



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

January 2013 to December 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2013

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period January - December 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
AB	1488	1406	616	306	945	451	493	1393
%V	29.1%	29.7%	31.1%	34.5%	29.0%	33.0%	26.1%	34.1%
%H (All HH)		94.5%	41.4%	20.6%	63.5%	30.3%	33.1%	93.6%
%H (TV HH)			43.8%	21.8%	67.2%	32.1%	35.1%	
C1	1531	1384	566	269	974	421	554	1294
%V	29.9%	29.2%	28.6%	30.4%	29.9%	30.8%	29.3%	31.7%
%H (All HH)		90.4%	37.0%	17.6%	63.6%	27.5%	36.2%	84.5%
%H (TV HH)			40.9%	19.4%	70.4%	30.4%	40.0%	
C2	833	788	366	141	535	247	289	650
%V	16.3%	16.6%	18.5%	15.9%	16.4%	18.1%	15.3%	15.9%
%H (All HH)		94.6%	43.9%	16.9%	64.2%	29.7%	34.7%	78.0%
%H (TV HH)			46.4%	17.9%	67.9%	31.3%	36.7%	
D	717	649	271	96	435	154	281	484
%V	14.0%	13.7%	13.7%	10.8%	13.4%	11.3%	14.9%	11.9%
%H (All HH)		90.5%	37.8%	13.4%	60.7%	21.5%	39.2%	67.5%
%H (TV HH)			41.8%	14.8%	67.0%	23.7%	43.3%	
E	550	510	162	74	368	94	273	262
%V	10.7%	10.8%	8.2%	8.4%	11.3%	6.9%	14.4%	6.4%
%H (All HH)		92.7%	29.5%	13.5%	66.9%	17.1%	49.6%	47.6%
%H (TV HH)			31.8%	14.5%	72.2%	18.4%	53.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%V (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Under 25	230	172	64	31	112	42	70	183
%V	4.5%	3.6%	3.2%	3.5%	3.4%	3.1%	3.7%	4.5%
%H (All HH)		74.8%	27.8%	13.5%	48.7%	18.3%	30.4%	79.6%
%H (TV HH)			37.2%	18.0%	65.1%	24.4%	40.7%	
25 - 34	1054	924	413	176	557	222	335	946
%V	20.6%	19.5%	20.8%	19.9%	17.1%	16.2%	17.7%	23.2%
%H (All HH)		87.7%	39.2%	16.7%	52.8%	21.1%	31.8%	89.8%
%H (TV HH)			44.7%	19.0%	60.3%	24.0%	36.3%	
35 - 44	1037	964	476	204	584	299	286	966
%V	20.3%	20.4%	24.0%	23.0%	17.9%	21.9%	15.1%	23.7%
%H (All HH)		93.0%	45.9%	19.7%	56.3%	28.8%	27.6%	93.2%
%H (TV HH)			49.4%	21.2%	60.6%	31.0%	29.7%	
45 - 54	989	933	413	203	642	315	327	864
%V	19.3%	19.7%	20.8%	22.9%	19.7%	23.0%	17.3%	21.2%
%H (All HH)		94.3%	41.8%	20.5%	64.9%	31.9%	33.1%	87.4%
%H (TV HH)			44.3%	21.8%	68.8%	33.8%	35.0%	
55 - 64	723	694	306	131	507	241	266	587
%V	14.1%	14.7%	15.4%	14.8%	15.6%	17.6%	14.1%	14.4%
%H (All HH)		96.0%	42.3%	18.1%	70.1%	33.3%	36.8%	81.2%
%H (TV HH)			44.1%	18.9%	73.1%	34.7%	38.3%	
65 +	1086	1049	308	141	856	249	607	536
%V	21.2%	22.1%	15.5%	15.9%	26.3%	18.2%	32.1%	13.1%
%H (All HH)		96.6%	28.4%	13.0%	78.8%	22.9%	55.9%	49.4%
%H (TV HH)			29.4%	13.4%	81.6%	23.7%	57.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
1	1569	1394	381	199	1059	247	812	893
%V	30.7%	29.4%	19.2%	22.5%	32.5%	18.1%	43.0%	21.9%
%H (All HH)		88.8%	24.3%	12.7%	67.5%	15.7%	51.8%	56.9%
%H (TV HH)			27.3%	14.3%	76.0%	17.7%	58.2%	
2	1477	1395	578	267	986	431	556	1241
%V	28.9%	29.5%	29.2%	30.1%	30.3%	31.5%	29.4%	30.4%
%H (All HH)		94.4%	39.1%	18.1%	66.8%	29.2%	37.6%	84.0%
%H (TV HH)			41.4%	19.1%	70.7%	30.9%	39.9%	
3	885	831	401	179	535	278	257	818
%V	17.3%	17.5%	20.2%	20.2%	16.4%	20.3%	13.6%	20.0%
%H (All HH)		93.9%	45.3%	20.2%	60.5%	31.4%	29.0%	92.4%
%H (TV HH)			48.3%	21.5%	64.4%	33.5%	30.9%	
4	774	730	392	158	454	267	187	736
%V	15.1%	15.4%	19.8%	17.8%	13.9%	19.5%	9.9%	18.0%
%H (All HH)		94.3%	50.6%	20.4%	58.7%	34.5%	24.2%	95.1%
%H (TV HH)			53.7%	21.6%	62.2%	36.6%	25.6%	
5+	413	386	228	83	223	144	79	394
%V	8.1%	8.2%	11.5%	9.4%	6.8%	10.5%	4.2%	9.7%
%H (All HH)		93.5%	55.2%	20.1%	54.0%	34.9%	19.1%	95.4%
%H (TV HH)			59.1%	21.5%	57.8%	37.3%	20.5%	
Average HH size	2.47	2.49	2.82	2.69	2.37	2.80	2.06	2.68

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Without	3672	3355	1251	593	2423	903	1520	2742
%V	71.7%	70.8%	63.1%	66.9%	74.4%	66.1%	80.4%	67.2%
%H (All HH)		91.4%	34.1%	16.1%	66.0%	24.6%	41.4%	74.7%
%H (TV HH)			37.3%	17.7%	72.2%	26.9%	45.3%	
With	1446	1382	730	293	835	464	370	1340
%V	28.2%	29.2%	36.9%	33.1%	25.6%	33.9%	19.6%	32.8%
%H (All HH)		95.6%	50.5%	20.3%	57.7%	32.1%	25.6%	92.7%
%H (TV HH)			52.8%	21.2%	60.4%	33.6%	26.8%	
0 - 3	616	577	299	112	344	178	167	558
%V	12.0%	12.2%	15.1%	12.6%	10.6%	13.0%	8.8%	13.7%
%H (All HH)		93.7%	48.5%	18.2%	55.8%	28.9%	27.1%	90.6%
%H (TV HH)			51.8%	19.4%	59.6%	30.8%	28.9%	
4 - 9	713	679	375	134	398	224	174	659
%V	13.9%	14.3%	18.9%	15.1%	12.2%	16.4%	9.2%	16.1%
%H (All HH)		95.2%	52.6%	18.8%	55.8%	31.4%	24.4%	92.4%
%H (TV HH)			55.2%	19.7%	58.6%	33.0%	25.6%	
10 - 15	615	593	322	139	368	227	141	580
%V	12.0%	12.5%	16.3%	15.7%	11.3%	16.6%	7.5%	14.2%
%H (All HH)		96.4%	52.4%	22.6%	59.8%	36.9%	22.9%	94.3%
%H (TV HH)			54.3%	23.4%	62.1%	38.3%	23.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
1	2379	2379	835	376	1503	351	1152	1761
%V	46.5%	50.2%	42.2%	42.4%	46.1%	25.7%	61.0%	43.1%
%H (All HH)		100.0%	35.1%	15.8%	63.2%	14.8%	48.4%	74.0%
%H (TV HH)			35.1%	15.8%	63.2%	14.8%	48.4%	
2	1448	1448	658	293	1029	518	511	1191
%V	28.3%	30.6%	33.2%	33.1%	31.6%	37.9%	27.0%	29.2%
%H (All HH)		100.0%	45.4%	20.2%	71.1%	35.8%	35.3%	82.3%
%H (TV HH)			45.4%	20.2%	71.1%	35.8%	35.3%	
3	586	586	295	135	459	292	168	534
%V	11.4%	12.4%	14.9%	15.2%	14.1%	21.4%	8.9%	13.1%
%H (All HH)		100.0%	50.3%	23.0%	78.3%	49.8%	28.7%	91.1%
%H (TV HH)			50.3%	23.0%	78.3%	49.8%	28.7%	
4	216	216	122	56	174	130	44	205
%V	4.2%	4.6%	6.2%	6.3%	5.3%	9.5%	2.3%	5.0%
%H (All HH)		100.0%	56.5%	25.9%	80.6%	60.2%	20.4%	94.9%
%H (TV HH)			56.5%	25.9%	80.6%	60.2%	20.4%	
5+	107	107	72	25	92	75	16	106
%V	2.1%	2.3%	3.6%	2.8%	2.8%	5.5%	0.8%	2.6%
%H (All HH)		100.0%	67.3%	23.4%	86.0%	70.1%	15.0%	99.1%
%H (TV HH)			67.3%	23.4%	86.0%	70.1%	15.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013
BBC London
Household level data
Table 1.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%V (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Under 20"	917	917	361	184	766	384	382	745
%V	17.9%	19.4%	18.2%	20.8%	23.5%	28.1%	20.2%	18.3%
%H (All HH)		100.0%	39.4%	20.1%	83.5%	41.9%	41.7%	81.2%
%H (TV HH)			39.4%	20.1%	83.5%	41.9%	41.7%	
20" - 29"	1622	1622	638	310	1252	558	693	1248
%V	31.7%	34.2%	32.2%	35.0%	38.4%	40.8%	36.7%	30.6%
%H (All HH)		100.0%	39.3%	19.1%	77.2%	34.4%	42.7%	76.9%
%H (TV HH)			39.3%	19.1%	77.2%	34.4%	42.7%	
30" - 39"	2300	2300	983	447	1632	739	893	1889
%V	44.9%	48.6%	49.6%	50.5%	50.1%	54.1%	47.2%	46.3%
%H (All HH)		100.0%	42.7%	19.4%	71.0%	32.1%	38.8%	82.1%
%H (TV HH)			42.7%	19.4%	71.0%	32.1%	38.8%	
40" and over	1967	1967	1078	424	1247	756	492	1765
%V	38.4%	41.5%	54.4%	47.9%	38.3%	55.3%	26.0%	43.2%
%H (All HH)		100.0%	54.8%	21.6%	63.4%	38.4%	25.0%	89.7%
%H (TV HH)			54.8%	21.6%	63.4%	38.4%	25.0%	

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

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Main living room	4631	4631	1957	875	3188	1352	1836	3717
%V	90.5%	97.8%	98.8%	98.8%	97.9%	98.9%	97.1%	91.1%
%H (All HH)		100.0%	42.3%	18.9%	68.8%	29.2%	39.6%	80.3%
%H (TV HH)			42.3%	18.9%	68.8%	29.2%	39.6%	
Kitchen	465	465	226	99	386	234	153	406
%V	9.1%	9.8%	11.4%	11.2%	11.9%	17.1%	8.1%	9.9%
%H (All HH)		100.0%	48.6%	21.3%	83.0%	50.3%	32.9%	87.3%
%H (TV HH)			48.6%	21.3%	83.0%	50.3%	32.9%	
Adult's bedroom	1773	1773	862	391	1348	800	548	1533
%V	34.6%	37.4%	43.5%	44.1%	41.4%	58.5%	29.0%	37.6%
%H (All HH)		100.0%	48.6%	22.1%	76.0%	45.1%	30.9%	86.5%
%H (TV HH)			48.6%	22.1%	76.0%	45.1%	30.9%	
Child's bedroom	254	254	149	63	189	140	49	239
%V	5.0%	5.4%	7.5%	7.1%	5.8%	10.2%	2.6%	5.9%
%H (All HH)		100.0%	58.7%	24.8%	74.4%	55.1%	19.3%	94.1%
%H (TV HH)			58.7%	24.8%	74.4%	55.1%	19.3%	
Other bedroom	187	187	104	39	150	100	50	168
%V	3.7%	3.9%	5.2%	4.4%	4.6%	7.3%	2.6%	4.1%
%H (All HH)		100.0%	55.6%	20.9%	80.2%	53.5%	26.7%	89.8%
%H (TV HH)			55.6%	20.9%	80.2%	53.5%	26.7%	
Second living/dining room	308	308	151	64	243	144	99	274
%V	6.0%	6.5%	7.6%	7.2%	7.5%	10.5%	5.2%	6.7%
%H (All HH)		100.0%	49.0%	20.8%	78.9%	46.8%	32.1%	89.0%
%H (TV HH)			49.0%	20.8%	78.9%	46.8%	32.1%	
Study/office	82	82	48	17	62	44	19	78
%V	1.6%	1.7%	2.4%	1.9%	1.9%	3.2%	1.0%	1.9%
%H (All HH)		100.0%	58.5%	20.7%	75.6%	53.7%	23.2%	95.1%
%H (TV HH)			58.5%	20.7%	75.6%	53.7%	23.2%	
TV room	41	41	26	7	29	19	10	39
%V	0.8%	0.9%	1.3%	0.8%	0.9%	1.4%	0.5%	1.0%
%H (All HH)		100.0%	63.4%	17.1%	70.7%	46.3%	24.4%	95.1%
%H (TV HH)			63.4%	17.1%	70.7%	46.3%	24.4%	
Conservatory	42	42	28	5	34	25	9	37
%V	0.8%	0.9%	1.4%	0.6%	1.0%	1.8%	0.5%	0.9%
%H (All HH)		100.0%	66.7%	11.9%	81.0%	59.5%	21.4%	88.1%
%H (TV HH)			66.7%	11.9%	81.0%	59.5%	21.4%	
Attic or loft room	10	10	5	2	9	6	3	9
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	20.0%	90.0%	60.0%	30.0%	90.0%
%H (TV HH)			50.0%	20.0%	90.0%	60.0%	30.0%	
No specific location	8	8	3	3	5	2	2	7
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	37.5%	37.5%	62.5%	25.0%	25.0%	87.5%
%H (TV HH)			37.5%	37.5%	62.5%	25.0%	25.0%	
Other	39	39	22	7	33	22	11	37
%V	0.8%	0.8%	1.1%	0.8%	1.0%	1.6%	0.6%	0.9%
%H (All HH)		100.0%	56.4%	17.9%	84.6%	56.4%	28.2%	94.9%
%H (TV HH)			56.4%	17.9%	84.6%	56.4%	28.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Any DSAT provider	1981	1981	1981	60	965	965	0	1757
%V	38.7%	41.8%	100.0%	6.8%	29.6%	70.6%	0.0%	43.0%
%H (All HH)			100.0%	3.0%	48.7%	48.7%	0.0%	88.7%
%H (TV HH)			100.0%	3.0%	48.7%	48.7%	0.0%	
Sky with subscription	1639	1639	1639	34	792	792	0	1477
%V	32.0%	34.6%	82.7%	3.8%	24.3%	57.9%	0.0%	36.2%
%H (All HH)			100.0%	2.1%	48.3%	48.3%	0.0%	90.1%
%H (TV HH)			100.0%	2.1%	48.3%	48.3%	0.0%	
Sky without subscription	93	93	93	8	37	37	0	75
%V	1.8%	2.0%	4.7%	0.9%	1.1%	2.7%	0.0%	1.8%
%H (All HH)			100.0%	8.6%	39.8%	39.8%	0.0%	80.6%
%H (TV HH)			100.0%	8.6%	39.8%	39.8%	0.0%	
Freesat	149	149	149	8	89	89	0	125
%V	2.9%	3.1%	7.5%	0.9%	2.7%	6.5%	0.0%	3.1%
%H (All HH)			100.0%	5.4%	59.7%	59.7%	0.0%	83.9%
%H (TV HH)			100.0%	5.4%	59.7%	59.7%	0.0%	
Other satellite provider	130	130	130	10	64	64	0	109
%V	2.5%	2.7%	6.6%	1.1%	2.0%	4.7%	0.0%	2.7%
%H (All HH)			100.0%	7.7%	49.2%	49.2%	0.0%	83.8%
%H (TV HH)			100.0%	7.7%	49.2%	49.2%	0.0%	
DCAB	886	886	60	886	428	428	0	807
%V	17.3%	18.7%	3.0%	100.0%	13.1%	31.3%	0.0%	19.8%
%H (All HH)			6.8%	100.0%	48.3%	48.3%	0.0%	91.1%
%H (TV HH)			6.8%	100.0%	48.3%	48.3%	0.0%	
DTT	3257	3257	965	428	3257	1367	1890	2496
%V	63.6%	68.8%	48.7%	48.3%	100.0%	100.0%	100.0%	61.1%
%H (All HH)		100.0%	29.6%	13.1%	100.0%	42.0%	58.0%	76.6%
%H (TV HH)			29.6%	13.1%	100.0%	42.0%	58.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
PVR	2696	2696	1603	661	1583	1106	477	2444
%V	52.7%	56.9%	80.9%	74.6%	48.6%	80.9%	25.2%	59.9%
%H (All HH)		100.0%	59.5%	24.5%	58.7%	41.0%	17.7%	90.7%
%H (TV HH)			59.5%	24.5%	58.7%	41.0%	17.7%	
DVDR	230	230	93	40	176	76	100	189
%V	4.5%	4.9%	4.7%	4.5%	5.4%	5.6%	5.3%	4.6%
%H (All HH)		100.0%	40.4%	17.4%	76.5%	33.0%	43.5%	82.2%
%H (TV HH)			40.4%	17.4%	76.5%	33.0%	43.5%	
VCR	170	170	60	25	136	48	88	120
%V	3.3%	3.6%	3.0%	2.8%	4.2%	3.5%	4.7%	2.9%
%H (All HH)		100.0%	35.3%	14.7%	80.0%	28.2%	51.8%	70.6%
%H (TV HH)			35.3%	14.7%	80.0%	28.2%	51.8%	
Any recorder	2843	2843	1629	679	1708	1127	581	2533
%V	55.5%	60.0%	82.2%	76.6%	52.4%	82.4%	30.7%	62.1%
%H (All HH)		100.0%	57.3%	23.9%	60.1%	39.6%	20.4%	89.1%
%H (TV HH)			57.3%	23.9%	60.1%	39.6%	20.4%	
Receives HDTV (via STB or built-in reception)	2662	2662	1286	696	1718	989	728	2373
%V	52.0%	56.2%	64.9%	78.6%	52.7%	72.3%	38.5%	58.1%
%H (All HH)		100.0%	48.3%	26.1%	64.5%	37.2%	27.3%	89.1%
%H (TV HH)			48.3%	26.1%	64.5%	37.2%	27.3%	
DVD/Blu-ray player or recorder	3614	3614	1573	725	2483	1134	1350	3028
%V	70.6%	76.3%	79.4%	81.8%	76.2%	83.0%	71.4%	74.2%
%H (All HH)		100.0%	43.5%	20.1%	68.7%	31.4%	37.4%	83.8%
%H (TV HH)			43.5%	20.1%	68.7%	31.4%	37.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5119	4736	1981	886	3257	1367	1890	4082
%H (All HH)		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%
%H (TV HH)			41.8%	18.7%	68.8%	28.9%	39.9%	
Has broadband internet	4082	3797	1757	807	2496	1240	1256	4082
%V	79.7%	80.2%	88.7%	91.1%	76.6%	90.7%	66.5%	100.0%
%H (All HH)		93.0%	43.0%	19.8%	61.1%	30.4%	30.8%	100.0%
%H (TV HH)			46.3%	21.3%	65.7%	32.7%	33.1%	
Number of computers (PCs and laptops)								
0	885	808	188	77	649	106	543	52
%V	17.3%	17.1%	9.5%	8.7%	19.9%	7.8%	28.7%	1.3%
%H (All HH)		91.3%	21.2%	8.7%	73.3%	12.0%	61.4%	5.9%
%H (TV HH)			23.3%	9.5%	80.3%	13.1%	67.2%	
1	1825	1661	693	284	1133	446	688	1661
%V	35.7%	35.1%	35.0%	32.1%	34.8%	32.6%	36.4%	40.7%
%H (All HH)		91.0%	38.0%	15.6%	62.1%	24.4%	37.7%	91.0%
%H (TV HH)			41.7%	17.1%	68.2%	26.9%	41.4%	
2	1193	1118	520	247	713	357	355	1161
%V	23.3%	23.6%	26.2%	27.9%	21.9%	26.1%	18.8%	28.4%
%H (All HH)		93.7%	43.6%	20.7%	59.8%	29.9%	29.8%	97.3%
%H (TV HH)			46.5%	22.1%	63.8%	31.9%	31.8%	
3	573	538	257	131	366	208	158	567
%V	11.2%	11.4%	13.0%	14.8%	11.2%	15.2%	8.4%	13.9%
%H (All HH)		93.9%	44.9%	22.9%	63.9%	36.3%	27.6%	99.0%
%H (TV HH)			47.8%	24.3%	68.0%	38.7%	29.4%	
4	330	316	167	75	199	121	78	329
%V	6.4%	6.7%	8.4%	8.5%	6.1%	8.9%	4.1%	8.1%
%H (All HH)		95.8%	50.6%	22.7%	60.3%	36.7%	23.6%	99.7%
%H (TV HH)			52.8%	23.7%	63.0%	38.3%	24.7%	
5+	313	296	157	72	197	129	69	311
%V	6.1%	6.3%	7.9%	8.1%	6.0%	9.4%	3.7%	7.6%
%H (All HH)		94.6%	50.2%	23.0%	62.9%	41.2%	22.0%	99.4%
%H (TV HH)			53.0%	24.3%	66.6%	43.6%	23.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8472	3911	1728	6128	3192	2936	7133
%H		46.2%	20.4%	72.3%	37.7%	34.7%	84.2%
Under 20"	1149	462	235	975	507	468	950
%V	13.6%	11.8%	13.6%	15.9%	15.9%	15.9%	13.3%
%H		40.2%	20.5%	84.9%	44.1%	40.7%	82.7%
20" - 29"	1977	805	392	1552	746	806	1559
%V	23.3%	20.6%	22.7%	25.3%	23.4%	27.5%	21.9%
%H		40.7%	19.8%	78.5%	37.7%	40.8%	78.9%
30" - 39"	2666	1179	534	1909	921	988	2227
%V	31.5%	30.1%	30.9%	31.2%	28.9%	33.7%	31.2%
%H		44.2%	20.0%	71.6%	34.5%	37.1%	83.5%
40" and over	2249	1271	492	1437	916	521	2037
%V	26.5%	32.5%	28.5%	23.4%	28.7%	17.7%	28.6%
%H		56.5%	21.9%	63.9%	40.7%	23.2%	90.6%
Don't know	251	103	36	173	59	114	200
%V	3.0%	2.6%	2.1%	2.8%	1.8%	3.9%	2.8%
%H		41.0%	14.3%	68.9%	23.5%	45.4%	79.7%
Not Asked	180	91	39	82	43	39	160
%V	2.1%	2.3%	2.3%	1.3%	1.3%	1.3%	2.2%
%H		50.6%	21.7%	45.6%	23.9%	21.7%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8472	3911	1728	6128	3192	2936	7133
%H		46.2%	20.4%	72.3%	37.7%	34.7%	84.2%
Main living room	4649	1968	877	3199	1357	1841	3733
%V	54.9%	50.3%	50.8%	52.2%	42.5%	62.7%	52.3%
%H		42.3%	18.9%	68.8%	29.2%	39.6%	80.3%
Kitchen	467	227	99	389	235	154	408
%V	5.5%	5.8%	5.7%	6.3%	7.4%	5.2%	5.7%
%H		48.6%	21.2%	83.3%	50.3%	33.0%	87.4%
Adult's bedroom	2106	1027	481	1630	996	634	1849
%V	24.9%	26.3%	27.8%	26.6%	31.2%	21.6%	25.9%
%H		48.8%	22.8%	77.4%	47.3%	30.1%	87.8%
Child's bedroom	316	188	82	233	178	55	297
%V	3.7%	4.8%	4.7%	3.8%	5.6%	1.9%	4.2%
%H		59.5%	25.9%	73.7%	56.3%	17.4%	94.0%
Other bedroom	215	123	44	172	116	56	195
%V	2.5%	3.1%	2.5%	2.8%	3.6%	1.9%	2.7%
%H		57.2%	20.5%	80.0%	54.0%	26.0%	90.7%
Second living/dining room	311	152	65	245	146	99	277
%V	3.7%	3.9%	3.8%	4.0%	4.6%	3.4%	3.9%
%H		48.9%	20.9%	78.8%	46.9%	31.8%	89.1%
Study/office	85	49	17	66	45	20	81
%V	1.0%	1.3%	1.0%	1.1%	1.4%	0.7%	1.1%
%H		57.6%	20.0%	77.6%	52.9%	23.5%	95.3%
TV room	41	26	7	29	19	10	39
%V	0.5%	0.7%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		63.4%	17.1%	70.7%	46.3%	24.4%	95.1%
Conservatory	42	28	5	34	25	9	37
%V	0.5%	0.7%	0.3%	0.6%	0.8%	0.3%	0.5%
%H		66.7%	11.9%	81.0%	59.5%	21.4%	88.1%
Attic or loft room	10	5	2	9	6	3	9
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	20.0%	90.0%	60.0%	30.0%	90.0%
No specific location	9	3	3	5	2	3	8
%H	0.1%	33.3%	33.3%	55.6%	22.2%	33.3%	88.9%
Other	42	24	7	36	24	12	41
%V	0.5%	0.6%	0.4%	0.6%	0.8%	0.4%	0.6%
%H		57.1%	16.7%	85.7%	57.1%	28.6%	97.6%
Not Asked	180	91	39	82	43	39	160
%V	2.1%	2.3%	2.3%	1.3%	1.3%	1.3%	2.2%
%H		50.6%	21.7%	45.6%	23.9%	21.7%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8472	3911	1728	6128	3192	2936	7133
%H		46.2%	20.4%	72.3%	37.7%	34.7%	84.2%
PVR	3500	2164	873	2034	1496	538	3209
%V	41.3%	55.3%	50.5%	33.2%	46.9%	18.3%	45.0%
%H		61.8%	24.9%	58.1%	42.7%	15.4%	91.7%
DVDR	253	104	44	194	85	109	208
%V	3.0%	2.7%	2.5%	3.2%	2.7%	3.7%	2.9%
%H		41.1%	17.4%	76.7%	33.6%	43.1%	82.2%
VCR	189	70	30	152	58	95	135
%V	2.2%	1.8%	1.7%	2.5%	1.8%	3.2%	1.9%
%H		37.0%	15.9%	80.4%	30.7%	50.3%	71.4%
Any recorder	3703	2217	905	2208	1548	660	3346
%V	43.7%	56.7%	52.4%	36.0%	48.5%	22.5%	46.9%
%H		59.9%	24.4%	59.6%	41.8%	17.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8472	3911	1728	6128	3192	2936	7133
%H		46.2%	20.4%	72.3%	37.7%	34.7%	84.2%
Receives HDTV (via STB or built-in reception)	3605	1777	986	2371	1452	918	3265
%V	42.6%	45.4%	57.1%	38.7%	45.5%	31.3%	45.8%
%H		49.3%	27.4%	65.8%	40.3%	25.5%	90.6%
DVD/Blu-ray player or recorder	5021	2321	1054	3605	1895	1710	4323
%V	59.3%	59.3%	61.0%	58.8%	59.4%	58.2%	60.6%
%H		46.2%	21.0%	71.8%	37.7%	34.1%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4728	1980	886	3252	1367	1885	3791
%H		41.9%	18.7%	68.8%	28.9%	39.9%	80.2%
Under 20"	114	18	13	91	9	81	72
%V	2.4%	0.9%	1.5%	2.8%	0.7%	4.3%	1.9%
%H		15.8%	11.4%	79.8%	7.9%	71.1%	63.2%
20" - 29"	772	194	114	595	131	464	492
%V	16.3%	9.8%	12.9%	18.3%	9.6%	24.6%	13.0%
%H		25.1%	14.8%	77.1%	17.0%	60.1%	63.7%
30" - 39"	1781	670	332	1267	477	791	1404
%V	37.7%	33.8%	37.5%	39.0%	34.9%	42.0%	37.0%
%H		37.6%	18.6%	71.1%	26.8%	44.4%	78.8%
40" and over	1915	1053	411	1208	731	477	1717
%V	40.5%	53.2%	46.4%	37.1%	53.5%	25.3%	45.3%
%H		55.0%	21.5%	63.1%	38.2%	24.9%	89.7%
Don't know	133	46	15	91	18	73	97
%V	2.8%	2.3%	1.7%	2.8%	1.3%	3.9%	2.6%
%H		34.6%	11.3%	68.4%	13.5%	54.9%	72.9%
Not Asked	13	0	1	0	1	0	9
%V	0.3%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	7.7%	0.0%	7.7%	0.0%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4728	1980	886	3252	1367	1885	3791
%H		41.9%	18.7%	68.8%	28.9%	39.9%	80.2%
PVR	2637	1577	647	1536	1080	456	2393
%V	55.8%	79.6%	73.0%	47.2%	79.0%	24.2%	63.1%
%H		59.8%	24.5%	58.2%	41.0%	17.3%	90.7%
DVDR	197	77	31	150	59	91	158
%V	4.2%	3.9%	3.5%	4.6%	4.3%	4.8%	4.2%
%H		39.1%	15.7%	76.1%	29.9%	46.2%	80.2%
VCR	142	46	21	111	35	77	98
%V	3.0%	2.3%	2.4%	3.4%	2.6%	4.1%	2.6%
%H		32.4%	14.8%	78.2%	24.6%	54.2%	69.0%
Any recorder	2783	1604	666	1662	1104	558	2483
%V	58.9%	81.0%	75.2%	51.1%	80.8%	29.6%	65.5%
%H		57.6%	23.9%	59.7%	39.7%	20.1%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4728	1980	886	3252	1367	1885	3791
%H		41.9%	18.7%	68.8%	28.9%	39.9%	80.2%
Receives HDTV (via STB or built-in reception)	2579	1246	682	1649	954	695	2301
%V	54.5%	62.9%	77.0%	50.7%	69.8%	36.9%	60.7%
%H		48.3%	26.4%	63.9%	37.0%	26.9%	89.2%
DVD/Blu-ray player or recorder	3451	1497	685	2353	1057	1296	2891
%V	73.0%	75.6%	77.3%	72.4%	77.3%	68.8%	76.3%
%H		43.4%	19.8%	68.2%	30.6%	37.6%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3744	1931	842	2876	1825	1050	3342
%H		51.6%	22.5%	76.8%	48.7%	28.0%	89.3%
Under 20"	1036	445	222	885	497	387	879
%V	27.7%	23.0%	26.4%	30.8%	27.2%	36.9%	26.3%
%H		43.0%	21.4%	85.4%	48.0%	37.4%	84.8%
20" - 29"	1205	612	278	957	616	342	1067
%V	32.2%	31.7%	33.0%	33.3%	33.8%	32.6%	31.9%
%H		50.8%	23.1%	79.4%	51.1%	28.4%	88.5%
30" - 39"	885	509	201	642	444	197	823
%V	23.6%	26.4%	23.9%	22.3%	24.3%	18.8%	24.6%
%H		57.5%	22.7%	72.5%	50.2%	22.3%	93.0%
40" and over	334	218	81	229	185	45	320
%V	8.9%	11.3%	9.6%	8.0%	10.1%	4.3%	9.6%
%H		65.3%	24.3%	68.6%	55.4%	13.5%	95.8%
Don't know	118	57	21	82	41	41	103
%V	3.2%	3.0%	2.5%	2.9%	2.2%	3.9%	3.1%
%H		48.3%	17.8%	69.5%	34.7%	34.7%	87.3%
Not Asked	166	90	39	81	42	38	150
%V	4.4%	4.7%	4.6%	2.8%	2.3%	3.6%	4.5%
%H		54.2%	23.5%	48.8%	25.3%	22.9%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3744	1931	842	2876	1825	1050	3342
%H		51.6%	22.5%	76.8%	48.7%	28.0%	89.3%
PVR	864	587	226	498	416	82	815
%V	23.1%	30.4%	26.8%	17.3%	22.8%	7.8%	24.4%
%H		67.9%	26.2%	57.6%	48.1%	9.5%	94.3%
DVDR	56	28	13	44	26	18	50
%V	1.5%	1.5%	1.5%	1.5%	1.4%	1.7%	1.5%
%H		50.0%	23.2%	78.6%	46.4%	32.1%	89.3%
VCR	47	24	8	41	23	18	38
%V	1.3%	1.2%	1.0%	1.4%	1.3%	1.7%	1.1%
%H		51.1%	17.0%	87.2%	48.9%	38.3%	80.9%
Any recorder	920	614	239	547	444	102	864
%V	24.6%	31.8%	28.4%	19.0%	24.3%	9.7%	25.9%
%H		66.7%	26.0%	59.5%	48.3%	11.1%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3744	1931	842	2876	1825	1050	3342
%H		51.6%	22.5%	76.8%	48.7%	28.0%	89.3%
Receives HDTV (via STB or built-in reception)	1027	531	303	721	499	223	964
%V	27.4%	27.5%	36.0%	25.1%	27.3%	21.2%	28.8%
%H		51.7%	29.5%	70.2%	48.6%	21.7%	93.9%
DVD/Blu-ray player or recorder	1569	824	368	1252	839	413	1432
%V	41.9%	42.7%	43.7%	43.5%	46.0%	39.3%	42.8%
%H		52.5%	23.5%	79.8%	53.5%	26.3%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12535	11697	5549	2357	7661	3791	3870	10921
%H		93.3%	44.3%	18.8%	61.1%	30.2%	30.9%	87.1%
Total Children	2528	2402	1293	505	1437	816	621	2333
%V	20.2%	20.5%	23.3%	21.4%	18.8%	21.5%	16.0%	21.4%
%H		95.0%	51.1%	20.0%	56.8%	32.3%	24.6%	92.3%
0 - 3	741	692	360	137	412	217	195	667
%V	5.9%	5.9%	6.5%	5.8%	5.4%	5.7%	5.0%	6.1%
%H		93.4%	48.6%	18.5%	55.6%	29.3%	26.3%	90.0%
4 - 15	1787	1709	933	367	1025	599	426	1666
%V	14.3%	14.6%	16.8%	15.6%	13.4%	15.8%	11.0%	15.3%
%H		95.6%	52.2%	20.5%	57.4%	33.5%	23.8%	93.2%
4 - 9	968	922	508	179	538	300	238	893
%V	7.7%	7.9%	9.2%	7.6%	7.0%	7.9%	6.1%	8.2%
%H		95.2%	52.5%	18.5%	55.6%	31.0%	24.6%	92.3%
10 - 15	819	787	425	189	487	299	188	773
%V	6.5%	6.7%	7.7%	8.0%	6.4%	7.9%	4.9%	7.1%
%H		96.1%	51.9%	23.1%	59.5%	36.5%	23.0%	94.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12535	11697	5549	2357	7661	3791	3870	10921
%H		93.3%	44.3%	18.8%	61.1%	30.2%	30.9%	87.1%
Total Adults (16+)	10007	9295	4256	1852	6224	2975	3249	8588
%V	79.8%	79.5%	76.7%	78.6%	81.2%	78.5%	84.0%	78.6%
%H		92.9%	42.5%	18.5%	62.2%	29.7%	32.5%	85.8%
16 - 19	546	522	282	119	344	213	131	521
%V	4.4%	4.5%	5.1%	5.0%	4.5%	5.6%	3.4%	4.8%
%H		95.6%	51.6%	21.8%	63.0%	39.0%	24.0%	95.4%
20 - 24	831	693	333	146	447	238	209	757
%V	6.6%	5.9%	6.0%	6.2%	5.8%	6.3%	5.4%	6.9%
%H		83.4%	40.1%	17.6%	53.8%	28.6%	25.2%	91.1%
25 - 34	2261	1989	931	397	1194	529	665	2084
%V	18.0%	17.0%	16.8%	16.8%	15.6%	14.0%	17.2%	19.1%
%H		88.0%	41.2%	17.6%	52.8%	23.4%	29.4%	92.2%
35 - 44	1862	1741	868	386	1048	554	494	1741
%V	14.9%	14.9%	15.6%	16.4%	13.7%	14.6%	12.8%	15.9%
%H		93.5%	46.6%	20.7%	56.3%	29.8%	26.5%	93.5%
45 - 54	1684	1611	763	352	1091	579	512	1520
%V	13.4%	13.8%	13.8%	14.9%	14.2%	15.3%	13.2%	13.9%
%H		95.7%	45.3%	20.9%	64.8%	34.4%	30.4%	90.3%
55 - 64	1187	1148	530	224	830	421	409	1018
%V	9.5%	9.8%	9.6%	9.5%	10.8%	11.1%	10.6%	9.3%
%H		96.7%	44.7%	18.9%	69.9%	35.5%	34.5%	85.8%
65+	1636	1591	548	228	1270	440	829	946
%V	13.1%	13.6%	9.9%	9.7%	16.6%	11.6%	21.4%	8.7%
%H		97.2%	33.5%	13.9%	77.6%	26.9%	50.7%	57.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10007	9295	4256	1852	6224	2975	3249	8588
%H		92.9%	42.5%	18.5%	62.2%	29.7%	32.5%	85.8%
AB	3059	2915	1359	644	1945	1007	938	2921
%V	30.6%	31.4%	31.9%	34.8%	31.3%	33.8%	28.9%	34.0%
%H		95.3%	44.4%	21.1%	63.6%	32.9%	30.7%	95.5%
C1	3026	2736	1218	573	1875	916	960	2713
%V	30.2%	29.4%	28.6%	30.9%	30.1%	30.8%	29.5%	31.6%
%H		90.4%	40.3%	18.9%	62.0%	30.3%	31.7%	89.7%
C2	1741	1653	837	314	1087	562	525	1458
%V	17.4%	17.8%	19.7%	17.0%	17.5%	18.9%	16.2%	17.0%
%H		94.9%	48.1%	18.0%	62.4%	32.3%	30.2%	83.7%
D	1407	1269	591	204	805	334	471	1067
%V	14.1%	13.7%	13.9%	11.0%	12.9%	11.2%	14.5%	12.4%
%H		90.2%	42.0%	14.5%	57.2%	23.7%	33.5%	75.8%
E	774	722	251	117	511	156	355	428
%V	7.7%	7.8%	5.9%	6.3%	8.2%	5.2%	10.9%	5.0%
%H		93.3%	32.4%	15.1%	66.0%	20.2%	45.9%	55.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10007	9295	4256	1852	6224	2975	3249	8588
%H		92.9%	42.5%	18.5%	62.2%	29.7%	32.5%	85.8%
Working full time	4974	4595	2196	1027	2915	1513	1403	4665
%V	49.7%	49.4%	51.6%	55.5%	46.8%	50.9%	43.2%	54.3%
%H		92.4%	44.1%	20.6%	58.6%	30.4%	28.2%	93.8%
Working part time	1051	994	475	209	676	360	317	964
%V	10.5%	10.7%	11.2%	11.3%	10.9%	12.1%	9.8%	11.2%
%H		94.6%	45.2%	19.9%	64.3%	34.3%	30.2%	91.7%
Not working	3982	3707	1585	616	2632	1103	1529	2959
%V	39.8%	39.9%	37.2%	33.3%	42.3%	37.1%	47.1%	34.5%
%H		93.1%	39.8%	15.5%	66.1%	27.7%	38.4%	74.3%
Housewife/Houseperson	5119	4736	1981	886	3257	1367	1890	4082
%V	51.2%	51.0%	46.5%	47.8%	52.3%	45.9%	58.2%	47.5%
%H		92.5%	38.7%	17.3%	63.6%	26.7%	36.9%	79.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4906	4540	2085	930	3012	1467	1545	4254
%H		92.5%	42.5%	19.0%	61.4%	29.9%	31.5%	86.7%
16 - 19	282	273	147	62	184	115	68	267
%V	5.7%	6.0%	7.1%	6.7%	6.1%	7.8%	4.4%	6.3%
%H		96.8%	52.1%	22.0%	65.2%	40.8%	24.1%	94.7%
20 - 24	408	340	168	72	213	120	93	374
%V	8.3%	7.5%	8.1%	7.7%	7.1%	8.2%	6.0%	8.8%
%H		83.3%	41.2%	17.6%	52.2%	29.4%	22.8%	91.7%
25 - 34	1121	976	452	202	583	264	320	1037
%V	22.8%	21.5%	21.7%	21.7%	19.4%	18.0%	20.7%	24.4%
%H		87.1%	40.3%	18.0%	52.0%	23.6%	28.5%	92.5%
35 - 44	931	867	418	191	519	260	259	863
%V	19.0%	19.1%	20.0%	20.5%	17.2%	17.7%	16.8%	20.3%
%H		93.1%	44.9%	20.5%	55.7%	27.9%	27.8%	92.7%
45 - 54	834	799	372	176	542	285	257	746
%V	17.0%	17.6%	17.8%	18.9%	18.0%	19.4%	16.6%	17.5%
%H		95.8%	44.6%	21.1%	65.0%	34.2%	30.8%	89.4%
55 - 64	575	555	252	112	404	204	200	485
%V	11.7%	12.2%	12.1%	12.0%	13.4%	13.9%	12.9%	11.4%
%H		96.5%	43.8%	19.5%	70.3%	35.5%	34.8%	84.3%
65+	755	730	277	113	568	220	348	483
%V	15.4%	16.1%	13.3%	12.2%	18.9%	15.0%	22.5%	11.4%
%H		96.7%	36.7%	15.0%	75.2%	29.1%	46.1%	64.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4906	4540	2085	930	3012	1467	1545	4254
%H		92.5%	42.5%	19.0%	61.4%	29.9%	31.5%	86.7%
AB	1546	1474	687	332	978	511	467	1473
%V	31.5%	32.5%	32.9%	35.7%	32.5%	34.8%	30.2%	34.6%
%H		95.3%	44.4%	21.5%	63.3%	33.1%	30.2%	95.3%
C1	1428	1289	589	281	854	433	421	1312
%V	29.1%	28.4%	28.2%	30.2%	28.4%	29.5%	27.2%	30.8%
%H		90.3%	41.2%	19.7%	59.8%	30.3%	29.5%	91.9%
C2	935	880	432	170	583	292	290	766
%V	19.1%	19.4%	20.7%	18.3%	19.4%	19.9%	18.8%	18.0%
%H		94.1%	46.2%	18.2%	62.4%	31.2%	31.0%	81.9%
D	674	599	281	95	383	166	216	523
%V	13.7%	13.2%	13.5%	10.2%	12.7%	11.3%	14.0%	12.3%
%H		88.9%	41.7%	14.1%	56.8%	24.6%	32.0%	77.6%
E	324	299	96	51	215	64	151	180
%V	6.6%	6.6%	4.6%	5.5%	7.1%	4.4%	9.8%	4.2%
%H		92.3%	29.6%	15.7%	66.4%	19.8%	46.6%	55.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4906	4540	2085	930	3012	1467	1545	4254
%H		92.5%	42.5%	19.0%	61.4%	29.9%	31.5%	86.7%
Working full time	3028	2801	1359	622	1762	929	833	2824
%V	61.7%	61.7%	65.2%	66.9%	58.5%	63.3%	53.9%	66.4%
%H		92.5%	44.9%	20.5%	58.2%	30.7%	27.5%	93.3%
Working part time	264	241	106	47	165	73	91	235
%V	5.4%	5.3%	5.1%	5.1%	5.5%	5.0%	5.9%	5.5%
%H		91.3%	40.2%	17.8%	62.5%	27.7%	34.5%	89.0%
Not working	1615	1497	620	261	1085	464	621	1195
%V	32.9%	33.0%	29.7%	28.1%	36.0%	31.6%	40.2%	28.1%
%H		92.7%	38.4%	16.2%	67.2%	28.7%	38.5%	74.0%
Housewife/Houseperson	1265	1120	386	202	792	263	529	901
%V	25.8%	24.7%	18.5%	21.7%	26.3%	17.9%	34.2%	21.2%
%H		88.5%	30.5%	16.0%	62.6%	20.8%	41.8%	71.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5100	4755	2170	923	3212	1508	1704	4334
%H		93.2%	42.5%	18.1%	63.0%	29.6%	33.4%	85.0%
16 - 19	264	250	135	56	160	97	62	255
%V	5.2%	5.3%	6.2%	6.1%	5.0%	6.4%	3.6%	5.9%
%H		94.7%	51.1%	21.2%	60.6%	36.7%	23.5%	96.6%
20 - 24	423	353	165	73	234	119	116	384
%V	8.3%	7.4%	7.6%	7.9%	7.3%	7.9%	6.8%	8.9%
%H		83.5%	39.0%	17.3%	55.3%	28.1%	27.4%	90.8%
25 - 34	1140	1013	480	194	611	265	345	1047
%V	22.4%	21.3%	22.1%	21.0%	19.0%	17.6%	20.2%	24.2%
%H		88.9%	42.1%	17.0%	53.6%	23.2%	30.3%	91.8%
35 - 44	931	874	451	195	529	294	235	878
%V	18.3%	18.4%	20.8%	21.1%	16.5%	19.5%	13.8%	20.3%
%H		93.9%	48.4%	20.9%	56.8%	31.6%	25.2%	94.3%
45 - 54	850	812	392	176	549	294	255	774
%V	16.7%	17.1%	18.1%	19.1%	17.1%	19.5%	15.0%	17.9%
%H		95.5%	46.1%	20.7%	64.6%	34.6%	30.0%	91.1%
55 - 64	612	592	278	113	426	217	209	533
%V	12.0%	12.5%	12.8%	12.2%	13.3%	14.4%	12.3%	12.3%
%H		96.7%	45.4%	18.5%	69.6%	35.5%	34.2%	87.1%
65+	882	861	270	115	702	220	482	463
%V	17.3%	18.1%	12.4%	12.5%	21.9%	14.6%	28.3%	10.7%
%H		97.6%	30.6%	13.0%	79.6%	24.9%	54.6%	52.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5100	4755	2170	923	3212	1508	1704	4334
%H		93.2%	42.5%	18.1%	63.0%	29.6%	33.4%	85.0%
AB	1513	1441	671	312	967	496	470	1449
%V	29.7%	30.3%	30.9%	33.8%	30.1%	32.9%	27.6%	33.4%
%H		95.2%	44.3%	20.6%	63.9%	32.8%	31.1%	95.8%
C1	1598	1447	629	292	1022	482	539	1401
%V	31.3%	30.4%	29.0%	31.6%	31.8%	32.0%	31.6%	32.3%
%H		90.6%	39.4%	18.3%	64.0%	30.2%	33.7%	87.7%
C2	805	773	405	143	504	270	235	692
%V	15.8%	16.3%	18.7%	15.5%	15.7%	17.9%	13.8%	16.0%
%H		96.0%	50.3%	17.8%	62.6%	33.5%	29.2%	86.0%
D	733	670	310	109	423	168	255	544
%V	14.4%	14.1%	14.3%	11.8%	13.2%	11.1%	15.0%	12.6%
%H		91.4%	42.3%	14.9%	57.7%	22.9%	34.8%	74.2%
E	450	423	154	66	296	92	204	248
%V	8.8%	8.9%	7.1%	7.2%	9.2%	6.1%	12.0%	5.7%
%H		94.0%	34.2%	14.7%	65.8%	20.4%	45.3%	55.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2013

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5100	4755	2170	923	3212	1508	1704	4334
%H		93.2%	42.5%	18.1%	63.0%	29.6%	33.4%	85.0%
Working full time	1946	1793	837	405	1153	583	570	1840
%V	38.2%	37.7%	38.6%	43.9%	35.9%	38.7%	33.5%	42.5%
%H		92.1%	43.0%	20.8%	59.2%	30.0%	29.3%	94.6%
Working part time	787	752	369	162	512	286	225	729
%V	15.4%	15.8%	17.0%	17.6%	15.9%	19.0%	13.2%	16.8%
%H		95.6%	46.9%	20.6%	65.1%	36.3%	28.6%	92.6%
Not working	2367	2209	965	355	1547	639	908	1764
%V	46.4%	46.5%	44.5%	38.5%	48.2%	42.4%	53.3%	40.7%
%H		93.3%	40.8%	15.0%	65.4%	27.0%	38.4%	74.5%
Housewife/Houseperson	3853	3617	1595	684	2465	1104	1361	3181
%V	75.5%	76.1%	73.5%	74.1%	76.7%	73.2%	79.9%	73.4%
%H		93.9%	41.4%	17.8%	64.0%	28.7%	35.3%	82.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2013

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
AB	296	288	148	35	199	94	105	270
%V	27.3%	27.8%	29.7%	24.3%	27.5%	28.2%	27.0%	32.3%
%H (All HH)		97.3%	50.0%	11.8%	67.2%	31.8%	35.5%	91.2%
%H (TV HH)			51.4%	12.2%	69.1%	32.6%	36.5%	
C1	324	305	147	47	205	95	110	271
%V	29.8%	29.5%	29.5%	32.6%	28.4%	28.5%	28.3%	32.4%
%H (All HH)		94.1%	45.4%	14.5%	63.3%	29.3%	34.0%	83.6%
%H (TV HH)			48.2%	15.4%	67.2%	31.1%	36.1%	
C2	208	203	110	30	141	77	64	155
%V	19.2%	19.6%	22.0%	20.8%	19.5%	23.1%	16.5%	18.5%
%H (All HH)		97.6%	52.9%	14.4%	67.8%	37.0%	30.8%	74.5%
%H (TV HH)			54.2%	14.8%	69.5%	37.9%	31.5%	
D	141	131	56	21	91	40	51	95
%V	13.0%	12.7%	11.2%	14.6%	12.6%	12.0%	13.1%	11.4%
%H (All HH)		92.9%	39.7%	14.9%	64.5%	28.4%	36.2%	67.4%
%H (TV HH)			42.7%	16.0%	69.5%	30.5%	38.9%	
E	117	108	38	10	87	27	60	45
%V	10.8%	10.4%	7.6%	6.9%	12.0%	8.1%	15.4%	5.4%
%H (All HH)		92.3%	32.5%	8.5%	74.4%	23.1%	51.3%	38.5%
%H (TV HH)			35.2%	9.3%	80.6%	25.0%	55.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%V (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Under 25	42	34	14	6	20	8	11	30
%V	3.9%	3.3%	2.8%	4.2%	2.8%	2.4%	2.8%	3.6%
%H (All HH)		81.0%	33.3%	14.3%	47.6%	19.0%	26.2%	71.4%
%H (TV HH)			41.2%	17.6%	58.8%	23.5%	32.4%	
25 - 34	142	133	71	30	79	47	32	124
%V	13.1%	12.9%	14.2%	20.8%	10.9%	14.1%	8.2%	14.8%
%H (All HH)		93.7%	50.0%	21.1%	55.6%	33.1%	22.5%	87.3%
%H (TV HH)			53.4%	22.6%	59.4%	35.3%	24.1%	
35 - 44	181	173	90	29	109	57	52	163
%V	16.7%	16.7%	18.0%	20.1%	15.1%	17.1%	13.4%	19.5%
%H (All HH)		95.6%	49.7%	16.0%	60.2%	31.5%	28.7%	90.1%
%H (TV HH)			52.0%	16.8%	63.0%	32.9%	30.1%	
45 - 54	223	215	116	31	145	76	70	202
%V	20.5%	20.8%	23.2%	21.5%	20.1%	22.8%	18.0%	24.2%
%H (All HH)		96.4%	52.0%	13.9%	65.0%	34.1%	31.4%	90.6%
%H (TV HH)			54.0%	14.4%	67.4%	35.3%	32.6%	
55 - 64	185	174	89	20	124	58	66	154
%V	17.0%	16.8%	17.8%	13.9%	17.2%	17.4%	17.0%	18.4%
%H (All HH)		94.1%	48.1%	10.8%	67.0%	31.4%	35.7%	83.2%
%H (TV HH)			51.1%	11.5%	71.3%	33.3%	37.9%	
65 +	312	305	119	29	246	87	158	163
%V	28.7%	29.5%	23.8%	20.1%	34.0%	26.1%	40.6%	19.5%
%H (All HH)		97.8%	38.1%	9.3%	78.8%	27.9%	50.6%	52.2%
%H (TV HH)			39.0%	9.5%	80.7%	28.5%	51.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
1	338	310	104	28	242	67	175	183
%V	31.1%	30.0%	20.8%	19.4%	33.5%	20.1%	45.0%	21.9%
%H (All HH)		91.7%	30.8%	8.3%	71.6%	19.8%	51.8%	54.1%
%H (TV HH)			33.5%	9.0%	78.1%	21.6%	56.5%	
2	364	354	179	48	241	112	130	301
%V	33.5%	34.2%	35.9%	33.3%	33.3%	33.6%	33.4%	36.0%
%H (All HH)		97.3%	49.2%	13.2%	66.2%	30.8%	35.7%	82.7%
%H (TV HH)			50.6%	13.6%	68.1%	31.6%	36.7%	
3	169	165	93	30	107	65	42	152
%V	15.6%	15.9%	18.6%	20.8%	14.8%	19.5%	10.8%	18.2%
%H (All HH)		97.6%	55.0%	17.8%	63.3%	38.5%	24.9%	89.9%
%H (TV HH)			56.4%	18.2%	64.8%	39.4%	25.5%	
4	139	135	81	24	88	56	32	130
%V	12.8%	13.0%	16.2%	16.7%	12.2%	16.8%	8.2%	15.6%
%H (All HH)		97.1%	58.3%	17.3%	63.3%	40.3%	23.0%	93.5%
%H (TV HH)			60.0%	17.8%	65.2%	41.5%	23.7%	
5+	76	70	43	15	45	33	11	71
%V	7.0%	6.8%	8.6%	10.4%	6.2%	9.9%	2.8%	8.5%
%H (All HH)		92.1%	56.6%	19.7%	59.2%	43.4%	14.5%	93.4%
%H (TV HH)			61.4%	21.4%	64.3%	47.1%	15.7%	
Average HH size	2.34	2.35	2.59	2.70	2.27	2.67	1.92	2.56

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Without	798	754	338	96	545	229	316	577
%V	73.5%	72.9%	67.7%	66.7%	75.4%	68.8%	81.2%	69.0%
%H (All HH)		94.5%	42.4%	12.0%	68.3%	28.7%	39.6%	72.3%
%H (TV HH)			44.8%	12.7%	72.3%	30.4%	41.9%	
With	288	281	161	48	177	104	73	259
%V	26.5%	27.1%	32.3%	33.3%	24.5%	31.2%	18.8%	31.0%
%H (All HH)		97.6%	55.9%	16.7%	61.5%	36.1%	25.3%	89.9%
%H (TV HH)			57.3%	17.1%	63.0%	37.0%	26.0%	
0 - 3	104	99	52	18	58	30	28	88
%V	9.6%	9.6%	10.4%	12.5%	8.0%	9.0%	7.2%	10.5%
%H (All HH)		95.2%	50.0%	17.3%	55.8%	28.8%	26.9%	84.6%
%H (TV HH)			52.5%	18.2%	58.6%	30.3%	28.3%	
4 - 9	147	144	78	29	89	52	37	132
%V	13.5%	13.9%	15.6%	20.1%	12.3%	15.6%	9.5%	15.8%
%H (All HH)		98.0%	53.1%	19.7%	60.5%	35.4%	25.2%	89.8%
%H (TV HH)			54.2%	20.1%	61.8%	36.1%	25.7%	
10 - 15	133	131	82	22	88	58	30	125
%V	12.2%	12.7%	16.4%	15.3%	12.2%	17.4%	7.7%	15.0%
%H (All HH)		98.5%	61.7%	16.5%	66.2%	43.6%	22.6%	94.0%
%H (TV HH)			62.6%	16.8%	67.2%	44.3%	22.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
1	419	419	158	50	276	70	206	289
%V	38.6%	40.5%	31.7%	34.7%	38.2%	21.0%	53.0%	34.6%
%H (All HH)		100.0%	37.7%	11.9%	65.9%	16.7%	49.2%	69.0%
%H (TV HH)			37.7%	11.9%	65.9%	16.7%	49.2%	
2	367	367	186	52	256	126	130	290
%V	33.8%	35.5%	37.3%	36.1%	35.4%	37.8%	33.4%	34.7%
%H (All HH)		100.0%	50.7%	14.2%	69.8%	34.3%	35.4%	79.0%
%H (TV HH)			50.7%	14.2%	69.8%	34.3%	35.4%	
3	152	152	95	21	115	77	38	134
%V	14.0%	14.7%	19.0%	14.6%	15.9%	23.1%	9.8%	16.0%
%H (All HH)		100.0%	62.5%	13.8%	75.7%	50.7%	25.0%	88.2%
%H (TV HH)			62.5%	13.8%	75.7%	50.7%	25.0%	
4	65	65	40	13	51	39	12	61
%V	6.0%	6.3%	8.0%	9.0%	7.1%	11.7%	3.1%	7.3%
%H (All HH)		100.0%	61.5%	20.0%	78.5%	60.0%	18.5%	93.8%
%H (TV HH)			61.5%	20.0%	78.5%	60.0%	18.5%	
5+	31	31	21	8	25	21	4	31
%V	2.9%	3.0%	4.2%	5.6%	3.5%	6.3%	1.0%	3.7%
%H (All HH)		100.0%	67.7%	25.8%	80.6%	67.7%	12.9%	100.0%
%H (TV HH)			67.7%	25.8%	80.6%	67.7%	12.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Under 20"	278	278	138	41	221	121	100	226
%V	25.6%	26.9%	27.7%	28.5%	30.6%	36.3%	25.7%	27.0%
%H (All HH)		100.0%	49.6%	14.7%	79.5%	43.5%	36.0%	81.3%
%H (TV HH)			49.6%	14.7%	79.5%	43.5%	36.0%	
20" - 29"	386	386	181	56	288	137	152	297
%V	35.5%	37.3%	36.3%	38.9%	39.8%	41.1%	39.1%	35.5%
%H (All HH)		100.0%	46.9%	14.5%	74.6%	35.5%	39.4%	76.9%
%H (TV HH)			46.9%	14.5%	74.6%	35.5%	39.4%	
30" - 39"	532	532	268	74	383	190	193	420
%V	49.0%	51.4%	53.7%	51.4%	53.0%	57.1%	49.6%	50.2%
%H (All HH)		100.0%	50.4%	13.9%	72.0%	35.7%	36.3%	78.9%
%H (TV HH)			50.4%	13.9%	72.0%	35.7%	36.3%	
40" and over	406	406	253	65	261	168	92	360
%V	37.4%	39.2%	50.7%	45.1%	36.1%	50.5%	23.7%	43.1%
%H (All HH)		100.0%	62.3%	16.0%	64.3%	41.4%	22.7%	88.7%
%H (TV HH)			62.3%	16.0%	64.3%	41.4%	22.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Main living room	1012	1012	494	144	710	332	378	790
%V	93.2%	97.8%	99.0%	100.0%	98.2%	99.7%	97.2%	94.5%
%H (All HH)		100.0%	48.8%	14.2%	70.2%	32.8%	37.4%	78.1%
%H (TV HH)			48.8%	14.2%	70.2%	32.8%	37.4%	
Kitchen	125	125	65	18	101	58	43	108
%V	11.5%	12.1%	13.0%	12.5%	14.0%	17.4%	11.1%	12.9%
%H (All HH)		100.0%	52.0%	14.4%	80.8%	46.4%	34.4%	86.4%
%H (TV HH)			52.0%	14.4%	80.8%	46.4%	34.4%	
Adult's bedroom	424	424	240	66	310	189	122	357
%V	39.0%	41.0%	48.1%	45.8%	42.9%	56.8%	31.4%	42.7%
%H (All HH)		100.0%	56.6%	15.6%	73.1%	44.6%	28.8%	84.2%
%H (TV HH)			56.6%	15.6%	73.1%	44.6%	28.8%	
Child's bedroom	91	91	55	19	66	49	17	82
%V	8.4%	8.8%	11.0%	13.2%	9.1%	14.7%	4.4%	9.8%
%H (All HH)		100.0%	60.4%	20.9%	72.5%	53.8%	18.7%	90.1%
%H (TV HH)			60.4%	20.9%	72.5%	53.8%	18.7%	
Other bedroom	62	62	41	8	49	36	12	52
%V	5.7%	6.0%	8.2%	5.6%	6.8%	10.8%	3.1%	6.2%
%H (All HH)		100.0%	66.1%	12.9%	79.0%	58.1%	19.4%	83.9%
%H (TV HH)			66.1%	12.9%	79.0%	58.1%	19.4%	
Second living/dining room	77	77	46	8	58	34	24	69
%V	7.1%	7.4%	9.2%	5.6%	8.0%	10.2%	6.2%	8.3%
%H (All HH)		100.0%	59.7%	10.4%	75.3%	44.2%	31.2%	89.6%
%H (TV HH)			59.7%	10.4%	75.3%	44.2%	31.2%	
Study/office	21	21	11	4	16	9	7	19
%V	1.9%	2.0%	2.2%	2.8%	2.2%	2.7%	1.8%	2.3%
%H (All HH)		100.0%	52.4%	19.0%	76.2%	42.9%	33.3%	90.5%
%H (TV HH)			52.4%	19.0%	76.2%	42.9%	33.3%	
TV room	8	8	6	1	3	3	1	8
%V	0.7%	0.8%	1.2%	0.7%	0.4%	0.9%	0.3%	1.0%
%H (All HH)		100.0%	75.0%	12.5%	37.5%	37.5%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	37.5%	37.5%	12.5%	
Conservatory	21	21	12	3	20	13	6	20
%V	1.9%	2.0%	2.4%	2.1%	2.8%	3.9%	1.5%	2.4%
%H (All HH)		100.0%	57.1%	14.3%	95.2%	61.9%	28.6%	95.2%
%H (TV HH)			57.1%	14.3%	95.2%	61.9%	28.6%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	3	3	0	0	2	0	2	1
%V	0.3%	0.3%	0.0%	0.0%	0.3%	0.0%	0.5%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	7	7	5	1	5	3	2	7
%V	0.6%	0.7%	1.0%	0.7%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	71.4%	14.3%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	71.4%	42.9%	28.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Any DSAT provider	499	499	499	9	267	267	0	434
%V	45.9%	48.2%	100.0%	6.3%	36.9%	80.2%	0.0%	51.9%
%H (All HH)			100.0%	1.8%	53.5%	53.5%	0.0%	87.0%
%H (TV HH)			100.0%	1.8%	53.5%	53.5%	0.0%	
Sky with subscription	401	401	401	6	210	210	0	359
%V	36.9%	38.7%	80.4%	4.2%	29.0%	63.1%	0.0%	42.9%
%H (All HH)			100.0%	1.5%	52.4%	52.4%	0.0%	89.5%
%H (TV HH)			100.0%	1.5%	52.4%	52.4%	0.0%	
Sky without subscription	22	22	22	1	13	13	0	17
%V	2.0%	2.1%	4.4%	0.7%	1.8%	3.9%	0.0%	2.0%
%H (All HH)			100.0%	4.5%	59.1%	59.1%	0.0%	77.3%
%H (TV HH)			100.0%	4.5%	59.1%	59.1%	0.0%	
Freesat	76	76	76	2	41	41	0	60
%V	7.0%	7.3%	15.2%	1.4%	5.7%	12.3%	0.0%	7.2%
%H (All HH)			100.0%	2.6%	53.9%	53.9%	0.0%	78.9%
%H (TV HH)			100.0%	2.6%	53.9%	53.9%	0.0%	
Other satellite provider	12	12	12	1	7	7	0	8
%V	1.1%	1.2%	2.4%	0.7%	1.0%	2.1%	0.0%	1.0%
%H (All HH)			100.0%	8.3%	58.3%	58.3%	0.0%	66.7%
%H (TV HH)			100.0%	8.3%	58.3%	58.3%	0.0%	
DCAB	144	144	9	144	70	70	0	127
%V	13.3%	13.9%	1.8%	100.0%	9.7%	21.0%	0.0%	15.2%
%H (All HH)			6.3%	100.0%	48.6%	48.6%	0.0%	88.2%
%H (TV HH)			6.3%	100.0%	48.6%	48.6%	0.0%	
DTT	723	723	267	70	723	333	389	533
%V	66.6%	69.9%	53.5%	48.6%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	36.9%	9.7%	100.0%	46.1%	53.8%	73.7%
%H (TV HH)			36.9%	9.7%	100.0%	46.1%	53.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

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	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
PVR	650	650	415	107	410	275	135	571
%V	59.9%	62.8%	83.2%	74.3%	56.7%	82.6%	34.7%	68.3%
%H (All HH)		100.0%	63.8%	16.5%	63.1%	42.3%	20.8%	87.8%
%H (TV HH)			63.8%	16.5%	63.1%	42.3%	20.8%	
DVDR	43	43	20	8	32	16	16	33
%V	4.0%	4.2%	4.0%	5.6%	4.4%	4.8%	4.1%	3.9%
%H (All HH)		100.0%	46.5%	18.6%	74.4%	37.2%	37.2%	76.7%
%H (TV HH)			46.5%	18.6%	74.4%	37.2%	37.2%	
VCR	36	36	16	4	29	12	16	26
%V	3.3%	3.5%	3.2%	2.8%	4.0%	3.6%	4.1%	3.1%
%H (All HH)		100.0%	44.4%	11.1%	80.6%	33.3%	44.4%	72.2%
%H (TV HH)			44.4%	11.1%	80.6%	33.3%	44.4%	
Any recorder	681	681	425	110	435	282	154	586
%V	62.7%	65.8%	85.2%	76.4%	60.2%	84.7%	39.6%	70.1%
%H (All HH)		100.0%	62.4%	16.2%	63.9%	41.4%	22.6%	86.0%
%H (TV HH)			62.4%	16.2%	63.9%	41.4%	22.6%	
Receives HDTV (via STB or built-in reception)	555	555	332	108	355	234	121	487
%V	51.1%	53.6%	66.5%	75.0%	49.1%	70.3%	31.1%	58.3%
%H (All HH)		100.0%	59.8%	19.5%	64.0%	42.2%	21.8%	87.7%
%H (TV HH)			59.8%	19.5%	64.0%	42.2%	21.8%	
DVD/Blu-ray player or recorder	855	855	429	127	601	298	303	695
%V	78.7%	82.6%	86.0%	88.2%	83.1%	89.5%	77.9%	83.1%
%H (All HH)		100.0%	50.2%	14.9%	70.3%	34.9%	35.4%	81.3%
%H (TV HH)			50.2%	14.9%	70.3%	34.9%	35.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1086	1035	499	144	723	333	389	836
%H (All HH)		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%
%H (TV HH)			48.2%	13.9%	69.9%	32.2%	37.6%	
Has broadband internet	836	806	434	127	533	289	245	836
%V	77.0%	77.9%	87.0%	88.2%	73.7%	86.8%	63.0%	100.0%
%H (All HH)		96.4%	51.9%	15.2%	63.8%	34.6%	29.3%	100.0%
%H (TV HH)			53.8%	15.8%	66.1%	35.9%	30.4%	
Number of computers (PCs and laptops)								
0	208	195	55	17	160	38	121	11
%V	19.2%	18.8%	11.0%	11.8%	22.1%	11.4%	31.1%	1.3%
%H (All HH)		93.8%	26.4%	8.2%	76.9%	18.3%	58.2%	5.3%
%H (TV HH)			28.2%	8.7%	82.1%	19.5%	62.1%	
1	374	353	165	41	243	100	143	335
%V	34.4%	34.1%	33.1%	28.5%	33.6%	30.0%	36.8%	40.1%
%H (All HH)		94.4%	44.1%	11.0%	65.0%	26.7%	38.2%	89.6%
%H (TV HH)			46.7%	11.6%	68.8%	28.3%	40.5%	
2	227	219	121	40	143	83	60	220
%V	20.9%	21.2%	24.2%	27.8%	19.8%	24.9%	15.4%	26.3%
%H (All HH)		96.5%	53.3%	17.6%	63.0%	36.6%	26.4%	96.9%
%H (TV HH)			55.3%	18.3%	65.3%	37.9%	27.4%	
3	125	124	75	22	80	52	28	123
%V	11.5%	12.0%	15.0%	15.3%	11.1%	15.6%	7.2%	14.7%
%H (All HH)		99.2%	60.0%	17.6%	64.0%	41.6%	22.4%	98.4%
%H (TV HH)			60.5%	17.7%	64.5%	41.9%	22.6%	
4	72	71	41	12	51	31	20	69
%V	6.6%	6.9%	8.2%	8.3%	7.1%	9.3%	5.1%	8.3%
%H (All HH)		98.6%	56.9%	16.7%	70.8%	43.1%	27.8%	95.8%
%H (TV HH)			57.7%	16.9%	71.8%	43.7%	28.2%	
5+	80	73	42	12	47	29	17	77
%V	7.4%	7.1%	8.4%	8.3%	6.5%	8.7%	4.4%	9.2%
%H (All HH)		91.3%	52.5%	15.0%	58.8%	36.3%	21.3%	96.3%
%H (TV HH)			57.5%	16.4%	64.4%	39.7%	23.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2045	1091	315	1477	828	649	1691
%H		53.3%	15.4%	72.2%	40.5%	31.7%	82.7%
Under 20"	356	182	52	283	159	124	295
%V	17.4%	16.7%	16.5%	19.2%	19.2%	19.1%	17.4%
%H		51.1%	14.6%	79.5%	44.7%	34.8%	82.9%
20" - 29"	485	234	75	372	193	179	380
%V	23.7%	21.4%	23.8%	25.2%	23.3%	27.6%	22.5%
%H		48.2%	15.5%	76.7%	39.8%	36.9%	78.4%
30" - 39"	622	318	97	447	234	213	501
%V	30.4%	29.1%	30.8%	30.3%	28.3%	32.8%	29.6%
%H		51.1%	15.6%	71.9%	37.6%	34.2%	80.5%
40" and over	475	301	76	310	206	104	427
%V	23.2%	27.6%	24.1%	21.0%	24.9%	16.0%	25.3%
%H		63.4%	16.0%	65.3%	43.4%	21.9%	89.9%
Don't know	26	8	3	18	4	13	18
%V	1.3%	0.7%	1.0%	1.2%	0.5%	2.0%	1.1%
%H		30.8%	11.5%	69.2%	15.4%	50.0%	69.2%
Not Asked	81	48	12	47	32	16	70
%V	4.0%	4.4%	3.8%	3.2%	3.9%	2.5%	4.1%
%H		59.3%	14.8%	58.0%	39.5%	19.8%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2045	1091	315	1477	828	649	1691
%H		53.3%	15.4%	72.2%	40.5%	31.7%	82.7%
Main living room	1022	497	147	717	336	381	798
%V	50.0%	45.6%	46.7%	48.5%	40.6%	58.7%	47.2%
%H		48.6%	14.4%	70.2%	32.9%	37.3%	78.1%
Kitchen	125	65	18	101	58	43	109
%V	6.1%	6.0%	5.7%	6.8%	7.0%	6.6%	6.4%
%H		52.0%	14.4%	80.8%	46.4%	34.4%	87.2%
Adult's bedroom	480	272	84	356	227	129	411
%V	23.5%	24.9%	26.7%	24.1%	27.4%	19.9%	24.3%
%H		56.7%	17.5%	74.2%	47.3%	26.9%	85.6%
Child's bedroom	125	79	27	92	71	21	115
%V	6.1%	7.2%	8.6%	6.2%	8.6%	3.2%	6.8%
%H		63.2%	21.6%	73.6%	56.8%	16.8%	92.0%
Other bedroom	73	48	10	56	42	14	62
%V	3.6%	4.4%	3.2%	3.8%	5.1%	2.2%	3.7%
%H		65.8%	13.7%	76.7%	57.5%	19.2%	84.9%
Second living/dining room	78	46	8	58	34	24	69
%V	3.8%	4.2%	2.5%	3.9%	4.1%	3.7%	4.1%
%H		59.0%	10.3%	74.4%	43.6%	30.8%	88.5%
Study/office	21	11	4	16	9	7	19
%V	1.0%	1.0%	1.3%	1.1%	1.1%	1.1%	1.1%
%H		52.4%	19.0%	76.2%	42.9%	33.3%	90.5%
TV room	8	6	1	3	3	1	8
%V	0.4%	0.5%	0.3%	0.2%	0.4%	0.2%	0.5%
%H		75.0%	12.5%	37.5%	37.5%	12.5%	100.0%
Conservatory	21	12	3	20	13	6	20
%V	1.0%	1.1%	1.0%	1.4%	1.6%	0.9%	1.2%
%H		57.1%	14.3%	95.2%	61.9%	28.6%	95.2%
Attic or loft room	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	3	0	0	2	0	2	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
Other	8	6	1	6	4	2	8
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	100.0%
Not Asked	81	48	12	47	32	16	70
%V	4.0%	4.4%	3.8%	3.2%	3.9%	2.5%	4.1%
%H		59.3%	14.8%	58.0%	39.5%	19.8%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2045	1091	315	1477	828	649	1691
%H		53.3%	15.4%	72.2%	40.5%	31.7%	82.7%
PVR	856	562	150	511	356	155	768
%V	41.9%	51.5%	47.6%	34.6%	43.0%	23.9%	45.4%
%H		65.7%	17.5%	59.7%	41.6%	18.1%	89.7%
DVDR	47	23	9	35	19	16	37
%V	2.3%	2.1%	2.9%	2.4%	2.3%	2.5%	2.2%
%H		48.9%	19.1%	74.5%	40.4%	34.0%	78.7%
VCR	40	18	5	33	15	18	28
%V	2.0%	1.6%	1.6%	2.2%	1.8%	2.8%	1.7%
%H		45.0%	12.5%	82.5%	37.5%	45.0%	70.0%
Any recorder	900	577	157	549	371	178	794
%V	44.0%	52.9%	49.8%	37.2%	44.8%	27.4%	47.0%
%H		64.1%	17.4%	61.0%	41.2%	19.8%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2045	1091	315	1477	828	649	1691
%H		53.3%	15.4%	72.2%	40.5%	31.7%	82.7%
Receives HDTV (via STB or built-in reception)	775	462	168	481	326	155	697
%V	37.9%	42.3%	53.3%	32.6%	39.4%	23.9%	41.2%
%H		59.6%	21.7%	62.1%	42.1%	20.0%	89.9%
DVD/Blu-ray player or recorder	1237	656	200	899	510	390	1045
%V	60.5%	60.1%	63.5%	60.9%	61.6%	60.1%	61.8%
%H		53.0%	16.2%	72.7%	41.2%	31.5%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1033	498	144	722	333	389	805
%H		48.2%	13.9%	69.9%	32.2%	37.7%	77.9%
Under 20"	27	5	0	22	0	22	16
%V	2.6%	1.0%	0.0%	3.0%	0.0%	5.7%	2.0%
%H		18.5%	0.0%	81.5%	0.0%	81.5%	59.3%
20" - 29"	187	61	27	138	39	99	126
%V	18.1%	12.2%	18.8%	19.1%	11.7%	25.4%	15.7%
%H		32.6%	14.4%	73.8%	20.9%	52.9%	67.4%
30" - 39"	409	184	53	301	129	172	304
%V	39.6%	36.9%	36.8%	41.7%	38.7%	44.2%	37.8%
%H		45.0%	13.0%	73.6%	31.5%	42.1%	74.3%
40" and over	395	247	63	254	164	90	349
%V	38.2%	49.6%	43.8%	35.2%	49.2%	23.1%	43.4%
%H		62.5%	15.9%	64.3%	41.5%	22.8%	88.4%
Don't know	11	3	1	7	1	6	5
%V	1.1%	0.6%	0.7%	1.0%	0.3%	1.5%	0.6%
%H		27.3%	9.1%	63.6%	9.1%	54.5%	45.5%
Not Asked	4	0	0	0	0	0	5
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	125.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1033	498	144	722	333	389	805
%H		48.2%	13.9%	69.9%	32.2%	37.7%	77.9%
PVR	636	410	106	398	271	127	559
%V	61.6%	82.3%	73.6%	55.1%	81.4%	32.6%	69.4%
%H		64.5%	16.7%	62.6%	42.6%	20.0%	87.9%
DVDR	36	16	6	26	12	15	26
%V	3.5%	3.2%	4.2%	3.6%	3.6%	3.9%	3.2%
%H		44.4%	16.7%	72.2%	33.3%	41.7%	72.2%
VCR	31	14	3	23	10	13	21
%V	3.0%	2.8%	2.1%	3.2%	3.0%	3.3%	2.6%
%H		45.2%	9.7%	74.2%	32.3%	41.9%	67.7%
Any recorder	667	420	109	423	278	146	576
%V	64.6%	84.3%	75.7%	58.6%	83.5%	37.5%	71.6%
%H		63.0%	16.3%	63.4%	41.7%	21.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1033	498	144	722	333	389	805
%H		48.2%	13.9%	69.9%	32.2%	37.7%	77.9%
Receives HDTV (via STB or built-in reception)	543	326	106	346	229	118	476
%V	52.6%	65.5%	73.6%	47.9%	68.8%	30.3%	59.1%
%H		60.0%	19.5%	63.7%	42.2%	21.7%	87.7%
DVD/Blu-ray player or recorder	820	411	120	570	278	292	665
%V	79.4%	82.5%	83.3%	78.9%	83.5%	75.1%	82.6%
%H		50.1%	14.6%	69.5%	33.9%	35.6%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.18: 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	1012	592	171	755	495	260	886
%H		58.5%	16.9%	74.6%	48.9%	25.7%	87.5%
Under 20"	328	177	52	261	159	102	279
%V	32.4%	29.9%	30.4%	34.6%	32.1%	39.2%	31.5%
%H		54.0%	15.9%	79.6%	48.5%	31.1%	85.1%
20" - 29"	298	174	48	234	154	80	253
%V	29.4%	29.4%	28.1%	31.0%	31.1%	30.8%	28.6%
%H		58.4%	16.1%	78.5%	51.7%	26.8%	84.9%
30" - 39"	214	135	44	146	106	41	197
%V	21.1%	22.8%	25.7%	19.3%	21.4%	15.8%	22.2%
%H		63.1%	20.6%	68.2%	49.5%	19.2%	92.1%
40" and over	80	54	13	56	43	13	78
%V	7.9%	9.1%	7.6%	7.4%	8.7%	5.0%	8.8%
%H		67.5%	16.3%	70.0%	53.8%	16.3%	97.5%
Don't know	15	5	2	11	3	8	13
%V	1.5%	0.8%	1.2%	1.5%	0.6%	3.1%	1.5%
%H		33.3%	13.3%	73.3%	20.0%	53.3%	86.7%
Not Asked	77	47	12	47	30	16	66
%V	7.6%	7.9%	7.0%	6.2%	6.1%	6.2%	7.4%
%H		61.0%	15.6%	61.0%	39.0%	20.8%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1012	592	171	755	495	260	886
%H		58.5%	16.9%	74.6%	48.9%	25.7%	87.5%
PVR	220	152	44	113	85	28	209
%V	21.7%	25.7%	25.7%	15.0%	17.2%	10.8%	23.6%
%H		69.1%	20.0%	51.4%	38.6%	12.7%	95.0%
DVDR	11	7	3	9	8	1	10
%V	1.1%	1.2%	1.8%	1.2%	1.6%	0.4%	1.1%
%H		63.6%	27.3%	81.8%	72.7%	9.1%	90.9%
VCR	9	4	1	9	5	4	7
%V	0.9%	0.7%	0.6%	1.2%	1.0%	1.5%	0.8%
%H		44.4%	11.1%	100.0%	55.6%	44.4%	77.8%
Any recorder	233	157	48	126	93	32	218
%V	23.0%	26.5%	28.1%	16.7%	18.8%	12.3%	24.6%
%H		67.4%	20.6%	54.1%	39.9%	13.7%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1012	592	171	755	495	260	886
%H		58.5%	16.9%	74.6%	48.9%	25.7%	87.5%
Receives HDTV (via STB or built-in reception)	231	136	62	135	98	37	221
%V	22.8%	23.0%	36.3%	17.9%	19.8%	14.2%	24.9%
%H		58.9%	26.8%	58.4%	42.4%	16.0%	95.7%
DVD/Blu-ray player or recorder	416	245	79	330	232	98	379
%V	41.1%	41.4%	46.2%	43.7%	46.9%	37.7%	42.8%
%H		58.9%	19.0%	79.3%	55.8%	23.6%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2538	2435	1291	389	1638	889	749	2140
%H		95.9%	50.9%	15.3%	64.5%	35.0%	29.5%	84.3%
Total Children	490	477	272	82	305	182	124	442
%V	19.3%	19.6%	21.1%	21.1%	18.6%	20.5%	16.6%	20.7%
%H		97.3%	55.5%	16.7%	62.2%	37.1%	25.3%	90.2%
0 - 3	121	115	61	20	68	36	33	103
%V	4.8%	4.7%	4.7%	5.1%	4.2%	4.0%	4.4%	4.8%
%H		95.0%	50.4%	16.5%	56.2%	29.8%	27.3%	85.1%
4 - 15	369	362	211	63	237	146	91	339
%V	14.5%	14.9%	16.3%	16.2%	14.5%	16.4%	12.1%	15.8%
%H		98.1%	57.2%	17.1%	64.2%	39.6%	24.7%	91.9%
4 - 9	198	193	105	36	123	72	51	179
%V	7.8%	7.9%	8.1%	9.3%	7.5%	8.1%	6.8%	8.4%
%H		97.5%	53.0%	18.2%	62.1%	36.4%	25.8%	90.4%
10 - 15	171	169	106	27	113	74	40	160
%V	6.7%	6.9%	8.2%	6.9%	6.9%	8.3%	5.3%	7.5%
%H		98.8%	62.0%	15.8%	66.1%	43.3%	23.4%	93.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2538	2435	1291	389	1638	889	749	2140
%H		95.9%	50.9%	15.3%	64.5%	35.0%	29.5%	84.3%
Total Adults (16+)	2048	1958	1019	306	1333	708	625	1699
%V	80.7%	80.4%	78.9%	78.7%	81.4%	79.6%	83.4%	79.4%
%H		95.6%	49.8%	14.9%	65.1%	34.6%	30.5%	83.0%
16 - 19	153	143	83	27	89	62	27	138
%V	6.0%	5.9%	6.4%	6.9%	5.4%	7.0%	3.6%	6.4%
%H		93.5%	54.2%	17.6%	58.2%	40.5%	17.6%	90.2%
20 - 24	142	123	61	33	71	48	24	124
%V	5.6%	5.1%	4.7%	8.5%	4.3%	5.4%	3.2%	5.8%
%H		86.6%	43.0%	23.2%	50.0%	33.8%	16.9%	87.3%
25 - 34	294	277	149	61	171	104	67	262
%V	11.6%	11.4%	11.5%	15.7%	10.4%	11.7%	8.9%	12.2%
%H		94.2%	50.7%	20.7%	58.2%	35.4%	22.8%	89.1%
35 - 44	311	298	166	49	183	103	80	284
%V	12.3%	12.2%	12.9%	12.6%	11.2%	11.6%	10.7%	13.3%
%H		95.8%	53.4%	15.8%	58.8%	33.1%	25.7%	91.3%
45 - 54	386	375	208	58	257	144	113	355
%V	15.2%	15.4%	16.1%	14.9%	15.7%	16.2%	15.1%	16.6%
%H		97.2%	53.9%	15.0%	66.6%	37.3%	29.3%	92.0%
55 - 64	297	285	153	34	203	103	101	256
%V	11.7%	11.7%	11.9%	8.7%	12.4%	11.6%	13.5%	12.0%
%H		96.0%	51.5%	11.4%	68.4%	34.7%	34.0%	86.2%
65+	465	456	199	44	359	145	215	279
%V	18.3%	18.7%	15.4%	11.3%	21.9%	16.3%	28.7%	13.0%
%H		98.1%	42.8%	9.5%	77.2%	31.2%	46.2%	60.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: 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+)	2048	1958	1019	306	1333	708	625	1699
%H		95.6%	49.8%	14.9%	65.1%	34.6%	30.5%	83.0%
AB	591	576	313	80	394	209	185	551
%V	28.9%	29.4%	30.7%	26.1%	29.6%	29.5%	29.6%	32.4%
%H		97.5%	53.0%	13.5%	66.7%	35.4%	31.3%	93.2%
C1	628	589	299	102	383	204	179	551
%V	30.7%	30.1%	29.3%	33.3%	28.7%	28.8%	28.6%	32.4%
%H		93.8%	47.6%	16.2%	61.0%	32.5%	28.5%	87.7%
C2	421	412	242	65	277	168	109	338
%V	20.6%	21.0%	23.7%	21.2%	20.8%	23.7%	17.4%	19.9%
%H		97.9%	57.5%	15.4%	65.8%	39.9%	25.9%	80.3%
D	245	229	106	41	159	82	78	186
%V	12.0%	11.7%	10.4%	13.4%	11.9%	11.6%	12.5%	10.9%
%H		93.5%	43.3%	16.7%	64.9%	33.5%	31.8%	75.9%
E	163	152	59	18	119	45	74	72
%V	8.0%	7.8%	5.8%	5.9%	8.9%	6.4%	11.8%	4.2%
%H		93.3%	36.2%	11.0%	73.0%	27.6%	45.4%	44.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2048	1958	1019	306	1333	708	625	1699
%H		95.6%	49.8%	14.9%	65.1%	34.6%	30.5%	83.0%
Working full time	890	858	489	157	538	321	218	822
%V	43.5%	43.8%	48.0%	51.3%	40.4%	45.3%	34.9%	48.4%
%H		96.4%	54.9%	17.6%	60.4%	36.1%	24.5%	92.4%
Working part time	242	233	123	33	174	97	77	219
%V	11.8%	11.9%	12.1%	10.8%	13.1%	13.7%	12.3%	12.9%
%H		96.3%	50.8%	13.6%	71.9%	40.1%	31.8%	90.5%
Not working	916	867	407	116	621	290	331	657
%V	44.7%	44.3%	39.9%	37.9%	46.6%	41.0%	53.0%	38.7%
%H		94.7%	44.4%	12.7%	67.8%	31.7%	36.1%	71.7%
Housewife/Houseperson	1086	1035	499	144	723	333	389	836
%V	53.0%	52.9%	49.0%	47.1%	54.2%	47.0%	62.2%	49.2%
%H		95.3%	45.9%	13.3%	66.6%	30.7%	35.8%	77.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	977	927	501	151	619	347	272	831
%H		94.9%	51.3%	15.5%	63.4%	35.5%	27.8%	85.1%
16 - 19	76	72	41	15	42	30	12	70
%V	7.8%	7.8%	8.2%	9.9%	6.8%	8.6%	4.4%	8.4%
%H		94.7%	53.9%	19.7%	55.3%	39.5%	15.8%	92.1%
20 - 24	70	61	31	18	36	27	9	61
%V	7.2%	6.6%	6.2%	11.9%	5.8%	7.8%	3.3%	7.3%
%H		87.1%	44.3%	25.7%	51.4%	38.6%	12.9%	87.1%
25 - 34	140	130	68	30	78	46	32	125
%V	14.3%	14.0%	13.6%	19.9%	12.6%	13.3%	11.8%	15.0%
%H		92.9%	48.6%	21.4%	55.7%	32.9%	22.9%	89.3%
35 - 44	146	137	81	21	78	46	32	133
%V	14.9%	14.8%	16.2%	13.9%	12.6%	13.3%	11.8%	16.0%
%H		93.8%	55.5%	14.4%	53.4%	31.5%	21.9%	91.1%
45 - 54	188	182	100	32	125	72	53	169
%V	19.2%	19.6%	20.0%	21.2%	20.2%	20.7%	19.5%	20.3%
%H		96.8%	53.2%	17.0%	66.5%	38.3%	28.2%	89.9%
55 - 64	149	143	79	16	102	53	49	128
%V	15.3%	15.4%	15.8%	10.6%	16.5%	15.3%	18.0%	15.4%
%H		96.0%	53.0%	10.7%	68.5%	35.6%	32.9%	85.9%
65+	208	203	99	19	157	72	85	145
%V	21.3%	21.9%	19.8%	12.6%	25.4%	20.7%	31.3%	17.4%
%H		97.6%	47.6%	9.1%	75.5%	34.6%	40.9%	69.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	977	927	501	151	619	347	272	831
%H		94.9%	51.3%	15.5%	63.4%	35.5%	27.8%	85.1%
AB	303	294	161	44	200	109	91	285
%V	31.0%	31.7%	32.1%	29.1%	32.3%	31.4%	33.5%	34.3%
%H		97.0%	53.1%	14.5%	66.0%	36.0%	30.0%	94.1%
C1	281	262	140	48	165	95	70	251
%V	28.8%	28.3%	27.9%	31.8%	26.7%	27.4%	25.7%	30.2%
%H		93.2%	49.8%	17.1%	58.7%	33.8%	24.9%	89.3%
C2	218	212	124	32	141	84	57	174
%V	22.3%	22.9%	24.8%	21.2%	22.8%	24.2%	21.0%	20.9%
%H		97.2%	56.9%	14.7%	64.7%	38.5%	26.1%	79.8%
D	110	103	51	20	68	39	29	90
%V	11.3%	11.1%	10.2%	13.2%	11.0%	11.2%	10.7%	10.8%
%H		93.6%	46.4%	18.2%	61.8%	35.5%	26.4%	81.8%
E	65	57	25	7	45	20	25	31
%V	6.7%	6.1%	5.0%	4.6%	7.3%	5.8%	9.2%	3.7%
%H		87.7%	38.5%	10.8%	69.2%	30.8%	38.5%	47.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	977	927	501	151	619	347	272	831
%H		94.9%	51.3%	15.5%	63.4%	35.5%	27.8%	85.1%
Working full time	544	521	300	94	327	196	131	498
%V	55.7%	56.2%	59.9%	62.3%	52.8%	56.5%	48.2%	59.9%
%H		95.8%	55.1%	17.3%	60.1%	36.0%	24.1%	91.5%
Working part time	52	50	24	6	40	20	19	49
%V	5.3%	5.4%	4.8%	4.0%	6.5%	5.8%	7.0%	5.9%
%H		96.2%	46.2%	11.5%	76.9%	38.5%	36.5%	94.2%
Not working	381	357	176	51	252	130	122	285
%V	39.0%	38.5%	35.1%	33.8%	40.7%	37.5%	44.9%	34.3%
%H		93.7%	46.2%	13.4%	66.1%	34.1%	32.0%	74.8%
Housewife/Houseperson	221	201	92	24	138	55	83	157
%V	22.6%	21.7%	18.4%	15.9%	22.3%	15.9%	30.5%	18.9%
%H		91.0%	41.6%	10.9%	62.4%	24.9%	37.6%	71.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1071	1030	519	155	714	361	353	867
%H		96.2%	48.5%	14.5%	66.7%	33.7%	33.0%	81.0%
16 - 19	77	71	42	12	46	32	14	68
%V	7.2%	6.9%	8.1%	7.7%	6.4%	8.9%	4.0%	7.8%
%H		92.2%	54.5%	15.6%	59.7%	41.6%	18.2%	88.3%
20 - 24	72	62	30	15	35	20	15	63
%V	6.7%	6.0%	5.8%	9.7%	4.9%	5.5%	4.2%	7.3%
%H		86.1%	41.7%	20.8%	48.6%	27.8%	20.8%	87.5%
25 - 34	154	147	80	31	92	57	35	138
%V	14.4%	14.3%	15.4%	20.0%	12.9%	15.8%	9.9%	15.9%
%H		95.5%	51.9%	20.1%	59.7%	37.0%	22.7%	89.6%
35 - 44	165	161	85	28	105	57	47	151
%V	15.4%	15.6%	16.4%	18.1%	14.7%	15.8%	13.3%	17.4%
%H		97.6%	51.5%	17.0%	63.6%	34.5%	28.5%	91.5%
45 - 54	199	193	108	27	132	72	60	185
%V	18.6%	18.7%	20.8%	17.4%	18.5%	19.9%	17.0%	21.3%
%H		97.0%	54.3%	13.6%	66.3%	36.2%	30.2%	93.0%
55 - 64	148	142	74	17	102	50	52	128
%V	13.8%	13.8%	14.3%	11.0%	14.3%	13.9%	14.7%	14.8%
%H		95.9%	50.0%	11.5%	68.9%	33.8%	35.1%	86.5%
65+	257	254	100	25	202	72	130	134
%V	24.0%	24.7%	19.3%	16.1%	28.3%	19.9%	36.8%	15.5%
%H		98.8%	38.9%	9.7%	78.6%	28.0%	50.6%	52.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1071	1030	519	155	714	361	353	867
%H		96.2%	48.5%	14.5%	66.7%	33.7%	33.0%	81.0%
AB	287	282	153	36	194	100	95	266
%V	26.8%	27.4%	29.5%	23.2%	27.2%	27.7%	26.9%	30.7%
%H		98.3%	53.3%	12.5%	67.6%	34.8%	33.1%	92.7%
C1	347	327	159	54	219	109	110	300
%V	32.4%	31.7%	30.6%	34.8%	30.7%	30.2%	31.2%	34.6%
%H		94.2%	45.8%	15.6%	63.1%	31.4%	31.7%	86.5%
C2	203	200	118	32	137	84	52	164
%V	19.0%	19.4%	22.7%	20.6%	19.2%	23.3%	14.7%	18.9%
%H		98.5%	58.1%	15.8%	67.5%	41.4%	25.6%	80.8%
D	135	126	55	21	91	43	48	97
%V	12.6%	12.2%	10.6%	13.5%	12.7%	11.9%	13.6%	11.2%
%H		93.3%	40.7%	15.6%	67.4%	31.9%	35.6%	71.9%
E	98	95	34	11	73	25	49	41
%V	9.2%	9.2%	6.6%	7.1%	10.2%	6.9%	13.9%	4.7%
%H		96.9%	34.7%	11.2%	74.5%	25.5%	50.0%	41.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1071	1030	519	155	714	361	353	867
%H		96.2%	48.5%	14.5%	66.7%	33.7%	33.0%	81.0%
Working full time	346	338	189	63	211	124	87	325
%V	32.3%	32.8%	36.4%	40.6%	29.6%	34.3%	24.6%	37.5%
%H		97.7%	54.6%	18.2%	61.0%	35.8%	25.1%	93.9%
Working part time	190	183	99	28	134	77	57	170
%V	17.7%	17.8%	19.1%	18.1%	18.8%	21.3%	16.1%	19.6%
%H		96.3%	52.1%	14.7%	70.5%	40.5%	30.0%	89.5%
Not working	535	510	231	64	369	160	209	372
%V	50.0%	49.5%	44.5%	41.3%	51.7%	44.3%	59.2%	42.9%
%H		95.3%	43.2%	12.0%	69.0%	29.9%	39.1%	69.5%
Housewife/Houseperson	865	834	407	120	584	278	306	679
%V	80.8%	81.0%	78.4%	77.4%	81.8%	77.0%	86.7%	78.3%
%H		96.4%	47.1%	13.9%	67.5%	32.1%	35.4%	78.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
AB	829	813	379	136	612	310	302	747
%V	23.1%	23.3%	27.1%	20.4%	22.8%	24.5%	21.3%	28.5%
%H (All HH)		98.1%	45.7%	16.4%	73.8%	37.4%	36.4%	90.1%
%H (TV HH)			46.6%	16.7%	75.3%	38.1%	37.1%	
C1	907	881	342	192	682	334	347	750
%V	25.3%	25.3%	24.4%	28.7%	25.4%	26.4%	24.4%	28.6%
%H (All HH)		97.1%	37.7%	21.2%	75.2%	36.8%	38.3%	82.7%
%H (TV HH)			38.8%	21.8%	77.4%	37.9%	39.4%	
C2	787	774	325	161	609	320	290	600
%V	21.9%	22.2%	23.2%	24.1%	22.6%	25.3%	20.4%	22.9%
%H (All HH)		98.3%	41.3%	20.5%	77.4%	40.7%	36.8%	76.2%
%H (TV HH)			42.0%	20.8%	78.7%	41.3%	37.5%	
D	589	565	224	110	434	200	234	357
%V	16.4%	16.2%	16.0%	16.5%	16.1%	15.8%	16.5%	13.6%
%H (All HH)		95.9%	38.0%	18.7%	73.7%	34.0%	39.7%	60.6%
%H (TV HH)			39.6%	19.5%	76.8%	35.4%	41.4%	
E	480	448	130	68	352	104	248	169
%V	13.4%	12.9%	9.3%	10.2%	13.1%	8.2%	17.5%	6.4%
%H (All HH)		93.3%	27.1%	14.2%	73.3%	21.7%	51.7%	35.2%
%H (TV HH)			29.0%	15.2%	78.6%	23.2%	55.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%V (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Under 25	169	152	52	25	113	44	69	122
%V	4.7%	4.4%	3.7%	3.7%	4.2%	3.5%	4.9%	4.7%
%H (All HH)		89.9%	30.8%	14.8%	66.9%	26.0%	40.8%	72.2%
%H (TV HH)			34.2%	16.4%	74.3%	28.9%	45.4%	
25 - 34	552	532	248	119	361	196	165	461
%V	15.4%	15.3%	17.7%	17.8%	13.4%	15.5%	11.6%	17.6%
%H (All HH)		96.4%	44.9%	21.6%	65.4%	35.5%	29.9%	83.5%
%H (TV HH)			46.6%	22.4%	67.9%	36.8%	31.0%	
35 - 44	609	590	287	153	412	261	151	548
%V	17.0%	16.9%	20.5%	22.9%	15.3%	20.6%	10.6%	20.9%
%H (All HH)		96.9%	47.1%	25.1%	67.7%	42.9%	24.8%	90.0%
%H (TV HH)			48.6%	25.9%	69.8%	44.2%	25.6%	
45 - 54	704	683	318	148	528	307	221	607
%V	19.6%	19.6%	22.7%	22.2%	19.6%	24.2%	15.6%	23.2%
%H (All HH)		97.0%	45.2%	21.0%	75.0%	43.6%	31.4%	86.2%
%H (TV HH)			46.6%	21.7%	77.3%	44.9%	32.4%	
55 - 64	591	575	234	110	468	232	236	457
%V	16.5%	16.5%	16.7%	16.5%	17.4%	18.3%	16.6%	17.4%
%H (All HH)		97.3%	39.6%	18.6%	79.2%	39.3%	39.9%	77.3%
%H (TV HH)			40.7%	19.1%	81.4%	40.3%	41.0%	
65 +	967	950	262	113	807	227	580	427
%V	26.9%	27.3%	18.7%	16.9%	30.0%	17.9%	40.8%	16.3%
%H (All HH)		98.2%	27.1%	11.7%	83.5%	23.5%	60.0%	44.2%
%H (TV HH)			27.6%	11.9%	84.9%	23.9%	61.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
1	1077	1016	256	140	828	217	611	498
%V	30.0%	29.2%	18.3%	21.0%	30.8%	17.1%	43.0%	19.0%
%H (All HH)		94.3%	23.8%	13.0%	76.9%	20.1%	56.7%	46.2%
%H (TV HH)			25.2%	13.8%	81.5%	21.4%	60.1%	
2	1196	1173	460	219	928	431	497	928
%V	33.3%	33.7%	32.8%	32.8%	34.5%	34.0%	35.0%	35.4%
%H (All HH)		98.1%	38.5%	18.3%	77.6%	36.0%	41.6%	77.6%
%H (TV HH)			39.2%	18.7%	79.1%	36.7%	42.4%	
3	593	584	292	136	434	271	162	522
%V	16.5%	16.8%	20.8%	20.4%	16.1%	21.4%	11.4%	19.9%
%H (All HH)		98.5%	49.2%	22.9%	73.2%	45.7%	27.3%	88.0%
%H (TV HH)			50.0%	23.3%	74.3%	46.4%	27.7%	
4	472	464	255	112	331	225	106	438
%V	13.1%	13.3%	18.2%	16.8%	12.3%	17.8%	7.5%	16.7%
%H (All HH)		98.3%	54.0%	23.7%	70.1%	47.7%	22.5%	92.8%
%H (TV HH)			55.0%	24.1%	71.3%	48.5%	22.8%	
5+	253	245	138	62	168	123	45	235
%V	7.0%	7.0%	9.9%	9.3%	6.2%	9.7%	3.2%	9.0%
%H (All HH)		96.8%	54.5%	24.5%	66.4%	48.6%	17.8%	92.9%
%H (TV HH)			56.3%	25.3%	68.6%	50.2%	18.4%	
Average HH size	2.37	2.39	2.74	2.66	2.32	2.74	1.94	2.66

