

The background of the cover is a photograph of two children, a boy and a girl, looking towards the left. The image has a blue tint. Overlaid on the image is a network diagram consisting of several circular nodes of varying sizes, some solid and some dashed, connected by thin white lines. The nodes are positioned around the children's heads, suggesting a social or digital network.

BARB Establishment Survey

Annual Data Report: Volume 3

ITV Areas

July 2014 to June 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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See also

Volume 1 - Total Network and Appendices
Volume 2 - BBC areas

This reports contains the weighted data results from the Establishment survey for the period July 2014 - June 2015

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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ITV London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
AB	1493	1388	596	296	923	429	494	1429
%V	28.3%	28.9%	29.8%	34.3%	27.9%	31.0%	25.6%	31.6%
%H (All HH)		93.0%	39.9%	19.8%	61.8%	28.7%	33.1%	95.7%
%H (TV HH)			42.9%	21.3%	66.5%	30.9%	35.6%	
C1	1534	1394	570	249	981	413	567	1371
%V	29.1%	29.0%	28.5%	28.9%	29.6%	29.8%	29.4%	30.3%
%H (All HH)		90.9%	37.2%	16.2%	64.0%	26.9%	37.0%	89.4%
%H (TV HH)			40.9%	17.9%	70.4%	29.6%	40.7%	
C2	929	856	397	161	595	294	300	810
%V	17.6%	17.8%	19.8%	18.7%	18.0%	21.2%	15.6%	17.9%
%H (All HH)		92.1%	42.7%	17.3%	64.0%	31.6%	32.3%	87.2%
%H (TV HH)			46.4%	18.8%	69.5%	34.3%	35.0%	
D	819	724	306	111	484	176	307	645
%V	15.5%	15.1%	15.3%	12.9%	14.6%	12.7%	15.9%	14.3%
%H (All HH)		88.4%	37.4%	13.6%	59.1%	21.5%	37.5%	78.8%
%H (TV HH)			42.3%	15.3%	66.9%	24.3%	42.4%	
E	497	448	134	45	332	71	260	264
%V	9.4%	9.3%	6.7%	5.2%	10.0%	5.1%	13.5%	5.8%
%H (All HH)		90.1%	27.0%	9.1%	66.8%	14.3%	52.3%	53.1%
%H (TV HH)			29.9%	10.0%	74.1%	15.8%	58.0%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Under 25	186	135	39	20	96	26	70	180
%V	3.5%	2.8%	1.9%	2.3%	2.9%	1.9%	3.6%	4.0%
%H (All HH)		72.6%	21.0%	10.8%	51.6%	14.0%	37.6%	96.8%
%H (TV HH)			28.9%	14.8%	71.1%	19.3%	51.9%	
25 - 34	1030	867	406	145	535	237	299	994
%V	19.5%	18.0%	20.3%	16.8%	16.1%	17.1%	15.5%	22.0%
%H (All HH)		84.2%	39.4%	14.1%	51.9%	23.0%	29.0%	96.5%
%H (TV HH)			46.8%	16.7%	61.7%	27.3%	34.5%	
35 - 44	1103	1000	496	200	615	309	307	1064
%V	20.9%	20.8%	24.8%	23.2%	18.6%	22.3%	15.9%	23.5%
%H (All HH)		90.7%	45.0%	18.1%	55.8%	28.0%	27.8%	96.5%
%H (TV HH)			49.6%	20.0%	61.5%	30.9%	30.7%	
45 - 54	1042	985	443	212	672	342	329	977
%V	19.8%	20.5%	22.1%	24.6%	20.3%	24.7%	17.1%	21.6%
%H (All HH)		94.5%	42.5%	20.3%	64.5%	32.8%	31.6%	93.8%
%H (TV HH)			45.0%	21.5%	68.2%	34.7%	33.4%	
55 - 64	768	728	305	144	508	226	282	658
%V	14.6%	15.1%	15.2%	16.7%	15.3%	16.3%	14.6%	14.6%
%H (All HH)		94.8%	39.7%	18.8%	66.1%	29.4%	36.7%	85.7%
%H (TV HH)			41.9%	19.8%	69.8%	31.0%	38.7%	
65 +	1142	1096	314	141	888	244	643	647
%V	21.7%	22.8%	15.7%	16.4%	26.8%	17.6%	33.3%	14.3%
%H (All HH)		96.0%	27.5%	12.3%	77.8%	21.4%	56.3%	56.7%
%H (TV HH)			28.6%	12.9%	81.0%	22.3%	58.7%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
1	1612	1413	361	181	1096	239	857	1057
%V	30.6%	29.4%	18.0%	21.0%	33.1%	17.3%	44.4%	23.4%
%H (All HH)		87.7%	22.4%	11.2%	68.0%	14.8%	53.2%	65.6%
%H (TV HH)			25.5%	12.8%	77.6%	16.9%	60.7%	
2	1543	1433	588	268	1022	449	574	1399
%V	29.3%	29.8%	29.4%	31.1%	30.8%	32.4%	29.8%	31.0%
%H (All HH)		92.9%	38.1%	17.4%	66.2%	29.1%	37.2%	90.7%
%H (TV HH)			41.0%	18.7%	71.3%	31.3%	40.1%	
3	876	800	404	159	514	279	236	849
%V	16.6%	16.6%	20.2%	18.4%	15.5%	20.1%	12.2%	18.8%
%H (All HH)		91.3%	46.1%	18.2%	58.7%	31.8%	26.9%	96.9%
%H (TV HH)			50.5%	19.9%	64.3%	34.9%	29.5%	
4	784	738	391	174	457	281	175	769
%V	14.9%	15.3%	19.5%	20.2%	13.8%	20.3%	9.1%	17.0%
%H (All HH)		94.1%	49.9%	22.2%	58.3%	35.8%	22.3%	98.1%
%H (TV HH)			53.0%	23.6%	61.9%	38.1%	23.7%	
5+	457	426	258	81	224	137	87	446
%V	8.7%	8.9%	12.9%	9.4%	6.8%	9.9%	4.5%	9.9%
%H (All HH)		93.2%	56.5%	17.7%	49.0%	30.0%	19.0%	97.6%
%H (TV HH)			60.6%	19.0%	52.6%	32.2%	20.4%	
Average HH size	2.45	2.48	2.86	2.70	2.33	2.77	2.01	2.63

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Without	3765	3402	1244	578	2487	922	1565	3057
%V	71.4%	70.7%	62.1%	67.1%	75.0%	66.6%	81.1%	67.6%
%H (All HH)		90.4%	33.0%	15.4%	66.1%	24.5%	41.6%	81.2%
%H (TV HH)			36.6%	17.0%	73.1%	27.1%	46.0%	
With	1506	1409	759	285	827	463	364	1463
%V	28.6%	29.3%	37.9%	33.1%	25.0%	33.4%	18.9%	32.4%
%H (All HH)		93.6%	50.4%	18.9%	54.9%	30.7%	24.2%	97.1%
%H (TV HH)			53.9%	20.2%	58.7%	32.9%	25.8%	
0 - 3	619	564	312	103	321	172	149	597
%V	11.7%	11.7%	15.6%	11.9%	9.7%	12.4%	7.7%	13.2%
%H (All HH)		91.1%	50.4%	16.6%	51.9%	27.8%	24.1%	96.4%
%H (TV HH)			55.3%	18.3%	56.9%	30.5%	26.4%	
4 - 9	764	717	379	150	414	230	184	739
%V	14.5%	14.9%	18.9%	17.4%	12.5%	16.6%	9.5%	16.4%
%H (All HH)		93.8%	49.6%	19.6%	54.2%	30.1%	24.1%	96.7%
%H (TV HH)			52.9%	20.9%	57.7%	32.1%	25.7%	
10 - 15	638	611	339	128	363	217	146	624
%V	12.1%	12.7%	16.9%	14.8%	11.0%	15.7%	7.6%	13.8%
%H (All HH)		95.8%	53.1%	20.1%	56.9%	34.0%	22.9%	97.8%
%H (TV HH)			55.5%	20.9%	59.4%	35.5%	23.9%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
1	2489	2489	867	366	1625	402	1223	1999
%V	47.2%	51.7%	43.3%	42.5%	49.0%	29.0%	63.4%	44.2%
%H (All HH)		100.0%	34.8%	14.7%	65.3%	16.2%	49.1%	80.3%
%H (TV HH)			34.8%	14.7%	65.3%	16.2%	49.1%	
2	1482	1482	682	303	1034	530	505	1322
%V	28.1%	30.8%	34.0%	35.2%	31.2%	38.3%	26.2%	29.3%
%H (All HH)		100.0%	46.0%	20.4%	69.8%	35.8%	34.1%	89.2%
%H (TV HH)			46.0%	20.4%	69.8%	35.8%	34.1%	
3	526	526	272	118	400	258	142	500
%V	10.0%	10.9%	13.6%	13.7%	12.1%	18.6%	7.4%	11.1%
%H (All HH)		100.0%	51.7%	22.4%	76.0%	49.0%	27.0%	95.1%
%H (TV HH)			51.7%	22.4%	76.0%	49.0%	27.0%	
4	208	208	118	50	170	128	42	200
%V	3.9%	4.3%	5.9%	5.8%	5.1%	9.2%	2.2%	4.4%
%H (All HH)		100.0%	56.7%	24.0%	81.7%	61.5%	20.2%	96.2%
%H (TV HH)			56.7%	24.0%	81.7%	61.5%	20.2%	
5+	105	105	64	25	84	67	18	103
%V	2.0%	2.2%	3.2%	2.9%	2.5%	4.8%	0.9%	2.3%
%H (All HH)		100.0%	61.0%	23.8%	80.0%	63.8%	17.1%	98.1%
%H (TV HH)			61.0%	23.8%	80.0%	63.8%	17.1%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%V (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Under 20"	685	685	268	124	569	275	294	574
%V	13.0%	14.2%	13.4%	14.4%	17.2%	19.9%	15.2%	12.7%
%H (All HH)		100.0%	39.1%	18.1%	83.1%	40.1%	42.9%	83.8%
%H (TV HH)			39.1%	18.1%	83.1%	40.1%	42.9%	
20" - 29"	1454	1454	553	270	1138	507	631	1204
%V	27.6%	30.2%	27.6%	31.3%	34.3%	36.6%	32.7%	26.6%
%H (All HH)		100.0%	38.0%	18.6%	78.3%	34.9%	43.4%	82.8%
%H (TV HH)			38.0%	18.6%	78.3%	34.9%	43.4%	
30" - 39"	2409	2409	1001	450	1718	762	956	2104
%V	45.7%	50.1%	50.0%	52.2%	51.8%	55.0%	49.6%	46.6%
%H (All HH)		100.0%	41.6%	18.7%	71.3%	31.6%	39.7%	87.3%
%H (TV HH)			41.6%	18.7%	71.3%	31.6%	39.7%	
40" and over	2276	2276	1227	471	1433	851	582	2137
%V	43.2%	47.3%	61.3%	54.6%	43.2%	61.4%	30.2%	47.3%
%H (All HH)		100.0%	53.9%	20.7%	63.0%	37.4%	25.6%	93.9%
%H (TV HH)			53.9%	20.7%	63.0%	37.4%	25.6%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Main living room	4737	4737	1987	854	3259	1372	1887	4065
%V	89.9%	98.5%	99.2%	99.1%	98.3%	99.1%	97.8%	90.0%
%H (All HH)		100.0%	41.9%	18.0%	68.8%	29.0%	39.8%	85.8%
%H (TV HH)			41.9%	18.0%	68.8%	29.0%	39.8%	
Kitchen	421	421	204	74	365	218	147	383
%V	8.0%	8.8%	10.2%	8.6%	11.0%	15.7%	7.6%	8.5%
%H (All HH)		100.0%	48.5%	17.6%	86.7%	51.8%	34.9%	91.0%
%H (TV HH)			48.5%	17.6%	86.7%	51.8%	34.9%	
Adult's bedroom	1828	1828	905	392	1331	786	545	1676
%V	34.7%	38.0%	45.2%	45.5%	40.2%	56.8%	28.3%	37.1%
%H (All HH)		100.0%	49.5%	21.4%	72.8%	43.0%	29.8%	91.7%
%H (TV HH)			49.5%	21.4%	72.8%	43.0%	29.8%	
Child's bedroom	286	286	161	72	196	143	53	277
%V	5.4%	5.9%	8.0%	8.4%	5.9%	10.3%	2.7%	6.1%
%H (All HH)		100.0%	56.3%	25.2%	68.5%	50.0%	18.5%	96.9%
%H (TV HH)			56.3%	25.2%	68.5%	50.0%	18.5%	
Other bedroom	135	135	60	33	107	64	42	125
%V	2.6%	2.8%	3.0%	3.8%	3.2%	4.6%	2.2%	2.8%
%H (All HH)		100.0%	44.4%	24.4%	79.3%	47.4%	31.1%	92.6%
%H (TV HH)			44.4%	24.4%	79.3%	47.4%	31.1%	
Second living/dining room	295	295	151	69	220	139	81	273
%V	5.6%	6.1%	7.5%	8.0%	6.6%	10.0%	4.2%	6.0%
%H (All HH)		100.0%	51.2%	23.4%	74.6%	47.1%	27.5%	92.5%
%H (TV HH)			51.2%	23.4%	74.6%	47.1%	27.5%	
Study/office	49	49	27	9	37	23	14	48
%V	0.9%	1.0%	1.3%	1.0%	1.1%	1.7%	0.7%	1.1%
%H (All HH)		100.0%	55.1%	18.4%	75.5%	46.9%	28.6%	98.0%
%H (TV HH)			55.1%	18.4%	75.5%	46.9%	28.6%	
TV room	58	58	32	9	43	27	17	56
%V	1.1%	1.2%	1.6%	1.0%	1.3%	1.9%	0.9%	1.2%
%H (All HH)		100.0%	55.2%	15.5%	74.1%	46.6%	29.3%	96.6%
%H (TV HH)			55.2%	15.5%	74.1%	46.6%	29.3%	
Conservatory	38	38	20	8	29	18	11	37
%V	0.7%	0.8%	1.0%	0.9%	0.9%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	52.6%	21.1%	76.3%	47.4%	28.9%	97.4%
%H (TV HH)			52.6%	21.1%	76.3%	47.4%	28.9%	
Attic or loft room	11	11	8	3	7	5	1	11
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	72.7%	27.3%	63.6%	45.5%	9.1%	100.0%
%H (TV HH)			72.7%	27.3%	63.6%	45.5%	9.1%	
No specific location	7	7	3	0	7	3	4	6
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	42.9%	57.1%	85.7%
%H (TV HH)			42.9%	0.0%	100.0%	42.9%	57.1%	
Other	44	44	24	5	34	19	15	42
%V	0.8%	0.9%	1.2%	0.6%	1.0%	1.4%	0.8%	0.9%
%H (All HH)		100.0%	54.5%	11.4%	77.3%	43.2%	34.1%	95.5%
%H (TV HH)			54.5%	11.4%	77.3%	43.2%	34.1%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Any DSAT provider	2003	2003	2003	37	989	989	0	1871
%V	38.0%	41.6%	100.0%	4.3%	29.8%	71.4%	0.0%	41.4%
%H (All HH)			100.0%	1.8%	49.4%	49.4%	0.0%	93.4%
%H (TV HH)			100.0%	1.8%	49.4%	49.4%	0.0%	
Sky with subscription	1636	1636	1636	17	834	834	0	1549
%V	31.0%	34.0%	81.7%	2.0%	25.2%	60.2%	0.0%	34.3%
%H (All HH)			100.0%	1.0%	51.0%	51.0%	0.0%	94.7%
%H (TV HH)			100.0%	1.0%	51.0%	51.0%	0.0%	
Sky without subscription	117	117	117	5	40	40	0	100
%V	2.2%	2.4%	5.8%	0.6%	1.2%	2.9%	0.0%	2.2%
%H (All HH)			100.0%	4.3%	34.2%	34.2%	0.0%	85.5%
%H (TV HH)			100.0%	4.3%	34.2%	34.2%	0.0%	
Freesat	175	175	175	6	93	93	0	159
%V	3.3%	3.6%	8.7%	0.7%	2.8%	6.7%	0.0%	3.5%
%H (All HH)			100.0%	3.4%	53.1%	53.1%	0.0%	90.9%
%H (TV HH)			100.0%	3.4%	53.1%	53.1%	0.0%	
Other satellite provider	103	103	103	7	43	43	0	95
%V	2.0%	2.1%	5.1%	0.8%	1.3%	3.1%	0.0%	2.1%
%H (All HH)			100.0%	6.8%	41.7%	41.7%	0.0%	92.2%
%H (TV HH)			100.0%	6.8%	41.7%	41.7%	0.0%	
DCAB	862	862	37	862	412	412	0	808
%V	16.4%	17.9%	1.8%	100.0%	12.4%	29.7%	0.0%	17.9%
%H (All HH)			4.3%	100.0%	47.8%	47.8%	0.0%	93.7%
%H (TV HH)			4.3%	100.0%	47.8%	47.8%	0.0%	
DTT	3314	3314	989	412	3314	1385	1929	2743
%V	62.9%	68.9%	49.4%	47.8%	100.0%	100.0%	100.0%	60.7%
%H (All HH)		100.0%	29.8%	12.4%	100.0%	41.8%	58.2%	82.8%
%H (TV HH)			29.8%	12.4%	100.0%	41.8%	58.2%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%V		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (All HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
%H (TV HH)								
PVR	2807	2807	1653	739	1624	1178	446	2632
%V	53.2%	58.4%	82.5%	85.7%	49.0%	85.1%	23.1%	58.2%
%H (All HH)		100.0%	58.9%	26.3%	57.9%	42.0%	15.9%	93.8%
%H (TV HH)			58.9%	26.3%	57.9%	42.0%	15.9%	
DVDR	172	172	62	30	140	59	81	147
%V	3.3%	3.6%	3.1%	3.5%	4.2%	4.3%	4.2%	3.3%
%H (All HH)		100.0%	36.0%	17.4%	81.4%	34.3%	47.1%	85.5%
%H (TV HH)			36.0%	17.4%	81.4%	34.3%	47.1%	
VCR	103	103	35	16	84	32	53	76
%V	2.0%	2.1%	1.7%	1.9%	2.5%	2.3%	2.7%	1.7%
%H (All HH)		100.0%	34.0%	15.5%	81.6%	31.1%	51.5%	73.8%
%H (TV HH)			34.0%	15.5%	81.6%	31.1%	51.5%	
Any recorder	2920	2920	1668	748	1724	1188	536	2708
%V	55.4%	60.7%	83.3%	86.8%	52.0%	85.8%	27.8%	59.9%
%H (All HH)		100.0%	57.1%	25.6%	59.0%	40.7%	18.4%	92.7%
%H (TV HH)			57.1%	25.6%	59.0%	40.7%	18.4%	
Receives HDTV (via STB or built-in reception)	3159	3159	1520	711	2099	1140	959	2927
%V	59.9%	65.7%	75.9%	82.5%	63.3%	82.3%	49.7%	64.8%
%H (All HH)		100.0%	48.1%	22.5%	66.4%	36.1%	30.4%	92.7%
%H (TV HH)			48.1%	22.5%	66.4%	36.1%	30.4%	
DVD/Blu-ray player or recorder	3459	3459	1503	658	2456	1144	1311	3083
%V	65.6%	71.9%	75.0%	76.3%	74.1%	82.6%	68.0%	68.2%
%H (All HH)		100.0%	43.5%	19.0%	71.0%	33.1%	37.9%	89.1%
%H (TV HH)			43.5%	19.0%	71.0%	33.1%	37.9%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5272	4810	2003	862	3314	1385	1929	4519
%H (All HH)		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%
%H (TV HH)			41.6%	17.9%	68.9%	28.8%	40.1%	
Has broadband internet	4519	4125	1871	808	2743	1310	1433	4519
%V	85.7%	85.8%	93.4%	93.7%	82.8%	94.6%	74.3%	100.0%
%H (All HH)		91.3%	41.4%	17.9%	60.7%	29.0%	31.7%	100.0%
%H (TV HH)			45.4%	19.6%	66.5%	31.8%	34.7%	
Number of computers (PCs and laptops)								
0	823	742	158	64	607	93	515	155
%V	15.6%	15.4%	7.9%	7.4%	18.3%	6.7%	26.7%	3.4%
%H (All HH)		90.2%	19.2%	7.8%	73.8%	11.3%	62.6%	18.8%
%H (TV HH)			21.3%	8.6%	81.8%	12.5%	69.4%	
1	1551	1372	554	209	935	331	603	1479
%V	29.4%	28.5%	27.7%	24.2%	28.2%	23.9%	31.3%	32.7%
%H (All HH)		88.5%	35.7%	13.5%	60.3%	21.3%	38.9%	95.4%
%H (TV HH)			40.4%	15.2%	68.1%	24.1%	44.0%	
2	1335	1218	553	239	821	399	422	1325
%V	25.3%	25.3%	27.6%	27.7%	24.8%	28.8%	21.9%	29.3%
%H (All HH)		91.2%	41.4%	17.9%	61.5%	29.9%	31.6%	99.3%
%H (TV HH)			45.4%	19.6%	67.4%	32.8%	34.6%	
3	743	701	354	155	440	248	192	742
%V	14.1%	14.6%	17.7%	18.0%	13.3%	17.9%	10.0%	16.4%
%H (All HH)		94.3%	47.6%	20.9%	59.2%	33.4%	25.8%	99.9%
%H (TV HH)			50.5%	22.1%	62.8%	35.4%	27.4%	
4	384	364	175	91	239	140	99	383
%V	7.3%	7.6%	8.7%	10.6%	7.2%	10.1%	5.1%	8.5%
%H (All HH)		94.8%	45.6%	23.7%	62.2%	36.5%	25.8%	99.7%
%H (TV HH)			48.1%	25.0%	65.7%	38.5%	27.2%	
5+	436	412	209	104	271	174	98	435
%V	8.3%	8.6%	10.4%	12.1%	8.2%	12.6%	5.1%	9.6%
%H (All HH)		94.5%	47.9%	23.9%	62.2%	39.9%	22.5%	99.8%
%H (TV HH)			50.7%	25.2%	65.8%	42.2%	23.8%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8429	3871	1659	6031	3111	2920	7501
%H		45.9%	19.7%	71.6%	36.9%	34.6%	89.0%
Under 20"	852	345	155	709	358	351	730
%V	10.1%	8.9%	9.3%	11.8%	11.5%	12.0%	9.7%
%H		40.5%	18.2%	83.2%	42.0%	41.2%	85.7%
20" - 29"	1792	712	344	1419	678	741	1511
%V	21.3%	18.4%	20.7%	23.5%	21.8%	25.4%	20.1%
%H		39.7%	19.2%	79.2%	37.8%	41.4%	84.3%
30" - 39"	2829	1222	550	2018	957	1060	2497
%V	33.6%	31.6%	33.2%	33.5%	30.8%	36.3%	33.3%
%H		43.2%	19.4%	71.3%	33.8%	37.5%	88.3%
40" and over	2671	1474	571	1693	1054	639	2525
%V	31.7%	38.1%	34.4%	28.1%	33.9%	21.9%	33.7%
%H		55.2%	21.4%	63.4%	39.5%	23.9%	94.5%
Don't know	285	116	39	193	65	128	239
%V	3.4%	3.0%	2.4%	3.2%	2.1%	4.4%	3.2%
%H		40.7%	13.7%	67.7%	22.8%	44.9%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8429	3871	1659	6031	3111	2920	7501
%H		45.9%	19.7%	71.6%	36.9%	34.6%	89.0%
Main living room	4755	1996	857	3270	1378	1892	4081
%V	56.4%	51.6%	51.7%	54.2%	44.3%	64.8%	54.4%
%H		42.0%	18.0%	68.8%	29.0%	39.8%	85.8%
Kitchen	422	205	74	366	219	147	385
%V	5.0%	5.3%	4.5%	6.1%	7.0%	5.0%	5.1%
%H		48.6%	17.5%	86.7%	51.9%	34.8%	91.2%
Adult's bedroom	2224	1121	495	1640	1013	626	2061
%V	26.4%	29.0%	29.8%	27.2%	32.6%	21.4%	27.5%
%H		50.4%	22.3%	73.7%	45.5%	28.1%	92.7%
Child's bedroom	361	206	90	250	184	66	349
%V	4.3%	5.3%	5.4%	4.1%	5.9%	2.3%	4.7%
%H		57.1%	24.9%	69.3%	51.0%	18.3%	96.7%
Other bedroom	155	72	38	123	77	46	145
%V	1.8%	1.9%	2.3%	2.0%	2.5%	1.6%	1.9%
%H		46.5%	24.5%	79.4%	49.7%	29.7%	93.5%
Second living/dining room	300	154	70	224	142	81	277
%V	3.6%	4.0%	4.2%	3.7%	4.6%	2.8%	3.7%
%H		51.3%	23.3%	74.7%	47.3%	27.0%	92.3%
Study/office	50	28	9	38	24	14	49
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.5%	0.7%
%H		56.0%	18.0%	76.0%	48.0%	28.0%	98.0%
TV room	58	32	9	43	27	17	56
%V	0.7%	0.8%	0.5%	0.7%	0.9%	0.6%	0.7%
%H		55.2%	15.5%	74.1%	46.6%	29.3%	96.6%
Conservatory	38	20	8	29	18	11	37
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		52.6%	21.1%	76.3%	47.4%	28.9%	97.4%
Attic or loft room	12	8	3	7	5	1	12
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%
%H		66.7%	25.0%	58.3%	41.7%	8.3%	100.0%
No specific location	7	3	0	7	3	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	0.0%	100.0%	42.9%	57.1%	85.7%
Other	46	26	5	36	21	15	44
%V	0.5%	0.7%	0.3%	0.6%	0.7%	0.5%	0.6%
%H		56.5%	10.9%	78.3%	45.7%	32.6%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8429	3871	1659	6031	3111	2920	7501
%H		45.9%	19.7%	71.6%	36.9%	34.6%	89.0%
PVR	3714	2252	1009	2087	1583	505	3515
%V	44.1%	58.2%	60.8%	34.6%	50.9%	17.3%	46.9%
%H		60.6%	27.2%	56.2%	42.6%	13.6%	94.6%
DVDR	185	67	34	150	65	85	159
%V	2.2%	1.7%	2.0%	2.5%	2.1%	2.9%	2.1%
%H		36.2%	18.4%	81.1%	35.1%	45.9%	85.9%
VCR	106	36	17	88	34	54	80
%V	1.3%	0.9%	1.0%	1.5%	1.1%	1.8%	1.1%
%H		34.0%	16.0%	83.0%	32.1%	50.9%	75.5%
Any recorder	3853	2278	1024	2207	1605	602	3616
%V	45.7%	58.8%	61.7%	36.6%	51.6%	20.6%	48.2%
%H		59.1%	26.6%	57.3%	41.7%	15.6%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8429	3871	1659	6031	3111	2920	7501
%H		45.9%	19.7%	71.6%	36.9%	34.6%	89.0%
Receives HDTV (via STB or built-in reception)	4420	2182	1047	3007	1766	1241	4136
%V	52.4%	56.4%	63.1%	49.9%	56.8%	42.5%	55.1%
%H		49.4%	23.7%	68.0%	40.0%	28.1%	93.6%
DVD/Blu-ray player or recorder	4714	2162	946	3440	1811	1629	4279
%V	55.9%	55.9%	57.0%	57.0%	58.2%	55.8%	57.0%
%H		45.9%	20.1%	73.0%	38.4%	34.6%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	2003	862	3312	1384	1928	4120
%H		41.7%	17.9%	68.9%	28.8%	40.1%	85.8%
Under 20"	95	13	8	79	7	72	56
%V	2.0%	0.6%	0.9%	2.4%	0.5%	3.7%	1.4%
%H		13.7%	8.4%	83.2%	7.4%	75.8%	58.9%
20" - 29"	596	129	72	475	88	387	400
%V	12.4%	6.4%	8.4%	14.3%	6.4%	20.1%	9.7%
%H		21.6%	12.1%	79.7%	14.8%	64.9%	67.1%
30" - 39"	1738	612	301	1267	447	820	1462
%V	36.2%	30.6%	34.9%	38.3%	32.3%	42.5%	35.5%
%H		35.2%	17.3%	72.9%	25.7%	47.2%	84.1%
40" and over	2221	1201	460	1391	827	564	2084
%V	46.2%	60.0%	53.4%	42.0%	59.8%	29.3%	50.6%
%H		54.1%	20.7%	62.6%	37.2%	25.4%	93.8%
Don't know	154	48	21	99	15	85	118
%V	3.2%	2.4%	2.4%	3.0%	1.1%	4.4%	2.9%
%H		31.2%	13.6%	64.3%	9.7%	55.2%	76.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	2003	862	3312	1384	1928	4120
%H		41.7%	17.9%	68.9%	28.8%	40.1%	85.8%
PVR	2754	1631	731	1580	1158	422	2583
%V	57.3%	81.4%	84.8%	47.7%	83.7%	21.9%	62.7%
%H		59.2%	26.5%	57.4%	42.0%	15.3%	93.8%
DVDR	147	50	26	120	47	73	122
%V	3.1%	2.5%	3.0%	3.6%	3.4%	3.8%	3.0%
%H		34.0%	17.7%	81.6%	32.0%	49.7%	83.0%
VCR	88	28	14	72	24	47	63
%V	1.8%	1.4%	1.6%	2.2%	1.7%	2.4%	1.5%
%H		31.8%	15.9%	81.8%	27.3%	53.4%	71.6%
Any recorder	2859	1645	739	1671	1168	504	2651
%V	59.5%	82.1%	85.7%	50.5%	84.4%	26.1%	64.3%
%H		57.5%	25.8%	58.4%	40.9%	17.6%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	2003	862	3312	1384	1928	4120
%H		41.7%	17.9%	68.9%	28.8%	40.1%	85.8%
Receives HDTV (via STB or built-in reception)	3081	1485	697	2033	1106	928	2855
%V	64.1%	74.1%	80.9%	61.4%	79.9%	48.1%	69.3%
%H		48.2%	22.6%	66.0%	35.9%	30.1%	92.7%
DVD/Blu-ray player or recorder	3276	1415	619	2314	1063	1252	2916
%V	68.2%	70.6%	71.8%	69.9%	76.8%	64.9%	70.8%
%H		43.2%	18.9%	70.6%	32.4%	38.2%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3625	1868	797	2719	1727	992	3382
%H		51.5%	22.0%	75.0%	47.6%	27.4%	93.3%
Under 20"	756	332	147	630	351	279	674
%V	20.9%	17.8%	18.4%	23.2%	20.3%	28.1%	19.9%
%H		43.9%	19.4%	83.3%	46.4%	36.9%	89.2%
20" - 29"	1196	583	271	943	590	353	1111
%V	33.0%	31.2%	34.0%	34.7%	34.2%	35.6%	32.9%
%H		48.7%	22.7%	78.8%	49.3%	29.5%	92.9%
30" - 39"	1091	611	250	750	510	241	1035
%V	30.1%	32.7%	31.4%	27.6%	29.5%	24.3%	30.6%
%H		56.0%	22.9%	68.7%	46.7%	22.1%	94.9%
40" and over	450	273	111	302	226	75	441
%V	12.4%	14.6%	13.9%	11.1%	13.1%	7.6%	13.0%
%H		60.7%	24.7%	67.1%	50.2%	16.7%	98.0%
Don't know	131	69	18	94	50	44	121
%V	3.6%	3.7%	2.3%	3.5%	2.9%	4.4%	3.6%
%H		52.7%	13.7%	71.8%	38.2%	33.6%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3625	1868	797	2719	1727	992	3382
%H		51.5%	22.0%	75.0%	47.6%	27.4%	93.3%
PVR	960	621	279	507	425	82	932
%V	26.5%	33.2%	35.0%	18.6%	24.6%	8.3%	27.6%
%H		64.7%	29.1%	52.8%	44.3%	8.5%	97.1%
DVDR	37	17	8	30	18	12	37
%V	1.0%	0.9%	1.0%	1.1%	1.0%	1.2%	1.1%
%H		45.9%	21.6%	81.1%	48.6%	32.4%	100.0%
VCR	18	8	4	16	9	7	17
%V	0.5%	0.4%	0.5%	0.6%	0.5%	0.7%	0.5%
%H		44.4%	22.2%	88.9%	50.0%	38.9%	94.4%
Any recorder	994	633	284	536	437	99	964
%V	27.4%	33.9%	35.6%	19.7%	25.3%	10.0%	28.5%
%H		63.7%	28.6%	53.9%	44.0%	10.0%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3625	1868	797	2719	1727	992	3382
%H		51.5%	22.0%	75.0%	47.6%	27.4%	93.3%
Receives HDTV (via STB or built-in reception)	1339	697	350	974	661	313	1282
%V	36.9%	37.3%	43.9%	35.8%	38.3%	31.6%	37.9%
%H		52.1%	26.1%	72.7%	49.4%	23.4%	95.7%
DVD/Blu-ray player or recorder	1438	747	327	1126	748	377	1364
%V	39.7%	40.0%	41.0%	41.4%	43.3%	38.0%	40.3%
%H		51.9%	22.7%	78.3%	52.0%	26.2%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12938	11939	5719	2330	7709	3834	3875	11893
%H		92.3%	44.2%	18.0%	59.6%	29.6%	30.0%	91.9%
Total Children	2639	2472	1353	492	1425	805	620	2558
%V	20.4%	20.7%	23.7%	21.1%	18.5%	21.0%	16.0%	21.5%
%H		93.7%	51.3%	18.6%	54.0%	30.5%	23.5%	96.9%
0 - 3	753	686	383	122	390	211	180	724
%V	5.8%	5.7%	6.7%	5.2%	5.1%	5.5%	4.6%	6.1%
%H		91.1%	50.9%	16.2%	51.8%	28.0%	23.9%	96.1%
4 - 15	1886	1786	970	370	1035	595	440	1834
%V	14.6%	15.0%	17.0%	15.9%	13.4%	15.5%	11.4%	15.4%
%H		94.7%	51.4%	19.6%	54.9%	31.5%	23.3%	97.2%
4 - 9	1032	967	510	205	553	307	246	997
%V	8.0%	8.1%	8.9%	8.8%	7.2%	8.0%	6.3%	8.4%
%H		93.7%	49.4%	19.9%	53.6%	29.7%	23.8%	96.6%
10 - 15	854	819	461	165	482	288	194	837
%V	6.6%	6.9%	8.1%	7.1%	6.3%	7.5%	5.0%	7.0%
%H		95.9%	54.0%	19.3%	56.4%	33.7%	22.7%	98.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12938	11939	5719	2330	7709	3834	3875	11893
%H		92.3%	44.2%	18.0%	59.6%	29.6%	30.0%	91.9%
Total Adults (16+)	10299	9467	4366	1838	6284	3029	3255	9334
%V	79.6%	79.3%	76.3%	78.9%	81.5%	79.0%	84.0%	78.5%
%H		91.9%	42.4%	17.8%	61.0%	29.4%	31.6%	90.6%
16 - 19	534	515	287	117	322	208	113	521
%V	4.1%	4.3%	5.0%	5.0%	4.2%	5.4%	2.9%	4.4%
%H		96.4%	53.7%	21.9%	60.3%	39.0%	21.2%	97.6%
20 - 24	816	684	319	138	433	218	216	800
%V	6.3%	5.7%	5.6%	5.9%	5.6%	5.7%	5.6%	6.7%
%H		83.8%	39.1%	16.9%	53.1%	26.7%	26.5%	98.0%
25 - 34	2244	1926	936	362	1176	573	603	2179
%V	17.3%	16.1%	16.4%	15.5%	15.3%	14.9%	15.6%	18.3%
%H		85.8%	41.7%	16.1%	52.4%	25.5%	26.9%	97.1%
35 - 44	1972	1806	926	364	1095	573	522	1913
%V	15.2%	15.1%	16.2%	15.6%	14.2%	14.9%	13.5%	16.1%
%H		91.6%	47.0%	18.5%	55.5%	29.1%	26.5%	97.0%
45 - 54	1758	1675	792	371	1115	600	515	1674
%V	13.6%	14.0%	13.8%	15.9%	14.5%	15.6%	13.3%	14.1%
%H		95.3%	45.1%	21.1%	63.4%	34.1%	29.3%	95.2%
55 - 64	1274	1218	549	252	842	416	426	1138
%V	9.8%	10.2%	9.6%	10.8%	10.9%	10.9%	11.0%	9.6%
%H		95.6%	43.1%	19.8%	66.1%	32.7%	33.4%	89.3%
65+	1700	1643	557	234	1299	440	860	1108
%V	13.1%	13.8%	9.7%	10.0%	16.9%	11.5%	22.2%	9.3%
%H		96.6%	32.8%	13.8%	76.4%	25.9%	50.6%	65.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10299	9467	4366	1838	6284	3029	3255	9334
%H		91.9%	42.4%	17.8%	61.0%	29.4%	31.6%	90.6%
AB	3092	2901	1324	647	1897	965	933	3007
%V	30.0%	30.6%	30.3%	35.2%	30.2%	31.9%	28.7%	32.2%
%H		93.8%	42.8%	20.9%	61.4%	31.2%	30.2%	97.3%
C1	3001	2744	1256	532	1858	915	943	2795
%V	29.1%	29.0%	28.8%	28.9%	29.6%	30.2%	29.0%	29.9%
%H		91.4%	41.9%	17.7%	61.9%	30.5%	31.4%	93.1%
C2	1931	1789	902	355	1204	661	543	1763
%V	18.7%	18.9%	20.7%	19.3%	19.2%	21.8%	16.7%	18.9%
%H		92.6%	46.7%	18.4%	62.4%	34.2%	28.1%	91.3%
D	1617	1434	685	241	895	384	511	1379
%V	15.7%	15.1%	15.7%	13.1%	14.2%	12.7%	15.7%	14.8%
%H		88.7%	42.4%	14.9%	55.3%	23.7%	31.6%	85.3%
E	658	598	199	63	430	104	326	390
%V	6.4%	6.3%	4.6%	3.4%	6.8%	3.4%	10.0%	4.2%
%H		90.9%	30.2%	9.6%	65.3%	15.8%	49.5%	59.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10299	9467	4366	1838	6284	3029	3255	9334
%H		91.9%	42.4%	17.8%	61.0%	29.4%	31.6%	90.6%
Working full time	5411	4929	2405	1066	3157	1698	1459	5279
%V	52.5%	52.1%	55.1%	58.0%	50.2%	56.1%	44.8%	56.6%
%H		91.1%	44.4%	19.7%	58.3%	31.4%	27.0%	97.6%
Working part time	1010	933	436	187	643	333	311	961
%V	9.8%	9.9%	10.0%	10.2%	10.2%	11.0%	9.6%	10.3%
%H		92.4%	43.2%	18.5%	63.7%	33.0%	30.8%	95.1%
Not working	3878	3605	1525	585	2484	998	1485	3094
%V	37.7%	38.1%	34.9%	31.8%	39.5%	32.9%	45.6%	33.1%
%H		93.0%	39.3%	15.1%	64.1%	25.7%	38.3%	79.8%
Housewife/Houseperson	5272	4810	2003	862	3314	1385	1929	4519
%V	51.2%	50.8%	45.9%	46.9%	52.7%	45.7%	59.3%	48.4%
%H		91.2%	38.0%	16.4%	62.9%	26.3%	36.6%	85.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5042	4595	2171	896	3028	1503	1524	4633
%H		91.1%	43.1%	17.8%	60.1%	29.8%	30.2%	91.9%
16 - 19	278	268	150	61	163	105	58	274
%V	5.5%	5.8%	6.9%	6.8%	5.4%	7.0%	3.8%	5.9%
%H		96.4%	54.0%	21.9%	58.6%	37.8%	20.9%	98.6%
20 - 24	404	339	171	66	211	115	96	396
%V	8.0%	7.4%	7.9%	7.4%	7.0%	7.7%	6.3%	8.5%
%H		83.9%	42.3%	16.3%	52.2%	28.5%	23.8%	98.0%
25 - 34	1124	955	463	179	600	299	301	1094
%V	22.3%	20.8%	21.3%	20.0%	19.8%	19.9%	19.8%	23.6%
%H		85.0%	41.2%	15.9%	53.4%	26.6%	26.8%	97.3%
35 - 44	992	895	454	176	543	276	267	961
%V	19.7%	19.5%	20.9%	19.6%	17.9%	18.4%	17.5%	20.7%
%H		90.2%	45.8%	17.7%	54.7%	27.8%	26.9%	96.9%
45 - 54	866	817	390	177	531	282	250	819
%V	17.2%	17.8%	18.0%	19.8%	17.5%	18.8%	16.4%	17.7%
%H		94.3%	45.0%	20.4%	61.3%	32.6%	28.9%	94.6%
55 - 64	614	584	262	125	408	203	205	551
%V	12.2%	12.7%	12.1%	14.0%	13.5%	13.5%	13.5%	11.9%
%H		95.1%	42.7%	20.4%	66.4%	33.1%	33.4%	89.7%
65+	764	736	281	112	570	223	348	537
%V	15.2%	16.0%	12.9%	12.5%	18.8%	14.8%	22.8%	11.6%
%H		96.3%	36.8%	14.7%	74.6%	29.2%	45.5%	70.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5042	4595	2171	896	3028	1503	1524	4633
%H		91.1%	43.1%	17.8%	60.1%	29.8%	30.2%	91.9%
AB	1571	1469	679	327	955	490	465	1532
%V	31.2%	32.0%	31.3%	36.5%	31.5%	32.6%	30.5%	33.1%
%H		93.5%	43.2%	20.8%	60.8%	31.2%	29.6%	97.5%
C1	1399	1262	607	245	845	443	402	1325
%V	27.7%	27.5%	28.0%	27.3%	27.9%	29.5%	26.4%	28.6%
%H		90.2%	43.4%	17.5%	60.4%	31.7%	28.7%	94.7%
C2	1034	947	466	188	639	341	298	935
%V	20.5%	20.6%	21.5%	21.0%	21.1%	22.7%	19.6%	20.2%
%H		91.6%	45.1%	18.2%	61.8%	33.0%	28.8%	90.4%
D	790	694	345	113	431	192	239	690
%V	15.7%	15.1%	15.9%	12.6%	14.2%	12.8%	15.7%	14.9%
%H		87.8%	43.7%	14.3%	54.6%	24.3%	30.3%	87.3%
E	249	223	75	24	158	38	120	151
%V	4.9%	4.9%	3.5%	2.7%	5.2%	2.5%	7.9%	3.3%
%H		89.6%	30.1%	9.6%	63.5%	15.3%	48.2%	60.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5042	4595	2171	896	3028	1503	1524	4633
%H		91.1%	43.1%	17.8%	60.1%	29.8%	30.2%	91.9%
Working full time	3263	2966	1490	630	1881	1031	850	3178
%V	64.7%	64.5%	68.6%	70.3%	62.1%	68.6%	55.8%	68.6%
%H		90.9%	45.7%	19.3%	57.6%	31.6%	26.0%	97.4%
Working part time	273	237	102	34	168	68	100	252
%V	5.4%	5.2%	4.7%	3.8%	5.5%	4.5%	6.6%	5.4%
%H		86.8%	37.4%	12.5%	61.5%	24.9%	36.6%	92.3%
Not working	1506	1392	579	232	979	404	575	1204
%V	29.9%	30.3%	26.7%	25.9%	32.3%	26.9%	37.7%	26.0%
%H		92.4%	38.4%	15.4%	65.0%	26.8%	38.2%	79.9%
Housewife/Houseperson	1199	1035	359	170	742	246	496	957
%V	23.8%	22.5%	16.5%	19.0%	24.5%	16.4%	32.5%	20.7%
%H		86.3%	29.9%	14.2%	61.9%	20.5%	41.4%	79.8%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5257	4872	2194	942	3256	1525	1731	4701
%H		92.7%	41.7%	17.9%	61.9%	29.0%	32.9%	89.4%
16 - 19	255	247	137	56	159	103	56	248
%V	4.9%	5.1%	6.2%	5.9%	4.9%	6.8%	3.2%	5.3%
%H		96.9%	53.7%	22.0%	62.4%	40.4%	22.0%	97.3%
20 - 24	413	345	148	72	223	103	119	404
%V	7.9%	7.1%	6.7%	7.6%	6.8%	6.8%	6.9%	8.6%
%H		83.5%	35.8%	17.4%	54.0%	24.9%	28.8%	97.8%
25 - 34	1120	971	473	183	576	274	302	1084
%V	21.3%	19.9%	21.6%	19.4%	17.7%	18.0%	17.4%	23.1%
%H		86.7%	42.2%	16.3%	51.4%	24.5%	27.0%	96.8%
35 - 44	980	911	472	187	552	297	255	952
%V	18.6%	18.7%	21.5%	19.9%	17.0%	19.5%	14.7%	20.3%
%H		93.0%	48.2%	19.1%	56.3%	30.3%	26.0%	97.1%
45 - 54	892	858	402	194	583	318	265	854
%V	17.0%	17.6%	18.3%	20.6%	17.9%	20.9%	15.3%	18.2%
%H		96.2%	45.1%	21.7%	65.4%	35.7%	29.7%	95.7%
55 - 64	660	634	287	128	434	213	222	587
%V	12.6%	13.0%	13.1%	13.6%	13.3%	14.0%	12.8%	12.5%
%H		96.1%	43.5%	19.4%	65.8%	32.3%	33.6%	88.9%
65+	936	906	276	122	729	217	512	572
%V	17.8%	18.6%	12.6%	13.0%	22.4%	14.2%	29.6%	12.2%
%H		96.8%	29.5%	13.0%	77.9%	23.2%	54.7%	61.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5257	4872	2194	942	3256	1525	1731	4701
%H		92.7%	41.7%	17.9%	61.9%	29.0%	32.9%	89.4%
AB	1521	1432	645	320	942	475	467	1475
%V	28.9%	29.4%	29.4%	34.0%	28.9%	31.1%	27.0%	31.4%
%H		94.1%	42.4%	21.0%	61.9%	31.2%	30.7%	97.0%
C1	1602	1483	649	288	1013	472	540	1470
%V	30.5%	30.4%	29.6%	30.6%	31.1%	31.0%	31.2%	31.3%
%H		92.6%	40.5%	18.0%	63.2%	29.5%	33.7%	91.8%
C2	897	843	436	167	566	320	246	828
%V	17.1%	17.3%	19.9%	17.7%	17.4%	21.0%	14.2%	17.6%
%H		94.0%	48.6%	18.6%	63.1%	35.7%	27.4%	92.3%
D	828	740	339	128	464	192	272	689
%V	15.8%	15.2%	15.5%	13.6%	14.3%	12.6%	15.7%	14.7%
%H		89.4%	40.9%	15.5%	56.0%	23.2%	32.9%	83.2%
E	409	375	125	40	272	66	206	239
%V	7.8%	7.7%	5.7%	4.2%	8.4%	4.3%	11.9%	5.1%
%H		91.7%	30.6%	9.8%	66.5%	16.1%	50.4%	58.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5257	4872	2194	942	3256	1525	1731	4701
%H		92.7%	41.7%	17.9%	61.9%	29.0%	32.9%	89.4%
Working full time	2148	1963	916	436	1276	666	610	2101
%V	40.9%	40.3%	41.8%	46.3%	39.2%	43.7%	35.2%	44.7%
%H		91.4%	42.6%	20.3%	59.4%	31.0%	28.4%	97.8%
Working part time	738	697	333	153	476	265	211	710
%V	14.0%	14.3%	15.2%	16.2%	14.6%	17.4%	12.2%	15.1%
%H		94.4%	45.1%	20.7%	64.5%	35.9%	28.6%	96.2%
Not working	2372	2213	946	353	1504	594	910	1890
%V	45.1%	45.4%	43.1%	37.5%	46.2%	39.0%	52.6%	40.2%
%H		93.3%	39.9%	14.9%	63.4%	25.0%	38.4%	79.7%
Housewife/Houseperson	4073	3776	1644	692	2572	1139	1433	3562
%V	77.5%	77.5%	74.9%	73.5%	79.0%	74.7%	82.8%	75.8%
%H		92.7%	40.4%	17.0%	63.1%	28.0%	35.2%	87.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Midlands

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
AB	864	830	352	151	642	312	330	809
%V	23.9%	24.3%	26.2%	23.2%	24.4%	25.8%	23.2%	28.5%
%H (All HH)		96.1%	40.7%	17.5%	74.3%	36.1%	38.2%	93.6%
%H (TV HH)			42.4%	18.2%	77.3%	37.6%	39.8%	
C1	878	814	322	171	620	302	318	758
%V	24.3%	23.8%	23.9%	26.2%	23.6%	24.9%	22.4%	26.7%
%H (All HH)		92.7%	36.7%	19.5%	70.6%	34.4%	36.2%	86.3%
%H (TV HH)			39.6%	21.0%	76.2%	37.1%	39.1%	
C2	825	791	340	160	609	311	297	659
%V	22.8%	23.1%	25.3%	24.5%	23.1%	25.7%	20.9%	23.2%
%H (All HH)		95.9%	41.2%	19.4%	73.8%	37.7%	36.0%	79.9%
%H (TV HH)			43.0%	20.2%	77.0%	39.3%	37.5%	
D	615	578	222	108	434	189	245	415
%V	17.0%	16.9%	16.5%	16.6%	16.5%	15.6%	17.3%	14.6%
%H (All HH)		94.0%	36.1%	17.6%	70.6%	30.7%	39.8%	67.5%
%H (TV HH)			38.4%	18.7%	75.1%	32.7%	42.4%	
E	431	404	109	64	326	96	230	200
%V	11.9%	11.8%	8.1%	9.8%	12.4%	7.9%	16.2%	7.0%
%H (All HH)		93.7%	25.3%	14.8%	75.6%	22.3%	53.4%	46.4%
%H (TV HH)			27.0%	15.8%	80.7%	23.8%	56.9%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%V (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Under 25	178	145	49	26	103	43	61	163
%V	4.9%	4.2%	3.6%	4.0%	3.9%	3.6%	4.3%	5.7%
%H (All HH)		81.5%	27.5%	14.6%	57.9%	24.2%	34.3%	91.6%
%H (TV HH)			33.8%	17.9%	71.0%	29.7%	42.1%	
25 - 34	557	501	231	110	334	179	154	518
%V	15.4%	14.7%	17.2%	16.9%	12.7%	14.8%	10.8%	18.2%
%H (All HH)		89.9%	41.5%	19.7%	60.0%	32.1%	27.6%	93.0%
%H (TV HH)			46.1%	22.0%	66.7%	35.7%	30.7%	
35 - 44	591	565	276	121	412	240	172	548
%V	16.4%	16.5%	20.5%	18.6%	15.7%	19.8%	12.1%	19.3%
%H (All HH)		95.6%	46.7%	20.5%	69.7%	40.6%	29.1%	92.7%
%H (TV HH)			48.8%	21.4%	72.9%	42.5%	30.4%	
45 - 54	701	678	301	155	500	276	224	639
%V	19.4%	19.8%	22.4%	23.8%	19.0%	22.8%	15.8%	22.5%
%H (All HH)		96.7%	42.9%	22.1%	71.3%	39.4%	32.0%	91.2%
%H (TV HH)			44.4%	22.9%	73.7%	40.7%	33.0%	
55 - 64	586	570	217	116	464	223	241	475
%V	16.2%	16.7%	16.1%	17.8%	17.6%	18.4%	17.0%	16.7%
%H (All HH)		97.3%	37.0%	19.8%	79.2%	38.1%	41.1%	81.1%
%H (TV HH)			38.1%	20.4%	81.4%	39.1%	42.3%	
65 +	1000	959	272	124	818	250	568	497
%V	27.7%	28.1%	20.2%	19.0%	31.1%	20.6%	40.0%	17.5%
%H (All HH)		95.9%	27.2%	12.4%	81.8%	25.0%	56.8%	49.7%
%H (TV HH)			28.4%	12.9%	85.3%	26.1%	59.2%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
1	1087	996	242	137	824	214	610	587
%V	30.1%	29.1%	18.0%	21.0%	31.3%	17.7%	43.0%	20.7%
%H (All HH)		91.6%	22.3%	12.6%	75.8%	19.7%	56.1%	54.0%
%H (TV HH)			24.3%	13.8%	82.7%	21.5%	61.2%	
2	1210	1161	472	218	917	447	470	1006
%V	33.5%	34.0%	35.1%	33.4%	34.9%	36.9%	33.1%	35.4%
%H (All HH)		96.0%	39.0%	18.0%	75.8%	36.9%	38.8%	83.1%
%H (TV HH)			40.7%	18.8%	79.0%	38.5%	40.5%	
3	573	550	259	133	390	229	161	532
%V	15.9%	16.1%	19.3%	20.4%	14.8%	18.9%	11.3%	18.7%
%H (All HH)		96.0%	45.2%	23.2%	68.1%	40.0%	28.1%	92.8%
%H (TV HH)			47.1%	24.2%	70.9%	41.6%	29.3%	
4	484	463	241	98	340	216	124	467
%V	13.4%	13.5%	17.9%	15.0%	12.9%	17.8%	8.7%	16.4%
%H (All HH)		95.7%	49.8%	20.2%	70.2%	44.6%	25.6%	96.5%
%H (TV HH)			52.1%	21.2%	73.4%	46.7%	26.8%	
5+	261	248	130	66	160	104	56	248
%V	7.2%	7.3%	9.7%	10.1%	6.1%	8.6%	3.9%	8.7%
%H (All HH)		95.0%	49.8%	25.3%	61.3%	39.8%	21.5%	95.0%
%H (TV HH)			52.4%	26.6%	64.5%	41.9%	22.6%	
Average HH size	2.38	2.40	2.72	2.65	2.30	2.67	1.99	2.62

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Without	2650	2489	884	439	1986	822	1165	1930
%V	73.3%	72.8%	65.7%	67.3%	75.5%	67.9%	82.0%	67.9%
%H (All HH)		93.9%	33.4%	16.6%	74.9%	31.0%	44.0%	72.8%
%H (TV HH)			35.5%	17.6%	79.8%	33.0%	46.8%	
With	964	929	461	213	645	389	255	911
%V	26.7%	27.2%	34.3%	32.7%	24.5%	32.1%	18.0%	32.1%
%H (All HH)		96.4%	47.8%	22.1%	66.9%	40.4%	26.5%	94.5%
%H (TV HH)			49.6%	22.9%	69.4%	41.9%	27.4%	
0 - 3	378	361	180	72	238	131	106	352
%V	10.5%	10.6%	13.4%	11.0%	9.0%	10.8%	7.5%	12.4%
%H (All HH)		95.5%	47.6%	19.0%	63.0%	34.7%	28.0%	93.1%
%H (TV HH)			49.9%	19.9%	65.9%	36.3%	29.4%	
4 - 9	506	486	248	111	336	206	130	479
%V	14.0%	14.2%	18.4%	17.0%	12.8%	17.0%	9.2%	16.9%
%H (All HH)		96.0%	49.0%	21.9%	66.4%	40.7%	25.7%	94.7%
%H (TV HH)			51.0%	22.8%	69.1%	42.4%	26.7%	
10 - 15	445	430	215	108	307	195	112	421
%V	12.3%	12.6%	16.0%	16.6%	11.7%	16.1%	7.9%	14.8%
%H (All HH)		96.6%	48.3%	24.3%	69.0%	43.8%	25.2%	94.6%
%H (TV HH)			50.0%	25.1%	71.4%	45.3%	26.0%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
1	1427	1427	452	229	1002	278	724	974
%V	39.5%	41.7%	33.6%	35.1%	38.1%	23.0%	51.0%	34.3%
%H (All HH)		100.0%	31.7%	16.0%	70.2%	19.5%	50.7%	68.3%
%H (TV HH)			31.7%	16.0%	70.2%	19.5%	50.7%	
2	1139	1139	449	231	905	439	466	937
%V	31.5%	33.3%	33.4%	35.4%	34.4%	36.3%	32.8%	33.0%
%H (All HH)		100.0%	39.4%	20.3%	79.5%	38.5%	40.9%	82.3%
%H (TV HH)			39.4%	20.3%	79.5%	38.5%	40.9%	
3	528	528	264	116	437	281	156	488
%V	14.6%	15.4%	19.6%	17.8%	16.6%	23.2%	11.0%	17.2%
%H (All HH)		100.0%	50.0%	22.0%	82.8%	53.2%	29.5%	92.4%
%H (TV HH)			50.0%	22.0%	82.8%	53.2%	29.5%	
4	224	224	122	51	199	144	55	217
%V	6.2%	6.6%	9.1%	7.8%	7.6%	11.9%	3.9%	7.6%
%H (All HH)		100.0%	54.5%	22.8%	88.8%	64.3%	24.6%	96.9%
%H (TV HH)			54.5%	22.8%	88.8%	64.3%	24.6%	
5+	100	100	58	25	89	69	20	98
%V	2.8%	2.9%	4.3%	3.8%	3.4%	5.7%	1.4%	3.4%
%H (All HH)		100.0%	58.0%	25.0%	89.0%	69.0%	20.0%	98.0%
%H (TV HH)			58.0%	25.0%	89.0%	69.0%	20.0%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%V (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Under 20"	701	701	272	130	605	305	300	580
%V	19.4%	20.5%	20.2%	19.9%	23.0%	25.2%	21.1%	20.4%
%H (All HH)		100.0%	38.8%	18.5%	86.3%	43.5%	42.8%	82.7%
%H (TV HH)			38.8%	18.5%	86.3%	43.5%	42.8%	
20" - 29"	1227	1227	474	223	1023	491	532	965
%V	34.0%	35.9%	35.2%	34.2%	38.9%	40.5%	37.5%	34.0%
%H (All HH)		100.0%	38.6%	18.2%	83.4%	40.0%	43.4%	78.6%
%H (TV HH)			38.6%	18.2%	83.4%	40.0%	43.4%	
30" - 39"	1777	1777	713	326	1416	671	744	1430
%V	49.2%	52.0%	53.0%	50.0%	53.8%	55.4%	52.4%	50.3%
%H (All HH)		100.0%	40.1%	18.3%	79.7%	37.8%	41.9%	80.5%
%H (TV HH)			40.1%	18.3%	79.7%	37.8%	41.9%	
40" and over	1639	1639	799	402	1200	747	452	1474
%V	45.4%	48.0%	59.4%	61.7%	45.6%	61.7%	31.8%	51.9%
%H (All HH)		100.0%	48.7%	24.5%	73.2%	45.6%	27.6%	89.9%
%H (TV HH)			48.7%	24.5%	73.2%	45.6%	27.6%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Midlands

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Main living room	3375	3375	1333	646	2606	1205	1401	2677
%V	93.4%	98.7%	99.1%	99.1%	99.0%	99.5%	98.7%	94.2%
%H (All HH)		100.0%	39.5%	19.1%	77.2%	35.7%	41.5%	79.3%
%H (TV HH)			39.5%	19.1%	77.2%	35.7%	41.5%	
Kitchen	411	411	179	77	368	209	159	352
%V	11.4%	12.0%	13.3%	11.8%	14.0%	17.3%	11.2%	12.4%
%H (All HH)		100.0%	43.6%	18.7%	89.5%	50.9%	38.7%	85.6%
%H (TV HH)			43.6%	18.7%	89.5%	50.9%	38.7%	
Adult's bedroom	1439	1439	639	319	1198	706	492	1273
%V	39.8%	42.1%	47.5%	48.9%	45.5%	58.3%	34.6%	44.8%
%H (All HH)		100.0%	44.4%	22.2%	83.3%	49.1%	34.2%	88.5%
%H (TV HH)			44.4%	22.2%	83.3%	49.1%	34.2%	
Child's bedroom	356	356	193	86	273	192	81	343
%V	9.9%	10.4%	14.3%	13.2%	10.4%	15.9%	5.7%	12.1%
%H (All HH)		100.0%	54.2%	24.2%	76.7%	53.9%	22.8%	96.3%
%H (TV HH)			54.2%	24.2%	76.7%	53.9%	22.8%	
Other bedroom	187	187	91	43	163	108	55	173
%V	5.2%	5.5%	6.8%	6.6%	6.2%	8.9%	3.9%	6.1%
%H (All HH)		100.0%	48.7%	23.0%	87.2%	57.8%	29.4%	92.5%
%H (TV HH)			48.7%	23.0%	87.2%	57.8%	29.4%	
Second living/dining room	349	349	185	65	284	179	105	305
%V	9.7%	10.2%	13.8%	10.0%	10.8%	14.8%	7.4%	10.7%
%H (All HH)		100.0%	53.0%	18.6%	81.4%	51.3%	30.1%	87.4%
%H (TV HH)			53.0%	18.6%	81.4%	51.3%	30.1%	
Study/office	50	50	23	12	40	25	16	48
%V	1.4%	1.5%	1.7%	1.8%	1.5%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	46.0%	24.0%	80.0%	50.0%	32.0%	96.0%
%H (TV HH)			46.0%	24.0%	80.0%	50.0%	32.0%	
TV room	23	23	12	5	17	10	7	22
%V	0.6%	0.7%	0.9%	0.8%	0.6%	0.8%	0.5%	0.8%
%H (All HH)		100.0%	52.2%	21.7%	73.9%	43.5%	30.4%	95.7%
%H (TV HH)			52.2%	21.7%	73.9%	43.5%	30.4%	
Conservatory	77	77	43	16	66	47	20	72
%V	2.1%	2.3%	3.2%	2.5%	2.5%	3.9%	1.4%	2.5%
%H (All HH)		100.0%	55.8%	20.8%	85.7%	61.0%	26.0%	93.5%
%H (TV HH)			55.8%	20.8%	85.7%	61.0%	26.0%	
Attic or loft room	10	10	5	1	9	5	4	10
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	10.0%	90.0%	50.0%	40.0%	100.0%
%H (TV HH)			50.0%	10.0%	90.0%	50.0%	40.0%	
No specific location	5	5	3	1	4	3	2	5
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	40.0%	
Other	22	22	10	3	19	10	9	21
%V	0.6%	0.6%	0.7%	0.5%	0.7%	0.8%	0.6%	0.7%
%H (All HH)		100.0%	45.5%	13.6%	86.4%	45.5%	40.9%	95.5%
%H (TV HH)			45.5%	13.6%	86.4%	45.5%	40.9%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Any DSAT provider	1345	1345	1345	34	842	842	0	1182
%V	37.2%	39.4%	100.0%	5.2%	32.0%	69.5%	0.0%	41.6%
%H (All HH)			100.0%	2.5%	62.6%	62.6%	0.0%	87.9%
%H (TV HH)			100.0%	2.5%	62.6%	62.6%	0.0%	
Sky with subscription	1052	1052	1052	12	672	672	0	955
%V	29.1%	30.8%	78.2%	1.8%	25.5%	55.5%	0.0%	33.6%
%H (All HH)			100.0%	1.1%	63.9%	63.9%	0.0%	90.8%
%H (TV HH)			100.0%	1.1%	63.9%	63.9%	0.0%	
Sky without subscription	109	109	109	8	63	63	0	90
%V	3.0%	3.2%	8.1%	1.2%	2.4%	5.2%	0.0%	3.2%
%H (All HH)			100.0%	7.3%	57.8%	57.8%	0.0%	82.6%
%H (TV HH)			100.0%	7.3%	57.8%	57.8%	0.0%	
Freesat	188	188	188	10	114	114	0	150
%V	5.2%	5.5%	14.0%	1.5%	4.3%	9.4%	0.0%	5.3%
%H (All HH)			100.0%	5.3%	60.6%	60.6%	0.0%	79.8%
%H (TV HH)			100.0%	5.3%	60.6%	60.6%	0.0%	
Other satellite provider	47	47	47	4	27	27	0	39
%V	1.3%	1.4%	3.5%	0.6%	1.0%	2.2%	0.0%	1.4%
%H (All HH)			100.0%	8.5%	57.4%	57.4%	0.0%	83.0%
%H (TV HH)			100.0%	8.5%	57.4%	57.4%	0.0%	
DCAB	652	652	34	652	388	388	0	586
%V	18.0%	19.1%	2.5%	100.0%	14.7%	32.0%	0.0%	20.6%
%H (All HH)			5.2%	100.0%	59.5%	59.5%	0.0%	89.9%
%H (TV HH)			5.2%	100.0%	59.5%	59.5%	0.0%	
DTT	2631	2631	842	388	2631	1211	1420	2034
%V	72.8%	77.0%	62.6%	59.5%	100.0%	100.0%	100.0%	71.6%
%H (All HH)		100.0%	32.0%	14.7%	100.0%	46.0%	54.0%	77.3%
%H (TV HH)			32.0%	14.7%	100.0%	46.0%	54.0%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
PVR	2061	2061	1101	525	1476	1012	464	1857
%V	57.0%	60.3%	81.9%	80.5%	56.1%	83.6%	32.7%	65.4%
%H (All HH)		100.0%	53.4%	25.5%	71.6%	49.1%	22.5%	90.1%
%H (TV HH)			53.4%	25.5%	71.6%	49.1%	22.5%	
DVDR	118	118	44	17	105	46	59	100
%V	3.3%	3.5%	3.3%	2.6%	4.0%	3.8%	4.2%	3.5%
%H (All HH)		100.0%	37.3%	14.4%	89.0%	39.0%	50.0%	84.7%
%H (TV HH)			37.3%	14.4%	89.0%	39.0%	50.0%	
VCR	64	64	18	7	55	16	39	43
%V	1.8%	1.9%	1.3%	1.1%	2.1%	1.3%	2.7%	1.5%
%H (All HH)		100.0%	28.1%	10.9%	85.9%	25.0%	60.9%	67.2%
%H (TV HH)			28.1%	10.9%	85.9%	25.0%	60.9%	
Any recorder	2138	2138	1115	529	1545	1021	524	1906
%V	59.2%	62.6%	82.9%	81.1%	58.7%	84.3%	36.9%	67.1%
%H (All HH)		100.0%	52.2%	24.7%	72.3%	47.8%	24.5%	89.1%
%H (TV HH)			52.2%	24.7%	72.3%	47.8%	24.5%	
Receives HDTV (via STB or built-in reception)	2026	2026	953	490	1519	906	613	1816
%V	56.1%	59.3%	70.9%	75.2%	57.7%	74.8%	43.2%	63.9%
%H (All HH)		100.0%	47.0%	24.2%	75.0%	44.7%	30.3%	89.6%
%H (TV HH)			47.0%	24.2%	75.0%	44.7%	30.3%	
DVD/Blu-ray player or recorder	2513	2513	1041	499	1962	971	991	2102
%V	69.5%	73.5%	77.4%	76.5%	74.6%	80.2%	69.8%	74.0%
%H (All HH)		100.0%	41.4%	19.9%	78.1%	38.6%	39.4%	83.6%
%H (TV HH)			41.4%	19.9%	78.1%	38.6%	39.4%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3418	1345	652	2631	1211	1420	2841
%H (All HH)		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%
%H (TV HH)			39.4%	19.1%	77.0%	35.4%	41.5%	
Has broadband internet	2841	2714	1182	586	2034	1090	944	2841
%V	78.6%	79.4%	87.9%	89.9%	77.3%	90.0%	66.5%	100.0%
%H (All HH)		95.5%	41.6%	20.6%	71.6%	38.4%	33.2%	100.0%
%H (TV HH)			43.6%	21.6%	74.9%	40.2%	34.8%	
Number of computers (PCs and laptops)								
0	806	737	185	73	617	137	480	98
%V	22.3%	21.6%	13.8%	11.2%	23.5%	11.3%	33.8%	3.4%
%H (All HH)		91.4%	23.0%	9.1%	76.6%	17.0%	59.6%	12.2%
%H (TV HH)			25.1%	9.9%	83.7%	18.6%	65.1%	
1	1054	986	354	198	749	322	427	999
%V	29.2%	28.8%	26.3%	30.4%	28.5%	26.6%	30.1%	35.2%
%H (All HH)		93.5%	33.6%	18.8%	71.1%	30.6%	40.5%	94.8%
%H (TV HH)			35.9%	20.1%	76.0%	32.7%	43.3%	
2	773	750	338	158	551	297	253	767
%V	21.4%	21.9%	25.1%	24.2%	20.9%	24.5%	17.8%	27.0%
%H (All HH)		97.0%	43.7%	20.4%	71.3%	38.4%	32.7%	99.2%
%H (TV HH)			45.1%	21.1%	73.5%	39.6%	33.7%	
3	452	436	217	95	325	201	123	450
%V	12.5%	12.8%	16.1%	14.6%	12.4%	16.6%	8.7%	15.8%
%H (All HH)		96.5%	48.0%	21.0%	71.9%	44.5%	27.2%	99.6%
%H (TV HH)			49.8%	21.8%	74.5%	46.1%	28.2%	
4	262	250	114	66	197	124	73	260
%V	7.2%	7.3%	8.5%	10.1%	7.5%	10.2%	5.1%	9.2%
%H (All HH)		95.4%	43.5%	25.2%	75.2%	47.3%	27.9%	99.2%
%H (TV HH)			45.6%	26.4%	78.8%	49.6%	29.2%	
5+	267	259	137	62	193	130	63	267
%V	7.4%	7.6%	10.2%	9.5%	7.3%	10.7%	4.4%	9.4%
%H (All HH)		97.0%	51.3%	23.2%	72.3%	48.7%	23.6%	100.0%
%H (TV HH)			52.9%	23.9%	74.5%	50.2%	24.3%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6724	2943	1379	5395	2949	2446	5705
%H		43.8%	20.5%	80.2%	43.9%	36.4%	84.8%
Under 20"	881	355	167	767	405	362	749
%V	13.1%	12.1%	12.1%	14.2%	13.7%	14.8%	13.1%
%H		40.3%	19.0%	87.1%	46.0%	41.1%	85.0%
20" - 29"	1582	639	296	1337	682	655	1280
%V	23.5%	21.7%	21.5%	24.8%	23.1%	26.8%	22.4%
%H		40.4%	18.7%	84.5%	43.1%	41.4%	80.9%
30" - 39"	2124	892	410	1699	860	838	1758
%V	31.6%	30.3%	29.7%	31.5%	29.2%	34.3%	30.8%
%H		42.0%	19.3%	80.0%	40.5%	39.5%	82.8%
40" and over	1974	987	489	1454	937	518	1797
%V	29.4%	33.5%	35.5%	27.0%	31.8%	21.2%	31.5%
%H		50.0%	24.8%	73.7%	47.5%	26.2%	91.0%
Don't know	162	70	18	138	65	73	121
%V	2.4%	2.4%	1.3%	2.6%	2.2%	3.0%	2.1%
%H		43.2%	11.1%	85.2%	40.1%	45.1%	74.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6724	2943	1379	5395	2949	2446	5705
%H		43.8%	20.5%	80.2%	43.9%	36.4%	84.8%
Main living room	3389	1341	649	2618	1212	1406	2690
%V	50.4%	45.6%	47.1%	48.5%	41.1%	57.5%	47.2%
%H		39.6%	19.2%	77.2%	35.8%	41.5%	79.4%
Kitchen	413	180	77	370	209	161	354
%V	6.1%	6.1%	5.6%	6.9%	7.1%	6.6%	6.2%
%H		43.6%	18.6%	89.6%	50.6%	39.0%	85.7%
Adult's bedroom	1688	771	385	1408	855	553	1515
%V	25.1%	26.2%	27.9%	26.1%	29.0%	22.6%	26.6%
%H		45.7%	22.8%	83.4%	50.7%	32.8%	89.8%
Child's bedroom	470	258	114	361	260	101	453
%V	7.0%	8.8%	8.3%	6.7%	8.8%	4.1%	7.9%
%H		54.9%	24.3%	76.8%	55.3%	21.5%	96.4%
Other bedroom	218	109	51	191	130	61	202
%V	3.2%	3.7%	3.7%	3.5%	4.4%	2.5%	3.5%
%H		50.0%	23.4%	87.6%	59.6%	28.0%	92.7%
Second living/dining room	353	187	66	288	182	106	309
%V	5.2%	6.4%	4.8%	5.3%	6.2%	4.3%	5.4%
%H		53.0%	18.7%	81.6%	51.6%	30.0%	87.5%
Study/office	51	24	12	41	25	16	48
%V	0.8%	0.8%	0.9%	0.8%	0.8%	0.7%	0.8%
%H		47.1%	23.5%	80.4%	49.0%	31.4%	94.1%
TV room	23	12	5	17	10	7	22
%V	0.3%	0.4%	0.4%	0.3%	0.3%	0.3%	0.4%
%H		52.2%	21.7%	73.9%	43.5%	30.4%	95.7%
Conservatory	77	43	16	67	47	20	73
%V	1.1%	1.5%	1.2%	1.2%	1.6%	0.8%	1.3%
%H		55.8%	20.8%	87.0%	61.0%	26.0%	94.8%
Attic or loft room	10	5	1	9	5	4	10
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	10.0%	90.0%	50.0%	40.0%	100.0%
No specific location	6	3	1	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
Other	24	11	3	20	11	9	22
%V	0.4%	0.4%	0.2%	0.4%	0.4%	0.4%	0.4%
%H		45.8%	12.5%	83.3%	45.8%	37.5%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6724	2943	1379	5395	2949	2446	5705
%H		43.8%	20.5%	80.2%	43.9%	36.4%	84.8%
PVR	2647	1494	681	1869	1353	515	2417
%V	39.4%	50.8%	49.4%	34.6%	45.9%	21.1%	42.4%
%H		56.4%	25.7%	70.6%	51.1%	19.5%	91.3%
DVDR	126	47	18	112	49	63	107
%V	1.9%	1.6%	1.3%	2.1%	1.7%	2.6%	1.9%
%H		37.3%	14.3%	88.9%	38.9%	50.0%	84.9%
VCR	69	19	8	59	16	43	45
%V	1.0%	0.6%	0.6%	1.1%	0.5%	1.8%	0.8%
%H		27.5%	11.6%	85.5%	23.2%	62.3%	65.2%
Any recorder	2750	1515	691	1963	1375	589	2486
%V	40.9%	51.5%	50.1%	36.4%	46.6%	24.1%	43.6%
%H		55.1%	25.1%	71.4%	50.0%	21.4%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6724	2943	1379	5395	2949	2446	5705
%H		43.8%	20.5%	80.2%	43.9%	36.4%	84.8%
Receives HDTV (via STB or built-in reception)	2906	1405	718	2226	1398	828	2650
%V	43.2%	47.7%	52.1%	41.3%	47.4%	33.9%	46.5%
%H		48.3%	24.7%	76.6%	48.1%	28.5%	91.2%
DVD/Blu-ray player or recorder	3574	1580	755	2871	1589	1282	3094
%V	53.2%	53.7%	54.7%	53.2%	53.9%	52.4%	54.2%
%H		44.2%	21.1%	80.3%	44.5%	35.9%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3409	1343	651	2629	1210	1419	2705
%H		39.4%	19.1%	77.1%	35.5%	41.6%	79.3%
Under 20"	69	10	5	59	8	51	43
%V	2.0%	0.7%	0.8%	2.2%	0.7%	3.6%	1.6%
%H		14.5%	7.2%	85.5%	11.6%	73.9%	62.3%
20" - 29"	417	94	52	346	80	267	244
%V	12.2%	7.0%	8.0%	13.2%	6.6%	18.8%	9.0%
%H		22.5%	12.5%	83.0%	19.2%	64.0%	58.5%
30" - 39"	1260	439	195	1009	384	625	942
%V	37.0%	32.7%	30.0%	38.4%	31.7%	44.0%	34.8%
%H		34.8%	15.5%	80.1%	30.5%	49.6%	74.8%
40" and over	1588	775	391	1155	721	435	1427
%V	46.6%	57.7%	60.1%	43.9%	59.6%	30.7%	52.8%
%H		48.8%	24.6%	72.7%	45.4%	27.4%	89.9%
Don't know	75	26	7	58	18	41	48
%V	2.2%	1.9%	1.1%	2.2%	1.5%	2.9%	1.8%
%H		34.7%	9.3%	77.3%	24.0%	54.7%	64.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3409	1343	651	2629	1210	1419	2705
%H		39.4%	19.1%	77.1%	35.5%	41.6%	79.3%
PVR	2023	1086	520	1441	996	445	1824
%V	59.3%	80.9%	79.9%	54.8%	82.3%	31.4%	67.4%
%H		53.7%	25.7%	71.2%	49.2%	22.0%	90.2%
DVDR	98	34	11	85	32	53	80
%V	2.9%	2.5%	1.7%	3.2%	2.6%	3.7%	3.0%
%H		34.7%	11.2%	86.7%	32.7%	54.1%	81.6%
VCR	52	15	5	43	11	32	34
%V	1.5%	1.1%	0.8%	1.6%	0.9%	2.3%	1.3%
%H		28.8%	9.6%	82.7%	21.2%	61.5%	65.4%
Any recorder	2095	1099	523	1507	1005	502	1869
%V	61.5%	81.8%	80.3%	57.3%	83.1%	35.4%	69.1%
%H		52.5%	25.0%	71.9%	48.0%	24.0%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3409	1343	651	2629	1210	1419	2705
%H		39.4%	19.1%	77.1%	35.5%	41.6%	79.3%
Receives HDTV (via STB or built-in reception)	1969	930	478	1466	877	588	1767
%V	57.8%	69.2%	73.4%	55.8%	72.5%	41.4%	65.3%
%H		47.2%	24.3%	74.5%	44.5%	29.9%	89.7%
DVD/Blu-ray player or recorder	2333	959	459	1805	872	933	1940
%V	68.4%	71.4%	70.5%	68.7%	72.1%	65.8%	71.7%
%H		41.1%	19.7%	77.4%	37.4%	40.0%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3315	1600	729	2766	1739	1027	3000
%H		48.3%	22.0%	83.4%	52.5%	31.0%	90.5%
Under 20"	812	345	162	708	397	310	706
%V	24.5%	21.6%	22.2%	25.6%	22.8%	30.2%	23.5%
%H		42.5%	20.0%	87.2%	48.9%	38.2%	86.9%
20" - 29"	1165	545	243	990	602	388	1036
%V	35.1%	34.1%	33.3%	35.8%	34.6%	37.8%	34.5%
%H		46.8%	20.9%	85.0%	51.7%	33.3%	88.9%
30" - 39"	864	453	215	689	476	213	816
%V	26.1%	28.3%	29.5%	24.9%	27.4%	20.7%	27.2%
%H		52.4%	24.9%	79.7%	55.1%	24.7%	94.4%
40" and over	386	212	98	299	216	83	370
%V	11.6%	13.3%	13.4%	10.8%	12.4%	8.1%	12.3%
%H		54.9%	25.4%	77.5%	56.0%	21.5%	95.9%
Don't know	87	45	11	79	47	32	72
%V	2.6%	2.8%	1.5%	2.9%	2.7%	3.1%	2.4%
%H		51.7%	12.6%	90.8%	54.0%	36.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3315	1600	729	2766	1739	1027	3000
%H		48.3%	22.0%	83.4%	52.5%	31.0%	90.5%
PVR	624	408	161	428	357	71	593
%V	18.8%	25.5%	22.1%	15.5%	20.5%	6.9%	19.8%
%H		65.4%	25.8%	68.6%	57.2%	11.4%	95.0%
DVDR	28	13	7	27	17	10	27
%V	0.8%	0.8%	1.0%	1.0%	1.0%	1.0%	0.9%
%H		46.4%	25.0%	96.4%	60.7%	35.7%	96.4%
VCR	17	3	3	16	5	11	11
%V	0.5%	0.2%	0.4%	0.6%	0.3%	1.1%	0.4%
%H		17.6%	17.6%	94.1%	29.4%	64.7%	64.7%
Any recorder	654	416	168	457	370	87	617
%V	19.7%	26.0%	23.0%	16.5%	21.3%	8.5%	20.6%
%H		63.6%	25.7%	69.9%	56.6%	13.3%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3315	1600	729	2766	1739	1027	3000
%H		48.3%	22.0%	83.4%	52.5%	31.0%	90.5%
Receives HDTV (via STB or built-in reception)	937	475	239	760	520	239	884
%V	28.3%	29.7%	32.8%	27.5%	29.9%	23.3%	29.5%
%H		50.7%	25.5%	81.1%	55.5%	25.5%	94.3%
DVD/Blu-ray player or recorder	1241	621	295	1066	717	349	1154
%V	37.4%	38.8%	40.5%	38.5%	41.2%	34.0%	38.5%
%H		50.0%	23.8%	85.9%	57.8%	28.1%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8598	8187	3657	1727	6055	3227	2828	7429
%H		95.2%	42.5%	20.1%	70.4%	37.5%	32.9%	86.4%
Total Children	1716	1651	833	379	1129	683	446	1612
%V	20.0%	20.2%	22.8%	21.9%	18.6%	21.2%	15.8%	21.7%
%H		96.2%	48.5%	22.1%	65.8%	39.8%	26.0%	93.9%
0 - 3	442	424	211	84	277	151	126	411
%V	5.1%	5.2%	5.8%	4.9%	4.6%	4.7%	4.5%	5.5%
%H		95.9%	47.7%	19.0%	62.7%	34.2%	28.5%	93.0%
4 - 15	1274	1227	621	295	852	532	320	1202
%V	14.8%	15.0%	17.0%	17.1%	14.1%	16.5%	11.3%	16.2%
%H		96.3%	48.7%	23.2%	66.9%	41.8%	25.1%	94.3%
4 - 9	675	650	330	150	443	271	172	639
%V	7.9%	7.9%	9.0%	8.7%	7.3%	8.4%	6.1%	8.6%
%H		96.3%	48.9%	22.2%	65.6%	40.1%	25.5%	94.7%
10 - 15	599	578	291	144	409	261	148	563
%V	7.0%	7.1%	8.0%	8.3%	6.8%	8.1%	5.2%	7.6%
%H		96.5%	48.6%	24.0%	68.3%	43.6%	24.7%	94.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8598	8187	3657	1727	6055	3227	2828	7429
%H		95.2%	42.5%	20.1%	70.4%	37.5%	32.9%	86.4%
Total Adults (16+)	6882	6536	2824	1348	4926	2544	2383	5817
%V	80.0%	79.8%	77.2%	78.1%	81.4%	78.8%	84.3%	78.3%
%H		95.0%	41.0%	19.6%	71.6%	37.0%	34.6%	84.5%
16 - 19	407	382	189	93	281	179	102	389
%V	4.7%	4.7%	5.2%	5.4%	4.6%	5.5%	3.6%	5.2%
%H		93.9%	46.4%	22.9%	69.0%	44.0%	25.1%	95.6%
20 - 24	562	498	213	114	348	189	159	533
%V	6.5%	6.1%	5.8%	6.6%	5.7%	5.9%	5.6%	7.2%
%H		88.6%	37.9%	20.3%	61.9%	33.6%	28.3%	94.8%
25 - 34	1123	1024	482	236	687	391	296	1058
%V	13.1%	12.5%	13.2%	13.7%	11.3%	12.1%	10.5%	14.2%
%H		91.2%	42.9%	21.0%	61.2%	34.8%	26.4%	94.2%
35 - 44	1077	1030	523	225	737	443	294	1005
%V	12.5%	12.6%	14.3%	13.0%	12.2%	13.7%	10.4%	13.5%
%H		95.6%	48.6%	20.9%	68.4%	41.1%	27.3%	93.3%
45 - 54	1220	1187	551	282	876	513	363	1129
%V	14.2%	14.5%	15.1%	16.3%	14.5%	15.9%	12.8%	15.2%
%H		97.3%	45.2%	23.1%	71.8%	42.0%	29.8%	92.5%
55 - 64	976	951	398	196	751	385	365	831
%V	11.4%	11.6%	10.9%	11.3%	12.4%	11.9%	12.9%	11.2%
%H		97.4%	40.8%	20.1%	76.9%	39.4%	37.4%	85.1%
65+	1517	1464	468	200	1245	443	802	871
%V	17.6%	17.9%	12.8%	11.6%	20.6%	13.7%	28.4%	11.7%
%H		96.5%	30.9%	13.2%	82.1%	29.2%	52.9%	57.4%

