.1%	3.3%	4.1%	2.7%
%H		64.1%	7.8%	54.7%	35.9%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
PVR	435	362	35	262	224	38
%V	29.6%	44.7%	28.5%	24.9%	39.8%	7.8%
%H		83.2%	8.0%	60.2%	51.5%	8.7%
DVDR	68	36	4	53	26	26
%V	4.6%	4.4%	3.3%	5.0%	4.6%	5.3%
%H		52.9%	5.9%	77.9%	38.2%	38.2%
VCR	54	21	1	37	11	26
%V	3.7%	2.6%	0.8%	3.5%	2.0%	5.3%
%H		38.9%	1.9%	68.5%	20.4%	48.1%
Any recorder	507	385	36	320	240	80
%V	34.5%	47.5%	29.3%	30.4%	42.6%	16.4%
%H		75.9%	7.1%	63.1%	47.3%	15.8%

Base: ITV Ulster - 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
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Receives HDTV (via STB or built-in reception)	348	223	44	240	157	83
%V	23.7%	27.5%	35.8%	22.8%	27.9%	17.0%
%H		64.1%	12.6%	69.0%	45.1%	23.9%
DVD/Blu-ray player or recorder	729	420	63	524	290	234
%V	49.7%	51.9%	51.2%	49.8%	51.5%	47.9%
%H		57.6%	8.6%	71.9%	39.8%	32.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Set level data
Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
Under 20"	17	3	1	12	2	10
%V	2.4%	0.8%	1.6%	2.5%	0.9%	3.9%
%H		17.6%	5.9%	70.6%	11.8%	58.8%
20" - 29"	130	42	8	83	21	62
%V	18.3%	11.7%	12.9%	17.4%	9.4%	24.4%
%H		32.3%	6.2%	63.8%	16.2%	47.7%
30" - 39"	289	140	27	199	85	114
%V	40.8%	38.9%	43.5%	41.7%	38.1%	44.9%
%H		48.4%	9.3%	68.9%	29.4%	39.4%
40" and over	266	173	26	179	114	66
%V	37.5%	48.1%	41.9%	37.5%	51.1%	26.0%
%H		65.0%	9.8%	67.3%	42.9%	24.8%
Don't know	5	2	0	3	0	3
%V	0.7%	0.6%	0.0%	0.6%	0.0%	1.2%
%H		40.0%	0.0%	60.0%	0.0%	60.0%
Not Asked	2	0	0	1	1	0
%V	0.3%	0.0%	0.0%	0.2%	0.4%	0.0%
%H		0.0%	0.0%	50.0%	50.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
PVR	321	263	29	192	162	30
%V	45.3%	73.1%	46.8%	40.3%	72.6%	11.8%
%H		81.9%	9.0%	59.8%	50.5%	9.3%
DVDR	49	25	4	36	17	19
%V	6.9%	6.9%	6.5%	7.5%	7.6%	7.5%
%H		51.0%	8.2%	73.5%	34.7%	38.8%
VCR	41	16	1	27	8	20
%V	5.8%	4.4%	1.6%	5.7%	3.6%	7.9%
%H		39.0%	2.4%	65.9%	19.5%	48.8%
Any recorder	369	275	30	228	169	59
%V	52.0%	76.4%	48.4%	47.8%	75.8%	23.2%
%H		74.5%	8.1%	61.8%	45.8%	16.0%

Base: ITV Ulster - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
Receives HDTV (via STB or built-in reception)	243	161	32	159	108	51
%V	34.3%	44.7%	51.6%	33.3%	48.4%	20.1%
%H		66.3%	13.2%	65.4%	44.4%	21.0%
DVD/Blu-ray player or recorder	478	262	41	329	166	163
%V	67.4%	72.8%	66.1%	69.0%	74.4%	64.2%
%H		54.8%	8.6%	68.8%	34.7%	34.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
Under 20"	178	95	10	143	75	68
%V	23.5%	21.1%	16.1%	24.9%	22.1%	28.9%
%H		53.4%	5.6%	80.3%	42.1%	38.2%
20" - 29"	289	164	24	221	125	95
%V	38.1%	36.4%	38.7%	38.4%	36.8%	40.4%
%H		56.7%	8.3%	76.5%	43.3%	32.9%
30" - 39"	167	110	17	127	86	41
%V	22.0%	24.4%	27.4%	22.1%	25.3%	17.4%
%H		65.9%	10.2%	76.0%	51.5%	24.6%
40" and over	54	35	5	41	28	14
%V	7.1%	7.8%	8.1%	7.1%	8.2%	6.0%
%H		64.8%	9.3%	75.9%	51.9%	25.9%
Don't know	10	4	0	8	3	4
%V	1.3%	0.9%	0.0%	1.4%	0.9%	1.7%
%H		40.0%	0.0%	80.0%	30.0%	40.0%
Not Asked	61	42	6	35	23	13
%V	8.0%	9.3%	9.7%	6.1%	6.8%	5.5%
%H		68.9%	9.8%	57.4%	37.7%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
PVR	113	99	6	70	62	8
%V	14.9%	22.0%	9.7%	12.2%	18.2%	3.4%
%H		87.6%	5.3%	61.9%	54.9%	7.1%
DVDR	19	12	1	17	10	7
%V	2.5%	2.7%	1.6%	3.0%	2.9%	3.0%
%H		63.2%	5.3%	89.5%	52.6%	36.8%
VCR	12	5	0	10	3	7
%V	1.6%	1.1%	0.0%	1.7%	0.9%	3.0%
%H		41.7%	0.0%	83.3%	25.0%	58.3%
Any recorder	138	110	6	92	70	21
%V	18.2%	24.4%	9.7%	16.0%	20.6%	8.9%
%H		79.7%	4.3%	66.7%	50.7%	15.2%

Base: ITV Ulster - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
Receives HDTV (via STB or built-in reception)	106	62	12	81	49	32
%V	14.0%	13.8%	19.4%	14.1%	14.4%	13.6%
%H		58.5%	11.3%	76.4%	46.2%	30.2%
DVD/Blu-ray player or recorder	251	157	22	195	123	72
%V	33.1%	34.9%	35.5%	33.9%	36.2%	30.6%
%H		62.5%	8.8%	77.7%	49.0%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1803	1766	1002	151	1193	632	561
%H		97.9%	55.6%	8.4%	66.2%	35.1%	31.1%
Total Children	384	380	244	32	248	149	99
%V	21.3%	21.5%	24.4%	21.2%	20.8%	23.6%	17.6%
%H		99.0%	63.5%	8.3%	64.6%	38.8%	25.8%
0 - 3	97	96	60	8	61	33	28
%V	5.4%	5.4%	6.0%	5.3%	5.1%	5.2%	5.0%
%H		99.0%	61.9%	8.2%	62.9%	34.0%	28.9%
4 - 15	287	284	184	24	188	116	72
%V	15.9%	16.1%	18.4%	15.9%	15.8%	18.4%	12.8%
%H		99.0%	64.1%	8.4%	65.5%	40.4%	25.1%
4 - 9	148	146	96	13	95	60	35
%V	8.2%	8.3%	9.6%	8.6%	8.0%	9.5%	6.2%
%H		98.6%	64.9%	8.8%	64.2%	40.5%	23.6%
10 - 15	139	138	88	11	93	56	37
%V	7.7%	7.8%	8.8%	7.3%	7.8%	8.9%	6.6%
%H		99.3%	63.3%	7.9%	66.9%	40.3%	26.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1803	1766	1002	151	1193	632	561
%H		97.9%	55.6%	8.4%	66.2%	35.1%	31.1%
Total Adults (16+)	1418	1386	758	120	945	483	462
%V	78.6%	78.5%	75.6%	79.5%	79.2%	76.4%	82.4%
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
16 - 19	95	94	61	7	66	40	25
%V	5.3%	5.3%	6.1%	4.6%	5.5%	6.3%	4.5%
%H		98.9%	64.2%	7.4%	69.5%	42.1%	26.3%
20 - 24	117	111	57	12	73	35	38
%V	6.5%	6.3%	5.7%	7.9%	6.1%	5.5%	6.8%
%H		94.9%	48.7%	10.3%	62.4%	29.9%	32.5%
25 - 34	257	250	151	23	161	89	72
%V	14.3%	14.2%	15.1%	15.2%	13.5%	14.1%	12.8%
%H		97.3%	58.8%	8.9%	62.6%	34.6%	28.0%
35 - 44	241	237	155	22	155	96	59
%V	13.4%	13.4%	15.5%	14.6%	13.0%	15.2%	10.5%
%H		98.3%	64.3%	9.1%	64.3%	39.8%	24.5%
45 - 54	249	244	140	21	167	90	77
%V	13.8%	13.8%	14.0%	13.9%	14.0%	14.2%	13.7%
%H		98.0%	56.2%	8.4%	67.1%	36.1%	30.9%
55 - 64	196	193	101	18	137	70	67
%V	10.9%	10.9%	10.1%	11.9%	11.5%	11.1%	11.9%
%H		98.5%	51.5%	9.2%	69.9%	35.7%	34.2%
65+	263	257	93	17	186	61	124
%V	14.6%	14.6%	9.3%	11.3%	15.6%	9.7%	22.1%
%H		97.7%	35.4%	6.5%	70.7%	23.2%	47.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1418	1386	758	120	945	483	462
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
AB	298	293	156	33	201	103	98
%V	21.0%	21.1%	20.6%	27.5%	21.3%	21.3%	21.2%
%H		98.3%	52.3%	11.1%	67.4%	34.6%	32.9%
C1	350	342	209	27	236	137	99
%V	24.7%	24.7%	27.6%	22.5%	25.0%	28.4%	21.4%
%H		97.7%	59.7%	7.7%	67.4%	39.1%	28.3%
C2	301	297	169	20	211	110	101
%V	21.2%	21.4%	22.3%	16.7%	22.3%	22.8%	21.9%
%H		98.7%	56.1%	6.6%	70.1%	36.5%	33.6%
D	245	236	131	21	151	79	72
%V	17.3%	17.0%	17.3%	17.5%	16.0%	16.4%	15.6%
%H		96.3%	53.5%	8.6%	61.6%	32.2%	29.4%
E	224	217	93	19	146	54	92
%V	15.8%	15.7%	12.3%	15.8%	15.4%	11.2%	19.9%
%H		96.9%	41.5%	8.5%	65.2%	24.1%	41.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Individual level data
Table 11.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1418	1386	758	120	945	483	462
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
Working full time	581	570	348	47	380	217	163
%V	41.0%	41.1%	45.9%	39.2%	40.2%	44.9%	35.3%
%H		98.1%	59.9%	8.1%	65.4%	37.3%	28.1%
Working part time	161	160	92	16	109	62	48
%V	11.4%	11.5%	12.1%	13.3%	11.5%	12.8%	10.4%
%H		99.4%	57.1%	9.9%	67.7%	38.5%	29.8%
Not working	676	656	318	56	455	204	252
%V	47.7%	47.3%	42.0%	46.7%	48.1%	42.2%	54.5%
%H		97.0%	47.0%	8.3%	67.3%	30.2%	37.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
16 - 19	49	48	31	4	32	19	13
%V	7.1%	7.1%	8.2%	6.8%	7.0%	8.0%	6.0%
%H		98.0%	63.3%	8.2%	65.3%	38.8%	26.5%
20 - 24	58	55	31	6	35	19	16
%V	8.4%	8.2%	8.2%	10.2%	7.7%	8.0%	7.4%
%H		94.8%	53.4%	10.3%	60.3%	32.8%	27.6%
25 - 34	129	124	74	11	80	43	36
%V	18.7%	18.4%	19.7%	18.6%	17.6%	18.1%	16.7%
%H		96.1%	57.4%	8.5%	62.0%	33.3%	27.9%
35 - 44	119	117	75	10	77	47	30
%V	17.2%	17.4%	19.9%	16.9%	17.0%	19.8%	13.9%
%H		98.3%	63.0%	8.4%	64.7%	39.5%	25.2%
45 - 54	122	119	68	10	80	42	37
%V	17.7%	17.7%	18.1%	16.9%	17.6%	17.7%	17.1%
%H		97.5%	55.7%	8.2%	65.6%	34.4%	30.3%
55 - 64	97	95	51	9	67	36	31
%V	14.1%	14.1%	13.6%	15.3%	14.8%	15.2%	14.4%
%H		97.9%	52.6%	9.3%	69.1%	37.1%	32.0%
65+	118	115	45	8	82	30	52
%V	17.1%	17.1%	12.0%	13.6%	18.1%	12.7%	24.1%
%H		97.5%	38.1%	6.8%	69.5%	25.4%	44.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Individual level data
Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
AB	148	146	78	16	101	51	49
%V	21.4%	21.7%	20.7%	27.1%	22.2%	21.5%	22.7%
%H		98.6%	52.7%	10.8%	68.2%	34.5%	33.1%
C1	164	160	101	13	108	66	42
%V	23.8%	23.8%	26.9%	22.0%	23.8%	27.8%	19.4%
%H		97.6%	61.6%	7.9%	65.9%	40.2%	25.6%
C2	163	161	91	11	112	58	54
%V	23.6%	23.9%	24.2%	18.6%	24.7%	24.5%	25.0%
%H		98.8%	55.8%	6.7%	68.7%	35.6%	33.1%
D	118	114	64	11	71	38	33
%V	17.1%	16.9%	17.0%	18.6%	15.6%	16.0%	15.3%
%H		96.6%	54.2%	9.3%	60.2%	32.2%	28.0%
E	96	93	41	8	62	23	39
%V	13.9%	13.8%	10.9%	13.6%	13.7%	9.7%	18.1%
%H		96.9%	42.7%	8.3%	64.6%	24.0%	40.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Individual level data
Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
Working full time	368	360	220	30	242	140	102
%V	53.3%	53.5%	58.5%	50.8%	53.3%	59.1%	47.2%
%H		97.8%	59.8%	8.2%	65.8%	38.0%	27.7%
Working part time	35	34	18	3	23	11	12
%V	5.1%	5.1%	4.8%	5.1%	5.1%	4.6%	5.6%
%H		97.1%	51.4%	8.6%	65.7%	31.4%	34.3%
Not working	288	278	138	26	188	86	102
%V	41.7%	41.3%	36.7%	44.1%	41.4%	36.3%	47.2%
%H		96.5%	47.9%	9.0%	65.3%	29.9%	35.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
16 - 19	46	46	30	3	33	21	12
%V	6.3%	6.5%	7.9%	4.9%	6.7%	8.6%	4.9%
%H		100.0%	65.2%	6.5%	71.7%	45.7%	26.1%
20 - 24	59	56	26	6	38	16	22
%V	8.1%	7.9%	6.8%	9.8%	7.7%	6.5%	8.9%
%H		94.9%	44.1%	10.2%	64.4%	27.1%	37.3%
25 - 34	129	126	77	12	81	46	35
%V	17.7%	17.7%	20.2%	19.7%	16.5%	18.8%	14.2%
%H		97.7%	59.7%	9.3%	62.8%	35.7%	27.1%
35 - 44	122	120	80	11	78	49	29
%V	16.8%	16.8%	20.9%	18.0%	15.9%	20.0%	11.8%
%H		98.4%	65.6%	9.0%	63.9%	40.2%	23.8%
45 - 54	128	125	72	11	88	48	40
%V	17.6%	17.5%	18.8%	18.0%	17.9%	19.6%	16.3%
%H		97.7%	56.3%	8.6%	68.8%	37.5%	31.3%
55 - 64	99	98	50	9	69	34	36
%V	13.6%	13.7%	13.1%	14.8%	14.1%	13.9%	14.6%
%H		99.0%	50.5%	9.1%	69.7%	34.3%	36.4%
65+	145	142	48	9	103	32	72
%V	19.9%	19.9%	12.6%	14.8%	21.0%	13.1%	29.3%
%H		97.9%	33.1%	6.2%	71.0%	22.1%	49.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Individual level data
Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
AB	150	148	78	17	100	52	49
%V	20.6%	20.8%	20.4%	27.9%	20.4%	21.2%	19.9%
%H		98.7%	52.0%	11.3%	66.7%	34.7%	32.7%
C1	186	182	107	14	128	70	57
%V	25.5%	25.5%	28.0%	23.0%	26.1%	28.6%	23.2%
%H		97.8%	57.5%	7.5%	68.8%	37.6%	30.6%
C2	137	136	78	9	99	51	47
%V	18.8%	19.1%	20.4%	14.8%	20.2%	20.8%	19.1%
%H		99.3%	56.9%	6.6%	72.3%	37.2%	34.3%
D	127	122	67	10	80	41	39
%V	17.4%	17.1%	17.5%	16.4%	16.3%	16.7%	15.9%
%H		96.1%	52.8%	7.9%	63.0%	32.3%	30.7%
E	128	125	53	11	84	31	53
%V	17.6%	17.5%	13.9%	18.0%	17.1%	12.7%	21.5%
%H		97.7%	41.4%	8.6%	65.6%	24.2%	41.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Ulster
Individual level data
Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
Working full time	213	210	128	17	138	77	61
%V	29.3%	29.5%	33.5%	27.9%	28.1%	31.4%	24.8%
%H		98.6%	60.1%	8.0%	64.8%	36.2%	28.6%
Working part time	127	126	74	13	86	50	35
%V	17.4%	17.7%	19.4%	21.3%	17.5%	20.4%	14.2%
%H		99.2%	58.3%	10.2%	67.7%	39.4%	27.6%
Not working	388	378	180	30	267	118	149
%V	53.3%	53.0%	47.1%	49.2%	54.4%	48.2%	60.6%
%H		97.4%	46.4%	7.7%	68.8%	30.4%	38.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
AB	56	54	28	1	44	20	24
%V	19.4%	19.2%	17.8%	33.3%	19.8%	19.4%	20.3%
%H (All HH)		96.4%	50.0%	1.8%	78.6%	35.7%	42.9%
%H (TV HH)			51.9%	1.9%	81.5%	37.0%	44.4%
C1	65	63	35	1	52	25	27
%V	22.5%	22.4%	22.3%	33.3%	23.4%	24.3%	22.9%
%H (All HH)		96.9%	53.8%	1.5%	80.0%	38.5%	41.5%
%H (TV HH)			55.6%	1.6%	82.5%	39.7%	42.9%
C2	76	75	45	0	59	30	28
%V	26.3%	26.7%	28.7%	0.0%	26.6%	29.1%	23.7%
%H (All HH)		98.7%	59.2%	0.0%	77.6%	39.5%	36.8%
%H (TV HH)			60.0%	0.0%	78.7%	40.0%	37.3%
D	57	56	33	0	42	20	22
%V	19.7%	19.9%	21.0%	0.0%	18.9%	19.4%	18.6%
%H (All HH)		98.2%	57.9%	0.0%	73.7%	35.1%	38.6%
%H (TV HH)			58.9%	0.0%	75.0%	35.7%	39.3%
E	36	33	16	0	25	8	17
%V	12.5%	11.7%	10.2%	0.0%	11.3%	7.8%	14.4%
%H (All HH)		91.7%	44.4%	0.0%	69.4%	22.2%	47.2%
%H (TV HH)			48.5%	0.0%	75.8%	24.2%	51.5%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Under 25	13	13	8	1	10	6	5
%V	4.5%	4.6%	5.1%	33.3%	4.5%	5.8%	4.2%
%H (All HH)		100.0%	61.5%	7.7%	76.9%	46.2%	38.5%
%H (TV HH)			61.5%	7.7%	76.9%	46.2%	38.5%
25 - 34	35	34	22	0	21	13	8
%V	12.1%	12.1%	14.0%	0.0%	9.5%	12.6%	6.8%
%H (All HH)		97.1%	62.9%	0.0%	60.0%	37.1%	22.9%
%H (TV HH)			64.7%	0.0%	61.8%	38.2%	23.5%
35 - 44	35	33	26	0	25	18	7
%V	12.1%	11.7%	16.6%	0.0%	11.3%	17.5%	5.9%
%H (All HH)		94.3%	74.3%	0.0%	71.4%	51.4%	20.0%
%H (TV HH)			78.8%	0.0%	75.8%	54.5%	21.2%
45 - 54	53	53	32	1	45	25	20
%V	18.3%	18.9%	20.4%	33.3%	20.3%	24.3%	16.9%
%H (All HH)		100.0%	60.4%	1.9%	84.9%	47.2%	37.7%
%H (TV HH)			60.4%	1.9%	84.9%	47.2%	37.7%
55 - 64	55	53	26	0	42	15	27
%V	19.0%	18.9%	16.6%	0.0%	18.9%	14.6%	22.9%
%H (All HH)		96.4%	47.3%	0.0%	76.4%	27.3%	49.1%
%H (TV HH)			49.1%	0.0%	79.2%	28.3%	50.9%
65 +	97	95	43	1	79	27	52
%V	33.6%	33.8%	27.4%	33.3%	35.6%	26.2%	44.1%
%H (All HH)		97.9%	44.3%	1.0%	81.4%	27.8%	53.6%
%H (TV HH)			45.3%	1.1%	83.2%	28.4%	54.7%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Household level data
Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
1	102	97	39	1	77	20	57
%V	35.3%	34.5%	24.8%	33.3%	34.7%	19.4%	48.3%
%H (All HH)		95.1%	38.2%	1.0%	75.5%	19.6%	55.9%
%H (TV HH)			40.2%	1.0%	79.4%	20.6%	58.8%
2	106	104	61	0	82	41	41
%V	36.7%	37.0%	38.9%	0.0%	36.9%	39.8%	34.7%
%H (All HH)		98.1%	57.5%	0.0%	77.4%	38.7%	38.7%
%H (TV HH)			58.7%	0.0%	78.8%	39.4%	39.4%
3	39	39	29	2	30	21	9
%V	13.5%	13.9%	18.5%	66.7%	13.5%	20.4%	7.6%
%H (All HH)		100.0%	74.4%	5.1%	76.9%	53.8%	23.1%
%H (TV HH)			74.4%	5.1%	76.9%	53.8%	23.1%
4	30	29	18	0	23	13	9
%V	10.4%	10.3%	11.5%	0.0%	10.4%	12.6%	7.6%
%H (All HH)		96.7%	60.0%	0.0%	76.7%	43.3%	30.0%
%H (TV HH)			62.1%	0.0%	79.3%	44.8%	31.0%
5+	12	12	10	0	10	8	2
%V	4.2%	4.3%	6.4%	0.0%	4.5%	7.8%	1.7%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	66.7%	16.7%
%H (TV HH)			83.3%	0.0%	83.3%	66.7%	16.7%
Average HH size	2.13	2.14	2.38	2.63	2.14	2.51	1.81

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Without	233	226	115	2	180	74	106
%V	80.6%	80.4%	73.2%	66.7%	81.1%	71.8%	89.8%
%H (All HH)		97.0%	49.4%	0.9%	77.3%	31.8%	45.5%
%H (TV HH)			50.9%	0.9%	79.6%	32.7%	46.9%
With	56	55	42	0	42	30	12
%V	19.4%	19.6%	26.8%	0.0%	18.9%	29.1%	10.2%
%H (All HH)		98.2%	75.0%	0.0%	75.0%	53.6%	21.4%
%H (TV HH)			76.4%	0.0%	76.4%	54.5%	21.8%
0 - 3	23	22	17	0	17	12	5
%V	8.0%	7.8%	10.8%	0.0%	7.7%	11.7%	4.2%
%H (All HH)		95.7%	73.9%	0.0%	73.9%	52.2%	21.7%
%H (TV HH)			77.3%	0.0%	77.3%	54.5%	22.7%
4 - 9	24	24	19	0	16	11	5
%V	8.3%	8.5%	12.1%	0.0%	7.2%	10.7%	4.2%
%H (All HH)		100.0%	79.2%	0.0%	66.7%	45.8%	20.8%
%H (TV HH)			79.2%	0.0%	66.7%	45.8%	20.8%
10 - 15	27	26	20	0	22	15	7
%V	9.3%	9.3%	12.7%	0.0%	9.9%	14.6%	5.9%
%H (All HH)		96.3%	74.1%	0.0%	81.5%	55.6%	25.9%
%H (TV HH)			76.9%	0.0%	84.6%	57.7%	26.9%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
1	112	112	47	1	83	21	62
%V	38.8%	39.9%	29.9%	33.3%	37.4%	20.4%	52.5%
%H (All HH)		100.0%	42.0%	0.9%	74.1%	18.8%	55.4%
%H (TV HH)			42.0%	0.9%	74.1%	18.8%	55.4%
2	95	95	55	2	80	43	38
%V	32.9%	33.8%	35.0%	66.7%	36.0%	41.7%	32.2%
%H (All HH)		100.0%	57.9%	2.1%	84.2%	45.3%	40.0%
%H (TV HH)			57.9%	2.1%	84.2%	45.3%	40.0%
3	49	49	34	0	37	22	15
%V	17.0%	17.4%	21.7%	0.0%	16.7%	21.4%	12.7%
%H (All HH)		100.0%	69.4%	0.0%	75.5%	44.9%	30.6%
%H (TV HH)			69.4%	0.0%	75.5%	44.9%	30.6%
4	17	17	13	0	15	11	4
%V	5.9%	6.0%	8.3%	0.0%	6.8%	10.7%	3.4%
%H (All HH)		100.0%	76.5%	0.0%	88.2%	64.7%	23.5%
%H (TV HH)			76.5%	0.0%	88.2%	64.7%	23.5%
5+	8	8	8	0	7	7	0
%V	2.8%	2.8%	5.1%	0.0%	3.2%	6.8%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	87.5%	87.5%	0.0%
%H (TV HH)			100.0%	0.0%	87.5%	87.5%	0.0%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Under 20"	81	81	47	0	70	36	34
%V	28.0%	28.8%	29.9%	0.0%	31.5%	35.0%	28.8%
%H (All HH)		100.0%	58.0%	0.0%	86.4%	44.4%	42.0%
%H (TV HH)			58.0%	0.0%	86.4%	44.4%	42.0%
20" - 29"	127	127	66	1	109	48	60
%V	43.9%	45.2%	42.0%	33.3%	49.1%	46.6%	50.8%
%H (All HH)		100.0%	52.0%	0.8%	85.8%	37.8%	47.2%
%H (TV HH)			52.0%	0.8%	85.8%	37.8%	47.2%
30" - 39"	142	142	85	2	117	64	54
%V	49.1%	50.5%	54.1%	66.7%	52.7%	62.1%	45.8%
%H (All HH)		100.0%	59.9%	1.4%	82.4%	45.1%	38.0%
%H (TV HH)			59.9%	1.4%	82.4%	45.1%	38.0%
40" and over	90	90	69	1	65	45	21
%V	31.1%	32.0%	43.9%	33.3%	29.3%	43.7%	17.8%
%H (All HH)		100.0%	76.7%	1.1%	72.2%	50.0%	23.3%
%H (TV HH)			76.7%	1.1%	72.2%	50.0%	23.3%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Main living room	273	273	156	3	218	103	114
%V	94.5%	97.2%	99.4%	100.0%	98.2%	100.0%	96.6%
%H (All HH)		100.0%	57.1%	1.1%	79.9%	37.7%	41.8%
%H (TV HH)			57.1%	1.1%	79.9%	37.7%	41.8%
Kitchen	47	47	30	0	40	24	16
%V	16.3%	16.7%	19.1%	0.0%	18.0%	23.3%	13.6%
%H (All HH)		100.0%	63.8%	0.0%	85.1%	51.1%	34.0%
%H (TV HH)			63.8%	0.0%	85.1%	51.1%	34.0%
Adult's bedroom	110	110	74	1	95	60	35
%V	38.1%	39.1%	47.1%	33.3%	42.8%	58.3%	29.7%
%H (All HH)		100.0%	67.3%	0.9%	86.4%	54.5%	31.8%
%H (TV HH)			67.3%	0.9%	86.4%	54.5%	31.8%
Child's bedroom	18	18	14	0	15	11	4
%V	6.2%	6.4%	8.9%	0.0%	6.8%	10.7%	3.4%
%H (All HH)		100.0%	77.8%	0.0%	83.3%	61.1%	22.2%
%H (TV HH)			77.8%	0.0%	83.3%	61.1%	22.2%
Other bedroom	9	9	8	0	7	6	1
%V	3.1%	3.2%	5.1%	0.0%	3.2%	5.8%	0.8%
%H (All HH)		100.0%	88.9%	0.0%	77.8%	66.7%	11.1%
%H (TV HH)			88.9%	0.0%	77.8%	66.7%	11.1%
Second living/dining room	26	26	15	0	21	11	10
%V	9.0%	9.3%	9.6%	0.0%	9.5%	10.7%	8.5%
%H (All HH)		100.0%	57.7%	0.0%	80.8%	42.3%	38.5%
%H (TV HH)			57.7%	0.0%	80.8%	42.3%	38.5%
Study/office	3	3	2	0	3	2	1
%V	1.0%	1.1%	1.3%	0.0%	1.4%	1.9%	0.8%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%
TV room	7	7	6	0	6	4	2
%V	2.4%	2.5%	3.8%	0.0%	2.7%	3.9%	1.7%
%H (All HH)		100.0%	85.7%	0.0%	85.7%	57.1%	28.6%
%H (TV HH)			85.7%	0.0%	85.7%	57.1%	28.6%
Conservatory	6	6	3	0	5	2	3
%V	2.1%	2.1%	1.9%	0.0%	2.3%	1.9%	2.5%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	33.3%	50.0%
%H (TV HH)			50.0%	0.0%	83.3%	33.3%	50.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-
No specific location	1	1	1	0	1	1	0
%V	0.3%	0.4%	0.6%	0.0%	0.5%	1.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	1	1	1	0	1	0	1
%V	0.3%	0.4%	0.6%	0.0%	0.5%	0.0%	0.8%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	0.0%	100.0%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Household level data

Table 12.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
PVR	162	162	127	3	116	84	32
%V	56.1%	57.7%	80.9%	100.0%	52.3%	81.6%	27.1%
%H (All HH)		100.0%	78.4%	1.9%	71.6%	51.9%	19.8%
%H (TV HH)			78.4%	1.9%	71.6%	51.9%	19.8%
DVDR	18	18	8	0	14	4	10
%V	6.2%	6.4%	5.1%	0.0%	6.3%	3.9%	8.5%
%H (All HH)		100.0%	44.4%	0.0%	77.8%	22.2%	55.6%
%H (TV HH)			44.4%	0.0%	77.8%	22.2%	55.6%
VCR	6	6	1	0	6	1	5
%V	2.1%	2.1%	0.6%	0.0%	2.7%	1.0%	4.2%
%H (All HH)		100.0%	16.7%	0.0%	100.0%	16.7%	83.3%
%H (TV HH)			16.7%	0.0%	100.0%	16.7%	83.3%
Any recorder	174	174	129	3	128	85	43
%V	60.2%	61.9%	82.2%	100.0%	57.7%	82.5%	36.4%
%H (All HH)		100.0%	74.1%	1.7%	73.6%	48.9%	24.7%
%H (TV HH)			74.1%	1.7%	73.6%	48.9%	24.7%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Receives HDTV (via STB or built-in reception)	103	103	78	2	75	52	23
%V	35.6%	36.7%	49.7%	66.7%	33.8%	50.5%	19.5%
%H (All HH)		100.0%	75.7%	1.9%	72.8%	50.5%	22.3%
%H (TV HH)			75.7%	1.9%	72.8%	50.5%	22.3%
DVD/Blu-ray player or recorder	220	220	126	2	181	90	91
%V	76.1%	78.3%	80.3%	66.7%	81.5%	87.4%	77.1%
%H (All HH)		100.0%	57.3%	0.9%	82.3%	40.9%	41.4%
%H (TV HH)			57.3%	0.9%	82.3%	40.9%	41.4%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	289	281	157	3	222	103	118
%H (All HH)		97.2%	54.3%	1.0%	76.8%	35.6%	40.8%
%H (TV HH)			55.9%	1.1%	79.0%	36.7%	42.0%
Has PC or Laptop	204	199	122	2	155	83	72
%V	70.6%	70.8%	77.7%	66.7%	69.8%	80.6%	61.0%
%H (All HH)		97.5%	59.8%	1.0%	76.0%	40.7%	35.3%
%H (TV HH)			61.3%	1.0%	77.9%	41.7%	36.2%
Has broadband internet	185	182	116	2	141	79	61
%V	64.0%	64.8%	73.9%	66.7%	63.5%	76.7%	51.7%
%H (All HH)		98.4%	62.7%	1.1%	76.2%	42.7%	33.0%
%H (TV HH)			63.7%	1.1%	77.5%	43.4%	33.5%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	565	359	5	455	257	198
%H		63.5%	0.9%	80.5%	45.5%	35.0%
Under 20"	107	64	0	94	50	43
%V	18.9%	17.8%	0.0%	20.7%	19.5%	21.7%
%H		59.8%	0.0%	87.9%	46.7%	40.2%
20" - 29"	156	87	1	133	64	69
%V	27.6%	24.2%	20.0%	29.2%	24.9%	34.8%
%H		55.8%	0.6%	85.3%	41.0%	44.2%
30" - 39"	161	101	3	132	76	56
%V	28.5%	28.1%	60.0%	29.0%	29.6%	28.3%
%H		62.7%	1.9%	82.0%	47.2%	34.8%
40" and over	103	79	1	75	52	23
%V	18.2%	22.0%	20.0%	16.5%	20.2%	11.6%
%H		76.7%	1.0%	72.8%	50.5%	22.3%
Don't know	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-
Not Asked	38	28	0	21	15	7
%V	6.7%	7.8%	0.0%	4.6%	5.8%	3.5%
%H		73.7%	0.0%	55.3%	39.5%	18.4%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	565	359	5	455	257	198
%H		63.5%	0.9%	80.5%	45.5%	35.0%
Main living room	275	157	3	219	104	115
%V	48.7%	43.7%	60.0%	48.1%	40.5%	58.1%
%H		57.1%	1.1%	79.6%	37.8%	41.8%
Kitchen	47	30	0	40	24	16
%V	8.3%	8.4%	0.0%	8.8%	9.3%	8.1%
%H		63.8%	0.0%	85.1%	51.1%	34.0%
Adult's bedroom	126	88	1	111	74	37
%V	22.3%	24.5%	20.0%	24.4%	28.8%	18.7%
%H		69.8%	0.8%	88.1%	58.7%	29.4%
Child's bedroom	23	18	0	19	14	5
%V	4.1%	5.0%	0.0%	4.2%	5.4%	2.5%
%H		78.3%	0.0%	82.6%	60.9%	21.7%
Other bedroom	10	9	0	8	7	1
%V	1.8%	2.5%	0.0%	1.8%	2.7%	0.5%
%H		90.0%	0.0%	80.0%	70.0%	10.0%
Second living/dining room	27	16	0	22	11	10
%V	4.8%	4.5%	0.0%	4.8%	4.3%	5.1%
%H		59.3%	0.0%	81.5%	40.7%	37.0%
Study/office	3	2	0	3	2	1
%V	0.5%	0.6%	0.0%	0.7%	0.8%	0.5%
%H		66.7%	0.0%	100.0%	66.7%	33.3%
TV room	7	6	0	6	4	2
%V	1.2%	1.7%	0.0%	1.3%	1.6%	1.0%
%H		85.7%	0.0%	85.7%	57.1%	28.6%
Conservatory	6	3	0	5	2	3
%V	1.1%	0.8%	0.0%	1.1%	0.8%	1.5%
%H		50.0%	0.0%	83.3%	33.3%	50.0%
Attic or loft room	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-
No specific location	1	1	0	1	1	0
%V	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	1	1	0	1	0	1
%V	0.2%	0.3%	0.0%	0.2%	0.0%	0.5%
%H		100.0%	0.0%	100.0%	0.0%	100.0%
Not Asked	38	28	0	21	15	7
%V	6.7%	7.8%	0.0%	4.6%	5.8%	3.5%
%H		73.7%	0.0%	55.3%	39.5%	18.4%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	565	359	5	455	257	198
%H		63.5%	0.9%	80.5%	45.5%	35.0%
PVR	206	170	3	139	104	35
%V	36.5%	47.4%	60.0%	30.5%	40.5%	17.7%
%H		82.5%	1.5%	67.5%	50.5%	17.0%
DVDR	20	9	0	16	6	10
%V	3.5%	2.5%	0.0%	3.5%	2.3%	5.1%
%H		45.0%	0.0%	80.0%	30.0%	50.0%
VCR	7	1	0	6	1	5
%V	1.2%	0.3%	0.0%	1.3%	0.4%	2.5%
%H		14.3%	0.0%	85.7%	14.3%	71.4%
Any recorder	223	174	3	154	108	47
%V	39.5%	48.5%	60.0%	33.8%	42.0%	23.7%
%H		78.0%	1.3%	69.1%	48.4%	21.1%

Base: ITV Border - 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
	HH	HH	HH	HH	HH	HH
Total Sets	565	359	5	455	257	198
%H		63.5%	0.9%	80.5%	45.5%	35.0%
Receives HDTV (via STB or built-in reception)	126	97	2	90	64	26
%V	22.3%	27.0%	40.0%	19.8%	24.9%	13.1%
%H		77.0%	1.6%	71.4%	50.8%	20.6%
DVD/Blu-ray player or recorder	320	196	3	271	151	120
%V	56.6%	54.6%	60.0%	59.6%	58.8%	60.6%
%H		61.3%	0.9%	84.7%	47.2%	37.5%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	281	157	3	222	103	118
%H		55.9%	1.1%	79.0%	36.7%	42.0%
Under 20"	10	2	0	9	1	8
%V	3.6%	1.3%	0.0%	4.1%	1.0%	6.8%
%H		20.0%	0.0%	90.0%	10.0%	80.0%
20" - 29"	64	25	1	51	12	40
%V	22.8%	15.9%	33.3%	23.0%	11.7%	33.9%
%H		39.1%	1.6%	79.7%	18.8%	62.5%
30" - 39"	120	67	2	101	50	51
%V	42.7%	42.7%	66.7%	45.5%	48.5%	43.2%
%H		55.8%	1.7%	84.2%	41.7%	42.5%
40" and over	83	64	1	60	41	19
%V	29.5%	40.8%	33.3%	27.0%	39.8%	16.1%
%H		77.1%	1.2%	72.3%	49.4%	22.9%
Don't know	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-
Not Asked	4	0	0	1	0	0
%V	1.4%	0.0%	0.0%	0.5%	0.0%	0.0%
%H		0.0%	0.0%	25.0%	0.0%	0.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Set level data
Table 12.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	281	157	3	222	103	118
%H		55.9%	1.1%	79.0%	36.7%	42.0%
PVR	160	126	3	115	84	31
%V	56.9%	80.3%	100.0%	51.8%	81.6%	26.3%
%H		78.8%	1.9%	71.9%	52.5%	19.4%
DVDR	16	6	0	14	4	10
%V	5.7%	3.8%	0.0%	6.3%	3.9%	8.5%
%H		37.5%	0.0%	87.5%	25.0%	62.5%
VCR	5	1	0	5	1	4
%V	1.8%	0.6%	0.0%	2.3%	1.0%	3.4%
%H		20.0%	0.0%	100.0%	20.0%	80.0%
Any recorder	172	128	3	126	85	42
%V	61.2%	81.5%	100.0%	56.8%	82.5%	35.6%
%H		74.4%	1.7%	73.3%	49.4%	24.4%

Base: ITV Border - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	281	157	3	222	103	118
%H		55.9%	1.1%	79.0%	36.7%	42.0%
Receives HDTV (via STB or built-in reception)	99	75	2	72	51	22
%V	35.2%	47.8%	66.7%	32.4%	49.5%	18.6%
%H		75.8%	2.0%	72.7%	51.5%	22.2%
DVD/Blu-ray player or recorder	209	120	2	172	85	87
%V	74.4%	76.4%	66.7%	77.5%	82.5%	73.7%
%H		57.4%	1.0%	82.3%	40.7%	41.6%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	284	202	2	233	153	79
%H		71.1%	0.7%	82.0%	53.9%	27.8%
Under 20"	97	62	0	85	50	35
%V	34.2%	30.7%	0.0%	36.5%	32.7%	44.3%
%H		63.9%	0.0%	87.6%	51.5%	36.1%
20" - 29"	92	62	0	82	53	29
%V	32.4%	30.7%	0.0%	35.2%	34.6%	36.7%
%H		67.4%	0.0%	89.1%	57.6%	31.5%
30" - 39"	41	35	2	32	26	5
%V	14.4%	17.3%	100.0%	13.7%	17.0%	6.3%
%H		85.4%	4.9%	78.0%	63.4%	12.2%
40" and over	19	16	0	14	11	4
%V	6.7%	7.9%	0.0%	6.0%	7.2%	5.1%
%H		84.2%	0.0%	73.7%	57.9%	21.1%
Don't know	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-
Not Asked	35	27	0	20	13	6
%V	12.3%	13.4%	0.0%	8.6%	8.5%	7.6%
%H		77.1%	0.0%	57.1%	37.1%	17.1%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	284	202	2	233	153	79
%H		71.1%	0.7%	82.0%	53.9%	27.8%
PVR	47	44	0	24	21	3
%V	16.5%	21.8%	0.0%	10.3%	13.7%	3.8%
%H		93.6%	0.0%	51.1%	44.7%	6.4%
DVDR	4	4	0	3	2	0
%V	1.4%	2.0%	0.0%	1.3%	1.3%	0.0%
%H		100.0%	0.0%	75.0%	50.0%	0.0%
VCR	1	0	0	1	0	1
%V	0.4%	0.0%	0.0%	0.4%	0.0%	1.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%
Any recorder	51	46	0	28	23	5
%V	18.0%	22.8%	0.0%	12.0%	15.0%	6.3%
%H		90.2%	0.0%	54.9%	45.1%	9.8%

Base: ITV Border - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	284	202	2	233	153	79
%H		71.1%	0.7%	82.0%	53.9%	27.8%
Receives HDTV (via STB or built-in reception)	27	22	0	17	13	4
%V	9.5%	10.9%	0.0%	7.3%	8.5%	5.1%
%H		81.5%	0.0%	63.0%	48.1%	14.8%
DVD/Blu-ray player or recorder	111	77	1	99	66	33
%V	39.1%	38.1%	50.0%	42.5%	43.1%	41.8%
%H		69.4%	0.9%	89.2%	59.5%	29.7%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	614	602	374	7	474	260	214
%H		98.0%	60.9%	1.1%	77.2%	42.3%	34.9%
Total Children	91	90	67	0	69	46	22
%V	14.8%	15.0%	17.9%	0.0%	14.6%	17.7%	10.3%
%H		98.9%	73.6%	0.0%	75.8%	50.5%	24.2%
0 - 3	26	25	18	0	19	13	6
%V	4.2%	4.2%	4.8%	0.0%	4.0%	5.0%	2.8%
%H		96.2%	69.2%	0.0%	73.1%	50.0%	23.1%
4 - 15	65	65	49	0	50	34	16
%V	10.6%	10.8%	13.1%	0.0%	10.5%	13.1%	7.5%
%H		100.0%	75.4%	0.0%	76.9%	52.3%	24.6%
4 - 9	32	32	25	0	22	15	7
%V	5.2%	5.3%	6.7%	0.0%	4.6%	5.8%	3.3%
%H		100.0%	78.1%	0.0%	68.8%	46.9%	21.9%
10 - 15	33	33	24	0	28	19	9
%V	5.4%	5.5%	6.4%	0.0%	5.9%	7.3%	4.2%
%H		100.0%	72.7%	0.0%	84.8%	57.6%	27.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	614	602	374	7	474	260	214
%H		98.0%	60.9%	1.1%	77.2%	42.3%	34.9%
Total Adults (16+)	522	512	306	7	405	213	192
%V	85.0%	85.0%	81.8%	100.0%	85.4%	81.9%	89.7%
%H		98.1%	58.6%	1.3%	77.6%	40.8%	36.8%
16 - 19	22	22	13	1	19	11	8
%V	3.6%	3.7%	3.5%	14.3%	4.0%	4.2%	3.7%
%H		100.0%	59.1%	4.5%	86.4%	50.0%	36.4%
20 - 24	36	36	23	1	28	18	9
%V	5.9%	6.0%	6.1%	14.3%	5.9%	6.9%	4.2%
%H		100.0%	63.9%	2.8%	77.8%	50.0%	25.0%
25 - 34	76	73	54	1	46	31	15
%V	12.4%	12.1%	14.4%	14.3%	9.7%	11.9%	7.0%
%H		96.1%	71.1%	1.3%	60.5%	40.8%	19.7%
35 - 44	56	55	42	0	42	30	11
%V	9.1%	9.1%	11.2%	0.0%	8.9%	11.5%	5.1%
%H		98.2%	75.0%	0.0%	75.0%	53.6%	19.6%
45 - 54	97	96	60	3	81	48	33
%V	15.8%	15.9%	16.0%	42.9%	17.1%	18.5%	15.4%
%H		99.0%	61.9%	3.1%	83.5%	49.5%	34.0%
55 - 64	90	88	46	0	71	29	42
%V	14.7%	14.6%	12.3%	0.0%	15.0%	11.2%	19.6%
%H		97.8%	51.1%	0.0%	78.9%	32.2%	46.7%
65+	146	143	68	1	119	45	74
%V	23.8%	23.8%	18.2%	14.3%	25.1%	17.3%	34.6%
%H		97.9%	46.6%	0.7%	81.5%	30.8%	50.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	522	512	306	7	405	213	192
%H		98.1%	58.6%	1.3%	77.6%	40.8%	36.8%
AB	109	105	57	3	86	42	44
%V	20.9%	20.5%	18.6%	42.9%	21.2%	19.7%	22.9%
%H		96.3%	52.3%	2.8%	78.9%	38.5%	40.4%
C1	118	117	70	3	94	50	44
%V	22.6%	22.9%	22.9%	42.9%	23.2%	23.5%	22.9%
%H		99.2%	59.3%	2.5%	79.7%	42.4%	37.3%
C2	145	143	90	2	116	65	51
%V	27.8%	27.9%	29.4%	28.6%	28.6%	30.5%	26.6%
%H		98.6%	62.1%	1.4%	80.0%	44.8%	35.2%
D	103	101	66	0	74	42	32
%V	19.7%	19.7%	21.6%	0.0%	18.3%	19.7%	16.7%
%H		98.1%	64.1%	0.0%	71.8%	40.8%	31.1%
E	48	45	24	0	34	13	21
%V	9.2%	8.8%	7.8%	0.0%	8.4%	6.1%	10.9%
%H		93.8%	50.0%	0.0%	70.8%	27.1%	43.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	522	512	306	7	405	213	192
%H		98.1%	58.6%	1.3%	77.6%	40.8%	36.8%
Working full time	222	217	142	2	167	99	67
%V	42.5%	42.4%	46.4%	28.6%	41.2%	46.5%	34.9%
%H		97.7%	64.0%	0.9%	75.2%	44.6%	30.2%
Working part time	69	67	43	3	54	33	21
%V	13.2%	13.1%	14.1%	42.9%	13.3%	15.5%	10.9%
%H		97.1%	62.3%	4.3%	78.3%	47.8%	30.4%
Not working	231	227	121	2	185	81	104
%V	44.3%	44.3%	39.5%	28.6%	45.7%	38.0%	54.2%
%H		98.3%	52.4%	0.9%	80.1%	35.1%	45.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	260	255	161	3	199	111	88
%H		98.1%	61.9%	1.2%	76.5%	42.7%	33.8%
16 - 19	14	14	10	0	11	7	4
%V	5.4%	5.5%	6.2%	0.0%	5.5%	6.3%	4.5%
%H		100.0%	71.4%	0.0%	78.6%	50.0%	28.6%
20 - 24	15	15	11	0	13	10	3
%V	5.8%	5.9%	6.8%	0.0%	6.5%	9.0%	3.4%
%H		100.0%	73.3%	0.0%	86.7%	66.7%	20.0%
25 - 34	42	40	30	0	25	18	7
%V	16.2%	15.7%	18.6%	0.0%	12.6%	16.2%	8.0%
%H		95.2%	71.4%	0.0%	59.5%	42.9%	16.7%
35 - 44	30	30	21	0	23	14	8
%V	11.5%	11.8%	13.0%	0.0%	11.6%	12.6%	9.1%
%H		100.0%	70.0%	0.0%	76.7%	46.7%	26.7%
45 - 54	48	47	32	2	38	24	14
%V	18.5%	18.4%	19.9%	66.7%	19.1%	21.6%	15.9%
%H		97.9%	66.7%	4.2%	79.2%	50.0%	29.2%
55 - 64	44	43	22	0	36	15	21
%V	16.9%	16.9%	13.7%	0.0%	18.1%	13.5%	23.9%
%H		97.7%	50.0%	0.0%	81.8%	34.1%	47.7%
65+	67	66	35	0	53	22	31
%V	25.8%	25.9%	21.7%	0.0%	26.6%	19.8%	35.2%
%H		98.5%	52.2%	0.0%	79.1%	32.8%	46.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	260	255	161	3	199	111	88
%H		98.1%	61.9%	1.2%	76.5%	42.7%	33.8%
AB	53	51	30	2	41	21	20
%V	20.4%	20.0%	18.6%	66.7%	20.6%	18.9%	22.7%
%H		96.2%	56.6%	3.8%	77.4%	39.6%	37.7%
C1	53	52	33	1	42	24	18
%V	20.4%	20.4%	20.5%	33.3%	21.1%	21.6%	20.5%
%H		98.1%	62.3%	1.9%	79.2%	45.3%	34.0%
C2	76	76	48	0	61	35	26
%V	29.2%	29.8%	29.8%	0.0%	30.7%	31.5%	29.5%
%H		100.0%	63.2%	0.0%	80.3%	46.1%	34.2%
D	54	53	38	0	39	24	14
%V	20.8%	20.8%	23.6%	0.0%	19.6%	21.6%	15.9%
%H		98.1%	70.4%	0.0%	72.2%	44.4%	25.9%
E	23	22	12	0	17	7	10
%V	8.8%	8.6%	7.5%	0.0%	8.5%	6.3%	11.4%
%H		95.7%	52.2%	0.0%	73.9%	30.4%	43.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	260	255	161	3	199	111	88
%H		98.1%	61.9%	1.2%	76.5%	42.7%	33.8%
Working full time	144	141	95	1	110	68	42
%V	55.4%	55.3%	59.0%	33.3%	55.3%	61.3%	47.7%
%H		97.9%	66.0%	0.7%	76.4%	47.2%	29.2%
Working part time	13	12	7	1	9	5	4
%V	5.0%	4.7%	4.3%	33.3%	4.5%	4.5%	4.5%
%H		92.3%	53.8%	7.7%	69.2%	38.5%	30.8%
Not working	103	101	58	1	80	38	41
%V	39.6%	39.6%	36.0%	33.3%	40.2%	34.2%	46.6%
%H		98.1%	56.3%	1.0%	77.7%	36.9%	39.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	257	146	4	207	102	104
%H		97.7%	55.5%	1.5%	78.7%	38.8%	39.5%
16 - 19	8	7	3	1	7	4	3
%V	3.0%	2.7%	2.1%	25.0%	3.4%	3.9%	2.9%
%H		87.5%	37.5%	12.5%	87.5%	50.0%	37.5%
20 - 24	21	21	12	0	15	8	6
%V	8.0%	8.2%	8.2%	0.0%	7.2%	7.8%	5.8%
%H		100.0%	57.1%	0.0%	71.4%	38.1%	28.6%
25 - 34	34	33	24	1	21	14	7
%V	12.9%	12.8%	16.4%	25.0%	10.1%	13.7%	6.7%
%H		97.1%	70.6%	2.9%	61.8%	41.2%	20.6%
35 - 44	26	25	21	0	19	16	3
%V	9.9%	9.7%	14.4%	0.0%	9.2%	15.7%	2.9%
%H		96.2%	80.8%	0.0%	73.1%	61.5%	11.5%
45 - 54	49	49	28	2	43	24	19
%V	18.6%	19.1%	19.2%	50.0%	20.8%	23.5%	18.3%
%H		100.0%	57.1%	4.1%	87.8%	49.0%	38.8%
55 - 64	46	45	24	0	35	13	22
%V	17.5%	17.5%	16.4%	0.0%	16.9%	12.7%	21.2%
%H		97.8%	52.2%	0.0%	76.1%	28.3%	47.8%
65+	79	77	34	1	66	23	43
%V	30.0%	30.0%	23.3%	25.0%	31.9%	22.5%	41.3%
%H		97.5%	43.0%	1.3%	83.5%	29.1%	54.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	257	146	4	207	102	104
%H		97.7%	55.5%	1.5%	78.7%	38.8%	39.5%
AB	56	54	28	1	46	21	24
%V	21.3%	21.0%	19.2%	25.0%	22.2%	20.6%	23.1%
%H		96.4%	50.0%	1.8%	82.1%	37.5%	42.9%
C1	65	64	36	2	53	26	26
%V	24.7%	24.9%	24.7%	50.0%	25.6%	25.5%	25.0%
%H		98.5%	55.4%	3.1%	81.5%	40.0%	40.0%
C2	68	68	41	1	56	31	25
%V	25.9%	26.5%	28.1%	25.0%	27.1%	30.4%	24.0%
%H		100.0%	60.3%	1.5%	82.4%	45.6%	36.8%
D	48	48	28	0	35	18	17
%V	18.3%	18.7%	19.2%	0.0%	16.9%	17.6%	16.3%
%H		100.0%	58.3%	0.0%	72.9%	37.5%	35.4%
E	24	23	12	0	18	6	11
%V	9.1%	8.9%	8.2%	0.0%	8.7%	5.9%	10.6%
%H		95.8%	50.0%	0.0%	75.0%	25.0%	45.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Border
Individual level data
Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	257	146	4	207	102	104
%H		97.7%	55.5%	1.5%	78.7%	38.8%	39.5%
Working full time	78	76	47	1	57	32	25
%V	29.7%	29.6%	32.2%	25.0%	27.5%	31.4%	24.0%
%H		97.4%	60.3%	1.3%	73.1%	41.0%	32.1%
Working part time	56	55	36	2	44	27	17
%V	21.3%	21.4%	24.7%	50.0%	21.3%	26.5%	16.3%
%H		98.2%	64.3%	3.6%	78.6%	48.2%	30.4%
Not working	128	126	63	2	106	43	62
%V	48.7%	49.0%	43.2%	50.0%	51.2%	42.2%	59.6%
%H		98.4%	49.2%	1.6%	82.8%	33.6%	48.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
AB	290	278	112	39	209	83	126
%V	28.7%	28.8%	30.8%	29.5%	28.0%	29.7%	26.9%
%H (All HH)		95.9%	38.6%	13.4%	72.1%	28.6%	43.4%
%H (TV HH)			40.3%	14.0%	75.2%	29.9%	45.3%
C1	280	267	102	40	206	82	124
%V	27.7%	27.7%	28.0%	30.3%	27.6%	29.4%	26.5%
%H (All HH)		95.4%	36.4%	14.3%	73.6%	29.3%	44.3%
%H (TV HH)			38.2%	15.0%	77.2%	30.7%	46.4%
C2	205	194	83	30	151	68	83
%V	20.3%	20.1%	22.8%	22.7%	20.2%	24.4%	17.7%
%H (All HH)		94.6%	40.5%	14.6%	73.7%	33.2%	40.5%
%H (TV HH)			42.8%	15.5%	77.8%	35.1%	42.8%
D	127	119	39	14	93	27	66
%V	12.5%	12.3%	10.7%	10.6%	12.4%	9.7%	14.1%
%H (All HH)		93.7%	30.7%	11.0%	73.2%	21.3%	52.0%
%H (TV HH)			32.8%	11.8%	78.2%	22.7%	55.5%
E	111	106	29	9	88	20	68
%V	11.0%	11.0%	8.0%	6.8%	11.8%	7.2%	14.5%
%H (All HH)		95.5%	26.1%	8.1%	79.3%	18.0%	61.3%
%H (TV HH)			27.4%	8.5%	83.0%	18.9%	64.2%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Under 25	40	32	9	3	21	5	16
%V	4.0%	3.3%	2.5%	2.3%	2.8%	1.8%	3.4%
%H (All HH)		80.0%	22.5%	7.5%	52.5%	12.5%	40.0%
%H (TV HH)			28.1%	9.4%	65.6%	15.6%	50.0%
25 - 34	133	116	46	25	76	29	47
%V	13.1%	12.0%	12.6%	18.9%	10.2%	10.4%	10.0%
%H (All HH)		87.2%	34.6%	18.8%	57.1%	21.8%	35.3%
%H (TV HH)			39.7%	21.6%	65.5%	25.0%	40.5%
35 - 44	173	166	77	27	115	56	59
%V	17.1%	17.2%	21.2%	20.5%	15.4%	20.1%	12.6%
%H (All HH)		96.0%	44.5%	15.6%	66.5%	32.4%	34.1%
%H (TV HH)			46.4%	16.3%	69.3%	33.7%	35.5%
45 - 54	198	194	86	31	152	75	77
%V	19.6%	20.1%	23.6%	23.5%	20.3%	26.9%	16.5%
%H (All HH)		98.0%	43.4%	15.7%	76.8%	37.9%	38.9%
%H (TV HH)			44.3%	16.0%	78.4%	38.7%	39.7%
55 - 64	171	164	59	24	132	50	82
%V	16.9%	17.0%	16.2%	18.2%	17.7%	17.9%	17.5%
%H (All HH)		95.9%	34.5%	14.0%	77.2%	29.2%	48.0%
%H (TV HH)			36.0%	14.6%	80.5%	30.5%	50.0%
65 +	298	292	86	21	251	65	186
%V	29.4%	30.3%	23.6%	15.9%	33.6%	23.3%	39.7%
%H (All HH)		98.0%	28.9%	7.0%	84.2%	21.8%	62.4%
%H (TV HH)			29.5%	7.2%	86.0%	22.3%	63.7%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
1	346	317	88	28	261	61	200
%V	34.2%	32.8%	24.2%	21.2%	34.9%	21.9%	42.7%
%H (All HH)		91.6%	25.4%	8.1%	75.4%	17.6%	57.8%
%H (TV HH)			27.8%	8.8%	82.3%	19.2%	63.1%
2	336	323	122	48	251	98	153
%V	33.2%	33.5%	33.5%	36.4%	33.6%	35.1%	32.7%
%H (All HH)		96.1%	36.3%	14.3%	74.7%	29.2%	45.5%
%H (TV HH)			37.8%	14.9%	77.7%	30.3%	47.4%
3	132	130	60	19	98	47	51
%V	13.0%	13.5%	16.5%	14.4%	13.1%	16.8%	10.9%
%H (All HH)		98.5%	45.5%	14.4%	74.2%	35.6%	38.6%
%H (TV HH)			46.2%	14.6%	75.4%	36.2%	39.2%
4	135	133	71	24	91	51	39
%V	13.3%	13.8%	19.5%	18.2%	12.2%	18.3%	8.3%
%H (All HH)		98.5%	52.6%	17.8%	67.4%	37.8%	28.9%
%H (TV HH)			53.4%	18.0%	68.4%	38.3%	29.3%
5+	63	62	23	13	46	22	24
%V	6.2%	6.4%	6.3%	9.8%	6.2%	7.9%	5.1%
%H (All HH)		98.4%	36.5%	20.6%	73.0%	34.9%	38.1%
%H (TV HH)			37.1%	21.0%	74.2%	35.5%	38.7%
Average HH size	2.27	2.30	2.54	2.65	2.23	2.58	2.02

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%V (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Without	779	734	261	88	590	207	383
%V	77.0%	76.1%	71.7%	66.7%	79.0%	74.2%	81.8%
%H (All HH)		94.2%	33.5%	11.3%	75.7%	26.6%	49.2%
%H (TV HH)			35.6%	12.0%	80.4%	28.2%	52.2%
With	233	230	103	43	158	72	85
%V	23.0%	23.8%	28.3%	32.6%	21.2%	25.8%	18.2%
%H (All HH)		98.7%	44.2%	18.5%	67.8%	30.9%	36.5%
%H (TV HH)			44.8%	18.7%	68.7%	31.3%	37.0%
0 - 3	91	88	37	15	55	19	36
%V	9.0%	9.1%	10.2%	11.4%	7.4%	6.8%	7.7%
%H (All HH)		96.7%	40.7%	16.5%	60.4%	20.9%	39.6%
%H (TV HH)			42.0%	17.0%	62.5%	21.6%	40.9%
4 - 9	118	117	51	19	80	33	47
%V	11.7%	12.1%	14.0%	14.4%	10.7%	11.8%	10.0%
%H (All HH)		99.2%	43.2%	16.1%	67.8%	28.0%	39.8%
%H (TV HH)			43.6%	16.2%	68.4%	28.2%	40.2%
10 - 15	114	114	56	23	79	43	36
%V	11.3%	11.8%	15.4%	17.4%	10.6%	15.4%	7.7%
%H (All HH)		100.0%	49.1%	20.2%	69.3%	37.7%	31.6%
%H (TV HH)			49.1%	20.2%	69.3%	37.7%	31.6%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
1	416	416	109	56	297	50	247
%V	41.1%	43.1%	29.9%	42.4%	39.8%	17.9%	52.8%
%H (All HH)		100.0%	26.2%	13.5%	71.4%	12.0%	59.4%
%H (TV HH)			26.2%	13.5%	71.4%	12.0%	59.4%
2	312	312	124	41	251	103	148
%V	30.8%	32.3%	34.1%	31.1%	33.6%	36.9%	31.6%
%H (All HH)		100.0%	39.7%	13.1%	80.4%	33.0%	47.4%
%H (TV HH)			39.7%	13.1%	80.4%	33.0%	47.4%
3	145	145	80	16	120	72	48
%V	14.3%	15.0%	22.0%	12.1%	16.1%	25.8%	10.3%
%H (All HH)		100.0%	55.2%	11.0%	82.8%	49.7%	33.1%
%H (TV HH)			55.2%	11.0%	82.8%	49.7%	33.1%
4	62	62	35	14	54	40	14
%V	6.1%	6.4%	9.6%	10.6%	7.2%	14.3%	3.0%
%H (All HH)		100.0%	56.5%	22.6%	87.1%	64.5%	22.6%
%H (TV HH)			56.5%	22.6%	87.1%	64.5%	22.6%
5+	30	30	17	4	26	15	11
%V	3.0%	3.1%	4.7%	3.0%	3.5%	5.4%	2.4%
%H (All HH)		100.0%	56.7%	13.3%	86.7%	50.0%	36.7%
%H (TV HH)			56.7%	13.3%	86.7%	50.0%	36.7%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%V (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Under 20"	275	275	118	30	239	110	129
%V	27.2%	28.5%	32.4%	22.7%	32.0%	39.4%	27.6%
%H (All HH)		100.0%	42.9%	10.9%	86.9%	40.0%	46.9%
%H (TV HH)			42.9%	10.9%	86.9%	40.0%	46.9%
20" - 29"	416	416	143	54	347	125	222
%V	41.1%	43.1%	39.3%	40.9%	46.5%	44.8%	47.4%
%H (All HH)		100.0%	34.4%	13.0%	83.4%	30.0%	53.4%
%H (TV HH)			34.4%	13.0%	83.4%	30.0%	53.4%
30" - 39"	473	473	194	66	376	159	217
%V	46.7%	49.0%	53.3%	50.0%	50.3%	57.0%	46.4%
%H (All HH)		100.0%	41.0%	14.0%	79.5%	33.6%	45.9%
%H (TV HH)			41.0%	14.0%	79.5%	33.6%	45.9%
40" and over	315	315	172	51	227	130	97
%V	31.1%	32.6%	47.3%	38.6%	30.4%	46.6%	20.7%
%H (All HH)		100.0%	54.6%	16.2%	72.1%	41.3%	30.8%
%H (TV HH)			54.6%	16.2%	72.1%	41.3%	30.8%

Base: ITV HTV 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

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Main living room	947	947	362	132	737	278	460
%V	93.6%	98.1%	99.5%	100.0%	98.7%	99.6%	98.3%
%H (All HH)		100.0%	38.2%	13.9%	77.8%	29.4%	48.6%
%H (TV HH)			38.2%	13.9%	77.8%	29.4%	48.6%
Kitchen	124	124	63	16	106	59	47
%V	12.3%	12.8%	17.3%	12.1%	14.2%	21.1%	10.0%
%H (All HH)		100.0%	50.8%	12.9%	85.5%	47.6%	37.9%
%H (TV HH)			50.8%	12.9%	85.5%	47.6%	37.9%
Adult's bedroom	358	358	164	48	308	157	151
%V	35.4%	37.1%	45.1%	36.4%	41.2%	56.3%	32.3%
%H (All HH)		100.0%	45.8%	13.4%	86.0%	43.9%	42.2%
%H (TV HH)			45.8%	13.4%	86.0%	43.9%	42.2%
Child's bedroom	71	71	42	13	57	40	17
%V	7.0%	7.4%	11.5%	9.8%	7.6%	14.3%	3.6%
%H (All HH)		100.0%	59.2%	18.3%	80.3%	56.3%	23.9%
%H (TV HH)			59.2%	18.3%	80.3%	56.3%	23.9%
Other bedroom	54	54	28	6	50	30	20
%V	5.3%	5.6%	7.7%	4.5%	6.7%	10.8%	4.3%
%H (All HH)		100.0%	51.9%	11.1%	92.6%	55.6%	37.0%
%H (TV HH)			51.9%	11.1%	92.6%	55.6%	37.0%
Second living/dining room	89	89	39	15	78	42	36
%V	8.8%	9.2%	10.7%	11.4%	10.4%	15.1%	7.7%
%H (All HH)		100.0%	43.8%	16.9%	87.6%	47.2%	40.4%
%H (TV HH)			43.8%	16.9%	87.6%	47.2%	40.4%
Study/office	21	21	12	2	16	11	5
%V	2.1%	2.2%	3.3%	1.5%	2.1%	3.9%	1.1%
%H (All HH)		100.0%	57.1%	9.5%	76.2%	52.4%	23.8%
%H (TV HH)			57.1%	9.5%	76.2%	52.4%	23.8%
TV room	8	8	5	0	7	4	3
%V	0.8%	0.8%	1.4%	0.0%	0.9%	1.4%	0.6%
%H (All HH)		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
%H (TV HH)			62.5%	0.0%	87.5%	50.0%	37.5%
Conservatory	16	16	11	1	15	10	5
%V	1.6%	1.7%	3.0%	0.8%	2.0%	3.6%	1.1%
%H (All HH)		100.0%	68.8%	6.3%	93.8%	62.5%	31.3%
%H (TV HH)			68.8%	6.3%	93.8%	62.5%	31.3%
Attic or loft room	3	3	1	0	3	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
PVR	533	533	309	83	375	230	144
%V	52.7%	55.2%	84.9%	62.9%	50.2%	82.4%	30.8%
%H (All HH)		100.0%	58.0%	15.6%	70.4%	43.2%	27.0%
%H (TV HH)			58.0%	15.6%	70.4%	43.2%	27.0%
DVDR	90	90	32	17	75	35	40
%V	8.9%	9.3%	8.8%	12.9%	10.0%	12.5%	8.5%
%H (All HH)		100.0%	35.6%	18.9%	83.3%	38.9%	44.4%
%H (TV HH)			35.6%	18.9%	83.3%	38.9%	44.4%
VCR	54	54	15	11	44	15	29
%V	5.3%	5.6%	4.1%	8.3%	5.9%	5.4%	6.2%
%H (All HH)		100.0%	27.8%	20.4%	81.5%	27.8%	53.7%
%H (TV HH)			27.8%	20.4%	81.5%	27.8%	53.7%
Any recorder	592	592	317	93	426	240	186
%V	58.5%	61.3%	87.1%	70.5%	57.0%	86.0%	39.7%
%H (All HH)		100.0%	53.5%	15.7%	72.0%	40.5%	31.4%
%H (TV HH)			53.5%	15.7%	72.0%	40.5%	31.4%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Receives HDTV (via STB or built-in reception)	484	484	237	99	353	201	153
%V	47.8%	50.2%	65.1%	75.0%	47.3%	72.0%	32.7%
%H (All HH)		100.0%	49.0%	20.5%	72.9%	41.5%	31.6%
%H (TV HH)			49.0%	20.5%	72.9%	41.5%	31.6%
DVD/Blu-ray player or recorder	797	797	316	111	617	244	373
%V	78.8%	82.6%	86.8%	84.1%	82.6%	87.5%	79.7%
%H (All HH)		100.0%	39.6%	13.9%	77.4%	30.6%	46.8%
%H (TV HH)			39.6%	13.9%	77.4%	30.6%	46.8%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Household level data
Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1012	965	364	132	747	279	468
%H (All HH)		95.4%	36.0%	13.0%	73.8%	27.6%	46.2%
%H (TV HH)			37.7%	13.7%	77.4%	28.9%	48.5%
Has PC or Laptop	794	760	325	117	568	249	319
%V	78.5%	78.8%	89.3%	88.6%	76.0%	89.2%	68.2%
%H (All HH)		95.7%	40.9%	14.7%	71.5%	31.4%	40.2%
%H (TV HH)			42.8%	15.4%	74.7%	32.8%	42.0%
Has broadband internet	743	712	314	114	528	242	286
%V	73.4%	73.8%	86.3%	86.4%	70.7%	86.7%	61.1%
%H (All HH)		95.8%	42.3%	15.3%	71.1%	32.6%	38.5%
%H (TV HH)			44.1%	16.0%	74.2%	34.0%	40.2%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1888	824	266	1512	706	806
%H		43.6%	14.1%	80.1%	37.4%	42.7%
Under 20"	347	150	39	303	143	160
%V	18.4%	18.2%	14.7%	20.0%	20.3%	19.9%
%H		43.2%	11.2%	87.3%	41.2%	46.1%
20" - 29"	505	180	66	426	161	265
%V	26.7%	21.8%	24.8%	28.2%	22.8%	32.9%
%H		35.6%	13.1%	84.4%	31.9%	52.5%
30" - 39"	553	236	85	444	208	235
%V	29.3%	28.6%	32.0%	29.4%	29.5%	29.2%
%H		42.7%	15.4%	80.3%	37.6%	42.5%
40" and over	357	199	57	259	154	105
%V	18.9%	24.2%	21.4%	17.1%	21.8%	13.0%
%H		55.7%	16.0%	72.5%	43.1%	29.4%
Don't know	9	6	1	8	6	2
%V	0.5%	0.7%	0.4%	0.5%	0.8%	0.2%
%H		66.7%	11.1%	88.9%	66.7%	22.2%
Not Asked	117	53	18	72	34	39
%V	6.2%	6.4%	6.8%	4.8%	4.8%	4.8%
%H		45.3%	15.4%	61.5%	29.1%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1888	824	266	1512	706	806
%H		43.6%	14.1%	80.1%	37.4%	42.7%
Main living room	950	363	132	740	278	462
%V	50.3%	44.1%	49.6%	48.9%	39.4%	57.3%
%H		38.2%	13.9%	77.9%	29.3%	48.6%
Kitchen	124	63	16	106	59	47
%V	6.6%	7.6%	6.0%	7.0%	8.4%	5.8%
%H		50.8%	12.9%	85.5%	47.6%	37.9%
Adult's bedroom	391	185	55	336	178	158
%V	20.7%	22.5%	20.7%	22.2%	25.2%	19.6%
%H		47.3%	14.1%	85.9%	45.5%	40.4%
Child's bedroom	101	56	21	78	52	26
%V	5.3%	6.8%	7.9%	5.2%	7.4%	3.2%
%H		55.4%	20.8%	77.2%	51.5%	25.7%
Other bedroom	62	32	6	58	34	24
%V	3.3%	3.9%	2.3%	3.8%	4.8%	3.0%
%H		51.6%	9.7%	93.5%	54.8%	38.7%
Second living/dining room	89	39	15	78	42	36
%V	4.7%	4.7%	5.6%	5.2%	5.9%	4.5%
%H		43.8%	16.9%	87.6%	47.2%	40.4%
Study/office	21	13	2	16	11	5
%V	1.1%	1.6%	0.8%	1.1%	1.6%	0.6%
%H		61.9%	9.5%	76.2%	52.4%	23.8%
TV room	9	6	0	7	4	3
%V	0.5%	0.7%	0.0%	0.5%	0.6%	0.4%
%H		66.7%	0.0%	77.8%	44.4%	33.3%
Conservatory	16	11	1	15	10	5
%V	0.8%	1.3%	0.4%	1.0%	1.4%	0.6%
%H		68.8%	6.3%	93.8%	62.5%	31.3%
Attic or loft room	3	1	0	3	1	2
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%
No specific location	1	1	0	1	1	0
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	2	0	3	2	1
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%
Not Asked	117	53	18	72	34	39
%V	6.2%	6.4%	6.8%	4.8%	4.8%	4.8%
%H		45.3%	15.4%	61.5%	29.1%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Set level data
Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1888	824	266	1512	706	806
%H		43.6%	14.1%	80.1%	37.4%	42.7%
PVR	650	400	102	449	295	154
%V	34.4%	48.5%	38.3%	29.7%	41.8%	19.1%
%H		61.5%	15.7%	69.1%	45.4%	23.7%
DVDR	97	35	17	82	38	44
%V	5.1%	4.2%	6.4%	5.4%	5.4%	5.5%
%H		36.1%	17.5%	84.5%	39.2%	45.4%
VCR	55	16	11	45	15	30
%V	2.9%	1.9%	4.1%	3.0%	2.1%	3.7%
%H		29.1%	20.0%	81.8%	27.3%	54.5%
Any recorder	727	416	115	517	316	202
%V	38.5%	50.5%	43.2%	34.2%	44.8%	25.1%
%H		57.2%	15.8%	71.1%	43.5%	27.8%

Base: ITV HTV West - 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
	HH	HH	HH	HH	HH	HH
Total Sets	1888	824	266	1512	706	806
%H		43.6%	14.1%	80.1%	37.4%	42.7%
Receives HDTV (via STB or built-in reception)	681	331	147	512	301	211
%V	36.1%	40.2%	55.3%	33.9%	42.6%	26.2%
%H		48.6%	21.6%	75.2%	44.2%	31.0%
DVD/Blu-ray player or recorder	1127	481	164	902	413	489
%V	59.7%	58.4%	61.7%	59.7%	58.5%	60.7%
%H		42.7%	14.6%	80.0%	36.6%	43.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Set level data
Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	965	364	132	747	279	468
%H		37.7%	13.7%	77.4%	28.9%	48.5%
Under 20"	33	5	5	29	5	24
%V	3.4%	1.4%	3.8%	3.9%	1.8%	5.1%
%H		15.2%	15.2%	87.9%	15.2%	72.7%
20" - 29"	232	49	23	196	37	159
%V	24.0%	13.5%	17.4%	26.2%	13.3%	34.0%
%H		21.1%	9.9%	84.5%	15.9%	68.5%
30" - 39"	394	150	54	307	115	192
%V	40.8%	41.2%	40.9%	41.1%	41.2%	41.0%
%H		38.1%	13.7%	77.9%	29.2%	48.7%
40" and over	296	159	49	214	121	92
%V	30.7%	43.7%	37.1%	28.6%	43.4%	19.7%
%H		53.7%	16.6%	72.3%	40.9%	31.1%
Don't know	3	1	1	2	1	1
%V	0.3%	0.3%	0.8%	0.3%	0.4%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%
Not Asked	7	0	0	0	0	0
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	965	364	132	747	279	468
%H		37.7%	13.7%	77.4%	28.9%	48.5%
PVR	521	306	79	365	225	139
%V	54.0%	84.1%	59.8%	48.9%	80.6%	29.7%
%H		58.7%	15.2%	70.1%	43.2%	26.7%
DVDR	80	25	16	66	28	38
%V	8.3%	6.9%	12.1%	8.8%	10.0%	8.1%
%H		31.3%	20.0%	82.5%	35.0%	47.5%
VCR	50	15	9	39	13	27
%V	5.2%	4.1%	6.8%	5.2%	4.7%	5.8%
%H		30.0%	18.0%	78.0%	26.0%	54.0%
Any recorder	581	313	91	416	236	180
%V	60.2%	86.0%	68.9%	55.7%	84.6%	38.5%
%H		53.9%	15.7%	71.6%	40.6%	31.0%

Base: ITV HTV West - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	965	364	132	747	279	468
%H		37.7%	13.7%	77.4%	28.9%	48.5%
Receives HDTV (via STB or built-in reception)	468	232	97	338	194	144
%V	48.5%	63.7%	73.5%	45.2%	69.5%	30.8%
%H		49.6%	20.7%	72.2%	41.5%	30.8%
DVD/Blu-ray player or recorder	763	301	105	590	230	360
%V	79.1%	82.7%	79.5%	79.0%	82.4%	76.9%
%H		39.4%	13.8%	77.3%	30.1%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	923	460	135	764	427	338
%H		49.8%	14.6%	82.8%	46.3%	36.6%
Under 20"	313	145	34	274	138	136
%V	33.9%	31.5%	25.2%	35.9%	32.3%	40.2%
%H		46.3%	10.9%	87.5%	44.1%	43.5%
20" - 29"	273	131	43	230	124	105
%V	29.6%	28.5%	31.9%	30.1%	29.0%	31.1%
%H		48.0%	15.8%	84.2%	45.4%	38.5%
30" - 39"	159	86	31	137	93	44
%V	17.2%	18.7%	23.0%	17.9%	21.8%	13.0%
%H		54.1%	19.5%	86.2%	58.5%	27.7%
40" and over	61	40	8	45	32	13
%V	6.6%	8.7%	5.9%	5.9%	7.5%	3.8%
%H		65.6%	13.1%	73.8%	52.5%	21.3%
Don't know	6	5	0	6	5	1
%V	0.7%	1.1%	0.0%	0.8%	1.2%	0.3%
%H		83.3%	0.0%	100.0%	83.3%	16.7%
Not Asked	111	53	19	72	35	39
%V	12.0%	11.5%	14.1%	9.4%	8.2%	11.5%
%H		47.7%	17.1%	64.9%	31.5%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	923	460	135	764	427	338
%H		49.8%	14.6%	82.8%	46.3%	36.6%
PVR	129	94	22	85	70	15
%V	14.0%	20.4%	16.3%	11.1%	16.4%	4.4%
%H		72.9%	17.1%	65.9%	54.3%	11.6%
DVDR	17	10	1	16	10	6
%V	1.8%	2.2%	0.7%	2.1%	2.3%	1.8%
%H		58.8%	5.9%	94.1%	58.8%	35.3%
VCR	6	1	1	6	3	3
%V	0.7%	0.2%	0.7%	0.8%	0.7%	0.9%
%H		16.7%	16.7%	100.0%	50.0%	50.0%
Any recorder	146	104	24	101	80	21
%V	15.8%	22.6%	17.8%	13.2%	18.7%	6.2%
%H		71.2%	16.4%	69.2%	54.8%	14.4%