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Without	2633	2541	914	437	2026	837	1189	1773
%V	73.3%	73.0%	65.2%	65.4%	75.3%	66.1%	83.7%	67.6%
%H (All HH)		96.5%	34.7%	16.6%	76.9%	31.8%	45.2%	67.3%
%H (TV HH)			36.0%	17.2%	79.7%	32.9%	46.8%	
With	958	941	487	232	663	431	233	849
%V	26.7%	27.0%	34.8%	34.7%	24.7%	34.0%	16.4%	32.4%
%H (All HH)		98.2%	50.8%	24.2%	69.2%	45.0%	24.3%	88.6%
%H (TV HH)			51.8%	24.7%	70.5%	45.8%	24.8%	
0 - 3	384	376	198	85	258	163	95	319
%V	10.7%	10.8%	14.1%	12.7%	9.6%	12.9%	6.7%	12.2%
%H (All HH)		97.9%	51.6%	22.1%	67.2%	42.4%	24.7%	83.1%
%H (TV HH)			52.7%	22.6%	68.6%	43.4%	25.3%	
4 - 9	473	464	241	116	325	215	110	418
%V	13.2%	13.3%	17.2%	17.4%	12.1%	17.0%	7.7%	15.9%
%H (All HH)		98.1%	51.0%	24.5%	68.7%	45.5%	23.3%	88.4%
%H (TV HH)			51.9%	25.0%	70.0%	46.3%	23.7%	
10 - 15	448	441	230	118	311	212	99	420
%V	12.5%	12.7%	16.4%	17.7%	11.6%	16.7%	7.0%	16.0%
%H (All HH)		98.4%	51.3%	26.3%	69.4%	47.3%	22.1%	93.8%
%H (TV HH)			52.2%	26.8%	70.5%	48.1%	22.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
1	1434	1434	452	236	1015	288	727	861
%V	39.9%	41.2%	32.3%	35.3%	37.7%	22.7%	51.2%	32.8%
%H (All HH)		100.0%	31.5%	16.5%	70.8%	20.1%	50.7%	60.0%
%H (TV HH)			31.5%	16.5%	70.8%	20.1%	50.7%	
2	1168	1168	497	227	922	468	454	895
%V	32.5%	33.5%	35.5%	34.0%	34.3%	36.9%	31.9%	34.1%
%H (All HH)		100.0%	42.6%	19.4%	78.9%	40.1%	38.9%	76.6%
%H (TV HH)			42.6%	19.4%	78.9%	40.1%	38.9%	
3	559	559	277	120	472	301	171	506
%V	15.6%	16.1%	19.8%	18.0%	17.6%	23.8%	12.0%	19.3%
%H (All HH)		100.0%	49.6%	21.5%	84.4%	53.8%	30.6%	90.5%
%H (TV HH)			49.6%	21.5%	84.4%	53.8%	30.6%	
4	208	208	105	59	186	137	49	191
%V	5.8%	6.0%	7.5%	8.8%	6.9%	10.8%	3.4%	7.3%
%H (All HH)		100.0%	50.5%	28.4%	89.4%	65.9%	23.6%	91.8%
%H (TV HH)			50.5%	28.4%	89.4%	65.9%	23.6%	
5+	112	112	69	26	94	73	20	109
%V	3.1%	3.2%	4.9%	3.9%	3.5%	5.8%	1.4%	4.2%
%H (All HH)		100.0%	61.6%	23.2%	83.9%	65.2%	17.9%	97.3%
%H (TV HH)			61.6%	23.2%	83.9%	65.2%	17.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%V (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Under 20"	845	845	357	161	735	399	336	668
%V	23.5%	24.3%	25.5%	24.1%	27.3%	31.5%	23.6%	25.5%
%H (All HH)		100.0%	42.2%	19.1%	87.0%	47.2%	39.8%	79.1%
%H (TV HH)			42.2%	19.1%	87.0%	47.2%	39.8%	
20" - 29"	1332	1332	509	243	1100	510	591	984
%V	37.1%	38.3%	36.3%	36.4%	40.9%	40.3%	41.6%	37.5%
%H (All HH)		100.0%	38.2%	18.2%	82.6%	38.3%	44.4%	73.9%
%H (TV HH)			38.2%	18.2%	82.6%	38.3%	44.4%	
30" - 39"	1852	1852	752	387	1469	739	731	1405
%V	51.6%	53.2%	53.7%	57.9%	54.6%	58.3%	51.4%	53.6%
%H (All HH)		100.0%	40.6%	20.9%	79.3%	39.9%	39.5%	75.9%
%H (TV HH)			40.6%	20.9%	79.3%	39.9%	39.5%	
40" and over	1380	1380	733	306	1009	652	356	1184
%V	38.4%	39.6%	52.3%	45.8%	37.5%	51.5%	25.1%	45.2%
%H (All HH)		100.0%	53.1%	22.2%	73.1%	47.2%	25.8%	85.8%
%H (TV HH)			53.1%	22.2%	73.1%	47.2%	25.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Main living room	3429	3429	1390	663	2656	1259	1398	2526
%V	95.5%	98.5%	99.2%	99.3%	98.8%	99.4%	98.4%	96.3%
%H (All HH)		100.0%	40.5%	19.3%	77.5%	36.7%	40.8%	73.7%
%H (TV HH)			40.5%	19.3%	77.5%	36.7%	40.8%	
Kitchen	431	431	201	77	380	222	159	360
%V	12.0%	12.4%	14.3%	11.5%	14.1%	17.5%	11.2%	13.7%
%H (All HH)		100.0%	46.6%	17.9%	88.2%	51.5%	36.9%	83.5%
%H (TV HH)			46.6%	17.9%	88.2%	51.5%	36.9%	
Adult's bedroom	1459	1459	684	311	1217	734	483	1217
%V	40.6%	41.9%	48.8%	46.6%	45.3%	57.9%	34.0%	46.4%
%H (All HH)		100.0%	46.9%	21.3%	83.4%	50.3%	33.1%	83.4%
%H (TV HH)			46.9%	21.3%	83.4%	50.3%	33.1%	
Child's bedroom	309	309	162	87	256	189	67	290
%V	8.6%	8.9%	11.6%	13.0%	9.5%	14.9%	4.7%	11.1%
%H (All HH)		100.0%	52.4%	28.2%	82.8%	61.2%	21.7%	93.9%
%H (TV HH)			52.4%	28.2%	82.8%	61.2%	21.7%	
Other bedroom	155	155	76	43	128	88	40	144
%V	4.3%	4.5%	5.4%	6.4%	4.8%	6.9%	2.8%	5.5%
%H (All HH)		100.0%	49.0%	27.7%	82.6%	56.8%	25.8%	92.9%
%H (TV HH)			49.0%	27.7%	82.6%	56.8%	25.8%	
Second living/dining room	326	326	151	79	275	172	104	273
%V	9.1%	9.4%	10.8%	11.8%	10.2%	13.6%	7.3%	10.4%
%H (All HH)		100.0%	46.3%	24.2%	84.4%	52.8%	31.9%	83.7%
%H (TV HH)			46.3%	24.2%	84.4%	52.8%	31.9%	
Study/office	46	46	23	6	36	19	17	45
%V	1.3%	1.3%	1.6%	0.9%	1.3%	1.5%	1.2%	1.7%
%H (All HH)		100.0%	50.0%	13.0%	78.3%	41.3%	37.0%	97.8%
%H (TV HH)			50.0%	13.0%	78.3%	41.3%	37.0%	
TV room	23	23	13	4	20	14	6	22
%V	0.6%	0.7%	0.9%	0.6%	0.7%	1.1%	0.4%	0.8%
%H (All HH)		100.0%	56.5%	17.4%	87.0%	60.9%	26.1%	95.7%
%H (TV HH)			56.5%	17.4%	87.0%	60.9%	26.1%	
Conservatory	81	81	43	17	69	45	24	75
%V	2.3%	2.3%	3.1%	2.5%	2.6%	3.6%	1.7%	2.9%
%H (All HH)		100.0%	53.1%	21.0%	85.2%	55.6%	29.6%	92.6%
%H (TV HH)			53.1%	21.0%	85.2%	55.6%	29.6%	
Attic or loft room	3	3	1	1	3	2	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%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	4	4	1	0	4	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	50.0%	
Other	19	19	6	7	17	11	6	18
%V	0.5%	0.5%	0.4%	1.0%	0.6%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	31.6%	36.8%	89.5%	57.9%	31.6%	94.7%
%H (TV HH)			31.6%	36.8%	89.5%	57.9%	31.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Any DSAT provider	1401	1401	1401	38	883	883	0	1200
%V	39.0%	40.2%	100.0%	5.7%	32.8%	69.7%	0.0%	45.8%
%H (All HH)			100.0%	2.7%	63.0%	63.0%	0.0%	85.7%
%H (TV HH)			100.0%	2.7%	63.0%	63.0%	0.0%	
Sky with subscription	1126	1126	1126	22	726	726	0	996
%V	31.3%	32.3%	80.4%	3.3%	27.0%	57.3%	0.0%	38.0%
%H (All HH)			100.0%	2.0%	64.5%	64.5%	0.0%	88.5%
%H (TV HH)			100.0%	2.0%	64.5%	64.5%	0.0%	
Sky without subscription	98	98	98	5	48	48	0	66
%V	2.7%	2.8%	7.0%	0.7%	1.8%	3.8%	0.0%	2.5%
%H (All HH)			100.0%	5.1%	49.0%	49.0%	0.0%	67.3%
%H (TV HH)			100.0%	5.1%	49.0%	49.0%	0.0%	
Freesat	160	160	160	8	106	106	0	126
%V	4.5%	4.6%	11.4%	1.2%	3.9%	8.4%	0.0%	4.8%
%H (All HH)			100.0%	5.0%	66.3%	66.3%	0.0%	78.8%
%H (TV HH)			100.0%	5.0%	66.3%	66.3%	0.0%	
Other satellite provider	46	46	46	3	21	21	0	39
%V	1.3%	1.3%	3.3%	0.4%	0.8%	1.7%	0.0%	1.5%
%H (All HH)			100.0%	6.5%	45.7%	45.7%	0.0%	84.8%
%H (TV HH)			100.0%	6.5%	45.7%	45.7%	0.0%	
DCAB	668	668	38	668	408	408	0	574
%V	18.6%	19.2%	2.7%	100.0%	15.2%	32.2%	0.0%	21.9%
%H (All HH)			5.7%	100.0%	61.1%	61.1%	0.0%	85.9%
%H (TV HH)			5.7%	100.0%	61.1%	61.1%	0.0%	
DTT	2689	2689	883	408	2689	1267	1421	1904
%V	74.9%	77.2%	63.0%	61.1%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	32.8%	15.2%	100.0%	47.1%	52.8%	70.8%
%H (TV HH)			32.8%	15.2%	100.0%	47.1%	52.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
PVR	2042	2042	1139	469	1490	1028	463	1769
%V	56.8%	58.6%	81.3%	70.2%	55.4%	81.1%	32.6%	67.5%
%H (All HH)		100.0%	55.8%	23.0%	73.0%	50.3%	22.7%	86.6%
%H (TV HH)			55.8%	23.0%	73.0%	50.3%	22.7%	
DVDR	186	186	76	35	145	68	77	152
%V	5.2%	5.3%	5.4%	5.2%	5.4%	5.4%	5.4%	5.8%
%H (All HH)		100.0%	40.9%	18.8%	78.0%	36.6%	41.4%	81.7%
%H (TV HH)			40.9%	18.8%	78.0%	36.6%	41.4%	
VCR	125	125	42	21	108	44	64	75
%V	3.5%	3.6%	3.0%	3.1%	4.0%	3.5%	4.5%	2.9%
%H (All HH)		100.0%	33.6%	16.8%	86.4%	35.2%	51.2%	60.0%
%H (TV HH)			33.6%	16.8%	86.4%	35.2%	51.2%	
Any recorder	2170	2170	1165	487	1603	1055	547	1839
%V	60.4%	62.3%	83.2%	72.9%	59.6%	83.3%	38.5%	70.1%
%H (All HH)		100.0%	53.7%	22.4%	73.9%	48.6%	25.2%	84.7%
%H (TV HH)			53.7%	22.4%	73.9%	48.6%	25.2%	
Receives HDTV (via STB or built-in reception)	1895	1895	902	497	1417	890	527	1620
%V	52.8%	54.4%	64.4%	74.4%	52.7%	70.2%	37.1%	61.8%
%H (All HH)		100.0%	47.6%	26.2%	74.8%	47.0%	27.8%	85.5%
%H (TV HH)			47.6%	26.2%	74.8%	47.0%	27.8%	
DVD/Blu-ray player or recorder	2719	2719	1166	557	2116	1091	1026	2141
%V	75.7%	78.1%	83.2%	83.4%	78.7%	86.1%	72.2%	81.7%
%H (All HH)		100.0%	42.9%	20.5%	77.8%	40.1%	37.7%	78.7%
%H (TV HH)			42.9%	20.5%	77.8%	40.1%	37.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3592	3482	1401	668	2689	1267	1421	2622
%H (All HH)		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%
%H (TV HH)			40.2%	19.2%	77.2%	36.4%	40.8%	
Has broadband internet	2622	2562	1200	574	1904	1105	798	2622
%V	73.0%	73.6%	85.7%	85.9%	70.8%	87.2%	56.2%	100.0%
%H (All HH)		97.7%	45.8%	21.9%	72.6%	42.1%	30.4%	100.0%
%H (TV HH)			46.8%	22.4%	74.3%	43.1%	31.1%	
Number of computers (PCs and laptops)								
0	827	786	172	82	668	136	531	40
%V	23.0%	22.6%	12.3%	12.3%	24.8%	10.7%	37.4%	1.5%
%H (All HH)		95.0%	20.8%	9.9%	80.8%	16.4%	64.2%	4.8%
%H (TV HH)			21.9%	10.4%	85.0%	17.3%	67.6%	
1	1264	1227	494	236	951	456	495	1121
%V	35.2%	35.2%	35.3%	35.3%	35.4%	36.0%	34.8%	42.8%
%H (All HH)		97.1%	39.1%	18.7%	75.2%	36.1%	39.2%	88.7%
%H (TV HH)			40.3%	19.2%	77.5%	37.2%	40.3%	
2	731	717	342	172	534	326	209	702
%V	20.4%	20.6%	24.4%	25.7%	19.9%	25.7%	14.7%	26.8%
%H (All HH)		98.1%	46.8%	23.5%	73.1%	44.6%	28.6%	96.0%
%H (TV HH)			47.7%	24.0%	74.5%	45.5%	29.1%	
3	399	387	198	89	280	177	103	394
%V	11.1%	11.1%	14.1%	13.3%	10.4%	14.0%	7.2%	15.0%
%H (All HH)		97.0%	49.6%	22.3%	70.2%	44.4%	25.8%	98.7%
%H (TV HH)			51.2%	23.0%	72.4%	45.7%	26.6%	
4	185	183	97	44	128	86	42	183
%V	5.2%	5.3%	6.9%	6.6%	4.8%	6.8%	3.0%	7.0%
%H (All HH)		98.9%	52.4%	23.8%	69.2%	46.5%	22.7%	98.9%
%H (TV HH)			53.0%	24.0%	69.9%	47.0%	23.0%	
5+	186	182	98	45	128	86	42	182
%V	5.2%	5.2%	7.0%	6.7%	4.8%	6.8%	3.0%	6.9%
%H (All HH)		97.8%	52.7%	24.2%	68.8%	46.2%	22.6%	97.8%
%H (TV HH)			53.8%	24.7%	70.3%	47.3%	23.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6885	3070	1426	5525	3069	2456	5522
%H		44.6%	20.7%	80.2%	44.6%	35.7%	80.2%
Under 20"	1078	461	210	952	530	422	875
%V	15.7%	15.0%	14.7%	17.2%	17.3%	17.2%	15.8%
%H		42.8%	19.5%	88.3%	49.2%	39.1%	81.2%
20" - 29"	1673	660	317	1396	684	713	1272
%V	24.3%	21.5%	22.2%	25.3%	22.3%	29.0%	23.0%
%H		39.5%	18.9%	83.4%	40.9%	42.6%	76.0%
30" - 39"	2189	926	472	1755	938	816	1710
%V	31.8%	30.2%	33.1%	31.8%	30.6%	33.2%	31.0%
%H		42.3%	21.6%	80.2%	42.9%	37.3%	78.1%
40" and over	1594	866	360	1171	784	387	1386
%V	23.2%	28.2%	25.2%	21.2%	25.5%	15.8%	25.1%
%H		54.3%	22.6%	73.5%	49.2%	24.3%	87.0%
Don't know	138	55	25	121	63	58	90
%V	2.0%	1.8%	1.8%	2.2%	2.1%	2.4%	1.6%
%H		39.9%	18.1%	87.7%	45.7%	42.0%	65.2%
Not Asked	213	102	42	130	70	60	189
%V	3.1%	3.3%	2.9%	2.4%	2.3%	2.4%	3.4%
%H		47.9%	19.7%	61.0%	32.9%	28.2%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6885	3070	1426	5525	3069	2456	5522
%H		44.6%	20.7%	80.2%	44.6%	35.7%	80.2%
Main living room	3441	1396	666	2663	1262	1401	2537
%V	50.0%	45.5%	46.7%	48.2%	41.1%	57.0%	45.9%
%H		40.6%	19.4%	77.4%	36.7%	40.7%	73.7%
Kitchen	434	203	78	384	225	159	363
%V	6.3%	6.6%	5.5%	7.0%	7.3%	6.5%	6.6%
%H		46.8%	18.0%	88.5%	51.8%	36.6%	83.6%
Adult's bedroom	1705	828	358	1435	892	543	1441
%V	24.8%	27.0%	25.1%	26.0%	29.1%	22.1%	26.1%
%H		48.6%	21.0%	84.2%	52.3%	31.8%	84.5%
Child's bedroom	402	210	114	335	250	85	377
%V	5.8%	6.8%	8.0%	6.1%	8.1%	3.5%	6.8%
%H		52.2%	28.4%	83.3%	62.2%	21.1%	93.8%
Other bedroom	183	91	53	152	106	46	172
%V	2.7%	3.0%	3.7%	2.8%	3.5%	1.9%	3.1%
%H		49.7%	29.0%	83.1%	57.9%	25.1%	94.0%
Second living/dining room	329	153	79	278	173	104	276
%V	4.8%	5.0%	5.5%	5.0%	5.6%	4.2%	5.0%
%H		46.5%	24.0%	84.5%	52.6%	31.6%	83.9%
Study/office	46	23	6	36	19	17	45
%V	0.7%	0.7%	0.4%	0.7%	0.6%	0.7%	0.8%
%H		50.0%	13.0%	78.3%	41.3%	37.0%	97.8%
TV room	23	13	4	20	14	6	22
%V	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%	0.4%
%H		56.5%	17.4%	87.0%	60.9%	26.1%	95.7%
Conservatory	82	43	17	70	45	25	75
%V	1.2%	1.4%	1.2%	1.3%	1.5%	1.0%	1.4%
%H		52.4%	20.7%	85.4%	54.9%	30.5%	91.5%
Attic or loft room	3	1	1	3	2	1	3
%V	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	4	1	0	4	1	2	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	50.0%	75.0%
Other	19	6	7	18	11	7	18
%V	0.3%	0.2%	0.5%	0.3%	0.4%	0.3%	0.3%
%H		31.6%	36.8%	94.7%	57.9%	36.8%	94.7%
Not Asked	213	102	42	130	70	60	189
%V	3.1%	3.3%	2.9%	2.4%	2.3%	2.4%	3.4%
%H		47.9%	19.7%	61.0%	32.9%	28.2%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6885	3070	1426	5525	3069	2456	5522
%H		44.6%	20.7%	80.2%	44.6%	35.7%	80.2%
PVR	2646	1555	610	1889	1365	524	2340
%V	38.4%	50.7%	42.8%	34.2%	44.5%	21.3%	42.4%
%H		58.8%	23.1%	71.4%	51.6%	19.8%	88.4%
DVDR	204	85	40	155	74	81	167
%V	3.0%	2.8%	2.8%	2.8%	2.4%	3.3%	3.0%
%H		41.7%	19.6%	76.0%	36.3%	39.7%	81.9%
VCR	133	44	23	114	48	67	80
%V	1.9%	1.4%	1.6%	2.1%	1.6%	2.7%	1.4%
%H		33.1%	17.3%	85.7%	36.1%	50.4%	60.2%
Any recorder	2814	1599	637	2038	1414	624	2443
%V	40.9%	52.1%	44.7%	36.9%	46.1%	25.4%	44.2%
%H		56.8%	22.6%	72.4%	50.2%	22.2%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6885	3070	1426	5525	3069	2456	5522
%H		44.6%	20.7%	80.2%	44.6%	35.7%	80.2%
Receives HDTV (via STB or built-in reception)	2644	1273	727	1997	1299	698	2318
%V	38.4%	41.5%	51.0%	36.1%	42.3%	28.4%	42.0%
%H		48.1%	27.5%	75.5%	49.1%	26.4%	87.7%
DVD/Blu-ray player or recorder	4005	1799	876	3215	1830	1385	3303
%V	58.2%	58.6%	61.4%	58.2%	59.6%	56.4%	59.8%
%H		44.9%	21.9%	80.3%	45.7%	34.6%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1401	668	2688	1267	1421	2560
%H		40.3%	19.2%	77.2%	36.4%	40.8%	73.6%
Under 20"	70	12	7	57	9	48	38
%V	2.0%	0.9%	1.0%	2.1%	0.7%	3.4%	1.5%
%H		17.1%	10.0%	81.4%	12.9%	68.6%	54.3%
20" - 29"	572	137	82	471	116	355	322
%V	16.4%	9.8%	12.3%	17.5%	9.2%	25.0%	12.6%
%H		24.0%	14.3%	82.3%	20.3%	62.1%	56.3%
30" - 39"	1428	524	271	1131	489	642	1016
%V	41.0%	37.4%	40.6%	42.1%	38.6%	45.2%	39.7%
%H		36.7%	19.0%	79.2%	34.2%	45.0%	71.1%
40" and over	1336	712	295	976	632	343	1143
%V	38.4%	50.8%	44.2%	36.3%	49.9%	24.1%	44.6%
%H		53.3%	22.1%	73.1%	47.3%	25.7%	85.6%
Don't know	63	17	12	54	21	33	34
%V	1.8%	1.2%	1.8%	2.0%	1.7%	2.3%	1.3%
%H		27.0%	19.0%	85.7%	33.3%	52.4%	54.0%
Not Asked	11	0	1	0	0	0	7
%V	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	9.1%	0.0%	0.0%	0.0%	63.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1401	668	2688	1267	1421	2560
%H		40.3%	19.2%	77.2%	36.4%	40.8%	73.6%
PVR	1991	1117	461	1446	1005	441	1727
%V	57.2%	79.7%	69.0%	53.8%	79.3%	31.0%	67.5%
%H		56.1%	23.2%	72.6%	50.5%	22.1%	86.7%
DVDR	156	62	26	121	53	68	125
%V	4.5%	4.4%	3.9%	4.5%	4.2%	4.8%	4.9%
%H		39.7%	16.7%	77.6%	34.0%	43.6%	80.1%
VCR	102	31	17	85	31	54	58
%V	2.9%	2.2%	2.5%	3.2%	2.4%	3.8%	2.3%
%H		30.4%	16.7%	83.3%	30.4%	52.9%	56.9%
Any recorder	2117	1145	477	1555	1033	523	1797
%V	60.8%	81.7%	71.4%	57.8%	81.5%	36.8%	70.2%
%H		54.1%	22.5%	73.5%	48.8%	24.7%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3480	1401	668	2688	1267	1421	2560
%H		40.3%	19.2%	77.2%	36.4%	40.8%	73.6%
Receives HDTV (via STB or built-in reception)	1820	871	484	1351	857	494	1556
%V	52.3%	62.2%	72.5%	50.3%	67.6%	34.8%	60.8%
%H		47.9%	26.6%	74.2%	47.1%	27.1%	85.5%
DVD/Blu-ray player or recorder	2570	1100	523	1990	1015	975	2020
%V	73.9%	78.5%	78.3%	74.0%	80.1%	68.6%	78.9%
%H		42.8%	20.4%	77.4%	39.5%	37.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3406	1669	758	2837	1802	1035	2962
%H		49.0%	22.3%	83.3%	52.9%	30.4%	87.0%
Under 20"	1008	449	203	895	521	374	838
%V	29.6%	26.9%	26.8%	31.5%	28.9%	36.1%	28.3%
%H		44.5%	20.1%	88.8%	51.7%	37.1%	83.1%
20" - 29"	1101	524	235	925	568	358	950
%V	32.3%	31.4%	31.0%	32.6%	31.5%	34.6%	32.1%
%H		47.6%	21.3%	84.0%	51.6%	32.5%	86.3%
30" - 39"	760	403	201	624	449	175	695
%V	22.3%	24.1%	26.5%	22.0%	24.9%	16.9%	23.5%
%H		53.0%	26.4%	82.1%	59.1%	23.0%	91.4%
40" and over	258	155	64	196	152	44	243
%V	7.6%	9.3%	8.4%	6.9%	8.4%	4.3%	8.2%
%H		60.1%	24.8%	76.0%	58.9%	17.1%	94.2%
Don't know	75	38	12	67	42	25	56
%V	2.2%	2.3%	1.6%	2.4%	2.3%	2.4%	1.9%
%H		50.7%	16.0%	89.3%	56.0%	33.3%	74.7%
Not Asked	204	100	43	130	70	59	180
%V	6.0%	6.0%	5.7%	4.6%	3.9%	5.7%	6.1%
%H		49.0%	21.1%	63.7%	34.3%	28.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3406	1669	758	2837	1802	1035	2962
%H		49.0%	22.3%	83.3%	52.9%	30.4%	87.0%
PVR	655	438	149	443	360	83	612
%V	19.2%	26.2%	19.7%	15.6%	20.0%	8.0%	20.7%
%H		66.9%	22.7%	67.6%	55.0%	12.7%	93.4%
DVDR	48	22	14	34	21	13	42
%V	1.4%	1.3%	1.8%	1.2%	1.2%	1.3%	1.4%
%H		45.8%	29.2%	70.8%	43.8%	27.1%	87.5%
VCR	30	13	6	29	17	12	22
%V	0.9%	0.8%	0.8%	1.0%	0.9%	1.2%	0.7%
%H		43.3%	20.0%	96.7%	56.7%	40.0%	73.3%
Any recorder	698	454	160	483	382	101	646
%V	20.5%	27.2%	21.1%	17.0%	21.2%	9.8%	21.8%
%H		65.0%	22.9%	69.2%	54.7%	14.5%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3406	1669	758	2837	1802	1035	2962
%H		49.0%	22.3%	83.3%	52.9%	30.4%	87.0%
Receives HDTV (via STB or built-in reception)	824	402	243	646	442	204	762
%V	24.2%	24.1%	32.1%	22.8%	24.5%	19.7%	25.7%
%H		48.8%	29.5%	78.4%	53.6%	24.8%	92.5%
DVD/Blu-ray player or recorder	1435	700	353	1225	816	409	1283
%V	42.1%	41.9%	46.6%	43.2%	45.3%	39.5%	43.3%
%H		48.8%	24.6%	85.4%	56.9%	28.5%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8511	8296	3832	1762	6214	3461	2753	6953
%H		97.5%	45.0%	20.7%	73.0%	40.7%	32.3%	81.7%
Total Children	1672	1638	857	406	1136	748	388	1485
%V	19.6%	19.7%	22.4%	23.0%	18.3%	21.6%	14.1%	21.4%
%H		98.0%	51.3%	24.3%	67.9%	44.7%	23.2%	88.8%
0 - 3	457	447	233	105	308	197	111	379
%V	5.4%	5.4%	6.1%	6.0%	5.0%	5.7%	4.0%	5.5%
%H		97.8%	51.0%	23.0%	67.4%	43.1%	24.3%	82.9%
4 - 15	1215	1191	624	301	828	551	277	1106
%V	14.3%	14.4%	16.3%	17.1%	13.3%	15.9%	10.1%	15.9%
%H		98.0%	51.4%	24.8%	68.1%	45.3%	22.8%	91.0%
4 - 9	629	616	327	149	428	283	145	556
%V	7.4%	7.4%	8.5%	8.5%	6.9%	8.2%	5.3%	8.0%
%H		97.9%	52.0%	23.7%	68.0%	45.0%	23.1%	88.4%
10 - 15	585	575	297	152	400	268	132	550
%V	6.9%	6.9%	7.8%	8.6%	6.4%	7.7%	4.8%	7.9%
%H		98.3%	50.8%	26.0%	68.4%	45.8%	22.6%	94.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	8511	8296	3832	1762	6214	3461	2753	6953
%H		97.5%	45.0%	20.7%	73.0%	40.7%	32.3%	81.7%
Total Adults (16+)	6839	6659	2975	1356	5078	2713	2365	5468
%V	80.4%	80.3%	77.6%	77.0%	81.7%	78.4%	85.9%	78.6%
%H		97.4%	43.5%	19.8%	74.3%	39.7%	34.6%	80.0%
16 - 19	431	414	214	89	309	201	108	399
%V	5.1%	5.0%	5.6%	5.1%	5.0%	5.8%	3.9%	5.7%
%H		96.1%	49.7%	20.6%	71.7%	46.6%	25.1%	92.6%
20 - 24	545	518	240	119	392	231	161	467
%V	6.4%	6.2%	6.3%	6.8%	6.3%	6.7%	5.8%	6.7%
%H		95.0%	44.0%	21.8%	71.9%	42.4%	29.5%	85.7%
25 - 34	1131	1093	544	248	748	443	306	976
%V	13.3%	13.2%	14.2%	14.1%	12.0%	12.8%	11.1%	14.0%
%H		96.6%	48.1%	21.9%	66.1%	39.2%	27.1%	86.3%
35 - 44	1088	1061	540	268	742	486	256	993
%V	12.8%	12.8%	14.1%	15.2%	11.9%	14.0%	9.3%	14.3%
%H		97.5%	49.6%	24.6%	68.2%	44.7%	23.5%	91.3%
45 - 54	1200	1172	577	260	896	548	347	1063
%V	14.1%	14.1%	15.1%	14.8%	14.4%	15.8%	12.6%	15.3%
%H		97.7%	48.1%	21.7%	74.7%	45.7%	28.9%	88.6%
55 - 64	974	955	409	190	773	406	367	791
%V	11.4%	11.5%	10.7%	10.8%	12.4%	11.7%	13.3%	11.4%
%H		98.0%	42.0%	19.5%	79.4%	41.7%	37.7%	81.2%
65+	1470	1446	452	181	1219	398	821	779
%V	17.3%	17.4%	11.8%	10.3%	19.6%	11.5%	29.8%	11.2%
%H		98.4%	30.7%	12.3%	82.9%	27.1%	55.9%	53.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6839	6659	2975	1356	5078	2713	2365	5468
%H		97.4%	43.5%	19.8%	74.3%	39.7%	34.6%	80.0%
AB	1667	1643	836	286	1231	692	538	1548
%V	24.4%	24.7%	28.1%	21.1%	24.2%	25.5%	22.7%	28.3%
%H		98.6%	50.1%	17.2%	73.8%	41.5%	32.3%	92.9%
C1	1767	1717	731	385	1323	721	601	1542
%V	25.8%	25.8%	24.6%	28.4%	26.1%	26.6%	25.4%	28.2%
%H		97.2%	41.4%	21.8%	74.9%	40.8%	34.0%	87.3%
C2	1593	1570	704	360	1218	700	518	1303
%V	23.3%	23.6%	23.7%	26.5%	24.0%	25.8%	21.9%	23.8%
%H		98.6%	44.2%	22.6%	76.5%	43.9%	32.5%	81.8%
D	1125	1085	488	220	815	429	386	775
%V	16.4%	16.3%	16.4%	16.2%	16.0%	15.8%	16.3%	14.2%
%H		96.4%	43.4%	19.6%	72.4%	38.1%	34.3%	68.9%
E	687	645	216	106	493	171	321	300
%V	10.0%	9.7%	7.3%	7.8%	9.7%	6.3%	13.6%	5.5%
%H		93.9%	31.4%	15.4%	71.8%	24.9%	46.7%	43.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6839	6659	2975	1356	5078	2713	2365	5468
%H		97.4%	43.5%	19.8%	74.3%	39.7%	34.6%	80.0%
Working full time	2994	2944	1452	690	2165	1342	824	2717
%V	43.8%	44.2%	48.8%	50.9%	42.6%	49.5%	34.8%	49.7%
%H		98.3%	48.5%	23.0%	72.3%	44.8%	27.5%	90.7%
Working part time	750	734	358	155	547	322	225	668
%V	11.0%	11.0%	12.0%	11.4%	10.8%	11.9%	9.5%	12.2%
%H		97.9%	47.7%	20.7%	72.9%	42.9%	30.0%	89.1%
Not working	3095	2981	1165	511	2366	1050	1316	2082
%V	45.3%	44.8%	39.2%	37.7%	46.6%	38.7%	55.6%	38.1%
%H		96.3%	37.6%	16.5%	76.4%	33.9%	42.5%	67.3%
Housewife/Houseperson	3592	3482	1401	668	2689	1267	1421	2622
%V	52.5%	52.3%	47.1%	49.3%	53.0%	46.7%	60.1%	48.0%
%H		96.9%	39.0%	18.6%	74.9%	35.3%	39.6%	73.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3336	3238	1481	662	2439	1336	1103	2717
%H		97.1%	44.4%	19.8%	73.1%	40.0%	33.1%	81.4%
16 - 19	208	201	95	47	149	95	54	194
%V	6.2%	6.2%	6.4%	7.1%	6.1%	7.1%	4.9%	7.1%
%H		96.6%	45.7%	22.6%	71.6%	45.7%	26.0%	93.3%
20 - 24	273	259	120	58	193	114	79	242
%V	8.2%	8.0%	8.1%	8.8%	7.9%	8.5%	7.2%	8.9%
%H		94.9%	44.0%	21.2%	70.7%	41.8%	28.9%	88.6%
25 - 34	562	541	271	123	374	222	151	488
%V	16.8%	16.7%	18.3%	18.6%	15.3%	16.6%	13.7%	18.0%
%H		96.3%	48.2%	21.9%	66.5%	39.5%	26.9%	86.8%
35 - 44	540	526	272	125	365	237	128	488
%V	16.2%	16.2%	18.4%	18.9%	15.0%	17.7%	11.6%	18.0%
%H		97.4%	50.4%	23.1%	67.6%	43.9%	23.7%	90.4%
45 - 54	592	575	282	130	434	266	168	515
%V	17.7%	17.8%	19.0%	19.6%	17.8%	19.9%	15.2%	19.0%
%H		97.1%	47.6%	22.0%	73.3%	44.9%	28.4%	87.0%
55 - 64	486	473	203	95	380	200	180	390
%V	14.6%	14.6%	13.7%	14.4%	15.6%	15.0%	16.3%	14.4%
%H		97.3%	41.8%	19.5%	78.2%	41.2%	37.0%	80.2%
65+	675	662	238	84	545	202	343	400
%V	20.2%	20.4%	16.1%	12.7%	22.3%	15.1%	31.1%	14.7%
%H		98.1%	35.3%	12.4%	80.7%	29.9%	50.8%	59.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3336	3238	1481	662	2439	1336	1103	2717
	%H		97.1%	44.4%	19.8%	73.1%	40.0%	33.1%	81.4%
AB		838	824	427	145	612	352	260	787
	%V	25.1%	25.4%	28.8%	21.9%	25.1%	26.3%	23.6%	29.0%
	%H		98.3%	51.0%	17.3%	73.0%	42.0%	31.0%	93.9%
C1		824	798	357	171	609	343	266	731
	%V	24.7%	24.6%	24.1%	25.8%	25.0%	25.7%	24.1%	26.9%
	%H		96.8%	43.3%	20.8%	73.9%	41.6%	32.3%	88.7%
C2		849	833	365	197	636	362	274	687
	%V	25.4%	25.7%	24.6%	29.8%	26.1%	27.1%	24.8%	25.3%
	%H		98.1%	43.0%	23.2%	74.9%	42.6%	32.3%	80.9%
D		545	524	244	105	385	207	178	379
	%V	16.3%	16.2%	16.5%	15.9%	15.8%	15.5%	16.1%	13.9%
	%H		96.1%	44.8%	19.3%	70.6%	38.0%	32.7%	69.5%
E		281	258	89	43	197	72	125	134
	%V	8.4%	8.0%	6.0%	6.5%	8.1%	5.4%	11.3%	4.9%
	%H		91.8%	31.7%	15.3%	70.1%	25.6%	44.5%	47.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3336	3238	1481	662	2439	1336	1103	2717
%H		97.1%	44.4%	19.8%	73.1%	40.0%	33.1%	81.4%
Working full time	1890	1854	941	427	1352	853	499	1709
%V	56.7%	57.3%	63.5%	64.5%	55.4%	63.8%	45.2%	62.9%
%H		98.1%	49.8%	22.6%	71.5%	45.1%	26.4%	90.4%
Working part time	162	154	69	26	109	53	56	136
%V	4.9%	4.8%	4.7%	3.9%	4.5%	4.0%	5.1%	5.0%
%H		95.1%	42.6%	16.0%	67.3%	32.7%	34.6%	84.0%
Not working	1284	1230	471	209	978	430	548	872
%V	38.5%	38.0%	31.8%	31.6%	40.1%	32.2%	49.7%	32.1%
%H		95.8%	36.7%	16.3%	76.2%	33.5%	42.7%	67.9%
Housewife/Houseperson	756	714	250	118	546	211	335	462
%V	22.7%	22.1%	16.9%	17.8%	22.4%	15.8%	30.4%	17.0%
%H		94.4%	33.1%	15.6%	72.2%	27.9%	44.3%	61.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3503	3421	1494	694	2639	1377	1262	2751
%H		97.7%	42.6%	19.8%	75.3%	39.3%	36.0%	78.5%
16 - 19	223	213	119	42	160	106	53	205
%V	6.4%	6.2%	8.0%	6.1%	6.1%	7.7%	4.2%	7.5%
%H		95.5%	53.4%	18.8%	71.7%	47.5%	23.8%	91.9%
20 - 24	272	259	120	62	199	117	81	225
%V	7.8%	7.6%	8.0%	8.9%	7.5%	8.5%	6.4%	8.2%
%H		95.2%	44.1%	22.8%	73.2%	43.0%	29.8%	82.7%
25 - 34	569	552	273	125	375	220	154	487
%V	16.2%	16.1%	18.3%	18.0%	14.2%	16.0%	12.2%	17.7%
%H		97.0%	48.0%	22.0%	65.9%	38.7%	27.1%	85.6%
35 - 44	548	535	268	144	378	249	128	505
%V	15.6%	15.6%	17.9%	20.7%	14.3%	18.1%	10.1%	18.4%
%H		97.6%	48.9%	26.3%	69.0%	45.4%	23.4%	92.2%
45 - 54	607	597	295	130	461	282	179	549
%V	17.3%	17.5%	19.7%	18.7%	17.5%	20.5%	14.2%	20.0%
%H		98.4%	48.6%	21.4%	75.9%	46.5%	29.5%	90.4%
55 - 64	488	482	206	95	393	206	187	401
%V	13.9%	14.1%	13.8%	13.7%	14.9%	15.0%	14.8%	14.6%
%H		98.8%	42.2%	19.5%	80.5%	42.2%	38.3%	82.2%
65+	795	783	214	97	674	196	478	379
%V	22.7%	22.9%	14.3%	14.0%	25.5%	14.2%	37.9%	13.8%
%H		98.5%	26.9%	12.2%	84.8%	24.7%	60.1%	47.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3503	3421	1494	694	2639	1377	1262	2751
%H		97.7%	42.6%	19.8%	75.3%	39.3%	36.0%	78.5%
AB	830	818	409	141	619	340	278	761
%V	23.7%	23.9%	27.4%	20.3%	23.5%	24.7%	22.0%	27.7%
%H		98.6%	49.3%	17.0%	74.6%	41.0%	33.5%	91.7%
C1	943	919	375	213	714	378	335	811
%V	26.9%	26.9%	25.1%	30.7%	27.1%	27.5%	26.5%	29.5%
%H		97.5%	39.8%	22.6%	75.7%	40.1%	35.5%	86.0%
C2	744	736	339	162	582	337	245	617
%V	21.2%	21.5%	22.7%	23.3%	22.1%	24.5%	19.4%	22.4%
%H		98.9%	45.6%	21.8%	78.2%	45.3%	32.9%	82.9%
D	581	560	244	115	430	222	208	396
%V	16.6%	16.4%	16.3%	16.6%	16.3%	16.1%	16.5%	14.4%
%H		96.4%	42.0%	19.8%	74.0%	38.2%	35.8%	68.2%
E	406	386	128	63	295	99	196	166
%V	11.6%	11.3%	8.6%	9.1%	11.2%	7.2%	15.5%	6.0%
%H		95.1%	31.5%	15.5%	72.7%	24.4%	48.3%	40.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3503	3421	1494	694	2639	1377	1262	2751
%H		97.7%	42.6%	19.8%	75.3%	39.3%	36.0%	78.5%
Working full time	1104	1090	512	264	813	488	325	1009
%V	31.5%	31.9%	34.3%	38.0%	30.8%	35.4%	25.8%	36.7%
%H		98.7%	46.4%	23.9%	73.6%	44.2%	29.4%	91.4%
Working part time	589	580	289	129	438	269	169	532
%V	16.8%	17.0%	19.3%	18.6%	16.6%	19.5%	13.4%	19.3%
%H		98.5%	49.1%	21.9%	74.4%	45.7%	28.7%	90.3%
Not working	1811	1751	693	302	1388	620	768	1210
%V	51.7%	51.2%	46.4%	43.5%	52.6%	45.0%	60.9%	44.0%
%H		96.7%	38.3%	16.7%	76.6%	34.2%	42.4%	66.8%
Housewife/Houseperson	2836	2768	1151	550	2142	1056	1086	2160
%V	81.0%	80.9%	77.0%	79.3%	81.2%	76.7%	86.1%	78.5%
%H		97.6%	40.6%	19.4%	75.5%	37.2%	38.3%	76.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
AB	492	475	222	71	359	176	183	457
%V	25.5%	25.6%	26.0%	27.6%	26.0%	27.6%	24.5%	30.0%
%H (All HH)		96.5%	45.1%	14.4%	73.0%	35.8%	37.2%	92.9%
%H (TV HH)			46.7%	14.9%	75.6%	37.1%	38.5%	
C1	565	541	248	89	400	193	207	472
%V	29.3%	29.1%	29.0%	34.6%	28.9%	30.3%	27.7%	31.0%
%H (All HH)		95.8%	43.9%	15.8%	70.8%	34.2%	36.6%	83.5%
%H (TV HH)			45.8%	16.5%	73.9%	35.7%	38.3%	
C2	429	416	207	45	315	154	161	334
%V	22.3%	22.4%	24.2%	17.5%	22.8%	24.2%	21.6%	21.9%
%H (All HH)		97.0%	48.3%	10.5%	73.4%	35.9%	37.5%	77.9%
%H (TV HH)			49.8%	10.8%	75.7%	37.0%	38.7%	
D	279	266	121	34	188	78	110	188
%V	14.5%	14.3%	14.2%	13.2%	13.6%	12.2%	14.7%	12.3%
%H (All HH)		95.3%	43.4%	12.2%	67.4%	28.0%	39.4%	67.4%
%H (TV HH)			45.5%	12.8%	70.7%	29.3%	41.4%	
E	163	157	55	17	121	36	85	74
%V	8.5%	8.5%	6.4%	6.6%	8.7%	5.7%	11.4%	4.9%
%H (All HH)		96.3%	33.7%	10.4%	74.2%	22.1%	52.1%	45.4%
%H (TV HH)			35.0%	10.8%	77.1%	22.9%	54.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Under 25	75	64	31	7	41	17	23	57
%V	3.9%	3.4%	3.6%	2.7%	3.0%	2.7%	3.1%	3.7%
%H (All HH)		85.3%	41.3%	9.3%	54.7%	22.7%	30.7%	76.0%
%H (TV HH)			48.4%	10.9%	64.1%	26.6%	35.9%	
25 - 34	278	259	138	46	157	86	71	255
%V	14.4%	14.0%	16.2%	17.9%	11.4%	13.5%	9.5%	16.7%
%H (All HH)		93.2%	49.6%	16.5%	56.5%	30.9%	25.5%	91.7%
%H (TV HH)			53.3%	17.8%	60.6%	33.2%	27.4%	
35 - 44	325	315	169	47	214	115	99	302
%V	16.9%	17.0%	19.8%	18.3%	15.5%	18.1%	13.3%	19.8%
%H (All HH)		96.9%	52.0%	14.5%	65.8%	35.4%	30.5%	92.9%
%H (TV HH)			53.7%	14.9%	67.9%	36.5%	31.4%	
45 - 54	373	365	178	61	276	147	128	338
%V	19.4%	19.7%	20.8%	23.7%	20.0%	23.1%	17.2%	22.2%
%H (All HH)		97.9%	47.7%	16.4%	74.0%	39.4%	34.3%	90.6%
%H (TV HH)			48.8%	16.7%	75.6%	40.3%	35.1%	
55 - 64	331	321	145	48	243	113	130	279
%V	17.2%	17.3%	17.0%	18.7%	17.6%	17.7%	17.4%	18.3%
%H (All HH)		97.0%	43.8%	14.5%	73.4%	34.1%	39.3%	84.3%
%H (TV HH)			45.2%	15.0%	75.7%	35.2%	40.5%	
65 +	545	532	193	47	452	158	294	293
%V	28.3%	28.7%	22.6%	18.3%	32.7%	24.8%	39.4%	19.2%
%H (All HH)		97.6%	35.4%	8.6%	82.9%	29.0%	53.9%	53.8%
%H (TV HH)			36.3%	8.8%	85.0%	29.7%	55.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
1	550	520	168	49	410	113	297	295
%V	28.5%	28.0%	19.7%	19.1%	29.6%	17.7%	39.8%	19.3%
%H (All HH)		94.5%	30.5%	8.9%	74.5%	20.5%	54.0%	53.6%
%H (TV HH)			32.3%	9.4%	78.8%	21.7%	57.1%	
2	707	686	328	90	520	246	274	596
%V	36.7%	37.0%	38.4%	35.0%	37.6%	38.6%	36.7%	39.1%
%H (All HH)		97.0%	46.4%	12.7%	73.6%	34.8%	38.8%	84.3%
%H (TV HH)			47.8%	13.1%	75.8%	35.9%	39.9%	
3	273	265	145	49	182	109	73	254
%V	14.2%	14.3%	17.0%	19.1%	13.2%	17.1%	9.8%	16.7%
%H (All HH)		97.1%	53.1%	17.9%	66.7%	39.9%	26.7%	93.0%
%H (TV HH)			54.7%	18.5%	68.7%	41.1%	27.5%	
4	272	265	146	43	185	113	72	262
%V	14.1%	14.3%	17.1%	16.7%	13.4%	17.7%	9.7%	17.2%
%H (All HH)		97.4%	53.7%	15.8%	68.0%	41.5%	26.5%	96.3%
%H (TV HH)			55.1%	16.2%	69.8%	42.6%	27.2%	
5+	125	121	67	25	85	55	30	118
%V	6.5%	6.5%	7.8%	9.7%	6.1%	8.6%	4.0%	7.7%
%H (All HH)		96.8%	53.6%	20.0%	68.0%	44.0%	24.0%	94.4%
%H (TV HH)			55.4%	20.7%	70.2%	45.5%	24.8%	
Average HH size	2.36	2.37	2.58	2.66	2.31	2.64	2.03	2.58

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Without	1443	1387	591	181	1062	444	617	1071
%V	74.9%	74.7%	69.2%	70.4%	76.8%	69.7%	82.7%	70.2%
%H (All HH)		96.1%	41.0%	12.5%	73.6%	30.8%	42.8%	74.2%
%H (TV HH)			42.6%	13.0%	76.6%	32.0%	44.5%	
With	484	469	263	76	321	192	129	454
%V	25.1%	25.3%	30.8%	29.6%	23.2%	30.1%	17.3%	29.8%
%H (All HH)		96.9%	54.3%	15.7%	66.3%	39.7%	26.7%	93.8%
%H (TV HH)			56.1%	16.2%	68.4%	40.9%	27.5%	
0 - 3	182	177	100	23	113	63	49	167
%V	9.4%	9.5%	11.7%	8.9%	8.2%	9.9%	6.6%	11.0%
%H (All HH)		97.3%	54.9%	12.6%	62.1%	34.6%	26.9%	91.8%
%H (TV HH)			56.5%	13.0%	63.8%	35.6%	27.7%	
4 - 9	253	246	146	37	158	95	63	239
%V	13.1%	13.3%	17.1%	14.4%	11.4%	14.9%	8.4%	15.7%
%H (All HH)		97.2%	57.7%	14.6%	62.5%	37.5%	24.9%	94.5%
%H (TV HH)			59.3%	15.0%	64.2%	38.6%	25.6%	
10 - 15	229	221	120	43	165	105	60	219
%V	11.9%	11.9%	14.1%	16.7%	11.9%	16.5%	8.0%	14.4%
%H (All HH)		96.5%	52.4%	18.8%	72.1%	45.9%	26.2%	95.6%
%H (TV HH)			54.3%	19.5%	74.7%	47.5%	27.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
1	709	709	266	89	466	120	347	490
%V	36.8%	38.2%	31.1%	34.6%	33.7%	18.8%	46.5%	32.1%
%H (All HH)		100.0%	37.5%	12.6%	65.7%	16.9%	48.9%	69.1%
%H (TV HH)			37.5%	12.6%	65.7%	16.9%	48.9%	
2	646	646	295	97	499	241	258	520
%V	33.5%	34.8%	34.5%	37.7%	36.1%	37.8%	34.6%	34.1%
%H (All HH)		100.0%	45.7%	15.0%	77.2%	37.3%	39.9%	80.5%
%H (TV HH)			45.7%	15.0%	77.2%	37.3%	39.9%	
3	303	303	176	48	241	158	83	278
%V	15.7%	16.3%	20.6%	18.7%	17.4%	24.8%	11.1%	18.2%
%H (All HH)		100.0%	58.1%	15.8%	79.5%	52.1%	27.4%	91.7%
%H (TV HH)			58.1%	15.8%	79.5%	52.1%	27.4%	
4	122	122	69	14	107	67	40	116
%V	6.3%	6.6%	8.1%	5.4%	7.7%	10.5%	5.4%	7.6%
%H (All HH)		100.0%	56.6%	11.5%	87.7%	54.9%	32.8%	95.1%
%H (TV HH)			56.6%	11.5%	87.7%	54.9%	32.8%	
5+	76	76	48	8	69	51	19	73
%V	3.9%	4.1%	5.6%	3.1%	5.0%	8.0%	2.5%	4.8%
%H (All HH)		100.0%	63.2%	10.5%	90.8%	67.1%	25.0%	96.1%
%H (TV HH)			63.2%	10.5%	90.8%	67.1%	25.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Under 20"	577	577	260	74	497	253	244	466
%V	29.9%	31.1%	30.4%	28.8%	35.9%	39.7%	32.7%	30.6%
%H (All HH)		100.0%	45.1%	12.8%	86.1%	43.8%	42.3%	80.8%
%H (TV HH)			45.1%	12.8%	86.1%	43.8%	42.3%	
20" - 29"	710	710	311	83	591	270	321	544
%V	36.8%	38.3%	36.4%	32.3%	42.7%	42.4%	43.0%	35.7%
%H (All HH)		100.0%	43.8%	11.7%	83.2%	38.0%	45.2%	76.6%
%H (TV HH)			43.8%	11.7%	83.2%	38.0%	45.2%	
30" - 39"	984	984	472	149	743	375	368	816
%V	51.1%	53.0%	55.3%	58.0%	53.7%	58.9%	49.3%	53.5%
%H (All HH)		100.0%	48.0%	15.1%	75.5%	38.1%	37.4%	82.9%
%H (TV HH)			48.0%	15.1%	75.5%	38.1%	37.4%	
40" and over	739	739	443	114	513	325	187	668
%V	38.3%	39.8%	51.9%	44.4%	37.1%	51.0%	25.1%	43.8%
%H (All HH)		100.0%	59.9%	15.4%	69.4%	44.0%	25.3%	90.4%
%H (TV HH)			59.9%	15.4%	69.4%	44.0%	25.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Main living room	1823	1823	843	252	1364	629	735	1450
%V	94.6%	98.2%	98.7%	98.1%	98.6%	98.7%	98.5%	95.1%
%H (All HH)		100.0%	46.2%	13.8%	74.8%	34.5%	40.3%	79.5%
%H (TV HH)			46.2%	13.8%	74.8%	34.5%	40.3%	
Kitchen	266	266	134	38	236	139	97	228
%V	13.8%	14.3%	15.7%	14.8%	17.1%	21.8%	13.0%	15.0%
%H (All HH)		100.0%	50.4%	14.3%	88.7%	52.3%	36.5%	85.7%
%H (TV HH)			50.4%	14.3%	88.7%	52.3%	36.5%	
Adult's bedroom	794	794	421	111	657	391	267	694
%V	41.2%	42.8%	49.3%	43.2%	47.5%	61.4%	35.8%	45.5%
%H (All HH)		100.0%	53.0%	14.0%	82.7%	49.2%	33.6%	87.4%
%H (TV HH)			53.0%	14.0%	82.7%	49.2%	33.6%	
Child's bedroom	182	182	110	30	141	97	44	175
%V	9.4%	9.8%	12.9%	11.7%	10.2%	15.2%	5.9%	11.5%
%H (All HH)		100.0%	60.4%	16.5%	77.5%	53.3%	24.2%	96.2%
%H (TV HH)			60.4%	16.5%	77.5%	53.3%	24.2%	
Other bedroom	103	103	62	11	84	54	29	94
%V	5.3%	5.5%	7.3%	4.3%	6.1%	8.5%	3.9%	6.2%
%H (All HH)		100.0%	60.2%	10.7%	81.6%	52.4%	28.2%	91.3%
%H (TV HH)			60.2%	10.7%	81.6%	52.4%	28.2%	
Second living/dining room	173	173	82	26	140	73	67	150
%V	9.0%	9.3%	9.6%	10.1%	10.1%	11.5%	9.0%	9.8%
%H (All HH)		100.0%	47.4%	15.0%	80.9%	42.2%	38.7%	86.7%
%H (TV HH)			47.4%	15.0%	80.9%	42.2%	38.7%	
Study/office	33	33	23	3	28	20	8	33
%V	1.7%	1.8%	2.7%	1.2%	2.0%	3.1%	1.1%	2.2%
%H (All HH)		100.0%	69.7%	9.1%	84.8%	60.6%	24.2%	100.0%
%H (TV HH)			69.7%	9.1%	84.8%	60.6%	24.2%	
TV room	18	18	7	4	15	8	7	18
%V	0.9%	1.0%	0.8%	1.6%	1.1%	1.3%	0.9%	1.2%
%H (All HH)		100.0%	38.9%	22.2%	83.3%	44.4%	38.9%	100.0%
%H (TV HH)			38.9%	22.2%	83.3%	44.4%	38.9%	
Conservatory	42	42	27	6	37	27	10	38
%V	2.2%	2.3%	3.2%	2.3%	2.7%	4.2%	1.3%	2.5%
%H (All HH)		100.0%	64.3%	14.3%	88.1%	64.3%	23.8%	90.5%
%H (TV HH)			64.3%	14.3%	88.1%	64.3%	23.8%	
Attic or loft room	7	7	3	1	7	4	2	4
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.6%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	14.3%	100.0%	57.1%	28.6%	57.1%
%H (TV HH)			42.9%	14.3%	100.0%	57.1%	28.6%	
No specific location	6	6	2	1	4	2	2	5
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	33.3%	
Other	26	26	18	1	20	13	7	23
%V	1.3%	1.4%	2.1%	0.4%	1.4%	2.0%	0.9%	1.5%
%H (All HH)		100.0%	69.2%	3.8%	76.9%	50.0%	26.9%	88.5%
%H (TV HH)			69.2%	3.8%	76.9%	50.0%	26.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Any DSAT provider	854	854	854	18	504	504	0	742
%V	44.3%	46.0%	100.0%	7.0%	36.4%	79.1%	0.0%	48.7%
%H (All HH)			100.0%	2.1%	59.0%	59.0%	0.0%	86.9%
%H (TV HH)			100.0%	2.1%	59.0%	59.0%	0.0%	
Sky with subcription	662	662	662	7	383	383	0	596
%V	34.4%	35.7%	77.5%	2.7%	27.7%	60.1%	0.0%	39.1%
%H (All HH)			100.0%	1.1%	57.9%	57.9%	0.0%	90.0%
%H (TV HH)			100.0%	1.1%	57.9%	57.9%	0.0%	
Sky without subscription	52	52	52	2	33	33	0	40
%V	2.7%	2.8%	6.1%	0.8%	2.4%	5.2%	0.0%	2.6%
%H (All HH)			100.0%	3.8%	63.5%	63.5%	0.0%	76.9%
%H (TV HH)			100.0%	3.8%	63.5%	63.5%	0.0%	
Freesat	124	124	124	6	82	82	0	98
%V	6.4%	6.7%	14.5%	2.3%	5.9%	12.9%	0.0%	6.4%
%H (All HH)			100.0%	4.8%	66.1%	66.1%	0.0%	79.0%
%H (TV HH)			100.0%	4.8%	66.1%	66.1%	0.0%	
Other satellite provider	38	38	38	4	22	22	0	30
%V	2.0%	2.0%	4.4%	1.6%	1.6%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	10.5%	57.9%	57.9%	0.0%	78.9%
%H (TV HH)			100.0%	10.5%	57.9%	57.9%	0.0%	
DCAB	257	257	18	257	139	139	0	238
%V	13.3%	13.8%	2.1%	100.0%	10.1%	21.8%	0.0%	15.6%
%H (All HH)			7.0%	100.0%	54.1%	54.1%	0.0%	92.6%
%H (TV HH)			7.0%	100.0%	54.1%	54.1%	0.0%	
DTT	1383	1383	504	139	1383	637	746	1066
%V	71.8%	74.5%	59.0%	54.1%	100.0%	100.0%	100.0%	69.9%
%H (All HH)		100.0%	36.4%	10.1%	100.0%	46.1%	53.9%	77.1%
%H (TV HH)			36.4%	10.1%	100.0%	46.1%	53.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%H (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
PVR	1147	1147	714	195	774	523	251	1017
%V	59.5%	61.8%	83.6%	75.9%	56.0%	82.1%	33.6%	66.7%
%H (All HH)		100.0%	62.2%	17.0%	67.5%	45.6%	21.9%	88.7%
%H (TV HH)			62.2%	17.0%	67.5%	45.6%	21.9%	
DVDR	169	169	93	22	133	77	56	149
%V	8.8%	9.1%	10.9%	8.6%	9.6%	12.1%	7.5%	9.8%
%H (All HH)		100.0%	55.0%	13.0%	78.7%	45.6%	33.1%	88.2%
%H (TV HH)			55.0%	13.0%	78.7%	45.6%	33.1%	
VCR	98	98	41	15	83	39	44	68
%V	5.1%	5.3%	4.8%	5.8%	6.0%	6.1%	5.9%	4.5%
%H (All HH)		100.0%	41.8%	15.3%	84.7%	39.8%	44.9%	69.4%
%H (TV HH)			41.8%	15.3%	84.7%	39.8%	44.9%	
Any recorder	1224	1224	730	202	840	535	304	1064
%V	63.5%	65.9%	85.5%	78.6%	60.7%	84.0%	40.8%	69.8%
%H (All HH)		100.0%	59.6%	16.5%	68.6%	43.7%	24.8%	86.9%
%H (TV HH)			59.6%	16.5%	68.6%	43.7%	24.8%	
Receives HDTV (via STB or built-in reception)	1046	1046	566	211	746	463	283	924
%V	54.3%	56.4%	66.3%	82.1%	53.9%	72.7%	37.9%	60.6%
%H (All HH)		100.0%	54.1%	20.2%	71.3%	44.3%	27.1%	88.3%
%H (TV HH)			54.1%	20.2%	71.3%	44.3%	27.1%	
DVD/Blu-ray player or recorder	1372	1372	696	201	1001	517	484	1149
%V	71.2%	73.9%	81.5%	78.2%	72.4%	81.2%	64.9%	75.3%
%H (All HH)		100.0%	50.7%	14.7%	73.0%	37.7%	35.3%	83.7%
%H (TV HH)			50.7%	14.7%	73.0%	37.7%	35.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1927	1856	854	257	1383	637	746	1525
%V (All HH)		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%
%H (TV HH)			46.0%	13.8%	74.5%	34.3%	40.2%	
Has broadband internet	1525	1477	742	238	1066	567	499	1525
%V	79.1%	79.6%	86.9%	92.6%	77.1%	89.0%	66.9%	100.0%
%H (All HH)		96.9%	48.7%	15.6%	69.9%	37.2%	32.7%	100.0%
%H (TV HH)			50.2%	16.1%	72.2%	38.4%	33.8%	
Number of computers (PCs and laptops)								
0	349	328	97	21	272	63	210	21
%V	18.1%	17.7%	11.4%	8.2%	19.7%	9.9%	28.2%	1.4%
%H (All HH)		94.0%	27.8%	6.0%	77.9%	18.1%	60.2%	6.0%
%H (TV HH)			29.6%	6.4%	82.9%	19.2%	64.0%	
1	630	606	257	76	451	181	269	573
%V	32.7%	32.7%	30.1%	29.6%	32.6%	28.4%	36.1%	37.6%
%H (All HH)		96.2%	40.8%	12.1%	71.6%	28.7%	42.7%	91.0%
%H (TV HH)			42.4%	12.5%	74.4%	29.9%	44.4%	
2	460	445	233	72	314	172	142	446
%V	23.9%	24.0%	27.3%	28.0%	22.7%	27.0%	19.0%	29.2%
%H (All HH)		96.7%	50.7%	15.7%	68.3%	37.4%	30.9%	97.0%
%H (TV HH)			52.4%	16.2%	70.6%	38.7%	31.9%	
3	230	224	124	41	157	95	62	227
%V	11.9%	12.1%	14.5%	16.0%	11.4%	14.9%	8.3%	14.9%
%H (All HH)		97.4%	53.9%	17.8%	68.3%	41.3%	27.0%	98.7%
%H (TV HH)			55.4%	18.3%	70.1%	42.4%	27.7%	
4	130	127	74	24	95	66	29	129
%V	6.7%	6.8%	8.7%	9.3%	6.9%	10.4%	3.9%	8.5%
%H (All HH)		97.7%	56.9%	18.5%	73.1%	50.8%	22.3%	99.2%
%H (TV HH)			58.3%	18.9%	74.8%	52.0%	22.8%	
5+	128	126	70	24	94	60	34	128
%V	6.6%	6.8%	8.2%	9.3%	6.8%	9.4%	4.6%	8.4%
%H (All HH)		98.4%	54.7%	18.8%	73.4%	46.9%	26.6%	100.0%
%H (TV HH)			55.6%	19.0%	74.6%	47.6%	27.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3799	1915	528	2984	1613	1371	3217
%H		50.4%	13.9%	78.5%	42.5%	36.1%	84.7%
Under 20"	769	359	98	667	356	311	638
%V	20.2%	18.7%	18.6%	22.4%	22.1%	22.7%	19.8%
%H		46.7%	12.7%	86.7%	46.3%	40.4%	83.0%
20" - 29"	903	411	102	767	371	396	715
%V	23.8%	21.5%	19.3%	25.7%	23.0%	28.9%	22.2%
%H		45.5%	11.3%	84.9%	41.1%	43.9%	79.2%
30" - 39"	1142	561	177	873	462	411	966
%V	30.1%	29.3%	33.5%	29.3%	28.6%	30.0%	30.0%
%H		49.1%	15.5%	76.4%	40.5%	36.0%	84.6%
40" and over	848	515	130	591	381	210	775
%V	22.3%	26.9%	24.6%	19.8%	23.6%	15.3%	24.1%
%H		60.7%	15.3%	69.7%	44.9%	24.8%	91.4%
Don't know	29	13	3	25	13	12	26
%V	0.8%	0.7%	0.6%	0.8%	0.8%	0.9%	0.8%
%H		44.8%	10.3%	86.2%	44.8%	41.4%	89.7%
Not Asked	108	56	18	61	30	31	97
%V	2.8%	2.9%	3.4%	2.0%	1.9%	2.3%	3.0%
%H		51.9%	16.7%	56.5%	27.8%	28.7%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3799	1915	528	2984	1613	1371	3217
%H		50.4%	13.9%	78.5%	42.5%	36.1%	84.7%
Main living room	1836	848	255	1373	633	740	1461
%V	48.3%	44.3%	48.3%	46.0%	39.2%	54.0%	45.4%
%H		46.2%	13.9%	74.8%	34.5%	40.3%	79.6%
Kitchen	269	134	38	239	139	100	230
%V	7.1%	7.0%	7.2%	8.0%	8.6%	7.3%	7.1%
%H		49.8%	14.1%	88.8%	51.7%	37.2%	85.5%
Adult's bedroom	926	499	128	778	473	305	823
%V	24.4%	26.1%	24.2%	26.1%	29.3%	22.2%	25.6%
%H		53.9%	13.8%	84.0%	51.1%	32.9%	88.9%
Child's bedroom	234	145	37	183	127	57	226
%V	6.2%	7.6%	7.0%	6.1%	7.9%	4.2%	7.0%
%H		62.0%	15.8%	78.2%	54.3%	24.4%	96.6%
Other bedroom	118	70	12	98	62	36	107
%V	3.1%	3.7%	2.3%	3.3%	3.8%	2.6%	3.3%
%H		59.3%	10.2%	83.1%	52.5%	30.5%	90.7%
Second living/dining room	173	82	26	140	73	67	150
%V	4.6%	4.3%	4.9%	4.7%	4.5%	4.9%	4.7%
%H		47.4%	15.0%	80.9%	42.2%	38.7%	86.7%
Study/office	35	24	3	30	22	8	35
%V	0.9%	1.3%	0.6%	1.0%	1.4%	0.6%	1.1%
%H		68.6%	8.6%	85.7%	62.9%	22.9%	100.0%
TV room	18	7	4	15	8	7	18
%V	0.5%	0.4%	0.8%	0.5%	0.5%	0.5%	0.6%
%H		38.9%	22.2%	83.3%	44.4%	38.9%	100.0%
Conservatory	42	27	6	37	27	10	38
%V	1.1%	1.4%	1.1%	1.2%	1.7%	0.7%	1.2%
%H		64.3%	14.3%	88.1%	64.3%	23.8%	90.5%
Attic or loft room	7	3	1	7	4	2	4
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		42.9%	14.3%	100.0%	57.1%	28.6%	57.1%
No specific location	6	2	1	4	2	2	5
%V	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	83.3%
Other	26	19	1	20	13	7	23
%V	0.7%	1.0%	0.2%	0.7%	0.8%	0.5%	0.7%
%H		73.1%	3.8%	76.9%	50.0%	26.9%	88.5%
Not Asked	108	56	18	61	30	31	97
%V	2.8%	2.9%	3.4%	2.0%	1.9%	2.3%	3.0%
%H		51.9%	16.7%	56.5%	27.8%	28.7%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3799	1915	528	2984	1613	1371	3217
%H		50.4%	13.9%	78.5%	42.5%	36.1%	84.7%
PVR	1504	986	257	1007	728	280	1359
%V	39.6%	51.5%	48.7%	33.7%	45.1%	20.4%	42.2%
%H		65.6%	17.1%	67.0%	48.4%	18.6%	90.4%
DVDR	196	111	27	153	93	60	174
%V	5.2%	5.8%	5.1%	5.1%	5.8%	4.4%	5.4%
%H		56.6%	13.8%	78.1%	47.4%	30.6%	88.8%
VCR	102	41	17	86	41	45	70
%V	2.7%	2.1%	3.2%	2.9%	2.5%	3.3%	2.2%
%H		40.2%	16.7%	84.3%	40.2%	44.1%	68.6%
Any recorder	1613	1026	268	1099	759	340	1437
%V	42.5%	53.6%	50.8%	36.8%	47.1%	24.8%	44.7%
%H		63.6%	16.6%	68.1%	47.1%	21.1%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3799	1915	528	2984	1613	1371	3217
%H		50.4%	13.9%	78.5%	42.5%	36.1%	84.7%
Receives HDTV (via STB or built-in reception)	1468	796	294	1075	677	398	1321
%V	38.6%	41.6%	55.7%	36.0%	42.0%	29.0%	41.1%
%H		54.2%	20.0%	73.2%	46.1%	27.1%	90.0%
DVD/Blu-ray player or recorder	1974	1042	293	1496	841	656	1710
%V	52.0%	54.4%	55.5%	50.1%	52.1%	47.8%	53.2%
%H		52.8%	14.8%	75.8%	42.6%	33.2%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1854	854	257	1383	637	746	1476
%H		46.1%	13.9%	74.6%	34.4%	40.2%	79.6%
Under 20"	71	11	4	63	9	55	45
%V	3.8%	1.3%	1.6%	4.6%	1.4%	7.4%	3.0%
%H		15.5%	5.6%	88.7%	12.7%	77.5%	63.4%
20" - 29"	309	87	30	253	60	193	184
%V	16.7%	10.2%	11.7%	18.3%	9.4%	25.9%	12.5%
%H		28.2%	9.7%	81.9%	19.4%	62.5%	59.5%
30" - 39"	743	322	109	563	251	312	585
%V	40.1%	37.7%	42.4%	40.7%	39.4%	41.8%	39.6%
%H		43.3%	14.7%	75.8%	33.8%	42.0%	78.7%
40" and over	716	431	111	493	315	179	648
%V	38.6%	50.5%	43.2%	35.6%	49.5%	24.0%	43.9%
%H		60.2%	15.5%	68.9%	44.0%	25.0%	90.5%
Don't know	13	3	2	11	3	8	11
%V	0.7%	0.4%	0.8%	0.8%	0.5%	1.1%	0.7%
%H		23.1%	15.4%	84.6%	23.1%	61.5%	84.6%
Not Asked	2	0	1	0	0	0	3
%V	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	50.0%	0.0%	0.0%	0.0%	150.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1854	854	257	1383	637	746	1476
%H		46.1%	13.9%	74.6%	34.4%	40.2%	79.6%
PVR	1124	706	194	751	514	237	994
%V	60.6%	82.7%	75.5%	54.3%	80.7%	31.8%	67.3%
%H		62.8%	17.3%	66.8%	45.7%	21.1%	88.4%
DVDR	150	81	19	115	64	51	131
%V	8.1%	9.5%	7.4%	8.3%	10.0%	6.8%	8.9%
%H		54.0%	12.7%	76.7%	42.7%	34.0%	87.3%
VCR	85	33	11	73	32	41	57
%V	4.6%	3.9%	4.3%	5.3%	5.0%	5.5%	3.9%
%H		38.8%	12.9%	85.9%	37.6%	48.2%	67.1%
Any recorder	1200	723	201	816	527	289	1043
%V	64.7%	84.7%	78.2%	59.0%	82.7%	38.7%	70.7%
%H		60.3%	16.8%	68.0%	43.9%	24.1%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1854	854	257	1383	637	746	1476
%H		46.1%	13.9%	74.6%	34.4%	40.2%	79.6%
Receives HDTV (via STB or built-in reception)	1012	551	206	715	447	268	894
%V	54.6%	64.5%	80.2%	51.7%	70.2%	35.9%	60.6%
%H		54.4%	20.4%	70.7%	44.2%	26.5%	88.3%
DVD/Blu-ray player or recorder	1282	657	188	926	481	445	1070
%V	69.1%	76.9%	73.2%	67.0%	75.5%	59.7%	72.5%
%H		51.2%	14.7%	72.2%	37.5%	34.7%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1944	1061	271	1602	977	625	1741
%H		54.6%	13.9%	82.4%	50.3%	32.2%	89.6%
Under 20"	698	349	94	604	347	257	593
%V	35.9%	32.9%	34.7%	37.7%	35.5%	41.1%	34.1%
%H		50.0%	13.5%	86.5%	49.7%	36.8%	85.0%
20" - 29"	594	324	72	514	311	203	531
%V	30.6%	30.5%	26.6%	32.1%	31.8%	32.5%	30.5%
%H		54.5%	12.1%	86.5%	52.4%	34.2%	89.4%
30" - 39"	400	239	68	310	211	99	381
%V	20.6%	22.5%	25.1%	19.4%	21.6%	15.8%	21.9%
%H		59.8%	17.0%	77.5%	52.8%	24.8%	95.3%
40" and over	132	84	19	98	67	31	128
%V	6.8%	7.9%	7.0%	6.1%	6.9%	5.0%	7.4%
%H		63.6%	14.4%	74.2%	50.8%	23.5%	97.0%
Don't know	16	10	1	15	10	4	15
%V	0.8%	0.9%	0.4%	0.9%	1.0%	0.6%	0.9%
%H		62.5%	6.3%	93.8%	62.5%	25.0%	93.8%
Not Asked	104	55	17	61	31	31	93
%V	5.3%	5.2%	6.3%	3.8%	3.2%	5.0%	5.3%
%H		52.9%	16.3%	58.7%	29.8%	29.8%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1944	1061	271	1602	977	625	1741
%H		54.6%	13.9%	82.4%	50.3%	32.2%	89.6%
PVR	380	281	64	257	214	43	365
%V	19.5%	26.5%	23.6%	16.0%	21.9%	6.9%	21.0%
%H		73.9%	16.8%	67.6%	56.3%	11.3%	96.1%
DVDR	46	30	8	38	29	9	43
%V	2.4%	2.8%	3.0%	2.4%	3.0%	1.4%	2.5%
%H		65.2%	17.4%	82.6%	63.0%	19.6%	93.5%
VCR	17	8	6	13	9	4	13
%V	0.9%	0.8%	2.2%	0.8%	0.9%	0.6%	0.7%
%H		47.1%	35.3%	76.5%	52.9%	23.5%	76.5%
Any recorder	413	303	67	283	232	51	394
%V	21.2%	28.6%	24.7%	17.7%	23.7%	8.2%	22.6%
%H		73.4%	16.2%	68.5%	56.2%	12.3%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1944	1061	271	1602	977	625	1741
%H		54.6%	13.9%	82.4%	50.3%	32.2%	89.6%
Receives HDTV (via STB or built-in reception)	456	245	88	360	230	130	427
%V	23.5%	23.1%	32.5%	22.5%	23.5%	20.8%	24.5%
%H		53.7%	19.3%	78.9%	50.4%	28.5%	93.6%
DVD/Blu-ray player or recorder	693	385	104	570	360	211	640
%V	35.6%	36.3%	38.4%	35.6%	36.8%	33.8%	36.8%
%H		55.6%	15.0%	82.3%	51.9%	30.4%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4542	4391	2200	683	3191	1679	1513	3933
%H		96.7%	48.4%	15.0%	70.3%	37.0%	33.3%	86.6%
Total Children	863	838	475	138	564	341	223	813
%V	19.0%	19.1%	21.6%	20.2%	17.7%	20.3%	14.7%	20.7%
%H		97.1%	55.0%	16.0%	65.4%	39.5%	25.8%	94.2%
0 - 3	213	207	120	30	132	78	54	196
%V	4.7%	4.7%	5.5%	4.4%	4.1%	4.6%	3.6%	5.0%
%H		97.2%	56.3%	14.1%	62.0%	36.6%	25.4%	92.0%
4 - 15	650	631	355	108	433	263	169	617
%V	14.3%	14.4%	16.1%	15.8%	13.6%	15.7%	11.2%	15.7%
%H		97.1%	54.6%	16.6%	66.6%	40.5%	26.0%	94.9%
4 - 9	351	340	198	57	215	129	86	334
%V	7.7%	7.7%	9.0%	8.3%	6.7%	7.7%	5.7%	8.5%
%H		96.9%	56.4%	16.2%	61.3%	36.8%	24.5%	95.2%
10 - 15	299	290	157	51	218	135	83	283
%V	6.6%	6.6%	7.1%	7.5%	6.8%	8.0%	5.5%	7.2%
%H		97.0%	52.5%	17.1%	72.9%	45.2%	27.8%	94.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4542	4391	2200	683	3191	1679	1513	3933
%H		96.7%	48.4%	15.0%	70.3%	37.0%	33.3%	86.6%
Total Adults (16+)	3679	3553	1725	546	2627	1338	1289	3120
%V	81.0%	80.9%	78.4%	79.9%	82.3%	79.7%	85.2%	79.3%
%H		96.6%	46.9%	14.8%	71.4%	36.4%	35.0%	84.8%
16 - 19	219	209	100	46	155	96	59	206
%V	4.8%	4.8%	4.5%	6.7%	4.9%	5.7%	3.9%	5.2%
%H		95.4%	45.7%	21.0%	70.8%	43.8%	26.9%	94.1%
20 - 24	262	240	117	41	169	91	78	237
%V	5.8%	5.5%	5.3%	6.0%	5.3%	5.4%	5.2%	6.0%
%H		91.6%	44.7%	15.6%	64.5%	34.7%	29.8%	90.5%
25 - 34	559	535	302	94	328	192	135	521
%V	12.3%	12.2%	13.7%	13.8%	10.3%	11.4%	8.9%	13.2%
%H		95.7%	54.0%	16.8%	58.7%	34.3%	24.2%	93.2%
35 - 44	591	572	303	96	390	217	173	554
%V	13.0%	13.0%	13.8%	14.1%	12.2%	12.9%	11.4%	14.1%
%H		96.8%	51.3%	16.2%	66.0%	36.7%	29.3%	93.7%
45 - 54	645	627	313	103	481	265	215	591
%V	14.2%	14.3%	14.2%	15.1%	15.1%	15.8%	14.2%	15.0%
%H		97.2%	48.5%	16.0%	74.6%	41.1%	33.3%	91.6%
55 - 64	561	547	264	78	414	202	212	490
%V	12.4%	12.5%	12.0%	11.4%	13.0%	12.0%	14.0%	12.5%
%H		97.5%	47.1%	13.9%	73.8%	36.0%	37.8%	87.3%
65+	842	824	327	88	690	274	416	520
%V	18.5%	18.8%	14.9%	12.9%	21.6%	16.3%	27.5%	13.2%
%H		97.9%	38.8%	10.5%	81.9%	32.5%	49.4%	61.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3679	3553	1725	546	2627	1338	1289	3120
%H		96.6%	46.9%	14.8%	71.4%	36.4%	35.0%	84.8%
AB	987	961	463	151	730	381	349	937
%V	26.8%	27.0%	26.8%	27.7%	27.8%	28.5%	27.1%	30.0%
%H		97.4%	46.9%	15.3%	74.0%	38.6%	35.4%	94.9%
C1	1074	1026	502	186	753	408	345	949
%V	29.2%	28.9%	29.1%	34.1%	28.7%	30.5%	26.8%	30.4%
%H		95.5%	46.7%	17.3%	70.1%	38.0%	32.1%	88.4%
C2	892	867	442	110	649	340	309	741
%V	24.2%	24.4%	25.6%	20.1%	24.7%	25.4%	24.0%	23.8%
%H		97.2%	49.6%	12.3%	72.8%	38.1%	34.6%	83.1%
D	511	492	239	70	339	157	181	383
%V	13.9%	13.8%	13.9%	12.8%	12.9%	11.7%	14.0%	12.3%
%H		96.3%	46.8%	13.7%	66.3%	30.7%	35.4%	75.0%
E	214	207	78	29	156	52	104	109
%V	5.8%	5.8%	4.5%	5.3%	5.9%	3.9%	8.1%	3.5%
%H		96.7%	36.4%	13.6%	72.9%	24.3%	48.6%	50.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3679	3553	1725	546	2627	1338	1289	3120
%H		96.6%	46.9%	14.8%	71.4%	36.4%	35.0%	84.8%
Working full time	1679	1625	855	281	1143	653	491	1567
%V	45.6%	45.7%	49.6%	51.5%	43.5%	48.8%	38.1%	50.2%
%H		96.8%	50.9%	16.7%	68.1%	38.9%	29.2%	93.3%
Working part time	412	405	208	68	293	160	132	379
%V	11.2%	11.4%	12.1%	12.5%	11.2%	12.0%	10.2%	12.1%
%H		98.3%	50.5%	16.5%	71.1%	38.8%	32.0%	92.0%
Not working	1587	1524	662	197	1191	525	666	1174
%V	43.1%	42.9%	38.4%	36.1%	45.3%	39.2%	51.7%	37.6%
%H		96.0%	41.7%	12.4%	75.0%	33.1%	42.0%	74.0%
Housewife/Houseperson	1927	1856	854	257	1383	637	746	1525
%V	52.4%	52.2%	49.5%	47.1%	52.6%	47.6%	57.9%	48.9%
%H		96.3%	44.3%	13.3%	71.8%	33.1%	38.7%	79.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1744	880	273	1275	679	596	1565
%H		96.6%	48.7%	15.1%	70.6%	37.6%	33.0%	86.7%
16 - 19	123	120	59	29	88	57	32	117
%V	6.8%	6.9%	6.7%	10.6%	6.9%	8.4%	5.4%	7.5%
%H		97.6%	48.0%	23.6%	71.5%	46.3%	26.0%	95.1%
20 - 24	127	116	54	22	85	47	38	120
%V	7.0%	6.7%	6.1%	8.1%	6.7%	6.9%	6.4%	7.7%
%H		91.3%	42.5%	17.3%	66.9%	37.0%	29.9%	94.5%
25 - 34	285	275	161	42	166	96	70	264
%V	15.8%	15.8%	18.3%	15.4%	13.0%	14.1%	11.7%	16.9%
%H		96.5%	56.5%	14.7%	58.2%	33.7%	24.6%	92.6%
35 - 44	297	285	150	51	191	106	85	272
%V	16.4%	16.3%	17.0%	18.7%	15.0%	15.6%	14.3%	17.4%
%H		96.0%	50.5%	17.2%	64.3%	35.7%	28.6%	91.6%
45 - 54	313	305	153	47	235	130	105	289
%V	17.3%	17.5%	17.4%	17.2%	18.4%	19.1%	17.6%	18.5%
%H		97.4%	48.9%	15.0%	75.1%	41.5%	33.5%	92.3%
55 - 64	275	267	132	36	201	99	103	241
%V	15.2%	15.3%	15.0%	13.2%	15.8%	14.6%	17.3%	15.4%
%H		97.1%	48.0%	13.1%	73.1%	36.0%	37.5%	87.6%
65+	385	375	171	47	307	145	163	263
%V	21.3%	21.5%	19.4%	17.2%	24.1%	21.4%	27.3%	16.8%
%H		97.4%	44.4%	12.2%	79.7%	37.7%	42.3%	68.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1744	880	273	1275	679	596	1565
%H		96.6%	48.7%	15.1%	70.6%	37.6%	33.0%	86.7%
AB	499	484	239	76	367	195	171	469
%V	27.6%	27.8%	27.2%	27.8%	28.8%	28.7%	28.7%	30.0%
%H		97.0%	47.9%	15.2%	73.5%	39.1%	34.3%	94.0%
C1	500	478	243	91	348	199	149	454
%V	27.7%	27.4%	27.6%	33.3%	27.3%	29.3%	25.0%	29.0%
%H		95.6%	48.6%	18.2%	69.6%	39.8%	29.8%	90.8%
C2	480	466	242	60	344	183	162	400
%V	26.6%	26.7%	27.5%	22.0%	27.0%	27.0%	27.2%	25.6%
%H		97.1%	50.4%	12.5%	71.7%	38.1%	33.8%	83.3%
D	243	234	123	34	156	81	75	193
%V	13.5%	13.4%	14.0%	12.5%	12.2%	11.9%	12.6%	12.3%
%H		96.3%	50.6%	14.0%	64.2%	33.3%	30.9%	79.4%
E	86	82	34	13	60	22	38	49
%V	4.8%	4.7%	3.9%	4.8%	4.7%	3.2%	6.4%	3.1%
%H		95.3%	39.5%	15.1%	69.8%	25.6%	44.2%	57.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1806	1744	880	273	1275	679	596	1565
%H		96.6%	48.7%	15.1%	70.6%	37.6%	33.0%	86.7%
Working full time	1075	1037	556	171	728	417	311	995
%V	59.5%	59.5%	63.2%	62.6%	57.1%	61.4%	52.2%	63.6%
%H		96.5%	51.7%	15.9%	67.7%	38.8%	28.9%	92.6%
Working part time	85	82	40	17	58	29	29	78
%V	4.7%	4.7%	4.5%	6.2%	4.5%	4.3%	4.9%	5.0%
%H		96.5%	47.1%	20.0%	68.2%	34.1%	34.1%	91.8%
Not working	645	624	285	85	488	233	255	491
%V	35.7%	35.8%	32.4%	31.1%	38.3%	34.3%	42.8%	31.4%
%H		96.7%	44.2%	13.2%	75.7%	36.1%	39.5%	76.1%
Housewife/Houseperson	379	358	169	42	258	111	147	265
%V	21.0%	20.5%	19.2%	15.4%	20.2%	16.3%	24.7%	16.9%
%H		94.5%	44.6%	11.1%	68.1%	29.3%	38.8%	69.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1873	1809	845	272	1352	659	694	1555
%H		96.6%	45.1%	14.5%	72.2%	35.2%	37.1%	83.0%
16 - 19	96	88	42	17	67	39	28	90
%V	5.1%	4.9%	5.0%	6.3%	5.0%	5.9%	4.0%	5.8%
%H		91.7%	43.8%	17.7%	69.8%	40.6%	29.2%	93.8%
20 - 24	135	123	63	19	83	44	40	117
%V	7.2%	6.8%	7.5%	7.0%	6.1%	6.7%	5.8%	7.5%
%H		91.1%	46.7%	14.1%	61.5%	32.6%	29.6%	86.7%
25 - 34	275	260	141	52	162	97	65	257
%V	14.7%	14.4%	16.7%	19.1%	12.0%	14.7%	9.4%	16.5%
%H		94.5%	51.3%	18.9%	58.9%	35.3%	23.6%	93.5%
35 - 44	294	287	152	45	199	111	88	282
%V	15.7%	15.9%	18.0%	16.5%	14.7%	16.8%	12.7%	18.1%
%H		97.6%	51.7%	15.3%	67.7%	37.8%	29.9%	95.9%
45 - 54	331	322	160	56	245	136	110	302
%V	17.7%	17.8%	18.9%	20.6%	18.1%	20.6%	15.9%	19.4%
%H		97.3%	48.3%	16.9%	74.0%	41.1%	33.2%	91.2%
55 - 64	286	280	132	42	213	104	109	249
%V	15.3%	15.5%	15.6%	15.4%	15.8%	15.8%	15.7%	16.0%
%H		97.9%	46.2%	14.7%	74.5%	36.4%	38.1%	87.1%
65+	457	449	155	42	383	129	254	257
%V	24.4%	24.8%	18.3%	15.4%	28.3%	19.6%	36.6%	16.5%
%H		98.2%	33.9%	9.2%	83.8%	28.2%	55.6%	56.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1873	1809	845	272	1352	659	694	1555
%H		96.6%	45.1%	14.5%	72.2%	35.2%	37.1%	83.0%
AB	489	477	225	75	364	186	178	468
%V	26.1%	26.4%	26.6%	27.6%	26.9%	28.2%	25.6%	30.1%
%H		97.5%	46.0%	15.3%	74.4%	38.0%	36.4%	95.7%
C1	574	548	260	95	405	209	196	495
%V	30.6%	30.3%	30.8%	34.9%	30.0%	31.7%	28.2%	31.8%
%H		95.5%	45.3%	16.6%	70.6%	36.4%	34.1%	86.2%
C2	413	401	201	51	305	157	148	341
%V	22.1%	22.2%	23.8%	18.8%	22.6%	23.8%	21.3%	21.9%
%H		97.1%	48.7%	12.3%	73.8%	38.0%	35.8%	82.6%
D	269	258	117	36	183	76	106	191
%V	14.4%	14.3%	13.8%	13.2%	13.5%	11.5%	15.3%	12.3%
%H		95.9%	43.5%	13.4%	68.0%	28.3%	39.4%	71.0%
E	128	125	44	16	96	30	66	60
%V	6.8%	6.9%	5.2%	5.9%	7.1%	4.6%	9.5%	3.9%
%H		97.7%	34.4%	12.5%	75.0%	23.4%	51.6%	46.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1873	1809	845	272	1352	659	694	1555
%H		96.6%	45.1%	14.5%	72.2%	35.2%	37.1%	83.0%
Working full time	604	587	300	110	415	236	179	571
%V	32.2%	32.4%	35.5%	40.4%	30.7%	35.8%	25.8%	36.7%
%H		97.2%	49.7%	18.2%	68.7%	39.1%	29.6%	94.5%
Working part time	327	322	168	51	235	132	103	301
%V	17.5%	17.8%	19.9%	18.8%	17.4%	20.0%	14.8%	19.4%
%H		98.5%	51.4%	15.6%	71.9%	40.4%	31.5%	92.0%
Not working	942	899	377	112	703	292	411	683
%V	50.3%	49.7%	44.6%	41.2%	52.0%	44.3%	59.2%	43.9%
%H		95.4%	40.0%	11.9%	74.6%	31.0%	43.6%	72.5%
Housewife/Houseperson	1548	1498	685	214	1125	525	599	1260
%V	82.6%	82.8%	81.1%	78.7%	83.2%	79.7%	86.3%	81.0%
%H		96.8%	44.3%	13.8%	72.7%	33.9%	38.7%	81.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
AB	294	283	109	40	217	85	131	266
%V	28.8%	28.9%	28.7%	27.8%	28.7%	27.4%	29.3%	33.5%
%H (All HH)		96.3%	37.1%	13.6%	73.8%	28.9%	44.6%	90.5%
%H (TV HH)			38.5%	14.1%	76.7%	30.0%	46.3%	
C1	283	271	104	43	213	94	120	234
%V	27.7%	27.7%	27.4%	29.9%	28.1%	30.3%	26.8%	29.5%
%H (All HH)		95.8%	36.7%	15.2%	75.3%	33.2%	42.4%	82.7%
%H (TV HH)			38.4%	15.9%	78.6%	34.7%	44.3%	
C2	213	204	83	36	153	69	84	170
%V	20.9%	20.8%	21.8%	25.0%	20.2%	22.3%	18.8%	21.4%
%H (All HH)		95.8%	39.0%	16.9%	71.8%	32.4%	39.4%	79.8%
%H (TV HH)			40.7%	17.6%	75.0%	33.8%	41.2%	
D	138	135	56	14	106	40	65	87
%V	13.5%	13.8%	14.7%	9.7%	14.0%	12.9%	14.5%	11.0%
%H (All HH)		97.8%	40.6%	10.1%	76.8%	29.0%	47.1%	63.0%
%H (TV HH)			41.5%	10.4%	78.5%	29.6%	48.1%	
E	92	87	28	11	68	21	47	36
%V	9.0%	8.9%	7.4%	7.6%	9.0%	6.8%	10.5%	4.5%
%H (All HH)		94.6%	30.4%	12.0%	73.9%	22.8%	51.1%	39.1%
%H (TV HH)			32.2%	12.6%	78.2%	24.1%	54.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%V (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Under 25	46	40	11	6	30	10	20	34
%V	4.5%	4.1%	2.9%	4.2%	4.0%	3.2%	4.5%	4.3%
%H (All HH)		87.0%	23.9%	13.0%	65.2%	21.7%	43.5%	73.9%
%H (TV HH)			27.5%	15.0%	75.0%	25.0%	50.0%	
25 - 34	145	134	64	23	91	47	44	135
%V	14.2%	13.7%	16.8%	16.0%	12.0%	15.2%	9.8%	17.0%
%H (All HH)		92.4%	44.1%	15.9%	62.8%	32.4%	30.3%	93.1%
%H (TV HH)			47.8%	17.2%	67.9%	35.1%	32.8%	
35 - 44	161	157	76	30	105	56	49	144
%V	15.8%	16.0%	20.0%	20.8%	13.9%	18.1%	11.0%	18.2%
%H (All HH)		97.5%	47.2%	18.6%	65.2%	34.8%	30.4%	89.4%
%H (TV HH)			48.4%	19.1%	66.9%	35.7%	31.2%	
45 - 54	200	195	82	36	148	72	75	182
%V	19.6%	19.9%	21.6%	25.0%	19.6%	23.2%	16.8%	23.0%
%H (All HH)		97.5%	41.0%	18.0%	74.0%	36.0%	37.5%	91.0%
%H (TV HH)			42.1%	18.5%	75.9%	36.9%	38.5%	
55 - 64	174	169	64	26	136	58	79	143
%V	17.1%	17.2%	16.8%	18.1%	18.0%	18.7%	17.7%	18.0%
%H (All HH)		97.1%	36.8%	14.9%	78.2%	33.3%	45.4%	82.2%
%H (TV HH)			37.9%	15.4%	80.5%	34.3%	46.7%	
65 +	295	286	83	22	247	66	180	154
%V	28.9%	29.2%	21.8%	15.3%	32.6%	21.3%	40.3%	19.4%
%H (All HH)		96.9%	28.1%	7.5%	83.7%	22.4%	61.0%	52.2%
%H (TV HH)			29.0%	7.7%	86.4%	23.1%	62.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
1	311	290	79	30	235	57	178	165
%V	30.5%	29.6%	20.8%	20.8%	31.0%	18.4%	39.8%	20.8%
%H (All HH)		93.2%	25.4%	9.6%	75.6%	18.3%	57.2%	53.1%
%H (TV HH)			27.2%	10.3%	81.0%	19.7%	61.4%	
2	352	342	130	49	274	114	160	295
%V	34.5%	34.9%	34.2%	34.0%	36.2%	36.8%	35.8%	37.2%
%H (All HH)		97.2%	36.9%	13.9%	77.8%	32.4%	45.5%	83.8%
%H (TV HH)			38.0%	14.3%	80.1%	33.3%	46.8%	
3	150	146	69	23	112	61	51	138
%V	14.7%	14.9%	18.2%	16.0%	14.8%	19.7%	11.4%	17.4%
%H (All HH)		97.3%	46.0%	15.3%	74.7%	40.7%	34.0%	92.0%
%H (TV HH)			47.3%	15.8%	76.7%	41.8%	34.9%	
4	142	138	71	32	86	52	34	134
%V	13.9%	14.1%	18.7%	22.2%	11.4%	16.8%	7.6%	16.9%
%H (All HH)		97.2%	50.0%	22.5%	60.6%	36.6%	23.9%	94.4%
%H (TV HH)			51.4%	23.2%	62.3%	37.7%	24.6%	
5+	65	64	30	9	48	25	23	60
%V	6.4%	6.5%	7.9%	6.3%	6.3%	8.1%	5.1%	7.6%
%H (All HH)		98.5%	46.2%	13.8%	73.8%	38.5%	35.4%	92.3%
%H (TV HH)			46.9%	14.1%	75.0%	39.1%	35.9%	
Average HH size	2.34	2.36	2.61	2.61	2.28	2.62	2.05	2.56

