



BARB Establishment Survey Annual Data Report Volume 3: ITV Areas

April 2013 to March 2014



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

April 2013 - March 2014

Contents	Page
Introduction	2
Annual Data Tables: Volume 3 - ITV areas	
ITV London	3
ITV Midlands	31
ITV North West	59
ITV Yorkshire	87
ITV North East	115
ITV Central Scotland	143
ITV North Scotland	171
ITV South, South East and Channel Islands	199
ITV East of England	227
ITV South West	255
ITV Ulster	283
ITV Border	311
ITV HTV West	339
ITV HTV Wales	367
ITV Channel Islands	395
ITV Scotland	423
ITV Wales and West	451
ITV West Macro	479
ITV MidWest	507
ITV South and South East	535
ITV South East Macro	563
ITV North Macro	591
ITV Yorkshire / North East Macro	619
ITV North West / Border Macro	647
S4C	675
C4/Five - South Macro Region	703
C4/Five - North Macro Region	731
C4/Five - Scotland Macro Region	759

See also

Volume 1 - Total Network and Appendices

Volume 2 - BBC areas

This reports contains the weighted data results from the Establishment survey for the period April 2013 - March 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
ITV London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
AB	1491	1399	604	311	939	450	490	1397
%V	28.6%	29.1%	30.3%	34.6%	28.1%	31.8%	25.5%	33.2%
%H (All HH)		93.8%	40.5%	20.9%	63.0%	30.2%	32.9%	93.7%
%H (TV HH)			43.2%	22.2%	67.1%	32.2%	35.0%	
C1	1570	1411	583	263	1000	429	571	1336
%V	30.1%	29.4%	29.3%	29.3%	30.0%	30.4%	29.7%	31.8%
%H (All HH)		89.9%	37.1%	16.8%	63.7%	27.3%	36.4%	85.1%
%H (TV HH)			41.3%	18.6%	70.9%	30.4%	40.5%	
C2	865	812	370	150	570	270	300	686
%V	16.6%	16.9%	18.6%	16.7%	17.1%	19.1%	15.6%	16.3%
%H (All HH)		93.9%	42.8%	17.3%	65.9%	31.2%	34.7%	79.3%
%H (TV HH)			45.6%	18.5%	70.2%	33.3%	36.9%	
D	764	688	281	104	467	165	302	519
%V	14.6%	14.3%	14.1%	11.6%	14.0%	11.7%	15.7%	12.3%
%H (All HH)		90.1%	36.8%	13.6%	61.1%	21.6%	39.5%	67.9%
%H (TV HH)			40.8%	15.1%	67.9%	24.0%	43.9%	
E	529	491	155	71	361	99	262	267
%V	10.1%	10.2%	7.8%	7.9%	10.8%	7.0%	13.6%	6.3%
%H (All HH)		92.8%	29.3%	13.4%	68.2%	18.7%	49.5%	50.5%
%H (TV HH)			31.6%	14.5%	73.5%	20.2%	53.4%	

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
ITV London
Household level data
Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Under 25	226	164	66	30	109	45	64	184
%V	4.3%	3.4%	3.3%	3.3%	3.3%	3.2%	3.3%	4.4%
%H (All HH)		72.6%	29.2%	13.3%	48.2%	19.9%	28.3%	81.4%
%H (TV HH)			40.2%	18.3%	66.5%	27.4%	39.0%	
25 - 34	1074	934	407	173	575	225	350	965
%V	20.6%	19.4%	20.4%	19.2%	17.2%	15.9%	18.2%	22.9%
%H (All HH)		87.0%	37.9%	16.1%	53.5%	20.9%	32.6%	89.9%
%H (TV HH)			43.6%	18.5%	61.6%	24.1%	37.5%	
35 - 44	1055	970	484	203	594	309	285	980
%V	20.2%	20.2%	24.3%	22.6%	17.8%	21.9%	14.8%	23.3%
%H (All HH)		91.9%	45.9%	19.2%	56.3%	29.3%	27.0%	92.9%
%H (TV HH)			49.9%	20.9%	61.2%	31.9%	29.4%	
45 - 54	1018	963	426	202	672	329	343	898
%V	19.5%	20.0%	21.4%	22.5%	20.1%	23.3%	17.8%	21.4%
%H (All HH)		94.6%	41.8%	19.8%	66.0%	32.3%	33.7%	88.2%
%H (TV HH)			44.2%	21.0%	69.8%	34.2%	35.6%	
55 - 64	736	696	298	139	514	249	266	607
%V	14.1%	14.5%	15.0%	15.5%	15.4%	17.6%	13.8%	14.4%
%H (All HH)		94.6%	40.5%	18.9%	69.8%	33.8%	36.1%	82.5%
%H (TV HH)			42.8%	20.0%	73.9%	35.8%	38.2%	
65 +	1111	1075	311	152	873	257	616	570
%V	21.3%	22.4%	15.6%	16.9%	26.2%	18.2%	32.0%	13.6%
%H (All HH)		96.8%	28.0%	13.7%	78.6%	23.1%	55.4%	51.3%
%H (TV HH)			28.9%	14.1%	81.2%	23.9%	57.3%	

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 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
1	1597	1405	376	202	1079	259	819	929
%V	30.6%	29.3%	18.9%	22.5%	32.3%	18.3%	42.6%	22.1%
%H (All HH)		88.0%	23.5%	12.6%	67.6%	16.2%	51.3%	58.2%
%H (TV HH)			26.8%	14.4%	76.8%	18.4%	58.3%	
2	1510	1416	583	268	1010	438	572	1289
%V	28.9%	29.5%	29.3%	29.8%	30.3%	31.0%	29.7%	30.7%
%H (All HH)		93.8%	38.6%	17.7%	66.9%	29.0%	37.9%	85.4%
%H (TV HH)			41.2%	18.9%	71.3%	30.9%	40.4%	
3	896	842	394	188	559	293	266	830
%V	17.2%	17.5%	19.8%	20.9%	16.8%	20.7%	13.8%	19.7%
%H (All HH)		94.0%	44.0%	21.0%	62.4%	32.7%	29.7%	92.6%
%H (TV HH)			46.8%	22.3%	66.4%	34.8%	31.6%	
4	795	748	410	161	461	278	184	756
%V	15.2%	15.6%	20.6%	17.9%	13.8%	19.7%	9.6%	18.0%
%H (All HH)		94.1%	51.6%	20.3%	58.0%	35.0%	23.1%	95.1%
%H (TV HH)			54.8%	21.5%	61.6%	37.2%	24.6%	
5+	421	392	230	80	228	145	83	402
%V	8.1%	8.2%	11.5%	8.9%	6.8%	10.3%	4.3%	9.6%
%H (All HH)		93.1%	54.6%	19.0%	54.2%	34.4%	19.7%	95.5%
%H (TV HH)			58.7%	20.4%	58.2%	37.0%	21.2%	
Average HH size	2.47	2.50	2.84	2.69	2.37	2.79	2.07	2.67

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 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Without	3733	3388	1260	606	2460	933	1527	2828
%V	71.5%	70.5%	63.3%	67.4%	73.7%	66.0%	79.4%	67.3%
%H (All HH)		90.8%	33.8%	16.2%	65.9%	25.0%	40.9%	75.8%
%H (TV HH)			37.2%	17.9%	72.6%	27.5%	45.1%	
With	1487	1415	733	293	877	480	397	1377
%V	28.5%	29.5%	36.8%	32.6%	26.3%	34.0%	20.6%	32.7%
%H (All HH)		95.2%	49.3%	19.7%	59.0%	32.3%	26.7%	92.6%
%H (TV HH)			51.8%	20.7%	62.0%	33.9%	28.1%	
0 - 3	628	587	292	113	358	174	184	567
%V	12.0%	12.2%	14.7%	12.6%	10.7%	12.3%	9.6%	13.5%
%H (All HH)		93.5%	46.5%	18.0%	57.0%	27.7%	29.3%	90.3%
%H (TV HH)			49.7%	19.3%	61.0%	29.6%	31.3%	
4 - 9	735	697	371	138	423	232	190	676
%V	14.1%	14.5%	18.6%	15.4%	12.7%	16.4%	9.9%	16.1%
%H (All HH)		94.8%	50.5%	18.8%	57.6%	31.6%	25.9%	92.0%
%H (TV HH)			53.2%	19.8%	60.7%	33.3%	27.3%	
10 - 15	636	614	335	136	390	241	149	602
%V	12.2%	12.8%	16.8%	15.1%	11.7%	17.1%	7.7%	14.3%
%H (All HH)		96.5%	52.7%	21.4%	61.3%	37.9%	23.4%	94.7%
%H (TV HH)			54.6%	22.1%	63.5%	39.3%	24.3%	

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 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
1	2405	2405	829	375	1549	366	1183	1795
%V	46.1%	50.1%	41.6%	41.7%	46.4%	25.9%	61.5%	42.7%
%H (All HH)		100.0%	34.5%	15.6%	64.4%	15.2%	49.2%	74.6%
%H (TV HH)			34.5%	15.6%	64.4%	15.2%	49.2%	
2	1481	1481	669	306	1055	536	518	1238
%V	28.4%	30.8%	33.6%	34.0%	31.6%	37.9%	26.9%	29.4%
%H (All HH)		100.0%	45.2%	20.7%	71.2%	36.2%	35.0%	83.6%
%H (TV HH)			45.2%	20.7%	71.2%	36.2%	35.0%	
3	592	592	302	135	471	308	164	547
%V	11.3%	12.3%	15.2%	15.0%	14.1%	21.8%	8.5%	13.0%
%H (All HH)		100.0%	51.0%	22.8%	79.6%	52.0%	27.7%	92.4%
%H (TV HH)			51.0%	22.8%	79.6%	52.0%	27.7%	
4	221	221	125	56	174	129	45	211
%V	4.2%	4.6%	6.3%	6.2%	5.2%	9.1%	2.3%	5.0%
%H (All HH)		100.0%	56.6%	25.3%	78.7%	58.4%	20.4%	95.5%
%H (TV HH)			56.6%	25.3%	78.7%	58.4%	20.4%	
5+	104	104	67	27	88	74	14	103
%V	2.0%	2.2%	3.4%	3.0%	2.6%	5.2%	0.7%	2.4%
%H (All HH)		100.0%	64.4%	26.0%	84.6%	71.2%	13.5%	99.0%
%H (TV HH)			64.4%	26.0%	84.6%	71.2%	13.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Under 20"	906	906	353	187	753	377	375	745
%V	17.4%	18.9%	17.7%	20.8%	22.6%	26.7%	19.5%	17.7%
%H (All HH)		100.0%	39.0%	20.6%	83.1%	41.6%	41.4%	82.2%
%H (TV HH)			39.0%	20.6%	83.1%	41.6%	41.4%	
20" - 29"	1652	1652	641	317	1280	572	709	1298
%V	31.7%	34.4%	32.2%	35.3%	38.4%	40.5%	36.9%	30.9%
%H (All HH)		100.0%	38.8%	19.2%	77.5%	34.6%	42.9%	78.6%
%H (TV HH)			38.8%	19.2%	77.5%	34.6%	42.9%	
30" - 39"	2367	2367	998	463	1684	765	919	1970
%V	45.4%	49.3%	50.1%	51.5%	50.5%	54.1%	47.8%	46.8%
%H (All HH)		100.0%	42.2%	19.6%	71.1%	32.3%	38.8%	83.2%
%H (TV HH)			42.2%	19.6%	71.1%	32.3%	38.8%	
40" and over	2014	2014	1104	427	1297	789	508	1813
%V	38.6%	41.9%	55.4%	47.5%	38.9%	55.8%	26.4%	43.1%
%H (All HH)		100.0%	54.8%	21.2%	64.4%	39.2%	25.2%	90.0%
%H (TV HH)			54.8%	21.2%	64.4%	39.2%	25.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%V (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Main living room	4715	4715	1971	890	3277	1400	1877	3825
%V	90.3%	98.2%	98.9%	99.0%	98.2%	99.1%	97.6%	91.0%
%H (All HH)		100.0%	41.8%	18.9%	69.5%	29.7%	39.8%	81.1%
%H (TV HH)			41.8%	18.9%	69.5%	29.7%	39.8%	
Kitchen	468	468	219	104	387	232	155	411
%V	9.0%	9.7%	11.0%	11.6%	11.6%	16.4%	8.1%	9.8%
%H (All HH)		100.0%	46.8%	22.2%	82.7%	49.6%	33.1%	87.8%
%H (TV HH)			46.8%	22.2%	82.7%	49.6%	33.1%	
Adult's bedroom	1823	1823	893	399	1379	823	556	1599
%V	34.9%	38.0%	44.8%	44.4%	41.3%	58.2%	28.9%	38.0%
%H (All HH)		100.0%	49.0%	21.9%	75.6%	45.1%	30.5%	87.7%
%H (TV HH)			49.0%	21.9%	75.6%	45.1%	30.5%	
Child's bedroom	288	288	165	71	211	151	60	270
%V	5.5%	6.0%	8.3%	7.9%	6.3%	10.7%	3.1%	6.4%
%H (All HH)		100.0%	57.3%	24.7%	73.3%	52.4%	20.8%	93.8%
%H (TV HH)			57.3%	24.7%	73.3%	52.4%	20.8%	
Other bedroom	181	181	94	37	143	90	53	165
%V	3.5%	3.8%	4.7%	4.1%	4.3%	6.4%	2.8%	3.9%
%H (All HH)		100.0%	51.9%	20.4%	79.0%	49.7%	29.3%	91.2%
%H (TV HH)			51.9%	20.4%	79.0%	49.7%	29.3%	
Second living/dining room	308	308	154	66	240	146	94	281
%V	5.9%	6.4%	7.7%	7.3%	7.2%	10.3%	4.9%	6.7%
%H (All HH)		100.0%	50.0%	21.4%	77.9%	47.4%	30.5%	91.2%
%H (TV HH)			50.0%	21.4%	77.9%	47.4%	30.5%	
Study/office	77	77	45	16	56	39	17	75
%V	1.5%	1.6%	2.3%	1.8%	1.7%	2.8%	0.9%	1.8%
%H (All HH)		100.0%	58.4%	20.8%	72.7%	50.6%	22.1%	97.4%
%H (TV HH)			58.4%	20.8%	72.7%	50.6%	22.1%	
TV room	40	40	22	9	28	19	9	38
%V	0.8%	0.8%	1.1%	1.0%	0.8%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	55.0%	22.5%	70.0%	47.5%	22.5%	95.0%
%H (TV HH)			55.0%	22.5%	70.0%	47.5%	22.5%	
Conservatory	44	44	28	7	36	27	9	39
%V	0.8%	0.9%	1.4%	0.8%	1.1%	1.9%	0.5%	0.9%
%H (All HH)		100.0%	63.6%	15.9%	81.8%	61.4%	20.5%	88.6%
%H (TV HH)			63.6%	15.9%	81.8%	61.4%	20.5%	
Attic or loft room	11	11	4	3	10	5	4	10
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	36.4%	27.3%	90.9%	45.5%	36.4%	90.9%
%H (TV HH)			36.4%	27.3%	90.9%	45.5%	36.4%	
No specific location	6	6	2	1	4	2	3	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	50.0%	83.3%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	50.0%	
Other	43	43	23	10	35	24	11	42
%V	0.8%	0.9%	1.2%	1.1%	1.0%	1.7%	0.6%	1.0%
%H (All HH)		100.0%	53.5%	23.3%	81.4%	55.8%	25.6%	97.7%
%H (TV HH)			53.5%	23.3%	81.4%	55.8%	25.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Any DSAT provider	1992	1992	1992	55	989	989	0	1782
%V	38.2%	41.5%	100.0%	6.1%	29.6%	70.0%	0.0%	42.4%
%H (All HH)			100.0%	2.8%	49.6%	49.6%	0.0%	89.5%
%H (TV HH)			100.0%	2.8%	49.6%	49.6%	0.0%	
Sky with subcription	1657	1657	1657	30	825	825	0	1505
%V	31.7%	34.5%	83.2%	3.3%	24.7%	58.4%	0.0%	35.8%
%H (All HH)			100.0%	1.8%	49.8%	49.8%	0.0%	90.8%
%H (TV HH)			100.0%	1.8%	49.8%	49.8%	0.0%	
Sky without subcription	90	90	90	6	35	35	0	70
%V	1.7%	1.9%	4.5%	0.7%	1.0%	2.5%	0.0%	1.7%
%H (All HH)			100.0%	6.7%	38.9%	38.9%	0.0%	77.8%
%H (TV HH)			100.0%	6.7%	38.9%	38.9%	0.0%	
Freesat	135	135	135	9	76	76	0	118
%V	2.6%	2.8%	6.8%	1.0%	2.3%	5.4%	0.0%	2.8%
%H (All HH)			100.0%	6.7%	56.3%	56.3%	0.0%	87.4%
%H (TV HH)			100.0%	6.7%	56.3%	56.3%	0.0%	
Other satellite provider	141	141	141	12	69	69	0	118
%V	2.7%	2.9%	7.1%	1.3%	2.1%	4.9%	0.0%	2.8%
%H (All HH)			100.0%	8.5%	48.9%	48.9%	0.0%	83.7%
%H (TV HH)			100.0%	8.5%	48.9%	48.9%	0.0%	
DCAB	899	899	55	899	447	447	0	819
%V	17.2%	18.7%	2.8%	100.0%	13.4%	31.6%	0.0%	19.5%
%H (All HH)			6.1%	100.0%	49.7%	49.7%	0.0%	91.1%
%H (TV HH)			6.1%	100.0%	49.7%	49.7%	0.0%	
DTT	3337	3337	989	447	3337	1413	1924	2601
%V	63.9%	69.5%	49.6%	49.7%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	29.6%	13.4%	100.0%	42.3%	57.7%	77.9%
%H (TV HH)			29.6%	13.4%	100.0%	42.3%	57.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%H (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
PVR	2749	2749	1615	693	1642	1160	482	2500
%V	52.7%	57.2%	81.1%	77.1%	49.2%	82.1%	25.1%	59.5%
%H (All HH)		100.0%	58.7%	25.2%	59.7%	42.2%	17.5%	90.9%
%H (TV HH)			58.7%	25.2%	59.7%	42.2%	17.5%	
DVDR	201	201	76	39	158	70	88	167
%V	3.9%	4.2%	3.8%	4.3%	4.7%	5.0%	4.6%	4.0%
%H (All HH)		100.0%	37.8%	19.4%	78.6%	34.8%	43.8%	83.1%
%H (TV HH)			37.8%	19.4%	78.6%	34.8%	43.8%	
VCR	156	156	51	29	125	47	78	110
%V	3.0%	3.2%	2.6%	3.2%	3.7%	3.3%	4.1%	2.6%
%H (All HH)		100.0%	32.7%	18.6%	80.1%	30.1%	50.0%	70.5%
%H (TV HH)			32.7%	18.6%	80.1%	30.1%	50.0%	
Any recorder	2889	2889	1637	715	1762	1182	580	2588
%V	55.4%	60.1%	82.2%	79.5%	52.8%	83.7%	30.1%	61.5%
%H (All HH)		100.0%	56.7%	24.7%	61.0%	40.9%	20.1%	89.6%
%H (TV HH)			56.7%	24.7%	61.0%	40.9%	20.1%	
Receives HDTV (via STB or built-in reception)	2746	2746	1340	687	1809	1044	765	2461
%V	52.6%	57.2%	67.3%	76.4%	54.2%	73.9%	39.8%	58.5%
%H (All HH)		100.0%	48.8%	25.0%	65.9%	38.0%	27.9%	89.6%
%H (TV HH)			48.8%	25.0%	65.9%	38.0%	27.9%	
DVD/Blu-ray player or recorder	3659	3659	1570	744	2549	1175	1374	3091
%V	70.1%	76.2%	78.8%	82.8%	76.4%	83.2%	71.4%	73.5%
%H (All HH)		100.0%	42.9%	20.3%	69.7%	32.1%	37.6%	84.5%
%H (TV HH)			42.9%	20.3%	69.7%	32.1%	37.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5219	4803	1992	899	3337	1413	1924	4205
%V (All HH)		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%
%H (TV HH)			41.5%	18.7%	69.5%	29.4%	40.1%	
Has broadband internet	4205	3894	1782	819	2601	1293	1308	4205
%V	80.6%	81.1%	89.5%	91.1%	77.9%	91.5%	68.0%	100.0%
%H (All HH)		92.6%	42.4%	19.5%	61.9%	30.7%	31.1%	100.0%
%H (TV HH)			45.8%	21.0%	66.8%	33.2%	33.6%	
Number of computers (PCs and laptops)								
0	873	789	179	79	627	100	527	57
%V	16.7%	16.4%	9.0%	8.8%	18.8%	7.1%	27.4%	1.4%
%H (All HH)		90.4%	20.5%	9.0%	71.8%	11.5%	60.4%	6.5%
%H (TV HH)			22.7%	10.0%	79.5%	12.7%	66.8%	
1	1813	1638	673	268	1148	448	700	1657
%V	34.7%	34.1%	33.8%	29.8%	34.4%	31.7%	36.4%	39.4%
%H (All HH)		90.3%	37.1%	14.8%	63.3%	24.7%	38.6%	91.4%
%H (TV HH)			41.1%	16.4%	70.1%	27.4%	42.7%	
2	1203	1122	509	242	734	363	371	1171
%V	23.1%	23.4%	25.6%	26.9%	22.0%	25.7%	19.3%	27.8%
%H (All HH)		93.3%	42.3%	20.1%	61.0%	30.2%	30.8%	97.3%
%H (TV HH)			45.4%	21.6%	65.4%	32.4%	33.1%	
3	600	562	269	142	370	211	159	594
%V	11.5%	11.7%	13.5%	15.8%	11.1%	14.9%	8.3%	14.1%
%H (All HH)		93.7%	44.8%	23.7%	61.7%	35.2%	26.5%	99.0%
%H (TV HH)			47.9%	25.3%	65.8%	37.5%	28.3%	
4	364	346	178	83	222	133	88	363
%V	7.0%	7.2%	8.9%	9.2%	6.7%	9.4%	4.6%	8.6%
%H (All HH)		95.1%	48.9%	22.8%	61.0%	36.5%	24.2%	99.7%
%H (TV HH)			51.4%	24.0%	64.2%	38.4%	25.4%	
5+	365	346	183	86	235	157	78	363
%V	7.0%	7.2%	9.2%	9.6%	7.0%	11.1%	4.1%	8.6%
%H (All HH)		94.8%	50.1%	23.6%	64.4%	43.0%	21.4%	99.5%
%H (TV HH)			52.9%	24.9%	67.9%	45.4%	22.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8588	3941	1762	6246	3280	2966	7311
%H		45.9%	20.5%	72.7%	38.2%	34.5%	85.1%
Under 20"	1130	457	237	954	501	453	946
%V	13.2%	11.6%	13.5%	15.3%	15.3%	15.3%	12.9%
%H		40.4%	21.0%	84.4%	44.3%	40.1%	83.7%
20" - 29"	2022	809	407	1590	763	827	1621
%V	23.5%	20.5%	23.1%	25.5%	23.3%	27.9%	22.2%
%H		40.0%	20.1%	78.6%	37.7%	40.9%	80.2%
30" - 39"	2760	1214	559	1972	964	1008	2341
%V	32.1%	30.8%	31.7%	31.6%	29.4%	34.0%	32.0%
%H		44.0%	20.3%	71.4%	34.9%	36.5%	84.8%
40" and over	2317	1300	506	1501	958	543	2107
%V	27.0%	33.0%	28.7%	24.0%	29.2%	18.3%	28.8%
%H		56.1%	21.8%	64.8%	41.3%	23.4%	90.9%
Don't know	272	116	37	189	72	117	217
%V	3.2%	2.9%	2.1%	3.0%	2.2%	3.9%	3.0%
%H		42.6%	13.6%	69.5%	26.5%	43.0%	79.8%
Not Asked	87	45	16	40	22	18	79
%V	1.0%	1.1%	0.9%	0.6%	0.7%	0.6%	1.1%
%H		51.7%	18.4%	46.0%	25.3%	20.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8588	3941	1762	6246	3280	2966	7311
%H		45.9%	20.5%	72.7%	38.2%	34.5%	85.1%
Main living room	4733	1980	893	3288	1406	1882	3841
%V	55.1%	50.2%	50.7%	52.6%	42.9%	63.5%	52.5%
%H		41.8%	18.9%	69.5%	29.7%	39.8%	81.2%
Kitchen	471	221	104	390	234	156	414
%V	5.5%	5.6%	5.9%	6.2%	7.1%	5.3%	5.7%
%H		46.9%	22.1%	82.8%	49.7%	33.1%	87.9%
Adult's bedroom	2188	1087	499	1683	1050	633	1948
%V	25.5%	27.6%	28.3%	26.9%	32.0%	21.3%	26.6%
%H		49.7%	22.8%	76.9%	48.0%	28.9%	89.0%
Child's bedroom	361	211	95	262	195	67	339
%V	4.2%	5.4%	5.4%	4.2%	5.9%	2.3%	4.6%
%H		58.4%	26.3%	72.6%	54.0%	18.6%	93.9%
Other bedroom	210	113	41	165	106	59	192
%V	2.4%	2.9%	2.3%	2.6%	3.2%	2.0%	2.6%
%H		53.8%	19.5%	78.6%	50.5%	28.1%	91.4%
Second living/dining room	310	155	67	241	147	94	282
%V	3.6%	3.9%	3.8%	3.9%	4.5%	3.2%	3.9%
%H		50.0%	21.6%	77.7%	47.4%	30.3%	91.0%
Study/office	79	46	17	58	40	18	77
%V	0.9%	1.2%	1.0%	0.9%	1.2%	0.6%	1.1%
%H		58.2%	21.5%	73.4%	50.6%	22.8%	97.5%
TV room	40	22	9	28	19	9	38
%V	0.5%	0.6%	0.5%	0.4%	0.6%	0.3%	0.5%
%H		55.0%	22.5%	70.0%	47.5%	22.5%	95.0%
Conservatory	44	28	7	37	28	9	40
%V	0.5%	0.7%	0.4%	0.6%	0.9%	0.3%	0.5%
%H		63.6%	15.9%	84.1%	63.6%	20.5%	90.9%
Attic or loft room	11	4	3	10	5	4	10
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		36.4%	27.3%	90.9%	45.5%	36.4%	90.9%
No specific location	7	2	1	5	2	3	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		28.6%	14.3%	71.4%	28.6%	42.9%	85.7%
Other	47	26	10	39	26	13	46
%V	0.5%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		55.3%	21.3%	83.0%	55.3%	27.7%	97.9%
Not Asked	87	45	16	40	22	18	79
%V	1.0%	1.1%	0.9%	0.6%	0.7%	0.6%	1.1%
%H		51.7%	18.4%	46.0%	25.3%	20.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8588	3941	1762	6246	3280	2966	7311
%H		45.9%	20.5%	72.7%	38.2%	34.5%	85.1%
PVR	3581	2184	930	2096	1559	537	3294
%V	41.7%	55.4%	52.8%	33.6%	47.5%	18.1%	45.1%
%H		61.0%	26.0%	58.5%	43.5%	15.0%	92.0%
DVDR	216	83	43	168	76	92	180
%V	2.5%	2.1%	2.4%	2.7%	2.3%	3.1%	2.5%
%H		38.4%	19.9%	77.8%	35.2%	42.6%	83.3%
VCR	174	60	34	140	55	85	125
%V	2.0%	1.5%	1.9%	2.2%	1.7%	2.9%	1.7%
%H		34.5%	19.5%	80.5%	31.6%	48.9%	71.8%
Any recorder	3774	2230	965	2263	1611	652	3428
%V	43.9%	56.6%	54.8%	36.2%	49.1%	22.0%	46.9%
%H		59.1%	25.6%	60.0%	42.7%	17.3%	90.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8588	3941	1762	6246	3280	2966	7311
%H		45.9%	20.5%	72.7%	38.2%	34.5%	85.1%
Receives HDTV (via STB or built-in reception)	3704	1851	974	2464	1514	950	3374
%V	43.1%	47.0%	55.3%	39.4%	46.2%	32.0%	46.1%
%H		50.0%	26.3%	66.5%	40.9%	25.6%	91.1%
DVD/Blu-ray player or recorder	5094	2315	1096	3694	1955	1739	4422
%V	59.3%	58.7%	62.2%	59.1%	59.6%	58.6%	60.5%
%H		45.4%	21.5%	72.5%	38.4%	34.1%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4794	1991	899	3332	1413	1919	3888
%H		41.5%	18.8%	69.5%	29.5%	40.0%	81.1%
Under 20"	119	18	16	95	11	83	74
%V	2.5%	0.9%	1.8%	2.9%	0.8%	4.3%	1.9%
%H		15.1%	13.4%	79.8%	9.2%	69.7%	62.2%
20" - 29"	754	179	112	585	126	460	493
%V	15.7%	9.0%	12.5%	17.6%	8.9%	24.0%	12.7%
%H		23.7%	14.9%	77.6%	16.7%	61.0%	65.4%
30" - 39"	1816	669	341	1299	490	809	1453
%V	37.9%	33.6%	37.9%	39.0%	34.7%	42.2%	37.4%
%H		36.8%	18.8%	71.5%	27.0%	44.5%	80.0%
40" and over	1961	1077	416	1257	763	494	1765
%V	40.9%	54.1%	46.3%	37.7%	54.0%	25.7%	45.4%
%H		54.9%	21.2%	64.1%	38.9%	25.2%	90.0%
Don't know	138	49	15	97	23	74	98
%V	2.9%	2.5%	1.7%	2.9%	1.6%	3.9%	2.5%
%H		35.5%	10.9%	70.3%	16.7%	53.6%	71.0%
Not Asked	6	0	0	0	0	0	5
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4794	1991	899	3332	1413	1919	3888
%H		41.5%	18.8%	69.5%	29.5%	40.0%	81.1%
PVR	2687	1586	679	1593	1133	460	2446
%V	56.0%	79.7%	75.5%	47.8%	80.2%	24.0%	62.9%
%H		59.0%	25.3%	59.3%	42.2%	17.1%	91.0%
DVDR	169	59	31	132	52	80	137
%V	3.5%	3.0%	3.4%	4.0%	3.7%	4.2%	3.5%
%H		34.9%	18.3%	78.1%	30.8%	47.3%	81.1%
VCR	132	41	24	103	35	68	91
%V	2.8%	2.1%	2.7%	3.1%	2.5%	3.5%	2.3%
%H		31.1%	18.2%	78.0%	26.5%	51.5%	68.9%
Any recorder	2829	1609	700	1715	1157	558	2535
%V	59.0%	80.8%	77.9%	51.5%	81.9%	29.1%	65.2%
%H		56.9%	24.7%	60.6%	40.9%	19.7%	89.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4794	1991	899	3332	1413	1919	3888
%H		41.5%	18.8%	69.5%	29.5%	40.0%	81.1%
Receives HDTV (via STB or built-in reception)	2664	1300	673	1743	1010	733	2391
%V	55.6%	65.3%	74.9%	52.3%	71.5%	38.2%	61.5%
%H		48.8%	25.3%	65.4%	37.9%	27.5%	89.8%
DVD/Blu-ray player or recorder	3489	1484	704	2416	1092	1324	2942
%V	72.8%	74.5%	78.3%	72.5%	77.3%	69.0%	75.7%
%H		42.5%	20.2%	69.2%	31.3%	37.9%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3794	1950	863	2914	1868	1047	3423
%H		51.4%	22.7%	76.8%	49.2%	27.6%	90.2%
Under 20"	1012	438	222	859	490	369	872
%V	26.7%	22.5%	25.7%	29.5%	26.2%	35.2%	25.5%
%H		43.3%	21.9%	84.9%	48.4%	36.5%	86.2%
20" - 29"	1268	630	295	1004	637	367	1129
%V	33.4%	32.3%	34.2%	34.5%	34.1%	35.1%	33.0%
%H		49.7%	23.3%	79.2%	50.2%	28.9%	89.0%
30" - 39"	944	546	218	673	474	199	888
%V	24.9%	28.0%	25.3%	23.1%	25.4%	19.0%	25.9%
%H		57.8%	23.1%	71.3%	50.2%	21.1%	94.1%
40" and over	356	224	90	244	195	49	342
%V	9.4%	11.5%	10.4%	8.4%	10.4%	4.7%	10.0%
%H		62.9%	25.3%	68.5%	54.8%	13.8%	96.1%
Don't know	134	68	23	92	49	43	119
%V	3.5%	3.5%	2.7%	3.2%	2.6%	4.1%	3.5%
%H		50.7%	17.2%	68.7%	36.6%	32.1%	88.8%
Not Asked	80	44	15	42	23	20	73
%V	2.1%	2.3%	1.7%	1.4%	1.2%	1.9%	2.1%
%H		55.0%	18.8%	52.5%	28.8%	25.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3794	1950	863	2914	1868	1047	3423
%H		51.4%	22.7%	76.8%	49.2%	27.6%	90.2%
PVR	894	598	252	503	426	77	848
%V	23.6%	30.7%	29.2%	17.3%	22.8%	7.4%	24.8%
%H		66.9%	28.2%	56.3%	47.7%	8.6%	94.9%
DVDR	47	24	13	36	24	12	43
%V	1.2%	1.2%	1.5%	1.2%	1.3%	1.1%	1.3%
%H		51.1%	27.7%	76.6%	51.1%	25.5%	91.5%
VCR	42	18	10	37	20	17	34
%V	1.1%	0.9%	1.2%	1.3%	1.1%	1.6%	1.0%
%H		42.9%	23.8%	88.1%	47.6%	40.5%	81.0%
Any recorder	945	621	265	548	454	94	893
%V	24.9%	31.8%	30.7%	18.8%	24.3%	9.0%	26.1%
%H		65.7%	28.0%	58.0%	48.0%	9.9%	94.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3794	1950	863	2914	1868	1047	3423
%H		51.4%	22.7%	76.8%	49.2%	27.6%	90.2%
Receives HDTV (via STB or built-in reception)	1040	551	302	721	503	218	983
%V	27.4%	28.3%	35.0%	24.7%	26.9%	20.8%	28.7%
%H		53.0%	29.0%	69.3%	48.4%	21.0%	94.5%
DVD/Blu-ray player or recorder	1605	831	393	1278	863	415	1480
%V	42.3%	42.6%	45.5%	43.9%	46.2%	39.6%	43.2%
%H		51.8%	24.5%	79.6%	53.8%	25.9%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12792	11893	5616	2387	7859	3911	3948	11207
%H		93.0%	43.9%	18.7%	61.4%	30.6%	30.9%	87.6%
Total Children	2596	2462	1296	504	1509	836	673	2391
%V	20.3%	20.7%	23.1%	21.1%	19.2%	21.4%	17.0%	21.3%
%H		94.8%	49.9%	19.4%	58.1%	32.2%	25.9%	92.1%
0 - 3	759	708	356	139	428	212	215	678
%V	5.9%	6.0%	6.3%	5.8%	5.4%	5.4%	5.4%	6.0%
%H		93.3%	46.9%	18.3%	56.4%	27.9%	28.3%	89.3%
4 - 15	1838	1754	940	365	1081	624	458	1713
%V	14.4%	14.7%	16.7%	15.3%	13.8%	16.0%	11.6%	15.3%
%H		95.4%	51.1%	19.9%	58.8%	33.9%	24.9%	93.2%
4 - 9	992	940	499	181	570	311	260	912
%V	7.8%	7.9%	8.9%	7.6%	7.3%	8.0%	6.6%	8.1%
%H		94.8%	50.3%	18.2%	57.5%	31.4%	26.2%	91.9%
10 - 15	846	815	441	185	511	313	198	801
%V	6.6%	6.9%	7.9%	7.8%	6.5%	8.0%	5.0%	7.1%
%H		96.3%	52.1%	21.9%	60.4%	37.0%	23.4%	94.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12792	11893	5616	2387	7859	3911	3948	11207
%H		93.0%	43.9%	18.7%	61.4%	30.6%	30.9%	87.6%
Total Adults (16+)	10195	9430	4319	1883	6350	3075	3275	8816
%V	79.7%	79.3%	76.9%	78.9%	80.8%	78.6%	83.0%	78.7%
%H		92.5%	42.4%	18.5%	62.3%	30.2%	32.1%	86.5%
16 - 19	558	535	299	122	354	230	124	537
%V	4.4%	4.5%	5.3%	5.1%	4.5%	5.9%	3.1%	4.8%
%H		95.9%	53.6%	21.9%	63.4%	41.2%	22.2%	96.2%
20 - 24	845	696	347	147	450	253	197	776
%V	6.6%	5.9%	6.2%	6.2%	5.7%	6.5%	5.0%	6.9%
%H		82.4%	41.1%	17.4%	53.3%	29.9%	23.3%	91.8%
25 - 34	2296	2015	930	397	1226	542	684	2116
%V	17.9%	16.9%	16.6%	16.6%	15.6%	13.9%	17.3%	18.9%
%H		87.8%	40.5%	17.3%	53.4%	23.6%	29.8%	92.2%
35 - 44	1900	1763	893	381	1062	565	497	1780
%V	14.9%	14.8%	15.9%	16.0%	13.5%	14.4%	12.6%	15.9%
%H		92.8%	47.0%	20.1%	55.9%	29.7%	26.2%	93.7%
45 - 54	1718	1642	783	349	1121	598	523	1561
%V	13.4%	13.8%	13.9%	14.6%	14.3%	15.3%	13.2%	13.9%
%H		95.6%	45.6%	20.3%	65.3%	34.8%	30.4%	90.9%
55 - 64	1210	1156	520	239	848	438	410	1049
%V	9.5%	9.7%	9.3%	10.0%	10.8%	11.2%	10.4%	9.4%
%H		95.5%	43.0%	19.8%	70.1%	36.2%	33.9%	86.7%
65+	1668	1623	548	248	1290	450	841	996
%V	13.0%	13.6%	9.8%	10.4%	16.4%	11.5%	21.3%	8.9%
%H		97.3%	32.9%	14.9%	77.3%	27.0%	50.4%	59.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10195	9430	4319	1883	6350	3075	3275	8816
%H		92.5%	42.4%	18.5%	62.3%	30.2%	32.1%	86.5%
AB	3064	2901	1333	664	1919	998	921	2928
%V	30.1%	30.8%	30.9%	35.3%	30.2%	32.5%	28.1%	33.2%
%H		94.7%	43.5%	21.7%	62.6%	32.6%	30.1%	95.6%
C1	3081	2775	1261	557	1904	934	970	2775
%V	30.2%	29.4%	29.2%	29.6%	30.0%	30.4%	29.6%	31.5%
%H		90.1%	40.9%	18.1%	61.8%	30.3%	31.5%	90.1%
C2	1807	1713	868	332	1153	620	533	1536
%V	17.7%	18.2%	20.1%	17.6%	18.2%	20.2%	16.3%	17.4%
%H		94.8%	48.0%	18.4%	63.8%	34.3%	29.5%	85.0%
D	1490	1339	617	220	861	360	501	1143
%V	14.6%	14.2%	14.3%	11.7%	13.6%	11.7%	15.3%	13.0%
%H		89.9%	41.4%	14.8%	57.8%	24.2%	33.6%	76.7%
E	753	702	241	110	513	164	349	434
%V	7.4%	7.4%	5.6%	5.8%	8.1%	5.3%	10.7%	4.9%
%H		93.2%	32.0%	14.6%	68.1%	21.8%	46.3%	57.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10195	9430	4319	1883	6350	3075	3275	8816
%H		92.5%	42.4%	18.5%	62.3%	30.2%	32.1%	86.5%
Working full time	5083	4665	2255	1035	2969	1567	1402	4791
%V	49.9%	49.5%	52.2%	55.0%	46.8%	51.0%	42.8%	54.3%
%H		91.8%	44.4%	20.4%	58.4%	30.8%	27.6%	94.3%
Working part time	1068	1007	476	213	707	383	325	978
%V	10.5%	10.7%	11.0%	11.3%	11.1%	12.5%	9.9%	11.1%
%H		94.3%	44.6%	19.9%	66.2%	35.9%	30.4%	91.6%
Not working	4044	3758	1589	635	2673	1126	1547	3046
%V	39.7%	39.9%	36.8%	33.7%	42.1%	36.6%	47.2%	34.6%
%H		92.9%	39.3%	15.7%	66.1%	27.8%	38.3%	75.3%
Housewife/Houseperson	5219	4803	1992	899	3337	1413	1924	4205
%V	51.2%	50.9%	46.1%	47.7%	52.6%	46.0%	58.7%	47.7%
%H		92.0%	38.2%	17.2%	63.9%	27.1%	36.9%	80.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4986	4584	2118	937	3050	1506	1544	4351
%H		91.9%	42.5%	18.8%	61.2%	30.2%	31.0%	87.3%
16 - 19	288	278	156	68	184	124	60	276
%V	5.8%	6.1%	7.4%	7.3%	6.0%	8.2%	3.9%	6.3%
%H		96.5%	54.2%	23.6%	63.9%	43.1%	20.8%	95.8%
20 - 24	407	335	175	70	212	126	86	374
%V	8.2%	7.3%	8.3%	7.5%	7.0%	8.4%	5.6%	8.6%
%H		82.3%	43.0%	17.2%	52.1%	31.0%	21.1%	91.9%
25 - 34	1146	995	455	203	599	269	331	1057
%V	23.0%	21.7%	21.5%	21.7%	19.6%	17.9%	21.4%	24.3%
%H		86.8%	39.7%	17.7%	52.3%	23.5%	28.9%	92.2%
35 - 44	945	870	427	186	518	260	258	879
%V	19.0%	19.0%	20.2%	19.9%	17.0%	17.3%	16.7%	20.2%
%H		92.1%	45.2%	19.7%	54.8%	27.5%	27.3%	93.0%
45 - 54	850	812	380	173	552	291	262	764
%V	17.0%	17.7%	17.9%	18.5%	18.1%	19.3%	17.0%	17.6%
%H		95.5%	44.7%	20.4%	64.9%	34.2%	30.8%	89.9%
55 - 64	593	560	249	117	411	210	200	502
%V	11.9%	12.2%	11.8%	12.5%	13.5%	13.9%	13.0%	11.5%
%H		94.4%	42.0%	19.7%	69.3%	35.4%	33.7%	84.7%
65+	757	735	277	120	574	227	347	499
%V	15.2%	16.0%	13.1%	12.8%	18.8%	15.1%	22.5%	11.5%
%H		97.1%	36.6%	15.9%	75.8%	30.0%	45.8%	65.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4986	4584	2118	937	3050	1506	1544	4351
%H		91.9%	42.5%	18.8%	61.2%	30.2%	31.0%	87.3%
AB	1545	1464	678	340	955	502	453	1472
%V	31.0%	31.9%	32.0%	36.3%	31.3%	33.3%	29.3%	33.8%
%H		94.8%	43.9%	22.0%	61.8%	32.5%	29.3%	95.3%
C1	1445	1291	605	269	860	441	419	1334
%V	29.0%	28.2%	28.6%	28.7%	28.2%	29.3%	27.1%	30.7%
%H		89.3%	41.9%	18.6%	59.5%	30.5%	29.0%	92.3%
C2	963	903	447	180	608	318	289	805
%V	19.3%	19.7%	21.1%	19.2%	19.9%	21.1%	18.7%	18.5%
%H		93.8%	46.4%	18.7%	63.1%	33.0%	30.0%	83.6%
D	717	635	297	103	409	178	231	562
%V	14.4%	13.9%	14.0%	11.0%	13.4%	11.8%	15.0%	12.9%
%H		88.6%	41.4%	14.4%	57.0%	24.8%	32.2%	78.4%
E	315	290	91	44	219	67	152	178
%V	6.3%	6.3%	4.3%	4.7%	7.2%	4.4%	9.8%	4.1%
%H		92.1%	28.9%	14.0%	69.5%	21.3%	48.3%	56.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4986	4584	2118	937	3050	1506	1544	4351
%H		91.9%	42.5%	18.8%	61.2%	30.2%	31.0%	87.3%
Working full time	3086	2834	1392	622	1783	952	831	2890
%V	61.9%	61.8%	65.7%	66.4%	58.5%	63.2%	53.8%	66.4%
%H		91.8%	45.1%	20.2%	57.8%	30.8%	26.9%	93.6%
Working part time	276	250	102	49	178	78	100	240
%V	5.5%	5.5%	4.8%	5.2%	5.8%	5.2%	6.5%	5.5%
%H		90.6%	37.0%	17.8%	64.5%	28.3%	36.2%	87.0%
Not working	1624	1500	624	266	1089	476	613	1220
%V	32.6%	32.7%	29.5%	28.4%	35.7%	31.6%	39.7%	28.0%
%H		92.4%	38.4%	16.4%	67.1%	29.3%	37.7%	75.1%
Housewife/Houseperson	1280	1115	384	194	798	268	530	926
%V	25.7%	24.3%	18.1%	20.7%	26.2%	17.8%	34.3%	21.3%
%H		87.1%	30.0%	15.2%	62.3%	20.9%	41.4%	72.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5209	4846	2202	946	3300	1570	1731	4465
%H		93.0%	42.3%	18.2%	63.4%	30.1%	33.2%	85.7%
16 - 19	271	257	143	54	170	106	64	262
%V	5.2%	5.3%	6.5%	5.7%	5.2%	6.8%	3.7%	5.9%
%H		94.8%	52.8%	19.9%	62.7%	39.1%	23.6%	96.7%
20 - 24	438	361	172	78	238	127	111	402
%V	8.4%	7.4%	7.8%	8.2%	7.2%	8.1%	6.4%	9.0%
%H		82.4%	39.3%	17.8%	54.3%	29.0%	25.3%	91.8%
25 - 34	1150	1020	475	194	626	273	354	1059
%V	22.1%	21.0%	21.6%	20.5%	19.0%	17.4%	20.5%	23.7%
%H		88.7%	41.3%	16.9%	54.4%	23.7%	30.8%	92.1%
35 - 44	954	893	466	194	544	305	239	900
%V	18.3%	18.4%	21.2%	20.5%	16.5%	19.4%	13.8%	20.2%
%H		93.6%	48.8%	20.3%	57.0%	32.0%	25.1%	94.3%
45 - 54	868	830	403	177	568	307	261	798
%V	16.7%	17.1%	18.3%	18.7%	17.2%	19.6%	15.1%	17.9%
%H		95.6%	46.4%	20.4%	65.4%	35.4%	30.1%	91.9%
55 - 64	617	597	271	121	437	228	209	547
%V	11.8%	12.3%	12.3%	12.8%	13.2%	14.5%	12.1%	12.3%
%H		96.8%	43.9%	19.6%	70.8%	37.0%	33.9%	88.7%
65+	911	888	271	128	717	223	494	498
%V	17.5%	18.3%	12.3%	13.5%	21.7%	14.2%	28.5%	11.2%
%H		97.5%	29.7%	14.1%	78.7%	24.5%	54.2%	54.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5209	4846	2202	946	3300	1570	1731	4465
%H		93.0%	42.3%	18.2%	63.4%	30.1%	33.2%	85.7%
AB	1519	1437	655	324	964	496	468	1457
%V	29.2%	29.7%	29.7%	34.2%	29.2%	31.6%	27.0%	32.6%
%H		94.6%	43.1%	21.3%	63.5%	32.7%	30.8%	95.9%
C1	1636	1484	656	287	1045	494	551	1440
%V	31.4%	30.6%	29.8%	30.3%	31.7%	31.5%	31.8%	32.3%
%H		90.7%	40.1%	17.5%	63.9%	30.2%	33.7%	88.0%
C2	843	810	421	153	545	301	244	731
%V	16.2%	16.7%	19.1%	16.2%	16.5%	19.2%	14.1%	16.4%
%H		96.1%	49.9%	18.1%	64.7%	35.7%	28.9%	86.7%
D	773	704	320	117	453	182	271	581
%V	14.8%	14.5%	14.5%	12.4%	13.7%	11.6%	15.7%	13.0%
%H		91.1%	41.4%	15.1%	58.6%	23.5%	35.1%	75.2%
E	438	412	150	65	294	97	197	256
%V	8.4%	8.5%	6.8%	6.9%	8.9%	6.2%	11.4%	5.7%
%H		94.1%	34.2%	14.8%	67.1%	22.1%	45.0%	58.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5209	4846	2202	946	3300	1570	1731	4465
%H		93.0%	42.3%	18.2%	63.4%	30.1%	33.2%	85.7%
Working full time	1998	1831	863	413	1186	614	572	1901
%V	38.4%	37.8%	39.2%	43.7%	35.9%	39.1%	33.0%	42.6%
%H		91.6%	43.2%	20.7%	59.4%	30.7%	28.6%	95.1%
Working part time	792	757	374	163	530	305	225	738
%V	15.2%	15.6%	17.0%	17.2%	16.1%	19.4%	13.0%	16.5%
%H		95.6%	47.2%	20.6%	66.9%	38.5%	28.4%	93.2%
Not working	2420	2258	965	369	1585	650	934	1826
%V	46.5%	46.6%	43.8%	39.0%	48.0%	41.4%	54.0%	40.9%
%H		93.3%	39.9%	15.2%	65.5%	26.9%	38.6%	75.5%
Housewife/Houseperson	3940	3687	1608	705	2539	1145	1395	3279
%V	75.6%	76.1%	73.0%	74.5%	76.9%	72.9%	80.6%	73.4%
%H		93.6%	40.8%	17.9%	64.4%	29.1%	35.4%	83.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
AB	967	945	414	160	700	328	372	872
%V	24.5%	24.8%	27.3%	22.4%	24.0%	24.6%	23.5%	29.8%
%H (All HH)		97.7%	42.8%	16.5%	72.4%	33.9%	38.5%	90.2%
%H (TV HH)			43.8%	16.9%	74.1%	34.7%	39.4%	
C1	1014	978	374	210	749	357	392	844
%V	25.7%	25.7%	24.7%	29.5%	25.7%	26.8%	24.8%	28.8%
%H (All HH)		96.4%	36.9%	20.7%	73.9%	35.2%	38.7%	83.2%
%H (TV HH)			38.2%	21.5%	76.6%	36.5%	40.1%	
C2	849	833	352	167	642	327	315	658
%V	21.5%	21.9%	23.2%	23.4%	22.0%	24.5%	19.9%	22.5%
%H (All HH)		98.1%	41.5%	19.7%	75.6%	38.5%	37.1%	77.5%
%H (TV HH)			42.3%	20.0%	77.1%	39.3%	37.8%	
D	633	606	248	116	456	212	244	390
%V	16.0%	15.9%	16.4%	16.3%	15.6%	15.9%	15.4%	13.3%
%H (All HH)		95.7%	39.2%	18.3%	72.0%	33.5%	38.5%	61.6%
%H (TV HH)			40.9%	19.1%	75.2%	35.0%	40.3%	
E	488	447	126	61	366	109	258	163
%V	12.4%	11.7%	8.3%	8.6%	12.6%	8.2%	16.3%	5.6%
%H (All HH)		91.6%	25.8%	12.5%	75.0%	22.3%	52.9%	33.4%
%H (TV HH)			28.2%	13.6%	81.9%	24.4%	57.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Under 25	181	157	53	24	116	43	73	133
%V	4.6%	4.1%	3.5%	3.4%	4.0%	3.2%	4.6%	4.5%
%H (All HH)		86.7%	29.3%	13.3%	64.1%	23.8%	40.3%	73.5%
%H (TV HH)			33.8%	15.3%	73.9%	27.4%	46.5%	
25 - 34	595	565	267	124	376	205	171	513
%V	15.1%	14.8%	17.6%	17.4%	12.9%	15.4%	10.8%	17.5%
%H (All HH)		95.0%	44.9%	20.8%	63.2%	34.5%	28.7%	86.2%
%H (TV HH)			47.3%	21.9%	66.5%	36.3%	30.3%	
35 - 44	680	661	313	163	456	272	183	614
%V	17.2%	17.4%	20.7%	22.9%	15.6%	20.4%	11.6%	21.0%
%H (All HH)		97.2%	46.0%	24.0%	67.1%	40.0%	26.9%	90.3%
%H (TV HH)			47.4%	24.7%	69.0%	41.1%	27.7%	
45 - 54	773	751	338	158	579	320	258	668
%V	19.6%	19.7%	22.3%	22.2%	19.9%	24.0%	16.3%	22.8%
%H (All HH)		97.2%	43.7%	20.4%	74.9%	41.4%	33.4%	86.4%
%H (TV HH)			45.0%	21.0%	77.1%	42.6%	34.4%	
55 - 64	655	636	260	119	500	240	261	523
%V	16.6%	16.7%	17.2%	16.7%	17.2%	18.0%	16.5%	17.9%
%H (All HH)		97.1%	39.7%	18.2%	76.3%	36.6%	39.8%	79.8%
%H (TV HH)			40.9%	18.7%	78.6%	37.7%	41.0%	
65 +	1066	1040	284	125	887	252	635	474
%V	27.0%	27.3%	18.8%	17.5%	30.4%	18.9%	40.2%	16.2%
%H (All HH)		97.6%	26.6%	11.7%	83.2%	23.6%	59.6%	44.5%
%H (TV HH)			27.3%	12.0%	85.3%	24.2%	61.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
1	1178	1100	290	140	885	227	658	555
%V	29.8%	28.9%	19.2%	19.6%	30.4%	17.0%	41.6%	19.0%
%H (All HH)		93.4%	24.6%	11.9%	75.1%	19.3%	55.9%	47.1%
%H (TV HH)			26.4%	12.7%	80.5%	20.6%	59.8%	
2	1333	1304	515	238	1016	466	550	1058
%V	33.7%	34.2%	34.0%	33.4%	34.9%	35.0%	34.8%	36.2%
%H (All HH)		97.8%	38.6%	17.9%	76.2%	35.0%	41.3%	79.4%
%H (TV HH)			39.5%	18.3%	77.9%	35.7%	42.2%	
3	643	630	306	144	467	281	186	571
%V	16.3%	16.5%	20.2%	20.2%	16.0%	21.1%	11.8%	19.5%
%H (All HH)		98.0%	47.6%	22.4%	72.6%	43.7%	28.9%	88.8%
%H (TV HH)			48.6%	22.9%	74.1%	44.6%	29.5%	
4	520	508	264	123	367	239	127	487
%V	13.2%	13.3%	17.4%	17.3%	12.6%	17.9%	8.0%	16.6%
%H (All HH)		97.7%	50.8%	23.7%	70.6%	46.0%	24.4%	93.7%
%H (TV HH)			52.0%	24.2%	72.2%	47.0%	25.0%	
5+	276	267	140	69	178	119	59	256
%V	7.0%	7.0%	9.2%	9.7%	6.1%	8.9%	3.7%	8.7%
%H (All HH)		96.7%	50.7%	25.0%	64.5%	43.1%	21.4%	92.8%
%H (TV HH)			52.4%	25.8%	66.7%	44.6%	22.1%	
Average HH size	2.37	2.39	2.69	2.69	2.32	2.72	1.99	2.65

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Without	2917	2795	1013	471	2206	901	1305	2002
%V	73.8%	73.4%	66.9%	66.1%	75.7%	67.6%	82.5%	68.4%
%H (All HH)		95.8%	34.7%	16.1%	75.6%	30.9%	44.7%	68.6%
%H (TV HH)			36.2%	16.9%	78.9%	32.2%	46.7%	
With	1034	1014	501	243	708	432	276	925
%V	26.2%	26.6%	33.1%	34.1%	24.3%	32.4%	17.5%	31.6%
%H (All HH)		98.1%	48.5%	23.5%	68.5%	41.8%	26.7%	89.5%
%H (TV HH)			49.4%	24.0%	69.8%	42.6%	27.2%	
0 - 3	413	401	207	85	274	164	110	347
%V	10.5%	10.5%	13.7%	11.9%	9.4%	12.3%	7.0%	11.9%
%H (All HH)		97.1%	50.1%	20.6%	66.3%	39.7%	26.6%	84.0%
%H (TV HH)			51.6%	21.2%	68.3%	40.9%	27.4%	
4 - 9	518	509	253	122	352	218	134	465
%V	13.1%	13.4%	16.7%	17.1%	12.1%	16.4%	8.5%	15.9%
%H (All HH)		98.3%	48.8%	23.6%	68.0%	42.1%	25.9%	89.8%
%H (TV HH)			49.7%	24.0%	69.2%	42.8%	26.3%	
10 - 15	480	471	231	124	332	209	123	450
%V	12.1%	12.4%	15.3%	17.4%	11.4%	15.7%	7.8%	15.4%
%H (All HH)		98.1%	48.1%	25.8%	69.2%	43.5%	25.6%	93.8%
%H (TV HH)			49.0%	26.3%	70.5%	44.4%	26.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
1	1581	1581	505	243	1103	296	807	982
%V	40.0%	41.5%	33.4%	34.1%	37.9%	22.2%	51.0%	33.6%
%H (All HH)		100.0%	31.9%	15.4%	69.8%	18.7%	51.0%	62.1%
%H (TV HH)			31.9%	15.4%	69.8%	18.7%	51.0%	
2	1288	1288	541	251	1010	505	506	1000
%V	32.6%	33.8%	35.7%	35.2%	34.7%	37.9%	32.0%	34.2%
%H (All HH)		100.0%	42.0%	19.5%	78.4%	39.2%	39.3%	77.6%
%H (TV HH)			42.0%	19.5%	78.4%	39.2%	39.3%	
3	608	608	288	130	514	315	199	554
%V	15.4%	16.0%	19.0%	18.2%	17.6%	23.6%	12.6%	18.9%
%H (All HH)		100.0%	47.4%	21.4%	84.5%	51.8%	32.7%	91.1%
%H (TV HH)			47.4%	21.4%	84.5%	51.8%	32.7%	
4	218	218	110	65	188	141	47	201
%V	5.5%	5.7%	7.3%	9.1%	6.5%	10.6%	3.0%	6.9%
%H (All HH)		100.0%	50.5%	29.8%	86.2%	64.7%	21.6%	92.2%
%H (TV HH)			50.5%	29.8%	86.2%	64.7%	21.6%	
5+	115	115	70	25	98	76	23	110
%V	2.9%	3.0%	4.6%	3.5%	3.4%	5.7%	1.5%	3.8%
%H (All HH)		100.0%	60.9%	21.7%	85.2%	66.1%	20.0%	95.7%
%H (TV HH)			60.9%	21.7%	85.2%	66.1%	20.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Under 20"	941	941	377	178	802	410	392	751
%V	23.8%	24.7%	24.9%	25.0%	27.5%	30.8%	24.8%	25.7%
%H (All HH)		100.0%	40.1%	18.9%	85.2%	43.6%	41.7%	79.8%
%H (TV HH)			40.1%	18.9%	85.2%	43.6%	41.7%	
20" - 29"	1469	1469	555	265	1204	551	653	1093
%V	37.2%	38.6%	36.7%	37.2%	41.3%	41.3%	41.3%	37.4%
%H (All HH)		100.0%	37.8%	18.0%	82.0%	37.5%	44.5%	74.4%
%H (TV HH)			37.8%	18.0%	82.0%	37.5%	44.5%	
30" - 39"	2028	2028	818	405	1584	772	813	1554
%V	51.3%	53.2%	54.0%	56.8%	54.4%	57.9%	51.4%	53.1%
%H (All HH)		100.0%	40.3%	20.0%	78.1%	38.1%	40.1%	76.6%
%H (TV HH)			40.3%	20.0%	78.1%	38.1%	40.1%	
40" and over	1531	1531	797	343	1116	714	402	1338
%V	38.7%	40.2%	52.6%	48.1%	38.3%	53.6%	25.4%	45.7%
%H (All HH)		100.0%	52.1%	22.4%	72.9%	46.6%	26.3%	87.4%
%H (TV HH)			52.1%	22.4%	72.9%	46.6%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Main living room	3756	3756	1501	708	2877	1322	1554	2807
%V	95.1%	98.6%	99.1%	99.3%	98.7%	99.2%	98.3%	95.9%
%H (All HH)		100.0%	40.0%	18.8%	76.6%	35.2%	41.4%	74.7%
%H (TV HH)			40.0%	18.8%	76.6%	35.2%	41.4%	
Kitchen	467	467	217	82	404	229	174	390
%V	11.8%	12.3%	14.3%	11.5%	13.9%	17.2%	11.0%	13.3%
%H (All HH)		100.0%	46.5%	17.6%	86.5%	49.0%	37.3%	83.5%
%H (TV HH)			46.5%	17.6%	86.5%	49.0%	37.3%	
Adult's bedroom	1595	1595	731	346	1318	785	533	1345
%V	40.4%	41.9%	48.3%	48.5%	45.2%	58.9%	33.7%	46.0%
%H (All HH)		100.0%	45.8%	21.7%	82.6%	49.2%	33.4%	84.3%
%H (TV HH)			45.8%	21.7%	82.6%	49.2%	33.4%	
Child's bedroom	346	346	169	100	280	199	81	323
%V	8.8%	9.1%	11.2%	14.0%	9.6%	14.9%	5.1%	11.0%
%H (All HH)		100.0%	48.8%	28.9%	80.9%	57.5%	23.4%	93.4%
%H (TV HH)			48.8%	28.9%	80.9%	57.5%	23.4%	
Other bedroom	165	165	80	40	137	88	49	150
%V	4.2%	4.3%	5.3%	5.6%	4.7%	6.6%	3.1%	5.1%
%H (All HH)		100.0%	48.5%	24.2%	83.0%	53.3%	29.7%	90.9%
%H (TV HH)			48.5%	24.2%	83.0%	53.3%	29.7%	
Second living/dining room	401	401	188	88	329	198	130	342
%V	10.1%	10.5%	12.4%	12.3%	11.3%	14.9%	8.2%	11.7%
%H (All HH)		100.0%	46.9%	21.9%	82.0%	49.4%	32.4%	85.3%
%H (TV HH)			46.9%	21.9%	82.0%	49.4%	32.4%	
Study/office	56	56	25	9	43	21	21	53
%V	1.4%	1.5%	1.7%	1.3%	1.5%	1.6%	1.3%	1.8%
%H (All HH)		100.0%	44.6%	16.1%	76.8%	37.5%	37.5%	94.6%
%H (TV HH)			44.6%	16.1%	76.8%	37.5%	37.5%	
TV room	24	24	13	4	20	12	8	22
%V	0.6%	0.6%	0.9%	0.6%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	54.2%	16.7%	83.3%	50.0%	33.3%	91.7%
%H (TV HH)			54.2%	16.7%	83.3%	50.0%	33.3%	
Conservatory	86	86	47	16	73	48	25	78
%V	2.2%	2.3%	3.1%	2.2%	2.5%	3.6%	1.6%	2.7%
%H (All HH)		100.0%	54.7%	18.6%	84.9%	55.8%	29.1%	90.7%
%H (TV HH)			54.7%	18.6%	84.9%	55.8%	29.1%	
Attic or loft room	4	4	2	1	4	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	25.0%	100.0%	75.0%	50.0%	100.0%
%H (TV HH)			50.0%	25.0%	100.0%	75.0%	50.0%	
No specific location	4	4	2	0	3	2	1	4
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	50.0%	25.0%	
Other	26	26	10	9	22	14	8	25
%V	0.7%	0.7%	0.7%	1.3%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	38.5%	34.6%	84.6%	53.8%	30.8%	96.2%
%H (TV HH)			38.5%	34.6%	84.6%	53.8%	30.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Any DSAT provider	1514	1514	1514	32	920	920	0	1299
%V	38.3%	39.7%	100.0%	4.5%	31.6%	69.0%	0.0%	44.4%
%H (All HH)			100.0%	2.1%	60.8%	60.8%	0.0%	85.8%
%H (TV HH)			100.0%	2.1%	60.8%	60.8%	0.0%	
Sky with subcription	1225	1225	1225	15	762	762	0	1081
%V	31.0%	32.2%	80.9%	2.1%	26.1%	57.2%	0.0%	36.9%
%H (All HH)			100.0%	1.2%	62.2%	62.2%	0.0%	88.2%
%H (TV HH)			100.0%	1.2%	62.2%	62.2%	0.0%	
Sky without subcription	103	103	103	7	47	47	0	69
%V	2.6%	2.7%	6.8%	1.0%	1.6%	3.5%	0.0%	2.4%
%H (All HH)			100.0%	6.8%	45.6%	45.6%	0.0%	67.0%
%H (TV HH)			100.0%	6.8%	45.6%	45.6%	0.0%	
Freesat	174	174	174	9	110	110	0	141
%V	4.4%	4.6%	11.5%	1.3%	3.8%	8.3%	0.0%	4.8%
%H (All HH)			100.0%	5.2%	63.2%	63.2%	0.0%	81.0%
%H (TV HH)			100.0%	5.2%	63.2%	63.2%	0.0%	
Other satellite provider	44	44	44	2	22	22	0	38
%V	1.1%	1.2%	2.9%	0.3%	0.8%	1.7%	0.0%	1.3%
%H (All HH)			100.0%	4.5%	50.0%	50.0%	0.0%	86.4%
%H (TV HH)			100.0%	4.5%	50.0%	50.0%	0.0%	
DCAB	713	713	32	713	434	434	0	620
%V	18.0%	18.7%	2.1%	100.0%	14.9%	32.6%	0.0%	21.2%
%H (All HH)			4.5%	100.0%	60.9%	60.9%	0.0%	87.0%
%H (TV HH)			4.5%	100.0%	60.9%	60.9%	0.0%	
DTT	2914	2914	920	434	2914	1333	1581	2087
%V	73.8%	76.5%	60.8%	60.9%	100.0%	100.0%	100.0%	71.3%
%H (All HH)		100.0%	31.6%	14.9%	100.0%	45.7%	54.3%	71.6%
%H (TV HH)			31.6%	14.9%	100.0%	45.7%	54.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
PVR	2263	2263	1248	525	1617	1103	514	1967
%V	57.3%	59.4%	82.4%	73.6%	55.5%	82.7%	32.5%	67.2%
%H (All HH)		100.0%	55.1%	23.2%	71.5%	48.7%	22.7%	86.9%
%H (TV HH)			55.1%	23.2%	71.5%	48.7%	22.7%	
DVDR	176	176	69	36	131	58	73	147
%V	4.5%	4.6%	4.6%	5.0%	4.5%	4.4%	4.6%	5.0%
%H (All HH)		100.0%	39.2%	20.5%	74.4%	33.0%	41.5%	83.5%
%H (TV HH)			39.2%	20.5%	74.4%	33.0%	41.5%	
VCR	110	110	37	19	93	38	56	60
%V	2.8%	2.9%	2.4%	2.7%	3.2%	2.9%	3.5%	2.1%
%H (All HH)		100.0%	33.6%	17.3%	84.5%	34.5%	50.9%	54.5%
%H (TV HH)			33.6%	17.3%	84.5%	34.5%	50.9%	
Any recorder	2382	2382	1272	540	1719	1123	596	2030
%V	60.3%	62.5%	84.0%	75.7%	59.0%	84.2%	37.7%	69.4%
%H (All HH)		100.0%	53.4%	22.7%	72.2%	47.1%	25.0%	85.2%
%H (TV HH)			53.4%	22.7%	72.2%	47.1%	25.0%	
Receives HDTV (via STB or built-in reception)	2078	2078	1000	525	1531	954	577	1792
%V	52.6%	54.6%	66.1%	73.6%	52.5%	71.6%	36.5%	61.2%
%H (All HH)		100.0%	48.1%	25.3%	73.7%	45.9%	27.8%	86.2%
%H (TV HH)			48.1%	25.3%	73.7%	45.9%	27.8%	
DVD/Blu-ray player or recorder	2969	2969	1248	589	2289	1134	1155	2364
%V	75.1%	77.9%	82.4%	82.6%	78.6%	85.1%	73.1%	80.8%
%H (All HH)		100.0%	42.0%	19.8%	77.1%	38.2%	38.9%	79.6%
%H (TV HH)			42.0%	19.8%	77.1%	38.2%	38.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3951	3809	1514	713	2914	1333	1581	2926
%H (All HH)		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%
%H (TV HH)			39.7%	18.7%	76.5%	35.0%	41.5%	
Has broadband internet	2926	2846	1299	620	2087	1158	928	2926
%V	74.1%	74.7%	85.8%	87.0%	71.6%	86.9%	58.7%	100.0%
%H (All HH)		97.3%	44.4%	21.2%	71.3%	39.6%	31.7%	100.0%
%H (TV HH)			45.6%	21.8%	73.3%	40.7%	32.6%	
Number of computers (PCs and laptops)								
0	889	838	182	87	718	150	568	47
%V	22.5%	22.0%	12.0%	12.2%	24.6%	11.3%	35.9%	1.6%
%H (All HH)		94.3%	20.5%	9.8%	80.8%	16.9%	63.9%	5.3%
%H (TV HH)			21.7%	10.4%	85.7%	17.9%	67.8%	
1	1312	1260	505	227	961	438	523	1170
%V	33.2%	33.1%	33.4%	31.8%	33.0%	32.9%	33.1%	40.0%
%H (All HH)		96.0%	38.5%	17.3%	73.2%	33.4%	39.9%	89.2%
%H (TV HH)			40.1%	18.0%	76.3%	34.8%	41.5%	
2	842	825	383	185	602	344	258	811
%V	21.3%	21.7%	25.3%	25.9%	20.7%	25.8%	16.3%	27.7%
%H (All HH)		98.0%	45.5%	22.0%	71.5%	40.9%	30.6%	96.3%
%H (TV HH)			46.4%	22.4%	73.0%	41.7%	31.3%	
3	455	442	216	102	319	192	127	450
%V	11.5%	11.6%	14.3%	14.3%	10.9%	14.4%	8.0%	15.4%
%H (All HH)		97.1%	47.5%	22.4%	70.1%	42.2%	27.9%	98.9%
%H (TV HH)			48.9%	23.1%	72.2%	43.4%	28.7%	
4	216	212	104	50	150	94	56	214
%V	5.5%	5.6%	6.9%	7.0%	5.1%	7.1%	3.5%	7.3%
%H (All HH)		98.1%	48.1%	23.1%	69.4%	43.5%	25.9%	99.1%
%H (TV HH)			49.1%	23.6%	70.8%	44.3%	26.4%	
5+	238	231	124	61	165	116	50	234
%V	6.0%	6.1%	8.2%	8.6%	5.7%	8.7%	3.2%	8.0%
%H (All HH)		97.1%	52.1%	25.6%	69.3%	48.7%	21.0%	98.3%
%H (TV HH)			53.7%	26.4%	71.4%	50.2%	21.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7467	3266	1523	5948	3222	2726	6038
%H		43.7%	20.4%	79.7%	43.1%	36.5%	80.9%
Under 20"	1186	484	230	1025	542	484	968
%V	15.9%	14.8%	15.1%	17.2%	16.8%	17.8%	16.0%
%H		40.8%	19.4%	86.4%	45.7%	40.8%	81.6%
20" - 29"	1848	719	348	1534	746	788	1414
%V	24.7%	22.0%	22.8%	25.8%	23.2%	28.9%	23.4%
%H		38.9%	18.8%	83.0%	40.4%	42.6%	76.5%
30" - 39"	2400	1012	491	1886	975	911	1892
%V	32.1%	31.0%	32.2%	31.7%	30.3%	33.4%	31.3%
%H		42.2%	20.5%	78.6%	40.6%	38.0%	78.8%
40" and over	1784	948	407	1306	860	445	1578
%V	23.9%	29.0%	26.7%	22.0%	26.7%	16.3%	26.1%
%H		53.1%	22.8%	73.2%	48.2%	24.9%	88.5%
Don't know	151	58	26	130	61	68	96
%V	2.0%	1.8%	1.7%	2.2%	1.9%	2.5%	1.6%
%H		38.4%	17.2%	86.1%	40.4%	45.0%	63.6%
Not Asked	98	45	21	67	38	30	90
%V	1.3%	1.4%	1.4%	1.1%	1.2%	1.1%	1.5%
%H		45.9%	21.4%	68.4%	38.8%	30.6%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7467	3266	1523	5948	3222	2726	6038
%H		43.7%	20.4%	79.7%	43.1%	36.5%	80.9%
Main living room	3772	1508	712	2888	1328	1560	2820
%V	50.5%	46.2%	46.7%	48.6%	41.2%	57.2%	46.7%
%H		40.0%	18.9%	76.6%	35.2%	41.4%	74.8%
Kitchen	470	220	82	407	232	175	393
%V	6.3%	6.7%	5.4%	6.8%	7.2%	6.4%	6.5%
%H		46.8%	17.4%	86.6%	49.4%	37.2%	83.6%
Adult's bedroom	1880	893	405	1563	963	600	1608
%V	25.2%	27.3%	26.6%	26.3%	29.9%	22.0%	26.6%
%H		47.5%	21.5%	83.1%	51.2%	31.9%	85.5%
Child's bedroom	446	216	127	365	256	109	416
%V	6.0%	6.6%	8.3%	6.1%	7.9%	4.0%	6.9%
%H		48.4%	28.5%	81.8%	57.4%	24.4%	93.3%
Other bedroom	191	96	49	158	105	53	176
%V	2.6%	2.9%	3.2%	2.7%	3.3%	1.9%	2.9%
%H		50.3%	25.7%	82.7%	55.0%	27.7%	92.1%
Second living/dining room	406	191	89	332	201	131	347
%V	5.4%	5.8%	5.8%	5.6%	6.2%	4.8%	5.7%
%H		47.0%	21.9%	81.8%	49.5%	32.3%	85.5%
Study/office	57	25	9	43	21	22	54
%V	0.8%	0.8%	0.6%	0.7%	0.7%	0.8%	0.9%
%H		43.9%	15.8%	75.4%	36.8%	38.6%	94.7%
TV room	24	13	4	20	12	8	22
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		54.2%	16.7%	83.3%	50.0%	33.3%	91.7%
Conservatory	87	47	16	74	48	26	78
%V	1.2%	1.4%	1.1%	1.2%	1.5%	1.0%	1.3%
%H		54.0%	18.4%	85.1%	55.2%	29.9%	89.7%
Attic or loft room	4	2	1	4	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	100.0%	75.0%	50.0%	100.0%
No specific location	4	2	0	4	2	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	27	10	9	23	14	9	25
%V	0.4%	0.3%	0.6%	0.4%	0.4%	0.3%	0.4%
%H		37.0%	33.3%	85.2%	51.9%	33.3%	92.6%
Not Asked	98	45	21	67	38	30	90
%V	1.3%	1.4%	1.4%	1.1%	1.2%	1.1%	1.5%
%H		45.9%	21.4%	68.4%	38.8%	30.6%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7467	3266	1523	5948	3222	2726	6038
%H		43.7%	20.4%	79.7%	43.1%	36.5%	80.9%
PVR	2934	1689	700	2042	1461	582	2600
%V	39.3%	51.7%	46.0%	34.3%	45.3%	21.3%	43.1%
%H		57.6%	23.9%	69.6%	49.8%	19.8%	88.6%
DVDR	192	78	40	140	64	76	161
%V	2.6%	2.4%	2.6%	2.4%	2.0%	2.8%	2.7%
%H		40.6%	20.8%	72.9%	33.3%	39.6%	83.9%
VCR	115	38	21	99	41	58	64
%V	1.5%	1.2%	1.4%	1.7%	1.3%	2.1%	1.1%
%H		33.0%	18.3%	86.1%	35.7%	50.4%	55.7%
Any recorder	3087	1729	723	2173	1500	673	2693
%V	41.3%	52.9%	47.5%	36.5%	46.6%	24.7%	44.6%
%H		56.0%	23.4%	70.4%	48.6%	21.8%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7467	3266	1523	5948	3222	2726	6038
%H		43.7%	20.4%	79.7%	43.1%	36.5%	80.9%
Receives HDTV (via STB or built-in reception)	2908	1402	781	2165	1399	767	2572
%V	38.9%	42.9%	51.3%	36.4%	43.4%	28.1%	42.6%
%H		48.2%	26.9%	74.4%	48.1%	26.4%	88.4%
DVD/Blu-ray player or recorder	4310	1911	915	3421	1891	1530	3580
%V	57.7%	58.5%	60.1%	57.5%	58.7%	56.1%	59.3%
%H		44.3%	21.2%	79.4%	43.9%	35.5%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3806	1513	713	2913	1332	1581	2843
%H		39.8%	18.7%	76.5%	35.0%	41.5%	74.7%
Under 20"	79	13	7	61	7	55	43
%V	2.1%	0.9%	1.0%	2.1%	0.5%	3.5%	1.5%
%H		16.5%	8.9%	77.2%	8.9%	69.6%	54.4%
20" - 29"	613	142	86	499	116	383	347
%V	16.1%	9.4%	12.1%	17.1%	8.7%	24.2%	12.2%
%H		23.2%	14.0%	81.4%	18.9%	62.5%	56.6%
30" - 39"	1558	565	276	1218	500	718	1121
%V	40.9%	37.3%	38.7%	41.8%	37.5%	45.4%	39.4%
%H		36.3%	17.7%	78.2%	32.1%	46.1%	72.0%
40" and over	1481	774	332	1077	691	386	1292
%V	38.9%	51.2%	46.6%	37.0%	51.9%	24.4%	45.4%
%H		52.3%	22.4%	72.7%	46.7%	26.1%	87.2%
Don't know	70	19	12	57	19	39	35
%V	1.8%	1.3%	1.7%	2.0%	1.4%	2.5%	1.2%
%H		27.1%	17.1%	81.4%	27.1%	55.7%	50.0%
Not Asked	5	0	0	1	0	0	5
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	20.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3806	1513	713	2913	1332	1581	2843
%H		39.8%	18.7%	76.5%	35.0%	41.5%	74.7%
PVR	2213	1225	516	1573	1078	495	1925
%V	58.1%	81.0%	72.4%	54.0%	80.9%	31.3%	67.7%
%H		55.4%	23.3%	71.1%	48.7%	22.4%	87.0%
DVDR	152	58	27	114	47	67	125
%V	4.0%	3.8%	3.8%	3.9%	3.5%	4.2%	4.4%
%H		38.2%	17.8%	75.0%	30.9%	44.1%	82.2%
VCR	90	28	16	75	27	48	47
%V	2.4%	1.9%	2.2%	2.6%	2.0%	3.0%	1.7%
%H		31.1%	17.8%	83.3%	30.0%	53.3%	52.2%
Any recorder	2330	1252	528	1672	1098	573	1988
%V	61.2%	82.7%	74.1%	57.4%	82.4%	36.2%	69.9%
%H		53.7%	22.7%	71.8%	47.1%	24.6%	85.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3806	1513	713	2913	1332	1581	2843
%H		39.8%	18.7%	76.5%	35.0%	41.5%	74.7%
Receives HDTV (via STB or built-in reception)	2002	971	508	1464	919	545	1729
%V	52.6%	64.2%	71.2%	50.3%	69.0%	34.5%	60.8%
%H		48.5%	25.4%	73.1%	45.9%	27.2%	86.4%
DVD/Blu-ray player or recorder	2813	1178	554	2155	1053	1102	2234
%V	73.9%	77.9%	77.7%	74.0%	79.1%	69.7%	78.6%
%H		41.9%	19.7%	76.6%	37.4%	39.2%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3662	1753	810	3035	1889	1145	3195
%H		47.9%	22.1%	82.9%	51.6%	31.3%	87.2%
Under 20"	1107	472	223	964	535	429	925
%V	30.2%	26.9%	27.5%	31.8%	28.3%	37.5%	29.0%
%H		42.6%	20.1%	87.1%	48.3%	38.8%	83.6%
20" - 29"	1234	577	262	1036	631	405	1067
%V	33.7%	32.9%	32.3%	34.1%	33.4%	35.4%	33.4%
%H		46.8%	21.2%	84.0%	51.1%	32.8%	86.5%
30" - 39"	842	447	215	668	475	192	771
%V	23.0%	25.5%	26.5%	22.0%	25.1%	16.8%	24.1%
%H		53.1%	25.5%	79.3%	56.4%	22.8%	91.6%
40" and over	302	174	75	228	169	59	286
%V	8.2%	9.9%	9.3%	7.5%	8.9%	5.2%	9.0%
%H		57.6%	24.8%	75.5%	56.0%	19.5%	94.7%
Don't know	81	38	14	72	43	30	60
%V	2.2%	2.2%	1.7%	2.4%	2.3%	2.6%	1.9%
%H		46.9%	17.3%	88.9%	53.1%	37.0%	74.1%
Not Asked	96	45	21	67	36	30	86
%V	2.6%	2.6%	2.6%	2.2%	1.9%	2.6%	2.7%
%H		46.9%	21.9%	69.8%	37.5%	31.3%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3662	1753	810	3035	1889	1145	3195
%H		47.9%	22.1%	82.9%	51.6%	31.3%	87.2%
PVR	721	463	184	469	382	87	676
%V	19.7%	26.4%	22.7%	15.5%	20.2%	7.6%	21.2%
%H		64.2%	25.5%	65.0%	53.0%	12.1%	93.8%
DVDR	40	19	12	26	17	9	37
%V	1.1%	1.1%	1.5%	0.9%	0.9%	0.8%	1.2%
%H		47.5%	30.0%	65.0%	42.5%	22.5%	92.5%
VCR	25	10	5	24	14	10	17
%V	0.7%	0.6%	0.6%	0.8%	0.7%	0.9%	0.5%
%H		40.0%	20.0%	96.0%	56.0%	40.0%	68.0%
Any recorder	757	478	195	501	401	100	704
%V	20.7%	27.3%	24.1%	16.5%	21.2%	8.7%	22.0%
%H		63.1%	25.8%	66.2%	53.0%	13.2%	93.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3662	1753	810	3035	1889	1145	3195
%H		47.9%	22.1%	82.9%	51.6%	31.3%	87.2%
Receives HDTV (via STB or built-in reception)	906	431	272	701	479	222	843
%V	24.7%	24.6%	33.6%	23.1%	25.4%	19.4%	26.4%
%H		47.6%	30.0%	77.4%	52.9%	24.5%	93.0%
DVD/Blu-ray player or recorder	1497	733	361	1265	838	428	1345
%V	40.9%	41.8%	44.6%	41.7%	44.4%	37.4%	42.1%
%H		49.0%	24.1%	84.5%	56.0%	28.6%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9358	9081	4064	1906	6748	3609	3139	7726
%H		97.0%	43.4%	20.4%	72.1%	38.6%	33.5%	82.6%
Total Children	1829	1790	893	429	1238	764	474	1638
%V	19.5%	19.7%	22.0%	22.5%	18.3%	21.2%	15.1%	21.2%
%H		97.9%	48.8%	23.5%	67.7%	41.8%	25.9%	89.6%
0 - 3	495	480	242	106	330	198	132	415
%V	5.3%	5.3%	6.0%	5.6%	4.9%	5.5%	4.2%	5.4%
%H		97.0%	48.9%	21.4%	66.7%	40.0%	26.7%	83.8%
4 - 15	1333	1309	651	323	909	566	342	1223
%V	14.2%	14.4%	16.0%	16.9%	13.5%	15.7%	10.9%	15.8%
%H		98.2%	48.8%	24.2%	68.2%	42.5%	25.7%	91.7%
4 - 9	699	686	349	160	474	296	178	626
%V	7.5%	7.6%	8.6%	8.4%	7.0%	8.2%	5.7%	8.1%
%H		98.1%	49.9%	22.9%	67.8%	42.3%	25.5%	89.6%
10 - 15	634	623	302	163	434	270	164	597
%V	6.8%	6.9%	7.4%	8.6%	6.4%	7.5%	5.2%	7.7%
%H		98.3%	47.6%	25.7%	68.5%	42.6%	25.9%	94.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9358	9081	4064	1906	6748	3609	3139	7726
%H		97.0%	43.4%	20.4%	72.1%	38.6%	33.5%	82.6%
Total Adults (16+)	7529	7291	3171	1476	5510	2845	2665	6088
%V	80.5%	80.3%	78.0%	77.4%	81.7%	78.8%	84.9%	78.8%
%H		96.8%	42.1%	19.6%	73.2%	37.8%	35.4%	80.9%
16 - 19	437	424	208	101	320	200	120	405
%V	4.7%	4.7%	5.1%	5.3%	4.7%	5.5%	3.8%	5.2%
%H		97.0%	47.6%	23.1%	73.2%	45.8%	27.5%	92.7%
20 - 24	608	556	246	125	413	233	180	532
%V	6.5%	6.1%	6.1%	6.6%	6.1%	6.5%	5.7%	6.9%
%H		91.4%	40.5%	20.6%	67.9%	38.3%	29.6%	87.5%
25 - 34	1239	1182	584	268	793	465	328	1095
%V	13.2%	13.0%	14.4%	14.1%	11.8%	12.9%	10.4%	14.2%
%H		95.4%	47.1%	21.6%	64.0%	37.5%	26.5%	88.4%
35 - 44	1193	1164	576	281	803	496	307	1090
%V	12.7%	12.8%	14.2%	14.7%	11.9%	13.7%	9.8%	14.1%
%H		97.6%	48.3%	23.6%	67.3%	41.6%	25.7%	91.4%
45 - 54	1343	1312	615	284	999	578	421	1193
%V	14.4%	14.4%	15.1%	14.9%	14.8%	16.0%	13.4%	15.4%
%H		97.7%	45.8%	21.1%	74.4%	43.0%	31.3%	88.8%
55 - 64	1075	1051	446	208	826	422	404	898
%V	11.5%	11.6%	11.0%	10.9%	12.2%	11.7%	12.9%	11.6%
%H		97.8%	41.5%	19.3%	76.8%	39.3%	37.6%	83.5%
65+	1635	1602	496	210	1355	449	905	875
%V	17.5%	17.6%	12.2%	11.0%	20.1%	12.4%	28.8%	11.3%
%H		98.0%	30.3%	12.8%	82.9%	27.5%	55.4%	53.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7529	7291	3171	1476	5510	2845	2665	6088
%H		96.8%	42.1%	19.6%	73.2%	37.8%	35.4%	80.9%
AB	1950	1911	896	338	1417	732	685	1805
%V	25.9%	26.2%	28.3%	22.9%	25.7%	25.7%	25.7%	29.6%
%H		98.0%	45.9%	17.3%	72.7%	37.5%	35.1%	92.6%
C1	1965	1896	784	433	1448	769	679	1728
%V	26.1%	26.0%	24.7%	29.3%	26.3%	27.0%	25.5%	28.4%
%H		96.5%	39.9%	22.0%	73.7%	39.1%	34.6%	87.9%
C2	1735	1705	762	379	1298	723	575	1437
%V	23.0%	23.4%	24.0%	25.7%	23.6%	25.4%	21.6%	23.6%
%H		98.3%	43.9%	21.8%	74.8%	41.7%	33.1%	82.8%
D	1191	1142	525	231	837	444	394	831
%V	15.8%	15.7%	16.6%	15.7%	15.2%	15.6%	14.8%	13.6%
%H		95.9%	44.1%	19.4%	70.3%	37.3%	33.1%	69.8%
E	688	637	204	94	509	177	333	287
%V	9.1%	8.7%	6.4%	6.4%	9.2%	6.2%	12.5%	4.7%
%H		92.6%	29.7%	13.7%	74.0%	25.7%	48.4%	41.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7529	7291	3171	1476	5510	2845	2665	6088
%H		96.8%	42.1%	19.6%	73.2%	37.8%	35.4%	80.9%
Working full time	3385	3313	1584	760	2400	1421	979	3106
%V	45.0%	45.4%	50.0%	51.5%	43.6%	49.9%	36.7%	51.0%
%H		97.9%	46.8%	22.5%	70.9%	42.0%	28.9%	91.8%
Working part time	815	796	376	175	579	331	248	735
%V	10.8%	10.9%	11.9%	11.9%	10.5%	11.6%	9.3%	12.1%
%H		97.7%	46.1%	21.5%	71.0%	40.6%	30.4%	90.2%
Not working	3329	3182	1211	541	2531	1093	1439	2247
%V	44.2%	43.6%	38.2%	36.7%	45.9%	38.4%	54.0%	36.9%
%H		95.6%	36.4%	16.3%	76.0%	32.8%	43.2%	67.5%
Housewife/Houseperson	3951	3809	1514	713	2914	1333	1581	2926
%V	52.5%	52.2%	47.7%	48.3%	52.9%	46.9%	59.3%	48.1%
%H		96.4%	38.3%	18.0%	73.8%	33.7%	40.0%	74.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3691	3555	1587	729	2662	1417	1245	3040
%H		96.3%	43.0%	19.8%	72.1%	38.4%	33.7%	82.4%
16 - 19	217	210	93	58	158	97	61	202
%V	5.9%	5.9%	5.9%	8.0%	5.9%	6.8%	4.9%	6.6%
%H		96.8%	42.9%	26.7%	72.8%	44.7%	28.1%	93.1%
20 - 24	309	280	124	60	206	117	89	275
%V	8.4%	7.9%	7.8%	8.2%	7.7%	8.3%	7.1%	9.0%
%H		90.6%	40.1%	19.4%	66.7%	37.9%	28.8%	89.0%
25 - 34	614	582	294	133	391	236	155	549
%V	16.6%	16.4%	18.5%	18.2%	14.7%	16.7%	12.4%	18.1%
%H		94.8%	47.9%	21.7%	63.7%	38.4%	25.2%	89.4%
35 - 44	587	571	288	130	393	242	151	531
%V	15.9%	16.1%	18.1%	17.8%	14.8%	17.1%	12.1%	17.5%
%H		97.3%	49.1%	22.1%	67.0%	41.2%	25.7%	90.5%
45 - 54	670	649	305	142	489	282	206	586
%V	18.2%	18.3%	19.2%	19.5%	18.4%	19.9%	16.5%	19.3%
%H		96.9%	45.5%	21.2%	73.0%	42.1%	30.7%	87.5%
55 - 64	534	520	219	104	408	208	200	439
%V	14.5%	14.6%	13.8%	14.3%	15.3%	14.7%	16.1%	14.4%
%H		97.4%	41.0%	19.5%	76.4%	39.0%	37.5%	82.2%
65+	761	745	264	101	615	233	383	458
%V	20.6%	21.0%	16.6%	13.9%	23.1%	16.4%	30.8%	15.1%
%H		97.9%	34.7%	13.3%	80.8%	30.6%	50.3%	60.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3691	3555	1587	729	2662	1417	1245	3040
%H		96.3%	43.0%	19.8%	72.1%	38.4%	33.7%	82.4%
AB	983	961	454	176	707	372	336	919
%V	26.6%	27.0%	28.6%	24.1%	26.6%	26.3%	27.0%	30.2%
%H		97.8%	46.2%	17.9%	71.9%	37.8%	34.2%	93.5%
C1	919	881	379	200	669	369	299	822
%V	24.9%	24.8%	23.9%	27.4%	25.1%	26.0%	24.0%	27.0%
%H		95.9%	41.2%	21.8%	72.8%	40.2%	32.5%	89.4%
C2	930	910	407	202	687	382	305	763
%V	25.2%	25.6%	25.6%	27.7%	25.8%	27.0%	24.5%	25.1%
%H		97.8%	43.8%	21.7%	73.9%	41.1%	32.8%	82.0%
D	575	548	260	112	395	216	179	406
%V	15.6%	15.4%	16.4%	15.4%	14.8%	15.2%	14.4%	13.4%
%H		95.3%	45.2%	19.5%	68.7%	37.6%	31.1%	70.6%
E	285	255	87	39	204	78	126	131
%V	7.7%	7.2%	5.5%	5.3%	7.7%	5.5%	10.1%	4.3%
%H		89.5%	30.5%	13.7%	71.6%	27.4%	44.2%	46.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3691	3555	1587	729	2662	1417	1245	3040
%H		96.3%	43.0%	19.8%	72.1%	38.4%	33.7%	82.4%
Working full time	2134	2083	1017	471	1503	900	603	1951
%V	57.8%	58.6%	64.1%	64.6%	56.5%	63.5%	48.4%	64.2%
%H		97.6%	47.7%	22.1%	70.4%	42.2%	28.3%	91.4%
Working part time	168	162	71	31	113	56	57	140
%V	4.6%	4.6%	4.5%	4.3%	4.2%	4.0%	4.6%	4.6%
%H		96.4%	42.3%	18.5%	67.3%	33.3%	33.9%	83.3%
Not working	1389	1310	499	226	1045	460	585	949
%V	37.6%	36.8%	31.4%	31.0%	39.3%	32.5%	47.0%	31.2%
%H		94.3%	35.9%	16.3%	75.2%	33.1%	42.1%	68.3%
Housewife/Houseperson	830	775	274	128	588	225	363	516
%V	22.5%	21.8%	17.3%	17.6%	22.1%	15.9%	29.2%	17.0%
%H		93.4%	33.0%	15.4%	70.8%	27.1%	43.7%	62.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3838	3736	1584	748	2848	1428	1420	3048
%H		97.3%	41.3%	19.5%	74.2%	37.2%	37.0%	79.4%
16 - 19	221	214	115	43	162	103	59	203
%V	5.8%	5.7%	7.3%	5.7%	5.7%	7.2%	4.2%	6.7%
%H		96.8%	52.0%	19.5%	73.3%	46.6%	26.7%	91.9%
20 - 24	299	277	122	65	207	116	91	257
%V	7.8%	7.4%	7.7%	8.7%	7.3%	8.1%	6.4%	8.4%
%H		92.6%	40.8%	21.7%	69.2%	38.8%	30.4%	86.0%
25 - 34	625	601	290	135	402	229	173	546
%V	16.3%	16.1%	18.3%	18.0%	14.1%	16.0%	12.2%	17.9%
%H		96.2%	46.4%	21.6%	64.3%	36.6%	27.7%	87.4%
35 - 44	606	593	288	150	410	254	156	560
%V	15.8%	15.9%	18.2%	20.1%	14.4%	17.8%	11.0%	18.4%
%H		97.9%	47.5%	24.8%	67.7%	41.9%	25.7%	92.4%
45 - 54	673	663	311	142	510	295	215	607
%V	17.5%	17.7%	19.6%	19.0%	17.9%	20.7%	15.1%	19.9%
%H		98.5%	46.2%	21.1%	75.8%	43.8%	31.9%	90.2%
55 - 64	540	531	227	104	418	214	204	459
%V	14.1%	14.2%	14.3%	13.9%	14.7%	15.0%	14.4%	15.1%
%H		98.3%	42.0%	19.3%	77.4%	39.6%	37.8%	85.0%
65+	874	857	232	109	739	217	523	417
%V	22.8%	22.9%	14.6%	14.6%	25.9%	15.2%	36.8%	13.7%
%H		98.1%	26.5%	12.5%	84.6%	24.8%	59.8%	47.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3838	3736	1584	748	2848	1428	1420	3048
%H		97.3%	41.3%	19.5%	74.2%	37.2%	37.0%	79.4%
AB	967	950	443	162	710	360	349	887
%V	25.2%	25.4%	28.0%	21.7%	24.9%	25.2%	24.6%	29.1%
%H		98.2%	45.8%	16.8%	73.4%	37.2%	36.1%	91.7%
C1	1047	1015	405	234	779	400	380	906
%V	27.3%	27.2%	25.6%	31.3%	27.4%	28.0%	26.8%	29.7%
%H		96.9%	38.7%	22.3%	74.4%	38.2%	36.3%	86.5%
C2	805	795	355	177	611	342	270	674
%V	21.0%	21.3%	22.4%	23.7%	21.5%	23.9%	19.0%	22.1%
%H		98.8%	44.1%	22.0%	75.9%	42.5%	33.5%	83.7%
D	616	594	265	119	442	228	215	425
%V	16.1%	15.9%	16.7%	15.9%	15.5%	16.0%	15.1%	13.9%
%H		96.4%	43.0%	19.3%	71.8%	37.0%	34.9%	69.0%
E	403	382	117	56	306	99	207	156
%V	10.5%	10.2%	7.4%	7.5%	10.7%	6.9%	14.6%	5.1%
%H		94.8%	29.0%	13.9%	75.9%	24.6%	51.4%	38.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3838	3736	1584	748	2848	1428	1420	3048
%H		97.3%	41.3%	19.5%	74.2%	37.2%	37.0%	79.4%
Working full time	1251	1230	567	289	897	520	376	1154
%V	32.6%	32.9%	35.8%	38.6%	31.5%	36.4%	26.5%	37.9%
%H		98.3%	45.3%	23.1%	71.7%	41.6%	30.1%	92.2%
Working part time	646	634	306	144	466	275	190	595
%V	16.8%	17.0%	19.3%	19.3%	16.4%	19.3%	13.4%	19.5%
%H		98.1%	47.4%	22.3%	72.1%	42.6%	29.4%	92.1%
Not working	1940	1872	712	315	1486	633	854	1298
%V	50.5%	50.1%	44.9%	42.1%	52.2%	44.3%	60.1%	42.6%
%H		96.5%	36.7%	16.2%	76.6%	32.6%	44.0%	66.9%
Housewife/Houseperson	3120	3035	1240	585	2326	1108	1218	2411
%V	81.3%	81.2%	78.3%	78.2%	81.7%	77.6%	85.8%	79.1%
%H		97.3%	39.7%	18.8%	74.6%	35.5%	39.0%	77.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
AB	638	621	296	100	492	266	227	586
%V	21.3%	21.5%	24.7%	20.3%	21.5%	24.4%	18.9%	26.3%
%H (All HH)		97.3%	46.4%	15.7%	77.1%	41.7%	35.6%	91.8%
%H (TV HH)			47.7%	16.1%	79.2%	42.8%	36.6%	
C1	826	797	362	131	607	306	301	677
%V	27.6%	27.5%	30.3%	26.6%	26.5%	28.1%	25.0%	30.4%
%H (All HH)		96.5%	43.8%	15.9%	73.5%	37.0%	36.4%	82.0%
%H (TV HH)			45.4%	16.4%	76.2%	38.4%	37.8%	
C2	607	592	257	112	474	250	224	461
%V	20.3%	20.4%	21.5%	22.8%	20.7%	23.0%	18.6%	20.7%
%H (All HH)		97.5%	42.3%	18.5%	78.1%	41.2%	36.9%	75.9%
%H (TV HH)			43.4%	18.9%	80.1%	42.2%	37.8%	
D	487	470	172	98	364	168	197	322
%V	16.3%	16.2%	14.4%	19.9%	15.9%	15.4%	16.4%	14.5%
%H (All HH)		96.5%	35.3%	20.1%	74.7%	34.5%	40.5%	66.1%
%H (TV HH)			36.6%	20.9%	77.4%	35.7%	41.9%	
E	437	416	109	52	354	98	256	178
%V	14.6%	14.4%	9.1%	10.6%	15.4%	9.0%	21.3%	8.0%
%H (All HH)		95.2%	24.9%	11.9%	81.0%	22.4%	58.6%	40.7%
%H (TV HH)			26.2%	12.5%	85.1%	23.6%	61.5%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Under 25	143	130	46	16	97	35	62	100
%V	4.8%	4.5%	3.8%	3.3%	4.2%	3.2%	5.1%	4.5%
%H (All HH)		90.9%	32.2%	11.2%	67.8%	24.5%	43.4%	69.9%
%H (TV HH)			35.4%	12.3%	74.6%	26.9%	47.7%	
25 - 34	463	440	219	85	307	171	136	399
%V	15.5%	15.2%	18.3%	17.3%	13.4%	15.7%	11.3%	17.9%
%H (All HH)		95.0%	47.3%	18.4%	66.3%	36.9%	29.4%	86.2%
%H (TV HH)			49.8%	19.3%	69.8%	38.9%	30.9%	
35 - 44	514	498	249	98	365	212	153	460
%V	17.2%	17.2%	20.8%	19.9%	15.9%	19.5%	12.7%	20.7%
%H (All HH)		96.9%	48.4%	19.1%	71.0%	41.2%	29.8%	89.5%
%H (TV HH)			50.0%	19.7%	73.3%	42.6%	30.7%	
45 - 54	594	580	263	113	465	257	208	508
%V	19.8%	20.0%	22.0%	23.0%	20.3%	23.6%	17.3%	22.8%
%H (All HH)		97.6%	44.3%	19.0%	78.3%	43.3%	35.0%	85.5%
%H (TV HH)			45.3%	19.5%	80.2%	44.3%	35.9%	
55 - 64	494	478	204	88	380	194	186	387
%V	16.5%	16.5%	17.1%	17.9%	16.6%	17.8%	15.4%	17.4%
%H (All HH)		96.8%	41.3%	17.8%	76.9%	39.3%	37.7%	78.3%
%H (TV HH)			42.7%	18.4%	79.5%	40.6%	38.9%	
65 +	788	769	215	92	678	218	459	370
%V	26.3%	26.6%	18.0%	18.7%	29.6%	20.0%	38.1%	16.6%
%H (All HH)		97.6%	27.3%	11.7%	86.0%	27.7%	58.2%	47.0%
%H (TV HH)			28.0%	12.0%	88.2%	28.3%	59.7%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
1	971	917	235	116	782	224	559	486
%V	32.4%	31.7%	19.6%	23.6%	34.1%	20.6%	46.4%	21.9%
%H (All HH)		94.4%	24.2%	11.9%	80.5%	23.1%	57.6%	50.1%
%H (TV HH)			25.6%	12.6%	85.3%	24.4%	61.0%	
2	1004	981	431	163	776	389	387	812
%V	33.5%	33.9%	36.0%	33.1%	33.9%	35.8%	32.1%	36.5%
%H (All HH)		97.7%	42.9%	16.2%	77.3%	38.7%	38.5%	80.9%
%H (TV HH)			43.9%	16.6%	79.1%	39.7%	39.4%	
3	461	450	226	96	335	207	128	408
%V	15.4%	15.5%	18.9%	19.5%	14.6%	19.0%	10.6%	18.3%
%H (All HH)		97.6%	49.0%	20.8%	72.7%	44.9%	27.8%	88.5%
%H (TV HH)			50.2%	21.3%	74.4%	46.0%	28.4%	
4	378	369	207	78	275	188	87	351
%V	12.6%	12.7%	17.3%	15.9%	12.0%	17.3%	7.2%	15.8%
%H (All HH)		97.6%	54.8%	20.6%	72.8%	49.7%	23.0%	92.9%
%H (TV HH)			56.1%	21.1%	74.5%	50.9%	23.6%	
5+	183	178	98	40	124	81	44	166
%V	6.1%	6.1%	8.2%	8.1%	5.4%	7.4%	3.7%	7.5%
%H (All HH)		97.3%	53.6%	21.9%	67.8%	44.3%	24.0%	90.7%
%H (TV HH)			55.1%	22.5%	69.7%	45.5%	24.7%	
Average HH size	2.30	2.31	2.63	2.56	2.24	2.60	1.91	2.54

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Without	2228	2142	794	343	1747	748	999	1551
%V	74.4%	74.0%	66.4%	69.7%	76.2%	68.8%	83.0%	69.7%
%H (All HH)		96.1%	35.6%	15.4%	78.4%	33.6%	44.8%	69.6%
%H (TV HH)			37.1%	16.0%	81.6%	34.9%	46.6%	
With	768	753	403	149	545	340	205	673
%V	25.6%	26.0%	33.7%	30.3%	23.8%	31.3%	17.0%	30.3%
%H (All HH)		98.0%	52.5%	19.4%	71.0%	44.3%	26.7%	87.6%
%H (TV HH)			53.5%	19.8%	72.4%	45.2%	27.2%	
0 - 3	300	292	147	54	202	111	91	243
%V	10.0%	10.1%	12.3%	11.0%	8.8%	10.2%	7.6%	10.9%
%H (All HH)		97.3%	49.0%	18.0%	67.3%	37.0%	30.3%	81.0%
%H (TV HH)			50.3%	18.5%	69.2%	38.0%	31.2%	
4 - 9	376	368	199	73	259	162	97	328
%V	12.6%	12.7%	16.6%	14.8%	11.3%	14.9%	8.1%	14.7%
%H (All HH)		97.9%	52.9%	19.4%	68.9%	43.1%	25.8%	87.2%
%H (TV HH)			54.1%	19.8%	70.4%	44.0%	26.4%	
10 - 15	353	346	191	77	253	172	81	327
%V	11.8%	12.0%	16.0%	15.7%	11.0%	15.8%	6.7%	14.7%
%H (All HH)		98.0%	54.1%	21.8%	71.7%	48.7%	22.9%	92.6%
%H (TV HH)			55.2%	22.3%	73.1%	49.7%	23.4%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
1	1123	1123	342	154	827	214	613	685
%V	37.5%	38.8%	28.6%	31.3%	36.1%	19.7%	50.9%	30.8%
%H (All HH)		100.0%	30.5%	13.7%	73.6%	19.1%	54.6%	61.0%
%H (TV HH)			30.5%	13.7%	73.6%	19.1%	54.6%	
2	1016	1016	447	186	827	439	387	791
%V	33.9%	35.1%	37.4%	37.8%	36.1%	40.3%	32.1%	35.6%
%H (All HH)		100.0%	44.0%	18.3%	81.4%	43.2%	38.1%	77.9%
%H (TV HH)			44.0%	18.3%	81.4%	43.2%	38.1%	
3	452	452	233	88	374	240	134	402
%V	15.1%	15.6%	19.5%	17.9%	16.3%	22.1%	11.1%	18.1%
%H (All HH)		100.0%	51.5%	19.5%	82.7%	53.1%	29.6%	88.9%
%H (TV HH)			51.5%	19.5%	82.7%	53.1%	29.6%	
4	206	206	114	44	179	127	52	192
%V	6.9%	7.1%	9.5%	8.9%	7.8%	11.7%	4.3%	8.6%
%H (All HH)		100.0%	55.3%	21.4%	86.9%	61.7%	25.2%	93.2%
%H (TV HH)			55.3%	21.4%	86.9%	61.7%	25.2%	
5+	99	99	61	21	86	68	18	96
%V	3.3%	3.4%	5.1%	4.3%	3.8%	6.3%	1.5%	4.3%
%H (All HH)		100.0%	61.6%	21.2%	86.9%	68.7%	18.2%	97.0%
%H (TV HH)			61.6%	21.2%	86.9%	68.7%	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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Under 20"	626	626	272	106	545	293	252	503
%V	20.9%	21.6%	22.7%	21.5%	23.8%	26.9%	20.9%	22.6%
%H (All HH)		100.0%	43.5%	16.9%	87.1%	46.8%	40.3%	80.4%
%H (TV HH)			43.5%	16.9%	87.1%	46.8%	40.3%	
20" - 29"	1068	1068	430	178	896	436	461	805
%V	35.6%	36.9%	36.0%	36.2%	39.1%	40.1%	38.3%	36.2%
%H (All HH)		100.0%	40.3%	16.7%	83.9%	40.8%	43.2%	75.4%
%H (TV HH)			40.3%	16.7%	83.9%	40.8%	43.2%	
30" - 39"	1637	1637	683	279	1341	665	676	1236
%V	54.6%	56.5%	57.1%	56.7%	58.5%	61.1%	56.1%	55.6%
%H (All HH)		100.0%	41.7%	17.0%	81.9%	40.6%	41.3%	75.5%
%H (TV HH)			41.7%	17.0%	81.9%	40.6%	41.3%	
40" and over	1258	1258	666	259	940	597	344	1100
%V	42.0%	43.5%	55.7%	52.6%	41.0%	54.9%	28.6%	49.5%
%H (All HH)		100.0%	52.9%	20.6%	74.7%	47.5%	27.3%	87.4%
%H (TV HH)			52.9%	20.6%	74.7%	47.5%	27.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%V (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Main living room	2862	2862	1188	488	2273	1081	1192	2142
%V	95.5%	98.9%	99.3%	99.2%	99.2%	99.4%	99.0%	96.3%
%H (All HH)		100.0%	41.5%	17.1%	79.4%	37.8%	41.6%	74.8%
%H (TV HH)			41.5%	17.1%	79.4%	37.8%	41.6%	
Kitchen	252	252	134	35	227	142	85	221
%V	8.4%	8.7%	11.2%	7.1%	9.9%	13.1%	7.1%	9.9%
%H (All HH)		100.0%	53.2%	13.9%	90.1%	56.3%	33.7%	87.7%
%H (TV HH)			53.2%	13.9%	90.1%	56.3%	33.7%	
Adult's bedroom	1357	1357	652	264	1125	676	449	1136
%V	45.3%	46.9%	54.5%	53.7%	49.1%	62.1%	37.3%	51.1%
%H (All HH)		100.0%	48.0%	19.5%	82.9%	49.8%	33.1%	83.7%
%H (TV HH)			48.0%	19.5%	82.9%	49.8%	33.1%	
Child's bedroom	281	281	155	61	227	160	67	254
%V	9.4%	9.7%	13.0%	12.4%	9.9%	14.7%	5.6%	11.4%
%H (All HH)		100.0%	55.2%	21.7%	80.8%	56.9%	23.8%	90.4%
%H (TV HH)			55.2%	21.7%	80.8%	56.9%	23.8%	
Other bedroom	162	162	82	38	142	100	42	146
%V	5.4%	5.6%	6.9%	7.7%	6.2%	9.2%	3.5%	6.6%
%H (All HH)		100.0%	50.6%	23.5%	87.7%	61.7%	25.9%	90.1%
%H (TV HH)			50.6%	23.5%	87.7%	61.7%	25.9%	
Second living/dining room	331	331	169	62	281	178	103	288
%V	11.0%	11.4%	14.1%	12.6%	12.3%	16.4%	8.6%	12.9%
%H (All HH)		100.0%	51.1%	18.7%	84.9%	53.8%	31.1%	87.0%
%H (TV HH)			51.1%	18.7%	84.9%	53.8%	31.1%	
Study/office	38	38	21	8	32	23	9	36
%V	1.3%	1.3%	1.8%	1.6%	1.4%	2.1%	0.7%	1.6%
%H (All HH)		100.0%	55.3%	21.1%	84.2%	60.5%	23.7%	94.7%
%H (TV HH)			55.3%	21.1%	84.2%	60.5%	23.7%	
TV room	18	18	10	3	12	8	4	17
%V	0.6%	0.6%	0.8%	0.6%	0.5%	0.7%	0.3%	0.8%
%H (All HH)		100.0%	55.6%	16.7%	66.7%	44.4%	22.2%	94.4%
%H (TV HH)			55.6%	16.7%	66.7%	44.4%	22.2%	
Conservatory	83	83	44	16	72	48	24	78
%V	2.8%	2.9%	3.7%	3.3%	3.1%	4.4%	2.0%	3.5%
%H (All HH)		100.0%	53.0%	19.3%	86.7%	57.8%	28.9%	94.0%
%H (TV HH)			53.0%	19.3%	86.7%	57.8%	28.9%	
Attic or loft room	9	9	4	1	7	3	4	9
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	44.4%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	77.8%	33.3%	44.4%	
No specific location	5	5	2	2	4	2	2	4
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	40.0%	40.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	40.0%	40.0%	
Other	15	15	9	2	12	8	4	13
%V	0.5%	0.5%	0.8%	0.4%	0.5%	0.7%	0.3%	0.6%
%H (All HH)		100.0%	60.0%	13.3%	80.0%	53.3%	26.7%	86.7%
%H (TV HH)			60.0%	13.3%	80.0%	53.3%	26.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Any DSAT provider	1196	1196	1196	22	800	800	0	1047
%V	39.9%	41.3%	100.0%	4.5%	34.9%	73.5%	0.0%	47.1%
%H (All HH)			100.0%	1.8%	66.9%	66.9%	0.0%	87.5%
%H (TV HH)			100.0%	1.8%	66.9%	66.9%	0.0%	
Sky with subcription	1009	1009	1009	14	666	666	0	902
%V	33.7%	34.9%	84.4%	2.8%	29.1%	61.2%	0.0%	40.6%
%H (All HH)			100.0%	1.4%	66.0%	66.0%	0.0%	89.4%
%H (TV HH)			100.0%	1.4%	66.0%	66.0%	0.0%	
Sky without subcription	88	88	88	3	62	62	0	62
%V	2.9%	3.0%	7.4%	0.6%	2.7%	5.7%	0.0%	2.8%
%H (All HH)			100.0%	3.4%	70.5%	70.5%	0.0%	70.5%
%H (TV HH)			100.0%	3.4%	70.5%	70.5%	0.0%	
Freesat	97	97	97	4	72	72	0	82
%V	3.2%	3.4%	8.1%	0.8%	3.1%	6.6%	0.0%	3.7%
%H (All HH)			100.0%	4.1%	74.2%	74.2%	0.0%	84.5%
%H (TV HH)			100.0%	4.1%	74.2%	74.2%	0.0%	
Other satellite provider	18	18	18	3	10	10	0	15
%V	0.6%	0.6%	1.5%	0.6%	0.4%	0.9%	0.0%	0.7%
%H (All HH)			100.0%	16.7%	55.6%	55.6%	0.0%	83.3%
%H (TV HH)			100.0%	16.7%	55.6%	55.6%	0.0%	
DCAB	492	492	22	492	304	304	0	427
%V	16.4%	17.0%	1.8%	100.0%	13.3%	27.9%	0.0%	19.2%
%H (All HH)			4.5%	100.0%	61.8%	61.8%	0.0%	86.8%
%H (TV HH)			4.5%	100.0%	61.8%	61.8%	0.0%	
DTT	2292	2292	800	304	2292	1088	1204	1657
%V	76.5%	79.2%	66.9%	61.8%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	34.9%	13.3%	100.0%	47.5%	52.5%	72.3%
%H (TV HH)			34.9%	13.3%	100.0%	47.5%	52.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%H (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
PVR	1775	1775	1032	376	1289	908	381	1556
%V	59.2%	61.3%	86.3%	76.4%	56.2%	83.5%	31.6%	70.0%
%H (All HH)		100.0%	58.1%	21.2%	72.6%	51.2%	21.5%	87.7%
%H (TV HH)			58.1%	21.2%	72.6%	51.2%	21.5%	
DVDR	79	79	35	16	68	39	29	68
%V	2.6%	2.7%	2.9%	3.3%	3.0%	3.6%	2.4%	3.1%
%H (All HH)		100.0%	44.3%	20.3%	86.1%	49.4%	36.7%	86.1%
%H (TV HH)			44.3%	20.3%	86.1%	49.4%	36.7%	
VCR	57	57	18	8	50	19	31	37
%V	1.9%	2.0%	1.5%	1.6%	2.2%	1.7%	2.6%	1.7%
%H (All HH)		100.0%	31.6%	14.0%	87.7%	33.3%	54.4%	64.9%
%H (TV HH)			31.6%	14.0%	87.7%	33.3%	54.4%	
Any recorder	1828	1828	1041	383	1336	917	418	1588
%V	61.0%	63.1%	87.0%	77.8%	58.3%	84.3%	34.7%	71.4%
%H (All HH)		100.0%	56.9%	21.0%	73.1%	50.2%	22.9%	86.9%
%H (TV HH)			56.9%	21.0%	73.1%	50.2%	22.9%	
Receives HDTV (via STB or built-in reception)	1525	1525	811	359	1128	757	371	1336
%V	50.9%	52.7%	67.8%	73.0%	49.2%	69.6%	30.8%	60.1%
%H (All HH)		100.0%	53.2%	23.5%	74.0%	49.6%	24.3%	87.6%
%H (TV HH)			53.2%	23.5%	74.0%	49.6%	24.3%	
DVD/Blu-ray player or recorder	2136	2136	946	393	1685	878	806	1684
%V	71.3%	73.8%	79.1%	79.9%	73.5%	80.7%	66.9%	75.7%
%H (All HH)		100.0%	44.3%	18.4%	78.9%	41.1%	37.7%	78.8%
%H (TV HH)			44.3%	18.4%	78.9%	41.1%	37.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2895	1196	492	2292	1088	1204	2224
%V (All HH)		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%
%H (TV HH)			41.3%	17.0%	79.2%	37.6%	41.6%	
Has broadband internet	2224	2166	1047	427	1657	963	694	2224
%V	74.2%	74.8%	87.5%	86.8%	72.3%	88.5%	57.6%	100.0%
%H (All HH)		97.4%	47.1%	19.2%	74.5%	43.3%	31.2%	100.0%
%H (TV HH)			48.3%	19.7%	76.5%	44.5%	32.0%	
Number of computers (PCs and laptops)								
0	706	668	143	65	573	117	456	46
%V	23.6%	23.1%	12.0%	13.2%	25.0%	10.8%	37.9%	2.1%
%H (All HH)		94.6%	20.3%	9.2%	81.2%	16.6%	64.6%	6.5%
%H (TV HH)			21.4%	9.7%	85.8%	17.5%	68.3%	
1	1102	1067	443	192	845	411	434	1016
%V	36.8%	36.9%	37.0%	39.0%	36.9%	37.8%	36.0%	45.7%
%H (All HH)		96.8%	40.2%	17.4%	76.7%	37.3%	39.4%	92.2%
%H (TV HH)			41.5%	18.0%	79.2%	38.5%	40.7%	
2	581	566	279	117	426	255	171	564
%V	19.4%	19.6%	23.3%	23.8%	18.6%	23.4%	14.2%	25.4%
%H (All HH)		97.4%	48.0%	20.1%	73.3%	43.9%	29.4%	97.1%
%H (TV HH)			49.3%	20.7%	75.3%	45.1%	30.2%	
3	308	301	163	59	226	147	80	303
%V	10.3%	10.4%	13.6%	12.0%	9.9%	13.5%	6.6%	13.6%
%H (All HH)		97.7%	52.9%	19.2%	73.4%	47.7%	26.0%	98.4%
%H (TV HH)			54.2%	19.6%	75.1%	48.8%	26.6%	
4	149	147	81	29	112	76	36	148
%V	5.0%	5.1%	6.8%	5.9%	4.9%	7.0%	3.0%	6.7%
%H (All HH)		98.7%	54.4%	19.5%	75.2%	51.0%	24.2%	99.3%
%H (TV HH)			55.1%	19.7%	76.2%	51.7%	24.5%	
5+	149	145	87	30	110	81	28	147
%V	5.0%	5.0%	7.3%	6.1%	4.8%	7.4%	2.3%	6.6%
%H (All HH)		97.3%	58.4%	20.1%	73.8%	54.4%	18.8%	98.7%
%H (TV HH)			60.0%	20.7%	75.9%	55.9%	19.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5872	2727	1075	4789	2697	2092	4765
%H		46.4%	18.3%	81.6%	45.9%	35.6%	81.1%
Under 20"	802	363	135	701	390	311	657
%V	13.7%	13.3%	12.6%	14.6%	14.5%	14.9%	13.8%
%H		45.3%	16.8%	87.4%	48.6%	38.8%	81.9%
20" - 29"	1378	581	235	1175	610	565	1070
%V	23.5%	21.3%	21.9%	24.5%	22.6%	27.0%	22.5%
%H		42.2%	17.1%	85.3%	44.3%	41.0%	77.6%
30" - 39"	1982	861	351	1635	864	772	1544
%V	33.8%	31.6%	32.7%	34.1%	32.0%	36.9%	32.4%
%H		43.4%	17.7%	82.5%	43.6%	39.0%	77.9%
40" and over	1503	826	315	1120	743	377	1336
%V	25.6%	30.3%	29.3%	23.4%	27.5%	18.0%	28.0%
%H		55.0%	21.0%	74.5%	49.4%	25.1%	88.9%
Don't know	125	51	26	103	56	47	94
%V	2.1%	1.9%	2.4%	2.2%	2.1%	2.2%	2.0%
%H		40.8%	20.8%	82.4%	44.8%	37.6%	75.2%
Not Asked	82	45	13	55	34	20	64
%V	1.4%	1.7%	1.2%	1.1%	1.3%	1.0%	1.3%
%H		54.9%	15.9%	67.1%	41.5%	24.4%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5872	2727	1075	4789	2697	2092	4765
%H		46.4%	18.3%	81.6%	45.9%	35.6%	81.1%
Main living room	2869	1191	490	2278	1084	1194	2148
%V	48.9%	43.7%	45.6%	47.6%	40.2%	57.1%	45.1%
%H		41.5%	17.1%	79.4%	37.8%	41.6%	74.9%
Kitchen	253	135	35	228	143	85	222
%V	4.3%	5.0%	3.3%	4.8%	5.3%	4.1%	4.7%
%H		53.4%	13.8%	90.1%	56.5%	33.6%	87.7%
Adult's bedroom	1604	790	322	1334	831	502	1370
%V	27.3%	29.0%	30.0%	27.9%	30.8%	24.0%	28.8%
%H		49.3%	20.1%	83.2%	51.8%	31.3%	85.4%
Child's bedroom	373	206	79	303	214	90	341
%V	6.4%	7.6%	7.3%	6.3%	7.9%	4.3%	7.2%
%H		55.2%	21.2%	81.2%	57.4%	24.1%	91.4%
Other bedroom	187	97	41	166	117	49	167
%V	3.2%	3.6%	3.8%	3.5%	4.3%	2.3%	3.5%
%H		51.9%	21.9%	88.8%	62.6%	26.2%	89.3%
Second living/dining room	335	170	63	285	181	104	292
%V	5.7%	6.2%	5.9%	6.0%	6.7%	5.0%	6.1%
%H		50.7%	18.8%	85.1%	54.0%	31.0%	87.2%
Study/office	39	22	8	32	23	9	37
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.4%	0.8%
%H		56.4%	20.5%	82.1%	59.0%	23.1%	94.9%
TV room	18	11	3	12	8	4	18
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		61.1%	16.7%	66.7%	44.4%	22.2%	100.0%
Conservatory	83	44	16	72	48	24	78
%V	1.4%	1.6%	1.5%	1.5%	1.8%	1.1%	1.6%
%H		53.0%	19.3%	86.7%	57.8%	28.9%	94.0%
Attic or loft room	9	4	1	7	3	4	9
%V	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	100.0%
No specific location	6	2	2	5	2	3	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	33.3%	50.0%	83.3%
Other	16	10	2	13	9	4	14
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		62.5%	12.5%	81.3%	56.3%	25.0%	87.5%
Not Asked	82	45	13	55	34	20	64
%V	1.4%	1.7%	1.2%	1.1%	1.3%	1.0%	1.3%
%H		54.9%	15.9%	67.1%	41.5%	24.4%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5872	2727	1075	4789	2697	2092	4765
%H		46.4%	18.3%	81.6%	45.9%	35.6%	81.1%
PVR	2353	1408	533	1641	1207	435	2105
%V	40.1%	51.6%	49.6%	34.3%	44.8%	20.8%	44.2%
%H		59.8%	22.7%	69.7%	51.3%	18.5%	89.5%
DVDR	87	38	18	74	43	31	75
%V	1.5%	1.4%	1.7%	1.5%	1.6%	1.5%	1.6%
%H		43.7%	20.7%	85.1%	49.4%	35.6%	86.2%
VCR	59	18	9	51	19	32	38
%V	1.0%	0.7%	0.8%	1.1%	0.7%	1.5%	0.8%
%H		30.5%	15.3%	86.4%	32.2%	54.2%	64.4%
Any recorder	2424	1427	542	1705	1227	478	2151
%V	41.3%	52.3%	50.4%	35.6%	45.5%	22.8%	45.1%
%H		58.9%	22.4%	70.3%	50.6%	19.7%	88.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5872	2727	1075	4789	2697	2092	4765
%H		46.4%	18.3%	81.6%	45.9%	35.6%	81.1%
Receives HDTV (via STB or built-in reception)	2174	1166	539	1598	1104	494	1942
%V	37.0%	42.8%	50.1%	33.4%	40.9%	23.6%	40.8%
%H		53.6%	24.8%	73.5%	50.8%	22.7%	89.3%
DVD/Blu-ray player or recorder	3145	1495	602	2532	1465	1067	2612
%V	53.6%	54.8%	56.0%	52.9%	54.3%	51.0%	54.8%
%H		47.5%	19.1%	80.5%	46.6%	33.9%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2888	1196	492	2291	1088	1203	2162
%H		41.4%	17.0%	79.3%	37.7%	41.7%	74.9%
Under 20"	53	10	6	45	7	38	31
%V	1.8%	0.8%	1.2%	2.0%	0.6%	3.2%	1.4%
%H		18.9%	11.3%	84.9%	13.2%	71.7%	58.5%
20" - 29"	365	84	42	308	72	235	193
%V	12.6%	7.0%	8.5%	13.4%	6.6%	19.5%	8.9%
%H		23.0%	11.5%	84.4%	19.7%	64.4%	52.9%
30" - 39"	1208	437	188	997	419	578	850
%V	41.8%	36.5%	38.2%	43.5%	38.5%	48.0%	39.3%
%H		36.2%	15.6%	82.5%	34.7%	47.8%	70.4%
40" and over	1210	647	247	902	575	327	1056
%V	41.9%	54.1%	50.2%	39.4%	52.8%	27.2%	48.8%
%H		53.5%	20.4%	74.5%	47.5%	27.0%	87.3%
Don't know	51	18	9	40	15	25	33
%V	1.8%	1.5%	1.8%	1.7%	1.4%	2.1%	1.5%
%H		35.3%	17.6%	78.4%	29.4%	49.0%	64.7%
Not Asked	1	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2888	1196	492	2291	1088	1203	2162
%H		41.4%	17.0%	79.3%	37.7%	41.7%	74.9%
PVR	1738	1018	368	1256	890	365	1524
%V	60.2%	85.1%	74.8%	54.8%	81.8%	30.3%	70.5%
%H		58.6%	21.2%	72.3%	51.2%	21.0%	87.7%
DVDR	65	25	14	55	29	25	54
%V	2.3%	2.1%	2.8%	2.4%	2.7%	2.1%	2.5%
%H		38.5%	21.5%	84.6%	44.6%	38.5%	83.1%
VCR	44	13	6	38	13	25	27
%V	1.5%	1.1%	1.2%	1.7%	1.2%	2.1%	1.2%
%H		29.5%	13.6%	86.4%	29.5%	56.8%	61.4%
Any recorder	1788	1027	375	1299	899	400	1554
%V	61.9%	85.9%	76.2%	56.7%	82.6%	33.3%	71.9%
%H		57.4%	21.0%	72.7%	50.3%	22.4%	86.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2888	1196	492	2291	1088	1203	2162
%H		41.4%	17.0%	79.3%	37.7%	41.7%	74.9%
Receives HDTV (via STB or built-in reception)	1482	790	353	1091	737	354	1297
%V	51.3%	66.1%	71.7%	47.6%	67.7%	29.4%	60.0%
%H		53.3%	23.8%	73.6%	49.7%	23.9%	87.5%
DVD/Blu-ray player or recorder	1974	868	361	1550	795	754	1553
%V	68.4%	72.6%	73.4%	67.7%	73.1%	62.7%	71.8%
%H		44.0%	18.3%	78.5%	40.3%	38.2%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2984	1531	583	2497	1608	889	2603
%H		51.3%	19.5%	83.7%	53.9%	29.8%	87.2%
Under 20"	749	353	129	657	383	273	626
%V	25.1%	23.1%	22.1%	26.3%	23.8%	30.7%	24.0%
%H		47.1%	17.2%	87.7%	51.1%	36.4%	83.6%
20" - 29"	1012	497	192	867	538	329	877
%V	33.9%	32.5%	32.9%	34.7%	33.5%	37.0%	33.7%
%H		49.1%	19.0%	85.7%	53.2%	32.5%	86.7%
30" - 39"	774	424	163	639	445	194	694
%V	25.9%	27.7%	28.0%	25.6%	27.7%	21.8%	26.7%
%H		54.8%	21.1%	82.6%	57.5%	25.1%	89.7%
40" and over	294	178	68	218	168	50	280
%V	9.9%	11.6%	11.7%	8.7%	10.4%	5.6%	10.8%
%H		60.5%	23.1%	74.1%	57.1%	17.0%	95.2%
Don't know	74	34	17	63	40	22	61
%V	2.5%	2.2%	2.9%	2.5%	2.5%	2.5%	2.3%
%H		45.9%	23.0%	85.1%	54.1%	29.7%	82.4%
Not Asked	81	45	14	53	34	21	65
%V	2.7%	2.9%	2.4%	2.1%	2.1%	2.4%	2.5%
%H		55.6%	17.3%	65.4%	42.0%	25.9%	80.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2984	1531	583	2497	1608	889	2603
%H		51.3%	19.5%	83.7%	53.9%	29.8%	87.2%
PVR	615	390	165	386	317	69	580
%V	20.6%	25.5%	28.3%	15.5%	19.7%	7.8%	22.3%
%H		63.4%	26.8%	62.8%	51.5%	11.2%	94.3%
DVDR	22	13	4	19	13	6	20
%V	0.7%	0.8%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		59.1%	18.2%	86.4%	59.1%	27.3%	90.9%
VCR	15	5	3	14	7	7	11
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.8%	0.4%
%H		33.3%	20.0%	93.3%	46.7%	46.7%	73.3%
Any recorder	636	400	168	406	328	77	597
%V	21.3%	26.1%	28.8%	16.3%	20.4%	8.7%	22.9%
%H		62.9%	26.4%	63.8%	51.6%	12.1%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2984	1531	583	2497	1608	889	2603
%H		51.3%	19.5%	83.7%	53.9%	29.8%	87.2%
Receives HDTV (via STB or built-in reception)	693	376	186	507	367	140	645
%V	23.2%	24.6%	31.9%	20.3%	22.8%	15.7%	24.8%
%H		54.3%	26.8%	73.2%	53.0%	20.2%	93.1%
DVD/Blu-ray player or recorder	1171	627	241	982	670	312	1059
%V	39.2%	41.0%	41.3%	39.3%	41.7%	35.1%	40.7%
%H		53.5%	20.6%	83.9%	57.2%	26.6%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6873	6679	3139	1261	5118	2821	2297	5643
%H		97.2%	45.7%	18.3%	74.5%	41.0%	33.4%	82.1%
Total Children	1328	1299	697	272	916	576	340	1163
%V	19.3%	19.4%	22.2%	21.6%	17.9%	20.4%	14.8%	20.6%
%H		97.8%	52.5%	20.5%	69.0%	43.4%	25.6%	87.6%
0 - 3	357	347	175	67	236	131	105	288
%V	5.2%	5.2%	5.6%	5.3%	4.6%	4.6%	4.6%	5.1%
%H		97.2%	49.0%	18.8%	66.1%	36.7%	29.4%	80.7%
4 - 15	971	952	522	205	681	445	235	875
%V	14.1%	14.3%	16.6%	16.3%	13.3%	15.8%	10.2%	15.5%
%H		98.0%	53.8%	21.1%	70.1%	45.8%	24.2%	90.1%
4 - 9	509	498	273	105	353	228	125	447
%V	7.4%	7.5%	8.7%	8.3%	6.9%	8.1%	5.4%	7.9%
%H		97.8%	53.6%	20.6%	69.4%	44.8%	24.6%	87.8%
10 - 15	463	454	249	100	328	217	110	428
%V	6.7%	6.8%	7.9%	7.9%	6.4%	7.7%	4.8%	7.6%
%H		98.1%	53.8%	21.6%	70.8%	46.9%	23.8%	92.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6873	6679	3139	1261	5118	2821	2297	5643
%H		97.2%	45.7%	18.3%	74.5%	41.0%	33.4%	82.1%
Total Adults (16+)	5544	5379	2442	989	4201	2245	1956	4479
%V	80.7%	80.5%	77.8%	78.4%	82.1%	79.6%	85.2%	79.4%
%H		97.0%	44.0%	17.8%	75.8%	40.5%	35.3%	80.8%
16 - 19	313	308	160	64	242	159	83	286
%V	4.6%	4.6%	5.1%	5.1%	4.7%	5.6%	3.6%	5.1%
%H		98.4%	51.1%	20.4%	77.3%	50.8%	26.5%	91.4%
20 - 24	473	448	200	85	340	181	158	399
%V	6.9%	6.7%	6.4%	6.7%	6.6%	6.4%	6.9%	7.1%
%H		94.7%	42.3%	18.0%	71.9%	38.3%	33.4%	84.4%
25 - 34	916	871	451	174	613	366	247	810
%V	13.3%	13.0%	14.4%	13.8%	12.0%	13.0%	10.8%	14.4%
%H		95.1%	49.2%	19.0%	66.9%	40.0%	27.0%	88.4%
35 - 44	883	857	434	179	623	374	249	798
%V	12.8%	12.8%	13.8%	14.2%	12.2%	13.3%	10.8%	14.1%
%H		97.1%	49.2%	20.3%	70.6%	42.4%	28.2%	90.4%
45 - 54	992	974	471	192	772	453	318	877
%V	14.4%	14.6%	15.0%	15.2%	15.1%	16.1%	13.8%	15.5%
%H		98.2%	47.5%	19.4%	77.8%	45.7%	32.1%	88.4%
55 - 64	807	788	358	152	624	344	280	670
%V	11.7%	11.8%	11.4%	12.1%	12.2%	12.2%	12.2%	11.9%
%H		97.6%	44.4%	18.8%	77.3%	42.6%	34.7%	83.0%
65+	1160	1134	367	145	988	368	620	640
%V	16.9%	17.0%	11.7%	11.5%	19.3%	13.0%	27.0%	11.3%
%H		97.8%	31.6%	12.5%	85.2%	31.7%	53.4%	55.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5544	5379	2442	989	4201	2245	1956	4479
%H		97.0%	44.0%	17.8%	75.8%	40.5%	35.3%	80.8%
AB	1262	1228	632	198	965	561	404	1188
%V	22.8%	22.8%	25.9%	20.0%	23.0%	25.0%	20.7%	26.5%
%H		97.3%	50.1%	15.7%	76.5%	44.5%	32.0%	94.1%
C1	1607	1555	765	274	1172	660	511	1396
%V	29.0%	28.9%	31.3%	27.7%	27.9%	29.4%	26.1%	31.2%
%H		96.8%	47.6%	17.1%	72.9%	41.1%	31.8%	86.9%
C2	1180	1156	532	236	918	524	394	960
%V	21.3%	21.5%	21.8%	23.9%	21.9%	23.3%	20.1%	21.4%
%H		98.0%	45.1%	20.0%	77.8%	44.4%	33.4%	81.4%
D	878	850	343	201	647	344	303	648
%V	15.8%	15.8%	14.0%	20.3%	15.4%	15.3%	15.5%	14.5%
%H		96.8%	39.1%	22.9%	73.7%	39.2%	34.5%	73.8%
E	617	590	169	80	500	155	344	288
%V	11.1%	11.0%	6.9%	8.1%	11.9%	6.9%	17.6%	6.4%
%H		95.6%	27.4%	13.0%	81.0%	25.1%	55.8%	46.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5544	5379	2442	989	4201	2245	1956	4479
%H		97.0%	44.0%	17.8%	75.8%	40.5%	35.3%	80.8%
Working full time	2479	2419	1232	488	1831	1122	709	2282
%V	44.7%	45.0%	50.5%	49.3%	43.6%	50.0%	36.2%	50.9%
%H		97.6%	49.7%	19.7%	73.9%	45.3%	28.6%	92.1%
Working part time	526	515	256	102	382	225	158	468
%V	9.5%	9.6%	10.5%	10.3%	9.1%	10.0%	8.1%	10.4%
%H		97.9%	48.7%	19.4%	72.6%	42.8%	30.0%	89.0%
Not working	2539	2445	954	399	1988	898	1089	1729
%V	45.8%	45.5%	39.1%	40.3%	47.3%	40.0%	55.7%	38.6%
%H		96.3%	37.6%	15.7%	78.3%	35.4%	42.9%	68.1%
Housewife/Houseperson	2996	2895	1196	492	2292	1088	1204	2224
%V	54.0%	53.8%	49.0%	49.7%	54.6%	48.5%	61.6%	49.7%
%H		96.6%	39.9%	16.4%	76.5%	36.3%	40.2%	74.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2593	1209	479	2014	1109	905	2207
%H		96.1%	44.8%	17.8%	74.7%	41.1%	33.6%	81.8%
16 - 19	159	157	75	30	125	75	50	149
%V	5.9%	6.1%	6.2%	6.3%	6.2%	6.8%	5.5%	6.8%
%H		98.7%	47.2%	18.9%	78.6%	47.2%	31.4%	93.7%
20 - 24	230	214	102	41	164	96	68	201
%V	8.5%	8.3%	8.4%	8.6%	8.1%	8.7%	7.5%	9.1%
%H		93.0%	44.3%	17.8%	71.3%	41.7%	29.6%	87.4%
25 - 34	456	427	225	82	302	182	121	406
%V	16.9%	16.5%	18.6%	17.1%	15.0%	16.4%	13.4%	18.4%
%H		93.6%	49.3%	18.0%	66.2%	39.9%	26.5%	89.0%
35 - 44	434	419	204	93	300	178	122	384
%V	16.1%	16.2%	16.9%	19.4%	14.9%	16.1%	13.5%	17.4%
%H		96.5%	47.0%	21.4%	69.1%	41.0%	28.1%	88.5%
45 - 54	488	474	232	90	376	221	155	422
%V	18.1%	18.3%	19.2%	18.8%	18.7%	19.9%	17.1%	19.1%
%H		97.1%	47.5%	18.4%	77.0%	45.3%	31.8%	86.5%
55 - 64	399	387	176	75	306	170	137	321
%V	14.8%	14.9%	14.6%	15.7%	15.2%	15.3%	15.1%	14.5%
%H		97.0%	44.1%	18.8%	76.7%	42.6%	34.3%	80.5%
65+	532	515	193	68	440	188	253	325
%V	19.7%	19.9%	16.0%	14.2%	21.8%	17.0%	28.0%	14.7%
%H		96.8%	36.3%	12.8%	82.7%	35.3%	47.6%	61.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2593	1209	479	2014	1109	905	2207
%H		96.1%	44.8%	17.8%	74.7%	41.1%	33.6%	81.8%
AB	632	614	316	99	486	286	200	596
%V	23.4%	23.7%	26.1%	20.7%	24.1%	25.8%	22.1%	27.0%
%H		97.2%	50.0%	15.7%	76.9%	45.3%	31.6%	94.3%
C1	746	715	369	127	530	316	214	665
%V	27.7%	27.6%	30.5%	26.5%	26.3%	28.5%	23.6%	30.1%
%H		95.8%	49.5%	17.0%	71.0%	42.4%	28.7%	89.1%
C2	633	618	281	128	489	277	212	508
%V	23.5%	23.8%	23.2%	26.7%	24.3%	25.0%	23.4%	23.0%
%H		97.6%	44.4%	20.2%	77.3%	43.8%	33.5%	80.3%
D	415	397	169	94	296	165	131	313
%V	15.4%	15.3%	14.0%	19.6%	14.7%	14.9%	14.5%	14.2%
%H		95.7%	40.7%	22.7%	71.3%	39.8%	31.6%	75.4%
E	270	250	73	30	213	65	148	125
%V	10.0%	9.6%	6.0%	6.3%	10.6%	5.9%	16.4%	5.7%
%H		92.6%	27.0%	11.1%	78.9%	24.1%	54.8%	46.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2697	2593	1209	479	2014	1109	905	2207
%H		96.1%	44.8%	17.8%	74.7%	41.1%	33.6%	81.8%
Working full time	1488	1442	745	292	1086	676	410	1363
%V	55.2%	55.6%	61.6%	61.0%	53.9%	61.0%	45.3%	61.8%
%H		96.9%	50.1%	19.6%	73.0%	45.4%	27.6%	91.6%
Working part time	127	125	57	24	88	43	45	110
%V	4.7%	4.8%	4.7%	5.0%	4.4%	3.9%	5.0%	5.0%
%H		98.4%	44.9%	18.9%	69.3%	33.9%	35.4%	86.6%
Not working	1081	1026	407	164	839	390	450	734
%V	40.1%	39.6%	33.7%	34.2%	41.7%	35.2%	49.7%	33.3%
%H		94.9%	37.7%	15.2%	77.6%	36.1%	41.6%	67.9%
Housewife/Houseperson	649	598	217	84	478	189	289	391
%V	24.1%	23.1%	17.9%	17.5%	23.7%	17.0%	31.9%	17.7%
%H		92.1%	33.4%	12.9%	73.7%	29.1%	44.5%	60.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2787	1233	510	2187	1136	1051	2272
%H		97.9%	43.3%	17.9%	76.8%	39.9%	36.9%	79.8%
16 - 19	154	151	85	34	117	84	33	138
%V	5.4%	5.4%	6.9%	6.7%	5.3%	7.4%	3.1%	6.1%
%H		98.1%	55.2%	22.1%	76.0%	54.5%	21.4%	89.6%
20 - 24	244	234	98	44	176	85	91	198
%V	8.6%	8.4%	7.9%	8.6%	8.0%	7.5%	8.7%	8.7%
%H		95.9%	40.2%	18.0%	72.1%	34.8%	37.3%	81.1%
25 - 34	460	444	226	92	311	184	127	404
%V	16.2%	15.9%	18.3%	18.0%	14.2%	16.2%	12.1%	17.8%
%H		96.5%	49.1%	20.0%	67.6%	40.0%	27.6%	87.8%
35 - 44	448	438	229	85	322	196	126	414
%V	15.7%	15.7%	18.6%	16.7%	14.7%	17.3%	12.0%	18.2%
%H		97.8%	51.1%	19.0%	71.9%	43.8%	28.1%	92.4%
45 - 54	504	500	239	102	396	232	164	454
%V	17.7%	17.9%	19.4%	20.0%	18.1%	20.4%	15.6%	20.0%
%H		99.2%	47.4%	20.2%	78.6%	46.0%	32.5%	90.1%
55 - 64	409	401	182	77	318	174	143	349
%V	14.4%	14.4%	14.8%	15.1%	14.5%	15.3%	13.6%	15.4%
%H		98.0%	44.5%	18.8%	77.8%	42.5%	35.0%	85.3%
65+	629	619	174	76	548	180	367	315
%V	22.1%	22.2%	14.1%	14.9%	25.1%	15.8%	34.9%	13.9%
%H		98.4%	27.7%	12.1%	87.1%	28.6%	58.3%	50.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2787	1233	510	2187	1136	1051	2272
%H		97.9%	43.3%	17.9%	76.8%	39.9%	36.9%	79.8%
AB	630	614	315	98	479	275	204	591
%V	22.1%	22.0%	25.5%	19.2%	21.9%	24.2%	19.4%	26.0%
%H		97.5%	50.0%	15.6%	76.0%	43.7%	32.4%	93.8%
C1	860	841	397	147	642	345	297	731
%V	30.2%	30.2%	32.2%	28.8%	29.4%	30.4%	28.3%	32.2%
%H		97.8%	46.2%	17.1%	74.7%	40.1%	34.5%	85.0%
C2	547	539	252	108	429	247	182	452
%V	19.2%	19.3%	20.4%	21.2%	19.6%	21.7%	17.3%	19.9%
%H		98.5%	46.1%	19.7%	78.4%	45.2%	33.3%	82.6%
D	463	453	174	106	351	180	172	335
%V	16.3%	16.3%	14.1%	20.8%	16.0%	15.8%	16.4%	14.7%
%H		97.8%	37.6%	22.9%	75.8%	38.9%	37.1%	72.4%
E	347	340	96	50	287	90	197	162
%V	12.2%	12.2%	7.8%	9.8%	13.1%	7.9%	18.7%	7.1%
%H		98.0%	27.7%	14.4%	82.7%	25.9%	56.8%	46.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2787	1233	510	2187	1136	1051	2272
%H		97.9%	43.3%	17.9%	76.8%	39.9%	36.9%	79.8%
Working full time	991	978	487	196	745	446	299	918
%V	34.8%	35.1%	39.5%	38.4%	34.1%	39.3%	28.4%	40.4%
%H		98.7%	49.1%	19.8%	75.2%	45.0%	30.2%	92.6%
Working part time	398	390	199	78	294	181	113	359
%V	14.0%	14.0%	16.1%	15.3%	13.4%	15.9%	10.8%	15.8%
%H		98.0%	50.0%	19.6%	73.9%	45.5%	28.4%	90.2%
Not working	1458	1419	547	236	1148	509	640	995
%V	51.2%	50.9%	44.4%	46.3%	52.5%	44.8%	60.9%	43.8%
%H		97.3%	37.5%	16.2%	78.7%	34.9%	43.9%	68.2%
Housewife/Houseperson	2347	2298	980	408	1814	900	914	1833
%V	82.4%	82.5%	79.5%	80.0%	82.9%	79.2%	87.0%	80.7%
%H		97.9%	41.8%	17.4%	77.3%	38.3%	38.9%	78.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
AB	561	545	259	67	415	199	217	505
%V	20.5%	20.5%	22.4%	20.0%	19.8%	21.3%	18.6%	25.4%
%H (All HH)		97.1%	46.2%	11.9%	74.0%	35.5%	38.7%	90.0%
%H (TV HH)			47.5%	12.3%	76.1%	36.5%	39.8%	
C1	693	672	297	91	542	254	288	562
%V	25.3%	25.3%	25.7%	27.2%	25.8%	27.2%	24.7%	28.3%
%H (All HH)		97.0%	42.9%	13.1%	78.2%	36.7%	41.6%	81.1%
%H (TV HH)			44.2%	13.5%	80.7%	37.8%	42.9%	
C2	627	617	288	84	489	242	248	470
%V	22.9%	23.2%	24.9%	25.1%	23.3%	25.9%	21.3%	23.7%
%H (All HH)		98.4%	45.9%	13.4%	78.0%	38.6%	39.6%	75.0%
%H (TV HH)			46.7%	13.6%	79.3%	39.2%	40.2%	
D	467	453	195	63	346	153	193	298
%V	17.1%	17.1%	16.9%	18.8%	16.5%	16.4%	16.6%	15.0%
%H (All HH)		97.0%	41.8%	13.5%	74.1%	32.8%	41.3%	63.8%
%H (TV HH)			43.0%	13.9%	76.4%	33.8%	42.6%	
E	385	369	117	31	305	86	219	150
%V	14.1%	13.9%	10.1%	9.3%	14.5%	9.2%	18.8%	7.6%
%H (All HH)		95.8%	30.4%	8.1%	79.2%	22.3%	56.9%	39.0%
%H (TV HH)			31.7%	8.4%	82.7%	23.3%	59.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Under 25	139	126	49	14	89	30	60	102
%V	5.1%	4.7%	4.2%	4.2%	4.2%	3.2%	5.2%	5.1%
%H (All HH)		90.6%	35.3%	10.1%	64.0%	21.6%	43.2%	73.4%
%H (TV HH)			38.9%	11.1%	70.6%	23.8%	47.6%	
25 - 34	418	399	223	56	278	164	114	351
%V	15.3%	15.0%	19.3%	16.7%	13.3%	17.6%	9.8%	17.7%
%H (All HH)		95.5%	53.3%	13.4%	66.5%	39.2%	27.3%	84.0%
%H (TV HH)			55.9%	14.0%	69.7%	41.1%	28.6%	
35 - 44	461	450	242	70	322	183	138	399
%V	16.9%	16.9%	20.9%	20.9%	15.3%	19.6%	11.9%	20.1%
%H (All HH)		97.6%	52.5%	15.2%	69.8%	39.7%	29.9%	86.6%
%H (TV HH)			53.8%	15.6%	71.6%	40.7%	30.7%	
45 - 54	532	519	248	80	411	217	194	456
%V	19.5%	19.5%	21.5%	23.9%	19.6%	23.2%	16.7%	23.0%
%H (All HH)		97.6%	46.6%	15.0%	77.3%	40.8%	36.5%	85.7%
%H (TV HH)			47.8%	15.4%	79.2%	41.8%	37.4%	
55 - 64	447	440	176	62	365	163	203	353
%V	16.3%	16.6%	15.2%	18.5%	17.4%	17.5%	17.4%	17.8%
%H (All HH)		98.4%	39.4%	13.9%	81.7%	36.5%	45.4%	79.0%
%H (TV HH)			40.0%	14.1%	83.0%	37.0%	46.1%	
65 +	738	722	218	52	633	177	456	325
%V	27.0%	27.2%	18.9%	15.5%	30.2%	19.0%	39.2%	16.4%
%H (All HH)		97.8%	29.5%	7.0%	85.8%	24.0%	61.8%	44.0%
%H (TV HH)			30.2%	7.2%	87.7%	24.5%	63.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
1	837	805	224	73	665	157	508	382
%V	30.6%	30.3%	19.4%	21.8%	31.7%	16.8%	43.6%	19.2%
%H (All HH)		96.2%	26.8%	8.7%	79.5%	18.8%	60.7%	45.6%
%H (TV HH)			27.8%	9.1%	82.6%	19.5%	63.1%	
2	975	950	409	117	765	347	419	769
%V	35.7%	35.8%	35.4%	34.9%	36.5%	37.2%	36.0%	38.7%
%H (All HH)		97.4%	41.9%	12.0%	78.5%	35.6%	43.0%	78.9%
%H (TV HH)			43.1%	12.3%	80.5%	36.5%	44.1%	
3	408	393	226	62	300	194	106	358
%V	14.9%	14.8%	19.6%	18.5%	14.3%	20.8%	9.1%	18.0%
%H (All HH)		96.3%	55.4%	15.2%	73.5%	47.5%	26.0%	87.7%
%H (TV HH)			57.5%	15.8%	76.3%	49.4%	27.0%	
4	354	353	208	64	261	174	87	329
%V	12.9%	13.3%	18.0%	19.1%	12.4%	18.6%	7.5%	16.6%
%H (All HH)		99.7%	58.8%	18.1%	73.7%	49.2%	24.6%	92.9%
%H (TV HH)			58.9%	18.1%	73.9%	49.3%	24.6%	
5+	160	156	89	19	107	62	44	147
%V	5.9%	5.9%	7.7%	5.7%	5.1%	6.6%	3.8%	7.4%
%H (All HH)		97.5%	55.6%	11.9%	66.9%	38.8%	27.5%	91.9%
%H (TV HH)			57.1%	12.2%	68.6%	39.7%	28.2%	
Average HH size	2.31	2.32	2.63	2.55	2.25	2.64	1.94	2.58