Base: ITV HTV West - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	923	460	135	764	427	338
%H		49.8%	14.6%	82.8%	46.3%	36.6%
Receives HDTV (via STB or built-in reception)	213	99	50	174	107	67
%V	23.1%	21.5%	37.0%	22.8%	25.1%	19.8%
%H		46.5%	23.5%	81.7%	50.2%	31.5%
DVD/Blu-ray player or recorder	364	180	59	312	183	130
%V	39.4%	39.1%	43.7%	40.8%	42.9%	38.5%
%H		49.5%	16.2%	85.7%	50.3%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2295	2220	925	349	1666	719	946
%H		96.7%	40.3%	15.2%	72.6%	31.3%	41.2%
Total Children	422	416	187	75	280	125	156
%V	18.4%	18.7%	20.2%	21.5%	16.8%	17.4%	16.5%
%H		98.6%	44.3%	17.8%	66.4%	29.6%	37.0%
0 - 3	111	107	47	18	68	25	43
%V	4.8%	4.8%	5.1%	5.2%	4.1%	3.5%	4.5%
%H		96.4%	42.3%	16.2%	61.3%	22.5%	38.7%
4 - 15	311	309	141	57	212	100	112
%V	13.6%	13.9%	15.2%	16.3%	12.7%	13.9%	11.8%
%H		99.4%	45.3%	18.3%	68.2%	32.2%	36.0%
4 - 9	156	154	67	22	106	41	65
%V	6.8%	6.9%	7.2%	6.3%	6.4%	5.7%	6.9%
%H		98.7%	42.9%	14.1%	67.9%	26.3%	41.7%
10 - 15	154	154	74	35	106	59	47
%V	6.7%	6.9%	8.0%	10.0%	6.4%	8.2%	5.0%
%H		100.0%	48.1%	22.7%	68.8%	38.3%	30.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2295	2220	925	349	1666	719	946
%H		96.7%	40.3%	15.2%	72.6%	31.3%	41.2%
Total Adults (16+)	1873	1804	738	274	1385	595	791
%V	81.6%	81.3%	79.8%	78.5%	83.1%	82.8%	83.6%
%H		96.3%	39.4%	14.6%	73.9%	31.8%	42.2%
16 - 19	114	112	53	22	80	42	38
%V	5.0%	5.0%	5.7%	6.3%	4.8%	5.8%	4.0%
%H		98.2%	46.5%	19.3%	70.2%	36.8%	33.3%
20 - 24	129	117	48	18	84	41	43
%V	5.6%	5.3%	5.2%	5.2%	5.0%	5.7%	4.5%
%H		90.7%	37.2%	14.0%	65.1%	31.8%	33.3%
25 - 34	277	254	113	53	171	80	92
%V	12.1%	11.4%	12.2%	15.2%	10.3%	11.1%	9.7%
%H		91.7%	40.8%	19.1%	61.7%	28.9%	33.2%
35 - 44	308	296	137	51	211	107	104
%V	13.4%	13.3%	14.8%	14.6%	12.7%	14.9%	11.0%
%H		96.1%	44.5%	16.6%	68.5%	34.7%	33.8%
45 - 54	326	321	144	55	250	127	123
%V	14.2%	14.5%	15.6%	15.8%	15.0%	17.7%	13.0%
%H		98.5%	44.2%	16.9%	76.7%	39.0%	37.7%
55 - 64	283	276	108	39	223	93	130
%V	12.3%	12.4%	11.7%	11.2%	13.4%	12.9%	13.7%
%H		97.5%	38.2%	13.8%	78.8%	32.9%	45.9%
65+	437	429	135	35	367	106	261
%V	19.0%	19.3%	14.6%	10.0%	22.0%	14.7%	27.6%
%H		98.2%	30.9%	8.0%	84.0%	24.3%	59.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1873	1804	738	274	1385	595	791
%H		96.3%	39.4%	14.6%	73.9%	31.8%	42.2%
AB	579	561	237	89	413	180	233
%V	30.9%	31.1%	32.1%	32.5%	29.8%	30.3%	29.5%
%H		96.9%	40.9%	15.4%	71.3%	31.1%	40.2%
C1	521	503	207	81	391	180	212
%V	27.8%	27.9%	28.0%	29.6%	28.2%	30.3%	26.8%
%H		96.5%	39.7%	15.5%	75.0%	34.5%	40.7%
C2	405	391	174	60	306	146	160
%V	21.6%	21.7%	23.6%	21.9%	22.1%	24.5%	20.2%
%H		96.5%	43.0%	14.8%	75.6%	36.0%	39.5%
D	224	210	79	29	163	61	102
%V	12.0%	11.6%	10.7%	10.6%	11.8%	10.3%	12.9%
%H		93.8%	35.3%	12.9%	72.8%	27.2%	45.5%
E	144	139	41	15	113	29	84
%V	7.7%	7.7%	5.6%	5.5%	8.2%	4.9%	10.6%
%H		96.5%	28.5%	10.4%	78.5%	20.1%	58.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1873	1804	738	274	1385	595	791
%H		96.3%	39.4%	14.6%	73.9%	31.8%	42.2%
Working full time	847	808	372	150	611	317	294
%V	45.2%	44.8%	50.4%	54.7%	44.1%	53.3%	37.2%
%H		95.4%	43.9%	17.7%	72.1%	37.4%	34.7%
Working part time	236	230	97	28	167	65	101
%V	12.6%	12.7%	13.1%	10.2%	12.1%	10.9%	12.8%
%H		97.5%	41.1%	11.9%	70.8%	27.5%	42.8%
Not working	790	766	269	96	608	213	395
%V	42.2%	42.5%	36.4%	35.0%	43.9%	35.8%	49.9%
%H		97.0%	34.1%	12.2%	77.0%	27.0%	50.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	910	869	365	137	660	297	363
%H		95.5%	40.1%	15.1%	72.5%	32.6%	39.9%
16 - 19	53	52	28	10	36	21	14
%V	5.8%	6.0%	7.7%	7.3%	5.5%	7.1%	3.9%
%H		98.1%	52.8%	18.9%	67.9%	39.6%	26.4%
20 - 24	64	58	21	9	41	19	22
%V	7.0%	6.7%	5.8%	6.6%	6.2%	6.4%	6.1%
%H		90.6%	32.8%	14.1%	64.1%	29.7%	34.4%
25 - 34	145	134	63	29	89	46	43
%V	15.9%	15.4%	17.3%	21.2%	13.5%	15.5%	11.8%
%H		92.4%	43.4%	20.0%	61.4%	31.7%	29.7%
35 - 44	157	149	66	26	109	53	55
%V	17.3%	17.1%	18.1%	19.0%	16.5%	17.8%	15.2%
%H		94.9%	42.0%	16.6%	69.4%	33.8%	35.0%
45 - 54	157	152	69	25	118	60	58
%V	17.3%	17.5%	18.9%	18.2%	17.9%	20.2%	16.0%
%H		96.8%	43.9%	15.9%	75.2%	38.2%	36.9%
55 - 64	135	130	54	18	105	47	58
%V	14.8%	15.0%	14.8%	13.1%	15.9%	15.8%	16.0%
%H		96.3%	40.0%	13.3%	77.8%	34.8%	43.0%
65+	199	194	64	19	163	51	112
%V	21.9%	22.3%	17.5%	13.9%	24.7%	17.2%	30.9%
%H		97.5%	32.2%	9.5%	81.9%	25.6%	56.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	910	869	365	137	660	297	363
%H		95.5%	40.1%	15.1%	72.5%	32.6%	39.9%
AB	299	288	126	46	211	97	114
%V	32.9%	33.1%	34.5%	33.6%	32.0%	32.7%	31.4%
%H		96.3%	42.1%	15.4%	70.6%	32.4%	38.1%
C1	236	225	95	37	174	81	92
%V	25.9%	25.9%	26.0%	27.0%	26.4%	27.3%	25.3%
%H		95.3%	40.3%	15.7%	73.7%	34.3%	39.0%
C2	214	203	92	33	155	76	79
%V	23.5%	23.4%	25.2%	24.1%	23.5%	25.6%	21.8%
%H		94.9%	43.0%	15.4%	72.4%	35.5%	36.9%
D	105	100	39	15	77	31	46
%V	11.5%	11.5%	10.7%	10.9%	11.7%	10.4%	12.7%
%H		95.2%	37.1%	14.3%	73.3%	29.5%	43.8%
E	56	53	13	8	43	11	32
%V	6.2%	6.1%	3.6%	5.8%	6.5%	3.7%	8.8%
%H		94.6%	23.2%	14.3%	76.8%	19.6%	57.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	910	869	365	137	660	297	363
%H		95.5%	40.1%	15.1%	72.5%	32.6%	39.9%
Working full time	535	509	234	92	381	195	186
%V	58.8%	58.6%	64.1%	67.2%	57.7%	65.7%	51.2%
%H		95.1%	43.7%	17.2%	71.2%	36.4%	34.8%
Working part time	48	46	19	5	33	12	20
%V	5.3%	5.3%	5.2%	3.6%	5.0%	4.0%	5.5%
%H		95.8%	39.6%	10.4%	68.8%	25.0%	41.7%
Not working	327	314	112	40	246	89	157
%V	35.9%	36.1%	30.7%	29.2%	37.3%	30.0%	43.3%
%H		96.0%	34.3%	12.2%	75.2%	27.2%	48.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	963	936	373	137	726	298	428
%H		97.2%	38.7%	14.2%	75.4%	30.9%	44.4%
16 - 19	61	59	25	12	44	21	23
%V	6.3%	6.3%	6.7%	8.8%	6.1%	7.0%	5.4%
%H		96.7%	41.0%	19.7%	72.1%	34.4%	37.7%
20 - 24	65	59	27	9	43	22	21
%V	6.7%	6.3%	7.2%	6.6%	5.9%	7.4%	4.9%
%H		90.8%	41.5%	13.8%	66.2%	33.8%	32.3%
25 - 34	132	120	50	24	82	34	48
%V	13.7%	12.8%	13.4%	17.5%	11.3%	11.4%	11.2%
%H		90.9%	37.9%	18.2%	62.1%	25.8%	36.4%
35 - 44	151	146	71	25	103	54	49
%V	15.7%	15.6%	19.0%	18.2%	14.2%	18.1%	11.4%
%H		96.7%	47.0%	16.6%	68.2%	35.8%	32.5%
45 - 54	170	170	74	30	132	67	65
%V	17.7%	18.2%	19.8%	21.9%	18.2%	22.5%	15.2%
%H		100.0%	43.5%	17.6%	77.6%	39.4%	38.2%
55 - 64	148	146	54	21	118	46	72
%V	15.4%	15.6%	14.5%	15.3%	16.3%	15.4%	16.8%
%H		98.6%	36.5%	14.2%	79.7%	31.1%	48.6%
65+	238	235	71	16	204	55	149
%V	24.7%	25.1%	19.0%	11.7%	28.1%	18.5%	34.8%
%H		98.7%	29.8%	6.7%	85.7%	23.1%	62.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	963	936	373	137	726	298	428
%H		97.2%	38.7%	14.2%	75.4%	30.9%	44.4%
AB	281	273	111	43	202	83	119
%V	29.2%	29.2%	29.8%	31.4%	27.8%	27.9%	27.8%
%H		97.2%	39.5%	15.3%	71.9%	29.5%	42.3%
C1	285	278	112	44	217	98	119
%V	29.6%	29.7%	30.0%	32.1%	29.9%	32.9%	27.8%
%H		97.5%	39.3%	15.4%	76.1%	34.4%	41.8%
C2	191	188	82	27	151	70	81
%V	19.8%	20.1%	22.0%	19.7%	20.8%	23.5%	18.9%
%H		98.4%	42.9%	14.1%	79.1%	36.6%	42.4%
D	119	110	40	15	86	30	56
%V	12.4%	11.8%	10.7%	10.9%	11.8%	10.1%	13.1%
%H		92.4%	33.6%	12.6%	72.3%	25.2%	47.1%
E	88	86	28	8	70	18	52
%V	9.1%	9.2%	7.5%	5.8%	9.6%	6.0%	12.1%
%H		97.7%	31.8%	9.1%	79.5%	20.5%	59.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV West
Individual level data
Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	963	936	373	137	726	298	428
%H		97.2%	38.7%	14.2%	75.4%	30.9%	44.4%
Working full time	312	299	138	58	230	122	108
%V	32.4%	31.9%	37.0%	42.3%	31.7%	40.9%	25.2%
%H		95.8%	44.2%	18.6%	73.7%	39.1%	34.6%
Working part time	189	184	78	23	134	53	81
%V	19.6%	19.7%	20.9%	16.8%	18.5%	17.8%	18.9%
%H		97.4%	41.3%	12.2%	70.9%	28.0%	42.9%
Not working	463	452	157	56	362	123	239
%V	48.1%	48.3%	42.1%	40.9%	49.9%	41.3%	55.8%
%H		97.6%	33.9%	12.1%	78.2%	26.6%	51.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV HTV Wales

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
AB	264	258	151	20	187	99	88
%V	19.5%	19.6%	19.8%	17.4%	21.2%	22.0%	20.3%
%H (All HH)		97.7%	57.2%	7.6%	70.8%	37.5%	33.3%
%H (TV HH)			58.5%	7.8%	72.5%	38.4%	34.1%
C1	356	341	196	34	228	120	108
%V	26.2%	25.9%	25.7%	29.6%	25.8%	26.7%	24.9%
%H (All HH)		95.8%	55.1%	9.6%	64.0%	33.7%	30.3%
%H (TV HH)			57.5%	10.0%	66.9%	35.2%	31.7%
C2	289	283	175	24	195	111	84
%V	21.3%	21.5%	22.9%	20.9%	22.1%	24.7%	19.4%
%H (All HH)		97.9%	60.6%	8.3%	67.5%	38.4%	29.1%
%H (TV HH)			61.8%	8.5%	68.9%	39.2%	29.7%
D	240	236	144	22	149	78	71
%V	17.7%	17.9%	18.9%	19.1%	16.9%	17.3%	16.4%
%H (All HH)		98.3%	60.0%	9.2%	62.1%	32.5%	29.6%
%H (TV HH)			61.0%	9.3%	63.1%	33.1%	30.1%
E	207	199	97	15	124	41	83
%V	15.3%	15.1%	12.7%	13.0%	14.0%	9.1%	19.1%
%H (All HH)		96.1%	46.9%	7.2%	59.9%	19.8%	40.1%
%H (TV HH)			48.7%	7.5%	62.3%	20.6%	41.7%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 25	81	73	40	8	40	18	22
%V	6.0%	5.5%	5.2%	7.0%	4.5%	4.0%	5.1%
%H (All HH)		90.1%	49.4%	9.9%	49.4%	22.2%	27.2%
%H (TV HH)			54.8%	11.0%	54.8%	24.7%	30.1%
25 - 34	189	182	115	17	107	59	48
%V	13.9%	13.8%	15.1%	14.8%	12.1%	13.1%	11.1%
%H (All HH)		96.3%	60.8%	9.0%	56.6%	31.2%	25.4%
%H (TV HH)			63.2%	9.3%	58.8%	32.4%	26.4%
35 - 44	207	201	136	20	121	77	44
%V	15.3%	15.3%	17.8%	17.4%	13.7%	17.1%	10.1%
%H (All HH)		97.1%	65.7%	9.7%	58.5%	37.2%	21.3%
%H (TV HH)			67.7%	10.0%	60.2%	38.3%	21.9%
45 - 54	262	256	162	25	172	103	69
%V	19.3%	19.4%	21.2%	21.7%	19.5%	22.9%	15.9%
%H (All HH)		97.7%	61.8%	9.5%	65.6%	39.3%	26.3%
%H (TV HH)			63.3%	9.8%	67.2%	40.2%	27.0%
55 - 64	233	226	131	20	158	83	75
%V	17.2%	17.2%	17.2%	17.4%	17.9%	18.4%	17.3%
%H (All HH)		97.0%	56.2%	8.6%	67.8%	35.6%	32.2%
%H (TV HH)			58.0%	8.8%	69.9%	36.7%	33.2%
65 +	384	378	178	26	286	111	175
%V	28.3%	28.7%	23.3%	22.6%	32.4%	24.7%	40.3%
%H (All HH)		98.4%	46.4%	6.8%	74.5%	28.9%	45.6%
%H (TV HH)			47.1%	6.9%	75.7%	29.4%	46.3%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	443	420	188	30	290	91	199
%V	32.6%	31.9%	24.6%	26.1%	32.8%	20.2%	45.9%
%H (All HH)		94.8%	42.4%	6.8%	65.5%	20.5%	44.9%
%H (TV HH)			44.8%	7.1%	69.0%	21.7%	47.4%
2	488	480	287	45	324	177	147
%V	36.0%	36.4%	37.6%	39.1%	36.7%	39.3%	33.9%
%H (All HH)		98.4%	58.8%	9.2%	66.4%	36.3%	30.1%
%H (TV HH)			59.8%	9.4%	67.5%	36.9%	30.6%
3	216	213	141	22	143	94	49
%V	15.9%	16.2%	18.5%	19.1%	16.2%	20.9%	11.3%
%H (All HH)		98.6%	65.3%	10.2%	66.2%	43.5%	22.7%
%H (TV HH)			66.2%	10.3%	67.1%	44.1%	23.0%
4	149	145	103	13	93	65	28
%V	11.0%	11.0%	13.5%	11.3%	10.5%	14.4%	6.5%
%H (All HH)		97.3%	69.1%	8.7%	62.4%	43.6%	18.8%
%H (TV HH)			71.0%	9.0%	64.1%	44.8%	19.3%
5+	62	59	43	5	34	24	10
%V	4.6%	4.5%	5.6%	4.3%	3.8%	5.3%	2.3%
%H (All HH)		95.2%	69.4%	8.1%	54.8%	38.7%	16.1%
%H (TV HH)			72.9%	8.5%	57.6%	40.7%	16.9%
Average HH size	2.21	2.22	2.40	2.32	2.18	2.47	1.87

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Without	1029	992	540	86	684	322	362
%V	75.8%	75.3%	70.8%	74.8%	77.4%	71.6%	83.4%
%H (All HH)		96.4%	52.5%	8.4%	66.5%	31.3%	35.2%
%H (TV HH)			54.4%	8.7%	69.0%	32.5%	36.5%
With	328	325	223	29	200	128	72
%V	24.2%	24.7%	29.2%	25.2%	22.6%	28.4%	16.6%
%H (All HH)		99.1%	68.0%	8.8%	61.0%	39.0%	22.0%
%H (TV HH)			68.6%	8.9%	61.5%	39.4%	22.2%
0 - 3	119	118	77	11	67	38	29
%V	8.8%	9.0%	10.1%	9.6%	7.6%	8.4%	6.7%
%H (All HH)		99.2%	64.7%	9.2%	56.3%	31.9%	24.4%
%H (TV HH)			65.3%	9.3%	56.8%	32.2%	24.6%
4 - 9	160	158	113	12	92	59	33
%V	11.8%	12.0%	14.8%	10.4%	10.4%	13.1%	7.6%
%H (All HH)		98.8%	70.6%	7.5%	57.5%	36.9%	20.6%
%H (TV HH)			71.5%	7.6%	58.2%	37.3%	20.9%
10 - 15	153	152	108	14	99	69	30
%V	11.3%	11.5%	14.2%	12.2%	11.2%	15.3%	6.9%
%H (All HH)		99.3%	70.6%	9.2%	64.7%	45.1%	19.6%
%H (TV HH)			71.1%	9.2%	65.1%	45.4%	19.7%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	487	487	230	37	283	70	213
%V	35.9%	37.0%	30.1%	32.2%	32.0%	15.6%	49.1%
%H (All HH)		100.0%	47.2%	7.6%	58.1%	14.4%	43.7%
%H (TV HH)			47.2%	7.6%	58.1%	14.4%	43.7%
2	470	470	276	44	331	181	150
%V	34.6%	35.7%	36.2%	38.3%	37.4%	40.2%	34.6%
%H (All HH)		100.0%	58.7%	9.4%	70.4%	38.5%	31.9%
%H (TV HH)			58.7%	9.4%	70.4%	38.5%	31.9%
3	213	213	145	21	152	104	48
%V	15.7%	16.2%	19.0%	18.3%	17.2%	23.1%	11.1%
%H (All HH)		100.0%	68.1%	9.9%	71.4%	48.8%	22.5%
%H (TV HH)			68.1%	9.9%	71.4%	48.8%	22.5%
4	99	99	75	8	78	62	17
%V	7.3%	7.5%	9.8%	7.0%	8.8%	13.8%	3.9%
%H (All HH)		100.0%	75.8%	8.1%	78.8%	62.6%	17.2%
%H (TV HH)			75.8%	8.1%	78.8%	62.6%	17.2%
5+	48	48	38	4	40	34	6
%V	3.5%	3.6%	5.0%	3.5%	4.5%	7.6%	1.4%
%H (All HH)		100.0%	79.2%	8.3%	83.3%	70.8%	12.5%
%H (TV HH)			79.2%	8.3%	83.3%	70.8%	12.5%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 20"	342	342	203	27	280	167	113
%V	25.2%	26.0%	26.6%	23.5%	31.7%	37.1%	26.0%
%H (All HH)		100.0%	59.4%	7.9%	81.9%	48.8%	33.0%
%H (TV HH)			59.4%	7.9%	81.9%	48.8%	33.0%
20" - 29"	545	545	305	42	411	212	199
%V	40.2%	41.4%	40.0%	36.5%	46.5%	47.1%	45.9%
%H (All HH)		100.0%	56.0%	7.7%	75.4%	38.9%	36.5%
%H (TV HH)			56.0%	7.7%	75.4%	38.9%	36.5%
30" - 39"	678	678	411	63	467	261	206
%V	50.0%	51.5%	53.9%	54.8%	52.8%	58.0%	47.5%
%H (All HH)		100.0%	60.6%	9.3%	68.9%	38.5%	30.4%
%H (TV HH)			60.6%	9.3%	68.9%	38.5%	30.4%
40" and over	486	486	337	51	314	213	101
%V	35.8%	36.9%	44.2%	44.3%	35.5%	47.3%	23.3%
%H (All HH)		100.0%	69.3%	10.5%	64.6%	43.8%	20.8%
%H (TV HH)			69.3%	10.5%	64.6%	43.8%	20.8%

Base: ITV HTV 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

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ITV HTV Wales

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Main living room	1294	1294	758	114	873	447	426
%V	95.4%	98.3%	99.3%	99.1%	98.8%	99.3%	98.2%
%H (All HH)		100.0%	58.6%	8.8%	67.5%	34.5%	32.9%
%H (TV HH)			58.6%	8.8%	67.5%	34.5%	32.9%
Kitchen	173	173	111	12	145	94	51
%V	12.7%	13.1%	14.5%	10.4%	16.4%	20.9%	11.8%
%H (All HH)		100.0%	64.2%	6.9%	83.8%	54.3%	29.5%
%H (TV HH)			64.2%	6.9%	83.8%	54.3%	29.5%
Adult's bedroom	517	517	334	55	398	266	132
%V	38.1%	39.3%	43.8%	47.8%	45.0%	59.1%	30.4%
%H (All HH)		100.0%	64.6%	10.6%	77.0%	51.5%	25.5%
%H (TV HH)			64.6%	10.6%	77.0%	51.5%	25.5%
Child's bedroom	111	111	79	11	87	65	22
%V	8.2%	8.4%	10.4%	9.6%	9.8%	14.4%	5.1%
%H (All HH)		100.0%	71.2%	9.9%	78.4%	58.6%	19.8%
%H (TV HH)			71.2%	9.9%	78.4%	58.6%	19.8%
Other bedroom	43	43	28	5	35	25	11
%V	3.2%	3.3%	3.7%	4.3%	4.0%	5.6%	2.5%
%H (All HH)		100.0%	65.1%	11.6%	81.4%	58.1%	25.6%
%H (TV HH)			65.1%	11.6%	81.4%	58.1%	25.6%
Second living/dining room	142	142	90	14	113	74	39
%V	10.5%	10.8%	11.8%	12.2%	12.8%	16.4%	9.0%
%H (All HH)		100.0%	63.4%	9.9%	79.6%	52.1%	27.5%
%H (TV HH)			63.4%	9.9%	79.6%	52.1%	27.5%
Study/office	16	16	10	3	13	9	4
%V	1.2%	1.2%	1.3%	2.6%	1.5%	2.0%	0.9%
%H (All HH)		100.0%	62.5%	18.8%	81.3%	56.3%	25.0%
%H (TV HH)			62.5%	18.8%	81.3%	56.3%	25.0%
TV room	7	7	6	0	4	4	1
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	85.7%	0.0%	57.1%	57.1%	14.3%
%H (TV HH)			85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	27	20	1	22	15	6
%V	2.0%	2.1%	2.6%	0.9%	2.5%	3.3%	1.4%
%H (All HH)		100.0%	74.1%	3.7%	81.5%	55.6%	22.2%
%H (TV HH)			74.1%	3.7%	81.5%	55.6%	22.2%
Attic or loft room	3	3	2	0	2	2	0
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	0.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	3	3	0	3	2	0
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	66.7%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	66.7%	0.0%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
PVR	769	769	593	78	461	357	103
%V	56.7%	58.4%	77.7%	67.8%	52.1%	79.3%	23.7%
%H (All HH)		100.0%	77.1%	10.1%	59.9%	46.4%	13.4%
%H (TV HH)			77.1%	10.1%	59.9%	46.4%	13.4%
DVDR	114	114	68	9	81	44	37
%V	8.4%	8.7%	8.9%	7.8%	9.2%	9.8%	8.5%
%H (All HH)		100.0%	59.6%	7.9%	71.1%	38.6%	32.5%
%H (TV HH)			59.6%	7.9%	71.1%	38.6%	32.5%
VCR	58	58	33	4	44	22	21
%V	4.3%	4.4%	4.3%	3.5%	5.0%	4.9%	4.8%
%H (All HH)		100.0%	56.9%	6.9%	75.9%	37.9%	36.2%
%H (TV HH)			56.9%	6.9%	75.9%	37.9%	36.2%
Any recorder	837	837	613	82	515	369	147
%V	61.7%	63.6%	80.3%	71.3%	58.3%	82.0%	33.9%
%H (All HH)		100.0%	73.2%	9.8%	61.5%	44.1%	17.6%
%H (TV HH)			73.2%	9.8%	61.5%	44.1%	17.6%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Receives HDTV (via STB or built-in reception)	531	531	356	86	336	242	94
%V	39.1%	40.3%	46.7%	74.8%	38.0%	53.8%	21.7%
%H (All HH)		100.0%	67.0%	16.2%	63.3%	45.6%	17.7%
%H (TV HH)			67.0%	16.2%	63.3%	45.6%	17.7%
DVD/Blu-ray player or recorder	1044	1044	632	102	705	391	313
%V	76.9%	79.3%	82.8%	88.7%	79.8%	86.9%	72.1%
%H (All HH)		100.0%	60.5%	9.8%	67.5%	37.5%	30.0%
%H (TV HH)			60.5%	9.8%	67.5%	37.5%	30.0%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Has PC or Laptop	990	964	614	98	629	381	248
%V	73.0%	73.2%	80.5%	85.2%	71.2%	84.7%	57.1%
%H (All HH)		97.4%	62.0%	9.9%	63.5%	38.5%	25.1%
%H (TV HH)			63.7%	10.2%	65.2%	39.5%	25.7%
Has broadband internet	919	898	579	97	582	363	219
%V	67.7%	68.2%	75.9%	84.3%	65.8%	80.7%	50.5%
%H (All HH)		97.7%	63.0%	10.6%	63.3%	39.5%	23.8%
%H (TV HH)			64.5%	10.8%	64.8%	40.4%	24.4%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Set level data
Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Under 20"	441	270	35	366	228	138
%V	16.2%	15.7%	14.3%	19.0%	19.5%	18.3%
%H		61.2%	7.9%	83.0%	51.7%	31.3%
20" - 29"	664	382	52	512	280	232
%V	24.4%	22.2%	21.2%	26.6%	23.9%	30.7%
%H		57.5%	7.8%	77.1%	42.2%	34.9%
30" - 39"	784	482	78	549	321	228
%V	28.8%	28.0%	31.8%	28.5%	27.4%	30.2%
%H		61.5%	9.9%	70.0%	40.9%	29.1%
40" and over	550	387	57	358	249	109
%V	20.2%	22.5%	23.3%	18.6%	21.3%	14.4%
%H		70.4%	10.4%	65.1%	45.3%	19.8%
Don't know	27	15	4	21	12	9
%V	1.0%	0.9%	1.6%	1.1%	1.0%	1.2%
%H		55.6%	14.8%	77.8%	44.4%	33.3%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Main living room	1303	763	114	880	451	429
%V	47.9%	44.4%	46.5%	45.7%	38.5%	56.8%
%H		58.6%	8.7%	67.5%	34.6%	32.9%
Kitchen	174	111	12	146	94	52
%V	6.4%	6.5%	4.9%	7.6%	8.0%	6.9%
%H		63.8%	6.9%	83.9%	54.0%	29.9%
Adult's bedroom	596	395	61	466	322	145
%V	21.9%	23.0%	24.9%	24.2%	27.5%	19.2%
%H		66.3%	10.2%	78.2%	54.0%	24.3%
Child's bedroom	139	100	14	111	84	27
%V	5.1%	5.8%	5.7%	5.8%	7.2%	3.6%
%H		71.9%	10.1%	79.9%	60.4%	19.4%
Other bedroom	50	33	7	41	29	12
%V	1.8%	1.9%	2.9%	2.1%	2.5%	1.6%
%H		66.0%	14.0%	82.0%	58.0%	24.0%
Second living/dining room	143	91	14	114	75	40
%V	5.3%	5.3%	5.7%	5.9%	6.4%	5.3%
%H		63.6%	9.8%	79.7%	52.4%	28.0%
Study/office	17	10	3	14	10	4
%V	0.6%	0.6%	1.2%	0.7%	0.9%	0.5%
%H		58.8%	17.6%	82.4%	58.8%	23.5%
TV room	7	6	0	4	4	1
%V	0.3%	0.3%	0.0%	0.2%	0.3%	0.1%
%H		85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	20	1	22	16	6
%V	1.0%	1.2%	0.4%	1.1%	1.4%	0.8%
%H		74.1%	3.7%	81.5%	59.3%	22.2%
Attic or loft room	3	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	1	1	0	1	1	0
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		75.0%	0.0%	75.0%	75.0%	0.0%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Set level data
Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
PVR	956	755	96	561	449	112
%V	35.2%	43.9%	39.2%	29.1%	38.3%	14.8%
%H		79.0%	10.0%	58.7%	47.0%	11.7%
DVDR	135	83	11	98	56	42
%V	5.0%	4.8%	4.5%	5.1%	4.8%	5.6%
%H		61.5%	8.1%	72.6%	41.5%	31.1%
VCR	63	36	5	48	25	22
%V	2.3%	2.1%	2.0%	2.5%	2.1%	2.9%
%H		57.1%	7.9%	76.2%	39.7%	34.9%
Any recorder	1058	800	102	645	482	164
%V	38.9%	46.5%	41.6%	33.5%	41.2%	21.7%
%H		75.6%	9.6%	61.0%	45.6%	15.5%

Base: ITV HTV Wales - 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
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Receives HDTV (via STB or built-in reception)	689	452	117	450	323	127
%V	25.3%	26.3%	47.8%	23.4%	27.6%	16.8%
%H		65.6%	17.0%	65.3%	46.9%	18.4%
DVD/Blu-ray player or recorder	1544	982	158	1104	693	411
%V	56.8%	57.1%	64.5%	57.3%	59.2%	54.4%
%H		63.6%	10.2%	71.5%	44.9%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Set level data
Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Under 20"	32	11	1	25	4	20
%V	2.4%	1.4%	0.9%	2.8%	0.9%	4.6%
%H		34.4%	3.1%	78.1%	12.5%	62.5%
20" - 29"	253	111	15	182	55	127
%V	19.2%	14.5%	13.0%	20.6%	12.2%	29.3%
%H		43.9%	5.9%	71.9%	21.7%	50.2%
30" - 39"	544	312	49	369	185	184
%V	41.4%	40.9%	42.6%	41.8%	41.1%	42.5%
%H		57.4%	9.0%	67.8%	34.0%	33.8%
40" and over	465	322	49	297	202	96
%V	35.4%	42.2%	42.6%	33.7%	44.9%	22.2%
%H		69.2%	10.5%	63.9%	43.4%	20.6%
Don't know	12	6	1	9	3	5
%V	0.9%	0.8%	0.9%	1.0%	0.7%	1.2%
%H		50.0%	8.3%	75.0%	25.0%	41.7%
Not Asked	9	1	0	0	1	1
%V	0.7%	0.1%	0.0%	0.0%	0.2%	0.2%
%H		11.1%	0.0%	0.0%	11.1%	11.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Set level data
Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
PVR	745	582	74	440	347	94
%V	56.7%	76.3%	64.3%	49.9%	77.1%	21.7%
%H		78.1%	9.9%	59.1%	46.6%	12.6%
DVDR	97	57	8	68	35	33
%V	7.4%	7.5%	7.0%	7.7%	7.8%	7.6%
%H		58.8%	8.2%	70.1%	36.1%	34.0%
VCR	47	24	4	34	16	19
%V	3.6%	3.1%	3.5%	3.9%	3.6%	4.4%
%H		51.1%	8.5%	72.3%	34.0%	40.4%
Any recorder	808	601	78	492	358	134
%V	61.4%	78.8%	67.8%	55.8%	79.6%	30.9%
%H		74.4%	9.7%	60.9%	44.3%	16.6%

Base: ITV HTV Wales - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Receives HDTV (via STB or built-in reception)	509	341	84	319	230	89
%V	38.7%	44.7%	73.0%	36.2%	51.1%	20.6%
%H		67.0%	16.5%	62.7%	45.2%	17.5%
DVD/Blu-ray player or recorder	983	590	98	658	360	298
%V	74.8%	77.3%	85.2%	74.6%	80.0%	68.8%
%H		60.0%	10.0%	66.9%	36.6%	30.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Under 20"	409	259	34	341	223	118
%V	29.1%	27.1%	26.2%	32.7%	30.9%	36.6%
%H		63.3%	8.3%	83.4%	54.5%	28.9%
20" - 29"	410	271	36	330	225	105
%V	29.2%	28.3%	27.7%	31.6%	31.2%	32.6%
%H		66.1%	8.8%	80.5%	54.9%	25.6%
30" - 39"	240	170	29	179	136	44
%V	17.1%	17.8%	22.3%	17.1%	18.8%	13.7%
%H		70.8%	12.1%	74.6%	56.7%	18.3%
40" and over	85	65	8	61	48	13
%V	6.1%	6.8%	6.2%	5.8%	6.6%	4.0%
%H		76.5%	9.4%	71.8%	56.5%	15.3%
Don't know	15	9	3	13	9	4
%V	1.1%	0.9%	2.3%	1.2%	1.2%	1.2%
%H		60.0%	20.0%	86.7%	60.0%	26.7%
Not Asked	245	183	20	120	81	38
%V	17.5%	19.1%	15.4%	11.5%	11.2%	11.8%
%H		74.7%	8.2%	49.0%	33.1%	15.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
PVR	211	173	21	121	102	19
%V	15.0%	18.1%	16.2%	11.6%	14.1%	5.9%
%H		82.0%	10.0%	57.3%	48.3%	9.0%
DVDR	38	27	3	30	21	9
%V	2.7%	2.8%	2.3%	2.9%	2.9%	2.8%
%H		71.1%	7.9%	78.9%	55.3%	23.7%
VCR	16	12	1	14	10	4
%V	1.1%	1.3%	0.8%	1.3%	1.4%	1.2%
%H		75.0%	6.3%	87.5%	62.5%	25.0%
Any recorder	250	199	23	153	124	30
%V	17.8%	20.8%	17.7%	14.7%	17.2%	9.3%
%H		79.6%	9.2%	61.2%	49.6%	12.0%

Base: ITV HTV Wales - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Receives HDTV (via STB or built-in reception)	180	111	33	131	93	38
%V	12.8%	11.6%	25.4%	12.5%	12.9%	11.8%
%H		61.7%	18.3%	72.8%	51.7%	21.1%
DVD/Blu-ray player or recorder	561	392	60	446	332	113
%V	40.0%	41.0%	46.2%	42.7%	46.0%	35.1%
%H		69.9%	10.7%	79.5%	59.2%	20.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Children	547	543	378	46	326	208	117
%V	18.3%	18.6%	20.7%	17.2%	17.0%	18.7%	14.4%
%H		99.3%	69.1%	8.4%	59.6%	38.0%	21.4%
0 - 3	138	136	89	12	78	44	34
%V	4.6%	4.7%	4.9%	4.5%	4.1%	4.0%	4.2%
%H		98.6%	64.5%	8.7%	56.5%	31.9%	24.6%
4 - 15	409	406	289	33	247	164	83
%V	13.7%	13.9%	15.8%	12.4%	12.8%	14.7%	10.2%
%H		99.3%	70.7%	8.1%	60.4%	40.1%	20.3%
4 - 9	210	208	150	15	120	77	43
%V	7.0%	7.1%	8.2%	5.6%	6.2%	6.9%	5.3%
%H		99.0%	71.4%	7.1%	57.1%	36.7%	20.5%
10 - 15	200	198	139	18	127	87	40
%V	6.7%	6.8%	7.6%	6.7%	6.6%	7.8%	4.9%
%H		99.0%	69.5%	9.0%	63.5%	43.5%	20.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%V	81.7%	81.4%	79.3%	82.8%	83.0%	81.2%	85.6%
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
16 - 19	137	133	85	14	90	58	32
%V	4.6%	4.6%	4.6%	5.2%	4.7%	5.2%	3.9%
%H		97.1%	62.0%	10.2%	65.7%	42.3%	23.4%
20 - 24	217	194	118	20	119	69	50
%V	7.2%	6.6%	6.4%	7.5%	6.2%	6.2%	6.2%
%H		89.4%	54.4%	9.2%	54.8%	31.8%	23.0%
25 - 34	367	356	231	36	212	127	84
%V	12.3%	12.2%	12.6%	13.5%	11.0%	11.4%	10.4%
%H		97.0%	62.9%	9.8%	57.8%	34.6%	22.9%
35 - 44	357	348	239	35	218	145	74
%V	11.9%	11.9%	13.1%	13.1%	11.3%	13.0%	9.1%
%H		97.5%	66.9%	9.8%	61.1%	40.6%	20.7%
45 - 54	420	413	270	42	275	172	102
%V	14.0%	14.1%	14.8%	15.7%	14.3%	15.5%	12.6%
%H		98.3%	64.3%	10.0%	65.5%	41.0%	24.3%
55 - 64	377	368	224	35	258	149	109
%V	12.6%	12.6%	12.2%	13.1%	13.4%	13.4%	13.4%
%H		97.6%	59.4%	9.3%	68.4%	39.5%	28.9%
65+	573	564	285	39	426	183	243
%V	19.1%	19.3%	15.6%	14.6%	22.2%	16.5%	30.0%
%H		98.4%	49.7%	6.8%	74.3%	31.9%	42.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
AB	515	504	310	42	367	212	155
%V	21.0%	21.2%	21.3%	19.0%	23.0%	23.5%	22.3%
%H		97.9%	60.2%	8.2%	71.3%	41.2%	30.1%
C1	655	619	366	67	411	235	177
%V	26.8%	26.0%	25.2%	30.3%	25.7%	26.0%	25.5%
%H		94.5%	55.9%	10.2%	62.7%	35.9%	27.0%
C2	557	549	357	48	380	235	145
%V	22.8%	23.1%	24.6%	21.7%	23.8%	26.0%	20.9%
%H		98.6%	64.1%	8.6%	68.2%	42.2%	26.0%
D	435	427	276	40	266	154	112
%V	17.8%	18.0%	19.0%	18.1%	16.7%	17.1%	16.1%
%H		98.2%	63.4%	9.2%	61.1%	35.4%	25.7%
E	286	276	143	25	172	67	105
%V	11.7%	11.6%	9.8%	11.3%	10.8%	7.4%	15.1%
%H		96.5%	50.0%	8.7%	60.1%	23.4%	36.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Individual level data
Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
Working full time	1025	1007	672	98	659	423	235
%V	41.9%	42.4%	46.3%	44.3%	41.3%	46.8%	33.9%
%H		98.2%	65.6%	9.6%	64.3%	41.3%	22.9%
Working part time	226	224	145	20	149	90	59
%V	9.2%	9.4%	10.0%	9.0%	9.3%	10.0%	8.5%
%H		99.1%	64.2%	8.8%	65.9%	39.8%	26.1%
Not working	1197	1146	635	102	790	390	399
%V	48.9%	48.2%	43.7%	46.2%	49.5%	43.2%	57.5%
%H		95.7%	53.0%	8.5%	66.0%	32.6%	33.3%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
16 - 19	72	70	47	7	47	32	15
%V	6.0%	6.1%	6.5%	6.5%	6.2%	7.2%	4.7%
%H		97.2%	65.3%	9.7%	65.3%	44.4%	20.8%
20 - 24	109	94	59	9	60	36	24
%V	9.2%	8.2%	8.2%	8.3%	7.9%	8.1%	7.6%
%H		86.2%	54.1%	8.3%	55.0%	33.0%	22.0%
25 - 34	185	179	115	19	103	62	41
%V	15.5%	15.6%	16.0%	17.6%	13.5%	13.9%	13.0%
%H		96.8%	62.2%	10.3%	55.7%	33.5%	22.2%
35 - 44	174	168	115	16	105	70	36
%V	14.6%	14.6%	16.0%	14.8%	13.8%	15.7%	11.4%
%H		96.6%	66.1%	9.2%	60.3%	40.2%	20.7%
45 - 54	204	201	128	21	130	78	52
%V	17.1%	17.5%	17.8%	19.4%	17.1%	17.5%	16.5%
%H		98.5%	62.7%	10.3%	63.7%	38.2%	25.5%
55 - 64	184	179	110	18	124	73	51
%V	15.4%	15.6%	15.3%	16.7%	16.3%	16.4%	16.1%
%H		97.3%	59.8%	9.8%	67.4%	39.7%	27.7%
65+	263	259	145	18	193	96	97
%V	22.1%	22.5%	20.2%	16.7%	25.3%	21.5%	30.7%
%H		98.5%	55.1%	6.8%	73.4%	36.5%	36.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV HTV Wales
Individual level data
Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
AB	257	252	157	22	181	108	73
%V	21.6%	21.9%	21.8%	20.4%	23.8%	24.2%	23.1%
%H		98.1%	61.1%	8.6%	70.4%	42.0%	28.4%
C1	305	286	174	31	189	113	76
%V	25.6%	24.9%	24.2%	28.7%	24.8%	25.3%	24.1%
%H		93.8%	57.0%	10.2%	62.0%	37.0%	24.9%
C2	304	299	191	25	208	125	83
%V	25.5%	26.0%	26.6%	23.1%	27.3%	28.0%	26.3%
%H		98.4%	62.8%	8.2%	68.4%	41.1%	27.3%
D	210	205	138	20	120	73	47
%V	17.6%	17.8%	19.2%	18.5%	15.7%	16.4%	14.9%
%H		97.6%	65.7%	9.5%	57.1%	34.8%	22.4%
E	114	109	60	10	65	27	37
%V	9.6%	9.5%	8.3%	9.3%	8.5%	6.1%	11.7%
%H		95.6%	52.6%	8.8%	57.0%	23.7%	32.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
Working full time	616	604	405	59	388	249	140
%V	51.7%	52.5%	56.3%	54.6%	50.9%	55.8%	44.3%
%H		98.1%	65.7%	9.6%	63.0%	40.4%	22.7%
Working part time	47	46	28	4	32	18	15
%V	3.9%	4.0%	3.9%	3.7%	4.2%	4.0%	4.7%
%H		97.9%	59.6%	8.5%	68.1%	38.3%	31.9%
Not working	528	499	286	45	342	180	162
%V	44.3%	43.4%	39.8%	41.7%	44.9%	40.4%	51.3%
%H		94.5%	54.2%	8.5%	64.8%	34.1%	30.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
16 - 19	64	62	38	7	43	26	17
%V	5.1%	5.1%	5.2%	6.2%	5.1%	5.7%	4.5%
%H		96.9%	59.4%	10.9%	67.2%	40.6%	26.6%
20 - 24	108	99	58	11	60	34	26
%V	8.6%	8.1%	7.9%	9.7%	7.2%	7.4%	6.9%
%H		91.7%	53.7%	10.2%	55.6%	31.5%	24.1%
25 - 34	182	178	117	17	108	65	43
%V	14.5%	14.5%	16.0%	15.0%	12.9%	14.2%	11.4%
%H		97.8%	64.3%	9.3%	59.3%	35.7%	23.6%
35 - 44	183	181	124	18	113	75	38
%V	14.6%	14.8%	16.9%	15.9%	13.5%	16.4%	10.1%
%H		98.9%	67.8%	9.8%	61.7%	41.0%	20.8%
45 - 54	216	212	142	20	144	94	50
%V	17.2%	17.3%	19.4%	17.7%	17.2%	20.6%	13.2%
%H		98.1%	65.7%	9.3%	66.7%	43.5%	23.1%
55 - 64	193	189	114	17	133	75	58
%V	15.4%	15.4%	15.6%	15.0%	15.9%	16.4%	15.3%
%H		97.9%	59.1%	8.8%	68.9%	38.9%	30.1%
65+	310	305	140	21	233	87	146
%V	24.7%	24.9%	19.1%	18.6%	27.9%	19.0%	38.6%
%H		98.4%	45.2%	6.8%	75.2%	28.1%	47.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
AB	258	253	152	20	186	104	82
%V	20.5%	20.6%	20.7%	17.7%	22.3%	22.8%	21.7%
%H		98.1%	58.9%	7.8%	72.1%	40.3%	31.8%
C1	349	334	193	36	222	121	101
%V	27.8%	27.2%	26.3%	31.9%	26.6%	26.5%	26.7%
%H		95.7%	55.3%	10.3%	63.6%	34.7%	28.9%
C2	253	251	166	22	173	110	63
%V	20.1%	20.5%	22.6%	19.5%	20.7%	24.1%	16.7%
%H		99.2%	65.6%	8.7%	68.4%	43.5%	24.9%
D	225	223	138	21	146	82	65
%V	17.9%	18.2%	18.8%	18.6%	17.5%	17.9%	17.2%
%H		99.1%	61.3%	9.3%	64.9%	36.4%	28.9%
E	172	167	84	15	108	40	68
%V	13.7%	13.6%	11.5%	13.3%	12.9%	8.8%	18.0%
%H		97.1%	48.8%	8.7%	62.8%	23.3%	39.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
Working full time	409	403	267	39	270	175	96
%V	32.5%	32.8%	36.4%	34.5%	32.3%	38.3%	25.4%
%H		98.5%	65.3%	9.5%	66.0%	42.8%	23.5%
Working part time	179	177	117	16	117	72	44
%V	14.2%	14.4%	16.0%	14.2%	14.0%	15.8%	11.6%
%H		98.9%	65.4%	8.9%	65.4%	40.2%	24.6%
Not working	669	647	349	57	448	210	238
%V	53.2%	52.7%	47.6%	50.4%	53.7%	46.0%	63.0%
%H		96.7%	52.2%	8.5%	67.0%	31.4%	35.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Channel Islands

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
AB	21	21	20	0	6	5	0
%V	30.4%	30.4%	45.5%	0.0%	15.4%	26.3%	0.0%
%H (All HH)		100.0%	95.2%	0.0%	28.6%	23.8%	0.0%
%H (TV HH)			95.2%	0.0%	28.6%	23.8%	0.0%
C1	20	20	13	0	13	7	7
%V	29.0%	29.0%	29.5%	0.0%	33.3%	36.8%	36.8%
%H (All HH)		100.0%	65.0%	0.0%	65.0%	35.0%	35.0%
%H (TV HH)			65.0%	0.0%	65.0%	35.0%	35.0%
C2	9	9	7	1	6	4	2
%V	13.0%	13.0%	15.9%	20.0%	15.4%	21.1%	10.5%
%H (All HH)		100.0%	77.8%	11.1%	66.7%	44.4%	22.2%
%H (TV HH)			77.8%	11.1%	66.7%	44.4%	22.2%
D	13	12	3	2	9	3	7
%V	18.8%	17.4%	6.8%	40.0%	23.1%	15.8%	36.8%
%H (All HH)		92.3%	23.1%	15.4%	69.2%	23.1%	53.8%
%H (TV HH)			25.0%	16.7%	75.0%	25.0%	58.3%
E	6	6	1	2	4	0	4
%V	8.7%	8.7%	2.3%	40.0%	10.3%	0.0%	21.1%
%H (All HH)		100.0%	16.7%	33.3%	66.7%	0.0%	66.7%
%H (TV HH)			16.7%	33.3%	66.7%	0.0%	66.7%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%V (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Under 25	1	1	0	0	1	0	1
%V	1.4%	1.4%	0.0%	0.0%	2.6%	0.0%	5.3%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%
25 - 34	6	6	5	0	2	1	1
%V	8.7%	8.7%	11.4%	0.0%	5.1%	5.3%	5.3%
%H (All HH)		100.0%	83.3%	0.0%	33.3%	16.7%	16.7%
%H (TV HH)			83.3%	0.0%	33.3%	16.7%	16.7%
35 - 44	14	14	11	1	8	5	2
%V	20.3%	20.3%	25.0%	20.0%	20.5%	26.3%	10.5%
%H (All HH)		100.0%	78.6%	7.1%	57.1%	35.7%	14.3%
%H (TV HH)			78.6%	7.1%	57.1%	35.7%	14.3%
45 - 54	16	16	11	2	6	4	2
%V	23.2%	23.2%	25.0%	40.0%	15.4%	21.1%	10.5%
%H (All HH)		100.0%	68.8%	12.5%	37.5%	25.0%	12.5%
%H (TV HH)			68.8%	12.5%	37.5%	25.0%	12.5%
55 - 64	14	14	9	0	11	6	6
%V	20.3%	20.3%	20.5%	0.0%	28.2%	31.6%	31.6%
%H (All HH)		100.0%	64.3%	0.0%	78.6%	42.9%	42.9%
%H (TV HH)			64.3%	0.0%	78.6%	42.9%	42.9%
65 +	17	17	8	2	11	3	8
%V	24.6%	24.6%	18.2%	40.0%	28.2%	15.8%	42.1%
%H (All HH)		100.0%	47.1%	11.8%	64.7%	17.6%	47.1%
%H (TV HH)			47.1%	11.8%	64.7%	17.6%	47.1%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
1	18	18	5	4	12	2	10
%V	26.1%	26.1%	11.4%	80.0%	30.8%	10.5%	52.6%
%H (All HH)		100.0%	27.8%	22.2%	66.7%	11.1%	55.6%
%H (TV HH)			27.8%	22.2%	66.7%	11.1%	55.6%
2	22	21	15	1	13	7	6
%V	31.9%	30.4%	34.1%	20.0%	33.3%	36.8%	31.6%
%H (All HH)		95.5%	68.2%	4.5%	59.1%	31.8%	27.3%
%H (TV HH)			71.4%	4.8%	61.9%	33.3%	28.6%
3	12	12	11	0	5	4	1
%V	17.4%	17.4%	25.0%	0.0%	12.8%	21.1%	5.3%
%H (All HH)		100.0%	91.7%	0.0%	41.7%	33.3%	8.3%
%H (TV HH)			91.7%	0.0%	41.7%	33.3%	8.3%
4	15	15	13	0	7	5	2
%V	21.7%	21.7%	29.5%	0.0%	17.9%	26.3%	10.5%
%H (All HH)		100.0%	86.7%	0.0%	46.7%	33.3%	13.3%
%H (TV HH)			86.7%	0.0%	46.7%	33.3%	13.3%
5+	2	2	1	1	1	1	1
%V	2.9%	2.9%	2.3%	20.0%	2.6%	5.3%	5.3%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	50.0%
Average HH size	2.45	2.45	2.80	1.80	2.32	2.84	1.82

Base: ITV Channel Islands - Households (000s)

%V = percentage 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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ITV Channel Islands

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%V (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Without	49	48	27	4	29	12	17
%V	71.0%	69.6%	61.4%	80.0%	74.4%	63.2%	89.5%
%H (All HH)		98.0%	55.1%	8.2%	59.2%	24.5%	34.7%
%H (TV HH)			56.3%	8.3%	60.4%	25.0%	35.4%
With	20	20	17	1	9	7	2
%V	29.0%	29.0%	38.6%	20.0%	23.1%	36.8%	10.5%
%H (All HH)		100.0%	85.0%	5.0%	45.0%	35.0%	10.0%
%H (TV HH)			85.0%	5.0%	45.0%	35.0%	10.0%
0 - 3	6	6	5	0	3	2	1
%V	8.7%	8.7%	11.4%	0.0%	7.7%	10.5%	5.3%
%H (All HH)		100.0%	83.3%	0.0%	50.0%	33.3%	16.7%
%H (TV HH)			83.3%	0.0%	50.0%	33.3%	16.7%
4 - 9	10	10	9	0	4	2	1
%V	14.5%	14.5%	20.5%	0.0%	10.3%	10.5%	5.3%
%H (All HH)		100.0%	90.0%	0.0%	40.0%	20.0%	10.0%
%H (TV HH)			90.0%	0.0%	40.0%	20.0%	10.0%
10 - 15	10	10	8	1	5	4	1
%V	14.5%	14.5%	18.2%	20.0%	12.8%	21.1%	5.3%
%H (All HH)		100.0%	80.0%	10.0%	50.0%	40.0%	10.0%
%H (TV HH)			80.0%	10.0%	50.0%	40.0%	10.0%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
1	23	23	11	4	12	3	9
%V	33.3%	33.3%	25.0%	80.0%	30.8%	15.8%	47.4%
%H (All HH)		100.0%	47.8%	17.4%	52.2%	13.0%	39.1%
%H (TV HH)			47.8%	17.4%	52.2%	13.0%	39.1%
2	25	25	16	0	15	7	8
%V	36.2%	36.2%	36.4%	0.0%	38.5%	36.8%	42.1%
%H (All HH)		100.0%	64.0%	0.0%	60.0%	28.0%	32.0%
%H (TV HH)			64.0%	0.0%	60.0%	28.0%	32.0%
3	10	10	8	1	5	4	1
%V	14.5%	14.5%	18.2%	20.0%	12.8%	21.1%	5.3%
%H (All HH)		100.0%	80.0%	10.0%	50.0%	40.0%	10.0%
%H (TV HH)			80.0%	10.0%	50.0%	40.0%	10.0%
4	5	5	5	0	3	3	0
%V	7.2%	7.2%	11.4%	0.0%	7.7%	15.8%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	60.0%	60.0%	0.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%
5+	7	7	5	1	4	3	1
%V	10.1%	10.1%	11.4%	20.0%	10.3%	15.8%	5.3%
%H (All HH)		100.0%	71.4%	14.3%	57.1%	42.9%	14.3%
%H (TV HH)			71.4%	14.3%	57.1%	42.9%	14.3%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Household level data
Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Under 20"	19	19	14	0	13	8	5
%V	27.5%	27.5%	31.8%	0.0%	33.3%	42.1%	26.3%
%H (All HH)		100.0%	73.7%	0.0%	68.4%	42.1%	26.3%
%H (TV HH)			73.7%	0.0%	68.4%	42.1%	26.3%
20" - 29"	27	27	17	1	19	10	8
%V	39.1%	39.1%	38.6%	20.0%	48.7%	52.6%	42.1%
%H (All HH)		100.0%	63.0%	3.7%	70.4%	37.0%	29.6%
%H (TV HH)			63.0%	3.7%	70.4%	37.0%	29.6%
30" - 39"	34	34	21	2	19	8	10
%V	49.3%	49.3%	47.7%	40.0%	48.7%	42.1%	52.6%
%H (All HH)		100.0%	61.8%	5.9%	55.9%	23.5%	29.4%
%H (TV HH)			61.8%	5.9%	55.9%	23.5%	29.4%
40" and over	33	33	25	2	14	9	5
%V	47.8%	47.8%	56.8%	40.0%	35.9%	47.4%	26.3%
%H (All HH)		100.0%	75.8%	6.1%	42.4%	27.3%	15.2%
%H (TV HH)			75.8%	6.1%	42.4%	27.3%	15.2%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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ITV Channel Islands

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
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Main living room	68	68	44	5	38	19	19
%V	98.6%	98.6%	100.0%	100.0%	97.4%	100.0%	100.0%
%H (All HH)		100.0%	64.7%	7.4%	55.9%	27.9%	27.9%
%H (TV HH)			64.7%	7.4%	55.9%	27.9%	27.9%
Kitchen	16	16	12	0	12	7	5
%V	23.2%	23.2%	27.3%	0.0%	30.8%	36.8%	26.3%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	43.8%	31.3%
%H (TV HH)			75.0%	0.0%	75.0%	43.8%	31.3%
Adult's bedroom	29	29	23	1	17	12	5
%V	42.0%	42.0%	52.3%	20.0%	43.6%	63.2%	26.3%
%H (All HH)		100.0%	79.3%	3.4%	58.6%	41.4%	17.2%
%H (TV HH)			79.3%	3.4%	58.6%	41.4%	17.2%
Child's bedroom	5	5	4	1	4	3	1
%V	7.2%	7.2%	9.1%	20.0%	10.3%	15.8%	5.3%
%H (All HH)		100.0%	80.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			80.0%	20.0%	80.0%	60.0%	20.0%
Other bedroom	3	3	3	0	1	1	0
%V	4.3%	4.3%	6.8%	0.0%	2.6%	5.3%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%
Second living/dining room	7	7	7	0	4	4	0
%V	10.1%	10.1%	15.9%	0.0%	10.3%	21.1%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	57.1%	57.1%	0.0%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%
Study/office	1	1	1	0	0	0	0
%V	1.4%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%
TV room	1	1	1	0	0	0	0
%V	1.4%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%
Conservatory	1	1	1	0	1	1	0
%V	1.4%	1.4%	2.3%	0.0%	2.6%	5.3%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Attic or loft room	1	1	1	0	0	0	0
%V	1.4%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%
No specific location	1	1	1	0	0	0	0
%V	1.4%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%
Other	1	1	1	0	0	0	0
%V	1.4%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Household level data
Table 15.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
PVR	38	38	35	0	18	15	3
%V	55.1%	55.1%	79.5%	0.0%	46.2%	78.9%	15.8%
%H (All HH)		100.0%	92.1%	0.0%	47.4%	39.5%	7.9%
%H (TV HH)			92.1%	0.0%	47.4%	39.5%	7.9%
DVDR	6	6	4	2	3	3	0
%V	8.7%	8.7%	9.1%	40.0%	7.7%	15.8%	0.0%
%H (All HH)		100.0%	66.7%	33.3%	50.0%	50.0%	0.0%
%H (TV HH)			66.7%	33.3%	50.0%	50.0%	0.0%
VCR	7	7	6	0	3	2	1
%V	10.1%	10.1%	13.6%	0.0%	7.7%	10.5%	5.3%
%H (All HH)		100.0%	85.7%	0.0%	42.9%	28.6%	14.3%
%H (TV HH)			85.7%	0.0%	42.9%	28.6%	14.3%
Any recorder	47	47	41	2	20	17	3
%V	68.1%	68.1%	93.2%	40.0%	51.3%	89.5%	15.8%
%H (All HH)		100.0%	87.2%	4.3%	42.6%	36.2%	6.4%
%H (TV HH)			87.2%	4.3%	42.6%	36.2%	6.4%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Household level data
Table 15.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Receives HDTV (via STB or built-in reception)	29	29	23	0	15	9	6
%V	42.0%	42.0%	52.3%	0.0%	38.5%	47.4%	31.6%
%H (All HH)		100.0%	79.3%	0.0%	51.7%	31.0%	20.7%
%H (TV HH)			79.3%	0.0%	51.7%	31.0%	20.7%
DVD/Blu-ray player or recorder	63	63	42	5	34	18	17
%V	91.3%	91.3%	95.5%	100.0%	87.2%	94.7%	89.5%
%H (All HH)		100.0%	66.7%	7.9%	54.0%	28.6%	27.0%
%H (TV HH)			66.7%	7.9%	54.0%	28.6%	27.0%

Base: ITV Channel Islands - Households (000s)

%V = percentage 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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ITV Channel Islands

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	69	69	44	5	39	19	19
%H (All HH)		100.0%	63.8%	7.2%	56.5%	27.5%	27.5%
%H (TV HH)			63.8%	7.2%	56.5%	27.5%	27.5%
Has PC or Laptop	55	55	40	3	30	18	11
%V	79.7%	79.7%	90.9%	60.0%	76.9%	94.7%	57.9%
%H (All HH)		100.0%	72.7%	5.5%	54.5%	32.7%	20.0%
%H (TV HH)			72.7%	5.5%	54.5%	32.7%	20.0%
Has broadband internet	53	53	39	3	28	18	10
%V	76.8%	76.8%	88.6%	60.0%	71.8%	94.7%	52.6%
%H (All HH)		100.0%	73.6%	5.7%	52.8%	34.0%	18.9%
%H (TV HH)			73.6%	5.7%	52.8%	34.0%	18.9%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Set level data
Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	156	114	9	89	55	33
%H		73.1%	5.8%	57.1%	35.3%	21.2%
Under 20"	24	19	0	16	11	5
%V	15.4%	16.7%	0.0%	18.0%	20.0%	15.2%
%H		79.2%	0.0%	66.7%	45.8%	20.8%
20" - 29"	37	24	2	26	16	10
%V	23.7%	21.1%	22.2%	29.2%	29.1%	30.3%
%H		64.9%	5.4%	70.3%	43.2%	27.0%
30" - 39"	44	31	2	23	12	11
%V	28.2%	27.2%	22.2%	25.8%	21.8%	33.3%
%H		70.5%	4.5%	52.3%	27.3%	25.0%
40" and over	41	33	2	17	12	5
%V	26.3%	28.9%	22.2%	19.1%	21.8%	15.2%
%H		80.5%	4.9%	41.5%	29.3%	12.2%
Don't know	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	9	6	3	7	4	2
%V	5.8%	5.3%	33.3%	7.9%	7.3%	6.1%
%H		66.7%	33.3%	77.8%	44.4%	22.2%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	156	114	9	89	55	33
%H		73.1%	5.8%	57.1%	35.3%	21.2%
Main living room	68	44	5	38	19	19
%V	43.6%	38.6%	55.6%	42.7%	34.5%	57.6%
%H		64.7%	7.4%	55.9%	27.9%	27.9%
Kitchen	16	12	0	12	7	5
%V	10.3%	10.5%	0.0%	13.5%	12.7%	15.2%
%H		75.0%	0.0%	75.0%	43.8%	31.3%
Adult's bedroom	40	31	2	23	17	7
%V	25.6%	27.2%	22.2%	25.8%	30.9%	21.2%
%H		77.5%	5.0%	57.5%	42.5%	17.5%
Child's bedroom	7	5	1	4	3	1
%V	4.5%	4.4%	11.1%	4.5%	5.5%	3.0%
%H		71.4%	14.3%	57.1%	42.9%	14.3%
Other bedroom	3	3	0	1	1	0
%V	1.9%	2.6%	0.0%	1.1%	1.8%	0.0%
%H		100.0%	0.0%	33.3%	33.3%	0.0%
Second living/dining room	8	8	0	4	4	0
%V	5.1%	7.0%	0.0%	4.5%	7.3%	0.0%
%H		100.0%	0.0%	50.0%	50.0%	0.0%
Study/office	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
TV room	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Conservatory	1	1	0	1	1	0
%V	0.6%	0.9%	0.0%	1.1%	1.8%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Attic or loft room	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
No specific location	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Other	1	1	0	0	0	0
%V	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	9	6	3	7	4	2
%V	5.8%	5.3%	33.3%	7.9%	7.3%	6.1%
%H		66.7%	33.3%	77.8%	44.4%	22.2%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	156	114	9	89	55	33
%H		73.1%	5.8%	57.1%	35.3%	21.2%
PVR	70	67	0	30	27	3
%V	44.9%	58.8%	0.0%	33.7%	49.1%	9.1%
%H		95.7%	0.0%	42.9%	38.6%	4.3%
DVDR	6	4	2	3	3	0
%V	3.8%	3.5%	22.2%	3.4%	5.5%	0.0%
%H		66.7%	33.3%	50.0%	50.0%	0.0%
VCR	7	7	0	3	2	1
%V	4.5%	6.1%	0.0%	3.4%	3.6%	3.0%
%H		100.0%	0.0%	42.9%	28.6%	14.3%
Any recorder	80	74	2	34	30	3
%V	51.3%	64.9%	22.2%	38.2%	54.5%	9.1%
%H		92.5%	2.5%	42.5%	37.5%	3.8%

Base: ITV Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Sets	156	114	9	89	55	33
%H		73.1%	5.8%	57.1%	35.3%	21.2%
Receives HDTV (via STB or built-in reception)	51	42	0	23	14	9
%V	32.7%	36.8%	0.0%	25.8%	25.5%	27.3%
%H		82.4%	0.0%	45.1%	27.5%	17.6%
DVD/Blu-ray player or recorder	92	68	5	46	27	19
%V	59.0%	59.6%	55.6%	51.7%	49.1%	57.6%
%H		73.9%	5.4%	50.0%	29.3%	20.7%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Channel Islands
Set level data
Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	69	44	5	39	19	19
%H		63.8%	7.2%	56.5%	27.5%	27.5%
Under 20"	1	0	0	1	0	1
%V	1.4%	0.0%	0.0%	2.6%	0.0%	5.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%
20" - 29"	10	5	0	9	4	5
%V	14.5%	11.4%	0.0%	23.1%	21.1%	26.3%
%H		50.0%	0.0%	90.0%	40.0%	50.0%
30" - 39"	24	14	2	14	6	8
%V	34.8%	31.8%	40.0%	35.9%	31.6%	42.1%
%H		58.3%	8.3%	58.3%	25.0%	33.3%
40" and over	32	24	2	14	9	5
%V	46.4%	54.5%	40.0%	35.9%	47.4%	26.3%
%H		75.0%	6.3%	43.8%	28.1%	15.6%
Don't know	1	1	0	0	0	0
%V	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	1	0	1	1	0	0
%V	1.4%	0.0%	20.0%	2.6%	0.0%	0.0%
%H		0.0%	100.0%	100.0%	0.0%	0.0%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	69	44	5	39	19	19
%H		63.8%	7.2%	56.5%	27.5%	27.5%
PVR	37	34	0	17	14	3
%V	53.6%	77.3%	0.0%	43.6%	73.7%	15.8%
%H		91.9%	0.0%	45.9%	37.8%	8.1%
DVDR	5	3	2	2	2	0
%V	7.2%	6.8%	40.0%	5.1%	10.5%	0.0%
%H		60.0%	40.0%	40.0%	40.0%	0.0%
VCR	6	6	0	2	2	1
%V	8.7%	13.6%	0.0%	5.1%	10.5%	5.3%
%H		100.0%	0.0%	33.3%	33.3%	16.7%
Any recorder	45	39	2	20	17	3
%V	65.2%	88.6%	40.0%	51.3%	89.5%	15.8%
%H		86.7%	4.4%	44.4%	37.8%	6.7%

Base: ITV Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Main Sets	69	44	5	39	19	19
%H		63.8%	7.2%	56.5%	27.5%	27.5%
Receives HDTV (via STB or built-in reception)	26	21	0	11	6	5
%V	37.7%	47.7%	0.0%	28.2%	31.6%	26.3%
%H		80.8%	0.0%	42.3%	23.1%	19.2%
DVD/Blu-ray player or recorder	61	40	5	33	17	16
%V	88.4%	90.9%	100.0%	84.6%	89.5%	84.2%
%H		65.6%	8.2%	54.1%	27.9%	26.2%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Channel Islands
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
	HH	HH	HH	HH	HH	HH
Total Other Sets	88	70	4	50	36	14
%H		79.5%	4.5%	56.8%	40.9%	15.9%
Under 20"	23	19	0	15	11	4
%V	26.1%	27.1%	0.0%	30.0%	30.6%	28.6%
%H		82.6%	0.0%	65.2%	47.8%	17.4%
20" - 29"	27	19	2	17	12	5
%V	30.7%	27.1%	50.0%	34.0%	33.3%	35.7%
%H		70.4%	7.4%	63.0%	44.4%	18.5%
30" - 39"	20	17	0	9	6	3
%V	22.7%	24.3%	0.0%	18.0%	16.7%	21.4%
%H		85.0%	0.0%	45.0%	30.0%	15.0%
40" and over	9	9	0	3	3	0
%V	10.2%	12.9%	0.0%	6.0%	8.3%	0.0%
%H		100.0%	0.0%	33.3%	33.3%	0.0%
Don't know	1	1	0	0	0	0
%V	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	8	5	2	6	4	2
%V	9.1%	7.1%	50.0%	12.0%	11.1%	14.3%
%H		62.5%	25.0%	75.0%	50.0%	25.0%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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
	HH	HH	HH	HH	HH	HH
Total Other Sets	88	70	4	50	36	14
%H		79.5%	4.5%	56.8%	40.9%	15.9%
PVR	33	33	0	13	13	0
%V	37.5%	47.1%	0.0%	26.0%	36.1%	0.0%
%H		100.0%	0.0%	39.4%	39.4%	0.0%
DVDR	1	1	0	1	1	0
%V	1.1%	1.4%	0.0%	2.0%	2.8%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
VCR	1	1	0	0	0	0
%V	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%
Any recorder	35	35	0	14	14	0
%V	39.8%	50.0%	0.0%	28.0%	38.9%	0.0%
%H		100.0%	0.0%	40.0%	40.0%	0.0%

Base: ITV Channel Islands - 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
	HH	HH	HH	HH	HH	HH
Total Other Sets	88	70	4	50	36	14
%H		79.5%	4.5%	56.8%	40.9%	15.9%
Receives HDTV (via STB or built-in reception)	25	21	0	12	7	4
%V	28.4%	30.0%	0.0%	24.0%	19.4%	28.6%
%H		84.0%	0.0%	48.0%	28.0%	16.0%
DVD/Blu-ray player or recorder	32	29	0	13	10	3
%V	36.4%	41.4%	0.0%	26.0%	27.8%	21.4%
%H		90.6%	0.0%	40.6%	31.3%	9.4%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Channel Islands
Individual level data
Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	170	168	125	9	90	55	35
%H		98.8%	73.5%	5.3%	52.9%	32.4%	20.6%
Total Children	34	34	28	1	15	11	4
%V	20.0%	20.2%	22.4%	11.1%	16.7%	20.0%	11.4%
%H		100.0%	82.4%	2.9%	44.1%	32.4%	11.8%
0 - 3	6	6	5	0	3	2	1
%V	3.5%	3.6%	4.0%	0.0%	3.3%	3.6%	2.9%
%H		100.0%	83.3%	0.0%	50.0%	33.3%	16.7%
4 - 15	27	27	23	1	11	9	3
%V	15.9%	16.1%	18.4%	11.1%	12.2%	16.4%	8.6%
%H		100.0%	85.2%	3.7%	40.7%	33.3%	11.1%
4 - 9	14	14	13	0	4	3	1
%V	8.2%	8.3%	10.4%	0.0%	4.4%	5.5%	2.9%
%H		100.0%	92.9%	0.0%	28.6%	21.4%	7.1%
10 - 15	13	13	10	1	7	6	2
%V	7.6%	7.7%	8.0%	11.1%	7.8%	10.9%	5.7%
%H		100.0%	76.9%	7.7%	53.8%	46.2%	15.4%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	170	168	125	9	90	55	35
%H		98.8%	73.5%	5.3%	52.9%	32.4%	20.6%
Total Adults (16+)	136	135	97	7	75	44	31
%V	80.0%	80.4%	77.6%	77.8%	83.3%	80.0%	88.6%
%H		99.3%	71.3%	5.1%	55.1%	32.4%	22.8%
16 - 19	10	10	7	1	7	5	2
%V	5.9%	6.0%	5.6%	11.1%	7.8%	9.1%	5.7%
%H		100.0%	70.0%	10.0%	70.0%	50.0%	20.0%
20 - 24	8	8	5	1	4	2	2
%V	4.7%	4.8%	4.0%	11.1%	4.4%	3.6%	5.7%
%H		100.0%	62.5%	12.5%	50.0%	25.0%	25.0%
25 - 34	12	11	9	0	5	2	3
%V	7.1%	6.5%	7.2%	0.0%	5.6%	3.6%	8.6%
%H		91.7%	75.0%	0.0%	41.7%	16.7%	25.0%
35 - 44	28	27	21	1	15	10	5
%V	16.5%	16.1%	16.8%	11.1%	16.7%	18.2%	14.3%
%H		96.4%	75.0%	3.6%	53.6%	35.7%	17.9%
45 - 54	27	27	22	2	10	7	3
%V	15.9%	16.1%	17.6%	22.2%	11.1%	12.7%	8.6%
%H		100.0%	81.5%	7.4%	37.0%	25.9%	11.1%
55 - 64	22	22	16	0	15	9	6
%V	12.9%	13.1%	12.8%	0.0%	16.7%	16.4%	17.1%
%H		100.0%	72.7%	0.0%	68.2%	40.9%	27.3%
65+	29	29	17	2	18	9	10
%V	17.1%	17.3%	13.6%	22.2%	20.0%	16.4%	28.6%
%H		100.0%	58.6%	6.9%	62.1%	31.0%	34.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		136	135	97	7	75	44	31
%H			99.3%	71.3%	5.1%	55.1%	32.4%	22.8%
AB		43	43	42	0	12	11	1
	%V	31.6%	31.9%	43.3%	0.0%	16.0%	25.0%	3.2%
	%H		100.0%	97.7%	0.0%	27.9%	25.6%	2.3%
C1		43	43	31	0	28	16	13
	%V	31.6%	31.9%	32.0%	0.0%	37.3%	36.4%	41.9%
	%H		100.0%	72.1%	0.0%	65.1%	37.2%	30.2%
C2		18	18	14	1	12	9	4
	%V	13.2%	13.3%	14.4%	14.3%	16.0%	20.5%	12.9%
	%H		100.0%	77.8%	5.6%	66.7%	50.0%	22.2%
D		23	21	8	4	17	8	9
	%V	16.9%	15.6%	8.2%	57.1%	22.7%	18.2%	29.0%
	%H		91.3%	34.8%	17.4%	73.9%	34.8%	39.1%
E		8	8	2	2	6	1	5
	%V	5.9%	5.9%	2.1%	28.6%	8.0%	2.3%	16.1%
	%H		100.0%	25.0%	25.0%	75.0%	12.5%	62.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	136	135	97	7	75	44	31
%H		99.3%	71.3%	5.1%	55.1%	32.4%	22.8%
Working full time	73	73	57	1	40	26	15
%V	53.7%	54.1%	58.8%	14.3%	53.3%	59.1%	48.4%
%H		100.0%	78.1%	1.4%	54.8%	35.6%	20.5%
Working part time	13	12	8	2	6	4	2
%V	9.6%	8.9%	8.2%	28.6%	8.0%	9.1%	6.5%
%H		92.3%	61.5%	15.4%	46.2%	30.8%	15.4%
Not working	50	50	32	4	29	14	14
%V	36.8%	37.0%	33.0%	57.1%	38.7%	31.8%	45.2%
%H		100.0%	64.0%	8.0%	58.0%	28.0%	28.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	68	67	50	4	36	23	14
%H		98.5%	73.5%	5.9%	52.9%	33.8%	20.6%
16 - 19	7	7	3	1	5	3	2
%V	10.3%	10.4%	6.0%	25.0%	13.9%	13.0%	14.3%
%H		100.0%	42.9%	14.3%	71.4%	42.9%	28.6%
20 - 24	6	6	5	0	3	2	1
%V	8.8%	9.0%	10.0%	0.0%	8.3%	8.7%	7.1%
%H		100.0%	83.3%	0.0%	50.0%	33.3%	16.7%
25 - 34	4	4	4	0	2	1	1
%V	5.9%	6.0%	8.0%	0.0%	5.6%	4.3%	7.1%
%H		100.0%	100.0%	0.0%	50.0%	25.0%	25.0%
35 - 44	13	12	9	1	7	4	2
%V	19.1%	17.9%	18.0%	25.0%	19.4%	17.4%	14.3%
%H		92.3%	69.2%	7.7%	53.8%	30.8%	15.4%
45 - 54	12	12	11	0	4	3	1
%V	17.6%	17.9%	22.0%	0.0%	11.1%	13.0%	7.1%
%H		100.0%	91.7%	0.0%	33.3%	25.0%	8.3%
55 - 64	11	11	9	0	7	5	2
%V	16.2%	16.4%	18.0%	0.0%	19.4%	21.7%	14.3%
%H		100.0%	81.8%	0.0%	63.6%	45.5%	18.2%
65+	16	16	10	2	8	4	4
%V	23.5%	23.9%	20.0%	50.0%	22.2%	17.4%	28.6%
%H		100.0%	62.5%	12.5%	50.0%	25.0%	25.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	68	67	50	4	36	23	14
%H		98.5%	73.5%	5.9%	52.9%	33.8%	20.6%
AB	23	23	22	0	6	5	0
%V	33.8%	34.3%	44.0%	0.0%	16.7%	21.7%	0.0%
%H		100.0%	95.7%	0.0%	26.1%	21.7%	0.0%
C1	20	20	15	0	12	7	5
%V	29.4%	29.9%	30.0%	0.0%	33.3%	30.4%	35.7%
%H		100.0%	75.0%	0.0%	60.0%	35.0%	25.0%
C2	9	9	8	0	7	5	2
%V	13.2%	13.4%	16.0%	0.0%	19.4%	21.7%	14.3%
%H		100.0%	88.9%	0.0%	77.8%	55.6%	22.2%
D	13	12	5	2	11	5	6
%V	19.1%	17.9%	10.0%	50.0%	30.6%	21.7%	42.9%
%H		92.3%	38.5%	15.4%	84.6%	38.5%	46.2%
E	3	3	0	2	1	0	1
%V	4.4%	4.5%	0.0%	50.0%	2.8%	0.0%	7.1%
%H		100.0%	0.0%	66.7%	33.3%	0.0%	33.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	68	67	50	4	36	23	14
%H		98.5%	73.5%	5.9%	52.9%	33.8%	20.6%
Working full time	43	42	34	1	22	15	8
%V	63.2%	62.7%	68.0%	25.0%	61.1%	65.2%	57.1%
%H		97.7%	79.1%	2.3%	51.2%	34.9%	18.6%
Working part time	1	1	1	0	0	0	0
%V	1.5%	1.5%	2.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Not working	23	23	15	3	14	8	6
%V	33.8%	34.3%	30.0%	75.0%	38.9%	34.8%	42.9%
%H		100.0%	65.2%	13.0%	60.9%	34.8%	26.1%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	68	68	46	4	38	21	17
%H		100.0%	67.6%	5.9%	55.9%	30.9%	25.0%
16 - 19	3	3	3	0	1	1	0
%V	4.4%	4.4%	6.5%	0.0%	2.6%	4.8%	0.0%
%H		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%
20 - 24	2	2	1	1	1	0	1
%V	2.9%	2.9%	2.2%	25.0%	2.6%	0.0%	5.9%
%H		100.0%	50.0%	50.0%	50.0%	0.0%	50.0%
25 - 34	8	7	5	0	3	1	2
%V	11.8%	10.3%	10.9%	0.0%	7.9%	4.8%	11.8%
%H		87.5%	62.5%	0.0%	37.5%	12.5%	25.0%
35 - 44	15	15	12	1	8	6	2
%V	22.1%	22.1%	26.1%	25.0%	21.1%	28.6%	11.8%
%H		100.0%	80.0%	6.7%	53.3%	40.0%	13.3%
45 - 54	16	16	11	2	6	4	2
%V	23.5%	23.5%	23.9%	50.0%	15.8%	19.0%	11.8%
%H		100.0%	68.8%	12.5%	37.5%	25.0%	12.5%
55 - 64	11	11	7	0	8	4	4
%V	16.2%	16.2%	15.2%	0.0%	21.1%	19.0%	23.5%
%H		100.0%	63.6%	0.0%	72.7%	36.4%	36.4%
65+	13	13	7	0	10	4	6
%V	19.1%	19.1%	15.2%	0.0%	26.3%	19.0%	35.3%
%H		100.0%	53.8%	0.0%	76.9%	30.8%	46.2%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	68	68	46	4	38	21	17
%H		100.0%	67.6%	5.9%	55.9%	30.9%	25.0%
AB	20	20	20	0	6	6	0
%V	29.4%	29.4%	43.5%	0.0%	15.8%	28.6%	0.0%
%H		100.0%	100.0%	0.0%	30.0%	30.0%	0.0%
C1	24	24	16	0	17	9	8
%V	35.3%	35.3%	34.8%	0.0%	44.7%	42.9%	47.1%
%H		100.0%	66.7%	0.0%	70.8%	37.5%	33.3%
C2	9	9	6	1	5	3	2
%V	13.2%	13.2%	13.0%	25.0%	13.2%	14.3%	11.8%
%H		100.0%	66.7%	11.1%	55.6%	33.3%	22.2%
D	10	9	3	2	6	3	4
%V	14.7%	13.2%	6.5%	50.0%	15.8%	14.3%	23.5%
%H		90.0%	30.0%	20.0%	60.0%	30.0%	40.0%
E	5	5	2	0	4	0	4
%V	7.4%	7.4%	4.3%	0.0%	10.5%	0.0%	23.5%
%H		100.0%	40.0%	0.0%	80.0%	0.0%	80.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Channel Islands
Individual level data
Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	68	68	46	4	38	21	17
%H		100.0%	67.6%	5.9%	55.9%	30.9%	25.0%
Working full time	30	30	23	1	18	11	7
%V	44.1%	44.1%	50.0%	25.0%	47.4%	52.4%	41.2%
%H		100.0%	76.7%	3.3%	60.0%	36.7%	23.3%
Working part time	11	11	6	2	6	3	2
%V	16.2%	16.2%	13.0%	50.0%	15.8%	14.3%	11.8%
%H		100.0%	54.5%	18.2%	54.5%	27.3%	18.2%
Not working	26	26	17	1	15	7	8
%V	38.2%	38.2%	37.0%	25.0%	39.5%	33.3%	47.1%
%H		100.0%	65.4%	3.8%	57.7%	26.9%	30.8%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
AB	511	493	210	98	353	170	183
%V	22.2%	22.3%	22.8%	24.1%	21.3%	22.0%	20.7%
%H (All HH)		96.5%	41.1%	19.2%	69.1%	33.3%	35.8%
%H (TV HH)			42.6%	19.9%	71.6%	34.5%	37.1%
C1	615	576	250	114	424	213	210
%V	26.7%	26.0%	27.1%	28.1%	25.5%	27.5%	23.7%
%H (All HH)		93.7%	40.7%	18.5%	68.9%	34.6%	34.1%
%H (TV HH)			43.4%	19.8%	73.6%	37.0%	36.5%
C2	438	431	211	84	321	183	138
%V	19.0%	19.5%	22.9%	20.7%	19.3%	23.6%	15.6%
%H (All HH)		98.4%	48.2%	19.2%	73.3%	41.8%	31.5%
%H (TV HH)			49.0%	19.5%	74.5%	42.5%	32.0%
D	368	358	154	69	265	129	136
%V	16.0%	16.2%	16.7%	17.0%	16.0%	16.7%	15.3%
%H (All HH)		97.3%	41.8%	18.8%	72.0%	35.1%	37.0%
%H (TV HH)			43.0%	19.3%	74.0%	36.0%	38.0%
E	370	355	96	40	296	78	218
%V	16.1%	16.0%	10.4%	9.9%	17.8%	10.1%	24.6%
%H (All HH)		95.9%	25.9%	10.8%	80.0%	21.1%	58.9%
%H (TV HH)			27.0%	11.3%	83.4%	22.0%	61.4%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
Under 25	111	93	41	16	63	32	31
%V	4.8%	4.2%	4.5%	3.9%	3.8%	4.1%	3.5%
%H (All HH)		83.8%	36.9%	14.4%	56.8%	28.8%	27.9%
%H (TV HH)			44.1%	17.2%	67.7%	34.4%	33.3%
25 - 34	361	339	170	67	225	124	101
%V	15.7%	15.3%	18.5%	16.5%	13.6%	16.0%	11.4%
%H (All HH)		93.9%	47.1%	18.6%	62.3%	34.3%	28.0%
%H (TV HH)			50.1%	19.8%	66.4%	36.6%	29.8%
35 - 44	378	365	181	83	254	153	101
%V	16.4%	16.5%	19.7%	20.4%	15.3%	19.8%	11.4%
%H (All HH)		96.6%	47.9%	22.0%	67.2%	40.5%	26.7%
%H (TV HH)			49.6%	22.7%	69.6%	41.9%	27.7%
45 - 54	453	443	204	80	335	176	159
%V	19.7%	20.0%	22.1%	19.7%	20.2%	22.7%	17.9%
%H (All HH)		97.8%	45.0%	17.7%	74.0%	38.9%	35.1%
%H (TV HH)			46.0%	18.1%	75.6%	39.7%	35.9%
55 - 64	382	371	153	78	283	139	144
%V	16.6%	16.8%	16.6%	19.2%	17.0%	18.0%	16.3%
%H (All HH)		97.1%	40.1%	20.4%	74.1%	36.4%	37.7%
%H (TV HH)			41.2%	21.0%	76.3%	37.5%	38.8%
65 +	616	602	172	82	499	150	350
%V	26.8%	27.2%	18.7%	20.2%	30.1%	19.4%	39.5%
%H (All HH)		97.7%	27.9%	13.3%	81.0%	24.4%	56.8%
%H (TV HH)			28.6%	13.6%	82.9%	24.9%	58.1%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
1	878	836	219	119	662	166	495
%V	38.2%	37.8%	23.8%	29.3%	39.9%	21.4%	55.9%
%H (All HH)		95.2%	24.9%	13.6%	75.4%	18.9%	56.4%
%H (TV HH)			26.2%	14.2%	79.2%	19.9%	59.2%
2	735	705	321	140	522	280	242
%V	31.9%	31.9%	34.9%	34.5%	31.4%	36.2%	27.3%
%H (All HH)		95.9%	43.7%	19.0%	71.0%	38.1%	32.9%
%H (TV HH)			45.5%	19.9%	74.0%	39.7%	34.3%
3	307	298	164	61	216	139	76
%V	13.3%	13.5%	17.8%	15.0%	13.0%	18.0%	8.6%
%H (All HH)		97.1%	53.4%	19.9%	70.4%	45.3%	24.8%
%H (TV HH)			55.0%	20.5%	72.5%	46.6%	25.5%
4	280	276	163	61	195	141	54
%V	12.2%	12.5%	17.7%	15.0%	11.7%	18.2%	6.1%
%H (All HH)		98.6%	58.2%	21.8%	69.6%	50.4%	19.3%
%H (TV HH)			59.1%	22.1%	70.7%	51.1%	19.6%
5+	101	98	56	25	65	47	18
%V	4.4%	4.4%	6.1%	6.2%	3.9%	6.1%	2.0%
%H (All HH)		97.0%	55.4%	24.8%	64.4%	46.5%	17.8%
%H (TV HH)			57.1%	25.5%	66.3%	48.0%	18.4%
Average HH size	2.15	2.16	2.50	2.36	2.10	2.54	1.71