Base: ITV Midlands - 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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ITV Midlands

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6882	6536	2824	1348	4926	2544	2383	5817
%H		95.0%	41.0%	19.6%	71.6%	37.0%	34.6%	84.5%
AB	1764	1706	783	320	1299	685	614	1685
%V	25.6%	26.1%	27.7%	23.7%	26.4%	26.9%	25.8%	29.0%
%H		96.7%	44.4%	18.1%	73.6%	38.8%	34.8%	95.5%
C1	1697	1568	676	353	1173	630	542	1527
%V	24.7%	24.0%	23.9%	26.2%	23.8%	24.8%	22.7%	26.3%
%H		92.4%	39.8%	20.8%	69.1%	37.1%	31.9%	90.0%
C2	1669	1616	739	354	1219	682	536	1415
%V	24.3%	24.7%	26.2%	26.3%	24.7%	26.8%	22.5%	24.3%
%H		96.8%	44.3%	21.2%	73.0%	40.9%	32.1%	84.8%
D	1146	1075	461	222	780	395	385	865
%V	16.7%	16.4%	16.3%	16.5%	15.8%	15.5%	16.2%	14.9%
%H		93.8%	40.2%	19.4%	68.1%	34.5%	33.6%	75.5%
E	607	572	165	100	456	151	305	325
%V	8.8%	8.8%	5.8%	7.4%	9.3%	5.9%	12.8%	5.6%
%H		94.2%	27.2%	16.5%	75.1%	24.9%	50.2%	53.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6882	6536	2824	1348	4926	2544	2383	5817
%H		95.0%	41.0%	19.6%	71.6%	37.0%	34.6%	84.5%
Working full time	3110	2986	1414	694	2161	1266	895	2938
%V	45.2%	45.7%	50.1%	51.5%	43.9%	49.8%	37.6%	50.5%
%H		96.0%	45.5%	22.3%	69.5%	40.7%	28.8%	94.5%
Working part time	713	690	327	141	530	305	225	659
%V	10.4%	10.6%	11.6%	10.5%	10.8%	12.0%	9.4%	11.3%
%H		96.8%	45.9%	19.8%	74.3%	42.8%	31.6%	92.4%
Not working	3059	2860	1083	513	2236	973	1263	2221
%V	44.4%	43.8%	38.3%	38.1%	45.4%	38.2%	53.0%	38.2%
%H		93.5%	35.4%	16.8%	73.1%	31.8%	41.3%	72.6%
Housewife/Houseperson	3614	3418	1345	652	2631	1211	1420	2841
%V	52.5%	52.3%	47.6%	48.4%	53.4%	47.6%	59.6%	48.8%
%H		94.6%	37.2%	18.0%	72.8%	33.5%	39.3%	78.6%

Base: ITV Midlands - 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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ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3372	3181	1409	671	2371	1259	1112	2901
%H		94.3%	41.8%	19.9%	70.3%	37.3%	33.0%	86.0%
16 - 19	208	198	99	51	143	93	51	200
%V	6.2%	6.2%	7.0%	7.6%	6.0%	7.4%	4.6%	6.9%
%H		95.2%	47.6%	24.5%	68.8%	44.7%	24.5%	96.2%
20 - 24	286	253	110	56	175	94	81	275
%V	8.5%	8.0%	7.8%	8.3%	7.4%	7.5%	7.3%	9.5%
%H		88.5%	38.5%	19.6%	61.2%	32.9%	28.3%	96.2%
25 - 34	560	505	228	123	340	191	150	527
%V	16.6%	15.9%	16.2%	18.3%	14.3%	15.2%	13.5%	18.2%
%H		90.2%	40.7%	22.0%	60.7%	34.1%	26.8%	94.1%
35 - 44	528	498	258	102	355	210	145	488
%V	15.7%	15.7%	18.3%	15.2%	15.0%	16.7%	13.0%	16.8%
%H		94.3%	48.9%	19.3%	67.2%	39.8%	27.5%	92.4%
45 - 54	603	583	273	142	429	254	174	555
%V	17.9%	18.3%	19.4%	21.2%	18.1%	20.2%	15.6%	19.1%
%H		96.7%	45.3%	23.5%	71.1%	42.1%	28.9%	92.0%
55 - 64	487	470	196	94	364	181	183	416
%V	14.4%	14.8%	13.9%	14.0%	15.4%	14.4%	16.5%	14.3%
%H		96.5%	40.2%	19.3%	74.7%	37.2%	37.6%	85.4%
65+	700	674	246	102	565	237	328	440
%V	20.8%	21.2%	17.5%	15.2%	23.8%	18.8%	29.5%	15.2%
%H		96.3%	35.1%	14.6%	80.7%	33.9%	46.9%	62.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3372	3181	1409	671	2371	1259	1112	2901
%H		94.3%	41.8%	19.9%	70.3%	37.3%	33.0%	86.0%
AB	894	864	403	165	657	352	305	859
%V	26.5%	27.2%	28.6%	24.6%	27.7%	28.0%	27.4%	29.6%
%H		96.6%	45.1%	18.5%	73.5%	39.4%	34.1%	96.1%
C1	807	742	329	172	544	304	241	741
%V	23.9%	23.3%	23.3%	25.6%	22.9%	24.1%	21.7%	25.5%
%H		91.9%	40.8%	21.3%	67.4%	37.7%	29.9%	91.8%
C2	895	860	395	184	643	356	287	748
%V	26.5%	27.0%	28.0%	27.4%	27.1%	28.3%	25.8%	25.8%
%H		96.1%	44.1%	20.6%	71.8%	39.8%	32.1%	83.6%
D	539	499	222	107	356	190	166	421
%V	16.0%	15.7%	15.8%	15.9%	15.0%	15.1%	14.9%	14.5%
%H		92.6%	41.2%	19.9%	66.0%	35.3%	30.8%	78.1%
E	237	217	61	43	171	58	112	132
%V	7.0%	6.8%	4.3%	6.4%	7.2%	4.6%	10.1%	4.6%
%H		91.6%	25.7%	18.1%	72.2%	24.5%	47.3%	55.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3372	3181	1409	671	2371	1259	1112	2901
%H		94.3%	41.8%	19.9%	70.3%	37.3%	33.0%	86.0%
Working full time	1963	1879	895	432	1359	794	565	1845
%V	58.2%	59.1%	63.5%	64.4%	57.3%	63.1%	50.8%	63.6%
%H		95.7%	45.6%	22.0%	69.2%	40.4%	28.8%	94.0%
Working part time	144	133	58	29	97	51	46	125
%V	4.3%	4.2%	4.1%	4.3%	4.1%	4.1%	4.1%	4.3%
%H		92.4%	40.3%	20.1%	67.4%	35.4%	31.9%	86.8%
Not working	1265	1170	457	210	915	415	501	931
%V	37.5%	36.8%	32.4%	31.3%	38.6%	33.0%	45.1%	32.1%
%H		92.5%	36.1%	16.6%	72.3%	32.8%	39.6%	73.6%
Housewife/Houseperson	779	704	237	128	540	205	335	545
%V	23.1%	22.1%	16.8%	19.1%	22.8%	16.3%	30.1%	18.8%
%H		90.4%	30.4%	16.4%	69.3%	26.3%	43.0%	70.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3511	3355	1415	678	2555	1284	1271	2916
%H		95.6%	40.3%	19.3%	72.8%	36.6%	36.2%	83.1%
16 - 19	199	184	90	42	138	87	51	189
%V	5.7%	5.5%	6.4%	6.2%	5.4%	6.8%	4.0%	6.5%
%H		92.5%	45.2%	21.1%	69.3%	43.7%	25.6%	95.0%
20 - 24	276	245	104	58	173	95	79	258
%V	7.9%	7.3%	7.3%	8.6%	6.8%	7.4%	6.2%	8.8%
%H		88.8%	37.7%	21.0%	62.7%	34.4%	28.6%	93.5%
25 - 34	562	519	254	113	347	201	146	531
%V	16.0%	15.5%	18.0%	16.7%	13.6%	15.7%	11.5%	18.2%
%H		92.3%	45.2%	20.1%	61.7%	35.8%	26.0%	94.5%
35 - 44	549	532	265	124	383	233	150	517
%V	15.6%	15.9%	18.7%	18.3%	15.0%	18.1%	11.8%	17.7%
%H		96.9%	48.3%	22.6%	69.8%	42.4%	27.3%	94.2%
45 - 54	617	603	279	141	448	259	189	575
%V	17.6%	18.0%	19.7%	20.8%	17.5%	20.2%	14.9%	19.7%
%H		97.7%	45.2%	22.9%	72.6%	42.0%	30.6%	93.2%
55 - 64	490	481	202	102	387	205	183	416
%V	14.0%	14.3%	14.3%	15.0%	15.1%	16.0%	14.4%	14.3%
%H		98.2%	41.2%	20.8%	79.0%	41.8%	37.3%	84.9%
65+	818	790	222	98	679	205	474	431
%V	23.3%	23.5%	15.7%	14.5%	26.6%	16.0%	37.3%	14.8%
%H		96.6%	27.1%	12.0%	83.0%	25.1%	57.9%	52.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3511	3355	1415	678	2555	1284	1271	2916
%H		95.6%	40.3%	19.3%	72.8%	36.6%	36.2%	83.1%
AB	869	842	381	154	643	334	309	826
%V	24.8%	25.1%	26.9%	22.7%	25.2%	26.0%	24.3%	28.3%
%H		96.9%	43.8%	17.7%	74.0%	38.4%	35.6%	95.1%
C1	890	826	347	181	628	327	302	786
%V	25.3%	24.6%	24.5%	26.7%	24.6%	25.5%	23.8%	27.0%
%H		92.8%	39.0%	20.3%	70.6%	36.7%	33.9%	88.3%
C2	774	756	345	170	576	327	249	667
%V	22.0%	22.5%	24.4%	25.1%	22.5%	25.5%	19.6%	22.9%
%H		97.7%	44.6%	22.0%	74.4%	42.2%	32.2%	86.2%
D	607	576	239	115	423	205	219	444
%V	17.3%	17.2%	16.9%	17.0%	16.6%	16.0%	17.2%	15.2%
%H		94.9%	39.4%	18.9%	69.7%	33.8%	36.1%	73.1%
E	371	355	104	57	285	93	192	193
%V	10.6%	10.6%	7.3%	8.4%	11.2%	7.2%	15.1%	6.6%
%H		95.7%	28.0%	15.4%	76.8%	25.1%	51.8%	52.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Midlands

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3511	3355	1415	678	2555	1284	1271	2916
%H		95.6%	40.3%	19.3%	72.8%	36.6%	36.2%	83.1%
Working full time	1147	1108	520	262	801	472	330	1093
%V	32.7%	33.0%	36.7%	38.6%	31.4%	36.8%	26.0%	37.5%
%H		96.6%	45.3%	22.8%	69.8%	41.2%	28.8%	95.3%
Working part time	569	557	269	112	433	254	179	534
%V	16.2%	16.6%	19.0%	16.5%	16.9%	19.8%	14.1%	18.3%
%H		97.9%	47.3%	19.7%	76.1%	44.6%	31.5%	93.8%
Not working	1795	1690	627	303	1321	559	762	1289
%V	51.1%	50.4%	44.3%	44.7%	51.7%	43.5%	60.0%	44.2%
%H		94.2%	34.9%	16.9%	73.6%	31.1%	42.5%	71.8%
Housewife/Houseperson	2835	2714	1108	524	2091	1006	1085	2295
%V	80.7%	80.9%	78.3%	77.3%	81.8%	78.3%	85.4%	78.7%
%H		95.7%	39.1%	18.5%	73.8%	35.5%	38.3%	81.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV North West

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
AB	697	667	330	110	493	261	232	648
%V	23.2%	23.5%	27.3%	21.8%	23.3%	26.2%	20.7%	27.1%
%H (All HH)		95.7%	47.3%	15.8%	70.7%	37.4%	33.3%	93.0%
%H (TV HH)			49.5%	16.5%	73.9%	39.1%	34.8%	
C1	788	746	318	141	552	272	280	686
%V	26.2%	26.3%	26.3%	28.0%	26.1%	27.3%	25.0%	28.7%
%H (All HH)		94.7%	40.4%	17.9%	70.1%	34.5%	35.5%	87.1%
%H (TV HH)			42.6%	18.9%	74.0%	36.5%	37.5%	
C2	650	623	287	119	461	246	215	522
%V	21.6%	21.9%	23.7%	23.6%	21.8%	24.7%	19.2%	21.9%
%H (All HH)		95.8%	44.2%	18.3%	70.9%	37.8%	33.1%	80.3%
%H (TV HH)			46.1%	19.1%	74.0%	39.5%	34.5%	
D	476	450	177	76	330	136	194	335
%V	15.8%	15.8%	14.6%	15.1%	15.6%	13.7%	17.3%	14.0%
%H (All HH)		94.5%	37.2%	16.0%	69.3%	28.6%	40.8%	70.4%
%H (TV HH)			39.3%	16.9%	73.3%	30.2%	43.1%	
E	392	356	99	58	279	82	198	196
%V	13.0%	12.5%	8.2%	11.5%	13.2%	8.2%	17.7%	8.2%
%H (All HH)		90.8%	25.3%	14.8%	71.2%	20.9%	50.5%	50.0%
%H (TV HH)			27.8%	16.3%	78.4%	23.0%	55.6%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Under 25	134	116	36	19	87	29	58	117
%V	4.5%	4.1%	3.0%	3.8%	4.1%	2.9%	5.2%	4.9%
%H (All HH)		86.6%	26.9%	14.2%	64.9%	21.6%	43.3%	87.3%
%H (TV HH)			31.0%	16.4%	75.0%	25.0%	50.0%	
25 - 34	448	410	216	69	245	131	115	418
%V	14.9%	14.4%	17.8%	13.7%	11.6%	13.2%	10.3%	17.5%
%H (All HH)		91.5%	48.2%	15.4%	54.7%	29.2%	25.7%	93.3%
%H (TV HH)			52.7%	16.8%	59.8%	32.0%	28.0%	
35 - 44	506	484	252	91	343	204	138	472
%V	16.8%	17.0%	20.8%	18.1%	16.2%	20.5%	12.3%	19.8%
%H (All HH)		95.7%	49.8%	18.0%	67.8%	40.3%	27.3%	93.3%
%H (TV HH)			52.1%	18.8%	70.9%	42.1%	28.5%	
45 - 54	588	565	266	123	425	246	179	525
%V	19.6%	19.9%	22.0%	24.4%	20.1%	24.7%	16.0%	22.0%
%H (All HH)		96.1%	45.2%	20.9%	72.3%	41.8%	30.4%	89.3%
%H (TV HH)			47.1%	21.8%	75.2%	43.5%	31.7%	
55 - 64	501	481	202	96	363	178	185	418
%V	16.7%	16.9%	16.7%	19.0%	17.2%	17.9%	16.5%	17.5%
%H (All HH)		96.0%	40.3%	19.2%	72.5%	35.5%	36.9%	83.4%
%H (TV HH)			42.0%	20.0%	75.5%	37.0%	38.5%	
65 +	827	786	239	106	652	209	443	438
%V	27.5%	27.7%	19.7%	21.0%	30.8%	21.0%	39.6%	18.3%
%H (All HH)		95.0%	28.9%	12.8%	78.8%	25.3%	53.6%	53.0%
%H (TV HH)			30.4%	13.5%	83.0%	26.6%	56.4%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
1	970	893	264	119	689	187	502	542
%V	32.3%	31.4%	21.8%	23.6%	32.6%	18.8%	44.9%	22.7%
%H (All HH)		92.1%	27.2%	12.3%	71.0%	19.3%	51.8%	55.9%
%H (TV HH)			29.6%	13.3%	77.2%	20.9%	56.2%	
2	993	947	414	165	718	352	365	837
%V	33.1%	33.3%	34.2%	32.7%	33.9%	35.3%	32.6%	35.1%
%H (All HH)		95.4%	41.7%	16.6%	72.3%	35.4%	36.8%	84.3%
%H (TV HH)			43.7%	17.4%	75.8%	37.2%	38.5%	
3	483	464	233	107	336	211	126	467
%V	16.1%	16.3%	19.2%	21.2%	15.9%	21.2%	11.3%	19.6%
%H (All HH)		96.1%	48.2%	22.2%	69.6%	43.7%	26.1%	96.7%
%H (TV HH)			50.2%	23.1%	72.4%	45.5%	27.2%	
4	372	359	198	76	261	173	89	362
%V	12.4%	12.6%	16.4%	15.1%	12.3%	17.4%	8.0%	15.2%
%H (All HH)		96.5%	53.2%	20.4%	70.2%	46.5%	23.9%	97.3%
%H (TV HH)			55.2%	21.2%	72.7%	48.2%	24.8%	
5+	186	178	102	37	111	74	37	180
%V	6.2%	6.3%	8.4%	7.3%	5.2%	7.4%	3.3%	7.5%
%H (All HH)		95.7%	54.8%	19.9%	59.7%	39.8%	19.9%	96.8%
%H (TV HH)			57.3%	20.8%	62.4%	41.6%	20.8%	
Average HH size	2.31	2.32	2.60	2.53	2.27	2.64	1.94	2.54

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Without	2223	2087	813	349	1603	683	920	1637
%V	74.0%	73.5%	67.1%	69.2%	75.8%	68.6%	82.2%	68.6%
%H (All HH)		93.9%	36.6%	15.7%	72.1%	30.7%	41.4%	73.6%
%H (TV HH)			39.0%	16.7%	76.8%	32.7%	44.1%	
With	781	755	398	155	512	313	199	750
%V	26.0%	26.6%	32.9%	30.8%	24.2%	31.4%	17.8%	31.4%
%H (All HH)		96.7%	51.0%	19.8%	65.6%	40.1%	25.5%	96.0%
%H (TV HH)			52.7%	20.5%	67.8%	41.5%	26.4%	
0 - 3	292	277	152	46	174	98	76	273
%V	9.7%	9.8%	12.6%	9.1%	8.2%	9.8%	6.8%	11.4%
%H (All HH)		94.9%	52.1%	15.8%	59.6%	33.6%	26.0%	93.5%
%H (TV HH)			54.9%	16.6%	62.8%	35.4%	27.4%	
4 - 9	387	374	201	73	251	156	95	371
%V	12.9%	13.2%	16.6%	14.5%	11.9%	15.7%	8.5%	15.5%
%H (All HH)		96.6%	51.9%	18.9%	64.9%	40.3%	24.5%	95.9%
%H (TV HH)			53.7%	19.5%	67.1%	41.7%	25.4%	
10 - 15	368	361	187	81	254	160	95	361
%V	12.3%	12.7%	15.4%	16.1%	12.0%	16.1%	8.5%	15.1%
%H (All HH)		98.1%	50.8%	22.0%	69.0%	43.5%	25.8%	98.1%
%H (TV HH)			51.8%	22.4%	70.4%	44.3%	26.3%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
1	1108	1108	380	167	717	172	545	768
%V	36.9%	39.0%	31.4%	33.1%	33.9%	17.3%	48.7%	32.2%
%H (All HH)		100.0%	34.3%	15.1%	64.7%	15.5%	49.2%	69.3%
%H (TV HH)			34.3%	15.1%	64.7%	15.5%	49.2%	
2	1027	1027	437	188	807	403	403	842
%V	34.2%	36.1%	36.1%	37.3%	38.2%	40.5%	36.0%	35.3%
%H (All HH)		100.0%	42.6%	18.3%	78.6%	39.2%	39.2%	82.0%
%H (TV HH)			42.6%	18.3%	78.6%	39.2%	39.2%	
3	426	426	225	87	353	236	116	397
%V	14.2%	15.0%	18.6%	17.3%	16.7%	23.7%	10.4%	16.6%
%H (All HH)		100.0%	52.8%	20.4%	82.9%	55.4%	27.2%	93.2%
%H (TV HH)			52.8%	20.4%	82.9%	55.4%	27.2%	
4	185	185	111	36	155	116	39	179
%V	6.2%	6.5%	9.2%	7.1%	7.3%	11.6%	3.5%	7.5%
%H (All HH)		100.0%	60.0%	19.5%	83.8%	62.7%	21.1%	96.8%
%H (TV HH)			60.0%	19.5%	83.8%	62.7%	21.1%	
5+	96	96	57	26	84	69	15	94
%V	3.2%	3.4%	4.7%	5.2%	4.0%	6.9%	1.3%	3.9%
%H (All HH)		100.0%	59.4%	27.1%	87.5%	71.9%	15.6%	97.9%
%H (TV HH)			59.4%	27.1%	87.5%	71.9%	15.6%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North West

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%V (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Under 20"	497	497	225	73	438	238	200	422
%V	16.5%	17.5%	18.6%	14.5%	20.7%	23.9%	17.9%	17.7%
%H (All HH)		100.0%	45.3%	14.7%	88.1%	47.9%	40.2%	84.9%
%H (TV HH)			45.3%	14.7%	88.1%	47.9%	40.2%	
20" - 29"	924	924	389	153	761	380	381	734
%V	30.8%	32.5%	32.1%	30.4%	36.0%	38.2%	34.0%	30.7%
%H (All HH)		100.0%	42.1%	16.6%	82.4%	41.1%	41.2%	79.4%
%H (TV HH)			42.1%	16.6%	82.4%	41.1%	41.2%	
30" - 39"	1558	1558	652	283	1216	594	622	1257
%V	51.9%	54.8%	53.8%	56.2%	57.5%	59.6%	55.6%	52.7%
%H (All HH)		100.0%	41.8%	18.2%	78.0%	38.1%	39.9%	80.7%
%H (TV HH)			41.8%	18.2%	78.0%	38.1%	39.9%	
40" and over	1473	1473	769	311	1047	646	401	1319
%V	49.0%	51.8%	63.5%	61.7%	49.5%	64.9%	35.8%	55.3%
%H (All HH)		100.0%	52.2%	21.1%	71.1%	43.9%	27.2%	89.5%
%H (TV HH)			52.2%	21.1%	71.1%	43.9%	27.2%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North West

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Main living room	2807	2807	1200	501	2092	989	1103	2253
%V	93.4%	98.8%	99.1%	99.4%	98.9%	99.3%	98.6%	94.4%
%H (All HH)		100.0%	42.8%	17.8%	74.5%	35.2%	39.3%	80.3%
%H (TV HH)			42.8%	17.8%	74.5%	35.2%	39.3%	
Kitchen	241	241	118	42	215	132	83	216
%V	8.0%	8.5%	9.7%	8.3%	10.2%	13.3%	7.4%	9.0%
%H (All HH)		100.0%	49.0%	17.4%	89.2%	54.8%	34.4%	89.6%
%H (TV HH)			49.0%	17.4%	89.2%	54.8%	34.4%	
Adult's bedroom	1338	1338	650	261	1082	649	433	1168
%V	44.5%	47.1%	53.7%	51.8%	51.2%	65.2%	38.7%	48.9%
%H (All HH)		100.0%	48.6%	19.5%	80.9%	48.5%	32.4%	87.3%
%H (TV HH)			48.6%	19.5%	80.9%	48.5%	32.4%	
Child's bedroom	262	262	150	64	207	159	48	258
%V	8.7%	9.2%	12.4%	12.7%	9.8%	16.0%	4.3%	10.8%
%H (All HH)		100.0%	57.3%	24.4%	79.0%	60.7%	18.3%	98.5%
%H (TV HH)			57.3%	24.4%	79.0%	60.7%	18.3%	
Other bedroom	151	151	85	35	124	92	33	142
%V	5.0%	5.3%	7.0%	6.9%	5.9%	9.2%	2.9%	5.9%
%H (All HH)		100.0%	56.3%	23.2%	82.1%	60.9%	21.9%	94.0%
%H (TV HH)			56.3%	23.2%	82.1%	60.9%	21.9%	
Second living/dining room	349	349	181	66	285	181	103	310
%V	11.6%	12.3%	14.9%	13.1%	13.5%	18.2%	9.2%	13.0%
%H (All HH)		100.0%	51.9%	18.9%	81.7%	51.9%	29.5%	88.8%
%H (TV HH)			51.9%	18.9%	81.7%	51.9%	29.5%	
Study/office	28	28	13	3	23	12	11	27
%V	0.9%	1.0%	1.1%	0.6%	1.1%	1.2%	1.0%	1.1%
%H (All HH)		100.0%	46.4%	10.7%	82.1%	42.9%	39.3%	96.4%
%H (TV HH)			46.4%	10.7%	82.1%	42.9%	39.3%	
TV room	13	13	7	2	11	7	4	13
%V	0.4%	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%	0.5%
%H (All HH)		100.0%	53.8%	15.4%	84.6%	53.8%	30.8%	100.0%
%H (TV HH)			53.8%	15.4%	84.6%	53.8%	30.8%	
Conservatory	79	79	42	16	71	50	22	73
%V	2.6%	2.8%	3.5%	3.2%	3.4%	5.0%	2.0%	3.1%
%H (All HH)		100.0%	53.2%	20.3%	89.9%	63.3%	27.8%	92.4%
%H (TV HH)			53.2%	20.3%	89.9%	63.3%	27.8%	
Attic or loft room	5	5	3	2	3	3	0	5
%V	0.2%	0.2%	0.2%	0.4%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	40.0%	60.0%	60.0%	0.0%	
No specific location	4	4	1	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	50.0%	25.0%	
Other	19	19	12	2	15	9	6	18
%V	0.6%	0.7%	1.0%	0.4%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	63.2%	10.5%	78.9%	47.4%	31.6%	94.7%
%H (TV HH)			63.2%	10.5%	78.9%	47.4%	31.6%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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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	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Any DSAT provider	1211	1211	1211	25	719	719	0	1079
%V	40.3%	42.6%	100.0%	5.0%	34.0%	72.2%	0.0%	45.2%
%H (All HH)			100.0%	2.1%	59.4%	59.4%	0.0%	89.1%
%H (TV HH)			100.0%	2.1%	59.4%	59.4%	0.0%	
Sky with subcription	1019	1019	1019	12	614	614	0	918
%V	33.9%	35.9%	84.1%	2.4%	29.0%	61.6%	0.0%	38.5%
%H (All HH)			100.0%	1.2%	60.3%	60.3%	0.0%	90.1%
%H (TV HH)			100.0%	1.2%	60.3%	60.3%	0.0%	
Sky without subscription	85	85	85	4	37	37	0	72
%V	2.8%	3.0%	7.0%	0.8%	1.7%	3.7%	0.0%	3.0%
%H (All HH)			100.0%	4.7%	43.5%	43.5%	0.0%	84.7%
%H (TV HH)			100.0%	4.7%	43.5%	43.5%	0.0%	
Freesat	126	126	126	11	90	90	0	109
%V	4.2%	4.4%	10.4%	2.2%	4.3%	9.0%	0.0%	4.6%
%H (All HH)			100.0%	8.7%	71.4%	71.4%	0.0%	86.5%
%H (TV HH)			100.0%	8.7%	71.4%	71.4%	0.0%	
Other satellite provider	27	27	27	1	14	14	0	25
%V	0.9%	1.0%	2.2%	0.2%	0.7%	1.4%	0.0%	1.0%
%H (All HH)			100.0%	3.7%	51.9%	51.9%	0.0%	92.6%
%H (TV HH)			100.0%	3.7%	51.9%	51.9%	0.0%	
DCAB	504	504	25	504	295	295	0	460
%V	16.8%	17.7%	2.1%	100.0%	13.9%	29.6%	0.0%	19.3%
%H (All HH)			5.0%	100.0%	58.5%	58.5%	0.0%	91.3%
%H (TV HH)			5.0%	100.0%	58.5%	58.5%	0.0%	
DTT	2115	2115	719	295	2115	996	1119	1649
%V	70.4%	74.4%	59.4%	58.5%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	34.0%	13.9%	100.0%	47.1%	52.9%	78.0%
%H (TV HH)			34.0%	13.9%	100.0%	47.1%	52.9%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
PVR	1870	1870	1071	445	1272	899	373	1669
%V	62.3%	65.8%	88.4%	88.3%	60.1%	90.3%	33.3%	69.9%
%H (All HH)		100.0%	57.3%	23.8%	68.0%	48.1%	19.9%	89.3%
%H (TV HH)			57.3%	23.8%	68.0%	48.1%	19.9%	
DVDR	79	79	34	16	69	37	31	68
%V	2.6%	2.8%	2.8%	3.2%	3.3%	3.7%	2.8%	2.8%
%H (All HH)		100.0%	43.0%	20.3%	87.3%	46.8%	39.2%	86.1%
%H (TV HH)			43.0%	20.3%	87.3%	46.8%	39.2%	
VCR	34	34	11	1	30	7	22	20
%V	1.1%	1.2%	0.9%	0.2%	1.4%	0.7%	2.0%	0.8%
%H (All HH)		100.0%	32.4%	2.9%	88.2%	20.6%	64.7%	58.8%
%H (TV HH)			32.4%	2.9%	88.2%	20.6%	64.7%	
Any recorder	1914	1914	1080	448	1310	905	406	1698
%V	63.7%	67.4%	89.2%	88.9%	61.9%	90.9%	36.3%	71.1%
%H (All HH)		100.0%	56.4%	23.4%	68.4%	47.3%	21.2%	88.7%
%H (TV HH)			56.4%	23.4%	68.4%	47.3%	21.2%	
Receives HDTV (via STB or built-in reception)	1744	1744	909	423	1249	814	435	1556
%V	58.1%	61.4%	75.1%	83.9%	59.1%	81.7%	38.9%	65.2%
%H (All HH)		100.0%	52.1%	24.3%	71.6%	46.7%	24.9%	89.2%
%H (TV HH)			52.1%	24.3%	71.6%	46.7%	24.9%	
DVD/Blu-ray player or recorder	2132	2132	943	396	1640	832	807	1791
%V	71.0%	75.0%	77.9%	78.6%	77.5%	83.5%	72.1%	75.0%
%H (All HH)		100.0%	44.2%	18.6%	76.9%	39.0%	37.9%	84.0%
%H (TV HH)			44.2%	18.6%	76.9%	39.0%	37.9%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3004	2841	1211	504	2115	996	1119	2387
%H (All HH)		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%
%H (TV HH)			42.6%	17.7%	74.4%	35.1%	39.4%	
Has broadband internet	2387	2280	1079	460	1649	913	736	2387
%V	79.5%	80.3%	89.1%	91.3%	78.0%	91.7%	65.8%	100.0%
%H (All HH)		95.5%	45.2%	19.3%	69.1%	38.2%	30.8%	100.0%
%H (TV HH)			47.3%	20.2%	72.3%	40.0%	32.3%	
Number of computers (PCs and laptops)								
0	653	595	150	51	487	97	390	90
%V	21.7%	20.9%	12.4%	10.1%	23.0%	9.7%	34.9%	3.8%
%H (All HH)		91.1%	23.0%	7.8%	74.6%	14.9%	59.7%	13.8%
%H (TV HH)			25.2%	8.6%	81.8%	16.3%	65.5%	
1	886	829	347	147	592	257	335	843
%V	29.5%	29.2%	28.7%	29.2%	28.0%	25.8%	29.9%	35.3%
%H (All HH)		93.6%	39.2%	16.6%	66.8%	29.0%	37.8%	95.1%
%H (TV HH)			41.9%	17.7%	71.4%	31.0%	40.4%	
2	650	621	300	122	439	243	196	641
%V	21.6%	21.9%	24.8%	24.2%	20.8%	24.4%	17.5%	26.9%
%H (All HH)		95.5%	46.2%	18.8%	67.5%	37.4%	30.2%	98.6%
%H (TV HH)			48.3%	19.6%	70.7%	39.1%	31.6%	
3	397	386	209	74	295	192	102	396
%V	13.2%	13.6%	17.3%	14.7%	13.9%	19.3%	9.1%	16.6%
%H (All HH)		97.2%	52.6%	18.6%	74.3%	48.4%	25.7%	99.7%
%H (TV HH)			54.1%	19.2%	76.4%	49.7%	26.4%	
4	217	214	109	55	155	103	52	217
%V	7.2%	7.5%	9.0%	10.9%	7.3%	10.3%	4.6%	9.1%
%H (All HH)		98.6%	50.2%	25.3%	71.4%	47.5%	24.0%	100.0%
%H (TV HH)			50.9%	25.7%	72.4%	48.1%	24.3%	
5+	201	197	96	55	148	103	45	200
%V	6.7%	6.9%	7.9%	10.9%	7.0%	10.3%	4.0%	8.4%
%H (All HH)		98.0%	47.8%	27.4%	73.6%	51.2%	22.4%	99.5%
%H (TV HH)			48.7%	27.9%	75.1%	52.3%	22.8%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5693	2682	1090	4459	2522	1937	4867
%H		47.1%	19.1%	78.3%	44.3%	34.0%	85.5%
Under 20"	644	299	97	574	326	247	560
%V	11.3%	11.1%	8.9%	12.9%	12.9%	12.8%	11.5%
%H		46.4%	15.1%	89.1%	50.6%	38.4%	87.0%
20" - 29"	1163	503	203	968	510	457	945
%V	20.4%	18.8%	18.6%	21.7%	20.2%	23.6%	19.4%
%H		43.3%	17.5%	83.2%	43.9%	39.3%	81.3%
30" - 39"	1943	847	370	1513	785	728	1605
%V	34.1%	31.6%	33.9%	33.9%	31.1%	37.6%	33.0%
%H		43.6%	19.0%	77.9%	40.4%	37.5%	82.6%
40" and over	1862	1006	404	1344	875	469	1694
%V	32.7%	37.5%	37.1%	30.1%	34.7%	24.2%	34.8%
%H		54.0%	21.7%	72.2%	47.0%	25.2%	91.0%
Don't know	81	28	16	61	25	35	63
%V	1.4%	1.0%	1.5%	1.4%	1.0%	1.8%	1.3%
%H		34.6%	19.8%	75.3%	30.9%	43.2%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5693	2682	1090	4459	2522	1937	4867
%H		47.1%	19.1%	78.3%	44.3%	34.0%	85.5%
Main living room	2819	1206	505	2100	996	1104	2265
%V	49.5%	45.0%	46.3%	47.1%	39.5%	57.0%	46.5%
%H		42.8%	17.9%	74.5%	35.3%	39.2%	80.3%
Kitchen	242	118	43	215	132	83	217
%V	4.3%	4.4%	3.9%	4.8%	5.2%	4.3%	4.5%
%H		48.8%	17.8%	88.8%	54.5%	34.3%	89.7%
Adult's bedroom	1623	803	323	1323	817	506	1439
%V	28.5%	29.9%	29.6%	29.7%	32.4%	26.1%	29.6%
%H		49.5%	19.9%	81.5%	50.3%	31.2%	88.7%
Child's bedroom	334	192	84	259	200	59	329
%V	5.9%	7.2%	7.7%	5.8%	7.9%	3.0%	6.8%
%H		57.5%	25.1%	77.5%	59.9%	17.7%	98.5%
Other bedroom	172	98	43	145	109	36	163
%V	3.0%	3.7%	3.9%	3.3%	4.3%	1.9%	3.3%
%H		57.0%	25.0%	84.3%	63.4%	20.9%	94.8%
Second living/dining room	354	185	66	289	185	104	315
%V	6.2%	6.9%	6.1%	6.5%	7.3%	5.4%	6.5%
%H		52.3%	18.6%	81.6%	52.3%	29.4%	89.0%
Study/office	28	14	3	23	12	11	27
%V	0.5%	0.5%	0.3%	0.5%	0.5%	0.6%	0.6%
%H		50.0%	10.7%	82.1%	42.9%	39.3%	96.4%
TV room	14	7	2	11	7	4	14
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		50.0%	14.3%	78.6%	50.0%	28.6%	100.0%
Conservatory	79	42	16	71	50	22	73
%V	1.4%	1.6%	1.5%	1.6%	2.0%	1.1%	1.5%
%H		53.2%	20.3%	89.9%	63.3%	27.8%	92.4%
Attic or loft room	5	3	2	3	3	0	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
No specific location	4	1	1	3	2	1	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Other	19	12	2	15	9	6	18
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		63.2%	10.5%	78.9%	47.4%	31.6%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5693	2682	1090	4459	2522	1937	4867
%H		47.1%	19.1%	78.3%	44.3%	34.0%	85.5%
PVR	2496	1486	625	1642	1225	417	2258
%V	43.8%	55.4%	57.3%	36.8%	48.6%	21.5%	46.4%
%H		59.5%	25.0%	65.8%	49.1%	16.7%	90.5%
DVDR	87	39	19	77	43	34	75
%V	1.5%	1.5%	1.7%	1.7%	1.7%	1.8%	1.5%
%H		44.8%	21.8%	88.5%	49.4%	39.1%	86.2%
VCR	35	11	1	31	7	23	20
%V	0.6%	0.4%	0.1%	0.7%	0.3%	1.2%	0.4%
%H		31.4%	2.9%	88.6%	20.0%	65.7%	57.1%
Any recorder	2554	1500	630	1693	1237	456	2297
%V	44.9%	55.9%	57.8%	38.0%	49.0%	23.5%	47.2%
%H		58.7%	24.7%	66.3%	48.4%	17.9%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: 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	5693	2682	1090	4459	2522	1937	4867
%H		47.1%	19.1%	78.3%	44.3%	34.0%	85.5%
Receives HDTV (via STB or built-in reception)	2515	1332	639	1817	1230	586	2280
%V	44.2%	49.7%	58.6%	40.7%	48.8%	30.3%	46.8%
%H		53.0%	25.4%	72.2%	48.9%	23.3%	90.7%
DVD/Blu-ray player or recorder	3173	1485	637	2509	1427	1082	2762
%V	55.7%	55.4%	58.4%	56.3%	56.6%	55.9%	56.7%
%H		46.8%	20.1%	79.1%	45.0%	34.1%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2835	1211	504	2114	996	1118	2275
%H		42.7%	17.8%	74.6%	35.1%	39.4%	80.2%
Under 20"	33	8	4	24	5	19	17
%V	1.2%	0.7%	0.8%	1.1%	0.5%	1.7%	0.7%
%H		24.2%	12.1%	72.7%	15.2%	57.6%	51.5%
20" - 29"	278	65	24	232	45	187	167
%V	9.8%	5.4%	4.8%	11.0%	4.5%	16.7%	7.3%
%H		23.4%	8.6%	83.5%	16.2%	67.3%	60.1%
30" - 39"	1058	381	167	821	314	507	787
%V	37.3%	31.5%	33.1%	38.8%	31.5%	45.3%	34.6%
%H		36.0%	15.8%	77.6%	29.7%	47.9%	74.4%
40" and over	1427	747	302	1009	624	385	1278
%V	50.3%	61.7%	59.9%	47.7%	62.7%	34.4%	56.2%
%H		52.3%	21.2%	70.7%	43.7%	27.0%	89.6%
Don't know	39	10	7	28	8	20	26
%V	1.4%	0.8%	1.4%	1.3%	0.8%	1.8%	1.1%
%H		25.6%	17.9%	71.8%	20.5%	51.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2835	1211	504	2114	996	1118	2275
%H		42.7%	17.8%	74.6%	35.1%	39.4%	80.2%
PVR	1828	1056	437	1236	881	355	1633
%V	64.5%	87.2%	86.7%	58.5%	88.5%	31.8%	71.8%
%H		57.8%	23.9%	67.6%	48.2%	19.4%	89.3%
DVDR	65	28	12	56	28	28	55
%V	2.3%	2.3%	2.4%	2.6%	2.8%	2.5%	2.4%
%H		43.1%	18.5%	86.2%	43.1%	43.1%	84.6%
VCR	31	9	1	26	6	20	18
%V	1.1%	0.7%	0.2%	1.2%	0.6%	1.8%	0.8%
%H		29.0%	3.2%	83.9%	19.4%	64.5%	58.1%
Any recorder	1871	1065	439	1273	886	387	1661
%V	66.0%	87.9%	87.1%	60.2%	89.0%	34.6%	73.0%
%H		56.9%	23.5%	68.0%	47.4%	20.7%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2835	1211	504	2114	996	1118	2275
%H		42.7%	17.8%	74.6%	35.1%	39.4%	80.2%
Receives HDTV (via STB or built-in reception)	1693	886	417	1202	789	412	1512
%V	59.7%	73.2%	82.7%	56.9%	79.2%	36.9%	66.5%
%H		52.3%	24.6%	71.0%	46.6%	24.3%	89.3%
DVD/Blu-ray player or recorder	1974	867	360	1508	750	758	1647
%V	69.6%	71.6%	71.4%	71.3%	75.3%	67.8%	72.4%
%H		43.9%	18.2%	76.4%	38.0%	38.4%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2858	1471	586	2344	1525	819	2592
%H		51.5%	20.5%	82.0%	53.4%	28.7%	90.7%
Under 20"	611	291	93	550	321	228	542
%V	21.4%	19.8%	15.9%	23.5%	21.0%	27.8%	20.9%
%H		47.6%	15.2%	90.0%	52.5%	37.3%	88.7%
20" - 29"	885	438	179	736	465	271	778
%V	31.0%	29.8%	30.5%	31.4%	30.5%	33.1%	30.0%
%H		49.5%	20.2%	83.2%	52.5%	30.6%	87.9%
30" - 39"	885	466	203	692	471	221	818
%V	31.0%	31.7%	34.6%	29.5%	30.9%	27.0%	31.6%
%H		52.7%	22.9%	78.2%	53.2%	25.0%	92.4%
40" and over	435	259	102	335	251	84	416
%V	15.2%	17.6%	17.4%	14.3%	16.5%	10.3%	16.0%
%H		59.5%	23.4%	77.0%	57.7%	19.3%	95.6%
Don't know	42	17	8	32	17	15	38
%V	1.5%	1.2%	1.4%	1.4%	1.1%	1.8%	1.5%
%H		40.5%	19.0%	76.2%	40.5%	35.7%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2858	1471	586	2344	1525	819	2592
%H		51.5%	20.5%	82.0%	53.4%	28.7%	90.7%
PVR	669	430	188	406	344	62	625
%V	23.4%	29.2%	32.1%	17.3%	22.6%	7.6%	24.1%
%H		64.3%	28.1%	60.7%	51.4%	9.3%	93.4%
DVDR	23	11	7	21	15	6	21
%V	0.8%	0.7%	1.2%	0.9%	1.0%	0.7%	0.8%
%H		47.8%	30.4%	91.3%	65.2%	26.1%	91.3%
VCR	5	1	1	5	2	3	2
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	40.0%
Any recorder	683	436	191	420	351	69	636
%V	23.9%	29.6%	32.6%	17.9%	23.0%	8.4%	24.5%
%H		63.8%	28.0%	61.5%	51.4%	10.1%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2858	1471	586	2344	1525	819	2592
%H		51.5%	20.5%	82.0%	53.4%	28.7%	90.7%
Receives HDTV (via STB or built-in reception)	823	446	222	615	441	174	768
%V	28.8%	30.3%	37.9%	26.2%	28.9%	21.2%	29.6%
%H		54.2%	27.0%	74.7%	53.6%	21.1%	93.3%
DVD/Blu-ray player or recorder	1199	618	277	1001	677	324	1115
%V	42.0%	42.0%	47.3%	42.7%	44.4%	39.6%	43.0%
%H		51.5%	23.1%	83.5%	56.5%	27.0%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6907	6583	3134	1276	4778	2611	2167	6045
%H		95.3%	45.4%	18.5%	69.2%	37.8%	31.4%	87.5%
Total Children	1330	1288	687	257	855	524	332	1278
%V	19.3%	19.6%	21.9%	20.1%	17.9%	20.1%	15.3%	21.1%
%H		96.8%	51.7%	19.3%	64.3%	39.4%	25.0%	96.1%
0 - 3	333	315	174	53	195	109	85	310
%V	4.8%	4.8%	5.6%	4.2%	4.1%	4.2%	3.9%	5.1%
%H		94.6%	52.3%	15.9%	58.6%	32.7%	25.5%	93.1%
4 - 15	996	973	513	204	661	415	246	968
%V	14.4%	14.8%	16.4%	16.0%	13.8%	15.9%	11.4%	16.0%
%H		97.7%	51.5%	20.5%	66.4%	41.7%	24.7%	97.2%
4 - 9	523	508	278	103	331	213	118	502
%V	7.6%	7.7%	8.9%	8.1%	6.9%	8.2%	5.4%	8.3%
%H		97.1%	53.2%	19.7%	63.3%	40.7%	22.6%	96.0%
10 - 15	473	465	236	101	330	202	128	466
%V	6.8%	7.1%	7.5%	7.9%	6.9%	7.7%	5.9%	7.7%
%H		98.3%	49.9%	21.4%	69.8%	42.7%	27.1%	98.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6907	6583	3134	1276	4778	2611	2167	6045
%H		95.3%	45.4%	18.5%	69.2%	37.8%	31.4%	87.5%
Total Adults (16+)	5577	5295	2447	1019	3922	2087	1836	4768
%V	80.7%	80.4%	78.1%	79.9%	82.1%	79.9%	84.7%	78.9%
%H		94.9%	43.9%	18.3%	70.3%	37.4%	32.9%	85.5%
16 - 19	329	312	159	74	230	145	85	321
%V	4.8%	4.7%	5.1%	5.8%	4.8%	5.6%	3.9%	5.3%
%H		94.8%	48.3%	22.5%	69.9%	44.1%	25.8%	97.6%
20 - 24	437	394	176	85	297	162	135	414
%V	6.3%	6.0%	5.6%	6.7%	6.2%	6.2%	6.2%	6.8%
%H		90.2%	40.3%	19.5%	68.0%	37.1%	30.9%	94.7%
25 - 34	917	850	462	151	534	308	226	866
%V	13.3%	12.9%	14.7%	11.8%	11.2%	11.8%	10.4%	14.3%
%H		92.7%	50.4%	16.5%	58.2%	33.6%	24.6%	94.4%
35 - 44	867	831	435	165	581	354	227	819
%V	12.6%	12.6%	13.9%	12.9%	12.2%	13.6%	10.5%	13.5%
%H		95.8%	50.2%	19.0%	67.0%	40.8%	26.2%	94.5%
45 - 54	1005	970	477	215	726	440	285	923
%V	14.6%	14.7%	15.2%	16.8%	15.2%	16.9%	13.2%	15.3%
%H		96.5%	47.5%	21.4%	72.2%	43.8%	28.4%	91.8%
55 - 64	810	781	350	166	596	325	271	705
%V	11.7%	11.9%	11.2%	13.0%	12.5%	12.4%	12.5%	11.7%
%H		96.4%	43.2%	20.5%	73.6%	40.1%	33.5%	87.0%
65+	1212	1156	388	164	959	352	607	719
%V	17.5%	17.6%	12.4%	12.9%	20.1%	13.5%	28.0%	11.9%
%H		95.4%	32.0%	13.5%	79.1%	29.0%	50.1%	59.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5577	5295	2447	1019	3922	2087	1836	4768
%H		94.9%	43.9%	18.3%	70.3%	37.4%	32.9%	85.5%
AB	1385	1329	686	233	985	558	427	1318
%V	24.8%	25.1%	28.0%	22.9%	25.1%	26.7%	23.3%	27.6%
%H		96.0%	49.5%	16.8%	71.1%	40.3%	30.8%	95.2%
C1	1513	1430	654	285	1060	575	485	1379
%V	27.1%	27.0%	26.7%	28.0%	27.0%	27.6%	26.4%	28.9%
%H		94.5%	43.2%	18.8%	70.1%	38.0%	32.1%	91.1%
C2	1290	1238	597	260	905	523	382	1103
%V	23.1%	23.4%	24.4%	25.5%	23.1%	25.1%	20.8%	23.1%
%H		96.0%	46.3%	20.2%	70.2%	40.5%	29.6%	85.5%
D	860	814	358	157	599	300	299	673
%V	15.4%	15.4%	14.6%	15.4%	15.3%	14.4%	16.3%	14.1%
%H		94.7%	41.6%	18.3%	69.7%	34.9%	34.8%	78.3%
E	528	484	153	86	374	130	244	294
%V	9.5%	9.1%	6.3%	8.4%	9.5%	6.2%	13.3%	6.2%
%H		91.7%	29.0%	16.3%	70.8%	24.6%	46.2%	55.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5577	5295	2447	1019	3922	2087	1836	4768
%H		94.9%	43.9%	18.3%	70.3%	37.4%	32.9%	85.5%
Working full time	2567	2459	1270	524	1744	1078	665	2451
%V	46.0%	46.4%	51.9%	51.4%	44.5%	51.7%	36.2%	51.4%
%H		95.8%	49.5%	20.4%	67.9%	42.0%	25.9%	95.5%
Working part time	471	458	231	96	339	203	135	443
%V	8.4%	8.6%	9.4%	9.4%	8.6%	9.7%	7.4%	9.3%
%H		97.2%	49.0%	20.4%	72.0%	43.1%	28.7%	94.1%
Not working	2539	2378	945	400	1840	805	1035	1874
%V	45.5%	44.9%	38.6%	39.3%	46.9%	38.6%	56.4%	39.3%
%H		93.7%	37.2%	15.8%	72.5%	31.7%	40.8%	73.8%
Housewife/Houseperson	3004	2841	1211	504	2115	996	1119	2387
%V	53.9%	53.7%	49.5%	49.5%	53.9%	47.7%	60.9%	50.1%
%H		94.6%	40.3%	16.8%	70.4%	33.2%	37.3%	79.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2729	2566	1211	513	1889	1041	848	2361
%H		94.0%	44.4%	18.8%	69.2%	38.1%	31.1%	86.5%
16 - 19	170	157	78	42	115	75	40	167
%V	6.2%	6.1%	6.4%	8.2%	6.1%	7.2%	4.7%	7.1%
%H		92.4%	45.9%	24.7%	67.6%	44.1%	23.5%	98.2%
20 - 24	216	195	89	47	149	86	63	207
%V	7.9%	7.6%	7.3%	9.2%	7.9%	8.3%	7.4%	8.8%
%H		90.3%	41.2%	21.8%	69.0%	39.8%	29.2%	95.8%
25 - 34	459	418	228	76	269	160	109	430
%V	16.8%	16.3%	18.8%	14.8%	14.2%	15.4%	12.9%	18.2%
%H		91.1%	49.7%	16.6%	58.6%	34.9%	23.7%	93.7%
35 - 44	426	405	208	79	275	161	114	400
%V	15.6%	15.8%	17.2%	15.4%	14.6%	15.5%	13.4%	16.9%
%H		95.1%	48.8%	18.5%	64.6%	37.8%	26.8%	93.9%
45 - 54	494	474	235	105	354	216	137	448
%V	18.1%	18.5%	19.4%	20.5%	18.7%	20.7%	16.2%	19.0%
%H		96.0%	47.6%	21.3%	71.7%	43.7%	27.7%	90.7%
55 - 64	404	390	174	85	298	166	133	352
%V	14.8%	15.2%	14.4%	16.6%	15.8%	15.9%	15.7%	14.9%
%H		96.5%	43.1%	21.0%	73.8%	41.1%	32.9%	87.1%
65+	559	528	199	79	429	178	252	358
%V	20.5%	20.6%	16.4%	15.4%	22.7%	17.1%	29.7%	15.2%
%H		94.5%	35.6%	14.1%	76.7%	31.8%	45.1%	64.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2729	2566	1211	513	1889	1041	848	2361
%H		94.0%	44.4%	18.8%	69.2%	38.1%	31.1%	86.5%
AB	687	655	337	118	486	278	208	656
%V	25.2%	25.5%	27.8%	23.0%	25.7%	26.7%	24.5%	27.8%
%H		95.3%	49.1%	17.2%	70.7%	40.5%	30.3%	95.5%
C1	704	655	312	138	483	278	205	657
%V	25.8%	25.5%	25.8%	26.9%	25.6%	26.7%	24.2%	27.8%
%H		93.0%	44.3%	19.6%	68.6%	39.5%	29.1%	93.3%
C2	709	676	331	139	490	285	205	594
%V	26.0%	26.3%	27.3%	27.1%	25.9%	27.4%	24.2%	25.2%
%H		95.3%	46.7%	19.6%	69.1%	40.2%	28.9%	83.8%
D	407	381	165	82	281	146	135	328
%V	14.9%	14.8%	13.6%	16.0%	14.9%	14.0%	15.9%	13.9%
%H		93.6%	40.5%	20.1%	69.0%	35.9%	33.2%	80.6%
E	223	198	66	36	150	55	95	125
%V	8.2%	7.7%	5.5%	7.0%	7.9%	5.3%	11.2%	5.3%
%H		88.8%	29.6%	16.1%	67.3%	24.7%	42.6%	56.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2729	2566	1211	513	1889	1041	848	2361
%H		94.0%	44.4%	18.8%	69.2%	38.1%	31.1%	86.5%
Working full time	1531	1462	766	313	1035	649	386	1456
%V	56.1%	57.0%	63.3%	61.0%	54.8%	62.3%	45.5%	61.7%
%H		95.5%	50.0%	20.4%	67.6%	42.4%	25.2%	95.1%
Working part time	112	107	51	23	75	40	34	99
%V	4.1%	4.2%	4.2%	4.5%	4.0%	3.8%	4.0%	4.2%
%H		95.5%	45.5%	20.5%	67.0%	35.7%	30.4%	88.4%
Not working	1086	998	394	177	779	351	428	806
%V	39.8%	38.9%	32.5%	34.5%	41.2%	33.7%	50.5%	34.1%
%H		91.9%	36.3%	16.3%	71.7%	32.3%	39.4%	74.2%
Housewife/Houseperson	644	580	214	98	429	163	266	442
%V	23.6%	22.6%	17.7%	19.1%	22.7%	15.7%	31.4%	18.7%
%H		90.1%	33.2%	15.2%	66.6%	25.3%	41.3%	68.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2728	1236	506	2033	1046	988	2407
%H		95.8%	43.4%	17.8%	71.4%	36.7%	34.7%	84.5%
16 - 19	159	155	81	32	115	70	45	154
%V	5.6%	5.7%	6.6%	6.3%	5.7%	6.7%	4.6%	6.4%
%H		97.5%	50.9%	20.1%	72.3%	44.0%	28.3%	96.9%
20 - 24	221	199	87	38	148	76	72	208
%V	7.8%	7.3%	7.0%	7.5%	7.3%	7.3%	7.3%	8.6%
%H		90.0%	39.4%	17.2%	67.0%	34.4%	32.6%	94.1%
25 - 34	458	432	234	75	265	148	117	437
%V	16.1%	15.8%	18.9%	14.8%	13.0%	14.1%	11.8%	18.2%
%H		94.3%	51.1%	16.4%	57.9%	32.3%	25.5%	95.4%
35 - 44	441	427	227	86	306	193	112	419
%V	15.5%	15.7%	18.4%	17.0%	15.1%	18.5%	11.3%	17.4%
%H		96.8%	51.5%	19.5%	69.4%	43.8%	25.4%	95.0%
45 - 54	511	496	242	110	372	224	148	475
%V	17.9%	18.2%	19.6%	21.7%	18.3%	21.4%	15.0%	19.7%
%H		97.1%	47.4%	21.5%	72.8%	43.8%	29.0%	93.0%
55 - 64	406	392	176	80	298	159	138	353
%V	14.3%	14.4%	14.2%	15.8%	14.7%	15.2%	14.0%	14.7%
%H		96.6%	43.3%	19.7%	73.4%	39.2%	34.0%	86.9%
65+	653	628	190	84	529	174	355	361
%V	22.9%	23.0%	15.4%	16.6%	26.0%	16.6%	35.9%	15.0%
%H		96.2%	29.1%	12.9%	81.0%	26.6%	54.4%	55.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2728	1236	506	2033	1046	988	2407
%H		95.8%	43.4%	17.8%	71.4%	36.7%	34.7%	84.5%
AB	698	674	349	114	499	280	219	662
%V	24.5%	24.7%	28.2%	22.5%	24.5%	26.8%	22.2%	27.5%
%H		96.6%	50.0%	16.3%	71.5%	40.1%	31.4%	94.8%
C1	809	774	342	147	577	297	280	722
%V	28.4%	28.4%	27.7%	29.1%	28.4%	28.4%	28.3%	30.0%
%H		95.7%	42.3%	18.2%	71.3%	36.7%	34.6%	89.2%
C2	582	561	266	120	415	239	177	509
%V	20.4%	20.6%	21.5%	23.7%	20.4%	22.8%	17.9%	21.1%
%H		96.4%	45.7%	20.6%	71.3%	41.1%	30.4%	87.5%
D	453	433	193	74	318	154	164	345
%V	15.9%	15.9%	15.6%	14.6%	15.6%	14.7%	16.6%	14.3%
%H		95.6%	42.6%	16.3%	70.2%	34.0%	36.2%	76.2%
E	306	285	86	50	224	75	149	169
%V	10.7%	10.4%	7.0%	9.9%	11.0%	7.2%	15.1%	7.0%
%H		93.1%	28.1%	16.3%	73.2%	24.5%	48.7%	55.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2728	1236	506	2033	1046	988	2407
%H		95.8%	43.4%	17.8%	71.4%	36.7%	34.7%	84.5%
Working full time	1035	997	504	211	709	429	280	995
%V	36.3%	36.5%	40.8%	41.7%	34.9%	41.0%	28.3%	41.3%
%H		96.3%	48.7%	20.4%	68.5%	41.4%	27.1%	96.1%
Working part time	359	351	180	73	264	163	101	343
%V	12.6%	12.9%	14.6%	14.4%	13.0%	15.6%	10.2%	14.3%
%H		97.8%	50.1%	20.3%	73.5%	45.4%	28.1%	95.5%
Not working	1454	1380	551	223	1061	454	607	1068
%V	51.1%	50.6%	44.6%	44.1%	52.2%	43.4%	61.4%	44.4%
%H		94.9%	37.9%	15.3%	73.0%	31.2%	41.7%	73.5%
Housewife/Houseperson	2360	2262	998	406	1686	833	853	1945
%V	82.9%	82.9%	80.7%	80.2%	82.9%	79.6%	86.3%	80.8%
%H		95.8%	42.3%	17.2%	71.4%	35.3%	36.1%	82.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
AB	625	611	285	73	476	227	249	583
%V	22.9%	23.6%	25.8%	23.8%	23.2%	24.9%	21.8%	26.8%
%H (All HH)		97.8%	45.6%	11.7%	76.2%	36.3%	39.8%	93.3%
%H (TV HH)			46.6%	11.9%	77.9%	37.2%	40.8%	
C1	708	657	271	92	512	232	280	601
%V	26.0%	25.4%	24.5%	30.0%	24.9%	25.5%	24.5%	27.6%
%H (All HH)		92.8%	38.3%	13.0%	72.3%	32.8%	39.5%	84.9%
%H (TV HH)			41.2%	14.0%	77.9%	35.3%	42.6%	
C2	642	622	277	73	511	245	266	519
%V	23.5%	24.1%	25.1%	23.8%	24.9%	26.9%	23.3%	23.8%
%H (All HH)		96.9%	43.1%	11.4%	79.6%	38.2%	41.4%	80.8%
%H (TV HH)			44.5%	11.7%	82.2%	39.4%	42.8%	
D	427	398	160	45	314	127	187	299
%V	15.7%	15.4%	14.5%	14.7%	15.3%	13.9%	16.3%	13.7%
%H (All HH)		93.2%	37.5%	10.5%	73.5%	29.7%	43.8%	70.0%
%H (TV HH)			40.2%	11.3%	78.9%	31.9%	47.0%	
E	325	299	111	23	242	80	161	176
%V	11.9%	11.6%	10.0%	7.5%	11.8%	8.8%	14.1%	8.1%
%H (All HH)		92.0%	34.2%	7.1%	74.5%	24.6%	49.5%	54.2%
%H (TV HH)			37.1%	7.7%	80.9%	26.8%	53.8%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Under 25	129	104	30	9	72	20	52	122
%V	4.7%	4.0%	2.7%	2.9%	3.5%	2.2%	4.5%	5.6%
%H (All HH)		80.6%	23.3%	7.0%	55.8%	15.5%	40.3%	94.6%
%H (TV HH)			28.8%	8.7%	69.2%	19.2%	50.0%	
25 - 34	403	373	211	33	256	138	118	381
%V	14.8%	14.4%	19.1%	10.7%	12.5%	15.1%	10.3%	17.5%
%H (All HH)		92.6%	52.4%	8.2%	63.5%	34.2%	29.3%	94.5%
%H (TV HH)			56.6%	8.8%	68.6%	37.0%	31.6%	
35 - 44	449	429	225	63	309	175	133	421
%V	16.5%	16.6%	20.4%	20.5%	15.0%	19.2%	11.6%	19.3%
%H (All HH)		95.5%	50.1%	14.0%	68.8%	39.0%	29.6%	93.8%
%H (TV HH)			52.4%	14.7%	72.0%	40.8%	31.0%	
45 - 54	531	512	250	82	391	214	178	491
%V	19.5%	19.8%	22.6%	26.7%	19.0%	23.5%	15.6%	22.5%
%H (All HH)		96.4%	47.1%	15.4%	73.6%	40.3%	33.5%	92.5%
%H (TV HH)			48.8%	16.0%	76.4%	41.8%	34.8%	
55 - 64	444	431	171	53	360	154	207	366
%V	16.3%	16.7%	15.5%	17.3%	17.5%	16.9%	18.1%	16.8%
%H (All HH)		97.1%	38.5%	11.9%	81.1%	34.7%	46.6%	82.4%
%H (TV HH)			39.7%	12.3%	83.5%	35.7%	48.0%	
65 +	770	737	219	66	666	211	456	397
%V	28.2%	28.5%	19.8%	21.5%	32.4%	23.2%	39.9%	18.2%
%H (All HH)		95.7%	28.4%	8.6%	86.5%	27.4%	59.2%	51.6%
%H (TV HH)			29.7%	9.0%	90.4%	28.6%	61.9%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
1	840	769	207	65	651	165	485	462
%V	30.8%	29.7%	18.7%	21.2%	31.7%	18.1%	42.4%	21.2%
%H (All HH)		91.5%	24.6%	7.7%	77.5%	19.6%	57.7%	55.0%
%H (TV HH)			26.9%	8.5%	84.7%	21.5%	63.1%	
2	984	949	396	128	766	351	415	847
%V	36.1%	36.7%	35.8%	41.7%	37.3%	38.5%	36.3%	38.9%
%H (All HH)		96.4%	40.2%	13.0%	77.8%	35.7%	42.2%	86.1%
%H (TV HH)			41.7%	13.5%	80.7%	37.0%	43.7%	
3	393	376	205	51	269	153	116	378
%V	14.4%	14.5%	18.6%	16.6%	13.1%	16.8%	10.1%	17.4%
%H (All HH)		95.7%	52.2%	13.0%	68.4%	38.9%	29.5%	96.2%
%H (TV HH)			54.5%	13.6%	71.5%	40.7%	30.9%	
4	336	327	206	39	251	174	78	324
%V	12.3%	12.6%	18.6%	12.7%	12.2%	19.1%	6.8%	14.9%
%H (All HH)		97.3%	61.3%	11.6%	74.7%	51.8%	23.2%	96.4%
%H (TV HH)			63.0%	11.9%	76.8%	53.2%	23.9%	
5+	173	165	91	24	117	67	50	167
%V	6.3%	6.4%	8.2%	7.8%	5.7%	7.4%	4.4%	7.7%
%H (All HH)		95.4%	52.6%	13.9%	67.6%	38.7%	28.9%	96.5%
%H (TV HH)			55.2%	14.5%	70.9%	40.6%	30.3%	
Average HH size	2.31	2.33	2.66	2.49	2.25	2.62	1.96	2.53