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Without	2031	1963	757	232	1599	624	975	1368
%V	74.3%	73.9%	65.5%	69.3%	76.2%	66.8%	83.8%	68.9%
%H (All HH)		96.7%	37.3%	11.4%	78.7%	30.7%	48.0%	67.4%
%H (TV HH)			38.6%	11.8%	81.5%	31.8%	49.7%	
With	703	693	399	103	499	310	189	618
%V	25.7%	26.1%	34.5%	30.7%	23.8%	33.2%	16.2%	31.1%
%H (All HH)		98.6%	56.8%	14.7%	71.0%	44.1%	26.9%	87.9%
%H (TV HH)			57.6%	14.9%	72.0%	44.7%	27.3%	
0 - 3	265	262	149	37	179	108	71	223
%V	9.7%	9.9%	12.9%	11.0%	8.5%	11.6%	6.1%	11.2%
%H (All HH)		98.9%	56.2%	14.0%	67.5%	40.8%	26.8%	84.2%
%H (TV HH)			56.9%	14.1%	68.3%	41.2%	27.1%	
4 - 9	342	334	206	41	237	151	86	289
%V	12.5%	12.6%	17.8%	12.2%	11.3%	16.2%	7.4%	14.6%
%H (All HH)		97.7%	60.2%	12.0%	69.3%	44.2%	25.1%	84.5%
%H (TV HH)			61.7%	12.3%	71.0%	45.2%	25.7%	
10 - 15	327	324	183	53	237	149	89	305
%V	12.0%	12.2%	15.8%	15.8%	11.3%	16.0%	7.6%	15.4%
%H (All HH)		99.1%	56.0%	16.2%	72.5%	45.6%	27.2%	93.3%
%H (TV HH)			56.5%	16.4%	73.1%	46.0%	27.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
1	997	997	331	96	730	174	556	598
%V	36.5%	37.5%	28.6%	28.7%	34.8%	18.6%	47.8%	30.1%
%H (All HH)		100.0%	33.2%	9.6%	73.2%	17.5%	55.8%	60.0%
%H (TV HH)			33.2%	9.6%	73.2%	17.5%	55.8%	
2	921	921	410	125	747	357	390	682
%V	33.7%	34.7%	35.5%	37.3%	35.6%	38.2%	33.5%	34.3%
%H (All HH)		100.0%	44.5%	13.6%	81.1%	38.8%	42.3%	74.0%
%H (TV HH)			44.5%	13.6%	81.1%	38.8%	42.3%	
3	453	453	241	68	376	226	150	392
%V	16.6%	17.1%	20.8%	20.3%	17.9%	24.2%	12.9%	19.7%
%H (All HH)		100.0%	53.2%	15.0%	83.0%	49.9%	33.1%	86.5%
%H (TV HH)			53.2%	15.0%	83.0%	49.9%	33.1%	
4	193	193	115	31	165	116	49	182
%V	7.1%	7.3%	9.9%	9.3%	7.9%	12.4%	4.2%	9.2%
%H (All HH)		100.0%	59.6%	16.1%	85.5%	60.1%	25.4%	94.3%
%H (TV HH)			59.6%	16.1%	85.5%	60.1%	25.4%	
5+	92	92	59	15	81	61	19	88
%V	3.4%	3.5%	5.1%	4.5%	3.9%	6.5%	1.6%	4.4%
%H (All HH)		100.0%	64.1%	16.3%	88.0%	66.3%	20.7%	95.7%
%H (TV HH)			64.1%	16.3%	88.0%	66.3%	20.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Under 20"	683	683	286	86	603	291	312	530
%V	25.0%	25.7%	24.7%	25.7%	28.7%	31.2%	26.8%	26.7%
%H (All HH)		100.0%	41.9%	12.6%	88.3%	42.6%	45.7%	77.6%
%H (TV HH)			41.9%	12.6%	88.3%	42.6%	45.7%	
20" - 29"	998	998	416	138	840	390	449	744
%V	36.5%	37.6%	36.0%	41.2%	40.0%	41.8%	38.6%	37.5%
%H (All HH)		100.0%	41.7%	13.8%	84.2%	39.1%	45.0%	74.5%
%H (TV HH)			41.7%	13.8%	84.2%	39.1%	45.0%	
30" - 39"	1460	1460	639	205	1172	546	626	1094
%V	53.4%	55.0%	55.3%	61.2%	55.9%	58.5%	53.8%	55.1%
%H (All HH)		100.0%	43.8%	14.0%	80.3%	37.4%	42.9%	74.9%
%H (TV HH)			43.8%	14.0%	80.3%	37.4%	42.9%	
40" and over	1198	1198	684	155	916	555	361	1001
%V	43.8%	45.1%	59.2%	46.3%	43.7%	59.4%	31.0%	50.4%
%H (All HH)		100.0%	57.1%	12.9%	76.5%	46.3%	30.1%	83.6%
%H (TV HH)			57.1%	12.9%	76.5%	46.3%	30.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%V (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Main living room	2619	2619	1148	332	2073	927	1146	1917
%V	95.8%	98.6%	99.3%	99.1%	98.8%	99.3%	98.5%	96.5%
%H (All HH)		100.0%	43.8%	12.7%	79.2%	35.4%	43.8%	73.2%
%H (TV HH)			43.8%	12.7%	79.2%	35.4%	43.8%	
Kitchen	332	332	149	44	305	164	140	275
%V	12.1%	12.5%	12.9%	13.1%	14.5%	17.6%	12.0%	13.8%
%H (All HH)		100.0%	44.9%	13.3%	91.9%	49.4%	42.2%	82.8%
%H (TV HH)			44.9%	13.3%	91.9%	49.4%	42.2%	
Adult's bedroom	1197	1197	604	182	991	568	423	979
%V	43.8%	45.1%	52.2%	54.3%	47.2%	60.8%	36.3%	49.3%
%H (All HH)		100.0%	50.5%	15.2%	82.8%	47.5%	35.3%	81.8%
%H (TV HH)			50.5%	15.2%	82.8%	47.5%	35.3%	
Child's bedroom	281	281	174	45	225	162	63	257
%V	10.3%	10.6%	15.1%	13.4%	10.7%	17.3%	5.4%	12.9%
%H (All HH)		100.0%	61.9%	16.0%	80.1%	57.7%	22.4%	91.5%
%H (TV HH)			61.9%	16.0%	80.1%	57.7%	22.4%	
Other bedroom	154	154	77	21	141	83	58	134
%V	5.6%	5.8%	6.7%	6.3%	6.7%	8.9%	5.0%	6.7%
%H (All HH)		100.0%	50.0%	13.6%	91.6%	53.9%	37.7%	87.0%
%H (TV HH)			50.0%	13.6%	91.6%	53.9%	37.7%	
Second living/dining room	243	243	125	34	204	117	87	200
%V	8.9%	9.1%	10.8%	10.1%	9.7%	12.5%	7.5%	10.1%
%H (All HH)		100.0%	51.4%	14.0%	84.0%	48.1%	35.8%	82.3%
%H (TV HH)			51.4%	14.0%	84.0%	48.1%	35.8%	
Study/office	31	31	13	4	26	12	14	29
%V	1.1%	1.2%	1.1%	1.2%	1.2%	1.3%	1.2%	1.5%
%H (All HH)		100.0%	41.9%	12.9%	83.9%	38.7%	45.2%	93.5%
%H (TV HH)			41.9%	12.9%	83.9%	38.7%	45.2%	
TV room	12	12	5	2	9	5	4	11
%V	0.4%	0.5%	0.4%	0.6%	0.4%	0.5%	0.3%	0.6%
%H (All HH)		100.0%	41.7%	16.7%	75.0%	41.7%	33.3%	91.7%
%H (TV HH)			41.7%	16.7%	75.0%	41.7%	33.3%	
Conservatory	100	100	59	17	86	61	25	91
%V	3.7%	3.8%	5.1%	5.1%	4.1%	6.5%	2.1%	4.6%
%H (All HH)		100.0%	59.0%	17.0%	86.0%	61.0%	25.0%	91.0%
%H (TV HH)			59.0%	17.0%	86.0%	61.0%	25.0%	
Attic or loft room	7	7	2	2	6	3	3	7
%V	0.3%	0.3%	0.2%	0.6%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	28.6%	28.6%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			28.6%	28.6%	85.7%	42.9%	42.9%	
No specific location	5	5	1	1	5	2	3	3
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
Other	24	24	12	2	23	12	10	24
%V	0.9%	0.9%	1.0%	0.6%	1.1%	1.3%	0.9%	1.2%
%H (All HH)		100.0%	50.0%	8.3%	95.8%	50.0%	41.7%	100.0%
%H (TV HH)			50.0%	8.3%	95.8%	50.0%	41.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Any DSAT provider	1156	1156	1156	21	761	761	0	973
%V	42.3%	43.5%	100.0%	6.3%	36.3%	81.5%	0.0%	49.0%
%H (All HH)			100.0%	1.8%	65.8%	65.8%	0.0%	84.2%
%H (TV HH)			100.0%	1.8%	65.8%	65.8%	0.0%	
Sky with subcription	967	967	967	11	647	647	0	844
%V	35.4%	36.4%	83.7%	3.3%	30.8%	69.3%	0.0%	42.5%
%H (All HH)			100.0%	1.1%	66.9%	66.9%	0.0%	87.3%
%H (TV HH)			100.0%	1.1%	66.9%	66.9%	0.0%	
Sky without subscription	75	75	75	6	40	40	0	49
%V	2.7%	2.8%	6.5%	1.8%	1.9%	4.3%	0.0%	2.5%
%H (All HH)			100.0%	8.0%	53.3%	53.3%	0.0%	65.3%
%H (TV HH)			100.0%	8.0%	53.3%	53.3%	0.0%	
Freesat	96	96	96	1	64	64	0	69
%V	3.5%	3.6%	8.3%	0.3%	3.1%	6.9%	0.0%	3.5%
%H (All HH)			100.0%	1.0%	66.7%	66.7%	0.0%	71.9%
%H (TV HH)			100.0%	1.0%	66.7%	66.7%	0.0%	
Other satellite provider	31	31	31	3	17	17	0	21
%V	1.1%	1.2%	2.7%	0.9%	0.8%	1.8%	0.0%	1.1%
%H (All HH)			100.0%	9.7%	54.8%	54.8%	0.0%	67.7%
%H (TV HH)			100.0%	9.7%	54.8%	54.8%	0.0%	
DCAB	335	335	21	335	181	181	0	305
%V	12.3%	12.6%	1.8%	100.0%	8.6%	19.4%	0.0%	15.4%
%H (All HH)			6.3%	100.0%	54.0%	54.0%	0.0%	91.0%
%H (TV HH)			6.3%	100.0%	54.0%	54.0%	0.0%	
DTT	2098	2098	761	181	2098	934	1164	1469
%V	76.7%	79.0%	65.8%	54.0%	100.0%	100.0%	100.0%	74.0%
%H (All HH)		100.0%	36.3%	8.6%	100.0%	44.5%	55.5%	70.0%
%H (TV HH)			36.3%	8.6%	100.0%	44.5%	55.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%H (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
PVR	1607	1607	985	254	1181	793	388	1383
%V	58.8%	60.5%	85.2%	75.8%	56.3%	84.9%	33.3%	69.6%
%H (All HH)		100.0%	61.3%	15.8%	73.5%	49.3%	24.1%	86.1%
%H (TV HH)			61.3%	15.8%	73.5%	49.3%	24.1%	
DVDR	114	114	55	11	94	45	49	89
%V	4.2%	4.3%	4.8%	3.3%	4.5%	4.8%	4.2%	4.5%
%H (All HH)		100.0%	48.2%	9.6%	82.5%	39.5%	43.0%	78.1%
%H (TV HH)			48.2%	9.6%	82.5%	39.5%	43.0%	
VCR	164	164	62	17	137	50	88	109
%V	6.0%	6.2%	5.4%	5.1%	6.5%	5.4%	7.6%	5.5%
%H (All HH)		100.0%	37.8%	10.4%	83.5%	30.5%	53.7%	66.5%
%H (TV HH)			37.8%	10.4%	83.5%	30.5%	53.7%	
Any recorder	1720	1720	1005	260	1284	809	475	1444
%V	62.9%	64.8%	86.9%	77.6%	61.2%	86.6%	40.8%	72.7%
%H (All HH)		100.0%	58.4%	15.1%	74.7%	47.0%	27.6%	84.0%
%H (TV HH)			58.4%	15.1%	74.7%	47.0%	27.6%	
Receives HDTV (via STB or built-in reception)	1383	1383	764	258	1047	668	378	1171
%V	50.6%	52.1%	66.1%	77.0%	49.9%	71.5%	32.5%	59.0%
%H (All HH)		100.0%	55.2%	18.7%	75.7%	48.3%	27.3%	84.7%
%H (TV HH)			55.2%	18.7%	75.7%	48.3%	27.3%	
DVD/Blu-ray player or recorder	2096	2096	964	278	1674	805	868	1622
%V	76.7%	78.9%	83.4%	83.0%	79.8%	86.2%	74.6%	81.7%
%H (All HH)		100.0%	46.0%	13.3%	79.9%	38.4%	41.4%	77.4%
%H (TV HH)			46.0%	13.3%	79.9%	38.4%	41.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2734	2656	1156	335	2098	934	1164	1986
%V (All HH)		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%
%H (TV HH)			43.5%	12.6%	79.0%	35.2%	43.8%	
Has broadband internet	1986	1942	973	305	1469	803	666	1986
%V	72.6%	73.1%	84.2%	91.0%	70.0%	86.0%	57.2%	100.0%
%H (All HH)		97.8%	49.0%	15.4%	74.0%	40.4%	33.5%	100.0%
%H (TV HH)			50.1%	15.7%	75.6%	41.3%	34.3%	
Number of computers (PCs and laptops)								
0	643	613	154	31	543	117	426	22
%V	23.5%	23.1%	13.3%	9.3%	25.9%	12.5%	36.6%	1.1%
%H (All HH)		95.3%	24.0%	4.8%	84.4%	18.2%	66.3%	3.4%
%H (TV HH)			25.1%	5.1%	88.6%	19.1%	69.5%	
1	913	891	385	113	677	289	388	810
%V	33.4%	33.5%	33.3%	33.7%	32.3%	30.9%	33.3%	40.8%
%H (All HH)		97.6%	42.2%	12.4%	74.2%	31.7%	42.5%	88.7%
%H (TV HH)			43.2%	12.7%	76.0%	32.4%	43.5%	
2	570	561	289	87	432	246	186	551
%V	20.8%	21.1%	25.0%	26.0%	20.6%	26.3%	16.0%	27.7%
%H (All HH)		98.4%	50.7%	15.3%	75.8%	43.2%	32.6%	96.7%
%H (TV HH)			51.5%	15.5%	77.0%	43.9%	33.2%	
3	295	284	152	49	222	138	84	294
%V	10.8%	10.7%	13.1%	14.6%	10.6%	14.8%	7.2%	14.8%
%H (All HH)		96.3%	51.5%	16.6%	75.3%	46.8%	28.5%	99.7%
%H (TV HH)			53.5%	17.3%	78.2%	48.6%	29.6%	
4	158	154	89	22	109	65	43	155
%V	5.8%	5.8%	7.7%	6.6%	5.2%	7.0%	3.7%	7.8%
%H (All HH)		97.5%	56.3%	13.9%	69.0%	41.1%	27.2%	98.1%
%H (TV HH)			57.8%	14.3%	70.8%	42.2%	27.9%	
5+	156	154	86	32	115	79	36	152
%V	5.7%	5.8%	7.4%	9.6%	5.5%	8.5%	3.1%	7.7%
%H (All HH)		98.7%	55.1%	20.5%	73.7%	50.6%	23.1%	97.4%
%H (TV HH)			55.8%	20.8%	74.7%	51.3%	23.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5465	2654	754	4444	2362	2082	4339
%H		48.6%	13.8%	81.3%	43.2%	38.1%	79.4%
Under 20"	889	393	112	787	399	387	711
%V	16.3%	14.8%	14.9%	17.7%	16.9%	18.6%	16.4%
%H		44.2%	12.6%	88.5%	44.9%	43.5%	80.0%
20" - 29"	1296	576	185	1095	554	541	1006
%V	23.7%	21.7%	24.5%	24.6%	23.5%	26.0%	23.2%
%H		44.4%	14.3%	84.5%	42.7%	41.7%	77.6%
30" - 39"	1745	795	254	1409	700	709	1332
%V	31.9%	30.0%	33.7%	31.7%	29.6%	34.1%	30.7%
%H		45.6%	14.6%	80.7%	40.1%	40.6%	76.3%
40" and over	1394	816	181	1069	666	404	1184
%V	25.5%	30.7%	24.0%	24.1%	28.2%	19.4%	27.3%
%H		58.5%	13.0%	76.7%	47.8%	29.0%	84.9%
Don't know	26	4	4	24	6	18	14
%V	0.5%	0.2%	0.5%	0.5%	0.3%	0.9%	0.3%
%H		15.4%	15.4%	92.3%	23.1%	69.2%	53.8%
Not Asked	115	70	18	60	37	23	92
%V	2.1%	2.6%	2.4%	1.4%	1.6%	1.1%	2.1%
%H		60.9%	15.7%	52.2%	32.2%	20.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5465	2654	754	4444	2362	2082	4339
%H		48.6%	13.8%	81.3%	43.2%	38.1%	79.4%
Main living room	2640	1156	334	2090	933	1156	1932
%V	48.3%	43.6%	44.3%	47.0%	39.5%	55.5%	44.5%
%H		43.8%	12.7%	79.2%	35.3%	43.8%	73.2%
Kitchen	337	151	44	309	166	143	278
%V	6.2%	5.7%	5.8%	7.0%	7.0%	6.9%	6.4%
%H		44.8%	13.1%	91.7%	49.3%	42.4%	82.5%
Adult's bedroom	1390	725	213	1158	689	469	1160
%V	25.4%	27.3%	28.2%	26.1%	29.2%	22.5%	26.7%
%H		52.2%	15.3%	83.3%	49.6%	33.7%	83.5%
Child's bedroom	377	241	58	301	222	79	350
%V	6.9%	9.1%	7.7%	6.8%	9.4%	3.8%	8.1%
%H		63.9%	15.4%	79.8%	58.9%	21.0%	92.8%
Other bedroom	178	92	25	163	100	64	157
%V	3.3%	3.5%	3.3%	3.7%	4.2%	3.1%	3.6%
%H		51.7%	14.0%	91.6%	56.2%	36.0%	88.2%
Second living/dining room	246	127	34	206	118	88	202
%V	4.5%	4.8%	4.5%	4.6%	5.0%	4.2%	4.7%
%H		51.6%	13.8%	83.7%	48.0%	35.8%	82.1%
Study/office	31	13	4	26	12	14	29
%V	0.6%	0.5%	0.5%	0.6%	0.5%	0.7%	0.7%
%H		41.9%	12.9%	83.9%	38.7%	45.2%	93.5%
TV room	12	5	2	9	5	4	11
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%
%H		41.7%	16.7%	75.0%	41.7%	33.3%	91.7%
Conservatory	100	59	18	86	61	25	92
%V	1.8%	2.2%	2.4%	1.9%	2.6%	1.2%	2.1%
%H		59.0%	18.0%	86.0%	61.0%	25.0%	92.0%
Attic or loft room	7	2	2	6	3	3	7
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		28.6%	28.6%	85.7%	42.9%	42.9%	100.0%
No specific location	5	1	1	5	2	3	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Other	25	12	2	23	13	10	24
%V	0.5%	0.5%	0.3%	0.5%	0.6%	0.5%	0.6%
%H		48.0%	8.0%	92.0%	52.0%	40.0%	96.0%
Not Asked	115	70	18	60	37	23	92
%V	2.1%	2.6%	2.4%	1.4%	1.6%	1.1%	2.1%
%H		60.9%	15.7%	52.2%	32.2%	20.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5465	2654	754	4444	2362	2082	4339
%H		48.6%	13.8%	81.3%	43.2%	38.1%	79.4%
PVR	2039	1310	337	1455	1028	427	1792
%V	37.3%	49.4%	44.7%	32.7%	43.5%	20.5%	41.3%
%H		64.2%	16.5%	71.4%	50.4%	20.9%	87.9%
DVDR	124	59	13	103	49	54	96
%V	2.3%	2.2%	1.7%	2.3%	2.1%	2.6%	2.2%
%H		47.6%	10.5%	83.1%	39.5%	43.5%	77.4%
VCR	174	66	18	147	56	91	113
%V	3.2%	2.5%	2.4%	3.3%	2.4%	4.4%	2.6%
%H		37.9%	10.3%	84.5%	32.2%	52.3%	64.9%
Any recorder	2196	1348	349	1599	1064	535	1883
%V	40.2%	50.8%	46.3%	36.0%	45.0%	25.7%	43.4%
%H		61.4%	15.9%	72.8%	48.5%	24.4%	85.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5465	2654	754	4444	2362	2082	4339
%H		48.6%	13.8%	81.3%	43.2%	38.1%	79.4%
Receives HDTV (via STB or built-in reception)	1889	1054	369	1441	941	499	1634
%V	34.6%	39.7%	48.9%	32.4%	39.8%	24.0%	37.7%
%H		55.8%	19.5%	76.3%	49.8%	26.4%	86.5%
DVD/Blu-ray player or recorder	3013	1483	432	2467	1336	1131	2440
%V	55.1%	55.9%	57.3%	55.5%	56.6%	54.3%	56.2%
%H		49.2%	14.3%	81.9%	44.3%	37.5%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2650	1156	335	2097	934	1163	1937
%H		43.6%	12.6%	79.1%	35.2%	43.9%	73.1%
Under 20"	64	13	5	56	11	45	23
%V	2.4%	1.1%	1.5%	2.7%	1.2%	3.9%	1.2%
%H		20.3%	7.8%	87.5%	17.2%	70.3%	35.9%
20" - 29"	341	76	31	293	63	231	194
%V	12.9%	6.6%	9.3%	14.0%	6.7%	19.9%	10.0%
%H		22.3%	9.1%	85.9%	18.5%	67.7%	56.9%
30" - 39"	1074	401	149	853	322	530	754
%V	40.5%	34.7%	44.5%	40.7%	34.5%	45.6%	38.9%
%H		37.3%	13.9%	79.4%	30.0%	49.3%	70.2%
40" and over	1156	664	148	882	535	347	962
%V	43.6%	57.4%	44.2%	42.1%	57.3%	29.8%	49.7%
%H		57.4%	12.8%	76.3%	46.3%	30.0%	83.2%
Don't know	13	2	1	12	3	10	4
%V	0.5%	0.2%	0.3%	0.6%	0.3%	0.9%	0.2%
%H		15.4%	7.7%	92.3%	23.1%	76.9%	30.8%
Not Asked	2	0	1	1	0	0	0
%V	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	50.0%	50.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2650	1156	335	2097	934	1163	1937
%H		43.6%	12.6%	79.1%	35.2%	43.9%	73.1%
PVR	1566	970	245	1147	777	369	1350
%V	59.1%	83.9%	73.1%	54.7%	83.2%	31.7%	69.7%
%H		61.9%	15.6%	73.2%	49.6%	23.6%	86.2%
DVDR	98	46	9	80	36	44	74
%V	3.7%	4.0%	2.7%	3.8%	3.9%	3.8%	3.8%
%H		46.9%	9.2%	81.6%	36.7%	44.9%	75.5%
VCR	137	50	14	113	38	75	88
%V	5.2%	4.3%	4.2%	5.4%	4.1%	6.4%	4.5%
%H		36.5%	10.2%	82.5%	27.7%	54.7%	64.2%
Any recorder	1677	990	252	1245	792	454	1410
%V	63.3%	85.6%	75.2%	59.4%	84.8%	39.0%	72.8%
%H		59.0%	15.0%	74.2%	47.2%	27.1%	84.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2650	1156	335	2097	934	1163	1937
%H		43.6%	12.6%	79.1%	35.2%	43.9%	73.1%
Receives HDTV (via STB or built-in reception)	1331	741	254	999	646	353	1130
%V	50.2%	64.1%	75.8%	47.6%	69.2%	30.4%	58.3%
%H		55.7%	19.1%	75.1%	48.5%	26.5%	84.9%
DVD/Blu-ray player or recorder	1948	889	266	1543	737	806	1502
%V	73.5%	76.9%	79.4%	73.6%	78.9%	69.3%	77.5%
%H		45.6%	13.7%	79.2%	37.8%	41.4%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2816	1498	419	2347	1428	919	2402
%H		53.2%	14.9%	83.3%	50.7%	32.6%	85.3%
Under 20"	824	380	107	731	389	342	688
%V	29.3%	25.4%	25.5%	31.1%	27.2%	37.2%	28.6%
%H		46.1%	13.0%	88.7%	47.2%	41.5%	83.5%
20" - 29"	955	501	154	802	492	310	812
%V	33.9%	33.4%	36.8%	34.2%	34.5%	33.7%	33.8%
%H		52.5%	16.1%	84.0%	51.5%	32.5%	85.0%
30" - 39"	671	394	104	557	377	179	578
%V	23.8%	26.3%	24.8%	23.7%	26.4%	19.5%	24.1%
%H		58.7%	15.5%	83.0%	56.2%	26.7%	86.1%
40" and over	238	152	33	187	131	56	223
%V	8.5%	10.1%	7.9%	8.0%	9.2%	6.1%	9.3%
%H		63.9%	13.9%	78.6%	55.0%	23.5%	93.7%
Don't know	13	1	3	11	3	8	9
%V	0.5%	0.1%	0.7%	0.5%	0.2%	0.9%	0.4%
%H		7.7%	23.1%	84.6%	23.1%	61.5%	69.2%
Not Asked	115	70	18	59	36	24	92
%V	4.1%	4.7%	4.3%	2.5%	2.5%	2.6%	3.8%
%H		60.9%	15.7%	51.3%	31.3%	20.9%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2816	1498	419	2347	1428	919	2402
%H		53.2%	14.9%	83.3%	50.7%	32.6%	85.3%
PVR	473	340	92	309	251	58	442
%V	16.8%	22.7%	22.0%	13.2%	17.6%	6.3%	18.4%
%H		71.9%	19.5%	65.3%	53.1%	12.3%	93.4%
DVDR	26	13	3	23	13	10	22
%V	0.9%	0.9%	0.7%	1.0%	0.9%	1.1%	0.9%
%H		50.0%	11.5%	88.5%	50.0%	38.5%	84.6%
VCR	36	16	5	34	18	16	25
%V	1.3%	1.1%	1.2%	1.4%	1.3%	1.7%	1.0%
%H		44.4%	13.9%	94.4%	50.0%	44.4%	69.4%
Any recorder	519	358	97	353	272	81	473
%V	18.4%	23.9%	23.2%	15.0%	19.0%	8.8%	19.7%
%H		69.0%	18.7%	68.0%	52.4%	15.6%	91.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2816	1498	419	2347	1428	919	2402
%H		53.2%	14.9%	83.3%	50.7%	32.6%	85.3%
Receives HDTV (via STB or built-in reception)	559	313	115	441	295	147	505
%V	19.9%	20.9%	27.4%	18.8%	20.7%	16.0%	21.0%
%H		56.0%	20.6%	78.9%	52.8%	26.3%	90.3%
DVD/Blu-ray player or recorder	1065	594	166	923	598	325	938
%V	37.8%	39.7%	39.6%	39.3%	41.9%	35.4%	39.1%
%H		55.8%	15.6%	86.7%	56.2%	30.5%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6308	6151	3042	854	4721	2468	2253	5118
%H		97.5%	48.2%	13.5%	74.8%	39.1%	35.7%	81.1%
Total Children	1188	1171	680	174	825	514	310	1041
%V	18.8%	19.0%	22.4%	20.4%	17.5%	20.8%	13.8%	20.3%
%H		98.6%	57.2%	14.6%	69.4%	43.3%	26.1%	87.6%
0 - 3	303	300	169	47	201	123	78	256
%V	4.8%	4.9%	5.6%	5.5%	4.3%	5.0%	3.5%	5.0%
%H		99.0%	55.8%	15.5%	66.3%	40.6%	25.7%	84.5%
4 - 15	884	871	511	127	623	391	232	785
%V	14.0%	14.2%	16.8%	14.9%	13.2%	15.8%	10.3%	15.3%
%H		98.5%	57.8%	14.4%	70.5%	44.2%	26.2%	88.8%
4 - 9	450	440	271	54	311	198	113	380
%V	7.1%	7.2%	8.9%	6.3%	6.6%	8.0%	5.0%	7.4%
%H		97.8%	60.2%	12.0%	69.1%	44.0%	25.1%	84.4%
10 - 15	434	431	240	73	312	193	119	405
%V	6.9%	7.0%	7.9%	8.5%	6.6%	7.8%	5.3%	7.9%
%H		99.3%	55.3%	16.8%	71.9%	44.5%	27.4%	93.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6308	6151	3042	854	4721	2468	2253	5118
%H		97.5%	48.2%	13.5%	74.8%	39.1%	35.7%	81.1%
Total Adults (16+)	5120	4980	2361	680	3897	1954	1943	4077
%V	81.2%	81.0%	77.6%	79.6%	82.5%	79.2%	86.2%	79.7%
%H		97.3%	46.1%	13.3%	76.1%	38.2%	37.9%	79.6%
16 - 19	330	320	166	57	239	146	93	293
%V	5.2%	5.2%	5.5%	6.7%	5.1%	5.9%	4.1%	5.7%
%H		97.0%	50.3%	17.3%	72.4%	44.2%	28.2%	88.8%
20 - 24	430	399	201	49	301	156	145	377
%V	6.8%	6.5%	6.6%	5.7%	6.4%	6.3%	6.4%	7.4%
%H		92.8%	46.7%	11.4%	70.0%	36.3%	33.7%	87.7%
25 - 34	813	778	436	117	544	328	216	710
%V	12.9%	12.6%	14.3%	13.7%	11.5%	13.3%	9.6%	13.9%
%H		95.7%	53.6%	14.4%	66.9%	40.3%	26.6%	87.3%
35 - 44	803	787	442	121	566	342	224	713
%V	12.7%	12.8%	14.5%	14.2%	12.0%	13.9%	9.9%	13.9%
%H		98.0%	55.0%	15.1%	70.5%	42.6%	27.9%	88.8%
45 - 54	902	884	449	142	691	389	302	795
%V	14.3%	14.4%	14.8%	16.6%	14.6%	15.8%	13.4%	15.5%
%H		98.0%	49.8%	15.7%	76.6%	43.1%	33.5%	88.1%
55 - 64	740	729	309	103	607	286	321	616
%V	11.7%	11.9%	10.2%	12.1%	12.9%	11.6%	14.2%	12.0%
%H		98.5%	41.8%	13.9%	82.0%	38.6%	43.4%	83.2%
65+	1104	1083	358	90	948	306	642	572
%V	17.5%	17.6%	11.8%	10.5%	20.1%	12.4%	28.5%	11.2%
%H		98.1%	32.4%	8.2%	85.9%	27.7%	58.2%	51.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5120	4980	2361	680	3897	1954	1943	4077
%H		97.3%	46.1%	13.3%	76.1%	38.2%	37.9%	79.6%
AB	1123	1091	568	138	822	440	382	1047
%V	21.9%	21.9%	24.1%	20.3%	21.1%	22.5%	19.7%	25.7%
%H		97.2%	50.6%	12.3%	73.2%	39.2%	34.0%	93.2%
C1	1341	1297	621	180	1040	533	506	1146
%V	26.2%	26.0%	26.3%	26.5%	26.7%	27.3%	26.0%	28.1%
%H		96.7%	46.3%	13.4%	77.6%	39.7%	37.7%	85.5%
C2	1250	1233	604	185	976	526	450	1011
%V	24.4%	24.8%	25.6%	27.2%	25.0%	26.9%	23.2%	24.8%
%H		98.6%	48.3%	14.8%	78.1%	42.1%	36.0%	80.9%
D	861	838	381	127	633	309	324	617
%V	16.8%	16.8%	16.1%	18.7%	16.2%	15.8%	16.7%	15.1%
%H		97.3%	44.3%	14.8%	73.5%	35.9%	37.6%	71.7%
E	545	522	187	50	426	145	281	256
%V	10.6%	10.5%	7.9%	7.4%	10.9%	7.4%	14.5%	6.3%
%H		95.8%	34.3%	9.2%	78.2%	26.6%	51.6%	47.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5120	4980	2361	680	3897	1954	1943	4077
%H		97.3%	46.1%	13.3%	76.1%	38.2%	37.9%	79.6%
Working full time	2253	2210	1189	350	1664	985	679	2055
%V	44.0%	44.4%	50.4%	51.5%	42.7%	50.4%	34.9%	50.4%
%H		98.1%	52.8%	15.5%	73.9%	43.7%	30.1%	91.2%
Working part time	582	572	284	91	438	244	194	517
%V	11.4%	11.5%	12.0%	13.4%	11.2%	12.5%	10.0%	12.7%
%H		98.3%	48.8%	15.6%	75.3%	41.9%	33.3%	88.8%
Not working	2285	2199	888	239	1794	724	1070	1506
%V	44.6%	44.2%	37.6%	35.1%	46.0%	37.1%	55.1%	36.9%
%H		96.2%	38.9%	10.5%	78.5%	31.7%	46.8%	65.9%
Housewife/Houseperson	2734	2656	1156	335	2098	934	1164	1986
%V	53.4%	53.3%	49.0%	49.3%	53.8%	47.8%	59.9%	48.7%
%H		97.1%	42.3%	12.3%	76.7%	34.2%	42.6%	72.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2433	1201	333	1884	981	903	2032
%H		96.8%	47.8%	13.2%	74.9%	39.0%	35.9%	80.8%
16 - 19	173	170	89	30	125	78	47	155
%V	6.9%	7.0%	7.4%	9.0%	6.6%	8.0%	5.2%	7.6%
%H		98.3%	51.4%	17.3%	72.3%	45.1%	27.2%	89.6%
20 - 24	215	197	98	25	158	84	74	189
%V	8.6%	8.1%	8.2%	7.5%	8.4%	8.6%	8.2%	9.3%
%H		91.6%	45.6%	11.6%	73.5%	39.1%	34.4%	87.9%
25 - 34	407	384	217	58	273	167	106	358
%V	16.2%	15.8%	18.1%	17.4%	14.5%	17.0%	11.7%	17.6%
%H		94.3%	53.3%	14.3%	67.1%	41.0%	26.0%	88.0%
35 - 44	403	394	217	62	274	161	114	355
%V	16.0%	16.2%	18.1%	18.6%	14.5%	16.4%	12.6%	17.5%
%H		97.8%	53.8%	15.4%	68.0%	40.0%	28.3%	88.1%
45 - 54	447	436	229	69	335	192	143	385
%V	17.8%	17.9%	19.1%	20.7%	17.8%	19.6%	15.8%	18.9%
%H		97.5%	51.2%	15.4%	74.9%	43.0%	32.0%	86.1%
55 - 64	366	359	161	47	295	142	153	306
%V	14.6%	14.8%	13.4%	14.1%	15.7%	14.5%	16.9%	15.1%
%H		98.1%	44.0%	12.8%	80.6%	38.8%	41.8%	83.6%
65+	504	493	189	42	424	158	266	285
%V	20.0%	20.3%	15.7%	12.6%	22.5%	16.1%	29.5%	14.0%
%H		97.8%	37.5%	8.3%	84.1%	31.3%	52.8%	56.5%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2433	1201	333	1884	981	903	2032
%H		96.8%	47.8%	13.2%	74.9%	39.0%	35.9%	80.8%
AB	568	548	299	72	405	229	176	537
%V	22.6%	22.5%	24.9%	21.6%	21.5%	23.3%	19.5%	26.4%
%H		96.5%	52.6%	12.7%	71.3%	40.3%	31.0%	94.5%
C1	630	608	307	86	485	265	220	550
%V	25.1%	25.0%	25.6%	25.8%	25.7%	27.0%	24.4%	27.1%
%H		96.5%	48.7%	13.7%	77.0%	42.1%	34.9%	87.3%
C2	673	659	326	92	521	277	245	533
%V	26.8%	27.1%	27.1%	27.6%	27.7%	28.2%	27.1%	26.2%
%H		97.9%	48.4%	13.7%	77.4%	41.2%	36.4%	79.2%
D	411	399	186	60	298	148	150	300
%V	16.3%	16.4%	15.5%	18.0%	15.8%	15.1%	16.6%	14.8%
%H		97.1%	45.3%	14.6%	72.5%	36.0%	36.5%	73.0%
E	233	218	83	23	174	62	112	112
%V	9.3%	9.0%	6.9%	6.9%	9.2%	6.3%	12.4%	5.5%
%H		93.6%	35.6%	9.9%	74.7%	26.6%	48.1%	48.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2433	1201	333	1884	981	903	2032
%H		96.8%	47.8%	13.2%	74.9%	39.0%	35.9%	80.8%
Working full time	1391	1358	749	213	1014	613	401	1263
%V	55.3%	55.8%	62.4%	64.0%	53.8%	62.5%	44.4%	62.2%
%H		97.6%	53.8%	15.3%	72.9%	44.1%	28.8%	90.8%
Working part time	111	109	46	16	81	35	45	96
%V	4.4%	4.5%	3.8%	4.8%	4.3%	3.6%	5.0%	4.7%
%H		98.2%	41.4%	14.4%	73.0%	31.5%	40.5%	86.5%
Not working	1012	966	406	104	789	332	457	673
%V	40.3%	39.7%	33.8%	31.2%	41.9%	33.8%	50.6%	33.1%
%H		95.5%	40.1%	10.3%	78.0%	32.8%	45.2%	66.5%
Housewife/Houseperson	589	555	225	60	429	162	266	354
%V	23.4%	22.8%	18.7%	18.0%	22.8%	16.5%	29.5%	17.4%
%H		94.2%	38.2%	10.2%	72.8%	27.5%	45.2%	60.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2607	2547	1161	347	2013	973	1040	2045
%H		97.7%	44.5%	13.3%	77.2%	37.3%	39.9%	78.4%
16 - 19	157	150	77	27	114	69	46	138
%V	6.0%	5.9%	6.6%	7.8%	5.7%	7.1%	4.4%	6.7%
%H		95.5%	49.0%	17.2%	72.6%	43.9%	29.3%	87.9%
20 - 24	216	203	103	24	143	72	71	189
%V	8.3%	8.0%	8.9%	6.9%	7.1%	7.4%	6.8%	9.2%
%H		94.0%	47.7%	11.1%	66.2%	33.3%	32.9%	87.5%
25 - 34	406	393	218	59	271	161	110	353
%V	15.6%	15.4%	18.8%	17.0%	13.5%	16.5%	10.6%	17.3%
%H		96.8%	53.7%	14.5%	66.7%	39.7%	27.1%	86.9%
35 - 44	400	392	225	59	292	181	111	358
%V	15.3%	15.4%	19.4%	17.0%	14.5%	18.6%	10.7%	17.5%
%H		98.0%	56.3%	14.8%	73.0%	45.3%	27.8%	89.5%
45 - 54	455	448	220	73	357	198	159	410
%V	17.5%	17.6%	18.9%	21.0%	17.7%	20.3%	15.3%	20.0%
%H		98.5%	48.4%	16.0%	78.5%	43.5%	34.9%	90.1%
55 - 64	373	370	148	56	312	144	167	310
%V	14.3%	14.5%	12.7%	16.1%	15.5%	14.8%	16.1%	15.2%
%H		99.2%	39.7%	15.0%	83.6%	38.6%	44.8%	83.1%
65+	600	590	170	48	524	148	375	287
%V	23.0%	23.2%	14.6%	13.8%	26.0%	15.2%	36.1%	14.0%
%H		98.3%	28.3%	8.0%	87.3%	24.7%	62.5%	47.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2607	2547	1161	347	2013	973	1040	2045
%H		97.7%	44.5%	13.3%	77.2%	37.3%	39.9%	78.4%
AB	556	543	269	67	416	211	205	510
%V	21.3%	21.3%	23.2%	19.3%	20.7%	21.7%	19.7%	24.9%
%H		97.7%	48.4%	12.1%	74.8%	37.9%	36.9%	91.7%
C1	711	689	314	94	555	269	286	596
%V	27.3%	27.1%	27.0%	27.1%	27.6%	27.6%	27.5%	29.1%
%H		96.9%	44.2%	13.2%	78.1%	37.8%	40.2%	83.8%
C2	577	574	279	93	455	249	205	478
%V	22.1%	22.5%	24.0%	26.8%	22.6%	25.6%	19.7%	23.4%
%H		99.5%	48.4%	16.1%	78.9%	43.2%	35.5%	82.8%
D	450	439	194	67	335	161	174	317
%V	17.3%	17.2%	16.7%	19.3%	16.6%	16.5%	16.7%	15.5%
%H		97.6%	43.1%	14.9%	74.4%	35.8%	38.7%	70.4%
E	312	303	104	27	252	83	169	144
%V	12.0%	11.9%	9.0%	7.8%	12.5%	8.5%	16.3%	7.0%
%H		97.1%	33.3%	8.7%	80.8%	26.6%	54.2%	46.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2607	2547	1161	347	2013	973	1040	2045
%H		97.7%	44.5%	13.3%	77.2%	37.3%	39.9%	78.4%
Working full time	862	852	440	137	650	372	278	791
%V	33.1%	33.5%	37.9%	39.5%	32.3%	38.2%	26.7%	38.7%
%H		98.8%	51.0%	15.9%	75.4%	43.2%	32.3%	91.8%
Working part time	471	463	238	75	357	209	148	421
%V	18.1%	18.2%	20.5%	21.6%	17.7%	21.5%	14.2%	20.6%
%H		98.3%	50.5%	15.9%	75.8%	44.4%	31.4%	89.4%
Not working	1273	1233	482	135	1005	392	613	833
%V	48.8%	48.4%	41.5%	38.9%	49.9%	40.3%	58.9%	40.7%
%H		96.9%	37.9%	10.6%	78.9%	30.8%	48.2%	65.4%
Housewife/Houseperson	2145	2101	931	276	1669	771	898	1632
%V	82.3%	82.5%	80.2%	79.5%	82.9%	79.2%	86.3%	79.8%
%H		97.9%	43.4%	12.9%	77.8%	35.9%	41.9%	76.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
AB	251	244	118	40	179	91	88	219
%V	20.6%	20.6%	24.1%	18.7%	20.3%	22.4%	18.4%	25.9%
%H (All HH)		97.2%	47.0%	15.9%	71.3%	36.3%	35.1%	87.3%
%H (TV HH)			48.4%	16.4%	73.4%	37.3%	36.1%	
C1	297	289	127	50	211	100	111	232
%V	24.3%	24.4%	25.9%	23.4%	23.9%	24.6%	23.3%	27.4%
%H (All HH)		97.3%	42.8%	16.8%	71.0%	33.7%	37.4%	78.1%
%H (TV HH)			43.9%	17.3%	73.0%	34.6%	38.4%	
C2	239	236	103	57	179	102	77	178
%V	19.6%	19.9%	21.0%	26.6%	20.3%	25.1%	16.1%	21.0%
%H (All HH)		98.7%	43.1%	23.8%	74.9%	42.7%	32.2%	74.5%
%H (TV HH)			43.6%	24.2%	75.8%	43.2%	32.6%	
D	240	231	94	40	168	73	95	138
%V	19.7%	19.5%	19.2%	18.7%	19.0%	18.0%	19.9%	16.3%
%H (All HH)		96.3%	39.2%	16.7%	70.0%	30.4%	39.6%	57.5%
%H (TV HH)			40.7%	17.3%	72.7%	31.6%	41.1%	
E	193	185	49	26	146	39	106	78
%V	15.8%	15.6%	10.0%	12.1%	16.5%	9.6%	22.2%	9.2%
%H (All HH)		95.9%	25.4%	13.5%	75.6%	20.2%	54.9%	40.4%
%H (TV HH)			26.5%	14.1%	78.9%	21.1%	57.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Under 25	52	47	16	4	31	10	22	37
%V	4.3%	4.0%	3.3%	1.9%	3.5%	2.5%	4.6%	4.4%
%H (All HH)		90.4%	30.8%	7.7%	59.6%	19.2%	42.3%	71.2%
%H (TV HH)			34.0%	8.5%	66.0%	21.3%	46.8%	
25 - 34	177	167	96	29	108	67	41	151
%V	14.5%	14.1%	19.6%	13.6%	12.2%	16.5%	8.6%	17.8%
%H (All HH)		94.4%	54.2%	16.4%	61.0%	37.9%	23.2%	85.3%
%H (TV HH)			57.5%	17.4%	64.7%	40.1%	24.6%	
35 - 44	194	190	88	42	126	69	58	169
%V	15.9%	16.0%	18.0%	19.6%	14.3%	17.0%	12.2%	20.0%
%H (All HH)		97.9%	45.4%	21.6%	64.9%	35.6%	29.9%	87.1%
%H (TV HH)			46.3%	22.1%	66.3%	36.3%	30.5%	
45 - 54	235	229	113	49	166	97	69	194
%V	19.3%	19.3%	23.1%	22.9%	18.8%	23.9%	14.5%	22.9%
%H (All HH)		97.4%	48.1%	20.9%	70.6%	41.3%	29.4%	82.6%
%H (TV HH)			49.3%	21.4%	72.5%	42.4%	30.1%	
55 - 64	211	205	77	39	160	70	90	155
%V	17.3%	17.3%	15.7%	18.2%	18.1%	17.2%	18.9%	18.3%
%H (All HH)		97.2%	36.5%	18.5%	75.8%	33.2%	42.7%	73.5%
%H (TV HH)			37.6%	19.0%	78.0%	34.1%	43.9%	
65 +	350	346	101	50	291	94	197	139
%V	28.7%	29.2%	20.6%	23.4%	33.0%	23.2%	41.3%	16.4%
%H (All HH)		98.9%	28.9%	14.3%	83.1%	26.9%	56.3%	39.7%
%H (TV HH)			29.2%	14.5%	84.1%	27.2%	56.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
1	394	377	98	47	300	70	230	157
%V	32.3%	31.8%	20.0%	22.0%	34.0%	17.2%	48.2%	18.6%
%H (All HH)		95.7%	24.9%	11.9%	76.1%	17.8%	58.4%	39.8%
%H (TV HH)			26.0%	12.5%	79.6%	18.6%	61.0%	
2	420	411	177	82	309	157	152	319
%V	34.4%	34.7%	36.1%	38.3%	35.0%	38.7%	31.9%	37.7%
%H (All HH)		97.9%	42.1%	19.5%	73.6%	37.4%	36.2%	76.0%
%H (TV HH)			43.1%	20.0%	75.2%	38.2%	37.0%	
3	194	189	98	45	126	79	47	170
%V	15.9%	15.9%	20.0%	21.0%	14.3%	19.5%	9.9%	20.1%
%H (All HH)		97.4%	50.5%	23.2%	64.9%	40.7%	24.2%	87.6%
%H (TV HH)			51.9%	23.8%	66.7%	41.8%	24.9%	
4	143	141	78	29	101	68	33	134
%V	11.7%	11.9%	15.9%	13.6%	11.4%	16.7%	6.9%	15.8%
%H (All HH)		98.6%	54.5%	20.3%	70.6%	47.6%	23.1%	93.7%
%H (TV HH)			55.3%	20.6%	71.6%	48.2%	23.4%	
5+	69	67	39	11	48	31	16	65
%V	5.7%	5.7%	8.0%	5.1%	5.4%	7.6%	3.4%	7.7%
%H (All HH)		97.1%	56.5%	15.9%	69.6%	44.9%	23.2%	94.2%
%H (TV HH)			58.2%	16.4%	71.6%	46.3%	23.9%	
Average HH size	2.26	2.27	2.59	2.42	2.21	2.62	1.87	2.59

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Without	916	886	321	154	685	276	409	574
%V	75.1%	74.8%	65.5%	72.0%	77.6%	68.0%	85.7%	67.8%
%H (All HH)		96.7%	35.0%	16.8%	74.8%	30.1%	44.7%	62.7%
%H (TV HH)			36.2%	17.4%	77.3%	31.2%	46.2%	
With	304	298	169	60	198	129	69	272
%V	24.9%	25.1%	34.5%	28.0%	22.4%	31.8%	14.5%	32.2%
%H (All HH)		98.0%	55.6%	19.7%	65.1%	42.4%	22.7%	89.5%
%H (TV HH)			56.7%	20.1%	66.4%	43.3%	23.2%	
0 - 3	108	105	61	22	67	45	23	91
%V	8.9%	8.9%	12.4%	10.3%	7.6%	11.1%	4.8%	10.8%
%H (All HH)		97.2%	56.5%	20.4%	62.0%	41.7%	21.3%	84.3%
%H (TV HH)			58.1%	21.0%	63.8%	42.9%	21.9%	
4 - 9	155	153	92	30	97	69	29	140
%V	12.7%	12.9%	18.8%	14.0%	11.0%	17.0%	6.1%	16.5%
%H (All HH)		98.7%	59.4%	19.4%	62.6%	44.5%	18.7%	90.3%
%H (TV HH)			60.1%	19.6%	63.4%	45.1%	19.0%	
10 - 15	141	139	78	26	102	67	36	131
%V	11.6%	11.7%	15.9%	12.1%	11.6%	16.5%	7.5%	15.5%
%H (All HH)		98.6%	55.3%	18.4%	72.3%	47.5%	25.5%	92.9%
%H (TV HH)			56.1%	18.7%	73.4%	48.2%	25.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
1	454	454	145	63	306	66	240	256
%V	37.2%	38.3%	29.6%	29.4%	34.7%	16.3%	50.3%	30.3%
%H (All HH)		100.0%	31.9%	13.9%	67.4%	14.5%	52.9%	56.4%
%H (TV HH)			31.9%	13.9%	67.4%	14.5%	52.9%	
2	426	426	177	80	327	157	170	296
%V	34.9%	35.9%	36.1%	37.4%	37.0%	38.7%	35.6%	35.0%
%H (All HH)		100.0%	41.5%	18.8%	76.8%	36.9%	39.9%	69.5%
%H (TV HH)			41.5%	18.8%	76.8%	36.9%	39.9%	
3	195	195	100	49	157	111	46	172
%V	16.0%	16.5%	20.4%	22.9%	17.8%	27.3%	9.6%	20.3%
%H (All HH)		100.0%	51.3%	25.1%	80.5%	56.9%	23.6%	88.2%
%H (TV HH)			51.3%	25.1%	80.5%	56.9%	23.6%	
4	80	80	51	14	69	51	17	70
%V	6.6%	6.8%	10.4%	6.5%	7.8%	12.6%	3.6%	8.3%
%H (All HH)		100.0%	63.8%	17.5%	86.3%	63.8%	21.3%	87.5%
%H (TV HH)			63.8%	17.5%	86.3%	63.8%	21.3%	
5+	30	30	18	8	25	21	4	30
%V	2.5%	2.5%	3.7%	3.7%	2.8%	5.2%	0.8%	3.5%
%H (All HH)		100.0%	60.0%	26.7%	83.3%	70.0%	13.3%	100.0%
%H (TV HH)			60.0%	26.7%	83.3%	70.0%	13.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Under 20"	278	278	117	51	234	124	110	192
%V	22.8%	23.5%	23.9%	23.8%	26.5%	30.5%	23.1%	22.7%
%H (All HH)		100.0%	42.1%	18.3%	84.2%	44.6%	39.6%	69.1%
%H (TV HH)			42.1%	18.3%	84.2%	44.6%	39.6%	
20" - 29"	427	427	182	79	351	184	167	304
%V	35.0%	36.0%	37.1%	36.9%	39.8%	45.3%	35.0%	35.9%
%H (All HH)		100.0%	42.6%	18.5%	82.2%	43.1%	39.1%	71.2%
%H (TV HH)			42.6%	18.5%	82.2%	43.1%	39.1%	
30" - 39"	637	637	253	119	500	236	263	450
%V	52.2%	53.8%	51.6%	55.6%	56.6%	58.1%	55.1%	53.2%
%H (All HH)		100.0%	39.7%	18.7%	78.5%	37.0%	41.3%	70.6%
%H (TV HH)			39.7%	18.7%	78.5%	37.0%	41.3%	
40" and over	579	579	303	128	408	256	153	468
%V	47.5%	48.9%	61.8%	59.8%	46.2%	63.1%	32.1%	55.3%
%H (All HH)		100.0%	52.3%	22.1%	70.5%	44.2%	26.4%	80.8%
%H (TV HH)			52.3%	22.1%	70.5%	44.2%	26.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Main living room	1169	1169	487	214	874	405	470	813
%V	95.8%	98.6%	99.4%	100.0%	99.0%	99.8%	98.5%	96.1%
%H (All HH)		100.0%	41.7%	18.3%	74.8%	34.6%	40.2%	69.5%
%H (TV HH)			41.7%	18.3%	74.8%	34.6%	40.2%	
Kitchen	124	124	58	22	115	70	45	89
%V	10.2%	10.5%	11.8%	10.3%	13.0%	17.2%	9.4%	10.5%
%H (All HH)		100.0%	46.8%	17.7%	92.7%	56.5%	36.3%	71.8%
%H (TV HH)			46.8%	17.7%	92.7%	56.5%	36.3%	
Adult's bedroom	513	513	244	108	414	252	162	398
%V	42.0%	43.3%	49.8%	50.5%	46.9%	62.1%	34.0%	47.0%
%H (All HH)		100.0%	47.6%	21.1%	80.7%	49.1%	31.6%	77.6%
%H (TV HH)			47.6%	21.1%	80.7%	49.1%	31.6%	
Child's bedroom	140	140	81	25	102	68	34	126
%V	11.5%	11.8%	16.5%	11.7%	11.6%	16.7%	7.1%	14.9%
%H (All HH)		100.0%	57.9%	17.9%	72.9%	48.6%	24.3%	90.0%
%H (TV HH)			57.9%	17.9%	72.9%	48.6%	24.3%	
Other bedroom	81	81	41	23	67	49	17	71
%V	6.6%	6.8%	8.4%	10.7%	7.6%	12.1%	3.6%	8.4%
%H (All HH)		100.0%	50.6%	28.4%	82.7%	60.5%	21.0%	87.7%
%H (TV HH)			50.6%	28.4%	82.7%	60.5%	21.0%	
Second living/dining room	85	85	39	19	72	45	27	68
%V	7.0%	7.2%	8.0%	8.9%	8.2%	11.1%	5.7%	8.0%
%H (All HH)		100.0%	45.9%	22.4%	84.7%	52.9%	31.8%	80.0%
%H (TV HH)			45.9%	22.4%	84.7%	52.9%	31.8%	
Study/office	11	11	5	4	6	4	2	10
%V	0.9%	0.9%	1.0%	1.9%	0.7%	1.0%	0.4%	1.2%
%H (All HH)		100.0%	45.5%	36.4%	54.5%	36.4%	18.2%	90.9%
%H (TV HH)			45.5%	36.4%	54.5%	36.4%	18.2%	
TV room	1	1	0	1	1	1	0	1
%V	0.1%	0.1%	0.0%	0.5%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	100.0%	100.0%	100.0%	0.0%	
Conservatory	37	37	20	9	33	25	8	33
%V	3.0%	3.1%	4.1%	4.2%	3.7%	6.2%	1.7%	3.9%
%H (All HH)		100.0%	54.1%	24.3%	89.2%	67.6%	21.6%	89.2%
%H (TV HH)			54.1%	24.3%	89.2%	67.6%	21.6%	
Attic or loft room	3	3	1	1	3	1	1	3
%V	0.2%	0.3%	0.2%	0.5%	0.3%	0.2%	0.2%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	19	19	11	4	15	11	4	17
%V	1.6%	1.6%	2.2%	1.9%	1.7%	2.7%	0.8%	2.0%
%H (All HH)		100.0%	57.9%	21.1%	78.9%	57.9%	21.1%	89.5%
%H (TV HH)			57.9%	21.1%	78.9%	57.9%	21.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North East

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Any DSAT provider	490	490	490	9	292	292	0	405
%V	40.2%	41.4%	100.0%	4.2%	33.1%	71.9%	0.0%	47.9%
%H (All HH)			100.0%	1.8%	59.6%	59.6%	0.0%	82.7%
%H (TV HH)			100.0%	1.8%	59.6%	59.6%	0.0%	
Sky with subcription	432	432	432	6	265	265	0	363
%V	35.4%	36.5%	88.2%	2.8%	30.0%	65.3%	0.0%	42.9%
%H (All HH)			100.0%	1.4%	61.3%	61.3%	0.0%	84.0%
%H (TV HH)			100.0%	1.4%	61.3%	61.3%	0.0%	
Sky without subcription	17	17	17	1	9	9	0	13
%V	1.4%	1.4%	3.5%	0.5%	1.0%	2.2%	0.0%	1.5%
%H (All HH)			100.0%	5.9%	52.9%	52.9%	0.0%	76.5%
%H (TV HH)			100.0%	5.9%	52.9%	52.9%	0.0%	
Freesat	43	43	43	2	20	20	0	30
%V	3.5%	3.6%	8.8%	0.9%	2.3%	4.9%	0.0%	3.5%
%H (All HH)			100.0%	4.7%	46.5%	46.5%	0.0%	69.8%
%H (TV HH)			100.0%	4.7%	46.5%	46.5%	0.0%	
Other satellite provider	7	7	7	0	5	5	0	7
%V	0.6%	0.6%	1.4%	0.0%	0.6%	1.2%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	71.4%	71.4%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	71.4%	71.4%	0.0%	
DCAB	214	214	9	214	116	116	0	185
%V	17.5%	18.1%	1.8%	100.0%	13.1%	28.6%	0.0%	21.9%
%H (All HH)			4.2%	100.0%	54.2%	54.2%	0.0%	86.4%
%H (TV HH)			4.2%	100.0%	54.2%	54.2%	0.0%	
DTT	883	883	292	116	883	406	477	579
%V	72.4%	74.5%	59.6%	54.2%	100.0%	100.0%	100.0%	68.4%
%H (All HH)		100.0%	33.1%	13.1%	100.0%	46.0%	54.0%	65.6%
%H (TV HH)			33.1%	13.1%	100.0%	46.0%	54.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North East

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%H (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
PVR	739	739	426	167	508	354	155	606
%V	60.6%	62.4%	86.9%	78.0%	57.5%	87.2%	32.5%	71.6%
%H (All HH)		100.0%	57.6%	22.6%	68.7%	47.9%	21.0%	82.0%
%H (TV HH)			57.6%	22.6%	68.7%	47.9%	21.0%	
DVDR	61	61	30	14	46	29	18	52
%V	5.0%	5.1%	6.1%	6.5%	5.2%	7.1%	3.8%	6.1%
%H (All HH)		100.0%	49.2%	23.0%	75.4%	47.5%	29.5%	85.2%
%H (TV HH)			49.2%	23.0%	75.4%	47.5%	29.5%	
VCR	26	26	7	3	22	7	15	14
%V	2.1%	2.2%	1.4%	1.4%	2.5%	1.7%	3.1%	1.7%
%H (All HH)		100.0%	26.9%	11.5%	84.6%	26.9%	57.7%	53.8%
%H (TV HH)			26.9%	11.5%	84.6%	26.9%	57.7%	
Any recorder	771	771	433	173	536	362	174	627
%V	63.2%	65.1%	88.4%	80.8%	60.7%	89.2%	36.5%	74.1%
%H (All HH)		100.0%	56.2%	22.4%	69.5%	47.0%	22.6%	81.3%
%H (TV HH)			56.2%	22.4%	69.5%	47.0%	22.6%	
Receives HDTV (via STB or built-in reception)	591	591	318	138	428	286	142	476
%V	48.4%	49.9%	64.9%	64.5%	48.5%	70.4%	29.8%	56.3%
%H (All HH)		100.0%	53.8%	23.4%	72.4%	48.4%	24.0%	80.5%
%H (TV HH)			53.8%	23.4%	72.4%	48.4%	24.0%	
DVD/Blu-ray player or recorder	903	903	394	174	681	341	340	663
%V	74.0%	76.2%	80.4%	81.3%	77.1%	84.0%	71.3%	78.4%
%H (All HH)		100.0%	43.6%	19.3%	75.4%	37.8%	37.7%	73.4%
%H (TV HH)			43.6%	19.3%	75.4%	37.8%	37.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1185	490	214	883	406	477	846
%V (All HH)		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%
%H (TV HH)			41.4%	18.1%	74.5%	34.3%	40.3%	
Has broadband internet	846	824	405	185	579	347	232	846
%V	69.3%	69.5%	82.7%	86.4%	65.6%	85.5%	48.6%	100.0%
%H (All HH)		97.4%	47.9%	21.9%	68.4%	41.0%	27.4%	100.0%
%H (TV HH)			49.2%	22.5%	70.3%	42.1%	28.2%	
Number of computers (PCs and laptops)								
0	332	321	78	25	270	55	215	16
%V	27.2%	27.1%	15.9%	11.7%	30.6%	13.5%	45.1%	1.9%
%H (All HH)		96.7%	23.5%	7.5%	81.3%	16.6%	64.8%	4.8%
%H (TV HH)			24.3%	7.8%	84.1%	17.1%	67.0%	
1	387	374	159	69	272	128	144	343
%V	31.7%	31.6%	32.4%	32.2%	30.8%	31.5%	30.2%	40.5%
%H (All HH)		96.6%	41.1%	17.8%	70.3%	33.1%	37.2%	88.6%
%H (TV HH)			42.5%	18.4%	72.7%	34.2%	38.5%	
2	249	243	123	55	167	103	63	237
%V	20.4%	20.5%	25.1%	25.7%	18.9%	25.4%	13.2%	28.0%
%H (All HH)		97.6%	49.4%	22.1%	67.1%	41.4%	25.3%	95.2%
%H (TV HH)			50.6%	22.6%	68.7%	42.4%	25.9%	
3	130	127	70	28	90	61	29	129
%V	10.7%	10.7%	14.3%	13.1%	10.2%	15.0%	6.1%	15.2%
%H (All HH)		97.7%	53.8%	21.5%	69.2%	46.9%	22.3%	99.2%
%H (TV HH)			55.1%	22.0%	70.9%	48.0%	22.8%	
4	61	61	31	20	40	30	10	61
%V	5.0%	5.1%	6.3%	9.3%	4.5%	7.4%	2.1%	7.2%
%H (All HH)		100.0%	50.8%	32.8%	65.6%	49.2%	16.4%	100.0%
%H (TV HH)			50.8%	32.8%	65.6%	49.2%	16.4%	
5+	61	60	28	17	44	29	15	60
%V	5.0%	5.1%	5.7%	7.9%	5.0%	7.1%	3.1%	7.1%
%H (All HH)		98.4%	45.9%	27.9%	72.1%	47.5%	24.6%	98.4%
%H (TV HH)			46.7%	28.3%	73.3%	48.3%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2369	1095	468	1835	1026	809	1800
%H		46.2%	19.8%	77.5%	43.3%	34.1%	76.0%
Under 20"	347	152	64	293	162	131	243
%V	14.6%	13.9%	13.7%	16.0%	15.8%	16.2%	13.5%
%H		43.8%	18.4%	84.4%	46.7%	37.8%	70.0%
20" - 29"	534	241	95	441	240	201	395
%V	22.5%	22.0%	20.3%	24.0%	23.4%	24.8%	21.9%
%H		45.1%	17.8%	82.6%	44.9%	37.6%	74.0%
30" - 39"	747	305	141	593	294	299	545
%V	31.5%	27.9%	30.1%	32.3%	28.7%	37.0%	30.3%
%H		40.8%	18.9%	79.4%	39.4%	40.0%	73.0%
40" and over	677	364	154	473	309	165	557
%V	28.6%	33.2%	32.9%	25.8%	30.1%	20.4%	30.9%
%H		53.8%	22.7%	69.9%	45.6%	24.4%	82.3%
Don't know	13	4	2	10	3	7	12
%V	0.5%	0.4%	0.4%	0.5%	0.3%	0.9%	0.7%
%H		30.8%	15.4%	76.9%	23.1%	53.8%	92.3%
Not Asked	51	29	12	25	18	6	48
%V	2.2%	2.6%	2.6%	1.4%	1.8%	0.7%	2.7%
%H		56.9%	23.5%	49.0%	35.3%	11.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2369	1095	468	1835	1026	809	1800
%H		46.2%	19.8%	77.5%	43.3%	34.1%	76.0%
Main living room	1174	489	215	877	405	471	817
%V	49.6%	44.7%	45.9%	47.8%	39.5%	58.2%	45.4%
%H		41.7%	18.3%	74.7%	34.5%	40.1%	69.6%
Kitchen	124	58	22	115	70	45	89
%V	5.2%	5.3%	4.7%	6.3%	6.8%	5.6%	4.9%
%H		46.8%	17.7%	92.7%	56.5%	36.3%	71.8%
Adult's bedroom	583	283	122	477	297	180	464
%V	24.6%	25.8%	26.1%	26.0%	28.9%	22.2%	25.8%
%H		48.5%	20.9%	81.8%	50.9%	30.9%	79.6%
Child's bedroom	186	110	34	134	88	46	167
%V	7.9%	10.0%	7.3%	7.3%	8.6%	5.7%	9.3%
%H		59.1%	18.3%	72.0%	47.3%	24.7%	89.8%
Other bedroom	91	47	25	76	57	19	81
%V	3.8%	4.3%	5.3%	4.1%	5.6%	2.3%	4.5%
%H		51.6%	27.5%	83.5%	62.6%	20.9%	89.0%
Second living/dining room	85	39	19	72	45	27	68
%V	3.6%	3.6%	4.1%	3.9%	4.4%	3.3%	3.8%
%H		45.9%	22.4%	84.7%	52.9%	31.8%	80.0%
Study/office	11	5	4	6	4	2	10
%V	0.5%	0.5%	0.9%	0.3%	0.4%	0.2%	0.6%
%H		45.5%	36.4%	54.5%	36.4%	18.2%	90.9%
TV room	1	0	1	1	1	0	1
%V	0.0%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		0.0%	100.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	37	20	9	33	25	8	33
%V	1.6%	1.8%	1.9%	1.8%	2.4%	1.0%	1.8%
%H		54.1%	24.3%	89.2%	67.6%	21.6%	89.2%
Attic or loft room	3	1	1	3	1	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	21	13	4	17	13	4	19
%V	0.9%	1.2%	0.9%	0.9%	1.3%	0.5%	1.1%
%H		61.9%	19.0%	81.0%	61.9%	19.0%	90.5%
Not Asked	51	29	12	25	18	6	48
%V	2.2%	2.6%	2.6%	1.4%	1.8%	0.7%	2.7%
%H		56.9%	23.5%	49.0%	35.3%	11.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2369	1095	468	1835	1026	809	1800
%H		46.2%	19.8%	77.5%	43.3%	34.1%	76.0%
PVR	930	558	217	633	464	169	782
%V	39.3%	51.0%	46.4%	34.5%	45.2%	20.9%	43.4%
%H		60.0%	23.3%	68.1%	49.9%	18.2%	84.1%
DVDR	68	33	16	52	33	19	59
%V	2.9%	3.0%	3.4%	2.8%	3.2%	2.3%	3.3%
%H		48.5%	23.5%	76.5%	48.5%	27.9%	86.8%
VCR	28	8	3	25	8	17	15
%V	1.2%	0.7%	0.6%	1.4%	0.8%	2.1%	0.8%
%H		28.6%	10.7%	89.3%	28.6%	60.7%	53.6%
Any recorder	976	574	225	674	483	191	813
%V	41.2%	52.4%	48.1%	36.7%	47.1%	23.6%	45.2%
%H		58.8%	23.1%	69.1%	49.5%	19.6%	83.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2369	1095	468	1835	1026	809	1800
%H		46.2%	19.8%	77.5%	43.3%	34.1%	76.0%
Receives HDTV (via STB or built-in reception)	817	433	207	602	415	187	678
%V	34.5%	39.5%	44.2%	32.8%	40.4%	23.1%	37.7%
%H		53.0%	25.3%	73.7%	50.8%	22.9%	83.0%
DVD/Blu-ray player or recorder	1260	578	262	980	549	431	968
%V	53.2%	52.8%	56.0%	53.4%	53.5%	53.3%	53.8%
%H		45.9%	20.8%	77.8%	43.6%	34.2%	76.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	489	214	883	406	477	821
%H		41.3%	18.1%	74.6%	34.3%	40.3%	69.4%
Under 20"	22	5	0	16	1	15	9
%V	1.9%	1.0%	0.0%	1.8%	0.2%	3.1%	1.1%
%H		22.7%	0.0%	72.7%	4.5%	68.2%	40.9%
20" - 29"	146	33	18	116	23	93	71
%V	12.3%	6.7%	8.4%	13.1%	5.7%	19.5%	8.6%
%H		22.6%	12.3%	79.5%	15.8%	63.7%	48.6%
30" - 39"	448	159	69	355	136	218	284
%V	37.9%	32.5%	32.2%	40.2%	33.5%	45.7%	34.6%
%H		35.5%	15.4%	79.2%	30.4%	48.7%	63.4%
40" and over	563	292	126	395	245	150	454
%V	47.6%	59.7%	58.9%	44.7%	60.3%	31.4%	55.3%
%H		51.9%	22.4%	70.2%	43.5%	26.6%	80.6%
Don't know	2	0	1	1	0	1	2
%V	0.2%	0.0%	0.5%	0.1%	0.0%	0.2%	0.2%
%H		0.0%	50.0%	50.0%	0.0%	50.0%	100.0%
Not Asked	2	0	0	0	1	0	1
%V	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	489	214	883	406	477	821
%H		41.3%	18.1%	74.6%	34.3%	40.3%	69.4%
PVR	725	421	164	495	347	148	596
%V	61.3%	86.1%	76.6%	56.1%	85.5%	31.0%	72.6%
%H		58.1%	22.6%	68.3%	47.9%	20.4%	82.2%
DVDR	50	22	11	37	20	17	44
%V	4.2%	4.5%	5.1%	4.2%	4.9%	3.6%	5.4%
%H		44.0%	22.0%	74.0%	40.0%	34.0%	88.0%
VCR	23	6	2	20	5	15	12
%V	1.9%	1.2%	0.9%	2.3%	1.2%	3.1%	1.5%
%H		26.1%	8.7%	87.0%	21.7%	65.2%	52.2%
Any recorder	755	427	169	521	354	167	617
%V	63.8%	87.3%	79.0%	59.0%	87.2%	35.0%	75.2%
%H		56.6%	22.4%	69.0%	46.9%	22.1%	81.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	489	214	883	406	477	821
%H		41.3%	18.1%	74.6%	34.3%	40.3%	69.4%
Receives HDTV (via STB or built-in reception)	573	309	135	411	276	135	462
%V	48.4%	63.2%	63.1%	46.5%	68.0%	28.3%	56.3%
%H		53.9%	23.6%	71.7%	48.2%	23.6%	80.6%
DVD/Blu-ray player or recorder	830	358	156	619	300	320	609
%V	70.2%	73.2%	72.9%	70.1%	73.9%	67.1%	74.2%
%H		43.1%	18.8%	74.6%	36.1%	38.6%	73.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1187	606	255	952	620	332	979
%H		51.1%	21.5%	80.2%	52.2%	28.0%	82.5%
Under 20"	325	147	64	277	162	116	234
%V	27.4%	24.3%	25.1%	29.1%	26.1%	34.9%	23.9%
%H		45.2%	19.7%	85.2%	49.8%	35.7%	72.0%
20" - 29"	388	208	77	325	217	108	324
%V	32.7%	34.3%	30.2%	34.1%	35.0%	32.5%	33.1%
%H		53.6%	19.8%	83.8%	55.9%	27.8%	83.5%
30" - 39"	300	146	71	238	157	81	261
%V	25.3%	24.1%	27.8%	25.0%	25.3%	24.4%	26.7%
%H		48.7%	23.7%	79.3%	52.3%	27.0%	87.0%
40" and over	114	73	29	78	63	15	103
%V	9.6%	12.0%	11.4%	8.2%	10.2%	4.5%	10.5%
%H		64.0%	25.4%	68.4%	55.3%	13.2%	90.4%
Don't know	10	4	1	9	3	5	10
%V	0.8%	0.7%	0.4%	0.9%	0.5%	1.5%	1.0%
%H		40.0%	10.0%	90.0%	30.0%	50.0%	100.0%
Not Asked	50	28	13	25	18	7	47
%V	4.2%	4.6%	5.1%	2.6%	2.9%	2.1%	4.8%
%H		56.0%	26.0%	50.0%	36.0%	14.0%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1187	606	255	952	620	332	979
%H		51.1%	21.5%	80.2%	52.2%	28.0%	82.5%
PVR	205	137	53	138	117	21	186
%V	17.3%	22.6%	20.8%	14.5%	18.9%	6.3%	19.0%
%H		66.8%	25.9%	67.3%	57.1%	10.2%	90.7%
DVDR	19	12	5	15	13	2	15
%V	1.6%	2.0%	2.0%	1.6%	2.1%	0.6%	1.5%
%H		63.2%	26.3%	78.9%	68.4%	10.5%	78.9%
VCR	5	2	1	5	3	2	2
%V	0.4%	0.3%	0.4%	0.5%	0.5%	0.6%	0.2%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	40.0%
Any recorder	221	146	56	152	128	24	196
%V	18.6%	24.1%	22.0%	16.0%	20.6%	7.2%	20.0%
%H		66.1%	25.3%	68.8%	57.9%	10.9%	88.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1187	606	255	952	620	332	979
%H		51.1%	21.5%	80.2%	52.2%	28.0%	82.5%
Receives HDTV (via STB or built-in reception)	244	124	72	191	139	52	215
%V	20.6%	20.5%	28.2%	20.1%	22.4%	15.7%	22.0%
%H		50.8%	29.5%	78.3%	57.0%	21.3%	88.1%
DVD/Blu-ray player or recorder	431	219	106	361	250	111	359
%V	36.3%	36.1%	41.6%	37.9%	40.3%	33.4%	36.7%
%H		50.8%	24.6%	83.8%	58.0%	25.8%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2758	2688	1267	517	1955	1061	894	2192
%H		97.5%	45.9%	18.7%	70.9%	38.5%	32.4%	79.5%
Total Children	502	495	288	91	330	218	112	450
%V	18.2%	18.4%	22.7%	17.6%	16.9%	20.5%	12.5%	20.5%
%H		98.6%	57.4%	18.1%	65.7%	43.4%	22.3%	89.6%
0 - 3	131	128	76	24	80	52	28	109
%V	4.7%	4.8%	6.0%	4.6%	4.1%	4.9%	3.1%	5.0%
%H		97.7%	58.0%	18.3%	61.1%	39.7%	21.4%	83.2%
4 - 15	371	367	212	68	251	166	84	341
%V	13.5%	13.7%	16.7%	13.2%	12.8%	15.6%	9.4%	15.6%
%H		98.9%	57.1%	18.3%	67.7%	44.7%	22.6%	91.9%
4 - 9	191	189	116	36	121	85	36	173
%V	6.9%	7.0%	9.2%	7.0%	6.2%	8.0%	4.0%	7.9%
%H		99.0%	60.7%	18.8%	63.4%	44.5%	18.8%	90.6%
10 - 15	180	178	96	32	130	82	48	168
%V	6.5%	6.6%	7.6%	6.2%	6.6%	7.7%	5.4%	7.7%
%H		98.9%	53.3%	17.8%	72.2%	45.6%	26.7%	93.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2758	2688	1267	517	1955	1061	894	2192
%H		97.5%	45.9%	18.7%	70.9%	38.5%	32.4%	79.5%
Total Adults (16+)	2256	2193	979	426	1625	843	782	1742
%V	81.8%	81.6%	77.3%	82.4%	83.1%	79.5%	87.5%	79.5%
%H		97.2%	43.4%	18.9%	72.0%	37.4%	34.7%	77.2%
16 - 19	133	131	61	27	102	57	45	119
%V	4.8%	4.9%	4.8%	5.2%	5.2%	5.4%	5.0%	5.4%
%H		98.5%	45.9%	20.3%	76.7%	42.9%	33.8%	89.5%
20 - 24	180	170	68	29	118	60	58	158
%V	6.5%	6.3%	5.4%	5.6%	6.0%	5.7%	6.5%	7.2%
%H		94.4%	37.8%	16.1%	65.6%	33.3%	32.2%	87.8%
25 - 34	350	332	189	64	226	149	77	306
%V	12.7%	12.4%	14.9%	12.4%	11.6%	14.0%	8.6%	14.0%
%H		94.9%	54.0%	18.3%	64.6%	42.6%	22.0%	87.4%
35 - 44	334	325	164	72	210	122	88	296
%V	12.1%	12.1%	12.9%	13.9%	10.7%	11.5%	9.8%	13.5%
%H		97.3%	49.1%	21.6%	62.9%	36.5%	26.3%	88.6%
45 - 54	405	396	202	89	286	177	109	347
%V	14.7%	14.7%	15.9%	17.2%	14.6%	16.7%	12.2%	15.8%
%H		97.8%	49.9%	22.0%	70.6%	43.7%	26.9%	85.7%
55 - 64	347	338	140	66	264	129	135	270
%V	12.6%	12.6%	11.0%	12.8%	13.5%	12.2%	15.1%	12.3%
%H		97.4%	40.3%	19.0%	76.1%	37.2%	38.9%	77.8%
65+	507	501	155	79	419	149	270	245
%V	18.4%	18.6%	12.2%	15.3%	21.4%	14.0%	30.2%	11.2%
%H		98.8%	30.6%	15.6%	82.6%	29.4%	53.3%	48.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2256	2193	979	426	1625	843	782	1742
%H		97.2%	43.4%	18.9%	72.0%	37.4%	34.7%	77.2%
AB	494	482	250	80	356	199	157	450
%V	21.9%	22.0%	25.5%	18.8%	21.9%	23.6%	20.1%	25.8%
%H		97.6%	50.6%	16.2%	72.1%	40.3%	31.8%	91.1%
C1	567	550	245	96	404	202	202	486
%V	25.1%	25.1%	25.0%	22.5%	24.9%	24.0%	25.8%	27.9%
%H		97.0%	43.2%	16.9%	71.3%	35.6%	35.6%	85.7%
C2	490	483	217	125	367	226	141	388
%V	21.7%	22.0%	22.2%	29.3%	22.6%	26.8%	18.0%	22.3%
%H		98.6%	44.3%	25.5%	74.9%	46.1%	28.8%	79.2%
D	425	406	183	75	293	147	146	283
%V	18.8%	18.5%	18.7%	17.6%	18.0%	17.4%	18.7%	16.2%
%H		95.5%	43.1%	17.6%	68.9%	34.6%	34.4%	66.6%
E	280	272	84	50	204	69	135	134
%V	12.4%	12.4%	8.6%	11.7%	12.6%	8.2%	17.3%	7.7%
%H		97.1%	30.0%	17.9%	72.9%	24.6%	48.2%	47.9%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2256	2193	979	426	1625	843	782	1742
%H		97.2%	43.4%	18.9%	72.0%	37.4%	34.7%	77.2%
Working full time	960	922	494	200	643	411	232	874
%V	42.6%	42.0%	50.5%	46.9%	39.6%	48.8%	29.7%	50.2%
%H		96.0%	51.5%	20.8%	67.0%	42.8%	24.2%	91.0%
Working part time	203	201	95	45	136	77	59	179
%V	9.0%	9.2%	9.7%	10.6%	8.4%	9.1%	7.5%	10.3%
%H		99.0%	46.8%	22.2%	67.0%	37.9%	29.1%	88.2%
Not working	1092	1070	390	182	846	355	491	690
%V	48.4%	48.8%	39.8%	42.7%	52.1%	42.1%	62.8%	39.6%
%H		98.0%	35.7%	16.7%	77.5%	32.5%	45.0%	63.2%
Housewife/Houseperson	1220	1185	490	214	883	406	477	846
%V	54.1%	54.0%	50.1%	50.2%	54.3%	48.2%	61.0%	48.6%
%H		97.1%	40.2%	17.5%	72.4%	33.3%	39.1%	69.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1099	1062	480	214	779	420	359	871
%H		96.6%	43.7%	19.5%	70.9%	38.2%	32.7%	79.3%
16 - 19	63	62	28	11	49	26	23	58
%V	5.7%	5.8%	5.8%	5.1%	6.3%	6.2%	6.4%	6.7%
%H		98.4%	44.4%	17.5%	77.8%	41.3%	36.5%	92.1%
20 - 24	97	89	36	17	54	31	23	90
%V	8.8%	8.4%	7.5%	7.9%	6.9%	7.4%	6.4%	10.3%
%H		91.8%	37.1%	17.5%	55.7%	32.0%	23.7%	92.8%
25 - 34	173	164	86	33	116	72	44	148
%V	15.7%	15.4%	17.9%	15.4%	14.9%	17.1%	12.3%	17.0%
%H		94.8%	49.7%	19.1%	67.1%	41.6%	25.4%	85.5%
35 - 44	164	159	82	34	103	59	44	148
%V	14.9%	15.0%	17.1%	15.9%	13.2%	14.0%	12.3%	17.0%
%H		97.0%	50.0%	20.7%	62.8%	36.0%	26.8%	90.2%
45 - 54	198	193	95	46	137	85	53	164
%V	18.0%	18.2%	19.8%	21.5%	17.6%	20.2%	14.8%	18.8%
%H		97.5%	48.0%	23.2%	69.2%	42.9%	26.8%	82.8%
55 - 64	170	166	75	32	128	69	59	138
%V	15.5%	15.6%	15.6%	15.0%	16.4%	16.4%	16.4%	15.8%
%H		97.6%	44.1%	18.8%	75.3%	40.6%	34.7%	81.2%
65+	233	229	77	41	192	78	113	127
%V	21.2%	21.6%	16.0%	19.2%	24.6%	18.6%	31.5%	14.6%
%H		98.3%	33.0%	17.6%	82.4%	33.5%	48.5%	54.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1099	1062	480	214	779	420	359	871
%H		96.6%	43.7%	19.5%	70.9%	38.2%	32.7%	79.3%
AB	246	242	126	41	179	102	77	228
%V	22.4%	22.8%	26.3%	19.2%	23.0%	24.3%	21.4%	26.2%
%H		98.4%	51.2%	16.7%	72.8%	41.5%	31.3%	92.7%
C1	270	260	116	48	185	96	89	243
%V	24.6%	24.5%	24.2%	22.4%	23.7%	22.9%	24.8%	27.9%
%H		96.3%	43.0%	17.8%	68.5%	35.6%	33.0%	90.0%
C2	259	253	110	68	193	118	75	203
%V	23.6%	23.8%	22.9%	31.8%	24.8%	28.1%	20.9%	23.3%
%H		97.7%	42.5%	26.3%	74.5%	45.6%	29.0%	78.4%
D	195	184	87	37	131	72	59	135
%V	17.7%	17.3%	18.1%	17.3%	16.8%	17.1%	16.4%	15.5%
%H		94.4%	44.6%	19.0%	67.2%	36.9%	30.3%	69.2%
E	129	123	40	22	92	33	59	62
%V	11.7%	11.6%	8.3%	10.3%	11.8%	7.9%	16.4%	7.1%
%H		95.3%	31.0%	17.1%	71.3%	25.6%	45.7%	48.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1099	1062	480	214	779	420	359	871
%H		96.6%	43.7%	19.5%	70.9%	38.2%	32.7%	79.3%
Working full time	580	556	302	121	390	255	135	532
%V	52.8%	52.4%	62.9%	56.5%	50.1%	60.7%	37.6%	61.1%
%H		95.9%	52.1%	20.9%	67.2%	44.0%	23.3%	91.7%
Working part time	42	41	17	11	23	13	10	33
%V	3.8%	3.9%	3.5%	5.1%	3.0%	3.1%	2.8%	3.8%
%H		97.6%	40.5%	26.2%	54.8%	31.0%	23.8%	78.6%
Not working	477	465	161	83	365	152	214	306
%V	43.4%	43.8%	33.5%	38.8%	46.9%	36.2%	59.6%	35.1%
%H		97.5%	33.8%	17.4%	76.5%	31.9%	44.9%	64.2%
Housewife/Houseperson	288	271	90	56	201	79	123	172
%V	26.2%	25.5%	18.8%	26.2%	25.8%	18.8%	34.3%	19.7%
%H		94.1%	31.3%	19.4%	69.8%	27.4%	42.7%	59.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1157	1131	500	212	845	423	423	871
%H		97.8%	43.2%	18.3%	73.0%	36.6%	36.6%	75.3%
16 - 19	70	69	33	15	52	31	22	62
%V	6.1%	6.1%	6.6%	7.1%	6.2%	7.3%	5.2%	7.1%
%H		98.6%	47.1%	21.4%	74.3%	44.3%	31.4%	88.6%
20 - 24	83	81	32	12	65	30	35	68
%V	7.2%	7.2%	6.4%	5.7%	7.7%	7.1%	8.3%	7.8%
%H		97.6%	38.6%	14.5%	78.3%	36.1%	42.2%	81.9%
25 - 34	178	168	104	31	110	77	33	159
%V	15.4%	14.9%	20.8%	14.6%	13.0%	18.2%	7.8%	18.3%
%H		94.4%	58.4%	17.4%	61.8%	43.3%	18.5%	89.3%
35 - 44	169	166	82	39	107	63	44	149
%V	14.6%	14.7%	16.4%	18.4%	12.7%	14.9%	10.4%	17.1%
%H		98.2%	48.5%	23.1%	63.3%	37.3%	26.0%	88.2%
45 - 54	206	203	107	42	148	93	56	183
%V	17.8%	17.9%	21.4%	19.8%	17.5%	22.0%	13.2%	21.0%
%H		98.5%	51.9%	20.4%	71.8%	45.1%	27.2%	88.8%
55 - 64	177	173	64	34	135	60	76	132
%V	15.3%	15.3%	12.8%	16.0%	16.0%	14.2%	18.0%	15.2%
%H		97.7%	36.2%	19.2%	76.3%	33.9%	42.9%	74.6%
65+	274	272	78	38	227	70	157	118
%V	23.7%	24.0%	15.6%	17.9%	26.9%	16.5%	37.1%	13.5%
%H		99.3%	28.5%	13.9%	82.8%	25.5%	57.3%	43.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1157	1131	500	212	845	423	423	871
%H		97.8%	43.2%	18.3%	73.0%	36.6%	36.6%	75.3%
AB	248	240	124	40	177	98	80	223
%V	21.4%	21.2%	24.8%	18.9%	20.9%	23.2%	18.9%	25.6%
%H		96.8%	50.0%	16.1%	71.4%	39.5%	32.3%	89.9%
C1	298	290	129	49	219	106	114	243
%V	25.8%	25.6%	25.8%	23.1%	25.9%	25.1%	27.0%	27.9%
%H		97.3%	43.3%	16.4%	73.5%	35.6%	38.3%	81.5%
C2	230	229	107	57	174	107	66	186
%V	19.9%	20.2%	21.4%	26.9%	20.6%	25.3%	15.6%	21.4%
%H		99.6%	46.5%	24.8%	75.7%	46.5%	28.7%	80.9%
D	230	222	96	38	162	75	87	148
%V	19.9%	19.6%	19.2%	17.9%	19.2%	17.7%	20.6%	17.0%
%H		96.5%	41.7%	16.5%	70.4%	32.6%	37.8%	64.3%
E	151	149	44	28	113	36	76	72
%V	13.1%	13.2%	8.8%	13.2%	13.4%	8.5%	18.0%	8.3%
%H		98.7%	29.1%	18.5%	74.8%	23.8%	50.3%	47.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1157	1131	500	212	845	423	423	871
%H		97.8%	43.2%	18.3%	73.0%	36.6%	36.6%	75.3%
Working full time	380	367	193	79	253	156	97	341
%V	32.8%	32.4%	38.6%	37.3%	29.9%	36.9%	22.9%	39.2%
%H		96.6%	50.8%	20.8%	66.6%	41.1%	25.5%	89.7%
Working part time	162	160	78	33	113	64	49	146
%V	14.0%	14.1%	15.6%	15.6%	13.4%	15.1%	11.6%	16.8%
%H		98.8%	48.1%	20.4%	69.8%	39.5%	30.2%	90.1%
Not working	615	605	229	99	480	203	277	384
%V	53.2%	53.5%	45.8%	46.7%	56.8%	48.0%	65.5%	44.1%
%H		98.4%	37.2%	16.1%	78.0%	33.0%	45.0%	62.4%
Housewife/Houseperson	932	913	400	158	682	327	355	674
%V	80.6%	80.7%	80.0%	74.5%	80.7%	77.3%	83.9%	77.4%
%H		98.0%	42.9%	17.0%	73.2%	35.1%	38.1%	72.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
AB	395	381	161	78	267	126	141	369
%V	22.9%	23.2%	25.2%	22.4%	23.0%	24.3%	22.0%	29.4%
%H (All HH)		96.5%	40.8%	19.7%	67.6%	31.9%	35.7%	93.4%
%H (TV HH)			42.3%	20.5%	70.1%	33.1%	37.0%	
C1	467	434	174	97	296	142	153	386
%V	27.1%	26.4%	27.3%	27.9%	25.5%	27.4%	23.8%	30.8%
%H (All HH)		92.9%	37.3%	20.8%	63.4%	30.4%	32.8%	82.7%
%H (TV HH)			40.1%	22.4%	68.2%	32.7%	35.3%	
C2	291	285	130	69	195	110	85	227
%V	16.9%	17.3%	20.4%	19.8%	16.8%	21.2%	13.2%	18.1%
%H (All HH)		97.9%	44.7%	23.7%	67.0%	37.8%	29.2%	78.0%
%H (TV HH)			45.6%	24.2%	68.4%	38.6%	29.8%	
D	301	287	107	68	206	96	110	181
%V	17.5%	17.5%	16.8%	19.5%	17.7%	18.5%	17.1%	14.4%
%H (All HH)		95.3%	35.5%	22.6%	68.4%	31.9%	36.5%	60.1%
%H (TV HH)			37.3%	23.7%	71.8%	33.4%	38.3%	
E	269	256	66	37	198	45	153	90
%V	15.6%	15.6%	10.3%	10.6%	17.0%	8.7%	23.8%	7.2%
%H (All HH)		95.2%	24.5%	13.8%	73.6%	16.7%	56.9%	33.5%
%H (TV HH)			25.8%	14.5%	77.3%	17.6%	59.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Under 25	91	74	30	13	48	21	26	68
%V	5.3%	4.5%	4.7%	3.7%	4.1%	4.0%	4.0%	5.4%
%H (All HH)		81.3%	33.0%	14.3%	52.7%	23.1%	28.6%	74.7%
%H (TV HH)			40.5%	17.6%	64.9%	28.4%	35.1%	
25 - 34	253	227	107	54	133	71	62	220
%V	14.7%	13.8%	16.8%	15.5%	11.4%	13.7%	9.7%	17.6%
%H (All HH)		89.7%	42.3%	21.3%	52.6%	28.1%	24.5%	87.0%
%H (TV HH)			47.1%	23.8%	58.6%	31.3%	27.3%	
35 - 44	281	272	128	59	174	92	81	246
%V	16.3%	16.6%	20.1%	17.0%	15.0%	17.7%	12.6%	19.6%
%H (All HH)		96.8%	45.6%	21.0%	61.9%	32.7%	28.8%	87.5%
%H (TV HH)			47.1%	21.7%	64.0%	33.8%	29.8%	
45 - 54	342	331	149	79	234	133	101	293
%V	19.9%	20.1%	23.4%	22.7%	20.1%	25.6%	15.7%	23.4%
%H (All HH)		96.8%	43.6%	23.1%	68.4%	38.9%	29.5%	85.7%
%H (TV HH)			45.0%	23.9%	70.7%	40.2%	30.5%	
55 - 64	308	299	113	71	216	102	115	232
%V	17.9%	18.2%	17.7%	20.4%	18.6%	19.7%	17.9%	18.5%
%H (All HH)		97.1%	36.7%	23.1%	70.1%	33.1%	37.3%	75.3%
%H (TV HH)			37.8%	23.7%	72.2%	34.1%	38.5%	
65 +	446	440	110	73	358	100	258	193
%V	25.9%	26.8%	17.2%	21.0%	30.8%	19.3%	40.2%	15.4%
%H (All HH)		98.7%	24.7%	16.4%	80.3%	22.4%	57.8%	43.3%
%H (TV HH)			25.0%	16.6%	81.4%	22.7%	58.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
1	628	595	134	110	447	103	344	292
%V	36.5%	36.2%	21.0%	31.6%	38.5%	19.8%	53.6%	23.3%
%H (All HH)		94.7%	21.3%	17.5%	71.2%	16.4%	54.8%	46.5%
%H (TV HH)			22.5%	18.5%	75.1%	17.3%	57.8%	
2	577	551	237	116	394	202	192	476
%V	33.5%	33.5%	37.1%	33.3%	33.9%	38.9%	29.9%	38.0%
%H (All HH)		95.5%	41.1%	20.1%	68.3%	35.0%	33.3%	82.5%
%H (TV HH)			43.0%	21.1%	71.5%	36.7%	34.8%	
3	250	241	122	70	152	103	49	232
%V	14.5%	14.7%	19.1%	20.1%	13.1%	19.8%	7.6%	18.5%
%H (All HH)		96.4%	48.8%	28.0%	60.8%	41.2%	19.6%	92.8%
%H (TV HH)			50.6%	29.0%	63.1%	42.7%	20.3%	
4	197	188	107	38	125	83	43	187
%V	11.4%	11.4%	16.8%	10.9%	10.8%	16.0%	6.7%	14.9%
%H (All HH)		95.4%	54.3%	19.3%	63.5%	42.1%	21.8%	94.9%
%H (TV HH)			56.9%	20.2%	66.5%	44.1%	22.9%	
5+	69	68	39	14	43	28	15	66
%V	4.0%	4.1%	6.1%	4.0%	3.7%	5.4%	2.3%	5.3%
%H (All HH)		98.6%	56.5%	20.3%	62.3%	40.6%	21.7%	95.7%
%H (TV HH)			57.4%	20.6%	63.2%	41.2%	22.1%	
Average HH size	2.14	2.15	2.51	2.24	2.08	2.50	1.75	2.42

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Without	1334	1263	430	264	922	368	554	894
%V	77.5%	76.9%	67.4%	75.9%	79.3%	70.9%	86.3%	71.3%
%H (All HH)		94.7%	32.2%	19.8%	69.1%	27.6%	41.5%	67.0%
%H (TV HH)			34.0%	20.9%	73.0%	29.1%	43.9%	
With	388	380	208	84	239	151	88	359
%V	22.5%	23.1%	32.6%	24.1%	20.6%	29.1%	13.7%	28.7%
%H (All HH)		97.9%	53.6%	21.6%	61.6%	38.9%	22.7%	92.5%
%H (TV HH)			54.7%	22.1%	62.9%	39.7%	23.2%	
0 - 3	142	138	77	35	82	55	27	126
%V	8.2%	8.4%	12.1%	10.1%	7.1%	10.6%	4.2%	10.1%
%H (All HH)		97.2%	54.2%	24.6%	57.7%	38.7%	19.0%	88.7%
%H (TV HH)			55.8%	25.4%	59.4%	39.9%	19.6%	
4 - 9	182	178	97	35	109	63	46	169
%V	10.6%	10.8%	15.2%	10.1%	9.4%	12.1%	7.2%	13.5%
%H (All HH)		97.8%	53.3%	19.2%	59.9%	34.6%	25.3%	92.9%
%H (TV HH)			54.5%	19.7%	61.2%	35.4%	25.8%	
10 - 15	182	181	101	38	119	77	42	175
%V	10.6%	11.0%	15.8%	10.9%	10.2%	14.8%	6.5%	14.0%
%H (All HH)		99.5%	55.5%	20.9%	65.4%	42.3%	23.1%	96.2%
%H (TV HH)			55.8%	21.0%	65.7%	42.5%	23.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
1	635	635	172	116	409	80	329	375
%V	36.9%	38.6%	27.0%	33.3%	35.2%	15.4%	51.2%	29.9%
%H (All HH)		100.0%	27.1%	18.3%	64.4%	12.6%	51.8%	59.1%
%H (TV HH)			27.1%	18.3%	64.4%	12.6%	51.8%	
2	594	594	238	135	435	214	221	443
%V	34.5%	36.2%	37.3%	38.8%	37.4%	41.2%	34.4%	35.4%
%H (All HH)		100.0%	40.1%	22.7%	73.2%	36.0%	37.2%	74.6%
%H (TV HH)			40.1%	22.7%	73.2%	36.0%	37.2%	
3	271	271	139	63	204	132	72	243
%V	15.7%	16.5%	21.8%	18.1%	17.6%	25.4%	11.2%	19.4%
%H (All HH)		100.0%	51.3%	23.2%	75.3%	48.7%	26.6%	89.7%
%H (TV HH)			51.3%	23.2%	75.3%	48.7%	26.6%	
4	100	100	59	25	77	62	15	95
%V	5.8%	6.1%	9.2%	7.2%	6.6%	11.9%	2.3%	7.6%
%H (All HH)		100.0%	59.0%	25.0%	77.0%	62.0%	15.0%	95.0%
%H (TV HH)			59.0%	25.0%	77.0%	62.0%	15.0%	
5+	43	43	30	9	36	31	5	43
%V	2.5%	2.6%	4.7%	2.6%	3.1%	6.0%	0.8%	3.4%
%H (All HH)		100.0%	69.8%	20.9%	83.7%	72.1%	11.6%	100.0%
%H (TV HH)			69.8%	20.9%	83.7%	72.1%	11.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Under 20"	389	389	160	79	310	162	148	291
%V	22.6%	23.7%	25.1%	22.7%	26.7%	31.2%	23.1%	23.2%
%H (All HH)		100.0%	41.1%	20.3%	79.7%	41.6%	38.0%	74.8%
%H (TV HH)			41.1%	20.3%	79.7%	41.6%	38.0%	
20" - 29"	609	609	221	129	484	229	256	442
%V	35.4%	37.1%	34.6%	37.1%	41.7%	44.1%	39.9%	35.3%
%H (All HH)		100.0%	36.3%	21.2%	79.5%	37.6%	42.0%	72.6%
%H (TV HH)			36.3%	21.2%	79.5%	37.6%	42.0%	
30" - 39"	885	885	365	202	634	315	320	669
%V	51.4%	53.9%	57.2%	58.0%	54.6%	60.7%	49.8%	53.4%
%H (All HH)		100.0%	41.2%	22.8%	71.6%	35.6%	36.2%	75.6%
%H (TV HH)			41.2%	22.8%	71.6%	35.6%	36.2%	
40" and over	740	740	385	168	488	303	185	630
%V	43.0%	45.0%	60.3%	48.3%	42.0%	58.4%	28.8%	50.3%
%H (All HH)		100.0%	52.0%	22.7%	65.9%	40.9%	25.0%	85.1%
%H (TV HH)			52.0%	22.7%	65.9%	40.9%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Main living room	1612	1612	634	346	1142	516	627	1174
%V	93.6%	98.1%	99.4%	99.4%	98.3%	99.4%	97.7%	93.7%
%H (All HH)		100.0%	39.3%	21.5%	70.8%	32.0%	38.9%	72.8%
%H (TV HH)			39.3%	21.5%	70.8%	32.0%	38.9%	
Kitchen	159	159	71	32	135	78	56	133
%V	9.2%	9.7%	11.1%	9.2%	11.6%	15.0%	8.7%	10.6%
%H (All HH)		100.0%	44.7%	20.1%	84.9%	49.1%	35.2%	83.6%
%H (TV HH)			44.7%	20.1%	84.9%	49.1%	35.2%	
Adult's bedroom	746	746	346	179	572	349	223	607
%V	43.3%	45.4%	54.2%	51.4%	49.2%	67.2%	34.7%	48.4%
%H (All HH)		100.0%	46.4%	24.0%	76.7%	46.8%	29.9%	81.4%
%H (TV HH)			46.4%	24.0%	76.7%	46.8%	29.9%	
Child's bedroom	192	192	111	45	127	90	37	174
%V	11.1%	11.7%	17.4%	12.9%	10.9%	17.3%	5.8%	13.9%
%H (All HH)		100.0%	57.8%	23.4%	66.1%	46.9%	19.3%	90.6%
%H (TV HH)			57.8%	23.4%	66.1%	46.9%	19.3%	
Other bedroom	71	71	39	15	55	38	17	62
%V	4.1%	4.3%	6.1%	4.3%	4.7%	7.3%	2.6%	4.9%
%H (All HH)		100.0%	54.9%	21.1%	77.5%	53.5%	23.9%	87.3%
%H (TV HH)			54.9%	21.1%	77.5%	53.5%	23.9%	
Second living/dining room	111	111	53	21	84	47	36	105
%V	6.4%	6.8%	8.3%	6.0%	7.2%	9.1%	5.6%	8.4%
%H (All HH)		100.0%	47.7%	18.9%	75.7%	42.3%	32.4%	94.6%
%H (TV HH)			47.7%	18.9%	75.7%	42.3%	32.4%	
Study/office	16	16	7	4	13	7	6	16
%V	0.9%	1.0%	1.1%	1.1%	1.1%	1.3%	0.9%	1.3%
%H (All HH)		100.0%	43.8%	25.0%	81.3%	43.8%	37.5%	100.0%
%H (TV HH)			43.8%	25.0%	81.3%	43.8%	37.5%	
TV room	19	19	12	3	16	12	4	19
%V	1.1%	1.2%	1.9%	0.9%	1.4%	2.3%	0.6%	1.5%
%H (All HH)		100.0%	63.2%	15.8%	84.2%	63.2%	21.1%	100.0%
%H (TV HH)			63.2%	15.8%	84.2%	63.2%	21.1%	
Conservatory	24	24	14	5	17	13	5	22
%V	1.4%	1.5%	2.2%	1.4%	1.5%	2.5%	0.8%	1.8%
%H (All HH)		100.0%	58.3%	20.8%	70.8%	54.2%	20.8%	91.7%
%H (TV HH)			58.3%	20.8%	70.8%	54.2%	20.8%	
Attic or loft room	4	4	2	2	3	2	1	4
%V	0.2%	0.2%	0.3%	0.6%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	50.0%	75.0%	50.0%	25.0%	
No specific location	2	2	1	1	2	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	50.0%	
Other	10	10	7	3	9	7	1	10
%V	0.6%	0.6%	1.1%	0.9%	0.8%	1.3%	0.2%	0.8%
%H (All HH)		100.0%	70.0%	30.0%	90.0%	70.0%	10.0%	100.0%
%H (TV HH)			70.0%	30.0%	90.0%	70.0%	10.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Any DSAT provider	638	638	638	10	347	347	0	546
%V	37.0%	38.8%	100.0%	2.9%	29.9%	66.9%	0.0%	43.6%
%H (All HH)			100.0%	1.6%	54.4%	54.4%	0.0%	85.6%
%H (TV HH)			100.0%	1.6%	54.4%	54.4%	0.0%	
Sky with subcription	575	575	575	6	316	316	0	499
%V	33.4%	35.0%	90.1%	1.7%	27.2%	60.9%	0.0%	39.8%
%H (All HH)			100.0%	1.0%	55.0%	55.0%	0.0%	86.8%
%H (TV HH)			100.0%	1.0%	55.0%	55.0%	0.0%	
Sky without subcription	28	28	28	2	12	12	0	19
%V	1.6%	1.7%	4.4%	0.6%	1.0%	2.3%	0.0%	1.5%
%H (All HH)			100.0%	7.1%	42.9%	42.9%	0.0%	67.9%
%H (TV HH)			100.0%	7.1%	42.9%	42.9%	0.0%	
Freesat	35	35	35	1	20	20	0	27
%V	2.0%	2.1%	5.5%	0.3%	1.7%	3.9%	0.0%	2.2%
%H (All HH)			100.0%	2.9%	57.1%	57.1%	0.0%	77.1%
%H (TV HH)			100.0%	2.9%	57.1%	57.1%	0.0%	
Other satellite provider	8	8	8	0	3	3	0	8
%V	0.5%	0.5%	1.3%	0.0%	0.3%	0.6%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
DCAB	348	348	10	348	175	175	0	295
%V	20.2%	21.2%	1.6%	100.0%	15.1%	33.7%	0.0%	23.5%
%H (All HH)			2.9%	100.0%	50.3%	50.3%	0.0%	84.8%
%H (TV HH)			2.9%	100.0%	50.3%	50.3%	0.0%	
DTT	1162	1162	347	175	1162	519	642	799
%V	67.5%	70.7%	54.4%	50.3%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	29.9%	15.1%	100.0%	44.7%	55.2%	68.8%
%H (TV HH)			29.9%	15.1%	100.0%	44.7%	55.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%H (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
PVR	967	967	558	248	600	432	169	840
%V	56.2%	58.9%	87.5%	71.3%	51.6%	83.2%	26.3%	67.0%
%H (All HH)		100.0%	57.7%	25.6%	62.0%	44.7%	17.5%	86.9%
%H (TV HH)			57.7%	25.6%	62.0%	44.7%	17.5%	
DVDR	65	65	29	14	48	26	22	56
%V	3.8%	4.0%	4.5%	4.0%	4.1%	5.0%	3.4%	4.5%
%H (All HH)		100.0%	44.6%	21.5%	73.8%	40.0%	33.8%	86.2%
%H (TV HH)			44.6%	21.5%	73.8%	40.0%	33.8%	
VCR	62	62	10	20	47	15	31	30
%V	3.6%	3.8%	1.6%	5.7%	4.0%	2.9%	4.8%	2.4%
%H (All HH)		100.0%	16.1%	32.3%	75.8%	24.2%	50.0%	48.4%
%H (TV HH)			16.1%	32.3%	75.8%	24.2%	50.0%	
Any recorder	1022	1022	567	258	644	439	205	864
%V	59.3%	62.2%	88.9%	74.1%	55.4%	84.6%	31.9%	69.0%
%H (All HH)		100.0%	55.5%	25.2%	63.0%	43.0%	20.1%	84.5%
%H (TV HH)			55.5%	25.2%	63.0%	43.0%	20.1%	
Receives HDTV (via STB or built-in reception)	839	839	433	234	537	359	178	718
%V	48.7%	51.1%	67.9%	67.2%	46.2%	69.2%	27.7%	57.3%
%H (All HH)		100.0%	51.6%	27.9%	64.0%	42.8%	21.2%	85.6%
%H (TV HH)			51.6%	27.9%	64.0%	42.8%	21.2%	
DVD/Blu-ray player or recorder	1316	1316	538	293	950	460	490	1023
%V	76.4%	80.1%	84.3%	84.2%	81.8%	88.6%	76.3%	81.6%
%H (All HH)		100.0%	40.9%	22.3%	72.2%	35.0%	37.2%	77.7%
%H (TV HH)			40.9%	22.3%	72.2%	35.0%	37.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1722	1643	638	348	1162	519	642	1253
%V (All HH)		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%
%H (TV HH)			38.8%	21.2%	70.7%	31.6%	39.1%	
Has broadband internet	1253	1198	546	295	799	452	346	1253
%V	72.8%	72.9%	85.6%	84.8%	68.8%	87.1%	53.9%	100.0%
%H (All HH)		95.6%	43.6%	23.5%	63.8%	36.1%	27.6%	100.0%
%H (TV HH)			45.6%	24.6%	66.7%	37.7%	28.9%	
Number of computers (PCs and laptops)								
0	427	409	85	55	329	64	264	18
%V	24.8%	24.9%	13.3%	15.8%	28.3%	12.3%	41.1%	1.4%
%H (All HH)		95.8%	19.9%	12.9%	77.0%	15.0%	61.8%	4.2%
%H (TV HH)			20.8%	13.4%	80.4%	15.6%	64.5%	
1	548	523	201	127	359	164	194	503
%V	31.8%	31.8%	31.5%	36.5%	30.9%	31.6%	30.2%	40.1%
%H (All HH)		95.4%	36.7%	23.2%	65.5%	29.9%	35.4%	91.8%
%H (TV HH)			38.4%	24.3%	68.6%	31.4%	37.1%	
2	376	357	175	82	241	144	97	367
%V	21.8%	21.7%	27.4%	23.6%	20.7%	27.7%	15.1%	29.3%
%H (All HH)		94.9%	46.5%	21.8%	64.1%	38.3%	25.8%	97.6%
%H (TV HH)			49.0%	23.0%	67.5%	40.3%	27.2%	
3	181	175	87	37	116	70	46	178
%V	10.5%	10.7%	13.6%	10.6%	10.0%	13.5%	7.2%	14.2%
%H (All HH)		96.7%	48.1%	20.4%	64.1%	38.7%	25.4%	98.3%
%H (TV HH)			49.7%	21.1%	66.3%	40.0%	26.3%	
4	100	95	47	23	59	35	24	99
%V	5.8%	5.8%	7.4%	6.6%	5.1%	6.7%	3.7%	7.9%
%H (All HH)		95.0%	47.0%	23.0%	59.0%	35.0%	24.0%	99.0%
%H (TV HH)			49.5%	24.2%	62.1%	36.8%	25.3%	
5+	90	85	43	25	59	42	17	89
%V	5.2%	5.2%	6.7%	7.2%	5.1%	8.1%	2.6%	7.1%
%H (All HH)		94.4%	47.8%	27.8%	65.6%	46.7%	18.9%	98.9%
%H (TV HH)			50.6%	29.4%	69.4%	49.4%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3270	1465	726	2395	1323	1073	2601
%H		44.8%	22.2%	73.2%	40.5%	32.8%	79.5%
Under 20"	482	202	100	387	209	179	371
%V	14.7%	13.8%	13.8%	16.2%	15.8%	16.7%	14.3%
%H		41.9%	20.7%	80.3%	43.4%	37.1%	77.0%
20" - 29"	756	285	162	608	303	305	567
%V	23.1%	19.5%	22.3%	25.4%	22.9%	28.4%	21.8%
%H		37.7%	21.4%	80.4%	40.1%	40.3%	75.0%
30" - 39"	1055	462	245	760	406	354	822
%V	32.3%	31.5%	33.7%	31.7%	30.7%	33.0%	31.6%
%H		43.8%	23.2%	72.0%	38.5%	33.6%	77.9%
40" and over	880	475	197	580	372	208	765
%V	26.9%	32.4%	27.1%	24.2%	28.1%	19.4%	29.4%
%H		54.0%	22.4%	65.9%	42.3%	23.6%	86.9%
Don't know	34	9	9	23	7	16	22
%V	1.0%	0.6%	1.2%	1.0%	0.5%	1.5%	0.8%
%H		26.5%	26.5%	67.6%	20.6%	47.1%	64.7%
Not Asked	63	32	13	37	26	11	54
%V	1.9%	2.2%	1.8%	1.5%	2.0%	1.0%	2.1%
%H		50.8%	20.6%	58.7%	41.3%	17.5%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3270	1465	726	2395	1323	1073	2601
%H		44.8%	22.2%	73.2%	40.5%	32.8%	79.5%
Main living room	1624	641	348	1150	519	631	1183
%V	49.7%	43.8%	47.9%	48.0%	39.2%	58.8%	45.5%
%H		39.5%	21.4%	70.8%	32.0%	38.9%	72.8%
Kitchen	159	71	32	135	78	57	133
%V	4.9%	4.8%	4.4%	5.6%	5.9%	5.3%	5.1%
%H		44.7%	20.1%	84.9%	49.1%	35.8%	83.6%
Adult's bedroom	909	434	224	704	452	253	757
%V	27.8%	29.6%	30.9%	29.4%	34.2%	23.6%	29.1%
%H		47.7%	24.6%	77.4%	49.7%	27.8%	83.3%
Child's bedroom	243	145	53	161	115	45	222
%V	7.4%	9.9%	7.3%	6.7%	8.7%	4.2%	8.5%
%H		59.7%	21.8%	66.3%	47.3%	18.5%	91.4%
Other bedroom	82	43	17	63	42	20	72
%V	2.5%	2.9%	2.3%	2.6%	3.2%	1.9%	2.8%
%H		52.4%	20.7%	76.8%	51.2%	24.4%	87.8%
Second living/dining room	112	54	21	85	48	37	107
%V	3.4%	3.7%	2.9%	3.5%	3.6%	3.4%	4.1%
%H		48.2%	18.8%	75.9%	42.9%	33.0%	95.5%
Study/office	17	7	4	14	7	6	16
%V	0.5%	0.5%	0.6%	0.6%	0.5%	0.6%	0.6%
%H		41.2%	23.5%	82.4%	41.2%	35.3%	94.1%
TV room	19	12	3	16	12	4	19
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.4%	0.7%
%H		63.2%	15.8%	84.2%	63.2%	21.1%	100.0%
Conservatory	24	14	5	17	13	5	22
%V	0.7%	1.0%	0.7%	0.7%	1.0%	0.5%	0.8%
%H		58.3%	20.8%	70.8%	54.2%	20.8%	91.7%
Attic or loft room	4	2	2	3	2	1	4
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
No specific location	2	1	1	2	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	50.0%	100.0%
Other	10	7	3	9	7	1	10
%V	0.3%	0.5%	0.4%	0.4%	0.5%	0.1%	0.4%
%H		70.0%	30.0%	90.0%	70.0%	10.0%	100.0%
Not Asked	63	32	13	37	26	11	54
%V	1.9%	2.2%	1.8%	1.5%	2.0%	1.0%	2.1%
%H		50.8%	20.6%	58.7%	41.3%	17.5%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3270	1465	726	2395	1323	1073	2601
%H		44.8%	22.2%	73.2%	40.5%	32.8%	79.5%
PVR	1303	782	351	764	581	183	1163
%V	39.8%	53.4%	48.3%	31.9%	43.9%	17.1%	44.7%
%H		60.0%	26.9%	58.6%	44.6%	14.0%	89.3%
DVDR	68	31	14	51	28	23	58
%V	2.1%	2.1%	1.9%	2.1%	2.1%	2.1%	2.2%
%H		45.6%	20.6%	75.0%	41.2%	33.8%	85.3%
VCR	63	11	21	47	16	32	31
%V	1.9%	0.8%	2.9%	2.0%	1.2%	3.0%	1.2%
%H		17.5%	33.3%	74.6%	25.4%	50.8%	49.2%
Any recorder	1373	797	364	821	597	224	1200
%V	42.0%	54.4%	50.1%	34.3%	45.1%	20.9%	46.1%
%H		58.0%	26.5%	59.8%	43.5%	16.3%	87.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3270	1465	726	2395	1323	1073	2601
%H		44.8%	22.2%	73.2%	40.5%	32.8%	79.5%
Receives HDTV (via STB or built-in reception)	1175	617	350	740	521	219	1038
%V	35.9%	42.1%	48.2%	30.9%	39.4%	20.4%	39.9%
%H		52.5%	29.8%	63.0%	44.3%	18.6%	88.3%
DVD/Blu-ray player or recorder	1984	891	450	1483	830	653	1627
%V	60.7%	60.8%	62.0%	61.9%	62.7%	60.9%	62.6%
%H		44.9%	22.7%	74.7%	41.8%	32.9%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1637	638	348	1160	519	640	1194
%H		39.0%	21.3%	70.9%	31.7%	39.1%	72.9%
Under 20"	40	3	5	34	4	30	21
%V	2.4%	0.5%	1.4%	2.9%	0.8%	4.7%	1.8%
%H		7.5%	12.5%	85.0%	10.0%	75.0%	52.5%
20" - 29"	228	43	33	187	39	148	114
%V	13.9%	6.7%	9.5%	16.1%	7.5%	23.1%	9.5%
%H		18.9%	14.5%	82.0%	17.1%	64.9%	50.0%
30" - 39"	630	214	140	458	183	274	436
%V	38.5%	33.5%	40.2%	39.5%	35.3%	42.8%	36.5%
%H		34.0%	22.2%	72.7%	29.0%	43.5%	69.2%
40" and over	716	373	163	469	290	180	608
%V	43.7%	58.5%	46.8%	40.4%	55.9%	28.1%	50.9%
%H		52.1%	22.8%	65.5%	40.5%	25.1%	84.9%
Don't know	19	5	7	12	4	8	12
%V	1.2%	0.8%	2.0%	1.0%	0.8%	1.3%	1.0%
%H		26.3%	36.8%	63.2%	21.1%	42.1%	63.2%
Not Asked	4	0	0	0	0	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1637	638	348	1160	519	640	1194
%H		39.0%	21.3%	70.9%	31.7%	39.1%	72.9%
PVR	944	550	241	580	420	161	818
%V	57.7%	86.2%	69.3%	50.0%	80.9%	25.2%	68.5%
%H		58.3%	25.5%	61.4%	44.5%	17.1%	86.7%
DVDR	55	24	13	40	21	18	47
%V	3.4%	3.8%	3.7%	3.4%	4.0%	2.8%	3.9%
%H		43.6%	23.6%	72.7%	38.2%	32.7%	85.5%
VCR	52	8	17	39	12	27	23
%V	3.2%	1.3%	4.9%	3.4%	2.3%	4.2%	1.9%
%H		15.4%	32.7%	75.0%	23.1%	51.9%	44.2%
Any recorder	996	558	252	622	428	194	842
%V	60.8%	87.5%	72.4%	53.6%	82.5%	30.3%	70.5%
%H		56.0%	25.3%	62.4%	43.0%	19.5%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1637	638	348	1160	519	640	1194
%H		39.0%	21.3%	70.9%	31.7%	39.1%	72.9%
Receives HDTV (via STB or built-in reception)	814	420	231	515	345	170	696
%V	49.7%	65.8%	66.4%	44.4%	66.5%	26.6%	58.3%
%H		51.6%	28.4%	63.3%	42.4%	20.9%	85.5%
DVD/Blu-ray player or recorder	1218	488	272	872	410	463	941
%V	74.4%	76.5%	78.2%	75.2%	79.0%	72.3%	78.8%
%H		40.1%	22.3%	71.6%	33.7%	38.0%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1633	827	379	1236	803	433	1406
%H		50.6%	23.2%	75.7%	49.2%	26.5%	86.1%
Under 20"	442	199	95	354	205	149	350
%V	27.1%	24.1%	25.1%	28.6%	25.5%	34.4%	24.9%
%H		45.0%	21.5%	80.1%	46.4%	33.7%	79.2%
20" - 29"	528	242	129	421	265	156	453
%V	32.3%	29.3%	34.0%	34.1%	33.0%	36.0%	32.2%
%H		45.8%	24.4%	79.7%	50.2%	29.5%	85.8%
30" - 39"	425	248	105	302	223	79	386
%V	26.0%	30.0%	27.7%	24.4%	27.8%	18.2%	27.5%
%H		58.4%	24.7%	71.1%	52.5%	18.6%	90.8%
40" and over	164	102	34	111	83	28	157
%V	10.0%	12.3%	9.0%	9.0%	10.3%	6.5%	11.2%
%H		62.2%	20.7%	67.7%	50.6%	17.1%	95.7%
Don't know	15	4	3	11	3	8	10
%V	0.9%	0.5%	0.8%	0.9%	0.4%	1.8%	0.7%
%H		26.7%	20.0%	73.3%	20.0%	53.3%	66.7%
Not Asked	59	32	13	37	24	13	50
%V	3.6%	3.9%	3.4%	3.0%	3.0%	3.0%	3.6%
%H		54.2%	22.0%	62.7%	40.7%	22.0%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1633	827	379	1236	803	433	1406
%H		50.6%	23.2%	75.7%	49.2%	26.5%	86.1%
PVR	359	232	110	184	161	23	345
%V	22.0%	28.1%	29.0%	14.9%	20.0%	5.3%	24.5%
%H		64.6%	30.6%	51.3%	44.8%	6.4%	96.1%
DVDR	13	7	2	11	7	4	12
%V	0.8%	0.8%	0.5%	0.9%	0.9%	0.9%	0.9%
%H		53.8%	15.4%	84.6%	53.8%	30.8%	92.3%
VCR	11	3	3	9	4	5	8
%V	0.7%	0.4%	0.8%	0.7%	0.5%	1.2%	0.6%
%H		27.3%	27.3%	81.8%	36.4%	45.5%	72.7%
Any recorder	377	239	113	199	169	31	359
%V	23.1%	28.9%	29.8%	16.1%	21.0%	7.2%	25.5%
%H		63.4%	30.0%	52.8%	44.8%	8.2%	95.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1633	827	379	1236	803	433	1406
%H		50.6%	23.2%	75.7%	49.2%	26.5%	86.1%
Receives HDTV (via STB or built-in reception)	362	197	119	225	176	49	342
%V	22.2%	23.8%	31.4%	18.2%	21.9%	11.3%	24.3%
%H		54.4%	32.9%	62.2%	48.6%	13.5%	94.5%
DVD/Blu-ray player or recorder	766	403	178	610	420	190	686
%V	46.9%	48.7%	47.0%	49.4%	52.3%	43.9%	48.8%
%H		52.6%	23.2%	79.6%	54.8%	24.8%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3684	3533	1603	780	2422	1296	1126	3035
%H		95.9%	43.5%	21.2%	65.7%	35.2%	30.6%	82.4%
Total Children	634	622	348	130	389	243	146	591
%V	17.2%	17.6%	21.7%	16.7%	16.1%	18.8%	13.0%	19.5%
%H		98.1%	54.9%	20.5%	61.4%	38.3%	23.0%	93.2%
0 - 3	168	163	93	41	98	66	32	150
%V	4.6%	4.6%	5.8%	5.3%	4.0%	5.1%	2.8%	4.9%
%H		97.0%	55.4%	24.4%	58.3%	39.3%	19.0%	89.3%
4 - 15	466	459	255	89	291	177	114	441
%V	12.6%	13.0%	15.9%	11.4%	12.0%	13.7%	10.1%	14.5%
%H		98.5%	54.7%	19.1%	62.4%	38.0%	24.5%	94.6%
4 - 9	238	232	125	46	141	80	61	221
%V	6.5%	6.6%	7.8%	5.9%	5.8%	6.2%	5.4%	7.3%
%H		97.5%	52.5%	19.3%	59.2%	33.6%	25.6%	92.9%
10 - 15	229	227	130	43	150	97	53	220
%V	6.2%	6.4%	8.1%	5.5%	6.2%	7.5%	4.7%	7.2%
%H		99.1%	56.8%	18.8%	65.5%	42.4%	23.1%	96.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3684	3533	1603	780	2422	1296	1126	3035
%H		95.9%	43.5%	21.2%	65.7%	35.2%	30.6%	82.4%
Total Adults (16+)	3050	2911	1254	650	2033	1053	980	2445
%V	82.8%	82.4%	78.2%	83.3%	83.9%	81.3%	87.0%	80.6%
%H		95.4%	41.1%	21.3%	66.7%	34.5%	32.1%	80.2%
16 - 19	147	142	68	35	99	64	36	132
%V	4.0%	4.0%	4.2%	4.5%	4.1%	4.9%	3.2%	4.3%
%H		96.6%	46.3%	23.8%	67.3%	43.5%	24.5%	89.8%
20 - 24	269	225	109	47	146	86	59	237
%V	7.3%	6.4%	6.8%	6.0%	6.0%	6.6%	5.2%	7.8%
%H		83.6%	40.5%	17.5%	54.3%	32.0%	21.9%	88.1%
25 - 34	514	472	226	120	289	169	120	460
%V	14.0%	13.4%	14.1%	15.4%	11.9%	13.0%	10.7%	15.2%
%H		91.8%	44.0%	23.3%	56.2%	32.9%	23.3%	89.5%
35 - 44	468	452	224	99	288	163	125	422
%V	12.7%	12.8%	14.0%	12.7%	11.9%	12.6%	11.1%	13.9%
%H		96.6%	47.9%	21.2%	61.5%	34.8%	26.7%	90.2%
45 - 54	549	534	253	128	380	228	151	490
%V	14.9%	15.1%	15.8%	16.4%	15.7%	17.6%	13.4%	16.1%
%H		97.3%	46.1%	23.3%	69.2%	41.5%	27.5%	89.3%
55 - 64	479	468	199	113	334	177	157	381
%V	13.0%	13.2%	12.4%	14.5%	13.8%	13.7%	13.9%	12.6%
%H		97.7%	41.5%	23.6%	69.7%	37.0%	32.8%	79.5%
65+	624	616	176	108	497	165	331	323
%V	16.9%	17.4%	11.0%	13.8%	20.5%	12.7%	29.4%	10.6%
%H		98.7%	28.2%	17.3%	79.6%	26.4%	53.0%	51.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3050	2911	1254	650	2033	1053	980	2445
%H		95.4%	41.1%	21.3%	66.7%	34.5%	32.1%	80.2%
AB	756	735	334	155	510	266	244	723
%V	24.8%	25.2%	26.6%	23.8%	25.1%	25.3%	24.9%	29.6%
%H		97.2%	44.2%	20.5%	67.5%	35.2%	32.3%	95.6%
C1	868	797	349	185	545	302	243	756
%V	28.5%	27.4%	27.8%	28.5%	26.8%	28.7%	24.8%	30.9%
%H		91.8%	40.2%	21.3%	62.8%	34.8%	28.0%	87.1%
C2	558	546	263	137	371	226	146	467
%V	18.3%	18.8%	21.0%	21.1%	18.2%	21.5%	14.9%	19.1%
%H		97.8%	47.1%	24.6%	66.5%	40.5%	26.2%	83.7%
D	521	499	208	128	350	190	160	363
%V	17.1%	17.1%	16.6%	19.7%	17.2%	18.0%	16.3%	14.8%
%H		95.8%	39.9%	24.6%	67.2%	36.5%	30.7%	69.7%
E	347	333	100	45	257	70	187	136
%V	11.4%	11.4%	8.0%	6.9%	12.6%	6.6%	19.1%	5.6%
%H		96.0%	28.8%	13.0%	74.1%	20.2%	53.9%	39.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3050	2911	1254	650	2033	1053	980	2445
%H		95.4%	41.1%	21.3%	66.7%	34.5%	32.1%	80.2%
Working full time	1380	1337	663	336	874	545	329	1274
%V	45.2%	45.9%	52.9%	51.7%	43.0%	51.8%	33.6%	52.1%
%H		96.9%	48.0%	24.3%	63.3%	39.5%	23.8%	92.3%
Working part time	282	274	129	62	188	106	82	252
%V	9.2%	9.4%	10.3%	9.5%	9.2%	10.1%	8.4%	10.3%
%H		97.2%	45.7%	22.0%	66.7%	37.6%	29.1%	89.4%
Not working	1388	1300	461	251	971	402	569	919
%V	45.5%	44.7%	36.8%	38.6%	47.8%	38.2%	58.1%	37.6%
%H		93.7%	33.2%	18.1%	70.0%	29.0%	41.0%	66.2%
Housewife/Houseperson	1722	1643	638	348	1162	519	642	1253
%V	56.5%	56.4%	50.9%	53.5%	57.2%	49.3%	65.5%	51.2%
%H		95.4%	37.0%	20.2%	67.5%	30.1%	37.3%	72.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Central Scotland

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1450	1384	624	317	953	524	429	1176
%H		95.4%	43.0%	21.9%	65.7%	36.1%	29.6%	81.1%
16 - 19	72	71	34	19	45	29	16	65
%V	5.0%	5.1%	5.4%	6.0%	4.7%	5.5%	3.7%	5.5%
%H		98.6%	47.2%	26.4%	62.5%	40.3%	22.2%	90.3%
20 - 24	124	108	57	21	71	46	25	111
%V	8.6%	7.8%	9.1%	6.6%	7.5%	8.8%	5.8%	9.4%
%H		87.1%	46.0%	16.9%	57.3%	37.1%	20.2%	89.5%
25 - 34	261	240	118	61	150	93	57	229
%V	18.0%	17.3%	18.9%	19.2%	15.7%	17.7%	13.3%	19.5%
%H		92.0%	45.2%	23.4%	57.5%	35.6%	21.8%	87.7%
35 - 44	225	216	102	48	138	74	64	198
%V	15.5%	15.6%	16.3%	15.1%	14.5%	14.1%	14.9%	16.8%
%H		96.0%	45.3%	21.3%	61.3%	32.9%	28.4%	88.0%
45 - 54	265	257	124	61	180	108	72	232
%V	18.3%	18.6%	19.9%	19.2%	18.9%	20.6%	16.8%	19.7%
%H		97.0%	46.8%	23.0%	67.9%	40.8%	27.2%	87.5%
55 - 64	228	221	96	60	154	88	66	175
%V	15.7%	16.0%	15.4%	18.9%	16.2%	16.8%	15.4%	14.9%
%H		96.9%	42.1%	26.3%	67.5%	38.6%	28.9%	76.8%
65+	275	271	92	48	216	86	130	166
%V	19.0%	19.6%	14.7%	15.1%	22.7%	16.4%	30.3%	14.1%
%H		98.5%	33.5%	17.5%	78.5%	31.3%	47.3%	60.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1450	1384	624	317	953	524	429	1176
%H		95.4%	43.0%	21.9%	65.7%	36.1%	29.6%	81.1%
AB	368	355	168	77	243	132	111	355
%V	25.4%	25.7%	26.9%	24.3%	25.5%	25.2%	25.9%	30.2%
%H		96.5%	45.7%	20.9%	66.0%	35.9%	30.2%	96.5%
C1	380	355	164	87	238	142	96	338
%V	26.2%	25.7%	26.3%	27.4%	25.0%	27.1%	22.4%	28.7%
%H		93.4%	43.2%	22.9%	62.6%	37.4%	25.3%	88.9%
C2	301	294	145	75	199	126	73	249
%V	20.8%	21.2%	23.2%	23.7%	20.9%	24.0%	17.0%	21.2%
%H		97.7%	48.2%	24.9%	66.1%	41.9%	24.3%	82.7%
D	251	239	103	62	166	95	71	178
%V	17.3%	17.3%	16.5%	19.6%	17.4%	18.1%	16.6%	15.1%
%H		95.2%	41.0%	24.7%	66.1%	37.8%	28.3%	70.9%
E	150	141	44	17	107	28	79	56
%V	10.3%	10.2%	7.1%	5.4%	11.2%	5.3%	18.4%	4.8%
%H		94.0%	29.3%	11.3%	71.3%	18.7%	52.7%	37.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1450	1384	624	317	953	524	429	1176
%H		95.4%	43.0%	21.9%	65.7%	36.1%	29.6%	81.1%
Working full time	818	788	404	201	510	331	179	748
%V	56.4%	56.9%	64.7%	63.4%	53.5%	63.2%	41.7%	63.6%
%H		96.3%	49.4%	24.6%	62.3%	40.5%	21.9%	91.4%
Working part time	56	54	24	12	40	21	19	47
%V	3.9%	3.9%	3.8%	3.8%	4.2%	4.0%	4.4%	4.0%
%H		96.4%	42.9%	21.4%	71.4%	37.5%	33.9%	83.9%
Not working	575	542	196	104	403	171	232	382
%V	39.7%	39.2%	31.4%	32.8%	42.3%	32.6%	54.1%	32.5%
%H		94.3%	34.1%	18.1%	70.1%	29.7%	40.3%	66.4%
Housewife/Houseperson	407	380	128	75	266	94	171	242
%V	28.1%	27.5%	20.5%	23.7%	27.9%	17.9%	39.9%	20.6%
%H		93.4%	31.4%	18.4%	65.4%	23.1%	42.0%	59.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1600	1526	630	333	1080	530	551	1268
%H		95.4%	39.4%	20.8%	67.5%	33.1%	34.4%	79.3%
16 - 19	75	71	34	16	55	35	20	67
%V	4.7%	4.7%	5.4%	4.8%	5.1%	6.6%	3.6%	5.3%
%H		94.7%	45.3%	21.3%	73.3%	46.7%	26.7%	89.3%
20 - 24	145	117	52	26	75	41	34	127
%V	9.1%	7.7%	8.3%	7.8%	6.9%	7.7%	6.2%	10.0%
%H		80.7%	35.9%	17.9%	51.7%	28.3%	23.4%	87.6%
25 - 34	253	232	107	59	139	76	63	231
%V	15.8%	15.2%	17.0%	17.7%	12.9%	14.3%	11.4%	18.2%
%H		91.7%	42.3%	23.3%	54.9%	30.0%	24.9%	91.3%
35 - 44	243	237	122	52	150	89	61	224
%V	15.2%	15.5%	19.4%	15.6%	13.9%	16.8%	11.1%	17.7%
%H		97.5%	50.2%	21.4%	61.7%	36.6%	25.1%	92.2%
45 - 54	285	278	129	67	200	120	80	257
%V	17.8%	18.2%	20.5%	20.1%	18.5%	22.6%	14.5%	20.3%
%H		97.5%	45.3%	23.5%	70.2%	42.1%	28.1%	90.2%
55 - 64	251	247	102	52	180	89	92	206
%V	15.7%	16.2%	16.2%	15.6%	16.7%	16.8%	16.7%	16.2%
%H		98.4%	40.6%	20.7%	71.7%	35.5%	36.7%	82.1%
65+	349	344	83	60	281	79	202	157
%V	21.8%	22.5%	13.2%	18.0%	26.0%	14.9%	36.7%	12.4%
%H		98.6%	23.8%	17.2%	80.5%	22.6%	57.9%	45.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1600	1526	630	333	1080	530	551	1268
%H		95.4%	39.4%	20.8%	67.5%	33.1%	34.4%	79.3%
AB	388	380	166	78	266	134	133	368
%V	24.3%	24.9%	26.3%	23.4%	24.6%	25.3%	24.1%	29.0%
%H		97.9%	42.8%	20.1%	68.6%	34.5%	34.3%	94.8%
C1	488	442	186	98	307	160	148	418
%V	30.5%	29.0%	29.5%	29.4%	28.4%	30.2%	26.9%	33.0%
%H		90.6%	38.1%	20.1%	62.9%	32.8%	30.3%	85.7%
C2	257	253	118	62	173	100	73	217
%V	16.1%	16.6%	18.7%	18.6%	16.0%	18.9%	13.2%	17.1%
%H		98.4%	45.9%	24.1%	67.3%	38.9%	28.4%	84.4%
D	270	260	104	66	184	95	89	185
%V	16.9%	17.0%	16.5%	19.8%	17.0%	17.9%	16.2%	14.6%
%H		96.3%	38.5%	24.4%	68.1%	35.2%	33.0%	68.5%
E	198	191	57	28	149	42	108	80
%V	12.4%	12.5%	9.0%	8.4%	13.8%	7.9%	19.6%	6.3%
%H		96.5%	28.8%	14.1%	75.3%	21.2%	54.5%	40.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1600	1526	630	333	1080	530	551	1268
%H		95.4%	39.4%	20.8%	67.5%	33.1%	34.4%	79.3%
Working full time	562	549	259	135	364	214	151	526
%V	35.1%	36.0%	41.1%	40.5%	33.7%	40.4%	27.4%	41.5%
%H		97.7%	46.1%	24.0%	64.8%	38.1%	26.9%	93.6%
Working part time	226	220	106	50	148	85	63	205
%V	14.1%	14.4%	16.8%	15.0%	13.7%	16.0%	11.4%	16.2%
%H		97.3%	46.9%	22.1%	65.5%	37.6%	27.9%	90.7%
Not working	813	758	265	148	567	231	337	537
%V	50.8%	49.7%	42.1%	44.4%	52.5%	43.6%	61.2%	42.4%
%H		93.2%	32.6%	18.2%	69.7%	28.4%	41.5%	66.1%
Housewife/Houseperson	1314	1263	510	273	896	425	471	1011
%V	82.1%	82.8%	81.0%	82.0%	83.0%	80.2%	85.5%	79.7%
%H		96.1%	38.8%	20.8%	68.2%	32.3%	35.8%	76.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
AB	144	139	76	11	102	51	51	131
%V	23.9%	24.3%	26.7%	26.8%	24.3%	27.4%	21.9%	28.6%
%H (All HH)		96.5%	52.8%	7.6%	70.8%	35.4%	35.4%	91.0%
%H (TV HH)			54.7%	7.9%	73.4%	36.7%	36.7%	
C1	160	153	80	13	108	54	54	136
%V	26.6%	26.8%	28.1%	31.7%	25.7%	29.0%	23.2%	29.7%
%H (All HH)		95.6%	50.0%	8.1%	67.5%	33.8%	33.8%	85.0%
%H (TV HH)			52.3%	8.5%	70.6%	35.3%	35.3%	
C2	132	127	69	6	95	44	51	107
%V	21.9%	22.2%	24.2%	14.6%	22.6%	23.7%	21.9%	23.4%
%H (All HH)		96.2%	52.3%	4.5%	72.0%	33.3%	38.6%	81.1%
%H (TV HH)			54.3%	4.7%	74.8%	34.6%	40.2%	
D	96	89	40	7	66	25	41	58
%V	15.9%	15.6%	14.0%	17.1%	15.7%	13.4%	17.6%	12.7%
%H (All HH)		92.7%	41.7%	7.3%	68.8%	26.0%	42.7%	60.4%
%H (TV HH)			44.9%	7.9%	74.2%	28.1%	46.1%	
E	69	63	21	5	49	13	36	26
%V	11.5%	11.0%	7.4%	12.2%	11.7%	7.0%	15.5%	5.7%
%H (All HH)		91.3%	30.4%	7.2%	71.0%	18.8%	52.2%	37.7%
%H (TV HH)			33.3%	7.9%	77.8%	20.6%	57.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%V (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Under 25	41	37	14	4	21	7	13	33
%V	6.8%	6.5%	4.9%	9.8%	5.0%	3.8%	5.6%	7.2%
%H (All HH)		90.2%	34.1%	9.8%	51.2%	17.1%	31.7%	80.5%
%H (TV HH)			37.8%	10.8%	56.8%	18.9%	35.1%	
25 - 34	98	92	54	7	61	35	25	87
%V	16.3%	16.1%	18.9%	17.1%	14.5%	18.8%	10.7%	19.0%
%H (All HH)		93.9%	55.1%	7.1%	62.2%	35.7%	25.5%	88.8%
%H (TV HH)			58.7%	7.6%	66.3%	38.0%	27.2%	
35 - 44	94	89	51	7	63	32	30	82
%V	15.6%	15.6%	17.9%	17.1%	15.0%	17.2%	12.9%	17.9%
%H (All HH)		94.7%	54.3%	7.4%	67.0%	34.0%	31.9%	87.2%
%H (TV HH)			57.3%	7.9%	70.8%	36.0%	33.7%	
45 - 54	120	115	69	8	82	43	39	108
%V	19.9%	20.1%	24.2%	19.5%	19.5%	23.1%	16.7%	23.6%
%H (All HH)		95.8%	57.5%	6.7%	68.3%	35.8%	32.5%	90.0%
%H (TV HH)			60.0%	7.0%	71.3%	37.4%	33.9%	
55 - 64	95	91	46	5	71	31	41	79
%V	15.8%	15.9%	16.1%	12.2%	16.9%	16.7%	17.6%	17.2%
%H (All HH)		95.8%	48.4%	5.3%	74.7%	32.6%	43.2%	83.2%
%H (TV HH)			50.5%	5.5%	78.0%	34.1%	45.1%	
65 +	154	147	52	10	122	37	85	69
%V	25.6%	25.7%	18.2%	24.4%	29.0%	19.9%	36.5%	15.1%
%H (All HH)		95.5%	33.8%	6.5%	79.2%	24.0%	55.2%	44.8%
%H (TV HH)			35.4%	6.8%	83.0%	25.2%	57.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
1	206	187	68	14	144	46	98	105
%V	34.2%	32.7%	23.9%	34.1%	34.3%	24.7%	42.1%	22.9%
%H (All HH)		90.8%	33.0%	6.8%	69.9%	22.3%	47.6%	51.0%
%H (TV HH)			36.4%	7.5%	77.0%	24.6%	52.4%	
2	212	207	101	14	156	67	89	179
%V	35.2%	36.3%	35.4%	34.1%	37.1%	36.0%	38.2%	39.1%
%H (All HH)		97.6%	47.6%	6.6%	73.6%	31.6%	42.0%	84.4%
%H (TV HH)			48.8%	6.8%	75.4%	32.4%	43.0%	
3	96	92	57	5	68	40	28	88
%V	15.9%	16.1%	20.0%	12.2%	16.2%	21.5%	12.0%	19.2%
%H (All HH)		95.8%	59.4%	5.2%	70.8%	41.7%	29.2%	91.7%
%H (TV HH)			62.0%	5.4%	73.9%	43.5%	30.4%	
4	62	59	41	4	37	23	13	60
%V	10.3%	10.3%	14.4%	9.8%	8.8%	12.4%	5.6%	13.1%
%H (All HH)		95.2%	66.1%	6.5%	59.7%	37.1%	21.0%	96.8%
%H (TV HH)			69.5%	6.8%	62.7%	39.0%	22.0%	
5+	27	26	18	3	15	9	6	26
%V	4.5%	4.6%	6.3%	7.3%	3.6%	4.8%	2.6%	5.7%
%H (All HH)		96.3%	66.7%	11.1%	55.6%	33.3%	22.2%	96.3%
%H (TV HH)			69.2%	11.5%	57.7%	34.6%	23.1%	
Average HH size	2.21	2.24	2.46	2.22	2.17	2.38	2.00	2.47

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Without	458	432	195	30	331	135	196	326
%V	76.1%	75.7%	68.4%	73.2%	78.8%	72.6%	84.1%	71.2%
%H (All HH)		94.3%	42.6%	6.6%	72.3%	29.5%	42.8%	71.2%
%H (TV HH)			45.1%	6.9%	76.6%	31.3%	45.4%	
With	144	139	90	11	89	52	37	133
%V	23.9%	24.3%	31.6%	26.8%	21.2%	28.0%	15.9%	29.0%
%H (All HH)		96.5%	62.5%	7.6%	61.8%	36.1%	25.7%	92.4%
%H (TV HH)			64.7%	7.9%	64.0%	37.4%	26.6%	
0 - 3	55	53	37	4	33	21	12	49
%V	9.1%	9.3%	13.0%	9.8%	7.9%	11.3%	5.2%	10.7%
%H (All HH)		96.4%	67.3%	7.3%	60.0%	38.2%	21.8%	89.1%
%H (TV HH)			69.8%	7.5%	62.3%	39.6%	22.6%	
4 - 9	67	65	44	6	41	26	15	64
%V	11.1%	11.4%	15.4%	14.6%	9.8%	14.0%	6.4%	14.0%
%H (All HH)		97.0%	65.7%	9.0%	61.2%	38.8%	22.4%	95.5%
%H (TV HH)			67.7%	9.2%	63.1%	40.0%	23.1%	
10 - 15	62	60	35	6	38	20	18	58
%V	10.3%	10.5%	12.3%	14.6%	9.0%	10.8%	7.7%	12.7%
%H (All HH)		96.8%	56.5%	9.7%	61.3%	32.3%	29.0%	93.5%
%H (TV HH)			58.3%	10.0%	63.3%	33.3%	30.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
1	223	223	92	18	148	44	103	145
%V	37.0%	39.1%	32.3%	43.9%	35.2%	23.7%	44.2%	31.7%
%H (All HH)		100.0%	41.3%	8.1%	66.4%	19.7%	46.2%	65.0%
%H (TV HH)			41.3%	8.1%	66.4%	19.7%	46.2%	
2	195	195	96	12	149	64	86	156
%V	32.4%	34.2%	33.7%	29.3%	35.5%	34.4%	36.9%	34.1%
%H (All HH)		100.0%	49.2%	6.2%	76.4%	32.8%	44.1%	80.0%
%H (TV HH)			49.2%	6.2%	76.4%	32.8%	44.1%	
3	96	96	57	8	76	46	30	86
%V	15.9%	16.8%	20.0%	19.5%	18.1%	24.7%	12.9%	18.8%
%H (All HH)		100.0%	59.4%	8.3%	79.2%	47.9%	31.3%	89.6%
%H (TV HH)			59.4%	8.3%	79.2%	47.9%	31.3%	
4	32	32	22	2	27	18	9	31
%V	5.3%	5.6%	7.7%	4.9%	6.4%	9.7%	3.9%	6.8%
%H (All HH)		100.0%	68.8%	6.3%	84.4%	56.3%	28.1%	96.9%
%H (TV HH)			68.8%	6.3%	84.4%	56.3%	28.1%	
5+	25	25	18	1	20	14	6	25
%V	4.2%	4.4%	6.3%	2.4%	4.8%	7.5%	2.6%	5.5%
%H (All HH)		100.0%	72.0%	4.0%	80.0%	56.0%	24.0%	100.0%
%H (TV HH)			72.0%	4.0%	80.0%	56.0%	24.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Under 20"	136	136	71	10	106	52	53	113
%V	22.6%	23.8%	24.9%	24.4%	25.2%	28.0%	22.7%	24.7%
%H (All HH)		100.0%	52.2%	7.4%	77.9%	38.2%	39.0%	83.1%
%H (TV HH)			52.2%	7.4%	77.9%	38.2%	39.0%	
20" - 29"	234	234	111	14	183	78	104	178
%V	38.9%	41.0%	38.9%	34.1%	43.6%	41.9%	44.6%	38.9%
%H (All HH)		100.0%	47.4%	6.0%	78.2%	33.3%	44.4%	76.1%
%H (TV HH)			47.4%	6.0%	78.2%	33.3%	44.4%	
30" - 39"	296	296	145	23	226	102	124	227
%V	49.2%	51.8%	50.9%	56.1%	53.8%	54.8%	53.2%	49.6%
%H (All HH)		100.0%	49.0%	7.8%	76.4%	34.5%	41.9%	76.7%
%H (TV HH)			49.0%	7.8%	76.4%	34.5%	41.9%	
40" and over	265	265	168	18	191	112	78	235
%V	44.0%	46.4%	58.9%	43.9%	45.5%	60.2%	33.5%	51.3%
%H (All HH)		100.0%	63.4%	6.8%	72.1%	42.3%	29.4%	88.7%
%H (TV HH)			63.4%	6.8%	72.1%	42.3%	29.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%V (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Main living room	552	552	276	40	411	182	228	428
%V	91.7%	96.7%	96.8%	97.6%	97.9%	97.8%	97.9%	93.4%
%H (All HH)		100.0%	50.0%	7.2%	74.5%	33.0%	41.3%	77.5%
%H (TV HH)			50.0%	7.2%	74.5%	33.0%	41.3%	
Kitchen	90	90	47	3	78	37	41	77
%V	15.0%	15.8%	16.5%	7.3%	18.6%	19.9%	17.6%	16.8%
%H (All HH)		100.0%	52.2%	3.3%	86.7%	41.1%	45.6%	85.6%
%H (TV HH)			52.2%	3.3%	86.7%	41.1%	45.6%	
Adult's bedroom	233	233	134	17	182	101	81	199
%V	38.7%	40.8%	47.0%	41.5%	43.3%	54.3%	34.8%	43.4%
%H (All HH)		100.0%	57.5%	7.3%	78.1%	43.3%	34.8%	85.4%
%H (TV HH)			57.5%	7.3%	78.1%	43.3%	34.8%	
Child's bedroom	72	72	52	7	49	34	15	68
%V	12.0%	12.6%	18.2%	17.1%	11.7%	18.3%	6.4%	14.8%
%H (All HH)		100.0%	72.2%	9.7%	68.1%	47.2%	20.8%	94.4%
%H (TV HH)			72.2%	9.7%	68.1%	47.2%	20.8%	
Other bedroom	41	41	27	0	32	18	13	37
%V	6.8%	7.2%	9.5%	0.0%	7.6%	9.7%	5.6%	8.1%
%H (All HH)		100.0%	65.9%	0.0%	78.0%	43.9%	31.7%	90.2%
%H (TV HH)			65.9%	0.0%	78.0%	43.9%	31.7%	
Second living/dining room	51	51	31	3	41	24	16	45
%V	8.5%	8.9%	10.9%	7.3%	9.8%	12.9%	6.9%	9.8%
%H (All HH)		100.0%	60.8%	5.9%	80.4%	47.1%	31.4%	88.2%
%H (TV HH)			60.8%	5.9%	80.4%	47.1%	31.4%	
Study/office	15	15	9	2	14	9	5	14
%V	2.5%	2.6%	3.2%	4.9%	3.3%	4.8%	2.1%	3.1%
%H (All HH)		100.0%	60.0%	13.3%	93.3%	60.0%	33.3%	93.3%
%H (TV HH)			60.0%	13.3%	93.3%	60.0%	33.3%	
TV room	12	12	6	0	10	4	5	9
%V	2.0%	2.1%	2.1%	0.0%	2.4%	2.2%	2.1%	2.0%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	33.3%	41.7%	75.0%
%H (TV HH)			50.0%	0.0%	83.3%	33.3%	41.7%	
Conservatory	16	16	9	0	15	8	7	14
%V	2.7%	2.8%	3.2%	0.0%	3.6%	4.3%	3.0%	3.1%
%H (All HH)		100.0%	56.3%	0.0%	93.8%	50.0%	43.8%	87.5%
%H (TV HH)			56.3%	0.0%	93.8%	50.0%	43.8%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.2%	0.2%	0.4%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	5	5	3	0	3	1	2	5
%V	0.8%	0.9%	1.1%	0.0%	0.7%	0.5%	0.9%	1.1%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	60.0%	20.0%	40.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Scotland

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Any DSAT provider	285	285	285	2	164	164	0	249
%V	47.3%	49.9%	100.0%	4.9%	39.0%	88.2%	0.0%	54.4%
%H (All HH)			100.0%	0.7%	57.5%	57.5%	0.0%	87.4%
%H (TV HH)			100.0%	0.7%	57.5%	57.5%	0.0%	
Sky with subscription	235	235	235	2	141	141	0	207
%V	39.0%	41.2%	82.5%	4.9%	33.6%	75.8%	0.0%	45.2%
%H (All HH)			100.0%	0.9%	60.0%	60.0%	0.0%	88.1%
%H (TV HH)			100.0%	0.9%	60.0%	60.0%	0.0%	
Sky without subscription	10	10	10	0	5	5	0	8
%V	1.7%	1.8%	3.5%	0.0%	1.2%	2.7%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	39	39	39	0	14	14	0	36
%V	6.5%	6.8%	13.7%	0.0%	3.3%	7.5%	0.0%	7.9%
%H (All HH)			100.0%	0.0%	35.9%	35.9%	0.0%	92.3%
%H (TV HH)			100.0%	0.0%	35.9%	35.9%	0.0%	
Other satellite provider	14	14	14	0	8	8	0	13
%V	2.3%	2.5%	4.9%	0.0%	1.9%	4.3%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
DCAB	41	41	2	41	24	24	0	31
%V	6.8%	7.2%	0.7%	100.0%	5.7%	12.9%	0.0%	6.8%
%H (All HH)			4.9%	100.0%	58.5%	58.5%	0.0%	75.6%
%H (TV HH)			4.9%	100.0%	58.5%	58.5%	0.0%	
DTT	420	420	164	24	420	186	233	316
%V	69.8%	73.6%	57.5%	58.5%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	39.0%	5.7%	100.0%	44.3%	55.5%	75.2%
%H (TV HH)			39.0%	5.7%	100.0%	44.3%	55.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Scotland

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%H (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
PVR	355	355	229	34	255	161	94	303
%V	59.0%	62.2%	80.4%	82.9%	60.7%	86.6%	40.3%	66.2%
%H (All HH)		100.0%	64.5%	9.6%	71.8%	45.4%	26.5%	85.4%
%H (TV HH)			64.5%	9.6%	71.8%	45.4%	26.5%	
DVDR	26	26	16	3	18	10	7	22
%V	4.3%	4.6%	5.6%	7.3%	4.3%	5.4%	3.0%	4.8%
%H (All HH)		100.0%	61.5%	11.5%	69.2%	38.5%	26.9%	84.6%
%H (TV HH)			61.5%	11.5%	69.2%	38.5%	26.9%	
VCR	14	14	5	2	12	6	6	10
%V	2.3%	2.5%	1.8%	4.9%	2.9%	3.2%	2.6%	2.2%
%H (All HH)		100.0%	35.7%	14.3%	85.7%	42.9%	42.9%	71.4%
%H (TV HH)			35.7%	14.3%	85.7%	42.9%	42.9%	
Any recorder	371	371	235	35	267	164	102	314
%V	61.6%	65.0%	82.5%	85.4%	63.6%	88.2%	43.8%	68.6%
%H (All HH)		100.0%	63.3%	9.4%	72.0%	44.2%	27.5%	84.6%
%H (TV HH)			63.3%	9.4%	72.0%	44.2%	27.5%	
Receives HDTV (via STB or built-in reception)	266	266	176	31	196	136	60	237
%V	44.2%	46.6%	61.8%	75.6%	46.7%	73.1%	25.8%	51.7%
%H (All HH)		100.0%	66.2%	11.7%	73.7%	51.1%	22.6%	89.1%
%H (TV HH)			66.2%	11.7%	73.7%	51.1%	22.6%	
DVD/Blu-ray player or recorder	451	451	237	31	338	156	182	366
%V	74.9%	79.0%	83.2%	75.6%	80.5%	83.9%	78.1%	79.9%
%H (All HH)		100.0%	52.5%	6.9%	74.9%	34.6%	40.4%	81.2%
%H (TV HH)			52.5%	6.9%	74.9%	34.6%	40.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	571	285	41	420	186	233	458
%V (All HH)		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%
%H (TV HH)			49.9%	7.2%	73.6%	32.6%	40.8%	
Has broadband internet	458	443	249	31	316	164	153	458
%V	76.1%	77.6%	87.4%	75.6%	75.2%	88.2%	65.7%	100.0%
%H (All HH)		96.7%	54.4%	6.8%	69.0%	35.8%	33.4%	100.0%
%H (TV HH)			56.2%	7.0%	71.3%	37.0%	34.5%	
Number of computers (PCs and laptops)								
0	126	116	32	8	97	20	76	8
%V	20.9%	20.3%	11.2%	19.5%	23.1%	10.8%	32.6%	1.7%
%H (All HH)		92.1%	25.4%	6.3%	77.0%	15.9%	60.3%	6.3%
%H (TV HH)			27.6%	6.9%	83.6%	17.2%	65.5%	
1	168	159	79	11	118	54	64	148
%V	27.9%	27.8%	27.7%	26.8%	28.1%	29.0%	27.5%	32.3%
%H (All HH)		94.6%	47.0%	6.5%	70.2%	32.1%	38.1%	88.1%
%H (TV HH)			49.7%	6.9%	74.2%	34.0%	40.3%	
2	143	135	75	11	97	50	47	139
%V	23.8%	23.6%	26.3%	26.8%	23.1%	26.9%	20.2%	30.3%
%H (All HH)		94.4%	52.4%	7.7%	67.8%	35.0%	32.9%	97.2%
%H (TV HH)			55.6%	8.1%	71.9%	37.0%	34.8%	
3	89	85	51	4	58	31	27	87
%V	14.8%	14.9%	17.9%	9.8%	13.8%	16.7%	11.6%	19.0%
%H (All HH)		95.5%	57.3%	4.5%	65.2%	34.8%	30.3%	97.8%
%H (TV HH)			60.0%	4.7%	68.2%	36.5%	31.8%	
4	36	36	21	4	24	13	10	36
%V	6.0%	6.3%	7.4%	9.8%	5.7%	7.0%	4.3%	7.9%
%H (All HH)		100.0%	58.3%	11.1%	66.7%	36.1%	27.8%	100.0%
%H (TV HH)			58.3%	11.1%	66.7%	36.1%	27.8%	
5+	40	40	28	4	27	18	8	40
%V	6.6%	7.0%	9.8%	9.8%	6.4%	9.7%	3.4%	8.7%
%H (All HH)		100.0%	70.0%	10.0%	67.5%	45.0%	20.0%	100.0%
%H (TV HH)			70.0%	10.0%	67.5%	45.0%	20.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1173	644	79	895	460	435	980
%H		54.9%	6.7%	76.3%	39.2%	37.1%	83.5%
Under 20"	167	91	13	132	69	63	142
%V	14.2%	14.1%	16.5%	14.7%	15.0%	14.5%	14.5%
%H		54.5%	7.8%	79.0%	41.3%	37.7%	85.0%
20" - 29"	302	150	16	237	107	131	239
%V	25.7%	23.3%	20.3%	26.5%	23.3%	30.1%	24.4%
%H		49.7%	5.3%	78.5%	35.4%	43.4%	79.1%
30" - 39"	355	183	25	274	131	143	284
%V	30.3%	28.4%	31.6%	30.6%	28.5%	32.9%	29.0%
%H		51.5%	7.0%	77.2%	36.9%	40.3%	80.0%
40" and over	314	207	21	229	143	85	281
%V	26.8%	32.1%	26.6%	25.6%	31.1%	19.5%	28.7%
%H		65.9%	6.7%	72.9%	45.5%	27.1%	89.5%
Don't know	9	0	0	9	0	9	8
%V	0.8%	0.0%	0.0%	1.0%	0.0%	2.1%	0.8%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	88.9%
Not Asked	26	13	4	14	10	4	26
%V	2.2%	2.0%	5.1%	1.6%	2.2%	0.9%	2.7%
%H		50.0%	15.4%	53.8%	38.5%	15.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1173	644	79	895	460	435	980
%H		54.9%	6.7%	76.3%	39.2%	37.1%	83.5%
Main living room	557	278	40	413	184	229	432
%V	47.5%	43.2%	50.6%	46.1%	40.0%	52.6%	44.1%
%H		49.9%	7.2%	74.1%	33.0%	41.1%	77.6%
Kitchen	90	47	3	78	37	41	77
%V	7.7%	7.3%	3.8%	8.7%	8.0%	9.4%	7.9%
%H		52.2%	3.3%	86.7%	41.1%	45.6%	85.6%
Adult's bedroom	262	153	19	208	119	89	226
%V	22.3%	23.8%	24.1%	23.2%	25.9%	20.5%	23.1%
%H		58.4%	7.3%	79.4%	45.4%	34.0%	86.3%
Child's bedroom	85	60	8	57	41	17	80
%V	7.2%	9.3%	10.1%	6.4%	8.9%	3.9%	8.2%
%H		70.6%	9.4%	67.1%	48.2%	20.0%	94.1%
Other bedroom	47	33	0	36	22	14	44
%V	4.0%	5.1%	0.0%	4.0%	4.8%	3.2%	4.5%
%H		70.2%	0.0%	76.6%	46.8%	29.8%	93.6%
Second living/dining room	51	32	3	41	25	16	45
%V	4.3%	5.0%	3.8%	4.6%	5.4%	3.7%	4.6%
%H		62.7%	5.9%	80.4%	49.0%	31.4%	88.2%
Study/office	15	9	2	14	9	5	14
%V	1.3%	1.4%	2.5%	1.6%	2.0%	1.1%	1.4%
%H		60.0%	13.3%	93.3%	60.0%	33.3%	93.3%
TV room	12	6	0	10	4	5	9
%V	1.0%	0.9%	0.0%	1.1%	0.9%	1.1%	0.9%
%H		50.0%	0.0%	83.3%	33.3%	41.7%	75.0%
Conservatory	16	9	0	15	8	7	14
%V	1.4%	1.4%	0.0%	1.7%	1.7%	1.6%	1.4%
%H		56.3%	0.0%	93.8%	50.0%	43.8%	87.5%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	10	3	0	8	1	7	10
%V	0.9%	0.5%	0.0%	0.9%	0.2%	1.6%	1.0%
%H		30.0%	0.0%	80.0%	10.0%	70.0%	100.0%
Not Asked	26	13	4	14	10	4	26
%V	2.2%	2.0%	5.1%	1.6%	2.2%	0.9%	2.7%
%H		50.0%	15.4%	53.8%	38.5%	15.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1173	644	79	895	460	435	980
%H		54.9%	6.7%	76.3%	39.2%	37.1%	83.5%
PVR	467	321	44	334	229	105	410
%V	39.8%	49.8%	55.7%	37.3%	49.8%	24.1%	41.8%
%H		68.7%	9.4%	71.5%	49.0%	22.5%	87.8%
DVDR	27	16	3	18	10	8	22
%V	2.3%	2.5%	3.8%	2.0%	2.2%	1.8%	2.2%
%H		59.3%	11.1%	66.7%	37.0%	29.6%	81.5%
VCR	15	5	2	13	6	7	10
%V	1.3%	0.8%	2.5%	1.5%	1.3%	1.6%	1.0%
%H		33.3%	13.3%	86.7%	40.0%	46.7%	66.7%
Any recorder	487	329	46	349	233	115	425
%V	41.5%	51.1%	58.2%	39.0%	50.7%	26.4%	43.4%
%H		67.6%	9.4%	71.7%	47.8%	23.6%	87.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1173	644	79	895	460	435	980
%H		54.9%	6.7%	76.3%	39.2%	37.1%	83.5%
Receives HDTV (via STB or built-in reception)	352	241	37	265	190	75	321
%V	30.0%	37.4%	46.8%	29.6%	41.3%	17.2%	32.8%
%H		68.5%	10.5%	75.3%	54.0%	21.3%	91.2%
DVD/Blu-ray player or recorder	654	362	44	509	262	246	550
%V	55.8%	56.2%	55.7%	56.9%	57.0%	56.6%	56.1%
%H		55.4%	6.7%	77.8%	40.1%	37.6%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	571	285	41	420	186	233	442
%H		49.9%	7.2%	73.6%	32.6%	40.8%	77.4%
Under 20"	9	4	0	7	1	5	7
%V	1.6%	1.4%	0.0%	1.7%	0.5%	2.1%	1.6%
%H		44.4%	0.0%	77.8%	11.1%	55.6%	77.8%
20" - 29"	88	31	4	64	16	48	52
%V	15.4%	10.9%	9.8%	15.2%	8.6%	20.6%	11.8%
%H		35.2%	4.5%	72.7%	18.2%	54.5%	59.1%
30" - 39"	214	90	20	162	62	100	153
%V	37.5%	31.6%	48.8%	38.6%	33.3%	42.9%	34.6%
%H		42.1%	9.3%	75.7%	29.0%	46.7%	71.5%
40" and over	256	161	17	186	108	78	226
%V	44.8%	56.5%	41.5%	44.3%	58.1%	33.5%	51.1%
%H		62.9%	6.6%	72.7%	42.2%	30.5%	88.3%
Don't know	2	0	0	2	0	2	2
%V	0.4%	0.0%	0.0%	0.5%	0.0%	0.9%	0.5%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Not Asked	2	0	0	0	0	0	2
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	571	285	41	420	186	233	442
%H		49.9%	7.2%	73.6%	32.6%	40.8%	77.4%
PVR	349	227	33	250	159	90	300
%V	61.1%	79.6%	80.5%	59.5%	85.5%	38.6%	67.9%
%H		65.0%	9.5%	71.6%	45.6%	25.8%	86.0%
DVDR	21	12	3	14	8	6	16
%V	3.7%	4.2%	7.3%	3.3%	4.3%	2.6%	3.6%
%H		57.1%	14.3%	66.7%	38.1%	28.6%	76.2%
VCR	12	4	2	11	5	6	9
%V	2.1%	1.4%	4.9%	2.6%	2.7%	2.6%	2.0%
%H		33.3%	16.7%	91.7%	41.7%	50.0%	75.0%
Any recorder	365	233	34	262	162	100	310
%V	63.9%	81.8%	82.9%	62.4%	87.1%	42.9%	70.1%
%H		63.8%	9.3%	71.8%	44.4%	27.4%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	571	285	41	420	186	233	442
%H		49.9%	7.2%	73.6%	32.6%	40.8%	77.4%
Receives HDTV (via STB or built-in reception)	257	172	30	189	132	57	231
%V	45.0%	60.4%	73.2%	45.0%	71.0%	24.5%	52.3%
%H		66.9%	11.7%	73.5%	51.4%	22.2%	89.9%
DVD/Blu-ray player or recorder	425	220	28	317	142	175	340
%V	74.4%	77.2%	68.3%	75.5%	76.3%	75.1%	76.9%
%H		51.8%	6.6%	74.6%	33.4%	41.2%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	359	39	475	274	202	537
%H		59.6%	6.5%	78.9%	45.5%	33.6%	89.2%
Under 20"	158	87	13	125	68	57	135
%V	26.2%	24.2%	33.3%	26.3%	24.8%	28.2%	25.1%
%H		55.1%	8.2%	79.1%	43.0%	36.1%	85.4%
20" - 29"	214	119	12	173	91	82	187
%V	35.5%	33.1%	30.8%	36.4%	33.2%	40.6%	34.8%
%H		55.6%	5.6%	80.8%	42.5%	38.3%	87.4%
30" - 39"	142	94	5	112	69	43	132
%V	23.6%	26.2%	12.8%	23.6%	25.2%	21.3%	24.6%
%H		66.2%	3.5%	78.9%	48.6%	30.3%	93.0%
40" and over	58	46	5	43	36	8	55
%V	9.6%	12.8%	12.8%	9.1%	13.1%	4.0%	10.2%
%H		79.3%	8.6%	74.1%	62.1%	13.8%	94.8%
Don't know	7	0	0	7	0	7	6
%V	1.2%	0.0%	0.0%	1.5%	0.0%	3.5%	1.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	85.7%
Not Asked	23	13	4	15	10	5	22
%V	3.8%	3.6%	10.3%	3.2%	3.6%	2.5%	4.1%
%H		56.5%	17.4%	65.2%	43.5%	21.7%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	359	39	475	274	202	537
%H		59.6%	6.5%	78.9%	45.5%	33.6%	89.2%
PVR	118	94	11	84	70	15	111
%V	19.6%	26.2%	28.2%	17.7%	25.5%	7.4%	20.7%
%H		79.7%	9.3%	71.2%	59.3%	12.7%	94.1%
DVDR	6	4	1	4	2	2	6
%V	1.0%	1.1%	2.6%	0.8%	0.7%	1.0%	1.1%
%H		66.7%	16.7%	66.7%	33.3%	33.3%	100.0%
VCR	3	2	0	3	2	1	2
%V	0.5%	0.6%	0.0%	0.6%	0.7%	0.5%	0.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
Any recorder	123	96	12	87	71	16	114
%V	20.4%	26.7%	30.8%	18.3%	25.9%	7.9%	21.2%
%H		78.0%	9.8%	70.7%	57.7%	13.0%	92.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	359	39	475	274	202	537
%H		59.6%	6.5%	78.9%	45.5%	33.6%	89.2%
Receives HDTV (via STB or built-in reception)	95	70	8	76	58	18	91
%V	15.8%	19.5%	20.5%	16.0%	21.2%	8.9%	16.9%
%H		73.7%	8.4%	80.0%	61.1%	18.9%	95.8%
DVD/Blu-ray player or recorder	229	142	17	192	121	72	210
%V	38.0%	39.6%	43.6%	40.4%	44.2%	35.6%	39.1%
%H		62.0%	7.4%	83.8%	52.8%	31.4%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1306	1254	701	91	886	443	443	1109
%H		96.0%	53.7%	7.0%	67.8%	33.9%	33.9%	84.9%
Total Children	234	227	147	18	142	81	60	219
%V	17.9%	18.1%	21.0%	19.8%	16.0%	18.3%	13.5%	19.7%
%H		97.0%	62.8%	7.7%	60.7%	34.6%	25.6%	93.6%
0 - 3	65	61	41	4	37	22	15	57
%V	5.0%	4.9%	5.8%	4.4%	4.2%	5.0%	3.4%	5.1%
%H		93.8%	63.1%	6.2%	56.9%	33.8%	23.1%	87.7%
4 - 15	170	166	106	14	104	59	45	162
%V	13.0%	13.2%	15.1%	15.4%	11.7%	13.3%	10.2%	14.6%
%H		97.6%	62.4%	8.2%	61.2%	34.7%	26.5%	95.3%
4 - 9	90	88	61	7	55	35	20	86
%V	6.9%	7.0%	8.7%	7.7%	6.2%	7.9%	4.5%	7.8%
%H		97.8%	67.8%	7.8%	61.1%	38.9%	22.2%	95.6%
10 - 15	80	78	45	7	50	24	25	76
%V	6.1%	6.2%	6.4%	7.7%	5.6%	5.4%	5.6%	6.9%
%H		97.5%	56.3%	8.8%	62.5%	30.0%	31.3%	95.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1306	1254	701	91	886	443	443	1109
%H		96.0%	53.7%	7.0%	67.8%	33.9%	33.9%	84.9%
Total Adults (16+)	1072	1027	555	72	744	362	382	890
%V	82.1%	81.9%	79.2%	79.1%	84.0%	81.7%	86.2%	80.3%
%H		95.8%	51.8%	6.7%	69.4%	33.8%	35.6%	83.0%
16 - 19	58	58	39	2	39	23	16	56
%V	4.4%	4.6%	5.6%	2.2%	4.4%	5.2%	3.6%	5.0%
%H		100.0%	67.2%	3.4%	67.2%	39.7%	27.6%	96.6%
20 - 24	99	92	43	10	55	26	28	90
%V	7.6%	7.3%	6.1%	11.0%	6.2%	5.9%	6.3%	8.1%
%H		92.9%	43.4%	10.1%	55.6%	26.3%	28.3%	90.9%
25 - 34	182	172	107	13	113	67	46	167
%V	13.9%	13.7%	15.3%	14.3%	12.8%	15.1%	10.4%	15.1%
%H		94.5%	58.8%	7.1%	62.1%	36.8%	25.3%	91.8%
35 - 44	159	151	87	10	110	58	52	143
%V	12.2%	12.0%	12.4%	11.0%	12.4%	13.1%	11.7%	12.9%
%H		95.0%	54.7%	6.3%	69.2%	36.5%	32.7%	89.9%
45 - 54	197	190	116	14	134	73	62	180
%V	15.1%	15.2%	16.5%	15.4%	15.1%	16.5%	14.0%	16.2%
%H		96.4%	58.9%	7.1%	68.0%	37.1%	31.5%	91.4%
55 - 64	154	149	80	7	116	54	61	134
%V	11.8%	11.9%	11.4%	7.7%	13.1%	12.2%	13.8%	12.1%
%H		96.8%	51.9%	4.5%	75.3%	35.1%	39.6%	87.0%
65+	223	215	84	15	179	61	118	120
%V	17.1%	17.1%	12.0%	16.5%	20.2%	13.8%	26.6%	10.8%
%H		96.4%	37.7%	6.7%	80.3%	27.4%	52.9%	53.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1072	1027	555	72	744	362	382	890
%H		95.8%	51.8%	6.7%	69.4%	33.8%	35.6%	83.0%
AB	274	266	153	20	197	104	93	255
%V	25.6%	25.9%	27.6%	27.8%	26.5%	28.7%	24.3%	28.7%
%H		97.1%	55.8%	7.3%	71.9%	38.0%	33.9%	93.1%
C1	307	295	168	25	198	107	91	276
%V	28.6%	28.7%	30.3%	34.7%	26.6%	29.6%	23.8%	31.0%
%H		96.1%	54.7%	8.1%	64.5%	34.9%	29.6%	89.9%
C2	249	241	133	13	182	89	93	214
%V	23.2%	23.5%	24.0%	18.1%	24.5%	24.6%	24.3%	24.0%
%H		96.8%	53.4%	5.2%	73.1%	35.7%	37.3%	85.9%
D	153	142	72	9	103	44	59	103
%V	14.3%	13.8%	13.0%	12.5%	13.8%	12.2%	15.4%	11.6%
%H		92.8%	47.1%	5.9%	67.3%	28.8%	38.6%	67.3%
E	89	83	29	6	65	18	47	41
%V	8.3%	8.1%	5.2%	8.3%	8.7%	5.0%	12.3%	4.6%
%H		93.3%	32.6%	6.7%	73.0%	20.2%	52.8%	46.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1072	1027	555	72	744	362	382	890
%H		95.8%	51.8%	6.7%	69.4%	33.8%	35.6%	83.0%
Working full time	522	502	307	40	351	201	150	480
%V	48.7%	48.9%	55.3%	55.6%	47.2%	55.5%	39.3%	53.9%
%H		96.2%	58.8%	7.7%	67.2%	38.5%	28.7%	92.0%
Working part time	107	103	60	6	73	37	35	98
%V	10.0%	10.0%	10.8%	8.3%	9.8%	10.2%	9.2%	11.0%
%H		96.3%	56.1%	5.6%	68.2%	34.6%	32.7%	91.6%
Not working	443	422	187	27	320	123	197	312
%V	41.3%	41.1%	33.7%	37.5%	43.0%	34.0%	51.6%	35.1%
%H		95.3%	42.2%	6.1%	72.2%	27.8%	44.5%	70.4%
Housewife/Houseperson	602	571	285	41	420	186	233	458
%V	56.2%	55.6%	51.4%	56.9%	56.5%	51.4%	61.0%	51.5%
%H		94.9%	47.3%	6.8%	69.8%	30.9%	38.7%	76.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	511	276	35	367	180	186	448
%H		94.8%	51.2%	6.5%	68.1%	33.4%	34.5%	83.1%
16 - 19	35	35	23	1	24	15	9	34
%V	6.5%	6.8%	8.3%	2.9%	6.5%	8.3%	4.8%	7.6%
%H		100.0%	65.7%	2.9%	68.6%	42.9%	25.7%	97.1%
20 - 24	61	57	24	7	36	17	19	54
%V	11.3%	11.2%	8.7%	20.0%	9.8%	9.4%	10.2%	12.1%
%H		93.4%	39.3%	11.5%	59.0%	27.9%	31.1%	88.5%
25 - 34	93	86	52	5	57	32	25	86
%V	17.3%	16.8%	18.8%	14.3%	15.5%	17.8%	13.4%	19.2%
%H		92.5%	55.9%	5.4%	61.3%	34.4%	26.9%	92.5%
35 - 44	78	72	41	5	53	28	24	68
%V	14.5%	14.1%	14.9%	14.3%	14.4%	15.6%	12.9%	15.2%
%H		92.3%	52.6%	6.4%	67.9%	35.9%	30.8%	87.2%
45 - 54	92	88	53	8	59	31	28	81
%V	17.1%	17.2%	19.2%	22.9%	16.1%	17.2%	15.1%	18.1%
%H		95.7%	57.6%	8.7%	64.1%	33.7%	30.4%	88.0%
55 - 64	79	74	40	3	58	28	30	66
%V	14.7%	14.5%	14.5%	8.6%	15.8%	15.6%	16.1%	14.7%
%H		93.7%	50.6%	3.8%	73.4%	35.4%	38.0%	83.5%
65+	102	98	42	5	80	29	51	59
%V	18.9%	19.2%	15.2%	14.3%	21.8%	16.1%	27.4%	13.2%
%H		96.1%	41.2%	4.9%	78.4%	28.4%	50.0%	57.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	511	276	35	367	180	186	448
%H		94.8%	51.2%	6.5%	68.1%	33.4%	34.5%	83.1%
AB	134	130	77	10	96	53	43	125
%V	24.9%	25.4%	27.9%	28.6%	26.2%	29.4%	23.1%	27.9%
%H		97.0%	57.5%	7.5%	71.6%	39.6%	32.1%	93.3%
C1	150	144	80	13	93	50	43	136
%V	27.8%	28.2%	29.0%	37.1%	25.3%	27.8%	23.1%	30.4%
%H		96.0%	53.3%	8.7%	62.0%	33.3%	28.7%	90.7%
C2	137	133	75	7	98	48	49	113
%V	25.4%	26.0%	27.2%	20.0%	26.7%	26.7%	26.3%	25.2%
%H		97.1%	54.7%	5.1%	71.5%	35.0%	35.8%	82.5%
D	75	66	34	2	49	21	28	55
%V	13.9%	12.9%	12.3%	5.7%	13.4%	11.7%	15.1%	12.3%
%H		88.0%	45.3%	2.7%	65.3%	28.0%	37.3%	73.3%
E	43	38	11	3	32	8	23	20
%V	8.0%	7.4%	4.0%	8.6%	8.7%	4.4%	12.4%	4.5%
%H		88.4%	25.6%	7.0%	74.4%	18.6%	53.5%	46.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	511	276	35	367	180	186	448
%H		94.8%	51.2%	6.5%	68.1%	33.4%	34.5%	83.1%
Working full time	328	310	191	22	216	121	94	295
%V	60.9%	60.7%	69.2%	62.9%	58.9%	67.2%	50.5%	65.8%
%H		94.5%	58.2%	6.7%	65.9%	36.9%	28.7%	89.9%
Working part time	17	17	6	1	13	4	10	15
%V	3.2%	3.3%	2.2%	2.9%	3.5%	2.2%	5.4%	3.3%
%H		100.0%	35.3%	5.9%	76.5%	23.5%	58.8%	88.2%
Not working	194	183	79	12	138	55	83	138
%V	36.0%	35.8%	28.6%	34.3%	37.6%	30.6%	44.6%	30.8%
%H		94.3%	40.7%	6.2%	71.1%	28.4%	42.8%	71.1%
Housewife/Houseperson	144	127	51	8	93	33	60	88
%V	26.7%	24.9%	18.5%	22.9%	25.3%	18.3%	32.3%	19.6%
%H		88.2%	35.4%	5.6%	64.6%	22.9%	41.7%	61.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	517	278	38	378	182	196	442
%H		97.2%	52.3%	7.1%	71.1%	34.2%	36.8%	83.1%
16 - 19	24	24	16	1	15	8	7	22
%V	4.5%	4.6%	5.8%	2.6%	4.0%	4.4%	3.6%	5.0%
%H		100.0%	66.7%	4.2%	62.5%	33.3%	29.2%	91.7%
20 - 24	38	34	19	3	19	9	10	36
%V	7.1%	6.6%	6.8%	7.9%	5.0%	4.9%	5.1%	8.1%
%H		89.5%	50.0%	7.9%	50.0%	23.7%	26.3%	94.7%
25 - 34	89	86	55	8	56	35	21	81
%V	16.7%	16.6%	19.8%	21.1%	14.8%	19.2%	10.7%	18.3%
%H		96.6%	61.8%	9.0%	62.9%	39.3%	23.6%	91.0%
35 - 44	81	79	46	5	57	29	28	75
%V	15.2%	15.3%	16.5%	13.2%	15.1%	15.9%	14.3%	17.0%
%H		97.5%	56.8%	6.2%	70.4%	35.8%	34.6%	92.6%
45 - 54	105	103	63	6	75	41	34	99
%V	19.7%	19.9%	22.7%	15.8%	19.8%	22.5%	17.3%	22.4%
%H		98.1%	60.0%	5.7%	71.4%	39.0%	32.4%	94.3%
55 - 64	75	74	39	4	57	27	31	67
%V	14.1%	14.3%	14.0%	10.5%	15.1%	14.8%	15.8%	15.2%
%H		98.7%	52.0%	5.3%	76.0%	36.0%	41.3%	89.3%
65+	121	117	41	10	99	32	67	61
%V	22.7%	22.6%	14.7%	26.3%	26.2%	17.6%	34.2%	13.8%
%H		96.7%	33.9%	8.3%	81.8%	26.4%	55.4%	50.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	517	278	38	378	182	196	442
%H		97.2%	52.3%	7.1%	71.1%	34.2%	36.8%	83.1%
AB	140	136	76	10	100	50	50	130
%V	26.3%	26.3%	27.3%	26.3%	26.5%	27.5%	25.5%	29.4%
%H		97.1%	54.3%	7.1%	71.4%	35.7%	35.7%	92.9%
C1	157	151	88	12	106	57	48	140
%V	29.5%	29.2%	31.7%	31.6%	28.0%	31.3%	24.5%	31.7%
%H		96.2%	56.1%	7.6%	67.5%	36.3%	30.6%	89.2%
C2	111	108	58	5	84	41	43	101
%V	20.9%	20.9%	20.9%	13.2%	22.2%	22.5%	21.9%	22.9%
%H		97.3%	52.3%	4.5%	75.7%	36.9%	38.7%	91.0%
D	78	77	38	7	54	23	31	49
%V	14.7%	14.9%	13.7%	18.4%	14.3%	12.6%	15.8%	11.1%
%H		98.7%	48.7%	9.0%	69.2%	29.5%	39.7%	62.8%
E	46	45	18	3	33	10	24	21
%V	8.6%	8.7%	6.5%	7.9%	8.7%	5.5%	12.2%	4.8%
%H		97.8%	39.1%	6.5%	71.7%	21.7%	52.2%	45.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	517	278	38	378	182	196	442
%H		97.2%	52.3%	7.1%	71.1%	34.2%	36.8%	83.1%
Working full time	194	191	117	17	136	80	56	185
%V	36.5%	36.9%	42.1%	44.7%	36.0%	44.0%	28.6%	41.9%
%H		98.5%	60.3%	8.8%	70.1%	41.2%	28.9%	95.4%
Working part time	89	86	54	5	59	34	26	83
%V	16.7%	16.6%	19.4%	13.2%	15.6%	18.7%	13.3%	18.8%
%H		96.6%	60.7%	5.6%	66.3%	38.2%	29.2%	93.3%
Not working	249	239	108	15	182	68	114	174
%V	46.8%	46.2%	38.8%	39.5%	48.1%	37.4%	58.2%	39.4%
%H		96.0%	43.4%	6.0%	73.1%	27.3%	45.8%	69.9%
Housewife/Houseperson	457	444	234	33	327	153	173	370
%V	85.9%	85.9%	84.2%	86.8%	86.5%	84.1%	88.3%	83.7%
%H		97.2%	51.2%	7.2%	71.6%	33.5%	37.9%	81.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
AB	837	806	397	120	573	282	291	768
%V	30.6%	30.8%	33.2%	29.1%	30.5%	32.6%	28.7%	35.5%
%H (All HH)		96.3%	47.4%	14.3%	68.5%	33.7%	34.8%	91.8%
%H (TV HH)			49.3%	14.9%	71.1%	35.0%	36.1%	
C1	794	750	347	126	535	256	279	653
%V	29.0%	28.6%	29.1%	30.5%	28.5%	29.6%	27.5%	30.2%
%H (All HH)		94.5%	43.7%	15.9%	67.4%	32.2%	35.1%	82.2%
%H (TV HH)			46.3%	16.8%	71.3%	34.1%	37.2%	
C2	536	526	252	87	385	196	189	421
%V	19.6%	20.1%	21.1%	21.1%	20.5%	22.7%	18.6%	19.5%
%H (All HH)		98.1%	47.0%	16.2%	71.8%	36.6%	35.3%	78.5%
%H (TV HH)			47.9%	16.5%	73.2%	37.3%	35.9%	
D	342	327	124	62	220	84	136	228
%V	12.5%	12.5%	10.4%	15.0%	11.7%	9.7%	13.4%	10.5%
%H (All HH)		95.6%	36.3%	18.1%	64.3%	24.6%	39.8%	66.7%
%H (TV HH)			37.9%	19.0%	67.3%	25.7%	41.6%	
E	226	211	73	18	166	47	119	93
%V	8.3%	8.1%	6.1%	4.4%	8.8%	5.4%	11.7%	4.3%
%H (All HH)		93.4%	32.3%	8.0%	73.5%	20.8%	52.7%	41.2%
%H (TV HH)			34.6%	8.5%	78.7%	22.3%	56.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Under 25	98	84	24	16	61	21	40	76
%V	3.6%	3.2%	2.0%	3.9%	3.2%	2.4%	3.9%	3.5%
%H (All HH)		85.7%	24.5%	16.3%	62.2%	21.4%	40.8%	77.6%
%H (TV HH)			28.6%	19.0%	72.6%	25.0%	47.6%	
25 - 34	388	370	185	77	230	125	104	353
%V	14.2%	14.1%	15.5%	18.6%	12.2%	14.5%	10.3%	16.3%
%H (All HH)		95.4%	47.7%	19.8%	59.3%	32.2%	26.8%	91.0%
%H (TV HH)			50.0%	20.8%	62.2%	33.8%	28.1%	
35 - 44	459	441	242	80	278	158	121	433
%V	16.8%	16.8%	20.3%	19.4%	14.8%	18.3%	11.9%	20.0%
%H (All HH)		96.1%	52.7%	17.4%	60.6%	34.4%	26.4%	94.3%
%H (TV HH)			54.9%	18.1%	63.0%	35.8%	27.4%	
45 - 54	543	515	256	92	365	195	170	486
%V	19.9%	19.7%	21.4%	22.3%	19.4%	22.5%	16.8%	22.5%
%H (All HH)		94.8%	47.1%	16.9%	67.2%	35.9%	31.3%	89.5%
%H (TV HH)			49.7%	17.9%	70.9%	37.9%	33.0%	
55 - 64	448	430	206	59	319	152	167	373
%V	16.4%	16.4%	17.3%	14.3%	17.0%	17.6%	16.5%	17.2%
%H (All HH)		96.0%	46.0%	13.2%	71.2%	33.9%	37.3%	83.3%
%H (TV HH)			47.9%	13.7%	74.2%	35.3%	38.8%	
65 +	799	778	281	88	626	214	412	441
%V	29.2%	29.7%	23.5%	21.3%	33.3%	24.7%	40.6%	20.4%
%H (All HH)		97.4%	35.2%	11.0%	78.3%	26.8%	51.6%	55.2%
%H (TV HH)			36.1%	11.3%	80.5%	27.5%	53.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
1	829	766	257	89	587	167	420	465
%V	30.3%	29.2%	21.5%	21.5%	31.2%	19.3%	41.4%	21.5%
%H (All HH)		92.4%	31.0%	10.7%	70.8%	20.1%	50.7%	56.1%
%H (TV HH)			33.6%	11.6%	76.6%	21.8%	54.8%	
2	950	923	419	139	681	319	363	795
%V	34.7%	35.2%	35.1%	33.7%	36.2%	36.9%	35.8%	36.8%
%H (All HH)		97.2%	44.1%	14.6%	71.7%	33.6%	38.2%	83.7%
%H (TV HH)			45.4%	15.1%	73.8%	34.6%	39.3%	
3	423	414	230	77	273	166	108	391
%V	15.5%	15.8%	19.3%	18.6%	14.5%	19.2%	10.7%	18.1%
%H (All HH)		97.9%	54.4%	18.2%	64.5%	39.2%	25.5%	92.4%
%H (TV HH)			55.6%	18.6%	65.9%	40.1%	26.1%	
4	365	355	199	76	226	143	83	349
%V	13.3%	13.6%	16.7%	18.4%	12.0%	16.5%	8.2%	16.1%
%H (All HH)		97.3%	54.5%	20.8%	61.9%	39.2%	22.7%	95.6%
%H (TV HH)			56.1%	21.4%	63.7%	40.3%	23.4%	
5+	168	161	88	31	111	71	40	163
%V	6.1%	6.1%	7.4%	7.5%	5.9%	8.2%	3.9%	7.5%
%H (All HH)		95.8%	52.4%	18.5%	66.1%	42.3%	23.8%	97.0%
%H (TV HH)			54.7%	19.3%	68.9%	44.1%	24.8%	
Average HH size	2.33	2.35	2.56	2.60	2.27	2.61	1.99	2.55