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Without	770	735	260	98	592	220	372	563
%V	75.5%	75.0%	68.4%	68.1%	78.2%	71.0%	83.2%	71.0%
%H (All HH)		95.5%	33.8%	12.7%	76.9%	28.6%	48.3%	73.1%
%H (TV HH)			35.4%	13.3%	80.5%	29.9%	50.6%	
With	250	245	120	46	165	89	76	230
%V	24.5%	25.0%	31.6%	31.9%	21.8%	28.7%	17.0%	29.0%
%H (All HH)		98.0%	48.0%	18.4%	66.0%	35.6%	30.4%	92.0%
%H (TV HH)			49.0%	18.8%	67.3%	36.3%	31.0%	
0 - 3	102	99	45	16	68	32	36	88
%V	10.0%	10.1%	11.8%	11.1%	9.0%	10.3%	8.1%	11.1%
%H (All HH)		97.1%	44.1%	15.7%	66.7%	31.4%	35.3%	86.3%
%H (TV HH)			45.5%	16.2%	68.7%	32.3%	36.4%	
4 - 9	122	120	65	19	75	41	34	110
%V	12.0%	12.2%	17.1%	13.2%	9.9%	13.2%	7.6%	13.9%
%H (All HH)		98.4%	53.3%	15.6%	61.5%	33.6%	27.9%	90.2%
%H (TV HH)			54.2%	15.8%	62.5%	34.2%	28.3%	
10 - 15	116	115	58	24	76	45	31	112
%V	11.4%	11.7%	15.3%	16.7%	10.0%	14.5%	6.9%	14.1%
%H (All HH)		99.1%	50.0%	20.7%	65.5%	38.8%	26.7%	96.6%
%H (TV HH)			50.4%	20.9%	66.1%	39.1%	27.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
1	421	421	123	52	301	64	237	280
%V	41.3%	43.0%	32.4%	36.1%	39.8%	20.6%	53.0%	35.3%
%H (All HH)		100.0%	29.2%	12.4%	71.5%	15.2%	56.3%	66.5%
%H (TV HH)			29.2%	12.4%	71.5%	15.2%	56.3%	
2	328	328	140	50	256	119	137	271
%V	32.2%	33.5%	36.8%	34.7%	33.8%	38.4%	30.6%	34.2%
%H (All HH)		100.0%	42.7%	15.2%	78.0%	36.3%	41.8%	82.6%
%H (TV HH)			42.7%	15.2%	78.0%	36.3%	41.8%	
3	145	145	71	22	124	71	53	129
%V	14.2%	14.8%	18.7%	15.3%	16.4%	22.9%	11.9%	16.3%
%H (All HH)		100.0%	49.0%	15.2%	85.5%	49.0%	36.6%	89.0%
%H (TV HH)			49.0%	15.2%	85.5%	49.0%	36.6%	
4	63	63	33	15	57	41	15	59
%V	6.2%	6.4%	8.7%	10.4%	7.5%	13.2%	3.4%	7.4%
%H (All HH)		100.0%	52.4%	23.8%	90.5%	65.1%	23.8%	93.7%
%H (TV HH)			52.4%	23.8%	90.5%	65.1%	23.8%	
5+	23	23	13	5	19	14	5	23
%V	2.3%	2.3%	3.4%	3.5%	2.5%	4.5%	1.1%	2.9%
%H (All HH)		100.0%	56.5%	21.7%	82.6%	60.9%	21.7%	100.0%
%H (TV HH)			56.5%	21.7%	82.6%	60.9%	21.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Under 20"	253	253	101	34	219	102	118	207
%V	24.8%	25.8%	26.6%	23.6%	28.9%	32.9%	26.4%	26.1%
%H (All HH)		100.0%	39.9%	13.4%	86.6%	40.3%	46.6%	81.8%
%H (TV HH)			39.9%	13.4%	86.6%	40.3%	46.6%	
20" - 29"	408	408	153	58	334	137	197	316
%V	40.0%	41.6%	40.3%	40.3%	44.1%	44.2%	44.1%	39.8%
%H (All HH)		100.0%	37.5%	14.2%	81.9%	33.6%	48.3%	77.5%
%H (TV HH)			37.5%	14.2%	81.9%	33.6%	48.3%	
30" - 39"	517	517	214	78	410	184	226	411
%V	50.7%	52.8%	56.3%	54.2%	54.2%	59.4%	50.6%	51.8%
%H (All HH)		100.0%	41.4%	15.1%	79.3%	35.6%	43.7%	79.5%
%H (TV HH)			41.4%	15.1%	79.3%	35.6%	43.7%	
40" and over	355	355	184	69	261	157	104	317
%V	34.8%	36.2%	48.4%	47.9%	34.5%	50.6%	23.3%	40.0%
%H (All HH)		100.0%	51.8%	19.4%	73.5%	44.2%	29.3%	89.3%
%H (TV HH)			51.8%	19.4%	73.5%	44.2%	29.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Main living room	964	964	379	144	751	309	442	749
%V	94.5%	98.4%	99.7%	100.0%	99.2%	99.7%	98.9%	94.5%
%H (All HH)		100.0%	39.3%	14.9%	77.9%	32.1%	45.9%	77.7%
%H (TV HH)			39.3%	14.9%	77.9%	32.1%	45.9%	
Kitchen	124	124	54	15	107	53	55	113
%V	12.2%	12.7%	14.2%	10.4%	14.1%	17.1%	12.3%	14.2%
%H (All HH)		100.0%	43.5%	12.1%	86.3%	42.7%	44.4%	91.1%
%H (TV HH)			43.5%	12.1%	86.3%	42.7%	44.4%	
Adult's bedroom	378	378	181	64	316	182	134	320
%V	37.1%	38.6%	47.6%	44.4%	41.7%	58.7%	30.0%	40.4%
%H (All HH)		100.0%	47.9%	16.9%	83.6%	48.1%	35.4%	84.7%
%H (TV HH)			47.9%	16.9%	83.6%	48.1%	35.4%	
Child's bedroom	93	93	53	20	72	51	21	88
%V	9.1%	9.5%	13.9%	13.9%	9.5%	16.5%	4.7%	11.1%
%H (All HH)		100.0%	57.0%	21.5%	77.4%	54.8%	22.6%	94.6%
%H (TV HH)			57.0%	21.5%	77.4%	54.8%	22.6%	
Other bedroom	60	60	31	14	50	34	16	55
%V	5.9%	6.1%	8.2%	9.7%	6.6%	11.0%	3.6%	6.9%
%H (All HH)		100.0%	51.7%	23.3%	83.3%	56.7%	26.7%	91.7%
%H (TV HH)			51.7%	23.3%	83.3%	56.7%	26.7%	
Second living/dining room	71	71	30	7	66	31	35	57
%V	7.0%	7.2%	7.9%	4.9%	8.7%	10.0%	7.8%	7.2%
%H (All HH)		100.0%	42.3%	9.9%	93.0%	43.7%	49.3%	80.3%
%H (TV HH)			42.3%	9.9%	93.0%	43.7%	49.3%	
Study/office	28	28	12	4	23	12	10	27
%V	2.7%	2.9%	3.2%	2.8%	3.0%	3.9%	2.2%	3.4%
%H (All HH)		100.0%	42.9%	14.3%	82.1%	42.9%	35.7%	96.4%
%H (TV HH)			42.9%	14.3%	82.1%	42.9%	35.7%	
TV room	4	4	1	0	4	1	3	4
%V	0.4%	0.4%	0.3%	0.0%	0.5%	0.3%	0.7%	0.5%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Conservatory	17	17	10	1	16	10	5	15
%V	1.7%	1.7%	2.6%	0.7%	2.1%	3.2%	1.1%	1.9%
%H (All HH)		100.0%	58.8%	5.9%	94.1%	58.8%	29.4%	88.2%
%H (TV HH)			58.8%	5.9%	94.1%	58.8%	29.4%	
Attic or loft room	3	3	2	0	2	1	1	3
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	6	6	3	0	6	3	3	6
%V	0.6%	0.6%	0.8%	0.0%	0.8%	1.0%	0.7%	0.8%
%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%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Any DSAT provider	380	380	380	4	243	243	0	333
%V	37.3%	38.8%	100.0%	2.8%	32.1%	78.4%	0.0%	42.0%
%H (All HH)			100.0%	1.1%	63.9%	63.9%	0.0%	87.6%
%H (TV HH)			100.0%	1.1%	63.9%	63.9%	0.0%	
Sky with subcription	300	300	300	3	198	198	0	271
%V	29.4%	30.6%	78.9%	2.1%	26.2%	63.9%	0.0%	34.2%
%H (All HH)			100.0%	1.0%	66.0%	66.0%	0.0%	90.3%
%H (TV HH)			100.0%	1.0%	66.0%	66.0%	0.0%	
Sky without subscription	22	22	22	0	10	10	0	18
%V	2.2%	2.2%	5.8%	0.0%	1.3%	3.2%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	81.8%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
Freesat	51	51	51	1	32	32	0	42
%V	5.0%	5.2%	13.4%	0.7%	4.2%	10.3%	0.0%	5.3%
%H (All HH)			100.0%	2.0%	62.7%	62.7%	0.0%	82.4%
%H (TV HH)			100.0%	2.0%	62.7%	62.7%	0.0%	
Other satellite provider	11	11	11	0	4	4	0	7
%V	1.1%	1.1%	2.9%	0.0%	0.5%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	36.4%	36.4%	0.0%	63.6%
%H (TV HH)			100.0%	0.0%	36.4%	36.4%	0.0%	
DCAB	144	144	4	144	68	68	0	127
%V	14.1%	14.7%	1.1%	100.0%	9.0%	21.9%	0.0%	16.0%
%H (All HH)			2.8%	100.0%	47.2%	47.2%	0.0%	88.2%
%H (TV HH)			2.8%	100.0%	47.2%	47.2%	0.0%	
DTT	757	757	243	68	757	310	447	572
%V	74.2%	77.2%	63.9%	47.2%	100.0%	100.0%	100.0%	72.1%
%H (All HH)		100.0%	32.1%	9.0%	100.0%	41.0%	59.0%	75.6%
%H (TV HH)			32.1%	9.0%	100.0%	41.0%	59.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1020	980	380	144	757	310	447	793
%H (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
PVR	597	597	315	111	439	266	174	528
%V	58.5%	60.9%	82.9%	77.1%	58.0%	85.8%	38.9%	66.6%
%H (All HH)		100.0%	52.8%	18.6%	73.5%	44.6%	29.1%	88.4%
%H (TV HH)			52.8%	18.6%	73.5%	44.6%	29.1%	
DVDR	55	55	22	9	46	22	24	45
%V	5.4%	5.6%	5.8%	6.3%	6.1%	7.1%	5.4%	5.7%
%H (All HH)		100.0%	40.0%	16.4%	83.6%	40.0%	43.6%	81.8%
%H (TV HH)			40.0%	16.4%	83.6%	40.0%	43.6%	
VCR	38	38	15	8	30	15	16	24
%V	3.7%	3.9%	3.9%	5.6%	4.0%	4.8%	3.6%	3.0%
%H (All HH)		100.0%	39.5%	21.1%	78.9%	39.5%	42.1%	63.2%
%H (TV HH)			39.5%	21.1%	78.9%	39.5%	42.1%	
Any recorder	633	633	325	115	468	273	196	550
%V	62.1%	64.6%	85.5%	79.9%	61.8%	88.1%	43.8%	69.4%
%H (All HH)		100.0%	51.3%	18.2%	73.9%	43.1%	31.0%	86.9%
%H (TV HH)			51.3%	18.2%	73.9%	43.1%	31.0%	
Receives HDTV (via STB or built-in reception)	516	516	245	124	373	222	151	451
%V	50.6%	52.7%	64.5%	86.1%	49.3%	71.6%	33.8%	56.9%
%H (All HH)		100.0%	47.5%	24.0%	72.3%	43.0%	29.3%	87.4%
%H (TV HH)			47.5%	24.0%	72.3%	43.0%	29.3%	
DVD/Blu-ray player or recorder	820	820	336	124	645	286	359	666
%V	80.4%	83.7%	88.4%	86.1%	85.2%	92.3%	80.3%	84.0%
%H (All HH)		100.0%	41.0%	15.1%	78.7%	34.9%	43.8%	81.2%
%H (TV HH)			41.0%	15.1%	78.7%	34.9%	43.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1020	980	380	144	757	310	447	793
%V (All HH)		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%
%H (TV HH)			38.8%	14.7%	77.2%	31.6%	45.6%	
Has broadband internet	793	761	333	127	572	279	293	793
%V	77.7%	77.7%	87.6%	88.2%	75.6%	90.0%	65.5%	100.0%
%H (All HH)		96.0%	42.0%	16.0%	72.1%	35.2%	36.9%	100.0%
%H (TV HH)			43.8%	16.7%	75.2%	36.7%	38.5%	
Number of computers (PCs and laptops)								
0	197	189	43	16	159	29	130	9
%V	19.3%	19.3%	11.3%	11.1%	21.0%	9.4%	29.1%	1.1%
%H (All HH)		95.9%	21.8%	8.1%	80.7%	14.7%	66.0%	4.6%
%H (TV HH)			22.8%	8.5%	84.1%	15.3%	68.8%	
1	322	306	118	37	236	89	147	288
%V	31.6%	31.2%	31.1%	25.7%	31.2%	28.7%	32.9%	36.3%
%H (All HH)		95.0%	36.6%	11.5%	73.3%	27.6%	45.7%	89.4%
%H (TV HH)			38.6%	12.1%	77.1%	29.1%	48.0%	
2	237	227	105	41	175	98	77	233
%V	23.2%	23.2%	27.6%	28.5%	23.1%	31.6%	17.2%	29.4%
%H (All HH)		95.8%	44.3%	17.3%	73.8%	41.4%	32.5%	98.3%
%H (TV HH)			46.3%	18.1%	77.1%	43.2%	33.9%	
3	133	129	53	25	88	37	51	130
%V	13.0%	13.2%	13.9%	17.4%	11.6%	11.9%	11.4%	16.4%
%H (All HH)		97.0%	39.8%	18.8%	66.2%	27.8%	38.3%	97.7%
%H (TV HH)			41.1%	19.4%	68.2%	28.7%	39.5%	
4	57	55	25	10	44	24	19	57
%V	5.6%	5.6%	6.6%	6.9%	5.8%	7.7%	4.3%	7.2%
%H (All HH)		96.5%	43.9%	17.5%	77.2%	42.1%	33.3%	100.0%
%H (TV HH)			45.5%	18.2%	80.0%	43.6%	34.5%	
5+	76	74	36	15	55	34	21	76
%V	7.5%	7.6%	9.5%	10.4%	7.3%	11.0%	4.7%	9.6%
%H (All HH)		97.4%	47.4%	19.7%	72.4%	44.7%	27.6%	100.0%
%H (TV HH)			48.6%	20.3%	74.3%	45.9%	28.4%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

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	1890	819	305	1516	757	759	1569
%H		43.3%	16.1%	80.2%	40.1%	40.2%	83.0%
Under 20"	324	132	44	284	136	148	271
%V	17.1%	16.1%	14.4%	18.7%	18.0%	19.5%	17.3%
%H		40.7%	13.6%	87.7%	42.0%	45.7%	83.6%
20" - 29"	499	197	68	416	181	235	392
%V	26.4%	24.1%	22.3%	27.4%	23.9%	31.0%	25.0%
%H		39.5%	13.6%	83.4%	36.3%	47.1%	78.6%
30" - 39"	597	259	93	476	231	246	483
%V	31.6%	31.6%	30.5%	31.4%	30.5%	32.4%	30.8%
%H		43.4%	15.6%	79.7%	38.7%	41.2%	80.9%
40" and over	402	208	80	297	181	116	360
%V	21.3%	25.4%	26.2%	19.6%	23.9%	15.3%	22.9%
%H		51.7%	19.9%	73.9%	45.0%	28.9%	89.6%
Don't know	13	7	1	12	7	5	13
%V	0.7%	0.9%	0.3%	0.8%	0.9%	0.7%	0.8%
%H		53.8%	7.7%	92.3%	53.8%	38.5%	100.0%
Not Asked	55	16	19	31	21	9	50
%V	2.9%	2.0%	6.2%	2.0%	2.8%	1.2%	3.2%
%H		29.1%	34.5%	56.4%	38.2%	16.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1890	819	305	1516	757	759	1569
%H		43.3%	16.1%	80.2%	40.1%	40.2%	83.0%
Main living room	970	381	144	755	310	445	751
%V	51.3%	46.5%	47.2%	49.8%	41.0%	58.6%	47.9%
%H		39.3%	14.8%	77.8%	32.0%	45.9%	77.4%
Kitchen	124	54	15	107	53	55	113
%V	6.6%	6.6%	4.9%	7.1%	7.0%	7.2%	7.2%
%H		43.5%	12.1%	86.3%	42.7%	44.4%	91.1%
Adult's bedroom	417	203	70	350	205	145	359
%V	22.1%	24.8%	23.0%	23.1%	27.1%	19.1%	22.9%
%H		48.7%	16.8%	83.9%	49.2%	34.8%	86.1%
Child's bedroom	128	71	31	99	72	27	122
%V	6.8%	8.7%	10.2%	6.5%	9.5%	3.6%	7.8%
%H		55.5%	24.2%	77.3%	56.3%	21.1%	95.3%
Other bedroom	67	35	15	57	39	18	61
%V	3.5%	4.3%	4.9%	3.8%	5.2%	2.4%	3.9%
%H		52.2%	22.4%	85.1%	58.2%	26.9%	91.0%
Second living/dining room	71	30	7	66	31	35	57
%V	3.8%	3.7%	2.3%	4.4%	4.1%	4.6%	3.6%
%H		42.3%	9.9%	93.0%	43.7%	49.3%	80.3%
Study/office	28	12	4	23	12	10	27
%V	1.5%	1.5%	1.3%	1.5%	1.6%	1.3%	1.7%
%H		42.9%	14.3%	82.1%	42.9%	35.7%	96.4%
TV room	5	1	0	5	1	3	5
%V	0.3%	0.1%	0.0%	0.3%	0.1%	0.4%	0.3%
%H		20.0%	0.0%	100.0%	20.0%	60.0%	100.0%
Conservatory	17	10	1	16	10	5	15
%V	0.9%	1.2%	0.3%	1.1%	1.3%	0.7%	1.0%
%H		58.8%	5.9%	94.1%	58.8%	29.4%	88.2%
Attic or loft room	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	6	3	0	6	3	3	6
%V	0.3%	0.4%	0.0%	0.4%	0.4%	0.4%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Not Asked	55	16	19	31	21	9	50
%V	2.9%	2.0%	6.2%	2.0%	2.8%	1.2%	3.2%
%H		29.1%	34.5%	56.4%	38.2%	16.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1890	819	305	1516	757	759	1569
%H		43.3%	16.1%	80.2%	40.1%	40.2%	83.0%
PVR	756	418	144	550	351	199	675
%V	40.0%	51.0%	47.2%	36.3%	46.4%	26.2%	43.0%
%H		55.3%	19.0%	72.8%	46.4%	26.3%	89.3%
DVDR	58	22	11	49	24	25	47
%V	3.1%	2.7%	3.6%	3.2%	3.2%	3.3%	3.0%
%H		37.9%	19.0%	84.5%	41.4%	43.1%	81.0%
VCR	39	17	8	31	15	16	25
%V	2.1%	2.1%	2.6%	2.0%	2.0%	2.1%	1.6%
%H		43.6%	20.5%	79.5%	38.5%	41.0%	64.1%
Any recorder	806	435	152	592	367	225	709
%V	42.6%	53.1%	49.8%	39.1%	48.5%	29.6%	45.2%
%H		54.0%	18.9%	73.4%	45.5%	27.9%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1890	819	305	1516	757	759	1569
%H		43.3%	16.1%	80.2%	40.1%	40.2%	83.0%
Receives HDTV (via STB or built-in reception)	749	365	188	563	360	203	670
%V	39.6%	44.6%	61.6%	37.1%	47.6%	26.7%	42.7%
%H		48.7%	25.1%	75.2%	48.1%	27.1%	89.5%
DVD/Blu-ray player or recorder	1161	514	189	929	469	460	975
%V	61.4%	62.8%	62.0%	61.3%	62.0%	60.6%	62.1%
%H		44.3%	16.3%	80.0%	40.4%	39.6%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	380	144	757	310	447	761
%H		38.8%	14.7%	77.2%	31.6%	45.6%	77.7%
Under 20"	26	3	1	23	2	21	17
%V	2.7%	0.8%	0.7%	3.0%	0.6%	4.7%	2.2%
%H		11.5%	3.8%	88.5%	7.7%	80.8%	65.4%
20" - 29"	190	42	18	156	29	127	120
%V	19.4%	11.1%	12.5%	20.6%	9.4%	28.4%	15.8%
%H		22.1%	9.5%	82.1%	15.3%	66.8%	63.2%
30" - 39"	417	153	59	329	126	203	315
%V	42.6%	40.3%	41.0%	43.5%	40.6%	45.4%	41.4%
%H		36.7%	14.1%	78.9%	30.2%	48.7%	75.5%
40" and over	336	178	64	244	149	96	300
%V	34.3%	46.8%	44.4%	32.2%	48.1%	21.5%	39.4%
%H		53.0%	19.0%	72.6%	44.3%	28.6%	89.3%
Don't know	4	3	1	4	3	1	4
%V	0.4%	0.8%	0.7%	0.5%	1.0%	0.2%	0.5%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
Not Asked	7	1	1	1	1	0	5
%V	0.7%	0.3%	0.7%	0.1%	0.3%	0.0%	0.7%
%H		14.3%	14.3%	14.3%	14.3%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	380	144	757	310	447	761
%H		38.8%	14.7%	77.2%	31.6%	45.6%	77.7%
PVR	584	310	107	427	259	168	519
%V	59.6%	81.6%	74.3%	56.4%	83.5%	37.6%	68.2%
%H		53.1%	18.3%	73.1%	44.3%	28.8%	88.9%
DVDR	48	18	8	39	17	22	39
%V	4.9%	4.7%	5.6%	5.2%	5.5%	4.9%	5.1%
%H		37.5%	16.7%	81.3%	35.4%	45.8%	81.3%
VCR	34	15	6	27	13	14	21
%V	3.5%	3.9%	4.2%	3.6%	4.2%	3.1%	2.8%
%H		44.1%	17.6%	79.4%	38.2%	41.2%	61.8%
Any recorder	621	321	112	457	267	190	543
%V	63.4%	84.5%	77.8%	60.4%	86.1%	42.5%	71.4%
%H		51.7%	18.0%	73.6%	43.0%	30.6%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	380	144	757	310	447	761
%H		38.8%	14.7%	77.2%	31.6%	45.6%	77.7%
Receives HDTV (via STB or built-in reception)	496	235	122	353	211	142	437
%V	50.6%	61.8%	84.7%	46.6%	68.1%	31.8%	57.4%
%H		47.4%	24.6%	71.2%	42.5%	28.6%	88.1%
DVD/Blu-ray player or recorder	783	321	118	612	269	342	635
%V	79.9%	84.5%	81.9%	80.8%	86.8%	76.5%	83.4%
%H		41.0%	15.1%	78.2%	34.4%	43.7%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	910	439	161	760	448	312	808
%H		48.2%	17.7%	83.5%	49.2%	34.3%	88.8%
Under 20"	298	129	43	260	134	126	254
%V	32.7%	29.4%	26.7%	34.2%	29.9%	40.4%	31.4%
%H		43.3%	14.4%	87.2%	45.0%	42.3%	85.2%
20" - 29"	310	154	50	260	152	108	272
%V	34.1%	35.1%	31.1%	34.2%	33.9%	34.6%	33.7%
%H		49.7%	16.1%	83.9%	49.0%	34.8%	87.7%
30" - 39"	180	106	33	147	104	43	168
%V	19.8%	24.1%	20.5%	19.3%	23.2%	13.8%	20.8%
%H		58.9%	18.3%	81.7%	57.8%	23.9%	93.3%
40" and over	65	30	16	53	32	20	61
%V	7.1%	6.8%	9.9%	7.0%	7.1%	6.4%	7.5%
%H		46.2%	24.6%	81.5%	49.2%	30.8%	93.8%
Don't know	9	4	1	9	5	4	8
%V	1.0%	0.9%	0.6%	1.2%	1.1%	1.3%	1.0%
%H		44.4%	11.1%	100.0%	55.6%	44.4%	88.9%
Not Asked	48	16	18	31	21	11	45
%V	5.3%	3.6%	11.2%	4.1%	4.7%	3.5%	5.6%
%H		33.3%	37.5%	64.6%	43.8%	22.9%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	910	439	161	760	448	312	808
%H		48.2%	17.7%	83.5%	49.2%	34.3%	88.8%
PVR	172	108	36	123	92	31	156
%V	18.9%	24.6%	22.4%	16.2%	20.5%	9.9%	19.3%
%H		62.8%	20.9%	71.5%	53.5%	18.0%	90.7%
DVDR	10	5	2	10	7	3	7
%V	1.1%	1.1%	1.2%	1.3%	1.6%	1.0%	0.9%
%H		50.0%	20.0%	100.0%	70.0%	30.0%	70.0%
VCR	6	2	2	4	2	2	4
%V	0.7%	0.5%	1.2%	0.5%	0.4%	0.6%	0.5%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	66.7%
Any recorder	185	114	39	135	100	35	166
%V	20.3%	26.0%	24.2%	17.8%	22.3%	11.2%	20.5%
%H		61.6%	21.1%	73.0%	54.1%	18.9%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	910	439	161	760	448	312	808
%H		48.2%	17.7%	83.5%	49.2%	34.3%	88.8%
Receives HDTV (via STB or built-in reception)	253	130	66	210	149	61	233
%V	27.8%	29.6%	41.0%	27.6%	33.3%	19.6%	28.8%
%H		51.4%	26.1%	83.0%	58.9%	24.1%	92.1%
DVD/Blu-ray player or recorder	378	193	71	317	200	117	339
%V	41.5%	44.0%	44.1%	41.7%	44.6%	37.5%	42.0%
%H		51.1%	18.8%	83.9%	52.9%	31.0%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2385	2312	992	375	1727	809	917	2032
%H		96.9%	41.6%	15.7%	72.4%	33.9%	38.4%	85.2%
Total Children	436	430	214	76	284	151	133	399
%V	18.3%	18.6%	21.6%	20.3%	16.4%	18.7%	14.5%	19.6%
%H		98.6%	49.1%	17.4%	65.1%	34.6%	30.5%	91.5%
0 - 3	122	119	53	21	85	42	43	106
%V	5.1%	5.1%	5.3%	5.6%	4.9%	5.2%	4.7%	5.2%
%H		97.5%	43.4%	17.2%	69.7%	34.4%	35.2%	86.9%
4 - 15	314	311	160	55	199	109	89	293
%V	13.2%	13.5%	16.1%	14.7%	11.5%	13.5%	9.7%	14.4%
%H		99.0%	51.0%	17.5%	63.4%	34.7%	28.3%	93.3%
4 - 9	155	153	85	21	94	51	44	139
%V	6.5%	6.6%	8.6%	5.6%	5.4%	6.3%	4.8%	6.8%
%H		98.7%	54.8%	13.5%	60.6%	32.9%	28.4%	89.7%
10 - 15	159	158	76	34	104	59	46	154
%V	6.7%	6.8%	7.7%	9.1%	6.0%	7.3%	5.0%	7.6%
%H		99.4%	47.8%	21.4%	65.4%	37.1%	28.9%	96.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2385	2312	992	375	1727	809	917	2032
%H		96.9%	41.6%	15.7%	72.4%	33.9%	38.4%	85.2%
Total Adults (16+)	1949	1882	778	299	1443	658	785	1633
%V	81.7%	81.4%	78.4%	79.7%	83.6%	81.3%	85.6%	80.4%
%H		96.6%	39.9%	15.3%	74.0%	33.8%	40.3%	83.8%
16 - 19	124	121	58	21	91	49	41	123
%V	5.2%	5.2%	5.8%	5.6%	5.3%	6.1%	4.5%	6.1%
%H		97.6%	46.8%	16.9%	73.4%	39.5%	33.1%	99.2%
20 - 24	169	153	47	31	115	51	64	150
%V	7.1%	6.6%	4.7%	8.3%	6.7%	6.3%	7.0%	7.4%
%H		90.5%	27.8%	18.3%	68.0%	30.2%	37.9%	88.8%
25 - 34	295	281	135	57	194	109	85	267
%V	12.4%	12.2%	13.6%	15.2%	11.2%	13.5%	9.3%	13.1%
%H		95.3%	45.8%	19.3%	65.8%	36.9%	28.8%	90.5%
35 - 44	297	285	139	53	192	103	89	271
%V	12.5%	12.3%	14.0%	14.1%	11.1%	12.7%	9.7%	13.3%
%H		96.0%	46.8%	17.8%	64.6%	34.7%	30.0%	91.2%
45 - 54	342	337	153	63	252	133	119	318
%V	14.3%	14.6%	15.4%	16.8%	14.6%	16.4%	13.0%	15.6%
%H		98.5%	44.7%	18.4%	73.7%	38.9%	34.8%	93.0%
55 - 64	292	287	109	44	234	98	136	246
%V	12.2%	12.4%	11.0%	11.7%	13.5%	12.1%	14.8%	12.1%
%H		98.3%	37.3%	15.1%	80.1%	33.6%	46.6%	84.2%
65+	429	419	137	31	365	116	249	258
%V	18.0%	18.1%	13.8%	8.3%	21.1%	14.3%	27.2%	12.7%
%H		97.7%	31.9%	7.2%	85.1%	27.0%	58.0%	60.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1949	1882	778	299	1443	658	785	1633
%H		96.6%	39.9%	15.3%	74.0%	33.8%	40.3%	83.8%
AB	593	576	240	90	430	187	243	555
%V	30.4%	30.6%	30.8%	30.1%	29.8%	28.4%	31.0%	34.0%
%H		97.1%	40.5%	15.2%	72.5%	31.5%	41.0%	93.6%
C1	564	539	207	92	424	198	226	498
%V	28.9%	28.6%	26.6%	30.8%	29.4%	30.1%	28.8%	30.5%
%H		95.6%	36.7%	16.3%	75.2%	35.1%	40.1%	88.3%
C2	431	414	177	79	311	154	157	361
%V	22.1%	22.0%	22.8%	26.4%	21.6%	23.4%	20.0%	22.1%
%H		96.1%	41.1%	18.3%	72.2%	35.7%	36.4%	83.8%
D	246	242	114	24	192	88	104	169
%V	12.6%	12.9%	14.7%	8.0%	13.3%	13.4%	13.2%	10.3%
%H		98.4%	46.3%	9.8%	78.0%	35.8%	42.3%	68.7%
E	116	111	40	15	87	32	54	50
%V	6.0%	5.9%	5.1%	5.0%	6.0%	4.9%	6.9%	3.1%
%H		95.7%	34.5%	12.9%	75.0%	27.6%	46.6%	43.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1949	1882	778	299	1443	658	785	1633
%H		96.6%	39.9%	15.3%	74.0%	33.8%	40.3%	83.8%
Working full time	888	858	378	172	633	331	303	817
%V	45.6%	45.6%	48.6%	57.5%	43.9%	50.3%	38.6%	50.0%
%H		96.6%	42.6%	19.4%	71.3%	37.3%	34.1%	92.0%
Working part time	251	247	119	43	174	90	84	231
%V	12.9%	13.1%	15.3%	14.4%	12.1%	13.7%	10.7%	14.1%
%H		98.4%	47.4%	17.1%	69.3%	35.9%	33.5%	92.0%
Not working	810	777	281	84	635	238	398	584
%V	41.6%	41.3%	36.1%	28.1%	44.0%	36.2%	50.7%	35.8%
%H		95.9%	34.7%	10.4%	78.4%	29.4%	49.1%	72.1%
Housewife/Houseperson	1020	980	380	144	757	310	447	793
%V	52.3%	52.1%	48.8%	48.2%	52.5%	47.1%	56.9%	48.6%
%H		96.1%	37.3%	14.1%	74.2%	30.4%	43.8%	77.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	916	380	159	695	328	366	812
%H		95.6%	39.7%	16.6%	72.5%	34.2%	38.2%	84.8%
16 - 19	61	58	26	15	43	26	17	60
%V	6.4%	6.3%	6.8%	9.4%	6.2%	7.9%	4.6%	7.4%
%H		95.1%	42.6%	24.6%	70.5%	42.6%	27.9%	98.4%
20 - 24	94	82	22	19	61	26	35	85
%V	9.8%	9.0%	5.8%	11.9%	8.8%	7.9%	9.6%	10.5%
%H		87.2%	23.4%	20.2%	64.9%	27.7%	37.2%	90.4%
25 - 34	152	144	66	37	99	59	39	137
%V	15.9%	15.7%	17.4%	23.3%	14.2%	18.0%	10.7%	16.9%
%H		94.7%	43.4%	24.3%	65.1%	38.8%	25.7%	90.1%
35 - 44	151	144	68	28	97	51	46	135
%V	15.8%	15.7%	17.9%	17.6%	14.0%	15.5%	12.6%	16.6%
%H		95.4%	45.0%	18.5%	64.2%	33.8%	30.5%	89.4%
45 - 54	158	155	77	26	115	62	52	146
%V	16.5%	16.9%	20.3%	16.4%	16.5%	18.9%	14.2%	18.0%
%H		98.1%	48.7%	16.5%	72.8%	39.2%	32.9%	92.4%
55 - 64	149	144	52	24	114	46	69	125
%V	15.6%	15.7%	13.7%	15.1%	16.4%	14.0%	18.9%	15.4%
%H		96.6%	34.9%	16.1%	76.5%	30.9%	46.3%	83.9%
65+	193	189	68	11	166	58	108	125
%V	20.1%	20.6%	17.9%	6.9%	23.9%	17.7%	29.5%	15.4%
%H		97.9%	35.2%	5.7%	86.0%	30.1%	56.0%	64.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	916	380	159	695	328	366	812
%H		95.6%	39.7%	16.6%	72.5%	34.2%	38.2%	84.8%
AB	300	293	123	51	216	98	117	281
%V	31.3%	32.0%	32.4%	32.1%	31.1%	29.9%	32.0%	34.6%
%H		97.7%	41.0%	17.0%	72.0%	32.7%	39.0%	93.7%
C1	272	253	94	49	195	93	102	243
%V	28.4%	27.6%	24.7%	30.8%	28.1%	28.4%	27.9%	29.9%
%H		93.0%	34.6%	18.0%	71.7%	34.2%	37.5%	89.3%
C2	231	220	92	42	165	81	84	190
%V	24.1%	24.0%	24.2%	26.4%	23.7%	24.7%	23.0%	23.4%
%H		95.2%	39.8%	18.2%	71.4%	35.1%	36.4%	82.3%
D	111	108	55	10	85	43	43	80
%V	11.6%	11.8%	14.5%	6.3%	12.2%	13.1%	11.7%	9.9%
%H		97.3%	49.5%	9.0%	76.6%	38.7%	38.7%	72.1%
E	45	43	16	6	34	14	20	18
%V	4.7%	4.7%	4.2%	3.8%	4.9%	4.3%	5.5%	2.2%
%H		95.6%	35.6%	13.3%	75.6%	31.1%	44.4%	40.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	916	380	159	695	328	366	812
%H		95.6%	39.7%	16.6%	72.5%	34.2%	38.2%	84.8%
Working full time	571	553	243	117	407	217	190	522
%V	59.6%	60.4%	63.9%	73.6%	58.6%	66.2%	51.9%	64.3%
%H		96.8%	42.6%	20.5%	71.3%	38.0%	33.3%	91.4%
Working part time	47	46	20	5	32	12	20	41
%V	4.9%	5.0%	5.3%	3.1%	4.6%	3.7%	5.5%	5.0%
%H		97.9%	42.6%	10.6%	68.1%	25.5%	42.6%	87.2%
Not working	339	318	117	37	256	100	156	249
%V	35.4%	34.7%	30.8%	23.3%	36.8%	30.5%	42.6%	30.7%
%H		93.8%	34.5%	10.9%	75.5%	29.5%	46.0%	73.5%
Housewife/Houseperson	238	220	75	36	161	58	103	165
%V	24.8%	24.0%	19.7%	22.6%	23.2%	17.7%	28.1%	20.3%
%H		92.4%	31.5%	15.1%	67.6%	24.4%	43.3%	69.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	965	398	140	748	330	418	821
%H		97.4%	40.2%	14.1%	75.5%	33.3%	42.2%	82.8%
16 - 19	63	63	32	6	48	23	25	63
%V	6.4%	6.5%	8.0%	4.3%	6.4%	7.0%	6.0%	7.7%
%H		100.0%	50.8%	9.5%	76.2%	36.5%	39.7%	100.0%
20 - 24	75	71	25	12	54	25	29	65
%V	7.6%	7.4%	6.3%	8.6%	7.2%	7.6%	6.9%	7.9%
%H		94.7%	33.3%	16.0%	72.0%	33.3%	38.7%	86.7%
25 - 34	143	137	69	21	96	50	46	130
%V	14.4%	14.2%	17.3%	15.0%	12.8%	15.2%	11.0%	15.8%
%H		95.8%	48.3%	14.7%	67.1%	35.0%	32.2%	90.9%
35 - 44	146	141	71	25	95	52	43	136
%V	14.7%	14.6%	17.8%	17.9%	12.7%	15.8%	10.3%	16.6%
%H		96.6%	48.6%	17.1%	65.1%	35.6%	29.5%	93.2%
45 - 54	184	181	76	37	137	70	67	172
%V	18.6%	18.8%	19.1%	26.4%	18.3%	21.2%	16.0%	21.0%
%H		98.4%	41.3%	20.1%	74.5%	38.0%	36.4%	93.5%
55 - 64	143	143	57	20	120	52	67	121
%V	14.4%	14.8%	14.3%	14.3%	16.0%	15.8%	16.0%	14.7%
%H		100.0%	39.9%	14.0%	83.9%	36.4%	46.9%	84.6%
65+	236	230	69	20	199	57	141	133
%V	23.8%	23.8%	17.3%	14.3%	26.6%	17.3%	33.7%	16.2%
%H		97.5%	29.2%	8.5%	84.3%	24.2%	59.7%	56.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	965	398	140	748	330	418	821
%H		97.4%	40.2%	14.1%	75.5%	33.3%	42.2%	82.8%
AB	292	283	117	39	215	88	126	274
%V	29.5%	29.3%	29.4%	27.9%	28.7%	26.7%	30.1%	33.4%
%H		96.9%	40.1%	13.4%	73.6%	30.1%	43.2%	93.8%
C1	292	287	113	42	229	105	124	255
%V	29.5%	29.7%	28.4%	30.0%	30.6%	31.8%	29.7%	31.1%
%H		98.3%	38.7%	14.4%	78.4%	36.0%	42.5%	87.3%
C2	200	194	85	37	145	73	72	170
%V	20.2%	20.1%	21.4%	26.4%	19.4%	22.1%	17.2%	20.7%
%H		97.0%	42.5%	18.5%	72.5%	36.5%	36.0%	85.0%
D	135	133	58	14	107	45	61	89
%V	13.6%	13.8%	14.6%	10.0%	14.3%	13.6%	14.6%	10.8%
%H		98.5%	43.0%	10.4%	79.3%	33.3%	45.2%	65.9%
E	71	68	24	8	53	19	34	32
%V	7.2%	7.0%	6.0%	5.7%	7.1%	5.8%	8.1%	3.9%
%H		95.8%	33.8%	11.3%	74.6%	26.8%	47.9%	45.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	965	398	140	748	330	418	821
%H		97.4%	40.2%	14.1%	75.5%	33.3%	42.2%	82.8%
Working full time	317	305	134	55	226	114	112	295
%V	32.0%	31.6%	33.7%	39.3%	30.2%	34.5%	26.8%	35.9%
%H		96.2%	42.3%	17.4%	71.3%	36.0%	35.3%	93.1%
Working part time	203	201	99	38	142	78	64	191
%V	20.5%	20.8%	24.9%	27.1%	19.0%	23.6%	15.3%	23.3%
%H		99.0%	48.8%	18.7%	70.0%	38.4%	31.5%	94.1%
Not working	471	459	164	47	380	138	242	335
%V	47.5%	47.6%	41.2%	33.6%	50.8%	41.8%	57.9%	40.8%
%H		97.5%	34.8%	10.0%	80.7%	29.3%	51.4%	71.1%
Housewife/Houseperson	782	760	305	107	595	252	344	628
%V	78.9%	78.8%	76.6%	76.4%	79.5%	76.4%	82.3%	76.5%
%H		97.2%	39.0%	13.7%	76.1%	32.2%	44.0%	80.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
AB	234	226	109	16	168	68	100	208
%V	27.1%	27.4%	28.9%	25.4%	27.1%	27.9%	26.5%	31.2%
%H (All HH)		96.6%	46.6%	6.8%	71.8%	29.1%	42.7%	88.9%
%H (TV HH)			48.2%	7.1%	74.3%	30.1%	44.2%	
C1	268	254	109	24	195	75	120	215
%V	31.1%	30.8%	28.9%	38.1%	31.4%	30.7%	31.7%	32.2%
%H (All HH)		94.8%	40.7%	9.0%	72.8%	28.0%	44.8%	80.2%
%H (TV HH)			42.9%	9.4%	76.8%	29.5%	47.2%	
C2	195	189	95	14	146	66	79	150
%V	22.6%	22.9%	25.2%	22.2%	23.5%	27.0%	20.9%	22.5%
%H (All HH)		96.9%	48.7%	7.2%	74.9%	33.8%	40.5%	76.9%
%H (TV HH)			50.3%	7.4%	77.2%	34.9%	41.8%	
D	102	97	43	6	71	24	46	67
%V	11.8%	11.7%	11.4%	9.5%	11.4%	9.8%	12.2%	10.0%
%H (All HH)		95.1%	42.2%	5.9%	69.6%	23.5%	45.1%	65.7%
%H (TV HH)			44.3%	6.2%	73.2%	24.7%	47.4%	
E	62	60	20	3	43	11	32	26
%V	7.2%	7.3%	5.3%	4.8%	6.9%	4.5%	8.5%	3.9%
%H (All HH)		96.8%	32.3%	4.8%	69.4%	17.7%	51.6%	41.9%
%H (TV HH)			33.3%	5.0%	71.7%	18.3%	53.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%V (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Under 25	40	33	12	5	21	6	15	31
%V	4.6%	4.0%	3.2%	7.9%	3.4%	2.5%	4.0%	4.6%
%H (All HH)		82.5%	30.0%	12.5%	52.5%	15.0%	37.5%	77.5%
%H (TV HH)			36.4%	15.2%	63.6%	18.2%	45.5%	
25 - 34	100	93	48	10	64	29	34	89
%V	11.6%	11.3%	12.7%	15.9%	10.3%	11.9%	9.0%	13.3%
%H (All HH)		93.0%	48.0%	10.0%	64.0%	29.0%	34.0%	89.0%
%H (TV HH)			51.6%	10.8%	68.8%	31.2%	36.6%	
35 - 44	132	126	70	14	84	44	41	123
%V	15.3%	15.3%	18.6%	22.2%	13.5%	18.0%	10.8%	18.4%
%H (All HH)		95.5%	53.0%	10.6%	63.6%	33.3%	31.1%	93.2%
%H (TV HH)			55.6%	11.1%	66.7%	34.9%	32.5%	
45 - 54	163	155	81	12	116	53	63	146
%V	18.9%	18.8%	21.5%	19.0%	18.7%	21.7%	16.7%	21.9%
%H (All HH)		95.1%	49.7%	7.4%	71.2%	32.5%	38.7%	89.6%
%H (TV HH)			52.3%	7.7%	74.8%	34.2%	40.6%	
55 - 64	152	148	66	11	115	45	70	128
%V	17.6%	17.9%	17.5%	17.5%	18.5%	18.4%	18.5%	19.2%
%H (All HH)		97.4%	43.4%	7.2%	75.7%	29.6%	46.1%	84.2%
%H (TV HH)			44.6%	7.4%	77.7%	30.4%	47.3%	
65 +	274	270	100	12	222	67	155	150
%V	31.8%	32.7%	26.5%	19.0%	35.7%	27.5%	41.0%	22.5%
%H (All HH)		98.5%	36.5%	4.4%	81.0%	24.5%	56.6%	54.7%
%H (TV HH)			37.0%	4.4%	82.2%	24.8%	57.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
1	266	249	79	13	197	45	152	142
%V	30.9%	30.1%	21.0%	20.6%	31.7%	18.4%	40.2%	21.3%
%H (All HH)		93.6%	29.7%	4.9%	74.1%	16.9%	57.1%	53.4%
%H (TV HH)			31.7%	5.2%	79.1%	18.1%	61.0%	
2	316	306	143	23	235	96	139	265
%V	36.7%	37.0%	37.9%	36.5%	37.8%	39.3%	36.8%	39.7%
%H (All HH)		96.8%	45.3%	7.3%	74.4%	30.4%	44.0%	83.9%
%H (TV HH)			46.7%	7.5%	76.8%	31.4%	45.4%	
3	130	127	73	11	88	46	42	120
%V	15.1%	15.4%	19.4%	17.5%	14.2%	18.9%	11.1%	18.0%
%H (All HH)		97.7%	56.2%	8.5%	67.7%	35.4%	32.3%	92.3%
%H (TV HH)			57.5%	8.7%	69.3%	36.2%	33.1%	
4	104	101	60	10	70	40	31	98
%V	12.1%	12.2%	15.9%	15.9%	11.3%	16.4%	8.2%	14.7%
%H (All HH)		97.1%	57.7%	9.6%	67.3%	38.5%	29.8%	94.2%
%H (TV HH)			59.4%	9.9%	69.3%	39.6%	30.7%	
5+	46	43	22	6	31	17	14	42
%V	5.3%	5.2%	5.8%	9.5%	5.0%	7.0%	3.7%	6.3%
%H (All HH)		93.5%	47.8%	13.0%	67.4%	37.0%	30.4%	91.3%
%H (TV HH)			51.2%	14.0%	72.1%	39.5%	32.6%	
Average HH size	2.26	2.27	2.51	2.55	2.22	2.57	2.00	2.47