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Without	2061	1938	720	226	1594	626	967	1541
%V	75.6%	74.9%	65.2%	73.6%	77.6%	68.7%	84.5%	70.8%
%H (All HH)		94.0%	34.9%	11.0%	77.3%	30.4%	46.9%	74.8%
%H (TV HH)			37.2%	11.7%	82.2%	32.3%	49.9%	
With	666	648	384	80	460	284	176	636
%V	24.4%	25.1%	34.8%	26.1%	22.4%	31.2%	15.4%	29.2%
%H (All HH)		97.3%	57.7%	12.0%	69.1%	42.6%	26.4%	95.5%
%H (TV HH)			59.3%	12.3%	71.0%	43.8%	27.2%	
0 - 3	257	248	144	21	181	102	79	240
%V	9.4%	9.6%	13.0%	6.8%	8.8%	11.2%	6.9%	11.0%
%H (All HH)		96.5%	56.0%	8.2%	70.4%	39.7%	30.7%	93.4%
%H (TV HH)			58.1%	8.5%	73.0%	41.1%	31.9%	
4 - 9	334	327	193	40	227	136	91	320
%V	12.2%	12.6%	17.5%	13.0%	11.1%	14.9%	8.0%	14.7%
%H (All HH)		97.9%	57.8%	12.0%	68.0%	40.7%	27.2%	95.8%
%H (TV HH)			59.0%	12.2%	69.4%	41.6%	27.8%	
10 - 15	307	301	182	45	222	149	73	298
%V	11.3%	11.6%	16.5%	14.7%	10.8%	16.4%	6.4%	13.7%
%H (All HH)		98.0%	59.3%	14.7%	72.3%	48.5%	23.8%	97.1%
%H (TV HH)			60.5%	15.0%	73.8%	49.5%	24.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
1	995	995	323	93	727	178	549	698
%V	36.5%	38.5%	29.2%	30.3%	35.4%	19.5%	48.0%	32.0%
%H (All HH)		100.0%	32.5%	9.3%	73.1%	17.9%	55.2%	70.2%
%H (TV HH)			32.5%	9.3%	73.1%	17.9%	55.2%	
2	928	928	424	124	758	380	377	761
%V	34.0%	35.9%	38.4%	40.4%	36.9%	41.7%	33.0%	34.9%
%H (All HH)		100.0%	45.7%	13.4%	81.7%	40.9%	40.6%	82.0%
%H (TV HH)			45.7%	13.4%	81.7%	40.9%	40.6%	
3	383	383	191	54	325	185	140	350
%V	14.0%	14.8%	17.3%	17.6%	15.8%	20.3%	12.2%	16.1%
%H (All HH)		100.0%	49.9%	14.1%	84.9%	48.3%	36.6%	91.4%
%H (TV HH)			49.9%	14.1%	84.9%	48.3%	36.6%	
4	185	185	113	22	160	109	51	178
%V	6.8%	7.2%	10.2%	7.2%	7.8%	12.0%	4.5%	8.2%
%H (All HH)		100.0%	61.1%	11.9%	86.5%	58.9%	27.6%	96.2%
%H (TV HH)			61.1%	11.9%	86.5%	58.9%	27.6%	
5+	95	95	55	14	84	58	26	94
%V	3.5%	3.7%	5.0%	4.6%	4.1%	6.4%	2.3%	4.3%
%H (All HH)		100.0%	57.9%	14.7%	88.4%	61.1%	27.4%	98.9%
%H (TV HH)			57.9%	14.7%	88.4%	61.1%	27.4%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%V (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Under 20"	544	544	231	75	467	234	233	457
%V	19.9%	21.0%	20.9%	24.4%	22.7%	25.7%	20.4%	21.0%
%H (All HH)		100.0%	42.5%	13.8%	85.8%	43.0%	42.8%	84.0%
%H (TV HH)			42.5%	13.8%	85.8%	43.0%	42.8%	
20" - 29"	944	944	387	100	813	365	448	759
%V	34.6%	36.5%	35.0%	32.6%	39.6%	40.1%	39.2%	34.8%
%H (All HH)		100.0%	41.0%	10.6%	86.1%	38.7%	47.5%	80.4%
%H (TV HH)			41.0%	10.6%	86.1%	38.7%	47.5%	
30" - 39"	1329	1329	601	160	1074	513	561	1078
%V	48.7%	51.4%	54.4%	52.1%	52.3%	56.3%	49.0%	49.5%
%H (All HH)		100.0%	45.2%	12.0%	80.8%	38.6%	42.2%	81.1%
%H (TV HH)			45.2%	12.0%	80.8%	38.6%	42.2%	
40" and over	1351	1351	694	186	1049	587	463	1200
%V	49.5%	52.2%	62.8%	60.6%	51.1%	64.4%	40.5%	55.1%
%H (All HH)		100.0%	51.4%	13.8%	77.6%	43.4%	34.3%	88.8%
%H (TV HH)			51.4%	13.8%	77.6%	43.4%	34.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Main living room	2550	2550	1095	305	2036	904	1133	2054
%V	93.5%	98.6%	99.1%	99.3%	99.1%	99.2%	99.0%	94.3%
%H (All HH)		100.0%	42.9%	12.0%	79.8%	35.5%	44.4%	80.5%
%H (TV HH)			42.9%	12.0%	79.8%	35.5%	44.4%	
Kitchen	329	329	156	41	297	166	132	282
%V	12.1%	12.7%	14.1%	13.4%	14.5%	18.2%	11.5%	12.9%
%H (All HH)		100.0%	47.4%	12.5%	90.3%	50.5%	40.1%	85.7%
%H (TV HH)			47.4%	12.5%	90.3%	50.5%	40.1%	
Adult's bedroom	1146	1146	571	158	950	542	408	1005
%V	42.0%	44.3%	51.7%	51.5%	46.3%	59.5%	35.7%	46.1%
%H (All HH)		100.0%	49.8%	13.8%	82.9%	47.3%	35.6%	87.7%
%H (TV HH)			49.8%	13.8%	82.9%	47.3%	35.6%	
Child's bedroom	261	261	147	33	203	128	75	254
%V	9.6%	10.1%	13.3%	10.7%	9.9%	14.1%	6.6%	11.7%
%H (All HH)		100.0%	56.3%	12.6%	77.8%	49.0%	28.7%	97.3%
%H (TV HH)			56.3%	12.6%	77.8%	49.0%	28.7%	
Other bedroom	143	143	80	15	130	82	47	134
%V	5.2%	5.5%	7.2%	4.9%	6.3%	9.0%	4.1%	6.2%
%H (All HH)		100.0%	55.9%	10.5%	90.9%	57.3%	32.9%	93.7%
%H (TV HH)			55.9%	10.5%	90.9%	57.3%	32.9%	
Second living/dining room	287	287	142	43	246	142	104	246
%V	10.5%	11.1%	12.9%	14.0%	12.0%	15.6%	9.1%	11.3%
%H (All HH)		100.0%	49.5%	15.0%	85.7%	49.5%	36.2%	85.7%
%H (TV HH)			49.5%	15.0%	85.7%	49.5%	36.2%	
Study/office	39	39	23	3	29	18	10	38
%V	1.4%	1.5%	2.1%	1.0%	1.4%	2.0%	0.9%	1.7%
%H (All HH)		100.0%	59.0%	7.7%	74.4%	46.2%	25.6%	97.4%
%H (TV HH)			59.0%	7.7%	74.4%	46.2%	25.6%	
TV room	11	11	7	0	8	5	3	11
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	63.6%	0.0%	72.7%	45.5%	27.3%	100.0%
%H (TV HH)			63.6%	0.0%	72.7%	45.5%	27.3%	
Conservatory	87	87	47	8	71	39	32	77
%V	3.2%	3.4%	4.3%	2.6%	3.5%	4.3%	2.8%	3.5%
%H (All HH)		100.0%	54.0%	9.2%	81.6%	44.8%	36.8%	88.5%
%H (TV HH)			54.0%	9.2%	81.6%	44.8%	36.8%	
Attic or loft room	8	8	5	3	6	4	1	7
%V	0.3%	0.3%	0.5%	1.0%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	62.5%	37.5%	75.0%	50.0%	12.5%	87.5%
%H (TV HH)			62.5%	37.5%	75.0%	50.0%	12.5%	
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	22	22	13	2	19	12	8	20
%V	0.8%	0.9%	1.2%	0.7%	0.9%	1.3%	0.7%	0.9%
%H (All HH)		100.0%	59.1%	9.1%	86.4%	54.5%	36.4%	90.9%
%H (TV HH)			59.1%	9.1%	86.4%	54.5%	36.4%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Any DSAT provider	1105	1105	1105	13	730	730	0	979
%V	40.5%	42.7%	100.0%	4.2%	35.5%	80.1%	0.0%	44.9%
%H (All HH)			100.0%	1.2%	66.1%	66.1%	0.0%	88.6%
%H (TV HH)			100.0%	1.2%	66.1%	66.1%	0.0%	
Sky with subcription	898	898	898	4	616	616	0	813
%V	32.9%	34.7%	81.3%	1.3%	30.0%	67.6%	0.0%	37.3%
%H (All HH)			100.0%	0.4%	68.6%	68.6%	0.0%	90.5%
%H (TV HH)			100.0%	0.4%	68.6%	68.6%	0.0%	
Sky without subscription	97	97	97	3	51	51	0	79
%V	3.6%	3.8%	8.8%	1.0%	2.5%	5.6%	0.0%	3.6%
%H (All HH)			100.0%	3.1%	52.6%	52.6%	0.0%	81.4%
%H (TV HH)			100.0%	3.1%	52.6%	52.6%	0.0%	
Freesat	110	110	110	4	72	72	0	92
%V	4.0%	4.3%	10.0%	1.3%	3.5%	7.9%	0.0%	4.2%
%H (All HH)			100.0%	3.6%	65.5%	65.5%	0.0%	83.6%
%H (TV HH)			100.0%	3.6%	65.5%	65.5%	0.0%	
Other satellite provider	27	27	27	2	8	8	0	21
%V	1.0%	1.0%	2.4%	0.7%	0.4%	0.9%	0.0%	1.0%
%H (All HH)			100.0%	7.4%	29.6%	29.6%	0.0%	77.8%
%H (TV HH)			100.0%	7.4%	29.6%	29.6%	0.0%	
DCAB	307	307	13	307	187	187	0	284
%V	11.3%	11.9%	1.2%	100.0%	9.1%	20.5%	0.0%	13.0%
%H (All HH)			4.2%	100.0%	60.9%	60.9%	0.0%	92.5%
%H (TV HH)			4.2%	100.0%	60.9%	60.9%	0.0%	
DTT	2054	2054	730	187	2054	911	1144	1607
%V	75.3%	79.4%	66.1%	60.9%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	35.5%	9.1%	100.0%	44.4%	55.7%	78.2%
%H (TV HH)			35.5%	9.1%	100.0%	44.4%	55.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
PVR	1525	1525	918	247	1148	776	373	1395
%V	55.9%	59.0%	83.1%	80.5%	55.9%	85.2%	32.6%	64.0%
%H (All HH)		100.0%	60.2%	16.2%	75.3%	50.9%	24.5%	91.5%
%H (TV HH)			60.2%	16.2%	75.3%	50.9%	24.5%	
DVDR	95	95	35	10	83	32	51	77
%V	3.5%	3.7%	3.2%	3.3%	4.0%	3.5%	4.5%	3.5%
%H (All HH)		100.0%	36.8%	10.5%	87.4%	33.7%	53.7%	81.1%
%H (TV HH)			36.8%	10.5%	87.4%	33.7%	53.7%	
VCR	135	135	42	15	113	36	78	89
%V	5.0%	5.2%	3.8%	4.9%	5.5%	4.0%	6.8%	4.1%
%H (All HH)		100.0%	31.1%	11.1%	83.7%	26.7%	57.8%	65.9%
%H (TV HH)			31.1%	11.1%	83.7%	26.7%	57.8%	
Any recorder	1620	1620	932	252	1238	790	448	1446
%V	59.4%	62.6%	84.3%	82.1%	60.3%	86.7%	39.2%	66.4%
%H (All HH)		100.0%	57.5%	15.6%	76.4%	48.8%	27.7%	89.3%
%H (TV HH)			57.5%	15.6%	76.4%	48.8%	27.7%	
Receives HDTV (via STB or built-in reception)	1455	1455	816	239	1110	698	412	1325
%V	53.4%	56.3%	73.8%	77.9%	54.0%	76.6%	36.0%	60.8%
%H (All HH)		100.0%	56.1%	16.4%	76.3%	48.0%	28.3%	91.1%
%H (TV HH)			56.1%	16.4%	76.3%	48.0%	28.3%	
DVD/Blu-ray player or recorder	1945	1945	879	254	1582	766	816	1647
%V	71.3%	75.2%	79.5%	82.7%	77.0%	84.1%	71.3%	75.6%
%H (All HH)		100.0%	45.2%	13.1%	81.3%	39.4%	42.0%	84.7%
%H (TV HH)			45.2%	13.1%	81.3%	39.4%	42.0%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2727	2586	1105	307	2054	911	1144	2178
%H (All HH)		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%
%H (TV HH)			42.7%	11.9%	79.4%	35.2%	44.2%	
Has broadband internet	2178	2082	979	284	1607	816	791	2178
%V	79.9%	80.5%	88.6%	92.5%	78.2%	89.6%	69.1%	100.0%
%H (All HH)		95.6%	44.9%	13.0%	73.8%	37.5%	36.3%	100.0%
%H (TV HH)			47.0%	13.6%	77.2%	39.2%	38.0%	
Number of computers (PCs and laptops)								
0	585	538	149	27	470	112	359	85
%V	21.5%	20.8%	13.5%	8.8%	22.9%	12.3%	31.4%	3.9%
%H (All HH)		92.0%	25.5%	4.6%	80.3%	19.1%	61.4%	14.5%
%H (TV HH)			27.7%	5.0%	87.4%	20.8%	66.7%	
1	749	703	276	88	555	225	330	708
%V	27.5%	27.2%	25.0%	28.7%	27.0%	24.7%	28.8%	32.5%
%H (All HH)		93.9%	36.8%	11.7%	74.1%	30.0%	44.1%	94.5%
%H (TV HH)			39.3%	12.5%	78.9%	32.0%	46.9%	
2	594	574	267	83	452	236	216	586
%V	21.8%	22.2%	24.2%	27.0%	22.0%	25.9%	18.9%	26.9%
%H (All HH)		96.6%	44.9%	14.0%	76.1%	39.7%	36.4%	98.7%
%H (TV HH)			46.5%	14.5%	78.7%	41.1%	37.6%	
3	365	349	188	54	262	154	108	365
%V	13.4%	13.5%	17.0%	17.6%	12.8%	16.9%	9.4%	16.8%
%H (All HH)		95.6%	51.5%	14.8%	71.8%	42.2%	29.6%	100.0%
%H (TV HH)			53.9%	15.5%	75.1%	44.1%	30.9%	
4	207	202	113	28	154	98	56	207
%V	7.6%	7.8%	10.2%	9.1%	7.5%	10.8%	4.9%	9.5%
%H (All HH)		97.6%	54.6%	13.5%	74.4%	47.3%	27.1%	100.0%
%H (TV HH)			55.9%	13.9%	76.2%	48.5%	27.7%	
5+	228	219	112	27	161	86	74	227
%V	8.4%	8.5%	10.1%	8.8%	7.8%	9.4%	6.5%	10.4%
%H (All HH)		96.1%	49.1%	11.8%	70.6%	37.7%	32.5%	99.6%
%H (TV HH)			51.1%	12.3%	73.5%	39.3%	33.8%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5263	2496	664	4319	2249	2070	4498
%H		47.4%	12.6%	82.1%	42.7%	39.3%	85.5%
Under 20"	689	296	104	593	311	281	590
%V	13.1%	11.9%	15.7%	13.7%	13.8%	13.6%	13.1%
%H		43.0%	15.1%	86.1%	45.1%	40.8%	85.6%
20" - 29"	1264	548	129	1106	527	578	1048
%V	24.0%	22.0%	19.4%	25.6%	23.4%	27.9%	23.3%
%H		43.4%	10.2%	87.5%	41.7%	45.7%	82.9%
30" - 39"	1605	759	199	1301	660	641	1332
%V	30.5%	30.4%	30.0%	30.1%	29.3%	31.0%	29.6%
%H		47.3%	12.4%	81.1%	41.1%	39.9%	83.0%
40" and over	1648	873	226	1268	730	538	1482
%V	31.3%	35.0%	34.0%	29.4%	32.5%	26.0%	32.9%
%H		53.0%	13.7%	76.9%	44.3%	32.6%	89.9%
Don't know	57	20	6	53	21	32	46
%V	1.1%	0.8%	0.9%	1.2%	0.9%	1.5%	1.0%
%H		35.1%	10.5%	93.0%	36.8%	56.1%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5263	2496	664	4319	2249	2070	4498
%H		47.4%	12.6%	82.1%	42.7%	39.3%	85.5%
Main living room	2566	1103	308	2047	908	1138	2069
%V	48.8%	44.2%	46.4%	47.4%	40.4%	55.0%	46.0%
%H		43.0%	12.0%	79.8%	35.4%	44.3%	80.6%
Kitchen	329	157	41	298	166	132	283
%V	6.3%	6.3%	6.2%	6.9%	7.4%	6.4%	6.3%
%H		47.7%	12.5%	90.6%	50.5%	40.1%	86.0%
Adult's bedroom	1379	702	192	1147	672	475	1230
%V	26.2%	28.1%	28.9%	26.6%	29.9%	22.9%	27.3%
%H		50.9%	13.9%	83.2%	48.7%	34.4%	89.2%
Child's bedroom	341	191	45	272	174	98	332
%V	6.5%	7.7%	6.8%	6.3%	7.7%	4.7%	7.4%
%H		56.0%	13.2%	79.8%	51.0%	28.7%	97.4%
Other bedroom	186	100	17	170	102	68	176
%V	3.5%	4.0%	2.6%	3.9%	4.5%	3.3%	3.9%
%H		53.8%	9.1%	91.4%	54.8%	36.6%	94.6%
Second living/dining room	290	143	45	248	145	104	250
%V	5.5%	5.7%	6.8%	5.7%	6.4%	5.0%	5.6%
%H		49.3%	15.5%	85.5%	50.0%	35.9%	86.2%
Study/office	40	24	3	29	19	10	39
%V	0.8%	1.0%	0.5%	0.7%	0.8%	0.5%	0.9%
%H		60.0%	7.5%	72.5%	47.5%	25.0%	97.5%
TV room	11	7	0	8	5	3	11
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		63.6%	0.0%	72.7%	45.5%	27.3%	100.0%
Conservatory	87	47	8	71	39	32	77
%V	1.7%	1.9%	1.2%	1.6%	1.7%	1.5%	1.7%
%H		54.0%	9.2%	81.6%	44.8%	36.8%	88.5%
Attic or loft room	8	5	3	6	4	1	7
%V	0.2%	0.2%	0.5%	0.1%	0.2%	0.0%	0.2%
%H		62.5%	37.5%	75.0%	50.0%	12.5%	87.5%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	24	15	2	22	14	8	23
%V	0.5%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		62.5%	8.3%	91.7%	58.3%	33.3%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5263	2496	664	4319	2249	2070	4498
%H		47.4%	12.6%	82.1%	42.7%	39.3%	85.5%
PVR	1958	1255	317	1429	1028	401	1813
%V	37.2%	50.3%	47.7%	33.1%	45.7%	19.4%	40.3%
%H		64.1%	16.2%	73.0%	52.5%	20.5%	92.6%
DVDR	103	38	11	88	33	55	85
%V	2.0%	1.5%	1.7%	2.0%	1.5%	2.7%	1.9%
%H		36.9%	10.7%	85.4%	32.0%	53.4%	82.5%
VCR	139	44	17	117	38	79	92
%V	2.6%	1.8%	2.6%	2.7%	1.7%	3.8%	2.0%
%H		31.7%	12.2%	84.2%	27.3%	56.8%	66.2%
Any recorder	2076	1276	326	1542	1052	491	1884
%V	39.4%	51.1%	49.1%	35.7%	46.8%	23.7%	41.9%
%H		61.5%	15.7%	74.3%	50.7%	23.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5263	2496	664	4319	2249	2070	4498
%H		47.4%	12.6%	82.1%	42.7%	39.3%	85.5%
Receives HDTV (via STB or built-in reception)	2024	1160	340	1550	1008	541	1868
%V	38.5%	46.5%	51.2%	35.9%	44.8%	26.1%	41.5%
%H		57.3%	16.8%	76.6%	49.8%	26.7%	92.3%
DVD/Blu-ray player or recorder	2779	1314	372	2302	1201	1100	2434
%V	52.8%	52.6%	56.0%	53.3%	53.4%	53.1%	54.1%
%H		47.3%	13.4%	82.8%	43.2%	39.6%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2573	1104	307	2052	911	1141	2070
%H		42.9%	11.9%	79.8%	35.4%	44.3%	80.5%
Under 20"	40	6	4	31	4	27	25
%V	1.6%	0.5%	1.3%	1.5%	0.4%	2.4%	1.2%
%H		15.0%	10.0%	77.5%	10.0%	67.5%	62.5%
20" - 29"	275	54	18	238	40	198	171
%V	10.7%	4.9%	5.9%	11.6%	4.4%	17.4%	8.3%
%H		19.6%	6.5%	86.5%	14.5%	72.0%	62.2%
30" - 39"	912	358	106	734	292	442	686
%V	35.4%	32.4%	34.5%	35.8%	32.1%	38.7%	33.1%
%H		39.3%	11.6%	80.5%	32.0%	48.5%	75.2%
40" and over	1313	678	175	1019	566	453	1165
%V	51.0%	61.4%	57.0%	49.7%	62.1%	39.7%	56.3%
%H		51.6%	13.3%	77.6%	43.1%	34.5%	88.7%
Don't know	33	9	3	30	8	22	23
%V	1.3%	0.8%	1.0%	1.5%	0.9%	1.9%	1.1%
%H		27.3%	9.1%	90.9%	24.2%	66.7%	69.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2573	1104	307	2052	911	1141	2070
%H		42.9%	11.9%	79.8%	35.4%	44.3%	80.5%
PVR	1491	908	242	1118	765	353	1364
%V	57.9%	82.2%	78.8%	54.5%	84.0%	30.9%	65.9%
%H		60.9%	16.2%	75.0%	51.3%	23.7%	91.5%
DVDR	86	34	10	74	29	44	68
%V	3.3%	3.1%	3.3%	3.6%	3.2%	3.9%	3.3%
%H		39.5%	11.6%	86.0%	33.7%	51.2%	79.1%
VCR	121	38	14	101	31	69	79
%V	4.7%	3.4%	4.6%	4.9%	3.4%	6.0%	3.8%
%H		31.4%	11.6%	83.5%	25.6%	57.0%	65.3%
Any recorder	1582	924	247	1204	780	424	1414
%V	61.5%	83.7%	80.5%	58.7%	85.6%	37.2%	68.3%
%H		58.4%	15.6%	76.1%	49.3%	26.8%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2573	1104	307	2052	911	1141	2070
%H		42.9%	11.9%	79.8%	35.4%	44.3%	80.5%
Receives HDTV (via STB or built-in reception)	1416	800	232	1078	683	395	1293
%V	55.0%	72.5%	75.6%	52.5%	75.0%	34.6%	62.5%
%H		56.5%	16.4%	76.1%	48.2%	27.9%	91.3%
DVD/Blu-ray player or recorder	1811	810	233	1466	696	770	1532
%V	70.4%	73.4%	75.9%	71.4%	76.4%	67.5%	74.0%
%H		44.7%	12.9%	80.9%	38.4%	42.5%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2690	1392	358	2268	1339	929	2428
%H		51.7%	13.3%	84.3%	49.8%	34.5%	90.3%
Under 20"	649	290	100	562	307	255	566
%V	24.1%	20.8%	27.9%	24.8%	22.9%	27.4%	23.3%
%H		44.7%	15.4%	86.6%	47.3%	39.3%	87.2%
20" - 29"	989	494	111	868	487	380	877
%V	36.8%	35.5%	31.0%	38.3%	36.4%	40.9%	36.1%
%H		49.9%	11.2%	87.8%	49.2%	38.4%	88.7%
30" - 39"	693	401	93	567	368	199	646
%V	25.8%	28.8%	26.0%	25.0%	27.5%	21.4%	26.6%
%H		57.9%	13.4%	81.8%	53.1%	28.7%	93.2%
40" and over	335	196	51	248	164	85	317
%V	12.5%	14.1%	14.2%	10.9%	12.2%	9.1%	13.1%
%H		58.5%	15.2%	74.0%	49.0%	25.4%	94.6%
Don't know	24	11	3	23	13	10	23
%V	0.9%	0.8%	0.8%	1.0%	1.0%	1.1%	0.9%
%H		45.8%	12.5%	95.8%	54.2%	41.7%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2690	1392	358	2268	1339	929	2428
%H		51.7%	13.3%	84.3%	49.8%	34.5%	90.3%
PVR	466	347	76	311	263	48	449
%V	17.3%	24.9%	21.2%	13.7%	19.6%	5.2%	18.5%
%H		74.5%	16.3%	66.7%	56.4%	10.3%	96.4%
DVDR	17	5	1	15	4	11	16
%V	0.6%	0.4%	0.3%	0.7%	0.3%	1.2%	0.7%
%H		29.4%	5.9%	88.2%	23.5%	64.7%	94.1%
VCR	18	6	3	16	7	9	13
%V	0.7%	0.4%	0.8%	0.7%	0.5%	1.0%	0.5%
%H		33.3%	16.7%	88.9%	38.9%	50.0%	72.2%
Any recorder	494	352	80	338	271	67	471
%V	18.4%	25.3%	22.3%	14.9%	20.2%	7.2%	19.4%
%H		71.3%	16.2%	68.4%	54.9%	13.6%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2690	1392	358	2268	1339	929	2428
%H		51.7%	13.3%	84.3%	49.8%	34.5%	90.3%
Receives HDTV (via STB or built-in reception)	607	360	108	472	326	146	575
%V	22.6%	25.9%	30.2%	20.8%	24.3%	15.7%	23.7%
%H		59.3%	17.8%	77.8%	53.7%	24.1%	94.7%
DVD/Blu-ray player or recorder	968	504	139	836	505	330	902
%V	36.0%	36.2%	38.8%	36.9%	37.7%	35.5%	37.1%
%H		52.1%	14.4%	86.4%	52.2%	34.1%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6286	6012	2942	763	4630	2389	2242	5506
%H		95.6%	46.8%	12.1%	73.7%	38.0%	35.7%	87.6%
Total Children	1165	1138	671	139	809	489	320	1112
%V	18.5%	18.9%	22.8%	18.2%	17.5%	20.5%	14.3%	20.2%
%H		97.7%	57.6%	11.9%	69.4%	42.0%	27.5%	95.5%
0 - 3	300	290	169	25	210	119	91	281
%V	4.8%	4.8%	5.7%	3.3%	4.5%	5.0%	4.1%	5.1%
%H		96.7%	56.3%	8.3%	70.0%	39.7%	30.3%	93.7%
4 - 15	865	848	502	114	599	370	230	831
%V	13.8%	14.1%	17.1%	14.9%	12.9%	15.5%	10.3%	15.1%
%H		98.0%	58.0%	13.2%	69.2%	42.8%	26.6%	96.1%
4 - 9	457	448	261	56	308	180	128	434
%V	7.3%	7.5%	8.9%	7.3%	6.7%	7.5%	5.7%	7.9%
%H		98.0%	57.1%	12.3%	67.4%	39.4%	28.0%	95.0%
10 - 15	408	400	240	58	292	190	102	397
%V	6.5%	6.7%	8.2%	7.6%	6.3%	8.0%	4.5%	7.2%
%H		98.0%	58.8%	14.2%	71.6%	46.6%	25.0%	97.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6286	6012	2942	763	4630	2389	2242	5506
%H		95.6%	46.8%	12.1%	73.7%	38.0%	35.7%	87.6%
Total Adults (16+)	5121	4874	2271	624	3821	1900	1921	4394
%V	81.5%	81.1%	77.2%	81.8%	82.5%	79.5%	85.7%	79.8%
%H		95.2%	44.3%	12.2%	74.6%	37.1%	37.5%	85.8%
16 - 19	336	308	164	46	230	135	96	326
%V	5.3%	5.1%	5.6%	6.0%	5.0%	5.7%	4.3%	5.9%
%H		91.7%	48.8%	13.7%	68.5%	40.2%	28.6%	97.0%
20 - 24	400	350	157	45	258	135	123	386
%V	6.4%	5.8%	5.3%	5.9%	5.6%	5.7%	5.5%	7.0%
%H		87.5%	39.3%	11.3%	64.5%	33.8%	30.8%	96.5%
25 - 34	798	745	416	78	523	290	233	758
%V	12.7%	12.4%	14.1%	10.2%	11.3%	12.1%	10.4%	13.8%
%H		93.4%	52.1%	9.8%	65.5%	36.3%	29.2%	95.0%
35 - 44	786	759	422	102	555	332	223	748
%V	12.5%	12.6%	14.3%	13.4%	12.0%	13.9%	9.9%	13.6%
%H		96.6%	53.7%	13.0%	70.6%	42.2%	28.4%	95.2%
45 - 54	900	874	438	144	668	381	287	841
%V	14.3%	14.5%	14.9%	18.9%	14.4%	15.9%	12.8%	15.3%
%H		97.1%	48.7%	16.0%	74.2%	42.3%	31.9%	93.4%
55 - 64	755	737	317	97	602	281	321	659
%V	12.0%	12.3%	10.8%	12.7%	13.0%	11.8%	14.3%	12.0%
%H		97.6%	42.0%	12.8%	79.7%	37.2%	42.5%	87.3%
65+	1146	1101	357	113	985	346	639	676
%V	18.2%	18.3%	12.1%	14.8%	21.3%	14.5%	28.5%	12.3%
%H		96.1%	31.2%	9.9%	86.0%	30.2%	55.8%	59.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5121	4874	2271	624	3821	1900	1921	4394
%H		95.2%	44.3%	12.2%	74.6%	37.1%	37.5%	85.8%
AB	1233	1203	597	149	934	483	451	1178
%V	24.1%	24.7%	26.3%	23.9%	24.4%	25.4%	23.5%	26.8%
%H		97.6%	48.4%	12.1%	75.8%	39.2%	36.6%	95.5%
C1	1379	1271	562	185	978	484	494	1247
%V	26.9%	26.1%	24.7%	29.6%	25.6%	25.5%	25.7%	28.4%
%H		92.2%	40.8%	13.4%	70.9%	35.1%	35.8%	90.4%
C2	1245	1217	578	154	998	524	474	1064
%V	24.3%	25.0%	25.5%	24.7%	26.1%	27.6%	24.7%	24.2%
%H		97.8%	46.4%	12.4%	80.2%	42.1%	38.1%	85.5%
D	790	750	344	97	571	272	299	606
%V	15.4%	15.4%	15.1%	15.5%	14.9%	14.3%	15.6%	13.8%
%H		94.9%	43.5%	12.3%	72.3%	34.4%	37.8%	76.7%
E	475	434	190	39	340	138	203	298
%V	9.3%	8.9%	8.4%	6.3%	8.9%	7.3%	10.6%	6.8%
%H		91.4%	40.0%	8.2%	71.6%	29.1%	42.7%	62.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5121	4874	2271	624	3821	1900	1921	4394
%H		95.2%	44.3%	12.2%	74.6%	37.1%	37.5%	85.8%
Working full time	2275	2208	1148	316	1652	931	721	2180
%V	44.4%	45.3%	50.6%	50.6%	43.2%	49.0%	37.5%	49.6%
%H		97.1%	50.5%	13.9%	72.6%	40.9%	31.7%	95.8%
Working part time	521	506	228	72	402	204	198	481
%V	10.2%	10.4%	10.0%	11.5%	10.5%	10.7%	10.3%	10.9%
%H		97.1%	43.8%	13.8%	77.2%	39.2%	38.0%	92.3%
Not working	2325	2160	895	237	1767	765	1002	1732
%V	45.4%	44.3%	39.4%	38.0%	46.2%	40.3%	52.2%	39.4%
%H		92.9%	38.5%	10.2%	76.0%	32.9%	43.1%	74.5%
Housewife/Houseperson	2727	2586	1105	307	2054	911	1144	2178
%V	53.3%	53.1%	48.7%	49.2%	53.8%	47.9%	59.6%	49.6%
%H		94.8%	40.5%	11.3%	75.3%	33.4%	42.0%	79.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2520	2394	1137	306	1859	950	909	2196
%H		95.0%	45.1%	12.1%	73.8%	37.7%	36.1%	87.1%
16 - 19	175	165	96	22	123	78	45	170
%V	6.9%	6.9%	8.4%	7.2%	6.6%	8.2%	5.0%	7.7%
%H		94.3%	54.9%	12.6%	70.3%	44.6%	25.7%	97.1%
20 - 24	209	186	85	28	132	77	55	202
%V	8.3%	7.8%	7.5%	9.2%	7.1%	8.1%	6.1%	9.2%
%H		89.0%	40.7%	13.4%	63.2%	36.8%	26.3%	96.7%
25 - 34	399	366	199	37	255	137	118	379
%V	15.8%	15.3%	17.5%	12.1%	13.7%	14.4%	13.0%	17.3%
%H		91.7%	49.9%	9.3%	63.9%	34.3%	29.6%	95.0%
35 - 44	397	379	207	45	281	164	117	373
%V	15.8%	15.8%	18.2%	14.7%	15.1%	17.3%	12.9%	17.0%
%H		95.5%	52.1%	11.3%	70.8%	41.3%	29.5%	94.0%
45 - 54	445	428	210	73	327	183	144	411
%V	17.7%	17.9%	18.5%	23.9%	17.6%	19.3%	15.8%	18.7%
%H		96.2%	47.2%	16.4%	73.5%	41.1%	32.4%	92.4%
55 - 64	371	362	164	40	288	133	155	324
%V	14.7%	15.1%	14.4%	13.1%	15.5%	14.0%	17.1%	14.8%
%H		97.6%	44.2%	10.8%	77.6%	35.8%	41.8%	87.3%
65+	525	507	176	60	453	178	275	338
%V	20.8%	21.2%	15.5%	19.6%	24.4%	18.7%	30.3%	15.4%
%H		96.6%	33.5%	11.4%	86.3%	33.9%	52.4%	64.4%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2520	2394	1137	306	1859	950	909	2196
%H		95.0%	45.1%	12.1%	73.8%	37.7%	36.1%	87.1%
AB	617	604	306	73	467	246	222	594
%V	24.5%	25.2%	26.9%	23.9%	25.1%	25.9%	24.4%	27.0%
%H		97.9%	49.6%	11.8%	75.7%	39.9%	36.0%	96.3%
C1	640	594	269	87	444	229	215	596
%V	25.4%	24.8%	23.7%	28.4%	23.9%	24.1%	23.7%	27.1%
%H		92.8%	42.0%	13.6%	69.4%	35.8%	33.6%	93.1%
C2	676	657	309	81	539	278	260	570
%V	26.8%	27.4%	27.2%	26.5%	29.0%	29.3%	28.6%	26.0%
%H		97.2%	45.7%	12.0%	79.7%	41.1%	38.5%	84.3%
D	389	364	172	52	274	139	135	306
%V	15.4%	15.2%	15.1%	17.0%	14.7%	14.6%	14.9%	13.9%
%H		93.6%	44.2%	13.4%	70.4%	35.7%	34.7%	78.7%
E	199	174	81	13	135	58	77	130
%V	7.9%	7.3%	7.1%	4.2%	7.3%	6.1%	8.5%	5.9%
%H		87.4%	40.7%	6.5%	67.8%	29.1%	38.7%	65.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2520	2394	1137	306	1859	950	909	2196
%H		95.0%	45.1%	12.1%	73.8%	37.7%	36.1%	87.1%
Working full time	1403	1359	708	184	1009	562	447	1338
%V	55.7%	56.8%	62.3%	60.1%	54.3%	59.2%	49.2%	60.9%
%H		96.9%	50.5%	13.1%	71.9%	40.1%	31.9%	95.4%
Working part time	122	116	45	16	87	36	51	109
%V	4.8%	4.8%	4.0%	5.2%	4.7%	3.8%	5.6%	5.0%
%H		95.1%	36.9%	13.1%	71.3%	29.5%	41.8%	89.3%
Not working	994	919	383	106	763	352	411	748
%V	39.4%	38.4%	33.7%	34.6%	41.0%	37.1%	45.2%	34.1%
%H		92.5%	38.5%	10.7%	76.8%	35.4%	41.3%	75.3%
Housewife/Houseperson	590	534	176	51	436	150	286	414
%V	23.4%	22.3%	15.5%	16.7%	23.5%	15.8%	31.5%	18.9%
%H		90.5%	29.8%	8.6%	73.9%	25.4%	48.5%	70.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2602	2481	1134	318	1962	950	1012	2198
%H		95.3%	43.6%	12.2%	75.4%	36.5%	38.9%	84.5%
16 - 19	160	143	68	24	107	57	50	156
%V	6.1%	5.8%	6.0%	7.5%	5.5%	6.0%	4.9%	7.1%
%H		89.4%	42.5%	15.0%	66.9%	35.6%	31.3%	97.5%
20 - 24	192	164	72	16	126	58	68	184
%V	7.4%	6.6%	6.3%	5.0%	6.4%	6.1%	6.7%	8.4%
%H		85.4%	37.5%	8.3%	65.6%	30.2%	35.4%	95.8%
25 - 34	399	378	218	41	268	153	114	379
%V	15.3%	15.2%	19.2%	12.9%	13.7%	16.1%	11.3%	17.2%
%H		94.7%	54.6%	10.3%	67.2%	38.3%	28.6%	95.0%
35 - 44	389	380	215	56	274	168	106	375
%V	15.0%	15.3%	19.0%	17.6%	14.0%	17.7%	10.5%	17.1%
%H		97.7%	55.3%	14.4%	70.4%	43.2%	27.2%	96.4%
45 - 54	455	446	229	71	341	198	143	430
%V	17.5%	18.0%	20.2%	22.3%	17.4%	20.8%	14.1%	19.6%
%H		98.0%	50.3%	15.6%	74.9%	43.5%	31.4%	94.5%
55 - 64	384	375	153	56	314	148	166	335
%V	14.8%	15.1%	13.5%	17.6%	16.0%	15.6%	16.4%	15.2%
%H		97.7%	39.8%	14.6%	81.8%	38.5%	43.2%	87.2%
65+	621	595	180	53	532	168	364	338
%V	23.9%	24.0%	15.9%	16.7%	27.1%	17.7%	36.0%	15.4%
%H		95.8%	29.0%	8.5%	85.7%	27.1%	58.6%	54.4%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2602	2481	1134	318	1962	950	1012	2198
%H		95.3%	43.6%	12.2%	75.4%	36.5%	38.9%	84.5%
AB	616	599	291	76	467	237	230	585
%V	23.7%	24.1%	25.7%	23.9%	23.8%	24.9%	22.7%	26.6%
%H		97.2%	47.2%	12.3%	75.8%	38.5%	37.3%	95.0%
C1	739	677	293	98	533	255	279	651
%V	28.4%	27.3%	25.8%	30.8%	27.2%	26.8%	27.6%	29.6%
%H		91.6%	39.6%	13.3%	72.1%	34.5%	37.8%	88.1%
C2	569	560	269	73	459	245	214	494
%V	21.9%	22.6%	23.7%	23.0%	23.4%	25.8%	21.1%	22.5%
%H		98.4%	47.3%	12.8%	80.7%	43.1%	37.6%	86.8%
D	401	386	172	46	297	133	165	299
%V	15.4%	15.6%	15.2%	14.5%	15.1%	14.0%	16.3%	13.6%
%H		96.3%	42.9%	11.5%	74.1%	33.2%	41.1%	74.6%
E	276	259	109	26	206	80	126	169
%V	10.6%	10.4%	9.6%	8.2%	10.5%	8.4%	12.5%	7.7%
%H		93.8%	39.5%	9.4%	74.6%	29.0%	45.7%	61.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2602	2481	1134	318	1962	950	1012	2198
%H		95.3%	43.6%	12.2%	75.4%	36.5%	38.9%	84.5%
Working full time	872	850	440	131	643	369	275	842
%V	33.5%	34.3%	38.8%	41.2%	32.8%	38.8%	27.2%	38.3%
%H		97.5%	50.5%	15.0%	73.7%	42.3%	31.5%	96.6%
Working part time	399	391	182	56	315	168	147	371
%V	15.3%	15.8%	16.0%	17.6%	16.1%	17.7%	14.5%	16.9%
%H		98.0%	45.6%	14.0%	78.9%	42.1%	36.8%	93.0%
Not working	1330	1240	512	131	1004	412	591	985
%V	51.1%	50.0%	45.1%	41.2%	51.2%	43.4%	58.4%	44.8%
%H		93.2%	38.5%	9.8%	75.5%	31.0%	44.4%	74.1%
Housewife/Houseperson	2136	2052	929	255	1618	760	858	1764
%V	82.1%	82.7%	81.9%	80.2%	82.5%	80.0%	84.8%	80.3%
%H		96.1%	43.5%	11.9%	75.7%	35.6%	40.2%	82.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

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Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
AB	269	253	107	43	186	85	101	252
%V	22.0%	21.9%	22.7%	21.3%	21.6%	22.2%	21.1%	26.6%
%H (All HH)		94.1%	39.8%	16.0%	69.1%	31.6%	37.5%	93.7%
%H (TV HH)			42.3%	17.0%	73.5%	33.6%	39.9%	
C1	299	282	126	52	209	103	106	251
%V	24.5%	24.4%	26.7%	25.7%	24.2%	26.9%	22.1%	26.5%
%H (All HH)		94.3%	42.1%	17.4%	69.9%	34.4%	35.5%	83.9%
%H (TV HH)			44.7%	18.4%	74.1%	36.5%	37.6%	
C2	260	246	104	44	183	87	96	215
%V	21.3%	21.3%	22.0%	21.8%	21.2%	22.7%	20.0%	22.7%
%H (All HH)		94.6%	40.0%	16.9%	70.4%	33.5%	36.9%	82.7%
%H (TV HH)			42.3%	17.9%	74.4%	35.4%	39.0%	
D	194	190	76	32	139	59	80	127
%V	15.9%	16.4%	16.1%	15.8%	16.1%	15.4%	16.7%	13.4%
%H (All HH)		97.9%	39.2%	16.5%	71.6%	30.4%	41.2%	65.5%
%H (TV HH)			40.0%	16.8%	73.2%	31.1%	42.1%	
E	198	185	58	30	146	51	95	102
%V	16.2%	16.0%	12.3%	14.9%	16.9%	13.3%	19.8%	10.8%
%H (All HH)		93.4%	29.3%	15.2%	73.7%	25.8%	48.0%	51.5%
%H (TV HH)			31.4%	16.2%	78.9%	27.6%	51.4%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Under 25	59	50	20	7	37	15	23	47
%V	4.8%	4.3%	4.2%	3.5%	4.3%	3.9%	4.8%	5.0%
%H (All HH)		84.7%	33.9%	11.9%	62.7%	25.4%	39.0%	79.7%
%H (TV HH)			40.0%	14.0%	74.0%	30.0%	46.0%	
25 - 34	177	165	80	30	106	54	52	162
%V	14.5%	14.3%	16.9%	14.9%	12.3%	14.1%	10.9%	17.1%
%H (All HH)		93.2%	45.2%	16.9%	59.9%	30.5%	29.4%	91.5%
%H (TV HH)			48.5%	18.2%	64.2%	32.7%	31.5%	
35 - 44	181	170	87	30	116	64	51	168
%V	14.8%	14.7%	18.4%	14.9%	13.4%	16.7%	10.6%	17.7%
%H (All HH)		93.9%	48.1%	16.6%	64.1%	35.4%	28.2%	92.8%
%H (TV HH)			51.2%	17.6%	68.2%	37.6%	30.0%	
45 - 54	240	232	111	41	177	96	80	212
%V	19.7%	20.1%	23.5%	20.3%	20.5%	25.1%	16.7%	22.4%
%H (All HH)		96.7%	46.3%	17.1%	73.8%	40.0%	33.3%	88.3%
%H (TV HH)			47.8%	17.7%	76.3%	41.4%	34.5%	
55 - 64	209	202	85	43	149	74	75	175
%V	17.1%	17.5%	18.0%	21.3%	17.3%	19.3%	15.7%	18.5%
%H (All HH)		96.7%	40.7%	20.6%	71.3%	35.4%	35.9%	83.7%
%H (TV HH)			42.1%	21.3%	73.8%	36.6%	37.1%	
65 +	354	338	88	50	278	79	199	183
%V	29.0%	29.2%	18.6%	24.8%	32.2%	20.6%	41.5%	19.3%
%H (All HH)		95.5%	24.9%	14.1%	78.5%	22.3%	56.2%	51.7%
%H (TV HH)			26.0%	14.8%	82.2%	23.4%	58.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
1	396	362	88	58	293	81	211	221
%V	32.5%	31.3%	18.6%	28.7%	34.0%	21.1%	44.1%	23.3%
%H (All HH)		91.4%	22.2%	14.6%	74.0%	20.5%	53.3%	55.8%
%H (TV HH)			24.3%	16.0%	80.9%	22.4%	58.3%	
2	438	419	173	69	316	138	177	362
%V	35.9%	36.2%	36.7%	34.2%	36.6%	36.0%	37.0%	38.2%
%H (All HH)		95.7%	39.5%	15.8%	72.1%	31.5%	40.4%	82.6%
%H (TV HH)			41.3%	16.5%	75.4%	32.9%	42.2%	
3	181	176	94	33	123	74	49	165
%V	14.8%	15.2%	19.9%	16.3%	14.3%	19.3%	10.2%	17.4%
%H (All HH)		97.2%	51.9%	18.2%	68.0%	40.9%	27.1%	91.2%
%H (TV HH)			53.4%	18.8%	69.9%	42.0%	27.8%	
4	146	143	78	31	98	64	34	142
%V	12.0%	12.4%	16.5%	15.3%	11.4%	16.7%	7.1%	15.0%
%H (All HH)		97.9%	53.4%	21.2%	67.1%	43.8%	23.3%	97.3%
%H (TV HH)			54.5%	21.7%	68.5%	44.8%	23.8%	
5+	59	56	40	10	33	26	7	57
%V	4.8%	4.8%	8.5%	5.0%	3.8%	6.8%	1.5%	6.0%
%H (All HH)		94.9%	67.8%	16.9%	55.9%	44.1%	11.9%	96.6%
%H (TV HH)			71.4%	17.9%	58.9%	46.4%	12.5%	
Average HH size	2.23	2.26	2.63	2.36	2.17	2.56	1.86	2.45

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Without	919	861	304	152	669	264	404	669
%V	75.3%	74.5%	64.4%	75.2%	77.5%	68.9%	84.3%	70.6%
%H (All HH)		93.7%	33.1%	16.5%	72.8%	28.7%	44.0%	72.8%
%H (TV HH)			35.3%	17.7%	77.7%	30.7%	46.9%	
With	302	294	168	50	194	119	75	278
%V	24.8%	25.4%	35.6%	24.8%	22.5%	31.1%	15.7%	29.4%
%H (All HH)		97.4%	55.6%	16.6%	64.2%	39.4%	24.8%	92.1%
%H (TV HH)			57.1%	17.0%	66.0%	40.5%	25.5%	
0 - 3	107	104	64	16	59	36	24	92
%V	8.8%	9.0%	13.6%	7.9%	6.8%	9.4%	5.0%	9.7%
%H (All HH)		97.2%	59.8%	15.0%	55.1%	33.6%	22.4%	86.0%
%H (TV HH)			61.5%	15.4%	56.7%	34.6%	23.1%	
4 - 9	153	148	87	25	90	55	35	140
%V	12.5%	12.8%	18.4%	12.4%	10.4%	14.4%	7.3%	14.8%
%H (All HH)		96.7%	56.9%	16.3%	58.8%	35.9%	22.9%	91.5%
%H (TV HH)			58.8%	16.9%	60.8%	37.2%	23.6%	
10 - 15	140	137	77	26	98	64	34	136
%V	11.5%	11.9%	16.3%	12.9%	11.4%	16.7%	7.1%	14.4%
%H (All HH)		97.9%	55.0%	18.6%	70.0%	45.7%	24.3%	97.1%
%H (TV HH)			56.2%	19.0%	71.5%	46.7%	24.8%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
1	450	450	144	67	293	61	232	307
%V	36.9%	38.9%	30.5%	33.2%	34.0%	15.9%	48.4%	32.4%
%H (All HH)		100.0%	32.0%	14.9%	65.1%	13.6%	51.6%	68.2%
%H (TV HH)			32.0%	14.9%	65.1%	13.6%	51.6%	
2	412	412	159	74	328	149	179	321
%V	33.8%	35.6%	33.7%	36.6%	38.0%	38.9%	37.4%	33.9%
%H (All HH)		100.0%	38.6%	18.0%	79.6%	36.2%	43.4%	77.9%
%H (TV HH)			38.6%	18.0%	79.6%	36.2%	43.4%	
3	186	186	102	34	154	102	51	171
%V	15.2%	16.1%	21.6%	16.8%	17.8%	26.6%	10.6%	18.1%
%H (All HH)		100.0%	54.8%	18.3%	82.8%	54.8%	27.4%	91.9%
%H (TV HH)			54.8%	18.3%	82.8%	54.8%	27.4%	
4	65	65	38	18	53	44	9	64
%V	5.3%	5.6%	8.1%	8.9%	6.1%	11.5%	1.9%	6.8%
%H (All HH)		100.0%	58.5%	27.7%	81.5%	67.7%	13.8%	98.5%
%H (TV HH)			58.5%	27.7%	81.5%	67.7%	13.8%	
5+	42	42	28	7	34	27	7	41
%V	3.4%	3.6%	5.9%	3.5%	3.9%	7.0%	1.5%	4.3%
%H (All HH)		100.0%	66.7%	16.7%	81.0%	64.3%	16.7%	97.6%
%H (TV HH)			66.7%	16.7%	81.0%	64.3%	16.7%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1156	472	202	863	383	479	947
%V (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Under 20"	230	230	96	43	199	108	91	183
%V	18.9%	19.9%	20.3%	21.3%	23.1%	28.2%	19.0%	19.3%
%H (All HH)		100.0%	41.7%	18.7%	86.5%	47.0%	39.6%	79.6%
%H (TV HH)			41.7%	18.7%	86.5%	47.0%	39.6%	
20" - 29"	345	345	146	66	277	141	135	279
%V	28.3%	29.8%	30.9%	32.7%	32.1%	36.8%	28.2%	29.5%
%H (All HH)		100.0%	42.3%	19.1%	80.3%	40.9%	39.1%	80.9%
%H (TV HH)			42.3%	19.1%	80.3%	40.9%	39.1%	
30" - 39"	625	625	249	102	494	222	272	486
%V	51.2%	54.1%	52.8%	50.5%	57.2%	58.0%	56.8%	51.3%
%H (All HH)		100.0%	39.8%	16.3%	79.0%	35.5%	43.5%	77.8%
%H (TV HH)			39.8%	16.3%	79.0%	35.5%	43.5%	
40" and over	652	652	327	129	460	262	199	561
%V	53.4%	56.4%	69.3%	63.9%	53.3%	68.4%	41.5%	59.2%
%H (All HH)		100.0%	50.2%	19.8%	70.6%	40.2%	30.5%	86.0%
%H (TV HH)			50.2%	19.8%	70.6%	40.2%	30.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Main living room	1143	1143	470	201	856	382	473	893
%V	93.7%	98.9%	99.6%	99.5%	99.2%	99.7%	98.7%	94.3%
%H (All HH)		100.0%	41.1%	17.6%	74.9%	33.4%	41.4%	78.1%
%H (TV HH)			41.1%	17.6%	74.9%	33.4%	41.4%	
Kitchen	129	129	67	20	116	72	44	110
%V	10.6%	11.2%	14.2%	9.9%	13.4%	18.8%	9.2%	11.6%
%H (All HH)		100.0%	51.9%	15.5%	89.9%	55.8%	34.1%	85.3%
%H (TV HH)			51.9%	15.5%	89.9%	55.8%	34.1%	
Adult's bedroom	525	525	244	106	438	260	178	445
%V	43.0%	45.4%	51.7%	52.5%	50.8%	67.9%	37.2%	47.0%
%H (All HH)		100.0%	46.5%	20.2%	83.4%	49.5%	33.9%	84.8%
%H (TV HH)			46.5%	20.2%	83.4%	49.5%	33.9%	
Child's bedroom	151	151	92	28	105	72	33	142
%V	12.4%	13.1%	19.5%	13.9%	12.2%	18.8%	6.9%	15.0%
%H (All HH)		100.0%	60.9%	18.5%	69.5%	47.7%	21.9%	94.0%
%H (TV HH)			60.9%	18.5%	69.5%	47.7%	21.9%	
Other bedroom	83	83	41	21	68	46	22	77
%V	6.8%	7.2%	8.7%	10.4%	7.9%	12.0%	4.6%	8.1%
%H (All HH)		100.0%	49.4%	25.3%	81.9%	55.4%	26.5%	92.8%
%H (TV HH)			49.4%	25.3%	81.9%	55.4%	26.5%	
Second living/dining room	84	84	37	16	62	32	30	73
%V	6.9%	7.3%	7.8%	7.9%	7.2%	8.4%	6.3%	7.7%
%H (All HH)		100.0%	44.0%	19.0%	73.8%	38.1%	35.7%	86.9%
%H (TV HH)			44.0%	19.0%	73.8%	38.1%	35.7%	
Study/office	12	12	9	1	10	7	3	12
%V	1.0%	1.0%	1.9%	0.5%	1.2%	1.8%	0.6%	1.3%
%H (All HH)		100.0%	75.0%	8.3%	83.3%	58.3%	25.0%	100.0%
%H (TV HH)			75.0%	8.3%	83.3%	58.3%	25.0%	
TV room	3	3	2	1	3	2	1	3
%V	0.2%	0.3%	0.4%	0.5%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Conservatory	27	27	16	6	24	19	5	26
%V	2.2%	2.3%	3.4%	3.0%	2.8%	5.0%	1.0%	2.7%
%H (All HH)		100.0%	59.3%	22.2%	88.9%	70.4%	18.5%	96.3%
%H (TV HH)			59.3%	22.2%	88.9%	70.4%	18.5%	
Attic or loft room	6	6	2	1	5	3	2	6
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	33.3%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			33.3%	16.7%	83.3%	50.0%	33.3%	
No specific location	3	3	2	0	3	2	1	3
%V	0.2%	0.3%	0.4%	0.0%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Other	11	11	8	0	11	7	4	11
%V	0.9%	1.0%	1.7%	0.0%	1.3%	1.8%	0.8%	1.2%
%H (All HH)		100.0%	72.7%	0.0%	100.0%	63.6%	36.4%	100.0%
%H (TV HH)			72.7%	0.0%	100.0%	63.6%	36.4%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North East

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Any DSAT provider	472	472	472	7	278	278	0	417
%V	38.7%	40.8%	100.0%	3.5%	32.2%	72.6%	0.0%	44.0%
%H (All HH)			100.0%	1.5%	58.9%	58.9%	0.0%	88.3%
%H (TV HH)			100.0%	1.5%	58.9%	58.9%	0.0%	
Sky with subscription	412	412	412	3	248	248	0	369
%V	33.8%	35.6%	87.3%	1.5%	28.7%	64.8%	0.0%	39.0%
%H (All HH)			100.0%	0.7%	60.2%	60.2%	0.0%	89.6%
%H (TV HH)			100.0%	0.7%	60.2%	60.2%	0.0%	
Sky without subscription	29	29	29	2	13	13	0	22
%V	2.4%	2.5%	6.1%	1.0%	1.5%	3.4%	0.0%	2.3%
%H (All HH)			100.0%	6.9%	44.8%	44.8%	0.0%	75.9%
%H (TV HH)			100.0%	6.9%	44.8%	44.8%	0.0%	
Freesat	38	38	38	2	24	24	0	31
%V	3.1%	3.3%	8.1%	1.0%	2.8%	6.3%	0.0%	3.3%
%H (All HH)			100.0%	5.3%	63.2%	63.2%	0.0%	81.6%
%H (TV HH)			100.0%	5.3%	63.2%	63.2%	0.0%	
Other satellite provider	11	11	11	0	5	5	0	11
%V	0.9%	1.0%	2.3%	0.0%	0.6%	1.3%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
DCAB	202	202	7	202	109	109	0	174
%V	16.6%	17.5%	1.5%	100.0%	12.6%	28.5%	0.0%	18.4%
%H (All HH)			3.5%	100.0%	54.0%	54.0%	0.0%	86.1%
%H (TV HH)			3.5%	100.0%	54.0%	54.0%	0.0%	
DTT	863	863	278	109	863	383	479	648
%V	70.7%	74.7%	58.9%	54.0%	100.0%	100.0%	100.0%	68.4%
%H (All HH)		100.0%	32.2%	12.6%	100.0%	44.4%	55.5%	75.1%
%H (TV HH)			32.2%	12.6%	100.0%	44.4%	55.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North East

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
PVR	727	727	419	167	478	329	148	637
%V	59.6%	62.9%	88.8%	82.7%	55.4%	85.9%	30.9%	67.3%
%H (All HH)		100.0%	57.6%	23.0%	65.7%	45.3%	20.4%	87.6%
%H (TV HH)			57.6%	23.0%	65.7%	45.3%	20.4%	
DVDR	51	51	23	8	41	22	19	45
%V	4.2%	4.4%	4.9%	4.0%	4.8%	5.7%	4.0%	4.8%
%H (All HH)		100.0%	45.1%	15.7%	80.4%	43.1%	37.3%	88.2%
%H (TV HH)			45.1%	15.7%	80.4%	43.1%	37.3%	
VCR	17	17	4	4	15	7	8	11
%V	1.4%	1.5%	0.8%	2.0%	1.7%	1.8%	1.7%	1.2%
%H (All HH)		100.0%	23.5%	23.5%	88.2%	41.2%	47.1%	64.7%
%H (TV HH)			23.5%	23.5%	88.2%	41.2%	47.1%	
Any recorder	751	751	421	170	500	333	166	654
%V	61.6%	65.0%	89.2%	84.2%	57.9%	86.9%	34.7%	69.1%
%H (All HH)		100.0%	56.1%	22.6%	66.6%	44.3%	22.1%	87.1%
%H (TV HH)			56.1%	22.6%	66.6%	44.3%	22.1%	
Receives HDTV (via STB or built-in reception)	647	647	332	149	462	289	173	565
%V	53.0%	56.0%	70.3%	73.8%	53.5%	75.5%	36.1%	59.7%
%H (All HH)		100.0%	51.3%	23.0%	71.4%	44.7%	26.7%	87.3%
%H (TV HH)			51.3%	23.0%	71.4%	44.7%	26.7%	
DVD/Blu-ray player or recorder	853	853	361	151	656	312	344	693
%V	69.9%	73.8%	76.5%	74.8%	76.0%	81.5%	71.8%	73.2%
%H (All HH)		100.0%	42.3%	17.7%	76.9%	36.6%	40.3%	81.2%
%H (TV HH)			42.3%	17.7%	76.9%	36.6%	40.3%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1220	1156	472	202	863	383	479	947
%H (All HH)		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%
%H (TV HH)			40.8%	17.5%	74.7%	33.1%	41.4%	
Has broadband internet	947	903	417	174	648	338	310	947
%V	77.6%	78.1%	88.3%	86.1%	75.1%	88.3%	64.7%	100.0%
%H (All HH)		95.4%	44.0%	18.4%	68.4%	35.7%	32.7%	100.0%
%H (TV HH)			46.2%	19.3%	71.8%	37.4%	34.3%	
Number of computers (PCs and laptops)								
0	275	260	55	29	221	45	175	30
%V	22.5%	22.5%	11.7%	14.4%	25.6%	11.7%	36.5%	3.2%
%H (All HH)		94.5%	20.0%	10.5%	80.4%	16.4%	63.6%	10.9%
%H (TV HH)			21.2%	11.2%	85.0%	17.3%	67.3%	
1	361	336	126	57	248	97	151	339
%V	29.6%	29.1%	26.7%	28.2%	28.7%	25.3%	31.5%	35.8%
%H (All HH)		93.1%	34.9%	15.8%	68.7%	26.9%	41.8%	93.9%
%H (TV HH)			37.5%	17.0%	73.8%	28.9%	44.9%	
2	254	237	116	48	165	92	73	251
%V	20.8%	20.5%	24.6%	23.8%	19.1%	24.0%	15.2%	26.5%
%H (All HH)		93.3%	45.7%	18.9%	65.0%	36.2%	28.7%	98.8%
%H (TV HH)			48.9%	20.3%	69.6%	38.8%	30.8%	
3	157	152	77	31	109	68	41	156
%V	12.9%	13.1%	16.3%	15.3%	12.6%	17.8%	8.6%	16.5%
%H (All HH)		96.8%	49.0%	19.7%	69.4%	43.3%	26.1%	99.4%
%H (TV HH)			50.7%	20.4%	71.7%	44.7%	27.0%	
4	91	90	51	21	58	39	19	90
%V	7.5%	7.8%	10.8%	10.4%	6.7%	10.2%	4.0%	9.5%
%H (All HH)		98.9%	56.0%	23.1%	63.7%	42.9%	20.9%	98.9%
%H (TV HH)			56.7%	23.3%	64.4%	43.3%	21.1%	
5+	82	82	47	16	63	43	20	82
%V	6.7%	7.1%	10.0%	7.9%	7.3%	11.2%	4.2%	8.7%
%H (All HH)		100.0%	57.3%	19.5%	76.8%	52.4%	24.4%	100.0%
%H (TV HH)			57.3%	19.5%	76.8%	52.4%	24.4%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2321	1077	433	1812	991	821	1937
%H		46.4%	18.7%	78.1%	42.7%	35.4%	83.5%
Under 20"	286	127	54	247	143	104	234
%V	12.3%	11.8%	12.5%	13.6%	14.4%	12.7%	12.1%
%H		44.4%	18.9%	86.4%	50.0%	36.4%	81.8%
20" - 29"	448	205	85	368	205	163	372
%V	19.3%	19.0%	19.6%	20.3%	20.7%	19.9%	19.2%
%H		45.8%	19.0%	82.1%	45.8%	36.4%	83.0%
30" - 39"	759	317	126	609	293	316	607
%V	32.7%	29.4%	29.1%	33.6%	29.6%	38.5%	31.3%
%H		41.8%	16.6%	80.2%	38.6%	41.6%	80.0%
40" and over	818	424	165	578	344	234	717
%V	35.2%	39.4%	38.1%	31.9%	34.7%	28.5%	37.0%
%H		51.8%	20.2%	70.7%	42.1%	28.6%	87.7%
Don't know	10	5	2	10	7	3	6
%V	0.4%	0.5%	0.5%	0.6%	0.7%	0.4%	0.3%
%H		50.0%	20.0%	100.0%	70.0%	30.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2321	1077	433	1812	991	821	1937
%H		46.4%	18.7%	78.1%	42.7%	35.4%	83.5%
Main living room	1152	474	204	863	386	477	901
%V	49.6%	44.0%	47.1%	47.6%	39.0%	58.1%	46.5%
%H		41.1%	17.7%	74.9%	33.5%	41.4%	78.2%
Kitchen	129	67	20	116	72	44	110
%V	5.6%	6.2%	4.6%	6.4%	7.3%	5.4%	5.7%
%H		51.9%	15.5%	89.9%	55.8%	34.1%	85.3%
Adult's bedroom	585	284	119	492	306	187	502
%V	25.2%	26.4%	27.5%	27.2%	30.9%	22.8%	25.9%
%H		48.5%	20.3%	84.1%	52.3%	32.0%	85.8%
Child's bedroom	205	126	37	138	95	43	194
%V	8.8%	11.7%	8.5%	7.6%	9.6%	5.2%	10.0%
%H		61.5%	18.0%	67.3%	46.3%	21.0%	94.6%
Other bedroom	101	48	28	82	57	26	95
%V	4.4%	4.5%	6.5%	4.5%	5.8%	3.2%	4.9%
%H		47.5%	27.7%	81.2%	56.4%	25.7%	94.1%
Second living/dining room	85	37	16	63	32	30	73
%V	3.7%	3.4%	3.7%	3.5%	3.2%	3.7%	3.8%
%H		43.5%	18.8%	74.1%	37.6%	35.3%	85.9%
Study/office	12	9	1	10	7	3	12
%V	0.5%	0.8%	0.2%	0.6%	0.7%	0.4%	0.6%
%H		75.0%	8.3%	83.3%	58.3%	25.0%	100.0%
TV room	3	2	1	3	2	1	3
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
Conservatory	27	16	6	24	19	5	26
%V	1.2%	1.5%	1.4%	1.3%	1.9%	0.6%	1.3%
%H		59.3%	22.2%	88.9%	70.4%	18.5%	96.3%
Attic or loft room	6	2	1	5	3	2	6
%V	0.3%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		33.3%	16.7%	83.3%	50.0%	33.3%	100.0%
No specific location	3	2	0	3	2	1	3
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Other	12	8	0	12	8	4	12
%V	0.5%	0.7%	0.0%	0.7%	0.8%	0.5%	0.6%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2321	1077	433	1812	991	821	1937
%H		46.4%	18.7%	78.1%	42.7%	35.4%	83.5%
PVR	938	567	214	610	443	167	838
%V	40.4%	52.6%	49.4%	33.7%	44.7%	20.3%	43.3%
%H		60.4%	22.8%	65.0%	47.2%	17.8%	89.3%
DVDR	56	24	8	45	23	22	49
%V	2.4%	2.2%	1.8%	2.5%	2.3%	2.7%	2.5%
%H		42.9%	14.3%	80.4%	41.1%	39.3%	87.5%
VCR	17	4	4	15	7	8	11
%V	0.7%	0.4%	0.9%	0.8%	0.7%	1.0%	0.6%
%H		23.5%	23.5%	88.2%	41.2%	47.1%	64.7%
Any recorder	971	571	219	641	450	191	864
%V	41.8%	53.0%	50.6%	35.4%	45.4%	23.3%	44.6%
%H		58.8%	22.6%	66.0%	46.3%	19.7%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2321	1077	433	1812	991	821	1937
%H		46.4%	18.7%	78.1%	42.7%	35.4%	83.5%
Receives HDTV (via STB or built-in reception)	917	472	215	675	434	241	820
%V	39.5%	43.8%	49.7%	37.3%	43.8%	29.4%	42.3%
%H		51.5%	23.4%	73.6%	47.3%	26.3%	89.4%
DVD/Blu-ray player or recorder	1229	562	224	984	534	450	1036
%V	53.0%	52.2%	51.7%	54.3%	53.9%	54.8%	53.5%
%H		45.7%	18.2%	80.1%	43.4%	36.6%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1151	471	202	863	383	479	899
%H		40.9%	17.5%	75.0%	33.3%	41.6%	78.1%
Under 20"	11	2	1	10	2	8	5
%V	1.0%	0.4%	0.5%	1.2%	0.5%	1.7%	0.6%
%H		18.2%	9.1%	90.9%	18.2%	72.7%	45.5%
20" - 29"	92	16	14	75	14	61	55
%V	8.0%	3.4%	6.9%	8.7%	3.7%	12.7%	6.1%
%H		17.4%	15.2%	81.5%	15.2%	66.3%	59.8%
30" - 39"	416	137	61	332	115	217	299
%V	36.1%	29.1%	30.2%	38.5%	30.0%	45.3%	33.3%
%H		32.9%	14.7%	79.8%	27.6%	52.2%	71.9%
40" and over	628	316	124	443	251	192	538
%V	54.6%	67.1%	61.4%	51.3%	65.5%	40.1%	59.8%
%H		50.3%	19.7%	70.5%	40.0%	30.6%	85.7%
Don't know	3	0	1	3	1	1	1
%V	0.3%	0.0%	0.5%	0.3%	0.3%	0.2%	0.1%
%H		0.0%	33.3%	100.0%	33.3%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1151	471	202	863	383	479	899
%H		40.9%	17.5%	75.0%	33.3%	41.6%	78.1%
PVR	711	411	162	465	320	145	623
%V	61.8%	87.3%	80.2%	53.9%	83.6%	30.3%	69.3%
%H		57.8%	22.8%	65.4%	45.0%	20.4%	87.6%
DVDR	41	18	7	32	17	15	35
%V	3.6%	3.8%	3.5%	3.7%	4.4%	3.1%	3.9%
%H		43.9%	17.1%	78.0%	41.5%	36.6%	85.4%
VCR	15	4	4	13	6	7	9
%V	1.3%	0.8%	2.0%	1.5%	1.6%	1.5%	1.0%
%H		26.7%	26.7%	86.7%	40.0%	46.7%	60.0%
Any recorder	733	413	166	485	325	161	639
%V	63.7%	87.7%	82.2%	56.2%	84.9%	33.6%	71.1%
%H		56.3%	22.6%	66.2%	44.3%	22.0%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1151	471	202	863	383	479	899
%H		40.9%	17.5%	75.0%	33.3%	41.6%	78.1%
Receives HDTV (via STB or built-in reception)	628	323	145	449	281	167	549
%V	54.6%	68.6%	71.8%	52.0%	73.4%	34.9%	61.1%
%H		51.4%	23.1%	71.5%	44.7%	26.6%	87.4%
DVD/Blu-ray player or recorder	778	324	135	594	274	320	627
%V	67.6%	68.8%	66.8%	68.8%	71.5%	66.8%	69.7%
%H		41.6%	17.4%	76.3%	35.2%	41.1%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1170	607	231	949	607	342	1039
%H		51.9%	19.7%	81.1%	51.9%	29.2%	88.8%
Under 20"	274	125	53	237	141	97	229
%V	23.4%	20.6%	22.9%	25.0%	23.2%	28.4%	22.0%
%H		45.6%	19.3%	86.5%	51.5%	35.4%	83.6%
20" - 29"	356	189	71	293	190	102	317
%V	30.4%	31.1%	30.7%	30.9%	31.3%	29.8%	30.5%
%H		53.1%	19.9%	82.3%	53.4%	28.7%	89.0%
30" - 39"	343	180	66	277	178	99	309
%V	29.3%	29.7%	28.6%	29.2%	29.3%	28.9%	29.7%
%H		52.5%	19.2%	80.8%	51.9%	28.9%	90.1%
40" and over	190	108	41	135	93	42	179
%V	16.2%	17.8%	17.7%	14.2%	15.3%	12.3%	17.2%
%H		56.8%	21.6%	71.1%	48.9%	22.1%	94.2%
Don't know	7	5	1	7	5	1	5
%V	0.6%	0.8%	0.4%	0.7%	0.8%	0.3%	0.5%
%H		71.4%	14.3%	100.0%	71.4%	14.3%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1170	607	231	949	607	342	1039
%H		51.9%	19.7%	81.1%	51.9%	29.2%	88.8%
PVR	227	156	52	145	123	22	215
%V	19.4%	25.7%	22.5%	15.3%	20.3%	6.4%	20.7%
%H		68.7%	22.9%	63.9%	54.2%	9.7%	94.7%
DVDR	15	6	1	13	5	8	14
%V	1.3%	1.0%	0.4%	1.4%	0.8%	2.3%	1.3%
%H		40.0%	6.7%	86.7%	33.3%	53.3%	93.3%
VCR	2	0	1	2	1	1	2
%V	0.2%	0.0%	0.4%	0.2%	0.2%	0.3%	0.2%
%H		0.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	238	158	53	156	125	30	225
%V	20.3%	26.0%	22.9%	16.4%	20.6%	8.8%	21.7%
%H		66.4%	22.3%	65.5%	52.5%	12.6%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1170	607	231	949	607	342	1039
%H		51.9%	19.7%	81.1%	51.9%	29.2%	88.8%
Receives HDTV (via STB or built-in reception)	289	150	70	227	153	74	271
%V	24.7%	24.7%	30.3%	23.9%	25.2%	21.6%	26.1%
%H		51.9%	24.2%	78.5%	52.9%	25.6%	93.8%
DVD/Blu-ray player or recorder	452	238	89	390	260	130	409
%V	38.6%	39.2%	38.5%	41.1%	42.8%	38.0%	39.4%
%H		52.7%	19.7%	86.3%	57.5%	28.8%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2720	2605	1241	476	1871	980	891	2316
%H		95.8%	45.6%	17.5%	68.8%	36.0%	32.8%	85.1%
Total Children	499	486	286	83	307	190	117	460
%V	18.3%	18.7%	23.0%	17.4%	16.4%	19.4%	13.1%	19.9%
%H		97.4%	57.3%	16.6%	61.5%	38.1%	23.4%	92.2%
0 - 3	124	121	72	19	69	40	30	106
%V	4.6%	4.6%	5.8%	4.0%	3.7%	4.1%	3.4%	4.6%
%H		97.6%	58.1%	15.3%	55.6%	32.3%	24.2%	85.5%
4 - 15	374	365	214	63	238	150	88	354
%V	13.8%	14.0%	17.2%	13.2%	12.7%	15.3%	9.9%	15.3%
%H		97.6%	57.2%	16.8%	63.6%	40.1%	23.5%	94.7%
4 - 9	197	191	114	32	112	67	45	182
%V	7.2%	7.3%	9.2%	6.7%	6.0%	6.8%	5.1%	7.9%
%H		97.0%	57.9%	16.2%	56.9%	34.0%	22.8%	92.4%
10 - 15	177	174	100	31	126	83	43	173
%V	6.5%	6.7%	8.1%	6.5%	6.7%	8.5%	4.8%	7.5%
%H		98.3%	56.5%	17.5%	71.2%	46.9%	24.3%	97.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2720	2605	1241	476	1871	980	891	2316
%H		95.8%	45.6%	17.5%	68.8%	36.0%	32.8%	85.1%
Total Adults (16+)	2221	2118	955	394	1564	790	774	1855
%V	81.7%	81.3%	77.0%	82.8%	83.6%	80.6%	86.9%	80.1%
%H		95.4%	43.0%	17.7%	70.4%	35.6%	34.8%	83.5%
16 - 19	126	121	65	28	91	62	30	120
%V	4.6%	4.6%	5.2%	5.9%	4.9%	6.3%	3.4%	5.2%
%H		96.0%	51.6%	22.2%	72.2%	49.2%	23.8%	95.2%
20 - 24	177	157	74	28	124	69	55	161
%V	6.5%	6.0%	6.0%	5.9%	6.6%	7.0%	6.2%	7.0%
%H		88.7%	41.8%	15.8%	70.1%	39.0%	31.1%	91.0%
25 - 34	346	326	172	62	212	122	89	319
%V	12.7%	12.5%	13.9%	13.0%	11.3%	12.4%	10.0%	13.8%
%H		94.2%	49.7%	17.9%	61.3%	35.3%	25.7%	92.2%
35 - 44	319	302	160	58	204	120	84	296
%V	11.7%	11.6%	12.9%	12.2%	10.9%	12.2%	9.4%	12.8%
%H		94.7%	50.2%	18.2%	63.9%	37.6%	26.3%	92.8%
45 - 54	396	387	193	75	288	169	119	359
%V	14.6%	14.9%	15.6%	15.8%	15.4%	17.2%	13.4%	15.5%
%H		97.7%	48.7%	18.9%	72.7%	42.7%	30.1%	90.7%
55 - 64	347	336	151	71	243	127	116	298
%V	12.8%	12.9%	12.2%	14.9%	13.0%	13.0%	13.0%	12.9%
%H		96.8%	43.5%	20.5%	70.0%	36.6%	33.4%	85.9%
65+	511	490	139	71	402	121	280	301
%V	18.8%	18.8%	11.2%	14.9%	21.5%	12.3%	31.4%	13.0%
%H		95.9%	27.2%	13.9%	78.7%	23.7%	54.8%	58.9%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2221	2118	955	394	1564	790	774	1855
%H		95.4%	43.0%	17.7%	70.4%	35.6%	34.8%	83.5%
AB	519	497	234	83	358	180	178	496
%V	23.4%	23.5%	24.5%	21.1%	22.9%	22.8%	23.0%	26.7%
%H		95.8%	45.1%	16.0%	69.0%	34.7%	34.3%	95.6%
C1	568	538	267	104	397	224	173	505
%V	25.6%	25.4%	28.0%	26.4%	25.4%	28.4%	22.4%	27.2%
%H		94.7%	47.0%	18.3%	69.9%	39.4%	30.5%	88.9%
C2	497	476	214	94	353	187	166	429
%V	22.4%	22.5%	22.4%	23.9%	22.6%	23.7%	21.4%	23.1%
%H		95.8%	43.1%	18.9%	71.0%	37.6%	33.4%	86.3%
D	348	338	152	60	245	118	127	254
%V	15.7%	16.0%	15.9%	15.2%	15.7%	14.9%	16.4%	13.7%
%H		97.1%	43.7%	17.2%	70.4%	33.9%	36.5%	73.0%
E	289	270	87	52	210	81	129	171
%V	13.0%	12.7%	9.1%	13.2%	13.4%	10.3%	16.7%	9.2%
%H		93.4%	30.1%	18.0%	72.7%	28.0%	44.6%	59.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2221	2118	955	394	1564	790	774	1855
%H		95.4%	43.0%	17.7%	70.4%	35.6%	34.8%	83.5%
Working full time	952	921	476	194	636	380	256	897
%V	42.9%	43.5%	49.8%	49.2%	40.7%	48.1%	33.1%	48.4%
%H		96.7%	50.0%	20.4%	66.8%	39.9%	26.9%	94.2%
Working part time	222	214	106	33	155	81	75	205
%V	10.0%	10.1%	11.1%	8.4%	9.9%	10.3%	9.7%	11.1%
%H		96.4%	47.7%	14.9%	69.8%	36.5%	33.8%	92.3%
Not working	1047	983	373	167	773	330	443	754
%V	47.1%	46.4%	39.1%	42.4%	49.4%	41.8%	57.2%	40.6%
%H		93.9%	35.6%	16.0%	73.8%	31.5%	42.3%	72.0%
Housewife/Houseperson	1220	1156	472	202	863	383	479	947
%V	54.9%	54.6%	49.4%	51.3%	55.2%	48.5%	61.9%	51.1%
%H		94.8%	38.7%	16.6%	70.7%	31.4%	39.3%	77.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1078	1025	476	197	750	397	353	916
%H		95.1%	44.2%	18.3%	69.6%	36.8%	32.7%	85.0%
16 - 19	62	59	36	13	45	34	11	61
%V	5.8%	5.8%	7.6%	6.6%	6.0%	8.6%	3.1%	6.7%
%H		95.2%	58.1%	21.0%	72.6%	54.8%	17.7%	98.4%
20 - 24	93	86	37	17	69	38	31	86
%V	8.6%	8.4%	7.8%	8.6%	9.2%	9.6%	8.8%	9.4%
%H		92.5%	39.8%	18.3%	74.2%	40.9%	33.3%	92.5%
25 - 34	171	161	82	35	106	63	43	159
%V	15.9%	15.7%	17.2%	17.8%	14.1%	15.9%	12.2%	17.4%
%H		94.2%	48.0%	20.5%	62.0%	36.8%	25.1%	93.0%
35 - 44	155	146	77	30	99	61	38	141
%V	14.4%	14.2%	16.2%	15.2%	13.2%	15.4%	10.8%	15.4%
%H		94.2%	49.7%	19.4%	63.9%	39.4%	24.5%	91.0%
45 - 54	191	186	91	36	139	80	59	173
%V	17.7%	18.1%	19.1%	18.3%	18.5%	20.2%	16.7%	18.9%
%H		97.4%	47.6%	18.8%	72.8%	41.9%	30.9%	90.6%
55 - 64	171	164	79	31	113	59	54	144
%V	15.9%	16.0%	16.6%	15.7%	15.1%	14.9%	15.3%	15.7%
%H		95.9%	46.2%	18.1%	66.1%	34.5%	31.6%	84.2%
65+	235	224	74	35	178	61	117	152
%V	21.8%	21.9%	15.5%	17.8%	23.7%	15.4%	33.1%	16.6%
%H		95.3%	31.5%	14.9%	75.7%	26.0%	49.8%	64.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1078	1025	476	197	750	397	353	916
%H		95.1%	44.2%	18.3%	69.6%	36.8%	32.7%	85.0%
AB	259	247	122	41	177	92	84	246
%V	24.0%	24.1%	25.6%	20.8%	23.6%	23.2%	23.8%	26.9%
%H		95.4%	47.1%	15.8%	68.3%	35.5%	32.4%	95.0%
C1	267	254	131	52	187	113	74	244
%V	24.8%	24.8%	27.5%	26.4%	24.9%	28.5%	21.0%	26.6%
%H		95.1%	49.1%	19.5%	70.0%	42.3%	27.7%	91.4%
C2	272	259	114	52	192	100	92	232
%V	25.2%	25.3%	23.9%	26.4%	25.6%	25.2%	26.1%	25.3%
%H		95.2%	41.9%	19.1%	70.6%	36.8%	33.8%	85.3%
D	163	157	73	28	112	55	57	123
%V	15.1%	15.3%	15.3%	14.2%	14.9%	13.9%	16.1%	13.4%
%H		96.3%	44.8%	17.2%	68.7%	33.7%	35.0%	75.5%
E	117	108	37	24	82	37	45	71
%V	10.9%	10.5%	7.8%	12.2%	10.9%	9.3%	12.7%	7.8%
%H		92.3%	31.6%	20.5%	70.1%	31.6%	38.5%	60.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1078	1025	476	197	750	397	353	916
%H		95.1%	44.2%	18.3%	69.6%	36.8%	32.7%	85.0%
Working full time	582	562	286	117	389	229	160	546
%V	54.0%	54.8%	60.1%	59.4%	51.9%	57.7%	45.3%	59.6%
%H		96.6%	49.1%	20.1%	66.8%	39.3%	27.5%	93.8%
Working part time	40	36	14	3	29	11	19	36
%V	3.7%	3.5%	2.9%	1.5%	3.9%	2.8%	5.4%	3.9%
%H		90.0%	35.0%	7.5%	72.5%	27.5%	47.5%	90.0%
Not working	456	428	176	77	332	157	175	334
%V	42.3%	41.8%	37.0%	39.1%	44.3%	39.5%	49.6%	36.5%
%H		93.9%	38.6%	16.9%	72.8%	34.4%	38.4%	73.2%
Housewife/Houseperson	274	249	83	46	193	75	118	187
%V	25.4%	24.3%	17.4%	23.4%	25.7%	18.9%	33.4%	20.4%
%H		90.9%	30.3%	16.8%	70.4%	27.4%	43.1%	68.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1143	1093	478	196	814	393	421	939
%H		95.6%	41.8%	17.1%	71.2%	34.4%	36.8%	82.2%
16 - 19	64	62	29	15	46	27	19	59
%V	5.6%	5.7%	6.1%	7.7%	5.7%	6.9%	4.5%	6.3%
%H		96.9%	45.3%	23.4%	71.9%	42.2%	29.7%	92.2%
20 - 24	83	71	37	11	55	31	24	75
%V	7.3%	6.5%	7.7%	5.6%	6.8%	7.9%	5.7%	8.0%
%H		85.5%	44.6%	13.3%	66.3%	37.3%	28.9%	90.4%
25 - 34	174	165	90	27	106	59	47	160
%V	15.2%	15.1%	18.8%	13.8%	13.0%	15.0%	11.2%	17.0%
%H		94.8%	51.7%	15.5%	60.9%	33.9%	27.0%	92.0%
35 - 44	164	156	83	28	105	59	46	155
%V	14.3%	14.3%	17.4%	14.3%	12.9%	15.0%	10.9%	16.5%
%H		95.1%	50.6%	17.1%	64.0%	36.0%	28.0%	94.5%
45 - 54	204	201	102	39	148	88	60	186
%V	17.8%	18.4%	21.3%	19.9%	18.2%	22.4%	14.3%	19.8%
%H		98.5%	50.0%	19.1%	72.5%	43.1%	29.4%	91.2%
55 - 64	176	173	72	40	130	68	62	155
%V	15.4%	15.8%	15.1%	20.4%	16.0%	17.3%	14.7%	16.5%
%H		98.3%	40.9%	22.7%	73.9%	38.6%	35.2%	88.1%
65+	276	266	66	36	224	60	164	149
%V	24.1%	24.3%	13.8%	18.4%	27.5%	15.3%	39.0%	15.9%
%H		96.4%	23.9%	13.0%	81.2%	21.7%	59.4%	54.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1143	1093	478	196	814	393	421	939
%H		95.6%	41.8%	17.1%	71.2%	34.4%	36.8%	82.2%
AB	261	250	112	42	182	88	94	250
%V	22.8%	22.9%	23.4%	21.4%	22.4%	22.4%	22.3%	26.6%
%H		95.8%	42.9%	16.1%	69.7%	33.7%	36.0%	95.8%
C1	301	284	136	53	210	111	99	262
%V	26.3%	26.0%	28.5%	27.0%	25.8%	28.2%	23.5%	27.9%
%H		94.4%	45.2%	17.6%	69.8%	36.9%	32.9%	87.0%
C2	224	218	101	42	161	87	75	197
%V	19.6%	19.9%	21.1%	21.4%	19.8%	22.1%	17.8%	21.0%
%H		97.3%	45.1%	18.8%	71.9%	38.8%	33.5%	87.9%
D	185	181	79	32	133	63	70	131
%V	16.2%	16.6%	16.5%	16.3%	16.3%	16.0%	16.6%	14.0%
%H		97.8%	42.7%	17.3%	71.9%	34.1%	37.8%	70.8%
E	171	161	50	28	128	45	84	100
%V	15.0%	14.7%	10.5%	14.3%	15.7%	11.5%	20.0%	10.6%
%H		94.2%	29.2%	16.4%	74.9%	26.3%	49.1%	58.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North East