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Without	2033	1935	808	289	1437	598	839	1503
%V	74.3%	73.9%	67.7%	70.0%	76.5%	69.1%	82.7%	69.5%
%H (All HH)		95.2%	39.7%	14.2%	70.7%	29.4%	41.3%	73.9%
%H (TV HH)			41.8%	14.9%	74.3%	30.9%	43.4%	
With	702	684	386	124	441	266	175	659
%V	25.7%	26.1%	32.3%	30.0%	23.5%	30.8%	17.3%	30.5%
%H (All HH)		97.4%	55.0%	17.7%	62.8%	37.9%	24.9%	93.9%
%H (TV HH)			56.4%	18.1%	64.5%	38.9%	25.6%	
0 - 3	265	257	141	46	156	87	70	244
%V	9.7%	9.8%	11.8%	11.1%	8.3%	10.1%	6.9%	11.3%
%H (All HH)		97.0%	53.2%	17.4%	58.9%	32.8%	26.4%	92.1%
%H (TV HH)			54.9%	17.9%	60.7%	33.9%	27.2%	
4 - 9	345	337	193	60	219	135	83	324
%V	12.6%	12.9%	16.2%	14.5%	11.7%	15.6%	8.2%	15.0%
%H (All HH)		97.7%	55.9%	17.4%	63.5%	39.1%	24.1%	93.9%
%H (TV HH)			57.3%	17.8%	65.0%	40.1%	24.6%	
10 - 15	324	318	190	61	217	148	70	310
%V	11.8%	12.1%	15.9%	14.8%	11.5%	17.1%	6.9%	14.3%
%H (All HH)		98.1%	58.6%	18.8%	67.0%	45.7%	21.6%	95.7%
%H (TV HH)			59.7%	19.2%	68.2%	46.5%	22.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
1	1050	1050	369	145	700	174	526	732
%V	38.4%	40.1%	30.9%	35.1%	37.3%	20.1%	51.9%	33.8%
%H (All HH)		100.0%	35.1%	13.8%	66.7%	16.6%	50.1%	69.7%
%H (TV HH)			35.1%	13.8%	66.7%	16.6%	50.1%	
2	909	909	428	153	653	322	330	738
%V	33.2%	34.7%	35.8%	37.0%	34.8%	37.2%	32.5%	34.1%
%H (All HH)		100.0%	47.1%	16.8%	71.8%	35.4%	36.3%	81.2%
%H (TV HH)			47.1%	16.8%	71.8%	35.4%	36.3%	
3	413	413	244	68	327	221	106	378
%V	15.1%	15.8%	20.4%	16.5%	17.4%	25.5%	10.5%	17.5%
%H (All HH)		100.0%	59.1%	16.5%	79.2%	53.5%	25.7%	91.5%
%H (TV HH)			59.1%	16.5%	79.2%	53.5%	25.7%	
4	168	168	108	33	133	101	32	159
%V	6.1%	6.4%	9.0%	8.0%	7.1%	11.7%	3.2%	7.4%
%H (All HH)		100.0%	64.3%	19.6%	79.2%	60.1%	19.0%	94.6%
%H (TV HH)			64.3%	19.6%	79.2%	60.1%	19.0%	
5+	79	79	46	14	67	47	20	78
%V	2.9%	3.0%	3.9%	3.4%	3.6%	5.4%	2.0%	3.6%
%H (All HH)		100.0%	58.2%	17.7%	84.8%	59.5%	25.3%	98.7%
%H (TV HH)			58.2%	17.7%	84.8%	59.5%	25.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Under 20"	704	704	346	100	573	313	260	597
%V	25.7%	26.9%	29.0%	24.2%	30.5%	36.2%	25.6%	27.6%
%H (All HH)		100.0%	49.1%	14.2%	81.4%	44.5%	36.9%	84.8%
%H (TV HH)			49.1%	14.2%	81.4%	44.5%	36.9%	
20" - 29"	1028	1028	444	165	799	371	428	779
%V	37.6%	39.3%	37.2%	40.0%	42.5%	42.9%	42.2%	36.0%
%H (All HH)		100.0%	43.2%	16.1%	77.7%	36.1%	41.6%	75.8%
%H (TV HH)			43.2%	16.1%	77.7%	36.1%	41.6%	
30" - 39"	1351	1351	643	228	963	479	484	1109
%V	49.4%	51.6%	53.9%	55.2%	51.3%	55.4%	47.7%	51.3%
%H (All HH)		100.0%	47.6%	16.9%	71.3%	35.5%	35.8%	82.1%
%H (TV HH)			47.6%	16.9%	71.3%	35.5%	35.8%	
40" and over	1092	1092	643	190	741	473	268	987
%V	39.9%	41.7%	53.9%	46.0%	39.4%	54.7%	26.4%	45.6%
%H (All HH)		100.0%	58.9%	17.4%	67.9%	43.3%	24.5%	90.4%
%H (TV HH)			58.9%	17.4%	67.9%	43.3%	24.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South, South East and Channel Islands

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Main living room	2573	2573	1182	409	1850	860	990	2052
%V	94.1%	98.2%	99.0%	99.0%	98.5%	99.4%	97.6%	94.9%
%H (All HH)		100.0%	45.9%	15.9%	71.9%	33.4%	38.5%	79.8%
%H (TV HH)			45.9%	15.9%	71.9%	33.4%	38.5%	
Kitchen	326	326	179	39	276	164	111	282
%V	11.9%	12.4%	15.0%	9.4%	14.7%	19.0%	10.9%	13.0%
%H (All HH)		100.0%	54.9%	12.0%	84.7%	50.3%	34.0%	86.5%
%H (TV HH)			54.9%	12.0%	84.7%	50.3%	34.0%	
Adult's bedroom	1141	1141	610	192	870	522	348	980
%V	41.7%	43.6%	51.1%	46.5%	46.3%	60.3%	34.3%	45.3%
%H (All HH)		100.0%	53.5%	16.8%	76.2%	45.7%	30.5%	85.9%
%H (TV HH)			53.5%	16.8%	76.2%	45.7%	30.5%	
Child's bedroom	231	231	143	52	168	129	39	223
%V	8.4%	8.8%	12.0%	12.6%	8.9%	14.9%	3.8%	10.3%
%H (All HH)		100.0%	61.9%	22.5%	72.7%	55.8%	16.9%	96.5%
%H (TV HH)			61.9%	22.5%	72.7%	55.8%	16.9%	
Other bedroom	131	131	74	25	100	65	35	118
%V	4.8%	5.0%	6.2%	6.1%	5.3%	7.5%	3.5%	5.5%
%H (All HH)		100.0%	56.5%	19.1%	76.3%	49.6%	26.7%	90.1%
%H (TV HH)			56.5%	19.1%	76.3%	49.6%	26.7%	
Second living/dining room	210	210	117	37	160	103	57	188
%V	7.7%	8.0%	9.8%	9.0%	8.5%	11.9%	5.6%	8.7%
%H (All HH)		100.0%	55.7%	17.6%	76.2%	49.0%	27.1%	89.5%
%H (TV HH)			55.7%	17.6%	76.2%	49.0%	27.1%	
Study/office	62	62	35	10	47	30	17	58
%V	2.3%	2.4%	2.9%	2.4%	2.5%	3.5%	1.7%	2.7%
%H (All HH)		100.0%	56.5%	16.1%	75.8%	48.4%	27.4%	93.5%
%H (TV HH)			56.5%	16.1%	75.8%	48.4%	27.4%	
TV room	25	25	15	6	13	8	6	25
%V	0.9%	1.0%	1.3%	1.5%	0.7%	0.9%	0.6%	1.2%
%H (All HH)		100.0%	60.0%	24.0%	52.0%	32.0%	24.0%	100.0%
%H (TV HH)			60.0%	24.0%	52.0%	32.0%	24.0%	
Conservatory	48	48	28	5	45	27	17	44
%V	1.8%	1.8%	2.3%	1.2%	2.4%	3.1%	1.7%	2.0%
%H (All HH)		100.0%	58.3%	10.4%	93.8%	56.3%	35.4%	91.7%
%H (TV HH)			58.3%	10.4%	93.8%	56.3%	35.4%	
Attic or loft room	7	7	3	2	6	4	2	7
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	42.9%	28.6%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	85.7%	57.1%	28.6%	
No specific location	8	8	3	1	7	3	4	6
%V	0.3%	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	37.5%	50.0%	75.0%
%H (TV HH)			37.5%	12.5%	87.5%	37.5%	50.0%	
Other	25	25	16	4	17	10	7	24
%V	0.9%	1.0%	1.3%	1.0%	0.9%	1.2%	0.7%	1.1%
%H (All HH)		100.0%	64.0%	16.0%	68.0%	40.0%	28.0%	96.0%
%H (TV HH)			64.0%	16.0%	68.0%	40.0%	28.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South, South East and Channel Islands

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Any DSAT provider	1194	1194	1194	20	676	676	0	1046
%V	43.7%	45.6%	100.0%	4.8%	36.0%	78.2%	0.0%	48.4%
%H (All HH)			100.0%	1.7%	56.6%	56.6%	0.0%	87.6%
%H (TV HH)			100.0%	1.7%	56.6%	56.6%	0.0%	
Sky with subcription	973	973	973	11	543	543	0	863
%V	35.6%	37.2%	81.5%	2.7%	28.9%	62.8%	0.0%	39.9%
%H (All HH)			100.0%	1.1%	55.8%	55.8%	0.0%	88.7%
%H (TV HH)			100.0%	1.1%	55.8%	55.8%	0.0%	
Sky without subscription	49	49	49	1	27	27	0	40
%V	1.8%	1.9%	4.1%	0.2%	1.4%	3.1%	0.0%	1.8%
%H (All HH)			100.0%	2.0%	55.1%	55.1%	0.0%	81.6%
%H (TV HH)			100.0%	2.0%	55.1%	55.1%	0.0%	
Freesat	173	173	173	8	105	105	0	143
%V	6.3%	6.6%	14.5%	1.9%	5.6%	12.1%	0.0%	6.6%
%H (All HH)			100.0%	4.6%	60.7%	60.7%	0.0%	82.7%
%H (TV HH)			100.0%	4.6%	60.7%	60.7%	0.0%	
Other satellite provider	28	28	28	3	14	14	0	24
%V	1.0%	1.1%	2.3%	0.7%	0.7%	1.6%	0.0%	1.1%
%H (All HH)			100.0%	10.7%	50.0%	50.0%	0.0%	85.7%
%H (TV HH)			100.0%	10.7%	50.0%	50.0%	0.0%	
DCAB	413	413	20	413	201	201	0	371
%V	15.1%	15.8%	1.7%	100.0%	10.7%	23.2%	0.0%	17.2%
%H (All HH)			4.8%	100.0%	48.7%	48.7%	0.0%	89.8%
%H (TV HH)			4.8%	100.0%	48.7%	48.7%	0.0%	
DTT	1879	1879	676	201	1879	865	1014	1441
%V	68.7%	71.7%	56.6%	48.7%	100.0%	100.0%	100.0%	66.6%
%H (All HH)		100.0%	36.0%	10.7%	100.0%	46.0%	54.0%	76.7%
%H (TV HH)			36.0%	10.7%	100.0%	46.0%	54.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%H (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
PVR	1674	1674	1004	316	1103	729	374	1491
%V	61.2%	63.9%	84.1%	76.5%	58.7%	84.3%	36.9%	68.9%
%H (All HH)		100.0%	60.0%	18.9%	65.9%	43.5%	22.3%	89.1%
%H (TV HH)			60.0%	18.9%	65.9%	43.5%	22.3%	
DVDR	123	123	52	25	95	48	47	104
%V	4.5%	4.7%	4.4%	6.1%	5.1%	5.5%	4.6%	4.8%
%H (All HH)		100.0%	42.3%	20.3%	77.2%	39.0%	38.2%	84.6%
%H (TV HH)			42.3%	20.3%	77.2%	39.0%	38.2%	
VCR	80	80	32	10	64	25	39	54
%V	2.9%	3.1%	2.7%	2.4%	3.4%	2.9%	3.8%	2.5%
%H (All HH)		100.0%	40.0%	12.5%	80.0%	31.3%	48.8%	67.5%
%H (TV HH)			40.0%	12.5%	80.0%	31.3%	48.8%	
Any recorder	1748	1748	1026	324	1161	743	418	1534
%V	63.9%	66.7%	85.9%	78.5%	61.8%	85.9%	41.2%	70.9%
%H (All HH)		100.0%	58.7%	18.5%	66.4%	42.5%	23.9%	87.8%
%H (TV HH)			58.7%	18.5%	66.4%	42.5%	23.9%	
Receives HDTV (via STB or built-in reception)	1380	1380	779	298	905	584	320	1242
%V	50.5%	52.7%	65.2%	72.2%	48.2%	67.5%	31.6%	57.4%
%H (All HH)		100.0%	56.4%	21.6%	65.6%	42.3%	23.2%	90.0%
%H (TV HH)			56.4%	21.6%	65.6%	42.3%	23.2%	
DVD/Blu-ray player or recorder	2099	2099	1007	340	1517	753	764	1740
%V	76.7%	80.1%	84.3%	82.3%	80.7%	87.1%	75.3%	80.4%
%H (All HH)		100.0%	48.0%	16.2%	72.3%	35.9%	36.4%	82.9%
%H (TV HH)			48.0%	16.2%	72.3%	35.9%	36.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2619	1194	413	1879	865	1014	2163
%V (All HH)		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%
%H (TV HH)			45.6%	15.8%	71.7%	33.0%	38.7%	
Has broadband internet	2163	2085	1046	371	1441	769	671	2163
%V	79.1%	79.6%	87.6%	89.8%	76.7%	88.9%	66.2%	100.0%
%H (All HH)		96.4%	48.4%	17.2%	66.6%	35.6%	31.0%	100.0%
%H (TV HH)			50.2%	17.8%	69.1%	36.9%	32.2%	
Number of computers (PCs and laptops)								
0	490	467	125	42	382	83	299	32
%V	17.9%	17.8%	10.5%	10.2%	20.3%	9.6%	29.5%	1.5%
%H (All HH)		95.3%	25.5%	8.6%	78.0%	16.9%	61.0%	6.5%
%H (TV HH)			26.8%	9.0%	81.8%	17.8%	64.0%	
1	831	781	333	113	563	232	331	746
%V	30.4%	29.8%	27.9%	27.4%	30.0%	26.8%	32.6%	34.5%
%H (All HH)		94.0%	40.1%	13.6%	67.7%	27.9%	39.8%	89.8%
%H (TV HH)			42.6%	14.5%	72.1%	29.7%	42.4%	
2	612	591	302	107	409	220	188	596
%V	22.4%	22.6%	25.3%	25.9%	21.8%	25.4%	18.5%	27.6%
%H (All HH)		96.6%	49.3%	17.5%	66.8%	35.9%	30.7%	97.4%
%H (TV HH)			51.1%	18.1%	69.2%	37.2%	31.8%	
3	362	355	191	74	234	144	90	358
%V	13.2%	13.6%	16.0%	17.9%	12.5%	16.6%	8.9%	16.6%
%H (All HH)		98.1%	52.8%	20.4%	64.6%	39.8%	24.9%	98.9%
%H (TV HH)			53.8%	20.8%	65.9%	40.6%	25.4%	
4	208	204	118	34	143	89	54	203
%V	7.6%	7.8%	9.9%	8.2%	7.6%	10.3%	5.3%	9.4%
%H (All HH)		98.1%	56.7%	16.3%	68.8%	42.8%	26.0%	97.6%
%H (TV HH)			57.8%	16.7%	70.1%	43.6%	26.5%	
5+	232	221	124	43	149	96	52	228
%V	8.5%	8.4%	10.4%	10.4%	7.9%	11.1%	5.1%	10.5%
%H (All HH)		95.3%	53.4%	18.5%	64.2%	41.4%	22.4%	98.3%
%H (TV HH)			56.1%	19.5%	67.4%	43.4%	23.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5212	2636	861	3882	2141	1742	4403
%H		50.6%	16.5%	74.5%	41.1%	33.4%	84.5%
Under 20"	922	463	126	761	428	333	799
%V	17.7%	17.6%	14.6%	19.6%	20.0%	19.1%	18.1%
%H		50.2%	13.7%	82.5%	46.4%	36.1%	86.7%
20" - 29"	1292	580	215	1014	504	510	1009
%V	24.8%	22.0%	25.0%	26.1%	23.5%	29.3%	22.9%
%H		44.9%	16.6%	78.5%	39.0%	39.5%	78.1%
30" - 39"	1582	770	271	1128	579	549	1319
%V	30.4%	29.2%	31.5%	29.1%	27.0%	31.5%	30.0%
%H		48.7%	17.1%	71.3%	36.6%	34.7%	83.4%
40" and over	1265	758	220	866	566	301	1151
%V	24.3%	28.8%	25.6%	22.3%	26.4%	17.3%	26.1%
%H		59.9%	17.4%	68.5%	44.7%	23.8%	91.0%
Don't know	61	20	15	52	28	24	44
%V	1.2%	0.8%	1.7%	1.3%	1.3%	1.4%	1.0%
%H		32.8%	24.6%	85.2%	45.9%	39.3%	72.1%
Not Asked	90	45	14	61	36	25	81
%V	1.7%	1.7%	1.6%	1.6%	1.7%	1.4%	1.8%
%H		50.0%	15.6%	67.8%	40.0%	27.8%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5212	2636	861	3882	2141	1742	4403
%H		50.6%	16.5%	74.5%	41.1%	33.4%	84.5%
Main living room	2594	1189	413	1864	864	1000	2066
%V	49.8%	45.1%	48.0%	48.0%	40.4%	57.4%	46.9%
%H		45.8%	15.9%	71.9%	33.3%	38.6%	79.6%
Kitchen	326	179	39	276	164	111	282
%V	6.3%	6.8%	4.5%	7.1%	7.7%	6.4%	6.4%
%H		54.9%	12.0%	84.7%	50.3%	34.0%	86.5%
Adult's bedroom	1336	720	228	1030	635	395	1166
%V	25.6%	27.3%	26.5%	26.5%	29.7%	22.7%	26.5%
%H		53.9%	17.1%	77.1%	47.5%	29.6%	87.3%
Child's bedroom	318	199	71	229	178	51	306
%V	6.1%	7.5%	8.2%	5.9%	8.3%	2.9%	6.9%
%H		62.6%	22.3%	72.0%	56.0%	16.0%	96.2%
Other bedroom	159	86	29	123	76	47	145
%V	3.1%	3.3%	3.4%	3.2%	3.5%	2.7%	3.3%
%H		54.1%	18.2%	77.4%	47.8%	29.6%	91.2%
Second living/dining room	212	117	38	162	104	58	190
%V	4.1%	4.4%	4.4%	4.2%	4.9%	3.3%	4.3%
%H		55.2%	17.9%	76.4%	49.1%	27.4%	89.6%
Study/office	62	35	10	47	30	17	58
%V	1.2%	1.3%	1.2%	1.2%	1.4%	1.0%	1.3%
%H		56.5%	16.1%	75.8%	48.4%	27.4%	93.5%
TV room	26	15	6	14	8	6	25
%V	0.5%	0.6%	0.7%	0.4%	0.4%	0.3%	0.6%
%H		57.7%	23.1%	53.8%	30.8%	23.1%	96.2%
Conservatory	48	28	5	45	27	17	44
%V	0.9%	1.1%	0.6%	1.2%	1.3%	1.0%	1.0%
%H		58.3%	10.4%	93.8%	56.3%	35.4%	91.7%
Attic or loft room	8	3	2	7	4	3	8
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		37.5%	25.0%	87.5%	50.0%	37.5%	100.0%
No specific location	9	4	1	7	3	4	7
%V	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	77.8%
Other	26	17	4	17	10	7	25
%V	0.5%	0.6%	0.5%	0.4%	0.5%	0.4%	0.6%
%H		65.4%	15.4%	65.4%	38.5%	26.9%	96.2%
Not Asked	90	45	14	61	36	25	81
%V	1.7%	1.7%	1.6%	1.6%	1.7%	1.4%	1.8%
%H		50.0%	15.6%	67.8%	40.0%	27.8%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5212	2636	861	3882	2141	1742	4403
%H		50.6%	16.5%	74.5%	41.1%	33.4%	84.5%
PVR	2185	1374	423	1401	981	420	1980
%V	41.9%	52.1%	49.1%	36.1%	45.8%	24.1%	45.0%
%H		62.9%	19.4%	64.1%	44.9%	19.2%	90.6%
DVDR	134	56	27	105	52	52	114
%V	2.6%	2.1%	3.1%	2.7%	2.4%	3.0%	2.6%
%H		41.8%	20.1%	78.4%	38.8%	38.8%	85.1%
VCR	86	35	11	68	28	40	57
%V	1.7%	1.3%	1.3%	1.8%	1.3%	2.3%	1.3%
%H		40.7%	12.8%	79.1%	32.6%	46.5%	66.3%
Any recorder	2287	1408	436	1484	1010	475	2048
%V	43.9%	53.4%	50.6%	38.2%	47.2%	27.3%	46.5%
%H		61.6%	19.1%	64.9%	44.2%	20.8%	89.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5212	2636	861	3882	2141	1742	4403
%H		50.6%	16.5%	74.5%	41.1%	33.4%	84.5%
Receives HDTV (via STB or built-in reception)	1918	1102	422	1273	848	426	1748
%V	36.8%	41.8%	49.0%	32.8%	39.6%	24.5%	39.7%
%H		57.5%	22.0%	66.4%	44.2%	22.2%	91.1%
DVD/Blu-ray player or recorder	2991	1516	487	2248	1239	1009	2557
%V	57.4%	57.5%	56.6%	57.9%	57.9%	57.9%	58.1%
%H		50.7%	16.3%	75.2%	41.4%	33.7%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2616	1193	413	1878	865	1013	2082
%H		45.6%	15.8%	71.8%	33.1%	38.7%	79.6%
Under 20"	56	8	4	48	6	42	38
%V	2.1%	0.7%	1.0%	2.6%	0.7%	4.1%	1.8%
%H		14.3%	7.1%	85.7%	10.7%	75.0%	67.9%
20" - 29"	470	124	64	370	86	284	293
%V	18.0%	10.4%	15.5%	19.7%	9.9%	28.0%	14.1%
%H		26.4%	13.6%	78.7%	18.3%	60.4%	62.3%
30" - 39"	1002	426	159	724	309	415	779
%V	38.3%	35.7%	38.5%	38.6%	35.7%	41.0%	37.4%
%H		42.5%	15.9%	72.3%	30.8%	41.4%	77.7%
40" and over	1063	628	184	718	457	261	959
%V	40.6%	52.6%	44.6%	38.2%	52.8%	25.8%	46.1%
%H		59.1%	17.3%	67.5%	43.0%	24.6%	90.2%
Don't know	22	7	2	18	7	12	10
%V	0.8%	0.6%	0.5%	1.0%	0.8%	1.2%	0.5%
%H		31.8%	9.1%	81.8%	31.8%	54.5%	45.5%
Not Asked	3	0	0	0	0	0	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2616	1193	413	1878	865	1013	2082
%H		45.6%	15.8%	71.8%	33.1%	38.7%	79.6%
PVR	1641	988	313	1073	715	358	1462
%V	62.7%	82.8%	75.8%	57.1%	82.7%	35.3%	70.2%
%H		60.2%	19.1%	65.4%	43.6%	21.8%	89.1%
DVDR	105	40	20	80	36	44	87
%V	4.0%	3.4%	4.8%	4.3%	4.2%	4.3%	4.2%
%H		38.1%	19.0%	76.2%	34.3%	41.9%	82.9%
VCR	65	26	8	51	19	31	42
%V	2.5%	2.2%	1.9%	2.7%	2.2%	3.1%	2.0%
%H		40.0%	12.3%	78.5%	29.2%	47.7%	64.6%
Any recorder	1713	1009	321	1131	729	402	1506
%V	65.5%	84.6%	77.7%	60.2%	84.3%	39.7%	72.3%
%H		58.9%	18.7%	66.0%	42.6%	23.5%	87.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2616	1193	413	1878	865	1013	2082
%H		45.6%	15.8%	71.8%	33.1%	38.7%	79.6%
Receives HDTV (via STB or built-in reception)	1347	765	289	878	570	308	1211
%V	51.5%	64.1%	70.0%	46.8%	65.9%	30.4%	58.2%
%H		56.8%	21.5%	65.2%	42.3%	22.9%	89.9%
DVD/Blu-ray player or recorder	2005	960	320	1440	705	735	1661
%V	76.6%	80.5%	77.5%	76.7%	81.5%	72.6%	79.8%
%H		47.9%	16.0%	71.8%	35.2%	36.7%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2596	1442	449	2004	1276	728	2320
%H		55.5%	17.3%	77.2%	49.2%	28.0%	89.4%
Under 20"	866	455	122	712	422	291	761
%V	33.4%	31.6%	27.2%	35.5%	33.1%	40.0%	32.8%
%H		52.5%	14.1%	82.2%	48.7%	33.6%	87.9%
20" - 29"	822	456	151	644	418	226	717
%V	31.7%	31.6%	33.6%	32.1%	32.8%	31.0%	30.9%
%H		55.5%	18.4%	78.3%	50.9%	27.5%	87.2%
30" - 39"	581	344	112	405	270	134	539
%V	22.4%	23.9%	24.9%	20.2%	21.2%	18.4%	23.2%
%H		59.2%	19.3%	69.7%	46.5%	23.1%	92.8%
40" and over	202	129	36	149	109	40	192
%V	7.8%	8.9%	8.0%	7.4%	8.5%	5.5%	8.3%
%H		63.9%	17.8%	73.8%	54.0%	19.8%	95.0%
Don't know	39	13	13	34	22	12	34
%V	1.5%	0.9%	2.9%	1.7%	1.7%	1.6%	1.5%
%H		33.3%	33.3%	87.2%	56.4%	30.8%	87.2%
Not Asked	86	45	15	60	35	25	77
%V	3.3%	3.1%	3.3%	3.0%	2.7%	3.4%	3.3%
%H		52.3%	17.4%	69.8%	40.7%	29.1%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2596	1442	449	2004	1276	728	2320
%H		55.5%	17.3%	77.2%	49.2%	28.0%	89.4%
PVR	543	385	110	327	266	61	517
%V	20.9%	26.7%	24.5%	16.3%	20.8%	8.4%	22.3%
%H		70.9%	20.3%	60.2%	49.0%	11.2%	95.2%
DVDR	29	15	7	24	16	8	28
%V	1.1%	1.0%	1.6%	1.2%	1.3%	1.1%	1.2%
%H		51.7%	24.1%	82.8%	55.2%	27.6%	96.6%
VCR	21	9	4	18	9	9	16
%V	0.8%	0.6%	0.9%	0.9%	0.7%	1.2%	0.7%
%H		42.9%	19.0%	85.7%	42.9%	42.9%	76.2%
Any recorder	574	399	115	354	281	73	542
%V	22.1%	27.7%	25.6%	17.7%	22.0%	10.0%	23.4%
%H		69.5%	20.0%	61.7%	49.0%	12.7%	94.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2596	1442	449	2004	1276	728	2320
%H		55.5%	17.3%	77.2%	49.2%	28.0%	89.4%
Receives HDTV (via STB or built-in reception)	571	337	133	395	278	117	537
%V	22.0%	23.4%	29.6%	19.7%	21.8%	16.1%	23.1%
%H		59.0%	23.3%	69.2%	48.7%	20.5%	94.0%
DVD/Blu-ray player or recorder	986	556	167	808	534	274	896
%V	38.0%	38.6%	37.2%	40.3%	41.8%	37.6%	38.6%
%H		56.4%	16.9%	81.9%	54.2%	27.8%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6372	6146	3057	1072	4272	2253	2019	5505
%H		96.5%	48.0%	16.8%	67.0%	35.4%	31.7%	86.4%
Total Children	1210	1180	667	216	758	457	301	1137
%V	19.0%	19.2%	21.8%	20.1%	17.7%	20.3%	14.9%	20.7%
%H		97.5%	55.1%	17.9%	62.6%	37.8%	24.9%	94.0%
0 - 3	325	315	169	57	186	99	86	297
%V	5.1%	5.1%	5.5%	5.3%	4.4%	4.4%	4.3%	5.4%
%H		96.9%	52.0%	17.5%	57.2%	30.5%	26.5%	91.4%
4 - 15	885	866	498	158	572	357	215	841
%V	13.9%	14.1%	16.3%	14.7%	13.4%	15.8%	10.6%	15.3%
%H		97.9%	56.3%	17.9%	64.6%	40.3%	24.3%	95.0%
4 - 9	452	441	249	79	281	169	112	424
%V	7.1%	7.2%	8.1%	7.4%	6.6%	7.5%	5.5%	7.7%
%H		97.6%	55.1%	17.5%	62.2%	37.4%	24.8%	93.8%
10 - 15	433	425	249	79	291	188	103	417
%V	6.8%	6.9%	8.1%	7.4%	6.8%	8.3%	5.1%	7.6%
%H		98.2%	57.5%	18.2%	67.2%	43.4%	23.8%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6372	6146	3057	1072	4272	2253	2019	5505
%H		96.5%	48.0%	16.8%	67.0%	35.4%	31.7%	86.4%
Total Adults (16+)	5162	4966	2390	856	3515	1796	1718	4367
%V	81.0%	80.8%	78.2%	79.9%	82.3%	79.7%	85.1%	79.3%
%H		96.2%	46.3%	16.6%	68.1%	34.8%	33.3%	84.6%
16 - 19	304	291	149	59	195	120	75	282
%V	4.8%	4.7%	4.9%	5.5%	4.6%	5.3%	3.7%	5.1%
%H		95.7%	49.0%	19.4%	64.1%	39.5%	24.7%	92.8%
20 - 24	348	318	134	80	214	117	97	310
%V	5.5%	5.2%	4.4%	7.5%	5.0%	5.2%	4.8%	5.6%
%H		91.4%	38.5%	23.0%	61.5%	33.6%	27.9%	89.1%
25 - 34	816	778	399	159	499	283	216	751
%V	12.8%	12.7%	13.1%	14.8%	11.7%	12.6%	10.7%	13.6%
%H		95.3%	48.9%	19.5%	61.2%	34.7%	26.5%	92.0%
35 - 44	817	787	440	147	493	293	200	777
%V	12.8%	12.8%	14.4%	13.7%	11.5%	13.0%	9.9%	14.1%
%H		96.3%	53.9%	18.0%	60.3%	35.9%	24.5%	95.1%
45 - 54	931	895	452	164	642	357	286	853
%V	14.6%	14.6%	14.8%	15.3%	15.0%	15.8%	14.2%	15.5%
%H		96.1%	48.5%	17.6%	69.0%	38.3%	30.7%	91.6%
55 - 64	737	717	353	109	523	264	259	642
%V	11.6%	11.7%	11.5%	10.2%	12.2%	11.7%	12.8%	11.7%
%H		97.3%	47.9%	14.8%	71.0%	35.8%	35.1%	87.1%
65+	1208	1180	463	139	949	363	586	752
%V	19.0%	19.2%	15.1%	13.0%	22.2%	16.1%	29.0%	13.7%
%H		97.7%	38.3%	11.5%	78.6%	30.0%	48.5%	62.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5162	4966	2390	856	3515	1796	1718	4367
%H		96.2%	46.3%	16.6%	68.1%	34.8%	33.3%	84.6%
AB	1653	1605	817	256	1130	594	537	1554
%V	32.0%	32.3%	34.2%	29.9%	32.1%	33.1%	31.3%	35.6%
%H		97.1%	49.4%	15.5%	68.4%	35.9%	32.5%	94.0%
C1	1500	1409	664	276	987	525	462	1306
%V	29.1%	28.4%	27.8%	32.2%	28.1%	29.2%	26.9%	29.9%
%H		93.9%	44.3%	18.4%	65.8%	35.0%	30.8%	87.1%
C2	1092	1076	543	187	787	434	354	919
%V	21.2%	21.7%	22.7%	21.8%	22.4%	24.2%	20.6%	21.0%
%H		98.5%	49.7%	17.1%	72.1%	39.7%	32.4%	84.2%
D	603	579	252	108	377	165	212	442
%V	11.7%	11.7%	10.5%	12.6%	10.7%	9.2%	12.3%	10.1%
%H		96.0%	41.8%	17.9%	62.5%	27.4%	35.2%	73.3%
E	315	297	113	30	233	79	154	147
%V	6.1%	6.0%	4.7%	3.5%	6.6%	4.4%	9.0%	3.4%
%H		94.3%	35.9%	9.5%	74.0%	25.1%	48.9%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5162	4966	2390	856	3515	1796	1718	4367
%H		96.2%	46.3%	16.6%	68.1%	34.8%	33.3%	84.6%
Working full time	2377	2291	1214	448	1515	877	638	2227
%V	46.0%	46.1%	50.8%	52.3%	43.1%	48.8%	37.1%	51.0%
%H		96.4%	51.1%	18.8%	63.7%	36.9%	26.8%	93.7%
Working part time	600	584	286	101	416	218	199	541
%V	11.6%	11.8%	12.0%	11.8%	11.8%	12.1%	11.6%	12.4%
%H		97.3%	47.7%	16.8%	69.3%	36.3%	33.2%	90.2%
Not working	2185	2091	890	307	1584	701	882	1599
%V	42.3%	42.1%	37.2%	35.9%	45.1%	39.0%	51.3%	36.6%
%H		95.7%	40.7%	14.1%	72.5%	32.1%	40.4%	73.2%
Housewife/Houseperson	2735	2619	1194	413	1879	865	1014	2163
%V	53.0%	52.7%	50.0%	48.2%	53.5%	48.2%	59.0%	49.5%
%H		95.8%	43.7%	15.1%	68.7%	31.6%	37.1%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2410	1172	429	1689	885	804	2167
%H		95.9%	46.6%	17.1%	67.2%	35.2%	32.0%	86.2%
16 - 19	152	146	74	26	97	58	39	140
%V	6.0%	6.1%	6.3%	6.1%	5.7%	6.6%	4.9%	6.5%
%H		96.1%	48.7%	17.1%	63.8%	38.2%	25.7%	92.1%
20 - 24	179	159	72	40	103	61	42	160
%V	7.1%	6.6%	6.1%	9.3%	6.1%	6.9%	5.2%	7.4%
%H		88.8%	40.2%	22.3%	57.5%	34.1%	23.5%	89.4%
25 - 34	411	394	202	80	253	142	111	374
%V	16.3%	16.3%	17.2%	18.6%	15.0%	16.0%	13.8%	17.3%
%H		95.9%	49.1%	19.5%	61.6%	34.5%	27.0%	91.0%
35 - 44	403	384	213	72	235	139	96	382
%V	16.0%	15.9%	18.2%	16.8%	13.9%	15.7%	11.9%	17.6%
%H		95.3%	52.9%	17.9%	58.3%	34.5%	23.8%	94.8%
45 - 54	461	441	218	90	315	179	136	419
%V	18.3%	18.3%	18.6%	21.0%	18.7%	20.2%	16.9%	19.3%
%H		95.7%	47.3%	19.5%	68.3%	38.8%	29.5%	90.9%
55 - 64	359	351	173	56	255	130	125	319
%V	14.3%	14.6%	14.8%	13.1%	15.1%	14.7%	15.5%	14.7%
%H		97.8%	48.2%	15.6%	71.0%	36.2%	34.8%	88.9%
65+	548	534	221	65	431	177	254	373
%V	21.8%	22.2%	18.9%	15.2%	25.5%	20.0%	31.6%	17.2%
%H		97.4%	40.3%	11.9%	78.6%	32.3%	46.4%	68.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2410	1172	429	1689	885	804	2167
%H		95.9%	46.6%	17.1%	67.2%	35.2%	32.0%	86.2%
AB	837	811	416	133	566	301	265	793
%V	33.3%	33.7%	35.5%	31.0%	33.5%	34.0%	33.0%	36.6%
%H		96.9%	49.7%	15.9%	67.6%	36.0%	31.7%	94.7%
C1	691	647	308	136	443	247	196	620
%V	27.5%	26.8%	26.3%	31.7%	26.2%	27.9%	24.4%	28.6%
%H		93.6%	44.6%	19.7%	64.1%	35.7%	28.4%	89.7%
C2	571	561	280	99	408	223	185	483
%V	22.7%	23.3%	23.9%	23.1%	24.2%	25.2%	23.0%	22.3%
%H		98.2%	49.0%	17.3%	71.5%	39.1%	32.4%	84.6%
D	289	277	127	52	176	82	94	215
%V	11.5%	11.5%	10.8%	12.1%	10.4%	9.3%	11.7%	9.9%
%H		95.8%	43.9%	18.0%	60.9%	28.4%	32.5%	74.4%
E	125	114	41	9	95	31	64	57
%V	5.0%	4.7%	3.5%	2.1%	5.6%	3.5%	8.0%	2.6%
%H		91.2%	32.8%	7.2%	76.0%	24.8%	51.2%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2514	2410	1172	429	1689	885	804	2167
%H		95.9%	46.6%	17.1%	67.2%	35.2%	32.0%	86.2%
Working full time	1469	1413	753	276	929	541	389	1374
%V	58.4%	58.6%	64.2%	64.3%	55.0%	61.1%	48.4%	63.4%
%H		96.2%	51.3%	18.8%	63.2%	36.8%	26.5%	93.5%
Working part time	129	124	59	19	87	41	46	111
%V	5.1%	5.1%	5.0%	4.4%	5.2%	4.6%	5.7%	5.1%
%H		96.1%	45.7%	14.7%	67.4%	31.8%	35.7%	86.0%
Not working	916	872	360	134	672	303	369	682
%V	36.4%	36.2%	30.7%	31.2%	39.8%	34.2%	45.9%	31.5%
%H		95.2%	39.3%	14.6%	73.4%	33.1%	40.3%	74.5%
Housewife/Houseperson	552	508	194	77	367	130	237	391
%V	22.0%	21.1%	16.6%	17.9%	21.7%	14.7%	29.5%	18.0%
%H		92.0%	35.1%	13.9%	66.5%	23.6%	42.9%	70.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2648	2556	1218	427	1826	911	914	2200
%H		96.5%	46.0%	16.1%	69.0%	34.4%	34.5%	83.1%
16 - 19	152	146	75	33	98	62	36	142
%V	5.7%	5.7%	6.2%	7.7%	5.4%	6.8%	3.9%	6.5%
%H		96.1%	49.3%	21.7%	64.5%	40.8%	23.7%	93.4%
20 - 24	169	158	62	40	111	56	55	150
%V	6.4%	6.2%	5.1%	9.4%	6.1%	6.1%	6.0%	6.8%
%H		93.5%	36.7%	23.7%	65.7%	33.1%	32.5%	88.8%
25 - 34	405	384	197	79	246	141	106	377
%V	15.3%	15.0%	16.2%	18.5%	13.5%	15.5%	11.6%	17.1%
%H		94.8%	48.6%	19.5%	60.7%	34.8%	26.2%	93.1%
35 - 44	414	403	228	75	258	154	104	395
%V	15.6%	15.8%	18.7%	17.6%	14.1%	16.9%	11.4%	18.0%
%H		97.3%	55.1%	18.1%	62.3%	37.2%	25.1%	95.4%
45 - 54	470	454	234	74	327	178	149	434
%V	17.7%	17.8%	19.2%	17.3%	17.9%	19.5%	16.3%	19.7%
%H		96.6%	49.8%	15.7%	69.6%	37.9%	31.7%	92.3%
55 - 64	378	365	181	52	268	135	134	324
%V	14.3%	14.3%	14.9%	12.2%	14.7%	14.8%	14.7%	14.7%
%H		96.6%	47.9%	13.8%	70.9%	35.7%	35.4%	85.7%
65+	660	646	242	74	517	186	332	379
%V	24.9%	25.3%	19.9%	17.3%	28.3%	20.4%	36.3%	17.2%
%H		97.9%	36.7%	11.2%	78.3%	28.2%	50.3%	57.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2648	2556	1218	427	1826	911	914	2200
%H		96.5%	46.0%	16.1%	69.0%	34.4%	34.5%	83.1%
AB	815	794	402	123	564	293	271	761
%V	30.8%	31.1%	33.0%	28.8%	30.9%	32.2%	29.6%	34.6%
%H		97.4%	49.3%	15.1%	69.2%	36.0%	33.3%	93.4%
C1	808	762	356	140	543	277	266	687
%V	30.5%	29.8%	29.2%	32.8%	29.7%	30.4%	29.1%	31.2%
%H		94.3%	44.1%	17.3%	67.2%	34.3%	32.9%	85.0%
C2	521	516	263	88	379	210	169	436
%V	19.7%	20.2%	21.6%	20.6%	20.8%	23.1%	18.5%	19.8%
%H		99.0%	50.5%	16.9%	72.7%	40.3%	32.4%	83.7%
D	314	301	125	56	201	83	118	227
%V	11.9%	11.8%	10.3%	13.1%	11.0%	9.1%	12.9%	10.3%
%H		95.9%	39.8%	17.8%	64.0%	26.4%	37.6%	72.3%
E	190	183	72	20	138	48	90	89
%V	7.2%	7.2%	5.9%	4.7%	7.6%	5.3%	9.8%	4.0%
%H		96.3%	37.9%	10.5%	72.6%	25.3%	47.4%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2648	2556	1218	427	1826	911	914	2200
%H		96.5%	46.0%	16.1%	69.0%	34.4%	34.5%	83.1%
Working full time	908	878	461	172	586	337	249	853
%V	34.3%	34.4%	37.8%	40.3%	32.1%	37.0%	27.2%	38.8%
%H		96.7%	50.8%	18.9%	64.5%	37.1%	27.4%	93.9%
Working part time	470	460	227	82	329	176	152	430
%V	17.7%	18.0%	18.6%	19.2%	18.0%	19.3%	16.6%	19.5%
%H		97.9%	48.3%	17.4%	70.0%	37.4%	32.3%	91.5%
Not working	1269	1219	530	173	911	398	513	917
%V	47.9%	47.7%	43.5%	40.5%	49.9%	43.7%	56.1%	41.7%
%H		96.1%	41.8%	13.6%	71.8%	31.4%	40.4%	72.3%
Housewife/Houseperson	2183	2111	1000	336	1512	735	777	1771
%V	82.4%	82.6%	82.1%	78.7%	82.8%	80.7%	85.0%	80.5%
%H		96.7%	45.8%	15.4%	69.3%	33.7%	35.6%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
AB	517	500	224	81	385	186	198	485
%V	25.7%	26.0%	25.6%	30.1%	26.6%	27.8%	25.4%	30.1%
%H (All HH)		96.7%	43.3%	15.7%	74.5%	36.0%	38.3%	93.8%
%H (TV HH)			44.8%	16.2%	77.0%	37.2%	39.6%	
C1	588	560	253	86	419	197	222	499
%V	29.2%	29.1%	28.9%	32.0%	28.9%	29.4%	28.5%	31.0%
%H (All HH)		95.2%	43.0%	14.6%	71.3%	33.5%	37.8%	84.9%
%H (TV HH)			45.2%	15.4%	74.8%	35.2%	39.6%	
C2	442	426	221	50	324	172	151	351
%V	22.0%	22.1%	25.2%	18.6%	22.3%	25.7%	19.4%	21.8%
%H (All HH)		96.4%	50.0%	11.3%	73.3%	38.9%	34.2%	79.4%
%H (TV HH)			51.9%	11.7%	76.1%	40.4%	35.4%	
D	287	267	116	34	191	75	115	189
%V	14.3%	13.9%	13.2%	12.6%	13.2%	11.2%	14.7%	11.7%
%H (All HH)		93.0%	40.4%	11.8%	66.6%	26.1%	40.1%	65.9%
%H (TV HH)			43.4%	12.7%	71.5%	28.1%	43.1%	
E	178	172	62	18	132	39	93	86
%V	8.9%	8.9%	7.1%	6.7%	9.1%	5.8%	11.9%	5.3%
%H (All HH)		96.6%	34.8%	10.1%	74.2%	21.9%	52.2%	48.3%
%H (TV HH)			36.0%	10.5%	76.7%	22.7%	54.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%V		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (All HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
%H (TV HH)								
Under 25	75	64	28	7	44	18	26	63
%V	3.7%	3.3%	3.2%	2.6%	3.0%	2.7%	3.3%	3.9%
%H (All HH)		85.3%	37.3%	9.3%	58.7%	24.0%	34.7%	84.0%
%H (TV HH)			43.8%	10.9%	68.8%	28.1%	40.6%	
25 - 34	292	273	142	46	172	90	82	271
%V	14.5%	14.2%	16.2%	17.1%	11.9%	13.4%	10.5%	16.8%
%H (All HH)		93.5%	48.6%	15.8%	58.9%	30.8%	28.1%	92.8%
%H (TV HH)			52.0%	16.8%	63.0%	33.0%	30.0%	
35 - 44	348	336	187	52	222	124	98	325
%V	17.3%	17.5%	21.3%	19.3%	15.3%	18.5%	12.6%	20.2%
%H (All HH)		96.6%	53.7%	14.9%	63.8%	35.6%	28.2%	93.4%
%H (TV HH)			55.7%	15.5%	66.1%	36.9%	29.2%	
45 - 54	384	374	183	63	290	161	130	351
%V	19.1%	19.4%	20.9%	23.4%	20.0%	24.0%	16.7%	21.8%
%H (All HH)		97.4%	47.7%	16.4%	75.5%	41.9%	33.9%	91.4%
%H (TV HH)			48.9%	16.8%	77.5%	43.0%	34.8%	
55 - 64	343	330	155	48	250	121	128	295
%V	17.1%	17.1%	17.7%	17.8%	17.2%	18.1%	16.4%	18.3%
%H (All HH)		96.2%	45.2%	14.0%	72.9%	35.3%	37.3%	86.0%
%H (TV HH)			47.0%	14.5%	75.8%	36.7%	38.8%	
65 +	570	547	181	54	471	155	316	305
%V	28.3%	28.4%	20.7%	20.1%	32.5%	23.1%	40.5%	18.9%
%H (All HH)		96.0%	31.8%	9.5%	82.6%	27.2%	55.4%	53.5%
%H (TV HH)			33.1%	9.9%	86.1%	28.3%	57.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
1	575	538	171	50	427	114	313	313
%V	28.6%	27.9%	19.5%	18.6%	29.4%	17.0%	40.1%	19.4%
%H (All HH)		93.6%	29.7%	8.7%	74.3%	19.8%	54.4%	54.4%
%H (TV HH)			31.8%	9.3%	79.4%	21.2%	58.2%	
2	727	699	322	95	543	255	288	616
%V	36.2%	36.3%	36.8%	35.3%	37.4%	38.1%	36.9%	38.3%
%H (All HH)		96.1%	44.3%	13.1%	74.7%	35.1%	39.6%	84.7%
%H (TV HH)			46.1%	13.6%	77.7%	36.5%	41.2%	
3	299	288	160	52	198	121	77	284
%V	14.9%	15.0%	18.3%	19.3%	13.7%	18.1%	9.9%	17.6%
%H (All HH)		96.3%	53.5%	17.4%	66.2%	40.5%	25.8%	95.0%
%H (TV HH)			55.6%	18.1%	68.8%	42.0%	26.7%	
4	282	274	149	49	192	119	73	274
%V	14.0%	14.2%	17.0%	18.2%	13.2%	17.8%	9.4%	17.0%
%H (All HH)		97.2%	52.8%	17.4%	68.1%	42.2%	25.9%	97.2%
%H (TV HH)			54.4%	17.9%	70.1%	43.4%	26.6%	
5+	129	125	73	24	89	60	28	123
%V	6.4%	6.5%	8.3%	8.9%	6.1%	9.0%	3.6%	7.6%
%H (All HH)		96.9%	56.6%	18.6%	69.0%	46.5%	21.7%	95.3%
%H (TV HH)			58.4%	19.2%	71.2%	48.0%	22.4%	
Average HH size	2.36	2.37	2.61	2.68	2.31	2.66	2.00	2.58

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
Without	1512	1443	604	190	1117	467	650	1135
%V	75.2%	75.0%	68.9%	70.6%	77.0%	69.7%	83.3%	70.5%
%H (All HH)		95.4%	39.9%	12.6%	73.9%	30.9%	43.0%	75.1%
%H (TV HH)			41.9%	13.2%	77.4%	32.4%	45.0%	
With	499	482	271	80	332	203	129	475
%V	24.8%	25.0%	30.9%	29.7%	22.9%	30.3%	16.5%	29.5%
%H (All HH)		96.6%	54.3%	16.0%	66.5%	40.7%	25.9%	95.2%
%H (TV HH)			56.2%	16.6%	68.9%	42.1%	26.8%	
0 - 3	198	191	111	29	120	72	48	186
%V	9.8%	9.9%	12.7%	10.8%	8.3%	10.7%	6.2%	11.6%
%H (All HH)		96.5%	56.1%	14.6%	60.6%	36.4%	24.2%	93.9%
%H (TV HH)			58.1%	15.2%	62.8%	37.7%	25.1%	
4 - 9	269	260	154	38	167	100	67	259
%V	13.4%	13.5%	17.6%	14.1%	11.5%	14.9%	8.6%	16.1%
%H (All HH)		96.7%	57.2%	14.1%	62.1%	37.2%	24.9%	96.3%
%H (TV HH)			59.2%	14.6%	64.2%	38.5%	25.8%	
10 - 15	225	219	123	42	166	110	56	217
%V	11.2%	11.4%	14.0%	15.6%	11.4%	16.4%	7.2%	13.5%
%H (All HH)		97.3%	54.7%	18.7%	73.8%	48.9%	24.9%	96.4%
%H (TV HH)			56.2%	19.2%	75.8%	50.2%	25.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
1	745	745	266	89	502	121	381	517
%V	37.0%	38.7%	30.4%	33.1%	34.6%	18.1%	48.8%	32.1%
%H (All HH)		100.0%	35.7%	11.9%	67.4%	16.2%	51.1%	69.4%
%H (TV HH)			35.7%	11.9%	67.4%	16.2%	51.1%	
2	672	672	312	108	518	262	257	557
%V	33.4%	34.9%	35.6%	40.1%	35.7%	39.1%	32.9%	34.6%
%H (All HH)		100.0%	46.4%	16.1%	77.1%	39.0%	38.2%	82.9%
%H (TV HH)			46.4%	16.1%	77.1%	39.0%	38.2%	
3	302	302	171	43	246	155	91	279
%V	15.0%	15.7%	19.5%	16.0%	17.0%	23.1%	11.7%	17.3%
%H (All HH)		100.0%	56.6%	14.2%	81.5%	51.3%	30.1%	92.4%
%H (TV HH)			56.6%	14.2%	81.5%	51.3%	30.1%	
4	128	128	77	19	111	78	33	123
%V	6.4%	6.6%	8.8%	7.1%	7.7%	11.6%	4.2%	7.6%
%H (All HH)		100.0%	60.2%	14.8%	86.7%	60.9%	25.8%	96.1%
%H (TV HH)			60.2%	14.8%	86.7%	60.9%	25.8%	
5+	77	77	50	10	73	55	18	75
%V	3.8%	4.0%	5.7%	3.7%	5.0%	8.2%	2.3%	4.7%
%H (All HH)		100.0%	64.9%	13.0%	94.8%	71.4%	23.4%	97.4%
%H (TV HH)			64.9%	13.0%	94.8%	71.4%	23.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
Under 20"	596	596	273	80	513	266	247	489
%V	29.6%	31.0%	31.2%	29.7%	35.4%	39.7%	31.7%	30.4%
%H (All HH)		100.0%	45.8%	13.4%	86.1%	44.6%	41.4%	82.0%
%H (TV HH)			45.8%	13.4%	86.1%	44.6%	41.4%	
20" - 29"	744	744	318	94	624	288	335	572
%V	37.0%	38.6%	36.3%	34.9%	43.0%	43.0%	42.9%	35.5%
%H (All HH)		100.0%	42.7%	12.6%	83.9%	38.7%	45.0%	76.9%
%H (TV HH)			42.7%	12.6%	83.9%	38.7%	45.0%	
30" - 39"	1009	1009	481	159	767	392	375	847
%V	50.2%	52.4%	54.9%	59.1%	52.9%	58.5%	48.1%	52.6%
%H (All HH)		100.0%	47.7%	15.8%	76.0%	38.9%	37.2%	83.9%
%H (TV HH)			47.7%	15.8%	76.0%	38.9%	37.2%	
40" and over	776	776	462	117	548	350	199	707
%V	38.6%	40.3%	52.7%	43.5%	37.8%	52.2%	25.5%	43.9%
%H (All HH)		100.0%	59.5%	15.1%	70.6%	45.1%	25.6%	91.1%
%H (TV HH)			59.5%	15.1%	70.6%	45.1%	25.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
Main living room	1893	1893	864	265	1429	661	768	1525
%V	94.1%	98.3%	98.6%	98.5%	98.6%	98.7%	98.5%	94.7%
%H (All HH)		100.0%	45.6%	14.0%	75.5%	34.9%	40.6%	80.6%
%H (TV HH)			45.6%	14.0%	75.5%	34.9%	40.6%	
Kitchen	259	259	136	32	231	138	92	226
%V	12.9%	13.5%	15.5%	11.9%	15.9%	20.6%	11.8%	14.0%
%H (All HH)		100.0%	52.5%	12.4%	89.2%	53.3%	35.5%	87.3%
%H (TV HH)			52.5%	12.4%	89.2%	53.3%	35.5%	
Adult's bedroom	842	842	447	128	699	426	273	751
%V	41.9%	43.7%	51.0%	47.6%	48.2%	63.6%	35.0%	46.6%
%H (All HH)		100.0%	53.1%	15.2%	83.0%	50.6%	32.4%	89.2%
%H (TV HH)			53.1%	15.2%	83.0%	50.6%	32.4%	
Child's bedroom	196	196	122	37	150	109	41	189
%V	9.7%	10.2%	13.9%	13.8%	10.3%	16.3%	5.3%	11.7%
%H (All HH)		100.0%	62.2%	18.9%	76.5%	55.6%	20.9%	96.4%
%H (TV HH)			62.2%	18.9%	76.5%	55.6%	20.9%	
Other bedroom	109	109	64	15	90	59	31	101
%V	5.4%	5.7%	7.3%	5.6%	6.2%	8.8%	4.0%	6.3%
%H (All HH)		100.0%	58.7%	13.8%	82.6%	54.1%	28.4%	92.7%
%H (TV HH)			58.7%	13.8%	82.6%	54.1%	28.4%	
Second living/dining room	178	178	82	27	146	75	71	155
%V	8.9%	9.2%	9.4%	10.0%	10.1%	11.2%	9.1%	9.6%
%H (All HH)		100.0%	46.1%	15.2%	82.0%	42.1%	39.9%	87.1%
%H (TV HH)			46.1%	15.2%	82.0%	42.1%	39.9%	
Study/office	41	41	27	3	36	25	11	40
%V	2.0%	2.1%	3.1%	1.1%	2.5%	3.7%	1.4%	2.5%
%H (All HH)		100.0%	65.9%	7.3%	87.8%	61.0%	26.8%	97.6%
%H (TV HH)			65.9%	7.3%	87.8%	61.0%	26.8%	
TV room	19	19	9	3	15	8	7	19
%V	0.9%	1.0%	1.0%	1.1%	1.0%	1.2%	0.9%	1.2%
%H (All HH)		100.0%	47.4%	15.8%	78.9%	42.1%	36.8%	100.0%
%H (TV HH)			47.4%	15.8%	78.9%	42.1%	36.8%	
Conservatory	47	47	31	8	42	31	10	42
%V	2.3%	2.4%	3.5%	3.0%	2.9%	4.6%	1.3%	2.6%
%H (All HH)		100.0%	66.0%	17.0%	89.4%	66.0%	21.3%	89.4%
%H (TV HH)			66.0%	17.0%	89.4%	66.0%	21.3%	
Attic or loft room	6	6	2	1	6	4	3	4
%V	0.3%	0.3%	0.2%	0.4%	0.4%	0.6%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	100.0%	66.7%	50.0%	66.7%
%H (TV HH)			33.3%	16.7%	100.0%	66.7%	50.0%	
No specific location	5	5	3	1	4	3	1	4
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
Other	28	28	19	2	22	15	7	24
%V	1.4%	1.5%	2.2%	0.7%	1.5%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	67.9%	7.1%	78.6%	53.6%	25.0%	85.7%
%H (TV HH)			67.9%	7.1%	78.6%	53.6%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV East of England

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
Any DSAT provider	876	876	876	17	525	525	0	777
%V	43.6%	45.5%	100.0%	6.3%	36.2%	78.4%	0.0%	48.3%
%H (All HH)			100.0%	1.9%	59.9%	59.9%	0.0%	88.7%
%H (TV HH)			100.0%	1.9%	59.9%	59.9%	0.0%	
Sky with subcription	685	685	685	7	401	401	0	620
%V	34.1%	35.6%	78.2%	2.6%	27.7%	59.9%	0.0%	38.5%
%H (All HH)			100.0%	1.0%	58.5%	58.5%	0.0%	90.5%
%H (TV HH)			100.0%	1.0%	58.5%	58.5%	0.0%	
Sky without subcription	49	49	49	2	34	34	0	41
%V	2.4%	2.5%	5.6%	0.7%	2.3%	5.1%	0.0%	2.5%
%H (All HH)			100.0%	4.1%	69.4%	69.4%	0.0%	83.7%
%H (TV HH)			100.0%	4.1%	69.4%	69.4%	0.0%	
Freesat	129	129	129	5	91	91	0	108
%V	6.4%	6.7%	14.7%	1.9%	6.3%	13.6%	0.0%	6.7%
%H (All HH)			100.0%	3.9%	70.5%	70.5%	0.0%	83.7%
%H (TV HH)			100.0%	3.9%	70.5%	70.5%	0.0%	
Other satellite provider	37	37	37	2	17	17	0	31
%V	1.8%	1.9%	4.2%	0.7%	1.2%	2.5%	0.0%	1.9%
%H (All HH)			100.0%	5.4%	45.9%	45.9%	0.0%	83.8%
%H (TV HH)			100.0%	5.4%	45.9%	45.9%	0.0%	
DCAB	269	269	17	269	152	152	0	251
%V	13.4%	14.0%	1.9%	100.0%	10.5%	22.7%	0.0%	15.6%
%H (All HH)			6.3%	100.0%	56.5%	56.5%	0.0%	93.3%
%H (TV HH)			6.3%	100.0%	56.5%	56.5%	0.0%	
DTT	1450	1450	525	152	1450	670	780	1118
%V	72.1%	75.3%	59.9%	56.5%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	36.2%	10.5%	100.0%	46.2%	53.8%	77.1%
%H (TV HH)			36.2%	10.5%	100.0%	46.2%	53.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%H (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
PVR	1203	1203	734	212	825	556	269	1081
%V	59.8%	62.5%	83.8%	78.8%	56.9%	83.0%	34.5%	67.1%
%H (All HH)		100.0%	61.0%	17.6%	68.6%	46.2%	22.4%	89.9%
%H (TV HH)			61.0%	17.6%	68.6%	46.2%	22.4%	
DVDR	163	163	81	15	128	61	67	138
%V	8.1%	8.5%	9.2%	5.6%	8.8%	9.1%	8.6%	8.6%
%H (All HH)		100.0%	49.7%	9.2%	78.5%	37.4%	41.1%	84.7%
%H (TV HH)			49.7%	9.2%	78.5%	37.4%	41.1%	
VCR	110	110	45	14	96	43	53	77
%V	5.5%	5.7%	5.1%	5.2%	6.6%	6.4%	6.8%	4.8%
%H (All HH)		100.0%	40.9%	12.7%	87.3%	39.1%	48.2%	70.0%
%H (TV HH)			40.9%	12.7%	87.3%	39.1%	48.2%	
Any recorder	1288	1288	752	218	900	570	330	1130
%V	64.0%	66.9%	85.8%	81.0%	62.1%	85.1%	42.3%	70.2%
%H (All HH)		100.0%	58.4%	16.9%	69.9%	44.3%	25.6%	87.7%
%H (TV HH)			58.4%	16.9%	69.9%	44.3%	25.6%	
Receives HDTV (via STB or built-in reception)	1097	1097	585	213	798	490	308	983
%V	54.5%	57.0%	66.8%	79.2%	55.0%	73.1%	39.5%	61.1%
%H (All HH)		100.0%	53.3%	19.4%	72.7%	44.7%	28.1%	89.6%
%H (TV HH)			53.3%	19.4%	72.7%	44.7%	28.1%	
DVD/Blu-ray player or recorder	1421	1421	705	212	1045	533	512	1203
%V	70.7%	73.8%	80.5%	78.8%	72.1%	79.6%	65.6%	74.7%
%H (All HH)		100.0%	49.6%	14.9%	73.5%	37.5%	36.0%	84.7%
%H (TV HH)			49.6%	14.9%	73.5%	37.5%	36.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1925	876	269	1450	670	780	1610
%V (All HH)		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%
%H (TV HH)			45.5%	14.0%	75.3%	34.8%	40.5%	
Has broadband internet	1610	1551	777	251	1118	596	522	1610
%V	80.1%	80.6%	88.7%	93.3%	77.1%	89.0%	66.9%	100.0%
%H (All HH)		96.3%	48.3%	15.6%	69.4%	37.0%	32.4%	100.0%
%H (TV HH)			50.1%	16.2%	72.1%	38.4%	33.7%	
Number of computers (PCs and laptops)								
0	349	328	88	23	282	65	217	22
%V	17.4%	17.0%	10.0%	8.6%	19.4%	9.7%	27.8%	1.4%
%H (All HH)		94.0%	25.2%	6.6%	80.8%	18.6%	62.2%	6.3%
%H (TV HH)			26.8%	7.0%	86.0%	19.8%	66.2%	
1	621	589	247	67	440	171	270	563
%V	30.9%	30.6%	28.2%	24.9%	30.3%	25.5%	34.6%	35.0%
%H (All HH)		94.8%	39.8%	10.8%	70.9%	27.5%	43.5%	90.7%
%H (TV HH)			41.9%	11.4%	74.7%	29.0%	45.8%	
2	473	454	237	74	318	173	144	461
%V	23.5%	23.6%	27.1%	27.5%	21.9%	25.8%	18.5%	28.6%
%H (All HH)		96.0%	50.1%	15.6%	67.2%	36.6%	30.4%	97.5%
%H (TV HH)			52.2%	16.3%	70.0%	38.1%	31.7%	
3	262	257	131	51	183	108	76	259
%V	13.0%	13.4%	15.0%	19.0%	12.6%	16.1%	9.7%	16.1%
%H (All HH)		98.1%	50.0%	19.5%	69.8%	41.2%	29.0%	98.9%
%H (TV HH)			51.0%	19.8%	71.2%	42.0%	29.6%	
4	148	143	84	24	113	77	35	147
%V	7.4%	7.4%	9.6%	8.9%	7.8%	11.5%	4.5%	9.1%
%H (All HH)		96.6%	56.8%	16.2%	76.4%	52.0%	23.6%	99.3%
%H (TV HH)			58.7%	16.8%	79.0%	53.8%	24.5%	
5+	158	155	89	30	114	76	38	158
%V	7.9%	8.1%	10.2%	11.2%	7.9%	11.3%	4.9%	9.8%
%H (All HH)		98.1%	56.3%	19.0%	72.2%	48.1%	24.1%	100.0%
%H (TV HH)			57.4%	19.4%	73.5%	49.0%	24.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3919	1978	563	3107	1713	1394	3360
%H		50.5%	14.4%	79.3%	43.7%	35.6%	85.7%
Under 20"	790	373	108	686	374	313	666
%V	20.2%	18.9%	19.2%	22.1%	21.8%	22.5%	19.8%
%H		47.2%	13.7%	86.8%	47.3%	39.6%	84.3%
20" - 29"	946	423	119	808	398	410	754
%V	24.1%	21.4%	21.1%	26.0%	23.2%	29.4%	22.4%
%H		44.7%	12.6%	85.4%	42.1%	43.3%	79.7%
30" - 39"	1195	585	193	920	496	424	1024
%V	30.5%	29.6%	34.3%	29.6%	29.0%	30.4%	30.5%
%H		49.0%	16.2%	77.0%	41.5%	35.5%	85.7%
40" and over	911	557	135	643	420	223	841
%V	23.2%	28.2%	24.0%	20.7%	24.5%	16.0%	25.0%
%H		61.1%	14.8%	70.6%	46.1%	24.5%	92.3%
Don't know	21	9	1	19	8	11	20
%V	0.5%	0.5%	0.2%	0.6%	0.5%	0.8%	0.6%
%H		42.9%	4.8%	90.5%	38.1%	52.4%	95.2%
Not Asked	56	31	7	31	17	13	55
%V	1.4%	1.6%	1.2%	1.0%	1.0%	0.9%	1.6%
%H		55.4%	12.5%	55.4%	30.4%	23.2%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3919	1978	563	3107	1713	1394	3360
%H		50.5%	14.4%	79.3%	43.7%	35.6%	85.7%
Main living room	1910	875	268	1440	668	771	1539
%V	48.7%	44.2%	47.6%	46.3%	39.0%	55.3%	45.8%
%H		45.8%	14.0%	75.4%	35.0%	40.4%	80.6%
Kitchen	261	136	32	233	138	95	227
%V	6.7%	6.9%	5.7%	7.5%	8.1%	6.8%	6.8%
%H		52.1%	12.3%	89.3%	52.9%	36.4%	87.0%
Adult's bedroom	983	525	145	827	510	317	885
%V	25.1%	26.5%	25.8%	26.6%	29.8%	22.7%	26.3%
%H		53.4%	14.8%	84.1%	51.9%	32.2%	90.0%
Child's bedroom	260	165	50	200	151	49	251
%V	6.6%	8.3%	8.9%	6.4%	8.8%	3.5%	7.5%
%H		63.5%	19.2%	76.9%	58.1%	18.8%	96.5%
Other bedroom	122	71	16	103	67	36	113
%V	3.1%	3.6%	2.8%	3.3%	3.9%	2.6%	3.4%
%H		58.2%	13.1%	84.4%	54.9%	29.5%	92.6%
Second living/dining room	178	82	27	146	75	71	155
%V	4.5%	4.1%	4.8%	4.7%	4.4%	5.1%	4.6%
%H		46.1%	15.2%	82.0%	42.1%	39.9%	87.1%
Study/office	43	28	3	38	26	12	41
%V	1.1%	1.4%	0.5%	1.2%	1.5%	0.9%	1.2%
%H		65.1%	7.0%	88.4%	60.5%	27.9%	95.3%
TV room	19	9	3	15	8	7	19
%V	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%
%H		47.4%	15.8%	78.9%	42.1%	36.8%	100.0%
Conservatory	47	31	8	42	31	10	42
%V	1.2%	1.6%	1.4%	1.4%	1.8%	0.7%	1.3%
%H		66.0%	17.0%	89.4%	66.0%	21.3%	89.4%
Attic or loft room	6	2	1	6	4	3	4
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		33.3%	16.7%	100.0%	66.7%	50.0%	66.7%
No specific location	5	3	1	4	3	1	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
Other	28	20	2	22	15	7	25
%V	0.7%	1.0%	0.4%	0.7%	0.9%	0.5%	0.7%
%H		71.4%	7.1%	78.6%	53.6%	25.0%	89.3%
Not Asked	56	31	7	31	17	13	55
%V	1.4%	1.6%	1.2%	1.0%	1.0%	0.9%	1.6%
%H		55.4%	12.5%	55.4%	30.4%	23.2%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3919	1978	563	3107	1713	1394	3360
%H		50.5%	14.4%	79.3%	43.7%	35.6%	85.7%
PVR	1595	1034	277	1084	781	303	1458
%V	40.7%	52.3%	49.2%	34.9%	45.6%	21.7%	43.4%
%H		64.8%	17.4%	68.0%	49.0%	19.0%	91.4%
DVDR	182	89	18	145	70	75	156
%V	4.6%	4.5%	3.2%	4.7%	4.1%	5.4%	4.6%
%H		48.9%	9.9%	79.7%	38.5%	41.2%	85.7%
VCR	117	47	15	102	46	56	81
%V	3.0%	2.4%	2.7%	3.3%	2.7%	4.0%	2.4%
%H		40.2%	12.8%	87.2%	39.3%	47.9%	69.2%
Any recorder	1713	1070	286	1189	814	375	1538
%V	43.7%	54.1%	50.8%	38.3%	47.5%	26.9%	45.8%
%H		62.5%	16.7%	69.4%	47.5%	21.9%	89.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3919	1978	563	3107	1713	1394	3360
%H		50.5%	14.4%	79.3%	43.7%	35.6%	85.7%
Receives HDTV (via STB or built-in reception)	1560	843	307	1167	743	424	1423
%V	39.8%	42.6%	54.5%	37.6%	43.4%	30.4%	42.4%
%H		54.0%	19.7%	74.8%	47.6%	27.2%	91.2%
DVD/Blu-ray player or recorder	2027	1042	303	1546	850	696	1766
%V	51.7%	52.7%	53.8%	49.8%	49.6%	49.9%	52.6%
%H		51.4%	14.9%	76.3%	41.9%	34.3%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1924	876	269	1450	670	780	1550
%H		45.5%	14.0%	75.4%	34.8%	40.5%	80.6%
Under 20"	72	12	4	63	8	55	45
%V	3.7%	1.4%	1.5%	4.3%	1.2%	7.1%	2.9%
%H		16.7%	5.6%	87.5%	11.1%	76.4%	62.5%
20" - 29"	329	87	35	275	68	208	202
%V	17.1%	9.9%	13.0%	19.0%	10.1%	26.7%	13.0%
%H		26.4%	10.6%	83.6%	20.7%	63.2%	61.4%
30" - 39"	761	326	117	577	257	321	611
%V	39.6%	37.2%	43.5%	39.8%	38.4%	41.2%	39.4%
%H		42.8%	15.4%	75.8%	33.8%	42.2%	80.3%
40" and over	748	448	112	525	335	190	681
%V	38.9%	51.1%	41.6%	36.2%	50.0%	24.4%	43.9%
%H		59.9%	15.0%	70.2%	44.8%	25.4%	91.0%
Don't know	11	3	1	9	2	7	9
%V	0.6%	0.3%	0.4%	0.6%	0.3%	0.9%	0.6%
%H		27.3%	9.1%	81.8%	18.2%	63.6%	81.8%
Not Asked	3	0	0	1	0	0	2
%V	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	33.3%	0.0%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1924	876	269	1450	670	780	1550
%H		45.5%	14.0%	75.4%	34.8%	40.5%	80.6%
PVR	1183	728	211	806	550	256	1062
%V	61.5%	83.1%	78.4%	55.6%	82.1%	32.8%	68.5%
%H		61.5%	17.8%	68.1%	46.5%	21.6%	89.8%
DVDR	145	72	12	112	51	62	123
%V	7.5%	8.2%	4.5%	7.7%	7.6%	7.9%	7.9%
%H		49.7%	8.3%	77.2%	35.2%	42.8%	84.8%
VCR	91	34	10	80	32	48	59
%V	4.7%	3.9%	3.7%	5.5%	4.8%	6.2%	3.8%
%H		37.4%	11.0%	87.9%	35.2%	52.7%	64.8%
Any recorder	1266	745	217	878	563	315	1112
%V	65.8%	85.0%	80.7%	60.6%	84.0%	40.4%	71.7%
%H		58.8%	17.1%	69.4%	44.5%	24.9%	87.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1924	876	269	1450	670	780	1550
%H		45.5%	14.0%	75.4%	34.8%	40.5%	80.6%
Receives HDTV (via STB or built-in reception)	1066	575	209	771	479	292	956
%V	55.4%	65.6%	77.7%	53.2%	71.5%	37.4%	61.7%
%H		53.9%	19.6%	72.3%	44.9%	27.4%	89.7%
DVD/Blu-ray player or recorder	1316	655	197	955	483	471	1111
%V	68.4%	74.8%	73.2%	65.9%	72.1%	60.4%	71.7%
%H		49.8%	15.0%	72.6%	36.7%	35.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1995	1102	294	1657	1043	614	1810
%H		55.2%	14.7%	83.1%	52.3%	30.8%	90.7%
Under 20"	718	361	104	623	366	258	622
%V	36.0%	32.8%	35.4%	37.6%	35.1%	42.0%	34.4%
%H		50.3%	14.5%	86.8%	51.0%	35.9%	86.6%
20" - 29"	617	336	84	532	330	202	552
%V	30.9%	30.5%	28.6%	32.1%	31.6%	32.9%	30.5%
%H		54.5%	13.6%	86.2%	53.5%	32.7%	89.5%
30" - 39"	433	259	76	342	239	103	414
%V	21.7%	23.5%	25.9%	20.6%	22.9%	16.8%	22.9%
%H		59.8%	17.6%	79.0%	55.2%	23.8%	95.6%
40" and over	163	109	22	118	84	33	160
%V	8.2%	9.9%	7.5%	7.1%	8.1%	5.4%	8.8%
%H		66.9%	13.5%	72.4%	51.5%	20.2%	98.2%
Don't know	10	6	1	10	6	4	10
%V	0.5%	0.5%	0.3%	0.6%	0.6%	0.7%	0.6%
%H		60.0%	10.0%	100.0%	60.0%	40.0%	100.0%
Not Asked	54	31	7	32	18	14	52
%V	2.7%	2.8%	2.4%	1.9%	1.7%	2.3%	2.9%
%H		57.4%	13.0%	59.3%	33.3%	25.9%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1995	1102	294	1657	1043	614	1810
%H		55.2%	14.7%	83.1%	52.3%	30.8%	90.7%
PVR	412	306	66	277	231	46	396
%V	20.7%	27.8%	22.4%	16.7%	22.1%	7.5%	21.9%
%H		74.3%	16.0%	67.2%	56.1%	11.2%	96.1%
DVDR	37	17	7	33	19	13	33
%V	1.9%	1.5%	2.4%	2.0%	1.8%	2.1%	1.8%
%H		45.9%	18.9%	89.2%	51.4%	35.1%	89.2%
VCR	25	14	5	22	14	8	22
%V	1.3%	1.3%	1.7%	1.3%	1.3%	1.3%	1.2%
%H		56.0%	20.0%	88.0%	56.0%	32.0%	88.0%
Any recorder	447	325	70	310	250	60	426
%V	22.4%	29.5%	23.8%	18.7%	24.0%	9.8%	23.5%
%H		72.7%	15.7%	69.4%	55.9%	13.4%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1995	1102	294	1657	1043	614	1810
%H		55.2%	14.7%	83.1%	52.3%	30.8%	90.7%
Receives HDTV (via STB or built-in reception)	494	268	99	396	265	132	467
%V	24.8%	24.3%	33.7%	23.9%	25.4%	21.5%	25.8%
%H		54.3%	20.0%	80.2%	53.6%	26.7%	94.5%
DVD/Blu-ray player or recorder	711	387	106	592	367	224	656
%V	35.6%	35.1%	36.1%	35.7%	35.2%	36.5%	36.2%
%H		54.4%	14.9%	83.3%	51.6%	31.5%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4742	4564	2282	722	3345	1784	1561	4151
%H		96.2%	48.1%	15.2%	70.5%	37.6%	32.9%	87.5%
Total Children	890	861	496	142	581	359	222	849
%V	18.8%	18.9%	21.7%	19.7%	17.4%	20.1%	14.2%	20.5%
%H		96.7%	55.7%	16.0%	65.3%	40.3%	24.9%	95.4%
0 - 3	228	220	130	34	140	87	53	212
%V	4.8%	4.8%	5.7%	4.7%	4.2%	4.9%	3.4%	5.1%
%H		96.5%	57.0%	14.9%	61.4%	38.2%	23.2%	93.0%
4 - 15	662	640	366	108	441	273	169	636
%V	14.0%	14.0%	16.0%	15.0%	13.2%	15.3%	10.8%	15.3%
%H		96.7%	55.3%	16.3%	66.6%	41.2%	25.5%	96.1%
4 - 9	367	353	207	54	222	130	91	355
%V	7.7%	7.7%	9.1%	7.5%	6.6%	7.3%	5.8%	8.6%
%H		96.2%	56.4%	14.7%	60.5%	35.4%	24.8%	96.7%
10 - 15	295	287	159	54	219	142	77	281
%V	6.2%	6.3%	7.0%	7.5%	6.5%	8.0%	4.9%	6.8%
%H		97.3%	53.9%	18.3%	74.2%	48.1%	26.1%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4742	4564	2282	722	3345	1784	1561	4151
%H		96.2%	48.1%	15.2%	70.5%	37.6%	32.9%	87.5%
Total Adults (16+)	3852	3703	1786	580	2764	1425	1340	3303
%V	81.2%	81.1%	78.3%	80.3%	82.6%	79.9%	85.8%	79.6%
%H		96.1%	46.4%	15.1%	71.8%	37.0%	34.8%	85.7%
16 - 19	230	220	106	52	164	103	61	217
%V	4.9%	4.8%	4.6%	7.2%	4.9%	5.8%	3.9%	5.2%
%H		95.7%	46.1%	22.6%	71.3%	44.8%	26.5%	94.3%
20 - 24	275	255	123	45	183	103	80	259
%V	5.8%	5.6%	5.4%	6.2%	5.5%	5.8%	5.1%	6.2%
%H		92.7%	44.7%	16.4%	66.5%	37.5%	29.1%	94.2%
25 - 34	584	555	302	98	349	199	150	551
%V	12.3%	12.2%	13.2%	13.6%	10.4%	11.2%	9.6%	13.3%
%H		95.0%	51.7%	16.8%	59.8%	34.1%	25.7%	94.3%
35 - 44	625	604	334	99	406	233	173	587
%V	13.2%	13.2%	14.6%	13.7%	12.1%	13.1%	11.1%	14.1%
%H		96.6%	53.4%	15.8%	65.0%	37.3%	27.7%	93.9%
45 - 54	670	652	329	107	504	286	219	621
%V	14.1%	14.3%	14.4%	14.8%	15.1%	16.0%	14.0%	15.0%
%H		97.3%	49.1%	16.0%	75.2%	42.7%	32.7%	92.7%
55 - 64	577	561	268	84	432	220	212	515
%V	12.2%	12.3%	11.7%	11.6%	12.9%	12.3%	13.6%	12.4%
%H		97.2%	46.4%	14.6%	74.9%	38.1%	36.7%	89.3%
65+	891	858	325	94	728	282	446	552
%V	18.8%	18.8%	14.2%	13.0%	21.8%	15.8%	28.6%	13.3%
%H		96.3%	36.5%	10.5%	81.7%	31.6%	50.1%	62.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3852	3703	1786	580	2764	1425	1340	3303
%H		96.1%	46.4%	15.1%	71.8%	37.0%	34.8%	85.7%
AB	1055	1026	480	176	793	417	376	1010
%V	27.4%	27.7%	26.9%	30.3%	28.7%	29.3%	28.1%	30.6%
%H		97.3%	45.5%	16.7%	75.2%	39.5%	35.6%	95.7%
C1	1130	1075	521	184	797	426	372	1011
%V	29.3%	29.0%	29.2%	31.7%	28.8%	29.9%	27.8%	30.6%
%H		95.1%	46.1%	16.3%	70.5%	37.7%	32.9%	89.5%
C2	905	876	462	119	659	370	289	762
%V	23.5%	23.7%	25.9%	20.5%	23.8%	26.0%	21.6%	23.1%
%H		96.8%	51.0%	13.1%	72.8%	40.9%	31.9%	84.2%
D	519	490	228	70	339	152	188	386
%V	13.5%	13.2%	12.8%	12.1%	12.3%	10.7%	14.0%	11.7%
%H		94.4%	43.9%	13.5%	65.3%	29.3%	36.2%	74.4%
E	243	236	94	31	175	60	115	134
%V	6.3%	6.4%	5.3%	5.3%	6.3%	4.2%	8.6%	4.1%
%H		97.1%	38.7%	12.8%	72.0%	24.7%	47.3%	55.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3852	3703	1786	580	2764	1425	1340	3303
%H		96.1%	46.4%	15.1%	71.8%	37.0%	34.8%	85.7%
Working full time	1753	1689	892	290	1209	702	506	1655
%V	45.5%	45.6%	49.9%	50.0%	43.7%	49.3%	37.8%	50.1%
%H		96.3%	50.9%	16.5%	69.0%	40.0%	28.9%	94.4%
Working part time	425	418	209	71	309	171	138	395
%V	11.0%	11.3%	11.7%	12.2%	11.2%	12.0%	10.3%	12.0%
%H		98.4%	49.2%	16.7%	72.7%	40.2%	32.5%	92.9%
Not working	1674	1596	685	218	1247	552	695	1253
%V	43.5%	43.1%	38.4%	37.6%	45.1%	38.7%	51.9%	37.9%
%H		95.3%	40.9%	13.0%	74.5%	33.0%	41.5%	74.9%
Housewife/Houseperson	2011	1925	876	269	1450	670	780	1610
%V	52.2%	52.0%	49.0%	46.4%	52.5%	47.0%	58.2%	48.7%
%H		95.7%	43.6%	13.4%	72.1%	33.3%	38.8%	80.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1887	1811	912	287	1340	726	614	1650
%H		96.0%	48.3%	15.2%	71.0%	38.5%	32.5%	87.4%
16 - 19	132	129	65	33	94	63	31	127
%V	7.0%	7.1%	7.1%	11.5%	7.0%	8.7%	5.0%	7.7%
%H		97.7%	49.2%	25.0%	71.2%	47.7%	23.5%	96.2%
20 - 24	134	124	60	25	90	55	35	128
%V	7.1%	6.8%	6.6%	8.7%	6.7%	7.6%	5.7%	7.8%
%H		92.5%	44.8%	18.7%	67.2%	41.0%	26.1%	95.5%
25 - 34	292	278	155	45	175	100	75	277
%V	15.5%	15.4%	17.0%	15.7%	13.1%	13.8%	12.2%	16.8%
%H		95.2%	53.1%	15.4%	59.9%	34.2%	25.7%	94.9%
35 - 44	311	299	165	49	201	114	87	287
%V	16.5%	16.5%	18.1%	17.1%	15.0%	15.7%	14.2%	17.4%
%H		96.1%	53.1%	15.8%	64.6%	36.7%	28.0%	92.3%
45 - 54	325	315	163	48	243	138	105	302
%V	17.2%	17.4%	17.9%	16.7%	18.1%	19.0%	17.1%	18.3%
%H		96.9%	50.2%	14.8%	74.8%	42.5%	32.3%	92.9%
55 - 64	277	270	126	39	212	106	106	247
%V	14.7%	14.9%	13.8%	13.6%	15.8%	14.6%	17.3%	15.0%
%H		97.5%	45.5%	14.1%	76.5%	38.3%	38.3%	89.2%
65+	415	396	177	49	325	150	176	283
%V	22.0%	21.9%	19.4%	17.1%	24.3%	20.7%	28.7%	17.2%
%H		95.4%	42.7%	11.8%	78.3%	36.1%	42.4%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1887	1811	912	287	1340	726	614	1650
%H		96.0%	48.3%	15.2%	71.0%	38.5%	32.5%	87.4%
AB	527	512	248	86	395	214	182	502
%V	27.9%	28.3%	27.2%	30.0%	29.5%	29.5%	29.6%	30.4%
%H		97.2%	47.1%	16.3%	75.0%	40.6%	34.5%	95.3%
C1	529	502	258	89	370	214	157	489
%V	28.0%	27.7%	28.3%	31.0%	27.6%	29.5%	25.6%	29.6%
%H		94.9%	48.8%	16.8%	69.9%	40.5%	29.7%	92.4%
C2	493	477	255	65	355	201	154	412
%V	26.1%	26.3%	28.0%	22.6%	26.5%	27.7%	25.1%	25.0%
%H		96.8%	51.7%	13.2%	72.0%	40.8%	31.2%	83.6%
D	240	226	110	34	152	74	78	189
%V	12.7%	12.5%	12.1%	11.8%	11.3%	10.2%	12.7%	11.5%
%H		94.2%	45.8%	14.2%	63.3%	30.8%	32.5%	78.8%
E	98	95	41	13	67	23	44	58
%V	5.2%	5.2%	4.5%	4.5%	5.0%	3.2%	7.2%	3.5%
%H		96.9%	41.8%	13.3%	68.4%	23.5%	44.9%	59.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1887	1811	912	287	1340	726	614	1650
%H		96.0%	48.3%	15.2%	71.0%	38.5%	32.5%	87.4%
Working full time	1116	1074	576	180	767	449	318	1045
%V	59.1%	59.3%	63.2%	62.7%	57.2%	61.8%	51.8%	63.3%
%H		96.2%	51.6%	16.1%	68.7%	40.2%	28.5%	93.6%
Working part time	77	75	34	15	56	28	28	71
%V	4.1%	4.1%	3.7%	5.2%	4.2%	3.9%	4.6%	4.3%
%H		97.4%	44.2%	19.5%	72.7%	36.4%	36.4%	92.2%
Not working	694	662	302	93	517	249	268	534
%V	36.8%	36.6%	33.1%	32.4%	38.6%	34.3%	43.6%	32.4%
%H		95.4%	43.5%	13.4%	74.5%	35.9%	38.6%	76.9%
Housewife/Houseperson	391	363	166	42	268	112	155	272
%V	20.7%	20.0%	18.2%	14.6%	20.0%	15.4%	25.2%	16.5%
%H		92.8%	42.5%	10.7%	68.5%	28.6%	39.6%	69.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1965	1892	875	292	1424	699	726	1653
%H		96.3%	44.5%	14.9%	72.5%	35.6%	36.9%	84.1%
16 - 19	98	90	41	20	70	40	29	90
%V	5.0%	4.8%	4.7%	6.8%	4.9%	5.7%	4.0%	5.4%
%H		91.8%	41.8%	20.4%	71.4%	40.8%	29.6%	91.8%
20 - 24	141	131	62	20	93	48	45	131
%V	7.2%	6.9%	7.1%	6.8%	6.5%	6.9%	6.2%	7.9%
%H		92.9%	44.0%	14.2%	66.0%	34.0%	31.9%	92.9%
25 - 34	292	276	147	53	174	100	75	275
%V	14.9%	14.6%	16.8%	18.2%	12.2%	14.3%	10.3%	16.6%
%H		94.5%	50.3%	18.2%	59.6%	34.2%	25.7%	94.2%
35 - 44	314	305	168	50	205	119	86	301
%V	16.0%	16.1%	19.2%	17.1%	14.4%	17.0%	11.8%	18.2%
%H		97.1%	53.5%	15.9%	65.3%	37.9%	27.4%	95.9%
45 - 54	345	337	166	59	261	147	114	319
%V	17.6%	17.8%	19.0%	20.2%	18.3%	21.0%	15.7%	19.3%
%H		97.7%	48.1%	17.1%	75.7%	42.6%	33.0%	92.5%
55 - 64	300	291	142	44	219	113	106	268
%V	15.3%	15.4%	16.2%	15.1%	15.4%	16.2%	14.6%	16.2%
%H		97.0%	47.3%	14.7%	73.0%	37.7%	35.3%	89.3%
65+	476	462	148	46	402	132	270	269
%V	24.2%	24.4%	16.9%	15.8%	28.2%	18.9%	37.2%	16.3%
%H		97.1%	31.1%	9.7%	84.5%	27.7%	56.7%	56.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1965	1892	875	292	1424	699	726	1653
%H		96.3%	44.5%	14.9%	72.5%	35.6%	36.9%	84.1%
AB	528	515	232	90	398	204	194	508
%V	26.9%	27.2%	26.5%	30.8%	27.9%	29.2%	26.7%	30.7%
%H		97.5%	43.9%	17.0%	75.4%	38.6%	36.7%	96.2%
C1	601	573	264	95	427	212	215	521
%V	30.6%	30.3%	30.2%	32.5%	30.0%	30.3%	29.6%	31.5%
%H		95.3%	43.9%	15.8%	71.0%	35.3%	35.8%	86.7%
C2	412	399	207	54	304	169	136	350
%V	21.0%	21.1%	23.7%	18.5%	21.3%	24.2%	18.7%	21.2%
%H		96.8%	50.2%	13.1%	73.8%	41.0%	33.0%	85.0%
D	279	264	118	36	187	78	109	197
%V	14.2%	14.0%	13.5%	12.3%	13.1%	11.2%	15.0%	11.9%
%H		94.6%	42.3%	12.9%	67.0%	28.0%	39.1%	70.6%
E	145	140	53	18	108	37	71	76
%V	7.4%	7.4%	6.1%	6.2%	7.6%	5.3%	9.8%	4.6%
%H		96.6%	36.6%	12.4%	74.5%	25.5%	49.0%	52.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1965	1892	875	292	1424	699	726	1653
%H		96.3%	44.5%	14.9%	72.5%	35.6%	36.9%	84.1%
Working full time	638	615	315	110	442	253	188	610
%V	32.5%	32.5%	36.0%	37.7%	31.0%	36.2%	25.9%	36.9%
%H		96.4%	49.4%	17.2%	69.3%	39.7%	29.5%	95.6%
Working part time	347	343	176	57	253	143	110	324
%V	17.7%	18.1%	20.1%	19.5%	17.8%	20.5%	15.2%	19.6%
%H		98.8%	50.7%	16.4%	72.9%	41.2%	31.7%	93.4%
Not working	980	934	383	126	730	302	427	719
%V	49.9%	49.4%	43.8%	43.2%	51.3%	43.2%	58.8%	43.5%
%H		95.3%	39.1%	12.9%	74.5%	30.8%	43.6%	73.4%
Housewife/Houseperson	1621	1561	709	227	1182	558	624	1338
%V	82.5%	82.5%	81.0%	77.7%	83.0%	79.8%	86.0%	80.9%
%H		96.3%	43.7%	14.0%	72.9%	34.4%	38.5%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
AB	205	196	90	15	148	57	91	182
%V	25.9%	25.9%	27.0%	23.8%	25.9%	26.4%	25.6%	29.2%
%H (All HH)		95.6%	43.9%	7.3%	72.2%	27.8%	44.4%	88.8%
%H (TV HH)			45.9%	7.7%	75.5%	29.1%	46.4%	
C1	251	240	100	25	181	67	114	206
%V	31.7%	31.7%	30.0%	39.7%	31.6%	31.0%	32.0%	33.1%
%H (All HH)		95.6%	39.8%	10.0%	72.1%	26.7%	45.4%	82.1%
%H (TV HH)			41.7%	10.4%	75.4%	27.9%	47.5%	
C2	175	169	82	14	129	57	72	138
%V	22.1%	22.3%	24.6%	22.2%	22.6%	26.4%	20.2%	22.2%
%H (All HH)		96.6%	46.9%	8.0%	73.7%	32.6%	41.1%	78.9%
%H (TV HH)			48.5%	8.3%	76.3%	33.7%	42.6%	
D	95	90	38	5	67	21	46	65
%V	12.0%	11.9%	11.4%	7.9%	11.7%	9.7%	12.9%	10.4%
%H (All HH)		94.7%	40.0%	5.3%	70.5%	22.1%	48.4%	68.4%
%H (TV HH)			42.2%	5.6%	74.4%	23.3%	51.1%	
E	67	63	23	4	47	14	33	31
%V	8.4%	8.3%	6.9%	6.3%	8.2%	6.5%	9.3%	5.0%
%H (All HH)		94.0%	34.3%	6.0%	70.1%	20.9%	49.3%	46.3%
%H (TV HH)			36.5%	6.3%	74.6%	22.2%	52.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Under 25	36	32	12	7	17	6	11	29
%V	4.5%	4.2%	3.6%	11.1%	3.0%	2.8%	3.1%	4.7%
%H (All HH)		88.9%	33.3%	19.4%	47.2%	16.7%	30.6%	80.6%
%H (TV HH)			37.5%	21.9%	53.1%	18.8%	34.4%	
25 - 34	95	87	43	8	61	26	35	85
%V	12.0%	11.5%	12.9%	12.7%	10.7%	12.0%	9.8%	13.6%
%H (All HH)		91.6%	45.3%	8.4%	64.2%	27.4%	36.8%	89.5%
%H (TV HH)			49.4%	9.2%	70.1%	29.9%	40.2%	
35 - 44	125	116	58	16	80	38	42	113
%V	15.8%	15.3%	17.4%	25.4%	14.0%	17.6%	11.8%	18.1%
%H (All HH)		92.8%	46.4%	12.8%	64.0%	30.4%	33.6%	90.4%
%H (TV HH)			50.0%	13.8%	69.0%	32.8%	36.2%	
45 - 54	143	134	71	11	103	50	52	129
%V	18.0%	17.7%	21.3%	17.5%	18.0%	23.1%	14.6%	20.7%
%H (All HH)		93.7%	49.7%	7.7%	72.0%	35.0%	36.4%	90.2%
%H (TV HH)			53.0%	8.2%	76.9%	37.3%	38.8%	
55 - 64	140	137	61	10	105	41	64	121
%V	17.7%	18.1%	18.3%	15.9%	18.4%	19.0%	18.0%	19.4%
%H (All HH)		97.9%	43.6%	7.1%	75.0%	29.3%	45.7%	86.4%
%H (TV HH)			44.5%	7.3%	76.6%	29.9%	46.7%	
65 +	255	251	88	11	205	55	151	145
%V	32.2%	33.2%	26.4%	17.5%	35.8%	25.5%	42.4%	23.3%
%H (All HH)		98.4%	34.5%	4.3%	80.4%	21.6%	59.2%	56.9%
%H (TV HH)			35.1%	4.4%	81.7%	21.9%	60.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
1	248	231	78	13	180	43	137	135
%V	31.3%	30.5%	23.4%	20.6%	31.5%	19.9%	38.5%	21.7%
%H (All HH)		93.1%	31.5%	5.2%	72.6%	17.3%	55.2%	54.4%
%H (TV HH)			33.8%	5.6%	77.9%	18.6%	59.3%	
2	288	277	121	23	212	79	133	247
%V	36.3%	36.6%	36.3%	36.5%	37.1%	36.6%	37.4%	39.6%
%H (All HH)		96.2%	42.0%	8.0%	73.6%	27.4%	46.2%	85.8%
%H (TV HH)			43.7%	8.3%	76.5%	28.5%	48.0%	
3	121	119	64	12	88	45	43	113
%V	15.3%	15.7%	19.2%	19.0%	15.4%	20.8%	12.1%	18.1%
%H (All HH)		98.3%	52.9%	9.9%	72.7%	37.2%	35.5%	93.4%
%H (TV HH)			53.8%	10.1%	73.9%	37.8%	36.1%	
4	93	89	51	10	63	35	28	88
%V	11.7%	11.8%	15.3%	15.9%	11.0%	16.2%	7.9%	14.1%
%H (All HH)		95.7%	54.8%	10.8%	67.7%	37.6%	30.1%	94.6%
%H (TV HH)			57.3%	11.2%	70.8%	39.3%	31.5%	
5+	43	41	20	4	28	13	15	40
%V	5.4%	5.4%	6.0%	6.3%	4.9%	6.0%	4.2%	6.4%
%H (All HH)		95.3%	46.5%	9.3%	65.1%	30.2%	34.9%	93.0%
%H (TV HH)			48.8%	9.8%	68.3%	31.7%	36.6%	
Average HH size	2.26	2.27	2.47	2.52	2.23	2.55	2.04	2.46

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Without	607	577	236	41	447	151	295	449
%V	76.5%	76.2%	70.9%	65.1%	78.1%	69.9%	82.9%	72.1%
%H (All HH)		95.1%	38.9%	6.8%	73.6%	24.9%	48.6%	74.0%
%H (TV HH)			40.9%	7.1%	77.5%	26.2%	51.1%	
With	187	180	97	22	125	64	61	173
%V	23.6%	23.8%	29.1%	34.9%	21.9%	29.6%	17.1%	27.8%
%H (All HH)		96.3%	51.9%	11.8%	66.8%	34.2%	32.6%	92.5%
%H (TV HH)			53.9%	12.2%	69.4%	35.6%	33.9%	
0 - 3	72	69	36	8	47	22	25	64
%V	9.1%	9.1%	10.8%	12.7%	8.2%	10.2%	7.0%	10.3%
%H (All HH)		95.8%	50.0%	11.1%	65.3%	30.6%	34.7%	88.9%
%H (TV HH)			52.2%	11.6%	68.1%	31.9%	36.2%	
4 - 9	94	90	47	10	65	34	31	88
%V	11.9%	11.9%	14.1%	15.9%	11.4%	15.7%	8.7%	14.1%
%H (All HH)		95.7%	50.0%	10.6%	69.1%	36.2%	33.0%	93.6%
%H (TV HH)			52.2%	11.1%	72.2%	37.8%	34.4%	
10 - 15	87	83	45	9	58	31	28	82
%V	11.0%	11.0%	13.5%	14.3%	10.1%	14.4%	7.9%	13.2%
%H (All HH)		95.4%	51.7%	10.3%	66.7%	35.6%	32.2%	94.3%
%H (TV HH)			54.2%	10.8%	69.9%	37.3%	33.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
1	308	308	111	21	208	39	169	213
%V	38.8%	40.7%	33.3%	33.3%	36.4%	18.1%	47.5%	34.2%
%H (All HH)		100.0%	36.0%	6.8%	67.5%	12.7%	54.9%	69.2%
%H (TV HH)			36.0%	6.8%	67.5%	12.7%	54.9%	
2	272	272	124	19	212	85	128	221
%V	34.3%	35.9%	37.2%	30.2%	37.1%	39.4%	36.0%	35.5%
%H (All HH)		100.0%	45.6%	7.0%	77.9%	31.3%	47.1%	81.3%
%H (TV HH)			45.6%	7.0%	77.9%	31.3%	47.1%	
3	114	114	61	15	97	56	41	103
%V	14.4%	15.1%	18.3%	23.8%	17.0%	25.9%	11.5%	16.5%
%H (All HH)		100.0%	53.5%	13.2%	85.1%	49.1%	36.0%	90.4%
%H (TV HH)			53.5%	13.2%	85.1%	49.1%	36.0%	
4	44	44	26	4	36	23	14	43
%V	5.5%	5.8%	7.8%	6.3%	6.3%	10.6%	3.9%	6.9%
%H (All HH)		100.0%	59.1%	9.1%	81.8%	52.3%	31.8%	97.7%
%H (TV HH)			59.1%	9.1%	81.8%	52.3%	31.8%	
5+	20	20	11	3	17	12	5	18
%V	2.5%	2.6%	3.3%	4.8%	3.0%	5.6%	1.4%	2.9%
%H (All HH)		100.0%	55.0%	15.0%	85.0%	60.0%	25.0%	90.0%
%H (TV HH)			55.0%	15.0%	85.0%	60.0%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Under 20"	237	237	101	20	197	81	116	196
%V	29.9%	31.3%	30.3%	31.7%	34.4%	37.5%	32.6%	31.5%
%H (All HH)		100.0%	42.6%	8.4%	83.1%	34.2%	48.9%	82.7%
%H (TV HH)			42.6%	8.4%	83.1%	34.2%	48.9%	
20" - 29"	318	318	130	22	266	102	164	245
%V	40.1%	42.0%	39.0%	34.9%	46.5%	47.2%	46.1%	39.3%
%H (All HH)		100.0%	40.9%	6.9%	83.6%	32.1%	51.6%	77.0%
%H (TV HH)			40.9%	6.9%	83.6%	32.1%	51.6%	
30" - 39"	382	382	176	32	301	126	175	308
%V	48.2%	50.5%	52.9%	50.8%	52.6%	58.3%	49.2%	49.4%
%H (All HH)		100.0%	46.1%	8.4%	78.8%	33.0%	45.8%	80.6%
%H (TV HH)			46.1%	8.4%	78.8%	33.0%	45.8%	
40" and over	270	270	161	33	183	105	78	245
%V	34.0%	35.7%	48.3%	52.4%	32.0%	48.6%	21.9%	39.3%
%H (All HH)		100.0%	59.6%	12.2%	67.8%	38.9%	28.9%	90.7%
%H (TV HH)			59.6%	12.2%	67.8%	38.9%	28.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Main living room	745	745	331	61	566	214	351	590
%V	93.9%	98.4%	99.4%	96.8%	99.0%	99.1%	98.6%	94.7%
%H (All HH)		100.0%	44.4%	8.2%	76.0%	28.7%	47.1%	79.2%
%H (TV HH)			44.4%	8.2%	76.0%	28.7%	47.1%	
Kitchen	97	97	46	6	85	40	45	82
%V	12.2%	12.8%	13.8%	9.5%	14.9%	18.5%	12.6%	13.2%
%H (All HH)		100.0%	47.4%	6.2%	87.6%	41.2%	46.4%	84.5%
%H (TV HH)			47.4%	6.2%	87.6%	41.2%	46.4%	
Adult's bedroom	329	329	166	34	270	139	131	284
%V	41.5%	43.5%	49.8%	54.0%	47.2%	64.4%	36.8%	45.6%
%H (All HH)		100.0%	50.5%	10.3%	82.1%	42.2%	39.8%	86.3%
%H (TV HH)			50.5%	10.3%	82.1%	42.2%	39.8%	
Child's bedroom	65	65	39	8	50	32	19	61
%V	8.2%	8.6%	11.7%	12.7%	8.7%	14.8%	5.3%	9.8%
%H (All HH)		100.0%	60.0%	12.3%	76.9%	49.2%	29.2%	93.8%
%H (TV HH)			60.0%	12.3%	76.9%	49.2%	29.2%	
Other bedroom	31	31	17	5	27	17	10	29
%V	3.9%	4.1%	5.1%	7.9%	4.7%	7.9%	2.8%	4.7%
%H (All HH)		100.0%	54.8%	16.1%	87.1%	54.8%	32.3%	93.5%
%H (TV HH)			54.8%	16.1%	87.1%	54.8%	32.3%	
Second living/dining room	60	60	28	5	51	25	26	51
%V	7.6%	7.9%	8.4%	7.9%	8.9%	11.6%	7.3%	8.2%
%H (All HH)		100.0%	46.7%	8.3%	85.0%	41.7%	43.3%	85.0%
%H (TV HH)			46.7%	8.3%	85.0%	41.7%	43.3%	
Study/office	12	12	7	1	11	7	3	12
%V	1.5%	1.6%	2.1%	1.6%	1.9%	3.2%	0.8%	1.9%
%H (All HH)		100.0%	58.3%	8.3%	91.7%	58.3%	25.0%	100.0%
%H (TV HH)			58.3%	8.3%	91.7%	58.3%	25.0%	
TV room	3	3	1	1	1	1	1	3
%V	0.4%	0.4%	0.3%	1.6%	0.2%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	33.3%	33.3%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	33.3%	33.3%	33.3%	
Conservatory	16	16	8	2	14	8	6	14
%V	2.0%	2.1%	2.4%	3.2%	2.4%	3.7%	1.7%	2.2%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	50.0%	37.5%	87.5%
%H (TV HH)			50.0%	12.5%	87.5%	50.0%	37.5%	
Attic or loft room	2	2	1	0	2	1	0	2
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	0	0	1	0	1	1
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
Other	4	4	2	1	3	1	2	3
%V	0.5%	0.5%	0.6%	1.6%	0.5%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Any DSAT provider	333	333	333	3	182	182	0	287
%V	42.0%	44.0%	100.0%	4.8%	31.8%	84.3%	0.0%	46.1%
%H (All HH)			100.0%	0.9%	54.7%	54.7%	0.0%	86.2%
%H (TV HH)			100.0%	0.9%	54.7%	54.7%	0.0%	
Sky with subcription	266	266	266	2	145	145	0	234
%V	33.5%	35.1%	79.9%	3.2%	25.3%	67.1%	0.0%	37.6%
%H (All HH)			100.0%	0.8%	54.5%	54.5%	0.0%	88.0%
%H (TV HH)			100.0%	0.8%	54.5%	54.5%	0.0%	
Sky without subscription	17	17	17	0	9	9	0	13
%V	2.1%	2.2%	5.1%	0.0%	1.6%	4.2%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	52.9%	52.9%	0.0%	76.5%
%H (TV HH)			100.0%	0.0%	52.9%	52.9%	0.0%	
Freesat	52	52	52	1	31	31	0	41
%V	6.6%	6.9%	15.6%	1.6%	5.4%	14.4%	0.0%	6.6%
%H (All HH)			100.0%	1.9%	59.6%	59.6%	0.0%	78.8%
%H (TV HH)			100.0%	1.9%	59.6%	59.6%	0.0%	
Other satellite provider	4	4	4	0	2	2	0	4
%V	0.5%	0.5%	1.2%	0.0%	0.3%	0.9%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	63	63	3	63	36	36	0	58
%V	7.9%	8.3%	0.9%	100.0%	6.3%	16.7%	0.0%	9.3%
%H (All HH)			4.8%	100.0%	57.1%	57.1%	0.0%	92.1%
%H (TV HH)			4.8%	100.0%	57.1%	57.1%	0.0%	
DTT	572	572	182	36	572	216	356	445
%V	72.1%	75.6%	54.7%	57.1%	100.0%	100.0%	100.0%	71.4%
%H (All HH)		100.0%	31.8%	6.3%	100.0%	37.8%	62.2%	77.8%
%H (TV HH)			31.8%	6.3%	100.0%	37.8%	62.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%H (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
PVR	494	494	289	44	351	188	163	434
%V	62.3%	65.3%	86.8%	69.8%	61.4%	87.0%	45.8%	69.7%
%H (All HH)		100.0%	58.5%	8.9%	71.1%	38.1%	33.0%	87.9%
%H (TV HH)			58.5%	8.9%	71.1%	38.1%	33.0%	
DVDR	42	42	18	3	35	14	21	33
%V	5.3%	5.5%	5.4%	4.8%	6.1%	6.5%	5.9%	5.3%
%H (All HH)		100.0%	42.9%	7.1%	83.3%	33.3%	50.0%	78.6%
%H (TV HH)			42.9%	7.1%	83.3%	33.3%	50.0%	
VCR	17	17	5	2	14	4	9	13
%V	2.1%	2.2%	1.5%	3.2%	2.4%	1.9%	2.5%	2.1%
%H (All HH)		100.0%	29.4%	11.8%	82.4%	23.5%	52.9%	76.5%
%H (TV HH)			29.4%	11.8%	82.4%	23.5%	52.9%	
Any recorder	515	515	292	46	369	190	179	447
%V	64.9%	68.0%	87.7%	73.0%	64.5%	88.0%	50.3%	71.7%
%H (All HH)		100.0%	56.7%	8.9%	71.7%	36.9%	34.8%	86.8%
%H (TV HH)			56.7%	8.9%	71.7%	36.9%	34.8%	
Receives HDTV (via STB or built-in reception)	391	391	221	48	276	151	125	346
%V	49.3%	51.7%	66.4%	76.2%	48.3%	69.9%	35.1%	55.5%
%H (All HH)		100.0%	56.5%	12.3%	70.6%	38.6%	32.0%	88.5%
%H (TV HH)			56.5%	12.3%	70.6%	38.6%	32.0%	
DVD/Blu-ray player or recorder	622	622	280	54	479	191	288	518
%V	78.4%	82.2%	84.1%	85.7%	83.7%	88.4%	80.9%	83.1%
%H (All HH)		100.0%	45.0%	8.7%	77.0%	30.7%	46.3%	83.3%
%H (TV HH)			45.0%	8.7%	77.0%	30.7%	46.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	793	757	333	63	572	216	356	623
%V (All HH)		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%
%H (TV HH)			44.0%	8.3%	75.6%	28.5%	47.0%	
Has broadband internet	623	597	287	58	445	195	250	623
%V	78.6%	78.9%	86.2%	92.1%	77.8%	90.3%	70.2%	100.0%
%H (All HH)		95.8%	46.1%	9.3%	71.4%	31.3%	40.1%	100.0%
%H (TV HH)			48.1%	9.7%	74.5%	32.7%	41.9%	
Number of computers (PCs and laptops)								
0	150	142	42	4	111	17	95	8
%V	18.9%	18.8%	12.6%	6.3%	19.4%	7.9%	26.7%	1.3%
%H (All HH)		94.7%	28.0%	2.7%	74.0%	11.3%	63.3%	5.3%
%H (TV HH)			29.6%	2.8%	78.2%	12.0%	66.9%	
1	243	230	95	17	174	59	115	222
%V	30.6%	30.4%	28.5%	27.0%	30.4%	27.3%	32.3%	35.6%
%H (All HH)		94.7%	39.1%	7.0%	71.6%	24.3%	47.3%	91.4%
%H (TV HH)			41.3%	7.4%	75.7%	25.7%	50.0%	
2	189	181	81	19	137	57	80	184
%V	23.8%	23.9%	24.3%	30.2%	24.0%	26.4%	22.5%	29.5%
%H (All HH)		95.8%	42.9%	10.1%	72.5%	30.2%	42.3%	97.4%
%H (TV HH)			44.8%	10.5%	75.7%	31.5%	44.2%	
3	101	99	57	10	73	40	33	100
%V	12.7%	13.1%	17.1%	15.9%	12.8%	18.5%	9.3%	16.1%
%H (All HH)		98.0%	56.4%	9.9%	72.3%	39.6%	32.7%	99.0%
%H (TV HH)			57.6%	10.1%	73.7%	40.4%	33.3%	
4	55	52	30	7	35	20	15	55
%V	6.9%	6.9%	9.0%	11.1%	6.1%	9.3%	4.2%	8.8%
%H (All HH)		94.5%	54.5%	12.7%	63.6%	36.4%	27.3%	100.0%
%H (TV HH)			57.7%	13.5%	67.3%	38.5%	28.8%	
5+	55	52	28	6	41	23	18	54
%V	6.9%	6.9%	8.4%	9.5%	7.2%	10.6%	5.1%	8.7%
%H (All HH)		94.5%	50.9%	10.9%	74.5%	41.8%	32.7%	98.2%
%H (TV HH)			53.8%	11.5%	78.8%	44.2%	34.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1473	707	137	1164	535	629	1229
%H		48.0%	9.3%	79.0%	36.3%	42.7%	83.4%
Under 20"	295	128	26	246	105	141	248
%V	20.0%	18.1%	19.0%	21.1%	19.6%	22.4%	20.2%
%H		43.4%	8.8%	83.4%	35.6%	47.8%	84.1%
20" - 29"	394	163	30	334	138	196	310
%V	26.7%	23.1%	21.9%	28.7%	25.8%	31.2%	25.2%
%H		41.4%	7.6%	84.8%	35.0%	49.7%	78.7%
30" - 39"	441	208	40	351	154	196	363
%V	29.9%	29.4%	29.2%	30.2%	28.8%	31.2%	29.5%
%H		47.2%	9.1%	79.6%	34.9%	44.4%	82.3%
40" and over	314	191	37	217	129	88	286
%V	21.3%	27.0%	27.0%	18.6%	24.1%	14.0%	23.3%
%H		60.8%	11.8%	69.1%	41.1%	28.0%	91.1%
Don't know	7	3	0	7	3	4	3
%V	0.5%	0.4%	0.0%	0.6%	0.6%	0.6%	0.2%
%H		42.9%	0.0%	100.0%	42.9%	57.1%	42.9%
Not Asked	22	14	4	9	6	4	19
%V	1.5%	2.0%	2.9%	0.8%	1.1%	0.6%	1.5%
%H		63.6%	18.2%	40.9%	27.3%	18.2%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1473	707	137	1164	535	629	1229
%H		48.0%	9.3%	79.0%	36.3%	42.7%	83.4%
Main living room	749	332	61	568	215	353	594
%V	50.8%	47.0%	44.5%	48.8%	40.2%	56.1%	48.3%
%H		44.3%	8.1%	75.8%	28.7%	47.1%	79.3%
Kitchen	97	46	6	85	40	45	82
%V	6.6%	6.5%	4.4%	7.3%	7.5%	7.2%	6.7%
%H		47.4%	6.2%	87.6%	41.2%	46.4%	84.5%
Adult's bedroom	382	195	40	315	166	149	329
%V	25.9%	27.6%	29.2%	27.1%	31.0%	23.7%	26.8%
%H		51.0%	10.5%	82.5%	43.5%	39.0%	86.1%
Child's bedroom	87	51	11	69	42	27	83
%V	5.9%	7.2%	8.0%	5.9%	7.9%	4.3%	6.8%
%H		58.6%	12.6%	79.3%	48.3%	31.0%	95.4%
Other bedroom	36	19	6	32	20	12	34
%V	2.4%	2.7%	4.4%	2.7%	3.7%	1.9%	2.8%
%H		52.8%	16.7%	88.9%	55.6%	33.3%	94.4%
Second living/dining room	61	28	5	52	25	27	52
%V	4.1%	4.0%	3.6%	4.5%	4.7%	4.3%	4.2%
%H		45.9%	8.2%	85.2%	41.0%	44.3%	85.2%
Study/office	13	8	1	11	8	3	13
%V	0.9%	1.1%	0.7%	0.9%	1.5%	0.5%	1.1%
%H		61.5%	7.7%	84.6%	61.5%	23.1%	100.0%
TV room	3	1	1	1	1	1	3
%V	0.2%	0.1%	0.7%	0.1%	0.2%	0.2%	0.2%
%H		33.3%	33.3%	33.3%	33.3%	33.3%	100.0%
Conservatory	17	9	2	15	9	6	15
%V	1.2%	1.3%	1.5%	1.3%	1.7%	1.0%	1.2%
%H		52.9%	11.8%	88.2%	52.9%	35.3%	88.2%
Attic or loft room	2	1	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
No specific location	2	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Other	4	2	1	3	1	2	3
%V	0.3%	0.3%	0.7%	0.3%	0.2%	0.3%	0.2%
%H		50.0%	25.0%	75.0%	25.0%	50.0%	75.0%
Not Asked	22	14	4	9	6	4	19
%V	1.5%	2.0%	2.9%	0.8%	1.1%	0.6%	1.5%
%H		63.6%	18.2%	40.9%	27.3%	18.2%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1473	707	137	1164	535	629	1229
%H		48.0%	9.3%	79.0%	36.3%	42.7%	83.4%
PVR	612	375	59	427	245	182	546
%V	41.5%	53.0%	43.1%	36.7%	45.8%	28.9%	44.4%
%H		61.3%	9.6%	69.8%	40.0%	29.7%	89.2%
DVDR	46	19	3	38	15	22	37
%V	3.1%	2.7%	2.2%	3.3%	2.8%	3.5%	3.0%
%H		41.3%	6.5%	82.6%	32.6%	47.8%	80.4%
VCR	17	5	2	14	5	9	13
%V	1.2%	0.7%	1.5%	1.2%	0.9%	1.4%	1.1%
%H		29.4%	11.8%	82.4%	29.4%	52.9%	76.5%
Any recorder	637	380	62	448	248	199	563
%V	43.2%	53.7%	45.3%	38.5%	46.4%	31.6%	45.8%
%H		59.7%	9.7%	70.3%	38.9%	31.2%	88.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1473	707	137	1164	535	629	1229
%H		48.0%	9.3%	79.0%	36.3%	42.7%	83.4%
Receives HDTV (via STB or built-in reception)	520	292	70	372	209	162	466
%V	35.3%	41.3%	51.1%	32.0%	39.1%	25.8%	37.9%
%H		56.2%	13.5%	71.5%	40.2%	31.2%	89.6%
DVD/Blu-ray player or recorder	905	437	88	725	342	384	778
%V	61.4%	61.8%	64.2%	62.3%	63.9%	61.0%	63.3%
%H		48.3%	9.7%	80.1%	37.8%	42.4%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	757	333	63	571	216	356	597
%H		44.0%	8.3%	75.4%	28.5%	47.0%	78.9%
Under 20"	26	5	2	21	2	19	16
%V	3.4%	1.5%	3.2%	3.7%	0.9%	5.3%	2.7%
%H		19.2%	7.7%	80.8%	7.7%	73.1%	61.5%
20" - 29"	159	44	6	131	24	107	103
%V	21.0%	13.2%	9.5%	22.9%	11.1%	30.1%	17.3%
%H		27.7%	3.8%	82.4%	15.1%	67.3%	64.8%
30" - 39"	304	128	22	241	88	153	237
%V	40.2%	38.4%	34.9%	42.2%	40.7%	43.0%	39.7%
%H		42.1%	7.2%	79.3%	28.9%	50.3%	78.0%
40" and over	263	156	32	178	101	77	239
%V	34.7%	46.8%	50.8%	31.2%	46.8%	21.6%	40.0%
%H		59.3%	12.2%	67.7%	38.4%	29.3%	90.9%
Don't know	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	4	0	1	0	1	0	2
%V	0.5%	0.0%	1.6%	0.0%	0.5%	0.0%	0.3%
%H		0.0%	25.0%	0.0%	25.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	757	333	63	571	216	356	597
%H		44.0%	8.3%	75.4%	28.5%	47.0%	78.9%
PVR	483	283	43	341	183	158	425
%V	63.8%	85.0%	68.3%	59.7%	84.7%	44.4%	71.2%
%H		58.6%	8.9%	70.6%	37.9%	32.7%	88.0%
DVDR	38	15	3	31	11	20	30
%V	5.0%	4.5%	4.8%	5.4%	5.1%	5.6%	5.0%
%H		39.5%	7.9%	81.6%	28.9%	52.6%	78.9%
VCR	14	5	1	11	4	8	10
%V	1.8%	1.5%	1.6%	1.9%	1.9%	2.2%	1.7%
%H		35.7%	7.1%	78.6%	28.6%	57.1%	71.4%
Any recorder	504	286	45	358	184	174	437
%V	66.6%	85.9%	71.4%	62.7%	85.2%	48.9%	73.2%
%H		56.7%	8.9%	71.0%	36.5%	34.5%	86.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	757	333	63	571	216	356	597
%H		44.0%	8.3%	75.4%	28.5%	47.0%	78.9%
Receives HDTV (via STB or built-in reception)	382	217	47	268	147	120	338
%V	50.5%	65.2%	74.6%	46.9%	68.1%	33.7%	56.6%
%H		56.8%	12.3%	70.2%	38.5%	31.4%	88.5%
DVD/Blu-ray player or recorder	596	269	53	458	183	275	496
%V	78.7%	80.8%	84.1%	80.2%	84.7%	77.2%	83.1%
%H		45.1%	8.9%	76.8%	30.7%	46.1%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	717	374	74	593	320	273	632
%H		52.2%	10.3%	82.7%	44.6%	38.1%	88.1%
Under 20"	269	123	24	225	102	122	232
%V	37.5%	32.9%	32.4%	37.9%	31.9%	44.7%	36.7%
%H		45.7%	8.9%	83.6%	37.9%	45.4%	86.2%
20" - 29"	234	120	24	203	113	90	207
%V	32.6%	32.1%	32.4%	34.2%	35.3%	33.0%	32.8%
%H		51.3%	10.3%	86.8%	48.3%	38.5%	88.5%
30" - 39"	137	80	18	110	66	44	126
%V	19.1%	21.4%	24.3%	18.5%	20.6%	16.1%	19.9%
%H		58.4%	13.1%	80.3%	48.2%	32.1%	92.0%
40" and over	50	34	6	39	28	11	47
%V	7.0%	9.1%	8.1%	6.6%	8.8%	4.0%	7.4%
%H		68.0%	12.0%	78.0%	56.0%	22.0%	94.0%
Don't know	6	3	0	6	3	3	3
%V	0.8%	0.8%	0.0%	1.0%	0.9%	1.1%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Not Asked	21	14	2	10	8	3	17
%V	2.9%	3.7%	2.7%	1.7%	2.5%	1.1%	2.7%
%H		66.7%	9.5%	47.6%	38.1%	14.3%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	717	374	74	593	320	273	632
%H		52.2%	10.3%	82.7%	44.6%	38.1%	88.1%
PVR	128	92	16	85	62	24	121
%V	17.9%	24.6%	21.6%	14.3%	19.4%	8.8%	19.1%
%H		71.9%	12.5%	66.4%	48.4%	18.8%	94.5%
DVDR	7	4	1	7	5	2	7
%V	1.0%	1.1%	1.4%	1.2%	1.6%	0.7%	1.1%
%H		57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
VCR	3	0	1	3	1	2	3
%V	0.4%	0.0%	1.4%	0.5%	0.3%	0.7%	0.5%
%H		0.0%	33.3%	100.0%	33.3%	66.7%	100.0%
Any recorder	133	94	17	90	64	26	126
%V	18.5%	25.1%	23.0%	15.2%	20.0%	9.5%	19.9%
%H		70.7%	12.8%	67.7%	48.1%	19.5%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	717	374	74	593	320	273	632
%H		52.2%	10.3%	82.7%	44.6%	38.1%	88.1%
Receives HDTV (via STB or built-in reception)	138	75	23	104	62	42	128
%V	19.2%	20.1%	31.1%	17.5%	19.4%	15.4%	20.3%
%H		54.3%	16.7%	75.4%	44.9%	30.4%	92.8%
DVD/Blu-ray player or recorder	309	168	35	267	158	109	283
%V	43.1%	44.9%	47.3%	45.0%	49.4%	39.9%	44.8%
%H		54.4%	11.3%	86.4%	51.1%	35.3%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1793	1718	823	158	1276	549	726	1533
%H		95.8%	45.9%	8.8%	71.2%	30.6%	40.5%	85.5%
Total Children	320	306	164	35	213	108	105	297
%V	17.8%	17.8%	19.9%	22.2%	16.7%	19.7%	14.5%	19.4%
%H		95.6%	51.3%	10.9%	66.6%	33.8%	32.8%	92.8%
0 - 3	82	79	44	9	52	26	26	73
%V	4.6%	4.6%	5.3%	5.7%	4.1%	4.7%	3.6%	4.8%
%H		96.3%	53.7%	11.0%	63.4%	31.7%	31.7%	89.0%
4 - 15	238	227	120	27	161	83	79	224
%V	13.3%	13.2%	14.6%	17.1%	12.6%	15.1%	10.9%	14.6%
%H		95.4%	50.4%	11.3%	67.6%	34.9%	33.2%	94.1%
4 - 9	124	118	59	15	86	43	43	117
%V	6.9%	6.9%	7.2%	9.5%	6.7%	7.8%	5.9%	7.6%
%H		95.2%	47.6%	12.1%	69.4%	34.7%	34.7%	94.4%
10 - 15	114	109	61	12	75	39	36	107
%V	6.4%	6.3%	7.4%	7.6%	5.9%	7.1%	5.0%	7.0%
%H		95.6%	53.5%	10.5%	65.8%	34.2%	31.6%	93.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1793	1718	823	158	1276	549	726	1533
%H		95.8%	45.9%	8.8%	71.2%	30.6%	40.5%	85.5%
Total Adults (16+)	1473	1412	659	123	1063	441	622	1236
%V	82.2%	82.2%	80.1%	77.8%	83.3%	80.3%	85.7%	80.6%
%H		95.9%	44.7%	8.4%	72.2%	29.9%	42.2%	83.9%
16 - 19	81	76	44	9	54	32	23	75
%V	4.5%	4.4%	5.3%	5.7%	4.2%	5.8%	3.2%	4.9%
%H		93.8%	54.3%	11.1%	66.7%	39.5%	28.4%	92.6%
20 - 24	108	100	44	15	68	31	37	98
%V	6.0%	5.8%	5.3%	9.5%	5.3%	5.6%	5.1%	6.4%
%H		92.6%	40.7%	13.9%	63.0%	28.7%	34.3%	90.7%
25 - 34	186	173	88	14	122	53	69	171
%V	10.4%	10.1%	10.7%	8.9%	9.6%	9.7%	9.5%	11.2%
%H		93.0%	47.3%	7.5%	65.6%	28.5%	37.1%	91.9%
35 - 44	222	210	106	26	147	70	77	203
%V	12.4%	12.2%	12.9%	16.5%	11.5%	12.8%	10.6%	13.2%
%H		94.6%	47.7%	11.7%	66.2%	31.5%	34.7%	91.4%
45 - 54	256	244	130	23	181	88	93	234
%V	14.3%	14.2%	15.8%	14.6%	14.2%	16.0%	12.8%	15.3%
%H		95.3%	50.8%	9.0%	70.7%	34.4%	36.3%	91.4%
55 - 64	230	225	106	17	174	73	100	206
%V	12.8%	13.1%	12.9%	10.8%	13.6%	13.3%	13.8%	13.4%
%H		97.8%	46.1%	7.4%	75.7%	31.7%	43.5%	89.6%
65+	388	383	141	18	317	95	223	249
%V	21.6%	22.3%	17.1%	11.4%	24.8%	17.3%	30.7%	16.2%
%H		98.7%	36.3%	4.6%	81.7%	24.5%	57.5%	64.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1473	1412	659	123	1063	441	622	1236
%H		95.9%	44.7%	8.4%	72.2%	29.9%	42.2%	83.9%
AB	400	384	183	28	294	120	174	368
%V	27.2%	27.2%	27.8%	22.8%	27.7%	27.2%	28.0%	29.8%
%H		96.0%	45.8%	7.0%	73.5%	30.0%	43.5%	92.0%
C1	465	445	197	49	330	135	194	404
%V	31.6%	31.5%	29.9%	39.8%	31.0%	30.6%	31.2%	32.7%
%H		95.7%	42.4%	10.5%	71.0%	29.0%	41.7%	86.9%
C2	351	338	168	30	261	121	140	291
%V	23.8%	23.9%	25.5%	24.4%	24.6%	27.4%	22.5%	23.5%
%H		96.3%	47.9%	8.5%	74.4%	34.5%	39.9%	82.9%
D	170	162	77	11	117	43	73	127
%V	11.5%	11.5%	11.7%	8.9%	11.0%	9.8%	11.7%	10.3%
%H		95.3%	45.3%	6.5%	68.8%	25.3%	42.9%	74.7%
E	87	82	34	4	62	21	41	46
%V	5.9%	5.8%	5.2%	3.3%	5.8%	4.8%	6.6%	3.7%
%H		94.3%	39.1%	4.6%	71.3%	24.1%	47.1%	52.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1473	1412	659	123	1063	441	622	1236
%H		95.9%	44.7%	8.4%	72.2%	29.9%	42.2%	83.9%
Working full time	608	583	297	58	423	195	228	562
%V	41.3%	41.3%	45.1%	47.2%	39.8%	44.2%	36.7%	45.5%
%H		95.9%	48.8%	9.5%	69.6%	32.1%	37.5%	92.4%
Working part time	192	179	88	17	135	61	74	174
%V	13.0%	12.7%	13.4%	13.8%	12.7%	13.8%	11.9%	14.1%
%H		93.2%	45.8%	8.9%	70.3%	31.8%	38.5%	90.6%
Not working	672	649	274	48	505	185	320	500
%V	45.6%	46.0%	41.6%	39.0%	47.5%	42.0%	51.4%	40.5%
%H		96.6%	40.8%	7.1%	75.1%	27.5%	47.6%	74.4%
Housewife/Houseperson	793	757	333	63	572	216	356	623
%V	53.8%	53.6%	50.5%	51.2%	53.8%	49.0%	57.2%	50.4%
%H		95.5%	42.0%	7.9%	72.1%	27.2%	44.9%	78.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	684	331	60	506	219	287	606
%H		95.3%	46.1%	8.4%	70.5%	30.5%	40.0%	84.4%
16 - 19	38	35	20	6	24	14	10	36
%V	5.3%	5.1%	6.0%	10.0%	4.7%	6.4%	3.5%	5.9%
%H		92.1%	52.6%	15.8%	63.2%	36.8%	26.3%	94.7%
20 - 24	54	50	19	8	35	14	21	50
%V	7.5%	7.3%	5.7%	13.3%	6.9%	6.4%	7.3%	8.3%
%H		92.6%	35.2%	14.8%	64.8%	25.9%	38.9%	92.6%
25 - 34	89	83	44	7	56	25	31	81
%V	12.4%	12.1%	13.3%	11.7%	11.1%	11.4%	10.8%	13.4%
%H		93.3%	49.4%	7.9%	62.9%	28.1%	34.8%	91.0%
35 - 44	114	107	54	11	76	34	42	101
%V	15.9%	15.6%	16.3%	18.3%	15.0%	15.5%	14.6%	16.7%
%H		93.9%	47.4%	9.6%	66.7%	29.8%	36.8%	88.6%
45 - 54	133	126	69	13	90	46	44	120
%V	18.5%	18.4%	20.8%	21.7%	17.8%	21.0%	15.3%	19.8%
%H		94.7%	51.9%	9.8%	67.7%	34.6%	33.1%	90.2%
55 - 64	108	105	52	8	81	36	44	96
%V	15.0%	15.4%	15.7%	13.3%	16.0%	16.4%	15.3%	15.8%
%H		97.2%	48.1%	7.4%	75.0%	33.3%	40.7%	88.9%
65+	182	179	73	9	144	49	94	121
%V	25.3%	26.2%	22.1%	15.0%	28.5%	22.4%	32.8%	20.0%
%H		98.4%	40.1%	4.9%	79.1%	26.9%	51.6%	66.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	684	331	60	506	219	287	606
%H		95.3%	46.1%	8.4%	70.5%	30.5%	40.0%	84.4%
AB	201	192	93	14	145	60	85	185
%V	28.0%	28.1%	28.1%	23.3%	28.7%	27.4%	29.6%	30.5%
%H		95.5%	46.3%	7.0%	72.1%	29.9%	42.3%	92.0%
C1	209	198	95	22	142	63	79	183
%V	29.1%	28.9%	28.7%	36.7%	28.1%	28.8%	27.5%	30.2%
%H		94.7%	45.5%	10.5%	67.9%	30.1%	37.8%	87.6%
C2	189	182	88	16	140	63	77	153
%V	26.3%	26.6%	26.6%	26.7%	27.7%	28.8%	26.8%	25.2%
%H		96.3%	46.6%	8.5%	74.1%	33.3%	40.7%	81.0%
D	86	80	40	7	57	24	33	66
%V	12.0%	11.7%	12.1%	11.7%	11.3%	11.0%	11.5%	10.9%
%H		93.0%	46.5%	8.1%	66.3%	27.9%	38.4%	76.7%
E	34	31	16	1	22	9	13	19
%V	4.7%	4.5%	4.8%	1.7%	4.3%	4.1%	4.5%	3.1%
%H		91.2%	47.1%	2.9%	64.7%	26.5%	38.2%	55.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	684	331	60	506	219	287	606
%H		95.3%	46.1%	8.4%	70.5%	30.5%	40.0%	84.4%
Working full time	383	368	193	36	265	127	138	351
%V	53.3%	53.8%	58.3%	60.0%	52.4%	58.0%	48.1%	57.9%
%H		96.1%	50.4%	9.4%	69.2%	33.2%	36.0%	91.6%
Working part time	47	42	20	4	33	14	19	42
%V	6.5%	6.1%	6.0%	6.7%	6.5%	6.4%	6.6%	6.9%
%H		89.4%	42.6%	8.5%	70.2%	29.8%	40.4%	89.4%
Not working	288	274	119	21	209	79	130	212
%V	40.1%	40.1%	36.0%	35.0%	41.3%	36.1%	45.3%	35.0%
%H		95.1%	41.3%	7.3%	72.6%	27.4%	45.1%	73.6%
Housewife/Houseperson	178	164	73	10	122	43	79	118
%V	24.8%	24.0%	22.1%	16.7%	24.1%	19.6%	27.5%	19.5%
%H		92.1%	41.0%	5.6%	68.5%	24.2%	44.4%	66.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	754	727	328	62	557	223	334	630
%H		96.4%	43.5%	8.2%	73.9%	29.6%	44.3%	83.6%
16 - 19	43	41	24	3	31	18	13	39
%V	5.7%	5.6%	7.3%	4.8%	5.6%	8.1%	3.9%	6.2%
%H		95.3%	55.8%	7.0%	72.1%	41.9%	30.2%	90.7%
20 - 24	54	50	24	8	33	17	16	48
%V	7.2%	6.9%	7.3%	12.9%	5.9%	7.6%	4.8%	7.6%
%H		92.6%	44.4%	14.8%	61.1%	31.5%	29.6%	88.9%
25 - 34	97	91	44	8	65	27	38	90
%V	12.9%	12.5%	13.4%	12.9%	11.7%	12.1%	11.4%	14.3%
%H		93.8%	45.4%	8.2%	67.0%	27.8%	39.2%	92.8%
35 - 44	108	103	52	15	71	36	35	102
%V	14.3%	14.2%	15.9%	24.2%	12.7%	16.1%	10.5%	16.2%
%H		95.4%	48.1%	13.9%	65.7%	33.3%	32.4%	94.4%
45 - 54	123	118	61	10	91	43	48	114
%V	16.3%	16.2%	18.6%	16.1%	16.3%	19.3%	14.4%	18.1%
%H		95.9%	49.6%	8.1%	74.0%	35.0%	39.0%	92.7%
55 - 64	122	120	54	9	93	37	56	110
%V	16.2%	16.5%	16.5%	14.5%	16.7%	16.6%	16.8%	17.5%
%H		98.4%	44.3%	7.4%	76.2%	30.3%	45.9%	90.2%
65+	206	205	67	9	174	45	128	128
%V	27.3%	28.2%	20.4%	14.5%	31.2%	20.2%	38.3%	20.3%
%H		99.5%	32.5%	4.4%	84.5%	21.8%	62.1%	62.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	754	727	328	62	557	223	334	630
%H		96.4%	43.5%	8.2%	73.9%	29.6%	44.3%	83.6%
AB	199	192	90	14	149	61	88	183
%V	26.4%	26.4%	27.4%	22.6%	26.8%	27.4%	26.3%	29.0%
%H		96.5%	45.2%	7.0%	74.9%	30.7%	44.2%	92.0%
C1	256	246	102	26	187	72	115	221
%V	34.0%	33.8%	31.1%	41.9%	33.6%	32.3%	34.4%	35.1%
%H		96.1%	39.8%	10.2%	73.0%	28.1%	44.9%	86.3%
C2	162	156	80	14	121	58	63	138
%V	21.5%	21.5%	24.4%	22.6%	21.7%	26.0%	18.9%	21.9%
%H		96.3%	49.4%	8.6%	74.7%	35.8%	38.9%	85.2%
D	84	82	37	4	60	20	40	62
%V	11.1%	11.3%	11.3%	6.5%	10.8%	9.0%	12.0%	9.8%
%H		97.6%	44.0%	4.8%	71.4%	23.8%	47.6%	73.8%
E	53	51	18	4	40	12	28	27
%V	7.0%	7.0%	5.5%	6.5%	7.2%	5.4%	8.4%	4.3%
%H		96.2%	34.0%	7.5%	75.5%	22.6%	52.8%	50.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	754	727	328	62	557	223	334	630
%H		96.4%	43.5%	8.2%	73.9%	29.6%	44.3%	83.6%
Working full time	225	215	104	22	158	69	90	210
%V	29.8%	29.6%	31.7%	35.5%	28.4%	30.9%	26.9%	33.3%
%H		95.6%	46.2%	9.8%	70.2%	30.7%	40.0%	93.3%
Working part time	145	137	69	13	102	47	55	132
%V	19.2%	18.8%	21.0%	21.0%	18.3%	21.1%	16.5%	21.0%
%H		94.5%	47.6%	9.0%	70.3%	32.4%	37.9%	91.0%
Not working	384	375	155	27	297	107	190	288
%V	50.9%	51.6%	47.3%	43.5%	53.3%	48.0%	56.9%	45.7%
%H		97.7%	40.4%	7.0%	77.3%	27.9%	49.5%	75.0%
Housewife/Houseperson	616	593	261	52	450	172	277	505
%V	81.7%	81.6%	79.6%	83.9%	80.8%	77.1%	82.9%	80.2%
%H		96.3%	42.4%	8.4%	73.1%	27.9%	45.0%	82.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
AB	139	136	79	13	101	56	45	124
%V	19.2%	19.5%	22.6%	20.6%	19.4%	23.5%	15.9%	24.1%
%H (All HH)		97.8%	56.8%	9.4%	72.7%	40.3%	32.4%	89.2%
%H (TV HH)			58.1%	9.6%	74.3%	41.2%	33.1%	
C1	170	164	84	17	124	62	62	138
%V	23.5%	23.5%	24.0%	27.0%	23.8%	26.1%	21.9%	26.8%
%H (All HH)		96.5%	49.4%	10.0%	72.9%	36.5%	36.5%	81.2%
%H (TV HH)			51.2%	10.4%	75.6%	37.8%	37.8%	
C2	145	140	74	11	105	50	55	110
%V	20.0%	20.1%	21.1%	17.5%	20.2%	21.0%	19.4%	21.4%
%H (All HH)		96.6%	51.0%	7.6%	72.4%	34.5%	37.9%	75.9%
%H (TV HH)			52.9%	7.9%	75.0%	35.7%	39.3%	
D	131	126	65	11	92	41	51	87
%V	18.1%	18.1%	18.6%	17.5%	17.7%	17.2%	18.0%	16.9%
%H (All HH)		96.2%	49.6%	8.4%	70.2%	31.3%	38.9%	66.4%
%H (TV HH)			51.6%	8.7%	73.0%	32.5%	40.5%	
E	138	131	48	13	100	29	70	56
%V	19.1%	18.8%	13.7%	20.6%	19.2%	12.2%	24.7%	10.9%
%H (All HH)		94.9%	34.8%	9.4%	72.5%	21.0%	50.7%	40.6%
%H (TV HH)			36.6%	9.9%	76.3%	22.1%	53.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Under 25	24	22	9	2	15	6	9	18
%V	3.3%	3.2%	2.6%	3.2%	2.9%	2.5%	3.2%	3.5%
%H (All HH)		91.7%	37.5%	8.3%	62.5%	25.0%	37.5%	75.0%
%H (TV HH)			40.9%	9.1%	68.2%	27.3%	40.9%	
25 - 34	117	110	64	14	68	36	32	98
%V	16.2%	15.8%	18.3%	22.2%	13.1%	15.1%	11.3%	19.0%
%H (All HH)		94.0%	54.7%	12.0%	58.1%	30.8%	27.4%	83.8%
%H (TV HH)			58.2%	12.7%	61.8%	32.7%	29.1%	
35 - 44	138	133	81	11	89	48	41	121
%V	19.1%	19.1%	23.1%	17.5%	17.1%	20.2%	14.5%	23.5%
%H (All HH)		96.4%	58.7%	8.0%	64.5%	34.8%	29.7%	87.7%
%H (TV HH)			60.9%	8.3%	66.9%	36.1%	30.8%	
45 - 54	147	143	82	12	109	59	50	127
%V	20.3%	20.5%	23.4%	19.0%	20.9%	24.8%	17.7%	24.7%
%H (All HH)		97.3%	55.8%	8.2%	74.1%	40.1%	34.0%	86.4%
%H (TV HH)			57.3%	8.4%	76.2%	41.3%	35.0%	
55 - 64	120	116	58	11	93	46	47	85
%V	16.6%	16.6%	16.6%	17.5%	17.9%	19.3%	16.6%	16.5%
%H (All HH)		96.7%	48.3%	9.2%	77.5%	38.3%	39.2%	70.8%
%H (TV HH)			50.0%	9.5%	80.2%	39.7%	40.5%	
65 +	178	173	56	13	147	42	104	66
%V	24.6%	24.8%	16.0%	20.6%	28.2%	17.6%	36.7%	12.8%
%H (All HH)		97.2%	31.5%	7.3%	82.6%	23.6%	58.4%	37.1%
%H (TV HH)			32.4%	7.5%	85.0%	24.3%	60.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
1	211	197	60	16	160	40	120	88
%V	29.1%	28.3%	17.1%	25.4%	30.7%	16.8%	42.4%	17.1%
%H (All HH)		93.4%	28.4%	7.6%	75.8%	19.0%	56.9%	41.7%
%H (TV HH)			30.5%	8.1%	81.2%	20.3%	60.9%	
2	213	207	106	22	154	75	79	153
%V	29.4%	29.7%	30.3%	34.9%	29.6%	31.5%	27.9%	29.7%
%H (All HH)		97.2%	49.8%	10.3%	72.3%	35.2%	37.1%	71.8%
%H (TV HH)			51.2%	10.6%	74.4%	36.2%	38.2%	
3	118	115	70	11	80	46	34	102
%V	16.3%	16.5%	20.0%	17.5%	15.4%	19.3%	12.0%	19.8%
%H (All HH)		97.5%	59.3%	9.3%	67.8%	39.0%	28.8%	86.4%
%H (TV HH)			60.9%	9.6%	69.6%	40.0%	29.6%	
4	112	109	70	10	78	49	29	104
%V	15.5%	15.6%	20.0%	15.9%	15.0%	20.6%	10.2%	20.2%
%H (All HH)		97.3%	62.5%	8.9%	69.6%	43.8%	25.9%	92.9%
%H (TV HH)			64.2%	9.2%	71.6%	45.0%	26.6%	
5+	71	69	43	4	50	28	22	67
%V	9.8%	9.9%	12.3%	6.3%	9.6%	11.8%	7.8%	13.0%
%H (All HH)		97.2%	60.6%	5.6%	70.4%	39.4%	31.0%	94.4%
%H (TV HH)			62.3%	5.8%	72.5%	40.6%	31.9%	
Average HH size	2.51	2.53	2.85	2.46	2.46	2.83	2.16	2.87