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
Without	1778	1698	621	302	1306	537	770
%V	77.3%	76.7%	67.4%	74.4%	78.7%	69.4%	86.9%
%H (All HH)		95.5%	34.9%	17.0%	73.5%	30.2%	43.3%
%H (TV HH)			36.6%	17.8%	76.9%	31.6%	45.3%
With	524	516	300	104	353	237	116
%V	22.8%	23.3%	32.6%	25.6%	21.3%	30.6%	13.1%
%H (All HH)		98.5%	57.3%	19.8%	67.4%	45.2%	22.1%
%H (TV HH)			58.1%	20.2%	68.4%	45.9%	22.5%
0 - 3	186	183	110	35	125	83	42
%V	8.1%	8.3%	11.9%	8.6%	7.5%	10.7%	4.7%
%H (All HH)		98.4%	59.1%	18.8%	67.2%	44.6%	22.6%
%H (TV HH)			60.1%	19.1%	68.3%	45.4%	23.0%
4 - 9	259	256	155	52	164	113	51
%V	11.3%	11.6%	16.8%	12.8%	9.9%	14.6%	5.8%
%H (All HH)		98.8%	59.8%	20.1%	63.3%	43.6%	19.7%
%H (TV HH)			60.5%	20.3%	64.1%	44.1%	19.9%
10 - 15	254	250	143	53	180	125	55
%V	11.0%	11.3%	15.5%	13.1%	10.8%	16.1%	6.2%
%H (All HH)		98.4%	56.3%	20.9%	70.9%	49.2%	21.7%
%H (TV HH)			57.2%	21.2%	72.0%	50.0%	22.0%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
1	868	868	274	137	606	160	445
%V	37.7%	39.2%	29.8%	33.7%	36.5%	20.7%	50.2%
%H (All HH)		100.0%	31.6%	15.8%	69.8%	18.4%	51.3%
%H (TV HH)			31.6%	15.8%	69.8%	18.4%	51.3%
2	773	773	321	139	602	285	317
%V	33.6%	34.9%	34.9%	34.2%	36.3%	36.8%	35.8%
%H (All HH)		100.0%	41.5%	18.0%	77.9%	36.9%	41.0%
%H (TV HH)			41.5%	18.0%	77.9%	36.9%	41.0%
3	345	345	184	79	268	180	87
%V	15.0%	15.6%	20.0%	19.5%	16.1%	23.3%	9.8%
%H (All HH)		100.0%	53.3%	22.9%	77.7%	52.2%	25.2%
%H (TV HH)			53.3%	22.9%	77.7%	52.2%	25.2%
4	158	158	100	37	126	103	22
%V	6.9%	7.1%	10.9%	9.1%	7.6%	13.3%	2.5%
%H (All HH)		100.0%	63.3%	23.4%	79.7%	65.2%	13.9%
%H (TV HH)			63.3%	23.4%	79.7%	65.2%	13.9%
5+	69	69	41	14	59	44	14
%V	3.0%	3.1%	4.5%	3.4%	3.6%	5.7%	1.6%
%H (All HH)		100.0%	59.4%	20.3%	85.5%	63.8%	20.3%
%H (TV HH)			59.4%	20.3%	85.5%	63.8%	20.3%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Household level data
Table 16.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
Under 20"	552	552	235	103	465	244	220
%V	24.0%	24.9%	25.5%	25.4%	28.0%	31.5%	24.8%
%H (All HH)		100.0%	42.6%	18.7%	84.2%	44.2%	39.9%
%H (TV HH)			42.6%	18.7%	84.2%	44.2%	39.9%
20" - 29"	832	832	312	153	678	304	375
%V	36.2%	37.6%	33.9%	37.7%	40.8%	39.3%	42.3%
%H (All HH)		100.0%	37.5%	18.4%	81.5%	36.5%	45.1%
%H (TV HH)			37.5%	18.4%	81.5%	36.5%	45.1%
30" - 39"	1124	1124	479	232	863	442	422
%V	48.8%	50.8%	52.0%	57.1%	52.0%	57.1%	47.6%
%H (All HH)		100.0%	42.6%	20.6%	76.8%	39.3%	37.5%
%H (TV HH)			42.6%	20.6%	76.8%	39.3%	37.5%
40" and over	928	928	521	183	668	437	231
%V	40.3%	41.9%	56.6%	45.1%	40.2%	56.5%	26.1%
%H (All HH)		100.0%	56.1%	19.7%	72.0%	47.1%	24.9%
%H (TV HH)			56.1%	19.7%	72.0%	47.1%	24.9%

Base: ITV 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

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Household level data

Table 16.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
Main living room	2169	2169	912	398	1636	765	872
%V	94.3%	98.0%	99.0%	98.0%	98.6%	98.8%	98.4%
%H (All HH)		100.0%	42.0%	18.3%	75.4%	35.3%	40.2%
%H (TV HH)			42.0%	18.3%	75.4%	35.3%	40.2%
Kitchen	269	269	138	44	230	139	91
%V	11.7%	12.2%	15.0%	10.8%	13.9%	18.0%	10.3%
%H (All HH)		100.0%	51.3%	16.4%	85.5%	51.7%	33.8%
%H (TV HH)			51.3%	16.4%	85.5%	51.7%	33.8%
Adult's bedroom	909	909	440	193	736	449	287
%V	39.5%	41.1%	47.8%	47.5%	44.3%	58.0%	32.4%
%H (All HH)		100.0%	48.4%	21.2%	81.0%	49.4%	31.6%
%H (TV HH)			48.4%	21.2%	81.0%	49.4%	31.6%
Child's bedroom	205	205	117	51	166	125	41
%V	8.9%	9.3%	12.7%	12.6%	10.0%	16.1%	4.6%
%H (All HH)		100.0%	57.1%	24.9%	81.0%	61.0%	20.0%
%H (TV HH)			57.1%	24.9%	81.0%	61.0%	20.0%
Other bedroom	71	71	32	21	58	39	19
%V	3.1%	3.2%	3.5%	5.2%	3.5%	5.0%	2.1%
%H (All HH)		100.0%	45.1%	29.6%	81.7%	54.9%	26.8%
%H (TV HH)			45.1%	29.6%	81.7%	54.9%	26.8%
Second living/dining room	168	168	85	31	135	82	52
%V	7.3%	7.6%	9.2%	7.6%	8.1%	10.6%	5.9%
%H (All HH)		100.0%	50.6%	18.5%	80.4%	48.8%	31.0%
%H (TV HH)			50.6%	18.5%	80.4%	48.8%	31.0%
Study/office	22	22	8	8	19	13	6
%V	1.0%	1.0%	0.9%	2.0%	1.1%	1.7%	0.7%
%H (All HH)		100.0%	36.4%	36.4%	86.4%	59.1%	27.3%
%H (TV HH)			36.4%	36.4%	86.4%	59.1%	27.3%
TV room	23	23	13	6	16	12	4
%V	1.0%	1.0%	1.4%	1.5%	1.0%	1.6%	0.5%
%H (All HH)		100.0%	56.5%	26.1%	69.6%	52.2%	17.4%
%H (TV HH)			56.5%	26.1%	69.6%	52.2%	17.4%
Conservatory	31	31	18	8	24	18	6
%V	1.3%	1.4%	2.0%	2.0%	1.4%	2.3%	0.7%
%H (All HH)		100.0%	58.1%	25.8%	77.4%	58.1%	19.4%
%H (TV HH)			58.1%	25.8%	77.4%	58.1%	19.4%
Attic or loft room	4	4	1	2	3	2	1
%V	0.2%	0.2%	0.1%	0.5%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	25.0%	50.0%	75.0%	50.0%	25.0%
%H (TV HH)			25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	3	3	1	0	3	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%
Other	10	10	7	2	8	6	2
%V	0.4%	0.5%	0.8%	0.5%	0.5%	0.8%	0.2%
%H (All HH)		100.0%	70.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			70.0%	20.0%	80.0%	60.0%	20.0%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Household level data

Table 16.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
PVR	1186	1186	749	255	787	594	193
%V	51.5%	53.6%	81.3%	62.8%	47.4%	76.7%	21.8%
%H (All HH)		100.0%	63.2%	21.5%	66.4%	50.1%	16.3%
%H (TV HH)			63.2%	21.5%	66.4%	50.1%	16.3%
DVDR	141	141	54	36	104	51	52
%V	6.1%	6.4%	5.9%	8.9%	6.3%	6.6%	5.9%
%H (All HH)		100.0%	38.3%	25.5%	73.8%	36.2%	36.9%
%H (TV HH)			38.3%	25.5%	73.8%	36.2%	36.9%
VCR	123	123	36	28	98	36	62
%V	5.3%	5.6%	3.9%	6.9%	5.9%	4.7%	7.0%
%H (All HH)		100.0%	29.3%	22.8%	79.7%	29.3%	50.4%
%H (TV HH)			29.3%	22.8%	79.7%	29.3%	50.4%
Any recorder	1318	1318	769	286	897	622	275
%V	57.3%	59.6%	83.5%	70.4%	54.0%	80.4%	31.0%
%H (All HH)		100.0%	58.3%	21.7%	68.1%	47.2%	20.9%
%H (TV HH)			58.3%	21.7%	68.1%	47.2%	20.9%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Household level data
Table 16.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
 Receives HDTV (via STB or built-in reception)	 1046	 1046	 551	 296	 719	 507	 211
%V	45.5%	47.3%	59.8%	72.9%	43.3%	65.5%	23.8%
%H (All HH)		100.0%	52.7%	28.3%	68.7%	48.5%	20.2%
%H (TV HH)			52.7%	28.3%	68.7%	48.5%	20.2%
 DVD/Blu-ray player or recorder	 1797	 1797	 777	 355	 1357	 679	 677
%V	78.1%	81.2%	84.4%	87.4%	81.7%	87.7%	76.4%
%H (All HH)		100.0%	43.2%	19.8%	75.5%	37.8%	37.7%
%H (TV HH)			43.2%	19.8%	75.5%	37.8%	37.7%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Household level data
Table 16.10: Computers and Internet
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2301	2213	921	406	1660	774	886
%H (All HH)		96.2%	40.0%	17.6%	72.1%	33.6%	38.5%
%H (TV HH)			41.6%	18.3%	75.0%	35.0%	40.0%
Has PC or Laptop	1690	1625	783	347	1160	665	496
%V	73.4%	73.4%	85.0%	85.5%	69.9%	85.9%	56.0%
%H (All HH)		96.2%	46.3%	20.5%	68.6%	39.3%	29.3%
%H (TV HH)			48.2%	21.4%	71.4%	40.9%	30.5%
Has broadband internet	1599	1547	762	347	1092	652	440
%V	69.5%	69.9%	82.7%	85.5%	65.8%	84.2%	49.7%
%H (All HH)		96.7%	47.7%	21.7%	68.3%	40.8%	27.5%
%H (TV HH)			49.3%	22.4%	70.6%	42.1%	28.4%

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Set level data
Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4453	2095	876	3430	1926	1504
%H		47.0%	19.7%	77.0%	43.3%	33.8%
Under 20"	689	308	128	581	320	261
%V	15.5%	14.7%	14.6%	16.9%	16.6%	17.4%
%H		44.7%	18.6%	84.3%	46.4%	37.9%
20" - 29"	1021	398	192	843	403	440
%V	22.9%	19.0%	21.9%	24.6%	20.9%	29.3%
%H		39.0%	18.8%	82.6%	39.5%	43.1%
30" - 39"	1313	581	276	1013	545	468
%V	29.5%	27.7%	31.5%	29.5%	28.3%	31.1%
%H		44.2%	21.0%	77.2%	41.5%	35.6%
40" and over	1082	623	217	782	532	250
%V	24.3%	29.7%	24.8%	22.8%	27.6%	16.6%
%H		57.6%	20.1%	72.3%	49.2%	23.1%
Don't know	41	15	9	31	14	17
%V	0.9%	0.7%	1.0%	0.9%	0.7%	1.1%
%H		36.6%	22.0%	75.6%	34.1%	41.5%
Not Asked	307	170	54	180	112	68
%V	6.9%	8.1%	6.2%	5.2%	5.8%	4.5%
%H		55.4%	17.6%	58.6%	36.5%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4453	2095	876	3430	1926	1504
%H		47.0%	19.7%	77.0%	43.3%	33.8%
Main living room	2183	920	400	1647	770	878
%V	49.0%	43.9%	45.7%	48.0%	40.0%	58.4%
%H		42.1%	18.3%	75.4%	35.3%	40.2%
Kitchen	271	139	44	232	141	91
%V	6.1%	6.6%	5.0%	6.8%	7.3%	6.1%
%H		51.3%	16.2%	85.6%	52.0%	33.6%
Adult's bedroom	1087	546	230	887	562	325
%V	24.4%	26.1%	26.3%	25.9%	29.2%	21.6%
%H		50.2%	21.2%	81.6%	51.7%	29.9%
Child's bedroom	259	149	68	209	160	48
%V	5.8%	7.1%	7.8%	6.1%	8.3%	3.2%
%H		57.5%	26.3%	80.7%	61.8%	18.5%
Other bedroom	81	37	24	65	45	21
%V	1.8%	1.8%	2.7%	1.9%	2.3%	1.4%
%H		45.7%	29.6%	80.2%	55.6%	25.9%
Second living/dining room	169	86	31	136	84	53
%V	3.8%	4.1%	3.5%	4.0%	4.4%	3.5%
%H		50.9%	18.3%	80.5%	49.7%	31.4%
Study/office	22	8	8	19	13	6
%V	0.5%	0.4%	0.9%	0.6%	0.7%	0.4%
%H		36.4%	36.4%	86.4%	59.1%	27.3%
TV room	23	14	6	16	12	4
%V	0.5%	0.7%	0.7%	0.5%	0.6%	0.3%
%H		60.9%	26.1%	69.6%	52.2%	17.4%
Conservatory	32	18	8	25	19	6
%V	0.7%	0.9%	0.9%	0.7%	1.0%	0.4%
%H		56.3%	25.0%	78.1%	59.4%	18.8%
Attic or loft room	4	1	2	3	2	1
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	3	1	0	3	1	2
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%
Other	10	7	2	8	6	2
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		70.0%	20.0%	80.0%	60.0%	20.0%
Not Asked	307	170	54	180	112	68
%V	6.9%	8.1%	6.2%	5.2%	5.8%	4.5%
%H		55.4%	17.6%	58.6%	36.5%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4453	2095	876	3430	1926	1504
%H		47.0%	19.7%	77.0%	43.3%	33.8%
PVR	1560	1037	334	995	787	207
%V	35.0%	49.5%	38.1%	29.0%	40.9%	13.8%
%H		66.5%	21.4%	63.8%	50.4%	13.3%
DVDR	152	58	38	113	55	58
%V	3.4%	2.8%	4.3%	3.3%	2.9%	3.9%
%H		38.2%	25.0%	74.3%	36.2%	38.2%
VCR	127	36	31	102	39	63
%V	2.9%	1.7%	3.5%	3.0%	2.0%	4.2%
%H		28.3%	24.4%	80.3%	30.7%	49.6%
Any recorder	1731	1069	376	1136	831	305
%V	38.9%	51.0%	42.9%	33.1%	43.1%	20.3%
%H		61.8%	21.7%	65.6%	48.0%	17.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4453	2095	876	3430	1926	1504
%H		47.0%	19.7%	77.0%	43.3%	33.8%
Receives HDTV (via STB or built-in reception)	1429	763	423	978	716	262
%V	32.1%	36.4%	48.3%	28.5%	37.2%	17.4%
%H		53.4%	29.6%	68.4%	50.1%	18.3%
DVD/Blu-ray player or recorder	2619	1210	560	2034	1158	877
%V	58.8%	57.8%	63.9%	59.3%	60.1%	58.3%
%H		46.2%	21.4%	77.7%	44.2%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Set level data
Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	921	406	1658	773	885
%H		41.6%	18.4%	75.0%	34.9%	40.0%
Under 20"	52	12	6	40	6	34
%V	2.4%	1.3%	1.5%	2.4%	0.8%	3.8%
%H		23.1%	11.5%	76.9%	11.5%	65.4%
20" - 29"	383	85	51	308	59	249
%V	17.3%	9.2%	12.6%	18.6%	7.6%	28.1%
%H		22.2%	13.3%	80.4%	15.4%	65.0%
30" - 39"	848	316	167	655	286	369
%V	38.3%	34.3%	41.1%	39.5%	37.0%	41.7%
%H		37.3%	19.7%	77.2%	33.7%	43.5%
40" and over	899	502	178	643	418	225
%V	40.6%	54.5%	43.8%	38.8%	54.1%	25.4%
%H		55.8%	19.8%	71.5%	46.5%	25.0%
Don't know	17	6	3	12	4	8
%V	0.8%	0.7%	0.7%	0.7%	0.5%	0.9%
%H		35.3%	17.6%	70.6%	23.5%	47.1%
Not Asked	13	0	1	0	0	0
%V	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%
%H		0.0%	7.7%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	921	406	1658	773	885
%H		41.6%	18.4%	75.0%	34.9%	40.0%
PVR	1155	736	250	761	581	180
%V	52.2%	79.9%	61.6%	45.9%	75.2%	20.3%
%H		63.7%	21.6%	65.9%	50.3%	15.6%
DVDR	115	45	27	85	41	44
%V	5.2%	4.9%	6.7%	5.1%	5.3%	5.0%
%H		39.1%	23.5%	73.9%	35.7%	38.3%
VCR	99	29	21	78	28	51
%V	4.5%	3.1%	5.2%	4.7%	3.6%	5.8%
%H		29.3%	21.2%	78.8%	28.3%	51.5%
Any recorder	1278	756	279	862	608	255
%V	57.8%	82.1%	68.7%	52.0%	78.7%	28.8%
%H		59.2%	21.8%	67.4%	47.6%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	921	406	1658	773	885
%H		41.6%	18.4%	75.0%	34.9%	40.0%
Receives HDTV (via STB or built-in reception)	1016	537	290	693	493	200
%V	45.9%	58.3%	71.4%	41.8%	63.8%	22.6%
%H		52.9%	28.5%	68.2%	48.5%	19.7%
DVD/Blu-ray player or recorder	1672	711	330	1257	615	642
%V	75.6%	77.2%	81.3%	75.8%	79.6%	72.5%
%H		42.5%	19.7%	75.2%	36.8%	38.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2241	1174	470	1772	1153	619
%H		52.4%	21.0%	79.1%	51.5%	27.6%
Under 20"	637	297	122	541	314	227
%V	28.4%	25.3%	26.0%	30.5%	27.2%	36.7%
%H		46.6%	19.2%	84.9%	49.3%	35.6%
20" - 29"	638	313	141	535	344	191
%V	28.5%	26.7%	30.0%	30.2%	29.8%	30.9%
%H		49.1%	22.1%	83.9%	53.9%	29.9%
30" - 39"	465	265	109	359	260	99
%V	20.7%	22.6%	23.2%	20.3%	22.5%	16.0%
%H		57.0%	23.4%	77.2%	55.9%	21.3%
40" and over	183	121	39	138	114	25
%V	8.2%	10.3%	8.3%	7.8%	9.9%	4.0%
%H		66.1%	21.3%	75.4%	62.3%	13.7%
Don't know	24	9	5	20	11	9
%V	1.1%	0.8%	1.1%	1.1%	1.0%	1.5%
%H		37.5%	20.8%	83.3%	45.8%	37.5%
Not Asked	294	169	54	179	110	68
%V	13.1%	14.4%	11.5%	10.1%	9.5%	11.0%
%H		57.5%	18.4%	60.9%	37.4%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2241	1174	470	1772	1153	619
%H		52.4%	21.0%	79.1%	51.5%	27.6%
PVR	405	300	84	233	206	27
%V	18.1%	25.6%	17.9%	13.1%	17.9%	4.4%
%H		74.1%	20.7%	57.5%	50.9%	6.7%
DVDR	38	13	11	29	14	15
%V	1.7%	1.1%	2.3%	1.6%	1.2%	2.4%
%H		34.2%	28.9%	76.3%	36.8%	39.5%
VCR	28	8	10	24	11	12
%V	1.2%	0.7%	2.1%	1.4%	1.0%	1.9%
%H		28.6%	35.7%	85.7%	39.3%	42.9%
Any recorder	453	313	98	274	223	50
%V	20.2%	26.7%	20.9%	15.5%	19.3%	8.1%
%H		69.1%	21.6%	60.5%	49.2%	11.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2241	1174	470	1772	1153	619
%H		52.4%	21.0%	79.1%	51.5%	27.6%
Receives HDTV (via STB or built-in reception)	412	226	132	284	223	61
%V	18.4%	19.3%	28.1%	16.0%	19.3%	9.9%
%H		54.9%	32.0%	68.9%	54.1%	14.8%
DVD/Blu-ray player or recorder	948	499	229	778	543	235
%V	42.3%	42.5%	48.7%	43.9%	47.1%	38.0%
%H		52.6%	24.2%	82.1%	57.3%	24.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4938	4776	2307	958	3486	1967	1519
%H		96.7%	46.7%	19.4%	70.6%	39.8%	30.8%
Total Children	879	867	506	180	584	399	186
%V	17.8%	18.2%	21.9%	18.8%	16.8%	20.3%	12.2%
%H		98.6%	57.6%	20.5%	66.4%	45.4%	21.2%
0 - 3	221	218	129	44	145	96	48
%V	4.5%	4.6%	5.6%	4.6%	4.2%	4.9%	3.2%
%H		98.6%	58.4%	19.9%	65.6%	43.4%	21.7%
4 - 15	658	649	377	136	440	303	137
%V	13.3%	13.6%	16.3%	14.2%	12.6%	15.4%	9.0%
%H		98.6%	57.3%	20.7%	66.9%	46.0%	20.8%
4 - 9	334	330	197	67	215	146	69
%V	6.8%	6.9%	8.5%	7.0%	6.2%	7.4%	4.5%
%H		98.8%	59.0%	20.1%	64.4%	43.7%	20.7%
10 - 15	324	319	180	69	225	157	68
%V	6.6%	6.7%	7.8%	7.2%	6.5%	8.0%	4.5%
%H		98.5%	55.6%	21.3%	69.4%	48.5%	21.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4938	4776	2307	958	3486	1967	1519
%H		96.7%	46.7%	19.4%	70.6%	39.8%	30.8%
Total Adults (16+)	4059	3909	1801	778	2902	1568	1333
%V	82.2%	81.8%	78.1%	81.2%	83.2%	79.7%	87.8%
%H		96.3%	44.4%	19.2%	71.5%	38.6%	32.8%
16 - 19	235	227	122	48	169	116	54
%V	4.8%	4.8%	5.3%	5.0%	4.8%	5.9%	3.6%
%H		96.6%	51.9%	20.4%	71.9%	49.4%	23.0%
20 - 24	314	274	131	57	194	116	78
%V	6.4%	5.7%	5.7%	5.9%	5.6%	5.9%	5.1%
%H		87.3%	41.7%	18.2%	61.8%	36.9%	24.8%
25 - 34	666	628	333	128	421	254	167
%V	13.5%	13.1%	14.4%	13.4%	12.1%	12.9%	11.0%
%H		94.3%	50.0%	19.2%	63.2%	38.1%	25.1%
35 - 44	641	622	323	148	435	282	153
%V	13.0%	13.0%	14.0%	15.4%	12.5%	14.3%	10.1%
%H		97.0%	50.4%	23.1%	67.9%	44.0%	23.9%
45 - 54	745	732	360	145	551	323	229
%V	15.1%	15.3%	15.6%	15.1%	15.8%	16.4%	15.1%
%H		98.3%	48.3%	19.5%	74.0%	43.4%	30.7%
55 - 64	614	599	270	127	446	238	208
%V	12.4%	12.5%	11.7%	13.3%	12.8%	12.1%	13.7%
%H		97.6%	44.0%	20.7%	72.6%	38.8%	33.9%
65+	844	828	262	126	685	240	444
%V	17.1%	17.3%	11.4%	13.2%	19.7%	12.2%	29.2%
%H		98.1%	31.0%	14.9%	81.2%	28.4%	52.6%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Individual level data
Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4059	3909	1801	778	2902	1568	1333
%H		96.3%	44.4%	19.2%	71.5%	38.6%	32.8%
AB	980	953	426	206	690	370	321
%V	24.1%	24.4%	23.7%	26.5%	23.8%	23.6%	24.1%
%H		97.2%	43.5%	21.0%	70.4%	37.8%	32.8%
C1	1125	1045	499	216	753	426	326
%V	27.7%	26.7%	27.7%	27.8%	25.9%	27.2%	24.5%
%H		92.9%	44.4%	19.2%	66.9%	37.9%	29.0%
C2	846	837	449	167	625	400	225
%V	20.8%	21.4%	24.9%	21.5%	21.5%	25.5%	16.9%
%H		98.9%	53.1%	19.7%	73.9%	47.3%	26.6%
D	635	619	292	130	456	258	199
%V	15.6%	15.8%	16.2%	16.7%	15.7%	16.5%	14.9%
%H		97.5%	46.0%	20.5%	71.8%	40.6%	31.3%
E	474	456	135	59	377	115	263
%V	11.7%	11.7%	7.5%	7.6%	13.0%	7.3%	19.7%
%H		96.2%	28.5%	12.4%	79.5%	24.3%	55.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Scotland
Individual level data
Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4059	3909	1801	778	2902	1568	1333
%H		96.3%	44.4%	19.2%	71.5%	38.6%	32.8%
Working full time	1835	1792	939	398	1271	804	467
%V	45.2%	45.8%	52.1%	51.2%	43.8%	51.3%	35.0%
%H		97.7%	51.2%	21.7%	69.3%	43.8%	25.4%
Working part time	377	370	193	76	257	154	102
%V	9.3%	9.5%	10.7%	9.8%	8.9%	9.8%	7.7%
%H		98.1%	51.2%	20.2%	68.2%	40.8%	27.1%
Not working	1847	1747	670	304	1374	610	764
%V	45.5%	44.7%	37.2%	39.1%	47.3%	38.9%	57.3%
%H		94.6%	36.3%	16.5%	74.4%	33.0%	41.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1945	1855	896	366	1355	761	593
%H		95.4%	46.1%	18.8%	69.7%	39.1%	30.5%
16 - 19	120	114	64	17	88	58	30
%V	6.2%	6.1%	7.1%	4.6%	6.5%	7.6%	5.1%
%H		95.0%	53.3%	14.2%	73.3%	48.3%	25.0%
20 - 24	158	136	69	29	97	60	36
%V	8.1%	7.3%	7.7%	7.9%	7.2%	7.9%	6.1%
%H		86.1%	43.7%	18.4%	61.4%	38.0%	22.8%
25 - 34	336	312	167	60	212	128	84
%V	17.3%	16.8%	18.6%	16.4%	15.6%	16.8%	14.2%
%H		92.9%	49.7%	17.9%	63.1%	38.1%	25.0%
35 - 44	308	297	156	67	207	133	74
%V	15.8%	16.0%	17.4%	18.3%	15.3%	17.5%	12.5%
%H		96.4%	50.6%	21.8%	67.2%	43.2%	24.0%
45 - 54	354	346	175	70	256	152	103
%V	18.2%	18.7%	19.5%	19.1%	18.9%	20.0%	17.4%
%H		97.7%	49.4%	19.8%	72.3%	42.9%	29.1%
55 - 64	298	287	134	61	208	113	95
%V	15.3%	15.5%	15.0%	16.7%	15.4%	14.8%	16.0%
%H		96.3%	45.0%	20.5%	69.8%	37.9%	31.9%
65+	370	363	132	62	288	117	171
%V	19.0%	19.6%	14.7%	16.9%	21.3%	15.4%	28.8%
%H		98.1%	35.7%	16.8%	77.8%	31.6%	46.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1945	1855	896	366	1355	761	593
%H		95.4%	46.1%	18.8%	69.7%	39.1%	30.5%
AB	490	473	221	101	338	186	151
%V	25.2%	25.5%	24.7%	27.6%	24.9%	24.4%	25.5%
%H		96.5%	45.1%	20.6%	69.0%	38.0%	30.8%
C1	518	471	242	97	330	201	129
%V	26.6%	25.4%	27.0%	26.5%	24.4%	26.4%	21.8%
%H		90.9%	46.7%	18.7%	63.7%	38.8%	24.9%
C2	463	457	243	88	342	213	129
%V	23.8%	24.6%	27.1%	24.0%	25.2%	28.0%	21.8%
%H		98.7%	52.5%	19.0%	73.9%	46.0%	27.9%
D	282	271	134	55	200	117	83
%V	14.5%	14.6%	15.0%	15.0%	14.8%	15.4%	14.0%
%H		96.1%	47.5%	19.5%	70.9%	41.5%	29.4%
E	193	182	57	24	145	44	101
%V	9.9%	9.8%	6.4%	6.6%	10.7%	5.8%	17.0%
%H		94.3%	29.5%	12.4%	75.1%	22.8%	52.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1945	1855	896	366	1355	761	593
%H		95.4%	46.1%	18.8%	69.7%	39.1%	30.5%
Working full time	1092	1063	583	230	748	487	260
%V	56.1%	57.3%	65.1%	62.8%	55.2%	64.0%	43.8%
%H		97.3%	53.4%	21.1%	68.5%	44.6%	23.8%
Working part time	64	62	30	12	42	23	19
%V	3.3%	3.3%	3.3%	3.3%	3.1%	3.0%	3.2%
%H		96.9%	46.9%	18.8%	65.6%	35.9%	29.7%
Not working	789	730	283	124	565	251	314
%V	40.6%	39.4%	31.6%	33.9%	41.7%	33.0%	53.0%
%H		92.5%	35.9%	15.7%	71.6%	31.8%	39.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2114	2055	906	412	1547	807	740
%H		97.2%	42.9%	19.5%	73.2%	38.2%	35.0%
16 - 19	115	113	59	31	81	58	23
%V	5.4%	5.5%	6.5%	7.5%	5.2%	7.2%	3.1%
%H		98.3%	51.3%	27.0%	70.4%	50.4%	20.0%
20 - 24	156	139	62	28	97	55	42
%V	7.4%	6.8%	6.8%	6.8%	6.3%	6.8%	5.7%
%H		89.1%	39.7%	17.9%	62.2%	35.3%	26.9%
25 - 34	330	316	166	68	209	126	83
%V	15.6%	15.4%	18.3%	16.5%	13.5%	15.6%	11.2%
%H		95.8%	50.3%	20.6%	63.3%	38.2%	25.2%
35 - 44	333	325	168	81	228	149	79
%V	15.8%	15.8%	18.5%	19.7%	14.7%	18.5%	10.7%
%H		97.6%	50.5%	24.3%	68.5%	44.7%	23.7%
45 - 54	391	385	185	75	296	170	126
%V	18.5%	18.7%	20.4%	18.2%	19.1%	21.1%	17.0%
%H		98.5%	47.3%	19.2%	75.7%	43.5%	32.2%
55 - 64	316	312	136	66	238	125	113
%V	14.9%	15.2%	15.0%	16.0%	15.4%	15.5%	15.3%
%H		98.7%	43.0%	20.9%	75.3%	39.6%	35.8%
65+	474	466	130	64	397	123	274
%V	22.4%	22.7%	14.3%	15.5%	25.7%	15.2%	37.0%
%H		98.3%	27.4%	13.5%	83.8%	25.9%	57.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2114	2055	906	412	1547	807	740
%H		97.2%	42.9%	19.5%	73.2%	38.2%	35.0%
AB	490	479	206	105	352	183	169
%V	23.2%	23.3%	22.7%	25.5%	22.8%	22.7%	22.8%
%H		97.8%	42.0%	21.4%	71.8%	37.3%	34.5%
C1	607	574	257	119	423	226	197
%V	28.7%	27.9%	28.4%	28.9%	27.3%	28.0%	26.6%
%H		94.6%	42.3%	19.6%	69.7%	37.2%	32.5%
C2	383	380	207	78	283	187	96
%V	18.1%	18.5%	22.8%	18.9%	18.3%	23.2%	13.0%
%H		99.2%	54.0%	20.4%	73.9%	48.8%	25.1%
D	353	347	158	75	256	141	115
%V	16.7%	16.9%	17.4%	18.2%	16.5%	17.5%	15.5%
%H		98.3%	44.8%	21.2%	72.5%	39.9%	32.6%
E	281	274	78	35	232	70	162
%V	13.3%	13.3%	8.6%	8.5%	15.0%	8.7%	21.9%
%H		97.5%	27.8%	12.5%	82.6%	24.9%	57.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2114	2055	906	412	1547	807	740
%H		97.2%	42.9%	19.5%	73.2%	38.2%	35.0%
Working full time	743	729	356	168	523	316	207
%V	35.1%	35.5%	39.3%	40.8%	33.8%	39.2%	28.0%
%H		98.1%	47.9%	22.6%	70.4%	42.5%	27.9%
Working part time	313	309	162	64	215	132	83
%V	14.8%	15.0%	17.9%	15.5%	13.9%	16.4%	11.2%
%H		98.7%	51.8%	20.4%	68.7%	42.2%	26.5%
Not working	1058	1017	387	180	809	359	450
%V	50.0%	49.5%	42.7%	43.7%	52.3%	44.5%	60.8%
%H		96.1%	36.6%	17.0%	76.5%	33.9%	42.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Wales and West

Household level data

Table 17.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
AB	554	536	262	59	396	182	214
%V	23.4%	23.5%	23.2%	23.9%	24.3%	25.0%	23.7%
%H (All HH)		96.8%	47.3%	10.6%	71.5%	32.9%	38.6%
%H (TV HH)			48.9%	11.0%	73.9%	34.0%	39.9%
C1	636	607	298	73	435	202	232
%V	26.8%	26.6%	26.4%	29.6%	26.7%	27.7%	25.7%
%H (All HH)		95.4%	46.9%	11.5%	68.4%	31.8%	36.5%
%H (TV HH)			49.1%	12.0%	71.7%	33.3%	38.2%
C2	494	477	258	54	346	179	167
%V	20.9%	20.9%	22.9%	21.9%	21.2%	24.6%	18.5%
%H (All HH)		96.6%	52.2%	10.9%	70.0%	36.2%	33.8%
%H (TV HH)			54.1%	11.3%	72.5%	37.5%	35.0%
D	367	356	182	36	242	105	137
%V	15.5%	15.6%	16.1%	14.6%	14.8%	14.4%	15.2%
%H (All HH)		97.0%	49.6%	9.8%	65.9%	28.6%	37.3%
%H (TV HH)			51.1%	10.1%	68.0%	29.5%	38.5%
E	318	305	126	24	212	61	151
%V	13.4%	13.4%	11.2%	9.7%	13.0%	8.4%	16.7%
%H (All HH)		95.9%	39.6%	7.5%	66.7%	19.2%	47.5%
%H (TV HH)			41.3%	7.9%	69.5%	20.0%	49.5%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Household level data

Table 17.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Under 25	120	105	49	11	62	23	39
%V	5.1%	4.6%	4.3%	4.5%	3.8%	3.2%	4.3%
%H (All HH)		87.5%	40.8%	9.2%	51.7%	19.2%	32.5%
%H (TV HH)			46.7%	10.5%	59.0%	21.9%	37.1%
25 - 34	322	299	161	41	182	87	95
%V	13.6%	13.1%	14.3%	16.6%	11.2%	11.9%	10.5%
%H (All HH)		92.9%	50.0%	12.7%	56.5%	27.0%	29.5%
%H (TV HH)			53.8%	13.7%	60.9%	29.1%	31.8%
35 - 44	381	367	213	47	236	133	104
%V	16.1%	16.1%	18.9%	19.0%	14.5%	18.2%	11.5%
%H (All HH)		96.3%	55.9%	12.3%	61.9%	34.9%	27.3%
%H (TV HH)			58.0%	12.8%	64.3%	36.2%	28.3%
45 - 54	459	451	248	56	324	178	146
%V	19.4%	19.8%	22.0%	22.7%	19.9%	24.4%	16.2%
%H (All HH)		98.3%	54.0%	12.2%	70.6%	38.8%	31.8%
%H (TV HH)			55.0%	12.4%	71.8%	39.5%	32.4%
55 - 64	404	391	190	44	290	133	157
%V	17.1%	17.1%	16.9%	17.8%	17.8%	18.2%	17.4%
%H (All HH)		96.8%	47.0%	10.9%	71.8%	32.9%	38.9%
%H (TV HH)			48.6%	11.3%	74.2%	34.0%	40.2%
65 +	682	669	264	47	537	175	361
%V	28.8%	29.3%	23.4%	19.0%	32.9%	24.0%	40.0%
%H (All HH)		98.1%	38.7%	6.9%	78.7%	25.7%	52.9%
%H (TV HH)			39.5%	7.0%	80.3%	26.2%	54.0%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Household level data
Table 17.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
1	789	736	276	57	551	152	400
%V	33.3%	32.3%	24.5%	23.1%	33.8%	20.9%	44.3%
%H (All HH)		93.3%	35.0%	7.2%	69.8%	19.3%	50.7%
%H (TV HH)			37.5%	7.7%	74.9%	20.7%	54.3%
2	824	803	409	93	575	275	300
%V	34.8%	35.2%	36.3%	37.7%	35.3%	37.7%	33.3%
%H (All HH)		97.5%	49.6%	11.3%	69.8%	33.4%	36.4%
%H (TV HH)			50.9%	11.6%	71.6%	34.2%	37.4%
3	348	343	202	41	242	141	101
%V	14.7%	15.0%	17.9%	16.6%	14.8%	19.3%	11.2%
%H (All HH)		98.6%	58.0%	11.8%	69.5%	40.5%	29.0%
%H (TV HH)			58.9%	12.0%	70.6%	41.1%	29.4%
4	283	278	174	38	183	116	67
%V	11.9%	12.2%	15.4%	15.4%	11.2%	15.9%	7.4%
%H (All HH)		98.2%	61.5%	13.4%	64.7%	41.0%	23.7%
%H (TV HH)			62.6%	13.7%	65.8%	41.7%	24.1%
5+	125	121	67	18	80	46	35
%V	5.3%	5.3%	5.9%	7.3%	4.9%	6.3%	3.9%
%H (All HH)		96.8%	53.6%	14.4%	64.0%	36.8%	28.0%
%H (TV HH)			55.4%	14.9%	66.1%	38.0%	28.9%
Average HH size	2.23	2.25	2.44	2.50	2.20	2.51	1.95

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Household level data

Table 17.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Without	1808	1727	802	174	1274	528	745
%V	76.3%	75.7%	71.2%	70.4%	78.1%	72.4%	82.6%
%H (All HH)		95.5%	44.4%	9.6%	70.5%	29.2%	41.2%
%H (TV HH)			46.4%	10.1%	73.8%	30.6%	43.1%
With	561	555	326	73	358	201	157
%V	23.7%	24.3%	28.9%	29.6%	21.9%	27.6%	17.4%
%H (All HH)		98.9%	58.1%	13.0%	63.8%	35.8%	28.0%
%H (TV HH)			58.7%	13.2%	64.5%	36.2%	28.3%
0 - 3	210	206	114	26	122	57	65
%V	8.9%	9.0%	10.1%	10.5%	7.5%	7.8%	7.2%
%H (All HH)		98.1%	54.3%	12.4%	58.1%	27.1%	31.0%
%H (TV HH)			55.3%	12.6%	59.2%	27.7%	31.6%
4 - 9	278	275	165	31	172	92	80
%V	11.7%	12.1%	14.6%	12.6%	10.5%	12.6%	8.9%
%H (All HH)		98.9%	59.4%	11.2%	61.9%	33.1%	28.8%
%H (TV HH)			60.0%	11.3%	62.5%	33.5%	29.1%
10 - 15	267	266	163	37	179	112	66
%V	11.3%	11.7%	14.5%	15.0%	11.0%	15.4%	7.3%
%H (All HH)		99.6%	61.0%	13.9%	67.0%	41.9%	24.7%
%H (TV HH)			61.3%	13.9%	67.3%	42.1%	24.8%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
1	903	903	338	93	580	120	460
%V	38.1%	39.6%	30.0%	37.7%	35.6%	16.5%	51.0%
%H (All HH)		100.0%	37.4%	10.3%	64.2%	13.3%	50.9%
%H (TV HH)			37.4%	10.3%	64.2%	13.3%	50.9%
2	781	781	400	85	582	284	298
%V	33.0%	34.2%	35.5%	34.4%	35.7%	39.0%	33.0%
%H (All HH)		100.0%	51.2%	10.9%	74.5%	36.4%	38.2%
%H (TV HH)			51.2%	10.9%	74.5%	36.4%	38.2%
3	358	358	225	37	272	175	96
%V	15.1%	15.7%	20.0%	15.0%	16.7%	24.0%	10.6%
%H (All HH)		100.0%	62.8%	10.3%	76.0%	48.9%	26.8%
%H (TV HH)			62.8%	10.3%	76.0%	48.9%	26.8%
4	161	161	109	22	132	101	31
%V	6.8%	7.1%	9.7%	8.9%	8.1%	13.9%	3.4%
%H (All HH)		100.0%	67.7%	13.7%	82.0%	62.7%	19.3%
%H (TV HH)			67.7%	13.7%	82.0%	62.7%	19.3%
5+	78	78	54	8	65	48	17
%V	3.3%	3.4%	4.8%	3.2%	4.0%	6.6%	1.9%
%H (All HH)		100.0%	69.2%	10.3%	83.3%	61.5%	21.8%
%H (TV HH)			69.2%	10.3%	83.3%	61.5%	21.8%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Household level data

Table 17.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Under 20"	617	617	321	57	518	276	242
%V	26.0%	27.0%	28.5%	23.1%	31.8%	37.9%	26.8%
%H (All HH)		100.0%	52.0%	9.2%	84.0%	44.7%	39.2%
%H (TV HH)			52.0%	9.2%	84.0%	44.7%	39.2%
20" - 29"	961	961	449	96	757	336	421
%V	40.6%	42.1%	39.8%	38.9%	46.4%	46.1%	46.7%
%H (All HH)		100.0%	46.7%	10.0%	78.8%	35.0%	43.8%
%H (TV HH)			46.7%	10.0%	78.8%	35.0%	43.8%
30" - 39"	1150	1150	605	129	843	420	423
%V	48.5%	50.4%	53.7%	52.2%	51.7%	57.6%	46.9%
%H (All HH)		100.0%	52.6%	11.2%	73.3%	36.5%	36.8%
%H (TV HH)			52.6%	11.2%	73.3%	36.5%	36.8%
40" and over	801	801	509	101	540	343	197
%V	33.8%	35.1%	45.2%	40.9%	33.1%	47.1%	21.8%
%H (All HH)		100.0%	63.5%	12.6%	67.4%	42.8%	24.6%
%H (TV HH)			63.5%	12.6%	67.4%	42.8%	24.6%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Main living room	2240	2240	1120	245	1610	725	886
%V	94.6%	98.2%	99.4%	99.2%	98.7%	99.5%	98.2%
%H (All HH)		100.0%	50.0%	10.9%	71.9%	32.4%	39.6%
%H (TV HH)			50.0%	10.9%	71.9%	32.4%	39.6%
Kitchen	297	297	174	28	250	153	98
%V	12.5%	13.0%	15.4%	11.3%	15.3%	21.0%	10.9%
%H (All HH)		100.0%	58.6%	9.4%	84.2%	51.5%	33.0%
%H (TV HH)			58.6%	9.4%	84.2%	51.5%	33.0%
Adult's bedroom	876	876	498	103	706	423	283
%V	37.0%	38.4%	44.2%	41.7%	43.3%	58.0%	31.4%
%H (All HH)		100.0%	56.8%	11.8%	80.6%	48.3%	32.3%
%H (TV HH)			56.8%	11.8%	80.6%	48.3%	32.3%
Child's bedroom	182	182	121	24	144	105	39
%V	7.7%	8.0%	10.7%	9.7%	8.8%	14.4%	4.3%
%H (All HH)		100.0%	66.5%	13.2%	79.1%	57.7%	21.4%
%H (TV HH)			66.5%	13.2%	79.1%	57.7%	21.4%
Other bedroom	97	97	56	11	85	54	31
%V	4.1%	4.3%	5.0%	4.5%	5.2%	7.4%	3.4%
%H (All HH)		100.0%	57.7%	11.3%	87.6%	55.7%	32.0%
%H (TV HH)			57.7%	11.3%	87.6%	55.7%	32.0%
Second living/dining room	231	231	129	29	190	115	75
%V	9.8%	10.1%	11.4%	11.7%	11.6%	15.8%	8.3%
%H (All HH)		100.0%	55.8%	12.6%	82.3%	49.8%	32.5%
%H (TV HH)			55.8%	12.6%	82.3%	49.8%	32.5%
Study/office	37	37	22	5	29	20	9
%V	1.6%	1.6%	2.0%	2.0%	1.8%	2.7%	1.0%
%H (All HH)		100.0%	59.5%	13.5%	78.4%	54.1%	24.3%
%H (TV HH)			59.5%	13.5%	78.4%	54.1%	24.3%
TV room	14	14	11	0	11	8	3
%V	0.6%	0.6%	1.0%	0.0%	0.7%	1.1%	0.3%
%H (All HH)		100.0%	78.6%	0.0%	78.6%	57.1%	21.4%
%H (TV HH)			78.6%	0.0%	78.6%	57.1%	21.4%
Conservatory	43	43	30	2	36	25	11
%V	1.8%	1.9%	2.7%	0.8%	2.2%	3.4%	1.2%
%H (All HH)		100.0%	69.8%	4.7%	83.7%	58.1%	25.6%
%H (TV HH)			69.8%	4.7%	83.7%	58.1%	25.6%
Attic or loft room	6	6	3	0	5	3	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	83.3%	50.0%	50.0%
No specific location	2	2	2	0	2	2	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	5	5	4	0	5	3	1
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.1%
%H (All HH)		100.0%	80.0%	0.0%	100.0%	60.0%	20.0%
%H (TV HH)			80.0%	0.0%	100.0%	60.0%	20.0%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Household level data
Table 17.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
PVR	1302	1302	902	160	836	588	248
%V	55.0%	57.1%	80.0%	64.8%	51.3%	80.7%	27.5%
%H (All HH)		100.0%	69.3%	12.3%	64.2%	45.2%	19.0%
%H (TV HH)			69.3%	12.3%	64.2%	45.2%	19.0%
DVDR	204	204	101	26	156	79	77
%V	8.6%	8.9%	9.0%	10.5%	9.6%	10.8%	8.5%
%H (All HH)		100.0%	49.5%	12.7%	76.5%	38.7%	37.7%
%H (TV HH)			49.5%	12.7%	76.5%	38.7%	37.7%
VCR	112	112	48	15	87	37	50
%V	4.7%	4.9%	4.3%	6.1%	5.3%	5.1%	5.5%
%H (All HH)		100.0%	42.9%	13.4%	77.7%	33.0%	44.6%
%H (TV HH)			42.9%	13.4%	77.7%	33.0%	44.6%
Any recorder	1429	1429	931	175	942	609	333
%V	60.3%	62.6%	82.6%	70.9%	57.8%	83.5%	36.9%
%H (All HH)		100.0%	65.2%	12.2%	65.9%	42.6%	23.3%
%H (TV HH)			65.2%	12.2%	65.9%	42.6%	23.3%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Wales and West

Household level data

Table 17.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Receives HDTV (via STB or built-in reception)	1015	1015	593	185	689	443	247
%V	42.8%	44.5%	52.6%	74.9%	42.2%	60.8%	27.4%
%H (All HH)		100.0%	58.4%	18.2%	67.9%	43.6%	24.3%
%H (TV HH)			58.4%	18.2%	67.9%	43.6%	24.3%
DVD/Blu-ray player or recorder	1841	1841	948	212	1322	635	687
%V	77.7%	80.7%	84.1%	85.8%	81.1%	87.1%	76.2%
%H (All HH)		100.0%	51.5%	11.5%	71.8%	34.5%	37.3%
%H (TV HH)			51.5%	11.5%	71.8%	34.5%	37.3%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Household level data

Table 17.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2369	2281	1127	247	1631	729	902
%H (All HH)		96.3%	47.6%	10.4%	68.8%	30.8%	38.1%
%H (TV HH)			49.4%	10.8%	71.5%	32.0%	39.5%
Has PC or Laptop	1784	1725	939	215	1197	629	567
%V	75.3%	75.6%	83.3%	87.0%	73.4%	86.3%	62.9%
%H (All HH)		96.7%	52.6%	12.1%	67.1%	35.3%	31.8%
%H (TV HH)			54.4%	12.5%	69.4%	36.5%	32.9%
Has broadband internet	1662	1610	894	211	1110	605	505
%V	70.2%	70.6%	79.3%	85.4%	68.1%	83.0%	56.0%
%H (All HH)		96.9%	53.8%	12.7%	66.8%	36.4%	30.4%
%H (TV HH)			55.5%	13.1%	68.9%	37.6%	31.4%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4607	2543	511	3438	1877	1561
%H		55.2%	11.1%	74.6%	40.7%	33.9%
Under 20"	788	420	74	669	370	298
%V	17.1%	16.5%	14.5%	19.5%	19.7%	19.1%
%H		53.3%	9.4%	84.9%	47.0%	37.8%
20" - 29"	1169	562	118	938	442	497
%V	25.4%	22.1%	23.1%	27.3%	23.5%	31.8%
%H		48.1%	10.1%	80.2%	37.8%	42.5%
30" - 39"	1336	718	164	992	529	463
%V	29.0%	28.2%	32.1%	28.9%	28.2%	29.7%
%H		53.7%	12.3%	74.3%	39.6%	34.7%
40" and over	907	586	114	617	403	214
%V	19.7%	23.0%	22.3%	17.9%	21.5%	13.7%
%H		64.6%	12.6%	68.0%	44.4%	23.6%
Don't know	36	21	4	30	18	11
%V	0.8%	0.8%	0.8%	0.9%	1.0%	0.7%
%H		58.3%	11.1%	83.3%	50.0%	30.6%
Not Asked	371	236	37	192	115	78
%V	8.1%	9.3%	7.2%	5.6%	6.1%	5.0%
%H		63.6%	10.0%	51.8%	31.0%	21.0%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4607	2543	511	3438	1877	1561
%H		55.2%	11.1%	74.6%	40.7%	33.9%
Main living room	2254	1127	246	1620	729	891
%V	48.9%	44.3%	48.1%	47.1%	38.8%	57.1%
%H		50.0%	10.9%	71.9%	32.3%	39.5%
Kitchen	298	174	28	252	153	98
%V	6.5%	6.8%	5.5%	7.3%	8.2%	6.3%
%H		58.4%	9.4%	84.6%	51.3%	32.9%
Adult's bedroom	987	579	116	803	500	302
%V	21.4%	22.8%	22.7%	23.4%	26.6%	19.3%
%H		58.7%	11.8%	81.4%	50.7%	30.6%
Child's bedroom	240	156	35	189	136	53
%V	5.2%	6.1%	6.8%	5.5%	7.2%	3.4%
%H		65.0%	14.6%	78.8%	56.7%	22.1%
Other bedroom	113	65	13	99	64	36
%V	2.5%	2.6%	2.5%	2.9%	3.4%	2.3%
%H		57.5%	11.5%	87.6%	56.6%	31.9%
Second living/dining room	232	130	29	192	117	75
%V	5.0%	5.1%	5.7%	5.6%	6.2%	4.8%
%H		56.0%	12.5%	82.8%	50.4%	32.3%
Study/office	38	23	5	30	21	9
%V	0.8%	0.9%	1.0%	0.9%	1.1%	0.6%
%H		60.5%	13.2%	78.9%	55.3%	23.7%
TV room	16	12	0	11	8	3
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.2%
%H		75.0%	0.0%	68.8%	50.0%	18.8%
Conservatory	43	31	2	37	26	11
%V	0.9%	1.2%	0.4%	1.1%	1.4%	0.7%
%H		72.1%	4.7%	86.0%	60.5%	25.6%
Attic or loft room	6	4	0	6	4	3
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	50.0%
No specific location	2	2	0	2	2	0
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	7	5	0	6	5	1
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%
%H		71.4%	0.0%	85.7%	71.4%	14.3%
Not Asked	371	236	37	192	115	78
%V	8.1%	9.3%	7.2%	5.6%	6.1%	5.0%
%H		63.6%	10.0%	51.8%	31.0%	21.0%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4607	2543	511	3438	1877	1561
%H		55.2%	11.1%	74.6%	40.7%	33.9%
PVR	1606	1155	197	1010	744	266
%V	34.9%	45.4%	38.6%	29.4%	39.6%	17.0%
%H		71.9%	12.3%	62.9%	46.3%	16.6%
DVDR	232	118	28	180	94	86
%V	5.0%	4.6%	5.5%	5.2%	5.0%	5.5%
%H		50.9%	12.1%	77.6%	40.5%	37.1%
VCR	118	52	16	93	41	52
%V	2.6%	2.0%	3.1%	2.7%	2.2%	3.3%
%H		44.1%	13.6%	78.8%	34.7%	44.1%
Any recorder	1786	1216	216	1162	797	365
%V	38.8%	47.8%	42.3%	33.8%	42.5%	23.4%
%H		68.1%	12.1%	65.1%	44.6%	20.4%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4607	2543	511	3438	1877	1561
%H		55.2%	11.1%	74.6%	40.7%	33.9%
Receives HDTV (via STB or built-in reception)	1371	783	264	962	624	338
%V	29.8%	30.8%	51.7%	28.0%	33.2%	21.7%
%H		57.1%	19.3%	70.2%	45.5%	24.7%
DVD/Blu-ray player or recorder	2671	1463	322	2006	1105	900
%V	58.0%	57.5%	63.0%	58.3%	58.9%	57.7%
%H		54.8%	12.1%	75.1%	41.4%	33.7%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Set level data
Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2280	1127	246	1630	729	901
%H		49.4%	10.8%	71.5%	32.0%	39.5%
Under 20"	66	16	6	53	9	44
%V	2.9%	1.4%	2.4%	3.3%	1.2%	4.9%
%H		24.2%	9.1%	80.3%	13.6%	66.7%
20" - 29"	486	160	38	379	92	287
%V	21.3%	14.2%	15.4%	23.3%	12.6%	31.9%
%H		32.9%	7.8%	78.0%	18.9%	59.1%
30" - 39"	937	462	103	676	300	376
%V	41.1%	41.0%	41.9%	41.5%	41.2%	41.7%
%H		49.3%	11.0%	72.1%	32.0%	40.1%
40" and over	761	482	98	511	323	188
%V	33.4%	42.8%	39.8%	31.3%	44.3%	20.9%
%H		63.3%	12.9%	67.1%	42.4%	24.7%
Don't know	15	7	1	11	4	7
%V	0.7%	0.6%	0.4%	0.7%	0.5%	0.8%
%H		46.7%	6.7%	73.3%	26.7%	46.7%
Not Asked	15	0	0	0	1	0
%V	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	0.0%	6.7%	0.0%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Set level data
Table 17.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2280	1127	246	1630	729	901
%H		49.4%	10.8%	71.5%	32.0%	39.5%
PVR	1266	887	153	805	572	233
%V	55.5%	78.7%	62.2%	49.4%	78.5%	25.9%
%H		70.1%	12.1%	63.6%	45.2%	18.4%
DVDR	177	82	24	134	63	71
%V	7.8%	7.3%	9.8%	8.2%	8.6%	7.9%
%H		46.3%	13.6%	75.7%	35.6%	40.1%
VCR	96	39	13	74	28	45
%V	4.2%	3.5%	5.3%	4.5%	3.8%	5.0%
%H		40.6%	13.5%	77.1%	29.2%	46.9%
Any recorder	1389	914	169	908	594	314
%V	60.9%	81.1%	68.7%	55.7%	81.5%	34.9%
%H		65.8%	12.2%	65.4%	42.8%	22.6%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 17.17: Main Set - Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2280	1127	246	1630	729	901
%H		49.4%	10.8%	71.5%	32.0%	39.5%
Receives HDTV (via STB or built-in reception)	978	573	180	657	424	233
%V	42.9%	50.8%	73.2%	40.3%	58.2%	25.9%
%H		58.6%	18.4%	67.2%	43.4%	23.8%
DVD/Blu-ray player or recorder	1746	891	203	1248	590	658
%V	76.6%	79.1%	82.5%	76.6%	80.9%	73.0%
%H		51.0%	11.6%	71.5%	33.8%	37.7%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Set level data
Table 17.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2327	1417	265	1808	1148	660
%H		60.9%	11.4%	77.7%	49.3%	28.4%
Under 20"	722	404	68	616	362	254
%V	31.0%	28.5%	25.7%	34.1%	31.5%	38.5%
%H		56.0%	9.4%	85.3%	50.1%	35.2%
20" - 29"	683	402	79	560	349	210
%V	29.4%	28.4%	29.8%	31.0%	30.4%	31.8%
%H		58.9%	11.6%	82.0%	51.1%	30.7%
30" - 39"	399	256	61	316	229	87
%V	17.1%	18.1%	23.0%	17.5%	19.9%	13.2%
%H		64.2%	15.3%	79.2%	57.4%	21.8%
40" and over	145	105	16	106	80	26
%V	6.2%	7.4%	6.0%	5.9%	7.0%	3.9%
%H		72.4%	11.0%	73.1%	55.2%	17.9%
Don't know	21	14	3	19	14	5
%V	0.9%	1.0%	1.1%	1.1%	1.2%	0.8%
%H		66.7%	14.3%	90.5%	66.7%	23.8%
Not Asked	357	236	38	191	114	78
%V	15.3%	16.7%	14.3%	10.6%	9.9%	11.8%
%H		66.1%	10.6%	53.5%	31.9%	21.8%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2327	1417	265	1808	1148	660
%H		60.9%	11.4%	77.7%	49.3%	28.4%
PVR	340	268	44	205	172	33
%V	14.6%	18.9%	16.6%	11.3%	15.0%	5.0%
%H		78.8%	12.9%	60.3%	50.6%	9.7%
DVDR	55	37	4	46	31	15
%V	2.4%	2.6%	1.5%	2.5%	2.7%	2.3%
%H		67.3%	7.3%	83.6%	56.4%	27.3%
VCR	22	13	2	19	12	7
%V	0.9%	0.9%	0.8%	1.1%	1.0%	1.1%
%H		59.1%	9.1%	86.4%	54.5%	31.8%
Any recorder	396	302	47	255	204	51
%V	17.0%	21.3%	17.7%	14.1%	17.8%	7.7%
%H		76.3%	11.9%	64.4%	51.5%	12.9%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2327	1417	265	1808	1148	660
%H		60.9%	11.4%	77.7%	49.3%	28.4%
Receives HDTV (via STB or built-in reception)	393	210	83	305	200	106
%V	16.9%	14.8%	31.3%	16.9%	17.4%	16.1%
%H		53.4%	21.1%	77.6%	50.9%	27.0%
DVD/Blu-ray player or recorder	925	572	119	758	515	243
%V	39.8%	40.4%	44.9%	41.9%	44.9%	36.8%
%H		61.8%	12.9%	81.9%	55.7%	26.3%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Individual level data
Table 17.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5290	5140	2756	615	3588	1831	1758
%H		97.2%	52.1%	11.6%	67.8%	34.6%	33.2%
Total Children	969	959	565	121	606	333	273
%V	18.3%	18.7%	20.5%	19.7%	16.9%	18.2%	15.5%
%H		99.0%	58.3%	12.5%	62.5%	34.4%	28.2%
0 - 3	249	244	136	30	146	69	77
%V	4.7%	4.7%	4.9%	4.9%	4.1%	3.8%	4.4%
%H		98.0%	54.6%	12.0%	58.6%	27.7%	30.9%
4 - 15	720	715	429	90	459	264	196
%V	13.6%	13.9%	15.6%	14.6%	12.8%	14.4%	11.1%
%H		99.3%	59.6%	12.5%	63.8%	36.7%	27.2%
4 - 9	366	363	217	37	226	118	108
%V	6.9%	7.1%	7.9%	6.0%	6.3%	6.4%	6.1%
%H		99.2%	59.3%	10.1%	61.7%	32.2%	29.5%
10 - 15	354	353	212	53	233	146	87
%V	6.7%	6.9%	7.7%	8.6%	6.5%	8.0%	4.9%
%H		99.7%	59.9%	15.0%	65.8%	41.2%	24.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Individual level data

Table 17.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5290	5140	2756	615	3588	1831	1758
%H		97.2%	52.1%	11.6%	67.8%	34.6%	33.2%
Total Adults (16+)	4321	4181	2190	495	2983	1498	1485
%V	81.7%	81.3%	79.5%	80.5%	83.1%	81.8%	84.5%
%H		96.8%	50.7%	11.5%	69.0%	34.7%	34.4%
16 - 19	250	244	138	37	170	100	70
%V	4.7%	4.7%	5.0%	6.0%	4.7%	5.5%	4.0%
%H		97.6%	55.2%	14.8%	68.0%	40.0%	28.0%
20 - 24	346	311	166	38	203	110	93
%V	6.5%	6.1%	6.0%	6.2%	5.7%	6.0%	5.3%
%H		89.9%	48.0%	11.0%	58.7%	31.8%	26.9%
25 - 34	644	610	345	89	383	207	176
%V	12.2%	11.9%	12.5%	14.5%	10.7%	11.3%	10.0%
%H		94.7%	53.6%	13.8%	59.5%	32.1%	27.3%
35 - 44	665	644	376	86	429	251	178
%V	12.6%	12.5%	13.6%	14.0%	12.0%	13.7%	10.1%
%H		96.8%	56.5%	12.9%	64.5%	37.7%	26.8%
45 - 54	746	734	414	97	524	299	225
%V	14.1%	14.3%	15.0%	15.8%	14.6%	16.3%	12.8%
%H		98.4%	55.5%	13.0%	70.2%	40.1%	30.2%
55 - 64	660	644	332	74	480	241	239
%V	12.5%	12.5%	12.0%	12.0%	13.4%	13.2%	13.6%
%H		97.6%	50.3%	11.2%	72.7%	36.5%	36.2%
65+	1009	993	420	74	793	289	504
%V	19.1%	19.3%	15.2%	12.0%	22.1%	15.8%	28.7%
%H		98.4%	41.6%	7.3%	78.6%	28.6%	50.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4321	4181	2190	495	2983	1498	1485
%H		96.8%	50.7%	11.5%	69.0%	34.7%	34.4%
AB	1094	1065	547	130	780	392	388
%V	25.3%	25.5%	25.0%	26.3%	26.1%	26.2%	26.1%
%H		97.3%	50.0%	11.9%	71.3%	35.8%	35.5%
C1	1176	1122	573	148	802	414	388
%V	27.2%	26.8%	26.2%	29.9%	26.9%	27.6%	26.1%
%H		95.4%	48.7%	12.6%	68.2%	35.2%	33.0%
C2	962	940	531	107	686	381	306
%V	22.3%	22.5%	24.2%	21.6%	23.0%	25.4%	20.6%
%H		97.7%	55.2%	11.1%	71.3%	39.6%	31.8%
D	659	638	355	69	429	215	214
%V	15.3%	15.3%	16.2%	13.9%	14.4%	14.4%	14.4%
%H		96.8%	53.9%	10.5%	65.1%	32.6%	32.5%
E	430	415	184	40	285	96	189
%V	10.0%	9.9%	8.4%	8.1%	9.6%	6.4%	12.7%
%H		96.5%	42.8%	9.3%	66.3%	22.3%	44.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Individual level data
Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4321	4181	2190	495	2983	1498	1485
%H		96.8%	50.7%	11.5%	69.0%	34.7%	34.4%
Working full time	1872	1815	1044	248	1270	740	530
%V	43.3%	43.4%	47.7%	50.1%	42.6%	49.4%	35.7%
%H		97.0%	55.8%	13.2%	67.8%	39.5%	28.3%
Working part time	463	454	242	49	315	155	160
%V	10.7%	10.9%	11.1%	9.9%	10.6%	10.3%	10.8%
%H		98.1%	52.3%	10.6%	68.0%	33.5%	34.6%
Not working	1986	1912	905	198	1397	603	794
%V	46.0%	45.7%	41.3%	40.0%	46.8%	40.3%	53.5%
%H		96.3%	45.6%	10.0%	70.3%	30.4%	40.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2101	2018	1084	245	1422	743	679
%H		96.0%	51.6%	11.7%	67.7%	35.4%	32.3%
16 - 19	125	123	75	17	82	53	30
%V	5.9%	6.1%	6.9%	6.9%	5.8%	7.1%	4.4%
%H		98.4%	60.0%	13.6%	65.6%	42.4%	24.0%
20 - 24	173	152	80	18	101	55	46
%V	8.2%	7.5%	7.4%	7.3%	7.1%	7.4%	6.8%
%H		87.9%	46.2%	10.4%	58.4%	31.8%	26.6%
25 - 34	330	312	178	48	193	108	85
%V	15.7%	15.5%	16.4%	19.6%	13.6%	14.5%	12.5%
%H		94.5%	53.9%	14.5%	58.5%	32.7%	25.8%
35 - 44	331	317	180	43	214	123	91
%V	15.8%	15.7%	16.6%	17.6%	15.0%	16.6%	13.4%
%H		95.8%	54.4%	13.0%	64.7%	37.2%	27.5%
45 - 54	361	353	197	46	248	138	110
%V	17.2%	17.5%	18.2%	18.8%	17.4%	18.6%	16.2%
%H		97.8%	54.6%	12.7%	68.7%	38.2%	30.5%
55 - 64	319	309	164	36	229	120	109
%V	15.2%	15.3%	15.1%	14.7%	16.1%	16.2%	16.1%
%H		96.9%	51.4%	11.3%	71.8%	37.6%	34.2%
65+	462	453	209	37	355	146	209
%V	22.0%	22.4%	19.3%	15.1%	25.0%	19.7%	30.8%
%H		98.1%	45.2%	8.0%	76.8%	31.6%	45.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Individual level data
Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2101	2018	1084	245	1422	743	679
%H		96.0%	51.6%	11.7%	67.7%	35.4%	32.3%
AB	556	539	283	67	392	205	187
%V	26.5%	26.7%	26.1%	27.3%	27.6%	27.6%	27.5%
%H		96.9%	50.9%	12.1%	70.5%	36.9%	33.6%
C1	541	511	269	68	363	195	169
%V	25.7%	25.3%	24.8%	27.8%	25.5%	26.2%	24.9%
%H		94.5%	49.7%	12.6%	67.1%	36.0%	31.2%
C2	519	501	282	58	363	201	162
%V	24.7%	24.8%	26.0%	23.7%	25.5%	27.1%	23.9%
%H		96.5%	54.3%	11.2%	69.9%	38.7%	31.2%
D	315	304	177	34	197	104	93
%V	15.0%	15.1%	16.3%	13.9%	13.9%	14.0%	13.7%
%H		96.5%	56.2%	10.8%	62.5%	33.0%	29.5%
E	170	163	73	18	108	39	69
%V	8.1%	8.1%	6.7%	7.3%	7.6%	5.2%	10.2%
%H		95.9%	42.9%	10.6%	63.5%	22.9%	40.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Individual level data
Table 17.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2101	2018	1084	245	1422	743	679
%H		96.0%	51.6%	11.7%	67.7%	35.4%	32.3%
Working full time	1151	1113	639	151	770	444	326
%V	54.8%	55.2%	58.9%	61.6%	54.1%	59.8%	48.0%
%H		96.7%	55.5%	13.1%	66.9%	38.6%	28.3%
Working part time	95	92	47	9	65	30	35
%V	4.5%	4.6%	4.3%	3.7%	4.6%	4.0%	5.2%
%H		96.8%	49.5%	9.5%	68.4%	31.6%	36.8%
Not working	855	813	398	85	588	269	318
%V	40.7%	40.3%	36.7%	34.7%	41.4%	36.2%	46.8%
%H		95.1%	46.5%	9.9%	68.8%	31.5%	37.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2220	2163	1106	250	1560	755	805
%H		97.4%	49.8%	11.3%	70.3%	34.0%	36.3%
16 - 19	125	121	63	19	87	47	40
%V	5.6%	5.6%	5.7%	7.6%	5.6%	6.2%	5.0%
%H		96.8%	50.4%	15.2%	69.6%	37.6%	32.0%
20 - 24	173	158	85	20	103	56	47
%V	7.8%	7.3%	7.7%	8.0%	6.6%	7.4%	5.8%
%H		91.3%	49.1%	11.6%	59.5%	32.4%	27.2%
25 - 34	314	298	167	41	190	99	91
%V	14.1%	13.8%	15.1%	16.4%	12.2%	13.1%	11.3%
%H		94.9%	53.2%	13.1%	60.5%	31.5%	29.0%
35 - 44	335	327	195	43	215	128	87
%V	15.1%	15.1%	17.6%	17.2%	13.8%	17.0%	10.8%
%H		97.6%	58.2%	12.8%	64.2%	38.2%	26.0%
45 - 54	385	382	217	51	276	161	116
%V	17.3%	17.7%	19.6%	20.4%	17.7%	21.3%	14.4%
%H		99.2%	56.4%	13.2%	71.7%	41.8%	30.1%
55 - 64	341	336	168	38	251	121	130
%V	15.4%	15.5%	15.2%	15.2%	16.1%	16.0%	16.1%
%H		98.5%	49.3%	11.1%	73.6%	35.5%	38.1%
65+	548	540	211	37	438	143	295
%V	24.7%	25.0%	19.1%	14.8%	28.1%	18.9%	36.6%
%H		98.5%	38.5%	6.8%	79.9%	26.1%	53.8%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Wales and West
Individual level data
Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2220	2163	1106	250	1560	755	805
%H		97.4%	49.8%	11.3%	70.3%	34.0%	36.3%
AB	538	526	263	63	388	187	201
%V	24.2%	24.3%	23.8%	25.2%	24.9%	24.8%	25.0%
%H		97.8%	48.9%	11.7%	72.1%	34.8%	37.4%
C1	635	612	305	80	439	219	220
%V	28.6%	28.3%	27.6%	32.0%	28.1%	29.0%	27.3%
%H		96.4%	48.0%	12.6%	69.1%	34.5%	34.6%
C2	443	439	249	49	324	180	144
%V	20.0%	20.3%	22.5%	19.6%	20.8%	23.8%	17.9%
%H		99.1%	56.2%	11.1%	73.1%	40.6%	32.5%
D	344	333	178	35	233	112	121
%V	15.5%	15.4%	16.1%	14.0%	14.9%	14.8%	15.0%
%H		96.8%	51.7%	10.2%	67.7%	32.6%	35.2%
E	260	253	111	22	177	57	120
%V	11.7%	11.7%	10.0%	8.8%	11.3%	7.5%	14.9%
%H		97.3%	42.7%	8.5%	68.1%	21.9%	46.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2220	2163	1106	250	1560	755	805
%H		97.4%	49.8%	11.3%	70.3%	34.0%	36.3%
Working full time	721	702	405	97	500	296	204
%V	32.5%	32.5%	36.6%	38.8%	32.1%	39.2%	25.3%
%H		97.4%	56.2%	13.5%	69.3%	41.1%	28.3%
Working part time	368	362	195	39	251	125	126
%V	16.6%	16.7%	17.6%	15.6%	16.1%	16.6%	15.7%
%H		98.4%	53.0%	10.6%	68.2%	34.0%	34.2%
Not working	1131	1099	506	113	810	333	476
%V	50.9%	50.8%	45.8%	45.2%	51.9%	44.1%	59.1%
%H		97.2%	44.7%	10.0%	71.6%	29.4%	42.1%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Household level data

Table 18.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
AB	757	734	344	71	554	239	315
%V	23.8%	24.0%	23.8%	22.7%	24.7%	24.9%	24.5%
%H (All HH)		97.0%	45.4%	9.4%	73.2%	31.6%	41.6%
%H (TV HH)			46.9%	9.7%	75.5%	32.6%	42.9%
C1	882	840	390	97	620	270	349
%V	27.7%	27.5%	27.0%	31.0%	27.7%	28.2%	27.2%
%H (All HH)		95.2%	44.2%	11.0%	70.3%	30.6%	39.6%
%H (TV HH)			46.4%	11.5%	73.8%	32.1%	41.5%
C2	679	655	341	73	485	243	242
%V	21.4%	21.4%	23.6%	23.3%	21.6%	25.4%	18.8%
%H (All HH)		96.5%	50.2%	10.8%	71.4%	35.8%	35.6%
%H (TV HH)			52.1%	11.1%	74.0%	37.1%	36.9%
D	462	448	221	45	308	129	180
%V	14.5%	14.7%	15.3%	14.4%	13.7%	13.5%	14.0%
%H (All HH)		97.0%	47.8%	9.7%	66.7%	27.9%	39.0%
%H (TV HH)			49.3%	10.0%	68.8%	28.8%	40.2%
E	398	379	150	27	275	77	198
%V	12.5%	12.4%	10.4%	8.6%	12.3%	8.0%	15.4%
%H (All HH)		95.2%	37.7%	6.8%	69.1%	19.3%	49.7%
%H (TV HH)			39.6%	7.1%	72.6%	20.3%	52.2%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%V (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Under 25	158	137	60	15	84	28	56
%V	5.0%	4.5%	4.1%	4.8%	3.7%	2.9%	4.4%
%H (All HH)		86.7%	38.0%	9.5%	53.2%	17.7%	35.4%
%H (TV HH)			43.8%	10.9%	61.3%	20.4%	40.9%
25 - 34	422	392	207	56	248	120	127
%V	13.3%	12.8%	14.3%	17.9%	11.1%	12.5%	9.9%
%H (All HH)		92.9%	49.1%	13.3%	58.8%	28.4%	30.1%
%H (TV HH)			52.8%	14.3%	63.3%	30.6%	32.4%
35 - 44	501	482	265	60	325	173	152
%V	15.8%	15.8%	18.3%	19.2%	14.5%	18.1%	11.8%
%H (All HH)		96.2%	52.9%	12.0%	64.9%	34.5%	30.3%
%H (TV HH)			55.0%	12.4%	67.4%	35.9%	31.5%
45 - 54	613	598	319	73	437	231	206
%V	19.3%	19.6%	22.0%	23.3%	19.5%	24.1%	16.0%
%H (All HH)		97.6%	52.0%	11.9%	71.3%	37.7%	33.6%
%H (TV HH)			53.3%	12.2%	73.1%	38.6%	34.4%
55 - 64	548	530	248	53	402	175	228
%V	17.2%	17.3%	17.1%	16.9%	17.9%	18.3%	17.8%
%H (All HH)		96.7%	45.3%	9.7%	73.4%	31.9%	41.6%
%H (TV HH)			46.8%	10.0%	75.8%	33.0%	43.0%
65 +	937	917	347	58	747	231	515
%V	29.5%	30.0%	24.0%	18.5%	33.3%	24.1%	40.1%
%H (All HH)		97.9%	37.0%	6.2%	79.7%	24.7%	55.0%
%H (TV HH)			37.8%	6.3%	81.5%	25.2%	56.2%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Household level data
Table 18.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
1	1075	1000	358	70	764	198	565
%V	33.8%	32.7%	24.7%	22.4%	34.1%	20.7%	44.0%
%H (All HH)		93.0%	33.3%	6.5%	71.1%	18.4%	52.6%
%H (TV HH)			35.8%	7.0%	76.4%	19.8%	56.5%
2	1102	1072	523	115	788	355	432
%V	34.7%	35.1%	36.1%	36.7%	35.1%	37.1%	33.6%
%H (All HH)		97.3%	47.5%	10.4%	71.5%	32.2%	39.2%
%H (TV HH)			48.8%	10.7%	73.5%	33.1%	40.3%
3	447	439	248	52	315	177	138
%V	14.1%	14.4%	17.1%	16.6%	14.0%	18.5%	10.7%
%H (All HH)		98.2%	55.5%	11.6%	70.5%	39.6%	30.9%
%H (TV HH)			56.5%	11.8%	71.8%	40.3%	31.4%
4	383	378	226	53	259	160	99
%V	12.0%	12.4%	15.6%	16.9%	11.6%	16.7%	7.7%
%H (All HH)		98.7%	59.0%	13.8%	67.6%	41.8%	25.8%
%H (TV HH)			59.8%	14.0%	68.5%	42.3%	26.2%
5+	172	166	92	24	117	68	49
%V	5.4%	5.4%	6.4%	7.7%	5.2%	7.1%	3.8%
%H (All HH)		96.5%	53.5%	14.0%	68.0%	39.5%	28.5%
%H (TV HH)			55.4%	14.5%	70.5%	41.0%	29.5%
Average HH size	2.23	2.25	2.45	2.54	2.21	2.54	1.95

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Household level data

Table 18.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Without	2441	2325	1031	219	1755	689	1066
%V	76.8%	76.1%	71.3%	70.0%	78.3%	71.9%	83.0%
%H (All HH)		95.2%	42.2%	9.0%	71.9%	28.2%	43.7%
%H (TV HH)			44.3%	9.4%	75.5%	29.6%	45.8%
With	738	729	416	94	488	269	218
%V	23.2%	23.9%	28.7%	30.0%	21.8%	28.1%	17.0%
%H (All HH)		98.8%	56.4%	12.7%	66.1%	36.4%	29.5%
%H (TV HH)			57.1%	12.9%	66.9%	36.9%	29.9%
0 - 3	275	269	145	34	171	81	90
%V	8.7%	8.8%	10.0%	10.9%	7.6%	8.5%	7.0%
%H (All HH)		97.8%	52.7%	12.4%	62.2%	29.5%	32.7%
%H (TV HH)			53.9%	12.6%	63.6%	30.1%	33.5%
4 - 9	371	367	212	43	243	132	111
%V	11.7%	12.0%	14.7%	13.7%	10.8%	13.8%	8.6%
%H (All HH)		98.9%	57.1%	11.6%	65.5%	35.6%	29.9%
%H (TV HH)			57.8%	11.7%	66.2%	36.0%	30.2%
10 - 15	356	355	212	49	245	152	94
%V	11.2%	11.6%	14.7%	15.7%	10.9%	15.9%	7.3%
%H (All HH)		99.7%	59.6%	13.8%	68.8%	42.7%	26.4%
%H (TV HH)			59.7%	13.8%	69.0%	42.8%	26.5%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
1	1210	1210	431	114	803	154	649
%V	38.1%	39.6%	29.8%	36.4%	35.8%	16.1%	50.5%
%H (All HH)		100.0%	35.6%	9.4%	66.4%	12.7%	53.6%
%H (TV HH)			35.6%	9.4%	66.4%	12.7%	53.6%
2	1054	1054	524	106	807	381	425
%V	33.2%	34.5%	36.2%	33.9%	36.0%	39.8%	33.1%
%H (All HH)		100.0%	49.7%	10.1%	76.6%	36.1%	40.3%
%H (TV HH)			49.7%	10.1%	76.6%	36.1%	40.3%
3	477	477	287	53	371	233	138
%V	15.0%	15.6%	19.8%	16.9%	16.5%	24.3%	10.7%
%H (All HH)		100.0%	60.2%	11.1%	77.8%	48.8%	28.9%
%H (TV HH)			60.2%	11.1%	77.8%	48.8%	28.9%
4	207	207	136	28	171	127	45
%V	6.5%	6.8%	9.4%	8.9%	7.6%	13.3%	3.5%
%H (All HH)		100.0%	65.7%	13.5%	82.6%	61.4%	21.7%
%H (TV HH)			65.7%	13.5%	82.6%	61.4%	21.7%
5+	107	107	70	12	91	64	27
%V	3.4%	3.5%	4.8%	3.8%	4.1%	6.7%	2.1%
%H (All HH)		100.0%	65.4%	11.2%	85.0%	59.8%	25.2%
%H (TV HH)			65.4%	11.2%	85.0%	59.8%	25.2%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Household level data
Table 18.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%V (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Under 20"	872	872	429	74	746	373	372
%V	27.4%	28.5%	29.6%	23.6%	33.3%	38.9%	29.0%
%H (All HH)		100.0%	49.2%	8.5%	85.6%	42.8%	42.7%
%H (TV HH)			49.2%	8.5%	85.6%	42.8%	42.7%
20" - 29"	1320	1320	590	120	1063	447	616
%V	41.5%	43.2%	40.8%	38.3%	47.4%	46.7%	48.0%
%H (All HH)		100.0%	44.7%	9.1%	80.5%	33.9%	46.7%
%H (TV HH)			44.7%	9.1%	80.5%	33.9%	46.7%
30" - 39"	1539	1539	782	168	1152	556	597
%V	48.4%	50.4%	54.0%	53.7%	51.4%	58.0%	46.5%
%H (All HH)		100.0%	50.8%	10.9%	74.9%	36.1%	38.8%
%H (TV HH)			50.8%	10.9%	74.9%	36.1%	38.8%
40" and over	1027	1027	631	134	705	437	268
%V	32.3%	33.6%	43.6%	42.8%	31.4%	45.6%	20.9%
%H (All HH)		100.0%	61.4%	13.0%	68.6%	42.6%	26.1%
%H (TV HH)			61.4%	13.0%	68.6%	42.6%	26.1%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Household level data