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1143	1093	478	196	814	393	421	939
%H		95.6%	41.8%	17.1%	71.2%	34.4%	36.8%	82.2%
Working full time	371	360	190	76	247	150	96	351
%V	32.5%	32.9%	39.7%	38.8%	30.3%	38.2%	22.8%	37.4%
%H		97.0%	51.2%	20.5%	66.6%	40.4%	25.9%	94.6%
Working part time	182	178	92	30	126	70	56	169
%V	15.9%	16.3%	19.2%	15.3%	15.5%	17.8%	13.3%	18.0%
%H		97.8%	50.5%	16.5%	69.2%	38.5%	30.8%	92.9%
Not working	590	556	197	90	441	173	269	419
%V	51.6%	50.9%	41.2%	45.9%	54.2%	44.0%	63.9%	44.6%
%H		94.2%	33.4%	15.3%	74.7%	29.3%	45.6%	71.0%
Housewife/Houseperson	947	907	389	156	669	308	361	760
%V	82.9%	83.0%	81.4%	79.6%	82.2%	78.4%	85.7%	80.9%
%H		95.8%	41.1%	16.5%	70.6%	32.5%	38.1%	80.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Central Scotland

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
AB	420	395	176	77	273	133	140	394
%V	24.2%	24.3%	25.6%	23.1%	24.2%	24.3%	24.1%	28.7%
%H (All HH)		94.0%	41.9%	18.3%	65.0%	31.7%	33.3%	93.8%
%H (TV HH)			44.6%	19.5%	69.1%	33.7%	35.4%	
C1	481	442	208	95	304	171	133	423
%V	27.7%	27.2%	30.2%	28.5%	26.9%	31.3%	22.9%	30.8%
%H (All HH)		91.9%	43.2%	19.8%	63.2%	35.6%	27.7%	87.9%
%H (TV HH)			47.1%	21.5%	68.8%	38.7%	30.1%	
C2	312	305	144	66	208	116	92	257
%V	18.0%	18.8%	20.9%	19.8%	18.4%	21.2%	15.8%	18.7%
%H (All HH)		97.8%	46.2%	21.2%	66.7%	37.2%	29.5%	82.4%
%H (TV HH)			47.2%	21.6%	68.2%	38.0%	30.2%	
D	300	276	99	61	191	82	109	200
%V	17.3%	17.0%	14.4%	18.3%	16.9%	15.0%	18.7%	14.5%
%H (All HH)		92.0%	33.0%	20.3%	63.7%	27.3%	36.3%	66.7%
%H (TV HH)			35.9%	22.1%	69.2%	29.7%	39.5%	
E	222	206	62	33	153	45	108	101
%V	12.8%	12.7%	9.0%	9.9%	13.6%	8.2%	18.6%	7.3%
%H (All HH)		92.8%	27.9%	14.9%	68.9%	20.3%	48.6%	45.5%
%H (TV HH)			30.1%	16.0%	74.3%	21.8%	52.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Under 25	80	61	21	8	36	11	26	68
%V	4.6%	3.8%	3.1%	2.4%	3.2%	2.0%	4.5%	4.9%
%H (All HH)		76.3%	26.3%	10.0%	45.0%	13.8%	32.5%	85.0%
%H (TV HH)			34.4%	13.1%	59.0%	18.0%	42.6%	
25 - 34	257	224	105	49	130	69	61	238
%V	14.8%	13.8%	15.3%	14.7%	11.5%	12.6%	10.5%	17.3%
%H (All HH)		87.2%	40.9%	19.1%	50.6%	26.8%	23.7%	92.6%
%H (TV HH)			46.9%	21.9%	58.0%	30.8%	27.2%	
35 - 44	290	272	150	56	175	114	61	274
%V	16.7%	16.8%	21.8%	16.8%	15.5%	20.8%	10.5%	19.9%
%H (All HH)		93.8%	51.7%	19.3%	60.3%	39.3%	21.0%	94.5%
%H (TV HH)			55.1%	20.6%	64.3%	41.9%	22.4%	
45 - 54	363	350	164	83	242	140	101	312
%V	20.9%	21.6%	23.8%	24.9%	21.4%	25.6%	17.4%	22.7%
%H (All HH)		96.4%	45.2%	22.9%	66.7%	38.6%	27.8%	86.0%
%H (TV HH)			46.9%	23.7%	69.1%	40.0%	28.9%	
55 - 64	298	288	116	62	206	95	111	252
%V	17.2%	17.7%	16.9%	18.6%	18.2%	17.4%	19.1%	18.3%
%H (All HH)		96.6%	38.9%	20.8%	69.1%	31.9%	37.2%	84.6%
%H (TV HH)			40.3%	21.5%	71.5%	33.0%	38.5%	
65 +	447	429	132	76	340	119	221	231
%V	25.8%	26.4%	19.2%	22.8%	30.1%	21.8%	38.0%	16.8%
%H (All HH)		96.0%	29.5%	17.0%	76.1%	26.6%	49.4%	51.7%
%H (TV HH)			30.8%	17.7%	79.3%	27.7%	51.5%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
1	633	575	157	112	436	138	297	370
%V	36.5%	35.4%	22.8%	33.6%	38.6%	25.2%	51.0%	26.9%
%H (All HH)		90.8%	24.8%	17.7%	68.9%	21.8%	46.9%	58.5%
%H (TV HH)			27.3%	19.5%	75.8%	24.0%	51.7%	
2	600	567	256	112	390	197	193	519
%V	34.6%	34.9%	37.2%	33.6%	34.5%	36.0%	33.2%	37.7%
%H (All HH)		94.5%	42.7%	18.7%	65.0%	32.8%	32.2%	86.5%
%H (TV HH)			45.1%	19.8%	68.8%	34.7%	34.0%	
3	245	235	132	54	151	105	46	238
%V	14.1%	14.5%	19.2%	16.2%	13.4%	19.2%	7.9%	17.3%
%H (All HH)		95.9%	53.9%	22.0%	61.6%	42.9%	18.8%	97.1%
%H (TV HH)			56.2%	23.0%	64.3%	44.7%	19.6%	
4	179	174	102	37	106	73	33	172
%V	10.3%	10.7%	14.8%	11.1%	9.4%	13.3%	5.7%	12.5%
%H (All HH)		97.2%	57.0%	20.7%	59.2%	40.8%	18.4%	96.1%
%H (TV HH)			58.6%	21.3%	60.9%	42.0%	19.0%	
5+	78	73	42	18	46	34	12	76
%V	4.5%	4.5%	6.1%	5.4%	4.1%	6.2%	2.1%	5.5%
%H (All HH)		93.6%	53.8%	23.1%	59.0%	43.6%	15.4%	97.4%
%H (TV HH)			57.5%	24.7%	63.0%	46.6%	16.4%	
Average HH size	2.13	2.15	2.46	2.22	2.07	2.41	1.75	2.33

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Without	1340	1242	468	250	899	391	508	1000
%V	77.2%	76.5%	68.0%	75.1%	79.6%	71.5%	87.3%	72.7%
%H (All HH)		92.7%	34.9%	18.7%	67.1%	29.2%	37.9%	74.6%
%H (TV HH)			37.7%	20.1%	72.4%	31.5%	40.9%	
With	395	382	220	83	230	156	74	375
%V	22.8%	23.5%	32.0%	24.9%	20.4%	28.5%	12.7%	27.3%
%H (All HH)		96.7%	55.7%	21.0%	58.2%	39.5%	18.7%	94.9%
%H (TV HH)			57.6%	21.7%	60.2%	40.8%	19.4%	
0 - 3	143	136	77	31	71	46	25	135
%V	8.2%	8.4%	11.2%	9.3%	6.3%	8.4%	4.3%	9.8%
%H (All HH)		95.1%	53.8%	21.7%	49.7%	32.2%	17.5%	94.4%
%H (TV HH)			56.6%	22.8%	52.2%	33.8%	18.4%	
4 - 9	196	190	111	37	113	75	38	185
%V	11.3%	11.7%	16.1%	11.1%	10.0%	13.7%	6.5%	13.5%
%H (All HH)		96.9%	56.6%	18.9%	57.7%	38.3%	19.4%	94.4%
%H (TV HH)			58.4%	19.5%	59.5%	39.5%	20.0%	
10 - 15	180	175	100	41	117	83	34	174
%V	10.4%	10.8%	14.5%	12.3%	10.4%	15.2%	5.8%	12.7%
%H (All HH)		97.2%	55.6%	22.8%	65.0%	46.1%	18.9%	96.7%
%H (TV HH)			57.1%	23.4%	66.9%	47.4%	19.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
1	631	631	189	118	395	90	305	438
%V	36.4%	38.9%	27.5%	35.4%	35.0%	16.5%	52.4%	31.9%
%H (All HH)		100.0%	30.0%	18.7%	62.6%	14.3%	48.3%	69.4%
%H (TV HH)			30.0%	18.7%	62.6%	14.3%	48.3%	
2	569	569	257	112	409	212	196	458
%V	32.8%	35.1%	37.4%	33.6%	36.2%	38.8%	33.7%	33.3%
%H (All HH)		100.0%	45.2%	19.7%	71.9%	37.3%	34.4%	80.5%
%H (TV HH)			45.2%	19.7%	71.9%	37.3%	34.4%	
3	276	276	152	68	207	150	57	252
%V	15.9%	17.0%	22.1%	20.4%	18.3%	27.4%	9.8%	18.3%
%H (All HH)		100.0%	55.1%	24.6%	75.0%	54.3%	20.7%	91.3%
%H (TV HH)			55.1%	24.6%	75.0%	54.3%	20.7%	
4	101	101	65	20	78	60	18	98
%V	5.8%	6.2%	9.4%	6.0%	6.9%	11.0%	3.1%	7.1%
%H (All HH)		100.0%	64.4%	19.8%	77.2%	59.4%	17.8%	97.0%
%H (TV HH)			64.4%	19.8%	77.2%	59.4%	17.8%	
5+	45	45	25	15	41	35	6	45
%V	2.6%	2.8%	3.6%	4.5%	3.6%	6.4%	1.0%	3.3%
%H (All HH)		100.0%	55.6%	33.3%	91.1%	77.8%	13.3%	100.0%
%H (TV HH)			55.6%	33.3%	91.1%	77.8%	13.3%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1735	1623	688	333	1129	547	582	1375
%V (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Under 20"	320	320	143	64	252	143	109	254
%V	18.4%	19.7%	20.8%	19.2%	22.3%	26.1%	18.7%	18.5%
%H (All HH)		100.0%	44.7%	20.0%	78.8%	44.7%	34.1%	79.4%
%H (TV HH)			44.7%	20.0%	78.8%	44.7%	34.1%	
20" - 29"	501	501	211	102	384	198	186	401
%V	28.9%	30.9%	30.7%	30.6%	34.0%	36.2%	32.0%	29.2%
%H (All HH)		100.0%	42.1%	20.4%	76.6%	39.5%	37.1%	80.0%
%H (TV HH)			42.1%	20.4%	76.6%	39.5%	37.1%	
30" - 39"	897	897	395	189	635	331	304	726
%V	51.7%	55.3%	57.4%	56.8%	56.2%	60.5%	52.2%	52.8%
%H (All HH)		100.0%	44.0%	21.1%	70.8%	36.9%	33.9%	80.9%
%H (TV HH)			44.0%	21.1%	70.8%	36.9%	33.9%	
40" and over	861	861	448	192	593	377	216	761
%V	49.6%	53.0%	65.1%	57.7%	52.5%	68.9%	37.1%	55.3%
%H (All HH)		100.0%	52.0%	22.3%	68.9%	43.8%	25.1%	88.4%
%H (TV HH)			52.0%	22.3%	68.9%	43.8%	25.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Main living room	1592	1592	676	330	1109	541	568	1262
%V	91.8%	98.1%	98.3%	99.1%	98.2%	98.9%	97.6%	91.8%
%H (All HH)		100.0%	42.5%	20.7%	69.7%	34.0%	35.7%	79.3%
%H (TV HH)			42.5%	20.7%	69.7%	34.0%	35.7%	
Kitchen	160	160	78	39	134	89	45	139
%V	9.2%	9.9%	11.3%	11.7%	11.9%	16.3%	7.7%	10.1%
%H (All HH)		100.0%	48.8%	24.4%	83.8%	55.6%	28.1%	86.9%
%H (TV HH)			48.8%	24.4%	83.8%	55.6%	28.1%	
Adult's bedroom	779	779	392	173	584	373	210	666
%V	44.9%	48.0%	57.0%	52.0%	51.7%	68.2%	36.1%	48.4%
%H (All HH)		100.0%	50.3%	22.2%	75.0%	47.9%	27.0%	85.5%
%H (TV HH)			50.3%	22.2%	75.0%	47.9%	27.0%	
Child's bedroom	188	188	115	44	123	94	29	182
%V	10.8%	11.6%	16.7%	13.2%	10.9%	17.2%	5.0%	13.2%
%H (All HH)		100.0%	61.2%	23.4%	65.4%	50.0%	15.4%	96.8%
%H (TV HH)			61.2%	23.4%	65.4%	50.0%	15.4%	
Other bedroom	60	60	33	12	45	30	16	56
%V	3.5%	3.7%	4.8%	3.6%	4.0%	5.5%	2.7%	4.1%
%H (All HH)		100.0%	55.0%	20.0%	75.0%	50.0%	26.7%	93.3%
%H (TV HH)			55.0%	20.0%	75.0%	50.0%	26.7%	
Second living/dining room	117	117	66	20	88	57	32	108
%V	6.7%	7.2%	9.6%	6.0%	7.8%	10.4%	5.5%	7.9%
%H (All HH)		100.0%	56.4%	17.1%	75.2%	48.7%	27.4%	92.3%
%H (TV HH)			56.4%	17.1%	75.2%	48.7%	27.4%	
Study/office	21	21	9	6	17	12	5	21
%V	1.2%	1.3%	1.3%	1.8%	1.5%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	42.9%	28.6%	81.0%	57.1%	23.8%	100.0%
%H (TV HH)			42.9%	28.6%	81.0%	57.1%	23.8%	
TV room	25	25	17	2	20	14	6	24
%V	1.4%	1.5%	2.5%	0.6%	1.8%	2.6%	1.0%	1.7%
%H (All HH)		100.0%	68.0%	8.0%	80.0%	56.0%	24.0%	96.0%
%H (TV HH)			68.0%	8.0%	80.0%	56.0%	24.0%	
Conservatory	22	22	13	4	17	12	5	20
%V	1.3%	1.4%	1.9%	1.2%	1.5%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	59.1%	18.2%	77.3%	54.5%	22.7%	90.9%
%H (TV HH)			59.1%	18.2%	77.3%	54.5%	22.7%	
Attic or loft room	3	3	2	1	3	2	0	3
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	0.0%	
No specific location	3	3	0	0	2	0	2	2
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	14	14	8	3	10	7	3	13
%V	0.8%	0.9%	1.2%	0.9%	0.9%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	57.1%	21.4%	71.4%	50.0%	21.4%	92.9%
%H (TV HH)			57.1%	21.4%	71.4%	50.0%	21.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Any DSAT provider	688	688	688	7	389	389	0	612
%V	39.7%	42.4%	100.0%	2.1%	34.5%	71.1%	0.0%	44.5%
%H (All HH)			100.0%	1.0%	56.5%	56.5%	0.0%	89.0%
%H (TV HH)			100.0%	1.0%	56.5%	56.5%	0.0%	
Sky with subscription	607	607	607	4	350	350	0	549
%V	35.0%	37.4%	88.2%	1.2%	31.0%	64.0%	0.0%	39.9%
%H (All HH)			100.0%	0.7%	57.7%	57.7%	0.0%	90.4%
%H (TV HH)			100.0%	0.7%	57.7%	57.7%	0.0%	
Sky without subscription	22	22	22	1	13	13	0	17
%V	1.3%	1.4%	3.2%	0.3%	1.2%	2.4%	0.0%	1.2%
%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	61	61	61	2	31	31	0	50
%V	3.5%	3.8%	8.9%	0.6%	2.7%	5.7%	0.0%	3.6%
%H (All HH)			100.0%	3.3%	50.8%	50.8%	0.0%	82.0%
%H (TV HH)			100.0%	3.3%	50.8%	50.8%	0.0%	
Other satellite provider	17	17	17	1	5	5	0	15
%V	1.0%	1.0%	2.5%	0.3%	0.4%	0.9%	0.0%	1.1%
%H (All HH)			100.0%	5.9%	29.4%	29.4%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	29.4%	29.4%	0.0%	
DCAB	333	333	7	333	161	161	0	290
%V	19.2%	20.5%	1.0%	100.0%	14.3%	29.4%	0.0%	21.1%
%H (All HH)			2.1%	100.0%	48.3%	48.3%	0.0%	87.1%
%H (TV HH)			2.1%	100.0%	48.3%	48.3%	0.0%	
DTT	1129	1129	389	161	1129	547	582	857
%V	65.1%	69.6%	56.5%	48.3%	100.0%	100.0%	100.0%	62.3%
%H (All HH)		100.0%	34.5%	14.3%	100.0%	48.4%	51.6%	75.9%
%H (TV HH)			34.5%	14.3%	100.0%	48.4%	51.6%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
PVR	1027	1027	608	270	637	483	153	913
%V	59.2%	63.3%	88.4%	81.1%	56.4%	88.3%	26.3%	66.4%
%H (All HH)		100.0%	59.2%	26.3%	62.0%	47.0%	14.9%	88.9%
%H (TV HH)			59.2%	26.3%	62.0%	47.0%	14.9%	
DVDR	39	39	16	8	26	12	15	31
%V	2.2%	2.4%	2.3%	2.4%	2.3%	2.2%	2.6%	2.3%
%H (All HH)		100.0%	41.0%	20.5%	66.7%	30.8%	38.5%	79.5%
%H (TV HH)			41.0%	20.5%	66.7%	30.8%	38.5%	
VCR	28	28	9	8	21	9	12	19
%V	1.6%	1.7%	1.3%	2.4%	1.9%	1.6%	2.1%	1.4%
%H (All HH)		100.0%	32.1%	28.6%	75.0%	32.1%	42.9%	67.9%
%H (TV HH)			32.1%	28.6%	75.0%	32.1%	42.9%	
Any recorder	1049	1049	612	272	654	485	170	925
%V	60.5%	64.6%	89.0%	81.7%	57.9%	88.7%	29.2%	67.3%
%H (All HH)		100.0%	58.3%	25.9%	62.3%	46.2%	16.2%	88.2%
%H (TV HH)			58.3%	25.9%	62.3%	46.2%	16.2%	
Receives HDTV (via STB or built-in reception)	976	976	521	250	644	434	210	861
%V	56.3%	60.1%	75.7%	75.1%	57.0%	79.3%	36.1%	62.6%
%H (All HH)		100.0%	53.4%	25.6%	66.0%	44.5%	21.5%	88.2%
%H (TV HH)			53.4%	25.6%	66.0%	44.5%	21.5%	
DVD/Blu-ray player or recorder	1295	1295	573	284	933	493	440	1065
%V	74.6%	79.8%	83.3%	85.3%	82.6%	90.1%	75.6%	77.5%
%H (All HH)		100.0%	44.2%	21.9%	72.0%	38.1%	34.0%	82.2%
%H (TV HH)			44.2%	21.9%	72.0%	38.1%	34.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1735	1623	688	333	1129	547	582	1375
%H (All HH)		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%
%H (TV HH)			42.4%	20.5%	69.6%	33.7%	35.9%	
Has broadband internet	1375	1291	612	290	857	488	369	1375
%V	79.3%	79.5%	89.0%	87.1%	75.9%	89.2%	63.4%	100.0%
%H (All HH)		93.9%	44.5%	21.1%	62.3%	35.5%	26.8%	100.0%
%H (TV HH)			47.4%	22.5%	66.4%	37.8%	28.6%	
Number of computers (PCs and laptops)								
0	395	366	88	50	285	61	224	63
%V	22.8%	22.6%	12.8%	15.0%	25.2%	11.2%	38.5%	4.6%
%H (All HH)		92.7%	22.3%	12.7%	72.2%	15.4%	56.7%	15.9%
%H (TV HH)			24.0%	13.7%	77.9%	16.7%	61.2%	
1	457	420	173	86	291	137	155	434
%V	26.3%	25.9%	25.1%	25.8%	25.8%	25.0%	26.6%	31.6%
%H (All HH)		91.9%	37.9%	18.8%	63.7%	30.0%	33.9%	95.0%
%H (TV HH)			41.2%	20.5%	69.3%	32.6%	36.9%	
2	390	367	172	83	238	134	104	386
%V	22.5%	22.6%	25.0%	24.9%	21.1%	24.5%	17.9%	28.1%
%H (All HH)		94.1%	44.1%	21.3%	61.0%	34.4%	26.7%	99.0%
%H (TV HH)			46.9%	22.6%	64.9%	36.5%	28.3%	
3	234	221	114	55	145	94	51	233
%V	13.5%	13.6%	16.6%	16.5%	12.8%	17.2%	8.8%	16.9%
%H (All HH)		94.4%	48.7%	23.5%	62.0%	40.2%	21.8%	99.6%
%H (TV HH)			51.6%	24.9%	65.6%	42.5%	23.1%	
4	134	127	70	33	87	63	24	134
%V	7.7%	7.8%	10.2%	9.9%	7.7%	11.5%	4.1%	9.7%
%H (All HH)		94.8%	52.2%	24.6%	64.9%	47.0%	17.9%	100.0%
%H (TV HH)			55.1%	26.0%	68.5%	49.6%	18.9%	
5+	126	122	71	27	82	57	25	125
%V	7.3%	7.5%	10.3%	8.1%	7.3%	10.4%	4.3%	9.1%
%H (All HH)		96.8%	56.3%	21.4%	65.1%	45.2%	19.8%	99.2%
%H (TV HH)			58.2%	22.1%	67.2%	46.7%	20.5%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3246	1553	703	2362	1391	971	2744
%H		47.8%	21.7%	72.8%	42.9%	29.9%	84.5%
Under 20"	395	177	82	316	184	132	320
%V	12.2%	11.4%	11.7%	13.4%	13.2%	13.6%	11.7%
%H		44.8%	20.8%	80.0%	46.6%	33.4%	81.0%
20" - 29"	633	279	132	492	270	221	516
%V	19.5%	18.0%	18.8%	20.8%	19.4%	22.8%	18.8%
%H		44.1%	20.9%	77.7%	42.7%	34.9%	81.5%
30" - 39"	1102	504	232	786	428	358	913
%V	33.9%	32.5%	33.0%	33.3%	30.8%	36.9%	33.3%
%H		45.7%	21.1%	71.3%	38.8%	32.5%	82.8%
40" and over	1071	580	242	742	497	245	960
%V	33.0%	37.3%	34.4%	31.4%	35.7%	25.2%	35.0%
%H		54.2%	22.6%	69.3%	46.4%	22.9%	89.6%
Don't know	45	14	15	26	11	15	34
%V	1.4%	0.9%	2.1%	1.1%	0.8%	1.5%	1.2%
%H		31.1%	33.3%	57.8%	24.4%	33.3%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Central Scotland

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3246	1553	703	2362	1391	971	2744
%H		47.8%	21.7%	72.8%	42.9%	29.9%	84.5%
Main living room	1600	678	331	1116	543	573	1269
%V	49.3%	43.7%	47.1%	47.2%	39.0%	59.0%	46.2%
%H		42.4%	20.7%	69.8%	33.9%	35.8%	79.3%
Kitchen	161	78	39	135	89	45	140
%V	5.0%	5.0%	5.5%	5.7%	6.4%	4.6%	5.1%
%H		48.4%	24.2%	83.9%	55.3%	28.0%	87.0%
Adult's bedroom	967	489	226	740	490	249	842
%V	29.8%	31.5%	32.1%	31.3%	35.2%	25.6%	30.7%
%H		50.6%	23.4%	76.5%	50.7%	25.7%	87.1%
Child's bedroom	242	152	57	158	126	32	235
%V	7.5%	9.8%	8.1%	6.7%	9.1%	3.3%	8.6%
%H		62.8%	23.6%	65.3%	52.1%	13.2%	97.1%
Other bedroom	68	38	13	52	35	17	64
%V	2.1%	2.4%	1.8%	2.2%	2.5%	1.8%	2.3%
%H		55.9%	19.1%	76.5%	51.5%	25.0%	94.1%
Second living/dining room	119	68	20	90	58	32	110
%V	3.7%	4.4%	2.8%	3.8%	4.2%	3.3%	4.0%
%H		57.1%	16.8%	75.6%	48.7%	26.9%	92.4%
Study/office	21	9	6	17	12	5	21
%V	0.6%	0.6%	0.9%	0.7%	0.9%	0.5%	0.8%
%H		42.9%	28.6%	81.0%	57.1%	23.8%	100.0%
TV room	26	17	2	21	15	6	25
%V	0.8%	1.1%	0.3%	0.9%	1.1%	0.6%	0.9%
%H		65.4%	7.7%	80.8%	57.7%	23.1%	96.2%
Conservatory	22	13	4	17	12	5	20
%V	0.7%	0.8%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		59.1%	18.2%	77.3%	54.5%	22.7%	90.9%
Attic or loft room	3	2	1	3	2	0	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	0.0%	100.0%
No specific location	3	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	66.7%
Other	15	8	3	11	7	4	13
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		53.3%	20.0%	73.3%	46.7%	26.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3246	1553	703	2362	1391	971	2744
%H		47.8%	21.7%	72.8%	42.9%	29.9%	84.5%
PVR	1394	842	393	831	663	168	1266
%V	42.9%	54.2%	55.9%	35.2%	47.7%	17.3%	46.1%
%H		60.4%	28.2%	59.6%	47.6%	12.1%	90.8%
DVDR	42	17	9	29	13	16	35
%V	1.3%	1.1%	1.3%	1.2%	0.9%	1.6%	1.3%
%H		40.5%	21.4%	69.0%	31.0%	38.1%	83.3%
VCR	29	9	8	22	9	12	19
%V	0.9%	0.6%	1.1%	0.9%	0.6%	1.2%	0.7%
%H		31.0%	27.6%	75.9%	31.0%	41.4%	65.5%
Any recorder	1423	849	396	855	668	187	1282
%V	43.8%	54.7%	56.3%	36.2%	48.0%	19.3%	46.7%
%H		59.7%	27.8%	60.1%	46.9%	13.1%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3246	1553	703	2362	1391	971	2744
%H		47.8%	21.7%	72.8%	42.9%	29.9%	84.5%
Receives HDTV (via STB or built-in reception)	1421	761	393	953	678	275	1280
%V	43.8%	49.0%	55.9%	40.3%	48.7%	28.3%	46.6%
%H		53.6%	27.7%	67.1%	47.7%	19.4%	90.1%
DVD/Blu-ray player or recorder	1931	926	436	1444	870	574	1656
%V	59.5%	59.6%	62.0%	61.1%	62.5%	59.1%	60.3%
%H		48.0%	22.6%	74.8%	45.1%	29.7%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1618	687	333	1128	547	581	1287
%H		42.5%	20.6%	69.7%	33.8%	35.9%	79.5%
Under 20"	29	6	1	21	3	18	18
%V	1.8%	0.9%	0.3%	1.9%	0.5%	3.1%	1.4%
%H		20.7%	3.4%	72.4%	10.3%	62.1%	62.1%
20" - 29"	148	30	19	113	17	96	86
%V	9.1%	4.4%	5.7%	10.0%	3.1%	16.5%	6.7%
%H		20.3%	12.8%	76.4%	11.5%	64.9%	58.1%
30" - 39"	579	207	116	407	157	250	423
%V	35.8%	30.1%	34.8%	36.1%	28.7%	43.0%	32.9%
%H		35.8%	20.0%	70.3%	27.1%	43.2%	73.1%
40" and over	838	438	190	574	368	206	743
%V	51.8%	63.8%	57.1%	50.9%	67.3%	35.5%	57.7%
%H		52.3%	22.7%	68.5%	43.9%	24.6%	88.7%
Don't know	25	6	7	13	3	10	18
%V	1.5%	0.9%	2.1%	1.2%	0.5%	1.7%	1.4%
%H		24.0%	28.0%	52.0%	12.0%	40.0%	72.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1618	687	333	1128	547	581	1287
%H		42.5%	20.6%	69.7%	33.8%	35.9%	79.5%
PVR	1003	598	269	616	476	140	893
%V	62.0%	87.0%	80.8%	54.6%	87.0%	24.1%	69.4%
%H		59.6%	26.8%	61.4%	47.5%	14.0%	89.0%
DVDR	32	12	7	23	10	13	24
%V	2.0%	1.7%	2.1%	2.0%	1.8%	2.2%	1.9%
%H		37.5%	21.9%	71.9%	31.3%	40.6%	75.0%
VCR	25	8	6	18	7	11	16
%V	1.5%	1.2%	1.8%	1.6%	1.3%	1.9%	1.2%
%H		32.0%	24.0%	72.0%	28.0%	44.0%	64.0%
Any recorder	1024	602	270	634	478	156	903
%V	63.3%	87.6%	81.1%	56.2%	87.4%	26.9%	70.2%
%H		58.8%	26.4%	61.9%	46.7%	15.2%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	1618	687	333	1128	547	581	1287
%H		42.5%	20.6%	69.7%	33.8%	35.9%	79.5%
Receives HDTV (via STB or built-in reception)	944	508	244	616	421	195	833
%V	58.3%	73.9%	73.3%	54.6%	77.0%	33.6%	64.7%
%H		53.8%	25.8%	65.3%	44.6%	20.7%	88.2%
DVD/Blu-ray player or recorder	1191	518	262	852	440	411	973
%V	73.6%	75.4%	78.7%	75.5%	80.4%	70.7%	75.6%
%H		43.5%	22.0%	71.5%	36.9%	34.5%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1628	867	370	1234	843	391	1457
%H		53.3%	22.7%	75.8%	51.8%	24.0%	89.5%
Under 20"	367	171	81	295	181	114	302
%V	22.5%	19.7%	21.9%	23.9%	21.5%	29.2%	20.7%
%H		46.6%	22.1%	80.4%	49.3%	31.1%	82.3%
20" - 29"	485	248	113	379	253	125	431
%V	29.8%	28.6%	30.5%	30.7%	30.0%	32.0%	29.6%
%H		51.1%	23.3%	78.1%	52.2%	25.8%	88.9%
30" - 39"	522	297	116	379	271	107	490
%V	32.1%	34.3%	31.4%	30.7%	32.1%	27.4%	33.6%
%H		56.9%	22.2%	72.6%	51.9%	20.5%	93.9%
40" and over	233	142	52	168	129	39	218
%V	14.3%	16.4%	14.1%	13.6%	15.3%	10.0%	15.0%
%H		60.9%	22.3%	72.1%	55.4%	16.7%	93.6%
Don't know	21	8	7	14	9	5	17
%V	1.3%	0.9%	1.9%	1.1%	1.1%	1.3%	1.2%
%H		38.1%	33.3%	66.7%	42.9%	23.8%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1628	867	370	1234	843	391	1457
%H		53.3%	22.7%	75.8%	51.8%	24.0%	89.5%
PVR	391	244	125	215	187	28	373
%V	24.0%	28.1%	33.8%	17.4%	22.2%	7.2%	25.6%
%H		62.4%	32.0%	55.0%	47.8%	7.2%	95.4%
DVDR	10	5	2	6	3	3	10
%V	0.6%	0.6%	0.5%	0.5%	0.4%	0.8%	0.7%
%H		50.0%	20.0%	60.0%	30.0%	30.0%	100.0%
VCR	4	1	2	4	2	2	2
%V	0.2%	0.1%	0.5%	0.3%	0.2%	0.5%	0.1%
%H		25.0%	50.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	399	247	126	221	190	31	379
%V	24.5%	28.5%	34.1%	17.9%	22.5%	7.9%	26.0%
%H		61.9%	31.6%	55.4%	47.6%	7.8%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1628	867	370	1234	843	391	1457
%H		53.3%	22.7%	75.8%	51.8%	24.0%	89.5%
Receives HDTV (via STB or built-in reception)	478	253	149	337	258	79	447
%V	29.4%	29.2%	40.3%	27.3%	30.6%	20.2%	30.7%
%H		52.9%	31.2%	70.5%	54.0%	16.5%	93.5%
DVD/Blu-ray player or recorder	740	408	174	592	429	163	684
%V	45.5%	47.1%	47.0%	48.0%	50.9%	41.7%	46.9%
%H		55.1%	23.5%	80.0%	58.0%	22.0%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3693	3493	1692	739	2337	1318	1019	3208
%H		94.6%	45.8%	20.0%	63.3%	35.7%	27.6%	86.9%
Total Children	637	615	361	133	368	255	113	606
%V	17.2%	17.6%	21.3%	18.0%	15.7%	19.3%	11.1%	18.9%
%H		96.5%	56.7%	20.9%	57.8%	40.0%	17.7%	95.1%
0 - 3	164	155	89	36	80	51	29	154
%V	4.4%	4.4%	5.3%	4.9%	3.4%	3.9%	2.8%	4.8%
%H		94.5%	54.3%	22.0%	48.8%	31.1%	17.7%	93.9%
4 - 15	474	460	272	96	288	204	84	452
%V	12.8%	13.2%	16.1%	13.0%	12.3%	15.5%	8.2%	14.1%
%H		97.0%	57.4%	20.3%	60.8%	43.0%	17.7%	95.4%
4 - 9	248	240	141	47	142	97	45	234
%V	6.7%	6.9%	8.3%	6.4%	6.1%	7.4%	4.4%	7.3%
%H		96.8%	56.9%	19.0%	57.3%	39.1%	18.1%	94.4%
10 - 15	226	220	131	50	147	108	39	218
%V	6.1%	6.3%	7.7%	6.8%	6.3%	8.2%	3.8%	6.8%
%H		97.3%	58.0%	22.1%	65.0%	47.8%	17.3%	96.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3693	3493	1692	739	2337	1318	1019	3208
%H		94.6%	45.8%	20.0%	63.3%	35.7%	27.6%	86.9%
Total Adults (16+)	3056	2877	1331	606	1969	1063	906	2603
%V	82.8%	82.4%	78.7%	82.0%	84.3%	80.7%	88.9%	81.1%
%H		94.1%	43.6%	19.8%	64.4%	34.8%	29.6%	85.2%
16 - 19	159	146	70	34	97	59	38	153
%V	4.3%	4.2%	4.1%	4.6%	4.2%	4.5%	3.7%	4.8%
%H		91.8%	44.0%	21.4%	61.0%	37.1%	23.9%	96.2%
20 - 24	245	209	96	43	139	77	62	228
%V	6.6%	6.0%	5.7%	5.8%	5.9%	5.8%	6.1%	7.1%
%H		85.3%	39.2%	17.6%	56.7%	31.4%	25.3%	93.1%
25 - 34	488	438	216	94	255	143	112	456
%V	13.2%	12.5%	12.8%	12.7%	10.9%	10.8%	11.0%	14.2%
%H		89.8%	44.3%	19.3%	52.3%	29.3%	23.0%	93.4%
35 - 44	466	436	248	92	278	188	89	444
%V	12.6%	12.5%	14.7%	12.4%	11.9%	14.3%	8.7%	13.8%
%H		93.6%	53.2%	19.7%	59.7%	40.3%	19.1%	95.3%
45 - 54	589	572	294	131	391	244	147	527
%V	15.9%	16.4%	17.4%	17.7%	16.7%	18.5%	14.4%	16.4%
%H		97.1%	49.9%	22.2%	66.4%	41.4%	25.0%	89.5%
55 - 64	466	453	195	96	322	158	164	409
%V	12.6%	13.0%	11.5%	13.0%	13.8%	12.0%	16.1%	12.7%
%H		97.2%	41.8%	20.6%	69.1%	33.9%	35.2%	87.8%
65+	643	623	214	116	488	194	294	385
%V	17.4%	17.8%	12.6%	15.7%	20.9%	14.7%	28.9%	12.0%
%H		96.9%	33.3%	18.0%	75.9%	30.2%	45.7%	59.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3056	2877	1331	606	1969	1063	906	2603
%H		94.1%	43.6%	19.8%	64.4%	34.8%	29.6%	85.2%
AB	796	756	359	154	512	271	242	764
%V	26.0%	26.3%	27.0%	25.4%	26.0%	25.5%	26.7%	29.4%
%H		95.0%	45.1%	19.3%	64.3%	34.0%	30.4%	96.0%
C1	869	798	406	172	541	333	209	797
%V	28.4%	27.7%	30.5%	28.4%	27.5%	31.3%	23.1%	30.6%
%H		91.8%	46.7%	19.8%	62.3%	38.3%	24.1%	91.7%
C2	600	587	297	131	396	241	154	520
%V	19.6%	20.4%	22.3%	21.6%	20.1%	22.7%	17.0%	20.0%
%H		97.8%	49.5%	21.8%	66.0%	40.2%	25.7%	86.7%
D	501	466	183	106	322	157	165	372
%V	16.4%	16.2%	13.7%	17.5%	16.4%	14.8%	18.2%	14.3%
%H		93.0%	36.5%	21.2%	64.3%	31.3%	32.9%	74.3%
E	291	270	86	44	197	61	136	149
%V	9.5%	9.4%	6.5%	7.3%	10.0%	5.7%	15.0%	5.7%
%H		92.8%	29.6%	15.1%	67.7%	21.0%	46.7%	51.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3056	2877	1331	606	1969	1063	906	2603
%H		94.1%	43.6%	19.8%	64.4%	34.8%	29.6%	85.2%
Working full time	1421	1354	710	304	864	547	317	1347
%V	46.5%	47.1%	53.3%	50.2%	43.9%	51.5%	35.0%	51.7%
%H		95.3%	50.0%	21.4%	60.8%	38.5%	22.3%	94.8%
Working part time	279	271	146	57	186	118	68	258
%V	9.1%	9.4%	11.0%	9.4%	9.4%	11.1%	7.5%	9.9%
%H		97.1%	52.3%	20.4%	66.7%	42.3%	24.4%	92.5%
Not working	1356	1252	475	245	919	398	522	997
%V	44.4%	43.5%	35.7%	40.4%	46.7%	37.4%	57.6%	38.3%
%H		92.3%	35.0%	18.1%	67.8%	29.4%	38.5%	73.5%
Housewife/Houseperson	1735	1623	688	333	1129	547	582	1375
%V	56.8%	56.4%	51.7%	55.0%	57.3%	51.5%	64.2%	52.8%
%H		93.5%	39.7%	19.2%	65.1%	31.5%	33.5%	79.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1454	1357	643	283	925	512	413	1250
%H		93.3%	44.2%	19.5%	63.6%	35.2%	28.4%	86.0%
16 - 19	84	76	36	21	47	30	18	82
%V	5.8%	5.6%	5.6%	7.4%	5.1%	5.9%	4.4%	6.6%
%H		90.5%	42.9%	25.0%	56.0%	35.7%	21.4%	97.6%
20 - 24	119	101	47	20	71	40	31	109
%V	8.2%	7.4%	7.3%	7.1%	7.7%	7.8%	7.5%	8.7%
%H		84.9%	39.5%	16.8%	59.7%	33.6%	26.1%	91.6%
25 - 34	233	205	104	38	118	67	52	213
%V	16.0%	15.1%	16.2%	13.4%	12.8%	13.1%	12.6%	17.0%
%H		88.0%	44.6%	16.3%	50.6%	28.8%	22.3%	91.4%
35 - 44	224	204	112	42	125	80	44	214
%V	15.4%	15.0%	17.4%	14.8%	13.5%	15.6%	10.7%	17.1%
%H		91.1%	50.0%	18.8%	55.8%	35.7%	19.6%	95.5%
45 - 54	281	271	145	57	186	118	68	248
%V	19.3%	20.0%	22.6%	20.1%	20.1%	23.0%	16.5%	19.8%
%H		96.4%	51.6%	20.3%	66.2%	42.0%	24.2%	88.3%
55 - 64	228	222	91	47	160	75	85	191
%V	15.7%	16.4%	14.2%	16.6%	17.3%	14.6%	20.6%	15.3%
%H		97.4%	39.9%	20.6%	70.2%	32.9%	37.3%	83.8%
65+	286	279	108	57	217	101	115	193
%V	19.7%	20.6%	16.8%	20.1%	23.5%	19.7%	27.8%	15.4%
%H		97.6%	37.8%	19.9%	75.9%	35.3%	40.2%	67.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1454	1357	643	283	925	512	413	1250
%H		93.3%	44.2%	19.5%	63.6%	35.2%	28.4%	86.0%
AB	389	370	181	75	248	134	114	376
%V	26.8%	27.3%	28.1%	26.5%	26.8%	26.2%	27.6%	30.1%
%H		95.1%	46.5%	19.3%	63.8%	34.4%	29.3%	96.7%
C1	387	348	192	70	235	154	81	359
%V	26.6%	25.6%	29.9%	24.7%	25.4%	30.1%	19.6%	28.7%
%H		89.9%	49.6%	18.1%	60.7%	39.8%	20.9%	92.8%
C2	322	315	153	73	213	127	86	276
%V	22.1%	23.2%	23.8%	25.8%	23.0%	24.8%	20.8%	22.1%
%H		97.8%	47.5%	22.7%	66.1%	39.4%	26.7%	85.7%
D	228	207	82	49	138	69	69	173
%V	15.7%	15.3%	12.8%	17.3%	14.9%	13.5%	16.7%	13.8%
%H		90.8%	36.0%	21.5%	60.5%	30.3%	30.3%	75.9%
E	128	118	35	16	91	27	63	65
%V	8.8%	8.7%	5.4%	5.7%	9.8%	5.3%	15.3%	5.2%
%H		92.2%	27.3%	12.5%	71.1%	21.1%	49.2%	50.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1454	1357	643	283	925	512	413	1250
%H		93.3%	44.2%	19.5%	63.6%	35.2%	28.4%	86.0%
Working full time	822	779	420	159	498	312	186	772
%V	56.5%	57.4%	65.3%	56.2%	53.8%	60.9%	45.0%	61.8%
%H		94.8%	51.1%	19.3%	60.6%	38.0%	22.6%	93.9%
Working part time	48	45	16	13	33	17	15	43
%V	3.3%	3.3%	2.5%	4.6%	3.6%	3.3%	3.6%	3.4%
%H		93.8%	33.3%	27.1%	68.8%	35.4%	31.3%	89.6%
Not working	584	534	206	111	394	182	212	435
%V	40.2%	39.4%	32.0%	39.2%	42.6%	35.5%	51.3%	34.8%
%H		91.4%	35.3%	19.0%	67.5%	31.2%	36.3%	74.5%
Housewife/Houseperson	417	370	134	64	265	103	162	292
%V	28.7%	27.3%	20.8%	22.6%	28.6%	20.1%	39.2%	23.4%
%H		88.7%	32.1%	15.3%	63.5%	24.7%	38.8%	70.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1602	1520	689	324	1044	551	493	1353
%H		94.9%	43.0%	20.2%	65.2%	34.4%	30.8%	84.5%
16 - 19	75	71	34	13	50	29	20	71
%V	4.7%	4.7%	4.9%	4.0%	4.8%	5.3%	4.1%	5.2%
%H		94.7%	45.3%	17.3%	66.7%	38.7%	26.7%	94.7%
20 - 24	126	108	48	23	68	37	31	119
%V	7.9%	7.1%	7.0%	7.1%	6.5%	6.7%	6.3%	8.8%
%H		85.7%	38.1%	18.3%	54.0%	29.4%	24.6%	94.4%
25 - 34	255	233	112	56	136	76	60	243
%V	15.9%	15.3%	16.3%	17.3%	13.0%	13.8%	12.2%	18.0%
%H		91.4%	43.9%	22.0%	53.3%	29.8%	23.5%	95.3%
35 - 44	242	233	136	50	153	108	45	230
%V	15.1%	15.3%	19.7%	15.4%	14.7%	19.6%	9.1%	17.0%
%H		96.3%	56.2%	20.7%	63.2%	44.6%	18.6%	95.0%
45 - 54	308	301	149	74	205	126	79	280
%V	19.2%	19.8%	21.6%	22.8%	19.6%	22.9%	16.0%	20.7%
%H		97.7%	48.4%	24.0%	66.6%	40.9%	25.6%	90.9%
55 - 64	238	231	104	49	162	83	79	218
%V	14.9%	15.2%	15.1%	15.1%	15.5%	15.1%	16.0%	16.1%
%H		97.1%	43.7%	20.6%	68.1%	34.9%	33.2%	91.6%
65+	358	343	106	59	271	92	179	192
%V	22.3%	22.6%	15.4%	18.2%	26.0%	16.7%	36.3%	14.2%
%H		95.8%	29.6%	16.5%	75.7%	25.7%	50.0%	53.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		1602	1520	689	324	1044	551	493	1353
	%H		94.9%	43.0%	20.2%	65.2%	34.4%	30.8%	84.5%
AB		407	387	178	79	264	136	128	388
	%V	25.4%	25.5%	25.8%	24.4%	25.3%	24.7%	26.0%	28.7%
	%H		95.1%	43.7%	19.4%	64.9%	33.4%	31.4%	95.3%
C1		482	449	215	102	306	179	128	438
	%V	30.1%	29.5%	31.2%	31.5%	29.3%	32.5%	26.0%	32.4%
	%H		93.2%	44.6%	21.2%	63.5%	37.1%	26.6%	90.9%
C2		277	272	145	58	183	114	69	244
	%V	17.3%	17.9%	21.0%	17.9%	17.5%	20.7%	14.0%	18.0%
	%H		98.2%	52.3%	20.9%	66.1%	41.2%	24.9%	88.1%
D		273	259	101	57	185	88	97	199
	%V	17.0%	17.0%	14.7%	17.6%	17.7%	16.0%	19.7%	14.7%
	%H		94.9%	37.0%	20.9%	67.8%	32.2%	35.5%	72.9%
E		163	152	51	27	106	34	72	83
	%V	10.2%	10.0%	7.4%	8.3%	10.2%	6.2%	14.6%	6.1%
	%H		93.3%	31.3%	16.6%	65.0%	20.9%	44.2%	50.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1602	1520	689	324	1044	551	493	1353
%H		94.9%	43.0%	20.2%	65.2%	34.4%	30.8%	84.5%
Working full time	599	575	290	145	366	235	131	575
%V	37.4%	37.8%	42.1%	44.8%	35.1%	42.6%	26.6%	42.5%
%H		96.0%	48.4%	24.2%	61.1%	39.2%	21.9%	96.0%
Working part time	231	226	130	44	153	100	53	215
%V	14.4%	14.9%	18.9%	13.6%	14.7%	18.1%	10.8%	15.9%
%H		97.8%	56.3%	19.0%	66.2%	43.3%	22.9%	93.1%
Not working	772	719	269	134	525	215	310	563
%V	48.2%	47.3%	39.0%	41.4%	50.3%	39.0%	62.9%	41.6%
%H		93.1%	34.8%	17.4%	68.0%	27.8%	40.2%	72.9%
Housewife/Houseperson	1317	1254	554	269	864	444	420	1083
%V	82.2%	82.5%	80.4%	83.0%	82.8%	80.6%	85.2%	80.0%
%H		95.2%	42.1%	20.4%	65.6%	33.7%	31.9%	82.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%V (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
AB	177	165	94	11	118	60	58	165
%V	29.2%	29.3%	31.4%	30.6%	28.0%	29.1%	26.9%	33.6%
%H (All HH)		93.2%	53.1%	6.2%	66.7%	33.9%	32.8%	93.2%
%H (TV HH)			57.0%	6.7%	71.5%	36.4%	35.2%	
C1	155	136	68	10	103	49	54	131
%V	25.5%	24.1%	22.7%	27.8%	24.4%	23.8%	25.0%	26.7%
%H (All HH)		87.7%	43.9%	6.5%	66.5%	31.6%	34.8%	84.5%
%H (TV HH)			50.0%	7.4%	75.7%	36.0%	39.7%	
C2	135	131	78	5	102	57	45	107
%V	22.2%	23.2%	26.1%	13.9%	24.2%	27.7%	20.8%	21.8%
%H (All HH)		97.0%	57.8%	3.7%	75.6%	42.2%	33.3%	79.3%
%H (TV HH)			59.5%	3.8%	77.9%	43.5%	34.4%	
D	91	87	43	8	61	28	33	67
%V	15.0%	15.4%	14.4%	22.2%	14.5%	13.6%	15.3%	13.6%
%H (All HH)		95.6%	47.3%	8.8%	67.0%	30.8%	36.3%	73.6%
%H (TV HH)			49.4%	9.2%	70.1%	32.2%	37.9%	
E	49	46	16	3	38	12	26	21
%V	8.1%	8.2%	5.4%	8.3%	9.0%	5.8%	12.0%	4.3%
%H (All HH)		93.9%	32.7%	6.1%	77.6%	24.5%	53.1%	42.9%
%H (TV HH)			34.8%	6.5%	82.6%	26.1%	56.5%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Under 25	41	30	18	2	19	12	7	38
%V	6.8%	5.3%	6.0%	5.6%	4.5%	5.8%	3.2%	7.7%
%H (All HH)		73.2%	43.9%	4.9%	46.3%	29.3%	17.1%	92.7%
%H (TV HH)			60.0%	6.7%	63.3%	40.0%	23.3%	
25 - 34	100	92	53	7	65	39	26	94
%V	16.5%	16.3%	17.7%	19.4%	15.4%	18.9%	12.0%	19.1%
%H (All HH)		92.0%	53.0%	7.0%	65.0%	39.0%	26.0%	94.0%
%H (TV HH)			57.6%	7.6%	70.7%	42.4%	28.3%	
35 - 44	103	94	49	8	74	39	35	96
%V	17.0%	16.7%	16.4%	22.2%	17.5%	18.9%	16.2%	19.6%
%H (All HH)		91.3%	47.6%	7.8%	71.8%	37.9%	34.0%	93.2%
%H (TV HH)			52.1%	8.5%	78.7%	41.5%	37.2%	
45 - 54	102	99	60	6	66	36	30	95
%V	16.8%	17.6%	20.1%	16.7%	15.6%	17.5%	13.9%	19.3%
%H (All HH)		97.1%	58.8%	5.9%	64.7%	35.3%	29.4%	93.1%
%H (TV HH)			60.6%	6.1%	66.7%	36.4%	30.3%	
55 - 64	102	98	58	6	76	41	34	88
%V	16.8%	17.4%	19.4%	16.7%	18.0%	19.9%	15.7%	17.9%
%H (All HH)		96.1%	56.9%	5.9%	74.5%	40.2%	33.3%	86.3%
%H (TV HH)			59.2%	6.1%	77.6%	41.8%	34.7%	
65 +	159	151	60	8	123	39	84	81
%V	26.2%	26.8%	20.1%	22.2%	29.1%	18.9%	38.9%	16.5%
%H (All HH)		95.0%	37.7%	5.0%	77.4%	24.5%	52.8%	50.9%
%H (TV HH)			39.7%	5.3%	81.5%	25.8%	55.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
1	206	184	73	8	140	41	99	123
%V	33.9%	32.6%	24.4%	22.2%	33.2%	19.9%	45.8%	25.1%
%H (All HH)		89.3%	35.4%	3.9%	68.0%	19.9%	48.1%	59.7%
%H (TV HH)			39.7%	4.3%	76.1%	22.3%	53.8%	
2	220	206	116	16	155	85	70	191
%V	36.2%	36.5%	38.8%	44.4%	36.7%	41.3%	32.4%	38.9%
%H (All HH)		93.6%	52.7%	7.3%	70.5%	38.6%	31.8%	86.8%
%H (TV HH)			56.3%	7.8%	75.2%	41.3%	34.0%	
3	85	85	52	7	63	39	24	83
%V	14.0%	15.1%	17.4%	19.4%	14.9%	18.9%	11.1%	16.9%
%H (All HH)		100.0%	61.2%	8.2%	74.1%	45.9%	28.2%	97.6%
%H (TV HH)			61.2%	8.2%	74.1%	45.9%	28.2%	
4	66	64	41	4	47	29	18	65
%V	10.9%	11.3%	13.7%	11.1%	11.1%	14.1%	8.3%	13.2%
%H (All HH)		97.0%	62.1%	6.1%	71.2%	43.9%	27.3%	98.5%
%H (TV HH)			64.1%	6.3%	73.4%	45.3%	28.1%	
5+	29	25	17	2	18	12	6	29
%V	4.8%	4.4%	5.7%	5.6%	4.3%	5.8%	2.8%	5.9%
%H (All HH)		86.2%	58.6%	6.9%	62.1%	41.4%	20.7%	100.0%
%H (TV HH)			68.0%	8.0%	72.0%	48.0%	24.0%	
Average HH size	2.18	2.20	2.40	2.37	2.18	2.47	1.91	2.38