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Without	516	493	219	46	385	158	228	327
%V	71.3%	70.7%	62.6%	73.0%	73.9%	66.4%	80.6%	63.5%
%H (All HH)		95.5%	42.4%	8.9%	74.6%	30.6%	44.2%	63.4%
%H (TV HH)			44.4%	9.3%	78.1%	32.0%	46.2%	
With	208	204	131	17	136	80	56	188
%V	28.7%	29.3%	37.4%	27.0%	26.1%	33.6%	19.8%	36.5%
%H (All HH)		98.1%	63.0%	8.2%	65.4%	38.5%	26.9%	90.4%
%H (TV HH)			64.2%	8.3%	66.7%	39.2%	27.5%	
0 - 3	79	77	51	8	49	30	18	69
%V	10.9%	11.0%	14.6%	12.7%	9.4%	12.6%	6.4%	13.4%
%H (All HH)		97.5%	64.6%	10.1%	62.0%	38.0%	22.8%	87.3%
%H (TV HH)			66.2%	10.4%	63.6%	39.0%	23.4%	
4 - 9	108	106	70	9	69	42	27	98
%V	14.9%	15.2%	20.0%	14.3%	13.2%	17.6%	9.5%	19.0%
%H (All HH)		98.1%	64.8%	8.3%	63.9%	38.9%	25.0%	90.7%
%H (TV HH)			66.0%	8.5%	65.1%	39.6%	25.5%	
10 - 15	105	103	66	8	71	42	29	97
%V	14.5%	14.8%	18.9%	12.7%	13.6%	17.6%	10.2%	18.8%
%H (All HH)		98.1%	62.9%	7.6%	67.6%	40.0%	27.6%	92.4%
%H (TV HH)			64.1%	7.8%	68.9%	40.8%	28.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
1	261	261	103	24	177	46	131	150
%V	36.0%	37.4%	29.4%	38.1%	34.0%	19.3%	46.3%	29.1%
%H (All HH)		100.0%	39.5%	9.2%	67.8%	17.6%	50.2%	57.5%
%H (TV HH)			39.5%	9.2%	67.8%	17.6%	50.2%	
2	265	265	138	26	203	100	103	199
%V	36.6%	38.0%	39.4%	41.3%	39.0%	42.0%	36.4%	38.6%
%H (All HH)		100.0%	52.1%	9.8%	76.6%	37.7%	38.9%	75.1%
%H (TV HH)			52.1%	9.8%	76.6%	37.7%	38.9%	
3	108	108	64	11	87	54	33	94
%V	14.9%	15.5%	18.3%	17.5%	16.7%	22.7%	11.7%	18.3%
%H (All HH)		100.0%	59.3%	10.2%	80.6%	50.0%	30.6%	87.0%
%H (TV HH)			59.3%	10.2%	80.6%	50.0%	30.6%	
4	42	42	30	2	35	26	10	38
%V	5.8%	6.0%	8.6%	3.2%	6.7%	10.9%	3.5%	7.4%
%H (All HH)		100.0%	71.4%	4.8%	83.3%	61.9%	23.8%	90.5%
%H (TV HH)			71.4%	4.8%	83.3%	61.9%	23.8%	
5+	22	22	15	0	19	13	6	21
%V	3.0%	3.2%	4.3%	0.0%	3.6%	5.5%	2.1%	4.1%
%H (All HH)		100.0%	68.2%	0.0%	86.4%	59.1%	27.3%	95.5%
%H (TV HH)			68.2%	0.0%	86.4%	59.1%	27.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Under 20"	131	131	68	11	114	61	52	99
%V	18.1%	18.8%	19.4%	17.5%	21.9%	25.6%	18.4%	19.2%
%H (All HH)		100.0%	51.9%	8.4%	87.0%	46.6%	39.7%	75.6%
%H (TV HH)			51.9%	8.4%	87.0%	46.6%	39.7%	
20" - 29"	283	283	134	20	231	102	129	201
%V	39.1%	40.6%	38.3%	31.7%	44.3%	42.9%	45.6%	39.0%
%H (All HH)		100.0%	47.3%	7.1%	81.6%	36.0%	45.6%	71.0%
%H (TV HH)			47.3%	7.1%	81.6%	36.0%	45.6%	
30" - 39"	393	393	203	37	297	144	153	293
%V	54.3%	56.4%	58.0%	58.7%	57.0%	60.5%	54.1%	56.9%
%H (All HH)		100.0%	51.7%	9.4%	75.6%	36.6%	38.9%	74.6%
%H (TV HH)			51.7%	9.4%	75.6%	36.6%	38.9%	
40" and over	306	306	195	29	220	137	83	260
%V	42.3%	43.9%	55.7%	46.0%	42.2%	57.6%	29.3%	50.5%
%H (All HH)		100.0%	63.7%	9.5%	71.9%	44.8%	27.1%	85.0%
%H (TV HH)			63.7%	9.5%	71.9%	44.8%	27.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Main living room	685	685	346	63	513	236	277	493
%V	94.6%	98.3%	98.9%	100.0%	98.5%	99.2%	97.9%	95.7%
%H (All HH)		100.0%	50.5%	9.2%	74.9%	34.5%	40.4%	72.0%
%H (TV HH)			50.5%	9.2%	74.9%	34.5%	40.4%	
Kitchen	150	150	81	8	134	72	62	119
%V	20.7%	21.5%	23.1%	12.7%	25.7%	30.3%	21.9%	23.1%
%H (All HH)		100.0%	54.0%	5.3%	89.3%	48.0%	41.3%	79.3%
%H (TV HH)			54.0%	5.3%	89.3%	48.0%	41.3%	
Adult's bedroom	251	251	143	25	197	114	83	202
%V	34.7%	36.0%	40.9%	39.7%	37.8%	47.9%	29.3%	39.2%
%H (All HH)		100.0%	57.0%	10.0%	78.5%	45.4%	33.1%	80.5%
%H (TV HH)			57.0%	10.0%	78.5%	45.4%	33.1%	
Child's bedroom	64	64	44	5	49	34	14	59
%V	8.8%	9.2%	12.6%	7.9%	9.4%	14.3%	4.9%	11.5%
%H (All HH)		100.0%	68.8%	7.8%	76.6%	53.1%	21.9%	92.2%
%H (TV HH)			68.8%	7.8%	76.6%	53.1%	21.9%	
Other bedroom	27	27	16	3	22	14	8	24
%V	3.7%	3.9%	4.6%	4.8%	4.2%	5.9%	2.8%	4.7%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%	88.9%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%	
Second living/dining room	110	110	67	9	84	50	34	100
%V	15.2%	15.8%	19.1%	14.3%	16.1%	21.0%	12.0%	19.4%
%H (All HH)		100.0%	60.9%	8.2%	76.4%	45.5%	30.9%	90.9%
%H (TV HH)			60.9%	8.2%	76.4%	45.5%	30.9%	
Study/office	7	7	5	0	7	4	2	7
%V	1.0%	1.0%	1.4%	0.0%	1.3%	1.7%	0.7%	1.4%
%H (All HH)		100.0%	71.4%	0.0%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	100.0%	57.1%	28.6%	
TV room	8	8	6	1	6	4	2	7
%V	1.1%	1.1%	1.7%	1.6%	1.2%	1.7%	0.7%	1.4%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			75.0%	12.5%	75.0%	50.0%	25.0%	
Conservatory	10	10	6	1	9	6	4	9
%V	1.4%	1.4%	1.7%	1.6%	1.7%	2.5%	1.4%	1.7%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	60.0%	40.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	60.0%	40.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	1	0	1	1	0	0
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	4	4	3	0	3	2	1	3
%V	0.6%	0.6%	0.9%	0.0%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Any DSAT provider	350	350	350	4	211	211	0	294
%V	48.3%	50.2%	100.0%	6.3%	40.5%	88.7%	0.0%	57.1%
%H (All HH)			100.0%	1.1%	60.3%	60.3%	0.0%	84.0%
%H (TV HH)			100.0%	1.1%	60.3%	60.3%	0.0%	
Sky with subcription	312	312	312	3	191	191	0	265
%V	43.1%	44.8%	89.1%	4.8%	36.7%	80.3%	0.0%	51.5%
%H (All HH)			100.0%	1.0%	61.2%	61.2%	0.0%	84.9%
%H (TV HH)			100.0%	1.0%	61.2%	61.2%	0.0%	
Sky without subscription	17	17	17	0	10	10	0	12
%V	2.3%	2.4%	4.9%	0.0%	1.9%	4.2%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	58.8%	58.8%	0.0%	70.6%
%H (TV HH)			100.0%	0.0%	58.8%	58.8%	0.0%	
Freesat	15	15	15	0	9	9	0	11
%V	2.1%	2.2%	4.3%	0.0%	1.7%	3.8%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	73.3%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Other satellite provider	10	10	10	1	2	2	0	10
%V	1.4%	1.4%	2.9%	1.6%	0.4%	0.8%	0.0%	1.9%
%H (All HH)			100.0%	10.0%	20.0%	20.0%	0.0%	100.0%
%H (TV HH)			100.0%	10.0%	20.0%	20.0%	0.0%	
DCAB	63	63	4	63	30	30	0	54
%V	8.7%	9.0%	1.1%	100.0%	5.8%	12.6%	0.0%	10.5%
%H (All HH)			6.3%	100.0%	47.6%	47.6%	0.0%	85.7%
%H (TV HH)			6.3%	100.0%	47.6%	47.6%	0.0%	
DTT	521	521	211	30	521	238	283	354
%V	72.0%	74.7%	60.3%	47.6%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	40.5%	5.8%	100.0%	45.7%	54.3%	67.9%
%H (TV HH)			40.5%	5.8%	100.0%	45.7%	54.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
PVR	359	359	279	43	233	193	39	307
%V	49.6%	51.5%	79.7%	68.3%	44.7%	81.1%	13.8%	59.6%
%H (All HH)		100.0%	77.7%	12.0%	64.9%	53.8%	10.9%	85.5%
%H (TV HH)			77.7%	12.0%	64.9%	53.8%	10.9%	
DVDR	27	27	16	4	18	10	8	23
%V	3.7%	3.9%	4.6%	6.3%	3.5%	4.2%	2.8%	4.5%
%H (All HH)		100.0%	59.3%	14.8%	66.7%	37.0%	29.6%	85.2%
%H (TV HH)			59.3%	14.8%	66.7%	37.0%	29.6%	
VCR	12	12	5	1	10	4	6	9
%V	1.7%	1.7%	1.4%	1.6%	1.9%	1.7%	2.1%	1.7%
%H (All HH)		100.0%	41.7%	8.3%	83.3%	33.3%	50.0%	75.0%
%H (TV HH)			41.7%	8.3%	83.3%	33.3%	50.0%	
Any recorder	372	372	283	44	243	196	47	316
%V	51.4%	53.4%	80.9%	69.8%	46.6%	82.4%	16.6%	61.4%
%H (All HH)		100.0%	76.1%	11.8%	65.3%	52.7%	12.6%	84.9%
%H (TV HH)			76.1%	11.8%	65.3%	52.7%	12.6%	
Receives HDTV (via STB or built-in reception)	299	299	185	37	216	135	81	247
%V	41.3%	42.9%	52.9%	58.7%	41.5%	56.7%	28.6%	48.0%
%H (All HH)		100.0%	61.9%	12.4%	72.2%	45.2%	27.1%	82.6%
%H (TV HH)			61.9%	12.4%	72.2%	45.2%	27.1%	
DVD/Blu-ray player or recorder	504	504	272	48	379	193	185	396
%V	69.6%	72.3%	77.7%	76.2%	72.7%	81.1%	65.4%	76.9%
%H (All HH)		100.0%	54.0%	9.5%	75.2%	38.3%	36.7%	78.6%
%H (TV HH)			54.0%	9.5%	75.2%	38.3%	36.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%V (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Has broadband internet	515	502	294	54	354	200	154	515
%V	71.1%	72.0%	84.0%	85.7%	67.9%	84.0%	54.4%	100.0%
%H (All HH)		97.5%	57.1%	10.5%	68.7%	38.8%	29.9%	100.0%
%H (TV HH)			58.6%	10.8%	70.5%	39.8%	30.7%	
Number of computers (PCs and laptops)								
0	198	186	55	10	158	37	121	16
%V	27.3%	26.7%	15.7%	15.9%	30.3%	15.5%	42.8%	3.1%
%H (All HH)		93.9%	27.8%	5.1%	79.8%	18.7%	61.1%	8.1%
%H (TV HH)			29.6%	5.4%	84.9%	19.9%	65.1%	
1	263	255	135	25	181	87	94	242
%V	36.3%	36.6%	38.6%	39.7%	34.7%	36.6%	33.2%	47.0%
%H (All HH)		97.0%	51.3%	9.5%	68.8%	33.1%	35.7%	92.0%
%H (TV HH)			52.9%	9.8%	71.0%	34.1%	36.9%	
2	147	143	86	17	97	56	40	142
%V	20.3%	20.5%	24.6%	27.0%	18.6%	23.5%	14.1%	27.6%
%H (All HH)		97.3%	58.5%	11.6%	66.0%	38.1%	27.2%	96.6%
%H (TV HH)			60.1%	11.9%	67.8%	39.2%	28.0%	
3	60	58	39	5	42	27	15	59
%V	8.3%	8.3%	11.1%	7.9%	8.1%	11.3%	5.3%	11.5%
%H (All HH)		96.7%	65.0%	8.3%	70.0%	45.0%	25.0%	98.3%
%H (TV HH)			67.2%	8.6%	72.4%	46.6%	25.9%	
4	29	29	21	3	22	16	6	29
%V	4.0%	4.2%	6.0%	4.8%	4.2%	6.7%	2.1%	5.6%
%H (All HH)		100.0%	72.4%	10.3%	75.9%	55.2%	20.7%	100.0%
%H (TV HH)			72.4%	10.3%	75.9%	55.2%	20.7%	
5+	27	26	16	3	20	14	7	27
%V	3.7%	3.7%	4.6%	4.8%	3.8%	5.9%	2.5%	5.2%
%H (All HH)		96.3%	59.3%	11.1%	74.1%	51.9%	25.9%	100.0%
%H (TV HH)			61.5%	11.5%	76.9%	53.8%	26.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Under 20"	161	85	13	140	77	63	125
%V	11.5%	11.0%	10.8%	12.8%	13.2%	12.4%	11.4%
%H		52.8%	8.1%	87.0%	47.8%	39.1%	77.6%
20" - 29"	369	181	26	304	141	163	270
%V	26.4%	23.4%	21.7%	27.9%	24.2%	32.0%	24.6%
%H		49.1%	7.0%	82.4%	38.2%	44.2%	73.2%
30" - 39"	471	248	46	357	181	177	362
%V	33.6%	32.0%	38.3%	32.8%	31.1%	34.8%	33.0%
%H		52.7%	9.8%	75.8%	38.4%	37.6%	76.9%
40" and over	362	235	33	262	167	95	313
%V	25.9%	30.4%	27.5%	24.0%	28.7%	18.7%	28.5%
%H		64.9%	9.1%	72.4%	46.1%	26.2%	86.5%
Don't know	22	13	1	17	10	8	14
%V	1.6%	1.7%	0.8%	1.6%	1.7%	1.6%	1.3%
%H		59.1%	4.5%	77.3%	45.5%	36.4%	63.6%
Not Asked	15	12	1	10	6	3	14
%V	1.1%	1.6%	0.8%	0.9%	1.0%	0.6%	1.3%
%H		80.0%	6.7%	66.7%	40.0%	20.0%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Main living room	690	348	63	516	237	279	495
%V	49.3%	45.0%	52.5%	47.3%	40.7%	54.8%	45.1%
%H		50.4%	9.1%	74.8%	34.3%	40.4%	71.7%
Kitchen	150	81	8	134	72	62	120
%V	10.7%	10.5%	6.7%	12.3%	12.4%	12.2%	10.9%
%H		54.0%	5.3%	89.3%	48.0%	41.3%	80.0%
Adult's bedroom	284	163	28	225	131	94	230
%V	20.3%	21.1%	23.3%	20.6%	22.5%	18.5%	20.9%
%H		57.4%	9.9%	79.2%	46.1%	33.1%	81.0%
Child's bedroom	84	60	6	64	47	17	78
%V	6.0%	7.8%	5.0%	5.9%	8.1%	3.3%	7.1%
%H		71.4%	7.1%	76.2%	56.0%	20.2%	92.9%
Other bedroom	33	20	4	28	18	9	30
%V	2.4%	2.6%	3.3%	2.6%	3.1%	1.8%	2.7%
%H		60.6%	12.1%	84.8%	54.5%	27.3%	90.9%
Second living/dining room	112	68	9	86	51	35	102
%V	8.0%	8.8%	7.5%	7.9%	8.8%	6.9%	9.3%
%H		60.7%	8.0%	76.8%	45.5%	31.3%	91.1%
Study/office	8	5	0	7	5	2	7
%V	0.6%	0.6%	0.0%	0.6%	0.9%	0.4%	0.6%
%H		62.5%	0.0%	87.5%	62.5%	25.0%	87.5%
TV room	8	6	1	6	4	2	7
%V	0.6%	0.8%	0.8%	0.6%	0.7%	0.4%	0.6%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	87.5%
Conservatory	10	6	1	9	6	4	9
%V	0.7%	0.8%	0.8%	0.8%	1.0%	0.8%	0.8%
%H		60.0%	10.0%	90.0%	60.0%	40.0%	90.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	1	0	1	1	0	0
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Other	4	3	0	3	3	1	4
%V	0.3%	0.4%	0.0%	0.3%	0.5%	0.2%	0.4%
%H		75.0%	0.0%	75.0%	75.0%	25.0%	100.0%
Not Asked	15	12	1	10	6	3	14
%V	1.1%	1.6%	0.8%	0.9%	1.0%	0.6%	1.3%
%H		80.0%	6.7%	66.7%	40.0%	20.0%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
PVR	497	404	53	313	270	44	436
%V	35.5%	52.2%	44.2%	28.7%	46.4%	8.6%	39.7%
%H		81.3%	10.7%	63.0%	54.3%	8.9%	87.7%
DVDR	31	18	4	20	12	9	26
%V	2.2%	2.3%	3.3%	1.8%	2.1%	1.8%	2.4%
%H		58.1%	12.9%	64.5%	38.7%	29.0%	83.9%
VCR	13	5	1	11	5	6	10
%V	0.9%	0.6%	0.8%	1.0%	0.9%	1.2%	0.9%
%H		38.5%	7.7%	84.6%	38.5%	46.2%	76.9%
Any recorder	516	411	55	329	275	54	450
%V	36.9%	53.1%	45.8%	30.2%	47.3%	10.6%	41.0%
%H		79.7%	10.7%	63.8%	53.3%	10.5%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Receives HDTV (via STB or built-in reception)	451	279	51	332	206	126	383
%V	32.2%	36.0%	42.5%	30.5%	35.4%	24.8%	34.9%
%H		61.9%	11.3%	73.6%	45.7%	27.9%	84.9%
DVD/Blu-ray player or recorder	706	402	67	543	303	240	585
%V	50.4%	51.9%	55.8%	49.8%	52.1%	47.2%	53.3%
%H		56.9%	9.5%	76.9%	42.9%	34.0%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
Under 20"	11	2	1	10	2	8	5
%V	1.6%	0.6%	1.6%	1.9%	0.8%	2.8%	1.0%
%H		18.2%	9.1%	90.9%	18.2%	72.7%	45.5%
20" - 29"	101	31	6	84	19	64	50
%V	14.5%	8.9%	9.5%	16.1%	8.0%	22.6%	10.0%
%H		30.7%	5.9%	83.2%	18.8%	63.4%	49.5%
30" - 39"	282	126	28	212	85	127	191
%V	40.5%	36.0%	44.4%	40.7%	35.7%	44.9%	38.1%
%H		44.7%	9.9%	75.2%	30.1%	45.0%	67.7%
40" and over	293	187	28	209	130	79	250
%V	42.1%	53.4%	44.4%	40.1%	54.6%	27.9%	49.9%
%H		63.8%	9.6%	71.3%	44.4%	27.0%	85.3%
Don't know	9	3	1	7	2	5	4
%V	1.3%	0.9%	1.6%	1.3%	0.8%	1.8%	0.8%
%H		33.3%	11.1%	77.8%	22.2%	55.6%	44.4%
Not Asked	0	1	0	0	0	0	1
%V	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
PVR	351	275	42	226	189	37	302
%V	50.4%	78.6%	66.7%	43.4%	79.4%	13.1%	60.3%
%H		78.3%	12.0%	64.4%	53.8%	10.5%	86.0%
DVDR	23	14	4	14	8	6	19
%V	3.3%	4.0%	6.3%	2.7%	3.4%	2.1%	3.8%
%H		60.9%	17.4%	60.9%	34.8%	26.1%	82.6%
VCR	9	4	1	8	3	4	7
%V	1.3%	1.1%	1.6%	1.5%	1.3%	1.4%	1.4%
%H		44.4%	11.1%	88.9%	33.3%	44.4%	77.8%
Any recorder	363	278	44	236	191	44	310
%V	52.2%	79.4%	69.8%	45.3%	80.3%	15.5%	61.9%
%H		76.6%	12.1%	65.0%	52.6%	12.1%	85.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
Receives HDTV (via STB or built-in reception)	285	179	35	202	128	74	236
%V	40.9%	51.1%	55.6%	38.8%	53.8%	26.1%	47.1%
%H		62.8%	12.3%	70.9%	44.9%	26.0%	82.8%
DVD/Blu-ray player or recorder	468	251	46	350	177	173	366
%V	67.2%	71.7%	73.0%	67.2%	74.4%	61.1%	73.1%
%H		53.6%	9.8%	74.8%	37.8%	37.0%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
Under 20"	150	83	12	130	75	56	119
%V	21.3%	19.5%	21.4%	22.8%	21.9%	24.8%	19.9%
%H		55.3%	8.0%	86.7%	50.0%	37.3%	79.3%
20" - 29"	268	150	20	221	122	99	220
%V	38.0%	35.3%	35.7%	38.8%	35.6%	43.8%	36.9%
%H		56.0%	7.5%	82.5%	45.5%	36.9%	82.1%
30" - 39"	189	122	18	145	96	49	171
%V	26.8%	28.7%	32.1%	25.5%	28.0%	21.7%	28.6%
%H		64.6%	9.5%	76.7%	50.8%	25.9%	90.5%
40" and over	69	48	5	52	37	16	63
%V	9.8%	11.3%	8.9%	9.1%	10.8%	7.1%	10.6%
%H		69.6%	7.2%	75.4%	53.6%	23.2%	91.3%
Don't know	13	9	1	11	8	3	10
%V	1.8%	2.1%	1.8%	1.9%	2.3%	1.3%	1.7%
%H		69.2%	7.7%	84.6%	61.5%	23.1%	76.9%
Not Asked	16	13	0	10	5	3	14
%V	2.3%	3.1%	0.0%	1.8%	1.5%	1.3%	2.3%
%H		81.3%	0.0%	62.5%	31.3%	18.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
PVR	146	129	11	87	81	7	134
%V	20.7%	30.4%	19.6%	15.3%	23.6%	3.1%	22.4%
%H		88.4%	7.5%	59.6%	55.5%	4.8%	91.8%
DVDR	8	5	1	6	4	2	7
%V	1.1%	1.2%	1.8%	1.1%	1.2%	0.9%	1.2%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
VCR	4	2	0	3	1	2	3
%V	0.6%	0.5%	0.0%	0.5%	0.3%	0.9%	0.5%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Any recorder	153	133	12	93	83	10	140
%V	21.7%	31.3%	21.4%	16.3%	24.2%	4.4%	23.5%
%H		86.9%	7.8%	60.8%	54.2%	6.5%	91.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
Receives HDTV (via STB or built-in reception)	166	100	16	130	77	52	147
%V	23.5%	23.5%	28.6%	22.8%	22.4%	23.0%	24.6%
%H		60.2%	9.6%	78.3%	46.4%	31.3%	88.6%
DVD/Blu-ray player or recorder	238	152	21	193	126	66	220
%V	33.8%	35.8%	37.5%	33.9%	36.7%	29.2%	36.9%
%H		63.9%	8.8%	81.1%	52.9%	27.7%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1818	1765	997	156	1285	673	612	1477
%H		97.1%	54.8%	8.6%	70.7%	37.0%	33.7%	81.2%
Total Children	385	377	244	31	253	151	102	351
%V	21.2%	21.4%	24.5%	19.9%	19.7%	22.4%	16.7%	23.8%
%H		97.9%	63.4%	8.1%	65.7%	39.2%	26.5%	91.2%
0 - 3	98	96	62	10	60	37	23	85
%V	5.4%	5.4%	6.2%	6.4%	4.7%	5.5%	3.8%	5.8%
%H		98.0%	63.3%	10.2%	61.2%	37.8%	23.5%	86.7%
4 - 15	287	281	181	22	192	114	79	266
%V	15.8%	15.9%	18.2%	14.1%	14.9%	16.9%	12.9%	18.0%
%H		97.9%	63.1%	7.7%	66.9%	39.7%	27.5%	92.7%
4 - 9	147	143	95	11	95	58	37	135
%V	8.1%	8.1%	9.5%	7.1%	7.4%	8.6%	6.0%	9.1%
%H		97.3%	64.6%	7.5%	64.6%	39.5%	25.2%	91.8%
10 - 15	140	138	87	11	97	56	41	131
%V	7.7%	7.8%	8.7%	7.1%	7.5%	8.3%	6.7%	8.9%
%H		98.6%	62.1%	7.9%	69.3%	40.0%	29.3%	93.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1818	1765	997	156	1285	673	612	1477
%H		97.1%	54.8%	8.6%	70.7%	37.0%	33.7%	81.2%
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%V	78.8%	78.6%	75.6%	80.1%	80.3%	77.6%	83.3%	76.2%
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
16 - 19	93	90	55	8	63	36	26	86
%V	5.1%	5.1%	5.5%	5.1%	4.9%	5.3%	4.2%	5.8%
%H		96.8%	59.1%	8.6%	67.7%	38.7%	28.0%	92.5%
20 - 24	117	111	63	10	85	47	38	106
%V	6.4%	6.3%	6.3%	6.4%	6.6%	7.0%	6.2%	7.2%
%H		94.9%	53.8%	8.5%	72.6%	40.2%	32.5%	90.6%
25 - 34	254	243	144	29	162	92	70	218
%V	14.0%	13.8%	14.4%	18.6%	12.6%	13.7%	11.4%	14.8%
%H		95.7%	56.7%	11.4%	63.8%	36.2%	27.6%	85.8%
35 - 44	244	235	144	20	158	88	70	216
%V	13.4%	13.3%	14.4%	12.8%	12.3%	13.1%	11.4%	14.6%
%H		96.3%	59.0%	8.2%	64.8%	36.1%	28.7%	88.5%
45 - 54	255	250	146	19	188	103	85	227
%V	14.0%	14.2%	14.6%	12.2%	14.6%	15.3%	13.9%	15.4%
%H		98.0%	57.3%	7.5%	73.7%	40.4%	33.3%	89.0%
55 - 64	200	195	104	18	155	81	74	153
%V	11.0%	11.0%	10.4%	11.5%	12.1%	12.0%	12.1%	10.4%
%H		97.5%	52.0%	9.0%	77.5%	40.5%	37.0%	76.5%
65+	270	264	97	21	220	75	146	120
%V	14.9%	15.0%	9.7%	13.5%	17.1%	11.1%	23.9%	8.1%
%H		97.8%	35.9%	7.8%	81.5%	27.8%	54.1%	44.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
AB	306	298	184	28	224	134	90	281
%V	21.4%	21.5%	24.4%	22.4%	21.7%	25.7%	17.6%	25.0%
%H		97.4%	60.1%	9.2%	73.2%	43.8%	29.4%	91.8%
C1	356	343	187	36	259	141	118	307
%V	24.8%	24.7%	24.8%	28.8%	25.1%	27.0%	23.1%	27.3%
%H		96.3%	52.5%	10.1%	72.8%	39.6%	33.1%	86.2%
C2	316	308	172	24	228	116	113	258
%V	22.1%	22.2%	22.8%	19.2%	22.1%	22.2%	22.2%	22.9%
%H		97.5%	54.4%	7.6%	72.2%	36.7%	35.8%	81.6%
D	255	247	132	20	179	84	95	186
%V	17.8%	17.8%	17.5%	16.0%	17.3%	16.1%	18.6%	16.5%
%H		96.9%	51.8%	7.8%	70.2%	32.9%	37.3%	72.9%
E	200	192	80	19	142	48	94	95
%V	14.0%	13.8%	10.6%	15.2%	13.8%	9.2%	18.4%	8.4%
%H		96.0%	40.0%	9.5%	71.0%	24.0%	47.0%	47.5%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
Working full time	618	598	354	56	434	244	189	546
%V	43.1%	43.1%	46.9%	44.8%	42.1%	46.7%	37.1%	48.5%
%H		96.8%	57.3%	9.1%	70.2%	39.5%	30.6%	88.3%
Working part time	150	147	87	13	108	61	47	131
%V	10.5%	10.6%	11.5%	10.4%	10.5%	11.7%	9.2%	11.6%
%H		98.0%	58.0%	8.7%	72.0%	40.7%	31.3%	87.3%
Not working	666	643	312	57	490	217	273	449
%V	46.5%	46.3%	41.4%	45.6%	47.5%	41.6%	53.5%	39.9%
%H		96.5%	46.8%	8.6%	73.6%	32.6%	41.0%	67.4%
Housewife/Houseperson	724	697	350	63	521	238	283	515
%V	50.5%	50.2%	46.4%	50.4%	50.5%	45.6%	55.5%	45.7%
%H		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
16 - 19	49	47	29	4	31	18	13	45
%V	7.0%	7.0%	7.8%	6.7%	6.3%	7.0%	5.5%	8.1%
%H		95.9%	59.2%	8.2%	63.3%	36.7%	26.5%	91.8%
20 - 24	58	55	32	5	40	23	17	53
%V	8.3%	8.2%	8.6%	8.3%	8.1%	9.0%	7.2%	9.5%
%H		94.8%	55.2%	8.6%	69.0%	39.7%	29.3%	91.4%
25 - 34	124	117	71	13	80	47	33	107
%V	17.8%	17.5%	19.0%	21.7%	16.3%	18.4%	14.0%	19.3%
%H		94.4%	57.3%	10.5%	64.5%	37.9%	26.6%	86.3%
35 - 44	120	114	70	11	76	43	33	104
%V	17.2%	17.0%	18.8%	18.3%	15.5%	16.8%	14.0%	18.7%
%H		95.0%	58.3%	9.2%	63.3%	35.8%	27.5%	86.7%
45 - 54	126	122	70	9	91	48	43	110
%V	18.1%	18.2%	18.8%	15.0%	18.5%	18.8%	18.3%	19.8%
%H		96.8%	55.6%	7.1%	72.2%	38.1%	34.1%	87.3%
55 - 64	99	95	51	8	77	40	37	76
%V	14.2%	14.2%	13.7%	13.3%	15.7%	15.6%	15.7%	13.7%
%H		96.0%	51.5%	8.1%	77.8%	40.4%	37.4%	76.8%
65+	121	119	49	10	97	37	59	61
%V	17.4%	17.8%	13.1%	16.7%	19.8%	14.5%	25.1%	11.0%
%H		98.3%	40.5%	8.3%	80.2%	30.6%	48.8%	50.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
AB	153	148	96	12	110	67	42	142
%V	22.0%	22.1%	25.7%	20.0%	22.4%	26.2%	17.9%	25.6%
%H		96.7%	62.7%	7.8%	71.9%	43.8%	27.5%	92.8%
C1	166	159	88	18	118	67	51	145
%V	23.9%	23.8%	23.6%	30.0%	24.0%	26.2%	21.7%	26.1%
%H		95.8%	53.0%	10.8%	71.1%	40.4%	30.7%	87.3%
C2	171	165	92	13	123	63	60	137
%V	24.6%	24.7%	24.7%	21.7%	25.1%	24.6%	25.5%	24.7%
%H		96.5%	53.8%	7.6%	71.9%	36.8%	35.1%	80.1%
D	122	116	63	11	83	41	42	91
%V	17.5%	17.3%	16.9%	18.3%	16.9%	16.0%	17.9%	16.4%
%H		95.1%	51.6%	9.0%	68.0%	33.6%	34.4%	74.6%
E	85	80	34	6	59	19	40	41
%V	12.2%	12.0%	9.1%	10.0%	12.0%	7.4%	17.0%	7.4%
%H		94.1%	40.0%	7.1%	69.4%	22.4%	47.1%	48.2%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
Working full time	383	370	221	34	265	151	114	338
%V	55.0%	55.3%	59.2%	56.7%	54.0%	59.0%	48.5%	60.9%
%H		96.6%	57.7%	8.9%	69.2%	39.4%	29.8%	88.3%
Working part time	30	28	15	2	24	13	11	23
%V	4.3%	4.2%	4.0%	3.3%	4.9%	5.1%	4.7%	4.1%
%H		93.3%	50.0%	6.7%	80.0%	43.3%	36.7%	76.7%
Not working	283	272	136	24	203	93	110	194
%V	40.7%	40.7%	36.5%	40.0%	41.3%	36.3%	46.8%	35.0%
%H		96.1%	48.1%	8.5%	71.7%	32.9%	38.9%	68.6%
Housewife/Houseperson	139	128	53	11	97	35	63	74
%V	20.0%	19.1%	14.2%	18.3%	19.8%	13.7%	26.8%	13.3%
%H		92.1%	38.1%	7.9%	69.8%	25.2%	45.3%	53.2%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
16 - 19	45	43	26	4	32	19	14	41
%V	6.1%	6.0%	6.8%	6.2%	5.9%	7.1%	5.1%	7.2%
%H		95.6%	57.8%	8.9%	71.1%	42.2%	31.1%	91.1%
20 - 24	59	56	31	5	45	24	21	53
%V	8.0%	7.8%	8.1%	7.7%	8.3%	9.0%	7.6%	9.3%
%H		94.9%	52.5%	8.5%	76.3%	40.7%	35.6%	89.8%
25 - 34	130	126	73	16	82	45	37	111
%V	17.6%	17.5%	19.2%	24.6%	15.2%	16.9%	13.5%	19.4%
%H		96.9%	56.2%	12.3%	63.1%	34.6%	28.5%	85.4%
35 - 44	124	121	74	9	82	45	37	112
%V	16.8%	16.8%	19.4%	13.8%	15.2%	16.9%	13.5%	19.6%
%H		97.6%	59.7%	7.3%	66.1%	36.3%	29.8%	90.3%
45 - 54	130	128	76	10	97	55	42	117
%V	17.6%	17.8%	19.9%	15.4%	18.0%	20.7%	15.3%	20.5%
%H		98.5%	58.5%	7.7%	74.6%	42.3%	32.3%	90.0%
55 - 64	101	100	52	10	79	41	38	78
%V	13.7%	13.9%	13.6%	15.4%	14.6%	15.4%	13.8%	13.7%
%H		99.0%	51.5%	9.9%	78.2%	40.6%	37.6%	77.2%
65+	149	145	48	11	124	38	86	59
%V	20.2%	20.2%	12.6%	16.9%	23.0%	14.3%	31.3%	10.3%
%H		97.3%	32.2%	7.4%	83.2%	25.5%	57.7%	39.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
AB	153	150	88	15	114	67	48	139
%V	20.7%	20.9%	23.1%	23.1%	21.1%	25.2%	17.5%	24.3%
%H		98.0%	57.5%	9.8%	74.5%	43.8%	31.4%	90.8%
C1	190	184	98	18	141	74	67	162
%V	25.7%	25.6%	25.7%	27.7%	26.1%	27.8%	24.4%	28.4%
%H		96.8%	51.6%	9.5%	74.2%	38.9%	35.3%	85.3%
C2	146	143	80	10	106	53	53	121
%V	19.8%	19.9%	21.0%	15.4%	19.6%	19.9%	19.3%	21.2%
%H		97.9%	54.8%	6.8%	72.6%	36.3%	36.3%	82.9%
D	133	131	68	9	96	43	53	96
%V	18.0%	18.2%	17.8%	13.8%	17.8%	16.2%	19.3%	16.8%
%H		98.5%	51.1%	6.8%	72.2%	32.3%	39.8%	72.2%
E	115	112	45	13	83	29	54	54
%V	15.6%	15.6%	11.8%	20.0%	15.4%	10.9%	19.6%	9.5%
%H		97.4%	39.1%	11.3%	72.2%	25.2%	47.0%	47.0%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
Working full time	235	229	133	21	169	94	75	208
%V	31.8%	31.8%	34.9%	32.3%	31.3%	35.3%	27.3%	36.4%
%H		97.4%	56.6%	8.9%	71.9%	40.0%	31.9%	88.5%
Working part time	120	119	72	11	85	48	37	108
%V	16.3%	16.6%	18.9%	16.9%	15.7%	18.0%	13.5%	18.9%
%H		99.2%	60.0%	9.2%	70.8%	40.0%	30.8%	90.0%
Not working	382	372	176	33	287	124	163	255
%V	51.8%	51.7%	46.2%	50.8%	53.1%	46.6%	59.3%	44.7%
%H		97.4%	46.1%	8.6%	75.1%	32.5%	42.7%	66.8%
Housewife/Houseperson	584	570	297	52	424	203	221	440
%V	79.1%	79.3%	78.0%	80.0%	78.5%	76.3%	80.4%	77.1%
%H		97.6%	50.9%	8.9%	72.6%	34.8%	37.8%	75.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
AB	64	64	35	0	53	25	29	57
%V	22.2%	22.6%	22.7%	0.0%	22.4%	22.5%	23.0%	27.7%
%H (All HH)		100.0%	54.7%	0.0%	82.8%	39.1%	45.3%	89.1%
%H (TV HH)			54.7%	0.0%	82.8%	39.1%	45.3%	
C1	77	76	42	0	63	30	32	60
%V	26.7%	26.9%	27.3%	0.0%	26.6%	27.0%	25.4%	29.1%
%H (All HH)		98.7%	54.5%	0.0%	81.8%	39.0%	41.6%	77.9%
%H (TV HH)			55.3%	0.0%	82.9%	39.5%	42.1%	
C2	69	69	41	1	58	31	27	50
%V	24.0%	24.4%	26.6%	50.0%	24.5%	27.9%	21.4%	24.3%
%H (All HH)		100.0%	59.4%	1.4%	84.1%	44.9%	39.1%	72.5%
%H (TV HH)			59.4%	1.4%	84.1%	44.9%	39.1%	
D	41	41	22	0	34	17	18	28
%V	14.2%	14.5%	14.3%	0.0%	14.3%	15.3%	14.3%	13.6%
%H (All HH)		100.0%	53.7%	0.0%	82.9%	41.5%	43.9%	68.3%
%H (TV HH)			53.7%	0.0%	82.9%	41.5%	43.9%	
E	36	34	14	0	30	10	20	11
%V	12.5%	12.0%	9.1%	0.0%	12.7%	9.0%	15.9%	5.3%
%H (All HH)		94.4%	38.9%	0.0%	83.3%	27.8%	55.6%	30.6%
%H (TV HH)			41.2%	0.0%	88.2%	29.4%	58.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%V		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (All HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
%H (TV HH)								
Under 25	12	11	7	0	10	6	4	8
%V	4.2%	3.9%	4.5%	0.0%	4.2%	5.4%	3.2%	3.9%
%H (All HH)		91.7%	58.3%	0.0%	83.3%	50.0%	33.3%	66.7%
%H (TV HH)			63.6%	0.0%	90.9%	54.5%	36.4%	
25 - 34	36	36	27	1	24	17	7	31
%V	12.5%	12.7%	17.5%	50.0%	10.1%	15.3%	5.6%	15.0%
%H (All HH)		100.0%	75.0%	2.8%	66.7%	47.2%	19.4%	86.1%
%H (TV HH)			75.0%	2.8%	66.7%	47.2%	19.4%	
35 - 44	39	37	24	1	28	16	13	33
%V	13.5%	13.1%	15.6%	50.0%	11.8%	14.4%	10.3%	16.0%
%H (All HH)		94.9%	61.5%	2.6%	71.8%	41.0%	33.3%	84.6%
%H (TV HH)			64.9%	2.7%	75.7%	43.2%	35.1%	
45 - 54	55	54	32	0	46	24	22	48
%V	19.1%	19.1%	20.8%	0.0%	19.4%	21.6%	17.5%	23.3%
%H (All HH)		98.2%	58.2%	0.0%	83.6%	43.6%	40.0%	87.3%
%H (TV HH)			59.3%	0.0%	85.2%	44.4%	40.7%	
55 - 64	47	46	26	0	41	21	20	38
%V	16.3%	16.3%	16.9%	0.0%	17.3%	18.9%	15.9%	18.4%
%H (All HH)		97.9%	55.3%	0.0%	87.2%	44.7%	42.6%	80.9%
%H (TV HH)			56.5%	0.0%	89.1%	45.7%	43.5%	
65 +	99	99	38	0	88	28	60	47
%V	34.4%	35.0%	24.7%	0.0%	37.1%	25.2%	47.6%	22.8%
%H (All HH)		100.0%	38.4%	0.0%	88.9%	28.3%	60.6%	47.5%
%H (TV HH)			38.4%	0.0%	88.9%	28.3%	60.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
1	97	94	31	0	80	19	61	46
%V	33.7%	33.2%	20.1%	0.0%	33.8%	17.1%	48.4%	22.3%
%H (All HH)		96.9%	32.0%	0.0%	82.5%	19.6%	62.9%	47.4%
%H (TV HH)			33.0%	0.0%	85.1%	20.2%	64.9%	
2	112	111	65	1	95	50	45	87
%V	38.9%	39.2%	42.2%	50.0%	40.1%	45.0%	35.7%	42.2%
%H (All HH)		99.1%	58.0%	0.9%	84.8%	44.6%	40.2%	77.7%
%H (TV HH)			58.6%	0.9%	85.6%	45.0%	40.5%	
3	40	40	31	1	31	21	9	35
%V	13.9%	14.1%	20.1%	50.0%	13.1%	18.9%	7.1%	17.0%
%H (All HH)		100.0%	77.5%	2.5%	77.5%	52.5%	22.5%	87.5%
%H (TV HH)			77.5%	2.5%	77.5%	52.5%	22.5%	
4	26	26	18	1	20	14	7	24
%V	9.0%	9.2%	11.7%	50.0%	8.4%	12.6%	5.6%	11.7%
%H (All HH)		100.0%	69.2%	3.8%	76.9%	53.8%	26.9%	92.3%
%H (TV HH)			69.2%	3.8%	76.9%	53.8%	26.9%	
5+	13	13	10	0	11	8	4	13
%V	4.5%	4.6%	6.5%	0.0%	4.6%	7.2%	3.2%	6.3%
%H (All HH)		100.0%	76.9%	0.0%	84.6%	61.5%	30.8%	100.0%
%H (TV HH)			76.9%	0.0%	84.6%	61.5%	30.8%	
Average HH size	2.14	2.14	2.43	2.87	2.12	2.47	1.80	2.39

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
Without	230	226	109	1	195	80	115	153
%V	79.9%	79.9%	70.8%	50.0%	82.3%	72.1%	91.3%	74.3%
%H (All HH)		98.3%	47.4%	0.4%	84.8%	34.8%	50.0%	66.5%
%H (TV HH)			48.2%	0.4%	86.3%	35.4%	50.9%	
With	58	57	45	1	42	31	11	52
%V	20.1%	20.1%	29.2%	50.0%	17.7%	27.9%	8.7%	25.2%
%H (All HH)		98.3%	77.6%	1.7%	72.4%	53.4%	19.0%	89.7%
%H (TV HH)			78.9%	1.8%	73.7%	54.4%	19.3%	
0 - 3	19	19	15	1	13	10	3	18
%V	6.6%	6.7%	9.7%	50.0%	5.5%	9.0%	2.4%	8.7%
%H (All HH)		100.0%	78.9%	5.3%	68.4%	52.6%	15.8%	94.7%
%H (TV HH)			78.9%	5.3%	68.4%	52.6%	15.8%	
4 - 9	32	31	24	1	24	18	7	29
%V	11.1%	11.0%	15.6%	50.0%	10.1%	16.2%	5.6%	14.1%
%H (All HH)		96.9%	75.0%	3.1%	75.0%	56.3%	21.9%	90.6%
%H (TV HH)			77.4%	3.2%	77.4%	58.1%	22.6%	
10 - 15	26	25	19	0	20	14	6	25
%V	9.0%	8.8%	12.3%	0.0%	8.4%	12.6%	4.8%	12.1%
%H (All HH)		96.2%	73.1%	0.0%	76.9%	53.8%	23.1%	96.2%
%H (TV HH)			76.0%	0.0%	80.0%	56.0%	24.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
1	119	119	47	1	93	24	69	69
%V	41.3%	42.0%	30.5%	50.0%	39.2%	21.6%	54.8%	33.5%
%H (All HH)		100.0%	39.5%	0.8%	78.2%	20.2%	58.0%	58.0%
%H (TV HH)			39.5%	0.8%	78.2%	20.2%	58.0%	
2	94	94	55	1	85	46	39	70
%V	32.6%	33.2%	35.7%	50.0%	35.9%	41.4%	31.0%	34.0%
%H (All HH)		100.0%	58.5%	1.1%	90.4%	48.9%	41.5%	74.5%
%H (TV HH)			58.5%	1.1%	90.4%	48.9%	41.5%	
3	46	46	33	0	37	25	13	41
%V	16.0%	16.3%	21.4%	0.0%	15.6%	22.5%	10.3%	19.9%
%H (All HH)		100.0%	71.7%	0.0%	80.4%	54.3%	28.3%	89.1%
%H (TV HH)			71.7%	0.0%	80.4%	54.3%	28.3%	
4	18	18	13	0	16	12	5	18
%V	6.3%	6.4%	8.4%	0.0%	6.8%	10.8%	4.0%	8.7%
%H (All HH)		100.0%	72.2%	0.0%	88.9%	66.7%	27.8%	100.0%
%H (TV HH)			72.2%	0.0%	88.9%	66.7%	27.8%	
5+	7	7	6	0	6	5	1	7
%V	2.4%	2.5%	3.9%	0.0%	2.5%	4.5%	0.8%	3.4%
%H (All HH)		100.0%	85.7%	0.0%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	85.7%	71.4%	14.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
Under 20"	86	86	49	0	80	44	36	68
%V	29.9%	30.4%	31.8%	0.0%	33.8%	39.6%	28.6%	33.0%
%H (All HH)		100.0%	57.0%	0.0%	93.0%	51.2%	41.9%	79.1%
%H (TV HH)			57.0%	0.0%	93.0%	51.2%	41.9%	
20" - 29"	112	112	49	0	101	39	62	77
%V	38.9%	39.6%	31.8%	0.0%	42.6%	35.1%	49.2%	37.4%
%H (All HH)		100.0%	43.8%	0.0%	90.2%	34.8%	55.4%	68.8%
%H (TV HH)			43.8%	0.0%	90.2%	34.8%	55.4%	
30" - 39"	145	145	88	1	122	67	56	108
%V	50.3%	51.2%	57.1%	50.0%	51.5%	60.4%	44.4%	52.4%
%H (All HH)		100.0%	60.7%	0.7%	84.1%	46.2%	38.6%	74.5%
%H (TV HH)			60.7%	0.7%	84.1%	46.2%	38.6%	
40" and over	106	106	78	1	84	56	27	89
%V	36.8%	37.5%	50.6%	50.0%	35.4%	50.5%	21.4%	43.2%
%H (All HH)		100.0%	73.6%	0.9%	79.2%	52.8%	25.5%	84.0%
%H (TV HH)			73.6%	0.9%	79.2%	52.8%	25.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%V (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
Main living room	279	279	153	2	235	111	124	200
%V	96.9%	98.6%	99.4%	100.0%	99.2%	100.0%	98.4%	97.1%
%H (All HH)		100.0%	54.8%	0.7%	84.2%	39.8%	44.4%	71.7%
%H (TV HH)			54.8%	0.7%	84.2%	39.8%	44.4%	
Kitchen	48	48	31	0	44	27	17	40
%V	16.7%	17.0%	20.1%	0.0%	18.6%	24.3%	13.5%	19.4%
%H (All HH)		100.0%	64.6%	0.0%	91.7%	56.3%	35.4%	83.3%
%H (TV HH)			64.6%	0.0%	91.7%	56.3%	35.4%	
Adult's bedroom	113	113	77	1	100	65	35	96
%V	39.2%	39.9%	50.0%	50.0%	42.2%	58.6%	27.8%	46.6%
%H (All HH)		100.0%	68.1%	0.9%	88.5%	57.5%	31.0%	85.0%
%H (TV HH)			68.1%	0.9%	88.5%	57.5%	31.0%	
Child's bedroom	28	28	21	0	21	15	6	23
%V	9.7%	9.9%	13.6%	0.0%	8.9%	13.5%	4.8%	11.2%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	53.6%	21.4%	82.1%
%H (TV HH)			75.0%	0.0%	75.0%	53.6%	21.4%	
Other bedroom	2	2	1	0	2	1	1	2
%V	0.7%	0.7%	0.6%	0.0%	0.8%	0.9%	0.8%	1.0%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Second living/dining room	26	26	14	0	22	11	11	22
%V	9.0%	9.2%	9.1%	0.0%	9.3%	9.9%	8.7%	10.7%
%H (All HH)		100.0%	53.8%	0.0%	84.6%	42.3%	42.3%	84.6%
%H (TV HH)			53.8%	0.0%	84.6%	42.3%	42.3%	
Study/office	3	3	2	0	3	2	1	3
%V	1.0%	1.1%	1.3%	0.0%	1.3%	1.8%	0.8%	1.5%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
TV room	3	3	1	0	3	1	2	2
%V	1.0%	1.1%	0.6%	0.0%	1.3%	0.9%	1.6%	1.0%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Conservatory	4	4	2	0	4	2	2	4
%V	1.4%	1.4%	1.3%	0.0%	1.7%	1.8%	1.6%	1.9%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	1	0	2	1	1	1
%V	0.7%	0.7%	0.6%	0.0%	0.8%	0.9%	0.8%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
Any DSAT provider	154	154	154	1	110	110	0	127
%V	53.5%	54.4%	100.0%	50.0%	46.4%	99.1%	0.0%	61.7%
%H (All HH)			100.0%	0.6%	71.4%	71.4%	0.0%	82.5%
%H (TV HH)			100.0%	0.6%	71.4%	71.4%	0.0%	
Sky with subcription	125	125	125	1	90	90	0	106
%V	43.4%	44.2%	81.2%	50.0%	38.0%	81.1%	0.0%	51.5%
%H (All HH)			100.0%	0.8%	72.0%	72.0%	0.0%	84.8%
%H (TV HH)			100.0%	0.8%	72.0%	72.0%	0.0%	
Sky without subscription	9	9	9	0	6	6	0	5
%V	3.1%	3.2%	5.8%	0.0%	2.5%	5.4%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	55.6%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Freesat	19	19	19	0	12	12	0	15
%V	6.6%	6.7%	12.3%	0.0%	5.1%	10.8%	0.0%	7.3%
%H (All HH)			100.0%	0.0%	63.2%	63.2%	0.0%	78.9%
%H (TV HH)			100.0%	0.0%	63.2%	63.2%	0.0%	
Other satellite provider	2	2	2	0	2	2	0	2
%V	0.7%	0.7%	1.3%	0.0%	0.8%	1.8%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
DCAB	2	2	1	2	1	1	0	2
%V	0.7%	0.7%	0.6%	100.0%	0.4%	0.9%	0.0%	1.0%
%H (All HH)			50.0%	100.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	100.0%	50.0%	50.0%	0.0%	
DTT	237	237	110	1	237	111	126	167
%V	82.3%	83.7%	71.4%	50.0%	100.0%	100.0%	100.0%	81.1%
%H (All HH)		100.0%	46.4%	0.4%	100.0%	46.8%	53.2%	70.5%
%H (TV HH)			46.4%	0.4%	100.0%	46.8%	53.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%H (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
PVR	173	173	131	2	134	94	40	145
%V	60.1%	61.1%	85.1%	100.0%	56.5%	84.7%	31.7%	70.4%
%H (All HH)		100.0%	75.7%	1.2%	77.5%	54.3%	23.1%	83.8%
%H (TV HH)			75.7%	1.2%	77.5%	54.3%	23.1%	
DVDR	12	12	5	0	10	3	7	10
%V	4.2%	4.2%	3.2%	0.0%	4.2%	2.7%	5.6%	4.9%
%H (All HH)		100.0%	41.7%	0.0%	83.3%	25.0%	58.3%	83.3%
%H (TV HH)			41.7%	0.0%	83.3%	25.0%	58.3%	
VCR	6	6	1	0	5	0	5	2
%V	2.1%	2.1%	0.6%	0.0%	2.1%	0.0%	4.0%	1.0%
%H (All HH)		100.0%	16.7%	0.0%	83.3%	0.0%	83.3%	33.3%
%H (TV HH)			16.7%	0.0%	83.3%	0.0%	83.3%	
Any recorder	182	182	131	2	143	94	49	150
%V	63.2%	64.3%	85.1%	100.0%	60.3%	84.7%	38.9%	72.8%
%H (All HH)		100.0%	72.0%	1.1%	78.6%	51.6%	26.9%	82.4%
%H (TV HH)			72.0%	1.1%	78.6%	51.6%	26.9%	
Receives HDTV (via STB or built-in reception)	102	102	83	2	75	57	18	92
%V	35.4%	36.0%	53.9%	100.0%	31.6%	51.4%	14.3%	44.7%
%H (All HH)		100.0%	81.4%	2.0%	73.5%	55.9%	17.6%	90.2%
%H (TV HH)			81.4%	2.0%	73.5%	55.9%	17.6%	
DVD/Blu-ray player or recorder	240	240	139	1	204	104	100	184
%V	83.3%	84.8%	90.3%	50.0%	86.1%	93.7%	79.4%	89.3%
%H (All HH)		100.0%	57.9%	0.4%	85.0%	43.3%	41.7%	76.7%
%H (TV HH)			57.9%	0.4%	85.0%	43.3%	41.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	154	2	237	111	126	206
%V (All HH)		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%
%H (TV HH)			54.4%	0.7%	83.7%	39.2%	44.5%	
Has broadband internet	206	203	127	2	167	94	73	206
%V	71.5%	71.7%	82.5%	100.0%	70.5%	84.7%	57.9%	100.0%
%H (All HH)		98.5%	61.7%	1.0%	81.1%	45.6%	35.4%	100.0%
%H (TV HH)			62.6%	1.0%	82.3%	46.3%	36.0%	
Number of computers (PCs and laptops)								
0	75	73	24	0	63	14	49	4
%V	26.0%	25.8%	15.6%	0.0%	26.6%	12.6%	38.9%	1.9%
%H (All HH)		97.3%	32.0%	0.0%	84.0%	18.7%	65.3%	5.3%
%H (TV HH)			32.9%	0.0%	86.3%	19.2%	67.1%	
1	97	95	54	1	80	41	39	88
%V	33.7%	33.6%	35.1%	50.0%	33.8%	36.9%	31.0%	42.7%
%H (All HH)		97.9%	55.7%	1.0%	82.5%	42.3%	40.2%	90.7%
%H (TV HH)			56.8%	1.1%	84.2%	43.2%	41.1%	
2	67	66	40	0	57	31	26	66
%V	23.3%	23.3%	26.0%	0.0%	24.1%	27.9%	20.6%	32.0%
%H (All HH)		98.5%	59.7%	0.0%	85.1%	46.3%	38.8%	98.5%
%H (TV HH)			60.6%	0.0%	86.4%	47.0%	39.4%	
3	29	29	21	1	22	14	8	28
%V	10.1%	10.2%	13.6%	50.0%	9.3%	12.6%	6.3%	13.6%
%H (All HH)		100.0%	72.4%	3.4%	75.9%	48.3%	27.6%	96.6%
%H (TV HH)			72.4%	3.4%	75.9%	48.3%	27.6%	
4	9	9	8	0	7	5	2	9
%V	3.1%	3.2%	5.2%	0.0%	3.0%	4.5%	1.6%	4.4%
%H (All HH)		100.0%	88.9%	0.0%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			88.9%	0.0%	77.8%	55.6%	22.2%	
5+	11	11	8	0	8	5	3	11
%V	3.8%	3.9%	5.2%	0.0%	3.4%	4.5%	2.4%	5.3%
%H (All HH)		100.0%	72.7%	0.0%	72.7%	45.5%	27.3%	100.0%
%H (TV HH)			72.7%	0.0%	72.7%	45.5%	27.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	550	338	3	472	263	209	435
%H		61.5%	0.5%	85.8%	47.8%	38.0%	79.1%
Under 20"	109	65	0	101	58	42	89
%V	19.8%	19.2%	0.0%	21.4%	22.1%	20.1%	20.5%
%H		59.6%	0.0%	92.7%	53.2%	38.5%	81.7%
20" - 29"	139	65	0	125	52	73	101
%V	25.3%	19.2%	0.0%	26.5%	19.8%	34.9%	23.2%
%H		46.8%	0.0%	89.9%	37.4%	52.5%	72.7%
30" - 39"	171	108	2	144	83	62	133
%V	31.1%	32.0%	66.7%	30.5%	31.6%	29.7%	30.6%
%H		63.2%	1.2%	84.2%	48.5%	36.3%	77.8%
40" and over	123	93	1	96	67	29	106
%V	22.4%	27.5%	33.3%	20.3%	25.5%	13.9%	24.4%
%H		75.6%	0.8%	78.0%	54.5%	23.6%	86.2%
Don't know	2	2	0	1	0	1	1
%V	0.4%	0.6%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		100.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Not Asked	6	5	0	5	3	2	5
%V	1.1%	1.5%	0.0%	1.1%	1.1%	1.0%	1.1%
%H		83.3%	0.0%	83.3%	50.0%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	550	338	3	472	263	209	435
%H		61.5%	0.5%	85.8%	47.8%	38.0%	79.1%
Main living room	280	153	2	236	111	124	201
%V	50.9%	45.3%	66.7%	50.0%	42.2%	59.3%	46.2%
%H		54.6%	0.7%	84.3%	39.6%	44.3%	71.8%
Kitchen	48	31	0	44	27	17	40
%V	8.7%	9.2%	0.0%	9.3%	10.3%	8.1%	9.2%
%H		64.6%	0.0%	91.7%	56.3%	35.4%	83.3%
Adult's bedroom	139	98	1	123	84	40	121
%V	25.3%	29.0%	33.3%	26.1%	31.9%	19.1%	27.8%
%H		70.5%	0.7%	88.5%	60.4%	28.8%	87.1%
Child's bedroom	36	30	0	27	20	7	31
%V	6.5%	8.9%	0.0%	5.7%	7.6%	3.3%	7.1%
%H		83.3%	0.0%	75.0%	55.6%	19.4%	86.1%
Other bedroom	2	1	0	2	1	1	2
%V	0.4%	0.3%	0.0%	0.4%	0.4%	0.5%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Second living/dining room	26	14	0	22	11	11	22
%V	4.7%	4.1%	0.0%	4.7%	4.2%	5.3%	5.1%
%H		53.8%	0.0%	84.6%	42.3%	42.3%	84.6%
Study/office	3	2	0	3	2	1	3
%V	0.5%	0.6%	0.0%	0.6%	0.8%	0.5%	0.7%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
TV room	3	1	0	3	1	2	2
%V	0.5%	0.3%	0.0%	0.6%	0.4%	1.0%	0.5%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Conservatory	4	2	0	4	2	2	4
%V	0.7%	0.6%	0.0%	0.8%	0.8%	1.0%	0.9%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	3	1	0	3	1	2	2
%V	0.5%	0.3%	0.0%	0.6%	0.4%	1.0%	0.5%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Not Asked	6	5	0	5	3	2	5
%V	1.1%	1.5%	0.0%	1.1%	1.1%	1.0%	1.1%
%H		83.3%	0.0%	83.3%	50.0%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	550	338	3	472	263	209	435
%H		61.5%	0.5%	85.8%	47.8%	38.0%	79.1%
PVR	218	174	3	161	119	43	188
%V	39.6%	51.5%	100.0%	34.1%	45.2%	20.6%	43.2%
%H		79.8%	1.4%	73.9%	54.6%	19.7%	86.2%
DVDR	13	5	0	11	3	8	11
%V	2.4%	1.5%	0.0%	2.3%	1.1%	3.8%	2.5%
%H		38.5%	0.0%	84.6%	23.1%	61.5%	84.6%
VCR	6	1	0	5	0	5	2
%V	1.1%	0.3%	0.0%	1.1%	0.0%	2.4%	0.5%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	33.3%
Any recorder	228	175	3	171	120	52	195
%V	41.5%	51.8%	100.0%	36.2%	45.6%	24.9%	44.8%
%H		76.8%	1.3%	75.0%	52.6%	22.8%	85.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	550	338	3	472	263	209	435
%H		61.5%	0.5%	85.8%	47.8%	38.0%	79.1%
Receives HDTV (via STB or built-in reception)	138	111	2	103	77	26	127
%V	25.1%	32.8%	66.7%	21.8%	29.3%	12.4%	29.2%
%H		80.4%	1.4%	74.6%	55.8%	18.8%	92.0%
DVD/Blu-ray player or recorder	336	210	2	293	169	125	274
%V	61.1%	62.1%	66.7%	62.1%	64.3%	59.8%	63.0%
%H		62.5%	0.6%	87.2%	50.3%	37.2%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	282	154	2	237	111	126	202
%H		54.6%	0.7%	84.0%	39.4%	44.7%	71.6%
Under 20"	7	1	0	6	0	6	5
%V	2.5%	0.6%	0.0%	2.5%	0.0%	4.8%	2.5%
%H		14.3%	0.0%	85.7%	0.0%	85.7%	71.4%
20" - 29"	61	17	0	56	12	44	34
%V	21.6%	11.0%	0.0%	23.6%	10.8%	34.9%	16.8%
%H		27.9%	0.0%	91.8%	19.7%	72.1%	55.7%
30" - 39"	112	61	1	96	46	50	78
%V	39.7%	39.6%	50.0%	40.5%	41.4%	39.7%	38.6%
%H		54.5%	0.9%	85.7%	41.1%	44.6%	69.6%
40" and over	100	74	1	79	53	26	85
%V	35.5%	48.1%	50.0%	33.3%	47.7%	20.6%	42.1%
%H		74.0%	1.0%	79.0%	53.0%	26.0%	85.0%
Don't know	1	0	0	1	0	1	0
%V	0.4%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Not Asked	1	1	0	0	0	0	0
%V	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	282	154	2	237	111	126	202
%H		54.6%	0.7%	84.0%	39.4%	44.7%	71.6%
PVR	167	129	2	129	92	37	139
%V	59.2%	83.8%	100.0%	54.4%	82.9%	29.4%	68.8%
%H		77.2%	1.2%	77.2%	55.1%	22.2%	83.2%
DVDR	11	4	0	9	2	7	9
%V	3.9%	2.6%	0.0%	3.8%	1.8%	5.6%	4.5%
%H		36.4%	0.0%	81.8%	18.2%	63.6%	81.8%
VCR	6	1	0	5	0	5	2
%V	2.1%	0.6%	0.0%	2.1%	0.0%	4.0%	1.0%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	33.3%
Any recorder	176	129	2	138	92	46	144
%V	62.4%	83.8%	100.0%	58.2%	82.9%	36.5%	71.3%
%H		73.3%	1.1%	78.4%	52.3%	26.1%	81.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	282	154	2	237	111	126	202
%H		54.6%	0.7%	84.0%	39.4%	44.7%	71.6%
Receives HDTV (via STB or built-in reception)	99	81	2	72	55	16	90
%V	35.1%	52.6%	100.0%	30.4%	49.5%	12.7%	44.6%
%H		81.8%	2.0%	72.7%	55.6%	16.2%	90.9%
DVD/Blu-ray player or recorder	230	132	1	194	97	97	176
%V	81.6%	85.7%	50.0%	81.9%	87.4%	77.0%	87.1%
%H		57.4%	0.4%	84.3%	42.2%	42.2%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	268	184	1	234	151	83	233
%H		68.7%	0.4%	87.3%	56.3%	31.0%	86.9%
Under 20"	101	64	0	94	58	37	84
%V	37.7%	34.8%	0.0%	40.2%	38.4%	44.6%	36.1%
%H		63.4%	0.0%	93.1%	57.4%	36.6%	83.2%
20" - 29"	78	48	0	69	40	29	66
%V	29.1%	26.1%	0.0%	29.5%	26.5%	34.9%	28.3%
%H		61.5%	0.0%	88.5%	51.3%	37.2%	84.6%
30" - 39"	59	47	1	49	37	12	55
%V	22.0%	25.5%	100.0%	20.9%	24.5%	14.5%	23.6%
%H		79.7%	1.7%	83.1%	62.7%	20.3%	93.2%
40" and over	23	19	0	17	14	4	22
%V	8.6%	10.3%	0.0%	7.3%	9.3%	4.8%	9.4%
%H		82.6%	0.0%	73.9%	60.9%	17.4%	95.7%
Don't know	1	1	0	0	0	0	1
%V	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.4%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Not Asked	6	5	0	5	2	1	5
%V	2.2%	2.7%	0.0%	2.1%	1.3%	1.2%	2.1%
%H		83.3%	0.0%	83.3%	33.3%	16.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	268	184	1	234	151	83	233
%H		68.7%	0.4%	87.3%	56.3%	31.0%	86.9%
PVR	50	45	1	32	27	6	49
%V	18.7%	24.5%	100.0%	13.7%	17.9%	7.2%	21.0%
%H		90.0%	2.0%	64.0%	54.0%	12.0%	98.0%
DVDR	2	1	0	2	1	1	1
%V	0.7%	0.5%	0.0%	0.9%	0.7%	1.2%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	52	46	1	34	28	6	50
%V	19.4%	25.0%	100.0%	14.5%	18.5%	7.2%	21.5%
%H		88.5%	1.9%	65.4%	53.8%	11.5%	96.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	268	184	1	234	151	83	233
%H		68.7%	0.4%	87.3%	56.3%	31.0%	86.9%
Receives HDTV (via STB or built-in reception)	39	29	1	31	21	10	37
%V	14.6%	15.8%	100.0%	13.2%	13.9%	12.0%	15.9%
%H		74.4%	2.6%	79.5%	53.8%	25.6%	94.9%
DVD/Blu-ray player or recorder	106	78	0	99	72	28	98
%V	39.6%	42.4%	0.0%	42.3%	47.7%	33.7%	42.1%
%H		73.6%	0.0%	93.4%	67.9%	26.4%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	615	607	373	6	502	276	227	493
%H		98.7%	60.7%	1.0%	81.6%	44.9%	36.9%	80.2%
Total Children	99	97	76	2	74	55	20	91
%V	16.1%	16.0%	20.4%	33.3%	14.7%	19.9%	8.8%	18.5%
%H		98.0%	76.8%	2.0%	74.7%	55.6%	20.2%	91.9%
0 - 3	24	24	19	1	16	12	4	21
%V	3.9%	4.0%	5.1%	16.7%	3.2%	4.3%	1.8%	4.3%
%H		100.0%	79.2%	4.2%	66.7%	50.0%	16.7%	87.5%
4 - 15	75	74	57	1	58	42	16	69
%V	12.2%	12.2%	15.3%	16.7%	11.6%	15.2%	7.0%	14.0%
%H		98.7%	76.0%	1.3%	77.3%	56.0%	21.3%	92.0%
4 - 9	43	42	32	1	33	24	10	39
%V	7.0%	6.9%	8.6%	16.7%	6.6%	8.7%	4.4%	7.9%
%H		97.7%	74.4%	2.3%	76.7%	55.8%	23.3%	90.7%
10 - 15	33	32	25	0	25	18	6	31
%V	5.4%	5.3%	6.7%	0.0%	5.0%	6.5%	2.6%	6.3%
%H		97.0%	75.8%	0.0%	75.8%	54.5%	18.2%	93.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	615	607	373	6	502	276	227	493
%H		98.7%	60.7%	1.0%	81.6%	44.9%	36.9%	80.2%
Total Adults (16+)	517	509	297	4	428	221	207	402
%V	84.1%	83.9%	79.6%	66.7%	85.3%	80.1%	91.2%	81.5%
%H		98.5%	57.4%	0.8%	82.8%	42.7%	40.0%	77.8%
16 - 19	28	28	18	1	23	13	10	25
%V	4.6%	4.6%	4.8%	16.7%	4.6%	4.7%	4.4%	5.1%
%H		100.0%	64.3%	3.6%	82.1%	46.4%	35.7%	89.3%
20 - 24	31	30	20	0	26	16	9	24
%V	5.0%	4.9%	5.4%	0.0%	5.2%	5.8%	4.0%	4.9%
%H		96.8%	64.5%	0.0%	83.9%	51.6%	29.0%	77.4%
25 - 34	67	67	51	1	48	34	14	60
%V	10.9%	11.0%	13.7%	16.7%	9.6%	12.3%	6.2%	12.2%
%H		100.0%	76.1%	1.5%	71.6%	50.7%	20.9%	89.6%
35 - 44	67	65	43	1	51	30	21	61
%V	10.9%	10.7%	11.5%	16.7%	10.2%	10.9%	9.3%	12.4%
%H		97.0%	64.2%	1.5%	76.1%	44.8%	31.3%	91.0%
45 - 54	98	96	60	0	83	47	36	87
%V	15.9%	15.8%	16.1%	0.0%	16.5%	17.0%	15.9%	17.6%
%H		98.0%	61.2%	0.0%	84.7%	48.0%	36.7%	88.8%
55 - 64	72	71	41	0	61	32	29	61
%V	11.7%	11.7%	11.0%	0.0%	12.2%	11.6%	12.8%	12.4%
%H		98.6%	56.9%	0.0%	84.7%	44.4%	40.3%	84.7%
65+	153	152	65	1	136	50	86	84
%V	24.9%	25.0%	17.4%	16.7%	27.1%	18.1%	37.9%	17.0%
%H		99.3%	42.5%	0.7%	88.9%	32.7%	56.2%	54.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	517	509	297	4	428	221	207	402
%H		98.5%	57.4%	0.8%	82.8%	42.7%	40.0%	77.8%
AB	127	126	73	0	106	53	53	118
%V	24.6%	24.8%	24.6%	0.0%	24.8%	24.0%	25.6%	29.4%
%H		99.2%	57.5%	0.0%	83.5%	41.7%	41.7%	92.9%
C1	135	132	79	1	109	57	52	109
%V	26.1%	25.9%	26.6%	25.0%	25.5%	25.8%	25.1%	27.1%
%H		97.8%	58.5%	0.7%	80.7%	42.2%	38.5%	80.7%
C2	135	135	84	3	113	64	49	107
%V	26.1%	26.5%	28.3%	75.0%	26.4%	29.0%	23.7%	26.6%
%H		100.0%	62.2%	2.2%	83.7%	47.4%	36.3%	79.3%
D	71	69	39	1	59	30	29	49
%V	13.7%	13.6%	13.1%	25.0%	13.8%	13.6%	14.0%	12.2%
%H		97.2%	54.9%	1.4%	83.1%	42.3%	40.8%	69.0%
E	49	47	22	0	41	17	25	19
%V	9.5%	9.2%	7.4%	0.0%	9.6%	7.7%	12.1%	4.7%
%H		95.9%	44.9%	0.0%	83.7%	34.7%	51.0%	38.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	517	509	297	4	428	221	207	402
%H		98.5%	57.4%	0.8%	82.8%	42.7%	40.0%	77.8%
Working full time	215	213	143	1	172	104	68	195
%V	41.6%	41.8%	48.1%	25.0%	40.2%	47.1%	32.9%	48.5%
%H		99.1%	66.5%	0.5%	80.0%	48.4%	31.6%	90.7%
Working part time	60	59	35	1	51	29	23	52
%V	11.6%	11.6%	11.8%	25.0%	11.9%	13.1%	11.1%	12.9%
%H		98.3%	58.3%	1.7%	85.0%	48.3%	38.3%	86.7%
Not working	242	237	119	2	205	89	116	155
%V	46.8%	46.6%	40.1%	50.0%	47.9%	40.3%	56.0%	38.6%
%H		97.9%	49.2%	0.8%	84.7%	36.8%	47.9%	64.0%
Housewife/Houseperson	288	283	154	2	237	111	126	206
%V	55.7%	55.6%	51.9%	50.0%	55.4%	50.2%	60.9%	51.2%
%H		98.3%	53.5%	0.7%	82.3%	38.5%	43.8%	71.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	254	250	150	1	208	110	98	204
%H		98.4%	59.1%	0.4%	81.9%	43.3%	38.6%	80.3%
16 - 19	15	15	9	0	12	6	5	13
%V	5.9%	6.0%	6.0%	0.0%	5.8%	5.5%	5.1%	6.4%
%H		100.0%	60.0%	0.0%	80.0%	40.0%	33.3%	86.7%
20 - 24	17	16	11	0	14	8	6	14
%V	6.7%	6.4%	7.3%	0.0%	6.7%	7.3%	6.1%	6.9%
%H		94.1%	64.7%	0.0%	82.4%	47.1%	35.3%	82.4%
25 - 34	33	33	25	0	23	15	7	30
%V	13.0%	13.2%	16.7%	0.0%	11.1%	13.6%	7.1%	14.7%
%H		100.0%	75.8%	0.0%	69.7%	45.5%	21.2%	90.9%
35 - 44	35	35	22	1	27	15	12	32
%V	13.8%	14.0%	14.7%	100.0%	13.0%	13.6%	12.2%	15.7%
%H		100.0%	62.9%	2.9%	77.1%	42.9%	34.3%	91.4%
45 - 54	50	49	31	0	41	24	17	45
%V	19.7%	19.6%	20.7%	0.0%	19.7%	21.8%	17.3%	22.1%
%H		98.0%	62.0%	0.0%	82.0%	48.0%	34.0%	90.0%
55 - 64	35	34	20	0	28	14	14	29
%V	13.8%	13.6%	13.3%	0.0%	13.5%	12.7%	14.3%	14.2%
%H		97.1%	57.1%	0.0%	80.0%	40.0%	40.0%	82.9%
65+	69	69	32	1	62	26	36	40
%V	27.2%	27.6%	21.3%	100.0%	29.8%	23.6%	36.7%	19.6%
%H		100.0%	46.4%	1.4%	89.9%	37.7%	52.2%	58.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	254	250	150	1	208	110	98	204
%H		98.4%	59.1%	0.4%	81.9%	43.3%	38.6%	80.3%
AB	66	66	39	0	55	28	27	63
%V	26.0%	26.4%	26.0%	0.0%	26.4%	25.5%	27.6%	30.9%
%H		100.0%	59.1%	0.0%	83.3%	42.4%	40.9%	95.5%
C1	58	57	35	0	46	25	21	48
%V	22.8%	22.8%	23.3%	0.0%	22.1%	22.7%	21.4%	23.5%
%H		98.3%	60.3%	0.0%	79.3%	43.1%	36.2%	82.8%
C2	73	73	45	1	61	35	26	59
%V	28.7%	29.2%	30.0%	100.0%	29.3%	31.8%	26.5%	28.9%
%H		100.0%	61.6%	1.4%	83.6%	47.9%	35.6%	80.8%
D	35	34	20	0	28	14	14	24
%V	13.8%	13.6%	13.3%	0.0%	13.5%	12.7%	14.3%	11.8%
%H		97.1%	57.1%	0.0%	80.0%	40.0%	40.0%	68.6%
E	22	20	11	0	17	8	9	9
%V	8.7%	8.0%	7.3%	0.0%	8.2%	7.3%	9.2%	4.4%
%H		90.9%	50.0%	0.0%	77.3%	36.4%	40.9%	40.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	254	250	150	1	208	110	98	204
%H		98.4%	59.1%	0.4%	81.9%	43.3%	38.6%	80.3%
Working full time	136	135	92	1	108	66	42	125
%V	53.5%	54.0%	61.3%	100.0%	51.9%	60.0%	42.9%	61.3%
%H		99.3%	67.6%	0.7%	79.4%	48.5%	30.9%	91.9%
Working part time	11	11	5	0	9	3	6	8
%V	4.3%	4.4%	3.3%	0.0%	4.3%	2.7%	6.1%	3.9%
%H		100.0%	45.5%	0.0%	81.8%	27.3%	54.5%	72.7%
Not working	106	103	53	1	90	41	49	70
%V	41.7%	41.2%	35.3%	100.0%	43.3%	37.3%	50.0%	34.3%
%H		97.2%	50.0%	0.9%	84.9%	38.7%	46.2%	66.0%
Housewife/Houseperson	61	59	28	0	48	17	30	37
%V	24.0%	23.6%	18.7%	0.0%	23.1%	15.5%	30.6%	18.1%
%H		96.7%	45.9%	0.0%	78.7%	27.9%	49.2%	60.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	260	147	3	220	111	109	198
%H		98.9%	55.9%	1.1%	83.7%	42.2%	41.4%	75.3%
16 - 19	14	14	9	1	11	6	5	12
%V	5.3%	5.4%	6.1%	33.3%	5.0%	5.4%	4.6%	6.1%
%H		100.0%	64.3%	7.1%	78.6%	42.9%	35.7%	85.7%
20 - 24	14	13	9	0	12	8	4	10
%V	5.3%	5.0%	6.1%	0.0%	5.5%	7.2%	3.7%	5.1%
%H		92.9%	64.3%	0.0%	85.7%	57.1%	28.6%	71.4%
25 - 34	34	34	26	1	25	18	7	30
%V	12.9%	13.1%	17.7%	33.3%	11.4%	16.2%	6.4%	15.2%
%H		100.0%	76.5%	2.9%	73.5%	52.9%	20.6%	88.2%
35 - 44	32	31	21	1	23	14	9	29
%V	12.2%	11.9%	14.3%	33.3%	10.5%	12.6%	8.3%	14.6%
%H		96.9%	65.6%	3.1%	71.9%	43.8%	28.1%	90.6%
45 - 54	48	47	28	0	42	23	19	42
%V	18.3%	18.1%	19.0%	0.0%	19.1%	20.7%	17.4%	21.2%
%H		97.9%	58.3%	0.0%	87.5%	47.9%	39.6%	87.5%
55 - 64	37	37	21	0	33	18	15	32
%V	14.1%	14.2%	14.3%	0.0%	15.0%	16.2%	13.8%	16.2%
%H		100.0%	56.8%	0.0%	89.2%	48.6%	40.5%	86.5%
65+	84	84	33	0	73	23	50	44
%V	31.9%	32.3%	22.4%	0.0%	33.2%	20.7%	45.9%	22.2%
%H		100.0%	39.3%	0.0%	86.9%	27.4%	59.5%	52.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	260	147	3	220	111	109	198
%H		98.9%	55.9%	1.1%	83.7%	42.2%	41.4%	75.3%
AB	61	60	34	0	51	25	26	55
%V	23.2%	23.1%	23.1%	0.0%	23.2%	22.5%	23.9%	27.8%
%H		98.4%	55.7%	0.0%	83.6%	41.0%	42.6%	90.2%
C1	77	75	43	0	62	32	30	61
%V	29.3%	28.8%	29.3%	0.0%	28.2%	28.8%	27.5%	30.8%
%H		97.4%	55.8%	0.0%	80.5%	41.6%	39.0%	79.2%
C2	62	62	39	2	52	29	22	47
%V	23.6%	23.8%	26.5%	66.7%	23.6%	26.1%	20.2%	23.7%
%H		100.0%	62.9%	3.2%	83.9%	46.8%	35.5%	75.8%
D	36	36	20	0	31	16	15	25
%V	13.7%	13.8%	13.6%	0.0%	14.1%	14.4%	13.8%	12.6%
%H		100.0%	55.6%	0.0%	86.1%	44.4%	41.7%	69.4%
E	27	27	12	0	24	9	15	10
%V	10.3%	10.4%	8.2%	0.0%	10.9%	8.1%	13.8%	5.1%
%H		100.0%	44.4%	0.0%	88.9%	33.3%	55.6%	37.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	263	260	147	3	220	111	109	198
%H		98.9%	55.9%	1.1%	83.7%	42.2%	41.4%	75.3%
Working full time	79	78	51	1	64	38	26	70
%V	30.0%	30.0%	34.7%	33.3%	29.1%	34.2%	23.9%	35.4%
%H		98.7%	64.6%	1.3%	81.0%	48.1%	32.9%	88.6%
Working part time	48	48	30	1	42	25	17	44
%V	18.3%	18.5%	20.4%	33.3%	19.1%	22.5%	15.6%	22.2%
%H		100.0%	62.5%	2.1%	87.5%	52.1%	35.4%	91.7%
Not working	136	134	66	1	114	48	67	85
%V	51.7%	51.5%	44.9%	33.3%	51.8%	43.2%	61.5%	42.9%
%H		98.5%	48.5%	0.7%	83.8%	35.3%	49.3%	62.5%
Housewife/Houseperson	227	225	125	2	190	94	96	169
%V	86.3%	86.5%	85.0%	66.7%	86.4%	84.7%	88.1%	85.4%
%H		99.1%	55.1%	0.9%	83.7%	41.4%	42.3%	74.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
AB	299	289	100	50	231	94	138	277
%V	30.2%	30.3%	27.5%	35.7%	30.6%	30.0%	31.3%	35.6%
%H (All HH)		96.7%	33.4%	16.7%	77.3%	31.4%	46.2%	92.6%
%H (TV HH)			34.6%	17.3%	79.9%	32.5%	47.8%	
C1	271	258	97	40	208	91	117	227
%V	27.3%	27.0%	26.7%	28.6%	27.6%	29.1%	26.5%	29.1%
%H (All HH)		95.2%	35.8%	14.8%	76.8%	33.6%	43.2%	83.8%
%H (TV HH)			37.6%	15.5%	80.6%	35.3%	45.3%	
C2	199	193	85	25	152	70	82	155
%V	20.1%	20.2%	23.4%	17.9%	20.2%	22.4%	18.6%	19.9%
%H (All HH)		97.0%	42.7%	12.6%	76.4%	35.2%	41.2%	77.9%
%H (TV HH)			44.0%	13.0%	78.8%	36.3%	42.5%	
D	140	136	55	17	103	40	63	86
%V	14.1%	14.3%	15.2%	12.1%	13.7%	12.8%	14.3%	11.0%
%H (All HH)		97.1%	39.3%	12.1%	73.6%	28.6%	45.0%	61.4%
%H (TV HH)			40.4%	12.5%	75.7%	29.4%	46.3%	
E	82	78	25	9	61	18	42	34
%V	8.3%	8.2%	6.9%	6.4%	8.1%	5.8%	9.5%	4.4%
%H (All HH)		95.1%	30.5%	11.0%	74.4%	22.0%	51.2%	41.5%
%H (TV HH)			32.1%	11.5%	78.2%	23.1%	53.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Under 25	45	41	11	8	32	12	20	36
%V	4.5%	4.3%	3.0%	5.7%	4.2%	3.8%	4.5%	4.6%
%H (All HH)		91.1%	24.4%	17.8%	71.1%	26.7%	44.4%	80.0%
%H (TV HH)			26.8%	19.5%	78.0%	29.3%	48.8%	
25 - 34	133	123	60	20	91	50	41	122
%V	13.4%	12.9%	16.5%	14.3%	12.1%	16.0%	9.3%	15.7%
%H (All HH)		92.5%	45.1%	15.0%	68.4%	37.6%	30.8%	91.7%
%H (TV HH)			48.8%	16.3%	74.0%	40.7%	33.3%	
35 - 44	159	155	72	32	108	58	50	144
%V	16.0%	16.2%	19.8%	22.9%	14.3%	18.5%	11.3%	18.5%
%H (All HH)		97.5%	45.3%	20.1%	67.9%	36.5%	31.4%	90.6%
%H (TV HH)			46.5%	20.6%	69.7%	37.4%	32.3%	
45 - 54	181	176	69	31	134	59	75	166
%V	18.3%	18.4%	19.0%	22.1%	17.8%	18.8%	17.0%	21.3%
%H (All HH)		97.2%	38.1%	17.1%	74.0%	32.6%	41.4%	91.7%
%H (TV HH)			39.2%	17.6%	76.1%	33.5%	42.6%	
55 - 64	165	159	64	22	127	54	73	137
%V	16.6%	16.7%	17.6%	15.7%	16.8%	17.3%	16.6%	17.6%
%H (All HH)		96.4%	38.8%	13.3%	77.0%	32.7%	44.2%	83.0%
%H (TV HH)			40.3%	13.8%	79.9%	34.0%	45.9%	
65 +	309	299	87	27	263	80	183	173
%V	31.2%	31.3%	24.0%	19.3%	34.9%	25.6%	41.5%	22.2%
%H (All HH)		96.8%	28.2%	8.7%	85.1%	25.9%	59.2%	56.0%
%H (TV HH)			29.1%	9.0%	88.0%	26.8%	61.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
1	302	284	74	27	229	48	181	167
%V	30.5%	29.8%	20.4%	19.3%	30.4%	15.3%	41.0%	21.4%
%H (All HH)		94.0%	24.5%	8.9%	75.8%	15.9%	59.9%	55.3%
%H (TV HH)			26.1%	9.5%	80.6%	16.9%	63.7%	
2	355	346	127	55	289	127	162	299
%V	35.8%	36.3%	35.0%	39.3%	38.3%	40.6%	36.7%	38.4%
%H (All HH)		97.5%	35.8%	15.5%	81.4%	35.8%	45.6%	84.2%
%H (TV HH)			36.7%	15.9%	83.5%	36.7%	46.8%	
3	144	138	69	23	107	62	45	132
%V	14.5%	14.5%	19.0%	16.4%	14.2%	19.8%	10.2%	16.9%
%H (All HH)		95.8%	47.9%	16.0%	74.3%	43.1%	31.3%	91.7%
%H (TV HH)			50.0%	16.7%	77.5%	44.9%	32.6%	
4	128	125	62	27	84	49	35	124
%V	12.9%	13.1%	17.1%	19.3%	11.1%	15.7%	7.9%	15.9%
%H (All HH)		97.7%	48.4%	21.1%	65.6%	38.3%	27.3%	96.9%
%H (TV HH)			49.6%	21.6%	67.2%	39.2%	28.0%	
5+	62	60	30	9	45	27	18	57
%V	6.3%	6.3%	8.3%	6.4%	6.0%	8.6%	4.1%	7.3%
%H (All HH)		96.8%	48.4%	14.5%	72.6%	43.5%	29.0%	91.9%
%H (TV HH)			50.0%	15.0%	75.0%	45.0%	30.0%	
Average HH size	2.31	2.32	2.60	2.57	2.27	2.64	2.00	2.52

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Without	764	730	250	101	598	225	373	567
%V	77.1%	76.5%	68.9%	72.1%	79.3%	71.9%	84.6%	72.8%
%H (All HH)		95.5%	32.7%	13.2%	78.3%	29.5%	48.8%	74.2%
%H (TV HH)			34.2%	13.8%	81.9%	30.8%	51.1%	
With	227	224	113	39	156	88	68	212
%V	22.9%	23.5%	31.1%	27.9%	20.7%	28.1%	15.4%	27.2%
%H (All HH)		98.7%	49.8%	17.2%	68.7%	38.8%	30.0%	93.4%
%H (TV HH)			50.4%	17.4%	69.6%	39.3%	30.4%	
0 - 3	91	90	40	18	63	34	29	82
%V	9.2%	9.4%	11.0%	12.9%	8.4%	10.9%	6.6%	10.5%
%H (All HH)		98.9%	44.0%	19.8%	69.2%	37.4%	31.9%	90.1%
%H (TV HH)			44.4%	20.0%	70.0%	37.8%	32.2%	
4 - 9	111	109	62	17	73	46	28	102
%V	11.2%	11.4%	17.1%	12.1%	9.7%	14.7%	6.3%	13.1%
%H (All HH)		98.2%	55.9%	15.3%	65.8%	41.4%	25.2%	91.9%
%H (TV HH)			56.9%	15.6%	67.0%	42.2%	25.7%	
10 - 15	103	103	56	18	71	44	27	101
%V	10.4%	10.8%	15.4%	12.9%	9.4%	14.1%	6.1%	13.0%
%H (All HH)		100.0%	54.4%	17.5%	68.9%	42.7%	26.2%	98.1%
%H (TV HH)			54.4%	17.5%	68.9%	42.7%	26.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
1	404	404	115	51	292	65	227	277
%V	40.8%	42.3%	31.7%	36.4%	38.7%	20.8%	51.5%	35.6%
%H (All HH)		100.0%	28.5%	12.6%	72.3%	16.1%	56.2%	68.6%
%H (TV HH)			28.5%	12.6%	72.3%	16.1%	56.2%	
2	328	328	132	55	266	125	141	273
%V	33.1%	34.4%	36.4%	39.3%	35.3%	39.9%	32.0%	35.0%
%H (All HH)		100.0%	40.2%	16.8%	81.1%	38.1%	43.0%	83.2%
%H (TV HH)			40.2%	16.8%	81.1%	38.1%	43.0%	
3	135	135	68	16	119	67	52	119
%V	13.6%	14.2%	18.7%	11.4%	15.8%	21.4%	11.8%	15.3%
%H (All HH)		100.0%	50.4%	11.9%	88.1%	49.6%	38.5%	88.1%
%H (TV HH)			50.4%	11.9%	88.1%	49.6%	38.5%	
4	67	67	36	13	60	43	18	63
%V	6.8%	7.0%	9.9%	9.3%	8.0%	13.7%	4.1%	8.1%
%H (All HH)		100.0%	53.7%	19.4%	89.6%	64.2%	26.9%	94.0%
%H (TV HH)			53.7%	19.4%	89.6%	64.2%	26.9%	
5+	20	20	12	5	16	14	3	20
%V	2.0%	2.1%	3.3%	3.6%	2.1%	4.5%	0.7%	2.6%
%H (All HH)		100.0%	60.0%	25.0%	80.0%	70.0%	15.0%	100.0%
%H (TV HH)			60.0%	25.0%	80.0%	70.0%	15.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Under 20"	237	237	91	27	215	95	120	195
%V	23.9%	24.8%	25.1%	19.3%	28.5%	30.4%	27.2%	25.0%
%H (All HH)		100.0%	38.4%	11.4%	90.7%	40.1%	50.6%	82.3%
%H (TV HH)			38.4%	11.4%	90.7%	40.1%	50.6%	
20" - 29"	406	406	152	56	340	143	197	322
%V	41.0%	42.6%	41.9%	40.0%	45.1%	45.7%	44.7%	41.3%
%H (All HH)		100.0%	37.4%	13.8%	83.7%	35.2%	48.5%	79.3%
%H (TV HH)			37.4%	13.8%	83.7%	35.2%	48.5%	
30" - 39"	520	520	212	80	415	187	228	418
%V	52.5%	54.5%	58.4%	57.1%	55.0%	59.7%	51.7%	53.7%
%H (All HH)		100.0%	40.8%	15.4%	79.8%	36.0%	43.8%	80.4%
%H (TV HH)			40.8%	15.4%	79.8%	36.0%	43.8%	
40" and over	335	335	171	67	249	151	97	301
%V	33.8%	35.1%	47.1%	47.9%	33.0%	48.2%	22.0%	38.6%
%H (All HH)		100.0%	51.0%	20.0%	74.3%	45.1%	29.0%	89.9%
%H (TV HH)			51.0%	20.0%	74.3%	45.1%	29.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Main living room	938	938	361	140	748	312	436	741
%V	94.7%	98.3%	99.4%	100.0%	99.2%	99.7%	98.9%	95.1%
%H (All HH)		100.0%	38.5%	14.9%	79.7%	33.3%	46.5%	79.0%
%H (TV HH)			38.5%	14.9%	79.7%	33.3%	46.5%	
Kitchen	123	123	52	18	108	57	51	113
%V	12.4%	12.9%	14.3%	12.9%	14.3%	18.2%	11.6%	14.5%
%H (All HH)		100.0%	42.3%	14.6%	87.8%	46.3%	41.5%	91.9%
%H (TV HH)			42.3%	14.6%	87.8%	46.3%	41.5%	
Adult's bedroom	381	381	176	63	324	182	142	324
%V	38.4%	39.9%	48.5%	45.0%	43.0%	58.1%	32.2%	41.6%
%H (All HH)		100.0%	46.2%	16.5%	85.0%	47.8%	37.3%	85.0%
%H (TV HH)			46.2%	16.5%	85.0%	47.8%	37.3%	
Child's bedroom	87	87	52	16	70	50	19	82
%V	8.8%	9.1%	14.3%	11.4%	9.3%	16.0%	4.3%	10.5%
%H (All HH)		100.0%	59.8%	18.4%	80.5%	57.5%	21.8%	94.3%
%H (TV HH)			59.8%	18.4%	80.5%	57.5%	21.8%	
Other bedroom	63	63	30	15	51	33	18	57
%V	6.4%	6.6%	8.3%	10.7%	6.8%	10.5%	4.1%	7.3%
%H (All HH)		100.0%	47.6%	23.8%	81.0%	52.4%	28.6%	90.5%
%H (TV HH)			47.6%	23.8%	81.0%	52.4%	28.6%	
Second living/dining room	76	76	34	8	70	35	35	61
%V	7.7%	8.0%	9.4%	5.7%	9.3%	11.2%	7.9%	7.8%
%H (All HH)		100.0%	44.7%	10.5%	92.1%	46.1%	46.1%	80.3%
%H (TV HH)			44.7%	10.5%	92.1%	46.1%	46.1%	
Study/office	21	21	9	2	18	9	10	21
%V	2.1%	2.2%	2.5%	1.4%	2.4%	2.9%	2.3%	2.7%
%H (All HH)		100.0%	42.9%	9.5%	85.7%	42.9%	47.6%	100.0%
%H (TV HH)			42.9%	9.5%	85.7%	42.9%	47.6%	
TV room	6	6	2	0	6	2	3	6
%V	0.6%	0.6%	0.6%	0.0%	0.8%	0.6%	0.7%	0.8%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	50.0%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	50.0%	
Conservatory	14	14	9	2	13	10	4	14
%V	1.4%	1.5%	2.5%	1.4%	1.7%	3.2%	0.9%	1.8%
%H (All HH)		100.0%	64.3%	14.3%	92.9%	71.4%	28.6%	100.0%
%H (TV HH)			64.3%	14.3%	92.9%	71.4%	28.6%	
Attic or loft room	2	2	2	0	1	1	1	2
%V	0.2%	0.2%	0.6%	0.0%	0.1%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	50.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	7	7	5	0	6	4	2	7
%V	0.7%	0.7%	1.4%	0.0%	0.8%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	71.4%	0.0%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	85.7%	57.1%	28.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV West

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Any DSAT provider	363	363	363	3	239	239	0	324
%V	36.6%	38.1%	100.0%	2.1%	31.7%	76.4%	0.0%	41.6%
%H (All HH)			100.0%	0.8%	65.8%	65.8%	0.0%	89.3%
%H (TV HH)			100.0%	0.8%	65.8%	65.8%	0.0%	
Sky with subcription	283	283	283	2	198	198	0	259
%V	28.6%	29.7%	78.0%	1.4%	26.3%	63.3%	0.0%	33.2%
%H (All HH)			100.0%	0.7%	70.0%	70.0%	0.0%	91.5%
%H (TV HH)			100.0%	0.7%	70.0%	70.0%	0.0%	
Sky without subscription	19	19	19	0	10	10	0	17
%V	1.9%	2.0%	5.2%	0.0%	1.3%	3.2%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	52.6%	52.6%	0.0%	89.5%
%H (TV HH)			100.0%	0.0%	52.6%	52.6%	0.0%	
Freesat	54	54	54	1	30	30	0	46
%V	5.4%	5.7%	14.9%	0.7%	4.0%	9.6%	0.0%	5.9%
%H (All HH)			100.0%	1.9%	55.6%	55.6%	0.0%	85.2%
%H (TV HH)			100.0%	1.9%	55.6%	55.6%	0.0%	
Other satellite provider	11	11	11	0	4	4	0	6
%V	1.1%	1.2%	3.0%	0.0%	0.5%	1.3%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	36.4%	36.4%	0.0%	54.5%
%H (TV HH)			100.0%	0.0%	36.4%	36.4%	0.0%	
DCAB	140	140	3	140	75	75	0	126
%V	14.1%	14.7%	0.8%	100.0%	9.9%	24.0%	0.0%	16.2%
%H (All HH)			2.1%	100.0%	53.6%	53.6%	0.0%	90.0%
%H (TV HH)			2.1%	100.0%	53.6%	53.6%	0.0%	
DTT	754	754	239	75	754	313	441	580
%V	76.1%	79.0%	65.8%	53.6%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	31.7%	9.9%	100.0%	41.5%	58.5%	76.9%
%H (TV HH)			31.7%	9.9%	100.0%	41.5%	58.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%H (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
PVR	598	598	303	115	457	276	181	531
%V	60.3%	62.7%	83.5%	82.1%	60.6%	88.2%	41.0%	68.2%
%H (All HH)		100.0%	50.7%	19.2%	76.4%	46.2%	30.3%	88.8%
%H (TV HH)			50.7%	19.2%	76.4%	46.2%	30.3%	
DVDR	43	43	20	5	35	16	19	36
%V	4.3%	4.5%	5.5%	3.6%	4.6%	5.1%	4.3%	4.6%
%H (All HH)		100.0%	46.5%	11.6%	81.4%	37.2%	44.2%	83.7%
%H (TV HH)			46.5%	11.6%	81.4%	37.2%	44.2%	
VCR	36	36	14	6	30	13	16	22
%V	3.6%	3.8%	3.9%	4.3%	4.0%	4.2%	3.6%	2.8%
%H (All HH)		100.0%	38.9%	16.7%	83.3%	36.1%	44.4%	61.1%
%H (TV HH)			38.9%	16.7%	83.3%	36.1%	44.4%	
Any recorder	627	627	311	116	481	280	201	547
%V	63.3%	65.7%	85.7%	82.9%	63.8%	89.5%	45.6%	70.2%
%H (All HH)		100.0%	49.6%	18.5%	76.7%	44.7%	32.1%	87.2%
%H (TV HH)			49.6%	18.5%	76.7%	44.7%	32.1%	
Receives HDTV (via STB or built-in reception)	508	508	242	121	381	233	148	447
%V	51.3%	53.2%	66.7%	86.4%	50.5%	74.4%	33.6%	57.4%
%H (All HH)		100.0%	47.6%	23.8%	75.0%	45.9%	29.1%	88.0%
%H (TV HH)			47.6%	23.8%	75.0%	45.9%	29.1%	
DVD/Blu-ray player or recorder	796	796	321	121	641	286	354	655
%V	80.3%	83.4%	88.4%	86.4%	85.0%	91.4%	80.3%	84.1%
%H (All HH)		100.0%	40.3%	15.2%	80.5%	35.9%	44.5%	82.3%
%H (TV HH)			40.3%	15.2%	80.5%	35.9%	44.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	991	954	363	140	754	313	441	779
%V (All HH)		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%
%H (TV HH)			38.1%	14.7%	79.0%	32.8%	46.2%	
Has broadband internet	779	752	324	126	580	285	295	779
%V	78.6%	78.8%	89.3%	90.0%	76.9%	91.1%	66.9%	100.0%
%H (All HH)		96.5%	41.6%	16.2%	74.5%	36.6%	37.9%	100.0%
%H (TV HH)			43.1%	16.8%	77.1%	37.9%	39.2%	
Number of computers (PCs and laptops)								
0	183	175	36	14	150	27	123	7
%V	18.5%	18.3%	9.9%	10.0%	19.9%	8.6%	27.9%	0.9%
%H (All HH)		95.6%	19.7%	7.7%	82.0%	14.8%	67.2%	3.8%
%H (TV HH)			20.6%	8.0%	85.7%	15.4%	70.3%	
1	313	303	117	33	240	90	150	281
%V	31.6%	31.8%	32.2%	23.6%	31.8%	28.8%	34.0%	36.1%
%H (All HH)		96.8%	37.4%	10.5%	76.7%	28.8%	47.9%	89.8%
%H (TV HH)			38.6%	10.9%	79.2%	29.7%	49.5%	
2	234	223	96	45	174	96	78	230
%V	23.6%	23.4%	26.4%	32.1%	23.1%	30.7%	17.7%	29.5%
%H (All HH)		95.3%	41.0%	19.2%	74.4%	41.0%	33.3%	98.3%
%H (TV HH)			43.0%	20.2%	78.0%	43.0%	35.0%	
3	125	121	53	23	88	43	45	124
%V	12.6%	12.7%	14.6%	16.4%	11.7%	13.7%	10.2%	15.9%
%H (All HH)		96.8%	42.4%	18.4%	70.4%	34.4%	36.0%	99.2%
%H (TV HH)			43.8%	19.0%	72.7%	35.5%	37.2%	
4	64	61	29	9	47	24	23	64
%V	6.5%	6.4%	8.0%	6.4%	6.2%	7.7%	5.2%	8.2%
%H (All HH)		95.3%	45.3%	14.1%	73.4%	37.5%	35.9%	100.0%
%H (TV HH)			47.5%	14.8%	77.0%	39.3%	37.7%	
5+	72	71	32	16	54	32	23	72
%V	7.3%	7.4%	8.8%	11.4%	7.2%	10.2%	5.2%	9.2%
%H (All HH)		98.6%	44.4%	22.2%	75.0%	44.4%	31.9%	100.0%
%H (TV HH)			45.1%	22.5%	76.1%	45.1%	32.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1840	791	287	1513	758	755	1537
%H		43.0%	15.6%	82.2%	41.2%	41.0%	83.5%
Under 20"	298	117	35	270	124	146	249
%V	16.2%	14.8%	12.2%	17.8%	16.4%	19.3%	16.2%
%H		39.3%	11.7%	90.6%	41.6%	49.0%	83.6%
20" - 29"	510	205	64	436	196	240	410
%V	27.7%	25.9%	22.3%	28.8%	25.9%	31.8%	26.7%
%H		40.2%	12.5%	85.5%	38.4%	47.1%	80.4%
30" - 39"	608	257	100	492	241	252	499
%V	33.0%	32.5%	34.8%	32.5%	31.8%	33.4%	32.5%
%H		42.3%	16.4%	80.9%	39.6%	41.4%	82.1%
40" and over	378	197	76	282	176	106	341
%V	20.5%	24.9%	26.5%	18.6%	23.2%	14.0%	22.2%
%H		52.1%	20.1%	74.6%	46.6%	28.0%	90.2%
Don't know	14	8	1	14	9	5	11
%V	0.8%	1.0%	0.3%	0.9%	1.2%	0.7%	0.7%
%H		57.1%	7.1%	100.0%	64.3%	35.7%	78.6%
Not Asked	32	7	11	19	12	6	27
%V	1.7%	0.9%	3.8%	1.3%	1.6%	0.8%	1.8%
%H		21.9%	34.4%	59.4%	37.5%	18.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1840	791	287	1513	758	755	1537
%H		43.0%	15.6%	82.2%	41.2%	41.0%	83.5%
Main living room	944	364	140	753	313	439	746
%V	51.3%	46.0%	48.8%	49.8%	41.3%	58.1%	48.5%
%H		38.6%	14.8%	79.8%	33.2%	46.5%	79.0%
Kitchen	123	52	18	108	57	51	113
%V	6.7%	6.6%	6.3%	7.1%	7.5%	6.8%	7.4%
%H		42.3%	14.6%	87.8%	46.3%	41.5%	91.9%
Adult's bedroom	426	200	65	364	203	161	365
%V	23.2%	25.3%	22.6%	24.1%	26.8%	21.3%	23.7%
%H		46.9%	15.3%	85.4%	47.7%	37.8%	85.7%
Child's bedroom	116	72	24	96	73	23	111
%V	6.3%	9.1%	8.4%	6.3%	9.6%	3.0%	7.2%
%H		62.1%	20.7%	82.8%	62.9%	19.8%	95.7%
Other bedroom	69	35	16	58	38	19	63
%V	3.8%	4.4%	5.6%	3.8%	5.0%	2.5%	4.1%
%H		50.7%	23.2%	84.1%	55.1%	27.5%	91.3%
Second living/dining room	76	35	8	70	36	35	62
%V	4.1%	4.4%	2.8%	4.6%	4.7%	4.6%	4.0%
%H		46.1%	10.5%	92.1%	47.4%	46.1%	81.6%
Study/office	21	9	2	18	9	10	21
%V	1.1%	1.1%	0.7%	1.2%	1.2%	1.3%	1.4%
%H		42.9%	9.5%	85.7%	42.9%	47.6%	100.0%
TV room	6	2	0	6	2	4	6
%V	0.3%	0.3%	0.0%	0.4%	0.3%	0.5%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Conservatory	14	9	2	13	10	4	14
%V	0.8%	1.1%	0.7%	0.9%	1.3%	0.5%	0.9%
%H		64.3%	14.3%	92.9%	71.4%	28.6%	100.0%
Attic or loft room	2	2	0	1	1	1	2
%V	0.1%	0.3%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	50.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	7	5	0	6	4	2	7
%V	0.4%	0.6%	0.0%	0.4%	0.5%	0.3%	0.5%
%H		71.4%	0.0%	85.7%	57.1%	28.6%	100.0%
Not Asked	32	7	11	19	12	6	27
%V	1.7%	0.9%	3.8%	1.3%	1.6%	0.8%	1.8%
%H		21.9%	34.4%	59.4%	37.5%	18.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV West

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1840	791	287	1513	758	755	1537
%H		43.0%	15.6%	82.2%	41.2%	41.0%	83.5%
PVR	772	408	158	585	374	210	699
%V	42.0%	51.6%	55.1%	38.7%	49.3%	27.8%	45.5%
%H		52.8%	20.5%	75.8%	48.4%	27.2%	90.5%
DVDR	46	20	6	38	18	20	39
%V	2.5%	2.5%	2.1%	2.5%	2.4%	2.6%	2.5%
%H		43.5%	13.0%	82.6%	39.1%	43.5%	84.8%
VCR	39	17	6	32	15	16	25
%V	2.1%	2.1%	2.1%	2.1%	2.0%	2.1%	1.6%
%H		43.6%	15.4%	82.1%	38.5%	41.0%	64.1%
Any recorder	814	422	162	621	387	234	725
%V	44.2%	53.4%	56.4%	41.0%	51.1%	31.0%	47.2%
%H		51.8%	19.9%	76.3%	47.5%	28.7%	89.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1840	791	287	1513	758	755	1537
%H		43.0%	15.6%	82.2%	41.2%	41.0%	83.5%
Receives HDTV (via STB or built-in reception)	728	355	183	567	372	195	655
%V	39.6%	44.9%	63.8%	37.5%	49.1%	25.8%	42.6%
%H		48.8%	25.1%	77.9%	51.1%	26.8%	90.0%
DVD/Blu-ray player or recorder	1144	506	184	937	479	458	973
%V	62.2%	64.0%	64.1%	61.9%	63.2%	60.7%	63.3%
%H		44.2%	16.1%	81.9%	41.9%	40.0%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	954	363	140	754	313	441	752
%H		38.1%	14.7%	79.0%	32.8%	46.2%	78.8%
Under 20"	28	3	1	26	3	23	19
%V	2.9%	0.8%	0.7%	3.4%	1.0%	5.2%	2.5%
%H		10.7%	3.6%	92.9%	10.7%	82.1%	67.9%
20" - 29"	180	41	16	153	32	120	120
%V	18.9%	11.3%	11.4%	20.3%	10.2%	27.2%	16.0%
%H		22.8%	8.9%	85.0%	17.8%	66.7%	66.7%
30" - 39"	419	151	59	338	130	208	321
%V	43.9%	41.6%	42.1%	44.8%	41.5%	47.2%	42.7%
%H		36.0%	14.1%	80.7%	31.0%	49.6%	76.6%
40" and over	319	165	64	236	146	90	285
%V	33.4%	45.5%	45.7%	31.3%	46.6%	20.4%	37.9%
%H		51.7%	20.1%	74.0%	45.8%	28.2%	89.3%
Don't know	2	2	0	2	2	0	2
%V	0.2%	0.6%	0.0%	0.3%	0.6%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Not Asked	6	1	0	0	0	0	5
%V	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		16.7%	0.0%	0.0%	0.0%	0.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	954	363	140	754	313	441	752
%H		38.1%	14.7%	79.0%	32.8%	46.2%	78.8%
PVR	583	297	113	443	269	174	520
%V	61.1%	81.8%	80.7%	58.8%	85.9%	39.5%	69.1%
%H		50.9%	19.4%	76.0%	46.1%	29.8%	89.2%
DVDR	39	18	4	31	13	17	32
%V	4.1%	5.0%	2.9%	4.1%	4.2%	3.9%	4.3%
%H		46.2%	10.3%	79.5%	33.3%	43.6%	82.1%
VCR	31	13	4	25	11	14	19
%V	3.2%	3.6%	2.9%	3.3%	3.5%	3.2%	2.5%
%H		41.9%	12.9%	80.6%	35.5%	45.2%	61.3%
Any recorder	614	306	114	469	275	195	538
%V	64.4%	84.3%	81.4%	62.2%	87.9%	44.2%	71.5%
%H		49.8%	18.6%	76.4%	44.8%	31.8%	87.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	954	363	140	754	313	441	752
%H		38.1%	14.7%	79.0%	32.8%	46.2%	78.8%
Receives HDTV (via STB or built-in reception)	485	230	119	359	220	139	430
%V	50.8%	63.4%	85.0%	47.6%	70.3%	31.5%	57.2%
%H		47.4%	24.5%	74.0%	45.4%	28.7%	88.7%
DVD/Blu-ray player or recorder	762	304	118	609	269	339	628
%V	79.9%	83.7%	84.3%	80.8%	85.9%	76.9%	83.5%
%H		39.9%	15.5%	79.9%	35.3%	44.5%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	886	429	147	759	445	314	786
%H		48.4%	16.6%	85.7%	50.2%	35.4%	88.7%
Under 20"	270	113	34	244	121	123	231
%V	30.5%	26.3%	23.1%	32.1%	27.2%	39.2%	29.4%
%H		41.9%	12.6%	90.4%	44.8%	45.6%	85.6%
20" - 29"	330	163	48	283	164	119	290
%V	37.2%	38.0%	32.7%	37.3%	36.9%	37.9%	36.9%
%H		49.4%	14.5%	85.8%	49.7%	36.1%	87.9%
30" - 39"	190	106	41	155	111	44	178
%V	21.4%	24.7%	27.9%	20.4%	24.9%	14.0%	22.6%
%H		55.8%	21.6%	81.6%	58.4%	23.2%	93.7%
40" and over	59	32	12	47	30	16	55
%V	6.7%	7.5%	8.2%	6.2%	6.7%	5.1%	7.0%
%H		54.2%	20.3%	79.7%	50.8%	27.1%	93.2%
Don't know	12	6	1	12	7	5	9
%V	1.4%	1.4%	0.7%	1.6%	1.6%	1.6%	1.1%
%H		50.0%	8.3%	100.0%	58.3%	41.7%	75.0%
Not Asked	25	9	11	18	12	7	23
%V	2.8%	2.1%	7.5%	2.4%	2.7%	2.2%	2.9%
%H		36.0%	44.0%	72.0%	48.0%	28.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	886	429	147	759	445	314	786
%H		48.4%	16.6%	85.7%	50.2%	35.4%	88.7%
PVR	189	111	45	142	105	36	178
%V	21.3%	25.9%	30.6%	18.7%	23.6%	11.5%	22.6%
%H		58.7%	23.8%	75.1%	55.6%	19.0%	94.2%
DVDR	7	2	3	7	5	2	7
%V	0.8%	0.5%	2.0%	0.9%	1.1%	0.6%	0.9%
%H		28.6%	42.9%	100.0%	71.4%	28.6%	100.0%
VCR	8	4	2	6	4	2	6
%V	0.9%	0.9%	1.4%	0.8%	0.9%	0.6%	0.8%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	75.0%
Any recorder	200	115	48	152	112	39	188
%V	22.6%	26.8%	32.7%	20.0%	25.2%	12.4%	23.9%
%H		57.5%	24.0%	76.0%	56.0%	19.5%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	886	429	147	759	445	314	786
%H		48.4%	16.6%	85.7%	50.2%	35.4%	88.7%
Receives HDTV (via STB or built-in reception)	242	125	63	209	152	57	226
%V	27.3%	29.1%	42.9%	27.5%	34.2%	18.2%	28.8%
%H		51.7%	26.0%	86.4%	62.8%	23.6%	93.4%
DVD/Blu-ray player or recorder	382	202	66	328	210	118	345
%V	43.1%	47.1%	44.9%	43.2%	47.2%	37.6%	43.9%
%H		52.9%	17.3%	85.9%	55.0%	30.9%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2291	2217	944	361	1709	826	883	1965
%H		96.8%	41.2%	15.8%	74.6%	36.1%	38.5%	85.8%
Total Children	395	391	203	65	270	155	115	368
%V	17.2%	17.6%	21.5%	18.0%	15.8%	18.8%	13.0%	18.7%
%H		99.0%	51.4%	16.5%	68.4%	39.2%	29.1%	93.2%
0 - 3	113	112	50	23	82	44	38	101
%V	4.9%	5.1%	5.3%	6.4%	4.8%	5.3%	4.3%	5.1%
%H		99.1%	44.2%	20.4%	72.6%	38.9%	33.6%	89.4%
4 - 15	282	279	153	43	188	111	77	266
%V	12.3%	12.6%	16.2%	11.9%	11.0%	13.4%	8.7%	13.5%
%H		98.9%	54.3%	15.2%	66.7%	39.4%	27.3%	94.3%
4 - 9	142	140	78	19	95	56	39	130
%V	6.2%	6.3%	8.3%	5.3%	5.6%	6.8%	4.4%	6.6%
%H		98.6%	54.9%	13.4%	66.9%	39.4%	27.5%	91.5%
10 - 15	140	139	75	24	93	55	39	136
%V	6.1%	6.3%	7.9%	6.6%	5.4%	6.7%	4.4%	6.9%
%H		99.3%	53.6%	17.1%	66.4%	39.3%	27.9%	97.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2291	2217	944	361	1709	826	883	1965
%H		96.8%	41.2%	15.8%	74.6%	36.1%	38.5%	85.8%
Total Adults (16+)	1896	1826	742	295	1439	671	768	1597
%V	82.8%	82.4%	78.6%	81.7%	84.2%	81.2%	87.0%	81.3%
%H		96.3%	39.1%	15.6%	75.9%	35.4%	40.5%	84.2%
16 - 19	124	121	58	21	91	51	41	123
%V	5.4%	5.5%	6.1%	5.8%	5.3%	6.2%	4.6%	6.3%
%H		97.6%	46.8%	16.9%	73.4%	41.1%	33.1%	99.2%
20 - 24	158	146	43	31	112	50	62	146
%V	6.9%	6.6%	4.6%	8.6%	6.6%	6.1%	7.0%	7.4%
%H		92.4%	27.2%	19.6%	70.9%	31.6%	39.2%	92.4%
25 - 34	276	260	121	49	194	110	84	249
%V	12.0%	11.7%	12.8%	13.6%	11.4%	13.3%	9.5%	12.7%
%H		94.2%	43.8%	17.8%	70.3%	39.9%	30.4%	90.2%
35 - 44	279	272	132	54	189	106	82	259
%V	12.2%	12.3%	14.0%	15.0%	11.1%	12.8%	9.3%	13.2%
%H		97.5%	47.3%	19.4%	67.7%	38.0%	29.4%	92.8%
45 - 54	323	314	134	60	238	118	120	300
%V	14.1%	14.2%	14.2%	16.6%	13.9%	14.3%	13.6%	15.3%
%H		97.2%	41.5%	18.6%	73.7%	36.5%	37.2%	92.9%
55 - 64	276	266	103	41	218	94	124	233
%V	12.0%	12.0%	10.9%	11.4%	12.8%	11.4%	14.0%	11.9%
%H		96.4%	37.3%	14.9%	79.0%	34.1%	44.9%	84.4%
65+	459	447	150	40	398	142	255	287
%V	20.0%	20.2%	15.9%	11.1%	23.3%	17.2%	28.9%	14.6%
%H		97.4%	32.7%	8.7%	86.7%	30.9%	55.6%	62.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1896	1826	742	295	1439	671	768	1597
%H		96.3%	39.1%	15.6%	75.9%	35.4%	40.5%	84.2%
AB	609	590	228	107	465	213	252	577
%V	32.1%	32.3%	30.7%	36.3%	32.3%	31.7%	32.8%	36.1%
%H		96.9%	37.4%	17.6%	76.4%	35.0%	41.4%	94.7%
C1	534	511	191	92	409	194	215	475
%V	28.2%	28.0%	25.7%	31.2%	28.4%	28.9%	28.0%	29.7%
%H		95.7%	35.8%	17.2%	76.6%	36.3%	40.3%	89.0%
C2	401	388	180	55	305	154	151	333
%V	21.1%	21.2%	24.3%	18.6%	21.2%	23.0%	19.7%	20.9%
%H		96.8%	44.9%	13.7%	76.1%	38.4%	37.7%	83.0%
D	252	242	107	31	186	85	102	169
%V	13.3%	13.3%	14.4%	10.5%	12.9%	12.7%	13.3%	10.6%
%H		96.0%	42.5%	12.3%	73.8%	33.7%	40.5%	67.1%
E	100	96	35	10	74	25	49	44
%V	5.3%	5.3%	4.7%	3.4%	5.1%	3.7%	6.4%	2.8%
%H		96.0%	35.0%	10.0%	74.0%	25.0%	49.0%	44.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1896	1826	742	295	1439	671	768	1597
%H		96.3%	39.1%	15.6%	75.9%	35.4%	40.5%	84.2%
Working full time	824	794	334	167	601	314	287	764
%V	43.5%	43.5%	45.0%	56.6%	41.8%	46.8%	37.4%	47.8%
%H		96.4%	40.5%	20.3%	72.9%	38.1%	34.8%	92.7%
Working part time	249	240	117	42	172	93	79	224
%V	13.1%	13.1%	15.8%	14.2%	12.0%	13.9%	10.3%	14.0%
%H		96.4%	47.0%	16.9%	69.1%	37.3%	31.7%	90.0%
Not working	824	792	291	87	667	265	402	609
%V	43.5%	43.4%	39.2%	29.5%	46.4%	39.5%	52.3%	38.1%
%H		96.1%	35.3%	10.6%	80.9%	32.2%	48.8%	73.9%
Housewife/Houseperson	991	954	363	140	754	313	441	779
%V	52.3%	52.2%	48.9%	47.5%	52.4%	46.6%	57.4%	48.8%
%H		96.3%	36.6%	14.1%	76.1%	31.6%	44.5%	78.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	882	364	155	683	333	350	790
%H		94.9%	39.2%	16.7%	73.5%	35.8%	37.7%	85.0%
16 - 19	60	57	27	14	42	25	17	60
%V	6.5%	6.5%	7.4%	9.0%	6.1%	7.5%	4.9%	7.6%
%H		95.0%	45.0%	23.3%	70.0%	41.7%	28.3%	100.0%
20 - 24	84	74	21	15	56	23	32	79
%V	9.0%	8.4%	5.8%	9.7%	8.2%	6.9%	9.1%	10.0%
%H		88.1%	25.0%	17.9%	66.7%	27.4%	38.1%	94.0%
25 - 34	143	131	58	30	98	58	40	127
%V	15.4%	14.9%	15.9%	19.4%	14.3%	17.4%	11.4%	16.1%
%H		91.6%	40.6%	21.0%	68.5%	40.6%	28.0%	88.8%
35 - 44	142	138	67	28	93	52	41	130
%V	15.3%	15.6%	18.4%	18.1%	13.6%	15.6%	11.7%	16.5%
%H		97.2%	47.2%	19.7%	65.5%	36.6%	28.9%	91.5%
45 - 54	149	144	66	27	106	56	50	137
%V	16.0%	16.3%	18.1%	17.4%	15.5%	16.8%	14.3%	17.3%
%H		96.6%	44.3%	18.1%	71.1%	37.6%	33.6%	91.9%
55 - 64	141	134	48	23	108	45	63	117
%V	15.2%	15.2%	13.2%	14.8%	15.8%	13.5%	18.0%	14.8%
%H		95.0%	34.0%	16.3%	76.6%	31.9%	44.7%	83.0%
65+	209	203	77	18	180	73	107	140
%V	22.5%	23.0%	21.2%	11.6%	26.4%	21.9%	30.6%	17.7%
%H		97.1%	36.8%	8.6%	86.1%	34.9%	51.2%	67.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	882	364	155	683	333	350	790
%H		94.9%	39.2%	16.7%	73.5%	35.8%	37.7%	85.0%
AB	306	295	117	58	229	110	119	289
%V	32.9%	33.4%	32.1%	37.4%	33.5%	33.0%	34.0%	36.6%
%H		96.4%	38.2%	19.0%	74.8%	35.9%	38.9%	94.4%
C1	251	232	86	48	181	90	91	226
%V	27.0%	26.3%	23.6%	31.0%	26.5%	27.0%	26.0%	28.6%
%H		92.4%	34.3%	19.1%	72.1%	35.9%	36.3%	90.0%
C2	218	210	97	31	164	83	81	178
%V	23.5%	23.8%	26.6%	20.0%	24.0%	24.9%	23.1%	22.5%
%H		96.3%	44.5%	14.2%	75.2%	38.1%	37.2%	81.7%
D	116	107	52	14	81	41	41	80
%V	12.5%	12.1%	14.3%	9.0%	11.9%	12.3%	11.7%	10.1%
%H		92.2%	44.8%	12.1%	69.8%	35.3%	35.3%	69.0%
E	38	37	13	5	28	10	18	17
%V	4.1%	4.2%	3.6%	3.2%	4.1%	3.0%	5.1%	2.2%
%H		97.4%	34.2%	13.2%	73.7%	26.3%	47.4%	44.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	882	364	155	683	333	350	790
%H		94.9%	39.2%	16.7%	73.5%	35.8%	37.7%	85.0%
Working full time	531	513	224	111	384	210	174	490
%V	57.2%	58.2%	61.5%	71.6%	56.2%	63.1%	49.7%	62.0%
%H		96.6%	42.2%	20.9%	72.3%	39.5%	32.8%	92.3%
Working part time	50	44	18	4	32	12	20	36
%V	5.4%	5.0%	4.9%	2.6%	4.7%	3.6%	5.7%	4.6%
%H		88.0%	36.0%	8.0%	64.0%	24.0%	40.0%	72.0%
Not working	347	324	122	40	268	112	156	264
%V	37.4%	36.7%	33.5%	25.8%	39.2%	33.6%	44.6%	33.4%
%H		93.4%	35.2%	11.5%	77.2%	32.3%	45.0%	76.1%
Housewife/Houseperson	233	215	76	35	159	61	99	164
%V	25.1%	24.4%	20.9%	22.6%	23.3%	18.3%	28.3%	20.8%
%H		92.3%	32.6%	15.0%	68.2%	26.2%	42.5%	70.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	944	377	140	756	338	418	807
%H		97.6%	39.0%	14.5%	78.2%	35.0%	43.2%	83.5%
16 - 19	64	63	31	7	49	25	24	63
%V	6.6%	6.7%	8.2%	5.0%	6.5%	7.4%	5.7%	7.8%
%H		98.4%	48.4%	10.9%	76.6%	39.1%	37.5%	98.4%
20 - 24	74	72	22	16	56	26	30	67
%V	7.7%	7.6%	5.8%	11.4%	7.4%	7.7%	7.2%	8.3%
%H		97.3%	29.7%	21.6%	75.7%	35.1%	40.5%	90.5%
25 - 34	134	129	63	19	95	52	44	122
%V	13.9%	13.7%	16.7%	13.6%	12.6%	15.4%	10.5%	15.1%
%H		96.3%	47.0%	14.2%	70.9%	38.8%	32.8%	91.0%
35 - 44	138	134	65	26	96	54	42	129
%V	14.3%	14.2%	17.2%	18.6%	12.7%	16.0%	10.0%	16.0%
%H		97.1%	47.1%	18.8%	69.6%	39.1%	30.4%	93.5%
45 - 54	174	170	68	32	132	62	70	163
%V	18.0%	18.0%	18.0%	22.9%	17.5%	18.3%	16.7%	20.2%
%H		97.7%	39.1%	18.4%	75.9%	35.6%	40.2%	93.7%
55 - 64	135	132	55	17	111	49	61	116
%V	14.0%	14.0%	14.6%	12.1%	14.7%	14.5%	14.6%	14.4%
%H		97.8%	40.7%	12.6%	82.2%	36.3%	45.2%	85.9%
65+	250	244	73	22	218	70	148	147
%V	25.9%	25.8%	19.4%	15.7%	28.8%	20.7%	35.4%	18.2%
%H		97.6%	29.2%	8.8%	87.2%	28.0%	59.2%	58.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	944	377	140	756	338	418	807
%H		97.6%	39.0%	14.5%	78.2%	35.0%	43.2%	83.5%
AB	303	295	111	49	236	103	133	288
%V	31.3%	31.3%	29.4%	35.0%	31.2%	30.5%	31.8%	35.7%
%H		97.4%	36.6%	16.2%	77.9%	34.0%	43.9%	95.0%
C1	283	278	105	45	228	105	123	249
%V	29.3%	29.4%	27.9%	32.1%	30.2%	31.1%	29.4%	30.9%
%H		98.2%	37.1%	15.9%	80.6%	37.1%	43.5%	88.0%
C2	184	178	83	24	141	71	70	154
%V	19.0%	18.9%	22.0%	17.1%	18.7%	21.0%	16.7%	19.1%
%H		96.7%	45.1%	13.0%	76.6%	38.6%	38.0%	83.7%
D	136	135	56	18	105	44	61	89
%V	14.1%	14.3%	14.9%	12.9%	13.9%	13.0%	14.6%	11.0%
%H		99.3%	41.2%	13.2%	77.2%	32.4%	44.9%	65.4%
E	61	59	22	5	46	15	31	27
%V	6.3%	6.3%	5.8%	3.6%	6.1%	4.4%	7.4%	3.3%
%H		96.7%	36.1%	8.2%	75.4%	24.6%	50.8%	44.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	944	377	140	756	338	418	807
%H		97.6%	39.0%	14.5%	78.2%	35.0%	43.2%	83.5%
Working full time	292	281	110	56	217	104	113	274
%V	30.2%	29.8%	29.2%	40.0%	28.7%	30.8%	27.0%	34.0%
%H		96.2%	37.7%	19.2%	74.3%	35.6%	38.7%	93.8%
Working part time	198	196	99	38	140	81	59	188
%V	20.5%	20.8%	26.3%	27.1%	18.5%	24.0%	14.1%	23.3%
%H		99.0%	50.0%	19.2%	70.7%	40.9%	29.8%	94.9%
Not working	476	467	169	47	399	153	246	345
%V	49.2%	49.5%	44.8%	33.6%	52.8%	45.3%	58.9%	42.8%
%H		98.1%	35.5%	9.9%	83.8%	32.1%	51.7%	72.5%
Housewife/Houseperson	758	738	286	106	595	252	343	615
%V	78.4%	78.2%	75.9%	75.7%	78.7%	74.6%	82.1%	76.2%
%H		97.4%	37.7%	14.0%	78.5%	33.2%	45.3%	81.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

Contents	Page
Household	
Table 14.1: Social Grade	368
Table 14.2: Housewife Age	369
Table 14.3: Size of Household	370
Table 14.4: Presence of Children	371
Table 14.5: Number of TV sets in household	372
Table 14.6: Screen size	373
Table 14.7: Location of ANY set in household	374
Table 14.8: Platform Provider	375
Table 14.9: Recorders and other equipment	376
Table 14.10: Computers and Internet	377
Sets	
Table 14.11: Screen Size	378
Table 14.12: Location of set	379
Table 14.13: Recorders	380
Table 14.14: Other TV equipment	380
Table 14.15: Main Set Screen Size	381
Table 14.16: Main Set Recorders	382
Table 14.17: Main Set - Other TV equipment	382
Table 14.18: Other Sets (non-Main Set) Screen Size	383
Table 14.19: Other Set (non-Main Set) Recorders	384
Table 14.20: Other Set (non-Main Set) - Other TV equipment	384
Individuals	
Table 14.21: Age of Children	385
Table 14.22: Adults - Age	386
Table 14.23: Social Grade (Adults 16+)	387
Table 14.24: Working Status (Adults 16+)	388
Table 14.25: Males - Age	389
Table 14.26: Social Grade (Males 16+)	390
Table 14.27: Working Status (Males 16+)	391
Table 14.28: Females - Age	392
Table 14.29: Social Grade (Females 16+)	393
Table 14.30: Working Status (Females 16+)	394

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
AB	284	277	165	26	184	99	85	248
%V	21.3%	21.6%	23.0%	20.6%	21.8%	24.0%	19.8%	26.3%
%H (All HH)		97.5%	58.1%	9.2%	64.8%	34.9%	29.9%	87.3%
%H (TV HH)			59.6%	9.4%	66.4%	35.7%	30.7%	
C1	330	312	171	36	203	102	101	260
%V	24.7%	24.3%	23.9%	28.6%	24.1%	24.7%	23.5%	27.6%
%H (All HH)		94.5%	51.8%	10.9%	61.5%	30.9%	30.6%	78.8%
%H (TV HH)			54.8%	11.5%	65.1%	32.7%	32.4%	
C2	306	296	173	32	194	105	90	224
%V	22.9%	23.1%	24.2%	25.4%	23.0%	25.4%	21.0%	23.8%
%H (All HH)		96.7%	56.5%	10.5%	63.4%	34.3%	29.4%	73.2%
%H (TV HH)			58.4%	10.8%	65.5%	35.5%	30.4%	
D	237	228	126	22	145	65	80	142
%V	17.8%	17.8%	17.6%	17.5%	17.2%	15.7%	18.6%	15.1%
%H (All HH)		96.2%	53.2%	9.3%	61.2%	27.4%	33.8%	59.9%
%H (TV HH)			55.3%	9.6%	63.6%	28.5%	35.1%	
E	178	169	81	12	117	43	74	70
%V	13.3%	13.2%	11.3%	9.5%	13.9%	10.4%	17.2%	7.4%
%H (All HH)		94.9%	45.5%	6.7%	65.7%	24.2%	41.6%	39.3%
%H (TV HH)			47.9%	7.1%	69.2%	25.4%	43.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 25	63	54	24	8	26	10	16	45
%V	4.7%	4.2%	3.4%	6.3%	3.1%	2.4%	3.7%	4.8%
%H (All HH)		85.7%	38.1%	12.7%	41.3%	15.9%	25.4%	71.4%
%H (TV HH)			44.4%	14.8%	48.1%	18.5%	29.6%	
25 - 34	192	182	113	21	103	59	44	159
%V	14.4%	14.2%	15.8%	16.7%	12.2%	14.3%	10.3%	16.9%
%H (All HH)		94.8%	58.9%	10.9%	53.6%	30.7%	22.9%	82.8%
%H (TV HH)			62.1%	11.5%	56.6%	32.4%	24.2%	
35 - 44	205	196	124	21	119	69	50	176
%V	15.4%	15.3%	17.3%	16.7%	14.1%	16.7%	11.7%	18.7%
%H (All HH)		95.6%	60.5%	10.2%	58.0%	33.7%	24.4%	85.9%
%H (TV HH)			63.3%	10.7%	60.7%	35.2%	25.5%	
45 - 54	256	249	152	24	169	96	73	215
%V	19.2%	19.4%	21.2%	19.0%	20.0%	23.2%	17.0%	22.8%
%H (All HH)		97.3%	59.4%	9.4%	66.0%	37.5%	28.5%	84.0%
%H (TV HH)			61.0%	9.6%	67.9%	38.6%	29.3%	
55 - 64	231	225	133	20	152	80	72	175
%V	17.3%	17.6%	18.6%	15.9%	18.0%	19.4%	16.8%	18.6%
%H (All HH)		97.4%	57.6%	8.7%	65.8%	34.6%	31.2%	75.8%
%H (TV HH)			59.1%	8.9%	67.6%	35.6%	32.0%	
65 +	387	375	170	31	274	100	174	173
%V	29.0%	29.3%	23.7%	24.6%	32.5%	24.2%	40.6%	18.3%
%H (All HH)		96.9%	43.9%	8.0%	70.8%	25.8%	45.0%	44.7%
%H (TV HH)			45.3%	8.3%	73.1%	26.7%	46.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	423	393	156	34	279	80	199	186
%V	31.7%	30.7%	21.8%	27.0%	33.1%	19.4%	46.4%	19.7%
%H (All HH)		92.9%	36.9%	8.0%	66.0%	18.9%	47.0%	44.0%
%H (TV HH)			39.7%	8.7%	71.0%	20.4%	50.6%	
2	457	446	267	43	291	157	134	350
%V	34.3%	34.8%	37.3%	34.1%	34.5%	38.0%	31.2%	37.1%
%H (All HH)		97.6%	58.4%	9.4%	63.7%	34.4%	29.3%	76.6%
%H (TV HH)			59.9%	9.6%	65.2%	35.2%	30.0%	
3	208	203	134	21	125	79	45	181
%V	15.6%	15.8%	18.7%	16.7%	14.8%	19.1%	10.5%	19.2%
%H (All HH)		97.6%	64.4%	10.1%	60.1%	38.0%	21.6%	87.0%
%H (TV HH)			66.0%	10.3%	61.6%	38.9%	22.2%	
4	168	164	110	19	105	70	35	157
%V	12.6%	12.8%	15.4%	15.1%	12.5%	16.9%	8.2%	16.6%
%H (All HH)		97.6%	65.5%	11.3%	62.5%	41.7%	20.8%	93.5%
%H (TV HH)			67.1%	11.6%	64.0%	42.7%	21.3%	
5+	78	76	48	9	43	27	17	70
%V	5.8%	5.9%	6.7%	7.1%	5.1%	6.5%	4.0%	7.4%
%H (All HH)		97.4%	61.5%	11.5%	55.1%	34.6%	21.8%	89.7%
%H (TV HH)			63.2%	11.8%	56.6%	35.5%	22.4%	
Average HH size	2.29	2.31	2.50	2.44	2.24	2.55	1.94	2.58

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Without	1010	964	503	93	658	298	360	660
%V	75.7%	75.2%	70.3%	73.8%	78.1%	72.2%	83.9%	70.0%
%H (All HH)		95.4%	49.8%	9.2%	65.1%	29.5%	35.6%	65.3%
%H (TV HH)			52.2%	9.6%	68.3%	30.9%	37.3%	
With	324	318	213	33	184	115	69	283
%V	24.3%	24.8%	29.7%	26.2%	21.8%	27.8%	16.1%	30.0%
%H (All HH)		98.1%	65.7%	10.2%	56.8%	35.5%	21.3%	87.3%
%H (TV HH)			67.0%	10.4%	57.9%	36.2%	21.7%	
0 - 3	124	122	79	13	62	33	29	104
%V	9.3%	9.5%	11.0%	10.3%	7.4%	8.0%	6.8%	11.0%
%H (All HH)		98.4%	63.7%	10.5%	50.0%	26.6%	23.4%	83.9%
%H (TV HH)			64.8%	10.7%	50.8%	27.0%	23.8%	
4 - 9	162	159	109	16	90	58	32	139
%V	12.1%	12.4%	15.2%	12.7%	10.7%	14.0%	7.5%	14.7%
%H (All HH)		98.1%	67.3%	9.9%	55.6%	35.8%	19.8%	85.8%
%H (TV HH)			68.6%	10.1%	56.6%	36.5%	20.1%	
10 - 15	154	152	105	15	97	65	31	141
%V	11.5%	11.9%	14.7%	11.9%	11.5%	15.7%	7.2%	15.0%
%H (All HH)		98.7%	68.2%	9.7%	63.0%	42.2%	20.1%	91.6%
%H (TV HH)			69.1%	9.9%	63.8%	42.8%	20.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	463	463	204	44	258	54	204	265
%V	34.7%	36.1%	28.5%	34.9%	30.6%	13.1%	47.6%	28.1%
%H (All HH)		100.0%	44.1%	9.5%	55.7%	11.7%	44.1%	57.2%
%H (TV HH)			44.1%	9.5%	55.7%	11.7%	44.1%	
2	451	451	256	47	308	160	147	329
%V	33.8%	35.2%	35.8%	37.3%	36.5%	38.7%	34.3%	34.9%
%H (All HH)		100.0%	56.8%	10.4%	68.3%	35.5%	32.6%	72.9%
%H (TV HH)			56.8%	10.4%	68.3%	35.5%	32.6%	
3	218	218	146	20	162	111	51	180
%V	16.3%	17.0%	20.4%	15.9%	19.2%	26.9%	11.9%	19.1%
%H (All HH)		100.0%	67.0%	9.2%	74.3%	50.9%	23.4%	82.6%
%H (TV HH)			67.0%	9.2%	74.3%	50.9%	23.4%	
4	99	99	71	10	73	54	18	90
%V	7.4%	7.7%	9.9%	7.9%	8.7%	13.1%	4.2%	9.5%
%H (All HH)		100.0%	71.7%	10.1%	73.7%	54.5%	18.2%	90.9%
%H (TV HH)			71.7%	10.1%	73.7%	54.5%	18.2%	
5+	51	51	38	4	43	34	9	49
%V	3.8%	4.0%	5.3%	3.2%	5.1%	8.2%	2.1%	5.2%
%H (All HH)		100.0%	74.5%	7.8%	84.3%	66.7%	17.6%	96.1%
%H (TV HH)			74.5%	7.8%	84.3%	66.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 20"	330	330	196	25	257	148	109	248
%V	24.7%	25.7%	27.4%	19.8%	30.5%	35.8%	25.4%	26.3%
%H (All HH)		100.0%	59.4%	7.6%	77.9%	44.8%	33.0%	75.2%
%H (TV HH)			59.4%	7.6%	77.9%	44.8%	33.0%	
20" - 29"	535	535	293	51	393	204	189	373
%V	40.1%	41.7%	40.9%	40.5%	46.6%	49.4%	44.1%	39.6%
%H (All HH)		100.0%	54.8%	9.5%	73.5%	38.1%	35.3%	69.7%
%H (TV HH)			54.8%	9.5%	73.5%	38.1%	35.3%	
30" - 39"	702	702	400	71	474	246	228	515
%V	52.6%	54.8%	55.9%	56.3%	56.2%	59.6%	53.1%	54.6%
%H (All HH)		100.0%	57.0%	10.1%	67.5%	35.0%	32.5%	73.4%
%H (TV HH)			57.0%	10.1%	67.5%	35.0%	32.5%	
40" and over	540	540	367	56	337	222	115	454
%V	40.5%	42.1%	51.3%	44.4%	40.0%	53.8%	26.8%	48.1%
%H (All HH)		100.0%	68.0%	10.4%	62.4%	41.1%	21.3%	84.1%
%H (TV HH)			68.0%	10.4%	62.4%	41.1%	21.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Main living room	1262	1262	709	125	832	410	422	900
%V	94.6%	98.4%	99.0%	99.2%	98.7%	99.3%	98.4%	95.4%
%H (All HH)		100.0%	56.2%	9.9%	65.9%	32.5%	33.4%	71.3%
%H (TV HH)			56.2%	9.9%	65.9%	32.5%	33.4%	
Kitchen	183	183	116	11	148	92	55	143
%V	13.7%	14.3%	16.2%	8.7%	17.6%	22.3%	12.8%	15.2%
%H (All HH)		100.0%	63.4%	6.0%	80.9%	50.3%	30.1%	78.1%
%H (TV HH)			63.4%	6.0%	80.9%	50.3%	30.1%	
Adult's bedroom	566	566	355	60	413	262	151	452
%V	42.4%	44.1%	49.6%	47.6%	49.0%	63.4%	35.2%	47.9%
%H (All HH)		100.0%	62.7%	10.6%	73.0%	46.3%	26.7%	79.9%
%H (TV HH)			62.7%	10.6%	73.0%	46.3%	26.7%	
Child's bedroom	141	141	97	15	96	67	29	124
%V	10.6%	11.0%	13.5%	11.9%	11.4%	16.2%	6.8%	13.1%
%H (All HH)		100.0%	68.8%	10.6%	68.1%	47.5%	20.6%	87.9%
%H (TV HH)			68.8%	10.6%	68.1%	47.5%	20.6%	
Other bedroom	72	72	50	6	52	36	16	62
%V	5.4%	5.6%	7.0%	4.8%	6.2%	8.7%	3.7%	6.6%
%H (All HH)		100.0%	69.4%	8.3%	72.2%	50.0%	22.2%	86.1%
%H (TV HH)			69.4%	8.3%	72.2%	50.0%	22.2%	
Second living/dining room	168	168	107	17	128	83	45	136
%V	12.6%	13.1%	14.9%	13.5%	15.2%	20.1%	10.5%	14.4%
%H (All HH)		100.0%	63.7%	10.1%	76.2%	49.4%	26.8%	81.0%
%H (TV HH)			63.7%	10.1%	76.2%	49.4%	26.8%	
Study/office	16	16	12	1	12	9	3	16
%V	1.2%	1.2%	1.7%	0.8%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	100.0%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	17	2	21	15	6	22
%V	1.9%	2.0%	2.4%	1.6%	2.5%	3.6%	1.4%	2.3%
%H (All HH)		100.0%	68.0%	8.0%	84.0%	60.0%	24.0%	88.0%
%H (TV HH)			68.0%	8.0%	84.0%	60.0%	24.0%	
Attic or loft room	4	4	3	1	2	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.2%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	50.0%	50.0%	25.0%	
No specific location	2	2	2	0	2	1	0	2
%V	0.1%	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
Other	6	6	4	0	5	4	1	5
%V	0.4%	0.5%	0.6%	0.0%	0.6%	1.0%	0.2%	0.5%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
%H (TV HH)			66.7%	0.0%	83.3%	66.7%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV Wales

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Any DSAT provider	716	716	716	5	358	358	0	574
%V	53.7%	55.9%	100.0%	4.0%	42.5%	86.7%	0.0%	60.9%
%H (All HH)			100.0%	0.7%	50.0%	50.0%	0.0%	80.2%
%H (TV HH)			100.0%	0.7%	50.0%	50.0%	0.0%	
Sky with subcription	588	588	588	3	291	291	0	486
%V	44.1%	45.9%	82.1%	2.4%	34.5%	70.5%	0.0%	51.5%
%H (All HH)			100.0%	0.5%	49.5%	49.5%	0.0%	82.7%
%H (TV HH)			100.0%	0.5%	49.5%	49.5%	0.0%	
Sky without subcription	72	72	72	1	34	34	0	46
%V	5.4%	5.6%	10.1%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.4%	47.2%	47.2%	0.0%	63.9%
%H (TV HH)			100.0%	1.4%	47.2%	47.2%	0.0%	
Freesat	60	60	60	1	34	34	0	46
%V	4.5%	4.7%	8.4%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.7%	56.7%	56.7%	0.0%	76.7%
%H (TV HH)			100.0%	1.7%	56.7%	56.7%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	7
%V	0.7%	0.7%	1.3%	0.0%	0.6%	1.2%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	126	126	5	126	57	57	0	105
%V	9.4%	9.8%	0.7%	100.0%	6.8%	13.8%	0.0%	11.1%
%H (All HH)			4.0%	100.0%	45.2%	45.2%	0.0%	83.3%
%H (TV HH)			4.0%	100.0%	45.2%	45.2%	0.0%	
DTT	843	843	358	57	843	413	429	574
%V	63.2%	65.8%	50.0%	45.2%	100.0%	100.0%	100.0%	60.9%
%H (All HH)		100.0%	42.5%	6.8%	100.0%	49.0%	50.9%	68.1%
%H (TV HH)			42.5%	6.8%	100.0%	49.0%	50.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
PVR	794	794	568	101	469	340	128	671
%V	59.5%	61.9%	79.3%	80.2%	55.6%	82.3%	29.8%	71.2%
%H (All HH)		100.0%	71.5%	12.7%	59.1%	42.8%	16.1%	84.5%
%H (TV HH)			71.5%	12.7%	59.1%	42.8%	16.1%	
DVDR	84	84	47	9	59	33	27	67
%V	6.3%	6.6%	6.6%	7.1%	7.0%	8.0%	6.3%	7.1%
%H (All HH)		100.0%	56.0%	10.7%	70.2%	39.3%	32.1%	79.8%
%H (TV HH)			56.0%	10.7%	70.2%	39.3%	32.1%	
VCR	34	34	18	4	27	14	13	21
%V	2.5%	2.7%	2.5%	3.2%	3.2%	3.4%	3.0%	2.2%
%H (All HH)		100.0%	52.9%	11.8%	79.4%	41.2%	38.2%	61.8%
%H (TV HH)			52.9%	11.8%	79.4%	41.2%	38.2%	
Any recorder	834	834	581	103	502	350	153	695
%V	62.5%	65.1%	81.1%	81.7%	59.5%	84.7%	35.7%	73.7%
%H (All HH)		100.0%	69.7%	12.4%	60.2%	42.0%	18.3%	83.3%
%H (TV HH)			69.7%	12.4%	60.2%	42.0%	18.3%	
Receives HDTV (via STB or built-in reception)	579	579	387	89	349	243	106	498
%V	43.4%	45.2%	54.1%	70.6%	41.4%	58.8%	24.7%	52.8%
%H (All HH)		100.0%	66.8%	15.4%	60.3%	42.0%	18.3%	86.0%
%H (TV HH)			66.8%	15.4%	60.3%	42.0%	18.3%	
DVD/Blu-ray player or recorder	1038	1038	599	106	694	363	331	782
%V	77.8%	81.0%	83.7%	84.1%	82.3%	87.9%	77.2%	82.9%
%H (All HH)		100.0%	57.7%	10.2%	66.9%	35.0%	31.9%	75.3%
%H (TV HH)			57.7%	10.2%	66.9%	35.0%	31.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Has broadband internet	943	913	574	105	574	346	228	943
%V	70.7%	71.2%	80.2%	83.3%	68.1%	83.8%	53.1%	100.0%
%H (All HH)		96.8%	60.9%	11.1%	60.9%	36.7%	24.2%	100.0%
%H (TV HH)			62.9%	11.5%	62.9%	37.9%	25.0%	
Number of computers (PCs and laptops)								
0	329	310	118	20	226	55	170	10
%V	24.7%	24.2%	16.5%	15.9%	26.8%	13.3%	39.6%	1.1%
%H (All HH)		94.2%	35.9%	6.1%	68.7%	16.7%	51.7%	3.0%
%H (TV HH)			38.1%	6.5%	72.9%	17.7%	54.8%	
1	458	440	254	42	277	137	140	403
%V	34.3%	34.3%	35.5%	33.3%	32.9%	33.2%	32.6%	42.7%
%H (All HH)		96.1%	55.5%	9.2%	60.5%	29.9%	30.6%	88.0%
%H (TV HH)			57.7%	9.5%	63.0%	31.1%	31.8%	
2	278	272	173	33	178	113	65	264
%V	20.8%	21.2%	24.2%	26.2%	21.1%	27.4%	15.2%	28.0%
%H (All HH)		97.8%	62.2%	11.9%	64.0%	40.6%	23.4%	95.0%
%H (TV HH)			63.6%	12.1%	65.4%	41.5%	23.9%	
3	132	128	84	15	78	51	28	130
%V	9.9%	10.0%	11.7%	11.9%	9.3%	12.3%	6.5%	13.8%
%H (All HH)		97.0%	63.6%	11.4%	59.1%	38.6%	21.2%	98.5%
%H (TV HH)			65.6%	11.7%	60.9%	39.8%	21.9%	
4	69	66	44	6	42	28	14	69
%V	5.2%	5.1%	6.1%	4.8%	5.0%	6.8%	3.3%	7.3%
%H (All HH)		95.7%	63.8%	8.7%	60.9%	40.6%	20.3%	100.0%
%H (TV HH)			66.7%	9.1%	63.6%	42.4%	21.2%	
5+	69	66	43	9	42	29	13	67
%V	5.2%	5.1%	6.0%	7.1%	5.0%	7.0%	3.0%	7.1%
%H (All HH)		95.7%	62.3%	13.0%	60.9%	42.0%	18.8%	97.1%
%H (TV HH)			65.2%	13.6%	63.6%	43.9%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Under 20"	416	253	33	326	195	131	319
%V	15.5%	15.4%	12.5%	17.3%	17.6%	16.9%	15.3%
%H		60.8%	7.9%	78.4%	46.9%	31.5%	76.7%
20" - 29"	688	396	66	519	294	225	500
%V	25.6%	24.1%	24.9%	27.5%	26.5%	29.1%	23.9%
%H		57.6%	9.6%	75.4%	42.7%	32.7%	72.7%
30" - 39"	859	503	94	587	325	262	654
%V	31.9%	30.6%	35.5%	31.2%	29.3%	33.9%	31.3%
%H		58.6%	10.9%	68.3%	37.8%	30.5%	76.1%
40" and over	641	438	68	404	269	134	549
%V	23.8%	26.6%	25.7%	21.4%	24.2%	17.3%	26.3%
%H		68.3%	10.6%	63.0%	42.0%	20.9%	85.6%
Don't know	37	20	3	25	12	14	29
%V	1.4%	1.2%	1.1%	1.3%	1.1%	1.8%	1.4%
%H		54.1%	8.1%	67.6%	32.4%	37.8%	78.4%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Main living room	1273	715	127	841	415	426	910
%V	47.3%	43.5%	47.9%	44.6%	37.4%	55.1%	43.6%
%H		56.2%	10.0%	66.1%	32.6%	33.5%	71.5%
Kitchen	183	117	11	148	93	55	144
%V	6.8%	7.1%	4.2%	7.9%	8.4%	7.1%	6.9%
%H		63.9%	6.0%	80.9%	50.8%	30.1%	78.7%
Adult's bedroom	674	430	75	498	327	171	552
%V	25.1%	26.1%	28.3%	26.4%	29.5%	22.1%	26.4%
%H		63.8%	11.1%	73.9%	48.5%	25.4%	81.9%
Child's bedroom	188	132	21	129	94	35	169
%V	7.0%	8.0%	7.9%	6.8%	8.5%	4.5%	8.1%
%H		70.2%	11.2%	68.6%	50.0%	18.6%	89.9%
Other bedroom	87	61	7	64	45	19	76
%V	3.2%	3.7%	2.6%	3.4%	4.1%	2.5%	3.6%
%H		70.1%	8.0%	73.6%	51.7%	21.8%	87.4%
Second living/dining room	172	110	17	131	86	46	140
%V	6.4%	6.7%	6.4%	7.0%	7.7%	6.0%	6.7%
%H		64.0%	9.9%	76.2%	50.0%	26.7%	81.4%
Study/office	17	13	1	13	10	3	17
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.4%	0.8%
%H		76.5%	5.9%	76.5%	58.8%	17.6%	100.0%
TV room	8	6	1	6	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	75.0%	50.0%	12.5%	100.0%
Conservatory	25	17	2	22	15	6	22
%V	0.9%	1.0%	0.8%	1.2%	1.4%	0.8%	1.1%
%H		68.0%	8.0%	88.0%	60.0%	24.0%	88.0%
Attic or loft room	4	3	1	2	2	1	4
%V	0.1%	0.2%	0.4%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
No specific location	3	2	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	0.0%	66.7%
Other	6	4	0	5	4	1	5
%V	0.2%	0.2%	0.0%	0.3%	0.4%	0.1%	0.2%
%H		66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV HTV Wales

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
PVR	1052	778	135	604	459	145	912
%V	39.1%	47.3%	50.9%	32.1%	41.4%	18.8%	43.7%
%H		74.0%	12.8%	57.4%	43.6%	13.8%	86.7%
DVDR	93	53	10	66	36	29	74
%V	3.5%	3.2%	3.8%	3.5%	3.2%	3.8%	3.5%
%H		57.0%	10.8%	71.0%	38.7%	31.2%	79.6%
VCR	37	20	4	29	16	14	22
%V	1.4%	1.2%	1.5%	1.5%	1.4%	1.8%	1.1%
%H		54.1%	10.8%	78.4%	43.2%	37.8%	59.5%
Any recorder	1112	806	140	654	481	173	952
%V	41.3%	49.0%	52.8%	34.7%	43.3%	22.4%	45.6%
%H		72.5%	12.6%	58.8%	43.3%	15.6%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Receives HDTV (via STB or built-in reception)	797	529	131	489	346	142	700
%V	29.6%	32.2%	49.4%	26.0%	31.2%	18.4%	33.5%
%H		66.4%	16.4%	61.4%	43.4%	17.8%	87.8%
DVD/Blu-ray player or recorder	1589	970	165	1123	667	456	1265
%V	59.1%	59.0%	62.3%	59.6%	60.1%	59.0%	60.6%
%H		61.0%	10.4%	70.7%	42.0%	28.7%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Under 20"	22	6	1	18	3	14	10
%V	1.7%	0.8%	0.8%	2.1%	0.7%	3.3%	1.1%
%H		27.3%	4.5%	81.8%	13.6%	63.6%	45.5%
20" - 29"	209	80	19	151	43	108	107
%V	16.3%	11.2%	15.1%	17.9%	10.4%	25.2%	11.7%
%H		38.3%	9.1%	72.2%	20.6%	51.7%	51.2%
30" - 39"	517	271	51	344	152	193	351
%V	40.4%	37.8%	40.5%	40.9%	36.8%	45.0%	38.5%
%H		52.4%	9.9%	66.5%	29.4%	37.3%	67.9%
40" and over	519	354	55	323	213	109	436
%V	40.5%	49.4%	43.7%	38.4%	51.6%	25.4%	47.9%
%H		68.2%	10.6%	62.2%	41.0%	21.0%	84.0%
Don't know	10	4	1	6	1	5	6
%V	0.8%	0.6%	0.8%	0.7%	0.2%	1.2%	0.7%
%H		40.0%	10.0%	60.0%	10.0%	50.0%	60.0%
Not Asked	3	1	0	0	1	0	1
%V	0.2%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%
%H		33.3%	0.0%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
PVR	771	555	99	449	331	119	652
%V	60.2%	77.5%	78.6%	53.3%	80.1%	27.7%	71.6%
%H		72.0%	12.8%	58.2%	42.9%	15.4%	84.6%
DVDR	70	39	7	50	26	24	55
%V	5.5%	5.4%	5.6%	5.9%	6.3%	5.6%	6.0%
%H		55.7%	10.0%	71.4%	37.1%	34.3%	78.6%
VCR	27	12	3	21	9	12	15
%V	2.1%	1.7%	2.4%	2.5%	2.2%	2.8%	1.6%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	55.6%
Any recorder	810	569	101	483	341	142	676
%V	63.3%	79.5%	80.2%	57.4%	82.6%	33.1%	74.2%
%H		70.2%	12.5%	59.6%	42.1%	17.5%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Receives HDTV (via STB or built-in reception)	557	373	87	332	233	99	480
%V	43.5%	52.1%	69.0%	39.4%	56.4%	23.1%	52.7%
%H		67.0%	15.6%	59.6%	41.8%	17.8%	86.2%
DVD/Blu-ray player or recorder	966	555	98	642	330	312	729
%V	75.5%	77.5%	77.8%	76.2%	79.9%	72.7%	80.0%
%H		57.5%	10.1%	66.5%	34.2%	32.3%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Under 20"	394	246	32	308	192	116	309
%V	27.9%	26.5%	23.0%	29.6%	27.5%	33.6%	26.2%
%H		62.4%	8.1%	78.2%	48.7%	29.4%	78.4%
20" - 29"	479	315	47	368	251	117	393
%V	33.9%	33.9%	33.8%	35.3%	36.0%	33.9%	33.4%
%H		65.8%	9.8%	76.8%	52.4%	24.4%	82.0%
30" - 39"	342	232	43	243	174	69	303
%V	24.2%	24.9%	30.9%	23.3%	25.0%	20.0%	25.7%
%H		67.8%	12.6%	71.1%	50.9%	20.2%	88.6%
40" and over	122	84	13	81	56	25	113
%V	8.6%	9.0%	9.4%	7.8%	8.0%	7.2%	9.6%
%H		68.9%	10.7%	66.4%	45.9%	20.5%	92.6%
Don't know	27	16	2	19	10	9	22
%V	1.9%	1.7%	1.4%	1.8%	1.4%	2.6%	1.9%
%H		59.3%	7.4%	70.4%	37.0%	33.3%	81.5%
Not Asked	47	37	2	23	14	9	38
%V	3.3%	4.0%	1.4%	2.2%	2.0%	2.6%	3.2%
%H		78.7%	4.3%	48.9%	29.8%	19.1%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
PVR	281	223	36	155	128	27	260
%V	19.9%	24.0%	25.9%	14.9%	18.4%	7.8%	22.1%
%H		79.4%	12.8%	55.2%	45.6%	9.6%	92.5%
DVDR	23	14	3	16	10	6	20
%V	1.6%	1.5%	2.2%	1.5%	1.4%	1.7%	1.7%
%H		60.9%	13.0%	69.6%	43.5%	26.1%	87.0%
VCR	10	8	1	8	7	1	7
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.3%	0.6%
%H		80.0%	10.0%	80.0%	70.0%	10.0%	70.0%
Any recorder	302	237	39	171	140	31	276
%V	21.4%	25.5%	28.1%	16.4%	20.1%	9.0%	23.4%
%H		78.5%	12.9%	56.6%	46.4%	10.3%	91.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Receives HDTV (via STB or built-in reception)	240	156	44	157	114	43	221
%V	17.0%	16.8%	31.7%	15.1%	16.4%	12.5%	18.8%
%H		65.0%	18.3%	65.4%	47.5%	17.9%	92.1%
DVD/Blu-ray player or recorder	623	415	67	481	337	144	536
%V	44.2%	44.6%	48.2%	46.2%	48.4%	41.7%	45.5%
%H		66.6%	10.8%	77.2%	54.1%	23.1%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Children	558	549	366	57	317	197	120	488
%V	18.3%	18.6%	20.4%	18.4%	16.8%	18.7%	14.4%	20.1%
%H		98.4%	65.6%	10.2%	56.8%	35.3%	21.5%	87.5%
0 - 3	143	140	90	15	71	37	33	121
%V	4.7%	4.7%	5.0%	4.9%	3.8%	3.5%	4.0%	5.0%
%H		97.9%	62.9%	10.5%	49.7%	25.9%	23.1%	84.6%
4 - 15	415	409	276	41	246	160	86	367
%V	13.6%	13.8%	15.4%	13.3%	13.1%	15.2%	10.3%	15.1%
%H		98.6%	66.5%	9.9%	59.3%	38.6%	20.7%	88.4%
4 - 9	213	209	142	21	119	76	44	184
%V	7.0%	7.1%	7.9%	6.8%	6.3%	7.2%	5.3%	7.6%
%H		98.1%	66.7%	9.9%	55.9%	35.7%	20.7%	86.4%
10 - 15	202	200	135	21	127	84	43	183
%V	6.6%	6.8%	7.5%	6.8%	6.7%	8.0%	5.2%	7.5%
%H		99.0%	66.8%	10.4%	62.9%	41.6%	21.3%	90.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%V	81.7%	81.4%	79.6%	81.6%	83.2%	81.3%	85.6%	79.9%
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
16 - 19	133	130	83	16	83	55	28	122
%V	4.4%	4.4%	4.6%	5.2%	4.4%	5.2%	3.4%	5.0%
%H		97.7%	62.4%	12.0%	62.4%	41.4%	21.1%	91.7%
20 - 24	214	192	103	25	117	62	54	183
%V	7.0%	6.5%	5.8%	8.1%	6.2%	5.9%	6.5%	7.5%
%H		89.7%	48.1%	11.7%	54.7%	29.0%	25.2%	85.5%
25 - 34	390	372	235	45	215	129	87	332
%V	12.8%	12.6%	13.1%	14.6%	11.4%	12.3%	10.5%	13.7%
%H		95.4%	60.3%	11.5%	55.1%	33.1%	22.3%	85.1%
35 - 44	365	352	224	42	206	124	83	318
%V	12.0%	11.9%	12.5%	13.6%	10.9%	11.8%	10.0%	13.1%
%H		96.4%	61.4%	11.5%	56.4%	34.0%	22.7%	87.1%
45 - 54	430	421	267	43	284	172	111	376
%V	14.1%	14.2%	14.9%	13.9%	15.1%	16.3%	13.3%	15.5%
%H		97.9%	62.1%	10.0%	66.0%	40.0%	25.8%	87.4%
55 - 64	378	371	229	32	247	137	110	302
%V	12.4%	12.5%	12.8%	10.4%	13.1%	13.0%	13.2%	12.4%
%H		98.1%	60.6%	8.5%	65.3%	36.2%	29.1%	79.9%
65+	585	572	285	48	416	177	239	310
%V	19.2%	19.3%	15.9%	15.5%	22.1%	16.8%	28.7%	12.8%
%H		97.8%	48.7%	8.2%	71.1%	30.3%	40.9%	53.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
AB	562	551	345	53	365	214	151	510
%V	22.5%	22.9%	24.2%	21.0%	23.3%	25.0%	21.2%	26.3%
%H		98.0%	61.4%	9.4%	64.9%	38.1%	26.9%	90.7%
C1	632	593	331	71	389	209	180	535
%V	25.3%	24.6%	23.2%	28.2%	24.8%	24.4%	25.3%	27.5%
%H		93.8%	52.4%	11.2%	61.6%	33.1%	28.5%	84.7%
C2	609	594	366	66	387	228	159	483
%V	24.4%	24.7%	25.7%	26.2%	24.7%	26.6%	22.3%	24.9%
%H		97.5%	60.1%	10.8%	63.5%	37.4%	26.1%	79.3%
D	438	427	256	43	262	134	128	296
%V	17.6%	17.7%	18.0%	17.1%	16.7%	15.7%	18.0%	15.2%
%H		97.5%	58.4%	9.8%	59.8%	30.6%	29.2%	67.6%
E	255	244	127	20	166	71	95	119
%V	10.2%	10.1%	8.9%	7.9%	10.6%	8.3%	13.3%	6.1%
%H		95.7%	49.8%	7.8%	65.1%	27.8%	37.3%	46.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
Working full time	1076	1047	671	118	660	407	253	963
%V	43.1%	43.5%	47.1%	46.8%	42.1%	47.5%	35.5%	49.6%
%H		97.3%	62.4%	11.0%	61.3%	37.8%	23.5%	89.5%
Working part time	232	226	137	27	142	82	60	196
%V	9.3%	9.4%	9.6%	10.7%	9.1%	9.6%	8.4%	10.1%
%H		97.4%	59.1%	11.6%	61.2%	35.3%	25.9%	84.5%
Not working	1187	1137	617	107	767	367	400	783
%V	47.6%	47.2%	43.3%	42.5%	48.9%	42.9%	56.2%	40.3%
%H		95.8%	52.0%	9.0%	64.6%	30.9%	33.7%	66.0%
Housewife/Houseperson	1334	1282	716	126	843	413	429	943
%V	53.5%	53.2%	50.2%	50.0%	53.8%	48.2%	60.3%	48.6%
%H		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
16 - 19	70	67	43	9	42	28	14	63
%V	5.7%	5.7%	6.1%	7.3%	5.6%	6.6%	4.3%	6.5%
%H		95.7%	61.4%	12.9%	60.0%	40.0%	20.0%	90.0%
20 - 24	109	99	56	11	58	33	24	95
%V	8.9%	8.4%	7.9%	8.9%	7.7%	7.8%	7.3%	9.8%
%H		90.8%	51.4%	10.1%	53.2%	30.3%	22.0%	87.2%
25 - 34	197	186	116	23	109	65	44	169
%V	16.1%	15.9%	16.4%	18.5%	14.5%	15.3%	13.4%	17.4%
%H		94.4%	58.9%	11.7%	55.3%	33.0%	22.3%	85.8%
35 - 44	180	173	106	22	100	57	43	152
%V	14.7%	14.7%	15.0%	17.7%	13.3%	13.4%	13.1%	15.7%
%H		96.1%	58.9%	12.2%	55.6%	31.7%	23.9%	84.4%
45 - 54	210	204	133	21	136	85	51	183
%V	17.2%	17.4%	18.8%	16.9%	18.1%	20.0%	15.5%	18.8%
%H		97.1%	63.3%	10.0%	64.8%	40.5%	24.3%	87.1%
55 - 64	185	180	111	15	121	67	55	148
%V	15.1%	15.3%	15.7%	12.1%	16.1%	15.8%	16.8%	15.2%
%H		97.3%	60.0%	8.1%	65.4%	36.2%	29.7%	80.0%
65+	271	264	143	23	187	89	98	160
%V	22.2%	22.5%	20.2%	18.5%	24.8%	20.9%	29.9%	16.5%
%H		97.4%	52.8%	8.5%	69.0%	32.8%	36.2%	59.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
AB	281	275	176	26	181	108	72	256
%V	23.0%	23.4%	24.9%	21.0%	24.0%	25.4%	22.0%	26.4%
%H		97.9%	62.6%	9.3%	64.4%	38.4%	25.6%	91.1%
C1	298	275	158	32	175	98	77	260
%V	24.4%	23.4%	22.3%	25.8%	23.2%	23.1%	23.5%	26.8%
%H		92.3%	53.0%	10.7%	58.7%	32.9%	25.8%	87.2%
C2	321	313	194	34	203	120	83	255
%V	26.3%	26.7%	27.4%	27.4%	27.0%	28.2%	25.3%	26.3%
%H		97.5%	60.4%	10.6%	63.2%	37.4%	25.9%	79.4%
D	213	207	125	21	125	65	60	147
%V	17.4%	17.6%	17.7%	16.9%	16.6%	15.3%	18.3%	15.1%
%H		97.2%	58.7%	9.9%	58.7%	30.5%	28.2%	69.0%
E	108	103	55	10	70	33	37	52
%V	8.8%	8.8%	7.8%	8.1%	9.3%	7.8%	11.3%	5.4%
%H		95.4%	50.9%	9.3%	64.8%	30.6%	34.3%	48.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
Working full time	642	621	399	71	388	240	148	571
%V	52.5%	52.9%	56.4%	57.3%	51.5%	56.5%	45.1%	58.8%
%H		96.7%	62.1%	11.1%	60.4%	37.4%	23.1%	88.9%
Working part time	54	51	30	5	31	16	16	43
%V	4.4%	4.3%	4.2%	4.0%	4.1%	3.8%	4.9%	4.4%
%H		94.4%	55.6%	9.3%	57.4%	29.6%	29.6%	79.6%
Not working	526	500	279	47	334	169	165	356
%V	43.0%	42.6%	39.4%	37.9%	44.4%	39.8%	50.3%	36.7%
%H		95.1%	53.0%	8.9%	63.5%	32.1%	31.4%	67.7%
Housewife/Houseperson	268	245	121	22	160	63	97	155
%V	21.9%	20.9%	17.1%	17.7%	21.2%	14.8%	29.6%	16.0%
%H		91.4%	45.1%	8.2%	59.7%	23.5%	36.2%	57.8%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
16 - 19	63	62	40	7	41	27	14	59
%V	4.9%	5.0%	5.6%	5.5%	5.0%	6.3%	3.6%	6.1%
%H		98.4%	63.5%	11.1%	65.1%	42.9%	22.2%	93.7%
20 - 24	105	93	47	14	59	29	30	88
%V	8.2%	7.5%	6.6%	10.9%	7.2%	6.7%	7.8%	9.1%
%H		88.6%	44.8%	13.3%	56.2%	27.6%	28.6%	83.8%
25 - 34	193	186	119	22	106	63	43	163
%V	15.2%	15.0%	16.6%	17.2%	13.0%	14.6%	11.2%	16.8%
%H		96.4%	61.7%	11.4%	54.9%	32.6%	22.3%	84.5%
35 - 44	184	179	118	21	106	67	40	166
%V	14.5%	14.5%	16.5%	16.4%	13.0%	15.5%	10.4%	17.1%
%H		97.3%	64.1%	11.4%	57.6%	36.4%	21.7%	90.2%
45 - 54	220	216	134	22	148	88	60	193
%V	17.3%	17.5%	18.7%	17.2%	18.2%	20.4%	15.6%	19.9%
%H		98.2%	60.9%	10.0%	67.3%	40.0%	27.3%	87.7%
55 - 64	193	191	118	17	126	70	56	154
%V	15.2%	15.5%	16.5%	13.3%	15.5%	16.2%	14.6%	15.9%
%H		99.0%	61.1%	8.8%	65.3%	36.3%	29.0%	79.8%
65+	315	308	142	26	229	88	141	149
%V	24.7%	24.9%	19.8%	20.3%	28.1%	20.4%	36.7%	15.3%
%H		97.8%	45.1%	8.3%	72.7%	27.9%	44.8%	47.3%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
AB	281	275	169	26	184	105	79	254
%V	22.1%	22.2%	23.6%	20.3%	22.6%	24.4%	20.6%	26.2%
%H		97.9%	60.1%	9.3%	65.5%	37.4%	28.1%	90.4%
C1	333	318	173	39	214	111	103	274
%V	26.2%	25.7%	24.1%	30.5%	26.3%	25.8%	26.8%	28.2%
%H		95.5%	52.0%	11.7%	64.3%	33.3%	30.9%	82.3%
C2	287	281	172	31	184	108	76	228
%V	22.5%	22.7%	24.0%	24.2%	22.6%	25.1%	19.8%	23.5%
%H		97.9%	59.9%	10.8%	64.1%	37.6%	26.5%	79.4%
D	225	220	132	21	137	69	67	148
%V	17.7%	17.8%	18.4%	16.4%	16.8%	16.0%	17.4%	15.2%
%H		97.8%	58.7%	9.3%	60.9%	30.7%	29.8%	65.8%
E	146	141	71	10	97	38	59	67
%V	11.5%	11.4%	9.9%	7.8%	11.9%	8.8%	15.4%	6.9%
%H		96.6%	48.6%	6.8%	66.4%	26.0%	40.4%	45.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
Working full time	434	425	272	47	272	168	104	392
%V	34.1%	34.4%	37.9%	36.7%	33.4%	39.0%	27.1%	40.4%
%H		97.9%	62.7%	10.8%	62.7%	38.7%	24.0%	90.3%
Working part time	179	175	107	22	110	66	45	152
%V	14.1%	14.2%	14.9%	17.2%	13.5%	15.3%	11.7%	15.7%
%H		97.8%	59.8%	12.3%	61.5%	36.9%	25.1%	84.9%
Not working	661	636	338	60	433	198	235	427
%V	51.9%	51.5%	47.1%	46.9%	53.1%	45.9%	61.2%	44.0%
%H		96.2%	51.1%	9.1%	65.5%	30.0%	35.6%	64.6%
Housewife/Houseperson	1067	1037	595	105	683	351	333	788
%V	83.8%	83.9%	83.0%	82.0%	83.8%	81.4%	86.7%	81.2%
%H		97.2%	55.8%	9.8%	64.0%	32.9%	31.2%	73.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

Contents	Page
Household	
Table 15.1: Social Grade	396
Table 15.2: Housewife Age	397
Table 15.3: Size of Household	398
Table 15.4: Presence of Children	399
Table 15.5: Number of TV sets in household	400
Table 15.6: Screen size	401
Table 15.7: Location of ANY set in household	402
Table 15.8: Platform Provider	403
Table 15.9: Recorders and other equipment	404
Table 15.10: Computers and Internet	405
Sets	
Table 15.11: Screen Size	406
Table 15.12: Location of set	407
Table 15.13: Recorders	408
Table 15.14: Other TV equipment	408
Table 15.15: Main Set Screen Size	409
Table 15.16: Main Set Recorders	410
Table 15.17: Main Set - Other TV equipment	410
Table 15.18: Other Sets (non-Main Set) Screen Size	411
Table 15.19: Other Set (non-Main Set) Recorders	412
Table 15.20: Other Set (non-Main Set) - Other TV equipment	412
Individuals	
Table 15.21: Age of Children	413
Table 15.22: Adults - Age	414
Table 15.23: Social Grade (Adults 16+)	415
Table 15.24: Working Status (Adults 16+)	416
Table 15.25: Males - Age	417
Table 15.26: Social Grade (Males 16+)	418
Table 15.27: Working Status (Males 16+)	419
Table 15.28: Females - Age	420
Table 15.29: Social Grade (Females 16+)	421
Table 15.30: Working Status (Females 16+)	422

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
AB	31	31	26	0	18	13	5	28
%V	44.3%	46.3%	51.0%	0.0%	38.3%	41.9%	31.3%	48.3%
%H (All HH)		100.0%	83.9%	0.0%	58.1%	41.9%	16.1%	90.3%
%H (TV HH)			83.9%	0.0%	58.1%	41.9%	16.1%	
C1	21	18	14	0	15	11	4	19
%V	30.0%	26.9%	27.5%	0.0%	31.9%	35.5%	25.0%	32.8%
%H (All HH)		85.7%	66.7%	0.0%	71.4%	52.4%	19.0%	90.5%
%H (TV HH)			77.8%	0.0%	83.3%	61.1%	22.2%	
C2	11	10	7	0	8	5	3	8
%V	15.7%	14.9%	13.7%	0.0%	17.0%	16.1%	18.8%	13.8%
%H (All HH)		90.9%	63.6%	0.0%	72.7%	45.5%	27.3%	72.7%
%H (TV HH)			70.0%	0.0%	80.0%	50.0%	30.0%	
D	5	5	3	1	3	2	1	2
%V	7.1%	7.5%	5.9%	100.0%	6.4%	6.5%	6.3%	3.4%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	40.0%	20.0%	40.0%
%H (TV HH)			60.0%	20.0%	60.0%	40.0%	20.0%	
E	3	3	0	0	3	0	3	1
%V	4.3%	4.5%	0.0%	0.0%	6.4%	0.0%	18.8%	1.7%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	33.3%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%V (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Under 25	3	3	1	0	2	0	2	3
%V	4.3%	4.5%	2.0%	0.0%	4.3%	0.0%	12.5%	5.2%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
25 - 34	7	6	5	0	1	1	1	7
%V	10.0%	9.0%	9.8%	0.0%	2.1%	3.2%	6.3%	12.1%
%H (All HH)		85.7%	71.4%	0.0%	14.3%	14.3%	14.3%	100.0%
%H (TV HH)			83.3%	0.0%	16.7%	16.7%	16.7%	
35 - 44	12	11	11	0	6	6	0	11
%V	17.1%	16.4%	21.6%	0.0%	12.8%	19.4%	0.0%	19.0%
%H (All HH)		91.7%	91.7%	0.0%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
45 - 54	18	18	12	0	12	7	6	17
%V	25.7%	26.9%	23.5%	0.0%	25.5%	22.6%	37.5%	29.3%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	38.9%	33.3%	94.4%
%H (TV HH)			66.7%	0.0%	66.7%	38.9%	33.3%	
55 - 64	14	14	11	0	11	7	3	12
%V	20.0%	20.9%	21.6%	0.0%	23.4%	22.6%	18.8%	20.7%
%H (All HH)		100.0%	78.6%	0.0%	78.6%	50.0%	21.4%	85.7%
%H (TV HH)			78.6%	0.0%	78.6%	50.0%	21.4%	
65 +	16	15	10	1	14	10	4	9
%V	22.9%	22.4%	19.6%	100.0%	29.8%	32.3%	25.0%	15.5%
%H (All HH)		93.8%	62.5%	6.3%	87.5%	62.5%	25.0%	56.3%
%H (TV HH)			66.7%	6.7%	93.3%	66.7%	26.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
1	19	17	9	1	15	8	7	13
%V	27.1%	25.4%	17.6%	100.0%	31.9%	25.8%	43.8%	22.4%
%H (All HH)		89.5%	47.4%	5.3%	78.9%	42.1%	36.8%	68.4%
%H (TV HH)			52.9%	5.9%	88.2%	47.1%	41.2%	
2	21	20	17	0	14	11	3	17
%V	30.0%	29.9%	33.3%	0.0%	29.8%	35.5%	18.8%	29.3%
%H (All HH)		95.2%	81.0%	0.0%	66.7%	52.4%	14.3%	81.0%
%H (TV HH)			85.0%	0.0%	70.0%	55.0%	15.0%	
3	17	17	13	0	10	6	4	15
%V	24.3%	25.4%	25.5%	0.0%	21.3%	19.4%	25.0%	25.9%
%H (All HH)		100.0%	76.5%	0.0%	58.8%	35.3%	23.5%	88.2%
%H (TV HH)			76.5%	0.0%	58.8%	35.3%	23.5%	
4	11	11	9	0	7	5	2	10
%V	15.7%	16.4%	17.6%	0.0%	14.9%	16.1%	12.5%	17.2%
%H (All HH)		100.0%	81.8%	0.0%	63.6%	45.5%	18.2%	90.9%
%H (TV HH)			81.8%	0.0%	63.6%	45.5%	18.2%	
5+	2	2	2	0	1	1	0	2
%V	2.9%	3.0%	3.9%	0.0%	2.1%	3.2%	0.0%	3.4%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Average HH size	2.40	2.43	2.56	1.00	2.25	2.35	2.06	2.51

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Without	51	49	36	1	37	25	12	42
%V	72.9%	73.1%	70.6%	100.0%	78.7%	80.6%	75.0%	72.4%
%H (All HH)		96.1%	70.6%	2.0%	72.5%	49.0%	23.5%	82.4%
%H (TV HH)			73.5%	2.0%	75.5%	51.0%	24.5%	
With	19	18	15	0	10	6	4	17
%V	27.1%	26.9%	29.4%	0.0%	21.3%	19.4%	25.0%	29.3%
%H (All HH)		94.7%	78.9%	0.0%	52.6%	31.6%	21.1%	89.5%
%H (TV HH)			83.3%	0.0%	55.6%	33.3%	22.2%	
0 - 3	7	6	4	0	3	1	2	5
%V	10.0%	9.0%	7.8%	0.0%	6.4%	3.2%	12.5%	8.6%
%H (All HH)		85.7%	57.1%	0.0%	42.9%	14.3%	28.6%	71.4%
%H (TV HH)			66.7%	0.0%	50.0%	16.7%	33.3%	
4 - 9	10	9	8	0	5	3	1	9
%V	14.3%	13.4%	15.7%	0.0%	10.6%	9.7%	6.3%	15.5%
%H (All HH)		90.0%	80.0%	0.0%	50.0%	30.0%	10.0%	90.0%
%H (TV HH)			88.9%	0.0%	55.6%	33.3%	11.1%	
10 - 15	8	8	7	0	5	4	1	7
%V	11.4%	11.9%	13.7%	0.0%	10.6%	12.9%	6.3%	12.1%
%H (All HH)		100.0%	87.5%	0.0%	62.5%	50.0%	12.5%	87.5%
%H (TV HH)			87.5%	0.0%	62.5%	50.0%	12.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
1	17	17	7	1	14	5	9	11
%V	24.3%	25.4%	13.7%	100.0%	29.8%	16.1%	56.3%	19.0%
%H (All HH)		100.0%	41.2%	5.9%	82.4%	29.4%	52.9%	64.7%
%H (TV HH)			41.2%	5.9%	82.4%	29.4%	52.9%	
2	21	21	16	0	14	9	5	18
%V	30.0%	31.3%	31.4%	0.0%	29.8%	29.0%	31.3%	31.0%
%H (All HH)		100.0%	76.2%	0.0%	66.7%	42.9%	23.8%	85.7%
%H (TV HH)			76.2%	0.0%	66.7%	42.9%	23.8%	
3	18	18	17	0	11	10	1	17
%V	25.7%	26.9%	33.3%	0.0%	23.4%	32.3%	6.3%	29.3%
%H (All HH)		100.0%	94.4%	0.0%	61.1%	55.6%	5.6%	94.4%
%H (TV HH)			94.4%	0.0%	61.1%	55.6%	5.6%	
4	8	8	7	0	5	4	1	7
%V	11.4%	11.9%	13.7%	0.0%	10.6%	12.9%	6.3%	12.1%
%H (All HH)		100.0%	87.5%	0.0%	62.5%	50.0%	12.5%	87.5%
%H (TV HH)			87.5%	0.0%	62.5%	50.0%	12.5%	
5+	4	4	4	0	2	2	0	3
%V	5.7%	6.0%	7.8%	0.0%	4.3%	6.5%	0.0%	5.2%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Under 20"	30	30	25	0	22	17	5	26
%V	42.9%	44.8%	49.0%	0.0%	46.8%	54.8%	31.3%	44.8%
%H (All HH)		100.0%	83.3%	0.0%	73.3%	56.7%	16.7%	86.7%
%H (TV HH)			83.3%	0.0%	73.3%	56.7%	16.7%	
20" - 29"	25	25	17	1	18	11	7	19
%V	35.7%	37.3%	33.3%	100.0%	38.3%	35.5%	43.8%	32.8%
%H (All HH)		100.0%	68.0%	4.0%	72.0%	44.0%	28.0%	76.0%
%H (TV HH)			68.0%	4.0%	72.0%	44.0%	28.0%	
30" - 39"	30	30	24	0	19	12	6	27
%V	42.9%	44.8%	47.1%	0.0%	40.4%	38.7%	37.5%	46.6%
%H (All HH)		100.0%	80.0%	0.0%	63.3%	40.0%	20.0%	90.0%
%H (TV HH)			80.0%	0.0%	63.3%	40.0%	20.0%	
40" and over	44	44	40	0	27	22	4	39
%V	62.9%	65.7%	78.4%	0.0%	57.4%	71.0%	25.0%	67.2%
%H (All HH)		100.0%	90.9%	0.0%	61.4%	50.0%	9.1%	88.6%
%H (TV HH)			90.9%	0.0%	61.4%	50.0%	9.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Main living room	65	65	49	1	47	31	16	53
%V	92.9%	97.0%	96.1%	100.0%	100.0%	100.0%	100.0%	91.4%
%H (All HH)		100.0%	75.4%	1.5%	72.3%	47.7%	24.6%	81.5%
%H (TV HH)			75.4%	1.5%	72.3%	47.7%	24.6%	
Kitchen	17	17	16	0	12	11	1	15
%V	24.3%	25.4%	31.4%	0.0%	25.5%	35.5%	6.3%	25.9%
%H (All HH)		100.0%	94.1%	0.0%	70.6%	64.7%	5.9%	88.2%
%H (TV HH)			94.1%	0.0%	70.6%	64.7%	5.9%	
Adult's bedroom	37	37	32	0	24	19	5	34
%V	52.9%	55.2%	62.7%	0.0%	51.1%	61.3%	31.3%	58.6%
%H (All HH)		100.0%	86.5%	0.0%	64.9%	51.4%	13.5%	91.9%
%H (TV HH)			86.5%	0.0%	64.9%	51.4%	13.5%	
Child's bedroom	6	6	6	0	3	3	0	6
%V	8.6%	9.0%	11.8%	0.0%	6.4%	9.7%	0.0%	10.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other bedroom	4	4	4	0	3	3	0	4
%V	5.7%	6.0%	7.8%	0.0%	6.4%	9.7%	0.0%	6.9%
%H (All HH)		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
Second living/dining room	12	12	10	0	9	7	2	11
%V	17.1%	17.9%	19.6%	0.0%	19.1%	22.6%	12.5%	19.0%
%H (All HH)		100.0%	83.3%	0.0%	75.0%	58.3%	16.7%	91.7%
%H (TV HH)			83.3%	0.0%	75.0%	58.3%	16.7%	
Study/office	4	4	3	0	2	2	1	4
%V	5.7%	6.0%	5.9%	0.0%	4.3%	6.5%	6.3%	6.9%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	50.0%	25.0%	
TV room	1	1	1	0	0	0	0	1
%V	1.4%	1.5%	2.0%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Conservatory	2	2	2	0	1	1	0	1
%V	2.9%	3.0%	3.9%	0.0%	2.1%	3.2%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Attic or loft room	1	1	1	0	0	0	0	1
%V	1.4%	1.5%	2.0%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	2	0	1	1	0	2
%V	2.9%	3.0%	3.9%	0.0%	2.1%	3.2%	0.0%	3.4%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Channel Islands

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Any DSAT provider	51	51	51	0	30	30	0	44
%V	72.9%	76.1%	100.0%	0.0%	63.8%	96.8%	0.0%	75.9%
%H (All HH)			100.0%	0.0%	58.8%	58.8%	0.0%	86.3%
%H (TV HH)			100.0%	0.0%	58.8%	58.8%	0.0%	
Sky with subcription	38	38	38	0	21	21	0	33
%V	54.3%	56.7%	74.5%	0.0%	44.7%	67.7%	0.0%	56.9%
%H (All HH)			100.0%	0.0%	55.3%	55.3%	0.0%	86.8%
%H (TV HH)			100.0%	0.0%	55.3%	55.3%	0.0%	
Sky without subscription	6	6	6	0	5	5	0	5
%V	8.6%	9.0%	11.8%	0.0%	10.6%	16.1%	0.0%	8.6%
%H (All HH)			100.0%	0.0%	83.3%	83.3%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	83.3%	83.3%	0.0%	
Freesat	9	9	9	0	5	5	0	8
%V	12.9%	13.4%	17.6%	0.0%	10.6%	16.1%	0.0%	13.8%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Other satellite provider	2	2	2	0	1	1	0	2
%V	2.9%	3.0%	3.9%	0.0%	2.1%	3.2%	0.0%	3.4%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	1	1	0	1	1	1	0	0
%V	1.4%	1.5%	0.0%	100.0%	2.1%	3.2%	0.0%	0.0%
%H (All HH)			0.0%	100.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			0.0%	100.0%	100.0%	100.0%	0.0%	
DTT	47	47	30	1	47	31	16	35
%V	67.1%	70.1%	58.8%	100.0%	100.0%	100.0%	100.0%	60.3%
%H (All HH)		100.0%	63.8%	2.1%	100.0%	66.0%	34.0%	74.5%
%H (TV HH)			63.8%	2.1%	100.0%	66.0%	34.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Channel Islands