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Without	665	634	268	43	491	174	317	488
%V	77.1%	76.8%	71.1%	68.3%	79.1%	71.3%	83.9%	73.2%
%H (All HH)		95.3%	40.3%	6.5%	73.8%	26.2%	47.7%	73.4%
%H (TV HH)			42.3%	6.8%	77.4%	27.4%	50.0%	
With	197	192	109	20	131	70	61	179
%V	22.9%	23.2%	28.9%	31.7%	21.1%	28.7%	16.1%	26.8%
%H (All HH)		97.5%	55.3%	10.2%	66.5%	35.5%	31.0%	90.9%
%H (TV HH)			56.8%	10.4%	68.2%	36.5%	31.8%	
0 - 3	72	70	38	7	49	24	24	62
%V	8.4%	8.5%	10.1%	11.1%	7.9%	9.8%	6.3%	9.3%
%H (All HH)		97.2%	52.8%	9.7%	68.1%	33.3%	33.3%	86.1%
%H (TV HH)			54.3%	10.0%	70.0%	34.3%	34.3%	
4 - 9	104	101	58	11	69	40	29	96
%V	12.1%	12.2%	15.4%	17.5%	11.1%	16.4%	7.7%	14.4%
%H (All HH)		97.1%	55.8%	10.6%	66.3%	38.5%	27.9%	92.3%
%H (TV HH)			57.4%	10.9%	68.3%	39.6%	28.7%	
10 - 15	89	86	50	9	60	33	27	82
%V	10.3%	10.4%	13.3%	14.3%	9.7%	13.5%	7.1%	12.3%
%H (All HH)		96.6%	56.2%	10.1%	67.4%	37.1%	30.3%	92.1%
%H (TV HH)			58.1%	10.5%	69.8%	38.4%	31.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
1	328	328	110	20	227	39	188	215
%V	38.1%	39.7%	29.2%	31.7%	36.6%	16.0%	49.7%	32.2%
%H (All HH)		100.0%	33.5%	6.1%	69.2%	11.9%	57.3%	65.5%
%H (TV HH)			33.5%	6.1%	69.2%	11.9%	57.3%	
2	293	293	143	19	229	99	130	235
%V	34.0%	35.5%	37.9%	30.2%	36.9%	40.6%	34.4%	35.2%
%H (All HH)		100.0%	48.8%	6.5%	78.2%	33.8%	44.4%	80.2%
%H (TV HH)			48.8%	6.5%	78.2%	33.8%	44.4%	
3	125	125	74	14	101	62	39	113
%V	14.5%	15.1%	19.6%	22.2%	16.3%	25.4%	10.3%	16.9%
%H (All HH)		100.0%	59.2%	11.2%	80.8%	49.6%	31.2%	90.4%
%H (TV HH)			59.2%	11.2%	80.8%	49.6%	31.2%	
4	50	50	30	5	39	25	15	47
%V	5.8%	6.1%	8.0%	7.9%	6.3%	10.2%	4.0%	7.0%
%H (All HH)		100.0%	60.0%	10.0%	78.0%	50.0%	30.0%	94.0%
%H (TV HH)			60.0%	10.0%	78.0%	50.0%	30.0%	
5+	30	30	20	4	25	19	6	28
%V	3.5%	3.6%	5.3%	6.3%	4.0%	7.8%	1.6%	4.2%
%H (All HH)		100.0%	66.7%	13.3%	83.3%	63.3%	20.0%	93.3%
%H (TV HH)			66.7%	13.3%	83.3%	63.3%	20.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Under 20"	276	276	130	19	233	106	127	228
%V	32.0%	33.4%	34.5%	30.2%	37.5%	43.4%	33.6%	34.2%
%H (All HH)		100.0%	47.1%	6.9%	84.4%	38.4%	46.0%	82.6%
%H (TV HH)			47.1%	6.9%	84.4%	38.4%	46.0%	
20" - 29"	357	357	152	24	294	113	181	271
%V	41.4%	43.2%	40.3%	38.1%	47.3%	46.3%	47.9%	40.6%
%H (All HH)		100.0%	42.6%	6.7%	82.4%	31.7%	50.7%	75.9%
%H (TV HH)			42.6%	6.7%	82.4%	31.7%	50.7%	
30" - 39"	403	403	189	34	311	131	180	319
%V	46.8%	48.8%	50.1%	54.0%	50.1%	53.7%	47.6%	47.8%
%H (All HH)		100.0%	46.9%	8.4%	77.2%	32.5%	44.7%	79.2%
%H (TV HH)			46.9%	8.4%	77.2%	32.5%	44.7%	
40" and over	293	293	188	31	197	121	76	264
%V	34.0%	35.5%	49.9%	49.2%	31.7%	49.6%	20.1%	39.6%
%H (All HH)		100.0%	64.2%	10.6%	67.2%	41.3%	25.9%	90.1%
%H (TV HH)			64.2%	10.6%	67.2%	41.3%	25.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Main living room	807	807	372	62	615	242	373	626
%V	93.6%	97.7%	98.7%	98.4%	99.0%	99.2%	98.7%	93.9%
%H (All HH)		100.0%	46.1%	7.7%	76.2%	30.0%	46.2%	77.6%
%H (TV HH)			46.1%	7.7%	76.2%	30.0%	46.2%	
Kitchen	114	114	61	4	97	48	48	98
%V	13.2%	13.8%	16.2%	6.3%	15.6%	19.7%	12.7%	14.7%
%H (All HH)		100.0%	53.5%	3.5%	85.1%	42.1%	42.1%	86.0%
%H (TV HH)			53.5%	3.5%	85.1%	42.1%	42.1%	
Adult's bedroom	365	365	200	35	292	161	131	313
%V	42.3%	44.2%	53.1%	55.6%	47.0%	66.0%	34.7%	46.9%
%H (All HH)		100.0%	54.8%	9.6%	80.0%	44.1%	35.9%	85.8%
%H (TV HH)			54.8%	9.6%	80.0%	44.1%	35.9%	
Child's bedroom	67	67	44	8	52	36	16	64
%V	7.8%	8.1%	11.7%	12.7%	8.4%	14.8%	4.2%	9.6%
%H (All HH)		100.0%	65.7%	11.9%	77.6%	53.7%	23.9%	95.5%
%H (TV HH)			65.7%	11.9%	77.6%	53.7%	23.9%	
Other bedroom	32	32	19	4	27	17	9	30
%V	3.7%	3.9%	5.0%	6.3%	4.3%	7.0%	2.4%	4.5%
%H (All HH)		100.0%	59.4%	12.5%	84.4%	53.1%	28.1%	93.8%
%H (TV HH)			59.4%	12.5%	84.4%	53.1%	28.1%	
Second living/dining room	74	74	37	5	62	30	32	64
%V	8.6%	9.0%	9.8%	7.9%	10.0%	12.3%	8.5%	9.6%
%H (All HH)		100.0%	50.0%	6.8%	83.8%	40.5%	43.2%	86.5%
%H (TV HH)			50.0%	6.8%	83.8%	40.5%	43.2%	
Study/office	13	13	8	0	12	7	5	13
%V	1.5%	1.6%	2.1%	0.0%	1.9%	2.9%	1.3%	1.9%
%H (All HH)		100.0%	61.5%	0.0%	92.3%	53.8%	38.5%	100.0%
%H (TV HH)			61.5%	0.0%	92.3%	53.8%	38.5%	
TV room	3	3	2	1	1	1	0	2
%V	0.3%	0.4%	0.5%	1.6%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	66.7%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
Conservatory	19	19	10	4	18	12	5	16
%V	2.2%	2.3%	2.7%	6.3%	2.9%	4.9%	1.3%	2.4%
%H (All HH)		100.0%	52.6%	21.1%	94.7%	63.2%	26.3%	84.2%
%H (TV HH)			52.6%	21.1%	94.7%	63.2%	26.3%	
Attic or loft room	3	3	2	0	2	2	1	3
%V	0.3%	0.4%	0.5%	0.0%	0.3%	0.8%	0.3%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	33.3%	
No specific location	3	3	1	0	2	0	2	3
%V	0.3%	0.4%	0.3%	0.0%	0.3%	0.0%	0.5%	0.4%
%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%	
Other	7	7	5	2	3	3	1	6
%V	0.8%	0.8%	1.3%	3.2%	0.5%	1.2%	0.3%	0.9%
%H (All HH)		100.0%	71.4%	28.6%	42.9%	42.9%	14.3%	85.7%
%H (TV HH)			71.4%	28.6%	42.9%	42.9%	14.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Any DSAT provider	377	377	377	3	210	210	0	319
%V	43.7%	45.6%	100.0%	4.8%	33.8%	86.1%	0.0%	47.8%
%H (All HH)			100.0%	0.8%	55.7%	55.7%	0.0%	84.6%
%H (TV HH)			100.0%	0.8%	55.7%	55.7%	0.0%	
Sky with subcription	299	299	299	1	161	161	0	259
%V	34.7%	36.2%	79.3%	1.6%	25.9%	66.0%	0.0%	38.8%
%H (All HH)			100.0%	0.3%	53.8%	53.8%	0.0%	86.6%
%H (TV HH)			100.0%	0.3%	53.8%	53.8%	0.0%	
Sky without subscription	26	26	26	0	17	17	0	19
%V	3.0%	3.1%	6.9%	0.0%	2.7%	7.0%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	65.4%	65.4%	0.0%	73.1%
%H (TV HH)			100.0%	0.0%	65.4%	65.4%	0.0%	
Freesat	55	55	55	1	35	35	0	44
%V	6.4%	6.7%	14.6%	1.6%	5.6%	14.3%	0.0%	6.6%
%H (All HH)			100.0%	1.8%	63.6%	63.6%	0.0%	80.0%
%H (TV HH)			100.0%	1.8%	63.6%	63.6%	0.0%	
Other satellite provider	5	5	5	0	2	2	0	4
%V	0.6%	0.6%	1.3%	0.0%	0.3%	0.8%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	63	63	3	63	37	37	0	57
%V	7.3%	7.6%	0.8%	100.0%	6.0%	15.2%	0.0%	8.5%
%H (All HH)			4.8%	100.0%	58.7%	58.7%	0.0%	90.5%
%H (TV HH)			4.8%	100.0%	58.7%	58.7%	0.0%	
DTT	621	621	210	37	621	244	378	470
%V	72.0%	75.2%	55.7%	58.7%	100.0%	100.0%	100.0%	70.5%
%H (All HH)		100.0%	33.8%	6.0%	100.0%	39.3%	60.9%	75.7%
%H (TV HH)			33.8%	6.0%	100.0%	39.3%	60.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%H (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
PVR	519	519	317	42	366	204	161	450
%V	60.2%	62.8%	84.1%	66.7%	58.9%	83.6%	42.6%	67.5%
%H (All HH)		100.0%	61.1%	8.1%	70.5%	39.3%	31.0%	86.7%
%H (TV HH)			61.1%	8.1%	70.5%	39.3%	31.0%	
DVDR	48	48	22	4	37	15	22	39
%V	5.6%	5.8%	5.8%	6.3%	6.0%	6.1%	5.8%	5.8%
%H (All HH)		100.0%	45.8%	8.3%	77.1%	31.3%	45.8%	81.3%
%H (TV HH)			45.8%	8.3%	77.1%	31.3%	45.8%	
VCR	24	24	11	2	19	8	11	20
%V	2.8%	2.9%	2.9%	3.2%	3.1%	3.3%	2.9%	3.0%
%H (All HH)		100.0%	45.8%	8.3%	79.2%	33.3%	45.8%	83.3%
%H (TV HH)			45.8%	8.3%	79.2%	33.3%	45.8%	
Any recorder	546	546	325	45	387	210	177	469
%V	63.3%	66.1%	86.2%	71.4%	62.3%	86.1%	46.8%	70.3%
%H (All HH)		100.0%	59.5%	8.2%	70.9%	38.5%	32.4%	85.9%
%H (TV HH)			59.5%	8.2%	70.9%	38.5%	32.4%	
Receives HDTV (via STB or built-in reception)	391	391	229	47	274	156	118	344
%V	45.4%	47.3%	60.7%	74.6%	44.1%	63.9%	31.2%	51.6%
%H (All HH)		100.0%	58.6%	12.0%	70.1%	39.9%	30.2%	88.0%
%H (TV HH)			58.6%	12.0%	70.1%	39.9%	30.2%	
DVD/Blu-ray player or recorder	677	677	323	55	516	217	299	555
%V	78.5%	82.0%	85.7%	87.3%	83.1%	88.9%	79.1%	83.2%
%H (All HH)		100.0%	47.7%	8.1%	76.2%	32.1%	44.2%	82.0%
%H (TV HH)			47.7%	8.1%	76.2%	32.1%	44.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	862	826	377	63	621	244	378	667
%V (All HH)		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%
%H (TV HH)			45.6%	7.6%	75.2%	29.5%	45.8%	
Has broadband internet	667	638	319	57	470	211	259	667
%V	77.4%	77.2%	84.6%	90.5%	75.7%	86.5%	68.5%	100.0%
%H (All HH)		95.7%	47.8%	8.5%	70.5%	31.6%	38.8%	100.0%
%H (TV HH)			50.0%	8.9%	73.7%	33.1%	40.6%	
Number of computers (PCs and laptops)								
0	172	167	53	6	133	28	106	10
%V	20.0%	20.2%	14.1%	9.5%	21.4%	11.5%	28.0%	1.5%
%H (All HH)		97.1%	30.8%	3.5%	77.3%	16.3%	61.6%	5.8%
%H (TV HH)			31.7%	3.6%	79.6%	16.8%	63.5%	
1	275	261	107	17	201	67	134	251
%V	31.9%	31.6%	28.4%	27.0%	32.4%	27.5%	35.4%	37.6%
%H (All HH)		94.9%	38.9%	6.2%	73.1%	24.4%	48.7%	91.3%
%H (TV HH)			41.0%	6.5%	77.0%	25.7%	51.3%	
2	195	184	90	18	136	61	75	188
%V	22.6%	22.3%	23.9%	28.6%	21.9%	25.0%	19.8%	28.2%
%H (All HH)		94.4%	46.2%	9.2%	69.7%	31.3%	38.5%	96.4%
%H (TV HH)			48.9%	9.8%	73.9%	33.2%	40.8%	
3	108	106	64	10	74	42	32	107
%V	12.5%	12.8%	17.0%	15.9%	11.9%	17.2%	8.5%	16.0%
%H (All HH)		98.1%	59.3%	9.3%	68.5%	38.9%	29.6%	99.1%
%H (TV HH)			60.4%	9.4%	69.8%	39.6%	30.2%	
4	58	56	33	7	39	24	15	58
%V	6.7%	6.8%	8.8%	11.1%	6.3%	9.8%	4.0%	8.7%
%H (All HH)		96.6%	56.9%	12.1%	67.2%	41.4%	25.9%	100.0%
%H (TV HH)			58.9%	12.5%	69.6%	42.9%	26.8%	
5+	54	51	30	6	38	22	16	53
%V	6.3%	6.2%	8.0%	9.5%	6.1%	9.0%	4.2%	7.9%
%H (All HH)		94.4%	55.6%	11.1%	70.4%	40.7%	29.6%	98.1%
%H (TV HH)			58.8%	11.8%	74.5%	43.1%	31.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1649	845	143	1281	624	658	1364
%H		51.2%	8.7%	77.7%	37.8%	39.9%	82.7%
Under 20"	345	169	24	292	139	153	290
%V	20.9%	20.0%	16.8%	22.8%	22.3%	23.3%	21.3%
%H		49.0%	7.0%	84.6%	40.3%	44.3%	84.1%
20" - 29"	443	197	33	367	157	211	344
%V	26.9%	23.3%	23.1%	28.6%	25.2%	32.1%	25.2%
%H		44.5%	7.4%	82.8%	35.4%	47.6%	77.7%
30" - 39"	469	229	43	361	161	200	381
%V	28.4%	27.1%	30.1%	28.2%	25.8%	30.4%	27.9%
%H		48.8%	9.2%	77.0%	34.3%	42.6%	81.2%
40" and over	342	223	38	235	152	83	309
%V	20.7%	26.4%	26.6%	18.3%	24.4%	12.6%	22.7%
%H		65.2%	11.1%	68.7%	44.4%	24.3%	90.4%
Don't know	7	4	0	5	3	3	4
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.5%	0.3%
%H		57.1%	0.0%	71.4%	42.9%	42.9%	57.1%
Not Asked	43	23	5	21	12	8	36
%V	2.6%	2.7%	3.5%	1.6%	1.9%	1.2%	2.6%
%H		53.5%	11.6%	48.8%	27.9%	18.6%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1649	845	143	1281	624	658	1364
%H		51.2%	8.7%	77.7%	37.8%	39.9%	82.7%
Main living room	811	374	62	616	242	374	629
%V	49.2%	44.3%	43.4%	48.1%	38.8%	56.8%	46.1%
%H		46.1%	7.6%	76.0%	29.8%	46.1%	77.6%
Kitchen	114	61	4	97	48	48	98
%V	6.9%	7.2%	2.8%	7.6%	7.7%	7.3%	7.2%
%H		53.5%	3.5%	85.1%	42.1%	42.1%	86.0%
Adult's bedroom	431	240	44	347	196	150	373
%V	26.1%	28.4%	30.8%	27.1%	31.4%	22.8%	27.3%
%H		55.7%	10.2%	80.5%	45.5%	34.8%	86.5%
Child's bedroom	88	59	10	68	48	20	83
%V	5.3%	7.0%	7.0%	5.3%	7.7%	3.0%	6.1%
%H		67.0%	11.4%	77.3%	54.5%	22.7%	94.3%
Other bedroom	38	22	5	32	21	11	35
%V	2.3%	2.6%	3.5%	2.5%	3.4%	1.7%	2.6%
%H		57.9%	13.2%	84.2%	55.3%	28.9%	92.1%
Second living/dining room	75	37	5	63	31	32	65
%V	4.5%	4.4%	3.5%	4.9%	5.0%	4.9%	4.8%
%H		49.3%	6.7%	84.0%	41.3%	42.7%	86.7%
Study/office	14	8	0	12	7	5	14
%V	0.8%	0.9%	0.0%	0.9%	1.1%	0.8%	1.0%
%H		57.1%	0.0%	85.7%	50.0%	35.7%	100.0%
TV room	3	2	1	1	1	0	2
%V	0.2%	0.2%	0.7%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	66.7%
Conservatory	20	11	4	18	13	5	16
%V	1.2%	1.3%	2.8%	1.4%	2.1%	0.8%	1.2%
%H		55.0%	20.0%	90.0%	65.0%	25.0%	80.0%
Attic or loft room	3	2	0	2	2	1	3
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.2%	0.2%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
No specific location	4	1	0	3	0	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.3%	0.2%
%H		25.0%	0.0%	75.0%	0.0%	50.0%	75.0%
Other	7	5	2	3	3	1	6
%V	0.4%	0.6%	1.4%	0.2%	0.5%	0.2%	0.4%
%H		71.4%	28.6%	42.9%	42.9%	14.3%	85.7%
Not Asked	43	23	5	21	12	8	36
%V	2.6%	2.7%	3.5%	1.6%	1.9%	1.2%	2.6%
%H		53.5%	11.6%	48.8%	27.9%	18.6%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1649	845	143	1281	624	658	1364
%H		51.2%	8.7%	77.7%	37.8%	39.9%	82.7%
PVR	673	436	59	461	278	182	596
%V	40.8%	51.6%	41.3%	36.0%	44.6%	27.7%	43.7%
%H		64.8%	8.8%	68.5%	41.3%	27.0%	88.6%
DVDR	52	24	4	41	17	23	42
%V	3.2%	2.8%	2.8%	3.2%	2.7%	3.5%	3.1%
%H		46.2%	7.7%	78.8%	32.7%	44.2%	80.8%
VCR	25	12	2	19	9	11	21
%V	1.5%	1.4%	1.4%	1.5%	1.4%	1.7%	1.5%
%H		48.0%	8.0%	76.0%	36.0%	44.0%	84.0%
Any recorder	706	447	64	487	287	200	620
%V	42.8%	52.9%	44.8%	38.0%	46.0%	30.4%	45.5%
%H		63.3%	9.1%	69.0%	40.7%	28.3%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1649	845	143	1281	624	658	1364
%H		51.2%	8.7%	77.7%	37.8%	39.9%	82.7%
Receives HDTV (via STB or built-in reception)	530	314	70	369	218	151	475
%V	32.1%	37.2%	49.0%	28.8%	34.9%	22.9%	34.8%
%H		59.2%	13.2%	69.6%	41.1%	28.5%	89.6%
DVD/Blu-ray player or recorder	1011	523	91	794	395	399	862
%V	61.3%	61.9%	63.6%	62.0%	63.3%	60.6%	63.2%
%H		51.7%	9.0%	78.5%	39.1%	39.5%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	826	377	63	621	244	378	638
%H		45.6%	7.6%	75.2%	29.5%	45.8%	77.2%
Under 20"	29	3	2	26	2	24	18
%V	3.5%	0.8%	3.2%	4.2%	0.8%	6.3%	2.8%
%H		10.3%	6.9%	89.7%	6.9%	82.8%	62.1%
20" - 29"	183	53	8	150	30	121	116
%V	22.2%	14.1%	12.7%	24.2%	12.3%	32.0%	18.2%
%H		29.0%	4.4%	82.0%	16.4%	66.1%	63.4%
30" - 39"	322	138	24	255	96	159	244
%V	39.0%	36.6%	38.1%	41.1%	39.3%	42.1%	38.2%
%H		42.9%	7.5%	79.2%	29.8%	49.4%	75.8%
40" and over	284	183	30	190	116	74	255
%V	34.4%	48.5%	47.6%	30.6%	47.5%	19.6%	40.0%
%H		64.4%	10.6%	66.9%	40.8%	26.1%	89.8%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Not Asked	7	0	0	0	0	0	5
%V	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	826	377	63	621	244	378	638
%H		45.6%	7.6%	75.2%	29.5%	45.8%	77.2%
PVR	505	310	42	353	198	155	439
%V	61.1%	82.2%	66.7%	56.8%	81.1%	41.0%	68.8%
%H		61.4%	8.3%	69.9%	39.2%	30.7%	86.9%
DVDR	44	18	3	34	12	22	35
%V	5.3%	4.8%	4.8%	5.5%	4.9%	5.8%	5.5%
%H		40.9%	6.8%	77.3%	27.3%	50.0%	79.5%
VCR	20	10	1	16	7	9	16
%V	2.4%	2.7%	1.6%	2.6%	2.9%	2.4%	2.5%
%H		50.0%	5.0%	80.0%	35.0%	45.0%	80.0%
Any recorder	531	316	44	374	202	172	456
%V	64.3%	83.8%	69.8%	60.2%	82.8%	45.5%	71.5%
%H		59.5%	8.3%	70.4%	38.0%	32.4%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	826	377	63	621	244	378	638
%H		45.6%	7.6%	75.2%	29.5%	45.8%	77.2%
Receives HDTV (via STB or built-in reception)	379	223	45	263	150	113	332
%V	45.9%	59.2%	71.4%	42.4%	61.5%	29.9%	52.0%
%H		58.8%	11.9%	69.4%	39.6%	29.8%	87.6%
DVD/Blu-ray player or recorder	649	310	53	492	207	286	532
%V	78.6%	82.2%	84.1%	79.2%	84.8%	75.7%	83.4%
%H		47.8%	8.2%	75.8%	31.9%	44.1%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.18: 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	823	468	80	660	380	280	725
%H		56.9%	9.7%	80.2%	46.2%	34.0%	88.1%
Under 20"	316	165	22	266	137	129	272
%V	38.4%	35.3%	27.5%	40.3%	36.1%	46.1%	37.5%
%H		52.2%	7.0%	84.2%	43.4%	40.8%	86.1%
20" - 29"	260	144	25	217	127	90	228
%V	31.6%	30.8%	31.3%	32.9%	33.4%	32.1%	31.4%
%H		55.4%	9.6%	83.5%	48.8%	34.6%	87.7%
30" - 39"	147	90	19	106	65	41	136
%V	17.9%	19.2%	23.8%	16.1%	17.1%	14.6%	18.8%
%H		61.2%	12.9%	72.1%	44.2%	27.9%	92.5%
40" and over	58	41	9	46	37	9	54
%V	7.0%	8.8%	11.3%	7.0%	9.7%	3.2%	7.4%
%H		70.7%	15.5%	79.3%	63.8%	15.5%	93.1%
Don't know	6	4	0	4	3	2	3
%V	0.7%	0.9%	0.0%	0.6%	0.8%	0.7%	0.4%
%H		66.7%	0.0%	66.7%	50.0%	33.3%	50.0%
Not Asked	36	24	5	21	11	9	32
%V	4.4%	5.1%	6.3%	3.2%	2.9%	3.2%	4.4%
%H		66.7%	13.9%	58.3%	30.6%	25.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	823	468	80	660	380	280	725
%H		56.9%	9.7%	80.2%	46.2%	34.0%	88.1%
PVR	167	126	17	108	81	27	157
%V	20.3%	26.9%	21.3%	16.4%	21.3%	9.6%	21.7%
%H		75.4%	10.2%	64.7%	48.5%	16.2%	94.0%
DVDR	8	6	1	7	6	1	7
%V	1.0%	1.3%	1.3%	1.1%	1.6%	0.4%	1.0%
%H		75.0%	12.5%	87.5%	75.0%	12.5%	87.5%
VCR	5	2	2	4	2	2	5
%V	0.6%	0.4%	2.5%	0.6%	0.5%	0.7%	0.7%
%H		40.0%	40.0%	80.0%	40.0%	40.0%	100.0%
Any recorder	175	131	20	113	85	29	164
%V	21.3%	28.0%	25.0%	17.1%	22.4%	10.4%	22.6%
%H		74.9%	11.4%	64.6%	48.6%	16.6%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	823	468	80	660	380	280	725
%H		56.9%	9.7%	80.2%	46.2%	34.0%	88.1%
Receives HDTV (via STB or built-in reception)	152	92	24	106	68	38	142
%V	18.5%	19.7%	30.0%	16.1%	17.9%	13.6%	19.6%
%H		60.5%	15.8%	69.7%	44.7%	25.0%	93.4%
DVD/Blu-ray player or recorder	362	213	38	302	189	113	330
%V	44.0%	45.5%	47.5%	45.8%	49.7%	40.4%	45.5%
%H		58.8%	10.5%	83.4%	52.2%	31.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1951	1879	946	161	1380	625	754	1650
%H		96.3%	48.5%	8.3%	70.7%	32.0%	38.6%	84.6%
Total Children	333	323	184	33	223	121	102	302
%V	17.1%	17.2%	19.5%	20.5%	16.2%	19.4%	13.5%	18.3%
%H		97.0%	55.3%	9.9%	67.0%	36.3%	30.6%	90.7%
0 - 3	81	80	45	7	54	27	27	70
%V	4.2%	4.3%	4.8%	4.3%	3.9%	4.3%	3.6%	4.2%
%H		98.8%	55.6%	8.6%	66.7%	33.3%	33.3%	86.4%
4 - 15	252	244	139	26	169	94	75	232
%V	12.9%	13.0%	14.7%	16.1%	12.2%	15.0%	9.9%	14.1%
%H		96.8%	55.2%	10.3%	67.1%	37.3%	29.8%	92.1%
4 - 9	136	132	74	15	91	51	40	126
%V	7.0%	7.0%	7.8%	9.3%	6.6%	8.2%	5.3%	7.6%
%H		97.1%	54.4%	11.0%	66.9%	37.5%	29.4%	92.6%
10 - 15	116	112	65	11	78	42	36	106
%V	5.9%	6.0%	6.9%	6.8%	5.7%	6.7%	4.8%	6.4%
%H		96.6%	56.0%	9.5%	67.2%	36.2%	31.0%	91.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1951	1879	946	161	1380	625	754	1650
%H		96.3%	48.5%	8.3%	70.7%	32.0%	38.6%	84.6%
Total Adults (16+)	1617	1555	763	128	1156	505	652	1348
%V	82.9%	82.8%	80.7%	79.5%	83.8%	80.8%	86.5%	81.7%
%H		96.2%	47.2%	7.9%	71.5%	31.2%	40.3%	83.4%
16 - 19	90	86	50	11	61	37	24	85
%V	4.6%	4.6%	5.3%	6.8%	4.4%	5.9%	3.2%	5.2%
%H		95.6%	55.6%	12.2%	67.8%	41.1%	26.7%	94.4%
20 - 24	125	110	49	16	72	31	41	111
%V	6.4%	5.9%	5.2%	9.9%	5.2%	5.0%	5.4%	6.7%
%H		88.0%	39.2%	12.8%	57.6%	24.8%	32.8%	88.8%
25 - 34	203	190	101	18	129	59	70	183
%V	10.4%	10.1%	10.7%	11.2%	9.3%	9.4%	9.3%	11.1%
%H		93.6%	49.8%	8.9%	63.5%	29.1%	34.5%	90.1%
35 - 44	240	231	127	23	157	79	78	221
%V	12.3%	12.3%	13.4%	14.3%	11.4%	12.6%	10.3%	13.4%
%H		96.3%	52.9%	9.6%	65.4%	32.9%	32.5%	92.1%
45 - 54	289	279	154	23	202	99	103	263
%V	14.8%	14.8%	16.3%	14.3%	14.6%	15.8%	13.7%	15.9%
%H		96.5%	53.3%	8.0%	69.9%	34.3%	35.6%	91.0%
55 - 64	255	249	121	17	195	85	109	222
%V	13.1%	13.3%	12.8%	10.6%	14.1%	13.6%	14.5%	13.5%
%H		97.6%	47.5%	6.7%	76.5%	33.3%	42.7%	87.1%
65+	416	410	161	20	341	114	227	262
%V	21.3%	21.8%	17.0%	12.4%	24.7%	18.2%	30.1%	15.9%
%H		98.6%	38.7%	4.8%	82.0%	27.4%	54.6%	63.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1617	1555	763	128	1156	505	652	1348
%H		96.2%	47.2%	7.9%	71.5%	31.2%	40.3%	83.4%
AB	454	441	227	31	323	141	182	417
%V	28.1%	28.4%	29.8%	24.2%	27.9%	27.9%	27.9%	30.9%
%H		97.1%	50.0%	6.8%	71.1%	31.1%	40.1%	91.9%
C1	500	473	217	51	356	155	201	431
%V	30.9%	30.4%	28.4%	39.8%	30.8%	30.7%	30.8%	32.0%
%H		94.6%	43.4%	10.2%	71.2%	31.0%	40.2%	86.2%
C2	393	382	201	30	294	143	150	326
%V	24.3%	24.6%	26.3%	23.4%	25.4%	28.3%	23.0%	24.2%
%H		97.2%	51.1%	7.6%	74.8%	36.4%	38.2%	83.0%
D	187	177	85	12	126	49	77	137
%V	11.6%	11.4%	11.1%	9.4%	10.9%	9.7%	11.8%	10.2%
%H		94.7%	45.5%	6.4%	67.4%	26.2%	41.2%	73.3%
E	84	82	32	4	57	16	41	37
%V	5.2%	5.3%	4.2%	3.1%	4.9%	3.2%	6.3%	2.7%
%H		97.6%	38.1%	4.8%	67.9%	19.0%	48.8%	44.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1617	1555	763	128	1156	505	652	1348
%H		96.2%	47.2%	7.9%	71.5%	31.2%	40.3%	83.4%
Working full time	675	651	353	60	465	228	237	619
%V	41.7%	41.9%	46.3%	46.9%	40.2%	45.1%	36.3%	45.9%
%H		96.4%	52.3%	8.9%	68.9%	33.8%	35.1%	91.7%
Working part time	213	202	102	17	150	69	81	195
%V	13.2%	13.0%	13.4%	13.3%	13.0%	13.7%	12.4%	14.5%
%H		94.8%	47.9%	8.0%	70.4%	32.4%	38.0%	91.5%
Not working	729	702	307	51	542	208	334	534
%V	45.1%	45.1%	40.2%	39.8%	46.9%	41.2%	51.2%	39.6%
%H		96.3%	42.1%	7.0%	74.3%	28.5%	45.8%	73.3%
Housewife/Houseperson	862	826	377	63	621	244	378	667
%V	53.3%	53.1%	49.4%	49.2%	53.7%	48.3%	58.0%	49.5%
%H		95.8%	43.7%	7.3%	72.0%	28.3%	43.9%	77.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	753	377	63	552	246	305	659
%H		96.0%	48.1%	8.0%	70.4%	31.4%	38.9%	84.1%
16 - 19	44	41	22	6	30	17	13	42
%V	5.6%	5.4%	5.8%	9.5%	5.4%	6.9%	4.3%	6.4%
%H		93.2%	50.0%	13.6%	68.2%	38.6%	29.5%	95.5%
20 - 24	62	57	22	10	36	13	23	57
%V	7.9%	7.6%	5.8%	15.9%	6.5%	5.3%	7.5%	8.6%
%H		91.9%	35.5%	16.1%	58.1%	21.0%	37.1%	91.9%
25 - 34	97	92	49	9	60	27	33	89
%V	12.4%	12.2%	13.0%	14.3%	10.9%	11.0%	10.8%	13.5%
%H		94.8%	50.5%	9.3%	61.9%	27.8%	34.0%	91.8%
35 - 44	118	115	62	10	80	39	42	107
%V	15.1%	15.3%	16.4%	15.9%	14.5%	15.9%	13.8%	16.2%
%H		97.5%	52.5%	8.5%	67.8%	33.1%	35.6%	90.7%
45 - 54	150	143	83	12	100	51	49	134
%V	19.1%	19.0%	22.0%	19.0%	18.1%	20.7%	16.1%	20.3%
%H		95.3%	55.3%	8.0%	66.7%	34.0%	32.7%	89.3%
55 - 64	117	113	56	8	89	41	48	102
%V	14.9%	15.0%	14.9%	12.7%	16.1%	16.7%	15.7%	15.5%
%H		96.6%	47.9%	6.8%	76.1%	35.0%	41.0%	87.2%
65+	196	191	83	9	155	58	98	128
%V	25.0%	25.4%	22.0%	14.3%	28.1%	23.6%	32.1%	19.4%
%H		97.4%	42.3%	4.6%	79.1%	29.6%	50.0%	65.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	753	377	63	552	246	305	659
%H		96.0%	48.1%	8.0%	70.4%	31.4%	38.9%	84.1%
AB	226	218	115	15	157	70	87	207
%V	28.8%	29.0%	30.5%	23.8%	28.4%	28.5%	28.5%	31.4%
%H		96.5%	50.9%	6.6%	69.5%	31.0%	38.5%	91.6%
C1	227	217	104	25	160	73	87	199
%V	29.0%	28.8%	27.6%	39.7%	29.0%	29.7%	28.5%	30.2%
%H		95.6%	45.8%	11.0%	70.5%	32.2%	38.3%	87.7%
C2	206	200	103	15	154	73	82	169
%V	26.3%	26.6%	27.3%	23.8%	27.9%	29.7%	26.9%	25.6%
%H		97.1%	50.0%	7.3%	74.8%	35.4%	39.8%	82.0%
D	90	84	41	7	59	24	36	69
%V	11.5%	11.2%	10.9%	11.1%	10.7%	9.8%	11.8%	10.5%
%H		93.3%	45.6%	7.8%	65.6%	26.7%	40.0%	76.7%
E	35	33	14	2	22	7	15	15
%V	4.5%	4.4%	3.7%	3.2%	4.0%	2.8%	4.9%	2.3%
%H		94.3%	40.0%	5.7%	62.9%	20.0%	42.9%	42.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	753	377	63	552	246	305	659
%H		96.0%	48.1%	8.0%	70.4%	31.4%	38.9%	84.1%
Working full time	418	405	225	36	287	144	143	385
%V	53.3%	53.8%	59.7%	57.1%	52.0%	58.5%	46.9%	58.4%
%H		96.9%	53.8%	8.6%	68.7%	34.4%	34.2%	92.1%
Working part time	50	46	20	4	35	14	21	46
%V	6.4%	6.1%	5.3%	6.3%	6.3%	5.7%	6.9%	7.0%
%H		92.0%	40.0%	8.0%	70.0%	28.0%	42.0%	92.0%
Not working	316	302	132	24	230	88	141	229
%V	40.3%	40.1%	35.0%	38.1%	41.7%	35.8%	46.2%	34.7%
%H		95.6%	41.8%	7.6%	72.8%	27.8%	44.6%	72.5%
Housewife/Houseperson	180	166	68	11	123	39	83	117
%V	23.0%	22.0%	18.0%	17.5%	22.3%	15.9%	27.2%	17.8%
%H		92.2%	37.8%	6.1%	68.3%	21.7%	46.1%	65.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	833	803	385	65	605	258	346	688
%H		96.4%	46.2%	7.8%	72.6%	31.0%	41.5%	82.6%
16 - 19	47	45	27	5	31	20	11	43
%V	5.6%	5.6%	7.0%	7.7%	5.1%	7.8%	3.2%	6.3%
%H		95.7%	57.4%	10.6%	66.0%	42.6%	23.4%	91.5%
20 - 24	63	53	27	7	36	18	18	55
%V	7.6%	6.6%	7.0%	10.8%	6.0%	7.0%	5.2%	8.0%
%H		84.1%	42.9%	11.1%	57.1%	28.6%	28.6%	87.3%
25 - 34	105	99	52	9	69	32	37	94
%V	12.6%	12.3%	13.5%	13.8%	11.4%	12.4%	10.7%	13.7%
%H		94.3%	49.5%	8.6%	65.7%	30.5%	35.2%	89.5%
35 - 44	121	116	65	13	76	41	36	114
%V	14.5%	14.4%	16.9%	20.0%	12.6%	15.9%	10.4%	16.6%
%H		95.9%	53.7%	10.7%	62.8%	33.9%	29.8%	94.2%
45 - 54	139	136	71	11	102	48	54	129
%V	16.7%	16.9%	18.4%	16.9%	16.9%	18.6%	15.6%	18.8%
%H		97.8%	51.1%	7.9%	73.4%	34.5%	38.8%	92.8%
55 - 64	138	136	65	10	105	44	61	121
%V	16.6%	16.9%	16.9%	15.4%	17.4%	17.1%	17.6%	17.6%
%H		98.6%	47.1%	7.2%	76.1%	31.9%	44.2%	87.7%
65+	220	219	78	10	186	56	129	133
%V	26.4%	27.3%	20.3%	15.4%	30.7%	21.7%	37.3%	19.3%
%H		99.5%	35.5%	4.5%	84.5%	25.5%	58.6%	60.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	833	803	385	65	605	258	346	688
%H		96.4%	46.2%	7.8%	72.6%	31.0%	41.5%	82.6%
AB	229	224	112	16	166	71	95	210
%V	27.5%	27.9%	29.1%	24.6%	27.4%	27.5%	27.5%	30.5%
%H		97.8%	48.9%	7.0%	72.5%	31.0%	41.5%	91.7%
C1	272	257	113	26	196	81	115	232
%V	32.7%	32.0%	29.4%	40.0%	32.4%	31.4%	33.2%	33.7%
%H		94.5%	41.5%	9.6%	72.1%	29.8%	42.3%	85.3%
C2	187	181	98	15	140	71	69	156
%V	22.4%	22.5%	25.5%	23.1%	23.1%	27.5%	19.9%	22.7%
%H		96.8%	52.4%	8.0%	74.9%	38.0%	36.9%	83.4%
D	97	93	44	6	67	26	41	68
%V	11.6%	11.6%	11.4%	9.2%	11.1%	10.1%	11.8%	9.9%
%H		95.9%	45.4%	6.2%	69.1%	26.8%	42.3%	70.1%
E	49	48	18	2	35	9	26	23
%V	5.9%	6.0%	4.7%	3.1%	5.8%	3.5%	7.5%	3.3%
%H		98.0%	36.7%	4.1%	71.4%	18.4%	53.1%	46.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	833	803	385	65	605	258	346	688
%H		96.4%	46.2%	7.8%	72.6%	31.0%	41.5%	82.6%
Working full time	257	246	128	24	178	83	94	234
%V	30.9%	30.6%	33.2%	36.9%	29.4%	32.2%	27.2%	34.0%
%H		95.7%	49.8%	9.3%	69.3%	32.3%	36.6%	91.1%
Working part time	163	156	82	14	115	55	60	149
%V	19.6%	19.4%	21.3%	21.5%	19.0%	21.3%	17.3%	21.7%
%H		95.7%	50.3%	8.6%	70.6%	33.7%	36.8%	91.4%
Not working	413	400	175	27	312	120	192	305
%V	49.6%	49.8%	45.5%	41.5%	51.6%	46.5%	55.5%	44.3%
%H		96.9%	42.4%	6.5%	75.5%	29.1%	46.5%	73.8%
Housewife/Houseperson	681	660	309	52	499	205	294	551
%V	81.8%	82.2%	80.3%	80.0%	82.5%	79.5%	85.0%	80.1%
%H		96.9%	45.4%	7.6%	73.3%	30.1%	43.2%	80.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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January - December 2013

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
AB	689	669	296	109	483	219	264	632
%V	33.2%	33.3%	34.8%	34.9%	32.9%	35.3%	31.2%	38.3%
%H (All HH)		97.1%	43.0%	15.8%	70.1%	31.8%	38.3%	91.7%
%H (TV HH)			44.2%	16.3%	72.2%	32.7%	39.5%	
C1	611	584	251	98	414	175	239	498
%V	29.4%	29.1%	29.5%	31.4%	28.2%	28.2%	28.2%	30.2%
%H (All HH)		95.6%	41.1%	16.0%	67.8%	28.6%	39.1%	81.5%
%H (TV HH)			43.0%	16.8%	70.9%	30.0%	40.9%	
C2	404	397	174	66	304	145	159	324
%V	19.4%	19.8%	20.4%	21.2%	20.7%	23.3%	18.8%	19.6%
%H (All HH)		98.3%	43.1%	16.3%	75.2%	35.9%	39.4%	80.2%
%H (TV HH)			43.8%	16.6%	76.6%	36.5%	40.1%	
D	221	212	85	28	150	54	97	139
%V	10.6%	10.6%	10.0%	9.0%	10.2%	8.7%	11.5%	8.4%
%H (All HH)		95.9%	38.5%	12.7%	67.9%	24.4%	43.9%	62.9%
%H (TV HH)			40.1%	13.2%	70.8%	25.5%	45.8%	
E	153	144	45	11	115	28	87	56
%V	7.4%	7.2%	5.3%	3.5%	7.8%	4.5%	10.3%	3.4%
%H (All HH)		94.1%	29.4%	7.2%	75.2%	18.3%	56.9%	36.6%
%H (TV HH)			31.3%	7.6%	79.9%	19.4%	60.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%V		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (All HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
%H (TV HH)								
Under 25	59	51	15	7	39	11	28	51
%V	2.8%	2.5%	1.8%	2.2%	2.7%	1.8%	3.3%	3.1%
%H (All HH)		86.4%	25.4%	11.9%	66.1%	18.6%	47.5%	86.4%
%H (TV HH)			29.4%	13.7%	76.5%	21.6%	54.9%	
25 - 34	296	280	139	51	174	89	86	266
%V	14.2%	14.0%	16.3%	16.3%	11.9%	14.3%	10.2%	16.1%
%H (All HH)		94.6%	47.0%	17.2%	58.8%	30.1%	29.1%	89.9%
%H (TV HH)			49.6%	18.2%	62.1%	31.8%	30.7%	
35 - 44	375	368	197	66	231	128	104	352
%V	18.0%	18.3%	23.1%	21.2%	15.7%	20.6%	12.3%	21.3%
%H (All HH)		98.1%	52.5%	17.6%	61.6%	34.1%	27.7%	93.9%
%H (TV HH)			53.5%	17.9%	62.8%	34.8%	28.3%	
45 - 54	395	376	166	76	280	142	138	364
%V	19.0%	18.7%	19.5%	24.4%	19.1%	22.9%	16.3%	22.1%
%H (All HH)		95.2%	42.0%	19.2%	70.9%	35.9%	34.9%	92.2%
%H (TV HH)			44.1%	20.2%	74.5%	37.8%	36.7%	
55 - 64	331	324	152	46	240	112	128	282
%V	15.9%	16.1%	17.9%	14.7%	16.3%	18.0%	15.1%	17.1%
%H (All HH)		97.9%	45.9%	13.9%	72.5%	33.8%	38.7%	85.2%
%H (TV HH)			46.9%	14.2%	74.1%	34.6%	39.5%	
65 +	623	607	182	65	503	139	364	334
%V	30.0%	30.2%	21.4%	20.8%	34.3%	22.4%	43.0%	20.3%
%H (All HH)		97.4%	29.2%	10.4%	80.7%	22.3%	58.4%	53.6%
%H (TV HH)			30.0%	10.7%	82.9%	22.9%	60.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
1	612	577	170	65	445	102	343	330
%V	29.5%	28.7%	20.0%	20.8%	30.3%	16.4%	40.5%	20.0%
%H (All HH)		94.3%	27.8%	10.6%	72.7%	16.7%	56.0%	53.9%
%H (TV HH)			29.5%	11.3%	77.1%	17.7%	59.4%	
2	745	730	315	108	548	246	303	635
%V	35.9%	36.4%	37.0%	34.6%	37.3%	39.6%	35.8%	38.5%
%H (All HH)		98.0%	42.3%	14.5%	73.6%	33.0%	40.7%	85.2%
%H (TV HH)			43.2%	14.8%	75.1%	33.7%	41.5%	
3	306	298	150	61	213	124	90	284
%V	14.7%	14.8%	17.6%	19.6%	14.5%	20.0%	10.6%	17.2%
%H (All HH)		97.4%	49.0%	19.9%	69.6%	40.5%	29.4%	92.8%
%H (TV HH)			50.3%	20.5%	71.5%	41.6%	30.2%	
4	301	293	168	54	180	108	72	288
%V	14.5%	14.6%	19.7%	17.3%	12.3%	17.4%	8.5%	17.5%
%H (All HH)		97.3%	55.8%	17.9%	59.8%	35.9%	23.9%	95.7%
%H (TV HH)			57.3%	18.4%	61.4%	36.9%	24.6%	
5+	114	109	48	23	80	42	39	112
%V	5.5%	5.4%	5.6%	7.4%	5.4%	6.8%	4.6%	6.8%
%H (All HH)		95.6%	42.1%	20.2%	70.2%	36.8%	34.2%	98.2%
%H (TV HH)			44.0%	21.1%	73.4%	38.5%	35.8%	
Average HH size	2.33	2.33	2.56	2.58	2.27	2.60	2.02	2.55

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
Without	1554	1491	572	219	1135	431	704	1153
%V	74.8%	74.3%	67.2%	70.2%	77.3%	69.4%	83.1%	69.9%
%H (All HH)		95.9%	36.8%	14.1%	73.0%	27.7%	45.3%	74.2%
%H (TV HH)			38.4%	14.7%	76.1%	28.9%	47.2%	
With	524	515	278	93	333	190	143	496
%V	25.2%	25.7%	32.7%	29.8%	22.7%	30.6%	16.9%	30.1%
%H (All HH)		98.3%	53.1%	17.7%	63.5%	36.3%	27.3%	94.7%
%H (TV HH)			54.0%	18.1%	64.7%	36.9%	27.8%	
0 - 3	203	198	112	29	120	65	56	191
%V	9.8%	9.9%	13.2%	9.3%	8.2%	10.5%	6.6%	11.6%
%H (All HH)		97.5%	55.2%	14.3%	59.1%	32.0%	27.6%	94.1%
%H (TV HH)			56.6%	14.6%	60.6%	32.8%	28.3%	
4 - 9	251	247	134	44	158	89	68	238
%V	12.1%	12.3%	15.7%	14.1%	10.8%	14.3%	8.0%	14.4%
%H (All HH)		98.4%	53.4%	17.5%	62.9%	35.5%	27.1%	94.8%
%H (TV HH)			54.3%	17.8%	64.0%	36.0%	27.5%	
10 - 15	235	233	131	45	160	102	58	223
%V	11.3%	11.6%	15.4%	14.4%	10.9%	16.4%	6.8%	13.5%
%H (All HH)		99.1%	55.7%	19.1%	68.1%	43.4%	24.7%	94.9%
%H (TV HH)			56.2%	19.3%	68.7%	43.8%	24.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
1	802	802	263	101	528	100	429	568
%V	38.6%	40.0%	30.9%	32.4%	36.0%	16.1%	50.6%	34.4%
%H (All HH)		100.0%	32.8%	12.6%	65.8%	12.5%	53.5%	70.8%
%H (TV HH)			32.8%	12.6%	65.8%	12.5%	53.5%	
2	698	698	309	113	526	247	279	571
%V	33.6%	34.8%	36.3%	36.2%	35.8%	39.8%	32.9%	34.6%
%H (All HH)		100.0%	44.3%	16.2%	75.4%	35.4%	40.0%	81.8%
%H (TV HH)			44.3%	16.2%	75.4%	35.4%	40.0%	
3	332	332	176	63	268	170	97	296
%V	16.0%	16.5%	20.7%	20.2%	18.3%	27.4%	11.5%	18.0%
%H (All HH)		100.0%	53.0%	19.0%	80.7%	51.2%	29.2%	89.2%
%H (TV HH)			53.0%	19.0%	80.7%	51.2%	29.2%	
4	124	124	75	24	98	69	29	117
%V	6.0%	6.2%	8.8%	7.7%	6.7%	11.1%	3.4%	7.1%
%H (All HH)		100.0%	60.5%	19.4%	79.0%	55.6%	23.4%	94.4%
%H (TV HH)			60.5%	19.4%	79.0%	55.6%	23.4%	
5+	51	51	28	11	47	34	13	50
%V	2.5%	2.5%	3.3%	3.5%	3.2%	5.5%	1.5%	3.0%
%H (All HH)		100.0%	54.9%	21.6%	92.2%	66.7%	25.5%	98.0%
%H (TV HH)			54.9%	21.6%	92.2%	66.7%	25.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
Under 20"	537	537	227	73	456	217	239	445
%V	25.8%	26.8%	26.7%	23.4%	31.1%	34.9%	28.2%	27.0%
%H (All HH)		100.0%	42.3%	13.6%	84.9%	40.4%	44.5%	82.9%
%H (TV HH)			42.3%	13.6%	84.9%	40.4%	44.5%	
20" - 29"	829	829	310	132	668	273	395	621
%V	39.9%	41.3%	36.4%	42.3%	45.5%	44.0%	46.6%	37.7%
%H (All HH)		100.0%	37.4%	15.9%	80.6%	32.9%	47.6%	74.9%
%H (TV HH)			37.4%	15.9%	80.6%	32.9%	47.6%	
30" - 39"	1049	1049	469	180	758	353	405	869
%V	50.5%	52.3%	55.1%	57.7%	51.6%	56.8%	47.8%	52.7%
%H (All HH)		100.0%	44.7%	17.2%	72.3%	33.7%	38.6%	82.8%
%H (TV HH)			44.7%	17.2%	72.3%	33.7%	38.6%	
40" and over	769	769	443	143	522	333	189	699
%V	37.0%	38.3%	52.1%	45.8%	35.6%	53.6%	22.3%	42.4%
%H (All HH)		100.0%	57.6%	18.6%	67.9%	43.3%	24.6%	90.9%
%H (TV HH)			57.6%	18.6%	67.9%	43.3%	24.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
Main living room	1980	1980	844	308	1450	616	834	1581
%V	95.3%	98.7%	99.2%	98.7%	98.8%	99.2%	98.5%	95.9%
%H (All HH)		100.0%	42.6%	15.6%	73.2%	31.1%	42.1%	79.8%
%H (TV HH)			42.6%	15.6%	73.2%	31.1%	42.1%	
Kitchen	268	268	130	35	231	124	107	219
%V	12.9%	13.4%	15.3%	11.2%	15.7%	20.0%	12.6%	13.3%
%H (All HH)		100.0%	48.5%	13.1%	86.2%	46.3%	39.9%	81.7%
%H (TV HH)			48.5%	13.1%	86.2%	46.3%	39.9%	
Adult's bedroom	849	849	425	148	671	387	284	724
%V	40.9%	42.3%	49.9%	47.4%	45.7%	62.3%	33.5%	43.9%
%H (All HH)		100.0%	50.1%	17.4%	79.0%	45.6%	33.5%	85.3%
%H (TV HH)			50.1%	17.4%	79.0%	45.6%	33.5%	
Child's bedroom	134	134	81	31	98	76	23	130
%V	6.4%	6.7%	9.5%	9.9%	6.7%	12.2%	2.7%	7.9%
%H (All HH)		100.0%	60.4%	23.1%	73.1%	56.7%	17.2%	97.0%
%H (TV HH)			60.4%	23.1%	73.1%	56.7%	17.2%	
Other bedroom	92	92	42	20	76	44	33	87
%V	4.4%	4.6%	4.9%	6.4%	5.2%	7.1%	3.9%	5.3%
%H (All HH)		100.0%	45.7%	21.7%	82.6%	47.8%	35.9%	94.6%
%H (TV HH)			45.7%	21.7%	82.6%	47.8%	35.9%	
Second living/dining room	175	175	90	37	135	86	49	156
%V	8.4%	8.7%	10.6%	11.9%	9.2%	13.8%	5.8%	9.5%
%H (All HH)		100.0%	51.4%	21.1%	77.1%	49.1%	28.0%	89.1%
%H (TV HH)			51.4%	21.1%	77.1%	49.1%	28.0%	
Study/office	49	49	24	6	41	23	19	47
%V	2.4%	2.4%	2.8%	1.9%	2.8%	3.7%	2.2%	2.9%
%H (All HH)		100.0%	49.0%	12.2%	83.7%	46.9%	38.8%	95.9%
%H (TV HH)			49.0%	12.2%	83.7%	46.9%	38.8%	
TV room	20	20	10	6	11	7	4	19
%V	1.0%	1.0%	1.2%	1.9%	0.7%	1.1%	0.5%	1.2%
%H (All HH)		100.0%	50.0%	30.0%	55.0%	35.0%	20.0%	95.0%
%H (TV HH)			50.0%	30.0%	55.0%	35.0%	20.0%	
Conservatory	31	31	16	6	27	17	9	28
%V	1.5%	1.5%	1.9%	1.9%	1.8%	2.7%	1.1%	1.7%
%H (All HH)		100.0%	51.6%	19.4%	87.1%	54.8%	29.0%	90.3%
%H (TV HH)			51.6%	19.4%	87.1%	54.8%	29.0%	
Attic or loft room	7	7	3	2	6	4	2	7
%V	0.3%	0.3%	0.4%	0.6%	0.4%	0.6%	0.2%	0.4%
%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	4	2	7	5	2	8
%V	0.4%	0.4%	0.5%	0.6%	0.5%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	50.0%	25.0%	87.5%	62.5%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	87.5%	62.5%	25.0%	
Other	20	20	11	4	15	7	7	19
%V	1.0%	1.0%	1.3%	1.3%	1.0%	1.1%	0.8%	1.2%
%H (All HH)		100.0%	55.0%	20.0%	75.0%	35.0%	35.0%	95.0%
%H (TV HH)			55.0%	20.0%	75.0%	35.0%	35.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
Any DSAT provider	851	851	851	13	467	467	0	748
%V	41.0%	42.4%	100.0%	4.2%	31.8%	75.2%	0.0%	45.4%
%H (All HH)			100.0%	1.5%	54.9%	54.9%	0.0%	87.9%
%H (TV HH)			100.0%	1.5%	54.9%	54.9%	0.0%	
Sky with subcription	703	703	703	5	388	388	0	622
%V	33.8%	35.0%	82.6%	1.6%	26.4%	62.5%	0.0%	37.7%
%H (All HH)			100.0%	0.7%	55.2%	55.2%	0.0%	88.5%
%H (TV HH)			100.0%	0.7%	55.2%	55.2%	0.0%	
Sky without subscription	32	32	32	1	13	13	0	22
%V	1.5%	1.6%	3.8%	0.3%	0.9%	2.1%	0.0%	1.3%
%H (All HH)			100.0%	3.1%	40.6%	40.6%	0.0%	68.8%
%H (TV HH)			100.0%	3.1%	40.6%	40.6%	0.0%	
Freesat	109	109	109	8	63	63	0	96
%V	5.2%	5.4%	12.8%	2.6%	4.3%	10.1%	0.0%	5.8%
%H (All HH)			100.0%	7.3%	57.8%	57.8%	0.0%	88.1%
%H (TV HH)			100.0%	7.3%	57.8%	57.8%	0.0%	
Other satellite provider	24	24	24	1	11	11	0	22
%V	1.2%	1.2%	2.8%	0.3%	0.7%	1.8%	0.0%	1.3%
%H (All HH)			100.0%	4.2%	45.8%	45.8%	0.0%	91.7%
%H (TV HH)			100.0%	4.2%	45.8%	45.8%	0.0%	
DCAB	312	312	13	312	160	160	0	283
%V	15.0%	15.5%	1.5%	100.0%	10.9%	25.8%	0.0%	17.2%
%H (All HH)			4.2%	100.0%	51.3%	51.3%	0.0%	90.7%
%H (TV HH)			4.2%	100.0%	51.3%	51.3%	0.0%	
DTT	1468	1468	467	160	1468	621	847	1141
%V	70.6%	73.1%	54.9%	51.3%	100.0%	100.0%	100.0%	69.2%
%H (All HH)		100.0%	31.8%	10.9%	100.0%	42.3%	57.7%	77.7%
%H (TV HH)			31.8%	10.9%	100.0%	42.3%	57.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%H (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
PVR	1259	1259	709	243	846	528	318	1115
%V	60.6%	62.7%	83.3%	77.9%	57.6%	85.0%	37.5%	67.6%
%H (All HH)		100.0%	56.3%	19.3%	67.2%	41.9%	25.3%	88.6%
%H (TV HH)			56.3%	19.3%	67.2%	41.9%	25.3%	
DVDR	111	111	39	22	90	37	53	97
%V	5.3%	5.5%	4.6%	7.1%	6.1%	6.0%	6.3%	5.9%
%H (All HH)		100.0%	35.1%	19.8%	81.1%	33.3%	47.7%	87.4%
%H (TV HH)			35.1%	19.8%	81.1%	33.3%	47.7%	
VCR	56	56	18	7	48	17	32	41
%V	2.7%	2.8%	2.1%	2.2%	3.3%	2.7%	3.8%	2.5%
%H (All HH)		100.0%	32.1%	12.5%	85.7%	30.4%	57.1%	73.2%
%H (TV HH)			32.1%	12.5%	85.7%	30.4%	57.1%	
Any recorder	1320	1320	719	246	899	533	366	1161
%V	63.5%	65.8%	84.5%	78.8%	61.2%	85.8%	43.2%	70.4%
%H (All HH)		100.0%	54.5%	18.6%	68.1%	40.4%	27.7%	88.0%
%H (TV HH)			54.5%	18.6%	68.1%	40.4%	27.7%	
Receives HDTV (via STB or built-in reception)	1019	1019	545	235	672	422	249	920
%V	49.0%	50.8%	64.0%	75.3%	45.8%	68.0%	29.4%	55.8%
%H (All HH)		100.0%	53.5%	23.1%	65.9%	41.4%	24.4%	90.3%
%H (TV HH)			53.5%	23.1%	65.9%	41.4%	24.4%	
DVD/Blu-ray player or recorder	1585	1585	701	265	1158	532	626	1329
%V	76.3%	79.0%	82.4%	84.9%	78.9%	85.7%	73.9%	80.6%
%H (All HH)		100.0%	44.2%	16.7%	73.1%	33.6%	39.5%	83.8%
%H (TV HH)			44.2%	16.7%	73.1%	33.6%	39.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2078	2007	851	312	1468	621	847	1649
%V (All HH)		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%
%H (TV HH)			42.4%	15.5%	73.1%	30.9%	42.2%	
Has broadband internet	1649	1601	748	283	1141	569	572	1649
%V	79.4%	79.8%	87.9%	90.7%	77.7%	91.6%	67.5%	100.0%
%H (All HH)		97.1%	45.4%	17.2%	69.2%	34.5%	34.7%	100.0%
%H (TV HH)			46.7%	17.7%	71.3%	35.5%	35.7%	
Number of computers (PCs and laptops)								
0	369	353	86	26	288	45	243	12
%V	17.8%	17.6%	10.1%	8.3%	19.6%	7.2%	28.7%	0.7%
%H (All HH)		95.7%	23.3%	7.0%	78.0%	12.2%	65.9%	3.3%
%H (TV HH)			24.4%	7.4%	81.6%	12.7%	68.8%	
1	654	629	253	91	465	182	283	600
%V	31.5%	31.3%	29.7%	29.2%	31.7%	29.3%	33.4%	36.4%
%H (All HH)		96.2%	38.7%	13.9%	71.1%	27.8%	43.3%	91.7%
%H (TV HH)			40.2%	14.5%	73.9%	28.9%	45.0%	
2	503	492	251	72	348	177	172	489
%V	24.2%	24.5%	29.5%	23.1%	23.7%	28.5%	20.3%	29.7%
%H (All HH)		97.8%	49.9%	14.3%	69.2%	35.2%	34.2%	97.2%
%H (TV HH)			51.0%	14.6%	70.7%	36.0%	35.0%	
3	250	243	110	54	168	92	75	247
%V	12.0%	12.1%	12.9%	17.3%	11.4%	14.8%	8.9%	15.0%
%H (All HH)		97.2%	44.0%	21.6%	67.2%	36.8%	30.0%	98.8%
%H (TV HH)			45.3%	22.2%	69.1%	37.9%	30.9%	
4	148	144	80	31	94	60	34	147
%V	7.1%	7.2%	9.4%	9.9%	6.4%	9.7%	4.0%	8.9%
%H (All HH)		97.3%	54.1%	20.9%	63.5%	40.5%	23.0%	99.3%
%H (TV HH)			55.6%	21.5%	65.3%	41.7%	23.6%	
5+	155	147	71	38	105	65	40	154
%V	7.5%	7.3%	8.3%	12.2%	7.2%	10.5%	4.7%	9.3%
%H (All HH)		94.8%	45.8%	24.5%	67.7%	41.9%	25.8%	99.4%
%H (TV HH)			48.3%	25.9%	71.4%	44.2%	27.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
January - December 2013

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3964	1856	674	3028	1566	1462	3335
%H		46.8%	17.0%	76.4%	39.5%	36.9%	84.1%
Under 20"	690	304	92	597	300	297	582
%V	17.4%	16.4%	13.6%	19.7%	19.2%	20.3%	17.5%
%H		44.1%	13.3%	86.5%	43.5%	43.0%	84.3%
20" - 29"	1017	397	167	829	366	463	781
%V	25.7%	21.4%	24.8%	27.4%	23.4%	31.7%	23.4%
%H		39.0%	16.4%	81.5%	36.0%	45.5%	76.8%
30" - 39"	1218	563	211	886	434	452	1029
%V	30.7%	30.3%	31.3%	29.3%	27.7%	30.9%	30.9%
%H		46.2%	17.3%	72.7%	35.6%	37.1%	84.5%
40" and over	876	508	170	599	391	207	800
%V	22.1%	27.4%	25.2%	19.8%	25.0%	14.2%	24.0%
%H		58.0%	19.4%	68.4%	44.6%	23.6%	91.3%
Don't know	41	20	6	37	21	16	29
%V	1.0%	1.1%	0.9%	1.2%	1.3%	1.1%	0.9%
%H		48.8%	14.6%	90.2%	51.2%	39.0%	70.7%
Not Asked	122	64	28	80	54	27	114
%V	3.1%	3.4%	4.2%	2.6%	3.4%	1.8%	3.4%
%H		52.5%	23.0%	65.6%	44.3%	22.1%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3964	1856	674	3028	1566	1462	3335
%H		46.8%	17.0%	76.4%	39.5%	36.9%	84.1%
Main living room	1993	849	310	1460	621	839	1589
%V	50.3%	45.7%	46.0%	48.2%	39.7%	57.4%	47.6%
%H		42.6%	15.6%	73.3%	31.2%	42.1%	79.7%
Kitchen	269	131	35	232	125	107	220
%V	6.8%	7.1%	5.2%	7.7%	8.0%	7.3%	6.6%
%H		48.7%	13.0%	86.2%	46.5%	39.8%	81.8%
Adult's bedroom	985	498	173	789	463	327	852
%V	24.8%	26.8%	25.7%	26.1%	29.6%	22.4%	25.5%
%H		50.6%	17.6%	80.1%	47.0%	33.2%	86.5%
Child's bedroom	167	103	39	123	95	27	163
%V	4.2%	5.5%	5.8%	4.1%	6.1%	1.8%	4.9%
%H		61.7%	23.4%	73.7%	56.9%	16.2%	97.6%
Other bedroom	115	49	27	97	55	42	109
%V	2.9%	2.6%	4.0%	3.2%	3.5%	2.9%	3.3%
%H		42.6%	23.5%	84.3%	47.8%	36.5%	94.8%
Second living/dining room	179	94	37	138	89	49	159
%V	4.5%	5.1%	5.5%	4.6%	5.7%	3.4%	4.8%
%H		52.5%	20.7%	77.1%	49.7%	27.4%	88.8%
Study/office	49	24	6	41	23	19	47
%V	1.2%	1.3%	0.9%	1.4%	1.5%	1.3%	1.4%
%H		49.0%	12.2%	83.7%	46.9%	38.8%	95.9%
TV room	20	10	6	11	7	4	19
%V	0.5%	0.5%	0.9%	0.4%	0.4%	0.3%	0.6%
%H		50.0%	30.0%	55.0%	35.0%	20.0%	95.0%
Conservatory	31	16	6	27	17	9	28
%V	0.8%	0.9%	0.9%	0.9%	1.1%	0.6%	0.8%
%H		51.6%	19.4%	87.1%	54.8%	29.0%	90.3%
Attic or loft room	7	3	2	6	4	2	7
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		42.9%	28.6%	85.7%	57.1%	28.6%	100.0%
No specific location	9	4	2	8	5	3	9
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		44.4%	22.2%	88.9%	55.6%	33.3%	100.0%
Other	20	11	4	15	7	7	19
%V	0.5%	0.6%	0.6%	0.5%	0.4%	0.5%	0.6%
%H		55.0%	20.0%	75.0%	35.0%	35.0%	95.0%
Not Asked	122	64	28	80	54	27	114
%V	3.1%	3.4%	4.2%	2.6%	3.4%	1.8%	3.4%
%H		52.5%	23.0%	65.6%	44.3%	22.1%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3964	1856	674	3028	1566	1462	3335
%H		46.8%	17.0%	76.4%	39.5%	36.9%	84.1%
PVR	1594	932	321	1055	694	361	1427
%V	40.2%	50.2%	47.6%	34.8%	44.3%	24.7%	42.8%
%H		58.5%	20.1%	66.2%	43.5%	22.6%	89.5%
DVDR	119	43	23	97	42	55	105
%V	3.0%	2.3%	3.4%	3.2%	2.7%	3.8%	3.1%
%H		36.1%	19.3%	81.5%	35.3%	46.2%	88.2%
VCR	60	20	8	51	19	32	45
%V	1.5%	1.1%	1.2%	1.7%	1.2%	2.2%	1.3%
%H		33.3%	13.3%	85.0%	31.7%	53.3%	75.0%
Any recorder	1678	955	327	1126	710	416	1494
%V	42.3%	51.5%	48.5%	37.2%	45.3%	28.5%	44.8%
%H		56.9%	19.5%	67.1%	42.3%	24.8%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3964	1856	674	3028	1566	1462	3335
%H		46.8%	17.0%	76.4%	39.5%	36.9%	84.1%
Receives HDTV (via STB or built-in reception)	1381	733	339	925	597	328	1259
%V	34.8%	39.5%	50.3%	30.5%	38.1%	22.4%	37.8%
%H		53.1%	24.5%	67.0%	43.2%	23.8%	91.2%
DVD/Blu-ray player or recorder	2198	1023	383	1656	849	807	1889
%V	55.4%	55.1%	56.8%	54.7%	54.2%	55.2%	56.6%
%H		46.5%	17.4%	75.3%	38.6%	36.7%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	851	312	1468	621	847	1599
%H		42.4%	15.6%	73.2%	31.0%	42.2%	79.8%
Under 20"	48	7	1	41	3	38	31
%V	2.4%	0.8%	0.3%	2.8%	0.5%	4.5%	1.9%
%H		14.6%	2.1%	85.4%	6.3%	79.2%	64.6%
20" - 29"	388	83	48	319	59	260	236
%V	19.4%	9.8%	15.4%	21.7%	9.5%	30.7%	14.8%
%H		21.4%	12.4%	82.2%	15.2%	67.0%	60.8%
30" - 39"	809	326	124	594	234	359	647
%V	40.3%	38.3%	39.7%	40.5%	37.7%	42.4%	40.5%
%H		40.3%	15.3%	73.4%	28.9%	44.4%	80.0%
40" and over	747	430	139	503	320	183	678
%V	37.3%	50.5%	44.6%	34.3%	51.5%	21.6%	42.4%
%H		57.6%	18.6%	67.3%	42.8%	24.5%	90.8%
Don't know	13	6	1	11	5	6	6
%V	0.6%	0.7%	0.3%	0.7%	0.8%	0.7%	0.4%
%H		46.2%	7.7%	84.6%	38.5%	46.2%	46.2%
Not Asked	1	0	0	0	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	851	312	1468	621	847	1599
%H		42.4%	15.6%	73.2%	31.0%	42.2%	79.8%
PVR	1236	697	241	826	517	309	1094
%V	61.6%	81.9%	77.2%	56.3%	83.3%	36.5%	68.4%
%H		56.4%	19.5%	66.8%	41.8%	25.0%	88.5%
DVDR	97	31	18	78	31	48	85
%V	4.8%	3.6%	5.8%	5.3%	5.0%	5.7%	5.3%
%H		32.0%	18.6%	80.4%	32.0%	49.5%	87.6%
VCR	45	12	5	39	11	28	33
%V	2.2%	1.4%	1.6%	2.7%	1.8%	3.3%	2.1%
%H		26.7%	11.1%	86.7%	24.4%	62.2%	73.3%
Any recorder	1296	706	243	879	522	357	1142
%V	64.6%	83.0%	77.9%	59.9%	84.1%	42.1%	71.4%
%H		54.5%	18.8%	67.8%	40.3%	27.5%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	851	312	1468	621	847	1599
%H		42.4%	15.6%	73.2%	31.0%	42.2%	79.8%
Receives HDTV (via STB or built-in reception)	995	537	229	651	412	239	900
%V	49.6%	63.1%	73.4%	44.3%	66.3%	28.2%	56.3%
%H		54.0%	23.0%	65.4%	41.4%	24.0%	90.5%
DVD/Blu-ray player or recorder	1505	661	246	1095	490	605	1264
%V	75.1%	77.7%	78.8%	74.6%	78.9%	71.4%	79.0%
%H		43.9%	16.3%	72.8%	32.6%	40.2%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1959	1005	361	1560	945	615	1736
%H		51.3%	18.4%	79.6%	48.2%	31.4%	88.6%
Under 20"	642	297	91	556	297	259	551
%V	32.8%	29.6%	25.2%	35.6%	31.4%	42.1%	31.7%
%H		46.3%	14.2%	86.6%	46.3%	40.3%	85.8%
20" - 29"	629	315	120	510	307	203	545
%V	32.1%	31.3%	33.2%	32.7%	32.5%	33.0%	31.4%
%H		50.1%	19.1%	81.1%	48.8%	32.3%	86.6%
30" - 39"	410	237	87	292	200	92	382
%V	20.9%	23.6%	24.1%	18.7%	21.2%	15.0%	22.0%
%H		57.8%	21.2%	71.2%	48.8%	22.4%	93.2%
40" and over	129	78	32	95	71	24	122
%V	6.6%	7.8%	8.9%	6.1%	7.5%	3.9%	7.0%
%H		60.5%	24.8%	73.6%	55.0%	18.6%	94.6%
Don't know	29	14	5	26	17	10	23
%V	1.5%	1.4%	1.4%	1.7%	1.8%	1.6%	1.3%
%H		48.3%	17.2%	89.7%	58.6%	34.5%	79.3%
Not Asked	120	64	26	81	53	27	113
%V	6.1%	6.4%	7.2%	5.2%	5.6%	4.4%	6.5%
%H		53.3%	21.7%	67.5%	44.2%	22.5%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1959	1005	361	1560	945	615	1736
%H		51.3%	18.4%	79.6%	48.2%	31.4%	88.6%
PVR	358	235	80	228	177	52	333
%V	18.3%	23.4%	22.2%	14.6%	18.7%	8.5%	19.2%
%H		65.6%	22.3%	63.7%	49.4%	14.5%	93.0%
DVDR	23	12	5	19	12	7	20
%V	1.2%	1.2%	1.4%	1.2%	1.3%	1.1%	1.2%
%H		52.2%	21.7%	82.6%	52.2%	30.4%	87.0%
VCR	15	8	3	12	8	4	12
%V	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%	0.7%
%H		53.3%	20.0%	80.0%	53.3%	26.7%	80.0%
Any recorder	382	249	84	247	189	59	352
%V	19.5%	24.8%	23.3%	15.8%	20.0%	9.6%	20.3%
%H		65.2%	22.0%	64.7%	49.5%	15.4%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1959	1005	361	1560	945	615	1736
%H		51.3%	18.4%	79.6%	48.2%	31.4%	88.6%
Receives HDTV (via STB or built-in reception)	385	196	110	273	184	89	359
%V	19.7%	19.5%	30.5%	17.5%	19.5%	14.5%	20.7%
%H		50.9%	28.6%	70.9%	47.8%	23.1%	93.2%
DVD/Blu-ray player or recorder	693	363	138	561	359	202	625
%V	35.4%	36.1%	38.2%	36.0%	38.0%	32.8%	36.0%
%H		52.4%	19.9%	81.0%	51.8%	29.1%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4836	4684	2181	806	3325	1617	1708	4204
%H		96.9%	45.1%	16.7%	68.8%	33.4%	35.3%	86.9%
Total Children	902	887	473	161	564	311	253	857
%V	18.7%	18.9%	21.7%	20.0%	17.0%	19.2%	14.8%	20.4%
%H		98.3%	52.4%	17.8%	62.5%	34.5%	28.0%	95.0%
0 - 3	259	252	140	40	147	76	71	244
%V	5.4%	5.4%	6.4%	5.0%	4.4%	4.7%	4.2%	5.8%
%H		97.3%	54.1%	15.4%	56.8%	29.3%	27.4%	94.2%
4 - 15	643	635	333	122	416	234	182	613
%V	13.3%	13.6%	15.3%	15.1%	12.5%	14.5%	10.7%	14.6%
%H		98.8%	51.8%	19.0%	64.7%	36.4%	28.3%	95.3%
4 - 9	328	323	168	62	204	112	93	311
%V	6.8%	6.9%	7.7%	7.7%	6.1%	6.9%	5.4%	7.4%
%H		98.5%	51.2%	18.9%	62.2%	34.1%	28.4%	94.8%
10 - 15	315	312	165	60	212	123	89	302
%V	6.5%	6.7%	7.6%	7.4%	6.4%	7.6%	5.2%	7.2%
%H		99.0%	52.4%	19.0%	67.3%	39.0%	28.3%	95.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4836	4684	2181	806	3325	1617	1708	4204
%H		96.9%	45.1%	16.7%	68.8%	33.4%	35.3%	86.9%
Total Adults (16+)	3934	3797	1708	645	2762	1306	1455	3347
%V	81.3%	81.1%	78.3%	80.0%	83.1%	80.8%	85.2%	79.6%
%H		96.5%	43.4%	16.4%	70.2%	33.2%	37.0%	85.1%
16 - 19	195	187	90	40	140	83	57	182
%V	4.0%	4.0%	4.1%	5.0%	4.2%	5.1%	3.3%	4.3%
%H		95.9%	46.2%	20.5%	71.8%	42.6%	29.2%	93.3%
20 - 24	251	230	91	51	169	81	88	232
%V	5.2%	4.9%	4.2%	6.3%	5.1%	5.0%	5.2%	5.5%
%H		91.6%	36.3%	20.3%	67.3%	32.3%	35.1%	92.4%
25 - 34	634	593	315	100	376	205	171	586
%V	13.1%	12.7%	14.4%	12.4%	11.3%	12.7%	10.0%	13.9%
%H		93.5%	49.7%	15.8%	59.3%	32.3%	27.0%	92.4%
35 - 44	660	645	346	119	409	232	177	625
%V	13.6%	13.8%	15.9%	14.8%	12.3%	14.3%	10.4%	14.9%
%H		97.7%	52.4%	18.0%	62.0%	35.2%	26.8%	94.7%
45 - 54	691	666	304	142	489	262	227	646
%V	14.3%	14.2%	13.9%	17.6%	14.7%	16.2%	13.3%	15.4%
%H		96.4%	44.0%	20.5%	70.8%	37.9%	32.9%	93.5%
55 - 64	556	548	255	89	405	195	210	494
%V	11.5%	11.7%	11.7%	11.0%	12.2%	12.1%	12.3%	11.8%
%H		98.6%	45.9%	16.0%	72.8%	35.1%	37.8%	88.8%
65+	947	928	307	104	774	248	526	582
%V	19.6%	19.8%	14.1%	12.9%	23.3%	15.3%	30.8%	13.8%
%H		98.0%	32.4%	11.0%	81.7%	26.2%	55.5%	61.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3934	3797	1708	645	2762	1306	1455	3347
%H		96.5%	43.4%	16.4%	70.2%	33.2%	37.0%	85.1%
AB	1365	1330	602	232	962	467	495	1284
%V	34.7%	35.0%	35.2%	36.0%	34.8%	35.8%	34.0%	38.4%
%H		97.4%	44.1%	17.0%	70.5%	34.2%	36.3%	94.1%
C1	1148	1084	494	195	762	357	405	1003
%V	29.2%	28.5%	28.9%	30.2%	27.6%	27.3%	27.8%	30.0%
%H		94.4%	43.0%	17.0%	66.4%	31.1%	35.3%	87.4%
C2	819	809	376	145	627	333	294	690
%V	20.8%	21.3%	22.0%	22.5%	22.7%	25.5%	20.2%	20.6%
%H		98.8%	45.9%	17.7%	76.6%	40.7%	35.9%	84.2%
D	400	380	171	56	254	104	150	280
%V	10.2%	10.0%	10.0%	8.7%	9.2%	8.0%	10.3%	8.4%
%H		95.0%	42.8%	14.0%	63.5%	26.0%	37.5%	70.0%
E	203	194	65	16	156	46	110	89
%V	5.2%	5.1%	3.8%	2.5%	5.6%	3.5%	7.6%	2.7%
%H		95.6%	32.0%	7.9%	76.8%	22.7%	54.2%	43.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3934	3797	1708	645	2762	1306	1455	3347
%H		96.5%	43.4%	16.4%	70.2%	33.2%	37.0%	85.1%
Working full time	1868	1809	895	356	1231	670	561	1759
%V	47.5%	47.6%	52.4%	55.2%	44.6%	51.3%	38.6%	52.6%
%H		96.8%	47.9%	19.1%	65.9%	35.9%	30.0%	94.2%
Working part time	430	422	205	78	299	156	143	391
%V	10.9%	11.1%	12.0%	12.1%	10.8%	11.9%	9.8%	11.7%
%H		98.1%	47.7%	18.1%	69.5%	36.3%	33.3%	90.9%
Not working	1637	1565	607	211	1232	481	751	1196
%V	41.6%	41.2%	35.5%	32.7%	44.6%	36.8%	51.6%	35.7%
%H		95.6%	37.1%	12.9%	75.3%	29.4%	45.9%	73.1%
Housewife/Houseperson	2078	2007	851	312	1468	621	847	1649
%V	52.8%	52.9%	49.8%	48.4%	53.1%	47.5%	58.2%	49.3%
%H		96.6%	41.0%	15.0%	70.6%	29.9%	40.8%	79.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1943	1861	853	328	1343	657	686	1677
%H		95.8%	43.9%	16.9%	69.1%	33.8%	35.3%	86.3%
16 - 19	107	100	45	20	79	44	35	98
%V	5.5%	5.4%	5.3%	6.1%	5.9%	6.7%	5.1%	5.8%
%H		93.5%	42.1%	18.7%	73.8%	41.1%	32.7%	91.6%
20 - 24	130	110	53	23	75	41	34	117
%V	6.7%	5.9%	6.2%	7.0%	5.6%	6.2%	5.0%	7.0%
%H		84.6%	40.8%	17.7%	57.7%	31.5%	26.2%	90.0%
25 - 34	328	310	171	47	206	116	90	300
%V	16.9%	16.7%	20.0%	14.3%	15.3%	17.7%	13.1%	17.9%
%H		94.5%	52.1%	14.3%	62.8%	35.4%	27.4%	91.5%
35 - 44	323	314	159	58	202	108	95	303
%V	16.6%	16.9%	18.6%	17.7%	15.0%	16.4%	13.8%	18.1%
%H		97.2%	49.2%	18.0%	62.5%	33.4%	29.4%	93.8%
45 - 54	352	337	152	76	240	129	111	326
%V	18.1%	18.1%	17.8%	23.2%	17.9%	19.6%	16.2%	19.4%
%H		95.7%	43.2%	21.6%	68.2%	36.6%	31.5%	92.6%
55 - 64	271	268	123	48	198	97	101	240
%V	13.9%	14.4%	14.4%	14.6%	14.7%	14.8%	14.7%	14.3%
%H		98.9%	45.4%	17.7%	73.1%	35.8%	37.3%	88.6%
65+	433	423	152	56	343	122	221	294
%V	22.3%	22.7%	17.8%	17.1%	25.5%	18.6%	32.2%	17.5%
%H		97.7%	35.1%	12.9%	79.2%	28.2%	51.0%	67.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1943	1861	853	328	1343	657	686	1677
%H		95.8%	43.9%	16.9%	69.1%	33.8%	35.3%	86.3%
AB	691	669	301	119	480	232	248	656
%V	35.6%	35.9%	35.3%	36.3%	35.7%	35.3%	36.2%	39.1%
%H		96.8%	43.6%	17.2%	69.5%	33.6%	35.9%	94.9%
C1	538	501	240	95	346	174	172	485
%V	27.7%	26.9%	28.1%	29.0%	25.8%	26.5%	25.1%	28.9%
%H		93.1%	44.6%	17.7%	64.3%	32.3%	32.0%	90.1%
C2	444	436	203	81	337	181	155	371
%V	22.9%	23.4%	23.8%	24.7%	25.1%	27.5%	22.6%	22.1%
%H		98.2%	45.7%	18.2%	75.9%	40.8%	34.9%	83.6%
D	197	185	86	28	124	52	72	133
%V	10.1%	9.9%	10.1%	8.5%	9.2%	7.9%	10.5%	7.9%
%H		93.9%	43.7%	14.2%	62.9%	26.4%	36.5%	67.5%
E	74	70	24	6	56	17	39	33
%V	3.8%	3.8%	2.8%	1.8%	4.2%	2.6%	5.7%	2.0%
%H		94.6%	32.4%	8.1%	75.7%	23.0%	52.7%	44.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1943	1861	853	328	1343	657	686	1677
%H		95.8%	43.9%	16.9%	69.1%	33.8%	35.3%	86.3%
Working full time	1167	1124	563	221	769	426	343	1093
%V	60.1%	60.4%	66.0%	67.4%	57.3%	64.8%	50.0%	65.2%
%H		96.3%	48.2%	18.9%	65.9%	36.5%	29.4%	93.7%
Working part time	96	93	40	12	66	25	41	80
%V	4.9%	5.0%	4.7%	3.7%	4.9%	3.8%	6.0%	4.8%
%H		96.9%	41.7%	12.5%	68.8%	26.0%	42.7%	83.3%
Not working	681	645	250	96	508	206	302	504
%V	35.0%	34.7%	29.3%	29.3%	37.8%	31.4%	44.0%	30.1%
%H		94.7%	36.7%	14.1%	74.6%	30.2%	44.3%	74.0%
Housewife/Houseperson	411	378	141	59	275	95	180	282
%V	21.2%	20.3%	16.5%	18.0%	20.5%	14.5%	26.2%	16.8%
%H		92.0%	34.3%	14.4%	66.9%	23.1%	43.8%	68.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1991	1935	854	317	1418	649	769	1670
%H		97.2%	42.9%	15.9%	71.2%	32.6%	38.6%	83.9%
16 - 19	88	87	45	21	61	39	22	84
%V	4.4%	4.5%	5.3%	6.6%	4.3%	6.0%	2.9%	5.0%
%H		98.9%	51.1%	23.9%	69.3%	44.3%	25.0%	95.5%
20 - 24	121	120	38	28	93	40	53	115
%V	6.1%	6.2%	4.4%	8.8%	6.6%	6.2%	6.9%	6.9%
%H		99.2%	31.4%	23.1%	76.9%	33.1%	43.8%	95.0%
25 - 34	306	284	144	53	170	89	81	286
%V	15.4%	14.7%	16.9%	16.7%	12.0%	13.7%	10.5%	17.1%
%H		92.8%	47.1%	17.3%	55.6%	29.1%	26.5%	93.5%
35 - 44	337	331	187	61	207	124	83	322
%V	16.9%	17.1%	21.9%	19.2%	14.6%	19.1%	10.8%	19.3%
%H		98.2%	55.5%	18.1%	61.4%	36.8%	24.6%	95.5%
45 - 54	339	329	152	66	249	133	115	320
%V	17.0%	17.0%	17.8%	20.8%	17.6%	20.5%	15.0%	19.2%
%H		97.1%	44.8%	19.5%	73.5%	39.2%	33.9%	94.4%
55 - 64	286	280	133	41	207	98	110	254
%V	14.4%	14.5%	15.6%	12.9%	14.6%	15.1%	14.3%	15.2%
%H		97.9%	46.5%	14.3%	72.4%	34.3%	38.5%	88.8%
65+	514	505	155	47	431	126	305	289
%V	25.8%	26.1%	18.1%	14.8%	30.4%	19.4%	39.7%	17.3%
%H		98.2%	30.2%	9.1%	83.9%	24.5%	59.3%	56.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1991	1935	854	317	1418	649	769	1670
%H		97.2%	42.9%	15.9%	71.2%	32.6%	38.6%	83.9%
AB	674	661	301	113	482	235	248	629
%V	33.9%	34.2%	35.2%	35.6%	34.0%	36.2%	32.2%	37.7%
%H		98.1%	44.7%	16.8%	71.5%	34.9%	36.8%	93.3%
C1	610	583	254	100	416	183	233	518
%V	30.6%	30.1%	29.7%	31.5%	29.3%	28.2%	30.3%	31.0%
%H		95.6%	41.6%	16.4%	68.2%	30.0%	38.2%	84.9%
C2	375	373	173	64	290	151	139	320
%V	18.8%	19.3%	20.3%	20.2%	20.5%	23.3%	18.1%	19.2%
%H		99.5%	46.1%	17.1%	77.3%	40.3%	37.1%	85.3%
D	203	195	85	29	130	51	79	147
%V	10.2%	10.1%	10.0%	9.1%	9.2%	7.9%	10.3%	8.8%
%H		96.1%	41.9%	14.3%	64.0%	25.1%	38.9%	72.4%
E	129	124	41	11	100	29	71	56
%V	6.5%	6.4%	4.8%	3.5%	7.1%	4.5%	9.2%	3.4%
%H		96.1%	31.8%	8.5%	77.5%	22.5%	55.0%	43.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1991	1935	854	317	1418	649	769	1670
%H		97.2%	42.9%	15.9%	71.2%	32.6%	38.6%	83.9%
Working full time	701	685	332	135	462	243	218	666
%V	35.2%	35.4%	38.9%	42.6%	32.6%	37.4%	28.3%	39.9%
%H		97.7%	47.4%	19.3%	65.9%	34.7%	31.1%	95.0%
Working part time	333	330	165	66	233	131	102	312
%V	16.7%	17.1%	19.3%	20.8%	16.4%	20.2%	13.3%	18.7%
%H		99.1%	49.5%	19.8%	70.0%	39.3%	30.6%	93.7%
Not working	956	920	357	116	724	275	449	692
%V	48.0%	47.5%	41.8%	36.6%	51.1%	42.4%	58.4%	41.4%
%H		96.2%	37.3%	12.1%	75.7%	28.8%	47.0%	72.4%
Housewife/Houseperson	1668	1629	709	254	1193	526	667	1367
%V	83.8%	84.2%	83.0%	80.1%	84.1%	81.0%	86.7%	81.9%
%H		97.7%	42.5%	15.2%	71.5%	31.5%	40.0%	82.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
AB	545	530	248	68	410	198	212	487
%V	21.0%	21.0%	22.2%	20.5%	20.6%	21.6%	19.6%	25.7%
%H (All HH)		97.2%	45.5%	12.5%	75.2%	36.3%	38.9%	89.4%
%H (TV HH)			46.8%	12.8%	77.4%	37.4%	40.0%	
C1	659	638	277	88	517	242	275	528
%V	25.4%	25.3%	24.8%	26.6%	25.9%	26.4%	25.5%	27.8%
%H (All HH)		96.8%	42.0%	13.4%	78.5%	36.7%	41.7%	80.1%
%H (TV HH)			43.4%	13.8%	81.0%	37.9%	43.1%	
C2	572	562	280	73	445	233	212	440
%V	22.0%	22.3%	25.0%	22.1%	22.3%	25.4%	19.6%	23.2%
%H (All HH)		98.3%	49.0%	12.8%	77.8%	40.7%	37.1%	76.9%
%H (TV HH)			49.8%	13.0%	79.2%	41.5%	37.7%	
D	438	427	190	60	320	144	176	290
%V	16.9%	16.9%	17.0%	18.1%	16.0%	15.7%	16.3%	15.3%
%H (All HH)		97.5%	43.4%	13.7%	73.1%	32.9%	40.2%	66.2%
%H (TV HH)			44.5%	14.1%	74.9%	33.7%	41.2%	
E	384	366	122	41	302	99	204	151
%V	14.8%	14.5%	10.9%	12.4%	15.1%	10.8%	18.9%	8.0%
%H (All HH)		95.3%	31.8%	10.7%	78.6%	25.8%	53.1%	39.3%
%H (TV HH)			33.3%	11.2%	82.5%	27.0%	55.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%V (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Under 25	141	125	43	15	93	29	64	104
%V	5.4%	5.0%	3.8%	4.5%	4.7%	3.2%	5.9%	5.5%
%H (All HH)		88.7%	30.5%	10.6%	66.0%	20.6%	45.4%	73.8%
%H (TV HH)			34.4%	12.0%	74.4%	23.2%	51.2%	
25 - 34	398	379	212	53	260	149	110	336
%V	15.3%	15.0%	19.0%	16.0%	13.0%	16.3%	10.2%	17.7%
%H (All HH)		95.2%	53.3%	13.3%	65.3%	37.4%	27.6%	84.4%
%H (TV HH)			55.9%	14.0%	68.6%	39.3%	29.0%	
35 - 44	446	434	243	71	309	188	120	395
%V	17.2%	17.2%	21.7%	21.5%	15.5%	20.5%	11.1%	20.8%
%H (All HH)		97.3%	54.5%	15.9%	69.3%	42.2%	26.9%	88.6%
%H (TV HH)			56.0%	16.4%	71.2%	43.3%	27.6%	
45 - 54	502	491	233	72	397	208	189	430
%V	19.3%	19.5%	20.8%	21.8%	19.9%	22.7%	17.5%	22.7%
%H (All HH)		97.8%	46.4%	14.3%	79.1%	41.4%	37.6%	85.7%
%H (TV HH)			47.5%	14.7%	80.9%	42.4%	38.5%	
55 - 64	405	401	170	60	331	159	172	318
%V	15.6%	15.9%	15.2%	18.1%	16.6%	17.4%	15.9%	16.8%
%H (All HH)		99.0%	42.0%	14.8%	81.7%	39.3%	42.5%	78.5%
%H (TV HH)			42.4%	15.0%	82.5%	39.7%	42.9%	
65 +	707	693	216	60	605	182	423	314
%V	27.2%	27.5%	19.3%	18.1%	30.3%	19.9%	39.2%	16.6%
%H (All HH)		98.0%	30.6%	8.5%	85.6%	25.7%	59.8%	44.4%
%H (TV HH)			31.2%	8.7%	87.3%	26.3%	61.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
1	797	760	220	82	616	156	459	366
%V	30.7%	30.1%	19.7%	24.8%	30.9%	17.0%	42.5%	19.3%
%H (All HH)		95.4%	27.6%	10.3%	77.3%	19.6%	57.6%	45.9%
%H (TV HH)			28.9%	10.8%	81.1%	20.5%	60.4%	
2	916	897	390	115	726	338	388	731
%V	35.2%	35.6%	34.9%	34.7%	36.4%	36.9%	36.0%	38.6%
%H (All HH)		97.9%	42.6%	12.6%	79.3%	36.9%	42.4%	79.8%
%H (TV HH)			43.5%	12.8%	80.9%	37.7%	43.3%	
3	384	372	205	60	291	184	108	334
%V	14.8%	14.7%	18.3%	18.1%	14.6%	20.1%	10.0%	17.6%
%H (All HH)		96.9%	53.4%	15.6%	75.8%	47.9%	28.1%	87.0%
%H (TV HH)			55.1%	16.1%	78.2%	49.5%	29.0%	
4	332	329	202	54	243	166	77	311
%V	12.8%	13.0%	18.1%	16.3%	12.2%	18.1%	7.1%	16.4%
%H (All HH)		99.1%	60.8%	16.3%	73.2%	50.0%	23.2%	93.7%
%H (TV HH)			61.4%	16.4%	73.9%	50.5%	23.4%	
5+	170	166	100	19	118	72	46	154
%V	6.5%	6.6%	8.9%	5.7%	5.9%	7.9%	4.3%	8.1%
%H (All HH)		97.6%	58.8%	11.2%	69.4%	42.4%	27.1%	90.6%
%H (TV HH)			60.2%	11.4%	71.1%	43.4%	27.7%	
Average HH size	2.33	2.34	2.66	2.47	2.29	2.67	1.96	2.60