Table 18.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Main living room	2994	2994	1435	311	2209	950	1258
%V	94.2%	98.0%	99.2%	99.4%	98.5%	99.2%	98.0%
%H (All HH)		100.0%	47.9%	10.4%	73.8%	31.7%	42.0%
%H (TV HH)			47.9%	10.4%	73.8%	31.7%	42.0%
Kitchen	403	403	223	34	347	198	149
%V	12.7%	13.2%	15.4%	10.9%	15.5%	20.7%	11.6%
%H (All HH)		100.0%	55.3%	8.4%	86.1%	49.1%	37.0%
%H (TV HH)			55.3%	8.4%	86.1%	49.1%	37.0%
Adult's bedroom	1193	1193	656	138	971	563	408
%V	37.5%	39.1%	45.3%	44.1%	43.3%	58.8%	31.8%
%H (All HH)		100.0%	55.0%	11.6%	81.4%	47.2%	34.2%
%H (TV HH)			55.0%	11.6%	81.4%	47.2%	34.2%
Child's bedroom	247	247	160	33	200	144	56
%V	7.8%	8.1%	11.1%	10.5%	8.9%	15.0%	4.4%
%H (All HH)		100.0%	64.8%	13.4%	81.0%	58.3%	22.7%
%H (TV HH)			64.8%	13.4%	81.0%	58.3%	22.7%
Other bedroom	142	142	81	14	126	78	48
%V	4.5%	4.6%	5.6%	4.5%	5.6%	8.1%	3.7%
%H (All HH)		100.0%	57.0%	9.9%	88.7%	54.9%	33.8%
%H (TV HH)			57.0%	9.9%	88.7%	54.9%	33.8%
Second living/dining room	298	298	157	34	250	141	108
%V	9.4%	9.8%	10.9%	10.9%	11.2%	14.7%	8.4%
%H (All HH)		100.0%	52.7%	11.4%	83.9%	47.3%	36.2%
%H (TV HH)			52.7%	11.4%	83.9%	47.3%	36.2%
Study/office	47	47	27	6	38	24	14
%V	1.5%	1.5%	1.9%	1.9%	1.7%	2.5%	1.1%
%H (All HH)		100.0%	57.4%	12.8%	80.9%	51.1%	29.8%
%H (TV HH)			57.4%	12.8%	80.9%	51.1%	29.8%
TV room	17	17	12	0	12	8	4
%V	0.5%	0.6%	0.8%	0.0%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	70.6%	0.0%	70.6%	47.1%	23.5%
%H (TV HH)			70.6%	0.0%	70.6%	47.1%	23.5%
Conservatory	56	56	37	5	48	34	14
%V	1.8%	1.8%	2.6%	1.6%	2.1%	3.5%	1.1%
%H (All HH)		100.0%	66.1%	8.9%	85.7%	60.7%	25.0%
%H (TV HH)			66.1%	8.9%	85.7%	60.7%	25.0%
Attic or loft room	7	7	3	0	6	3	3
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	42.9%	42.9%
%H (TV HH)			42.9%	0.0%	85.7%	42.9%	42.9%
No specific location	4	4	2	0	4	2	1
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	25.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	25.0%
Other	9	9	5	1	8	5	3
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	55.6%	33.3%
%H (TV HH)			55.6%	11.1%	88.9%	55.6%	33.3%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Household level data
Table 18.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
PVR	1737	1737	1158	206	1154	772	383
%V	54.6%	56.9%	80.0%	65.8%	51.5%	80.6%	29.8%
%H (All HH)		100.0%	66.7%	11.9%	66.4%	44.4%	22.0%
%H (TV HH)			66.7%	11.9%	66.4%	44.4%	22.0%
DVDR	273	273	128	32	215	101	114
%V	8.6%	8.9%	8.8%	10.2%	9.6%	10.5%	8.9%
%H (All HH)		100.0%	46.9%	11.7%	78.8%	37.0%	41.8%
%H (TV HH)			46.9%	11.7%	78.8%	37.0%	41.8%
VCR	151	151	64	19	119	50	69
%V	4.7%	4.9%	4.4%	6.1%	5.3%	5.2%	5.4%
%H (All HH)		100.0%	42.4%	12.6%	78.8%	33.1%	45.7%
%H (TV HH)			42.4%	12.6%	78.8%	33.1%	45.7%
Any recorder	1909	1909	1197	223	1301	802	499
%V	60.1%	62.5%	82.7%	71.2%	58.0%	83.7%	38.9%
%H (All HH)		100.0%	62.7%	11.7%	68.2%	42.0%	26.1%
%H (TV HH)			62.7%	11.7%	68.2%	42.0%	26.1%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Household level data
Table 18.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Receives HDTV (via STB or built-in reception)	1314	1314	751	235	903	565	338
%V	41.3%	43.0%	51.9%	75.1%	40.3%	59.0%	26.3%
%H (All HH)		100.0%	57.2%	17.9%	68.7%	43.0%	25.7%
%H (TV HH)			57.2%	17.9%	68.7%	43.0%	25.7%
DVD/Blu-ray player or recorder	2493	2493	1236	272	1839	847	993
%V	78.4%	81.6%	85.4%	86.9%	82.0%	88.4%	77.3%
%H (All HH)		100.0%	49.6%	10.9%	73.8%	34.0%	39.8%
%H (TV HH)			49.6%	10.9%	73.8%	34.0%	39.8%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Household level data
Table 18.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3179	3055	1447	313	2242	958	1284
%H (All HH)		96.1%	45.5%	9.8%	70.5%	30.1%	40.4%
%H (TV HH)			47.4%	10.2%	73.4%	31.4%	42.0%
Has PC or Laptop	2418	2332	1216	276	1663	831	832
%V	76.1%	76.3%	84.0%	88.2%	74.2%	86.7%	64.8%
%H (All HH)		96.4%	50.3%	11.4%	68.8%	34.4%	34.4%
%H (TV HH)			52.1%	11.8%	71.3%	35.6%	35.7%
Has broadband internet	2264	2188	1163	272	1552	804	748
%V	71.2%	71.6%	80.4%	86.9%	69.2%	83.9%	58.3%
%H (All HH)		96.6%	51.4%	12.0%	68.6%	35.5%	33.0%
%H (TV HH)			53.2%	12.4%	70.9%	36.7%	34.2%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Set level data
Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6157	3257	662	4704	2462	2242
%H		52.9%	10.8%	76.4%	40.0%	36.4%
Under 20"	1118	566	95	967	505	462
%V	18.2%	17.4%	14.4%	20.6%	20.5%	20.6%
%H		50.6%	8.5%	86.5%	45.2%	41.3%
20" - 29"	1619	749	152	1326	600	726
%V	26.3%	23.0%	23.0%	28.2%	24.4%	32.4%
%H		46.3%	9.4%	81.9%	37.1%	44.8%
30" - 39"	1775	921	212	1341	689	652
%V	28.8%	28.3%	32.0%	28.5%	28.0%	29.1%
%H		51.9%	11.9%	75.5%	38.8%	36.7%
40" and over	1159	724	154	802	512	290
%V	18.8%	22.2%	23.3%	17.0%	20.8%	12.9%
%H		62.5%	13.3%	69.2%	44.2%	25.0%
Don't know	42	23	4	35	20	16
%V	0.7%	0.7%	0.6%	0.7%	0.8%	0.7%
%H		54.8%	9.5%	83.3%	47.6%	38.1%
Not Asked	444	274	45	233	136	96
%V	7.2%	8.4%	6.8%	5.0%	5.5%	4.3%
%H		61.7%	10.1%	52.5%	30.6%	21.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6157	3257	662	4704	2462	2242
%H		52.9%	10.8%	76.4%	40.0%	36.4%
Main living room	3011	1443	312	2223	955	1267
%V	48.9%	44.3%	47.1%	47.3%	38.8%	56.5%
%H		47.9%	10.4%	73.8%	31.7%	42.1%
Kitchen	404	223	34	348	199	149
%V	6.6%	6.8%	5.1%	7.4%	8.1%	6.6%
%H		55.2%	8.4%	86.1%	49.3%	36.9%
Adult's bedroom	1354	759	163	1109	665	444
%V	22.0%	23.3%	24.6%	23.6%	27.0%	19.8%
%H		56.1%	12.0%	81.9%	49.1%	32.8%
Child's bedroom	328	212	45	266	191	74
%V	5.3%	6.5%	6.8%	5.7%	7.8%	3.3%
%H		64.6%	13.7%	81.1%	58.2%	22.6%
Other bedroom	168	95	16	150	92	58
%V	2.7%	2.9%	2.4%	3.2%	3.7%	2.6%
%H		56.5%	9.5%	89.3%	54.8%	34.5%
Second living/dining room	300	158	34	252	143	109
%V	4.9%	4.9%	5.1%	5.4%	5.8%	4.9%
%H		52.7%	11.3%	84.0%	47.7%	36.3%
Study/office	50	29	6	41	26	14
%V	0.8%	0.9%	0.9%	0.9%	1.1%	0.6%
%H		58.0%	12.0%	82.0%	52.0%	28.0%
TV room	18	14	0	12	8	4
%V	0.3%	0.4%	0.0%	0.3%	0.3%	0.2%
%H		77.8%	0.0%	66.7%	44.4%	22.2%
Conservatory	56	37	5	48	34	15
%V	0.9%	1.1%	0.8%	1.0%	1.4%	0.7%
%H		66.1%	8.9%	85.7%	60.7%	26.8%
Attic or loft room	7	4	0	7	4	3
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H		57.1%	0.0%	100.0%	57.1%	42.9%
No specific location	5	2	0	5	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	40.0%
Other	12	6	1	11	6	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	8.3%	91.7%	50.0%	41.7%
Not Asked	444	274	45	233	136	96
%V	7.2%	8.4%	6.8%	5.0%	5.5%	4.3%
%H		61.7%	10.1%	52.5%	30.6%	21.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6157	3257	662	4704	2462	2242
%H		52.9%	10.8%	76.4%	40.0%	36.4%
PVR	2138	1476	255	1388	968	420
%V	34.7%	45.3%	38.5%	29.5%	39.3%	18.7%
%H		69.0%	11.9%	64.9%	45.3%	19.6%
DVDR	307	149	33	245	120	125
%V	5.0%	4.6%	5.0%	5.2%	4.9%	5.6%
%H		48.5%	10.7%	79.8%	39.1%	40.7%
VCR	161	70	20	129	56	73
%V	2.6%	2.1%	3.0%	2.7%	2.3%	3.3%
%H		43.5%	12.4%	80.1%	34.8%	45.3%
Any recorder	2380	1557	279	1597	1040	558
%V	38.7%	47.8%	42.1%	33.9%	42.2%	24.9%
%H		65.4%	11.7%	67.1%	43.7%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6157	3257	662	4704	2462	2242
%H		52.9%	10.8%	76.4%	40.0%	36.4%
Receives HDTV (via STB or built-in reception)	1771	991	335	1246	785	461
%V	28.8%	30.4%	50.6%	26.5%	31.9%	20.6%
%H		56.0%	18.9%	70.4%	44.3%	26.0%
DVD/Blu-ray player or recorder	3629	1917	424	2786	1482	1304
%V	58.9%	58.9%	64.0%	59.2%	60.2%	58.2%
%H		52.8%	11.7%	76.8%	40.8%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3053	1447	313	2241	958	1283
%H		47.4%	10.3%	73.4%	31.4%	42.0%
Under 20"	97	19	6	83	11	72
%V	3.2%	1.3%	1.9%	3.7%	1.1%	5.6%
%H		19.6%	6.2%	85.6%	11.3%	74.2%
20" - 29"	678	213	46	544	126	418
%V	22.2%	14.7%	14.7%	24.3%	13.2%	32.6%
%H		31.4%	6.8%	80.2%	18.6%	61.7%
30" - 39"	1264	606	130	934	403	531
%V	41.4%	41.9%	41.5%	41.7%	42.1%	41.4%
%H		47.9%	10.3%	73.9%	31.9%	42.0%
40" and over	978	601	130	667	413	254
%V	32.0%	41.5%	41.5%	29.8%	43.1%	19.8%
%H		61.5%	13.3%	68.2%	42.2%	26.0%
Don't know	16	7	1	12	4	8
%V	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%
%H		43.8%	6.3%	75.0%	25.0%	50.0%
Not Asked	20	1	0	1	1	0
%V	0.7%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		5.0%	0.0%	5.0%	5.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Set level data

Table 18.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3053	1447	313	2241	958	1283
%H		47.4%	10.3%	73.4%	31.4%	42.0%
PVR	1684	1139	197	1106	749	357
%V	55.2%	78.7%	62.9%	49.4%	78.2%	27.8%
%H		67.6%	11.7%	65.7%	44.5%	21.2%
DVDR	238	106	29	186	82	104
%V	7.8%	7.3%	9.3%	8.3%	8.6%	8.1%
%H		44.5%	12.2%	78.2%	34.5%	43.7%
VCR	128	51	16	100	38	61
%V	4.2%	3.5%	5.1%	4.5%	4.0%	4.8%
%H		39.8%	12.5%	78.1%	29.7%	47.7%
Any recorder	1853	1175	217	1251	781	470
%V	60.7%	81.2%	69.3%	55.8%	81.5%	36.6%
%H		63.4%	11.7%	67.5%	42.1%	25.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3053	1447	313	2241	958	1283
%H		47.4%	10.3%	73.4%	31.4%	42.0%
Receives HDTV (via STB or built-in reception)	1260	726	228	855	540	315
%V	41.3%	50.2%	72.8%	38.2%	56.4%	24.6%
%H		57.6%	18.1%	67.9%	42.9%	25.0%
DVD/Blu-ray player or recorder	2364	1165	259	1736	789	947
%V	77.4%	80.5%	82.7%	77.5%	82.4%	73.8%
%H		49.3%	11.0%	73.4%	33.4%	40.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Set level data
Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3104	1810	349	2464	1504	960
%H		58.3%	11.2%	79.4%	48.5%	30.9%
Under 20"	1021	547	89	883	493	390
%V	32.9%	30.2%	25.5%	35.8%	32.8%	40.6%
%H		53.6%	8.7%	86.5%	48.3%	38.2%
20" - 29"	941	536	106	782	474	308
%V	30.3%	29.6%	30.4%	31.7%	31.5%	32.1%
%H		57.0%	11.3%	83.1%	50.4%	32.7%
30" - 39"	511	314	82	407	286	121
%V	16.5%	17.3%	23.5%	16.5%	19.0%	12.6%
%H		61.4%	16.0%	79.6%	56.0%	23.7%
40" and over	181	123	24	134	99	36
%V	5.8%	6.8%	6.9%	5.4%	6.6%	3.8%
%H		68.0%	13.3%	74.0%	54.7%	19.9%
Don't know	26	16	3	23	15	8
%V	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%
%H		61.5%	11.5%	88.5%	57.7%	30.8%
Not Asked	424	274	45	235	137	97
%V	13.7%	15.1%	12.9%	9.5%	9.1%	10.1%
%H		64.6%	10.6%	55.4%	32.3%	22.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3104	1810	349	2464	1504	960
%H		58.3%	11.2%	79.4%	48.5%	30.9%
PVR	454	338	58	282	219	63
%V	14.6%	18.7%	16.6%	11.4%	14.6%	6.6%
%H		74.4%	12.8%	62.1%	48.2%	13.9%
DVDR	68	42	5	59	37	21
%V	2.2%	2.3%	1.4%	2.4%	2.5%	2.2%
%H		61.8%	7.4%	86.8%	54.4%	30.9%
VCR	33	18	3	29	18	11
%V	1.1%	1.0%	0.9%	1.2%	1.2%	1.1%
%H		54.5%	9.1%	87.9%	54.5%	33.3%
Any recorder	528	382	63	347	259	88
%V	17.0%	21.1%	18.1%	14.1%	17.2%	9.2%
%H		72.3%	11.9%	65.7%	49.1%	16.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3104	1810	349	2464	1504	960
%H		58.3%	11.2%	79.4%	48.5%	30.9%
Receives HDTV (via STB or built-in reception)	511	265	106	391	245	145
%V	16.5%	14.6%	30.4%	15.9%	16.3%	15.1%
%H		51.9%	20.7%	76.5%	47.9%	28.4%
DVD/Blu-ray player or recorder	1265	752	165	1050	693	357
%V	40.8%	41.5%	47.3%	42.6%	46.1%	37.2%
%H		59.4%	13.0%	83.0%	54.8%	28.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	7086	6874	3550	796	4946	2439	2508
%H		97.0%	50.1%	11.2%	69.8%	34.4%	35.4%
Total Children	1289	1276	733	157	846	463	383
%V	18.2%	18.6%	20.6%	19.7%	17.1%	19.0%	15.3%
%H		99.0%	56.9%	12.2%	65.6%	35.9%	29.7%
0 - 3	325	318	172	39	200	94	106
%V	4.6%	4.6%	4.8%	4.9%	4.0%	3.9%	4.2%
%H		97.8%	52.9%	12.0%	61.5%	28.9%	32.6%
4 - 15	965	958	561	118	646	369	276
%V	13.6%	13.9%	15.8%	14.8%	13.1%	15.1%	11.0%
%H		99.3%	58.1%	12.2%	66.9%	38.2%	28.6%
4 - 9	488	483	281	51	318	170	149
%V	6.9%	7.0%	7.9%	6.4%	6.4%	7.0%	5.9%
%H		99.0%	57.6%	10.5%	65.2%	34.8%	30.5%
10 - 15	477	475	280	67	327	200	128
%V	6.7%	6.9%	7.9%	8.4%	6.6%	8.2%	5.1%
%H		99.6%	58.7%	14.0%	68.6%	41.9%	26.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	7086	6874	3550	796	4946	2439	2508
%H		97.0%	50.1%	11.2%	69.8%	34.4%	35.4%
Total Adults (16+)	5797	5598	2818	638	4101	1976	2125
%V	81.8%	81.4%	79.4%	80.2%	82.9%	81.0%	84.7%
%H		96.6%	48.6%	11.0%	70.7%	34.1%	36.7%
16 - 19	325	316	171	48	228	131	97
%V	4.6%	4.6%	4.8%	6.0%	4.6%	5.4%	3.9%
%H		97.2%	52.6%	14.8%	70.2%	40.3%	29.8%
20 - 24	464	416	210	54	279	143	135
%V	6.5%	6.1%	5.9%	6.8%	5.6%	5.9%	5.4%
%H		89.7%	45.3%	11.6%	60.1%	30.8%	29.1%
25 - 34	850	804	445	118	522	283	239
%V	12.0%	11.7%	12.5%	14.8%	10.6%	11.6%	9.5%
%H		94.6%	52.4%	13.9%	61.4%	33.3%	28.1%
35 - 44	882	852	471	108	590	324	266
%V	12.4%	12.4%	13.3%	13.6%	11.9%	13.3%	10.6%
%H		96.6%	53.4%	12.2%	66.9%	36.7%	30.2%
45 - 54	997	977	536	127	709	393	316
%V	14.1%	14.2%	15.1%	16.0%	14.3%	16.1%	12.6%
%H		98.0%	53.8%	12.7%	71.1%	39.4%	31.7%
55 - 64	888	867	431	90	664	318	346
%V	12.5%	12.6%	12.1%	11.3%	13.4%	13.0%	13.8%
%H		97.6%	48.5%	10.1%	74.8%	35.8%	39.0%
65+	1391	1366	553	93	1109	384	725
%V	19.6%	19.9%	15.6%	11.7%	22.4%	15.7%	28.9%
%H		98.2%	39.8%	6.7%	79.7%	27.6%	52.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5797	5598	2818	638	4101	1976	2125
%H		96.6%	48.6%	11.0%	70.7%	34.1%	36.7%
AB	1475	1437	709	154	1081	509	571
%V	25.4%	25.7%	25.2%	24.1%	26.4%	25.8%	26.9%
%H		97.4%	48.1%	10.4%	73.3%	34.5%	38.7%
C1	1629	1547	753	199	1139	559	579
%V	28.1%	27.6%	26.7%	31.2%	27.8%	28.3%	27.2%
%H		95.0%	46.2%	12.2%	69.9%	34.3%	35.5%
C2	1324	1293	705	148	960	518	442
%V	22.8%	23.1%	25.0%	23.2%	23.4%	26.2%	20.8%
%H		97.7%	53.2%	11.2%	72.5%	39.1%	33.4%
D	833	806	429	90	554	269	286
%V	14.4%	14.4%	15.2%	14.1%	13.5%	13.6%	13.5%
%H		96.8%	51.5%	10.8%	66.5%	32.3%	34.3%
E	536	516	222	46	367	121	247
%V	9.2%	9.2%	7.9%	7.2%	8.9%	6.1%	11.6%
%H		96.3%	41.4%	8.6%	68.5%	22.6%	46.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5797	5598	2818	638	4101	1976	2125
%H		96.6%	48.6%	11.0%	70.7%	34.1%	36.7%
Working full time	2457	2379	1321	319	1697	954	743
%V	42.4%	42.5%	46.9%	50.0%	41.4%	48.3%	35.0%
%H		96.8%	53.8%	13.0%	69.1%	38.8%	30.2%
Working part time	662	648	333	70	473	232	240
%V	11.4%	11.6%	11.8%	11.0%	11.5%	11.7%	11.3%
%H		97.9%	50.3%	10.6%	71.5%	35.0%	36.3%
Not working	2679	2571	1164	249	1931	789	1142
%V	46.2%	45.9%	41.3%	39.0%	47.1%	39.9%	53.7%
%H		96.0%	43.4%	9.3%	72.1%	29.5%	42.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2819	2707	1396	318	1962	984	978
%H		96.0%	49.5%	11.3%	69.6%	34.9%	34.7%
16 - 19	166	164	95	25	116	73	43
%V	5.9%	6.1%	6.8%	7.9%	5.9%	7.4%	4.4%
%H		98.8%	57.2%	15.1%	69.9%	44.0%	25.9%
20 - 24	235	211	105	26	141	72	69
%V	8.3%	7.8%	7.5%	8.2%	7.2%	7.3%	7.1%
%H		89.8%	44.7%	11.1%	60.0%	30.6%	29.4%
25 - 34	432	407	225	63	261	145	117
%V	15.3%	15.0%	16.1%	19.8%	13.3%	14.7%	12.0%
%H		94.2%	52.1%	14.6%	60.4%	33.6%	27.1%
35 - 44	437	418	227	53	294	159	135
%V	15.5%	15.4%	16.3%	16.7%	15.0%	16.2%	13.8%
%H		95.7%	51.9%	12.1%	67.3%	36.4%	30.9%
45 - 54	479	467	255	61	332	181	151
%V	17.0%	17.3%	18.3%	19.2%	16.9%	18.4%	15.4%
%H		97.5%	53.2%	12.7%	69.3%	37.8%	31.5%
55 - 64	429	415	214	44	317	160	157
%V	15.2%	15.3%	15.3%	13.8%	16.2%	16.3%	16.1%
%H		96.7%	49.9%	10.3%	73.9%	37.3%	36.6%
65+	640	625	274	46	500	193	307
%V	22.7%	23.1%	19.6%	14.5%	25.5%	19.6%	31.4%
%H		97.7%	42.8%	7.2%	78.1%	30.2%	48.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2819	2707	1396	318	1962	984	978
%H		96.0%	49.5%	11.3%	69.6%	34.9%	34.7%
AB	748	725	365	80	543	265	278
%V	26.5%	26.8%	26.1%	25.2%	27.7%	26.9%	28.4%
%H		96.9%	48.8%	10.7%	72.6%	35.4%	37.2%
C1	750	709	356	95	521	269	252
%V	26.6%	26.2%	25.5%	29.9%	26.6%	27.3%	25.8%
%H		94.5%	47.5%	12.7%	69.5%	35.9%	33.6%
C2	709	685	374	78	504	272	232
%V	25.2%	25.3%	26.8%	24.5%	25.7%	27.6%	23.7%
%H		96.6%	52.8%	11.0%	71.1%	38.4%	32.7%
D	399	386	212	45	257	130	127
%V	14.2%	14.3%	15.2%	14.2%	13.1%	13.2%	13.0%
%H		96.7%	53.1%	11.3%	64.4%	32.6%	31.8%
E	213	202	89	20	137	48	89
%V	7.6%	7.5%	6.4%	6.3%	7.0%	4.9%	9.1%
%H		94.8%	41.8%	9.4%	64.3%	22.5%	41.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2819	2707	1396	318	1962	984	978
%H		96.0%	49.5%	11.3%	69.6%	34.9%	34.7%
Working full time	1511	1461	816	194	1031	581	450
%V	53.6%	54.0%	58.5%	61.0%	52.5%	59.0%	46.0%
%H		96.7%	54.0%	12.8%	68.2%	38.5%	29.8%
Working part time	146	141	64	15	107	48	59
%V	5.2%	5.2%	4.6%	4.7%	5.5%	4.9%	6.0%
%H		96.6%	43.8%	10.3%	73.3%	32.9%	40.4%
Not working	1162	1105	516	109	824	355	469
%V	41.2%	40.8%	37.0%	34.3%	42.0%	36.1%	48.0%
%H		95.1%	44.4%	9.4%	70.9%	30.6%	40.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2978	2891	1421	320	2139	992	1147
%H		97.1%	47.7%	10.7%	71.8%	33.3%	38.5%
16 - 19	158	152	75	23	112	58	54
%V	5.3%	5.3%	5.3%	7.2%	5.2%	5.8%	4.7%
%H		96.2%	47.5%	14.6%	70.9%	36.7%	34.2%
20 - 24	229	205	105	27	138	72	66
%V	7.7%	7.1%	7.4%	8.4%	6.5%	7.3%	5.8%
%H		89.5%	45.9%	11.8%	60.3%	31.4%	28.8%
25 - 34	418	398	220	55	261	138	123
%V	14.0%	13.8%	15.5%	17.2%	12.2%	13.9%	10.7%
%H		95.2%	52.6%	13.2%	62.4%	33.0%	29.4%
35 - 44	445	434	244	56	296	165	131
%V	14.9%	15.0%	17.2%	17.5%	13.8%	16.6%	11.4%
%H		97.5%	54.8%	12.6%	66.5%	37.1%	29.4%
45 - 54	517	510	282	65	377	212	165
%V	17.4%	17.6%	19.8%	20.3%	17.6%	21.4%	14.4%
%H		98.6%	54.5%	12.6%	72.9%	41.0%	31.9%
55 - 64	459	452	217	46	347	157	189
%V	15.4%	15.6%	15.3%	14.4%	16.2%	15.8%	16.5%
%H		98.5%	47.3%	10.0%	75.6%	34.2%	41.2%
65+	751	741	279	47	609	190	418
%V	25.2%	25.6%	19.6%	14.7%	28.5%	19.2%	36.4%
%H		98.7%	37.2%	6.3%	81.1%	25.3%	55.7%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2978	2891	1421	320	2139	992	1147
%H		97.1%	47.7%	10.7%	71.8%	33.3%	38.5%
AB	728	712	344	75	537	244	293
%V	24.4%	24.6%	24.2%	23.4%	25.1%	24.6%	25.5%
%H		97.8%	47.3%	10.3%	73.8%	33.5%	40.2%
C1	879	837	397	105	617	290	327
%V	29.5%	29.0%	27.9%	32.8%	28.8%	29.2%	28.5%
%H		95.2%	45.2%	11.9%	70.2%	33.0%	37.2%
C2	614	608	331	70	456	246	210
%V	20.6%	21.0%	23.3%	21.9%	21.3%	24.8%	18.3%
%H		99.0%	53.9%	11.4%	74.3%	40.1%	34.2%
D	434	420	216	45	298	139	159
%V	14.6%	14.5%	15.2%	14.1%	13.9%	14.0%	13.9%
%H		96.8%	49.8%	10.4%	68.7%	32.0%	36.6%
E	324	314	132	26	230	73	158
%V	10.9%	10.9%	9.3%	8.1%	10.8%	7.4%	13.8%
%H		96.9%	40.7%	8.0%	71.0%	22.5%	48.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV West Macro
Individual level data
Table 18.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2978	2891	1421	320	2139	992	1147
%H		97.1%	47.7%	10.7%	71.8%	33.3%	38.5%
Working full time	946	919	505	125	666	373	292
%V	31.8%	31.8%	35.5%	39.1%	31.1%	37.6%	25.5%
%H		97.1%	53.4%	13.2%	70.4%	39.4%	30.9%
Working part time	516	507	268	56	366	185	181
%V	17.3%	17.5%	18.9%	17.5%	17.1%	18.6%	15.8%
%H		98.3%	51.9%	10.9%	70.9%	35.9%	35.1%
Not working	1516	1465	648	140	1107	434	673
%V	50.9%	50.7%	45.6%	43.8%	51.8%	43.8%	58.7%
%H		96.6%	42.7%	9.2%	73.0%	28.6%	44.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Household level data

Table 19.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
AB	1664	1619	744	219	1254	592	661
%V	23.4%	23.5%	25.4%	20.7%	23.9%	25.1%	22.8%
%H (All HH)		97.3%	44.7%	13.2%	75.4%	35.6%	39.7%
%H (TV HH)			46.0%	13.5%	77.5%	36.6%	40.8%
C1	1884	1809	766	293	1381	634	747
%V	26.5%	26.3%	26.1%	27.7%	26.3%	26.9%	25.8%
%H (All HH)		96.0%	40.7%	15.6%	73.3%	33.7%	39.6%
%H (TV HH)			42.3%	16.2%	76.3%	35.0%	41.3%
C2	1488	1449	663	255	1119	578	541
%V	20.9%	21.1%	22.6%	24.1%	21.3%	24.5%	18.7%
%H (All HH)		97.4%	44.6%	17.1%	75.2%	38.8%	36.4%
%H (TV HH)			45.8%	17.6%	77.2%	39.9%	37.3%
D	1106	1070	464	177	773	343	430
%V	15.5%	15.6%	15.8%	16.7%	14.7%	14.5%	14.9%
%H (All HH)		96.7%	42.0%	16.0%	69.9%	31.0%	38.9%
%H (TV HH)			43.4%	16.5%	72.2%	32.1%	40.2%
E	977	930	296	114	731	214	516
%V	13.7%	13.5%	10.1%	10.8%	13.9%	9.1%	17.8%
%H (All HH)		95.2%	30.3%	11.7%	74.8%	21.9%	52.8%
%H (TV HH)			31.8%	12.3%	78.6%	23.0%	55.5%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Under 25	321	280	108	44	188	70	118
%V	4.5%	4.1%	3.7%	4.2%	3.6%	3.0%	4.1%
%H (All HH)		87.2%	33.6%	13.7%	58.6%	21.8%	36.8%
%H (TV HH)			38.6%	15.7%	67.1%	25.0%	42.1%
25 - 34	1035	978	469	184	661	343	318
%V	14.5%	14.2%	16.0%	17.4%	12.6%	14.5%	11.0%
%H (All HH)		94.5%	45.3%	17.8%	63.9%	33.1%	30.7%
%H (TV HH)			48.0%	18.8%	67.6%	35.1%	32.5%
35 - 44	1179	1136	583	217	803	465	338
%V	16.6%	16.5%	19.9%	20.5%	15.3%	19.7%	11.7%
%H (All HH)		96.4%	49.4%	18.4%	68.1%	39.4%	28.7%
%H (TV HH)			51.3%	19.1%	70.7%	40.9%	29.8%
45 - 54	1354	1322	635	240	1004	547	457
%V	19.0%	19.2%	21.7%	22.7%	19.1%	23.2%	15.8%
%H (All HH)		97.6%	46.9%	17.7%	74.2%	40.4%	33.8%
%H (TV HH)			48.0%	18.2%	75.9%	41.4%	34.6%
55 - 64	1210	1176	500	183	931	433	498
%V	17.0%	17.1%	17.1%	17.3%	17.7%	18.3%	17.2%
%H (All HH)		97.2%	41.3%	15.1%	76.9%	35.8%	41.2%
%H (TV HH)			42.5%	15.6%	79.2%	36.8%	42.3%
65 +	2022	1983	637	191	1669	504	1166
%V	28.4%	28.8%	21.7%	18.0%	31.7%	21.3%	40.3%
%H (All HH)		98.1%	31.5%	9.4%	82.5%	24.9%	57.7%
%H (TV HH)			32.1%	9.6%	84.2%	25.4%	58.8%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Household level data
Table 19.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
1	2417	2277	682	251	1831	498	1333
%V	34.0%	33.1%	23.3%	23.7%	34.8%	21.1%	46.0%
%H (All HH)		94.2%	28.2%	10.4%	75.8%	20.6%	55.2%
%H (TV HH)			30.0%	11.0%	80.4%	21.9%	58.5%
2	2312	2258	993	345	1729	804	925
%V	32.5%	32.8%	33.9%	32.6%	32.9%	34.1%	32.0%
%H (All HH)		97.7%	42.9%	14.9%	74.8%	34.8%	40.0%
%H (TV HH)			44.0%	15.3%	76.6%	35.6%	41.0%
3	1053	1035	533	195	760	448	312
%V	14.8%	15.1%	18.2%	18.4%	14.5%	19.0%	10.8%
%H (All HH)		98.3%	50.6%	18.5%	72.2%	42.5%	29.6%
%H (TV HH)			51.5%	18.8%	73.4%	43.3%	30.1%
4	877	860	470	175	622	398	224
%V	12.3%	12.5%	16.0%	16.5%	11.8%	16.9%	7.7%
%H (All HH)		98.1%	53.6%	20.0%	70.9%	45.4%	25.5%
%H (TV HH)			54.7%	20.3%	72.3%	46.3%	26.0%
5+	461	447	254	93	316	214	102
%V	6.5%	6.5%	8.7%	8.8%	6.0%	9.1%	3.5%
%H (All HH)		97.0%	55.1%	20.2%	68.5%	46.4%	22.1%
%H (TV HH)			56.8%	20.8%	70.7%	47.9%	22.8%
Average HH size	2.28	2.29	2.57	2.58	2.24	2.62	1.92

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Household level data

Table 19.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Without	5382	5166	2029	719	4057	1641	2416
%V	75.6%	75.1%	69.2%	67.9%	77.2%	69.5%	83.5%
%H (All HH)		96.0%	37.7%	13.4%	75.4%	30.5%	44.9%
%H (TV HH)			39.3%	13.9%	78.5%	31.8%	46.8%
With	1737	1711	903	340	1200	720	479
%V	24.4%	24.9%	30.8%	32.1%	22.8%	30.5%	16.5%
%H (All HH)		98.5%	52.0%	19.6%	69.1%	41.5%	27.6%
%H (TV HH)			52.8%	19.9%	70.1%	42.1%	28.0%
0 - 3	660	643	334	127	423	240	183
%V	9.3%	9.4%	11.4%	12.0%	8.0%	10.2%	6.3%
%H (All HH)		97.4%	50.6%	19.2%	64.1%	36.4%	27.7%
%H (TV HH)			51.9%	19.8%	65.8%	37.3%	28.5%
4 - 9	866	853	459	164	595	359	235
%V	12.2%	12.4%	15.7%	15.5%	11.3%	15.2%	8.1%
%H (All HH)		98.5%	53.0%	18.9%	68.7%	41.5%	27.1%
%H (TV HH)			53.8%	19.2%	69.8%	42.1%	27.5%
10 - 15	828	822	449	170	595	385	210
%V	11.6%	12.0%	15.3%	16.1%	11.3%	16.3%	7.3%
%H (All HH)		99.3%	54.2%	20.5%	71.9%	46.5%	25.4%
%H (TV HH)			54.6%	20.7%	72.4%	46.8%	25.5%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
1	2813	2813	919	374	1959	471	1488
%V	39.5%	40.9%	31.3%	35.3%	37.3%	19.9%	51.4%
%H (All HH)		100.0%	32.7%	13.3%	69.6%	16.7%	52.9%
%H (TV HH)			32.7%	13.3%	69.6%	16.7%	52.9%
2	2299	2299	1027	355	1826	896	930
%V	32.3%	33.4%	35.0%	33.5%	34.7%	38.0%	32.1%
%H (All HH)		100.0%	44.7%	15.4%	79.4%	39.0%	40.5%
%H (TV HH)			44.7%	15.4%	79.4%	39.0%	40.5%
3	1073	1073	577	189	884	564	321
%V	15.1%	15.6%	19.7%	17.8%	16.8%	23.9%	11.1%
%H (All HH)		100.0%	53.8%	17.6%	82.4%	52.6%	29.9%
%H (TV HH)			53.8%	17.6%	82.4%	52.6%	29.9%
4	470	470	279	96	399	294	105
%V	6.6%	6.8%	9.5%	9.1%	7.6%	12.5%	3.6%
%H (All HH)		100.0%	59.4%	20.4%	84.9%	62.6%	22.3%
%H (TV HH)			59.4%	20.4%	84.9%	62.6%	22.3%
5+	222	222	131	44	189	137	52
%V	3.1%	3.2%	4.5%	4.2%	3.6%	5.8%	1.8%
%H (All HH)		100.0%	59.0%	19.8%	85.1%	61.7%	23.4%
%H (TV HH)			59.0%	19.8%	85.1%	61.7%	23.4%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Household level data
Table 19.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Under 20"	1851	1851	828	268	1620	846	774
%V	26.0%	26.9%	28.2%	25.3%	30.8%	35.8%	26.7%
%H (All HH)		100.0%	44.7%	14.5%	87.5%	45.7%	41.8%
%H (TV HH)			44.7%	14.5%	87.5%	45.7%	41.8%
20" - 29"	2880	2880	1146	413	2395	1048	1347
%V	40.5%	41.9%	39.1%	39.0%	45.6%	44.4%	46.5%
%H (All HH)		100.0%	39.8%	14.3%	83.2%	36.4%	46.8%
%H (TV HH)			39.8%	14.3%	83.2%	36.4%	46.8%
30" - 39"	3520	3520	1593	572	2757	1368	1389
%V	49.4%	51.2%	54.3%	54.0%	52.4%	57.9%	48.0%
%H (All HH)		100.0%	45.3%	16.3%	78.3%	38.9%	39.5%
%H (TV HH)			45.3%	16.3%	78.3%	38.9%	39.5%
40" and over	2387	2387	1345	457	1720	1106	614
%V	33.5%	34.7%	45.9%	43.2%	32.7%	46.8%	21.2%
%H (All HH)		100.0%	56.3%	19.1%	72.1%	46.3%	25.7%
%H (TV HH)			56.3%	19.1%	72.1%	46.3%	25.7%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Household level data

Table 19.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Main living room	6750	6750	2909	1052	5191	2345	2846
%V	94.8%	98.2%	99.2%	99.3%	98.7%	99.3%	98.3%
%H (All HH)		100.0%	43.1%	15.6%	76.9%	34.7%	42.2%
%H (TV HH)			43.1%	15.6%	76.9%	34.7%	42.2%
Kitchen	865	865	430	115	766	438	328
%V	12.2%	12.6%	14.7%	10.9%	14.6%	18.6%	11.3%
%H (All HH)		100.0%	49.7%	13.3%	88.6%	50.6%	37.9%
%H (TV HH)			49.7%	13.3%	88.6%	50.6%	37.9%
Adult's bedroom	2726	2726	1368	477	2290	1369	922
%V	38.3%	39.6%	46.7%	45.0%	43.6%	58.0%	31.8%
%H (All HH)		100.0%	50.2%	17.5%	84.0%	50.2%	33.8%
%H (TV HH)			50.2%	17.5%	84.0%	50.2%	33.8%
Child's bedroom	545	545	310	114	462	332	130
%V	7.7%	7.9%	10.6%	10.8%	8.8%	14.1%	4.5%
%H (All HH)		100.0%	56.9%	20.9%	84.8%	60.9%	23.9%
%H (TV HH)			56.9%	20.9%	84.8%	60.9%	23.9%
Other bedroom	292	292	152	57	254	164	90
%V	4.1%	4.2%	5.2%	5.4%	4.8%	6.9%	3.1%
%H (All HH)		100.0%	52.1%	19.5%	87.0%	56.2%	30.8%
%H (TV HH)			52.1%	19.5%	87.0%	56.2%	30.8%
Second living/dining room	625	625	314	104	528	309	219
%V	8.8%	9.1%	10.7%	9.8%	10.0%	13.1%	7.6%
%H (All HH)		100.0%	50.2%	16.6%	84.5%	49.4%	35.0%
%H (TV HH)			50.2%	16.6%	84.5%	49.4%	35.0%
Study/office	107	107	55	15	92	52	39
%V	1.5%	1.6%	1.9%	1.4%	1.8%	2.2%	1.3%
%H (All HH)		100.0%	51.4%	14.0%	86.0%	48.6%	36.4%
%H (TV HH)			51.4%	14.0%	86.0%	48.6%	36.4%
TV room	37	37	24	4	30	21	10
%V	0.5%	0.5%	0.8%	0.4%	0.6%	0.9%	0.3%
%H (All HH)		100.0%	64.9%	10.8%	81.1%	56.8%	27.0%
%H (TV HH)			64.9%	10.8%	81.1%	56.8%	27.0%
Conservatory	142	142	78	28	121	82	39
%V	2.0%	2.1%	2.7%	2.6%	2.3%	3.5%	1.3%
%H (All HH)		100.0%	54.9%	19.7%	85.2%	57.7%	27.5%
%H (TV HH)			54.9%	19.7%	85.2%	57.7%	27.5%
Attic or loft room	13	13	7	2	11	8	3
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	53.8%	15.4%	84.6%	61.5%	23.1%
%H (TV HH)			53.8%	15.4%	84.6%	61.5%	23.1%
No specific location	13	13	6	3	11	6	5
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	46.2%	23.1%	84.6%	46.2%	38.5%
%H (TV HH)			46.2%	23.1%	84.6%	46.2%	38.5%
Other	27	27	12	8	24	18	7
%V	0.4%	0.4%	0.4%	0.8%	0.5%	0.8%	0.2%
%H (All HH)		100.0%	44.4%	29.6%	88.9%	66.7%	25.9%
%H (TV HH)			44.4%	29.6%	88.9%	66.7%	25.9%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Household level data
Table 19.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
PVR	3746	3746	2330	663	2627	1829	797
%V	52.6%	54.5%	79.5%	62.6%	50.0%	77.5%	27.5%
%H (All HH)		100.0%	62.2%	17.7%	70.1%	48.8%	21.3%
%H (TV HH)			62.2%	17.7%	70.1%	48.8%	21.3%
DVDR	585	585	235	84	477	208	269
%V	8.2%	8.5%	8.0%	7.9%	9.1%	8.8%	9.3%
%H (All HH)		100.0%	40.2%	14.4%	81.5%	35.6%	46.0%
%H (TV HH)			40.2%	14.4%	81.5%	35.6%	46.0%
VCR	356	356	131	55	295	121	174
%V	5.0%	5.2%	4.5%	5.2%	5.6%	5.1%	6.0%
%H (All HH)		100.0%	36.8%	15.4%	82.9%	34.0%	48.9%
%H (TV HH)			36.8%	15.4%	82.9%	34.0%	48.9%
Any recorder	4175	4175	2413	715	3003	1908	1095
%V	58.6%	60.7%	82.3%	67.5%	57.1%	80.8%	37.8%
%H (All HH)		100.0%	57.8%	17.1%	71.9%	45.7%	26.2%
%H (TV HH)			57.8%	17.1%	71.9%	45.7%	26.2%

Base: ITV MidWest - Households (000s)

%V = percentage 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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ITV MidWest
Household level data
Table 19.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Receives HDTV (via STB or built-in reception)	3177	3177	1641	787	2309	1512	797
%V	44.6%	46.2%	56.0%	74.3%	43.9%	64.0%	27.5%
%H (All HH)		100.0%	51.7%	24.8%	72.7%	47.6%	25.1%
%H (TV HH)			51.7%	24.8%	72.7%	47.6%	25.1%
DVD/Blu-ray player or recorder	5503	5503	2469	893	4253	2068	2185
%V	77.3%	80.0%	84.2%	84.3%	80.9%	87.6%	75.5%
%H (All HH)		100.0%	44.9%	16.2%	77.3%	37.6%	39.7%
%H (TV HH)			44.9%	16.2%	77.3%	37.6%	39.7%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Household level data
Table 19.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7119	6877	2932	1059	5257	2361	2895
%H (All HH)		96.6%	41.2%	14.9%	73.8%	33.2%	40.7%
%H (TV HH)			42.6%	15.4%	76.4%	34.3%	42.1%
Has PC or Laptop	5376	5213	2483	919	3875	2053	1822
%V	75.5%	75.8%	84.7%	86.8%	73.7%	87.0%	62.9%
%H (All HH)		97.0%	46.2%	17.1%	72.1%	38.2%	33.9%
%H (TV HH)			47.6%	17.6%	74.3%	39.4%	35.0%
Has broadband internet	5053	4911	2398	899	3628	1998	1630
%V	71.0%	71.4%	81.8%	84.9%	69.0%	84.6%	56.3%
%H (All HH)		97.2%	47.5%	17.8%	71.8%	39.5%	32.3%
%H (TV HH)			48.8%	18.3%	73.9%	40.7%	33.2%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13701	6516	2273	10871	5858	5013
%H		47.6%	16.6%	79.3%	42.8%	36.6%
Under 20"	2376	1090	349	2097	1131	967
%V	17.3%	16.7%	15.4%	19.3%	19.3%	19.3%
%H		45.9%	14.7%	88.3%	47.6%	40.7%
20" - 29"	3557	1469	526	3006	1407	1599
%V	26.0%	22.5%	23.1%	27.7%	24.0%	31.9%
%H		41.3%	14.8%	84.5%	39.6%	45.0%
30" - 39"	4067	1893	695	3218	1694	1524
%V	29.7%	29.1%	30.6%	29.6%	28.9%	30.4%
%H		46.5%	17.1%	79.1%	41.7%	37.5%
40" and over	2688	1536	529	1943	1281	662
%V	19.6%	23.6%	23.3%	17.9%	21.9%	13.2%
%H		57.1%	19.7%	72.3%	47.7%	24.6%
Don't know	166	75	24	136	67	69
%V	1.2%	1.2%	1.1%	1.3%	1.1%	1.4%
%H		45.2%	14.5%	81.9%	40.4%	41.6%
Not Asked	847	453	150	471	278	192
%V	6.2%	7.0%	6.6%	4.3%	4.7%	3.8%
%H		53.5%	17.7%	55.6%	32.8%	22.7%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Set level data
Table 19.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13701	6516	2273	10871	5858	5013
%H		47.6%	16.6%	79.3%	42.8%	36.6%
Main living room	6787	2922	1057	5220	2356	2864
%V	49.5%	44.8%	46.5%	48.0%	40.2%	57.1%
%H		43.1%	15.6%	76.9%	34.7%	42.2%
Kitchen	869	431	116	769	441	329
%V	6.3%	6.6%	5.1%	7.1%	7.5%	6.6%
%H		49.6%	13.3%	88.5%	50.7%	37.9%
Adult's bedroom	3159	1617	566	2674	1649	1025
%V	23.1%	24.8%	24.9%	24.6%	28.1%	20.4%
%H		51.2%	17.9%	84.6%	52.2%	32.4%
Child's bedroom	716	407	153	607	437	170
%V	5.2%	6.2%	6.7%	5.6%	7.5%	3.4%
%H		56.8%	21.4%	84.8%	61.0%	23.7%
Other bedroom	344	178	66	301	193	108
%V	2.5%	2.7%	2.9%	2.8%	3.3%	2.2%
%H		51.7%	19.2%	87.5%	56.1%	31.4%
Second living/dining room	631	318	104	532	312	220
%V	4.6%	4.9%	4.6%	4.9%	5.3%	4.4%
%H		50.4%	16.5%	84.3%	49.4%	34.9%
Study/office	110	58	15	94	54	39
%V	0.8%	0.9%	0.7%	0.9%	0.9%	0.8%
%H		52.7%	13.6%	85.5%	49.1%	35.5%
TV room	39	25	4	30	21	10
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%
%H		64.1%	10.3%	76.9%	53.8%	25.6%
Conservatory	142	78	28	122	82	39
%V	1.0%	1.2%	1.2%	1.1%	1.4%	0.8%
%H		54.9%	19.7%	85.9%	57.7%	27.5%
Attic or loft room	14	8	2	12	8	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		57.1%	14.3%	85.7%	57.1%	21.4%
No specific location	14	6	3	12	6	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	21.4%	85.7%	42.9%	42.9%
Other	30	14	8	27	19	8
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%
%H		46.7%	26.7%	90.0%	63.3%	26.7%
Not Asked	847	453	150	471	278	192
%V	6.2%	7.0%	6.6%	4.3%	4.7%	3.8%
%H		53.5%	17.7%	55.6%	32.8%	22.7%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13701	6516	2273	10871	5858	5013
%H		47.6%	16.6%	79.3%	42.8%	36.6%
PVR	4678	3034	827	3231	2354	878
%V	34.1%	46.6%	36.4%	29.7%	40.2%	17.5%
%H		64.9%	17.7%	69.1%	50.3%	18.8%
DVDR	643	264	92	526	236	291
%V	4.7%	4.1%	4.0%	4.8%	4.0%	5.8%
%H		41.1%	14.3%	81.8%	36.7%	45.3%
VCR	381	145	59	317	134	183
%V	2.8%	2.2%	2.6%	2.9%	2.3%	3.7%
%H		38.1%	15.5%	83.2%	35.2%	48.0%
Any recorder	5248	3188	900	3736	2510	1226
%V	38.3%	48.9%	39.6%	34.4%	42.8%	24.5%
%H		60.7%	17.1%	71.2%	47.8%	23.4%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13701	6516	2273	10871	5858	5013
%H		47.6%	16.6%	79.3%	42.8%	36.6%
Receives HDTV (via STB or built-in reception)	4361	2236	1122	3240	2164	1075
%V	31.8%	34.3%	49.4%	29.8%	36.9%	21.4%
%H		51.3%	25.7%	74.3%	49.6%	24.7%
DVD/Blu-ray player or recorder	7980	3822	1377	6369	3505	2865
%V	58.2%	58.7%	60.6%	58.6%	59.8%	57.2%
%H		47.9%	17.3%	79.8%	43.9%	35.9%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Set level data
Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6873	2931	1058	5254	2360	2893
%H		42.6%	15.4%	76.4%	34.3%	42.1%
Under 20"	202	39	16	175	27	147
%V	2.9%	1.3%	1.5%	3.3%	1.1%	5.1%
%H		19.3%	7.9%	86.6%	13.4%	72.8%
20" - 29"	1411	386	155	1165	289	876
%V	20.5%	13.2%	14.7%	22.2%	12.2%	30.3%
%H		27.4%	11.0%	82.6%	20.5%	62.1%
30" - 39"	2854	1195	436	2218	974	1244
%V	41.5%	40.8%	41.2%	42.2%	41.3%	43.0%
%H		41.9%	15.3%	77.7%	34.1%	43.6%
40" and over	2286	1287	440	1638	1050	588
%V	33.3%	43.9%	41.6%	31.2%	44.5%	20.3%
%H		56.3%	19.2%	71.7%	45.9%	25.7%
Don't know	74	24	12	58	19	39
%V	1.1%	0.8%	1.1%	1.1%	0.8%	1.3%
%H		32.4%	16.2%	78.4%	25.7%	52.7%
Not Asked	46	0	0	0	1	0
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	2.2%	0.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6873	2931	1058	5254	2360	2893
%H		42.6%	15.4%	76.4%	34.3%	42.1%
PVR	3632	2284	645	2525	1779	746
%V	52.8%	77.9%	61.0%	48.1%	75.4%	25.8%
%H		62.9%	17.8%	69.5%	49.0%	20.5%
DVDR	511	198	73	412	168	244
%V	7.4%	6.8%	6.9%	7.8%	7.1%	8.4%
%H		38.7%	14.3%	80.6%	32.9%	47.7%
VCR	306	106	47	250	93	157
%V	4.5%	3.6%	4.4%	4.8%	3.9%	5.4%
%H		34.6%	15.4%	81.7%	30.4%	51.3%
Any recorder	4055	2367	698	2896	1860	1036
%V	59.0%	80.8%	66.0%	55.1%	78.8%	35.8%
%H		58.4%	17.2%	71.4%	45.9%	25.5%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6873	2931	1058	5254	2360	2893
%H		42.6%	15.4%	76.4%	34.3%	42.1%
Receives HDTV (via STB or built-in reception)	3058	1590	769	2201	1455	746
%V	44.5%	54.2%	72.7%	41.9%	61.7%	25.8%
%H		52.0%	25.1%	72.0%	47.6%	24.4%
DVD/Blu-ray player or recorder	5207	2325	837	4000	1915	2085
%V	75.8%	79.3%	79.1%	76.1%	81.1%	72.1%
%H		44.7%	16.1%	76.8%	36.8%	40.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Set level data
Table 19.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	6828	3585	1214	5617	3497	2120
%H		52.5%	17.8%	82.3%	51.2%	31.0%
Under 20"	2174	1051	333	1923	1103	820
%V	31.8%	29.3%	27.4%	34.2%	31.5%	38.7%
%H		48.3%	15.3%	88.5%	50.7%	37.7%
20" - 29"	2146	1082	371	1841	1118	723
%V	31.4%	30.2%	30.6%	32.8%	32.0%	34.1%
%H		50.4%	17.3%	85.8%	52.1%	33.7%
30" - 39"	1213	698	259	1000	720	280
%V	17.8%	19.5%	21.3%	17.8%	20.6%	13.2%
%H		57.5%	21.4%	82.4%	59.4%	23.1%
40" and over	402	249	89	304	231	74
%V	5.9%	6.9%	7.3%	5.4%	6.6%	3.5%
%H		61.9%	22.1%	75.6%	57.5%	18.4%
Don't know	92	51	12	78	48	30
%V	1.3%	1.4%	1.0%	1.4%	1.4%	1.4%
%H		55.4%	13.0%	84.8%	52.2%	32.6%
Not Asked	801	454	150	471	277	193
%V	11.7%	12.7%	12.4%	8.4%	7.9%	9.1%
%H		56.7%	18.7%	58.8%	34.6%	24.1%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Set level data
Table 19.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	6828	3585	1214	5617	3497	2120
%H		52.5%	17.8%	82.3%	51.2%	31.0%
PVR	1046	750	182	706	574	132
%V	15.3%	20.9%	15.0%	12.6%	16.4%	6.2%
%H		71.7%	17.4%	67.5%	54.9%	12.6%
DVDR	132	67	20	114	67	46
%V	1.9%	1.9%	1.6%	2.0%	1.9%	2.2%
%H		50.8%	15.2%	86.4%	50.8%	34.8%
VCR	75	39	12	67	41	26
%V	1.1%	1.1%	1.0%	1.2%	1.2%	1.2%
%H		52.0%	16.0%	89.3%	54.7%	34.7%
Any recorder	1193	821	202	840	649	191
%V	17.5%	22.9%	16.6%	15.0%	18.6%	9.0%
%H		68.8%	16.9%	70.4%	54.4%	16.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 19.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	6828	3585	1214	5617	3497	2120
%H		52.5%	17.8%	82.3%	51.2%	31.0%
Receives HDTV (via STB or built-in reception)	1303	647	354	1038	709	329
%V	19.1%	18.0%	29.2%	18.5%	20.3%	15.5%
%H		49.7%	27.2%	79.7%	54.4%	25.2%
DVD/Blu-ray player or recorder	2773	1497	540	2369	1590	779
%V	40.6%	41.8%	44.5%	42.2%	45.5%	36.7%
%H		54.0%	19.5%	85.4%	57.3%	28.1%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Individual level data

Table 19.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	16225	15778	7540	2735	11760	6196	5565
%H		97.2%	46.5%	16.9%	72.5%	38.2%	34.3%
Total Children	3056	3009	1623	585	2095	1273	821
%V	18.8%	19.1%	21.5%	21.4%	17.8%	20.5%	14.8%
%H		98.5%	53.1%	19.1%	68.6%	41.7%	26.9%
0 - 3	798	777	405	150	513	288	225
%V	4.9%	4.9%	5.4%	5.5%	4.4%	4.6%	4.0%
%H		97.4%	50.8%	18.8%	64.3%	36.1%	28.2%
4 - 15	2257	2232	1217	435	1582	985	596
%V	13.9%	14.1%	16.1%	15.9%	13.5%	15.9%	10.7%
%H		98.9%	53.9%	19.3%	70.1%	43.6%	26.4%
4 - 9	1168	1150	625	213	804	485	319
%V	7.2%	7.3%	8.3%	7.8%	6.8%	7.8%	5.7%
%H		98.5%	53.5%	18.2%	68.8%	41.5%	27.3%
10 - 15	1090	1082	593	222	778	501	277
%V	6.7%	6.9%	7.9%	8.1%	6.6%	8.1%	5.0%
%H		99.3%	54.4%	20.4%	71.4%	46.0%	25.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest
Individual level data
Table 19.22: Adults - Age
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	16225	15778	7540	2735	11760	6196	5565
%H		97.2%	46.5%	16.9%	72.5%	38.2%	34.3%
Total Adults (16+)	13169	12769	5917	2150	9666	4922	4743
%V	81.2%	80.9%	78.5%	78.6%	82.2%	79.4%	85.2%
%H		97.0%	44.9%	16.3%	73.4%	37.4%	36.0%
16 - 19	792	771	402	157	567	357	210
%V	4.9%	4.9%	5.3%	5.7%	4.8%	5.8%	3.8%
%H		97.3%	50.8%	19.8%	71.6%	45.1%	26.5%
20 - 24	1039	948	451	188	676	382	295
%V	6.4%	6.0%	6.0%	6.9%	5.7%	6.2%	5.3%
%H		91.2%	43.4%	18.1%	65.1%	36.8%	28.4%
25 - 34	2065	1970	995	393	1352	772	580
%V	12.7%	12.5%	13.2%	14.4%	11.5%	12.5%	10.4%
%H		95.4%	48.2%	19.0%	65.5%	37.4%	28.1%
35 - 44	2070	2005	1058	388	1425	860	565
%V	12.8%	12.7%	14.0%	14.2%	12.1%	13.9%	10.2%
%H		96.9%	51.1%	18.7%	68.8%	41.5%	27.3%
45 - 54	2273	2231	1114	417	1686	966	721
%V	14.0%	14.1%	14.8%	15.2%	14.3%	15.6%	13.0%
%H		98.2%	49.0%	18.3%	74.2%	42.5%	31.7%
55 - 64	1965	1926	866	301	1525	753	772
%V	12.1%	12.2%	11.5%	11.0%	13.0%	12.2%	13.9%
%H		98.0%	44.1%	15.3%	77.6%	38.3%	39.3%
65+	2964	2918	1030	305	2434	833	1601
%V	18.3%	18.5%	13.7%	11.2%	20.7%	13.4%	28.8%
%H		98.4%	34.8%	10.3%	82.1%	28.1%	54.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Individual level data
Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13169	12769	5917	2150	9666	4922	4743
%H		97.0%	44.9%	16.3%	73.4%	37.4%	36.0%
AB	3282	3211	1571	465	2477	1282	1195
%V	24.9%	25.1%	26.6%	21.6%	25.6%	26.0%	25.2%
%H		97.8%	47.9%	14.2%	75.5%	39.1%	36.4%
C1	3554	3401	1524	611	2573	1318	1255
%V	27.0%	26.6%	25.8%	28.4%	26.6%	26.8%	26.5%
%H		95.7%	42.9%	17.2%	72.4%	37.1%	35.3%
C2	2925	2869	1403	528	2206	1247	959
%V	22.2%	22.5%	23.7%	24.6%	22.8%	25.3%	20.2%
%H		98.1%	48.0%	18.1%	75.4%	42.6%	32.8%
D	2070	2004	958	364	1424	735	690
%V	15.7%	15.7%	16.2%	16.9%	14.7%	14.9%	14.5%
%H		96.8%	46.3%	17.6%	68.8%	35.5%	33.3%
E	1338	1284	460	181	985	341	645
%V	10.2%	10.1%	7.8%	8.4%	10.2%	6.9%	13.6%
%H		96.0%	34.4%	13.5%	73.6%	25.5%	48.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV MidWest
Individual level data
Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13169	12769	5917	2150	9666	4922	4743
%H		97.0%	44.9%	16.3%	73.4%	37.4%	36.0%
Working full time	5689	5537	2846	1067	4082	2417	1665
%V	43.2%	43.4%	48.1%	49.6%	42.2%	49.1%	35.1%
%H		97.3%	50.0%	18.8%	71.8%	42.5%	29.3%
Working part time	1433	1407	680	244	1044	560	485
%V	10.9%	11.0%	11.5%	11.3%	10.8%	11.4%	10.2%
%H		98.2%	47.5%	17.0%	72.9%	39.1%	33.8%
Not working	6047	5825	2390	839	4540	1946	2593
%V	45.9%	45.6%	40.4%	39.0%	47.0%	39.5%	54.7%
%H		96.3%	39.5%	13.9%	75.1%	32.2%	42.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6423	6198	2946	1063	4635	2443	2192
%H		96.5%	45.9%	16.5%	72.2%	38.0%	34.1%
16 - 19	407	399	213	80	294	190	104
%V	6.3%	6.4%	7.2%	7.5%	6.3%	7.8%	4.7%
%H		98.0%	52.3%	19.7%	72.2%	46.7%	25.6%
20 - 24	522	475	232	91	335	194	140
%V	8.1%	7.7%	7.9%	8.6%	7.2%	7.9%	6.4%
%H		91.0%	44.4%	17.4%	64.2%	37.2%	26.8%
25 - 34	1040	987	497	198	676	390	286
%V	16.2%	15.9%	16.9%	18.6%	14.6%	16.0%	13.0%
%H		94.9%	47.8%	19.0%	65.0%	37.5%	27.5%
35 - 44	1021	981	520	187	695	418	277
%V	15.9%	15.8%	17.7%	17.6%	15.0%	17.1%	12.6%
%H		96.1%	50.9%	18.3%	68.1%	40.9%	27.1%
45 - 54	1111	1086	541	210	805	460	345
%V	17.3%	17.5%	18.4%	19.8%	17.4%	18.8%	15.7%
%H		97.7%	48.7%	18.9%	72.5%	41.4%	31.1%
55 - 64	961	936	427	143	739	370	369
%V	15.0%	15.1%	14.5%	13.5%	15.9%	15.1%	16.8%
%H		97.4%	44.4%	14.9%	76.9%	38.5%	38.4%
65+	1361	1335	516	154	1093	420	672
%V	21.2%	21.5%	17.5%	14.5%	23.6%	17.2%	30.7%
%H		98.1%	37.9%	11.3%	80.3%	30.9%	49.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6423	6198	2946	1063	4635	2443	2192
%H		96.5%	45.9%	16.5%	72.2%	38.0%	34.1%
AB	1645	1606	802	233	1231	654	577
%V	25.6%	25.9%	27.2%	21.9%	26.6%	26.8%	26.3%
%H		97.6%	48.8%	14.2%	74.8%	39.8%	35.1%
C1	1654	1576	733	289	1177	633	545
%V	25.8%	25.4%	24.9%	27.2%	25.4%	25.9%	24.9%
%H		95.3%	44.3%	17.5%	71.2%	38.3%	33.0%
C2	1573	1531	743	282	1171	658	512
%V	24.5%	24.7%	25.2%	26.5%	25.3%	26.9%	23.4%
%H		97.3%	47.2%	17.9%	74.4%	41.8%	32.5%
D	1025	988	482	187	685	364	321
%V	16.0%	15.9%	16.4%	17.6%	14.8%	14.9%	14.6%
%H		96.4%	47.0%	18.2%	66.8%	35.5%	31.3%
E	526	498	185	73	371	135	236
%V	8.2%	8.0%	6.3%	6.9%	8.0%	5.5%	10.8%
%H		94.7%	35.2%	13.9%	70.5%	25.7%	44.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6423	6198	2946	1063	4635	2443	2192
%H		96.5%	45.9%	16.5%	72.2%	38.0%	34.1%
Working full time	3544	3446	1798	656	2517	1507	1010
%V	55.2%	55.6%	61.0%	61.7%	54.3%	61.7%	46.1%
%H		97.2%	50.7%	18.5%	71.0%	42.5%	28.5%
Working part time	319	307	139	44	228	108	120
%V	5.0%	5.0%	4.7%	4.1%	4.9%	4.4%	5.5%
%H		96.2%	43.6%	13.8%	71.5%	33.9%	37.6%
Not working	2560	2445	1009	363	1890	828	1062
%V	39.9%	39.4%	34.2%	34.1%	40.8%	33.9%	48.4%
%H		95.5%	39.4%	14.2%	73.8%	32.3%	41.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Individual level data
Table 19.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6745	6570	2971	1087	5030	2479	2551
%H		97.4%	44.0%	16.1%	74.6%	36.8%	37.8%
16 - 19	385	372	189	78	273	167	106
%V	5.7%	5.7%	6.4%	7.2%	5.4%	6.7%	4.2%
%H		96.6%	49.1%	20.3%	70.9%	43.4%	27.5%
20 - 24	518	474	220	97	342	187	155
%V	7.7%	7.2%	7.4%	8.9%	6.8%	7.5%	6.1%
%H		91.5%	42.5%	18.7%	66.0%	36.1%	29.9%
25 - 34	1025	983	498	195	676	381	295
%V	15.2%	15.0%	16.8%	17.9%	13.4%	15.4%	11.6%
%H		95.9%	48.6%	19.0%	66.0%	37.2%	28.8%
35 - 44	1049	1023	537	202	730	442	288
%V	15.6%	15.6%	18.1%	18.6%	14.5%	17.8%	11.3%
%H		97.5%	51.2%	19.3%	69.6%	42.1%	27.5%
45 - 54	1162	1145	574	207	882	506	376
%V	17.2%	17.4%	19.3%	19.0%	17.5%	20.4%	14.7%
%H		98.5%	49.4%	17.8%	75.9%	43.5%	32.4%
55 - 64	1004	991	439	157	786	383	403
%V	14.9%	15.1%	14.8%	14.4%	15.6%	15.4%	15.8%
%H		98.7%	43.7%	15.6%	78.3%	38.1%	40.1%
65+	1603	1583	514	151	1342	413	929
%V	23.8%	24.1%	17.3%	13.9%	26.7%	16.7%	36.4%
%H		98.8%	32.1%	9.4%	83.7%	25.8%	58.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Individual level data
Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6745	6570	2971	1087	5030	2479	2551
%H		97.4%	44.0%	16.1%	74.6%	36.8%	37.8%
AB	1636	1605	769	231	1246	628	618
%V	24.3%	24.4%	25.9%	21.3%	24.8%	25.3%	24.2%
%H		98.1%	47.0%	14.1%	76.2%	38.4%	37.8%
C1	1899	1825	791	323	1395	685	710
%V	28.2%	27.8%	26.6%	29.7%	27.7%	27.6%	27.8%
%H		96.1%	41.7%	17.0%	73.5%	36.1%	37.4%
C2	1352	1338	660	246	1036	589	447
%V	20.0%	20.4%	22.2%	22.6%	20.6%	23.8%	17.5%
%H		99.0%	48.8%	18.2%	76.6%	43.6%	33.1%
D	1045	1016	476	178	739	371	368
%V	15.5%	15.5%	16.0%	16.4%	14.7%	15.0%	14.4%
%H		97.2%	45.6%	17.0%	70.7%	35.5%	35.2%
E	812	786	275	109	614	206	408
%V	12.0%	12.0%	9.3%	10.0%	12.2%	8.3%	16.0%
%H		96.8%	33.9%	13.4%	75.6%	25.4%	50.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV MidWest
Individual level data
Table 19.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6745	6570	2971	1087	5030	2479	2551
%H		97.4%	44.0%	16.1%	74.6%	36.8%	37.8%
Working full time	2145	2091	1048	411	1565	909	655
%V	31.8%	31.8%	35.3%	37.8%	31.1%	36.7%	25.7%
%H		97.5%	48.9%	19.2%	73.0%	42.4%	30.5%
Working part time	1114	1099	541	200	816	452	364
%V	16.5%	16.7%	18.2%	18.4%	16.2%	18.2%	14.3%
%H		98.7%	48.6%	18.0%	73.2%	40.6%	32.7%
Not working	3486	3380	1382	476	2650	1118	1532
%V	51.7%	51.4%	46.5%	43.8%	52.7%	45.1%	60.1%
%H		97.0%	39.6%	13.7%	76.0%	32.1%	43.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South and South East

Household level data

Table 20.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
AB	795	772	362	118	553	258	294
%V	30.1%	30.2%	32.1%	28.6%	30.3%	31.9%	28.9%
%H (All HH)		97.1%	45.5%	14.8%	69.6%	32.5%	37.0%
%H (TV HH)			46.9%	15.3%	71.6%	33.4%	38.1%
C1	747	718	327	119	507	230	277
%V	28.3%	28.1%	29.0%	28.8%	27.7%	28.4%	27.2%
%H (All HH)		96.1%	43.8%	15.9%	67.9%	30.8%	37.1%
%H (TV HH)			45.5%	16.6%	70.6%	32.0%	38.6%
C2	518	504	249	96	349	188	161
%V	19.6%	19.7%	22.1%	23.2%	19.1%	23.2%	15.8%
%H (All HH)		97.3%	48.1%	18.5%	67.4%	36.3%	31.1%
%H (TV HH)			49.4%	19.0%	69.2%	37.3%	31.9%
D	323	309	120	51	221	82	138
%V	12.2%	12.1%	10.6%	12.3%	12.1%	10.1%	13.6%
%H (All HH)		95.7%	37.2%	15.8%	68.4%	25.4%	42.7%
%H (TV HH)			38.8%	16.5%	71.5%	26.5%	44.7%
E	258	250	71	29	198	51	147
%V	9.8%	9.8%	6.3%	7.0%	10.8%	6.3%	14.5%
%H (All HH)		96.9%	27.5%	11.2%	76.7%	19.8%	57.0%
%H (TV HH)			28.4%	11.6%	79.2%	20.4%	58.8%

Base: ITV South and 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

April 2012 - March 2013

ITV South and South East

Household level data

Table 20.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Under 25	96	82	33	17	46	15	31
%V	3.6%	3.2%	2.9%	4.1%	2.5%	1.9%	3.0%
%H (All HH)		85.4%	34.4%	17.7%	47.9%	15.6%	32.3%
%H (TV HH)			40.2%	20.7%	56.1%	18.3%	37.8%
25 - 34	361	341	187	73	188	109	78
%V	13.7%	13.4%	16.6%	17.7%	10.3%	13.5%	7.7%
%H (All HH)		94.5%	51.8%	20.2%	52.1%	30.2%	21.6%
%H (TV HH)			54.8%	21.4%	55.1%	32.0%	22.9%
35 - 44	433	419	226	84	270	157	113
%V	16.4%	16.4%	20.0%	20.3%	14.8%	19.4%	11.1%
%H (All HH)		96.8%	52.2%	19.4%	62.4%	36.3%	26.1%
%H (TV HH)			53.9%	20.0%	64.4%	37.5%	27.0%
45 - 54	517	501	237	107	353	190	163
%V	19.6%	19.6%	21.0%	25.9%	19.3%	23.5%	16.0%
%H (All HH)		96.9%	45.8%	20.7%	68.3%	36.8%	31.5%
%H (TV HH)			47.3%	21.4%	70.5%	37.9%	32.5%
55 - 64	444	431	195	64	328	152	176
%V	16.8%	16.9%	17.3%	15.5%	17.9%	18.8%	17.3%
%H (All HH)		97.1%	43.9%	14.4%	73.9%	34.2%	39.6%
%H (TV HH)			45.2%	14.8%	76.1%	35.3%	40.8%
65 +	789	779	251	68	644	187	457
%V	29.9%	30.5%	22.2%	16.5%	35.2%	23.1%	44.9%
%H (All HH)		98.7%	31.8%	8.6%	81.6%	23.7%	57.9%
%H (TV HH)			32.2%	8.7%	82.7%	24.0%	58.7%

Base: ITV South and 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
April 2012 - March 2013
ITV South and South East
Household level data
Table 20.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
1	903	849	257	89	663	166	497
%V	34.2%	33.3%	22.8%	21.5%	36.3%	20.5%	48.9%
%H (All HH)		94.0%	28.5%	9.9%	73.4%	18.4%	55.0%
%H (TV HH)			30.3%	10.5%	78.1%	19.6%	58.5%
2	834	823	388	123	590	275	315
%V	31.6%	32.2%	34.4%	29.8%	32.3%	34.0%	31.0%
%H (All HH)		98.7%	46.5%	14.7%	70.7%	33.0%	37.8%
%H (TV HH)			47.1%	14.9%	71.7%	33.4%	38.3%
3	383	373	191	86	244	146	98
%V	14.5%	14.6%	16.9%	20.8%	13.3%	18.0%	9.6%
%H (All HH)		97.4%	49.9%	22.5%	63.7%	38.1%	25.6%
%H (TV HH)			51.2%	23.1%	65.4%	39.1%	26.3%
4	375	367	220	79	230	154	77
%V	14.2%	14.4%	19.5%	19.1%	12.6%	19.0%	7.6%
%H (All HH)		97.9%	58.7%	21.1%	61.3%	41.1%	20.5%
%H (TV HH)			59.9%	21.5%	62.7%	42.0%	21.0%
5+	147	141	73	37	100	69	31
%V	5.6%	5.5%	6.5%	9.0%	5.5%	8.5%	3.0%
%H (All HH)		95.9%	49.7%	25.2%	68.0%	46.9%	21.1%
%H (TV HH)			51.8%	26.2%	70.9%	48.9%	22.0%
Average HH size	2.28	2.29	2.55	2.68	2.21	2.64	1.86

Base: ITV South and 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

April 2012 - March 2013

ITV South and South East

Household level data

Table 20.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Without	1980	1901	765	277	1421	560	861
%V	75.0%	74.5%	67.8%	67.1%	77.7%	69.1%	84.7%
%H (All HH)		96.0%	38.6%	14.0%	71.8%	28.3%	43.5%
%H (TV HH)			40.2%	14.6%	74.8%	29.5%	45.3%
With	661	652	364	137	406	250	157
%V	25.0%	25.5%	32.2%	33.2%	22.2%	30.9%	15.4%
%H (All HH)		98.6%	55.1%	20.7%	61.4%	37.8%	23.8%
%H (TV HH)			55.8%	21.0%	62.3%	38.3%	24.1%
0 - 3	250	246	130	50	148	80	68
%V	9.5%	9.6%	11.5%	12.1%	8.1%	9.9%	6.7%
%H (All HH)		98.4%	52.0%	20.0%	59.2%	32.0%	27.2%
%H (TV HH)			52.8%	20.3%	60.2%	32.5%	27.6%
4 - 9	325	323	186	68	193	124	69
%V	12.3%	12.7%	16.5%	16.5%	10.6%	15.3%	6.8%
%H (All HH)		99.4%	57.2%	20.9%	59.4%	38.2%	21.2%
%H (TV HH)			57.6%	21.1%	59.8%	38.4%	21.4%
10 - 15	294	291	165	64	193	128	66
%V	11.1%	11.4%	14.6%	15.5%	10.6%	15.8%	6.5%
%H (All HH)		99.0%	56.1%	21.8%	65.6%	43.5%	22.4%
%H (TV HH)			56.7%	22.0%	66.3%	44.0%	22.7%

Base: ITV South and 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

April 2012 - March 2013

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
1	996	996	334	131	651	135	515
%V	37.7%	39.0%	29.6%	31.7%	35.6%	16.7%	50.6%
%H (All HH)		100.0%	33.5%	13.2%	65.4%	13.6%	51.7%
%H (TV HH)			33.5%	13.2%	65.4%	13.6%	51.7%
2	888	888	420	133	657	318	339
%V	33.6%	34.8%	37.2%	32.2%	35.9%	39.3%	33.3%
%H (All HH)		100.0%	47.3%	15.0%	74.0%	35.8%	38.2%
%H (TV HH)			47.3%	15.0%	74.0%	35.8%	38.2%
3	402	402	218	81	306	195	111
%V	15.2%	15.7%	19.3%	19.6%	16.7%	24.1%	10.9%
%H (All HH)		100.0%	54.2%	20.1%	76.1%	48.5%	27.6%
%H (TV HH)			54.2%	20.1%	76.1%	48.5%	27.6%
4	178	178	100	43	142	101	41
%V	6.7%	7.0%	8.9%	10.4%	7.8%	12.5%	4.0%
%H (All HH)		100.0%	56.2%	24.2%	79.8%	56.7%	23.0%
%H (TV HH)			56.2%	24.2%	79.8%	56.7%	23.0%
5+	89	89	57	25	71	60	11
%V	3.4%	3.5%	5.0%	6.1%	3.9%	7.4%	1.1%
%H (All HH)		100.0%	64.0%	28.1%	79.8%	67.4%	12.4%
%H (TV HH)			64.0%	28.1%	79.8%	67.4%	12.4%

Base: ITV South and 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

April 2012 - March 2013

ITV South and South East

Household level data

Table 20.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Under 20"	779	779	360	118	632	323	309
%V	29.5%	30.5%	31.9%	28.6%	34.6%	39.9%	30.4%
%H (All HH)		100.0%	46.2%	15.1%	81.1%	41.5%	39.7%
%H (TV HH)			46.2%	15.1%	81.1%	41.5%	39.7%
20" - 29"	1052	1052	422	163	833	358	475
%V	39.8%	41.2%	37.4%	39.5%	45.6%	44.2%	46.7%
%H (All HH)		100.0%	40.1%	15.5%	79.2%	34.0%	45.2%
%H (TV HH)			40.1%	15.5%	79.2%	34.0%	45.2%
30" - 39"	1276	1276	592	226	931	458	473
%V	48.3%	50.0%	52.4%	54.7%	50.9%	56.5%	46.5%
%H (All HH)		100.0%	46.4%	17.7%	73.0%	35.9%	37.1%
%H (TV HH)			46.4%	17.7%	73.0%	35.9%	37.1%
40" and over	874	874	527	176	569	384	185
%V	33.1%	34.2%	46.7%	42.6%	31.1%	47.4%	18.2%
%H (All HH)		100.0%	60.3%	20.1%	65.1%	43.9%	21.2%
%H (TV HH)			60.3%	20.1%	65.1%	43.9%	21.2%

Base: ITV South and 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

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ITV South and South East

Household level data

Table 20.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Main living room	2512	2512	1118	408	1808	805	1003
%V	95.1%	98.4%	99.0%	98.8%	98.9%	99.4%	98.6%
%H (All HH)		100.0%	44.5%	16.2%	72.0%	32.0%	39.9%
%H (TV HH)			44.5%	16.2%	72.0%	32.0%	39.9%
Kitchen	331	331	159	49	284	152	132
%V	12.5%	13.0%	14.1%	11.9%	15.5%	18.8%	13.0%
%H (All HH)		100.0%	48.0%	14.8%	85.8%	45.9%	39.9%
%H (TV HH)			48.0%	14.8%	85.8%	45.9%	39.9%
Adult's bedroom	1062	1062	559	209	810	497	313
%V	40.2%	41.6%	49.5%	50.6%	44.3%	61.4%	30.8%
%H (All HH)		100.0%	52.6%	19.7%	76.3%	46.8%	29.5%
%H (TV HH)			52.6%	19.7%	76.3%	46.8%	29.5%
Child's bedroom	180	180	108	45	140	107	33
%V	6.8%	7.1%	9.6%	10.9%	7.7%	13.2%	3.2%
%H (All HH)		100.0%	60.0%	25.0%	77.8%	59.4%	18.3%
%H (TV HH)			60.0%	25.0%	77.8%	59.4%	18.3%
Other bedroom	150	150	77	33	125	80	45
%V	5.7%	5.9%	6.8%	8.0%	6.8%	9.9%	4.4%
%H (All HH)		100.0%	51.3%	22.0%	83.3%	53.3%	30.0%
%H (TV HH)			51.3%	22.0%	83.3%	53.3%	30.0%
Second living/dining room	190	190	106	35	148	94	54
%V	7.2%	7.4%	9.4%	8.5%	8.1%	11.6%	5.3%
%H (All HH)		100.0%	55.8%	18.4%	77.9%	49.5%	28.4%
%H (TV HH)			55.8%	18.4%	77.9%	49.5%	28.4%
Study/office	54	54	23	12	45	23	21
%V	2.0%	2.1%	2.0%	2.9%	2.5%	2.8%	2.1%
%H (All HH)		100.0%	42.6%	22.2%	83.3%	42.6%	38.9%
%H (TV HH)			42.6%	22.2%	83.3%	42.6%	38.9%
TV room	23	23	17	4	15	13	2
%V	0.9%	0.9%	1.5%	1.0%	0.8%	1.6%	0.2%
%H (All HH)		100.0%	73.9%	17.4%	65.2%	56.5%	8.7%
%H (TV HH)			73.9%	17.4%	65.2%	56.5%	8.7%
Conservatory	53	53	30	7	42	27	16
%V	2.0%	2.1%	2.7%	1.7%	2.3%	3.3%	1.6%
%H (All HH)		100.0%	56.6%	13.2%	79.2%	50.9%	30.2%
%H (TV HH)			56.6%	13.2%	79.2%	50.9%	30.2%
Attic or loft room	3	3	2	1	3	2	1
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%
No specific location	5	5	2	3	3	2	0
%V	0.2%	0.2%	0.2%	0.7%	0.2%	0.2%	0.0%
%H (All HH)		100.0%	40.0%	60.0%	60.0%	40.0%	0.0%
%H (TV HH)			40.0%	60.0%	60.0%	40.0%	0.0%
Other	13	13	10	1	9	8	1
%V	0.5%	0.5%	0.9%	0.2%	0.5%	1.0%	0.1%
%H (All HH)		100.0%	76.9%	7.7%	69.2%	61.5%	7.7%
%H (TV HH)			76.9%	7.7%	69.2%	61.5%	7.7%

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
PVR	1452	1452	893	285	936	637	299
%V	55.0%	56.9%	79.1%	69.0%	51.2%	78.6%	29.4%
%H (All HH)		100.0%	61.5%	19.6%	64.5%	43.9%	20.6%
%H (TV HH)			61.5%	19.6%	64.5%	43.9%	20.6%
DVDR	239	239	90	38	188	74	114
%V	9.0%	9.4%	8.0%	9.2%	10.3%	9.1%	11.2%
%H (All HH)		100.0%	37.7%	15.9%	78.7%	31.0%	47.7%
%H (TV HH)			37.7%	15.9%	78.7%	31.0%	47.7%
VCR	172	172	63	20	142	53	90
%V	6.5%	6.7%	5.6%	4.8%	7.8%	6.5%	8.8%
%H (All HH)		100.0%	36.6%	11.6%	82.6%	30.8%	52.3%
%H (TV HH)			36.6%	11.6%	82.6%	30.8%	52.3%
Any recorder	1634	1634	918	306	1098	664	434
%V	61.9%	64.0%	81.3%	74.1%	60.1%	82.0%	42.7%
%H (All HH)		100.0%	56.2%	18.7%	67.2%	40.6%	26.6%
%H (TV HH)			56.2%	18.7%	67.2%	40.6%	26.6%

Base: ITV South and 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
April 2012 - March 2013
ITV South and South East
Household level data
Table 20.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Receives HDTV (via STB or built-in reception)	1246	1246	666	316	820	532	289
%V	47.2%	48.8%	59.0%	76.5%	44.9%	65.7%	28.4%
%H (All HH)		100.0%	53.5%	25.4%	65.8%	42.7%	23.2%
%H (TV HH)			53.5%	25.4%	65.8%	42.7%	23.2%
DVD/Blu-ray player or recorder	2112	2112	983	361	1513	729	784
%V	80.0%	82.7%	87.1%	87.4%	82.8%	90.0%	77.1%
%H (All HH)		100.0%	46.5%	17.1%	71.6%	34.5%	37.1%
%H (TV HH)			46.5%	17.1%	71.6%	34.5%	37.1%