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%H (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
PVR	43	43	40	0	27	24	3	38
%V	61.4%	64.2%	78.4%	0.0%	57.4%	77.4%	18.8%	65.5%
%H (All HH)		100.0%	93.0%	0.0%	62.8%	55.8%	7.0%	88.4%
%H (TV HH)			93.0%	0.0%	62.8%	55.8%	7.0%	
DVDR	1	1	1	0	1	1	1	1
%V	1.4%	1.5%	2.0%	0.0%	2.1%	3.2%	6.3%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
VCR	3	3	2	0	3	2	1	2
%V	4.3%	4.5%	3.9%	0.0%	6.4%	6.5%	6.3%	3.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Any recorder	45	45	41	0	29	25	4	40
%V	64.3%	67.2%	80.4%	0.0%	61.7%	80.6%	25.0%	69.0%
%H (All HH)		100.0%	91.1%	0.0%	64.4%	55.6%	8.9%	88.9%
%H (TV HH)			91.1%	0.0%	64.4%	55.6%	8.9%	
Receives HDTV (via STB or built-in reception)	38	38	32	0	24	18	6	33
%V	54.3%	56.7%	62.7%	0.0%	51.1%	58.1%	37.5%	56.9%
%H (All HH)		100.0%	84.2%	0.0%	63.2%	47.4%	15.8%	86.8%
%H (TV HH)			84.2%	0.0%	63.2%	47.4%	15.8%	
DVD/Blu-ray player or recorder	52	52	42	0	37	27	10	46
%V	74.3%	77.6%	82.4%	0.0%	78.7%	87.1%	62.5%	79.3%
%H (All HH)		100.0%	80.8%	0.0%	71.2%	51.9%	19.2%	88.5%
%H (TV HH)			80.8%	0.0%	71.2%	51.9%	19.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	67	51	1	47	31	16	58
%V (All HH)		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%
%H (TV HH)			76.1%	1.5%	70.1%	46.3%	23.9%	
Has broadband internet	58	55	44	0	35	24	11	58
%V	82.9%	82.1%	86.3%	0.0%	74.5%	77.4%	68.8%	100.0%
%H (All HH)		94.8%	75.9%	0.0%	60.3%	41.4%	19.0%	100.0%
%H (TV HH)			80.0%	0.0%	63.6%	43.6%	20.0%	
Number of computers (PCs and laptops)								
0	9	9	4	1	9	5	4	0
%V	12.9%	13.4%	7.8%	100.0%	19.1%	16.1%	25.0%	0.0%
%H (All HH)		100.0%	44.4%	11.1%	100.0%	55.6%	44.4%	0.0%
%H (TV HH)			44.4%	11.1%	100.0%	55.6%	44.4%	
1	16	13	8	0	11	5	6	14
%V	22.9%	19.4%	15.7%	0.0%	23.4%	16.1%	37.5%	24.1%
%H (All HH)		81.3%	50.0%	0.0%	68.8%	31.3%	37.5%	87.5%
%H (TV HH)			61.5%	0.0%	84.6%	38.5%	46.2%	
2	15	15	10	0	9	4	4	14
%V	21.4%	22.4%	19.6%	0.0%	19.1%	12.9%	25.0%	24.1%
%H (All HH)		100.0%	66.7%	0.0%	60.0%	26.7%	26.7%	93.3%
%H (TV HH)			66.7%	0.0%	60.0%	26.7%	26.7%	
3	9	9	9	0	5	5	0	9
%V	12.9%	13.4%	17.6%	0.0%	10.6%	16.1%	0.0%	15.5%
%H (All HH)		100.0%	100.0%	0.0%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
4	14	14	12	0	10	8	2	14
%V	20.0%	20.9%	23.5%	0.0%	21.3%	25.8%	12.5%	24.1%
%H (All HH)		100.0%	85.7%	0.0%	71.4%	57.1%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	71.4%	57.1%	14.3%	
5+	7	7	7	0	3	3	0	7
%V	10.0%	10.4%	13.7%	0.0%	6.4%	9.7%	0.0%	12.1%
%H (All HH)		100.0%	100.0%	0.0%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	163	138	1	108	83	24	142
%H		84.7%	0.6%	66.3%	50.9%	14.7%	87.1%
Under 20"	39	34	0	30	25	5	35
%V	23.9%	24.6%	0.0%	27.8%	30.1%	20.8%	24.6%
%H		87.2%	0.0%	76.9%	64.1%	12.8%	89.7%
20" - 29"	33	24	1	22	15	8	25
%V	20.2%	17.4%	100.0%	20.4%	18.1%	33.3%	17.6%
%H		72.7%	3.0%	66.7%	45.5%	24.2%	75.8%
30" - 39"	39	33	0	22	16	6	36
%V	23.9%	23.9%	0.0%	20.4%	19.3%	25.0%	25.4%
%H		84.6%	0.0%	56.4%	41.0%	15.4%	92.3%
40" and over	50	45	0	32	27	5	45
%V	30.7%	32.6%	0.0%	29.6%	32.5%	20.8%	31.7%
%H		90.0%	0.0%	64.0%	54.0%	10.0%	90.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Not Asked	2	2	0	2	0	0	1
%V	1.2%	1.4%	0.0%	1.9%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	163	138	1	108	83	24	142
%H		84.7%	0.6%	66.3%	50.9%	14.7%	87.1%
Main living room	66	50	1	47	31	16	54
%V	40.5%	36.2%	100.0%	43.5%	37.3%	66.7%	38.0%
%H		75.8%	1.5%	71.2%	47.0%	24.2%	81.8%
Kitchen	17	16	0	12	11	1	15
%V	10.4%	11.6%	0.0%	11.1%	13.3%	4.2%	10.6%
%H		94.1%	0.0%	70.6%	64.7%	5.9%	88.2%
Adult's bedroom	45	39	0	29	23	6	41
%V	27.6%	28.3%	0.0%	26.9%	27.7%	25.0%	28.9%
%H		86.7%	0.0%	64.4%	51.1%	13.3%	91.1%
Child's bedroom	7	7	0	3	3	0	7
%V	4.3%	5.1%	0.0%	2.8%	3.6%	0.0%	4.9%
%H		100.0%	0.0%	42.9%	42.9%	0.0%	100.0%
Other bedroom	5	5	0	4	4	0	5
%V	3.1%	3.6%	0.0%	3.7%	4.8%	0.0%	3.5%
%H		100.0%	0.0%	80.0%	80.0%	0.0%	100.0%
Second living/dining room	12	10	0	9	7	2	11
%V	7.4%	7.2%	0.0%	8.3%	8.4%	8.3%	7.7%
%H		83.3%	0.0%	75.0%	58.3%	16.7%	91.7%
Study/office	4	3	0	2	2	1	4
%V	2.5%	2.2%	0.0%	1.9%	2.4%	4.2%	2.8%
%H		75.0%	0.0%	50.0%	50.0%	25.0%	100.0%
TV room	1	1	0	0	0	0	1
%V	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Conservatory	2	2	0	1	1	0	1
%V	1.2%	1.4%	0.0%	0.9%	1.2%	0.0%	0.7%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Attic or loft room	1	1	0	0	0	0	1
%V	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	2	0	1	1	0	2
%V	1.2%	1.4%	0.0%	0.9%	1.2%	0.0%	1.4%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Not Asked	2	2	0	2	0	0	1
%V	1.2%	1.4%	0.0%	1.9%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	163	138	1	108	83	24	142
%H		84.7%	0.6%	66.3%	50.9%	14.7%	87.1%
PVR	84	80	0	49	46	3	76
%V	51.5%	58.0%	0.0%	45.4%	55.4%	12.5%	53.5%
%H		95.2%	0.0%	58.3%	54.8%	3.6%	90.5%
DVDR	1	1	0	1	1	1	1
%V	0.6%	0.7%	0.0%	0.9%	1.2%	4.2%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
VCR	3	2	0	3	2	1	2
%V	1.8%	1.4%	0.0%	2.8%	2.4%	4.2%	1.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
Any recorder	85	81	0	51	47	4	78
%V	52.1%	58.7%	0.0%	47.2%	56.6%	16.7%	54.9%
%H		95.3%	0.0%	60.0%	55.3%	4.7%	91.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	163	138	1	108	83	24	142
%H		84.7%	0.6%	66.3%	50.9%	14.7%	87.1%
Receives HDTV (via STB or built-in reception)	62	56	0	39	33	6	57
%V	38.0%	40.6%	0.0%	36.1%	39.8%	25.0%	40.1%
%H		90.3%	0.0%	62.9%	53.2%	9.7%	91.9%
DVD/Blu-ray player or recorder	85	72	0	60	47	13	77
%V	52.1%	52.2%	0.0%	55.6%	56.6%	54.2%	54.2%
%H		84.7%	0.0%	70.6%	55.3%	15.3%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	51	1	47	31	16	55
%H		76.1%	1.5%	70.1%	46.3%	23.9%	82.1%
Under 20"	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
20" - 29"	10	3	1	9	3	6	5
%V	14.9%	5.9%	100.0%	19.1%	9.7%	37.5%	9.1%
%H		30.0%	10.0%	90.0%	30.0%	60.0%	50.0%
30" - 39"	15	9	0	12	7	5	12
%V	22.4%	17.6%	0.0%	25.5%	22.6%	31.3%	21.8%
%H		60.0%	0.0%	80.0%	46.7%	33.3%	80.0%
40" and over	43	39	0	26	21	4	38
%V	64.2%	76.5%	0.0%	55.3%	67.7%	25.0%	69.1%
%H		90.7%	0.0%	60.5%	48.8%	9.3%	88.4%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Not Asked	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	51	1	47	31	16	55
%H		76.1%	1.5%	70.1%	46.3%	23.9%	82.1%
PVR	42	38	0	27	24	3	37
%V	62.7%	74.5%	0.0%	57.4%	77.4%	18.8%	67.3%
%H		90.5%	0.0%	64.3%	57.1%	7.1%	88.1%
DVDR	1	1	0	1	1	1	1
%V	1.5%	2.0%	0.0%	2.1%	3.2%	6.3%	1.8%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
VCR	3	2	0	3	2	1	2
%V	4.5%	3.9%	0.0%	6.4%	6.5%	6.3%	3.6%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
Any recorder	44	40	0	29	25	4	39
%V	65.7%	78.4%	0.0%	61.7%	80.6%	25.0%	70.9%
%H		90.9%	0.0%	65.9%	56.8%	9.1%	88.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	51	1	47	31	16	55
%H		76.1%	1.5%	70.1%	46.3%	23.9%	82.1%
Receives HDTV (via STB or built-in reception)	37	31	0	23	18	5	32
%V	55.2%	60.8%	0.0%	48.9%	58.1%	31.3%	58.2%
%H		83.8%	0.0%	62.2%	48.6%	13.5%	86.5%
DVD/Blu-ray player or recorder	51	41	0	36	27	10	45
%V	76.1%	80.4%	0.0%	76.6%	87.1%	62.5%	81.8%
%H		80.4%	0.0%	70.6%	52.9%	19.6%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	96	88	0	61	52	9	87
%H		91.7%	0.0%	63.5%	54.2%	9.4%	90.6%
Under 20"	39	34	0	30	25	5	35
%V	40.6%	38.6%	-	49.2%	48.1%	55.6%	40.2%
%H		87.2%	0.0%	76.9%	64.1%	12.8%	89.7%
20" - 29"	23	21	0	13	12	2	20
%V	24.0%	23.9%	-	21.3%	23.1%	22.2%	23.0%
%H		91.3%	0.0%	56.5%	52.2%	8.7%	87.0%
30" - 39"	24	23	0	10	9	1	24
%V	25.0%	26.1%	-	16.4%	17.3%	11.1%	27.6%
%H		95.8%	0.0%	41.7%	37.5%	4.2%	100.0%
40" and over	7	6	0	7	6	1	7
%V	7.3%	6.8%	-	11.5%	11.5%	11.1%	8.0%
%H		85.7%	0.0%	100.0%	85.7%	14.3%	100.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Not Asked	3	4	0	1	0	0	1
%V	3.1%	4.5%	-	1.6%	0.0%	0.0%	1.1%
%H		133.3%	0.0%	33.3%	0.0%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	96	88	0	61	52	9	87
%H		91.7%	0.0%	63.5%	54.2%	9.4%	90.6%
PVR	42	42	0	22	22	0	39
%V	43.8%	47.7%	-	36.1%	42.3%	0.0%	44.8%
%H		100.0%	0.0%	52.4%	52.4%	0.0%	92.9%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	42	42	0	22	22	0	39
%V	43.8%	47.7%	-	36.1%	42.3%	0.0%	44.8%
%H		100.0%	0.0%	52.4%	52.4%	0.0%	92.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	96	88	0	61	52	9	87
%H		91.7%	0.0%	63.5%	54.2%	9.4%	90.6%
Receives HDTV (via STB or built-in reception)	25	25	0	15	15	1	25
%V	26.0%	28.4%	-	24.6%	28.8%	11.1%	28.7%
%H		100.0%	0.0%	60.0%	60.0%	4.0%	100.0%
DVD/Blu-ray player or recorder	34	31	0	23	20	3	32
%V	35.4%	35.2%	-	37.7%	38.5%	33.3%	36.8%
%H		91.2%	0.0%	67.6%	58.8%	8.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	169	163	130	1	105	72	33	147
%H		96.4%	76.9%	0.6%	62.1%	42.6%	19.5%	87.0%
Total Children	28	27	22	0	15	10	5	24
%V	16.6%	16.6%	16.9%	0.0%	14.3%	13.9%	15.2%	16.3%
%H		96.4%	78.6%	0.0%	53.6%	35.7%	17.9%	85.7%
0 - 3	8	7	5	0	4	2	2	6
%V	4.7%	4.3%	3.8%	0.0%	3.8%	2.8%	6.1%	4.1%
%H		87.5%	62.5%	0.0%	50.0%	25.0%	25.0%	75.0%
4 - 15	20	19	16	0	11	8	3	18
%V	11.8%	11.7%	12.3%	0.0%	10.5%	11.1%	9.1%	12.2%
%H		95.0%	80.0%	0.0%	55.0%	40.0%	15.0%	90.0%
4 - 9	10	9	8	0	5	3	1	9
%V	5.9%	5.5%	6.2%	0.0%	4.8%	4.2%	3.0%	6.1%
%H		90.0%	80.0%	0.0%	50.0%	30.0%	10.0%	90.0%
10 - 15	10	10	9	0	6	5	2	9
%V	5.9%	6.1%	6.9%	0.0%	5.7%	6.9%	6.1%	6.1%
%H		100.0%	90.0%	0.0%	60.0%	50.0%	20.0%	90.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	169	163	130	1	105	72	33	147
%H		96.4%	76.9%	0.6%	62.1%	42.6%	19.5%	87.0%
Total Adults (16+)	141	137	109	1	90	62	28	122
%V	83.4%	84.0%	83.8%	100.0%	85.7%	86.1%	84.8%	83.0%
%H		97.2%	77.3%	0.7%	63.8%	44.0%	19.9%	86.5%
16 - 19	10	9	8	0	5	4	1	9
%V	5.9%	5.5%	6.2%	0.0%	4.8%	5.6%	3.0%	6.1%
%H		90.0%	80.0%	0.0%	50.0%	40.0%	10.0%	90.0%
20 - 24	13	12	9	0	7	4	3	11
%V	7.7%	7.4%	6.9%	0.0%	6.7%	5.6%	9.1%	7.5%
%H		92.3%	69.2%	0.0%	53.8%	30.8%	23.1%	84.6%
25 - 34	17	16	14	0	7	5	2	15
%V	10.1%	9.8%	10.8%	0.0%	6.7%	6.9%	6.1%	10.2%
%H		94.1%	82.4%	0.0%	41.2%	29.4%	11.8%	88.2%
35 - 44	22	21	18	0	10	8	3	21
%V	13.0%	12.9%	13.8%	0.0%	9.5%	11.1%	9.1%	14.3%
%H		95.5%	81.8%	0.0%	45.5%	36.4%	13.6%	95.5%
45 - 54	33	32	25	0	21	14	7	31
%V	19.5%	19.6%	19.2%	0.0%	20.0%	19.4%	21.2%	21.1%
%H		97.0%	75.8%	0.0%	63.6%	42.4%	21.2%	93.9%
55 - 64	24	24	18	0	19	13	6	21
%V	14.2%	14.7%	13.8%	0.0%	18.1%	18.1%	18.2%	14.3%
%H		100.0%	75.0%	0.0%	79.2%	54.2%	25.0%	87.5%
65+	23	23	17	1	20	15	5	14
%V	13.6%	14.1%	13.1%	100.0%	19.0%	20.8%	15.2%	9.5%
%H		100.0%	73.9%	4.3%	87.0%	65.2%	21.7%	60.9%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	141	137	109	1	90	62	28	122
%H		97.2%	77.3%	0.7%	63.8%	44.0%	19.9%	86.5%
AB	64	64	58	0	32	27	5	60
%V	45.4%	46.7%	53.2%	0.0%	35.6%	43.5%	17.9%	49.2%
%H		100.0%	90.6%	0.0%	50.0%	42.2%	7.8%	93.8%
C1	40	37	29	0	30	22	8	37
%V	28.4%	27.0%	26.6%	0.0%	33.3%	35.5%	28.6%	30.3%
%H		92.5%	72.5%	0.0%	75.0%	55.0%	20.0%	92.5%
C2	24	22	15	0	17	10	8	20
%V	17.0%	16.1%	13.8%	0.0%	18.9%	16.1%	28.6%	16.4%
%H		91.7%	62.5%	0.0%	70.8%	41.7%	33.3%	83.3%
D	9	9	6	1	5	3	2	5
%V	6.4%	6.6%	5.5%	100.0%	5.6%	4.8%	7.1%	4.1%
%H		100.0%	66.7%	11.1%	55.6%	33.3%	22.2%	55.6%
E	5	5	0	0	4	0	4	1
%V	3.5%	3.6%	0.0%	0.0%	4.4%	0.0%	14.3%	0.8%
%H		100.0%	0.0%	0.0%	80.0%	0.0%	80.0%	20.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	141	137	109	1	90	62	28	122
%H		97.2%	77.3%	0.7%	63.8%	44.0%	19.9%	86.5%
Working full time	78	75	62	0	44	31	13	73
%V	55.3%	54.7%	56.9%	0.0%	48.9%	50.0%	46.4%	59.8%
%H		96.2%	79.5%	0.0%	56.4%	39.7%	16.7%	93.6%
Working part time	13	13	11	0	7	5	2	12
%V	9.2%	9.5%	10.1%	0.0%	7.8%	8.1%	7.1%	9.8%
%H		100.0%	84.6%	0.0%	53.8%	38.5%	15.4%	92.3%
Not working	51	49	35	1	38	25	13	37
%V	36.2%	35.8%	32.1%	100.0%	42.2%	40.3%	46.4%	30.3%
%H		96.1%	68.6%	2.0%	74.5%	49.0%	25.5%	72.5%
Housewife/Houseperson	70	67	51	1	47	31	16	58
%V	49.6%	48.9%	46.8%	100.0%	52.2%	50.0%	57.1%	47.5%
%H		95.7%	72.9%	1.4%	67.1%	44.3%	22.9%	82.9%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	66	53	0	40	28	13	59
%H		98.5%	79.1%	0.0%	59.7%	41.8%	19.4%	88.1%
16 - 19	3	3	3	0	1	1	1	3
%V	4.5%	4.5%	5.7%	-	2.5%	3.6%	7.7%	5.1%
%H		100.0%	100.0%	0.0%	33.3%	33.3%	33.3%	100.0%
20 - 24	7	6	5	0	3	2	2	7
%V	10.4%	9.1%	9.4%	-	7.5%	7.1%	15.4%	11.9%
%H		85.7%	71.4%	0.0%	42.9%	28.6%	28.6%	100.0%
25 - 34	9	9	8	0	4	3	1	8
%V	13.4%	13.6%	15.1%	-	10.0%	10.7%	7.7%	13.6%
%H		100.0%	88.9%	0.0%	44.4%	33.3%	11.1%	88.9%
35 - 44	8	7	7	0	2	2	1	8
%V	11.9%	10.6%	13.2%	-	5.0%	7.1%	7.7%	13.6%
%H		87.5%	87.5%	0.0%	25.0%	25.0%	12.5%	100.0%
45 - 54	18	18	15	0	11	8	3	17
%V	26.9%	27.3%	28.3%	-	27.5%	28.6%	23.1%	28.8%
%H		100.0%	83.3%	0.0%	61.1%	44.4%	16.7%	94.4%
55 - 64	12	12	9	0	10	6	3	11
%V	17.9%	18.2%	17.0%	-	25.0%	21.4%	23.1%	18.6%
%H		100.0%	75.0%	0.0%	83.3%	50.0%	25.0%	91.7%
65+	10	10	8	0	9	7	2	6
%V	14.9%	15.2%	15.1%	-	22.5%	25.0%	15.4%	10.2%
%H		100.0%	80.0%	0.0%	90.0%	70.0%	20.0%	60.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	66	53	0	40	28	13	59
%H		98.5%	79.1%	0.0%	59.7%	41.8%	19.4%	88.1%
AB	34	34	32	0	15	14	2	31
%V	50.7%	51.5%	60.4%	-	37.5%	50.0%	15.4%	52.5%
%H		100.0%	94.1%	0.0%	44.1%	41.2%	5.9%	91.2%
C1	16	16	11	0	13	9	4	15
%V	23.9%	24.2%	20.8%	-	32.5%	32.1%	30.8%	25.4%
%H		100.0%	68.8%	0.0%	81.3%	56.3%	25.0%	93.8%
C2	12	12	9	0	8	5	3	11
%V	17.9%	18.2%	17.0%	-	20.0%	17.9%	23.1%	18.6%
%H		100.0%	75.0%	0.0%	66.7%	41.7%	25.0%	91.7%
D	2	2	1	0	1	0	1	2
%V	3.0%	3.0%	1.9%	-	2.5%	0.0%	7.7%	3.4%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
E	2	2	0	0	2	0	2	0
%V	3.0%	3.0%	0.0%	-	5.0%	0.0%	15.4%	0.0%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	66	53	0	40	28	13	59
%H		98.5%	79.1%	0.0%	59.7%	41.8%	19.4%	88.1%
Working full time	47	47	39	0	26	18	8	45
%V	70.1%	71.2%	73.6%	-	65.0%	64.3%	61.5%	76.3%
%H		100.0%	83.0%	0.0%	55.3%	38.3%	17.0%	95.7%
Working part time	3	3	3	0	2	2	0	3
%V	4.5%	4.5%	5.7%	-	5.0%	7.1%	0.0%	5.1%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
Not working	17	16	12	0	13	8	5	11
%V	25.4%	24.2%	22.6%	-	32.5%	28.6%	38.5%	18.6%
%H		94.1%	70.6%	0.0%	76.5%	47.1%	29.4%	64.7%
Housewife/Houseperson	11	11	7	0	7	3	4	9
%V	16.4%	16.7%	13.2%	-	17.5%	10.7%	30.8%	15.3%
%H		100.0%	63.6%	0.0%	63.6%	27.3%	36.4%	81.8%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	74	71	55	1	49	34	15	63
%H		95.9%	74.3%	1.4%	66.2%	45.9%	20.3%	85.1%
16 - 19	7	6	5	0	4	3	1	7
%V	9.5%	8.5%	9.1%	0.0%	8.2%	8.8%	6.7%	11.1%
%H		85.7%	71.4%	0.0%	57.1%	42.9%	14.3%	100.0%
20 - 24	6	6	4	0	4	2	1	4
%V	8.1%	8.5%	7.3%	0.0%	8.2%	5.9%	6.7%	6.3%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	16.7%	66.7%
25 - 34	8	7	6	0	3	2	1	7
%V	10.8%	9.9%	10.9%	0.0%	6.1%	5.9%	6.7%	11.1%
%H		87.5%	75.0%	0.0%	37.5%	25.0%	12.5%	87.5%
35 - 44	14	13	11	0	8	6	2	13
%V	18.9%	18.3%	20.0%	0.0%	16.3%	17.6%	13.3%	20.6%
%H		92.9%	78.6%	0.0%	57.1%	42.9%	14.3%	92.9%
45 - 54	15	15	10	0	10	6	5	14
%V	20.3%	21.1%	18.2%	0.0%	20.4%	17.6%	33.3%	22.2%
%H		100.0%	66.7%	0.0%	66.7%	40.0%	33.3%	93.3%
55 - 64	12	12	9	0	9	6	3	10
%V	16.2%	16.9%	16.4%	0.0%	18.4%	17.6%	20.0%	15.9%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	83.3%
65+	13	13	9	1	11	9	3	9
%V	17.6%	18.3%	16.4%	100.0%	22.4%	26.5%	20.0%	14.3%
%H		100.0%	69.2%	7.7%	84.6%	69.2%	23.1%	69.2%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	74	71	55	1	49	34	15	63
%H		95.9%	74.3%	1.4%	66.2%	45.9%	20.3%	85.1%
AB	30	30	26	0	17	13	4	29
%V	40.5%	42.3%	47.3%	0.0%	34.7%	38.2%	26.7%	46.0%
%H		100.0%	86.7%	0.0%	56.7%	43.3%	13.3%	96.7%
C1	24	21	17	0	17	13	4	22
%V	32.4%	29.6%	30.9%	0.0%	34.7%	38.2%	26.7%	34.9%
%H		87.5%	70.8%	0.0%	70.8%	54.2%	16.7%	91.7%
C2	11	11	6	0	9	5	4	9
%V	14.9%	15.5%	10.9%	0.0%	18.4%	14.7%	26.7%	14.3%
%H		100.0%	54.5%	0.0%	81.8%	45.5%	36.4%	81.8%
D	7	7	5	1	4	3	1	3
%V	9.5%	9.9%	9.1%	100.0%	8.2%	8.8%	6.7%	4.8%
%H		100.0%	71.4%	14.3%	57.1%	42.9%	14.3%	42.9%
E	3	3	0	0	2	0	2	1
%V	4.1%	4.2%	0.0%	0.0%	4.1%	0.0%	13.3%	1.6%
%H		100.0%	0.0%	0.0%	66.7%	0.0%	66.7%	33.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	74	71	55	1	49	34	15	63
%H		95.9%	74.3%	1.4%	66.2%	45.9%	20.3%	85.1%
Working full time	30	28	23	0	19	14	5	28
%V	40.5%	39.4%	41.8%	0.0%	38.8%	41.2%	33.3%	44.4%
%H		93.3%	76.7%	0.0%	63.3%	46.7%	16.7%	93.3%
Working part time	11	11	9	0	5	3	2	9
%V	14.9%	15.5%	16.4%	0.0%	10.2%	8.8%	13.3%	14.3%
%H		100.0%	81.8%	0.0%	45.5%	27.3%	18.2%	81.8%
Not working	34	32	24	1	25	17	8	26
%V	45.9%	45.1%	43.6%	100.0%	51.0%	50.0%	53.3%	41.3%
%H		94.1%	70.6%	2.9%	73.5%	50.0%	23.5%	76.5%
Housewife/Houseperson	59	57	44	1	40	28	12	50
%V	79.7%	80.3%	80.0%	100.0%	81.6%	82.4%	80.0%	79.4%
%H		96.6%	74.6%	1.7%	67.8%	47.5%	20.3%	84.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

Contents	Page
Household	
Table 16.1: Social Grade	424
Table 16.2: Housewife Age	425
Table 16.3: Size of Household	426
Table 16.4: Presence of Children	427
Table 16.5: Number of TV sets in household	428
Table 16.6: Screen size	429
Table 16.7: Location of ANY set in household	430
Table 16.8: Platform Provider	431
Table 16.9: Recorders and other equipment	432
Table 16.10: Computers and Internet	433
Sets	
Table 16.11: Screen Size	434
Table 16.12: Location of set	435
Table 16.13: Recorders	436
Table 16.14: Other TV equipment	436
Table 16.15: Main Set Screen Size	437
Table 16.16: Main Set Recorders	438
Table 16.17: Main Set - Other TV equipment	438
Table 16.18: Other Sets (non-Main Set) Screen Size	439
Table 16.19: Other Set (non-Main Set) Recorders	440
Table 16.20: Other Set (non-Main Set) - Other TV equipment	440
Individuals	
Table 16.21: Age of Children	441
Table 16.22: Adults - Age	442
Table 16.23: Social Grade (Adults 16+)	443
Table 16.24: Working Status (Adults 16+)	444
Table 16.25: Males - Age	445
Table 16.26: Social Grade (Males 16+)	446
Table 16.27: Working Status (Males 16+)	447
Table 16.28: Females - Age	448
Table 16.29: Social Grade (Females 16+)	449
Table 16.30: Working Status (Females 16+)	450

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Household level data

Table 16.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
AB	539	520	237	89	369	177	192	499
%V	23.2%	23.5%	25.7%	22.9%	23.3%	25.1%	21.9%	29.2%
%H (All HH)		96.5%	44.0%	16.5%	68.5%	32.8%	35.6%	92.6%
%H (TV HH)			45.6%	17.1%	71.0%	34.0%	36.9%	
C1	627	587	254	109	403	196	208	523
%V	27.0%	26.5%	27.5%	28.0%	25.5%	27.8%	23.7%	30.6%
%H (All HH)		93.6%	40.5%	17.4%	64.3%	31.3%	33.2%	83.4%
%H (TV HH)			43.3%	18.6%	68.7%	33.4%	35.4%	
C2	422	412	198	75	290	154	136	334
%V	18.2%	18.6%	21.5%	19.3%	18.3%	21.8%	15.5%	19.5%
%H (All HH)		97.6%	46.9%	17.8%	68.7%	36.5%	32.2%	79.1%
%H (TV HH)			48.1%	18.2%	70.4%	37.4%	33.0%	
D	397	376	147	75	272	121	151	239
%V	17.1%	17.0%	15.9%	19.3%	17.2%	17.1%	17.2%	14.0%
%H (All HH)		94.7%	37.0%	18.9%	68.5%	30.5%	38.0%	60.2%
%H (TV HH)			39.1%	19.9%	72.3%	32.2%	40.2%	
E	338	319	87	41	247	58	189	116
%V	14.6%	14.4%	9.4%	10.5%	15.6%	8.2%	21.6%	6.8%
%H (All HH)		94.4%	25.7%	12.1%	73.1%	17.2%	55.9%	34.3%
%H (TV HH)			27.3%	12.9%	77.4%	18.2%	59.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Under 25	132	111	45	17	68	29	40	101
%V	5.7%	5.0%	4.9%	4.4%	4.3%	4.1%	4.6%	5.9%
%H (All HH)		84.1%	34.1%	12.9%	51.5%	22.0%	30.3%	76.5%
%H (TV HH)			40.5%	15.3%	61.3%	26.1%	36.0%	
25 - 34	351	319	161	62	193	106	87	308
%V	15.1%	14.4%	17.4%	15.9%	12.2%	15.0%	9.9%	18.0%
%H (All HH)		90.9%	45.9%	17.7%	55.0%	30.2%	24.8%	87.7%
%H (TV HH)			50.5%	19.4%	60.5%	33.2%	27.3%	
35 - 44	376	360	179	66	237	125	112	328
%V	16.2%	16.3%	19.4%	17.0%	15.0%	17.7%	12.8%	19.2%
%H (All HH)		95.7%	47.6%	17.6%	63.0%	33.2%	29.8%	87.2%
%H (TV HH)			49.7%	18.3%	65.8%	34.7%	31.1%	
45 - 54	462	446	218	87	316	176	140	401
%V	19.9%	20.1%	23.6%	22.4%	20.0%	24.9%	16.0%	23.4%
%H (All HH)		96.5%	47.2%	18.8%	68.4%	38.1%	30.3%	86.8%
%H (TV HH)			48.9%	19.5%	70.9%	39.5%	31.4%	
55 - 64	403	390	159	76	288	133	155	310
%V	17.3%	17.6%	17.2%	19.5%	18.2%	18.8%	17.7%	18.1%
%H (All HH)		96.8%	39.5%	18.9%	71.5%	33.0%	38.5%	76.9%
%H (TV HH)			40.8%	19.5%	73.8%	34.1%	39.7%	
65 +	600	587	161	83	480	138	343	262
%V	25.8%	26.5%	17.4%	21.3%	30.3%	19.5%	39.2%	15.3%
%H (All HH)		97.8%	26.8%	13.8%	80.0%	23.0%	57.2%	43.7%
%H (TV HH)			27.4%	14.1%	81.8%	23.5%	58.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
1	835	782	202	124	591	149	442	397
%V	35.9%	35.3%	21.9%	31.9%	37.4%	21.1%	50.5%	23.2%
%H (All HH)		93.7%	24.2%	14.9%	70.8%	17.8%	52.9%	47.5%
%H (TV HH)			25.8%	15.9%	75.6%	19.1%	56.5%	
2	789	758	337	129	550	270	281	656
%V	34.0%	34.2%	36.5%	33.2%	34.8%	38.2%	32.1%	38.3%
%H (All HH)		96.1%	42.7%	16.3%	69.7%	34.2%	35.6%	83.1%
%H (TV HH)			44.5%	17.0%	72.6%	35.6%	37.1%	
3	345	333	179	76	220	144	77	320
%V	14.9%	15.0%	19.4%	19.5%	13.9%	20.4%	8.8%	18.7%
%H (All HH)		96.5%	51.9%	22.0%	63.8%	41.7%	22.3%	92.8%
%H (TV HH)			53.8%	22.8%	66.1%	43.2%	23.1%	
4	259	247	148	43	162	106	56	247
%V	11.1%	11.2%	16.0%	11.1%	10.2%	15.0%	6.4%	14.4%
%H (All HH)		95.4%	57.1%	16.6%	62.5%	40.9%	21.6%	95.4%
%H (TV HH)			59.9%	17.4%	65.6%	42.9%	22.7%	
5+	96	95	56	17	58	37	20	92
%V	4.1%	4.3%	6.1%	4.4%	3.7%	5.2%	2.3%	5.4%
%H (All HH)		99.0%	58.3%	17.7%	60.4%	38.5%	20.8%	95.8%
%H (TV HH)			58.9%	17.9%	61.1%	38.9%	21.1%	
Average HH size	2.16	2.17	2.50	2.24	2.11	2.47	1.82	2.44

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Without	1792	1695	625	294	1253	503	750	1220
%V	77.1%	76.6%	67.7%	75.6%	79.2%	71.2%	85.6%	71.3%
%H (All HH)		94.6%	34.9%	16.4%	69.9%	28.1%	41.9%	68.1%
%H (TV HH)			36.9%	17.3%	73.9%	29.7%	44.2%	
With	532	519	298	95	329	203	126	491
%V	22.9%	23.4%	32.3%	24.4%	20.8%	28.8%	14.4%	28.7%
%H (All HH)		97.6%	56.0%	17.9%	61.8%	38.2%	23.7%	92.3%
%H (TV HH)			57.4%	18.3%	63.4%	39.1%	24.3%	
0 - 3	197	190	114	39	115	76	39	175
%V	8.5%	8.6%	12.4%	10.0%	7.3%	10.8%	4.5%	10.2%
%H (All HH)		96.4%	57.9%	19.8%	58.4%	38.6%	19.8%	88.8%
%H (TV HH)			60.0%	20.5%	60.5%	40.0%	20.5%	
4 - 9	249	243	141	41	150	89	62	232
%V	10.7%	11.0%	15.3%	10.5%	9.5%	12.6%	7.1%	13.6%
%H (All HH)		97.6%	56.6%	16.5%	60.2%	35.7%	24.9%	93.2%
%H (TV HH)			58.0%	16.9%	61.7%	36.6%	25.5%	
10 - 15	244	241	136	44	156	97	60	233
%V	10.5%	10.9%	14.7%	11.3%	9.9%	13.7%	6.8%	13.6%
%H (All HH)		98.8%	55.7%	18.0%	63.9%	39.8%	24.6%	95.5%
%H (TV HH)			56.4%	18.3%	64.7%	40.2%	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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
1	858	858	264	134	557	125	432	520
%V	36.9%	38.8%	28.6%	34.4%	35.2%	17.7%	49.3%	30.4%
%H (All HH)		100.0%	30.8%	15.6%	64.9%	14.6%	50.3%	60.6%
%H (TV HH)			30.8%	15.6%	64.9%	14.6%	50.3%	
2	789	789	334	147	585	278	307	598
%V	34.0%	35.6%	36.2%	37.8%	37.0%	39.4%	35.0%	35.0%
%H (All HH)		100.0%	42.3%	18.6%	74.1%	35.2%	38.9%	75.8%
%H (TV HH)			42.3%	18.6%	74.1%	35.2%	38.9%	
3	367	367	196	71	280	178	102	329
%V	15.8%	16.6%	21.2%	18.3%	17.7%	25.2%	11.6%	19.2%
%H (All HH)		100.0%	53.4%	19.3%	76.3%	48.5%	27.8%	89.6%
%H (TV HH)			53.4%	19.3%	76.3%	48.5%	27.8%	
4	132	132	81	27	104	80	24	126
%V	5.7%	6.0%	8.8%	6.9%	6.6%	11.3%	2.7%	7.4%
%H (All HH)		100.0%	61.4%	20.5%	78.8%	60.6%	18.2%	95.5%
%H (TV HH)			61.4%	20.5%	78.8%	60.6%	18.2%	
5+	69	69	49	10	56	45	11	68
%V	3.0%	3.1%	5.3%	2.6%	3.5%	6.4%	1.3%	4.0%
%H (All HH)		100.0%	71.0%	14.5%	81.2%	65.2%	15.9%	98.6%
%H (TV HH)			71.0%	14.5%	81.2%	65.2%	15.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Under 20"	525	525	231	90	416	214	202	404
%V	22.6%	23.7%	25.0%	23.1%	26.3%	30.3%	23.1%	23.6%
%H (All HH)		100.0%	44.0%	17.1%	79.2%	40.8%	38.5%	77.0%
%H (TV HH)			44.0%	17.1%	79.2%	40.8%	38.5%	
20" - 29"	843	843	332	143	667	307	360	620
%V	36.3%	38.1%	36.0%	36.8%	42.2%	43.5%	41.1%	36.2%
%H (All HH)		100.0%	39.4%	17.0%	79.1%	36.4%	42.7%	73.5%
%H (TV HH)			39.4%	17.0%	79.1%	36.4%	42.7%	
30" - 39"	1180	1180	510	225	860	417	443	896
%V	50.8%	53.3%	55.3%	57.8%	54.4%	59.1%	50.6%	52.4%
%H (All HH)		100.0%	43.2%	19.1%	72.9%	35.3%	37.5%	75.9%
%H (TV HH)			43.2%	19.1%	72.9%	35.3%	37.5%	
40" and over	1005	1005	554	185	679	415	264	865
%V	43.3%	45.4%	60.0%	47.6%	42.9%	58.8%	30.1%	50.6%
%H (All HH)		100.0%	55.1%	18.4%	67.6%	41.3%	26.3%	86.1%
%H (TV HH)			55.1%	18.4%	67.6%	41.3%	26.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%V (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Main living room	2165	2165	910	386	1553	698	855	1602
%V	93.2%	97.8%	98.6%	99.2%	98.2%	98.9%	97.6%	93.6%
%H (All HH)		100.0%	42.0%	17.8%	71.7%	32.2%	39.5%	74.0%
%H (TV HH)			42.0%	17.8%	71.7%	32.2%	39.5%	
Kitchen	249	249	118	35	212	115	97	210
%V	10.7%	11.2%	12.8%	9.0%	13.4%	16.3%	11.1%	12.3%
%H (All HH)		100.0%	47.4%	14.1%	85.1%	46.2%	39.0%	84.3%
%H (TV HH)			47.4%	14.1%	85.1%	46.2%	39.0%	
Adult's bedroom	979	979	479	196	754	450	304	805
%V	42.1%	44.2%	51.9%	50.4%	47.7%	63.7%	34.7%	47.0%
%H (All HH)		100.0%	48.9%	20.0%	77.0%	46.0%	31.1%	82.2%
%H (TV HH)			48.9%	20.0%	77.0%	46.0%	31.1%	
Child's bedroom	264	264	163	51	176	125	52	242
%V	11.4%	11.9%	17.7%	13.1%	11.1%	17.7%	5.9%	14.1%
%H (All HH)		100.0%	61.7%	19.3%	66.7%	47.3%	19.7%	91.7%
%H (TV HH)			61.7%	19.3%	66.7%	47.3%	19.7%	
Other bedroom	112	112	66	15	87	56	30	100
%V	4.8%	5.1%	7.2%	3.9%	5.5%	7.9%	3.4%	5.8%
%H (All HH)		100.0%	58.9%	13.4%	77.7%	50.0%	26.8%	89.3%
%H (TV HH)			58.9%	13.4%	77.7%	50.0%	26.8%	
Second living/dining room	161	161	85	24	124	71	53	150
%V	6.9%	7.3%	9.2%	6.2%	7.8%	10.1%	6.1%	8.8%
%H (All HH)		100.0%	52.8%	14.9%	77.0%	44.1%	32.9%	93.2%
%H (TV HH)			52.8%	14.9%	77.0%	44.1%	32.9%	
Study/office	32	32	15	5	27	16	11	30
%V	1.4%	1.4%	1.6%	1.3%	1.7%	2.3%	1.3%	1.8%
%H (All HH)		100.0%	46.9%	15.6%	84.4%	50.0%	34.4%	93.8%
%H (TV HH)			46.9%	15.6%	84.4%	50.0%	34.4%	
TV room	31	31	18	4	26	16	9	28
%V	1.3%	1.4%	2.0%	1.0%	1.6%	2.3%	1.0%	1.6%
%H (All HH)		100.0%	58.1%	12.9%	83.9%	51.6%	29.0%	90.3%
%H (TV HH)			58.1%	12.9%	83.9%	51.6%	29.0%	
Conservatory	40	40	22	6	32	20	12	37
%V	1.7%	1.8%	2.4%	1.5%	2.0%	2.8%	1.4%	2.2%
%H (All HH)		100.0%	55.0%	15.0%	80.0%	50.0%	30.0%	92.5%
%H (TV HH)			55.0%	15.0%	80.0%	50.0%	30.0%	
Attic or loft room	5	5	3	2	4	3	1	5
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	40.0%	80.0%	60.0%	20.0%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	15	15	10	3	12	9	3	15
%V	0.6%	0.7%	1.1%	0.8%	0.8%	1.3%	0.3%	0.9%
%H (All HH)		100.0%	66.7%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			66.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Household level data

Table 16.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Any DSAT provider	923	923	923	11	511	511	0	795
%V	39.7%	41.7%	100.0%	2.8%	32.3%	72.4%	0.0%	46.5%
%H (All HH)			100.0%	1.2%	55.4%	55.4%	0.0%	86.1%
%H (TV HH)			100.0%	1.2%	55.4%	55.4%	0.0%	
Sky with subcription	810	810	810	8	457	457	0	706
%V	34.9%	36.6%	87.8%	2.1%	28.9%	64.7%	0.0%	41.3%
%H (All HH)			100.0%	1.0%	56.4%	56.4%	0.0%	87.2%
%H (TV HH)			100.0%	1.0%	56.4%	56.4%	0.0%	
Sky without subcription	38	38	38	2	17	17	0	27
%V	1.6%	1.7%	4.1%	0.5%	1.1%	2.4%	0.0%	1.6%
%H (All HH)			100.0%	5.3%	44.7%	44.7%	0.0%	71.1%
%H (TV HH)			100.0%	5.3%	44.7%	44.7%	0.0%	
Freesat	74	74	74	1	34	34	0	62
%V	3.2%	3.3%	8.0%	0.3%	2.1%	4.8%	0.0%	3.6%
%H (All HH)			100.0%	1.4%	45.9%	45.9%	0.0%	83.8%
%H (TV HH)			100.0%	1.4%	45.9%	45.9%	0.0%	
Other satellite provider	22	22	22	0	12	12	0	20
%V	0.9%	1.0%	2.4%	0.0%	0.8%	1.7%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	389	389	11	389	199	199	0	326
%V	16.7%	17.6%	1.2%	100.0%	12.6%	28.2%	0.0%	19.1%
%H (All HH)			2.8%	100.0%	51.2%	51.2%	0.0%	83.8%
%H (TV HH)			2.8%	100.0%	51.2%	51.2%	0.0%	
DTT	1582	1582	511	199	1582	706	876	1115
%V	68.1%	71.5%	55.4%	51.2%	100.0%	100.0%	100.0%	65.2%
%H (All HH)		100.0%	32.3%	12.6%	100.0%	44.6%	55.4%	70.5%
%H (TV HH)			32.3%	12.6%	100.0%	44.6%	55.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Household level data

Table 16.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%H (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
PVR	1322	1322	788	282	855	593	262	1142
%V	56.9%	59.7%	85.4%	72.5%	54.0%	84.0%	29.9%	66.7%
%H (All HH)		100.0%	59.6%	21.3%	64.7%	44.9%	19.8%	86.4%
%H (TV HH)			59.6%	21.3%	64.7%	44.9%	19.8%	
DVDR	91	91	45	17	65	36	29	77
%V	3.9%	4.1%	4.9%	4.4%	4.1%	5.1%	3.3%	4.5%
%H (All HH)		100.0%	49.5%	18.7%	71.4%	39.6%	31.9%	84.6%
%H (TV HH)			49.5%	18.7%	71.4%	39.6%	31.9%	
VCR	75	75	15	22	59	21	37	40
%V	3.2%	3.4%	1.6%	5.7%	3.7%	3.0%	4.2%	2.3%
%H (All HH)		100.0%	20.0%	29.3%	78.7%	28.0%	49.3%	53.3%
%H (TV HH)			20.0%	29.3%	78.7%	28.0%	49.3%	
Any recorder	1393	1393	802	294	911	604	307	1178
%V	60.0%	62.9%	86.9%	75.6%	57.6%	85.6%	35.0%	68.8%
%H (All HH)		100.0%	57.6%	21.1%	65.4%	43.4%	22.0%	84.6%
%H (TV HH)			57.6%	21.1%	65.4%	43.4%	22.0%	
Receives HDTV (via STB or built-in reception)	1105	1105	610	265	733	495	238	955
%V	47.6%	49.9%	66.1%	68.1%	46.3%	70.1%	27.2%	55.8%
%H (All HH)		100.0%	55.2%	24.0%	66.3%	44.8%	21.5%	86.4%
%H (TV HH)			55.2%	24.0%	66.3%	44.8%	21.5%	
DVD/Blu-ray player or recorder	1768	1768	774	324	1288	616	672	1389
%V	76.1%	79.9%	83.9%	83.3%	81.4%	87.3%	76.7%	81.2%
%H (All HH)		100.0%	43.8%	18.3%	72.9%	34.8%	38.0%	78.6%
%H (TV HH)			43.8%	18.3%	72.9%	34.8%	38.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2323	2214	923	389	1582	706	876	1711
%V (All HH)		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%
%H (TV HH)			41.7%	17.6%	71.5%	31.9%	39.6%	
Has broadband internet	1711	1641	795	326	1115	616	499	1711
%V	73.7%	74.1%	86.1%	83.8%	70.5%	87.3%	57.0%	100.0%
%H (All HH)		95.9%	46.5%	19.1%	65.2%	36.0%	29.2%	100.0%
%H (TV HH)			48.4%	19.9%	67.9%	37.5%	30.4%	
Number of computers (PCs and laptops)								
0	552	525	117	63	425	85	341	25
%V	23.8%	23.7%	12.7%	16.2%	26.9%	12.0%	38.9%	1.5%
%H (All HH)		95.1%	21.2%	11.4%	77.0%	15.4%	61.8%	4.5%
%H (TV HH)			22.3%	12.0%	81.0%	16.2%	65.0%	
1	715	682	280	138	476	218	258	651
%V	30.8%	30.8%	30.3%	35.5%	30.1%	30.9%	29.5%	38.0%
%H (All HH)		95.4%	39.2%	19.3%	66.6%	30.5%	36.1%	91.0%
%H (TV HH)			41.1%	20.2%	69.8%	32.0%	37.8%	
2	519	492	250	92	339	195	144	505
%V	22.3%	22.2%	27.1%	23.7%	21.4%	27.6%	16.4%	29.5%
%H (All HH)		94.8%	48.2%	17.7%	65.3%	37.6%	27.7%	97.3%
%H (TV HH)			50.8%	18.7%	68.9%	39.6%	29.3%	
3	270	260	137	41	174	101	73	265
%V	11.6%	11.7%	14.8%	10.5%	11.0%	14.3%	8.3%	15.5%
%H (All HH)		96.3%	50.7%	15.2%	64.4%	37.4%	27.0%	98.1%
%H (TV HH)			52.7%	15.8%	66.9%	38.8%	28.1%	
4	136	130	68	27	82	48	35	135
%V	5.9%	5.9%	7.4%	6.9%	5.2%	6.8%	4.0%	7.9%
%H (All HH)		95.6%	50.0%	19.9%	60.3%	35.3%	25.7%	99.3%
%H (TV HH)			52.3%	20.8%	63.1%	36.9%	26.9%	
5+	131	125	70	28	86	60	25	129
%V	5.6%	5.6%	7.6%	7.2%	5.4%	8.5%	2.9%	7.5%
%H (All HH)		95.4%	53.4%	21.4%	65.6%	45.8%	19.1%	98.5%
%H (TV HH)			56.0%	22.4%	68.8%	48.0%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4443	2109	806	3290	1783	1508	3580
%H		47.5%	18.1%	74.0%	40.1%	33.9%	80.6%
Under 20"	649	293	112	519	278	241	513
%V	14.6%	13.9%	13.9%	15.8%	15.6%	16.0%	14.3%
%H		45.1%	17.3%	80.0%	42.8%	37.1%	79.0%
20" - 29"	1058	435	178	845	410	435	806
%V	23.8%	20.6%	22.1%	25.7%	23.0%	28.8%	22.5%
%H		41.1%	16.8%	79.9%	38.8%	41.1%	76.2%
30" - 39"	1410	645	270	1034	537	497	1106
%V	31.7%	30.6%	33.5%	31.4%	30.1%	33.0%	30.9%
%H		45.7%	19.1%	73.3%	38.1%	35.2%	78.4%
40" and over	1194	682	218	809	516	293	1047
%V	26.9%	32.3%	27.0%	24.6%	28.9%	19.4%	29.2%
%H		57.1%	18.3%	67.8%	43.2%	24.5%	87.7%
Don't know	43	9	9	31	7	24	30
%V	1.0%	0.4%	1.1%	0.9%	0.4%	1.6%	0.8%
%H		20.9%	20.9%	72.1%	16.3%	55.8%	69.8%
Not Asked	89	45	19	52	35	18	78
%V	2.0%	2.1%	2.4%	1.6%	2.0%	1.2%	2.2%
%H		50.6%	21.3%	58.4%	39.3%	20.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4443	2109	806	3290	1783	1508	3580
%H		47.5%	18.1%	74.0%	40.1%	33.9%	80.6%
Main living room	2181	918	388	1562	703	860	1615
%V	49.1%	43.5%	48.1%	47.5%	39.4%	57.0%	45.1%
%H		42.1%	17.8%	71.6%	32.2%	39.4%	74.0%
Kitchen	249	118	35	213	115	98	210
%V	5.6%	5.6%	4.3%	6.5%	6.4%	6.5%	5.9%
%H		47.4%	14.1%	85.5%	46.2%	39.4%	84.3%
Adult's bedroom	1171	586	243	912	571	342	982
%V	26.4%	27.8%	30.1%	27.7%	32.0%	22.7%	27.4%
%H		50.0%	20.8%	77.9%	48.8%	29.2%	83.9%
Child's bedroom	328	206	62	218	156	62	302
%V	7.4%	9.8%	7.7%	6.6%	8.7%	4.1%	8.4%
%H		62.8%	18.9%	66.5%	47.6%	18.9%	92.1%
Other bedroom	129	76	17	99	64	35	116
%V	2.9%	3.6%	2.1%	3.0%	3.6%	2.3%	3.2%
%H		58.9%	13.2%	76.7%	49.6%	27.1%	89.9%
Second living/dining room	164	86	24	126	73	53	152
%V	3.7%	4.1%	3.0%	3.8%	4.1%	3.5%	4.2%
%H		52.4%	14.6%	76.8%	44.5%	32.3%	92.7%
Study/office	32	16	5	27	16	11	31
%V	0.7%	0.8%	0.6%	0.8%	0.9%	0.7%	0.9%
%H		50.0%	15.6%	84.4%	50.0%	34.4%	96.9%
TV room	31	18	4	26	16	9	28
%V	0.7%	0.9%	0.5%	0.8%	0.9%	0.6%	0.8%
%H		58.1%	12.9%	83.9%	51.6%	29.0%	90.3%
Conservatory	40	22	6	32	20	12	37
%V	0.9%	1.0%	0.7%	1.0%	1.1%	0.8%	1.0%
%H		55.0%	15.0%	80.0%	50.0%	30.0%	92.5%
Attic or loft room	5	3	2	4	3	1	5
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	20	11	3	16	9	8	20
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.6%
%H		55.0%	15.0%	80.0%	45.0%	40.0%	100.0%
Not Asked	89	45	19	52	35	18	78
%V	2.0%	2.1%	2.4%	1.6%	2.0%	1.2%	2.2%
%H		50.6%	21.3%	58.4%	39.3%	20.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4443	2109	806	3290	1783	1508	3580
%H		47.5%	18.1%	74.0%	40.1%	33.9%	80.6%
PVR	1770	1102	395	1098	810	288	1573
%V	39.8%	52.3%	49.0%	33.4%	45.4%	19.1%	43.9%
%H		62.3%	22.3%	62.0%	45.8%	16.3%	88.9%
DVDR	95	47	17	69	38	31	80
%V	2.1%	2.2%	2.1%	2.1%	2.1%	2.1%	2.2%
%H		49.5%	17.9%	72.6%	40.0%	32.6%	84.2%
VCR	78	16	23	61	22	39	42
%V	1.8%	0.8%	2.9%	1.9%	1.2%	2.6%	1.2%
%H		20.5%	29.5%	78.2%	28.2%	50.0%	53.8%
Any recorder	1860	1126	410	1170	830	340	1625
%V	41.9%	53.4%	50.9%	35.6%	46.6%	22.5%	45.4%
%H		60.5%	22.0%	62.9%	44.6%	18.3%	87.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4443	2109	806	3290	1783	1508	3580
%H		47.5%	18.1%	74.0%	40.1%	33.9%	80.6%
Receives HDTV (via STB or built-in reception)	1527	858	387	1005	712	293	1359
%V	34.4%	40.7%	48.0%	30.5%	39.9%	19.4%	38.0%
%H		56.2%	25.3%	65.8%	46.6%	19.2%	89.0%
DVD/Blu-ray player or recorder	2638	1253	494	1992	1092	899	2177
%V	59.4%	59.4%	61.3%	60.5%	61.2%	59.6%	60.8%
%H		47.5%	18.7%	75.5%	41.4%	34.1%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2208	923	388	1579	706	874	1637
%H		41.8%	17.6%	71.5%	32.0%	39.6%	74.1%
Under 20"	49	7	5	40	5	35	28
%V	2.2%	0.8%	1.3%	2.5%	0.7%	4.0%	1.7%
%H		14.3%	10.2%	81.6%	10.2%	71.4%	57.1%
20" - 29"	316	74	37	251	54	197	166
%V	14.3%	8.0%	9.5%	15.9%	7.6%	22.5%	10.1%
%H		23.4%	11.7%	79.4%	17.1%	62.3%	52.5%
30" - 39"	843	304	160	620	245	375	589
%V	38.2%	32.9%	41.2%	39.3%	34.7%	42.9%	36.0%
%H		36.1%	19.0%	73.5%	29.1%	44.5%	69.9%
40" and over	972	533	180	655	397	257	834
%V	44.0%	57.7%	46.4%	41.5%	56.2%	29.4%	50.9%
%H		54.8%	18.5%	67.4%	40.8%	26.4%	85.8%
Don't know	21	5	7	14	4	10	14
%V	1.0%	0.5%	1.8%	0.9%	0.6%	1.1%	0.9%
%H		23.8%	33.3%	66.7%	19.0%	47.6%	66.7%
Not Asked	7	0	0	0	1	0	6
%V	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%
%H		0.0%	0.0%	0.0%	14.3%	0.0%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2208	923	388	1579	706	874	1637
%H		41.8%	17.6%	71.5%	32.0%	39.6%	74.1%
PVR	1293	777	275	830	579	251	1118
%V	58.6%	84.2%	70.9%	52.6%	82.0%	28.7%	68.3%
%H		60.1%	21.3%	64.2%	44.8%	19.4%	86.5%
DVDR	75	36	15	54	29	25	63
%V	3.4%	3.9%	3.9%	3.4%	4.1%	2.9%	3.8%
%H		48.0%	20.0%	72.0%	38.7%	33.3%	84.0%
VCR	64	11	20	49	16	33	32
%V	2.9%	1.2%	5.2%	3.1%	2.3%	3.8%	2.0%
%H		17.2%	31.3%	76.6%	25.0%	51.6%	50.0%
Any recorder	1360	791	285	884	590	294	1152
%V	61.6%	85.7%	73.5%	56.0%	83.6%	33.6%	70.4%
%H		58.2%	21.0%	65.0%	43.4%	21.6%	84.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2208	923	388	1579	706	874	1637
%H		41.8%	17.6%	71.5%	32.0%	39.6%	74.1%
Receives HDTV (via STB or built-in reception)	1071	592	260	703	477	226	926
%V	48.5%	64.1%	67.0%	44.5%	67.6%	25.9%	56.6%
%H		55.3%	24.3%	65.6%	44.5%	21.1%	86.5%
DVD/Blu-ray player or recorder	1643	708	300	1189	551	638	1281
%V	74.4%	76.7%	77.3%	75.3%	78.0%	73.0%	78.3%
%H		43.1%	18.3%	72.4%	33.5%	38.8%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2235	1186	417	1711	1077	634	1944
%H		53.1%	18.7%	76.6%	48.2%	28.4%	87.0%
Under 20"	600	286	108	479	274	206	485
%V	26.8%	24.1%	25.9%	28.0%	25.4%	32.5%	24.9%
%H		47.7%	18.0%	79.8%	45.7%	34.3%	80.8%
20" - 29"	742	361	141	594	356	239	640
%V	33.2%	30.4%	33.8%	34.7%	33.1%	37.7%	32.9%
%H		48.7%	19.0%	80.1%	48.0%	32.2%	86.3%
30" - 39"	567	341	110	414	292	122	517
%V	25.4%	28.8%	26.4%	24.2%	27.1%	19.2%	26.6%
%H		60.1%	19.4%	73.0%	51.5%	21.5%	91.2%
40" and over	222	148	38	154	118	36	212
%V	9.9%	12.5%	9.1%	9.0%	11.0%	5.7%	10.9%
%H		66.7%	17.1%	69.4%	53.2%	16.2%	95.5%
Don't know	21	4	3	18	3	15	16
%V	0.9%	0.3%	0.7%	1.1%	0.3%	2.4%	0.8%
%H		19.0%	14.3%	85.7%	14.3%	71.4%	76.2%
Not Asked	83	46	17	52	34	16	74
%V	3.7%	3.9%	4.1%	3.0%	3.2%	2.5%	3.8%
%H		55.4%	20.5%	62.7%	41.0%	19.3%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2235	1186	417	1711	1077	634	1944
%H		53.1%	18.7%	76.6%	48.2%	28.4%	87.0%
PVR	478	326	121	268	231	37	455
%V	21.4%	27.5%	29.0%	15.7%	21.4%	5.8%	23.4%
%H		68.2%	25.3%	56.1%	48.3%	7.7%	95.2%
DVDR	20	11	2	15	9	6	17
%V	0.9%	0.9%	0.5%	0.9%	0.8%	0.9%	0.9%
%H		55.0%	10.0%	75.0%	45.0%	30.0%	85.0%
VCR	14	4	3	12	6	6	10
%V	0.6%	0.3%	0.7%	0.7%	0.6%	0.9%	0.5%
%H		28.6%	21.4%	85.7%	42.9%	42.9%	71.4%
Any recorder	500	335	124	286	240	46	473
%V	22.4%	28.2%	29.7%	16.7%	22.3%	7.3%	24.3%
%H		67.0%	24.8%	57.2%	48.0%	9.2%	94.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2235	1186	417	1711	1077	634	1944
%H		53.1%	18.7%	76.6%	48.2%	28.4%	87.0%
Receives HDTV (via STB or built-in reception)	457	267	127	301	234	67	433
%V	20.4%	22.5%	30.5%	17.6%	21.7%	10.6%	22.3%
%H		58.4%	27.8%	65.9%	51.2%	14.7%	94.7%
DVD/Blu-ray player or recorder	995	545	194	803	541	262	896
%V	44.5%	46.0%	46.5%	46.9%	50.2%	41.3%	46.1%
%H		54.8%	19.5%	80.7%	54.4%	26.3%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4990	4787	2304	871	3308	1740	1568	4144
%H		95.9%	46.2%	17.5%	66.3%	34.9%	31.4%	83.0%
Total Children	868	849	495	148	531	325	206	809
%V	17.4%	17.7%	21.5%	17.0%	16.1%	18.7%	13.1%	19.5%
%H		97.8%	57.0%	17.1%	61.2%	37.4%	23.7%	93.2%
0 - 3	232	224	134	45	135	89	47	207
%V	4.6%	4.7%	5.8%	5.2%	4.1%	5.1%	3.0%	5.0%
%H		96.6%	57.8%	19.4%	58.2%	38.4%	20.3%	89.2%
4 - 15	636	625	361	104	396	236	159	603
%V	12.7%	13.1%	15.7%	11.9%	12.0%	13.6%	10.1%	14.6%
%H		98.3%	56.8%	16.4%	62.3%	37.1%	25.0%	94.8%
4 - 9	327	320	185	54	196	114	81	307
%V	6.6%	6.7%	8.0%	6.2%	5.9%	6.6%	5.2%	7.4%
%H		97.9%	56.6%	16.5%	59.9%	34.9%	24.8%	93.9%
10 - 15	309	305	176	50	200	122	78	296
%V	6.2%	6.4%	7.6%	5.7%	6.0%	7.0%	5.0%	7.1%
%H		98.7%	57.0%	16.2%	64.7%	39.5%	25.2%	95.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4990	4787	2304	871	3308	1740	1568	4144
%H		95.9%	46.2%	17.5%	66.3%	34.9%	31.4%	83.0%
Total Adults (16+)	4122	3938	1809	722	2777	1415	1362	3335
%V	82.6%	82.3%	78.5%	82.9%	83.9%	81.3%	86.9%	80.5%
%H		95.5%	43.9%	17.5%	67.4%	34.3%	33.0%	80.9%
16 - 19	206	201	107	37	138	87	52	188
%V	4.1%	4.2%	4.6%	4.2%	4.2%	5.0%	3.3%	4.5%
%H		97.6%	51.9%	18.0%	67.0%	42.2%	25.2%	91.3%
20 - 24	367	317	152	57	200	113	87	327
%V	7.4%	6.6%	6.6%	6.5%	6.0%	6.5%	5.5%	7.9%
%H		86.4%	41.4%	15.5%	54.5%	30.8%	23.7%	89.1%
25 - 34	696	644	332	133	402	236	166	627
%V	13.9%	13.5%	14.4%	15.3%	12.2%	13.6%	10.6%	15.1%
%H		92.5%	47.7%	19.1%	57.8%	33.9%	23.9%	90.1%
35 - 44	627	603	311	110	398	221	177	565
%V	12.6%	12.6%	13.5%	12.6%	12.0%	12.7%	11.3%	13.6%
%H		96.2%	49.6%	17.5%	63.5%	35.2%	28.2%	90.1%
45 - 54	746	725	369	142	514	301	213	670
%V	14.9%	15.1%	16.0%	16.3%	15.5%	17.3%	13.6%	16.2%
%H		97.2%	49.5%	19.0%	68.9%	40.3%	28.6%	89.8%
55 - 64	633	617	278	120	450	231	219	515
%V	12.7%	12.9%	12.1%	13.8%	13.6%	13.3%	14.0%	12.4%
%H		97.5%	43.9%	19.0%	71.1%	36.5%	34.6%	81.4%
65+	847	831	259	123	675	226	449	443
%V	17.0%	17.4%	11.2%	14.1%	20.4%	13.0%	28.6%	10.7%
%H		98.1%	30.6%	14.5%	79.7%	26.7%	53.0%	52.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4122	3938	1809	722	2777	1415	1362	3335
%H		95.5%	43.9%	17.5%	67.4%	34.3%	33.0%	80.9%
AB	1030	1001	486	175	706	370	337	978
%V	25.0%	25.4%	26.9%	24.2%	25.4%	26.1%	24.7%	29.3%
%H		97.2%	47.2%	17.0%	68.5%	35.9%	32.7%	95.0%
C1	1175	1092	517	210	744	409	334	1033
%V	28.5%	27.7%	28.6%	29.1%	26.8%	28.9%	24.5%	31.0%
%H		92.9%	44.0%	17.9%	63.3%	34.8%	28.4%	87.9%
C2	806	787	396	149	553	315	238	680
%V	19.6%	20.0%	21.9%	20.6%	19.9%	22.3%	17.5%	20.4%
%H		97.6%	49.1%	18.5%	68.6%	39.1%	29.5%	84.4%
D	674	642	280	137	453	234	219	467
%V	16.4%	16.3%	15.5%	19.0%	16.3%	16.5%	16.1%	14.0%
%H		95.3%	41.5%	20.3%	67.2%	34.7%	32.5%	69.3%
E	437	416	129	50	322	88	234	177
%V	10.6%	10.6%	7.1%	6.9%	11.6%	6.2%	17.2%	5.3%
%H		95.2%	29.5%	11.4%	73.7%	20.1%	53.5%	40.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4122	3938	1809	722	2777	1415	1362	3335
%H		95.5%	43.9%	17.5%	67.4%	34.3%	33.0%	80.9%
Working full time	1902	1838	971	376	1225	746	479	1753
%V	46.1%	46.7%	53.7%	52.1%	44.1%	52.7%	35.2%	52.6%
%H		96.6%	51.1%	19.8%	64.4%	39.2%	25.2%	92.2%
Working part time	389	378	190	69	261	144	117	349
%V	9.4%	9.6%	10.5%	9.6%	9.4%	10.2%	8.6%	10.5%
%H		97.2%	48.8%	17.7%	67.1%	37.0%	30.1%	89.7%
Not working	1831	1722	648	278	1291	525	766	1232
%V	44.4%	43.7%	35.8%	38.5%	46.5%	37.1%	56.2%	36.9%
%H		94.0%	35.4%	15.2%	70.5%	28.7%	41.8%	67.3%
Housewife/Houseperson	2323	2214	923	389	1582	706	876	1711
%V	56.4%	56.2%	51.0%	53.9%	57.0%	49.9%	64.3%	51.3%
%H		95.3%	39.7%	16.7%	68.1%	30.4%	37.7%	73.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1989	1895	900	352	1320	704	616	1624
%H		95.3%	45.2%	17.7%	66.4%	35.4%	31.0%	81.6%
16 - 19	107	106	57	20	69	44	25	99
%V	5.4%	5.6%	6.3%	5.7%	5.2%	6.3%	4.1%	6.1%
%H		99.1%	53.3%	18.7%	64.5%	41.1%	23.4%	92.5%
20 - 24	185	166	81	29	107	63	44	165
%V	9.3%	8.8%	9.0%	8.2%	8.1%	8.9%	7.1%	10.2%
%H		89.7%	43.8%	15.7%	57.8%	34.1%	23.8%	89.2%
25 - 34	354	326	170	66	207	125	82	315
%V	17.8%	17.2%	18.9%	18.8%	15.7%	17.8%	13.3%	19.4%
%H		92.1%	48.0%	18.6%	58.5%	35.3%	23.2%	89.0%
35 - 44	303	288	144	53	191	103	88	266
%V	15.2%	15.2%	16.0%	15.1%	14.5%	14.6%	14.3%	16.4%
%H		95.0%	47.5%	17.5%	63.0%	34.0%	29.0%	87.8%
45 - 54	356	344	177	69	239	139	99	314
%V	17.9%	18.2%	19.7%	19.6%	18.1%	19.7%	16.1%	19.3%
%H		96.6%	49.7%	19.4%	67.1%	39.0%	27.8%	88.2%
55 - 64	307	296	137	63	212	116	96	242
%V	15.4%	15.6%	15.2%	17.9%	16.1%	16.5%	15.6%	14.9%
%H		96.4%	44.6%	20.5%	69.1%	37.8%	31.3%	78.8%
65+	378	370	135	52	296	115	181	225
%V	19.0%	19.5%	15.0%	14.8%	22.4%	16.3%	29.4%	13.9%
%H		97.9%	35.7%	13.8%	78.3%	30.4%	47.9%	59.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1989	1895	900	352	1320	704	616	1624
%H		95.3%	45.2%	17.7%	66.4%	35.4%	31.0%	81.6%
AB	502	485	245	87	340	186	154	480
%V	25.2%	25.6%	27.2%	24.7%	25.8%	26.4%	25.0%	29.6%
%H		96.6%	48.8%	17.3%	67.7%	37.1%	30.7%	95.6%
C1	530	499	243	100	331	192	138	474
%V	26.6%	26.3%	27.0%	28.4%	25.1%	27.3%	22.4%	29.2%
%H		94.2%	45.8%	18.9%	62.5%	36.2%	26.0%	89.4%
C2	439	427	220	82	296	174	122	362
%V	22.1%	22.5%	24.4%	23.3%	22.4%	24.7%	19.8%	22.3%
%H		97.3%	50.1%	18.7%	67.4%	39.6%	27.8%	82.5%
D	326	305	138	65	214	116	98	233
%V	16.4%	16.1%	15.3%	18.5%	16.2%	16.5%	15.9%	14.3%
%H		93.6%	42.3%	19.9%	65.6%	35.6%	30.1%	71.5%
E	193	180	55	19	139	36	103	76
%V	9.7%	9.5%	6.1%	5.4%	10.5%	5.1%	16.7%	4.7%
%H		93.3%	28.5%	9.8%	72.0%	18.7%	53.4%	39.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1989	1895	900	352	1320	704	616	1624
%H		95.3%	45.2%	17.7%	66.4%	35.4%	31.0%	81.6%
Working full time	1146	1099	595	223	725	452	273	1043
%V	57.6%	58.0%	66.1%	63.4%	54.9%	64.2%	44.3%	64.2%
%H		95.9%	51.9%	19.5%	63.3%	39.4%	23.8%	91.0%
Working part time	74	71	30	13	53	25	28	62
%V	3.7%	3.7%	3.3%	3.7%	4.0%	3.6%	4.5%	3.8%
%H		95.9%	40.5%	17.6%	71.6%	33.8%	37.8%	83.8%
Not working	769	725	275	115	541	226	315	520
%V	38.7%	38.3%	30.6%	32.7%	41.0%	32.1%	51.1%	32.0%
%H		94.3%	35.8%	15.0%	70.4%	29.4%	41.0%	67.6%
Housewife/Houseperson	552	507	179	83	359	127	231	330
%V	27.8%	26.8%	19.9%	23.6%	27.2%	18.0%	37.5%	20.3%
%H		91.8%	32.4%	15.0%	65.0%	23.0%	41.8%	59.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2133	2043	908	370	1458	711	747	1710
%H		95.8%	42.6%	17.3%	68.4%	33.3%	35.0%	80.2%
16 - 19	99	95	50	17	69	43	26	89
%V	4.6%	4.7%	5.5%	4.6%	4.7%	6.0%	3.5%	5.2%
%H		96.0%	50.5%	17.2%	69.7%	43.4%	26.3%	89.9%
20 - 24	183	151	71	29	94	50	44	162
%V	8.6%	7.4%	7.8%	7.8%	6.4%	7.0%	5.9%	9.5%
%H		82.5%	38.8%	15.8%	51.4%	27.3%	24.0%	88.5%
25 - 34	342	318	162	67	195	111	84	312
%V	16.0%	15.6%	17.8%	18.1%	13.4%	15.6%	11.2%	18.2%
%H		93.0%	47.4%	19.6%	57.0%	32.5%	24.6%	91.2%
35 - 44	324	316	167	57	207	118	89	299
%V	15.2%	15.5%	18.4%	15.4%	14.2%	16.6%	11.9%	17.5%
%H		97.5%	51.5%	17.6%	63.9%	36.4%	27.5%	92.3%
45 - 54	389	380	192	73	275	162	114	356
%V	18.2%	18.6%	21.1%	19.7%	18.9%	22.8%	15.3%	20.8%
%H		97.7%	49.4%	18.8%	70.7%	41.6%	29.3%	91.5%
55 - 64	327	321	142	57	238	115	123	273
%V	15.3%	15.7%	15.6%	15.4%	16.3%	16.2%	16.5%	16.0%
%H		98.2%	43.4%	17.4%	72.8%	35.2%	37.6%	83.5%
65+	469	462	124	70	380	112	268	218
%V	22.0%	22.6%	13.7%	18.9%	26.1%	15.8%	35.9%	12.7%
%H		98.5%	26.4%	14.9%	81.0%	23.9%	57.1%	46.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2133	2043	908	370	1458	711	747	1710
%H		95.8%	42.6%	17.3%	68.4%	33.3%	35.0%	80.2%
AB	528	516	242	88	367	184	182	499
%V	24.8%	25.3%	26.7%	23.8%	25.2%	25.9%	24.4%	29.2%
%H		97.7%	45.8%	16.7%	69.5%	34.8%	34.5%	94.5%
C1	645	593	274	111	413	217	196	558
%V	30.2%	29.0%	30.2%	30.0%	28.3%	30.5%	26.2%	32.6%
%H		91.9%	42.5%	17.2%	64.0%	33.6%	30.4%	86.5%
C2	368	361	176	67	257	141	116	318
%V	17.3%	17.7%	19.4%	18.1%	17.6%	19.8%	15.5%	18.6%
%H		98.1%	47.8%	18.2%	69.8%	38.3%	31.5%	86.4%
D	348	337	142	73	238	118	120	234
%V	16.3%	16.5%	15.6%	19.7%	16.3%	16.6%	16.1%	13.7%
%H		96.8%	40.8%	21.0%	68.4%	33.9%	34.5%	67.2%
E	244	236	75	31	183	52	131	101
%V	11.4%	11.6%	8.3%	8.4%	12.6%	7.3%	17.5%	5.9%
%H		96.7%	30.7%	12.7%	75.0%	21.3%	53.7%	41.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2133	2043	908	370	1458	711	747	1710
%H		95.8%	42.6%	17.3%	68.4%	33.3%	35.0%	80.2%
Working full time	756	740	376	153	500	294	206	711
%V	35.4%	36.2%	41.4%	41.4%	34.3%	41.4%	27.6%	41.6%
%H		97.9%	49.7%	20.2%	66.1%	38.9%	27.2%	94.0%
Working part time	315	306	159	55	208	119	89	288
%V	14.8%	15.0%	17.5%	14.9%	14.3%	16.7%	11.9%	16.8%
%H		97.1%	50.5%	17.5%	66.0%	37.8%	28.3%	91.4%
Not working	1062	997	373	163	750	299	451	712
%V	49.8%	48.8%	41.1%	44.1%	51.4%	42.1%	60.4%	41.6%
%H		93.9%	35.1%	15.3%	70.6%	28.2%	42.5%	67.0%
Housewife/Houseperson	1772	1707	744	306	1223	579	644	1381
%V	83.1%	83.6%	81.9%	82.7%	83.9%	81.4%	86.2%	80.8%
%H		96.3%	42.0%	17.3%	69.0%	32.7%	36.3%	77.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

Contents	Page
Household	
Table 17.1: Social Grade	452
Table 17.2: Housewife Age	453
Table 17.3: Size of Household	454
Table 17.4: Presence of Children	455
Table 17.5: Number of TV sets in household	456
Table 17.6: Screen size	457
Table 17.7: Location of ANY set in household	458
Table 17.8: Platform Provider	459
Table 17.9: Recorders and other equipment	460
Table 17.10: Computers and Internet	461
Sets	
Table 17.11: Screen Size	462
Table 17.12: Location of set	463
Table 17.13: Recorders	464
Table 17.14: Other TV equipment	464
Table 17.15: Main Set Screen Size	465
Table 17.16: Main Set Recorders	466
Table 17.17: Main Set - Other TV equipment	466
Table 17.18: Other Sets (non-Main Set) Screen Size	467
Table 17.19: Other Set (non-Main Set) Recorders	468
Table 17.20: Other Set (non-Main Set) - Other TV equipment	468
Individuals	
Table 17.21: Age of Children	469
Table 17.22: Adults - Age	470
Table 17.23: Social Grade (Adults 16+)	471
Table 17.24: Working Status (Adults 16+)	472
Table 17.25: Males - Age	473
Table 17.26: Social Grade (Males 16+)	474
Table 17.27: Working Status (Males 16+)	475
Table 17.28: Females - Age	476
Table 17.29: Social Grade (Females 16+)	477
Table 17.30: Working Status (Females 16+)	478

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
AB	584	566	265	75	415	193	222	525
%V	25.1%	25.3%	24.6%	28.1%	26.0%	26.6%	25.5%	30.5%
%H (All HH)		96.9%	45.4%	12.8%	71.1%	33.0%	38.0%	89.9%
%H (TV HH)			46.8%	13.3%	73.3%	34.1%	39.2%	
C1	601	571	268	75	411	193	218	487
%V	25.8%	25.5%	24.8%	28.1%	25.7%	26.6%	25.0%	28.3%
%H (All HH)		95.0%	44.6%	12.5%	68.4%	32.1%	36.3%	81.0%
%H (TV HH)			46.9%	13.1%	72.0%	33.8%	38.2%	
C2	504	489	258	56	346	175	171	379
%V	21.7%	21.9%	23.9%	21.0%	21.7%	24.1%	19.6%	22.0%
%H (All HH)		97.0%	51.2%	11.1%	68.7%	34.7%	33.9%	75.2%
%H (TV HH)			52.8%	11.5%	70.8%	35.8%	35.0%	
D	377	364	181	39	248	105	143	228
%V	16.2%	16.3%	16.8%	14.6%	15.5%	14.5%	16.4%	13.2%
%H (All HH)		96.6%	48.0%	10.3%	65.8%	27.9%	37.9%	60.5%
%H (TV HH)			49.7%	10.7%	68.1%	28.8%	39.3%	
E	260	247	106	21	177	61	116	103
%V	11.2%	11.0%	9.8%	7.9%	11.1%	8.4%	13.3%	6.0%
%H (All HH)		95.0%	40.8%	8.1%	68.1%	23.5%	44.6%	39.6%
%H (TV HH)			42.9%	8.5%	71.7%	24.7%	47.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Under 25	109	96	35	16	58	22	36	82
%V	4.7%	4.3%	3.2%	6.0%	3.6%	3.0%	4.1%	4.8%
%H (All HH)		88.1%	32.1%	14.7%	53.2%	20.2%	33.0%	75.2%
%H (TV HH)			36.5%	16.7%	60.4%	22.9%	37.5%	
25 - 34	325	306	173	41	194	109	85	281
%V	14.0%	13.7%	16.0%	15.4%	12.1%	15.0%	9.8%	16.3%
%H (All HH)		94.2%	53.2%	12.6%	59.7%	33.5%	26.2%	86.5%
%H (TV HH)			56.5%	13.4%	63.4%	35.6%	27.8%	
35 - 44	364	351	195	53	226	127	100	321
%V	15.7%	15.7%	18.1%	19.9%	14.2%	17.5%	11.5%	18.6%
%H (All HH)		96.4%	53.6%	14.6%	62.1%	34.9%	27.5%	88.2%
%H (TV HH)			55.6%	15.1%	64.4%	36.2%	28.5%	
45 - 54	437	425	221	56	302	155	148	381
%V	18.8%	19.0%	20.5%	21.0%	18.9%	21.3%	17.0%	22.1%
%H (All HH)		97.3%	50.6%	12.8%	69.1%	35.5%	33.9%	87.2%
%H (TV HH)			52.0%	13.2%	71.1%	36.5%	34.8%	
55 - 64	396	384	197	43	279	134	145	312
%V	17.0%	17.2%	18.3%	16.1%	17.5%	18.5%	16.6%	18.1%
%H (All HH)		97.0%	49.7%	10.9%	70.5%	33.8%	36.6%	78.8%
%H (TV HH)			51.3%	11.2%	72.7%	34.9%	37.8%	
65 +	695	674	257	59	537	180	358	346
%V	29.9%	30.1%	23.8%	22.1%	33.6%	24.8%	41.1%	20.1%
%H (All HH)		97.0%	37.0%	8.5%	77.3%	25.9%	51.5%	49.8%
%H (TV HH)			38.1%	8.8%	79.7%	26.7%	53.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
1	725	677	230	61	508	129	379	353
%V	31.2%	30.3%	21.3%	22.8%	31.8%	17.8%	43.5%	20.5%
%H (All HH)		93.4%	31.7%	8.4%	70.1%	17.8%	52.3%	48.7%
%H (TV HH)			34.0%	9.0%	75.0%	19.1%	56.0%	
2	813	793	395	98	580	284	296	649
%V	35.0%	35.5%	36.6%	36.7%	36.3%	39.1%	34.0%	37.7%
%H (All HH)		97.5%	48.6%	12.1%	71.3%	34.9%	36.4%	79.8%
%H (TV HH)			49.8%	12.4%	73.1%	35.8%	37.3%	
3	352	341	203	44	232	141	90	313
%V	15.1%	15.3%	18.8%	16.5%	14.5%	19.4%	10.3%	18.2%
%H (All HH)		96.9%	57.7%	12.5%	65.9%	40.1%	25.6%	88.9%
%H (TV HH)			59.5%	12.9%	68.0%	41.3%	26.4%	
4	296	289	172	46	189	119	70	281
%V	12.7%	12.9%	15.9%	17.2%	11.8%	16.4%	8.0%	16.3%
%H (All HH)		97.6%	58.1%	15.5%	63.9%	40.2%	23.6%	94.9%
%H (TV HH)			59.5%	15.9%	65.4%	41.2%	24.2%	
5+	140	136	79	18	89	54	35	126
%V	6.0%	6.1%	7.3%	6.7%	5.6%	7.4%	4.0%	7.3%
%H (All HH)		97.1%	56.4%	12.9%	63.6%	38.6%	25.0%	90.0%
%H (TV HH)			58.1%	13.2%	65.4%	39.7%	25.7%	
Average HH size	2.30	2.31	2.54	2.51	2.25	2.59	1.97	2.55

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Without	1774	1693	752	194	1257	523	734	1227
%V	76.3%	75.7%	69.7%	72.7%	78.7%	72.0%	84.3%	71.3%
%H (All HH)		95.4%	42.4%	10.9%	70.9%	29.5%	41.4%	69.2%
%H (TV HH)			44.4%	11.5%	74.2%	30.9%	43.4%	
With	551	542	326	72	340	203	137	495
%V	23.7%	24.2%	30.2%	27.0%	21.3%	28.0%	15.7%	28.7%
%H (All HH)		98.4%	59.2%	13.1%	61.7%	36.8%	24.9%	89.8%
%H (TV HH)			60.1%	13.3%	62.7%	37.5%	25.3%	
0 - 3	215	212	119	31	124	67	58	186
%V	9.2%	9.5%	11.0%	11.6%	7.8%	9.2%	6.7%	10.8%
%H (All HH)		98.6%	55.3%	14.4%	57.7%	31.2%	27.0%	86.5%
%H (TV HH)			56.1%	14.6%	58.5%	31.6%	27.4%	
4 - 9	273	268	171	33	164	104	60	242
%V	11.7%	12.0%	15.8%	12.4%	10.3%	14.3%	6.9%	14.1%
%H (All HH)		98.2%	62.6%	12.1%	60.1%	38.1%	22.0%	88.6%
%H (TV HH)			63.8%	12.3%	61.2%	38.8%	22.4%	
10 - 15	258	255	161	33	167	109	58	242
%V	11.1%	11.4%	14.9%	12.4%	10.5%	15.0%	6.7%	14.1%
%H (All HH)		98.8%	62.4%	12.8%	64.7%	42.2%	22.5%	93.8%
%H (TV HH)			63.1%	12.9%	65.5%	42.7%	22.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
1	867	867	319	96	550	119	431	543
%V	37.3%	38.8%	29.6%	36.0%	34.4%	16.4%	49.5%	31.5%
%H (All HH)		100.0%	36.8%	11.1%	63.4%	13.7%	49.7%	62.6%
%H (TV HH)			36.8%	11.1%	63.4%	13.7%	49.7%	
2	779	779	388	102	574	286	288	603
%V	33.5%	34.8%	36.0%	38.2%	35.9%	39.4%	33.1%	35.0%
%H (All HH)		100.0%	49.8%	13.1%	73.7%	36.7%	37.0%	77.4%
%H (TV HH)			49.8%	13.1%	73.7%	36.7%	37.0%	
3	353	353	215	36	281	177	104	298
%V	15.2%	15.8%	19.9%	13.5%	17.6%	24.4%	11.9%	17.3%
%H (All HH)		100.0%	60.9%	10.2%	79.6%	50.1%	29.5%	84.4%
%H (TV HH)			60.9%	10.2%	79.6%	50.1%	29.5%	
4	165	165	107	23	133	97	36	153
%V	7.1%	7.4%	9.9%	8.6%	8.3%	13.4%	4.1%	8.9%
%H (All HH)		100.0%	64.8%	13.9%	80.6%	58.8%	21.8%	92.7%
%H (TV HH)			64.8%	13.9%	80.6%	58.8%	21.8%	
5+	71	71	50	9	60	48	12	69
%V	3.1%	3.2%	4.6%	3.4%	3.8%	6.6%	1.4%	4.0%
%H (All HH)		100.0%	70.4%	12.7%	84.5%	67.6%	16.9%	97.2%
%H (TV HH)			70.4%	12.7%	84.5%	67.6%	16.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Under 20"	567	567	286	52	472	243	229	443
%V	24.4%	25.4%	26.5%	19.5%	29.6%	33.5%	26.3%	25.7%
%H (All HH)		100.0%	50.4%	9.2%	83.2%	42.9%	40.4%	78.1%
%H (TV HH)			50.4%	9.2%	83.2%	42.9%	40.4%	
20" - 29"	940	940	445	107	734	347	387	696
%V	40.4%	42.0%	41.2%	40.1%	46.0%	47.8%	44.4%	40.4%
%H (All HH)		100.0%	47.3%	11.4%	78.1%	36.9%	41.2%	74.0%
%H (TV HH)			47.3%	11.4%	78.1%	36.9%	41.2%	
30" - 39"	1221	1221	613	151	889	433	456	933
%V	52.5%	54.6%	56.8%	56.6%	55.7%	59.6%	52.4%	54.2%
%H (All HH)		100.0%	50.2%	12.4%	72.8%	35.5%	37.3%	76.4%
%H (TV HH)			50.2%	12.4%	72.8%	35.5%	37.3%	
40" and over	875	875	538	123	586	373	213	755
%V	37.6%	39.1%	49.9%	46.1%	36.7%	51.4%	24.5%	43.8%
%H (All HH)		100.0%	61.5%	14.1%	67.0%	42.6%	24.3%	86.3%
%H (TV HH)			61.5%	14.1%	67.0%	42.6%	24.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%V (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Main living room	2200	2200	1071	265	1579	722	857	1641
%V	94.6%	98.4%	99.3%	99.3%	98.9%	99.4%	98.4%	95.3%
%H (All HH)		100.0%	48.7%	12.0%	71.8%	32.8%	39.0%	74.6%
%H (TV HH)			48.7%	12.0%	71.8%	32.8%	39.0%	
Kitchen	306	306	169	29	256	149	107	256
%V	13.2%	13.7%	15.7%	10.9%	16.0%	20.5%	12.3%	14.9%
%H (All HH)		100.0%	55.2%	9.5%	83.7%	48.7%	35.0%	83.7%
%H (TV HH)			55.2%	9.5%	83.7%	48.7%	35.0%	
Adult's bedroom	946	946	531	123	737	444	293	776
%V	40.7%	42.3%	49.2%	46.1%	46.1%	61.2%	33.6%	45.1%
%H (All HH)		100.0%	56.1%	13.0%	77.9%	46.9%	31.0%	82.0%
%H (TV HH)			56.1%	13.0%	77.9%	46.9%	31.0%	
Child's bedroom	228	228	149	31	165	117	48	206
%V	9.8%	10.2%	13.8%	11.6%	10.3%	16.1%	5.5%	12.0%
%H (All HH)		100.0%	65.4%	13.6%	72.4%	51.3%	21.1%	90.4%
%H (TV HH)			65.4%	13.6%	72.4%	51.3%	21.1%	
Other bedroom	135	135	80	21	104	69	34	119
%V	5.8%	6.0%	7.4%	7.9%	6.5%	9.5%	3.9%	6.9%
%H (All HH)		100.0%	59.3%	15.6%	77.0%	51.1%	25.2%	88.1%
%H (TV HH)			59.3%	15.6%	77.0%	51.1%	25.2%	
Second living/dining room	244	244	141	25	198	118	80	198
%V	10.5%	10.9%	13.1%	9.4%	12.4%	16.3%	9.2%	11.5%
%H (All HH)		100.0%	57.8%	10.2%	81.1%	48.4%	32.8%	81.1%
%H (TV HH)			57.8%	10.2%	81.1%	48.4%	32.8%	
Study/office	38	38	22	3	31	18	13	36
%V	1.6%	1.7%	2.0%	1.1%	1.9%	2.5%	1.5%	2.1%
%H (All HH)		100.0%	57.9%	7.9%	81.6%	47.4%	34.2%	94.7%
%H (TV HH)			57.9%	7.9%	81.6%	47.4%	34.2%	
TV room	13	13	8	1	11	6	4	13
%V	0.6%	0.6%	0.7%	0.4%	0.7%	0.8%	0.5%	0.8%
%H (All HH)		100.0%	61.5%	7.7%	84.6%	46.2%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	84.6%	46.2%	30.8%	
Conservatory	39	39	25	4	35	25	10	36
%V	1.7%	1.7%	2.3%	1.5%	2.2%	3.4%	1.1%	2.1%
%H (All HH)		100.0%	64.1%	10.3%	89.7%	64.1%	25.6%	92.3%
%H (TV HH)			64.1%	10.3%	89.7%	64.1%	25.6%	
Attic or loft room	6	6	4	1	4	2	1	6
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	16.7%	66.7%	33.3%	16.7%	100.0%
%H (TV HH)			66.7%	16.7%	66.7%	33.3%	16.7%	
No specific location	3	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	13	13	9	0	11	8	4	12
%V	0.6%	0.6%	0.8%	0.0%	0.7%	1.1%	0.5%	0.7%
%H (All HH)		100.0%	69.2%	0.0%	84.6%	61.5%	30.8%	92.3%
%H (TV HH)			69.2%	0.0%	84.6%	61.5%	30.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Wales and West

Household level data

Table 17.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Any DSAT provider	1079	1079	1079	8	598	598	0	899
%V	46.4%	48.3%	100.0%	3.0%	37.4%	82.4%	0.0%	52.2%
%H (All HH)			100.0%	0.7%	55.4%	55.4%	0.0%	83.3%
%H (TV HH)			100.0%	0.7%	55.4%	55.4%	0.0%	
Sky with subcription	870	870	870	4	489	489	0	745
%V	37.4%	38.9%	80.6%	1.5%	30.6%	67.4%	0.0%	43.3%
%H (All HH)			100.0%	0.5%	56.2%	56.2%	0.0%	85.6%
%H (TV HH)			100.0%	0.5%	56.2%	56.2%	0.0%	
Sky without subscription	90	90	90	1	44	44	0	63
%V	3.9%	4.0%	8.3%	0.4%	2.8%	6.1%	0.0%	3.7%
%H (All HH)			100.0%	1.1%	48.9%	48.9%	0.0%	70.0%
%H (TV HH)			100.0%	1.1%	48.9%	48.9%	0.0%	
Freesat	114	114	114	2	64	64	0	91
%V	4.9%	5.1%	10.6%	0.7%	4.0%	8.8%	0.0%	5.3%
%H (All HH)			100.0%	1.8%	56.1%	56.1%	0.0%	79.8%
%H (TV HH)			100.0%	1.8%	56.1%	56.1%	0.0%	
Other satellite provider	19	19	19	0	9	9	0	13
%V	0.8%	0.8%	1.8%	0.0%	0.6%	1.2%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	47.4%	47.4%	0.0%	68.4%
%H (TV HH)			100.0%	0.0%	47.4%	47.4%	0.0%	
DCAB	267	267	8	267	132	132	0	231
%V	11.5%	11.9%	0.7%	100.0%	8.3%	18.2%	0.0%	13.4%
%H (All HH)			3.0%	100.0%	49.4%	49.4%	0.0%	86.5%
%H (TV HH)			3.0%	100.0%	49.4%	49.4%	0.0%	
DTT	1597	1597	598	132	1597	726	871	1154
%V	68.7%	71.4%	55.4%	49.4%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	37.4%	8.3%	100.0%	45.5%	54.5%	72.3%
%H (TV HH)			37.4%	8.3%	100.0%	45.5%	54.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Wales and West

Household level data

Table 17.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%H (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
PVR	1392	1392	871	216	925	616	309	1202
%V	59.9%	62.3%	80.7%	80.9%	57.9%	84.8%	35.5%	69.8%
%H (All HH)		100.0%	62.6%	15.5%	66.5%	44.3%	22.2%	86.4%
%H (TV HH)			62.6%	15.5%	66.5%	44.3%	22.2%	
DVDR	126	126	67	14	94	49	45	103
%V	5.4%	5.6%	6.2%	5.2%	5.9%	6.7%	5.2%	6.0%
%H (All HH)		100.0%	53.2%	11.1%	74.6%	38.9%	35.7%	81.7%
%H (TV HH)			53.2%	11.1%	74.6%	38.9%	35.7%	
VCR	70	70	32	9	57	27	30	43
%V	3.0%	3.1%	3.0%	3.4%	3.6%	3.7%	3.4%	2.5%
%H (All HH)		100.0%	45.7%	12.9%	81.4%	38.6%	42.9%	61.4%
%H (TV HH)			45.7%	12.9%	81.4%	38.6%	42.9%	
Any recorder	1461	1461	892	219	983	629	354	1242
%V	62.8%	65.3%	82.7%	82.0%	61.6%	86.6%	40.6%	72.1%
%H (All HH)		100.0%	61.1%	15.0%	67.3%	43.1%	24.2%	85.0%
%H (TV HH)			61.1%	15.0%	67.3%	43.1%	24.2%	
Receives HDTV (via STB or built-in reception)	1087	1087	629	210	730	476	254	945
%V	46.8%	48.6%	58.3%	78.7%	45.7%	65.6%	29.2%	54.9%
%H (All HH)		100.0%	57.9%	19.3%	67.2%	43.8%	23.4%	86.9%
%H (TV HH)			57.9%	19.3%	67.2%	43.8%	23.4%	
DVD/Blu-ray player or recorder	1834	1834	919	227	1335	649	686	1437
%V	78.9%	82.0%	85.2%	85.0%	83.6%	89.4%	78.8%	83.4%
%H (All HH)		100.0%	50.1%	12.4%	72.8%	35.4%	37.4%	78.4%
%H (TV HH)			50.1%	12.4%	72.8%	35.4%	37.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2325	2236	1079	267	1597	726	871	1722
%V (All HH)		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%
%H (TV HH)			48.3%	11.9%	71.4%	32.5%	39.0%	
Has broadband internet	1722	1665	899	231	1154	631	523	1722
%V	74.1%	74.5%	83.3%	86.5%	72.3%	86.9%	60.0%	100.0%
%H (All HH)		96.7%	52.2%	13.4%	67.0%	36.6%	30.4%	100.0%
%H (TV HH)			54.0%	13.9%	69.3%	37.9%	31.4%	
Number of computers (PCs and laptops)								
0	512	485	154	35	376	82	294	18
%V	22.0%	21.7%	14.3%	13.1%	23.5%	11.3%	33.8%	1.0%
%H (All HH)		94.7%	30.1%	6.8%	73.4%	16.0%	57.4%	3.5%
%H (TV HH)			31.8%	7.2%	77.5%	16.9%	60.6%	
1	771	744	370	75	517	227	290	684
%V	33.2%	33.3%	34.3%	28.1%	32.4%	31.3%	33.3%	39.7%
%H (All HH)		96.5%	48.0%	9.7%	67.1%	29.4%	37.6%	88.7%
%H (TV HH)			49.7%	10.1%	69.5%	30.5%	39.0%	
2	512	495	269	78	351	209	143	494
%V	22.0%	22.1%	24.9%	29.2%	22.0%	28.8%	16.4%	28.7%
%H (All HH)		96.7%	52.5%	15.2%	68.6%	40.8%	27.9%	96.5%
%H (TV HH)			54.3%	15.8%	70.9%	42.2%	28.9%	
3	257	249	137	38	167	94	73	254
%V	11.1%	11.1%	12.7%	14.2%	10.5%	12.9%	8.4%	14.8%
%H (All HH)		96.9%	53.3%	14.8%	65.0%	36.6%	28.4%	98.8%
%H (TV HH)			55.0%	15.3%	67.1%	37.8%	29.3%	
4	133	127	74	15	89	53	37	133
%V	5.7%	5.7%	6.9%	5.6%	5.6%	7.3%	4.2%	7.7%
%H (All HH)		95.5%	55.6%	11.3%	66.9%	39.8%	27.8%	100.0%
%H (TV HH)			58.3%	11.8%	70.1%	41.7%	29.1%	
5+	141	137	75	26	96	61	35	140
%V	6.1%	6.1%	7.0%	9.7%	6.0%	8.4%	4.0%	8.1%
%H (All HH)		97.2%	53.2%	18.4%	68.1%	43.3%	24.8%	99.3%
%H (TV HH)			54.7%	19.0%	70.1%	44.5%	25.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4530	2437	553	3397	1869	1528	3626
%H		53.8%	12.2%	75.0%	41.3%	33.7%	80.0%
Under 20"	714	369	68	596	319	277	569
%V	15.8%	15.1%	12.3%	17.5%	17.1%	18.1%	15.7%
%H		51.7%	9.5%	83.5%	44.7%	38.8%	79.7%
20" - 29"	1198	600	130	955	490	465	910
%V	26.4%	24.6%	23.5%	28.1%	26.2%	30.4%	25.1%
%H		50.1%	10.9%	79.7%	40.9%	38.8%	76.0%
30" - 39"	1468	760	194	1079	566	513	1153
%V	32.4%	31.2%	35.1%	31.8%	30.3%	33.6%	31.8%
%H		51.8%	13.2%	73.5%	38.6%	34.9%	78.5%
40" and over	1019	635	144	686	445	241	889
%V	22.5%	26.1%	26.0%	20.2%	23.8%	15.8%	24.5%
%H		62.3%	14.1%	67.3%	43.7%	23.7%	87.2%
Don't know	51	29	3	40	21	19	40
%V	1.1%	1.2%	0.5%	1.2%	1.1%	1.2%	1.1%
%H		56.9%	5.9%	78.4%	41.2%	37.3%	78.4%
Not Asked	80	44	14	41	28	13	65
%V	1.8%	1.8%	2.5%	1.2%	1.5%	0.9%	1.8%
%H		55.0%	17.5%	51.3%	35.0%	16.3%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4530	2437	553	3397	1869	1528	3626
%H		53.8%	12.2%	75.0%	41.3%	33.7%	80.0%
Main living room	2218	1078	267	1593	728	865	1655
%V	49.0%	44.2%	48.3%	46.9%	39.0%	56.6%	45.6%
%H		48.6%	12.0%	71.8%	32.8%	39.0%	74.6%
Kitchen	306	169	29	256	149	107	257
%V	6.8%	6.9%	5.2%	7.5%	8.0%	7.0%	7.1%
%H		55.2%	9.5%	83.7%	48.7%	35.0%	84.0%
Adult's bedroom	1100	629	140	863	531	332	917
%V	24.3%	25.8%	25.3%	25.4%	28.4%	21.7%	25.3%
%H		57.2%	12.7%	78.5%	48.3%	30.2%	83.4%
Child's bedroom	304	203	45	225	167	58	280
%V	6.7%	8.3%	8.1%	6.6%	8.9%	3.8%	7.7%
%H		66.8%	14.8%	74.0%	54.9%	19.1%	92.1%
Other bedroom	157	96	22	122	83	39	139
%V	3.5%	3.9%	4.0%	3.6%	4.4%	2.6%	3.8%
%H		61.1%	14.0%	77.7%	52.9%	24.8%	88.5%
Second living/dining room	249	145	25	202	121	80	202
%V	5.5%	5.9%	4.5%	5.9%	6.5%	5.2%	5.6%
%H		58.2%	10.0%	81.1%	48.6%	32.1%	81.1%
Study/office	38	23	3	31	19	13	37
%V	0.8%	0.9%	0.5%	0.9%	1.0%	0.9%	1.0%
%H		60.5%	7.9%	81.6%	50.0%	34.2%	97.4%
TV room	15	9	1	12	7	5	15
%V	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.4%
%H		60.0%	6.7%	80.0%	46.7%	33.3%	100.0%
Conservatory	40	25	4	35	25	10	36
%V	0.9%	1.0%	0.7%	1.0%	1.3%	0.7%	1.0%
%H		62.5%	10.0%	87.5%	62.5%	25.0%	90.0%
Attic or loft room	7	5	1	4	2	1	7
%V	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		71.4%	14.3%	57.1%	28.6%	14.3%	100.0%
No specific location	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	13	9	0	11	8	4	12
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		69.2%	0.0%	84.6%	61.5%	30.8%	92.3%
Not Asked	80	44	14	41	28	13	65
%V	1.8%	1.8%	2.5%	1.2%	1.5%	0.9%	1.8%
%H		55.0%	17.5%	51.3%	35.0%	16.3%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4530	2437	553	3397	1869	1528	3626
%H		53.8%	12.2%	75.0%	41.3%	33.7%	80.0%
PVR	1824	1186	293	1188	833	356	1611
%V	40.3%	48.7%	53.0%	35.0%	44.6%	23.3%	44.4%
%H		65.0%	16.1%	65.1%	45.7%	19.5%	88.3%
DVDR	139	72	17	103	54	49	113
%V	3.1%	3.0%	3.1%	3.0%	2.9%	3.2%	3.1%
%H		51.8%	12.2%	74.1%	38.8%	35.3%	81.3%
VCR	76	37	10	61	31	30	47
%V	1.7%	1.5%	1.8%	1.8%	1.7%	2.0%	1.3%
%H		48.7%	13.2%	80.3%	40.8%	39.5%	61.8%
Any recorder	1926	1228	302	1275	868	407	1678
%V	42.5%	50.4%	54.6%	37.5%	46.4%	26.6%	46.3%
%H		63.8%	15.7%	66.2%	45.1%	21.1%	87.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4530	2437	553	3397	1869	1528	3626
%H		53.8%	12.2%	75.0%	41.3%	33.7%	80.0%
Receives HDTV (via STB or built-in reception)	1524	885	314	1056	718	337	1355
%V	33.6%	36.3%	56.8%	31.1%	38.4%	22.1%	37.4%
%H		58.1%	20.6%	69.3%	47.1%	22.1%	88.9%
DVD/Blu-ray player or recorder	2733	1476	349	2059	1146	913	2238
%V	60.3%	60.6%	63.1%	60.6%	61.3%	59.8%	61.7%
%H		54.0%	12.8%	75.3%	41.9%	33.4%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2233	1078	267	1596	726	870	1663
%H		48.3%	12.0%	71.5%	32.5%	39.0%	74.5%
Under 20"	50	10	2	44	6	38	29
%V	2.2%	0.9%	0.7%	2.8%	0.8%	4.4%	1.7%
%H		20.0%	4.0%	88.0%	12.0%	76.0%	58.0%
20" - 29"	389	122	35	304	76	228	227
%V	17.4%	11.3%	13.1%	19.0%	10.5%	26.2%	13.7%
%H		31.4%	9.0%	78.1%	19.5%	58.6%	58.4%
30" - 39"	936	422	110	682	282	400	671
%V	41.9%	39.1%	41.2%	42.7%	38.8%	46.0%	40.3%
%H		45.1%	11.8%	72.9%	30.1%	42.7%	71.7%
40" and over	838	518	119	559	359	199	722
%V	37.5%	48.1%	44.6%	35.0%	49.4%	22.9%	43.4%
%H		61.8%	14.2%	66.7%	42.8%	23.7%	86.2%
Don't know	13	7	1	8	4	5	9
%V	0.6%	0.6%	0.4%	0.5%	0.6%	0.6%	0.5%
%H		53.8%	7.7%	61.5%	30.8%	38.5%	69.2%
Not Asked	7	0	0	0	0	0	5
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2233	1078	267	1596	726	870	1663
%H		48.3%	12.0%	71.5%	32.5%	39.0%	74.5%
PVR	1353	853	212	892	599	293	1172
%V	60.6%	79.1%	79.4%	55.9%	82.5%	33.7%	70.5%
%H		63.0%	15.7%	65.9%	44.3%	21.7%	86.6%
DVDR	109	56	11	80	40	41	87
%V	4.9%	5.2%	4.1%	5.0%	5.5%	4.7%	5.2%
%H		51.4%	10.1%	73.4%	36.7%	37.6%	79.8%
VCR	58	25	7	46	20	26	34
%V	2.6%	2.3%	2.6%	2.9%	2.8%	3.0%	2.0%
%H		43.1%	12.1%	79.3%	34.5%	44.8%	58.6%
Any recorder	1424	876	216	952	616	337	1213
%V	63.8%	81.3%	80.9%	59.6%	84.8%	38.7%	72.9%
%H		61.5%	15.2%	66.9%	43.3%	23.7%	85.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2233	1078	267	1596	726	870	1663
%H		48.3%	12.0%	71.5%	32.5%	39.0%	74.5%
Receives HDTV (via STB or built-in reception)	1042	603	206	691	453	238	909
%V	46.7%	55.9%	77.2%	43.3%	62.4%	27.4%	54.7%
%H		57.9%	19.8%	66.3%	43.5%	22.8%	87.2%
DVD/Blu-ray player or recorder	1728	859	216	1251	600	651	1357
%V	77.4%	79.7%	80.9%	78.4%	82.6%	74.8%	81.6%
%H		49.7%	12.5%	72.4%	34.7%	37.7%	78.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2297	1359	286	1801	1142	658	1963
%H		59.2%	12.5%	78.4%	49.7%	28.6%	85.5%
Under 20"	664	360	66	552	313	239	540
%V	28.9%	26.5%	23.1%	30.6%	27.4%	36.3%	27.5%
%H		54.2%	9.9%	83.1%	47.1%	36.0%	81.3%
20" - 29"	809	479	96	651	415	237	683
%V	35.2%	35.2%	33.6%	36.1%	36.3%	36.0%	34.8%
%H		59.2%	11.9%	80.5%	51.3%	29.3%	84.4%
30" - 39"	532	338	83	397	284	113	481
%V	23.2%	24.9%	29.0%	22.0%	24.9%	17.2%	24.5%
%H		63.5%	15.6%	74.6%	53.4%	21.2%	90.4%
40" and over	181	117	25	127	86	41	168
%V	7.9%	8.6%	8.7%	7.1%	7.5%	6.2%	8.6%
%H		64.6%	13.8%	70.2%	47.5%	22.7%	92.8%
Don't know	39	22	2	31	17	14	31
%V	1.7%	1.6%	0.7%	1.7%	1.5%	2.1%	1.6%
%H		56.4%	5.1%	79.5%	43.6%	35.9%	79.5%
Not Asked	72	43	14	43	27	14	60
%V	3.1%	3.2%	4.9%	2.4%	2.4%	2.1%	3.1%
%H		59.7%	19.4%	59.7%	37.5%	19.4%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2297	1359	286	1801	1142	658	1963
%H		59.2%	12.5%	78.4%	49.7%	28.6%	85.5%
PVR	470	333	80	296	233	63	439
%V	20.5%	24.5%	28.0%	16.4%	20.4%	9.6%	22.4%
%H		70.9%	17.0%	63.0%	49.6%	13.4%	93.4%
DVDR	30	16	6	23	15	8	26
%V	1.3%	1.2%	2.1%	1.3%	1.3%	1.2%	1.3%
%H		53.3%	20.0%	76.7%	50.0%	26.7%	86.7%
VCR	18	12	3	15	11	4	13
%V	0.8%	0.9%	1.0%	0.8%	1.0%	0.6%	0.7%
%H		66.7%	16.7%	83.3%	61.1%	22.2%	72.2%
Any recorder	502	352	86	323	253	70	464
%V	21.9%	25.9%	30.1%	17.9%	22.2%	10.6%	23.6%
%H		70.1%	17.1%	64.3%	50.4%	13.9%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2297	1359	286	1801	1142	658	1963
%H		59.2%	12.5%	78.4%	49.7%	28.6%	85.5%
Receives HDTV (via STB or built-in reception)	483	281	108	365	266	99	446
%V	21.0%	20.7%	37.8%	20.3%	23.3%	15.0%	22.7%
%H		58.2%	22.4%	75.6%	55.1%	20.5%	92.3%
DVD/Blu-ray player or recorder	1005	617	134	809	546	262	881
%V	43.8%	45.4%	46.9%	44.9%	47.8%	39.8%	44.9%
%H		61.4%	13.3%	80.5%	54.3%	26.1%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5344	5175	2736	669	3594	1879	1715	4395
%H		96.8%	51.2%	12.5%	67.3%	35.2%	32.1%	82.2%
Total Children	953	940	569	122	587	352	234	856
%V	17.8%	18.2%	20.8%	18.2%	16.3%	18.7%	13.6%	19.5%
%H		98.6%	59.7%	12.8%	61.6%	36.9%	24.6%	89.8%
0 - 3	256	252	139	38	152	82	71	223
%V	4.8%	4.9%	5.1%	5.7%	4.2%	4.4%	4.1%	5.1%
%H		98.4%	54.3%	14.8%	59.4%	32.0%	27.7%	87.1%
4 - 15	697	688	429	84	435	271	164	633
%V	13.0%	13.3%	15.7%	12.6%	12.1%	14.4%	9.6%	14.4%
%H		98.7%	61.5%	12.1%	62.4%	38.9%	23.5%	90.8%
4 - 9	356	350	220	40	214	132	82	314
%V	6.7%	6.8%	8.0%	6.0%	6.0%	7.0%	4.8%	7.1%
%H		98.3%	61.8%	11.2%	60.1%	37.1%	23.0%	88.2%
10 - 15	342	339	209	45	221	139	81	319
%V	6.4%	6.6%	7.6%	6.7%	6.1%	7.4%	4.7%	7.3%
%H		99.1%	61.1%	13.2%	64.6%	40.6%	23.7%	93.3%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5344	5175	2736	669	3594	1879	1715	4395
%H		96.8%	51.2%	12.5%	67.3%	35.2%	32.1%	82.2%
Total Adults (16+)	4391	4235	2167	547	3007	1527	1480	3539
%V	82.2%	81.8%	79.2%	81.8%	83.7%	81.3%	86.3%	80.5%
%H		96.4%	49.4%	12.5%	68.5%	34.8%	33.7%	80.6%
16 - 19	257	250	141	37	175	106	69	245
%V	4.8%	4.8%	5.2%	5.5%	4.9%	5.6%	4.0%	5.6%
%H		97.3%	54.9%	14.4%	68.1%	41.2%	26.8%	95.3%
20 - 24	372	338	145	57	229	112	116	329
%V	7.0%	6.5%	5.3%	8.5%	6.4%	6.0%	6.8%	7.5%
%H		90.9%	39.0%	15.3%	61.6%	30.1%	31.2%	88.4%
25 - 34	667	632	356	94	409	239	170	581
%V	12.5%	12.2%	13.0%	14.1%	11.4%	12.7%	9.9%	13.2%
%H		94.8%	53.4%	14.1%	61.3%	35.8%	25.5%	87.1%
35 - 44	644	624	356	96	395	230	165	577
%V	12.1%	12.1%	13.0%	14.3%	11.0%	12.2%	9.6%	13.1%
%H		96.9%	55.3%	14.9%	61.3%	35.7%	25.6%	89.6%
45 - 54	753	735	401	103	522	291	231	675
%V	14.1%	14.2%	14.7%	15.4%	14.5%	15.5%	13.5%	15.4%
%H		97.6%	53.3%	13.7%	69.3%	38.6%	30.7%	89.6%
55 - 64	654	637	332	72	465	231	235	535
%V	12.2%	12.3%	12.1%	10.8%	12.9%	12.3%	13.7%	12.2%
%H		97.4%	50.8%	11.0%	71.1%	35.3%	35.9%	81.8%
65+	1044	1019	435	88	813	319	494	597
%V	19.5%	19.7%	15.9%	13.2%	22.6%	17.0%	28.8%	13.6%
%H		97.6%	41.7%	8.4%	77.9%	30.6%	47.3%	57.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4391	4235	2167	547	3007	1527	1480	3539
%H		96.4%	49.4%	12.5%	68.5%	34.8%	33.7%	80.6%
AB	1171	1141	573	159	829	426	403	1087
%V	26.7%	26.9%	26.4%	29.1%	27.6%	27.9%	27.2%	30.7%
%H		97.4%	48.9%	13.6%	70.8%	36.4%	34.4%	92.8%
C1	1166	1104	522	163	798	403	394	1009
%V	26.6%	26.1%	24.1%	29.8%	26.5%	26.4%	26.6%	28.5%
%H		94.7%	44.8%	14.0%	68.4%	34.6%	33.8%	86.5%
C2	1010	982	546	120	692	382	310	815
%V	23.0%	23.2%	25.2%	21.9%	23.0%	25.0%	20.9%	23.0%
%H		97.2%	54.1%	11.9%	68.5%	37.8%	30.7%	80.7%
D	690	669	364	74	448	219	229	465
%V	15.7%	15.8%	16.8%	13.5%	14.9%	14.3%	15.5%	13.1%
%H		97.0%	52.8%	10.7%	64.9%	31.7%	33.2%	67.4%
E	354	340	162	30	240	96	144	163
%V	8.1%	8.0%	7.5%	5.5%	8.0%	6.3%	9.7%	4.6%
%H		96.0%	45.8%	8.5%	67.8%	27.1%	40.7%	46.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4391	4235	2167	547	3007	1527	1480	3539
%H		96.4%	49.4%	12.5%	68.5%	34.8%	33.7%	80.6%
Working full time	1900	1841	1005	285	1260	721	540	1727
%V	43.3%	43.5%	46.4%	52.1%	41.9%	47.2%	36.5%	48.8%
%H		96.9%	52.9%	15.0%	66.3%	37.9%	28.4%	90.9%
Working part time	481	466	254	68	314	174	139	420
%V	11.0%	11.0%	11.7%	12.4%	10.4%	11.4%	9.4%	11.9%
%H		96.9%	52.8%	14.1%	65.3%	36.2%	28.9%	87.3%
Not working	2011	1929	907	194	1433	632	802	1392
%V	45.8%	45.5%	41.9%	35.5%	47.7%	41.4%	54.2%	39.3%
%H		95.9%	45.1%	9.6%	71.3%	31.4%	39.9%	69.2%
Housewife/Houseperson	2325	2236	1079	267	1597	726	871	1722
%V	52.9%	52.8%	49.8%	48.8%	53.1%	47.5%	58.9%	48.7%
%H		96.2%	46.4%	11.5%	68.7%	31.2%	37.5%	74.1%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2151	2054	1072	278	1436	758	679	1761
%H		95.5%	49.8%	12.9%	66.8%	35.2%	31.6%	81.9%
16 - 19	130	125	70	23	85	54	31	123
%V	6.0%	6.1%	6.5%	8.3%	5.9%	7.1%	4.6%	7.0%
%H		96.2%	53.8%	17.7%	65.4%	41.5%	23.8%	94.6%
20 - 24	193	173	77	26	113	57	57	173
%V	9.0%	8.4%	7.2%	9.4%	7.9%	7.5%	8.4%	9.8%
%H		89.6%	39.9%	13.5%	58.5%	29.5%	29.5%	89.6%
25 - 34	340	317	175	53	207	124	84	296
%V	15.8%	15.4%	16.3%	19.1%	14.4%	16.4%	12.4%	16.8%
%H		93.2%	51.5%	15.6%	60.9%	36.5%	24.7%	87.1%
35 - 44	322	310	173	49	193	109	84	283
%V	15.0%	15.1%	16.1%	17.6%	13.4%	14.4%	12.4%	16.1%
%H		96.3%	53.7%	15.2%	59.9%	33.9%	26.1%	87.9%
45 - 54	360	348	199	48	242	141	101	320
%V	16.7%	16.9%	18.6%	17.3%	16.9%	18.6%	14.9%	18.2%
%H		96.7%	55.3%	13.3%	67.2%	39.2%	28.1%	88.9%
55 - 64	326	314	158	38	229	111	118	265
%V	15.2%	15.3%	14.7%	13.7%	15.9%	14.6%	17.4%	15.0%
%H		96.3%	48.5%	11.7%	70.2%	34.0%	36.2%	81.3%
65+	480	467	220	40	367	162	205	300
%V	22.3%	22.7%	20.5%	14.4%	25.6%	21.4%	30.2%	17.0%
%H		97.3%	45.8%	8.3%	76.5%	33.8%	42.7%	62.5%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2151	2054	1072	278	1436	758	679	1761
%H		95.5%	49.8%	12.9%	66.8%	35.2%	31.6%	81.9%
AB	587	571	293	84	409	218	191	546
%V	27.3%	27.8%	27.3%	30.2%	28.5%	28.8%	28.1%	31.0%
%H		97.3%	49.9%	14.3%	69.7%	37.1%	32.5%	93.0%
C1	549	508	244	80	355	188	168	486
%V	25.5%	24.7%	22.8%	28.8%	24.7%	24.8%	24.7%	27.6%
%H		92.5%	44.4%	14.6%	64.7%	34.2%	30.6%	88.5%
C2	539	522	291	65	367	203	164	433
%V	25.1%	25.4%	27.1%	23.4%	25.6%	26.8%	24.2%	24.6%
%H		96.8%	54.0%	12.1%	68.1%	37.7%	30.4%	80.3%
D	329	314	176	35	206	106	101	228
%V	15.3%	15.3%	16.4%	12.6%	14.3%	14.0%	14.9%	12.9%
%H		95.4%	53.5%	10.6%	62.6%	32.2%	30.7%	69.3%
E	147	140	68	14	98	43	55	69
%V	6.8%	6.8%	6.3%	5.0%	6.8%	5.7%	8.1%	3.9%
%H		95.2%	46.3%	9.5%	66.7%	29.3%	37.4%	46.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2151	2054	1072	278	1436	758	679	1761
%H		95.5%	49.8%	12.9%	66.8%	35.2%	31.6%	81.9%
Working full time	1173	1135	623	183	771	449	322	1061
%V	54.5%	55.3%	58.1%	65.8%	53.7%	59.2%	47.4%	60.2%
%H		96.8%	53.1%	15.6%	65.7%	38.3%	27.5%	90.5%
Working part time	104	95	48	9	63	27	36	80
%V	4.8%	4.6%	4.5%	3.2%	4.4%	3.6%	5.3%	4.5%
%H		91.3%	46.2%	8.7%	60.6%	26.0%	34.6%	76.9%
Not working	874	825	400	87	602	281	321	620
%V	40.6%	40.2%	37.3%	31.3%	41.9%	37.1%	47.3%	35.2%
%H		94.4%	45.8%	10.0%	68.9%	32.2%	36.7%	70.9%
Housewife/Houseperson	501	460	197	56	319	123	195	319
%V	23.3%	22.4%	18.4%	20.1%	22.2%	16.2%	28.7%	18.1%
%H		91.8%	39.3%	11.2%	63.7%	24.6%	38.9%	63.7%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2240	2181	1095	269	1571	769	802	1779
%H		97.4%	48.9%	12.0%	70.1%	34.3%	35.8%	79.4%
16 - 19	127	126	71	14	90	52	38	122
%V	5.7%	5.8%	6.5%	5.2%	5.7%	6.8%	4.7%	6.9%
%H		99.2%	55.9%	11.0%	70.9%	40.9%	29.9%	96.1%
20 - 24	179	165	69	31	115	56	60	156
%V	8.0%	7.6%	6.3%	11.5%	7.3%	7.3%	7.5%	8.8%
%H		92.2%	38.5%	17.3%	64.2%	31.3%	33.5%	87.2%
25 - 34	327	315	182	41	202	115	87	285
%V	14.6%	14.4%	16.6%	15.2%	12.9%	15.0%	10.8%	16.0%
%H		96.3%	55.7%	12.5%	61.8%	35.2%	26.6%	87.2%
35 - 44	322	313	183	47	202	121	81	295
%V	14.4%	14.4%	16.7%	17.5%	12.9%	15.7%	10.1%	16.6%
%H		97.2%	56.8%	14.6%	62.7%	37.6%	25.2%	91.6%
45 - 54	393	386	202	54	279	149	130	356
%V	17.5%	17.7%	18.4%	20.1%	17.8%	19.4%	16.2%	20.0%
%H		98.2%	51.4%	13.7%	71.0%	37.9%	33.1%	90.6%
55 - 64	328	323	173	34	236	119	117	270
%V	14.6%	14.8%	15.8%	12.6%	15.0%	15.5%	14.6%	15.2%
%H		98.5%	52.7%	10.4%	72.0%	36.3%	35.7%	82.3%
65+	565	552	215	47	447	158	289	297
%V	25.2%	25.3%	19.6%	17.5%	28.5%	20.5%	36.0%	16.7%
%H		97.7%	38.1%	8.3%	79.1%	28.0%	51.2%	52.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2240	2181	1095	269	1571	769	802	1779
%H		97.4%	48.9%	12.0%	70.1%	34.3%	35.8%	79.4%
AB	584	570	280	75	420	208	212	542
%V	26.1%	26.1%	25.6%	27.9%	26.7%	27.0%	26.4%	30.5%
%H		97.6%	47.9%	12.8%	71.9%	35.6%	36.3%	92.8%
C1	617	596	278	84	442	216	226	523
%V	27.5%	27.3%	25.4%	31.2%	28.1%	28.1%	28.2%	29.4%
%H		96.6%	45.1%	13.6%	71.6%	35.0%	36.6%	84.8%
C2	471	459	255	55	325	179	146	382
%V	21.0%	21.0%	23.3%	20.4%	20.7%	23.3%	18.2%	21.5%
%H		97.5%	54.1%	11.7%	69.0%	38.0%	31.0%	81.1%
D	361	355	188	39	242	113	128	237
%V	16.1%	16.3%	17.2%	14.5%	15.4%	14.7%	16.0%	13.3%
%H		98.3%	52.1%	10.8%	67.0%	31.3%	35.5%	65.7%
E	208	200	94	15	142	53	89	94
%V	9.3%	9.2%	8.6%	5.6%	9.0%	6.9%	11.1%	5.3%
%H		96.2%	45.2%	7.2%	68.3%	25.5%	42.8%	45.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2240	2181	1095	269	1571	769	802	1779
%H		97.4%	48.9%	12.0%	70.1%	34.3%	35.8%	79.4%
Working full time	726	706	382	102	489	272	218	666
%V	32.4%	32.4%	34.9%	37.9%	31.1%	35.4%	27.2%	37.4%
%H		97.2%	52.6%	14.0%	67.4%	37.5%	30.0%	91.7%
Working part time	377	370	206	60	250	147	103	340
%V	16.8%	17.0%	18.8%	22.3%	15.9%	19.1%	12.8%	19.1%
%H		98.1%	54.6%	15.9%	66.3%	39.0%	27.3%	90.2%
Not working	1137	1104	507	107	832	351	481	773
%V	50.8%	50.6%	46.3%	39.8%	53.0%	45.6%	60.0%	43.5%
%H		97.1%	44.6%	9.4%	73.2%	30.9%	42.3%	68.0%
Housewife/Houseperson	1824	1776	882	211	1278	603	675	1403
%V	81.4%	81.4%	80.5%	78.4%	81.3%	78.4%	84.2%	78.9%
%H		97.4%	48.4%	11.6%	70.1%	33.1%	37.0%	76.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV West Macro

Contents	Page
Household	
Table 18.1: Social Grade	480
Table 18.2: Housewife Age	481
Table 18.3: Size of Household	482
Table 18.4: Presence of Children	483
Table 18.5: Number of TV sets in household	484
Table 18.6: Screen size	485
Table 18.7: Location of ANY set in household	486
Table 18.8: Platform Provider	487
Table 18.9: Recorders and other equipment	488
Table 18.10: Computers and Internet	489
Sets	
Table 18.11: Screen Size	490
Table 18.12: Location of set	491
Table 18.13: Recorders	492
Table 18.14: Other TV equipment	492
Table 18.15: Main Set Screen Size	493
Table 18.16: Main Set Recorders	494
Table 18.17: Main Set - Other TV equipment	494
Table 18.18: Other Sets (non-Main Set) Screen Size	495
Table 18.19: Other Set (non-Main Set) Recorders	496
Table 18.20: Other Set (non-Main Set) - Other TV equipment	496
Individuals	
Table 18.21: Age of Children	497
Table 18.22: Adults - Age	498
Table 18.23: Social Grade (Adults 16+)	499
Table 18.24: Working Status (Adults 16+)	500
Table 18.25: Males - Age	501
Table 18.26: Social Grade (Males 16+)	502
Table 18.27: Working Status (Males 16+)	503
Table 18.28: Females - Age	504
Table 18.29: Social Grade (Females 16+)	505
Table 18.30: Working Status (Females 16+)	506

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
AB	788	762	355	90	563	250	313	707
%V	25.3%	25.5%	25.1%	27.3%	26.0%	26.5%	25.5%	30.1%
%H (All HH)		96.7%	45.1%	11.4%	71.4%	31.7%	39.7%	89.7%
%H (TV HH)			46.6%	11.8%	73.9%	32.8%	41.1%	
C1	852	811	369	100	592	260	332	693
%V	27.3%	27.1%	26.1%	30.3%	27.3%	27.6%	27.1%	29.6%
%H (All HH)		95.2%	43.3%	11.7%	69.5%	30.5%	39.0%	81.3%
%H (TV HH)			45.5%	12.3%	73.0%	32.1%	40.9%	
C2	680	658	340	71	475	231	243	517
%V	21.8%	22.0%	24.1%	21.5%	21.9%	24.5%	19.8%	22.0%
%H (All HH)		96.8%	50.0%	10.4%	69.9%	34.0%	35.7%	76.0%
%H (TV HH)			51.7%	10.8%	72.2%	35.1%	36.9%	
D	472	454	219	44	316	127	189	293
%V	15.1%	15.2%	15.5%	13.3%	14.6%	13.5%	15.4%	12.5%
%H (All HH)		96.2%	46.4%	9.3%	66.9%	26.9%	40.0%	62.1%
%H (TV HH)			48.2%	9.7%	69.6%	28.0%	41.6%	
E	326	309	129	24	224	74	150	135
%V	10.5%	10.3%	9.1%	7.3%	10.3%	7.9%	12.2%	5.8%
%H (All HH)		94.8%	39.6%	7.4%	68.7%	22.7%	46.0%	41.4%
%H (TV HH)			41.7%	7.8%	72.5%	23.9%	48.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Under 25	144	127	47	23	75	28	47	111
%V	4.6%	4.2%	3.3%	7.0%	3.5%	3.0%	3.8%	4.7%
%H (All HH)		88.2%	32.6%	16.0%	52.1%	19.4%	32.6%	77.1%
%H (TV HH)			37.0%	18.1%	59.1%	22.0%	37.0%	
25 - 34	420	393	216	49	256	135	120	366
%V	13.5%	13.1%	15.3%	14.8%	11.8%	14.3%	9.8%	15.6%
%H (All HH)		93.6%	51.4%	11.7%	61.0%	32.1%	28.6%	87.1%
%H (TV HH)			55.0%	12.5%	65.1%	34.4%	30.5%	
35 - 44	488	467	253	68	306	165	141	433
%V	15.7%	15.6%	17.9%	20.6%	14.1%	17.5%	11.5%	18.5%
%H (All HH)		95.7%	51.8%	13.9%	62.7%	33.8%	28.9%	88.7%
%H (TV HH)			54.2%	14.6%	65.5%	35.3%	30.2%	
45 - 54	580	559	293	67	405	205	200	511
%V	18.6%	18.7%	20.8%	20.3%	18.7%	21.8%	16.3%	21.8%
%H (All HH)		96.4%	50.5%	11.6%	69.8%	35.3%	34.5%	88.1%
%H (TV HH)			52.4%	12.0%	72.5%	36.7%	35.8%	
55 - 64	536	521	258	53	384	175	209	433
%V	17.2%	17.4%	18.3%	16.1%	17.7%	18.6%	17.0%	18.5%
%H (All HH)		97.2%	48.1%	9.9%	71.6%	32.6%	39.0%	80.8%
%H (TV HH)			49.5%	10.2%	73.7%	33.6%	40.1%	
65 +	951	925	345	69	743	234	508	491
%V	30.5%	30.9%	24.4%	20.9%	34.3%	24.8%	41.4%	20.9%
%H (All HH)		97.3%	36.3%	7.3%	78.1%	24.6%	53.4%	51.6%
%H (TV HH)			37.3%	7.5%	80.3%	25.3%	54.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
1	973	908	308	74	688	171	517	488
%V	31.2%	30.3%	21.8%	22.4%	31.7%	18.2%	42.1%	20.8%
%H (All HH)		93.3%	31.7%	7.6%	70.7%	17.6%	53.1%	50.2%
%H (TV HH)			33.9%	8.1%	75.8%	18.8%	56.9%	
2	1100	1070	515	121	792	363	429	896
%V	35.3%	35.8%	36.5%	36.7%	36.5%	38.5%	35.0%	38.2%
%H (All HH)		97.3%	46.8%	11.0%	72.0%	33.0%	39.0%	81.5%
%H (TV HH)			48.1%	11.3%	74.0%	33.9%	40.1%	
3	473	461	267	56	320	187	133	426
%V	15.2%	15.4%	18.9%	17.0%	14.8%	19.9%	10.8%	18.2%
%H (All HH)		97.5%	56.4%	11.8%	67.7%	39.5%	28.1%	90.1%
%H (TV HH)			57.9%	12.1%	69.4%	40.6%	28.9%	
4	389	377	223	57	252	154	98	369
%V	12.5%	12.6%	15.8%	17.3%	11.6%	16.3%	8.0%	15.7%
%H (All HH)		96.9%	57.3%	14.7%	64.8%	39.6%	25.2%	94.9%
%H (TV HH)			59.2%	15.1%	66.8%	40.8%	26.0%	
5+	183	177	98	22	117	67	51	166
%V	5.9%	5.9%	6.9%	6.7%	5.4%	7.1%	4.2%	7.1%
%H (All HH)		96.7%	53.6%	12.0%	63.9%	36.6%	27.9%	90.7%
%H (TV HH)			55.4%	12.4%	66.1%	37.9%	28.8%	
Average HH size	2.29	2.30	2.52	2.51	2.25	2.58	1.99	2.53

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Without	2380	2270	989	235	1703	674	1029	1677
%V	76.3%	75.8%	70.0%	71.2%	78.5%	71.5%	83.9%	71.5%
%H (All HH)		95.4%	41.6%	9.9%	71.6%	28.3%	43.2%	70.5%
%H (TV HH)			43.6%	10.4%	75.0%	29.7%	45.3%	
With	738	723	423	94	466	268	198	668
%V	23.7%	24.2%	30.0%	28.5%	21.5%	28.5%	16.1%	28.5%
%H (All HH)		98.0%	57.3%	12.7%	63.1%	36.3%	26.8%	90.5%
%H (TV HH)			58.5%	13.0%	64.5%	37.1%	27.4%	
0 - 3	287	281	155	39	171	89	82	250
%V	9.2%	9.4%	11.0%	11.8%	7.9%	9.4%	6.7%	10.7%
%H (All HH)		97.9%	54.0%	13.6%	59.6%	31.0%	28.6%	87.1%
%H (TV HH)			55.2%	13.9%	60.9%	31.7%	29.2%	
4 - 9	367	358	218	43	228	137	91	330
%V	11.8%	12.0%	15.4%	13.0%	10.5%	14.5%	7.4%	14.1%
%H (All HH)		97.5%	59.4%	11.7%	62.1%	37.3%	24.8%	89.9%
%H (TV HH)			60.9%	12.0%	63.7%	38.3%	25.4%	
10 - 15	345	338	207	43	226	140	86	324
%V	11.1%	11.3%	14.7%	13.0%	10.4%	14.9%	7.0%	13.8%
%H (All HH)		98.0%	60.0%	12.5%	65.5%	40.6%	24.9%	93.9%
%H (TV HH)			61.2%	12.7%	66.9%	41.4%	25.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
1	1175	1175	430	117	759	158	600	755
%V	37.7%	39.3%	30.5%	35.5%	35.0%	16.8%	48.9%	32.2%
%H (All HH)		100.0%	36.6%	10.0%	64.6%	13.4%	51.1%	64.3%
%H (TV HH)			36.6%	10.0%	64.6%	13.4%	51.1%	
2	1051	1051	512	121	786	370	416	824
%V	33.7%	35.1%	36.3%	36.7%	36.2%	39.3%	33.9%	35.1%
%H (All HH)		100.0%	48.7%	11.5%	74.8%	35.2%	39.6%	78.4%
%H (TV HH)			48.7%	11.5%	74.8%	35.2%	39.6%	
3	467	467	276	51	378	233	145	401
%V	15.0%	15.6%	19.5%	15.5%	17.4%	24.7%	11.8%	17.1%
%H (All HH)		100.0%	59.1%	10.9%	80.9%	49.9%	31.0%	85.9%
%H (TV HH)			59.1%	10.9%	80.9%	49.9%	31.0%	
4	209	209	133	28	169	120	50	195
%V	6.7%	7.0%	9.4%	8.5%	7.8%	12.7%	4.1%	8.3%
%H (All HH)		100.0%	63.6%	13.4%	80.9%	57.4%	23.9%	93.3%
%H (TV HH)			63.6%	13.4%	80.9%	57.4%	23.9%	
5+	90	90	62	12	77	60	17	87
%V	2.9%	3.0%	4.4%	3.6%	3.6%	6.4%	1.4%	3.7%
%H (All HH)		100.0%	68.9%	13.3%	85.6%	66.7%	18.9%	96.7%
%H (TV HH)			68.9%	13.3%	85.6%	66.7%	18.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Under 20"	804	804	388	72	668	324	344	639
%V	25.8%	26.9%	27.5%	21.8%	30.8%	34.4%	28.0%	27.2%
%H (All HH)		100.0%	48.3%	9.0%	83.1%	40.3%	42.8%	79.5%
%H (TV HH)			48.3%	9.0%	83.1%	40.3%	42.8%	
20" - 29"	1259	1259	575	129	999	449	550	941
%V	40.4%	42.1%	40.7%	39.1%	46.1%	47.7%	44.8%	40.1%
%H (All HH)		100.0%	45.7%	10.2%	79.3%	35.7%	43.7%	74.7%
%H (TV HH)			45.7%	10.2%	79.3%	35.7%	43.7%	
30" - 39"	1603	1603	788	183	1190	560	630	1241
%V	51.4%	53.6%	55.8%	55.5%	54.9%	59.4%	51.3%	52.9%
%H (All HH)		100.0%	49.2%	11.4%	74.2%	34.9%	39.3%	77.4%
%H (TV HH)			49.2%	11.4%	74.2%	34.9%	39.3%	
40" and over	1146	1146	699	157	769	479	291	1000
%V	36.8%	38.3%	49.5%	47.6%	35.5%	50.8%	23.7%	42.6%
%H (All HH)		100.0%	61.0%	13.7%	67.1%	41.8%	25.4%	87.3%
%H (TV HH)			61.0%	13.7%	67.1%	41.8%	25.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Main living room	2945	2945	1401	327	2145	937	1208	2231
%V	94.5%	98.4%	99.2%	99.1%	98.9%	99.5%	98.5%	95.1%
%H (All HH)		100.0%	47.6%	11.1%	72.8%	31.8%	41.0%	75.8%
%H (TV HH)			47.6%	11.1%	72.8%	31.8%	41.0%	
Kitchen	402	402	215	35	341	189	152	339
%V	12.9%	13.4%	15.2%	10.6%	15.7%	20.1%	12.4%	14.5%
%H (All HH)		100.0%	53.5%	8.7%	84.8%	47.0%	37.8%	84.3%
%H (TV HH)			53.5%	8.7%	84.8%	47.0%	37.8%	
Adult's bedroom	1276	1276	697	157	1007	583	424	1059
%V	40.9%	42.6%	49.4%	47.6%	46.4%	61.9%	34.6%	45.2%
%H (All HH)		100.0%	54.6%	12.3%	78.9%	45.7%	33.2%	83.0%
%H (TV HH)			54.6%	12.3%	78.9%	45.7%	33.2%	
Child's bedroom	292	292	188	39	216	149	67	267
%V	9.4%	9.8%	13.3%	11.8%	10.0%	15.8%	5.5%	11.4%
%H (All HH)		100.0%	64.4%	13.4%	74.0%	51.0%	22.9%	91.4%
%H (TV HH)			64.4%	13.4%	74.0%	51.0%	22.9%	
Other bedroom	166	166	97	26	131	86	44	148
%V	5.3%	5.5%	6.9%	7.9%	6.0%	9.1%	3.6%	6.3%
%H (All HH)		100.0%	58.4%	15.7%	78.9%	51.8%	26.5%	89.2%
%H (TV HH)			58.4%	15.7%	78.9%	51.8%	26.5%	
Second living/dining room	304	304	169	30	248	143	106	249
%V	9.7%	10.2%	12.0%	9.1%	11.4%	15.2%	8.6%	10.6%
%H (All HH)		100.0%	55.6%	9.9%	81.6%	47.0%	34.9%	81.9%
%H (TV HH)			55.6%	9.9%	81.6%	47.0%	34.9%	
Study/office	49	49	29	4	41	25	16	48
%V	1.6%	1.6%	2.1%	1.2%	1.9%	2.7%	1.3%	2.0%
%H (All HH)		100.0%	59.2%	8.2%	83.7%	51.0%	32.7%	98.0%
%H (TV HH)			59.2%	8.2%	83.7%	51.0%	32.7%	
TV room	16	16	9	2	12	7	5	16
%V	0.5%	0.5%	0.6%	0.6%	0.6%	0.7%	0.4%	0.7%
%H (All HH)		100.0%	56.3%	12.5%	75.0%	43.8%	31.3%	100.0%
%H (TV HH)			56.3%	12.5%	75.0%	43.8%	31.3%	
Conservatory	56	56	34	6	49	33	16	50
%V	1.8%	1.9%	2.4%	1.8%	2.3%	3.5%	1.3%	2.1%
%H (All HH)		100.0%	60.7%	10.7%	87.5%	58.9%	28.6%	89.3%
%H (TV HH)			60.7%	10.7%	87.5%	58.9%	28.6%	
Attic or loft room	8	8	6	1	5	4	2	8
%V	0.3%	0.3%	0.4%	0.3%	0.2%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	25.0%	
No specific location	5	5	2	0	4	1	3	4
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	60.0%	
Other	17	17	11	1	14	9	5	15
%V	0.5%	0.6%	0.8%	0.3%	0.6%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	64.7%	5.9%	82.4%	52.9%	29.4%	88.2%
%H (TV HH)			64.7%	5.9%	82.4%	52.9%	29.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV West Macro

Household level data

Table 18.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Any DSAT provider	1412	1412	1412	12	780	780	0	1185
%V	45.3%	47.2%	100.0%	3.6%	36.0%	82.8%	0.0%	50.5%
%H (All HH)			100.0%	0.8%	55.2%	55.2%	0.0%	83.9%
%H (TV HH)			100.0%	0.8%	55.2%	55.2%	0.0%	
Sky with subcription	1136	1136	1136	6	633	633	0	979
%V	36.4%	38.0%	80.5%	1.8%	29.2%	67.2%	0.0%	41.7%
%H (All HH)			100.0%	0.5%	55.7%	55.7%	0.0%	86.2%
%H (TV HH)			100.0%	0.5%	55.7%	55.7%	0.0%	
Sky without subscription	108	108	108	2	53	53	0	76
%V	3.5%	3.6%	7.6%	0.6%	2.4%	5.6%	0.0%	3.2%
%H (All HH)			100.0%	1.9%	49.1%	49.1%	0.0%	70.4%
%H (TV HH)			100.0%	1.9%	49.1%	49.1%	0.0%	
Freesat	166	166	166	4	95	95	0	132
%V	5.3%	5.5%	11.8%	1.2%	4.4%	10.1%	0.0%	5.6%
%H (All HH)			100.0%	2.4%	57.2%	57.2%	0.0%	79.5%
%H (TV HH)			100.0%	2.4%	57.2%	57.2%	0.0%	
Other satellite provider	24	24	24	0	11	11	0	17
%V	0.8%	0.8%	1.7%	0.0%	0.5%	1.2%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	45.8%	45.8%	0.0%	70.8%
%H (TV HH)			100.0%	0.0%	45.8%	45.8%	0.0%	
DCAB	330	330	12	330	168	168	0	289
%V	10.6%	11.0%	0.8%	100.0%	7.7%	17.8%	0.0%	12.3%
%H (All HH)			3.6%	100.0%	50.9%	50.9%	0.0%	87.6%
%H (TV HH)			3.6%	100.0%	50.9%	50.9%	0.0%	
DTT	2169	2169	780	168	2169	942	1227	1599
%V	69.6%	72.5%	55.2%	50.9%	100.0%	100.0%	100.0%	68.2%
%H (All HH)		100.0%	36.0%	7.7%	100.0%	43.4%	56.6%	73.7%
%H (TV HH)			36.0%	7.7%	100.0%	43.4%	56.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV West Macro

Household level data

Table 18.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%H (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
PVR	1886	1886	1160	260	1276	804	473	1636
%V	60.5%	63.0%	82.2%	78.8%	58.8%	85.4%	38.5%	69.8%
%H (All HH)		100.0%	61.5%	13.8%	67.7%	42.6%	25.1%	86.7%
%H (TV HH)			61.5%	13.8%	67.7%	42.6%	25.1%	
DVDR	169	169	85	17	129	63	66	136
%V	5.4%	5.6%	6.0%	5.2%	5.9%	6.7%	5.4%	5.8%
%H (All HH)		100.0%	50.3%	10.1%	76.3%	37.3%	39.1%	80.5%
%H (TV HH)			50.3%	10.1%	76.3%	37.3%	39.1%	
VCR	87	87	37	11	71	32	39	56
%V	2.8%	2.9%	2.6%	3.3%	3.3%	3.4%	3.2%	2.4%
%H (All HH)		100.0%	42.5%	12.6%	81.6%	36.8%	44.8%	64.4%
%H (TV HH)			42.5%	12.6%	81.6%	36.8%	44.8%	
Any recorder	1975	1975	1184	265	1352	819	533	1688
%V	63.3%	66.0%	83.9%	80.3%	62.3%	86.9%	43.4%	72.0%
%H (All HH)		100.0%	59.9%	13.4%	68.5%	41.5%	27.0%	85.5%
%H (TV HH)			59.9%	13.4%	68.5%	41.5%	27.0%	
Receives HDTV (via STB or built-in reception)	1478	1478	850	258	1006	627	379	1290
%V	47.4%	49.4%	60.2%	78.2%	46.4%	66.6%	30.9%	55.0%
%H (All HH)		100.0%	57.5%	17.5%	68.1%	42.4%	25.6%	87.3%
%H (TV HH)			57.5%	17.5%	68.1%	42.4%	25.6%	
DVD/Blu-ray player or recorder	2456	2456	1199	282	1814	840	974	1955
%V	78.8%	82.1%	84.9%	85.5%	83.6%	89.2%	79.4%	83.4%
%H (All HH)		100.0%	48.8%	11.5%	73.9%	34.2%	39.7%	79.6%
%H (TV HH)			48.8%	11.5%	73.9%	34.2%	39.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3118	2993	1412	330	2169	942	1227	2345
%V (All HH)		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%
%H (TV HH)			47.2%	11.0%	72.5%	31.5%	41.0%	
Has broadband internet	2345	2262	1185	289	1599	826	773	2345
%V	75.2%	75.6%	83.9%	87.6%	73.7%	87.7%	63.0%	100.0%
%H (All HH)		96.5%	50.5%	12.3%	68.2%	35.2%	33.0%	100.0%
%H (TV HH)			52.4%	12.8%	70.7%	36.5%	34.2%	
Number of computers (PCs and laptops)								
0	661	627	195	39	488	99	388	26
%V	21.2%	20.9%	13.8%	11.8%	22.5%	10.5%	31.6%	1.1%
%H (All HH)		94.9%	29.5%	5.9%	73.8%	15.0%	58.7%	3.9%
%H (TV HH)			31.1%	6.2%	77.8%	15.8%	61.9%	
1	1014	974	466	92	691	286	405	906
%V	32.5%	32.5%	33.0%	27.9%	31.9%	30.4%	33.0%	38.6%
%H (All HH)		96.1%	46.0%	9.1%	68.1%	28.2%	39.9%	89.3%
%H (TV HH)			47.8%	9.4%	70.9%	29.4%	41.6%	
2	701	675	350	97	488	266	222	678
%V	22.5%	22.6%	24.8%	29.4%	22.5%	28.2%	18.1%	28.9%
%H (All HH)		96.3%	49.9%	13.8%	69.6%	37.9%	31.7%	96.7%
%H (TV HH)			51.9%	14.4%	72.3%	39.4%	32.9%	
3	357	348	194	48	240	134	105	354
%V	11.4%	11.6%	13.7%	14.5%	11.1%	14.2%	8.6%	15.1%
%H (All HH)		97.5%	54.3%	13.4%	67.2%	37.5%	29.4%	99.2%
%H (TV HH)			55.7%	13.8%	69.0%	38.5%	30.2%	
4	188	179	103	22	125	73	52	187
%V	6.0%	6.0%	7.3%	6.7%	5.8%	7.7%	4.2%	8.0%
%H (All HH)		95.2%	54.8%	11.7%	66.5%	38.8%	27.7%	99.5%
%H (TV HH)			57.5%	12.3%	69.8%	40.8%	29.1%	
5+	196	189	104	32	137	84	53	194
%V	6.3%	6.3%	7.4%	9.7%	6.3%	8.9%	4.3%	8.3%
%H (All HH)		96.4%	53.1%	16.3%	69.9%	42.9%	27.0%	99.0%
%H (TV HH)			55.0%	16.9%	72.5%	44.4%	28.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3144	690	4561	2404	2157	4855
%H		52.4%	11.5%	76.0%	40.0%	35.9%	80.9%
Under 20"	1009	497	94	842	424	418	817
%V	16.8%	15.8%	13.6%	18.5%	17.6%	19.4%	16.8%
%H		49.3%	9.3%	83.4%	42.0%	41.4%	81.0%
20" - 29"	1591	764	161	1289	628	661	1220
%V	26.5%	24.3%	23.3%	28.3%	26.1%	30.6%	25.1%
%H		48.0%	10.1%	81.0%	39.5%	41.5%	76.7%
30" - 39"	1909	968	234	1430	720	710	1516
%V	31.8%	30.8%	33.9%	31.4%	30.0%	32.9%	31.2%
%H		50.7%	12.3%	74.9%	37.7%	37.2%	79.4%
40" and over	1332	826	181	903	574	329	1175
%V	22.2%	26.3%	26.2%	19.8%	23.9%	15.3%	24.2%
%H		62.0%	13.6%	67.8%	43.1%	24.7%	88.2%
Don't know	58	32	3	46	23	23	42
%V	1.0%	1.0%	0.4%	1.0%	1.0%	1.1%	0.9%
%H		55.2%	5.2%	79.3%	39.7%	39.7%	72.4%
Not Asked	104	57	17	51	35	16	85
%V	1.7%	1.8%	2.5%	1.1%	1.5%	0.7%	1.8%
%H		54.8%	16.3%	49.0%	33.7%	15.4%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3144	690	4561	2404	2157	4855
%H		52.4%	11.5%	76.0%	40.0%	35.9%	80.9%
Main living room	2966	1411	329	2161	943	1218	2249
%V	49.4%	44.9%	47.7%	47.4%	39.2%	56.5%	46.3%
%H		47.6%	11.1%	72.9%	31.8%	41.1%	75.8%
Kitchen	403	215	35	341	189	152	339
%V	6.7%	6.8%	5.1%	7.5%	7.9%	7.0%	7.0%
%H		53.3%	8.7%	84.6%	46.9%	37.7%	84.1%
Adult's bedroom	1482	824	180	1178	697	481	1246
%V	24.7%	26.2%	26.1%	25.8%	29.0%	22.3%	25.7%
%H		55.6%	12.1%	79.5%	47.0%	32.5%	84.1%
Child's bedroom	391	254	57	294	210	84	363
%V	6.5%	8.1%	8.3%	6.4%	8.7%	3.9%	7.5%
%H		65.0%	14.6%	75.2%	53.7%	21.5%	92.8%
Other bedroom	192	114	28	153	103	51	173
%V	3.2%	3.6%	4.1%	3.4%	4.3%	2.4%	3.6%
%H		59.4%	14.6%	79.7%	53.6%	26.6%	90.1%
Second living/dining room	309	173	31	253	146	107	254
%V	5.1%	5.5%	4.5%	5.5%	6.1%	5.0%	5.2%
%H		56.0%	10.0%	81.9%	47.2%	34.6%	82.2%
Study/office	51	31	4	43	27	16	50
%V	0.8%	1.0%	0.6%	0.9%	1.1%	0.7%	1.0%
%H		60.8%	7.8%	84.3%	52.9%	31.4%	98.0%
TV room	17	10	2	13	8	6	17
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		58.8%	11.8%	76.5%	47.1%	35.3%	100.0%
Conservatory	56	34	6	50	33	16	51
%V	0.9%	1.1%	0.9%	1.1%	1.4%	0.7%	1.1%
%H		60.7%	10.7%	89.3%	58.9%	28.6%	91.1%
Attic or loft room	8	6	1	5	4	2	8
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	12.5%	62.5%	50.0%	25.0%	100.0%
No specific location	5	2	0	4	1	3	4
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
Other	17	11	1	14	9	5	15
%V	0.3%	0.3%	0.1%	0.3%	0.4%	0.2%	0.3%
%H		64.7%	5.9%	82.4%	52.9%	29.4%	88.2%
Not Asked	104	57	17	51	35	16	85
%V	1.7%	1.8%	2.5%	1.1%	1.5%	0.7%	1.8%
%H		54.8%	16.3%	49.0%	33.7%	15.4%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3144	690	4561	2404	2157	4855
%H		52.4%	11.5%	76.0%	40.0%	35.9%	80.9%
PVR	2435	1561	352	1615	1077	538	2157
%V	40.6%	49.7%	51.0%	35.4%	44.8%	24.9%	44.4%
%H		64.1%	14.5%	66.3%	44.2%	22.1%	88.6%
DVDR	185	92	20	141	70	72	150
%V	3.1%	2.9%	2.9%	3.1%	2.9%	3.3%	3.1%
%H		49.7%	10.8%	76.2%	37.8%	38.9%	81.1%
VCR	93	42	12	75	36	39	60
%V	1.5%	1.3%	1.7%	1.6%	1.5%	1.8%	1.2%
%H		45.2%	12.9%	80.6%	38.7%	41.9%	64.5%
Any recorder	2563	1608	364	1723	1117	606	2240
%V	42.7%	51.1%	52.8%	37.8%	46.5%	28.1%	46.1%
%H		62.7%	14.2%	67.2%	43.6%	23.6%	87.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3144	690	4561	2404	2157	4855
%H		52.4%	11.5%	76.0%	40.0%	35.9%	80.9%
Receives HDTV (via STB or built-in reception)	2045	1177	384	1427	928	500	1821
%V	34.1%	37.4%	55.7%	31.3%	38.6%	23.2%	37.5%
%H		57.6%	18.8%	69.8%	45.4%	24.4%	89.0%
DVD/Blu-ray player or recorder	3638	1913	437	2785	1488	1297	3016
%V	60.6%	60.8%	63.3%	61.1%	61.9%	60.1%	62.1%
%H		52.6%	12.0%	76.6%	40.9%	35.7%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2990	1411	330	2168	942	1226	2260
%H		47.2%	11.0%	72.5%	31.5%	41.0%	75.6%
Under 20"	76	15	4	65	8	57	45
%V	2.5%	1.1%	1.2%	3.0%	0.8%	4.6%	2.0%
%H		19.7%	5.3%	85.5%	10.5%	75.0%	59.2%
20" - 29"	549	165	41	434	100	335	330
%V	18.4%	11.7%	12.4%	20.0%	10.6%	27.3%	14.6%
%H		30.1%	7.5%	79.1%	18.2%	61.0%	60.1%
30" - 39"	1239	550	132	923	370	553	908
%V	41.4%	39.0%	40.0%	42.6%	39.3%	45.1%	40.2%
%H		44.4%	10.7%	74.5%	29.9%	44.6%	73.3%
40" and over	1101	675	151	737	460	277	961
%V	36.8%	47.8%	45.8%	34.0%	48.8%	22.6%	42.5%
%H		61.3%	13.7%	66.9%	41.8%	25.2%	87.3%
Don't know	13	7	1	9	4	5	9
%V	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%	0.4%
%H		53.8%	7.7%	69.2%	30.8%	38.5%	69.2%
Not Asked	12	0	1	0	0	1	7
%V	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	8.3%	0.0%	0.0%	0.0%	58.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2990	1411	330	2168	942	1226	2260
%H		47.2%	11.0%	72.5%	31.5%	41.0%	75.6%
PVR	1837	1136	256	1234	782	451	1597
%V	61.4%	80.5%	77.6%	56.9%	83.0%	36.8%	70.7%
%H		61.8%	13.9%	67.2%	42.6%	24.6%	86.9%
DVDR	148	72	14	112	50	61	117
%V	4.9%	5.1%	4.2%	5.2%	5.3%	5.0%	5.2%
%H		48.6%	9.5%	75.7%	33.8%	41.2%	79.1%
VCR	72	30	8	57	24	34	44
%V	2.4%	2.1%	2.4%	2.6%	2.5%	2.8%	1.9%
%H		41.7%	11.1%	79.2%	33.3%	47.2%	61.1%
Any recorder	1928	1162	260	1310	800	510	1650
%V	64.5%	82.4%	78.8%	60.4%	84.9%	41.6%	73.0%
%H		60.3%	13.5%	67.9%	41.5%	26.5%	85.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2990	1411	330	2168	942	1226	2260
%H		47.2%	11.0%	72.5%	31.5%	41.0%	75.6%
Receives HDTV (via STB or built-in reception)	1424	820	253	959	600	358	1247
%V	47.6%	58.1%	76.7%	44.2%	63.7%	29.2%	55.2%
%H		57.6%	17.8%	67.3%	42.1%	25.1%	87.6%
DVD/Blu-ray player or recorder	2324	1128	268	1709	783	926	1852
%V	77.7%	79.9%	81.2%	78.8%	83.1%	75.5%	81.9%
%H		48.5%	11.5%	73.5%	33.7%	39.8%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3013	1733	360	2394	1462	931	2596
%H		57.5%	11.9%	79.5%	48.5%	30.9%	86.2%
Under 20"	933	482	90	777	415	362	772
%V	31.0%	27.8%	25.0%	32.5%	28.4%	38.9%	29.7%
%H		51.7%	9.6%	83.3%	44.5%	38.8%	82.7%
20" - 29"	1043	599	120	855	528	326	890
%V	34.6%	34.6%	33.3%	35.7%	36.1%	35.0%	34.3%
%H		57.4%	11.5%	82.0%	50.6%	31.3%	85.3%
30" - 39"	669	418	101	507	351	157	607
%V	22.2%	24.1%	28.1%	21.2%	24.0%	16.9%	23.4%
%H		62.5%	15.1%	75.8%	52.5%	23.5%	90.7%
40" and over	231	151	30	166	114	52	215
%V	7.7%	8.7%	8.3%	6.9%	7.8%	5.6%	8.3%
%H		65.4%	13.0%	71.9%	49.4%	22.5%	93.1%
Don't know	45	25	2	37	20	18	34
%V	1.5%	1.4%	0.6%	1.5%	1.4%	1.9%	1.3%
%H		55.6%	4.4%	82.2%	44.4%	40.0%	75.6%
Not Asked	92	58	17	52	34	16	78
%V	3.1%	3.3%	4.7%	2.2%	2.3%	1.7%	3.0%
%H		63.0%	18.5%	56.5%	37.0%	17.4%	84.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3013	1733	360	2394	1462	931	2596
%H		57.5%	11.9%	79.5%	48.5%	30.9%	86.2%
PVR	598	425	96	382	295	87	560
%V	19.8%	24.5%	26.7%	16.0%	20.2%	9.3%	21.6%
%H		71.1%	16.1%	63.9%	49.3%	14.5%	93.6%
DVDR	37	20	7	30	19	10	33
%V	1.2%	1.2%	1.9%	1.3%	1.3%	1.1%	1.3%
%H		54.1%	18.9%	81.1%	51.4%	27.0%	89.2%
VCR	21	12	4	17	12	5	16
%V	0.7%	0.7%	1.1%	0.7%	0.8%	0.5%	0.6%
%H		57.1%	19.0%	81.0%	57.1%	23.8%	76.2%
Any recorder	635	446	104	413	317	96	590
%V	21.1%	25.7%	28.9%	17.3%	21.7%	10.3%	22.7%
%H		70.2%	16.4%	65.0%	49.9%	15.1%	92.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3013	1733	360	2394	1462	931	2596
%H		57.5%	11.9%	79.5%	48.5%	30.9%	86.2%
Receives HDTV (via STB or built-in reception)	621	357	131	469	328	141	575
%V	20.6%	20.6%	36.4%	19.6%	22.4%	15.1%	22.1%
%H		57.5%	21.1%	75.5%	52.8%	22.7%	92.6%
DVD/Blu-ray player or recorder	1314	786	168	1076	705	371	1164
%V	43.6%	45.4%	46.7%	44.9%	48.2%	39.8%	44.8%
%H		59.8%	12.8%	81.9%	53.7%	28.2%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7137	6893	3558	827	4870	2429	2441	5928
%H		96.6%	49.9%	11.6%	68.2%	34.0%	34.2%	83.1%
Total Children	1273	1246	733	158	800	461	339	1153
%V	17.8%	18.1%	20.6%	19.1%	16.4%	19.0%	13.9%	19.5%
%H		97.9%	57.6%	12.4%	62.8%	36.2%	26.6%	90.6%
0 - 3	338	331	183	47	204	107	97	295
%V	4.7%	4.8%	5.1%	5.7%	4.2%	4.4%	4.0%	5.0%
%H		97.9%	54.1%	13.9%	60.4%	31.7%	28.7%	87.3%
4 - 15	936	915	550	111	596	353	242	858
%V	13.1%	13.3%	15.5%	13.4%	12.2%	14.5%	9.9%	14.5%
%H		97.8%	58.8%	11.9%	63.7%	37.7%	25.9%	91.7%
4 - 9	480	468	279	54	300	175	125	432
%V	6.7%	6.8%	7.8%	6.5%	6.2%	7.2%	5.1%	7.3%
%H		97.5%	58.1%	11.3%	62.5%	36.5%	26.0%	90.0%
10 - 15	456	448	270	56	296	179	117	426
%V	6.4%	6.5%	7.6%	6.8%	6.1%	7.4%	4.8%	7.2%
%H		98.2%	59.2%	12.3%	64.9%	39.3%	25.7%	93.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7137	6893	3558	827	4870	2429	2441	5928
%H		96.6%	49.9%	11.6%	68.2%	34.0%	34.2%	83.1%
Total Adults (16+)	5864	5646	2826	670	4070	1968	2102	4776
%V	82.2%	81.9%	79.4%	81.0%	83.6%	81.0%	86.1%	80.6%
%H		96.3%	48.2%	11.4%	69.4%	33.6%	35.8%	81.4%
16 - 19	337	326	184	46	229	137	92	320
%V	4.7%	4.7%	5.2%	5.6%	4.7%	5.6%	3.8%	5.4%
%H		96.7%	54.6%	13.6%	68.0%	40.7%	27.3%	95.0%
20 - 24	481	438	189	72	297	143	154	427
%V	6.7%	6.4%	5.3%	8.7%	6.1%	5.9%	6.3%	7.2%
%H		91.1%	39.3%	15.0%	61.7%	29.7%	32.0%	88.8%
25 - 34	853	806	445	108	531	291	240	752
%V	12.0%	11.7%	12.5%	13.1%	10.9%	12.0%	9.8%	12.7%
%H		94.5%	52.2%	12.7%	62.3%	34.1%	28.1%	88.2%
35 - 44	866	834	462	122	542	300	242	780
%V	12.1%	12.1%	13.0%	14.8%	11.1%	12.4%	9.9%	13.2%
%H		96.3%	53.3%	14.1%	62.6%	34.6%	27.9%	90.1%
45 - 54	1009	979	532	126	703	379	324	910
%V	14.1%	14.2%	15.0%	15.2%	14.4%	15.6%	13.3%	15.4%
%H		97.0%	52.7%	12.5%	69.7%	37.6%	32.1%	90.2%
55 - 64	884	862	438	89	639	304	335	741
%V	12.4%	12.5%	12.3%	10.8%	13.1%	12.5%	13.7%	12.5%
%H		97.5%	49.5%	10.1%	72.3%	34.4%	37.9%	83.8%
65+	1433	1402	576	106	1131	414	717	846
%V	20.1%	20.3%	16.2%	12.8%	23.2%	17.0%	29.4%	14.3%
%H		97.8%	40.2%	7.4%	78.9%	28.9%	50.0%	59.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5864	5646	2826	670	4070	1968	2102	4776
%H		96.3%	48.2%	11.4%	69.4%	33.6%	35.8%	81.4%
AB	1571	1525	756	188	1123	546	577	1455
%V	26.8%	27.0%	26.8%	28.1%	27.6%	27.7%	27.5%	30.5%
%H		97.1%	48.1%	12.0%	71.5%	34.8%	36.7%	92.6%
C1	1631	1548	719	212	1127	539	589	1413
%V	27.8%	27.4%	25.4%	31.6%	27.7%	27.4%	28.0%	29.6%
%H		94.9%	44.1%	13.0%	69.1%	33.0%	36.1%	86.6%
C2	1360	1320	714	151	953	504	450	1106
%V	23.2%	23.4%	25.3%	22.5%	23.4%	25.6%	21.4%	23.2%
%H		97.1%	52.5%	11.1%	70.1%	37.1%	33.1%	81.3%
D	860	831	440	86	565	262	302	593
%V	14.7%	14.7%	15.6%	12.8%	13.9%	13.3%	14.4%	12.4%
%H		96.6%	51.2%	10.0%	65.7%	30.5%	35.1%	69.0%
E	441	422	196	34	302	117	185	208
%V	7.5%	7.5%	6.9%	5.1%	7.4%	5.9%	8.8%	4.4%
%H		95.7%	44.4%	7.7%	68.5%	26.5%	42.0%	47.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5864	5646	2826	670	4070	1968	2102	4776
%H		96.3%	48.2%	11.4%	69.4%	33.6%	35.8%	81.4%
Working full time	2508	2423	1302	343	1683	916	767	2289
%V	42.8%	42.9%	46.1%	51.2%	41.4%	46.5%	36.5%	47.9%
%H		96.6%	51.9%	13.7%	67.1%	36.5%	30.6%	91.3%
Working part time	673	645	343	85	449	235	213	594
%V	11.5%	11.4%	12.1%	12.7%	11.0%	11.9%	10.1%	12.4%
%H		95.8%	51.0%	12.6%	66.7%	34.9%	31.6%	88.3%
Not working	2683	2578	1181	242	1939	817	1121	1893
%V	45.8%	45.7%	41.8%	36.1%	47.6%	41.5%	53.3%	39.6%
%H		96.1%	44.0%	9.0%	72.3%	30.5%	41.8%	70.6%
Housewife/Houseperson	3118	2993	1412	330	2169	942	1227	2345
%V	53.2%	53.0%	50.0%	49.3%	53.3%	47.9%	58.4%	49.1%
%H		96.0%	45.3%	10.6%	69.6%	30.2%	39.4%	75.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2869	2739	1403	339	1942	976	966	2367
%H		95.5%	48.9%	11.8%	67.7%	34.0%	33.7%	82.5%
16 - 19	168	160	90	28	108	68	41	159
%V	5.9%	5.8%	6.4%	8.3%	5.6%	7.0%	4.2%	6.7%
%H		95.2%	53.6%	16.7%	64.3%	40.5%	24.4%	94.6%
20 - 24	248	223	96	34	148	70	78	224
%V	8.6%	8.1%	6.8%	10.0%	7.6%	7.2%	8.1%	9.5%
%H		89.9%	38.7%	13.7%	59.7%	28.2%	31.5%	90.3%
25 - 34	429	399	219	60	264	149	115	378
%V	15.0%	14.6%	15.6%	17.7%	13.6%	15.3%	11.9%	16.0%
%H		93.0%	51.0%	14.0%	61.5%	34.7%	26.8%	88.1%
35 - 44	436	418	227	60	269	143	126	384
%V	15.2%	15.3%	16.2%	17.7%	13.9%	14.7%	13.0%	16.2%
%H		95.9%	52.1%	13.8%	61.7%	32.8%	28.9%	88.1%
45 - 54	493	474	268	61	332	187	145	440
%V	17.2%	17.3%	19.1%	18.0%	17.1%	19.2%	15.0%	18.6%
%H		96.1%	54.4%	12.4%	67.3%	37.9%	29.4%	89.2%
55 - 64	434	419	210	45	310	148	162	362
%V	15.1%	15.3%	15.0%	13.3%	16.0%	15.2%	16.8%	15.3%
%H		96.5%	48.4%	10.4%	71.4%	34.1%	37.3%	83.4%
65+	662	645	293	50	510	211	299	421
%V	23.1%	23.5%	20.9%	14.7%	26.3%	21.6%	31.0%	17.8%
%H		97.4%	44.3%	7.6%	77.0%	31.9%	45.2%	63.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2869	2739	1403	339	1942	976	966	2367
%H		95.5%	48.9%	11.8%	67.7%	34.0%	33.7%	82.5%
AB	788	763	385	98	555	278	277	731
%V	27.5%	27.9%	27.4%	28.9%	28.6%	28.5%	28.7%	30.9%
%H		96.8%	48.9%	12.4%	70.4%	35.3%	35.2%	92.8%
C1	758	706	339	102	498	251	247	669
%V	26.4%	25.8%	24.2%	30.1%	25.6%	25.7%	25.6%	28.3%
%H		93.1%	44.7%	13.5%	65.7%	33.1%	32.6%	88.3%
C2	727	704	379	81	507	266	241	586
%V	25.3%	25.7%	27.0%	23.9%	26.1%	27.3%	24.9%	24.8%
%H		96.8%	52.1%	11.1%	69.7%	36.6%	33.1%	80.6%
D	415	394	216	42	263	129	134	294
%V	14.5%	14.4%	15.4%	12.4%	13.5%	13.2%	13.9%	12.4%
%H		94.9%	52.0%	10.1%	63.4%	31.1%	32.3%	70.8%
E	180	172	84	15	120	52	68	87
%V	6.3%	6.3%	6.0%	4.4%	6.2%	5.3%	7.0%	3.7%
%H		95.6%	46.7%	8.3%	66.7%	28.9%	37.8%	48.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2869	2739	1403	339	1942	976	966	2367
%H		95.5%	48.9%	11.8%	67.7%	34.0%	33.7%	82.5%
Working full time	1556	1502	816	219	1036	576	460	1413
%V	54.2%	54.8%	58.2%	64.6%	53.3%	59.0%	47.6%	59.7%
%H		96.5%	52.4%	14.1%	66.6%	37.0%	29.6%	90.8%
Working part time	150	137	68	12	96	41	55	122
%V	5.2%	5.0%	4.8%	3.5%	4.9%	4.2%	5.7%	5.2%
%H		91.3%	45.3%	8.0%	64.0%	27.3%	36.7%	81.3%
Not working	1162	1099	519	108	811	360	451	832
%V	40.5%	40.1%	37.0%	31.9%	41.8%	36.9%	46.7%	35.1%
%H		94.6%	44.7%	9.3%	69.8%	31.0%	38.8%	71.6%
Housewife/Houseperson	678	624	270	67	441	167	274	437
%V	23.6%	22.8%	19.2%	19.8%	22.7%	17.1%	28.4%	18.5%
%H		92.0%	39.8%	9.9%	65.0%	24.6%	40.4%	64.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2995	2908	1422	331	2128	992	1136	2409
%H		97.1%	47.5%	11.1%	71.1%	33.1%	37.9%	80.4%
16 - 19	170	166	95	18	121	70	51	161
%V	5.7%	5.7%	6.7%	5.4%	5.7%	7.1%	4.5%	6.7%
%H		97.6%	55.9%	10.6%	71.2%	41.2%	30.0%	94.7%
20 - 24	233	215	93	38	149	73	76	204
%V	7.8%	7.4%	6.5%	11.5%	7.0%	7.4%	6.7%	8.5%
%H		92.3%	39.9%	16.3%	63.9%	31.3%	32.6%	87.6%
25 - 34	424	406	226	48	267	142	125	374
%V	14.2%	14.0%	15.9%	14.5%	12.5%	14.3%	11.0%	15.5%
%H		95.8%	53.3%	11.3%	63.0%	33.5%	29.5%	88.2%
35 - 44	431	416	235	62	273	157	116	396
%V	14.4%	14.3%	16.5%	18.7%	12.8%	15.8%	10.2%	16.4%
%H		96.5%	54.5%	14.4%	63.3%	36.4%	26.9%	91.9%
45 - 54	516	505	263	65	370	192	178	469
%V	17.2%	17.4%	18.5%	19.6%	17.4%	19.4%	15.7%	19.5%
%H		97.9%	51.0%	12.6%	71.7%	37.2%	34.5%	90.9%
55 - 64	450	443	228	44	329	156	173	379
%V	15.0%	15.2%	16.0%	13.3%	15.5%	15.7%	15.2%	15.7%
%H		98.4%	50.7%	9.8%	73.1%	34.7%	38.4%	84.2%
65+	771	756	282	56	620	203	417	425
%V	25.7%	26.0%	19.8%	16.9%	29.1%	20.5%	36.7%	17.6%
%H		98.1%	36.6%	7.3%	80.4%	26.3%	54.1%	55.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2995	2908	1422	331	2128	992	1136	2409
%H		97.1%	47.5%	11.1%	71.1%	33.1%	37.9%	80.4%
AB	783	762	371	89	569	268	300	725
%V	26.1%	26.2%	26.1%	26.9%	26.7%	27.0%	26.4%	30.1%
%H		97.3%	47.4%	11.4%	72.7%	34.2%	38.3%	92.6%
C1	873	843	380	110	630	288	341	744
%V	29.1%	29.0%	26.7%	33.2%	29.6%	29.0%	30.0%	30.9%
%H		96.6%	43.5%	12.6%	72.2%	33.0%	39.1%	85.2%
C2	633	616	335	69	446	237	209	520
%V	21.1%	21.2%	23.6%	20.8%	21.0%	23.9%	18.4%	21.6%
%H		97.3%	52.9%	10.9%	70.5%	37.4%	33.0%	82.1%
D	445	437	224	43	302	133	168	299
%V	14.9%	15.0%	15.8%	13.0%	14.2%	13.4%	14.8%	12.4%
%H		98.2%	50.3%	9.7%	67.9%	29.9%	37.8%	67.2%
E	260	251	112	19	182	65	117	121
%V	8.7%	8.6%	7.9%	5.7%	8.6%	6.6%	10.3%	5.0%
%H		96.5%	43.1%	7.3%	70.0%	25.0%	45.0%	46.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2995	2908	1422	331	2128	992	1136	2409
%H		97.1%	47.5%	11.1%	71.1%	33.1%	37.9%	80.4%
Working full time	951	921	486	124	647	340	307	876
%V	31.8%	31.7%	34.2%	37.5%	30.4%	34.3%	27.0%	36.4%
%H		96.8%	51.1%	13.0%	68.0%	35.8%	32.3%	92.1%
Working part time	522	508	275	73	353	194	158	473
%V	17.4%	17.5%	19.3%	22.1%	16.6%	19.6%	13.9%	19.6%
%H		97.3%	52.7%	14.0%	67.6%	37.2%	30.3%	90.6%
Not working	1521	1479	662	134	1128	458	671	1060
%V	50.8%	50.9%	46.6%	40.5%	53.0%	46.2%	59.1%	44.0%
%H		97.2%	43.5%	8.8%	74.2%	30.1%	44.1%	69.7%
Housewife/Houseperson	2440	2368	1142	263	1728	775	953	1908
%V	81.5%	81.4%	80.3%	79.5%	81.2%	78.1%	83.9%	79.2%
%H		97.0%	46.8%	10.8%	70.8%	31.8%	39.1%	78.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