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Without	1930	1865	739	237	1515	623	892	1311
%V	74.3%	73.9%	66.1%	71.6%	76.0%	68.0%	82.7%	69.1%
%H (All HH)		96.6%	38.3%	12.3%	78.5%	32.3%	46.2%	67.9%
%H (TV HH)			39.6%	12.7%	81.2%	33.4%	47.8%	
With	668	658	379	94	480	293	187	584
%V	25.7%	26.1%	33.9%	28.4%	24.1%	32.0%	17.3%	30.8%
%H (All HH)		98.5%	56.7%	14.1%	71.9%	43.9%	28.0%	87.4%
%H (TV HH)			57.6%	14.3%	72.9%	44.5%	28.4%	
0 - 3	270	266	147	37	188	108	81	225
%V	10.4%	10.5%	13.1%	11.2%	9.4%	11.8%	7.5%	11.9%
%H (All HH)		98.5%	54.4%	13.7%	69.6%	40.0%	30.0%	83.3%
%H (TV HH)			55.3%	13.9%	70.7%	40.6%	30.5%	
4 - 9	310	302	184	38	212	131	80	263
%V	11.9%	12.0%	16.5%	11.5%	10.6%	14.3%	7.4%	13.9%
%H (All HH)		97.4%	59.4%	12.3%	68.4%	42.3%	25.8%	84.8%
%H (TV HH)			60.9%	12.6%	70.2%	43.4%	26.5%	
10 - 15	312	308	179	46	227	143	84	291
%V	12.0%	12.2%	16.0%	13.9%	11.4%	15.6%	7.8%	15.3%
%H (All HH)		98.7%	57.4%	14.7%	72.8%	45.8%	26.9%	93.3%
%H (TV HH)			58.1%	14.9%	73.7%	46.4%	27.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
1	946	946	323	88	687	165	523	566
%V	36.4%	37.5%	28.9%	26.6%	34.5%	18.0%	48.5%	29.9%
%H (All HH)		100.0%	34.1%	9.3%	72.6%	17.4%	55.3%	59.8%
%H (TV HH)			34.1%	9.3%	72.6%	17.4%	55.3%	
2	867	867	390	129	701	347	354	649
%V	33.4%	34.4%	34.9%	39.0%	35.2%	37.9%	32.8%	34.2%
%H (All HH)		100.0%	45.0%	14.9%	80.9%	40.0%	40.8%	74.9%
%H (TV HH)			45.0%	14.9%	80.9%	40.0%	40.8%	
3	422	422	218	74	357	221	135	371
%V	16.2%	16.7%	19.5%	22.4%	17.9%	24.1%	12.5%	19.6%
%H (All HH)		100.0%	51.7%	17.5%	84.6%	52.4%	32.0%	87.9%
%H (TV HH)			51.7%	17.5%	84.6%	52.4%	32.0%	
4	189	189	118	25	163	115	49	176
%V	7.3%	7.5%	10.6%	7.6%	8.2%	12.6%	4.5%	9.3%
%H (All HH)		100.0%	62.4%	13.2%	86.2%	60.8%	25.9%	93.1%
%H (TV HH)			62.4%	13.2%	86.2%	60.8%	25.9%	
5+	100	100	68	15	86	68	18	94
%V	3.8%	4.0%	6.1%	4.5%	4.3%	7.4%	1.7%	5.0%
%H (All HH)		100.0%	68.0%	15.0%	86.0%	68.0%	18.0%	94.0%
%H (TV HH)			68.0%	15.0%	86.0%	68.0%	18.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Under 20"	679	679	293	91	603	305	299	533
%V	26.1%	26.9%	26.2%	27.5%	30.2%	33.3%	27.7%	28.1%
%H (All HH)		100.0%	43.2%	13.4%	88.8%	44.9%	44.0%	78.5%
%H (TV HH)			43.2%	13.4%	88.8%	44.9%	44.0%	
20" - 29"	942	942	394	139	800	385	414	695
%V	36.2%	37.3%	35.2%	42.0%	40.1%	42.0%	38.4%	36.7%
%H (All HH)		100.0%	41.8%	14.8%	84.9%	40.9%	43.9%	73.8%
%H (TV HH)			41.8%	14.8%	84.9%	40.9%	43.9%	
30" - 39"	1364	1364	615	189	1094	525	570	1033
%V	52.5%	54.1%	55.0%	57.1%	54.9%	57.3%	52.8%	54.5%
%H (All HH)		100.0%	45.1%	13.9%	80.2%	38.5%	41.8%	75.7%
%H (TV HH)			45.1%	13.9%	80.2%	38.5%	41.8%	
40" and over	1121	1121	656	155	865	545	320	943
%V	43.1%	44.4%	58.7%	46.8%	43.4%	59.5%	29.7%	49.7%
%H (All HH)		100.0%	58.5%	13.8%	77.2%	48.6%	28.5%	84.1%
%H (TV HH)			58.5%	13.8%	77.2%	48.6%	28.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Main living room	2489	2489	1110	328	1972	911	1062	1832
%V	95.8%	98.7%	99.3%	99.1%	98.9%	99.5%	98.4%	96.6%
%H (All HH)		100.0%	44.6%	13.2%	79.2%	36.6%	42.7%	73.6%
%H (TV HH)			44.6%	13.2%	79.2%	36.6%	42.7%	
Kitchen	326	326	153	44	300	167	133	269
%V	12.5%	12.9%	13.7%	13.3%	15.0%	18.2%	12.3%	14.2%
%H (All HH)		100.0%	46.9%	13.5%	92.0%	51.2%	40.8%	82.5%
%H (TV HH)			46.9%	13.5%	92.0%	51.2%	40.8%	
Adult's bedroom	1131	1131	581	183	954	571	383	930
%V	43.5%	44.8%	52.0%	55.3%	47.8%	62.3%	35.5%	49.1%
%H (All HH)		100.0%	51.4%	16.2%	84.4%	50.5%	33.9%	82.2%
%H (TV HH)			51.4%	16.2%	84.4%	50.5%	33.9%	
Child's bedroom	237	237	149	39	197	145	51	222
%V	9.1%	9.4%	13.3%	11.8%	9.9%	15.8%	4.7%	11.7%
%H (All HH)		100.0%	62.9%	16.5%	83.1%	61.2%	21.5%	93.7%
%H (TV HH)			62.9%	16.5%	83.1%	61.2%	21.5%	
Other bedroom	133	133	74	14	122	76	47	119
%V	5.1%	5.3%	6.6%	4.2%	6.1%	8.3%	4.4%	6.3%
%H (All HH)		100.0%	55.6%	10.5%	91.7%	57.1%	35.3%	89.5%
%H (TV HH)			55.6%	10.5%	91.7%	57.1%	35.3%	
Second living/dining room	225	225	120	30	187	109	77	191
%V	8.7%	8.9%	10.7%	9.1%	9.4%	11.9%	7.1%	10.1%
%H (All HH)		100.0%	53.3%	13.3%	83.1%	48.4%	34.2%	84.9%
%H (TV HH)			53.3%	13.3%	83.1%	48.4%	34.2%	
Study/office	30	30	14	5	24	12	12	29
%V	1.2%	1.2%	1.3%	1.5%	1.2%	1.3%	1.1%	1.5%
%H (All HH)		100.0%	46.7%	16.7%	80.0%	40.0%	40.0%	96.7%
%H (TV HH)			46.7%	16.7%	80.0%	40.0%	40.0%	
TV room	8	8	3	1	8	3	4	7
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%
%H (All HH)		100.0%	37.5%	12.5%	100.0%	37.5%	50.0%	87.5%
%H (TV HH)			37.5%	12.5%	100.0%	37.5%	50.0%	
Conservatory	94	94	58	16	81	59	22	85
%V	3.6%	3.7%	5.2%	4.8%	4.1%	6.4%	2.0%	4.5%
%H (All HH)		100.0%	61.7%	17.0%	86.2%	62.8%	23.4%	90.4%
%H (TV HH)			61.7%	17.0%	86.2%	62.8%	23.4%	
Attic or loft room	6	6	2	2	5	3	2	6
%V	0.2%	0.2%	0.2%	0.6%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	83.3%	50.0%	33.3%	
No specific location	6	6	1	1	6	2	4	4
%V	0.2%	0.2%	0.1%	0.3%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	16.7%	16.7%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			16.7%	16.7%	100.0%	33.3%	66.7%	
Other	22	22	12	4	19	13	6	22
%V	0.8%	0.9%	1.1%	1.2%	1.0%	1.4%	0.6%	1.2%
%H (All HH)		100.0%	54.5%	18.2%	86.4%	59.1%	27.3%	100.0%
%H (TV HH)			54.5%	18.2%	86.4%	59.1%	27.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Any DSAT provider	1118	1118	1118	21	733	733	0	944
%V	43.0%	44.3%	100.0%	6.3%	36.8%	80.0%	0.0%	49.8%
%H (All HH)			100.0%	1.9%	65.6%	65.6%	0.0%	84.4%
%H (TV HH)			100.0%	1.9%	65.6%	65.6%	0.0%	
Sky with subcription	917	917	917	9	614	614	0	800
%V	35.3%	36.3%	82.0%	2.7%	30.8%	67.0%	0.0%	42.2%
%H (All HH)			100.0%	1.0%	67.0%	67.0%	0.0%	87.2%
%H (TV HH)			100.0%	1.0%	67.0%	67.0%	0.0%	
Sky without subscription	81	81	81	6	39	39	0	53
%V	3.1%	3.2%	7.2%	1.8%	2.0%	4.3%	0.0%	2.8%
%H (All HH)			100.0%	7.4%	48.1%	48.1%	0.0%	65.4%
%H (TV HH)			100.0%	7.4%	48.1%	48.1%	0.0%	
Freesat	101	101	101	4	69	69	0	78
%V	3.9%	4.0%	9.0%	1.2%	3.5%	7.5%	0.0%	4.1%
%H (All HH)			100.0%	4.0%	68.3%	68.3%	0.0%	77.2%
%H (TV HH)			100.0%	4.0%	68.3%	68.3%	0.0%	
Other satellite provider	34	34	34	2	20	20	0	26
%V	1.3%	1.3%	3.0%	0.6%	1.0%	2.2%	0.0%	1.4%
%H (All HH)			100.0%	5.9%	58.8%	58.8%	0.0%	76.5%
%H (TV HH)			100.0%	5.9%	58.8%	58.8%	0.0%	
DCAB	331	331	21	331	192	192	0	293
%V	12.7%	13.1%	1.9%	100.0%	9.6%	21.0%	0.0%	15.5%
%H (All HH)			6.3%	100.0%	58.0%	58.0%	0.0%	88.5%
%H (TV HH)			6.3%	100.0%	58.0%	58.0%	0.0%	
DTT	1994	1994	733	192	1994	916	1079	1412
%V	76.7%	79.0%	65.6%	58.0%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	36.8%	9.6%	100.0%	45.9%	54.1%	70.8%
%H (TV HH)			36.8%	9.6%	100.0%	45.9%	54.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%H (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
PVR	1523	1523	942	249	1129	778	352	1311
%V	58.6%	60.4%	84.3%	75.2%	56.6%	84.9%	32.6%	69.1%
%H (All HH)		100.0%	61.9%	16.3%	74.1%	51.1%	23.1%	86.1%
%H (TV HH)			61.9%	16.3%	74.1%	51.1%	23.1%	
DVDR	117	117	57	13	99	48	51	96
%V	4.5%	4.6%	5.1%	3.9%	5.0%	5.2%	4.7%	5.1%
%H (All HH)		100.0%	48.7%	11.1%	84.6%	41.0%	43.6%	82.1%
%H (TV HH)			48.7%	11.1%	84.6%	41.0%	43.6%	
VCR	179	179	72	18	148	57	91	125
%V	6.9%	7.1%	6.4%	5.4%	7.4%	6.2%	8.4%	6.6%
%H (All HH)		100.0%	40.2%	10.1%	82.7%	31.8%	50.8%	69.8%
%H (TV HH)			40.2%	10.1%	82.7%	31.8%	50.8%	
Any recorder	1639	1639	966	254	1233	793	440	1379
%V	63.1%	65.0%	86.4%	76.7%	61.8%	86.6%	40.8%	72.7%
%H (All HH)		100.0%	58.9%	15.5%	75.2%	48.4%	26.8%	84.1%
%H (TV HH)			58.9%	15.5%	75.2%	48.4%	26.8%	
Receives HDTV (via STB or built-in reception)	1309	1309	730	257	999	659	340	1118
%V	50.4%	51.9%	65.3%	77.6%	50.1%	71.9%	31.5%	59.0%
%H (All HH)		100.0%	55.8%	19.6%	76.3%	50.3%	26.0%	85.4%
%H (TV HH)			55.8%	19.6%	76.3%	50.3%	26.0%	
DVD/Blu-ray player or recorder	2014	2014	930	279	1615	798	818	1552
%V	77.5%	79.8%	83.2%	84.3%	81.0%	87.1%	75.8%	81.9%
%H (All HH)		100.0%	46.2%	13.9%	80.2%	39.6%	40.6%	77.1%
%H (TV HH)			46.2%	13.9%	80.2%	39.6%	40.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2523	1118	331	1994	916	1079	1896
%V (All HH)		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%
%H (TV HH)			44.3%	13.1%	79.0%	36.3%	42.8%	
Has broadband internet	1896	1855	944	293	1412	789	623	1896
%V	73.0%	73.5%	84.4%	88.5%	70.8%	86.1%	57.7%	100.0%
%H (All HH)		97.8%	49.8%	15.5%	74.5%	41.6%	32.9%	100.0%
%H (TV HH)			50.9%	15.8%	76.1%	42.5%	33.6%	
Number of computers (PCs and laptops)								
0	602	574	147	40	504	115	390	19
%V	23.2%	22.8%	13.1%	12.1%	25.3%	12.6%	36.1%	1.0%
%H (All HH)		95.3%	24.4%	6.6%	83.7%	19.1%	64.8%	3.2%
%H (TV HH)			25.6%	7.0%	87.8%	20.0%	67.9%	
1	913	887	391	118	681	303	378	816
%V	35.1%	35.2%	35.0%	35.6%	34.2%	33.1%	35.0%	43.0%
%H (All HH)		97.2%	42.8%	12.9%	74.6%	33.2%	41.4%	89.4%
%H (TV HH)			44.1%	13.3%	76.8%	34.2%	42.6%	
2	537	528	282	84	403	242	161	518
%V	20.7%	20.9%	25.2%	25.4%	20.2%	26.4%	14.9%	27.3%
%H (All HH)		98.3%	52.5%	15.6%	75.0%	45.1%	30.0%	96.5%
%H (TV HH)			53.4%	15.9%	76.3%	45.8%	30.5%	
3	271	262	141	46	208	131	77	270
%V	10.4%	10.4%	12.6%	13.9%	10.4%	14.3%	7.1%	14.2%
%H (All HH)		96.7%	52.0%	17.0%	76.8%	48.3%	28.4%	99.6%
%H (TV HH)			53.8%	17.6%	79.4%	50.0%	29.4%	
4	132	129	75	15	90	50	40	131
%V	5.1%	5.1%	6.7%	4.5%	4.5%	5.5%	3.7%	6.9%
%H (All HH)		97.7%	56.8%	11.4%	68.2%	37.9%	30.3%	99.2%
%H (TV HH)			58.1%	11.6%	69.8%	38.8%	31.0%	
5+	144	144	82	29	109	75	34	141
%V	5.5%	5.7%	7.3%	8.8%	5.5%	8.2%	3.2%	7.4%
%H (All HH)		100.0%	56.9%	20.1%	75.7%	52.1%	23.6%	97.9%
%H (TV HH)			56.9%	20.1%	75.7%	52.1%	23.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5233	2599	745	4275	2352	1923	4180
%H		49.7%	14.2%	81.7%	44.9%	36.7%	79.9%
Under 20"	876	395	115	781	409	372	707
%V	16.7%	15.2%	15.4%	18.3%	17.4%	19.3%	16.9%
%H		45.1%	13.1%	89.2%	46.7%	42.5%	80.7%
20" - 29"	1207	537	183	1033	536	497	927
%V	23.1%	20.7%	24.6%	24.2%	22.8%	25.8%	22.2%
%H		44.5%	15.2%	85.6%	44.4%	41.2%	76.8%
30" - 39"	1622	767	228	1315	675	640	1253
%V	31.0%	29.5%	30.6%	30.8%	28.7%	33.3%	30.0%
%H		47.3%	14.1%	81.1%	41.6%	39.5%	77.3%
40" and over	1303	778	181	1009	650	359	1111
%V	24.9%	29.9%	24.3%	23.6%	27.6%	18.7%	26.6%
%H		59.7%	13.9%	77.4%	49.9%	27.6%	85.3%
Don't know	24	3	3	23	5	18	15
%V	0.5%	0.1%	0.4%	0.5%	0.2%	0.9%	0.4%
%H		12.5%	12.5%	95.8%	20.8%	75.0%	62.5%
Not Asked	201	119	35	114	77	37	167
%V	3.8%	4.6%	4.7%	2.7%	3.3%	1.9%	4.0%
%H		59.2%	17.4%	56.7%	38.3%	18.4%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5233	2599	745	4275	2352	1923	4180
%H		49.7%	14.2%	81.7%	44.9%	36.7%	79.9%
Main living room	2504	1118	328	1987	918	1069	1843
%V	47.9%	43.0%	44.0%	46.5%	39.0%	55.6%	44.1%
%H		44.6%	13.1%	79.4%	36.7%	42.7%	73.6%
Kitchen	330	155	44	304	169	135	272
%V	6.3%	6.0%	5.9%	7.1%	7.2%	7.0%	6.5%
%H		47.0%	13.3%	92.1%	51.2%	40.9%	82.4%
Adult's bedroom	1327	700	215	1127	696	431	1108
%V	25.4%	26.9%	28.9%	26.4%	29.6%	22.4%	26.5%
%H		52.8%	16.2%	84.9%	52.4%	32.5%	83.5%
Child's bedroom	320	206	48	266	197	69	302
%V	6.1%	7.9%	6.4%	6.2%	8.4%	3.6%	7.2%
%H		64.4%	15.0%	83.1%	61.6%	21.6%	94.4%
Other bedroom	154	88	16	142	89	53	139
%V	2.9%	3.4%	2.1%	3.3%	3.8%	2.8%	3.3%
%H		57.1%	10.4%	92.2%	57.8%	34.4%	90.3%
Second living/dining room	229	123	31	191	113	78	195
%V	4.4%	4.7%	4.2%	4.5%	4.8%	4.1%	4.7%
%H		53.7%	13.5%	83.4%	49.3%	34.1%	85.2%
Study/office	30	14	5	24	12	12	30
%V	0.6%	0.5%	0.7%	0.6%	0.5%	0.6%	0.7%
%H		46.7%	16.7%	80.0%	40.0%	40.0%	100.0%
TV room	8	3	1	8	3	4	7
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		37.5%	12.5%	100.0%	37.5%	50.0%	87.5%
Conservatory	95	58	17	81	59	22	85
%V	1.8%	2.2%	2.3%	1.9%	2.5%	1.1%	2.0%
%H		61.1%	17.9%	85.3%	62.1%	23.2%	89.5%
Attic or loft room	6	2	2	5	3	2	6
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
No specific location	6	1	1	6	2	4	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		16.7%	16.7%	100.0%	33.3%	66.7%	66.7%
Other	23	13	4	20	14	6	23
%V	0.4%	0.5%	0.5%	0.5%	0.6%	0.3%	0.6%
%H		56.5%	17.4%	87.0%	60.9%	26.1%	100.0%
Not Asked	201	119	35	114	77	37	167
%V	3.8%	4.6%	4.7%	2.7%	3.3%	1.9%	4.0%
%H		59.2%	17.4%	56.7%	38.3%	18.4%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5233	2599	745	4275	2352	1923	4180
%H		49.7%	14.2%	81.7%	44.9%	36.7%	79.9%
PVR	1942	1260	329	1417	1029	388	1710
%V	37.1%	48.5%	44.2%	33.1%	43.8%	20.2%	40.9%
%H		64.9%	16.9%	73.0%	53.0%	20.0%	88.1%
DVDR	129	61	15	109	54	55	105
%V	2.5%	2.3%	2.0%	2.5%	2.3%	2.9%	2.5%
%H		47.3%	11.6%	84.5%	41.9%	42.6%	81.4%
VCR	189	76	21	155	61	94	132
%V	3.6%	2.9%	2.8%	3.6%	2.6%	4.9%	3.2%
%H		40.2%	11.1%	82.0%	32.3%	49.7%	69.8%
Any recorder	2100	1303	343	1556	1065	491	1811
%V	40.1%	50.1%	46.0%	36.4%	45.3%	25.5%	43.3%
%H		62.0%	16.3%	74.1%	50.7%	23.4%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5233	2599	745	4275	2352	1923	4180
%H		49.7%	14.2%	81.7%	44.9%	36.7%	79.9%
Receives HDTV (via STB or built-in reception)	1784	1003	365	1385	934	451	1554
%V	34.1%	38.6%	49.0%	32.4%	39.7%	23.5%	37.2%
%H		56.2%	20.5%	77.6%	52.4%	25.3%	87.1%
DVD/Blu-ray player or recorder	2936	1447	445	2419	1344	1075	2381
%V	56.1%	55.7%	59.7%	56.6%	57.1%	55.9%	57.0%
%H		49.3%	15.2%	82.4%	45.8%	36.6%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2519	1118	331	1993	916	1077	1852
%H		44.4%	13.1%	79.1%	36.4%	42.8%	73.5%
Under 20"	62	11	5	55	9	46	23
%V	2.5%	1.0%	1.5%	2.8%	1.0%	4.3%	1.2%
%H		17.7%	8.1%	88.7%	14.5%	74.2%	37.1%
20" - 29"	351	81	39	298	69	229	198
%V	13.9%	7.2%	11.8%	15.0%	7.5%	21.3%	10.7%
%H		23.1%	11.1%	84.9%	19.7%	65.2%	56.4%
30" - 39"	1002	386	136	793	309	484	710
%V	39.8%	34.5%	41.1%	39.8%	33.7%	44.9%	38.3%
%H		38.5%	13.6%	79.1%	30.8%	48.3%	70.9%
40" and over	1086	638	150	836	527	309	911
%V	43.1%	57.1%	45.3%	41.9%	57.5%	28.7%	49.2%
%H		58.7%	13.8%	77.0%	48.5%	28.5%	83.9%
Don't know	13	2	1	11	2	9	7
%V	0.5%	0.2%	0.3%	0.6%	0.2%	0.8%	0.4%
%H		15.4%	7.7%	84.6%	15.4%	69.2%	53.8%
Not Asked	5	0	0	0	0	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2519	1118	331	1993	916	1077	1852
%H		44.4%	13.1%	79.1%	36.4%	42.8%	73.5%
PVR	1480	928	240	1093	762	332	1274
%V	58.8%	83.0%	72.5%	54.8%	83.2%	30.8%	68.8%
%H		62.7%	16.2%	73.9%	51.5%	22.4%	86.1%
DVDR	101	48	11	84	40	44	80
%V	4.0%	4.3%	3.3%	4.2%	4.4%	4.1%	4.3%
%H		47.5%	10.9%	83.2%	39.6%	43.6%	79.2%
VCR	149	58	11	120	40	81	100
%V	5.9%	5.2%	3.3%	6.0%	4.4%	7.5%	5.4%
%H		38.9%	7.4%	80.5%	26.8%	54.4%	67.1%
Any recorder	1592	952	244	1190	775	415	1338
%V	63.2%	85.2%	73.7%	59.7%	84.6%	38.5%	72.2%
%H		59.8%	15.3%	74.7%	48.7%	26.1%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2519	1118	331	1993	916	1077	1852
%H		44.4%	13.1%	79.1%	36.4%	42.8%	73.5%
Receives HDTV (via STB or built-in reception)	1252	706	252	947	634	313	1070
%V	49.7%	63.1%	76.1%	47.5%	69.2%	29.1%	57.8%
%H		56.4%	20.1%	75.6%	50.6%	25.0%	85.5%
DVD/Blu-ray player or recorder	1878	870	261	1494	735	759	1444
%V	74.6%	77.8%	78.9%	75.0%	80.2%	70.5%	78.0%
%H		46.3%	13.9%	79.6%	39.1%	40.4%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1481	414	2282	1436	846	2328
%H		54.6%	15.3%	84.1%	52.9%	31.2%	85.8%
Under 20"	813	384	110	726	401	325	684
%V	30.0%	25.9%	26.6%	31.8%	27.9%	38.4%	29.4%
%H		47.2%	13.5%	89.3%	49.3%	40.0%	84.1%
20" - 29"	856	457	143	735	467	268	729
%V	31.5%	30.9%	34.5%	32.2%	32.5%	31.7%	31.3%
%H		53.4%	16.7%	85.9%	54.6%	31.3%	85.2%
30" - 39"	620	381	93	521	366	156	543
%V	22.8%	25.7%	22.5%	22.8%	25.5%	18.4%	23.3%
%H		61.5%	15.0%	84.0%	59.0%	25.2%	87.6%
40" and over	217	140	31	173	123	50	201
%V	8.0%	9.5%	7.5%	7.6%	8.6%	5.9%	8.6%
%H		64.5%	14.3%	79.7%	56.7%	23.0%	92.6%
Don't know	12	1	2	12	3	9	9
%V	0.4%	0.1%	0.5%	0.5%	0.2%	1.1%	0.4%
%H		8.3%	16.7%	100.0%	25.0%	75.0%	75.0%
Not Asked	196	118	35	115	76	38	162
%V	7.2%	8.0%	8.5%	5.0%	5.3%	4.5%	7.0%
%H		60.2%	17.9%	58.7%	38.8%	19.4%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1481	414	2282	1436	846	2328
%H		54.6%	15.3%	84.1%	52.9%	31.2%	85.8%
PVR	462	333	89	324	267	57	436
%V	17.0%	22.5%	21.5%	14.2%	18.6%	6.7%	18.7%
%H		72.1%	19.3%	70.1%	57.8%	12.3%	94.4%
DVDR	27	13	4	25	14	11	25
%V	1.0%	0.9%	1.0%	1.1%	1.0%	1.3%	1.1%
%H		48.1%	14.8%	92.6%	51.9%	40.7%	92.6%
VCR	40	18	9	35	22	13	32
%V	1.5%	1.2%	2.2%	1.5%	1.5%	1.5%	1.4%
%H		45.0%	22.5%	87.5%	55.0%	32.5%	80.0%
Any recorder	508	351	99	366	290	76	473
%V	18.7%	23.7%	23.9%	16.0%	20.2%	9.0%	20.3%
%H		69.1%	19.5%	72.0%	57.1%	15.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2714	1481	414	2282	1436	846	2328
%H		54.6%	15.3%	84.1%	52.9%	31.2%	85.8%
Receives HDTV (via STB or built-in reception)	532	297	113	438	300	138	484
%V	19.6%	20.1%	27.3%	19.2%	20.9%	16.3%	20.8%
%H		55.8%	21.2%	82.3%	56.4%	25.9%	91.0%
DVD/Blu-ray player or recorder	1059	577	185	924	608	316	937
%V	39.0%	39.0%	44.7%	40.5%	42.3%	37.4%	40.2%
%H		54.5%	17.5%	87.3%	57.4%	29.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6046	5899	2979	817	4558	2441	2118	4925
%H		97.6%	49.3%	13.5%	75.4%	40.4%	35.0%	81.5%
Total Children	1137	1117	654	161	800	495	306	995
%V	18.8%	18.9%	22.0%	19.7%	17.6%	20.3%	14.4%	20.2%
%H		98.2%	57.5%	14.2%	70.4%	43.5%	26.9%	87.5%
0 - 3	312	309	172	46	218	127	91	263
%V	5.2%	5.2%	5.8%	5.6%	4.8%	5.2%	4.3%	5.3%
%H		99.0%	55.1%	14.7%	69.9%	40.7%	29.2%	84.3%
4 - 15	825	808	482	115	582	367	215	732
%V	13.6%	13.7%	16.2%	14.1%	12.8%	15.0%	10.2%	14.9%
%H		97.9%	58.4%	13.9%	70.5%	44.5%	26.1%	88.7%
4 - 9	412	401	248	51	282	178	103	348
%V	6.8%	6.8%	8.3%	6.2%	6.2%	7.3%	4.9%	7.1%
%H		97.3%	60.2%	12.4%	68.4%	43.2%	25.0%	84.5%
10 - 15	413	407	234	64	301	189	111	384
%V	6.8%	6.9%	7.9%	7.8%	6.6%	7.7%	5.2%	7.8%
%H		98.5%	56.7%	15.5%	72.9%	45.8%	26.9%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6046	5899	2979	817	4558	2441	2118	4925
%H		97.6%	49.3%	13.5%	75.4%	40.4%	35.0%	81.5%
Total Adults (16+)	4909	4782	2325	655	3758	1946	1812	3930
%V	81.2%	81.1%	78.0%	80.2%	82.4%	79.7%	85.6%	79.8%
%H		97.4%	47.4%	13.3%	76.6%	39.6%	36.9%	80.1%
16 - 19	317	305	160	48	235	143	92	281
%V	5.2%	5.2%	5.4%	5.9%	5.2%	5.9%	4.3%	5.7%
%H		96.2%	50.5%	15.1%	74.1%	45.1%	29.0%	88.6%
20 - 24	423	395	202	47	300	161	139	373
%V	7.0%	6.7%	6.8%	5.8%	6.6%	6.6%	6.6%	7.6%
%H		93.4%	47.8%	11.1%	70.9%	38.1%	32.9%	88.2%
25 - 34	785	755	430	111	528	316	212	688
%V	13.0%	12.8%	14.4%	13.6%	11.6%	12.9%	10.0%	14.0%
%H		96.2%	54.8%	14.1%	67.3%	40.3%	27.0%	87.6%
35 - 44	785	769	445	120	554	348	206	707
%V	13.0%	13.0%	14.9%	14.7%	12.2%	14.3%	9.7%	14.4%
%H		98.0%	56.7%	15.3%	70.6%	44.3%	26.2%	90.1%
45 - 54	856	839	428	124	676	382	294	753
%V	14.2%	14.2%	14.4%	15.2%	14.8%	15.6%	13.9%	15.3%
%H		98.0%	50.0%	14.5%	79.0%	44.6%	34.3%	88.0%
55 - 64	681	673	297	102	557	279	279	563
%V	11.3%	11.4%	10.0%	12.5%	12.2%	11.4%	13.2%	11.4%
%H		98.8%	43.6%	15.0%	81.8%	41.0%	41.0%	82.7%
65+	1063	1046	363	103	907	317	590	565
%V	17.6%	17.7%	12.2%	12.6%	19.9%	13.0%	27.9%	11.5%
%H		98.4%	34.1%	9.7%	85.3%	29.8%	55.5%	53.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4909	4782	2325	655	3758	1946	1812	3930
%H		97.4%	47.4%	13.3%	76.6%	39.6%	36.9%	80.1%
AB	1105	1073	543	144	840	451	389	1022
%V	22.5%	22.4%	23.4%	22.0%	22.4%	23.2%	21.5%	26.0%
%H		97.1%	49.1%	13.0%	76.0%	40.8%	35.2%	92.5%
C1	1257	1219	579	172	976	504	472	1067
%V	25.6%	25.5%	24.9%	26.3%	26.0%	25.9%	26.0%	27.2%
%H		97.0%	46.1%	13.7%	77.6%	40.1%	37.5%	84.9%
C2	1158	1144	605	153	909	518	391	951
%V	23.6%	23.9%	26.0%	23.4%	24.2%	26.6%	21.6%	24.2%
%H		98.8%	52.2%	13.2%	78.5%	44.7%	33.8%	82.1%
D	840	820	402	120	602	306	296	626
%V	17.1%	17.1%	17.3%	18.3%	16.0%	15.7%	16.3%	15.9%
%H		97.6%	47.9%	14.3%	71.7%	36.4%	35.2%	74.5%
E	548	526	195	66	431	167	264	264
%V	11.2%	11.0%	8.4%	10.1%	11.5%	8.6%	14.6%	6.7%
%H		96.0%	35.6%	12.0%	78.6%	30.5%	48.2%	48.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4909	4782	2325	655	3758	1946	1812	3930
%H		97.4%	47.4%	13.3%	76.6%	39.6%	36.9%	80.1%
Working full time	2093	2051	1117	312	1563	934	629	1919
%V	42.6%	42.9%	48.0%	47.6%	41.6%	48.0%	34.7%	48.8%
%H		98.0%	53.4%	14.9%	74.7%	44.6%	30.1%	91.7%
Working part time	568	561	285	94	431	250	180	504
%V	11.6%	11.7%	12.3%	14.4%	11.5%	12.8%	9.9%	12.8%
%H		98.8%	50.2%	16.5%	75.9%	44.0%	31.7%	88.7%
Not working	2248	2171	922	250	1765	762	1003	1506
%V	45.8%	45.4%	39.7%	38.2%	47.0%	39.2%	55.4%	38.3%
%H		96.6%	41.0%	11.1%	78.5%	33.9%	44.6%	67.0%
Housewife/Houseperson	2599	2523	1118	331	1994	916	1079	1896
%V	52.9%	52.8%	48.1%	50.5%	53.1%	47.1%	59.5%	48.2%
%H		97.1%	43.0%	12.7%	76.7%	35.2%	41.5%	73.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2410	2340	1195	321	1811	979	831	1966
%H		97.1%	49.6%	13.3%	75.1%	40.6%	34.5%	81.6%
16 - 19	172	166	89	25	126	76	49	155
%V	7.1%	7.1%	7.4%	7.8%	7.0%	7.8%	5.9%	7.9%
%H		96.5%	51.7%	14.5%	73.3%	44.2%	28.5%	90.1%
20 - 24	200	187	97	23	144	80	64	178
%V	8.3%	8.0%	8.1%	7.2%	8.0%	8.2%	7.7%	9.1%
%H		93.5%	48.5%	11.5%	72.0%	40.0%	32.0%	89.0%
25 - 34	391	375	215	55	265	162	103	347
%V	16.2%	16.0%	18.0%	17.1%	14.6%	16.5%	12.4%	17.7%
%H		95.9%	55.0%	14.1%	67.8%	41.4%	26.3%	88.7%
35 - 44	397	386	222	58	271	164	107	348
%V	16.5%	16.5%	18.6%	18.1%	15.0%	16.8%	12.9%	17.7%
%H		97.2%	55.9%	14.6%	68.3%	41.3%	27.0%	87.7%
45 - 54	428	417	226	61	329	195	133	373
%V	17.8%	17.8%	18.9%	19.0%	18.2%	19.9%	16.0%	19.0%
%H		97.4%	52.8%	14.3%	76.9%	45.6%	31.1%	87.1%
55 - 64	333	328	151	49	269	139	130	276
%V	13.8%	14.0%	12.6%	15.3%	14.9%	14.2%	15.6%	14.0%
%H		98.5%	45.3%	14.7%	80.8%	41.7%	39.0%	82.9%
65+	489	481	194	48	407	162	245	287
%V	20.3%	20.6%	16.2%	15.0%	22.5%	16.5%	29.5%	14.6%
%H		98.4%	39.7%	9.8%	83.2%	33.1%	50.1%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2410	2340	1195	321	1811	979	831	1966
%H		97.1%	49.6%	13.3%	75.1%	40.6%	34.5%	81.6%
AB	554	535	280	72	411	227	184	517
%V	23.0%	22.9%	23.4%	22.4%	22.7%	23.2%	22.1%	26.3%
%H		96.6%	50.5%	13.0%	74.2%	41.0%	33.2%	93.3%
C1	600	582	298	81	457	252	205	519
%V	24.9%	24.9%	24.9%	25.2%	25.2%	25.7%	24.7%	26.4%
%H		97.0%	49.7%	13.5%	76.2%	42.0%	34.2%	86.5%
C2	621	610	330	76	484	278	206	502
%V	25.8%	26.1%	27.6%	23.7%	26.7%	28.4%	24.8%	25.5%
%H		98.2%	53.1%	12.2%	77.9%	44.8%	33.2%	80.8%
D	400	391	195	60	279	145	135	307
%V	16.6%	16.7%	16.3%	18.7%	15.4%	14.8%	16.2%	15.6%
%H		97.8%	48.8%	15.0%	69.8%	36.3%	33.8%	76.8%
E	235	222	92	31	179	78	101	121
%V	9.8%	9.5%	7.7%	9.7%	9.9%	8.0%	12.2%	6.2%
%H		94.5%	39.1%	13.2%	76.2%	33.2%	43.0%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2410	2340	1195	321	1811	979	831	1966
%H		97.1%	49.6%	13.3%	75.1%	40.6%	34.5%	81.6%
Working full time	1309	1280	718	191	960	586	374	1197
%V	54.3%	54.7%	60.1%	59.5%	53.0%	59.9%	45.0%	60.9%
%H		97.8%	54.9%	14.6%	73.3%	44.8%	28.6%	91.4%
Working part time	108	107	49	17	84	43	40	94
%V	4.5%	4.6%	4.1%	5.3%	4.6%	4.4%	4.8%	4.8%
%H		99.1%	45.4%	15.7%	77.8%	39.8%	37.0%	87.0%
Not working	993	953	428	113	767	350	417	675
%V	41.2%	40.7%	35.8%	35.2%	42.4%	35.8%	50.2%	34.3%
%H		96.0%	43.1%	11.4%	77.2%	35.2%	42.0%	68.0%
Housewife/Houseperson	539	506	220	59	378	153	225	326
%V	22.4%	21.6%	18.4%	18.4%	20.9%	15.6%	27.1%	16.6%
%H		93.9%	40.8%	10.9%	70.1%	28.4%	41.7%	60.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2442	1130	334	1947	966	981	1964
%H		97.7%	45.2%	13.4%	77.9%	38.7%	39.3%	78.6%
16 - 19	145	139	71	23	109	66	43	127
%V	5.8%	5.7%	6.3%	6.9%	5.6%	6.8%	4.4%	6.5%
%H		95.9%	49.0%	15.9%	75.2%	45.5%	29.7%	87.6%
20 - 24	223	208	105	24	156	80	75	194
%V	8.9%	8.5%	9.3%	7.2%	8.0%	8.3%	7.6%	9.9%
%H		93.3%	47.1%	10.8%	70.0%	35.9%	33.6%	87.0%
25 - 34	394	380	215	55	264	154	109	341
%V	15.8%	15.6%	19.0%	16.5%	13.6%	15.9%	11.1%	17.4%
%H		96.4%	54.6%	14.0%	67.0%	39.1%	27.7%	86.5%
35 - 44	388	383	223	62	283	184	99	358
%V	15.5%	15.7%	19.7%	18.6%	14.5%	19.0%	10.1%	18.2%
%H		98.7%	57.5%	16.0%	72.9%	47.4%	25.5%	92.3%
45 - 54	428	422	201	63	347	187	160	380
%V	17.1%	17.3%	17.8%	18.9%	17.8%	19.4%	16.3%	19.3%
%H		98.6%	47.0%	14.7%	81.1%	43.7%	37.4%	88.8%
55 - 64	348	345	146	53	288	140	149	287
%V	13.9%	14.1%	12.9%	15.9%	14.8%	14.5%	15.2%	14.6%
%H		99.1%	42.0%	15.2%	82.8%	40.2%	42.8%	82.5%
65+	573	565	170	55	501	155	345	277
%V	22.9%	23.1%	15.0%	16.5%	25.7%	16.0%	35.2%	14.1%
%H		98.6%	29.7%	9.6%	87.4%	27.1%	60.2%	48.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2442	1130	334	1947	966	981	1964
%H		97.7%	45.2%	13.4%	77.9%	38.7%	39.3%	78.6%
AB	551	538	263	71	429	224	205	504
%V	22.0%	22.0%	23.3%	21.3%	22.0%	23.2%	20.9%	25.7%
%H		97.6%	47.7%	12.9%	77.9%	40.7%	37.2%	91.5%
C1	657	638	281	91	519	252	267	548
%V	26.3%	26.1%	24.9%	27.2%	26.7%	26.1%	27.2%	27.9%
%H		97.1%	42.8%	13.9%	79.0%	38.4%	40.6%	83.4%
C2	537	534	275	77	424	239	185	449
%V	21.5%	21.9%	24.3%	23.1%	21.8%	24.7%	18.9%	22.9%
%H		99.4%	51.2%	14.3%	79.0%	44.5%	34.5%	83.6%
D	441	429	207	60	323	161	162	319
%V	17.6%	17.6%	18.3%	18.0%	16.6%	16.7%	16.5%	16.2%
%H		97.3%	46.9%	13.6%	73.2%	36.5%	36.7%	72.3%
E	314	303	103	35	252	89	163	143
%V	12.6%	12.4%	9.1%	10.5%	12.9%	9.2%	16.6%	7.3%
%H		96.5%	32.8%	11.1%	80.3%	28.3%	51.9%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2442	1130	334	1947	966	981	1964
%H		97.7%	45.2%	13.4%	77.9%	38.7%	39.3%	78.6%
Working full time	784	771	400	121	603	348	255	723
%V	31.4%	31.6%	35.4%	36.2%	31.0%	36.0%	26.0%	36.8%
%H		98.3%	51.0%	15.4%	76.9%	44.4%	32.5%	92.2%
Working part time	460	453	236	77	347	207	140	410
%V	18.4%	18.6%	20.9%	23.1%	17.8%	21.4%	14.3%	20.9%
%H		98.5%	51.3%	16.7%	75.4%	45.0%	30.4%	89.1%
Not working	1255	1218	495	137	998	412	586	831
%V	50.2%	49.9%	43.8%	41.0%	51.3%	42.7%	59.7%	42.3%
%H		97.1%	39.4%	10.9%	79.5%	32.8%	46.7%	66.2%
Housewife/Houseperson	2059	2017	898	272	1616	763	853	1570
%V	82.4%	82.6%	79.5%	81.4%	83.0%	79.0%	87.0%	79.9%
%H		98.0%	43.6%	13.2%	78.5%	37.1%	41.4%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
AB	318	312	152	47	242	128	114	281
%V	21.1%	21.2%	24.1%	21.1%	21.0%	23.9%	18.5%	26.9%
%H (All HH)		98.1%	47.8%	14.8%	76.1%	40.3%	35.8%	88.4%
%H (TV HH)			48.7%	15.1%	77.6%	41.0%	36.5%	
C1	371	359	162	53	274	129	145	282
%V	24.6%	24.4%	25.6%	23.8%	23.8%	24.1%	23.5%	27.0%
%H (All HH)		96.8%	43.7%	14.3%	73.9%	34.8%	39.1%	76.0%
%H (TV HH)			45.1%	14.8%	76.3%	35.9%	40.4%	
C2	313	309	150	57	242	139	103	231
%V	20.7%	21.0%	23.7%	25.6%	21.0%	26.0%	16.7%	22.1%
%H (All HH)		98.7%	47.9%	18.2%	77.3%	44.4%	32.9%	73.8%
%H (TV HH)			48.5%	18.4%	78.3%	45.0%	33.3%	
D	281	273	112	39	212	92	120	166
%V	18.6%	18.5%	17.7%	17.5%	18.4%	17.2%	19.5%	15.9%
%H (All HH)		97.2%	39.9%	13.9%	75.4%	32.7%	42.7%	59.1%
%H (TV HH)			41.0%	14.3%	77.7%	33.7%	44.0%	
E	226	219	56	27	181	47	134	86
%V	15.0%	14.9%	8.9%	12.1%	15.7%	8.8%	21.8%	8.2%
%H (All HH)		96.9%	24.8%	11.9%	80.1%	20.8%	59.3%	38.1%
%H (TV HH)			25.6%	12.3%	82.6%	21.5%	61.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%V (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Under 25	66	62	27	6	45	18	27	45
%V	4.4%	4.2%	4.3%	2.7%	3.9%	3.4%	4.4%	4.3%
%H (All HH)		93.9%	40.9%	9.1%	68.2%	27.3%	40.9%	68.2%
%H (TV HH)			43.5%	9.7%	72.6%	29.0%	43.5%	
25 - 34	212	203	121	33	137	88	48	183
%V	14.0%	13.8%	19.1%	14.8%	11.9%	16.4%	7.8%	17.5%
%H (All HH)		95.8%	57.1%	15.6%	64.6%	41.5%	22.6%	86.3%
%H (TV HH)			59.6%	16.3%	67.5%	43.3%	23.6%	
35 - 44	233	226	108	47	157	89	67	203
%V	15.4%	15.4%	17.1%	21.1%	13.6%	16.6%	10.9%	19.4%
%H (All HH)		97.0%	46.4%	20.2%	67.4%	38.2%	28.8%	87.1%
%H (TV HH)			47.8%	20.8%	69.5%	39.4%	29.6%	
45 - 54	288	283	136	51	220	124	96	244
%V	19.1%	19.2%	21.5%	22.9%	19.1%	23.2%	15.6%	23.3%
%H (All HH)		98.3%	47.2%	17.7%	76.4%	43.1%	33.3%	84.7%
%H (TV HH)			48.1%	18.0%	77.7%	43.8%	33.9%	
55 - 64	271	264	112	39	214	99	115	194
%V	17.9%	17.9%	17.7%	17.5%	18.6%	18.5%	18.7%	18.5%
%H (All HH)		97.4%	41.3%	14.4%	79.0%	36.5%	42.4%	71.6%
%H (TV HH)			42.4%	14.8%	81.1%	37.5%	43.6%	
65 +	439	434	128	47	378	116	262	175
%V	29.1%	29.5%	20.3%	21.1%	32.8%	21.7%	42.5%	16.7%
%H (All HH)		98.9%	29.2%	10.7%	86.1%	26.4%	59.7%	39.9%
%H (TV HH)			29.5%	10.8%	87.1%	26.7%	60.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
1	485	466	116	47	391	88	303	189
%V	32.1%	31.7%	18.4%	21.1%	34.0%	16.4%	49.2%	18.1%
%H (All HH)		96.1%	23.9%	9.7%	80.6%	18.1%	62.5%	39.0%
%H (TV HH)			24.9%	10.1%	83.9%	18.9%	65.0%	
2	544	534	253	85	421	224	196	411
%V	36.0%	36.3%	40.0%	38.1%	36.6%	41.9%	31.8%	39.3%
%H (All HH)		98.2%	46.5%	15.6%	77.4%	41.2%	36.0%	75.6%
%H (TV HH)			47.4%	15.9%	78.8%	41.9%	36.7%	
3	223	218	121	45	150	98	52	201
%V	14.8%	14.8%	19.1%	20.2%	13.0%	18.3%	8.4%	19.2%
%H (All HH)		97.8%	54.3%	20.2%	67.3%	43.9%	23.3%	90.1%
%H (TV HH)			55.5%	20.6%	68.8%	45.0%	23.9%	
4	180	177	100	34	131	88	43	169
%V	11.9%	12.0%	15.8%	15.2%	11.4%	16.4%	7.0%	16.2%
%H (All HH)		98.3%	55.6%	18.9%	72.8%	48.9%	23.9%	93.9%
%H (TV HH)			56.5%	19.2%	74.0%	49.7%	24.3%	
5+	79	77	42	13	58	36	22	75
%V	5.2%	5.2%	6.6%	5.8%	5.0%	6.7%	3.6%	7.2%
%H (All HH)		97.5%	53.2%	16.5%	73.4%	45.6%	27.8%	94.9%
%H (TV HH)			54.5%	16.9%	75.3%	46.8%	28.6%	
Average HH size	2.24	2.25	2.54	2.49	2.19	2.57	1.86	2.57

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Without	1147	1117	427	154	907	369	538	717
%V	76.0%	75.9%	67.6%	69.1%	78.8%	69.0%	87.3%	68.5%
%H (All HH)		97.4%	37.2%	13.4%	79.1%	32.2%	46.9%	62.5%
%H (TV HH)			38.2%	13.8%	81.2%	33.0%	48.2%	
With	362	354	205	69	243	166	78	329
%V	24.0%	24.0%	32.4%	30.9%	21.1%	31.0%	12.7%	31.5%
%H (All HH)		97.8%	56.6%	19.1%	67.1%	45.9%	21.5%	90.9%
%H (TV HH)			57.9%	19.5%	68.6%	46.9%	22.0%	
0 - 3	127	123	70	25	81	55	26	111
%V	8.4%	8.4%	11.1%	11.2%	7.0%	10.3%	4.2%	10.6%
%H (All HH)		96.9%	55.1%	19.7%	63.8%	43.3%	20.5%	87.4%
%H (TV HH)			56.9%	20.3%	65.9%	44.7%	21.1%	
4 - 9	195	192	114	36	132	93	39	176
%V	12.9%	13.0%	18.0%	16.1%	11.5%	17.4%	6.3%	16.8%
%H (All HH)		98.5%	58.5%	18.5%	67.7%	47.7%	20.0%	90.3%
%H (TV HH)			59.4%	18.8%	68.8%	48.4%	20.3%	
10 - 15	171	169	98	33	125	86	39	163
%V	11.3%	11.5%	15.5%	14.8%	10.9%	16.1%	6.3%	15.6%
%H (All HH)		98.8%	57.3%	19.3%	73.1%	50.3%	22.8%	95.3%
%H (TV HH)			58.0%	19.5%	74.0%	50.9%	23.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
1	561	561	185	61	404	95	309	316
%V	37.2%	38.1%	29.3%	27.4%	35.1%	17.8%	50.2%	30.2%
%H (All HH)		100.0%	33.0%	10.9%	72.0%	16.9%	55.1%	56.3%
%H (TV HH)			33.0%	10.9%	72.0%	16.9%	55.1%	
2	532	532	230	87	425	210	215	362
%V	35.2%	36.1%	36.4%	39.0%	36.9%	39.3%	34.9%	34.6%
%H (All HH)		100.0%	43.2%	16.4%	79.9%	39.5%	40.4%	68.0%
%H (TV HH)			43.2%	16.4%	79.9%	39.5%	40.4%	
3	243	243	131	50	203	140	63	218
%V	16.1%	16.5%	20.7%	22.4%	17.6%	26.2%	10.2%	20.8%
%H (All HH)		100.0%	53.9%	20.6%	83.5%	57.6%	25.9%	89.7%
%H (TV HH)			53.9%	20.6%	83.5%	57.6%	25.9%	
4	104	104	68	18	91	69	22	95
%V	6.9%	7.1%	10.8%	8.1%	7.9%	12.9%	3.6%	9.1%
%H (All HH)		100.0%	65.4%	17.3%	87.5%	66.3%	21.2%	91.3%
%H (TV HH)			65.4%	17.3%	87.5%	66.3%	21.2%	
5+	32	32	19	6	27	20	6	31
%V	2.1%	2.2%	3.0%	2.7%	2.3%	3.7%	1.0%	3.0%
%H (All HH)		100.0%	59.4%	18.8%	84.4%	62.5%	18.8%	96.9%
%H (TV HH)			59.4%	18.8%	84.4%	62.5%	18.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Under 20"	366	366	160	54	323	171	152	254
%V	24.2%	24.9%	25.3%	24.2%	28.1%	32.0%	24.7%	24.3%
%H (All HH)		100.0%	43.7%	14.8%	88.3%	46.7%	41.5%	69.4%
%H (TV HH)			43.7%	14.8%	88.3%	46.7%	41.5%	
20" - 29"	542	542	232	81	464	230	234	387
%V	35.9%	36.8%	36.7%	36.3%	40.3%	43.0%	38.0%	37.0%
%H (All HH)		100.0%	42.8%	14.9%	85.6%	42.4%	43.2%	71.4%
%H (TV HH)			42.8%	14.9%	85.6%	42.4%	43.2%	
30" - 39"	792	792	337	123	648	312	336	561
%V	52.5%	53.8%	53.3%	55.2%	56.3%	58.3%	54.5%	53.6%
%H (All HH)		100.0%	42.6%	15.5%	81.8%	39.4%	42.4%	70.8%
%H (TV HH)			42.6%	15.5%	81.8%	39.4%	42.4%	
40" and over	659	659	364	128	480	309	171	535
%V	43.6%	44.8%	57.6%	57.4%	41.7%	57.8%	27.8%	51.1%
%H (All HH)		100.0%	55.2%	19.4%	72.8%	46.9%	25.9%	81.2%
%H (TV HH)			55.2%	19.4%	72.8%	46.9%	25.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Main living room	1448	1448	628	223	1138	533	605	1006
%V	95.9%	98.4%	99.4%	100.0%	98.9%	99.6%	98.2%	96.2%
%H (All HH)		100.0%	43.4%	15.4%	78.6%	36.8%	41.8%	69.5%
%H (TV HH)			43.4%	15.4%	78.6%	36.8%	41.8%	
Kitchen	172	172	86	25	161	99	62	131
%V	11.4%	11.7%	13.6%	11.2%	14.0%	18.5%	10.1%	12.5%
%H (All HH)		100.0%	50.0%	14.5%	93.6%	57.6%	36.0%	76.2%
%H (TV HH)			50.0%	14.5%	93.6%	57.6%	36.0%	
Adult's bedroom	611	611	306	108	511	309	202	473
%V	40.5%	41.5%	48.4%	48.4%	44.4%	57.8%	32.8%	45.2%
%H (All HH)		100.0%	50.1%	17.7%	83.6%	50.6%	33.1%	77.4%
%H (TV HH)			50.1%	17.7%	83.6%	50.6%	33.1%	
Child's bedroom	155	155	93	26	118	81	37	140
%V	10.3%	10.5%	14.7%	11.7%	10.3%	15.1%	6.0%	13.4%
%H (All HH)		100.0%	60.0%	16.8%	76.1%	52.3%	23.9%	90.3%
%H (TV HH)			60.0%	16.8%	76.1%	52.3%	23.9%	
Other bedroom	102	102	51	27	87	62	25	90
%V	6.8%	6.9%	8.1%	12.1%	7.6%	11.6%	4.1%	8.6%
%H (All HH)		100.0%	50.0%	26.5%	85.3%	60.8%	24.5%	88.2%
%H (TV HH)			50.0%	26.5%	85.3%	60.8%	24.5%	
Second living/dining room	106	106	50	19	94	55	39	83
%V	7.0%	7.2%	7.9%	8.5%	8.2%	10.3%	6.3%	7.9%
%H (All HH)		100.0%	47.2%	17.9%	88.7%	51.9%	36.8%	78.3%
%H (TV HH)			47.2%	17.9%	88.7%	51.9%	36.8%	
Study/office	16	16	6	3	13	6	7	15
%V	1.1%	1.1%	0.9%	1.3%	1.1%	1.1%	1.1%	1.4%
%H (All HH)		100.0%	37.5%	18.8%	81.3%	37.5%	43.8%	93.8%
%H (TV HH)			37.5%	18.8%	81.3%	37.5%	43.8%	
TV room	4	4	2	2	4	3	1	3
%V	0.3%	0.3%	0.3%	0.9%	0.3%	0.6%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	75.0%	25.0%	75.0%
%H (TV HH)			50.0%	50.0%	100.0%	75.0%	25.0%	
Conservatory	45	45	26	9	41	30	11	40
%V	3.0%	3.1%	4.1%	4.0%	3.6%	5.6%	1.8%	3.8%
%H (All HH)		100.0%	57.8%	20.0%	91.1%	66.7%	24.4%	88.9%
%H (TV HH)			57.8%	20.0%	91.1%	66.7%	24.4%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	2	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	18	18	10	3	15	10	5	17
%V	1.2%	1.2%	1.6%	1.3%	1.3%	1.9%	0.8%	1.6%
%H (All HH)		100.0%	55.6%	16.7%	83.3%	55.6%	27.8%	94.4%
%H (TV HH)			55.6%	16.7%	83.3%	55.6%	27.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Any DSAT provider	632	632	632	11	413	413	0	525
%V	41.9%	42.9%	100.0%	4.9%	35.9%	77.2%	0.0%	50.2%
%H (All HH)			100.0%	1.7%	65.3%	65.3%	0.0%	83.1%
%H (TV HH)			100.0%	1.7%	65.3%	65.3%	0.0%	
Sky with subcription	552	552	552	8	364	364	0	468
%V	36.6%	37.5%	87.3%	3.6%	31.6%	68.0%	0.0%	44.7%
%H (All HH)			100.0%	1.4%	65.9%	65.9%	0.0%	84.8%
%H (TV HH)			100.0%	1.4%	65.9%	65.9%	0.0%	
Sky without subscription	22	22	22	1	13	13	0	14
%V	1.5%	1.5%	3.5%	0.4%	1.1%	2.4%	0.0%	1.3%
%H (All HH)			100.0%	4.5%	59.1%	59.1%	0.0%	63.6%
%H (TV HH)			100.0%	4.5%	59.1%	59.1%	0.0%	
Freesat	54	54	54	1	35	35	0	38
%V	3.6%	3.7%	8.5%	0.4%	3.0%	6.5%	0.0%	3.6%
%H (All HH)			100.0%	1.9%	64.8%	64.8%	0.0%	70.4%
%H (TV HH)			100.0%	1.9%	64.8%	64.8%	0.0%	
Other satellite provider	9	9	9	0	7	7	0	9
%V	0.6%	0.6%	1.4%	0.0%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	77.8%	77.8%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	77.8%	77.8%	0.0%	
DCAB	223	223	11	223	129	129	0	195
%V	14.8%	15.1%	1.7%	100.0%	11.2%	24.1%	0.0%	18.6%
%H (All HH)			4.9%	100.0%	57.8%	57.8%	0.0%	87.4%
%H (TV HH)			4.9%	100.0%	57.8%	57.8%	0.0%	
DTT	1151	1151	413	129	1151	535	616	754
%V	76.2%	78.2%	65.3%	57.8%	100.0%	100.0%	100.0%	72.1%
%H (All HH)		100.0%	35.9%	11.2%	100.0%	46.5%	53.5%	65.5%
%H (TV HH)			35.9%	11.2%	100.0%	46.5%	53.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1510	1472	632	223	1151	535	616	1046
%H (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
PVR	913	913	556	170	666	469	198	760
%V	60.5%	62.0%	88.0%	76.2%	57.9%	87.7%	32.1%	72.7%
%H (All HH)		100.0%	60.9%	18.6%	72.9%	51.4%	21.7%	83.2%
%H (TV HH)			60.9%	18.6%	72.9%	51.4%	21.7%	
DVDR	76	76	36	13	59	33	27	60
%V	5.0%	5.2%	5.7%	5.8%	5.1%	6.2%	4.4%	5.7%
%H (All HH)		100.0%	47.4%	17.1%	77.6%	43.4%	35.5%	78.9%
%H (TV HH)			47.4%	17.1%	77.6%	43.4%	35.5%	
VCR	33	33	9	3	28	7	21	18
%V	2.2%	2.2%	1.4%	1.3%	2.4%	1.3%	3.4%	1.7%
%H (All HH)		100.0%	27.3%	9.1%	84.8%	21.2%	63.6%	54.5%
%H (TV HH)			27.3%	9.1%	84.8%	21.2%	63.6%	
Any recorder	958	958	564	176	705	477	228	786
%V	63.4%	65.1%	89.2%	78.9%	61.3%	89.2%	37.0%	75.1%
%H (All HH)		100.0%	58.9%	18.4%	73.6%	49.8%	23.8%	82.0%
%H (TV HH)			58.9%	18.4%	73.6%	49.8%	23.8%	
Receives HDTV (via STB or built-in reception)	732	732	399	160	545	362	183	587
%V	48.5%	49.7%	63.1%	71.7%	47.4%	67.7%	29.7%	56.1%
%H (All HH)		100.0%	54.5%	21.9%	74.5%	49.5%	25.0%	80.2%
%H (TV HH)			54.5%	21.9%	74.5%	49.5%	25.0%	
DVD/Blu-ray player or recorder	1133	1133	512	184	891	444	447	828
%V	75.0%	77.0%	81.0%	82.5%	77.4%	83.0%	72.6%	79.2%
%H (All HH)		100.0%	45.2%	16.2%	78.6%	39.2%	39.5%	73.1%
%H (TV HH)			45.2%	16.2%	78.6%	39.2%	39.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1510	1472	632	223	1151	535	616	1046
%V (All HH)		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%
%H (TV HH)			42.9%	15.1%	78.2%	36.3%	41.8%	
Has broadband internet	1046	1022	525	195	754	453	301	1046
%V	69.3%	69.4%	83.1%	87.4%	65.5%	84.7%	48.9%	100.0%
%H (All HH)		97.7%	50.2%	18.6%	72.1%	43.3%	28.8%	100.0%
%H (TV HH)			51.4%	19.1%	73.8%	44.3%	29.5%	
Number of computers (PCs and laptops)								
0	405	392	96	23	345	74	272	19
%V	26.8%	26.6%	15.2%	10.3%	30.0%	13.8%	44.2%	1.8%
%H (All HH)		96.8%	23.7%	5.7%	85.2%	18.3%	67.2%	4.7%
%H (TV HH)			24.5%	5.9%	88.0%	18.9%	69.4%	
1	522	509	230	84	385	192	193	462
%V	34.6%	34.6%	36.4%	37.7%	33.4%	35.9%	31.3%	44.2%
%H (All HH)		97.5%	44.1%	16.1%	73.8%	36.8%	37.0%	88.5%
%H (TV HH)			45.2%	16.5%	75.6%	37.7%	37.9%	
2	317	310	163	57	227	138	89	303
%V	21.0%	21.1%	25.8%	25.6%	19.7%	25.8%	14.4%	29.0%
%H (All HH)		97.8%	51.4%	18.0%	71.6%	43.5%	28.1%	95.6%
%H (TV HH)			52.6%	18.4%	73.2%	44.5%	28.7%	
3	139	137	76	27	100	68	32	138
%V	9.2%	9.3%	12.0%	12.1%	8.7%	12.7%	5.2%	13.2%
%H (All HH)		98.6%	54.7%	19.4%	71.9%	48.9%	23.0%	99.3%
%H (TV HH)			55.5%	19.7%	73.0%	49.6%	23.4%	
4	63	62	32	15	45	30	15	63
%V	4.2%	4.2%	5.1%	6.7%	3.9%	5.6%	2.4%	6.0%
%H (All HH)		98.4%	50.8%	23.8%	71.4%	47.6%	23.8%	100.0%
%H (TV HH)			51.6%	24.2%	72.6%	48.4%	24.2%	
5+	64	63	34	17	48	33	15	63
%V	4.2%	4.3%	5.4%	7.6%	4.2%	6.2%	2.4%	6.0%
%H (All HH)		98.4%	53.1%	26.6%	75.0%	51.6%	23.4%	98.4%
%H (TV HH)			54.0%	27.0%	76.2%	52.4%	23.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2939	1410	491	2371	1319	1052	2239
%H		48.0%	16.7%	80.7%	44.9%	35.8%	76.2%
Under 20"	461	210	68	413	227	185	329
%V	15.7%	14.9%	13.8%	17.4%	17.2%	17.6%	14.7%
%H		45.6%	14.8%	89.6%	49.2%	40.1%	71.4%
20" - 29"	669	301	98	578	301	277	496
%V	22.8%	21.3%	20.0%	24.4%	22.8%	26.3%	22.2%
%H		45.0%	14.6%	86.4%	45.0%	41.4%	74.1%
30" - 39"	929	412	146	766	389	377	673
%V	31.6%	29.2%	29.7%	32.3%	29.5%	35.8%	30.1%
%H		44.3%	15.7%	82.5%	41.9%	40.6%	72.4%
40" and over	756	425	153	548	363	185	626
%V	25.7%	30.1%	31.2%	23.1%	27.5%	17.6%	28.0%
%H		56.2%	20.2%	72.5%	48.0%	24.5%	82.8%
Don't know	15	5	2	12	4	8	14
%V	0.5%	0.4%	0.4%	0.5%	0.3%	0.8%	0.6%
%H		33.3%	13.3%	80.0%	26.7%	53.3%	93.3%
Not Asked	109	57	24	54	35	20	101
%V	3.7%	4.0%	4.9%	2.3%	2.7%	1.9%	4.5%
%H		52.3%	22.0%	49.5%	32.1%	18.3%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2939	1410	491	2371	1319	1052	2239
%H		48.0%	16.7%	80.7%	44.9%	35.8%	76.2%
Main living room	1453	630	224	1142	534	607	1009
%V	49.4%	44.7%	45.6%	48.2%	40.5%	57.7%	45.1%
%H		43.4%	15.4%	78.6%	36.8%	41.8%	69.4%
Kitchen	172	86	25	161	99	62	131
%V	5.9%	6.1%	5.1%	6.8%	7.5%	5.9%	5.9%
%H		50.0%	14.5%	93.6%	57.6%	36.0%	76.2%
Adult's bedroom	697	361	119	590	367	223	552
%V	23.7%	25.6%	24.2%	24.9%	27.8%	21.2%	24.7%
%H		51.8%	17.1%	84.6%	52.7%	32.0%	79.2%
Child's bedroom	201	123	34	156	107	49	182
%V	6.8%	8.7%	6.9%	6.6%	8.1%	4.7%	8.1%
%H		61.2%	16.9%	77.6%	53.2%	24.4%	90.5%
Other bedroom	112	56	29	95	68	27	99
%V	3.8%	4.0%	5.9%	4.0%	5.2%	2.6%	4.4%
%H		50.0%	25.9%	84.8%	60.7%	24.1%	88.4%
Second living/dining room	106	50	19	94	55	39	83
%V	3.6%	3.5%	3.9%	4.0%	4.2%	3.7%	3.7%
%H		47.2%	17.9%	88.7%	51.9%	36.8%	78.3%
Study/office	16	6	3	13	6	7	15
%V	0.5%	0.4%	0.6%	0.5%	0.5%	0.7%	0.7%
%H		37.5%	18.8%	81.3%	37.5%	43.8%	93.8%
TV room	4	2	2	4	3	1	3
%V	0.1%	0.1%	0.4%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	50.0%	100.0%	75.0%	25.0%	75.0%
Conservatory	45	26	9	41	30	11	40
%V	1.5%	1.8%	1.8%	1.7%	2.3%	1.0%	1.8%
%H		57.8%	20.0%	91.1%	66.7%	24.4%	88.9%
Attic or loft room	2	1	0	2	1	1	2
%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%
No specific location	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	21	12	3	18	12	6	19
%V	0.7%	0.9%	0.6%	0.8%	0.9%	0.6%	0.8%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	90.5%
Not Asked	109	57	24	54	35	20	101
%V	3.7%	4.0%	4.9%	2.3%	2.7%	1.9%	4.5%
%H		52.3%	22.0%	49.5%	32.1%	18.3%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2939	1410	491	2371	1319	1052	2239
%H		48.0%	16.7%	80.7%	44.9%	35.8%	76.2%
PVR	1150	736	218	831	616	214	980
%V	39.1%	52.2%	44.4%	35.0%	46.7%	20.3%	43.8%
%H		64.0%	19.0%	72.3%	53.6%	18.6%	85.2%
DVDR	85	39	16	67	37	30	68
%V	2.9%	2.8%	3.3%	2.8%	2.8%	2.9%	3.0%
%H		45.9%	18.8%	78.8%	43.5%	35.3%	80.0%
VCR	36	10	3	31	9	22	19
%V	1.2%	0.7%	0.6%	1.3%	0.7%	2.1%	0.8%
%H		27.8%	8.3%	86.1%	25.0%	61.1%	52.8%
Any recorder	1214	753	227	887	635	252	1021
%V	41.3%	53.4%	46.2%	37.4%	48.1%	24.0%	45.6%
%H		62.0%	18.7%	73.1%	52.3%	20.8%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2939	1410	491	2371	1319	1052	2239
%H		48.0%	16.7%	80.7%	44.9%	35.8%	76.2%
Receives HDTV (via STB or built-in reception)	994	541	229	752	512	240	819
%V	33.8%	38.4%	46.6%	31.7%	38.8%	22.8%	36.6%
%H		54.4%	23.0%	75.7%	51.5%	24.1%	82.4%
DVD/Blu-ray player or recorder	1575	747	275	1274	705	569	1208
%V	53.6%	53.0%	56.0%	53.7%	53.4%	54.1%	54.0%
%H		47.4%	17.5%	80.9%	44.8%	36.1%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1469	632	223	1151	535	616	1019
%H		43.0%	15.2%	78.4%	36.4%	41.9%	69.4%
Under 20"	32	8	1	26	5	21	12
%V	2.2%	1.3%	0.4%	2.3%	0.9%	3.4%	1.2%
%H		25.0%	3.1%	81.3%	15.6%	65.6%	37.5%
20" - 29"	199	49	18	170	38	131	99
%V	13.5%	7.8%	8.1%	14.8%	7.1%	21.3%	9.7%
%H		24.6%	9.0%	85.4%	19.1%	65.8%	49.7%
30" - 39"	594	224	77	493	196	297	388
%V	40.4%	35.4%	34.5%	42.8%	36.6%	48.2%	38.1%
%H		37.7%	13.0%	83.0%	33.0%	50.0%	65.3%
40" and over	635	350	125	460	296	164	513
%V	43.2%	55.4%	56.1%	40.0%	55.3%	26.6%	50.3%
%H		55.1%	19.7%	72.4%	46.6%	25.8%	80.8%
Don't know	4	0	1	2	0	2	3
%V	0.3%	0.0%	0.4%	0.2%	0.0%	0.3%	0.3%
%H		0.0%	25.0%	50.0%	0.0%	50.0%	75.0%
Not Asked	5	1	1	0	0	1	4
%V	0.3%	0.2%	0.4%	0.0%	0.0%	0.2%	0.4%
%H		20.0%	20.0%	0.0%	0.0%	20.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1469	632	223	1151	535	616	1019
%H		43.0%	15.2%	78.4%	36.4%	41.9%	69.4%
PVR	891	552	165	645	461	184	743
%V	60.7%	87.3%	74.0%	56.0%	86.2%	29.9%	72.9%
%H		62.0%	18.5%	72.4%	51.7%	20.7%	83.4%
DVDR	64	28	11	48	23	25	52
%V	4.4%	4.4%	4.9%	4.2%	4.3%	4.1%	5.1%
%H		43.8%	17.2%	75.0%	35.9%	39.1%	81.3%
VCR	26	7	2	22	4	17	13
%V	1.8%	1.1%	0.9%	1.9%	0.7%	2.8%	1.3%
%H		26.9%	7.7%	84.6%	15.4%	65.4%	50.0%
Any recorder	933	558	171	681	467	214	768
%V	63.5%	88.3%	76.7%	59.2%	87.3%	34.7%	75.4%
%H		59.8%	18.3%	73.0%	50.1%	22.9%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1469	632	223	1151	535	616	1019
%H		43.0%	15.2%	78.4%	36.4%	41.9%	69.4%
Receives HDTV (via STB or built-in reception)	709	388	155	524	349	175	570
%V	48.3%	61.4%	69.5%	45.5%	65.2%	28.4%	55.9%
%H		54.7%	21.9%	73.9%	49.2%	24.7%	80.4%
DVD/Blu-ray player or recorder	1040	459	167	810	389	421	760
%V	70.8%	72.6%	74.9%	70.4%	72.7%	68.3%	74.6%
%H		44.1%	16.1%	77.9%	37.4%	40.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1470	779	269	1220	784	436	1220
%H		53.0%	18.3%	83.0%	53.3%	29.7%	83.0%
Under 20"	429	201	67	386	223	164	317
%V	29.2%	25.8%	24.9%	31.6%	28.4%	37.6%	26.0%
%H		46.9%	15.6%	90.0%	52.0%	38.2%	73.9%
20" - 29"	470	252	79	408	262	146	397
%V	32.0%	32.3%	29.4%	33.4%	33.4%	33.5%	32.5%
%H		53.6%	16.8%	86.8%	55.7%	31.1%	84.5%
30" - 39"	335	188	68	274	194	80	285
%V	22.8%	24.1%	25.3%	22.5%	24.7%	18.3%	23.4%
%H		56.1%	20.3%	81.8%	57.9%	23.9%	85.1%
40" and over	121	76	28	88	67	21	112
%V	8.2%	9.8%	10.4%	7.2%	8.5%	4.8%	9.2%
%H		62.8%	23.1%	72.7%	55.4%	17.4%	92.6%
Don't know	12	5	1	10	4	6	11
%V	0.8%	0.6%	0.4%	0.8%	0.5%	1.4%	0.9%
%H		41.7%	8.3%	83.3%	33.3%	50.0%	91.7%
Not Asked	103	57	26	54	34	19	98
%V	7.0%	7.3%	9.7%	4.4%	4.3%	4.4%	8.0%
%H		55.3%	25.2%	52.4%	33.0%	18.4%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1470	779	269	1220	784	436	1220
%H		53.0%	18.3%	83.0%	53.3%	29.7%	83.0%
PVR	259	184	53	186	155	31	238
%V	17.6%	23.6%	19.7%	15.2%	19.8%	7.1%	19.5%
%H		71.0%	20.5%	71.8%	59.8%	12.0%	91.9%
DVDR	21	11	5	19	13	5	16
%V	1.4%	1.4%	1.9%	1.6%	1.7%	1.1%	1.3%
%H		52.4%	23.8%	90.5%	61.9%	23.8%	76.2%
VCR	10	4	1	9	4	5	6
%V	0.7%	0.5%	0.4%	0.7%	0.5%	1.1%	0.5%
%H		40.0%	10.0%	90.0%	40.0%	50.0%	60.0%
Any recorder	282	195	56	207	169	38	253
%V	19.2%	25.0%	20.8%	17.0%	21.6%	8.7%	20.7%
%H		69.1%	19.9%	73.4%	59.9%	13.5%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	1470	779	269	1220	784	436	1220
%H		53.0%	18.3%	83.0%	53.3%	29.7%	83.0%
Receives HDTV (via STB or built-in reception)	285	153	74	229	163	66	249
%V	19.4%	19.6%	27.5%	18.8%	20.8%	15.1%	20.4%
%H		53.7%	26.0%	80.4%	57.2%	23.2%	87.4%
DVD/Blu-ray player or recorder	535	288	107	464	316	148	448
%V	36.4%	37.0%	39.8%	38.0%	40.3%	33.9%	36.7%
%H		53.8%	20.0%	86.7%	59.1%	27.7%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3379	3306	1609	555	2517	1374	1143	2692
%H		97.8%	47.6%	16.4%	74.5%	40.7%	33.8%	79.7%
Total Children	604	593	344	114	409	280	129	550
%V	17.9%	17.9%	21.4%	20.5%	16.2%	20.4%	11.3%	20.4%
%H		98.2%	57.0%	18.9%	67.7%	46.4%	21.4%	91.1%
0 - 3	152	147	84	29	92	63	30	133
%V	4.5%	4.4%	5.2%	5.2%	3.7%	4.6%	2.6%	4.9%
%H		96.7%	55.3%	19.1%	60.5%	41.4%	19.7%	87.5%
4 - 15	452	445	260	85	317	217	100	418
%V	13.4%	13.5%	16.2%	15.3%	12.6%	15.8%	8.7%	15.5%
%H		98.5%	57.5%	18.8%	70.1%	48.0%	22.1%	92.5%
4 - 9	235	232	139	43	160	112	48	212
%V	7.0%	7.0%	8.6%	7.7%	6.4%	8.2%	4.2%	7.9%
%H		98.7%	59.1%	18.3%	68.1%	47.7%	20.4%	90.2%
10 - 15	217	214	120	42	157	105	52	206
%V	6.4%	6.5%	7.5%	7.6%	6.2%	7.6%	4.5%	7.7%
%H		98.6%	55.3%	19.4%	72.4%	48.4%	24.0%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3379	3306	1609	555	2517	1374	1143	2692
%H		97.8%	47.6%	16.4%	74.5%	40.7%	33.8%	79.7%
Total Adults (16+)	2775	2713	1265	442	2108	1094	1013	2142
%V	82.1%	82.1%	78.6%	79.6%	83.8%	79.6%	88.6%	79.6%
%H		97.8%	45.6%	15.9%	76.0%	39.4%	36.5%	77.2%
16 - 19	153	151	74	30	117	71	46	139
%V	4.5%	4.6%	4.6%	5.4%	4.6%	5.2%	4.0%	5.2%
%H		98.7%	48.4%	19.6%	76.5%	46.4%	30.1%	90.8%
20 - 24	222	213	95	29	162	75	87	192
%V	6.6%	6.4%	5.9%	5.2%	6.4%	5.5%	7.6%	7.1%
%H		95.9%	42.8%	13.1%	73.0%	33.8%	39.2%	86.5%
25 - 34	420	404	239	70	283	190	93	374
%V	12.4%	12.2%	14.9%	12.6%	11.2%	13.8%	8.1%	13.9%
%H		96.2%	56.9%	16.7%	67.4%	45.2%	22.1%	89.0%
35 - 44	400	387	200	81	267	161	106	354
%V	11.8%	11.7%	12.4%	14.6%	10.6%	11.7%	9.3%	13.2%
%H		96.8%	50.0%	20.3%	66.8%	40.3%	26.5%	88.5%
45 - 54	495	490	253	92	376	228	149	433
%V	14.6%	14.8%	15.7%	16.6%	14.9%	16.6%	13.0%	16.1%
%H		99.0%	51.1%	18.6%	76.0%	46.1%	30.1%	87.5%
55 - 64	442	432	195	63	350	174	176	338
%V	13.1%	13.1%	12.1%	11.4%	13.9%	12.7%	15.4%	12.6%
%H		97.7%	44.1%	14.3%	79.2%	39.4%	39.8%	76.5%
65+	643	636	209	76	553	197	356	312
%V	19.0%	19.2%	13.0%	13.7%	22.0%	14.3%	31.1%	11.6%
%H		98.9%	32.5%	11.8%	86.0%	30.6%	55.4%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2775	2713	1265	442	2108	1094	1013	2142
%H		97.8%	45.6%	15.9%	76.0%	39.4%	36.5%	77.2%
AB	638	628	324	99	494	282	212	587
%V	23.0%	23.1%	25.6%	22.4%	23.4%	25.8%	20.9%	27.4%
%H		98.4%	50.8%	15.5%	77.4%	44.2%	33.2%	92.0%
C1	690	670	311	111	509	257	252	576
%V	24.9%	24.7%	24.6%	25.1%	24.1%	23.5%	24.9%	26.9%
%H		97.1%	45.1%	16.1%	73.8%	37.2%	36.5%	83.5%
C2	637	628	314	120	495	299	195	500
%V	23.0%	23.1%	24.8%	27.1%	23.5%	27.3%	19.2%	23.3%
%H		98.6%	49.3%	18.8%	77.7%	46.9%	30.6%	78.5%
D	497	481	219	66	372	179	193	336
%V	17.9%	17.7%	17.3%	14.9%	17.6%	16.4%	19.1%	15.7%
%H		96.8%	44.1%	13.3%	74.8%	36.0%	38.8%	67.6%
E	313	306	97	45	239	77	162	143
%V	11.3%	11.3%	7.7%	10.2%	11.3%	7.0%	16.0%	6.7%
%H		97.8%	31.0%	14.4%	76.4%	24.6%	51.8%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2775	2713	1265	442	2108	1094	1013	2142
%H		97.8%	45.6%	15.9%	76.0%	39.4%	36.5%	77.2%
Working full time	1160	1122	618	202	831	526	306	1045
%V	41.8%	41.4%	48.9%	45.7%	39.4%	48.1%	30.2%	48.8%
%H		96.7%	53.3%	17.4%	71.6%	45.3%	26.4%	90.1%
Working part time	290	287	144	55	215	126	88	258
%V	10.5%	10.6%	11.4%	12.4%	10.2%	11.5%	8.7%	12.0%
%H		99.0%	49.7%	19.0%	74.1%	43.4%	30.3%	89.0%
Not working	1326	1305	503	185	1062	442	620	839
%V	47.8%	48.1%	39.8%	41.9%	50.4%	40.4%	61.2%	39.2%
%H		98.4%	37.9%	14.0%	80.1%	33.3%	46.8%	63.3%
Housewife/Houseperson	1510	1472	632	223	1151	535	616	1046
%V	54.4%	54.3%	50.0%	50.5%	54.6%	48.9%	60.8%	48.8%
%H		97.5%	41.9%	14.8%	76.2%	35.4%	40.8%	69.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1354	1316	623	219	1020	544	476	1071
%H		97.2%	46.0%	16.2%	75.3%	40.2%	35.2%	79.1%
16 - 19	76	75	39	15	56	36	20	72
%V	5.6%	5.7%	6.3%	6.8%	5.5%	6.6%	4.2%	6.7%
%H		98.7%	51.3%	19.7%	73.7%	47.4%	26.3%	94.7%
20 - 24	116	108	47	17	81	38	43	106
%V	8.6%	8.2%	7.5%	7.8%	7.9%	7.0%	9.0%	9.9%
%H		93.1%	40.5%	14.7%	69.8%	32.8%	37.1%	91.4%
25 - 34	207	199	111	34	145	92	53	182
%V	15.3%	15.1%	17.8%	15.5%	14.2%	16.9%	11.1%	17.0%
%H		96.1%	53.6%	16.4%	70.0%	44.4%	25.6%	87.9%
35 - 44	198	190	100	37	131	77	54	174
%V	14.6%	14.4%	16.1%	16.9%	12.8%	14.2%	11.3%	16.2%
%H		96.0%	50.5%	18.7%	66.2%	38.9%	27.3%	87.9%
45 - 54	239	236	122	48	178	110	68	207
%V	17.7%	17.9%	19.6%	21.9%	17.5%	20.2%	14.3%	19.3%
%H		98.7%	51.0%	20.1%	74.5%	46.0%	28.5%	86.6%
55 - 64	223	217	101	30	175	89	86	174
%V	16.5%	16.5%	16.2%	13.7%	17.2%	16.4%	18.1%	16.2%
%H		97.3%	45.3%	13.5%	78.5%	39.9%	38.6%	78.0%
65+	296	292	104	39	255	103	152	156
%V	21.9%	22.2%	16.7%	17.8%	25.0%	18.9%	31.9%	14.6%
%H		98.6%	35.1%	13.2%	86.1%	34.8%	51.4%	52.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1354	1316	623	219	1020	544	476	1071
%H		97.2%	46.0%	16.2%	75.3%	40.2%	35.2%	79.1%
AB	329	325	168	51	257	148	110	308
%V	24.3%	24.7%	27.0%	23.3%	25.2%	27.2%	23.1%	28.8%
%H		98.8%	51.1%	15.5%	78.1%	45.0%	33.4%	93.6%
C1	312	300	145	53	220	117	103	274
%V	23.0%	22.8%	23.3%	24.2%	21.6%	21.5%	21.6%	25.6%
%H		96.2%	46.5%	17.0%	70.5%	37.5%	33.0%	87.8%
C2	341	334	165	62	265	159	107	263
%V	25.2%	25.4%	26.5%	28.3%	26.0%	29.2%	22.5%	24.6%
%H		97.9%	48.4%	18.2%	77.7%	46.6%	31.4%	77.1%
D	229	219	101	33	168	85	83	161
%V	16.9%	16.6%	16.2%	15.1%	16.5%	15.6%	17.4%	15.0%
%H		95.6%	44.1%	14.4%	73.4%	37.1%	36.2%	70.3%
E	144	139	44	19	109	35	74	65
%V	10.6%	10.6%	7.1%	8.7%	10.7%	6.4%	15.5%	6.1%
%H		96.5%	30.6%	13.2%	75.7%	24.3%	51.4%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1354	1316	623	219	1020	544	476	1071
%H		97.2%	46.0%	16.2%	75.3%	40.2%	35.2%	79.1%
Working full time	708	684	382	124	510	331	180	647
%V	52.3%	52.0%	61.3%	56.6%	50.0%	60.8%	37.8%	60.4%
%H		96.6%	54.0%	17.5%	72.0%	46.8%	25.4%	91.4%
Working part time	57	56	23	14	38	19	19	47
%V	4.2%	4.3%	3.7%	6.4%	3.7%	3.5%	4.0%	4.4%
%H		98.2%	40.4%	24.6%	66.7%	33.3%	33.3%	82.5%
Not working	590	577	218	81	472	195	277	377
%V	43.6%	43.8%	35.0%	37.0%	46.3%	35.8%	58.2%	35.2%
%H		97.8%	36.9%	13.7%	80.0%	33.1%	46.9%	63.9%
Housewife/Houseperson	346	329	109	50	263	95	168	199
%V	25.6%	25.0%	17.5%	22.8%	25.8%	17.5%	35.3%	18.6%
%H		95.1%	31.5%	14.5%	76.0%	27.5%	48.6%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1421	1397	642	223	1088	550	537	1071
%H		98.3%	45.2%	15.7%	76.6%	38.7%	37.8%	75.4%
16 - 19	77	76	35	15	61	34	27	67
%V	5.4%	5.4%	5.5%	6.7%	5.6%	6.2%	5.0%	6.3%
%H		98.7%	45.5%	19.5%	79.2%	44.2%	35.1%	87.0%
20 - 24	107	105	48	13	81	36	45	86
%V	7.5%	7.5%	7.5%	5.8%	7.4%	6.5%	8.4%	8.0%
%H		98.1%	44.9%	12.1%	75.7%	33.6%	42.1%	80.4%
25 - 34	213	205	128	36	139	99	40	192
%V	15.0%	14.7%	19.9%	16.1%	12.8%	18.0%	7.4%	17.9%
%H		96.2%	60.1%	16.9%	65.3%	46.5%	18.8%	90.1%
35 - 44	202	197	100	45	136	84	52	180
%V	14.2%	14.1%	15.6%	20.2%	12.5%	15.3%	9.7%	16.8%
%H		97.5%	49.5%	22.3%	67.3%	41.6%	25.7%	89.1%
45 - 54	257	255	131	44	198	118	80	226
%V	18.1%	18.3%	20.4%	19.7%	18.2%	21.5%	14.9%	21.1%
%H		99.2%	51.0%	17.1%	77.0%	45.9%	31.1%	87.9%
55 - 64	219	215	94	33	175	85	90	163
%V	15.4%	15.4%	14.6%	14.8%	16.1%	15.5%	16.8%	15.2%
%H		98.2%	42.9%	15.1%	79.9%	38.8%	41.1%	74.4%
65+	346	344	105	37	298	94	204	156
%V	24.3%	24.6%	16.4%	16.6%	27.4%	17.1%	38.0%	14.6%
%H		99.4%	30.3%	10.7%	86.1%	27.2%	59.0%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1421	1397	642	223	1088	550	537	1071
%H		98.3%	45.2%	15.7%	76.6%	38.7%	37.8%	75.4%
AB	310	303	157	48	236	134	102	279
%V	21.8%	21.7%	24.5%	21.5%	21.7%	24.4%	19.0%	26.1%
%H		97.7%	50.6%	15.5%	76.1%	43.2%	32.9%	90.0%
C1	378	370	166	59	289	140	149	303
%V	26.6%	26.5%	25.9%	26.5%	26.6%	25.5%	27.7%	28.3%
%H		97.9%	43.9%	15.6%	76.5%	37.0%	39.4%	80.2%
C2	295	294	149	58	229	141	89	237
%V	20.8%	21.0%	23.2%	26.0%	21.0%	25.6%	16.6%	22.1%
%H		99.7%	50.5%	19.7%	77.6%	47.8%	30.2%	80.3%
D	269	262	118	33	204	94	110	175
%V	18.9%	18.8%	18.4%	14.8%	18.8%	17.1%	20.5%	16.3%
%H		97.4%	43.9%	12.3%	75.8%	34.9%	40.9%	65.1%
E	169	167	53	26	130	42	88	77
%V	11.9%	12.0%	8.3%	11.7%	11.9%	7.6%	16.4%	7.2%
%H		98.8%	31.4%	15.4%	76.9%	24.9%	52.1%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1421	1397	642	223	1088	550	537	1071
%H		98.3%	45.2%	15.7%	76.6%	38.7%	37.8%	75.4%
Working full time	452	438	235	79	321	195	126	398
%V	31.8%	31.4%	36.6%	35.4%	29.5%	35.5%	23.5%	37.2%
%H		96.9%	52.0%	17.5%	71.0%	43.1%	27.9%	88.1%
Working part time	234	231	122	40	177	108	69	211
%V	16.5%	16.5%	19.0%	17.9%	16.3%	19.6%	12.8%	19.7%
%H		98.7%	52.1%	17.1%	75.6%	46.2%	29.5%	90.2%
Not working	736	728	285	104	590	248	342	461
%V	51.8%	52.1%	44.4%	46.6%	54.2%	45.1%	63.7%	43.0%
%H		98.9%	38.7%	14.1%	80.2%	33.7%	46.5%	62.6%
Housewife/Houseperson	1164	1143	524	173	888	440	448	846
%V	81.9%	81.8%	81.6%	77.6%	81.6%	80.0%	83.4%	79.0%
%H		98.2%	45.0%	14.9%	76.3%	37.8%	38.5%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
AB	641	623	285	105	495	258	237	589
%V	21.6%	21.7%	24.2%	21.0%	21.6%	23.8%	19.7%	27.0%
%H (All HH)		97.2%	44.5%	16.4%	77.2%	40.2%	37.0%	91.9%
%H (TV HH)			45.7%	16.9%	79.5%	41.4%	38.0%	
C1	801	775	351	130	604	309	295	650
%V	26.9%	26.9%	29.8%	26.1%	26.4%	28.5%	24.5%	29.8%
%H (All HH)		96.8%	43.8%	16.2%	75.4%	38.6%	36.8%	81.1%
%H (TV HH)			45.3%	16.8%	77.9%	39.9%	38.1%	
C2	617	602	259	118	485	256	229	463
%V	20.8%	20.9%	22.0%	23.6%	21.2%	23.6%	19.0%	21.2%
%H (All HH)		97.6%	42.0%	19.1%	78.6%	41.5%	37.1%	75.0%
%H (TV HH)			43.0%	19.6%	80.6%	42.5%	38.0%	
D	459	440	159	92	340	154	186	313
%V	15.4%	15.3%	13.5%	18.4%	14.9%	14.2%	15.4%	14.3%
%H (All HH)		95.9%	34.6%	20.0%	74.1%	33.6%	40.5%	68.2%
%H (TV HH)			36.1%	20.9%	77.3%	35.0%	42.3%	
E	456	434	122	54	366	108	258	169
%V	15.3%	15.1%	10.4%	10.8%	16.0%	10.0%	21.4%	7.7%
%H (All HH)		95.2%	26.8%	11.8%	80.3%	23.7%	56.6%	37.1%
%H (TV HH)			28.1%	12.4%	84.3%	24.9%	59.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%V (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Under 25	141	127	46	17	96	37	59	97
%V	4.7%	4.4%	3.9%	3.4%	4.2%	3.4%	4.9%	4.4%
%H (All HH)		90.1%	32.6%	12.1%	68.1%	26.2%	41.8%	68.8%
%H (TV HH)			36.2%	13.4%	75.6%	29.1%	46.5%	
25 - 34	457	433	211	87	307	173	134	388
%V	15.4%	15.1%	17.9%	17.4%	13.4%	16.0%	11.1%	17.8%
%H (All HH)		94.7%	46.2%	19.0%	67.2%	37.9%	29.3%	84.9%
%H (TV HH)			48.7%	20.1%	70.9%	40.0%	30.9%	
35 - 44	519	501	248	105	369	218	151	457
%V	17.5%	17.4%	21.1%	21.0%	16.1%	20.1%	12.5%	20.9%
%H (All HH)		96.5%	47.8%	20.2%	71.1%	42.0%	29.1%	88.1%
%H (TV HH)			49.5%	21.0%	73.7%	43.5%	30.1%	
45 - 54	586	572	259	118	459	258	201	501
%V	19.7%	19.9%	22.0%	23.6%	20.1%	23.8%	16.7%	23.0%
%H (All HH)		97.6%	44.2%	20.1%	78.3%	44.0%	34.3%	85.5%
%H (TV HH)			45.3%	20.6%	80.2%	45.1%	35.1%	
55 - 64	493	477	198	86	380	187	193	379
%V	16.6%	16.6%	16.8%	17.2%	16.6%	17.3%	16.0%	17.4%
%H (All HH)		96.8%	40.2%	17.4%	77.1%	37.9%	39.1%	76.9%
%H (TV HH)			41.5%	18.0%	79.7%	39.2%	40.5%	
65 +	777	765	213	86	678	212	466	361
%V	26.1%	26.6%	18.1%	17.2%	29.6%	19.6%	38.7%	16.5%
%H (All HH)		98.5%	27.4%	11.1%	87.3%	27.3%	60.0%	46.5%
%H (TV HH)			27.8%	11.2%	88.6%	27.7%	60.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
1	965	914	234	113	779	217	562	472
%V	32.5%	31.8%	19.9%	22.6%	34.0%	20.0%	46.6%	21.6%
%H (All HH)		94.7%	24.2%	11.7%	80.7%	22.5%	58.2%	48.9%
%H (TV HH)			25.6%	12.4%	85.2%	23.7%	61.5%	
2	985	964	416	164	764	377	388	788
%V	33.1%	33.5%	35.3%	32.9%	33.4%	34.8%	32.2%	36.1%
%H (All HH)		97.9%	42.2%	16.6%	77.6%	38.3%	39.4%	80.0%
%H (TV HH)			43.2%	17.0%	79.3%	39.1%	40.2%	
3	466	454	228	99	343	216	128	412
%V	15.7%	15.8%	19.4%	19.8%	15.0%	19.9%	10.6%	18.9%
%H (All HH)		97.4%	48.9%	21.2%	73.6%	46.4%	27.5%	88.4%
%H (TV HH)			50.2%	21.8%	75.6%	47.6%	28.2%	
4	376	367	198	83	278	189	89	347
%V	12.6%	12.8%	16.8%	16.6%	12.1%	17.4%	7.4%	15.9%
%H (All HH)		97.6%	52.7%	22.1%	73.9%	50.3%	23.7%	92.3%
%H (TV HH)			54.0%	22.6%	75.7%	51.5%	24.3%	
5+	181	176	101	41	125	86	39	165
%V	6.1%	6.1%	8.6%	8.2%	5.5%	7.9%	3.2%	7.6%
%H (All HH)		97.2%	55.8%	22.7%	69.1%	47.5%	21.5%	91.2%
%H (TV HH)			57.4%	23.3%	71.0%	48.9%	22.2%	
Average HH size	2.29	2.30	2.62	2.58	2.24	2.62	1.89	2.55