Base: ITV South and 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
April 2012 - March 2013
ITV South and South East
Household level data
Table 20.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2641	2553	1129	413	1828	810	1017
%H (All HH)		96.7%	42.7%	15.6%	69.2%	30.7%	38.5%
%H (TV HH)			44.2%	16.2%	71.6%	31.7%	39.8%
Has PC or Laptop	2095	2029	999	371	1393	725	668
%V	79.3%	79.5%	88.5%	89.8%	76.2%	89.5%	65.7%
%H (All HH)		96.8%	47.7%	17.7%	66.5%	34.6%	31.9%
%H (TV HH)			49.2%	18.3%	68.7%	35.7%	32.9%
Has broadband internet	1973	1918	969	364	1299	702	598
%V	74.7%	75.1%	85.8%	88.1%	71.1%	86.7%	58.8%
%H (All HH)		97.2%	49.1%	18.4%	65.8%	35.6%	30.3%
%H (TV HH)			50.5%	19.0%	67.7%	36.6%	31.2%

Base: ITV South and 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

April 2012 - March 2013

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5178	2545	949	3844	2094	1750
%H		49.2%	18.3%	74.2%	40.4%	33.8%
Under 20"	1011	486	161	828	447	380
%V	19.5%	19.1%	17.0%	21.5%	21.3%	21.7%
%H		48.1%	15.9%	81.9%	44.2%	37.6%
20" - 29"	1312	538	224	1060	494	566
%V	25.3%	21.1%	23.6%	27.6%	23.6%	32.3%
%H		41.0%	17.1%	80.8%	37.7%	43.1%
30" - 39"	1470	699	274	1070	555	515
%V	28.4%	27.5%	28.9%	27.8%	26.5%	29.4%
%H		47.6%	18.6%	72.8%	37.8%	35.0%
40" and over	1007	616	210	661	462	200
%V	19.4%	24.2%	22.1%	17.2%	22.1%	11.4%
%H		61.2%	20.9%	65.6%	45.9%	19.9%
Don't know	51	22	15	35	20	15
%V	1.0%	0.9%	1.6%	0.9%	1.0%	0.9%
%H		43.1%	29.4%	68.6%	39.2%	29.4%
Not Asked	327	184	65	190	116	74
%V	6.3%	7.2%	6.8%	4.9%	5.5%	4.2%
%H		56.3%	19.9%	58.1%	35.5%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Set level data
Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5178	2545	949	3844	2094	1750
%H		49.2%	18.3%	74.2%	40.4%	33.8%
Main living room	2526	1126	409	1820	812	1007
%V	48.8%	44.2%	43.1%	47.3%	38.8%	57.5%
%H		44.6%	16.2%	72.1%	32.1%	39.9%
Kitchen	333	161	49	286	153	133
%V	6.4%	6.3%	5.2%	7.4%	7.3%	7.6%
%H		48.3%	14.7%	85.9%	45.9%	39.9%
Adult's bedroom	1234	653	257	945	594	351
%V	23.8%	25.7%	27.1%	24.6%	28.4%	20.1%
%H		52.9%	20.8%	76.6%	48.1%	28.4%
Child's bedroom	230	137	61	183	144	38
%V	4.4%	5.4%	6.4%	4.8%	6.9%	2.2%
%H		59.6%	26.5%	79.6%	62.6%	16.5%
Other bedroom	179	91	46	151	102	49
%V	3.5%	3.6%	4.8%	3.9%	4.9%	2.8%
%H		50.8%	25.7%	84.4%	57.0%	27.4%
Second living/dining room	194	109	35	151	96	55
%V	3.7%	4.3%	3.7%	3.9%	4.6%	3.1%
%H		56.2%	18.0%	77.8%	49.5%	28.4%
Study/office	55	23	12	46	23	22
%V	1.1%	0.9%	1.3%	1.2%	1.1%	1.3%
%H		41.8%	21.8%	83.6%	41.8%	40.0%
TV room	23	17	4	15	13	2
%V	0.4%	0.7%	0.4%	0.4%	0.6%	0.1%
%H		73.9%	17.4%	65.2%	56.5%	8.7%
Conservatory	55	32	7	44	28	16
%V	1.1%	1.3%	0.7%	1.1%	1.3%	0.9%
%H		58.2%	12.7%	80.0%	50.9%	29.1%
Attic or loft room	3	2	1	3	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%
No specific location	6	2	3	3	2	1
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%
%H		33.3%	50.0%	50.0%	33.3%	16.7%
Other	13	10	1	9	8	1
%V	0.3%	0.4%	0.1%	0.2%	0.4%	0.1%
%H		76.9%	7.7%	69.2%	61.5%	7.7%
Not Asked	327	184	65	190	116	74
%V	6.3%	7.2%	6.8%	4.9%	5.5%	4.2%
%H		56.3%	19.9%	58.1%	35.5%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Set level data
Table 20.13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5178	2545	949	3844	2094	1750
%H		49.2%	18.3%	74.2%	40.4%	33.8%
PVR	1876	1223	367	1158	830	328
%V	36.2%	48.1%	38.7%	30.1%	39.6%	18.7%
%H		65.2%	19.6%	61.7%	44.2%	17.5%
DVDR	256	96	44	204	85	119
%V	4.9%	3.8%	4.6%	5.3%	4.1%	6.8%
%H		37.5%	17.2%	79.7%	33.2%	46.5%
VCR	185	70	22	152	58	94
%V	3.6%	2.8%	2.3%	4.0%	2.8%	5.4%
%H		37.8%	11.9%	82.2%	31.4%	50.8%
Any recorder	2115	1273	398	1370	885	486
%V	40.8%	50.0%	41.9%	35.6%	42.3%	27.8%
%H		60.2%	18.8%	64.8%	41.8%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 20.14: Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5178	2545	949	3844	2094	1750
%H		49.2%	18.3%	74.2%	40.4%	33.8%
Receives HDTV (via STB or built-in reception)	1687	904	461	1107	747	360
%V	32.6%	35.5%	48.6%	28.8%	35.7%	20.6%
%H		53.6%	27.3%	65.6%	44.3%	21.3%
DVD/Blu-ray player or recorder	3086	1511	583	2283	1248	1035
%V	59.6%	59.4%	61.4%	59.4%	59.6%	59.1%
%H		49.0%	18.9%	74.0%	40.4%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Set level data
Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2551	1129	413	1827	810	1017
%H		44.3%	16.2%	71.6%	31.8%	39.9%
Under 20"	97	23	4	73	8	65
%V	3.8%	2.0%	1.0%	4.0%	1.0%	6.4%
%H		23.7%	4.1%	75.3%	8.2%	67.0%
20" - 29"	546	155	63	425	97	327
%V	21.4%	13.7%	15.3%	23.3%	12.0%	32.2%
%H		28.4%	11.5%	77.8%	17.8%	59.9%
30" - 39"	1038	434	174	767	330	437
%V	40.7%	38.4%	42.1%	42.0%	40.7%	43.0%
%H		41.8%	16.8%	73.9%	31.8%	42.1%
40" and over	842	509	165	549	368	181
%V	33.0%	45.1%	40.0%	30.0%	45.4%	17.8%
%H		60.5%	19.6%	65.2%	43.7%	21.5%
Don't know	20	7	7	14	7	7
%V	0.8%	0.6%	1.7%	0.8%	0.9%	0.7%
%H		35.0%	35.0%	70.0%	35.0%	35.0%
Not Asked	8	1	0	0	0	0
%V	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		12.5%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2551	1129	413	1827	810	1017
%H		44.3%	16.2%	71.6%	31.8%	39.9%
PVR	1424	886	276	912	626	286
%V	55.8%	78.5%	66.8%	49.9%	77.3%	28.1%
%H		62.2%	19.4%	64.0%	44.0%	20.1%
DVDR	211	76	31	165	60	106
%V	8.3%	6.7%	7.5%	9.0%	7.4%	10.4%
%H		36.0%	14.7%	78.2%	28.4%	50.2%
VCR	150	50	19	123	41	82
%V	5.9%	4.4%	4.6%	6.7%	5.1%	8.1%
%H		33.3%	12.7%	82.0%	27.3%	54.7%
Any recorder	1607	912	297	1075	654	421
%V	63.0%	80.8%	71.9%	58.8%	80.7%	41.4%
%H		56.8%	18.5%	66.9%	40.7%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2551	1129	413	1827	810	1017
%H		44.3%	16.2%	71.6%	31.8%	39.9%
Receives HDTV (via STB or built-in reception)	1213	651	310	794	518	276
%V	47.5%	57.7%	75.1%	43.5%	64.0%	27.1%
%H		53.7%	25.6%	65.5%	42.7%	22.8%
DVD/Blu-ray player or recorder	2017	932	341	1439	678	761
%V	79.1%	82.6%	82.6%	78.8%	83.7%	74.8%
%H		46.2%	16.9%	71.3%	33.6%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Set level data
Table 20.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2627	1416	536	2017	1284	733
%H		53.9%	20.4%	76.8%	48.9%	27.9%
Under 20"	914	463	157	755	439	316
%V	34.8%	32.7%	29.3%	37.4%	34.2%	43.1%
%H		50.7%	17.2%	82.6%	48.0%	34.6%
20" - 29"	766	383	161	635	397	238
%V	29.2%	27.0%	30.0%	31.5%	30.9%	32.5%
%H		50.0%	21.0%	82.9%	51.8%	31.1%
30" - 39"	432	265	100	304	225	78
%V	16.4%	18.7%	18.7%	15.1%	17.5%	10.6%
%H		61.3%	23.1%	70.4%	52.1%	18.1%
40" and over	165	107	45	113	94	19
%V	6.3%	7.6%	8.4%	5.6%	7.3%	2.6%
%H		64.8%	27.3%	68.5%	57.0%	11.5%
Don't know	30	15	8	21	13	8
%V	1.1%	1.1%	1.5%	1.0%	1.0%	1.1%
%H		50.0%	26.7%	70.0%	43.3%	26.7%
Not Asked	320	183	65	189	116	74
%V	12.2%	12.9%	12.1%	9.4%	9.0%	10.1%
%H		57.2%	20.3%	59.1%	36.3%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Set level data
Table 20.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2627	1416	536	2017	1284	733
%H		53.9%	20.4%	76.8%	48.9%	27.9%
PVR	452	337	91	246	204	42
%V	17.2%	23.8%	17.0%	12.2%	15.9%	5.7%
%H		74.6%	20.1%	54.4%	45.1%	9.3%
DVDR	46	20	13	39	26	13
%V	1.8%	1.4%	2.4%	1.9%	2.0%	1.8%
%H		43.5%	28.3%	84.8%	56.5%	28.3%
VCR	35	20	3	29	17	12
%V	1.3%	1.4%	0.6%	1.4%	1.3%	1.6%
%H		57.1%	8.6%	82.9%	48.6%	34.3%
Any recorder	508	361	102	295	231	64
%V	19.3%	25.5%	19.0%	14.6%	18.0%	8.7%
%H		71.1%	20.1%	58.1%	45.5%	12.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 20.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2627	1416	536	2017	1284	733
%H		53.9%	20.4%	76.8%	48.9%	27.9%
Receives HDTV (via STB or built-in reception)	474	253	152	314	230	84
%V	18.0%	17.9%	28.4%	15.6%	17.9%	11.5%
%H		53.4%	32.1%	66.2%	48.5%	17.7%
DVD/Blu-ray player or recorder	1069	580	243	844	570	274
%V	40.7%	41.0%	45.3%	41.8%	44.4%	37.4%
%H		54.3%	22.7%	79.0%	53.3%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Individual level data
Table 20.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6009	5842	2876	1110	4031	2141	1890
%H		97.2%	47.9%	18.5%	67.1%	35.6%	31.5%
Total Children	1104	1093	607	245	681	430	252
%V	18.4%	18.7%	21.1%	22.1%	16.9%	20.1%	13.3%
%H		99.0%	55.0%	22.2%	61.7%	38.9%	22.8%
0 - 3	289	285	149	62	171	94	77
%V	4.8%	4.9%	5.2%	5.6%	4.2%	4.4%	4.1%
%H		98.6%	51.6%	21.5%	59.2%	32.5%	26.6%
4 - 15	815	809	458	183	510	336	174
%V	13.6%	13.8%	15.9%	16.5%	12.7%	15.7%	9.2%
%H		99.3%	56.2%	22.5%	62.6%	41.2%	21.3%
4 - 9	440	437	251	98	260	170	90
%V	7.3%	7.5%	8.7%	8.8%	6.5%	7.9%	4.8%
%H		99.3%	57.0%	22.3%	59.1%	38.6%	20.5%
10 - 15	375	371	207	85	250	166	84
%V	6.2%	6.4%	7.2%	7.7%	6.2%	7.8%	4.4%
%H		98.9%	55.2%	22.7%	66.7%	44.3%	22.4%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Individual level data

Table 20.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6009	5842	2876	1110	4031	2141	1890
%H		97.2%	47.9%	18.5%	67.1%	35.6%	31.5%
Total Adults (16+)	4905	4748	2269	864	3350	1712	1639
%V	81.6%	81.3%	78.9%	77.8%	83.1%	80.0%	86.7%
%H		96.8%	46.3%	17.6%	68.3%	34.9%	33.4%
16 - 19	266	253	126	70	173	112	61
%V	4.4%	4.3%	4.4%	6.3%	4.3%	5.2%	3.2%
%H		95.1%	47.4%	26.3%	65.0%	42.1%	22.9%
20 - 24	375	344	169	79	229	139	90
%V	6.2%	5.9%	5.9%	7.1%	5.7%	6.5%	4.8%
%H		91.7%	45.1%	21.1%	61.1%	37.1%	24.0%
25 - 34	738	694	384	148	397	238	159
%V	12.3%	11.9%	13.4%	13.3%	9.8%	11.1%	8.4%
%H		94.0%	52.0%	20.1%	53.8%	32.2%	21.5%
35 - 44	767	748	416	150	480	290	190
%V	12.8%	12.8%	14.5%	13.5%	11.9%	13.5%	10.1%
%H		97.5%	54.2%	19.6%	62.6%	37.8%	24.8%
45 - 54	883	861	421	199	597	346	251
%V	14.7%	14.7%	14.6%	17.9%	14.8%	16.2%	13.3%
%H		97.5%	47.7%	22.5%	67.6%	39.2%	28.4%
55 - 64	722	706	337	106	534	262	272
%V	12.0%	12.1%	11.7%	9.5%	13.2%	12.2%	14.4%
%H		97.8%	46.7%	14.7%	74.0%	36.3%	37.7%
65+	1154	1142	416	112	939	323	616
%V	19.2%	19.5%	14.5%	10.1%	23.3%	15.1%	32.6%
%H		99.0%	36.0%	9.7%	81.4%	28.0%	53.4%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Individual level data
Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4905	4748	2269	864	3350	1712	1639
%H		96.8%	46.3%	17.6%	68.3%	34.9%	33.4%
AB	1561	1520	756	264	1092	584	508
%V	31.8%	32.0%	33.3%	30.6%	32.6%	34.1%	31.0%
%H		97.4%	48.4%	16.9%	70.0%	37.4%	32.5%
C1	1393	1336	653	233	934	474	460
%V	28.4%	28.1%	28.8%	27.0%	27.9%	27.7%	28.1%
%H		95.9%	46.9%	16.7%	67.0%	34.0%	33.0%
C2	1046	1021	530	215	696	412	284
%V	21.3%	21.5%	23.4%	24.9%	20.8%	24.1%	17.3%
%H		97.6%	50.7%	20.6%	66.5%	39.4%	27.2%
D	556	530	227	106	368	164	204
%V	11.3%	11.2%	10.0%	12.3%	11.0%	9.6%	12.4%
%H		95.3%	40.8%	19.1%	66.2%	29.5%	36.7%
E	350	340	104	46	261	78	183
%V	7.1%	7.2%	4.6%	5.3%	7.8%	4.6%	11.2%
%H		97.1%	29.7%	13.1%	74.6%	22.3%	52.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Individual level data
Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4905	4748	2269	864	3350	1712	1639
%H		96.8%	46.3%	17.6%	68.3%	34.9%	33.4%
Working full time	2193	2127	1142	462	1390	849	540
%V	44.7%	44.8%	50.3%	53.5%	41.5%	49.6%	32.9%
%H		97.0%	52.1%	21.1%	63.4%	38.7%	24.6%
Working part time	562	544	278	102	380	211	169
%V	11.5%	11.5%	12.3%	11.8%	11.3%	12.3%	10.3%
%H		96.8%	49.5%	18.1%	67.6%	37.5%	30.1%
Not working	2151	2077	849	300	1580	651	929
%V	43.9%	43.7%	37.4%	34.7%	47.2%	38.0%	56.7%
%H		96.6%	39.5%	13.9%	73.5%	30.3%	43.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2372	2287	1142	433	1586	866	720
%H		96.4%	48.1%	18.3%	66.9%	36.5%	30.4%
16 - 19	139	133	68	39	93	65	27
%V	5.9%	5.8%	6.0%	9.0%	5.9%	7.5%	3.8%
%H		95.7%	48.9%	28.1%	66.9%	46.8%	19.4%
20 - 24	187	172	89	41	109	72	37
%V	7.9%	7.5%	7.8%	9.5%	6.9%	8.3%	5.1%
%H		92.0%	47.6%	21.9%	58.3%	38.5%	19.8%
25 - 34	371	346	193	72	196	117	78
%V	15.6%	15.1%	16.9%	16.6%	12.4%	13.5%	10.8%
%H		93.3%	52.0%	19.4%	52.8%	31.5%	21.0%
35 - 44	367	358	200	68	228	137	91
%V	15.5%	15.7%	17.5%	15.7%	14.4%	15.8%	12.6%
%H		97.5%	54.5%	18.5%	62.1%	37.3%	24.8%
45 - 54	442	428	205	104	295	169	126
%V	18.6%	18.7%	18.0%	24.0%	18.6%	19.5%	17.5%
%H		96.8%	46.4%	23.5%	66.7%	38.2%	28.5%
55 - 64	352	344	172	51	258	133	125
%V	14.8%	15.0%	15.1%	11.8%	16.3%	15.4%	17.4%
%H		97.7%	48.9%	14.5%	73.3%	37.8%	35.5%
65+	513	506	216	58	408	173	235
%V	21.6%	22.1%	18.9%	13.4%	25.7%	20.0%	32.6%
%H		98.6%	42.1%	11.3%	79.5%	33.7%	45.8%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Individual level data
Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2372	2287	1142	433	1586	866	720
%H		96.4%	48.1%	18.3%	66.9%	36.5%	30.4%
AB	780	763	384	135	544	298	247
%V	32.9%	33.4%	33.6%	31.2%	34.3%	34.4%	34.3%
%H		97.8%	49.2%	17.3%	69.7%	38.2%	31.7%
C1	626	596	309	115	405	230	174
%V	26.4%	26.1%	27.1%	26.6%	25.5%	26.6%	24.2%
%H		95.2%	49.4%	18.4%	64.7%	36.7%	27.8%
C2	565	550	284	115	375	222	153
%V	23.8%	24.0%	24.9%	26.6%	23.6%	25.6%	21.3%
%H		97.3%	50.3%	20.4%	66.4%	39.3%	27.1%
D	267	249	115	49	171	80	92
%V	11.3%	10.9%	10.1%	11.3%	10.8%	9.2%	12.8%
%H		93.3%	43.1%	18.4%	64.0%	30.0%	34.5%
E	134	129	49	20	91	37	54
%V	5.6%	5.6%	4.3%	4.6%	5.7%	4.3%	7.5%
%H		96.3%	36.6%	14.9%	67.9%	27.6%	40.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2372	2287	1142	433	1586	866	720
%H		96.4%	48.1%	18.3%	66.9%	36.5%	30.4%
Working full time	1373	1333	715	288	874	535	340
%V	57.9%	58.3%	62.6%	66.5%	55.1%	61.8%	47.2%
%H		97.1%	52.1%	21.0%	63.7%	39.0%	24.8%
Working part time	115	110	61	13	77	39	38
%V	4.8%	4.8%	5.3%	3.0%	4.9%	4.5%	5.3%
%H		95.7%	53.0%	11.3%	67.0%	33.9%	33.0%
Not working	884	845	365	132	635	293	342
%V	37.3%	36.9%	32.0%	30.5%	40.0%	33.8%	47.5%
%H		95.6%	41.3%	14.9%	71.8%	33.1%	38.7%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2533	2461	1127	431	1764	845	919
%H		97.2%	44.5%	17.0%	69.6%	33.4%	36.3%
16 - 19	127	121	58	31	81	47	34
%V	5.0%	4.9%	5.1%	7.2%	4.6%	5.6%	3.7%
%H		95.3%	45.7%	24.4%	63.8%	37.0%	26.8%
20 - 24	188	172	80	38	120	67	53
%V	7.4%	7.0%	7.1%	8.8%	6.8%	7.9%	5.8%
%H		91.5%	42.6%	20.2%	63.8%	35.6%	28.2%
25 - 34	367	348	191	76	201	121	80
%V	14.5%	14.1%	16.9%	17.6%	11.4%	14.3%	8.7%
%H		94.8%	52.0%	20.7%	54.8%	33.0%	21.8%
35 - 44	400	390	216	82	252	153	99
%V	15.8%	15.8%	19.2%	19.0%	14.3%	18.1%	10.8%
%H		97.5%	54.0%	20.5%	63.0%	38.3%	24.8%
45 - 54	441	432	216	95	302	177	125
%V	17.4%	17.6%	19.2%	22.0%	17.1%	20.9%	13.6%
%H		98.0%	49.0%	21.5%	68.5%	40.1%	28.3%
55 - 64	370	362	166	55	276	129	147
%V	14.6%	14.7%	14.7%	12.8%	15.6%	15.3%	16.0%
%H		97.8%	44.9%	14.9%	74.6%	34.9%	39.7%
65+	641	636	200	55	531	150	381
%V	25.3%	25.8%	17.7%	12.8%	30.1%	17.8%	41.5%
%H		99.2%	31.2%	8.6%	82.8%	23.4%	59.4%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2533	2461	1127	431	1764	845	919
%H		97.2%	44.5%	17.0%	69.6%	33.4%	36.3%
AB	780	757	372	129	547	286	261
%V	30.8%	30.8%	33.0%	29.9%	31.0%	33.8%	28.4%
%H		97.1%	47.7%	16.5%	70.1%	36.7%	33.5%
C1	767	741	343	119	529	244	285
%V	30.3%	30.1%	30.4%	27.6%	30.0%	28.9%	31.0%
%H		96.6%	44.7%	15.5%	69.0%	31.8%	37.2%
C2	480	471	246	100	321	190	131
%V	18.9%	19.1%	21.8%	23.2%	18.2%	22.5%	14.3%
%H		98.1%	51.3%	20.8%	66.9%	39.6%	27.3%
D	289	281	112	58	196	84	112
%V	11.4%	11.4%	9.9%	13.5%	11.1%	9.9%	12.2%
%H		97.2%	38.8%	20.1%	67.8%	29.1%	38.8%
E	216	211	54	26	170	41	129
%V	8.5%	8.6%	4.8%	6.0%	9.6%	4.9%	14.0%
%H		97.7%	25.0%	12.0%	78.7%	19.0%	59.7%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South and South East
Individual level data
Table 20.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2533	2461	1127	431	1764	845	919
%H		97.2%	44.5%	17.0%	69.6%	33.4%	36.3%
Working full time	819	794	427	174	515	315	201
%V	32.3%	32.3%	37.9%	40.4%	29.2%	37.3%	21.9%
%H		96.9%	52.1%	21.2%	62.9%	38.5%	24.5%
Working part time	447	435	217	88	303	172	131
%V	17.6%	17.7%	19.3%	20.4%	17.2%	20.4%	14.3%
%H		97.3%	48.5%	19.7%	67.8%	38.5%	29.3%
Not working	1267	1232	484	168	945	358	587
%V	50.0%	50.1%	42.9%	39.0%	53.6%	42.4%	63.9%
%H		97.2%	38.2%	13.3%	74.6%	28.3%	46.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Household level data

Table 21.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
AB	1292	1254	621	176	900	439	461
%V	27.1%	27.2%	29.1%	25.4%	27.1%	28.8%	25.7%
%H (All HH)		97.1%	48.1%	13.6%	69.7%	34.0%	35.7%
%H (TV HH)			49.5%	14.0%	71.8%	35.0%	36.8%
C1	1344	1297	610	216	918	436	482
%V	28.2%	28.2%	28.6%	31.1%	27.6%	28.6%	26.8%
%H (All HH)		96.5%	45.4%	16.1%	68.3%	32.4%	35.9%
%H (TV HH)			47.0%	16.7%	70.8%	33.6%	37.2%
C2	984	961	483	154	687	362	325
%V	20.7%	20.9%	22.7%	22.2%	20.7%	23.8%	18.1%
%H (All HH)		97.7%	49.1%	15.7%	69.8%	36.8%	33.0%
%H (TV HH)			50.3%	16.0%	71.5%	37.7%	33.8%
D	649	621	267	91	442	176	266
%V	13.6%	13.5%	12.5%	13.1%	13.3%	11.5%	14.8%
%H (All HH)		95.7%	41.1%	14.0%	68.1%	27.1%	41.0%
%H (TV HH)			43.0%	14.7%	71.2%	28.3%	42.8%
E	491	471	150	57	375	111	263
%V	10.3%	10.2%	7.0%	8.2%	11.3%	7.3%	14.6%
%H (All HH)		95.9%	30.5%	11.6%	76.4%	22.6%	53.6%
%H (TV HH)			31.8%	12.1%	79.6%	23.6%	55.8%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Household level data

Table 21.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%V (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Under 25	175	153	69	24	93	37	57
%V	3.7%	3.3%	3.2%	3.5%	2.8%	2.4%	3.2%
%H (All HH)		87.4%	39.4%	13.7%	53.1%	21.1%	32.6%
%H (TV HH)			45.1%	15.7%	60.8%	24.2%	37.3%
25 - 34	676	635	374	119	357	216	141
%V	14.2%	13.8%	17.5%	17.1%	10.7%	14.2%	7.8%
%H (All HH)		93.9%	55.3%	17.6%	52.8%	32.0%	20.9%
%H (TV HH)			58.9%	18.7%	56.2%	34.0%	22.2%
35 - 44	799	773	436	139	498	296	202
%V	16.8%	16.8%	20.5%	20.0%	15.0%	19.4%	11.2%
%H (All HH)		96.7%	54.6%	17.4%	62.3%	37.0%	25.3%
%H (TV HH)			56.4%	18.0%	64.4%	38.3%	26.1%
45 - 54	918	895	431	175	635	339	297
%V	19.3%	19.4%	20.2%	25.2%	19.1%	22.2%	16.5%
%H (All HH)		97.5%	46.9%	19.1%	69.2%	36.9%	32.4%
%H (TV HH)			48.2%	19.6%	70.9%	37.9%	33.2%
55 - 64	796	774	354	111	597	279	318
%V	16.7%	16.8%	16.6%	16.0%	18.0%	18.3%	17.7%
%H (All HH)		97.2%	44.5%	13.9%	75.0%	35.1%	39.9%
%H (TV HH)			45.7%	14.3%	77.1%	36.0%	41.1%
65 +	1396	1373	469	126	1141	359	782
%V	29.3%	29.8%	22.0%	18.2%	34.3%	23.6%	43.5%
%H (All HH)		98.4%	33.6%	9.0%	81.7%	25.7%	56.0%
%H (TV HH)			34.2%	9.2%	83.1%	26.1%	57.0%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Household level data
Table 21.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
1	1600	1511	467	164	1193	319	874
%V	33.6%	32.8%	21.9%	23.6%	35.9%	20.9%	48.6%
%H (All HH)		94.4%	29.2%	10.3%	74.6%	19.9%	54.6%
%H (TV HH)			30.9%	10.9%	79.0%	21.1%	57.8%
2	1521	1490	735	218	1075	530	544
%V	32.0%	32.4%	34.5%	31.4%	32.4%	34.8%	30.3%
%H (All HH)		98.0%	48.3%	14.3%	70.7%	34.8%	35.8%
%H (TV HH)			49.3%	14.6%	72.1%	35.6%	36.5%
3	696	679	377	131	446	272	174
%V	14.6%	14.7%	17.7%	18.9%	13.4%	17.8%	9.7%
%H (All HH)		97.6%	54.2%	18.8%	64.1%	39.1%	25.0%
%H (TV HH)			55.5%	19.3%	65.7%	40.1%	25.6%
4	658	647	392	120	423	278	145
%V	13.8%	14.1%	18.4%	17.3%	12.7%	18.2%	8.1%
%H (All HH)		98.3%	59.6%	18.2%	64.3%	42.2%	22.0%
%H (TV HH)			60.6%	18.5%	65.4%	43.0%	22.4%
5+	285	277	161	60	185	125	59
%V	6.0%	6.0%	7.6%	8.6%	5.6%	8.2%	3.3%
%H (All HH)		97.2%	56.5%	21.1%	64.9%	43.9%	20.7%
%H (TV HH)			58.1%	21.7%	66.8%	45.1%	21.3%
Average HH size	2.29	2.31	2.59	2.60	2.22	2.61	1.88

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Household level data

Table 21.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Without	3573	3435	1440	476	2590	1066	1525
%V	75.1%	74.6%	67.5%	68.6%	78.0%	69.9%	84.9%
%H (All HH)		96.1%	40.3%	13.3%	72.5%	29.8%	42.7%
%H (TV HH)			41.9%	13.9%	75.4%	31.0%	44.4%
With	1187	1169	692	218	731	459	272
%V	24.9%	25.4%	32.5%	31.4%	22.0%	30.1%	15.1%
%H (All HH)		98.5%	58.3%	18.4%	61.6%	38.7%	22.9%
%H (TV HH)			59.2%	18.6%	62.5%	39.3%	23.3%
0 - 3	455	445	259	77	268	155	113
%V	9.6%	9.7%	12.1%	11.1%	8.1%	10.2%	6.3%
%H (All HH)		97.8%	56.9%	16.9%	58.9%	34.1%	24.8%
%H (TV HH)			58.2%	17.3%	60.2%	34.8%	25.4%
4 - 9	579	574	349	109	345	221	123
%V	12.2%	12.5%	16.4%	15.7%	10.4%	14.5%	6.8%
%H (All HH)		99.1%	60.3%	18.8%	59.6%	38.2%	21.2%
%H (TV HH)			60.8%	19.0%	60.1%	38.5%	21.4%
10 - 15	544	537	318	107	359	238	121
%V	11.4%	11.7%	14.9%	15.4%	10.8%	15.6%	6.7%
%H (All HH)		98.7%	58.5%	19.7%	66.0%	43.8%	22.2%
%H (TV HH)			59.2%	19.9%	66.9%	44.3%	22.5%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
1	1779	1779	646	232	1150	272	878
%V	37.4%	38.6%	30.3%	33.4%	34.6%	17.8%	48.9%
%H (All HH)		100.0%	36.3%	13.0%	64.6%	15.3%	49.4%
%H (TV HH)			36.3%	13.0%	64.6%	15.3%	49.4%
2	1586	1586	769	224	1184	576	608
%V	33.3%	34.4%	36.1%	32.3%	35.6%	37.8%	33.8%
%H (All HH)		100.0%	48.5%	14.1%	74.7%	36.3%	38.3%
%H (TV HH)			48.5%	14.1%	74.7%	36.3%	38.3%
3	754	754	415	141	589	380	209
%V	15.8%	16.4%	19.5%	20.3%	17.7%	24.9%	11.6%
%H (All HH)		100.0%	55.0%	18.7%	78.1%	50.4%	27.7%
%H (TV HH)			55.0%	18.7%	78.1%	50.4%	27.7%
4	316	316	188	60	261	184	77
%V	6.6%	6.9%	8.8%	8.6%	7.9%	12.1%	4.3%
%H (All HH)		100.0%	59.5%	19.0%	82.6%	58.2%	24.4%
%H (TV HH)			59.5%	19.0%	82.6%	58.2%	24.4%
5+	169	169	113	37	137	113	25
%V	3.6%	3.7%	5.3%	5.3%	4.1%	7.4%	1.4%
%H (All HH)		100.0%	66.9%	21.9%	81.1%	66.9%	14.8%
%H (TV HH)			66.9%	21.9%	81.1%	66.9%	14.8%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Household level data
Table 21.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Under 20"	1390	1390	637	201	1165	598	567
%V	29.2%	30.2%	29.9%	29.0%	35.1%	39.2%	31.6%
%H (All HH)		100.0%	45.8%	14.5%	83.8%	43.0%	40.8%
%H (TV HH)			45.8%	14.5%	83.8%	43.0%	40.8%
20" - 29"	1857	1857	795	268	1479	669	810
%V	39.0%	40.3%	37.3%	38.6%	44.5%	43.9%	45.1%
%H (All HH)		100.0%	42.8%	14.4%	79.6%	36.0%	43.6%
%H (TV HH)			42.8%	14.4%	79.6%	36.0%	43.6%
30" - 39"	2320	2320	1125	364	1718	862	856
%V	48.7%	50.4%	52.8%	52.4%	51.7%	56.6%	47.6%
%H (All HH)		100.0%	48.5%	15.7%	74.1%	37.2%	36.9%
%H (TV HH)			48.5%	15.7%	74.1%	37.2%	36.9%
40" and over	1677	1677	1044	296	1113	749	364
%V	35.2%	36.4%	49.0%	42.7%	33.5%	49.1%	20.3%
%H (All HH)		100.0%	62.3%	17.7%	66.4%	44.7%	21.7%
%H (TV HH)			62.3%	17.7%	66.4%	44.7%	21.7%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Main living room	4526	4526	2108	687	3280	1512	1768
%V	95.1%	98.3%	98.9%	99.0%	98.7%	99.2%	98.4%
%H (All HH)		100.0%	46.6%	15.2%	72.5%	33.4%	39.1%
%H (TV HH)			46.6%	15.2%	72.5%	33.4%	39.1%
Kitchen	611	611	302	84	529	291	239
%V	12.8%	13.3%	14.2%	12.1%	15.9%	19.1%	13.3%
%H (All HH)		100.0%	49.4%	13.7%	86.6%	47.6%	39.1%
%H (TV HH)			49.4%	13.7%	86.6%	47.6%	39.1%
Adult's bedroom	1906	1906	1038	328	1499	928	572
%V	40.0%	41.4%	48.7%	47.3%	45.1%	60.9%	31.8%
%H (All HH)		100.0%	54.5%	17.2%	78.6%	48.7%	30.0%
%H (TV HH)			54.5%	17.2%	78.6%	48.7%	30.0%
Child's bedroom	350	350	214	73	280	208	72
%V	7.4%	7.6%	10.0%	10.5%	8.4%	13.6%	4.0%
%H (All HH)		100.0%	61.1%	20.9%	80.0%	59.4%	20.6%
%H (TV HH)			61.1%	20.9%	80.0%	59.4%	20.6%
Other bedroom	266	266	149	48	218	142	77
%V	5.6%	5.8%	7.0%	6.9%	6.6%	9.3%	4.3%
%H (All HH)		100.0%	56.0%	18.0%	82.0%	53.4%	28.9%
%H (TV HH)			56.0%	18.0%	82.0%	53.4%	28.9%
Second living/dining room	373	373	216	58	301	195	106
%V	7.8%	8.1%	10.1%	8.4%	9.1%	12.8%	5.9%
%H (All HH)		100.0%	57.9%	15.5%	80.7%	52.3%	28.4%
%H (TV HH)			57.9%	15.5%	80.7%	52.3%	28.4%
Study/office	99	99	50	16	82	47	35
%V	2.1%	2.2%	2.3%	2.3%	2.5%	3.1%	1.9%
%H (All HH)		100.0%	50.5%	16.2%	82.8%	47.5%	35.4%
%H (TV HH)			50.5%	16.2%	82.8%	47.5%	35.4%
TV room	44	44	29	9	30	23	7
%V	0.9%	1.0%	1.4%	1.3%	0.9%	1.5%	0.4%
%H (All HH)		100.0%	65.9%	20.5%	68.2%	52.3%	15.9%
%H (TV HH)			65.9%	20.5%	68.2%	52.3%	15.9%
Conservatory	92	92	51	16	76	49	27
%V	1.9%	2.0%	2.4%	2.3%	2.3%	3.2%	1.5%
%H (All HH)		100.0%	55.4%	17.4%	82.6%	53.3%	29.3%
%H (TV HH)			55.4%	17.4%	82.6%	53.3%	29.3%
Attic or loft room	9	9	6	2	7	5	2
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	66.7%	22.2%	77.8%	55.6%	22.2%
%H (TV HH)			66.7%	22.2%	77.8%	55.6%	22.2%
No specific location	16	16	9	3	10	6	4
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	56.3%	18.8%	62.5%	37.5%	25.0%
%H (TV HH)			56.3%	18.8%	62.5%	37.5%	25.0%
Other	31	31	21	2	24	16	8
%V	0.7%	0.7%	1.0%	0.3%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	67.7%	6.5%	77.4%	51.6%	25.8%
%H (TV HH)			67.7%	6.5%	77.4%	51.6%	25.8%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Household level data
Table 21.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
PVR	2634	2634	1710	458	1716	1207	508
%V	55.3%	57.2%	80.2%	66.0%	51.7%	79.2%	28.3%
%H (All HH)		100.0%	64.9%	17.4%	65.1%	45.8%	19.3%
%H (TV HH)			64.9%	17.4%	65.1%	45.8%	19.3%
DVDR	488	488	239	75	391	212	179
%V	10.3%	10.6%	11.2%	10.8%	11.8%	13.9%	10.0%
%H (All HH)		100.0%	49.0%	15.4%	80.1%	43.4%	36.7%
%H (TV HH)			49.0%	15.4%	80.1%	43.4%	36.7%
VCR	316	316	133	41	256	112	144
%V	6.6%	6.9%	6.2%	5.9%	7.7%	7.3%	8.0%
%H (All HH)		100.0%	42.1%	13.0%	81.0%	35.4%	45.6%
%H (TV HH)			42.1%	13.0%	81.0%	35.4%	45.6%
Any recorder	2927	2927	1767	493	1969	1259	710
%V	61.5%	63.6%	82.9%	71.0%	59.3%	82.6%	39.5%
%H (All HH)		100.0%	60.4%	16.8%	67.3%	43.0%	24.3%
%H (TV HH)			60.4%	16.8%	67.3%	43.0%	24.3%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Household level data
Table 21.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Receives HDTV (via STB or built-in reception)	2272	2272	1278	513	1536	1011	525
%V	47.7%	49.3%	59.9%	73.9%	46.2%	66.3%	29.2%
%H (All HH)		100.0%	56.3%	22.6%	67.6%	44.5%	23.1%
%H (TV HH)			56.3%	22.6%	67.6%	44.5%	23.1%
DVD/Blu-ray player or recorder	3648	3648	1816	590	2612	1332	1280
%V	76.6%	79.2%	85.2%	85.0%	78.6%	87.4%	71.2%
%H (All HH)		100.0%	49.8%	16.2%	71.6%	36.5%	35.1%
%H (TV HH)			49.8%	16.2%	71.6%	36.5%	35.1%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Household level data
Table 21.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4760	4604	2132	694	3322	1524	1797
%H (All HH)		96.7%	44.8%	14.6%	69.8%	32.0%	37.8%
%H (TV HH)			46.3%	15.1%	72.2%	33.1%	39.0%
Has PC or Laptop	3765	3653	1881	621	2528	1357	1171
%V	79.1%	79.3%	88.2%	89.5%	76.1%	89.0%	65.2%
%H (All HH)		97.0%	50.0%	16.5%	67.1%	36.0%	31.1%
%H (TV HH)			51.5%	17.0%	69.2%	37.1%	32.1%
Has broadband internet	3559	3463	1825	606	2382	1324	1057
%V	74.8%	75.2%	85.6%	87.3%	71.7%	86.9%	58.8%
%H (All HH)		97.3%	51.3%	17.0%	66.9%	37.2%	29.7%
%H (TV HH)			52.7%	17.5%	68.8%	38.2%	30.5%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	9397	4804	1540	7077	3916	3160
%H		51.1%	16.4%	75.3%	41.7%	33.6%
Under 20"	1834	877	274	1556	851	706
%V	19.5%	18.3%	17.8%	22.0%	21.7%	22.3%
%H		47.8%	14.9%	84.8%	46.4%	38.5%
20" - 29"	2297	1006	355	1864	903	961
%V	24.4%	20.9%	23.1%	26.3%	23.1%	30.4%
%H		43.8%	15.5%	81.1%	39.3%	41.8%
30" - 39"	2681	1341	435	1993	1052	941
%V	28.5%	27.9%	28.2%	28.2%	26.9%	29.8%
%H		50.0%	16.2%	74.3%	39.2%	35.1%
40" and over	1912	1203	346	1277	878	398
%V	20.3%	25.0%	22.5%	18.0%	22.4%	12.6%
%H		62.9%	18.1%	66.8%	45.9%	20.8%
Don't know	95	49	26	70	43	27
%V	1.0%	1.0%	1.7%	1.0%	1.1%	0.9%
%H		51.6%	27.4%	73.7%	45.3%	28.4%
Not Asked	578	328	104	317	189	127
%V	6.2%	6.8%	6.8%	4.5%	4.8%	4.0%
%H		56.7%	18.0%	54.8%	32.7%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	9397	4804	1540	7077	3916	3160
%H		51.1%	16.4%	75.3%	41.7%	33.6%
Main living room	4560	2122	690	3311	1526	1786
%V	48.5%	44.2%	44.8%	46.8%	39.0%	56.5%
%H		46.5%	15.1%	72.6%	33.5%	39.2%
Kitchen	615	304	84	532	291	240
%V	6.5%	6.3%	5.5%	7.5%	7.4%	7.6%
%H		49.4%	13.7%	86.5%	47.3%	39.0%
Adult's bedroom	2204	1214	396	1748	1111	638
%V	23.5%	25.3%	25.7%	24.7%	28.4%	20.2%
%H		55.1%	18.0%	79.3%	50.4%	28.9%
Child's bedroom	453	276	99	370	280	90
%V	4.8%	5.7%	6.4%	5.2%	7.2%	2.8%
%H		60.9%	21.9%	81.7%	61.8%	19.9%
Other bedroom	310	171	61	257	170	87
%V	3.3%	3.6%	4.0%	3.6%	4.3%	2.8%
%H		55.2%	19.7%	82.9%	54.8%	28.1%
Second living/dining room	379	221	58	307	199	108
%V	4.0%	4.6%	3.8%	4.3%	5.1%	3.4%
%H		58.3%	15.3%	81.0%	52.5%	28.5%
Study/office	101	50	17	84	48	36
%V	1.1%	1.0%	1.1%	1.2%	1.2%	1.1%
%H		49.5%	16.8%	83.2%	47.5%	35.6%
TV room	44	29	9	30	23	7
%V	0.5%	0.6%	0.6%	0.4%	0.6%	0.2%
%H		65.9%	20.5%	68.2%	52.3%	15.9%
Conservatory	94	53	16	78	51	27
%V	1.0%	1.1%	1.0%	1.1%	1.3%	0.9%
%H		56.4%	17.0%	83.0%	54.3%	28.7%
Attic or loft room	9	6	2	7	5	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	22.2%	77.8%	55.6%	22.2%
No specific location	17	9	3	11	6	4
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		52.9%	17.6%	64.7%	35.3%	23.5%
Other	33	22	2	26	17	9
%V	0.4%	0.5%	0.1%	0.4%	0.4%	0.3%
%H		66.7%	6.1%	78.8%	51.5%	27.3%
Not Asked	578	328	104	317	189	127
%V	6.2%	6.8%	6.8%	4.5%	4.8%	4.0%
%H		56.7%	18.0%	54.8%	32.7%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	9397	4804	1540	7077	3916	3160
%H		51.1%	16.4%	75.3%	41.7%	33.6%
PVR	3408	2328	585	2171	1610	562
%V	36.3%	48.5%	38.0%	30.7%	41.1%	17.8%
%H		68.3%	17.2%	63.7%	47.2%	16.5%
DVDR	562	289	88	458	268	190
%V	6.0%	6.0%	5.7%	6.5%	6.8%	6.0%
%H		51.4%	15.7%	81.5%	47.7%	33.8%
VCR	341	146	47	273	122	151
%V	3.6%	3.0%	3.1%	3.9%	3.1%	4.8%
%H		42.8%	13.8%	80.1%	35.8%	44.3%
Any recorder	3813	2445	638	2522	1723	799
%V	40.6%	50.9%	41.4%	35.6%	44.0%	25.3%
%H		64.1%	16.7%	66.1%	45.2%	21.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 21.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	9397	4804	1540	7077	3916	3160
%H		51.1%	16.4%	75.3%	41.7%	33.6%
Receives HDTV (via STB or built-in reception)	3095	1744	731	2111	1424	687
%V	32.9%	36.3%	47.5%	29.8%	36.4%	21.7%
%H		56.3%	23.6%	68.2%	46.0%	22.2%
DVD/Blu-ray player or recorder	5326	2787	924	3944	2249	1695
%V	56.7%	58.0%	60.0%	55.7%	57.4%	53.6%
%H		52.3%	17.3%	74.1%	42.2%	31.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4601	2132	694	3320	1524	1796
%H		46.3%	15.1%	72.2%	33.1%	39.0%
Under 20"	154	27	9	125	12	113
%V	3.3%	1.3%	1.3%	3.8%	0.8%	6.3%
%H		17.5%	5.8%	81.2%	7.8%	73.4%
20" - 29"	928	272	108	721	173	548
%V	20.2%	12.8%	15.6%	21.7%	11.4%	30.5%
%H		29.3%	11.6%	77.7%	18.6%	59.1%
30" - 39"	1851	811	282	1380	609	771
%V	40.2%	38.0%	40.6%	41.6%	40.0%	42.9%
%H		43.8%	15.2%	74.6%	32.9%	41.7%
40" and over	1615	1008	284	1069	718	351
%V	35.1%	47.3%	40.9%	32.2%	47.1%	19.5%
%H		62.4%	17.6%	66.2%	44.5%	21.7%
Don't know	36	14	10	25	12	13
%V	0.8%	0.7%	1.4%	0.8%	0.8%	0.7%
%H		38.9%	27.8%	69.4%	33.3%	36.1%
Not Asked	17	0	1	0	0	0
%V	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		0.0%	5.9%	0.0%	0.0%	0.0%

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4601	2132	694	3320	1524	1796
%H		46.3%	15.1%	72.2%	33.1%	39.0%
PVR	2573	1687	445	1663	1180	483
%V	55.9%	79.1%	64.1%	50.1%	77.4%	26.9%
%H		65.6%	17.3%	64.6%	45.9%	18.8%
DVDR	438	210	65	351	184	166
%V	9.5%	9.8%	9.4%	10.6%	12.1%	9.2%
%H		47.9%	14.8%	80.1%	42.0%	37.9%
VCR	278	112	35	223	90	133
%V	6.0%	5.3%	5.0%	6.7%	5.9%	7.4%
%H		40.3%	12.6%	80.2%	32.4%	47.8%
Any recorder	2868	1747	479	1918	1234	684
%V	62.3%	81.9%	69.0%	57.8%	81.0%	38.1%
%H		60.9%	16.7%	66.9%	43.0%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4601	2132	694	3320	1524	1796
%H		46.3%	15.1%	72.2%	33.1%	39.0%
Receives HDTV (via STB or built-in reception)	2193	1244	500	1469	977	493
%V	47.7%	58.3%	72.0%	44.2%	64.1%	27.4%
%H		56.7%	22.8%	67.0%	44.6%	22.5%
DVD/Blu-ray player or recorder	3461	1717	555	2463	1240	1223
%V	75.2%	80.5%	80.0%	74.2%	81.4%	68.1%
%H		49.6%	16.0%	71.2%	35.8%	35.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4796	2673	847	3756	2392	1364
%H		55.7%	17.7%	78.3%	49.9%	28.4%
Under 20"	1680	850	265	1431	839	593
%V	35.0%	31.8%	31.3%	38.1%	35.1%	43.5%
%H		50.6%	15.8%	85.2%	49.9%	35.3%
20" - 29"	1369	735	247	1143	730	413
%V	28.5%	27.5%	29.2%	30.4%	30.5%	30.3%
%H		53.7%	18.0%	83.5%	53.3%	30.2%
30" - 39"	830	531	153	613	443	170
%V	17.3%	19.9%	18.1%	16.3%	18.5%	12.5%
%H		64.0%	18.4%	73.9%	53.4%	20.5%
40" and over	297	195	62	208	160	48
%V	6.2%	7.3%	7.3%	5.5%	6.7%	3.5%
%H		65.7%	20.9%	70.0%	53.9%	16.2%
Don't know	59	34	16	45	31	14
%V	1.2%	1.3%	1.9%	1.2%	1.3%	1.0%
%H		57.6%	27.1%	76.3%	52.5%	23.7%
Not Asked	561	328	104	316	189	126
%V	11.7%	12.3%	12.3%	8.4%	7.9%	9.2%
%H		58.5%	18.5%	56.3%	33.7%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Set level data
Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4796	2673	847	3756	2392	1364
%H		55.7%	17.7%	78.3%	49.9%	28.4%
PVR	835	641	140	508	429	79
%V	17.4%	24.0%	16.5%	13.5%	17.9%	5.8%
%H		76.8%	16.8%	60.8%	51.4%	9.5%
DVDR	124	80	23	107	84	24
%V	2.6%	3.0%	2.7%	2.8%	3.5%	1.8%
%H		64.5%	18.5%	86.3%	67.7%	19.4%
VCR	63	34	12	51	33	18
%V	1.3%	1.3%	1.4%	1.4%	1.4%	1.3%
%H		54.0%	19.0%	81.0%	52.4%	28.6%
Any recorder	946	698	159	604	489	115
%V	19.7%	26.1%	18.8%	16.1%	20.4%	8.4%
%H		73.8%	16.8%	63.8%	51.7%	12.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4796	2673	847	3756	2392	1364
%H		55.7%	17.7%	78.3%	49.9%	28.4%
Receives HDTV (via STB or built-in reception)	902	501	231	641	447	194
%V	18.8%	18.7%	27.3%	17.1%	18.7%	14.2%
%H		55.5%	25.6%	71.1%	49.6%	21.5%
DVD/Blu-ray player or recorder	1865	1071	368	1481	1009	473
%V	38.9%	40.1%	43.4%	39.4%	42.2%	34.7%
%H		57.4%	19.7%	79.4%	54.1%	25.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	10918	10628	5516	1804	7368	3982	3386
%H		97.3%	50.5%	16.5%	67.5%	36.5%	31.0%
Total Children	2046	2021	1200	396	1263	813	449
%V	18.7%	19.0%	21.8%	22.0%	17.1%	20.4%	13.3%
%H		98.8%	58.7%	19.4%	61.7%	39.7%	21.9%
0 - 3	539	528	306	99	317	186	131
%V	4.9%	5.0%	5.5%	5.5%	4.3%	4.7%	3.9%
%H		98.0%	56.8%	18.4%	58.8%	34.5%	24.3%
4 - 15	1507	1493	894	297	946	627	319
%V	13.8%	14.0%	16.2%	16.5%	12.8%	15.7%	9.4%
%H		99.1%	59.3%	19.7%	62.8%	41.6%	21.2%
4 - 9	790	785	475	159	467	308	159
%V	7.2%	7.4%	8.6%	8.8%	6.3%	7.7%	4.7%
%H		99.4%	60.1%	20.1%	59.1%	39.0%	20.1%
10 - 15	717	708	419	138	478	319	159
%V	6.6%	6.7%	7.6%	7.6%	6.5%	8.0%	4.7%
%H		98.7%	58.4%	19.2%	66.7%	44.5%	22.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	10918	10628	5516	1804	7368	3982	3386
%H		97.3%	50.5%	16.5%	67.5%	36.5%	31.0%
Total Adults (16+)	8872	8607	4316	1408	6105	3169	2936
%V	81.3%	81.0%	78.2%	78.0%	82.9%	79.6%	86.7%
%H		97.0%	48.6%	15.9%	68.8%	35.7%	33.1%
16 - 19	487	472	256	104	321	208	114
%V	4.5%	4.4%	4.6%	5.8%	4.4%	5.2%	3.4%
%H		96.9%	52.6%	21.4%	65.9%	42.7%	23.4%
20 - 24	652	604	306	105	417	233	184
%V	6.0%	5.7%	5.5%	5.8%	5.7%	5.9%	5.4%
%H		92.6%	46.9%	16.1%	64.0%	35.7%	28.2%
25 - 34	1386	1309	781	245	746	461	286
%V	12.7%	12.3%	14.2%	13.6%	10.1%	11.6%	8.4%
%H		94.4%	56.3%	17.7%	53.8%	33.3%	20.6%
35 - 44	1423	1386	809	254	890	554	336
%V	13.0%	13.0%	14.7%	14.1%	12.1%	13.9%	9.9%
%H		97.4%	56.9%	17.8%	62.5%	38.9%	23.6%
45 - 54	1570	1536	775	303	1084	612	473
%V	14.4%	14.5%	14.1%	16.8%	14.7%	15.4%	14.0%
%H		97.8%	49.4%	19.3%	69.0%	39.0%	30.1%
55 - 64	1311	1284	619	193	982	493	489
%V	12.0%	12.1%	11.2%	10.7%	13.3%	12.4%	14.4%
%H		97.9%	47.2%	14.7%	74.9%	37.6%	37.3%
65+	2043	2016	770	204	1665	610	1055
%V	18.7%	19.0%	14.0%	11.3%	22.6%	15.3%	31.2%
%H		98.7%	37.7%	10.0%	81.5%	29.9%	51.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8872	8607	4316	1408	6105	3169	2936
%H		97.0%	48.6%	15.9%	68.8%	35.7%	33.1%
AB	2559	2494	1291	384	1800	970	830
%V	28.8%	29.0%	29.9%	27.3%	29.5%	30.6%	28.3%
%H		97.5%	50.4%	15.0%	70.3%	37.9%	32.4%
C1	2519	2431	1235	426	1684	890	795
%V	28.4%	28.2%	28.6%	30.3%	27.6%	28.1%	27.1%
%H		96.5%	49.0%	16.9%	66.9%	35.3%	31.6%
C2	1992	1953	1045	334	1380	797	583
%V	22.5%	22.7%	24.2%	23.7%	22.6%	25.1%	19.9%
%H		98.0%	52.5%	16.8%	69.3%	40.0%	29.3%
D	1150	1102	533	180	760	357	403
%V	13.0%	12.8%	12.3%	12.8%	12.4%	11.3%	13.7%
%H		95.8%	46.3%	15.7%	66.1%	31.0%	35.0%
E	651	627	213	84	481	156	326
%V	7.3%	7.3%	4.9%	6.0%	7.9%	4.9%	11.1%
%H		96.3%	32.7%	12.9%	73.9%	24.0%	50.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8872	8607	4316	1408	6105	3169	2936
%H		97.0%	48.6%	15.9%	68.8%	35.7%	33.1%
Working full time	4004	3897	2183	741	2570	1560	1010
%V	45.1%	45.3%	50.6%	52.6%	42.1%	49.2%	34.4%
%H		97.3%	54.5%	18.5%	64.2%	39.0%	25.2%
Working part time	1022	996	532	167	703	395	308
%V	11.5%	11.6%	12.3%	11.9%	11.5%	12.5%	10.5%
%H		97.5%	52.1%	16.3%	68.8%	38.6%	30.1%
Not working	3846	3714	1601	499	2833	1214	1618
%V	43.3%	43.2%	37.1%	35.4%	46.4%	38.3%	55.1%
%H		96.6%	41.6%	13.0%	73.7%	31.6%	42.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4339	4194	2187	692	2940	1605	1336
%H		96.7%	50.4%	15.9%	67.8%	37.0%	30.8%
16 - 19	257	251	142	52	173	117	56
%V	5.9%	6.0%	6.5%	7.5%	5.9%	7.3%	4.2%
%H		97.7%	55.3%	20.2%	67.3%	45.5%	21.8%
20 - 24	332	309	155	54	215	121	94
%V	7.7%	7.4%	7.1%	7.8%	7.3%	7.5%	7.0%
%H		93.1%	46.7%	16.3%	64.8%	36.4%	28.3%
25 - 34	704	658	396	117	371	225	146
%V	16.2%	15.7%	18.1%	16.9%	12.6%	14.0%	10.9%
%H		93.5%	56.3%	16.6%	52.7%	32.0%	20.7%
35 - 44	698	676	397	121	429	267	162
%V	16.1%	16.1%	18.2%	17.5%	14.6%	16.6%	12.1%
%H		96.8%	56.9%	17.3%	61.5%	38.3%	23.2%
45 - 54	775	757	378	149	536	299	237
%V	17.9%	18.0%	17.3%	21.5%	18.2%	18.6%	17.7%
%H		97.7%	48.8%	19.2%	69.2%	38.6%	30.6%
55 - 64	639	625	312	98	470	247	223
%V	14.7%	14.9%	14.3%	14.2%	16.0%	15.4%	16.7%
%H		97.8%	48.8%	15.3%	73.6%	38.7%	34.9%
65+	934	918	408	101	747	329	418
%V	21.5%	21.9%	18.7%	14.6%	25.4%	20.5%	31.3%
%H		98.3%	43.7%	10.8%	80.0%	35.2%	44.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4339	4194	2187	692	2940	1605	1336
%H		96.7%	50.4%	15.9%	67.8%	37.0%	30.8%
AB	1297	1266	662	196	911	499	412
%V	29.9%	30.2%	30.3%	28.3%	31.0%	31.1%	30.8%
%H		97.6%	51.0%	15.1%	70.2%	38.5%	31.8%
C1	1151	1101	593	200	747	429	318
%V	26.5%	26.3%	27.1%	28.9%	25.4%	26.7%	23.8%
%H		95.7%	51.5%	17.4%	64.9%	37.3%	27.6%
C2	1073	1050	566	172	739	425	314
%V	24.7%	25.0%	25.9%	24.9%	25.1%	26.5%	23.5%
%H		97.9%	52.7%	16.0%	68.9%	39.6%	29.3%
D	569	541	275	85	373	183	190
%V	13.1%	12.9%	12.6%	12.3%	12.7%	11.4%	14.2%
%H		95.1%	48.3%	14.9%	65.6%	32.2%	33.4%
E	249	236	90	39	170	68	102
%V	5.7%	5.6%	4.1%	5.6%	5.8%	4.2%	7.6%
%H		94.8%	36.1%	15.7%	68.3%	27.3%	41.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4339	4194	2187	692	2940	1605	1336
%H		96.7%	50.4%	15.9%	67.8%	37.0%	30.8%
Working full time	2555	2485	1396	456	1648	994	654
%V	58.9%	59.3%	63.8%	65.9%	56.1%	61.9%	49.0%
%H		97.3%	54.6%	17.8%	64.5%	38.9%	25.6%
Working part time	208	200	107	24	143	71	72
%V	4.8%	4.8%	4.9%	3.5%	4.9%	4.4%	5.4%
%H		96.2%	51.4%	11.5%	68.8%	34.1%	34.6%
Not working	1577	1509	684	212	1150	540	610
%V	36.3%	36.0%	31.3%	30.6%	39.1%	33.6%	45.7%
%H		95.7%	43.4%	13.4%	72.9%	34.2%	38.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4533	4413	2128	716	3165	1564	1601
%H		97.4%	46.9%	15.8%	69.8%	34.5%	35.3%
16 - 19	229	221	114	52	149	91	57
%V	5.1%	5.0%	5.4%	7.3%	4.7%	5.8%	3.6%
%H		96.5%	49.8%	22.7%	65.1%	39.7%	24.9%
20 - 24	320	295	152	51	202	112	90
%V	7.1%	6.7%	7.1%	7.1%	6.4%	7.2%	5.6%
%H		92.2%	47.5%	15.9%	63.1%	35.0%	28.1%
25 - 34	682	651	385	128	375	236	140
%V	15.0%	14.8%	18.1%	17.9%	11.8%	15.1%	8.7%
%H		95.5%	56.5%	18.8%	55.0%	34.6%	20.5%
35 - 44	724	711	412	133	460	286	174
%V	16.0%	16.1%	19.4%	18.6%	14.5%	18.3%	10.9%
%H		98.2%	56.9%	18.4%	63.5%	39.5%	24.0%
45 - 54	795	779	397	154	548	313	235
%V	17.5%	17.7%	18.7%	21.5%	17.3%	20.0%	14.7%
%H		98.0%	49.9%	19.4%	68.9%	39.4%	29.6%
55 - 64	672	659	307	95	512	246	266
%V	14.8%	14.9%	14.4%	13.3%	16.2%	15.7%	16.6%
%H		98.1%	45.7%	14.1%	76.2%	36.6%	39.6%
65+	1110	1098	362	103	918	281	638
%V	24.5%	24.9%	17.0%	14.4%	29.0%	18.0%	39.9%
%H		98.9%	32.6%	9.3%	82.7%	25.3%	57.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4533	4413	2128	716	3165	1564	1601
%H		97.4%	46.9%	15.8%	69.8%	34.5%	35.3%
AB	1262	1228	629	188	889	471	418
%V	27.8%	27.8%	29.6%	26.3%	28.1%	30.1%	26.1%
%H		97.3%	49.8%	14.9%	70.4%	37.3%	33.1%
C1	1368	1330	642	226	937	460	477
%V	30.2%	30.1%	30.2%	31.6%	29.6%	29.4%	29.8%
%H		97.2%	46.9%	16.5%	68.5%	33.6%	34.9%
C2	920	903	478	162	640	371	269
%V	20.3%	20.5%	22.5%	22.6%	20.2%	23.7%	16.8%
%H		98.2%	52.0%	17.6%	69.6%	40.3%	29.2%
D	581	561	258	95	387	174	213
%V	12.8%	12.7%	12.1%	13.3%	12.2%	11.1%	13.3%
%H		96.6%	44.4%	16.4%	66.6%	29.9%	36.7%
E	402	392	122	45	312	87	224
%V	8.9%	8.9%	5.7%	6.3%	9.9%	5.6%	14.0%
%H		97.5%	30.3%	11.2%	77.6%	21.6%	55.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV South East Macro
Individual level data
Table 21.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4533	4413	2128	716	3165	1564	1601
%H		97.4%	46.9%	15.8%	69.8%	34.5%	35.3%
Working full time	1449	1412	787	285	922	566	356
%V	32.0%	32.0%	37.0%	39.8%	29.1%	36.2%	22.2%
%H		97.4%	54.3%	19.7%	63.6%	39.1%	24.6%
Working part time	814	796	425	143	560	324	236
%V	18.0%	18.0%	20.0%	20.0%	17.7%	20.7%	14.7%
%H		97.8%	52.2%	17.6%	68.8%	39.8%	29.0%
Not working	2269	2205	917	288	1683	674	1009
%V	50.1%	50.0%	43.1%	40.2%	53.2%	43.1%	63.0%
%H		97.2%	40.4%	12.7%	74.2%	29.7%	44.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Macro

Household level data

Table 22.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
AB	1450	1413	661	218	1108	563	545
%V	19.9%	20.0%	22.4%	21.1%	19.7%	22.0%	17.8%
%H (All HH)		97.4%	45.6%	15.0%	76.4%	38.8%	37.6%
%H (TV HH)			46.8%	15.4%	78.4%	39.8%	38.6%
C1	1862	1802	772	280	1427	678	749
%V	25.6%	25.6%	26.1%	27.2%	25.4%	26.5%	24.5%
%H (All HH)		96.8%	41.5%	15.0%	76.6%	36.4%	40.2%
%H (TV HH)			42.8%	15.5%	79.2%	37.6%	41.6%
C2	1520	1490	690	249	1184	629	555
%V	20.9%	21.1%	23.4%	24.2%	21.1%	24.6%	18.2%
%H (All HH)		98.0%	45.4%	16.4%	77.9%	41.4%	36.5%
%H (TV HH)			46.3%	16.7%	79.5%	42.2%	37.2%
D	1205	1172	492	162	927	412	515
%V	16.6%	16.6%	16.6%	15.7%	16.5%	16.1%	16.8%
%H (All HH)		97.3%	40.8%	13.4%	76.9%	34.2%	42.7%
%H (TV HH)			42.0%	13.8%	79.1%	35.2%	43.9%
E	1233	1172	341	123	970	276	694
%V	17.0%	16.6%	11.5%	11.9%	17.3%	10.8%	22.7%
%H (All HH)		95.1%	27.7%	10.0%	78.7%	22.4%	56.3%
%H (TV HH)			29.1%	10.5%	82.8%	23.5%	59.2%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Household level data

Table 22.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Under 25	369	339	140	40	254	104	149
%V	5.1%	4.8%	4.7%	3.9%	4.5%	4.1%	4.9%
%H (All HH)		91.9%	37.9%	10.8%	68.8%	28.2%	40.4%
%H (TV HH)			41.3%	11.8%	74.9%	30.7%	44.0%
25 - 34	1089	1031	526	170	706	385	321
%V	15.0%	14.6%	17.8%	16.5%	12.6%	15.1%	10.5%
%H (All HH)		94.7%	48.3%	15.6%	64.8%	35.4%	29.5%
%H (TV HH)			51.0%	16.5%	68.5%	37.3%	31.1%
35 - 44	1217	1179	623	221	880	534	345
%V	16.7%	16.7%	21.1%	21.4%	15.7%	20.9%	11.3%
%H (All HH)		96.9%	51.2%	18.2%	72.3%	43.9%	28.3%
%H (TV HH)			52.8%	18.7%	74.6%	45.3%	29.3%
45 - 54	1406	1372	639	241	1098	603	495
%V	19.3%	19.5%	21.6%	23.4%	19.6%	23.6%	16.2%
%H (All HH)		97.6%	45.4%	17.1%	78.1%	42.9%	35.2%
%H (TV HH)			46.6%	17.6%	80.0%	44.0%	36.1%
55 - 64	1214	1183	470	187	964	431	534
%V	16.7%	16.8%	15.9%	18.1%	17.2%	16.8%	17.5%
%H (All HH)		97.4%	38.7%	15.4%	79.4%	35.5%	44.0%
%H (TV HH)			39.7%	15.8%	81.5%	36.4%	45.1%
65 +	1975	1947	557	172	1714	501	1214
%V	27.2%	27.6%	18.8%	16.7%	30.5%	19.6%	39.7%
%H (All HH)		98.6%	28.2%	8.7%	86.8%	25.4%	61.5%
%H (TV HH)			28.6%	8.8%	88.0%	25.7%	62.4%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Household level data

Table 22.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
1	2567	2430	654	247	2021	519	1502
%V	35.3%	34.5%	22.1%	24.0%	36.0%	20.3%	49.1%
%H (All HH)		94.7%	25.5%	9.6%	78.7%	20.2%	58.5%
%H (TV HH)			26.9%	10.2%	83.2%	21.4%	61.8%
2	2257	2214	977	310	1784	858	926
%V	31.0%	31.4%	33.1%	30.1%	31.8%	33.5%	30.3%
%H (All HH)		98.1%	43.3%	13.7%	79.0%	38.0%	41.0%
%H (TV HH)			44.1%	14.0%	80.6%	38.8%	41.8%
3	1102	1087	570	207	827	513	313
%V	15.2%	15.4%	19.3%	20.1%	14.7%	20.1%	10.2%
%H (All HH)		98.6%	51.7%	18.8%	75.0%	46.6%	28.4%
%H (TV HH)			52.4%	19.0%	76.1%	47.2%	28.8%
4	894	880	501	176	668	456	211
%V	12.3%	12.5%	17.0%	17.1%	11.9%	17.8%	6.9%
%H (All HH)		98.4%	56.0%	19.7%	74.7%	51.0%	23.6%
%H (TV HH)			56.9%	20.0%	75.9%	51.8%	24.0%
5+	450	439	254	91	317	212	105
%V	6.2%	6.2%	8.6%	8.8%	5.6%	8.3%	3.4%
%H (All HH)		97.6%	56.4%	20.2%	70.4%	47.1%	23.3%
%H (TV HH)			57.9%	20.7%	72.2%	48.3%	23.9%
Average HH size	2.26	2.27	2.61	2.60	2.22	2.63	1.87

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Household level data

Table 22.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Without	5489	5301	1994	706	4330	1750	2580
%V	75.5%	75.2%	67.5%	68.5%	77.1%	68.4%	84.4%
%H (All HH)		96.6%	36.3%	12.9%	78.9%	31.9%	47.0%
%H (TV HH)			37.6%	13.3%	81.7%	33.0%	48.7%
With	1781	1749	961	325	1286	808	478
%V	24.5%	24.8%	32.5%	31.5%	22.9%	31.6%	15.6%
%H (All HH)		98.2%	54.0%	18.2%	72.2%	45.4%	26.8%
%H (TV HH)			54.9%	18.6%	73.5%	46.2%	27.3%
0 - 3	675	656	368	111	453	274	179
%V	9.3%	9.3%	12.5%	10.8%	8.1%	10.7%	5.9%
%H (All HH)		97.2%	54.5%	16.4%	67.1%	40.6%	26.5%
%H (TV HH)			56.1%	16.9%	69.1%	41.8%	27.3%
4 - 9	871	855	486	156	618	395	223
%V	12.0%	12.1%	16.4%	15.1%	11.0%	15.4%	7.3%
%H (All HH)		98.2%	55.8%	17.9%	71.0%	45.4%	25.6%
%H (TV HH)			56.8%	18.2%	72.3%	46.2%	26.1%
10 - 15	861	851	474	169	644	424	220
%V	11.8%	12.1%	16.0%	16.4%	11.5%	16.6%	7.2%
%H (All HH)		98.8%	55.1%	19.6%	74.8%	49.2%	25.6%
%H (TV HH)			55.7%	19.9%	75.7%	49.8%	25.9%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
1	2664	2664	824	281	1973	460	1513
%V	36.6%	37.8%	27.9%	27.3%	35.1%	18.0%	49.5%
%H (All HH)		100.0%	30.9%	10.5%	74.1%	17.3%	56.8%
%H (TV HH)			30.9%	10.5%	74.1%	17.3%	56.8%
2	2456	2456	1057	390	1990	972	1018
%V	33.8%	34.8%	35.8%	37.8%	35.4%	38.0%	33.3%
%H (All HH)		100.0%	43.0%	15.9%	81.0%	39.6%	41.4%
%H (TV HH)			43.0%	15.9%	81.0%	39.6%	41.4%
3	1167	1167	603	202	987	614	373
%V	16.1%	16.6%	20.4%	19.6%	17.6%	24.0%	12.2%
%H (All HH)		100.0%	51.7%	17.3%	84.6%	52.6%	32.0%
%H (TV HH)			51.7%	17.3%	84.6%	52.6%	32.0%
4	503	503	308	101	433	326	107
%V	6.9%	7.1%	10.4%	9.8%	7.7%	12.7%	3.5%
%H (All HH)		100.0%	61.2%	20.1%	86.1%	64.8%	21.3%
%H (TV HH)			61.2%	20.1%	86.1%	64.8%	21.3%
5+	260	260	162	57	233	186	47
%V	3.6%	3.7%	5.5%	5.5%	4.1%	7.3%	1.5%
%H (All HH)		100.0%	62.3%	21.9%	89.6%	71.5%	18.1%
%H (TV HH)			62.3%	21.9%	89.6%	71.5%	18.1%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Household level data
Table 22.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Under 20"	1827	1827	787	262	1641	851	791
%V	25.1%	25.9%	26.6%	25.4%	29.2%	33.3%	25.9%
%H (All HH)		100.0%	43.1%	14.3%	89.8%	46.6%	43.3%
%H (TV HH)			43.1%	14.3%	89.8%	46.6%	43.3%
20" - 29"	2746	2746	1096	396	2364	1098	1266
%V	37.8%	39.0%	37.1%	38.4%	42.1%	42.9%	41.4%
%H (All HH)		100.0%	39.9%	14.4%	86.1%	40.0%	46.1%
%H (TV HH)			39.9%	14.4%	86.1%	40.0%	46.1%
30" - 39"	3806	3806	1633	602	3113	1513	1601
%V	52.4%	54.0%	55.3%	58.4%	55.4%	59.1%	52.4%
%H (All HH)		100.0%	42.9%	15.8%	81.8%	39.8%	42.1%
%H (TV HH)			42.9%	15.8%	81.8%	39.8%	42.1%
40" and over	2736	2736	1528	510	2062	1332	730
%V	37.6%	38.8%	51.7%	49.5%	36.7%	52.1%	23.9%
%H (All HH)		100.0%	55.8%	18.6%	75.4%	48.7%	26.7%
%H (TV HH)			55.8%	18.6%	75.4%	48.7%	26.7%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 22.7: Location of ANY set in household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Main living room	6931	6931	2933	1025	5549	2544	3005
%V	95.3%	98.3%	99.3%	99.4%	98.8%	99.5%	98.3%
%H (All HH)		100.0%	42.3%	14.8%	80.1%	36.7%	43.4%
%H (TV HH)			42.3%	14.8%	80.1%	36.7%	43.4%
Kitchen	814	814	392	114	729	412	317
%V	11.2%	11.5%	13.3%	11.1%	13.0%	16.1%	10.4%
%H (All HH)		100.0%	48.2%	14.0%	89.6%	50.6%	38.9%
%H (TV HH)			48.2%	14.0%	89.6%	50.6%	38.9%
Adult's bedroom	3044	3044	1517	539	2579	1554	1025
%V	41.9%	43.2%	51.3%	52.3%	45.9%	60.8%	33.5%
%H (All HH)		100.0%	49.8%	17.7%	84.7%	51.1%	33.7%
%H (TV HH)			49.8%	17.7%	84.7%	51.1%	33.7%
Child's bedroom	569	569	325	119	492	355	137
%V	7.8%	8.1%	11.0%	11.5%	8.8%	13.9%	4.5%
%H (All HH)		100.0%	57.1%	20.9%	86.5%	62.4%	24.1%
%H (TV HH)			57.1%	20.9%	86.5%	62.4%	24.1%
Other bedroom	370	370	198	68	321	208	113
%V	5.1%	5.2%	6.7%	6.6%	5.7%	8.1%	3.7%
%H (All HH)		100.0%	53.5%	18.4%	86.8%	56.2%	30.5%
%H (TV HH)			53.5%	18.4%	86.8%	56.2%	30.5%
Second living/dining room	711	711	360	118	602	360	242
%V	9.8%	10.1%	12.2%	11.4%	10.7%	14.1%	7.9%
%H (All HH)		100.0%	50.6%	16.6%	84.7%	50.6%	34.0%
%H (TV HH)			50.6%	16.6%	84.7%	50.6%	34.0%
Study/office	80	80	39	12	68	39	29
%V	1.1%	1.1%	1.3%	1.2%	1.2%	1.5%	0.9%
%H (All HH)		100.0%	48.8%	15.0%	85.0%	48.8%	36.3%
%H (TV HH)			48.8%	15.0%	85.0%	48.8%	36.3%
TV room	43	43	24	8	36	23	13
%V	0.6%	0.6%	0.8%	0.8%	0.6%	0.9%	0.4%
%H (All HH)		100.0%	55.8%	18.6%	83.7%	53.5%	30.2%
%H (TV HH)			55.8%	18.6%	83.7%	53.5%	30.2%
Conservatory	183	183	102	33	166	116	51
%V	2.5%	2.6%	3.5%	3.2%	3.0%	4.5%	1.7%
%H (All HH)		100.0%	55.7%	18.0%	90.7%	63.4%	27.9%
%H (TV HH)			55.7%	18.0%	90.7%	63.4%	27.9%
Attic or loft room	12	12	6	1	12	6	5
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	8.3%	100.0%	50.0%	41.7%
%H (TV HH)			50.0%	8.3%	100.0%	50.0%	41.7%
No specific location	15	15	6	2	14	7	7
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	40.0%	13.3%	93.3%	46.7%	46.7%
%H (TV HH)			40.0%	13.3%	93.3%	46.7%	46.7%
Other	35	35	22	6	30	22	8
%V	0.5%	0.5%	0.7%	0.6%	0.5%	0.9%	0.3%
%H (All HH)		100.0%	62.9%	17.1%	85.7%	62.9%	22.9%
%H (TV HH)			62.9%	17.1%	85.7%	62.9%	22.9%

Base: ITV North Macro - Households (000s)

%V = percentage 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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ITV North Macro

Household level data

Table 22.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
PVR	3878	3878	2456	693	2823	2043	780
%V	53.3%	55.0%	83.1%	67.2%	50.3%	79.9%	25.5%
%H (All HH)		100.0%	63.3%	17.9%	72.8%	52.7%	20.1%
%H (TV HH)			63.3%	17.9%	72.8%	52.7%	20.1%
DVDR	499	499	207	66	422	194	228
%V	6.9%	7.1%	7.0%	6.4%	7.5%	7.6%	7.5%
%H (All HH)		100.0%	41.5%	13.2%	84.6%	38.9%	45.7%
%H (TV HH)			41.5%	13.2%	84.6%	38.9%	45.7%
VCR	403	403	145	51	336	131	205
%V	5.5%	5.7%	4.9%	4.9%	6.0%	5.1%	6.7%
%H (All HH)		100.0%	36.0%	12.7%	83.4%	32.5%	50.9%
%H (TV HH)			36.0%	12.7%	83.4%	32.5%	50.9%
Any recorder	4307	4307	2535	737	3204	2124	1080
%V	59.2%	61.1%	85.8%	71.5%	57.1%	83.0%	35.3%
%H (All HH)		100.0%	58.9%	17.1%	74.4%	49.3%	25.1%
%H (TV HH)			58.9%	17.1%	74.4%	49.3%	25.1%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Household level data