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Without	461	421	208	25	318	141	177	352
%V	75.9%	74.6%	69.6%	69.4%	75.4%	68.4%	81.9%	71.7%
%H (All HH)		91.3%	45.1%	5.4%	69.0%	30.6%	38.4%	76.4%
%H (TV HH)			49.4%	5.9%	75.5%	33.5%	42.0%	
With	146	143	91	11	104	65	39	140
%V	24.1%	25.4%	30.4%	30.6%	24.6%	31.6%	18.1%	28.5%
%H (All HH)		97.9%	62.3%	7.5%	71.2%	44.5%	26.7%	95.9%
%H (TV HH)			63.6%	7.7%	72.7%	45.5%	27.3%	
0 - 3	52	52	37	3	35	25	10	49
%V	8.6%	9.2%	12.4%	8.3%	8.3%	12.1%	4.6%	10.0%
%H (All HH)		100.0%	71.2%	5.8%	67.3%	48.1%	19.2%	94.2%
%H (TV HH)			71.2%	5.8%	67.3%	48.1%	19.2%	
4 - 9	70	68	40	6	48	27	21	66
%V	11.5%	12.1%	13.4%	16.7%	11.4%	13.1%	9.7%	13.4%
%H (All HH)		97.1%	57.1%	8.6%	68.6%	38.6%	30.0%	94.3%
%H (TV HH)			58.8%	8.8%	70.6%	39.7%	30.9%	
10 - 15	65	63	39	6	47	29	18	65
%V	10.7%	11.2%	13.0%	16.7%	11.1%	14.1%	8.3%	13.2%
%H (All HH)		96.9%	60.0%	9.2%	72.3%	44.6%	27.7%	100.0%
%H (TV HH)			61.9%	9.5%	74.6%	46.0%	28.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
1	230	230	98	8	161	50	112	163
%V	37.9%	40.8%	32.8%	22.2%	38.2%	24.3%	51.9%	33.2%
%H (All HH)		100.0%	42.6%	3.5%	70.0%	21.7%	48.7%	70.9%
%H (TV HH)			42.6%	3.5%	70.0%	21.7%	48.7%	
2	187	187	101	15	142	73	69	155
%V	30.8%	33.2%	33.8%	41.7%	33.6%	35.4%	31.9%	31.6%
%H (All HH)		100.0%	54.0%	8.0%	75.9%	39.0%	36.9%	82.9%
%H (TV HH)			54.0%	8.0%	75.9%	39.0%	36.9%	
3	96	96	61	10	76	50	26	91
%V	15.8%	17.0%	20.4%	27.8%	18.0%	24.3%	12.0%	18.5%
%H (All HH)		100.0%	63.5%	10.4%	79.2%	52.1%	27.1%	94.8%
%H (TV HH)			63.5%	10.4%	79.2%	52.1%	27.1%	
4	37	37	28	2	30	22	8	35
%V	6.1%	6.6%	9.4%	5.6%	7.1%	10.7%	3.7%	7.1%
%H (All HH)		100.0%	75.7%	5.4%	81.1%	59.5%	21.6%	94.6%
%H (TV HH)			75.7%	5.4%	81.1%	59.5%	21.6%	
5+	15	15	12	1	12	10	1	14
%V	2.5%	2.7%	4.0%	2.8%	2.8%	4.9%	0.5%	2.9%
%H (All HH)		100.0%	80.0%	6.7%	80.0%	66.7%	6.7%	93.3%
%H (TV HH)			80.0%	6.7%	80.0%	66.7%	6.7%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%V (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Under 20"	105	105	58	7	85	44	41	86
%V	17.3%	18.6%	19.4%	19.4%	20.1%	21.4%	19.0%	17.5%
%H (All HH)		100.0%	55.2%	6.7%	81.0%	41.9%	39.0%	81.9%
%H (TV HH)			55.2%	6.7%	81.0%	41.9%	39.0%	
20" - 29"	204	204	110	14	160	81	79	167
%V	33.6%	36.2%	36.8%	38.9%	37.9%	39.3%	36.6%	34.0%
%H (All HH)		100.0%	53.9%	6.9%	78.4%	39.7%	38.7%	81.9%
%H (TV HH)			53.9%	6.9%	78.4%	39.7%	38.7%	
30" - 39"	319	319	164	21	241	117	124	259
%V	52.6%	56.6%	54.8%	58.3%	57.1%	56.8%	57.4%	52.7%
%H (All HH)		100.0%	51.4%	6.6%	75.5%	36.7%	38.9%	81.2%
%H (TV HH)			51.4%	6.6%	75.5%	36.7%	38.9%	
40" and over	287	287	186	23	217	141	76	261
%V	47.3%	50.9%	62.2%	63.9%	51.4%	68.4%	35.2%	53.2%
%H (All HH)		100.0%	64.8%	8.0%	75.6%	49.1%	26.5%	90.9%
%H (TV HH)			64.8%	8.0%	75.6%	49.1%	26.5%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Main living room	551	551	294	36	412	205	208	447
%V	90.8%	97.7%	98.3%	100.0%	97.6%	99.5%	96.3%	91.0%
%H (All HH)		100.0%	53.4%	6.5%	74.8%	37.2%	37.7%	81.1%
%H (TV HH)			53.4%	6.5%	74.8%	37.2%	37.7%	
Kitchen	90	90	55	4	75	43	32	79
%V	14.8%	16.0%	18.4%	11.1%	17.8%	20.9%	14.8%	16.1%
%H (All HH)		100.0%	61.1%	4.4%	83.3%	47.8%	35.6%	87.8%
%H (TV HH)			61.1%	4.4%	83.3%	47.8%	35.6%	
Adult's bedroom	218	218	138	19	169	108	61	190
%V	35.9%	38.7%	46.2%	52.8%	40.0%	52.4%	28.2%	38.7%
%H (All HH)		100.0%	63.3%	8.7%	77.5%	49.5%	28.0%	87.2%
%H (TV HH)			63.3%	8.7%	77.5%	49.5%	28.0%	
Child's bedroom	74	74	52	6	55	40	15	69
%V	12.2%	13.1%	17.4%	16.7%	13.0%	19.4%	6.9%	14.1%
%H (All HH)		100.0%	70.3%	8.1%	74.3%	54.1%	20.3%	93.2%
%H (TV HH)			70.3%	8.1%	74.3%	54.1%	20.3%	
Other bedroom	32	32	21	3	21	14	7	29
%V	5.3%	5.7%	7.0%	8.3%	5.0%	6.8%	3.2%	5.9%
%H (All HH)		100.0%	65.6%	9.4%	65.6%	43.8%	21.9%	90.6%
%H (TV HH)			65.6%	9.4%	65.6%	43.8%	21.9%	
Second living/dining room	53	53	31	2	41	22	19	50
%V	8.7%	9.4%	10.4%	5.6%	9.7%	10.7%	8.8%	10.2%
%H (All HH)		100.0%	58.5%	3.8%	77.4%	41.5%	35.8%	94.3%
%H (TV HH)			58.5%	3.8%	77.4%	41.5%	35.8%	
Study/office	10	10	7	1	8	7	1	10
%V	1.6%	1.8%	2.3%	2.8%	1.9%	3.4%	0.5%	2.0%
%H (All HH)		100.0%	70.0%	10.0%	80.0%	70.0%	10.0%	100.0%
%H (TV HH)			70.0%	10.0%	80.0%	70.0%	10.0%	
TV room	10	10	4	1	9	4	5	10
%V	1.6%	1.8%	1.3%	2.8%	2.1%	1.9%	2.3%	2.0%
%H (All HH)		100.0%	40.0%	10.0%	90.0%	40.0%	50.0%	100.0%
%H (TV HH)			40.0%	10.0%	90.0%	40.0%	50.0%	
Conservatory	17	17	11	0	13	8	5	13
%V	2.8%	3.0%	3.7%	0.0%	3.1%	3.9%	2.3%	2.6%
%H (All HH)		100.0%	64.7%	0.0%	76.5%	47.1%	29.4%	76.5%
%H (TV HH)			64.7%	0.0%	76.5%	47.1%	29.4%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.5%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	4	4	2	1	3	2	1	4
%V	0.7%	0.7%	0.7%	2.8%	0.7%	1.0%	0.5%	0.8%
%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%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Any DSAT provider	299	299	299	1	183	183	0	266
%V	49.3%	53.0%	100.0%	2.8%	43.4%	88.8%	0.0%	54.2%
%H (All HH)			100.0%	0.3%	61.2%	61.2%	0.0%	89.0%
%H (TV HH)			100.0%	0.3%	61.2%	61.2%	0.0%	
Sky with subcription	227	227	227	0	148	148	0	209
%V	37.4%	40.2%	75.9%	0.0%	35.1%	71.8%	0.0%	42.6%
%H (All HH)			100.0%	0.0%	65.2%	65.2%	0.0%	92.1%
%H (TV HH)			100.0%	0.0%	65.2%	65.2%	0.0%	
Sky without subscription	14	14	14	0	7	7	0	10
%V	2.3%	2.5%	4.7%	0.0%	1.7%	3.4%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	71.4%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	55	55	55	1	24	24	0	45
%V	9.1%	9.8%	18.4%	2.8%	5.7%	11.7%	0.0%	9.2%
%H (All HH)			100.0%	1.8%	43.6%	43.6%	0.0%	81.8%
%H (TV HH)			100.0%	1.8%	43.6%	43.6%	0.0%	
Other satellite provider	16	16	16	1	8	8	0	12
%V	2.6%	2.8%	5.4%	2.8%	1.9%	3.9%	0.0%	2.4%
%H (All HH)			100.0%	6.3%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	6.3%	50.0%	50.0%	0.0%	
DCAB	36	36	1	36	23	23	0	32
%V	5.9%	6.4%	0.3%	100.0%	5.5%	11.2%	0.0%	6.5%
%H (All HH)			2.8%	100.0%	63.9%	63.9%	0.0%	88.9%
%H (TV HH)			2.8%	100.0%	63.9%	63.9%	0.0%	
DTT	422	422	183	23	422	206	216	332
%V	69.5%	74.8%	61.2%	63.9%	100.0%	100.0%	100.0%	67.6%
%H (All HH)		100.0%	43.4%	5.5%	100.0%	48.8%	51.2%	78.7%
%H (TV HH)			43.4%	5.5%	100.0%	48.8%	51.2%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
PVR	325	325	235	34	227	170	57	295
%V	53.5%	57.6%	78.6%	94.4%	53.8%	82.5%	26.4%	60.1%
%H (All HH)		100.0%	72.3%	10.5%	69.8%	52.3%	17.5%	90.8%
%H (TV HH)			72.3%	10.5%	69.8%	52.3%	17.5%	
DVDR	33	33	19	3	23	12	11	28
%V	5.4%	5.9%	6.4%	8.3%	5.5%	5.8%	5.1%	5.7%
%H (All HH)		100.0%	57.6%	9.1%	69.7%	36.4%	33.3%	84.8%
%H (TV HH)			57.6%	9.1%	69.7%	36.4%	33.3%	
VCR	26	26	14	2	16	6	10	19
%V	4.3%	4.6%	4.7%	5.6%	3.8%	2.9%	4.6%	3.9%
%H (All HH)		100.0%	53.8%	7.7%	61.5%	23.1%	38.5%	73.1%
%H (TV HH)			53.8%	7.7%	61.5%	23.1%	38.5%	
Any recorder	350	350	245	34	245	173	72	311
%V	57.7%	62.1%	81.9%	94.4%	58.1%	84.0%	33.3%	63.3%
%H (All HH)		100.0%	70.0%	9.7%	70.0%	49.4%	20.6%	88.9%
%H (TV HH)			70.0%	9.7%	70.0%	49.4%	20.6%	
Receives HDTV (via STB or built-in reception)	293	293	198	31	218	154	64	270
%V	48.3%	52.0%	66.2%	86.1%	51.7%	74.8%	29.6%	55.0%
%H (All HH)		100.0%	67.6%	10.6%	74.4%	52.6%	21.8%	92.2%
%H (TV HH)			67.6%	10.6%	74.4%	52.6%	21.8%	
DVD/Blu-ray player or recorder	422	422	235	28	321	165	156	360
%V	69.5%	74.8%	78.6%	77.8%	76.1%	80.1%	72.2%	73.3%
%H (All HH)		100.0%	55.7%	6.6%	76.1%	39.1%	37.0%	85.3%
%H (TV HH)			55.7%	6.6%	76.1%	39.1%	37.0%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	607	564	299	36	422	206	216	491
%H (All HH)		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%
%H (TV HH)			53.0%	6.4%	74.8%	36.5%	38.3%	
Has broadband internet	491	458	266	32	332	184	148	491
%V	80.9%	81.2%	89.0%	88.9%	78.7%	89.3%	68.5%	100.0%
%H (All HH)		93.3%	54.2%	6.5%	67.6%	37.5%	30.1%	100.0%
%H (TV HH)			58.1%	7.0%	72.5%	40.2%	32.3%	
Number of computers (PCs and laptops)								
0	116	108	33	6	89	21	68	10
%V	19.1%	19.1%	11.0%	16.7%	21.1%	10.2%	31.5%	2.0%
%H (All HH)		93.1%	28.4%	5.2%	76.7%	18.1%	58.6%	8.6%
%H (TV HH)			30.6%	5.6%	82.4%	19.4%	63.0%	
1	164	153	81	8	115	56	59	157
%V	27.0%	27.1%	27.1%	22.2%	27.3%	27.2%	27.3%	32.0%
%H (All HH)		93.3%	49.4%	4.9%	70.1%	34.1%	36.0%	95.7%
%H (TV HH)			52.9%	5.2%	75.2%	36.6%	38.6%	
2	131	119	72	8	89	53	35	129
%V	21.6%	21.1%	24.1%	22.2%	21.1%	25.7%	16.2%	26.3%
%H (All HH)		90.8%	55.0%	6.1%	67.9%	40.5%	26.7%	98.5%
%H (TV HH)			60.5%	6.7%	74.8%	44.5%	29.4%	
3	96	90	56	6	62	35	27	95
%V	15.8%	16.0%	18.7%	16.7%	14.7%	17.0%	12.5%	19.3%
%H (All HH)		93.8%	58.3%	6.3%	64.6%	36.5%	28.1%	99.0%
%H (TV HH)			62.2%	6.7%	68.9%	38.9%	30.0%	
4	54	52	30	5	38	22	16	54
%V	8.9%	9.2%	10.0%	13.9%	9.0%	10.7%	7.4%	11.0%
%H (All HH)		96.3%	55.6%	9.3%	70.4%	40.7%	29.6%	100.0%
%H (TV HH)			57.7%	9.6%	73.1%	42.3%	30.8%	
5+	47	42	27	3	29	18	11	47
%V	7.7%	7.4%	9.0%	8.3%	6.9%	8.7%	5.1%	9.6%
%H (All HH)		89.4%	57.4%	6.4%	61.7%	38.3%	23.4%	100.0%
%H (TV HH)			64.3%	7.1%	69.0%	42.9%	26.2%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1119	657	82	859	492	366	961
%H		58.7%	7.3%	76.8%	44.0%	32.7%	85.9%
Under 20"	127	73	7	103	55	47	104
%V	11.3%	11.1%	8.5%	12.0%	11.2%	12.8%	10.8%
%H		57.5%	5.5%	81.1%	43.3%	37.0%	81.9%
20" - 29"	252	142	17	197	104	93	209
%V	22.5%	21.6%	20.7%	22.9%	21.1%	25.4%	21.7%
%H		56.3%	6.7%	78.2%	41.3%	36.9%	82.9%
30" - 39"	387	208	28	292	152	140	325
%V	34.6%	31.7%	34.1%	34.0%	30.9%	38.3%	33.8%
%H		53.7%	7.2%	75.5%	39.3%	36.2%	84.0%
40" and over	350	231	30	267	181	86	321
%V	31.3%	35.2%	36.6%	31.1%	36.8%	23.5%	33.4%
%H		66.0%	8.6%	76.3%	51.7%	24.6%	91.7%
Don't know	2	2	0	1	0	1	2
%V	0.2%	0.3%	0.0%	0.1%	0.0%	0.3%	0.2%
%H		100.0%	0.0%	50.0%	0.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1119	657	82	859	492	366	961
%H		58.7%	7.3%	76.8%	44.0%	32.7%	85.9%
Main living room	554	295	37	415	206	208	450
%V	49.5%	44.9%	45.1%	48.3%	41.9%	56.8%	46.8%
%H		53.2%	6.7%	74.9%	37.2%	37.5%	81.2%
Kitchen	91	55	4	76	43	32	80
%V	8.1%	8.4%	4.9%	8.8%	8.7%	8.7%	8.3%
%H		60.4%	4.4%	83.5%	47.3%	35.2%	87.9%
Adult's bedroom	250	158	24	199	131	68	222
%V	22.3%	24.0%	29.3%	23.2%	26.6%	18.6%	23.1%
%H		63.2%	9.6%	79.6%	52.4%	27.2%	88.8%
Child's bedroom	92	67	8	68	52	16	87
%V	8.2%	10.2%	9.8%	7.9%	10.6%	4.4%	9.1%
%H		72.8%	8.7%	73.9%	56.5%	17.4%	94.6%
Other bedroom	36	25	3	23	16	8	33
%V	3.2%	3.8%	3.7%	2.7%	3.3%	2.2%	3.4%
%H		69.4%	8.3%	63.9%	44.4%	22.2%	91.7%
Second living/dining room	55	32	2	43	23	21	51
%V	4.9%	4.9%	2.4%	5.0%	4.7%	5.7%	5.3%
%H		58.2%	3.6%	78.2%	41.8%	38.2%	92.7%
Study/office	10	7	1	8	7	1	10
%V	0.9%	1.1%	1.2%	0.9%	1.4%	0.3%	1.0%
%H		70.0%	10.0%	80.0%	70.0%	10.0%	100.0%
TV room	10	4	1	9	4	5	10
%V	0.9%	0.6%	1.2%	1.0%	0.8%	1.4%	1.0%
%H		40.0%	10.0%	90.0%	40.0%	50.0%	100.0%
Conservatory	17	11	0	13	8	5	13
%V	1.5%	1.7%	0.0%	1.5%	1.6%	1.4%	1.4%
%H		64.7%	0.0%	76.5%	47.1%	29.4%	76.5%
Attic or loft room	1	0	0	1	0	1	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%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	4	2	1	3	2	1	4
%V	0.4%	0.3%	1.2%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1119	657	82	859	492	366	961
%H		58.7%	7.3%	76.8%	44.0%	32.7%	85.9%
PVR	430	324	49	290	232	58	397
%V	38.4%	49.3%	59.8%	33.8%	47.2%	15.8%	41.3%
%H		75.3%	11.4%	67.4%	54.0%	13.5%	92.3%
DVDR	35	20	4	25	14	11	30
%V	3.1%	3.0%	4.9%	2.9%	2.8%	3.0%	3.1%
%H		57.1%	11.4%	71.4%	40.0%	31.4%	85.7%
VCR	27	14	2	17	7	10	19
%V	2.4%	2.1%	2.4%	2.0%	1.4%	2.7%	2.0%
%H		51.9%	7.4%	63.0%	25.9%	37.0%	70.4%
Any recorder	461	336	50	312	238	75	418
%V	41.2%	51.1%	61.0%	36.3%	48.4%	20.5%	43.5%
%H		72.9%	10.8%	67.7%	51.6%	16.3%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: 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	1119	657	82	859	492	366	961
%H		58.7%	7.3%	76.8%	44.0%	32.7%	85.9%
Receives HDTV (via STB or built-in reception)	403	279	46	299	220	79	377
%V	36.0%	42.5%	56.1%	34.8%	44.7%	21.6%	39.2%
%H		69.2%	11.4%	74.2%	54.6%	19.6%	93.5%
DVD/Blu-ray player or recorder	602	346	43	474	264	210	529
%V	53.8%	52.7%	52.4%	55.2%	53.7%	57.4%	55.0%
%H		57.5%	7.1%	78.7%	43.9%	34.9%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	564	299	36	422	206	216	457
%H		53.0%	6.4%	74.8%	36.5%	38.3%	81.0%
Under 20"	5	2	0	3	1	2	3
%V	0.9%	0.7%	0.0%	0.7%	0.5%	0.9%	0.7%
%H		40.0%	0.0%	60.0%	20.0%	40.0%	60.0%
20" - 29"	67	20	2	51	8	44	43
%V	11.9%	6.7%	5.6%	12.1%	3.9%	20.4%	9.4%
%H		29.9%	3.0%	76.1%	11.9%	65.7%	64.2%
30" - 39"	216	97	13	162	63	99	162
%V	38.3%	32.4%	36.1%	38.4%	30.6%	45.8%	35.4%
%H		44.9%	6.0%	75.0%	29.2%	45.8%	75.0%
40" and over	275	179	22	205	135	71	248
%V	48.8%	59.9%	61.1%	48.6%	65.5%	32.9%	54.3%
%H		65.1%	8.0%	74.5%	49.1%	25.8%	90.2%
Don't know	1	1	0	1	0	1	1
%V	0.2%	0.3%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	564	299	36	422	206	216	457
%H		53.0%	6.4%	74.8%	36.5%	38.3%	81.0%
PVR	314	228	33	218	164	54	284
%V	55.7%	76.3%	91.7%	51.7%	79.6%	25.0%	62.1%
%H		72.6%	10.5%	69.4%	52.2%	17.2%	90.4%
DVDR	29	17	3	19	10	8	24
%V	5.1%	5.7%	8.3%	4.5%	4.9%	3.7%	5.3%
%H		58.6%	10.3%	65.5%	34.5%	27.6%	82.8%
VCR	24	13	2	14	5	9	17
%V	4.3%	4.3%	5.6%	3.3%	2.4%	4.2%	3.7%
%H		54.2%	8.3%	58.3%	20.8%	37.5%	70.8%
Any recorder	339	240	33	235	168	67	301
%V	60.1%	80.3%	91.7%	55.7%	81.6%	31.0%	65.9%
%H		70.8%	9.7%	69.3%	49.6%	19.8%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	564	299	36	422	206	216	457
%H		53.0%	6.4%	74.8%	36.5%	38.3%	81.0%
Receives HDTV (via STB or built-in reception)	285	196	30	210	151	59	262
%V	50.5%	65.6%	83.3%	49.8%	73.3%	27.3%	57.3%
%H		68.8%	10.5%	73.7%	53.0%	20.7%	91.9%
DVD/Blu-ray player or recorder	395	220	23	301	153	149	334
%V	70.0%	73.6%	63.9%	71.3%	74.3%	69.0%	73.1%
%H		55.7%	5.8%	76.2%	38.7%	37.7%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	555	358	45	437	286	150	504
%H		64.5%	8.1%	78.7%	51.5%	27.0%	90.8%
Under 20"	122	71	7	100	55	45	102
%V	22.0%	19.8%	15.6%	22.9%	19.2%	30.0%	20.2%
%H		58.2%	5.7%	82.0%	45.1%	36.9%	83.6%
20" - 29"	185	122	15	146	97	49	166
%V	33.3%	34.1%	33.3%	33.4%	33.9%	32.7%	32.9%
%H		65.9%	8.1%	78.9%	52.4%	26.5%	89.7%
30" - 39"	171	112	15	130	89	41	163
%V	30.8%	31.3%	33.3%	29.7%	31.1%	27.3%	32.3%
%H		65.5%	8.8%	76.0%	52.0%	24.0%	95.3%
40" and over	76	52	8	62	46	15	73
%V	13.7%	14.5%	17.8%	14.2%	16.1%	10.0%	14.5%
%H		68.4%	10.5%	81.6%	60.5%	19.7%	96.1%
Don't know	1	1	0	0	0	0	1
%V	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	555	358	45	437	286	150	504
%H		64.5%	8.1%	78.7%	51.5%	27.0%	90.8%
PVR	116	95	17	72	67	4	112
%V	20.9%	26.5%	37.8%	16.5%	23.4%	2.7%	22.2%
%H		81.9%	14.7%	62.1%	57.8%	3.4%	96.6%
DVDR	6	3	1	6	3	3	6
%V	1.1%	0.8%	2.2%	1.4%	1.0%	2.0%	1.2%
%H		50.0%	16.7%	100.0%	50.0%	50.0%	100.0%
VCR	3	1	0	3	1	1	2
%V	0.5%	0.3%	0.0%	0.7%	0.3%	0.7%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	33.3%	66.7%
Any recorder	122	97	17	77	69	8	117
%V	22.0%	27.1%	37.8%	17.6%	24.1%	5.3%	23.2%
%H		79.5%	13.9%	63.1%	56.6%	6.6%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: 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	555	358	45	437	286	150	504
%H		64.5%	8.1%	78.7%	51.5%	27.0%	90.8%
Receives HDTV (via STB or built-in reception)	118	83	15	89	69	20	115
%V	21.3%	23.2%	33.3%	20.4%	24.1%	13.3%	22.8%
%H		70.3%	12.7%	75.4%	58.5%	16.9%	97.5%
DVD/Blu-ray player or recorder	207	126	20	172	111	61	195
%V	37.3%	35.2%	44.4%	39.4%	38.8%	40.7%	38.7%
%H		60.9%	9.7%	83.1%	53.6%	29.5%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1324	1241	716	86	920	508	412	1171
%H		93.7%	54.1%	6.5%	69.5%	38.4%	31.1%	88.4%
Total Children	236	232	149	18	167	104	63	229
%V	17.8%	18.7%	20.8%	20.9%	18.2%	20.5%	15.3%	19.6%
%H		98.3%	63.1%	7.6%	70.8%	44.1%	26.7%	97.0%
0 - 3	61	60	44	3	41	29	12	57
%V	4.6%	4.8%	6.1%	3.5%	4.5%	5.7%	2.9%	4.9%
%H		98.4%	72.1%	4.9%	67.2%	47.5%	19.7%	93.4%
4 - 15	176	172	105	15	126	75	51	172
%V	13.3%	13.9%	14.7%	17.4%	13.7%	14.8%	12.4%	14.7%
%H		97.7%	59.7%	8.5%	71.6%	42.6%	29.0%	97.7%
4 - 9	88	87	52	7	62	35	27	84
%V	6.6%	7.0%	7.3%	8.1%	6.7%	6.9%	6.6%	7.2%
%H		98.9%	59.1%	8.0%	70.5%	39.8%	30.7%	95.5%
10 - 15	87	85	53	8	64	40	24	87
%V	6.6%	6.8%	7.4%	9.3%	7.0%	7.9%	5.8%	7.4%
%H		97.7%	60.9%	9.2%	73.6%	46.0%	27.6%	100.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1324	1241	716	86	920	508	412	1171
%H		93.7%	54.1%	6.5%	69.5%	38.4%	31.1%	88.4%
Total Adults (16+)	1088	1009	567	68	753	404	349	942
%V	82.2%	81.3%	79.2%	79.1%	81.8%	79.5%	84.7%	80.4%
%H		92.7%	52.1%	6.3%	69.2%	37.1%	32.1%	86.6%
16 - 19	74	48	30	0	35	20	14	73
%V	5.6%	3.9%	4.2%	0.0%	3.8%	3.9%	3.4%	6.2%
%H		64.9%	40.5%	0.0%	47.3%	27.0%	18.9%	98.6%
20 - 24	83	72	41	8	50	31	19	80
%V	6.3%	5.8%	5.7%	9.3%	5.4%	6.1%	4.6%	6.8%
%H		86.7%	49.4%	9.6%	60.2%	37.3%	22.9%	96.4%
25 - 34	184	172	104	14	119	75	43	174
%V	13.9%	13.9%	14.5%	16.3%	12.9%	14.8%	10.4%	14.9%
%H		93.5%	56.5%	7.6%	64.7%	40.8%	23.4%	94.6%
35 - 44	176	164	96	12	124	70	54	165
%V	13.3%	13.2%	13.4%	14.0%	13.5%	13.8%	13.1%	14.1%
%H		93.2%	54.5%	6.8%	70.5%	39.8%	30.7%	93.8%
45 - 54	171	166	101	11	117	66	51	162
%V	12.9%	13.4%	14.1%	12.8%	12.7%	13.0%	12.4%	13.8%
%H		97.1%	59.1%	6.4%	68.4%	38.6%	29.8%	94.7%
55 - 64	171	166	100	11	129	76	54	151
%V	12.9%	13.4%	14.0%	12.8%	14.0%	15.0%	13.1%	12.9%
%H		97.1%	58.5%	6.4%	75.4%	44.4%	31.6%	88.3%
65+	230	221	96	12	180	67	113	136
%V	17.4%	17.8%	13.4%	14.0%	19.6%	13.2%	27.4%	11.6%
%H		96.1%	41.7%	5.2%	78.3%	29.1%	49.1%	59.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1088	1009	567	68	753	404	349	942
%H		92.7%	52.1%	6.3%	69.2%	37.1%	32.1%	86.6%
AB	324	307	184	21	221	123	98	311
%V	29.8%	30.4%	32.5%	30.9%	29.3%	30.4%	28.1%	33.0%
%H		94.8%	56.8%	6.5%	68.2%	38.0%	30.2%	96.0%
C1	294	248	129	19	191	98	93	263
%V	27.0%	24.6%	22.8%	27.9%	25.4%	24.3%	26.6%	27.9%
%H		84.4%	43.9%	6.5%	65.0%	33.3%	31.6%	89.5%
C2	259	254	156	10	196	115	81	218
%V	23.8%	25.2%	27.5%	14.7%	26.0%	28.5%	23.2%	23.1%
%H		98.1%	60.2%	3.9%	75.7%	44.4%	31.3%	84.2%
D	147	142	76	14	97	51	46	120
%V	13.5%	14.1%	13.4%	20.6%	12.9%	12.6%	13.2%	12.7%
%H		96.6%	51.7%	9.5%	66.0%	34.7%	31.3%	81.6%
E	63	58	23	4	48	17	31	31
%V	5.8%	5.7%	4.1%	5.9%	6.4%	4.2%	8.9%	3.3%
%H		92.1%	36.5%	6.3%	76.2%	27.0%	49.2%	49.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1088	1009	567	68	753	404	349	942
%H		92.7%	52.1%	6.3%	69.2%	37.1%	32.1%	86.6%
Working full time	513	488	305	31	351	213	138	488
%V	47.2%	48.4%	53.8%	45.6%	46.6%	52.7%	39.5%	51.8%
%H		95.1%	59.5%	6.0%	68.4%	41.5%	26.9%	95.1%
Working part time	123	120	67	8	85	42	43	114
%V	11.3%	11.9%	11.8%	11.8%	11.3%	10.4%	12.3%	12.1%
%H		97.6%	54.5%	6.5%	69.1%	34.1%	35.0%	92.7%
Not working	452	401	196	29	317	149	169	340
%V	41.5%	39.7%	34.6%	42.6%	42.1%	36.9%	48.4%	36.1%
%H		88.7%	43.4%	6.4%	70.1%	33.0%	37.4%	75.2%
Housewife/Houseperson	607	564	299	36	422	206	216	491
%V	55.8%	55.9%	52.7%	52.9%	56.0%	51.0%	61.9%	52.1%
%H		92.9%	49.3%	5.9%	69.5%	33.9%	35.6%	80.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	501	284	33	374	205	169	472
%H		92.9%	52.7%	6.1%	69.4%	38.0%	31.4%	87.6%
16 - 19	35	24	14	0	19	9	9	35
%V	6.5%	4.8%	4.9%	0.0%	5.1%	4.4%	5.3%	7.4%
%H		68.6%	40.0%	0.0%	54.3%	25.7%	25.7%	100.0%
20 - 24	41	37	19	6	26	16	10	41
%V	7.6%	7.4%	6.7%	18.2%	7.0%	7.8%	5.9%	8.7%
%H		90.2%	46.3%	14.6%	63.4%	39.0%	24.4%	100.0%
25 - 34	96	89	53	5	62	38	24	91
%V	17.8%	17.8%	18.7%	15.2%	16.6%	18.5%	14.2%	19.3%
%H		92.7%	55.2%	5.2%	64.6%	39.6%	25.0%	94.8%
35 - 44	89	83	52	5	61	36	24	80
%V	16.5%	16.6%	18.3%	15.2%	16.3%	17.6%	14.2%	16.9%
%H		93.3%	58.4%	5.6%	68.5%	40.4%	27.0%	89.9%
45 - 54	89	86	51	6	58	32	27	84
%V	16.5%	17.2%	18.0%	18.2%	15.5%	15.6%	16.0%	17.8%
%H		96.6%	57.3%	6.7%	65.2%	36.0%	30.3%	94.4%
55 - 64	83	80	47	6	65	38	27	73
%V	15.4%	16.0%	16.5%	18.2%	17.4%	18.5%	16.0%	15.5%
%H		96.4%	56.6%	7.2%	78.3%	45.8%	32.5%	88.0%
65+	107	102	48	5	84	35	49	69
%V	19.9%	20.4%	16.9%	15.2%	22.5%	17.1%	29.0%	14.6%
%H		95.3%	44.9%	4.7%	78.5%	32.7%	45.8%	64.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	501	284	33	374	205	169	472
%H		92.9%	52.7%	6.1%	69.4%	38.0%	31.4%	87.6%
AB	163	154	93	9	114	65	49	159
%V	30.2%	30.7%	32.7%	27.3%	30.5%	31.7%	29.0%	33.7%
%H		94.5%	57.1%	5.5%	69.9%	39.9%	30.1%	97.5%
C1	145	122	66	10	94	52	42	131
%V	26.9%	24.4%	23.2%	30.3%	25.1%	25.4%	24.9%	27.8%
%H		84.1%	45.5%	6.9%	64.8%	35.9%	29.0%	90.3%
C2	137	135	81	5	102	59	43	114
%V	25.4%	26.9%	28.5%	15.2%	27.3%	28.8%	25.4%	24.2%
%H		98.5%	59.1%	3.6%	74.5%	43.1%	31.4%	83.2%
D	67	65	35	6	44	24	20	55
%V	12.4%	13.0%	12.3%	18.2%	11.8%	11.7%	11.8%	11.7%
%H		97.0%	52.2%	9.0%	65.7%	35.8%	29.9%	82.1%
E	28	24	9	2	20	6	14	13
%V	5.2%	4.8%	3.2%	6.1%	5.3%	2.9%	8.3%	2.8%
%H		85.7%	32.1%	7.1%	71.4%	21.4%	50.0%	46.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	539	501	284	33	374	205	169	472
%H		92.9%	52.7%	6.1%	69.4%	38.0%	31.4%	87.6%
Working full time	316	303	189	18	216	132	84	299
%V	58.6%	60.5%	66.5%	54.5%	57.8%	64.4%	49.7%	63.3%
%H		95.9%	59.8%	5.7%	68.4%	41.8%	26.6%	94.6%
Working part time	28	26	15	1	17	9	8	24
%V	5.2%	5.2%	5.3%	3.0%	4.5%	4.4%	4.7%	5.1%
%H		92.9%	53.6%	3.6%	60.7%	32.1%	28.6%	85.7%
Not working	196	172	80	13	141	63	78	149
%V	36.4%	34.3%	28.2%	39.4%	37.7%	30.7%	46.2%	31.6%
%H		87.8%	40.8%	6.6%	71.9%	32.1%	39.8%	76.0%
Housewife/Houseperson	149	133	64	6	96	40	56	110
%V	27.6%	26.5%	22.5%	18.2%	25.7%	19.5%	33.1%	23.3%
%H		89.3%	43.0%	4.0%	64.4%	26.8%	37.6%	73.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	549	508	283	35	379	199	180	470
%H		92.5%	51.5%	6.4%	69.0%	36.2%	32.8%	85.6%
16 - 19	38	24	16	0	16	11	5	38
%V	6.9%	4.7%	5.7%	0.0%	4.2%	5.5%	2.8%	8.1%
%H		63.2%	42.1%	0.0%	42.1%	28.9%	13.2%	100.0%
20 - 24	42	35	22	3	24	15	10	39
%V	7.7%	6.9%	7.8%	8.6%	6.3%	7.5%	5.6%	8.3%
%H		83.3%	52.4%	7.1%	57.1%	35.7%	23.8%	92.9%
25 - 34	87	83	50	8	57	37	20	84
%V	15.8%	16.3%	17.7%	22.9%	15.0%	18.6%	11.1%	17.9%
%H		95.4%	57.5%	9.2%	65.5%	42.5%	23.0%	96.6%
35 - 44	87	81	44	7	63	33	30	85
%V	15.8%	15.9%	15.5%	20.0%	16.6%	16.6%	16.7%	18.1%
%H		93.1%	50.6%	8.0%	72.4%	37.9%	34.5%	97.7%
45 - 54	82	80	50	5	59	34	25	79
%V	14.9%	15.7%	17.7%	14.3%	15.6%	17.1%	13.9%	16.8%
%H		97.6%	61.0%	6.1%	72.0%	41.5%	30.5%	96.3%
55 - 64	88	86	53	5	65	38	27	78
%V	16.0%	16.9%	18.7%	14.3%	17.2%	19.1%	15.0%	16.6%
%H		97.7%	60.2%	5.7%	73.9%	43.2%	30.7%	88.6%
65+	123	119	48	8	96	32	64	67
%V	22.4%	23.4%	17.0%	22.9%	25.3%	16.1%	35.6%	14.3%
%H		96.7%	39.0%	6.5%	78.0%	26.0%	52.0%	54.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	549	508	283	35	379	199	180	470
%H		92.5%	51.5%	6.4%	69.0%	36.2%	32.8%	85.6%
AB	161	152	91	11	108	58	50	152
%V	29.3%	29.9%	32.2%	31.4%	28.5%	29.1%	27.8%	32.3%
%H		94.4%	56.5%	6.8%	67.1%	36.0%	31.1%	94.4%
C1	150	126	63	9	97	47	50	132
%V	27.3%	24.8%	22.3%	25.7%	25.6%	23.6%	27.8%	28.1%
%H		84.0%	42.0%	6.0%	64.7%	31.3%	33.3%	88.0%
C2	122	119	75	5	93	56	38	104
%V	22.2%	23.4%	26.5%	14.3%	24.5%	28.1%	21.1%	22.1%
%H		97.5%	61.5%	4.1%	76.2%	45.9%	31.1%	85.2%
D	80	77	41	7	53	27	26	65
%V	14.6%	15.2%	14.5%	20.0%	14.0%	13.6%	14.4%	13.8%
%H		96.3%	51.3%	8.8%	66.3%	33.8%	32.5%	81.3%
E	35	33	14	3	28	12	16	18
%V	6.4%	6.5%	4.9%	8.6%	7.4%	6.0%	8.9%	3.8%
%H		94.3%	40.0%	8.6%	80.0%	34.3%	45.7%	51.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	549	508	283	35	379	199	180	470
%H		92.5%	51.5%	6.4%	69.0%	36.2%	32.8%	85.6%
Working full time	197	186	115	13	135	81	54	189
%V	35.9%	36.6%	40.6%	37.1%	35.6%	40.7%	30.0%	40.2%
%H		94.4%	58.4%	6.6%	68.5%	41.1%	27.4%	95.9%
Working part time	95	94	52	7	68	33	35	90
%V	17.3%	18.5%	18.4%	20.0%	17.9%	16.6%	19.4%	19.1%
%H		98.9%	54.7%	7.4%	71.6%	34.7%	36.8%	94.7%
Not working	257	228	116	16	176	86	91	191
%V	46.8%	44.9%	41.0%	45.7%	46.4%	43.2%	50.6%	40.6%
%H		88.7%	45.1%	6.2%	68.5%	33.5%	35.4%	74.3%
Housewife/Houseperson	458	432	235	31	326	166	160	381
%V	83.4%	85.0%	83.0%	88.6%	86.0%	83.4%	88.9%	81.1%
%H		94.3%	51.3%	6.8%	71.2%	36.2%	34.9%	83.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
AB	999	950	428	155	672	311	362	941
%V	32.2%	32.4%	34.7%	34.0%	32.4%	36.0%	29.8%	36.0%
%H (All HH)		95.1%	42.8%	15.5%	67.3%	31.1%	36.2%	94.2%
%H (TV HH)			45.1%	16.3%	70.7%	32.7%	38.1%	
C1	902	847	367	127	582	240	342	789
%V	29.0%	28.9%	29.7%	27.9%	28.0%	27.8%	28.2%	30.2%
%H (All HH)		93.9%	40.7%	14.1%	64.5%	26.6%	37.9%	87.5%
%H (TV HH)			43.3%	15.0%	68.7%	28.3%	40.4%	
C2	577	552	240	96	396	184	212	490
%V	18.6%	18.8%	19.4%	21.1%	19.1%	21.3%	17.5%	18.7%
%H (All HH)		95.7%	41.6%	16.6%	68.6%	31.9%	36.7%	84.9%
%H (TV HH)			43.5%	17.4%	71.7%	33.3%	38.4%	
D	393	368	136	54	264	91	173	269
%V	12.6%	12.6%	11.0%	11.8%	12.7%	10.5%	14.3%	10.3%
%H (All HH)		93.6%	34.6%	13.7%	67.2%	23.2%	44.0%	68.4%
%H (TV HH)			37.0%	14.7%	71.7%	24.7%	47.0%	
E	236	213	63	25	163	38	125	126
%V	7.6%	7.3%	5.1%	5.5%	7.8%	4.4%	10.3%	4.8%
%H (All HH)		90.3%	26.7%	10.6%	69.1%	16.1%	53.0%	53.4%
%H (TV HH)			29.6%	11.7%	76.5%	17.8%	58.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Under 25	109	91	32	13	58	19	39	100
%V	3.5%	3.1%	2.6%	2.9%	2.8%	2.2%	3.2%	3.8%
%H (All HH)		83.5%	29.4%	11.9%	53.2%	17.4%	35.8%	91.7%
%H (TV HH)			35.2%	14.3%	63.7%	20.9%	42.9%	
25 - 34	423	382	196	58	217	103	114	406
%V	13.6%	13.0%	15.9%	12.7%	10.4%	11.9%	9.4%	15.5%
%H (All HH)		90.3%	46.3%	13.7%	51.3%	24.3%	27.0%	96.0%
%H (TV HH)			51.3%	15.2%	56.8%	27.0%	29.8%	
35 - 44	523	485	248	89	296	152	144	505
%V	16.8%	16.6%	20.1%	19.5%	14.3%	17.6%	11.9%	19.3%
%H (All HH)		92.7%	47.4%	17.0%	56.6%	29.1%	27.5%	96.6%
%H (TV HH)			51.1%	18.4%	61.0%	31.3%	29.7%	
45 - 54	609	585	280	111	411	216	195	573
%V	19.6%	20.0%	22.7%	24.3%	19.8%	25.0%	16.1%	21.9%
%H (All HH)		96.1%	46.0%	18.2%	67.5%	35.5%	32.0%	94.1%
%H (TV HH)			47.9%	19.0%	70.3%	36.9%	33.3%	
55 - 64	521	493	194	93	370	165	205	471
%V	16.8%	16.8%	15.7%	20.4%	17.8%	19.1%	16.9%	18.0%
%H (All HH)		94.6%	37.2%	17.9%	71.0%	31.7%	39.3%	90.4%
%H (TV HH)			39.4%	18.9%	75.1%	33.5%	41.6%	
65 +	922	894	286	92	725	209	516	559
%V	29.7%	30.5%	23.2%	20.2%	34.9%	24.2%	42.5%	21.4%
%H (All HH)		97.0%	31.0%	10.0%	78.6%	22.7%	56.0%	60.6%
%H (TV HH)			32.0%	10.3%	81.1%	23.4%	57.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
1	936	844	233	101	650	149	501	587
%V	30.1%	28.8%	18.9%	22.1%	31.3%	17.2%	41.3%	22.4%
%H (All HH)		90.2%	24.9%	10.8%	69.4%	15.9%	53.5%	62.7%
%H (TV HH)			27.6%	12.0%	77.0%	17.7%	59.4%	
2	1065	1023	437	137	755	313	442	947
%V	34.3%	34.9%	35.4%	30.0%	36.4%	36.2%	36.4%	36.2%
%H (All HH)		96.1%	41.0%	12.9%	70.9%	29.4%	41.5%	88.9%
%H (TV HH)			42.7%	13.4%	73.8%	30.6%	43.2%	
3	496	473	239	96	301	167	134	482
%V	16.0%	16.1%	19.4%	21.1%	14.5%	19.3%	11.0%	18.4%
%H (All HH)		95.4%	48.2%	19.4%	60.7%	33.7%	27.0%	97.2%
%H (TV HH)			50.5%	20.3%	63.6%	35.3%	28.3%	
4	419	407	227	81	258	162	96	411
%V	13.5%	13.9%	18.4%	17.8%	12.4%	18.8%	7.9%	15.7%
%H (All HH)		97.1%	54.2%	19.3%	61.6%	38.7%	22.9%	98.1%
%H (TV HH)			55.8%	19.9%	63.4%	39.8%	23.6%	
5+	191	183	99	42	113	73	40	189
%V	6.1%	6.2%	8.0%	9.2%	5.4%	8.4%	3.3%	7.2%
%H (All HH)		95.8%	51.8%	22.0%	59.2%	38.2%	20.9%	99.0%
%H (TV HH)			54.1%	23.0%	61.7%	39.9%	21.9%	
Average HH size	2.34	2.37	2.65	2.65	2.27	2.69	1.97	2.52

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%V (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Without	2321	2169	811	308	1621	594	1027	1850
%V	74.7%	74.1%	65.7%	67.5%	78.0%	68.8%	84.7%	70.7%
%H (All HH)		93.5%	34.9%	13.3%	69.8%	25.6%	44.2%	79.7%
%H (TV HH)			37.4%	14.2%	74.7%	27.4%	47.3%	
With	787	761	424	148	456	270	186	765
%V	25.3%	26.0%	34.3%	32.5%	22.0%	31.3%	15.3%	29.3%
%H (All HH)		96.7%	53.9%	18.8%	57.9%	34.3%	23.6%	97.2%
%H (TV HH)			55.7%	19.4%	59.9%	35.5%	24.4%	
0 - 3	294	282	156	49	160	89	70	283
%V	9.5%	9.6%	12.6%	10.7%	7.7%	10.3%	5.8%	10.8%
%H (All HH)		95.9%	53.1%	16.7%	54.4%	30.3%	23.8%	96.3%
%H (TV HH)			55.3%	17.4%	56.7%	31.6%	24.8%	
4 - 9	397	387	220	69	231	135	96	386
%V	12.8%	13.2%	17.8%	15.1%	11.1%	15.6%	7.9%	14.8%
%H (All HH)		97.5%	55.4%	17.4%	58.2%	34.0%	24.2%	97.2%
%H (TV HH)			56.8%	17.8%	59.7%	34.9%	24.8%	
10 - 15	355	346	192	73	221	139	82	347
%V	11.4%	11.8%	15.5%	16.0%	10.6%	16.1%	6.8%	13.3%
%H (All HH)		97.5%	54.1%	20.6%	62.3%	39.2%	23.1%	97.7%
%H (TV HH)			55.5%	21.1%	63.9%	40.2%	23.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
1	1196	1196	387	155	772	151	621	916
%V	38.5%	40.8%	31.3%	34.0%	37.2%	17.5%	51.2%	35.0%
%H (All HH)		100.0%	32.4%	13.0%	64.5%	12.6%	51.9%	76.6%
%H (TV HH)			32.4%	13.0%	64.5%	12.6%	51.9%	
2	978	978	427	162	695	311	384	842
%V	31.5%	33.4%	34.6%	35.5%	33.5%	36.0%	31.7%	32.2%
%H (All HH)		100.0%	43.7%	16.6%	71.1%	31.8%	39.3%	86.1%
%H (TV HH)			43.7%	16.6%	71.1%	31.8%	39.3%	
3	455	455	238	85	365	226	139	430
%V	14.6%	15.5%	19.3%	18.6%	17.6%	26.2%	11.5%	16.4%
%H (All HH)		100.0%	52.3%	18.7%	80.2%	49.7%	30.5%	94.5%
%H (TV HH)			52.3%	18.7%	80.2%	49.7%	30.5%	
4	199	199	118	35	161	112	49	190
%V	6.4%	6.8%	9.6%	7.7%	7.8%	13.0%	4.0%	7.3%
%H (All HH)		100.0%	59.3%	17.6%	80.9%	56.3%	24.6%	95.5%
%H (TV HH)			59.3%	17.6%	80.9%	56.3%	24.6%	
5+	102	102	65	19	84	64	20	101
%V	3.3%	3.5%	5.3%	4.2%	4.0%	7.4%	1.6%	3.9%
%H (All HH)		100.0%	63.7%	18.6%	82.4%	62.7%	19.6%	99.0%
%H (TV HH)			63.7%	18.6%	82.4%	62.7%	19.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%V (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Under 20"	672	672	287	98	550	268	282	579
%V	21.6%	22.9%	23.2%	21.5%	26.5%	31.0%	23.2%	22.1%
%H (All HH)		100.0%	42.7%	14.6%	81.8%	39.9%	42.0%	86.2%
%H (TV HH)			42.7%	14.6%	81.8%	39.9%	42.0%	
20" - 29"	1078	1078	445	152	856	370	486	890
%V	34.7%	36.8%	36.0%	33.3%	41.2%	42.8%	40.1%	34.0%
%H (All HH)		100.0%	41.3%	14.1%	79.4%	34.3%	45.1%	82.6%
%H (TV HH)			41.3%	14.1%	79.4%	34.3%	45.1%	
30" - 39"	1519	1519	654	248	1107	497	611	1305
%V	48.9%	51.9%	53.0%	54.4%	53.3%	57.5%	50.4%	49.9%
%H (All HH)		100.0%	43.1%	16.3%	72.9%	32.7%	40.2%	85.9%
%H (TV HH)			43.1%	16.3%	72.9%	32.7%	40.2%	
40" and over	1411	1411	759	266	927	545	383	1313
%V	45.4%	48.2%	61.5%	58.3%	44.6%	63.1%	31.6%	50.2%
%H (All HH)		100.0%	53.8%	18.9%	65.7%	38.6%	27.1%	93.1%
%H (TV HH)			53.8%	18.9%	65.7%	38.6%	27.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Main living room	2886	2886	1227	453	2048	857	1191	2439
%V	92.9%	98.5%	99.4%	99.3%	98.6%	99.2%	98.2%	93.3%
%H (All HH)		100.0%	42.5%	15.7%	71.0%	29.7%	41.3%	84.5%
%H (TV HH)			42.5%	15.7%	71.0%	29.7%	41.3%	
Kitchen	384	384	194	60	325	190	135	345
%V	12.4%	13.1%	15.7%	13.2%	15.6%	22.0%	11.1%	13.2%
%H (All HH)		100.0%	50.5%	15.6%	84.6%	49.5%	35.2%	89.8%
%H (TV HH)			50.5%	15.6%	84.6%	49.5%	35.2%	
Adult's bedroom	1309	1309	648	234	994	563	431	1186
%V	42.1%	44.7%	52.5%	51.3%	47.9%	65.2%	35.5%	45.4%
%H (All HH)		100.0%	49.5%	17.9%	75.9%	43.0%	32.9%	90.6%
%H (TV HH)			49.5%	17.9%	75.9%	43.0%	32.9%	
Child's bedroom	264	264	151	57	192	132	59	255
%V	8.5%	9.0%	12.2%	12.5%	9.2%	15.3%	4.9%	9.8%
%H (All HH)		100.0%	57.2%	21.6%	72.7%	50.0%	22.3%	96.6%
%H (TV HH)			57.2%	21.6%	72.7%	50.0%	22.3%	
Other bedroom	173	173	96	27	134	82	52	164
%V	5.6%	5.9%	7.8%	5.9%	6.5%	9.5%	4.3%	6.3%
%H (All HH)		100.0%	55.5%	15.6%	77.5%	47.4%	30.1%	94.8%
%H (TV HH)			55.5%	15.6%	77.5%	47.4%	30.1%	
Second living/dining room	249	249	127	37	197	112	85	230
%V	8.0%	8.5%	10.3%	8.1%	9.5%	13.0%	7.0%	8.8%
%H (All HH)		100.0%	51.0%	14.9%	79.1%	45.0%	34.1%	92.4%
%H (TV HH)			51.0%	14.9%	79.1%	45.0%	34.1%	
Study/office	59	59	30	4	47	22	24	57
%V	1.9%	2.0%	2.4%	0.9%	2.3%	2.5%	2.0%	2.2%
%H (All HH)		100.0%	50.8%	6.8%	79.7%	37.3%	40.7%	96.6%
%H (TV HH)			50.8%	6.8%	79.7%	37.3%	40.7%	
TV room	29	29	18	2	21	13	9	27
%V	0.9%	1.0%	1.5%	0.4%	1.0%	1.5%	0.7%	1.0%
%H (All HH)		100.0%	62.1%	6.9%	72.4%	44.8%	31.0%	93.1%
%H (TV HH)			62.1%	6.9%	72.4%	44.8%	31.0%	
Conservatory	60	60	33	9	48	30	18	52
%V	1.9%	2.0%	2.7%	2.0%	2.3%	3.5%	1.5%	2.0%
%H (All HH)		100.0%	55.0%	15.0%	80.0%	50.0%	30.0%	86.7%
%H (TV HH)			55.0%	15.0%	80.0%	50.0%	30.0%	
Attic or loft room	5	5	4	1	3	3	0	5
%V	0.2%	0.2%	0.3%	0.2%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	80.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			80.0%	20.0%	60.0%	60.0%	0.0%	
No specific location	4	4	1	0	2	1	0	4
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%
%H (All HH)		100.0%	25.0%	0.0%	50.0%	25.0%	0.0%	100.0%
%H (TV HH)			25.0%	0.0%	50.0%	25.0%	0.0%	
Other	31	31	21	5	25	20	5	29
%V	1.0%	1.1%	1.7%	1.1%	1.2%	2.3%	0.4%	1.1%
%H (All HH)		100.0%	67.7%	16.1%	80.6%	64.5%	16.1%	93.5%
%H (TV HH)			67.7%	16.1%	80.6%	64.5%	16.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Any DSAT provider	1235	1235	1235	19	679	679	0	1150
%V	39.7%	42.2%	100.0%	4.2%	32.7%	78.6%	0.0%	44.0%
%H (All HH)			100.0%	1.5%	55.0%	55.0%	0.0%	93.1%
%H (TV HH)			100.0%	1.5%	55.0%	55.0%	0.0%	
Sky with subcription	1002	1002	1002	11	548	548	0	953
%V	32.2%	34.2%	81.1%	2.4%	26.4%	63.4%	0.0%	36.4%
%H (All HH)			100.0%	1.1%	54.7%	54.7%	0.0%	95.1%
%H (TV HH)			100.0%	1.1%	54.7%	54.7%	0.0%	
Sky without subscription	57	57	57	1	31	31	0	45
%V	1.8%	1.9%	4.6%	0.2%	1.5%	3.6%	0.0%	1.7%
%H (All HH)			100.0%	1.8%	54.4%	54.4%	0.0%	78.9%
%H (TV HH)			100.0%	1.8%	54.4%	54.4%	0.0%	
Freesat	220	220	220	7	127	127	0	196
%V	7.1%	7.5%	17.8%	1.5%	6.1%	14.7%	0.0%	7.5%
%H (All HH)			100.0%	3.2%	57.7%	57.7%	0.0%	89.1%
%H (TV HH)			100.0%	3.2%	57.7%	57.7%	0.0%	
Other satellite provider	33	33	33	1	20	20	0	30
%V	1.1%	1.1%	2.7%	0.2%	1.0%	2.3%	0.0%	1.1%
%H (All HH)			100.0%	3.0%	60.6%	60.6%	0.0%	90.9%
%H (TV HH)			100.0%	3.0%	60.6%	60.6%	0.0%	
DCAB	456	456	19	456	196	196	0	423
%V	14.7%	15.6%	1.5%	100.0%	9.4%	22.7%	0.0%	16.2%
%H (All HH)			4.2%	100.0%	43.0%	43.0%	0.0%	92.8%
%H (TV HH)			4.2%	100.0%	43.0%	43.0%	0.0%	
DTT	2077	2077	679	196	2077	864	1213	1701
%V	66.8%	70.9%	55.0%	43.0%	100.0%	100.0%	100.0%	65.0%
%H (All HH)		100.0%	32.7%	9.4%	100.0%	41.6%	58.4%	81.9%
%H (TV HH)			32.7%	9.4%	100.0%	41.6%	58.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
PVR	1885	1885	1065	391	1213	768	446	1752
%V	60.7%	64.4%	86.2%	85.7%	58.4%	88.9%	36.8%	67.0%
%H (All HH)		100.0%	56.5%	20.7%	64.4%	40.7%	23.7%	92.9%
%H (TV HH)			56.5%	20.7%	64.4%	40.7%	23.7%	
DVDR	128	128	49	20	105	46	59	112
%V	4.1%	4.4%	4.0%	4.4%	5.1%	5.3%	4.9%	4.3%
%H (All HH)		100.0%	38.3%	15.6%	82.0%	35.9%	46.1%	87.5%
%H (TV HH)			38.3%	15.6%	82.0%	35.9%	46.1%	
VCR	75	75	22	10	61	18	43	52
%V	2.4%	2.6%	1.8%	2.2%	2.9%	2.1%	3.5%	2.0%
%H (All HH)		100.0%	29.3%	13.3%	81.3%	24.0%	57.3%	69.3%
%H (TV HH)			29.3%	13.3%	81.3%	24.0%	57.3%	
Any recorder	1963	1963	1077	396	1286	778	507	1806
%V	63.2%	67.0%	87.2%	86.8%	61.9%	90.0%	41.8%	69.1%
%H (All HH)		100.0%	54.9%	20.2%	65.5%	39.6%	25.8%	92.0%
%H (TV HH)			54.9%	20.2%	65.5%	39.6%	25.8%	
Receives HDTV (via STB or built-in reception)	1846	1846	968	383	1234	723	511	1707
%V	59.4%	63.0%	78.4%	84.0%	59.4%	83.7%	42.1%	65.3%
%H (All HH)		100.0%	52.4%	20.7%	66.8%	39.2%	27.7%	92.5%
%H (TV HH)			52.4%	20.7%	66.8%	39.2%	27.7%	
DVD/Blu-ray player or recorder	2257	2257	1001	374	1627	741	886	2003
%V	72.6%	77.1%	81.1%	82.0%	78.3%	85.8%	73.0%	76.6%
%H (All HH)		100.0%	44.4%	16.6%	72.1%	32.8%	39.3%	88.7%
%H (TV HH)			44.4%	16.6%	72.1%	32.8%	39.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3107	2929	1235	456	2077	864	1213	2615
%H (All HH)		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%
%H (TV HH)			42.2%	15.6%	70.9%	29.5%	41.4%	
Has broadband internet	2615	2479	1150	423	1701	819	882	2615
%V	84.2%	84.6%	93.1%	92.8%	81.9%	94.8%	72.7%	100.0%
%H (All HH)		94.8%	44.0%	16.2%	65.0%	31.3%	33.7%	100.0%
%H (TV HH)			46.4%	17.1%	68.6%	33.0%	35.6%	
Number of computers (PCs and laptops)								
0	507	465	97	45	375	56	319	67
%V	16.3%	15.9%	7.9%	9.9%	18.1%	6.5%	26.3%	2.6%
%H (All HH)		91.7%	19.1%	8.9%	74.0%	11.0%	62.9%	13.2%
%H (TV HH)			20.9%	9.7%	80.6%	12.0%	68.6%	
1	761	700	250	97	505	158	347	720
%V	24.5%	23.9%	20.2%	21.3%	24.3%	18.3%	28.6%	27.5%
%H (All HH)		92.0%	32.9%	12.7%	66.4%	20.8%	45.6%	94.6%
%H (TV HH)			35.7%	13.9%	72.1%	22.6%	49.6%	
2	735	703	328	113	473	216	258	728
%V	23.7%	24.0%	26.6%	24.8%	22.8%	25.0%	21.3%	27.8%
%H (All HH)		95.6%	44.6%	15.4%	64.4%	29.4%	35.1%	99.0%
%H (TV HH)			46.7%	16.1%	67.3%	30.7%	36.7%	
3	482	462	228	82	318	171	146	479
%V	15.5%	15.8%	18.5%	18.0%	15.3%	19.8%	12.0%	18.3%
%H (All HH)		95.9%	47.3%	17.0%	66.0%	35.5%	30.3%	99.4%
%H (TV HH)			49.4%	17.7%	68.8%	37.0%	31.6%	
4	288	279	150	51	189	114	75	288
%V	9.3%	9.5%	12.1%	11.2%	9.1%	13.2%	6.2%	11.0%
%H (All HH)		96.9%	52.1%	17.7%	65.6%	39.6%	26.0%	100.0%
%H (TV HH)			53.8%	18.3%	67.7%	40.9%	26.9%	
5+	333	320	182	67	218	149	69	333
%V	10.7%	10.9%	14.7%	14.7%	10.5%	17.2%	5.7%	12.7%
%H (All HH)		96.1%	54.7%	20.1%	65.5%	44.7%	20.7%	100.0%
%H (TV HH)			56.9%	20.9%	68.1%	46.6%	21.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5869	2786	981	4362	2256	2105	5201
%H		47.5%	16.7%	74.3%	38.4%	35.9%	88.6%
Under 20"	866	382	120	716	357	359	757
%V	14.8%	13.7%	12.2%	16.4%	15.8%	17.1%	14.6%
%H		44.1%	13.9%	82.7%	41.2%	41.5%	87.4%
20" - 29"	1393	602	199	1117	515	602	1179
%V	23.7%	21.6%	20.3%	25.6%	22.8%	28.6%	22.7%
%H		43.2%	14.3%	80.2%	37.0%	43.2%	84.6%
30" - 39"	1849	839	319	1364	672	693	1616
%V	31.5%	30.1%	32.5%	31.3%	29.8%	32.9%	31.1%
%H		45.4%	17.3%	73.8%	36.3%	37.5%	87.4%
40" and over	1714	951	332	1132	699	433	1611
%V	29.2%	34.1%	33.8%	26.0%	31.0%	20.6%	31.0%
%H		55.5%	19.4%	66.0%	40.8%	25.3%	94.0%
Don't know	47	13	12	33	13	20	39
%V	0.8%	0.5%	1.2%	0.8%	0.6%	1.0%	0.7%
%H		27.7%	25.5%	70.2%	27.7%	42.6%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5869	2786	981	4362	2256	2105	5201
%H		47.5%	16.7%	74.3%	38.4%	35.9%	88.6%
Main living room	2907	1238	459	2062	865	1197	2458
%V	49.5%	44.4%	46.8%	47.3%	38.3%	56.9%	47.3%
%H		42.6%	15.8%	70.9%	29.8%	41.2%	84.6%
Kitchen	385	194	60	325	190	135	347
%V	6.6%	7.0%	6.1%	7.5%	8.4%	6.4%	6.7%
%H		50.4%	15.6%	84.4%	49.4%	35.1%	90.1%
Adult's bedroom	1572	792	292	1203	708	494	1444
%V	26.8%	28.4%	29.8%	27.6%	31.4%	23.5%	27.8%
%H		50.4%	18.6%	76.5%	45.0%	31.4%	91.9%
Child's bedroom	354	206	77	260	183	77	344
%V	6.0%	7.4%	7.8%	6.0%	8.1%	3.7%	6.6%
%H		58.2%	21.8%	73.4%	51.7%	21.8%	97.2%
Other bedroom	202	117	33	159	104	54	193
%V	3.4%	4.2%	3.4%	3.6%	4.6%	2.6%	3.7%
%H		57.9%	16.3%	78.7%	51.5%	26.7%	95.5%
Second living/dining room	255	129	39	203	114	89	235
%V	4.3%	4.6%	4.0%	4.7%	5.1%	4.2%	4.5%
%H		50.6%	15.3%	79.6%	44.7%	34.9%	92.2%
Study/office	60	31	4	47	23	24	58
%V	1.0%	1.1%	0.4%	1.1%	1.0%	1.1%	1.1%
%H		51.7%	6.7%	78.3%	38.3%	40.0%	96.7%
TV room	29	18	2	21	13	9	27
%V	0.5%	0.6%	0.2%	0.5%	0.6%	0.4%	0.5%
%H		62.1%	6.9%	72.4%	44.8%	31.0%	93.1%
Conservatory	61	34	9	49	31	18	54
%V	1.0%	1.2%	0.9%	1.1%	1.4%	0.9%	1.0%
%H		55.7%	14.8%	80.3%	50.8%	29.5%	88.5%
Attic or loft room	5	4	1	3	3	0	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		80.0%	20.0%	60.0%	60.0%	0.0%	100.0%
No specific location	5	2	0	3	2	1	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	0.0%	60.0%	40.0%	20.0%	100.0%
Other	34	22	5	27	20	7	32
%V	0.6%	0.8%	0.5%	0.6%	0.9%	0.3%	0.6%
%H		64.7%	14.7%	79.4%	58.8%	20.6%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5869	2786	981	4362	2256	2105	5201
%H		47.5%	16.7%	74.3%	38.4%	35.9%	88.6%
PVR	2521	1487	554	1584	1076	507	2367
%V	43.0%	53.4%	56.5%	36.3%	47.7%	24.1%	45.5%
%H		59.0%	22.0%	62.8%	42.7%	20.1%	93.9%
DVDR	135	53	20	110	48	62	118
%V	2.3%	1.9%	2.0%	2.5%	2.1%	2.9%	2.3%
%H		39.3%	14.8%	81.5%	35.6%	45.9%	87.4%
VCR	81	24	10	66	19	47	57
%V	1.4%	0.9%	1.0%	1.5%	0.8%	2.2%	1.1%
%H		29.6%	12.3%	81.5%	23.5%	58.0%	70.4%
Any recorder	2626	1514	561	1678	1099	578	2445
%V	44.7%	54.3%	57.2%	38.5%	48.7%	27.5%	47.0%
%H		57.7%	21.4%	63.9%	41.9%	22.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5869	2786	981	4362	2256	2105	5201
%H		47.5%	16.7%	74.3%	38.4%	35.9%	88.6%
Receives HDTV (via STB or built-in reception)	2645	1387	593	1803	1112	690	2474
%V	45.1%	49.8%	60.4%	41.3%	49.3%	32.8%	47.6%
%H		52.4%	22.4%	68.2%	42.0%	26.1%	93.5%
DVD/Blu-ray player or recorder	3210	1523	542	2387	1224	1163	2905
%V	54.7%	54.7%	55.2%	54.7%	54.3%	55.2%	55.9%
%H		47.4%	16.9%	74.4%	38.1%	36.2%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2918	1234	456	2074	864	1210	2468
%H		42.3%	15.6%	71.1%	29.6%	41.5%	84.6%
Under 20"	59	9	3	45	4	42	39
%V	2.0%	0.7%	0.7%	2.2%	0.5%	3.5%	1.6%
%H		15.3%	5.1%	76.3%	6.8%	71.2%	66.1%
20" - 29"	401	95	38	323	56	267	273
%V	13.7%	7.7%	8.3%	15.6%	6.5%	22.1%	11.1%
%H		23.7%	9.5%	80.5%	14.0%	66.6%	68.1%
30" - 39"	1070	386	155	795	275	520	869
%V	36.7%	31.3%	34.0%	38.3%	31.8%	43.0%	35.2%
%H		36.1%	14.5%	74.3%	25.7%	48.6%	81.2%
40" and over	1361	737	256	889	524	366	1267
%V	46.6%	59.7%	56.1%	42.9%	60.6%	30.2%	51.3%
%H		54.2%	18.8%	65.3%	38.5%	26.9%	93.1%
Don't know	27	7	4	21	6	15	20
%V	0.9%	0.6%	0.9%	1.0%	0.7%	1.2%	0.8%
%H		25.9%	14.8%	77.8%	22.2%	55.6%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2918	1234	456	2074	864	1210	2468
%H		42.3%	15.6%	71.1%	29.6%	41.5%	84.6%
PVR	1859	1055	390	1191	760	431	1729
%V	63.7%	85.5%	85.5%	57.4%	88.0%	35.6%	70.1%
%H		56.8%	21.0%	64.1%	40.9%	23.2%	93.0%
DVDR	107	36	18	88	35	53	93
%V	3.7%	2.9%	3.9%	4.2%	4.1%	4.4%	3.8%
%H		33.6%	16.8%	82.2%	32.7%	49.5%	86.9%
VCR	62	18	8	50	14	35	40
%V	2.1%	1.5%	1.8%	2.4%	1.6%	2.9%	1.6%
%H		29.0%	12.9%	80.6%	22.6%	56.5%	64.5%
Any recorder	1931	1065	394	1258	769	488	1778
%V	66.2%	86.3%	86.4%	60.7%	89.0%	40.3%	72.0%
%H		55.2%	20.4%	65.1%	39.8%	25.3%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2918	1234	456	2074	864	1210	2468
%H		42.3%	15.6%	71.1%	29.6%	41.5%	84.6%
Receives HDTV (via STB or built-in reception)	1809	954	380	1205	713	492	1674
%V	62.0%	77.3%	83.3%	58.1%	82.5%	40.7%	67.8%
%H		52.7%	21.0%	66.6%	39.4%	27.2%	92.5%
DVD/Blu-ray player or recorder	2126	929	353	1531	683	849	1880
%V	72.9%	75.3%	77.4%	73.8%	79.1%	70.2%	76.2%
%H		43.7%	16.6%	72.0%	32.1%	39.9%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2951	1553	525	2288	1392	896	2734
%V		52.6%	17.8%	77.5%	47.2%	30.4%	92.6%
%H							
Under 20"	807	373	116	670	353	317	718
%V	27.3%	24.0%	22.1%	29.3%	25.4%	35.4%	26.3%
%H		46.2%	14.4%	83.0%	43.7%	39.3%	89.0%
20" - 29"	991	508	161	794	459	335	906
%V	33.6%	32.7%	30.7%	34.7%	33.0%	37.4%	33.1%
%H		51.3%	16.2%	80.1%	46.3%	33.8%	91.4%
30" - 39"	780	453	164	569	396	173	747
%V	26.4%	29.2%	31.2%	24.9%	28.4%	19.3%	27.3%
%H		58.1%	21.0%	72.9%	50.8%	22.2%	95.8%
40" and over	353	213	76	243	176	67	344
%V	12.0%	13.7%	14.5%	10.6%	12.6%	7.5%	12.6%
%H		60.3%	21.5%	68.8%	49.9%	19.0%	97.5%
Don't know	19	6	8	12	7	5	19
%V	0.6%	0.4%	1.5%	0.5%	0.5%	0.6%	0.7%
%H		31.6%	42.1%	63.2%	36.8%	26.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2951	1553	525	2288	1392	896	2734
%H		52.6%	17.8%	77.5%	47.2%	30.4%	92.6%
PVR	662	432	164	392	316	76	638
%V	22.4%	27.8%	31.2%	17.1%	22.7%	8.5%	23.3%
%H		65.3%	24.8%	59.2%	47.7%	11.5%	96.4%
DVDR	28	17	2	22	13	8	25
%V	0.9%	1.1%	0.4%	1.0%	0.9%	0.9%	0.9%
%H		60.7%	7.1%	78.6%	46.4%	28.6%	89.3%
VCR	19	5	2	17	5	12	17
%V	0.6%	0.3%	0.4%	0.7%	0.4%	1.3%	0.6%
%H		26.3%	10.5%	89.5%	26.3%	63.2%	89.5%
Any recorder	695	448	167	420	330	90	668
%V	23.6%	28.8%	31.8%	18.4%	23.7%	10.0%	24.4%
%H		64.5%	24.0%	60.4%	47.5%	12.9%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2951	1553	525	2288	1392	896	2734
%H		52.6%	17.8%	77.5%	47.2%	30.4%	92.6%
Receives HDTV (via STB or built-in reception)	836	433	214	597	399	199	800
%V	28.3%	27.9%	40.8%	26.1%	28.7%	22.2%	29.3%
%H		51.8%	25.6%	71.4%	47.7%	23.8%	95.7%
DVD/Blu-ray player or recorder	1084	594	190	856	542	314	1026
%V	36.7%	38.2%	36.2%	37.4%	38.9%	35.0%	37.5%
%H		54.8%	17.5%	79.0%	50.0%	29.0%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7269	6929	3274	1210	4709	2322	2387	6595
%H		95.3%	45.0%	16.6%	64.8%	31.9%	32.8%	90.7%
Total Children	1339	1302	734	243	783	464	319	1303
%V	18.4%	18.8%	22.4%	20.1%	16.6%	20.0%	13.4%	19.8%
%H		97.2%	54.8%	18.1%	58.5%	34.7%	23.8%	97.3%
0 - 3	345	332	186	58	188	105	82	333
%V	4.7%	4.8%	5.7%	4.8%	4.0%	4.5%	3.4%	5.0%
%H		96.2%	53.9%	16.8%	54.5%	30.4%	23.8%	96.5%
4 - 15	994	971	548	185	595	359	237	971
%V	13.7%	14.0%	16.7%	15.3%	12.6%	15.5%	9.9%	14.7%
%H		97.7%	55.1%	18.6%	59.9%	36.1%	23.8%	97.7%
4 - 9	533	520	296	93	311	184	127	518
%V	7.3%	7.5%	9.0%	7.7%	6.6%	7.9%	5.3%	7.9%
%H		97.6%	55.5%	17.4%	58.3%	34.5%	23.8%	97.2%
10 - 15	461	450	252	92	284	175	109	452
%V	6.3%	6.5%	7.7%	7.6%	6.0%	7.5%	4.6%	6.9%
%H		97.6%	54.7%	20.0%	61.6%	38.0%	23.6%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7269	6929	3274	1210	4709	2322	2387	6595
%H		95.3%	45.0%	16.6%	64.8%	31.9%	32.8%	90.7%
Total Adults (16+)	5929	5626	2541	967	3925	1858	2068	5292
%V	81.6%	81.2%	77.6%	79.9%	83.4%	80.0%	86.6%	80.2%
%H		94.9%	42.9%	16.3%	66.2%	31.3%	34.9%	89.3%
16 - 19	326	313	163	67	214	134	81	318
%V	4.5%	4.5%	5.0%	5.5%	4.5%	5.8%	3.4%	4.8%
%H		96.0%	50.0%	20.6%	65.6%	41.1%	24.8%	97.5%
20 - 24	452	409	166	90	274	145	128	443
%V	6.2%	5.9%	5.1%	7.4%	5.8%	6.2%	5.4%	6.7%
%H		90.5%	36.7%	19.9%	60.6%	32.1%	28.3%	98.0%
25 - 34	875	795	405	136	462	231	231	846
%V	12.0%	11.5%	12.4%	11.2%	9.8%	9.9%	9.7%	12.8%
%H		90.9%	46.3%	15.5%	52.8%	26.4%	26.4%	96.7%
35 - 44	943	882	458	171	534	287	247	913
%V	13.0%	12.7%	14.0%	14.1%	11.3%	12.4%	10.3%	13.8%
%H		93.5%	48.6%	18.1%	56.6%	30.4%	26.2%	96.8%
45 - 54	1060	1028	511	201	704	387	317	1009
%V	14.6%	14.8%	15.6%	16.6%	15.0%	16.7%	13.3%	15.3%
%H		97.0%	48.2%	19.0%	66.4%	36.5%	29.9%	95.2%
55 - 64	871	834	361	155	626	303	323	806
%V	12.0%	12.0%	11.0%	12.8%	13.3%	13.0%	13.5%	12.2%
%H		95.8%	41.4%	17.8%	71.9%	34.8%	37.1%	92.5%
65+	1401	1366	477	148	1112	371	742	957
%V	19.3%	19.7%	14.6%	12.2%	23.6%	16.0%	31.1%	14.5%
%H		97.5%	34.0%	10.6%	79.4%	26.5%	53.0%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5929	5626	2541	967	3925	1858	2068	5292
%H		94.9%	42.9%	16.3%	66.2%	31.3%	34.9%	89.3%
AB	1993	1914	910	340	1336	679	656	1915
%V	33.6%	34.0%	35.8%	35.2%	34.0%	36.5%	31.7%	36.2%
%H		96.0%	45.7%	17.1%	67.0%	34.1%	32.9%	96.1%
C1	1739	1640	744	267	1128	528	599	1605
%V	29.3%	29.2%	29.3%	27.6%	28.7%	28.4%	29.0%	30.3%
%H		94.3%	42.8%	15.4%	64.9%	30.4%	34.4%	92.3%
C2	1165	1126	510	218	799	409	390	1039
%V	19.6%	20.0%	20.1%	22.5%	20.4%	22.0%	18.9%	19.6%
%H		96.7%	43.8%	18.7%	68.6%	35.1%	33.5%	89.2%
D	712	655	277	107	444	179	265	546
%V	12.0%	11.6%	10.9%	11.1%	11.3%	9.6%	12.8%	10.3%
%H		92.0%	38.9%	15.0%	62.4%	25.1%	37.2%	76.7%
E	320	292	99	34	219	62	157	187
%V	5.4%	5.2%	3.9%	3.5%	5.6%	3.3%	7.6%	3.5%
%H		91.3%	30.9%	10.6%	68.4%	19.4%	49.1%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5929	5626	2541	967	3925	1858	2068	5292
%H		94.9%	42.9%	16.3%	66.2%	31.3%	34.9%	89.3%
Working full time	2857	2701	1337	528	1749	940	809	2775
%V	48.2%	48.0%	52.6%	54.6%	44.6%	50.6%	39.1%	52.4%
%H		94.5%	46.8%	18.5%	61.2%	32.9%	28.3%	97.1%
Working part time	641	619	312	106	432	232	200	619
%V	10.8%	11.0%	12.3%	11.0%	11.0%	12.5%	9.7%	11.7%
%H		96.6%	48.7%	16.5%	67.4%	36.2%	31.2%	96.6%
Not working	2431	2307	892	332	1745	686	1059	1898
%V	41.0%	41.0%	35.1%	34.3%	44.5%	36.9%	51.2%	35.9%
%H		94.9%	36.7%	13.7%	71.8%	28.2%	43.6%	78.1%
Housewife/Houseperson	3107	2929	1235	456	2077	864	1213	2615
%V	52.4%	52.1%	48.6%	47.2%	52.9%	46.5%	58.7%	49.4%
%H		94.3%	39.7%	14.7%	66.8%	27.8%	39.0%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2878	2726	1261	484	1874	926	948	2609
%H		94.7%	43.8%	16.8%	65.1%	32.2%	32.9%	90.7%
16 - 19	174	169	88	42	113	74	39	169
%V	6.0%	6.2%	7.0%	8.7%	6.0%	8.0%	4.1%	6.5%
%H		97.1%	50.6%	24.1%	64.9%	42.5%	22.4%	97.1%
20 - 24	215	197	81	44	127	71	56	209
%V	7.5%	7.2%	6.4%	9.1%	6.8%	7.7%	5.9%	8.0%
%H		91.6%	37.7%	20.5%	59.1%	33.0%	26.0%	97.2%
25 - 34	436	398	199	68	226	111	115	419
%V	15.1%	14.6%	15.8%	14.0%	12.1%	12.0%	12.1%	16.1%
%H		91.3%	45.6%	15.6%	51.8%	25.5%	26.4%	96.1%
35 - 44	462	423	221	82	254	138	116	444
%V	16.1%	15.5%	17.5%	16.9%	13.6%	14.9%	12.2%	17.0%
%H		91.6%	47.8%	17.7%	55.0%	29.9%	25.1%	96.1%
45 - 54	521	502	250	99	337	184	154	488
%V	18.1%	18.4%	19.8%	20.5%	18.0%	19.9%	16.2%	18.7%
%H		96.4%	48.0%	19.0%	64.7%	35.3%	29.6%	93.7%
55 - 64	429	411	184	76	308	153	155	397
%V	14.9%	15.1%	14.6%	15.7%	16.4%	16.5%	16.4%	15.2%
%H		95.8%	42.9%	17.7%	71.8%	35.7%	36.1%	92.5%
65+	642	626	239	74	509	195	313	482
%V	22.3%	23.0%	19.0%	15.3%	27.2%	21.1%	33.0%	18.5%
%H		97.5%	37.2%	11.5%	79.3%	30.4%	48.8%	75.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2878	2726	1261	484	1874	926	948	2609
%H		94.7%	43.8%	16.8%	65.1%	32.2%	32.9%	90.7%
AB	998	960	462	172	661	342	320	963
%V	34.7%	35.2%	36.6%	35.5%	35.3%	36.9%	33.8%	36.9%
%H		96.2%	46.3%	17.2%	66.2%	34.3%	32.1%	96.5%
C1	808	766	366	128	515	257	258	767
%V	28.1%	28.1%	29.0%	26.4%	27.5%	27.8%	27.2%	29.4%
%H		94.8%	45.3%	15.8%	63.7%	31.8%	31.9%	94.9%
C2	620	597	265	122	421	216	205	550
%V	21.5%	21.9%	21.0%	25.2%	22.5%	23.3%	21.6%	21.1%
%H		96.3%	42.7%	19.7%	67.9%	34.8%	33.1%	88.7%
D	326	295	127	51	199	85	114	257
%V	11.3%	10.8%	10.1%	10.5%	10.6%	9.2%	12.0%	9.9%
%H		90.5%	39.0%	15.6%	61.0%	26.1%	35.0%	78.8%
E	126	107	42	11	77	26	51	72
%V	4.4%	3.9%	3.3%	2.3%	4.1%	2.8%	5.4%	2.8%
%H		84.9%	33.3%	8.7%	61.1%	20.6%	40.5%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2878	2726	1261	484	1874	926	948	2609
%H		94.7%	43.8%	16.8%	65.1%	32.2%	32.9%	90.7%
Working full time	1728	1640	821	317	1057	570	487	1674
%V	60.0%	60.2%	65.1%	65.5%	56.4%	61.6%	51.4%	64.2%
%H		94.9%	47.5%	18.3%	61.2%	33.0%	28.2%	96.9%
Working part time	141	131	68	21	89	48	42	133
%V	4.9%	4.8%	5.4%	4.3%	4.7%	5.2%	4.4%	5.1%
%H		92.9%	48.2%	14.9%	63.1%	34.0%	29.8%	94.3%
Not working	1009	954	373	147	727	308	419	802
%V	35.1%	35.0%	29.6%	30.4%	38.8%	33.3%	44.2%	30.7%
%H		94.5%	37.0%	14.6%	72.1%	30.5%	41.5%	79.5%
Housewife/Houseperson	604	543	203	79	386	138	248	456
%V	21.0%	19.9%	16.1%	16.3%	20.6%	14.9%	26.2%	17.5%
%H		89.9%	33.6%	13.1%	63.9%	22.8%	41.1%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3051	2901	1279	482	2052	932	1120	2683
%H		95.1%	41.9%	15.8%	67.3%	30.5%	36.7%	87.9%
16 - 19	153	144	75	24	102	60	42	149
%V	5.0%	5.0%	5.9%	5.0%	5.0%	6.4%	3.8%	5.6%
%H		94.1%	49.0%	15.7%	66.7%	39.2%	27.5%	97.4%
20 - 24	238	212	85	46	146	74	72	233
%V	7.8%	7.3%	6.6%	9.5%	7.1%	7.9%	6.4%	8.7%
%H		89.1%	35.7%	19.3%	61.3%	31.1%	30.3%	97.9%
25 - 34	439	397	206	68	236	120	116	427
%V	14.4%	13.7%	16.1%	14.1%	11.5%	12.9%	10.4%	15.9%
%H		90.4%	46.9%	15.5%	53.8%	27.3%	26.4%	97.3%
35 - 44	481	459	237	89	280	149	131	470
%V	15.8%	15.8%	18.5%	18.5%	13.6%	16.0%	11.7%	17.5%
%H		95.4%	49.3%	18.5%	58.2%	31.0%	27.2%	97.7%
45 - 54	539	526	260	102	367	204	163	520
%V	17.7%	18.1%	20.3%	21.2%	17.9%	21.9%	14.6%	19.4%
%H		97.6%	48.2%	18.9%	68.1%	37.8%	30.2%	96.5%
55 - 64	442	423	177	79	317	149	168	409
%V	14.5%	14.6%	13.8%	16.4%	15.4%	16.0%	15.0%	15.2%
%H		95.7%	40.0%	17.9%	71.7%	33.7%	38.0%	92.5%
65+	759	739	238	74	603	175	428	475
%V	24.9%	25.5%	18.6%	15.4%	29.4%	18.8%	38.2%	17.7%
%H		97.4%	31.4%	9.7%	79.4%	23.1%	56.4%	62.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3051	2901	1279	482	2052	932	1120	2683
%H		95.1%	41.9%	15.8%	67.3%	30.5%	36.7%	87.9%
AB	995	954	448	168	675	338	337	953
%V	32.6%	32.9%	35.0%	34.9%	32.9%	36.3%	30.1%	35.5%
%H		95.9%	45.0%	16.9%	67.8%	34.0%	33.9%	95.8%
C1	931	873	379	139	613	271	341	838
%V	30.5%	30.1%	29.6%	28.8%	29.9%	29.1%	30.4%	31.2%
%H		93.8%	40.7%	14.9%	65.8%	29.1%	36.6%	90.0%
C2	545	529	245	96	378	193	185	489
%V	17.9%	18.2%	19.2%	19.9%	18.4%	20.7%	16.5%	18.2%
%H		97.1%	45.0%	17.6%	69.4%	35.4%	33.9%	89.7%
D	385	360	150	56	245	94	151	289
%V	12.6%	12.4%	11.7%	11.6%	11.9%	10.1%	13.5%	10.8%
%H		93.5%	39.0%	14.5%	63.6%	24.4%	39.2%	75.1%
E	195	185	57	22	141	36	106	115
%V	6.4%	6.4%	4.5%	4.6%	6.9%	3.9%	9.5%	4.3%
%H		94.9%	29.2%	11.3%	72.3%	18.5%	54.4%	59.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South, South East and Channel Islands

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3051	2901	1279	482	2052	932	1120	2683
%H		95.1%	41.9%	15.8%	67.3%	30.5%	36.7%	87.9%
Working full time	1129	1061	516	211	691	369	322	1101
%V	37.0%	36.6%	40.3%	43.8%	33.7%	39.6%	28.8%	41.0%
%H		94.0%	45.7%	18.7%	61.2%	32.7%	28.5%	97.5%
Working part time	500	487	244	86	343	184	158	486
%V	16.4%	16.8%	19.1%	17.8%	16.7%	19.7%	14.1%	18.1%
%H		97.4%	48.8%	17.2%	68.6%	36.8%	31.6%	97.2%
Not working	1422	1353	519	186	1017	378	640	1095
%V	46.6%	46.6%	40.6%	38.6%	49.6%	40.6%	57.1%	40.8%
%H		95.1%	36.5%	13.1%	71.5%	26.6%	45.0%	77.0%
Housewife/Houseperson	2504	2386	1032	378	1691	726	965	2159
%V	82.1%	82.2%	80.7%	78.4%	82.4%	77.9%	86.2%	80.5%
%H		95.3%	41.2%	15.1%	67.5%	29.0%	38.5%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2025	1920	887	247	1450	673	778	1687
%V (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
AB	571	547	245	91	414	201	212	539
%V	28.2%	28.5%	27.6%	36.8%	28.6%	29.9%	27.2%	32.0%
%H (All HH)		95.8%	42.9%	15.9%	72.5%	35.2%	37.1%	94.4%
%H (TV HH)			44.8%	16.6%	75.7%	36.7%	38.8%	
C1	556	520	244	56	410	190	220	485
%V	27.5%	27.1%	27.5%	22.7%	28.3%	28.2%	28.3%	28.7%
%H (All HH)		93.5%	43.9%	10.1%	73.7%	34.2%	39.6%	87.2%
%H (TV HH)			46.9%	10.8%	78.8%	36.5%	42.3%	
C2	467	445	230	56	330	171	159	388
%V	23.1%	23.2%	25.9%	22.7%	22.8%	25.4%	20.4%	23.0%
%H (All HH)		95.3%	49.3%	12.0%	70.7%	36.6%	34.0%	83.1%
%H (TV HH)			51.7%	12.6%	74.2%	38.4%	35.7%	
D	249	237	113	28	166	75	92	184
%V	12.3%	12.3%	12.7%	11.3%	11.4%	11.1%	11.8%	10.9%
%H (All HH)		95.2%	45.4%	11.2%	66.7%	30.1%	36.9%	73.9%
%H (TV HH)			47.7%	11.8%	70.0%	31.6%	38.8%	
E	181	171	55	16	131	35	96	92
%V	8.9%	8.9%	6.2%	6.5%	9.0%	5.2%	12.3%	5.5%
%H (All HH)		94.5%	30.4%	8.8%	72.4%	19.3%	53.0%	50.8%
%H (TV HH)			32.2%	9.4%	76.6%	20.5%	56.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
Under 25	60	47	24	5	29	15	14	56
%V	3.0%	2.4%	2.7%	2.0%	2.0%	2.2%	1.8%	3.3%
%H (All HH)		78.3%	40.0%	8.3%	48.3%	25.0%	23.3%	93.3%
%H (TV HH)			51.1%	10.6%	61.7%	31.9%	29.8%	
25 - 34	300	277	154	38	170	91	78	285
%V	14.8%	14.4%	17.4%	15.4%	11.7%	13.5%	10.0%	16.9%
%H (All HH)		92.3%	51.3%	12.7%	56.7%	30.3%	26.0%	95.0%
%H (TV HH)			55.6%	13.7%	61.4%	32.9%	28.2%	
35 - 44	327	310	168	51	214	124	90	315
%V	16.1%	16.1%	18.9%	20.6%	14.8%	18.4%	11.6%	18.7%
%H (All HH)		94.8%	51.4%	15.6%	65.4%	37.9%	27.5%	96.3%
%H (TV HH)			54.2%	16.5%	69.0%	40.0%	29.0%	
45 - 54	396	378	195	53	284	154	130	374
%V	19.6%	19.7%	22.0%	21.5%	19.6%	22.9%	16.7%	22.2%
%H (All HH)		95.5%	49.2%	13.4%	71.7%	38.9%	32.8%	94.4%
%H (TV HH)			51.6%	14.0%	75.1%	40.7%	34.4%	
55 - 64	332	319	142	41	260	122	138	291
%V	16.4%	16.6%	16.0%	16.6%	17.9%	18.1%	17.7%	17.2%
%H (All HH)		96.1%	42.8%	12.3%	78.3%	36.7%	41.6%	87.7%
%H (TV HH)			44.5%	12.9%	81.5%	38.2%	43.3%	
65 +	609	588	205	60	493	166	327	368
%V	30.1%	30.6%	23.1%	24.3%	34.0%	24.7%	42.0%	21.8%
%H (All HH)		96.6%	33.7%	9.9%	81.0%	27.3%	53.7%	60.4%
%H (TV HH)			34.9%	10.2%	83.8%	28.2%	55.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
1	582	538	172	58	420	120	300	350
%V	28.7%	28.0%	19.4%	23.5%	29.0%	17.8%	38.6%	20.7%
%H (All HH)		92.4%	29.6%	10.0%	72.2%	20.6%	51.5%	60.1%
%H (TV HH)			32.0%	10.8%	78.1%	22.3%	55.8%	
2	741	706	318	83	559	255	304	652
%V	36.6%	36.8%	35.9%	33.6%	38.6%	37.9%	39.1%	38.6%
%H (All HH)		95.3%	42.9%	11.2%	75.4%	34.4%	41.0%	88.0%
%H (TV HH)			45.0%	11.8%	79.2%	36.1%	43.1%	
3	309	294	158	55	202	121	80	297
%V	15.3%	15.3%	17.8%	22.3%	13.9%	18.0%	10.3%	17.6%
%H (All HH)		95.1%	51.1%	17.8%	65.4%	39.2%	25.9%	96.1%
%H (TV HH)			53.7%	18.7%	68.7%	41.2%	27.2%	
4	277	270	164	37	199	129	71	273
%V	13.7%	14.1%	18.5%	15.0%	13.7%	19.2%	9.1%	16.2%
%H (All HH)		97.5%	59.2%	13.4%	71.8%	46.6%	25.6%	98.6%
%H (TV HH)			60.7%	13.7%	73.7%	47.8%	26.3%	
5+	116	111	74	14	70	48	22	116
%V	5.7%	5.8%	8.3%	5.7%	4.8%	7.1%	2.8%	6.9%
%H (All HH)		95.7%	63.8%	12.1%	60.3%	41.4%	19.0%	100.0%
%H (TV HH)			66.7%	12.6%	63.1%	43.2%	19.8%	
Average HH size	2.34	2.35	2.64	2.49	2.29	2.64	1.99	2.53

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2025	1920	887	247	1450	673	778	1687
%V (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
Without	1508	1425	596	175	1113	466	647	1185
%V	74.5%	74.2%	67.2%	70.9%	76.8%	69.2%	83.2%	70.2%
%H (All HH)		94.5%	39.5%	11.6%	73.8%	30.9%	42.9%	78.6%
%H (TV HH)			41.8%	12.3%	78.1%	32.7%	45.4%	
With	517	495	291	72	337	206	131	502
%V	25.5%	25.8%	32.8%	29.1%	23.2%	30.6%	16.8%	29.8%
%H (All HH)		95.7%	56.3%	13.9%	65.2%	39.8%	25.3%	97.1%
%H (TV HH)			58.8%	14.5%	68.1%	41.6%	26.5%	
0 - 3	194	182	112	20	122	72	50	185
%V	9.6%	9.5%	12.6%	8.1%	8.4%	10.7%	6.4%	11.0%
%H (All HH)		93.8%	57.7%	10.3%	62.9%	37.1%	25.8%	95.4%
%H (TV HH)			61.5%	11.0%	67.0%	39.6%	27.5%	
4 - 9	268	261	162	34	175	111	64	264
%V	13.2%	13.6%	18.3%	13.8%	12.1%	16.5%	8.2%	15.6%
%H (All HH)		97.4%	60.4%	12.7%	65.3%	41.4%	23.9%	98.5%
%H (TV HH)			62.1%	13.0%	67.0%	42.5%	24.5%	
10 - 15	232	223	132	35	154	97	56	228
%V	11.5%	11.6%	14.9%	14.2%	10.6%	14.4%	7.2%	13.5%
%H (All HH)		96.1%	56.9%	15.1%	66.4%	41.8%	24.1%	98.3%
%H (TV HH)			59.2%	15.7%	69.1%	43.5%	25.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
1	733	733	277	85	492	136	356	548
%V	36.2%	38.2%	31.2%	34.4%	33.9%	20.2%	45.8%	32.5%
%H (All HH)		100.0%	37.8%	11.6%	67.1%	18.6%	48.6%	74.8%
%H (TV HH)			37.8%	11.6%	67.1%	18.6%	48.6%	
2	666	666	307	87	525	251	274	563
%V	32.9%	34.7%	34.6%	35.2%	36.2%	37.3%	35.2%	33.4%
%H (All HH)		100.0%	46.1%	13.1%	78.8%	37.7%	41.1%	84.5%
%H (TV HH)			46.1%	13.1%	78.8%	37.7%	41.1%	
3	319	319	177	45	261	162	99	296
%V	15.8%	16.6%	20.0%	18.2%	18.0%	24.1%	12.7%	17.5%
%H (All HH)		100.0%	55.5%	14.1%	81.8%	50.8%	31.0%	92.8%
%H (TV HH)			55.5%	14.1%	81.8%	50.8%	31.0%	
4	127	127	75	19	105	70	34	123
%V	6.3%	6.6%	8.5%	7.7%	7.2%	10.4%	4.4%	7.3%
%H (All HH)		100.0%	59.1%	15.0%	82.7%	55.1%	26.8%	96.9%
%H (TV HH)			59.1%	15.0%	82.7%	55.1%	26.8%	
5+	75	75	52	11	67	53	14	74
%V	3.7%	3.9%	5.9%	4.5%	4.6%	7.9%	1.8%	4.4%
%H (All HH)		100.0%	69.3%	14.7%	89.3%	70.7%	18.7%	98.7%
%H (TV HH)			69.3%	14.7%	89.3%	70.7%	18.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2025	1920	887	247	1450	673	778	1687
%V (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
Under 20"	509	509	222	63	439	214	225	436
%V	25.1%	26.5%	25.0%	25.5%	30.3%	31.8%	28.9%	25.8%
%H (All HH)		100.0%	43.6%	12.4%	86.2%	42.0%	44.2%	85.7%
%H (TV HH)			43.6%	12.4%	86.2%	42.0%	44.2%	
20" - 29"	696	696	301	87	574	265	309	571
%V	34.4%	36.3%	33.9%	35.2%	39.6%	39.4%	39.7%	33.8%
%H (All HH)		100.0%	43.2%	12.5%	82.5%	38.1%	44.4%	82.0%
%H (TV HH)			43.2%	12.5%	82.5%	38.1%	44.4%	
30" - 39"	994	994	466	140	761	375	386	840
%V	49.1%	51.8%	52.5%	56.7%	52.5%	55.7%	49.6%	49.8%
%H (All HH)		100.0%	46.9%	14.1%	76.6%	37.7%	38.8%	84.5%
%H (TV HH)			46.9%	14.1%	76.6%	37.7%	38.8%	
40" and over	926	926	544	123	667	407	260	854
%V	45.7%	48.2%	61.3%	49.8%	46.0%	60.5%	33.4%	50.6%
%H (All HH)		100.0%	58.7%	13.3%	72.0%	44.0%	28.1%	92.2%
%H (TV HH)			58.7%	13.3%	72.0%	44.0%	28.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV East of England