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Without	2214	2133	784	342	1748	740	1008	1517
%V	74.5%	74.2%	66.6%	68.5%	76.4%	68.3%	83.7%	69.5%
%H (All HH)		96.3%	35.4%	15.4%	79.0%	33.4%	45.5%	68.5%
%H (TV HH)			36.8%	16.0%	82.0%	34.7%	47.3%	
With	759	742	392	157	541	344	197	666
%V	25.5%	25.8%	33.3%	31.5%	23.6%	31.7%	16.3%	30.5%
%H (All HH)		97.8%	51.6%	20.7%	71.3%	45.3%	26.0%	87.7%
%H (TV HH)			52.8%	21.2%	72.9%	46.4%	26.5%	
0 - 3	289	281	142	56	193	109	83	235
%V	9.7%	9.8%	12.1%	11.2%	8.4%	10.1%	6.9%	10.8%
%H (All HH)		97.2%	49.1%	19.4%	66.8%	37.7%	28.7%	81.3%
%H (TV HH)			50.5%	19.9%	68.7%	38.8%	29.5%	
4 - 9	370	361	194	82	260	171	89	326
%V	12.4%	12.6%	16.5%	16.4%	11.4%	15.8%	7.4%	14.9%
%H (All HH)		97.6%	52.4%	22.2%	70.3%	46.2%	24.1%	88.1%
%H (TV HH)			53.7%	22.7%	72.0%	47.4%	24.7%	
10 - 15	353	344	187	79	255	173	82	322
%V	11.9%	12.0%	15.9%	15.8%	11.1%	16.0%	6.8%	14.8%
%H (All HH)		97.5%	53.0%	22.4%	72.2%	49.0%	23.2%	91.2%
%H (TV HH)			54.4%	23.0%	74.1%	50.3%	23.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
1	1130	1130	345	154	839	219	620	679
%V	38.0%	39.3%	29.3%	30.9%	36.7%	20.2%	51.5%	31.1%
%H (All HH)		100.0%	30.5%	13.6%	74.2%	19.4%	54.9%	60.1%
%H (TV HH)			30.5%	13.6%	74.2%	19.4%	54.9%	
2	990	990	430	185	807	426	381	765
%V	33.3%	34.4%	36.5%	37.1%	35.3%	39.3%	31.6%	35.0%
%H (All HH)		100.0%	43.4%	18.7%	81.5%	43.0%	38.5%	77.3%
%H (TV HH)			43.4%	18.7%	81.5%	43.0%	38.5%	
3	455	455	232	86	382	242	141	397
%V	15.3%	15.8%	19.7%	17.2%	16.7%	22.3%	11.7%	18.2%
%H (All HH)		100.0%	51.0%	18.9%	84.0%	53.2%	31.0%	87.3%
%H (TV HH)			51.0%	18.9%	84.0%	53.2%	31.0%	
4	201	201	112	48	174	127	47	189
%V	6.8%	7.0%	9.5%	9.6%	7.6%	11.7%	3.9%	8.7%
%H (All HH)		100.0%	55.7%	23.9%	86.6%	63.2%	23.4%	94.0%
%H (TV HH)			55.7%	23.9%	86.6%	63.2%	23.4%	
5+	100	100	57	26	87	71	17	96
%V	3.4%	3.5%	4.8%	5.2%	3.8%	6.5%	1.4%	4.4%
%H (All HH)		100.0%	57.0%	26.0%	87.0%	71.0%	17.0%	96.0%
%H (TV HH)			57.0%	26.0%	87.0%	71.0%	17.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Under 20"	612	612	255	104	540	283	258	471
%V	20.6%	21.3%	21.7%	20.8%	23.6%	26.1%	21.4%	21.6%
%H (All HH)		100.0%	41.7%	17.0%	88.2%	46.2%	42.2%	77.0%
%H (TV HH)			41.7%	17.0%	88.2%	46.2%	42.2%	
20" - 29"	1048	1048	420	176	888	431	458	774
%V	35.3%	36.4%	35.7%	35.3%	38.8%	39.8%	38.0%	35.5%
%H (All HH)		100.0%	40.1%	16.8%	84.7%	41.1%	43.7%	73.9%
%H (TV HH)			40.1%	16.8%	84.7%	41.1%	43.7%	
30" - 39"	1618	1618	657	295	1331	659	672	1224
%V	54.4%	56.3%	55.8%	59.1%	58.1%	60.8%	55.8%	56.1%
%H (All HH)		100.0%	40.6%	18.2%	82.3%	40.7%	41.5%	75.6%
%H (TV HH)			40.6%	18.2%	82.3%	40.7%	41.5%	
40" and over	1199	1199	639	252	899	579	321	1040
%V	40.3%	41.7%	54.3%	50.5%	39.3%	53.4%	26.6%	47.6%
%H (All HH)		100.0%	53.3%	21.0%	75.0%	48.3%	26.8%	86.7%
%H (TV HH)			53.3%	21.0%	75.0%	48.3%	26.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%V (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Main living room	2843	2843	1167	497	2271	1078	1193	2103
%V	95.6%	98.9%	99.2%	99.6%	99.2%	99.4%	99.0%	96.3%
%H (All HH)		100.0%	41.0%	17.5%	79.9%	37.9%	42.0%	74.0%
%H (TV HH)			41.0%	17.5%	79.9%	37.9%	42.0%	
Kitchen	264	264	130	42	236	141	95	226
%V	8.9%	9.2%	11.0%	8.4%	10.3%	13.0%	7.9%	10.4%
%H (All HH)		100.0%	49.2%	15.9%	89.4%	53.4%	36.0%	85.6%
%H (TV HH)			49.2%	15.9%	89.4%	53.4%	36.0%	
Adult's bedroom	1304	1304	626	264	1084	659	425	1087
%V	43.9%	45.3%	53.2%	52.9%	47.4%	60.8%	35.3%	49.8%
%H (All HH)		100.0%	48.0%	20.2%	83.1%	50.5%	32.6%	83.4%
%H (TV HH)			48.0%	20.2%	83.1%	50.5%	32.6%	
Child's bedroom	245	245	132	61	205	151	54	225
%V	8.2%	8.5%	11.2%	12.2%	9.0%	13.9%	4.5%	10.3%
%H (All HH)		100.0%	53.9%	24.9%	83.7%	61.6%	22.0%	91.8%
%H (TV HH)			53.9%	24.9%	83.7%	61.6%	22.0%	
Other bedroom	153	153	80	38	134	97	38	137
%V	5.1%	5.3%	6.8%	7.6%	5.9%	8.9%	3.2%	6.3%
%H (All HH)		100.0%	52.3%	24.8%	87.6%	63.4%	24.8%	89.5%
%H (TV HH)			52.3%	24.8%	87.6%	63.4%	24.8%	
Second living/dining room	321	321	159	57	275	166	109	276
%V	10.8%	11.2%	13.5%	11.4%	12.0%	15.3%	9.0%	12.6%
%H (All HH)		100.0%	49.5%	17.8%	85.7%	51.7%	34.0%	86.0%
%H (TV HH)			49.5%	17.8%	85.7%	51.7%	34.0%	
Study/office	36	36	20	8	30	21	9	34
%V	1.2%	1.3%	1.7%	1.6%	1.3%	1.9%	0.7%	1.6%
%H (All HH)		100.0%	55.6%	22.2%	83.3%	58.3%	25.0%	94.4%
%H (TV HH)			55.6%	22.2%	83.3%	58.3%	25.0%	
TV room	15	15	9	2	11	7	4	15
%V	0.5%	0.5%	0.8%	0.4%	0.5%	0.6%	0.3%	0.7%
%H (All HH)		100.0%	60.0%	13.3%	73.3%	46.7%	26.7%	100.0%
%H (TV HH)			60.0%	13.3%	73.3%	46.7%	26.7%	
Conservatory	78	78	39	16	69	46	23	72
%V	2.6%	2.7%	3.3%	3.2%	3.0%	4.2%	1.9%	3.3%
%H (All HH)		100.0%	50.0%	20.5%	88.5%	59.0%	29.5%	92.3%
%H (TV HH)			50.0%	20.5%	88.5%	59.0%	29.5%	
Attic or loft room	6	6	2	0	5	1	4	6
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	16.7%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	83.3%	16.7%	66.7%	
No specific location	5	5	2	2	4	3	1	4
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	60.0%	20.0%	
Other	12	12	6	1	9	5	5	10
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	50.0%	8.3%	75.0%	41.7%	41.7%	83.3%
%H (TV HH)			50.0%	8.3%	75.0%	41.7%	41.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Any DSAT provider	1177	1177	1177	25	785	785	0	1011
%V	39.6%	40.9%	100.0%	5.0%	34.3%	72.4%	0.0%	46.3%
%H (All HH)			100.0%	2.1%	66.7%	66.7%	0.0%	85.9%
%H (TV HH)			100.0%	2.1%	66.7%	66.7%	0.0%	
Sky with subcription	1005	1005	1005	15	664	664	0	885
%V	33.8%	34.9%	85.4%	3.0%	29.0%	61.3%	0.0%	40.5%
%H (All HH)			100.0%	1.5%	66.1%	66.1%	0.0%	88.1%
%H (TV HH)			100.0%	1.5%	66.1%	66.1%	0.0%	
Sky without subscription	80	80	80	5	56	56	0	54
%V	2.7%	2.8%	6.8%	1.0%	2.4%	5.2%	0.0%	2.5%
%H (All HH)			100.0%	6.3%	70.0%	70.0%	0.0%	67.5%
%H (TV HH)			100.0%	6.3%	70.0%	70.0%	0.0%	
Freesat	87	87	87	3	65	65	0	70
%V	2.9%	3.0%	7.4%	0.6%	2.8%	6.0%	0.0%	3.2%
%H (All HH)			100.0%	3.4%	74.7%	74.7%	0.0%	80.5%
%H (TV HH)			100.0%	3.4%	74.7%	74.7%	0.0%	
Other satellite provider	16	16	16	3	8	8	0	13
%V	0.5%	0.6%	1.4%	0.6%	0.3%	0.7%	0.0%	0.6%
%H (All HH)			100.0%	18.8%	50.0%	50.0%	0.0%	81.3%
%H (TV HH)			100.0%	18.8%	50.0%	50.0%	0.0%	
DCAB	499	499	25	499	317	317	0	434
%V	16.8%	17.4%	2.1%	100.0%	13.8%	29.2%	0.0%	19.9%
%H (All HH)			5.0%	100.0%	63.5%	63.5%	0.0%	87.0%
%H (TV HH)			5.0%	100.0%	63.5%	63.5%	0.0%	
DTT	2289	2289	785	317	2289	1084	1205	1645
%V	77.0%	79.6%	66.7%	63.5%	100.0%	100.0%	100.0%	75.4%
%H (All HH)		100.0%	34.3%	13.8%	100.0%	47.4%	52.6%	71.9%
%H (TV HH)			34.3%	13.8%	100.0%	47.4%	52.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%H (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
PVR	1711	1711	1001	359	1251	881	369	1493
%V	57.6%	59.5%	85.0%	71.9%	54.7%	81.3%	30.6%	68.4%
%H (All HH)		100.0%	58.5%	21.0%	73.1%	51.5%	21.6%	87.3%
%H (TV HH)			58.5%	21.0%	73.1%	51.5%	21.6%	
DVDR	81	81	36	17	70	41	29	68
%V	2.7%	2.8%	3.1%	3.4%	3.1%	3.8%	2.4%	3.1%
%H (All HH)		100.0%	44.4%	21.0%	86.4%	50.6%	35.8%	84.0%
%H (TV HH)			44.4%	21.0%	86.4%	50.6%	35.8%	
VCR	58	58	22	7	49	20	29	37
%V	2.0%	2.0%	1.9%	1.4%	2.1%	1.8%	2.4%	1.7%
%H (All HH)		100.0%	37.9%	12.1%	84.5%	34.5%	50.0%	63.8%
%H (TV HH)			37.9%	12.1%	84.5%	34.5%	50.0%	
Any recorder	1766	1766	1012	368	1300	894	406	1526
%V	59.4%	61.4%	86.0%	73.7%	56.8%	82.5%	33.7%	69.9%
%H (All HH)		100.0%	57.3%	20.8%	73.6%	50.6%	23.0%	86.4%
%H (TV HH)			57.3%	20.8%	73.6%	50.6%	23.0%	
Receives HDTV (via STB or built-in reception)	1461	1461	769	368	1080	738	342	1272
%V	49.1%	50.8%	65.3%	73.7%	47.2%	68.1%	28.4%	58.3%
%H (All HH)		100.0%	52.6%	25.2%	73.9%	50.5%	23.4%	87.1%
%H (TV HH)			52.6%	25.2%	73.9%	50.5%	23.4%	
DVD/Blu-ray player or recorder	2094	2094	922	393	1655	861	794	1646
%V	70.4%	72.8%	78.3%	78.8%	72.3%	79.4%	65.9%	75.4%
%H (All HH)		100.0%	44.0%	18.8%	79.0%	41.1%	37.9%	78.6%
%H (TV HH)			44.0%	18.8%	79.0%	41.1%	37.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2973	2876	1177	499	2289	1084	1205	2183
%V (All HH)		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%
%H (TV HH)			40.9%	17.4%	79.6%	37.7%	41.9%	
Has broadband internet	2183	2127	1011	434	1645	953	691	2183
%V	73.4%	74.0%	85.9%	87.0%	71.9%	87.9%	57.3%	100.0%
%H (All HH)		97.4%	46.3%	19.9%	75.4%	43.7%	31.7%	100.0%
%H (TV HH)			47.5%	20.4%	77.3%	44.8%	32.5%	
Number of computers (PCs and laptops)								
0	717	682	160	64	575	121	455	40
%V	24.1%	23.7%	13.6%	12.8%	25.1%	11.2%	37.8%	1.8%
%H (All HH)		95.1%	22.3%	8.9%	80.2%	16.9%	63.5%	5.6%
%H (TV HH)			23.5%	9.4%	84.3%	17.7%	66.7%	
1	1152	1114	455	212	882	432	450	1064
%V	38.7%	38.7%	38.7%	42.5%	38.5%	39.9%	37.3%	48.7%
%H (All HH)		96.7%	39.5%	18.4%	76.6%	37.5%	39.1%	92.4%
%H (TV HH)			40.8%	19.0%	79.2%	38.8%	40.4%	
2	578	565	280	113	432	256	176	560
%V	19.4%	19.6%	23.8%	22.6%	18.9%	23.6%	14.6%	25.7%
%H (All HH)		97.8%	48.4%	19.6%	74.7%	44.3%	30.4%	96.9%
%H (TV HH)			49.6%	20.0%	76.5%	45.3%	31.2%	
3	274	269	144	57	209	140	69	269
%V	9.2%	9.4%	12.2%	11.4%	9.1%	12.9%	5.7%	12.3%
%H (All HH)		98.2%	52.6%	20.8%	76.3%	51.1%	25.2%	98.2%
%H (TV HH)			53.5%	21.2%	77.7%	52.0%	25.7%	
4	130	128	67	26	99	64	35	128
%V	4.4%	4.5%	5.7%	5.2%	4.3%	5.9%	2.9%	5.9%
%H (All HH)		98.5%	51.5%	20.0%	76.2%	49.2%	26.9%	98.5%
%H (TV HH)			52.3%	20.3%	77.3%	50.0%	27.3%	
5+	122	118	71	27	92	70	21	121
%V	4.1%	4.1%	6.0%	5.4%	4.0%	6.5%	1.7%	5.5%
%H (All HH)		96.7%	58.2%	22.1%	75.4%	57.4%	17.2%	99.2%
%H (TV HH)			60.2%	22.9%	78.0%	59.3%	17.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5823	2668	1117	4775	2696	2079	4685
%H		45.8%	19.2%	82.0%	46.3%	35.7%	80.5%
Under 20"	785	347	136	699	389	310	620
%V	13.5%	13.0%	12.2%	14.6%	14.4%	14.9%	13.2%
%H		44.2%	17.3%	89.0%	49.6%	39.5%	79.0%
20" - 29"	1354	564	237	1161	599	562	1037
%V	23.3%	21.1%	21.2%	24.3%	22.2%	27.0%	22.1%
%H		41.7%	17.5%	85.7%	44.2%	41.5%	76.6%
30" - 39"	1957	829	374	1622	859	763	1529
%V	33.6%	31.1%	33.5%	34.0%	31.9%	36.7%	32.6%
%H		42.4%	19.1%	82.9%	43.9%	39.0%	78.1%
40" and over	1423	786	303	1067	714	352	1255
%V	24.4%	29.5%	27.1%	22.3%	26.5%	16.9%	26.8%
%H		55.2%	21.3%	75.0%	50.2%	24.7%	88.2%
Don't know	128	48	28	105	52	53	96
%V	2.2%	1.8%	2.5%	2.2%	1.9%	2.5%	2.0%
%H		37.5%	21.9%	82.0%	40.6%	41.4%	75.0%
Not Asked	176	94	39	121	83	39	148
%V	3.0%	3.5%	3.5%	2.5%	3.1%	1.9%	3.2%
%H		53.4%	22.2%	68.8%	47.2%	22.2%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5823	2668	1117	4775	2696	2079	4685
%H		45.8%	19.2%	82.0%	46.3%	35.7%	80.5%
Main living room	2851	1170	499	2276	1081	1195	2110
%V	49.0%	43.9%	44.7%	47.7%	40.1%	57.5%	45.0%
%H		41.0%	17.5%	79.8%	37.9%	41.9%	74.0%
Kitchen	265	131	42	238	142	96	227
%V	4.6%	4.9%	3.8%	5.0%	5.3%	4.6%	4.8%
%H		49.4%	15.8%	89.8%	53.6%	36.2%	85.7%
Adult's bedroom	1550	757	329	1299	819	481	1317
%V	26.6%	28.4%	29.5%	27.2%	30.4%	23.1%	28.1%
%H		48.8%	21.2%	83.8%	52.8%	31.0%	85.0%
Child's bedroom	325	178	78	273	201	71	301
%V	5.6%	6.7%	7.0%	5.7%	7.5%	3.4%	6.4%
%H		54.8%	24.0%	84.0%	61.8%	21.8%	92.6%
Other bedroom	177	96	40	159	116	43	157
%V	3.0%	3.6%	3.6%	3.3%	4.3%	2.1%	3.4%
%H		54.2%	22.6%	89.8%	65.5%	24.3%	88.7%
Second living/dining room	325	161	57	279	169	110	280
%V	5.6%	6.0%	5.1%	5.8%	6.3%	5.3%	6.0%
%H		49.5%	17.5%	85.8%	52.0%	33.8%	86.2%
Study/office	37	21	9	31	22	9	35
%V	0.6%	0.8%	0.8%	0.6%	0.8%	0.4%	0.7%
%H		56.8%	24.3%	83.8%	59.5%	24.3%	94.6%
TV room	16	10	2	11	7	4	15
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		62.5%	12.5%	68.8%	43.8%	25.0%	93.8%
Conservatory	78	39	16	69	46	23	72
%V	1.3%	1.5%	1.4%	1.4%	1.7%	1.1%	1.5%
%H		50.0%	20.5%	88.5%	59.0%	29.5%	92.3%
Attic or loft room	6	2	0	5	1	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	100.0%
No specific location	6	2	3	5	4	1	5
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	50.0%	83.3%	66.7%	16.7%	83.3%
Other	13	7	1	10	5	5	11
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		53.8%	7.7%	76.9%	38.5%	38.5%	84.6%
Not Asked	176	94	39	121	83	39	148
%V	3.0%	3.5%	3.5%	2.5%	3.1%	1.9%	3.2%
%H		53.4%	22.2%	68.8%	47.2%	22.2%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	5823	2668	1117	4775	2696	2079	4685
%H		45.8%	19.2%	82.0%	46.3%	35.7%	80.5%
PVR	2280	1387	500	1601	1180	421	2034
%V	39.2%	52.0%	44.8%	33.5%	43.8%	20.3%	43.4%
%H		60.8%	21.9%	70.2%	51.8%	18.5%	89.2%
DVDR	92	42	19	78	46	32	77
%V	1.6%	1.6%	1.7%	1.6%	1.7%	1.5%	1.6%
%H		45.7%	20.7%	84.8%	50.0%	34.8%	83.7%
VCR	59	22	8	49	21	29	38
%V	1.0%	0.8%	0.7%	1.0%	0.8%	1.4%	0.8%
%H		37.3%	13.6%	83.1%	35.6%	49.2%	64.4%
Any recorder	2352	1406	513	1666	1205	462	2080
%V	40.4%	52.7%	45.9%	34.9%	44.7%	22.2%	44.4%
%H		59.8%	21.8%	70.8%	51.2%	19.6%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5823	2668	1117	4775	2696	2079	4685
%H		45.8%	19.2%	82.0%	46.3%	35.7%	80.5%
Receives HDTV (via STB or built-in reception)	2087	1104	551	1534	1077	457	1853
%V	35.8%	41.4%	49.3%	32.1%	39.9%	22.0%	39.6%
%H		52.9%	26.4%	73.5%	51.6%	21.9%	88.8%
DVD/Blu-ray player or recorder	3054	1434	615	2469	1437	1032	2530
%V	52.4%	53.7%	55.1%	51.7%	53.3%	49.6%	54.0%
%H		47.0%	20.1%	80.8%	47.1%	33.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2871	1176	499	2289	1084	1205	2124
%H		41.0%	17.4%	79.7%	37.8%	42.0%	74.0%
Under 20"	56	10	5	48	6	41	28
%V	2.0%	0.9%	1.0%	2.1%	0.6%	3.4%	1.3%
%H		17.9%	8.9%	85.7%	10.7%	73.2%	50.0%
20" - 29"	383	96	39	325	79	246	202
%V	13.3%	8.2%	7.8%	14.2%	7.3%	20.4%	9.5%
%H		25.1%	10.2%	84.9%	20.6%	64.2%	52.7%
30" - 39"	1222	433	205	1013	429	584	863
%V	42.6%	36.8%	41.1%	44.3%	39.6%	48.5%	40.6%
%H		35.4%	16.8%	82.9%	35.1%	47.8%	70.6%
40" and over	1153	620	242	862	557	304	997
%V	40.2%	52.7%	48.5%	37.7%	51.4%	25.2%	46.9%
%H		53.8%	21.0%	74.8%	48.3%	26.4%	86.5%
Don't know	53	16	9	42	13	29	32
%V	1.8%	1.4%	1.8%	1.8%	1.2%	2.4%	1.5%
%H		30.2%	17.0%	79.2%	24.5%	54.7%	60.4%
Not Asked	4	1	0	0	0	1	2
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	0.0%	0.0%	25.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2871	1176	499	2289	1084	1205	2124
%H		41.0%	17.4%	79.7%	37.8%	42.0%	74.0%
PVR	1672	987	349	1217	864	353	1459
%V	58.2%	83.9%	69.9%	53.2%	79.7%	29.3%	68.7%
%H		59.0%	20.9%	72.8%	51.7%	21.1%	87.3%
DVDR	67	27	14	57	31	26	54
%V	2.3%	2.3%	2.8%	2.5%	2.9%	2.2%	2.5%
%H		40.3%	20.9%	85.1%	46.3%	38.8%	80.6%
VCR	45	17	6	36	14	23	28
%V	1.6%	1.4%	1.2%	1.6%	1.3%	1.9%	1.3%
%H		37.8%	13.3%	80.0%	31.1%	51.1%	62.2%
Any recorder	1723	997	358	1261	876	385	1487
%V	60.0%	84.8%	71.7%	55.1%	80.8%	32.0%	70.0%
%H		57.9%	20.8%	73.2%	50.8%	22.3%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2871	1176	499	2289	1084	1205	2124
%H		41.0%	17.4%	79.7%	37.8%	42.0%	74.0%
Receives HDTV (via STB or built-in reception)	1416	748	360	1044	718	325	1231
%V	49.3%	63.6%	72.1%	45.6%	66.2%	27.0%	58.0%
%H		52.8%	25.4%	73.7%	50.7%	23.0%	86.9%
DVD/Blu-ray player or recorder	1937	847	364	1523	783	740	1518
%V	67.5%	72.0%	72.9%	66.5%	72.2%	61.4%	71.5%
%H		43.7%	18.8%	78.6%	40.4%	38.2%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2952	1492	618	2486	1612	874	2561
%H		50.5%	20.9%	84.2%	54.6%	29.6%	86.8%
Under 20"	730	337	131	652	383	269	592
%V	24.7%	22.6%	21.2%	26.2%	23.8%	30.8%	23.1%
%H		46.2%	17.9%	89.3%	52.5%	36.8%	81.1%
20" - 29"	971	468	198	836	520	315	835
%V	32.9%	31.4%	32.0%	33.6%	32.3%	36.0%	32.6%
%H		48.2%	20.4%	86.1%	53.6%	32.4%	86.0%
30" - 39"	735	395	168	609	430	179	666
%V	24.9%	26.5%	27.2%	24.5%	26.7%	20.5%	26.0%
%H		53.7%	22.9%	82.9%	58.5%	24.4%	90.6%
40" and over	270	166	62	205	157	48	258
%V	9.1%	11.1%	10.0%	8.2%	9.7%	5.5%	10.1%
%H		61.5%	23.0%	75.9%	58.1%	17.8%	95.6%
Don't know	75	32	19	63	39	24	64
%V	2.5%	2.1%	3.1%	2.5%	2.4%	2.7%	2.5%
%H		42.7%	25.3%	84.0%	52.0%	32.0%	85.3%
Not Asked	171	94	40	121	83	39	146
%V	5.8%	6.3%	6.5%	4.9%	5.1%	4.5%	5.7%
%H		55.0%	23.4%	70.8%	48.5%	22.8%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2952	1492	618	2486	1612	874	2561
%H		50.5%	20.9%	84.2%	54.6%	29.6%	86.8%
PVR	607	400	151	384	316	68	575
%V	20.6%	26.8%	24.4%	15.4%	19.6%	7.8%	22.5%
%H		65.9%	24.9%	63.3%	52.1%	11.2%	94.7%
DVDR	26	14	5	22	15	7	23
%V	0.9%	0.9%	0.8%	0.9%	0.9%	0.8%	0.9%
%H		53.8%	19.2%	84.6%	57.7%	26.9%	88.5%
VCR	14	5	2	13	7	6	11
%V	0.5%	0.3%	0.3%	0.5%	0.4%	0.7%	0.4%
%H		35.7%	14.3%	92.9%	50.0%	42.9%	78.6%
Any recorder	629	410	155	405	329	76	592
%V	21.3%	27.5%	25.1%	16.3%	20.4%	8.7%	23.1%
%H		65.2%	24.6%	64.4%	52.3%	12.1%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2952	1492	618	2486	1612	874	2561
%H		50.5%	20.9%	84.2%	54.6%	29.6%	86.8%
Receives HDTV (via STB or built-in reception)	670	356	191	490	359	132	622
%V	22.7%	23.9%	30.9%	19.7%	22.3%	15.1%	24.3%
%H		53.1%	28.5%	73.1%	53.6%	19.7%	92.8%
DVD/Blu-ray player or recorder	1117	587	251	946	655	291	1012
%V	37.8%	39.3%	40.6%	38.1%	40.6%	33.3%	39.5%
%H		52.6%	22.5%	84.7%	58.6%	26.1%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	6817	6625	3088	1291	5127	2845	2282	5560
%H		97.2%	45.3%	18.9%	75.2%	41.7%	33.5%	81.6%
Total Children	1312	1280	682	285	914	589	326	1147
%V	19.2%	19.3%	22.1%	22.1%	17.8%	20.7%	14.3%	20.6%
%H		97.6%	52.0%	21.7%	69.7%	44.9%	24.8%	87.4%
0 - 3	350	340	170	70	230	129	101	284
%V	5.1%	5.1%	5.5%	5.4%	4.5%	4.5%	4.4%	5.1%
%H		97.1%	48.6%	20.0%	65.7%	36.9%	28.9%	81.1%
4 - 15	962	941	512	215	685	459	225	863
%V	14.1%	14.2%	16.6%	16.7%	13.4%	16.1%	9.9%	15.5%
%H		97.8%	53.2%	22.3%	71.2%	47.7%	23.4%	89.7%
4 - 9	502	491	267	115	357	242	115	444
%V	7.4%	7.4%	8.6%	8.9%	7.0%	8.5%	5.0%	8.0%
%H		97.8%	53.2%	22.9%	71.1%	48.2%	22.9%	88.4%
10 - 15	460	449	245	100	328	218	110	419
%V	6.7%	6.8%	7.9%	7.7%	6.4%	7.7%	4.8%	7.5%
%H		97.6%	53.3%	21.7%	71.3%	47.4%	23.9%	91.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6817	6625	3088	1291	5127	2845	2282	5560
%H		97.2%	45.3%	18.9%	75.2%	41.7%	33.5%	81.6%
Total Adults (16+)	5505	5345	2407	1005	4213	2256	1957	4414
%V	80.8%	80.7%	77.9%	77.8%	82.2%	79.3%	85.8%	79.4%
%H		97.1%	43.7%	18.3%	76.5%	41.0%	35.5%	80.2%
16 - 19	333	327	167	74	264	178	86	304
%V	4.9%	4.9%	5.4%	5.7%	5.1%	6.3%	3.8%	5.5%
%H		98.2%	50.2%	22.2%	79.3%	53.5%	25.8%	91.3%
20 - 24	462	437	201	80	337	182	155	390
%V	6.8%	6.6%	6.5%	6.2%	6.6%	6.4%	6.8%	7.0%
%H		94.6%	43.5%	17.3%	72.9%	39.4%	33.5%	84.4%
25 - 34	899	853	435	175	607	364	242	789
%V	13.2%	12.9%	14.1%	13.6%	11.8%	12.8%	10.6%	14.2%
%H		94.9%	48.4%	19.5%	67.5%	40.5%	26.9%	87.8%
35 - 44	883	854	428	187	628	382	246	786
%V	13.0%	12.9%	13.9%	14.5%	12.2%	13.4%	10.8%	14.1%
%H		96.7%	48.5%	21.2%	71.1%	43.3%	27.9%	89.0%
45 - 54	988	969	473	201	769	463	306	874
%V	14.5%	14.6%	15.3%	15.6%	15.0%	16.3%	13.4%	15.7%
%H		98.1%	47.9%	20.3%	77.8%	46.9%	31.0%	88.5%
55 - 64	794	775	339	149	619	330	289	651
%V	11.6%	11.7%	11.0%	11.5%	12.1%	11.6%	12.7%	11.7%
%H		97.6%	42.7%	18.8%	78.0%	41.6%	36.4%	82.0%
65+	1147	1130	363	138	989	356	632	620
%V	16.8%	17.1%	11.8%	10.7%	19.3%	12.5%	27.7%	11.2%
%H		98.5%	31.6%	12.0%	86.2%	31.0%	55.1%	54.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	5505	5345	2407	1005	4213	2256	1957	4414
%H		97.1%	43.7%	18.3%	76.5%	41.0%	35.5%	80.2%
AB	1272	1237	610	213	981	560	421	1197
%V	23.1%	23.1%	25.3%	21.2%	23.3%	24.8%	21.5%	27.1%
%H		97.2%	48.0%	16.7%	77.1%	44.0%	33.1%	94.1%
C1	1543	1497	730	264	1158	653	505	1328
%V	28.0%	28.0%	30.3%	26.3%	27.5%	28.9%	25.8%	30.1%
%H		97.0%	47.3%	17.1%	75.0%	42.3%	32.7%	86.1%
C2	1204	1182	550	252	949	554	395	975
%V	21.9%	22.1%	22.9%	25.1%	22.5%	24.6%	20.2%	22.1%
%H		98.2%	45.7%	20.9%	78.8%	46.0%	32.8%	81.0%
D	839	810	322	191	609	316	293	631
%V	15.2%	15.2%	13.4%	19.0%	14.5%	14.0%	15.0%	14.3%
%H		96.5%	38.4%	22.8%	72.6%	37.7%	34.9%	75.2%
E	646	619	194	85	515	172	343	283
%V	11.7%	11.6%	8.1%	8.5%	12.2%	7.6%	17.5%	6.4%
%H		95.8%	30.0%	13.2%	79.7%	26.6%	53.1%	43.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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+)	5505	5345	2407	1005	4213	2256	1957	4414
%H		97.1%	43.7%	18.3%	76.5%	41.0%	35.5%	80.2%
Working full time	2452	2391	1214	494	1822	1124	698	2252
%V	44.5%	44.7%	50.4%	49.2%	43.2%	49.8%	35.7%	51.0%
%H		97.5%	49.5%	20.1%	74.3%	45.8%	28.5%	91.8%
Working part time	519	507	239	104	386	217	169	458
%V	9.4%	9.5%	9.9%	10.3%	9.2%	9.6%	8.6%	10.4%
%H		97.7%	46.1%	20.0%	74.4%	41.8%	32.6%	88.2%
Not working	2535	2447	954	407	2005	915	1090	1703
%V	46.0%	45.8%	39.6%	40.5%	47.6%	40.6%	55.7%	38.6%
%H		96.5%	37.6%	16.1%	79.1%	36.1%	43.0%	67.2%
Housewife/Houseperson	2973	2876	1177	499	2289	1084	1205	2183
%V	54.0%	53.8%	48.9%	49.7%	54.3%	48.0%	61.6%	49.5%
%H		96.7%	39.6%	16.8%	77.0%	36.5%	40.5%	73.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2679	2582	1190	500	2024	1121	904	2178
%H		96.4%	44.4%	18.7%	75.6%	41.8%	33.7%	81.3%
16 - 19	169	167	83	35	137	88	48	158
%V	6.3%	6.5%	7.0%	7.0%	6.8%	7.9%	5.3%	7.3%
%H		98.8%	49.1%	20.7%	81.1%	52.1%	28.4%	93.5%
20 - 24	227	213	103	41	172	101	71	196
%V	8.5%	8.2%	8.7%	8.2%	8.5%	9.0%	7.9%	9.0%
%H		93.8%	45.4%	18.1%	75.8%	44.5%	31.3%	86.3%
25 - 34	447	418	212	86	294	175	119	393
%V	16.7%	16.2%	17.8%	17.2%	14.5%	15.6%	13.2%	18.0%
%H		93.5%	47.4%	19.2%	65.8%	39.1%	26.6%	87.9%
35 - 44	432	416	200	96	305	182	123	378
%V	16.1%	16.1%	16.8%	19.2%	15.1%	16.2%	13.6%	17.4%
%H		96.3%	46.3%	22.2%	70.6%	42.1%	28.5%	87.5%
45 - 54	488	475	235	98	374	228	146	426
%V	18.2%	18.4%	19.7%	19.6%	18.5%	20.3%	16.2%	19.6%
%H		97.3%	48.2%	20.1%	76.6%	46.7%	29.9%	87.3%
55 - 64	391	381	165	75	302	160	142	312
%V	14.6%	14.8%	13.9%	15.0%	14.9%	14.3%	15.7%	14.3%
%H		97.4%	42.2%	19.2%	77.2%	40.9%	36.3%	79.8%
65+	524	514	193	69	441	187	254	315
%V	19.6%	19.9%	16.2%	13.8%	21.8%	16.7%	28.1%	14.5%
%H		98.1%	36.8%	13.2%	84.2%	35.7%	48.5%	60.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2679	2582	1190	500	2024	1121	904	2178
%H		96.4%	44.4%	18.7%	75.6%	41.8%	33.7%	81.3%
AB	635	617	304	107	489	280	209	598
%V	23.7%	23.9%	25.5%	21.4%	24.2%	25.0%	23.1%	27.5%
%H		97.2%	47.9%	16.9%	77.0%	44.1%	32.9%	94.2%
C1	716	689	354	126	525	314	210	631
%V	26.7%	26.7%	29.7%	25.2%	25.9%	28.0%	23.2%	29.0%
%H		96.2%	49.4%	17.6%	73.3%	43.9%	29.3%	88.1%
C2	654	640	294	139	517	302	215	524
%V	24.4%	24.8%	24.7%	27.8%	25.5%	26.9%	23.8%	24.1%
%H		97.9%	45.0%	21.3%	79.1%	46.2%	32.9%	80.1%
D	398	378	155	91	280	151	129	302
%V	14.9%	14.6%	13.0%	18.2%	13.8%	13.5%	14.3%	13.9%
%H		95.0%	38.9%	22.9%	70.4%	37.9%	32.4%	75.9%
E	276	259	83	36	214	74	140	123
%V	10.3%	10.0%	7.0%	7.2%	10.6%	6.6%	15.5%	5.6%
%H		93.8%	30.1%	13.0%	77.5%	26.8%	50.7%	44.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2679	2582	1190	500	2024	1121	904	2178
%H		96.4%	44.4%	18.7%	75.6%	41.8%	33.7%	81.3%
Working full time	1456	1410	724	296	1067	668	399	1337
%V	54.3%	54.6%	60.8%	59.2%	52.7%	59.6%	44.1%	61.4%
%H		96.8%	49.7%	20.3%	73.3%	45.9%	27.4%	91.8%
Working part time	128	125	57	25	95	50	45	108
%V	4.8%	4.8%	4.8%	5.0%	4.7%	4.5%	5.0%	5.0%
%H		97.7%	44.5%	19.5%	74.2%	39.1%	35.2%	84.4%
Not working	1095	1047	409	179	863	403	459	734
%V	40.9%	40.5%	34.4%	35.8%	42.6%	36.0%	50.8%	33.7%
%H		95.6%	37.4%	16.3%	78.8%	36.8%	41.9%	67.0%
Housewife/Houseperson	653	605	209	97	482	189	293	387
%V	24.4%	23.4%	17.6%	19.4%	23.8%	16.9%	32.4%	17.8%
%H		92.6%	32.0%	14.9%	73.8%	28.9%	44.9%	59.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2826	2762	1216	506	2188	1135	1053	2235
%H		97.7%	43.0%	17.9%	77.4%	40.2%	37.3%	79.1%
16 - 19	164	161	85	39	127	89	38	146
%V	5.8%	5.8%	7.0%	7.7%	5.8%	7.8%	3.6%	6.5%
%H		98.2%	51.8%	23.8%	77.4%	54.3%	23.2%	89.0%
20 - 24	234	224	99	39	165	81	84	194
%V	8.3%	8.1%	8.1%	7.7%	7.5%	7.1%	8.0%	8.7%
%H		95.7%	42.3%	16.7%	70.5%	34.6%	35.9%	82.9%
25 - 34	452	435	223	89	313	190	123	396
%V	16.0%	15.7%	18.3%	17.6%	14.3%	16.7%	11.7%	17.7%
%H		96.2%	49.3%	19.7%	69.2%	42.0%	27.2%	87.6%
35 - 44	450	438	228	91	323	200	123	408
%V	15.9%	15.9%	18.8%	18.0%	14.8%	17.6%	11.7%	18.3%
%H		97.3%	50.7%	20.2%	71.8%	44.4%	27.3%	90.7%
45 - 54	500	495	239	103	395	235	159	448
%V	17.7%	17.9%	19.7%	20.4%	18.1%	20.7%	15.1%	20.0%
%H		99.0%	47.8%	20.6%	79.0%	47.0%	31.8%	89.6%
55 - 64	403	395	173	75	318	170	147	339
%V	14.3%	14.3%	14.2%	14.8%	14.5%	15.0%	14.0%	15.2%
%H		98.0%	42.9%	18.6%	78.9%	42.2%	36.5%	84.1%
65+	623	616	170	69	548	170	378	305
%V	22.0%	22.3%	14.0%	13.6%	25.0%	15.0%	35.9%	13.6%
%H		98.9%	27.3%	11.1%	88.0%	27.3%	60.7%	49.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2826	2762	1216	506	2188	1135	1053	2235
%H		97.7%	43.0%	17.9%	77.4%	40.2%	37.3%	79.1%
AB	637	620	306	106	492	280	212	598
%V	22.5%	22.4%	25.2%	20.9%	22.5%	24.7%	20.1%	26.8%
%H		97.3%	48.0%	16.6%	77.2%	44.0%	33.3%	93.9%
C1	827	809	376	138	634	339	295	697
%V	29.3%	29.3%	30.9%	27.3%	29.0%	29.9%	28.0%	31.2%
%H		97.8%	45.5%	16.7%	76.7%	41.0%	35.7%	84.3%
C2	550	542	256	113	432	253	180	451
%V	19.5%	19.6%	21.1%	22.3%	19.7%	22.3%	17.1%	20.2%
%H		98.5%	46.5%	20.5%	78.5%	46.0%	32.7%	82.0%
D	441	431	167	100	329	165	164	329
%V	15.6%	15.6%	13.7%	19.8%	15.0%	14.5%	15.6%	14.7%
%H		97.7%	37.9%	22.7%	74.6%	37.4%	37.2%	74.6%
E	370	360	111	49	301	98	203	160
%V	13.1%	13.0%	9.1%	9.7%	13.8%	8.6%	19.3%	7.2%
%H		97.3%	30.0%	13.2%	81.4%	26.5%	54.9%	43.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2826	2762	1216	506	2188	1135	1053	2235
%H		97.7%	43.0%	17.9%	77.4%	40.2%	37.3%	79.1%
Working full time	995	980	489	198	755	457	299	915
%V	35.2%	35.5%	40.2%	39.1%	34.5%	40.3%	28.4%	40.9%
%H		98.5%	49.1%	19.9%	75.9%	45.9%	30.1%	92.0%
Working part time	391	382	182	79	290	167	123	351
%V	13.8%	13.8%	15.0%	15.6%	13.3%	14.7%	11.7%	15.7%
%H		97.7%	46.5%	20.2%	74.2%	42.7%	31.5%	89.8%
Not working	1439	1400	545	228	1143	512	631	970
%V	50.9%	50.7%	44.8%	45.1%	52.2%	45.1%	59.9%	43.4%
%H		97.3%	37.9%	15.8%	79.4%	35.6%	43.8%	67.4%
Housewife/Houseperson	2320	2271	967	402	1808	896	912	1797
%V	82.1%	82.2%	79.5%	79.4%	82.6%	78.9%	86.6%	80.4%
%H		97.9%	41.7%	17.3%	77.9%	38.6%	39.3%	77.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
AB	567	551	258	88	391	191	200	527
%V	23.3%	23.6%	26.0%	21.9%	23.1%	24.7%	21.8%	29.6%
%H (All HH)		97.2%	45.5%	15.5%	69.0%	33.7%	35.3%	92.9%
%H (TV HH)			46.8%	16.0%	71.0%	34.7%	36.3%	
C1	665	623	271	117	438	213	226	546
%V	27.3%	26.7%	27.3%	29.2%	25.9%	27.6%	24.6%	30.7%
%H (All HH)		93.7%	40.8%	17.6%	65.9%	32.0%	34.0%	82.1%
%H (TV HH)			43.5%	18.8%	70.3%	34.2%	36.3%	
C2	441	430	208	81	306	166	140	343
%V	18.1%	18.4%	20.9%	20.2%	18.1%	21.5%	15.3%	19.3%
%H (All HH)		97.5%	47.2%	18.4%	69.4%	37.6%	31.7%	77.8%
%H (TV HH)			48.4%	18.8%	71.2%	38.6%	32.6%	
D	409	392	165	72	284	133	151	251
%V	16.8%	16.8%	16.6%	18.0%	16.8%	17.2%	16.5%	14.1%
%H (All HH)		95.8%	40.3%	17.6%	69.4%	32.5%	36.9%	61.4%
%H (TV HH)			42.1%	18.4%	72.4%	33.9%	38.5%	
E	353	337	91	43	271	71	200	113
%V	14.5%	14.4%	9.2%	10.7%	16.0%	9.2%	21.8%	6.3%
%H (All HH)		95.5%	25.8%	12.2%	76.8%	20.1%	56.7%	32.0%
%H (TV HH)			27.0%	12.8%	80.4%	21.1%	59.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%V (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Under 25	128	109	47	17	72	34	38	101
%V	5.3%	4.7%	4.7%	4.2%	4.3%	4.4%	4.1%	5.7%
%H (All HH)		85.2%	36.7%	13.3%	56.3%	26.6%	29.7%	78.9%
%H (TV HH)			43.1%	15.6%	66.1%	31.2%	34.9%	
25 - 34	378	349	174	67	220	123	97	324
%V	15.5%	15.0%	17.5%	16.7%	13.0%	15.9%	10.6%	18.2%
%H (All HH)		92.3%	46.0%	17.7%	58.2%	32.5%	25.7%	85.7%
%H (TV HH)			49.9%	19.2%	63.0%	35.2%	27.8%	
35 - 44	390	374	183	71	244	128	116	337
%V	16.0%	16.0%	18.4%	17.7%	14.4%	16.6%	12.6%	18.9%
%H (All HH)		95.9%	46.9%	18.2%	62.6%	32.8%	29.7%	86.4%
%H (TV HH)			48.9%	19.0%	65.2%	34.2%	31.0%	
45 - 54	489	475	228	90	340	186	154	421
%V	20.1%	20.4%	22.9%	22.4%	20.1%	24.1%	16.8%	23.6%
%H (All HH)		97.1%	46.6%	18.4%	69.5%	38.0%	31.5%	86.1%
%H (TV HH)			48.0%	18.9%	71.6%	39.2%	32.4%	
55 - 64	414	400	170	78	298	146	153	324
%V	17.0%	17.1%	17.1%	19.5%	17.6%	18.9%	16.7%	18.2%
%H (All HH)		96.6%	41.1%	18.8%	72.0%	35.3%	37.0%	78.3%
%H (TV HH)			42.5%	19.5%	74.5%	36.5%	38.3%	
65 +	638	627	191	77	516	156	360	273
%V	26.2%	26.9%	19.2%	19.2%	30.5%	20.2%	39.3%	15.3%
%H (All HH)		98.3%	29.9%	12.1%	80.9%	24.5%	56.4%	42.8%
%H (TV HH)			30.5%	12.3%	82.3%	24.9%	57.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
1	871	820	221	120	628	162	466	418
%V	35.8%	35.1%	22.2%	29.9%	37.2%	21.0%	50.8%	23.5%
%H (All HH)		94.1%	25.4%	13.8%	72.1%	18.6%	53.5%	48.0%
%H (TV HH)			27.0%	14.6%	76.6%	19.8%	56.8%	
2	836	806	368	135	593	298	295	684
%V	34.3%	34.5%	37.0%	33.7%	35.1%	38.6%	32.2%	38.4%
%H (All HH)		96.4%	44.0%	16.1%	70.9%	35.6%	35.3%	81.8%
%H (TV HH)			45.7%	16.7%	73.6%	37.0%	36.6%	
3	358	347	190	77	236	154	82	327
%V	14.7%	14.9%	19.1%	19.2%	14.0%	19.9%	8.9%	18.4%
%H (All HH)		96.9%	53.1%	21.5%	65.9%	43.0%	22.9%	91.3%
%H (TV HH)			54.8%	22.2%	68.0%	44.4%	23.6%	
4	272	262	155	50	174	118	56	258
%V	11.2%	11.2%	15.6%	12.5%	10.3%	15.3%	6.1%	14.5%
%H (All HH)		96.3%	57.0%	18.4%	64.0%	43.4%	20.6%	94.9%
%H (TV HH)			59.2%	19.1%	66.4%	45.0%	21.4%	
5+	99	97	59	19	59	41	18	94
%V	4.1%	4.2%	5.9%	4.7%	3.5%	5.3%	2.0%	5.3%
%H (All HH)		98.0%	59.6%	19.2%	59.6%	41.4%	18.2%	94.9%
%H (TV HH)			60.8%	19.6%	60.8%	42.3%	18.6%	
Average HH size	2.16	2.17	2.48	2.30	2.11	2.47	1.80	2.43

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Without	1874	1782	674	301	1332	545	787	1262
%V	76.9%	76.4%	67.8%	75.1%	78.8%	70.5%	85.8%	70.9%
%H (All HH)		95.1%	36.0%	16.1%	71.1%	29.1%	42.0%	67.3%
%H (TV HH)			37.8%	16.9%	74.7%	30.6%	44.2%	
With	562	550	320	101	358	229	130	519
%V	23.1%	23.6%	32.2%	25.2%	21.2%	29.6%	14.2%	29.1%
%H (All HH)		97.9%	56.9%	18.0%	63.7%	40.7%	23.1%	92.3%
%H (TV HH)			58.2%	18.4%	65.1%	41.6%	23.6%	
0 - 3	204	200	122	38	129	88	41	183
%V	8.4%	8.6%	12.3%	9.5%	7.6%	11.4%	4.5%	10.3%
%H (All HH)		98.0%	59.8%	18.6%	63.2%	43.1%	20.1%	89.7%
%H (TV HH)			61.0%	19.0%	64.5%	44.0%	20.5%	
4 - 9	265	259	149	48	159	97	62	243
%V	10.9%	11.1%	15.0%	12.0%	9.4%	12.5%	6.8%	13.6%
%H (All HH)		97.7%	56.2%	18.1%	60.0%	36.6%	23.4%	91.7%
%H (TV HH)			57.5%	18.5%	61.4%	37.5%	23.9%	
10 - 15	262	257	151	48	171	114	58	250
%V	10.8%	11.0%	15.2%	12.0%	10.1%	14.7%	6.3%	14.0%
%H (All HH)		98.1%	57.6%	18.3%	65.3%	43.5%	22.1%	95.4%
%H (TV HH)			58.8%	18.7%	66.5%	44.4%	22.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
1	923	923	296	133	615	146	469	564
%V	37.9%	39.6%	29.8%	33.2%	36.4%	18.9%	51.1%	31.7%
%H (All HH)		100.0%	32.1%	14.4%	66.6%	15.8%	50.8%	61.1%
%H (TV HH)			32.1%	14.4%	66.6%	15.8%	50.8%	
2	829	829	359	150	622	301	321	622
%V	34.0%	35.5%	36.1%	37.4%	36.8%	38.9%	35.0%	34.9%
%H (All HH)		100.0%	43.3%	18.1%	75.0%	36.3%	38.7%	75.0%
%H (TV HH)			43.3%	18.1%	75.0%	36.3%	38.7%	
3	377	377	208	77	286	192	95	332
%V	15.5%	16.2%	20.9%	19.2%	16.9%	24.8%	10.4%	18.6%
%H (All HH)		100.0%	55.2%	20.4%	75.9%	50.9%	25.2%	88.1%
%H (TV HH)			55.2%	20.4%	75.9%	50.9%	25.2%	
4	133	133	82	29	107	85	23	125
%V	5.5%	5.7%	8.2%	7.2%	6.3%	11.0%	2.5%	7.0%
%H (All HH)		100.0%	61.7%	21.8%	80.5%	63.9%	17.3%	94.0%
%H (TV HH)			61.7%	21.8%	80.5%	63.9%	17.3%	
5+	70	70	50	12	59	50	9	69
%V	2.9%	3.0%	5.0%	3.0%	3.5%	6.5%	1.0%	3.9%
%H (All HH)		100.0%	71.4%	17.1%	84.3%	71.4%	12.9%	98.6%
%H (TV HH)			71.4%	17.1%	84.3%	71.4%	12.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Under 20"	553	553	247	95	447	238	209	422
%V	22.7%	23.7%	24.8%	23.7%	26.4%	30.8%	22.8%	23.7%
%H (All HH)		100.0%	44.7%	17.2%	80.8%	43.0%	37.8%	76.3%
%H (TV HH)			44.7%	17.2%	80.8%	43.0%	37.8%	
20" - 29"	880	880	352	150	696	322	374	641
%V	36.1%	37.7%	35.4%	37.4%	41.2%	41.7%	40.8%	36.0%
%H (All HH)		100.0%	40.0%	17.0%	79.1%	36.6%	42.5%	72.8%
%H (TV HH)			40.0%	17.0%	79.1%	36.6%	42.5%	
30" - 39"	1217	1217	531	224	924	458	465	905
%V	50.0%	52.2%	53.4%	55.9%	54.7%	59.2%	50.7%	50.8%
%H (All HH)		100.0%	43.6%	18.4%	75.9%	37.6%	38.2%	74.4%
%H (TV HH)			43.6%	18.4%	75.9%	37.6%	38.2%	
40" and over	1022	1022	578	194	696	444	253	880
%V	42.0%	43.8%	58.1%	48.4%	41.2%	57.4%	27.6%	49.4%
%H (All HH)		100.0%	56.6%	19.0%	68.1%	43.4%	24.8%	86.1%
%H (TV HH)			56.6%	19.0%	68.1%	43.4%	24.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%V (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Main living room	2281	2281	981	399	1666	767	898	1674
%V	93.6%	97.8%	98.7%	99.5%	98.6%	99.2%	97.9%	94.0%
%H (All HH)		100.0%	43.0%	17.5%	73.0%	33.6%	39.4%	73.4%
%H (TV HH)			43.0%	17.5%	73.0%	33.6%	39.4%	
Kitchen	271	271	144	34	232	136	96	226
%V	11.1%	11.6%	14.5%	8.5%	13.7%	17.6%	10.5%	12.7%
%H (All HH)		100.0%	53.1%	12.5%	85.6%	50.2%	35.4%	83.4%
%H (TV HH)			53.1%	12.5%	85.6%	50.2%	35.4%	
Adult's bedroom	973	973	481	199	769	473	296	787
%V	39.9%	41.7%	48.4%	49.6%	45.5%	61.2%	32.3%	44.2%
%H (All HH)		100.0%	49.4%	20.5%	79.0%	48.6%	30.4%	80.9%
%H (TV HH)			49.4%	20.5%	79.0%	48.6%	30.4%	
Child's bedroom	245	245	150	54	169	125	44	226
%V	10.1%	10.5%	15.1%	13.5%	10.0%	16.2%	4.8%	12.7%
%H (All HH)		100.0%	61.2%	22.0%	69.0%	51.0%	18.0%	92.2%
%H (TV HH)			61.2%	22.0%	69.0%	51.0%	18.0%	
Other bedroom	97	97	59	17	75	53	22	84
%V	4.0%	4.2%	5.9%	4.2%	4.4%	6.9%	2.4%	4.7%
%H (All HH)		100.0%	60.8%	17.5%	77.3%	54.6%	22.7%	86.6%
%H (TV HH)			60.8%	17.5%	77.3%	54.6%	22.7%	
Second living/dining room	172	172	91	26	134	79	55	158
%V	7.1%	7.4%	9.2%	6.5%	7.9%	10.2%	6.0%	8.9%
%H (All HH)		100.0%	52.9%	15.1%	77.9%	45.9%	32.0%	91.9%
%H (TV HH)			52.9%	15.1%	77.9%	45.9%	32.0%	
Study/office	29	29	15	6	24	16	8	28
%V	1.2%	1.2%	1.5%	1.5%	1.4%	2.1%	0.9%	1.6%
%H (All HH)		100.0%	51.7%	20.7%	82.8%	55.2%	27.6%	96.6%
%H (TV HH)			51.7%	20.7%	82.8%	55.2%	27.6%	
TV room	33	33	17	4	26	15	11	29
%V	1.4%	1.4%	1.7%	1.0%	1.5%	1.9%	1.2%	1.6%
%H (All HH)		100.0%	51.5%	12.1%	78.8%	45.5%	33.3%	87.9%
%H (TV HH)			51.5%	12.1%	78.8%	45.5%	33.3%	
Conservatory	42	42	24	6	33	21	12	39
%V	1.7%	1.8%	2.4%	1.5%	2.0%	2.7%	1.3%	2.2%
%H (All HH)		100.0%	57.1%	14.3%	78.6%	50.0%	28.6%	92.9%
%H (TV HH)			57.1%	14.3%	78.6%	50.0%	28.6%	
Attic or loft room	6	6	3	2	4	3	1	6
%V	0.2%	0.3%	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	2	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	15	15	10	3	11	8	3	14
%V	0.6%	0.6%	1.0%	0.7%	0.7%	1.0%	0.3%	0.8%
%H (All HH)		100.0%	66.7%	20.0%	73.3%	53.3%	20.0%	93.3%
%H (TV HH)			66.7%	20.0%	73.3%	53.3%	20.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Any DSAT provider	994	994	994	13	563	563	0	846
%V	40.8%	42.6%	100.0%	3.2%	33.3%	72.8%	0.0%	47.5%
%H (All HH)			100.0%	1.3%	56.6%	56.6%	0.0%	85.1%
%H (TV HH)			100.0%	1.3%	56.6%	56.6%	0.0%	
Sky with subcription	857	857	857	11	494	494	0	739
%V	35.2%	36.7%	86.2%	2.7%	29.2%	63.9%	0.0%	41.5%
%H (All HH)			100.0%	1.3%	57.6%	57.6%	0.0%	86.2%
%H (TV HH)			100.0%	1.3%	57.6%	57.6%	0.0%	
Sky without subscription	47	47	47	2	24	24	0	32
%V	1.9%	2.0%	4.7%	0.5%	1.4%	3.1%	0.0%	1.8%
%H (All HH)			100.0%	4.3%	51.1%	51.1%	0.0%	68.1%
%H (TV HH)			100.0%	4.3%	51.1%	51.1%	0.0%	
Freesat	82	82	82	1	43	43	0	67
%V	3.4%	3.5%	8.2%	0.2%	2.5%	5.6%	0.0%	3.8%
%H (All HH)			100.0%	1.2%	52.4%	52.4%	0.0%	81.7%
%H (TV HH)			100.0%	1.2%	52.4%	52.4%	0.0%	
Other satellite provider	26	26	26	0	12	12	0	25
%V	1.1%	1.1%	2.6%	0.0%	0.7%	1.6%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	46.2%	46.2%	0.0%	96.2%
%H (TV HH)			100.0%	0.0%	46.2%	46.2%	0.0%	
DCAB	401	401	13	401	216	216	0	343
%V	16.5%	17.2%	1.3%	100.0%	12.8%	27.9%	0.0%	19.3%
%H (All HH)			3.2%	100.0%	53.9%	53.9%	0.0%	85.5%
%H (TV HH)			3.2%	100.0%	53.9%	53.9%	0.0%	
DTT	1690	1690	563	216	1690	773	917	1183
%V	69.4%	72.4%	56.6%	53.9%	100.0%	100.0%	100.0%	66.4%
%H (All HH)		100.0%	33.3%	12.8%	100.0%	45.7%	54.3%	70.0%
%H (TV HH)			33.3%	12.8%	100.0%	45.7%	54.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%H (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
PVR	1348	1348	828	275	881	624	257	1159
%V	55.3%	57.8%	83.3%	68.6%	52.1%	80.7%	28.0%	65.1%
%H (All HH)		100.0%	61.4%	20.4%	65.4%	46.3%	19.1%	86.0%
%H (TV HH)			61.4%	20.4%	65.4%	46.3%	19.1%	
DVDR	104	104	53	24	70	42	28	90
%V	4.3%	4.5%	5.3%	6.0%	4.1%	5.4%	3.1%	5.1%
%H (All HH)		100.0%	51.0%	23.1%	67.3%	40.4%	26.9%	86.5%
%H (TV HH)			51.0%	23.1%	67.3%	40.4%	26.9%	
VCR	88	88	19	24	69	24	44	45
%V	3.6%	3.8%	1.9%	6.0%	4.1%	3.1%	4.8%	2.5%
%H (All HH)		100.0%	21.6%	27.3%	78.4%	27.3%	50.0%	51.1%
%H (TV HH)			21.6%	27.3%	78.4%	27.3%	50.0%	
Any recorder	1429	1429	843	293	942	636	306	1201
%V	58.7%	61.3%	84.8%	73.1%	55.7%	82.3%	33.4%	67.4%
%H (All HH)		100.0%	59.0%	20.5%	65.9%	44.5%	21.4%	84.0%
%H (TV HH)			59.0%	20.5%	65.9%	44.5%	21.4%	
Receives HDTV (via STB or built-in reception)	1125	1125	636	274	747	523	224	964
%V	46.2%	48.2%	64.0%	68.3%	44.2%	67.7%	24.4%	54.1%
%H (All HH)		100.0%	56.5%	24.4%	66.4%	46.5%	19.9%	85.7%
%H (TV HH)			56.5%	24.4%	66.4%	46.5%	19.9%	
DVD/Blu-ray player or recorder	1851	1851	824	333	1366	665	702	1442
%V	76.0%	79.3%	82.9%	83.0%	80.8%	86.0%	76.6%	81.0%
%H (All HH)		100.0%	44.5%	18.0%	73.8%	35.9%	37.9%	77.9%
%H (TV HH)			44.5%	18.0%	73.8%	35.9%	37.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2436	2333	994	401	1690	773	917	1781
%V (All HH)		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%
%H (TV HH)			42.6%	17.2%	72.4%	33.1%	39.3%	
Has broadband internet	1781	1713	846	343	1183	671	511	1781
%V	73.1%	73.4%	85.1%	85.5%	70.0%	86.8%	55.7%	100.0%
%H (All HH)		96.2%	47.5%	19.3%	66.4%	37.7%	28.7%	100.0%
%H (TV HH)			49.4%	20.0%	69.1%	39.2%	29.8%	
Number of computers (PCs and laptops)								
0	586	562	135	60	461	101	361	29
%V	24.1%	24.1%	13.6%	15.0%	27.3%	13.1%	39.4%	1.6%
%H (All HH)		95.9%	23.0%	10.2%	78.7%	17.2%	61.6%	4.9%
%H (TV HH)			24.0%	10.7%	82.0%	18.0%	64.2%	
1	817	783	344	151	550	266	285	744
%V	33.5%	33.6%	34.6%	37.7%	32.5%	34.4%	31.1%	41.8%
%H (All HH)		95.8%	42.1%	18.5%	67.3%	32.6%	34.9%	91.1%
%H (TV HH)			43.9%	19.3%	70.2%	34.0%	36.4%	
2	525	502	252	93	349	198	151	509
%V	21.6%	21.5%	25.4%	23.2%	20.7%	25.6%	16.5%	28.6%
%H (All HH)		95.6%	48.0%	17.7%	66.5%	37.7%	28.8%	97.0%
%H (TV HH)			50.2%	18.5%	69.5%	39.4%	30.1%	
3	263	251	140	45	167	104	62	258
%V	10.8%	10.8%	14.1%	11.2%	9.9%	13.5%	6.8%	14.5%
%H (All HH)		95.4%	53.2%	17.1%	63.5%	39.5%	23.6%	98.1%
%H (TV HH)			55.8%	17.9%	66.5%	41.4%	24.7%	
4	130	124	62	27	81	47	35	129
%V	5.3%	5.3%	6.2%	6.7%	4.8%	6.1%	3.8%	7.2%
%H (All HH)		95.4%	47.7%	20.8%	62.3%	36.2%	26.9%	99.2%
%H (TV HH)			50.0%	21.8%	65.3%	37.9%	28.2%	
5+	116	112	60	25	81	57	24	113
%V	4.8%	4.8%	6.0%	6.2%	4.8%	7.4%	2.6%	6.3%
%H (All HH)		96.6%	51.7%	21.6%	69.8%	49.1%	20.7%	97.4%
%H (TV HH)			53.6%	22.3%	72.3%	50.9%	21.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4630	2235	847	3474	1934	1540	3686
%H		48.3%	18.3%	75.0%	41.8%	33.3%	79.6%
Under 20"	683	314	118	561	311	250	533
%V	14.8%	14.0%	13.9%	16.1%	16.1%	16.2%	14.5%
%H		46.0%	17.3%	82.1%	45.5%	36.6%	78.0%
20" - 29"	1099	461	191	874	431	442	827
%V	23.7%	20.6%	22.6%	25.2%	22.3%	28.7%	22.4%
%H		41.9%	17.4%	79.5%	39.2%	40.2%	75.3%
30" - 39"	1429	658	268	1090	579	511	1094
%V	30.9%	29.4%	31.6%	31.4%	29.9%	33.2%	29.7%
%H		46.0%	18.8%	76.3%	40.5%	35.8%	76.6%
40" and over	1194	696	226	814	537	277	1046
%V	25.8%	31.1%	26.7%	23.4%	27.8%	18.0%	28.4%
%H		58.3%	18.9%	68.2%	45.0%	23.2%	87.6%
Don't know	44	12	8	32	8	24	32
%V	1.0%	0.5%	0.9%	0.9%	0.4%	1.6%	0.9%
%H		27.3%	18.2%	72.7%	18.2%	54.5%	72.7%
Not Asked	181	94	36	103	68	36	154
%V	3.9%	4.2%	4.3%	3.0%	3.5%	2.3%	4.2%
%H		51.9%	19.9%	56.9%	37.6%	19.9%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4630	2235	847	3474	1934	1540	3686
%H		48.3%	18.3%	75.0%	41.8%	33.3%	79.6%
Main living room	2301	992	400	1678	773	905	1690
%V	49.7%	44.4%	47.2%	48.3%	40.0%	58.8%	45.8%
%H		43.1%	17.4%	72.9%	33.6%	39.3%	73.4%
Kitchen	273	145	34	233	137	96	226
%V	5.9%	6.5%	4.0%	6.7%	7.1%	6.2%	6.1%
%H		53.1%	12.5%	85.3%	50.2%	35.2%	82.8%
Adult's bedroom	1148	578	244	920	588	331	946
%V	24.8%	25.9%	28.8%	26.5%	30.4%	21.5%	25.7%
%H		50.3%	21.3%	80.1%	51.2%	28.8%	82.4%
Child's bedroom	307	191	67	211	161	51	286
%V	6.6%	8.5%	7.9%	6.1%	8.3%	3.3%	7.8%
%H		62.2%	21.8%	68.7%	52.4%	16.6%	93.2%
Other bedroom	115	71	19	88	63	25	101
%V	2.5%	3.2%	2.2%	2.5%	3.3%	1.6%	2.7%
%H		61.7%	16.5%	76.5%	54.8%	21.7%	87.8%
Second living/dining room	175	93	26	137	81	56	160
%V	3.8%	4.2%	3.1%	3.9%	4.2%	3.6%	4.3%
%H		53.1%	14.9%	78.3%	46.3%	32.0%	91.4%
Study/office	30	15	6	25	16	8	28
%V	0.6%	0.7%	0.7%	0.7%	0.8%	0.5%	0.8%
%H		50.0%	20.0%	83.3%	53.3%	26.7%	93.3%
TV room	33	17	4	26	15	11	29
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.7%	0.8%
%H		51.5%	12.1%	78.8%	45.5%	33.3%	87.9%
Conservatory	42	24	6	33	21	12	39
%V	0.9%	1.1%	0.7%	0.9%	1.1%	0.8%	1.1%
%H		57.1%	14.3%	78.6%	50.0%	28.6%	92.9%
Attic or loft room	6	3	2	4	3	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		50.0%	33.3%	66.7%	50.0%	16.7%	100.0%
No specific location	2	2	0	2	2	0	2
%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	19	10	3	15	8	7	18
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		52.6%	15.8%	78.9%	42.1%	36.8%	94.7%
Not Asked	181	94	36	103	68	36	154
%V	3.9%	4.2%	4.3%	3.0%	3.5%	2.3%	4.2%
%H		51.9%	19.9%	56.9%	37.6%	19.9%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4630	2235	847	3474	1934	1540	3686
%H		48.3%	18.3%	75.0%	41.8%	33.3%	79.6%
PVR	1799	1153	384	1142	861	281	1590
%V	38.9%	51.6%	45.3%	32.9%	44.5%	18.2%	43.1%
%H		64.1%	21.3%	63.5%	47.9%	15.6%	88.4%
DVDR	110	55	25	76	45	31	95
%V	2.4%	2.5%	3.0%	2.2%	2.3%	2.0%	2.6%
%H		50.0%	22.7%	69.1%	40.9%	28.2%	86.4%
VCR	91	20	25	72	25	47	48
%V	2.0%	0.9%	3.0%	2.1%	1.3%	3.1%	1.3%
%H		22.0%	27.5%	79.1%	27.5%	51.6%	52.7%
Any recorder	1902	1179	405	1221	884	337	1649
%V	41.1%	52.8%	47.8%	35.1%	45.7%	21.9%	44.7%
%H		62.0%	21.3%	64.2%	46.5%	17.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4630	2235	847	3474	1934	1540	3686
%H		48.3%	18.3%	75.0%	41.8%	33.3%	79.6%
Receives HDTV (via STB or built-in reception)	1542	887	401	1027	760	267	1362
%V	33.3%	39.7%	47.3%	29.6%	39.3%	17.3%	37.0%
%H		57.5%	26.0%	66.6%	49.3%	17.3%	88.3%
DVD/Blu-ray player or recorder	2717	1301	516	2076	1162	914	2228
%V	58.7%	58.2%	60.9%	59.8%	60.1%	59.4%	60.4%
%H		47.9%	19.0%	76.4%	42.8%	33.6%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2328	994	400	1689	773	916	1710
%H		42.7%	17.2%	72.6%	33.2%	39.3%	73.5%
Under 20"	58	8	7	46	6	40	31
%V	2.5%	0.8%	1.8%	2.7%	0.8%	4.4%	1.8%
%H		13.8%	12.1%	79.3%	10.3%	69.0%	53.4%
20" - 29"	352	90	40	272	56	216	194
%V	15.1%	9.1%	10.0%	16.1%	7.2%	23.6%	11.3%
%H		25.6%	11.4%	77.3%	15.9%	61.4%	55.1%
30" - 39"	895	334	158	687	283	403	611
%V	38.4%	33.6%	39.5%	40.7%	36.6%	44.0%	35.7%
%H		37.3%	17.7%	76.8%	31.6%	45.0%	68.3%
40" and over	989	557	189	670	423	247	850
%V	42.5%	56.0%	47.3%	39.7%	54.7%	27.0%	49.7%
%H		56.3%	19.1%	67.7%	42.8%	25.0%	85.9%
Don't know	21	5	6	14	4	10	15
%V	0.9%	0.5%	1.5%	0.8%	0.5%	1.1%	0.9%
%H		23.8%	28.6%	66.7%	19.0%	47.6%	71.4%
Not Asked	13	0	0	0	1	0	9
%V	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
%H		0.0%	0.0%	0.0%	7.7%	0.0%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2328	994	400	1689	773	916	1710
%H		42.7%	17.2%	72.6%	33.2%	39.3%	73.5%
PVR	1322	818	269	859	612	247	1139
%V	56.8%	82.3%	67.3%	50.9%	79.2%	27.0%	66.6%
%H		61.9%	20.3%	65.0%	46.3%	18.7%	86.2%
DVDR	87	44	19	58	34	24	74
%V	3.7%	4.4%	4.8%	3.4%	4.4%	2.6%	4.3%
%H		50.6%	21.8%	66.7%	39.1%	27.6%	85.1%
VCR	74	15	20	57	18	39	37
%V	3.2%	1.5%	5.0%	3.4%	2.3%	4.3%	2.2%
%H		20.3%	27.0%	77.0%	24.3%	52.7%	50.0%
Any recorder	1399	833	285	917	624	293	1178
%V	60.1%	83.8%	71.3%	54.3%	80.7%	32.0%	68.9%
%H		59.5%	20.4%	65.5%	44.6%	20.9%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2328	994	400	1689	773	916	1710
%H		42.7%	17.2%	72.6%	33.2%	39.3%	73.5%
Receives HDTV (via STB or built-in reception)	1095	621	270	723	508	214	941
%V	47.0%	62.5%	67.5%	42.8%	65.7%	23.4%	55.0%
%H		56.7%	24.7%	66.0%	46.4%	19.5%	85.9%
DVD/Blu-ray player or recorder	1732	762	305	1274	602	671	1341
%V	74.4%	76.7%	76.3%	75.4%	77.9%	73.3%	78.4%
%H		44.0%	17.6%	73.6%	34.8%	38.7%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2302	1242	446	1785	1161	624	1975
%H		54.0%	19.4%	77.5%	50.4%	27.1%	85.8%
Under 20"	625	306	111	515	305	210	502
%V	27.2%	24.6%	24.9%	28.9%	26.3%	33.7%	25.4%
%H		49.0%	17.8%	82.4%	48.8%	33.6%	80.3%
20" - 29"	746	371	151	601	375	226	633
%V	32.4%	29.9%	33.9%	33.7%	32.3%	36.2%	32.1%
%H		49.7%	20.2%	80.6%	50.3%	30.3%	84.9%
30" - 39"	534	325	110	404	296	107	483
%V	23.2%	26.2%	24.7%	22.6%	25.5%	17.1%	24.5%
%H		60.9%	20.6%	75.7%	55.4%	20.0%	90.4%
40" and over	205	139	37	144	114	30	196
%V	8.9%	11.2%	8.3%	8.1%	9.8%	4.8%	9.9%
%H		67.8%	18.0%	70.2%	55.6%	14.6%	95.6%
Don't know	22	7	2	17	4	14	17
%V	1.0%	0.6%	0.4%	1.0%	0.3%	2.2%	0.9%
%H		31.8%	9.1%	77.3%	18.2%	63.6%	77.3%
Not Asked	170	94	35	104	67	37	144
%V	7.4%	7.6%	7.8%	5.8%	5.8%	5.9%	7.3%
%H		55.3%	20.6%	61.2%	39.4%	21.8%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2302	1242	446	1785	1161	624	1975
%H		54.0%	19.4%	77.5%	50.4%	27.1%	85.8%
PVR	477	335	114	283	249	34	451
%V	20.7%	27.0%	25.6%	15.9%	21.4%	5.4%	22.8%
%H		70.2%	23.9%	59.3%	52.2%	7.1%	94.5%
DVDR	24	11	6	18	11	7	21
%V	1.0%	0.9%	1.3%	1.0%	0.9%	1.1%	1.1%
%H		45.8%	25.0%	75.0%	45.8%	29.2%	87.5%
VCR	17	5	5	15	8	7	11
%V	0.7%	0.4%	1.1%	0.8%	0.7%	1.1%	0.6%
%H		29.4%	29.4%	88.2%	47.1%	41.2%	64.7%
Any recorder	503	346	121	304	261	43	471
%V	21.9%	27.9%	27.1%	17.0%	22.5%	6.9%	23.8%
%H		68.8%	24.1%	60.4%	51.9%	8.5%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2302	1242	446	1785	1161	624	1975
%H		54.0%	19.4%	77.5%	50.4%	27.1%	85.8%
Receives HDTV (via STB or built-in reception)	446	266	132	304	252	52	421
%V	19.4%	21.4%	29.6%	17.0%	21.7%	8.3%	21.3%
%H		59.6%	29.6%	68.2%	56.5%	11.7%	94.4%
DVD/Blu-ray player or recorder	985	539	211	802	560	242	887
%V	42.8%	43.4%	47.3%	44.9%	48.2%	38.8%	44.9%
%H		54.7%	21.4%	81.4%	56.9%	24.6%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5232	5038	2463	923	3534	1910	1624	4299
%H		96.3%	47.1%	17.6%	67.5%	36.5%	31.0%	82.2%
Total Children	921	903	535	165	576	372	204	856
%V	17.6%	17.9%	21.7%	17.9%	16.3%	19.5%	12.6%	19.9%
%H		98.0%	58.1%	17.9%	62.5%	40.4%	22.1%	92.9%
0 - 3	241	236	146	44	152	103	49	217
%V	4.6%	4.7%	5.9%	4.8%	4.3%	5.4%	3.0%	5.0%
%H		97.9%	60.6%	18.3%	63.1%	42.7%	20.3%	90.0%
4 - 15	680	666	389	120	424	268	155	639
%V	13.0%	13.2%	15.8%	13.0%	12.0%	14.0%	9.5%	14.9%
%H		97.9%	57.2%	17.6%	62.4%	39.4%	22.8%	94.0%
4 - 9	348	340	196	63	209	127	81	321
%V	6.7%	6.7%	8.0%	6.8%	5.9%	6.6%	5.0%	7.5%
%H		97.7%	56.3%	18.1%	60.1%	36.5%	23.3%	92.2%
10 - 15	332	326	193	58	215	141	74	318
%V	6.3%	6.5%	7.8%	6.3%	6.1%	7.4%	4.6%	7.4%
%H		98.2%	58.1%	17.5%	64.8%	42.5%	22.3%	95.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5232	5038	2463	923	3534	1910	1624	4299
%H		96.3%	47.1%	17.6%	67.5%	36.5%	31.0%	82.2%
Total Adults (16+)	4311	4136	1928	758	2958	1538	1420	3443
%V	82.4%	82.1%	78.3%	82.1%	83.7%	80.5%	87.4%	80.1%
%H		95.9%	44.7%	17.6%	68.6%	35.7%	32.9%	79.9%
16 - 19	219	215	112	43	153	95	58	196
%V	4.2%	4.3%	4.5%	4.7%	4.3%	5.0%	3.6%	4.6%
%H		98.2%	51.1%	19.6%	69.9%	43.4%	26.5%	89.5%
20 - 24	364	314	153	63	207	121	85	320
%V	7.0%	6.2%	6.2%	6.8%	5.9%	6.3%	5.2%	7.4%
%H		86.3%	42.0%	17.3%	56.9%	33.2%	23.4%	87.9%
25 - 34	720	672	350	135	433	258	175	634
%V	13.8%	13.3%	14.2%	14.6%	12.3%	13.5%	10.8%	14.7%
%H		93.3%	48.6%	18.8%	60.1%	35.8%	24.3%	88.1%
35 - 44	659	637	326	123	416	234	182	590
%V	12.6%	12.6%	13.2%	13.3%	11.8%	12.3%	11.2%	13.7%
%H		96.7%	49.5%	18.7%	63.1%	35.5%	27.6%	89.5%
45 - 54	786	767	381	155	551	322	230	702
%V	15.0%	15.2%	15.5%	16.8%	15.6%	16.9%	14.2%	16.3%
%H		97.6%	48.5%	19.7%	70.1%	41.0%	29.3%	89.3%
55 - 64	656	638	297	127	464	249	215	538
%V	12.5%	12.7%	12.1%	13.8%	13.1%	13.0%	13.2%	12.5%
%H		97.3%	45.3%	19.4%	70.7%	38.0%	32.8%	82.0%
65+	907	894	308	113	734	259	475	463
%V	17.3%	17.7%	12.5%	12.2%	20.8%	13.6%	29.2%	10.8%
%H		98.6%	34.0%	12.5%	80.9%	28.6%	52.4%	51.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4311	4136	1928	758	2958	1538	1420	3443
%H		95.9%	44.7%	17.6%	68.6%	35.7%	32.9%	79.9%
AB	1088	1062	526	178	752	401	351	1033
%V	25.2%	25.7%	27.3%	23.5%	25.4%	26.1%	24.7%	30.0%
%H		97.6%	48.3%	16.4%	69.1%	36.9%	32.3%	94.9%
C1	1233	1146	545	224	795	434	361	1063
%V	28.6%	27.7%	28.3%	29.6%	26.9%	28.2%	25.4%	30.9%
%H		92.9%	44.2%	18.2%	64.5%	35.2%	29.3%	86.2%
C2	842	824	418	163	588	345	243	698
%V	19.5%	19.9%	21.7%	21.5%	19.9%	22.4%	17.1%	20.3%
%H		97.9%	49.6%	19.4%	69.8%	41.0%	28.9%	82.9%
D	694	667	309	138	472	255	216	477
%V	16.1%	16.1%	16.0%	18.2%	16.0%	16.6%	15.2%	13.9%
%H		96.1%	44.5%	19.9%	68.0%	36.7%	31.1%	68.7%
E	454	436	130	56	351	103	248	172
%V	10.5%	10.5%	6.7%	7.4%	11.9%	6.7%	17.5%	5.0%
%H		96.0%	28.6%	12.3%	77.3%	22.7%	54.6%	37.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4311	4136	1928	758	2958	1538	1420	3443
%H		95.9%	44.7%	17.6%	68.6%	35.7%	32.9%	79.9%
Working full time	1985	1926	1009	402	1306	798	508	1825
%V	46.0%	46.6%	52.3%	53.0%	44.2%	51.9%	35.8%	53.0%
%H		97.0%	50.8%	20.3%	65.8%	40.2%	25.6%	91.9%
Working part time	412	402	207	76	269	152	117	369
%V	9.6%	9.7%	10.7%	10.0%	9.1%	9.9%	8.2%	10.7%
%H		97.6%	50.2%	18.4%	65.3%	36.9%	28.4%	89.6%
Not working	1914	1808	712	280	1382	588	794	1249
%V	44.4%	43.7%	36.9%	36.9%	46.7%	38.2%	55.9%	36.3%
%H		94.5%	37.2%	14.6%	72.2%	30.7%	41.5%	65.3%
Housewife/Houseperson	2436	2333	994	401	1690	773	917	1781
%V	56.5%	56.4%	51.6%	52.9%	57.1%	50.3%	64.6%	51.7%
%H		95.8%	40.8%	16.5%	69.4%	31.7%	37.6%	73.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2077	1979	963	365	1390	758	631	1680
%H		95.3%	46.4%	17.6%	66.9%	36.5%	30.4%	80.9%
16 - 19	109	108	60	19	73	46	27	99
%V	5.2%	5.5%	6.2%	5.2%	5.3%	6.1%	4.3%	5.9%
%H		99.1%	55.0%	17.4%	67.0%	42.2%	24.8%	90.8%
20 - 24	188	165	85	30	112	67	45	165
%V	9.1%	8.3%	8.8%	8.2%	8.1%	8.8%	7.1%	9.8%
%H		87.8%	45.2%	16.0%	59.6%	35.6%	23.9%	87.8%
25 - 34	366	337	178	68	216	133	83	318
%V	17.6%	17.0%	18.5%	18.6%	15.5%	17.5%	13.2%	18.9%
%H		92.1%	48.6%	18.6%	59.0%	36.3%	22.7%	86.9%
35 - 44	319	305	155	59	198	110	88	282
%V	15.4%	15.4%	16.1%	16.2%	14.2%	14.5%	13.9%	16.8%
%H		95.6%	48.6%	18.5%	62.1%	34.5%	27.6%	88.4%
45 - 54	376	364	186	77	255	154	101	332
%V	18.1%	18.4%	19.3%	21.1%	18.3%	20.3%	16.0%	19.8%
%H		96.8%	49.5%	20.5%	67.8%	41.0%	26.9%	88.3%
55 - 64	317	304	146	65	213	119	94	257
%V	15.3%	15.4%	15.2%	17.8%	15.3%	15.7%	14.9%	15.3%
%H		95.9%	46.1%	20.5%	67.2%	37.5%	29.7%	81.1%
65+	403	396	153	48	323	130	193	228
%V	19.4%	20.0%	15.9%	13.2%	23.2%	17.2%	30.6%	13.6%
%H		98.3%	38.0%	11.9%	80.1%	32.3%	47.9%	56.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2077	1979	963	365	1390	758	631	1680
%H		95.3%	46.4%	17.6%	66.9%	36.5%	30.4%	80.9%
AB	537	521	268	87	367	204	163	511
%V	25.9%	26.3%	27.8%	23.8%	26.4%	26.9%	25.8%	30.4%
%H		97.0%	49.9%	16.2%	68.3%	38.0%	30.4%	95.2%
C1	558	517	257	102	353	203	150	490
%V	26.9%	26.1%	26.7%	27.9%	25.4%	26.8%	23.8%	29.2%
%H		92.7%	46.1%	18.3%	63.3%	36.4%	26.9%	87.8%
C2	457	446	228	89	314	186	127	372
%V	22.0%	22.5%	23.7%	24.4%	22.6%	24.5%	20.1%	22.1%
%H		97.6%	49.9%	19.5%	68.7%	40.7%	27.8%	81.4%
D	330	312	153	66	214	124	90	235
%V	15.9%	15.8%	15.9%	18.1%	15.4%	16.4%	14.3%	14.0%
%H		94.5%	46.4%	20.0%	64.8%	37.6%	27.3%	71.2%
E	194	183	56	21	143	41	101	72
%V	9.3%	9.2%	5.8%	5.8%	10.3%	5.4%	16.0%	4.3%
%H		94.3%	28.9%	10.8%	73.7%	21.1%	52.1%	37.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2077	1979	963	365	1390	758	631	1680
%H		95.3%	46.4%	17.6%	66.9%	36.5%	30.4%	80.9%
Working full time	1189	1143	624	234	766	484	282	1083
%V	57.2%	57.8%	64.8%	64.1%	55.1%	63.9%	44.7%	64.5%
%H		96.1%	52.5%	19.7%	64.4%	40.7%	23.7%	91.1%
Working part time	70	68	34	14	45	25	20	61
%V	3.4%	3.4%	3.5%	3.8%	3.2%	3.3%	3.2%	3.6%
%H		97.1%	48.6%	20.0%	64.3%	35.7%	28.6%	87.1%
Not working	818	767	306	117	578	249	329	536
%V	39.4%	38.8%	31.8%	32.1%	41.6%	32.8%	52.1%	31.9%
%H		93.8%	37.4%	14.3%	70.7%	30.4%	40.2%	65.5%
Housewife/Houseperson	580	531	198	83	375	136	239	352
%V	27.9%	26.8%	20.6%	22.7%	27.0%	17.9%	37.9%	21.0%
%H		91.6%	34.1%	14.3%	64.7%	23.4%	41.2%	60.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2234	2157	965	393	1568	780	788	1762
%H		96.6%	43.2%	17.6%	70.2%	34.9%	35.3%	78.9%
16 - 19	110	107	52	24	80	49	31	97
%V	4.9%	5.0%	5.4%	6.1%	5.1%	6.3%	3.9%	5.5%
%H		97.3%	47.3%	21.8%	72.7%	44.5%	28.2%	88.2%
20 - 24	175	148	68	33	95	54	40	155
%V	7.8%	6.9%	7.0%	8.4%	6.1%	6.9%	5.1%	8.8%
%H		84.6%	38.9%	18.9%	54.3%	30.9%	22.9%	88.6%
25 - 34	355	335	172	67	217	125	92	316
%V	15.9%	15.5%	17.8%	17.0%	13.8%	16.0%	11.7%	17.9%
%H		94.4%	48.5%	18.9%	61.1%	35.2%	25.9%	89.0%
35 - 44	340	332	171	64	218	124	94	308
%V	15.2%	15.4%	17.7%	16.3%	13.9%	15.9%	11.9%	17.5%
%H		97.6%	50.3%	18.8%	64.1%	36.5%	27.6%	90.6%
45 - 54	410	403	196	78	296	168	128	370
%V	18.4%	18.7%	20.3%	19.8%	18.9%	21.5%	16.2%	21.0%
%H		98.3%	47.8%	19.0%	72.2%	41.0%	31.2%	90.2%
55 - 64	339	333	151	63	251	130	121	281
%V	15.2%	15.4%	15.6%	16.0%	16.0%	16.7%	15.4%	15.9%
%H		98.2%	44.5%	18.6%	74.0%	38.3%	35.7%	82.9%
65+	505	498	155	65	411	130	281	235
%V	22.6%	23.1%	16.1%	16.5%	26.2%	16.7%	35.7%	13.3%
%H		98.6%	30.7%	12.9%	81.4%	25.7%	55.6%	46.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2234	2157	965	393	1568	780	788	1762
%H		96.6%	43.2%	17.6%	70.2%	34.9%	35.3%	78.9%
AB	551	541	258	91	385	197	188	522
%V	24.7%	25.1%	26.7%	23.2%	24.6%	25.3%	23.9%	29.6%
%H		98.2%	46.8%	16.5%	69.9%	35.8%	34.1%	94.7%
C1	674	629	288	121	443	231	212	573
%V	30.2%	29.2%	29.8%	30.8%	28.3%	29.6%	26.9%	32.5%
%H		93.3%	42.7%	18.0%	65.7%	34.3%	31.5%	85.0%
C2	385	378	189	74	274	158	116	326
%V	17.2%	17.5%	19.6%	18.8%	17.5%	20.3%	14.7%	18.5%
%H		98.2%	49.1%	19.2%	71.2%	41.0%	30.1%	84.7%
D	363	356	155	73	258	132	126	242
%V	16.2%	16.5%	16.1%	18.6%	16.5%	16.9%	16.0%	13.7%
%H		98.1%	42.7%	20.1%	71.1%	36.4%	34.7%	66.7%
E	260	253	73	34	208	62	146	99
%V	11.6%	11.7%	7.6%	8.7%	13.3%	7.9%	18.5%	5.6%
%H		97.3%	28.1%	13.1%	80.0%	23.8%	56.2%	38.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2234	2157	965	393	1568	780	788	1762
%H		96.6%	43.2%	17.6%	70.2%	34.9%	35.3%	78.9%
Working full time	797	782	385	168	540	314	226	741
%V	35.7%	36.3%	39.9%	42.7%	34.4%	40.3%	28.7%	42.1%
%H		98.1%	48.3%	21.1%	67.8%	39.4%	28.4%	93.0%
Working part time	342	334	173	62	224	127	97	308
%V	15.3%	15.5%	17.9%	15.8%	14.3%	16.3%	12.3%	17.5%
%H		97.7%	50.6%	18.1%	65.5%	37.1%	28.4%	90.1%
Not working	1096	1040	406	163	804	339	466	713
%V	49.1%	48.2%	42.1%	41.5%	51.3%	43.5%	59.1%	40.5%
%H		94.9%	37.0%	14.9%	73.4%	30.9%	42.5%	65.1%
Housewife/Houseperson	1856	1801	796	318	1315	637	678	1430
%V	83.1%	83.5%	82.5%	80.9%	83.9%	81.7%	86.0%	81.2%
%H		97.0%	42.9%	17.1%	70.9%	34.3%	36.5%	77.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
AB	137	134	74	15	100	53	47	123
%V	19.0%	19.2%	21.2%	22.4%	19.0%	21.8%	16.6%	24.2%
%H (All HH)		97.8%	54.0%	10.9%	73.0%	38.7%	34.3%	89.8%
%H (TV HH)			55.2%	11.2%	74.6%	39.6%	35.1%	
C1	171	165	86	16	125	64	61	137
%V	23.7%	23.6%	24.6%	23.9%	23.7%	26.3%	21.6%	26.9%
%H (All HH)		96.5%	50.3%	9.4%	73.1%	37.4%	35.7%	80.1%
%H (TV HH)			52.1%	9.7%	75.8%	38.8%	37.0%	
C2	144	140	76	11	105	51	54	110
%V	20.0%	20.0%	21.8%	16.4%	19.9%	21.0%	19.1%	21.6%
%H (All HH)		97.2%	52.8%	7.6%	72.9%	35.4%	37.5%	76.4%
%H (TV HH)			54.3%	7.9%	75.0%	36.4%	38.6%	
D	129	124	61	11	93	41	52	84
%V	17.9%	17.7%	17.5%	16.4%	17.6%	16.9%	18.4%	16.5%
%H (All HH)		96.1%	47.3%	8.5%	72.1%	31.8%	40.3%	65.1%
%H (TV HH)			49.2%	8.9%	75.0%	33.1%	41.9%	
E	141	136	52	14	104	34	70	56
%V	19.6%	19.5%	14.9%	20.9%	19.7%	14.0%	24.7%	11.0%
%H (All HH)		96.5%	36.9%	9.9%	73.8%	24.1%	49.6%	39.7%
%H (TV HH)			38.2%	10.3%	76.5%	25.0%	51.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Under 25	23	21	9	2	15	5	9	17
%V	3.2%	3.0%	2.6%	3.0%	2.8%	2.1%	3.2%	3.3%
%H (All HH)		91.3%	39.1%	8.7%	65.2%	21.7%	39.1%	73.9%
%H (TV HH)			42.9%	9.5%	71.4%	23.8%	42.9%	
25 - 34	116	110	65	13	72	40	32	97
%V	16.1%	15.7%	18.6%	19.4%	13.7%	16.5%	11.3%	19.1%
%H (All HH)		94.8%	56.0%	11.2%	62.1%	34.5%	27.6%	83.6%
%H (TV HH)			59.1%	11.8%	65.5%	36.4%	29.1%	
35 - 44	139	134	82	13	92	52	40	120
%V	19.3%	19.2%	23.5%	19.4%	17.5%	21.4%	14.1%	23.6%
%H (All HH)		96.4%	59.0%	9.4%	66.2%	37.4%	28.8%	86.3%
%H (TV HH)			61.2%	9.7%	68.7%	38.8%	29.9%	
45 - 54	147	143	80	12	109	57	52	124
%V	20.4%	20.5%	22.9%	17.9%	20.7%	23.5%	18.4%	24.4%
%H (All HH)		97.3%	54.4%	8.2%	74.1%	38.8%	35.4%	84.4%
%H (TV HH)			55.9%	8.4%	76.2%	39.9%	36.4%	
55 - 64	119	115	57	14	91	46	45	86
%V	16.5%	16.5%	16.3%	20.9%	17.3%	18.9%	15.9%	16.9%
%H (All HH)		96.6%	47.9%	11.8%	76.5%	38.7%	37.8%	72.3%
%H (TV HH)			49.6%	12.2%	79.1%	40.0%	39.1%	
65 +	177	174	55	13	147	42	105	64
%V	24.5%	24.9%	15.8%	19.4%	27.9%	17.3%	37.1%	12.6%
%H (All HH)		98.3%	31.1%	7.3%	83.1%	23.7%	59.3%	36.2%
%H (TV HH)			31.6%	7.5%	84.5%	24.1%	60.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
1	209	199	61	18	159	41	118	85
%V	29.0%	28.5%	17.5%	26.9%	30.2%	16.9%	41.7%	16.7%
%H (All HH)		95.2%	29.2%	8.6%	76.1%	19.6%	56.5%	40.7%
%H (TV HH)			30.7%	9.0%	79.9%	20.6%	59.3%	
2	213	207	106	21	157	77	80	152
%V	29.5%	29.6%	30.4%	31.3%	29.8%	31.7%	28.3%	29.9%
%H (All HH)		97.2%	49.8%	9.9%	73.7%	36.2%	37.6%	71.4%
%H (TV HH)			51.2%	10.1%	75.8%	37.2%	38.6%	
3	119	117	72	12	84	50	34	103
%V	16.5%	16.7%	20.6%	17.9%	15.9%	20.6%	12.0%	20.2%
%H (All HH)		98.3%	60.5%	10.1%	70.6%	42.0%	28.6%	86.6%
%H (TV HH)			61.5%	10.3%	71.8%	42.7%	29.1%	
4	106	104	66	12	74	47	26	99
%V	14.7%	14.9%	18.9%	17.9%	14.0%	19.3%	9.2%	19.4%
%H (All HH)		98.1%	62.3%	11.3%	69.8%	44.3%	24.5%	93.4%
%H (TV HH)			63.5%	11.5%	71.2%	45.2%	25.0%	
5+	74	72	43	4	53	28	25	70
%V	10.3%	10.3%	12.3%	6.0%	10.1%	11.5%	8.8%	13.8%
%H (All HH)		97.3%	58.1%	5.4%	71.6%	37.8%	33.8%	94.6%
%H (TV HH)			59.7%	5.6%	73.6%	38.9%	34.7%	
Average HH size	2.52	2.53	2.82	2.47	2.47	2.81	2.19	2.89