Table 22.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Receives HDTV (via STB or built-in reception)	3355	3355	1787	765	2524	1672	852
%V	46.1%	47.6%	60.5%	74.2%	44.9%	65.4%	27.9%
%H (All HH)		100.0%	53.3%	22.8%	75.2%	49.8%	25.4%
%H (TV HH)			53.3%	22.8%	75.2%	49.8%	25.4%
DVD/Blu-ray player or recorder	5426	5426	2389	858	4348	2132	2215
%V	74.6%	77.0%	80.8%	83.2%	77.4%	83.3%	72.5%
%H (All HH)		100.0%	44.0%	15.8%	80.1%	39.3%	40.8%
%H (TV HH)			44.0%	15.8%	80.1%	39.3%	40.8%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Household level data
Table 22.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7270	7050	2955	1031	5616	2558	3057
%H (All HH)		97.0%	40.6%	14.2%	77.2%	35.2%	42.0%
%H (TV HH)			41.9%	14.6%	79.7%	36.3%	43.4%
Has PC or Laptop	5328	5192	2526	896	3997	2217	1780
%V	73.3%	73.6%	85.5%	86.9%	71.2%	86.7%	58.2%
%H (All HH)		97.4%	47.4%	16.8%	75.0%	41.6%	33.4%
%H (TV HH)			48.7%	17.3%	77.0%	42.7%	34.3%
Has broadband internet	4973	4860	2425	885	3710	2148	1563
%V	68.4%	68.9%	82.1%	85.8%	66.1%	84.0%	51.1%
%H (All HH)		97.7%	48.8%	17.8%	74.6%	43.2%	31.4%
%H (TV HH)			49.9%	18.2%	76.3%	44.2%	32.2%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Set level data
Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	14492	6855	2379	11901	6552	5349
%H		47.3%	16.4%	82.1%	45.2%	36.9%
Under 20"	2381	1069	347	2151	1165	986
%V	16.4%	15.6%	14.6%	18.1%	17.8%	18.4%
%H		44.9%	14.6%	90.3%	48.9%	41.4%
20" - 29"	3415	1426	517	2961	1464	1497
%V	23.6%	20.8%	21.7%	24.9%	22.3%	28.0%
%H		41.8%	15.1%	86.7%	42.9%	43.8%
30" - 39"	4489	2007	741	3696	1912	1784
%V	31.0%	29.3%	31.1%	31.1%	29.2%	33.4%
%H		44.7%	16.5%	82.3%	42.6%	39.7%
40" and over	3171	1815	588	2396	1587	809
%V	21.9%	26.5%	24.7%	20.1%	24.2%	15.1%
%H		57.2%	18.5%	75.6%	50.0%	25.5%
Don't know	143	57	21	111	47	64
%V	1.0%	0.8%	0.9%	0.9%	0.7%	1.2%
%H		39.9%	14.7%	77.6%	32.9%	44.8%
Not Asked	893	481	165	586	377	209
%V	6.2%	7.0%	6.9%	4.9%	5.8%	3.9%
%H		53.9%	18.5%	65.6%	42.2%	23.4%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	14492	6855	2379	11901	6552	5349
%H		47.3%	16.4%	82.1%	45.2%	36.9%
Main living room	6961	2945	1028	5576	2557	3018
%V	48.0%	43.0%	43.2%	46.9%	39.0%	56.4%
%H		42.3%	14.8%	80.1%	36.7%	43.4%
Kitchen	819	395	114	733	414	320
%V	5.7%	5.8%	4.8%	6.2%	6.3%	6.0%
%H		48.2%	13.9%	89.5%	50.5%	39.1%
Adult's bedroom	3569	1804	655	3055	1900	1155
%V	24.6%	26.3%	27.5%	25.7%	29.0%	21.6%
%H		50.5%	18.4%	85.6%	53.2%	32.4%
Child's bedroom	732	427	155	639	473	165
%V	5.1%	6.2%	6.5%	5.4%	7.2%	3.1%
%H		58.3%	21.2%	87.3%	64.6%	22.5%
Other bedroom	425	235	79	372	250	123
%V	2.9%	3.4%	3.3%	3.1%	3.8%	2.3%
%H		55.3%	18.6%	87.5%	58.8%	28.9%
Second living/dining room	722	367	119	611	366	245
%V	5.0%	5.4%	5.0%	5.1%	5.6%	4.6%
%H		50.8%	16.5%	84.6%	50.7%	33.9%
Study/office	81	39	12	69	39	30
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%
%H		48.1%	14.8%	85.2%	48.1%	37.0%
TV room	43	24	8	36	23	13
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H		55.8%	18.6%	83.7%	53.5%	30.2%
Conservatory	183	102	33	166	116	51
%V	1.3%	1.5%	1.4%	1.4%	1.8%	1.0%
%H		55.7%	18.0%	90.7%	63.4%	27.9%
Attic or loft room	12	6	1	12	6	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		50.0%	8.3%	100.0%	50.0%	41.7%
No specific location	16	7	3	15	8	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.8%	18.8%	93.8%	50.0%	43.8%
Other	36	22	6	31	23	8
%V	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%
%H		61.1%	16.7%	86.1%	63.9%	22.2%
Not Asked	893	481	165	586	377	209
%V	6.2%	7.0%	6.9%	4.9%	5.8%	3.9%
%H		53.9%	18.5%	65.6%	42.2%	23.4%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	14492	6855	2379	11901	6552	5349
%H		47.3%	16.4%	82.1%	45.2%	36.9%
PVR	5031	3355	893	3571	2713	858
%V	34.7%	48.9%	37.5%	30.0%	41.4%	16.0%
%H		66.7%	17.7%	71.0%	53.9%	17.1%
DVDR	566	242	76	480	228	252
%V	3.9%	3.5%	3.2%	4.0%	3.5%	4.7%
%H		42.8%	13.4%	84.8%	40.3%	44.5%
VCR	443	162	64	366	148	218
%V	3.1%	2.4%	2.7%	3.1%	2.3%	4.1%
%H		36.6%	14.4%	82.6%	33.4%	49.2%
Any recorder	5629	3514	967	4101	2880	1221
%V	38.8%	51.3%	40.6%	34.5%	44.0%	22.8%
%H		62.4%	17.2%	72.9%	51.2%	21.7%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	14492	6855	2379	11901	6552	5349
%H		47.3%	16.4%	82.1%	45.2%	36.9%
Receives HDTV (via STB or built-in reception)	4643	2474	1111	3495	2359	1136
%V	32.0%	36.1%	46.7%	29.4%	36.0%	21.2%
%H		53.3%	23.9%	75.3%	50.8%	24.5%
DVD/Blu-ray player or recorder	8006	3749	1393	6587	3635	2951
%V	55.2%	54.7%	58.6%	55.3%	55.5%	55.2%
%H		46.8%	17.4%	82.3%	45.4%	36.9%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7044	2954	1031	5611	2557	3054
%H		41.9%	14.6%	79.7%	36.3%	43.4%
Under 20"	160	28	13	138	21	118
%V	2.3%	0.9%	1.3%	2.5%	0.8%	3.9%
%H		17.5%	8.1%	86.3%	13.1%	73.8%
20" - 29"	1208	308	110	1027	244	782
%V	17.1%	10.4%	10.7%	18.3%	9.5%	25.6%
%H		25.5%	9.1%	85.0%	20.2%	64.7%
30" - 39"	2931	1118	411	2414	998	1416
%V	41.6%	37.8%	39.9%	43.0%	39.0%	46.4%
%H		38.1%	14.0%	82.4%	34.0%	48.3%
40" and over	2639	1478	487	1983	1280	703
%V	37.5%	50.0%	47.2%	35.3%	50.1%	23.0%
%H		56.0%	18.5%	75.1%	48.5%	26.6%
Don't know	69	22	11	49	15	35
%V	1.0%	0.7%	1.1%	0.9%	0.6%	1.1%
%H		31.9%	15.9%	71.0%	21.7%	50.7%
Not Asked	37	0	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7044	2954	1031	5611	2557	3054
%H		41.9%	14.6%	79.7%	36.3%	43.4%
PVR	3761	2415	670	2717	1992	724
%V	53.4%	81.8%	65.0%	48.4%	77.9%	23.7%
%H		64.2%	17.8%	72.2%	53.0%	19.3%
DVDR	422	167	53	357	155	202
%V	6.0%	5.7%	5.1%	6.4%	6.1%	6.6%
%H		39.6%	12.6%	84.6%	36.7%	47.9%
VCR	332	108	41	274	93	181
%V	4.7%	3.7%	4.0%	4.9%	3.6%	5.9%
%H		32.5%	12.3%	82.5%	28.0%	54.5%
Any recorder	4170	2491	711	3078	2068	1010
%V	59.2%	84.3%	69.0%	54.9%	80.9%	33.1%
%H		59.7%	17.1%	73.8%	49.6%	24.2%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7044	2954	1031	5611	2557	3054
%H		41.9%	14.6%	79.7%	36.3%	43.4%
Receives HDTV (via STB or built-in reception)	3225	1730	746	2408	1614	794
%V	45.8%	58.6%	72.4%	42.9%	63.1%	26.0%
%H		53.6%	23.1%	74.7%	50.0%	24.6%
DVD/Blu-ray player or recorder	5070	2221	798	4035	1953	2082
%V	72.0%	75.2%	77.4%	71.9%	76.4%	68.2%
%H		43.8%	15.7%	79.6%	38.5%	41.1%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Set level data
Table 22.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7448	3901	1348	6290	3995	2295
%H		52.4%	18.1%	84.5%	53.6%	30.8%
Under 20"	2221	1041	334	2012	1144	868
%V	29.8%	26.7%	24.8%	32.0%	28.6%	37.8%
%H		46.9%	15.0%	90.6%	51.5%	39.1%
20" - 29"	2207	1118	408	1934	1220	714
%V	29.6%	28.7%	30.3%	30.7%	30.5%	31.1%
%H		50.7%	18.5%	87.6%	55.3%	32.4%
30" - 39"	1557	889	329	1282	914	368
%V	20.9%	22.8%	24.4%	20.4%	22.9%	16.0%
%H		57.1%	21.1%	82.3%	58.7%	23.6%
40" and over	532	338	102	413	307	106
%V	7.1%	8.7%	7.6%	6.6%	7.7%	4.6%
%H		63.5%	19.2%	77.6%	57.7%	19.9%
Don't know	74	35	10	62	32	29
%V	1.0%	0.9%	0.7%	1.0%	0.8%	1.3%
%H		47.3%	13.5%	83.8%	43.2%	39.2%
Not Asked	857	480	165	587	378	210
%V	11.5%	12.3%	12.2%	9.3%	9.5%	9.2%
%H		56.0%	19.3%	68.5%	44.1%	24.5%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Set level data
Table 22.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7448	3901	1348	6290	3995	2295
%H		52.4%	18.1%	84.5%	53.6%	30.8%
PVR	1270	939	223	854	721	133
%V	17.1%	24.1%	16.5%	13.6%	18.0%	5.8%
%H		73.9%	17.6%	67.2%	56.8%	10.5%
DVDR	143	75	23	123	73	50
%V	1.9%	1.9%	1.7%	2.0%	1.8%	2.2%
%H		52.4%	16.1%	86.0%	51.0%	35.0%
VCR	110	54	22	92	55	37
%V	1.5%	1.4%	1.6%	1.5%	1.4%	1.6%
%H		49.1%	20.0%	83.6%	50.0%	33.6%
Any recorder	1459	1023	255	1023	812	210
%V	19.6%	26.2%	18.9%	16.3%	20.3%	9.2%
%H		70.1%	17.5%	70.1%	55.7%	14.4%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7448	3901	1348	6290	3995	2295
%H		52.4%	18.1%	84.5%	53.6%	30.8%
Receives HDTV (via STB or built-in reception)	1417	744	365	1087	746	341
%V	19.0%	19.1%	27.1%	17.3%	18.7%	14.9%
%H		52.5%	25.8%	76.7%	52.6%	24.1%
DVD/Blu-ray player or recorder	2936	1527	595	2552	1682	869
%V	39.4%	39.1%	44.1%	40.6%	42.1%	37.9%
%H		52.0%	20.3%	86.9%	57.3%	29.6%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Individual level data

Table 22.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	16404	16017	7702	2679	12442	6737	5705
%H		97.6%	47.0%	16.3%	75.8%	41.1%	34.8%
Total Children	3045	2982	1674	560	2166	1389	777
%V	18.6%	18.6%	21.7%	20.9%	17.4%	20.6%	13.6%
%H		97.9%	55.0%	18.4%	71.1%	45.6%	25.5%
0 - 3	804	780	433	129	540	322	218
%V	4.9%	4.9%	5.6%	4.8%	4.3%	4.8%	3.8%
%H		97.0%	53.9%	16.0%	67.2%	40.0%	27.1%
4 - 15	2241	2202	1241	431	1626	1067	559
%V	13.7%	13.7%	16.1%	16.1%	13.1%	15.8%	9.8%
%H		98.3%	55.4%	19.2%	72.6%	47.6%	24.9%
4 - 9	1139	1117	634	209	810	522	287
%V	6.9%	7.0%	8.2%	7.8%	6.5%	7.7%	5.0%
%H		98.1%	55.7%	18.3%	71.1%	45.8%	25.2%
10 - 15	1102	1085	607	222	816	544	272
%V	6.7%	6.8%	7.9%	8.3%	6.6%	8.1%	4.8%
%H		98.5%	55.1%	20.1%	74.0%	49.4%	24.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	16404	16017	7702	2679	12442	6737	5705
%H		97.6%	47.0%	16.3%	75.8%	41.1%	34.8%
Total Adults (16+)	13359	13035	6027	2119	10276	5348	4928
%V	81.4%	81.4%	78.3%	79.1%	82.6%	79.4%	86.4%
%H		97.6%	45.1%	15.9%	76.9%	40.0%	36.9%
16 - 19	825	806	409	165	639	407	232
%V	5.0%	5.0%	5.3%	6.2%	5.1%	6.0%	4.1%
%H		97.7%	49.6%	20.0%	77.5%	49.3%	28.1%
20 - 24	1121	1077	521	182	826	457	369
%V	6.8%	6.7%	6.8%	6.8%	6.6%	6.8%	6.5%
%H		96.1%	46.5%	16.2%	73.7%	40.8%	32.9%
25 - 34	2184	2091	1117	367	1449	850	599
%V	13.3%	13.1%	14.5%	13.7%	11.6%	12.6%	10.5%
%H		95.7%	51.1%	16.8%	66.3%	38.9%	27.4%
35 - 44	2060	2007	1097	384	1492	942	550
%V	12.6%	12.5%	14.2%	14.3%	12.0%	14.0%	9.6%
%H		97.4%	53.3%	18.6%	72.4%	45.7%	26.7%
45 - 54	2372	2330	1160	425	1858	1102	756
%V	14.5%	14.5%	15.1%	15.9%	14.9%	16.4%	13.3%
%H		98.2%	48.9%	17.9%	78.3%	46.5%	31.9%
55 - 64	1960	1922	824	311	1562	760	802
%V	11.9%	12.0%	10.7%	11.6%	12.6%	11.3%	14.1%
%H		98.1%	42.0%	15.9%	79.7%	38.8%	40.9%
65+	2837	2801	901	284	2449	829	1620
%V	17.3%	17.5%	11.7%	10.6%	19.7%	12.3%	28.4%
%H		98.7%	31.8%	10.0%	86.3%	29.2%	57.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13359	13035	6027	2119	10276	5348	4928
%H		97.6%	45.1%	15.9%	76.9%	40.0%	36.9%
AB	2924	2859	1423	486	2256	1275	981
%V	21.9%	21.9%	23.6%	22.9%	22.0%	23.8%	19.9%
%H		97.8%	48.7%	16.6%	77.2%	43.6%	33.5%
C1	3490	3400	1578	585	2657	1412	1245
%V	26.1%	26.1%	26.2%	27.6%	25.9%	26.4%	25.3%
%H		97.4%	45.2%	16.8%	76.1%	40.5%	35.7%
C2	3036	2993	1466	546	2386	1388	998
%V	22.7%	23.0%	24.3%	25.8%	23.2%	26.0%	20.3%
%H		98.6%	48.3%	18.0%	78.6%	45.7%	32.9%
D	2241	2189	1027	329	1675	847	828
%V	16.8%	16.8%	17.0%	15.5%	16.3%	15.8%	16.8%
%H		97.7%	45.8%	14.7%	74.7%	37.8%	36.9%
E	1667	1594	533	173	1301	426	875
%V	12.5%	12.2%	8.8%	8.2%	12.7%	8.0%	17.8%
%H		95.6%	32.0%	10.4%	78.0%	25.6%	52.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13359	13035	6027	2119	10276	5348	4928
%H		97.6%	45.1%	15.9%	76.9%	40.0%	36.9%
Working full time	5701	5597	2917	1056	4250	2599	1651
%V	42.7%	42.9%	48.4%	49.8%	41.4%	48.6%	33.5%
%H		98.2%	51.2%	18.5%	74.5%	45.6%	29.0%
Working part time	1427	1401	679	258	1104	630	474
%V	10.7%	10.7%	11.3%	12.2%	10.7%	11.8%	9.6%
%H		98.2%	47.6%	18.1%	77.4%	44.1%	33.2%
Not working	6231	6037	2431	805	4922	2118	2803
%V	46.6%	46.3%	40.3%	38.0%	47.9%	39.6%	56.9%
%H		96.9%	39.0%	12.9%	79.0%	34.0%	45.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6556	6373	3078	1048	4968	2708	2260
%H		97.2%	46.9%	16.0%	75.8%	41.3%	34.5%
16 - 19	438	426	226	84	341	229	113
%V	6.7%	6.7%	7.3%	8.0%	6.9%	8.5%	5.0%
%H		97.3%	51.6%	19.2%	77.9%	52.3%	25.8%
20 - 24	549	527	265	88	414	240	174
%V	8.4%	8.3%	8.6%	8.4%	8.3%	8.9%	7.7%
%H		96.0%	48.3%	16.0%	75.4%	43.7%	31.7%
25 - 34	1127	1078	579	193	743	446	296
%V	17.2%	16.9%	18.8%	18.4%	15.0%	16.5%	13.1%
%H		95.7%	51.4%	17.1%	65.9%	39.6%	26.3%
35 - 44	1011	976	527	176	721	440	281
%V	15.4%	15.3%	17.1%	16.8%	14.5%	16.2%	12.4%
%H		96.5%	52.1%	17.4%	71.3%	43.5%	27.8%
45 - 54	1168	1140	590	208	899	551	348
%V	17.8%	17.9%	19.2%	19.8%	18.1%	20.3%	15.4%
%H		97.6%	50.5%	17.8%	77.0%	47.2%	29.8%
55 - 64	964	943	416	155	756	378	377
%V	14.7%	14.8%	13.5%	14.8%	15.2%	14.0%	16.7%
%H		97.8%	43.2%	16.1%	78.4%	39.2%	39.1%
65+	1300	1283	474	145	1093	423	670
%V	19.8%	20.1%	15.4%	13.8%	22.0%	15.6%	29.6%
%H		98.7%	36.5%	11.2%	84.1%	32.5%	51.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6556	6373	3078	1048	4968	2708	2260
%H		97.2%	46.9%	16.0%	75.8%	41.3%	34.5%
AB	1473	1436	736	246	1124	653	470
%V	22.5%	22.5%	23.9%	23.5%	22.6%	24.1%	20.8%
%H		97.5%	50.0%	16.7%	76.3%	44.3%	31.9%
C1	1640	1587	790	273	1219	694	525
%V	25.0%	24.9%	25.7%	26.0%	24.5%	25.6%	23.2%
%H		96.8%	48.2%	16.6%	74.3%	42.3%	32.0%
C2	1652	1626	807	292	1294	761	533
%V	25.2%	25.5%	26.2%	27.9%	26.0%	28.1%	23.6%
%H		98.4%	48.8%	17.7%	78.3%	46.1%	32.3%
D	1094	1067	517	166	796	412	383
%V	16.7%	16.7%	16.8%	15.8%	16.0%	15.2%	16.9%
%H		97.5%	47.3%	15.2%	72.8%	37.7%	35.0%
E	696	657	229	72	535	187	349
%V	10.6%	10.3%	7.4%	6.9%	10.8%	6.9%	15.4%
%H		94.4%	32.9%	10.3%	76.9%	26.9%	50.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6556	6373	3078	1048	4968	2708	2260
%H		97.2%	46.9%	16.0%	75.8%	41.3%	34.5%
Working full time	3513	3446	1830	635	2602	1607	995
%V	53.6%	54.1%	59.5%	60.6%	52.4%	59.3%	44.0%
%H		98.1%	52.1%	18.1%	74.1%	45.7%	28.3%
Working part time	305	293	141	58	223	125	99
%V	4.7%	4.6%	4.6%	5.5%	4.5%	4.6%	4.4%
%H		96.1%	46.2%	19.0%	73.1%	41.0%	32.5%
Not working	2738	2634	1108	356	2143	976	1166
%V	41.8%	41.3%	36.0%	34.0%	43.1%	36.0%	51.6%
%H		96.2%	40.5%	13.0%	78.3%	35.6%	42.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6803	6662	2949	1071	5308	2640	2668
%H		97.9%	43.3%	15.7%	78.0%	38.8%	39.2%
16 - 19	387	380	183	80	298	178	120
%V	5.7%	5.7%	6.2%	7.5%	5.6%	6.7%	4.5%
%H		98.2%	47.3%	20.7%	77.0%	46.0%	31.0%
20 - 24	572	550	255	94	412	217	195
%V	8.4%	8.3%	8.6%	8.8%	7.8%	8.2%	7.3%
%H		96.2%	44.6%	16.4%	72.0%	37.9%	34.1%
25 - 34	1057	1013	537	175	706	404	303
%V	15.5%	15.2%	18.2%	16.3%	13.3%	15.3%	11.4%
%H		95.8%	50.8%	16.6%	66.8%	38.2%	28.7%
35 - 44	1049	1031	570	208	771	502	269
%V	15.4%	15.5%	19.3%	19.4%	14.5%	19.0%	10.1%
%H		98.3%	54.3%	19.8%	73.5%	47.9%	25.6%
45 - 54	1205	1190	570	218	959	551	408
%V	17.7%	17.9%	19.3%	20.4%	18.1%	20.9%	15.3%
%H		98.8%	47.3%	18.1%	79.6%	45.7%	33.9%
55 - 64	995	979	407	157	807	382	425
%V	14.6%	14.7%	13.8%	14.7%	15.2%	14.5%	15.9%
%H		98.4%	40.9%	15.8%	81.1%	38.4%	42.7%
65+	1537	1518	427	139	1356	406	950
%V	22.6%	22.8%	14.5%	13.0%	25.5%	15.4%	35.6%
%H		98.8%	27.8%	9.0%	88.2%	26.4%	61.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6803	6662	2949	1071	5308	2640	2668
%H		97.9%	43.3%	15.7%	78.0%	38.8%	39.2%
AB	1451	1423	688	240	1132	622	511
%V	21.3%	21.4%	23.3%	22.4%	21.3%	23.6%	19.2%
%H		98.1%	47.4%	16.5%	78.0%	42.9%	35.2%
C1	1851	1813	788	313	1438	718	720
%V	27.2%	27.2%	26.7%	29.2%	27.1%	27.2%	27.0%
%H		97.9%	42.6%	16.9%	77.7%	38.8%	38.9%
C2	1384	1368	659	254	1093	627	466
%V	20.3%	20.5%	22.3%	23.7%	20.6%	23.8%	17.5%
%H		98.8%	47.6%	18.4%	79.0%	45.3%	33.7%
D	1146	1121	511	163	879	434	445
%V	16.8%	16.8%	17.3%	15.2%	16.6%	16.4%	16.7%
%H		97.8%	44.6%	14.2%	76.7%	37.9%	38.8%
E	971	938	303	101	766	239	527
%V	14.3%	14.1%	10.3%	9.4%	14.4%	9.1%	19.8%
%H		96.6%	31.2%	10.4%	78.9%	24.6%	54.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North Macro
Individual level data
Table 22.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6803	6662	2949	1071	5308	2640	2668
%H		97.9%	43.3%	15.7%	78.0%	38.8%	39.2%
Working full time	2188	2151	1087	421	1648	993	656
%V	32.2%	32.3%	36.9%	39.3%	31.0%	37.6%	24.6%
%H		98.3%	49.7%	19.2%	75.3%	45.4%	30.0%
Working part time	1122	1108	538	200	881	506	375
%V	16.5%	16.6%	18.2%	18.7%	16.6%	19.2%	14.1%
%H		98.8%	48.0%	17.8%	78.5%	45.1%	33.4%
Not working	3493	3403	1323	449	2779	1142	1637
%V	51.3%	51.1%	44.9%	41.9%	52.4%	43.3%	61.4%
%H		97.4%	37.9%	12.9%	79.6%	32.7%	46.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
AB	789	765	360	116	615	316	299
%V	19.7%	19.7%	22.1%	21.7%	19.8%	22.4%	17.6%
%H (All HH)		97.0%	45.6%	14.7%	77.9%	40.1%	37.9%
%H (TV HH)			47.1%	15.2%	80.4%	41.3%	39.1%
C1	1007	966	407	135	771	350	420
%V	25.1%	24.9%	25.0%	25.3%	24.8%	24.8%	24.7%
%H (All HH)		95.9%	40.4%	13.4%	76.6%	34.8%	41.7%
%H (TV HH)			42.1%	14.0%	79.8%	36.2%	43.5%
C2	820	806	381	127	641	344	298
%V	20.5%	20.8%	23.4%	23.8%	20.6%	24.4%	17.5%
%H (All HH)		98.3%	46.5%	15.5%	78.2%	42.0%	36.3%
%H (TV HH)			47.3%	15.8%	79.5%	42.7%	37.0%
D	700	684	304	88	528	242	286
%V	17.5%	17.6%	18.7%	16.5%	17.0%	17.2%	16.8%
%H (All HH)		97.7%	43.4%	12.6%	75.4%	34.6%	40.9%
%H (TV HH)			44.4%	12.9%	77.2%	35.4%	41.8%
E	689	657	178	68	555	158	397
%V	17.2%	16.9%	10.9%	12.7%	17.8%	11.2%	23.4%
%H (All HH)		95.4%	25.8%	9.9%	80.6%	22.9%	57.6%
%H (TV HH)			27.1%	10.4%	84.5%	24.0%	60.4%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Under 25	231	208	90	17	159	65	94
%V	5.8%	5.4%	5.5%	3.2%	5.1%	4.6%	5.5%
%H (All HH)		90.0%	39.0%	7.4%	68.8%	28.1%	40.7%
%H (TV HH)			43.3%	8.2%	76.4%	31.3%	45.2%
25 - 34	614	577	295	92	393	212	181
%V	15.3%	14.9%	18.1%	17.2%	12.6%	15.0%	10.6%
%H (All HH)		94.0%	48.0%	15.0%	64.0%	34.5%	29.5%
%H (TV HH)			51.1%	15.9%	68.1%	36.7%	31.4%
35 - 44	661	643	346	114	483	296	186
%V	16.5%	16.6%	21.2%	21.3%	15.5%	21.0%	10.9%
%H (All HH)		97.3%	52.3%	17.2%	73.1%	44.8%	28.1%
%H (TV HH)			53.8%	17.7%	75.1%	46.0%	28.9%
45 - 54	757	740	342	123	597	322	275
%V	18.9%	19.1%	21.0%	23.0%	19.2%	22.8%	16.2%
%H (All HH)		97.8%	45.2%	16.2%	78.9%	42.5%	36.3%
%H (TV HH)			46.2%	16.6%	80.7%	43.5%	37.2%
55 - 64	656	640	253	100	533	241	292
%V	16.4%	16.5%	15.5%	18.7%	17.1%	17.1%	17.2%
%H (All HH)		97.6%	38.6%	15.2%	81.3%	36.7%	44.5%
%H (TV HH)			39.5%	15.6%	83.3%	37.7%	45.6%
65 +	1085	1070	303	88	946	274	672
%V	27.1%	27.6%	18.6%	16.5%	30.4%	19.4%	39.5%
%H (All HH)		98.6%	27.9%	8.1%	87.2%	25.3%	61.9%
%H (TV HH)			28.3%	8.2%	88.4%	25.6%	62.8%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Household level data
Table 23.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
1	1382	1299	330	132	1082	268	814
%V	34.5%	33.5%	20.3%	24.7%	34.8%	19.0%	47.9%
%H (All HH)		94.0%	23.9%	9.6%	78.3%	19.4%	58.9%
%H (TV HH)			25.4%	10.2%	83.3%	20.6%	62.7%
2	1299	1275	562	166	1046	503	543
%V	32.4%	32.9%	34.5%	31.1%	33.6%	35.6%	31.9%
%H (All HH)		98.2%	43.3%	12.8%	80.5%	38.7%	41.8%
%H (TV HH)			44.1%	13.0%	82.0%	39.5%	42.6%
3	602	595	317	104	454	281	173
%V	15.0%	15.3%	19.5%	19.5%	14.6%	19.9%	10.2%
%H (All HH)		98.8%	52.7%	17.3%	75.4%	46.7%	28.7%
%H (TV HH)			53.3%	17.5%	76.3%	47.2%	29.1%
4	479	470	278	91	354	247	107
%V	12.0%	12.1%	17.1%	17.0%	11.4%	17.5%	6.3%
%H (All HH)		98.1%	58.0%	19.0%	73.9%	51.6%	22.3%
%H (TV HH)			59.1%	19.4%	75.3%	52.6%	22.8%
5+	242	238	141	41	174	112	62
%V	6.0%	6.1%	8.7%	7.7%	5.6%	7.9%	3.6%
%H (All HH)		98.3%	58.3%	16.9%	71.9%	46.3%	25.6%
%H (TV HH)			59.2%	17.2%	73.1%	47.1%	26.1%
Average HH size	2.25	2.27	2.63	2.55	2.22	2.63	1.87

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Without	3033	2922	1096	368	2406	971	1435
%V	75.7%	75.3%	67.3%	68.9%	77.4%	68.8%	84.4%
%H (All HH)		96.3%	36.1%	12.1%	79.3%	32.0%	47.3%
%H (TV HH)			37.5%	12.6%	82.3%	33.2%	49.1%
With	971	956	533	166	704	440	264
%V	24.3%	24.7%	32.7%	31.1%	22.6%	31.2%	15.5%
%H (All HH)		98.5%	54.9%	17.1%	72.5%	45.3%	27.2%
%H (TV HH)			55.8%	17.4%	73.6%	46.0%	27.6%
0 - 3	368	360	208	55	247	150	97
%V	9.2%	9.3%	12.8%	10.3%	7.9%	10.6%	5.7%
%H (All HH)		97.8%	56.5%	14.9%	67.1%	40.8%	26.4%
%H (TV HH)			57.8%	15.3%	68.6%	41.7%	26.9%
4 - 9	477	468	270	83	335	214	121
%V	11.9%	12.1%	16.6%	15.5%	10.8%	15.2%	7.1%
%H (All HH)		98.1%	56.6%	17.4%	70.2%	44.9%	25.4%
%H (TV HH)			57.7%	17.7%	71.6%	45.7%	25.9%
10 - 15	472	469	266	87	358	235	123
%V	11.8%	12.1%	16.3%	16.3%	11.5%	16.7%	7.2%
%H (All HH)		99.4%	56.4%	18.4%	75.8%	49.8%	26.1%
%H (TV HH)			56.7%	18.6%	76.3%	50.1%	26.2%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
1	1414	1414	429	135	1052	239	813
%V	35.3%	36.5%	26.3%	25.3%	33.8%	16.9%	47.8%
%H (All HH)		100.0%	30.3%	9.5%	74.4%	16.9%	57.5%
%H (TV HH)			30.3%	9.5%	74.4%	16.9%	57.5%
2	1363	1363	586	210	1098	528	570
%V	34.0%	35.1%	36.0%	39.3%	35.3%	37.4%	33.5%
%H (All HH)		100.0%	43.0%	15.4%	80.6%	38.7%	41.8%
%H (TV HH)			43.0%	15.4%	80.6%	38.7%	41.8%
3	653	653	330	108	567	346	221
%V	16.3%	16.8%	20.3%	20.2%	18.2%	24.5%	13.0%
%H (All HH)		100.0%	50.5%	16.5%	86.8%	53.0%	33.8%
%H (TV HH)			50.5%	16.5%	86.8%	53.0%	33.8%
4	295	295	185	51	255	188	67
%V	7.4%	7.6%	11.4%	9.6%	8.2%	13.3%	3.9%
%H (All HH)		100.0%	62.7%	17.3%	86.4%	63.7%	22.7%
%H (TV HH)			62.7%	17.3%	86.4%	63.7%	22.7%
5+	153	153	98	31	138	109	29
%V	3.8%	3.9%	6.0%	5.8%	4.4%	7.7%	1.7%
%H (All HH)		100.0%	64.1%	20.3%	90.2%	71.2%	19.0%
%H (TV HH)			64.1%	20.3%	90.2%	71.2%	19.0%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Under 20"	1085	1085	479	151	967	506	461
%V	27.1%	28.0%	29.4%	28.3%	31.1%	35.9%	27.1%
%H (All HH)		100.0%	44.1%	13.9%	89.1%	46.6%	42.5%
%H (TV HH)			44.1%	13.9%	89.1%	46.6%	42.5%
20" - 29"	1521	1521	604	217	1318	616	702
%V	38.0%	39.2%	37.1%	40.6%	42.4%	43.7%	41.3%
%H (All HH)		100.0%	39.7%	14.3%	86.7%	40.5%	46.2%
%H (TV HH)			39.7%	14.3%	86.7%	40.5%	46.2%
30" - 39"	2065	2065	896	291	1699	806	893
%V	51.6%	53.2%	55.0%	54.5%	54.6%	57.1%	52.5%
%H (All HH)		100.0%	43.4%	14.1%	82.3%	39.0%	43.2%
%H (TV HH)			43.4%	14.1%	82.3%	39.0%	43.2%
40" and over	1566	1566	869	279	1211	773	438
%V	39.1%	40.4%	53.3%	52.2%	38.9%	54.8%	25.8%
%H (All HH)		100.0%	55.5%	17.8%	77.3%	49.4%	28.0%
%H (TV HH)			55.5%	17.8%	77.3%	49.4%	28.0%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Main living room	3805	3805	1616	529	3071	1401	1670
%V	95.0%	98.1%	99.2%	99.1%	98.7%	99.3%	98.2%
%H (All HH)		100.0%	42.5%	13.9%	80.7%	36.8%	43.9%
%H (TV HH)			42.5%	13.9%	80.7%	36.8%	43.9%
Kitchen	489	489	236	72	440	251	189
%V	12.2%	12.6%	14.5%	13.5%	14.1%	17.8%	11.1%
%H (All HH)		100.0%	48.3%	14.7%	90.0%	51.3%	38.7%
%H (TV HH)			48.3%	14.7%	90.0%	51.3%	38.7%
Adult's bedroom	1707	1707	857	280	1464	870	594
%V	42.6%	44.0%	52.6%	52.4%	47.1%	61.7%	34.9%
%H (All HH)		100.0%	50.2%	16.4%	85.8%	51.0%	34.8%
%H (TV HH)			50.2%	16.4%	85.8%	51.0%	34.8%
Child's bedroom	319	319	189	58	276	198	78
%V	8.0%	8.2%	11.6%	10.9%	8.9%	14.0%	4.6%
%H (All HH)		100.0%	59.2%	18.2%	86.5%	62.1%	24.5%
%H (TV HH)			59.2%	18.2%	86.5%	62.1%	24.5%
Other bedroom	248	248	132	43	216	136	80
%V	6.2%	6.4%	8.1%	8.1%	6.9%	9.6%	4.7%
%H (All HH)		100.0%	53.2%	17.3%	87.1%	54.8%	32.3%
%H (TV HH)			53.2%	17.3%	87.1%	54.8%	32.3%
Second living/dining room	350	350	171	60	299	178	121
%V	8.7%	9.0%	10.5%	11.2%	9.6%	12.6%	7.1%
%H (All HH)		100.0%	48.9%	17.1%	85.4%	50.9%	34.6%
%H (TV HH)			48.9%	17.1%	85.4%	50.9%	34.6%
Study/office	46	46	21	6	40	21	19
%V	1.1%	1.2%	1.3%	1.1%	1.3%	1.5%	1.1%
%H (All HH)		100.0%	45.7%	13.0%	87.0%	45.7%	41.3%
%H (TV HH)			45.7%	13.0%	87.0%	45.7%	41.3%
TV room	21	21	11	6	19	11	8
%V	0.5%	0.5%	0.7%	1.1%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	52.4%	28.6%	90.5%	52.4%	38.1%
%H (TV HH)			52.4%	28.6%	90.5%	52.4%	38.1%
Conservatory	105	105	61	19	96	68	28
%V	2.6%	2.7%	3.7%	3.6%	3.1%	4.8%	1.6%
%H (All HH)		100.0%	58.1%	18.1%	91.4%	64.8%	26.7%
%H (TV HH)			58.1%	18.1%	91.4%	64.8%	26.7%
Attic or loft room	7	7	3	1	7	4	4
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	42.9%	14.3%	100.0%	57.1%	57.1%
%H (TV HH)			42.9%	14.3%	100.0%	57.1%	57.1%
No specific location	6	6	2	0	6	2	4
%V	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%
Other	23	23	15	3	21	16	5
%V	0.6%	0.6%	0.9%	0.6%	0.7%	1.1%	0.3%
%H (All HH)		100.0%	65.2%	13.0%	91.3%	69.6%	21.7%
%H (TV HH)			65.2%	13.0%	91.3%	69.6%	21.7%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Household level data
Table 23.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
PVR	2130	2130	1364	360	1588	1148	439
%V	53.2%	54.9%	83.7%	67.4%	51.1%	81.4%	25.8%
%H (All HH)		100.0%	64.0%	16.9%	74.6%	53.9%	20.6%
%H (TV HH)			64.0%	16.9%	74.6%	53.9%	20.6%
DVDR	311	311	131	35	265	119	147
%V	7.8%	8.0%	8.0%	6.6%	8.5%	8.4%	8.6%
%H (All HH)		100.0%	42.1%	11.3%	85.2%	38.3%	47.3%
%H (TV HH)			42.1%	11.3%	85.2%	38.3%	47.3%
VCR	302	302	107	39	250	96	154
%V	7.5%	7.8%	6.6%	7.3%	8.0%	6.8%	9.1%
%H (All HH)		100.0%	35.4%	12.9%	82.8%	31.8%	51.0%
%H (TV HH)			35.4%	12.9%	82.8%	31.8%	51.0%
Any recorder	2422	2422	1414	387	1847	1199	648
%V	60.5%	62.5%	86.8%	72.5%	59.4%	85.0%	38.1%
%H (All HH)		100.0%	58.4%	16.0%	76.3%	49.5%	26.8%
%H (TV HH)			58.4%	16.0%	76.3%	49.5%	26.8%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Household level data
Table 23.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Receives HDTV (via STB or built-in reception)	1898	1898	1006	400	1462	939	523
%V	47.4%	48.9%	61.8%	74.9%	47.0%	66.5%	30.8%
%H (All HH)		100.0%	53.0%	21.1%	77.0%	49.5%	27.6%
%H (TV HH)			53.0%	21.1%	77.0%	49.5%	27.6%
DVD/Blu-ray player or recorder	3037	3037	1334	454	2468	1200	1268
%V	75.8%	78.3%	81.9%	85.0%	79.4%	85.0%	74.6%
%H (All HH)		100.0%	43.9%	14.9%	81.3%	39.5%	41.8%
%H (TV HH)			43.9%	14.9%	81.3%	39.5%	41.8%

Base: ITV Yorkshire / North East Macro - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Household level data
Table 23.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	4004	3878	1629	534	3110	1411	1700
%H (All HH)		96.9%	40.7%	13.3%	77.7%	35.2%	42.5%
%H (TV HH)			42.0%	13.8%	80.2%	36.4%	43.8%
Has PC or Laptop	2953	2872	1405	460	2227	1220	1007
%V	73.8%	74.1%	86.2%	86.1%	71.6%	86.5%	59.2%
%H (All HH)		97.3%	47.6%	15.6%	75.4%	41.3%	34.1%
%H (TV HH)			48.9%	16.0%	77.5%	42.5%	35.1%
Has broadband internet	2734	2668	1344	455	2052	1180	872
%V	68.3%	68.8%	82.5%	85.2%	66.0%	83.6%	51.3%
%H (All HH)		97.6%	49.2%	16.6%	75.1%	43.2%	31.9%
%H (TV HH)			50.4%	17.1%	76.9%	44.2%	32.7%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Set level data
Table 23.11: Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8094	3852	1245	6701	3663	3038
%H		47.6%	15.4%	82.8%	45.3%	37.5%
Under 20"	1422	656	194	1275	694	581
%V	17.6%	17.0%	15.6%	19.0%	18.9%	19.1%
%H		46.1%	13.6%	89.7%	48.8%	40.9%
20" - 29"	1888	787	284	1645	818	827
%V	23.3%	20.4%	22.8%	24.5%	22.3%	27.2%
%H		41.7%	15.0%	87.1%	43.3%	43.8%
30" - 39"	2423	1094	355	2010	1014	997
%V	29.9%	28.4%	28.5%	30.0%	27.7%	32.8%
%H		45.2%	14.7%	83.0%	41.8%	41.1%
40" and over	1792	1017	318	1396	912	484
%V	22.1%	26.4%	25.5%	20.8%	24.9%	15.9%
%H		56.8%	17.7%	77.9%	50.9%	27.0%
Don't know	56	21	6	46	19	27
%V	0.7%	0.5%	0.5%	0.7%	0.5%	0.9%
%H		37.5%	10.7%	82.1%	33.9%	48.2%
Not Asked	513	277	88	329	206	122
%V	6.3%	7.2%	7.1%	4.9%	5.6%	4.0%
%H		54.0%	17.2%	64.1%	40.2%	23.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Set level data
Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8094	3852	1245	6701	3663	3038
%H		47.6%	15.4%	82.8%	45.3%	37.5%
Main living room	3818	1621	530	3083	1405	1677
%V	47.2%	42.1%	42.6%	46.0%	38.4%	55.2%
%H		42.5%	13.9%	80.7%	36.8%	43.9%
Kitchen	491	237	72	442	252	190
%V	6.1%	6.2%	5.8%	6.6%	6.9%	6.3%
%H		48.3%	14.7%	90.0%	51.3%	38.7%
Adult's bedroom	2004	1021	334	1743	1065	678
%V	24.8%	26.5%	26.8%	26.0%	29.1%	22.3%
%H		50.9%	16.7%	87.0%	53.1%	33.8%
Child's bedroom	418	253	76	365	270	95
%V	5.2%	6.6%	6.1%	5.4%	7.4%	3.1%
%H		60.5%	18.2%	87.3%	64.6%	22.7%
Other bedroom	281	155	50	247	162	85
%V	3.5%	4.0%	4.0%	3.7%	4.4%	2.8%
%H		55.2%	17.8%	87.9%	57.7%	30.2%
Second living/dining room	357	176	61	305	182	123
%V	4.4%	4.6%	4.9%	4.6%	5.0%	4.0%
%H		49.3%	17.1%	85.4%	51.0%	34.5%
Study/office	47	21	6	40	21	20
%V	0.6%	0.5%	0.5%	0.6%	0.6%	0.7%
%H		44.7%	12.8%	85.1%	44.7%	42.6%
TV room	21	11	6	19	11	8
%V	0.3%	0.3%	0.5%	0.3%	0.3%	0.3%
%H		52.4%	28.6%	90.5%	52.4%	38.1%
Conservatory	105	61	19	96	68	28
%V	1.3%	1.6%	1.5%	1.4%	1.9%	0.9%
%H		58.1%	18.1%	91.4%	64.8%	26.7%
Attic or loft room	7	3	1	7	4	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	14.3%	100.0%	57.1%	57.1%
No specific location	6	2	0	6	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%
Other	23	15	3	21	16	5
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%
%H		65.2%	13.0%	91.3%	69.6%	21.7%
Not Asked	513	277	88	329	206	122
%V	6.3%	7.2%	7.1%	4.9%	5.6%	4.0%
%H		54.0%	17.2%	64.1%	40.2%	23.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8094	3852	1245	6701	3663	3038
%H		47.6%	15.4%	82.8%	45.3%	37.5%
PVR	2722	1830	457	1992	1510	482
%V	33.6%	47.5%	36.7%	29.7%	41.2%	15.9%
%H		67.2%	16.8%	73.2%	55.5%	17.7%
DVDR	353	152	40	303	141	162
%V	4.4%	3.9%	3.2%	4.5%	3.8%	5.3%
%H		43.1%	11.3%	85.8%	39.9%	45.9%
VCR	328	118	47	270	108	161
%V	4.1%	3.1%	3.8%	4.0%	2.9%	5.3%
%H		36.0%	14.3%	82.3%	32.9%	49.1%
Any recorder	3126	1934	503	2350	1617	732
%V	38.6%	50.2%	40.4%	35.1%	44.1%	24.1%
%H		61.9%	16.1%	75.2%	51.7%	23.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8094	3852	1245	6701	3663	3038
%H		47.6%	15.4%	82.8%	45.3%	37.5%
Receives HDTV (via STB or built-in reception)	2597	1364	582	2015	1312	703
%V	32.1%	35.4%	46.7%	30.1%	35.8%	23.1%
%H		52.5%	22.4%	77.6%	50.5%	27.1%
DVD/Blu-ray player or recorder	4460	2090	732	3721	2030	1691
%V	55.1%	54.3%	58.8%	55.5%	55.4%	55.7%
%H		46.9%	16.4%	83.4%	45.5%	37.9%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Set level data
Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3872	1627	534	3106	1409	1697
%H		42.0%	13.8%	80.2%	36.4%	43.8%
Under 20"	92	17	9	79	14	65
%V	2.4%	1.0%	1.7%	2.5%	1.0%	3.8%
%H		18.5%	9.8%	85.9%	15.2%	70.7%
20" - 29"	651	164	64	554	140	414
%V	16.8%	10.1%	12.0%	17.8%	9.9%	24.4%
%H		25.2%	9.8%	85.1%	21.5%	63.6%
30" - 39"	1567	597	191	1291	508	782
%V	40.5%	36.7%	35.8%	41.6%	36.1%	46.1%
%H		38.1%	12.2%	82.4%	32.4%	49.9%
40" and over	1511	841	267	1165	741	423
%V	39.0%	51.7%	50.0%	37.5%	52.6%	24.9%
%H		55.7%	17.7%	77.1%	49.0%	28.0%
Don't know	25	8	4	18	5	13
%V	0.6%	0.5%	0.7%	0.6%	0.4%	0.8%
%H		32.0%	16.0%	72.0%	20.0%	52.0%
Not Asked	26	0	0	0	1	0
%V	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	0.0%	3.8%	0.0%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3872	1627	534	3106	1409	1697
%H		42.0%	13.8%	80.2%	36.4%	43.8%
PVR	2064	1340	348	1526	1118	409
%V	53.3%	82.4%	65.2%	49.1%	79.3%	24.1%
%H		64.9%	16.9%	73.9%	54.2%	19.8%
DVDR	264	107	29	225	97	128
%V	6.8%	6.6%	5.4%	7.2%	6.9%	7.5%
%H		40.5%	11.0%	85.2%	36.7%	48.5%
VCR	246	77	30	201	66	135
%V	6.4%	4.7%	5.6%	6.5%	4.7%	8.0%
%H		31.3%	12.2%	81.7%	26.8%	54.9%
Any recorder	2336	1385	373	1766	1161	605
%V	60.3%	85.1%	69.9%	56.9%	82.4%	35.7%
%H		59.3%	16.0%	75.6%	49.7%	25.9%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3872	1627	534	3106	1409	1697
%H		42.0%	13.8%	80.2%	36.4%	43.8%
Receives HDTV (via STB or built-in reception)	1813	968	387	1385	896	488
%V	46.8%	59.5%	72.5%	44.6%	63.6%	28.8%
%H		53.4%	21.3%	76.4%	49.4%	26.9%
DVD/Blu-ray player or recorder	2814	1230	415	2271	1086	1185
%V	72.7%	75.6%	77.7%	73.1%	77.1%	69.8%
%H		43.7%	14.7%	80.7%	38.6%	42.1%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4222	2225	711	3595	2254	1341
%H		52.7%	16.8%	85.1%	53.4%	31.8%
Under 20"	1329	639	185	1196	680	516
%V	31.5%	28.7%	26.0%	33.3%	30.2%	38.5%
%H		48.1%	13.9%	90.0%	51.2%	38.8%
20" - 29"	1236	623	221	1091	678	413
%V	29.3%	28.0%	31.1%	30.3%	30.1%	30.8%
%H		50.4%	17.9%	88.3%	54.9%	33.4%
30" - 39"	856	497	165	720	505	214
%V	20.3%	22.3%	23.2%	20.0%	22.4%	16.0%
%H		58.1%	19.3%	84.1%	59.0%	25.0%
40" and over	281	176	50	232	171	61
%V	6.7%	7.9%	7.0%	6.5%	7.6%	4.5%
%H		62.6%	17.8%	82.6%	60.9%	21.7%
Don't know	30	13	2	28	14	15
%V	0.7%	0.6%	0.3%	0.8%	0.6%	1.1%
%H		43.3%	6.7%	93.3%	46.7%	50.0%
Not Asked	490	277	88	328	206	122
%V	11.6%	12.4%	12.4%	9.1%	9.1%	9.1%
%H		56.5%	18.0%	66.9%	42.0%	24.9%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4222	2225	711	3595	2254	1341
%H		52.7%	16.8%	85.1%	53.4%	31.8%
PVR	658	491	108	465	392	73
%V	15.6%	22.1%	15.2%	12.9%	17.4%	5.4%
%H		74.6%	16.4%	70.7%	59.6%	11.1%
DVDR	89	46	11	78	44	34
%V	2.1%	2.1%	1.5%	2.2%	2.0%	2.5%
%H		51.7%	12.4%	87.6%	49.4%	38.2%
VCR	82	41	17	69	43	26
%V	1.9%	1.8%	2.4%	1.9%	1.9%	1.9%
%H		50.0%	20.7%	84.1%	52.4%	31.7%
Any recorder	790	550	130	583	456	127
%V	18.7%	24.7%	18.3%	16.2%	20.2%	9.5%
%H		69.6%	16.5%	73.8%	57.7%	16.1%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	4222	2225	711	3595	2254	1341
%H		52.7%	16.8%	85.1%	53.4%	31.8%
Receives HDTV (via STB or built-in reception)	784	396	196	631	416	215
%V	18.6%	17.8%	27.6%	17.6%	18.5%	16.0%
%H		50.5%	25.0%	80.5%	53.1%	27.4%
DVD/Blu-ray player or recorder	1646	860	317	1449	944	506
%V	39.0%	38.7%	44.6%	40.3%	41.9%	37.7%
%H		52.2%	19.3%	88.0%	57.4%	30.7%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	9019	8809	4291	1363	6890	3708	3182
%H		97.7%	47.6%	15.1%	76.4%	41.1%	35.3%
Total Children	1652	1624	929	287	1181	757	425
%V	18.3%	18.4%	21.6%	21.1%	17.1%	20.4%	13.4%
%H		98.3%	56.2%	17.4%	71.5%	45.8%	25.7%
0 - 3	433	423	244	63	290	174	115
%V	4.8%	4.8%	5.7%	4.6%	4.2%	4.7%	3.6%
%H		97.7%	56.4%	14.5%	67.0%	40.2%	26.6%
4 - 15	1218	1201	685	224	892	582	309
%V	13.5%	13.6%	16.0%	16.4%	12.9%	15.7%	9.7%
%H		98.6%	56.2%	18.4%	73.2%	47.8%	25.4%
4 - 9	616	604	345	108	434	274	160
%V	6.8%	6.9%	8.0%	7.9%	6.3%	7.4%	5.0%
%H		98.1%	56.0%	17.5%	70.5%	44.5%	26.0%
10 - 15	602	597	340	116	458	309	149
%V	6.7%	6.8%	7.9%	8.5%	6.6%	8.3%	4.7%
%H		99.2%	56.5%	19.3%	76.1%	51.3%	24.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	9019	8809	4291	1363	6890	3708	3182
%H		97.7%	47.6%	15.1%	76.4%	41.1%	35.3%
Total Adults (16+)	7368	7184	3362	1077	5709	2951	2757
%V	81.7%	81.6%	78.4%	79.0%	82.9%	79.6%	86.6%
%H		97.5%	45.6%	14.6%	77.5%	40.1%	37.4%
16 - 19	459	449	229	79	361	224	137
%V	5.1%	5.1%	5.3%	5.8%	5.2%	6.0%	4.3%
%H		97.8%	49.9%	17.2%	78.6%	48.8%	29.8%
20 - 24	638	611	296	83	476	248	228
%V	7.1%	6.9%	6.9%	6.1%	6.9%	6.7%	7.2%
%H		95.8%	46.4%	13.0%	74.6%	38.9%	35.7%
25 - 34	1212	1153	634	187	798	470	329
%V	13.4%	13.1%	14.8%	13.7%	11.6%	12.7%	10.3%
%H		95.1%	52.3%	15.4%	65.8%	38.8%	27.1%
35 - 44	1127	1101	622	195	820	524	296
%V	12.5%	12.5%	14.5%	14.3%	11.9%	14.1%	9.3%
%H		97.7%	55.2%	17.3%	72.8%	46.5%	26.3%
45 - 54	1296	1273	639	219	1027	610	417
%V	14.4%	14.5%	14.9%	16.1%	14.9%	16.5%	13.1%
%H		98.2%	49.3%	16.9%	79.2%	47.1%	32.2%
55 - 64	1073	1055	448	165	875	423	452
%V	11.9%	12.0%	10.4%	12.1%	12.7%	11.4%	14.2%
%H		98.3%	41.8%	15.4%	81.5%	39.4%	42.1%
65+	1562	1542	494	149	1351	452	899
%V	17.3%	17.5%	11.5%	10.9%	19.6%	12.2%	28.3%
%H		98.7%	31.6%	9.5%	86.5%	28.9%	57.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7368	7184	3362	1077	5709	2951	2757
%H		97.5%	45.6%	14.6%	77.5%	40.1%	37.4%
AB	1586	1546	785	253	1256	719	537
%V	21.5%	21.5%	23.3%	23.5%	22.0%	24.4%	19.5%
%H		97.5%	49.5%	16.0%	79.2%	45.3%	33.9%
C1	1890	1831	843	284	1451	746	705
%V	25.7%	25.5%	25.1%	26.4%	25.4%	25.3%	25.6%
%H		96.9%	44.6%	15.0%	76.8%	39.5%	37.3%
C2	1645	1626	812	279	1303	762	541
%V	22.3%	22.6%	24.2%	25.9%	22.8%	25.8%	19.6%
%H		98.8%	49.4%	17.0%	79.2%	46.3%	32.9%
D	1315	1287	637	166	952	478	474
%V	17.8%	17.9%	18.9%	15.4%	16.7%	16.2%	17.2%
%H		97.9%	48.4%	12.6%	72.4%	36.3%	36.0%
E	932	894	284	95	747	246	501
%V	12.6%	12.4%	8.4%	8.8%	13.1%	8.3%	18.2%
%H		95.9%	30.5%	10.2%	80.2%	26.4%	53.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7368	7184	3362	1077	5709	2951	2757
%H		97.5%	45.6%	14.6%	77.5%	40.1%	37.4%
Working full time	3080	3023	1607	515	2321	1408	912
%V	41.8%	42.1%	47.8%	47.8%	40.7%	47.7%	33.1%
%H		98.1%	52.2%	16.7%	75.4%	45.7%	29.6%
Working part time	831	820	407	146	645	372	274
%V	11.3%	11.4%	12.1%	13.6%	11.3%	12.6%	9.9%
%H		98.7%	49.0%	17.6%	77.6%	44.8%	33.0%
Not working	3457	3341	1348	416	2743	1171	1572
%V	46.9%	46.5%	40.1%	38.6%	48.0%	39.7%	57.0%
%H		96.6%	39.0%	12.0%	79.3%	33.9%	45.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3618	3512	1728	520	2754	1489	1265
%H		97.1%	47.8%	14.4%	76.1%	41.2%	35.0%
16 - 19	246	239	123	42	197	125	71
%V	6.8%	6.8%	7.1%	8.1%	7.2%	8.4%	5.6%
%H		97.2%	50.0%	17.1%	80.1%	50.8%	28.9%
20 - 24	313	299	151	37	237	127	110
%V	8.7%	8.5%	8.7%	7.1%	8.6%	8.5%	8.7%
%H		95.5%	48.2%	11.8%	75.7%	40.6%	35.1%
25 - 34	627	593	339	90	409	251	158
%V	17.3%	16.9%	19.6%	17.3%	14.9%	16.9%	12.5%
%H		94.6%	54.1%	14.4%	65.2%	40.0%	25.2%
35 - 44	547	529	301	87	389	243	146
%V	15.1%	15.1%	17.4%	16.7%	14.1%	16.3%	11.5%
%H		96.7%	55.0%	15.9%	71.1%	44.4%	26.7%
45 - 54	639	624	330	104	498	309	189
%V	17.7%	17.8%	19.1%	20.0%	18.1%	20.8%	14.9%
%H		97.7%	51.6%	16.3%	77.9%	48.4%	29.6%
55 - 64	530	520	226	81	423	208	215
%V	14.6%	14.8%	13.1%	15.6%	15.4%	14.0%	17.0%
%H		98.1%	42.6%	15.3%	79.8%	39.2%	40.6%
65+	717	708	258	78	601	226	375
%V	19.8%	20.2%	14.9%	15.0%	21.8%	15.2%	29.6%
%H		98.7%	36.0%	10.9%	83.8%	31.5%	52.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 35.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3618	3512	1728	520	2754	1489	1265
%H		97.1%	47.8%	14.4%	76.1%	41.2%	35.0%
AB	806	782	407	131	633	375	258
%V	22.3%	22.3%	23.6%	25.2%	23.0%	25.2%	20.4%
%H		97.0%	50.5%	16.3%	78.5%	46.5%	32.0%
C1	902	866	434	125	674	369	305
%V	24.9%	24.7%	25.1%	24.0%	24.5%	24.8%	24.1%
%H		96.0%	48.1%	13.9%	74.7%	40.9%	33.8%
C2	877	865	445	142	690	411	279
%V	24.2%	24.6%	25.8%	27.3%	25.1%	27.6%	22.1%
%H		98.6%	50.7%	16.2%	78.7%	46.9%	31.8%
D	652	637	321	84	456	230	226
%V	18.0%	18.1%	18.6%	16.2%	16.6%	15.4%	17.9%
%H		97.7%	49.2%	12.9%	69.9%	35.3%	34.7%
E	382	363	120	38	302	104	198
%V	10.6%	10.3%	6.9%	7.3%	11.0%	7.0%	15.7%
%H		95.0%	31.4%	9.9%	79.1%	27.2%	51.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3618	3512	1728	520	2754	1489	1265
%H		97.1%	47.8%	14.4%	76.1%	41.2%	35.0%
Working full time	1920	1882	1034	308	1431	887	544
%V	53.1%	53.6%	59.8%	59.2%	52.0%	59.6%	43.0%
%H		98.0%	53.9%	16.0%	74.5%	46.2%	28.3%
Working part time	179	173	81	35	133	72	61
%V	4.9%	4.9%	4.7%	6.7%	4.8%	4.8%	4.8%
%H		96.6%	45.3%	19.6%	74.3%	40.2%	34.1%
Not working	1519	1457	613	178	1191	530	661
%V	42.0%	41.5%	35.5%	34.2%	43.2%	35.6%	52.3%
%H		95.9%	40.4%	11.7%	78.4%	34.9%	43.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3750	3672	1634	556	2954	1462	1492
%H		97.9%	43.6%	14.8%	78.8%	39.0%	39.8%
16 - 19	213	210	106	37	165	99	66
%V	5.7%	5.7%	6.5%	6.7%	5.6%	6.8%	4.4%
%H		98.6%	49.8%	17.4%	77.5%	46.5%	31.0%
20 - 24	326	312	145	46	240	121	118
%V	8.7%	8.5%	8.9%	8.3%	8.1%	8.3%	7.9%
%H		95.7%	44.5%	14.1%	73.6%	37.1%	36.2%
25 - 34	586	560	294	97	390	219	171
%V	15.6%	15.3%	18.0%	17.4%	13.2%	15.0%	11.5%
%H		95.6%	50.2%	16.6%	66.6%	37.4%	29.2%
35 - 44	580	572	321	108	431	281	150
%V	15.5%	15.6%	19.6%	19.4%	14.6%	19.2%	10.1%
%H		98.6%	55.3%	18.6%	74.3%	48.4%	25.9%
45 - 54	657	649	309	114	528	301	228
%V	17.5%	17.7%	18.9%	20.5%	17.9%	20.6%	15.3%
%H		98.8%	47.0%	17.4%	80.4%	45.8%	34.7%
55 - 64	544	535	222	84	452	215	237
%V	14.5%	14.6%	13.6%	15.1%	15.3%	14.7%	15.9%
%H		98.3%	40.8%	15.4%	83.1%	39.5%	43.6%
65+	845	834	236	70	749	226	523
%V	22.5%	22.7%	14.4%	12.6%	25.4%	15.5%	35.1%
%H		98.7%	27.9%	8.3%	88.6%	26.7%	61.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3750	3672	1634	556	2954	1462	1492
%H		97.9%	43.6%	14.8%	78.8%	39.0%	39.8%
AB	780	764	377	122	623	344	279
%V	20.8%	20.8%	23.1%	21.9%	21.1%	23.5%	18.7%
%H		97.9%	48.3%	15.6%	79.9%	44.1%	35.8%
C1	988	965	410	159	777	376	400
%V	26.3%	26.3%	25.1%	28.6%	26.3%	25.7%	26.8%
%H		97.7%	41.5%	16.1%	78.6%	38.1%	40.5%
C2	768	761	367	137	613	351	262
%V	20.5%	20.7%	22.5%	24.6%	20.8%	24.0%	17.6%
%H		99.1%	47.8%	17.8%	79.8%	45.7%	34.1%
D	663	650	316	81	496	248	248
%V	17.7%	17.7%	19.3%	14.6%	16.8%	17.0%	16.6%
%H		98.0%	47.7%	12.2%	74.8%	37.4%	37.4%
E	551	532	164	57	445	142	303
%V	14.7%	14.5%	10.0%	10.3%	15.1%	9.7%	20.3%
%H		96.6%	29.8%	10.3%	80.8%	25.8%	55.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV Yorkshire / North East Macro
Individual level data
Table 23.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3750	3672	1634	556	2954	1462	1492
%H		97.9%	43.6%	14.8%	78.8%	39.0%	39.8%
Working full time	1159	1142	573	207	890	521	369
%V	30.9%	31.1%	35.1%	37.2%	30.1%	35.6%	24.7%
%H		98.5%	49.4%	17.9%	76.8%	45.0%	31.8%
Working part time	652	647	326	111	513	300	213
%V	17.4%	17.6%	20.0%	20.0%	17.4%	20.5%	14.3%
%H		99.2%	50.0%	17.0%	78.7%	46.0%	32.7%
Not working	1938	1884	735	238	1552	641	911
%V	51.7%	51.3%	45.0%	42.8%	52.5%	43.8%	61.1%
%H		97.2%	37.9%	12.3%	80.1%	33.1%	47.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
AB	660	648	301	102	493	247	246
%V	20.2%	20.4%	22.7%	20.5%	19.7%	21.5%	18.1%
%H (All HH)		98.2%	45.6%	15.5%	74.7%	37.4%	37.3%
%H (TV HH)			46.5%	15.7%	76.1%	38.1%	38.0%
C1	855	836	365	145	656	328	329
%V	26.2%	26.4%	27.5%	29.2%	26.2%	28.6%	24.2%
%H (All HH)		97.8%	42.7%	17.0%	76.7%	38.4%	38.5%
%H (TV HH)			43.7%	17.3%	78.5%	39.2%	39.4%
C2	700	685	309	121	543	286	257
%V	21.4%	21.6%	23.3%	24.3%	21.7%	24.9%	18.9%
%H (All HH)		97.9%	44.1%	17.3%	77.6%	40.9%	36.7%
%H (TV HH)			45.1%	17.7%	79.3%	41.8%	37.5%
D	505	488	188	74	399	170	229
%V	15.5%	15.4%	14.2%	14.9%	15.9%	14.8%	16.9%
%H (All HH)		96.6%	37.2%	14.7%	79.0%	33.7%	45.3%
%H (TV HH)			38.5%	15.2%	81.8%	34.8%	46.9%
E	545	515	163	55	415	118	297
%V	16.7%	16.2%	12.3%	11.1%	16.6%	10.3%	21.9%
%H (All HH)		94.5%	29.9%	10.1%	76.1%	21.7%	54.5%
%H (TV HH)			31.7%	10.7%	80.6%	22.9%	57.7%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Under 25	138	130	51	23	95	39	55
%V	4.2%	4.1%	3.8%	4.6%	3.8%	3.4%	4.1%
%H (All HH)		94.2%	37.0%	16.7%	68.8%	28.3%	39.9%
%H (TV HH)			39.2%	17.7%	73.1%	30.0%	42.3%
25 - 34	475	453	231	77	313	173	140
%V	14.5%	14.3%	17.4%	15.5%	12.5%	15.1%	10.3%
%H (All HH)		95.4%	48.6%	16.2%	65.9%	36.4%	29.5%
%H (TV HH)			51.0%	17.0%	69.1%	38.2%	30.9%
35 - 44	556	536	277	107	397	238	159
%V	17.0%	16.9%	20.9%	21.5%	15.8%	20.7%	11.7%
%H (All HH)		96.4%	49.8%	19.2%	71.4%	42.8%	28.6%
%H (TV HH)			51.7%	20.0%	74.1%	44.4%	29.7%
45 - 54	649	633	297	119	501	281	220
%V	19.9%	20.0%	22.4%	23.9%	20.0%	24.5%	16.2%
%H (All HH)		97.5%	45.8%	18.3%	77.2%	43.3%	33.9%
%H (TV HH)			46.9%	18.8%	79.1%	44.4%	34.8%
55 - 64	557	543	217	87	432	190	242
%V	17.1%	17.1%	16.4%	17.5%	17.2%	16.6%	17.8%
%H (All HH)		97.5%	39.0%	15.6%	77.6%	34.1%	43.4%
%H (TV HH)			40.0%	16.0%	79.6%	35.0%	44.6%
65 +	890	876	254	84	768	227	541
%V	27.3%	27.6%	19.1%	16.9%	30.6%	19.8%	39.8%
%H (All HH)		98.4%	28.5%	9.4%	86.3%	25.5%	60.8%
%H (TV HH)			29.0%	9.6%	87.7%	25.9%	61.8%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
1	1185	1130	324	115	939	251	688
%V	36.3%	35.6%	24.4%	23.1%	37.5%	21.9%	50.7%
%H (All HH)		95.4%	27.3%	9.7%	79.2%	21.2%	58.1%
%H (TV HH)			28.7%	10.2%	83.1%	22.2%	60.9%
2	958	939	415	144	738	355	383
%V	29.3%	29.6%	31.3%	29.0%	29.4%	30.9%	28.2%
%H (All HH)		98.0%	43.3%	15.0%	77.0%	37.1%	40.0%
%H (TV HH)			44.2%	15.3%	78.6%	37.8%	40.8%
3	500	492	253	103	373	233	140
%V	15.3%	15.5%	19.1%	20.7%	14.9%	20.3%	10.3%
%H (All HH)		98.4%	50.6%	20.6%	74.6%	46.6%	28.0%
%H (TV HH)			51.4%	20.9%	75.8%	47.4%	28.5%
4	415	410	222	85	314	210	104
%V	12.7%	12.9%	16.7%	17.1%	12.5%	18.3%	7.7%
%H (All HH)		98.8%	53.5%	20.5%	75.7%	50.6%	25.1%
%H (TV HH)			54.1%	20.7%	76.6%	51.2%	25.4%
5+	207	201	112	50	142	100	43
%V	6.3%	6.3%	8.4%	10.1%	5.7%	8.7%	3.2%
%H (All HH)		97.1%	54.1%	24.2%	68.6%	48.3%	20.8%
%H (TV HH)			55.7%	24.9%	70.6%	49.8%	21.4%
Average HH size	2.26	2.27	2.57	2.65	2.22	2.64	1.86

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Without	2455	2379	898	338	1924	780	1144
%V	75.2%	75.0%	67.7%	68.0%	76.8%	67.9%	84.2%
%H (All HH)		96.9%	36.6%	13.8%	78.4%	31.8%	46.6%
%H (TV HH)			37.7%	14.2%	80.9%	32.8%	48.1%
With	810	793	428	159	581	368	214
%V	24.8%	25.0%	32.3%	32.0%	23.2%	32.1%	15.8%
%H (All HH)		97.9%	52.8%	19.6%	71.7%	45.4%	26.4%
%H (TV HH)			54.0%	20.1%	73.3%	46.4%	27.0%
0 - 3	307	297	160	56	207	124	82
%V	9.4%	9.4%	12.1%	11.3%	8.3%	10.8%	6.0%
%H (All HH)		96.7%	52.1%	18.2%	67.4%	40.4%	26.7%
%H (TV HH)			53.9%	18.9%	69.7%	41.8%	27.6%
4 - 9	394	387	216	73	282	181	101
%V	12.1%	12.2%	16.3%	14.7%	11.3%	15.8%	7.4%
%H (All HH)		98.2%	54.8%	18.5%	71.6%	45.9%	25.6%
%H (TV HH)			55.8%	18.9%	72.9%	46.8%	26.1%
10 - 15	389	382	208	83	286	189	97
%V	11.9%	12.0%	15.7%	16.7%	11.4%	16.5%	7.1%
%H (All HH)		98.2%	53.5%	21.3%	73.5%	48.6%	24.9%
%H (TV HH)			54.5%	21.7%	74.9%	49.5%	25.4%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
1	1251	1251	395	146	921	221	700
%V	38.3%	39.4%	29.8%	29.4%	36.8%	19.3%	51.5%
%H (All HH)		100.0%	31.6%	11.7%	73.6%	17.7%	56.0%
%H (TV HH)			31.6%	11.7%	73.6%	17.7%	56.0%
2	1092	1092	471	180	892	444	448
%V	33.4%	34.4%	35.5%	36.2%	35.6%	38.7%	33.0%
%H (All HH)		100.0%	43.1%	16.5%	81.7%	40.7%	41.0%
%H (TV HH)			43.1%	16.5%	81.7%	40.7%	41.0%
3	514	514	273	95	419	268	152
%V	15.7%	16.2%	20.6%	19.1%	16.7%	23.3%	11.2%
%H (All HH)		100.0%	53.1%	18.5%	81.5%	52.1%	29.6%
%H (TV HH)			53.1%	18.5%	81.5%	52.1%	29.6%
4	208	208	123	50	178	138	40
%V	6.4%	6.6%	9.3%	10.1%	7.1%	12.0%	2.9%
%H (All HH)		100.0%	59.1%	24.0%	85.6%	66.3%	19.2%
%H (TV HH)			59.1%	24.0%	85.6%	66.3%	19.2%
5+	107	107	65	26	95	77	18
%V	3.3%	3.4%	4.9%	5.2%	3.8%	6.7%	1.3%
%H (All HH)		100.0%	60.7%	24.3%	88.8%	72.0%	16.8%
%H (TV HH)			60.7%	24.3%	88.8%	72.0%	16.8%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage 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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ITV North West / Border Macro