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
Main living room	1890	1890	876	246	1431	666	765	1578
%V	93.3%	98.4%	98.8%	99.6%	98.7%	99.0%	98.3%	93.5%
%H (All HH)		100.0%	46.3%	13.0%	75.7%	35.2%	40.5%	83.5%
%H (TV HH)			46.3%	13.0%	75.7%	35.2%	40.5%	
Kitchen	283	283	143	28	249	136	113	249
%V	14.0%	14.7%	16.1%	11.3%	17.2%	20.2%	14.5%	14.8%
%H (All HH)		100.0%	50.5%	9.9%	88.0%	48.1%	39.9%	88.0%
%H (TV HH)			50.5%	9.9%	88.0%	48.1%	39.9%	
Adult's bedroom	870	870	460	123	706	416	290	774
%V	43.0%	45.3%	51.9%	49.8%	48.7%	61.8%	37.3%	45.9%
%H (All HH)		100.0%	52.9%	14.1%	81.1%	47.8%	33.3%	89.0%
%H (TV HH)			52.9%	14.1%	81.1%	47.8%	33.3%	
Child's bedroom	195	195	118	31	139	96	43	193
%V	9.6%	10.2%	13.3%	12.6%	9.6%	14.3%	5.5%	11.4%
%H (All HH)		100.0%	60.5%	15.9%	71.3%	49.2%	22.1%	99.0%
%H (TV HH)			60.5%	15.9%	71.3%	49.2%	22.1%	
Other bedroom	90	90	56	9	71	45	26	87
%V	4.4%	4.7%	6.3%	3.6%	4.9%	6.7%	3.3%	5.2%
%H (All HH)		100.0%	62.2%	10.0%	78.9%	50.0%	28.9%	96.7%
%H (TV HH)			62.2%	10.0%	78.9%	50.0%	28.9%	
Second living/dining room	167	167	85	24	142	78	63	153
%V	8.2%	8.7%	9.6%	9.7%	9.8%	11.6%	8.1%	9.1%
%H (All HH)		100.0%	50.9%	14.4%	85.0%	46.7%	37.7%	91.6%
%H (TV HH)			50.9%	14.4%	85.0%	46.7%	37.7%	
Study/office	43	43	27	6	39	28	11	43
%V	2.1%	2.2%	3.0%	2.4%	2.7%	4.2%	1.4%	2.5%
%H (All HH)		100.0%	62.8%	14.0%	90.7%	65.1%	25.6%	100.0%
%H (TV HH)			62.8%	14.0%	90.7%	65.1%	25.6%	
TV room	20	20	10	5	16	10	6	19
%V	1.0%	1.0%	1.1%	2.0%	1.1%	1.5%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	25.0%	80.0%	50.0%	30.0%	95.0%
%H (TV HH)			50.0%	25.0%	80.0%	50.0%	30.0%	
Conservatory	46	46	25	5	40	23	17	41
%V	2.3%	2.4%	2.8%	2.0%	2.8%	3.4%	2.2%	2.4%
%H (All HH)		100.0%	54.3%	10.9%	87.0%	50.0%	37.0%	89.1%
%H (TV HH)			54.3%	10.9%	87.0%	50.0%	37.0%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%
%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	3	3	1	0	3	1	3	3
%V	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	100.0%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	100.0%	
Other	38	38	25	4	32	23	9	37
%V	1.9%	2.0%	2.8%	1.6%	2.2%	3.4%	1.2%	2.2%
%H (All HH)		100.0%	65.8%	10.5%	84.2%	60.5%	23.7%	97.4%
%H (TV HH)			65.8%	10.5%	84.2%	60.5%	23.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
Any DSAT provider	887	887	887	18	556	556	0	808
%V	43.8%	46.2%	100.0%	7.3%	38.3%	82.6%	0.0%	47.9%
%H (All HH)			100.0%	2.0%	62.7%	62.7%	0.0%	91.1%
%H (TV HH)			100.0%	2.0%	62.7%	62.7%	0.0%	
Sky with subcription	688	688	688	4	439	439	0	639
%V	34.0%	35.8%	77.6%	1.6%	30.3%	65.2%	0.0%	37.9%
%H (All HH)			100.0%	0.6%	63.8%	63.8%	0.0%	92.9%
%H (TV HH)			100.0%	0.6%	63.8%	63.8%	0.0%	
Sky without subscription	44	44	44	4	28	28	0	34
%V	2.2%	2.3%	5.0%	1.6%	1.9%	4.2%	0.0%	2.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	77.3%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
Freesat	159	159	159	9	102	102	0	138
%V	7.9%	8.3%	17.9%	3.6%	7.0%	15.2%	0.0%	8.2%
%H (All HH)			100.0%	5.7%	64.2%	64.2%	0.0%	86.8%
%H (TV HH)			100.0%	5.7%	64.2%	64.2%	0.0%	
Other satellite provider	31	31	31	2	13	13	0	30
%V	1.5%	1.6%	3.5%	0.8%	0.9%	1.9%	0.0%	1.8%
%H (All HH)			100.0%	6.5%	41.9%	41.9%	0.0%	96.8%
%H (TV HH)			100.0%	6.5%	41.9%	41.9%	0.0%	
DCAB	247	247	18	247	128	128	0	226
%V	12.2%	12.9%	2.0%	100.0%	8.8%	19.0%	0.0%	13.4%
%H (All HH)			7.3%	100.0%	51.8%	51.8%	0.0%	91.5%
%H (TV HH)			7.3%	100.0%	51.8%	51.8%	0.0%	
DTT	1450	1450	556	128	1450	673	778	1177
%V	71.6%	75.5%	62.7%	51.8%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	38.3%	8.8%	100.0%	46.4%	53.7%	81.2%
%H (TV HH)			38.3%	8.8%	100.0%	46.4%	53.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2025	1920	887	247	1450	673	778	1687
%H (All HH)		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (TV HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
PVR	1183	1183	735	216	821	573	247	1082
%V	58.4%	61.6%	82.9%	87.4%	56.6%	85.1%	31.7%	64.1%
%H (All HH)		100.0%	62.1%	18.3%	69.4%	48.4%	20.9%	91.5%
%H (TV HH)			62.1%	18.3%	69.4%	48.4%	20.9%	
DVDR	88	88	36	10	78	36	43	75
%V	4.3%	4.6%	4.1%	4.0%	5.4%	5.3%	5.5%	4.4%
%H (All HH)		100.0%	40.9%	11.4%	88.6%	40.9%	48.9%	85.2%
%H (TV HH)			40.9%	11.4%	88.6%	40.9%	48.9%	
VCR	79	79	32	11	65	28	37	61
%V	3.9%	4.1%	3.6%	4.5%	4.5%	4.2%	4.8%	3.6%
%H (All HH)		100.0%	40.5%	13.9%	82.3%	35.4%	46.8%	77.2%
%H (TV HH)			40.5%	13.9%	82.3%	35.4%	46.8%	
Any recorder	1239	1239	749	220	871	585	286	1120
%V	61.2%	64.5%	84.4%	89.1%	60.1%	86.9%	36.8%	66.4%
%H (All HH)		100.0%	60.5%	17.8%	70.3%	47.2%	23.1%	90.4%
%H (TV HH)			60.5%	17.8%	70.3%	47.2%	23.1%	
Receives HDTV (via STB or built-in reception)	1200	1200	633	205	896	519	377	1085
%V	59.3%	62.5%	71.4%	83.0%	61.8%	77.1%	48.5%	64.3%
%H (All HH)		100.0%	52.8%	17.1%	74.7%	43.3%	31.4%	90.4%
%H (TV HH)			52.8%	17.1%	74.7%	43.3%	31.4%	
DVD/Blu-ray player or recorder	1344	1344	658	192	1002	500	502	1186
%V	66.4%	70.0%	74.2%	77.7%	69.1%	74.3%	64.5%	70.3%
%H (All HH)		100.0%	49.0%	14.3%	74.6%	37.2%	37.4%	88.2%
%H (TV HH)			49.0%	14.3%	74.6%	37.2%	37.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2025	1920	887	247	1450	673	778	1687
%V		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%
%H (All HH)			46.2%	12.9%	75.5%	35.1%	40.5%	
%H (TV HH)								
Has broadband internet	1687	1605	808	226	1177	612	565	1687
%V	83.3%	83.6%	91.1%	91.5%	81.2%	90.9%	72.6%	100.0%
%H (All HH)		95.1%	47.9%	13.4%	69.8%	36.3%	33.5%	100.0%
%H (TV HH)			50.3%	14.1%	73.3%	38.1%	35.2%	
Number of computers (PCs and laptops)								
0	328	304	75	20	262	55	208	35
%V	16.2%	15.8%	8.5%	8.1%	18.1%	8.2%	26.7%	2.1%
%H (All HH)		92.7%	22.9%	6.1%	79.9%	16.8%	63.4%	10.7%
%H (TV HH)			24.7%	6.6%	86.2%	18.1%	68.4%	
1	518	484	214	45	371	151	219	483
%V	25.6%	25.2%	24.1%	18.2%	25.6%	22.4%	28.1%	28.6%
%H (All HH)		93.4%	41.3%	8.7%	71.6%	29.2%	42.3%	93.2%
%H (TV HH)			44.2%	9.3%	76.7%	31.2%	45.2%	
2	467	443	216	65	317	157	161	459
%V	23.1%	23.1%	24.4%	26.3%	21.9%	23.3%	20.7%	27.2%
%H (All HH)		94.9%	46.3%	13.9%	67.9%	33.6%	34.5%	98.3%
%H (TV HH)			48.8%	14.7%	71.6%	35.4%	36.3%	
3	302	290	164	44	209	125	84	301
%V	14.9%	15.1%	18.5%	17.8%	14.4%	18.6%	10.8%	17.8%
%H (All HH)		96.0%	54.3%	14.6%	69.2%	41.4%	27.8%	99.7%
%H (TV HH)			56.6%	15.2%	72.1%	43.1%	29.0%	
4	203	199	101	42	142	86	56	201
%V	10.0%	10.4%	11.4%	17.0%	9.8%	12.8%	7.2%	11.9%
%H (All HH)		98.0%	49.8%	20.7%	70.0%	42.4%	27.6%	99.0%
%H (TV HH)			50.8%	21.1%	71.4%	43.2%	28.1%	
5+	207	200	117	31	150	99	51	207
%V	10.2%	10.4%	13.2%	12.6%	10.3%	14.7%	6.6%	12.3%
%H (All HH)		96.6%	56.5%	15.0%	72.5%	47.8%	24.6%	100.0%
%H (TV HH)			58.5%	15.5%	75.0%	49.5%	25.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	3935	1999	527	3104	1689	1415	3451
%H		50.8%	13.4%	78.9%	42.9%	36.0%	87.7%
Under 20"	669	300	82	580	294	286	577
%V	17.0%	15.0%	15.6%	18.7%	17.4%	20.2%	16.7%
%H		44.8%	12.3%	86.7%	43.9%	42.8%	86.2%
20" - 29"	891	402	114	737	359	378	750
%V	22.6%	20.1%	21.6%	23.7%	21.3%	26.7%	21.7%
%H		45.1%	12.8%	82.7%	40.3%	42.4%	84.2%
30" - 39"	1186	582	168	912	476	436	1023
%V	30.1%	29.1%	31.9%	29.4%	28.2%	30.8%	29.6%
%H		49.1%	14.2%	76.9%	40.1%	36.8%	86.3%
40" and over	1148	698	158	840	544	296	1070
%V	29.2%	34.9%	30.0%	27.1%	32.2%	20.9%	31.0%
%H		60.8%	13.8%	73.2%	47.4%	25.8%	93.2%
Don't know	41	17	5	35	16	19	31
%V	1.0%	0.9%	0.9%	1.1%	0.9%	1.3%	0.9%
%H		41.5%	12.2%	85.4%	39.0%	46.3%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3935	1999	527	3104	1689	1415	3451
%H		50.8%	13.4%	78.9%	42.9%	36.0%	87.7%
Main living room	1906	883	248	1445	673	772	1590
%V	48.4%	44.2%	47.1%	46.6%	39.8%	54.6%	46.1%
%H		46.3%	13.0%	75.8%	35.3%	40.5%	83.4%
Kitchen	283	143	28	249	136	113	249
%V	7.2%	7.2%	5.3%	8.0%	8.1%	8.0%	7.2%
%H		50.5%	9.9%	88.0%	48.1%	39.9%	88.0%
Adult's bedroom	1037	566	151	849	524	325	932
%V	26.4%	28.3%	28.7%	27.4%	31.0%	23.0%	27.0%
%H		54.6%	14.6%	81.9%	50.5%	31.3%	89.9%
Child's bedroom	269	160	44	191	130	62	265
%V	6.8%	8.0%	8.3%	6.2%	7.7%	4.4%	7.7%
%H		59.5%	16.4%	71.0%	48.3%	23.0%	98.5%
Other bedroom	103	62	11	84	53	31	100
%V	2.6%	3.1%	2.1%	2.7%	3.1%	2.2%	2.9%
%H		60.2%	10.7%	81.6%	51.5%	30.1%	97.1%
Second living/dining room	172	88	24	146	81	65	158
%V	4.4%	4.4%	4.6%	4.7%	4.8%	4.6%	4.6%
%H		51.2%	14.0%	84.9%	47.1%	37.8%	91.9%
Study/office	44	27	6	40	28	11	44
%V	1.1%	1.4%	1.1%	1.3%	1.7%	0.8%	1.3%
%H		61.4%	13.6%	90.9%	63.6%	25.0%	100.0%
TV room	21	11	5	17	11	6	20
%V	0.5%	0.6%	0.9%	0.5%	0.7%	0.4%	0.6%
%H		52.4%	23.8%	81.0%	52.4%	28.6%	95.2%
Conservatory	46	25	5	40	23	17	41
%V	1.2%	1.3%	0.9%	1.3%	1.4%	1.2%	1.2%
%H		54.3%	10.9%	87.0%	50.0%	37.0%	89.1%
Attic or loft room	5	4	1	4	3	1	5
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		80.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	4	1	0	4	1	4	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.3%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	100.0%	100.0%
Other	45	29	4	35	25	11	43
%V	1.1%	1.5%	0.8%	1.1%	1.5%	0.8%	1.2%
%H		64.4%	8.9%	77.8%	55.6%	24.4%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3935	1999	527	3104	1689	1415	3451
%H		50.8%	13.4%	78.9%	42.9%	36.0%	87.7%
PVR	1599	1039	310	1081	804	277	1486
%V	40.6%	52.0%	58.8%	34.8%	47.6%	19.6%	43.1%
%H		65.0%	19.4%	67.6%	50.3%	17.3%	92.9%
DVDR	95	42	10	84	39	45	82
%V	2.4%	2.1%	1.9%	2.7%	2.3%	3.2%	2.4%
%H		44.2%	10.5%	88.4%	41.1%	47.4%	86.3%
VCR	91	39	12	73	33	40	72
%V	2.3%	2.0%	2.3%	2.4%	2.0%	2.8%	2.1%
%H		42.9%	13.2%	80.2%	36.3%	44.0%	79.1%
Any recorder	1683	1066	319	1154	830	325	1549
%V	42.8%	53.3%	60.5%	37.2%	49.1%	23.0%	44.9%
%H		63.3%	19.0%	68.6%	49.3%	19.3%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3935	1999	527	3104	1689	1415	3451
%H		50.8%	13.4%	78.9%	42.9%	36.0%	87.7%
Receives HDTV (via STB or built-in reception)	1773	971	314	1351	836	515	1632
%V	45.1%	48.6%	59.6%	43.5%	49.5%	36.4%	47.3%
%H		54.8%	17.7%	76.2%	47.2%	29.0%	92.0%
DVD/Blu-ray player or recorder	1923	997	291	1478	822	655	1736
%V	48.9%	49.9%	55.2%	47.6%	48.7%	46.3%	50.3%
%H		51.8%	15.1%	76.9%	42.7%	34.1%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1917	887	247	1450	673	778	1601
%H		46.3%	12.9%	75.6%	35.1%	40.6%	83.5%
Under 20"	47	10	3	40	7	32	32
%V	2.5%	1.1%	1.2%	2.8%	1.0%	4.1%	2.0%
%H		21.3%	6.4%	85.1%	14.9%	68.1%	68.1%
20" - 29"	251	68	26	209	53	156	170
%V	13.1%	7.7%	10.5%	14.4%	7.9%	20.1%	10.6%
%H		27.1%	10.4%	83.3%	21.1%	62.2%	67.7%
30" - 39"	711	284	96	547	218	329	570
%V	37.1%	32.0%	38.9%	37.7%	32.4%	42.3%	35.6%
%H		39.9%	13.5%	76.9%	30.7%	46.3%	80.2%
40" and over	887	521	119	636	388	248	815
%V	46.3%	58.7%	48.2%	43.9%	57.7%	31.9%	50.9%
%H		58.7%	13.4%	71.7%	43.7%	28.0%	91.9%
Don't know	20	6	2	18	5	13	14
%V	1.0%	0.7%	0.8%	1.2%	0.7%	1.7%	0.9%
%H		30.0%	10.0%	90.0%	25.0%	65.0%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1917	887	247	1450	673	778	1601
%H		46.3%	12.9%	75.6%	35.1%	40.6%	83.5%
PVR	1159	724	215	798	562	236	1061
%V	60.5%	81.6%	87.0%	55.0%	83.5%	30.3%	66.3%
%H		62.5%	18.6%	68.9%	48.5%	20.4%	91.5%
DVDR	71	26	6	65	26	39	60
%V	3.7%	2.9%	2.4%	4.5%	3.9%	5.0%	3.7%
%H		36.6%	8.5%	91.5%	36.6%	54.9%	84.5%
VCR	65	26	7	55	22	33	49
%V	3.4%	2.9%	2.8%	3.8%	3.3%	4.2%	3.1%
%H		40.0%	10.8%	84.6%	33.8%	50.8%	75.4%
Any recorder	1214	737	218	847	573	274	1097
%V	63.3%	83.1%	88.3%	58.4%	85.1%	35.2%	68.5%
%H		60.7%	18.0%	69.8%	47.2%	22.6%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1917	887	247	1450	673	778	1601
%H		46.3%	12.9%	75.6%	35.1%	40.6%	83.5%
Receives HDTV (via STB or built-in reception)	1170	617	201	871	506	365	1057
%V	61.0%	69.6%	81.4%	60.1%	75.2%	46.9%	66.0%
%H		52.7%	17.2%	74.4%	43.2%	31.2%	90.3%
DVD/Blu-ray player or recorder	1212	589	174	887	432	455	1068
%V	63.2%	66.4%	70.4%	61.2%	64.2%	58.5%	66.7%
%H		48.6%	14.4%	73.2%	35.6%	37.5%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2018	1112	280	1654	1017	637	1850
%H		55.1%	13.9%	82.0%	50.4%	31.6%	91.7%
Under 20"	622	291	79	540	287	253	545
%V	30.8%	26.2%	28.2%	32.6%	28.2%	39.7%	29.5%
%H		46.8%	12.7%	86.8%	46.1%	40.7%	87.6%
20" - 29"	640	334	88	528	306	222	580
%V	31.7%	30.0%	31.4%	31.9%	30.1%	34.9%	31.4%
%H		52.2%	13.8%	82.5%	47.8%	34.7%	90.6%
30" - 39"	475	299	72	365	257	107	453
%V	23.5%	26.9%	25.7%	22.1%	25.3%	16.8%	24.5%
%H		62.9%	15.2%	76.8%	54.1%	22.5%	95.4%
40" and over	261	177	39	204	155	49	255
%V	12.9%	15.9%	13.9%	12.3%	15.2%	7.7%	13.8%
%H		67.8%	14.9%	78.2%	59.4%	18.8%	97.7%
Don't know	21	12	3	17	11	6	18
%V	1.0%	1.1%	1.1%	1.0%	1.1%	0.9%	1.0%
%H		57.1%	14.3%	81.0%	52.4%	28.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2018	1112	280	1654	1017	637	1850
%H		55.1%	13.9%	82.0%	50.4%	31.6%	91.7%
PVR	440	315	96	282	242	41	425
%V	21.8%	28.3%	34.3%	17.0%	23.8%	6.4%	23.0%
%H		71.6%	21.8%	64.1%	55.0%	9.3%	96.6%
DVDR	24	15	4	19	14	6	22
%V	1.2%	1.3%	1.4%	1.1%	1.4%	0.9%	1.2%
%H		62.5%	16.7%	79.2%	58.3%	25.0%	91.7%
VCR	26	13	5	19	11	8	23
%V	1.3%	1.2%	1.8%	1.1%	1.1%	1.3%	1.2%
%H		50.0%	19.2%	73.1%	42.3%	30.8%	88.5%
Any recorder	469	329	101	308	257	51	451
%V	23.2%	29.6%	36.1%	18.6%	25.3%	8.0%	24.4%
%H		70.1%	21.5%	65.7%	54.8%	10.9%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2018	1112	280	1654	1017	637	1850
%H		55.1%	13.9%	82.0%	50.4%	31.6%	91.7%
Receives HDTV (via STB or built-in reception)	603	355	113	479	330	149	574
%V	29.9%	31.9%	40.4%	29.0%	32.4%	23.4%	31.0%
%H		58.9%	18.7%	79.4%	54.7%	24.7%	95.2%
DVD/Blu-ray player or recorder	711	407	117	590	391	200	668
%V	35.2%	36.6%	41.8%	35.7%	38.4%	31.4%	36.1%
%H		57.2%	16.5%	83.0%	55.0%	28.1%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4730	4520	2346	615	3321	1773	1548	4264
%H		95.6%	49.6%	13.0%	70.2%	37.5%	32.7%	90.1%
Total Children	883	850	526	115	571	364	207	862
%V	18.7%	18.8%	22.4%	18.7%	17.2%	20.5%	13.4%	20.2%
%H		96.3%	59.6%	13.0%	64.7%	41.2%	23.4%	97.6%
0 - 3	233	219	139	24	146	91	56	224
%V	4.9%	4.8%	5.9%	3.9%	4.4%	5.1%	3.6%	5.3%
%H		94.0%	59.7%	10.3%	62.7%	39.1%	24.0%	96.1%
4 - 15	650	631	387	91	425	273	152	639
%V	13.7%	14.0%	16.5%	14.8%	12.8%	15.4%	9.8%	15.0%
%H		97.1%	59.5%	14.0%	65.4%	42.0%	23.4%	98.3%
4 - 9	352	345	218	48	225	146	79	347
%V	7.4%	7.6%	9.3%	7.8%	6.8%	8.2%	5.1%	8.1%
%H		98.0%	61.9%	13.6%	63.9%	41.5%	22.4%	98.6%
10 - 15	298	286	169	43	200	127	72	292
%V	6.3%	6.3%	7.2%	7.0%	6.0%	7.2%	4.7%	6.8%
%H		96.0%	56.7%	14.4%	67.1%	42.6%	24.2%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4730	4520	2346	615	3321	1773	1548	4264
%H		95.6%	49.6%	13.0%	70.2%	37.5%	32.7%	90.1%
Total Adults (16+)	3847	3670	1820	500	2750	1409	1341	3402
%V	81.3%	81.2%	77.6%	81.3%	82.8%	79.5%	86.6%	79.8%
%H		95.4%	47.3%	13.0%	71.5%	36.6%	34.9%	88.4%
16 - 19	223	216	121	38	156	100	55	220
%V	4.7%	4.8%	5.2%	6.2%	4.7%	5.6%	3.6%	5.2%
%H		96.9%	54.3%	17.0%	70.0%	44.8%	24.7%	98.7%
20 - 24	230	208	117	24	143	84	59	224
%V	4.9%	4.6%	5.0%	3.9%	4.3%	4.7%	3.8%	5.3%
%H		90.4%	50.9%	10.4%	62.2%	36.5%	25.7%	97.4%
25 - 34	603	559	323	79	350	201	150	578
%V	12.7%	12.4%	13.8%	12.8%	10.5%	11.3%	9.7%	13.6%
%H		92.7%	53.6%	13.1%	58.0%	33.3%	24.9%	95.9%
35 - 44	585	555	304	92	384	223	161	567
%V	12.4%	12.3%	13.0%	15.0%	11.6%	12.6%	10.4%	13.3%
%H		94.9%	52.0%	15.7%	65.6%	38.1%	27.5%	96.9%
45 - 54	695	672	360	99	505	291	214	667
%V	14.7%	14.9%	15.3%	16.1%	15.2%	16.4%	13.8%	15.6%
%H		96.7%	51.8%	14.2%	72.7%	41.9%	30.8%	96.0%
55 - 64	566	547	251	73	445	221	224	509
%V	12.0%	12.1%	10.7%	11.9%	13.4%	12.5%	14.5%	11.9%
%H		96.6%	44.3%	12.9%	78.6%	39.0%	39.6%	89.9%
65+	944	913	345	96	768	290	479	637
%V	20.0%	20.2%	14.7%	15.6%	23.1%	16.4%	30.9%	14.9%
%H		96.7%	36.5%	10.2%	81.4%	30.7%	50.7%	67.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3847	3670	1820	500	2750	1409	1341	3402
%H		95.4%	47.3%	13.0%	71.5%	36.6%	34.9%	88.4%
AB	1154	1108	529	192	829	434	394	1108
%V	30.0%	30.2%	29.1%	38.4%	30.1%	30.8%	29.4%	32.6%
%H		96.0%	45.8%	16.6%	71.8%	37.6%	34.1%	96.0%
C1	1021	962	487	108	755	388	367	928
%V	26.5%	26.2%	26.8%	21.6%	27.5%	27.5%	27.4%	27.3%
%H		94.2%	47.7%	10.6%	73.9%	38.0%	35.9%	90.9%
C2	950	914	487	123	673	373	300	836
%V	24.7%	24.9%	26.8%	24.6%	24.5%	26.5%	22.4%	24.6%
%H		96.2%	51.3%	12.9%	70.8%	39.3%	31.6%	88.0%
D	473	450	232	56	315	159	155	386
%V	12.3%	12.3%	12.7%	11.2%	11.5%	11.3%	11.6%	11.3%
%H		95.1%	49.0%	11.8%	66.6%	33.6%	32.8%	81.6%
E	248	236	85	21	178	55	124	143
%V	6.4%	6.4%	4.7%	4.2%	6.5%	3.9%	9.2%	4.2%
%H		95.2%	34.3%	8.5%	71.8%	22.2%	50.0%	57.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3847	3670	1820	500	2750	1409	1341	3402
%H		95.4%	47.3%	13.0%	71.5%	36.6%	34.9%	88.4%
Working full time	1779	1689	903	260	1194	676	518	1708
%V	46.2%	46.0%	49.6%	52.0%	43.4%	48.0%	38.6%	50.2%
%H		94.9%	50.8%	14.6%	67.1%	38.0%	29.1%	96.0%
Working part time	413	398	214	52	308	176	132	396
%V	10.7%	10.8%	11.8%	10.4%	11.2%	12.5%	9.8%	11.6%
%H		96.4%	51.8%	12.6%	74.6%	42.6%	32.0%	95.9%
Not working	1655	1582	703	188	1248	556	691	1298
%V	43.0%	43.1%	38.6%	37.6%	45.4%	39.5%	51.5%	38.2%
%H		95.6%	42.5%	11.4%	75.4%	33.6%	41.8%	78.4%
Housewife/Houseperson	2025	1920	887	247	1450	673	778	1687
%V	52.6%	52.3%	48.7%	49.4%	52.7%	47.8%	58.0%	49.6%
%H		94.8%	43.8%	12.2%	71.6%	33.2%	38.4%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1879	1782	922	242	1317	704	612	1690
%H		94.8%	49.1%	12.9%	70.1%	37.5%	32.6%	89.9%
16 - 19	111	108	65	15	75	49	26	111
%V	5.9%	6.1%	7.0%	6.2%	5.7%	7.0%	4.2%	6.6%
%H		97.3%	58.6%	13.5%	67.6%	44.1%	23.4%	100.0%
20 - 24	120	106	60	15	73	46	27	116
%V	6.4%	5.9%	6.5%	6.2%	5.5%	6.5%	4.4%	6.9%
%H		88.3%	50.0%	12.5%	60.8%	38.3%	22.5%	96.7%
25 - 34	291	265	156	34	163	93	70	277
%V	15.5%	14.9%	16.9%	14.0%	12.4%	13.2%	11.4%	16.4%
%H		91.1%	53.6%	11.7%	56.0%	32.0%	24.1%	95.2%
35 - 44	287	271	151	44	185	108	76	275
%V	15.3%	15.2%	16.4%	18.2%	14.0%	15.3%	12.4%	16.3%
%H		94.4%	52.6%	15.3%	64.5%	37.6%	26.5%	95.8%
45 - 54	344	332	187	51	248	151	98	333
%V	18.3%	18.6%	20.3%	21.1%	18.8%	21.4%	16.0%	19.7%
%H		96.5%	54.4%	14.8%	72.1%	43.9%	28.5%	96.8%
55 - 64	283	271	131	35	216	111	105	255
%V	15.1%	15.2%	14.2%	14.5%	16.4%	15.8%	17.2%	15.1%
%H		95.8%	46.3%	12.4%	76.3%	39.2%	37.1%	90.1%
65+	443	427	172	48	356	147	210	322
%V	23.6%	24.0%	18.7%	19.8%	27.0%	20.9%	34.3%	19.1%
%H		96.4%	38.8%	10.8%	80.4%	33.2%	47.4%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1879	1782	922	242	1317	704	612	1690
%H		94.8%	49.1%	12.9%	70.1%	37.5%	32.6%	89.9%
AB	573	550	270	95	406	216	189	552
%V	30.5%	30.9%	29.3%	39.3%	30.8%	30.7%	30.9%	32.7%
%H		96.0%	47.1%	16.6%	70.9%	37.7%	33.0%	96.3%
C1	474	440	233	48	343	184	159	442
%V	25.2%	24.7%	25.3%	19.8%	26.0%	26.1%	26.0%	26.2%
%H		92.8%	49.2%	10.1%	72.4%	38.8%	33.5%	93.2%
C2	505	486	271	66	354	207	147	443
%V	26.9%	27.3%	29.4%	27.3%	26.9%	29.4%	24.0%	26.2%
%H		96.2%	53.7%	13.1%	70.1%	41.0%	29.1%	87.7%
D	222	208	116	26	141	78	63	190
%V	11.8%	11.7%	12.6%	10.7%	10.7%	11.1%	10.3%	11.2%
%H		93.7%	52.3%	11.7%	63.5%	35.1%	28.4%	85.6%
E	106	98	32	6	74	20	54	63
%V	5.6%	5.5%	3.5%	2.5%	5.6%	2.8%	8.8%	3.7%
%H		92.5%	30.2%	5.7%	69.8%	18.9%	50.9%	59.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1879	1782	922	242	1317	704	612	1690
%H		94.8%	49.1%	12.9%	70.1%	37.5%	32.6%	89.9%
Working full time	1111	1056	586	158	745	435	310	1067
%V	59.1%	59.3%	63.6%	65.3%	56.6%	61.8%	50.7%	63.1%
%H		95.0%	52.7%	14.2%	67.1%	39.2%	27.9%	96.0%
Working part time	78	76	40	11	54	30	24	73
%V	4.2%	4.3%	4.3%	4.5%	4.1%	4.3%	3.9%	4.3%
%H		97.4%	51.3%	14.1%	69.2%	38.5%	30.8%	93.6%
Not working	690	650	297	72	517	239	278	549
%V	36.7%	36.5%	32.2%	29.8%	39.3%	33.9%	45.4%	32.5%
%H		94.2%	43.0%	10.4%	74.9%	34.6%	40.3%	79.6%
Housewife/Houseperson	395	353	160	43	245	103	142	299
%V	21.0%	19.8%	17.4%	17.8%	18.6%	14.6%	23.2%	17.7%
%H		89.4%	40.5%	10.9%	62.0%	26.1%	35.9%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1968	1888	898	258	1433	705	729	1712
%H		95.9%	45.6%	13.1%	72.8%	35.8%	37.0%	87.0%
16 - 19	112	108	55	23	80	51	29	109
%V	5.7%	5.7%	6.1%	8.9%	5.6%	7.2%	4.0%	6.4%
%H		96.4%	49.1%	20.5%	71.4%	45.5%	25.9%	97.3%
20 - 24	110	102	57	9	70	38	32	108
%V	5.6%	5.4%	6.3%	3.5%	4.9%	5.4%	4.4%	6.3%
%H		92.7%	51.8%	8.2%	63.6%	34.5%	29.1%	98.2%
25 - 34	312	294	167	45	187	108	80	301
%V	15.9%	15.6%	18.6%	17.4%	13.0%	15.3%	11.0%	17.6%
%H		94.2%	53.5%	14.4%	59.9%	34.6%	25.6%	96.5%
35 - 44	298	284	152	48	199	114	85	292
%V	15.1%	15.0%	16.9%	18.6%	13.9%	16.2%	11.7%	17.1%
%H		95.3%	51.0%	16.1%	66.8%	38.3%	28.5%	98.0%
45 - 54	351	339	173	48	256	140	116	333
%V	17.8%	18.0%	19.3%	18.6%	17.9%	19.9%	15.9%	19.5%
%H		96.6%	49.3%	13.7%	72.9%	39.9%	33.0%	94.9%
55 - 64	283	276	120	38	229	110	119	253
%V	14.4%	14.6%	13.4%	14.7%	16.0%	15.6%	16.3%	14.8%
%H		97.5%	42.4%	13.4%	80.9%	38.9%	42.0%	89.4%
65+	502	485	173	48	412	143	269	316
%V	25.5%	25.7%	19.3%	18.6%	28.8%	20.3%	36.9%	18.5%
%H		96.6%	34.5%	9.6%	82.1%	28.5%	53.6%	62.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1968	1888	898	258	1433	705	729	1712
%H		95.9%	45.6%	13.1%	72.8%	35.8%	37.0%	87.0%
AB	580	558	259	97	423	218	205	555
%V	29.5%	29.6%	28.8%	37.6%	29.5%	30.9%	28.1%	32.4%
%H		96.2%	44.7%	16.7%	72.9%	37.6%	35.3%	95.7%
C1	548	522	254	60	412	204	209	487
%V	27.8%	27.6%	28.3%	23.3%	28.8%	28.9%	28.7%	28.4%
%H		95.3%	46.4%	10.9%	75.2%	37.2%	38.1%	88.9%
C2	446	428	216	57	319	166	153	393
%V	22.7%	22.7%	24.1%	22.1%	22.3%	23.5%	21.0%	23.0%
%H		96.0%	48.4%	12.8%	71.5%	37.2%	34.3%	88.1%
D	251	242	116	30	174	82	93	197
%V	12.8%	12.8%	12.9%	11.6%	12.1%	11.6%	12.8%	11.5%
%H		96.4%	46.2%	12.0%	69.3%	32.7%	37.1%	78.5%
E	143	138	52	15	104	35	69	81
%V	7.3%	7.3%	5.8%	5.8%	7.3%	5.0%	9.5%	4.7%
%H		96.5%	36.4%	10.5%	72.7%	24.5%	48.3%	56.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV East of England

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1968	1888	898	258	1433	705	729	1712
%H		95.9%	45.6%	13.1%	72.8%	35.8%	37.0%	87.0%
Working full time	668	634	317	102	449	241	208	641
%V	33.9%	33.6%	35.3%	39.5%	31.3%	34.2%	28.5%	37.4%
%H		94.9%	47.5%	15.3%	67.2%	36.1%	31.1%	96.0%
Working part time	335	322	174	41	254	146	108	323
%V	17.0%	17.1%	19.4%	15.9%	17.7%	20.7%	14.8%	18.9%
%H		96.1%	51.9%	12.2%	75.8%	43.6%	32.2%	96.4%
Not working	965	932	406	116	730	317	413	748
%V	49.0%	49.4%	45.2%	45.0%	50.9%	45.0%	56.7%	43.7%
%H		96.6%	42.1%	12.0%	75.6%	32.8%	42.8%	77.5%
Housewife/Houseperson	1630	1567	727	204	1205	570	635	1388
%V	82.8%	83.0%	81.0%	79.1%	84.1%	80.9%	87.1%	81.1%
%H		96.1%	44.6%	12.5%	73.9%	35.0%	39.0%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	794	753	292	75	593	223	370	640
%V (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
AB	211	202	78	18	159	55	104	190
%V	26.6%	26.8%	26.7%	24.0%	26.8%	24.7%	28.1%	29.7%
%H (All HH)		95.7%	37.0%	8.5%	75.4%	26.1%	49.3%	90.0%
%H (TV HH)			38.6%	8.9%	78.7%	27.2%	51.5%	
C1	221	208	81	26	165	66	98	189
%V	27.8%	27.6%	27.7%	34.7%	27.8%	29.6%	26.5%	29.5%
%H (All HH)		94.1%	36.7%	11.8%	74.7%	29.9%	44.3%	85.5%
%H (TV HH)			38.9%	12.5%	79.3%	31.7%	47.1%	
C2	195	188	83	15	152	67	85	160
%V	24.6%	25.0%	28.4%	20.0%	25.6%	30.0%	23.0%	25.0%
%H (All HH)		96.4%	42.6%	7.7%	77.9%	34.4%	43.6%	82.1%
%H (TV HH)			44.1%	8.0%	80.9%	35.6%	45.2%	
D	99	93	29	10	72	21	51	67
%V	12.5%	12.4%	9.9%	13.3%	12.1%	9.4%	13.8%	10.5%
%H (All HH)		93.9%	29.3%	10.1%	72.7%	21.2%	51.5%	67.7%
%H (TV HH)			31.2%	10.8%	77.4%	22.6%	54.8%	
E	69	61	21	7	46	15	31	34
%V	8.7%	8.1%	7.2%	9.3%	7.8%	6.7%	8.4%	5.3%
%H (All HH)		88.4%	30.4%	10.1%	66.7%	21.7%	44.9%	49.3%
%H (TV HH)			34.4%	11.5%	75.4%	24.6%	50.8%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Under 25	36	32	9	2	21	5	16	31
%V	4.5%	4.2%	3.1%	2.7%	3.5%	2.2%	4.3%	4.8%
%H (All HH)		88.9%	25.0%	5.6%	58.3%	13.9%	44.4%	86.1%
%H (TV HH)			28.1%	6.3%	65.6%	15.6%	50.0%	
25 - 34	96	88	39	13	59	27	32	92
%V	12.1%	11.7%	13.4%	17.3%	9.9%	12.1%	8.6%	14.4%
%H (All HH)		91.7%	40.6%	13.5%	61.5%	28.1%	33.3%	95.8%
%H (TV HH)			44.3%	14.8%	67.0%	30.7%	36.4%	
35 - 44	112	106	49	15	77	37	39	109
%V	14.1%	14.1%	16.8%	20.0%	13.0%	16.6%	10.5%	17.0%
%H (All HH)		94.6%	43.8%	13.4%	68.8%	33.0%	34.8%	97.3%
%H (TV HH)			46.2%	14.2%	72.6%	34.9%	36.8%	
45 - 54	135	128	58	14	96	44	52	122
%V	17.0%	17.0%	19.9%	18.7%	16.2%	19.7%	14.1%	19.1%
%H (All HH)		94.8%	43.0%	10.4%	71.1%	32.6%	38.5%	90.4%
%H (TV HH)			45.3%	10.9%	75.0%	34.4%	40.6%	
55 - 64	142	137	57	14	112	46	66	128
%V	17.9%	18.2%	19.5%	18.7%	18.9%	20.6%	17.8%	20.0%
%H (All HH)		96.5%	40.1%	9.9%	78.9%	32.4%	46.5%	90.1%
%H (TV HH)			41.6%	10.2%	81.8%	33.6%	48.2%	
65 +	273	262	80	17	229	64	165	158
%V	34.4%	34.8%	27.4%	22.7%	38.6%	28.7%	44.6%	24.7%
%H (All HH)		96.0%	29.3%	6.2%	83.9%	23.4%	60.4%	57.9%
%H (TV HH)			30.5%	6.5%	87.4%	24.4%	63.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
1	249	228	61	19	190	48	142	139
%V	31.4%	30.3%	20.9%	25.3%	32.0%	21.5%	38.4%	21.7%
%H (All HH)		91.6%	24.5%	7.6%	76.3%	19.3%	57.0%	55.8%
%H (TV HH)			26.8%	8.3%	83.3%	21.1%	62.3%	
2	309	294	115	26	233	86	147	272
%V	38.9%	39.0%	39.4%	34.7%	39.3%	38.6%	39.7%	42.5%
%H (All HH)		95.1%	37.2%	8.4%	75.4%	27.8%	47.6%	88.0%
%H (TV HH)			39.1%	8.8%	79.3%	29.3%	50.0%	
3	116	113	54	16	84	42	42	112
%V	14.6%	15.0%	18.5%	21.3%	14.2%	18.8%	11.4%	17.5%
%H (All HH)		97.4%	46.6%	13.8%	72.4%	36.2%	36.2%	96.6%
%H (TV HH)			47.8%	14.2%	74.3%	37.2%	37.2%	
4	81	80	43	7	58	31	27	79
%V	10.2%	10.6%	14.7%	9.3%	9.8%	13.9%	7.3%	12.3%
%H (All HH)		98.8%	53.1%	8.6%	71.6%	38.3%	33.3%	97.5%
%H (TV HH)			53.8%	8.8%	72.5%	38.8%	33.8%	
5+	38	38	19	7	28	17	12	38
%V	4.8%	5.0%	6.5%	9.3%	4.7%	7.6%	3.2%	5.9%
%H (All HH)		100.0%	50.0%	18.4%	73.7%	44.7%	31.6%	100.0%
%H (TV HH)			50.0%	18.4%	73.7%	44.7%	31.6%	
Average HH size	2.20	2.23	2.49	2.49	2.18	2.51	1.98	2.41

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Without	612	574	204	53	467	161	306	464
%V	77.1%	76.2%	69.9%	70.7%	78.8%	72.2%	82.7%	72.5%
%H (All HH)		93.8%	33.3%	8.7%	76.3%	26.3%	50.0%	75.8%
%H (TV HH)			35.5%	9.2%	81.4%	28.0%	53.3%	
With	182	178	87	22	127	63	64	176
%V	22.9%	23.6%	29.8%	29.3%	21.4%	28.3%	17.3%	27.5%
%H (All HH)		97.8%	47.8%	12.1%	69.8%	34.6%	35.2%	96.7%
%H (TV HH)			48.9%	12.4%	71.3%	35.4%	36.0%	
0 - 3	72	71	30	9	50	21	29	66
%V	9.1%	9.4%	10.3%	12.0%	8.4%	9.4%	7.8%	10.3%
%H (All HH)		98.6%	41.7%	12.5%	69.4%	29.2%	40.3%	91.7%
%H (TV HH)			42.3%	12.7%	70.4%	29.6%	40.8%	
4 - 9	84	82	41	8	57	26	31	82
%V	10.6%	10.9%	14.0%	10.7%	9.6%	11.7%	8.4%	12.8%
%H (All HH)		97.6%	48.8%	9.5%	67.9%	31.0%	36.9%	97.6%
%H (TV HH)			50.0%	9.8%	69.5%	31.7%	37.8%	
10 - 15	81	79	42	11	58	33	24	81
%V	10.2%	10.5%	14.4%	14.7%	9.8%	14.8%	6.5%	12.7%
%H (All HH)		97.5%	51.9%	13.6%	71.6%	40.7%	29.6%	100.0%
%H (TV HH)			53.2%	13.9%	73.4%	41.8%	30.4%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
1	305	305	92	23	218	42	177	223
%V	38.4%	40.5%	31.5%	30.7%	36.8%	18.8%	47.8%	34.8%
%H (All HH)		100.0%	30.2%	7.5%	71.5%	13.8%	58.0%	73.1%
%H (TV HH)			30.2%	7.5%	71.5%	13.8%	58.0%	
2	275	275	109	29	232	96	136	227
%V	34.6%	36.5%	37.3%	38.7%	39.1%	43.0%	36.8%	35.5%
%H (All HH)		100.0%	39.6%	10.5%	84.4%	34.9%	49.5%	82.5%
%H (TV HH)			39.6%	10.5%	84.4%	34.9%	49.5%	
3	111	111	56	15	92	53	39	101
%V	14.0%	14.7%	19.2%	20.0%	15.5%	23.8%	10.5%	15.8%
%H (All HH)		100.0%	50.5%	13.5%	82.9%	47.7%	35.1%	91.0%
%H (TV HH)			50.5%	13.5%	82.9%	47.7%	35.1%	
4	43	43	24	6	36	22	14	42
%V	5.4%	5.7%	8.2%	8.0%	6.1%	9.9%	3.8%	6.6%
%H (All HH)		100.0%	55.8%	14.0%	83.7%	51.2%	32.6%	97.7%
%H (TV HH)			55.8%	14.0%	83.7%	51.2%	32.6%	
5+	18	18	11	3	16	11	5	18
%V	2.3%	2.4%	3.8%	4.0%	2.7%	4.9%	1.4%	2.8%
%H (All HH)		100.0%	61.1%	16.7%	88.9%	61.1%	27.8%	100.0%
%H (TV HH)			61.1%	16.7%	88.9%	61.1%	27.8%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	794	753	292	75	593	223	370	640
%V (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Under 20"	182	182	64	22	155	61	94	149
%V	22.9%	24.2%	21.9%	29.3%	26.1%	27.4%	25.4%	23.3%
%H (All HH)		100.0%	35.2%	12.1%	85.2%	33.5%	51.6%	81.9%
%H (TV HH)			35.2%	12.1%	85.2%	33.5%	51.6%	
20" - 29"	298	298	119	26	248	100	148	236
%V	37.5%	39.6%	40.8%	34.7%	41.8%	44.8%	40.0%	36.9%
%H (All HH)		100.0%	39.9%	8.7%	83.2%	33.6%	49.7%	79.2%
%H (TV HH)			39.9%	8.7%	83.2%	33.6%	49.7%	
30" - 39"	423	423	168	47	342	140	202	344
%V	53.3%	56.2%	57.5%	62.7%	57.7%	62.8%	54.6%	53.8%
%H (All HH)		100.0%	39.7%	11.1%	80.9%	33.1%	47.8%	81.3%
%H (TV HH)			39.7%	11.1%	80.9%	33.1%	47.8%	
40" and over	312	312	158	37	237	123	114	291
%V	39.3%	41.4%	54.1%	49.3%	40.0%	55.2%	30.8%	45.5%
%H (All HH)		100.0%	50.6%	11.9%	76.0%	39.4%	36.5%	93.3%
%H (TV HH)			50.6%	11.9%	76.0%	39.4%	36.5%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV South West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Main living room	742	742	289	74	588	223	366	602
%V	93.5%	98.5%	99.0%	98.7%	99.2%	100.0%	98.9%	94.1%
%H (All HH)		100.0%	38.9%	10.0%	79.2%	30.1%	49.3%	81.1%
%H (TV HH)			38.9%	10.0%	79.2%	30.1%	49.3%	
Kitchen	102	102	41	8	92	40	52	81
%V	12.8%	13.5%	14.0%	10.7%	15.5%	17.9%	14.1%	12.7%
%H (All HH)		100.0%	40.2%	7.8%	90.2%	39.2%	51.0%	79.4%
%H (TV HH)			40.2%	7.8%	90.2%	39.2%	51.0%	
Adult's bedroom	324	324	153	43	270	143	127	286
%V	40.8%	43.0%	52.4%	57.3%	45.5%	64.1%	34.3%	44.7%
%H (All HH)		100.0%	47.2%	13.3%	83.3%	44.1%	39.2%	88.3%
%H (TV HH)			47.2%	13.3%	83.3%	44.1%	39.2%	
Child's bedroom	72	72	39	12	54	35	19	70
%V	9.1%	9.6%	13.4%	16.0%	9.1%	15.7%	5.1%	10.9%
%H (All HH)		100.0%	54.2%	16.7%	75.0%	48.6%	26.4%	97.2%
%H (TV HH)			54.2%	16.7%	75.0%	48.6%	26.4%	
Other bedroom	23	23	14	2	19	11	8	22
%V	2.9%	3.1%	4.8%	2.7%	3.2%	4.9%	2.2%	3.4%
%H (All HH)		100.0%	60.9%	8.7%	82.6%	47.8%	34.8%	95.7%
%H (TV HH)			60.9%	8.7%	82.6%	47.8%	34.8%	
Second living/dining room	63	63	26	3	55	22	33	54
%V	7.9%	8.4%	8.9%	4.0%	9.3%	9.9%	8.9%	8.4%
%H (All HH)		100.0%	41.3%	4.8%	87.3%	34.9%	52.4%	85.7%
%H (TV HH)			41.3%	4.8%	87.3%	34.9%	52.4%	
Study/office	12	12	6	1	11	6	5	12
%V	1.5%	1.6%	2.1%	1.3%	1.9%	2.7%	1.4%	1.9%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	41.7%	100.0%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	41.7%	
TV room	2	2	1	0	2	1	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	100.0%	
Conservatory	10	10	6	0	8	4	4	9
%V	1.3%	1.3%	2.1%	0.0%	1.3%	1.8%	1.1%	1.4%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	90.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
Attic or loft room	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%	
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	9	9	4	3	7	5	2	9
%V	1.1%	1.2%	1.4%	4.0%	1.2%	2.2%	0.5%	1.4%
%H (All HH)		100.0%	44.4%	33.3%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			44.4%	33.3%	77.8%	55.6%	22.2%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Any DSAT provider	292	292	292	2	179	179	0	259
%V	36.8%	38.8%	100.0%	2.7%	30.2%	80.3%	0.0%	40.5%
%H (All HH)			100.0%	0.7%	61.3%	61.3%	0.0%	88.7%
%H (TV HH)			100.0%	0.7%	61.3%	61.3%	0.0%	
Sky with subcription	234	234	234	0	147	147	0	212
%V	29.5%	31.1%	80.1%	0.0%	24.8%	65.9%	0.0%	33.1%
%H (All HH)			100.0%	0.0%	62.8%	62.8%	0.0%	90.6%
%H (TV HH)			100.0%	0.0%	62.8%	62.8%	0.0%	
Sky without subscription	20	20	20	1	11	11	0	17
%V	2.5%	2.7%	6.8%	1.3%	1.9%	4.9%	0.0%	2.7%
%H (All HH)			100.0%	5.0%	55.0%	55.0%	0.0%	85.0%
%H (TV HH)			100.0%	5.0%	55.0%	55.0%	0.0%	
Freesat	43	43	43	1	25	25	0	36
%V	5.4%	5.7%	14.7%	1.3%	4.2%	11.2%	0.0%	5.6%
%H (All HH)			100.0%	2.3%	58.1%	58.1%	0.0%	83.7%
%H (TV HH)			100.0%	2.3%	58.1%	58.1%	0.0%	
Other satellite provider	4	4	4	0	2	2	0	4
%V	0.5%	0.5%	1.4%	0.0%	0.3%	0.9%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	75	75	2	75	46	46	0	70
%V	9.4%	10.0%	0.7%	100.0%	7.8%	20.6%	0.0%	10.9%
%H (All HH)			2.7%	100.0%	61.3%	61.3%	0.0%	93.3%
%H (TV HH)			2.7%	100.0%	61.3%	61.3%	0.0%	
DTT	593	593	179	46	593	223	370	468
%V	74.7%	78.8%	61.3%	61.3%	100.0%	100.0%	100.0%	73.1%
%H (All HH)		100.0%	30.2%	7.8%	100.0%	37.6%	62.4%	78.9%
%H (TV HH)			30.2%	7.8%	100.0%	37.6%	62.4%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
PVR	491	491	261	66	372	206	166	433
%V	61.8%	65.2%	89.4%	88.0%	62.7%	92.4%	44.9%	67.7%
%H (All HH)		100.0%	53.2%	13.4%	75.8%	42.0%	33.8%	88.2%
%H (TV HH)			53.2%	13.4%	75.8%	42.0%	33.8%	
DVDR	34	34	13	5	28	12	16	30
%V	4.3%	4.5%	4.5%	6.7%	4.7%	5.4%	4.3%	4.7%
%H (All HH)		100.0%	38.2%	14.7%	82.4%	35.3%	47.1%	88.2%
%H (TV HH)			38.2%	14.7%	82.4%	35.3%	47.1%	
VCR	12	12	3	2	10	3	7	8
%V	1.5%	1.6%	1.0%	2.7%	1.7%	1.3%	1.9%	1.3%
%H (All HH)		100.0%	25.0%	16.7%	83.3%	25.0%	58.3%	66.7%
%H (TV HH)			25.0%	16.7%	83.3%	25.0%	58.3%	
Any recorder	504	504	262	67	383	207	177	441
%V	63.5%	66.9%	89.7%	89.3%	64.6%	92.8%	47.8%	68.9%
%H (All HH)		100.0%	52.0%	13.3%	76.0%	41.1%	35.1%	87.5%
%H (TV HH)			52.0%	13.3%	76.0%	41.1%	35.1%	
Receives HDTV (via STB or built-in reception)	422	422	211	69	321	177	145	382
%V	53.1%	56.0%	72.3%	92.0%	54.1%	79.4%	39.2%	59.7%
%H (All HH)		100.0%	50.0%	16.4%	76.1%	41.9%	34.4%	90.5%
%H (TV HH)			50.0%	16.4%	76.1%	41.9%	34.4%	
DVD/Blu-ray player or recorder	623	623	256	68	504	205	299	525
%V	78.5%	82.7%	87.7%	90.7%	85.0%	91.9%	80.8%	82.0%
%H (All HH)		100.0%	41.1%	10.9%	80.9%	32.9%	48.0%	84.3%
%H (TV HH)			41.1%	10.9%	80.9%	32.9%	48.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	794	753	292	75	593	223	370	640
%H (All HH)		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%
%H (TV HH)			38.8%	10.0%	78.8%	29.6%	49.1%	
Has broadband internet	640	610	259	70	468	202	267	640
%V	80.6%	81.0%	88.7%	93.3%	78.9%	90.6%	72.2%	100.0%
%H (All HH)		95.3%	40.5%	10.9%	73.1%	31.6%	41.7%	100.0%
%H (TV HH)			42.5%	11.5%	76.7%	33.1%	43.8%	
Number of computers (PCs and laptops)								
0	153	143	35	6	123	23	99	14
%V	19.3%	19.0%	12.0%	8.0%	20.7%	10.3%	26.8%	2.2%
%H (All HH)		93.5%	22.9%	3.9%	80.4%	15.0%	64.7%	9.2%
%H (TV HH)			24.5%	4.2%	86.0%	16.1%	69.2%	
1	226	208	69	19	167	54	113	213
%V	28.5%	27.6%	23.6%	25.3%	28.2%	24.2%	30.5%	33.3%
%H (All HH)		92.0%	30.5%	8.4%	73.9%	23.9%	50.0%	94.2%
%H (TV HH)			33.2%	9.1%	80.3%	26.0%	54.3%	
2	192	181	78	21	135	56	79	189
%V	24.2%	24.0%	26.7%	28.0%	22.8%	25.1%	21.4%	29.5%
%H (All HH)		94.3%	40.6%	10.9%	70.3%	29.2%	41.1%	98.4%
%H (TV HH)			43.1%	11.6%	74.6%	30.9%	43.6%	
3	105	103	51	10	80	39	40	105
%V	13.2%	13.7%	17.5%	13.3%	13.5%	17.5%	10.8%	16.4%
%H (All HH)		98.1%	48.6%	9.5%	76.2%	37.1%	38.1%	100.0%
%H (TV HH)			49.5%	9.7%	77.7%	37.9%	38.8%	
4	56	56	29	8	39	21	18	56
%V	7.1%	7.4%	9.9%	10.7%	6.6%	9.4%	4.9%	8.8%
%H (All HH)		100.0%	51.8%	14.3%	69.6%	37.5%	32.1%	100.0%
%H (TV HH)			51.8%	14.3%	69.6%	37.5%	32.1%	
5+	62	62	30	11	49	29	20	62
%V	7.8%	8.2%	10.3%	14.7%	8.3%	13.0%	5.4%	9.7%
%H (All HH)		100.0%	48.4%	17.7%	79.0%	46.8%	32.3%	100.0%
%H (TV HH)			48.4%	17.7%	79.0%	46.8%	32.3%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1458	632	163	1186	540	646	1242
%H		43.3%	11.2%	81.3%	37.0%	44.3%	85.2%
Under 20"	231	83	29	200	82	117	191
%V	15.8%	13.1%	17.8%	16.9%	15.2%	18.1%	15.4%
%H		35.9%	12.6%	86.6%	35.5%	50.6%	82.7%
20" - 29"	366	150	32	309	129	180	296
%V	25.1%	23.7%	19.6%	26.1%	23.9%	27.9%	23.8%
%H		41.0%	8.7%	84.4%	35.2%	49.2%	80.9%
30" - 39"	495	209	57	398	174	223	410
%V	34.0%	33.1%	35.0%	33.6%	32.2%	34.5%	33.0%
%H		42.2%	11.5%	80.4%	35.2%	45.1%	82.8%
40" and over	362	188	45	277	152	125	342
%V	24.8%	29.7%	27.6%	23.4%	28.1%	19.3%	27.5%
%H		51.9%	12.4%	76.5%	42.0%	34.5%	94.5%
Don't know	3	2	0	3	2	1	2
%V	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1458	632	163	1186	540	646	1242
%H		43.3%	11.2%	81.3%	37.0%	44.3%	85.2%
Main living room	745	290	76	590	224	366	605
%V	51.1%	45.9%	46.6%	49.7%	41.5%	56.7%	48.7%
%H		38.9%	10.2%	79.2%	30.1%	49.1%	81.2%
Kitchen	103	42	8	92	40	52	82
%V	7.1%	6.6%	4.9%	7.8%	7.4%	8.0%	6.6%
%H		40.8%	7.8%	89.3%	38.8%	50.5%	79.6%
Adult's bedroom	384	186	52	322	176	146	344
%V	26.3%	29.4%	31.9%	27.2%	32.6%	22.6%	27.7%
%H		48.4%	13.5%	83.9%	45.8%	38.0%	89.6%
Child's bedroom	99	54	17	74	48	26	97
%V	6.8%	8.5%	10.4%	6.2%	8.9%	4.0%	7.8%
%H		54.5%	17.2%	74.7%	48.5%	26.3%	98.0%
Other bedroom	26	15	2	21	12	9	25
%V	1.8%	2.4%	1.2%	1.8%	2.2%	1.4%	2.0%
%H		57.7%	7.7%	80.8%	46.2%	34.6%	96.2%
Second living/dining room	63	27	3	56	23	33	54
%V	4.3%	4.3%	1.8%	4.7%	4.3%	5.1%	4.3%
%H		42.9%	4.8%	88.9%	36.5%	52.4%	85.7%
Study/office	12	6	1	11	6	5	12
%V	0.8%	0.9%	0.6%	0.9%	1.1%	0.8%	1.0%
%H		50.0%	8.3%	91.7%	50.0%	41.7%	100.0%
TV room	2	1	0	2	1	2	2
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
Conservatory	11	7	0	8	4	4	10
%V	0.8%	1.1%	0.0%	0.7%	0.7%	0.6%	0.8%
%H		63.6%	0.0%	72.7%	36.4%	36.4%	90.9%
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	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	9	4	3	7	5	2	9
%V	0.6%	0.6%	1.8%	0.6%	0.9%	0.3%	0.7%
%H		44.4%	33.3%	77.8%	55.6%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1458	632	163	1186	540	646	1242
%H		43.3%	11.2%	81.3%	37.0%	44.3%	85.2%
PVR	617	347	88	454	271	183	553
%V	42.3%	54.9%	54.0%	38.3%	50.2%	28.3%	44.5%
%H		56.2%	14.3%	73.6%	43.9%	29.7%	89.6%
DVDR	36	14	6	30	13	16	31
%V	2.5%	2.2%	3.7%	2.5%	2.4%	2.5%	2.5%
%H		38.9%	16.7%	83.3%	36.1%	44.4%	86.1%
VCR	13	4	3	12	4	7	9
%V	0.9%	0.6%	1.8%	1.0%	0.7%	1.1%	0.7%
%H		30.8%	23.1%	92.3%	30.8%	53.8%	69.2%
Any recorder	635	351	92	472	276	196	566
%V	43.6%	55.5%	56.4%	39.8%	51.1%	30.3%	45.6%
%H		55.3%	14.5%	74.3%	43.5%	30.9%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1458	632	163	1186	540	646	1242
%H		43.3%	11.2%	81.3%	37.0%	44.3%	85.2%
Receives HDTV (via STB or built-in reception)	558	289	98	422	246	175	510
%V	38.3%	45.7%	60.1%	35.6%	45.6%	27.1%	41.1%
%H		51.8%	17.6%	75.6%	44.1%	31.4%	91.4%
DVD/Blu-ray player or recorder	878	382	107	720	330	390	760
%V	60.2%	60.4%	65.6%	60.7%	61.1%	60.4%	61.2%
%H		43.5%	12.2%	82.0%	37.6%	44.4%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	751	292	75	593	223	370	609
%H		38.9%	10.0%	79.0%	29.7%	49.3%	81.1%
Under 20"	20	2	0	16	1	15	12
%V	2.7%	0.7%	0.0%	2.7%	0.4%	4.1%	2.0%
%H		10.0%	0.0%	80.0%	5.0%	75.0%	60.0%
20" - 29"	115	30	5	92	17	75	76
%V	15.3%	10.3%	6.7%	15.5%	7.6%	20.3%	12.5%
%H		26.1%	4.3%	80.0%	14.8%	65.2%	66.1%
30" - 39"	317	107	34	258	87	171	244
%V	42.2%	36.6%	45.3%	43.5%	39.0%	46.2%	40.1%
%H		33.8%	10.7%	81.4%	27.4%	53.9%	77.0%
40" and over	298	152	35	227	118	109	278
%V	39.7%	52.1%	46.7%	38.3%	52.9%	29.5%	45.6%
%H		51.0%	11.7%	76.2%	39.6%	36.6%	93.3%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	751	292	75	593	223	370	609
%H		38.9%	10.0%	79.0%	29.7%	49.3%	81.1%
PVR	481	256	65	363	202	161	424
%V	64.0%	87.7%	86.7%	61.2%	90.6%	43.5%	69.6%
%H		53.2%	13.5%	75.5%	42.0%	33.5%	88.1%
DVDR	32	11	5	26	10	16	28
%V	4.3%	3.8%	6.7%	4.4%	4.5%	4.3%	4.6%
%H		34.4%	15.6%	81.3%	31.3%	50.0%	87.5%
VCR	10	3	2	8	2	6	6
%V	1.3%	1.0%	2.7%	1.3%	0.9%	1.6%	1.0%
%H		30.0%	20.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	495	258	67	375	203	172	432
%V	65.9%	88.4%	89.3%	63.2%	91.0%	46.5%	70.9%
%H		52.1%	13.5%	75.8%	41.0%	34.7%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	751	292	75	593	223	370	609
%H		38.9%	10.0%	79.0%	29.7%	49.3%	81.1%
Receives HDTV (via STB or built-in reception)	410	207	67	311	173	139	371
%V	54.6%	70.9%	89.3%	52.4%	77.6%	37.6%	60.9%
%H		50.5%	16.3%	75.9%	42.2%	33.9%	90.5%
DVD/Blu-ray player or recorder	585	239	64	467	186	281	492
%V	77.9%	81.8%	85.3%	78.8%	83.4%	75.9%	80.8%
%H		40.9%	10.9%	79.8%	31.8%	48.0%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	340	88	592	317	276	633
%H		48.2%	12.5%	83.9%	44.9%	39.1%	89.7%
Under 20"	211	80	28	184	82	102	180
%V	29.9%	23.5%	31.8%	31.1%	25.9%	37.0%	28.4%
%H		37.9%	13.3%	87.2%	38.9%	48.3%	85.3%
20" - 29"	251	120	27	217	112	105	220
%V	35.6%	35.3%	30.7%	36.7%	35.3%	38.0%	34.8%
%H		47.8%	10.8%	86.5%	44.6%	41.8%	87.6%
30" - 39"	178	102	23	140	87	52	167
%V	25.2%	30.0%	26.1%	23.6%	27.4%	18.8%	26.4%
%H		57.3%	12.9%	78.7%	48.9%	29.2%	93.8%
40" and over	64	36	10	50	34	16	64
%V	9.1%	10.6%	11.4%	8.4%	10.7%	5.8%	10.1%
%H		56.3%	15.6%	78.1%	53.1%	25.0%	100.0%
Don't know	2	2	0	2	2	0	2
%V	0.3%	0.6%	0.0%	0.3%	0.6%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	340	88	592	317	276	633
%H		48.2%	12.5%	83.9%	44.9%	39.1%	89.7%
PVR	135	91	23	91	69	22	129
%V	19.1%	26.8%	26.1%	15.4%	21.8%	8.0%	20.4%
%H		67.4%	17.0%	67.4%	51.1%	16.3%	95.6%
DVDR	4	4	0	4	4	0	4
%V	0.6%	1.2%	0.0%	0.7%	1.3%	0.0%	0.6%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	3	1	1	3	2	1	3
%V	0.4%	0.3%	1.1%	0.5%	0.6%	0.4%	0.5%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
Any recorder	141	93	25	97	73	24	134
%V	20.0%	27.4%	28.4%	16.4%	23.0%	8.7%	21.2%
%H		66.0%	17.7%	68.8%	51.8%	17.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	706	340	88	592	317	276	633
%H		48.2%	12.5%	83.9%	44.9%	39.1%	89.7%
Receives HDTV (via STB or built-in reception)	147	82	31	110	74	37	139
%V	20.8%	24.1%	35.2%	18.6%	23.3%	13.4%	22.0%
%H		55.8%	21.1%	74.8%	50.3%	25.2%	94.6%
DVD/Blu-ray player or recorder	294	143	43	253	144	109	268
%V	41.6%	42.1%	48.9%	42.7%	45.4%	39.5%	42.3%
%H		48.6%	14.6%	86.1%	49.0%	37.1%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1748	1679	726	187	1294	561	734	1540
%H		96.1%	41.5%	10.7%	74.0%	32.1%	42.0%	88.1%
Total Children	305	299	149	36	214	107	107	295
%V	17.4%	17.8%	20.5%	19.3%	16.5%	19.1%	14.6%	19.2%
%H		98.0%	48.9%	11.8%	70.2%	35.1%	35.1%	96.7%
0 - 3	83	82	35	10	60	26	34	78
%V	4.7%	4.9%	4.8%	5.3%	4.6%	4.6%	4.6%	5.1%
%H		98.8%	42.2%	12.0%	72.3%	31.3%	41.0%	94.0%
4 - 15	221	217	114	25	155	81	73	217
%V	12.6%	12.9%	15.7%	13.4%	12.0%	14.4%	9.9%	14.1%
%H		98.2%	51.6%	11.3%	70.1%	36.7%	33.0%	98.2%
4 - 9	113	111	57	11	77	37	40	109
%V	6.5%	6.6%	7.9%	5.9%	6.0%	6.6%	5.4%	7.1%
%H		98.2%	50.4%	9.7%	68.1%	32.7%	35.4%	96.5%
10 - 15	108	105	57	14	77	44	33	107
%V	6.2%	6.3%	7.9%	7.5%	6.0%	7.8%	4.5%	6.9%
%H		97.2%	52.8%	13.0%	71.3%	40.7%	30.6%	99.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1748	1679	726	187	1294	561	734	1540
%H		96.1%	41.5%	10.7%	74.0%	32.1%	42.0%	88.1%
Total Adults (16+)	1444	1380	577	151	1080	454	626	1245
%V	82.6%	82.2%	79.5%	80.7%	83.5%	80.9%	85.3%	80.8%
%H		95.6%	40.0%	10.5%	74.8%	31.4%	43.4%	86.2%
16 - 19	72	68	29	13	51	26	25	69
%V	4.1%	4.1%	4.0%	7.0%	3.9%	4.6%	3.4%	4.5%
%H		94.4%	40.3%	18.1%	70.8%	36.1%	34.7%	95.8%
20 - 24	99	94	36	13	68	31	36	93
%V	5.7%	5.6%	5.0%	7.0%	5.3%	5.5%	4.9%	6.0%
%H		94.9%	36.4%	13.1%	68.7%	31.3%	36.4%	93.9%
25 - 34	193	178	86	24	121	60	61	186
%V	11.0%	10.6%	11.8%	12.8%	9.4%	10.7%	8.3%	12.1%
%H		92.2%	44.6%	12.4%	62.7%	31.1%	31.6%	96.4%
35 - 44	198	187	85	27	139	68	71	193
%V	11.3%	11.1%	11.7%	14.4%	10.7%	12.1%	9.7%	12.5%
%H		94.4%	42.9%	13.6%	70.2%	34.3%	35.9%	97.5%
45 - 54	230	221	105	24	168	81	87	217
%V	13.2%	13.2%	14.5%	12.8%	13.0%	14.4%	11.9%	14.1%
%H		96.1%	45.7%	10.4%	73.0%	35.2%	37.8%	94.3%
55 - 64	225	219	97	23	175	77	98	208
%V	12.9%	13.0%	13.4%	12.3%	13.5%	13.7%	13.4%	13.5%
%H		97.3%	43.1%	10.2%	77.8%	34.2%	43.6%	92.4%
65+	427	413	138	27	359	111	248	279
%V	24.4%	24.6%	19.0%	14.4%	27.7%	19.8%	33.8%	18.1%
%H		96.7%	32.3%	6.3%	84.1%	26.0%	58.1%	65.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1444	1380	577	151	1080	454	626	1245
%H		95.6%	40.0%	10.5%	74.8%	31.4%	43.4%	86.2%
AB	407	391	155	37	306	112	193	378
%V	28.2%	28.3%	26.9%	24.5%	28.3%	24.7%	30.8%	30.4%
%H		96.1%	38.1%	9.1%	75.2%	27.5%	47.4%	92.9%
C1	396	376	164	47	295	135	160	355
%V	27.4%	27.2%	28.4%	31.1%	27.3%	29.7%	25.6%	28.5%
%H		94.9%	41.4%	11.9%	74.5%	34.1%	40.4%	89.6%
C2	373	363	169	38	292	141	150	328
%V	25.8%	26.3%	29.3%	25.2%	27.0%	31.1%	24.0%	26.3%
%H		97.3%	45.3%	10.2%	78.3%	37.8%	40.2%	87.9%
D	175	167	59	21	126	44	82	133
%V	12.1%	12.1%	10.2%	13.9%	11.7%	9.7%	13.1%	10.7%
%H		95.4%	33.7%	12.0%	72.0%	25.1%	46.9%	76.0%
E	93	83	31	9	62	21	41	51
%V	6.4%	6.0%	5.4%	6.0%	5.7%	4.6%	6.5%	4.1%
%H		89.2%	33.3%	9.7%	66.7%	22.6%	44.1%	54.8%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1444	1380	577	151	1080	454	626	1245
%H		95.6%	40.0%	10.5%	74.8%	31.4%	43.4%	86.2%
Working full time	585	558	264	72	415	208	207	565
%V	40.5%	40.4%	45.8%	47.7%	38.4%	45.8%	33.1%	45.4%
%H		95.4%	45.1%	12.3%	70.9%	35.6%	35.4%	96.6%
Working part time	188	181	75	25	137	59	78	176
%V	13.0%	13.1%	13.0%	16.6%	12.7%	13.0%	12.5%	14.1%
%H		96.3%	39.9%	13.3%	72.9%	31.4%	41.5%	93.6%
Not working	671	641	238	55	528	187	341	504
%V	46.5%	46.4%	41.2%	36.4%	48.9%	41.2%	54.5%	40.5%
%H		95.5%	35.5%	8.2%	78.7%	27.9%	50.8%	75.1%
Housewife/Houseperson	794	753	292	75	593	223	370	640
%V	55.0%	54.6%	50.6%	49.7%	54.9%	49.1%	59.1%	51.4%
%H		94.8%	36.8%	9.4%	74.7%	28.1%	46.6%	80.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	662	289	75	516	230	286	612
%H		95.3%	41.6%	10.8%	74.2%	33.1%	41.2%	88.1%
16 - 19	33	31	12	7	25	13	12	32
%V	4.7%	4.7%	4.2%	9.3%	4.8%	5.7%	4.2%	5.2%
%H		93.9%	36.4%	21.2%	75.8%	39.4%	36.4%	97.0%
20 - 24	46	44	17	7	32	16	16	43
%V	6.6%	6.6%	5.9%	9.3%	6.2%	7.0%	5.6%	7.0%
%H		95.7%	37.0%	15.2%	69.6%	34.8%	34.8%	93.5%
25 - 34	98	89	46	12	59	31	27	94
%V	14.1%	13.4%	15.9%	16.0%	11.4%	13.5%	9.4%	15.4%
%H		90.8%	46.9%	12.2%	60.2%	31.6%	27.6%	95.9%
35 - 44	94	89	38	15	67	33	34	92
%V	13.5%	13.4%	13.1%	20.0%	13.0%	14.3%	11.9%	15.0%
%H		94.7%	40.4%	16.0%	71.3%	35.1%	36.2%	97.9%
45 - 54	114	107	52	10	84	40	44	106
%V	16.4%	16.2%	18.0%	13.3%	16.3%	17.4%	15.4%	17.3%
%H		93.9%	45.6%	8.8%	73.7%	35.1%	38.6%	93.0%
55 - 64	106	103	46	12	82	37	45	97
%V	15.3%	15.6%	15.9%	16.0%	15.9%	16.1%	15.7%	15.8%
%H		97.2%	43.4%	11.3%	77.4%	34.9%	42.5%	91.5%
65+	203	198	77	12	168	60	109	147
%V	29.2%	29.9%	26.6%	16.0%	32.6%	26.1%	38.1%	24.0%
%H		97.5%	37.9%	5.9%	82.8%	29.6%	53.7%	72.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	662	289	75	516	230	286	612
%H		95.3%	41.6%	10.8%	74.2%	33.1%	41.2%	88.1%
AB	203	194	77	20	153	58	95	191
%V	29.2%	29.3%	26.6%	26.7%	29.7%	25.2%	33.2%	31.2%
%H		95.6%	37.9%	9.9%	75.4%	28.6%	46.8%	94.1%
C1	185	175	84	24	136	70	66	168
%V	26.6%	26.4%	29.1%	32.0%	26.4%	30.4%	23.1%	27.5%
%H		94.6%	45.4%	13.0%	73.5%	37.8%	35.7%	90.8%
C2	196	190	87	19	153	74	79	170
%V	28.2%	28.7%	30.1%	25.3%	29.7%	32.2%	27.6%	27.8%
%H		96.9%	44.4%	9.7%	78.1%	37.8%	40.3%	86.7%
D	78	74	28	9	54	19	35	63
%V	11.2%	11.2%	9.7%	12.0%	10.5%	8.3%	12.2%	10.3%
%H		94.9%	35.9%	11.5%	69.2%	24.4%	44.9%	80.8%
E	34	29	13	3	21	9	12	21
%V	4.9%	4.4%	4.5%	4.0%	4.1%	3.9%	4.2%	3.4%
%H		85.3%	38.2%	8.8%	61.8%	26.5%	35.3%	61.8%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	662	289	75	516	230	286	612
%H		95.3%	41.6%	10.8%	74.2%	33.1%	41.2%	88.1%
Working full time	363	347	168	45	259	132	127	350
%V	52.2%	52.4%	58.1%	60.0%	50.2%	57.4%	44.4%	57.2%
%H		95.6%	46.3%	12.4%	71.3%	36.4%	35.0%	96.4%
Working part time	50	47	17	8	34	13	21	45
%V	7.2%	7.1%	5.9%	10.7%	6.6%	5.7%	7.3%	7.4%
%H		94.0%	34.0%	16.0%	68.0%	26.0%	42.0%	90.0%
Not working	281	268	104	23	224	86	138	217
%V	40.4%	40.5%	36.0%	30.7%	43.4%	37.4%	48.3%	35.5%
%H		95.4%	37.0%	8.2%	79.7%	30.6%	49.1%	77.2%
Housewife/Houseperson	187	172	67	15	137	52	85	140
%V	26.9%	26.0%	23.2%	20.0%	26.6%	22.6%	29.7%	22.9%
%H		92.0%	35.8%	8.0%	73.3%	27.8%	45.5%	74.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	749	717	288	76	563	224	340	633
%H		95.7%	38.5%	10.1%	75.2%	29.9%	45.4%	84.5%
16 - 19	39	37	16	6	26	13	13	37
%V	5.2%	5.2%	5.6%	7.9%	4.6%	5.8%	3.8%	5.8%
%H		94.9%	41.0%	15.4%	66.7%	33.3%	33.3%	94.9%
20 - 24	53	50	19	6	36	16	20	49
%V	7.1%	7.0%	6.6%	7.9%	6.4%	7.1%	5.9%	7.7%
%H		94.3%	35.8%	11.3%	67.9%	30.2%	37.7%	92.5%
25 - 34	94	88	40	11	62	28	34	91
%V	12.6%	12.3%	13.9%	14.5%	11.0%	12.5%	10.0%	14.4%
%H		93.6%	42.6%	11.7%	66.0%	29.8%	36.2%	96.8%
35 - 44	104	98	47	13	72	35	37	101
%V	13.9%	13.7%	16.3%	17.1%	12.8%	15.6%	10.9%	16.0%
%H		94.2%	45.2%	12.5%	69.2%	33.7%	35.6%	97.1%
45 - 54	117	114	54	14	84	41	43	111
%V	15.6%	15.9%	18.8%	18.4%	14.9%	18.3%	12.6%	17.5%
%H		97.4%	46.2%	12.0%	71.8%	35.0%	36.8%	94.9%
55 - 64	119	116	51	11	93	39	53	111
%V	15.9%	16.2%	17.7%	14.5%	16.5%	17.4%	15.6%	17.5%
%H		97.5%	42.9%	9.2%	78.2%	32.8%	44.5%	93.3%
65+	224	215	61	15	191	51	140	132
%V	29.9%	30.0%	21.2%	19.7%	33.9%	22.8%	41.2%	20.9%
%H		96.0%	27.2%	6.7%	85.3%	22.8%	62.5%	58.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	749	717	288	76	563	224	340	633
%H		95.7%	38.5%	10.1%	75.2%	29.9%	45.4%	84.5%
AB	204	196	78	17	153	54	99	187
%V	27.2%	27.3%	27.1%	22.4%	27.2%	24.1%	29.1%	29.5%
%H		96.1%	38.2%	8.3%	75.0%	26.5%	48.5%	91.7%
C1	212	200	80	23	159	65	94	187
%V	28.3%	27.9%	27.8%	30.3%	28.2%	29.0%	27.6%	29.5%
%H		94.3%	37.7%	10.8%	75.0%	30.7%	44.3%	88.2%
C2	177	174	81	19	139	68	71	158
%V	23.6%	24.3%	28.1%	25.0%	24.7%	30.4%	20.9%	25.0%
%H		98.3%	45.8%	10.7%	78.5%	38.4%	40.1%	89.3%
D	97	94	31	11	72	24	47	71
%V	13.0%	13.1%	10.8%	14.5%	12.8%	10.7%	13.8%	11.2%
%H		96.9%	32.0%	11.3%	74.2%	24.7%	48.5%	73.2%
E	59	54	18	6	42	12	29	31
%V	7.9%	7.5%	6.3%	7.9%	7.5%	5.4%	8.5%	4.9%
%H		91.5%	30.5%	10.2%	71.2%	20.3%	49.2%	52.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	749	717	288	76	563	224	340	633
%H		95.7%	38.5%	10.1%	75.2%	29.9%	45.4%	84.5%
Working full time	221	211	97	27	156	76	80	215
%V	29.5%	29.4%	33.7%	35.5%	27.7%	33.9%	23.5%	34.0%
%H		95.5%	43.9%	12.2%	70.6%	34.4%	36.2%	97.3%
Working part time	138	133	57	17	103	46	57	131
%V	18.4%	18.5%	19.8%	22.4%	18.3%	20.5%	16.8%	20.7%
%H		96.4%	41.3%	12.3%	74.6%	33.3%	41.3%	94.9%
Not working	390	373	134	32	304	102	203	287
%V	52.1%	52.0%	46.5%	42.1%	54.0%	45.5%	59.7%	45.3%
%H		95.6%	34.4%	8.2%	77.9%	26.2%	52.1%	73.6%
Housewife/Houseperson	607	580	225	60	456	171	285	500
%V	81.0%	80.9%	78.1%	78.9%	81.0%	76.3%	83.8%	79.0%
%H		95.6%	37.1%	9.9%	75.1%	28.2%	47.0%	82.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
AB	149	144	81	13	103	53	50	140
%V	20.6%	20.8%	23.2%	23.2%	20.7%	24.5%	17.8%	25.5%
%H (All HH)		96.6%	54.4%	8.7%	69.1%	35.6%	33.6%	94.0%
%H (TV HH)			56.3%	9.0%	71.5%	36.8%	34.7%	
C1	162	156	83	16	111	54	57	138
%V	22.3%	22.5%	23.8%	28.6%	22.3%	25.0%	20.3%	25.1%
%H (All HH)		96.3%	51.2%	9.9%	68.5%	33.3%	35.2%	85.2%
%H (TV HH)			53.2%	10.3%	71.2%	34.6%	36.5%	
C2	142	138	73	9	103	49	54	115
%V	19.6%	19.9%	20.9%	16.1%	20.7%	22.7%	19.2%	20.9%
%H (All HH)		97.2%	51.4%	6.3%	72.5%	34.5%	38.0%	81.0%
%H (TV HH)			52.9%	6.5%	74.6%	35.5%	39.1%	
D	128	119	65	10	77	34	43	96
%V	17.7%	17.2%	18.6%	17.9%	15.5%	15.7%	15.3%	17.5%
%H (All HH)		93.0%	50.8%	7.8%	60.2%	26.6%	33.6%	75.0%
%H (TV HH)			54.6%	8.4%	64.7%	28.6%	36.1%	
E	144	134	48	8	103	25	77	60
%V	19.9%	19.4%	13.8%	14.3%	20.7%	11.6%	27.4%	10.9%
%H (All HH)		93.1%	33.3%	5.6%	71.5%	17.4%	53.5%	41.7%
%H (TV HH)			35.8%	6.0%	76.9%	18.7%	57.5%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Under 25	24	21	10	2	14	5	9	22
%V	3.3%	3.0%	2.9%	3.6%	2.8%	2.3%	3.2%	4.0%
%H (All HH)		87.5%	41.7%	8.3%	58.3%	20.8%	37.5%	91.7%
%H (TV HH)			47.6%	9.5%	66.7%	23.8%	42.9%	
25 - 34	113	108	62	10	69	34	36	104
%V	15.6%	15.6%	17.8%	17.9%	13.9%	15.7%	12.8%	18.9%
%H (All HH)		95.6%	54.9%	8.8%	61.1%	30.1%	31.9%	92.0%
%H (TV HH)			57.4%	9.3%	63.9%	31.5%	33.3%	
35 - 44	134	129	78	12	83	46	38	124
%V	18.5%	18.6%	22.3%	21.4%	16.7%	21.3%	13.5%	22.6%
%H (All HH)		96.3%	58.2%	9.0%	61.9%	34.3%	28.4%	92.5%
%H (TV HH)			60.5%	9.3%	64.3%	35.7%	29.5%	
45 - 54	149	144	79	14	100	50	50	132
%V	20.6%	20.8%	22.6%	25.0%	20.1%	23.1%	17.8%	24.0%
%H (All HH)		96.6%	53.0%	9.4%	67.1%	33.6%	33.6%	88.6%
%H (TV HH)			54.9%	9.7%	69.4%	34.7%	34.7%	
55 - 64	123	117	59	8	88	39	49	92
%V	17.0%	16.9%	16.9%	14.3%	17.7%	18.1%	17.4%	16.8%
%H (All HH)		95.1%	48.0%	6.5%	71.5%	31.7%	39.8%	74.8%
%H (TV HH)			50.4%	6.8%	75.2%	33.3%	41.9%	
65 +	181	173	62	11	143	42	100	75
%V	25.0%	25.0%	17.8%	19.6%	28.8%	19.4%	35.6%	13.7%
%H (All HH)		95.6%	34.3%	6.1%	79.0%	23.2%	55.2%	41.4%
%H (TV HH)			35.8%	6.4%	82.7%	24.3%	57.8%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
1	206	187	59	12	144	31	113	91
%V	28.4%	27.0%	16.9%	21.4%	29.0%	14.4%	40.2%	16.6%
%H (All HH)		90.8%	28.6%	5.8%	69.9%	15.0%	54.9%	44.2%
%H (TV HH)			31.6%	6.4%	77.0%	16.6%	60.4%	
2	217	210	109	17	151	68	83	170
%V	29.9%	30.3%	31.2%	30.4%	30.4%	31.5%	29.5%	31.0%
%H (All HH)		96.8%	50.2%	7.8%	69.6%	31.3%	38.2%	78.3%
%H (TV HH)			51.9%	8.1%	71.9%	32.4%	39.5%	
3	126	122	71	11	84	45	39	116
%V	17.4%	17.6%	20.3%	19.6%	16.9%	20.8%	13.9%	21.1%
%H (All HH)		96.8%	56.3%	8.7%	66.7%	35.7%	31.0%	92.1%
%H (TV HH)			58.2%	9.0%	68.9%	36.9%	32.0%	
4	105	102	63	10	70	42	28	102
%V	14.5%	14.7%	18.1%	17.9%	14.1%	19.4%	10.0%	18.6%
%H (All HH)		97.1%	60.0%	9.5%	66.7%	40.0%	26.7%	97.1%
%H (TV HH)			61.8%	9.8%	68.6%	41.2%	27.5%	
5+	71	71	47	6	48	30	18	70
%V	9.8%	10.3%	13.5%	10.7%	9.7%	13.9%	6.4%	12.8%
%H (All HH)		100.0%	66.2%	8.5%	67.6%	42.3%	25.4%	98.6%
%H (TV HH)			66.2%	8.5%	67.6%	42.3%	25.4%	
Average HH size	2.52	2.55	2.86	2.71	2.50	2.93	2.16	2.86