Contents	Page
Household	
Table 19.1: Social Grade	508
Table 19.2: Housewife Age	509
Table 19.3: Size of Household	510
Table 19.4: Presence of Children	511
Table 19.5: Number of TV sets in household	512
Table 19.6: Screen size	513
Table 19.7: Location of ANY set in household	514
Table 19.8: Platform Provider	515
Table 19.9: Recorders and other equipment	516
Table 19.10: Computers and Internet	517
Sets	
Table 19.11: Screen Size	518
Table 19.12: Location of set	519
Table 19.13: Recorders	520
Table 19.14: Other TV equipment	520
Table 19.15: Main Set Screen Size	521
Table 19.16: Main Set Recorders	522
Table 19.17: Main Set - Other TV equipment	522
Table 19.18: Other Sets (non-Main Set) Screen Size	523
Table 19.19: Other Set (non-Main Set) Recorders	524
Table 19.20: Other Set (non-Main Set) - Other TV equipment	524
Individuals	
Table 19.21: Age of Children	525
Table 19.22: Adults - Age	526
Table 19.23: Social Grade (Adults 16+)	527
Table 19.24: Working Status (Adults 16+)	528
Table 19.25: Males - Age	529
Table 19.26: Social Grade (Males 16+)	530
Table 19.27: Working Status (Males 16+)	531
Table 19.28: Females - Age	532
Table 19.29: Social Grade (Females 16+)	533
Table 19.30: Working Status (Females 16+)	534

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Household level data

Table 19.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
AB	1755	1707	770	250	1263	577	686	1579
%V	24.8%	25.1%	26.3%	24.0%	24.8%	25.4%	24.4%	30.0%
%H (All HH)		97.3%	43.9%	14.2%	72.0%	32.9%	39.1%	90.0%
%H (TV HH)			45.1%	14.6%	74.0%	33.8%	40.2%	
C1	1866	1789	743	310	1341	617	724	1537
%V	26.4%	26.3%	25.4%	29.7%	26.4%	27.1%	25.8%	29.2%
%H (All HH)		95.9%	39.8%	16.6%	71.9%	33.1%	38.8%	82.4%
%H (TV HH)			41.5%	17.3%	75.0%	34.5%	40.5%	
C2	1528	1491	692	238	1117	559	558	1176
%V	21.6%	21.9%	23.7%	22.8%	22.0%	24.6%	19.9%	22.3%
%H (All HH)		97.6%	45.3%	15.6%	73.1%	36.6%	36.5%	77.0%
%H (TV HH)			46.4%	16.0%	74.9%	37.5%	37.4%	
D	1105	1059	467	160	771	339	433	683
%V	15.6%	15.6%	16.0%	15.3%	15.2%	14.9%	15.4%	13.0%
%H (All HH)		95.8%	42.3%	14.5%	69.8%	30.7%	39.2%	61.8%
%H (TV HH)			44.1%	15.1%	72.8%	32.0%	40.9%	
E	815	756	254	85	590	183	407	298
%V	11.5%	11.1%	8.7%	8.1%	11.6%	8.0%	14.5%	5.7%
%H (All HH)		92.8%	31.2%	10.4%	72.4%	22.5%	49.9%	36.6%
%H (TV HH)			33.6%	11.2%	78.0%	24.2%	53.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%V		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (All HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
%H (TV HH)								
Under 25	325	284	100	48	191	70	121	244
%V	4.6%	4.2%	3.4%	4.6%	3.8%	3.1%	4.3%	4.6%
%H (All HH)		87.4%	30.8%	14.8%	58.8%	21.5%	37.2%	75.1%
%H (TV HH)			35.2%	16.9%	67.3%	24.6%	42.6%	
25 - 34	1015	958	483	173	632	341	291	879
%V	14.4%	14.1%	16.5%	16.6%	12.4%	15.0%	10.4%	16.7%
%H (All HH)		94.4%	47.6%	17.0%	62.3%	33.6%	28.7%	86.6%
%H (TV HH)			50.4%	18.1%	66.0%	35.6%	30.4%	
35 - 44	1169	1128	567	231	762	437	325	1047
%V	16.5%	16.6%	19.4%	22.1%	15.0%	19.2%	11.6%	19.9%
%H (All HH)		96.5%	48.5%	19.8%	65.2%	37.4%	27.8%	89.6%
%H (TV HH)			50.3%	20.5%	67.6%	38.7%	28.8%	
45 - 54	1353	1310	630	225	984	525	458	1178
%V	19.1%	19.3%	21.5%	21.6%	19.4%	23.1%	16.3%	22.3%
%H (All HH)		96.8%	46.6%	16.6%	72.7%	38.8%	33.9%	87.1%
%H (TV HH)			48.1%	17.2%	75.1%	40.1%	35.0%	
55 - 64	1191	1157	518	171	885	415	470	957
%V	16.8%	17.0%	17.7%	16.4%	17.4%	18.2%	16.7%	18.2%
%H (All HH)		97.1%	43.5%	14.4%	74.3%	34.8%	39.5%	80.4%
%H (TV HH)			44.8%	14.8%	76.5%	35.9%	40.6%	
65 +	2016	1965	629	195	1630	487	1143	965
%V	28.5%	28.9%	21.5%	18.7%	32.1%	21.4%	40.7%	18.3%
%H (All HH)		97.5%	31.2%	9.7%	80.9%	24.2%	56.7%	47.9%
%H (TV HH)			32.0%	9.9%	83.0%	24.8%	58.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
1	2151	2008	598	214	1573	399	1175	1043
%V	30.4%	29.5%	20.4%	20.5%	30.9%	17.5%	41.8%	19.8%
%H (All HH)		93.4%	27.8%	9.9%	73.1%	18.5%	54.6%	48.5%
%H (TV HH)			29.8%	10.7%	78.3%	19.9%	58.5%	
2	2434	2374	1030	359	1808	829	979	1954
%V	34.4%	34.9%	35.2%	34.4%	35.6%	36.4%	34.9%	37.1%
%H (All HH)		97.5%	42.3%	14.7%	74.3%	34.1%	40.2%	80.3%
%H (TV HH)			43.4%	15.1%	76.2%	34.9%	41.2%	
3	1115	1091	572	200	787	468	319	997
%V	15.8%	16.0%	19.5%	19.2%	15.5%	20.6%	11.4%	18.9%
%H (All HH)		97.8%	51.3%	17.9%	70.6%	42.0%	28.6%	89.4%
%H (TV HH)			52.4%	18.3%	72.1%	42.9%	29.2%	
4	910	886	487	179	619	393	226	855
%V	12.9%	13.0%	16.6%	17.2%	12.2%	17.3%	8.0%	16.2%
%H (All HH)		97.4%	53.5%	19.7%	68.0%	43.2%	24.8%	94.0%
%H (TV HH)			55.0%	20.2%	69.9%	44.4%	25.5%	
5+	460	444	238	91	296	186	110	422
%V	6.5%	6.5%	8.1%	8.7%	5.8%	8.2%	3.9%	8.0%
%H (All HH)		96.5%	51.7%	19.8%	64.3%	40.4%	23.9%	91.7%
%H (TV HH)			53.6%	20.5%	66.7%	41.9%	24.8%	
Average HH size	2.34	2.35	2.61	2.63	2.29	2.66	1.99	2.59

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
Without	5297	5065	2001	706	3909	1575	2334	3679
%V	74.9%	74.5%	68.4%	67.7%	76.9%	69.2%	83.1%	69.8%
%H (All HH)		95.6%	37.8%	13.3%	73.8%	29.7%	44.1%	69.5%
%H (TV HH)			39.5%	13.9%	77.2%	31.1%	46.1%	
With	1772	1737	924	337	1174	699	474	1593
%V	25.1%	25.5%	31.6%	32.3%	23.1%	30.7%	16.9%	30.2%
%H (All HH)		98.0%	52.1%	19.0%	66.3%	39.4%	26.7%	89.9%
%H (TV HH)			53.2%	19.4%	67.6%	40.2%	27.3%	
0 - 3	699	682	361	124	445	253	192	598
%V	9.9%	10.0%	12.3%	11.9%	8.8%	11.1%	6.8%	11.3%
%H (All HH)		97.6%	51.6%	17.7%	63.7%	36.2%	27.5%	85.6%
%H (TV HH)			52.9%	18.2%	65.2%	37.1%	28.2%	
4 - 9	885	867	471	166	580	355	225	795
%V	12.5%	12.7%	16.1%	15.9%	11.4%	15.6%	8.0%	15.1%
%H (All HH)		98.0%	53.2%	18.8%	65.5%	40.1%	25.4%	89.8%
%H (TV HH)			54.3%	19.1%	66.9%	40.9%	26.0%	
10 - 15	825	809	437	167	557	349	209	774
%V	11.7%	11.9%	14.9%	16.0%	11.0%	15.3%	7.4%	14.7%
%H (All HH)		98.1%	53.0%	20.2%	67.5%	42.3%	25.3%	93.8%
%H (TV HH)			54.0%	20.6%	68.9%	43.1%	25.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
1	2756	2756	935	361	1861	454	1407	1737
%V	39.0%	40.5%	32.0%	34.6%	36.6%	20.0%	50.1%	33.0%
%H (All HH)		100.0%	33.9%	13.1%	67.5%	16.5%	51.1%	63.0%
%H (TV HH)			33.9%	13.1%	67.5%	16.5%	51.1%	
2	2339	2339	1053	372	1797	875	921	1823
%V	33.1%	34.4%	36.0%	35.7%	35.4%	38.5%	32.8%	34.6%
%H (All HH)		100.0%	45.0%	15.9%	76.8%	37.4%	39.4%	77.9%
%H (TV HH)			45.0%	15.9%	76.8%	37.4%	39.4%	
3	1076	1076	564	181	892	549	343	955
%V	15.2%	15.8%	19.3%	17.4%	17.5%	24.1%	12.2%	18.1%
%H (All HH)		100.0%	52.4%	16.8%	82.9%	51.0%	31.9%	88.8%
%H (TV HH)			52.4%	16.8%	82.9%	51.0%	31.9%	
4	427	427	242	92	358	261	97	396
%V	6.0%	6.3%	8.3%	8.8%	7.0%	11.5%	3.5%	7.5%
%H (All HH)		100.0%	56.7%	21.5%	83.8%	61.1%	22.7%	92.7%
%H (TV HH)			56.7%	21.5%	83.8%	61.1%	22.7%	
5+	205	205	132	37	175	136	39	197
%V	2.9%	3.0%	4.5%	3.5%	3.4%	6.0%	1.4%	3.7%
%H (All HH)		100.0%	64.4%	18.0%	85.4%	66.3%	19.0%	96.1%
%H (TV HH)			64.4%	18.0%	85.4%	66.3%	19.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Household level data

Table 19.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
Under 20"	1745	1745	765	250	1470	734	736	1390
%V	24.7%	25.7%	26.1%	24.0%	28.9%	32.3%	26.2%	26.4%
%H (All HH)		100.0%	43.8%	14.3%	84.2%	42.1%	42.2%	79.7%
%H (TV HH)			43.8%	14.3%	84.2%	42.1%	42.2%	
20" - 29"	2727	2727	1130	393	2203	1000	1203	2034
%V	38.6%	40.1%	38.6%	37.7%	43.3%	44.0%	42.8%	38.6%
%H (All HH)		100.0%	41.4%	14.4%	80.8%	36.7%	44.1%	74.6%
%H (TV HH)			41.4%	14.4%	80.8%	36.7%	44.1%	
30" - 39"	3631	3631	1607	589	2774	1331	1443	2795
%V	51.4%	53.4%	54.9%	56.5%	54.6%	58.5%	51.4%	53.0%
%H (All HH)		100.0%	44.3%	16.2%	76.4%	36.7%	39.7%	77.0%
%H (TV HH)			44.3%	16.2%	76.4%	36.7%	39.7%	
40" and over	2676	2676	1496	500	1885	1192	693	2338
%V	37.9%	39.3%	51.1%	47.9%	37.1%	52.4%	24.7%	44.4%
%H (All HH)		100.0%	55.9%	18.7%	70.4%	44.5%	25.9%	87.4%
%H (TV HH)			55.9%	18.7%	70.4%	44.5%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%V (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
Main living room	6701	6701	2902	1035	5022	2259	2763	5038
%V	94.8%	98.5%	99.2%	99.2%	98.8%	99.3%	98.4%	95.6%
%H (All HH)		100.0%	43.3%	15.4%	74.9%	33.7%	41.2%	75.2%
%H (TV HH)			43.3%	15.4%	74.9%	33.7%	41.2%	
Kitchen	869	869	431	116	744	418	326	729
%V	12.3%	12.8%	14.7%	11.1%	14.6%	18.4%	11.6%	13.8%
%H (All HH)		100.0%	49.6%	13.3%	85.6%	48.1%	37.5%	83.9%
%H (TV HH)			49.6%	13.3%	85.6%	48.1%	37.5%	
Adult's bedroom	2870	2870	1428	503	2325	1368	957	2405
%V	40.6%	42.2%	48.8%	48.2%	45.7%	60.1%	34.1%	45.6%
%H (All HH)		100.0%	49.8%	17.5%	81.0%	47.7%	33.3%	83.8%
%H (TV HH)			49.8%	17.5%	81.0%	47.7%	33.3%	
Child's bedroom	638	638	357	140	496	348	148	590
%V	9.0%	9.4%	12.2%	13.4%	9.8%	15.3%	5.3%	11.2%
%H (All HH)		100.0%	56.0%	21.9%	77.7%	54.5%	23.2%	92.5%
%H (TV HH)			56.0%	21.9%	77.7%	54.5%	23.2%	
Other bedroom	331	331	176	66	267	174	93	298
%V	4.7%	4.9%	6.0%	6.3%	5.3%	7.6%	3.3%	5.7%
%H (All HH)		100.0%	53.2%	19.9%	80.7%	52.6%	28.1%	90.0%
%H (TV HH)			53.2%	19.9%	80.7%	52.6%	28.1%	
Second living/dining room	705	705	357	118	577	341	236	591
%V	10.0%	10.4%	12.2%	11.3%	11.4%	15.0%	8.4%	11.2%
%H (All HH)		100.0%	50.6%	16.7%	81.8%	48.4%	33.5%	83.8%
%H (TV HH)			50.6%	16.7%	81.8%	48.4%	33.5%	
Study/office	105	105	54	13	84	46	37	101
%V	1.5%	1.5%	1.8%	1.2%	1.7%	2.0%	1.3%	1.9%
%H (All HH)		100.0%	51.4%	12.4%	80.0%	43.8%	35.2%	96.2%
%H (TV HH)			51.4%	12.4%	80.0%	43.8%	35.2%	
TV room	40	40	22	6	32	19	13	38
%V	0.6%	0.6%	0.8%	0.6%	0.6%	0.8%	0.5%	0.7%
%H (All HH)		100.0%	55.0%	15.0%	80.0%	47.5%	32.5%	95.0%
%H (TV HH)			55.0%	15.0%	80.0%	47.5%	32.5%	
Conservatory	142	142	80	22	122	81	42	128
%V	2.0%	2.1%	2.7%	2.1%	2.4%	3.6%	1.5%	2.4%
%H (All HH)		100.0%	56.3%	15.5%	85.9%	57.0%	29.6%	90.1%
%H (TV HH)			56.3%	15.5%	85.9%	57.0%	29.6%	
Attic or loft room	13	13	7	2	10	7	3	12
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	53.8%	15.4%	76.9%	53.8%	23.1%	92.3%
%H (TV HH)			53.8%	15.4%	76.9%	53.8%	23.1%	
No specific location	8	8	4	0	7	3	4	8
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	87.5%	37.5%	50.0%	
Other	43	43	21	10	36	23	13	40
%V	0.6%	0.6%	0.7%	1.0%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	48.8%	23.3%	83.7%	53.5%	30.2%	93.0%
%H (TV HH)			48.8%	23.3%	83.7%	53.5%	30.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Household level data

Table 19.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
Any DSAT provider	2926	2926	2926	44	1700	1700	0	2485
%V	41.4%	43.0%	100.0%	4.2%	33.4%	74.7%	0.0%	47.1%
%H (All HH)			100.0%	1.5%	58.1%	58.1%	0.0%	84.9%
%H (TV HH)			100.0%	1.5%	58.1%	58.1%	0.0%	
Sky with subcription	2361	2361	2361	21	1395	1395	0	2060
%V	33.4%	34.7%	80.7%	2.0%	27.4%	61.3%	0.0%	39.1%
%H (All HH)			100.0%	0.9%	59.1%	59.1%	0.0%	87.3%
%H (TV HH)			100.0%	0.9%	59.1%	59.1%	0.0%	
Sky without subcription	211	211	211	9	100	100	0	145
%V	3.0%	3.1%	7.2%	0.9%	2.0%	4.4%	0.0%	2.8%
%H (All HH)			100.0%	4.3%	47.4%	47.4%	0.0%	68.7%
%H (TV HH)			100.0%	4.3%	47.4%	47.4%	0.0%	
Freesat	340	340	340	13	205	205	0	273
%V	4.8%	5.0%	11.6%	1.2%	4.0%	9.0%	0.0%	5.2%
%H (All HH)			100.0%	3.8%	60.3%	60.3%	0.0%	80.3%
%H (TV HH)			100.0%	3.8%	60.3%	60.3%	0.0%	
Other satellite provider	67	67	67	2	33	33	0	55
%V	0.9%	1.0%	2.3%	0.2%	0.6%	1.5%	0.0%	1.0%
%H (All HH)			100.0%	3.0%	49.3%	49.3%	0.0%	82.1%
%H (TV HH)			100.0%	3.0%	49.3%	49.3%	0.0%	
DCAB	1043	1043	44	1043	602	602	0	908
%V	14.8%	15.3%	1.5%	100.0%	11.8%	26.5%	0.0%	17.2%
%H (All HH)			4.2%	100.0%	57.7%	57.7%	0.0%	87.1%
%H (TV HH)			4.2%	100.0%	57.7%	57.7%	0.0%	
DTT	5083	5083	1700	602	5083	2275	2808	3685
%V	71.9%	74.7%	58.1%	57.7%	100.0%	100.0%	100.0%	69.9%
%H (All HH)		100.0%	33.4%	11.8%	100.0%	44.8%	55.2%	72.5%
%H (TV HH)			33.4%	11.8%	100.0%	44.8%	55.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Household level data

Table 19.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
PVR	4148	4148	2408	785	2894	1907	987	3602
%V	58.7%	61.0%	82.3%	75.3%	56.9%	83.8%	35.1%	68.3%
%H (All HH)		100.0%	58.1%	18.9%	69.8%	46.0%	23.8%	86.8%
%H (TV HH)			58.1%	18.9%	69.8%	46.0%	23.8%	
DVDR	345	345	153	53	260	121	139	283
%V	4.9%	5.1%	5.2%	5.1%	5.1%	5.3%	5.0%	5.4%
%H (All HH)		100.0%	44.3%	15.4%	75.4%	35.1%	40.3%	82.0%
%H (TV HH)			44.3%	15.4%	75.4%	35.1%	40.3%	
VCR	197	197	74	31	164	69	95	116
%V	2.8%	2.9%	2.5%	3.0%	3.2%	3.0%	3.4%	2.2%
%H (All HH)		100.0%	37.6%	15.7%	83.2%	35.0%	48.2%	58.9%
%H (TV HH)			37.6%	15.7%	83.2%	35.0%	48.2%	
Any recorder	4358	4358	2455	804	3070	1942	1128	3718
%V	61.6%	64.1%	83.9%	77.1%	60.4%	85.4%	40.2%	70.5%
%H (All HH)		100.0%	56.3%	18.4%	70.4%	44.6%	25.9%	85.3%
%H (TV HH)			56.3%	18.4%	70.4%	44.6%	25.9%	
Receives HDTV (via STB or built-in reception)	3556	3556	1850	783	2537	1582	956	3083
%V	50.3%	52.3%	63.2%	75.1%	49.9%	69.5%	34.0%	58.5%
%H (All HH)		100.0%	52.0%	22.0%	71.3%	44.5%	26.9%	86.7%
%H (TV HH)			52.0%	22.0%	71.3%	44.5%	26.9%	
DVD/Blu-ray player or recorder	5425	5425	2447	871	4103	1973	2129	4318
%V	76.7%	79.8%	83.6%	83.5%	80.7%	86.7%	75.8%	81.9%
%H (All HH)		100.0%	45.1%	16.1%	75.6%	36.4%	39.2%	79.6%
%H (TV HH)			45.1%	16.1%	75.6%	36.4%	39.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7069	6802	2926	1043	5083	2275	2808	5271
%H (All HH)		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%
%H (TV HH)			43.0%	15.3%	74.7%	33.4%	41.3%	
Has broadband internet	5271	5108	2485	908	3685	1984	1701	5271
%V	74.6%	75.1%	84.9%	87.1%	72.5%	87.2%	60.6%	100.0%
%H (All HH)		96.9%	47.1%	17.2%	69.9%	37.6%	32.3%	100.0%
%H (TV HH)			48.6%	17.8%	72.1%	38.8%	33.3%	
Number of computers (PCs and laptops)								
0	1550	1465	378	126	1205	249	956	72
%V	21.9%	21.5%	12.9%	12.1%	23.7%	10.9%	34.0%	1.4%
%H (All HH)		94.5%	24.4%	8.1%	77.7%	16.1%	61.7%	4.6%
%H (TV HH)			25.8%	8.6%	82.3%	17.0%	65.3%	
1	2326	2234	970	319	1652	724	928	2076
%V	32.9%	32.8%	33.2%	30.6%	32.5%	31.8%	33.0%	39.4%
%H (All HH)		96.0%	41.7%	13.7%	71.0%	31.1%	39.9%	89.3%
%H (TV HH)			43.4%	14.3%	73.9%	32.4%	41.5%	
2	1543	1501	733	283	1090	610	481	1489
%V	21.8%	22.1%	25.1%	27.1%	21.4%	26.8%	17.1%	28.2%
%H (All HH)		97.3%	47.5%	18.3%	70.6%	39.5%	31.2%	96.5%
%H (TV HH)			48.8%	18.9%	72.6%	40.6%	32.0%	
3	812	790	409	150	558	326	232	804
%V	11.5%	11.6%	14.0%	14.4%	11.0%	14.3%	8.3%	15.3%
%H (All HH)		97.3%	50.4%	18.5%	68.7%	40.1%	28.6%	99.0%
%H (TV HH)			51.8%	19.0%	70.6%	41.3%	29.4%	
4	404	391	207	72	275	166	108	402
%V	5.7%	5.7%	7.1%	6.9%	5.4%	7.3%	3.8%	7.6%
%H (All HH)		96.8%	51.2%	17.8%	68.1%	41.1%	26.7%	99.5%
%H (TV HH)			52.9%	18.4%	70.3%	42.5%	27.6%	
5+	434	421	228	93	303	200	103	428
%V	6.1%	6.2%	7.8%	8.9%	6.0%	8.8%	3.7%	8.1%
%H (All HH)		97.0%	52.5%	21.4%	69.8%	46.1%	23.7%	98.6%
%H (TV HH)			54.2%	22.1%	72.0%	47.5%	24.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13470	6410	2213	10509	5626	4883	10893
%H		47.6%	16.4%	78.0%	41.8%	36.3%	80.9%
Under 20"	2196	981	324	1867	965	902	1785
%V	16.3%	15.3%	14.6%	17.8%	17.2%	18.5%	16.4%
%H		44.7%	14.8%	85.0%	43.9%	41.1%	81.3%
20" - 29"	3439	1483	509	2823	1374	1449	2634
%V	25.5%	23.1%	23.0%	26.9%	24.4%	29.7%	24.2%
%H		43.1%	14.8%	82.1%	40.0%	42.1%	76.6%
30" - 39"	4309	1981	725	3316	1696	1620	3407
%V	32.0%	30.9%	32.8%	31.6%	30.1%	33.2%	31.3%
%H		46.0%	16.8%	77.0%	39.4%	37.6%	79.1%
40" and over	3116	1774	589	2209	1434	774	2753
%V	23.1%	27.7%	26.6%	21.0%	25.5%	15.9%	25.3%
%H		56.9%	18.9%	70.9%	46.0%	24.8%	88.4%
Don't know	209	89	29	176	85	91	138
%V	1.6%	1.4%	1.3%	1.7%	1.5%	1.9%	1.3%
%H		42.6%	13.9%	84.2%	40.7%	43.5%	66.0%
Not Asked	201	102	37	118	72	47	176
%V	1.5%	1.6%	1.7%	1.1%	1.3%	1.0%	1.6%
%H		50.7%	18.4%	58.7%	35.8%	23.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13470	6410	2213	10509	5626	4883	10893
%H		47.6%	16.4%	78.0%	41.8%	36.3%	80.9%
Main living room	6739	2919	1040	5049	2271	2778	5070
%V	50.0%	45.5%	47.0%	48.0%	40.4%	56.9%	46.5%
%H		43.3%	15.4%	74.9%	33.7%	41.2%	75.2%
Kitchen	873	435	117	748	421	327	733
%V	6.5%	6.8%	5.3%	7.1%	7.5%	6.7%	6.7%
%H		49.8%	13.4%	85.7%	48.2%	37.5%	84.0%
Adult's bedroom	3362	1718	585	2741	1660	1081	2854
%V	25.0%	26.8%	26.4%	26.1%	29.5%	22.1%	26.2%
%H		51.1%	17.4%	81.5%	49.4%	32.2%	84.9%
Child's bedroom	838	470	183	660	466	194	779
%V	6.2%	7.3%	8.3%	6.3%	8.3%	4.0%	7.2%
%H		56.1%	21.8%	78.8%	55.6%	23.2%	93.0%
Other bedroom	384	210	78	312	208	103	348
%V	2.9%	3.3%	3.5%	3.0%	3.7%	2.1%	3.2%
%H		54.7%	20.3%	81.3%	54.2%	26.8%	90.6%
Second living/dining room	716	364	119	585	347	238	601
%V	5.3%	5.7%	5.4%	5.6%	6.2%	4.9%	5.5%
%H		50.8%	16.6%	81.7%	48.5%	33.2%	83.9%
Study/office	108	56	13	86	48	38	104
%V	0.8%	0.9%	0.6%	0.8%	0.9%	0.8%	1.0%
%H		51.9%	12.0%	79.6%	44.4%	35.2%	96.3%
TV room	41	23	6	33	20	13	39
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		56.1%	14.6%	80.5%	48.8%	31.7%	95.1%
Conservatory	143	81	22	124	81	42	130
%V	1.1%	1.3%	1.0%	1.2%	1.4%	0.9%	1.2%
%H		56.6%	15.4%	86.7%	56.6%	29.4%	90.9%
Attic or loft room	13	8	2	10	7	3	12
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		61.5%	15.4%	76.9%	53.8%	23.1%	92.3%
No specific location	9	4	0	8	3	4	9
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	0.0%	88.9%	33.3%	44.4%	100.0%
Other	44	21	10	37	23	14	41
%V	0.3%	0.3%	0.5%	0.4%	0.4%	0.3%	0.4%
%H		47.7%	22.7%	84.1%	52.3%	31.8%	93.2%
Not Asked	201	102	37	118	72	47	176
%V	1.5%	1.6%	1.7%	1.1%	1.3%	1.0%	1.6%
%H		50.7%	18.4%	58.7%	35.8%	23.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13470	6410	2213	10509	5626	4883	10893
%H		47.6%	16.4%	78.0%	41.8%	36.3%	80.9%
PVR	5369	3249	1052	3657	2538	1120	4758
%V	39.9%	50.7%	47.5%	34.8%	45.1%	22.9%	43.7%
%H		60.5%	19.6%	68.1%	47.3%	20.9%	88.6%
DVDR	377	170	60	282	134	148	311
%V	2.8%	2.7%	2.7%	2.7%	2.4%	3.0%	2.9%
%H		45.1%	15.9%	74.8%	35.5%	39.3%	82.5%
VCR	208	80	33	173	77	97	124
%V	1.5%	1.2%	1.5%	1.6%	1.4%	2.0%	1.1%
%H		38.5%	15.9%	83.2%	37.0%	46.6%	59.6%
Any recorder	5650	3337	1087	3896	2616	1279	4933
%V	41.9%	52.1%	49.1%	37.1%	46.5%	26.2%	45.3%
%H		59.1%	19.2%	69.0%	46.3%	22.6%	87.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13470	6410	2213	10509	5626	4883	10893
%H		47.6%	16.4%	78.0%	41.8%	36.3%	80.9%
Receives HDTV (via STB or built-in reception)	4952	2579	1164	3593	2326	1266	4394
%V	36.8%	40.2%	52.6%	34.2%	41.3%	25.9%	40.3%
%H		52.1%	23.5%	72.6%	47.0%	25.6%	88.7%
DVD/Blu-ray player or recorder	7948	3824	1352	6205	3378	2827	6596
%V	59.0%	59.7%	61.1%	59.0%	60.0%	57.9%	60.6%
%H		48.1%	17.0%	78.1%	42.5%	35.6%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6796	2925	1042	5081	2274	2807	5102
%H		43.0%	15.3%	74.8%	33.5%	41.3%	75.1%
Under 20"	155	27	11	126	15	111	88
%V	2.3%	0.9%	1.1%	2.5%	0.7%	4.0%	1.7%
%H		17.4%	7.1%	81.3%	9.7%	71.6%	56.8%
20" - 29"	1162	307	127	933	215	717	678
%V	17.1%	10.5%	12.2%	18.4%	9.5%	25.5%	13.3%
%H		26.4%	10.9%	80.3%	18.5%	61.7%	58.3%
30" - 39"	2797	1115	409	2141	870	1271	2029
%V	41.2%	38.1%	39.3%	42.1%	38.3%	45.3%	39.8%
%H		39.9%	14.6%	76.5%	31.1%	45.4%	72.5%
40" and over	2583	1449	483	1814	1151	663	2253
%V	38.0%	49.5%	46.4%	35.7%	50.6%	23.6%	44.2%
%H		56.1%	18.7%	70.2%	44.6%	25.7%	87.2%
Don't know	84	26	13	66	22	44	44
%V	1.2%	0.9%	1.2%	1.3%	1.0%	1.6%	0.9%
%H		31.0%	15.5%	78.6%	26.2%	52.4%	52.4%
Not Asked	15	1	0	1	1	1	10
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		6.7%	0.0%	6.7%	6.7%	6.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6796	2925	1042	5081	2274	2807	5102
%H		43.0%	15.3%	74.8%	33.5%	41.3%	75.1%
PVR	4050	2361	772	2807	1861	946	3522
%V	59.6%	80.7%	74.1%	55.2%	81.8%	33.7%	69.0%
%H		58.3%	19.1%	69.3%	46.0%	23.4%	87.0%
DVDR	300	130	41	225	97	128	242
%V	4.4%	4.4%	3.9%	4.4%	4.3%	4.6%	4.7%
%H		43.3%	13.7%	75.0%	32.3%	42.7%	80.7%
VCR	162	58	24	132	50	82	91
%V	2.4%	2.0%	2.3%	2.6%	2.2%	2.9%	1.8%
%H		35.8%	14.8%	81.5%	30.9%	50.6%	56.2%
Any recorder	4257	2414	788	2982	1898	1084	3638
%V	62.6%	82.5%	75.6%	58.7%	83.5%	38.6%	71.3%
%H		56.7%	18.5%	70.0%	44.6%	25.5%	85.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6796	2925	1042	5081	2274	2807	5102
%H		43.0%	15.3%	74.8%	33.5%	41.3%	75.1%
Receives HDTV (via STB or built-in reception)	3426	1792	761	2423	1519	903	2976
%V	50.4%	61.3%	73.0%	47.7%	66.8%	32.2%	58.3%
%H		52.3%	22.2%	70.7%	44.3%	26.4%	86.9%
DVD/Blu-ray player or recorder	5137	2306	823	3864	1836	2028	4087
%V	75.6%	78.8%	79.0%	76.0%	80.7%	72.2%	80.1%
%H		44.9%	16.0%	75.2%	35.7%	39.5%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6675	3485	1171	5428	3352	2077	5791
%H		52.2%	17.5%	81.3%	50.2%	31.1%	86.8%
Under 20"	2041	954	313	1741	950	791	1697
%V	30.6%	27.4%	26.7%	32.1%	28.3%	38.1%	29.3%
%H		46.7%	15.3%	85.3%	46.5%	38.8%	83.1%
20" - 29"	2277	1176	382	1890	1159	731	1956
%V	34.1%	33.7%	32.6%	34.8%	34.6%	35.2%	33.8%
%H		51.6%	16.8%	83.0%	50.9%	32.1%	85.9%
30" - 39"	1512	866	316	1175	826	349	1378
%V	22.7%	24.8%	27.0%	21.6%	24.6%	16.8%	23.8%
%H		57.3%	20.9%	77.7%	54.6%	23.1%	91.1%
40" and over	534	325	105	394	283	111	500
%V	8.0%	9.3%	9.0%	7.3%	8.4%	5.3%	8.6%
%H		60.9%	19.7%	73.8%	53.0%	20.8%	93.6%
Don't know	125	63	17	110	63	47	94
%V	1.9%	1.8%	1.5%	2.0%	1.9%	2.3%	1.6%
%H		50.4%	13.6%	88.0%	50.4%	37.6%	75.2%
Not Asked	186	101	38	118	71	48	166
%V	2.8%	2.9%	3.2%	2.2%	2.1%	2.3%	2.9%
%H		54.3%	20.4%	63.4%	38.2%	25.8%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6675	3485	1171	5428	3352	2077	5791
%H		52.2%	17.5%	81.3%	50.2%	31.1%	86.8%
PVR	1319	888	280	851	677	174	1236
%V	19.8%	25.5%	23.9%	15.7%	20.2%	8.4%	21.3%
%H		67.3%	21.2%	64.5%	51.3%	13.2%	93.7%
DVDR	77	40	19	56	36	20	70
%V	1.2%	1.1%	1.6%	1.0%	1.1%	1.0%	1.2%
%H		51.9%	24.7%	72.7%	46.8%	26.0%	90.9%
VCR	46	22	10	41	26	15	33
%V	0.7%	0.6%	0.9%	0.8%	0.8%	0.7%	0.6%
%H		47.8%	21.7%	89.1%	56.5%	32.6%	71.7%
Any recorder	1393	923	299	914	718	196	1294
%V	20.9%	26.5%	25.5%	16.8%	21.4%	9.4%	22.3%
%H		66.3%	21.5%	65.6%	51.5%	14.1%	92.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6675	3485	1171	5428	3352	2077	5791
%H		52.2%	17.5%	81.3%	50.2%	31.1%	86.8%
Receives HDTV (via STB or built-in reception)	1526	787	403	1170	807	363	1418
%V	22.9%	22.6%	34.4%	21.6%	24.1%	17.5%	24.5%
%H		51.6%	26.4%	76.7%	52.9%	23.8%	92.9%
DVD/Blu-ray player or recorder	2811	1518	529	2341	1542	799	2509
%V	42.1%	43.6%	45.2%	43.1%	46.0%	38.5%	43.3%
%H		54.0%	18.8%	83.3%	54.9%	28.4%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16494	15974	7623	2733	11619	6038	5581	13654
%H		96.8%	46.2%	16.6%	70.4%	36.6%	33.8%	82.8%
Total Children	3102	3036	1626	587	2038	1225	813	2791
%V	18.8%	19.0%	21.3%	21.5%	17.5%	20.3%	14.6%	20.4%
%H		97.9%	52.4%	18.9%	65.7%	39.5%	26.2%	90.0%
0 - 3	833	811	425	153	534	305	229	710
%V	5.1%	5.1%	5.6%	5.6%	4.6%	5.1%	4.1%	5.2%
%H		97.4%	51.0%	18.4%	64.1%	36.6%	27.5%	85.2%
4 - 15	2269	2225	1200	434	1504	920	585	2081
%V	13.8%	13.9%	15.7%	15.9%	12.9%	15.2%	10.5%	15.2%
%H		98.1%	52.9%	19.1%	66.3%	40.5%	25.8%	91.7%
4 - 9	1179	1154	628	214	774	471	303	1058
%V	7.1%	7.2%	8.2%	7.8%	6.7%	7.8%	5.4%	7.7%
%H		97.9%	53.3%	18.2%	65.6%	39.9%	25.7%	89.7%
10 - 15	1090	1071	572	220	730	449	281	1023
%V	6.6%	6.7%	7.5%	8.0%	6.3%	7.4%	5.0%	7.5%
%H		98.3%	52.5%	20.2%	67.0%	41.2%	25.8%	93.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16494	15974	7623	2733	11619	6038	5581	13654
%H		96.8%	46.2%	16.6%	70.4%	36.6%	33.8%	82.8%
Total Adults (16+)	13393	12938	5997	2146	9580	4813	4767	10863
%V	81.2%	81.0%	78.7%	78.5%	82.5%	79.7%	85.4%	79.6%
%H		96.6%	44.8%	16.0%	71.5%	35.9%	35.6%	81.1%
16 - 19	775	750	392	147	549	338	212	725
%V	4.7%	4.7%	5.1%	5.4%	4.7%	5.6%	3.8%	5.3%
%H		96.8%	50.6%	19.0%	70.8%	43.6%	27.4%	93.5%
20 - 24	1088	994	435	198	710	376	334	959
%V	6.6%	6.2%	5.7%	7.2%	6.1%	6.2%	6.0%	7.0%
%H		91.4%	40.0%	18.2%	65.3%	34.6%	30.7%	88.1%
25 - 34	2092	1988	1029	377	1324	756	567	1847
%V	12.7%	12.4%	13.5%	13.8%	11.4%	12.5%	10.2%	13.5%
%H		95.0%	49.2%	18.0%	63.3%	36.1%	27.1%	88.3%
35 - 44	2059	1998	1038	403	1345	796	549	1870
%V	12.5%	12.5%	13.6%	14.7%	11.6%	13.2%	9.8%	13.7%
%H		97.0%	50.4%	19.6%	65.3%	38.7%	26.7%	90.8%
45 - 54	2352	2291	1147	410	1702	957	745	2103
%V	14.3%	14.3%	15.0%	15.0%	14.6%	15.8%	13.3%	15.4%
%H		97.4%	48.8%	17.4%	72.4%	40.7%	31.7%	89.4%
55 - 64	1959	1913	884	296	1466	726	739	1638
%V	11.9%	12.0%	11.6%	10.8%	12.6%	12.0%	13.2%	12.0%
%H		97.7%	45.1%	15.1%	74.8%	37.1%	37.7%	83.6%
65+	3068	3004	1071	316	2485	863	1622	1721
%V	18.6%	18.8%	14.0%	11.6%	21.4%	14.3%	29.1%	12.6%
%H		97.9%	34.9%	10.3%	81.0%	28.1%	52.9%	56.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13393	12938	5997	2146	9580	4813	4767	10863
%H		96.6%	44.8%	16.0%	71.5%	35.9%	35.6%	81.1%
AB	3521	3436	1652	526	2541	1278	1262	3261
%V	26.3%	26.6%	27.5%	24.5%	26.5%	26.6%	26.5%	30.0%
%H		97.6%	46.9%	14.9%	72.2%	36.3%	35.8%	92.6%
C1	3596	3444	1503	645	2575	1308	1268	3141
%V	26.8%	26.6%	25.1%	30.1%	26.9%	27.2%	26.6%	28.9%
%H		95.8%	41.8%	17.9%	71.6%	36.4%	35.3%	87.3%
C2	3095	3025	1476	530	2251	1227	1024	2543
%V	23.1%	23.4%	24.6%	24.7%	23.5%	25.5%	21.5%	23.4%
%H		97.7%	47.7%	17.1%	72.7%	39.6%	33.1%	82.2%
D	2051	1973	965	317	1402	706	696	1423
%V	15.3%	15.2%	16.1%	14.8%	14.6%	14.7%	14.6%	13.1%
%H		96.2%	47.1%	15.5%	68.4%	34.4%	33.9%	69.4%
E	1129	1059	399	128	811	294	517	495
%V	8.4%	8.2%	6.7%	6.0%	8.5%	6.1%	10.8%	4.6%
%H		93.8%	35.3%	11.3%	71.8%	26.0%	45.8%	43.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13393	12938	5997	2146	9580	4813	4767	10863
%H		96.6%	44.8%	16.0%	71.5%	35.9%	35.6%	81.1%
Working full time	5893	5736	2885	1104	4083	2337	1746	5395
%V	44.0%	44.3%	48.1%	51.4%	42.6%	48.6%	36.6%	49.7%
%H		97.3%	49.0%	18.7%	69.3%	39.7%	29.6%	91.5%
Working part time	1488	1441	719	260	1027	566	461	1329
%V	11.1%	11.1%	12.0%	12.1%	10.7%	11.8%	9.7%	12.2%
%H		96.8%	48.3%	17.5%	69.0%	38.0%	31.0%	89.3%
Not working	6012	5760	2392	782	4470	1910	2560	4140
%V	44.9%	44.5%	39.9%	36.4%	46.7%	39.7%	53.7%	38.1%
%H		95.8%	39.8%	13.0%	74.4%	31.8%	42.6%	68.9%
Housewife/Houseperson	7069	6802	2926	1043	5083	2275	2808	5271
%V	52.8%	52.6%	48.8%	48.6%	53.1%	47.3%	58.9%	48.5%
%H		96.2%	41.4%	14.8%	71.9%	32.2%	39.7%	74.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6560	6294	2990	1068	4604	2393	2211	5407
%H		95.9%	45.6%	16.3%	70.2%	36.5%	33.7%	82.4%
16 - 19	384	370	183	87	267	165	102	361
%V	5.9%	5.9%	6.1%	8.1%	5.8%	6.9%	4.6%	6.7%
%H		96.4%	47.7%	22.7%	69.5%	43.0%	26.6%	94.0%
20 - 24	556	502	220	94	354	187	167	499
%V	8.5%	8.0%	7.4%	8.8%	7.7%	7.8%	7.6%	9.2%
%H		90.3%	39.6%	16.9%	63.7%	33.6%	30.0%	89.7%
25 - 34	1043	981	513	193	655	385	270	927
%V	15.9%	15.6%	17.2%	18.1%	14.2%	16.1%	12.2%	17.1%
%H		94.1%	49.2%	18.5%	62.8%	36.9%	25.9%	88.9%
35 - 44	1023	989	515	191	662	385	277	914
%V	15.6%	15.7%	17.2%	17.9%	14.4%	16.1%	12.5%	16.9%
%H		96.7%	50.3%	18.7%	64.7%	37.6%	27.1%	89.3%
45 - 54	1162	1123	573	203	821	469	352	1027
%V	17.7%	17.8%	19.2%	19.0%	17.8%	19.6%	15.9%	19.0%
%H		96.6%	49.3%	17.5%	70.7%	40.4%	30.3%	88.4%
55 - 64	969	938	429	149	718	356	362	800
%V	14.8%	14.9%	14.3%	14.0%	15.6%	14.9%	16.4%	14.8%
%H		96.8%	44.3%	15.4%	74.1%	36.7%	37.4%	82.6%
65+	1423	1390	557	151	1126	444	682	879
%V	21.7%	22.1%	18.6%	14.1%	24.5%	18.6%	30.8%	16.3%
%H		97.7%	39.1%	10.6%	79.1%	31.2%	47.9%	61.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6560	6294	2990	1068	4604	2393	2211	5407
%H		95.9%	45.6%	16.3%	70.2%	36.5%	33.7%	82.4%
AB	1771	1724	839	274	1262	650	612	1649
%V	27.0%	27.4%	28.1%	25.7%	27.4%	27.2%	27.7%	30.5%
%H		97.3%	47.4%	15.5%	71.3%	36.7%	34.6%	93.1%
C1	1677	1586	718	301	1166	620	547	1491
%V	25.6%	25.2%	24.0%	28.2%	25.3%	25.9%	24.7%	27.6%
%H		94.6%	42.8%	17.9%	69.5%	37.0%	32.6%	88.9%
C2	1657	1614	786	284	1193	648	545	1350
%V	25.3%	25.6%	26.3%	26.6%	25.9%	27.1%	24.6%	25.0%
%H		97.4%	47.4%	17.1%	72.0%	39.1%	32.9%	81.5%
D	990	943	476	155	658	345	313	699
%V	15.1%	15.0%	15.9%	14.5%	14.3%	14.4%	14.2%	12.9%
%H		95.3%	48.1%	15.7%	66.5%	34.8%	31.6%	70.6%
E	466	427	171	54	324	130	194	218
%V	7.1%	6.8%	5.7%	5.1%	7.0%	5.4%	8.8%	4.0%
%H		91.6%	36.7%	11.6%	69.5%	27.9%	41.6%	46.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6560	6294	2990	1068	4604	2393	2211	5407
%H		95.9%	45.6%	16.3%	70.2%	36.5%	33.7%	82.4%
Working full time	3691	3586	1833	690	2539	1476	1063	3364
%V	56.3%	57.0%	61.3%	64.6%	55.1%	61.7%	48.1%	62.2%
%H		97.2%	49.7%	18.7%	68.8%	40.0%	28.8%	91.1%
Working part time	319	299	139	44	209	97	112	261
%V	4.9%	4.8%	4.6%	4.1%	4.5%	4.1%	5.1%	4.8%
%H		93.7%	43.6%	13.8%	65.5%	30.4%	35.1%	81.8%
Not working	2551	2409	1018	334	1856	820	1036	1781
%V	38.9%	38.3%	34.0%	31.3%	40.3%	34.3%	46.9%	32.9%
%H		94.4%	39.9%	13.1%	72.8%	32.1%	40.6%	69.8%
Housewife/Houseperson	1509	1399	543	195	1029	392	637	953
%V	23.0%	22.2%	18.2%	18.3%	22.4%	16.4%	28.8%	17.6%
%H		92.7%	36.0%	12.9%	68.2%	26.0%	42.2%	63.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6832	6644	3007	1079	4977	2420	2556	5457
%H		97.2%	44.0%	15.8%	72.8%	35.4%	37.4%	79.9%
16 - 19	390	380	210	60	282	172	110	364
%V	5.7%	5.7%	7.0%	5.6%	5.7%	7.1%	4.3%	6.7%
%H		97.4%	53.8%	15.4%	72.3%	44.1%	28.2%	93.3%
20 - 24	532	492	215	104	356	189	167	460
%V	7.8%	7.4%	7.1%	9.6%	7.2%	7.8%	6.5%	8.4%
%H		92.5%	40.4%	19.5%	66.9%	35.5%	31.4%	86.5%
25 - 34	1049	1007	516	183	669	371	298	921
%V	15.4%	15.2%	17.2%	17.0%	13.4%	15.3%	11.7%	16.9%
%H		96.0%	49.2%	17.4%	63.8%	35.4%	28.4%	87.8%
35 - 44	1036	1009	523	212	682	411	272	956
%V	15.2%	15.2%	17.4%	19.6%	13.7%	17.0%	10.6%	17.5%
%H		97.4%	50.5%	20.5%	65.8%	39.7%	26.3%	92.3%
45 - 54	1189	1168	574	207	881	487	393	1076
%V	17.4%	17.6%	19.1%	19.2%	17.7%	20.1%	15.4%	19.7%
%H		98.2%	48.3%	17.4%	74.1%	41.0%	33.1%	90.5%
55 - 64	990	974	455	147	747	370	377	838
%V	14.5%	14.7%	15.1%	13.6%	15.0%	15.3%	14.7%	15.4%
%H		98.4%	46.0%	14.8%	75.5%	37.4%	38.1%	84.6%
65+	1645	1614	514	165	1360	420	940	842
%V	24.1%	24.3%	17.1%	15.3%	27.3%	17.4%	36.8%	15.4%
%H		98.1%	31.2%	10.0%	82.7%	25.5%	57.1%	51.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6832	6644	3007	1079	4977	2420	2556	5457
%H		97.2%	44.0%	15.8%	72.8%	35.4%	37.4%	79.9%
AB	1750	1712	814	251	1278	629	650	1611
%V	25.6%	25.8%	27.1%	23.3%	25.7%	26.0%	25.4%	29.5%
%H		97.8%	46.5%	14.3%	73.0%	35.9%	37.1%	92.1%
C1	1919	1858	785	344	1409	688	721	1650
%V	28.1%	28.0%	26.1%	31.9%	28.3%	28.4%	28.2%	30.2%
%H		96.8%	40.9%	17.9%	73.4%	35.9%	37.6%	86.0%
C2	1438	1410	691	246	1058	579	479	1194
%V	21.0%	21.2%	23.0%	22.8%	21.3%	23.9%	18.7%	21.9%
%H		98.1%	48.1%	17.1%	73.6%	40.3%	33.3%	83.0%
D	1061	1031	489	163	744	361	383	724
%V	15.5%	15.5%	16.3%	15.1%	14.9%	14.9%	15.0%	13.3%
%H		97.2%	46.1%	15.4%	70.1%	34.0%	36.1%	68.2%
E	663	632	229	75	488	164	324	277
%V	9.7%	9.5%	7.6%	7.0%	9.8%	6.8%	12.7%	5.1%
%H		95.3%	34.5%	11.3%	73.6%	24.7%	48.9%	41.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6832	6644	3007	1079	4977	2420	2556	5457
%H		97.2%	44.0%	15.8%	72.8%	35.4%	37.4%	79.9%
Working full time	2202	2151	1053	413	1544	861	683	2031
%V	32.2%	32.4%	35.0%	38.3%	31.0%	35.6%	26.7%	37.2%
%H		97.7%	47.8%	18.8%	70.1%	39.1%	31.0%	92.2%
Working part time	1169	1142	580	217	818	469	349	1068
%V	17.1%	17.2%	19.3%	20.1%	16.4%	19.4%	13.7%	19.6%
%H		97.7%	49.6%	18.6%	70.0%	40.1%	29.9%	91.4%
Not working	3461	3351	1374	449	2614	1090	1524	2358
%V	50.7%	50.4%	45.7%	41.6%	52.5%	45.0%	59.6%	43.2%
%H		96.8%	39.7%	13.0%	75.5%	31.5%	44.0%	68.1%
Housewife/Houseperson	5560	5403	2382	848	4054	1883	2171	4318
%V	81.4%	81.3%	79.2%	78.6%	81.5%	77.8%	84.9%	79.1%
%H		97.2%	42.8%	15.3%	72.9%	33.9%	39.0%	77.7%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

Contents	Page
Household	
Table 20.1: Social Grade	536
Table 20.2: Housewife Age	537
Table 20.3: Size of Household	538
Table 20.4: Presence of Children	539
Table 20.5: Number of TV sets in household	540
Table 20.6: Screen size	541
Table 20.7: Location of ANY set in household	542
Table 20.8: Platform Provider	543
Table 20.9: Recorders and other equipment	544
Table 20.10: Computers and Internet	545
Sets	
Table 20.11: Screen Size	546
Table 20.12: Location of set	547
Table 20.13: Recorders	548
Table 20.14: Other TV equipment	548
Table 20.15: Main Set Screen Size	549
Table 20.16: Main Set Recorders	550
Table 20.17: Main Set - Other TV equipment	550
Table 20.18: Other Sets (non-Main Set) Screen Size	551
Table 20.19: Other Set (non-Main Set) Recorders	552
Table 20.20: Other Set (non-Main Set) - Other TV equipment	552
Individuals	
Table 20.21: Age of Children	553
Table 20.22: Adults - Age	554
Table 20.23: Social Grade (Adults 16+)	555
Table 20.24: Working Status (Adults 16+)	556
Table 20.25: Males - Age	557
Table 20.26: Social Grade (Males 16+)	558
Table 20.27: Working Status (Males 16+)	559
Table 20.28: Females - Age	560
Table 20.29: Social Grade (Females 16+)	561
Table 20.30: Working Status (Females 16+)	562

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
AB	806	775	371	120	555	269	286	740
%V	30.3%	30.4%	32.5%	29.1%	30.3%	32.3%	28.7%	35.2%
%H (All HH)		96.2%	46.0%	14.9%	68.9%	33.4%	35.5%	91.8%
%H (TV HH)			47.9%	15.5%	71.6%	34.7%	36.9%	
C1	773	732	333	126	519	244	275	634
%V	29.0%	28.7%	29.1%	30.6%	28.3%	29.3%	27.6%	30.1%
%H (All HH)		94.7%	43.1%	16.3%	67.1%	31.6%	35.6%	82.0%
%H (TV HH)			45.5%	17.2%	70.9%	33.3%	37.6%	
C2	526	516	245	87	377	191	186	413
%V	19.7%	20.2%	21.4%	21.1%	20.6%	22.9%	18.6%	19.6%
%H (All HH)		98.1%	46.6%	16.5%	71.7%	36.3%	35.4%	78.5%
%H (TV HH)			47.5%	16.9%	73.1%	37.0%	36.0%	
D	337	322	121	61	217	82	135	226
%V	12.7%	12.6%	10.6%	14.8%	11.8%	9.8%	13.5%	10.7%
%H (All HH)		95.5%	35.9%	18.1%	64.4%	24.3%	40.1%	67.1%
%H (TV HH)			37.6%	18.9%	67.4%	25.5%	41.9%	
E	223	208	72	18	163	47	117	92
%V	8.4%	8.2%	6.3%	4.4%	8.9%	5.6%	11.7%	4.4%
%H (All HH)		93.3%	32.3%	8.1%	73.1%	21.1%	52.5%	41.3%
%H (TV HH)			34.6%	8.7%	78.4%	22.6%	56.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Under 25	94	82	23	16	59	21	38	73
%V	3.5%	3.2%	2.0%	3.9%	3.2%	2.5%	3.8%	3.5%
%H (All HH)		87.2%	24.5%	17.0%	62.8%	22.3%	40.4%	77.7%
%H (TV HH)			28.0%	19.5%	72.0%	25.6%	46.3%	
25 - 34	382	364	180	77	228	125	104	347
%V	14.3%	14.3%	15.7%	18.7%	12.4%	15.0%	10.4%	16.5%
%H (All HH)		95.3%	47.1%	20.2%	59.7%	32.7%	27.2%	90.8%
%H (TV HH)			49.5%	21.2%	62.6%	34.3%	28.6%	
35 - 44	447	430	230	80	272	151	121	422
%V	16.8%	16.8%	20.1%	19.4%	14.8%	18.1%	12.1%	20.1%
%H (All HH)		96.2%	51.5%	17.9%	60.9%	33.8%	27.1%	94.4%
%H (TV HH)			53.5%	18.6%	63.3%	35.1%	28.1%	
45 - 54	524	498	244	92	353	189	164	469
%V	19.7%	19.5%	21.3%	22.3%	19.3%	22.7%	16.4%	22.3%
%H (All HH)		95.0%	46.6%	17.6%	67.4%	36.1%	31.3%	89.5%
%H (TV HH)			49.0%	18.5%	70.9%	38.0%	32.9%	
55 - 64	434	416	195	59	308	145	163	361
%V	16.3%	16.3%	17.1%	14.3%	16.8%	17.4%	16.3%	17.2%
%H (All HH)		95.9%	44.9%	13.6%	71.0%	33.4%	37.6%	83.2%
%H (TV HH)			46.9%	14.2%	74.0%	34.9%	39.2%	
65 +	783	763	271	88	612	204	408	432
%V	29.4%	29.9%	23.7%	21.4%	33.4%	24.5%	40.9%	20.5%
%H (All HH)		97.4%	34.6%	11.2%	78.2%	26.1%	52.1%	55.2%
%H (TV HH)			35.5%	11.5%	80.2%	26.7%	53.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
1	810	749	248	89	572	159	413	452
%V	30.4%	29.3%	21.7%	21.6%	31.2%	19.1%	41.4%	21.5%
%H (All HH)		92.5%	30.6%	11.0%	70.6%	19.6%	51.0%	55.8%
%H (TV HH)			33.1%	11.9%	76.4%	21.2%	55.1%	
2	929	902	402	139	667	308	360	778
%V	34.9%	35.3%	35.2%	33.7%	36.4%	36.9%	36.1%	37.0%
%H (All HH)		97.1%	43.3%	15.0%	71.8%	33.2%	38.8%	83.7%
%H (TV HH)			44.6%	15.4%	73.9%	34.1%	39.9%	
3	406	397	217	77	264	160	104	376
%V	15.2%	15.6%	19.0%	18.7%	14.4%	19.2%	10.4%	17.9%
%H (All HH)		97.8%	53.4%	19.0%	65.0%	39.4%	25.6%	92.6%
%H (TV HH)			54.7%	19.4%	66.5%	40.3%	26.2%	
4	353	344	190	76	219	137	82	338
%V	13.3%	13.5%	16.6%	18.4%	12.0%	16.4%	8.2%	16.1%
%H (All HH)		97.5%	53.8%	21.5%	62.0%	38.8%	23.2%	95.8%
%H (TV HH)			55.2%	22.1%	63.7%	39.8%	23.8%	
5+	166	159	86	31	110	70	40	160
%V	6.2%	6.2%	7.5%	7.5%	6.0%	8.4%	4.0%	7.6%
%H (All HH)		95.8%	51.8%	18.7%	66.3%	42.2%	24.1%	96.4%
%H (TV HH)			54.1%	19.5%	69.2%	44.0%	25.2%	
Average HH size	2.33	2.34	2.56	2.60	2.27	2.61	1.99	2.55

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Without	1982	1887	772	288	1400	573	827	1461
%V	74.4%	73.9%	67.5%	69.9%	76.4%	68.7%	82.9%	69.4%
%H (All HH)		95.2%	39.0%	14.5%	70.6%	28.9%	41.7%	73.7%
%H (TV HH)			40.9%	15.3%	74.2%	30.4%	43.8%	
With	683	666	372	124	432	261	171	643
%V	25.6%	26.1%	32.5%	30.1%	23.6%	31.3%	17.1%	30.6%
%H (All HH)		97.5%	54.5%	18.2%	63.3%	38.2%	25.0%	94.1%
%H (TV HH)			55.9%	18.6%	64.9%	39.2%	25.7%	
0 - 3	258	251	137	46	153	85	68	238
%V	9.7%	9.8%	12.0%	11.2%	8.4%	10.2%	6.8%	11.3%
%H (All HH)		97.3%	53.1%	17.8%	59.3%	32.9%	26.4%	92.2%
%H (TV HH)			54.6%	18.3%	61.0%	33.9%	27.1%	
4 - 9	336	328	186	60	214	132	82	315
%V	12.6%	12.9%	16.3%	14.6%	11.7%	15.8%	8.2%	15.0%
%H (All HH)		97.6%	55.4%	17.9%	63.7%	39.3%	24.4%	93.8%
%H (TV HH)			56.7%	18.3%	65.2%	40.2%	25.0%	
10 - 15	317	310	183	61	213	144	68	304
%V	11.9%	12.1%	16.0%	14.8%	11.6%	17.3%	6.8%	14.4%
%H (All HH)		97.8%	57.7%	19.2%	67.2%	45.4%	21.5%	95.9%
%H (TV HH)			59.0%	19.7%	68.7%	46.5%	21.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
1	1032	1032	361	144	686	169	517	722
%V	38.7%	40.4%	31.6%	35.0%	37.4%	20.3%	51.8%	34.3%
%H (All HH)		100.0%	35.0%	14.0%	66.5%	16.4%	50.1%	70.0%
%H (TV HH)			35.0%	14.0%	66.5%	16.4%	50.1%	
2	888	888	413	153	638	313	325	720
%V	33.3%	34.8%	36.1%	37.1%	34.8%	37.5%	32.6%	34.2%
%H (All HH)		100.0%	46.5%	17.2%	71.8%	35.2%	36.6%	81.1%
%H (TV HH)			46.5%	17.2%	71.8%	35.2%	36.6%	
3	396	396	227	68	316	210	105	361
%V	14.9%	15.5%	19.9%	16.5%	17.2%	25.2%	10.5%	17.2%
%H (All HH)		100.0%	57.3%	17.2%	79.8%	53.0%	26.5%	91.2%
%H (TV HH)			57.3%	17.2%	79.8%	53.0%	26.5%	
4	161	161	101	33	128	97	32	152
%V	6.0%	6.3%	8.8%	8.0%	7.0%	11.6%	3.2%	7.2%
%H (All HH)		100.0%	62.7%	20.5%	79.5%	60.2%	19.9%	94.4%
%H (TV HH)			62.7%	20.5%	79.5%	60.2%	19.9%	
5+	76	76	42	14	64	45	20	75
%V	2.9%	3.0%	3.7%	3.4%	3.5%	5.4%	2.0%	3.6%
%H (All HH)		100.0%	55.3%	18.4%	84.2%	59.2%	26.3%	98.7%
%H (TV HH)			55.3%	18.4%	84.2%	59.2%	26.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Under 20"	675	675	322	100	551	295	255	571
%V	25.3%	26.4%	28.2%	24.3%	30.1%	35.4%	25.6%	27.1%
%H (All HH)		100.0%	47.7%	14.8%	81.6%	43.7%	37.8%	84.6%
%H (TV HH)			47.7%	14.8%	81.6%	43.7%	37.8%	
20" - 29"	1003	1003	426	164	781	360	421	759
%V	37.7%	39.3%	37.3%	39.8%	42.6%	43.2%	42.2%	36.1%
%H (All HH)		100.0%	42.5%	16.4%	77.9%	35.9%	42.0%	75.7%
%H (TV HH)			42.5%	16.4%	77.9%	35.9%	42.0%	
30" - 39"	1321	1321	619	228	944	467	478	1082
%V	49.6%	51.8%	54.2%	55.3%	51.5%	56.0%	47.9%	51.4%
%H (All HH)		100.0%	46.9%	17.3%	71.5%	35.4%	36.2%	81.9%
%H (TV HH)			46.9%	17.3%	71.5%	35.4%	36.2%	
40" and over	1048	1048	604	190	714	451	264	948
%V	39.3%	41.1%	52.8%	46.1%	39.0%	54.1%	26.5%	45.1%
%H (All HH)		100.0%	57.6%	18.1%	68.1%	43.0%	25.2%	90.5%
%H (TV HH)			57.6%	18.1%	68.1%	43.0%	25.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%V (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Main living room	2507	2507	1133	408	1804	829	974	1998
%V	94.1%	98.2%	99.1%	99.0%	98.5%	99.4%	97.6%	95.0%
%H (All HH)		100.0%	45.2%	16.3%	72.0%	33.1%	38.9%	79.7%
%H (TV HH)			45.2%	16.3%	72.0%	33.1%	38.9%	
Kitchen	309	309	163	39	264	153	111	267
%V	11.6%	12.1%	14.3%	9.5%	14.4%	18.3%	11.1%	12.7%
%H (All HH)		100.0%	52.8%	12.6%	85.4%	49.5%	35.9%	86.4%
%H (TV HH)			52.8%	12.6%	85.4%	49.5%	35.9%	
Adult's bedroom	1104	1104	577	192	846	502	344	946
%V	41.4%	43.3%	50.5%	46.6%	46.2%	60.2%	34.5%	45.0%
%H (All HH)		100.0%	52.3%	17.4%	76.6%	45.5%	31.2%	85.7%
%H (TV HH)			52.3%	17.4%	76.6%	45.5%	31.2%	
Child's bedroom	225	225	137	52	166	127	39	217
%V	8.4%	8.8%	12.0%	12.6%	9.1%	15.2%	3.9%	10.3%
%H (All HH)		100.0%	60.9%	23.1%	73.8%	56.4%	17.3%	96.4%
%H (TV HH)			60.9%	23.1%	73.8%	56.4%	17.3%	
Other bedroom	127	127	70	25	98	63	35	115
%V	4.8%	5.0%	6.1%	6.1%	5.3%	7.6%	3.5%	5.5%
%H (All HH)		100.0%	55.1%	19.7%	77.2%	49.6%	27.6%	90.6%
%H (TV HH)			55.1%	19.7%	77.2%	49.6%	27.6%	
Second living/dining room	198	198	107	37	151	96	55	177
%V	7.4%	7.8%	9.4%	9.0%	8.2%	11.5%	5.5%	8.4%
%H (All HH)		100.0%	54.0%	18.7%	76.3%	48.5%	27.8%	89.4%
%H (TV HH)			54.0%	18.7%	76.3%	48.5%	27.8%	
Study/office	58	58	31	10	45	28	17	55
%V	2.2%	2.3%	2.7%	2.4%	2.5%	3.4%	1.7%	2.6%
%H (All HH)		100.0%	53.4%	17.2%	77.6%	48.3%	29.3%	94.8%
%H (TV HH)			53.4%	17.2%	77.6%	48.3%	29.3%	
TV room	25	25	14	6	13	8	6	24
%V	0.9%	1.0%	1.2%	1.5%	0.7%	1.0%	0.6%	1.1%
%H (All HH)		100.0%	56.0%	24.0%	52.0%	32.0%	24.0%	96.0%
%H (TV HH)			56.0%	24.0%	52.0%	32.0%	24.0%	
Conservatory	47	47	26	5	43	26	17	43
%V	1.8%	1.8%	2.3%	1.2%	2.3%	3.1%	1.7%	2.0%
%H (All HH)		100.0%	55.3%	10.6%	91.5%	55.3%	36.2%	91.5%
%H (TV HH)			55.3%	10.6%	91.5%	55.3%	36.2%	
Attic or loft room	6	6	2	2	6	4	2	6
%V	0.2%	0.2%	0.2%	0.5%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
No specific location	8	8	3	1	7	3	4	6
%V	0.3%	0.3%	0.3%	0.2%	0.4%	0.4%	0.4%	0.3%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	37.5%	50.0%	75.0%
%H (TV HH)			37.5%	12.5%	87.5%	37.5%	50.0%	
Other	23	23	14	4	16	9	7	22
%V	0.9%	0.9%	1.2%	1.0%	0.9%	1.1%	0.7%	1.0%
%H (All HH)		100.0%	60.9%	17.4%	69.6%	39.1%	30.4%	95.7%
%H (TV HH)			60.9%	17.4%	69.6%	39.1%	30.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South and South East

Household level data

Table 20.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Any DSAT provider	1143	1143	1143	20	646	646	0	1001
%V	42.9%	44.8%	100.0%	4.9%	35.3%	77.5%	0.0%	47.6%
%H (All HH)			100.0%	1.7%	56.5%	56.5%	0.0%	87.6%
%H (TV HH)			100.0%	1.7%	56.5%	56.5%	0.0%	
Sky with subcription	935	935	935	11	521	521	0	831
%V	35.1%	36.6%	81.8%	2.7%	28.4%	62.5%	0.0%	39.5%
%H (All HH)			100.0%	1.2%	55.7%	55.7%	0.0%	88.9%
%H (TV HH)			100.0%	1.2%	55.7%	55.7%	0.0%	
Sky without subcription	43	43	43	1	22	22	0	34
%V	1.6%	1.7%	3.8%	0.2%	1.2%	2.6%	0.0%	1.6%
%H (All HH)			100.0%	2.3%	51.2%	51.2%	0.0%	79.1%
%H (TV HH)			100.0%	2.3%	51.2%	51.2%	0.0%	
Freesat	164	164	164	8	99	99	0	135
%V	6.2%	6.4%	14.3%	1.9%	5.4%	11.9%	0.0%	6.4%
%H (All HH)			100.0%	4.9%	60.4%	60.4%	0.0%	82.3%
%H (TV HH)			100.0%	4.9%	60.4%	60.4%	0.0%	
Other satellite provider	26	26	26	3	13	13	0	22
%V	1.0%	1.0%	2.3%	0.7%	0.7%	1.6%	0.0%	1.0%
%H (All HH)			100.0%	11.5%	50.0%	50.0%	0.0%	84.6%
%H (TV HH)			100.0%	11.5%	50.0%	50.0%	0.0%	
DCAB	412	412	20	412	200	200	0	371
%V	15.5%	16.1%	1.7%	100.0%	10.9%	24.0%	0.0%	17.6%
%H (All HH)			4.9%	100.0%	48.5%	48.5%	0.0%	90.0%
%H (TV HH)			4.9%	100.0%	48.5%	48.5%	0.0%	
DTT	1832	1832	646	200	1832	834	998	1406
%V	68.8%	71.8%	56.5%	48.5%	100.0%	100.0%	100.0%	66.8%
%H (All HH)		100.0%	35.3%	10.9%	100.0%	45.5%	54.5%	76.7%
%H (TV HH)			35.3%	10.9%	100.0%	45.5%	54.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South and South East

Household level data

Table 20.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%H (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
PVR	1631	1631	964	316	1075	705	371	1453
%V	61.2%	63.9%	84.3%	76.7%	58.7%	84.5%	37.2%	69.1%
%H (All HH)		100.0%	59.1%	19.4%	65.9%	43.2%	22.7%	89.1%
%H (TV HH)			59.1%	19.4%	65.9%	43.2%	22.7%	
DVDR	122	122	51	25	94	47	47	103
%V	4.6%	4.8%	4.5%	6.1%	5.1%	5.6%	4.7%	4.9%
%H (All HH)		100.0%	41.8%	20.5%	77.0%	38.5%	38.5%	84.4%
%H (TV HH)			41.8%	20.5%	77.0%	38.5%	38.5%	
VCR	78	78	30	10	62	23	38	52
%V	2.9%	3.1%	2.6%	2.4%	3.4%	2.8%	3.8%	2.5%
%H (All HH)		100.0%	38.5%	12.8%	79.5%	29.5%	48.7%	66.7%
%H (TV HH)			38.5%	12.8%	79.5%	29.5%	48.7%	
Any recorder	1703	1703	985	324	1132	718	414	1494
%V	63.9%	66.7%	86.2%	78.6%	61.8%	86.1%	41.5%	71.0%
%H (All HH)		100.0%	57.8%	19.0%	66.5%	42.2%	24.3%	87.7%
%H (TV HH)			57.8%	19.0%	66.5%	42.2%	24.3%	
Receives HDTV (via STB or built-in reception)	1342	1342	747	298	881	566	314	1209
%V	50.4%	52.6%	65.4%	72.3%	48.1%	67.9%	31.5%	57.5%
%H (All HH)		100.0%	55.7%	22.2%	65.6%	42.2%	23.4%	90.1%
%H (TV HH)			55.7%	22.2%	65.6%	42.2%	23.4%	
DVD/Blu-ray player or recorder	2047	2047	965	340	1480	726	754	1694
%V	76.8%	80.2%	84.4%	82.5%	80.8%	87.1%	75.6%	80.5%
%H (All HH)		100.0%	47.1%	16.6%	72.3%	35.5%	36.8%	82.8%
%H (TV HH)			47.1%	16.6%	72.3%	35.5%	36.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2664	2552	1143	412	1832	834	998	2104
%V (All HH)		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%
%H (TV HH)			44.8%	16.1%	71.8%	32.7%	39.1%	
Has broadband internet	2104	2030	1001	371	1406	745	661	2104
%V	79.0%	79.5%	87.6%	90.0%	76.7%	89.3%	66.2%	100.0%
%H (All HH)		96.5%	47.6%	17.6%	66.8%	35.4%	31.4%	100.0%
%H (TV HH)			49.3%	18.3%	69.3%	36.7%	32.6%	
Number of computers (PCs and laptops)								
0	480	458	121	41	373	78	295	31
%V	18.0%	17.9%	10.6%	10.0%	20.4%	9.4%	29.6%	1.5%
%H (All HH)		95.4%	25.2%	8.5%	77.7%	16.3%	61.5%	6.5%
%H (TV HH)			26.4%	9.0%	81.4%	17.0%	64.4%	
1	815	768	326	113	552	227	325	732
%V	30.6%	30.1%	28.5%	27.4%	30.1%	27.2%	32.6%	34.8%
%H (All HH)		94.2%	40.0%	13.9%	67.7%	27.9%	39.9%	89.8%
%H (TV HH)			42.4%	14.7%	71.9%	29.6%	42.3%	
2	598	576	292	107	400	216	184	582
%V	22.4%	22.6%	25.5%	26.0%	21.8%	25.9%	18.4%	27.7%
%H (All HH)		96.3%	48.8%	17.9%	66.9%	36.1%	30.8%	97.3%
%H (TV HH)			50.7%	18.6%	69.4%	37.5%	31.9%	
3	352	346	182	74	229	139	90	349
%V	13.2%	13.6%	15.9%	18.0%	12.5%	16.7%	9.0%	16.6%
%H (All HH)		98.3%	51.7%	21.0%	65.1%	39.5%	25.6%	99.1%
%H (TV HH)			52.6%	21.4%	66.2%	40.2%	26.0%	
4	195	191	106	34	133	81	52	189
%V	7.3%	7.5%	9.3%	8.3%	7.3%	9.7%	5.2%	9.0%
%H (All HH)		97.9%	54.4%	17.4%	68.2%	41.5%	26.7%	96.9%
%H (TV HH)			55.5%	17.8%	69.6%	42.4%	27.2%	
5+	224	214	116	43	146	93	52	220
%V	8.4%	8.4%	10.1%	10.4%	8.0%	11.2%	5.2%	10.5%
%H (All HH)		95.5%	51.8%	19.2%	65.2%	41.5%	23.2%	98.2%
%H (TV HH)			54.2%	20.1%	68.2%	43.5%	24.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2498	861	3775	2057	1717	4260
%H		49.5%	17.1%	74.8%	40.7%	34.0%	84.4%
Under 20"	882	429	126	730	403	327	763
%V	17.5%	17.2%	14.6%	19.3%	19.6%	19.0%	17.9%
%H		48.6%	14.3%	82.8%	45.7%	37.1%	86.5%
20" - 29"	1259	556	214	992	490	502	984
%V	24.9%	22.3%	24.9%	26.3%	23.8%	29.2%	23.1%
%H		44.2%	17.0%	78.8%	38.9%	39.9%	78.2%
30" - 39"	1544	737	271	1106	563	543	1283
%V	30.6%	29.5%	31.5%	29.3%	27.4%	31.6%	30.1%
%H		47.7%	17.6%	71.6%	36.5%	35.2%	83.1%
40" and over	1215	713	220	834	538	296	1107
%V	24.1%	28.5%	25.6%	22.1%	26.2%	17.2%	26.0%
%H		58.7%	18.1%	68.6%	44.3%	24.4%	91.1%
Don't know	61	20	15	52	28	24	44
%V	1.2%	0.8%	1.7%	1.4%	1.4%	1.4%	1.0%
%H		32.8%	24.6%	85.2%	45.9%	39.3%	72.1%
Not Asked	88	43	15	61	35	25	79
%V	1.7%	1.7%	1.7%	1.6%	1.7%	1.5%	1.9%
%H		48.9%	17.0%	69.3%	39.8%	28.4%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2498	861	3775	2057	1717	4260
%H		49.5%	17.1%	74.8%	40.7%	34.0%	84.4%
Main living room	2527	1139	413	1818	833	984	2012
%V	50.0%	45.6%	48.0%	48.2%	40.5%	57.3%	47.2%
%H		45.1%	16.3%	71.9%	33.0%	38.9%	79.6%
Kitchen	309	163	39	264	153	111	267
%V	6.1%	6.5%	4.5%	7.0%	7.4%	6.5%	6.3%
%H		52.8%	12.6%	85.4%	49.5%	35.9%	86.4%
Adult's bedroom	1291	681	228	1002	612	390	1125
%V	25.6%	27.3%	26.5%	26.5%	29.8%	22.7%	26.4%
%H		52.7%	17.7%	77.6%	47.4%	30.2%	87.1%
Child's bedroom	310	192	71	227	175	51	299
%V	6.1%	7.7%	8.2%	6.0%	8.5%	3.0%	7.0%
%H		61.9%	22.9%	73.2%	56.5%	16.5%	96.5%
Other bedroom	154	81	29	119	72	47	140
%V	3.1%	3.2%	3.4%	3.2%	3.5%	2.7%	3.3%
%H		52.6%	18.8%	77.3%	46.8%	30.5%	90.9%
Second living/dining room	200	107	38	153	97	56	179
%V	4.0%	4.3%	4.4%	4.1%	4.7%	3.3%	4.2%
%H		53.5%	19.0%	76.5%	48.5%	28.0%	89.5%
Study/office	58	31	10	45	28	17	55
%V	1.1%	1.2%	1.2%	1.2%	1.4%	1.0%	1.3%
%H		53.4%	17.2%	77.6%	48.3%	29.3%	94.8%
TV room	25	14	6	14	8	6	24
%V	0.5%	0.6%	0.7%	0.4%	0.4%	0.3%	0.6%
%H		56.0%	24.0%	56.0%	32.0%	24.0%	96.0%
Conservatory	47	26	5	43	26	17	43
%V	0.9%	1.0%	0.6%	1.1%	1.3%	1.0%	1.0%
%H		55.3%	10.6%	91.5%	55.3%	36.2%	91.5%
Attic or loft room	7	2	2	7	4	3	7
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		28.6%	28.6%	100.0%	57.1%	42.9%	100.0%
No specific location	9	4	1	7	3	4	7
%V	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	77.8%
Other	24	15	4	17	10	7	23
%V	0.5%	0.6%	0.5%	0.5%	0.5%	0.4%	0.5%
%H		62.5%	16.7%	70.8%	41.7%	29.2%	95.8%
Not Asked	88	43	15	61	35	25	79
%V	1.7%	1.7%	1.7%	1.6%	1.7%	1.5%	1.9%
%H		48.9%	17.0%	69.3%	39.8%	28.4%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2498	861	3775	2057	1717	4260
%H		49.5%	17.1%	74.8%	40.7%	34.0%	84.4%
PVR	2101	1294	423	1351	935	416	1903
%V	41.6%	51.8%	49.1%	35.8%	45.5%	24.2%	44.7%
%H		61.6%	20.1%	64.3%	44.5%	19.8%	90.6%
DVDR	133	55	27	103	52	52	114
%V	2.6%	2.2%	3.1%	2.7%	2.5%	3.0%	2.7%
%H		41.4%	20.3%	77.4%	39.1%	39.1%	85.7%
VCR	84	33	11	66	26	39	55
%V	1.7%	1.3%	1.3%	1.7%	1.3%	2.3%	1.3%
%H		39.3%	13.1%	78.6%	31.0%	46.4%	65.5%
Any recorder	2202	1327	436	1433	963	471	1970
%V	43.6%	53.1%	50.6%	38.0%	46.8%	27.4%	46.2%
%H		60.3%	19.8%	65.1%	43.7%	21.4%	89.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2498	861	3775	2057	1717	4260
%H		49.5%	17.1%	74.8%	40.7%	34.0%	84.4%
Receives HDTV (via STB or built-in reception)	1856	1046	422	1235	815	420	1692
%V	36.8%	41.9%	49.0%	32.7%	39.6%	24.5%	39.7%
%H		56.4%	22.7%	66.5%	43.9%	22.6%	91.2%
DVD/Blu-ray player or recorder	2906	1444	487	2189	1193	996	2479
%V	57.6%	57.8%	56.6%	58.0%	58.0%	58.0%	58.2%
%H		49.7%	16.8%	75.3%	41.1%	34.3%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2548	1143	412	1831	834	998	2027
%H		44.9%	16.2%	71.9%	32.7%	39.2%	79.6%
Under 20"	56	8	4	48	6	42	38
%V	2.2%	0.7%	1.0%	2.6%	0.7%	4.2%	1.9%
%H		14.3%	7.1%	85.7%	10.7%	75.0%	67.9%
20" - 29"	460	121	63	361	83	278	288
%V	18.1%	10.6%	15.3%	19.7%	10.0%	27.9%	14.2%
%H		26.3%	13.7%	78.5%	18.0%	60.4%	62.6%
30" - 39"	987	417	159	711	302	410	767
%V	38.7%	36.5%	38.6%	38.8%	36.2%	41.1%	37.8%
%H		42.2%	16.1%	72.0%	30.6%	41.5%	77.7%
40" and over	1020	590	184	692	436	256	921
%V	40.0%	51.6%	44.7%	37.8%	52.3%	25.7%	45.4%
%H		57.8%	18.0%	67.8%	42.7%	25.1%	90.3%
Don't know	22	7	2	18	7	12	10
%V	0.9%	0.6%	0.5%	1.0%	0.8%	1.2%	0.5%
%H		31.8%	9.1%	81.8%	31.8%	54.5%	45.5%
Not Asked	3	0	0	1	0	0	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	33.3%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2548	1143	412	1831	834	998	2027
%H		44.9%	16.2%	71.9%	32.7%	39.2%	79.6%
PVR	1600	950	313	1046	691	355	1425
%V	62.8%	83.1%	76.0%	57.1%	82.9%	35.6%	70.3%
%H		59.4%	19.6%	65.4%	43.2%	22.2%	89.1%
DVDR	104	40	20	79	35	44	86
%V	4.1%	3.5%	4.9%	4.3%	4.2%	4.4%	4.2%
%H		38.5%	19.2%	76.0%	33.7%	42.3%	82.7%
VCR	63	25	8	48	17	31	40
%V	2.5%	2.2%	1.9%	2.6%	2.0%	3.1%	2.0%
%H		39.7%	12.7%	76.2%	27.0%	49.2%	63.5%
Any recorder	1669	969	321	1102	704	398	1468
%V	65.5%	84.8%	77.9%	60.2%	84.4%	39.9%	72.4%
%H		58.1%	19.2%	66.0%	42.2%	23.8%	88.0%

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 20.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2548	1143	412	1831	834	998	2027
%H		44.9%	16.2%	71.9%	32.7%	39.2%	79.6%
Receives HDTV (via STB or built-in reception)	1311	733	289	855	552	303	1179
%V	51.5%	64.1%	70.1%	46.7%	66.2%	30.4%	58.2%
%H		55.9%	22.0%	65.2%	42.1%	23.1%	89.9%
DVD/Blu-ray player or recorder	1954	919	320	1404	679	725	1616
%V	76.7%	80.4%	77.7%	76.7%	81.4%	72.6%	79.7%
%H		47.0%	16.4%	71.9%	34.7%	37.1%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2500	1355	449	1943	1223	720	2233
%H		54.2%	18.0%	77.7%	48.9%	28.8%	89.3%
Under 20"	826	421	122	682	397	285	725
%V	33.0%	31.1%	27.2%	35.1%	32.5%	39.6%	32.5%
%H		51.0%	14.8%	82.6%	48.1%	34.5%	87.8%
20" - 29"	799	435	151	631	406	224	696
%V	32.0%	32.1%	33.6%	32.5%	33.2%	31.1%	31.2%
%H		54.4%	18.9%	79.0%	50.8%	28.0%	87.1%
30" - 39"	557	320	112	395	261	134	515
%V	22.3%	23.6%	24.9%	20.3%	21.3%	18.6%	23.1%
%H		57.5%	20.1%	70.9%	46.9%	24.1%	92.5%
40" and over	195	123	36	142	103	39	186
%V	7.8%	9.1%	8.0%	7.3%	8.4%	5.4%	8.3%
%H		63.1%	18.5%	72.8%	52.8%	20.0%	95.4%
Don't know	39	13	13	34	22	12	34
%V	1.6%	1.0%	2.9%	1.7%	1.8%	1.7%	1.5%
%H		33.3%	33.3%	87.2%	56.4%	30.8%	87.2%
Not Asked	84	43	15	59	34	26	77
%V	3.4%	3.2%	3.3%	3.0%	2.8%	3.6%	3.4%
%H		51.2%	17.9%	70.2%	40.5%	31.0%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2500	1355	449	1943	1223	720	2233
%H		54.2%	18.0%	77.7%	48.9%	28.8%	89.3%
PVR	502	344	110	305	244	61	478
%V	20.1%	25.4%	24.5%	15.7%	20.0%	8.5%	21.4%
%H		68.5%	21.9%	60.8%	48.6%	12.2%	95.2%
DVDR	29	15	7	24	16	8	28
%V	1.2%	1.1%	1.6%	1.2%	1.3%	1.1%	1.3%
%H		51.7%	24.1%	82.8%	55.2%	27.6%	96.6%
VCR	21	9	4	18	9	9	16
%V	0.8%	0.7%	0.9%	0.9%	0.7%	1.3%	0.7%
%H		42.9%	19.0%	85.7%	42.9%	42.9%	76.2%
Any recorder	532	357	115	331	259	73	502
%V	21.3%	26.3%	25.6%	17.0%	21.2%	10.1%	22.5%
%H		67.1%	21.6%	62.2%	48.7%	13.7%	94.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2500	1355	449	1943	1223	720	2233
%H		54.2%	18.0%	77.7%	48.9%	28.8%	89.3%
Receives HDTV (via STB or built-in reception)	546	312	133	380	263	117	512
%V	21.8%	23.0%	29.6%	19.6%	21.5%	16.3%	22.9%
%H		57.1%	24.4%	69.6%	48.2%	21.4%	93.8%
DVD/Blu-ray player or recorder	952	525	167	785	514	271	864
%V	38.1%	38.7%	37.2%	40.4%	42.0%	37.6%	38.7%
%H		55.1%	17.5%	82.5%	54.0%	28.5%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6202	5983	2926	1071	4168	2181	1987	5358
%H		96.5%	47.2%	17.3%	67.2%	35.2%	32.0%	86.4%
Total Children	1182	1154	645	216	742	446	296	1113
%V	19.1%	19.3%	22.0%	20.2%	17.8%	20.4%	14.9%	20.8%
%H		97.6%	54.6%	18.3%	62.8%	37.7%	25.0%	94.2%
0 - 3	317	308	164	57	182	97	84	291
%V	5.1%	5.1%	5.6%	5.3%	4.4%	4.4%	4.2%	5.4%
%H		97.2%	51.7%	18.0%	57.4%	30.6%	26.5%	91.8%
4 - 15	865	846	481	158	561	349	212	822
%V	13.9%	14.1%	16.4%	14.8%	13.5%	16.0%	10.7%	15.3%
%H		97.8%	55.6%	18.3%	64.9%	40.3%	24.5%	95.0%
4 - 9	443	432	241	79	276	166	110	415
%V	7.1%	7.2%	8.2%	7.4%	6.6%	7.6%	5.5%	7.7%
%H		97.5%	54.4%	17.8%	62.3%	37.5%	24.8%	93.7%
10 - 15	422	414	240	79	285	183	102	407
%V	6.8%	6.9%	8.2%	7.4%	6.8%	8.4%	5.1%	7.6%
%H		98.1%	56.9%	18.7%	67.5%	43.4%	24.2%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6202	5983	2926	1071	4168	2181	1987	5358
%H		96.5%	47.2%	17.3%	67.2%	35.2%	32.0%	86.4%
Total Adults (16+)	5021	4829	2281	856	3425	1734	1691	4245
%V	81.0%	80.7%	78.0%	79.9%	82.2%	79.5%	85.1%	79.2%
%H		96.2%	45.4%	17.0%	68.2%	34.5%	33.7%	84.5%
16 - 19	294	282	141	59	190	116	74	273
%V	4.7%	4.7%	4.8%	5.5%	4.6%	5.3%	3.7%	5.1%
%H		95.9%	48.0%	20.1%	64.6%	39.5%	25.2%	92.9%
20 - 24	335	306	125	80	207	113	94	299
%V	5.4%	5.1%	4.3%	7.5%	5.0%	5.2%	4.7%	5.6%
%H		91.3%	37.3%	23.9%	61.8%	33.7%	28.1%	89.3%
25 - 34	799	761	385	159	493	278	214	736
%V	12.9%	12.7%	13.2%	14.8%	11.8%	12.7%	10.8%	13.7%
%H		95.2%	48.2%	19.9%	61.7%	34.8%	26.8%	92.1%
35 - 44	795	767	422	147	482	285	197	756
%V	12.8%	12.8%	14.4%	13.7%	11.6%	13.1%	9.9%	14.1%
%H		96.5%	53.1%	18.5%	60.6%	35.8%	24.8%	95.1%
45 - 54	899	863	427	164	621	343	278	822
%V	14.5%	14.4%	14.6%	15.3%	14.9%	15.7%	14.0%	15.3%
%H		96.0%	47.5%	18.2%	69.1%	38.2%	30.9%	91.4%
55 - 64	713	693	336	109	504	252	253	621
%V	11.5%	11.6%	11.5%	10.2%	12.1%	11.6%	12.7%	11.6%
%H		97.2%	47.1%	15.3%	70.7%	35.3%	35.5%	87.1%
65+	1185	1157	446	139	928	348	581	738
%V	19.1%	19.3%	15.2%	13.0%	22.3%	16.0%	29.2%	13.8%
%H		97.6%	37.6%	11.7%	78.3%	29.4%	49.0%	62.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5021	4829	2281	856	3425	1734	1691	4245
%H		96.2%	45.4%	17.0%	68.2%	34.5%	33.7%	84.5%
AB	1589	1541	759	256	1098	567	531	1494
%V	31.6%	31.9%	33.3%	29.9%	32.1%	32.7%	31.4%	35.2%
%H		97.0%	47.8%	16.1%	69.1%	35.7%	33.4%	94.0%
C1	1460	1373	636	276	956	502	454	1269
%V	29.1%	28.4%	27.9%	32.2%	27.9%	29.0%	26.8%	29.9%
%H		94.0%	43.6%	18.9%	65.5%	34.4%	31.1%	86.9%
C2	1068	1054	528	187	770	424	346	899
%V	21.3%	21.8%	23.1%	21.8%	22.5%	24.5%	20.5%	21.2%
%H		98.7%	49.4%	17.5%	72.1%	39.7%	32.4%	84.2%
D	594	569	246	107	372	162	210	436
%V	11.8%	11.8%	10.8%	12.5%	10.9%	9.3%	12.4%	10.3%
%H		95.8%	41.4%	18.0%	62.6%	27.3%	35.4%	73.4%
E	310	292	113	30	229	79	150	146
%V	6.2%	6.0%	5.0%	3.5%	6.7%	4.6%	8.9%	3.4%
%H		94.2%	36.5%	9.7%	73.9%	25.5%	48.4%	47.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5021	4829	2281	856	3425	1734	1691	4245
%H		96.2%	45.4%	17.0%	68.2%	34.5%	33.7%	84.5%
Working full time	2299	2216	1152	448	1471	846	625	2154
%V	45.8%	45.9%	50.5%	52.3%	42.9%	48.8%	37.0%	50.7%
%H		96.4%	50.1%	19.5%	64.0%	36.8%	27.2%	93.7%
Working part time	586	571	275	101	409	212	197	529
%V	11.7%	11.8%	12.1%	11.8%	11.9%	12.2%	11.6%	12.5%
%H		97.4%	46.9%	17.2%	69.8%	36.2%	33.6%	90.3%
Not working	2135	2042	855	307	1546	676	870	1562
%V	42.5%	42.3%	37.5%	35.9%	45.1%	39.0%	51.4%	36.8%
%H		95.6%	40.0%	14.4%	72.4%	31.7%	40.7%	73.2%
Housewife/Houseperson	2664	2552	1143	412	1832	834	998	2104
%V	53.1%	52.8%	50.1%	48.1%	53.5%	48.1%	59.0%	49.6%
%H		95.8%	42.9%	15.5%	68.8%	31.3%	37.5%	79.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2447	2344	1119	429	1649	857	791	2108
%H		95.8%	45.7%	17.5%	67.4%	35.0%	32.3%	86.1%
16 - 19	149	142	71	26	96	57	39	138
%V	6.1%	6.1%	6.3%	6.1%	5.8%	6.7%	4.9%	6.5%
%H		95.3%	47.7%	17.4%	64.4%	38.3%	26.2%	92.6%
20 - 24	172	153	67	40	99	59	40	153
%V	7.0%	6.5%	6.0%	9.3%	6.0%	6.9%	5.1%	7.3%
%H		89.0%	39.0%	23.3%	57.6%	34.3%	23.3%	89.0%
25 - 34	402	385	194	80	249	139	109	366
%V	16.4%	16.4%	17.3%	18.6%	15.1%	16.2%	13.8%	17.4%
%H		95.8%	48.3%	19.9%	61.9%	34.6%	27.1%	91.0%
35 - 44	395	377	206	72	233	137	96	374
%V	16.1%	16.1%	18.4%	16.8%	14.1%	16.0%	12.1%	17.7%
%H		95.4%	52.2%	18.2%	59.0%	34.7%	24.3%	94.7%
45 - 54	444	424	203	90	305	171	134	402
%V	18.1%	18.1%	18.1%	21.0%	18.5%	20.0%	16.9%	19.1%
%H		95.5%	45.7%	20.3%	68.7%	38.5%	30.2%	90.5%
55 - 64	348	339	164	56	245	123	122	308
%V	14.2%	14.5%	14.7%	13.1%	14.9%	14.4%	15.4%	14.6%
%H		97.4%	47.1%	16.1%	70.4%	35.3%	35.1%	88.5%
65+	538	524	213	65	422	170	252	367
%V	22.0%	22.4%	19.0%	15.2%	25.6%	19.8%	31.9%	17.4%
%H		97.4%	39.6%	12.1%	78.4%	31.6%	46.8%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2447	2344	1119	429	1649	857	791	2108
%H		95.8%	45.7%	17.5%	67.4%	35.0%	32.3%	86.1%
AB	804	777	384	133	551	287	263	762
%V	32.9%	33.1%	34.3%	31.0%	33.4%	33.5%	33.2%	36.1%
%H		96.6%	47.8%	16.5%	68.5%	35.7%	32.7%	94.8%
C1	675	632	297	136	430	238	192	604
%V	27.6%	27.0%	26.5%	31.7%	26.1%	27.8%	24.3%	28.7%
%H		93.6%	44.0%	20.1%	63.7%	35.3%	28.4%	89.5%
C2	558	549	271	99	400	218	182	472
%V	22.8%	23.4%	24.2%	23.1%	24.3%	25.4%	23.0%	22.4%
%H		98.4%	48.6%	17.7%	71.7%	39.1%	32.6%	84.6%
D	287	275	126	52	175	82	93	213
%V	11.7%	11.7%	11.3%	12.1%	10.6%	9.6%	11.8%	10.1%
%H		95.8%	43.9%	18.1%	61.0%	28.6%	32.4%	74.2%
E	123	112	41	9	93	31	61	57
%V	5.0%	4.8%	3.7%	2.1%	5.6%	3.6%	7.7%	2.7%
%H		91.1%	33.3%	7.3%	75.6%	25.2%	49.6%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2447	2344	1119	429	1649	857	791	2108
%H		95.8%	45.7%	17.5%	67.4%	35.0%	32.3%	86.1%
Working full time	1421	1367	714	276	904	523	381	1329
%V	58.1%	58.3%	63.8%	64.3%	54.8%	61.0%	48.2%	63.0%
%H		96.2%	50.2%	19.4%	63.6%	36.8%	26.8%	93.5%
Working part time	127	122	56	19	85	39	46	108
%V	5.2%	5.2%	5.0%	4.4%	5.2%	4.6%	5.8%	5.1%
%H		96.1%	44.1%	15.0%	66.9%	30.7%	36.2%	85.0%
Not working	899	856	349	134	660	295	364	671
%V	36.7%	36.5%	31.2%	31.2%	40.0%	34.4%	46.0%	31.8%
%H		95.2%	38.8%	14.9%	73.4%	32.8%	40.5%	74.6%
Housewife/Houseperson	540	497	187	77	360	127	233	382
%V	22.1%	21.2%	16.7%	17.9%	21.8%	14.8%	29.5%	18.1%
%H		92.0%	34.6%	14.3%	66.7%	23.5%	43.1%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2574	2485	1163	427	1776	877	899	2137
%H		96.5%	45.2%	16.6%	69.0%	34.1%	34.9%	83.0%
16 - 19	145	140	70	33	94	59	35	135
%V	5.6%	5.6%	6.0%	7.7%	5.3%	6.7%	3.9%	6.3%
%H		96.6%	48.3%	22.8%	64.8%	40.7%	24.1%	93.1%
20 - 24	163	153	58	40	108	54	53	146
%V	6.3%	6.2%	5.0%	9.4%	6.1%	6.2%	5.9%	6.8%
%H		93.9%	35.6%	24.5%	66.3%	33.1%	32.5%	89.6%
25 - 34	397	377	190	79	244	139	105	370
%V	15.4%	15.2%	16.3%	18.5%	13.7%	15.8%	11.7%	17.3%
%H		95.0%	47.9%	19.9%	61.5%	35.0%	26.4%	93.2%
35 - 44	400	390	216	75	250	148	102	382
%V	15.5%	15.7%	18.6%	17.6%	14.1%	16.9%	11.3%	17.9%
%H		97.5%	54.0%	18.8%	62.5%	37.0%	25.5%	95.5%
45 - 54	455	440	224	74	317	172	145	420
%V	17.7%	17.7%	19.3%	17.3%	17.8%	19.6%	16.1%	19.7%
%H		96.7%	49.2%	16.3%	69.7%	37.8%	31.9%	92.3%
55 - 64	366	354	172	52	259	128	131	313
%V	14.2%	14.2%	14.8%	12.2%	14.6%	14.6%	14.6%	14.6%
%H		96.7%	47.0%	14.2%	70.8%	35.0%	35.8%	85.5%
65+	647	633	233	74	506	177	329	371
%V	25.1%	25.5%	20.0%	17.3%	28.5%	20.2%	36.6%	17.4%
%H		97.8%	36.0%	11.4%	78.2%	27.4%	50.9%	57.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2574	2485	1163	427	1776	877	899	2137
%H		96.5%	45.2%	16.6%	69.0%	34.1%	34.9%	83.0%
AB	785	764	375	123	548	280	268	732
%V	30.5%	30.7%	32.2%	28.8%	30.9%	31.9%	29.8%	34.3%
%H		97.3%	47.8%	15.7%	69.8%	35.7%	34.1%	93.2%
C1	785	741	339	140	526	264	262	665
%V	30.5%	29.8%	29.1%	32.8%	29.6%	30.1%	29.1%	31.1%
%H		94.4%	43.2%	17.8%	67.0%	33.6%	33.4%	84.7%
C2	509	505	257	88	370	206	164	427
%V	19.8%	20.3%	22.1%	20.6%	20.8%	23.5%	18.2%	20.0%
%H		99.2%	50.5%	17.3%	72.7%	40.5%	32.2%	83.9%
D	307	295	120	55	197	80	117	224
%V	11.9%	11.9%	10.3%	12.9%	11.1%	9.1%	13.0%	10.5%
%H		96.1%	39.1%	17.9%	64.2%	26.1%	38.1%	73.0%
E	187	180	72	20	136	48	88	89
%V	7.3%	7.2%	6.2%	4.7%	7.7%	5.5%	9.8%	4.2%
%H		96.3%	38.5%	10.7%	72.7%	25.7%	47.1%	47.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2574	2485	1163	427	1776	877	899	2137
%H		96.5%	45.2%	16.6%	69.0%	34.1%	34.9%	83.0%
Working full time	878	850	438	172	567	323	244	825
%V	34.1%	34.2%	37.7%	40.3%	31.9%	36.8%	27.1%	38.6%
%H		96.8%	49.9%	19.6%	64.6%	36.8%	27.8%	94.0%
Working part time	460	449	219	82	324	173	150	421
%V	17.9%	18.1%	18.8%	19.2%	18.2%	19.7%	16.7%	19.7%
%H		97.6%	47.6%	17.8%	70.4%	37.6%	32.6%	91.5%
Not working	1236	1186	506	172	886	380	505	891
%V	48.0%	47.7%	43.5%	40.3%	49.9%	43.3%	56.2%	41.7%
%H		96.0%	40.9%	13.9%	71.7%	30.7%	40.9%	72.1%
Housewife/Houseperson	2124	2055	956	335	1472	707	765	1722
%V	82.5%	82.7%	82.2%	78.5%	82.9%	80.6%	85.1%	80.6%
%H		96.8%	45.0%	15.8%	69.3%	33.3%	36.0%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

Contents	Page
Household	
Table 21.1: Social Grade	564
Table 21.2: Housewife Age	565
Table 21.3: Size of Household	566
Table 21.4: Presence of Children	567
Table 21.5: Number of TV sets in household	568
Table 21.6: Screen size	569
Table 21.7: Location of ANY set in household	570
Table 21.8: Platform Provider	571
Table 21.9: Recorders and other equipment	572
Table 21.10: Computers and Internet	573
Sets	
Table 21.11: Screen Size	574
Table 21.12: Location of set	575
Table 21.13: Recorders	576
Table 21.14: Other TV equipment	576
Table 21.15: Main Set Screen Size	577
Table 21.16: Main Set Recorders	578
Table 21.17: Main Set - Other TV equipment	578
Table 21.18: Other Sets (non-Main Set) Screen Size	579
Table 21.19: Other Set (non-Main Set) Recorders	580
Table 21.20: Other Set (non-Main Set) - Other TV equipment	580
Individuals	
Table 21.21: Age of Children	581
Table 21.22: Adults - Age	582
Table 21.23: Social Grade (Adults 16+)	583
Table 21.24: Working Status (Adults 16+)	584
Table 21.25: Males - Age	585
Table 21.26: Social Grade (Males 16+)	586
Table 21.27: Working Status (Males 16+)	587
Table 21.28: Females - Age	588
Table 21.29: Social Grade (Females 16+)	589
Table 21.30: Working Status (Females 16+)	590

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
AB	1354	1306	621	200	958	468	489	1253
%V	28.5%	28.7%	30.0%	29.3%	28.8%	30.5%	27.3%	33.2%
%H (All HH)		96.5%	45.9%	14.8%	70.8%	34.6%	36.1%	92.5%
%H (TV HH)			47.5%	15.3%	73.4%	35.8%	37.4%	
C1	1382	1311	600	212	954	452	501	1152
%V	29.1%	28.9%	29.0%	31.1%	28.7%	29.4%	27.9%	30.5%
%H (All HH)		94.9%	43.4%	15.3%	69.0%	32.7%	36.3%	83.4%
%H (TV HH)			45.8%	16.2%	72.8%	34.5%	38.2%	
C2	979	952	473	137	708	368	340	772
%V	20.6%	21.0%	22.9%	20.1%	21.3%	24.0%	19.0%	20.5%
%H (All HH)		97.2%	48.3%	14.0%	72.3%	37.6%	34.7%	78.9%
%H (TV HH)			49.7%	14.4%	74.4%	38.7%	35.7%	
D	629	593	240	96	411	159	251	417
%V	13.3%	13.1%	11.6%	14.1%	12.3%	10.4%	14.0%	11.1%
%H (All HH)		94.3%	38.2%	15.3%	65.3%	25.3%	39.9%	66.3%
%H (TV HH)			40.5%	16.2%	69.3%	26.8%	42.3%	
E	404	382	135	36	298	86	212	178
%V	8.5%	8.4%	6.5%	5.3%	9.0%	5.6%	11.8%	4.7%
%H (All HH)		94.6%	33.4%	8.9%	73.8%	21.3%	52.5%	44.1%
%H (TV HH)			35.3%	9.4%	78.0%	22.5%	55.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Under 25	173	149	51	23	105	38	66	139
%V	3.6%	3.3%	2.5%	3.4%	3.2%	2.5%	3.7%	3.7%
%H (All HH)		86.1%	29.5%	13.3%	60.7%	22.0%	38.2%	80.3%
%H (TV HH)			34.2%	15.4%	70.5%	25.5%	44.3%	
25 - 34	680	643	327	123	402	216	186	625
%V	14.3%	14.2%	15.8%	18.0%	12.1%	14.1%	10.4%	16.6%
%H (All HH)		94.6%	48.1%	18.1%	59.1%	31.8%	27.4%	91.9%
%H (TV HH)			50.9%	19.1%	62.5%	33.6%	28.9%	
35 - 44	807	777	429	132	500	281	219	757
%V	17.0%	17.1%	20.7%	19.4%	15.0%	18.3%	12.2%	20.1%
%H (All HH)		96.3%	53.2%	16.4%	62.0%	34.8%	27.1%	93.8%
%H (TV HH)			55.2%	17.0%	64.4%	36.2%	28.2%	
45 - 54	926	890	440	155	656	356	300	837
%V	19.5%	19.6%	21.3%	22.7%	19.7%	23.2%	16.7%	22.2%
%H (All HH)		96.1%	47.5%	16.7%	70.8%	38.4%	32.4%	90.4%
%H (TV HH)			49.4%	17.4%	73.7%	40.0%	33.7%	
55 - 64	791	760	361	106	568	273	295	668
%V	16.7%	16.7%	17.4%	15.5%	17.1%	17.8%	16.4%	17.7%
%H (All HH)		96.1%	45.6%	13.4%	71.8%	34.5%	37.3%	84.5%
%H (TV HH)			47.5%	13.9%	74.7%	35.9%	38.8%	
65 +	1369	1325	462	143	1098	369	728	746
%V	28.8%	29.2%	22.3%	21.0%	33.0%	24.0%	40.6%	19.8%
%H (All HH)		96.8%	33.7%	10.4%	80.2%	27.0%	53.2%	54.5%
%H (TV HH)			34.9%	10.8%	82.9%	27.8%	54.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
1	1403	1305	428	139	1014	281	733	779
%V	29.6%	28.7%	20.7%	20.4%	30.5%	18.3%	40.9%	20.6%
%H (All HH)		93.0%	30.5%	9.9%	72.3%	20.0%	52.2%	55.5%
%H (TV HH)			32.8%	10.7%	77.7%	21.5%	56.2%	
2	1677	1622	741	234	1225	574	651	1411
%V	35.3%	35.7%	35.8%	34.3%	36.8%	37.4%	36.3%	37.4%
%H (All HH)		96.7%	44.2%	14.0%	73.0%	34.2%	38.8%	84.1%
%H (TV HH)			45.7%	14.4%	75.5%	35.4%	40.1%	
3	722	702	390	129	472	287	185	675
%V	15.2%	15.4%	18.8%	18.9%	14.2%	18.7%	10.3%	17.9%
%H (All HH)		97.2%	54.0%	17.9%	65.4%	39.8%	25.6%	93.5%
%H (TV HH)			55.6%	18.4%	67.2%	40.9%	26.4%	
4	647	629	349	124	418	262	156	623
%V	13.6%	13.8%	16.9%	18.2%	12.6%	17.1%	8.7%	16.5%
%H (All HH)		97.2%	53.9%	19.2%	64.6%	40.5%	24.1%	96.3%
%H (TV HH)			55.5%	19.7%	66.5%	41.7%	24.8%	
5+	297	286	161	55	200	131	69	286
%V	6.3%	6.3%	7.8%	8.1%	6.0%	8.5%	3.8%	7.6%
%H (All HH)		96.3%	54.2%	18.5%	67.3%	44.1%	23.2%	96.3%
%H (TV HH)			56.3%	19.2%	69.9%	45.8%	24.1%	
Average HH size	2.34	2.36	2.58	2.63	2.29	2.63	2.00	2.56

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Without	3545	3378	1412	479	2555	1065	1489	2638
%V	74.7%	74.3%	68.2%	70.2%	76.8%	69.4%	83.0%	69.9%
%H (All HH)		95.3%	39.8%	13.5%	72.1%	30.0%	42.0%	74.4%
%H (TV HH)			41.8%	14.2%	75.6%	31.5%	44.1%	
With	1201	1166	658	203	774	469	304	1135
%V	25.3%	25.7%	31.8%	29.8%	23.3%	30.6%	16.9%	30.1%
%H (All HH)		97.1%	54.8%	16.9%	64.4%	39.1%	25.3%	94.5%
%H (TV HH)			56.4%	17.4%	66.4%	40.2%	26.1%	
0 - 3	464	449	252	74	277	159	118	429
%V	9.8%	9.9%	12.2%	10.9%	8.3%	10.4%	6.6%	11.4%
%H (All HH)		96.8%	54.3%	15.9%	59.7%	34.3%	25.4%	92.5%
%H (TV HH)			56.1%	16.5%	61.7%	35.4%	26.3%	
4 - 9	614	597	348	98	386	236	150	583
%V	12.9%	13.1%	16.8%	14.4%	11.6%	15.4%	8.4%	15.5%
%H (All HH)		97.2%	56.7%	16.0%	62.9%	38.4%	24.4%	95.0%
%H (TV HH)			58.3%	16.4%	64.7%	39.5%	25.1%	
10 - 15	550	536	313	103	384	258	125	528
%V	11.6%	11.8%	15.1%	15.1%	11.5%	16.8%	7.0%	14.0%
%H (All HH)		97.5%	56.9%	18.7%	69.8%	46.9%	22.7%	96.0%
%H (TV HH)			58.4%	19.2%	71.6%	48.1%	23.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
1	1795	1795	635	234	1202	294	907	1249
%V	37.8%	39.5%	30.7%	34.3%	36.1%	19.2%	50.6%	33.1%
%H (All HH)		100.0%	35.4%	13.0%	67.0%	16.4%	50.5%	69.6%
%H (TV HH)			35.4%	13.0%	67.0%	16.4%	50.5%	
2	1581	1581	740	261	1171	584	587	1295
%V	33.3%	34.8%	35.7%	38.3%	35.2%	38.0%	32.7%	34.3%
%H (All HH)		100.0%	46.8%	16.5%	74.1%	36.9%	37.1%	81.9%
%H (TV HH)			46.8%	16.5%	74.1%	36.9%	37.1%	
3	716	716	415	110	572	376	196	657
%V	15.1%	15.8%	20.0%	16.1%	17.2%	24.5%	10.9%	17.4%
%H (All HH)		100.0%	58.0%	15.4%	79.9%	52.5%	27.4%	91.8%
%H (TV HH)			58.0%	15.4%	79.9%	52.5%	27.4%	
4	296	296	185	51	244	179	66	282
%V	6.2%	6.5%	8.9%	7.5%	7.3%	11.7%	3.7%	7.5%
%H (All HH)		100.0%	62.5%	17.2%	82.4%	60.5%	22.3%	95.3%
%H (TV HH)			62.5%	17.2%	82.4%	60.5%	22.3%	
5+	157	157	95	25	139	102	37	153
%V	3.3%	3.5%	4.6%	3.7%	4.2%	6.6%	2.1%	4.1%
%H (All HH)		100.0%	60.5%	15.9%	88.5%	65.0%	23.6%	97.5%
%H (TV HH)			60.5%	15.9%	88.5%	65.0%	23.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Under 20"	1301	1301	619	180	1085	579	507	1086
%V	27.4%	28.6%	29.9%	26.4%	32.6%	37.7%	28.3%	28.8%
%H (All HH)		100.0%	47.6%	13.8%	83.4%	44.5%	39.0%	83.5%
%H (TV HH)			47.6%	13.8%	83.4%	44.5%	39.0%	
20" - 29"	1772	1772	762	259	1423	659	764	1351
%V	37.3%	39.0%	36.8%	38.0%	42.8%	42.9%	42.6%	35.8%
%H (All HH)		100.0%	43.0%	14.6%	80.3%	37.2%	43.1%	76.2%
%H (TV HH)			43.0%	14.6%	80.3%	37.2%	43.1%	
30" - 39"	2360	2360	1124	387	1730	871	859	1957
%V	49.7%	51.9%	54.3%	56.7%	52.0%	56.7%	47.9%	51.9%
%H (All HH)		100.0%	47.6%	16.4%	73.3%	36.9%	36.4%	82.9%
%H (TV HH)			47.6%	16.4%	73.3%	36.9%	36.4%	
40" and over	1868	1868	1106	307	1289	823	466	1694
%V	39.4%	41.1%	53.4%	45.0%	38.7%	53.6%	26.0%	44.9%
%H (All HH)		100.0%	59.2%	16.4%	69.0%	44.1%	24.9%	90.7%
%H (TV HH)			59.2%	16.4%	69.0%	44.1%	24.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%V (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Main living room	4465	4465	2047	673	3279	1521	1758	3577
%V	94.1%	98.3%	98.9%	98.7%	98.5%	99.1%	98.0%	94.8%
%H (All HH)		100.0%	45.8%	15.1%	73.4%	34.1%	39.4%	80.1%
%H (TV HH)			45.8%	15.1%	73.4%	34.1%	39.4%	
Kitchen	585	585	315	72	506	303	204	508
%V	12.3%	12.9%	15.2%	10.6%	15.2%	19.7%	11.4%	13.5%
%H (All HH)		100.0%	53.8%	12.3%	86.5%	51.8%	34.9%	86.8%
%H (TV HH)			53.8%	12.3%	86.5%	51.8%	34.9%	
Adult's bedroom	1983	1983	1057	319	1569	948	621	1731
%V	41.8%	43.6%	51.1%	46.8%	47.1%	61.8%	34.6%	45.9%
%H (All HH)		100.0%	53.3%	16.1%	79.1%	47.8%	31.3%	87.3%
%H (TV HH)			53.3%	16.1%	79.1%	47.8%	31.3%	
Child's bedroom	428	428	265	88	318	238	80	411
%V	9.0%	9.4%	12.8%	12.9%	9.6%	15.5%	4.5%	10.9%
%H (All HH)		100.0%	61.9%	20.6%	74.3%	55.6%	18.7%	96.0%
%H (TV HH)			61.9%	20.6%	74.3%	55.6%	18.7%	
Other bedroom	241	241	138	39	190	124	66	219
%V	5.1%	5.3%	6.7%	5.7%	5.7%	8.1%	3.7%	5.8%
%H (All HH)		100.0%	57.3%	16.2%	78.8%	51.5%	27.4%	90.9%
%H (TV HH)			57.3%	16.2%	78.8%	51.5%	27.4%	
Second living/dining room	388	388	199	65	305	178	127	343
%V	8.2%	8.5%	9.6%	9.5%	9.2%	11.6%	7.1%	9.1%
%H (All HH)		100.0%	51.3%	16.8%	78.6%	45.9%	32.7%	88.4%
%H (TV HH)			51.3%	16.8%	78.6%	45.9%	32.7%	
Study/office	102	102	62	13	83	54	28	98
%V	2.1%	2.2%	3.0%	1.9%	2.5%	3.5%	1.6%	2.6%
%H (All HH)		100.0%	60.8%	12.7%	81.4%	52.9%	27.5%	96.1%
%H (TV HH)			60.8%	12.7%	81.4%	52.9%	27.5%	
TV room	44	44	23	9	28	16	13	43
%V	0.9%	1.0%	1.1%	1.3%	0.8%	1.0%	0.7%	1.1%
%H (All HH)		100.0%	52.3%	20.5%	63.6%	36.4%	29.5%	97.7%
%H (TV HH)			52.3%	20.5%	63.6%	36.4%	29.5%	
Conservatory	95	95	59	12	86	58	28	86
%V	2.0%	2.1%	2.9%	1.8%	2.6%	3.8%	1.6%	2.3%
%H (All HH)		100.0%	62.1%	12.6%	90.5%	61.1%	29.5%	90.5%
%H (TV HH)			62.1%	12.6%	90.5%	61.1%	29.5%	
Attic or loft room	13	13	5	3	13	8	5	11
%V	0.3%	0.3%	0.2%	0.4%	0.4%	0.5%	0.3%	0.3%
%H (All HH)		100.0%	38.5%	23.1%	100.0%	61.5%	38.5%	84.6%
%H (TV HH)			38.5%	23.1%	100.0%	61.5%	38.5%	
No specific location	13	13	6	2	11	6	5	10
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	46.2%	15.4%	84.6%	46.2%	38.5%	76.9%
%H (TV HH)			46.2%	15.4%	84.6%	46.2%	38.5%	
Other	53	53	35	5	39	25	14	48
%V	1.1%	1.2%	1.7%	0.7%	1.2%	1.6%	0.8%	1.3%
%H (All HH)		100.0%	66.0%	9.4%	73.6%	47.2%	26.4%	90.6%
%H (TV HH)			66.0%	9.4%	73.6%	47.2%	26.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South East Macro

Household level data

Table 21.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Any DSAT provider	2070	2070	2070	37	1201	1201	0	1823
%V	43.6%	45.6%	100.0%	5.4%	36.1%	78.2%	0.0%	48.3%
%H (All HH)			100.0%	1.8%	58.0%	58.0%	0.0%	88.1%
%H (TV HH)			100.0%	1.8%	58.0%	58.0%	0.0%	
Sky with subcription	1658	1658	1658	19	943	943	0	1483
%V	34.9%	36.5%	80.1%	2.8%	28.3%	61.4%	0.0%	39.3%
%H (All HH)			100.0%	1.1%	56.9%	56.9%	0.0%	89.4%
%H (TV HH)			100.0%	1.1%	56.9%	56.9%	0.0%	
Sky without subscription	98	98	98	3	62	62	0	80
%V	2.1%	2.2%	4.7%	0.4%	1.9%	4.0%	0.0%	2.1%
%H (All HH)			100.0%	3.1%	63.3%	63.3%	0.0%	81.6%
%H (TV HH)			100.0%	3.1%	63.3%	63.3%	0.0%	
Freesat	302	302	302	14	195	195	0	250
%V	6.4%	6.6%	14.6%	2.1%	5.9%	12.7%	0.0%	6.6%
%H (All HH)			100.0%	4.6%	64.6%	64.6%	0.0%	82.8%
%H (TV HH)			100.0%	4.6%	64.6%	64.6%	0.0%	
Other satellite provider	64	64	64	5	31	31	0	55
%V	1.3%	1.4%	3.1%	0.7%	0.9%	2.0%	0.0%	1.5%
%H (All HH)			100.0%	7.8%	48.4%	48.4%	0.0%	85.9%
%H (TV HH)			100.0%	7.8%	48.4%	48.4%	0.0%	
DCAB	682	682	37	682	352	352	0	622
%V	14.4%	15.0%	1.8%	100.0%	10.6%	22.9%	0.0%	16.5%
%H (All HH)			5.4%	100.0%	51.6%	51.6%	0.0%	91.2%
%H (TV HH)			5.4%	100.0%	51.6%	51.6%	0.0%	
DTT	3328	3328	1201	352	3328	1535	1794	2559
%V	70.1%	73.2%	58.0%	51.6%	100.0%	100.0%	100.0%	67.8%
%H (All HH)		100.0%	36.1%	10.6%	100.0%	46.1%	53.9%	76.9%
%H (TV HH)			36.1%	10.6%	100.0%	46.1%	53.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South East Macro

Household level data

Table 21.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%H (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
PVR	2877	2877	1737	528	1928	1285	643	2573
%V	60.6%	63.3%	83.9%	77.4%	57.9%	83.7%	35.8%	68.2%
%H (All HH)		100.0%	60.4%	18.4%	67.0%	44.7%	22.3%	89.4%
%H (TV HH)			60.4%	18.4%	67.0%	44.7%	22.3%	
DVDR	286	286	132	40	224	109	115	242
%V	6.0%	6.3%	6.4%	5.9%	6.7%	7.1%	6.4%	6.4%
%H (All HH)		100.0%	46.2%	14.0%	78.3%	38.1%	40.2%	84.6%
%H (TV HH)			46.2%	14.0%	78.3%	38.1%	40.2%	
VCR	191	191	77	24	160	68	92	130
%V	4.0%	4.2%	3.7%	3.5%	4.8%	4.4%	5.1%	3.4%
%H (All HH)		100.0%	40.3%	12.6%	83.8%	35.6%	48.2%	68.1%
%H (TV HH)			40.3%	12.6%	83.8%	35.6%	48.2%	
Any recorder	3036	3036	1778	541	2061	1313	748	2664
%V	64.0%	66.8%	85.9%	79.3%	61.9%	85.5%	41.7%	70.6%
%H (All HH)		100.0%	58.6%	17.8%	67.9%	43.2%	24.6%	87.7%
%H (TV HH)			58.6%	17.8%	67.9%	43.2%	24.6%	
Receives HDTV (via STB or built-in reception)	2477	2477	1364	511	1702	1074	628	2225
%V	52.2%	54.5%	65.9%	74.9%	51.1%	70.0%	35.0%	59.0%
%H (All HH)		100.0%	55.1%	20.6%	68.7%	43.4%	25.4%	89.8%
%H (TV HH)			55.1%	20.6%	68.7%	43.4%	25.4%	
DVD/Blu-ray player or recorder	3520	3520	1712	551	2562	1286	1276	2943
%V	74.2%	77.5%	82.7%	80.8%	77.0%	83.8%	71.1%	78.0%
%H (All HH)		100.0%	48.6%	15.7%	72.8%	36.5%	36.3%	83.6%
%H (TV HH)			48.6%	15.7%	72.8%	36.5%	36.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4746	4544	2070	682	3328	1535	1794	3773
%V (All HH)		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%
%H (TV HH)			45.6%	15.0%	73.2%	33.8%	39.5%	
Has broadband internet	3773	3636	1823	622	2559	1365	1194	3773
%V	79.5%	80.0%	88.1%	91.2%	76.9%	88.9%	66.6%	100.0%
%H (All HH)		96.4%	48.3%	16.5%	67.8%	36.2%	31.6%	100.0%
%H (TV HH)			50.1%	17.1%	70.4%	37.5%	32.8%	
Number of computers (PCs and laptops)								
0	839	795	213	65	663	148	516	54
%V	17.7%	17.5%	10.3%	9.5%	19.9%	9.6%	28.8%	1.4%
%H (All HH)		94.8%	25.4%	7.7%	79.0%	17.6%	61.5%	6.4%
%H (TV HH)			26.8%	8.2%	83.4%	18.6%	64.9%	
1	1452	1370	581	180	1003	403	600	1310
%V	30.6%	30.1%	28.1%	26.4%	30.1%	26.3%	33.4%	34.7%
%H (All HH)		94.4%	40.0%	12.4%	69.1%	27.8%	41.3%	90.2%
%H (TV HH)			42.4%	13.1%	73.2%	29.4%	43.8%	
2	1085	1045	539	181	726	394	333	1056
%V	22.9%	23.0%	26.0%	26.5%	21.8%	25.7%	18.6%	28.0%
%H (All HH)		96.3%	49.7%	16.7%	66.9%	36.3%	30.7%	97.3%
%H (TV HH)			51.6%	17.3%	69.5%	37.7%	31.9%	
3	624	612	322	125	417	252	166	618
%V	13.1%	13.5%	15.6%	18.3%	12.5%	16.4%	9.3%	16.4%
%H (All HH)		98.1%	51.6%	20.0%	66.8%	40.4%	26.6%	99.0%
%H (TV HH)			52.6%	20.4%	68.1%	41.2%	27.1%	
4	356	347	202	59	255	166	89	350
%V	7.5%	7.6%	9.8%	8.7%	7.7%	10.8%	5.0%	9.3%
%H (All HH)		97.5%	56.7%	16.6%	71.6%	46.6%	25.0%	98.3%
%H (TV HH)			58.2%	17.0%	73.5%	47.8%	25.6%	
5+	389	376	213	72	263	173	90	385
%V	8.2%	8.3%	10.3%	10.6%	7.9%	11.3%	5.0%	10.2%
%H (All HH)		96.7%	54.8%	18.5%	67.6%	44.5%	23.1%	99.0%
%H (TV HH)			56.6%	19.1%	69.9%	46.0%	23.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9131	4614	1425	6989	3854	3135	7763
%H		50.5%	15.6%	76.5%	42.2%	34.3%	85.0%
Under 20"	1712	836	234	1447	801	645	1465
%V	18.7%	18.1%	16.4%	20.7%	20.8%	20.6%	18.9%
%H		48.8%	13.7%	84.5%	46.8%	37.7%	85.6%
20" - 29"	2239	1002	335	1822	902	920	1763
%V	24.5%	21.7%	23.5%	26.1%	23.4%	29.3%	22.7%
%H		44.8%	15.0%	81.4%	40.3%	41.1%	78.7%
30" - 39"	2777	1355	463	2048	1075	973	2343
%V	30.4%	29.4%	32.5%	29.3%	27.9%	31.0%	30.2%
%H		48.8%	16.7%	73.7%	38.7%	35.0%	84.4%
40" and over	2176	1315	354	1509	985	524	1993
%V	23.8%	28.5%	24.8%	21.6%	25.6%	16.7%	25.7%
%H		60.4%	16.3%	69.3%	45.3%	24.1%	91.6%
Don't know	82	29	16	71	36	35	63
%V	0.9%	0.6%	1.1%	1.0%	0.9%	1.1%	0.8%
%H		35.4%	19.5%	86.6%	43.9%	42.7%	76.8%
Not Asked	145	77	23	92	55	38	136
%V	1.6%	1.7%	1.6%	1.3%	1.4%	1.2%	1.8%
%H		53.1%	15.9%	63.4%	37.9%	26.2%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9131	4614	1425	6989	3854	3135	7763
%H		50.5%	15.6%	76.5%	42.2%	34.3%	85.0%
Main living room	4504	2063	682	3304	1532	1772	3605
%V	49.3%	44.7%	47.9%	47.3%	39.8%	56.5%	46.4%
%H		45.8%	15.1%	73.4%	34.0%	39.3%	80.0%
Kitchen	587	315	72	509	303	206	509
%V	6.4%	6.8%	5.1%	7.3%	7.9%	6.6%	6.6%
%H		53.7%	12.3%	86.7%	51.6%	35.1%	86.7%
Adult's bedroom	2319	1245	374	1857	1145	713	2051
%V	25.4%	27.0%	26.2%	26.6%	29.7%	22.7%	26.4%
%H		53.7%	16.1%	80.1%	49.4%	30.7%	88.4%
Child's bedroom	578	364	120	429	329	101	558
%V	6.3%	7.9%	8.4%	6.1%	8.5%	3.2%	7.2%
%H		63.0%	20.8%	74.2%	56.9%	17.5%	96.5%
Other bedroom	282	156	45	226	143	83	258
%V	3.1%	3.4%	3.2%	3.2%	3.7%	2.6%	3.3%
%H		55.3%	16.0%	80.1%	50.7%	29.4%	91.5%
Second living/dining room	391	199	66	307	179	129	346
%V	4.3%	4.3%	4.6%	4.4%	4.6%	4.1%	4.5%
%H		50.9%	16.9%	78.5%	45.8%	33.0%	88.5%
Study/office	105	63	13	85	56	29	99
%V	1.1%	1.4%	0.9%	1.2%	1.5%	0.9%	1.3%
%H		60.0%	12.4%	81.0%	53.3%	27.6%	94.3%
TV room	45	23	9	29	16	13	44
%V	0.5%	0.5%	0.6%	0.4%	0.4%	0.4%	0.6%
%H		51.1%	20.0%	64.4%	35.6%	28.9%	97.8%
Conservatory	95	59	12	86	58	28	86
%V	1.0%	1.3%	0.8%	1.2%	1.5%	0.9%	1.1%
%H		62.1%	12.6%	90.5%	61.1%	29.5%	90.5%
Attic or loft room	14	5	3	13	8	6	12
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		35.7%	21.4%	92.9%	57.1%	42.9%	85.7%
No specific location	13	7	2	11	6	5	11
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		53.8%	15.4%	84.6%	46.2%	38.5%	84.6%
Other	54	37	5	39	26	14	49
%V	0.6%	0.8%	0.4%	0.6%	0.7%	0.4%	0.6%
%H		68.5%	9.3%	72.2%	48.1%	25.9%	90.7%
Not Asked	145	77	23	92	55	38	136
%V	1.6%	1.7%	1.6%	1.3%	1.4%	1.2%	1.8%
%H		53.1%	15.9%	63.4%	37.9%	26.2%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV South East Macro

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9131	4614	1425	6989	3854	3135	7763
%H		50.5%	15.6%	76.5%	42.2%	34.3%	85.0%
PVR	3780	2408	700	2484	1762	722	3438
%V	41.4%	52.2%	49.1%	35.5%	45.7%	23.0%	44.3%
%H		63.7%	18.5%	65.7%	46.6%	19.1%	91.0%
DVDR	316	145	45	250	123	127	270
%V	3.5%	3.1%	3.2%	3.6%	3.2%	4.1%	3.5%
%H		45.9%	14.2%	79.1%	38.9%	40.2%	85.4%
VCR	203	82	26	170	74	96	138
%V	2.2%	1.8%	1.8%	2.4%	1.9%	3.1%	1.8%
%H		40.4%	12.8%	83.7%	36.5%	47.3%	68.0%
Any recorder	4001	2478	723	2673	1823	849	3586
%V	43.8%	53.7%	50.7%	38.2%	47.3%	27.1%	46.2%
%H		61.9%	18.1%	66.8%	45.6%	21.2%	89.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9131	4614	1425	6989	3854	3135	7763
%H		50.5%	15.6%	76.5%	42.2%	34.3%	85.0%
Receives HDTV (via STB or built-in reception)	3478	1945	730	2440	1591	849	3171
%V	38.1%	42.2%	51.2%	34.9%	41.3%	27.1%	40.8%
%H		55.9%	21.0%	70.2%	45.7%	24.4%	91.2%
DVD/Blu-ray player or recorder	5018	2559	790	3794	2090	1704	4323
%V	55.0%	55.5%	55.4%	54.3%	54.2%	54.4%	55.7%
%H		51.0%	15.7%	75.6%	41.7%	34.0%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4540	2069	682	3328	1535	1793	3632
%H		45.6%	15.0%	73.3%	33.8%	39.5%	80.0%
Under 20"	128	20	8	111	14	97	83
%V	2.8%	1.0%	1.2%	3.3%	0.9%	5.4%	2.3%
%H		15.6%	6.3%	86.7%	10.9%	75.8%	64.8%
20" - 29"	799	211	99	646	154	492	494
%V	17.6%	10.2%	14.5%	19.4%	10.0%	27.4%	13.6%
%H		26.4%	12.4%	80.9%	19.3%	61.6%	61.8%
30" - 39"	1763	752	276	1301	565	736	1390
%V	38.8%	36.3%	40.5%	39.1%	36.8%	41.0%	38.3%
%H		42.7%	15.7%	73.8%	32.0%	41.7%	78.8%
40" and over	1811	1076	296	1243	792	450	1641
%V	39.9%	52.0%	43.4%	37.3%	51.6%	25.1%	45.2%
%H		59.4%	16.3%	68.6%	43.7%	24.8%	90.6%
Don't know	33	10	3	27	9	19	19
%V	0.7%	0.5%	0.4%	0.8%	0.6%	1.1%	0.5%
%H		30.3%	9.1%	81.8%	27.3%	57.6%	57.6%
Not Asked	6	0	0	0	1	0	5
%V	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	16.7%	0.0%	83.3%

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4540	2069	682	3328	1535	1793	3632
%H		45.6%	15.0%	73.3%	33.8%	39.5%	80.0%
PVR	2825	1716	524	1880	1265	615	2525
%V	62.2%	82.9%	76.8%	56.5%	82.4%	34.3%	69.5%
%H		60.7%	18.5%	66.5%	44.8%	21.8%	89.4%
DVDR	250	113	32	193	87	106	209
%V	5.5%	5.5%	4.7%	5.8%	5.7%	5.9%	5.8%
%H		45.2%	12.8%	77.2%	34.8%	42.4%	83.6%
VCR	156	60	17	131	51	79	101
%V	3.4%	2.9%	2.5%	3.9%	3.3%	4.4%	2.8%
%H		38.5%	10.9%	84.0%	32.7%	50.6%	64.7%
Any recorder	2979	1754	538	2009	1292	717	2618
%V	65.6%	84.8%	78.9%	60.4%	84.2%	40.0%	72.1%
%H		58.9%	18.1%	67.4%	43.4%	24.1%	87.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4540	2069	682	3328	1535	1793	3632
%H		45.6%	15.0%	73.3%	33.8%	39.5%	80.0%
Receives HDTV (via STB or built-in reception)	2414	1339	498	1649	1049	600	2167
%V	53.2%	64.7%	73.0%	49.5%	68.3%	33.5%	59.7%
%H		55.5%	20.6%	68.3%	43.5%	24.9%	89.8%
DVD/Blu-ray player or recorder	3321	1616	517	2395	1189	1206	2772
%V	73.1%	78.1%	75.8%	72.0%	77.5%	67.3%	76.3%
%H		48.7%	15.6%	72.1%	35.8%	36.3%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4591	2544	743	3661	2319	1342	4131
%H		55.4%	16.2%	79.7%	50.5%	29.2%	90.0%
Under 20"	1583	816	226	1336	787	549	1382
%V	34.5%	32.1%	30.4%	36.5%	33.9%	40.9%	33.5%
%H		51.5%	14.3%	84.4%	49.7%	34.7%	87.3%
20" - 29"	1440	792	236	1176	748	428	1269
%V	31.4%	31.1%	31.8%	32.1%	32.3%	31.9%	30.7%
%H		55.0%	16.4%	81.7%	51.9%	29.7%	88.1%
30" - 39"	1014	603	187	747	509	238	953
%V	22.1%	23.7%	25.2%	20.4%	21.9%	17.7%	23.1%
%H		59.5%	18.4%	73.7%	50.2%	23.5%	94.0%
40" and over	365	238	58	266	193	74	352
%V	8.0%	9.4%	7.8%	7.3%	8.3%	5.5%	8.5%
%H		65.2%	15.9%	72.9%	52.9%	20.3%	96.4%
Don't know	49	19	13	44	28	16	44
%V	1.1%	0.7%	1.7%	1.2%	1.2%	1.2%	1.1%
%H		38.8%	26.5%	89.8%	57.1%	32.7%	89.8%
Not Asked	140	76	23	92	54	37	131
%V	3.0%	3.0%	3.1%	2.5%	2.3%	2.8%	3.2%
%H		54.3%	16.4%	65.7%	38.6%	26.4%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4591	2544	743	3661	2319	1342	4131
%H		55.4%	16.2%	79.7%	50.5%	29.2%	90.0%
PVR	955	692	175	605	497	108	913
%V	20.8%	27.2%	23.6%	16.5%	21.4%	8.0%	22.1%
%H		72.5%	18.3%	63.4%	52.0%	11.3%	95.6%
DVDR	66	33	13	57	36	21	61
%V	1.4%	1.3%	1.7%	1.6%	1.6%	1.6%	1.5%
%H		50.0%	19.7%	86.4%	54.5%	31.8%	92.4%
VCR	46	22	9	40	23	17	37
%V	1.0%	0.9%	1.2%	1.1%	1.0%	1.3%	0.9%
%H		47.8%	19.6%	87.0%	50.0%	37.0%	80.4%
Any recorder	1021	724	185	664	531	133	968
%V	22.2%	28.5%	24.9%	18.1%	22.9%	9.9%	23.4%
%H		70.9%	18.1%	65.0%	52.0%	13.0%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4591	2544	743	3661	2319	1342	4131
%H		55.4%	16.2%	79.7%	50.5%	29.2%	90.0%
Receives HDTV (via STB or built-in reception)	1065	605	232	792	542	249	1004
%V	23.2%	23.8%	31.2%	21.6%	23.4%	18.6%	24.3%
%H		56.8%	21.8%	74.4%	50.9%	23.4%	94.3%
DVD/Blu-ray player or recorder	1697	943	273	1400	901	498	1552
%V	37.0%	37.1%	36.7%	38.2%	38.9%	37.1%	37.6%
%H		55.6%	16.1%	82.5%	53.1%	29.3%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11114	10710	5338	1794	7618	4037	3581	9656
%H		96.4%	48.0%	16.1%	68.5%	36.3%	32.2%	86.9%
Total Children	2100	2041	1162	358	1339	816	523	1986
%V	18.9%	19.1%	21.8%	20.0%	17.6%	20.2%	14.6%	20.6%
%H		97.2%	55.3%	17.0%	63.8%	38.9%	24.9%	94.6%
0 - 3	552	535	299	91	325	186	139	509
%V	5.0%	5.0%	5.6%	5.1%	4.3%	4.6%	3.9%	5.3%
%H		96.9%	54.2%	16.5%	58.9%	33.7%	25.2%	92.2%
4 - 15	1547	1506	864	266	1013	630	383	1477
%V	13.9%	14.1%	16.2%	14.8%	13.3%	15.6%	10.7%	15.3%
%H		97.3%	55.9%	17.2%	65.5%	40.7%	24.8%	95.5%
4 - 9	820	794	456	133	503	300	203	779
%V	7.4%	7.4%	8.5%	7.4%	6.6%	7.4%	5.7%	8.1%
%H		96.8%	55.6%	16.2%	61.3%	36.6%	24.8%	95.0%
10 - 15	728	712	407	133	511	330	180	698
%V	6.6%	6.6%	7.6%	7.4%	6.7%	8.2%	5.0%	7.2%
%H		97.8%	55.9%	18.3%	70.2%	45.3%	24.7%	95.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11114	10710	5338	1794	7618	4037	3581	9656
%H		96.4%	48.0%	16.1%	68.5%	36.3%	32.2%	86.9%
Total Adults (16+)	9014	8669	4176	1436	6279	3221	3058	7670
%V	81.1%	80.9%	78.2%	80.0%	82.4%	79.8%	85.4%	79.4%
%H		96.2%	46.3%	15.9%	69.7%	35.7%	33.9%	85.1%
16 - 19	534	511	254	111	359	223	136	499
%V	4.8%	4.8%	4.8%	6.2%	4.7%	5.5%	3.8%	5.2%
%H		95.7%	47.6%	20.8%	67.2%	41.8%	25.5%	93.4%
20 - 24	623	572	256	125	397	220	176	569
%V	5.6%	5.3%	4.8%	7.0%	5.2%	5.4%	4.9%	5.9%
%H		91.8%	41.1%	20.1%	63.7%	35.3%	28.3%	91.3%
25 - 34	1400	1332	700	257	848	482	366	1302
%V	12.6%	12.4%	13.1%	14.3%	11.1%	11.9%	10.2%	13.5%
%H		95.1%	50.0%	18.4%	60.6%	34.4%	26.1%	93.0%
35 - 44	1443	1391	774	246	898	525	373	1364
%V	13.0%	13.0%	14.5%	13.7%	11.8%	13.0%	10.4%	14.1%
%H		96.4%	53.6%	17.0%	62.2%	36.4%	25.8%	94.5%
45 - 54	1602	1547	781	271	1147	643	504	1474
%V	14.4%	14.4%	14.6%	15.1%	15.1%	15.9%	14.1%	15.3%
%H		96.6%	48.8%	16.9%	71.6%	40.1%	31.5%	92.0%
55 - 64	1314	1277	622	192	954	484	471	1158
%V	11.8%	11.9%	11.7%	10.7%	12.5%	12.0%	13.2%	12.0%
%H		97.2%	47.3%	14.6%	72.6%	36.8%	35.8%	88.1%
65+	2099	2038	788	233	1676	645	1032	1304
%V	18.9%	19.0%	14.8%	13.0%	22.0%	16.0%	28.8%	13.5%
%H		97.1%	37.5%	11.1%	79.8%	30.7%	49.2%	62.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9014	8669	4176	1436	6279	3221	3058	7670
%H		96.2%	46.3%	15.9%	69.7%	35.7%	33.9%	85.1%
AB	2707	2631	1298	432	1924	1011	912	2564
%V	30.0%	30.3%	31.1%	30.1%	30.6%	31.4%	29.8%	33.4%
%H		97.2%	47.9%	16.0%	71.1%	37.3%	33.7%	94.7%
C1	2630	2484	1186	460	1784	950	834	2317
%V	29.2%	28.7%	28.4%	32.0%	28.4%	29.5%	27.3%	30.2%
%H		94.4%	45.1%	17.5%	67.8%	36.1%	31.7%	88.1%
C2	1997	1953	1005	306	1446	803	643	1681
%V	22.2%	22.5%	24.1%	21.3%	23.0%	24.9%	21.0%	21.9%
%H		97.8%	50.3%	15.3%	72.4%	40.2%	32.2%	84.2%
D	1122	1068	481	178	717	317	400	828
%V	12.4%	12.3%	11.5%	12.4%	11.4%	9.8%	13.1%	10.8%
%H		95.2%	42.9%	15.9%	63.9%	28.3%	35.7%	73.8%
E	558	532	207	60	409	140	269	281
%V	6.2%	6.1%	5.0%	4.2%	6.5%	4.3%	8.8%	3.7%
%H		95.3%	37.1%	10.8%	73.3%	25.1%	48.2%	50.4%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9014	8669	4176	1436	6279	3221	3058	7670
%H		96.2%	46.3%	15.9%	69.7%	35.7%	33.9%	85.1%
Working full time	4130	3981	2105	738	2724	1580	1144	3883
%V	45.8%	45.9%	50.4%	51.4%	43.4%	49.1%	37.4%	50.6%
%H		96.4%	51.0%	17.9%	66.0%	38.3%	27.7%	94.0%
Working part time	1024	1002	495	172	725	388	336	935
%V	11.4%	11.6%	11.9%	12.0%	11.5%	12.0%	11.0%	12.2%
%H		97.9%	48.3%	16.8%	70.8%	37.9%	32.8%	91.3%
Not working	3859	3687	1575	526	2831	1253	1578	2852
%V	42.8%	42.5%	37.7%	36.6%	45.1%	38.9%	51.6%	37.2%
%H		95.5%	40.8%	13.6%	73.4%	32.5%	40.9%	73.9%
Housewife/Houseperson	4746	4544	2070	682	3328	1535	1794	3773
%V	52.7%	52.4%	49.6%	47.5%	53.0%	47.7%	58.7%	49.2%
%H		95.7%	43.6%	14.4%	70.1%	32.3%	37.8%	79.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4400	4221	2083	716	3029	1611	1418	3817
%H		95.9%	47.3%	16.3%	68.8%	36.6%	32.2%	86.8%
16 - 19	284	275	138	59	191	121	71	267
%V	6.5%	6.5%	6.6%	8.2%	6.3%	7.5%	5.0%	7.0%
%H		96.8%	48.6%	20.8%	67.3%	42.6%	25.0%	94.0%
20 - 24	313	283	132	65	193	116	76	288
%V	7.1%	6.7%	6.3%	9.1%	6.4%	7.2%	5.4%	7.5%
%H		90.4%	42.2%	20.8%	61.7%	37.1%	24.3%	92.0%
25 - 34	703	672	357	124	427	242	186	651
%V	16.0%	15.9%	17.1%	17.3%	14.1%	15.0%	13.1%	17.1%
%H		95.6%	50.8%	17.6%	60.7%	34.4%	26.5%	92.6%
35 - 44	714	683	378	121	436	253	183	669
%V	16.2%	16.2%	18.1%	16.9%	14.4%	15.7%	12.9%	17.5%
%H		95.7%	52.9%	16.9%	61.1%	35.4%	25.6%	93.7%
45 - 54	786	756	381	138	558	317	241	721
%V	17.9%	17.9%	18.3%	19.3%	18.4%	19.7%	17.0%	18.9%
%H		96.2%	48.5%	17.6%	71.0%	40.3%	30.7%	91.7%
55 - 64	636	621	299	96	467	236	231	566
%V	14.5%	14.7%	14.4%	13.4%	15.4%	14.6%	16.3%	14.8%
%H		97.6%	47.0%	15.1%	73.4%	37.1%	36.3%	89.0%
65+	963	930	398	113	757	327	430	655
%V	21.9%	22.0%	19.1%	15.8%	25.0%	20.3%	30.3%	17.2%
%H		96.6%	41.3%	11.7%	78.6%	34.0%	44.7%	68.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4400	4221	2083	716	3029	1611	1418	3817
%H		95.9%	47.3%	16.3%	68.8%	36.6%	32.2%	86.8%
AB	1364	1323	664	219	961	515	447	1295
%V	31.0%	31.3%	31.9%	30.6%	31.7%	32.0%	31.5%	33.9%
%H		97.0%	48.7%	16.1%	70.5%	37.8%	32.8%	94.9%
C1	1220	1149	566	225	814	461	353	1109
%V	27.7%	27.2%	27.2%	31.4%	26.9%	28.6%	24.9%	29.1%
%H		94.2%	46.4%	18.4%	66.7%	37.8%	28.9%	90.9%
C2	1064	1037	535	164	763	424	339	895
%V	24.2%	24.6%	25.7%	22.9%	25.2%	26.3%	23.9%	23.4%
%H		97.5%	50.3%	15.4%	71.7%	39.8%	31.9%	84.1%
D	529	503	237	86	329	156	172	403
%V	12.0%	11.9%	11.4%	12.0%	10.9%	9.7%	12.1%	10.6%
%H		95.1%	44.8%	16.3%	62.2%	29.5%	32.5%	76.2%
E	223	209	82	22	162	55	107	115
%V	5.1%	5.0%	3.9%	3.1%	5.3%	3.4%	7.5%	3.0%
%H		93.7%	36.8%	9.9%	72.6%	24.7%	48.0%	51.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4400	4221	2083	716	3029	1611	1418	3817
%H		95.9%	47.3%	16.3%	68.8%	36.6%	32.2%	86.8%
Working full time	2584	2487	1329	456	1696	989	707	2419
%V	58.7%	58.9%	63.8%	63.7%	56.0%	61.4%	49.9%	63.4%
%H		96.2%	51.4%	17.6%	65.6%	38.3%	27.4%	93.6%
Working part time	207	199	92	34	143	69	74	181
%V	4.7%	4.7%	4.4%	4.7%	4.7%	4.3%	5.2%	4.7%
%H		96.1%	44.4%	16.4%	69.1%	33.3%	35.7%	87.4%
Not working	1610	1534	662	227	1190	553	637	1216
%V	36.6%	36.3%	31.8%	31.7%	39.3%	34.3%	44.9%	31.9%
%H		95.3%	41.1%	14.1%	73.9%	34.3%	39.6%	75.5%
Housewife/Houseperson	942	871	360	119	635	242	393	663
%V	21.4%	20.6%	17.3%	16.6%	21.0%	15.0%	27.7%	17.4%
%H		92.5%	38.2%	12.6%	67.4%	25.7%	41.7%	70.4%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4614	4448	2093	720	3250	1610	1640	3853
%H		96.4%	45.4%	15.6%	70.4%	34.9%	35.5%	83.5%
16 - 19	250	236	116	53	167	102	65	232
%V	5.4%	5.3%	5.5%	7.4%	5.1%	6.3%	4.0%	6.0%
%H		94.4%	46.4%	21.2%	66.8%	40.8%	26.0%	92.8%
20 - 24	309	289	124	60	204	104	100	281
%V	6.7%	6.5%	5.9%	8.3%	6.3%	6.5%	6.1%	7.3%
%H		93.5%	40.1%	19.4%	66.0%	33.7%	32.4%	90.9%
25 - 34	697	660	343	132	421	240	180	651
%V	15.1%	14.8%	16.4%	18.3%	13.0%	14.9%	11.0%	16.9%
%H		94.7%	49.2%	18.9%	60.4%	34.4%	25.8%	93.4%
35 - 44	728	708	396	125	463	273	190	696
%V	15.8%	15.9%	18.9%	17.4%	14.2%	17.0%	11.6%	18.1%
%H		97.3%	54.4%	17.2%	63.6%	37.5%	26.1%	95.6%
45 - 54	815	791	400	133	588	325	263	753
%V	17.7%	17.8%	19.1%	18.5%	18.1%	20.2%	16.0%	19.5%
%H		97.1%	49.1%	16.3%	72.1%	39.9%	32.3%	92.4%
55 - 64	678	657	323	96	488	248	240	592
%V	14.7%	14.8%	15.4%	13.3%	15.0%	15.4%	14.6%	15.4%
%H		96.9%	47.6%	14.2%	72.0%	36.6%	35.4%	87.3%
65+	1136	1108	390	120	920	318	602	649
%V	24.6%	24.9%	18.6%	16.7%	28.3%	19.8%	36.7%	16.8%
%H		97.5%	34.3%	10.6%	81.0%	28.0%	53.0%	57.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4614	4448	2093	720	3250	1610	1640	3853
%H		96.4%	45.4%	15.6%	70.4%	34.9%	35.5%	83.5%
AB	1343	1308	634	212	962	497	466	1269
%V	29.1%	29.4%	30.3%	29.4%	29.6%	30.9%	28.4%	32.9%
%H		97.4%	47.2%	15.8%	71.6%	37.0%	34.7%	94.5%
C1	1410	1335	619	235	970	489	481	1208
%V	30.6%	30.0%	29.6%	32.6%	29.8%	30.4%	29.3%	31.4%
%H		94.7%	43.9%	16.7%	68.8%	34.7%	34.1%	85.7%
C2	933	915	471	142	683	379	304	786
%V	20.2%	20.6%	22.5%	19.7%	21.0%	23.5%	18.5%	20.4%
%H		98.1%	50.5%	15.2%	73.2%	40.6%	32.6%	84.2%
D	593	566	243	92	388	160	228	424
%V	12.9%	12.7%	11.6%	12.8%	11.9%	9.9%	13.9%	11.0%
%H		95.4%	41.0%	15.5%	65.4%	27.0%	38.4%	71.5%
E	335	323	126	38	247	85	162	166
%V	7.3%	7.3%	6.0%	5.3%	7.6%	5.3%	9.9%	4.3%
%H		96.4%	37.6%	11.3%	73.7%	25.4%	48.4%	49.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4614	4448	2093	720	3250	1610	1640	3853
%H		96.4%	45.4%	15.6%	70.4%	34.9%	35.5%	83.5%
Working full time	1546	1493	777	282	1028	590	437	1463
%V	33.5%	33.6%	37.1%	39.2%	31.6%	36.6%	26.6%	38.0%
%H		96.6%	50.3%	18.2%	66.5%	38.2%	28.3%	94.6%
Working part time	818	803	403	139	582	319	262	754
%V	17.7%	18.1%	19.3%	19.3%	17.9%	19.8%	16.0%	19.6%
%H		98.2%	49.3%	17.0%	71.1%	39.0%	32.0%	92.2%
Not working	2250	2153	913	299	1641	700	941	1636
%V	48.8%	48.4%	43.6%	41.5%	50.5%	43.5%	57.4%	42.5%
%H		95.7%	40.6%	13.3%	72.9%	31.1%	41.8%	72.7%
Housewife/Houseperson	3804	3673	1710	563	2693	1293	1401	3109
%V	82.4%	82.6%	81.7%	78.2%	82.9%	80.3%	85.4%	80.7%
%H		96.6%	45.0%	14.8%	70.8%	34.0%	36.8%	81.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Macro

Contents	Page
Household	
Table 22.1: Social Grade	592
Table 22.2: Housewife Age	593
Table 22.3: Size of Household	594
Table 22.4: Presence of Children	595
Table 22.5: Number of TV sets in household	596
Table 22.6: Screen size	597
Table 22.7: Location of ANY set in household	598
Table 22.8: Platform Provider	599
Table 22.9: Recorders and other equipment	600
Table 22.10: Computers and Internet	601
Sets	
Table 22.11: Screen Size	602
Table 22.12: Location of set	603
Table 22.13: Recorders	604
Table 22.14: Other TV equipment	604
Table 22.15: Main Set Screen Size	605
Table 22.16: Main Set Recorders	606
Table 22.17: Main Set - Other TV equipment	606
Table 22.18: Other Sets (non-Main Set) Screen Size	607
Table 22.19: Other Set (non-Main Set) Recorders	608
Table 22.20: Other Set (non-Main Set) - Other TV equipment	608
Individuals	
Table 22.21: Age of Children	609
Table 22.22: Adults - Age	610
Table 22.23: Social Grade (Adults 16+)	611
Table 22.24: Working Status (Adults 16+)	612
Table 22.25: Males - Age	613
Table 22.26: Social Grade (Males 16+)	614
Table 22.27: Working Status (Males 16+)	615
Table 22.28: Females - Age	616
Table 22.29: Social Grade (Females 16+)	617
Table 22.30: Working Status (Females 16+)	618

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
AB	1515	1474	708	207	1140	580	560	1368
%V	20.9%	21.0%	23.6%	19.8%	20.7%	22.8%	18.8%	26.0%
%H (All HH)		97.3%	46.7%	13.7%	75.2%	38.3%	37.0%	90.3%
%H (TV HH)			48.0%	14.0%	77.3%	39.3%	38.0%	
C1	1893	1834	827	272	1423	691	732	1531
%V	26.2%	26.1%	27.6%	26.1%	25.8%	27.2%	24.6%	29.1%
%H (All HH)		96.9%	43.7%	14.4%	75.2%	36.5%	38.7%	80.9%
%H (TV HH)			45.1%	14.8%	77.6%	37.7%	39.9%	
C2	1543	1514	688	254	1200	624	576	1158
%V	21.3%	21.6%	23.0%	24.4%	21.8%	24.6%	19.4%	22.0%
%H (All HH)		98.1%	44.6%	16.5%	77.8%	40.4%	37.3%	75.0%
%H (TV HH)			45.4%	16.8%	79.3%	41.2%	38.0%	
D	1236	1194	483	202	913	410	502	787
%V	17.1%	17.0%	16.1%	19.4%	16.6%	16.1%	16.9%	15.0%
%H (All HH)		96.6%	39.1%	16.3%	73.9%	33.2%	40.6%	63.7%
%H (TV HH)			40.5%	16.9%	76.5%	34.3%	42.0%	
E	1052	1004	289	109	835	234	602	417
%V	14.5%	14.3%	9.6%	10.5%	15.2%	9.2%	20.3%	7.9%
%H (All HH)		95.4%	27.5%	10.4%	79.4%	22.2%	57.2%	39.6%
%H (TV HH)			28.8%	10.9%	83.2%	23.3%	60.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Under 25	346	315	118	35	228	80	148	247
%V	4.8%	4.5%	3.9%	3.4%	4.1%	3.2%	5.0%	4.7%
%H (All HH)		91.0%	34.1%	10.1%	65.9%	23.1%	42.8%	71.4%
%H (TV HH)			37.5%	11.1%	72.4%	25.4%	47.0%	
25 - 34	1094	1043	565	171	717	420	297	932
%V	15.1%	14.9%	18.9%	16.4%	13.0%	16.5%	10.0%	17.7%
%H (All HH)		95.3%	51.6%	15.6%	65.5%	38.4%	27.1%	85.2%
%H (TV HH)			54.2%	16.4%	68.7%	40.3%	28.5%	
35 - 44	1207	1175	603	210	841	480	361	1061
%V	16.7%	16.7%	20.1%	20.1%	15.3%	18.9%	12.1%	20.2%
%H (All HH)		97.3%	50.0%	17.4%	69.7%	39.8%	29.9%	87.9%
%H (TV HH)			51.3%	17.9%	71.6%	40.9%	30.7%	
45 - 54	1417	1382	655	243	1088	595	494	1206
%V	19.6%	19.7%	21.9%	23.3%	19.7%	23.4%	16.6%	22.9%
%H (All HH)		97.5%	46.2%	17.1%	76.8%	42.0%	34.9%	85.1%
%H (TV HH)			47.4%	17.6%	78.7%	43.1%	35.7%	
55 - 64	1199	1169	483	190	945	447	498	933
%V	16.6%	16.7%	16.1%	18.2%	17.1%	17.6%	16.8%	17.7%
%H (All HH)		97.5%	40.3%	15.8%	78.8%	37.3%	41.5%	77.8%
%H (TV HH)			41.3%	16.3%	80.8%	38.2%	42.6%	
65 +	1975	1937	573	194	1690	517	1173	881
%V	27.3%	27.6%	19.1%	18.6%	30.7%	20.4%	39.5%	16.7%
%H (All HH)		98.1%	29.0%	9.8%	85.6%	26.2%	59.4%	44.6%
%H (TV HH)			29.6%	10.0%	87.2%	26.7%	60.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
1	2299	2193	588	236	1827	469	1357	1071
%V	31.8%	31.2%	19.6%	22.6%	33.2%	18.5%	45.7%	20.4%
%H (All HH)		95.4%	25.6%	10.3%	79.5%	20.4%	59.0%	46.6%
%H (TV HH)			26.8%	10.8%	83.3%	21.4%	61.9%	
2	2510	2453	1081	363	1946	943	1003	1987
%V	34.7%	34.9%	36.1%	34.8%	35.3%	37.1%	33.7%	37.8%
%H (All HH)		97.7%	43.1%	14.5%	77.5%	37.6%	40.0%	79.2%
%H (TV HH)			44.1%	14.8%	79.3%	38.4%	40.9%	
3	1104	1072	581	204	791	501	290	972
%V	15.3%	15.3%	19.4%	19.6%	14.4%	19.7%	9.8%	18.5%
%H (All HH)		97.1%	52.6%	18.5%	71.6%	45.4%	26.3%	88.0%
%H (TV HH)			54.2%	19.0%	73.8%	46.7%	27.1%	
4	901	889	511	171	658	444	213	839
%V	12.4%	12.7%	17.1%	16.4%	11.9%	17.5%	7.2%	15.9%
%H (All HH)		98.7%	56.7%	19.0%	73.0%	49.3%	23.6%	93.1%
%H (TV HH)			57.5%	19.2%	74.0%	49.9%	24.0%	
5+	425	413	235	70	290	182	108	392
%V	5.9%	5.9%	7.8%	6.7%	5.3%	7.2%	3.6%	7.5%
%H (All HH)		97.2%	55.3%	16.5%	68.2%	42.8%	25.4%	92.2%
%H (TV HH)			56.9%	16.9%	70.2%	44.1%	26.2%	
Average HH size	2.29	2.30	2.61	2.53	2.23	2.61	1.91	2.56

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Without	5405	5218	1981	730	4227	1729	2498	3646
%V	74.7%	74.3%	66.1%	70.0%	76.7%	68.1%	84.1%	69.3%
%H (All HH)		96.5%	36.7%	13.5%	78.2%	32.0%	46.2%	67.5%
%H (TV HH)			38.0%	14.0%	81.0%	33.1%	47.9%	
With	1833	1801	1015	314	1284	810	473	1615
%V	25.3%	25.7%	33.9%	30.1%	23.3%	31.9%	15.9%	30.7%
%H (All HH)		98.3%	55.4%	17.1%	70.0%	44.2%	25.8%	88.1%
%H (TV HH)			56.4%	17.4%	71.3%	45.0%	26.3%	
0 - 3	692	678	373	113	461	273	188	575
%V	9.6%	9.7%	12.4%	10.8%	8.4%	10.8%	6.3%	10.9%
%H (All HH)		98.0%	53.9%	16.3%	66.6%	39.5%	27.2%	83.1%
%H (TV HH)			55.0%	16.7%	68.0%	40.3%	27.7%	
4 - 9	904	886	521	145	617	399	219	786
%V	12.5%	12.6%	17.4%	13.9%	11.2%	15.7%	7.4%	14.9%
%H (All HH)		98.0%	57.6%	16.0%	68.3%	44.1%	24.2%	86.9%
%H (TV HH)			58.8%	16.4%	69.6%	45.0%	24.7%	
10 - 15	847	835	471	156	613	401	211	788
%V	11.7%	11.9%	15.7%	15.0%	11.1%	15.8%	7.1%	15.0%
%H (All HH)		98.6%	55.6%	18.4%	72.4%	47.3%	24.9%	93.0%
%H (TV HH)			56.4%	18.7%	73.4%	48.0%	25.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
1	2692	2692	865	313	1956	478	1477	1608
%V	37.2%	38.3%	28.9%	30.0%	35.5%	18.8%	49.7%	30.6%
%H (All HH)		100.0%	32.1%	11.6%	72.7%	17.8%	54.9%	59.7%
%H (TV HH)			32.1%	11.6%	72.7%	17.8%	54.9%	
2	2457	2457	1088	391	1985	999	986	1838
%V	33.9%	35.0%	36.3%	37.5%	36.0%	39.3%	33.2%	34.9%
%H (All HH)		100.0%	44.3%	15.9%	80.8%	40.7%	40.1%	74.8%
%H (TV HH)			44.3%	15.9%	80.8%	40.7%	40.1%	
3	1146	1146	607	206	944	601	343	1007
%V	15.8%	16.3%	20.3%	19.8%	17.1%	23.7%	11.5%	19.1%
%H (All HH)		100.0%	53.0%	18.0%	82.4%	52.4%	29.9%	87.9%
%H (TV HH)			53.0%	18.0%	82.4%	52.4%	29.9%	
4	496	496	293	89	428	305	123	461
%V	6.9%	7.1%	9.8%	8.5%	7.8%	12.0%	4.1%	8.8%
%H (All HH)		100.0%	59.1%	17.9%	86.3%	61.5%	24.8%	92.9%
%H (TV HH)			59.1%	17.9%	86.3%	61.5%	24.8%	
5+	228	228	143	44	198	156	42	221
%V	3.1%	3.2%	4.8%	4.2%	3.6%	6.1%	1.4%	4.2%
%H (All HH)		100.0%	62.7%	19.3%	86.8%	68.4%	18.4%	96.9%
%H (TV HH)			62.7%	19.3%	86.8%	68.4%	18.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Under 20"	1673	1673	725	243	1462	752	710	1293
%V	23.1%	23.8%	24.2%	23.3%	26.5%	29.6%	23.9%	24.6%
%H (All HH)		100.0%	43.3%	14.5%	87.4%	44.9%	42.4%	77.3%
%H (TV HH)			43.3%	14.5%	87.4%	44.9%	42.4%	
20" - 29"	2605	2605	1078	394	2188	1048	1140	1930
%V	36.0%	37.1%	36.0%	37.8%	39.7%	41.3%	38.4%	36.7%
%H (All HH)		100.0%	41.4%	15.1%	84.0%	40.2%	43.8%	74.1%
%H (TV HH)			41.4%	15.1%	84.0%	40.2%	43.8%	
30" - 39"	3878	3878	1663	604	3135	1514	1621	2888
%V	53.6%	55.2%	55.5%	57.9%	56.9%	59.6%	54.5%	54.9%
%H (All HH)		100.0%	42.9%	15.6%	80.8%	39.0%	41.8%	74.5%
%H (TV HH)			42.9%	15.6%	80.8%	39.0%	41.8%	
40" and over	3140	3140	1731	543	2348	1464	885	2658
%V	43.4%	44.7%	57.8%	52.1%	42.6%	57.7%	29.8%	50.5%
%H (All HH)		100.0%	55.1%	17.3%	74.8%	46.6%	28.2%	84.6%
%H (TV HH)			55.1%	17.3%	74.8%	46.6%	28.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Macro