Household level data

Table 24.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Under 20"	742	742	308	111	674	344	330
%V	22.7%	23.4%	23.2%	22.3%	26.9%	30.0%	24.3%
%H (All HH)		100.0%	41.5%	15.0%	90.8%	46.4%	44.5%
%H (TV HH)			41.5%	15.0%	90.8%	46.4%	44.5%
20" - 29"	1224	1224	493	179	1046	482	564
%V	37.5%	38.6%	37.2%	36.0%	41.7%	42.0%	41.5%
%H (All HH)		100.0%	40.3%	14.6%	85.5%	39.4%	46.1%
%H (TV HH)			40.3%	14.6%	85.5%	39.4%	46.1%
30" - 39"	1741	1741	738	310	1414	707	708
%V	53.3%	54.9%	55.6%	62.4%	56.4%	61.6%	52.1%
%H (All HH)		100.0%	42.4%	17.8%	81.2%	40.6%	40.7%
%H (TV HH)			42.4%	17.8%	81.2%	40.6%	40.7%
40" and over	1170	1170	659	231	850	559	291
%V	35.8%	36.9%	49.7%	46.5%	33.9%	48.7%	21.4%
%H (All HH)		100.0%	56.3%	19.7%	72.6%	47.8%	24.9%
%H (TV HH)			56.3%	19.7%	72.6%	47.8%	24.9%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 24.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Main living room	3126	3126	1317	496	2479	1144	1335
%V	95.7%	98.5%	99.2%	99.8%	98.9%	99.7%	98.3%
%H (All HH)		100.0%	42.1%	15.9%	79.3%	36.6%	42.7%
%H (TV HH)			42.1%	15.9%	79.3%	36.6%	42.7%
Kitchen	325	325	157	43	289	161	129
%V	10.0%	10.2%	11.8%	8.7%	11.5%	14.0%	9.5%
%H (All HH)		100.0%	48.3%	13.2%	88.9%	49.5%	39.7%
%H (TV HH)			48.3%	13.2%	88.9%	49.5%	39.7%
Adult's bedroom	1337	1337	661	259	1114	683	431
%V	40.9%	42.2%	49.8%	52.1%	44.5%	59.5%	31.7%
%H (All HH)		100.0%	49.4%	19.4%	83.3%	51.1%	32.2%
%H (TV HH)			49.4%	19.4%	83.3%	51.1%	32.2%
Child's bedroom	250	250	136	61	216	157	59
%V	7.7%	7.9%	10.2%	12.3%	8.6%	13.7%	4.3%
%H (All HH)		100.0%	54.4%	24.4%	86.4%	62.8%	23.6%
%H (TV HH)			54.4%	24.4%	86.4%	62.8%	23.6%
Other bedroom	122	122	67	25	105	72	33
%V	3.7%	3.8%	5.0%	5.0%	4.2%	6.3%	2.4%
%H (All HH)		100.0%	54.9%	20.5%	86.1%	59.0%	27.0%
%H (TV HH)			54.9%	20.5%	86.1%	59.0%	27.0%
Second living/dining room	361	361	189	58	302	182	120
%V	11.1%	11.4%	14.2%	11.7%	12.1%	15.9%	8.8%
%H (All HH)		100.0%	52.4%	16.1%	83.7%	50.4%	33.2%
%H (TV HH)			52.4%	16.1%	83.7%	50.4%	33.2%
Study/office	34	34	19	5	28	18	10
%V	1.0%	1.1%	1.4%	1.0%	1.1%	1.6%	0.7%
%H (All HH)		100.0%	55.9%	14.7%	82.4%	52.9%	29.4%
%H (TV HH)			55.9%	14.7%	82.4%	52.9%	29.4%
TV room	21	21	14	2	17	12	5
%V	0.6%	0.7%	1.1%	0.4%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	66.7%	9.5%	81.0%	57.1%	23.8%
%H (TV HH)			66.7%	9.5%	81.0%	57.1%	23.8%
Conservatory	77	77	42	14	70	48	23
%V	2.4%	2.4%	3.2%	2.8%	2.8%	4.2%	1.7%
%H (All HH)		100.0%	54.5%	18.2%	90.9%	62.3%	29.9%
%H (TV HH)			54.5%	18.2%	90.9%	62.3%	29.9%
Attic or loft room	5	5	3	0	4	3	2
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	60.0%	40.0%
%H (TV HH)			60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	8	8	4	2	8	5	3
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	100.0%	62.5%	37.5%
%H (TV HH)			50.0%	25.0%	100.0%	62.5%	37.5%
Other	13	13	7	3	10	6	3
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	53.8%	23.1%	76.9%	46.2%	23.1%
%H (TV HH)			53.8%	23.1%	76.9%	46.2%	23.1%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 24.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
PVR	1748	1748	1092	333	1236	895	341
%V	53.5%	55.1%	82.3%	67.0%	49.3%	78.0%	25.1%
%H (All HH)		100.0%	62.5%	19.1%	70.7%	51.2%	19.5%
%H (TV HH)			62.5%	19.1%	70.7%	51.2%	19.5%
DVDR	187	187	77	30	157	75	82
%V	5.7%	5.9%	5.8%	6.0%	6.3%	6.5%	6.0%
%H (All HH)		100.0%	41.2%	16.0%	84.0%	40.1%	43.9%
%H (TV HH)			41.2%	16.0%	84.0%	40.1%	43.9%
VCR	101	101	38	12	86	34	51
%V	3.1%	3.2%	2.9%	2.4%	3.4%	3.0%	3.8%
%H (All HH)		100.0%	37.6%	11.9%	85.1%	33.7%	50.5%
%H (TV HH)			37.6%	11.9%	85.1%	33.7%	50.5%
Any recorder	1885	1885	1120	350	1357	925	432
%V	57.7%	59.4%	84.4%	70.4%	54.2%	80.6%	31.8%
%H (All HH)		100.0%	59.4%	18.6%	72.0%	49.1%	22.9%
%H (TV HH)			59.4%	18.6%	72.0%	49.1%	22.9%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 24.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Receives HDTV (via STB or built-in reception)	1458	1458	781	364	1062	733	329
%V	44.6%	46.0%	58.9%	73.2%	42.4%	63.9%	24.2%
%H (All HH)		100.0%	53.6%	25.0%	72.8%	50.3%	22.6%
%H (TV HH)			53.6%	25.0%	72.8%	50.3%	22.6%
DVD/Blu-ray player or recorder	2389	2389	1055	403	1880	932	947
%V	73.1%	75.3%	79.5%	81.1%	75.0%	81.2%	69.7%
%H (All HH)		100.0%	44.2%	16.9%	78.7%	39.0%	39.6%
%H (TV HH)			44.2%	16.9%	78.7%	39.0%	39.6%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3266	3172	1327	497	2506	1148	1358
%H (All HH)		97.1%	40.6%	15.2%	76.7%	35.2%	41.6%
%H (TV HH)			41.8%	15.7%	79.0%	36.2%	42.8%
Has PC or Laptop	2375	2320	1121	436	1770	998	773
%V	72.7%	73.1%	84.5%	87.7%	70.6%	86.9%	56.9%
%H (All HH)		97.7%	47.2%	18.4%	74.5%	42.0%	32.5%
%H (TV HH)			48.3%	18.8%	76.3%	43.0%	33.3%
Has broadband internet	2239	2192	1081	430	1658	968	690
%V	68.6%	69.1%	81.5%	86.5%	66.2%	84.3%	50.8%
%H (All HH)		97.9%	48.3%	19.2%	74.1%	43.2%	30.8%
%H (TV HH)			49.3%	19.6%	75.6%	44.2%	31.5%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Set level data
Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6398	3003	1134	5200	2889	2311
%H		46.9%	17.7%	81.3%	45.2%	36.1%
Under 20"	959	413	152	875	471	405
%V	15.0%	13.8%	13.4%	16.8%	16.3%	17.5%
%H		43.1%	15.8%	91.2%	49.1%	42.2%
20" - 29"	1527	639	233	1316	646	670
%V	23.9%	21.3%	20.5%	25.3%	22.4%	29.0%
%H		41.8%	15.3%	86.2%	42.3%	43.9%
30" - 39"	2066	913	385	1686	898	787
%V	32.3%	30.4%	34.0%	32.4%	31.1%	34.1%
%H		44.2%	18.6%	81.6%	43.5%	38.1%
40" and over	1379	799	271	1000	675	325
%V	21.6%	26.6%	23.9%	19.2%	23.4%	14.1%
%H		57.9%	19.7%	72.5%	48.9%	23.6%
Don't know	87	36	15	65	29	36
%V	1.4%	1.2%	1.3%	1.3%	1.0%	1.6%
%H		41.4%	17.2%	74.7%	33.3%	41.4%
Not Asked	380	203	78	258	170	88
%V	5.9%	6.8%	6.9%	5.0%	5.9%	3.8%
%H		53.4%	20.5%	67.9%	44.7%	23.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Set level data
Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6398	3003	1134	5200	2889	2311
%H		46.9%	17.7%	81.3%	45.2%	36.1%
Main living room	3142	1324	498	2493	1152	1341
%V	49.1%	44.1%	43.9%	47.9%	39.9%	58.0%
%H		42.1%	15.8%	79.3%	36.7%	42.7%
Kitchen	328	157	43	292	161	130
%V	5.1%	5.2%	3.8%	5.6%	5.6%	5.6%
%H		47.9%	13.1%	89.0%	49.1%	39.6%
Adult's bedroom	1565	783	321	1313	835	477
%V	24.5%	26.1%	28.3%	25.3%	28.9%	20.6%
%H		50.0%	20.5%	83.9%	53.4%	30.5%
Child's bedroom	314	174	79	274	204	70
%V	4.9%	5.8%	7.0%	5.3%	7.1%	3.0%
%H		55.4%	25.2%	87.3%	65.0%	22.3%
Other bedroom	144	80	29	125	88	38
%V	2.3%	2.7%	2.6%	2.4%	3.0%	1.6%
%H		55.6%	20.1%	86.8%	61.1%	26.4%
Second living/dining room	365	192	58	306	184	122
%V	5.7%	6.4%	5.1%	5.9%	6.4%	5.3%
%H		52.6%	15.9%	83.8%	50.4%	33.4%
Study/office	34	19	6	28	18	10
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%
%H		55.9%	17.6%	82.4%	52.9%	29.4%
TV room	21	14	2	17	12	5
%V	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%
%H		66.7%	9.5%	81.0%	57.1%	23.8%
Conservatory	77	42	14	70	48	23
%V	1.2%	1.4%	1.2%	1.3%	1.7%	1.0%
%H		54.5%	18.2%	90.9%	62.3%	29.9%
Attic or loft room	5	3	0	4	3	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	10	5	3	9	6	3
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%
%H		50.0%	30.0%	90.0%	60.0%	30.0%
Other	13	7	3	10	7	3
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%
%H		53.8%	23.1%	76.9%	53.8%	23.1%
Not Asked	380	203	78	258	170	88
%V	5.9%	6.8%	6.9%	5.0%	5.9%	3.8%
%H		53.4%	20.5%	67.9%	44.7%	23.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Set level data
Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6398	3003	1134	5200	2889	2311
%H		46.9%	17.7%	81.3%	45.2%	36.1%
PVR	2309	1525	436	1579	1203	376
%V	36.1%	50.8%	38.4%	30.4%	41.6%	16.3%
%H		66.0%	18.9%	68.4%	52.1%	16.3%
DVDR	213	90	36	177	87	90
%V	3.3%	3.0%	3.2%	3.4%	3.0%	3.9%
%H		42.3%	16.9%	83.1%	40.8%	42.3%
VCR	115	44	16	97	40	56
%V	1.8%	1.5%	1.4%	1.9%	1.4%	2.4%
%H		38.3%	13.9%	84.3%	34.8%	48.7%
Any recorder	2503	1580	464	1751	1263	489
%V	39.1%	52.6%	40.9%	33.7%	43.7%	21.2%
%H		63.1%	18.5%	70.0%	50.5%	19.5%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 24.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6398	3003	1134	5200	2889	2311
%H		46.9%	17.7%	81.3%	45.2%	36.1%
Receives HDTV (via STB or built-in reception)	2045	1110	529	1479	1047	432
%V	32.0%	37.0%	46.6%	28.4%	36.2%	18.7%
%H		54.3%	25.9%	72.3%	51.2%	21.1%
DVD/Blu-ray player or recorder	3546	1659	661	2866	1605	1261
%V	55.4%	55.2%	58.3%	55.1%	55.6%	54.6%
%H		46.8%	18.6%	80.8%	45.3%	35.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Set level data
Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3172	1327	497	2505	1148	1357
%H		41.8%	15.7%	79.0%	36.2%	42.8%
Under 20"	68	11	4	60	6	53
%V	2.1%	0.8%	0.8%	2.4%	0.5%	3.9%
%H		16.2%	5.9%	88.2%	8.8%	77.9%
20" - 29"	557	144	46	472	104	369
%V	17.6%	10.9%	9.3%	18.8%	9.1%	27.2%
%H		25.9%	8.3%	84.7%	18.7%	66.2%
30" - 39"	1364	521	221	1123	490	633
%V	43.0%	39.3%	44.5%	44.8%	42.7%	46.6%
%H		38.2%	16.2%	82.3%	35.9%	46.4%
40" and over	1128	637	220	818	538	280
%V	35.6%	48.0%	44.3%	32.7%	46.9%	20.6%
%H		56.5%	19.5%	72.5%	47.7%	24.8%
Don't know	44	14	7	32	10	22
%V	1.4%	1.1%	1.4%	1.3%	0.9%	1.6%
%H		31.8%	15.9%	72.7%	22.7%	50.0%
Not Asked	11	0	0	0	0	0
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3172	1327	497	2505	1148	1357
%H		41.8%	15.7%	79.0%	36.2%	42.8%
PVR	1697	1076	322	1190	875	316
%V	53.5%	81.1%	64.8%	47.5%	76.2%	23.3%
%H		63.4%	19.0%	70.1%	51.6%	18.6%
DVDR	158	60	24	132	58	74
%V	5.0%	4.5%	4.8%	5.3%	5.1%	5.5%
%H		38.0%	15.2%	83.5%	36.7%	46.8%
VCR	87	31	11	73	28	45
%V	2.7%	2.3%	2.2%	2.9%	2.4%	3.3%
%H		35.6%	12.6%	83.9%	32.2%	51.7%
Any recorder	1834	1107	339	1312	907	405
%V	57.8%	83.4%	68.2%	52.4%	79.0%	29.8%
%H		60.4%	18.5%	71.5%	49.5%	22.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3172	1327	497	2505	1148	1357
%H		41.8%	15.7%	79.0%	36.2%	42.8%
Receives HDTV (via STB or built-in reception)	1412	762	359	1023	717	306
%V	44.5%	57.4%	72.2%	40.8%	62.5%	22.5%
%H		54.0%	25.4%	72.5%	50.8%	21.7%
DVD/Blu-ray player or recorder	2257	992	383	1763	867	897
%V	71.2%	74.8%	77.1%	70.4%	75.5%	66.1%
%H		44.0%	17.0%	78.1%	38.4%	39.7%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Set level data
Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3226	1676	637	2695	1741	954
%H		52.0%	19.7%	83.5%	54.0%	29.6%
Under 20"	892	402	148	816	464	352
%V	27.7%	24.0%	23.2%	30.3%	26.7%	36.9%
%H		45.1%	16.6%	91.5%	52.0%	39.5%
20" - 29"	970	496	187	843	542	301
%V	30.1%	29.6%	29.4%	31.3%	31.1%	31.6%
%H		51.1%	19.3%	86.9%	55.9%	31.0%
30" - 39"	702	392	165	563	409	154
%V	21.8%	23.4%	25.9%	20.9%	23.5%	16.1%
%H		55.8%	23.5%	80.2%	58.3%	21.9%
40" and over	251	162	51	181	137	45
%V	7.8%	9.7%	8.0%	6.7%	7.9%	4.7%
%H		64.5%	20.3%	72.1%	54.6%	17.9%
Don't know	43	22	8	33	19	14
%V	1.3%	1.3%	1.3%	1.2%	1.1%	1.5%
%H		51.2%	18.6%	76.7%	44.2%	32.6%
Not Asked	368	202	78	259	170	88
%V	11.4%	12.1%	12.2%	9.6%	9.8%	9.2%
%H		54.9%	21.2%	70.4%	46.2%	23.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3226	1676	637	2695	1741	954
%H		52.0%	19.7%	83.5%	54.0%	29.6%
PVR	612	449	114	389	328	60
%V	19.0%	26.8%	17.9%	14.4%	18.8%	6.3%
%H		73.4%	18.6%	63.6%	53.6%	9.8%
DVDR	55	29	11	45	29	16
%V	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
%H		52.7%	20.0%	81.8%	52.7%	29.1%
VCR	28	13	6	23	12	11
%V	0.9%	0.8%	0.9%	0.9%	0.7%	1.2%
%H		46.4%	21.4%	82.1%	42.9%	39.3%
Any recorder	669	473	126	440	356	83
%V	20.7%	28.2%	19.8%	16.3%	20.4%	8.7%
%H		70.7%	18.8%	65.8%	53.2%	12.4%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3226	1676	637	2695	1741	954
%H		52.0%	19.7%	83.5%	54.0%	29.6%
Receives HDTV (via STB or built-in reception)	633	348	170	456	330	127
%V	19.6%	20.8%	26.7%	16.9%	19.0%	13.3%
%H		55.0%	26.9%	72.0%	52.1%	20.1%
DVD/Blu-ray player or recorder	1290	667	278	1102	739	364
%V	40.0%	39.8%	43.6%	40.9%	42.4%	38.2%
%H		51.7%	21.6%	85.4%	57.3%	28.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	7385	7208	3411	1316	5552	3029	2523
%H		97.6%	46.2%	17.8%	75.2%	41.0%	34.2%
Total Children	1394	1358	745	273	985	632	353
%V	18.9%	18.8%	21.8%	20.7%	17.7%	20.9%	14.0%
%H		97.4%	53.4%	19.6%	70.7%	45.3%	25.3%
0 - 3	371	356	189	66	251	148	103
%V	5.0%	4.9%	5.5%	5.0%	4.5%	4.9%	4.1%
%H		96.0%	50.9%	17.8%	67.7%	39.9%	27.8%
4 - 15	1023	1001	556	207	734	484	250
%V	13.9%	13.9%	16.3%	15.7%	13.2%	16.0%	9.9%
%H		97.8%	54.3%	20.2%	71.7%	47.3%	24.4%
4 - 9	523	513	289	101	376	249	127
%V	7.1%	7.1%	8.5%	7.7%	6.8%	8.2%	5.0%
%H		98.1%	55.3%	19.3%	71.9%	47.6%	24.3%
10 - 15	499	488	266	106	358	236	123
%V	6.8%	6.8%	7.8%	8.1%	6.4%	7.8%	4.9%
%H		97.8%	53.3%	21.2%	71.7%	47.3%	24.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	7385	7208	3411	1316	5552	3029	2523
%H		97.6%	46.2%	17.8%	75.2%	41.0%	34.2%
Total Adults (16+)	5991	5850	2666	1042	4567	2397	2170
%V	81.1%	81.2%	78.2%	79.2%	82.3%	79.1%	86.0%
%H		97.6%	44.5%	17.4%	76.2%	40.0%	36.2%
16 - 19	366	357	180	86	278	182	96
%V	5.0%	5.0%	5.3%	6.5%	5.0%	6.0%	3.8%
%H		97.5%	49.2%	23.5%	76.0%	49.7%	26.2%
20 - 24	483	466	225	99	350	210	140
%V	6.5%	6.5%	6.6%	7.5%	6.3%	6.9%	5.5%
%H		96.5%	46.6%	20.5%	72.5%	43.5%	29.0%
25 - 34	971	938	483	180	651	381	270
%V	13.1%	13.0%	14.2%	13.7%	11.7%	12.6%	10.7%
%H		96.6%	49.7%	18.5%	67.0%	39.2%	27.8%
35 - 44	933	906	475	189	672	418	253
%V	12.6%	12.6%	13.9%	14.4%	12.1%	13.8%	10.0%
%H		97.1%	50.9%	20.3%	72.0%	44.8%	27.1%
45 - 54	1077	1057	520	207	831	492	339
%V	14.6%	14.7%	15.2%	15.7%	15.0%	16.2%	13.4%
%H		98.1%	48.3%	19.2%	77.2%	45.7%	31.5%
55 - 64	886	867	376	146	687	336	351
%V	12.0%	12.0%	11.0%	11.1%	12.4%	11.1%	13.9%
%H		97.9%	42.4%	16.5%	77.5%	37.9%	39.6%
65+	1275	1259	407	135	1098	377	721
%V	17.3%	17.5%	11.9%	10.3%	19.8%	12.4%	28.6%
%H		98.7%	31.9%	10.6%	86.1%	29.6%	56.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5991	5850	2666	1042	4567	2397	2170
%H		97.6%	44.5%	17.4%	76.2%	40.0%	36.2%
AB	1338	1313	639	233	999	556	443
%V	22.3%	22.4%	24.0%	22.4%	21.9%	23.2%	20.4%
%H		98.1%	47.8%	17.4%	74.7%	41.6%	33.1%
C1	1600	1569	735	301	1207	667	540
%V	26.7%	26.8%	27.6%	28.9%	26.4%	27.8%	24.9%
%H		98.1%	45.9%	18.8%	75.4%	41.7%	33.8%
C2	1391	1367	653	267	1084	626	458
%V	23.2%	23.4%	24.5%	25.6%	23.7%	26.1%	21.1%
%H		98.3%	46.9%	19.2%	77.9%	45.0%	32.9%
D	926	902	390	163	723	369	354
%V	15.5%	15.4%	14.6%	15.6%	15.8%	15.4%	16.3%
%H		97.4%	42.1%	17.6%	78.1%	39.8%	38.2%
E	735	700	248	78	554	179	374
%V	12.3%	12.0%	9.3%	7.5%	12.1%	7.5%	17.2%
%H		95.2%	33.7%	10.6%	75.4%	24.4%	50.9%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5991	5850	2666	1042	4567	2397	2170
%H		97.6%	44.5%	17.4%	76.2%	40.0%	36.2%
Working full time	2621	2574	1310	541	1929	1191	738
%V	43.7%	44.0%	49.1%	51.9%	42.2%	49.7%	34.0%
%H		98.2%	50.0%	20.6%	73.6%	45.4%	28.2%
Working part time	596	581	272	113	459	259	200
%V	9.9%	9.9%	10.2%	10.8%	10.1%	10.8%	9.2%
%H		97.5%	45.6%	19.0%	77.0%	43.5%	33.6%
Not working	2774	2696	1083	389	2179	947	1232
%V	46.3%	46.1%	40.6%	37.3%	47.7%	39.5%	56.8%
%H		97.2%	39.0%	14.0%	78.6%	34.1%	44.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2938	2861	1350	528	2213	1218	995
%H		97.4%	45.9%	18.0%	75.3%	41.5%	33.9%
16 - 19	192	187	103	42	145	103	42
%V	6.5%	6.5%	7.6%	8.0%	6.6%	8.5%	4.2%
%H		97.4%	53.6%	21.9%	75.5%	53.6%	21.9%
20 - 24	236	228	115	51	178	113	64
%V	8.0%	8.0%	8.5%	9.7%	8.0%	9.3%	6.4%
%H		96.6%	48.7%	21.6%	75.4%	47.9%	27.1%
25 - 34	500	484	240	102	334	196	138
%V	17.0%	16.9%	17.8%	19.3%	15.1%	16.1%	13.9%
%H		96.8%	48.0%	20.4%	66.8%	39.2%	27.6%
35 - 44	464	447	226	89	332	197	135
%V	15.8%	15.6%	16.7%	16.9%	15.0%	16.2%	13.6%
%H		96.3%	48.7%	19.2%	71.6%	42.5%	29.1%
45 - 54	529	516	260	103	401	242	159
%V	18.0%	18.0%	19.3%	19.5%	18.1%	19.9%	16.0%
%H		97.5%	49.1%	19.5%	75.8%	45.7%	30.1%
55 - 64	435	423	190	73	332	170	162
%V	14.8%	14.8%	14.1%	13.8%	15.0%	14.0%	16.3%
%H		97.2%	43.7%	16.8%	76.3%	39.1%	37.2%
65+	583	576	217	67	492	197	295
%V	19.8%	20.1%	16.1%	12.7%	22.2%	16.2%	29.6%
%H		98.8%	37.2%	11.5%	84.4%	33.8%	50.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2938	2861	1350	528	2213	1218	995
%H		97.4%	45.9%	18.0%	75.3%	41.5%	33.9%
AB	667	654	328	115	491	279	212
%V	22.7%	22.9%	24.3%	21.8%	22.2%	22.9%	21.3%
%H		98.1%	49.2%	17.2%	73.6%	41.8%	31.8%
C1	738	721	356	147	545	325	220
%V	25.1%	25.2%	26.4%	27.8%	24.6%	26.7%	22.1%
%H		97.7%	48.2%	19.9%	73.8%	44.0%	29.8%
C2	775	761	362	150	604	350	254
%V	26.4%	26.6%	26.8%	28.4%	27.3%	28.7%	25.5%
%H		98.2%	46.7%	19.4%	77.9%	45.2%	32.8%
D	443	431	195	82	340	182	158
%V	15.1%	15.1%	14.4%	15.5%	15.4%	14.9%	15.9%
%H		97.3%	44.0%	18.5%	76.7%	41.1%	35.7%
E	315	294	109	34	234	83	151
%V	10.7%	10.3%	8.1%	6.4%	10.6%	6.8%	15.2%
%H		93.3%	34.6%	10.8%	74.3%	26.3%	47.9%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2938	2861	1350	528	2213	1218	995
%H		97.4%	45.9%	18.0%	75.3%	41.5%	33.9%
Working full time	1593	1564	796	327	1171	719	451
%V	54.2%	54.7%	59.0%	61.9%	52.9%	59.0%	45.3%
%H		98.2%	50.0%	20.5%	73.5%	45.1%	28.3%
Working part time	126	120	60	23	91	53	38
%V	4.3%	4.2%	4.4%	4.4%	4.1%	4.4%	3.8%
%H		95.2%	47.6%	18.3%	72.2%	42.1%	30.2%
Not working	1219	1176	495	178	952	446	505
%V	41.5%	41.1%	36.7%	33.7%	43.0%	36.6%	50.8%
%H		96.5%	40.6%	14.6%	78.1%	36.6%	41.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3053	2990	1315	514	2354	1178	1176
%H		97.9%	43.1%	16.8%	77.1%	38.6%	38.5%
16 - 19	174	171	76	43	133	79	54
%V	5.7%	5.7%	5.8%	8.4%	5.6%	6.7%	4.6%
%H		98.3%	43.7%	24.7%	76.4%	45.4%	31.0%
20 - 24	246	238	110	48	172	96	76
%V	8.1%	8.0%	8.4%	9.3%	7.3%	8.1%	6.5%
%H		96.7%	44.7%	19.5%	69.9%	39.0%	30.9%
25 - 34	472	453	243	78	317	185	132
%V	15.5%	15.2%	18.5%	15.2%	13.5%	15.7%	11.2%
%H		96.0%	51.5%	16.5%	67.2%	39.2%	28.0%
35 - 44	470	459	249	100	340	222	119
%V	15.4%	15.4%	18.9%	19.5%	14.4%	18.8%	10.1%
%H		97.7%	53.0%	21.3%	72.3%	47.2%	25.3%
45 - 54	548	541	261	104	430	250	180
%V	17.9%	18.1%	19.8%	20.2%	18.3%	21.2%	15.3%
%H		98.7%	47.6%	19.0%	78.5%	45.6%	32.8%
55 - 64	452	444	186	73	355	166	188
%V	14.8%	14.8%	14.1%	14.2%	15.1%	14.1%	16.0%
%H		98.2%	41.2%	16.2%	78.5%	36.7%	41.6%
65+	692	683	191	69	606	180	426
%V	22.7%	22.8%	14.5%	13.4%	25.7%	15.3%	36.2%
%H		98.7%	27.6%	10.0%	87.6%	26.0%	61.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3053	2990	1315	514	2354	1178	1176
%H		97.9%	43.1%	16.8%	77.1%	38.6%	38.5%
AB	671	659	311	118	509	277	232
%V	22.0%	22.0%	23.7%	23.0%	21.6%	23.5%	19.7%
%H		98.2%	46.3%	17.6%	75.9%	41.3%	34.6%
C1	862	848	379	153	662	342	320
%V	28.2%	28.4%	28.8%	29.8%	28.1%	29.0%	27.2%
%H		98.4%	44.0%	17.7%	76.8%	39.7%	37.1%
C2	616	606	292	117	480	276	204
%V	20.2%	20.3%	22.2%	22.8%	20.4%	23.4%	17.3%
%H		98.4%	47.4%	19.0%	77.9%	44.8%	33.1%
D	483	471	195	82	383	187	197
%V	15.8%	15.8%	14.8%	16.0%	16.3%	15.9%	16.8%
%H		97.5%	40.4%	17.0%	79.3%	38.7%	40.8%
E	420	406	139	44	320	97	224
%V	13.8%	13.6%	10.6%	8.6%	13.6%	8.2%	19.0%
%H		96.7%	33.1%	10.5%	76.2%	23.1%	53.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
ITV North West / Border Macro
Individual level data
Table 24.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3053	2990	1315	514	2354	1178	1176
%H		97.9%	43.1%	16.8%	77.1%	38.6%	38.5%
Working full time	1028	1010	515	214	759	472	287
%V	33.7%	33.8%	39.2%	41.6%	32.2%	40.1%	24.4%
%H		98.2%	50.1%	20.8%	73.8%	45.9%	27.9%
Working part time	469	461	213	89	368	206	162
%V	15.4%	15.4%	16.2%	17.3%	15.6%	17.5%	13.8%
%H		98.3%	45.4%	19.0%	78.5%	43.9%	34.5%
Not working	1556	1519	588	211	1227	501	726
%V	51.0%	50.8%	44.7%	41.1%	52.1%	42.5%	61.7%
%H		97.6%	37.8%	13.6%	78.9%	32.2%	46.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
AB	264	258	151	20	187	99	88
%V	19.5%	19.6%	19.8%	17.4%	21.2%	22.0%	20.3%
%H (All HH)		97.7%	57.2%	7.6%	70.8%	37.5%	33.3%
%H (TV HH)			58.5%	7.8%	72.5%	38.4%	34.1%
C1	356	341	196	34	228	120	108
%V	26.2%	25.9%	25.7%	29.6%	25.8%	26.7%	24.9%
%H (All HH)		95.8%	55.1%	9.6%	64.0%	33.7%	30.3%
%H (TV HH)			57.5%	10.0%	66.9%	35.2%	31.7%
C2	289	283	175	24	195	111	84
%V	21.3%	21.5%	22.9%	20.9%	22.1%	24.7%	19.4%
%H (All HH)		97.9%	60.6%	8.3%	67.5%	38.4%	29.1%
%H (TV HH)			61.8%	8.5%	68.9%	39.2%	29.7%
D	240	236	144	22	149	78	71
%V	17.7%	17.9%	18.9%	19.1%	16.9%	17.3%	16.4%
%H (All HH)		98.3%	60.0%	9.2%	62.1%	32.5%	29.6%
%H (TV HH)			61.0%	9.3%	63.1%	33.1%	30.1%
E	207	199	97	15	124	41	83
%V	15.3%	15.1%	12.7%	13.0%	14.0%	9.1%	19.1%
%H (All HH)		96.1%	46.9%	7.2%	59.9%	19.8%	40.1%
%H (TV HH)			48.7%	7.5%	62.3%	20.6%	41.7%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
S4C
Household level data
Table 25.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 25	81	73	40	8	40	18	22
%V	6.0%	5.5%	5.2%	7.0%	4.5%	4.0%	5.1%
%H (All HH)		90.1%	49.4%	9.9%	49.4%	22.2%	27.2%
%H (TV HH)			54.8%	11.0%	54.8%	24.7%	30.1%
25 - 34	189	182	115	17	107	59	48
%V	13.9%	13.8%	15.1%	14.8%	12.1%	13.1%	11.1%
%H (All HH)		96.3%	60.8%	9.0%	56.6%	31.2%	25.4%
%H (TV HH)			63.2%	9.3%	58.8%	32.4%	26.4%
35 - 44	207	201	136	20	121	77	44
%V	15.3%	15.3%	17.8%	17.4%	13.7%	17.1%	10.1%
%H (All HH)		97.1%	65.7%	9.7%	58.5%	37.2%	21.3%
%H (TV HH)			67.7%	10.0%	60.2%	38.3%	21.9%
45 - 54	262	256	162	25	172	103	69
%V	19.3%	19.4%	21.2%	21.7%	19.5%	22.9%	15.9%
%H (All HH)		97.7%	61.8%	9.5%	65.6%	39.3%	26.3%
%H (TV HH)			63.3%	9.8%	67.2%	40.2%	27.0%
55 - 64	233	226	131	20	158	83	75
%V	17.2%	17.2%	17.2%	17.4%	17.9%	18.4%	17.3%
%H (All HH)		97.0%	56.2%	8.6%	67.8%	35.6%	32.2%
%H (TV HH)			58.0%	8.8%	69.9%	36.7%	33.2%
65 +	384	378	178	26	286	111	175
%V	28.3%	28.7%	23.3%	22.6%	32.4%	24.7%	40.3%
%H (All HH)		98.4%	46.4%	6.8%	74.5%	28.9%	45.6%
%H (TV HH)			47.1%	6.9%	75.7%	29.4%	46.3%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
S4C
Household level data
Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	443	420	188	30	290	91	199
%V	32.6%	31.9%	24.6%	26.1%	32.8%	20.2%	45.9%
%H (All HH)		94.8%	42.4%	6.8%	65.5%	20.5%	44.9%
%H (TV HH)			44.8%	7.1%	69.0%	21.7%	47.4%
2	488	480	287	45	324	177	147
%V	36.0%	36.4%	37.6%	39.1%	36.7%	39.3%	33.9%
%H (All HH)		98.4%	58.8%	9.2%	66.4%	36.3%	30.1%
%H (TV HH)			59.8%	9.4%	67.5%	36.9%	30.6%
3	216	213	141	22	143	94	49
%V	15.9%	16.2%	18.5%	19.1%	16.2%	20.9%	11.3%
%H (All HH)		98.6%	65.3%	10.2%	66.2%	43.5%	22.7%
%H (TV HH)			66.2%	10.3%	67.1%	44.1%	23.0%
4	149	145	103	13	93	65	28
%V	11.0%	11.0%	13.5%	11.3%	10.5%	14.4%	6.5%
%H (All HH)		97.3%	69.1%	8.7%	62.4%	43.6%	18.8%
%H (TV HH)			71.0%	9.0%	64.1%	44.8%	19.3%
5+	62	59	43	5	34	24	10
%V	4.6%	4.5%	5.6%	4.3%	3.8%	5.3%	2.3%
%H (All HH)		95.2%	69.4%	8.1%	54.8%	38.7%	16.1%
%H (TV HH)			72.9%	8.5%	57.6%	40.7%	16.9%
Average HH size	2.21	2.22	2.40	2.32	2.18	2.47	1.87

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Without	1029	992	540	86	684	322	362
%V	75.8%	75.3%	70.8%	74.8%	77.4%	71.6%	83.4%
%H (All HH)		96.4%	52.5%	8.4%	66.5%	31.3%	35.2%
%H (TV HH)			54.4%	8.7%	69.0%	32.5%	36.5%
With	328	325	223	29	200	128	72
%V	24.2%	24.7%	29.2%	25.2%	22.6%	28.4%	16.6%
%H (All HH)		99.1%	68.0%	8.8%	61.0%	39.0%	22.0%
%H (TV HH)			68.6%	8.9%	61.5%	39.4%	22.2%
0 - 3	119	118	77	11	67	38	29
%V	8.8%	9.0%	10.1%	9.6%	7.6%	8.4%	6.7%
%H (All HH)		99.2%	64.7%	9.2%	56.3%	31.9%	24.4%
%H (TV HH)			65.3%	9.3%	56.8%	32.2%	24.6%
4 - 9	160	158	113	12	92	59	33
%V	11.8%	12.0%	14.8%	10.4%	10.4%	13.1%	7.6%
%H (All HH)		98.8%	70.6%	7.5%	57.5%	36.9%	20.6%
%H (TV HH)			71.5%	7.6%	58.2%	37.3%	20.9%
10 - 15	153	152	108	14	99	69	30
%V	11.3%	11.5%	14.2%	12.2%	11.2%	15.3%	6.9%
%H (All HH)		99.3%	70.6%	9.2%	64.7%	45.1%	19.6%
%H (TV HH)			71.1%	9.2%	65.1%	45.4%	19.7%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	487	487	230	37	283	70	213
%V	35.9%	37.0%	30.1%	32.2%	32.0%	15.6%	49.1%
%H (All HH)		100.0%	47.2%	7.6%	58.1%	14.4%	43.7%
%H (TV HH)			47.2%	7.6%	58.1%	14.4%	43.7%
2	470	470	276	44	331	181	150
%V	34.6%	35.7%	36.2%	38.3%	37.4%	40.2%	34.6%
%H (All HH)		100.0%	58.7%	9.4%	70.4%	38.5%	31.9%
%H (TV HH)			58.7%	9.4%	70.4%	38.5%	31.9%
3	213	213	145	21	152	104	48
%V	15.7%	16.2%	19.0%	18.3%	17.2%	23.1%	11.1%
%H (All HH)		100.0%	68.1%	9.9%	71.4%	48.8%	22.5%
%H (TV HH)			68.1%	9.9%	71.4%	48.8%	22.5%
4	99	99	75	8	78	62	17
%V	7.3%	7.5%	9.8%	7.0%	8.8%	13.8%	3.9%
%H (All HH)		100.0%	75.8%	8.1%	78.8%	62.6%	17.2%
%H (TV HH)			75.8%	8.1%	78.8%	62.6%	17.2%
5+	48	48	38	4	40	34	6
%V	3.5%	3.6%	5.0%	3.5%	4.5%	7.6%	1.4%
%H (All HH)		100.0%	79.2%	8.3%	83.3%	70.8%	12.5%
%H (TV HH)			79.2%	8.3%	83.3%	70.8%	12.5%

Base: S4C - Households (000s)

%V = percentage 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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S4C

Household level data

Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 20"	342	342	203	27	280	167	113
%V	25.2%	26.0%	26.6%	23.5%	31.7%	37.1%	26.0%
%H (All HH)		100.0%	59.4%	7.9%	81.9%	48.8%	33.0%
%H (TV HH)			59.4%	7.9%	81.9%	48.8%	33.0%
20" - 29"	545	545	305	42	411	212	199
%V	40.2%	41.4%	40.0%	36.5%	46.5%	47.1%	45.9%
%H (All HH)		100.0%	56.0%	7.7%	75.4%	38.9%	36.5%
%H (TV HH)			56.0%	7.7%	75.4%	38.9%	36.5%
30" - 39"	678	678	411	63	467	261	206
%V	50.0%	51.5%	53.9%	54.8%	52.8%	58.0%	47.5%
%H (All HH)		100.0%	60.6%	9.3%	68.9%	38.5%	30.4%
%H (TV HH)			60.6%	9.3%	68.9%	38.5%	30.4%
40" and over	486	486	337	51	314	213	101
%V	35.8%	36.9%	44.2%	44.3%	35.5%	47.3%	23.3%
%H (All HH)		100.0%	69.3%	10.5%	64.6%	43.8%	20.8%
%H (TV HH)			69.3%	10.5%	64.6%	43.8%	20.8%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 25.7: Location of ANY set in household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Main living room	1294	1294	758	114	873	447	426
%V	95.4%	98.3%	99.3%	99.1%	98.8%	99.3%	98.2%
%H (All HH)		100.0%	58.6%	8.8%	67.5%	34.5%	32.9%
%H (TV HH)			58.6%	8.8%	67.5%	34.5%	32.9%
Kitchen	173	173	111	12	145	94	51
%V	12.7%	13.1%	14.5%	10.4%	16.4%	20.9%	11.8%
%H (All HH)		100.0%	64.2%	6.9%	83.8%	54.3%	29.5%
%H (TV HH)			64.2%	6.9%	83.8%	54.3%	29.5%
Adult's bedroom	517	517	334	55	398	266	132
%V	38.1%	39.3%	43.8%	47.8%	45.0%	59.1%	30.4%
%H (All HH)		100.0%	64.6%	10.6%	77.0%	51.5%	25.5%
%H (TV HH)			64.6%	10.6%	77.0%	51.5%	25.5%
Child's bedroom	111	111	79	11	87	65	22
%V	8.2%	8.4%	10.4%	9.6%	9.8%	14.4%	5.1%
%H (All HH)		100.0%	71.2%	9.9%	78.4%	58.6%	19.8%
%H (TV HH)			71.2%	9.9%	78.4%	58.6%	19.8%
Other bedroom	43	43	28	5	35	25	11
%V	3.2%	3.3%	3.7%	4.3%	4.0%	5.6%	2.5%
%H (All HH)		100.0%	65.1%	11.6%	81.4%	58.1%	25.6%
%H (TV HH)			65.1%	11.6%	81.4%	58.1%	25.6%
Second living/dining room	142	142	90	14	113	74	39
%V	10.5%	10.8%	11.8%	12.2%	12.8%	16.4%	9.0%
%H (All HH)		100.0%	63.4%	9.9%	79.6%	52.1%	27.5%
%H (TV HH)			63.4%	9.9%	79.6%	52.1%	27.5%
Study/office	16	16	10	3	13	9	4
%V	1.2%	1.2%	1.3%	2.6%	1.5%	2.0%	0.9%
%H (All HH)		100.0%	62.5%	18.8%	81.3%	56.3%	25.0%
%H (TV HH)			62.5%	18.8%	81.3%	56.3%	25.0%
TV room	7	7	6	0	4	4	1
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	85.7%	0.0%	57.1%	57.1%	14.3%
%H (TV HH)			85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	27	20	1	22	15	6
%V	2.0%	2.1%	2.6%	0.9%	2.5%	3.3%	1.4%
%H (All HH)		100.0%	74.1%	3.7%	81.5%	55.6%	22.2%
%H (TV HH)			74.1%	3.7%	81.5%	55.6%	22.2%
Attic or loft room	3	3	2	0	2	2	0
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	0.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	3	3	0	3	2	0
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	66.7%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	66.7%	0.0%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 25.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
PVR	769	769	593	78	461	357	103
%V	56.7%	58.4%	77.7%	67.8%	52.1%	79.3%	23.7%
%H (All HH)		100.0%	77.1%	10.1%	59.9%	46.4%	13.4%
%H (TV HH)			77.1%	10.1%	59.9%	46.4%	13.4%
DVDR	114	114	68	9	81	44	37
%V	8.4%	8.7%	8.9%	7.8%	9.2%	9.8%	8.5%
%H (All HH)		100.0%	59.6%	7.9%	71.1%	38.6%	32.5%
%H (TV HH)			59.6%	7.9%	71.1%	38.6%	32.5%
VCR	58	58	33	4	44	22	21
%V	4.3%	4.4%	4.3%	3.5%	5.0%	4.9%	4.8%
%H (All HH)		100.0%	56.9%	6.9%	75.9%	37.9%	36.2%
%H (TV HH)			56.9%	6.9%	75.9%	37.9%	36.2%
Any recorder	837	837	613	82	515	369	147
%V	61.7%	63.6%	80.3%	71.3%	58.3%	82.0%	33.9%
%H (All HH)		100.0%	73.2%	9.8%	61.5%	44.1%	17.6%
%H (TV HH)			73.2%	9.8%	61.5%	44.1%	17.6%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 25.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Receives HDTV (via STB or built-in reception)	531	531	356	86	336	242	94
%V	39.1%	40.3%	46.7%	74.8%	38.0%	53.8%	21.7%
%H (All HH)		100.0%	67.0%	16.2%	63.3%	45.6%	17.7%
%H (TV HH)			67.0%	16.2%	63.3%	45.6%	17.7%
DVD/Blu-ray player or recorder	1044	1044	632	102	705	391	313
%V	76.9%	79.3%	82.8%	88.7%	79.8%	86.9%	72.1%
%H (All HH)		100.0%	60.5%	9.8%	67.5%	37.5%	30.0%
%H (TV HH)			60.5%	9.8%	67.5%	37.5%	30.0%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Has PC or Laptop	990	964	614	98	629	381	248
%V	73.0%	73.2%	80.5%	85.2%	71.2%	84.7%	57.1%
%H (All HH)		97.4%	62.0%	9.9%	63.5%	38.5%	25.1%
%H (TV HH)			63.7%	10.2%	65.2%	39.5%	25.7%
Has broadband internet	919	898	579	97	582	363	219
%V	67.7%	68.2%	75.9%	84.3%	65.8%	80.7%	50.5%
%H (All HH)		97.7%	63.0%	10.6%	63.3%	39.5%	23.8%
%H (TV HH)			64.5%	10.8%	64.8%	40.4%	24.4%

Base: S4C - Households (000s)

%V = percentage 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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Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Under 20"	441	270	35	366	228	138
%V	16.2%	15.7%	14.3%	19.0%	19.5%	18.3%
%H		61.2%	7.9%	83.0%	51.7%	31.3%
20" - 29"	664	382	52	512	280	232
%V	24.4%	22.2%	21.2%	26.6%	23.9%	30.7%
%H		57.5%	7.8%	77.1%	42.2%	34.9%
30" - 39"	784	482	78	549	321	228
%V	28.8%	28.0%	31.8%	28.5%	27.4%	30.2%
%H		61.5%	9.9%	70.0%	40.9%	29.1%
40" and over	550	387	57	358	249	109
%V	20.2%	22.5%	23.3%	18.6%	21.3%	14.4%
%H		70.4%	10.4%	65.1%	45.3%	19.8%
Don't know	27	15	4	21	12	9
%V	1.0%	0.9%	1.6%	1.1%	1.0%	1.2%
%H		55.6%	14.8%	77.8%	44.4%	33.3%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

Base: S4C - 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 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Main living room	1303	763	114	880	451	429
%V	47.9%	44.4%	46.5%	45.7%	38.5%	56.8%
%H		58.6%	8.7%	67.5%	34.6%	32.9%
Kitchen	174	111	12	146	94	52
%V	6.4%	6.5%	4.9%	7.6%	8.0%	6.9%
%H		63.8%	6.9%	83.9%	54.0%	29.9%
Adult's bedroom	596	395	61	466	322	145
%V	21.9%	23.0%	24.9%	24.2%	27.5%	19.2%
%H		66.3%	10.2%	78.2%	54.0%	24.3%
Child's bedroom	139	100	14	111	84	27
%V	5.1%	5.8%	5.7%	5.8%	7.2%	3.6%
%H		71.9%	10.1%	79.9%	60.4%	19.4%
Other bedroom	50	33	7	41	29	12
%V	1.8%	1.9%	2.9%	2.1%	2.5%	1.6%
%H		66.0%	14.0%	82.0%	58.0%	24.0%
Second living/dining room	143	91	14	114	75	40
%V	5.3%	5.3%	5.7%	5.9%	6.4%	5.3%
%H		63.6%	9.8%	79.7%	52.4%	28.0%
Study/office	17	10	3	14	10	4
%V	0.6%	0.6%	1.2%	0.7%	0.9%	0.5%
%H		58.8%	17.6%	82.4%	58.8%	23.5%
TV room	7	6	0	4	4	1
%V	0.3%	0.3%	0.0%	0.2%	0.3%	0.1%
%H		85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	20	1	22	16	6
%V	1.0%	1.2%	0.4%	1.1%	1.4%	0.8%
%H		74.1%	3.7%	81.5%	59.3%	22.2%
Attic or loft room	3	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	1	1	0	1	1	0
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		75.0%	0.0%	75.0%	75.0%	0.0%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
PVR	956	755	96	561	449	112
%V	35.2%	43.9%	39.2%	29.1%	38.3%	14.8%
%H		79.0%	10.0%	58.7%	47.0%	11.7%
DVDR	135	83	11	98	56	42
%V	5.0%	4.8%	4.5%	5.1%	4.8%	5.6%
%H		61.5%	8.1%	72.6%	41.5%	31.1%
VCR	63	36	5	48	25	22
%V	2.3%	2.1%	2.0%	2.5%	2.1%	2.9%
%H		57.1%	7.9%	76.2%	39.7%	34.9%
Any recorder	1058	800	102	645	482	164
%V	38.9%	46.5%	41.6%	33.5%	41.2%	21.7%
%H		75.6%	9.6%	61.0%	45.6%	15.5%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Receives HDTV (via STB or built-in reception)	689	452	117	450	323	127
%V	25.3%	26.3%	47.8%	23.4%	27.6%	16.8%
%H		65.6%	17.0%	65.3%	46.9%	18.4%
DVD/Blu-ray player or recorder	1544	982	158	1104	693	411
%V	56.8%	57.1%	64.5%	57.3%	59.2%	54.4%
%H		63.6%	10.2%	71.5%	44.9%	26.6%

Base: S4C - 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 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Under 20"	32	11	1	25	4	20
%V	2.4%	1.4%	0.9%	2.8%	0.9%	4.6%
%H		34.4%	3.1%	78.1%	12.5%	62.5%
20" - 29"	253	111	15	182	55	127
%V	19.2%	14.5%	13.0%	20.6%	12.2%	29.3%
%H		43.9%	5.9%	71.9%	21.7%	50.2%
30" - 39"	544	312	49	369	185	184
%V	41.4%	40.9%	42.6%	41.8%	41.1%	42.5%
%H		57.4%	9.0%	67.8%	34.0%	33.8%
40" and over	465	322	49	297	202	96
%V	35.4%	42.2%	42.6%	33.7%	44.9%	22.2%
%H		69.2%	10.5%	63.9%	43.4%	20.6%
Don't know	12	6	1	9	3	5
%V	0.9%	0.8%	0.9%	1.0%	0.7%	1.2%
%H		50.0%	8.3%	75.0%	25.0%	41.7%
Not Asked	9	1	0	0	1	1
%V	0.7%	0.1%	0.0%	0.0%	0.2%	0.2%
%H		11.1%	0.0%	0.0%	11.1%	11.1%

Base: S4C - 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 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
PVR	745	582	74	440	347	94
%V	56.7%	76.3%	64.3%	49.9%	77.1%	21.7%
%H		78.1%	9.9%	59.1%	46.6%	12.6%
DVDR	97	57	8	68	35	33
%V	7.4%	7.5%	7.0%	7.7%	7.8%	7.6%
%H		58.8%	8.2%	70.1%	36.1%	34.0%
VCR	47	24	4	34	16	19
%V	3.6%	3.1%	3.5%	3.9%	3.6%	4.4%
%H		51.1%	8.5%	72.3%	34.0%	40.4%
Any recorder	808	601	78	492	358	134
%V	61.4%	78.8%	67.8%	55.8%	79.6%	30.9%
%H		74.4%	9.7%	60.9%	44.3%	16.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Receives HDTV (via STB or built-in reception)	509	341	84	319	230	89
%V	38.7%	44.7%	73.0%	36.2%	51.1%	20.6%
%H		67.0%	16.5%	62.7%	45.2%	17.5%
DVD/Blu-ray player or recorder	983	590	98	658	360	298
%V	74.8%	77.3%	85.2%	74.6%	80.0%	68.8%
%H		60.0%	10.0%	66.9%	36.6%	30.3%

Base: S4C - 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 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Under 20"	409	259	34	341	223	118
%V	29.1%	27.1%	26.2%	32.7%	30.9%	36.6%
%H		63.3%	8.3%	83.4%	54.5%	28.9%
20" - 29"	410	271	36	330	225	105
%V	29.2%	28.3%	27.7%	31.6%	31.2%	32.6%
%H		66.1%	8.8%	80.5%	54.9%	25.6%
30" - 39"	240	170	29	179	136	44
%V	17.1%	17.8%	22.3%	17.1%	18.8%	13.7%
%H		70.8%	12.1%	74.6%	56.7%	18.3%
40" and over	85	65	8	61	48	13
%V	6.1%	6.8%	6.2%	5.8%	6.6%	4.0%
%H		76.5%	9.4%	71.8%	56.5%	15.3%
Don't know	15	9	3	13	9	4
%V	1.1%	0.9%	2.3%	1.2%	1.2%	1.2%
%H		60.0%	20.0%	86.7%	60.0%	26.7%
Not Asked	245	183	20	120	81	38
%V	17.5%	19.1%	15.4%	11.5%	11.2%	11.8%
%H		74.7%	8.2%	49.0%	33.1%	15.5%

Base: S4C - 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 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
PVR	211	173	21	121	102	19
%V	15.0%	18.1%	16.2%	11.6%	14.1%	5.9%
%H		82.0%	10.0%	57.3%	48.3%	9.0%
DVDR	38	27	3	30	21	9
%V	2.7%	2.8%	2.3%	2.9%	2.9%	2.8%
%H		71.1%	7.9%	78.9%	55.3%	23.7%
VCR	16	12	1	14	10	4
%V	1.1%	1.3%	0.8%	1.3%	1.4%	1.2%
%H		75.0%	6.3%	87.5%	62.5%	25.0%
Any recorder	250	199	23	153	124	30
%V	17.8%	20.8%	17.7%	14.7%	17.2%	9.3%
%H		79.6%	9.2%	61.2%	49.6%	12.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Receives HDTV (via STB or built-in reception)	180	111	33	131	93	38
%V	12.8%	11.6%	25.4%	12.5%	12.9%	11.8%
%H		61.7%	18.3%	72.8%	51.7%	21.1%
DVD/Blu-ray player or recorder	561	392	60	446	332	113
%V	40.0%	41.0%	46.2%	42.7%	46.0%	35.1%
%H		69.9%	10.7%	79.5%	59.2%	20.1%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Children	547	543	378	46	326	208	117
%V	18.3%	18.6%	20.7%	17.2%	17.0%	18.7%	14.4%
%H		99.3%	69.1%	8.4%	59.6%	38.0%	21.4%
0 - 3	138	136	89	12	78	44	34
%V	4.6%	4.7%	4.9%	4.5%	4.1%	4.0%	4.2%
%H		98.6%	64.5%	8.7%	56.5%	31.9%	24.6%
4 - 15	409	406	289	33	247	164	83
%V	13.7%	13.9%	15.8%	12.4%	12.8%	14.7%	10.2%
%H		99.3%	70.7%	8.1%	60.4%	40.1%	20.3%
4 - 9	210	208	150	15	120	77	43
%V	7.0%	7.1%	8.2%	5.6%	6.2%	6.9%	5.3%
%H		99.0%	71.4%	7.1%	57.1%	36.7%	20.5%
10 - 15	200	198	139	18	127	87	40
%V	6.7%	6.8%	7.6%	6.7%	6.6%	7.8%	4.9%
%H		99.0%	69.5%	9.0%	63.5%	43.5%	20.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%V	81.7%	81.4%	79.3%	82.8%	83.0%	81.2%	85.6%
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
16 - 19	137	133	85	14	90	58	32
%V	4.6%	4.6%	4.6%	5.2%	4.7%	5.2%	3.9%
%H		97.1%	62.0%	10.2%	65.7%	42.3%	23.4%
20 - 24	217	194	118	20	119	69	50
%V	7.2%	6.6%	6.4%	7.5%	6.2%	6.2%	6.2%
%H		89.4%	54.4%	9.2%	54.8%	31.8%	23.0%
25 - 34	367	356	231	36	212	127	84
%V	12.3%	12.2%	12.6%	13.5%	11.0%	11.4%	10.4%
%H		97.0%	62.9%	9.8%	57.8%	34.6%	22.9%
35 - 44	357	348	239	35	218	145	74
%V	11.9%	11.9%	13.1%	13.1%	11.3%	13.0%	9.1%
%H		97.5%	66.9%	9.8%	61.1%	40.6%	20.7%
45 - 54	420	413	270	42	275	172	102
%V	14.0%	14.1%	14.8%	15.7%	14.3%	15.5%	12.6%
%H		98.3%	64.3%	10.0%	65.5%	41.0%	24.3%
55 - 64	377	368	224	35	258	149	109
%V	12.6%	12.6%	12.2%	13.1%	13.4%	13.4%	13.4%
%H		97.6%	59.4%	9.3%	68.4%	39.5%	28.9%
65+	573	564	285	39	426	183	243
%V	19.1%	19.3%	15.6%	14.6%	22.2%	16.5%	30.0%
%H		98.4%	49.7%	6.8%	74.3%	31.9%	42.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
AB	515	504	310	42	367	212	155
%V	21.0%	21.2%	21.3%	19.0%	23.0%	23.5%	22.3%
%H		97.9%	60.2%	8.2%	71.3%	41.2%	30.1%
C1	655	619	366	67	411	235	177
%V	26.8%	26.0%	25.2%	30.3%	25.7%	26.0%	25.5%
%H		94.5%	55.9%	10.2%	62.7%	35.9%	27.0%
C2	557	549	357	48	380	235	145
%V	22.8%	23.1%	24.6%	21.7%	23.8%	26.0%	20.9%
%H		98.6%	64.1%	8.6%	68.2%	42.2%	26.0%
D	435	427	276	40	266	154	112
%V	17.8%	18.0%	19.0%	18.1%	16.7%	17.1%	16.1%
%H		98.2%	63.4%	9.2%	61.1%	35.4%	25.7%
E	286	276	143	25	172	67	105
%V	11.7%	11.6%	9.8%	11.3%	10.8%	7.4%	15.1%
%H		96.5%	50.0%	8.7%	60.1%	23.4%	36.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
Working full time	1025	1007	672	98	659	423	235
%V	41.9%	42.4%	46.3%	44.3%	41.3%	46.8%	33.9%
%H		98.2%	65.6%	9.6%	64.3%	41.3%	22.9%
Working part time	226	224	145	20	149	90	59
%V	9.2%	9.4%	10.0%	9.0%	9.3%	10.0%	8.5%
%H		99.1%	64.2%	8.8%	65.9%	39.8%	26.1%
Not working	1197	1146	635	102	790	390	399
%V	48.9%	48.2%	43.7%	46.2%	49.5%	43.2%	57.5%
%H		95.7%	53.0%	8.5%	66.0%	32.6%	33.3%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
16 - 19	72	70	47	7	47	32	15
%V	6.0%	6.1%	6.5%	6.5%	6.2%	7.2%	4.7%
%H		97.2%	65.3%	9.7%	65.3%	44.4%	20.8%
20 - 24	109	94	59	9	60	36	24
%V	9.2%	8.2%	8.2%	8.3%	7.9%	8.1%	7.6%
%H		86.2%	54.1%	8.3%	55.0%	33.0%	22.0%
25 - 34	185	179	115	19	103	62	41
%V	15.5%	15.6%	16.0%	17.6%	13.5%	13.9%	13.0%
%H		96.8%	62.2%	10.3%	55.7%	33.5%	22.2%
35 - 44	174	168	115	16	105	70	36
%V	14.6%	14.6%	16.0%	14.8%	13.8%	15.7%	11.4%
%H		96.6%	66.1%	9.2%	60.3%	40.2%	20.7%
45 - 54	204	201	128	21	130	78	52
%V	17.1%	17.5%	17.8%	19.4%	17.1%	17.5%	16.5%
%H		98.5%	62.7%	10.3%	63.7%	38.2%	25.5%
55 - 64	184	179	110	18	124	73	51
%V	15.4%	15.6%	15.3%	16.7%	16.3%	16.4%	16.1%
%H		97.3%	59.8%	9.8%	67.4%	39.7%	27.7%
65+	263	259	145	18	193	96	97
%V	22.1%	22.5%	20.2%	16.7%	25.3%	21.5%	30.7%
%H		98.5%	55.1%	6.8%	73.4%	36.5%	36.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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S4C
Individual level data
Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
AB	257	252	157	22	181	108	73
%V	21.6%	21.9%	21.8%	20.4%	23.8%	24.2%	23.1%
%H		98.1%	61.1%	8.6%	70.4%	42.0%	28.4%
C1	305	286	174	31	189	113	76
%V	25.6%	24.9%	24.2%	28.7%	24.8%	25.3%	24.1%
%H		93.8%	57.0%	10.2%	62.0%	37.0%	24.9%
C2	304	299	191	25	208	125	83
%V	25.5%	26.0%	26.6%	23.1%	27.3%	28.0%	26.3%
%H		98.4%	62.8%	8.2%	68.4%	41.1%	27.3%
D	210	205	138	20	120	73	47
%V	17.6%	17.8%	19.2%	18.5%	15.7%	16.4%	14.9%
%H		97.6%	65.7%	9.5%	57.1%	34.8%	22.4%
E	114	109	60	10	65	27	37
%V	9.6%	9.5%	8.3%	9.3%	8.5%	6.1%	11.7%
%H		95.6%	52.6%	8.8%	57.0%	23.7%	32.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
S4C
Individual level data
Table 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
Working full time	616	604	405	59	388	249	140
%V	51.7%	52.5%	56.3%	54.6%	50.9%	55.8%	44.3%
%H		98.1%	65.7%	9.6%	63.0%	40.4%	22.7%
Working part time	47	46	28	4	32	18	15
%V	3.9%	4.0%	3.9%	3.7%	4.2%	4.0%	4.7%
%H		97.9%	59.6%	8.5%	68.1%	38.3%	31.9%
Not working	528	499	286	45	342	180	162
%V	44.3%	43.4%	39.8%	41.7%	44.9%	40.4%	51.3%
%H		94.5%	54.2%	8.5%	64.8%	34.1%	30.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
16 - 19	64	62	38	7	43	26	17
%V	5.1%	5.1%	5.2%	6.2%	5.1%	5.7%	4.5%
%H		96.9%	59.4%	10.9%	67.2%	40.6%	26.6%
20 - 24	108	99	58	11	60	34	26
%V	8.6%	8.1%	7.9%	9.7%	7.2%	7.4%	6.9%
%H		91.7%	53.7%	10.2%	55.6%	31.5%	24.1%
25 - 34	182	178	117	17	108	65	43
%V	14.5%	14.5%	16.0%	15.0%	12.9%	14.2%	11.4%
%H		97.8%	64.3%	9.3%	59.3%	35.7%	23.6%
35 - 44	183	181	124	18	113	75	38
%V	14.6%	14.8%	16.9%	15.9%	13.5%	16.4%	10.1%
%H		98.9%	67.8%	9.8%	61.7%	41.0%	20.8%
45 - 54	216	212	142	20	144	94	50
%V	17.2%	17.3%	19.4%	17.7%	17.2%	20.6%	13.2%
%H		98.1%	65.7%	9.3%	66.7%	43.5%	23.1%
55 - 64	193	189	114	17	133	75	58
%V	15.4%	15.4%	15.6%	15.0%	15.9%	16.4%	15.3%
%H		97.9%	59.1%	8.8%	68.9%	38.9%	30.1%
65+	310	305	140	21	233	87	146
%V	24.7%	24.9%	19.1%	18.6%	27.9%	19.0%	38.6%
%H		98.4%	45.2%	6.8%	75.2%	28.1%	47.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
S4C
Individual level data
Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
AB	258	253	152	20	186	104	82
%V	20.5%	20.6%	20.7%	17.7%	22.3%	22.8%	21.7%
%H		98.1%	58.9%	7.8%	72.1%	40.3%	31.8%
C1	349	334	193	36	222	121	101
%V	27.8%	27.2%	26.3%	31.9%	26.6%	26.5%	26.7%
%H		95.7%	55.3%	10.3%	63.6%	34.7%	28.9%
C2	253	251	166	22	173	110	63
%V	20.1%	20.5%	22.6%	19.5%	20.7%	24.1%	16.7%
%H		99.2%	65.6%	8.7%	68.4%	43.5%	24.9%
D	225	223	138	21	146	82	65
%V	17.9%	18.2%	18.8%	18.6%	17.5%	17.9%	17.2%
%H		99.1%	61.3%	9.3%	64.9%	36.4%	28.9%
E	172	167	84	15	108	40	68
%V	13.7%	13.6%	11.5%	13.3%	12.9%	8.8%	18.0%
%H		97.1%	48.8%	8.7%	62.8%	23.3%	39.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
S4C
Individual level data
Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
Working full time	409	403	267	39	270	175	96
%V	32.5%	32.8%	36.4%	34.5%	32.3%	38.3%	25.4%
%H		98.5%	65.3%	9.5%	66.0%	42.8%	23.5%
Working part time	179	177	117	16	117	72	44
%V	14.2%	14.4%	16.0%	14.2%	14.0%	15.8%	11.6%
%H		98.9%	65.4%	8.9%	65.4%	40.2%	24.6%
Not working	669	647	349	57	448	210	238
%V	53.2%	52.7%	47.6%	50.4%	53.7%	46.0%	63.0%
%H		96.7%	52.2%	8.5%	67.0%	31.4%	35.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
AB	2049	1988	966	247	1455	678	776
%V	25.8%	26.0%	27.0%	24.5%	26.2%	27.3%	25.2%
%H (All HH)		97.0%	47.1%	12.1%	71.0%	33.1%	37.9%
%H (TV HH)			48.6%	12.4%	73.2%	34.1%	39.0%
C1	2226	2138	1000	313	1538	707	831
%V	28.0%	27.9%	27.9%	31.1%	27.6%	28.5%	27.0%
%H (All HH)		96.0%	44.9%	14.1%	69.1%	31.8%	37.3%
%H (TV HH)			46.8%	14.6%	71.9%	33.1%	38.9%
C2	1663	1616	825	227	1172	605	567
%V	20.9%	21.1%	23.1%	22.5%	21.1%	24.4%	18.4%
%H (All HH)		97.2%	49.6%	13.7%	70.5%	36.4%	34.1%
%H (TV HH)			51.1%	14.0%	72.5%	37.4%	35.1%
D	1112	1068	488	136	750	304	446
%V	14.0%	13.9%	13.6%	13.5%	13.5%	12.2%	14.5%
%H (All HH)		96.0%	43.9%	12.2%	67.4%	27.3%	40.1%
%H (TV HH)			45.7%	12.7%	70.2%	28.5%	41.8%
E	889	850	299	83	649	188	461
%V	11.2%	11.1%	8.4%	8.2%	11.7%	7.6%	15.0%
%H (All HH)		95.6%	33.6%	9.3%	73.0%	21.1%	51.9%
%H (TV HH)			35.2%	9.8%	76.4%	22.1%	54.2%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Under 25	333	290	128	38	178	64	113
%V	4.2%	3.8%	3.6%	3.8%	3.2%	2.6%	3.7%
%H (All HH)		87.1%	38.4%	11.4%	53.5%	19.2%	33.9%
%H (TV HH)			44.1%	13.1%	61.4%	22.1%	39.0%
25 - 34	1098	1028	581	175	605	336	269
%V	13.8%	13.4%	16.2%	17.4%	10.9%	13.5%	8.7%
%H (All HH)		93.6%	52.9%	15.9%	55.1%	30.6%	24.5%
%H (TV HH)			56.5%	17.0%	58.9%	32.7%	26.2%
35 - 44	1300	1255	701	199	822	469	353
%V	16.4%	16.4%	19.6%	19.8%	14.8%	18.9%	11.5%
%H (All HH)		96.5%	53.9%	15.3%	63.2%	36.1%	27.2%
%H (TV HH)			55.9%	15.9%	65.5%	37.4%	28.1%
45 - 54	1531	1493	750	247	1072	570	503
%V	19.3%	19.5%	21.0%	24.5%	19.3%	23.0%	16.3%
%H (All HH)		97.5%	49.0%	16.1%	70.0%	37.2%	32.9%
%H (TV HH)			50.2%	16.5%	71.8%	38.2%	33.7%
55 - 64	1344	1304	602	164	1000	454	546
%V	16.9%	17.0%	16.8%	16.3%	18.0%	18.3%	17.7%
%H (All HH)		97.0%	44.8%	12.2%	74.4%	33.8%	40.6%
%H (TV HH)			46.2%	12.6%	76.7%	34.8%	41.9%
65 +	2333	2289	816	184	1887	590	1297
%V	29.4%	29.9%	22.8%	18.3%	33.9%	23.8%	42.1%
%H (All HH)		98.1%	35.0%	7.9%	80.9%	25.3%	55.6%
%H (TV HH)			35.6%	8.0%	82.4%	25.8%	56.7%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
1	2675	2511	825	234	1957	518	1439
%V	33.7%	32.8%	23.1%	23.2%	35.2%	20.9%	46.7%
%H (All HH)		93.9%	30.8%	8.7%	73.2%	19.4%	53.8%
%H (TV HH)			32.9%	9.3%	77.9%	20.6%	57.3%
2	2622	2561	1257	333	1862	885	977
%V	33.0%	33.4%	35.1%	33.1%	33.5%	35.6%	31.7%
%H (All HH)		97.7%	47.9%	12.7%	71.0%	33.8%	37.3%
%H (TV HH)			49.1%	13.0%	72.7%	34.6%	38.1%
3	1143	1118	625	183	761	449	312
%V	14.4%	14.6%	17.5%	18.2%	13.7%	18.1%	10.1%
%H (All HH)		97.8%	54.7%	16.0%	66.6%	39.3%	27.3%
%H (TV HH)			55.9%	16.4%	68.1%	40.2%	27.9%
4	1041	1025	618	173	682	438	244
%V	13.1%	13.4%	17.3%	17.2%	12.3%	17.6%	7.9%
%H (All HH)		98.5%	59.4%	16.6%	65.5%	42.1%	23.4%
%H (TV HH)			60.3%	16.9%	66.5%	42.7%	23.8%
5+	457	444	254	84	301	193	108
%V	5.8%	5.8%	7.1%	8.3%	5.4%	7.8%	3.5%
%H (All HH)		97.2%	55.6%	18.4%	65.9%	42.2%	23.6%
%H (TV HH)			57.2%	18.9%	67.8%	43.5%	24.3%
Average HH size	2.27	2.29	2.53	2.58	2.21	2.59	1.91

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Without	6014	5761	2471	695	4345	1755	2590
%V	75.8%	75.2%	69.0%	69.0%	78.1%	70.7%	84.1%
%H (All HH)		95.8%	41.1%	11.6%	72.2%	29.2%	43.1%
%H (TV HH)			42.9%	12.1%	75.4%	30.5%	45.0%
With	1925	1899	1107	312	1219	728	491
%V	24.2%	24.8%	30.9%	31.0%	21.9%	29.3%	15.9%
%H (All HH)		98.6%	57.5%	16.2%	63.3%	37.8%	25.5%
%H (TV HH)			58.3%	16.4%	64.2%	38.3%	25.9%
0 - 3	730	714	403	112	438	235	203
%V	9.2%	9.3%	11.3%	11.1%	7.9%	9.5%	6.6%
%H (All HH)		97.8%	55.2%	15.3%	60.0%	32.2%	27.8%
%H (TV HH)			56.4%	15.7%	61.3%	32.9%	28.4%
4 - 9	949	941	562	152	587	353	234
%V	12.0%	12.3%	15.7%	15.1%	10.5%	14.2%	7.6%
%H (All HH)		99.2%	59.2%	16.0%	61.9%	37.2%	24.7%
%H (TV HH)			59.7%	16.2%	62.4%	37.5%	24.9%
10 - 15	900	892	530	156	605	390	215
%V	11.3%	11.6%	14.8%	15.5%	10.9%	15.7%	7.0%
%H (All HH)		99.1%	58.9%	17.3%	67.2%	43.3%	23.9%
%H (TV HH)			59.4%	17.5%	67.8%	43.7%	24.1%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
1	2989	2989	1077	346	1953	426	1527
%V	37.6%	39.0%	30.1%	34.4%	35.1%	17.2%	49.6%
%H (All HH)		100.0%	36.0%	11.6%	65.3%	14.3%	51.1%
%H (TV HH)			36.0%	11.6%	65.3%	14.3%	51.1%
2	2640	2640	1293	330	1991	957	1033
%V	33.3%	34.5%	36.1%	32.8%	35.8%	38.5%	33.5%
%H (All HH)		100.0%	49.0%	12.5%	75.4%	36.3%	39.1%
%H (TV HH)			49.0%	12.5%	75.4%	36.3%	39.1%
3	1232	1232	702	194	960	612	347
%V	15.5%	16.1%	19.6%	19.3%	17.3%	24.6%	11.3%
%H (All HH)		100.0%	57.0%	15.7%	77.9%	49.7%	28.2%
%H (TV HH)			57.0%	15.7%	77.9%	49.7%	28.2%
4	523	523	323	88	432	311	121
%V	6.6%	6.8%	9.0%	8.7%	7.8%	12.5%	3.9%
%H (All HH)		100.0%	61.8%	16.8%	82.6%	59.5%	23.1%
%H (TV HH)			61.8%	16.8%	82.6%	59.5%	23.1%
5+	275	275	183	48	229	177	52
%V	3.5%	3.6%	5.1%	4.8%	4.1%	7.1%	1.7%
%H (All HH)		100.0%	66.5%	17.5%	83.3%	64.4%	18.9%
%H (TV HH)			66.5%	17.5%	83.3%	64.4%	18.9%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Household level data

Table 26.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Under 20"	2262	2262	1066	274	1911	971	940
%V	28.5%	29.5%	29.8%	27.2%	34.3%	39.1%	30.5%
%H (All HH)		100.0%	47.1%	12.1%	84.5%	42.9%	41.6%
%H (TV HH)			47.1%	12.1%	84.5%	42.9%	41.6%
20" - 29"	3178	3178	1385	388	2542	1116	1426
%V	40.0%	41.5%	38.7%	38.5%	45.7%	44.9%	46.3%
%H (All HH)		100.0%	43.6%	12.2%	80.0%	35.1%	44.9%
%H (TV HH)			43.6%	12.2%	80.0%	35.1%	44.9%
30" - 39"	3859	3859	1908	532	2870	1417	1453
%V	48.6%	50.4%	53.3%	52.8%	51.6%	57.1%	47.2%
%H (All HH)		100.0%	49.4%	13.8%	74.4%	36.7%	37.7%
%H (TV HH)			49.4%	13.8%	74.4%	36.7%	37.7%
40" and over	2704	2704	1675	431	1818	1186	632
%V	34.1%	35.3%	46.8%	42.8%	32.7%	47.8%	20.5%
%H (All HH)		100.0%	61.9%	15.9%	67.2%	43.9%	23.4%
%H (TV HH)			61.9%	15.9%	67.2%	43.9%	23.4%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Main living room	7520	7520	3543	998	5488	2462	3026
%V	94.7%	98.2%	99.0%	99.1%	98.6%	99.2%	98.2%
%H (All HH)		100.0%	47.1%	13.3%	73.0%	32.7%	40.2%
%H (TV HH)			47.1%	13.3%	73.0%	32.7%	40.2%
Kitchen	1014	1014	525	118	876	489	388
%V	12.8%	13.2%	14.7%	11.7%	15.7%	19.7%	12.6%
%H (All HH)		100.0%	51.8%	11.6%	86.4%	48.2%	38.3%
%H (TV HH)			51.8%	11.6%	86.4%	48.2%	38.3%
Adult's bedroom	3099	3099	1694	466	2470	1490	980
%V	39.0%	40.5%	47.3%	46.3%	44.4%	60.0%	31.8%
%H (All HH)		100.0%	54.7%	15.0%	79.7%	48.1%	31.6%
%H (TV HH)			54.7%	15.0%	79.7%	48.1%	31.6%
Child's bedroom	597	597	374	106	479	352	127
%V	7.5%	7.8%	10.4%	10.5%	8.6%	14.2%	4.1%
%H (All HH)		100.0%	62.6%	17.8%	80.2%	59.0%	21.3%
%H (TV HH)			62.6%	17.8%	80.2%	59.0%	21.3%
Other bedroom	408	408	229	62	344	219	125
%V	5.1%	5.3%	6.4%	6.2%	6.2%	8.8%	4.1%
%H (All HH)		100.0%	56.1%	15.2%	84.3%	53.7%	30.6%
%H (TV HH)			56.1%	15.2%	84.3%	53.7%	30.6%
Second living/dining room	671	671	373	92	551	336	214
%V	8.5%	8.8%	10.4%	9.1%	9.9%	13.5%	6.9%
%H (All HH)		100.0%	55.6%	13.7%	82.1%	50.1%	31.9%
%H (TV HH)			55.6%	13.7%	82.1%	50.1%	31.9%
Study/office	146	146	77	22	120	71	49
%V	1.8%	1.9%	2.2%	2.2%	2.2%	2.9%	1.6%
%H (All HH)		100.0%	52.7%	15.1%	82.2%	48.6%	33.6%
%H (TV HH)			52.7%	15.1%	82.2%	48.6%	33.6%
TV room	60	60	41	10	42	31	11
%V	0.8%	0.8%	1.1%	1.0%	0.8%	1.2%	0.4%
%H (All HH)		100.0%	68.3%	16.7%	70.0%	51.7%	18.3%
%H (TV HH)			68.3%	16.7%	70.0%	51.7%	18.3%
Conservatory	148	148	88	21	124	83	41
%V	1.9%	1.9%	2.5%	2.1%	2.2%	3.3%	1.3%
%H (All HH)		100.0%	59.5%	14.2%	83.8%	56.1%	27.7%
%H (TV HH)			59.5%	14.2%	83.8%	56.1%	27.7%
Attic or loft room	16	16	9	2	13	9	5
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	56.3%	12.5%	81.3%	56.3%	31.3%
%H (TV HH)			56.3%	12.5%	81.3%	56.3%	31.3%
No specific location	20	20	11	3	14	9	5
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	55.0%	15.0%	70.0%	45.0%	25.0%
%H (TV HH)			55.0%	15.0%	70.0%	45.0%	25.0%
Other	40	40	26	3	32	21	11
%V	0.5%	0.5%	0.7%	0.3%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	65.0%	7.5%	80.0%	52.5%	27.5%
%H (TV HH)			65.0%	7.5%	80.0%	52.5%	27.5%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Household level data
Table 26.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
PVR	4371	4371	2868	664	2870	1979	891
%V	55.1%	57.1%	80.1%	65.9%	51.6%	79.7%	28.9%
%H (All HH)		100.0%	65.6%	15.2%	65.7%	45.3%	20.4%
%H (TV HH)			65.6%	15.2%	65.7%	45.3%	20.4%
DVDR	761	761	367	107	606	313	293
%V	9.6%	9.9%	10.3%	10.6%	10.9%	12.6%	9.5%
%H (All HH)		100.0%	48.2%	14.1%	79.6%	41.1%	38.5%
%H (TV HH)			48.2%	14.1%	79.6%	41.1%	38.5%
VCR	467	467	197	61	376	162	213
%V	5.9%	6.1%	5.5%	6.1%	6.8%	6.5%	6.9%
%H (All HH)		100.0%	42.2%	13.1%	80.5%	34.7%	45.6%
%H (TV HH)			42.2%	13.1%	80.5%	34.7%	45.6%
Any recorder	4836	4836	2964	717	3270	2061	1208
%V	60.9%	63.1%	82.8%	71.2%	58.8%	83.0%	39.2%
%H (All HH)		100.0%	61.3%	14.8%	67.6%	42.6%	25.0%
%H (TV HH)			61.3%	14.8%	67.6%	42.6%	25.0%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Household level data
Table 26.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Receives HDTV (via STB or built-in reception)	3586	3586	2029	748	2440	1577	863
%V	45.2%	46.8%	56.7%	74.3%	43.9%	63.5%	28.0%
%H (All HH)		100.0%	56.6%	20.9%	68.0%	44.0%	24.1%
%H (TV HH)			56.6%	20.9%	68.0%	44.0%	24.1%
DVD/Blu-ray player or recorder	6141	6141	3052	862	4451	2179	2272
%V	77.4%	80.2%	85.3%	85.6%	80.0%	87.8%	73.7%
%H (All HH)		100.0%	49.7%	14.0%	72.5%	35.5%	37.0%
%H (TV HH)			49.7%	14.0%	72.5%	35.5%	37.0%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Household level data
Table 26.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	7939	7659	3579	1007	5564	2483	3081
%H (All HH)		96.5%	45.1%	12.7%	70.1%	31.3%	38.8%
%H (TV HH)			46.7%	13.1%	72.6%	32.4%	40.2%
Has PC or Laptop	6183	5985	3097	897	4192	2188	2003
%V	77.9%	78.1%	86.5%	89.1%	75.3%	88.1%	65.0%
%H (All HH)		96.8%	50.1%	14.5%	67.8%	35.4%	32.4%
%H (TV HH)			51.7%	15.0%	70.0%	36.6%	33.5%
Has broadband internet	5822	5651	2988	878	3933	2128	1805
%V	73.3%	73.8%	83.5%	87.2%	70.7%	85.7%	58.6%
%H (All HH)		97.1%	51.3%	15.1%	67.6%	36.6%	31.0%
%H (TV HH)			52.9%	15.5%	69.6%	37.7%	31.9%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Set level data
Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	15554	8061	2203	11781	6378	5403
%H		51.8%	14.2%	75.7%	41.0%	34.7%
Under 20"	2952	1443	369	2523	1355	1167
%V	19.0%	17.9%	16.7%	21.4%	21.2%	21.6%
%H		48.9%	12.5%	85.5%	45.9%	39.5%
20" - 29"	3917	1756	507	3190	1503	1687
%V	25.2%	21.8%	23.0%	27.1%	23.6%	31.2%
%H		44.8%	12.9%	81.4%	38.4%	43.1%
30" - 39"	4456	2262	647	3334	1741	1593
%V	28.6%	28.1%	29.4%	28.3%	27.3%	29.5%
%H		50.8%	14.5%	74.8%	39.1%	35.7%
40" and over	3071	1926	499	2078	1390	688
%V	19.7%	23.9%	22.7%	17.6%	21.8%	12.7%
%H		62.7%	16.2%	67.7%	45.3%	22.4%
Don't know	137	72	30	105	63	42
%V	0.9%	0.9%	1.4%	0.9%	1.0%	0.8%
%H		52.6%	21.9%	76.6%	46.0%	30.7%
Not Asked	1021	602	151	551	326	226
%V	6.6%	7.5%	6.9%	4.7%	5.1%	4.2%
%H		59.0%	14.8%	54.0%	31.9%	22.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	15554	8061	2203	11781	6378	5403
%H		51.8%	14.2%	75.7%	41.0%	34.7%
Main living room	7571	3564	1002	5534	2481	3053
%V	48.7%	44.2%	45.5%	47.0%	38.9%	56.5%
%H		47.1%	13.2%	73.1%	32.8%	40.3%
Kitchen	1019	527	118	880	490	390
%V	6.6%	6.5%	5.4%	7.5%	7.7%	7.2%
%H		51.7%	11.6%	86.4%	48.1%	38.3%
Adult's bedroom	3559	1973	559	2858	1776	1082
%V	22.9%	24.5%	25.4%	24.3%	27.8%	20.0%
%H		55.4%	15.7%	80.3%	49.9%	30.4%
Child's bedroom	782	488	145	635	471	164
%V	5.0%	6.1%	6.6%	5.4%	7.4%	3.0%
%H		62.4%	18.5%	81.2%	60.2%	21.0%
Other bedroom	479	266	77	407	262	145
%V	3.1%	3.3%	3.5%	3.5%	4.1%	2.7%
%H		55.5%	16.1%	85.0%	54.7%	30.3%
Second living/dining room	679	379	92	559	341	217
%V	4.4%	4.7%	4.2%	4.7%	5.3%	4.0%
%H		55.8%	13.5%	82.3%	50.2%	32.0%
Study/office	150	79	23	124	74	50
%V	1.0%	1.0%	1.0%	1.1%	1.2%	0.9%
%H		52.7%	15.3%	82.7%	49.3%	33.3%
TV room	61	42	10	42	31	11
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.2%
%H		68.9%	16.4%	68.9%	50.8%	18.0%
Conservatory	151	90	21	126	85	41
%V	1.0%	1.1%	1.0%	1.1%	1.3%	0.8%
%H		59.6%	13.9%	83.4%	56.3%	27.2%
Attic or loft room	17	10	2	14	9	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		58.8%	11.8%	82.4%	52.9%	29.4%
No specific location	22	12	3	15	9	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		54.5%	13.6%	68.2%	40.9%	31.8%
Other	45	28	3	37	23	14
%V	0.3%	0.3%	0.1%	0.3%	0.4%	0.3%
%H		62.2%	6.7%	82.2%	51.1%	31.1%
Not Asked	1021	602	151	551	326	226
%V	6.6%	7.5%	6.9%	4.7%	5.1%	4.2%
%H		59.0%	14.8%	54.0%	31.9%	22.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Set level data
Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	15554	8061	2203	11781	6378	5403
%H		51.8%	14.2%	75.7%	41.0%	34.7%
PVR	5546	3805	840	3559	2578	981
%V	35.7%	47.2%	38.1%	30.2%	40.4%	18.2%
%H		68.6%	15.1%	64.2%	46.5%	17.7%
DVDR	869	438	121	703	387	316
%V	5.6%	5.4%	5.5%	6.0%	6.1%	5.8%
%H		50.4%	13.9%	80.9%	44.5%	36.4%
VCR	501	216	66	402	178	224
%V	3.2%	2.7%	3.0%	3.4%	2.8%	4.1%
%H		43.1%	13.2%	80.2%	35.5%	44.7%
Any recorder	6194	4002	917	4119	2763	1356
%V	39.8%	49.6%	41.6%	35.0%	43.3%	25.1%
%H		64.6%	14.8%	66.5%	44.6%	21.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 26.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	15554	8061	2203	11781	6378	5403
%H		51.8%	14.2%	75.7%	41.0%	34.7%
Receives HDTV (via STB or built-in reception)	4866	2735	1065	3357	2209	1147
%V	31.3%	33.9%	48.3%	28.5%	34.6%	21.2%
%H		56.2%	21.9%	69.0%	45.4%	23.6%
DVD/Blu-ray player or recorder	8955	4704	1348	6731	3731	3000
%V	57.6%	58.4%	61.2%	57.1%	58.5%	55.5%
%H		52.5%	15.1%	75.2%	41.7%	33.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Set level data
Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7654	3578	1007	5561	2482	3079
%H		46.7%	13.2%	72.7%	32.4%	40.2%
Under 20"	251	46	16	208	24	185
%V	3.3%	1.3%	1.6%	3.7%	1.0%	6.0%
%H		18.3%	6.4%	82.9%	9.6%	73.7%
20" - 29"	1606	485	154	1265	299	966
%V	21.0%	13.6%	15.3%	22.7%	12.0%	31.4%
%H		30.2%	9.6%	78.8%	18.6%	60.1%
30" - 39"	3115	1417	412	2315	1012	1303
%V	40.7%	39.6%	40.9%	41.6%	40.8%	42.3%
%H		45.5%	13.2%	74.3%	32.5%	41.8%
40" and over	2594	1608	414	1736	1131	605
%V	33.9%	44.9%	41.1%	31.2%	45.6%	19.6%
%H		62.0%	16.0%	66.9%	43.6%	23.3%
Don't know	52	22	11	37	16	21
%V	0.7%	0.6%	1.1%	0.7%	0.6%	0.7%
%H		42.3%	21.2%	71.2%	30.8%	40.4%
Not Asked	36	0	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7654	3578	1007	5561	2482	3079
%H		46.7%	13.2%	72.7%	32.4%	40.2%
PVR	4257	2826	642	2770	1929	840
%V	55.6%	79.0%	63.8%	49.8%	77.7%	27.3%
%H		66.4%	15.1%	65.1%	45.3%	19.7%
DVDR	676	316	93	537	267	270
%V	8.8%	8.8%	9.2%	9.7%	10.8%	8.8%
%H		46.7%	13.8%	79.4%	39.5%	39.9%
VCR	406	164	51	322	128	194
%V	5.3%	4.6%	5.1%	5.8%	5.2%	6.3%
%H		40.4%	12.6%	79.3%	31.5%	47.8%
Any recorder	4720	2923	696	3169	2015	1153
%V	61.7%	81.7%	69.1%	57.0%	81.2%	37.4%
%H		61.9%	14.7%	67.1%	42.7%	24.4%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	7654	3578	1007	5561	2482	3079
%H		46.7%	13.2%	72.7%	32.4%	40.2%
Receives HDTV (via STB or built-in reception)	3453	1969	728	2325	1517	808
%V	45.1%	55.0%	72.3%	41.8%	61.1%	26.2%
%H		57.0%	21.1%	67.3%	43.9%	23.4%
DVD/Blu-ray player or recorder	5825	2881	814	4199	2029	2170
%V	76.1%	80.5%	80.8%	75.5%	81.7%	70.5%
%H		49.5%	14.0%	72.1%	34.8%	37.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - South Macro Region
Set level data
Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7899	4483	1196	6220	3896	2324
%H		56.8%	15.1%	78.7%	49.3%	29.4%
Under 20"	2701	1397	353	2314	1332	983
%V	34.2%	31.2%	29.5%	37.2%	34.2%	42.3%
%H		51.7%	13.1%	85.7%	49.3%	36.4%
20" - 29"	2310	1271	353	1925	1204	721
%V	29.2%	28.4%	29.5%	30.9%	30.9%	31.0%
%H		55.0%	15.3%	83.3%	52.1%	31.2%
30" - 39"	1342	845	235	1020	729	291
%V	17.0%	18.8%	19.6%	16.4%	18.7%	12.5%
%H		63.0%	17.5%	76.0%	54.3%	21.7%
40" and over	478	318	86	342	259	83
%V	6.1%	7.1%	7.2%	5.5%	6.6%	3.6%
%H		66.5%	18.0%	71.5%	54.2%	17.4%
Don't know	85	50	19	68	47	21
%V	1.1%	1.1%	1.6%	1.1%	1.2%	0.9%
%H		58.8%	22.4%	80.0%	55.3%	24.7%
Not Asked	983	602	150	551	325	225
%V	12.4%	13.4%	12.5%	8.9%	8.3%	9.7%
%H		61.2%	15.3%	56.1%	33.1%	22.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Set level data
Table 26.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7899	4483	1196	6220	3896	2324
%H		56.8%	15.1%	78.7%	49.3%	29.4%
PVR	1289	979	198	790	648	141
%V	16.3%	21.8%	16.6%	12.7%	16.6%	6.1%
%H		76.0%	15.4%	61.3%	50.3%	10.9%
DVDR	193	122	28	166	121	45
%V	2.4%	2.7%	2.3%	2.7%	3.1%	1.9%
%H		63.2%	14.5%	86.0%	62.7%	23.3%
VCR	96	52	15	80	50	30
%V	1.2%	1.2%	1.3%	1.3%	1.3%	1.3%
%H		54.2%	15.6%	83.3%	52.1%	31.3%
Any recorder	1473	1079	221	950	747	203
%V	18.6%	24.1%	18.5%	15.3%	19.2%	8.7%
%H		73.3%	15.0%	64.5%	50.7%	13.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 26.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7899	4483	1196	6220	3896	2324
%H		56.8%	15.1%	78.7%	49.3%	29.4%
Receives HDTV (via STB or built-in reception)	1413	766	337	1032	693	339
%V	17.9%	17.1%	28.2%	16.6%	17.8%	14.6%
%H		54.2%	23.8%	73.0%	49.0%	24.0%
DVD/Blu-ray player or recorder	3130	1823	533	2531	1702	830
%V	39.6%	40.7%	44.6%	40.7%	43.7%	35.7%
%H		58.2%	17.0%	80.9%	54.4%	26.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	18004	17503	9066	2600	12314	6421	5893
%H		97.2%	50.4%	14.4%	68.4%	35.7%	32.7%
Total Children	3335	3297	1933	554	2108	1276	832
%V	18.5%	18.8%	21.3%	21.3%	17.1%	19.9%	14.1%
%H		98.9%	58.0%	16.6%	63.2%	38.3%	24.9%
0 - 3	863	846	478	138	517	280	237
%V	4.8%	4.8%	5.3%	5.3%	4.2%	4.4%	4.0%
%H		98.0%	55.4%	16.0%	59.9%	32.4%	27.5%
4 - 15	2471	2451	1455	416	1591	996	595
%V	13.7%	14.0%	16.0%	16.0%	12.9%	15.5%	10.1%
%H		99.2%	58.9%	16.8%	64.4%	40.3%	24.1%
4 - 9	1278	1268	756	210	786	478	308
%V	7.1%	7.2%	8.3%	8.1%	6.4%	7.4%	5.2%
%H		99.2%	59.2%	16.4%	61.5%	37.4%	24.1%
10 - 15	1194	1183	699	206	806	519	287
%V	6.6%	6.8%	7.7%	7.9%	6.5%	8.1%	4.9%
%H		99.1%	58.5%	17.3%	67.5%	43.5%	24.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Individual level data
Table 26.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	18004	17503	9066	2600	12314	6421	5893
%H		97.2%	50.4%	14.4%	68.4%	35.7%	32.7%
Total Adults (16+)	14669	14205	7133	2046	10206	5145	5061
%V	81.5%	81.2%	78.7%	78.7%	82.9%	80.1%	85.9%
%H		96.8%	48.6%	13.9%	69.6%	35.1%	34.5%
16 - 19	812	788	426	152	550	339	211
%V	4.5%	4.5%	4.7%	5.8%	4.5%	5.3%	3.6%
%H		97.0%	52.5%	18.7%	67.7%	41.7%	26.0%
20 - 24	1116	1020	517	159	696	376	319
%V	6.2%	5.8%	5.7%	6.1%	5.7%	5.9%	5.4%
%H		91.4%	46.3%	14.2%	62.4%	33.7%	28.6%
25 - 34	2237	2113	1226	363	1268	743	525
%V	12.4%	12.1%	13.5%	14.0%	10.3%	11.6%	8.9%
%H		94.5%	54.8%	16.2%	56.7%	33.2%	23.5%
35 - 44	2305	2239	1280	362	1480	878	602
%V	12.8%	12.8%	14.1%	13.9%	12.0%	13.7%	10.2%
%H		97.1%	55.5%	15.7%	64.2%	38.1%	26.1%
45 - 54	2567	2513	1312	429	1793	1005	788
%V	14.3%	14.4%	14.5%	16.5%	14.6%	15.7%	13.4%
%H		97.9%	51.1%	16.7%	69.8%	39.2%	30.7%
55 - 64	2199	2151	1050	283	1646	811	835
%V	12.2%	12.3%	11.6%	10.9%	13.4%	12.6%	14.2%
%H		97.8%	47.7%	12.9%	74.9%	36.9%	38.0%
65+	3434	3382	1323	297	2774	993	1781
%V	19.1%	19.3%	14.6%	11.4%	22.5%	15.5%	30.2%
%H		98.5%	38.5%	8.6%	80.8%	28.9%	51.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Individual level data
Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14669	14205	7133	2046	10206	5145	5061
%H		96.8%	48.6%	13.9%	69.6%	35.1%	34.5%
AB	4034	3931	2000	538	2880	1479	1401
%V	27.5%	27.7%	28.0%	26.3%	28.2%	28.7%	27.7%
%H		97.4%	49.6%	13.3%	71.4%	36.7%	34.7%
C1	4148	3978	1988	626	2823	1449	1374
%V	28.3%	28.0%	27.9%	30.6%	27.7%	28.2%	27.1%
%H		95.9%	47.9%	15.1%	68.1%	34.9%	33.1%
C2	3316	3246	1750	483	2339	1314	1025
%V	22.6%	22.9%	24.5%	23.6%	22.9%	25.5%	20.3%
%H		97.9%	52.8%	14.6%	70.5%	39.6%	30.9%
D	1983	1908	961	270	1315	626	689
%V	13.5%	13.4%	13.5%	13.2%	12.9%	12.2%	13.6%
%H		96.2%	48.5%	13.6%	66.3%	31.6%	34.7%
E	1187	1143	434	130	849	276	572
%V	8.1%	8.0%	6.1%	6.4%	8.3%	5.4%	11.3%
%H		96.3%	36.6%	11.0%	71.5%	23.3%	48.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Individual level data
Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14669	14205	7133	2046	10206	5145	5061
%H		96.8%	48.6%	13.9%	69.6%	35.1%	34.5%
Working full time	6461	6277	3504	1060	4267	2514	1753
%V	44.0%	44.2%	49.1%	51.8%	41.8%	48.9%	34.6%
%H		97.2%	54.2%	16.4%	66.0%	38.9%	27.1%
Working part time	1684	1645	864	238	1176	627	548
%V	11.5%	11.6%	12.1%	11.6%	11.5%	12.2%	10.8%
%H		97.7%	51.3%	14.1%	69.8%	37.2%	32.5%
Not working	6524	6284	2765	748	4764	2004	2760
%V	44.5%	44.2%	38.8%	36.6%	46.7%	39.0%	54.5%
%H		96.3%	42.4%	11.5%	73.0%	30.7%	42.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7158	6901	3583	1010	4902	2588	2314
%H		96.4%	50.1%	14.1%	68.5%	36.2%	32.3%
16 - 19	424	415	237	77	289	190	100
%V	5.9%	6.0%	6.6%	7.6%	5.9%	7.3%	4.3%
%H		97.9%	55.9%	18.2%	68.2%	44.8%	23.6%
20 - 24	567	520	260	81	356	193	163
%V	7.9%	7.5%	7.3%	8.0%	7.3%	7.5%	7.0%
%H		91.7%	45.9%	14.3%	62.8%	34.0%	28.7%
25 - 34	1136	1065	621	180	632	370	262
%V	15.9%	15.4%	17.3%	17.8%	12.9%	14.3%	11.3%
%H		93.8%	54.7%	15.8%	55.6%	32.6%	23.1%
35 - 44	1136	1094	624	174	723	427	296
%V	15.9%	15.9%	17.4%	17.2%	14.7%	16.5%	12.8%
%H		96.3%	54.9%	15.3%	63.6%	37.6%	26.1%
45 - 54	1254	1224	633	210	868	480	388
%V	17.5%	17.7%	17.7%	20.8%	17.7%	18.5%	16.8%
%H		97.6%	50.5%	16.7%	69.2%	38.3%	30.9%
55 - 64	1068	1041	526	142	787	407	380
%V	14.9%	15.1%	14.7%	14.1%	16.1%	15.7%	16.4%
%H		97.5%	49.3%	13.3%	73.7%	38.1%	35.6%
65+	1574	1543	682	147	1247	522	725
%V	22.0%	22.4%	19.0%	14.6%	25.4%	20.2%	31.3%
%H		98.0%	43.3%	9.3%	79.2%	33.2%	46.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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C4/Five - South Macro Region
Individual level data
Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7158	6901	3583	1010	4902	2588	2314
%H		96.4%	50.1%	14.1%	68.5%	36.2%	32.3%
AB	2044	1991	1027	276	1454	764	690
%V	28.6%	28.9%	28.7%	27.3%	29.7%	29.5%	29.8%
%H		97.4%	50.2%	13.5%	71.1%	37.4%	33.8%
C1	1901	1811	949	295	1269	698	570
%V	26.6%	26.2%	26.5%	29.2%	25.9%	27.0%	24.6%
%H		95.3%	49.9%	15.5%	66.8%	36.7%	30.0%
C2	1782	1735	940	250	1243	697	546
%V	24.9%	25.1%	26.2%	24.8%	25.4%	26.9%	23.6%
%H		97.4%	52.7%	14.0%	69.8%	39.1%	30.6%
D	969	927	487	130	630	313	317
%V	13.5%	13.4%	13.6%	12.9%	12.9%	12.1%	13.7%
%H		95.7%	50.3%	13.4%	65.0%	32.3%	32.7%
E	462	437	179	59	306	116	190
%V	6.5%	6.3%	5.0%	5.8%	6.2%	4.5%	8.2%
%H		94.6%	38.7%	12.8%	66.2%	25.1%	41.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7158	6901	3583	1010	4902	2588	2314
%H		96.4%	50.1%	14.1%	68.5%	36.2%	32.3%
Working full time	4065	3945	2212	650	2679	1575	1104
%V	56.8%	57.2%	61.7%	64.4%	54.7%	60.9%	47.7%
%H		97.0%	54.4%	16.0%	65.9%	38.7%	27.2%
Working part time	354	341	171	39	250	118	131
%V	4.9%	4.9%	4.8%	3.9%	5.1%	4.6%	5.7%
%H		96.3%	48.3%	11.0%	70.6%	33.3%	37.0%
Not working	2739	2614	1200	320	1973	895	1078
%V	38.3%	37.9%	33.5%	31.7%	40.2%	34.6%	46.6%
%H		95.4%	43.8%	11.7%	72.0%	32.7%	39.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7511	7305	3550	1036	5304	2557	2747
%H		97.3%	47.3%	13.8%	70.6%	34.0%	36.6%
16 - 19	388	373	189	76	260	149	111
%V	5.2%	5.1%	5.3%	7.3%	4.9%	5.8%	4.0%
%H		96.1%	48.7%	19.6%	67.0%	38.4%	28.6%
20 - 24	549	500	257	78	340	184	157
%V	7.3%	6.8%	7.2%	7.5%	6.4%	7.2%	5.7%
%H		91.1%	46.8%	14.2%	61.9%	33.5%	28.6%
25 - 34	1101	1048	605	184	636	373	262
%V	14.7%	14.3%	17.0%	17.8%	12.0%	14.6%	9.5%
%H		95.2%	55.0%	16.7%	57.8%	33.9%	23.8%
35 - 44	1170	1145	656	188	756	451	306
%V	15.6%	15.7%	18.5%	18.1%	14.3%	17.6%	11.1%
%H		97.9%	56.1%	16.1%	64.6%	38.5%	26.2%
45 - 54	1313	1289	679	219	925	525	400
%V	17.5%	17.6%	19.1%	21.1%	17.4%	20.5%	14.6%
%H		98.2%	51.7%	16.7%	70.4%	40.0%	30.5%
55 - 64	1131	1110	524	141	859	403	456
%V	15.1%	15.2%	14.8%	13.6%	16.2%	15.8%	16.6%
%H		98.1%	46.3%	12.5%	76.0%	35.6%	40.3%
65+	1860	1839	641	150	1527	471	1056
%V	24.8%	25.2%	18.1%	14.5%	28.8%	18.4%	38.4%
%H		98.9%	34.5%	8.1%	82.1%	25.3%	56.8%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Individual level data
Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7511	7305	3550	1036	5304	2557	2747
%H		97.3%	47.3%	13.8%	70.6%	34.0%	36.6%
AB	1990	1940	972	263	1426	715	711
%V	26.5%	26.6%	27.4%	25.4%	26.9%	28.0%	25.9%
%H		97.5%	48.8%	13.2%	71.7%	35.9%	35.7%
C1	2247	2167	1039	331	1554	751	804
%V	29.9%	29.7%	29.3%	31.9%	29.3%	29.4%	29.3%
%H		96.4%	46.2%	14.7%	69.2%	33.4%	35.8%
C2	1534	1511	810	232	1096	617	479
%V	20.4%	20.7%	22.8%	22.4%	20.7%	24.1%	17.4%
%H		98.5%	52.8%	15.1%	71.4%	40.2%	31.2%
D	1014	981	474	140	685	313	372
%V	13.5%	13.4%	13.4%	13.5%	12.9%	12.2%	13.5%
%H		96.7%	46.7%	13.8%	67.6%	30.9%	36.7%
E	725	705	255	71	542	160	382
%V	9.7%	9.7%	7.2%	6.9%	10.2%	6.3%	13.9%
%H		97.2%	35.2%	9.8%	74.8%	22.1%	52.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - South Macro Region
Individual level data
Table 26.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7511	7305	3550	1036	5304	2557	2747
%H		97.3%	47.3%	13.8%	70.6%	34.0%	36.6%
Working full time	2395	2331	1292	410	1588	939	649
%V	31.9%	31.9%	36.4%	39.6%	29.9%	36.7%	23.6%
%H		97.3%	53.9%	17.1%	66.3%	39.2%	27.1%
Working part time	1330	1303	693	199	926	509	417
%V	17.7%	17.8%	19.5%	19.2%	17.5%	19.9%	15.2%
%H		98.0%	52.1%	15.0%	69.6%	38.3%	31.4%
Not working	3786	3670	1565	427	2790	1108	1682
%V	50.4%	50.2%	44.1%	41.2%	52.6%	43.3%	61.2%
%H		96.9%	41.3%	11.3%	73.7%	29.3%	44.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - North Macro Region
Household level data
Table 27.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
AB	1394	1359	633	216	1064	543	521
%V	20.0%	20.1%	22.6%	21.0%	19.7%	22.1%	17.7%
%H (All HH)		97.5%	45.4%	15.5%	76.3%	39.0%	37.4%
%H (TV HH)			46.6%	15.9%	78.3%	40.0%	38.3%
C1	1798	1739	737	279	1374	653	722
%V	25.8%	25.7%	26.3%	27.1%	25.5%	26.6%	24.6%
%H (All HH)		96.7%	41.0%	15.5%	76.4%	36.3%	40.2%
%H (TV HH)			42.4%	16.0%	79.0%	37.6%	41.5%
C2	1444	1416	645	248	1126	599	527
%V	20.7%	20.9%	23.1%	24.1%	20.9%	24.4%	17.9%
%H (All HH)		98.1%	44.7%	17.2%	78.0%	41.5%	36.5%
%H (TV HH)			45.6%	17.5%	79.5%	42.3%	37.2%
D	1148	1117	459	162	885	392	493
%V	16.4%	16.5%	16.4%	15.8%	16.4%	16.0%	16.8%
%H (All HH)		97.3%	40.0%	14.1%	77.1%	34.1%	42.9%
%H (TV HH)			41.1%	14.5%	79.2%	35.1%	44.1%
E	1198	1139	325	123	945	268	677
%V	17.2%	16.8%	11.6%	12.0%	17.5%	10.9%	23.0%
%H (All HH)		95.1%	27.1%	10.3%	78.9%	22.4%	56.5%
%H (TV HH)			28.5%	10.8%	83.0%	23.5%	59.4%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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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C4/Five - North Macro Region