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Without	514	486	222	36	362	138	223	347
%V	70.9%	70.2%	63.6%	64.3%	72.8%	63.9%	79.4%	63.2%
%H (All HH)		94.6%	43.2%	7.0%	70.4%	26.8%	43.4%	67.5%
%H (TV HH)			45.7%	7.4%	74.5%	28.4%	45.9%	
With	211	206	127	20	135	77	58	203
%V	29.1%	29.8%	36.4%	35.7%	27.2%	35.6%	20.6%	37.0%
%H (All HH)		97.6%	60.2%	9.5%	64.0%	36.5%	27.5%	96.2%
%H (TV HH)			61.7%	9.7%	65.5%	37.4%	28.2%	
0 - 3	80	78	49	8	50	28	22	77
%V	11.0%	11.3%	14.0%	14.3%	10.1%	13.0%	7.8%	14.0%
%H (All HH)		97.5%	61.3%	10.0%	62.5%	35.0%	27.5%	96.3%
%H (TV HH)			62.8%	10.3%	64.1%	35.9%	28.2%	
4 - 9	112	109	69	11	70	40	29	107
%V	15.4%	15.8%	19.8%	19.6%	14.1%	18.5%	10.3%	19.5%
%H (All HH)		97.3%	61.6%	9.8%	62.5%	35.7%	25.9%	95.5%
%H (TV HH)			63.3%	10.1%	64.2%	36.7%	26.6%	
10 - 15	101	100	62	10	66	39	27	100
%V	13.9%	14.5%	17.8%	17.9%	13.3%	18.1%	9.6%	18.2%
%H (All HH)		99.0%	61.4%	9.9%	65.3%	38.6%	26.7%	99.0%
%H (TV HH)			62.0%	10.0%	66.0%	39.0%	27.0%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
1	256	256	101	18	174	42	132	162
%V	35.3%	37.0%	28.9%	32.1%	35.0%	19.4%	47.0%	29.5%
%H (All HH)		100.0%	39.5%	7.0%	68.0%	16.4%	51.6%	63.3%
%H (TV HH)			39.5%	7.0%	68.0%	16.4%	51.6%	
2	282	282	145	23	205	92	113	223
%V	38.9%	40.8%	41.5%	41.1%	41.2%	42.6%	40.2%	40.6%
%H (All HH)		100.0%	51.4%	8.2%	72.7%	32.6%	40.1%	79.1%
%H (TV HH)			51.4%	8.2%	72.7%	32.6%	40.1%	
3	96	96	63	9	72	47	25	90
%V	13.2%	13.9%	18.1%	16.1%	14.5%	21.8%	8.9%	16.4%
%H (All HH)		100.0%	65.6%	9.4%	75.0%	49.0%	26.0%	93.8%
%H (TV HH)			65.6%	9.4%	75.0%	49.0%	26.0%	
4	37	37	26	3	30	21	8	36
%V	5.1%	5.3%	7.4%	5.4%	6.0%	9.7%	2.8%	6.6%
%H (All HH)		100.0%	70.3%	8.1%	81.1%	56.8%	21.6%	97.3%
%H (TV HH)			70.3%	8.1%	81.1%	56.8%	21.6%	
5+	20	20	14	3	17	14	3	20
%V	2.8%	2.9%	4.0%	5.4%	3.4%	6.5%	1.1%	3.6%
%H (All HH)		100.0%	70.0%	15.0%	85.0%	70.0%	15.0%	100.0%
%H (TV HH)			70.0%	15.0%	85.0%	70.0%	15.0%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Under 20"	94	94	45	8	79	39	40	73
%V	13.0%	13.6%	12.9%	14.3%	15.9%	18.1%	14.2%	13.3%
%H (All HH)		100.0%	47.9%	8.5%	84.0%	41.5%	42.6%	77.7%
%H (TV HH)			47.9%	8.5%	84.0%	41.5%	42.6%	
20" - 29"	282	282	134	23	215	91	124	213
%V	38.9%	40.8%	38.4%	41.1%	43.3%	42.1%	44.1%	38.8%
%H (All HH)		100.0%	47.5%	8.2%	76.2%	32.3%	44.0%	75.5%
%H (TV HH)			47.5%	8.2%	76.2%	32.3%	44.0%	
30" - 39"	385	385	202	33	273	125	147	301
%V	53.1%	55.6%	57.9%	58.9%	54.9%	57.9%	52.3%	54.8%
%H (All HH)		100.0%	52.5%	8.6%	70.9%	32.5%	38.2%	78.2%
%H (TV HH)			52.5%	8.6%	70.9%	32.5%	38.2%	
40" and over	337	337	211	30	234	139	94	300
%V	46.5%	48.7%	60.5%	53.6%	47.1%	64.4%	33.5%	54.6%
%H (All HH)		100.0%	62.6%	8.9%	69.4%	41.2%	27.9%	89.0%
%H (TV HH)			62.6%	8.9%	69.4%	41.2%	27.9%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Ulster

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Main living room	678	678	344	55	489	213	276	520
%V	93.5%	98.0%	98.6%	98.2%	98.4%	98.6%	98.2%	94.7%
%H (All HH)		100.0%	50.7%	8.1%	72.1%	31.4%	40.7%	76.7%
%H (TV HH)			50.7%	8.1%	72.1%	31.4%	40.7%	
Kitchen	142	142	74	7	122	61	61	113
%V	19.6%	20.5%	21.2%	12.5%	24.5%	28.2%	21.7%	20.6%
%H (All HH)		100.0%	52.1%	4.9%	85.9%	43.0%	43.0%	79.6%
%H (TV HH)			52.1%	4.9%	85.9%	43.0%	43.0%	
Adult's bedroom	234	234	142	23	171	104	68	201
%V	32.3%	33.8%	40.7%	41.1%	34.4%	48.1%	24.2%	36.6%
%H (All HH)		100.0%	60.7%	9.8%	73.1%	44.4%	29.1%	85.9%
%H (TV HH)			60.7%	9.8%	73.1%	44.4%	29.1%	
Child's bedroom	65	65	43	7	44	29	14	62
%V	9.0%	9.4%	12.3%	12.5%	8.9%	13.4%	5.0%	11.3%
%H (All HH)		100.0%	66.2%	10.8%	67.7%	44.6%	21.5%	95.4%
%H (TV HH)			66.2%	10.8%	67.7%	44.6%	21.5%	
Other bedroom	31	31	19	5	26	19	7	28
%V	4.3%	4.5%	5.4%	8.9%	5.2%	8.8%	2.5%	5.1%
%H (All HH)		100.0%	61.3%	16.1%	83.9%	61.3%	22.6%	90.3%
%H (TV HH)			61.3%	16.1%	83.9%	61.3%	22.6%	
Second living/dining room	116	116	71	11	79	47	32	106
%V	16.0%	16.8%	20.3%	19.6%	15.9%	21.8%	11.4%	19.3%
%H (All HH)		100.0%	61.2%	9.5%	68.1%	40.5%	27.6%	91.4%
%H (TV HH)			61.2%	9.5%	68.1%	40.5%	27.6%	
Study/office	10	10	7	0	9	6	3	10
%V	1.4%	1.4%	2.0%	0.0%	1.8%	2.8%	1.1%	1.8%
%H (All HH)		100.0%	70.0%	0.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			70.0%	0.0%	90.0%	60.0%	30.0%	
TV room	12	12	6	1	9	5	4	12
%V	1.7%	1.7%	1.7%	1.8%	1.8%	2.3%	1.4%	2.2%
%H (All HH)		100.0%	50.0%	8.3%	75.0%	41.7%	33.3%	100.0%
%H (TV HH)			50.0%	8.3%	75.0%	41.7%	33.3%	
Conservatory	11	11	7	1	10	7	3	10
%V	1.5%	1.6%	2.0%	1.8%	2.0%	3.2%	1.1%	1.8%
%H (All HH)		100.0%	63.6%	9.1%	90.9%	63.6%	27.3%	90.9%
%H (TV HH)			63.6%	9.1%	90.9%	63.6%	27.3%	
Attic or loft room	2	2	0	0	1	0	1	2
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.4%	0.4%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
No specific location	2	2	1	0	2	1	0	1
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	0.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	0.0%	
Other	6	6	4	0	5	3	2	6
%V	0.8%	0.9%	1.1%	0.0%	1.0%	1.4%	0.7%	1.1%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Any DSAT provider	349	349	349	2	190	190	0	310
%V	48.1%	50.4%	100.0%	3.6%	38.2%	88.0%	0.0%	56.5%
%H (All HH)			100.0%	0.6%	54.4%	54.4%	0.0%	88.8%
%H (TV HH)			100.0%	0.6%	54.4%	54.4%	0.0%	
Sky with subscription	297	297	297	1	162	162	0	267
%V	41.0%	42.9%	85.1%	1.8%	32.6%	75.0%	0.0%	48.6%
%H (All HH)			100.0%	0.3%	54.5%	54.5%	0.0%	89.9%
%H (TV HH)			100.0%	0.3%	54.5%	54.5%	0.0%	
Sky without subscription	23	23	23	0	13	13	0	17
%V	3.2%	3.3%	6.6%	0.0%	2.6%	6.0%	0.0%	3.1%
%H (All HH)			100.0%	0.0%	56.5%	56.5%	0.0%	73.9%
%H (TV HH)			100.0%	0.0%	56.5%	56.5%	0.0%	
Freesat	42	42	42	0	29	29	0	38
%V	5.8%	6.1%	12.0%	0.0%	5.8%	13.4%	0.0%	6.9%
%H (All HH)			100.0%	0.0%	69.0%	69.0%	0.0%	90.5%
%H (TV HH)			100.0%	0.0%	69.0%	69.0%	0.0%	
Other satellite provider	13	13	13	0	5	5	0	12
%V	1.8%	1.9%	3.7%	0.0%	1.0%	2.3%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	92.3%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	56	56	2	56	26	26	0	48
%V	7.7%	8.1%	0.6%	100.0%	5.2%	12.0%	0.0%	8.7%
%H (All HH)			3.6%	100.0%	46.4%	46.4%	0.0%	85.7%
%H (TV HH)			3.6%	100.0%	46.4%	46.4%	0.0%	
DTT	497	497	190	26	497	216	281	359
%V	68.6%	71.8%	54.4%	46.4%	100.0%	100.0%	100.0%	65.4%
%H (All HH)		100.0%	38.2%	5.2%	100.0%	43.5%	56.5%	72.2%
%H (TV HH)			38.2%	5.2%	100.0%	43.5%	56.5%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
PVR	363	363	283	41	216	176	39	329
%V	50.1%	52.5%	81.1%	73.2%	43.5%	81.5%	13.9%	59.9%
%H (All HH)		100.0%	78.0%	11.3%	59.5%	48.5%	10.7%	90.6%
%H (TV HH)			78.0%	11.3%	59.5%	48.5%	10.7%	
DVDR	16	16	9	1	12	7	5	14
%V	2.2%	2.3%	2.6%	1.8%	2.4%	3.2%	1.8%	2.6%
%H (All HH)		100.0%	56.3%	6.3%	75.0%	43.8%	31.3%	87.5%
%H (TV HH)			56.3%	6.3%	75.0%	43.8%	31.3%	
VCR	6	6	3	0	5	2	3	4
%V	0.8%	0.9%	0.9%	0.0%	1.0%	0.9%	1.1%	0.7%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	33.3%	50.0%	66.7%
%H (TV HH)			50.0%	0.0%	83.3%	33.3%	50.0%	
Any recorder	373	373	286	42	224	178	46	335
%V	51.4%	53.9%	81.9%	75.0%	45.1%	82.4%	16.4%	61.0%
%H (All HH)		100.0%	76.7%	11.3%	60.1%	47.7%	12.3%	89.8%
%H (TV HH)			76.7%	11.3%	60.1%	47.7%	12.3%	
Receives HDTV (via STB or built-in reception)	345	345	223	36	229	142	87	306
%V	47.6%	49.9%	63.9%	64.3%	46.1%	65.7%	31.0%	55.7%
%H (All HH)		100.0%	64.6%	10.4%	66.4%	41.2%	25.2%	88.7%
%H (TV HH)			64.6%	10.4%	66.4%	41.2%	25.2%	
DVD/Blu-ray player or recorder	476	476	258	40	338	160	177	392
%V	65.7%	68.8%	73.9%	71.4%	68.0%	74.1%	63.0%	71.4%
%H (All HH)		100.0%	54.2%	8.4%	71.0%	33.6%	37.2%	82.4%
%H (TV HH)			54.2%	8.4%	71.0%	33.6%	37.2%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	725	692	349	56	497	216	281	549
%H (All HH)		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%
%H (TV HH)			50.4%	8.1%	71.8%	31.2%	40.6%	
Has broadband internet	549	531	310	48	359	193	167	549
%V	75.7%	76.7%	88.8%	85.7%	72.2%	89.4%	59.4%	100.0%
%H (All HH)		96.7%	56.5%	8.7%	65.4%	35.2%	30.4%	100.0%
%H (TV HH)			58.4%	9.0%	67.6%	36.3%	31.5%	
Number of computers (PCs and laptops)								
0	188	173	47	9	144	27	117	25
%V	25.9%	25.0%	13.5%	16.1%	29.0%	12.5%	41.6%	4.6%
%H (All HH)		92.0%	25.0%	4.8%	76.6%	14.4%	62.2%	13.3%
%H (TV HH)			27.2%	5.2%	83.2%	15.6%	67.6%	
1	195	185	97	13	123	51	73	184
%V	26.9%	26.7%	27.8%	23.2%	24.7%	23.6%	26.0%	33.5%
%H (All HH)		94.9%	49.7%	6.7%	63.1%	26.2%	37.4%	94.4%
%H (TV HH)			52.4%	7.0%	66.5%	27.6%	39.5%	
2	177	173	101	17	118	64	54	175
%V	24.4%	25.0%	28.9%	30.4%	23.7%	29.6%	19.2%	31.9%
%H (All HH)		97.7%	57.1%	9.6%	66.7%	36.2%	30.5%	98.9%
%H (TV HH)			58.4%	9.8%	68.2%	37.0%	31.2%	
3	83	81	53	7	54	34	20	83
%V	11.4%	11.7%	15.2%	12.5%	10.9%	15.7%	7.1%	15.1%
%H (All HH)		97.6%	63.9%	8.4%	65.1%	41.0%	24.1%	100.0%
%H (TV HH)			65.4%	8.6%	66.7%	42.0%	24.7%	
4	39	38	26	5	26	19	7	39
%V	5.4%	5.5%	7.4%	8.9%	5.2%	8.8%	2.5%	7.1%
%H (All HH)		97.4%	66.7%	12.8%	66.7%	48.7%	17.9%	100.0%
%H (TV HH)			68.4%	13.2%	68.4%	50.0%	18.4%	
5+	42	42	26	5	31	21	10	42
%V	5.8%	6.1%	7.4%	8.9%	6.2%	9.7%	3.6%	7.7%
%H (All HH)		100.0%	61.9%	11.9%	73.8%	50.0%	23.8%	100.0%
%H (TV HH)			61.9%	11.9%	73.8%	50.0%	23.8%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Under 20"	114	57	10	96	49	46	92
%V	8.3%	7.5%	8.5%	9.5%	9.2%	9.5%	8.1%
%H		50.0%	8.8%	84.2%	43.0%	40.4%	80.7%
20" - 29"	360	178	30	276	126	150	279
%V	26.3%	23.3%	25.6%	27.3%	23.8%	31.1%	24.7%
%H		49.4%	8.3%	76.7%	35.0%	41.7%	77.5%
30" - 39"	468	254	42	339	169	170	377
%V	34.2%	33.3%	35.9%	33.5%	31.9%	35.3%	33.3%
%H		54.3%	9.0%	72.4%	36.1%	36.3%	80.6%
40" and over	407	265	34	283	177	106	367
%V	29.7%	34.7%	29.1%	28.0%	33.4%	22.0%	32.4%
%H		65.1%	8.4%	69.5%	43.5%	26.0%	90.2%
Don't know	20	9	2	17	8	9	15
%V	1.5%	1.2%	1.7%	1.7%	1.5%	1.9%	1.3%
%H		45.0%	10.0%	85.0%	40.0%	45.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Main living room	682	346	55	492	215	276	523
%V	49.8%	45.3%	47.0%	48.7%	40.6%	57.3%	46.2%
%H		50.7%	8.1%	72.1%	31.5%	40.5%	76.7%
Kitchen	143	75	7	122	61	61	114
%V	10.4%	9.8%	6.0%	12.1%	11.5%	12.7%	10.1%
%H		52.4%	4.9%	85.3%	42.7%	42.7%	79.7%
Adult's bedroom	265	164	28	193	122	72	232
%V	19.4%	21.5%	23.9%	19.1%	23.0%	14.9%	20.5%
%H		61.9%	10.6%	72.8%	46.0%	27.2%	87.5%
Child's bedroom	84	56	9	57	39	19	81
%V	6.1%	7.3%	7.7%	5.6%	7.4%	3.9%	7.2%
%H		66.7%	10.7%	67.9%	46.4%	22.6%	96.4%
Other bedroom	35	23	5	30	22	7	32
%V	2.6%	3.0%	4.3%	3.0%	4.2%	1.5%	2.8%
%H		65.7%	14.3%	85.7%	62.9%	20.0%	91.4%
Second living/dining room	117	73	11	81	48	33	107
%V	8.5%	9.6%	9.4%	8.0%	9.1%	6.8%	9.5%
%H		62.4%	9.4%	69.2%	41.0%	28.2%	91.5%
Study/office	10	7	0	9	6	3	10
%V	0.7%	0.9%	0.0%	0.9%	1.1%	0.6%	0.9%
%H		70.0%	0.0%	90.0%	60.0%	30.0%	100.0%
TV room	12	6	1	9	5	4	12
%V	0.9%	0.8%	0.9%	0.9%	0.9%	0.8%	1.1%
%H		50.0%	8.3%	75.0%	41.7%	33.3%	100.0%
Conservatory	11	7	1	10	7	3	10
%V	0.8%	0.9%	0.9%	1.0%	1.3%	0.6%	0.9%
%H		63.6%	9.1%	90.9%	63.6%	27.3%	90.9%
Attic or loft room	2	0	0	1	0	1	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	6	4	0	5	3	2	6
%V	0.4%	0.5%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
PVR	504	408	53	283	240	44	463
%V	36.8%	53.5%	45.3%	28.0%	45.3%	9.1%	40.9%
%H		81.0%	10.5%	56.2%	47.6%	8.7%	91.9%
DVDR	16	9	2	12	7	5	14
%V	1.2%	1.2%	1.7%	1.2%	1.3%	1.0%	1.2%
%H		56.3%	12.5%	75.0%	43.8%	31.3%	87.5%
VCR	7	4	0	5	2	3	5
%V	0.5%	0.5%	0.0%	0.5%	0.4%	0.6%	0.4%
%H		57.1%	0.0%	71.4%	28.6%	42.9%	71.4%
Any recorder	517	413	54	294	243	50	473
%V	37.8%	54.1%	46.2%	29.1%	45.8%	10.4%	41.8%
%H		79.9%	10.4%	56.9%	47.0%	9.7%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: 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	1369	763	117	1011	530	482	1131
%H		55.7%	8.5%	73.8%	38.7%	35.2%	82.6%
Receives HDTV (via STB or built-in reception)	513	333	60	339	218	122	464
%V	37.5%	43.6%	51.3%	33.5%	41.1%	25.3%	41.0%
%H		64.9%	11.7%	66.1%	42.5%	23.8%	90.4%
DVD/Blu-ray player or recorder	642	365	58	458	240	218	551
%V	46.9%	47.8%	49.6%	45.3%	45.3%	45.2%	48.7%
%H		56.9%	9.0%	71.3%	37.4%	34.0%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
Under 20"	8	1	0	6	1	6	5
%V	1.2%	0.3%	0.0%	1.2%	0.5%	2.1%	0.9%
%H		12.5%	0.0%	75.0%	12.5%	75.0%	62.5%
20" - 29"	89	23	4	72	12	60	46
%V	12.9%	6.6%	7.1%	14.5%	5.6%	21.4%	8.7%
%H		25.8%	4.5%	80.9%	13.5%	67.4%	51.7%
30" - 39"	265	121	22	192	71	122	188
%V	38.5%	34.8%	39.3%	38.6%	32.9%	43.4%	35.6%
%H		45.7%	8.3%	72.5%	26.8%	46.0%	70.9%
40" and over	319	200	29	218	130	88	283
%V	46.3%	57.5%	51.8%	43.9%	60.2%	31.3%	53.6%
%H		62.7%	9.1%	68.3%	40.8%	27.6%	88.7%
Don't know	8	3	1	8	3	5	6
%V	1.2%	0.9%	1.8%	1.6%	1.4%	1.8%	1.1%
%H		37.5%	12.5%	100.0%	37.5%	62.5%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
PVR	354	277	41	209	171	38	321
%V	51.4%	79.6%	73.2%	42.1%	79.2%	13.5%	60.8%
%H		78.2%	11.6%	59.0%	48.3%	10.7%	90.7%
DVDR	13	7	1	10	5	4	11
%V	1.9%	2.0%	1.8%	2.0%	2.3%	1.4%	2.1%
%H		53.8%	7.7%	76.9%	38.5%	30.8%	84.6%
VCR	5	2	0	4	1	3	3
%V	0.7%	0.6%	0.0%	0.8%	0.5%	1.1%	0.6%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	364	279	41	216	173	44	327
%V	52.8%	80.2%	73.2%	43.5%	80.1%	15.7%	61.9%
%H		76.6%	11.3%	59.3%	47.5%	12.1%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	348	56	497	216	281	528
%H		50.5%	8.1%	72.1%	31.3%	40.8%	76.6%
Receives HDTV (via STB or built-in reception)	333	216	35	219	135	84	296
%V	48.3%	62.1%	62.5%	44.1%	62.5%	29.9%	56.1%
%H		64.9%	10.5%	65.8%	40.5%	25.2%	88.9%
DVD/Blu-ray player or recorder	446	242	37	313	147	166	365
%V	64.7%	69.5%	66.1%	63.0%	68.1%	59.1%	69.1%
%H		54.3%	8.3%	70.2%	33.0%	37.2%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
Under 20"	106	56	9	89	49	40	87
%V	15.6%	13.5%	14.5%	17.3%	15.6%	19.9%	14.4%
%H		52.8%	8.5%	84.0%	46.2%	37.7%	82.1%
20" - 29"	271	155	25	205	114	90	233
%V	39.9%	37.3%	40.3%	39.8%	36.3%	44.8%	38.6%
%H		57.2%	9.2%	75.6%	42.1%	33.2%	86.0%
30" - 39"	203	133	20	146	98	48	189
%V	29.9%	32.0%	32.3%	28.3%	31.2%	23.9%	31.3%
%H		65.5%	9.9%	71.9%	48.3%	23.6%	93.1%
40" and over	88	65	6	65	47	18	84
%V	12.9%	15.7%	9.7%	12.6%	15.0%	9.0%	13.9%
%H		73.9%	6.8%	73.9%	53.4%	20.5%	95.5%
Don't know	12	6	1	10	5	4	10
%V	1.8%	1.4%	1.6%	1.9%	1.6%	2.0%	1.7%
%H		50.0%	8.3%	83.3%	41.7%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
PVR	150	131	13	75	69	6	142
%V	22.1%	31.6%	21.0%	14.6%	22.0%	3.0%	23.5%
%H		87.3%	8.7%	50.0%	46.0%	4.0%	94.7%
DVDR	3	2	0	2	2	1	3
%V	0.4%	0.5%	0.0%	0.4%	0.6%	0.5%	0.5%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
VCR	2	1	0	1	1	0	2
%V	0.3%	0.2%	0.0%	0.2%	0.3%	0.0%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Any recorder	153	134	13	77	71	7	146
%V	22.5%	32.3%	21.0%	15.0%	22.6%	3.5%	24.2%
%H		87.6%	8.5%	50.3%	46.4%	4.6%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	680	415	62	515	314	201	603
%H		61.0%	9.1%	75.7%	46.2%	29.6%	88.7%
Receives HDTV (via STB or built-in reception)	180	118	25	120	82	38	169
%V	26.5%	28.4%	40.3%	23.3%	26.1%	18.9%	28.0%
%H		65.6%	13.9%	66.7%	45.6%	21.1%	93.9%
DVD/Blu-ray player or recorder	197	124	21	146	94	52	185
%V	29.0%	29.9%	33.9%	28.3%	29.9%	25.9%	30.7%
%H		62.9%	10.7%	74.1%	47.7%	26.4%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1825	1766	996	151	1240	633	607	1569
%H		96.8%	54.6%	8.3%	67.9%	34.7%	33.3%	86.0%
Total Children	387	380	234	36	250	143	107	374
%V	21.2%	21.5%	23.5%	23.8%	20.2%	22.6%	17.6%	23.8%
%H		98.2%	60.5%	9.3%	64.6%	37.0%	27.6%	96.6%
0 - 3	98	96	58	10	62	33	29	94
%V	5.4%	5.4%	5.8%	6.6%	5.0%	5.2%	4.8%	6.0%
%H		98.0%	59.2%	10.2%	63.3%	33.7%	29.6%	95.9%
4 - 15	289	284	177	27	188	110	78	280
%V	15.8%	16.1%	17.8%	17.9%	15.2%	17.4%	12.9%	17.8%
%H		98.3%	61.2%	9.3%	65.1%	38.1%	27.0%	96.9%
4 - 9	152	148	93	12	96	55	41	145
%V	8.3%	8.4%	9.3%	7.9%	7.7%	8.7%	6.8%	9.2%
%H		97.4%	61.2%	7.9%	63.2%	36.2%	27.0%	95.4%
10 - 15	138	136	83	14	92	55	37	136
%V	7.6%	7.7%	8.3%	9.3%	7.4%	8.7%	6.1%	8.7%
%H		98.6%	60.1%	10.1%	66.7%	39.9%	26.8%	98.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1825	1766	996	151	1240	633	607	1569
%H		96.8%	54.6%	8.3%	67.9%	34.7%	33.3%	86.0%
Total Adults (16+)	1438	1386	761	115	989	490	500	1195
%V	78.8%	78.5%	76.4%	76.2%	79.8%	77.4%	82.4%	76.2%
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
16 - 19	96	94	62	7	66	41	25	94
%V	5.3%	5.3%	6.2%	4.6%	5.3%	6.5%	4.1%	6.0%
%H		97.9%	64.6%	7.3%	68.8%	42.7%	26.0%	97.9%
20 - 24	111	105	62	12	69	40	29	107
%V	6.1%	5.9%	6.2%	7.9%	5.6%	6.3%	4.8%	6.8%
%H		94.6%	55.9%	10.8%	62.2%	36.0%	26.1%	96.4%
25 - 34	247	237	142	21	157	84	72	229
%V	13.5%	13.4%	14.3%	13.9%	12.7%	13.3%	11.9%	14.6%
%H		96.0%	57.5%	8.5%	63.6%	34.0%	29.1%	92.7%
35 - 44	239	231	139	23	149	83	66	225
%V	13.1%	13.1%	14.0%	15.2%	12.0%	13.1%	10.9%	14.3%
%H		96.7%	58.2%	9.6%	62.3%	34.7%	27.6%	94.1%
45 - 54	260	253	144	22	179	95	84	236
%V	14.2%	14.3%	14.5%	14.6%	14.4%	15.0%	13.8%	15.0%
%H		97.3%	55.4%	8.5%	68.8%	36.5%	32.3%	90.8%
55 - 64	206	199	104	14	150	70	80	166
%V	11.3%	11.3%	10.4%	9.3%	12.1%	11.1%	13.2%	10.6%
%H		96.6%	50.5%	6.8%	72.8%	34.0%	38.8%	80.6%
65+	279	269	108	16	219	76	143	139
%V	15.3%	15.2%	10.8%	10.6%	17.7%	12.0%	23.6%	8.9%
%H		96.4%	38.7%	5.7%	78.5%	27.2%	51.3%	49.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1438	1386	761	115	989	490	500	1195
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
AB	329	320	184	29	228	123	105	315
%V	22.9%	23.1%	24.2%	25.2%	23.1%	25.1%	21.0%	26.4%
%H		97.3%	55.9%	8.8%	69.3%	37.4%	31.9%	95.7%
C1	335	324	182	32	229	120	109	300
%V	23.3%	23.4%	23.9%	27.8%	23.2%	24.5%	21.8%	25.1%
%H		96.7%	54.3%	9.6%	68.4%	35.8%	32.5%	89.6%
C2	312	305	175	20	228	121	107	269
%V	21.7%	22.0%	23.0%	17.4%	23.1%	24.7%	21.4%	22.5%
%H		97.8%	56.1%	6.4%	73.1%	38.8%	34.3%	86.2%
D	259	245	143	23	159	82	77	213
%V	18.0%	17.7%	18.8%	20.0%	16.1%	16.7%	15.4%	17.8%
%H		94.6%	55.2%	8.9%	61.4%	31.7%	29.7%	82.2%
E	203	192	76	11	146	43	103	99
%V	14.1%	13.9%	10.0%	9.6%	14.8%	8.8%	20.6%	8.3%
%H		94.6%	37.4%	5.4%	71.9%	21.2%	50.7%	48.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1438	1386	761	115	989	490	500	1195
%H		96.4%	52.9%	8.0%	68.8%	34.1%	34.8%	83.1%
Working full time	636	616	367	54	426	236	189	595
%V	44.2%	44.4%	48.2%	47.0%	43.1%	48.2%	37.8%	49.8%
%H		96.9%	57.7%	8.5%	67.0%	37.1%	29.7%	93.6%
Working part time	151	147	85	18	98	56	43	140
%V	10.5%	10.6%	11.2%	15.7%	9.9%	11.4%	8.6%	11.7%
%H		97.4%	56.3%	11.9%	64.9%	37.1%	28.5%	92.7%
Not working	650	623	310	43	465	198	268	460
%V	45.2%	44.9%	40.7%	37.4%	47.0%	40.4%	53.6%	38.5%
%H		95.8%	47.7%	6.6%	71.5%	30.5%	41.2%	70.8%
Housewife/Houseperson	725	692	349	56	497	216	281	549
%V	50.4%	49.9%	45.9%	48.7%	50.3%	44.1%	56.2%	45.9%
%H		95.4%	48.1%	7.7%	68.6%	29.8%	38.8%	75.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
16 - 19	52	50	33	3	35	21	14	50
%V	7.4%	7.5%	8.8%	5.5%	7.3%	8.7%	5.9%	8.5%
%H		96.2%	63.5%	5.8%	67.3%	40.4%	26.9%	96.2%
20 - 24	55	52	29	6	35	19	16	52
%V	7.9%	7.7%	7.8%	10.9%	7.3%	7.9%	6.7%	8.8%
%H		94.5%	52.7%	10.9%	63.6%	34.5%	29.1%	94.5%
25 - 34	122	117	71	10	79	45	35	113
%V	17.5%	17.4%	19.0%	18.2%	16.5%	18.6%	14.7%	19.2%
%H		95.9%	58.2%	8.2%	64.8%	36.9%	28.7%	92.6%
35 - 44	116	112	66	12	71	39	32	108
%V	16.6%	16.7%	17.7%	21.8%	14.8%	16.1%	13.4%	18.4%
%H		96.6%	56.9%	10.3%	61.2%	33.6%	27.6%	93.1%
45 - 54	127	123	70	10	89	47	41	115
%V	18.2%	18.3%	18.8%	18.2%	18.5%	19.4%	17.2%	19.6%
%H		96.9%	55.1%	7.9%	70.1%	37.0%	32.3%	90.6%
55 - 64	102	98	51	6	75	35	40	82
%V	14.6%	14.6%	13.7%	10.9%	15.6%	14.5%	16.8%	13.9%
%H		96.1%	50.0%	5.9%	73.5%	34.3%	39.2%	80.4%
65+	126	121	53	8	97	37	59	69
%V	18.0%	18.0%	14.2%	14.5%	20.2%	15.3%	24.8%	11.7%
%H		96.0%	42.1%	6.3%	77.0%	29.4%	46.8%	54.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
AB	161	157	90	14	111	61	51	155
%V	23.0%	23.4%	24.1%	25.5%	23.1%	25.2%	21.4%	26.4%
%H		97.5%	55.9%	8.7%	68.9%	37.9%	31.7%	96.3%
C1	157	151	85	15	107	57	50	144
%V	22.5%	22.5%	22.8%	27.3%	22.3%	23.6%	21.0%	24.5%
%H		96.2%	54.1%	9.6%	68.2%	36.3%	31.8%	91.7%
C2	168	163	94	9	121	63	58	140
%V	24.0%	24.3%	25.2%	16.4%	25.2%	26.0%	24.4%	23.8%
%H		97.0%	56.0%	5.4%	72.0%	37.5%	34.5%	83.3%
D	128	121	73	11	80	43	36	107
%V	18.3%	18.0%	19.6%	20.0%	16.7%	17.8%	15.1%	18.2%
%H		94.5%	57.0%	8.6%	62.5%	33.6%	28.1%	83.6%
E	86	80	31	5	60	18	43	42
%V	12.3%	11.9%	8.3%	9.1%	12.5%	7.4%	18.1%	7.1%
%H		93.0%	36.0%	5.8%	69.8%	20.9%	50.0%	48.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	671	373	55	480	242	238	588
%H		96.0%	53.4%	7.9%	68.7%	34.6%	34.0%	84.1%
Working full time	397	384	230	32	267	149	118	370
%V	56.8%	57.2%	61.7%	58.2%	55.6%	61.6%	49.6%	62.9%
%H		96.7%	57.9%	8.1%	67.3%	37.5%	29.7%	93.2%
Working part time	32	30	17	4	21	11	9	28
%V	4.6%	4.5%	4.6%	7.3%	4.4%	4.5%	3.8%	4.8%
%H		93.8%	53.1%	12.5%	65.6%	34.4%	28.1%	87.5%
Not working	271	257	126	19	192	82	110	190
%V	38.8%	38.3%	33.8%	34.5%	40.0%	33.9%	46.2%	32.3%
%H		94.8%	46.5%	7.0%	70.8%	30.3%	40.6%	70.1%
Housewife/Houseperson	139	126	51	11	90	29	61	83
%V	19.9%	18.8%	13.7%	20.0%	18.8%	12.0%	25.6%	14.1%
%H		90.6%	36.7%	7.9%	64.7%	20.9%	43.9%	59.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
16 - 19	44	44	29	4	31	20	11	44
%V	6.0%	6.2%	7.5%	6.7%	6.1%	8.1%	4.2%	7.2%
%H		100.0%	65.9%	9.1%	70.5%	45.5%	25.0%	100.0%
20 - 24	56	53	33	6	34	21	13	55
%V	7.6%	7.4%	8.5%	10.0%	6.7%	8.5%	5.0%	9.1%
%H		94.6%	58.9%	10.7%	60.7%	37.5%	23.2%	98.2%
25 - 34	125	120	71	11	77	40	38	116
%V	16.9%	16.8%	18.3%	18.3%	15.1%	16.1%	14.5%	19.1%
%H		96.0%	56.8%	8.8%	61.6%	32.0%	30.4%	92.8%
35 - 44	123	119	73	11	79	45	34	117
%V	16.7%	16.6%	18.8%	18.3%	15.5%	18.1%	13.0%	19.3%
%H		96.7%	59.3%	8.9%	64.2%	36.6%	27.6%	95.1%
45 - 54	132	130	75	12	90	48	42	121
%V	17.9%	18.2%	19.3%	20.0%	17.6%	19.4%	16.0%	19.9%
%H		98.5%	56.8%	9.1%	68.2%	36.4%	31.8%	91.7%
55 - 64	104	101	53	8	75	35	40	84
%V	14.1%	14.1%	13.7%	13.3%	14.7%	14.1%	15.3%	13.8%
%H		97.1%	51.0%	7.7%	72.1%	33.7%	38.5%	80.8%
65+	153	148	55	8	122	38	84	70
%V	20.7%	20.7%	14.2%	13.3%	23.9%	15.3%	32.1%	11.5%
%H		96.7%	35.9%	5.2%	79.7%	24.8%	54.9%	45.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
AB	168	164	94	15	117	63	54	161
%V	22.8%	22.9%	24.2%	25.0%	22.9%	25.4%	20.6%	26.5%
%H		97.6%	56.0%	8.9%	69.6%	37.5%	32.1%	95.8%
C1	178	173	97	17	121	63	58	156
%V	24.1%	24.2%	25.0%	28.3%	23.7%	25.4%	22.1%	25.7%
%H		97.2%	54.5%	9.6%	68.0%	35.4%	32.6%	87.6%
C2	144	142	81	11	107	58	49	128
%V	19.5%	19.9%	20.9%	18.3%	21.0%	23.4%	18.7%	21.1%
%H		98.6%	56.3%	7.6%	74.3%	40.3%	34.0%	88.9%
D	130	124	70	12	79	39	40	105
%V	17.6%	17.3%	18.0%	20.0%	15.5%	15.7%	15.3%	17.3%
%H		95.4%	53.8%	9.2%	60.8%	30.0%	30.8%	80.8%
E	118	113	45	6	85	25	60	57
%V	16.0%	15.8%	11.6%	10.0%	16.7%	10.1%	22.9%	9.4%
%H		95.8%	38.1%	5.1%	72.0%	21.2%	50.8%	48.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Ulster

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	715	388	60	510	248	262	607
%H		96.9%	52.6%	8.1%	69.1%	33.6%	35.5%	82.2%
Working full time	240	232	137	23	158	87	71	225
%V	32.5%	32.4%	35.3%	38.3%	31.0%	35.1%	27.1%	37.1%
%H		96.7%	57.1%	9.6%	65.8%	36.3%	29.6%	93.8%
Working part time	119	116	68	14	78	45	33	112
%V	16.1%	16.2%	17.5%	23.3%	15.3%	18.1%	12.6%	18.5%
%H		97.5%	57.1%	11.8%	65.5%	37.8%	27.7%	94.1%
Not working	379	366	184	24	273	116	158	270
%V	51.4%	51.2%	47.4%	40.0%	53.5%	46.8%	60.3%	44.5%
%H		96.6%	48.5%	6.3%	72.0%	30.6%	41.7%	71.2%
Housewife/Houseperson	585	566	298	45	407	186	220	466
%V	79.3%	79.2%	76.8%	75.0%	79.8%	75.0%	84.0%	76.8%
%H		96.8%	50.9%	7.7%	69.6%	31.8%	37.6%	79.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
AB	64	62	31	0	51	20	31	58
%V	22.1%	22.5%	21.2%	0.0%	22.7%	20.4%	24.4%	26.4%
%H (All HH)		96.9%	48.4%	0.0%	79.7%	31.3%	48.4%	90.6%
%H (TV HH)			50.0%	0.0%	82.3%	32.3%	50.0%	
C1	60	58	32	0	48	22	26	50
%V	20.8%	21.0%	21.9%	0.0%	21.3%	22.4%	20.5%	22.7%
%H (All HH)		96.7%	53.3%	0.0%	80.0%	36.7%	43.3%	83.3%
%H (TV HH)			55.2%	0.0%	82.8%	37.9%	44.8%	
C2	70	66	42	0	54	31	23	57
%V	24.2%	23.9%	28.8%	0.0%	24.0%	31.6%	18.1%	25.9%
%H (All HH)		94.3%	60.0%	0.0%	77.1%	44.3%	32.9%	81.4%
%H (TV HH)			63.6%	0.0%	81.8%	47.0%	34.8%	
D	62	59	29	0	49	20	30	40
%V	21.5%	21.4%	19.9%	0.0%	21.8%	20.4%	23.6%	18.2%
%H (All HH)		95.2%	46.8%	0.0%	79.0%	32.3%	48.4%	64.5%
%H (TV HH)			49.2%	0.0%	83.1%	33.9%	50.8%	
E	32	30	12	0	23	5	18	15
%V	11.1%	10.9%	8.2%	0.0%	10.2%	5.1%	14.2%	6.8%
%H (All HH)		93.8%	37.5%	0.0%	71.9%	15.6%	56.3%	46.9%
%H (TV HH)			40.0%	0.0%	76.7%	16.7%	60.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Under 25	13	12	7	0	9	4	4	8
%V	4.5%	4.3%	4.8%	0.0%	4.0%	4.1%	3.1%	3.6%
%H (All HH)		92.3%	53.8%	0.0%	69.2%	30.8%	30.8%	61.5%
%H (TV HH)			58.3%	0.0%	75.0%	33.3%	33.3%	
25 - 34	35	34	23	0	25	14	11	33
%V	12.1%	12.3%	15.8%	0.0%	11.1%	14.3%	8.7%	15.0%
%H (All HH)		97.1%	65.7%	0.0%	71.4%	40.0%	31.4%	94.3%
%H (TV HH)			67.6%	0.0%	73.5%	41.2%	32.4%	
35 - 44	32	32	19	0	26	13	12	29
%V	11.1%	11.6%	13.0%	0.0%	11.6%	13.3%	9.4%	13.2%
%H (All HH)		100.0%	59.4%	0.0%	81.3%	40.6%	37.5%	90.6%
%H (TV HH)			59.4%	0.0%	81.3%	40.6%	37.5%	
45 - 54	53	50	28	0	41	20	21	47
%V	18.3%	18.1%	19.2%	0.0%	18.2%	20.4%	16.5%	21.4%
%H (All HH)		94.3%	52.8%	0.0%	77.4%	37.7%	39.6%	88.7%
%H (TV HH)			56.0%	0.0%	82.0%	40.0%	42.0%	
55 - 64	53	52	29	0	43	20	24	47
%V	18.3%	18.8%	19.9%	0.0%	19.1%	20.4%	18.9%	21.4%
%H (All HH)		98.1%	54.7%	0.0%	81.1%	37.7%	45.3%	88.7%
%H (TV HH)			55.8%	0.0%	82.7%	38.5%	46.2%	
65 +	101	95	40	0	82	27	55	56
%V	34.9%	34.4%	27.4%	0.0%	36.4%	27.6%	43.3%	25.5%
%H (All HH)		94.1%	39.6%	0.0%	81.2%	26.7%	54.5%	55.4%
%H (TV HH)			42.1%	0.0%	86.3%	28.4%	57.9%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
1	98	88	35	0	74	22	52	50
%V	33.9%	31.9%	24.0%	0.0%	32.9%	22.4%	40.9%	22.7%
%H (All HH)		89.8%	35.7%	0.0%	75.5%	22.4%	53.1%	51.0%
%H (TV HH)			39.8%	0.0%	84.1%	25.0%	59.1%	
2	118	115	63	0	92	40	52	99
%V	40.8%	41.7%	43.2%	0.0%	40.9%	40.8%	40.9%	45.0%
%H (All HH)		97.5%	53.4%	0.0%	78.0%	33.9%	44.1%	83.9%
%H (TV HH)			54.8%	0.0%	80.0%	34.8%	45.2%	
3	31	30	18	0	26	14	12	29
%V	10.7%	10.9%	12.3%	0.0%	11.6%	14.3%	9.4%	13.2%
%H (All HH)		96.8%	58.1%	0.0%	83.9%	45.2%	38.7%	93.5%
%H (TV HH)			60.0%	0.0%	86.7%	46.7%	40.0%	
4	28	28	20	0	23	15	8	27
%V	9.7%	10.1%	13.7%	0.0%	10.2%	15.3%	6.3%	12.3%
%H (All HH)		100.0%	71.4%	0.0%	82.1%	53.6%	28.6%	96.4%
%H (TV HH)			71.4%	0.0%	82.1%	53.6%	28.6%	
5+	14	14	10	0	10	6	3	14
%V	4.8%	5.1%	6.8%	0.0%	4.4%	6.1%	2.4%	6.4%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	21.4%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	21.4%	
Average HH size	2.12	2.16	2.37	3.15	2.13	2.43	1.89	2.36

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Without	229	217	109	0	180	73	107	164
%V	79.2%	78.6%	74.7%	0.0%	80.0%	74.5%	84.3%	74.5%
%H (All HH)		94.8%	47.6%	0.0%	78.6%	31.9%	46.7%	71.6%
%H (TV HH)			50.2%	0.0%	82.9%	33.6%	49.3%	
With	60	59	37	0	45	25	20	56
%V	20.8%	21.4%	25.3%	0.0%	20.0%	25.5%	15.7%	25.5%
%H (All HH)		98.3%	61.7%	0.0%	75.0%	41.7%	33.3%	93.3%
%H (TV HH)			62.7%	0.0%	76.3%	42.4%	33.9%	
0 - 3	25	24	17	0	17	11	7	23
%V	8.7%	8.7%	11.6%	0.0%	7.6%	11.2%	5.5%	10.5%
%H (All HH)		96.0%	68.0%	0.0%	68.0%	44.0%	28.0%	92.0%
%H (TV HH)			70.8%	0.0%	70.8%	45.8%	29.2%	
4 - 9	32	31	22	0	23	15	8	30
%V	11.1%	11.2%	15.1%	0.0%	10.2%	15.3%	6.3%	13.6%
%H (All HH)		96.9%	68.8%	0.0%	71.9%	46.9%	25.0%	93.8%
%H (TV HH)			71.0%	0.0%	74.2%	48.4%	25.8%	
10 - 15	27	26	15	0	21	11	10	26
%V	9.3%	9.4%	10.3%	0.0%	9.3%	11.2%	7.9%	11.8%
%H (All HH)		96.3%	55.6%	0.0%	77.8%	40.7%	37.0%	96.3%
%H (TV HH)			57.7%	0.0%	80.8%	42.3%	38.5%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
1	103	103	44	0	80	23	57	68
%V	35.6%	37.3%	30.1%	0.0%	35.6%	23.5%	44.9%	30.9%
%H (All HH)		100.0%	42.7%	0.0%	77.7%	22.3%	55.3%	66.0%
%H (TV HH)			42.7%	0.0%	77.7%	22.3%	55.3%	
2	110	110	60	0	89	39	50	86
%V	38.1%	39.9%	41.1%	0.0%	39.6%	39.8%	39.4%	39.1%
%H (All HH)		100.0%	54.5%	0.0%	80.9%	35.5%	45.5%	78.2%
%H (TV HH)			54.5%	0.0%	80.9%	35.5%	45.5%	
3	40	40	25	0	37	22	14	36
%V	13.8%	14.5%	17.1%	0.0%	16.4%	22.4%	11.0%	16.4%
%H (All HH)		100.0%	62.5%	0.0%	92.5%	55.0%	35.0%	90.0%
%H (TV HH)			62.5%	0.0%	92.5%	55.0%	35.0%	
4	13	13	9	0	10	7	3	12
%V	4.5%	4.7%	6.2%	0.0%	4.4%	7.1%	2.4%	5.5%
%H (All HH)		100.0%	69.2%	0.0%	76.9%	53.8%	23.1%	92.3%
%H (TV HH)			69.2%	0.0%	76.9%	53.8%	23.1%	
5+	10	10	8	0	9	7	2	10
%V	3.5%	3.6%	5.5%	0.0%	4.0%	7.1%	1.6%	4.5%
%H (All HH)		100.0%	80.0%	0.0%	90.0%	70.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	90.0%	70.0%	20.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%V (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Under 20"	57	57	30	0	52	26	27	49
%V	19.7%	20.7%	20.5%	0.0%	23.1%	26.5%	21.3%	22.3%
%H (All HH)		100.0%	52.6%	0.0%	91.2%	45.6%	47.4%	86.0%
%H (TV HH)			52.6%	0.0%	91.2%	45.6%	47.4%	
20" - 29"	115	115	57	0	97	41	57	85
%V	39.8%	41.7%	39.0%	0.0%	43.1%	41.8%	44.9%	38.6%
%H (All HH)		100.0%	49.6%	0.0%	84.3%	35.7%	49.6%	73.9%
%H (TV HH)			49.6%	0.0%	84.3%	35.7%	49.6%	
30" - 39"	152	152	82	0	124	55	68	117
%V	52.6%	55.1%	56.2%	0.0%	55.1%	56.1%	53.5%	53.2%
%H (All HH)		100.0%	53.9%	0.0%	81.6%	36.2%	44.7%	77.0%
%H (TV HH)			53.9%	0.0%	81.6%	36.2%	44.7%	
40" and over	122	122	80	1	98	58	40	107
%V	42.2%	44.2%	54.8%	100.0%	43.6%	59.2%	31.5%	48.6%
%H (All HH)		100.0%	65.6%	0.8%	80.3%	47.5%	32.8%	87.7%
%H (TV HH)			65.6%	0.8%	80.3%	47.5%	32.8%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Main living room	274	274	145	1	223	97	126	210
%V	94.8%	99.3%	99.3%	100.0%	99.1%	99.0%	99.2%	95.5%
%H (All HH)		100.0%	52.9%	0.4%	81.4%	35.4%	46.0%	76.6%
%H (TV HH)			52.9%	0.4%	81.4%	35.4%	46.0%	
Kitchen	41	41	23	0	37	20	17	35
%V	14.2%	14.9%	15.8%	0.0%	16.4%	20.4%	13.4%	15.9%
%H (All HH)		100.0%	56.1%	0.0%	90.2%	48.8%	41.5%	85.4%
%H (TV HH)			56.1%	0.0%	90.2%	48.8%	41.5%	
Adult's bedroom	112	112	71	0	94	52	41	94
%V	38.8%	40.6%	48.6%	0.0%	41.8%	53.1%	32.3%	42.7%
%H (All HH)		100.0%	63.4%	0.0%	83.9%	46.4%	36.6%	83.9%
%H (TV HH)			63.4%	0.0%	83.9%	46.4%	36.6%	
Child's bedroom	27	27	20	0	22	15	6	26
%V	9.3%	9.8%	13.7%	0.0%	9.8%	15.3%	4.7%	11.8%
%H (All HH)		100.0%	74.1%	0.0%	81.5%	55.6%	22.2%	96.3%
%H (TV HH)			74.1%	0.0%	81.5%	55.6%	22.2%	
Other bedroom	10	10	6	0	9	5	4	9
%V	3.5%	3.6%	4.1%	0.0%	4.0%	5.1%	3.1%	4.1%
%H (All HH)		100.0%	60.0%	0.0%	90.0%	50.0%	40.0%	90.0%
%H (TV HH)			60.0%	0.0%	90.0%	50.0%	40.0%	
Second living/dining room	37	37	22	0	33	17	15	33
%V	12.8%	13.4%	15.1%	0.0%	14.7%	17.3%	11.8%	15.0%
%H (All HH)		100.0%	59.5%	0.0%	89.2%	45.9%	40.5%	89.2%
%H (TV HH)			59.5%	0.0%	89.2%	45.9%	40.5%	
Study/office	2	2	0	0	2	0	1	2
%V	0.7%	0.7%	0.0%	0.0%	0.9%	0.0%	0.8%	0.9%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	50.0%	
TV room	3	3	2	0	3	2	1	3
%V	1.0%	1.1%	1.4%	0.0%	1.3%	2.0%	0.8%	1.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Conservatory	8	8	5	0	7	4	3	7
%V	2.8%	2.9%	3.4%	0.0%	3.1%	4.1%	2.4%	3.2%
%H (All HH)		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%	87.5%
%H (TV HH)			62.5%	0.0%	87.5%	50.0%	37.5%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.3%	0.4%	0.7%	0.0%	0.4%	1.0%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	0	0	1	0	1	1
%V	0.3%	0.4%	0.0%	0.0%	0.4%	0.0%	0.8%	0.5%
%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%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Any DSAT provider	146	146	146	0	98	98	0	125
%V	50.5%	52.9%	100.0%	0.0%	43.6%	100.0%	0.0%	56.8%
%H (All HH)			100.0%	0.0%	67.1%	67.1%	0.0%	85.6%
%H (TV HH)			100.0%	0.0%	67.1%	67.1%	0.0%	
Sky with subcription	117	117	117	0	80	80	0	103
%V	40.5%	42.4%	80.1%	0.0%	35.6%	81.6%	0.0%	46.8%
%H (All HH)			100.0%	0.0%	68.4%	68.4%	0.0%	88.0%
%H (TV HH)			100.0%	0.0%	68.4%	68.4%	0.0%	
Sky without subscription	13	13	13	0	8	8	0	8
%V	4.5%	4.7%	8.9%	0.0%	3.6%	8.2%	0.0%	3.6%
%H (All HH)			100.0%	0.0%	61.5%	61.5%	0.0%	61.5%
%H (TV HH)			100.0%	0.0%	61.5%	61.5%	0.0%	
Freesat	18	18	18	0	11	11	0	15
%V	6.2%	6.5%	12.3%	0.0%	4.9%	11.2%	0.0%	6.8%
%H (All HH)			100.0%	0.0%	61.1%	61.1%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	61.1%	61.1%	0.0%	
Other satellite provider	3	3	3	0	2	2	0	3
%V	1.0%	1.1%	2.1%	0.0%	0.9%	2.0%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
DCAB	1	1	0	1	0	0	0	1
%V	0.3%	0.4%	0.0%	100.0%	0.0%	0.0%	0.0%	0.5%
%H (All HH)			0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	100.0%	0.0%	0.0%	0.0%	
DTT	225	225	98	0	225	98	127	169
%V	77.9%	81.5%	67.1%	0.0%	100.0%	100.0%	100.0%	76.8%
%H (All HH)		100.0%	43.6%	0.0%	100.0%	43.6%	56.4%	75.1%
%H (TV HH)			43.6%	0.0%	100.0%	43.6%	56.4%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Border