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Without	514	495	221	48	388	161	227	322
%V	71.3%	70.8%	63.3%	71.6%	73.6%	66.3%	80.2%	63.3%
%H (All HH)		96.3%	43.0%	9.3%	75.5%	31.3%	44.2%	62.6%
%H (TV HH)			44.6%	9.7%	78.4%	32.5%	45.9%	
With	207	204	128	19	139	82	56	187
%V	28.7%	29.2%	36.7%	28.4%	26.4%	33.7%	19.8%	36.7%
%H (All HH)		98.6%	61.8%	9.2%	67.1%	39.6%	27.1%	90.3%
%H (TV HH)			62.7%	9.3%	68.1%	40.2%	27.5%	
0 - 3	80	78	50	7	52	31	21	70
%V	11.1%	11.2%	14.3%	10.4%	9.9%	12.8%	7.4%	13.8%
%H (All HH)		97.5%	62.5%	8.8%	65.0%	38.8%	26.3%	87.5%
%H (TV HH)			64.1%	9.0%	66.7%	39.7%	26.9%	
4 - 9	108	106	68	11	71	44	27	98
%V	15.0%	15.2%	19.5%	16.4%	13.5%	18.1%	9.5%	19.3%
%H (All HH)		98.1%	63.0%	10.2%	65.7%	40.7%	25.0%	90.7%
%H (TV HH)			64.2%	10.4%	67.0%	41.5%	25.5%	
10 - 15	102	101	62	9	70	41	29	95
%V	14.1%	14.4%	17.8%	13.4%	13.3%	16.9%	10.2%	18.7%
%H (All HH)		99.0%	60.8%	8.8%	68.6%	40.2%	28.4%	93.1%
%H (TV HH)			61.4%	8.9%	69.3%	40.6%	28.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
1	266	266	108	25	182	50	131	151
%V	36.9%	38.1%	30.9%	37.3%	34.5%	20.6%	46.3%	29.7%
%H (All HH)		100.0%	40.6%	9.4%	68.4%	18.8%	49.2%	56.8%
%H (TV HH)			40.6%	9.4%	68.4%	18.8%	49.2%	
2	257	257	131	28	198	98	100	189
%V	35.6%	36.8%	37.5%	41.8%	37.6%	40.3%	35.3%	37.1%
%H (All HH)		100.0%	51.0%	10.9%	77.0%	38.1%	38.9%	73.5%
%H (TV HH)			51.0%	10.9%	77.0%	38.1%	38.9%	
3	111	111	64	11	92	55	36	96
%V	15.4%	15.9%	18.3%	16.4%	17.5%	22.6%	12.7%	18.9%
%H (All HH)		100.0%	57.7%	9.9%	82.9%	49.5%	32.4%	86.5%
%H (TV HH)			57.7%	9.9%	82.9%	49.5%	32.4%	
4	42	42	29	3	35	25	11	39
%V	5.8%	6.0%	8.3%	4.5%	6.6%	10.3%	3.9%	7.7%
%H (All HH)		100.0%	69.0%	7.1%	83.3%	59.5%	26.2%	92.9%
%H (TV HH)			69.0%	7.1%	83.3%	59.5%	26.2%	
5+	22	22	16	1	20	15	6	22
%V	3.1%	3.1%	4.6%	1.5%	3.8%	6.2%	2.1%	4.3%
%H (All HH)		100.0%	72.7%	4.5%	90.9%	68.2%	27.3%	100.0%
%H (TV HH)			72.7%	4.5%	90.9%	68.2%	27.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Under 20"	128	128	65	11	112	60	52	94
%V	17.8%	18.3%	18.6%	16.4%	21.3%	24.7%	18.4%	18.5%
%H (All HH)		100.0%	50.8%	8.6%	87.5%	46.9%	40.6%	73.4%
%H (TV HH)			50.8%	8.6%	87.5%	46.9%	40.6%	
20" - 29"	283	283	133	22	231	103	128	197
%V	39.3%	40.5%	38.1%	32.8%	43.8%	42.4%	45.2%	38.7%
%H (All HH)		100.0%	47.0%	7.8%	81.6%	36.4%	45.2%	69.6%
%H (TV HH)			47.0%	7.8%	81.6%	36.4%	45.2%	
30" - 39"	391	391	200	40	297	146	151	290
%V	54.2%	55.9%	57.3%	59.7%	56.4%	60.1%	53.4%	57.0%
%H (All HH)		100.0%	51.2%	10.2%	76.0%	37.3%	38.6%	74.2%
%H (TV HH)			51.2%	10.2%	76.0%	37.3%	38.6%	
40" and over	304	304	192	30	222	138	84	256
%V	42.2%	43.5%	55.0%	44.8%	42.1%	56.8%	29.7%	50.3%
%H (All HH)		100.0%	63.2%	9.9%	73.0%	45.4%	27.6%	84.2%
%H (TV HH)			63.2%	9.9%	73.0%	45.4%	27.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.7: 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	721	699	349	67	527	243	283	509
%V (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Main living room	687	687	346	66	518	241	277	489
%V	95.3%	98.3%	99.1%	98.5%	98.3%	99.2%	97.9%	96.1%
%H (All HH)		100.0%	50.4%	9.6%	75.4%	35.1%	40.3%	71.2%
%H (TV HH)			50.4%	9.6%	75.4%	35.1%	40.3%	
Kitchen	151	151	80	8	136	72	64	118
%V	20.9%	21.6%	22.9%	11.9%	25.8%	29.6%	22.6%	23.2%
%H (All HH)		100.0%	53.0%	5.3%	90.1%	47.7%	42.4%	78.1%
%H (TV HH)			53.0%	5.3%	90.1%	47.7%	42.4%	
Adult's bedroom	248	248	140	26	199	116	83	199
%V	34.4%	35.5%	40.1%	38.8%	37.8%	47.7%	29.3%	39.1%
%H (All HH)		100.0%	56.5%	10.5%	80.2%	46.8%	33.5%	80.2%
%H (TV HH)			56.5%	10.5%	80.2%	46.8%	33.5%	
Child's bedroom	58	58	40	5	45	32	13	53
%V	8.0%	8.3%	11.5%	7.5%	8.5%	13.2%	4.6%	10.4%
%H (All HH)		100.0%	69.0%	8.6%	77.6%	55.2%	22.4%	91.4%
%H (TV HH)			69.0%	8.6%	77.6%	55.2%	22.4%	
Other bedroom	27	27	16	3	23	15	8	24
%V	3.7%	3.9%	4.6%	4.5%	4.4%	6.2%	2.8%	4.7%
%H (All HH)		100.0%	59.3%	11.1%	85.2%	55.6%	29.6%	88.9%
%H (TV HH)			59.3%	11.1%	85.2%	55.6%	29.6%	
Second living/dining room	110	110	65	11	85	50	35	98
%V	15.3%	15.7%	18.6%	16.4%	16.1%	20.6%	12.4%	19.3%
%H (All HH)		100.0%	59.1%	10.0%	77.3%	45.5%	31.8%	89.1%
%H (TV HH)			59.1%	10.0%	77.3%	45.5%	31.8%	
Study/office	7	7	4	1	7	4	2	7
%V	1.0%	1.0%	1.1%	1.5%	1.3%	1.6%	0.7%	1.4%
%H (All HH)		100.0%	57.1%	14.3%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	100.0%	57.1%	28.6%	
TV room	7	7	5	0	5	4	2	7
%V	1.0%	1.0%	1.4%	0.0%	0.9%	1.6%	0.7%	1.4%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	57.1%	28.6%	
Conservatory	10	10	6	1	9	5	4	9
%V	1.4%	1.4%	1.7%	1.5%	1.7%	2.1%	1.4%	1.8%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	50.0%	40.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	50.0%	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	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	3	3	2	0	3	2	0	2
%V	0.4%	0.4%	0.6%	0.0%	0.6%	0.8%	0.0%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	0.0%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	0.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Any DSAT provider	349	349	349	4	218	218	0	291
%V	48.4%	49.9%	100.0%	6.0%	41.4%	89.7%	0.0%	57.2%
%H (All HH)			100.0%	1.1%	62.5%	62.5%	0.0%	83.4%
%H (TV HH)			100.0%	1.1%	62.5%	62.5%	0.0%	
Sky with subcription	311	311	311	3	196	196	0	264
%V	43.1%	44.5%	89.1%	4.5%	37.2%	80.7%	0.0%	51.9%
%H (All HH)			100.0%	1.0%	63.0%	63.0%	0.0%	84.9%
%H (TV HH)			100.0%	1.0%	63.0%	63.0%	0.0%	
Sky without subscription	16	16	16	0	10	10	0	9
%V	2.2%	2.3%	4.6%	0.0%	1.9%	4.1%	0.0%	1.8%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	56.3%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Freesat	16	16	16	0	11	11	0	12
%V	2.2%	2.3%	4.6%	0.0%	2.1%	4.5%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	68.8%	68.8%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	68.8%	68.8%	0.0%	
Other satellite provider	9	9	9	1	3	3	0	8
%V	1.2%	1.3%	2.6%	1.5%	0.6%	1.2%	0.0%	1.6%
%H (All HH)			100.0%	11.1%	33.3%	33.3%	0.0%	88.9%
%H (TV HH)			100.0%	11.1%	33.3%	33.3%	0.0%	
DCAB	67	67	4	67	29	29	0	56
%V	9.3%	9.6%	1.1%	100.0%	5.5%	11.9%	0.0%	11.0%
%H (All HH)			6.0%	100.0%	43.3%	43.3%	0.0%	83.6%
%H (TV HH)			6.0%	100.0%	43.3%	43.3%	0.0%	
DTT	527	527	218	29	527	243	283	355
%V	73.1%	75.4%	62.5%	43.3%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	41.4%	5.5%	100.0%	46.1%	53.7%	67.4%
%H (TV HH)			41.4%	5.5%	100.0%	46.1%	53.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
PVR	363	363	279	43	240	196	44	307
%V	50.3%	51.9%	79.9%	64.2%	45.5%	80.7%	15.5%	60.3%
%H (All HH)		100.0%	76.9%	11.8%	66.1%	54.0%	12.1%	84.6%
%H (TV HH)			76.9%	11.8%	66.1%	54.0%	12.1%	
DVDR	32	32	18	4	23	13	10	26
%V	4.4%	4.6%	5.2%	6.0%	4.4%	5.3%	3.5%	5.1%
%H (All HH)		100.0%	56.3%	12.5%	71.9%	40.6%	31.3%	81.3%
%H (TV HH)			56.3%	12.5%	71.9%	40.6%	31.3%	
VCR	15	15	5	1	13	4	9	10
%V	2.1%	2.1%	1.4%	1.5%	2.5%	1.6%	3.2%	2.0%
%H (All HH)		100.0%	33.3%	6.7%	86.7%	26.7%	60.0%	66.7%
%H (TV HH)			33.3%	6.7%	86.7%	26.7%	60.0%	
Any recorder	381	381	283	45	255	199	56	317
%V	52.8%	54.5%	81.1%	67.2%	48.4%	81.9%	19.8%	62.3%
%H (All HH)		100.0%	74.3%	11.8%	66.9%	52.2%	14.7%	83.2%
%H (TV HH)			74.3%	11.8%	66.9%	52.2%	14.7%	
Receives HDTV (via STB or built-in reception)	294	294	181	38	216	138	78	240
%V	40.8%	42.1%	51.9%	56.7%	41.0%	56.8%	27.6%	47.2%
%H (All HH)		100.0%	61.6%	12.9%	73.5%	46.9%	26.5%	81.6%
%H (TV HH)			61.6%	12.9%	73.5%	46.9%	26.5%	
DVD/Blu-ray player or recorder	503	503	272	50	379	196	183	393
%V	69.8%	72.0%	77.9%	74.6%	71.9%	80.7%	64.7%	77.2%
%H (All HH)		100.0%	54.1%	9.9%	75.3%	39.0%	36.4%	78.1%
%H (TV HH)			54.1%	9.9%	75.3%	39.0%	36.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%V (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Has broadband internet	509	497	291	56	355	204	151	509
%V	70.6%	71.1%	83.4%	83.6%	67.4%	84.0%	53.4%	100.0%
%H (All HH)		97.6%	57.2%	11.0%	69.7%	40.1%	29.7%	100.0%
%H (TV HH)			58.6%	11.3%	71.4%	41.0%	30.4%	
Number of computers (PCs and laptops)								
0	198	190	54	12	162	36	124	13
%V	27.5%	27.2%	15.5%	17.9%	30.7%	14.8%	43.8%	2.6%
%H (All HH)		96.0%	27.3%	6.1%	81.8%	18.2%	62.6%	6.6%
%H (TV HH)			28.4%	6.3%	85.3%	18.9%	65.3%	
1	276	268	144	28	193	97	96	255
%V	38.3%	38.3%	41.3%	41.8%	36.6%	39.9%	33.9%	50.1%
%H (All HH)		97.1%	52.2%	10.1%	69.9%	35.1%	34.8%	92.4%
%H (TV HH)			53.7%	10.4%	72.0%	36.2%	35.8%	
2	143	140	85	16	98	60	39	138
%V	19.8%	20.0%	24.4%	23.9%	18.6%	24.7%	13.8%	27.1%
%H (All HH)		97.9%	59.4%	11.2%	68.5%	42.0%	27.3%	96.5%
%H (TV HH)			60.7%	11.4%	70.0%	42.9%	27.9%	
3	58	57	37	6	42	27	15	58
%V	8.0%	8.2%	10.6%	9.0%	8.0%	11.1%	5.3%	11.4%
%H (All HH)		98.3%	63.8%	10.3%	72.4%	46.6%	25.9%	100.0%
%H (TV HH)			64.9%	10.5%	73.7%	47.4%	26.3%	
4	24	23	17	3	16	13	4	24
%V	3.3%	3.3%	4.9%	4.5%	3.0%	5.3%	1.4%	4.7%
%H (All HH)		95.8%	70.8%	12.5%	66.7%	54.2%	16.7%	100.0%
%H (TV HH)			73.9%	13.0%	69.6%	56.5%	17.4%	
5+	22	21	13	3	16	11	6	22
%V	3.1%	3.0%	3.7%	4.5%	3.0%	4.5%	2.1%	4.3%
%H (All HH)		95.5%	59.1%	13.6%	72.7%	50.0%	27.3%	100.0%
%H (TV HH)			61.9%	14.3%	76.2%	52.4%	28.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Under 20"	157	82	13	139	76	63	120
%V	11.2%	10.7%	10.2%	12.6%	12.9%	12.3%	11.0%
%H		52.2%	8.3%	88.5%	48.4%	40.1%	76.4%
20" - 29"	368	177	28	304	140	164	267
%V	26.2%	23.1%	21.9%	27.6%	23.7%	32.0%	24.5%
%H		48.1%	7.6%	82.6%	38.0%	44.6%	72.6%
30" - 39"	469	245	51	359	185	174	358
%V	33.4%	32.0%	39.8%	32.6%	31.4%	34.0%	32.8%
%H		52.2%	10.9%	76.5%	39.4%	37.1%	76.3%
40" and over	356	228	34	263	166	96	304
%V	25.4%	29.8%	26.6%	23.9%	28.1%	18.8%	27.9%
%H		64.0%	9.6%	73.9%	46.6%	27.0%	85.4%
Don't know	23	13	1	18	9	9	15
%V	1.6%	1.7%	0.8%	1.6%	1.5%	1.8%	1.4%
%H		56.5%	4.3%	78.3%	39.1%	39.1%	65.2%
Not Asked	30	21	1	19	14	6	26
%V	2.1%	2.7%	0.8%	1.7%	2.4%	1.2%	2.4%
%H		70.0%	3.3%	63.3%	46.7%	20.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Main living room	692	348	67	522	244	279	492
%V	49.3%	45.4%	52.3%	47.4%	41.4%	54.5%	45.1%
%H		50.3%	9.7%	75.4%	35.3%	40.3%	71.1%
Kitchen	151	80	8	136	72	64	118
%V	10.8%	10.4%	6.3%	12.3%	12.2%	12.5%	10.8%
%H		53.0%	5.3%	90.1%	47.7%	42.4%	78.1%
Adult's bedroom	281	160	30	226	133	93	228
%V	20.0%	20.9%	23.4%	20.5%	22.5%	18.2%	20.9%
%H		56.9%	10.7%	80.4%	47.3%	33.1%	81.1%
Child's bedroom	76	53	6	59	43	16	70
%V	5.4%	6.9%	4.7%	5.4%	7.3%	3.1%	6.4%
%H		69.7%	7.9%	77.6%	56.6%	21.1%	92.1%
Other bedroom	32	19	4	27	18	9	29
%V	2.3%	2.5%	3.1%	2.5%	3.1%	1.8%	2.7%
%H		59.4%	12.5%	84.4%	56.3%	28.1%	90.6%
Second living/dining room	112	65	11	86	50	36	100
%V	8.0%	8.5%	8.6%	7.8%	8.5%	7.0%	9.2%
%H		58.0%	9.8%	76.8%	44.6%	32.1%	89.3%
Study/office	7	4	1	7	4	2	7
%V	0.5%	0.5%	0.8%	0.6%	0.7%	0.4%	0.6%
%H		57.1%	14.3%	100.0%	57.1%	28.6%	100.0%
TV room	7	5	0	5	4	2	7
%V	0.5%	0.7%	0.0%	0.5%	0.7%	0.4%	0.6%
%H		71.4%	0.0%	71.4%	57.1%	28.6%	100.0%
Conservatory	10	6	1	9	5	4	9
%V	0.7%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
%H		60.0%	10.0%	90.0%	50.0%	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	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Other	3	3	0	3	3	0	3
%V	0.2%	0.4%	0.0%	0.3%	0.5%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Not Asked	30	21	1	19	14	6	26
%V	2.1%	2.7%	0.8%	1.7%	2.4%	1.2%	2.4%
%H		70.0%	3.3%	63.3%	46.7%	20.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
PVR	495	395	55	323	274	50	431
%V	35.3%	51.6%	43.0%	29.3%	46.4%	9.8%	39.5%
%H		79.8%	11.1%	65.3%	55.4%	10.1%	87.1%
DVDR	35	20	5	26	15	11	29
%V	2.5%	2.6%	3.9%	2.4%	2.5%	2.1%	2.7%
%H		57.1%	14.3%	74.3%	42.9%	31.4%	82.9%
VCR	16	5	1	14	4	10	10
%V	1.1%	0.7%	0.8%	1.3%	0.7%	2.0%	0.9%
%H		31.3%	6.3%	87.5%	25.0%	62.5%	62.5%
Any recorder	519	403	57	344	280	64	447
%V	37.0%	52.6%	44.5%	31.2%	47.5%	12.5%	41.0%
%H		77.6%	11.0%	66.3%	53.9%	12.3%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Receives HDTV (via STB or built-in reception)	435	263	55	328	206	122	368
%V	31.0%	34.3%	43.0%	29.8%	34.9%	23.8%	33.8%
%H		60.5%	12.6%	75.4%	47.4%	28.0%	84.6%
DVD/Blu-ray player or recorder	713	406	72	549	310	239	589
%V	50.8%	53.0%	56.3%	49.8%	52.5%	46.7%	54.0%
%H		56.9%	10.1%	77.0%	43.5%	33.5%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
Under 20"	11	2	1	10	2	8	4
%V	1.6%	0.6%	1.5%	1.9%	0.8%	2.8%	0.8%
%H		18.2%	9.1%	90.9%	18.2%	72.7%	36.4%
20" - 29"	100	30	6	83	19	64	48
%V	14.3%	8.6%	9.0%	15.8%	7.8%	22.6%	9.7%
%H		30.0%	6.0%	83.0%	19.0%	64.0%	48.0%
30" - 39"	284	128	30	214	89	125	192
%V	40.7%	36.8%	44.8%	40.7%	36.6%	44.2%	38.7%
%H		45.1%	10.6%	75.4%	31.3%	44.0%	67.6%
40" and over	292	185	29	212	132	80	247
%V	41.9%	53.2%	43.3%	40.3%	54.3%	28.3%	49.8%
%H		63.4%	9.9%	72.6%	45.2%	27.4%	84.6%
Don't know	9	3	0	7	2	5	5
%V	1.3%	0.9%	0.0%	1.3%	0.8%	1.8%	1.0%
%H		33.3%	0.0%	77.8%	22.2%	55.6%	55.6%
Not Asked	1	0	1	0	0	0	0
%V	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	100.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
PVR	356	275	42	234	193	41	303
%V	51.1%	79.0%	62.7%	44.5%	79.4%	14.5%	61.1%
%H		77.2%	11.8%	65.7%	54.2%	11.5%	85.1%
DVDR	27	15	4	19	10	9	22
%V	3.9%	4.3%	6.0%	3.6%	4.1%	3.2%	4.4%
%H		55.6%	14.8%	70.4%	37.0%	33.3%	81.5%
VCR	12	3	1	10	3	8	7
%V	1.7%	0.9%	1.5%	1.9%	1.2%	2.8%	1.4%
%H		25.0%	8.3%	83.3%	25.0%	66.7%	58.3%
Any recorder	372	280	44	248	196	52	312
%V	53.4%	80.5%	65.7%	47.1%	80.7%	18.4%	62.9%
%H		75.3%	11.8%	66.7%	52.7%	14.0%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
Receives HDTV (via STB or built-in reception)	279	175	37	201	130	70	229
%V	40.0%	50.3%	55.2%	38.2%	53.5%	24.7%	46.2%
%H		62.7%	13.3%	72.0%	46.6%	25.1%	82.1%
DVD/Blu-ray player or recorder	470	253	47	351	179	172	366
%V	67.4%	72.7%	70.1%	66.7%	73.7%	60.8%	73.8%
%H		53.8%	10.0%	74.7%	38.1%	36.6%	77.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
Under 20"	146	81	12	129	74	54	116
%V	20.7%	19.4%	19.7%	22.4%	21.4%	23.6%	19.5%
%H		55.5%	8.2%	88.4%	50.7%	37.0%	79.5%
20" - 29"	268	147	22	221	122	100	219
%V	38.0%	35.2%	36.1%	38.4%	35.3%	43.7%	36.9%
%H		54.9%	8.2%	82.5%	45.5%	37.3%	81.7%
30" - 39"	185	116	21	145	96	49	166
%V	26.2%	27.8%	34.4%	25.2%	27.7%	21.4%	27.9%
%H		62.7%	11.4%	78.4%	51.9%	26.5%	89.7%
40" and over	64	43	5	51	35	16	57
%V	9.1%	10.3%	8.2%	8.9%	10.1%	7.0%	9.6%
%H		67.2%	7.8%	79.7%	54.7%	25.0%	89.1%
Don't know	14	9	0	11	7	4	11
%V	2.0%	2.2%	0.0%	1.9%	2.0%	1.7%	1.9%
%H		64.3%	0.0%	78.6%	50.0%	28.6%	78.6%
Not Asked	28	22	1	19	12	6	25
%V	4.0%	5.3%	1.6%	3.3%	3.5%	2.6%	4.2%
%H		78.6%	3.6%	67.9%	42.9%	21.4%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
PVR	139	120	13	89	81	8	128
%V	19.7%	28.7%	21.3%	15.5%	23.4%	3.5%	21.5%
%H		86.3%	9.4%	64.0%	58.3%	5.8%	92.1%
DVDR	8	5	1	7	5	2	8
%V	1.1%	1.2%	1.6%	1.2%	1.4%	0.9%	1.3%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
VCR	4	2	0	4	2	2	3
%V	0.6%	0.5%	0.0%	0.7%	0.6%	0.9%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	147	123	13	96	85	12	134
%V	20.9%	29.4%	21.3%	16.7%	24.6%	5.2%	22.6%
%H		83.7%	8.8%	65.3%	57.8%	8.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
Receives HDTV (via STB or built-in reception)	157	88	18	127	76	52	139
%V	22.3%	21.1%	29.5%	22.0%	22.0%	22.7%	23.4%
%H		56.1%	11.5%	80.9%	48.4%	33.1%	88.5%
DVD/Blu-ray player or recorder	243	153	24	198	131	67	223
%V	34.5%	36.6%	39.3%	34.4%	37.9%	29.3%	37.5%
%H		63.0%	9.9%	81.5%	53.9%	27.6%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1815	1767	984	165	1302	683	619	1469
%H		97.4%	54.2%	9.1%	71.7%	37.6%	34.1%	80.9%
Total Children	383	375	236	34	256	151	105	348
%V	21.1%	21.2%	24.0%	20.6%	19.7%	22.1%	17.0%	23.7%
%H		97.9%	61.6%	8.9%	66.8%	39.4%	27.4%	90.9%
0 - 3	98	96	61	9	64	37	26	86
%V	5.4%	5.4%	6.2%	5.5%	4.9%	5.4%	4.2%	5.9%
%H		98.0%	62.2%	9.2%	65.3%	37.8%	26.5%	87.8%
4 - 15	284	279	175	26	192	114	78	262
%V	15.6%	15.8%	17.8%	15.8%	14.7%	16.7%	12.6%	17.8%
%H		98.2%	61.6%	9.2%	67.6%	40.1%	27.5%	92.3%
4 - 9	145	142	91	14	96	59	37	133
%V	8.0%	8.0%	9.2%	8.5%	7.4%	8.6%	6.0%	9.1%
%H		97.9%	62.8%	9.7%	66.2%	40.7%	25.5%	91.7%
10 - 15	139	137	84	11	96	55	41	130
%V	7.7%	7.8%	8.5%	6.7%	7.4%	8.1%	6.6%	8.8%
%H		98.6%	60.4%	7.9%	69.1%	39.6%	29.5%	93.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1815	1767	984	165	1302	683	619	1469
%H		97.4%	54.2%	9.1%	71.7%	37.6%	34.1%	80.9%
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%V	78.9%	78.8%	76.0%	79.4%	80.4%	77.9%	83.2%	76.4%
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
16 - 19	96	93	55	8	67	38	29	90
%V	5.3%	5.3%	5.6%	4.8%	5.1%	5.6%	4.7%	6.1%
%H		96.9%	57.3%	8.3%	69.8%	39.6%	30.2%	93.8%
20 - 24	117	111	61	10	84	45	39	103
%V	6.4%	6.3%	6.2%	6.1%	6.5%	6.6%	6.3%	7.0%
%H		94.9%	52.1%	8.5%	71.8%	38.5%	33.3%	88.0%
25 - 34	253	243	147	26	169	98	71	218
%V	13.9%	13.8%	14.9%	15.8%	13.0%	14.3%	11.5%	14.8%
%H		96.0%	58.1%	10.3%	66.8%	38.7%	28.1%	86.2%
35 - 44	244	237	145	23	164	94	69	216
%V	13.4%	13.4%	14.7%	13.9%	12.6%	13.8%	11.1%	14.7%
%H		97.1%	59.4%	9.4%	67.2%	38.5%	28.3%	88.5%
45 - 54	255	250	143	20	189	101	87	224
%V	14.0%	14.1%	14.5%	12.1%	14.5%	14.8%	14.1%	15.2%
%H		98.0%	56.1%	7.8%	74.1%	39.6%	34.1%	87.8%
55 - 64	199	194	102	23	153	82	71	153
%V	11.0%	11.0%	10.4%	13.9%	11.8%	12.0%	11.5%	10.4%
%H		97.5%	51.3%	11.6%	76.9%	41.2%	35.7%	76.9%
65+	268	263	94	20	221	73	148	118
%V	14.8%	14.9%	9.6%	12.1%	17.0%	10.7%	23.9%	8.0%
%H		98.1%	35.1%	7.5%	82.5%	27.2%	55.2%	44.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
AB	302	294	168	32	223	125	97	278
%V	21.1%	21.1%	22.5%	24.4%	21.3%	23.5%	18.8%	24.8%
%H		97.4%	55.6%	10.6%	73.8%	41.4%	32.1%	92.1%
C1	359	346	194	35	262	147	115	310
%V	25.1%	24.9%	25.9%	26.7%	25.0%	27.6%	22.3%	27.6%
%H		96.4%	54.0%	9.7%	73.0%	40.9%	32.0%	86.4%
C2	317	311	176	24	232	120	112	260
%V	22.1%	22.3%	23.5%	18.3%	22.2%	22.6%	21.7%	23.2%
%H		98.1%	55.5%	7.6%	73.2%	37.9%	35.3%	82.0%
D	246	239	123	21	178	84	94	177
%V	17.2%	17.2%	16.4%	16.0%	17.0%	15.8%	18.3%	15.8%
%H		97.2%	50.0%	8.5%	72.4%	34.1%	38.2%	72.0%
E	208	202	86	20	152	56	96	97
%V	14.5%	14.5%	11.5%	15.3%	14.5%	10.5%	18.6%	8.6%
%H		97.1%	41.3%	9.6%	73.1%	26.9%	46.2%	46.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
Working full time	610	593	347	58	437	247	189	540
%V	42.6%	42.6%	46.4%	44.3%	41.7%	46.4%	36.7%	48.1%
%H		97.2%	56.9%	9.5%	71.6%	40.5%	31.0%	88.5%
Working part time	152	150	89	14	110	64	47	134
%V	10.6%	10.8%	11.9%	10.7%	10.5%	12.0%	9.1%	11.9%
%H		98.7%	58.6%	9.2%	72.4%	42.1%	30.9%	88.2%
Not working	670	650	311	59	500	222	279	448
%V	46.8%	46.7%	41.6%	45.0%	47.8%	41.7%	54.2%	39.9%
%H		97.0%	46.4%	8.8%	74.6%	33.1%	41.6%	66.9%
Housewife/Houseperson	721	699	349	67	527	243	283	509
%V	50.3%	50.2%	46.7%	51.1%	50.3%	45.7%	55.0%	45.4%
%H		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
16 - 19	49	47	28	4	34	19	15	47
%V	7.1%	7.0%	7.6%	6.3%	6.8%	7.3%	6.3%	8.5%
%H		95.9%	57.1%	8.2%	69.4%	38.8%	30.6%	95.9%
20 - 24	59	56	32	5	41	24	17	52
%V	8.5%	8.3%	8.6%	7.9%	8.2%	9.2%	7.1%	9.4%
%H		94.9%	54.2%	8.5%	69.5%	40.7%	28.8%	88.1%
25 - 34	123	118	72	11	83	49	33	106
%V	17.7%	17.6%	19.5%	17.5%	16.5%	18.7%	13.8%	19.2%
%H		95.9%	58.5%	8.9%	67.5%	39.8%	26.8%	86.2%
35 - 44	120	116	71	11	80	46	34	104
%V	17.3%	17.3%	19.2%	17.5%	15.9%	17.6%	14.2%	18.8%
%H		96.7%	59.2%	9.2%	66.7%	38.3%	28.3%	86.7%
45 - 54	126	123	69	11	91	48	44	108
%V	18.1%	18.3%	18.6%	17.5%	18.1%	18.3%	18.3%	19.6%
%H		97.6%	54.8%	8.7%	72.2%	38.1%	34.9%	85.7%
55 - 64	98	95	51	11	76	42	34	76
%V	14.1%	14.1%	13.8%	17.5%	15.1%	16.0%	14.2%	13.8%
%H		96.9%	52.0%	11.2%	77.6%	42.9%	34.7%	77.6%
65+	120	118	47	10	97	35	61	59
%V	17.3%	17.6%	12.7%	15.9%	19.3%	13.4%	25.4%	10.7%
%H		98.3%	39.2%	8.3%	80.8%	29.2%	50.8%	49.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
AB	151	147	87	14	111	63	47	140
%V	21.7%	21.9%	23.5%	22.2%	22.1%	24.0%	19.6%	25.4%
%H		97.4%	57.6%	9.3%	73.5%	41.7%	31.1%	92.7%
C1	167	161	91	18	121	71	50	147
%V	24.0%	24.0%	24.6%	28.6%	24.1%	27.1%	20.8%	26.6%
%H		96.4%	54.5%	10.8%	72.5%	42.5%	29.9%	88.0%
C2	169	165	94	12	123	64	59	136
%V	24.3%	24.6%	25.4%	19.0%	24.5%	24.4%	24.6%	24.6%
%H		97.6%	55.6%	7.1%	72.8%	37.9%	34.9%	80.5%
D	118	114	61	11	83	42	41	87
%V	17.0%	17.0%	16.5%	17.5%	16.5%	16.0%	17.1%	15.8%
%H		96.6%	51.7%	9.3%	70.3%	35.6%	34.7%	73.7%
E	90	87	38	7	64	23	41	42
%V	12.9%	12.9%	10.3%	11.1%	12.7%	8.8%	17.1%	7.6%
%H		96.7%	42.2%	7.8%	71.1%	25.6%	45.6%	46.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
Working full time	379	368	217	35	269	152	117	334
%V	54.5%	54.8%	58.6%	55.6%	53.6%	58.0%	48.8%	60.5%
%H		97.1%	57.3%	9.2%	71.0%	40.1%	30.9%	88.1%
Working part time	32	31	17	3	26	15	12	26
%V	4.6%	4.6%	4.6%	4.8%	5.2%	5.7%	5.0%	4.7%
%H		96.9%	53.1%	9.4%	81.3%	46.9%	37.5%	81.3%
Not working	284	273	136	25	206	95	111	192
%V	40.9%	40.6%	36.8%	39.7%	41.0%	36.3%	46.3%	34.8%
%H		96.1%	47.9%	8.8%	72.5%	33.5%	39.1%	67.6%
Housewife/Houseperson	142	133	56	14	102	39	63	76
%V	20.4%	19.8%	15.1%	22.2%	20.3%	14.9%	26.3%	13.8%
%H		93.7%	39.4%	9.9%	71.8%	27.5%	44.4%	53.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
16 - 19	47	45	27	5	34	19	14	43
%V	6.4%	6.3%	7.1%	7.4%	6.2%	7.0%	5.1%	7.5%
%H		95.7%	57.4%	10.6%	72.3%	40.4%	29.8%	91.5%
20 - 24	58	55	29	5	43	22	21	51
%V	7.9%	7.6%	7.7%	7.4%	7.9%	8.1%	7.6%	8.9%
%H		94.8%	50.0%	8.6%	74.1%	37.9%	36.2%	87.9%
25 - 34	130	126	74	14	86	49	38	111
%V	17.6%	17.5%	19.6%	20.6%	15.8%	18.1%	13.8%	19.5%
%H		96.9%	56.9%	10.8%	66.2%	37.7%	29.2%	85.4%
35 - 44	124	122	75	12	83	49	35	113
%V	16.8%	17.0%	19.8%	17.6%	15.2%	18.1%	12.7%	19.8%
%H		98.4%	60.5%	9.7%	66.9%	39.5%	28.2%	91.1%
45 - 54	129	127	75	10	97	54	43	115
%V	17.5%	17.7%	19.8%	14.7%	17.8%	20.0%	15.6%	20.2%
%H		98.4%	58.1%	7.8%	75.2%	41.9%	33.3%	89.1%
55 - 64	101	99	51	12	77	40	37	77
%V	13.7%	13.8%	13.5%	17.6%	14.1%	14.8%	13.5%	13.5%
%H		98.0%	50.5%	11.9%	76.2%	39.6%	36.6%	76.2%
65+	148	145	48	10	124	37	87	59
%V	20.1%	20.2%	12.7%	14.7%	22.8%	13.7%	31.6%	10.4%
%H		98.0%	32.4%	6.8%	83.8%	25.0%	58.8%	39.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
AB	151	148	82	18	112	62	50	138
%V	20.5%	20.6%	21.7%	26.5%	20.6%	23.0%	18.2%	24.2%
%H		98.0%	54.3%	11.9%	74.2%	41.1%	33.1%	91.4%
C1	192	185	103	17	142	77	65	163
%V	26.1%	25.7%	27.2%	25.0%	26.1%	28.5%	23.6%	28.6%
%H		96.4%	53.6%	8.9%	74.0%	40.1%	33.9%	84.9%
C2	148	146	83	11	109	56	53	124
%V	20.1%	20.3%	22.0%	16.2%	20.0%	20.7%	19.3%	21.8%
%H		98.6%	56.1%	7.4%	73.6%	37.8%	35.8%	83.8%
D	128	125	63	9	95	42	52	90
%V	17.4%	17.4%	16.7%	13.2%	17.4%	15.6%	18.9%	15.8%
%H		97.7%	49.2%	7.0%	74.2%	32.8%	40.6%	70.3%
E	118	115	48	12	88	33	55	55
%V	16.0%	16.0%	12.7%	17.6%	16.1%	12.2%	20.0%	9.6%
%H		97.5%	40.7%	10.2%	74.6%	28.0%	46.6%	46.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
Working full time	231	224	130	23	167	95	73	206
%V	31.3%	31.2%	34.4%	33.8%	30.6%	35.2%	26.5%	36.1%
%H		97.0%	56.3%	10.0%	72.3%	41.1%	31.6%	89.2%
Working part time	120	119	73	11	84	49	35	108
%V	16.3%	16.6%	19.3%	16.2%	15.4%	18.1%	12.7%	18.9%
%H		99.2%	60.8%	9.2%	70.0%	40.8%	29.2%	90.0%
Not working	387	376	175	34	294	126	168	256
%V	52.5%	52.3%	46.3%	50.0%	53.9%	46.7%	61.1%	44.9%
%H		97.2%	45.2%	8.8%	76.0%	32.6%	43.4%	66.1%
Housewife/Houseperson	579	565	293	53	425	205	220	433
%V	78.6%	78.6%	77.5%	77.9%	78.0%	75.9%	80.0%	76.0%
%H		97.6%	50.6%	9.2%	73.4%	35.4%	38.0%	74.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
AB	282	274	164	25	186	101	85	246
%V	21.2%	21.3%	22.4%	20.5%	21.7%	23.3%	20.1%	26.5%
%H (All HH)		97.2%	58.2%	8.9%	66.0%	35.8%	30.1%	87.2%
%H (TV HH)			59.9%	9.1%	67.9%	36.9%	31.0%	
C1	326	309	173	34	204	105	99	255
%V	24.5%	24.0%	23.6%	27.9%	23.8%	24.2%	23.4%	27.5%
%H (All HH)		94.8%	53.1%	10.4%	62.6%	32.2%	30.4%	78.2%
%H (TV HH)			56.0%	11.0%	66.0%	34.0%	32.0%	
C2	295	288	173	29	195	110	85	214
%V	22.2%	22.4%	23.6%	23.8%	22.8%	25.4%	20.1%	23.1%
%H (All HH)		97.6%	58.6%	9.8%	66.1%	37.3%	28.8%	72.5%
%H (TV HH)			60.1%	10.1%	67.7%	38.2%	29.5%	
D	241	237	139	21	150	73	78	141
%V	18.1%	18.4%	19.0%	17.2%	17.5%	16.9%	18.4%	15.2%
%H (All HH)		98.3%	57.7%	8.7%	62.2%	30.3%	32.4%	58.5%
%H (TV HH)			58.6%	8.9%	63.3%	30.8%	32.9%	
E	186	178	86	12	121	44	77	71
%V	14.0%	13.8%	11.7%	9.8%	14.1%	10.2%	18.2%	7.7%
%H (All HH)		95.7%	46.2%	6.5%	65.1%	23.7%	41.4%	38.2%
%H (TV HH)			48.3%	6.7%	68.0%	24.7%	43.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 25	59	51	25	6	25	10	15	40
%V	4.4%	4.0%	3.4%	4.9%	2.9%	2.3%	3.5%	4.3%
%H (All HH)		86.4%	42.4%	10.2%	42.4%	16.9%	25.4%	67.8%
%H (TV HH)			49.0%	11.8%	49.0%	19.6%	29.4%	
25 - 34	190	183	115	20	104	59	45	152
%V	14.3%	14.2%	15.7%	16.4%	12.1%	13.6%	10.6%	16.4%
%H (All HH)		96.3%	60.5%	10.5%	54.7%	31.1%	23.7%	80.0%
%H (TV HH)			62.8%	10.9%	56.8%	32.2%	24.6%	
35 - 44	206	196	127	21	123	76	47	176
%V	15.5%	15.2%	17.3%	17.2%	14.4%	17.6%	11.1%	19.0%
%H (All HH)		95.1%	61.7%	10.2%	59.7%	36.9%	22.8%	85.4%
%H (TV HH)			64.8%	10.7%	62.8%	38.8%	24.0%	
45 - 54	258	252	156	25	171	100	71	217
%V	19.4%	19.6%	21.3%	20.5%	20.0%	23.1%	16.8%	23.4%
%H (All HH)		97.7%	60.5%	9.7%	66.3%	38.8%	27.5%	84.1%
%H (TV HH)			61.9%	9.9%	67.9%	39.7%	28.2%	
55 - 64	229	226	134	21	153	82	71	173
%V	17.2%	17.6%	18.3%	17.2%	17.9%	18.9%	16.8%	18.7%
%H (All HH)		98.7%	58.5%	9.2%	66.8%	35.8%	31.0%	75.5%
%H (TV HH)			59.3%	9.3%	67.7%	36.3%	31.4%	
65 +	388	379	177	29	280	107	174	169
%V	29.2%	29.5%	24.1%	23.8%	32.7%	24.7%	41.1%	18.2%
%H (All HH)		97.7%	45.6%	7.5%	72.2%	27.6%	44.8%	43.6%
%H (TV HH)			46.7%	7.7%	73.9%	28.2%	45.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	421	397	165	33	285	89	196	179
%V	31.7%	30.9%	22.5%	27.0%	33.3%	20.6%	46.3%	19.3%
%H (All HH)		94.3%	39.2%	7.8%	67.7%	21.1%	46.6%	42.5%
%H (TV HH)			41.6%	8.3%	71.8%	22.4%	49.4%	
2	447	438	263	41	286	156	130	337
%V	33.6%	34.1%	35.9%	33.6%	33.4%	36.0%	30.7%	36.4%
%H (All HH)		98.0%	58.8%	9.2%	64.0%	34.9%	29.1%	75.4%
%H (TV HH)			60.0%	9.4%	65.3%	35.6%	29.7%	
3	222	218	145	23	136	87	49	193
%V	16.7%	17.0%	19.8%	18.9%	15.9%	20.1%	11.6%	20.8%
%H (All HH)		98.2%	65.3%	10.4%	61.3%	39.2%	22.1%	86.9%
%H (TV HH)			66.5%	10.6%	62.4%	39.9%	22.5%	
4	167	162	113	16	107	73	34	153
%V	12.6%	12.6%	15.4%	13.1%	12.5%	16.9%	8.0%	16.5%
%H (All HH)		97.0%	67.7%	9.6%	64.1%	43.7%	20.4%	91.6%
%H (TV HH)			69.8%	9.9%	66.0%	45.1%	21.0%	
5+	74	72	48	9	42	29	13	65
%V	5.6%	5.6%	6.5%	7.4%	4.9%	6.7%	3.1%	7.0%
%H (All HH)		97.3%	64.9%	12.2%	56.8%	39.2%	17.6%	87.8%
%H (TV HH)			66.7%	12.5%	58.3%	40.3%	18.1%	
Average HH size	2.29	2.30	2.50	2.42	2.25	2.55	1.93	2.58

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Without	1002	962	514	91	662	311	351	645
%V	75.3%	74.8%	70.1%	74.6%	77.3%	71.8%	83.0%	69.6%
%H (All HH)		96.0%	51.3%	9.1%	66.1%	31.0%	35.0%	64.4%
%H (TV HH)			53.4%	9.5%	68.8%	32.3%	36.5%	
With	329	323	220	31	194	122	71	282
%V	24.7%	25.1%	30.0%	25.4%	22.7%	28.2%	16.8%	30.4%
%H (All HH)		98.2%	66.9%	9.4%	59.0%	37.1%	21.6%	85.7%
%H (TV HH)			68.1%	9.6%	60.1%	37.8%	22.0%	
0 - 3	121	119	78	10	63	33	29	99
%V	9.1%	9.3%	10.6%	8.2%	7.4%	7.6%	6.9%	10.7%
%H (All HH)		98.3%	64.5%	8.3%	52.1%	27.3%	24.0%	81.8%
%H (TV HH)			65.5%	8.4%	52.9%	27.7%	24.4%	
4 - 9	166	163	113	15	96	62	35	139
%V	12.5%	12.7%	15.4%	12.3%	11.2%	14.3%	8.3%	15.0%
%H (All HH)		98.2%	68.1%	9.0%	57.8%	37.3%	21.1%	83.7%
%H (TV HH)			69.3%	9.2%	58.9%	38.0%	21.5%	
10 - 15	156	154	108	15	101	70	31	140
%V	11.7%	12.0%	14.7%	12.3%	11.8%	16.2%	7.3%	15.1%
%H (All HH)		98.7%	69.2%	9.6%	64.7%	44.9%	19.9%	89.7%
%H (TV HH)			70.1%	9.7%	65.6%	45.5%	20.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	465	465	205	41	267	59	208	260
%V	35.0%	36.2%	28.0%	33.6%	31.2%	13.6%	49.2%	28.0%
%H (All HH)		100.0%	44.1%	8.8%	57.4%	12.7%	44.7%	55.9%
%H (TV HH)			44.1%	8.8%	57.4%	12.7%	44.7%	
2	446	446	264	45	304	166	138	316
%V	33.5%	34.7%	36.0%	36.9%	35.5%	38.3%	32.6%	34.1%
%H (All HH)		100.0%	59.2%	10.1%	68.2%	37.2%	30.9%	70.9%
%H (TV HH)			59.2%	10.1%	68.2%	37.2%	30.9%	
3	224	224	153	22	165	114	51	186
%V	16.8%	17.4%	20.9%	18.0%	19.3%	26.3%	12.1%	20.1%
%H (All HH)		100.0%	68.3%	9.8%	73.7%	50.9%	22.8%	83.0%
%H (TV HH)			68.3%	9.8%	73.7%	50.9%	22.8%	
4	102	102	74	9	78	60	19	93
%V	7.7%	7.9%	10.1%	7.4%	9.1%	13.9%	4.5%	10.0%
%H (All HH)		100.0%	72.5%	8.8%	76.5%	58.8%	18.6%	91.2%
%H (TV HH)			72.5%	8.8%	76.5%	58.8%	18.6%	
5+	48	48	37	5	41	34	7	46
%V	3.6%	3.7%	5.0%	4.1%	4.8%	7.9%	1.7%	5.0%
%H (All HH)		100.0%	77.1%	10.4%	85.4%	70.8%	14.6%	95.8%
%H (TV HH)			77.1%	10.4%	85.4%	70.8%	14.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 20"	333	333	197	27	268	159	109	247
%V	25.0%	25.9%	26.9%	22.1%	31.3%	36.7%	25.8%	26.6%
%H (All HH)		100.0%	59.2%	8.1%	80.5%	47.7%	32.7%	74.2%
%H (TV HH)			59.2%	8.1%	80.5%	47.7%	32.7%	
20" - 29"	543	543	302	50	405	213	191	376
%V	40.8%	42.2%	41.2%	41.0%	47.3%	49.2%	45.2%	40.6%
%H (All HH)		100.0%	55.6%	9.2%	74.6%	39.2%	35.2%	69.2%
%H (TV HH)			55.6%	9.2%	74.6%	39.2%	35.2%	
30" - 39"	687	687	401	67	470	250	220	495
%V	51.7%	53.4%	54.7%	54.9%	54.9%	57.7%	52.0%	53.4%
%H (All HH)		100.0%	58.4%	9.8%	68.4%	36.4%	32.0%	72.1%
%H (TV HH)			58.4%	9.8%	68.4%	36.4%	32.0%	
40" and over	521	521	365	56	328	227	101	434
%V	39.2%	40.5%	49.8%	45.9%	38.3%	52.4%	23.9%	46.8%
%H (All HH)		100.0%	70.1%	10.7%	63.0%	43.6%	19.4%	83.3%
%H (TV HH)			70.1%	10.7%	63.0%	43.6%	19.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Main living room	1266	1266	726	121	846	429	416	887
%V	95.2%	98.4%	99.0%	99.2%	98.8%	99.1%	98.3%	95.7%
%H (All HH)		100.0%	57.3%	9.6%	66.8%	33.9%	32.9%	70.1%
%H (TV HH)			57.3%	9.6%	66.8%	33.9%	32.9%	
Kitchen	179	179	116	11	148	97	52	141
%V	13.5%	13.9%	15.8%	9.0%	17.3%	22.4%	12.3%	15.2%
%H (All HH)		100.0%	64.8%	6.1%	82.7%	54.2%	29.1%	78.8%
%H (TV HH)			64.8%	6.1%	82.7%	54.2%	29.1%	
Adult's bedroom	553	553	356	60	408	268	141	438
%V	41.6%	43.0%	48.6%	49.2%	47.7%	61.9%	33.3%	47.2%
%H (All HH)		100.0%	64.4%	10.8%	73.8%	48.5%	25.5%	79.2%
%H (TV HH)			64.4%	10.8%	73.8%	48.5%	25.5%	
Child's bedroom	133	133	92	14	95	68	27	118
%V	10.0%	10.3%	12.6%	11.5%	11.1%	15.7%	6.4%	12.7%
%H (All HH)		100.0%	69.2%	10.5%	71.4%	51.1%	20.3%	88.7%
%H (TV HH)			69.2%	10.5%	71.4%	51.1%	20.3%	
Other bedroom	61	61	42	5	45	32	14	52
%V	4.6%	4.7%	5.7%	4.1%	5.3%	7.4%	3.3%	5.6%
%H (All HH)		100.0%	68.9%	8.2%	73.8%	52.5%	23.0%	85.2%
%H (TV HH)			68.9%	8.2%	73.8%	52.5%	23.0%	
Second living/dining room	158	158	101	16	122	81	41	129
%V	11.9%	12.3%	13.8%	13.1%	14.3%	18.7%	9.7%	13.9%
%H (All HH)		100.0%	63.9%	10.1%	77.2%	51.3%	25.9%	81.6%
%H (TV HH)			63.9%	10.1%	77.2%	51.3%	25.9%	
Study/office	16	16	12	1	12	9	3	15
%V	1.2%	1.2%	1.6%	0.8%	1.4%	2.1%	0.7%	1.6%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	10	10	7	1	7	6	1	9
%V	0.8%	0.8%	1.0%	0.8%	0.8%	1.4%	0.2%	1.0%
%H (All HH)		100.0%	70.0%	10.0%	70.0%	60.0%	10.0%	90.0%
%H (TV HH)			70.0%	10.0%	70.0%	60.0%	10.0%	
Conservatory	25	25	18	2	21	15	5	21
%V	1.9%	1.9%	2.5%	1.6%	2.5%	3.5%	1.2%	2.3%
%H (All HH)		100.0%	72.0%	8.0%	84.0%	60.0%	20.0%	84.0%
%H (TV HH)			72.0%	8.0%	84.0%	60.0%	20.0%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	5	5	4	0	4	3	1	4
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			80.0%	0.0%	80.0%	60.0%	20.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Any DSAT provider	733	733	733	6	375	375	0	578
%V	55.1%	57.0%	100.0%	4.9%	43.8%	86.6%	0.0%	62.4%
%H (All HH)			100.0%	0.8%	51.2%	51.2%	0.0%	78.9%
%H (TV HH)			100.0%	0.8%	51.2%	51.2%	0.0%	
Sky with subcription	599	599	599	4	307	307	0	492
%V	45.0%	46.6%	81.7%	3.3%	35.9%	70.9%	0.0%	53.1%
%H (All HH)			100.0%	0.7%	51.3%	51.3%	0.0%	82.1%
%H (TV HH)			100.0%	0.7%	51.3%	51.3%	0.0%	
Sky without subscription	74	74	74	1	35	35	0	41
%V	5.6%	5.8%	10.1%	0.8%	4.1%	8.1%	0.0%	4.4%
%H (All HH)			100.0%	1.4%	47.3%	47.3%	0.0%	55.4%
%H (TV HH)			100.0%	1.4%	47.3%	47.3%	0.0%	
Freesat	62	62	62	1	36	36	0	46
%V	4.7%	4.8%	8.5%	0.8%	4.2%	8.3%	0.0%	5.0%
%H (All HH)			100.0%	1.6%	58.1%	58.1%	0.0%	74.2%
%H (TV HH)			100.0%	1.6%	58.1%	58.1%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	8
%V	0.7%	0.7%	1.2%	0.0%	0.6%	1.2%	0.0%	0.9%
%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%	
DCAB	122	122	6	122	61	61	0	101
%V	9.2%	9.5%	0.8%	100.0%	7.1%	14.1%	0.0%	10.9%
%H (All HH)			4.9%	100.0%	50.0%	50.0%	0.0%	82.8%
%H (TV HH)			4.9%	100.0%	50.0%	50.0%	0.0%	
DTT	856	856	375	61	856	433	423	576
%V	64.4%	66.6%	51.2%	50.0%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	43.8%	7.1%	100.0%	50.6%	49.4%	67.3%
%H (TV HH)			43.8%	7.1%	100.0%	50.6%	49.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
PVR	794	794	582	94	477	354	123	664
%V	59.7%	61.7%	79.4%	77.0%	55.7%	81.8%	29.1%	71.6%
%H (All HH)		100.0%	73.3%	11.8%	60.1%	44.6%	15.5%	83.6%
%H (TV HH)			73.3%	11.8%	60.1%	44.6%	15.5%	
DVDR	79	79	44	11	53	30	24	62
%V	5.9%	6.1%	6.0%	9.0%	6.2%	6.9%	5.7%	6.7%
%H (All HH)		100.0%	55.7%	13.9%	67.1%	38.0%	30.4%	78.5%
%H (TV HH)			55.7%	13.9%	67.1%	38.0%	30.4%	
VCR	39	39	20	4	32	17	16	25
%V	2.9%	3.0%	2.7%	3.3%	3.7%	3.9%	3.8%	2.7%
%H (All HH)		100.0%	51.3%	10.3%	82.1%	43.6%	41.0%	64.1%
%H (TV HH)			51.3%	10.3%	82.1%	43.6%	41.0%	
Any recorder	835	835	595	97	510	363	147	688
%V	62.8%	64.9%	81.2%	79.5%	59.6%	83.8%	34.8%	74.2%
%H (All HH)		100.0%	71.3%	11.6%	61.1%	43.5%	17.6%	82.4%
%H (TV HH)			71.3%	11.6%	61.1%	43.5%	17.6%	
Receives HDTV (via STB or built-in reception)	566	566	382	90	347	248	99	486
%V	42.6%	44.0%	52.1%	73.8%	40.5%	57.3%	23.4%	52.4%
%H (All HH)		100.0%	67.5%	15.9%	61.3%	43.8%	17.5%	85.9%
%H (TV HH)			67.5%	15.9%	61.3%	43.8%	17.5%	
DVD/Blu-ray player or recorder	1034	1034	610	103	700	377	322	767
%V	77.7%	80.4%	83.2%	84.4%	81.8%	87.1%	76.1%	82.7%
%H (All HH)		100.0%	59.0%	10.0%	67.7%	36.5%	31.1%	74.2%
%H (TV HH)			59.0%	10.0%	67.7%	36.5%	31.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Has broadband internet	927	902	578	101	576	357	219	927
%V	69.7%	70.1%	78.9%	82.8%	67.3%	82.4%	51.8%	100.0%
%H (All HH)		97.3%	62.4%	10.9%	62.1%	38.5%	23.6%	100.0%
%H (TV HH)			64.1%	11.2%	63.9%	39.6%	24.3%	
Number of computers (PCs and laptops)								
0	343	328	133	20	240	67	173	11
%V	25.8%	25.5%	18.1%	16.4%	28.0%	15.5%	40.9%	1.2%
%H (All HH)		95.6%	38.8%	5.8%	70.0%	19.5%	50.4%	3.2%
%H (TV HH)			40.5%	6.1%	73.2%	20.4%	52.7%	
1	474	460	272	40	290	146	144	421
%V	35.6%	35.8%	37.1%	32.8%	33.9%	33.7%	34.0%	45.4%
%H (All HH)		97.0%	57.4%	8.4%	61.2%	30.8%	30.4%	88.8%
%H (TV HH)			59.1%	8.7%	63.0%	31.7%	31.3%	
2	275	268	174	34	178	119	59	261
%V	20.7%	20.8%	23.7%	27.9%	20.8%	27.5%	13.9%	28.2%
%H (All HH)		97.5%	63.3%	12.4%	64.7%	43.3%	21.5%	94.9%
%H (TV HH)			64.9%	12.7%	66.4%	44.4%	22.0%	
3	123	119	81	15	76	53	23	121
%V	9.2%	9.3%	11.1%	12.3%	8.9%	12.2%	5.4%	13.1%
%H (All HH)		96.7%	65.9%	12.2%	61.8%	43.1%	18.7%	98.4%
%H (TV HH)			68.1%	12.6%	63.9%	44.5%	19.3%	
4	58	56	37	4	38	24	14	58
%V	4.4%	4.4%	5.0%	3.3%	4.4%	5.5%	3.3%	6.3%
%H (All HH)		96.6%	63.8%	6.9%	65.5%	41.4%	24.1%	100.0%
%H (TV HH)			66.1%	7.1%	67.9%	42.9%	25.0%	
5+	57	55	37	9	33	25	9	56
%V	4.3%	4.3%	5.0%	7.4%	3.9%	5.8%	2.1%	6.0%
%H (All HH)		96.5%	64.9%	15.8%	57.9%	43.9%	15.8%	98.2%
%H (TV HH)			67.3%	16.4%	60.0%	45.5%	16.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Under 20"	420	254	36	340	208	132	319
%V	15.5%	15.0%	13.8%	17.8%	18.0%	17.6%	15.4%
%H		60.5%	8.6%	81.0%	49.5%	31.4%	76.0%
20" - 29"	685	399	63	522	298	224	494
%V	25.4%	23.6%	24.1%	27.3%	25.7%	29.8%	23.8%
%H		58.2%	9.2%	76.2%	43.5%	32.7%	72.1%
30" - 39"	820	486	88	568	321	248	612
%V	30.3%	28.8%	33.7%	29.8%	27.7%	33.0%	29.5%
%H		59.3%	10.7%	69.3%	39.1%	30.2%	74.6%
40" and over	616	435	66	391	274	117	523
%V	22.8%	25.8%	25.3%	20.5%	23.7%	15.6%	25.2%
%H		70.6%	10.7%	63.5%	44.5%	19.0%	84.9%
Don't know	38	25	1	27	15	12	28
%V	1.4%	1.5%	0.4%	1.4%	1.3%	1.6%	1.4%
%H		65.8%	2.6%	71.1%	39.5%	31.6%	73.7%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Main living room	1276	732	123	854	435	419	897
%V	47.2%	43.4%	47.1%	44.7%	37.6%	55.8%	43.2%
%H		57.4%	9.6%	66.9%	34.1%	32.8%	70.3%
Kitchen	180	117	12	149	97	52	142
%V	6.7%	6.9%	4.6%	7.8%	8.4%	6.9%	6.8%
%H		65.0%	6.7%	82.8%	53.9%	28.9%	78.9%
Adult's bedroom	656	430	74	492	335	157	534
%V	24.3%	25.5%	28.4%	25.8%	28.9%	20.9%	25.7%
%H		65.5%	11.3%	75.0%	51.1%	23.9%	81.4%
Child's bedroom	170	119	18	125	91	34	152
%V	6.3%	7.0%	6.9%	6.5%	7.9%	4.5%	7.3%
%H		70.0%	10.6%	73.5%	53.5%	20.0%	89.4%
Other bedroom	73	51	6	54	39	16	64
%V	2.7%	3.0%	2.3%	2.8%	3.4%	2.1%	3.1%
%H		69.9%	8.2%	74.0%	53.4%	21.9%	87.7%
Second living/dining room	161	103	16	125	83	42	132
%V	6.0%	6.1%	6.1%	6.5%	7.2%	5.6%	6.4%
%H		64.0%	9.9%	77.6%	51.6%	26.1%	82.0%
Study/office	16	12	1	12	9	3	15
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.4%	0.7%
%H		75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
TV room	10	8	1	8	6	1	9
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.1%	0.4%
%H		80.0%	10.0%	80.0%	60.0%	10.0%	90.0%
Conservatory	25	18	2	21	16	5	22
%V	0.9%	1.1%	0.8%	1.1%	1.4%	0.7%	1.1%
%H		72.0%	8.0%	84.0%	64.0%	20.0%	88.0%
Attic or loft room	4	3	1	3	2	1	4
%V	0.1%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	5	4	0	4	3	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
PVR	1040	787	124	606	469	137	895
%V	38.5%	46.6%	47.5%	31.7%	40.5%	18.2%	43.2%
%H		75.7%	11.9%	58.3%	45.1%	13.2%	86.1%
DVDR	88	49	12	59	33	26	70
%V	3.3%	2.9%	4.6%	3.1%	2.8%	3.5%	3.4%
%H		55.7%	13.6%	67.0%	37.5%	29.5%	79.5%
VCR	42	23	5	34	18	16	26
%V	1.6%	1.4%	1.9%	1.8%	1.6%	2.1%	1.3%
%H		54.8%	11.9%	81.0%	42.9%	38.1%	61.9%
Any recorder	1102	815	131	656	492	164	936
%V	40.8%	48.3%	50.2%	34.4%	42.5%	21.8%	45.1%
%H		74.0%	11.9%	59.5%	44.6%	14.9%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: 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	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Receives HDTV (via STB or built-in reception)	786	519	133	492	352	140	690
%V	29.1%	30.7%	51.0%	25.8%	30.4%	18.6%	33.3%
%H		66.0%	16.9%	62.6%	44.8%	17.8%	87.8%
DVD/Blu-ray player or recorder	1576	985	162	1128	693	435	1241
%V	58.3%	58.4%	62.1%	59.1%	59.8%	57.9%	59.8%
%H		62.5%	10.3%	71.6%	44.0%	27.6%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Under 20"	25	7	1	19	2	16	12
%V	1.9%	1.0%	0.8%	2.2%	0.5%	3.8%	1.3%
%H		28.0%	4.0%	76.0%	8.0%	64.0%	48.0%
20" - 29"	219	84	19	162	49	114	114
%V	17.1%	11.5%	15.6%	18.9%	11.3%	27.0%	12.7%
%H		38.4%	8.7%	74.0%	22.4%	52.1%	52.1%
30" - 39"	524	285	48	352	162	191	348
%V	40.8%	38.9%	39.3%	41.2%	37.4%	45.3%	38.7%
%H		54.4%	9.2%	67.2%	30.9%	36.5%	66.4%
40" and over	498	349	53	313	217	96	415
%V	38.8%	47.6%	43.4%	36.6%	50.1%	22.7%	46.1%
%H		70.1%	10.6%	62.9%	43.6%	19.3%	83.3%
Don't know	14	8	0	9	3	5	8
%V	1.1%	1.1%	0.0%	1.1%	0.7%	1.2%	0.9%
%H		57.1%	0.0%	64.3%	21.4%	35.7%	57.1%
Not Asked	4	0	1	0	0	0	3
%V	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	25.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
PVR	770	570	92	458	345	113	646
%V	60.0%	77.8%	75.4%	53.6%	79.7%	26.8%	71.8%
%H		74.0%	11.9%	59.5%	44.8%	14.7%	83.9%
DVDR	67	37	9	45	24	21	52
%V	5.2%	5.0%	7.4%	5.3%	5.5%	5.0%	5.8%
%H		55.2%	13.4%	67.2%	35.8%	31.3%	77.6%
VCR	32	15	3	26	12	14	19
%V	2.5%	2.0%	2.5%	3.0%	2.8%	3.3%	2.1%
%H		46.9%	9.4%	81.3%	37.5%	43.8%	59.4%
Any recorder	810	583	95	491	355	136	670
%V	63.1%	79.5%	77.9%	57.4%	82.0%	32.2%	74.4%
%H		72.0%	11.7%	60.6%	43.8%	16.8%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Receives HDTV (via STB or built-in reception)	545	367	88	332	238	94	468
%V	42.4%	50.1%	72.1%	38.8%	55.0%	22.3%	52.0%
%H		67.3%	16.1%	60.9%	43.7%	17.2%	85.9%
DVD/Blu-ray player or recorder	969	569	96	653	348	305	718
%V	75.5%	77.6%	78.7%	76.4%	80.4%	72.3%	79.8%
%H		58.7%	9.9%	67.4%	35.9%	31.5%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Under 20"	395	247	35	321	206	115	307
%V	27.9%	25.9%	25.2%	30.5%	28.4%	35.0%	26.1%
%H		62.5%	8.9%	81.3%	52.2%	29.1%	77.7%
20" - 29"	467	314	44	360	250	110	380
%V	32.9%	32.9%	31.7%	34.2%	34.5%	33.4%	32.4%
%H		67.2%	9.4%	77.1%	53.5%	23.6%	81.4%
30" - 39"	296	201	40	216	159	57	265
%V	20.9%	21.0%	28.8%	20.5%	21.9%	17.3%	22.6%
%H		67.9%	13.5%	73.0%	53.7%	19.3%	89.5%
40" and over	119	86	13	78	58	21	108
%V	8.4%	9.0%	9.4%	7.4%	8.0%	6.4%	9.2%
%H		72.3%	10.9%	65.5%	48.7%	17.6%	90.8%
Don't know	24	17	1	18	12	6	20
%V	1.7%	1.8%	0.7%	1.7%	1.7%	1.8%	1.7%
%H		70.8%	4.2%	75.0%	50.0%	25.0%	83.3%
Not Asked	117	90	6	60	40	20	94
%V	8.3%	9.4%	4.3%	5.7%	5.5%	6.1%	8.0%
%H		76.9%	5.1%	51.3%	34.2%	17.1%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
PVR	270	218	32	148	124	24	249
%V	19.0%	22.8%	23.0%	14.1%	17.1%	7.3%	21.2%
%H		80.7%	11.9%	54.8%	45.9%	8.9%	92.2%
DVDR	21	12	4	14	9	5	18
%V	1.5%	1.3%	2.9%	1.3%	1.2%	1.5%	1.5%
%H		57.1%	19.0%	66.7%	42.9%	23.8%	85.7%
VCR	10	8	1	9	7	2	7
%V	0.7%	0.8%	0.7%	0.9%	1.0%	0.6%	0.6%
%H		80.0%	10.0%	90.0%	70.0%	20.0%	70.0%
Any recorder	292	232	36	165	136	29	266
%V	20.6%	24.3%	25.9%	15.7%	18.8%	8.8%	22.7%
%H		79.5%	12.3%	56.5%	46.6%	9.9%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Receives HDTV (via STB or built-in reception)	241	152	46	160	114	46	222
%V	17.0%	15.9%	33.1%	15.2%	15.7%	14.0%	18.9%
%H		63.1%	19.1%	66.4%	47.3%	19.1%	92.1%
DVD/Blu-ray player or recorder	607	416	66	474	345	129	524
%V	42.8%	43.6%	47.5%	45.0%	47.6%	39.2%	44.6%
%H		68.5%	10.9%	78.1%	56.8%	21.3%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Children	558	549	370	52	330	207	123	475
%V	18.3%	18.5%	20.2%	17.6%	17.2%	18.7%	15.1%	19.8%
%H		98.4%	66.3%	9.3%	59.1%	37.1%	22.0%	85.1%
0 - 3	139	137	90	11	73	39	35	113
%V	4.6%	4.6%	4.9%	3.7%	3.8%	3.5%	4.3%	4.7%
%H		98.6%	64.7%	7.9%	52.5%	28.1%	25.2%	81.3%
4 - 15	419	413	280	41	256	168	88	362
%V	13.7%	13.9%	15.3%	13.9%	13.3%	15.2%	10.8%	15.1%
%H		98.6%	66.8%	9.8%	61.1%	40.1%	21.0%	86.4%
4 - 9	216	212	144	20	125	79	46	181
%V	7.1%	7.2%	7.9%	6.8%	6.5%	7.1%	5.6%	7.6%
%H		98.1%	66.7%	9.3%	57.9%	36.6%	21.3%	83.8%
10 - 15	203	201	136	21	131	89	42	181
%V	6.7%	6.8%	7.4%	7.1%	6.8%	8.0%	5.2%	7.6%
%H		99.0%	67.0%	10.3%	64.5%	43.8%	20.7%	89.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%V	81.7%	81.5%	79.8%	82.4%	82.8%	81.3%	85.0%	80.2%
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
16 - 19	138	135	92	15	87	61	26	125
%V	4.5%	4.6%	5.0%	5.1%	4.5%	5.5%	3.2%	5.2%
%H		97.8%	66.7%	10.9%	63.0%	44.2%	18.8%	90.6%
20 - 24	209	186	105	23	115	64	51	178
%V	6.9%	6.3%	5.7%	7.8%	6.0%	5.8%	6.3%	7.4%
%H		89.0%	50.2%	11.0%	55.0%	30.6%	24.4%	85.2%
25 - 34	388	373	243	43	217	133	84	325
%V	12.7%	12.6%	13.2%	14.6%	11.3%	12.0%	10.3%	13.6%
%H		96.1%	62.6%	11.1%	55.9%	34.3%	21.6%	83.8%
35 - 44	367	352	230	41	218	140	79	317
%V	12.0%	11.9%	12.5%	13.9%	11.3%	12.7%	9.7%	13.2%
%H		95.9%	62.7%	11.2%	59.4%	38.1%	21.5%	86.4%
45 - 54	429	420	272	42	284	177	107	375
%V	14.1%	14.2%	14.8%	14.2%	14.8%	16.0%	13.1%	15.7%
%H		97.9%	63.4%	9.8%	66.2%	41.3%	24.9%	87.4%
55 - 64	379	374	233	34	251	144	107	303
%V	12.4%	12.6%	12.7%	11.5%	13.1%	13.0%	13.1%	12.7%
%H		98.7%	61.5%	9.0%	66.2%	38.0%	28.2%	79.9%
65+	582	571	290	45	420	181	238	296
%V	19.1%	19.3%	15.8%	15.3%	21.9%	16.4%	29.2%	12.4%
%H		98.1%	49.8%	7.7%	72.2%	31.1%	40.9%	50.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
AB	561	548	345	53	369	218	151	509
%V	22.5%	22.7%	23.6%	21.8%	23.2%	24.2%	21.8%	26.5%
%H		97.7%	61.5%	9.4%	65.8%	38.9%	26.9%	90.7%
C1	628	587	336	71	391	218	173	528
%V	25.2%	24.3%	23.0%	29.2%	24.6%	24.2%	25.0%	27.5%
%H		93.5%	53.5%	11.3%	62.3%	34.7%	27.5%	84.1%
C2	593	582	374	59	390	244	145	466
%V	23.8%	24.1%	25.5%	24.3%	24.5%	27.1%	20.9%	24.3%
%H		98.1%	63.1%	9.9%	65.8%	41.1%	24.5%	78.6%
D	451	445	278	42	274	148	126	300
%V	18.1%	18.4%	19.0%	17.3%	17.2%	16.5%	18.2%	15.6%
%H		98.7%	61.6%	9.3%	60.8%	32.8%	27.9%	66.5%
E	259	250	131	19	169	71	98	115
%V	10.4%	10.4%	8.9%	7.8%	10.6%	7.9%	14.1%	6.0%
%H		96.5%	50.6%	7.3%	65.3%	27.4%	37.8%	44.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
Working full time	1068	1043	682	117	670	427	242	951
%V	42.9%	43.2%	46.6%	48.1%	42.1%	47.5%	34.9%	49.6%
%H		97.7%	63.9%	11.0%	62.7%	40.0%	22.7%	89.0%
Working part time	242	236	150	25	154	93	61	205
%V	9.7%	9.8%	10.2%	10.3%	9.7%	10.3%	8.8%	10.7%
%H		97.5%	62.0%	10.3%	63.6%	38.4%	25.2%	84.7%
Not working	1181	1133	632	102	769	380	389	762
%V	47.4%	47.0%	43.2%	42.0%	48.3%	42.3%	56.1%	39.7%
%H		95.9%	53.5%	8.6%	65.1%	32.2%	32.9%	64.5%
Housewife/Houseperson	1330	1286	733	122	856	433	423	927
%V	53.4%	53.3%	50.1%	50.2%	53.8%	48.2%	61.0%	48.3%
%H		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
16 - 19	73	71	49	9	46	34	13	65
%V	6.0%	6.0%	6.7%	7.4%	6.0%	7.6%	4.1%	6.8%
%H		97.3%	67.1%	12.3%	63.0%	46.6%	17.8%	89.0%
20 - 24	105	95	55	11	57	33	24	92
%V	8.6%	8.1%	7.6%	9.1%	7.4%	7.4%	7.5%	9.6%
%H		90.5%	52.4%	10.5%	54.3%	31.4%	22.9%	87.6%
25 - 34	195	187	122	22	110	68	42	167
%V	16.0%	15.9%	16.8%	18.2%	14.3%	15.2%	13.1%	17.4%
%H		95.9%	62.6%	11.3%	56.4%	34.9%	21.5%	85.6%
35 - 44	181	172	108	21	106	65	41	151
%V	14.8%	14.6%	14.9%	17.4%	13.8%	14.5%	12.8%	15.7%
%H		95.0%	59.7%	11.6%	58.6%	35.9%	22.7%	83.4%
45 - 54	210	204	134	21	137	87	50	182
%V	17.2%	17.4%	18.5%	17.4%	17.8%	19.4%	15.6%	19.0%
%H		97.1%	63.8%	10.0%	65.2%	41.4%	23.8%	86.7%
55 - 64	185	182	113	15	124	71	53	148
%V	15.2%	15.5%	15.6%	12.4%	16.1%	15.8%	16.6%	15.4%
%H		98.4%	61.1%	8.1%	67.0%	38.4%	28.6%	80.0%
65+	269	263	145	22	188	92	96	154
%V	22.1%	22.4%	20.0%	18.2%	24.5%	20.5%	30.0%	16.1%
%H		97.8%	53.9%	8.2%	69.9%	34.2%	35.7%	57.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
AB	280	273	175	27	181	110	71	257
%V	23.0%	23.2%	24.1%	22.3%	23.6%	24.6%	22.2%	26.8%
%H		97.5%	62.5%	9.6%	64.6%	39.3%	25.4%	91.8%
C1	292	270	160	32	176	103	73	252
%V	24.0%	23.0%	22.0%	26.4%	22.9%	23.0%	22.8%	26.3%
%H		92.5%	54.8%	11.0%	60.3%	35.3%	25.0%	86.3%
C2	319	312	199	32	210	132	79	249
%V	26.2%	26.6%	27.4%	26.4%	27.3%	29.5%	24.7%	26.0%
%H		97.8%	62.4%	10.0%	65.8%	41.4%	24.8%	78.1%
D	221	217	137	21	131	73	59	152
%V	18.1%	18.5%	18.9%	17.4%	17.1%	16.3%	18.4%	15.8%
%H		98.2%	62.0%	9.5%	59.3%	33.0%	26.7%	68.8%
E	106	103	55	8	69	31	38	50
%V	8.7%	8.8%	7.6%	6.6%	9.0%	6.9%	11.9%	5.2%
%H		97.2%	51.9%	7.5%	65.1%	29.2%	35.8%	47.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
Working full time	640	623	410	70	397	255	142	566
%V	52.5%	53.0%	56.5%	57.9%	51.7%	56.9%	44.4%	59.0%
%H		97.3%	64.1%	10.9%	62.0%	39.8%	22.2%	88.4%
Working part time	58	55	32	5	37	19	18	49
%V	4.8%	4.7%	4.4%	4.1%	4.8%	4.2%	5.6%	5.1%
%H		94.8%	55.2%	8.6%	63.8%	32.8%	31.0%	84.5%
Not working	520	497	284	46	334	175	160	345
%V	42.7%	42.3%	39.1%	38.0%	43.5%	39.1%	50.0%	36.0%
%H		95.6%	54.6%	8.8%	64.2%	33.7%	30.8%	66.3%
Housewife/Houseperson	275	255	126	24	170	70	100	156
%V	22.6%	21.7%	17.4%	19.8%	22.1%	15.6%	31.3%	16.3%
%H		92.7%	45.8%	8.7%	61.8%	25.5%	36.4%	56.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
16 - 19	65	64	44	6	41	27	14	60
%V	5.1%	5.2%	6.0%	4.9%	5.0%	6.0%	3.8%	6.3%
%H		98.5%	67.7%	9.2%	63.1%	41.5%	21.5%	92.3%
20 - 24	104	92	49	13	58	31	27	86
%V	8.2%	7.4%	6.6%	10.7%	7.0%	6.9%	7.2%	9.0%
%H		88.5%	47.1%	12.5%	55.8%	29.8%	26.0%	82.7%
25 - 34	192	186	121	21	107	65	42	157
%V	15.1%	15.0%	16.4%	17.2%	13.0%	14.4%	11.3%	16.4%
%H		96.9%	63.0%	10.9%	55.7%	33.9%	21.9%	81.8%
35 - 44	186	180	123	20	113	75	38	166
%V	14.6%	14.5%	16.7%	16.4%	13.7%	16.6%	10.2%	17.3%
%H		96.8%	66.1%	10.8%	60.8%	40.3%	20.4%	89.2%
45 - 54	219	216	138	21	147	91	56	192
%V	17.2%	17.4%	18.7%	17.2%	17.8%	20.2%	15.0%	20.0%
%H		98.6%	63.0%	9.6%	67.1%	41.6%	25.6%	87.7%
55 - 64	193	192	119	18	127	73	54	154
%V	15.2%	15.5%	16.1%	14.8%	15.4%	16.2%	14.5%	16.1%
%H		99.5%	61.7%	9.3%	65.8%	37.8%	28.0%	79.8%
65+	313	308	144	23	232	90	142	142
%V	24.6%	24.9%	19.5%	18.9%	28.2%	20.0%	38.1%	14.8%
%H		98.4%	46.0%	7.3%	74.1%	28.8%	45.4%	45.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
AB	281	275	170	26	188	108	79	252
%V	22.1%	22.2%	23.0%	21.3%	22.8%	23.9%	21.2%	26.3%
%H		97.9%	60.5%	9.3%	66.9%	38.4%	28.1%	89.7%
C1	336	318	176	39	214	114	100	276
%V	26.4%	25.7%	23.8%	32.0%	26.0%	25.3%	26.8%	28.8%
%H		94.6%	52.4%	11.6%	63.7%	33.9%	29.8%	82.1%
C2	274	270	175	26	179	113	67	218
%V	21.5%	21.8%	23.7%	21.3%	21.7%	25.1%	18.0%	22.7%
%H		98.5%	63.9%	9.5%	65.3%	41.2%	24.5%	79.6%
D	230	227	141	21	143	76	67	148
%V	18.1%	18.3%	19.1%	17.2%	17.4%	16.9%	18.0%	15.4%
%H		98.7%	61.3%	9.1%	62.2%	33.0%	29.1%	64.3%
E	152	147	75	10	100	40	60	65
%V	11.9%	11.9%	10.2%	8.2%	12.1%	8.9%	16.1%	6.8%
%H		96.7%	49.3%	6.6%	65.8%	26.3%	39.5%	42.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
Working full time	428	420	272	47	273	173	100	385
%V	33.6%	33.9%	36.9%	38.5%	33.1%	38.4%	26.8%	40.1%
%H		98.1%	63.6%	11.0%	63.8%	40.4%	23.4%	90.0%
Working part time	184	181	118	19	117	74	43	156
%V	14.5%	14.6%	16.0%	15.6%	14.2%	16.4%	11.5%	16.3%
%H		98.4%	64.1%	10.3%	63.6%	40.2%	23.4%	84.8%
Not working	661	636	348	56	434	205	230	417
%V	51.9%	51.4%	47.2%	45.9%	52.7%	45.5%	61.7%	43.5%
%H		96.2%	52.6%	8.5%	65.7%	31.0%	34.8%	63.1%
Housewife/Houseperson	1056	1031	608	98	685	363	322	771
%V	83.0%	83.3%	82.4%	80.3%	83.1%	80.5%	86.3%	80.4%
%H		97.6%	57.6%	9.3%	64.9%	34.4%	30.5%	73.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
AB	615	605	292	91	448	221	227	553
%V	23.3%	23.6%	27.6%	20.2%	22.5%	23.9%	21.3%	29.1%
%H (All HH)		98.4%	47.5%	14.8%	72.8%	35.9%	36.9%	89.9%
%H (TV HH)			48.3%	15.0%	74.0%	36.5%	37.5%	
C1	652	639	260	132	496	245	251	534
%V	24.7%	24.9%	24.6%	29.3%	24.9%	26.5%	23.5%	28.1%
%H (All HH)		98.0%	39.9%	20.2%	76.1%	37.6%	38.5%	81.9%
%H (TV HH)			40.7%	20.7%	77.6%	38.3%	39.3%	
C2	589	579	244	112	455	233	222	446
%V	22.3%	22.6%	23.1%	24.8%	22.9%	25.2%	20.8%	23.5%
%H (All HH)		98.3%	41.4%	19.0%	77.2%	39.6%	37.7%	75.7%
%H (TV HH)			42.1%	19.3%	78.6%	40.2%	38.3%	
D	437	420	172	74	331	153	177	257
%V	16.6%	16.4%	16.3%	16.4%	16.6%	16.6%	16.6%	13.5%
%H (All HH)		96.1%	39.4%	16.9%	75.7%	35.0%	40.5%	58.8%
%H (TV HH)			41.0%	17.6%	78.8%	36.4%	42.1%	
E	344	322	91	42	260	71	189	111
%V	13.0%	12.6%	8.6%	9.3%	13.1%	7.7%	17.7%	5.8%
%H (All HH)		93.6%	26.5%	12.2%	75.6%	20.6%	54.9%	32.3%
%H (TV HH)			28.3%	13.0%	80.7%	22.0%	58.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%V (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Under 25	112	103	37	15	77	30	47	79
%V	4.2%	4.0%	3.5%	3.3%	3.9%	3.3%	4.4%	4.2%
%H (All HH)		92.0%	33.0%	13.4%	68.8%	26.8%	42.0%	70.5%
%H (TV HH)			35.9%	14.6%	74.8%	29.1%	45.6%	
25 - 34	397	386	183	82	265	144	121	326
%V	15.1%	15.0%	17.3%	18.2%	13.3%	15.6%	11.4%	17.2%
%H (All HH)		97.2%	46.1%	20.7%	66.8%	36.3%	30.5%	82.1%
%H (TV HH)			47.4%	21.2%	68.7%	37.3%	31.3%	
35 - 44	452	440	220	106	308	191	117	403
%V	17.1%	17.2%	20.8%	23.5%	15.5%	20.7%	11.0%	21.2%
%H (All HH)		97.3%	48.7%	23.5%	68.1%	42.3%	25.9%	89.2%
%H (TV HH)			50.0%	24.1%	70.0%	43.4%	26.6%	
45 - 54	517	502	237	99	392	220	172	441
%V	19.6%	19.6%	22.4%	22.0%	19.7%	23.8%	16.1%	23.2%
%H (All HH)		97.1%	45.8%	19.1%	75.8%	42.6%	33.3%	85.3%
%H (TV HH)			47.2%	19.7%	78.1%	43.8%	34.3%	
55 - 64	432	421	177	74	343	170	173	332
%V	16.4%	16.4%	16.7%	16.4%	17.2%	18.4%	16.2%	17.5%
%H (All HH)		97.5%	41.0%	17.1%	79.4%	39.4%	40.0%	76.9%
%H (TV HH)			42.0%	17.6%	81.5%	40.4%	41.1%	
65 +	727	713	203	76	605	168	437	319
%V	27.6%	27.8%	19.2%	16.9%	30.4%	18.2%	41.0%	16.8%
%H (All HH)		98.1%	27.9%	10.5%	83.2%	23.1%	60.1%	43.9%
%H (TV HH)			28.5%	10.7%	84.9%	23.6%	61.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
1	790	753	196	92	613	155	459	353
%V	30.0%	29.4%	18.5%	20.4%	30.8%	16.8%	43.1%	18.6%
%H (All HH)		95.3%	24.8%	11.6%	77.6%	19.6%	58.1%	44.7%
%H (TV HH)			26.0%	12.2%	81.4%	20.6%	61.0%	
2	876	859	350	146	676	309	367	670
%V	33.2%	33.5%	33.1%	32.4%	34.0%	33.5%	34.4%	35.3%
%H (All HH)		98.1%	40.0%	16.7%	77.2%	35.3%	41.9%	76.5%
%H (TV HH)			40.7%	17.0%	78.7%	36.0%	42.7%	
3	435	430	215	91	329	201	128	382
%V	16.5%	16.8%	20.3%	20.2%	16.5%	21.8%	12.0%	20.1%
%H (All HH)		98.9%	49.4%	20.9%	75.6%	46.2%	29.4%	87.8%
%H (TV HH)			50.0%	21.2%	76.5%	46.7%	29.8%	
4	344	338	190	77	240	162	79	318
%V	13.0%	13.2%	18.0%	17.1%	12.1%	17.6%	7.4%	16.7%
%H (All HH)		98.3%	55.2%	22.4%	69.8%	47.1%	23.0%	92.4%
%H (TV HH)			56.2%	22.8%	71.0%	47.9%	23.4%	
5+	192	186	107	44	130	96	34	178
%V	7.3%	7.3%	10.1%	9.8%	6.5%	10.4%	3.2%	9.4%
%H (All HH)		96.9%	55.7%	22.9%	67.7%	50.0%	17.7%	92.7%
%H (TV HH)			57.5%	23.7%	69.9%	51.6%	18.3%	
Average HH size	2.38	2.39	2.73	2.69	2.33	2.77	1.94	2.68