Household level data

Table 27.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Under 25	356	326	132	40	243	99	144
%V	5.1%	4.8%	4.7%	3.9%	4.5%	4.0%	4.9%
%H (All HH)		91.6%	37.1%	11.2%	68.3%	27.8%	40.4%
%H (TV HH)			40.5%	12.3%	74.5%	30.4%	44.2%
25 - 34	1054	997	504	169	684	372	313
%V	15.1%	14.7%	18.0%	16.4%	12.7%	15.2%	10.6%
%H (All HH)		94.6%	47.8%	16.0%	64.9%	35.3%	29.7%
%H (TV HH)			50.6%	17.0%	68.6%	37.3%	31.4%
35 - 44	1182	1146	597	221	854	516	338
%V	16.9%	16.9%	21.3%	21.5%	15.8%	21.0%	11.5%
%H (All HH)		97.0%	50.5%	18.7%	72.3%	43.7%	28.6%
%H (TV HH)			52.1%	19.3%	74.5%	45.0%	29.5%
45 - 54	1352	1319	607	241	1053	579	475
%V	19.4%	19.5%	21.7%	23.4%	19.5%	23.6%	16.2%
%H (All HH)		97.6%	44.9%	17.8%	77.9%	42.8%	35.1%
%H (TV HH)			46.0%	18.3%	79.8%	43.9%	36.0%
55 - 64	1159	1130	444	187	923	416	507
%V	16.6%	16.7%	15.9%	18.2%	17.1%	16.9%	17.3%
%H (All HH)		97.5%	38.3%	16.1%	79.6%	35.9%	43.7%
%H (TV HH)			39.3%	16.5%	81.7%	36.8%	44.9%
65 +	1878	1852	514	171	1636	474	1162
%V	26.9%	27.4%	18.4%	16.6%	30.3%	19.3%	39.5%
%H (All HH)		98.6%	27.4%	9.1%	87.1%	25.2%	61.9%
%H (TV HH)			27.8%	9.2%	88.3%	25.6%	62.7%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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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C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
1	2466	2333	615	246	1944	498	1446
%V	35.3%	34.5%	22.0%	23.9%	36.0%	20.3%	49.2%
%H (All HH)		94.6%	24.9%	10.0%	78.8%	20.2%	58.6%
%H (TV HH)			26.4%	10.5%	83.3%	21.3%	62.0%
2	2151	2110	916	310	1701	817	884
%V	30.8%	31.2%	32.7%	30.2%	31.5%	33.3%	30.1%
%H (All HH)		98.1%	42.6%	14.4%	79.1%	38.0%	41.1%
%H (TV HH)			43.4%	14.7%	80.6%	38.7%	41.9%
3	1062	1048	541	206	797	493	304
%V	15.2%	15.5%	19.3%	20.0%	14.8%	20.1%	10.3%
%H (All HH)		98.7%	50.9%	19.4%	75.0%	46.4%	28.6%
%H (TV HH)			51.6%	19.7%	76.0%	47.0%	29.0%
4	865	851	483	176	645	443	202
%V	12.4%	12.6%	17.3%	17.1%	12.0%	18.0%	6.9%
%H (All HH)		98.4%	55.8%	20.3%	74.6%	51.2%	23.4%
%H (TV HH)			56.8%	20.7%	75.8%	52.1%	23.7%
5+	437	427	243	91	306	204	103
%V	6.3%	6.3%	8.7%	8.9%	5.7%	8.3%	3.5%
%H (All HH)		97.7%	55.6%	20.8%	70.0%	46.7%	23.6%
%H (TV HH)			56.9%	21.3%	71.7%	47.8%	24.1%
Average HH size	2.26	2.28	2.62	2.60	2.22	2.64	1.87

Base: C4/Five - North Macro Region - Households (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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C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Without	5256	5075	1879	704	4150	1677	2474
%V	75.3%	75.0%	67.2%	68.5%	76.9%	68.3%	84.2%
%H (All HH)		96.6%	35.7%	13.4%	79.0%	31.9%	47.1%
%H (TV HH)			37.0%	13.9%	81.8%	33.0%	48.7%
With	1725	1695	919	325	1244	778	465
%V	24.7%	25.0%	32.8%	31.6%	23.1%	31.7%	15.8%
%H (All HH)		98.3%	53.3%	18.8%	72.1%	45.1%	27.0%
%H (TV HH)			54.2%	19.2%	73.4%	45.9%	27.4%
0 - 3	652	634	351	110	437	262	175
%V	9.3%	9.4%	12.5%	10.7%	8.1%	10.7%	6.0%
%H (All HH)		97.2%	53.8%	16.9%	67.0%	40.2%	26.8%
%H (TV HH)			55.4%	17.4%	68.9%	41.3%	27.6%
4 - 9	847	831	467	156	602	384	218
%V	12.1%	12.3%	16.7%	15.2%	11.2%	15.6%	7.4%
%H (All HH)		98.1%	55.1%	18.4%	71.1%	45.3%	25.7%
%H (TV HH)			56.2%	18.8%	72.4%	46.2%	26.2%
10 - 15	835	824	454	169	622	409	213
%V	12.0%	12.2%	16.2%	16.4%	11.5%	16.7%	7.2%
%H (All HH)		98.7%	54.4%	20.2%	74.5%	49.0%	25.5%
%H (TV HH)			55.1%	20.5%	75.5%	49.6%	25.8%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 27.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
1	2552	2552	777	280	1890	439	1451
%V	36.6%	37.7%	27.8%	27.2%	35.0%	17.9%	49.4%
%H (All HH)		100.0%	30.4%	11.0%	74.1%	17.2%	56.9%
%H (TV HH)			30.4%	11.0%	74.1%	17.2%	56.9%
2	2361	2361	1002	388	1910	929	980
%V	33.8%	34.9%	35.8%	37.7%	35.4%	37.8%	33.3%
%H (All HH)		100.0%	42.4%	16.4%	80.9%	39.3%	41.5%
%H (TV HH)			42.4%	16.4%	80.9%	39.3%	41.5%
3	1119	1119	570	202	950	592	358
%V	16.0%	16.5%	20.4%	19.6%	17.6%	24.1%	12.2%
%H (All HH)		100.0%	50.9%	18.1%	84.9%	52.9%	32.0%
%H (TV HH)			50.9%	18.1%	84.9%	52.9%	32.0%
4	486	486	295	101	418	315	103
%V	7.0%	7.2%	10.5%	9.8%	7.7%	12.8%	3.5%
%H (All HH)		100.0%	60.7%	20.8%	86.0%	64.8%	21.2%
%H (TV HH)			60.7%	20.8%	86.0%	64.8%	21.2%
5+	252	252	154	57	226	179	47
%V	3.6%	3.7%	5.5%	5.5%	4.2%	7.3%	1.6%
%H (All HH)		100.0%	61.1%	22.6%	89.7%	71.0%	18.7%
%H (TV HH)			61.1%	22.6%	89.7%	71.0%	18.7%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Household level data

Table 27.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Under 20"	1746	1746	740	262	1571	815	757
%V	25.0%	25.8%	26.4%	25.5%	29.1%	33.2%	25.8%
%H (All HH)		100.0%	42.4%	15.0%	90.0%	46.7%	43.4%
%H (TV HH)			42.4%	15.0%	90.0%	46.7%	43.4%
20" - 29"	2619	2619	1030	395	2256	1050	1206
%V	37.5%	38.7%	36.8%	38.4%	41.8%	42.8%	41.0%
%H (All HH)		100.0%	39.3%	15.1%	86.1%	40.1%	46.0%
%H (TV HH)			39.3%	15.1%	86.1%	40.1%	46.0%
30" - 39"	3665	3665	1549	599	2996	1449	1547
%V	52.5%	54.1%	55.4%	58.3%	55.5%	59.0%	52.6%
%H (All HH)		100.0%	42.3%	16.3%	81.7%	39.5%	42.2%
%H (TV HH)			42.3%	16.3%	81.7%	39.5%	42.2%
40" and over	2646	2646	1459	509	1996	1287	709
%V	37.9%	39.1%	52.1%	49.5%	37.0%	52.4%	24.1%
%H (All HH)		100.0%	55.1%	19.2%	75.4%	48.6%	26.8%
%H (TV HH)			55.1%	19.2%	75.4%	48.6%	26.8%

Base: C4/Five - North Macro Region - Households (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 27.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Main living room	6658	6658	2777	1022	5332	2441	2891
%V	95.4%	98.4%	99.2%	99.4%	98.9%	99.4%	98.4%
%H (All HH)		100.0%	41.7%	15.3%	80.1%	36.7%	43.4%
%H (TV HH)			41.7%	15.3%	80.1%	36.7%	43.4%
Kitchen	766	766	362	114	689	388	301
%V	11.0%	11.3%	12.9%	11.1%	12.8%	15.8%	10.2%
%H (All HH)		100.0%	47.3%	14.9%	89.9%	50.7%	39.3%
%H (TV HH)			47.3%	14.9%	89.9%	50.7%	39.3%
Adult's bedroom	2935	2935	1443	538	2484	1494	990
%V	42.0%	43.4%	51.6%	52.3%	46.1%	60.9%	33.7%
%H (All HH)		100.0%	49.2%	18.3%	84.6%	50.9%	33.7%
%H (TV HH)			49.2%	18.3%	84.6%	50.9%	33.7%
Child's bedroom	551	551	311	119	477	344	133
%V	7.9%	8.1%	11.1%	11.6%	8.8%	14.0%	4.5%
%H (All HH)		100.0%	56.4%	21.6%	86.6%	62.4%	24.1%
%H (TV HH)			56.4%	21.6%	86.6%	62.4%	24.1%
Other bedroom	361	361	191	68	314	202	112
%V	5.2%	5.3%	6.8%	6.6%	5.8%	8.2%	3.8%
%H (All HH)		100.0%	52.9%	18.8%	87.0%	56.0%	31.0%
%H (TV HH)			52.9%	18.8%	87.0%	56.0%	31.0%
Second living/dining room	685	685	344	118	581	349	231
%V	9.8%	10.1%	12.3%	11.5%	10.8%	14.2%	7.9%
%H (All HH)		100.0%	50.2%	17.2%	84.8%	50.9%	33.7%
%H (TV HH)			50.2%	17.2%	84.8%	50.9%	33.7%
Study/office	76	76	37	12	65	37	28
%V	1.1%	1.1%	1.3%	1.2%	1.2%	1.5%	1.0%
%H (All HH)		100.0%	48.7%	15.8%	85.5%	48.7%	36.8%
%H (TV HH)			48.7%	15.8%	85.5%	48.7%	36.8%
TV room	35	35	19	8	30	19	11
%V	0.5%	0.5%	0.7%	0.8%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	54.3%	22.9%	85.7%	54.3%	31.4%
%H (TV HH)			54.3%	22.9%	85.7%	54.3%	31.4%
Conservatory	177	177	100	32	161	113	48
%V	2.5%	2.6%	3.6%	3.1%	3.0%	4.6%	1.6%
%H (All HH)		100.0%	56.5%	18.1%	91.0%	63.8%	27.1%
%H (TV HH)			56.5%	18.1%	91.0%	63.8%	27.1%
Attic or loft room	12	12	6	1	12	6	5
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	8.3%	100.0%	50.0%	41.7%
%H (TV HH)			50.0%	8.3%	100.0%	50.0%	41.7%
No specific location	13	13	5	2	13	6	7
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	38.5%	15.4%	100.0%	46.2%	53.8%
%H (TV HH)			38.5%	15.4%	100.0%	46.2%	53.8%
Other	34	34	21	6	29	22	7
%V	0.5%	0.5%	0.8%	0.6%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	61.8%	17.6%	85.3%	64.7%	20.6%
%H (TV HH)			61.8%	17.6%	85.3%	64.7%	20.6%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Household level data

Table 27.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
PVR	3716	3716	2329	690	2707	1960	748
%V	53.2%	54.9%	83.2%	67.1%	50.2%	79.8%	25.5%
%H (All HH)		100.0%	62.7%	18.6%	72.8%	52.7%	20.1%
%H (TV HH)			62.7%	18.6%	72.8%	52.7%	20.1%
DVDR	481	481	200	66	408	190	218
%V	6.9%	7.1%	7.1%	6.4%	7.6%	7.7%	7.4%
%H (All HH)		100.0%	41.6%	13.7%	84.8%	39.5%	45.3%
%H (TV HH)			41.6%	13.7%	84.8%	39.5%	45.3%
VCR	396	396	143	51	330	130	200
%V	5.7%	5.9%	5.1%	5.0%	6.1%	5.3%	6.8%
%H (All HH)		100.0%	36.1%	12.9%	83.3%	32.8%	50.5%
%H (TV HH)			36.1%	12.9%	83.3%	32.8%	50.5%
Any recorder	4132	4132	2406	734	3076	2039	1038
%V	59.2%	61.0%	86.0%	71.4%	57.0%	83.1%	35.3%
%H (All HH)		100.0%	58.2%	17.8%	74.4%	49.3%	25.1%
%H (TV HH)			58.2%	17.8%	74.4%	49.3%	25.1%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Household level data
Table 27.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Receives HDTV (via STB or built-in reception)	3252	3252	1709	762	2449	1620	829
%V	46.6%	48.0%	61.1%	74.1%	45.4%	66.0%	28.2%
%H (All HH)		100.0%	52.6%	23.4%	75.3%	49.8%	25.5%
%H (TV HH)			52.6%	23.4%	75.3%	49.8%	25.5%
DVD/Blu-ray player or recorder	5206	5206	2263	855	4167	2043	2124
%V	74.6%	76.9%	80.9%	83.2%	77.3%	83.2%	72.3%
%H (All HH)		100.0%	43.5%	16.4%	80.0%	39.2%	40.8%
%H (TV HH)			43.5%	16.4%	80.0%	39.2%	40.8%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Household level data
Table 27.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	6981	6769	2798	1028	5394	2455	2939
%H (All HH)		97.0%	40.1%	14.7%	77.3%	35.2%	42.1%
%H (TV HH)			41.3%	15.2%	79.7%	36.3%	43.4%
Has PC or Laptop	5124	4992	2404	894	3842	2134	1708
%V	73.4%	73.7%	85.9%	87.0%	71.2%	86.9%	58.1%
%H (All HH)		97.4%	46.9%	17.4%	75.0%	41.6%	33.3%
%H (TV HH)			48.2%	17.9%	77.0%	42.7%	34.2%
Has broadband internet	4788	4678	2309	883	3569	2068	1501
%V	68.6%	69.1%	82.5%	85.9%	66.2%	84.2%	51.1%
%H (All HH)		97.7%	48.2%	18.4%	74.5%	43.2%	31.3%
%H (TV HH)			49.4%	18.9%	76.3%	44.2%	32.1%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Set level data
Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13927	6496	2374	11446	6295	5151
%H		46.6%	17.0%	82.2%	45.2%	37.0%
Under 20"	2274	1005	347	2057	1114	942
%V	16.3%	15.5%	14.6%	18.0%	17.7%	18.3%
%H		44.2%	15.3%	90.5%	49.0%	41.4%
20" - 29"	3258	1339	516	2828	1400	1428
%V	23.4%	20.6%	21.7%	24.7%	22.2%	27.7%
%H		41.1%	15.8%	86.8%	43.0%	43.8%
30" - 39"	4327	1906	738	3564	1836	1727
%V	31.1%	29.3%	31.1%	31.1%	29.2%	33.5%
%H		44.0%	17.1%	82.4%	42.4%	39.9%
40" and over	3069	1736	588	2321	1535	787
%V	22.0%	26.7%	24.8%	20.3%	24.4%	15.3%
%H		56.6%	19.2%	75.6%	50.0%	25.6%
Don't know	142	57	21	110	47	63
%V	1.0%	0.9%	0.9%	1.0%	0.7%	1.2%
%H		40.1%	14.8%	77.5%	33.1%	44.4%
Not Asked	857	453	164	566	363	204
%V	6.2%	7.0%	6.9%	4.9%	5.8%	4.0%
%H		52.9%	19.1%	66.0%	42.4%	23.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Set level data
Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13927	6496	2374	11446	6295	5151
%H		46.6%	17.0%	82.2%	45.2%	37.0%
Main living room	6685	2788	1026	5357	2453	2903
%V	48.0%	42.9%	43.2%	46.8%	39.0%	56.4%
%H		41.7%	15.3%	80.1%	36.7%	43.4%
Kitchen	772	365	114	693	390	303
%V	5.5%	5.6%	4.8%	6.1%	6.2%	5.9%
%H		47.3%	14.8%	89.8%	50.5%	39.2%
Adult's bedroom	3443	1716	654	2944	1826	1118
%V	24.7%	26.4%	27.5%	25.7%	29.0%	21.7%
%H		49.8%	19.0%	85.5%	53.0%	32.5%
Child's bedroom	709	409	155	620	459	161
%V	5.1%	6.3%	6.5%	5.4%	7.3%	3.1%
%H		57.7%	21.9%	87.4%	64.7%	22.7%
Other bedroom	415	226	79	364	243	121
%V	3.0%	3.5%	3.3%	3.2%	3.9%	2.3%
%H		54.5%	19.0%	87.7%	58.6%	29.2%
Second living/dining room	695	351	119	590	355	234
%V	5.0%	5.4%	5.0%	5.2%	5.6%	4.5%
%H		50.5%	17.1%	84.9%	51.1%	33.7%
Study/office	77	37	12	66	37	28
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.5%
%H		48.1%	15.6%	85.7%	48.1%	36.4%
TV room	35	19	8	30	19	11
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
%H		54.3%	22.9%	85.7%	54.3%	31.4%
Conservatory	177	100	32	161	113	48
%V	1.3%	1.5%	1.3%	1.4%	1.8%	0.9%
%H		56.5%	18.1%	91.0%	63.8%	27.1%
Attic or loft room	12	6	1	12	6	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		50.0%	8.3%	100.0%	50.0%	41.7%
No specific location	15	6	3	14	7	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	93.3%	46.7%	46.7%
Other	34	22	6	30	23	7
%V	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%
%H		64.7%	17.6%	88.2%	67.6%	20.6%
Not Asked	857	453	164	566	363	204
%V	6.2%	7.0%	6.9%	4.9%	5.8%	4.0%
%H		52.9%	19.1%	66.0%	42.4%	23.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Set level data
Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13927	6496	2374	11446	6295	5151
%H		46.6%	17.0%	82.2%	45.2%	37.0%
PVR	4824	3185	890	3432	2609	823
%V	34.6%	49.0%	37.5%	30.0%	41.4%	16.0%
%H		66.0%	18.4%	71.1%	54.1%	17.1%
DVDR	546	232	76	464	222	242
%V	3.9%	3.6%	3.2%	4.1%	3.5%	4.7%
%H		42.5%	13.9%	85.0%	40.7%	44.3%
VCR	436	161	64	360	148	212
%V	3.1%	2.5%	2.7%	3.1%	2.4%	4.1%
%H		36.9%	14.7%	82.6%	33.9%	48.6%
Any recorder	5406	3340	964	3947	2773	1174
%V	38.8%	51.4%	40.6%	34.5%	44.1%	22.8%
%H		61.8%	17.8%	73.0%	51.3%	21.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	13927	6496	2374	11446	6295	5151
%H		46.6%	17.0%	82.2%	45.2%	37.0%
Receives HDTV (via STB or built-in reception)	4517	2377	1109	3405	2296	1109
%V	32.4%	36.6%	46.7%	29.7%	36.5%	21.5%
%H		52.6%	24.6%	75.4%	50.8%	24.6%
DVD/Blu-ray player or recorder	7686	3553	1390	6315	3484	2831
%V	55.2%	54.7%	58.6%	55.2%	55.3%	55.0%
%H		46.2%	18.1%	82.2%	45.3%	36.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6763	2797	1028	5389	2454	2936
%H		41.4%	15.2%	79.7%	36.3%	43.4%
Under 20"	150	26	13	130	20	110
%V	2.2%	0.9%	1.3%	2.4%	0.8%	3.7%
%H		17.3%	8.7%	86.7%	13.3%	73.3%
20" - 29"	1143	283	109	976	233	743
%V	16.9%	10.1%	10.6%	18.1%	9.5%	25.3%
%H		24.8%	9.5%	85.4%	20.4%	65.0%
30" - 39"	2811	1052	410	2313	948	1364
%V	41.6%	37.6%	39.9%	42.9%	38.6%	46.5%
%H		37.4%	14.6%	82.3%	33.7%	48.5%
40" and over	2555	1414	486	1922	1238	684
%V	37.8%	50.6%	47.3%	35.7%	50.4%	23.3%
%H		55.3%	19.0%	75.2%	48.5%	26.8%
Don't know	69	22	11	49	15	34
%V	1.0%	0.8%	1.1%	0.9%	0.6%	1.2%
%H		31.9%	15.9%	71.0%	21.7%	49.3%
Not Asked	35	0	0	0	0	1
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	2.9%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Set level data
Table 27.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6763	2797	1028	5389	2454	2936
%H		41.4%	15.2%	79.7%	36.3%	43.4%
PVR	3601	2289	667	2602	1909	693
%V	53.2%	81.8%	64.9%	48.3%	77.8%	23.6%
%H		63.6%	18.5%	72.3%	53.0%	19.2%
DVDR	407	161	53	344	151	192
%V	6.0%	5.8%	5.2%	6.4%	6.2%	6.5%
%H		39.6%	13.0%	84.5%	37.1%	47.2%
VCR	327	107	41	269	92	177
%V	4.8%	3.8%	4.0%	5.0%	3.7%	6.0%
%H		32.7%	12.5%	82.3%	28.1%	54.1%
Any recorder	3998	2363	708	2952	1983	969
%V	59.1%	84.5%	68.9%	54.8%	80.8%	33.0%
%H		59.1%	17.7%	73.8%	49.6%	24.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 27.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	6763	2797	1028	5389	2454	2936
%H		41.4%	15.2%	79.7%	36.3%	43.4%
Receives HDTV (via STB or built-in reception)	3126	1655	744	2335	1563	772
%V	46.2%	59.2%	72.4%	43.3%	63.7%	26.3%
%H		52.9%	23.8%	74.7%	50.0%	24.7%
DVD/Blu-ray player or recorder	4861	2102	796	3863	1868	1995
%V	71.9%	75.2%	77.4%	71.7%	76.1%	67.9%
%H		43.2%	16.4%	79.5%	38.4%	41.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Set level data
Table 27.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7164	3699	1346	6057	3841	2216
%H		51.6%	18.8%	84.5%	53.6%	30.9%
Under 20"	2124	979	334	1927	1095	833
%V	29.6%	26.5%	24.8%	31.8%	28.5%	37.6%
%H		46.1%	15.7%	90.7%	51.6%	39.2%
20" - 29"	2115	1056	407	1852	1167	685
%V	29.5%	28.5%	30.2%	30.6%	30.4%	30.9%
%H		49.9%	19.2%	87.6%	55.2%	32.4%
30" - 39"	1516	854	328	1251	888	363
%V	21.2%	23.1%	24.4%	20.7%	23.1%	16.4%
%H		56.3%	21.6%	82.5%	58.6%	23.9%
40" and over	513	322	102	399	296	102
%V	7.2%	8.7%	7.6%	6.6%	7.7%	4.6%
%H		62.8%	19.9%	77.8%	57.7%	19.9%
Don't know	74	35	10	62	32	29
%V	1.0%	0.9%	0.7%	1.0%	0.8%	1.3%
%H		47.3%	13.5%	83.8%	43.2%	39.2%
Not Asked	822	453	165	566	363	204
%V	11.5%	12.2%	12.3%	9.3%	9.5%	9.2%
%H		55.1%	20.1%	68.9%	44.2%	24.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7164	3699	1346	6057	3841	2216
%H		51.6%	18.8%	84.5%	53.6%	30.9%
PVR	1223	896	223	830	700	130
%V	17.1%	24.2%	16.6%	13.7%	18.2%	5.9%
%H		73.3%	18.2%	67.9%	57.2%	10.6%
DVDR	139	71	23	120	71	50
%V	1.9%	1.9%	1.7%	2.0%	1.8%	2.3%
%H		51.1%	16.5%	86.3%	51.1%	36.0%
VCR	109	54	22	91	55	35
%V	1.5%	1.5%	1.6%	1.5%	1.4%	1.6%
%H		49.5%	20.2%	83.5%	50.5%	32.1%
Any recorder	1408	977	255	995	789	205
%V	19.7%	26.4%	18.9%	16.4%	20.5%	9.3%
%H		69.4%	18.1%	70.7%	56.0%	14.6%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	7164	3699	1346	6057	3841	2216
%H		51.6%	18.8%	84.5%	53.6%	30.9%
Receives HDTV (via STB or built-in reception)	1391	722	365	1070	733	337
%V	19.4%	19.5%	27.1%	17.7%	19.1%	15.2%
%H		51.9%	26.2%	76.9%	52.7%	24.2%
DVD/Blu-ray player or recorder	2825	1451	594	2453	1616	836
%V	39.4%	39.2%	44.1%	40.5%	42.1%	37.7%
%H		51.4%	21.0%	86.8%	57.2%	29.6%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	15791	15415	7328	2672	11968	6477	5491
%H		97.6%	46.4%	16.9%	75.8%	41.0%	34.8%
Total Children	2954	2892	1607	560	2098	1343	755
%V	18.7%	18.8%	21.9%	21.0%	17.5%	20.7%	13.7%
%H		97.9%	54.4%	19.0%	71.0%	45.5%	25.6%
0 - 3	778	755	415	129	522	310	212
%V	4.9%	4.9%	5.7%	4.8%	4.4%	4.8%	3.9%
%H		97.0%	53.3%	16.6%	67.1%	39.8%	27.2%
4 - 15	2176	2138	1192	431	1576	1033	543
%V	13.8%	13.9%	16.3%	16.1%	13.2%	15.9%	9.9%
%H		98.3%	54.8%	19.8%	72.4%	47.5%	25.0%
4 - 9	1107	1085	609	209	787	507	280
%V	7.0%	7.0%	8.3%	7.8%	6.6%	7.8%	5.1%
%H		98.0%	55.0%	18.9%	71.1%	45.8%	25.3%
10 - 15	1069	1052	583	222	789	526	263
%V	6.8%	6.8%	8.0%	8.3%	6.6%	8.1%	4.8%
%H		98.4%	54.5%	20.8%	73.8%	49.2%	24.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	15791	15415	7328	2672	11968	6477	5491
%H		97.6%	46.4%	16.9%	75.8%	41.0%	34.8%
Total Adults (16+)	12836	12523	5721	2112	9870	5134	4736
%V	81.3%	81.2%	78.1%	79.0%	82.5%	79.3%	86.3%
%H		97.6%	44.6%	16.5%	76.9%	40.0%	36.9%
16 - 19	803	784	395	164	621	396	225
%V	5.1%	5.1%	5.4%	6.1%	5.2%	6.1%	4.1%
%H		97.6%	49.2%	20.4%	77.3%	49.3%	28.0%
20 - 24	1086	1042	498	181	799	439	359
%V	6.9%	6.8%	6.8%	6.8%	6.7%	6.8%	6.5%
%H		95.9%	45.9%	16.7%	73.6%	40.4%	33.1%
25 - 34	2108	2018	1063	367	1403	819	584
%V	13.3%	13.1%	14.5%	13.7%	11.7%	12.6%	10.6%
%H		95.7%	50.4%	17.4%	66.6%	38.9%	27.7%
35 - 44	2004	1952	1055	383	1450	912	538
%V	12.7%	12.7%	14.4%	14.3%	12.1%	14.1%	9.8%
%H		97.4%	52.6%	19.1%	72.4%	45.5%	26.8%
45 - 54	2275	2234	1100	422	1777	1054	723
%V	14.4%	14.5%	15.0%	15.8%	14.8%	16.3%	13.2%
%H		98.2%	48.4%	18.5%	78.1%	46.3%	31.8%
55 - 64	1870	1834	778	311	1491	731	760
%V	11.8%	11.9%	10.6%	11.6%	12.5%	11.3%	13.8%
%H		98.1%	41.6%	16.6%	79.7%	39.1%	40.6%
65+	2691	2658	833	283	2330	784	1546
%V	17.0%	17.2%	11.4%	10.6%	19.5%	12.1%	28.2%
%H		98.8%	31.0%	10.5%	86.6%	29.1%	57.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12836	12523	5721	2112	9870	5134	4736
%H		97.6%	44.6%	16.5%	76.9%	40.0%	36.9%
AB	2815	2753	1366	483	2169	1233	937
%V	21.9%	22.0%	23.9%	22.9%	22.0%	24.0%	19.8%
%H		97.8%	48.5%	17.2%	77.1%	43.8%	33.3%
C1	3372	3283	1509	583	2563	1362	1201
%V	26.3%	26.2%	26.4%	27.6%	26.0%	26.5%	25.4%
%H		97.4%	44.8%	17.3%	76.0%	40.4%	35.6%
C2	2892	2850	1376	545	2270	1323	947
%V	22.5%	22.8%	24.1%	25.8%	23.0%	25.8%	20.0%
%H		98.5%	47.6%	18.8%	78.5%	45.7%	32.7%
D	2138	2088	962	329	1601	805	796
%V	16.7%	16.7%	16.8%	15.6%	16.2%	15.7%	16.8%
%H		97.7%	45.0%	15.4%	74.9%	37.7%	37.2%
E	1620	1549	509	173	1267	413	854
%V	12.6%	12.4%	8.9%	8.2%	12.8%	8.0%	18.0%
%H		95.6%	31.4%	10.7%	78.2%	25.5%	52.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12836	12523	5721	2112	9870	5134	4736
%H		97.6%	44.6%	16.5%	76.9%	40.0%	36.9%
Working full time	5478	5380	2775	1054	4083	2500	1583
%V	42.7%	43.0%	48.5%	49.9%	41.4%	48.7%	33.4%
%H		98.2%	50.7%	19.2%	74.5%	45.6%	28.9%
Working part time	1358	1334	636	256	1050	598	453
%V	10.6%	10.7%	11.1%	12.1%	10.6%	11.6%	9.6%
%H		98.2%	46.8%	18.9%	77.3%	44.0%	33.4%
Not working	6000	5810	2310	802	4737	2037	2700
%V	46.7%	46.4%	40.4%	38.0%	48.0%	39.7%	57.0%
%H		96.8%	38.5%	13.4%	79.0%	34.0%	45.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6296	6118	2918	1046	4769	2596	2172
%H		97.2%	46.3%	16.6%	75.7%	41.2%	34.5%
16 - 19	423	412	216	84	330	221	109
%V	6.7%	6.7%	7.4%	8.0%	6.9%	8.5%	5.0%
%H		97.4%	51.1%	19.9%	78.0%	52.2%	25.8%
20 - 24	534	512	254	88	401	230	171
%V	8.5%	8.4%	8.7%	8.4%	8.4%	8.9%	7.9%
%H		95.9%	47.6%	16.5%	75.1%	43.1%	32.0%
25 - 34	1085	1038	550	193	718	429	289
%V	17.2%	17.0%	18.8%	18.5%	15.1%	16.5%	13.3%
%H		95.7%	50.7%	17.8%	66.2%	39.5%	26.6%
35 - 44	980	946	506	176	699	426	273
%V	15.6%	15.5%	17.3%	16.8%	14.7%	16.4%	12.6%
%H		96.5%	51.6%	18.0%	71.3%	43.5%	27.9%
45 - 54	1120	1093	558	206	861	527	334
%V	17.8%	17.9%	19.1%	19.7%	18.1%	20.3%	15.4%
%H		97.6%	49.8%	18.4%	76.9%	47.1%	29.8%
55 - 64	921	900	394	155	719	363	356
%V	14.6%	14.7%	13.5%	14.8%	15.1%	14.0%	16.4%
%H		97.7%	42.8%	16.8%	78.1%	39.4%	38.7%
65+	1233	1218	440	145	1040	401	640
%V	19.6%	19.9%	15.1%	13.9%	21.8%	15.4%	29.5%
%H		98.8%	35.7%	11.8%	84.3%	32.5%	51.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6296	6118	2918	1046	4769	2596	2172
%H		97.2%	46.3%	16.6%	75.7%	41.2%	34.5%
AB	1420	1384	706	244	1083	632	451
%V	22.6%	22.6%	24.2%	23.3%	22.7%	24.3%	20.8%
%H		97.5%	49.7%	17.2%	76.3%	44.5%	31.8%
C1	1587	1535	756	272	1177	670	507
%V	25.2%	25.1%	25.9%	26.0%	24.7%	25.8%	23.3%
%H		96.7%	47.6%	17.1%	74.2%	42.2%	31.9%
C2	1576	1550	758	291	1233	726	507
%V	25.0%	25.3%	26.0%	27.8%	25.9%	28.0%	23.3%
%H		98.4%	48.1%	18.5%	78.2%	46.1%	32.2%
D	1040	1015	479	166	757	388	369
%V	16.5%	16.6%	16.4%	15.9%	15.9%	14.9%	17.0%
%H		97.6%	46.1%	16.0%	72.8%	37.3%	35.5%
E	673	635	218	72	519	180	339
%V	10.7%	10.4%	7.5%	6.9%	10.9%	6.9%	15.6%
%H		94.4%	32.4%	10.7%	77.1%	26.7%	50.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6296	6118	2918	1046	4769	2596	2172
%H		97.2%	46.3%	16.6%	75.7%	41.2%	34.5%
Working full time	3369	3304	1734	634	2492	1539	953
%V	53.5%	54.0%	59.4%	60.6%	52.3%	59.3%	43.9%
%H		98.1%	51.5%	18.8%	74.0%	45.7%	28.3%
Working part time	292	281	133	57	214	119	94
%V	4.6%	4.6%	4.6%	5.4%	4.5%	4.6%	4.3%
%H		96.2%	45.5%	19.5%	73.3%	40.8%	32.2%
Not working	2635	2533	1050	355	2063	938	1125
%V	41.9%	41.4%	36.0%	33.9%	43.3%	36.1%	51.8%
%H		96.1%	39.8%	13.5%	78.3%	35.6%	42.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6540	6405	2803	1066	5102	2538	2564
%H		97.9%	42.9%	16.3%	78.0%	38.8%	39.2%
16 - 19	379	373	179	80	291	174	116
%V	5.8%	5.8%	6.4%	7.5%	5.7%	6.9%	4.5%
%H		98.4%	47.2%	21.1%	76.8%	45.9%	30.6%
20 - 24	551	530	244	93	397	209	188
%V	8.4%	8.3%	8.7%	8.7%	7.8%	8.2%	7.3%
%H		96.2%	44.3%	16.9%	72.1%	37.9%	34.1%
25 - 34	1023	981	513	174	685	390	295
%V	15.6%	15.3%	18.3%	16.3%	13.4%	15.4%	11.5%
%H		95.9%	50.1%	17.0%	67.0%	38.1%	28.8%
35 - 44	1024	1006	548	208	752	486	265
%V	15.7%	15.7%	19.6%	19.5%	14.7%	19.1%	10.3%
%H		98.2%	53.5%	20.3%	73.4%	47.5%	25.9%
45 - 54	1155	1141	542	216	916	527	389
%V	17.7%	17.8%	19.3%	20.3%	18.0%	20.8%	15.2%
%H		98.8%	46.9%	18.7%	79.3%	45.6%	33.7%
55 - 64	949	934	384	157	772	368	403
%V	14.5%	14.6%	13.7%	14.7%	15.1%	14.5%	15.7%
%H		98.4%	40.5%	16.5%	81.3%	38.8%	42.5%
65+	1459	1441	393	138	1290	383	907
%V	22.3%	22.5%	14.0%	12.9%	25.3%	15.1%	35.4%
%H		98.8%	26.9%	9.5%	88.4%	26.3%	62.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6540	6405	2803	1066	5102	2538	2564
%H		97.9%	42.9%	16.3%	78.0%	38.8%	39.2%
AB	1395	1369	660	238	1087	600	486
%V	21.3%	21.4%	23.5%	22.3%	21.3%	23.6%	19.0%
%H		98.1%	47.3%	17.1%	77.9%	43.0%	34.8%
C1	1785	1749	752	311	1386	692	694
%V	27.3%	27.3%	26.8%	29.2%	27.2%	27.3%	27.1%
%H		98.0%	42.1%	17.4%	77.6%	38.8%	38.9%
C2	1316	1300	617	253	1037	596	441
%V	20.1%	20.3%	22.0%	23.7%	20.3%	23.5%	17.2%
%H		98.8%	46.9%	19.2%	78.8%	45.3%	33.5%
D	1098	1073	483	163	844	417	428
%V	16.8%	16.8%	17.2%	15.3%	16.5%	16.4%	16.7%
%H		97.7%	44.0%	14.8%	76.9%	38.0%	39.0%
E	947	914	291	101	748	233	515
%V	14.5%	14.3%	10.4%	9.5%	14.7%	9.2%	20.1%
%H		96.5%	30.7%	10.7%	79.0%	24.6%	54.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - North Macro Region
Individual level data
Table 27.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6540	6405	2803	1066	5102	2538	2564
%H		97.9%	42.9%	16.3%	78.0%	38.8%	39.2%
Working full time	2109	2075	1041	420	1592	961	630
%V	32.2%	32.4%	37.1%	39.4%	31.2%	37.9%	24.6%
%H		98.4%	49.4%	19.9%	75.5%	45.6%	29.9%
Working part time	1066	1053	502	198	837	478	358
%V	16.3%	16.4%	17.9%	18.6%	16.4%	18.8%	14.0%
%H		98.8%	47.1%	18.6%	78.5%	44.8%	33.6%
Not working	3365	3277	1260	447	2673	1099	1575
%V	51.5%	51.2%	45.0%	41.9%	52.4%	43.3%	61.4%
%H		97.4%	37.4%	13.3%	79.4%	32.7%	46.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
AB	566	547	238	99	397	190	207
%V	21.9%	21.9%	22.1%	24.3%	21.1%	21.7%	20.6%
%H (All HH)		96.6%	42.0%	17.5%	70.1%	33.6%	36.6%
%H (TV HH)			43.5%	18.1%	72.6%	34.7%	37.8%
C1	679	639	285	116	476	239	237
%V	26.2%	25.6%	26.4%	28.4%	25.3%	27.3%	23.6%
%H (All HH)		94.1%	42.0%	17.1%	70.1%	35.2%	34.9%
%H (TV HH)			44.6%	18.2%	74.5%	37.4%	37.1%
C2	514	506	256	85	380	213	166
%V	19.8%	20.3%	23.7%	20.8%	20.2%	24.3%	16.5%
%H (All HH)		98.4%	49.8%	16.5%	73.9%	41.4%	32.3%
%H (TV HH)			50.6%	16.8%	75.1%	42.1%	32.8%
D	425	414	187	69	307	149	158
%V	16.4%	16.6%	17.3%	16.9%	16.3%	17.0%	15.7%
%H (All HH)		97.4%	44.0%	16.2%	72.2%	35.1%	37.2%
%H (TV HH)			45.2%	16.7%	74.2%	36.0%	38.2%
E	405	388	112	40	321	86	235
%V	15.6%	15.6%	10.4%	9.8%	17.1%	9.8%	23.4%
%H (All HH)		95.8%	27.7%	9.9%	79.3%	21.2%	58.0%
%H (TV HH)			28.9%	10.3%	82.7%	22.2%	60.6%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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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C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Under 25	124	107	49	16	73	38	36
%V	4.8%	4.3%	4.5%	3.9%	3.9%	4.3%	3.6%
%H (All HH)		86.3%	39.5%	12.9%	58.9%	30.6%	29.0%
%H (TV HH)			45.8%	15.0%	68.2%	35.5%	33.6%
25 - 34	397	373	192	67	247	137	110
%V	15.3%	14.9%	17.8%	16.4%	13.1%	15.6%	11.0%
%H (All HH)		94.0%	48.4%	16.9%	62.2%	34.5%	27.7%
%H (TV HH)			51.5%	18.0%	66.2%	36.7%	29.5%
35 - 44	413	398	207	83	279	171	108
%V	15.9%	16.0%	19.2%	20.3%	14.8%	19.5%	10.8%
%H (All HH)		96.4%	50.1%	20.1%	67.6%	41.4%	26.2%
%H (TV HH)			52.0%	20.9%	70.1%	43.0%	27.1%
45 - 54	507	496	236	81	380	200	179
%V	19.6%	19.9%	21.9%	19.9%	20.2%	22.8%	17.8%
%H (All HH)		97.8%	46.5%	16.0%	75.0%	39.4%	35.3%
%H (TV HH)			47.6%	16.3%	76.6%	40.3%	36.1%
55 - 64	437	424	179	78	325	154	171
%V	16.9%	17.0%	16.6%	19.1%	17.3%	17.6%	17.0%
%H (All HH)		97.0%	41.0%	17.8%	74.4%	35.2%	39.1%
%H (TV HH)			42.2%	18.4%	76.7%	36.3%	40.3%
65 +	713	697	215	83	578	177	401
%V	27.5%	27.9%	19.9%	20.3%	30.7%	20.2%	39.9%
%H (All HH)		97.8%	30.2%	11.6%	81.1%	24.8%	56.2%
%H (TV HH)			30.8%	11.9%	82.9%	25.4%	57.5%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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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C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
1	980	933	257	119	739	187	552
%V	37.8%	37.4%	23.8%	29.2%	39.3%	21.3%	55.0%
%H (All HH)		95.2%	26.2%	12.1%	75.4%	19.1%	56.3%
%H (TV HH)			27.5%	12.8%	79.2%	20.0%	59.2%
2	841	809	382	141	604	321	284
%V	32.5%	32.4%	35.4%	34.6%	32.1%	36.6%	28.3%
%H (All HH)		96.2%	45.4%	16.8%	71.8%	38.2%	33.8%
%H (TV HH)			47.2%	17.4%	74.7%	39.7%	35.1%
3	346	338	193	62	246	160	85
%V	13.4%	13.5%	17.9%	15.2%	13.1%	18.2%	8.5%
%H (All HH)		97.7%	55.8%	17.9%	71.1%	46.2%	24.6%
%H (TV HH)			57.1%	18.3%	72.8%	47.3%	25.1%
4	310	304	181	61	217	154	63
%V	12.0%	12.2%	16.8%	15.0%	11.5%	17.6%	6.3%
%H (All HH)		98.1%	58.4%	19.7%	70.0%	49.7%	20.3%
%H (TV HH)			59.5%	20.1%	71.4%	50.7%	20.7%
5+	113	110	66	25	76	56	20
%V	4.4%	4.4%	6.1%	6.1%	4.0%	6.4%	2.0%
%H (All HH)		97.3%	58.4%	22.1%	67.3%	49.6%	17.7%
%H (TV HH)			60.0%	22.7%	69.1%	50.9%	18.2%
Average HH size	2.14	2.16	2.49	2.36	2.10	2.54	1.73

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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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C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Without	2010	1924	736	304	1486	611	875
%V	77.6%	77.1%	68.3%	74.5%	79.0%	69.7%	87.2%
%H (All HH)		95.7%	36.6%	15.1%	73.9%	30.4%	43.5%
%H (TV HH)			38.3%	15.8%	77.2%	31.8%	45.5%
With	580	571	342	104	395	266	129
%V	22.4%	22.9%	31.7%	25.5%	21.0%	30.3%	12.8%
%H (All HH)		98.4%	59.0%	17.9%	68.1%	45.9%	22.2%
%H (TV HH)			59.9%	18.2%	69.2%	46.6%	22.6%
0 - 3	208	205	127	35	141	95	46
%V	8.0%	8.2%	11.8%	8.6%	7.5%	10.8%	4.6%
%H (All HH)		98.6%	61.1%	16.8%	67.8%	45.7%	22.1%
%H (TV HH)			62.0%	17.1%	68.8%	46.3%	22.4%
4 - 9	283	280	174	52	180	124	56
%V	10.9%	11.2%	16.1%	12.7%	9.6%	14.1%	5.6%
%H (All HH)		98.9%	61.5%	18.4%	63.6%	43.8%	19.8%
%H (TV HH)			62.1%	18.6%	64.3%	44.3%	20.0%
10 - 15	281	276	162	53	202	140	61
%V	10.8%	11.1%	15.0%	13.0%	10.7%	16.0%	6.1%
%H (All HH)		98.2%	57.7%	18.9%	71.9%	49.8%	21.7%
%H (TV HH)			58.7%	19.2%	73.2%	50.7%	22.1%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 28.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
1	980	980	321	138	688	181	507
%V	37.8%	39.3%	29.8%	33.8%	36.6%	20.6%	50.5%
%H (All HH)		100.0%	32.8%	14.1%	70.2%	18.5%	51.7%
%H (TV HH)			32.8%	14.1%	70.2%	18.5%	51.7%
2	868	868	376	141	683	328	354
%V	33.5%	34.8%	34.9%	34.6%	36.3%	37.4%	35.3%
%H (All HH)		100.0%	43.3%	16.2%	78.7%	37.8%	40.8%
%H (TV HH)			43.3%	16.2%	78.7%	37.8%	40.8%
3	394	394	218	79	304	202	102
%V	15.2%	15.8%	20.2%	19.4%	16.2%	23.0%	10.2%
%H (All HH)		100.0%	55.3%	20.1%	77.2%	51.3%	25.9%
%H (TV HH)			55.3%	20.1%	77.2%	51.3%	25.9%
4	175	175	113	37	140	114	26
%V	6.8%	7.0%	10.5%	9.1%	7.4%	13.0%	2.6%
%H (All HH)		100.0%	64.6%	21.1%	80.0%	65.1%	14.9%
%H (TV HH)			64.6%	21.1%	80.0%	65.1%	14.9%
5+	78	78	50	14	66	52	14
%V	3.0%	3.1%	4.6%	3.4%	3.5%	5.9%	1.4%
%H (All HH)		100.0%	64.1%	17.9%	84.6%	66.7%	17.9%
%H (TV HH)			64.1%	17.9%	84.6%	66.7%	17.9%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 28.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Under 20"	633	633	283	103	535	280	254
%V	24.4%	25.4%	26.3%	25.2%	28.4%	31.9%	25.3%
%H (All HH)		100.0%	44.7%	16.3%	84.5%	44.2%	40.1%
%H (TV HH)			44.7%	16.3%	84.5%	44.2%	40.1%
20" - 29"	959	959	378	154	787	352	435
%V	37.0%	38.4%	35.1%	37.7%	41.8%	40.1%	43.3%
%H (All HH)		100.0%	39.4%	16.1%	82.1%	36.7%	45.4%
%H (TV HH)			39.4%	16.1%	82.1%	36.7%	45.4%
30" - 39"	1266	1266	564	234	981	505	475
%V	48.9%	50.7%	52.3%	57.4%	52.2%	57.6%	47.3%
%H (All HH)		100.0%	44.5%	18.5%	77.5%	39.9%	37.5%
%H (TV HH)			44.5%	18.5%	77.5%	39.9%	37.5%
40" and over	1018	1018	590	184	733	482	251
%V	39.3%	40.8%	54.7%	45.1%	39.0%	55.0%	25.0%
%H (All HH)		100.0%	58.0%	18.1%	72.0%	47.3%	24.7%
%H (TV HH)			58.0%	18.1%	72.0%	47.3%	24.7%

Base: C4/Five - Scotland Macro Region - Households (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 28.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Main living room	2442	2442	1068	401	1854	868	986
%V	94.3%	97.9%	99.1%	98.3%	98.6%	99.0%	98.2%
%H (All HH)		100.0%	43.7%	16.4%	75.9%	35.5%	40.4%
%H (TV HH)			43.7%	16.4%	75.9%	35.5%	40.4%
Kitchen	317	317	168	44	270	163	107
%V	12.2%	12.7%	15.6%	10.8%	14.4%	18.6%	10.7%
%H (All HH)		100.0%	53.0%	13.9%	85.2%	51.4%	33.8%
%H (TV HH)			53.0%	13.9%	85.2%	51.4%	33.8%
Adult's bedroom	1019	1019	514	194	831	509	321
%V	39.3%	40.8%	47.7%	47.5%	44.2%	58.0%	32.0%
%H (All HH)		100.0%	50.4%	19.0%	81.6%	50.0%	31.5%
%H (TV HH)			50.4%	19.0%	81.6%	50.0%	31.5%
Child's bedroom	222	222	131	51	180	136	44
%V	8.6%	8.9%	12.2%	12.5%	9.6%	15.5%	4.4%
%H (All HH)		100.0%	59.0%	23.0%	81.1%	61.3%	19.8%
%H (TV HH)			59.0%	23.0%	81.1%	61.3%	19.8%
Other bedroom	80	80	40	21	64	44	20
%V	3.1%	3.2%	3.7%	5.1%	3.4%	5.0%	2.0%
%H (All HH)		100.0%	50.0%	26.3%	80.0%	55.0%	25.0%
%H (TV HH)			50.0%	26.3%	80.0%	55.0%	25.0%
Second living/dining room	193	193	100	31	156	93	63
%V	7.5%	7.7%	9.3%	7.6%	8.3%	10.6%	6.3%
%H (All HH)		100.0%	51.8%	16.1%	80.8%	48.2%	32.6%
%H (TV HH)			51.8%	16.1%	80.8%	48.2%	32.6%
Study/office	25	25	10	8	22	14	8
%V	1.0%	1.0%	0.9%	2.0%	1.2%	1.6%	0.8%
%H (All HH)		100.0%	40.0%	32.0%	88.0%	56.0%	32.0%
%H (TV HH)			40.0%	32.0%	88.0%	56.0%	32.0%
TV room	30	30	19	6	22	16	6
%V	1.2%	1.2%	1.8%	1.5%	1.2%	1.8%	0.6%
%H (All HH)		100.0%	63.3%	20.0%	73.3%	53.3%	20.0%
%H (TV HH)			63.3%	20.0%	73.3%	53.3%	20.0%
Conservatory	37	37	21	8	29	21	9
%V	1.4%	1.5%	1.9%	2.0%	1.5%	2.4%	0.9%
%H (All HH)		100.0%	56.8%	21.6%	78.4%	56.8%	24.3%
%H (TV HH)			56.8%	21.6%	78.4%	56.8%	24.3%
Attic or loft room	4	4	1	2	3	2	1
%V	0.2%	0.2%	0.1%	0.5%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	50.0%	75.0%	50.0%	25.0%
%H (TV HH)			25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	4	4	3	0	4	3	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	50.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	50.0%
Other	12	12	7	2	9	6	3
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	58.3%	16.7%	75.0%	50.0%	25.0%
%H (TV HH)			58.3%	16.7%	75.0%	50.0%	25.0%

Base: C4/Five - Scotland Macro Region - Households (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 28.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
PVR	1347	1347	876	258	903	677	225
%V	52.0%	54.0%	81.3%	63.2%	48.0%	77.2%	22.4%
%H (All HH)		100.0%	65.0%	19.2%	67.0%	50.3%	16.7%
%H (TV HH)			65.0%	19.2%	67.0%	50.3%	16.7%
DVDR	159	159	62	36	118	55	63
%V	6.1%	6.4%	5.8%	8.8%	6.3%	6.3%	6.3%
%H (All HH)		100.0%	39.0%	22.6%	74.2%	34.6%	39.6%
%H (TV HH)			39.0%	22.6%	74.2%	34.6%	39.6%
VCR	129	129	37	28	104	37	67
%V	5.0%	5.2%	3.4%	6.9%	5.5%	4.2%	6.7%
%H (All HH)		100.0%	28.7%	21.7%	80.6%	28.7%	51.9%
%H (TV HH)			28.7%	21.7%	80.6%	28.7%	51.9%
Any recorder	1492	1492	898	289	1025	707	318
%V	57.6%	59.8%	83.3%	70.8%	54.5%	80.6%	31.7%
%H (All HH)		100.0%	60.2%	19.4%	68.7%	47.4%	21.3%
%H (TV HH)			60.2%	19.4%	68.7%	47.4%	21.3%

Base: C4/Five - Scotland Macro Region - Households (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 28.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Receives HDTV (via STB or built-in reception)	1149	1149	629	298	794	560	234
%V	44.4%	46.1%	58.3%	73.0%	42.2%	63.9%	23.3%
%H (All HH)		100.0%	54.7%	25.9%	69.1%	48.7%	20.4%
%H (TV HH)			54.7%	25.9%	69.1%	48.7%	20.4%
DVD/Blu-ray player or recorder	2017	2017	904	357	1537	769	768
%V	77.9%	80.8%	83.9%	87.5%	81.7%	87.7%	76.5%
%H (All HH)		100.0%	44.8%	17.7%	76.2%	38.1%	38.1%
%H (TV HH)			44.8%	17.7%	76.2%	38.1%	38.1%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 28.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2590	2495	1078	408	1881	877	1004
%H (All HH)		96.3%	41.6%	15.8%	72.6%	33.9%	38.8%
%H (TV HH)			43.2%	16.4%	75.4%	35.2%	40.2%
Has PC or Laptop	1894	1824	905	350	1315	748	568
%V	73.1%	73.1%	84.0%	85.8%	69.9%	85.3%	56.6%
%H (All HH)		96.3%	47.8%	18.5%	69.4%	39.5%	30.0%
%H (TV HH)			49.6%	19.2%	72.1%	41.0%	31.1%
Has broadband internet	1784	1729	877	350	1233	732	501
%V	68.9%	69.3%	81.4%	85.8%	65.6%	83.5%	49.9%
%H (All HH)		96.9%	49.2%	19.6%	69.1%	41.0%	28.1%
%H (TV HH)			50.7%	20.2%	71.3%	42.3%	29.0%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - Scotland Macro Region
Set level data
Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5018	2454	880	3885	2183	1702
%H		48.9%	17.5%	77.4%	43.5%	33.9%
Under 20"	796	372	128	675	370	305
%V	15.9%	15.2%	14.5%	17.4%	16.9%	17.9%
%H		46.7%	16.1%	84.8%	46.5%	38.3%
20" - 29"	1177	485	193	976	467	508
%V	23.5%	19.8%	21.9%	25.1%	21.4%	29.8%
%H		41.2%	16.4%	82.9%	39.7%	43.2%
30" - 39"	1475	683	280	1146	621	524
%V	29.4%	27.8%	31.8%	29.5%	28.4%	30.8%
%H		46.3%	19.0%	77.7%	42.1%	35.5%
40" and over	1184	702	218	857	584	273
%V	23.6%	28.6%	24.8%	22.1%	26.8%	16.0%
%H		59.3%	18.4%	72.4%	49.3%	23.1%
Don't know	41	15	9	32	14	18
%V	0.8%	0.6%	1.0%	0.8%	0.6%	1.1%
%H		36.6%	22.0%	78.0%	34.1%	43.9%
Not Asked	345	197	52	199	127	74
%V	6.9%	8.0%	5.9%	5.1%	5.8%	4.3%
%H		57.1%	15.1%	57.7%	36.8%	21.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5018	2454	880	3885	2183	1702
%H		48.9%	17.5%	77.4%	43.5%	33.9%
Main living room	2459	1077	403	1866	873	993
%V	49.0%	43.9%	45.8%	48.0%	40.0%	58.3%
%H		43.8%	16.4%	75.9%	35.5%	40.4%
Kitchen	318	170	44	272	164	107
%V	6.3%	6.9%	5.0%	7.0%	7.5%	6.3%
%H		53.5%	13.8%	85.5%	51.6%	33.6%
Adult's bedroom	1213	634	232	998	636	362
%V	24.2%	25.8%	26.4%	25.7%	29.1%	21.3%
%H		52.3%	19.1%	82.3%	52.4%	29.8%
Child's bedroom	282	167	68	227	175	53
%V	5.6%	6.8%	7.7%	5.8%	8.0%	3.1%
%H		59.2%	24.1%	80.5%	62.1%	18.8%
Other bedroom	92	47	24	73	52	22
%V	1.8%	1.9%	2.7%	1.9%	2.4%	1.3%
%H		51.1%	26.1%	79.3%	56.5%	23.9%
Second living/dining room	196	103	31	158	95	63
%V	3.9%	4.2%	3.5%	4.1%	4.4%	3.7%
%H		52.6%	15.8%	80.6%	48.5%	32.1%
Study/office	26	10	8	22	15	8
%V	0.5%	0.4%	0.9%	0.6%	0.7%	0.5%
%H		38.5%	30.8%	84.6%	57.7%	30.8%
TV room	31	19	6	22	16	6
%V	0.6%	0.8%	0.7%	0.6%	0.7%	0.4%
%H		61.3%	19.4%	71.0%	51.6%	19.4%
Conservatory	38	21	8	30	21	9
%V	0.8%	0.9%	0.9%	0.8%	1.0%	0.5%
%H		55.3%	21.1%	78.9%	55.3%	23.7%
Attic or loft room	4	1	2	3	2	1
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	4	3	0	4	3	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		75.0%	0.0%	100.0%	75.0%	50.0%
Other	12	7	2	9	6	3
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
%H		58.3%	16.7%	75.0%	50.0%	25.0%
Not Asked	345	197	52	199	127	74
%V	6.9%	8.0%	5.9%	5.1%	5.8%	4.3%
%H		57.1%	15.1%	57.7%	36.8%	21.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5018	2454	880	3885	2183	1702
%H		48.9%	17.5%	77.4%	43.5%	33.9%
PVR	1767	1206	337	1133	891	242
%V	35.2%	49.1%	38.3%	29.2%	40.8%	14.2%
%H		68.3%	19.1%	64.1%	50.4%	13.7%
DVDR	172	67	38	130	61	69
%V	3.4%	2.7%	4.3%	3.3%	2.8%	4.1%
%H		39.0%	22.1%	75.6%	35.5%	40.1%
VCR	134	38	31	109	40	69
%V	2.7%	1.5%	3.5%	2.8%	1.8%	4.1%
%H		28.4%	23.1%	81.3%	29.9%	51.5%
Any recorder	1953	1243	379	1291	939	352
%V	38.9%	50.7%	43.1%	33.2%	43.0%	20.7%
%H		63.6%	19.4%	66.1%	48.1%	18.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5018	2454	880	3885	2183	1702
%H		48.9%	17.5%	77.4%	43.5%	33.9%
Receives HDTV (via STB or built-in reception)	1554	861	425	1067	780	288
%V	31.0%	35.1%	48.3%	27.5%	35.7%	16.9%
%H		55.4%	27.3%	68.7%	50.2%	18.5%
DVD/Blu-ray player or recorder	2939	1406	563	2306	1309	997
%V	58.6%	57.3%	64.0%	59.4%	60.0%	58.6%
%H		47.8%	19.2%	78.5%	44.5%	33.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - Scotland Macro Region
Set level data
Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2493	1078	408	1880	877	1003
%H		43.2%	16.4%	75.4%	35.2%	40.2%
Under 20"	62	14	6	49	7	42
%V	2.5%	1.3%	1.5%	2.6%	0.8%	4.2%
%H		22.6%	9.7%	79.0%	11.3%	67.7%
20" - 29"	447	109	52	359	71	289
%V	17.9%	10.1%	12.7%	19.1%	8.1%	28.8%
%H		24.4%	11.6%	80.3%	15.9%	64.7%
30" - 39"	968	383	169	756	335	420
%V	38.8%	35.5%	41.4%	40.2%	38.2%	41.9%
%H		39.6%	17.5%	78.1%	34.6%	43.4%
40" and over	982	566	179	704	460	244
%V	39.4%	52.5%	43.9%	37.4%	52.5%	24.3%
%H		57.6%	18.2%	71.7%	46.8%	24.8%
Don't know	17	6	3	12	4	8
%V	0.7%	0.6%	0.7%	0.6%	0.5%	0.8%
%H		35.3%	17.6%	70.6%	23.5%	47.1%
Not Asked	17	0	0	0	0	0
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - Scotland Macro Region
Set level data
Table 28.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2493	1078	408	1880	877	1003
%H		43.2%	16.4%	75.4%	35.2%	40.2%
PVR	1315	862	253	876	665	211
%V	52.7%	80.0%	62.0%	46.6%	75.8%	21.0%
%H		65.6%	19.2%	66.6%	50.6%	16.0%
DVDR	130	51	27	98	45	54
%V	5.2%	4.7%	6.6%	5.2%	5.1%	5.4%
%H		39.2%	20.8%	75.4%	34.6%	41.5%
VCR	105	30	21	83	28	55
%V	4.2%	2.8%	5.1%	4.4%	3.2%	5.5%
%H		28.6%	20.0%	79.0%	26.7%	52.4%
Any recorder	1450	884	281	989	693	296
%V	58.2%	82.0%	68.9%	52.6%	79.0%	29.5%
%H		61.0%	19.4%	68.2%	47.8%	20.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 28.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2493	1078	408	1880	877	1003
%H		43.2%	16.4%	75.4%	35.2%	40.2%
Receives HDTV (via STB or built-in reception)	1115	612	293	766	544	222
%V	44.7%	56.8%	71.8%	40.7%	62.0%	22.1%
%H		54.9%	26.3%	68.7%	48.8%	19.9%
DVD/Blu-ray player or recorder	1881	831	332	1429	700	729
%V	75.5%	77.1%	81.4%	76.0%	79.8%	72.7%
%H		44.2%	17.7%	76.0%	37.2%	38.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - Scotland Macro Region
Set level data
Table 28.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1376	472	2005	1306	699
%H		54.5%	18.7%	79.4%	51.7%	27.7%
Under 20"	734	359	122	626	363	263
%V	29.1%	26.1%	25.8%	31.2%	27.8%	37.6%
%H		48.9%	16.6%	85.3%	49.5%	35.8%
20" - 29"	730	375	141	617	397	220
%V	28.9%	27.3%	29.9%	30.8%	30.4%	31.5%
%H		51.4%	19.3%	84.5%	54.4%	30.1%
30" - 39"	507	300	111	390	286	104
%V	20.1%	21.8%	23.5%	19.5%	21.9%	14.9%
%H		59.2%	21.9%	76.9%	56.4%	20.5%
40" and over	202	136	39	153	124	29
%V	8.0%	9.9%	8.3%	7.6%	9.5%	4.1%
%H		67.3%	19.3%	75.7%	61.4%	14.4%
Don't know	24	9	5	20	11	9
%V	1.0%	0.7%	1.1%	1.0%	0.8%	1.3%
%H		37.5%	20.8%	83.3%	45.8%	37.5%
Not Asked	328	197	54	199	125	74
%V	13.0%	14.3%	11.4%	9.9%	9.6%	10.6%
%H		60.1%	16.5%	60.7%	38.1%	22.6%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Set level data

Table 28.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1376	472	2005	1306	699
%H		54.5%	18.7%	79.4%	51.7%	27.7%
PVR	452	344	84	257	227	31
%V	17.9%	25.0%	17.8%	12.8%	17.4%	4.4%
%H		76.1%	18.6%	56.9%	50.2%	6.9%
DVDR	42	16	11	32	17	15
%V	1.7%	1.2%	2.3%	1.6%	1.3%	2.1%
%H		38.1%	26.2%	76.2%	40.5%	35.7%
VCR	30	8	10	25	11	14
%V	1.2%	0.6%	2.1%	1.2%	0.8%	2.0%
%H		26.7%	33.3%	83.3%	36.7%	46.7%
Any recorder	504	359	98	302	246	56
%V	20.0%	26.1%	20.8%	15.1%	18.8%	8.0%
%H		71.2%	19.4%	59.9%	48.8%	11.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1376	472	2005	1306	699
%H		54.5%	18.7%	79.4%	51.7%	27.7%
Receives HDTV (via STB or built-in reception)	439	248	132	302	236	66
%V	17.4%	18.0%	28.0%	15.1%	18.1%	9.4%
%H		56.5%	30.1%	68.8%	53.8%	15.0%
DVD/Blu-ray player or recorder	1058	576	231	877	609	268
%V	41.9%	41.9%	48.9%	43.7%	46.6%	38.3%
%H		54.4%	21.8%	82.9%	57.6%	25.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5552	5378	2680	966	3960	2227	1733
%H		96.9%	48.3%	17.4%	71.3%	40.1%	31.2%
Total Children	971	957	573	180	653	445	208
%V	17.5%	17.8%	21.4%	18.6%	16.5%	20.0%	12.0%
%H		98.6%	59.0%	18.5%	67.3%	45.8%	21.4%
0 - 3	247	243	147	44	163	109	55
%V	4.4%	4.5%	5.5%	4.6%	4.1%	4.9%	3.2%
%H		98.4%	59.5%	17.8%	66.0%	44.1%	22.3%
4 - 15	723	714	426	136	490	337	153
%V	13.0%	13.3%	15.9%	14.1%	12.4%	15.1%	8.8%
%H		98.8%	58.9%	18.8%	67.8%	46.6%	21.2%
4 - 9	366	362	222	67	237	161	76
%V	6.6%	6.7%	8.3%	6.9%	6.0%	7.2%	4.4%
%H		98.9%	60.7%	18.3%	64.8%	44.0%	20.8%
10 - 15	357	351	203	69	253	175	77
%V	6.4%	6.5%	7.6%	7.1%	6.4%	7.9%	4.4%
%H		98.3%	56.9%	19.3%	70.9%	49.0%	21.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5552	5378	2680	966	3960	2227	1733
%H		96.9%	48.3%	17.4%	71.3%	40.1%	31.2%
Total Adults (16+)	4581	4421	2108	786	3307	1782	1525
%V	82.5%	82.2%	78.7%	81.4%	83.5%	80.0%	88.0%
%H		96.5%	46.0%	17.2%	72.2%	38.9%	33.3%
16 - 19	257	248	135	48	188	127	61
%V	4.6%	4.6%	5.0%	5.0%	4.7%	5.7%	3.5%
%H		96.5%	52.5%	18.7%	73.2%	49.4%	23.7%
20 - 24	350	310	154	58	222	134	88
%V	6.3%	5.8%	5.7%	6.0%	5.6%	6.0%	5.1%
%H		88.6%	44.0%	16.6%	63.4%	38.3%	25.1%
25 - 34	742	700	387	129	467	285	182
%V	13.4%	13.0%	14.4%	13.4%	11.8%	12.8%	10.5%
%H		94.3%	52.2%	17.4%	62.9%	38.4%	24.5%
35 - 44	697	677	365	149	476	312	164
%V	12.6%	12.6%	13.6%	15.4%	12.0%	14.0%	9.5%
%H		97.1%	52.4%	21.4%	68.3%	44.8%	23.5%
45 - 54	842	828	420	148	633	370	262
%V	15.2%	15.4%	15.7%	15.3%	16.0%	16.6%	15.1%
%H		98.3%	49.9%	17.6%	75.2%	43.9%	31.1%
55 - 64	704	688	316	127	517	267	250
%V	12.7%	12.8%	11.8%	13.1%	13.1%	12.0%	14.4%
%H		97.7%	44.9%	18.0%	73.4%	37.9%	35.5%
65+	990	971	330	127	804	286	518
%V	17.8%	18.1%	12.3%	13.1%	20.3%	12.8%	29.9%
%H		98.1%	33.3%	12.8%	81.2%	28.9%	52.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4581	4421	2108	786	3307	1782	1525
%H		96.5%	46.0%	17.2%	72.2%	38.9%	33.3%
AB	1089	1058	484	209	777	412	365
%V	23.8%	23.9%	23.0%	26.6%	23.5%	23.1%	23.9%
%H		97.2%	44.4%	19.2%	71.3%	37.8%	33.5%
C1	1243	1162	568	219	847	477	370
%V	27.1%	26.3%	26.9%	27.9%	25.6%	26.8%	24.3%
%H		93.5%	45.7%	17.6%	68.1%	38.4%	29.8%
C2	990	981	539	169	741	465	276
%V	21.6%	22.2%	25.6%	21.5%	22.4%	26.1%	18.1%
%H		99.1%	54.4%	17.1%	74.8%	47.0%	27.9%
D	737	719	358	130	530	300	231
%V	16.1%	16.3%	17.0%	16.5%	16.0%	16.8%	15.1%
%H		97.6%	48.6%	17.6%	71.9%	40.7%	31.3%
E	521	501	158	59	412	128	284
%V	11.4%	11.3%	7.5%	7.5%	12.5%	7.2%	18.6%
%H		96.2%	30.3%	11.3%	79.1%	24.6%	54.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4581	4421	2108	786	3307	1782	1525
%H		96.5%	46.0%	17.2%	72.2%	38.9%	33.3%
Working full time	2057	2009	1081	400	1438	903	534
%V	44.9%	45.4%	51.3%	50.9%	43.5%	50.7%	35.0%
%H		97.7%	52.6%	19.4%	69.9%	43.9%	26.0%
Working part time	446	437	236	78	310	187	123
%V	9.7%	9.9%	11.2%	9.9%	9.4%	10.5%	8.1%
%H		98.0%	52.9%	17.5%	69.5%	41.9%	27.6%
Not working	2078	1975	791	307	1559	691	868
%V	45.4%	44.7%	37.5%	39.1%	47.1%	38.8%	56.9%
%H		95.0%	38.1%	14.8%	75.0%	33.3%	41.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2205	2109	1056	369	1554	873	681
%H		95.6%	47.9%	16.7%	70.5%	39.6%	30.9%
16 - 19	134	128	74	17	99	65	34
%V	6.1%	6.1%	7.0%	4.6%	6.4%	7.4%	5.0%
%H		95.5%	55.2%	12.7%	73.9%	48.5%	25.4%
20 - 24	173	151	80	29	110	70	39
%V	7.8%	7.2%	7.6%	7.9%	7.1%	8.0%	5.7%
%H		87.3%	46.2%	16.8%	63.6%	40.5%	22.5%
25 - 34	377	352	196	60	237	146	91
%V	17.1%	16.7%	18.6%	16.3%	15.3%	16.7%	13.4%
%H		93.4%	52.0%	15.9%	62.9%	38.7%	24.1%
35 - 44	339	327	176	68	229	147	82
%V	15.4%	15.5%	16.7%	18.4%	14.7%	16.8%	12.0%
%H		96.5%	51.9%	20.1%	67.6%	43.4%	24.2%
45 - 54	402	393	207	72	294	176	117
%V	18.2%	18.6%	19.6%	19.5%	18.9%	20.2%	17.2%
%H		97.8%	51.5%	17.9%	73.1%	43.8%	29.1%
55 - 64	342	330	156	61	244	128	116
%V	15.5%	15.6%	14.8%	16.5%	15.7%	14.7%	17.0%
%H		96.5%	45.6%	17.8%	71.3%	37.4%	33.9%
65+	437	428	167	62	341	140	201
%V	19.8%	20.3%	15.8%	16.8%	21.9%	16.0%	29.5%
%H		97.9%	38.2%	14.2%	78.0%	32.0%	46.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2205	2109	1056	369	1554	873	681
%H		95.6%	47.9%	16.7%	70.5%	39.6%	30.9%
AB	543	525	250	103	379	208	171
%V	24.6%	24.9%	23.7%	27.9%	24.4%	23.8%	25.1%
%H		96.7%	46.0%	19.0%	69.8%	38.3%	31.5%
C1	571	523	275	98	372	225	147
%V	25.9%	24.8%	26.0%	26.6%	23.9%	25.8%	21.6%
%H		91.6%	48.2%	17.2%	65.1%	39.4%	25.7%
C2	539	533	291	89	402	248	155
%V	24.4%	25.3%	27.6%	24.1%	25.9%	28.4%	22.8%
%H		98.9%	54.0%	16.5%	74.6%	46.0%	28.8%
D	336	324	171	55	239	142	98
%V	15.2%	15.4%	16.2%	14.9%	15.4%	16.3%	14.4%
%H		96.4%	50.9%	16.4%	71.1%	42.3%	29.2%
E	216	204	68	24	162	51	111
%V	9.8%	9.7%	6.4%	6.5%	10.4%	5.8%	16.3%
%H		94.4%	31.5%	11.1%	75.0%	23.6%	51.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
C4/Five - Scotland Macro Region
Individual level data
Table 28.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2205	2109	1056	369	1554	873	681
%H		95.6%	47.9%	16.7%	70.5%	39.6%	30.9%
Working full time	1236	1204	678	231	858	555	302
%V	56.1%	57.1%	64.2%	62.6%	55.2%	63.6%	44.3%
%H		97.4%	54.9%	18.7%	69.4%	44.9%	24.4%
Working part time	77	74	37	13	51	28	23
%V	3.5%	3.5%	3.5%	3.5%	3.3%	3.2%	3.4%
%H		96.1%	48.1%	16.9%	66.2%	36.4%	29.9%
Not working	892	831	341	125	645	289	356
%V	40.5%	39.4%	32.3%	33.9%	41.5%	33.1%	52.3%
%H		93.2%	38.2%	14.0%	72.3%	32.4%	39.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2376	2312	1051	417	1753	909	844
%H		97.3%	44.2%	17.6%	73.8%	38.3%	35.5%
16 - 19	123	120	62	32	89	62	27
%V	5.2%	5.2%	5.9%	7.7%	5.1%	6.8%	3.2%
%H		97.6%	50.4%	26.0%	72.4%	50.4%	22.0%
20 - 24	177	159	74	29	112	64	48
%V	7.4%	6.9%	7.0%	7.0%	6.4%	7.0%	5.7%
%H		89.8%	41.8%	16.4%	63.3%	36.2%	27.1%
25 - 34	364	348	190	68	230	140	90
%V	15.3%	15.1%	18.1%	16.3%	13.1%	15.4%	10.7%
%H		95.6%	52.2%	18.7%	63.2%	38.5%	24.7%
35 - 44	358	350	189	81	247	165	82
%V	15.1%	15.1%	18.0%	19.4%	14.1%	18.2%	9.7%
%H		97.8%	52.8%	22.6%	69.0%	46.1%	22.9%
45 - 54	440	434	214	76	339	194	145
%V	18.5%	18.8%	20.4%	18.2%	19.3%	21.3%	17.2%
%H		98.6%	48.6%	17.3%	77.0%	44.1%	33.0%
55 - 64	362	357	160	66	273	139	135
%V	15.2%	15.4%	15.2%	15.8%	15.6%	15.3%	16.0%
%H		98.6%	44.2%	18.2%	75.4%	38.4%	37.3%
65+	552	543	164	65	463	146	317
%V	23.2%	23.5%	15.6%	15.6%	26.4%	16.1%	37.6%
%H		98.4%	29.7%	11.8%	83.9%	26.4%	57.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2376	2312	1051	417	1753	909	844
%H		97.3%	44.2%	17.6%	73.8%	38.3%	35.5%
AB	546	533	233	106	398	204	194
%V	23.0%	23.1%	22.2%	25.4%	22.7%	22.4%	23.0%
%H		97.6%	42.7%	19.4%	72.9%	37.4%	35.5%
C1	673	639	293	121	475	252	223
%V	28.3%	27.6%	27.9%	29.0%	27.1%	27.7%	26.4%
%H		94.9%	43.5%	18.0%	70.6%	37.4%	33.1%
C2	451	448	248	80	339	218	121
%V	19.0%	19.4%	23.6%	19.2%	19.3%	24.0%	14.3%
%H		99.3%	55.0%	17.7%	75.2%	48.3%	26.8%
D	401	395	187	75	291	158	133
%V	16.9%	17.1%	17.8%	18.0%	16.6%	17.4%	15.8%
%H		98.5%	46.6%	18.7%	72.6%	39.4%	33.2%
E	305	297	90	35	250	77	173
%V	12.8%	12.8%	8.6%	8.4%	14.3%	8.5%	20.5%
%H		97.4%	29.5%	11.5%	82.0%	25.2%	56.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2376	2312	1051	417	1753	909	844
%H		97.3%	44.2%	17.6%	73.8%	38.3%	35.5%
Working full time	821	805	403	169	580	348	232
%V	34.6%	34.8%	38.3%	40.5%	33.1%	38.3%	27.5%
%H		98.1%	49.1%	20.6%	70.6%	42.4%	28.3%
Working part time	368	363	198	66	259	159	100
%V	15.5%	15.7%	18.8%	15.8%	14.8%	17.5%	11.8%
%H		98.6%	53.8%	17.9%	70.4%	43.2%	27.2%
Not working	1187	1143	450	182	914	402	512
%V	50.0%	49.4%	42.8%	43.6%	52.1%	44.2%	60.7%
%H		96.3%	37.9%	15.3%	77.0%	33.9%	43.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total