Household level data

Table 22.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%V (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Main living room	6929	6929	2975	1036	5455	2524	2931	5072
%V	95.7%	98.7%	99.3%	99.3%	99.0%	99.4%	98.6%	96.4%
%H (All HH)		100.0%	42.9%	15.0%	78.7%	36.4%	42.3%	73.2%
%H (TV HH)			42.9%	15.0%	78.7%	36.4%	42.3%	
Kitchen	757	757	373	102	690	403	287	625
%V	10.5%	10.8%	12.4%	9.8%	12.5%	15.9%	9.7%	11.9%
%H (All HH)		100.0%	49.3%	13.5%	91.1%	53.2%	37.9%	82.6%
%H (TV HH)			49.3%	13.5%	91.1%	53.2%	37.9%	
Adult's bedroom	3180	3180	1577	556	2631	1562	1069	2610
%V	43.9%	45.3%	52.6%	53.3%	47.7%	61.5%	36.0%	49.6%
%H (All HH)		100.0%	49.6%	17.5%	82.7%	49.1%	33.6%	82.1%
%H (TV HH)			49.6%	17.5%	82.7%	49.1%	33.6%	
Child's bedroom	730	730	432	132	576	405	171	660
%V	10.1%	10.4%	14.4%	12.7%	10.5%	16.0%	5.8%	12.5%
%H (All HH)		100.0%	59.2%	18.1%	78.9%	55.5%	23.4%	90.4%
%H (TV HH)			59.2%	18.1%	78.9%	55.5%	23.4%	
Other bedroom	398	398	201	82	352	233	118	354
%V	5.5%	5.7%	6.7%	7.9%	6.4%	9.2%	4.0%	6.7%
%H (All HH)		100.0%	50.5%	20.6%	88.4%	58.5%	29.6%	88.9%
%H (TV HH)			50.5%	20.6%	88.4%	58.5%	29.6%	
Second living/dining room	685	685	348	115	579	351	228	577
%V	9.5%	9.8%	11.6%	11.0%	10.5%	13.8%	7.7%	11.0%
%H (All HH)		100.0%	50.8%	16.8%	84.5%	51.2%	33.3%	84.2%
%H (TV HH)			50.8%	16.8%	84.5%	51.2%	33.3%	
Study/office	84	84	42	16	67	41	26	79
%V	1.2%	1.2%	1.4%	1.5%	1.2%	1.6%	0.9%	1.5%
%H (All HH)		100.0%	50.0%	19.0%	79.8%	48.8%	31.0%	94.0%
%H (TV HH)			50.0%	19.0%	79.8%	48.8%	31.0%	
TV room	34	34	16	6	25	15	10	31
%V	0.5%	0.5%	0.5%	0.6%	0.5%	0.6%	0.3%	0.6%
%H (All HH)		100.0%	47.1%	17.6%	73.5%	44.1%	29.4%	91.2%
%H (TV HH)			47.1%	17.6%	73.5%	44.1%	29.4%	
Conservatory	224	224	125	42	195	136	59	206
%V	3.1%	3.2%	4.2%	4.0%	3.5%	5.4%	2.0%	3.9%
%H (All HH)		100.0%	55.8%	18.8%	87.1%	60.7%	26.3%	92.0%
%H (TV HH)			55.8%	18.8%	87.1%	60.7%	26.3%	
Attic or loft room	20	20	7	4	16	7	9	19
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	35.0%	20.0%	80.0%	35.0%	45.0%	95.0%
%H (TV HH)			35.0%	20.0%	80.0%	35.0%	45.0%	
No specific location	12	12	4	2	11	5	6	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	91.7%	41.7%	50.0%	75.0%
%H (TV HH)			33.3%	16.7%	91.7%	41.7%	50.0%	
Other	60	60	32	8	52	32	20	55
%V	0.8%	0.9%	1.1%	0.8%	0.9%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	53.3%	13.3%	86.7%	53.3%	33.3%	91.7%
%H (TV HH)			53.3%	13.3%	86.7%	53.3%	33.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Macro

Household level data

Table 22.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Any DSAT provider	2996	2996	2996	53	1963	1963	0	2552
%V	41.4%	42.7%	100.0%	5.1%	35.6%	77.3%	0.0%	48.5%
%H (All HH)			100.0%	1.8%	65.5%	65.5%	0.0%	85.2%
%H (TV HH)			100.0%	1.8%	65.5%	65.5%	0.0%	
Sky with subcription	2532	2532	2532	31	1668	1668	0	2216
%V	35.0%	36.1%	84.5%	3.0%	30.3%	65.7%	0.0%	42.1%
%H (All HH)			100.0%	1.2%	65.9%	65.9%	0.0%	87.5%
%H (TV HH)			100.0%	1.2%	65.9%	65.9%	0.0%	
Sky without subscription	189	189	189	10	117	117	0	129
%V	2.6%	2.7%	6.3%	1.0%	2.1%	4.6%	0.0%	2.5%
%H (All HH)			100.0%	5.3%	61.9%	61.9%	0.0%	68.3%
%H (TV HH)			100.0%	5.3%	61.9%	61.9%	0.0%	
Freesat	254	254	254	7	169	169	0	196
%V	3.5%	3.6%	8.5%	0.7%	3.1%	6.7%	0.0%	3.7%
%H (All HH)			100.0%	2.8%	66.5%	66.5%	0.0%	77.2%
%H (TV HH)			100.0%	2.8%	66.5%	66.5%	0.0%	
Other satellite provider	58	58	58	6	33	33	0	45
%V	0.8%	0.8%	1.9%	0.6%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	10.3%	56.9%	56.9%	0.0%	77.6%
%H (TV HH)			100.0%	10.3%	56.9%	56.9%	0.0%	
DCAB	1043	1043	53	1043	603	603	0	920
%V	14.4%	14.9%	1.8%	100.0%	10.9%	23.7%	0.0%	17.5%
%H (All HH)			5.1%	100.0%	57.8%	57.8%	0.0%	88.2%
%H (TV HH)			5.1%	100.0%	57.8%	57.8%	0.0%	
DTT	5511	5511	1963	603	5511	2539	2972	3872
%V	76.1%	78.5%	65.5%	57.8%	100.0%	100.0%	100.0%	73.6%
%H (All HH)		100.0%	35.6%	10.9%	100.0%	46.1%	53.9%	70.3%
%H (TV HH)			35.6%	10.9%	100.0%	46.1%	53.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Macro

Household level data

Table 22.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%H (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
PVR	4294	4294	2575	799	3112	2148	964	3690
%V	59.3%	61.2%	85.9%	76.6%	56.5%	84.6%	32.4%	70.1%
%H (All HH)		100.0%	60.0%	18.6%	72.5%	50.0%	22.4%	85.9%
%H (TV HH)			60.0%	18.6%	72.5%	50.0%	22.4%	
DVDR	267	267	125	40	219	115	104	219
%V	3.7%	3.8%	4.2%	3.8%	4.0%	4.5%	3.5%	4.2%
%H (All HH)		100.0%	46.8%	15.0%	82.0%	43.1%	39.0%	82.0%
%H (TV HH)			46.8%	15.0%	82.0%	43.1%	39.0%	
VCR	253	253	89	28	214	76	138	161
%V	3.5%	3.6%	3.0%	2.7%	3.9%	3.0%	4.6%	3.1%
%H (All HH)		100.0%	35.2%	11.1%	84.6%	30.0%	54.5%	63.6%
%H (TV HH)			35.2%	11.1%	84.6%	30.0%	54.5%	
Any recorder	4501	4501	2611	818	3299	2182	1116	3809
%V	62.2%	64.1%	87.1%	78.4%	59.9%	85.9%	37.6%	72.4%
%H (All HH)		100.0%	58.0%	18.2%	73.3%	48.5%	24.8%	84.6%
%H (TV HH)			58.0%	18.2%	73.3%	48.5%	24.8%	
Receives HDTV (via STB or built-in reception)	3600	3600	1976	758	2677	1768	909	3076
%V	49.7%	51.3%	66.0%	72.7%	48.6%	69.6%	30.6%	58.5%
%H (All HH)		100.0%	54.9%	21.1%	74.4%	49.1%	25.3%	85.4%
%H (TV HH)			54.9%	21.1%	74.4%	49.1%	25.3%	
DVD/Blu-ray player or recorder	5375	5375	2443	846	4243	2128	2115	4153
%V	74.3%	76.6%	81.5%	81.1%	77.0%	83.8%	71.2%	78.9%
%H (All HH)		100.0%	45.5%	15.7%	78.9%	39.6%	39.3%	77.3%
%H (TV HH)			45.5%	15.7%	78.9%	39.6%	39.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	7020	2996	1043	5511	2539	2972	5261
%V (All HH)		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%
%H (TV HH)			42.7%	14.9%	78.5%	36.2%	42.3%	
Has broadband internet	5261	5135	2552	920	3872	2207	1666	5261
%V	72.7%	73.1%	85.2%	88.2%	70.3%	86.9%	56.1%	100.0%
%H (All HH)		97.6%	48.5%	17.5%	73.6%	42.0%	31.7%	100.0%
%H (TV HH)			49.7%	17.9%	75.4%	43.0%	32.4%	
Number of computers (PCs and laptops)								
0	1757	1676	399	121	1450	303	1147	87
%V	24.3%	23.9%	13.3%	11.6%	26.3%	11.9%	38.6%	1.7%
%H (All HH)		95.4%	22.7%	6.9%	82.5%	17.2%	65.3%	5.0%
%H (TV HH)			23.8%	7.2%	86.5%	18.1%	68.4%	
1	2499	2428	1041	376	1875	869	1005	2258
%V	34.5%	34.6%	34.7%	36.0%	34.0%	34.2%	33.8%	42.9%
%H (All HH)		97.2%	41.7%	15.0%	75.0%	34.8%	40.2%	90.4%
%H (TV HH)			42.9%	15.5%	77.2%	35.8%	41.4%	
2	1468	1435	732	259	1081	635	446	1419
%V	20.3%	20.4%	24.4%	24.8%	19.6%	25.0%	15.0%	27.0%
%H (All HH)		97.8%	49.9%	17.6%	73.6%	43.3%	30.4%	96.7%
%H (TV HH)			51.0%	18.0%	75.3%	44.3%	31.1%	
3	763	741	406	137	560	360	201	754
%V	10.5%	10.6%	13.6%	13.1%	10.2%	14.2%	6.8%	14.3%
%H (All HH)		97.1%	53.2%	18.0%	73.4%	47.2%	26.3%	98.8%
%H (TV HH)			54.8%	18.5%	75.6%	48.6%	27.1%	
4	377	371	209	71	268	177	91	373
%V	5.2%	5.3%	7.0%	6.8%	4.9%	7.0%	3.1%	7.1%
%H (All HH)		98.4%	55.4%	18.8%	71.1%	46.9%	24.1%	98.9%
%H (TV HH)			56.3%	19.1%	72.2%	47.7%	24.5%	
5+	376	370	209	79	277	195	82	370
%V	5.2%	5.3%	7.0%	7.6%	5.0%	7.7%	2.8%	7.0%
%H (All HH)		98.4%	55.6%	21.0%	73.7%	51.9%	21.8%	98.4%
%H (TV HH)			56.5%	21.4%	74.9%	52.7%	22.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Macro

Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14257	6814	2301	11540	6348	5192	11340
%H		47.8%	16.1%	80.9%	44.5%	36.4%	79.5%
Under 20"	2147	973	311	1882	1010	872	1699
%V	15.1%	14.3%	13.5%	16.3%	15.9%	16.8%	15.0%
%H		45.3%	14.5%	87.7%	47.0%	40.6%	79.1%
20" - 29"	3347	1463	515	2836	1456	1380	2571
%V	23.5%	21.5%	22.4%	24.6%	22.9%	26.6%	22.7%
%H		43.7%	15.4%	84.7%	43.5%	41.2%	76.8%
30" - 39"	4645	2070	748	3782	1940	1842	3554
%V	32.6%	30.4%	32.5%	32.8%	30.6%	35.5%	31.3%
%H		44.6%	16.1%	81.4%	41.8%	39.7%	76.5%
40" and over	3697	2099	651	2759	1784	975	3184
%V	25.9%	30.8%	28.3%	23.9%	28.1%	18.8%	28.1%
%H		56.8%	17.6%	74.6%	48.3%	26.4%	86.1%
Don't know	166	61	33	138	65	73	121
%V	1.2%	0.9%	1.4%	1.2%	1.0%	1.4%	1.1%
%H		36.7%	19.9%	83.1%	39.2%	44.0%	72.9%
Not Asked	255	148	43	143	93	50	211
%V	1.8%	2.2%	1.9%	1.2%	1.5%	1.0%	1.9%
%H		58.0%	16.9%	56.1%	36.5%	19.6%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14257	6814	2301	11540	6348	5192	11340
%H		47.8%	16.1%	80.9%	44.5%	36.4%	79.5%
Main living room	6963	2990	1040	5480	2534	2946	5099
%V	48.8%	43.9%	45.2%	47.5%	39.9%	56.7%	45.0%
%H		42.9%	14.9%	78.7%	36.4%	42.3%	73.2%
Kitchen	762	376	102	695	406	289	629
%V	5.3%	5.5%	4.4%	6.0%	6.4%	5.6%	5.5%
%H		49.3%	13.4%	91.2%	53.3%	37.9%	82.5%
Adult's bedroom	3716	1895	658	3092	1902	1191	3115
%V	26.1%	27.8%	28.6%	26.8%	30.0%	22.9%	27.5%
%H		51.0%	17.7%	83.2%	51.2%	32.1%	83.8%
Child's bedroom	972	587	170	765	543	222	888
%V	6.8%	8.6%	7.4%	6.6%	8.6%	4.3%	7.8%
%H		60.4%	17.5%	78.7%	55.9%	22.8%	91.4%
Other bedroom	457	237	91	407	274	133	406
%V	3.2%	3.5%	4.0%	3.5%	4.3%	2.6%	3.6%
%H		51.9%	19.9%	89.1%	60.0%	29.1%	88.8%
Second living/dining room	692	351	117	586	356	230	584
%V	4.9%	5.2%	5.1%	5.1%	5.6%	4.4%	5.1%
%H		50.7%	16.9%	84.7%	51.4%	33.2%	84.4%
Study/office	84	42	16	67	41	26	80
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.5%	0.7%
%H		50.0%	19.0%	79.8%	48.8%	31.0%	95.2%
TV room	34	16	6	25	15	10	32
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%
%H		47.1%	17.6%	73.5%	44.1%	29.4%	94.1%
Conservatory	224	125	42	195	136	59	206
%V	1.6%	1.8%	1.8%	1.7%	2.1%	1.1%	1.8%
%H		55.8%	18.8%	87.1%	60.7%	26.3%	92.0%
Attic or loft room	20	7	4	16	7	9	19
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%
%H		35.0%	20.0%	80.0%	35.0%	45.0%	95.0%
No specific location	12	4	2	12	5	6	9
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	100.0%	41.7%	50.0%	75.0%
Other	65	36	8	56	36	20	60
%V	0.5%	0.5%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		55.4%	12.3%	86.2%	55.4%	30.8%	92.3%
Not Asked	255	148	43	143	93	50	211
%V	1.8%	2.2%	1.9%	1.2%	1.5%	1.0%	1.9%
%H		58.0%	16.9%	56.1%	36.5%	19.6%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14257	6814	2301	11540	6348	5192	11340
%H		47.8%	16.1%	80.9%	44.5%	36.4%	79.5%
PVR	5540	3450	1090	3891	2817	1074	4866
%V	38.9%	50.6%	47.4%	33.7%	44.4%	20.7%	42.9%
%H		62.3%	19.7%	70.2%	50.8%	19.4%	87.8%
DVDR	293	135	46	241	128	113	241
%V	2.1%	2.0%	2.0%	2.1%	2.0%	2.2%	2.1%
%H		46.1%	15.7%	82.3%	43.7%	38.6%	82.3%
VCR	267	94	31	228	83	145	168
%V	1.9%	1.4%	1.3%	2.0%	1.3%	2.8%	1.5%
%H		35.2%	11.6%	85.4%	31.1%	54.3%	62.9%
Any recorder	5824	3523	1119	4148	2893	1255	5041
%V	40.9%	51.7%	48.6%	35.9%	45.6%	24.2%	44.5%
%H		60.5%	19.2%	71.2%	49.7%	21.5%	86.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14257	6814	2301	11540	6348	5192	11340
%H		47.8%	16.1%	80.9%	44.5%	36.4%	79.5%
Receives HDTV (via STB or built-in reception)	5019	2763	1118	3743	2537	1206	4381
%V	35.2%	40.5%	48.6%	32.4%	40.0%	23.2%	38.6%
%H		55.1%	22.3%	74.6%	50.5%	24.0%	87.3%
DVD/Blu-ray player or recorder	7755	3764	1297	6272	3519	2753	6294
%V	54.4%	55.2%	56.4%	54.4%	55.4%	53.0%	55.5%
%H		48.5%	16.7%	80.9%	45.4%	35.5%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7002	2995	1043	5508	2539	2969	5122
%H		42.8%	14.9%	78.7%	36.3%	42.4%	73.2%
Under 20"	147	28	11	123	19	104	67
%V	2.1%	0.9%	1.1%	2.2%	0.7%	3.5%	1.3%
%H		19.0%	7.5%	83.7%	12.9%	70.7%	45.6%
20" - 29"	913	210	92	773	170	603	491
%V	13.0%	7.0%	8.8%	14.0%	6.7%	20.3%	9.6%
%H		23.0%	10.1%	84.7%	18.6%	66.0%	53.8%
30" - 39"	2842	1059	408	2300	923	1376	1966
%V	40.6%	35.4%	39.1%	41.8%	36.4%	46.3%	38.4%
%H		37.3%	14.4%	80.9%	32.5%	48.4%	69.2%
40" and over	3028	1677	522	2258	1409	849	2556
%V	43.2%	56.0%	50.0%	41.0%	55.5%	28.6%	49.9%
%H		55.4%	17.2%	74.6%	46.5%	28.0%	84.4%
Don't know	68	20	11	55	18	37	39
%V	1.0%	0.7%	1.1%	1.0%	0.7%	1.2%	0.8%
%H		29.4%	16.2%	80.9%	26.5%	54.4%	57.4%
Not Asked	4	1	0	0	0	0	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		25.0%	0.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7002	2995	1043	5508	2539	2969	5122
%H		42.8%	14.9%	78.7%	36.3%	42.4%	73.2%
PVR	4196	2538	779	3026	2107	920	3609
%V	59.9%	84.7%	74.7%	54.9%	83.0%	31.0%	70.5%
%H		60.5%	18.6%	72.1%	50.2%	21.9%	86.0%
DVDR	224	96	35	181	87	94	182
%V	3.2%	3.2%	3.4%	3.3%	3.4%	3.2%	3.6%
%H		42.9%	15.6%	80.8%	38.8%	42.0%	81.3%
VCR	210	70	22	175	55	120	130
%V	3.0%	2.3%	2.1%	3.2%	2.2%	4.0%	2.5%
%H		33.3%	10.5%	83.3%	26.2%	57.1%	61.9%
Any recorder	4395	2573	797	3203	2137	1066	3725
%V	62.8%	85.9%	76.4%	58.2%	84.2%	35.9%	72.7%
%H		58.5%	18.1%	72.9%	48.6%	24.3%	84.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7002	2995	1043	5508	2539	2969	5122
%H		42.8%	14.9%	78.7%	36.3%	42.4%	73.2%
Receives HDTV (via STB or built-in reception)	3483	1922	744	2573	1715	858	2979
%V	49.7%	64.2%	71.3%	46.7%	67.5%	28.9%	58.2%
%H		55.2%	21.4%	73.9%	49.2%	24.6%	85.5%
DVD/Blu-ray player or recorder	4982	2246	784	3906	1929	1977	3840
%V	71.2%	75.0%	75.2%	70.9%	76.0%	66.6%	75.0%
%H		45.1%	15.7%	78.4%	38.7%	39.7%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7255	3819	1258	6031	3809	2223	6218
%H		52.6%	17.3%	83.1%	52.5%	30.6%	85.7%
Under 20"	2000	945	301	1759	991	768	1632
%V	27.6%	24.7%	23.9%	29.2%	26.0%	34.5%	26.2%
%H		47.3%	15.1%	88.0%	49.6%	38.4%	81.6%
20" - 29"	2433	1253	423	2064	1287	777	2080
%V	33.5%	32.8%	33.6%	34.2%	33.8%	35.0%	33.5%
%H		51.5%	17.4%	84.8%	52.9%	31.9%	85.5%
30" - 39"	1803	1011	340	1482	1017	466	1588
%V	24.9%	26.5%	27.0%	24.6%	26.7%	21.0%	25.5%
%H		56.1%	18.9%	82.2%	56.4%	25.8%	88.1%
40" and over	669	423	130	500	375	125	628
%V	9.2%	11.1%	10.3%	8.3%	9.8%	5.6%	10.1%
%H		63.2%	19.4%	74.7%	56.1%	18.7%	93.9%
Don't know	98	41	21	83	47	36	81
%V	1.4%	1.1%	1.7%	1.4%	1.2%	1.6%	1.3%
%H		41.8%	21.4%	84.7%	48.0%	36.7%	82.7%
Not Asked	252	146	43	143	92	51	209
%V	3.5%	3.8%	3.4%	2.4%	2.4%	2.3%	3.4%
%H		57.9%	17.1%	56.7%	36.5%	20.2%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7255	3819	1258	6031	3809	2223	6218
%H		52.6%	17.3%	83.1%	52.5%	30.6%	85.7%
PVR	1344	912	310	865	711	154	1257
%V	18.5%	23.9%	24.6%	14.3%	18.7%	6.9%	20.2%
%H		67.9%	23.1%	64.4%	52.9%	11.5%	93.5%
DVDR	69	39	12	59	40	19	59
%V	1.0%	1.0%	1.0%	1.0%	1.1%	0.9%	0.9%
%H		56.5%	17.4%	85.5%	58.0%	27.5%	85.5%
VCR	57	24	9	53	28	25	39
%V	0.8%	0.6%	0.7%	0.9%	0.7%	1.1%	0.6%
%H		42.1%	15.8%	93.0%	49.1%	43.9%	68.4%
Any recorder	1428	950	322	945	756	189	1317
%V	19.7%	24.9%	25.6%	15.7%	19.8%	8.5%	21.2%
%H		66.5%	22.5%	66.2%	52.9%	13.2%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7255	3819	1258	6031	3809	2223	6218
%H		52.6%	17.3%	83.1%	52.5%	30.6%	85.7%
Receives HDTV (via STB or built-in reception)	1535	841	374	1170	822	348	1402
%V	21.2%	22.0%	29.7%	19.4%	21.6%	15.7%	22.5%
%H		54.8%	24.4%	76.2%	53.6%	22.7%	91.3%
DVD/Blu-ray player or recorder	2773	1518	513	2365	1590	776	2454
%V	38.2%	39.7%	40.8%	39.2%	41.7%	34.9%	39.5%
%H		54.7%	18.5%	85.3%	57.3%	28.0%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16554	16125	7821	2638	12296	6626	5670	13446
%H		97.4%	47.2%	15.9%	74.3%	40.0%	34.3%	81.2%
Total Children	3117	3062	1741	539	2146	1363	783	2745
%V	18.8%	19.0%	22.3%	20.4%	17.5%	20.6%	13.8%	20.4%
%H		98.2%	55.9%	17.3%	68.8%	43.7%	25.1%	88.1%
0 - 3	815	799	439	139	533	318	215	675
%V	4.9%	5.0%	5.6%	5.3%	4.3%	4.8%	3.8%	5.0%
%H		98.0%	53.9%	17.1%	65.4%	39.0%	26.4%	82.8%
4 - 15	2302	2264	1302	400	1613	1046	567	2070
%V	13.9%	14.0%	16.6%	15.2%	13.1%	15.8%	10.0%	15.4%
%H		98.3%	56.6%	17.4%	70.1%	45.4%	24.6%	89.9%
4 - 9	1192	1169	692	195	819	535	284	1038
%V	7.2%	7.2%	8.8%	7.4%	6.7%	8.1%	5.0%	7.7%
%H		98.1%	58.1%	16.4%	68.7%	44.9%	23.8%	87.1%
10 - 15	1110	1094	610	205	794	511	284	1032
%V	6.7%	6.8%	7.8%	7.8%	6.5%	7.7%	5.0%	7.7%
%H		98.6%	55.0%	18.5%	71.5%	46.0%	25.6%	93.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16554	16125	7821	2638	12296	6626	5670	13446
%H		97.4%	47.2%	15.9%	74.3%	40.0%	34.3%	81.2%
Total Adults (16+)	13437	13062	6080	2100	10150	5263	4888	10701
%V	81.2%	81.0%	77.7%	79.6%	82.5%	79.4%	86.2%	79.6%
%H		97.2%	45.2%	15.6%	75.5%	39.2%	36.4%	79.6%
16 - 19	804	787	405	149	606	375	231	724
%V	4.9%	4.9%	5.2%	5.6%	4.9%	5.7%	4.1%	5.4%
%H		97.9%	50.4%	18.5%	75.4%	46.6%	28.7%	90.0%
20 - 24	1115	1046	490	164	785	414	371	958
%V	6.7%	6.5%	6.3%	6.2%	6.4%	6.2%	6.5%	7.1%
%H		93.8%	43.9%	14.7%	70.4%	37.1%	33.3%	85.9%
25 - 34	2146	2048	1127	356	1431	876	555	1887
%V	13.0%	12.7%	14.4%	13.5%	11.6%	13.2%	9.8%	14.0%
%H		95.4%	52.5%	16.6%	66.7%	40.8%	25.9%	87.9%
35 - 44	2086	2034	1082	373	1450	867	582	1868
%V	12.6%	12.6%	13.8%	14.1%	11.8%	13.1%	10.3%	13.9%
%H		97.5%	51.9%	17.9%	69.5%	41.6%	27.9%	89.5%
45 - 54	2397	2350	1182	422	1832	1067	765	2105
%V	14.5%	14.6%	15.1%	16.0%	14.9%	16.1%	13.5%	15.7%
%H		98.0%	49.3%	17.6%	76.4%	44.5%	31.9%	87.8%
55 - 64	1966	1926	848	321	1556	791	765	1618
%V	11.9%	11.9%	10.8%	12.2%	12.7%	11.9%	13.5%	12.0%
%H		98.0%	43.1%	16.3%	79.1%	40.2%	38.9%	82.3%
65+	2924	2871	945	315	2490	872	1618	1540
%V	17.7%	17.8%	12.1%	11.9%	20.3%	13.2%	28.5%	11.5%
%H		98.2%	32.3%	10.8%	85.2%	29.8%	55.3%	52.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13437	13062	6080	2100	10150	5263	4888	10701
%H		97.2%	45.2%	15.6%	75.5%	39.2%	36.4%	79.6%
AB	3006	2927	1523	417	2248	1253	995	2803
%V	22.4%	22.4%	25.0%	19.9%	22.1%	23.8%	20.4%	26.2%
%H		97.4%	50.7%	13.9%	74.8%	41.7%	33.1%	93.2%
C1	3650	3534	1710	551	2724	1452	1272	3137
%V	27.2%	27.1%	28.1%	26.2%	26.8%	27.6%	26.0%	29.3%
%H		96.8%	46.8%	15.1%	74.6%	39.8%	34.8%	85.9%
C2	3055	3007	1437	548	2374	1340	1034	2466
%V	22.7%	23.0%	23.6%	26.1%	23.4%	25.5%	21.2%	23.0%
%H		98.4%	47.0%	17.9%	77.7%	43.9%	33.8%	80.7%
D	2234	2163	947	403	1633	831	802	1597
%V	16.6%	16.6%	15.6%	19.2%	16.1%	15.8%	16.4%	14.9%
%H		96.8%	42.4%	18.0%	73.1%	37.2%	35.9%	71.5%
E	1491	1431	463	181	1171	386	785	697
%V	11.1%	11.0%	7.6%	8.6%	11.5%	7.3%	16.1%	6.5%
%H		96.0%	31.1%	12.1%	78.5%	25.9%	52.6%	46.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13437	13062	6080	2100	10150	5263	4888	10701
%H		97.2%	45.2%	15.6%	75.5%	39.2%	36.4%	79.6%
Working full time	5908	5765	3058	1040	4310	2622	1689	5405
%V	44.0%	44.1%	50.3%	49.5%	42.5%	49.8%	34.6%	50.5%
%H		97.6%	51.8%	17.6%	73.0%	44.4%	28.6%	91.5%
Working part time	1371	1346	671	239	1008	574	433	1216
%V	10.2%	10.3%	11.0%	11.4%	9.9%	10.9%	8.9%	11.4%
%H		98.2%	48.9%	17.4%	73.5%	41.9%	31.6%	88.7%
Not working	6159	5951	2351	822	4832	2066	2766	4080
%V	45.8%	45.6%	38.7%	39.1%	47.6%	39.3%	56.6%	38.1%
%H		96.6%	38.2%	13.3%	78.5%	33.5%	44.9%	66.2%
Housewife/Houseperson	7239	7020	2996	1043	5511	2539	2972	5261
%V	53.9%	53.7%	49.3%	49.7%	54.3%	48.2%	60.8%	49.2%
%H		97.0%	41.4%	14.4%	76.1%	35.1%	41.1%	72.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6563	6337	3039	1028	4885	2620	2265	5315
%H		96.6%	46.3%	15.7%	74.4%	39.9%	34.5%	81.0%
16 - 19	409	404	202	72	311	185	126	374
%V	6.2%	6.4%	6.6%	7.0%	6.4%	7.1%	5.6%	7.0%
%H		98.8%	49.4%	17.6%	76.0%	45.2%	30.8%	91.4%
20 - 24	558	516	248	84	390	220	170	494
%V	8.5%	8.1%	8.2%	8.2%	8.0%	8.4%	7.5%	9.3%
%H		92.5%	44.4%	15.1%	69.9%	39.4%	30.5%	88.5%
25 - 34	1068	1008	553	173	714	436	278	942
%V	16.3%	15.9%	18.2%	16.8%	14.6%	16.6%	12.3%	17.7%
%H		94.4%	51.8%	16.2%	66.9%	40.8%	26.0%	88.2%
35 - 44	1037	1007	526	190	704	413	292	919
%V	15.8%	15.9%	17.3%	18.5%	14.4%	15.8%	12.9%	17.3%
%H		97.1%	50.7%	18.3%	67.9%	39.8%	28.2%	88.6%
45 - 54	1183	1151	587	205	890	522	368	1016
%V	18.0%	18.2%	19.3%	19.9%	18.2%	19.9%	16.2%	19.1%
%H		97.3%	49.6%	17.3%	75.2%	44.1%	31.1%	85.9%
55 - 64	970	946	433	153	758	395	363	794
%V	14.8%	14.9%	14.2%	14.9%	15.5%	15.1%	16.0%	14.9%
%H		97.5%	44.6%	15.8%	78.1%	40.7%	37.4%	81.9%
65+	1338	1306	491	152	1118	450	668	776
%V	20.4%	20.6%	16.2%	14.8%	22.9%	17.2%	29.5%	14.6%
%H		97.6%	36.7%	11.4%	83.6%	33.6%	49.9%	58.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6563	6337	3039	1028	4885	2620	2265	5315
%H		96.6%	46.3%	15.7%	74.4%	39.9%	34.5%	81.0%
AB	1512	1469	781	212	1125	645	480	1425
%V	23.0%	23.2%	25.7%	20.6%	23.0%	24.6%	21.2%	26.8%
%H		97.2%	51.7%	14.0%	74.4%	42.7%	31.7%	94.2%
C1	1704	1640	827	262	1246	701	544	1506
%V	26.0%	25.9%	27.2%	25.5%	25.5%	26.8%	24.0%	28.3%
%H		96.2%	48.5%	15.4%	73.1%	41.1%	31.9%	88.4%
C2	1638	1603	762	288	1265	707	558	1303
%V	25.0%	25.3%	25.1%	28.0%	25.9%	27.0%	24.6%	24.5%
%H		97.9%	46.5%	17.6%	77.2%	43.2%	34.1%	79.5%
D	1055	1013	463	191	753	399	355	772
%V	16.1%	16.0%	15.2%	18.6%	15.4%	15.2%	15.7%	14.5%
%H		96.0%	43.9%	18.1%	71.4%	37.8%	33.6%	73.2%
E	654	612	207	75	496	168	328	309
%V	10.0%	9.7%	6.8%	7.3%	10.2%	6.4%	14.5%	5.8%
%H		93.6%	31.7%	11.5%	75.8%	25.7%	50.2%	47.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6563	6337	3039	1028	4885	2620	2265	5315
%H		96.6%	46.3%	15.7%	74.4%	39.9%	34.5%	81.0%
Working full time	3595	3491	1887	626	2599	1610	989	3285
%V	54.8%	55.1%	62.1%	60.9%	53.2%	61.5%	43.7%	61.8%
%H		97.1%	52.5%	17.4%	72.3%	44.8%	27.5%	91.4%
Working part time	291	286	125	51	202	95	106	246
%V	4.4%	4.5%	4.1%	5.0%	4.1%	3.6%	4.7%	4.6%
%H		98.3%	43.0%	17.5%	69.4%	32.6%	36.4%	84.5%
Not working	2677	2561	1026	351	2084	915	1169	1784
%V	40.8%	40.4%	33.8%	34.1%	42.7%	34.9%	51.6%	33.6%
%H		95.7%	38.3%	13.1%	77.8%	34.2%	43.7%	66.6%
Housewife/Houseperson	1587	1483	560	200	1156	447	709	954
%V	24.2%	23.4%	18.4%	19.5%	23.7%	17.1%	31.3%	17.9%
%H		93.4%	35.3%	12.6%	72.8%	28.2%	44.7%	60.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6874	6725	3041	1072	5266	2643	2623	5386
%H		97.8%	44.2%	15.6%	76.6%	38.4%	38.2%	78.4%
16 - 19	395	383	203	77	295	190	106	350
%V	5.7%	5.7%	6.7%	7.2%	5.6%	7.2%	4.0%	6.5%
%H		97.0%	51.4%	19.5%	74.7%	48.1%	26.8%	88.6%
20 - 24	556	530	242	80	395	194	201	465
%V	8.1%	7.9%	8.0%	7.5%	7.5%	7.3%	7.7%	8.6%
%H		95.3%	43.5%	14.4%	71.0%	34.9%	36.2%	83.6%
25 - 34	1078	1041	574	183	717	440	277	945
%V	15.7%	15.5%	18.9%	17.1%	13.6%	16.6%	10.6%	17.5%
%H		96.6%	53.2%	17.0%	66.5%	40.8%	25.7%	87.7%
35 - 44	1050	1027	557	183	745	455	291	949
%V	15.3%	15.3%	18.3%	17.1%	14.1%	17.2%	11.1%	17.6%
%H		97.8%	53.0%	17.4%	71.0%	43.3%	27.7%	90.4%
45 - 54	1213	1198	595	217	943	546	397	1089
%V	17.6%	17.8%	19.6%	20.2%	17.9%	20.7%	15.1%	20.2%
%H		98.8%	49.1%	17.9%	77.7%	45.0%	32.7%	89.8%
55 - 64	996	981	415	168	798	397	401	824
%V	14.5%	14.6%	13.6%	15.7%	15.2%	15.0%	15.3%	15.3%
%H		98.5%	41.7%	16.9%	80.1%	39.9%	40.3%	82.7%
65+	1586	1565	454	163	1372	422	950	764
%V	23.1%	23.3%	14.9%	15.2%	26.1%	16.0%	36.2%	14.2%
%H		98.7%	28.6%	10.3%	86.5%	26.6%	59.9%	48.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6874	6725	3041	1072	5266	2643	2623	5386
%H		97.8%	44.2%	15.6%	76.6%	38.4%	38.2%	78.4%
AB	1495	1458	742	205	1123	608	515	1379
%V	21.7%	21.7%	24.4%	19.1%	21.3%	23.0%	19.6%	25.6%
%H		97.5%	49.6%	13.7%	75.1%	40.7%	34.4%	92.2%
C1	1946	1894	883	290	1478	751	727	1632
%V	28.3%	28.2%	29.0%	27.1%	28.1%	28.4%	27.7%	30.3%
%H		97.3%	45.4%	14.9%	76.0%	38.6%	37.4%	83.9%
C2	1416	1404	675	260	1109	633	475	1163
%V	20.6%	20.9%	22.2%	24.3%	21.1%	24.0%	18.1%	21.6%
%H		99.2%	47.7%	18.4%	78.3%	44.7%	33.5%	82.1%
D	1179	1150	484	212	880	432	447	825
%V	17.2%	17.1%	15.9%	19.8%	16.7%	16.3%	17.0%	15.3%
%H		97.5%	41.1%	18.0%	74.6%	36.6%	37.9%	70.0%
E	838	820	255	105	676	218	457	388
%V	12.2%	12.2%	8.4%	9.8%	12.8%	8.2%	17.4%	7.2%
%H		97.9%	30.4%	12.5%	80.7%	26.0%	54.5%	46.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6874	6725	3041	1072	5266	2643	2623	5386
%H		97.8%	44.2%	15.6%	76.6%	38.4%	38.2%	78.4%
Working full time	2312	2274	1171	413	1712	1012	699	2120
%V	33.6%	33.8%	38.5%	38.5%	32.5%	38.3%	26.6%	39.4%
%H		98.4%	50.6%	17.9%	74.0%	43.8%	30.2%	91.7%
Working part time	1080	1060	545	188	806	479	327	969
%V	15.7%	15.8%	17.9%	17.5%	15.3%	18.1%	12.5%	18.0%
%H		98.1%	50.5%	17.4%	74.6%	44.4%	30.3%	89.7%
Not working	3482	3391	1325	471	2748	1151	1597	2296
%V	50.7%	50.4%	43.6%	43.9%	52.2%	43.5%	60.9%	42.6%
%H		97.4%	38.1%	13.5%	78.9%	33.1%	45.9%	65.9%
Housewife/Houseperson	5652	5537	2436	843	4355	2092	2263	4307
%V	82.2%	82.3%	80.1%	78.6%	82.7%	79.2%	86.3%	80.0%
%H		98.0%	43.1%	14.9%	77.1%	37.0%	40.0%	76.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

Contents	Page
Household	
Table 23.1: Social Grade	620
Table 23.2: Housewife Age	621
Table 23.3: Size of Household	622
Table 23.4: Presence of Children	623
Table 23.5: Number of TV sets in household	624
Table 23.6: Screen size	625
Table 23.7: Location of ANY set in household	626
Table 23.8: Platform Provider	627
Table 23.9: Recorders and other equipment	628
Table 23.10: Computers and Internet	629
Sets	
Table 23.11: Screen Size	630
Table 23.12: Location of set	631
Table 23.13: Recorders	632
Table 23.14: Other TV equipment	632
Table 23.15: Main Set Screen Size	633
Table 23.16: Main Set Recorders	634
Table 23.17: Main Set - Other TV equipment	634
Table 23.18: Other Sets (non-Main Set) Screen Size	635
Table 23.19: Other Set (non-Main Set) Recorders	636
Table 23.20: Other Set (non-Main Set) - Other TV equipment	636
Individuals	
Table 23.21: Age of Children	637
Table 23.22: Adults - Age	638
Table 23.23: Social Grade (Adults 16+)	639
Table 23.24: Working Status (Adults 16+)	640
Table 23.25: Males - Age	641
Table 23.26: Social Grade (Males 16+)	642
Table 23.27: Working Status (Males 16+)	643
Table 23.28: Females - Age	644
Table 23.29: Social Grade (Females 16+)	645
Table 23.30: Working Status (Females 16+)	646

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
AB	812	790	376	107	594	290	304	725
%V	20.5%	20.6%	22.8%	19.5%	19.9%	21.7%	18.5%	25.6%
%H (All HH)		97.3%	46.3%	13.2%	73.2%	35.7%	37.4%	89.3%
%H (TV HH)			47.6%	13.5%	75.2%	36.7%	38.5%	
C1	990	961	423	140	753	354	399	794
%V	25.0%	25.0%	25.7%	25.5%	25.3%	26.4%	24.3%	28.0%
%H (All HH)		97.1%	42.7%	14.1%	76.1%	35.8%	40.3%	80.2%
%H (TV HH)			44.0%	14.6%	78.4%	36.8%	41.5%	
C2	867	853	391	141	669	344	325	648
%V	21.9%	22.2%	23.8%	25.7%	22.4%	25.7%	19.8%	22.9%
%H (All HH)		98.4%	45.1%	16.3%	77.2%	39.7%	37.5%	74.7%
%H (TV HH)			45.8%	16.5%	78.4%	40.3%	38.1%	
D	707	684	289	103	514	226	288	436
%V	17.9%	17.8%	17.6%	18.8%	17.2%	16.9%	17.5%	15.4%
%H (All HH)		96.7%	40.9%	14.6%	72.7%	32.0%	40.7%	61.7%
%H (TV HH)			42.3%	15.1%	75.1%	33.0%	42.1%	
E	578	554	166	57	451	125	326	228
%V	14.6%	14.4%	10.1%	10.4%	15.1%	9.3%	19.9%	8.1%
%H (All HH)		95.8%	28.7%	9.9%	78.0%	21.6%	56.4%	39.4%
%H (TV HH)			30.0%	10.3%	81.4%	22.6%	58.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Under 25	191	174	65	19	121	39	82	139
%V	4.8%	4.5%	3.9%	3.5%	4.1%	2.9%	5.0%	4.9%
%H (All HH)		91.1%	34.0%	9.9%	63.4%	20.4%	42.9%	72.8%
%H (TV HH)			37.4%	10.9%	69.5%	22.4%	47.1%	
25 - 34	595	566	318	85	386	231	155	502
%V	15.0%	14.7%	19.3%	15.5%	12.9%	17.3%	9.4%	17.7%
%H (All HH)		95.1%	53.4%	14.3%	64.9%	38.8%	26.1%	84.4%
%H (TV HH)			56.2%	15.0%	68.2%	40.8%	27.4%	
35 - 44	655	640	330	112	448	252	196	568
%V	16.6%	16.7%	20.0%	20.4%	15.0%	18.8%	11.9%	20.1%
%H (All HH)		97.7%	50.4%	17.1%	68.4%	38.5%	29.9%	86.7%
%H (TV HH)			51.6%	17.5%	70.0%	39.4%	30.6%	
45 - 54	767	748	361	129	577	314	263	651
%V	19.4%	19.5%	21.9%	23.5%	19.4%	23.5%	16.0%	23.0%
%H (All HH)		97.5%	47.1%	16.8%	75.2%	40.9%	34.3%	84.9%
%H (TV HH)			48.3%	17.2%	77.1%	42.0%	35.2%	
55 - 64	658	645	253	102	525	232	293	508
%V	16.6%	16.8%	15.4%	18.6%	17.6%	17.3%	17.8%	17.9%
%H (All HH)		98.0%	38.4%	15.5%	79.8%	35.3%	44.5%	77.2%
%H (TV HH)			39.2%	15.8%	81.4%	36.0%	45.4%	
65 +	1088	1068	319	102	924	271	654	464
%V	27.5%	27.8%	19.4%	18.6%	31.0%	20.2%	39.8%	16.4%
%H (All HH)		98.2%	29.3%	9.4%	84.9%	24.9%	60.1%	42.6%
%H (TV HH)			29.9%	9.6%	86.5%	25.4%	61.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
1	1231	1182	321	120	965	227	738	539
%V	31.1%	30.8%	19.5%	21.9%	32.4%	17.0%	44.9%	19.0%
%H (All HH)		96.0%	26.1%	9.7%	78.4%	18.4%	60.0%	43.8%
%H (TV HH)			27.2%	10.2%	81.6%	19.2%	62.4%	
2	1395	1361	586	200	1075	504	571	1088
%V	35.3%	35.4%	35.6%	36.4%	36.1%	37.6%	34.8%	38.4%
%H (All HH)		97.6%	42.0%	14.3%	77.1%	36.1%	40.9%	78.0%
%H (TV HH)			43.1%	14.7%	79.0%	37.0%	42.0%	
3	602	582	325	107	426	273	153	528
%V	15.2%	15.2%	19.7%	19.5%	14.3%	20.4%	9.3%	18.7%
%H (All HH)		96.7%	54.0%	17.8%	70.8%	45.3%	25.4%	87.7%
%H (TV HH)			55.8%	18.4%	73.2%	46.9%	26.3%	
4	497	494	286	93	362	242	120	463
%V	12.6%	12.9%	17.4%	16.9%	12.1%	18.1%	7.3%	16.4%
%H (All HH)		99.4%	57.5%	18.7%	72.8%	48.7%	24.1%	93.2%
%H (TV HH)			57.9%	18.8%	73.3%	49.0%	24.3%	
5+	229	222	128	30	154	94	61	213
%V	5.8%	5.8%	7.8%	5.5%	5.2%	7.0%	3.7%	7.5%
%H (All HH)		96.9%	55.9%	13.1%	67.2%	41.0%	26.6%	93.0%
%H (TV HH)			57.7%	13.5%	69.4%	42.3%	27.5%	
Average HH size	2.29	2.30	2.62	2.50	2.24	2.64	1.92	2.58

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Without	2947	2850	1078	386	2285	900	1384	1942
%V	74.5%	74.2%	65.5%	70.3%	76.7%	67.2%	84.3%	68.6%
%H (All HH)		96.7%	36.6%	13.1%	77.5%	30.5%	47.0%	65.9%
%H (TV HH)			37.8%	13.5%	80.2%	31.6%	48.6%	
With	1007	991	568	163	696	439	257	889
%V	25.5%	25.8%	34.5%	29.7%	23.3%	32.8%	15.7%	31.4%
%H (All HH)		98.4%	56.4%	16.2%	69.1%	43.6%	25.5%	88.3%
%H (TV HH)			57.3%	16.4%	70.2%	44.3%	25.9%	
0 - 3	373	367	210	58	246	152	94	315
%V	9.4%	9.6%	12.8%	10.6%	8.3%	11.4%	5.7%	11.1%
%H (All HH)		98.4%	56.3%	15.5%	66.0%	40.8%	25.2%	84.5%
%H (TV HH)			57.2%	15.8%	67.0%	41.4%	25.6%	
4 - 9	496	487	298	71	334	219	115	429
%V	12.5%	12.7%	18.1%	12.9%	11.2%	16.4%	7.0%	15.2%
%H (All HH)		98.2%	60.1%	14.3%	67.3%	44.2%	23.2%	86.5%
%H (TV HH)			61.2%	14.6%	68.6%	45.0%	23.6%	
10 - 15	468	463	261	79	340	215	125	436
%V	11.8%	12.1%	15.9%	14.4%	11.4%	16.1%	7.6%	15.4%
%H (All HH)		98.9%	55.8%	16.9%	72.6%	45.9%	26.7%	93.2%
%H (TV HH)			56.4%	17.1%	73.4%	46.4%	27.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
1	1451	1451	476	159	1036	240	796	854
%V	36.7%	37.8%	28.9%	29.0%	34.8%	17.9%	48.5%	30.2%
%H (All HH)		100.0%	32.8%	11.0%	71.4%	16.5%	54.9%	58.9%
%H (TV HH)			32.8%	11.0%	71.4%	16.5%	54.9%	
2	1347	1347	587	204	1073	514	559	978
%V	34.1%	35.1%	35.7%	37.2%	36.0%	38.4%	34.0%	34.5%
%H (All HH)		100.0%	43.6%	15.1%	79.7%	38.2%	41.5%	72.6%
%H (TV HH)			43.6%	15.1%	79.7%	38.2%	41.5%	
3	649	649	341	118	533	336	197	564
%V	16.4%	16.9%	20.7%	21.5%	17.9%	25.1%	12.0%	19.9%
%H (All HH)		100.0%	52.5%	18.2%	82.1%	51.8%	30.4%	86.9%
%H (TV HH)			52.5%	18.2%	82.1%	51.8%	30.4%	
4	273	273	166	46	233	167	66	252
%V	6.9%	7.1%	10.1%	8.4%	7.8%	12.5%	4.0%	8.9%
%H (All HH)		100.0%	60.8%	16.8%	85.3%	61.2%	24.2%	92.3%
%H (TV HH)			60.8%	16.8%	85.3%	61.2%	24.2%	
5+	122	122	77	23	106	82	23	118
%V	3.1%	3.2%	4.7%	4.2%	3.6%	6.1%	1.4%	4.2%
%H (All HH)		100.0%	63.1%	18.9%	86.9%	67.2%	18.9%	96.7%
%H (TV HH)			63.1%	18.9%	86.9%	67.2%	18.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Under 20"	961	961	404	137	837	415	422	722
%V	24.3%	25.0%	24.5%	25.0%	28.1%	31.0%	25.7%	25.5%
%H (All HH)		100.0%	42.0%	14.3%	87.1%	43.2%	43.9%	75.1%
%H (TV HH)			42.0%	14.3%	87.1%	43.2%	43.9%	
20" - 29"	1425	1425	598	216	1190	574	617	1048
%V	36.0%	37.1%	36.3%	39.3%	39.9%	42.9%	37.6%	37.0%
%H (All HH)		100.0%	42.0%	15.2%	83.5%	40.3%	43.3%	73.5%
%H (TV HH)			42.0%	15.2%	83.5%	40.3%	43.3%	
30" - 39"	2097	2097	892	324	1672	782	889	1543
%V	53.0%	54.6%	54.2%	59.0%	56.1%	58.4%	54.1%	54.5%
%H (All HH)		100.0%	42.5%	15.5%	79.7%	37.3%	42.4%	73.6%
%H (TV HH)			42.5%	15.5%	79.7%	37.3%	42.4%	
40" and over	1777	1777	987	283	1324	810	514	1469
%V	44.9%	46.3%	60.0%	51.5%	44.4%	60.5%	31.3%	51.9%
%H (All HH)		100.0%	55.5%	15.9%	74.5%	45.6%	28.9%	82.7%
%H (TV HH)			55.5%	15.9%	74.5%	45.6%	28.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Main living room	3788	3788	1635	546	2947	1332	1615	2730
%V	95.8%	98.6%	99.3%	99.5%	98.9%	99.5%	98.4%	96.4%
%H (All HH)		100.0%	43.2%	14.4%	77.8%	35.2%	42.6%	72.1%
%H (TV HH)			43.2%	14.4%	77.8%	35.2%	42.6%	
Kitchen	456	456	207	66	419	234	185	364
%V	11.5%	11.9%	12.6%	12.0%	14.1%	17.5%	11.3%	12.9%
%H (All HH)		100.0%	45.4%	14.5%	91.9%	51.3%	40.6%	79.8%
%H (TV HH)			45.4%	14.5%	91.9%	51.3%	40.6%	
Adult's bedroom	1710	1710	848	291	1405	820	585	1377
%V	43.2%	44.5%	51.5%	53.0%	47.1%	61.2%	35.6%	48.6%
%H (All HH)		100.0%	49.6%	17.0%	82.2%	48.0%	34.2%	80.5%
%H (TV HH)			49.6%	17.0%	82.2%	48.0%	34.2%	
Child's bedroom	421	421	255	71	328	230	98	383
%V	10.6%	11.0%	15.5%	12.9%	11.0%	17.2%	6.0%	13.5%
%H (All HH)		100.0%	60.6%	16.9%	77.9%	54.6%	23.3%	91.0%
%H (TV HH)			60.6%	16.9%	77.9%	54.6%	23.3%	
Other bedroom	235	235	118	44	208	133	76	206
%V	5.9%	6.1%	7.2%	8.0%	7.0%	9.9%	4.6%	7.3%
%H (All HH)		100.0%	50.2%	18.7%	88.5%	56.6%	32.3%	87.7%
%H (TV HH)			50.2%	18.7%	88.5%	56.6%	32.3%	
Second living/dining room	328	328	165	54	276	162	114	268
%V	8.3%	8.5%	10.0%	9.8%	9.3%	12.1%	6.9%	9.5%
%H (All HH)		100.0%	50.3%	16.5%	84.1%	49.4%	34.8%	81.7%
%H (TV HH)			50.3%	16.5%	84.1%	49.4%	34.8%	
Study/office	42	42	18	8	32	16	16	40
%V	1.1%	1.1%	1.1%	1.5%	1.1%	1.2%	1.0%	1.4%
%H (All HH)		100.0%	42.9%	19.0%	76.2%	38.1%	38.1%	95.2%
%H (TV HH)			42.9%	19.0%	76.2%	38.1%	38.1%	
TV room	13	13	5	3	10	6	4	12
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	38.5%	23.1%	76.9%	46.2%	30.8%	92.3%
%H (TV HH)			38.5%	23.1%	76.9%	46.2%	30.8%	
Conservatory	137	137	79	26	119	86	33	123
%V	3.5%	3.6%	4.8%	4.7%	4.0%	6.4%	2.0%	4.3%
%H (All HH)		100.0%	57.7%	19.0%	86.9%	62.8%	24.1%	89.8%
%H (TV HH)			57.7%	19.0%	86.9%	62.8%	24.1%	
Attic or loft room	10	10	3	3	8	4	4	9
%V	0.3%	0.3%	0.2%	0.5%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	30.0%	30.0%	80.0%	40.0%	40.0%	90.0%
%H (TV HH)			30.0%	30.0%	80.0%	40.0%	40.0%	
No specific location	7	7	3	1	7	3	3	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	42.9%	14.3%	100.0%	42.9%	42.9%	71.4%
%H (TV HH)			42.9%	14.3%	100.0%	42.9%	42.9%	
Other	43	43	23	6	38	23	14	41
%V	1.1%	1.1%	1.4%	1.1%	1.3%	1.7%	0.9%	1.4%
%H (All HH)		100.0%	53.5%	14.0%	88.4%	53.5%	32.6%	95.3%
%H (TV HH)			53.5%	14.0%	88.4%	53.5%	32.6%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire / North East Macro

Household level data

Table 23.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Any DSAT provider	1646	1646	1646	30	1053	1053	0	1378
%V	41.6%	42.9%	100.0%	5.5%	35.3%	78.6%	0.0%	48.7%
%H (All HH)			100.0%	1.8%	64.0%	64.0%	0.0%	83.7%
%H (TV HH)			100.0%	1.8%	64.0%	64.0%	0.0%	
Sky with subcription	1399	1399	1399	17	912	912	0	1207
%V	35.4%	36.4%	85.0%	3.1%	30.6%	68.1%	0.0%	42.6%
%H (All HH)			100.0%	1.2%	65.2%	65.2%	0.0%	86.3%
%H (TV HH)			100.0%	1.2%	65.2%	65.2%	0.0%	
Sky without subcription	92	92	92	7	50	50	0	62
%V	2.3%	2.4%	5.6%	1.3%	1.7%	3.7%	0.0%	2.2%
%H (All HH)			100.0%	7.6%	54.3%	54.3%	0.0%	67.4%
%H (TV HH)			100.0%	7.6%	54.3%	54.3%	0.0%	
Freesat	139	139	139	4	84	84	0	99
%V	3.5%	3.6%	8.4%	0.7%	2.8%	6.3%	0.0%	3.5%
%H (All HH)			100.0%	2.9%	60.4%	60.4%	0.0%	71.2%
%H (TV HH)			100.0%	2.9%	60.4%	60.4%	0.0%	
Other satellite provider	38	38	38	3	21	21	0	28
%V	1.0%	1.0%	2.3%	0.5%	0.7%	1.6%	0.0%	1.0%
%H (All HH)			100.0%	7.9%	55.3%	55.3%	0.0%	73.7%
%H (TV HH)			100.0%	7.9%	55.3%	55.3%	0.0%	
DCAB	549	549	30	549	298	298	0	490
%V	13.9%	14.3%	1.8%	100.0%	10.0%	22.3%	0.0%	17.3%
%H (All HH)			5.5%	100.0%	54.3%	54.3%	0.0%	89.3%
%H (TV HH)			5.5%	100.0%	54.3%	54.3%	0.0%	
DTT	2981	2981	1053	298	2981	1339	1642	2048
%V	75.4%	77.6%	64.0%	54.3%	100.0%	100.0%	100.0%	72.3%
%H (All HH)		100.0%	35.3%	10.0%	100.0%	44.9%	55.1%	68.7%
%H (TV HH)			35.3%	10.0%	100.0%	44.9%	55.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%H (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
PVR	2346	2346	1411	421	1689	1147	543	1989
%V	59.3%	61.1%	85.7%	76.7%	56.7%	85.7%	33.1%	70.3%
%H (All HH)		100.0%	60.1%	17.9%	72.0%	48.9%	23.1%	84.8%
%H (TV HH)			60.1%	17.9%	72.0%	48.9%	23.1%	
DVDR	175	175	85	25	141	74	67	141
%V	4.4%	4.6%	5.2%	4.6%	4.7%	5.5%	4.1%	5.0%
%H (All HH)		100.0%	48.6%	14.3%	80.6%	42.3%	38.3%	80.6%
%H (TV HH)			48.6%	14.3%	80.6%	42.3%	38.3%	
VCR	190	190	69	20	160	57	103	122
%V	4.8%	4.9%	4.2%	3.6%	5.4%	4.3%	6.3%	4.3%
%H (All HH)		100.0%	36.3%	10.5%	84.2%	30.0%	54.2%	64.2%
%H (TV HH)			36.3%	10.5%	84.2%	30.0%	54.2%	
Any recorder	2491	2491	1438	433	1820	1171	649	2071
%V	63.0%	64.9%	87.4%	78.9%	61.1%	87.5%	39.5%	73.2%
%H (All HH)		100.0%	57.7%	17.4%	73.1%	47.0%	26.1%	83.1%
%H (TV HH)			57.7%	17.4%	73.1%	47.0%	26.1%	
Receives HDTV (via STB or built-in reception)	1974	1974	1082	397	1474	954	520	1647
%V	49.9%	51.4%	65.7%	72.3%	49.4%	71.2%	31.7%	58.2%
%H (All HH)		100.0%	54.8%	20.1%	74.7%	48.3%	26.3%	83.4%
%H (TV HH)			54.8%	20.1%	74.7%	48.3%	26.3%	
DVD/Blu-ray player or recorder	2999	2999	1358	451	2355	1146	1209	2285
%V	75.8%	78.1%	82.5%	82.1%	79.0%	85.6%	73.6%	80.7%
%H (All HH)		100.0%	45.3%	15.0%	78.5%	38.2%	40.3%	76.2%
%H (TV HH)			45.3%	15.0%	78.5%	38.2%	40.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3954	3841	1646	549	2981	1339	1642	2831
%V (All HH)		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%
%H (TV HH)			42.9%	14.3%	77.6%	34.9%	42.7%	
Has broadband internet	2831	2766	1378	490	2048	1150	898	2831
%V	71.6%	72.0%	83.7%	89.3%	68.7%	85.9%	54.7%	100.0%
%H (All HH)		97.7%	48.7%	17.3%	72.3%	40.6%	31.7%	100.0%
%H (TV HH)			49.8%	17.7%	74.0%	41.6%	32.5%	
Number of computers (PCs and laptops)								
0	975	934	232	56	813	171	643	37
%V	24.7%	24.3%	14.1%	10.2%	27.3%	12.8%	39.2%	1.3%
%H (All HH)		95.8%	23.8%	5.7%	83.4%	17.5%	65.9%	3.8%
%H (TV HH)			24.8%	6.0%	87.0%	18.3%	68.8%	
1	1300	1265	544	183	949	417	533	1154
%V	32.9%	32.9%	33.0%	33.3%	31.8%	31.1%	32.5%	40.8%
%H (All HH)		97.3%	41.8%	14.1%	73.0%	32.1%	41.0%	88.8%
%H (TV HH)			43.0%	14.5%	75.0%	33.0%	42.1%	
2	820	803	413	142	598	349	249	788
%V	20.7%	20.9%	25.1%	25.9%	20.1%	26.1%	15.2%	27.8%
%H (All HH)		97.9%	50.4%	17.3%	72.9%	42.6%	30.4%	96.1%
%H (TV HH)			51.4%	17.7%	74.5%	43.5%	31.0%	
3	425	411	222	77	312	199	113	423
%V	10.7%	10.7%	13.5%	14.0%	10.5%	14.9%	6.9%	14.9%
%H (All HH)		96.7%	52.2%	18.1%	73.4%	46.8%	26.6%	99.5%
%H (TV HH)			54.0%	18.7%	75.9%	48.4%	27.5%	
4	218	214	120	42	149	96	53	216
%V	5.5%	5.6%	7.3%	7.7%	5.0%	7.2%	3.2%	7.6%
%H (All HH)		98.2%	55.0%	19.3%	68.3%	44.0%	24.3%	99.1%
%H (TV HH)			56.1%	19.6%	69.6%	44.9%	24.8%	
5+	216	213	114	49	159	108	51	212
%V	5.5%	5.5%	6.9%	8.9%	5.3%	8.1%	3.1%	7.5%
%H (All HH)		98.6%	52.8%	22.7%	73.6%	50.0%	23.6%	98.1%
%H (TV HH)			53.5%	23.0%	74.6%	50.7%	23.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7834	3749	1222	6279	3388	2891	6139
%H		47.9%	15.6%	80.2%	43.2%	36.9%	78.4%
Under 20"	1235	545	176	1080	562	518	953
%V	15.8%	14.5%	14.4%	17.2%	16.6%	17.9%	15.5%
%H		44.1%	14.3%	87.4%	45.5%	41.9%	77.2%
20" - 29"	1830	817	280	1537	794	742	1400
%V	23.4%	21.8%	22.9%	24.5%	23.4%	25.7%	22.8%
%H		44.6%	15.3%	84.0%	43.4%	40.5%	76.5%
30" - 39"	2493	1101	394	2002	993	1009	1877
%V	31.8%	29.4%	32.2%	31.9%	29.3%	34.9%	30.6%
%H		44.2%	15.8%	80.3%	39.8%	40.5%	75.3%
40" and over	2071	1181	336	1542	974	568	1741
%V	26.4%	31.5%	27.5%	24.6%	28.7%	19.6%	28.4%
%H		57.0%	16.2%	74.5%	47.0%	27.4%	84.1%
Don't know	39	8	6	34	9	25	26
%V	0.5%	0.2%	0.5%	0.5%	0.3%	0.9%	0.4%
%H		20.5%	15.4%	87.2%	23.1%	64.1%	66.7%
Not Asked	166	97	30	84	56	29	142
%V	2.1%	2.6%	2.5%	1.3%	1.7%	1.0%	2.3%
%H		58.4%	18.1%	50.6%	33.7%	17.5%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7834	3749	1222	6279	3388	2891	6139
%H		47.9%	15.6%	80.2%	43.2%	36.9%	78.4%
Main living room	3815	1646	548	2967	1339	1628	2749
%V	48.7%	43.9%	44.8%	47.3%	39.5%	56.3%	44.8%
%H		43.1%	14.4%	77.8%	35.1%	42.7%	72.1%
Kitchen	461	209	66	424	236	188	367
%V	5.9%	5.6%	5.4%	6.8%	7.0%	6.5%	6.0%
%H		45.3%	14.3%	92.0%	51.2%	40.8%	79.6%
Adult's bedroom	1974	1008	335	1635	987	649	1624
%V	25.2%	26.9%	27.4%	26.0%	29.1%	22.4%	26.5%
%H		51.1%	17.0%	82.8%	50.0%	32.9%	82.3%
Child's bedroom	563	351	92	435	310	125	516
%V	7.2%	9.4%	7.5%	6.9%	9.1%	4.3%	8.4%
%H		62.3%	16.3%	77.3%	55.1%	22.2%	91.7%
Other bedroom	269	139	49	239	156	83	238
%V	3.4%	3.7%	4.0%	3.8%	4.6%	2.9%	3.9%
%H		51.7%	18.2%	88.8%	58.0%	30.9%	88.5%
Second living/dining room	331	166	54	279	163	115	270
%V	4.2%	4.4%	4.4%	4.4%	4.8%	4.0%	4.4%
%H		50.2%	16.3%	84.3%	49.2%	34.7%	81.6%
Study/office	42	18	8	32	16	16	40
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.6%	0.7%
%H		42.9%	19.0%	76.2%	38.1%	38.1%	95.2%
TV room	13	5	3	10	6	4	12
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		38.5%	23.1%	76.9%	46.2%	30.8%	92.3%
Conservatory	137	79	27	119	86	33	124
%V	1.7%	2.1%	2.2%	1.9%	2.5%	1.1%	2.0%
%H		57.7%	19.7%	86.9%	62.8%	24.1%	90.5%
Attic or loft room	10	3	3	8	4	4	9
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		30.0%	30.0%	80.0%	40.0%	40.0%	90.0%
No specific location	7	3	1	7	3	3	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	14.3%	100.0%	42.9%	42.9%	71.4%
Other	46	26	6	41	27	14	44
%V	0.6%	0.7%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		56.5%	13.0%	89.1%	58.7%	30.4%	95.7%
Not Asked	166	97	30	84	56	29	142
%V	2.1%	2.6%	2.5%	1.3%	1.7%	1.0%	2.3%
%H		58.4%	18.1%	50.6%	33.7%	17.5%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7834	3749	1222	6279	3388	2891	6139
%H		47.9%	15.6%	80.2%	43.2%	36.9%	78.4%
PVR	2969	1868	554	2089	1492	597	2573
%V	37.9%	49.8%	45.3%	33.3%	44.0%	20.7%	41.9%
%H		62.9%	18.7%	70.4%	50.3%	20.1%	86.7%
DVDR	193	92	28	155	82	73	155
%V	2.5%	2.5%	2.3%	2.5%	2.4%	2.5%	2.5%
%H		47.7%	14.5%	80.3%	42.5%	37.8%	80.3%
VCR	202	75	22	172	64	108	128
%V	2.6%	2.0%	1.8%	2.7%	1.9%	3.7%	2.1%
%H		37.1%	10.9%	85.1%	31.7%	53.5%	63.4%
Any recorder	3172	1922	574	2272	1546	726	2696
%V	40.5%	51.3%	47.0%	36.2%	45.6%	25.1%	43.9%
%H		60.6%	18.1%	71.6%	48.7%	22.9%	85.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7834	3749	1222	6279	3388	2891	6139
%H		47.9%	15.6%	80.2%	43.2%	36.9%	78.4%
Receives HDTV (via STB or built-in reception)	2706	1487	577	2043	1356	686	2312
%V	34.5%	39.7%	47.2%	32.5%	40.0%	23.7%	37.7%
%H		55.0%	21.3%	75.5%	50.1%	25.4%	85.4%
DVD/Blu-ray player or recorder	4274	2060	693	3447	1885	1561	3408
%V	54.6%	54.9%	56.7%	54.9%	55.6%	54.0%	55.5%
%H		48.2%	16.2%	80.7%	44.1%	36.5%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3832	1645	549	2980	1339	1640	2758
%H		42.9%	14.3%	77.8%	34.9%	42.8%	72.0%
Under 20"	86	18	5	72	12	60	32
%V	2.2%	1.1%	0.9%	2.4%	0.9%	3.7%	1.2%
%H		20.9%	5.8%	83.7%	14.0%	69.8%	37.2%
20" - 29"	487	109	49	409	86	324	264
%V	12.7%	6.6%	8.9%	13.7%	6.4%	19.8%	9.6%
%H		22.4%	10.1%	84.0%	17.7%	66.5%	54.2%
30" - 39"	1522	561	218	1207	459	749	1038
%V	39.7%	34.1%	39.7%	40.5%	34.3%	45.7%	37.6%
%H		36.9%	14.3%	79.3%	30.2%	49.2%	68.2%
40" and over	1718	956	274	1277	780	497	1416
%V	44.8%	58.1%	49.9%	42.9%	58.3%	30.3%	51.3%
%H		55.6%	15.9%	74.3%	45.4%	28.9%	82.4%
Don't know	16	2	2	14	3	11	7
%V	0.4%	0.1%	0.4%	0.5%	0.2%	0.7%	0.3%
%H		12.5%	12.5%	87.5%	18.8%	68.8%	43.8%
Not Asked	3	0	1	1	0	0	1
%V	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	33.3%	33.3%	0.0%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3832	1645	549	2980	1339	1640	2758
%H		42.9%	14.3%	77.8%	34.9%	42.8%	72.0%
PVR	2291	1391	409	1642	1124	518	1946
%V	59.8%	84.6%	74.5%	55.1%	83.9%	31.6%	70.6%
%H		60.7%	17.9%	71.7%	49.1%	22.6%	84.9%
DVDR	148	68	20	117	56	61	118
%V	3.9%	4.1%	3.6%	3.9%	4.2%	3.7%	4.3%
%H		45.9%	13.5%	79.1%	37.8%	41.2%	79.7%
VCR	160	56	15	133	43	90	101
%V	4.2%	3.4%	2.7%	4.5%	3.2%	5.5%	3.7%
%H		35.0%	9.4%	83.1%	26.9%	56.3%	63.1%
Any recorder	2432	1417	421	1767	1146	621	2027
%V	63.5%	86.1%	76.7%	59.3%	85.6%	37.9%	73.5%
%H		58.3%	17.3%	72.7%	47.1%	25.5%	83.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3832	1645	549	2980	1339	1640	2758
%H		42.9%	14.3%	77.8%	34.9%	42.8%	72.0%
Receives HDTV (via STB or built-in reception)	1903	1050	389	1410	922	488	1592
%V	49.7%	63.8%	70.9%	47.3%	68.9%	29.8%	57.7%
%H		55.2%	20.4%	74.1%	48.4%	25.6%	83.7%
DVD/Blu-ray player or recorder	2778	1247	421	2163	1037	1126	2111
%V	72.5%	75.8%	76.7%	72.6%	77.4%	68.7%	76.5%
%H		44.9%	15.2%	77.9%	37.3%	40.5%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4002	2104	673	3300	2049	1251	3381
%H		52.6%	16.8%	82.5%	51.2%	31.3%	84.5%
Under 20"	1149	527	171	1008	550	458	922
%V	28.7%	25.0%	25.4%	30.5%	26.8%	36.6%	27.3%
%H		45.9%	14.9%	87.7%	47.9%	39.9%	80.2%
20" - 29"	1343	708	231	1127	709	419	1136
%V	33.6%	33.7%	34.3%	34.2%	34.6%	33.5%	33.6%
%H		52.7%	17.2%	83.9%	52.8%	31.2%	84.6%
30" - 39"	970	540	176	795	535	260	840
%V	24.2%	25.7%	26.2%	24.1%	26.1%	20.8%	24.8%
%H		55.7%	18.1%	82.0%	55.2%	26.8%	86.6%
40" and over	353	225	62	265	194	71	326
%V	8.8%	10.7%	9.2%	8.0%	9.5%	5.7%	9.6%
%H		63.7%	17.6%	75.1%	55.0%	20.1%	92.4%
Don't know	23	6	4	20	6	14	19
%V	0.6%	0.3%	0.6%	0.6%	0.3%	1.1%	0.6%
%H		26.1%	17.4%	87.0%	26.1%	60.9%	82.6%
Not Asked	164	98	29	85	55	29	138
%V	4.1%	4.7%	4.3%	2.6%	2.7%	2.3%	4.1%
%H		59.8%	17.7%	51.8%	33.5%	17.7%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4002	2104	673	3300	2049	1251	3381
%H		52.6%	16.8%	82.5%	51.2%	31.3%	84.5%
PVR	679	477	145	447	368	79	628
%V	17.0%	22.7%	21.5%	13.5%	18.0%	6.3%	18.6%
%H		70.3%	21.4%	65.8%	54.2%	11.6%	92.5%
DVDR	45	25	8	38	26	12	37
%V	1.1%	1.2%	1.2%	1.2%	1.3%	1.0%	1.1%
%H		55.6%	17.8%	84.4%	57.8%	26.7%	82.2%
VCR	42	18	6	39	21	18	27
%V	1.0%	0.9%	0.9%	1.2%	1.0%	1.4%	0.8%
%H		42.9%	14.3%	92.9%	50.0%	42.9%	64.3%
Any recorder	741	504	153	506	400	105	669
%V	18.5%	24.0%	22.7%	15.3%	19.5%	8.4%	19.8%
%H		68.0%	20.6%	68.3%	54.0%	14.2%	90.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4002	2104	673	3300	2049	1251	3381
%H		52.6%	16.8%	82.5%	51.2%	31.3%	84.5%
Receives HDTV (via STB or built-in reception)	803	436	187	632	434	199	720
%V	20.1%	20.7%	27.8%	19.2%	21.2%	15.9%	21.3%
%H		54.3%	23.3%	78.7%	54.0%	24.8%	89.7%
DVD/Blu-ray player or recorder	1496	813	272	1284	848	436	1297
%V	37.4%	38.6%	40.4%	38.9%	41.4%	34.9%	38.4%
%H		54.3%	18.2%	85.8%	56.7%	29.1%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9066	8839	4309	1371	6676	3529	3147	7310
%H		97.5%	47.5%	15.1%	73.6%	38.9%	34.7%	80.6%
Total Children	1690	1666	968	265	1155	733	422	1491
%V	18.6%	18.8%	22.5%	19.3%	17.3%	20.8%	13.4%	20.4%
%H		98.6%	57.3%	15.7%	68.3%	43.4%	25.0%	88.2%
0 - 3	434	428	245	71	281	175	106	365
%V	4.8%	4.8%	5.7%	5.2%	4.2%	5.0%	3.4%	5.0%
%H		98.6%	56.5%	16.4%	64.7%	40.3%	24.4%	84.1%
4 - 15	1256	1238	723	194	874	558	316	1126
%V	13.9%	14.0%	16.8%	14.2%	13.1%	15.8%	10.0%	15.4%
%H		98.6%	57.6%	15.4%	69.6%	44.4%	25.2%	89.6%
4 - 9	641	629	387	89	432	283	149	553
%V	7.1%	7.1%	9.0%	6.5%	6.5%	8.0%	4.7%	7.6%
%H		98.1%	60.4%	13.9%	67.4%	44.1%	23.2%	86.3%
10 - 15	615	608	336	105	442	275	167	573
%V	6.8%	6.9%	7.8%	7.7%	6.6%	7.8%	5.3%	7.8%
%H		98.9%	54.6%	17.1%	71.9%	44.7%	27.2%	93.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9066	8839	4309	1371	6676	3529	3147	7310
%H		97.5%	47.5%	15.1%	73.6%	38.9%	34.7%	80.6%
Total Adults (16+)	7376	7173	3341	1106	5521	2797	2725	5819
%V	81.4%	81.2%	77.5%	80.7%	82.7%	79.3%	86.6%	79.6%
%H		97.2%	45.3%	15.0%	74.9%	37.9%	36.9%	78.9%
16 - 19	463	451	227	84	341	203	138	412
%V	5.1%	5.1%	5.3%	6.1%	5.1%	5.8%	4.4%	5.6%
%H		97.4%	49.0%	18.1%	73.7%	43.8%	29.8%	89.0%
20 - 24	611	569	269	79	420	217	203	536
%V	6.7%	6.4%	6.2%	5.8%	6.3%	6.1%	6.5%	7.3%
%H		93.1%	44.0%	12.9%	68.7%	35.5%	33.2%	87.7%
25 - 34	1163	1110	625	181	770	477	293	1017
%V	12.8%	12.6%	14.5%	13.2%	11.5%	13.5%	9.3%	13.9%
%H		95.4%	53.7%	15.6%	66.2%	41.0%	25.2%	87.4%
35 - 44	1136	1112	605	193	776	464	312	1010
%V	12.5%	12.6%	14.0%	14.1%	11.6%	13.1%	9.9%	13.8%
%H		97.9%	53.3%	17.0%	68.3%	40.8%	27.5%	88.9%
45 - 54	1306	1280	651	231	977	567	410	1142
%V	14.4%	14.5%	15.1%	16.8%	14.6%	16.1%	13.0%	15.6%
%H		98.0%	49.8%	17.7%	74.8%	43.4%	31.4%	87.4%
55 - 64	1087	1067	449	169	871	415	456	886
%V	12.0%	12.1%	10.4%	12.3%	13.0%	11.8%	14.5%	12.1%
%H		98.2%	41.3%	15.5%	80.1%	38.2%	42.0%	81.5%
65+	1610	1584	513	169	1367	455	912	817
%V	17.8%	17.9%	11.9%	12.3%	20.5%	12.9%	29.0%	11.2%
%H		98.4%	31.9%	10.5%	84.9%	28.3%	56.6%	50.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7376	7173	3341	1106	5521	2797	2725	5819
%H		97.2%	45.3%	15.0%	74.9%	37.9%	36.9%	78.9%
AB	1617	1573	819	219	1178	639	538	1497
%V	21.9%	21.9%	24.5%	19.8%	21.3%	22.8%	19.7%	25.7%
%H		97.3%	50.6%	13.5%	72.9%	39.5%	33.3%	92.6%
C1	1909	1847	866	276	1444	735	709	1632
%V	25.9%	25.7%	25.9%	25.0%	26.2%	26.3%	26.0%	28.0%
%H		96.8%	45.4%	14.5%	75.6%	38.5%	37.1%	85.5%
C2	1740	1716	821	310	1343	752	591	1399
%V	23.6%	23.9%	24.6%	28.0%	24.3%	26.9%	21.7%	24.0%
%H		98.6%	47.2%	17.8%	77.2%	43.2%	34.0%	80.4%
D	1286	1244	564	201	927	456	470	900
%V	17.4%	17.3%	16.9%	18.2%	16.8%	16.3%	17.2%	15.5%
%H		96.7%	43.9%	15.6%	72.1%	35.5%	36.5%	70.0%
E	825	794	271	100	630	214	416	391
%V	11.2%	11.1%	8.1%	9.0%	11.4%	7.7%	15.3%	6.7%
%H		96.2%	32.8%	12.1%	76.4%	25.9%	50.4%	47.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7376	7173	3341	1106	5521	2797	2725	5819
%H		97.2%	45.3%	15.0%	74.9%	37.9%	36.9%	78.9%
Working full time	3213	3132	1683	550	2308	1396	912	2928
%V	43.6%	43.7%	50.4%	49.7%	41.8%	49.9%	33.5%	50.3%
%H		97.5%	52.4%	17.1%	71.8%	43.4%	28.4%	91.1%
Working part time	785	772	379	135	574	321	253	695
%V	10.6%	10.8%	11.3%	12.2%	10.4%	11.5%	9.3%	11.9%
%H		98.3%	48.3%	17.2%	73.1%	40.9%	32.2%	88.5%
Not working	3378	3269	1278	421	2640	1079	1560	2196
%V	45.8%	45.6%	38.3%	38.1%	47.8%	38.6%	57.2%	37.7%
%H		96.8%	37.8%	12.5%	78.2%	31.9%	46.2%	65.0%
Housewife/Houseperson	3954	3841	1646	549	2981	1339	1642	2831
%V	53.6%	53.5%	49.3%	49.6%	54.0%	47.9%	60.3%	48.7%
%H		97.1%	41.6%	13.9%	75.4%	33.9%	41.5%	71.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3613	3495	1681	547	2663	1401	1262	2903
%H		96.7%	46.5%	15.1%	73.7%	38.8%	34.9%	80.3%
16 - 19	236	232	117	42	174	104	71	213
%V	6.5%	6.6%	7.0%	7.7%	6.5%	7.4%	5.6%	7.3%
%H		98.3%	49.6%	17.8%	73.7%	44.1%	30.1%	90.3%
20 - 24	312	285	135	42	212	115	97	279
%V	8.6%	8.2%	8.0%	7.7%	8.0%	8.2%	7.7%	9.6%
%H		91.3%	43.3%	13.5%	67.9%	36.9%	31.1%	89.4%
25 - 34	580	548	303	91	389	239	150	505
%V	16.1%	15.7%	18.0%	16.6%	14.6%	17.1%	11.9%	17.4%
%H		94.5%	52.2%	15.7%	67.1%	41.2%	25.9%	87.1%
35 - 44	567	553	299	96	377	220	157	503
%V	15.7%	15.8%	17.8%	17.6%	14.2%	15.7%	12.4%	17.3%
%H		97.5%	52.7%	16.9%	66.5%	38.8%	27.7%	88.7%
45 - 54	645	629	324	115	472	276	196	548
%V	17.9%	18.0%	19.3%	21.0%	17.7%	19.7%	15.5%	18.9%
%H		97.5%	50.2%	17.8%	73.2%	42.8%	30.4%	85.0%
55 - 64	536	525	237	79	423	211	212	443
%V	14.8%	15.0%	14.1%	14.4%	15.9%	15.1%	16.8%	15.3%
%H		97.9%	44.2%	14.7%	78.9%	39.4%	39.6%	82.6%
65+	737	722	266	83	615	236	379	412
%V	20.4%	20.7%	15.8%	15.2%	23.1%	16.8%	30.0%	14.2%
%H		98.0%	36.1%	11.3%	83.4%	32.0%	51.4%	55.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3613	3495	1681	547	2663	1401	1262	2903
%H		96.7%	46.5%	15.1%	73.7%	38.8%	34.9%	80.3%
AB	814	790	425	112	584	331	253	765
%V	22.5%	22.6%	25.3%	20.5%	21.9%	23.6%	20.0%	26.4%
%H		97.1%	52.2%	13.8%	71.7%	40.7%	31.1%	94.0%
C1	900	868	422	134	669	360	309	793
%V	24.9%	24.8%	25.1%	24.5%	25.1%	25.7%	24.5%	27.3%
%H		96.4%	46.9%	14.9%	74.3%	40.0%	34.3%	88.1%
C2	932	913	436	159	715	395	320	735
%V	25.8%	26.1%	25.9%	29.1%	26.8%	28.2%	25.4%	25.3%
%H		98.0%	46.8%	17.1%	76.7%	42.4%	34.3%	78.9%
D	605	583	274	97	429	220	209	436
%V	16.7%	16.7%	16.3%	17.7%	16.1%	15.7%	16.6%	15.0%
%H		96.4%	45.3%	16.0%	70.9%	36.4%	34.5%	72.1%
E	361	341	123	45	266	95	171	174
%V	10.0%	9.8%	7.3%	8.2%	10.0%	6.8%	13.5%	6.0%
%H		94.5%	34.1%	12.5%	73.7%	26.3%	47.4%	48.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3613	3495	1681	547	2663	1401	1262	2903
%H		96.7%	46.5%	15.1%	73.7%	38.8%	34.9%	80.3%
Working full time	1971	1914	1051	334	1404	868	536	1796
%V	54.6%	54.8%	62.5%	61.1%	52.7%	62.0%	42.5%	61.9%
%H		97.1%	53.3%	16.9%	71.2%	44.0%	27.2%	91.1%
Working part time	152	150	63	27	104	48	55	129
%V	4.2%	4.3%	3.7%	4.9%	3.9%	3.4%	4.4%	4.4%
%H		98.7%	41.4%	17.8%	68.4%	31.6%	36.2%	84.9%
Not working	1490	1431	567	186	1154	484	670	979
%V	41.2%	40.9%	33.7%	34.0%	43.3%	34.5%	53.1%	33.7%
%H		96.0%	38.1%	12.5%	77.4%	32.5%	45.0%	65.7%
Housewife/Houseperson	877	826	315	116	630	241	389	526
%V	24.3%	23.6%	18.7%	21.2%	23.7%	17.2%	30.8%	18.1%
%H		94.2%	35.9%	13.2%	71.8%	27.5%	44.4%	60.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3764	3678	1660	559	2858	1396	1462	2916
%H		97.7%	44.1%	14.9%	75.9%	37.1%	38.8%	77.5%
16 - 19	227	219	110	42	167	99	67	200
%V	6.0%	6.0%	6.6%	7.5%	5.8%	7.1%	4.6%	6.9%
%H		96.5%	48.5%	18.5%	73.6%	43.6%	29.5%	88.1%
20 - 24	299	283	135	36	208	101	106	257
%V	7.9%	7.7%	8.1%	6.4%	7.3%	7.2%	7.3%	8.8%
%H		94.6%	45.2%	12.0%	69.6%	33.8%	35.5%	86.0%
25 - 34	584	562	322	91	381	238	144	511
%V	15.5%	15.3%	19.4%	16.3%	13.3%	17.0%	9.8%	17.5%
%H		96.2%	55.1%	15.6%	65.2%	40.8%	24.7%	87.5%
35 - 44	569	558	306	98	399	244	155	507
%V	15.1%	15.2%	18.4%	17.5%	14.0%	17.5%	10.6%	17.4%
%H		98.1%	53.8%	17.2%	70.1%	42.9%	27.2%	89.1%
45 - 54	661	651	327	115	505	290	215	594
%V	17.6%	17.7%	19.7%	20.6%	17.7%	20.8%	14.7%	20.4%
%H		98.5%	49.5%	17.4%	76.4%	43.9%	32.5%	89.9%
55 - 64	550	543	213	90	447	204	243	442
%V	14.6%	14.8%	12.8%	16.1%	15.6%	14.6%	16.6%	15.2%
%H		98.7%	38.7%	16.4%	81.3%	37.1%	44.2%	80.4%
65+	873	862	247	86	751	219	532	405
%V	23.2%	23.4%	14.9%	15.4%	26.3%	15.7%	36.4%	13.9%
%H		98.7%	28.3%	9.9%	86.0%	25.1%	60.9%	46.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3764	3678	1660	559	2858	1396	1462	2916
%H		97.7%	44.1%	14.9%	75.9%	37.1%	38.8%	77.5%
AB	803	783	393	106	594	308	285	732
%V	21.3%	21.3%	23.7%	19.0%	20.8%	22.1%	19.5%	25.1%
%H		97.5%	48.9%	13.2%	74.0%	38.4%	35.5%	91.2%
C1	1009	979	444	142	774	375	400	839
%V	26.8%	26.6%	26.7%	25.4%	27.1%	26.9%	27.4%	28.8%
%H		97.0%	44.0%	14.1%	76.7%	37.2%	39.6%	83.2%
C2	808	803	385	150	628	357	271	664
%V	21.5%	21.8%	23.2%	26.8%	22.0%	25.6%	18.5%	22.8%
%H		99.4%	47.6%	18.6%	77.7%	44.2%	33.5%	82.2%
D	680	661	291	105	498	237	261	464
%V	18.1%	18.0%	17.5%	18.8%	17.4%	17.0%	17.9%	15.9%
%H		97.2%	42.8%	15.4%	73.2%	34.9%	38.4%	68.2%
E	464	452	148	55	365	120	245	216
%V	12.3%	12.3%	8.9%	9.8%	12.8%	8.6%	16.8%	7.4%
%H		97.4%	31.9%	11.9%	78.7%	25.9%	52.8%	46.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3764	3678	1660	559	2858	1396	1462	2916
%H		97.7%	44.1%	14.9%	75.9%	37.1%	38.8%	77.5%
Working full time	1243	1218	633	216	903	528	375	1133
%V	33.0%	33.1%	38.1%	38.6%	31.6%	37.8%	25.6%	38.9%
%H		98.0%	50.9%	17.4%	72.6%	42.5%	30.2%	91.2%
Working part time	633	622	316	108	470	273	197	567
%V	16.8%	16.9%	19.0%	19.3%	16.4%	19.6%	13.5%	19.4%
%H		98.3%	49.9%	17.1%	74.2%	43.1%	31.1%	89.6%
Not working	1888	1838	712	234	1485	595	890	1217
%V	50.2%	50.0%	42.9%	41.9%	52.0%	42.6%	60.9%	41.7%
%H		97.4%	37.7%	12.4%	78.7%	31.5%	47.1%	64.5%
Housewife/Houseperson	3077	3015	1331	433	2351	1098	1252	2305
%V	81.7%	82.0%	80.2%	77.5%	82.3%	78.7%	85.6%	79.0%
%H		98.0%	43.3%	14.1%	76.4%	35.7%	40.7%	74.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

Contents	Page
Household	
Table 24.1: Social Grade	648
Table 24.2: Housewife Age	649
Table 24.3: Size of Household	650
Table 24.4: Presence of Children	651
Table 24.5: Number of TV sets in household	652
Table 24.6: Screen size	653
Table 24.7: Location of ANY set in household	654
Table 24.8: Platform Provider	655
Table 24.9: Recorders and other equipment	656
Table 24.10: Computers and Internet	657
Sets	
Table 24.11: Screen Size	658
Table 24.12: Location of set	659
Table 24.13: Recorders	660
Table 24.14: Other TV equipment	660
Table 24.15: Main Set Screen Size	661
Table 24.16: Main Set Recorders	662
Table 24.17: Main Set - Other TV equipment	662
Table 24.18: Other Sets (non-Main Set) Screen Size	663
Table 24.19: Other Set (non-Main Set) Recorders	664
Table 24.20: Other Set (non-Main Set) - Other TV equipment	664
Individuals	
Table 24.21: Age of Children	665
Table 24.22: Adults - Age	666
Table 24.23: Social Grade (Adults 16+)	667
Table 24.24: Working Status (Adults 16+)	668
Table 24.25: Males - Age	669
Table 24.26: Social Grade (Males 16+)	670
Table 24.27: Working Status (Males 16+)	671
Table 24.28: Females - Age	672
Table 24.29: Social Grade (Females 16+)	673
Table 24.30: Working Status (Females 16+)	674

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
AB	702	684	331	100	546	290	255	643
%V	21.4%	21.5%	24.5%	20.2%	21.6%	24.2%	19.2%	26.5%
%H (All HH)		97.4%	47.2%	14.2%	77.8%	41.3%	36.3%	91.6%
%H (TV HH)			48.4%	14.6%	79.8%	42.4%	37.3%	
C1	903	873	404	131	670	337	333	737
%V	27.5%	27.5%	29.9%	26.5%	26.5%	28.1%	25.0%	30.3%
%H (All HH)		96.7%	44.7%	14.5%	74.2%	37.3%	36.9%	81.6%
%H (TV HH)			46.3%	15.0%	76.7%	38.6%	38.1%	
C2	677	661	298	113	532	280	251	510
%V	20.6%	20.8%	22.1%	22.9%	21.0%	23.3%	18.9%	21.0%
%H (All HH)		97.6%	44.0%	16.7%	78.6%	41.4%	37.1%	75.3%
%H (TV HH)			45.1%	17.1%	80.5%	42.4%	38.0%	
D	528	510	194	99	399	184	214	350
%V	16.1%	16.0%	14.4%	20.0%	15.8%	15.3%	16.1%	14.4%
%H (All HH)		96.6%	36.7%	18.8%	75.6%	34.8%	40.5%	66.3%
%H (TV HH)			38.0%	19.4%	78.2%	36.1%	42.0%	
E	474	450	123	52	384	108	276	189
%V	14.4%	14.2%	9.1%	10.5%	15.2%	9.0%	20.8%	7.8%
%H (All HH)		94.9%	25.9%	11.0%	81.0%	22.8%	58.2%	39.9%
%H (TV HH)			27.3%	11.6%	85.3%	24.0%	61.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
Under 25	155	141	53	16	107	41	66	108
%V	4.7%	4.4%	3.9%	3.2%	4.2%	3.4%	5.0%	4.4%
%H (All HH)		91.0%	34.2%	10.3%	69.0%	26.5%	42.6%	69.7%
%H (TV HH)			37.6%	11.3%	75.9%	29.1%	46.8%	
25 - 34	499	476	246	85	331	189	143	430
%V	15.2%	15.0%	18.2%	17.2%	13.1%	15.8%	10.8%	17.7%
%H (All HH)		95.4%	49.3%	17.0%	66.3%	37.9%	28.7%	86.2%
%H (TV HH)			51.7%	17.9%	69.5%	39.7%	30.0%	
35 - 44	553	535	273	98	394	228	165	494
%V	16.8%	16.8%	20.2%	19.8%	15.6%	19.0%	12.4%	20.3%
%H (All HH)		96.7%	49.4%	17.7%	71.2%	41.2%	29.8%	89.3%
%H (TV HH)			51.0%	18.3%	73.6%	42.6%	30.8%	
45 - 54	650	634	294	113	511	281	230	556
%V	19.8%	19.9%	21.8%	22.9%	20.2%	23.4%	17.3%	22.9%
%H (All HH)		97.5%	45.2%	17.4%	78.6%	43.2%	35.4%	85.5%
%H (TV HH)			46.4%	17.8%	80.6%	44.3%	36.3%	
55 - 64	541	524	230	89	420	215	206	425
%V	16.5%	16.5%	17.0%	18.0%	16.6%	17.9%	15.5%	17.5%
%H (All HH)		96.9%	42.5%	16.5%	77.6%	39.7%	38.1%	78.6%
%H (TV HH)			43.9%	17.0%	80.2%	41.0%	39.3%	
65 +	887	868	254	93	766	246	519	417
%V	27.0%	27.3%	18.8%	18.8%	30.3%	20.5%	39.0%	17.2%
%H (All HH)		97.9%	28.6%	10.5%	86.4%	27.7%	58.5%	47.0%
%H (TV HH)			29.3%	10.7%	88.2%	28.3%	59.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
1	1068	1011	266	116	862	243	620	532
%V	32.5%	31.8%	19.7%	23.5%	34.1%	20.3%	46.6%	21.9%
%H (All HH)		94.7%	24.9%	10.9%	80.7%	22.8%	58.1%	49.8%
%H (TV HH)			26.3%	11.5%	85.3%	24.0%	61.3%	
2	1115	1092	495	163	871	439	432	899
%V	34.0%	34.4%	36.7%	33.0%	34.4%	36.6%	32.5%	37.0%
%H (All HH)		97.9%	44.4%	14.6%	78.1%	39.4%	38.7%	80.6%
%H (TV HH)			45.3%	14.9%	79.8%	40.2%	39.6%	
3	502	490	257	96	365	228	137	443
%V	15.3%	15.4%	19.0%	19.4%	14.4%	19.0%	10.3%	18.2%
%H (All HH)		97.6%	51.2%	19.1%	72.7%	45.4%	27.3%	88.2%
%H (TV HH)			52.4%	19.6%	74.5%	46.5%	28.0%	
4	404	395	225	78	296	202	94	375
%V	12.3%	12.4%	16.7%	15.8%	11.7%	16.8%	7.1%	15.4%
%H (All HH)		97.8%	55.7%	19.3%	73.3%	50.0%	23.3%	92.8%
%H (TV HH)			57.0%	19.7%	74.9%	51.1%	23.8%	
5+	196	191	107	40	136	88	47	179
%V	6.0%	6.0%	7.9%	8.1%	5.4%	7.3%	3.5%	7.4%
%H (All HH)		97.4%	54.6%	20.4%	69.4%	44.9%	24.0%	91.3%
%H (TV HH)			56.0%	20.9%	71.2%	46.1%	24.6%	
Average HH size	2.28	2.30	2.61	2.56	2.23	2.59	1.90	2.53

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%V		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (All HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
%H (TV HH)								
Without	2458	2369	903	344	1942	828	1114	1704
%V	74.8%	74.5%	66.9%	69.6%	76.8%	69.0%	83.8%	70.1%
%H (All HH)		96.4%	36.7%	14.0%	79.0%	33.7%	45.3%	69.3%
%H (TV HH)			38.1%	14.5%	82.0%	35.0%	47.0%	
With	826	810	448	151	587	372	216	726
%V	25.2%	25.5%	33.2%	30.6%	23.2%	31.0%	16.2%	29.9%
%H (All HH)		98.1%	54.2%	18.3%	71.1%	45.0%	26.2%	87.9%
%H (TV HH)			55.3%	18.6%	72.5%	45.9%	26.7%	
0 - 3	319	312	163	54	215	121	94	261
%V	9.7%	9.8%	12.1%	10.9%	8.5%	10.1%	7.1%	10.7%
%H (All HH)		97.8%	51.1%	16.9%	67.4%	37.9%	29.5%	81.8%
%H (TV HH)			52.2%	17.3%	68.9%	38.8%	30.1%	
4 - 9	407	399	223	74	283	179	104	357
%V	12.4%	12.6%	16.5%	15.0%	11.2%	14.9%	7.8%	14.7%
%H (All HH)		98.0%	54.8%	18.2%	69.5%	44.0%	25.6%	87.7%
%H (TV HH)			55.9%	18.5%	70.9%	44.9%	26.1%	
10 - 15	380	372	211	77	273	186	87	352
%V	11.6%	11.7%	15.6%	15.6%	10.8%	15.5%	6.5%	14.5%
%H (All HH)		97.9%	55.5%	20.3%	71.8%	48.9%	22.9%	92.6%
%H (TV HH)			56.7%	20.7%	73.4%	50.0%	23.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
1	1242	1242	389	155	920	238	681	754
%V	37.8%	39.1%	28.8%	31.4%	36.4%	19.8%	51.2%	31.0%
%H (All HH)		100.0%	31.3%	12.5%	74.1%	19.2%	54.8%	60.7%
%H (TV HH)			31.3%	12.5%	74.1%	19.2%	54.8%	
2	1110	1110	501	187	912	485	426	860
%V	33.8%	34.9%	37.1%	37.9%	36.0%	40.4%	32.0%	35.4%
%H (All HH)		100.0%	45.1%	16.8%	82.2%	43.7%	38.4%	77.5%
%H (TV HH)			45.1%	16.8%	82.2%	43.7%	38.4%	
3	497	497	266	88	411	265	147	443
%V	15.1%	15.6%	19.7%	17.8%	16.2%	22.1%	11.1%	18.2%
%H (All HH)		100.0%	53.5%	17.7%	82.7%	53.3%	29.6%	89.1%
%H (TV HH)			53.5%	17.7%	82.7%	53.3%	29.6%	
4	223	223	127	44	195	138	57	210
%V	6.8%	7.0%	9.4%	8.9%	7.7%	11.5%	4.3%	8.6%
%H (All HH)		100.0%	57.0%	19.7%	87.4%	61.9%	25.6%	94.2%
%H (TV HH)			57.0%	19.7%	87.4%	61.9%	25.6%	
5+	106	106	67	21	92	73	19	103
%V	3.2%	3.3%	5.0%	4.3%	3.6%	6.1%	1.4%	4.2%
%H (All HH)		100.0%	63.2%	19.8%	86.8%	68.9%	17.9%	97.2%
%H (TV HH)			63.2%	19.8%	86.8%	68.9%	17.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
Under 20"	712	712	321	106	625	337	288	571
%V	21.7%	22.4%	23.8%	21.5%	24.7%	28.1%	21.7%	23.5%
%H (All HH)		100.0%	45.1%	14.9%	87.8%	47.3%	40.4%	80.2%
%H (TV HH)			45.1%	14.9%	87.8%	47.3%	40.4%	
20" - 29"	1180	1180	480	178	998	474	523	882
%V	35.9%	37.1%	35.6%	36.0%	39.4%	39.5%	39.3%	36.3%
%H (All HH)		100.0%	40.7%	15.1%	84.6%	40.2%	44.3%	74.7%
%H (TV HH)			40.7%	15.1%	84.6%	40.2%	44.3%	
30" - 39"	1782	1782	771	280	1464	732	732	1345
%V	54.3%	56.1%	57.1%	56.7%	57.9%	61.0%	55.0%	55.3%
%H (All HH)		100.0%	43.3%	15.7%	82.2%	41.1%	41.1%	75.5%
%H (TV HH)			43.3%	15.7%	82.2%	41.1%	41.1%	
40" and over	1363	1363	744	260	1024	653	371	1189
%V	41.5%	42.9%	55.1%	52.6%	40.5%	54.4%	27.9%	48.9%
%H (All HH)		100.0%	54.6%	19.1%	75.1%	47.9%	27.2%	87.2%
%H (TV HH)			54.6%	19.1%	75.1%	47.9%	27.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West / Border Macro

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
Main living room	3141	3141	1340	490	2507	1192	1316	2342
%V	95.6%	98.8%	99.3%	99.2%	99.1%	99.3%	98.9%	96.4%
%H (All HH)		100.0%	42.7%	15.6%	79.8%	37.9%	41.9%	74.6%
%H (TV HH)			42.7%	15.6%	79.8%	37.9%	41.9%	
Kitchen	301	301	166	35	271	169	102	261
%V	9.2%	9.5%	12.3%	7.1%	10.7%	14.1%	7.7%	10.7%
%H (All HH)		100.0%	55.1%	11.6%	90.0%	56.1%	33.9%	86.7%
%H (TV HH)			55.1%	11.6%	90.0%	56.1%	33.9%	
Adult's bedroom	1470	1470	729	265	1225	741	484	1232
%V	44.8%	46.2%	54.0%	53.6%	48.4%	61.8%	36.4%	50.7%
%H (All HH)		100.0%	49.6%	18.0%	83.3%	50.4%	32.9%	83.8%
%H (TV HH)			49.6%	18.0%	83.3%	50.4%	32.9%	
Child's bedroom	309	309	177	61	248	175	73	277
%V	9.4%	9.7%	13.1%	12.3%	9.8%	14.6%	5.5%	11.4%
%H (All HH)		100.0%	57.3%	19.7%	80.3%	56.6%	23.6%	89.6%
%H (TV HH)			57.3%	19.7%	80.3%	56.6%	23.6%	
Other bedroom	163	163	83	38	144	101	43	148
%V	5.0%	5.1%	6.1%	7.7%	5.7%	8.4%	3.2%	6.1%
%H (All HH)		100.0%	50.9%	23.3%	88.3%	62.0%	26.4%	90.8%
%H (TV HH)			50.9%	23.3%	88.3%	62.0%	26.4%	
Second living/dining room	357	357	183	62	303	189	114	309
%V	10.9%	11.2%	13.6%	12.6%	12.0%	15.8%	8.6%	12.7%
%H (All HH)		100.0%	51.3%	17.4%	84.9%	52.9%	31.9%	86.6%
%H (TV HH)			51.3%	17.4%	84.9%	52.9%	31.9%	
Study/office	42	42	23	8	35	25	10	39
%V	1.3%	1.3%	1.7%	1.6%	1.4%	2.1%	0.8%	1.6%
%H (All HH)		100.0%	54.8%	19.0%	83.3%	59.5%	23.8%	92.9%
%H (TV HH)			54.8%	19.0%	83.3%	59.5%	23.8%	
TV room	21	21	11	3	15	9	6	19
%V	0.6%	0.7%	0.8%	0.6%	0.6%	0.8%	0.5%	0.8%
%H (All HH)		100.0%	52.4%	14.3%	71.4%	42.9%	28.6%	90.5%
%H (TV HH)			52.4%	14.3%	71.4%	42.9%	28.6%	
Conservatory	87	87	46	16	76	50	26	82
%V	2.6%	2.7%	3.4%	3.2%	3.0%	4.2%	2.0%	3.4%
%H (All HH)		100.0%	52.9%	18.4%	87.4%	57.5%	29.9%	94.3%
%H (TV HH)			52.9%	18.4%	87.4%	57.5%	29.9%	
Attic or loft room	9	9	4	1	8	3	4	9
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	44.4%	11.1%	88.9%	33.3%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	88.9%	33.3%	44.4%	
No specific location	5	5	2	2	4	2	2	4
%V	0.2%	0.2%	0.1%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	40.0%	40.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	40.0%	40.0%	
Other	17	17	10	2	14	8	5	15
%V	0.5%	0.5%	0.7%	0.4%	0.6%	0.7%	0.4%	0.6%
%H (All HH)		100.0%	58.8%	11.8%	82.4%	47.1%	29.4%	88.2%
%H (TV HH)			58.8%	11.8%	82.4%	47.1%	29.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West / Border Macro

Household level data

Table 24.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
Any DSAT provider	1350	1350	1350	23	910	910	0	1175
%V	41.1%	42.5%	100.0%	4.7%	36.0%	75.8%	0.0%	48.4%
%H (All HH)			100.0%	1.7%	67.4%	67.4%	0.0%	87.0%
%H (TV HH)			100.0%	1.7%	67.4%	67.4%	0.0%	
Sky with subcription	1133	1133	1133	14	756	756	0	1009
%V	34.5%	35.6%	83.9%	2.8%	29.9%	63.0%	0.0%	41.5%
%H (All HH)			100.0%	1.2%	66.7%	66.7%	0.0%	89.1%
%H (TV HH)			100.0%	1.2%	66.7%	66.7%	0.0%	
Sky without subscription	97	97	97	3	68	68	0	67
%V	3.0%	3.1%	7.2%	0.6%	2.7%	5.7%	0.0%	2.8%
%H (All HH)			100.0%	3.1%	70.1%	70.1%	0.0%	69.1%
%H (TV HH)			100.0%	3.1%	70.1%	70.1%	0.0%	
Freesat	116	116	116	4	85	85	0	97
%V	3.5%	3.6%	8.6%	0.8%	3.4%	7.1%	0.0%	4.0%
%H (All HH)			100.0%	3.4%	73.3%	73.3%	0.0%	83.6%
%H (TV HH)			100.0%	3.4%	73.3%	73.3%	0.0%	
Other satellite provider	20	20	20	3	12	12	0	17
%V	0.6%	0.6%	1.5%	0.6%	0.5%	1.0%	0.0%	0.7%
%H (All HH)			100.0%	15.0%	60.0%	60.0%	0.0%	85.0%
%H (TV HH)			100.0%	15.0%	60.0%	60.0%	0.0%	
DCAB	494	494	23	494	305	305	0	429
%V	15.0%	15.5%	1.7%	100.0%	12.1%	25.4%	0.0%	17.7%
%H (All HH)			4.7%	100.0%	61.7%	61.7%	0.0%	86.8%
%H (TV HH)			4.7%	100.0%	61.7%	61.7%	0.0%	
DTT	2530	2530	910	305	2530	1200	1330	1824
%V	77.0%	79.6%	67.4%	61.7%	100.0%	100.0%	100.0%	75.1%
%H (All HH)		100.0%	36.0%	12.1%	100.0%	47.4%	52.6%	72.1%
%H (TV HH)			36.0%	12.1%	100.0%	47.4%	52.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

ITV North West / Border Macro

Household level data

Table 24.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%H (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
PVR	1948	1948	1163	378	1423	1002	421	1701
%V	59.3%	61.3%	86.1%	76.5%	56.2%	83.5%	31.7%	70.0%
%H (All HH)		100.0%	59.7%	19.4%	73.0%	51.4%	21.6%	87.3%
%H (TV HH)			59.7%	19.4%	73.0%	51.4%	21.6%	
DVDR	91	91	39	16	78	41	37	78
%V	2.8%	2.9%	2.9%	3.2%	3.1%	3.4%	2.8%	3.2%
%H (All HH)		100.0%	42.9%	17.6%	85.7%	45.1%	40.7%	85.7%
%H (TV HH)			42.9%	17.6%	85.7%	45.1%	40.7%	
VCR	63	63	19	8	55	19	36	39
%V	1.9%	2.0%	1.4%	1.6%	2.2%	1.6%	2.7%	1.6%
%H (All HH)		100.0%	30.2%	12.7%	87.3%	30.2%	57.1%	61.9%
%H (TV HH)			30.2%	12.7%	87.3%	30.2%	57.1%	
Any recorder	2010	2010	1172	385	1478	1011	467	1738
%V	61.2%	63.2%	86.8%	77.9%	58.4%	84.3%	35.1%	71.5%
%H (All HH)		100.0%	58.3%	19.2%	73.5%	50.3%	23.2%	86.5%
%H (TV HH)			58.3%	19.2%	73.5%	50.3%	23.2%	
Receives HDTV (via STB or built-in reception)	1626	1626	894	361	1202	814	389	1428
%V	49.5%	51.1%	66.2%	73.1%	47.5%	67.8%	29.2%	58.8%
%H (All HH)		100.0%	55.0%	22.2%	73.9%	50.1%	23.9%	87.8%
%H (TV HH)			55.0%	22.2%	73.9%	50.1%	23.9%	
DVD/Blu-ray player or recorder	2376	2376	1085	395	1888	982	906	1868
%V	72.4%	74.7%	80.4%	80.0%	74.6%	81.8%	68.1%	76.9%
%H (All HH)		100.0%	45.7%	16.6%	79.5%	41.3%	38.1%	78.6%
%H (TV HH)			45.7%	16.6%	79.5%	41.3%	38.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3284	3179	1350	494	2530	1200	1330	2430
%V (All HH)		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%
%H (TV HH)			42.5%	15.5%	79.6%	37.7%	41.8%	
Has broadband internet	2430	2369	1175	429	1824	1057	768	2430
%V	74.0%	74.5%	87.0%	86.8%	72.1%	88.1%	57.7%	100.0%
%H (All HH)		97.5%	48.4%	17.7%	75.1%	43.5%	31.6%	100.0%
%H (TV HH)			49.6%	18.1%	77.0%	44.6%	32.4%	
Number of computers (PCs and laptops)								
0	781	742	167	65	637	132	504	49
%V	23.8%	23.3%	12.4%	13.2%	25.2%	11.0%	37.9%	2.0%
%H (All HH)		95.0%	21.4%	8.3%	81.6%	16.9%	64.5%	6.3%
%H (TV HH)			22.5%	8.8%	85.8%	17.8%	67.9%	
1	1199	1163	497	193	925	453	473	1104
%V	36.5%	36.6%	36.8%	39.1%	36.6%	37.8%	35.6%	45.4%
%H (All HH)		97.0%	41.5%	16.1%	77.1%	37.8%	39.4%	92.1%
%H (TV HH)			42.7%	16.6%	79.5%	39.0%	40.7%	
2	648	632	320	117	483	286	197	631
%V	19.7%	19.9%	23.7%	23.7%	19.1%	23.8%	14.8%	26.0%
%H (All HH)		97.5%	49.4%	18.1%	74.5%	44.1%	30.4%	97.4%
%H (TV HH)			50.6%	18.5%	76.4%	45.3%	31.2%	
3	338	330	184	60	248	161	87	331
%V	10.3%	10.4%	13.6%	12.1%	9.8%	13.4%	6.5%	13.6%
%H (All HH)		97.6%	54.4%	17.8%	73.4%	47.6%	25.7%	97.9%
%H (TV HH)			55.8%	18.2%	75.2%	48.8%	26.4%	
4	158	157	88	29	119	81	37	157
%V	4.8%	4.9%	6.5%	5.9%	4.7%	6.8%	2.8%	6.5%
%H (All HH)		99.4%	55.7%	18.4%	75.3%	51.3%	23.4%	99.4%
%H (TV HH)			56.1%	18.5%	75.8%	51.6%	23.6%	
5+	160	156	95	30	118	86	31	158
%V	4.9%	4.9%	7.0%	6.1%	4.7%	7.2%	2.3%	6.5%
%H (All HH)		97.5%	59.4%	18.8%	73.8%	53.8%	19.4%	98.8%
%H (TV HH)			60.9%	19.2%	75.6%	55.1%	19.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6423	3065	1079	5260	2960	2301	5201
%H		47.7%	16.8%	81.9%	46.1%	35.8%	81.0%
Under 20"	911	428	135	802	448	354	745
%V	14.2%	14.0%	12.5%	15.2%	15.1%	15.4%	14.3%
%H		47.0%	14.8%	88.0%	49.2%	38.9%	81.8%
20" - 29"	1517	646	235	1300	662	638	1170
%V	23.6%	21.1%	21.8%	24.7%	22.4%	27.7%	22.5%
%H		42.6%	15.5%	85.7%	43.6%	42.1%	77.1%
30" - 39"	2153	969	353	1780	946	833	1677
%V	33.5%	31.6%	32.7%	33.8%	32.0%	36.2%	32.2%
%H		45.0%	16.4%	82.7%	43.9%	38.7%	77.9%
40" and over	1627	919	316	1217	810	407	1442
%V	25.3%	30.0%	29.3%	23.1%	27.4%	17.7%	27.7%
%H		56.5%	19.4%	74.8%	49.8%	25.0%	88.6%
Don't know	128	53	26	104	56	48	95
%V	2.0%	1.7%	2.4%	2.0%	1.9%	2.1%	1.8%
%H		41.4%	20.3%	81.3%	43.8%	37.5%	74.2%
Not Asked	87	50	14	57	38	21	72
%V	1.4%	1.6%	1.3%	1.1%	1.3%	0.9%	1.4%
%H		57.5%	16.1%	65.5%	43.7%	24.1%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6423	3065	1079	5260	2960	2301	5201
%H		47.7%	16.8%	81.9%	46.1%	35.8%	81.0%
Main living room	3149	1344	492	2513	1195	1318	2350
%V	49.0%	43.8%	45.6%	47.8%	40.4%	57.3%	45.2%
%H		42.7%	15.6%	79.8%	37.9%	41.9%	74.6%
Kitchen	301	167	35	272	170	102	262
%V	4.7%	5.4%	3.2%	5.2%	5.7%	4.4%	5.0%
%H		55.5%	11.6%	90.4%	56.5%	33.9%	87.0%
Adult's bedroom	1743	888	323	1457	915	542	1491
%V	27.1%	29.0%	29.9%	27.7%	30.9%	23.6%	28.7%
%H		50.9%	18.5%	83.6%	52.5%	31.1%	85.5%
Child's bedroom	409	236	79	330	233	97	372
%V	6.4%	7.7%	7.3%	6.3%	7.9%	4.2%	7.2%
%H		57.7%	19.3%	80.7%	57.0%	23.7%	91.0%
Other bedroom	188	98	41	168	118	50	169
%V	2.9%	3.2%	3.8%	3.2%	4.0%	2.2%	3.2%
%H		52.1%	21.8%	89.4%	62.8%	26.6%	89.9%
Second living/dining room	361	184	63	307	192	115	314
%V	5.6%	6.0%	5.8%	5.8%	6.5%	5.0%	6.0%
%H		51.0%	17.5%	85.0%	53.2%	31.9%	87.0%
Study/office	42	24	8	35	25	10	40
%V	0.7%	0.8%	0.7%	0.7%	0.8%	0.4%	0.8%
%H		57.1%	19.0%	83.3%	59.5%	23.8%	95.2%
TV room	21	12	3	15	9	6	20
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	95.2%
Conservatory	87	46	16	76	50	26	82
%V	1.4%	1.5%	1.5%	1.4%	1.7%	1.1%	1.6%
%H		52.9%	18.4%	87.4%	57.5%	29.9%	94.3%
Attic or loft room	9	4	1	8	3	4	9
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		44.4%	11.1%	88.9%	33.3%	44.4%	100.0%
No specific location	6	2	2	5	2	3	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	33.3%	50.0%	83.3%
Other	19	11	2	16	9	6	17
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		57.9%	10.5%	84.2%	47.4%	31.6%	89.5%
Not Asked	87	50	14	57	38	21	72
%V	1.4%	1.6%	1.3%	1.1%	1.3%	0.9%	1.4%
%H		57.5%	16.1%	65.5%	43.7%	24.1%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6423	3065	1079	5260	2960	2301	5201
%H		47.7%	16.8%	81.9%	46.1%	35.8%	81.0%
PVR	2571	1582	536	1803	1325	477	2293
%V	40.0%	51.6%	49.7%	34.3%	44.8%	20.7%	44.1%
%H		61.5%	20.8%	70.1%	51.5%	18.6%	89.2%
DVDR	100	43	18	85	46	40	85
%V	1.6%	1.4%	1.7%	1.6%	1.6%	1.7%	1.6%
%H		43.0%	18.0%	85.0%	46.0%	40.0%	85.0%
VCR	65	19	9	56	19	37	40
%V	1.0%	0.6%	0.8%	1.1%	0.6%	1.6%	0.8%
%H		29.2%	13.8%	86.2%	29.2%	56.9%	61.5%
Any recorder	2651	1601	545	1876	1347	529	2345
%V	41.3%	52.2%	50.5%	35.7%	45.5%	23.0%	45.1%
%H		60.4%	20.6%	70.8%	50.8%	20.0%	88.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6423	3065	1079	5260	2960	2301	5201
%H		47.7%	16.8%	81.9%	46.1%	35.8%	81.0%
Receives HDTV (via STB or built-in reception)	2312	1277	542	1700	1181	520	2069
%V	36.0%	41.7%	50.2%	32.3%	39.9%	22.6%	39.8%
%H		55.2%	23.4%	73.5%	51.1%	22.5%	89.5%
DVD/Blu-ray player or recorder	3481	1704	604	2825	1634	1191	2886
%V	54.2%	55.6%	56.0%	53.7%	55.2%	51.8%	55.5%
%H		49.0%	17.4%	81.2%	46.9%	34.2%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3170	1349	494	2529	1200	1329	2364
%H		42.6%	15.6%	79.8%	37.9%	41.9%	74.6%
Under 20"	60	10	6	51	7	44	35
%V	1.9%	0.7%	1.2%	2.0%	0.6%	3.3%	1.5%
%H		16.7%	10.0%	85.0%	11.7%	73.3%	58.3%
20" - 29"	427	101	42	363	84	279	227
%V	13.5%	7.5%	8.5%	14.4%	7.0%	21.0%	9.6%
%H		23.7%	9.8%	85.0%	19.7%	65.3%	53.2%
30" - 39"	1320	499	190	1092	464	628	928
%V	41.6%	37.0%	38.5%	43.2%	38.7%	47.3%	39.3%
%H		37.8%	14.4%	82.7%	35.2%	47.6%	70.3%
40" and over	1310	721	248	981	629	352	1140
%V	41.3%	53.4%	50.2%	38.8%	52.4%	26.5%	48.2%
%H		55.0%	18.9%	74.9%	48.0%	26.9%	87.0%
Don't know	52	18	9	41	15	26	33
%V	1.6%	1.3%	1.8%	1.6%	1.3%	2.0%	1.4%
%H		34.6%	17.3%	78.8%	28.8%	50.0%	63.5%
Not Asked	1	0	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3170	1349	494	2529	1200	1329	2364
%H		42.6%	15.6%	79.8%	37.9%	41.9%	74.6%
PVR	1905	1148	370	1384	982	402	1664
%V	60.1%	85.1%	74.9%	54.7%	81.8%	30.2%	70.4%
%H		60.3%	19.4%	72.7%	51.5%	21.1%	87.3%
DVDR	76	29	14	64	31	33	64
%V	2.4%	2.1%	2.8%	2.5%	2.6%	2.5%	2.7%
%H		38.2%	18.4%	84.2%	40.8%	43.4%	84.2%
VCR	50	14	6	42	13	30	29
%V	1.6%	1.0%	1.2%	1.7%	1.1%	2.3%	1.2%
%H		28.0%	12.0%	84.0%	26.0%	60.0%	58.0%
Any recorder	1964	1156	377	1437	991	446	1698
%V	62.0%	85.7%	76.3%	56.8%	82.6%	33.6%	71.8%
%H		58.9%	19.2%	73.2%	50.5%	22.7%	86.5%

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 24.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3170	1349	494	2529	1200	1329	2364
%H		42.6%	15.6%	79.8%	37.9%	41.9%	74.6%
Receives HDTV (via STB or built-in reception)	1580	871	355	1163	792	370	1387
%V	49.8%	64.6%	71.9%	46.0%	66.0%	27.8%	58.7%
%H		55.1%	22.5%	73.6%	50.1%	23.4%	87.8%
DVD/Blu-ray player or recorder	2204	999	362	1744	892	851	1729
%V	69.5%	74.1%	73.3%	69.0%	74.3%	64.0%	73.1%
%H		45.3%	16.4%	79.1%	40.5%	38.6%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3253	1715	584	2732	1760	972	2837
%H		52.7%	18.0%	84.0%	54.1%	29.9%	87.2%
Under 20"	851	418	130	751	441	310	710
%V	26.2%	24.4%	22.3%	27.5%	25.1%	31.9%	25.0%
%H		49.1%	15.3%	88.2%	51.8%	36.4%	83.4%
20" - 29"	1090	545	192	936	578	358	943
%V	33.5%	31.8%	32.9%	34.3%	32.8%	36.8%	33.2%
%H		50.0%	17.6%	85.9%	53.0%	32.8%	86.5%
30" - 39"	833	471	164	687	482	206	749
%V	25.6%	27.5%	28.1%	25.1%	27.4%	21.2%	26.4%
%H		56.5%	19.7%	82.5%	57.9%	24.7%	89.9%
40" and over	317	197	68	235	181	54	302
%V	9.7%	11.5%	11.6%	8.6%	10.3%	5.6%	10.6%
%H		62.1%	21.5%	74.1%	57.1%	17.0%	95.3%
Don't know	75	35	17	63	41	22	62
%V	2.3%	2.0%	2.9%	2.3%	2.3%	2.3%	2.2%
%H		46.7%	22.7%	84.0%	54.7%	29.3%	82.7%
Not Asked	87	49	13	60	37	22	71
%V	2.7%	2.9%	2.2%	2.2%	2.1%	2.3%	2.5%
%H		56.3%	14.9%	69.0%	42.5%	25.3%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3253	1715	584	2732	1760	972	2837
%H		52.7%	18.0%	84.0%	54.1%	29.9%	87.2%
PVR	666	435	166	418	343	75	629
%V	20.5%	25.4%	28.4%	15.3%	19.5%	7.7%	22.2%
%H		65.3%	24.9%	62.8%	51.5%	11.3%	94.4%
DVDR	24	14	4	21	14	7	22
%V	0.7%	0.8%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		58.3%	16.7%	87.5%	58.3%	29.2%	91.7%
VCR	15	5	3	14	7	7	11
%V	0.5%	0.3%	0.5%	0.5%	0.4%	0.7%	0.4%
%H		33.3%	20.0%	93.3%	46.7%	46.7%	73.3%
Any recorder	688	446	168	439	356	84	647
%V	21.1%	26.0%	28.8%	16.1%	20.2%	8.6%	22.8%
%H		64.8%	24.4%	63.8%	51.7%	12.2%	94.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3253	1715	584	2732	1760	972	2837
%H		52.7%	18.0%	84.0%	54.1%	29.9%	87.2%
Receives HDTV (via STB or built-in reception)	732	405	187	538	388	149	682
%V	22.5%	23.6%	32.0%	19.7%	22.0%	15.3%	24.0%
%H		55.3%	25.5%	73.5%	53.0%	20.4%	93.2%
DVD/Blu-ray player or recorder	1277	705	241	1081	741	340	1157
%V	39.3%	41.1%	41.3%	39.6%	42.1%	35.0%	40.8%
%H		55.2%	18.9%	84.7%	58.0%	26.6%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7488	7286	3512	1267	5620	3097	2523	6135
%H		97.3%	46.9%	16.9%	75.1%	41.4%	33.7%	81.9%
Total Children	1427	1397	773	273	991	631	360	1254
%V	19.1%	19.2%	22.0%	21.5%	17.6%	20.4%	14.3%	20.4%
%H		97.9%	54.2%	19.1%	69.4%	44.2%	25.2%	87.9%
0 - 3	380	371	194	68	252	143	109	310
%V	5.1%	5.1%	5.5%	5.4%	4.5%	4.6%	4.3%	5.1%
%H		97.6%	51.1%	17.9%	66.3%	37.6%	28.7%	81.6%
4 - 15	1047	1026	579	206	739	488	251	944
%V	14.0%	14.1%	16.5%	16.3%	13.1%	15.8%	9.9%	15.4%
%H		98.0%	55.3%	19.7%	70.6%	46.6%	24.0%	90.2%
4 - 9	551	540	305	106	386	252	134	486
%V	7.4%	7.4%	8.7%	8.4%	6.9%	8.1%	5.3%	7.9%
%H		98.0%	55.4%	19.2%	70.1%	45.7%	24.3%	88.2%
10 - 15	496	486	274	100	353	236	117	459
%V	6.6%	6.7%	7.8%	7.9%	6.3%	7.6%	4.6%	7.5%
%H		98.0%	55.2%	20.2%	71.2%	47.6%	23.6%	92.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7488	7286	3512	1267	5620	3097	2523	6135
%H		97.3%	46.9%	16.9%	75.1%	41.4%	33.7%	81.9%
Total Adults (16+)	6061	5889	2739	994	4629	2466	2163	4881
%V	80.9%	80.8%	78.0%	78.5%	82.4%	79.6%	85.7%	79.6%
%H		97.2%	45.2%	16.4%	76.4%	40.7%	35.7%	80.5%
16 - 19	341	336	178	65	265	172	93	312
%V	4.6%	4.6%	5.1%	5.1%	4.7%	5.6%	3.7%	5.1%
%H		98.5%	52.2%	19.1%	77.7%	50.4%	27.3%	91.5%
20 - 24	504	478	220	85	365	198	168	422
%V	6.7%	6.6%	6.3%	6.7%	6.5%	6.4%	6.7%	6.9%
%H		94.8%	43.7%	16.9%	72.4%	39.3%	33.3%	83.7%
25 - 34	983	939	502	174	661	399	262	870
%V	13.1%	12.9%	14.3%	13.7%	11.8%	12.9%	10.4%	14.2%
%H		95.5%	51.1%	17.7%	67.2%	40.6%	26.7%	88.5%
35 - 44	950	922	477	180	673	403	270	858
%V	12.7%	12.7%	13.6%	14.2%	12.0%	13.0%	10.7%	14.0%
%H		97.1%	50.2%	18.9%	70.8%	42.4%	28.4%	90.3%
45 - 54	1090	1070	531	192	855	501	355	963
%V	14.6%	14.7%	15.1%	15.2%	15.2%	16.2%	14.1%	15.7%
%H		98.2%	48.7%	17.6%	78.4%	46.0%	32.6%	88.3%
55 - 64	879	859	399	152	685	376	309	732
%V	11.7%	11.8%	11.4%	12.0%	12.2%	12.1%	12.2%	11.9%
%H		97.7%	45.4%	17.3%	77.9%	42.8%	35.2%	83.3%
65+	1313	1286	432	146	1124	417	706	724
%V	17.5%	17.7%	12.3%	11.5%	20.0%	13.5%	28.0%	11.8%
%H		97.9%	32.9%	11.1%	85.6%	31.8%	53.8%	55.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6061	5889	2739	994	4629	2466	2163	4881
%H		97.2%	45.2%	16.4%	76.4%	40.7%	35.7%	80.5%
AB	1389	1354	704	198	1071	614	457	1306
%V	22.9%	23.0%	25.7%	19.9%	23.1%	24.9%	21.1%	26.8%
%H		97.5%	50.7%	14.3%	77.1%	44.2%	32.9%	94.0%
C1	1741	1687	844	275	1280	717	563	1505
%V	28.7%	28.6%	30.8%	27.7%	27.7%	29.1%	26.0%	30.8%
%H		96.9%	48.5%	15.8%	73.5%	41.2%	32.3%	86.4%
C2	1315	1291	616	239	1031	588	442	1066
%V	21.7%	21.9%	22.5%	24.0%	22.3%	23.8%	20.4%	21.8%
%H		98.2%	46.8%	18.2%	78.4%	44.7%	33.6%	81.1%
D	949	919	383	202	706	375	332	697
%V	15.7%	15.6%	14.0%	20.3%	15.3%	15.2%	15.3%	14.3%
%H		96.8%	40.4%	21.3%	74.4%	39.5%	35.0%	73.4%
E	667	638	191	80	541	172	369	307
%V	11.0%	10.8%	7.0%	8.0%	11.7%	7.0%	17.1%	6.3%
%H		95.7%	28.6%	12.0%	81.1%	25.8%	55.3%	46.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6061	5889	2739	994	4629	2466	2163	4881
%H		97.2%	45.2%	16.4%	76.4%	40.7%	35.7%	80.5%
Working full time	2694	2632	1375	489	2003	1226	777	2477
%V	44.4%	44.7%	50.2%	49.2%	43.3%	49.7%	35.9%	50.7%
%H		97.7%	51.0%	18.2%	74.4%	45.5%	28.8%	91.9%
Working part time	586	574	292	103	434	253	180	520
%V	9.7%	9.7%	10.7%	10.4%	9.4%	10.3%	8.3%	10.7%
%H		98.0%	49.8%	17.6%	74.1%	43.2%	30.7%	88.7%
Not working	2781	2683	1072	401	2193	987	1206	1884
%V	45.9%	45.6%	39.1%	40.3%	47.4%	40.0%	55.8%	38.6%
%H		96.5%	38.5%	14.4%	78.9%	35.5%	43.4%	67.7%
Housewife/Houseperson	3284	3179	1350	494	2530	1200	1330	2430
%V	54.2%	54.0%	49.3%	49.7%	54.7%	48.7%	61.5%	49.8%
%H		96.8%	41.1%	15.0%	77.0%	36.5%	40.5%	74.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2842	1358	481	2222	1219	1003	2411
%H		96.3%	46.0%	16.3%	75.3%	41.3%	34.0%	81.7%
16 - 19	174	171	85	30	137	81	55	162
%V	5.9%	6.0%	6.3%	6.2%	6.2%	6.6%	5.5%	6.7%
%H		98.3%	48.9%	17.2%	78.7%	46.6%	31.6%	93.1%
20 - 24	247	231	113	41	178	105	73	215
%V	8.4%	8.1%	8.3%	8.5%	8.0%	8.6%	7.3%	8.9%
%H		93.5%	45.7%	16.6%	72.1%	42.5%	29.6%	87.0%
25 - 34	488	460	250	82	325	197	128	436
%V	16.5%	16.2%	18.4%	17.0%	14.6%	16.2%	12.8%	18.1%
%H		94.3%	51.2%	16.8%	66.6%	40.4%	26.2%	89.3%
35 - 44	470	453	226	94	327	193	134	416
%V	15.9%	15.9%	16.6%	19.5%	14.7%	15.8%	13.4%	17.3%
%H		96.4%	48.1%	20.0%	69.6%	41.1%	28.5%	88.5%
45 - 54	538	523	263	90	417	245	172	467
%V	18.2%	18.4%	19.4%	18.7%	18.8%	20.1%	17.1%	19.4%
%H		97.2%	48.9%	16.7%	77.5%	45.5%	32.0%	86.8%
55 - 64	434	421	196	75	335	184	151	350
%V	14.7%	14.8%	14.4%	15.6%	15.1%	15.1%	15.1%	14.5%
%H		97.0%	45.2%	17.3%	77.2%	42.4%	34.8%	80.6%
65+	601	584	225	69	503	214	289	365
%V	20.4%	20.5%	16.6%	14.3%	22.6%	17.6%	28.8%	15.1%
%H		97.2%	37.4%	11.5%	83.7%	35.6%	48.1%	60.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2842	1358	481	2222	1219	1003	2411
%H		96.3%	46.0%	16.3%	75.3%	41.3%	34.0%	81.7%
AB	698	679	355	99	541	315	226	660
%V	23.7%	23.9%	26.1%	20.6%	24.3%	25.8%	22.5%	27.4%
%H		97.3%	50.9%	14.2%	77.5%	45.1%	32.4%	94.6%
C1	804	771	404	128	576	341	235	713
%V	27.2%	27.1%	29.7%	26.6%	25.9%	28.0%	23.4%	29.6%
%H		95.9%	50.2%	15.9%	71.6%	42.4%	29.2%	88.7%
C2	706	691	326	129	550	312	239	567
%V	23.9%	24.3%	24.0%	26.8%	24.8%	25.6%	23.8%	23.5%
%H		97.9%	46.2%	18.3%	77.9%	44.2%	33.9%	80.3%
D	450	431	189	95	324	179	145	337
%V	15.2%	15.2%	13.9%	19.8%	14.6%	14.7%	14.5%	14.0%
%H		95.8%	42.0%	21.1%	72.0%	39.8%	32.2%	74.9%
E	292	270	84	30	230	73	157	135
%V	9.9%	9.5%	6.2%	6.2%	10.4%	6.0%	15.7%	5.6%
%H		92.5%	28.8%	10.3%	78.8%	25.0%	53.8%	46.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2842	1358	481	2222	1219	1003	2411
%H		96.3%	46.0%	16.3%	75.3%	41.3%	34.0%	81.7%
Working full time	1625	1577	837	292	1194	742	453	1489
%V	55.1%	55.5%	61.6%	60.7%	53.7%	60.9%	45.2%	61.8%
%H		97.0%	51.5%	18.0%	73.5%	45.7%	27.9%	91.6%
Working part time	139	136	62	24	98	47	51	118
%V	4.7%	4.8%	4.6%	5.0%	4.4%	3.9%	5.1%	4.9%
%H		97.8%	44.6%	17.3%	70.5%	33.8%	36.7%	84.9%
Not working	1187	1130	459	165	930	431	499	805
%V	40.2%	39.8%	33.8%	34.3%	41.9%	35.4%	49.8%	33.4%
%H		95.2%	38.7%	13.9%	78.3%	36.3%	42.0%	67.8%
Housewife/Houseperson	710	656	245	84	526	206	319	429
%V	24.1%	23.1%	18.0%	17.5%	23.7%	16.9%	31.8%	17.8%
%H		92.4%	34.5%	11.8%	74.1%	29.0%	44.9%	60.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3110	3046	1380	513	2407	1247	1160	2470
%H		97.9%	44.4%	16.5%	77.4%	40.1%	37.3%	79.4%
16 - 19	167	164	94	35	129	91	38	150
%V	5.4%	5.4%	6.8%	6.8%	5.4%	7.3%	3.3%	6.1%
%H		98.2%	56.3%	21.0%	77.2%	54.5%	22.8%	89.8%
20 - 24	258	247	107	44	187	93	94	208
%V	8.3%	8.1%	7.8%	8.6%	7.8%	7.5%	8.1%	8.4%
%H		95.7%	41.5%	17.1%	72.5%	36.0%	36.4%	80.6%
25 - 34	495	479	251	92	336	202	134	434
%V	15.9%	15.7%	18.2%	17.9%	14.0%	16.2%	11.6%	17.6%
%H		96.8%	50.7%	18.6%	67.9%	40.8%	27.1%	87.7%
35 - 44	480	469	250	86	346	210	136	442
%V	15.4%	15.4%	18.1%	16.8%	14.4%	16.8%	11.7%	17.9%
%H		97.7%	52.1%	17.9%	72.1%	43.8%	28.3%	92.1%
45 - 54	552	547	268	102	438	255	183	496
%V	17.7%	18.0%	19.4%	19.9%	18.2%	20.4%	15.8%	20.1%
%H		99.1%	48.6%	18.5%	79.3%	46.2%	33.2%	89.9%
55 - 64	445	438	203	78	351	192	158	381
%V	14.3%	14.4%	14.7%	15.2%	14.6%	15.4%	13.6%	15.4%
%H		98.4%	45.6%	17.5%	78.9%	43.1%	35.5%	85.6%
65+	713	703	207	77	621	203	418	359
%V	22.9%	23.1%	15.0%	15.0%	25.8%	16.3%	36.0%	14.5%
%H		98.6%	29.0%	10.8%	87.1%	28.5%	58.6%	50.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3110	3046	1380	513	2407	1247	1160	2470
%H		97.9%	44.4%	16.5%	77.4%	40.1%	37.3%	79.4%
AB	691	675	349	98	530	299	230	646
%V	22.2%	22.2%	25.3%	19.1%	22.0%	24.0%	19.8%	26.2%
%H		97.7%	50.5%	14.2%	76.7%	43.3%	33.3%	93.5%
C1	937	916	440	147	704	376	328	793
%V	30.1%	30.1%	31.9%	28.7%	29.2%	30.2%	28.3%	32.1%
%H		97.8%	47.0%	15.7%	75.1%	40.1%	35.0%	84.6%
C2	609	601	290	110	480	276	204	499
%V	19.6%	19.7%	21.0%	21.4%	19.9%	22.1%	17.6%	20.2%
%H		98.7%	47.6%	18.1%	78.8%	45.3%	33.5%	81.9%
D	499	489	194	107	382	196	186	360
%V	16.0%	16.1%	14.1%	20.9%	15.9%	15.7%	16.0%	14.6%
%H		98.0%	38.9%	21.4%	76.6%	39.3%	37.3%	72.1%
E	374	367	107	50	311	99	212	172
%V	12.0%	12.0%	7.8%	9.7%	12.9%	7.9%	18.3%	7.0%
%H		98.1%	28.6%	13.4%	83.2%	26.5%	56.7%	46.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3110	3046	1380	513	2407	1247	1160	2470
%H		97.9%	44.4%	16.5%	77.4%	40.1%	37.3%	79.4%
Working full time	1070	1055	538	197	809	484	324	988
%V	34.4%	34.6%	39.0%	38.4%	33.6%	38.8%	27.9%	40.0%
%H		98.6%	50.3%	18.4%	75.6%	45.2%	30.3%	92.3%
Working part time	447	438	229	80	336	206	130	403
%V	14.4%	14.4%	16.6%	15.6%	14.0%	16.5%	11.2%	16.3%
%H		98.0%	51.2%	17.9%	75.2%	46.1%	29.1%	90.2%
Not working	1594	1553	613	236	1263	556	707	1080
%V	51.3%	51.0%	44.4%	46.0%	52.5%	44.6%	60.9%	43.7%
%H		97.4%	38.5%	14.8%	79.2%	34.9%	44.4%	67.8%
Housewife/Houseperson	2574	2522	1105	410	2004	994	1010	2001
%V	82.8%	82.8%	80.1%	79.9%	83.3%	79.7%	87.1%	81.0%
%H		98.0%	42.9%	15.9%	77.9%	38.6%	39.2%	77.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

S4C

Contents	Page
Household	
Table 25.1: Social Grade	676
Table 25.2: Housewife Age	677
Table 25.3: Size of Household	678
Table 25.4: Presence of Children	679
Table 25.5: Number of TV sets in household	680
Table 25.6: Screen size	681
Table 25.7: Location of ANY set in household	682
Table 25.8: Platform Provider	683
Table 25.9: Recorders and other equipment	684
Table 25.10: Computers and Internet	685
Sets	
Table 25.11: Screen Size	686
Table 25.12: Location of set	687
Table 25.13: Recorders	688
Table 25.14: Other TV equipment	688
Table 25.15: Main Set Screen Size	689
Table 25.16: Main Set Recorders	690
Table 25.17: Main Set - Other TV equipment	690
Table 25.18: Other Sets (non-Main Set) Screen Size	691
Table 25.19: Other Set (non-Main Set) Recorders	692
Table 25.20: Other Set (non-Main Set) - Other TV equipment	692
Individuals	
Table 25.21: Age of Children	693
Table 25.22: Adults - Age	694
Table 25.23: Social Grade (Adults 16+)	695
Table 25.24: Working Status (Adults 16+)	696
Table 25.25: Males - Age	697
Table 25.26: Social Grade (Males 16+)	698
Table 25.27: Working Status (Males 16+)	699
Table 25.28: Females - Age	700
Table 25.29: Social Grade (Females 16+)	701
Table 25.30: Working Status (Females 16+)	702

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
AB	284	277	165	26	184	99	85	248
%V	21.3%	21.6%	23.0%	20.6%	21.8%	24.0%	19.8%	26.3%
%H (All HH)		97.5%	58.1%	9.2%	64.8%	34.9%	29.9%	87.3%
%H (TV HH)			59.6%	9.4%	66.4%	35.7%	30.7%	
C1	330	312	171	36	203	102	101	260
%V	24.7%	24.3%	23.9%	28.6%	24.1%	24.7%	23.5%	27.6%
%H (All HH)		94.5%	51.8%	10.9%	61.5%	30.9%	30.6%	78.8%
%H (TV HH)			54.8%	11.5%	65.1%	32.7%	32.4%	
C2	306	296	173	32	194	105	90	224
%V	22.9%	23.1%	24.2%	25.4%	23.0%	25.4%	21.0%	23.8%
%H (All HH)		96.7%	56.5%	10.5%	63.4%	34.3%	29.4%	73.2%
%H (TV HH)			58.4%	10.8%	65.5%	35.5%	30.4%	
D	237	228	126	22	145	65	80	142
%V	17.8%	17.8%	17.6%	17.5%	17.2%	15.7%	18.6%	15.1%
%H (All HH)		96.2%	53.2%	9.3%	61.2%	27.4%	33.8%	59.9%
%H (TV HH)			55.3%	9.6%	63.6%	28.5%	35.1%	
E	178	169	81	12	117	43	74	70
%V	13.3%	13.2%	11.3%	9.5%	13.9%	10.4%	17.2%	7.4%
%H (All HH)		94.9%	45.5%	6.7%	65.7%	24.2%	41.6%	39.3%
%H (TV HH)			47.9%	7.1%	69.2%	25.4%	43.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 25	63	54	24	8	26	10	16	45
%V	4.7%	4.2%	3.4%	6.3%	3.1%	2.4%	3.7%	4.8%
%H (All HH)		85.7%	38.1%	12.7%	41.3%	15.9%	25.4%	71.4%
%H (TV HH)			44.4%	14.8%	48.1%	18.5%	29.6%	
25 - 34	192	182	113	21	103	59	44	159
%V	14.4%	14.2%	15.8%	16.7%	12.2%	14.3%	10.3%	16.9%
%H (All HH)		94.8%	58.9%	10.9%	53.6%	30.7%	22.9%	82.8%
%H (TV HH)			62.1%	11.5%	56.6%	32.4%	24.2%	
35 - 44	205	196	124	21	119	69	50	176
%V	15.4%	15.3%	17.3%	16.7%	14.1%	16.7%	11.7%	18.7%
%H (All HH)		95.6%	60.5%	10.2%	58.0%	33.7%	24.4%	85.9%
%H (TV HH)			63.3%	10.7%	60.7%	35.2%	25.5%	
45 - 54	256	249	152	24	169	96	73	215
%V	19.2%	19.4%	21.2%	19.0%	20.0%	23.2%	17.0%	22.8%
%H (All HH)		97.3%	59.4%	9.4%	66.0%	37.5%	28.5%	84.0%
%H (TV HH)			61.0%	9.6%	67.9%	38.6%	29.3%	
55 - 64	231	225	133	20	152	80	72	175
%V	17.3%	17.6%	18.6%	15.9%	18.0%	19.4%	16.8%	18.6%
%H (All HH)		97.4%	57.6%	8.7%	65.8%	34.6%	31.2%	75.8%
%H (TV HH)			59.1%	8.9%	67.6%	35.6%	32.0%	
65 +	387	375	170	31	274	100	174	173
%V	29.0%	29.3%	23.7%	24.6%	32.5%	24.2%	40.6%	18.3%
%H (All HH)		96.9%	43.9%	8.0%	70.8%	25.8%	45.0%	44.7%
%H (TV HH)			45.3%	8.3%	73.1%	26.7%	46.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	423	393	156	34	279	80	199	186
%V	31.7%	30.7%	21.8%	27.0%	33.1%	19.4%	46.4%	19.7%
%H (All HH)		92.9%	36.9%	8.0%	66.0%	18.9%	47.0%	44.0%
%H (TV HH)			39.7%	8.7%	71.0%	20.4%	50.6%	
2	457	446	267	43	291	157	134	350
%V	34.3%	34.8%	37.3%	34.1%	34.5%	38.0%	31.2%	37.1%
%H (All HH)		97.6%	58.4%	9.4%	63.7%	34.4%	29.3%	76.6%
%H (TV HH)			59.9%	9.6%	65.2%	35.2%	30.0%	
3	208	203	134	21	125	79	45	181
%V	15.6%	15.8%	18.7%	16.7%	14.8%	19.1%	10.5%	19.2%
%H (All HH)		97.6%	64.4%	10.1%	60.1%	38.0%	21.6%	87.0%
%H (TV HH)			66.0%	10.3%	61.6%	38.9%	22.2%	
4	168	164	110	19	105	70	35	157
%V	12.6%	12.8%	15.4%	15.1%	12.5%	16.9%	8.2%	16.6%
%H (All HH)		97.6%	65.5%	11.3%	62.5%	41.7%	20.8%	93.5%
%H (TV HH)			67.1%	11.6%	64.0%	42.7%	21.3%	
5+	78	76	48	9	43	27	17	70
%V	5.8%	5.9%	6.7%	7.1%	5.1%	6.5%	4.0%	7.4%
%H (All HH)		97.4%	61.5%	11.5%	55.1%	34.6%	21.8%	89.7%
%H (TV HH)			63.2%	11.8%	56.6%	35.5%	22.4%	
Average HH size	2.29	2.31	2.50	2.44	2.24	2.55	1.94	2.58

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Without	1010	964	503	93	658	298	360	660
%V	75.7%	75.2%	70.3%	73.8%	78.1%	72.2%	83.9%	70.0%
%H (All HH)		95.4%	49.8%	9.2%	65.1%	29.5%	35.6%	65.3%
%H (TV HH)			52.2%	9.6%	68.3%	30.9%	37.3%	
With	324	318	213	33	184	115	69	283
%V	24.3%	24.8%	29.7%	26.2%	21.8%	27.8%	16.1%	30.0%
%H (All HH)		98.1%	65.7%	10.2%	56.8%	35.5%	21.3%	87.3%
%H (TV HH)			67.0%	10.4%	57.9%	36.2%	21.7%	
0 - 3	124	122	79	13	62	33	29	104
%V	9.3%	9.5%	11.0%	10.3%	7.4%	8.0%	6.8%	11.0%
%H (All HH)		98.4%	63.7%	10.5%	50.0%	26.6%	23.4%	83.9%
%H (TV HH)			64.8%	10.7%	50.8%	27.0%	23.8%	
4 - 9	162	159	109	16	90	58	32	139
%V	12.1%	12.4%	15.2%	12.7%	10.7%	14.0%	7.5%	14.7%
%H (All HH)		98.1%	67.3%	9.9%	55.6%	35.8%	19.8%	85.8%
%H (TV HH)			68.6%	10.1%	56.6%	36.5%	20.1%	
10 - 15	154	152	105	15	97	65	31	141
%V	11.5%	11.9%	14.7%	11.9%	11.5%	15.7%	7.2%	15.0%
%H (All HH)		98.7%	68.2%	9.7%	63.0%	42.2%	20.1%	91.6%
%H (TV HH)			69.1%	9.9%	63.8%	42.8%	20.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	463	463	204	44	258	54	204	265
%V	34.7%	36.1%	28.5%	34.9%	30.6%	13.1%	47.6%	28.1%
%H (All HH)		100.0%	44.1%	9.5%	55.7%	11.7%	44.1%	57.2%
%H (TV HH)			44.1%	9.5%	55.7%	11.7%	44.1%	
2	451	451	256	47	308	160	147	329
%V	33.8%	35.2%	35.8%	37.3%	36.5%	38.7%	34.3%	34.9%
%H (All HH)		100.0%	56.8%	10.4%	68.3%	35.5%	32.6%	72.9%
%H (TV HH)			56.8%	10.4%	68.3%	35.5%	32.6%	
3	218	218	146	20	162	111	51	180
%V	16.3%	17.0%	20.4%	15.9%	19.2%	26.9%	11.9%	19.1%
%H (All HH)		100.0%	67.0%	9.2%	74.3%	50.9%	23.4%	82.6%
%H (TV HH)			67.0%	9.2%	74.3%	50.9%	23.4%	
4	99	99	71	10	73	54	18	90
%V	7.4%	7.7%	9.9%	7.9%	8.7%	13.1%	4.2%	9.5%
%H (All HH)		100.0%	71.7%	10.1%	73.7%	54.5%	18.2%	90.9%
%H (TV HH)			71.7%	10.1%	73.7%	54.5%	18.2%	
5+	51	51	38	4	43	34	9	49
%V	3.8%	4.0%	5.3%	3.2%	5.1%	8.2%	2.1%	5.2%
%H (All HH)		100.0%	74.5%	7.8%	84.3%	66.7%	17.6%	96.1%
%H (TV HH)			74.5%	7.8%	84.3%	66.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 20"	330	330	196	25	257	148	109	248
%V	24.7%	25.7%	27.4%	19.8%	30.5%	35.8%	25.4%	26.3%
%H (All HH)		100.0%	59.4%	7.6%	77.9%	44.8%	33.0%	75.2%
%H (TV HH)			59.4%	7.6%	77.9%	44.8%	33.0%	
20" - 29"	535	535	293	51	393	204	189	373
%V	40.1%	41.7%	40.9%	40.5%	46.6%	49.4%	44.1%	39.6%
%H (All HH)		100.0%	54.8%	9.5%	73.5%	38.1%	35.3%	69.7%
%H (TV HH)			54.8%	9.5%	73.5%	38.1%	35.3%	
30" - 39"	702	702	400	71	474	246	228	515
%V	52.6%	54.8%	55.9%	56.3%	56.2%	59.6%	53.1%	54.6%
%H (All HH)		100.0%	57.0%	10.1%	67.5%	35.0%	32.5%	73.4%
%H (TV HH)			57.0%	10.1%	67.5%	35.0%	32.5%	
40" and over	540	540	367	56	337	222	115	454
%V	40.5%	42.1%	51.3%	44.4%	40.0%	53.8%	26.8%	48.1%
%H (All HH)		100.0%	68.0%	10.4%	62.4%	41.1%	21.3%	84.1%
%H (TV HH)			68.0%	10.4%	62.4%	41.1%	21.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Main living room	1262	1262	709	125	832	410	422	900
%V	94.6%	98.4%	99.0%	99.2%	98.7%	99.3%	98.4%	95.4%
%H (All HH)		100.0%	56.2%	9.9%	65.9%	32.5%	33.4%	71.3%
%H (TV HH)			56.2%	9.9%	65.9%	32.5%	33.4%	
Kitchen	183	183	116	11	148	92	55	143
%V	13.7%	14.3%	16.2%	8.7%	17.6%	22.3%	12.8%	15.2%
%H (All HH)		100.0%	63.4%	6.0%	80.9%	50.3%	30.1%	78.1%
%H (TV HH)			63.4%	6.0%	80.9%	50.3%	30.1%	
Adult's bedroom	566	566	355	60	413	262	151	452
%V	42.4%	44.1%	49.6%	47.6%	49.0%	63.4%	35.2%	47.9%
%H (All HH)		100.0%	62.7%	10.6%	73.0%	46.3%	26.7%	79.9%
%H (TV HH)			62.7%	10.6%	73.0%	46.3%	26.7%	
Child's bedroom	141	141	97	15	96	67	29	124
%V	10.6%	11.0%	13.5%	11.9%	11.4%	16.2%	6.8%	13.1%
%H (All HH)		100.0%	68.8%	10.6%	68.1%	47.5%	20.6%	87.9%
%H (TV HH)			68.8%	10.6%	68.1%	47.5%	20.6%	
Other bedroom	72	72	50	6	52	36	16	62
%V	5.4%	5.6%	7.0%	4.8%	6.2%	8.7%	3.7%	6.6%
%H (All HH)		100.0%	69.4%	8.3%	72.2%	50.0%	22.2%	86.1%
%H (TV HH)			69.4%	8.3%	72.2%	50.0%	22.2%	
Second living/dining room	168	168	107	17	128	83	45	136
%V	12.6%	13.1%	14.9%	13.5%	15.2%	20.1%	10.5%	14.4%
%H (All HH)		100.0%	63.7%	10.1%	76.2%	49.4%	26.8%	81.0%
%H (TV HH)			63.7%	10.1%	76.2%	49.4%	26.8%	
Study/office	16	16	12	1	12	9	3	16
%V	1.2%	1.2%	1.7%	0.8%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	100.0%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	17	2	21	15	6	22
%V	1.9%	2.0%	2.4%	1.6%	2.5%	3.6%	1.4%	2.3%
%H (All HH)		100.0%	68.0%	8.0%	84.0%	60.0%	24.0%	88.0%
%H (TV HH)			68.0%	8.0%	84.0%	60.0%	24.0%	
Attic or loft room	4	4	3	1	2	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.2%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	50.0%	50.0%	25.0%	
No specific location	2	2	2	0	2	1	0	2
%V	0.1%	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
Other	6	6	4	0	5	4	1	5
%V	0.4%	0.5%	0.6%	0.0%	0.6%	1.0%	0.2%	0.5%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
%H (TV HH)			66.7%	0.0%	83.3%	66.7%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Any DSAT provider	716	716	716	5	358	358	0	574
%V	53.7%	55.9%	100.0%	4.0%	42.5%	86.7%	0.0%	60.9%
%H (All HH)			100.0%	0.7%	50.0%	50.0%	0.0%	80.2%
%H (TV HH)			100.0%	0.7%	50.0%	50.0%	0.0%	
Sky with subcription	588	588	588	3	291	291	0	486
%V	44.1%	45.9%	82.1%	2.4%	34.5%	70.5%	0.0%	51.5%
%H (All HH)			100.0%	0.5%	49.5%	49.5%	0.0%	82.7%
%H (TV HH)			100.0%	0.5%	49.5%	49.5%	0.0%	
Sky without subscription	72	72	72	1	34	34	0	46
%V	5.4%	5.6%	10.1%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.4%	47.2%	47.2%	0.0%	63.9%
%H (TV HH)			100.0%	1.4%	47.2%	47.2%	0.0%	
Freesat	60	60	60	1	34	34	0	46
%V	4.5%	4.7%	8.4%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.7%	56.7%	56.7%	0.0%	76.7%
%H (TV HH)			100.0%	1.7%	56.7%	56.7%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	7
%V	0.7%	0.7%	1.3%	0.0%	0.6%	1.2%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	126	126	5	126	57	57	0	105
%V	9.4%	9.8%	0.7%	100.0%	6.8%	13.8%	0.0%	11.1%
%H (All HH)			4.0%	100.0%	45.2%	45.2%	0.0%	83.3%
%H (TV HH)			4.0%	100.0%	45.2%	45.2%	0.0%	
DTT	843	843	358	57	843	413	429	574
%V	63.2%	65.8%	50.0%	45.2%	100.0%	100.0%	100.0%	60.9%
%H (All HH)		100.0%	42.5%	6.8%	100.0%	49.0%	50.9%	68.1%
%H (TV HH)			42.5%	6.8%	100.0%	49.0%	50.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
PVR	794	794	568	101	469	340	128	671
%V	59.5%	61.9%	79.3%	80.2%	55.6%	82.3%	29.8%	71.2%
%H (All HH)		100.0%	71.5%	12.7%	59.1%	42.8%	16.1%	84.5%
%H (TV HH)			71.5%	12.7%	59.1%	42.8%	16.1%	
DVDR	84	84	47	9	59	33	27	67
%V	6.3%	6.6%	6.6%	7.1%	7.0%	8.0%	6.3%	7.1%
%H (All HH)		100.0%	56.0%	10.7%	70.2%	39.3%	32.1%	79.8%
%H (TV HH)			56.0%	10.7%	70.2%	39.3%	32.1%	
VCR	34	34	18	4	27	14	13	21
%V	2.5%	2.7%	2.5%	3.2%	3.2%	3.4%	3.0%	2.2%
%H (All HH)		100.0%	52.9%	11.8%	79.4%	41.2%	38.2%	61.8%
%H (TV HH)			52.9%	11.8%	79.4%	41.2%	38.2%	
Any recorder	834	834	581	103	502	350	153	695
%V	62.5%	65.1%	81.1%	81.7%	59.5%	84.7%	35.7%	73.7%
%H (All HH)		100.0%	69.7%	12.4%	60.2%	42.0%	18.3%	83.3%
%H (TV HH)			69.7%	12.4%	60.2%	42.0%	18.3%	
Receives HDTV (via STB or built-in reception)	579	579	387	89	349	243	106	498
%V	43.4%	45.2%	54.1%	70.6%	41.4%	58.8%	24.7%	52.8%
%H (All HH)		100.0%	66.8%	15.4%	60.3%	42.0%	18.3%	86.0%
%H (TV HH)			66.8%	15.4%	60.3%	42.0%	18.3%	
DVD/Blu-ray player or recorder	1038	1038	599	106	694	363	331	782
%V	77.8%	81.0%	83.7%	84.1%	82.3%	87.9%	77.2%	82.9%
%H (All HH)		100.0%	57.7%	10.2%	66.9%	35.0%	31.9%	75.3%
%H (TV HH)			57.7%	10.2%	66.9%	35.0%	31.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Household level data

Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Has broadband internet	943	913	574	105	574	346	228	943
%V	70.7%	71.2%	80.2%	83.3%	68.1%	83.8%	53.1%	100.0%
%H (All HH)		96.8%	60.9%	11.1%	60.9%	36.7%	24.2%	100.0%
%H (TV HH)			62.9%	11.5%	62.9%	37.9%	25.0%	
Number of computers (PCs and laptops)								
0	329	310	118	20	226	55	170	10
%V	24.7%	24.2%	16.5%	15.9%	26.8%	13.3%	39.6%	1.1%
%H (All HH)		94.2%	35.9%	6.1%	68.7%	16.7%	51.7%	3.0%
%H (TV HH)			38.1%	6.5%	72.9%	17.7%	54.8%	
1	458	440	254	42	277	137	140	403
%V	34.3%	34.3%	35.5%	33.3%	32.9%	33.2%	32.6%	42.7%
%H (All HH)		96.1%	55.5%	9.2%	60.5%	29.9%	30.6%	88.0%
%H (TV HH)			57.7%	9.5%	63.0%	31.1%	31.8%	
2	278	272	173	33	178	113	65	264
%V	20.8%	21.2%	24.2%	26.2%	21.1%	27.4%	15.2%	28.0%
%H (All HH)		97.8%	62.2%	11.9%	64.0%	40.6%	23.4%	95.0%
%H (TV HH)			63.6%	12.1%	65.4%	41.5%	23.9%	
3	132	128	84	15	78	51	28	130
%V	9.9%	10.0%	11.7%	11.9%	9.3%	12.3%	6.5%	13.8%
%H (All HH)		97.0%	63.6%	11.4%	59.1%	38.6%	21.2%	98.5%
%H (TV HH)			65.6%	11.7%	60.9%	39.8%	21.9%	
4	69	66	44	6	42	28	14	69
%V	5.2%	5.1%	6.1%	4.8%	5.0%	6.8%	3.3%	7.3%
%H (All HH)		95.7%	63.8%	8.7%	60.9%	40.6%	20.3%	100.0%
%H (TV HH)			66.7%	9.1%	63.6%	42.4%	21.2%	
5+	69	66	43	9	42	29	13	67
%V	5.2%	5.1%	6.0%	7.1%	5.0%	7.0%	3.0%	7.1%
%H (All HH)		95.7%	62.3%	13.0%	60.9%	42.0%	18.8%	97.1%
%H (TV HH)			65.2%	13.6%	63.6%	43.9%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Under 20"	416	253	33	326	195	131	319
%V	15.5%	15.4%	12.5%	17.3%	17.6%	16.9%	15.3%
%H		60.8%	7.9%	78.4%	46.9%	31.5%	76.7%
20" - 29"	688	396	66	519	294	225	500
%V	25.6%	24.1%	24.9%	27.5%	26.5%	29.1%	23.9%
%H		57.6%	9.6%	75.4%	42.7%	32.7%	72.7%
30" - 39"	859	503	94	587	325	262	654
%V	31.9%	30.6%	35.5%	31.2%	29.3%	33.9%	31.3%
%H		58.6%	10.9%	68.3%	37.8%	30.5%	76.1%
40" and over	641	438	68	404	269	134	549
%V	23.8%	26.6%	25.7%	21.4%	24.2%	17.3%	26.3%
%H		68.3%	10.6%	63.0%	42.0%	20.9%	85.6%
Don't know	37	20	3	25	12	14	29
%V	1.4%	1.2%	1.1%	1.3%	1.1%	1.8%	1.4%
%H		54.1%	8.1%	67.6%	32.4%	37.8%	78.4%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Main living room	1273	715	127	841	415	426	910
%V	47.3%	43.5%	47.9%	44.6%	37.4%	55.1%	43.6%
%H		56.2%	10.0%	66.1%	32.6%	33.5%	71.5%
Kitchen	183	117	11	148	93	55	144
%V	6.8%	7.1%	4.2%	7.9%	8.4%	7.1%	6.9%
%H		63.9%	6.0%	80.9%	50.8%	30.1%	78.7%
Adult's bedroom	674	430	75	498	327	171	552
%V	25.1%	26.1%	28.3%	26.4%	29.5%	22.1%	26.4%
%H		63.8%	11.1%	73.9%	48.5%	25.4%	81.9%
Child's bedroom	188	132	21	129	94	35	169
%V	7.0%	8.0%	7.9%	6.8%	8.5%	4.5%	8.1%
%H		70.2%	11.2%	68.6%	50.0%	18.6%	89.9%
Other bedroom	87	61	7	64	45	19	76
%V	3.2%	3.7%	2.6%	3.4%	4.1%	2.5%	3.6%
%H		70.1%	8.0%	73.6%	51.7%	21.8%	87.4%
Second living/dining room	172	110	17	131	86	46	140
%V	6.4%	6.7%	6.4%	7.0%	7.7%	6.0%	6.7%
%H		64.0%	9.9%	76.2%	50.0%	26.7%	81.4%
Study/office	17	13	1	13	10	3	17
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.4%	0.8%
%H		76.5%	5.9%	76.5%	58.8%	17.6%	100.0%
TV room	8	6	1	6	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	75.0%	50.0%	12.5%	100.0%
Conservatory	25	17	2	22	15	6	22
%V	0.9%	1.0%	0.8%	1.2%	1.4%	0.8%	1.1%
%H		68.0%	8.0%	88.0%	60.0%	24.0%	88.0%
Attic or loft room	4	3	1	2	2	1	4
%V	0.1%	0.2%	0.4%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
No specific location	3	2	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	0.0%	66.7%
Other	6	4	0	5	4	1	5
%V	0.2%	0.2%	0.0%	0.3%	0.4%	0.1%	0.2%
%H		66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Set level data

Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
PVR	1052	778	135	604	459	145	912
%V	39.1%	47.3%	50.9%	32.1%	41.4%	18.8%	43.7%
%H		74.0%	12.8%	57.4%	43.6%	13.8%	86.7%
DVDR	93	53	10	66	36	29	74
%V	3.5%	3.2%	3.8%	3.5%	3.2%	3.8%	3.5%
%H		57.0%	10.8%	71.0%	38.7%	31.2%	79.6%
VCR	37	20	4	29	16	14	22
%V	1.4%	1.2%	1.5%	1.5%	1.4%	1.8%	1.1%
%H		54.1%	10.8%	78.4%	43.2%	37.8%	59.5%
Any recorder	1112	806	140	654	481	173	952
%V	41.3%	49.0%	52.8%	34.7%	43.3%	22.4%	45.6%
%H		72.5%	12.6%	58.8%	43.3%	15.6%	85.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Receives HDTV (via STB or built-in reception)	797	529	131	489	346	142	700
%V	29.6%	32.2%	49.4%	26.0%	31.2%	18.4%	33.5%
%H		66.4%	16.4%	61.4%	43.4%	17.8%	87.8%
DVD/Blu-ray player or recorder	1589	970	165	1123	667	456	1265
%V	59.1%	59.0%	62.3%	59.6%	60.1%	59.0%	60.6%
%H		61.0%	10.4%	70.7%	42.0%	28.7%	79.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Under 20"	22	6	1	18	3	14	10
%V	1.7%	0.8%	0.8%	2.1%	0.7%	3.3%	1.1%
%H		27.3%	4.5%	81.8%	13.6%	63.6%	45.5%
20" - 29"	209	80	19	151	43	108	107
%V	16.3%	11.2%	15.1%	17.9%	10.4%	25.2%	11.7%
%H		38.3%	9.1%	72.2%	20.6%	51.7%	51.2%
30" - 39"	517	271	51	344	152	193	351
%V	40.4%	37.8%	40.5%	40.9%	36.8%	45.0%	38.5%
%H		52.4%	9.9%	66.5%	29.4%	37.3%	67.9%
40" and over	519	354	55	323	213	109	436
%V	40.5%	49.4%	43.7%	38.4%	51.6%	25.4%	47.9%
%H		68.2%	10.6%	62.2%	41.0%	21.0%	84.0%
Don't know	10	4	1	6	1	5	6
%V	0.8%	0.6%	0.8%	0.7%	0.2%	1.2%	0.7%
%H		40.0%	10.0%	60.0%	10.0%	50.0%	60.0%
Not Asked	3	1	0	0	1	0	1
%V	0.2%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%
%H		33.3%	0.0%	0.0%	33.3%	0.0%	33.3%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
PVR	771	555	99	449	331	119	652
%V	60.2%	77.5%	78.6%	53.3%	80.1%	27.7%	71.6%
%H		72.0%	12.8%	58.2%	42.9%	15.4%	84.6%
DVDR	70	39	7	50	26	24	55
%V	5.5%	5.4%	5.6%	5.9%	6.3%	5.6%	6.0%
%H		55.7%	10.0%	71.4%	37.1%	34.3%	78.6%
VCR	27	12	3	21	9	12	15
%V	2.1%	1.7%	2.4%	2.5%	2.2%	2.8%	1.6%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	55.6%
Any recorder	810	569	101	483	341	142	676
%V	63.3%	79.5%	80.2%	57.4%	82.6%	33.1%	74.2%
%H		70.2%	12.5%	59.6%	42.1%	17.5%	83.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Receives HDTV (via STB or built-in reception)	557	373	87	332	233	99	480
%V	43.5%	52.1%	69.0%	39.4%	56.4%	23.1%	52.7%
%H		67.0%	15.6%	59.6%	41.8%	17.8%	86.2%
DVD/Blu-ray player or recorder	966	555	98	642	330	312	729
%V	75.5%	77.5%	77.8%	76.2%	79.9%	72.7%	80.0%
%H		57.5%	10.1%	66.5%	34.2%	32.3%	75.5%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Under 20"	394	246	32	308	192	116	309
%V	27.9%	26.5%	23.0%	29.6%	27.5%	33.6%	26.2%
%H		62.4%	8.1%	78.2%	48.7%	29.4%	78.4%
20" - 29"	479	315	47	368	251	117	393
%V	33.9%	33.9%	33.8%	35.3%	36.0%	33.9%	33.4%
%H		65.8%	9.8%	76.8%	52.4%	24.4%	82.0%
30" - 39"	342	232	43	243	174	69	303
%V	24.2%	24.9%	30.9%	23.3%	25.0%	20.0%	25.7%
%H		67.8%	12.6%	71.1%	50.9%	20.2%	88.6%
40" and over	122	84	13	81	56	25	113
%V	8.6%	9.0%	9.4%	7.8%	8.0%	7.2%	9.6%
%H		68.9%	10.7%	66.4%	45.9%	20.5%	92.6%
Don't know	27	16	2	19	10	9	22
%V	1.9%	1.7%	1.4%	1.8%	1.4%	2.6%	1.9%
%H		59.3%	7.4%	70.4%	37.0%	33.3%	81.5%
Not Asked	47	37	2	23	14	9	38
%V	3.3%	4.0%	1.4%	2.2%	2.0%	2.6%	3.2%
%H		78.7%	4.3%	48.9%	29.8%	19.1%	80.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
PVR	281	223	36	155	128	27	260
%V	19.9%	24.0%	25.9%	14.9%	18.4%	7.8%	22.1%
%H		79.4%	12.8%	55.2%	45.6%	9.6%	92.5%
DVDR	23	14	3	16	10	6	20
%V	1.6%	1.5%	2.2%	1.5%	1.4%	1.7%	1.7%
%H		60.9%	13.0%	69.6%	43.5%	26.1%	87.0%
VCR	10	8	1	8	7	1	7
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.3%	0.6%
%H		80.0%	10.0%	80.0%	70.0%	10.0%	70.0%
Any recorder	302	237	39	171	140	31	276
%V	21.4%	25.5%	28.1%	16.4%	20.1%	9.0%	23.4%
%H		78.5%	12.9%	56.6%	46.4%	10.3%	91.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Receives HDTV (via STB or built-in reception)	240	156	44	157	114	43	221
%V	17.0%	16.8%	31.7%	15.1%	16.4%	12.5%	18.8%
%H		65.0%	18.3%	65.4%	47.5%	17.9%	92.1%
DVD/Blu-ray player or recorder	623	415	67	481	337	144	536
%V	44.2%	44.6%	48.2%	46.2%	48.4%	41.7%	45.5%
%H		66.6%	10.8%	77.2%	54.1%	23.1%	86.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Children	558	549	366	57	317	197	120	488
%V	18.3%	18.6%	20.4%	18.4%	16.8%	18.7%	14.4%	20.1%
%H		98.4%	65.6%	10.2%	56.8%	35.3%	21.5%	87.5%
0 - 3	143	140	90	15	71	37	33	121
%V	4.7%	4.7%	5.0%	4.9%	3.8%	3.5%	4.0%	5.0%
%H		97.9%	62.9%	10.5%	49.7%	25.9%	23.1%	84.6%
4 - 15	415	409	276	41	246	160	86	367
%V	13.6%	13.8%	15.4%	13.3%	13.1%	15.2%	10.3%	15.1%
%H		98.6%	66.5%	9.9%	59.3%	38.6%	20.7%	88.4%
4 - 9	213	209	142	21	119	76	44	184
%V	7.0%	7.1%	7.9%	6.8%	6.3%	7.2%	5.3%	7.6%
%H		98.1%	66.7%	9.9%	55.9%	35.7%	20.7%	86.4%
10 - 15	202	200	135	21	127	84	43	183
%V	6.6%	6.8%	7.5%	6.8%	6.7%	8.0%	5.2%	7.5%
%H		99.0%	66.8%	10.4%	62.9%	41.6%	21.3%	90.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%V	81.7%	81.4%	79.6%	81.6%	83.2%	81.3%	85.6%	79.9%
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
16 - 19	133	130	83	16	83	55	28	122
%V	4.4%	4.4%	4.6%	5.2%	4.4%	5.2%	3.4%	5.0%
%H		97.7%	62.4%	12.0%	62.4%	41.4%	21.1%	91.7%
20 - 24	214	192	103	25	117	62	54	183
%V	7.0%	6.5%	5.8%	8.1%	6.2%	5.9%	6.5%	7.5%
%H		89.7%	48.1%	11.7%	54.7%	29.0%	25.2%	85.5%
25 - 34	390	372	235	45	215	129	87	332
%V	12.8%	12.6%	13.1%	14.6%	11.4%	12.3%	10.5%	13.7%
%H		95.4%	60.3%	11.5%	55.1%	33.1%	22.3%	85.1%
35 - 44	365	352	224	42	206	124	83	318
%V	12.0%	11.9%	12.5%	13.6%	10.9%	11.8%	10.0%	13.1%
%H		96.4%	61.4%	11.5%	56.4%	34.0%	22.7%	87.1%
45 - 54	430	421	267	43	284	172	111	376
%V	14.1%	14.2%	14.9%	13.9%	15.1%	16.3%	13.3%	15.5%
%H		97.9%	62.1%	10.0%	66.0%	40.0%	25.8%	87.4%
55 - 64	378	371	229	32	247	137	110	302
%V	12.4%	12.5%	12.8%	10.4%	13.1%	13.0%	13.2%	12.4%
%H		98.1%	60.6%	8.5%	65.3%	36.2%	29.1%	79.9%
65+	585	572	285	48	416	177	239	310
%V	19.2%	19.3%	15.9%	15.5%	22.1%	16.8%	28.7%	12.8%
%H		97.8%	48.7%	8.2%	71.1%	30.3%	40.9%	53.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
AB	562	551	345	53	365	214	151	510
%V	22.5%	22.9%	24.2%	21.0%	23.3%	25.0%	21.2%	26.3%
%H		98.0%	61.4%	9.4%	64.9%	38.1%	26.9%	90.7%
C1	632	593	331	71	389	209	180	535
%V	25.3%	24.6%	23.2%	28.2%	24.8%	24.4%	25.3%	27.5%
%H		93.8%	52.4%	11.2%	61.6%	33.1%	28.5%	84.7%
C2	609	594	366	66	387	228	159	483
%V	24.4%	24.7%	25.7%	26.2%	24.7%	26.6%	22.3%	24.9%
%H		97.5%	60.1%	10.8%	63.5%	37.4%	26.1%	79.3%
D	438	427	256	43	262	134	128	296
%V	17.6%	17.7%	18.0%	17.1%	16.7%	15.7%	18.0%	15.2%
%H		97.5%	58.4%	9.8%	59.8%	30.6%	29.2%	67.6%
E	255	244	127	20	166	71	95	119
%V	10.2%	10.1%	8.9%	7.9%	10.6%	8.3%	13.3%	6.1%
%H		95.7%	49.8%	7.8%	65.1%	27.8%	37.3%	46.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
Working full time	1076	1047	671	118	660	407	253	963
%V	43.1%	43.5%	47.1%	46.8%	42.1%	47.5%	35.5%	49.6%
%H		97.3%	62.4%	11.0%	61.3%	37.8%	23.5%	89.5%
Working part time	232	226	137	27	142	82	60	196
%V	9.3%	9.4%	9.6%	10.7%	9.1%	9.6%	8.4%	10.1%
%H		97.4%	59.1%	11.6%	61.2%	35.3%	25.9%	84.5%
Not working	1187	1137	617	107	767	367	400	783
%V	47.6%	47.2%	43.3%	42.5%	48.9%	42.9%	56.2%	40.3%
%H		95.8%	52.0%	9.0%	64.6%	30.9%	33.7%	66.0%
Housewife/Houseperson	1334	1282	716	126	843	413	429	943
%V	53.5%	53.2%	50.2%	50.0%	53.8%	48.2%	60.3%	48.6%
%H		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
16 - 19	70	67	43	9	42	28	14	63
%V	5.7%	5.7%	6.1%	7.3%	5.6%	6.6%	4.3%	6.5%
%H		95.7%	61.4%	12.9%	60.0%	40.0%	20.0%	90.0%
20 - 24	109	99	56	11	58	33	24	95
%V	8.9%	8.4%	7.9%	8.9%	7.7%	7.8%	7.3%	9.8%
%H		90.8%	51.4%	10.1%	53.2%	30.3%	22.0%	87.2%
25 - 34	197	186	116	23	109	65	44	169
%V	16.1%	15.9%	16.4%	18.5%	14.5%	15.3%	13.4%	17.4%
%H		94.4%	58.9%	11.7%	55.3%	33.0%	22.3%	85.8%
35 - 44	180	173	106	22	100	57	43	152
%V	14.7%	14.7%	15.0%	17.7%	13.3%	13.4%	13.1%	15.7%
%H		96.1%	58.9%	12.2%	55.6%	31.7%	23.9%	84.4%
45 - 54	210	204	133	21	136	85	51	183
%V	17.2%	17.4%	18.8%	16.9%	18.1%	20.0%	15.5%	18.8%
%H		97.1%	63.3%	10.0%	64.8%	40.5%	24.3%	87.1%
55 - 64	185	180	111	15	121	67	55	148
%V	15.1%	15.3%	15.7%	12.1%	16.1%	15.8%	16.8%	15.2%
%H		97.3%	60.0%	8.1%	65.4%	36.2%	29.7%	80.0%
65+	271	264	143	23	187	89	98	160
%V	22.2%	22.5%	20.2%	18.5%	24.8%	20.9%	29.9%	16.5%
%H		97.4%	52.8%	8.5%	69.0%	32.8%	36.2%	59.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
AB	281	275	176	26	181	108	72	256
%V	23.0%	23.4%	24.9%	21.0%	24.0%	25.4%	22.0%	26.4%
%H		97.9%	62.6%	9.3%	64.4%	38.4%	25.6%	91.1%
C1	298	275	158	32	175	98	77	260
%V	24.4%	23.4%	22.3%	25.8%	23.2%	23.1%	23.5%	26.8%
%H		92.3%	53.0%	10.7%	58.7%	32.9%	25.8%	87.2%
C2	321	313	194	34	203	120	83	255
%V	26.3%	26.7%	27.4%	27.4%	27.0%	28.2%	25.3%	26.3%
%H		97.5%	60.4%	10.6%	63.2%	37.4%	25.9%	79.4%
D	213	207	125	21	125	65	60	147
%V	17.4%	17.6%	17.7%	16.9%	16.6%	15.3%	18.3%	15.1%
%H		97.2%	58.7%	9.9%	58.7%	30.5%	28.2%	69.0%
E	108	103	55	10	70	33	37	52
%V	8.8%	8.8%	7.8%	8.1%	9.3%	7.8%	11.3%	5.4%
%H		95.4%	50.9%	9.3%	64.8%	30.6%	34.3%	48.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
Working full time	642	621	399	71	388	240	148	571
%V	52.5%	52.9%	56.4%	57.3%	51.5%	56.5%	45.1%	58.8%
%H		96.7%	62.1%	11.1%	60.4%	37.4%	23.1%	88.9%
Working part time	54	51	30	5	31	16	16	43
%V	4.4%	4.3%	4.2%	4.0%	4.1%	3.8%	4.9%	4.4%
%H		94.4%	55.6%	9.3%	57.4%	29.6%	29.6%	79.6%
Not working	526	500	279	47	334	169	165	356
%V	43.0%	42.6%	39.4%	37.9%	44.4%	39.8%	50.3%	36.7%
%H		95.1%	53.0%	8.9%	63.5%	32.1%	31.4%	67.7%
Housewife/Houseperson	268	245	121	22	160	63	97	155
%V	21.9%	20.9%	17.1%	17.7%	21.2%	14.8%	29.6%	16.0%
%H		91.4%	45.1%	8.2%	59.7%	23.5%	36.2%	57.8%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
16 - 19	63	62	40	7	41	27	14	59
%V	4.9%	5.0%	5.6%	5.5%	5.0%	6.3%	3.6%	6.1%
%H		98.4%	63.5%	11.1%	65.1%	42.9%	22.2%	93.7%
20 - 24	105	93	47	14	59	29	30	88
%V	8.2%	7.5%	6.6%	10.9%	7.2%	6.7%	7.8%	9.1%
%H		88.6%	44.8%	13.3%	56.2%	27.6%	28.6%	83.8%
25 - 34	193	186	119	22	106	63	43	163
%V	15.2%	15.0%	16.6%	17.2%	13.0%	14.6%	11.2%	16.8%
%H		96.4%	61.7%	11.4%	54.9%	32.6%	22.3%	84.5%
35 - 44	184	179	118	21	106	67	40	166
%V	14.5%	14.5%	16.5%	16.4%	13.0%	15.5%	10.4%	17.1%
%H		97.3%	64.1%	11.4%	57.6%	36.4%	21.7%	90.2%
45 - 54	220	216	134	22	148	88	60	193
%V	17.3%	17.5%	18.7%	17.2%	18.2%	20.4%	15.6%	19.9%
%H		98.2%	60.9%	10.0%	67.3%	40.0%	27.3%	87.7%
55 - 64	193	191	118	17	126	70	56	154
%V	15.2%	15.5%	16.5%	13.3%	15.5%	16.2%	14.6%	15.9%
%H		99.0%	61.1%	8.8%	65.3%	36.3%	29.0%	79.8%
65+	315	308	142	26	229	88	141	149
%V	24.7%	24.9%	19.8%	20.3%	28.1%	20.4%	36.7%	15.3%
%H		97.8%	45.1%	8.3%	72.7%	27.9%	44.8%	47.3%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
AB	281	275	169	26	184	105	79	254
%V	22.1%	22.2%	23.6%	20.3%	22.6%	24.4%	20.6%	26.2%
%H		97.9%	60.1%	9.3%	65.5%	37.4%	28.1%	90.4%
C1	333	318	173	39	214	111	103	274
%V	26.2%	25.7%	24.1%	30.5%	26.3%	25.8%	26.8%	28.2%
%H		95.5%	52.0%	11.7%	64.3%	33.3%	30.9%	82.3%
C2	287	281	172	31	184	108	76	228
%V	22.5%	22.7%	24.0%	24.2%	22.6%	25.1%	19.8%	23.5%
%H		97.9%	59.9%	10.8%	64.1%	37.6%	26.5%	79.4%
D	225	220	132	21	137	69	67	148
%V	17.7%	17.8%	18.4%	16.4%	16.8%	16.0%	17.4%	15.2%
%H		97.8%	58.7%	9.3%	60.9%	30.7%	29.8%	65.8%
E	146	141	71	10	97	38	59	67
%V	11.5%	11.4%	9.9%	7.8%	11.9%	8.8%	15.4%	6.9%
%H		96.6%	48.6%	6.8%	66.4%	26.0%	40.4%	45.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
Working full time	434	425	272	47	272	168	104	392
%V	34.1%	34.4%	37.9%	36.7%	33.4%	39.0%	27.1%	40.4%
%H		97.9%	62.7%	10.8%	62.7%	38.7%	24.0%	90.3%
Working part time	179	175	107	22	110	66	45	152
%V	14.1%	14.2%	14.9%	17.2%	13.5%	15.3%	11.7%	15.7%
%H		97.8%	59.8%	12.3%	61.5%	36.9%	25.1%	84.9%
Not working	661	636	338	60	433	198	235	427
%V	51.9%	51.5%	47.1%	46.9%	53.1%	45.9%	61.2%	44.0%
%H		96.2%	51.1%	9.1%	65.5%	30.0%	35.6%	64.6%
Housewife/Houseperson	1067	1037	595	105	683	351	333	788
%V	83.8%	83.9%	83.0%	82.0%	83.8%	81.4%	86.7%	81.2%
%H		97.2%	55.8%	9.8%	64.0%	32.9%	31.2%	73.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

Contents	Page
Household	
Table 26.1: Social Grade	704
Table 26.2: Housewife Age	705
Table 26.3: Size of Household	706
Table 26.4: Presence of Children	707
Table 26.5: Number of TV sets in household	708
Table 26.6: Screen size	709
Table 26.7: Location of ANY set in household	710
Table 26.8: Platform Provider	711
Table 26.9: Recorders and other equipment	712
Table 26.10: Computers and Internet	713
Sets	
Table 26.11: Screen Size	714
Table 26.12: Location of set	715
Table 26.13: Recorders	716
Table 26.14: Other TV equipment	716
Table 26.15: Main Set Screen Size	717
Table 26.16: Main Set Recorders	718
Table 26.17: Main Set - Other TV equipment	718
Table 26.18: Other Sets (non-Main Set) Screen Size	719
Table 26.19: Other Set (non-Main Set) Recorders	720
Table 26.20: Other Set (non-Main Set) - Other TV equipment	720
Individuals	
Table 26.21: Age of Children	721
Table 26.22: Adults - Age	722
Table 26.23: Social Grade (Adults 16+)	723
Table 26.24: Working Status (Adults 16+)	724
Table 26.25: Males - Age	725
Table 26.26: Social Grade (Males 16+)	726
Table 26.27: Working Status (Males 16+)	727
Table 26.28: Females - Age	728
Table 26.29: Social Grade (Females 16+)	729
Table 26.30: Working Status (Females 16+)	730

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
AB	2142	2068	976	291	1521	718	803	1960
%V	27.2%	27.4%	28.0%	28.8%	27.7%	29.0%	26.6%	32.0%
%H (All HH)		96.5%	45.6%	13.6%	71.0%	33.5%	37.5%	91.5%
%H (TV HH)			47.2%	14.1%	73.5%	34.7%	38.8%	
C1	2234	2121	969	312	1546	712	833	1845
%V	28.4%	28.1%	27.8%	30.8%	28.1%	28.7%	27.6%	30.2%
%H (All HH)		94.9%	43.4%	14.0%	69.2%	31.9%	37.3%	82.6%
%H (TV HH)			45.7%	14.7%	72.9%	33.6%	39.3%	
C2	1658	1610	814	208	1183	600	583	1289
%V	21.1%	21.4%	23.4%	20.6%	21.5%	24.2%	19.3%	21.1%
%H (All HH)		97.1%	49.1%	12.5%	71.4%	36.2%	35.2%	77.7%
%H (TV HH)			50.6%	12.9%	73.5%	37.3%	36.2%	
D	1100	1047	459	140	726	286	440	710
%V	14.0%	13.9%	13.2%	13.8%	13.2%	11.5%	14.6%	11.6%
%H (All HH)		95.2%	41.7%	12.7%	66.0%	26.0%	40.0%	64.5%
%H (TV HH)			43.8%	13.4%	69.3%	27.3%	42.0%	
E	730	692	264	60	522	160	361	313
%V	9.3%	9.2%	7.6%	5.9%	9.5%	6.5%	11.9%	5.1%
%H (All HH)		94.8%	36.2%	8.2%	71.5%	21.9%	49.5%	42.9%
%H (TV HH)			38.2%	8.7%	75.4%	23.1%	52.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Under 25	317	276	99	46	180	66	114	250
%V	4.0%	3.7%	2.8%	4.5%	3.3%	2.7%	3.8%	4.1%
%H (All HH)		87.1%	31.2%	14.5%	56.8%	20.8%	36.0%	78.9%
%H (TV HH)			35.9%	16.7%	65.2%	23.9%	41.3%	
25 - 34	1100	1036	543	172	658	351	306	991
%V	14.0%	13.7%	15.6%	17.0%	12.0%	14.2%	10.1%	16.2%
%H (All HH)		94.2%	49.4%	15.6%	59.8%	31.9%	27.8%	90.1%
%H (TV HH)			52.4%	16.6%	63.5%	33.9%	29.5%	
35 - 44	1295	1245	682	201	806	446	360	1191
%V	16.5%	16.5%	19.6%	19.9%	14.7%	18.0%	11.9%	19.5%
%H (All HH)		96.1%	52.7%	15.5%	62.2%	34.4%	27.8%	92.0%
%H (TV HH)			54.8%	16.1%	64.7%	35.8%	28.9%	
45 - 54	1507	1448	732	222	1061	561	500	1348
%V	19.2%	19.2%	21.0%	21.9%	19.3%	22.6%	16.6%	22.0%
%H (All HH)		96.1%	48.6%	14.7%	70.4%	37.2%	33.2%	89.4%
%H (TV HH)			50.6%	15.3%	73.3%	38.7%	34.5%	
55 - 64	1326	1281	618	159	952	448	504	1101
%V	16.9%	17.0%	17.7%	15.7%	17.3%	18.1%	16.7%	18.0%
%H (All HH)		96.6%	46.6%	12.0%	71.8%	33.8%	38.0%	83.0%
%H (TV HH)			48.2%	12.4%	74.3%	35.0%	39.3%	
65 +	2319	2251	807	212	1840	604	1237	1237
%V	29.5%	29.9%	23.2%	20.9%	33.5%	24.4%	40.9%	20.2%
%H (All HH)		97.1%	34.8%	9.1%	79.3%	26.0%	53.3%	53.3%
%H (TV HH)			35.9%	9.4%	81.7%	26.8%	55.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
1	2376	2213	736	213	1702	453	1249	1267
%V	30.2%	29.4%	21.1%	21.0%	31.0%	18.3%	41.3%	20.7%
%H (All HH)		93.1%	31.0%	9.0%	71.6%	19.1%	52.6%	53.3%
%H (TV HH)			33.3%	9.6%	76.9%	20.5%	56.4%	
2	2777	2692	1257	355	2016	937	1080	2307
%V	35.3%	35.7%	36.1%	35.1%	36.7%	37.8%	35.7%	37.7%
%H (All HH)		96.9%	45.3%	12.8%	72.6%	33.7%	38.9%	83.1%
%H (TV HH)			46.7%	13.2%	74.9%	34.8%	40.1%	
3	1195	1162	657	185	792	474	318	1101
%V	15.2%	15.4%	18.9%	18.3%	14.4%	19.1%	10.5%	18.0%
%H (All HH)		97.2%	55.0%	15.5%	66.3%	39.7%	26.6%	92.1%
%H (TV HH)			56.5%	15.9%	68.2%	40.8%	27.4%	
4	1036	1007	572	181	670	416	254	991
%V	13.2%	13.4%	16.4%	17.9%	12.2%	16.8%	8.4%	16.2%
%H (All HH)		97.2%	55.2%	17.5%	64.7%	40.2%	24.5%	95.7%
%H (TV HH)			56.8%	18.0%	66.5%	41.3%	25.2%	
5+	481	463	260	78	317	198	119	452
%V	6.1%	6.1%	7.5%	7.7%	5.8%	8.0%	3.9%	7.4%
%H (All HH)		96.3%	54.1%	16.2%	65.9%	41.2%	24.7%	94.0%
%H (TV HH)			56.2%	16.8%	68.5%	42.8%	25.7%	
Average HH size	2.32	2.34	2.56	2.59	2.27	2.61	1.99	2.55

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Without	5926	5649	2401	714	4258	1740	2518	4315
%V	75.3%	75.0%	69.0%	70.6%	77.5%	70.2%	83.3%	70.5%
%H (All HH)		95.3%	40.5%	12.0%	71.9%	29.4%	42.5%	72.8%
%H (TV HH)			42.5%	12.6%	75.4%	30.8%	44.6%	
With	1939	1888	1081	297	1239	737	502	1803
%V	24.7%	25.0%	31.0%	29.3%	22.5%	29.8%	16.6%	29.5%
%H (All HH)		97.4%	55.8%	15.3%	63.9%	38.0%	25.9%	93.0%
%H (TV HH)			57.3%	15.7%	65.6%	39.0%	26.6%	
0 - 3	750	729	407	113	448	248	200	680
%V	9.5%	9.7%	11.7%	11.2%	8.1%	10.0%	6.6%	11.1%
%H (All HH)		97.2%	54.3%	15.1%	59.7%	33.1%	26.7%	90.7%
%H (TV HH)			55.8%	15.5%	61.5%	34.0%	27.4%	
4 - 9	982	955	566	141	614	373	241	913
%V	12.5%	12.7%	16.3%	13.9%	11.2%	15.1%	8.0%	14.9%
%H (All HH)		97.3%	57.6%	14.4%	62.5%	38.0%	24.5%	93.0%
%H (TV HH)			59.3%	14.8%	64.3%	39.1%	25.2%	
10 - 15	895	874	520	145	609	398	211	851
%V	11.4%	11.6%	14.9%	14.3%	11.1%	16.1%	7.0%	13.9%
%H (All HH)		97.7%	58.1%	16.2%	68.0%	44.5%	23.6%	95.1%
%H (TV HH)			59.5%	16.6%	69.7%	45.5%	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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
1	2971	2971	1064	352	1960	453	1508	2005
%V	37.8%	39.4%	30.6%	34.8%	35.7%	18.3%	49.9%	32.8%
%H (All HH)		100.0%	35.8%	11.8%	66.0%	15.2%	50.8%	67.5%
%H (TV HH)			35.8%	11.8%	66.0%	15.2%	50.8%	
2	2632	2632	1252	382	1957	954	1003	2118
%V	33.5%	34.9%	36.0%	37.7%	35.6%	38.5%	33.2%	34.6%
%H (All HH)		100.0%	47.6%	14.5%	74.4%	36.2%	38.1%	80.5%
%H (TV HH)			47.6%	14.5%	74.4%	36.2%	38.1%	
3	1183	1183	691	162	950	610	341	1058
%V	15.0%	15.7%	19.8%	16.0%	17.3%	24.6%	11.3%	17.3%
%H (All HH)		100.0%	58.4%	13.7%	80.3%	51.6%	28.8%	89.4%
%H (TV HH)			58.4%	13.7%	80.3%	51.6%	28.8%	
4	505	505	318	79	414	298	115	478
%V	6.4%	6.7%	9.1%	7.8%	7.5%	12.0%	3.8%	7.8%
%H (All HH)		100.0%	63.0%	15.6%	82.0%	59.0%	22.8%	94.7%
%H (TV HH)			63.0%	15.6%	82.0%	59.0%	22.8%	
5+	247	247	157	37	216	162	54	240
%V	3.1%	3.3%	4.5%	3.7%	3.9%	6.5%	1.8%	3.9%
%H (All HH)		100.0%	63.6%	15.0%	87.4%	65.6%	21.9%	97.2%
%H (TV HH)			63.6%	15.0%	87.4%	65.6%	21.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Under 20"	2105	2105	1007	251	1754	903	851	1725
%V	26.8%	27.9%	28.9%	24.8%	31.9%	36.5%	28.2%	28.2%
%H (All HH)		100.0%	47.8%	11.9%	83.3%	42.9%	40.4%	81.9%
%H (TV HH)			47.8%	11.9%	83.3%	42.9%	40.4%	
20" - 29"	3031	3031	1337	387	2422	1108	1314	2292
%V	38.5%	40.2%	38.4%	38.2%	44.1%	44.7%	43.5%	37.5%
%H (All HH)		100.0%	44.1%	12.8%	79.9%	36.6%	43.4%	75.6%
%H (TV HH)			44.1%	12.8%	79.9%	36.6%	43.4%	
30" - 39"	3963	3963	1912	570	2920	1431	1489	3198
%V	50.4%	52.6%	54.9%	56.3%	53.1%	57.8%	49.3%	52.3%
%H (All HH)		100.0%	48.2%	14.4%	73.7%	36.1%	37.6%	80.7%
%H (TV HH)			48.2%	14.4%	73.7%	36.1%	37.6%	
40" and over	3013	3013	1805	463	2059	1301	757	2695
%V	38.3%	40.0%	51.8%	45.8%	37.5%	52.5%	25.1%	44.1%
%H (All HH)		100.0%	59.9%	15.4%	68.3%	43.2%	25.1%	89.4%
%H (TV HH)			59.9%	15.4%	68.3%	43.2%	25.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Main living room	7410	7410	3448	1000	5424	2458	2966	5808
%V	94.2%	98.3%	99.0%	98.8%	98.7%	99.2%	98.2%	94.9%
%H (All HH)		100.0%	46.5%	13.5%	73.2%	33.2%	40.0%	78.4%
%H (TV HH)			46.5%	13.5%	73.2%	33.2%	40.0%	
Kitchen	987	987	530	106	847	491	356	847
%V	12.5%	13.1%	15.2%	10.5%	15.4%	19.8%	11.8%	13.8%
%H (All HH)		100.0%	53.7%	10.7%	85.8%	49.7%	36.1%	85.8%
%H (TV HH)			53.7%	10.7%	85.8%	49.7%	36.1%	
Adult's bedroom	3259	3259	1753	476	2575	1530	1045	2791
%V	41.4%	43.2%	50.3%	47.0%	46.8%	61.8%	34.6%	45.6%
%H (All HH)		100.0%	53.8%	14.6%	79.0%	46.9%	32.1%	85.6%
%H (TV HH)			53.8%	14.6%	79.0%	46.9%	32.1%	
Child's bedroom	720	720	453	128	534	387	147	678
%V	9.2%	9.6%	13.0%	12.6%	9.7%	15.6%	4.9%	11.1%
%H (All HH)		100.0%	62.9%	17.8%	74.2%	53.8%	20.4%	94.2%
%H (TV HH)			62.9%	17.8%	74.2%	53.8%	20.4%	
Other bedroom	406	406	234	65	321	211	110	367
%V	5.2%	5.4%	6.7%	6.4%	5.8%	8.5%	3.6%	6.0%
%H (All HH)		100.0%	57.6%	16.0%	79.1%	52.0%	27.1%	90.4%
%H (TV HH)			57.6%	16.0%	79.1%	52.0%	27.1%	
Second living/dining room	692	692	369	95	554	320	233	592
%V	8.8%	9.2%	10.6%	9.4%	10.1%	12.9%	7.7%	9.7%
%H (All HH)		100.0%	53.3%	13.7%	80.1%	46.2%	33.7%	85.5%
%H (TV HH)			53.3%	13.7%	80.1%	46.2%	33.7%	
Study/office	152	152	91	18	124	80	45	146
%V	1.9%	2.0%	2.6%	1.8%	2.3%	3.2%	1.5%	2.4%
%H (All HH)		100.0%	59.9%	11.8%	81.6%	52.6%	29.6%	96.1%
%H (TV HH)			59.9%	11.8%	81.6%	52.6%	29.6%	
TV room	60	60	32	11	40	23	18	59
%V	0.8%	0.8%	0.9%	1.1%	0.7%	0.9%	0.6%	1.0%
%H (All HH)		100.0%	53.3%	18.3%	66.7%	38.3%	30.0%	98.3%
%H (TV HH)			53.3%	18.3%	66.7%	38.3%	30.0%	
Conservatory	151	151	92	18	135	91	44	136
%V	1.9%	2.0%	2.6%	1.8%	2.5%	3.7%	1.5%	2.2%
%H (All HH)		100.0%	60.9%	11.9%	89.4%	60.3%	29.1%	90.1%
%H (TV HH)			60.9%	11.9%	89.4%	60.3%	29.1%	
Attic or loft room	22	22	11	4	18	11	7	19
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	18.2%	81.8%	50.0%	31.8%	86.4%
%H (TV HH)			50.0%	18.2%	81.8%	50.0%	31.8%	
No specific location	17	17	8	2	14	7	8	15
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	47.1%	11.8%	82.4%	41.2%	47.1%	88.2%
%H (TV HH)			47.1%	11.8%	82.4%	41.2%	47.1%	
Other	70	70	46	7	53	34	19	63
%V	0.9%	0.9%	1.3%	0.7%	1.0%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	65.7%	10.0%	75.7%	48.6%	27.1%	90.0%
%H (TV HH)			65.7%	10.0%	75.7%	48.6%	27.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Any DSAT provider	3482	3482	3482	49	1981	1981	0	3009
%V	44.3%	46.2%	100.0%	4.8%	36.0%	80.0%	0.0%	49.2%
%H (All HH)			100.0%	1.4%	56.9%	56.9%	0.0%	86.4%
%H (TV HH)			100.0%	1.4%	56.9%	56.9%	0.0%	
Sky with subcription	2794	2794	2794	25	1577	1577	0	2463
%V	35.5%	37.1%	80.2%	2.5%	28.7%	63.7%	0.0%	40.3%
%H (All HH)			100.0%	0.9%	56.4%	56.4%	0.0%	88.2%
%H (TV HH)			100.0%	0.9%	56.4%	56.4%	0.0%	
Sky without subscription	205	205	205	5	115	115	0	157
%V	2.6%	2.7%	5.9%	0.5%	2.1%	4.6%	0.0%	2.6%
%H (All HH)			100.0%	2.4%	56.1%	56.1%	0.0%	76.6%
%H (TV HH)			100.0%	2.4%	56.1%	56.1%	0.0%	
Freesat	468	468	468	17	290	290	0	383
%V	6.0%	6.2%	13.4%	1.7%	5.3%	11.7%	0.0%	6.3%
%H (All HH)			100.0%	3.6%	62.0%	62.0%	0.0%	81.8%
%H (TV HH)			100.0%	3.6%	62.0%	62.0%	0.0%	
Other satellite provider	88	88	88	5	42	42	0	72
%V	1.1%	1.2%	2.5%	0.5%	0.8%	1.7%	0.0%	1.2%
%H (All HH)			100.0%	5.7%	47.7%	47.7%	0.0%	81.8%
%H (TV HH)			100.0%	5.7%	47.7%	47.7%	0.0%	
DCAB	1012	1012	49	1012	520	520	0	911
%V	12.9%	13.4%	1.4%	100.0%	9.5%	21.0%	0.0%	14.9%
%H (All HH)			4.8%	100.0%	51.4%	51.4%	0.0%	90.0%
%H (TV HH)			4.8%	100.0%	51.4%	51.4%	0.0%	
DTT	5497	5497	1981	520	5497	2477	3021	4158
%V	69.9%	72.9%	56.9%	51.4%	100.0%	100.0%	100.0%	68.0%
%H (All HH)		100.0%	36.0%	9.5%	100.0%	45.1%	55.0%	75.6%
%H (TV HH)			36.0%	9.5%	100.0%	45.1%	55.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - South Macro Region

Household level data

Table 26.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
PVR	4763	4763	2897	788	3204	2089	1116	4209
%V	60.6%	63.2%	83.2%	77.9%	58.3%	84.3%	36.9%	68.8%
%H (All HH)		100.0%	60.8%	16.5%	67.3%	43.9%	23.4%	88.4%
%H (TV HH)			60.8%	16.5%	67.3%	43.9%	23.4%	
DVDR	455	455	217	58	352	172	181	378
%V	5.8%	6.0%	6.2%	5.7%	6.4%	6.9%	6.0%	6.2%
%H (All HH)		100.0%	47.7%	12.7%	77.4%	37.8%	39.8%	83.1%
%H (TV HH)			47.7%	12.7%	77.4%	37.8%	39.8%	
VCR	278	278	114	35	231	100	131	186
%V	3.5%	3.7%	3.3%	3.5%	4.2%	4.0%	4.3%	3.0%
%H (All HH)		100.0%	41.0%	12.6%	83.1%	36.0%	47.1%	66.9%
%H (TV HH)			41.0%	12.6%	83.1%	36.0%	47.1%	
Any recorder	5011	5011	2961	806	3413	2132	1281	4352
%V	63.7%	66.5%	85.0%	79.6%	62.1%	86.1%	42.4%	71.1%
%H (All HH)		100.0%	59.1%	16.1%	68.1%	42.5%	25.6%	86.8%
%H (TV HH)			59.1%	16.1%	68.1%	42.5%	25.6%	
Receives HDTV (via STB or built-in reception)	3955	3955	2214	769	2708	1701	1007	3516
%V	50.3%	52.5%	63.6%	76.0%	49.3%	68.7%	33.3%	57.5%
%H (All HH)		100.0%	56.0%	19.4%	68.5%	43.0%	25.5%	88.9%
%H (TV HH)			56.0%	19.4%	68.5%	43.0%	25.5%	
DVD/Blu-ray player or recorder	5975	5975	2911	833	4376	2126	2250	4898
%V	76.0%	79.3%	83.6%	82.3%	79.6%	85.8%	74.5%	80.1%
%H (All HH)		100.0%	48.7%	13.9%	73.2%	35.6%	37.7%	82.0%
%H (TV HH)			48.7%	13.9%	73.2%	35.6%	37.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7865	7537	3482	1012	5497	2477	3021	6118
%H (All HH)		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%
%H (TV HH)			46.2%	13.4%	72.9%	32.9%	40.1%	
Has broadband internet	6118	5898	3009	911	4158	2191	1966	6118
%V	77.8%	78.3%	86.4%	90.0%	75.6%	88.5%	65.1%	100.0%
%H (All HH)		96.4%	49.2%	14.9%	68.0%	35.8%	32.1%	100.0%
%H (TV HH)			51.0%	15.4%	70.5%	37.1%	33.3%	
Number of computers (PCs and laptops)								
0	1502	1422	409	104	1151	247	905	80
%V	19.1%	18.9%	11.7%	10.3%	20.9%	10.0%	30.0%	1.3%
%H (All HH)		94.7%	27.2%	6.9%	76.6%	16.4%	60.3%	5.3%
%H (TV HH)			28.8%	7.3%	80.9%	17.4%	63.6%	
1	2466	2344	1046	271	1694	689	1005	2216
%V	31.4%	31.1%	30.0%	26.8%	30.8%	27.8%	33.3%	36.2%
%H (All HH)		95.1%	42.4%	11.0%	68.7%	27.9%	40.8%	89.9%
%H (TV HH)			44.6%	11.6%	72.3%	29.4%	42.9%	
2	1786	1720	889	278	1215	659	555	1734
%V	22.7%	22.8%	25.5%	27.5%	22.1%	26.6%	18.4%	28.3%
%H (All HH)		96.3%	49.8%	15.6%	68.0%	36.9%	31.1%	97.1%
%H (TV HH)			51.7%	16.2%	70.6%	38.3%	32.3%	
3	981	960	516	173	657	386	271	972
%V	12.5%	12.7%	14.8%	17.1%	12.0%	15.6%	9.0%	15.9%
%H (All HH)		97.9%	52.6%	17.6%	67.0%	39.3%	27.6%	99.1%
%H (TV HH)			53.8%	18.0%	68.4%	40.2%	28.2%	
4	544	526	305	81	380	239	141	537
%V	6.9%	7.0%	8.8%	8.0%	6.9%	9.6%	4.7%	8.8%
%H (All HH)		96.7%	56.1%	14.9%	69.9%	43.9%	25.9%	98.7%
%H (TV HH)			58.0%	15.4%	72.2%	45.4%	26.8%	
5+	585	565	317	104	400	257	143	579
%V	7.4%	7.5%	9.1%	10.3%	7.3%	10.4%	4.7%	9.5%
%H (All HH)		96.6%	54.2%	17.8%	68.4%	43.9%	24.4%	99.0%
%H (TV HH)			56.1%	18.4%	70.8%	45.5%	25.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15134	7757	2115	11550	6258	5293	12618
%H		51.3%	14.0%	76.3%	41.4%	35.0%	83.4%
Under 20"	2721	1333	328	2289	1225	1064	2282
%V	18.0%	17.2%	15.5%	19.8%	19.6%	20.1%	18.1%
%H		49.0%	12.1%	84.1%	45.0%	39.1%	83.9%
20" - 29"	3830	1766	495	3111	1530	1581	2983
%V	25.3%	22.8%	23.4%	26.9%	24.4%	29.9%	23.6%
%H		46.1%	12.9%	81.2%	39.9%	41.3%	77.9%
30" - 39"	4686	2323	697	3478	1795	1683	3859
%V	31.0%	29.9%	33.0%	30.1%	28.7%	31.8%	30.6%
%H		49.6%	14.9%	74.2%	38.3%	35.9%	82.4%
40" and over	3509	2140	536	2412	1559	853	3168
%V	23.2%	27.6%	25.3%	20.9%	24.9%	16.1%	25.1%
%H		61.0%	15.3%	68.7%	44.4%	24.3%	90.3%
Don't know	140	61	19	117	60	57	106
%V	0.9%	0.8%	0.9%	1.0%	1.0%	1.1%	0.8%
%H		43.6%	13.6%	83.6%	42.9%	40.7%	75.7%
Not Asked	248	134	40	143	89	55	220
%V	1.6%	1.7%	1.9%	1.2%	1.4%	1.0%	1.7%
%H		54.0%	16.1%	57.7%	35.9%	22.2%	88.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15134	7757	2115	11550	6258	5293	12618
%H		51.3%	14.0%	76.3%	41.4%	35.0%	83.4%
Main living room	7470	3474	1010	5465	2476	2989	5854
%V	49.4%	44.8%	47.8%	47.3%	39.6%	56.5%	46.4%
%H		46.5%	13.5%	73.2%	33.1%	40.0%	78.4%
Kitchen	990	531	106	850	492	358	848
%V	6.5%	6.8%	5.0%	7.4%	7.9%	6.8%	6.7%
%H		53.6%	10.7%	85.9%	49.7%	36.2%	85.7%
Adult's bedroom	3801	2070	553	3035	1842	1194	3297
%V	25.1%	26.7%	26.1%	26.3%	29.4%	22.6%	26.1%
%H		54.5%	14.5%	79.8%	48.5%	31.4%	86.7%
Child's bedroom	969	618	177	724	538	185	920
%V	6.4%	8.0%	8.4%	6.3%	8.6%	3.5%	7.3%
%H		63.8%	18.3%	74.7%	55.5%	19.1%	94.9%
Other bedroom	474	271	73	379	246	134	430
%V	3.1%	3.5%	3.5%	3.3%	3.9%	2.5%	3.4%
%H		57.2%	15.4%	80.0%	51.9%	28.3%	90.7%
Second living/dining room	700	372	96	561	325	236	600
%V	4.6%	4.8%	4.5%	4.9%	5.2%	4.5%	4.8%
%H		53.1%	13.7%	80.1%	46.4%	33.7%	85.7%
Study/office	156	94	18	128	82	45	149
%V	1.0%	1.2%	0.9%	1.1%	1.3%	0.9%	1.2%
%H		60.3%	11.5%	82.1%	52.6%	28.8%	95.5%
TV room	62	33	11	42	24	18	61
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.3%	0.5%
%H		53.2%	17.7%	67.7%	38.7%	29.0%	98.4%
Conservatory	152	93	18	136	92	44	137
%V	1.0%	1.2%	0.9%	1.2%	1.5%	0.8%	1.1%
%H		61.2%	11.8%	89.5%	60.5%	28.9%	90.1%
Attic or loft room	22	11	4	19	11	7	20
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		50.0%	18.2%	86.4%	50.0%	31.8%	90.9%
No specific location	18	9	2	15	8	8	16
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	11.1%	83.3%	44.4%	44.4%	88.9%
Other	71	48	7	53	34	19	65
%V	0.5%	0.6%	0.3%	0.5%	0.5%	0.4%	0.5%
%H		67.6%	9.9%	74.6%	47.9%	26.8%	91.5%
Not Asked	248	134	40	143	89	55	220
%V	1.6%	1.7%	1.9%	1.2%	1.4%	1.0%	1.7%
%H		54.0%	16.1%	57.7%	35.9%	22.2%	88.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15134	7757	2115	11550	6258	5293	12618
%H		51.3%	14.0%	76.3%	41.4%	35.0%	83.4%
PVR	6215	3969	1052	4100	2839	1260	5595
%V	41.1%	51.2%	49.7%	35.5%	45.4%	23.8%	44.3%
%H		63.9%	16.9%	66.0%	45.7%	20.3%	90.0%
DVDR	501	237	65	391	192	199	420
%V	3.3%	3.1%	3.1%	3.4%	3.1%	3.8%	3.3%
%H		47.3%	13.0%	78.0%	38.3%	39.7%	83.8%
VCR	295	124	39	245	110	135	198
%V	1.9%	1.6%	1.8%	2.1%	1.8%	2.6%	1.6%
%H		42.0%	13.2%	83.1%	37.3%	45.8%	67.1%
Any recorder	6563	4086	1087	4396	2940	1456	5826
%V	43.4%	52.7%	51.4%	38.1%	47.0%	27.5%	46.2%
%H		62.3%	16.6%	67.0%	44.8%	22.2%	88.8%

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 26.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15134	7757	2115	11550	6258	5293	12618
%H		51.3%	14.0%	76.3%	41.4%	35.0%	83.4%
Receives HDTV (via STB or built-in reception)	5523	3121	1113	3868	2519	1349	4992
%V	36.5%	40.2%	52.6%	33.5%	40.3%	25.5%	39.6%
%H		56.5%	20.2%	70.0%	45.6%	24.4%	90.4%
DVD/Blu-ray player or recorder	8657	4472	1227	6579	3578	3001	7340
%V	57.2%	57.7%	58.0%	57.0%	57.2%	56.7%	58.2%
%H		51.7%	14.2%	76.0%	41.3%	34.7%	84.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7530	3480	1012	5495	2477	3019	5892
%H		46.2%	13.4%	73.0%	32.9%	40.1%	78.2%
Under 20"	204	34	12	176	23	153	127
%V	2.7%	1.0%	1.2%	3.2%	0.9%	5.1%	2.2%
%H		16.7%	5.9%	86.3%	11.3%	75.0%	62.3%
20" - 29"	1347	376	140	1080	254	826	825
%V	17.9%	10.8%	13.8%	19.7%	10.3%	27.4%	14.0%
%H		27.9%	10.4%	80.2%	18.9%	61.3%	61.2%
30" - 39"	3003	1302	409	2224	935	1289	2299
%V	39.9%	37.4%	40.4%	40.5%	37.7%	42.7%	39.0%
%H		43.4%	13.6%	74.1%	31.1%	42.9%	76.6%
40" and over	2913	1751	447	1979	1253	727	2601
%V	38.7%	50.3%	44.2%	36.0%	50.6%	24.1%	44.1%
%H		60.1%	15.3%	67.9%	43.0%	25.0%	89.3%
Don't know	46	17	4	36	12	24	28
%V	0.6%	0.5%	0.4%	0.7%	0.5%	0.8%	0.5%
%H		37.0%	8.7%	78.3%	26.1%	52.2%	60.9%
Not Asked	17	0	0	0	0	0	12
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	70.6%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7530	3480	1012	5495	2477	3019	5892
%H		46.2%	13.4%	73.0%	32.9%	40.1%	78.2%
PVR	4662	2852	780	3113	2047	1066	4122
%V	61.9%	82.0%	77.1%	56.7%	82.6%	35.3%	70.0%
%H		61.2%	16.7%	66.8%	43.9%	22.9%	88.4%
DVDR	398	184	46	304	137	167	326
%V	5.3%	5.3%	4.5%	5.5%	5.5%	5.5%	5.5%
%H		46.2%	11.6%	76.4%	34.4%	42.0%	81.9%
VCR	228	90	26	188	75	113	145
%V	3.0%	2.6%	2.6%	3.4%	3.0%	3.7%	2.5%
%H		39.5%	11.4%	82.5%	32.9%	49.6%	63.6%
Any recorder	4907	2917	798	3319	2092	1227	4268
%V	65.2%	83.8%	78.9%	60.4%	84.5%	40.6%	72.4%
%H		59.4%	16.3%	67.6%	42.6%	25.0%	87.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7530	3480	1012	5495	2477	3019	5892
%H		46.2%	13.4%	73.0%	32.9%	40.1%	78.2%
Receives HDTV (via STB or built-in reception)	3837	2160	751	2607	1649	959	3414
%V	51.0%	62.1%	74.2%	47.4%	66.6%	31.8%	57.9%
%H		56.3%	19.6%	67.9%	43.0%	25.0%	89.0%
DVD/Blu-ray player or recorder	5645	2743	786	4103	1972	2132	4624
%V	75.0%	78.8%	77.7%	74.7%	79.6%	70.6%	78.5%
%H		48.6%	13.9%	72.7%	34.9%	37.8%	81.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7604	4277	1103	6055	3781	2274	6726
%H		56.2%	14.5%	79.6%	49.7%	29.9%	88.5%
Under 20"	2517	1299	316	2113	1202	911	2155
%V	33.1%	30.4%	28.6%	34.9%	31.8%	40.1%	32.0%
%H		51.6%	12.6%	83.9%	47.8%	36.2%	85.6%
20" - 29"	2482	1390	356	2031	1276	755	2158
%V	32.6%	32.5%	32.3%	33.5%	33.7%	33.2%	32.1%
%H		56.0%	14.3%	81.8%	51.4%	30.4%	86.9%
30" - 39"	1683	1021	288	1254	860	394	1560
%V	22.1%	23.9%	26.1%	20.7%	22.7%	17.3%	23.2%
%H		60.7%	17.1%	74.5%	51.1%	23.4%	92.7%
40" and over	596	389	88	432	307	126	567
%V	7.8%	9.1%	8.0%	7.1%	8.1%	5.5%	8.4%
%H		65.3%	14.8%	72.5%	51.5%	21.1%	95.1%
Don't know	94	44	16	81	47	33	78
%V	1.2%	1.0%	1.5%	1.3%	1.2%	1.5%	1.2%
%H		46.8%	17.0%	86.2%	50.0%	35.1%	83.0%
Not Asked	232	134	39	144	89	55	208
%V	3.1%	3.1%	3.5%	2.4%	2.4%	2.4%	3.1%
%H		57.8%	16.8%	62.1%	38.4%	23.7%	89.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7604	4277	1103	6055	3781	2274	6726
%H		56.2%	14.5%	79.6%	49.7%	29.9%	88.5%
PVR	1554	1117	272	986	792	194	1473
%V	20.4%	26.1%	24.7%	16.3%	20.9%	8.5%	21.9%
%H		71.9%	17.5%	63.4%	51.0%	12.5%	94.8%
DVDR	103	53	20	87	55	32	94
%V	1.4%	1.2%	1.8%	1.4%	1.5%	1.4%	1.4%
%H		51.5%	19.4%	84.5%	53.4%	31.1%	91.3%
VCR	67	34	13	57	35	22	53
%V	0.9%	0.8%	1.2%	0.9%	0.9%	1.0%	0.8%
%H		50.7%	19.4%	85.1%	52.2%	32.8%	79.1%
Any recorder	1657	1169	289	1077	848	228	1558
%V	21.8%	27.3%	26.2%	17.8%	22.4%	10.0%	23.2%
%H		70.5%	17.4%	65.0%	51.2%	13.8%	94.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7604	4277	1103	6055	3781	2274	6726
%H		56.2%	14.5%	79.6%	49.7%	29.9%	88.5%
Receives HDTV (via STB or built-in reception)	1686	962	362	1260	870	390	1578
%V	22.2%	22.5%	32.8%	20.8%	23.0%	17.2%	23.5%
%H		57.1%	21.5%	74.7%	51.6%	23.1%	93.6%
DVD/Blu-ray player or recorder	3011	1729	441	2476	1606	870	2716
%V	39.6%	40.4%	40.0%	40.9%	42.5%	38.3%	40.4%
%H		57.4%	14.6%	82.2%	53.3%	28.9%	90.2%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18251	17603	8897	2621	12488	6466	6022	15585
%H		96.4%	48.7%	14.4%	68.4%	35.4%	33.0%	85.4%
Total Children	3373	3288	1895	515	2139	1276	862	3139
%V	18.5%	18.7%	21.3%	19.6%	17.1%	19.7%	14.3%	20.1%
%H		97.5%	56.2%	15.3%	63.4%	37.8%	25.6%	93.1%
0 - 3	890	866	482	138	529	293	236	804
%V	4.9%	4.9%	5.4%	5.3%	4.2%	4.5%	3.9%	5.2%
%H		97.3%	54.2%	15.5%	59.4%	32.9%	26.5%	90.3%
4 - 15	2483	2421	1413	377	1609	983	626	2335
%V	13.6%	13.8%	15.9%	14.4%	12.9%	15.2%	10.4%	15.0%
%H		97.5%	56.9%	15.2%	64.8%	39.6%	25.2%	94.0%
4 - 9	1299	1261	736	188	802	474	328	1211
%V	7.1%	7.2%	8.3%	7.2%	6.4%	7.3%	5.4%	7.8%
%H		97.1%	56.7%	14.5%	61.7%	36.5%	25.3%	93.2%
10 - 15	1184	1160	677	189	807	509	298	1124
%V	6.5%	6.6%	7.6%	7.2%	6.5%	7.9%	4.9%	7.2%
%H		98.0%	57.2%	16.0%	68.2%	43.0%	25.2%	94.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18251	17603	8897	2621	12488	6466	6022	15585
%H		96.4%	48.7%	14.4%	68.4%	35.4%	33.0%	85.4%
Total Adults (16+)	14877	14316	7002	2106	10350	5190	5160	12446
%V	81.5%	81.3%	78.7%	80.4%	82.9%	80.3%	85.7%	79.9%
%H		96.2%	47.1%	14.2%	69.6%	34.9%	34.7%	83.7%
16 - 19	871	837	439	158	588	360	228	819
%V	4.8%	4.8%	4.9%	6.0%	4.7%	5.6%	3.8%	5.3%
%H		96.1%	50.4%	18.1%	67.5%	41.3%	26.2%	94.0%
20 - 24	1103	1010	446	198	693	363	330	996
%V	6.0%	5.7%	5.0%	7.6%	5.5%	5.6%	5.5%	6.4%
%H		91.6%	40.4%	18.0%	62.8%	32.9%	29.9%	90.3%
25 - 34	2253	2138	1145	365	1379	773	606	2054
%V	12.3%	12.1%	12.9%	13.9%	11.0%	12.0%	10.1%	13.2%
%H		94.9%	50.8%	16.2%	61.2%	34.3%	26.9%	91.2%
35 - 44	2309	2225	1236	368	1440	825	615	2144
%V	12.7%	12.6%	13.9%	14.0%	11.5%	12.8%	10.2%	13.8%
%H		96.4%	53.5%	15.9%	62.4%	35.7%	26.6%	92.9%
45 - 54	2611	2526	1313	397	1849	1021	828	2384
%V	14.3%	14.3%	14.8%	15.1%	14.8%	15.8%	13.7%	15.3%
%H		96.7%	50.3%	15.2%	70.8%	39.1%	31.7%	91.3%
55 - 64	2198	2140	1060	281	1593	788	806	1898
%V	12.0%	12.2%	11.9%	10.7%	12.8%	12.2%	13.4%	12.2%
%H		97.4%	48.2%	12.8%	72.5%	35.9%	36.7%	86.4%
65+	3531	3440	1364	340	2807	1059	1748	2150
%V	19.3%	19.5%	15.3%	13.0%	22.5%	16.4%	29.0%	13.8%
%H		97.4%	38.6%	9.6%	79.5%	30.0%	49.5%	60.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		14877	14316	7002	2106	10350	5190	5160	12446
	%H		96.2%	47.1%	14.2%	69.6%	34.9%	34.7%	83.7%
AB		4279	4156	2054	619	3047	1558	1489	4019
	%V	28.8%	29.0%	29.3%	29.4%	29.4%	30.0%	28.9%	32.3%
	%H		97.1%	48.0%	14.5%	71.2%	36.4%	34.8%	93.9%
C1		4261	4033	1905	672	2911	1489	1422	3730
	%V	28.6%	28.2%	27.2%	31.9%	28.1%	28.7%	27.6%	30.0%
	%H		94.6%	44.7%	15.8%	68.3%	34.9%	33.4%	87.5%
C2		3357	3272	1719	457	2399	1307	1092	2787
	%V	22.6%	22.9%	24.6%	21.7%	23.2%	25.2%	21.2%	22.4%
	%H		97.5%	51.2%	13.6%	71.5%	38.9%	32.5%	83.0%
D		1982	1900	921	264	1281	579	702	1420
	%V	13.3%	13.3%	13.2%	12.5%	12.4%	11.2%	13.6%	11.4%
	%H		95.9%	46.5%	13.3%	64.6%	29.2%	35.4%	71.6%
E		998	955	403	94	711	257	454	489
	%V	6.7%	6.7%	5.8%	4.5%	6.9%	5.0%	8.8%	3.9%
	%H		95.7%	40.4%	9.4%	71.2%	25.8%	45.5%	49.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14877	14316	7002	2106	10350	5190	5160	12446
%H		96.2%	47.1%	14.2%	69.6%	34.9%	34.7%	83.7%
Working full time	6638	6404	3407	1081	4407	2496	1911	6171
%V	44.6%	44.7%	48.7%	51.3%	42.6%	48.1%	37.0%	49.6%
%H		96.5%	51.3%	16.3%	66.4%	37.6%	28.8%	93.0%
Working part time	1697	1647	838	257	1173	623	550	1530
%V	11.4%	11.5%	12.0%	12.2%	11.3%	12.0%	10.7%	12.3%
%H		97.1%	49.4%	15.1%	69.1%	36.7%	32.4%	90.2%
Not working	6542	6265	2757	767	4770	2071	2699	4745
%V	44.0%	43.8%	39.4%	36.4%	46.1%	39.9%	52.3%	38.1%
%H		95.8%	42.1%	11.7%	72.9%	31.7%	41.3%	72.5%
Housewife/Houseperson	7865	7537	3482	1012	5497	2477	3021	6118
%V	52.9%	52.6%	49.7%	48.1%	53.1%	47.7%	58.5%	49.2%
%H		95.8%	44.3%	12.9%	69.9%	31.5%	38.4%	77.8%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7269	6959	3487	1055	4971	2587	2384	6183
%H		95.7%	48.0%	14.5%	68.4%	35.6%	32.8%	85.1%
16 - 19	452	435	228	87	300	188	111	426
%V	6.2%	6.3%	6.5%	8.2%	6.0%	7.3%	4.7%	6.9%
%H		96.2%	50.4%	19.2%	66.4%	41.6%	24.6%	94.2%
20 - 24	561	506	228	99	341	187	154	512
%V	7.7%	7.3%	6.5%	9.4%	6.9%	7.2%	6.5%	8.3%
%H		90.2%	40.6%	17.6%	60.8%	33.3%	27.5%	91.3%
25 - 34	1132	1072	576	185	691	391	301	1029
%V	15.6%	15.4%	16.5%	17.5%	13.9%	15.1%	12.6%	16.6%
%H		94.7%	50.9%	16.3%	61.0%	34.5%	26.6%	90.9%
35 - 44	1150	1101	604	181	705	396	309	1052
%V	15.8%	15.8%	17.3%	17.2%	14.2%	15.3%	13.0%	17.0%
%H		95.7%	52.5%	15.7%	61.3%	34.4%	26.9%	91.5%
45 - 54	1279	1230	649	199	891	504	386	1161
%V	17.6%	17.7%	18.6%	18.9%	17.9%	19.5%	16.2%	18.8%
%H		96.2%	50.7%	15.6%	69.7%	39.4%	30.2%	90.8%
55 - 64	1071	1040	509	141	777	384	393	927
%V	14.7%	14.9%	14.6%	13.4%	15.6%	14.8%	16.5%	15.0%
%H		97.1%	47.5%	13.2%	72.5%	35.9%	36.7%	86.6%
65+	1624	1576	691	163	1267	538	729	1076
%V	22.3%	22.6%	19.8%	15.5%	25.5%	20.8%	30.6%	17.4%
%H		97.0%	42.5%	10.0%	78.0%	33.1%	44.9%	66.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7269	6959	3487	1055	4971	2587	2384	6183
%H		95.7%	48.0%	14.5%	68.4%	35.6%	32.8%	85.1%
AB	2153	2086	1049	317	1516	793	723	2025
%V	29.6%	30.0%	30.1%	30.0%	30.5%	30.7%	30.3%	32.8%
%H		96.9%	48.7%	14.7%	70.4%	36.8%	33.6%	94.1%
C1	1978	1855	905	327	1312	712	600	1778
%V	27.2%	26.7%	26.0%	31.0%	26.4%	27.5%	25.2%	28.8%
%H		93.8%	45.8%	16.5%	66.3%	36.0%	30.3%	89.9%
C2	1791	1742	913	246	1270	690	579	1481
%V	24.6%	25.0%	26.2%	23.3%	25.5%	26.7%	24.3%	24.0%
%H		97.3%	51.0%	13.7%	70.9%	38.5%	32.3%	82.7%
D	944	897	454	129	592	285	306	697
%V	13.0%	12.9%	13.0%	12.2%	11.9%	11.0%	12.8%	11.3%
%H		95.0%	48.1%	13.7%	62.7%	30.2%	32.4%	73.8%
E	403	381	165	37	282	107	175	202
%V	5.5%	5.5%	4.7%	3.5%	5.7%	4.1%	7.3%	3.3%
%H		94.5%	40.9%	9.2%	70.0%	26.6%	43.4%	50.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7269	6959	3487	1055	4971	2587	2384	6183
%H		95.7%	48.0%	14.5%	68.4%	35.6%	32.8%	85.1%
Working full time	4141	3990	2145	675	2732	1565	1167	3832
%V	57.0%	57.3%	61.5%	64.0%	55.0%	60.5%	49.0%	62.0%
%H		96.4%	51.8%	16.3%	66.0%	37.8%	28.2%	92.5%
Working part time	357	337	160	46	239	110	129	303
%V	4.9%	4.8%	4.6%	4.4%	4.8%	4.3%	5.4%	4.9%
%H		94.4%	44.8%	12.9%	66.9%	30.8%	36.1%	84.9%
Not working	2771	2633	1182	334	2000	913	1088	2049
%V	38.1%	37.8%	33.9%	31.7%	40.2%	35.3%	45.6%	33.1%
%H		95.0%	42.7%	12.1%	72.2%	32.9%	39.3%	73.9%
Housewife/Houseperson	1621	1496	629	185	1076	409	667	1101
%V	22.3%	21.5%	18.0%	17.5%	21.6%	15.8%	28.0%	17.8%
%H		92.3%	38.8%	11.4%	66.4%	25.2%	41.1%	67.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7608	7356	3515	1051	5378	2602	2776	6262
%H		96.7%	46.2%	13.8%	70.7%	34.2%	36.5%	82.3%
16 - 19	420	402	211	71	288	172	116	393
%V	5.5%	5.5%	6.0%	6.8%	5.4%	6.6%	4.2%	6.3%
%H		95.7%	50.2%	16.9%	68.6%	41.0%	27.6%	93.6%
20 - 24	542	504	217	98	352	176	176	484
%V	7.1%	6.9%	6.2%	9.3%	6.5%	6.8%	6.3%	7.7%
%H		93.0%	40.0%	18.1%	64.9%	32.5%	32.5%	89.3%
25 - 34	1121	1066	569	180	687	382	305	1026
%V	14.7%	14.5%	16.2%	17.1%	12.8%	14.7%	11.0%	16.4%
%H		95.1%	50.8%	16.1%	61.3%	34.1%	27.2%	91.5%
35 - 44	1159	1124	631	187	735	430	306	1092
%V	15.2%	15.3%	18.0%	17.8%	13.7%	16.5%	11.0%	17.4%
%H		97.0%	54.4%	16.1%	63.4%	37.1%	26.4%	94.2%
45 - 54	1332	1296	664	198	959	517	441	1222
%V	17.5%	17.6%	18.9%	18.8%	17.8%	19.9%	15.9%	19.5%
%H		97.3%	49.8%	14.9%	72.0%	38.8%	33.1%	91.7%
55 - 64	1127	1100	550	140	817	404	413	971
%V	14.8%	15.0%	15.6%	13.3%	15.2%	15.5%	14.9%	15.5%
%H		97.6%	48.8%	12.4%	72.5%	35.8%	36.6%	86.2%
65+	1907	1864	672	176	1540	521	1019	1074
%V	25.1%	25.3%	19.1%	16.7%	28.6%	20.0%	36.7%	17.2%
%H		97.7%	35.2%	9.2%	80.8%	27.3%	53.4%	56.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7608	7356	3515	1051	5378	2602	2776	6262
%H		96.7%	46.2%	13.8%	70.7%	34.2%	36.5%	82.3%
AB	2126	2071	1005	302	1531	765	766	1994
%V	27.9%	28.2%	28.6%	28.7%	28.5%	29.4%	27.6%	31.8%
%H		97.4%	47.3%	14.2%	72.0%	36.0%	36.0%	93.8%
C1	2283	2178	1000	345	1600	777	822	1952
%V	30.0%	29.6%	28.4%	32.8%	29.8%	29.9%	29.6%	31.2%
%H		95.4%	43.8%	15.1%	70.1%	34.0%	36.0%	85.5%
C2	1566	1531	806	211	1130	616	513	1306
%V	20.6%	20.8%	22.9%	20.1%	21.0%	23.7%	18.5%	20.9%
%H		97.8%	51.5%	13.5%	72.2%	39.3%	32.8%	83.4%
D	1038	1003	468	136	690	294	396	723
%V	13.6%	13.6%	13.3%	12.9%	12.8%	11.3%	14.3%	11.5%
%H		96.6%	45.1%	13.1%	66.5%	28.3%	38.2%	69.7%
E	595	574	237	57	429	150	279	287
%V	7.8%	7.8%	6.7%	5.4%	8.0%	5.8%	10.1%	4.6%
%H		96.5%	39.8%	9.6%	72.1%	25.2%	46.9%	48.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7608	7356	3515	1051	5378	2602	2776	6262
%H		96.7%	46.2%	13.8%	70.7%	34.2%	36.5%	82.3%
Working full time	2497	2414	1262	407	1675	931	744	2340
%V	32.8%	32.8%	35.9%	38.7%	31.1%	35.8%	26.8%	37.4%
%H		96.7%	50.5%	16.3%	67.1%	37.3%	29.8%	93.7%
Working part time	1340	1310	677	211	934	514	421	1227
%V	17.6%	17.8%	19.3%	20.1%	17.4%	19.8%	15.2%	19.6%
%H		97.8%	50.5%	15.7%	69.7%	38.4%	31.4%	91.6%
Not working	3771	3632	1575	433	2769	1158	1611	2696
%V	49.6%	49.4%	44.8%	41.2%	51.5%	44.5%	58.0%	43.1%
%H		96.3%	41.8%	11.5%	73.4%	30.7%	42.7%	71.5%
Housewife/Houseperson	6244	6041	2852	826	4421	2068	2354	5017
%V	82.1%	82.1%	81.1%	78.6%	82.2%	79.5%	84.8%	80.1%
%H		96.7%	45.7%	13.2%	70.8%	33.1%	37.7%	80.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

Contents	Page
Household	
Table 27.1: Social Grade	732
Table 27.2: Housewife Age	733
Table 27.3: Size of Household	734
Table 27.4: Presence of Children	735
Table 27.5: Number of TV sets in household	736
Table 27.6: Screen size	737
Table 27.7: Location of ANY set in household	738
Table 27.8: Platform Provider	739
Table 27.9: Recorders and other equipment	740
Table 27.10: Computers and Internet	741
Sets	
Table 27.11: Screen Size	742
Table 27.12: Location of set	743
Table 27.13: Recorders	744
Table 27.14: Other TV equipment	744
Table 27.15: Main Set Screen Size	745
Table 27.16: Main Set Recorders	746
Table 27.17: Main Set - Other TV equipment	746
Table 27.18: Other Sets (non-Main Set) Screen Size	747
Table 27.19: Other Set (non-Main Set) Recorders	748
Table 27.20: Other Set (non-Main Set) - Other TV equipment	748
Individuals	
Table 27.21: Age of Children	749
Table 27.22: Adults - Age	750
Table 27.23: Social Grade (Adults 16+)	751
Table 27.24: Working Status (Adults 16+)	752
Table 27.25: Males - Age	753
Table 27.26: Social Grade (Males 16+)	754
Table 27.27: Working Status (Males 16+)	755
Table 27.28: Females - Age	756
Table 27.29: Social Grade (Females 16+)	757
Table 27.30: Working Status (Females 16+)	758

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
AB	1450	1410	673	207	1087	556	531	1310
%V	20.9%	20.9%	23.7%	19.9%	20.6%	22.9%	18.7%	25.9%
%H (All HH)		97.2%	46.4%	14.3%	75.0%	38.3%	36.6%	90.3%
%H (TV HH)			47.7%	14.7%	77.1%	39.4%	37.7%	
C1	1816	1758	785	271	1360	661	700	1472
%V	26.1%	26.1%	27.6%	26.0%	25.8%	27.2%	24.6%	29.1%
%H (All HH)		96.8%	43.2%	14.9%	74.9%	36.4%	38.5%	81.1%
%H (TV HH)			44.7%	15.4%	77.4%	37.6%	39.8%	
C2	1474	1445	647	253	1142	594	549	1109
%V	21.2%	21.5%	22.8%	24.3%	21.7%	24.5%	19.3%	21.9%
%H (All HH)		98.0%	43.9%	17.2%	77.5%	40.3%	37.2%	75.2%
%H (TV HH)			44.8%	17.5%	79.0%	41.1%	38.0%	
D	1195	1154	462	202	878	394	485	759
%V	17.2%	17.1%	16.3%	19.4%	16.7%	16.2%	17.0%	15.0%
%H (All HH)		96.6%	38.7%	16.9%	73.5%	33.0%	40.6%	63.5%
%H (TV HH)			40.0%	17.5%	76.1%	34.1%	42.0%	
E	1016	970	275	109	805	224	581	406
%V	14.6%	14.4%	9.7%	10.5%	15.3%	9.2%	20.4%	8.0%
%H (All HH)		95.5%	27.1%	10.7%	79.2%	22.0%	57.2%	40.0%
%H (TV HH)			28.4%	11.2%	83.0%	23.1%	59.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Under 25	334	303	111	35	218	74	144	238
%V	4.8%	4.5%	3.9%	3.4%	4.1%	3.0%	5.1%	4.7%
%H (All HH)		90.7%	33.2%	10.5%	65.3%	22.2%	43.1%	71.3%
%H (TV HH)			36.6%	11.6%	71.9%	24.4%	47.5%	
25 - 34	1058	1007	537	170	693	402	291	901
%V	15.2%	14.9%	18.9%	16.3%	13.1%	16.6%	10.2%	17.8%
%H (All HH)		95.2%	50.8%	16.1%	65.5%	38.0%	27.5%	85.2%
%H (TV HH)			53.3%	16.9%	68.8%	39.9%	28.9%	
35 - 44	1168	1138	579	210	813	464	349	1028
%V	16.8%	16.9%	20.4%	20.2%	15.4%	19.1%	12.3%	20.3%
%H (All HH)		97.4%	49.6%	18.0%	69.6%	39.7%	29.9%	88.0%
%H (TV HH)			50.9%	18.5%	71.4%	40.8%	30.7%	
45 - 54	1362	1328	624	243	1042	571	471	1158
%V	19.6%	19.7%	22.0%	23.3%	19.8%	23.5%	16.6%	22.9%
%H (All HH)		97.5%	45.8%	17.8%	76.5%	41.9%	34.6%	85.0%
%H (TV HH)			47.0%	18.3%	78.5%	43.0%	35.5%	
55 - 64	1153	1123	457	190	905	426	478	895
%V	16.6%	16.7%	16.1%	18.3%	17.2%	17.5%	16.8%	17.7%
%H (All HH)		97.4%	39.6%	16.5%	78.5%	36.9%	41.5%	77.6%
%H (TV HH)			40.7%	16.9%	80.6%	37.9%	42.6%	
65 +	1876	1838	534	194	1602	489	1113	835
%V	27.0%	27.3%	18.8%	18.6%	30.4%	20.1%	39.1%	16.5%
%H (All HH)		98.0%	28.5%	10.3%	85.4%	26.1%	59.3%	44.5%
%H (TV HH)			29.1%	10.6%	87.2%	26.6%	60.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
1	2202	2099	556	236	1747	450	1297	1025
%V	31.7%	31.2%	19.6%	22.7%	33.1%	18.5%	45.6%	20.3%
%H (All HH)		95.3%	25.2%	10.7%	79.3%	20.4%	58.9%	46.5%
%H (TV HH)			26.5%	11.2%	83.2%	21.4%	61.8%	
2	2398	2342	1017	362	1851	893	958	1900
%V	34.5%	34.8%	35.8%	34.8%	35.1%	36.8%	33.7%	37.6%
%H (All HH)		97.7%	42.4%	15.1%	77.2%	37.2%	39.9%	79.2%
%H (TV HH)			43.4%	15.5%	79.0%	38.1%	40.9%	
3	1063	1032	551	203	760	480	280	937
%V	15.3%	15.3%	19.4%	19.5%	14.4%	19.8%	9.8%	18.5%
%H (All HH)		97.1%	51.8%	19.1%	71.5%	45.2%	26.3%	88.1%
%H (TV HH)			53.4%	19.7%	73.6%	46.5%	27.1%	
4	875	863	493	170	637	431	207	814
%V	12.6%	12.8%	17.3%	16.3%	12.1%	17.8%	7.3%	16.1%
%H (All HH)		98.6%	56.3%	19.4%	72.8%	49.3%	23.7%	93.0%
%H (TV HH)			57.1%	19.7%	73.8%	49.9%	24.0%	
5+	412	400	225	70	279	174	104	379
%V	5.9%	5.9%	7.9%	6.7%	5.3%	7.2%	3.7%	7.5%
%H (All HH)		97.1%	54.6%	17.0%	67.7%	42.2%	25.2%	92.0%
%H (TV HH)			56.3%	17.5%	69.8%	43.5%	26.0%	
Average HH size	2.29	2.31	2.62	2.53	2.24	2.62	1.91	2.56

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Without	5175	4992	1872	729	4032	1648	2384	3492
%V	74.5%	74.1%	65.9%	70.0%	76.5%	67.9%	83.8%	69.1%
%H (All HH)		96.5%	36.2%	14.1%	77.9%	31.8%	46.1%	67.5%
%H (TV HH)			37.5%	14.6%	80.8%	33.0%	47.8%	
With	1775	1744	970	312	1241	779	462	1563
%V	25.5%	25.9%	34.1%	30.0%	23.5%	32.1%	16.2%	30.9%
%H (All HH)		98.3%	54.6%	17.6%	69.9%	43.9%	26.0%	88.1%
%H (TV HH)			55.6%	17.9%	71.2%	44.7%	26.5%	
0 - 3	672	659	358	112	448	263	185	558
%V	9.7%	9.8%	12.6%	10.8%	8.5%	10.8%	6.5%	11.0%
%H (All HH)		98.1%	53.3%	16.7%	66.7%	39.1%	27.5%	83.0%
%H (TV HH)			54.3%	17.0%	68.0%	39.9%	28.1%	
4 - 9	872	855	497	145	593	381	212	757
%V	12.5%	12.7%	17.5%	13.9%	11.2%	15.7%	7.5%	15.0%
%H (All HH)		98.1%	57.0%	16.6%	68.0%	43.7%	24.3%	86.8%
%H (TV HH)			58.1%	17.0%	69.4%	44.6%	24.8%	
10 - 15	821	809	452	156	593	387	206	764
%V	11.8%	12.0%	15.9%	15.0%	11.2%	15.9%	7.2%	15.1%
%H (All HH)		98.5%	55.1%	19.0%	72.2%	47.1%	25.1%	93.1%
%H (TV HH)			55.9%	19.3%	73.3%	47.8%	25.5%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - North Macro Region

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
1	2573	2573	818	312	1863	454	1409	1540
%V	37.0%	38.2%	28.8%	30.0%	35.3%	18.7%	49.5%	30.5%
%H (All HH)		100.0%	31.8%	12.1%	72.4%	17.6%	54.8%	59.9%
%H (TV HH)			31.8%	12.1%	72.4%	17.6%	54.8%	
2	2363	2363	1033	390	1900	953	947	1768
%V	34.0%	35.1%	36.3%	37.5%	36.0%	39.3%	33.3%	35.0%
%H (All HH)		100.0%	43.7%	16.5%	80.4%	40.3%	40.1%	74.8%
%H (TV HH)			43.7%	16.5%	80.4%	40.3%	40.1%	
3	1100	1100	574	206	907	577	330	966
%V	15.8%	16.3%	20.2%	19.8%	17.2%	23.8%	11.6%	19.1%
%H (All HH)		100.0%	52.2%	18.7%	82.5%	52.5%	30.0%	87.8%
%H (TV HH)			52.2%	18.7%	82.5%	52.5%	30.0%	
4	479	479	280	89	412	294	118	444
%V	6.9%	7.1%	9.9%	8.5%	7.8%	12.1%	4.1%	8.8%
%H (All HH)		100.0%	58.5%	18.6%	86.0%	61.4%	24.6%	92.7%
%H (TV HH)			58.5%	18.6%	86.0%	61.4%	24.6%	
5+	221	221	138	44	192	150	41	214
%V	3.2%	3.3%	4.9%	4.2%	3.6%	6.2%	1.4%	4.2%
%H (All HH)		100.0%	62.4%	19.9%	86.9%	67.9%	18.6%	96.8%
%H (TV HH)			62.4%	19.9%	86.9%	67.9%	18.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Under 20"	1587	1587	676	242	1382	708	674	1224
%V	22.8%	23.6%	23.8%	23.2%	26.2%	29.2%	23.7%	24.2%
%H (All HH)		100.0%	42.6%	15.2%	87.1%	44.6%	42.5%	77.1%
%H (TV HH)			42.6%	15.2%	87.1%	44.6%	42.5%	
20" - 29"	2493	2493	1028	394	2087	1009	1077	1853
%V	35.9%	37.0%	36.2%	37.8%	39.6%	41.6%	37.9%	36.7%
%H (All HH)		100.0%	41.2%	15.8%	83.7%	40.5%	43.2%	74.3%
%H (TV HH)			41.2%	15.8%	83.7%	40.5%	43.2%	
30" - 39"	3734	3734	1575	603	3013	1447	1565	2779
%V	53.7%	55.4%	55.4%	57.9%	57.1%	59.6%	55.0%	55.0%
%H (All HH)		100.0%	42.2%	16.1%	80.7%	38.8%	41.9%	74.4%
%H (TV HH)			42.2%	16.1%	80.7%	38.8%	41.9%	
40" and over	3035	3035	1653	542	2265	1407	858	2569
%V	43.7%	45.1%	58.2%	52.1%	43.0%	57.9%	30.2%	50.8%
%H (All HH)		100.0%	54.5%	17.9%	74.6%	46.4%	28.3%	84.6%
%H (TV HH)			54.5%	17.9%	74.6%	46.4%	28.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - North Macro Region

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Main living room	6650	6650	2822	1034	5220	2413	2807	4872
%V	95.7%	98.7%	99.3%	99.3%	99.0%	99.4%	98.7%	96.4%
%H (All HH)		100.0%	42.4%	15.5%	78.5%	36.3%	42.2%	73.3%
%H (TV HH)			42.4%	15.5%	78.5%	36.3%	42.2%	
Kitchen	709	709	341	102	646	376	270	585
%V	10.2%	10.5%	12.0%	9.8%	12.3%	15.5%	9.5%	11.6%
%H (All HH)		100.0%	48.1%	14.4%	91.1%	53.0%	38.1%	82.5%
%H (TV HH)			48.1%	14.4%	91.1%	53.0%	38.1%	
Adult's bedroom	3067	3067	1500	555	2530	1496	1034	2514
%V	44.1%	45.5%	52.8%	53.3%	48.0%	61.6%	36.3%	49.7%
%H (All HH)		100.0%	48.9%	18.1%	82.5%	48.8%	33.7%	82.0%
%H (TV HH)			48.9%	18.1%	82.5%	48.8%	33.7%	
Child's bedroom	702	702	411	132	554	390	164	637
%V	10.1%	10.4%	14.5%	12.7%	10.5%	16.1%	5.8%	12.6%
%H (All HH)		100.0%	58.5%	18.8%	78.9%	55.6%	23.4%	90.7%
%H (TV HH)			58.5%	18.8%	78.9%	55.6%	23.4%	
Other bedroom	397	397	200	82	350	232	118	352
%V	5.7%	5.9%	7.0%	7.9%	6.6%	9.6%	4.1%	7.0%
%H (All HH)		100.0%	50.4%	20.7%	88.2%	58.4%	29.7%	88.7%
%H (TV HH)			50.4%	20.7%	88.2%	58.4%	29.7%	
Second living/dining room	659	659	333	115	557	340	217	555
%V	9.5%	9.8%	11.7%	11.0%	10.6%	14.0%	7.6%	11.0%
%H (All HH)		100.0%	50.5%	17.5%	84.5%	51.6%	32.9%	84.2%
%H (TV HH)			50.5%	17.5%	84.5%	51.6%	32.9%	
Study/office	81	81	40	16	63	38	25	76
%V	1.2%	1.2%	1.4%	1.5%	1.2%	1.6%	0.9%	1.5%
%H (All HH)		100.0%	49.4%	19.8%	77.8%	46.9%	30.9%	93.8%
%H (TV HH)			49.4%	19.8%	77.8%	46.9%	30.9%	
TV room	31	31	15	6	22	14	8	29
%V	0.4%	0.5%	0.5%	0.6%	0.4%	0.6%	0.3%	0.6%
%H (All HH)		100.0%	48.4%	19.4%	71.0%	45.2%	25.8%	93.5%
%H (TV HH)			48.4%	19.4%	71.0%	45.2%	25.8%	
Conservatory	219	219	123	42	191	134	57	201
%V	3.2%	3.3%	4.3%	4.0%	3.6%	5.5%	2.0%	4.0%
%H (All HH)		100.0%	56.2%	19.2%	87.2%	61.2%	26.0%	91.8%
%H (TV HH)			56.2%	19.2%	87.2%	61.2%	26.0%	
Attic or loft room	19	19	7	4	16	7	8	18
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	36.8%	21.1%	84.2%	36.8%	42.1%	94.7%
%H (TV HH)			36.8%	21.1%	84.2%	36.8%	42.1%	
No specific location	12	12	4	2	11	5	6	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	91.7%	41.7%	50.0%	75.0%
%H (TV HH)			33.3%	16.7%	91.7%	41.7%	50.0%	
Other	58	58	31	8	50	31	19	54
%V	0.8%	0.9%	1.1%	0.8%	0.9%	1.3%	0.7%	1.1%
%H (All HH)		100.0%	53.4%	13.8%	86.2%	53.4%	32.8%	93.1%
%H (TV HH)			53.4%	13.8%	86.2%	53.4%	32.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - North Macro Region

Household level data

Table 27.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Any DSAT provider	2842	2842	2842	52	1853	1853	0	2425
%V	40.9%	42.2%	100.0%	5.0%	35.1%	76.3%	0.0%	48.0%
%H (All HH)			100.0%	1.8%	65.2%	65.2%	0.0%	85.3%
%H (TV HH)			100.0%	1.8%	65.2%	65.2%	0.0%	
Sky with subcription	2407	2407	2407	30	1579	1579	0	2109
%V	34.6%	35.7%	84.7%	2.9%	29.9%	65.0%	0.0%	41.7%
%H (All HH)			100.0%	1.2%	65.6%	65.6%	0.0%	87.6%
%H (TV HH)			100.0%	1.2%	65.6%	65.6%	0.0%	
Sky without subcription	180	180	180	10	112	112	0	124
%V	2.6%	2.7%	6.3%	1.0%	2.1%	4.6%	0.0%	2.5%
%H (All HH)			100.0%	5.6%	62.2%	62.2%	0.0%	68.9%
%H (TV HH)			100.0%	5.6%	62.2%	62.2%	0.0%	
Freesat	236	236	236	7	156	156	0	182
%V	3.4%	3.5%	8.3%	0.7%	3.0%	6.4%	0.0%	3.6%
%H (All HH)			100.0%	3.0%	66.1%	66.1%	0.0%	77.1%
%H (TV HH)			100.0%	3.0%	66.1%	66.1%	0.0%	
Other satellite provider	56	56	56	6	31	31	0	43
%V	0.8%	0.8%	2.0%	0.6%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	10.7%	55.4%	55.4%	0.0%	76.8%
%H (TV HH)			100.0%	10.7%	55.4%	55.4%	0.0%	
DCAB	1041	1041	52	1041	601	601	0	917
%V	15.0%	15.5%	1.8%	100.0%	11.4%	24.8%	0.0%	18.1%
%H (All HH)			5.0%	100.0%	57.7%	57.7%	0.0%	88.1%
%H (TV HH)			5.0%	100.0%	57.7%	57.7%	0.0%	
DTT	5273	5273	1853	601	5273	2428	2845	3705
%V	75.9%	78.3%	65.2%	57.7%	100.0%	100.0%	100.0%	73.3%
%H (All HH)		100.0%	35.1%	11.4%	100.0%	46.0%	54.0%	70.3%
%H (TV HH)			35.1%	11.4%	100.0%	46.0%	54.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - North Macro Region

Household level data

Table 27.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%H (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
PVR	4121	4121	2444	797	2978	2055	923	3545
%V	59.3%	61.2%	86.0%	76.6%	56.5%	84.6%	32.4%	70.1%
%H (All HH)		100.0%	59.3%	19.3%	72.3%	49.9%	22.4%	86.0%
%H (TV HH)			59.3%	19.3%	72.3%	49.9%	22.4%	
DVDR	255	255	120	40	209	113	96	210
%V	3.7%	3.8%	4.2%	3.8%	4.0%	4.7%	3.4%	4.2%
%H (All HH)		100.0%	47.1%	15.7%	82.0%	44.3%	37.6%	82.4%
%H (TV HH)			47.1%	15.7%	82.0%	44.3%	37.6%	
VCR	247	247	87	28	209	76	133	159
%V	3.6%	3.7%	3.1%	2.7%	4.0%	3.1%	4.7%	3.1%
%H (All HH)		100.0%	35.2%	11.3%	84.6%	30.8%	53.8%	64.4%
%H (TV HH)			35.2%	11.3%	84.6%	30.8%	53.8%	
Any recorder	4319	4319	2479	815	3156	2089	1067	3659
%V	62.1%	64.1%	87.2%	78.3%	59.9%	86.0%	37.5%	72.4%
%H (All HH)		100.0%	57.4%	18.9%	73.1%	48.4%	24.7%	84.7%
%H (TV HH)			57.4%	18.9%	73.1%	48.4%	24.7%	
Receives HDTV (via STB or built-in reception)	3499	3499	1893	756	2602	1711	891	2984
%V	50.3%	51.9%	66.6%	72.6%	49.3%	70.5%	31.3%	59.0%
%H (All HH)		100.0%	54.1%	21.6%	74.4%	48.9%	25.5%	85.3%
%H (TV HH)			54.1%	21.6%	74.4%	48.9%	25.5%	
DVD/Blu-ray player or recorder	5135	5135	2304	845	4040	2024	2015	3969
%V	73.9%	76.2%	81.1%	81.2%	76.6%	83.4%	70.8%	78.5%
%H (All HH)		100.0%	44.9%	16.5%	78.7%	39.4%	39.2%	77.3%
%H (TV HH)			44.9%	16.5%	78.7%	39.4%	39.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6950	6736	2842	1041	5273	2428	2845	5055
%V (All HH)		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%
%H (TV HH)			42.2%	15.5%	78.3%	36.0%	42.2%	
Has broadband internet	5055	4932	2425	917	3705	2113	1592	5055
%V	72.7%	73.2%	85.3%	88.1%	70.3%	87.0%	56.0%	100.0%
%H (All HH)		97.6%	48.0%	18.1%	73.3%	41.8%	31.5%	100.0%
%H (TV HH)			49.2%	18.6%	75.1%	42.8%	32.3%	
Number of computers (PCs and laptops)								
0	1681	1602	375	121	1386	289	1097	83
%V	24.2%	23.8%	13.2%	11.6%	26.3%	11.9%	38.6%	1.6%
%H (All HH)		95.3%	22.3%	7.2%	82.5%	17.2%	65.3%	4.9%
%H (TV HH)			23.4%	7.6%	86.5%	18.0%	68.5%	
1	2402	2332	988	374	1794	828	966	2170
%V	34.6%	34.6%	34.8%	35.9%	34.0%	34.1%	34.0%	42.9%
%H (All HH)		97.1%	41.1%	15.6%	74.7%	34.5%	40.2%	90.3%
%H (TV HH)			42.4%	16.0%	76.9%	35.5%	41.4%	
2	1401	1369	692	259	1024	604	420	1353
%V	20.2%	20.3%	24.3%	24.9%	19.4%	24.9%	14.8%	26.8%
%H (All HH)		97.7%	49.4%	18.5%	73.1%	43.1%	30.0%	96.6%
%H (TV HH)			50.5%	18.9%	74.8%	44.1%	30.7%	
3	733	712	385	136	539	346	193	727
%V	10.5%	10.6%	13.5%	13.1%	10.2%	14.3%	6.8%	14.4%
%H (All HH)		97.1%	52.5%	18.6%	73.5%	47.2%	26.3%	99.2%
%H (TV HH)			54.1%	19.1%	75.7%	48.6%	27.1%	
4	368	362	201	71	261	172	89	364
%V	5.3%	5.4%	7.1%	6.8%	4.9%	7.1%	3.1%	7.2%
%H (All HH)		98.4%	54.6%	19.3%	70.9%	46.7%	24.2%	98.9%
%H (TV HH)			55.5%	19.6%	72.1%	47.5%	24.6%	
5+	365	359	202	79	268	190	79	359
%V	5.3%	5.3%	7.1%	7.6%	5.1%	7.8%	2.8%	7.1%
%H (All HH)		98.4%	55.3%	21.6%	73.4%	52.1%	21.6%	98.4%
%H (TV HH)			56.3%	22.0%	74.7%	52.9%	22.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13707	6476	2298	11068	6085	4983	10905
%H		47.2%	16.8%	80.7%	44.4%	36.4%	79.6%
Under 20"	2038	908	311	1781	952	829	1610
%V	14.9%	14.0%	13.5%	16.1%	15.6%	16.6%	14.8%
%H		44.6%	15.3%	87.4%	46.7%	40.7%	79.0%
20" - 29"	3208	1398	515	2711	1404	1307	2470
%V	23.4%	21.6%	22.4%	24.5%	23.1%	26.2%	22.7%
%H		43.6%	16.1%	84.5%	43.8%	40.7%	77.0%
30" - 39"	4474	1962	746	3638	1857	1780	3421
%V	32.6%	30.3%	32.5%	32.9%	30.5%	35.7%	31.4%
%H		43.9%	16.7%	81.3%	41.5%	39.8%	76.5%
40" and over	3574	2006	650	2663	1717	945	3077
%V	26.1%	31.0%	28.3%	24.1%	28.2%	19.0%	28.2%
%H		56.1%	18.2%	74.5%	48.0%	26.4%	86.1%
Don't know	164	59	33	137	65	72	119
%V	1.2%	0.9%	1.4%	1.2%	1.1%	1.4%	1.1%
%H		36.0%	20.1%	83.5%	39.6%	43.9%	72.6%
Not Asked	249	143	43	138	90	50	208
%V	1.8%	2.2%	1.9%	1.2%	1.5%	1.0%	1.9%
%H		57.4%	17.3%	55.4%	36.1%	20.1%	83.5%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13707	6476	2298	11068	6085	4983	10905
%H		47.2%	16.8%	80.7%	44.4%	36.4%	79.6%
Main living room	6683	2837	1038	5244	2423	2822	4898
%V	48.8%	43.8%	45.2%	47.4%	39.8%	56.6%	44.9%
%H		42.5%	15.5%	78.5%	36.3%	42.2%	73.3%
Kitchen	714	344	102	652	379	273	589
%V	5.2%	5.3%	4.4%	5.9%	6.2%	5.5%	5.4%
%H		48.2%	14.3%	91.3%	53.1%	38.2%	82.5%
Adult's bedroom	3578	1798	657	2969	1818	1151	2994
%V	26.1%	27.8%	28.6%	26.8%	29.9%	23.1%	27.5%
%H		50.3%	18.4%	83.0%	50.8%	32.2%	83.7%
Child's bedroom	936	558	170	738	523	215	857
%V	6.8%	8.6%	7.4%	6.7%	8.6%	4.3%	7.9%
%H		59.6%	18.2%	78.8%	55.9%	23.0%	91.6%
Other bedroom	455	236	91	405	273	132	405
%V	3.3%	3.6%	4.0%	3.7%	4.5%	2.6%	3.7%
%H		51.9%	20.0%	89.0%	60.0%	29.0%	89.0%
Second living/dining room	666	336	117	564	345	219	562
%V	4.9%	5.2%	5.1%	5.1%	5.7%	4.4%	5.2%
%H		50.5%	17.6%	84.7%	51.8%	32.9%	84.4%
Study/office	81	40	16	64	39	25	76
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.5%	0.7%
%H		49.4%	19.8%	79.0%	48.1%	30.9%	93.8%
TV room	31	16	6	22	14	8	30
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%
%H		51.6%	19.4%	71.0%	45.2%	25.8%	96.8%
Conservatory	220	123	42	191	134	57	202
%V	1.6%	1.9%	1.8%	1.7%	2.2%	1.1%	1.9%
%H		55.9%	19.1%	86.8%	60.9%	25.9%	91.8%
Attic or loft room	19	7	4	16	7	8	18
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%
%H		36.8%	21.1%	84.2%	36.8%	42.1%	94.7%
No specific location	12	4	2	12	5	6	9
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	100.0%	41.7%	50.0%	75.0%
Other	62	36	8	54	35	19	58
%V	0.5%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		58.1%	12.9%	87.1%	56.5%	30.6%	93.5%
Not Asked	249	143	43	138	90	50	208
%V	1.8%	2.2%	1.9%	1.2%	1.5%	1.0%	1.9%
%H		57.4%	17.3%	55.4%	36.1%	20.1%	83.5%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13707	6476	2298	11068	6085	4983	10905
%H		47.2%	16.8%	80.7%	44.4%	36.4%	79.6%
PVR	5322	3276	1087	3730	2699	1031	4678
%V	38.8%	50.6%	47.3%	33.7%	44.4%	20.7%	42.9%
%H		61.6%	20.4%	70.1%	50.7%	19.4%	87.9%
DVDR	279	130	46	229	125	105	230
%V	2.0%	2.0%	2.0%	2.1%	2.1%	2.1%	2.1%
%H		46.6%	16.5%	82.1%	44.8%	37.6%	82.4%
VCR	261	93	31	223	83	140	166
%V	1.9%	1.4%	1.3%	2.0%	1.4%	2.8%	1.5%
%H		35.6%	11.9%	85.4%	31.8%	53.6%	63.6%
Any recorder	5596	3348	1116	3977	2773	1204	4847
%V	40.8%	51.7%	48.6%	35.9%	45.6%	24.2%	44.4%
%H		59.8%	19.9%	71.1%	49.6%	21.5%	86.6%

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 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13707	6476	2298	11068	6085	4983	10905
%H		47.2%	16.8%	80.7%	44.4%	36.4%	79.6%
Receives HDTV (via STB or built-in reception)	4881	2652	1116	3640	2460	1180	4255
%V	35.6%	41.0%	48.6%	32.9%	40.4%	23.7%	39.0%
%H		54.3%	22.9%	74.6%	50.4%	24.2%	87.2%
DVD/Blu-ray player or recorder	7419	3555	1295	5978	3350	2628	6020
%V	54.1%	54.9%	56.4%	54.0%	55.1%	52.7%	55.2%
%H		47.9%	17.5%	80.6%	45.2%	35.4%	81.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6720	2841	1041	5271	2428	2843	4920
%H		42.3%	15.5%	78.4%	36.1%	42.3%	73.2%
Under 20"	139	27	11	116	19	98	62
%V	2.1%	1.0%	1.1%	2.2%	0.8%	3.4%	1.3%
%H		19.4%	7.9%	83.5%	13.7%	70.5%	44.6%
20" - 29"	852	193	92	717	158	559	457
%V	12.7%	6.8%	8.8%	13.6%	6.5%	19.7%	9.3%
%H		22.7%	10.8%	84.2%	18.5%	65.6%	53.6%
30" - 39"	2730	998	407	2204	877	1326	1888
%V	40.6%	35.1%	39.1%	41.8%	36.1%	46.6%	38.4%
%H		36.6%	14.9%	80.7%	32.1%	48.6%	69.2%
40" and over	2928	1603	521	2180	1356	824	2471
%V	43.6%	56.4%	50.0%	41.4%	55.8%	29.0%	50.2%
%H		54.7%	17.8%	74.5%	46.3%	28.1%	84.4%
Don't know	67	20	11	54	18	36	39
%V	1.0%	0.7%	1.1%	1.0%	0.7%	1.3%	0.8%
%H		29.9%	16.4%	80.6%	26.9%	53.7%	58.2%
Not Asked	4	0	0	0	0	0	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	75.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6720	2841	1041	5271	2428	2843	4920
%H		42.3%	15.5%	78.4%	36.1%	42.3%	73.2%
PVR	4029	2409	777	2898	2015	883	3470
%V	60.0%	84.8%	74.6%	55.0%	83.0%	31.1%	70.5%
%H		59.8%	19.3%	71.9%	50.0%	21.9%	86.1%
DVDR	212	93	35	172	85	87	173
%V	3.2%	3.3%	3.4%	3.3%	3.5%	3.1%	3.5%
%H		43.9%	16.5%	81.1%	40.1%	41.0%	81.6%
VCR	205	69	22	170	55	115	128
%V	3.1%	2.4%	2.1%	3.2%	2.3%	4.0%	2.6%
%H		33.7%	10.7%	82.9%	26.8%	56.1%	62.4%
Any recorder	4219	2444	795	3066	2045	1021	3580
%V	62.8%	86.0%	76.4%	58.2%	84.2%	35.9%	72.8%
%H		57.9%	18.8%	72.7%	48.5%	24.2%	84.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6720	2841	1041	5271	2428	2843	4920
%H		42.3%	15.5%	78.4%	36.1%	42.3%	73.2%
Receives HDTV (via STB or built-in reception)	3385	1840	742	2501	1659	842	2889
%V	50.4%	64.8%	71.3%	47.4%	68.3%	29.6%	58.7%
%H		54.4%	21.9%	73.9%	49.0%	24.9%	85.3%
DVD/Blu-ray player or recorder	4752	2115	782	3712	1832	1880	3664
%V	70.7%	74.4%	75.1%	70.4%	75.5%	66.1%	74.5%
%H		44.5%	16.5%	78.1%	38.6%	39.6%	77.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6987	3635	1257	5797	3657	2140	5984
%H		52.0%	18.0%	83.0%	52.3%	30.6%	85.6%
Under 20"	1899	881	300	1665	933	731	1548
%V	27.2%	24.2%	23.9%	28.7%	25.5%	34.2%	25.9%
%H		46.4%	15.8%	87.7%	49.1%	38.5%	81.5%
20" - 29"	2356	1205	423	1995	1247	748	2013
%V	33.7%	33.1%	33.7%	34.4%	34.1%	35.0%	33.6%
%H		51.1%	18.0%	84.7%	52.9%	31.7%	85.4%
30" - 39"	1744	964	339	1434	980	454	1534
%V	25.0%	26.5%	27.0%	24.7%	26.8%	21.2%	25.6%
%H		55.3%	19.4%	82.2%	56.2%	26.0%	88.0%
40" and over	646	403	130	483	361	122	606
%V	9.2%	11.1%	10.3%	8.3%	9.9%	5.7%	10.1%
%H		62.4%	20.1%	74.8%	55.9%	18.9%	93.8%
Don't know	97	39	21	83	47	36	80
%V	1.4%	1.1%	1.7%	1.4%	1.3%	1.7%	1.3%
%H		40.2%	21.6%	85.6%	48.5%	37.1%	82.5%
Not Asked	245	143	44	137	89	49	203
%V	3.5%	3.9%	3.5%	2.4%	2.4%	2.3%	3.4%
%H		58.4%	18.0%	55.9%	36.3%	20.0%	82.9%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6987	3635	1257	5797	3657	2140	5984
%H		52.0%	18.0%	83.0%	52.3%	30.6%	85.6%
PVR	1294	867	310	832	684	148	1208
%V	18.5%	23.9%	24.7%	14.4%	18.7%	6.9%	20.2%
%H		67.0%	24.0%	64.3%	52.9%	11.4%	93.4%
DVDR	67	38	12	57	39	18	57
%V	1.0%	1.0%	1.0%	1.0%	1.1%	0.8%	1.0%
%H		56.7%	17.9%	85.1%	58.2%	26.9%	85.1%
VCR	56	24	9	53	28	25	38
%V	0.8%	0.7%	0.7%	0.9%	0.8%	1.2%	0.6%
%H		42.9%	16.1%	94.6%	50.0%	44.6%	67.9%
Any recorder	1376	905	321	911	728	183	1266
%V	19.7%	24.9%	25.5%	15.7%	19.9%	8.6%	21.2%
%H		65.8%	23.3%	66.2%	52.9%	13.3%	92.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6987	3635	1257	5797	3657	2140	5984
%H		52.0%	18.0%	83.0%	52.3%	30.6%	85.6%
Receives HDTV (via STB or built-in reception)	1496	812	373	1139	801	338	1365
%V	21.4%	22.3%	29.7%	19.6%	21.9%	15.8%	22.8%
%H		54.3%	24.9%	76.1%	53.5%	22.6%	91.2%
DVD/Blu-ray player or recorder	2667	1440	513	2266	1518	748	2356
%V	38.2%	39.6%	40.8%	39.1%	41.5%	35.0%	39.4%
%H		54.0%	19.2%	85.0%	56.9%	28.0%	88.3%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15939	15518	7448	2632	11794	6350	5444	12953
%H		97.4%	46.7%	16.5%	74.0%	39.8%	34.2%	81.3%
Total Children	3018	2965	1665	537	2071	1309	763	2654
%V	18.9%	19.1%	22.4%	20.4%	17.6%	20.6%	14.0%	20.5%
%H		98.2%	55.2%	17.8%	68.6%	43.4%	25.3%	87.9%
0 - 3	791	775	420	137	517	305	211	654
%V	5.0%	5.0%	5.6%	5.2%	4.4%	4.8%	3.9%	5.0%
%H		98.0%	53.1%	17.3%	65.4%	38.6%	26.7%	82.7%
4 - 15	2227	2190	1245	399	1555	1003	551	2001
%V	14.0%	14.1%	16.7%	15.2%	13.2%	15.8%	10.1%	15.4%
%H		98.3%	55.9%	17.9%	69.8%	45.0%	24.7%	89.9%
4 - 9	1149	1127	660	195	785	511	274	1000
%V	7.2%	7.3%	8.9%	7.4%	6.7%	8.0%	5.0%	7.7%
%H		98.1%	57.4%	17.0%	68.3%	44.5%	23.8%	87.0%
10 - 15	1078	1063	585	205	770	492	277	1001
%V	6.8%	6.9%	7.9%	7.8%	6.5%	7.7%	5.1%	7.7%
%H		98.6%	54.3%	19.0%	71.4%	45.6%	25.7%	92.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15939	15518	7448	2632	11794	6350	5444	12953
%H		97.4%	46.7%	16.5%	74.0%	39.8%	34.2%	81.3%
Total Adults (16+)	12921	12553	5782	2096	9723	5042	4681	10299
%V	81.1%	80.9%	77.6%	79.6%	82.4%	79.4%	86.0%	79.5%
%H		97.2%	44.7%	16.2%	75.2%	39.0%	36.2%	79.7%
16 - 19	776	759	387	148	583	362	221	699
%V	4.9%	4.9%	5.2%	5.6%	4.9%	5.7%	4.1%	5.4%
%H		97.8%	49.9%	19.1%	75.1%	46.6%	28.5%	90.1%
20 - 24	1084	1017	469	164	759	398	361	935
%V	6.8%	6.6%	6.3%	6.2%	6.4%	6.3%	6.6%	7.2%
%H		93.8%	43.3%	15.1%	70.0%	36.7%	33.3%	86.3%
25 - 34	2079	1981	1076	355	1383	842	541	1827
%V	13.0%	12.8%	14.4%	13.5%	11.7%	13.3%	9.9%	14.1%
%H		95.3%	51.8%	17.1%	66.5%	40.5%	26.0%	87.9%
35 - 44	2019	1969	1039	372	1399	838	561	1807
%V	12.7%	12.7%	14.0%	14.1%	11.9%	13.2%	10.3%	14.0%
%H		97.5%	51.5%	18.4%	69.3%	41.5%	27.8%	89.5%
45 - 54	2298	2253	1122	422	1749	1020	729	2018
%V	14.4%	14.5%	15.1%	16.0%	14.8%	16.1%	13.4%	15.6%
%H		98.0%	48.8%	18.4%	76.1%	44.4%	31.7%	87.8%
55 - 64	1894	1855	807	321	1494	759	735	1556
%V	11.9%	12.0%	10.8%	12.2%	12.7%	12.0%	13.5%	12.0%
%H		97.9%	42.6%	16.9%	78.9%	40.1%	38.8%	82.2%
65+	2771	2718	881	313	2355	822	1532	1457
%V	17.4%	17.5%	11.8%	11.9%	20.0%	12.9%	28.1%	11.2%
%H		98.1%	31.8%	11.3%	85.0%	29.7%	55.3%	52.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		12921	12553	5782	2096	9723	5042	4681	10299
	%H		97.2%	44.7%	16.2%	75.2%	39.0%	36.2%	79.7%
AB		2879	2801	1450	417	2142	1200	942	2685
	%V	22.3%	22.3%	25.1%	19.9%	22.0%	23.8%	20.1%	26.1%
	%H		97.3%	50.4%	14.5%	74.4%	41.7%	32.7%	93.3%
C1		3516	3402	1631	551	2615	1395	1220	3028
	%V	27.2%	27.1%	28.2%	26.3%	26.9%	27.7%	26.1%	29.4%
	%H		96.8%	46.4%	15.7%	74.4%	39.7%	34.7%	86.1%
C2		2920	2872	1353	546	2261	1276	985	2359
	%V	22.6%	22.9%	23.4%	26.0%	23.3%	25.3%	21.0%	22.9%
	%H		98.4%	46.3%	18.7%	77.4%	43.7%	33.7%	80.8%
D		2164	2094	908	402	1574	801	773	1548
	%V	16.7%	16.7%	15.7%	19.2%	16.2%	15.9%	16.5%	15.0%
	%H		96.8%	42.0%	18.6%	72.7%	37.0%	35.7%	71.5%
E		1442	1384	440	181	1130	370	761	678
	%V	11.2%	11.0%	7.6%	8.6%	11.6%	7.3%	16.3%	6.6%
	%H		96.0%	30.5%	12.6%	78.4%	25.7%	52.8%	47.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12921	12553	5782	2096	9723	5042	4681	10299
%H		97.2%	44.7%	16.2%	75.2%	39.0%	36.2%	79.7%
Working full time	5693	5552	2915	1038	4139	2518	1621	5210
%V	44.1%	44.2%	50.4%	49.5%	42.6%	49.9%	34.6%	50.6%
%H		97.5%	51.2%	18.2%	72.7%	44.2%	28.5%	91.5%
Working part time	1311	1287	636	237	956	546	410	1163
%V	10.1%	10.3%	11.0%	11.3%	9.8%	10.8%	8.8%	11.3%
%H		98.2%	48.5%	18.1%	72.9%	41.6%	31.3%	88.7%
Not working	5917	5714	2232	820	4627	1978	2650	3925
%V	45.8%	45.5%	38.6%	39.1%	47.6%	39.2%	56.6%	38.1%
%H		96.6%	37.7%	13.9%	78.2%	33.4%	44.8%	66.3%
Housewife/Houseperson	6950	6736	2842	1041	5273	2428	2845	5055
%V	53.8%	53.7%	49.2%	49.7%	54.2%	48.2%	60.8%	49.1%
%H		96.9%	40.9%	15.0%	75.9%	34.9%	40.9%	72.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6310	6088	2889	1027	4677	2510	2167	5111
%H		96.5%	45.8%	16.3%	74.1%	39.8%	34.3%	81.0%
16 - 19	395	389	193	72	299	179	120	361
%V	6.3%	6.4%	6.7%	7.0%	6.4%	7.1%	5.5%	7.1%
%H		98.5%	48.9%	18.2%	75.7%	45.3%	30.4%	91.4%
20 - 24	541	500	237	84	376	211	165	480
%V	8.6%	8.2%	8.2%	8.2%	8.0%	8.4%	7.6%	9.4%
%H		92.4%	43.8%	15.5%	69.5%	39.0%	30.5%	88.7%
25 - 34	1035	975	528	173	691	421	270	912
%V	16.4%	16.0%	18.3%	16.8%	14.8%	16.8%	12.5%	17.8%
%H		94.2%	51.0%	16.7%	66.8%	40.7%	26.1%	88.1%
35 - 44	1001	972	504	189	677	398	280	887
%V	15.9%	16.0%	17.4%	18.4%	14.5%	15.9%	12.9%	17.4%
%H		97.1%	50.3%	18.9%	67.6%	39.8%	28.0%	88.6%
45 - 54	1133	1102	556	205	848	497	351	971
%V	18.0%	18.1%	19.2%	20.0%	18.1%	19.8%	16.2%	19.0%
%H		97.3%	49.1%	18.1%	74.8%	43.9%	31.0%	85.7%
55 - 64	935	912	413	153	729	380	349	764
%V	14.8%	15.0%	14.3%	14.9%	15.6%	15.1%	16.1%	14.9%
%H		97.5%	44.2%	16.4%	78.0%	40.6%	37.3%	81.7%
65+	1269	1237	459	151	1056	424	632	736
%V	20.1%	20.3%	15.9%	14.7%	22.6%	16.9%	29.2%	14.4%
%H		97.5%	36.2%	11.9%	83.2%	33.4%	49.8%	58.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6310	6088	2889	1027	4677	2510	2167	5111
%H		96.5%	45.8%	16.3%	74.1%	39.8%	34.3%	81.0%
AB	1445	1404	742	212	1070	617	453	1362
%V	22.9%	23.1%	25.7%	20.6%	22.9%	24.6%	20.9%	26.6%
%H		97.2%	51.3%	14.7%	74.0%	42.7%	31.3%	94.3%
C1	1646	1583	791	261	1199	676	523	1458
%V	26.1%	26.0%	27.4%	25.4%	25.6%	26.9%	24.1%	28.5%
%H		96.2%	48.1%	15.9%	72.8%	41.1%	31.8%	88.6%
C2	1565	1530	716	288	1204	672	532	1243
%V	24.8%	25.1%	24.8%	28.0%	25.7%	26.8%	24.6%	24.3%
%H		97.8%	45.8%	18.4%	76.9%	42.9%	34.0%	79.4%
D	1021	979	443	191	725	385	341	748
%V	16.2%	16.1%	15.3%	18.6%	15.5%	15.3%	15.7%	14.6%
%H		95.9%	43.4%	18.7%	71.0%	37.7%	33.4%	73.3%
E	632	592	197	75	479	160	319	300
%V	10.0%	9.7%	6.8%	7.3%	10.2%	6.4%	14.7%	5.9%
%H		93.7%	31.2%	11.9%	75.8%	25.3%	50.5%	47.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6310	6088	2889	1027	4677	2510	2167	5111
%H		96.5%	45.8%	16.3%	74.1%	39.8%	34.3%	81.0%
Working full time	3459	3356	1795	626	2491	1544	947	3159
%V	54.8%	55.1%	62.1%	61.0%	53.3%	61.5%	43.7%	61.8%
%H		97.0%	51.9%	18.1%	72.0%	44.6%	27.4%	91.3%
Working part time	280	275	120	51	192	92	100	238
%V	4.4%	4.5%	4.2%	5.0%	4.1%	3.7%	4.6%	4.7%
%H		98.2%	42.9%	18.2%	68.6%	32.9%	35.7%	85.0%
Not working	2571	2458	973	350	1994	874	1120	1713
%V	40.7%	40.4%	33.7%	34.1%	42.6%	34.8%	51.7%	33.5%
%H		95.6%	37.8%	13.6%	77.6%	34.0%	43.6%	66.6%
Housewife/Houseperson	1526	1424	532	200	1108	430	679	917
%V	24.2%	23.4%	18.4%	19.5%	23.7%	17.1%	31.3%	17.9%
%H		93.3%	34.9%	13.1%	72.6%	28.2%	44.5%	60.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6611	6465	2893	1069	5046	2532	2514	5188
%H		97.8%	43.8%	16.2%	76.3%	38.3%	38.0%	78.5%
16 - 19	381	370	195	76	284	183	101	337
%V	5.8%	5.7%	6.7%	7.1%	5.6%	7.2%	4.0%	6.5%
%H		97.1%	51.2%	19.9%	74.5%	48.0%	26.5%	88.5%
20 - 24	542	517	233	80	383	186	197	455
%V	8.2%	8.0%	8.1%	7.5%	7.6%	7.3%	7.8%	8.8%
%H		95.4%	43.0%	14.8%	70.7%	34.3%	36.3%	83.9%
25 - 34	1044	1006	548	182	692	422	270	915
%V	15.8%	15.6%	18.9%	17.0%	13.7%	16.7%	10.7%	17.6%
%H		96.4%	52.5%	17.4%	66.3%	40.4%	25.9%	87.6%
35 - 44	1018	996	536	183	722	440	281	921
%V	15.4%	15.4%	18.5%	17.1%	14.3%	17.4%	11.2%	17.8%
%H		97.8%	52.7%	18.0%	70.9%	43.2%	27.6%	90.5%
45 - 54	1166	1151	567	217	901	523	378	1048
%V	17.6%	17.8%	19.6%	20.3%	17.9%	20.7%	15.0%	20.2%
%H		98.7%	48.6%	18.6%	77.3%	44.9%	32.4%	89.9%
55 - 64	959	944	394	168	765	379	386	792
%V	14.5%	14.6%	13.6%	15.7%	15.2%	15.0%	15.4%	15.3%
%H		98.4%	41.1%	17.5%	79.8%	39.5%	40.3%	82.6%
65+	1502	1481	421	163	1299	399	900	720
%V	22.7%	22.9%	14.6%	15.2%	25.7%	15.8%	35.8%	13.9%
%H		98.6%	28.0%	10.9%	86.5%	26.6%	59.9%	47.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6611	6465	2893	1069	5046	2532	2514	5188
%H		97.8%	43.8%	16.2%	76.3%	38.3%	38.0%	78.5%
AB	1434	1398	708	205	1072	583	489	1323
%V	21.7%	21.6%	24.5%	19.2%	21.2%	23.0%	19.5%	25.5%
%H		97.5%	49.4%	14.3%	74.8%	40.7%	34.1%	92.3%
C1	1869	1819	840	289	1416	719	697	1570
%V	28.3%	28.1%	29.0%	27.0%	28.1%	28.4%	27.7%	30.3%
%H		97.3%	44.9%	15.5%	75.8%	38.5%	37.3%	84.0%
C2	1354	1342	637	258	1057	604	453	1116
%V	20.5%	20.8%	22.0%	24.1%	20.9%	23.9%	18.0%	21.5%
%H		99.1%	47.0%	19.1%	78.1%	44.6%	33.5%	82.4%
D	1143	1114	465	211	849	416	433	800
%V	17.3%	17.2%	16.1%	19.7%	16.8%	16.4%	17.2%	15.4%
%H		97.5%	40.7%	18.5%	74.3%	36.4%	37.9%	70.0%
E	811	792	243	105	651	209	442	379
%V	12.3%	12.3%	8.4%	9.8%	12.9%	8.3%	17.6%	7.3%
%H		97.7%	30.0%	12.9%	80.3%	25.8%	54.5%	46.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6611	6465	2893	1069	5046	2532	2514	5188
%H		97.8%	43.8%	16.2%	76.3%	38.3%	38.0%	78.5%
Working full time	2234	2196	1119	412	1648	974	674	2051
%V	33.8%	34.0%	38.7%	38.5%	32.7%	38.5%	26.8%	39.5%
%H		98.3%	50.1%	18.4%	73.8%	43.6%	30.2%	91.8%
Working part time	1031	1012	515	187	764	454	310	925
%V	15.6%	15.7%	17.8%	17.5%	15.1%	17.9%	12.3%	17.8%
%H		98.2%	50.0%	18.1%	74.1%	44.0%	30.1%	89.7%
Not working	3346	3257	1259	470	2634	1104	1530	2212
%V	50.6%	50.4%	43.5%	44.0%	52.2%	43.6%	60.9%	42.6%
%H		97.3%	37.6%	14.0%	78.7%	33.0%	45.7%	66.1%
Housewife/Houseperson	5424	5312	2311	841	4165	1998	2167	4138
%V	82.0%	82.2%	79.9%	78.7%	82.5%	78.9%	86.2%	79.8%
%H		97.9%	42.6%	15.5%	76.8%	36.8%	40.0%	76.3%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

Contents	Page
Household	
Table 28.1: Social Grade	760
Table 28.2: Housewife Age	761
Table 28.3: Size of Household	762
Table 28.4: Presence of Children	763
Table 28.5: Number of TV sets in household	764
Table 28.6: Screen size	765
Table 28.7: Location of ANY set in household	766
Table 28.8: Platform Provider	767
Table 28.9: Recorders and other equipment	768
Table 28.10: Computers and Internet	769
Sets	
Table 28.11: Screen Size	770
Table 28.12: Location of set	771
Table 28.13: Recorders	772
Table 28.14: Other TV equipment	772
Table 28.15: Main Set Screen Size	773
Table 28.16: Main Set Recorders	774
Table 28.17: Main Set - Other TV equipment	774
Table 28.18: Other Sets (non-Main Set) Screen Size	775
Table 28.19: Other Set (non-Main Set) Recorders	776
Table 28.20: Other Set (non-Main Set) - Other TV equipment	776
Individuals	
Table 28.21: Age of Children	777
Table 28.22: Adults - Age	778
Table 28.23: Social Grade (Adults 16+)	779
Table 28.24: Working Status (Adults 16+)	780
Table 28.25: Males - Age	781
Table 28.26: Social Grade (Males 16+)	782
Table 28.27: Working Status (Males 16+)	783
Table 28.28: Females - Age	784
Table 28.29: Social Grade (Females 16+)	785
Table 28.30: Working Status (Females 16+)	786

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
AB	603	584	272	89	423	202	221	557
%V	23.1%	23.4%	25.3%	22.7%	23.3%	24.7%	22.1%	29.1%
%H (All HH)		96.8%	45.1%	14.8%	70.1%	33.5%	36.7%	92.4%
%H (TV HH)			46.6%	15.2%	72.4%	34.6%	37.8%	
C1	704	662	296	110	466	226	240	582
%V	27.0%	26.5%	27.5%	28.1%	25.6%	27.7%	24.0%	30.4%
%H (All HH)		94.0%	42.0%	15.6%	66.2%	32.1%	34.1%	82.7%
%H (TV HH)			44.7%	16.6%	70.4%	34.1%	36.3%	
C2	492	481	239	76	348	185	164	384
%V	18.8%	19.3%	22.2%	19.4%	19.1%	22.6%	16.4%	20.0%
%H (All HH)		97.8%	48.6%	15.4%	70.7%	37.6%	33.3%	78.0%
%H (TV HH)			49.7%	15.8%	72.3%	38.5%	34.1%	
D	438	417	169	75	306	138	168	267
%V	16.8%	16.7%	15.7%	19.1%	16.8%	16.9%	16.8%	13.9%
%H (All HH)		95.2%	38.6%	17.1%	69.9%	31.5%	38.4%	61.0%
%H (TV HH)			40.5%	18.0%	73.4%	33.1%	40.3%	
E	374	353	101	41	276	67	209	127
%V	14.3%	14.1%	9.4%	10.5%	15.2%	8.2%	20.9%	6.6%
%H (All HH)		94.4%	27.0%	11.0%	73.8%	17.9%	55.9%	34.0%
%H (TV HH)			28.6%	11.6%	78.2%	19.0%	59.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Under 25	144	123	52	17	78	34	44	110
%V	5.5%	4.9%	4.8%	4.3%	4.3%	4.2%	4.4%	5.7%
%H (All HH)		85.4%	36.1%	11.8%	54.2%	23.6%	30.6%	76.4%
%H (TV HH)			42.3%	13.8%	63.4%	27.6%	35.8%	
25 - 34	387	356	189	62	217	124	94	339
%V	14.8%	14.3%	17.5%	15.8%	11.9%	15.2%	9.4%	17.7%
%H (All HH)		92.0%	48.8%	16.0%	56.1%	32.0%	24.3%	87.6%
%H (TV HH)			53.1%	17.4%	61.0%	34.8%	26.4%	
35 - 44	415	397	203	67	265	141	124	362
%V	15.9%	15.9%	18.8%	17.1%	14.6%	17.3%	12.4%	18.9%
%H (All HH)		95.7%	48.9%	16.1%	63.9%	34.0%	29.9%	87.2%
%H (TV HH)			51.1%	16.9%	66.8%	35.5%	31.2%	
45 - 54	517	500	250	87	362	200	162	449
%V	19.8%	20.0%	23.2%	22.2%	19.9%	24.5%	16.2%	23.4%
%H (All HH)		96.7%	48.4%	16.8%	70.0%	38.7%	31.3%	86.8%
%H (TV HH)			50.0%	17.4%	72.4%	40.0%	32.4%	
55 - 64	450	436	185	76	328	153	175	349
%V	17.2%	17.5%	17.2%	19.4%	18.0%	18.7%	17.5%	18.2%
%H (All HH)		96.9%	41.1%	16.9%	72.9%	34.0%	38.9%	77.6%
%H (TV HH)			42.4%	17.4%	75.2%	35.1%	40.1%	
65 +	700	686	200	83	568	166	403	309
%V	26.8%	27.5%	18.6%	21.2%	31.2%	20.3%	40.2%	16.1%
%H (All HH)		98.0%	28.6%	11.9%	81.1%	23.7%	57.6%	44.1%
%H (TV HH)			29.2%	12.1%	82.8%	24.2%	58.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
1	931	876	233	124	671	168	503	443
%V	35.7%	35.1%	21.6%	31.6%	36.9%	20.6%	50.2%	23.1%
%H (All HH)		94.1%	25.0%	13.3%	72.1%	18.0%	54.0%	47.6%
%H (TV HH)			26.6%	14.2%	76.6%	19.2%	57.4%	
2	901	869	402	130	645	319	326	743
%V	34.5%	34.8%	37.3%	33.2%	35.5%	39.0%	32.5%	38.8%
%H (All HH)		96.4%	44.6%	14.4%	71.6%	35.4%	36.2%	82.5%
%H (TV HH)			46.3%	15.0%	74.2%	36.7%	37.5%	
3	385	373	209	76	251	165	86	355
%V	14.7%	14.9%	19.4%	19.4%	13.8%	20.2%	8.6%	18.5%
%H (All HH)		96.9%	54.3%	19.7%	65.2%	42.9%	22.3%	92.2%
%H (TV HH)			56.0%	20.4%	67.3%	44.2%	23.1%	
4	285	273	166	43	183	120	63	271
%V	10.9%	10.9%	15.4%	11.0%	10.1%	14.7%	6.3%	14.1%
%H (All HH)		95.8%	58.2%	15.1%	64.2%	42.1%	22.1%	95.1%
%H (TV HH)			60.8%	15.8%	67.0%	44.0%	23.1%	
5+	109	108	66	17	69	45	24	105
%V	4.2%	4.3%	6.1%	4.3%	3.8%	5.5%	2.4%	5.5%
%H (All HH)		99.1%	60.6%	15.6%	63.3%	41.3%	22.0%	96.3%
%H (TV HH)			61.1%	15.7%	63.9%	41.7%	22.2%	
Average HH size	2.16	2.17	2.49	2.24	2.11	2.47	1.82	2.43

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Without	2022	1921	734	295	1448	583	865	1373
%V	77.4%	76.9%	68.2%	75.3%	79.6%	71.4%	86.3%	71.6%
%H (All HH)		95.0%	36.3%	14.6%	71.6%	28.8%	42.8%	67.9%
%H (TV HH)			38.2%	15.4%	75.4%	30.3%	45.0%	
With	590	576	342	96	371	234	137	544
%V	22.6%	23.1%	31.8%	24.5%	20.4%	28.6%	13.7%	28.4%
%H (All HH)		97.6%	58.0%	16.3%	62.9%	39.7%	23.2%	92.2%
%H (TV HH)			59.4%	16.7%	64.4%	40.6%	23.8%	
0 - 3	216	210	129	39	128	86	42	193
%V	8.3%	8.4%	12.0%	9.9%	7.0%	10.5%	4.2%	10.1%
%H (All HH)		97.2%	59.7%	18.1%	59.3%	39.8%	19.4%	89.4%
%H (TV HH)			61.4%	18.6%	61.0%	41.0%	20.0%	
4 - 9	281	275	165	42	175	106	68	261
%V	10.8%	11.0%	15.3%	10.7%	9.6%	13.0%	6.8%	13.6%
%H (All HH)		97.9%	58.7%	14.9%	62.3%	37.7%	24.2%	92.9%
%H (TV HH)			60.0%	15.3%	63.6%	38.5%	24.7%	
10 - 15	271	266	156	44	176	111	65	258
%V	10.4%	10.6%	14.5%	11.2%	9.7%	13.6%	6.5%	13.5%
%H (All HH)		98.2%	57.6%	16.2%	64.9%	41.0%	24.0%	95.2%
%H (TV HH)			58.6%	16.5%	66.2%	41.7%	24.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
1	977	977	311	135	650	149	501	589
%V	37.4%	39.1%	28.9%	34.4%	35.7%	18.2%	50.0%	30.7%
%H (All HH)		100.0%	31.8%	13.8%	66.5%	15.3%	51.3%	60.3%
%H (TV HH)			31.8%	13.8%	66.5%	15.3%	51.3%	
2	883	883	389	148	670	324	346	668
%V	33.8%	35.3%	36.1%	37.8%	36.8%	39.7%	34.5%	34.8%
%H (All HH)		100.0%	44.1%	16.8%	75.9%	36.7%	39.2%	75.7%
%H (TV HH)			44.1%	16.8%	75.9%	36.7%	39.2%	
3	413	413	229	71	317	202	115	370
%V	15.8%	16.5%	21.3%	18.1%	17.4%	24.7%	11.5%	19.3%
%H (All HH)		100.0%	55.4%	17.2%	76.8%	48.9%	27.8%	89.6%
%H (TV HH)			55.4%	17.2%	76.8%	48.9%	27.8%	
4	149	149	94	27	120	92	29	143
%V	5.7%	6.0%	8.7%	6.9%	6.6%	11.3%	2.9%	7.5%
%H (All HH)		100.0%	63.1%	18.1%	80.5%	61.7%	19.5%	96.0%
%H (TV HH)			63.1%	18.1%	80.5%	61.7%	19.5%	
5+	75	75	54	10	62	50	12	74
%V	2.9%	3.0%	5.0%	2.6%	3.4%	6.1%	1.2%	3.9%
%H (All HH)		100.0%	72.0%	13.3%	82.7%	66.7%	16.0%	98.7%
%H (TV HH)			72.0%	13.3%	82.7%	66.7%	16.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Under 20"	611	611	280	90	496	258	238	472
%V	23.4%	24.5%	26.0%	23.0%	27.3%	31.6%	23.8%	24.6%
%H (All HH)		100.0%	45.8%	14.7%	81.2%	42.2%	39.0%	77.3%
%H (TV HH)			45.8%	14.7%	81.2%	42.2%	39.0%	
20" - 29"	955	955	382	143	768	346	422	696
%V	36.6%	38.2%	35.5%	36.5%	42.2%	42.4%	42.1%	36.3%
%H (All HH)		100.0%	40.0%	15.0%	80.4%	36.2%	44.2%	72.9%
%H (TV HH)			40.0%	15.0%	80.4%	36.2%	44.2%	
30" - 39"	1325	1325	598	226	983	484	499	1005
%V	50.7%	53.0%	55.5%	57.7%	54.0%	59.2%	49.8%	52.4%
%H (All HH)		100.0%	45.1%	17.1%	74.2%	36.5%	37.7%	75.8%
%H (TV HH)			45.1%	17.1%	74.2%	36.5%	37.7%	
40" and over	1110	1110	631	186	762	471	291	953
%V	42.5%	44.4%	58.6%	47.4%	41.9%	57.6%	29.0%	49.7%
%H (All HH)		100.0%	56.8%	16.8%	68.6%	42.4%	26.2%	85.9%
%H (TV HH)			56.8%	16.8%	68.6%	42.4%	26.2%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Main living room	2443	2443	1062	388	1787	809	979	1802
%V	93.6%	97.8%	98.6%	99.0%	98.2%	99.0%	97.7%	94.0%
%H (All HH)		100.0%	43.5%	15.9%	73.1%	33.1%	40.1%	73.8%
%H (TV HH)			43.5%	15.9%	73.1%	33.1%	40.1%	
Kitchen	297	297	150	35	256	142	114	250
%V	11.4%	11.9%	13.9%	8.9%	14.1%	17.4%	11.4%	13.0%
%H (All HH)		100.0%	50.5%	11.8%	86.2%	47.8%	38.4%	84.2%
%H (TV HH)			50.5%	11.8%	86.2%	47.8%	38.4%	
Adult's bedroom	1091	1091	556	197	854	516	338	901
%V	41.8%	43.7%	51.6%	50.3%	46.9%	63.2%	33.7%	47.0%
%H (All HH)		100.0%	51.0%	18.1%	78.3%	47.3%	31.0%	82.6%
%H (TV HH)			51.0%	18.1%	78.3%	47.3%	31.0%	
Child's bedroom	292	292	184	51	197	139	58	265
%V	11.2%	11.7%	17.1%	13.0%	10.8%	17.0%	5.8%	13.8%
%H (All HH)		100.0%	63.0%	17.5%	67.5%	47.6%	19.9%	90.8%
%H (TV HH)			63.0%	17.5%	67.5%	47.6%	19.9%	
Other bedroom	114	114	67	15	88	57	31	101
%V	4.4%	4.6%	6.2%	3.8%	4.8%	7.0%	3.1%	5.3%
%H (All HH)		100.0%	58.8%	13.2%	77.2%	50.0%	27.2%	88.6%
%H (TV HH)			58.8%	13.2%	77.2%	50.0%	27.2%	
Second living/dining room	187	187	99	24	146	82	64	172
%V	7.2%	7.5%	9.2%	6.1%	8.0%	10.0%	6.4%	9.0%
%H (All HH)		100.0%	52.9%	12.8%	78.1%	43.9%	34.2%	92.0%
%H (TV HH)			52.9%	12.8%	78.1%	43.9%	34.2%	
Study/office	35	35	18	5	30	18	12	33
%V	1.3%	1.4%	1.7%	1.3%	1.6%	2.2%	1.2%	1.7%
%H (All HH)		100.0%	51.4%	14.3%	85.7%	51.4%	34.3%	94.3%
%H (TV HH)			51.4%	14.3%	85.7%	51.4%	34.3%	
TV room	34	34	19	4	28	17	11	31
%V	1.3%	1.4%	1.8%	1.0%	1.5%	2.1%	1.1%	1.6%
%H (All HH)		100.0%	55.9%	11.8%	82.4%	50.0%	32.4%	91.2%
%H (TV HH)			55.9%	11.8%	82.4%	50.0%	32.4%	
Conservatory	45	45	24	6	36	22	14	41
%V	1.7%	1.8%	2.2%	1.5%	2.0%	2.7%	1.4%	2.1%
%H (All HH)		100.0%	53.3%	13.3%	80.0%	48.9%	31.1%	91.1%
%H (TV HH)			53.3%	13.3%	80.0%	48.9%	31.1%	
Attic or loft room	6	6	3	2	4	3	1	6
%V	0.2%	0.2%	0.3%	0.5%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	33.3%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			50.0%	33.3%	66.7%	50.0%	16.7%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	17	17	11	3	14	9	4	17
%V	0.7%	0.7%	1.0%	0.8%	0.8%	1.1%	0.4%	0.9%
%H (All HH)		100.0%	64.7%	17.6%	82.4%	52.9%	23.5%	100.0%
%H (TV HH)			64.7%	17.6%	82.4%	52.9%	23.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Any DSAT provider	1077	1077	1077	12	621	621	0	923
%V	41.2%	43.1%	100.0%	3.1%	34.1%	76.0%	0.0%	48.1%
%H (All HH)			100.0%	1.1%	57.7%	57.7%	0.0%	85.7%
%H (TV HH)			100.0%	1.1%	57.7%	57.7%	0.0%	
Sky with subcription	935	935	935	9	547	547	0	812
%V	35.8%	37.4%	86.8%	2.3%	30.1%	67.0%	0.0%	42.4%
%H (All HH)			100.0%	1.0%	58.5%	58.5%	0.0%	86.8%
%H (TV HH)			100.0%	1.0%	58.5%	58.5%	0.0%	
Sky without subcription	47	47	47	2	23	23	0	32
%V	1.8%	1.9%	4.4%	0.5%	1.3%	2.8%	0.0%	1.7%
%H (All HH)			100.0%	4.3%	48.9%	48.9%	0.0%	68.1%
%H (TV HH)			100.0%	4.3%	48.9%	48.9%	0.0%	
Freesat	93	93	93	1	46	46	0	77
%V	3.6%	3.7%	8.6%	0.3%	2.5%	5.6%	0.0%	4.0%
%H (All HH)			100.0%	1.1%	49.5%	49.5%	0.0%	82.8%
%H (TV HH)			100.0%	1.1%	49.5%	49.5%	0.0%	
Other satellite provider	24	24	24	0	14	14	0	22
%V	0.9%	1.0%	2.2%	0.0%	0.8%	1.7%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	58.3%	58.3%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	58.3%	58.3%	0.0%	
DCAB	392	392	12	392	200	200	0	329
%V	15.0%	15.7%	1.1%	100.0%	11.0%	24.5%	0.0%	17.2%
%H (All HH)			3.1%	100.0%	51.0%	51.0%	0.0%	83.9%
%H (TV HH)			3.1%	100.0%	51.0%	51.0%	0.0%	
DTT	1819	1819	621	200	1819	817	1002	1282
%V	69.7%	72.8%	57.7%	51.0%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	34.1%	11.0%	100.0%	44.9%	55.1%	70.5%
%H (TV HH)			34.1%	11.0%	100.0%	44.9%	55.1%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%H (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
PVR	1495	1495	919	284	989	687	303	1288
%V	57.3%	59.8%	85.3%	72.4%	54.4%	84.1%	30.2%	67.2%
%H (All HH)		100.0%	61.5%	19.0%	66.2%	46.0%	20.3%	86.2%
%H (TV HH)			61.5%	19.0%	66.2%	46.0%	20.3%	
DVDR	103	103	49	17	75	39	37	87
%V	3.9%	4.1%	4.5%	4.3%	4.1%	4.8%	3.7%	4.5%
%H (All HH)		100.0%	47.6%	16.5%	72.8%	37.9%	35.9%	84.5%
%H (TV HH)			47.6%	16.5%	72.8%	37.9%	35.9%	
VCR	81	81	17	22	64	21	42	42
%V	3.1%	3.2%	1.6%	5.6%	3.5%	2.6%	4.2%	2.2%
%H (All HH)		100.0%	21.0%	27.2%	79.0%	25.9%	51.9%	51.9%
%H (TV HH)			21.0%	27.2%	79.0%	25.9%	51.9%	
Any recorder	1574	1574	933	296	1054	697	356	1328
%V	60.3%	63.0%	86.6%	75.5%	57.9%	85.3%	35.5%	69.3%
%H (All HH)		100.0%	59.3%	18.8%	67.0%	44.3%	22.6%	84.4%
%H (TV HH)			59.3%	18.8%	67.0%	44.3%	22.6%	
Receives HDTV (via STB or built-in reception)	1206	1206	693	267	807	552	256	1047
%V	46.2%	48.3%	64.3%	68.1%	44.4%	67.6%	25.5%	54.6%
%H (All HH)		100.0%	57.5%	22.1%	66.9%	45.8%	21.2%	86.8%
%H (TV HH)			57.5%	22.1%	66.9%	45.8%	21.2%	
DVD/Blu-ray player or recorder	2008	2008	913	325	1492	720	772	1573
%V	76.9%	80.4%	84.8%	82.9%	82.0%	88.1%	77.0%	82.1%
%H (All HH)		100.0%	45.5%	16.2%	74.3%	35.9%	38.4%	78.3%
%H (TV HH)			45.5%	16.2%	74.3%	35.9%	38.4%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2611	2498	1077	392	1819	817	1002	1917
%V (All HH)		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%
%H (TV HH)			43.1%	15.7%	72.8%	32.7%	40.1%	
Has broadband internet	1917	1844	923	329	1282	710	572	1917
%V	73.4%	73.8%	85.7%	83.9%	70.5%	86.9%	57.1%	100.0%
%H (All HH)		96.2%	48.1%	17.2%	66.9%	37.0%	29.8%	100.0%
%H (TV HH)			50.1%	17.8%	69.5%	38.5%	31.0%	
Number of computers (PCs and laptops)								
0	627	599	141	63	488	99	390	29
%V	24.0%	24.0%	13.1%	16.1%	26.8%	12.1%	38.9%	1.5%
%H (All HH)		95.5%	22.5%	10.0%	77.8%	15.8%	62.2%	4.6%
%H (TV HH)			23.5%	10.5%	81.5%	16.5%	65.1%	
1	812	777	333	139	557	259	297	739
%V	31.1%	31.1%	30.9%	35.5%	30.6%	31.7%	29.6%	38.5%
%H (All HH)		95.7%	41.0%	17.1%	68.6%	31.9%	36.6%	91.0%
%H (TV HH)			42.9%	17.9%	71.7%	33.3%	38.2%	
2	586	558	291	92	396	226	170	571
%V	22.4%	22.3%	27.0%	23.5%	21.8%	27.7%	17.0%	29.8%
%H (All HH)		95.2%	49.7%	15.7%	67.6%	38.6%	29.0%	97.4%
%H (TV HH)			52.2%	16.5%	71.0%	40.5%	30.5%	
3	299	288	158	42	195	115	81	293
%V	11.5%	11.5%	14.7%	10.7%	10.7%	14.1%	8.1%	15.3%
%H (All HH)		96.3%	52.8%	14.0%	65.2%	38.5%	27.1%	98.0%
%H (TV HH)			54.9%	14.6%	67.7%	39.9%	28.1%	
4	145	139	76	27	89	53	36	144
%V	5.6%	5.6%	7.1%	6.9%	4.9%	6.5%	3.6%	7.5%
%H (All HH)		95.9%	52.4%	18.6%	61.4%	36.6%	24.8%	99.3%
%H (TV HH)			54.7%	19.4%	64.0%	38.1%	25.9%	
5+	142	136	78	28	94	65	29	140
%V	5.4%	5.4%	7.2%	7.1%	5.2%	8.0%	2.9%	7.3%
%H (All HH)		95.8%	54.9%	19.7%	66.2%	45.8%	20.4%	98.6%
%H (TV HH)			57.4%	20.6%	69.1%	47.8%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4993	2447	809	3762	2045	1717	4016
%H		49.0%	16.2%	75.3%	41.0%	34.4%	80.4%
Under 20"	758	358	113	620	336	283	602
%V	15.2%	14.6%	14.0%	16.5%	16.4%	16.5%	15.0%
%H		47.2%	14.9%	81.8%	44.3%	37.3%	79.4%
20" - 29"	1197	500	178	970	462	508	907
%V	24.0%	20.4%	22.0%	25.8%	22.6%	29.6%	22.6%
%H		41.8%	14.9%	81.0%	38.6%	42.4%	75.8%
30" - 39"	1581	753	272	1178	620	558	1239
%V	31.7%	30.8%	33.6%	31.3%	30.3%	32.5%	30.9%
%H		47.6%	17.2%	74.5%	39.2%	35.3%	78.4%
40" and over	1318	775	219	905	582	323	1153
%V	26.4%	31.7%	27.1%	24.1%	28.5%	18.8%	28.7%
%H		58.8%	16.6%	68.7%	44.2%	24.5%	87.5%
Don't know	45	11	9	32	7	25	31
%V	0.9%	0.4%	1.1%	0.9%	0.3%	1.5%	0.8%
%H		24.4%	20.0%	71.1%	15.6%	55.6%	68.9%
Not Asked	94	50	18	57	38	20	84
%V	1.9%	2.0%	2.2%	1.5%	1.9%	1.2%	2.1%
%H		53.2%	19.1%	60.6%	40.4%	21.3%	89.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4993	2447	809	3762	2045	1717	4016
%H		49.0%	16.2%	75.3%	41.0%	34.4%	80.4%
Main living room	2461	1071	390	1798	814	984	1817
%V	49.3%	43.8%	48.2%	47.8%	39.8%	57.3%	45.2%
%H		43.5%	15.8%	73.1%	33.1%	40.0%	73.8%
Kitchen	298	150	35	257	142	114	250
%V	6.0%	6.1%	4.3%	6.8%	6.9%	6.6%	6.2%
%H		50.3%	11.7%	86.2%	47.7%	38.3%	83.9%
Adult's bedroom	1310	684	244	1036	654	381	1103
%V	26.2%	28.0%	30.2%	27.5%	32.0%	22.2%	27.5%
%H		52.2%	18.6%	79.1%	49.9%	29.1%	84.2%
Child's bedroom	365	235	62	245	176	69	334
%V	7.3%	9.6%	7.7%	6.5%	8.6%	4.0%	8.3%
%H		64.4%	17.0%	67.1%	48.2%	18.9%	91.5%
Other bedroom	131	77	17	101	65	35	118
%V	2.6%	3.1%	2.1%	2.7%	3.2%	2.0%	2.9%
%H		58.8%	13.0%	77.1%	49.6%	26.7%	90.1%
Second living/dining room	190	101	24	148	84	65	174
%V	3.8%	4.1%	3.0%	3.9%	4.1%	3.8%	4.3%
%H		53.2%	12.6%	77.9%	44.2%	34.2%	91.6%
Study/office	35	18	5	30	18	12	34
%V	0.7%	0.7%	0.6%	0.8%	0.9%	0.7%	0.8%
%H		51.4%	14.3%	85.7%	51.4%	34.3%	97.1%
TV room	34	19	4	28	17	11	31
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.6%	0.8%
%H		55.9%	11.8%	82.4%	50.0%	32.4%	91.2%
Conservatory	45	24	6	36	22	14	41
%V	0.9%	1.0%	0.7%	1.0%	1.1%	0.8%	1.0%
%H		53.3%	13.3%	80.0%	48.9%	31.1%	91.1%
Attic or loft room	6	3	2	4	3	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	66.7%	50.0%	16.7%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	23	12	3	19	9	10	22
%V	0.5%	0.5%	0.4%	0.5%	0.4%	0.6%	0.5%
%H		52.2%	13.0%	82.6%	39.1%	43.5%	95.7%
Not Asked	94	50	18	57	38	20	84
%V	1.9%	2.0%	2.2%	1.5%	1.9%	1.2%	2.1%
%H		53.2%	19.1%	60.6%	40.4%	21.3%	89.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4993	2447	809	3762	2045	1717	4016
%H		49.0%	16.2%	75.3%	41.0%	34.4%	80.4%
PVR	1988	1276	398	1259	928	331	1762
%V	39.8%	52.1%	49.2%	33.5%	45.4%	19.3%	43.9%
%H		64.2%	20.0%	63.3%	46.7%	16.6%	88.6%
DVDR	108	52	17	80	41	39	91
%V	2.2%	2.1%	2.1%	2.1%	2.0%	2.3%	2.3%
%H		48.1%	15.7%	74.1%	38.0%	36.1%	84.3%
VCR	84	17	23	66	22	44	44
%V	1.7%	0.7%	2.8%	1.8%	1.1%	2.6%	1.1%
%H		20.2%	27.4%	78.6%	26.2%	52.4%	52.4%
Any recorder	2088	1301	413	1341	950	391	1820
%V	41.8%	53.2%	51.1%	35.6%	46.5%	22.8%	45.3%
%H		62.3%	19.8%	64.2%	45.5%	18.7%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4993	2447	809	3762	2045	1717	4016
%H		49.0%	16.2%	75.3%	41.0%	34.4%	80.4%
Receives HDTV (via STB or built-in reception)	1665	969	389	1108	788	319	1486
%V	33.3%	39.6%	48.1%	29.5%	38.5%	18.6%	37.0%
%H		58.2%	23.4%	66.5%	47.3%	19.2%	89.2%
DVD/Blu-ray player or recorder	2974	1463	496	2285	1261	1024	2451
%V	59.6%	59.8%	61.3%	60.7%	61.7%	59.6%	61.0%
%H		49.2%	16.7%	76.8%	42.4%	34.4%	82.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2490	1077	391	1817	817	1000	1839
%H		43.3%	15.7%	73.0%	32.8%	40.2%	73.9%
Under 20"	56	7	5	46	5	41	33
%V	2.2%	0.6%	1.3%	2.5%	0.6%	4.1%	1.8%
%H		12.5%	8.9%	82.1%	8.9%	73.2%	58.9%
20" - 29"	377	91	37	307	66	241	200
%V	15.1%	8.4%	9.5%	16.9%	8.1%	24.1%	10.9%
%H		24.1%	9.8%	81.4%	17.5%	63.9%	53.1%
30" - 39"	955	365	161	716	291	425	667
%V	38.4%	33.9%	41.2%	39.4%	35.6%	42.5%	36.3%
%H		38.2%	16.9%	75.0%	30.5%	44.5%	69.8%
40" and over	1073	607	181	734	451	283	919
%V	43.1%	56.4%	46.3%	40.4%	55.2%	28.3%	50.0%
%H		56.6%	16.9%	68.4%	42.0%	26.4%	85.6%
Don't know	22	6	7	14	4	10	14
%V	0.9%	0.6%	1.8%	0.8%	0.5%	1.0%	0.8%
%H		27.3%	31.8%	63.6%	18.2%	45.5%	63.6%
Not Asked	7	1	0	0	0	0	6
%V	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		14.3%	0.0%	0.0%	0.0%	0.0%	85.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2490	1077	391	1817	817	1000	1839
%H		43.3%	15.7%	73.0%	32.8%	40.2%	73.9%
PVR	1460	906	277	959	671	288	1257
%V	58.6%	84.1%	70.8%	52.8%	82.1%	28.8%	68.4%
%H		62.1%	19.0%	65.7%	46.0%	19.7%	86.1%
DVDR	86	40	15	63	31	32	72
%V	3.5%	3.7%	3.8%	3.5%	3.8%	3.2%	3.9%
%H		46.5%	17.4%	73.3%	36.0%	37.2%	83.7%
VCR	70	13	20	54	16	38	34
%V	2.8%	1.2%	5.1%	3.0%	2.0%	3.8%	1.8%
%H		18.6%	28.6%	77.1%	22.9%	54.3%	48.6%
Any recorder	1536	920	288	1021	682	339	1296
%V	61.7%	85.4%	73.7%	56.2%	83.5%	33.9%	70.5%
%H		59.9%	18.8%	66.5%	44.4%	22.1%	84.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2490	1077	391	1817	817	1000	1839
%H		43.3%	15.7%	73.0%	32.8%	40.2%	73.9%
Receives HDTV (via STB or built-in reception)	1169	673	262	775	533	243	1017
%V	46.9%	62.5%	67.0%	42.7%	65.2%	24.3%	55.3%
%H		57.6%	22.4%	66.3%	45.6%	20.8%	87.0%
DVD/Blu-ray player or recorder	1873	840	301	1383	648	735	1457
%V	75.2%	78.0%	77.0%	76.1%	79.3%	73.5%	79.2%
%H		44.8%	16.1%	73.8%	34.6%	39.2%	77.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2503	1370	418	1945	1228	717	2177
%H		54.7%	16.7%	77.7%	49.1%	28.6%	87.0%
Under 20"	701	350	108	574	331	242	569
%V	28.0%	25.5%	25.8%	29.5%	27.0%	33.8%	26.1%
%H		49.9%	15.4%	81.9%	47.2%	34.5%	81.2%
20" - 29"	820	408	141	663	395	268	706
%V	32.8%	29.8%	33.7%	34.1%	32.2%	37.4%	32.4%
%H		49.8%	17.2%	80.9%	48.2%	32.7%	86.1%
30" - 39"	626	388	111	463	329	134	572
%V	25.0%	28.3%	26.6%	23.8%	26.8%	18.7%	26.3%
%H		62.0%	17.7%	74.0%	52.6%	21.4%	91.4%
40" and over	245	167	38	171	132	40	234
%V	9.8%	12.2%	9.1%	8.8%	10.7%	5.6%	10.7%
%H		68.2%	15.5%	69.8%	53.9%	16.3%	95.5%
Don't know	23	5	3	18	3	15	17
%V	0.9%	0.4%	0.7%	0.9%	0.2%	2.1%	0.8%
%H		21.7%	13.0%	78.3%	13.0%	65.2%	73.9%
Not Asked	88	52	17	56	38	18	79
%V	3.5%	3.8%	4.1%	2.9%	3.1%	2.5%	3.6%
%H		59.1%	19.3%	63.6%	43.2%	20.5%	89.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2503	1370	418	1945	1228	717	2177
%H		54.7%	16.7%	77.7%	49.1%	28.6%	87.0%
PVR	528	370	122	300	257	43	504
%V	21.1%	27.0%	29.2%	15.4%	20.9%	6.0%	23.2%
%H		70.1%	23.1%	56.8%	48.7%	8.1%	95.5%
DVDR	21	12	2	17	10	7	19
%V	0.8%	0.9%	0.5%	0.9%	0.8%	1.0%	0.9%
%H		57.1%	9.5%	81.0%	47.6%	33.3%	90.5%
VCR	14	4	3	12	6	6	10
%V	0.6%	0.3%	0.7%	0.6%	0.5%	0.8%	0.5%
%H		28.6%	21.4%	85.7%	42.9%	42.9%	71.4%
Any recorder	552	381	125	320	268	52	524
%V	22.1%	27.8%	29.9%	16.5%	21.8%	7.3%	24.1%
%H		69.0%	22.6%	58.0%	48.6%	9.4%	94.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2503	1370	418	1945	1228	717	2177
%H		54.7%	16.7%	77.7%	49.1%	28.6%	87.0%
Receives HDTV (via STB or built-in reception)	496	296	128	332	256	77	469
%V	19.8%	21.6%	30.6%	17.1%	20.8%	10.7%	21.5%
%H		59.7%	25.8%	66.9%	51.6%	15.5%	94.6%
DVD/Blu-ray player or recorder	1101	623	195	902	613	290	994
%V	44.0%	45.5%	46.7%	46.4%	49.9%	40.4%	45.7%
%H		56.6%	17.7%	81.9%	55.7%	26.3%	90.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5606	5394	2677	877	3810	2015	1795	4637
%H		96.2%	47.8%	15.6%	68.0%	35.9%	32.0%	82.7%
Total Children	967	947	571	150	605	379	226	900
%V	17.2%	17.6%	21.3%	17.1%	15.9%	18.8%	12.6%	19.4%
%H		97.9%	59.0%	15.5%	62.6%	39.2%	23.4%	93.1%
0 - 3	256	248	153	46	151	101	50	228
%V	4.6%	4.6%	5.7%	5.2%	4.0%	5.0%	2.8%	4.9%
%H		96.9%	59.8%	18.0%	59.0%	39.5%	19.5%	89.1%
4 - 15	711	699	418	104	454	278	176	672
%V	12.7%	13.0%	15.6%	11.9%	11.9%	13.8%	9.8%	14.5%
%H		98.3%	58.8%	14.6%	63.9%	39.1%	24.8%	94.5%
4 - 9	370	362	217	54	229	138	91	346
%V	6.6%	6.7%	8.1%	6.2%	6.0%	6.8%	5.1%	7.5%
%H		97.8%	58.6%	14.6%	61.9%	37.3%	24.6%	93.5%
10 - 15	341	337	200	50	225	140	85	327
%V	6.1%	6.2%	7.5%	5.7%	5.9%	6.9%	4.7%	7.1%
%H		98.8%	58.7%	14.7%	66.0%	41.1%	24.9%	95.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5606	5394	2677	877	3810	2015	1795	4637
%H		96.2%	47.8%	15.6%	68.0%	35.9%	32.0%	82.7%
Total Adults (16+)	4638	4447	2106	727	3205	1636	1569	3736
%V	82.7%	82.4%	78.7%	82.9%	84.1%	81.2%	87.4%	80.6%
%H		95.9%	45.4%	15.7%	69.1%	35.3%	33.8%	80.6%
16 - 19	234	229	125	38	161	100	62	213
%V	4.2%	4.2%	4.7%	4.3%	4.2%	5.0%	3.5%	4.6%
%H		97.9%	53.4%	16.2%	68.8%	42.7%	26.5%	91.0%
20 - 24	398	347	172	57	226	129	97	351
%V	7.1%	6.4%	6.4%	6.5%	5.9%	6.4%	5.4%	7.6%
%H		87.2%	43.2%	14.3%	56.8%	32.4%	24.4%	88.2%
25 - 34	763	711	383	134	450	270	180	687
%V	13.6%	13.2%	14.3%	15.3%	11.8%	13.4%	10.0%	14.8%
%H		93.2%	50.2%	17.6%	59.0%	35.4%	23.6%	90.0%
35 - 44	694	669	354	111	449	251	198	626
%V	12.4%	12.4%	13.2%	12.7%	11.8%	12.5%	11.0%	13.5%
%H		96.4%	51.0%	16.0%	64.7%	36.2%	28.5%	90.2%
45 - 54	844	821	428	142	598	348	249	756
%V	15.1%	15.2%	16.0%	16.2%	15.7%	17.3%	13.9%	16.3%
%H		97.3%	50.7%	16.8%	70.9%	41.2%	29.5%	89.6%
55 - 64	705	687	319	120	511	263	248	576
%V	12.6%	12.7%	11.9%	13.7%	13.4%	13.1%	13.8%	12.4%
%H		97.4%	45.2%	17.0%	72.5%	37.3%	35.2%	81.7%
65+	1000	984	324	124	811	276	535	527
%V	17.8%	18.2%	12.1%	14.1%	21.3%	13.7%	29.8%	11.4%
%H		98.4%	32.4%	12.4%	81.1%	27.6%	53.5%	52.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4638	4447	2106	727	3205	1636	1569	3736
%H		95.9%	45.4%	15.7%	69.1%	35.3%	33.8%	80.6%
AB	1157	1127	559	175	812	422	390	1097
%V	24.9%	25.3%	26.5%	24.1%	25.3%	25.8%	24.9%	29.4%
%H		97.4%	48.3%	15.1%	70.2%	36.5%	33.7%	94.8%
C1	1309	1224	596	211	852	466	386	1142
%V	28.2%	27.5%	28.3%	29.0%	26.6%	28.5%	24.6%	30.6%
%H		93.5%	45.5%	16.1%	65.1%	35.6%	29.5%	87.2%
C2	941	922	480	152	666	379	287	787
%V	20.3%	20.7%	22.8%	20.9%	20.8%	23.2%	18.3%	21.1%
%H		98.0%	51.0%	16.2%	70.8%	40.3%	30.5%	83.6%
D	744	711	319	138	512	264	247	515
%V	16.0%	16.0%	15.1%	19.0%	16.0%	16.1%	15.7%	13.8%
%H		95.6%	42.9%	18.5%	68.8%	35.5%	33.2%	69.2%
E	486	463	152	50	363	104	259	196
%V	10.5%	10.4%	7.2%	6.9%	11.3%	6.4%	16.5%	5.2%
%H		95.3%	31.3%	10.3%	74.7%	21.4%	53.3%	40.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4638	4447	2106	727	3205	1636	1569	3736
%H		95.9%	45.4%	15.7%	69.1%	35.3%	33.8%	80.6%
Working full time	2117	2051	1114	377	1397	850	547	1948
%V	45.6%	46.1%	52.9%	51.9%	43.6%	52.0%	34.9%	52.1%
%H		96.9%	52.6%	17.8%	66.0%	40.2%	25.8%	92.0%
Working part time	449	437	225	70	312	172	140	401
%V	9.7%	9.8%	10.7%	9.6%	9.7%	10.5%	8.9%	10.7%
%H		97.3%	50.1%	15.6%	69.5%	38.3%	31.2%	89.3%
Not working	2073	1959	767	280	1496	614	882	1387
%V	44.7%	44.1%	36.4%	38.5%	46.7%	37.5%	56.2%	37.1%
%H		94.5%	37.0%	13.5%	72.2%	29.6%	42.5%	66.9%
Housewife/Houseperson	2611	2498	1077	392	1819	817	1002	1917
%V	56.3%	56.2%	51.1%	53.9%	56.8%	49.9%	63.9%	51.3%
%H		95.7%	41.2%	15.0%	69.7%	31.3%	38.4%	73.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2243	2144	1050	353	1527	814	713	1828
%H		95.6%	46.8%	15.7%	68.1%	36.3%	31.8%	81.5%
16 - 19	122	121	66	20	81	50	31	112
%V	5.4%	5.6%	6.3%	5.7%	5.3%	6.1%	4.3%	6.1%
%H		99.2%	54.1%	16.4%	66.4%	41.0%	25.4%	91.8%
20 - 24	201	182	92	29	121	71	49	179
%V	9.0%	8.5%	8.8%	8.2%	7.9%	8.7%	6.9%	9.8%
%H		90.5%	45.8%	14.4%	60.2%	35.3%	24.4%	89.1%
25 - 34	387	358	196	66	229	140	89	345
%V	17.3%	16.7%	18.7%	18.7%	15.0%	17.2%	12.5%	18.9%
%H		92.5%	50.6%	17.1%	59.2%	36.2%	23.0%	89.1%
35 - 44	338	322	166	53	218	118	101	298
%V	15.1%	15.0%	15.8%	15.0%	14.3%	14.5%	14.2%	16.3%
%H		95.3%	49.1%	15.7%	64.5%	34.9%	29.9%	88.2%
45 - 54	406	393	208	69	280	164	117	359
%V	18.1%	18.3%	19.8%	19.5%	18.3%	20.1%	16.4%	19.6%
%H		96.8%	51.2%	17.0%	69.0%	40.4%	28.8%	88.4%
55 - 64	342	329	157	63	240	130	110	271
%V	15.2%	15.3%	15.0%	17.8%	15.7%	16.0%	15.4%	14.8%
%H		96.2%	45.9%	18.4%	70.2%	38.0%	32.2%	79.2%
65+	447	438	167	53	358	141	217	265
%V	19.9%	20.4%	15.9%	15.0%	23.4%	17.3%	30.4%	14.5%
%H		98.0%	37.4%	11.9%	80.1%	31.5%	48.5%	59.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2243	2144	1050	353	1527	814	713	1828
%H		95.6%	46.8%	15.7%	68.1%	36.3%	31.8%	81.5%
AB	569	551	284	87	395	214	181	543
%V	25.4%	25.7%	27.0%	24.6%	25.9%	26.3%	25.4%	29.7%
%H		96.8%	49.9%	15.3%	69.4%	37.6%	31.8%	95.4%
C1	588	556	279	100	377	217	160	522
%V	26.2%	25.9%	26.6%	28.3%	24.7%	26.7%	22.4%	28.6%
%H		94.6%	47.4%	17.0%	64.1%	36.9%	27.2%	88.8%
C2	512	500	265	83	358	209	148	421
%V	22.8%	23.3%	25.2%	23.5%	23.4%	25.7%	20.8%	23.0%
%H		97.7%	51.8%	16.2%	69.9%	40.8%	28.9%	82.2%
D	360	339	157	65	242	130	112	257
%V	16.0%	15.8%	15.0%	18.4%	15.8%	16.0%	15.7%	14.1%
%H		94.2%	43.6%	18.1%	67.2%	36.1%	31.1%	71.4%
E	215	200	65	19	156	44	112	85
%V	9.6%	9.3%	6.2%	5.4%	10.2%	5.4%	15.7%	4.6%
%H		93.0%	30.2%	8.8%	72.6%	20.5%	52.1%	39.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2243	2144	1050	353	1527	814	713	1828
%H		95.6%	46.8%	15.7%	68.1%	36.3%	31.8%	81.5%
Working full time	1282	1234	687	224	833	518	315	1168
%V	57.2%	57.6%	65.4%	63.5%	54.6%	63.6%	44.2%	63.9%
%H		96.3%	53.6%	17.5%	65.0%	40.4%	24.6%	91.1%
Working part time	85	83	35	13	63	28	34	70
%V	3.8%	3.9%	3.3%	3.7%	4.1%	3.4%	4.8%	3.8%
%H		97.6%	41.2%	15.3%	74.1%	32.9%	40.0%	82.4%
Not working	876	828	328	116	632	268	364	590
%V	39.1%	38.6%	31.2%	32.9%	41.4%	32.9%	51.1%	32.3%
%H		94.5%	37.4%	13.2%	72.1%	30.6%	41.6%	67.4%
Housewife/Houseperson	612	566	207	83	406	145	262	367
%V	27.3%	26.4%	19.7%	23.5%	26.6%	17.8%	36.7%	20.1%
%H		92.5%	33.8%	13.6%	66.3%	23.7%	42.8%	60.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2396	2303	1056	373	1678	822	856	1908
%H		96.1%	44.1%	15.6%	70.0%	34.3%	35.7%	79.6%
16 - 19	112	108	59	18	81	49	31	102
%V	4.7%	4.7%	5.6%	4.8%	4.8%	6.0%	3.6%	5.3%
%H		96.4%	52.7%	16.1%	72.3%	43.8%	27.7%	91.1%
20 - 24	197	165	80	29	105	58	48	172
%V	8.2%	7.2%	7.6%	7.8%	6.3%	7.1%	5.6%	9.0%
%H		83.8%	40.6%	14.7%	53.3%	29.4%	24.4%	87.3%
25 - 34	376	352	187	68	221	130	91	342
%V	15.7%	15.3%	17.7%	18.2%	13.2%	15.8%	10.6%	17.9%
%H		93.6%	49.7%	18.1%	58.8%	34.6%	24.2%	91.0%
35 - 44	356	346	188	58	230	133	98	327
%V	14.9%	15.0%	17.8%	15.5%	13.7%	16.2%	11.4%	17.1%
%H		97.2%	52.8%	16.3%	64.6%	37.4%	27.5%	91.9%
45 - 54	437	428	221	73	317	185	133	398
%V	18.2%	18.6%	20.9%	19.6%	18.9%	22.5%	15.5%	20.9%
%H		97.9%	50.6%	16.7%	72.5%	42.3%	30.4%	91.1%
55 - 64	363	358	163	57	271	133	138	305
%V	15.2%	15.5%	15.4%	15.3%	16.2%	16.2%	16.1%	16.0%
%H		98.6%	44.9%	15.7%	74.7%	36.6%	38.0%	84.0%
65+	553	545	158	71	453	135	318	262
%V	23.1%	23.7%	15.0%	19.0%	27.0%	16.4%	37.1%	13.7%
%H		98.6%	28.6%	12.8%	81.9%	24.4%	57.5%	47.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2396	2303	1056	373	1678	822	856	1908
%H		96.1%	44.1%	15.6%	70.0%	34.3%	35.7%	79.6%
AB	589	576	276	88	417	209	209	554
%V	24.6%	25.0%	26.1%	23.6%	24.9%	25.4%	24.4%	29.0%
%H		97.8%	46.9%	14.9%	70.8%	35.5%	35.5%	94.1%
C1	722	668	317	111	475	249	227	619
%V	30.1%	29.0%	30.0%	29.8%	28.3%	30.3%	26.5%	32.4%
%H		92.5%	43.9%	15.4%	65.8%	34.5%	31.4%	85.7%
C2	430	423	215	69	309	170	139	366
%V	17.9%	18.4%	20.4%	18.5%	18.4%	20.7%	16.2%	19.2%
%H		98.4%	50.0%	16.0%	71.9%	39.5%	32.3%	85.1%
D	384	373	162	73	269	134	135	259
%V	16.0%	16.2%	15.3%	19.6%	16.0%	16.3%	15.8%	13.6%
%H		97.1%	42.2%	19.0%	70.1%	34.9%	35.2%	67.4%
E	271	263	86	31	207	61	146	111
%V	11.3%	11.4%	8.1%	8.3%	12.3%	7.4%	17.1%	5.8%
%H		97.0%	31.7%	11.4%	76.4%	22.5%	53.9%	41.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2396	2303	1056	373	1678	822	856	1908
%H		96.1%	44.1%	15.6%	70.0%	34.3%	35.7%	79.6%
Working full time	834	818	427	153	564	332	232	780
%V	34.8%	35.5%	40.4%	41.0%	33.6%	40.4%	27.1%	40.9%
%H		98.1%	51.2%	18.3%	67.6%	39.8%	27.8%	93.5%
Working part time	364	354	189	57	250	144	106	332
%V	15.2%	15.4%	17.9%	15.3%	14.9%	17.5%	12.4%	17.4%
%H		97.3%	51.9%	15.7%	68.7%	39.6%	29.1%	91.2%
Not working	1198	1131	439	163	864	346	518	797
%V	50.0%	49.1%	41.6%	43.7%	51.5%	42.1%	60.5%	41.8%
%H		94.4%	36.6%	13.6%	72.1%	28.9%	43.2%	66.5%
Housewife/Houseperson	1999	1932	869	308	1413	673	740	1550
%V	83.4%	83.9%	82.3%	82.6%	84.2%	81.9%	86.4%	81.2%
%H		96.6%	43.5%	15.4%	70.7%	33.7%	37.0%	77.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total