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Without	1926	1865	693	290	1492	608	884	1273
%V	73.0%	72.7%	65.5%	64.3%	75.0%	65.9%	82.9%	67.0%
%H (All HH)		96.8%	36.0%	15.1%	77.5%	31.6%	45.9%	66.1%
%H (TV HH)			37.2%	15.5%	80.0%	32.6%	47.4%	
With	711	700	365	161	497	315	182	627
%V	27.0%	27.3%	34.5%	35.7%	25.0%	34.1%	17.1%	33.0%
%H (All HH)		98.5%	51.3%	22.6%	69.9%	44.3%	25.6%	88.2%
%H (TV HH)			52.1%	23.0%	71.0%	45.0%	26.0%	
0 - 3	286	280	144	60	196	120	76	236
%V	10.8%	10.9%	13.6%	13.3%	9.9%	13.0%	7.1%	12.4%
%H (All HH)		97.9%	50.3%	21.0%	68.5%	42.0%	26.6%	82.5%
%H (TV HH)			51.4%	21.4%	70.0%	42.9%	27.1%	
4 - 9	351	344	180	86	239	157	82	309
%V	13.3%	13.4%	17.0%	19.1%	12.0%	17.0%	7.7%	16.3%
%H (All HH)		98.0%	51.3%	24.5%	68.1%	44.7%	23.4%	88.0%
%H (TV HH)			52.3%	25.0%	69.5%	45.6%	23.8%	
10 - 15	339	334	178	83	237	159	78	317
%V	12.9%	13.0%	16.8%	18.4%	11.9%	17.2%	7.3%	16.7%
%H (All HH)		98.5%	52.5%	24.5%	69.9%	46.9%	23.0%	93.5%
%H (TV HH)			53.3%	24.9%	71.0%	47.6%	23.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
1	1044	1044	339	151	753	210	543	611
%V	39.6%	40.7%	32.0%	33.5%	37.9%	22.8%	50.9%	32.2%
%H (All HH)		100.0%	32.5%	14.5%	72.1%	20.1%	52.0%	58.5%
%H (TV HH)			32.5%	14.5%	72.1%	20.1%	52.0%	
2	870	870	381	156	684	342	342	658
%V	33.0%	33.9%	36.0%	34.6%	34.4%	37.1%	32.1%	34.6%
%H (All HH)		100.0%	43.8%	17.9%	78.6%	39.3%	39.3%	75.6%
%H (TV HH)			43.8%	17.9%	78.6%	39.3%	39.3%	
3	414	414	210	83	346	218	128	375
%V	15.7%	16.1%	19.8%	18.4%	17.4%	23.6%	12.0%	19.7%
%H (All HH)		100.0%	50.7%	20.0%	83.6%	52.7%	30.9%	90.6%
%H (TV HH)			50.7%	20.0%	83.6%	52.7%	30.9%	
4	152	152	75	43	138	101	37	138
%V	5.8%	5.9%	7.1%	9.5%	6.9%	10.9%	3.5%	7.3%
%H (All HH)		100.0%	49.3%	28.3%	90.8%	66.4%	24.3%	90.8%
%H (TV HH)			49.3%	28.3%	90.8%	66.4%	24.3%	
5+	84	84	54	17	68	52	16	82
%V	3.2%	3.3%	5.1%	3.8%	3.4%	5.6%	1.5%	4.3%
%H (All HH)		100.0%	64.3%	20.2%	81.0%	61.9%	19.0%	97.6%
%H (TV HH)			64.3%	20.2%	81.0%	61.9%	19.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Under 20"	620	620	269	107	537	287	250	483
%V	23.5%	24.2%	25.4%	23.7%	27.0%	31.1%	23.5%	25.4%
%H (All HH)		100.0%	43.4%	17.3%	86.6%	46.3%	40.3%	77.9%
%H (TV HH)			43.4%	17.3%	86.6%	46.3%	40.3%	
20" - 29"	991	991	379	171	821	371	450	724
%V	37.6%	38.6%	35.8%	37.9%	41.3%	40.2%	42.2%	38.1%
%H (All HH)		100.0%	38.2%	17.3%	82.8%	37.4%	45.4%	73.1%
%H (TV HH)			38.2%	17.3%	82.8%	37.4%	45.4%	
30" - 39"	1370	1370	573	259	1088	536	552	1034
%V	52.0%	53.4%	54.2%	57.4%	54.7%	58.1%	51.8%	54.4%
%H (All HH)		100.0%	41.8%	18.9%	79.4%	39.1%	40.3%	75.5%
%H (TV HH)			41.8%	18.9%	79.4%	39.1%	40.3%	
40" and over	1018	1018	552	212	744	480	264	866
%V	38.6%	39.7%	52.2%	47.0%	37.4%	52.0%	24.8%	45.6%
%H (All HH)		100.0%	54.2%	20.8%	73.1%	47.2%	25.9%	85.1%
%H (TV HH)			54.2%	20.8%	73.1%	47.2%	25.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%V (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Main living room	2530	2530	1049	448	1967	916	1052	1840
%V	95.9%	98.6%	99.1%	99.3%	98.9%	99.2%	98.7%	96.8%
%H (All HH)		100.0%	41.5%	17.7%	77.7%	36.2%	41.6%	72.7%
%H (TV HH)			41.5%	17.7%	77.7%	36.2%	41.6%	
Kitchen	330	330	158	57	284	164	120	276
%V	12.5%	12.9%	14.9%	12.6%	14.3%	17.8%	11.3%	14.5%
%H (All HH)		100.0%	47.9%	17.3%	86.1%	49.7%	36.4%	83.6%
%H (TV HH)			47.9%	17.3%	86.1%	49.7%	36.4%	
Adult's bedroom	1092	1092	524	215	907	540	367	903
%V	41.4%	42.6%	49.5%	47.7%	45.6%	58.5%	34.4%	47.5%
%H (All HH)		100.0%	48.0%	19.7%	83.1%	49.5%	33.6%	82.7%
%H (TV HH)			48.0%	19.7%	83.1%	49.5%	33.6%	
Child's bedroom	228	228	118	63	190	138	52	212
%V	8.6%	8.9%	11.2%	14.0%	9.6%	15.0%	4.9%	11.2%
%H (All HH)		100.0%	51.8%	27.6%	83.3%	60.5%	22.8%	93.0%
%H (TV HH)			51.8%	27.6%	83.3%	60.5%	22.8%	
Other bedroom	104	104	53	26	82	54	28	97
%V	3.9%	4.1%	5.0%	5.8%	4.1%	5.9%	2.6%	5.1%
%H (All HH)		100.0%	51.0%	25.0%	78.8%	51.9%	26.9%	93.3%
%H (TV HH)			51.0%	25.0%	78.8%	51.9%	26.9%	
Second living/dining room	236	236	115	54	200	128	73	200
%V	8.9%	9.2%	10.9%	12.0%	10.1%	13.9%	6.8%	10.5%
%H (All HH)		100.0%	48.7%	22.9%	84.7%	54.2%	30.9%	84.7%
%H (TV HH)			48.7%	22.9%	84.7%	54.2%	30.9%	
Study/office	30	30	16	3	21	10	11	29
%V	1.1%	1.2%	1.5%	0.7%	1.1%	1.1%	1.0%	1.5%
%H (All HH)		100.0%	53.3%	10.0%	70.0%	33.3%	36.7%	96.7%
%H (TV HH)			53.3%	10.0%	70.0%	33.3%	36.7%	
TV room	15	15	9	2	14	10	4	14
%V	0.6%	0.6%	0.9%	0.4%	0.7%	1.1%	0.4%	0.7%
%H (All HH)		100.0%	60.0%	13.3%	93.3%	66.7%	26.7%	93.3%
%H (TV HH)			60.0%	13.3%	93.3%	66.7%	26.7%	
Conservatory	57	57	30	8	48	28	21	53
%V	2.2%	2.2%	2.8%	1.8%	2.4%	3.0%	2.0%	2.8%
%H (All HH)		100.0%	52.6%	14.0%	84.2%	49.1%	36.8%	93.0%
%H (TV HH)			52.6%	14.0%	84.2%	49.1%	36.8%	
Attic or loft room	2	2	1	1	2	2	1	2
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%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%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	11	11	4	4	10	7	4	11
%V	0.4%	0.4%	0.4%	0.9%	0.5%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	36.4%	36.4%	90.9%	63.6%	36.4%	100.0%
%H (TV HH)			36.4%	36.4%	90.9%	63.6%	36.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Any DSAT provider	1058	1058	1058	28	667	667	0	903
%V	40.1%	41.2%	100.0%	6.2%	33.5%	72.3%	0.0%	47.5%
%H (All HH)			100.0%	2.6%	63.0%	63.0%	0.0%	85.3%
%H (TV HH)			100.0%	2.6%	63.0%	63.0%	0.0%	
Sky with subcription	853	853	853	17	553	553	0	754
%V	32.3%	33.3%	80.6%	3.8%	27.8%	59.9%	0.0%	39.7%
%H (All HH)			100.0%	2.0%	64.8%	64.8%	0.0%	88.4%
%H (TV HH)			100.0%	2.0%	64.8%	64.8%	0.0%	
Sky without subscription	81	81	81	4	36	36	0	51
%V	3.1%	3.2%	7.7%	0.9%	1.8%	3.9%	0.0%	2.7%
%H (All HH)			100.0%	4.9%	44.4%	44.4%	0.0%	63.0%
%H (TV HH)			100.0%	4.9%	44.4%	44.4%	0.0%	
Freesat	115	115	115	6	75	75	0	91
%V	4.4%	4.5%	10.9%	1.3%	3.8%	8.1%	0.0%	4.8%
%H (All HH)			100.0%	5.2%	65.2%	65.2%	0.0%	79.1%
%H (TV HH)			100.0%	5.2%	65.2%	65.2%	0.0%	
Other satellite provider	33	33	33	1	17	17	0	28
%V	1.3%	1.3%	3.1%	0.2%	0.9%	1.8%	0.0%	1.5%
%H (All HH)			100.0%	3.0%	51.5%	51.5%	0.0%	84.8%
%H (TV HH)			100.0%	3.0%	51.5%	51.5%	0.0%	
DCAB	451	451	28	451	275	275	0	386
%V	17.1%	17.6%	2.6%	100.0%	13.8%	29.8%	0.0%	20.3%
%H (All HH)			6.2%	100.0%	61.0%	61.0%	0.0%	85.6%
%H (TV HH)			6.2%	100.0%	61.0%	61.0%	0.0%	
DTT	1989	1989	667	275	1989	923	1066	1383
%V	75.4%	77.5%	63.0%	61.0%	100.0%	100.0%	100.0%	72.8%
%H (All HH)		100.0%	33.5%	13.8%	100.0%	46.4%	53.6%	69.5%
%H (TV HH)			33.5%	13.8%	100.0%	46.4%	53.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%H (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
PVR	1477	1477	849	318	1077	744	333	1277
%V	56.0%	57.6%	80.2%	70.5%	54.1%	80.6%	31.2%	67.2%
%H (All HH)		100.0%	57.5%	21.5%	72.9%	50.4%	22.5%	86.5%
%H (TV HH)			57.5%	21.5%	72.9%	50.4%	22.5%	
DVDR	126	126	56	24	97	48	49	108
%V	4.8%	4.9%	5.3%	5.3%	4.9%	5.2%	4.6%	5.7%
%H (All HH)		100.0%	44.4%	19.0%	77.0%	38.1%	38.9%	85.7%
%H (TV HH)			44.4%	19.0%	77.0%	38.1%	38.9%	
VCR	96	96	34	12	87	36	51	55
%V	3.6%	3.7%	3.2%	2.7%	4.4%	3.9%	4.8%	2.9%
%H (All HH)		100.0%	35.4%	12.5%	90.6%	37.5%	53.1%	57.3%
%H (TV HH)			35.4%	12.5%	90.6%	37.5%	53.1%	
Any recorder	1571	1571	869	329	1161	766	395	1328
%V	59.6%	61.2%	82.1%	72.9%	58.4%	83.0%	37.1%	69.9%
%H (All HH)		100.0%	55.3%	20.9%	73.9%	48.8%	25.1%	84.5%
%H (TV HH)			55.3%	20.9%	73.9%	48.8%	25.1%	
Receives HDTV (via STB or built-in reception)	1363	1363	671	327	1021	633	388	1168
%V	51.7%	53.1%	63.4%	72.5%	51.3%	68.6%	36.4%	61.5%
%H (All HH)		100.0%	49.2%	24.0%	74.9%	46.4%	28.5%	85.7%
%H (TV HH)			49.2%	24.0%	74.9%	46.4%	28.5%	
DVD/Blu-ray player or recorder	2014	2014	882	377	1567	790	777	1565
%V	76.4%	78.5%	83.4%	83.6%	78.8%	85.6%	72.9%	82.4%
%H (All HH)		100.0%	43.8%	18.7%	77.8%	39.2%	38.6%	77.7%
%H (TV HH)			43.8%	18.7%	77.8%	39.2%	38.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2637	2565	1058	451	1989	923	1066	1900
%V (All HH)		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%
%H (TV HH)			41.2%	17.6%	77.5%	36.0%	41.6%	
Has broadband internet	1900	1864	903	386	1383	798	585	1900
%V	72.1%	72.7%	85.3%	85.6%	69.5%	86.5%	54.9%	100.0%
%H (All HH)		98.1%	47.5%	20.3%	72.8%	42.0%	30.8%	100.0%
%H (TV HH)			48.4%	20.7%	74.2%	42.8%	31.4%	
Number of computers (PCs and laptops)								
0	623	593	127	56	511	102	409	29
%V	23.6%	23.1%	12.0%	12.4%	25.7%	11.1%	38.4%	1.5%
%H (All HH)		95.2%	20.4%	9.0%	82.0%	16.4%	65.7%	4.7%
%H (TV HH)			21.4%	9.4%	86.2%	17.2%	69.0%	
1	939	917	380	159	714	335	378	826
%V	35.6%	35.8%	35.9%	35.3%	35.9%	36.3%	35.5%	43.5%
%H (All HH)		97.7%	40.5%	16.9%	76.0%	35.7%	40.3%	88.0%
%H (TV HH)			41.4%	17.3%	77.9%	36.5%	41.2%	
2	521	514	258	115	377	233	144	497
%V	19.8%	20.0%	24.4%	25.5%	19.0%	25.2%	13.5%	26.2%
%H (All HH)		98.7%	49.5%	22.1%	72.4%	44.7%	27.6%	95.4%
%H (TV HH)			50.2%	22.4%	73.3%	45.3%	28.0%	
3	290	283	150	63	204	129	75	288
%V	11.0%	11.0%	14.2%	14.0%	10.3%	14.0%	7.0%	15.2%
%H (All HH)		97.6%	51.7%	21.7%	70.3%	44.5%	25.9%	99.3%
%H (TV HH)			53.0%	22.3%	72.1%	45.6%	26.5%	
4	132	130	70	30	90	60	30	131
%V	5.0%	5.1%	6.6%	6.7%	4.5%	6.5%	2.8%	6.9%
%H (All HH)		98.5%	53.0%	22.7%	68.2%	45.5%	22.7%	99.2%
%H (TV HH)			53.8%	23.1%	69.2%	46.2%	23.1%	
5+	132	129	73	28	93	63	30	129
%V	5.0%	5.0%	6.9%	6.2%	4.7%	6.8%	2.8%	6.8%
%H (All HH)		97.7%	55.3%	21.2%	70.5%	47.7%	22.7%	97.7%
%H (TV HH)			56.6%	21.7%	72.1%	48.8%	23.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5089	2319	976	4080	2232	1847	4046
%H		45.6%	19.2%	80.2%	43.9%	36.3%	79.5%
Under 20"	791	349	144	694	385	310	632
%V	15.5%	15.0%	14.8%	17.0%	17.2%	16.8%	15.6%
%H		44.1%	18.2%	87.7%	48.7%	39.2%	79.9%
20" - 29"	1240	488	221	1037	492	545	934
%V	24.4%	21.0%	22.6%	25.4%	22.0%	29.5%	23.1%
%H		39.4%	17.8%	83.6%	39.7%	44.0%	75.3%
30" - 39"	1622	713	314	1299	683	616	1264
%V	31.9%	30.7%	32.2%	31.8%	30.6%	33.4%	31.2%
%H		44.0%	19.4%	80.1%	42.1%	38.0%	77.9%
40" and over	1180	657	248	869	581	288	1020
%V	23.2%	28.3%	25.4%	21.3%	26.0%	15.6%	25.2%
%H		55.7%	21.0%	73.6%	49.2%	24.4%	86.4%
Don't know	98	37	17	87	43	45	60
%V	1.9%	1.6%	1.7%	2.1%	1.9%	2.4%	1.5%
%H		37.8%	17.3%	88.8%	43.9%	45.9%	61.2%
Not Asked	158	75	32	94	48	43	136
%V	3.1%	3.2%	3.3%	2.3%	2.2%	2.3%	3.4%
%H		47.5%	20.3%	59.5%	30.4%	27.2%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5089	2319	976	4080	2232	1847	4046
%H		45.6%	19.2%	80.2%	43.9%	36.3%	79.5%
Main living room	2538	1052	450	1972	918	1054	1846
%V	49.9%	45.4%	46.1%	48.3%	41.1%	57.1%	45.6%
%H		41.4%	17.7%	77.7%	36.2%	41.5%	72.7%
Kitchen	332	159	57	286	166	120	278
%V	6.5%	6.9%	5.8%	7.0%	7.4%	6.5%	6.9%
%H		47.9%	17.2%	86.1%	50.0%	36.1%	83.7%
Adult's bedroom	1292	638	253	1087	668	419	1085
%V	25.4%	27.5%	25.9%	26.6%	29.9%	22.7%	26.8%
%H		49.4%	19.6%	84.1%	51.7%	32.4%	84.0%
Child's bedroom	295	154	82	248	183	65	275
%V	5.8%	6.6%	8.4%	6.1%	8.2%	3.5%	6.8%
%H		52.2%	27.8%	84.1%	62.0%	22.0%	93.2%
Other bedroom	119	63	29	93	62	31	112
%V	2.3%	2.7%	3.0%	2.3%	2.8%	1.7%	2.8%
%H		52.9%	24.4%	78.2%	52.1%	26.1%	94.1%
Second living/dining room	238	116	54	202	129	73	202
%V	4.7%	5.0%	5.5%	5.0%	5.8%	4.0%	5.0%
%H		48.7%	22.7%	84.9%	54.2%	30.7%	84.9%
Study/office	30	16	3	21	10	11	29
%V	0.6%	0.7%	0.3%	0.5%	0.4%	0.6%	0.7%
%H		53.3%	10.0%	70.0%	33.3%	36.7%	96.7%
TV room	15	9	2	14	10	4	14
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%H		60.0%	13.3%	93.3%	66.7%	26.7%	93.3%
Conservatory	57	30	8	48	28	21	53
%V	1.1%	1.3%	0.8%	1.2%	1.3%	1.1%	1.3%
%H		52.6%	14.0%	84.2%	49.1%	36.8%	93.0%
Attic or loft room	2	1	1	2	2	1	2
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		50.0%	50.0%	100.0%	100.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	12	4	4	11	7	4	11
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.2%	0.3%
%H		33.3%	33.3%	91.7%	58.3%	33.3%	91.7%
Not Asked	158	75	32	94	48	43	136
%V	3.1%	3.2%	3.3%	2.3%	2.2%	2.3%	3.4%
%H		47.5%	20.3%	59.5%	30.4%	27.2%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5089	2319	976	4080	2232	1847	4046
%H		45.6%	19.2%	80.2%	43.9%	36.3%	79.5%
PVR	1912	1159	411	1348	974	375	1688
%V	37.6%	50.0%	42.1%	33.0%	43.6%	20.3%	41.7%
%H		60.6%	21.5%	70.5%	50.9%	19.6%	88.3%
DVDR	140	63	27	103	52	51	120
%V	2.8%	2.7%	2.8%	2.5%	2.3%	2.8%	3.0%
%H		45.0%	19.3%	73.6%	37.1%	36.4%	85.7%
VCR	103	36	14	93	40	53	60
%V	2.0%	1.6%	1.4%	2.3%	1.8%	2.9%	1.5%
%H		35.0%	13.6%	90.3%	38.8%	51.5%	58.3%
Any recorder	2033	1193	427	1456	1010	446	1763
%V	39.9%	51.4%	43.8%	35.7%	45.3%	24.1%	43.6%
%H		58.7%	21.0%	71.6%	49.7%	21.9%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5089	2319	976	4080	2232	1847	4046
%H		45.6%	19.2%	80.2%	43.9%	36.3%	79.5%
Receives HDTV (via STB or built-in reception)	1913	950	490	1439	924	516	1686
%V	37.6%	41.0%	50.2%	35.3%	41.4%	27.9%	41.7%
%H		49.7%	25.6%	75.2%	48.3%	27.0%	88.1%
DVD/Blu-ray player or recorder	2979	1372	596	2381	1330	1050	2434
%V	58.5%	59.2%	61.1%	58.4%	59.6%	56.8%	60.2%
%H		46.1%	20.0%	79.9%	44.6%	35.2%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2563	1058	450	1988	922	1066	1862
%H		41.3%	17.6%	77.6%	36.0%	41.6%	72.6%
Under 20"	48	9	3	39	6	33	24
%V	1.9%	0.9%	0.7%	2.0%	0.7%	3.1%	1.3%
%H		18.8%	6.3%	81.3%	12.5%	68.8%	50.0%
20" - 29"	425	102	55	355	85	270	232
%V	16.6%	9.6%	12.2%	17.9%	9.2%	25.3%	12.5%
%H		24.0%	12.9%	83.5%	20.0%	63.5%	54.6%
30" - 39"	1050	399	177	832	350	482	739
%V	41.0%	37.7%	39.3%	41.9%	38.0%	45.2%	39.7%
%H		38.0%	16.9%	79.2%	33.3%	45.9%	70.4%
40" and over	987	536	206	721	466	255	838
%V	38.5%	50.7%	45.8%	36.3%	50.5%	23.9%	45.0%
%H		54.3%	20.9%	73.0%	47.2%	25.8%	84.9%
Don't know	46	12	8	42	16	26	23
%V	1.8%	1.1%	1.8%	2.1%	1.7%	2.4%	1.2%
%H		26.1%	17.4%	91.3%	34.8%	56.5%	50.0%
Not Asked	7	0	1	0	0	0	6
%V	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	14.3%	0.0%	0.0%	0.0%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2563	1058	450	1988	922	1066	1862
%H		41.3%	17.6%	77.6%	36.0%	41.6%	72.6%
PVR	1441	832	312	1044	726	318	1245
%V	56.2%	78.6%	69.3%	52.5%	78.7%	29.8%	66.9%
%H		57.7%	21.7%	72.4%	50.4%	22.1%	86.4%
DVDR	107	46	19	83	39	44	89
%V	4.2%	4.3%	4.2%	4.2%	4.2%	4.1%	4.8%
%H		43.0%	17.8%	77.6%	36.4%	41.1%	83.2%
VCR	79	25	10	71	26	45	42
%V	3.1%	2.4%	2.2%	3.6%	2.8%	4.2%	2.3%
%H		31.6%	12.7%	89.9%	32.9%	57.0%	53.2%
Any recorder	1532	854	321	1125	747	378	1296
%V	59.8%	80.7%	71.3%	56.6%	81.0%	35.5%	69.6%
%H		55.7%	21.0%	73.4%	48.8%	24.7%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2563	1058	450	1988	922	1066	1862
%H		41.3%	17.6%	77.6%	36.0%	41.6%	72.6%
Receives HDTV (via STB or built-in reception)	1308	647	319	971	607	364	1119
%V	51.0%	61.2%	70.9%	48.8%	65.8%	34.1%	60.1%
%H		49.5%	24.4%	74.2%	46.4%	27.8%	85.6%
DVD/Blu-ray player or recorder	1908	834	355	1477	737	739	1482
%V	74.4%	78.8%	78.9%	74.3%	79.9%	69.3%	79.6%
%H		43.7%	18.6%	77.4%	38.6%	38.7%	77.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1261	526	2092	1310	782	2184
%H		49.9%	20.8%	82.9%	51.9%	31.0%	86.5%
Under 20"	743	340	140	656	379	277	607
%V	29.4%	27.0%	26.6%	31.4%	28.9%	35.4%	27.8%
%H		45.8%	18.8%	88.3%	51.0%	37.3%	81.7%
20" - 29"	815	386	167	682	407	275	701
%V	32.3%	30.6%	31.7%	32.6%	31.1%	35.2%	32.1%
%H		47.4%	20.5%	83.7%	49.9%	33.7%	86.0%
30" - 39"	572	314	137	468	333	134	525
%V	22.7%	24.9%	26.0%	22.4%	25.4%	17.1%	24.0%
%H		54.9%	24.0%	81.8%	58.2%	23.4%	91.8%
40" and over	193	121	42	149	115	33	182
%V	7.6%	9.6%	8.0%	7.1%	8.8%	4.2%	8.3%
%H		62.7%	21.8%	77.2%	59.6%	17.1%	94.3%
Don't know	52	25	9	45	27	18	38
%V	2.1%	2.0%	1.7%	2.2%	2.1%	2.3%	1.7%
%H		48.1%	17.3%	86.5%	51.9%	34.6%	73.1%
Not Asked	150	75	31	92	49	45	131
%V	5.9%	5.9%	5.9%	4.4%	3.7%	5.8%	6.0%
%H		50.0%	20.7%	61.3%	32.7%	30.0%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1261	526	2092	1310	782	2184
%H		49.9%	20.8%	82.9%	51.9%	31.0%	86.5%
PVR	471	327	99	304	248	56	443
%V	18.7%	25.9%	18.8%	14.5%	18.9%	7.2%	20.3%
%H		69.4%	21.0%	64.5%	52.7%	11.9%	94.1%
DVDR	33	18	8	20	13	8	31
%V	1.3%	1.4%	1.5%	1.0%	1.0%	1.0%	1.4%
%H		54.5%	24.2%	60.6%	39.4%	24.2%	93.9%
VCR	23	11	4	23	14	9	17
%V	0.9%	0.9%	0.8%	1.1%	1.1%	1.2%	0.8%
%H		47.8%	17.4%	100.0%	60.9%	39.1%	73.9%
Any recorder	501	339	106	331	263	68	467
%V	19.8%	26.9%	20.2%	15.8%	20.1%	8.7%	21.4%
%H		67.7%	21.2%	66.1%	52.5%	13.6%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2525	1261	526	2092	1310	782	2184
%H		49.9%	20.8%	82.9%	51.9%	31.0%	86.5%
Receives HDTV (via STB or built-in reception)	605	302	172	468	316	152	567
%V	24.0%	23.9%	32.7%	22.4%	24.1%	19.4%	26.0%
%H		49.9%	28.4%	77.4%	52.2%	25.1%	93.7%
DVD/Blu-ray player or recorder	1071	538	241	904	593	311	952
%V	42.4%	42.7%	45.8%	43.2%	45.3%	39.8%	43.6%
%H		50.2%	22.5%	84.4%	55.4%	29.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6264	6117	2890	1200	4616	2545	2071	5073
%H		97.7%	46.1%	19.2%	73.7%	40.6%	33.1%	81.0%
Total Children	1239	1217	637	292	847	550	297	1097
%V	19.8%	19.9%	22.0%	24.3%	18.3%	21.6%	14.3%	21.6%
%H		98.2%	51.4%	23.6%	68.4%	44.4%	24.0%	88.5%
0 - 3	338	330	167	77	232	146	87	279
%V	5.4%	5.4%	5.8%	6.4%	5.0%	5.7%	4.2%	5.5%
%H		97.6%	49.4%	22.8%	68.6%	43.2%	25.7%	82.5%
4 - 15	901	886	470	215	615	404	210	818
%V	14.4%	14.5%	16.3%	17.9%	13.3%	15.9%	10.1%	16.1%
%H		98.3%	52.2%	23.9%	68.3%	44.8%	23.3%	90.8%
4 - 9	460	452	241	108	312	205	106	405
%V	7.3%	7.4%	8.3%	9.0%	6.8%	8.1%	5.1%	8.0%
%H		98.3%	52.4%	23.5%	67.8%	44.6%	23.0%	88.0%
10 - 15	441	435	229	107	303	199	104	413
%V	7.0%	7.1%	7.9%	8.9%	6.6%	7.8%	5.0%	8.1%
%H		98.6%	51.9%	24.3%	68.7%	45.1%	23.6%	93.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6264	6117	2890	1200	4616	2545	2071	5073
%H		97.7%	46.1%	19.2%	73.7%	40.6%	33.1%	81.0%
Total Adults (16+)	5025	4900	2253	908	3769	1995	1774	3976
%V	80.2%	80.1%	78.0%	75.7%	81.7%	78.4%	85.7%	78.4%
%H		97.5%	44.8%	18.1%	75.0%	39.7%	35.3%	79.1%
16 - 19	322	306	163	59	229	150	79	297
%V	5.1%	5.0%	5.6%	4.9%	5.0%	5.9%	3.8%	5.9%
%H		95.0%	50.6%	18.3%	71.1%	46.6%	24.5%	92.2%
20 - 24	378	363	185	74	282	173	108	322
%V	6.0%	5.9%	6.4%	6.2%	6.1%	6.8%	5.2%	6.3%
%H		96.0%	48.9%	19.6%	74.6%	45.8%	28.6%	85.2%
25 - 34	819	795	399	168	558	327	231	696
%V	13.1%	13.0%	13.8%	14.0%	12.1%	12.8%	11.2%	13.7%
%H		97.1%	48.7%	20.5%	68.1%	39.9%	28.2%	85.0%
35 - 44	808	789	415	186	554	360	194	732
%V	12.9%	12.9%	14.4%	15.5%	12.0%	14.1%	9.4%	14.4%
%H		97.6%	51.4%	23.0%	68.6%	44.6%	24.0%	90.6%
45 - 54	884	865	432	172	667	393	274	776
%V	14.1%	14.1%	14.9%	14.3%	14.4%	15.4%	13.2%	15.3%
%H		97.9%	48.9%	19.5%	75.5%	44.5%	31.0%	87.8%
55 - 64	711	698	310	125	568	297	270	574
%V	11.4%	11.4%	10.7%	10.4%	12.3%	11.7%	13.0%	11.3%
%H		98.2%	43.6%	17.6%	79.9%	41.8%	38.0%	80.7%
65+	1102	1083	349	123	911	295	617	579
%V	17.6%	17.7%	12.1%	10.3%	19.7%	11.6%	29.8%	11.4%
%H		98.3%	31.7%	11.2%	82.7%	26.8%	56.0%	52.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5025	4900	2253	908	3769	1995	1774	3976
%H		97.5%	44.8%	18.1%	75.0%	39.7%	35.3%	79.1%
AB	1233	1217	637	193	905	504	401	1140
%V	24.5%	24.8%	28.3%	21.3%	24.0%	25.3%	22.6%	28.7%
%H		98.7%	51.7%	15.7%	73.4%	40.9%	32.5%	92.5%
C1	1278	1248	555	260	967	529	438	1106
%V	25.4%	25.5%	24.6%	28.6%	25.7%	26.5%	24.7%	27.8%
%H		97.7%	43.4%	20.3%	75.7%	41.4%	34.3%	86.5%
C2	1193	1173	535	249	912	515	397	970
%V	23.7%	23.9%	23.7%	27.4%	24.2%	25.8%	22.4%	24.4%
%H		98.3%	44.8%	20.9%	76.4%	43.2%	33.3%	81.3%
D	831	802	374	143	623	329	294	558
%V	16.5%	16.4%	16.6%	15.7%	16.5%	16.5%	16.6%	14.0%
%H		96.5%	45.0%	17.2%	75.0%	39.6%	35.4%	67.1%
E	490	461	152	63	361	117	244	202
%V	9.8%	9.4%	6.7%	6.9%	9.6%	5.9%	13.8%	5.1%
%H		94.1%	31.0%	12.9%	73.7%	23.9%	49.8%	41.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5025	4900	2253	908	3769	1995	1774	3976
%H		97.5%	44.8%	18.1%	75.0%	39.7%	35.3%	79.1%
Working full time	2212	2181	1106	467	1622	994	628	1989
%V	44.0%	44.5%	49.1%	51.4%	43.0%	49.8%	35.4%	50.0%
%H		98.6%	50.0%	21.1%	73.3%	44.9%	28.4%	89.9%
Working part time	561	549	277	108	410	241	170	500
%V	11.2%	11.2%	12.3%	11.9%	10.9%	12.1%	9.6%	12.6%
%H		97.9%	49.4%	19.3%	73.1%	43.0%	30.3%	89.1%
Not working	2251	2170	870	333	1736	760	976	1487
%V	44.8%	44.3%	38.6%	36.7%	46.1%	38.1%	55.0%	37.4%
%H		96.4%	38.6%	14.8%	77.1%	33.8%	43.4%	66.1%
Housewife/Houseperson	2637	2565	1058	451	1989	923	1066	1900
%V	52.5%	52.3%	47.0%	49.7%	52.8%	46.3%	60.1%	47.8%
%H		97.3%	40.1%	17.1%	75.4%	35.0%	40.4%	72.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2467	2398	1128	441	1822	984	838	1983
%H		97.2%	45.7%	17.9%	73.9%	39.9%	34.0%	80.4%
16 - 19	154	148	72	31	110	69	40	143
%V	6.2%	6.2%	6.4%	7.0%	6.0%	7.0%	4.8%	7.2%
%H		96.1%	46.8%	20.1%	71.4%	44.8%	26.0%	92.9%
20 - 24	197	188	97	34	143	86	57	173
%V	8.0%	7.8%	8.6%	7.7%	7.8%	8.7%	6.8%	8.7%
%H		95.4%	49.2%	17.3%	72.6%	43.7%	28.9%	87.8%
25 - 34	410	396	199	83	282	164	118	352
%V	16.6%	16.5%	17.6%	18.8%	15.5%	16.7%	14.1%	17.8%
%H		96.6%	48.5%	20.2%	68.8%	40.0%	28.8%	85.9%
35 - 44	404	395	212	89	273	178	94	362
%V	16.4%	16.5%	18.8%	20.2%	15.0%	18.1%	11.2%	18.3%
%H		97.8%	52.5%	22.0%	67.6%	44.1%	23.3%	89.6%
45 - 54	439	427	212	86	324	190	134	375
%V	17.8%	17.8%	18.8%	19.5%	17.8%	19.3%	16.0%	18.9%
%H		97.3%	48.3%	19.6%	73.8%	43.3%	30.5%	85.4%
55 - 64	353	344	153	60	279	144	135	282
%V	14.3%	14.3%	13.6%	13.6%	15.3%	14.6%	16.1%	14.2%
%H		97.5%	43.3%	17.0%	79.0%	40.8%	38.2%	79.9%
65+	509	499	185	57	411	151	260	296
%V	20.6%	20.8%	16.4%	12.9%	22.6%	15.3%	31.0%	14.9%
%H		98.0%	36.3%	11.2%	80.7%	29.7%	51.1%	58.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2467	2398	1128	441	1822	984	838	1983
%H		97.2%	45.7%	17.9%	73.9%	39.9%	34.0%	80.4%
AB	618	609	325	96	448	255	193	578
%V	25.1%	25.4%	28.8%	21.8%	24.6%	25.9%	23.0%	29.1%
%H		98.5%	52.6%	15.5%	72.5%	41.3%	31.2%	93.5%
C1	600	585	270	115	450	252	199	525
%V	24.3%	24.4%	23.9%	26.1%	24.7%	25.6%	23.7%	26.5%
%H		97.5%	45.0%	19.2%	75.0%	42.0%	33.2%	87.5%
C2	641	628	281	138	480	269	210	515
%V	26.0%	26.2%	24.9%	31.3%	26.3%	27.3%	25.1%	26.0%
%H		98.0%	43.8%	21.5%	74.9%	42.0%	32.8%	80.3%
D	406	391	187	69	297	158	139	275
%V	16.5%	16.3%	16.6%	15.6%	16.3%	16.1%	16.6%	13.9%
%H		96.3%	46.1%	17.0%	73.2%	38.9%	34.2%	67.7%
E	201	185	64	23	146	50	97	90
%V	8.1%	7.7%	5.7%	5.2%	8.0%	5.1%	11.6%	4.5%
%H		92.0%	31.8%	11.4%	72.6%	24.9%	48.3%	44.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2467	2398	1128	441	1822	984	838	1983
%H		97.2%	45.7%	17.9%	73.9%	39.9%	34.0%	80.4%
Working full time	1412	1388	723	293	1021	638	383	1266
%V	57.2%	57.9%	64.1%	66.4%	56.0%	64.8%	45.7%	63.8%
%H		98.3%	51.2%	20.8%	72.3%	45.2%	27.1%	89.7%
Working part time	125	119	57	17	81	39	43	102
%V	5.1%	5.0%	5.1%	3.9%	4.4%	4.0%	5.1%	5.1%
%H		95.2%	45.6%	13.6%	64.8%	31.2%	34.4%	81.6%
Not working	930	891	347	131	719	308	412	615
%V	37.7%	37.2%	30.8%	29.7%	39.5%	31.3%	49.2%	31.0%
%H		95.8%	37.3%	14.1%	77.3%	33.1%	44.3%	66.1%
Housewife/Houseperson	569	541	195	81	416	158	258	338
%V	23.1%	22.6%	17.3%	18.4%	22.8%	16.1%	30.8%	17.0%
%H		95.1%	34.3%	14.2%	73.1%	27.8%	45.3%	59.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2558	2502	1125	467	1947	1011	936	1993
%H		97.8%	44.0%	18.3%	76.1%	39.5%	36.6%	77.9%
16 - 19	168	158	92	28	119	80	39	154
%V	6.6%	6.3%	8.2%	6.0%	6.1%	7.9%	4.2%	7.7%
%H		94.0%	54.8%	16.7%	70.8%	47.6%	23.2%	91.7%
20 - 24	181	175	88	40	139	87	52	149
%V	7.1%	7.0%	7.8%	8.6%	7.1%	8.6%	5.6%	7.5%
%H		96.7%	48.6%	22.1%	76.8%	48.1%	28.7%	82.3%
25 - 34	409	399	201	85	276	163	114	345
%V	16.0%	15.9%	17.9%	18.2%	14.2%	16.1%	12.2%	17.3%
%H		97.6%	49.1%	20.8%	67.5%	39.9%	27.9%	84.4%
35 - 44	405	395	204	97	281	182	100	370
%V	15.8%	15.8%	18.1%	20.8%	14.4%	18.0%	10.7%	18.6%
%H		97.5%	50.4%	24.0%	69.4%	44.9%	24.7%	91.4%
45 - 54	445	438	220	85	342	202	140	400
%V	17.4%	17.5%	19.6%	18.2%	17.6%	20.0%	15.0%	20.1%
%H		98.4%	49.4%	19.1%	76.9%	45.4%	31.5%	89.9%
55 - 64	358	353	157	65	288	153	135	292
%V	14.0%	14.1%	14.0%	13.9%	14.8%	15.1%	14.4%	14.7%
%H		98.6%	43.9%	18.2%	80.4%	42.7%	37.7%	81.6%
65+	593	584	164	67	500	144	357	283
%V	23.2%	23.3%	14.6%	14.3%	25.7%	14.2%	38.1%	14.2%
%H		98.5%	27.7%	11.3%	84.3%	24.3%	60.2%	47.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2558	2502	1125	467	1947	1011	936	1993
%H		97.8%	44.0%	18.3%	76.1%	39.5%	36.6%	77.9%
AB	615	608	312	96	457	249	208	562
%V	24.0%	24.3%	27.7%	20.6%	23.5%	24.6%	22.2%	28.2%
%H		98.9%	50.7%	15.6%	74.3%	40.5%	33.8%	91.4%
C1	678	663	284	146	517	278	240	581
%V	26.5%	26.5%	25.2%	31.3%	26.6%	27.5%	25.6%	29.2%
%H		97.8%	41.9%	21.5%	76.3%	41.0%	35.4%	85.7%
C2	551	545	254	112	432	246	186	455
%V	21.5%	21.8%	22.6%	24.0%	22.2%	24.3%	19.9%	22.8%
%H		98.9%	46.1%	20.3%	78.4%	44.6%	33.8%	82.6%
D	425	410	187	74	326	171	155	283
%V	16.6%	16.4%	16.6%	15.8%	16.7%	16.9%	16.6%	14.2%
%H		96.5%	44.0%	17.4%	76.7%	40.2%	36.5%	66.6%
E	289	276	88	40	215	67	147	111
%V	11.3%	11.0%	7.8%	8.6%	11.0%	6.6%	15.7%	5.6%
%H		95.5%	30.4%	13.8%	74.4%	23.2%	50.9%	38.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2558	2502	1125	467	1947	1011	936	1993
%H		97.8%	44.0%	18.3%	76.1%	39.5%	36.6%	77.9%
Working full time	800	793	383	175	601	356	245	723
%V	31.3%	31.7%	34.0%	37.5%	30.9%	35.2%	26.2%	36.3%
%H		99.1%	47.9%	21.9%	75.1%	44.5%	30.6%	90.4%
Working part time	436	430	220	92	329	202	127	398
%V	17.0%	17.2%	19.6%	19.7%	16.9%	20.0%	13.6%	20.0%
%H		98.6%	50.5%	21.1%	75.5%	46.3%	29.1%	91.3%
Not working	1321	1279	523	201	1017	453	564	872
%V	51.6%	51.1%	46.5%	43.0%	52.2%	44.8%	60.3%	43.8%
%H		96.8%	39.6%	15.2%	77.0%	34.3%	42.7%	66.0%
Housewife/Houseperson	2068	2024	863	369	1573	764	809	1563
%V	80.8%	80.9%	76.7%	79.0%	80.8%	75.6%	86.4%	78.4%
%H		97.9%	41.7%	17.8%	76.1%	36.9%	39.1%	75.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
AB	214	208	88	45	164	89	75	195
%V	22.4%	22.7%	25.7%	20.6%	23.4%	25.8%	21.1%	27.0%
%H (All HH)		97.2%	41.1%	21.0%	76.6%	41.6%	35.0%	91.1%
%H (TV HH)			42.3%	21.6%	78.8%	42.8%	36.1%	
C1	256	242	83	60	186	90	97	216
%V	26.8%	26.4%	24.2%	27.5%	26.6%	26.1%	27.3%	29.9%
%H (All HH)		94.5%	32.4%	23.4%	72.7%	35.2%	37.9%	84.4%
%H (TV HH)			34.3%	24.8%	76.9%	37.2%	40.1%	
C2	197	195	80	50	154	86	68	153
%V	20.6%	21.3%	23.3%	22.9%	22.0%	24.9%	19.2%	21.2%
%H (All HH)		99.0%	40.6%	25.4%	78.2%	43.7%	34.5%	77.7%
%H (TV HH)			41.0%	25.6%	79.0%	44.1%	34.9%	
D	152	145	52	36	103	47	56	100
%V	15.9%	15.8%	15.2%	16.5%	14.7%	13.6%	15.8%	13.9%
%H (All HH)		95.4%	34.2%	23.7%	67.8%	30.9%	36.8%	65.8%
%H (TV HH)			35.9%	24.8%	71.0%	32.4%	38.6%	
E	136	126	40	26	92	33	59	58
%V	14.2%	13.7%	11.7%	11.9%	13.1%	9.6%	16.6%	8.0%
%H (All HH)		92.6%	29.4%	19.1%	67.6%	24.3%	43.4%	42.6%
%H (TV HH)			31.7%	20.6%	73.0%	26.2%	46.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%V (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Under 25	57	49	15	11	36	14	23	43
%V	6.0%	5.3%	4.4%	5.0%	5.1%	4.1%	6.5%	6.0%
%H (All HH)		86.0%	26.3%	19.3%	63.2%	24.6%	40.4%	75.4%
%H (TV HH)			30.6%	22.4%	73.5%	28.6%	46.9%	
25 - 34	156	146	64	38	96	52	44	135
%V	16.3%	15.9%	18.7%	17.4%	13.7%	15.1%	12.4%	18.7%
%H (All HH)		93.6%	41.0%	24.4%	61.5%	33.3%	28.2%	86.5%
%H (TV HH)			43.8%	26.0%	65.8%	35.6%	30.1%	
35 - 44	156	150	67	47	104	70	34	145
%V	16.3%	16.4%	19.5%	21.6%	14.9%	20.3%	9.6%	20.1%
%H (All HH)		96.2%	42.9%	30.1%	66.7%	44.9%	21.8%	92.9%
%H (TV HH)			44.7%	31.3%	69.3%	46.7%	22.7%	
45 - 54	187	181	81	49	136	87	49	166
%V	19.6%	19.7%	23.6%	22.5%	19.4%	25.2%	13.8%	23.0%
%H (All HH)		96.8%	43.3%	26.2%	72.7%	46.5%	26.2%	88.8%
%H (TV HH)			44.8%	27.1%	75.1%	48.1%	27.1%	
55 - 64	158	154	57	36	125	63	62	125
%V	16.5%	16.8%	16.6%	16.5%	17.9%	18.3%	17.5%	17.3%
%H (All HH)		97.5%	36.1%	22.8%	79.1%	39.9%	39.2%	79.1%
%H (TV HH)			37.0%	23.4%	81.2%	40.9%	40.3%	
65 +	241	237	59	37	202	59	143	109
%V	25.2%	25.8%	17.2%	17.0%	28.9%	17.1%	40.3%	15.1%
%H (All HH)		98.3%	24.5%	15.4%	83.8%	24.5%	59.3%	45.2%
%H (TV HH)			24.9%	15.6%	85.2%	24.9%	60.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
1	287	263	60	47	215	62	153	146
%V	30.1%	28.7%	17.5%	21.6%	30.7%	18.0%	43.1%	20.2%
%H (All HH)		91.6%	20.9%	16.4%	74.9%	21.6%	53.3%	50.9%
%H (TV HH)			22.8%	17.9%	81.7%	23.6%	58.2%	
2	320	314	110	73	252	122	130	258
%V	33.5%	34.2%	32.1%	33.5%	36.0%	35.4%	36.6%	35.7%
%H (All HH)		98.1%	34.4%	22.8%	78.8%	38.1%	40.6%	80.6%
%H (TV HH)			35.0%	23.2%	80.3%	38.9%	41.4%	
3	158	154	77	44	104	70	34	141
%V	16.5%	16.8%	22.4%	20.2%	14.9%	20.3%	9.6%	19.5%
%H (All HH)		97.5%	48.7%	27.8%	65.8%	44.3%	21.5%	89.2%
%H (TV HH)			50.0%	28.6%	67.5%	45.5%	22.1%	
4	129	126	64	36	91	63	27	120
%V	13.5%	13.7%	18.7%	16.5%	13.0%	18.3%	7.6%	16.6%
%H (All HH)		97.7%	49.6%	27.9%	70.5%	48.8%	20.9%	93.0%
%H (TV HH)			50.8%	28.6%	72.2%	50.0%	21.4%	
5+	61	59	32	18	38	27	11	57
%V	6.4%	6.4%	9.3%	8.3%	5.4%	7.8%	3.1%	7.9%
%H (All HH)		96.7%	52.5%	29.5%	62.3%	44.3%	18.0%	93.4%
%H (TV HH)			54.2%	30.5%	64.4%	45.8%	18.6%	
Average HH size	2.35	2.38	2.75	2.58	2.28	2.66	1.92	2.60

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Without	708	675	220	147	533	229	305	500
%V	74.1%	73.6%	64.1%	67.4%	76.1%	66.4%	85.9%	69.3%
%H (All HH)		95.3%	31.1%	20.8%	75.3%	32.3%	43.1%	70.6%
%H (TV HH)			32.6%	21.8%	79.0%	33.9%	45.2%	
With	247	241	122	71	166	116	50	222
%V	25.9%	26.3%	35.6%	32.6%	23.7%	33.6%	14.1%	30.7%
%H (All HH)		97.6%	49.4%	28.7%	67.2%	47.0%	20.2%	89.9%
%H (TV HH)			50.6%	29.5%	68.9%	48.1%	20.7%	
0 - 3	98	96	53	24	62	43	20	83
%V	10.3%	10.5%	15.5%	11.0%	8.9%	12.5%	5.6%	11.5%
%H (All HH)		98.0%	54.1%	24.5%	63.3%	43.9%	20.4%	84.7%
%H (TV HH)			55.2%	25.0%	64.6%	44.8%	20.8%	
4 - 9	123	119	61	31	86	58	28	109
%V	12.9%	13.0%	17.8%	14.2%	12.3%	16.8%	7.9%	15.1%
%H (All HH)		96.7%	49.6%	25.2%	69.9%	47.2%	22.8%	88.6%
%H (TV HH)			51.3%	26.1%	72.3%	48.7%	23.5%	
10 - 15	109	106	52	35	74	53	20	103
%V	11.4%	11.6%	15.2%	16.1%	10.6%	15.4%	5.6%	14.3%
%H (All HH)		97.2%	47.7%	32.1%	67.9%	48.6%	18.3%	94.5%
%H (TV HH)			49.1%	33.0%	69.8%	50.0%	18.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
1	390	390	114	85	263	79	184	250
%V	40.8%	42.5%	33.2%	39.0%	37.6%	22.9%	51.8%	34.6%
%H (All HH)		100.0%	29.2%	21.8%	67.4%	20.3%	47.2%	64.1%
%H (TV HH)			29.2%	21.8%	67.4%	20.3%	47.2%	
2	298	298	117	70	238	126	112	237
%V	31.2%	32.5%	34.1%	32.1%	34.0%	36.5%	31.5%	32.8%
%H (All HH)		100.0%	39.3%	23.5%	79.9%	42.3%	37.6%	79.5%
%H (TV HH)			39.3%	23.5%	79.9%	42.3%	37.6%	
3	145	145	67	38	126	83	42	131
%V	15.2%	15.8%	19.5%	17.4%	18.0%	24.1%	11.8%	18.1%
%H (All HH)		100.0%	46.2%	26.2%	86.9%	57.2%	29.0%	90.3%
%H (TV HH)			46.2%	26.2%	86.9%	57.2%	29.0%	
4	56	56	30	16	48	36	12	53
%V	5.9%	6.1%	8.7%	7.3%	6.9%	10.4%	3.4%	7.3%
%H (All HH)		100.0%	53.6%	28.6%	85.7%	64.3%	21.4%	94.6%
%H (TV HH)			53.6%	28.6%	85.7%	64.3%	21.4%	
5+	28	28	15	9	26	21	5	27
%V	2.9%	3.1%	4.4%	4.1%	3.7%	6.1%	1.4%	3.7%
%H (All HH)		100.0%	53.6%	32.1%	92.9%	75.0%	17.9%	96.4%
%H (TV HH)			53.6%	32.1%	92.9%	75.0%	17.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Under 20"	225	225	88	53	199	112	86	185
%V	23.6%	24.5%	25.7%	24.3%	28.4%	32.5%	24.2%	25.6%
%H (All HH)		100.0%	39.1%	23.6%	88.4%	49.8%	38.2%	82.2%
%H (TV HH)			39.1%	23.6%	88.4%	49.8%	38.2%	
20" - 29"	341	341	130	73	279	139	140	260
%V	35.7%	37.2%	37.9%	33.5%	39.9%	40.3%	39.4%	36.0%
%H (All HH)		100.0%	38.1%	21.4%	81.8%	40.8%	41.1%	76.2%
%H (TV HH)			38.1%	21.4%	81.8%	40.8%	41.1%	
30" - 39"	482	482	179	128	381	203	179	371
%V	50.5%	52.6%	52.2%	58.7%	54.4%	58.8%	50.4%	51.4%
%H (All HH)		100.0%	37.1%	26.6%	79.0%	42.1%	37.1%	77.0%
%H (TV HH)			37.1%	26.6%	79.0%	42.1%	37.1%	
40" and over	362	362	181	94	264	172	92	317
%V	37.9%	39.5%	52.8%	43.1%	37.7%	49.9%	25.9%	43.9%
%H (All HH)		100.0%	50.0%	26.0%	72.9%	47.5%	25.4%	87.6%
%H (TV HH)			50.0%	26.0%	72.9%	47.5%	25.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Main living room	899	899	341	215	689	343	346	687
%V	94.1%	98.0%	99.4%	98.6%	98.4%	99.4%	97.5%	95.2%
%H (All HH)		100.0%	37.9%	23.9%	76.6%	38.2%	38.5%	76.4%
%H (TV HH)			37.9%	23.9%	76.6%	38.2%	38.5%	
Kitchen	101	101	43	21	96	57	39	84
%V	10.6%	11.0%	12.5%	9.6%	13.7%	16.5%	11.0%	11.6%
%H (All HH)		100.0%	42.6%	20.8%	95.0%	56.4%	38.6%	83.2%
%H (TV HH)			42.6%	20.8%	95.0%	56.4%	38.6%	
Adult's bedroom	367	367	160	96	310	194	116	314
%V	38.4%	40.0%	46.6%	44.0%	44.3%	56.2%	32.7%	43.5%
%H (All HH)		100.0%	43.6%	26.2%	84.5%	52.9%	31.6%	85.6%
%H (TV HH)			43.6%	26.2%	84.5%	52.9%	31.6%	
Child's bedroom	81	81	44	24	66	51	15	77
%V	8.5%	8.8%	12.8%	11.0%	9.4%	14.8%	4.2%	10.7%
%H (All HH)		100.0%	54.3%	29.6%	81.5%	63.0%	18.5%	95.1%
%H (TV HH)			54.3%	29.6%	81.5%	63.0%	18.5%	
Other bedroom	51	51	23	17	46	33	13	47
%V	5.3%	5.6%	6.7%	7.8%	6.6%	9.6%	3.7%	6.5%
%H (All HH)		100.0%	45.1%	33.3%	90.2%	64.7%	25.5%	92.2%
%H (TV HH)			45.1%	33.3%	90.2%	64.7%	25.5%	
Second living/dining room	90	90	36	25	75	44	31	73
%V	9.4%	9.8%	10.5%	11.5%	10.7%	12.8%	8.7%	10.1%
%H (All HH)		100.0%	40.0%	27.8%	83.3%	48.9%	34.4%	81.1%
%H (TV HH)			40.0%	27.8%	83.3%	48.9%	34.4%	
Study/office	16	16	7	3	15	9	6	16
%V	1.7%	1.7%	2.0%	1.4%	2.1%	2.6%	1.7%	2.2%
%H (All HH)		100.0%	43.8%	18.8%	93.8%	56.3%	37.5%	100.0%
%H (TV HH)			43.8%	18.8%	93.8%	56.3%	37.5%	
TV room	8	8	4	2	6	4	2	8
%V	0.8%	0.9%	1.2%	0.9%	0.9%	1.2%	0.6%	1.1%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Conservatory	24	24	13	9	21	17	4	22
%V	2.5%	2.6%	3.8%	4.1%	3.0%	4.9%	1.1%	3.0%
%H (All HH)		100.0%	54.2%	37.5%	87.5%	70.8%	16.7%	91.7%
%H (TV HH)			54.2%	37.5%	87.5%	70.8%	16.7%	
Attic or loft room	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
No specific location	2	2	0	0	2	0	2	1
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.6%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	7	7	2	3	7	4	3	7
%V	0.7%	0.8%	0.6%	1.4%	1.0%	1.2%	0.8%	1.0%
%H (All HH)		100.0%	28.6%	42.9%	100.0%	57.1%	42.9%	100.0%
%H (TV HH)			28.6%	42.9%	100.0%	57.1%	42.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Any DSAT provider	343	343	343	10	216	216	0	297
%V	35.9%	37.4%	100.0%	4.6%	30.9%	62.6%	0.0%	41.1%
%H (All HH)			100.0%	2.9%	63.0%	63.0%	0.0%	86.6%
%H (TV HH)			100.0%	2.9%	63.0%	63.0%	0.0%	
Sky with subcription	273	273	273	5	173	173	0	241
%V	28.6%	29.8%	79.6%	2.3%	24.7%	50.1%	0.0%	33.4%
%H (All HH)			100.0%	1.8%	63.4%	63.4%	0.0%	88.3%
%H (TV HH)			100.0%	1.8%	63.4%	63.4%	0.0%	
Sky without subscription	17	17	17	1	12	12	0	15
%V	1.8%	1.9%	5.0%	0.5%	1.7%	3.5%	0.0%	2.1%
%H (All HH)			100.0%	5.9%	70.6%	70.6%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	70.6%	70.6%	0.0%	
Freesat	45	45	45	2	31	31	0	36
%V	4.7%	4.9%	13.1%	0.9%	4.4%	9.0%	0.0%	5.0%
%H (All HH)			100.0%	4.4%	68.9%	68.9%	0.0%	80.0%
%H (TV HH)			100.0%	4.4%	68.9%	68.9%	0.0%	
Other satellite provider	13	13	13	1	4	4	0	11
%V	1.4%	1.4%	3.8%	0.5%	0.6%	1.2%	0.0%	1.5%
%H (All HH)			100.0%	7.7%	30.8%	30.8%	0.0%	84.6%
%H (TV HH)			100.0%	7.7%	30.8%	30.8%	0.0%	
DCAB	218	218	10	218	133	133	0	188
%V	22.8%	23.8%	2.9%	100.0%	19.0%	38.6%	0.0%	26.0%
%H (All HH)			4.6%	100.0%	61.0%	61.0%	0.0%	86.2%
%H (TV HH)			4.6%	100.0%	61.0%	61.0%	0.0%	
DTT	700	700	216	133	700	345	355	521
%V	73.3%	76.3%	63.0%	61.0%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	30.9%	19.0%	100.0%	49.3%	50.7%	74.4%
%H (TV HH)			30.9%	19.0%	100.0%	49.3%	50.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%H (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
PVR	564	564	290	152	413	283	129	493
%V	59.1%	61.5%	84.5%	69.7%	59.0%	82.0%	36.3%	68.3%
%H (All HH)		100.0%	51.4%	27.0%	73.2%	50.2%	22.9%	87.4%
%H (TV HH)			51.4%	27.0%	73.2%	50.2%	22.9%	
DVDR	59	59	20	11	48	20	28	44
%V	6.2%	6.4%	5.8%	5.0%	6.9%	5.8%	7.9%	6.1%
%H (All HH)		100.0%	33.9%	18.6%	81.4%	33.9%	47.5%	74.6%
%H (TV HH)			33.9%	18.6%	81.4%	33.9%	47.5%	
VCR	29	29	8	9	20	8	12	20
%V	3.0%	3.2%	2.3%	4.1%	2.9%	2.3%	3.4%	2.8%
%H (All HH)		100.0%	27.6%	31.0%	69.0%	27.6%	41.4%	69.0%
%H (TV HH)			27.6%	31.0%	69.0%	27.6%	41.4%	
Any recorder	599	599	296	158	442	289	152	511
%V	62.7%	65.3%	86.3%	72.5%	63.1%	83.8%	42.8%	70.8%
%H (All HH)		100.0%	49.4%	26.4%	73.8%	48.2%	25.4%	85.3%
%H (TV HH)			49.4%	26.4%	73.8%	48.2%	25.4%	
Receives HDTV (via STB or built-in reception)	532	532	230	170	396	258	138	452
%V	55.7%	58.0%	67.1%	78.0%	56.6%	74.8%	38.9%	62.6%
%H (All HH)		100.0%	43.2%	32.0%	74.4%	48.5%	25.9%	85.0%
%H (TV HH)			43.2%	32.0%	74.4%	48.5%	25.9%	
DVD/Blu-ray player or recorder	705	705	284	180	549	301	249	575
%V	73.8%	76.9%	82.8%	82.6%	78.4%	87.2%	70.1%	79.6%
%H (All HH)		100.0%	40.3%	25.5%	77.9%	42.7%	35.3%	81.6%
%H (TV HH)			40.3%	25.5%	77.9%	42.7%	35.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	955	917	343	218	700	345	355	722
%V (All HH)		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%
%H (TV HH)			37.4%	23.8%	76.3%	37.6%	38.7%	
Has broadband internet	722	698	297	188	521	307	214	722
%V	75.6%	76.1%	86.6%	86.2%	74.4%	89.0%	60.3%	100.0%
%H (All HH)		96.7%	41.1%	26.0%	72.2%	42.5%	29.6%	100.0%
%H (TV HH)			42.6%	26.9%	74.6%	44.0%	30.7%	
Number of computers (PCs and laptops)								
0	204	193	45	27	157	35	122	11
%V	21.4%	21.0%	13.1%	12.4%	22.4%	10.1%	34.4%	1.5%
%H (All HH)		94.6%	22.1%	13.2%	77.0%	17.2%	59.8%	5.4%
%H (TV HH)			23.3%	14.0%	81.3%	18.1%	63.2%	
1	325	310	114	78	237	121	116	295
%V	34.0%	33.8%	33.2%	35.8%	33.9%	35.1%	32.7%	40.9%
%H (All HH)		95.4%	35.1%	24.0%	72.9%	37.2%	35.7%	90.8%
%H (TV HH)			36.8%	25.2%	76.5%	39.0%	37.4%	
2	210	204	84	56	157	92	65	204
%V	22.0%	22.2%	24.5%	25.7%	22.4%	26.7%	18.3%	28.3%
%H (All HH)		97.1%	40.0%	26.7%	74.8%	43.8%	31.0%	97.1%
%H (TV HH)			41.2%	27.5%	77.0%	45.1%	31.9%	
3	109	104	49	26	76	48	28	106
%V	11.4%	11.3%	14.3%	11.9%	10.9%	13.9%	7.9%	14.7%
%H (All HH)		95.4%	45.0%	23.9%	69.7%	44.0%	25.7%	97.2%
%H (TV HH)			47.1%	25.0%	73.1%	46.2%	26.9%	
4	53	53	27	14	38	26	12	52
%V	5.5%	5.8%	7.9%	6.4%	5.4%	7.5%	3.4%	7.2%
%H (All HH)		100.0%	50.9%	26.4%	71.7%	49.1%	22.6%	98.1%
%H (TV HH)			50.9%	26.4%	71.7%	49.1%	22.6%	
5+	53	53	24	17	35	23	12	53
%V	5.5%	5.8%	7.0%	7.8%	5.0%	6.7%	3.4%	7.3%
%H (All HH)		100.0%	45.3%	32.1%	66.0%	43.4%	22.6%	100.0%
%H (TV HH)			45.3%	32.1%	66.0%	43.4%	22.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1797	751	450	1445	837	608	1475
%H		41.8%	25.0%	80.4%	46.6%	33.8%	82.1%
Under 20"	287	111	67	258	145	112	244
%V	16.0%	14.8%	14.9%	17.9%	17.3%	18.4%	16.5%
%H		38.7%	23.3%	89.9%	50.5%	39.0%	85.0%
20" - 29"	434	173	95	359	192	168	339
%V	24.2%	23.0%	21.1%	24.8%	22.9%	27.6%	23.0%
%H		39.9%	21.9%	82.7%	44.2%	38.7%	78.1%
30" - 39"	567	214	158	456	255	200	447
%V	31.6%	28.5%	35.1%	31.6%	30.5%	32.9%	30.3%
%H		37.7%	27.9%	80.4%	45.0%	35.3%	78.8%
40" and over	413	209	111	302	203	99	366
%V	23.0%	27.8%	24.7%	20.9%	24.3%	16.3%	24.8%
%H		50.6%	26.9%	73.1%	49.2%	24.0%	88.6%
Don't know	40	18	8	34	20	14	30
%V	2.2%	2.4%	1.8%	2.4%	2.4%	2.3%	2.0%
%H		45.0%	20.0%	85.0%	50.0%	35.0%	75.0%
Not Asked	56	26	11	36	22	15	49
%V	3.1%	3.5%	2.4%	2.5%	2.6%	2.5%	3.3%
%H		46.4%	19.6%	64.3%	39.3%	26.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1797	751	450	1445	837	608	1475
%H		41.8%	25.0%	80.4%	46.6%	33.8%	82.1%
Main living room	903	344	216	691	344	347	691
%V	50.3%	45.8%	48.0%	47.8%	41.1%	57.1%	46.8%
%H		38.1%	23.9%	76.5%	38.1%	38.4%	76.5%
Kitchen	103	44	21	97	58	39	85
%V	5.7%	5.9%	4.7%	6.7%	6.9%	6.4%	5.8%
%H		42.7%	20.4%	94.2%	56.3%	37.9%	82.5%
Adult's bedroom	413	189	105	348	224	124	357
%V	23.0%	25.2%	23.3%	24.1%	26.8%	20.4%	24.2%
%H		45.8%	25.4%	84.3%	54.2%	30.0%	86.4%
Child's bedroom	107	56	33	87	67	20	102
%V	6.0%	7.5%	7.3%	6.0%	8.0%	3.3%	6.9%
%H		52.3%	30.8%	81.3%	62.6%	18.7%	95.3%
Other bedroom	64	28	23	58	44	15	60
%V	3.6%	3.7%	5.1%	4.0%	5.3%	2.5%	4.1%
%H		43.8%	35.9%	90.6%	68.8%	23.4%	93.8%
Second living/dining room	91	37	25	76	44	31	74
%V	5.1%	4.9%	5.6%	5.3%	5.3%	5.1%	5.0%
%H		40.7%	27.5%	83.5%	48.4%	34.1%	81.3%
Study/office	17	7	3	15	9	6	17
%V	0.9%	0.9%	0.7%	1.0%	1.1%	1.0%	1.2%
%H		41.2%	17.6%	88.2%	52.9%	35.3%	100.0%
TV room	8	4	2	6	4	2	8
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	25	13	9	21	17	4	22
%V	1.4%	1.7%	2.0%	1.5%	2.0%	0.7%	1.5%
%H		52.0%	36.0%	84.0%	68.0%	16.0%	88.0%
Attic or loft room	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
No specific location	2	0	0	2	0	2	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
Other	7	2	3	7	4	3	7
%V	0.4%	0.3%	0.7%	0.5%	0.5%	0.5%	0.5%
%H		28.6%	42.9%	100.0%	57.1%	42.9%	100.0%
Not Asked	56	26	11	36	22	15	49
%V	3.1%	3.5%	2.4%	2.5%	2.6%	2.5%	3.3%
%H		46.4%	19.6%	64.3%	39.3%	26.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1797	751	450	1445	837	608	1475
%H		41.8%	25.0%	80.4%	46.6%	33.8%	82.1%
PVR	734	396	199	541	391	150	651
%V	40.8%	52.7%	44.2%	37.4%	46.7%	24.7%	44.1%
%H		54.0%	27.1%	73.7%	53.3%	20.4%	88.7%
DVDR	64	22	13	52	22	30	47
%V	3.6%	2.9%	2.9%	3.6%	2.6%	4.9%	3.2%
%H		34.4%	20.3%	81.3%	34.4%	46.9%	73.4%
VCR	30	8	9	21	8	13	20
%V	1.7%	1.1%	2.0%	1.5%	1.0%	2.1%	1.4%
%H		26.7%	30.0%	70.0%	26.7%	43.3%	66.7%
Any recorder	781	406	209	582	404	178	679
%V	43.5%	54.1%	46.4%	40.3%	48.3%	29.3%	46.0%
%H		52.0%	26.8%	74.5%	51.7%	22.8%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1797	751	450	1445	837	608	1475
%H		41.8%	25.0%	80.4%	46.6%	33.8%	82.1%
Receives HDTV (via STB or built-in reception)	731	323	237	558	376	182	631
%V	40.7%	43.0%	52.7%	38.6%	44.9%	29.9%	42.8%
%H		44.2%	32.4%	76.3%	51.4%	24.9%	86.3%
DVD/Blu-ray player or recorder	1026	427	280	834	500	334	869
%V	57.1%	56.9%	62.2%	57.7%	59.7%	54.9%	58.9%
%H		41.6%	27.3%	81.3%	48.7%	32.6%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	916	343	218	700	345	355	698
%H		37.4%	23.8%	76.4%	37.7%	38.8%	76.2%
Under 20"	22	3	4	18	3	15	13
%V	2.4%	0.9%	1.8%	2.6%	0.9%	4.2%	1.9%
%H		13.6%	18.2%	81.8%	13.6%	68.2%	59.1%
20" - 29"	148	35	27	116	31	85	90
%V	16.2%	10.2%	12.4%	16.6%	9.0%	23.9%	12.9%
%H		23.6%	18.2%	78.4%	20.9%	57.4%	60.8%
30" - 39"	378	125	94	299	139	160	277
%V	41.3%	36.4%	43.1%	42.7%	40.3%	45.1%	39.7%
%H		33.1%	24.9%	79.1%	36.8%	42.3%	73.3%
40" and over	349	176	89	255	167	88	305
%V	38.1%	51.3%	40.8%	36.4%	48.4%	24.8%	43.7%
%H		50.4%	25.5%	73.1%	47.9%	25.2%	87.4%
Don't know	17	5	4	12	5	7	11
%V	1.9%	1.5%	1.8%	1.7%	1.4%	2.0%	1.6%
%H		29.4%	23.5%	70.6%	29.4%	41.2%	64.7%
Not Asked	2	0	0	0	0	0	2
%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%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	916	343	218	700	345	355	698
%H		37.4%	23.8%	76.4%	37.7%	38.8%	76.2%
PVR	550	285	149	402	279	123	482
%V	60.0%	83.1%	68.3%	57.4%	80.9%	34.6%	69.1%
%H		51.8%	27.1%	73.1%	50.7%	22.4%	87.6%
DVDR	49	17	7	38	14	25	36
%V	5.3%	5.0%	3.2%	5.4%	4.1%	7.0%	5.2%
%H		34.7%	14.3%	77.6%	28.6%	51.0%	73.5%
VCR	23	7	7	15	5	10	16
%V	2.5%	2.0%	3.2%	2.1%	1.4%	2.8%	2.3%
%H		30.4%	30.4%	65.2%	21.7%	43.5%	69.6%
Any recorder	584	291	156	430	285	145	501
%V	63.8%	84.8%	71.6%	61.4%	82.6%	40.8%	71.8%
%H		49.8%	26.7%	73.6%	48.8%	24.8%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	916	343	218	700	345	355	698
%H		37.4%	23.8%	76.4%	37.7%	38.8%	76.2%
Receives HDTV (via STB or built-in reception)	512	224	166	379	250	130	437
%V	55.9%	65.3%	76.1%	54.1%	72.5%	36.6%	62.6%
%H		43.8%	32.4%	74.0%	48.8%	25.4%	85.4%
DVD/Blu-ray player or recorder	662	265	168	513	277	236	538
%V	72.3%	77.3%	77.1%	73.3%	80.3%	66.5%	77.1%
%H		40.0%	25.4%	77.5%	41.8%	35.6%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	408	232	746	492	253	778
%H		46.4%	26.4%	84.8%	55.9%	28.8%	88.4%
Under 20"	265	109	63	240	142	97	230
%V	30.1%	26.7%	27.2%	32.2%	28.9%	38.3%	29.6%
%H		41.1%	23.8%	90.6%	53.6%	36.6%	86.8%
20" - 29"	286	138	68	244	161	83	249
%V	32.5%	33.8%	29.3%	32.7%	32.7%	32.8%	32.0%
%H		48.3%	23.8%	85.3%	56.3%	29.0%	87.1%
30" - 39"	189	89	64	156	116	40	170
%V	21.5%	21.8%	27.6%	20.9%	23.6%	15.8%	21.9%
%H		47.1%	33.9%	82.5%	61.4%	21.2%	89.9%
40" and over	65	34	22	47	37	11	61
%V	7.4%	8.3%	9.5%	6.3%	7.5%	4.3%	7.8%
%H		52.3%	33.8%	72.3%	56.9%	16.9%	93.8%
Don't know	23	12	4	22	15	7	19
%V	2.6%	2.9%	1.7%	2.9%	3.0%	2.8%	2.4%
%H		52.2%	17.4%	95.7%	65.2%	30.4%	82.6%
Not Asked	52	26	11	37	21	15	49
%V	5.9%	6.4%	4.7%	5.0%	4.3%	5.9%	6.3%
%H		50.0%	21.2%	71.2%	40.4%	28.8%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	408	232	746	492	253	778
%H		46.4%	26.4%	84.8%	55.9%	28.8%	88.4%
PVR	184	111	50	139	112	27	169
%V	20.9%	27.2%	21.6%	18.6%	22.8%	10.7%	21.7%
%H		60.3%	27.2%	75.5%	60.9%	14.7%	91.8%
DVDR	15	5	6	14	8	5	12
%V	1.7%	1.2%	2.6%	1.9%	1.6%	2.0%	1.5%
%H		33.3%	40.0%	93.3%	53.3%	33.3%	80.0%
VCR	7	2	1	7	3	4	4
%V	0.8%	0.5%	0.4%	0.9%	0.6%	1.6%	0.5%
%H		28.6%	14.3%	100.0%	42.9%	57.1%	57.1%
Any recorder	197	115	53	152	119	33	178
%V	22.4%	28.2%	22.8%	20.4%	24.2%	13.0%	22.9%
%H		58.4%	26.9%	77.2%	60.4%	16.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	408	232	746	492	253	778
%H		46.4%	26.4%	84.8%	55.9%	28.8%	88.4%
Receives HDTV (via STB or built-in reception)	219	100	71	178	126	52	194
%V	24.9%	24.5%	30.6%	23.9%	25.6%	20.6%	24.9%
%H		45.7%	32.4%	81.3%	57.5%	23.7%	88.6%
DVD/Blu-ray player or recorder	364	162	112	321	223	99	331
%V	41.4%	39.7%	48.3%	43.0%	45.3%	39.1%	42.5%
%H		44.5%	30.8%	88.2%	61.3%	27.2%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2247	2180	942	562	1598	916	682	1880
%H		97.0%	41.9%	25.0%	71.1%	40.8%	30.4%	83.7%
Total Children	433	421	219	114	289	198	91	388
%V	19.3%	19.3%	23.2%	20.3%	18.1%	21.6%	13.3%	20.6%
%H		97.2%	50.6%	26.3%	66.7%	45.7%	21.0%	89.6%
0 - 3	119	116	65	29	75	51	24	100
%V	5.3%	5.3%	6.9%	5.2%	4.7%	5.6%	3.5%	5.3%
%H		97.5%	54.6%	24.4%	63.0%	42.9%	20.2%	84.0%
4 - 15	314	305	154	86	213	147	67	289
%V	14.0%	14.0%	16.3%	15.3%	13.3%	16.0%	9.8%	15.4%
%H		97.1%	49.0%	27.4%	67.8%	46.8%	21.3%	92.0%
4 - 9	170	164	86	41	116	78	38	152
%V	7.6%	7.5%	9.1%	7.3%	7.3%	8.5%	5.6%	8.1%
%H		96.5%	50.6%	24.1%	68.2%	45.9%	22.4%	89.4%
10 - 15	144	141	68	45	97	69	28	137
%V	6.4%	6.5%	7.2%	8.0%	6.1%	7.5%	4.1%	7.3%
%H		97.9%	47.2%	31.3%	67.4%	47.9%	19.4%	95.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2247	2180	942	562	1598	916	682	1880
%H		97.0%	41.9%	25.0%	71.1%	40.8%	30.4%	83.7%
Total Adults (16+)	1814	1759	722	448	1310	718	591	1492
%V	80.7%	80.7%	76.6%	79.7%	82.0%	78.4%	86.7%	79.4%
%H		97.0%	39.8%	24.7%	72.2%	39.6%	32.6%	82.2%
16 - 19	110	108	51	30	80	51	28	103
%V	4.9%	5.0%	5.4%	5.3%	5.0%	5.6%	4.1%	5.5%
%H		98.2%	46.4%	27.3%	72.7%	46.4%	25.5%	93.6%
20 - 24	167	155	55	45	110	58	52	145
%V	7.4%	7.1%	5.8%	8.0%	6.9%	6.3%	7.6%	7.7%
%H		92.8%	32.9%	26.9%	65.9%	34.7%	31.1%	86.8%
25 - 34	312	298	145	80	190	115	74	279
%V	13.9%	13.7%	15.4%	14.2%	11.9%	12.6%	10.9%	14.8%
%H		95.5%	46.5%	25.6%	60.9%	36.9%	23.7%	89.4%
35 - 44	280	271	124	82	189	126	62	260
%V	12.5%	12.4%	13.2%	14.6%	11.8%	13.8%	9.1%	13.8%
%H		96.8%	44.3%	29.3%	67.5%	45.0%	22.1%	92.9%
45 - 54	315	307	146	88	229	156	73	288
%V	14.0%	14.1%	15.5%	15.7%	14.3%	17.0%	10.7%	15.3%
%H		97.5%	46.3%	27.9%	72.7%	49.5%	23.2%	91.4%
55 - 64	263	258	99	65	205	108	97	217
%V	11.7%	11.8%	10.5%	11.6%	12.8%	11.8%	14.2%	11.5%
%H		98.1%	37.6%	24.7%	77.9%	41.1%	36.9%	82.5%
65+	367	362	103	58	307	103	204	199
%V	16.3%	16.6%	10.9%	10.3%	19.2%	11.2%	29.9%	10.6%
%H		98.6%	28.1%	15.8%	83.7%	28.1%	55.6%	54.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1814	1759	722	448	1310	718	591	1492
%H		97.0%	39.8%	24.7%	72.2%	39.6%	32.6%	82.2%
AB	435	426	198	93	325	189	137	407
%V	24.0%	24.2%	27.4%	20.8%	24.8%	26.3%	23.2%	27.3%
%H		97.9%	45.5%	21.4%	74.7%	43.4%	31.5%	93.6%
C1	490	469	177	124	355	192	163	436
%V	27.0%	26.7%	24.5%	27.7%	27.1%	26.7%	27.6%	29.2%
%H		95.7%	36.1%	25.3%	72.4%	39.2%	33.3%	89.0%
C2	400	396	169	110	306	184	122	333
%V	22.1%	22.5%	23.4%	24.6%	23.4%	25.6%	20.6%	22.3%
%H		99.0%	42.3%	27.5%	76.5%	46.0%	30.5%	83.3%
D	294	283	114	77	192	99	92	217
%V	16.2%	16.1%	15.8%	17.2%	14.7%	13.8%	15.6%	14.5%
%H		96.3%	38.8%	26.2%	65.3%	33.7%	31.3%	73.8%
E	196	184	64	43	131	54	77	98
%V	10.8%	10.5%	8.9%	9.6%	10.0%	7.5%	13.0%	6.6%
%H		93.9%	32.7%	21.9%	66.8%	27.6%	39.3%	50.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1814	1759	722	448	1310	718	591	1492
%H		97.0%	39.8%	24.7%	72.2%	39.6%	32.6%	82.2%
Working full time	782	763	347	223	543	348	195	728
%V	43.1%	43.4%	48.1%	49.8%	41.5%	48.5%	33.0%	48.8%
%H		97.6%	44.4%	28.5%	69.4%	44.5%	24.9%	93.1%
Working part time	189	184	81	47	137	81	56	168
%V	10.4%	10.5%	11.2%	10.5%	10.5%	11.3%	9.5%	11.3%
%H		97.4%	42.9%	24.9%	72.5%	42.9%	29.6%	88.9%
Not working	844	811	295	178	630	290	340	595
%V	46.5%	46.1%	40.9%	39.7%	48.1%	40.4%	57.5%	39.9%
%H		96.1%	35.0%	21.1%	74.6%	34.4%	40.3%	70.5%
Housewife/Houseperson	955	917	343	218	700	345	355	722
%V	52.6%	52.1%	47.5%	48.7%	53.4%	48.1%	60.1%	48.4%
%H		96.0%	35.9%	22.8%	73.3%	36.1%	37.2%	75.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	870	840	353	221	618	353	265	734
%H		96.6%	40.6%	25.4%	71.0%	40.6%	30.5%	84.4%
16 - 19	54	53	24	15	39	25	14	51
%V	6.2%	6.3%	6.8%	6.8%	6.3%	7.1%	5.3%	6.9%
%H		98.1%	44.4%	27.8%	72.2%	46.3%	25.9%	94.4%
20 - 24	76	71	24	24	51	28	23	69
%V	8.7%	8.5%	6.8%	10.9%	8.3%	7.9%	8.7%	9.4%
%H		93.4%	31.6%	31.6%	67.1%	36.8%	30.3%	90.8%
25 - 34	152	145	73	40	92	58	34	137
%V	17.5%	17.3%	20.7%	18.1%	14.9%	16.4%	12.8%	18.7%
%H		95.4%	48.0%	26.3%	60.5%	38.2%	22.4%	90.1%
35 - 44	137	131	60	36	92	58	34	126
%V	15.7%	15.6%	17.0%	16.3%	14.9%	16.4%	12.8%	17.2%
%H		95.6%	43.8%	26.3%	67.2%	42.3%	24.8%	92.0%
45 - 54	153	148	70	44	110	76	34	140
%V	17.6%	17.6%	19.8%	19.9%	17.8%	21.5%	12.8%	19.1%
%H		96.7%	45.8%	28.8%	71.9%	49.7%	22.2%	91.5%
55 - 64	133	129	50	35	100	56	45	108
%V	15.3%	15.4%	14.2%	15.8%	16.2%	15.9%	17.0%	14.7%
%H		97.0%	37.6%	26.3%	75.2%	42.1%	33.8%	81.2%
65+	165	163	53	27	134	51	83	103
%V	19.0%	19.4%	15.0%	12.2%	21.7%	14.4%	31.3%	14.0%
%H		98.8%	32.1%	16.4%	81.2%	30.9%	50.3%	62.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	870	840	353	221	618	353	265	734
%H		96.6%	40.6%	25.4%	71.0%	40.6%	30.5%	84.4%
AB	220	216	102	49	164	97	67	209
%V	25.3%	25.7%	28.9%	22.2%	26.5%	27.5%	25.3%	28.5%
%H		98.2%	46.4%	22.3%	74.5%	44.1%	30.5%	95.0%
C1	224	213	86	57	159	91	67	205
%V	25.7%	25.4%	24.4%	25.8%	25.7%	25.8%	25.3%	27.9%
%H		95.1%	38.4%	25.4%	71.0%	40.6%	29.9%	91.5%
C2	207	205	84	60	156	93	63	171
%V	23.8%	24.4%	23.8%	27.1%	25.2%	26.3%	23.8%	23.3%
%H		99.0%	40.6%	29.0%	75.4%	44.9%	30.4%	82.6%
D	139	133	57	36	88	49	39	105
%V	16.0%	15.8%	16.1%	16.3%	14.2%	13.9%	14.7%	14.3%
%H		95.7%	41.0%	25.9%	63.3%	35.3%	28.1%	75.5%
E	80	73	24	20	51	22	29	44
%V	9.2%	8.7%	6.8%	9.0%	8.3%	6.2%	10.9%	6.0%
%H		91.3%	30.0%	25.0%	63.8%	27.5%	36.3%	55.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	870	840	353	221	618	353	265	734
%H		96.6%	40.6%	25.4%	71.0%	40.6%	30.5%	84.4%
Working full time	478	466	218	134	331	216	116	443
%V	54.9%	55.5%	61.8%	60.6%	53.6%	61.2%	43.8%	60.4%
%H		97.5%	45.6%	28.0%	69.2%	45.2%	24.3%	92.7%
Working part time	37	35	12	10	28	14	13	34
%V	4.3%	4.2%	3.4%	4.5%	4.5%	4.0%	4.9%	4.6%
%H		94.6%	32.4%	27.0%	75.7%	37.8%	35.1%	91.9%
Not working	354	339	124	77	259	122	137	257
%V	40.7%	40.4%	35.1%	34.8%	41.9%	34.6%	51.7%	35.0%
%H		95.8%	35.0%	21.8%	73.2%	34.5%	38.7%	72.6%
Housewife/Houseperson	187	173	55	37	130	53	78	124
%V	21.5%	20.6%	15.6%	16.7%	21.0%	15.0%	29.4%	16.9%
%H		92.5%	29.4%	19.8%	69.5%	28.3%	41.7%	66.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	945	918	369	227	692	366	326	758
%H		97.1%	39.0%	24.0%	73.2%	38.7%	34.5%	80.2%
16 - 19	56	55	27	14	41	26	14	52
%V	5.9%	6.0%	7.3%	6.2%	5.9%	7.1%	4.3%	6.9%
%H		98.2%	48.2%	25.0%	73.2%	46.4%	25.0%	92.9%
20 - 24	91	84	31	22	59	30	30	76
%V	9.6%	9.2%	8.4%	9.7%	8.5%	8.2%	9.2%	10.0%
%H		92.3%	34.1%	24.2%	64.8%	33.0%	33.0%	83.5%
25 - 34	160	153	72	40	98	58	41	142
%V	16.9%	16.7%	19.5%	17.6%	14.2%	15.8%	12.6%	18.7%
%H		95.6%	45.0%	25.0%	61.3%	36.3%	25.6%	88.8%
35 - 44	144	140	64	46	97	68	29	135
%V	15.2%	15.3%	17.3%	20.3%	14.0%	18.6%	8.9%	17.8%
%H		97.2%	44.4%	31.9%	67.4%	47.2%	20.1%	93.8%
45 - 54	162	159	76	44	119	80	39	148
%V	17.1%	17.3%	20.6%	19.4%	17.2%	21.9%	12.0%	19.5%
%H		98.1%	46.9%	27.2%	73.5%	49.4%	24.1%	91.4%
55 - 64	130	129	49	29	105	53	52	109
%V	13.8%	14.1%	13.3%	12.8%	15.2%	14.5%	16.0%	14.4%
%H		99.2%	37.7%	22.3%	80.8%	40.8%	40.0%	83.8%
65+	202	199	50	30	173	52	121	96
%V	21.4%	21.7%	13.6%	13.2%	25.0%	14.2%	37.1%	12.7%
%H		98.5%	24.8%	14.9%	85.6%	25.7%	59.9%	47.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	945	918	369	227	692	366	326	758
%H		97.1%	39.0%	24.0%	73.2%	38.7%	34.5%	80.2%
AB	215	210	97	45	162	92	70	199
%V	22.8%	22.9%	26.3%	19.8%	23.4%	25.1%	21.5%	26.3%
%H		97.7%	45.1%	20.9%	75.3%	42.8%	32.6%	92.6%
C1	265	256	90	68	196	101	96	231
%V	28.0%	27.9%	24.4%	30.0%	28.3%	27.6%	29.4%	30.5%
%H		96.6%	34.0%	25.7%	74.0%	38.1%	36.2%	87.2%
C2	192	191	86	50	150	91	58	162
%V	20.3%	20.8%	23.3%	22.0%	21.7%	24.9%	17.8%	21.4%
%H		99.5%	44.8%	26.0%	78.1%	47.4%	30.2%	84.4%
D	155	150	57	41	104	51	53	112
%V	16.4%	16.3%	15.4%	18.1%	15.0%	13.9%	16.3%	14.8%
%H		96.8%	36.8%	26.5%	67.1%	32.9%	34.2%	72.3%
E	117	111	40	24	80	32	49	55
%V	12.4%	12.1%	10.8%	10.6%	11.6%	8.7%	15.0%	7.3%
%H		94.9%	34.2%	20.5%	68.4%	27.4%	41.9%	47.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	945	918	369	227	692	366	326	758
%H		97.1%	39.0%	24.0%	73.2%	38.7%	34.5%	80.2%
Working full time	303	297	129	89	212	132	80	285
%V	32.1%	32.4%	35.0%	39.2%	30.6%	36.1%	24.5%	37.6%
%H		98.0%	42.6%	29.4%	70.0%	43.6%	26.4%	94.1%
Working part time	152	149	69	37	109	67	42	134
%V	16.1%	16.2%	18.7%	16.3%	15.8%	18.3%	12.9%	17.7%
%H		98.0%	45.4%	24.3%	71.7%	44.1%	27.6%	88.2%
Not working	489	472	171	101	371	167	204	338
%V	51.7%	51.4%	46.3%	44.5%	53.6%	45.6%	62.6%	44.6%
%H		96.5%	35.0%	20.7%	75.9%	34.2%	41.7%	69.1%
Housewife/Houseperson	767	743	287	181	569	292	278	598
%V	81.2%	80.9%	77.8%	79.7%	82.2%	79.8%	85.3%	78.9%
%H		96.9%	37.4%	23.6%	74.2%	38.1%	36.2%	78.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total