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
PVR	173	173	124	0	135	86	49	152
%V	59.9%	62.7%	84.9%	0.0%	60.0%	87.8%	38.6%	69.1%
%H (All HH)		100.0%	71.7%	0.0%	78.0%	49.7%	28.3%	87.9%
%H (TV HH)			71.7%	0.0%	78.0%	49.7%	28.3%	
DVDR	6	6	5	0	3	2	2	6
%V	2.1%	2.2%	3.4%	0.0%	1.3%	2.0%	1.6%	2.7%
%H (All HH)		100.0%	83.3%	0.0%	50.0%	33.3%	33.3%	100.0%
%H (TV HH)			83.3%	0.0%	50.0%	33.3%	33.3%	
VCR	4	4	1	0	4	1	3	2
%V	1.4%	1.4%	0.7%	0.0%	1.8%	1.0%	2.4%	0.9%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Any recorder	178	178	125	0	139	86	53	155
%V	61.6%	64.5%	85.6%	0.0%	61.8%	87.8%	41.7%	70.5%
%H (All HH)		100.0%	70.2%	0.0%	78.1%	48.3%	29.8%	87.1%
%H (TV HH)			70.2%	0.0%	78.1%	48.3%	29.8%	
Receives HDTV (via STB or built-in reception)	133	133	95	0	102	64	38	122
%V	46.0%	48.2%	65.1%	0.0%	45.3%	65.3%	29.9%	55.5%
%H (All HH)		100.0%	71.4%	0.0%	76.7%	48.1%	28.6%	91.7%
%H (TV HH)			71.4%	0.0%	76.7%	48.1%	28.6%	
DVD/Blu-ray player or recorder	217	217	123	1	179	86	94	180
%V	75.1%	78.6%	84.2%	100.0%	79.6%	87.8%	74.0%	81.8%
%H (All HH)		100.0%	56.7%	0.5%	82.5%	39.6%	43.3%	82.9%
%H (TV HH)			56.7%	0.5%	82.5%	39.6%	43.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	276	146	1	225	98	127	220
%H (All HH)		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%
%H (TV HH)			52.9%	0.4%	81.5%	35.5%	46.0%	
Has broadband internet	220	212	125	1	169	85	84	220
%V	76.1%	76.8%	85.6%	100.0%	75.1%	86.7%	66.1%	100.0%
%H (All HH)		96.4%	56.8%	0.5%	76.8%	38.6%	38.2%	100.0%
%H (TV HH)			59.0%	0.5%	79.7%	40.1%	39.6%	
Number of computers (PCs and laptops)								
0	66	61	20	0	53	11	42	3
%V	22.8%	22.1%	13.7%	0.0%	23.6%	11.2%	33.1%	1.4%
%H (All HH)		92.4%	30.3%	0.0%	80.3%	16.7%	63.6%	4.5%
%H (TV HH)			32.8%	0.0%	86.9%	18.0%	68.9%	
1	87	82	45	0	65	30	35	82
%V	30.1%	29.7%	30.8%	0.0%	28.9%	30.6%	27.6%	37.3%
%H (All HH)		94.3%	51.7%	0.0%	74.7%	34.5%	40.2%	94.3%
%H (TV HH)			54.9%	0.0%	79.3%	36.6%	42.7%	
2	76	74	43	0	59	29	30	76
%V	26.3%	26.8%	29.5%	0.0%	26.2%	29.6%	23.6%	34.5%
%H (All HH)		97.4%	56.6%	0.0%	77.6%	38.2%	39.5%	100.0%
%H (TV HH)			58.1%	0.0%	79.7%	39.2%	40.5%	
3	33	32	22	0	27	17	9	33
%V	11.4%	11.6%	15.1%	0.0%	12.0%	17.3%	7.1%	15.0%
%H (All HH)		97.0%	66.7%	0.0%	81.8%	51.5%	27.3%	100.0%
%H (TV HH)			68.8%	0.0%	84.4%	53.1%	28.1%	
4	14	14	10	0	10	7	3	14
%V	4.8%	5.1%	6.8%	0.0%	4.4%	7.1%	2.4%	6.4%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	50.0%	21.4%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	50.0%	21.4%	
5+	13	13	6	0	11	4	7	13
%V	4.5%	4.7%	4.1%	0.0%	4.9%	4.1%	5.5%	5.9%
%H (All HH)		100.0%	46.2%	0.0%	84.6%	30.8%	53.8%	100.0%
%H (TV HH)			46.2%	0.0%	84.6%	30.8%	53.8%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	546	317	1	456	231	225	448
%H		58.1%	0.2%	83.5%	42.3%	41.2%	82.1%
Under 20"	70	39	0	64	34	30	61
%V	12.8%	12.3%	0.0%	14.0%	14.7%	13.3%	13.6%
%H		55.7%	0.0%	91.4%	48.6%	42.9%	87.1%
20" - 29"	143	73	0	122	53	69	109
%V	26.2%	23.0%	0.0%	26.8%	22.9%	30.7%	24.3%
%H		51.0%	0.0%	85.3%	37.1%	48.3%	76.2%
30" - 39"	177	99	0	146	69	77	140
%V	32.4%	31.2%	0.0%	32.0%	29.9%	34.2%	31.3%
%H		55.9%	0.0%	82.5%	39.0%	43.5%	79.1%
40" and over	153	104	1	120	74	47	137
%V	28.0%	32.8%	100.0%	26.3%	32.0%	20.9%	30.6%
%H		68.0%	0.7%	78.4%	48.4%	30.7%	89.5%
Don't know	3	1	0	3	1	2	2
%V	0.5%	0.3%	0.0%	0.7%	0.4%	0.9%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	546	317	1	456	231	225	448
%H		58.1%	0.2%	83.5%	42.3%	41.2%	82.1%
Main living room	276	147	1	226	99	127	212
%V	50.5%	46.4%	100.0%	49.6%	42.9%	56.4%	47.3%
%H		53.3%	0.4%	81.9%	35.9%	46.0%	76.8%
Kitchen	41	23	0	37	20	17	35
%V	7.5%	7.3%	0.0%	8.1%	8.7%	7.6%	7.8%
%H		56.1%	0.0%	90.2%	48.8%	41.5%	85.4%
Adult's bedroom	130	84	0	110	64	46	111
%V	23.8%	26.5%	0.0%	24.1%	27.7%	20.4%	24.8%
%H		64.6%	0.0%	84.6%	49.2%	35.4%	85.4%
Child's bedroom	36	26	0	28	19	9	35
%V	6.6%	8.2%	0.0%	6.1%	8.2%	4.0%	7.8%
%H		72.2%	0.0%	77.8%	52.8%	25.0%	97.2%
Other bedroom	10	6	0	9	5	4	9
%V	1.8%	1.9%	0.0%	2.0%	2.2%	1.8%	2.0%
%H		60.0%	0.0%	90.0%	50.0%	40.0%	90.0%
Second living/dining room	37	22	0	33	17	15	33
%V	6.8%	6.9%	0.0%	7.2%	7.4%	6.7%	7.4%
%H		59.5%	0.0%	89.2%	45.9%	40.5%	89.2%
Study/office	2	0	0	2	0	1	2
%V	0.4%	0.0%	0.0%	0.4%	0.0%	0.4%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	50.0%	100.0%
TV room	3	2	0	3	2	1	3
%V	0.5%	0.6%	0.0%	0.7%	0.9%	0.4%	0.7%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Conservatory	8	5	0	7	4	3	7
%V	1.5%	1.6%	0.0%	1.5%	1.7%	1.3%	1.6%
%H		62.5%	0.0%	87.5%	50.0%	37.5%	87.5%
Attic or loft room	1	1	0	1	1	0	1
%V	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	1	0	1	0	1	1
%V	0.4%	0.3%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	546	317	1	456	231	225	448
%H		58.1%	0.2%	83.5%	42.3%	41.2%	82.1%
PVR	211	157	0	159	105	54	188
%V	38.6%	49.5%	0.0%	34.9%	45.5%	24.0%	42.0%
%H		74.4%	0.0%	75.4%	49.8%	25.6%	89.1%
DVDR	6	5	0	3	2	2	6
%V	1.1%	1.6%	0.0%	0.7%	0.9%	0.9%	1.3%
%H		83.3%	0.0%	50.0%	33.3%	33.3%	100.0%
VCR	4	1	0	4	1	3	2
%V	0.7%	0.3%	0.0%	0.9%	0.4%	1.3%	0.4%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
Any recorder	216	158	0	164	106	58	191
%V	39.6%	49.8%	0.0%	36.0%	45.9%	25.8%	42.6%
%H		73.1%	0.0%	75.9%	49.1%	26.9%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	546	317	1	456	231	225	448
%H		58.1%	0.2%	83.5%	42.3%	41.2%	82.1%
Receives HDTV (via STB or built-in reception)	171	122	0	133	84	49	159
%V	31.3%	38.5%	0.0%	29.2%	36.4%	21.8%	35.5%
%H		71.3%	0.0%	77.8%	49.1%	28.7%	93.0%
DVD/Blu-ray player or recorder	296	172	1	250	127	123	254
%V	54.2%	54.3%	100.0%	54.8%	55.0%	54.7%	56.7%
%H		58.1%	0.3%	84.5%	42.9%	41.6%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	275	146	1	225	98	127	211
%H		53.1%	0.4%	81.8%	35.6%	46.2%	76.7%
Under 20"	3	1	0	3	1	2	2
%V	1.1%	0.7%	0.0%	1.3%	1.0%	1.6%	0.9%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
20" - 29"	35	9	0	31	4	27	20
%V	12.7%	6.2%	0.0%	13.8%	4.1%	21.3%	9.5%
%H		25.7%	0.0%	88.6%	11.4%	77.1%	57.1%
30" - 39"	116	58	0	95	37	58	84
%V	42.2%	39.7%	0.0%	42.2%	37.8%	45.7%	39.8%
%H		50.0%	0.0%	81.9%	31.9%	50.0%	72.4%
40" and over	119	78	1	94	55	39	104
%V	43.3%	53.4%	100.0%	41.8%	56.1%	30.7%	49.3%
%H		65.5%	0.8%	79.0%	46.2%	32.8%	87.4%
Don't know	1	1	0	1	1	0	1
%V	0.4%	0.7%	0.0%	0.4%	1.0%	0.0%	0.5%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	275	146	1	225	98	127	211
%H		53.1%	0.4%	81.8%	35.6%	46.2%	76.7%
PVR	168	122	0	130	83	46	148
%V	61.1%	83.6%	0.0%	57.8%	84.7%	36.2%	70.1%
%H		72.6%	0.0%	77.4%	49.4%	27.4%	88.1%
DVDR	5	4	0	2	1	1	5
%V	1.8%	2.7%	0.0%	0.9%	1.0%	0.8%	2.4%
%H		80.0%	0.0%	40.0%	20.0%	20.0%	100.0%
VCR	4	1	0	4	1	3	2
%V	1.5%	0.7%	0.0%	1.8%	1.0%	2.4%	0.9%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
Any recorder	172	123	0	134	84	50	150
%V	62.5%	84.2%	0.0%	59.6%	85.7%	39.4%	71.1%
%H		71.5%	0.0%	77.9%	48.8%	29.1%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	275	146	1	225	98	127	211
%H		53.1%	0.4%	81.8%	35.6%	46.2%	76.7%
Receives HDTV (via STB or built-in reception)	130	93	0	99	62	37	119
%V	47.3%	63.7%	0.0%	44.0%	63.3%	29.1%	56.4%
%H		71.5%	0.0%	76.2%	47.7%	28.5%	91.5%
DVD/Blu-ray player or recorder	204	116	0	168	80	88	170
%V	74.2%	79.5%	0.0%	74.7%	81.6%	69.3%	80.6%
%H		56.9%	0.0%	82.4%	39.2%	43.1%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	271	171	1	232	133	98	237
%H		63.1%	0.4%	85.6%	49.1%	36.2%	87.5%
Under 20"	66	39	0	61	33	27	60
%V	24.4%	22.8%	0.0%	26.3%	24.8%	27.6%	25.3%
%H		59.1%	0.0%	92.4%	50.0%	40.9%	90.9%
20" - 29"	107	64	0	91	49	42	88
%V	39.5%	37.4%	0.0%	39.2%	36.8%	42.9%	37.1%
%H		59.8%	0.0%	85.0%	45.8%	39.3%	82.2%
30" - 39"	61	41	0	51	32	19	55
%V	22.5%	24.0%	0.0%	22.0%	24.1%	19.4%	23.2%
%H		67.2%	0.0%	83.6%	52.5%	31.1%	90.2%
40" and over	34	26	0	26	19	8	33
%V	12.5%	15.2%	0.0%	11.2%	14.3%	8.2%	13.9%
%H		76.5%	0.0%	76.5%	55.9%	23.5%	97.1%
Don't know	2	1	0	2	1	2	1
%V	0.7%	0.6%	0.0%	0.9%	0.8%	2.0%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	271	171	1	232	133	98	237
%H		63.1%	0.4%	85.6%	49.1%	36.2%	87.5%
PVR	43	35	0	30	22	8	40
%V	15.9%	20.5%	0.0%	12.9%	16.5%	8.2%	16.9%
%H		81.4%	0.0%	69.8%	51.2%	18.6%	93.0%
DVDR	1	1	0	1	1	0	1
%V	0.4%	0.6%	0.0%	0.4%	0.8%	0.0%	0.4%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	44	36	0	31	22	8	41
%V	16.2%	21.1%	0.0%	13.4%	16.5%	8.2%	17.3%
%H		81.8%	0.0%	70.5%	50.0%	18.2%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	271	171	1	232	133	98	237
%H		63.1%	0.4%	85.6%	49.1%	36.2%	87.5%
Receives HDTV (via STB or built-in reception)	41	29	0	33	21	12	41
%V	15.1%	17.0%	0.0%	14.2%	15.8%	12.2%	17.3%
%H		70.7%	0.0%	80.5%	51.2%	29.3%	100.0%
DVD/Blu-ray player or recorder	92	56	0	82	47	35	85
%V	33.9%	32.7%	0.0%	35.3%	35.3%	35.7%	35.9%
%H		60.9%	0.0%	89.1%	51.1%	38.0%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	613	595	346	2	478	238	240	518
%H		97.1%	56.4%	0.3%	78.0%	38.8%	39.2%	84.5%
Total Children	103	101	67	1	75	44	31	97
%V	16.8%	17.0%	19.4%	50.0%	15.7%	18.5%	12.9%	18.7%
%H		98.1%	65.0%	1.0%	72.8%	42.7%	30.1%	94.2%
0 - 3	29	28	19	0	21	12	8	26
%V	4.7%	4.7%	5.5%	0.0%	4.4%	5.0%	3.3%	5.0%
%H		96.6%	65.5%	0.0%	72.4%	41.4%	27.6%	89.7%
4 - 15	74	73	48	1	55	32	23	72
%V	12.1%	12.3%	13.9%	50.0%	11.5%	13.4%	9.6%	13.9%
%H		98.6%	64.9%	1.4%	74.3%	43.2%	31.1%	97.3%
4 - 9	41	41	29	0	28	18	10	40
%V	6.7%	6.9%	8.4%	0.0%	5.9%	7.6%	4.2%	7.7%
%H		100.0%	70.7%	0.0%	68.3%	43.9%	24.4%	97.6%
10 - 15	33	32	18	0	26	13	13	32
%V	5.4%	5.4%	5.2%	0.0%	5.4%	5.5%	5.4%	6.2%
%H		97.0%	54.5%	0.0%	78.8%	39.4%	39.4%	97.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	613	595	346	2	478	238	240	518
%H		97.1%	56.4%	0.3%	78.0%	38.8%	39.2%	84.5%
Total Adults (16+)	510	494	279	2	403	194	209	421
%V	83.2%	83.0%	80.6%	100.0%	84.3%	81.5%	87.1%	81.3%
%H		96.9%	54.7%	0.4%	79.0%	38.0%	41.0%	82.5%
16 - 19	23	23	14	0	20	11	9	22
%V	3.8%	3.9%	4.0%	0.0%	4.2%	4.6%	3.8%	4.2%
%H		100.0%	60.9%	0.0%	87.0%	47.8%	39.1%	95.7%
20 - 24	30	29	17	1	22	12	10	23
%V	4.9%	4.9%	4.9%	50.0%	4.6%	5.0%	4.2%	4.4%
%H		96.7%	56.7%	3.3%	73.3%	40.0%	33.3%	76.7%
25 - 34	67	65	46	0	49	30	19	63
%V	10.9%	10.9%	13.3%	0.0%	10.3%	12.6%	7.9%	12.2%
%H		97.0%	68.7%	0.0%	73.1%	44.8%	28.4%	94.0%
35 - 44	61	61	37	1	45	25	21	58
%V	10.0%	10.3%	10.7%	50.0%	9.4%	10.5%	8.8%	11.2%
%H		100.0%	60.7%	1.6%	73.8%	41.0%	34.4%	95.1%
45 - 54	86	83	51	0	68	37	31	78
%V	14.0%	13.9%	14.7%	0.0%	14.2%	15.5%	12.9%	15.1%
%H		96.5%	59.3%	0.0%	79.1%	43.0%	36.0%	90.7%
55 - 64	90	87	48	0	73	34	39	82
%V	14.7%	14.6%	13.9%	0.0%	15.3%	14.3%	16.3%	15.8%
%H		96.7%	53.3%	0.0%	81.1%	37.8%	43.3%	91.1%
65+	153	146	66	0	125	45	80	95
%V	25.0%	24.5%	19.1%	0.0%	26.2%	18.9%	33.3%	18.3%
%H		95.4%	43.1%	0.0%	81.7%	29.4%	52.3%	62.1%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	510	494	279	2	403	194	209	421
%H		96.9%	54.7%	0.4%	79.0%	38.0%	41.0%	82.5%
AB	119	116	61	0	95	41	55	111
%V	23.3%	23.5%	21.9%	0.0%	23.6%	21.1%	26.3%	26.4%
%H		97.5%	51.3%	0.0%	79.8%	34.5%	46.2%	93.3%
C1	107	105	61	0	87	44	43	93
%V	21.0%	21.3%	21.9%	0.0%	21.6%	22.7%	20.6%	22.1%
%H		98.1%	57.0%	0.0%	81.3%	41.1%	40.2%	86.9%
C2	138	133	88	1	109	66	42	118
%V	27.1%	26.9%	31.5%	50.0%	27.0%	34.0%	20.1%	28.0%
%H		96.4%	63.8%	0.7%	79.0%	47.8%	30.4%	85.5%
D	105	102	53	1	84	37	47	78
%V	20.6%	20.6%	19.0%	50.0%	20.8%	19.1%	22.5%	18.5%
%H		97.1%	50.5%	1.0%	80.0%	35.2%	44.8%	74.3%
E	41	39	16	0	29	6	22	21
%V	8.0%	7.9%	5.7%	0.0%	7.2%	3.1%	10.5%	5.0%
%H		95.1%	39.0%	0.0%	70.7%	14.6%	53.7%	51.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	510	494	279	2	403	194	209	421
%H		96.9%	54.7%	0.4%	79.0%	38.0%	41.0%	82.5%
Working full time	210	204	126	2	161	89	72	197
%V	41.2%	41.3%	45.2%	100.0%	40.0%	45.9%	34.4%	46.8%
%H		97.1%	60.0%	1.0%	76.7%	42.4%	34.3%	93.8%
Working part time	64	61	39	0	50	28	22	60
%V	12.5%	12.3%	14.0%	0.0%	12.4%	14.4%	10.5%	14.3%
%H		95.3%	60.9%	0.0%	78.1%	43.8%	34.4%	93.8%
Not working	237	229	114	0	192	77	115	164
%V	46.5%	46.4%	40.9%	0.0%	47.6%	39.7%	55.0%	39.0%
%H		96.6%	48.1%	0.0%	81.0%	32.5%	48.5%	69.2%
Housewife/Houseperson	289	276	146	1	225	98	127	220
%V	56.7%	55.9%	52.3%	50.0%	55.8%	50.5%	60.8%	52.3%
%H		95.5%	50.5%	0.3%	77.9%	33.9%	43.9%	76.1%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	241	232	141	1	189	102	87	210
%H		96.3%	58.5%	0.4%	78.4%	42.3%	36.1%	87.1%
16 - 19	13	13	9	0	11	7	4	12
%V	5.4%	5.6%	6.4%	0.0%	5.8%	6.9%	4.6%	5.7%
%H		100.0%	69.2%	0.0%	84.6%	53.8%	30.8%	92.3%
20 - 24	16	14	7	1	12	6	6	14
%V	6.6%	6.0%	5.0%	100.0%	6.3%	5.9%	6.9%	6.7%
%H		87.5%	43.8%	6.3%	75.0%	37.5%	37.5%	87.5%
25 - 34	33	32	24	0	25	16	9	31
%V	13.7%	13.8%	17.0%	0.0%	13.2%	15.7%	10.3%	14.8%
%H		97.0%	72.7%	0.0%	75.8%	48.5%	27.3%	93.9%
35 - 44	31	31	18	0	22	11	10	31
%V	12.9%	13.4%	12.8%	0.0%	11.6%	10.8%	11.5%	14.8%
%H		100.0%	58.1%	0.0%	71.0%	35.5%	32.3%	100.0%
45 - 54	40	38	25	0	31	18	12	36
%V	16.6%	16.4%	17.7%	0.0%	16.4%	17.6%	13.8%	17.1%
%H		95.0%	62.5%	0.0%	77.5%	45.0%	30.0%	90.0%
55 - 64	41	40	23	0	34	17	17	39
%V	17.0%	17.2%	16.3%	0.0%	18.0%	16.7%	19.5%	18.6%
%H		97.6%	56.1%	0.0%	82.9%	41.5%	41.5%	95.1%
65+	68	65	35	0	55	25	30	48
%V	28.2%	28.0%	24.8%	0.0%	29.1%	24.5%	34.5%	22.9%
%H		95.6%	51.5%	0.0%	80.9%	36.8%	44.1%	70.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	241	232	141	1	189	102	87	210
%H		96.3%	58.5%	0.4%	78.4%	42.3%	36.1%	87.1%
AB	60	58	33	0	47	22	25	56
%V	24.9%	25.0%	23.4%	0.0%	24.9%	21.6%	28.7%	26.7%
%H		96.7%	55.0%	0.0%	78.3%	36.7%	41.7%	93.3%
C1	47	45	30	0	38	23	15	42
%V	19.5%	19.4%	21.3%	0.0%	20.1%	22.5%	17.2%	20.0%
%H		95.7%	63.8%	0.0%	80.9%	48.9%	31.9%	89.4%
C2	75	72	48	1	59	37	22	66
%V	31.1%	31.0%	34.0%	100.0%	31.2%	36.3%	25.3%	31.4%
%H		96.0%	64.0%	1.3%	78.7%	49.3%	29.3%	88.0%
D	45	44	25	0	34	16	18	36
%V	18.7%	19.0%	17.7%	0.0%	18.0%	15.7%	20.7%	17.1%
%H		97.8%	55.6%	0.0%	75.6%	35.6%	40.0%	80.0%
E	14	14	6	0	10	3	7	9
%V	5.8%	6.0%	4.3%	0.0%	5.3%	2.9%	8.0%	4.3%
%H		100.0%	42.9%	0.0%	71.4%	21.4%	50.0%	64.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	241	232	141	1	189	102	87	210
%H		96.3%	58.5%	0.4%	78.4%	42.3%	36.1%	87.1%
Working full time	137	132	85	1	106	62	44	130
%V	56.8%	56.9%	60.3%	100.0%	56.1%	60.8%	50.6%	61.9%
%H		96.4%	62.0%	0.7%	77.4%	45.3%	32.1%	94.9%
Working part time	10	9	5	0	7	3	4	10
%V	4.1%	3.9%	3.5%	0.0%	3.7%	2.9%	4.6%	4.8%
%H		90.0%	50.0%	0.0%	70.0%	30.0%	40.0%	100.0%
Not working	94	91	51	0	76	36	40	70
%V	39.0%	39.2%	36.2%	0.0%	40.2%	35.3%	46.0%	33.3%
%H		96.8%	54.3%	0.0%	80.9%	38.3%	42.6%	74.5%
Housewife/Houseperson	52	46	29	0	36	19	17	37
%V	21.6%	19.8%	20.6%	0.0%	19.0%	18.6%	19.5%	17.6%
%H		88.5%	55.8%	0.0%	69.2%	36.5%	32.7%	71.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	269	262	137	1	214	93	122	211
%H		97.4%	50.9%	0.4%	79.6%	34.6%	45.4%	78.4%
16 - 19	10	10	5	0	9	4	5	10
%V	3.7%	3.8%	3.6%	0.0%	4.2%	4.3%	4.1%	4.7%
%H		100.0%	50.0%	0.0%	90.0%	40.0%	50.0%	100.0%
20 - 24	15	15	10	0	11	6	5	10
%V	5.6%	5.7%	7.3%	0.0%	5.1%	6.5%	4.1%	4.7%
%H		100.0%	66.7%	0.0%	73.3%	40.0%	33.3%	66.7%
25 - 34	34	33	22	0	25	14	10	32
%V	12.6%	12.6%	16.1%	0.0%	11.7%	15.1%	8.2%	15.2%
%H		97.1%	64.7%	0.0%	73.5%	41.2%	29.4%	94.1%
35 - 44	30	30	19	0	23	13	10	27
%V	11.2%	11.5%	13.9%	0.0%	10.7%	14.0%	8.2%	12.8%
%H		100.0%	63.3%	0.0%	76.7%	43.3%	33.3%	90.0%
45 - 54	47	45	26	0	37	19	18	42
%V	17.5%	17.2%	19.0%	0.0%	17.3%	20.4%	14.8%	19.9%
%H		95.7%	55.3%	0.0%	78.7%	40.4%	38.3%	89.4%
55 - 64	48	48	25	0	39	17	22	43
%V	17.8%	18.3%	18.2%	0.0%	18.2%	18.3%	18.0%	20.4%
%H		100.0%	52.1%	0.0%	81.3%	35.4%	45.8%	89.6%
65+	85	81	31	0	70	20	51	47
%V	31.6%	30.9%	22.6%	0.0%	32.7%	21.5%	41.8%	22.3%
%H		95.3%	36.5%	0.0%	82.4%	23.5%	60.0%	55.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	269	262	137	1	214	93	122	211
%H		97.4%	50.9%	0.4%	79.6%	34.6%	45.4%	78.4%
AB	59	58	29	0	48	18	30	55
%V	21.9%	22.1%	21.2%	0.0%	22.4%	19.4%	24.6%	26.1%
%H		98.3%	49.2%	0.0%	81.4%	30.5%	50.8%	93.2%
C1	61	59	31	0	49	20	28	51
%V	22.7%	22.5%	22.6%	0.0%	22.9%	21.5%	23.0%	24.2%
%H		96.7%	50.8%	0.0%	80.3%	32.8%	45.9%	83.6%
C2	63	61	39	0	50	29	20	52
%V	23.4%	23.3%	28.5%	0.0%	23.4%	31.2%	16.4%	24.6%
%H		96.8%	61.9%	0.0%	79.4%	46.0%	31.7%	82.5%
D	60	58	29	0	50	21	29	41
%V	22.3%	22.1%	21.2%	0.0%	23.4%	22.6%	23.8%	19.4%
%H		96.7%	48.3%	0.0%	83.3%	35.0%	48.3%	68.3%
E	27	25	10	0	18	3	15	12
%V	10.0%	9.5%	7.3%	0.0%	8.4%	3.2%	12.3%	5.7%
%H		92.6%	37.0%	0.0%	66.7%	11.1%	55.6%	44.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Border

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	269	262	137	1	214	93	122	211
%H		97.4%	50.9%	0.4%	79.6%	34.6%	45.4%	78.4%
Working full time	73	72	41	1	56	27	28	67
%V	27.1%	27.5%	29.9%	100.0%	26.2%	29.0%	23.0%	31.8%
%H		98.6%	56.2%	1.4%	76.7%	37.0%	38.4%	91.8%
Working part time	54	52	34	0	43	25	18	50
%V	20.1%	19.8%	24.8%	0.0%	20.1%	26.9%	14.8%	23.7%
%H		96.3%	63.0%	0.0%	79.6%	46.3%	33.3%	92.6%
Not working	142	138	62	0	116	40	75	94
%V	52.8%	52.7%	45.3%	0.0%	54.2%	43.0%	61.5%	44.5%
%H		97.2%	43.7%	0.0%	81.7%	28.2%	52.8%	66.2%
Housewife/Houseperson	237	230	117	1	189	79	110	183
%V	88.1%	87.8%	85.4%	100.0%	88.3%	84.9%	90.2%	86.7%
%H		97.0%	49.4%	0.4%	79.7%	33.3%	46.4%	77.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
AB	316	300	103	47	235	89	146	300
%V	31.7%	32.4%	28.7%	35.9%	33.5%	32.4%	34.3%	35.8%
%H (All HH)		94.9%	32.6%	14.9%	74.4%	28.2%	46.2%	94.9%
%H (TV HH)			34.3%	15.7%	78.3%	29.7%	48.7%	
C1	278	247	96	35	182	73	110	244
%V	27.9%	26.7%	26.7%	26.7%	26.0%	26.5%	25.8%	29.1%
%H (All HH)		88.8%	34.5%	12.6%	65.5%	26.3%	39.6%	87.8%
%H (TV HH)			38.9%	14.2%	73.7%	29.6%	44.5%	
C2	192	183	85	23	135	59	76	166
%V	19.3%	19.8%	23.7%	17.6%	19.3%	21.5%	17.8%	19.8%
%H (All HH)		95.3%	44.3%	12.0%	70.3%	30.7%	39.6%	86.5%
%H (TV HH)			46.4%	12.6%	73.8%	32.2%	41.5%	
D	138	132	54	19	100	43	56	96
%V	13.8%	14.3%	15.0%	14.5%	14.3%	15.6%	13.1%	11.5%
%H (All HH)		95.7%	39.1%	13.8%	72.5%	31.2%	40.6%	69.6%
%H (TV HH)			40.9%	14.4%	75.8%	32.6%	42.4%	
E	73	64	20	6	49	11	38	33
%V	7.3%	6.9%	5.6%	4.6%	7.0%	4.0%	8.9%	3.9%
%H (All HH)		87.7%	27.4%	8.2%	67.1%	15.1%	52.1%	45.2%
%H (TV HH)			31.3%	9.4%	76.6%	17.2%	59.4%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Under 25	53	38	15	2	27	11	16	49
%V	5.3%	4.1%	4.2%	1.5%	3.9%	4.0%	3.8%	5.8%
%H (All HH)		71.7%	28.3%	3.8%	50.9%	20.8%	30.2%	92.5%
%H (TV HH)			39.5%	5.3%	71.1%	28.9%	42.1%	
25 - 34	144	130	57	20	81	34	47	138
%V	14.4%	14.1%	15.9%	15.3%	11.6%	12.4%	11.0%	16.5%
%H (All HH)		90.3%	39.6%	13.9%	56.3%	23.6%	32.6%	95.8%
%H (TV HH)			43.8%	15.4%	62.3%	26.2%	36.2%	
35 - 44	146	135	64	25	88	43	45	143
%V	14.6%	14.6%	17.8%	19.1%	12.6%	15.6%	10.6%	17.1%
%H (All HH)		92.5%	43.8%	17.1%	60.3%	29.5%	30.8%	97.9%
%H (TV HH)			47.4%	18.5%	65.2%	31.9%	33.3%	
45 - 54	191	188	79	38	138	67	71	181
%V	19.2%	20.3%	22.0%	29.0%	19.7%	24.4%	16.7%	21.6%
%H (All HH)		98.4%	41.4%	19.9%	72.3%	35.1%	37.2%	94.8%
%H (TV HH)			42.0%	20.2%	73.4%	35.6%	37.8%	
55 - 64	166	155	67	22	122	55	67	143
%V	16.6%	16.8%	18.7%	16.8%	17.4%	20.0%	15.7%	17.1%
%H (All HH)		93.4%	40.4%	13.3%	73.5%	33.1%	40.4%	86.1%
%H (TV HH)			43.2%	14.2%	78.7%	35.5%	43.2%	
65 +	298	279	76	23	245	64	181	185
%V	29.9%	30.2%	21.2%	17.6%	35.0%	23.3%	42.5%	22.1%
%H (All HH)		93.6%	25.5%	7.7%	82.2%	21.5%	60.7%	62.1%
%H (TV HH)			27.2%	8.2%	87.8%	22.9%	64.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
1	306	272	68	27	227	54	173	193
%V	30.7%	29.4%	18.9%	20.6%	32.4%	19.6%	40.6%	23.0%
%H (All HH)		88.9%	22.2%	8.8%	74.2%	17.6%	56.5%	63.1%
%H (TV HH)			25.0%	9.9%	83.5%	19.9%	63.6%	
2	358	340	138	46	265	113	153	317
%V	35.9%	36.8%	38.4%	35.1%	37.8%	41.1%	35.9%	37.8%
%H (All HH)		95.0%	38.5%	12.8%	74.0%	31.6%	42.7%	88.5%
%H (TV HH)			40.6%	13.5%	77.9%	33.2%	45.0%	
3	145	136	69	26	90	49	41	142
%V	14.5%	14.7%	19.2%	19.8%	12.8%	17.8%	9.6%	16.9%
%H (All HH)		93.8%	47.6%	17.9%	62.1%	33.8%	28.3%	97.9%
%H (TV HH)			50.7%	19.1%	66.2%	36.0%	30.1%	
4	134	127	58	25	86	44	42	132
%V	13.4%	13.7%	16.2%	19.1%	12.3%	16.0%	9.9%	15.8%
%H (All HH)		94.8%	43.3%	18.7%	64.2%	32.8%	31.3%	98.5%
%H (TV HH)			45.7%	19.7%	67.7%	34.6%	33.1%	
5+	55	50	25	7	32	16	16	54
%V	5.5%	5.4%	7.0%	5.3%	4.6%	5.8%	3.8%	6.4%
%H (All HH)		90.9%	45.5%	12.7%	58.2%	29.1%	29.1%	98.2%
%H (TV HH)			50.0%	14.0%	64.0%	32.0%	32.0%	
Average HH size	2.30	2.32	2.56	2.61	2.22	2.52	2.02	2.48

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Without	759	696	251	92	549	202	347	606
%V	76.1%	75.2%	69.9%	70.2%	78.3%	73.5%	81.5%	72.3%
%H (All HH)		91.7%	33.1%	12.1%	72.3%	26.6%	45.7%	79.8%
%H (TV HH)			36.1%	13.2%	78.9%	29.0%	49.9%	
With	238	230	108	39	152	73	79	232
%V	23.9%	24.9%	30.1%	29.8%	21.7%	26.5%	18.5%	27.7%
%H (All HH)		96.6%	45.4%	16.4%	63.9%	30.7%	33.2%	97.5%
%H (TV HH)			47.0%	17.0%	66.1%	31.7%	34.3%	
0 - 3	80	78	38	12	45	19	26	77
%V	8.0%	8.4%	10.6%	9.2%	6.4%	6.9%	6.1%	9.2%
%H (All HH)		97.5%	47.5%	15.0%	56.3%	23.8%	32.5%	96.3%
%H (TV HH)			48.7%	15.4%	57.7%	24.4%	33.3%	
4 - 9	118	114	56	17	75	37	38	116
%V	11.8%	12.3%	15.6%	13.0%	10.7%	13.5%	8.9%	13.8%
%H (All HH)		96.6%	47.5%	14.4%	63.6%	31.4%	32.2%	98.3%
%H (TV HH)			49.1%	14.9%	65.8%	32.5%	33.3%	
10 - 15	107	103	47	21	72	36	36	106
%V	10.7%	11.1%	13.1%	16.0%	10.3%	13.1%	8.5%	12.6%
%H (All HH)		96.3%	43.9%	19.6%	67.3%	33.6%	33.6%	99.1%
%H (TV HH)			45.6%	20.4%	69.9%	35.0%	35.0%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
1	382	382	106	51	262	48	214	292
%V	38.3%	41.3%	29.5%	38.9%	37.4%	17.5%	50.2%	34.8%
%H (All HH)		100.0%	27.7%	13.4%	68.6%	12.6%	56.0%	76.4%
%H (TV HH)			27.7%	13.4%	68.6%	12.6%	56.0%	
2	309	309	134	41	245	109	136	266
%V	31.0%	33.4%	37.3%	31.3%	35.0%	39.6%	31.9%	31.7%
%H (All HH)		100.0%	43.4%	13.3%	79.3%	35.3%	44.0%	86.1%
%H (TV HH)			43.4%	13.3%	79.3%	35.3%	44.0%	
3	138	138	69	18	115	65	50	131
%V	13.8%	14.9%	19.2%	13.7%	16.4%	23.6%	11.7%	15.6%
%H (All HH)		100.0%	50.0%	13.0%	83.3%	47.1%	36.2%	94.9%
%H (TV HH)			50.0%	13.0%	83.3%	47.1%	36.2%	
4	67	67	33	15	54	34	19	66
%V	6.7%	7.2%	9.2%	11.5%	7.7%	12.4%	4.5%	7.9%
%H (All HH)		100.0%	49.3%	22.4%	80.6%	50.7%	28.4%	98.5%
%H (TV HH)			49.3%	22.4%	80.6%	50.7%	28.4%	
5+	29	29	16	6	25	19	7	28
%V	2.9%	3.1%	4.5%	4.6%	3.6%	6.9%	1.6%	3.3%
%H (All HH)		100.0%	55.2%	20.7%	86.2%	65.5%	24.1%	96.6%
%H (TV HH)			55.2%	20.7%	86.2%	65.5%	24.1%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%V (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Under 20"	206	206	91	20	178	86	92	178
%V	20.7%	22.3%	25.3%	15.3%	25.4%	31.3%	21.6%	21.2%
%H (All HH)		100.0%	44.2%	9.7%	86.4%	41.7%	44.7%	86.4%
%H (TV HH)			44.2%	9.7%	86.4%	41.7%	44.7%	
20" - 29"	393	393	132	55	327	125	202	332
%V	39.4%	42.5%	36.8%	42.0%	46.6%	45.5%	47.4%	39.6%
%H (All HH)		100.0%	33.6%	14.0%	83.2%	31.8%	51.4%	84.5%
%H (TV HH)			33.6%	14.0%	83.2%	31.8%	51.4%	
30" - 39"	487	487	202	69	376	163	213	419
%V	48.8%	52.6%	56.3%	52.7%	53.6%	59.3%	50.0%	50.0%
%H (All HH)		100.0%	41.5%	14.2%	77.2%	33.5%	43.7%	86.0%
%H (TV HH)			41.5%	14.2%	77.2%	33.5%	43.7%	
40" and over	409	409	217	70	285	161	124	379
%V	41.0%	44.2%	60.4%	53.4%	40.7%	58.5%	29.1%	45.2%
%H (All HH)		100.0%	53.1%	17.1%	69.7%	39.4%	30.3%	92.7%
%H (TV HH)			53.1%	17.1%	69.7%	39.4%	30.3%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Main living room	913	913	359	130	694	275	419	774
%V	91.6%	98.7%	100.0%	99.2%	99.0%	100.0%	98.4%	92.4%
%H (All HH)		100.0%	39.3%	14.2%	76.0%	30.1%	45.9%	84.8%
%H (TV HH)			39.3%	14.2%	76.0%	30.1%	45.9%	
Kitchen	122	122	52	17	114	61	53	115
%V	12.2%	13.2%	14.5%	13.0%	16.3%	22.2%	12.4%	13.7%
%H (All HH)		100.0%	42.6%	13.9%	93.4%	50.0%	43.4%	94.3%
%H (TV HH)			42.6%	13.9%	93.4%	50.0%	43.4%	
Adult's bedroom	406	406	191	62	331	176	155	366
%V	40.7%	43.9%	53.2%	47.3%	47.2%	64.0%	36.4%	43.7%
%H (All HH)		100.0%	47.0%	15.3%	81.5%	43.3%	38.2%	90.1%
%H (TV HH)			47.0%	15.3%	81.5%	43.3%	38.2%	
Child's bedroom	89	89	54	16	63	45	18	86
%V	8.9%	9.6%	15.0%	12.2%	9.0%	16.4%	4.2%	10.3%
%H (All HH)		100.0%	60.7%	18.0%	70.8%	50.6%	20.2%	96.6%
%H (TV HH)			60.7%	18.0%	70.8%	50.6%	20.2%	
Other bedroom	42	42	22	4	35	21	14	39
%V	4.2%	4.5%	6.1%	3.1%	5.0%	7.6%	3.3%	4.7%
%H (All HH)		100.0%	52.4%	9.5%	83.3%	50.0%	33.3%	92.9%
%H (TV HH)			52.4%	9.5%	83.3%	50.0%	33.3%	
Second living/dining room	82	82	32	15	69	32	36	76
%V	8.2%	8.9%	8.9%	11.5%	9.8%	11.6%	8.5%	9.1%
%H (All HH)		100.0%	39.0%	18.3%	84.1%	39.0%	43.9%	92.7%
%H (TV HH)			39.0%	18.3%	84.1%	39.0%	43.9%	
Study/office	17	17	6	2	13	6	8	16
%V	1.7%	1.8%	1.7%	1.5%	1.9%	2.2%	1.9%	1.9%
%H (All HH)		100.0%	35.3%	11.8%	76.5%	35.3%	47.1%	94.1%
%H (TV HH)			35.3%	11.8%	76.5%	35.3%	47.1%	
TV room	5	5	3	1	5	4	1	5
%V	0.5%	0.5%	0.8%	0.8%	0.7%	1.5%	0.2%	0.6%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	80.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	80.0%	20.0%	
Conservatory	24	24	10	1	18	6	13	20
%V	2.4%	2.6%	2.8%	0.8%	2.6%	2.2%	3.1%	2.4%
%H (All HH)		100.0%	41.7%	4.2%	75.0%	25.0%	54.2%	83.3%
%H (TV HH)			41.7%	4.2%	75.0%	25.0%	54.2%	
Attic or loft room	3	3	1	1	2	1	1	3
%V	0.3%	0.3%	0.3%	0.8%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	3	3	1	1	3	2	1	2
%V	0.3%	0.3%	0.3%	0.8%	0.4%	0.7%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Any DSAT provider	359	359	359	9	209	209	0	323
%V	36.0%	38.8%	100.0%	6.9%	29.8%	76.0%	0.0%	38.5%
%H (All HH)			100.0%	2.5%	58.2%	58.2%	0.0%	90.0%
%H (TV HH)			100.0%	2.5%	58.2%	58.2%	0.0%	
Sky with subcription	284	284	284	6	162	162	0	263
%V	28.5%	30.7%	79.1%	4.6%	23.1%	58.9%	0.0%	31.4%
%H (All HH)			100.0%	2.1%	57.0%	57.0%	0.0%	92.6%
%H (TV HH)			100.0%	2.1%	57.0%	57.0%	0.0%	
Sky without subscription	20	20	20	0	12	12	0	15
%V	2.0%	2.2%	5.6%	0.0%	1.7%	4.4%	0.0%	1.8%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Freesat	59	59	59	3	35	35	0	52
%V	5.9%	6.4%	16.4%	2.3%	5.0%	12.7%	0.0%	6.2%
%H (All HH)			100.0%	5.1%	59.3%	59.3%	0.0%	88.1%
%H (TV HH)			100.0%	5.1%	59.3%	59.3%	0.0%	
Other satellite provider	9	9	9	0	6	6	0	5
%V	0.9%	1.0%	2.5%	0.0%	0.9%	2.2%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	55.6%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
DCAB	131	131	9	131	73	73	0	119
%V	13.1%	14.2%	2.5%	100.0%	10.4%	26.5%	0.0%	14.2%
%H (All HH)			6.9%	100.0%	55.7%	55.7%	0.0%	90.8%
%H (TV HH)			6.9%	100.0%	55.7%	55.7%	0.0%	
DTT	701	701	209	73	701	275	426	579
%V	70.3%	75.8%	58.2%	55.7%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	29.8%	10.4%	100.0%	39.2%	60.8%	82.6%
%H (TV HH)			29.8%	10.4%	100.0%	39.2%	60.8%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
PVR	596	596	306	115	420	238	182	536
%V	59.8%	64.4%	85.2%	87.8%	59.9%	86.5%	42.7%	64.0%
%H (All HH)		100.0%	51.3%	19.3%	70.5%	39.9%	30.5%	89.9%
%H (TV HH)			51.3%	19.3%	70.5%	39.9%	30.5%	
DVDR	19	19	6	4	16	7	10	17
%V	1.9%	2.1%	1.7%	3.1%	2.3%	2.5%	2.3%	2.0%
%H (All HH)		100.0%	31.6%	21.1%	84.2%	36.8%	52.6%	89.5%
%H (TV HH)			31.6%	21.1%	84.2%	36.8%	52.6%	
VCR	12	12	3	2	11	3	7	8
%V	1.2%	1.3%	0.8%	1.5%	1.6%	1.1%	1.6%	1.0%
%H (All HH)		100.0%	25.0%	16.7%	91.7%	25.0%	58.3%	66.7%
%H (TV HH)			25.0%	16.7%	91.7%	25.0%	58.3%	
Any recorder	609	609	309	117	432	241	191	545
%V	61.1%	65.8%	86.1%	89.3%	61.6%	87.6%	44.8%	65.0%
%H (All HH)		100.0%	50.7%	19.2%	70.9%	39.6%	31.4%	89.5%
%H (TV HH)			50.7%	19.2%	70.9%	39.6%	31.4%	
Receives HDTV (via STB or built-in reception)	541	541	250	106	397	207	190	496
%V	54.3%	58.5%	69.6%	80.9%	56.6%	75.3%	44.6%	59.2%
%H (All HH)		100.0%	46.2%	19.6%	73.4%	38.3%	35.1%	91.7%
%H (TV HH)			46.2%	19.6%	73.4%	38.3%	35.1%	
DVD/Blu-ray player or recorder	743	743	305	114	574	247	327	649
%V	74.5%	80.3%	85.0%	87.0%	81.9%	89.8%	76.8%	77.4%
%H (All HH)		100.0%	41.0%	15.3%	77.3%	33.2%	44.0%	87.3%
%H (TV HH)			41.0%	15.3%	77.3%	33.2%	44.0%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	997	925	359	131	701	275	426	838
%H (All HH)		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%
%H (TV HH)			38.8%	14.2%	75.8%	29.7%	46.1%	
Has broadband internet	838	783	323	119	579	250	330	838
%V	84.1%	84.6%	90.0%	90.8%	82.6%	90.9%	77.5%	100.0%
%H (All HH)		93.4%	38.5%	14.2%	69.1%	29.8%	39.4%	100.0%
%H (TV HH)			41.3%	15.2%	73.9%	31.9%	42.1%	
Number of computers (PCs and laptops)								
0	160	145	38	13	124	29	96	19
%V	16.0%	15.7%	10.6%	9.9%	17.7%	10.5%	22.5%	2.3%
%H (All HH)		90.6%	23.8%	8.1%	77.5%	18.1%	60.0%	11.9%
%H (TV HH)			26.2%	9.0%	85.5%	20.0%	66.2%	
1	254	226	77	30	173	57	116	241
%V	25.5%	24.4%	21.4%	22.9%	24.7%	20.7%	27.2%	28.8%
%H (All HH)		89.0%	30.3%	11.8%	68.1%	22.4%	45.7%	94.9%
%H (TV HH)			34.1%	13.3%	76.5%	25.2%	51.3%	
2	236	225	96	31	166	74	92	233
%V	23.7%	24.3%	26.7%	23.7%	23.7%	26.9%	21.6%	27.8%
%H (All HH)		95.3%	40.7%	13.1%	70.3%	31.4%	39.0%	98.7%
%H (TV HH)			42.7%	13.8%	73.8%	32.9%	40.9%	
3	147	141	61	23	101	42	59	147
%V	14.7%	15.2%	17.0%	17.6%	14.4%	15.3%	13.8%	17.5%
%H (All HH)		95.9%	41.5%	15.6%	68.7%	28.6%	40.1%	100.0%
%H (TV HH)			43.3%	16.3%	71.6%	29.8%	41.8%	
4	82	79	37	15	55	29	26	82
%V	8.2%	8.5%	10.3%	11.5%	7.8%	10.5%	6.1%	9.8%
%H (All HH)		96.3%	45.1%	18.3%	67.1%	35.4%	31.7%	100.0%
%H (TV HH)			46.8%	19.0%	69.6%	36.7%	32.9%	
5+	117	109	50	19	82	44	38	116
%V	11.7%	11.8%	13.9%	14.5%	11.7%	16.0%	8.9%	13.8%
%H (All HH)		93.2%	42.7%	16.2%	70.1%	37.6%	32.5%	99.1%
%H (TV HH)			45.9%	17.4%	75.2%	40.4%	34.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1843	805	281	1452	702	751	1632
%H		43.7%	15.2%	78.8%	38.1%	40.7%	88.6%
Under 20"	264	120	29	229	116	113	233
%V	14.3%	14.9%	10.3%	15.8%	16.5%	15.0%	14.3%
%H		45.5%	11.0%	86.7%	43.9%	42.8%	88.3%
20" - 29"	503	171	79	420	171	249	427
%V	27.3%	21.2%	28.1%	28.9%	24.4%	33.2%	26.2%
%H		34.0%	15.7%	83.5%	34.0%	49.5%	84.9%
30" - 39"	590	251	90	463	218	245	517
%V	32.0%	31.2%	32.0%	31.9%	31.1%	32.6%	31.7%
%H		42.5%	15.3%	78.5%	36.9%	41.5%	87.6%
40" and over	483	262	83	337	195	142	451
%V	26.2%	32.5%	29.5%	23.2%	27.8%	18.9%	27.6%
%H		54.2%	17.2%	69.8%	40.4%	29.4%	93.4%
Don't know	4	2	0	3	2	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	0.0%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1843	805	281	1452	702	751	1632
%H		43.7%	15.2%	78.8%	38.1%	40.7%	88.6%
Main living room	922	363	130	698	277	421	781
%V	50.0%	45.1%	46.3%	48.1%	39.5%	56.1%	47.9%
%H		39.4%	14.1%	75.7%	30.0%	45.7%	84.7%
Kitchen	123	53	17	115	62	53	115
%V	6.7%	6.6%	6.0%	7.9%	8.8%	7.1%	7.0%
%H		43.1%	13.8%	93.5%	50.4%	43.1%	93.5%
Adult's bedroom	484	231	80	398	222	177	441
%V	26.3%	28.7%	28.5%	27.4%	31.6%	23.6%	27.0%
%H		47.7%	16.5%	82.2%	45.9%	36.6%	91.1%
Child's bedroom	128	76	27	89	65	24	126
%V	6.9%	9.4%	9.6%	6.1%	9.3%	3.2%	7.7%
%H		59.4%	21.1%	69.5%	50.8%	18.8%	98.4%
Other bedroom	48	25	6	40	23	16	45
%V	2.6%	3.1%	2.1%	2.8%	3.3%	2.1%	2.8%
%H		52.1%	12.5%	83.3%	47.9%	33.3%	93.8%
Second living/dining room	83	32	15	69	32	37	76
%V	4.5%	4.0%	5.3%	4.8%	4.6%	4.9%	4.7%
%H		38.6%	18.1%	83.1%	38.6%	44.6%	91.6%
Study/office	17	7	2	14	6	8	17
%V	0.9%	0.9%	0.7%	1.0%	0.9%	1.1%	1.0%
%H		41.2%	11.8%	82.4%	35.3%	47.1%	100.0%
TV room	5	3	1	5	4	1	5
%V	0.3%	0.4%	0.4%	0.3%	0.6%	0.1%	0.3%
%H		60.0%	20.0%	100.0%	80.0%	20.0%	100.0%
Conservatory	25	11	1	18	6	13	21
%V	1.4%	1.4%	0.4%	1.2%	0.9%	1.7%	1.3%
%H		44.0%	4.0%	72.0%	24.0%	52.0%	84.0%
Attic or loft room	3	1	1	2	1	1	3
%V	0.2%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	4	2	1	4	3	1	2
%V	0.2%	0.2%	0.4%	0.3%	0.4%	0.1%	0.1%
%H		50.0%	25.0%	100.0%	75.0%	25.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1843	805	281	1452	702	751	1632
%H		43.7%	15.2%	78.8%	38.1%	40.7%	88.6%
PVR	752	397	154	524	311	212	684
%V	40.8%	49.3%	54.8%	36.1%	44.3%	28.2%	41.9%
%H		52.8%	20.5%	69.7%	41.4%	28.2%	91.0%
DVDR	19	6	4	16	7	10	17
%V	1.0%	0.7%	1.4%	1.1%	1.0%	1.3%	1.0%
%H		31.6%	21.1%	84.2%	36.8%	52.6%	89.5%
VCR	13	3	2	11	4	7	9
%V	0.7%	0.4%	0.7%	0.8%	0.6%	0.9%	0.6%
%H		23.1%	15.4%	84.6%	30.8%	53.8%	69.2%
Any recorder	769	403	156	538	316	222	697
%V	41.7%	50.1%	55.5%	37.1%	45.0%	29.6%	42.7%
%H		52.4%	20.3%	70.0%	41.1%	28.9%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: 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	1843	805	281	1452	702	751	1632
%H		43.7%	15.2%	78.8%	38.1%	40.7%	88.6%
Receives HDTV (via STB or built-in reception)	740	339	151	554	297	257	686
%V	40.2%	42.1%	53.7%	38.2%	42.3%	34.2%	42.0%
%H		45.8%	20.4%	74.9%	40.1%	34.7%	92.7%
DVD/Blu-ray player or recorder	1055	448	169	844	400	444	946
%V	57.2%	55.7%	60.1%	58.1%	57.0%	59.1%	58.0%
%H		42.5%	16.0%	80.0%	37.9%	42.1%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	923	359	131	701	275	426	780
%H		38.9%	14.2%	75.9%	29.8%	46.2%	84.5%
Under 20"	23	1	1	19	1	18	15
%V	2.5%	0.3%	0.8%	2.7%	0.4%	4.2%	1.9%
%H		4.3%	4.3%	82.6%	4.3%	78.3%	65.2%
20" - 29"	152	25	11	133	18	115	109
%V	16.5%	7.0%	8.4%	19.0%	6.5%	27.0%	14.0%
%H		16.4%	7.2%	87.5%	11.8%	75.7%	71.7%
30" - 39"	354	122	52	275	100	176	293
%V	38.4%	34.0%	39.7%	39.2%	36.4%	41.3%	37.6%
%H		34.5%	14.7%	77.7%	28.2%	49.7%	82.8%
40" and over	391	210	66	272	156	117	362
%V	42.4%	58.5%	50.4%	38.8%	56.7%	27.5%	46.4%
%H		53.7%	16.9%	69.6%	39.9%	29.9%	92.6%
Don't know	3	1	0	2	1	1	3
%V	0.3%	0.3%	0.0%	0.3%	0.4%	0.2%	0.4%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	923	359	131	701	275	426	780
%H		38.9%	14.2%	75.9%	29.8%	46.2%	84.5%
PVR	580	300	114	406	232	174	521
%V	62.8%	83.6%	87.0%	57.9%	84.4%	40.8%	66.8%
%H		51.7%	19.7%	70.0%	40.0%	30.0%	89.8%
DVDR	15	3	4	14	6	8	13
%V	1.6%	0.8%	3.1%	2.0%	2.2%	1.9%	1.7%
%H		20.0%	26.7%	93.3%	40.0%	53.3%	86.7%
VCR	10	2	1	9	3	7	7
%V	1.1%	0.6%	0.8%	1.3%	1.1%	1.6%	0.9%
%H		20.0%	10.0%	90.0%	30.0%	70.0%	70.0%
Any recorder	593	303	115	417	234	183	530
%V	64.2%	84.4%	87.8%	59.5%	85.1%	43.0%	67.9%
%H		51.1%	19.4%	70.3%	39.5%	30.9%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: 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	923	359	131	701	275	426	780
%H		38.9%	14.2%	75.9%	29.8%	46.2%	84.5%
Receives HDTV (via STB or built-in reception)	527	245	105	383	201	182	483
%V	57.1%	68.2%	80.2%	54.6%	73.1%	42.7%	61.9%
%H		46.5%	19.9%	72.7%	38.1%	34.5%	91.7%
DVD/Blu-ray player or recorder	695	284	107	533	228	306	604
%V	75.3%	79.1%	81.7%	76.0%	82.9%	71.8%	77.4%
%H		40.9%	15.4%	76.7%	32.8%	44.0%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	447	150	751	427	325	852
%H		48.6%	16.3%	81.6%	46.4%	35.3%	92.6%
Under 20"	241	119	27	210	115	95	218
%V	26.2%	26.6%	18.0%	28.0%	26.9%	29.2%	25.6%
%H		49.4%	11.2%	87.1%	47.7%	39.4%	90.5%
20" - 29"	351	145	68	288	153	135	319
%V	38.2%	32.4%	45.3%	38.3%	35.8%	41.5%	37.4%
%H		41.3%	19.4%	82.1%	43.6%	38.5%	90.9%
30" - 39"	236	130	38	188	119	69	225
%V	25.7%	29.1%	25.3%	25.0%	27.9%	21.2%	26.4%
%H		55.1%	16.1%	79.7%	50.4%	29.2%	95.3%
40" and over	91	52	17	64	39	25	89
%V	9.9%	11.6%	11.3%	8.5%	9.1%	7.7%	10.4%
%H		57.1%	18.7%	70.3%	42.9%	27.5%	97.8%
Don't know	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	447	150	751	427	325	852
%H		48.6%	16.3%	81.6%	46.4%	35.3%	92.6%
PVR	172	97	40	118	80	38	163
%V	18.7%	21.7%	26.7%	15.7%	18.7%	11.7%	19.1%
%H		56.4%	23.3%	68.6%	46.5%	22.1%	94.8%
DVDR	4	3	0	2	1	1	4
%V	0.4%	0.7%	0.0%	0.3%	0.2%	0.3%	0.5%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
VCR	3	1	1	2	1	1	3
%V	0.3%	0.2%	0.7%	0.3%	0.2%	0.3%	0.4%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Any recorder	176	100	41	121	82	39	167
%V	19.1%	22.4%	27.3%	16.1%	19.2%	12.0%	19.6%
%H		56.8%	23.3%	68.8%	46.6%	22.2%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	447	150	751	427	325	852
%H		48.6%	16.3%	81.6%	46.4%	35.3%	92.6%
Receives HDTV (via STB or built-in reception)	213	94	47	171	96	75	203
%V	23.2%	21.0%	31.3%	22.8%	22.5%	23.1%	23.8%
%H		44.1%	22.1%	80.3%	45.1%	35.2%	95.3%
DVD/Blu-ray player or recorder	360	165	62	311	173	138	341
%V	39.1%	36.9%	41.3%	41.4%	40.5%	42.5%	40.0%
%H		45.8%	17.2%	86.4%	48.1%	38.3%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2292	2148	918	341	1554	692	862	2078
%H		93.7%	40.1%	14.9%	67.8%	30.2%	37.6%	90.7%
Total Children	402	390	182	71	253	121	132	394
%V	17.5%	18.2%	19.8%	20.8%	16.3%	17.5%	15.3%	19.0%
%H		97.0%	45.3%	17.7%	62.9%	30.1%	32.8%	98.0%
0 - 3	94	90	43	15	51	21	30	90
%V	4.1%	4.2%	4.7%	4.4%	3.3%	3.0%	3.5%	4.3%
%H		95.7%	45.7%	16.0%	54.3%	22.3%	31.9%	95.7%
4 - 15	307	299	139	56	202	101	101	304
%V	13.4%	13.9%	15.1%	16.4%	13.0%	14.6%	11.7%	14.6%
%H		97.4%	45.3%	18.2%	65.8%	32.9%	32.9%	99.0%
4 - 9	160	156	76	25	101	49	52	158
%V	7.0%	7.3%	8.3%	7.3%	6.5%	7.1%	6.0%	7.6%
%H		97.5%	47.5%	15.6%	63.1%	30.6%	32.5%	98.8%
10 - 15	147	144	63	31	101	51	50	146
%V	6.4%	6.7%	6.9%	9.1%	6.5%	7.4%	5.8%	7.0%
%H		98.0%	42.9%	21.1%	68.7%	34.7%	34.0%	99.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2292	2148	918	341	1554	692	862	2078
%H		93.7%	40.1%	14.9%	67.8%	30.2%	37.6%	90.7%
Total Adults (16+)	1891	1759	736	270	1301	571	730	1684
%V	82.5%	81.9%	80.2%	79.2%	83.7%	82.5%	84.7%	81.0%
%H		93.0%	38.9%	14.3%	68.8%	30.2%	38.6%	89.1%
16 - 19	115	100	47	17	68	36	33	113
%V	5.0%	4.7%	5.1%	5.0%	4.4%	5.2%	3.8%	5.4%
%H		87.0%	40.9%	14.8%	59.1%	31.3%	28.7%	98.3%
20 - 24	154	122	51	18	88	39	48	149
%V	6.7%	5.7%	5.6%	5.3%	5.7%	5.6%	5.6%	7.2%
%H		79.2%	33.1%	11.7%	57.1%	25.3%	31.2%	96.8%
25 - 34	281	256	110	47	167	79	88	272
%V	12.3%	11.9%	12.0%	13.8%	10.7%	11.4%	10.2%	13.1%
%H		91.1%	39.1%	16.7%	59.4%	28.1%	31.3%	96.8%
35 - 44	277	260	131	44	164	83	81	271
%V	12.1%	12.1%	14.3%	12.9%	10.6%	12.0%	9.4%	13.0%
%H		93.9%	47.3%	15.9%	59.2%	30.0%	29.2%	97.8%
45 - 54	347	338	148	70	244	125	119	336
%V	15.1%	15.7%	16.1%	20.5%	15.7%	18.1%	13.8%	16.2%
%H		97.4%	42.7%	20.2%	70.3%	36.0%	34.3%	96.8%
55 - 64	277	266	119	37	211	100	111	244
%V	12.1%	12.4%	13.0%	10.9%	13.6%	14.5%	12.9%	11.7%
%H		96.0%	43.0%	13.4%	76.2%	36.1%	40.1%	88.1%
65+	440	416	130	37	360	109	251	299
%V	19.2%	19.4%	14.2%	10.9%	23.2%	15.8%	29.1%	14.4%
%H		94.5%	29.5%	8.4%	81.8%	24.8%	57.0%	68.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1891	1759	736	270	1301	571	730	1684
%H		93.0%	38.9%	14.3%	68.8%	30.2%	38.6%	89.1%
AB	626	596	223	104	458	192	267	603
%V	33.1%	33.9%	30.3%	38.5%	35.2%	33.6%	36.6%	35.8%
%H		95.2%	35.6%	16.6%	73.2%	30.7%	42.7%	96.3%
C1	530	468	196	70	335	146	189	487
%V	28.0%	26.6%	26.6%	25.9%	25.7%	25.6%	25.9%	28.9%
%H		88.3%	37.0%	13.2%	63.2%	27.5%	35.7%	91.9%
C2	393	373	177	52	278	130	148	356
%V	20.8%	21.2%	24.0%	19.3%	21.4%	22.8%	20.3%	21.1%
%H		94.9%	45.0%	13.2%	70.7%	33.1%	37.7%	90.6%
D	245	234	111	33	166	87	80	189
%V	13.0%	13.3%	15.1%	12.2%	12.8%	15.2%	11.0%	11.2%
%H		95.5%	45.3%	13.5%	67.8%	35.5%	32.7%	77.1%
E	97	88	29	12	64	17	47	49
%V	5.1%	5.0%	3.9%	4.4%	4.9%	3.0%	6.4%	2.9%
%H		90.7%	29.9%	12.4%	66.0%	17.5%	48.5%	50.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1891	1759	736	270	1301	571	730	1684
%H		93.0%	38.9%	14.3%	68.8%	30.2%	38.6%	89.1%
Working full time	907	856	397	153	595	304	291	874
%V	48.0%	48.7%	53.9%	56.7%	45.7%	53.2%	39.9%	51.9%
%H		94.4%	43.8%	16.9%	65.6%	33.5%	32.1%	96.4%
Working part time	214	207	84	42	147	67	80	206
%V	11.3%	11.8%	11.4%	15.6%	11.3%	11.7%	11.0%	12.2%
%H		96.7%	39.3%	19.6%	68.7%	31.3%	37.4%	96.3%
Not working	771	696	255	76	559	199	360	605
%V	40.8%	39.6%	34.6%	28.1%	43.0%	34.9%	49.3%	35.9%
%H		90.3%	33.1%	9.9%	72.5%	25.8%	46.7%	78.5%
Housewife/Houseperson	997	925	359	131	701	275	426	838
%V	52.7%	52.6%	48.8%	48.5%	53.9%	48.2%	58.4%	49.8%
%H		92.8%	36.0%	13.1%	70.3%	27.6%	42.7%	84.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	933	858	372	132	629	289	339	840
%H		92.0%	39.9%	14.1%	67.4%	31.0%	36.3%	90.0%
16 - 19	64	54	23	10	37	18	19	62
%V	6.9%	6.3%	6.2%	7.6%	5.9%	6.2%	5.6%	7.4%
%H		84.4%	35.9%	15.6%	57.8%	28.1%	29.7%	96.9%
20 - 24	80	61	29	7	40	18	21	78
%V	8.6%	7.1%	7.8%	5.3%	6.4%	6.2%	6.2%	9.3%
%H		76.3%	36.3%	8.8%	50.0%	22.5%	26.3%	97.5%
25 - 34	140	126	53	22	88	44	44	135
%V	15.0%	14.7%	14.2%	16.7%	14.0%	15.2%	13.0%	16.1%
%H		90.0%	37.9%	15.7%	62.9%	31.4%	31.4%	96.4%
35 - 44	143	132	66	24	79	40	39	137
%V	15.3%	15.4%	17.7%	18.2%	12.6%	13.8%	11.5%	16.3%
%H		92.3%	46.2%	16.8%	55.2%	28.0%	27.3%	95.8%
45 - 54	175	169	79	33	119	62	57	169
%V	18.8%	19.7%	21.2%	25.0%	18.9%	21.5%	16.8%	20.1%
%H		96.6%	45.1%	18.9%	68.0%	35.4%	32.6%	96.6%
55 - 64	137	131	55	18	108	49	59	118
%V	14.7%	15.3%	14.8%	13.6%	17.2%	17.0%	17.4%	14.0%
%H		95.6%	40.1%	13.1%	78.8%	35.8%	43.1%	86.1%
65+	196	185	67	17	158	58	101	140
%V	21.0%	21.6%	18.0%	12.9%	25.1%	20.1%	29.8%	16.7%
%H		94.4%	34.2%	8.7%	80.6%	29.6%	51.5%	71.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	933	858	372	132	629	289	339	840
%H		92.0%	39.9%	14.1%	67.4%	31.0%	36.3%	90.0%
AB	316	300	121	49	228	101	128	305
%V	33.9%	35.0%	32.5%	37.1%	36.2%	34.9%	37.8%	36.3%
%H		94.9%	38.3%	15.5%	72.2%	32.0%	40.5%	96.5%
C1	257	221	94	35	154	70	83	240
%V	27.5%	25.8%	25.3%	26.5%	24.5%	24.2%	24.5%	28.6%
%H		86.0%	36.6%	13.6%	59.9%	27.2%	32.3%	93.4%
C2	206	195	94	27	146	70	76	183
%V	22.1%	22.7%	25.3%	20.5%	23.2%	24.2%	22.4%	21.8%
%H		94.7%	45.6%	13.1%	70.9%	34.0%	36.9%	88.8%
D	114	108	51	15	75	40	35	90
%V	12.2%	12.6%	13.7%	11.4%	11.9%	13.8%	10.3%	10.7%
%H		94.7%	44.7%	13.2%	65.8%	35.1%	30.7%	78.9%
E	40	34	11	5	25	8	17	22
%V	4.3%	4.0%	3.0%	3.8%	4.0%	2.8%	5.0%	2.6%
%H		85.0%	27.5%	12.5%	62.5%	20.0%	42.5%	55.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	933	858	372	132	629	289	339	840
%H		92.0%	39.9%	14.1%	67.4%	31.0%	36.3%	90.0%
Working full time	570	537	251	93	370	186	183	547
%V	61.1%	62.6%	67.5%	70.5%	58.8%	64.4%	54.0%	65.1%
%H		94.2%	44.0%	16.3%	64.9%	32.6%	32.1%	96.0%
Working part time	36	33	13	6	22	8	14	33
%V	3.9%	3.8%	3.5%	4.5%	3.5%	2.8%	4.1%	3.9%
%H		91.7%	36.1%	16.7%	61.1%	22.2%	38.9%	91.7%
Not working	327	288	108	34	237	94	142	260
%V	35.0%	33.6%	29.0%	25.8%	37.7%	32.5%	41.9%	31.0%
%H		88.1%	33.0%	10.4%	72.5%	28.7%	43.4%	79.5%
Housewife/Houseperson	206	180	67	22	140	53	87	156
%V	22.1%	21.0%	18.0%	16.7%	22.3%	18.3%	25.7%	18.6%
%H		87.4%	32.5%	10.7%	68.0%	25.7%	42.2%	75.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	958	901	364	138	672	282	391	844
%H		94.1%	38.0%	14.4%	70.1%	29.4%	40.8%	88.1%
16 - 19	51	46	25	7	32	18	14	51
%V	5.3%	5.1%	6.9%	5.1%	4.8%	6.4%	3.6%	6.0%
%H		90.2%	49.0%	13.7%	62.7%	35.3%	27.5%	100.0%
20 - 24	74	61	22	10	48	21	27	71
%V	7.7%	6.8%	6.0%	7.2%	7.1%	7.4%	6.9%	8.4%
%H		82.4%	29.7%	13.5%	64.9%	28.4%	36.5%	95.9%
25 - 34	141	130	57	24	78	34	44	137
%V	14.7%	14.4%	15.7%	17.4%	11.6%	12.1%	11.3%	16.2%
%H		92.2%	40.4%	17.0%	55.3%	24.1%	31.2%	97.2%
35 - 44	135	129	65	19	85	43	41	134
%V	14.1%	14.3%	17.9%	13.8%	12.6%	15.2%	10.5%	15.9%
%H		95.6%	48.1%	14.1%	63.0%	31.9%	30.4%	99.3%
45 - 54	173	169	69	37	125	62	63	167
%V	18.1%	18.8%	19.0%	26.8%	18.6%	22.0%	16.1%	19.8%
%H		97.7%	39.9%	21.4%	72.3%	35.8%	36.4%	96.5%
55 - 64	140	134	64	20	103	51	53	126
%V	14.6%	14.9%	17.6%	14.5%	15.3%	18.1%	13.6%	14.9%
%H		95.7%	45.7%	14.3%	73.6%	36.4%	37.9%	90.0%
65+	245	231	63	20	201	51	150	159
%V	25.6%	25.6%	17.3%	14.5%	29.9%	18.1%	38.4%	18.8%
%H		94.3%	25.7%	8.2%	82.0%	20.8%	61.2%	64.9%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	958	901	364	138	672	282	391	844
%H		94.1%	38.0%	14.4%	70.1%	29.4%	40.8%	88.1%
AB	310	296	102	54	230	91	139	298
%V	32.4%	32.9%	28.0%	39.1%	34.2%	32.3%	35.5%	35.3%
%H		95.5%	32.9%	17.4%	74.2%	29.4%	44.8%	96.1%
C1	273	246	102	34	182	76	106	247
%V	28.5%	27.3%	28.0%	24.6%	27.1%	27.0%	27.1%	29.3%
%H		90.1%	37.4%	12.5%	66.7%	27.8%	38.8%	90.5%
C2	186	178	83	25	131	60	71	173
%V	19.4%	19.8%	22.8%	18.1%	19.5%	21.3%	18.2%	20.5%
%H		95.7%	44.6%	13.4%	70.4%	32.3%	38.2%	93.0%
D	132	126	59	18	91	46	45	99
%V	13.8%	14.0%	16.2%	13.0%	13.5%	16.3%	11.5%	11.7%
%H		95.5%	44.7%	13.6%	68.9%	34.8%	34.1%	75.0%
E	58	54	18	6	39	9	30	27
%V	6.1%	6.0%	4.9%	4.3%	5.8%	3.2%	7.7%	3.2%
%H		93.1%	31.0%	10.3%	67.2%	15.5%	51.7%	46.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV West

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	958	901	364	138	672	282	391	844
%H		94.1%	38.0%	14.4%	70.1%	29.4%	40.8%	88.1%
Working full time	336	319	146	60	225	118	107	327
%V	35.1%	35.4%	40.1%	43.5%	33.5%	41.8%	27.4%	38.7%
%H		94.9%	43.5%	17.9%	67.0%	35.1%	31.8%	97.3%
Working part time	178	174	71	36	125	58	66	173
%V	18.6%	19.3%	19.5%	26.1%	18.6%	20.6%	16.9%	20.5%
%H		97.8%	39.9%	20.2%	70.2%	32.6%	37.1%	97.2%
Not working	444	408	147	42	323	105	217	344
%V	46.3%	45.3%	40.4%	30.4%	48.1%	37.2%	55.5%	40.8%
%H		91.9%	33.1%	9.5%	72.7%	23.6%	48.9%	77.5%
Housewife/Houseperson	791	746	292	109	562	222	339	682
%V	82.6%	82.8%	80.2%	79.0%	83.6%	78.7%	86.7%	80.8%
%H		94.3%	36.9%	13.8%	71.0%	28.1%	42.9%	86.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
AB	267	257	146	23	173	87	86	243
%V	20.1%	20.3%	20.5%	20.7%	20.7%	21.5%	20.0%	23.6%
%H (All HH)		96.3%	54.7%	8.6%	64.8%	32.6%	32.2%	91.0%
%H (TV HH)			56.8%	8.9%	67.3%	33.9%	33.5%	
C1	336	315	178	29	206	102	104	287
%V	25.2%	24.8%	25.0%	26.1%	24.7%	25.2%	24.2%	27.9%
%H (All HH)		93.8%	53.0%	8.6%	61.3%	30.4%	31.0%	85.4%
%H (TV HH)			56.5%	9.2%	65.4%	32.4%	33.0%	
C2	315	304	185	24	203	110	93	254
%V	23.7%	24.0%	26.0%	21.6%	24.3%	27.2%	21.7%	24.7%
%H (All HH)		96.5%	58.7%	7.6%	64.4%	34.9%	29.5%	80.6%
%H (TV HH)			60.9%	7.9%	66.8%	36.2%	30.6%	
D	234	225	118	23	146	64	82	155
%V	17.6%	17.7%	16.6%	20.7%	17.5%	15.8%	19.1%	15.0%
%H (All HH)		96.2%	50.4%	9.8%	62.4%	27.4%	35.0%	66.2%
%H (TV HH)			52.4%	10.2%	64.9%	28.4%	36.4%	
E	178	166	85	12	107	41	65	90
%V	13.4%	13.1%	11.9%	10.8%	12.8%	10.1%	15.2%	8.7%
%H (All HH)		93.3%	47.8%	6.7%	60.1%	23.0%	36.5%	50.6%
%H (TV HH)			51.2%	7.2%	64.5%	24.7%	39.2%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 25	66	58	28	5	31	12	20	60
%V	5.0%	4.6%	3.9%	4.5%	3.7%	3.0%	4.7%	5.8%
%H (All HH)		87.9%	42.4%	7.6%	47.0%	18.2%	30.3%	90.9%
%H (TV HH)			48.3%	8.6%	53.4%	20.7%	34.5%	
25 - 34	185	173	112	14	91	50	41	169
%V	13.9%	13.6%	15.7%	12.6%	10.9%	12.3%	9.6%	16.4%
%H (All HH)		93.5%	60.5%	7.6%	49.2%	27.0%	22.2%	91.4%
%H (TV HH)			64.7%	8.1%	52.6%	28.9%	23.7%	
35 - 44	203	196	121	19	121	70	51	189
%V	15.3%	15.5%	17.0%	17.1%	14.5%	17.3%	11.9%	18.3%
%H (All HH)		96.6%	59.6%	9.4%	59.6%	34.5%	25.1%	93.1%
%H (TV HH)			61.7%	9.7%	61.7%	35.7%	26.0%	
45 - 54	252	241	153	24	155	91	64	226
%V	18.9%	19.0%	21.5%	21.6%	18.6%	22.5%	14.9%	21.9%
%H (All HH)		95.6%	60.7%	9.5%	61.5%	36.1%	25.4%	89.7%
%H (TV HH)			63.5%	10.0%	64.3%	37.8%	26.6%	
55 - 64	233	224	125	24	154	78	75	186
%V	17.5%	17.7%	17.6%	21.6%	18.5%	19.3%	17.5%	18.1%
%H (All HH)		96.1%	53.6%	10.3%	66.1%	33.5%	32.2%	79.8%
%H (TV HH)			55.8%	10.7%	68.8%	34.8%	33.5%	
65 +	392	376	173	25	282	104	178	199
%V	29.5%	29.7%	24.3%	22.5%	33.8%	25.7%	41.5%	19.3%
%H (All HH)		95.9%	44.1%	6.4%	71.9%	26.5%	45.4%	50.8%
%H (TV HH)			46.0%	6.6%	75.0%	27.7%	47.3%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	419	380	167	27	263	82	181	219
%V	31.5%	30.0%	23.5%	24.3%	31.5%	20.2%	42.2%	21.3%
%H (All HH)		90.7%	39.9%	6.4%	62.8%	19.6%	43.2%	52.3%
%H (TV HH)			43.9%	7.1%	69.2%	21.6%	47.6%	
2	473	458	263	38	305	153	151	393
%V	35.5%	36.1%	36.9%	34.2%	36.6%	37.8%	35.2%	38.2%
%H (All HH)		96.8%	55.6%	8.0%	64.5%	32.3%	31.9%	83.1%
%H (TV HH)			57.4%	8.3%	66.6%	33.4%	33.0%	
3	201	197	129	20	122	74	48	189
%V	15.1%	15.5%	18.1%	18.0%	14.6%	18.3%	11.2%	18.3%
%H (All HH)		98.0%	64.2%	10.0%	60.7%	36.8%	23.9%	94.0%
%H (TV HH)			65.5%	10.2%	61.9%	37.6%	24.4%	
4	154	151	100	16	93	61	32	148
%V	11.6%	11.9%	14.0%	14.4%	11.2%	15.1%	7.5%	14.4%
%H (All HH)		98.1%	64.9%	10.4%	60.4%	39.6%	20.8%	96.1%
%H (TV HH)			66.2%	10.6%	61.6%	40.4%	21.2%	
5+	84	82	53	9	52	35	17	80
%V	6.3%	6.5%	7.4%	8.1%	6.2%	8.6%	4.0%	7.8%
%H (All HH)		97.6%	63.1%	10.7%	61.9%	41.7%	20.2%	95.2%
%H (TV HH)			64.6%	11.0%	63.4%	42.7%	20.7%	
Average HH size	2.29	2.32	2.48	2.55	2.27	2.57	1.98	2.53

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Without	1012	954	504	82	649	291	358	729
%V	76.0%	75.2%	70.8%	73.9%	77.8%	71.9%	83.4%	70.8%
%H (All HH)		94.3%	49.8%	8.1%	64.1%	28.8%	35.4%	72.0%
%H (TV HH)			52.8%	8.6%	68.0%	30.5%	37.5%	
With	320	313	208	30	185	113	71	301
%V	24.0%	24.7%	29.2%	27.0%	22.2%	27.9%	16.6%	29.2%
%H (All HH)		97.8%	65.0%	9.4%	57.8%	35.3%	22.2%	94.1%
%H (TV HH)			66.5%	9.6%	59.1%	36.1%	22.7%	
0 - 3	115	111	71	9	65	36	29	106
%V	8.6%	8.8%	10.0%	8.1%	7.8%	8.9%	6.8%	10.3%
%H (All HH)		96.5%	61.7%	7.8%	56.5%	31.3%	25.2%	92.2%
%H (TV HH)			64.0%	8.1%	58.6%	32.4%	26.1%	
4 - 9	167	164	111	16	95	62	34	155
%V	12.5%	12.9%	15.6%	14.4%	11.4%	15.3%	7.9%	15.0%
%H (All HH)		98.2%	66.5%	9.6%	56.9%	37.1%	20.4%	92.8%
%H (TV HH)			67.7%	9.8%	57.9%	37.8%	20.7%	
10 - 15	150	147	100	14	92	60	32	143
%V	11.3%	11.6%	14.0%	12.6%	11.0%	14.8%	7.5%	13.9%
%H (All HH)		98.0%	66.7%	9.3%	61.3%	40.0%	21.3%	95.3%
%H (TV HH)			68.0%	9.5%	62.6%	40.8%	21.8%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	478	478	212	43	272	61	211	312
%V	35.9%	37.7%	29.8%	38.7%	32.6%	15.1%	49.2%	30.3%
%H (All HH)		100.0%	44.4%	9.0%	56.9%	12.8%	44.1%	65.3%
%H (TV HH)			44.4%	9.0%	56.9%	12.8%	44.1%	
2	448	448	266	34	306	160	146	359
%V	33.7%	35.3%	37.4%	30.6%	36.7%	39.5%	34.0%	34.9%
%H (All HH)		100.0%	59.4%	7.6%	68.3%	35.7%	32.6%	80.1%
%H (TV HH)			59.4%	7.6%	68.3%	35.7%	32.6%	
3	213	213	140	22	155	105	50	195
%V	16.0%	16.8%	19.7%	19.8%	18.6%	25.9%	11.7%	18.9%
%H (All HH)		100.0%	65.7%	10.3%	72.8%	49.3%	23.5%	91.5%
%H (TV HH)			65.7%	10.3%	72.8%	49.3%	23.5%	
4	82	82	59	9	62	47	15	79
%V	6.2%	6.5%	8.3%	8.1%	7.4%	11.6%	3.5%	7.7%
%H (All HH)		100.0%	72.0%	11.0%	75.6%	57.3%	18.3%	96.3%
%H (TV HH)			72.0%	11.0%	75.6%	57.3%	18.3%	
5+	46	46	36	4	39	32	7	45
%V	3.5%	3.6%	5.1%	3.6%	4.7%	7.9%	1.6%	4.4%
%H (All HH)		100.0%	78.3%	8.7%	84.8%	69.6%	15.2%	97.8%
%H (TV HH)			78.3%	8.7%	84.8%	69.6%	15.2%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%V (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 20"	244	244	141	16	190	104	86	197
%V	18.3%	19.2%	19.8%	14.4%	22.8%	25.7%	20.0%	19.1%
%H (All HH)		100.0%	57.8%	6.6%	77.9%	42.6%	35.2%	80.7%
%H (TV HH)			57.8%	6.6%	77.9%	42.6%	35.2%	
20" - 29"	467	467	260	41	340	179	162	367
%V	35.1%	36.8%	36.5%	36.9%	40.8%	44.2%	37.8%	35.6%
%H (All HH)		100.0%	55.7%	8.8%	72.8%	38.3%	34.7%	78.6%
%H (TV HH)			55.7%	8.8%	72.8%	38.3%	34.7%	
30" - 39"	706	706	401	62	484	245	239	554
%V	53.0%	55.7%	56.3%	55.9%	58.0%	60.5%	55.7%	53.8%
%H (All HH)		100.0%	56.8%	8.8%	68.6%	34.7%	33.9%	78.5%
%H (TV HH)			56.8%	8.8%	68.6%	34.7%	33.9%	
40" and over	637	637	424	59	397	249	149	563
%V	47.9%	50.2%	59.6%	53.2%	47.6%	61.5%	34.7%	54.7%
%H (All HH)		100.0%	66.6%	9.3%	62.3%	39.1%	23.4%	88.4%
%H (TV HH)			66.6%	9.3%	62.3%	39.1%	23.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Main living room	1253	1253	707	111	824	402	422	979
%V	94.1%	98.8%	99.3%	100.0%	98.8%	99.3%	98.4%	95.0%
%H (All HH)		100.0%	56.4%	8.9%	65.8%	32.1%	33.7%	78.1%
%H (TV HH)			56.4%	8.9%	65.8%	32.1%	33.7%	
Kitchen	175	175	107	11	143	84	59	146
%V	13.1%	13.8%	15.0%	9.9%	17.1%	20.7%	13.8%	14.2%
%H (All HH)		100.0%	61.1%	6.3%	81.7%	48.0%	33.7%	83.4%
%H (TV HH)			61.1%	6.3%	81.7%	48.0%	33.7%	
Adult's bedroom	551	551	358	50	397	255	142	483
%V	41.4%	43.5%	50.3%	45.0%	47.6%	63.0%	33.1%	46.9%
%H (All HH)		100.0%	65.0%	9.1%	72.1%	46.3%	25.8%	87.7%
%H (TV HH)			65.0%	9.1%	72.1%	46.3%	25.8%	
Child's bedroom	141	141	102	13	89	63	26	136
%V	10.6%	11.1%	14.3%	11.7%	10.7%	15.6%	6.1%	13.2%
%H (All HH)		100.0%	72.3%	9.2%	63.1%	44.7%	18.4%	96.5%
%H (TV HH)			72.3%	9.2%	63.1%	44.7%	18.4%	
Other bedroom	60	60	44	4	43	32	12	54
%V	4.5%	4.7%	6.2%	3.6%	5.2%	7.9%	2.8%	5.2%
%H (All HH)		100.0%	73.3%	6.7%	71.7%	53.3%	20.0%	90.0%
%H (TV HH)			73.3%	6.7%	71.7%	53.3%	20.0%	
Second living/dining room	165	165	105	17	124	80	44	143
%V	12.4%	13.0%	14.7%	15.3%	14.9%	19.8%	10.3%	13.9%
%H (All HH)		100.0%	63.6%	10.3%	75.2%	48.5%	26.7%	86.7%
%H (TV HH)			63.6%	10.3%	75.2%	48.5%	26.7%	
Study/office	12	12	8	1	9	6	3	11
%V	0.9%	0.9%	1.1%	0.9%	1.1%	1.5%	0.7%	1.1%
%H (All HH)		100.0%	66.7%	8.3%	75.0%	50.0%	25.0%	91.7%
%H (TV HH)			66.7%	8.3%	75.0%	50.0%	25.0%	
TV room	10	10	6	1	7	4	3	10
%V	0.8%	0.8%	0.8%	0.9%	0.8%	1.0%	0.7%	1.0%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	
Conservatory	25	25	18	0	21	14	6	23
%V	1.9%	2.0%	2.5%	0.0%	2.5%	3.5%	1.4%	2.2%
%H (All HH)		100.0%	72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	0.0%	84.0%	56.0%	24.0%	
Attic or loft room	5	5	3	0	3	3	1	5
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.7%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	60.0%	60.0%	20.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	8	8	6	1	6	5	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.7%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	62.5%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	62.5%	25.0%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Any DSAT provider	712	712	712	4	357	357	0	609
%V	53.5%	56.2%	100.0%	3.6%	42.8%	88.1%	0.0%	59.1%
%H (All HH)			100.0%	0.6%	50.1%	50.1%	0.0%	85.5%
%H (TV HH)			100.0%	0.6%	50.1%	50.1%	0.0%	
Sky with subcription	582	582	582	2	290	290	0	512
%V	43.7%	45.9%	81.7%	1.8%	34.8%	71.6%	0.0%	49.7%
%H (All HH)			100.0%	0.3%	49.8%	49.8%	0.0%	88.0%
%H (TV HH)			100.0%	0.3%	49.8%	49.8%	0.0%	
Sky without subscription	67	67	67	1	32	32	0	47
%V	5.0%	5.3%	9.4%	0.9%	3.8%	7.9%	0.0%	4.6%
%H (All HH)			100.0%	1.5%	47.8%	47.8%	0.0%	70.1%
%H (TV HH)			100.0%	1.5%	47.8%	47.8%	0.0%	
Freesat	72	72	72	1	38	38	0	57
%V	5.4%	5.7%	10.1%	0.9%	4.6%	9.4%	0.0%	5.5%
%H (All HH)			100.0%	1.4%	52.8%	52.8%	0.0%	79.2%
%H (TV HH)			100.0%	1.4%	52.8%	52.8%	0.0%	
Other satellite provider	11	11	11	0	6	6	0	10
%V	0.8%	0.9%	1.5%	0.0%	0.7%	1.5%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	111	111	4	111	50	50	0	96
%V	8.3%	8.8%	0.6%	100.0%	6.0%	12.3%	0.0%	9.3%
%H (All HH)			3.6%	100.0%	45.0%	45.0%	0.0%	86.5%
%H (TV HH)			3.6%	100.0%	45.0%	45.0%	0.0%	
DTT	834	834	357	50	834	405	429	631
%V	62.7%	65.8%	50.1%	45.0%	100.0%	100.0%	100.0%	61.3%
%H (All HH)		100.0%	42.8%	6.0%	100.0%	48.6%	51.4%	75.7%
%H (TV HH)			42.8%	6.0%	100.0%	48.6%	51.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
PVR	807	807	585	95	476	345	130	711
%V	60.6%	63.6%	82.2%	85.6%	57.1%	85.2%	30.3%	69.0%
%H (All HH)		100.0%	72.5%	11.8%	59.0%	42.8%	16.1%	88.1%
%H (TV HH)			72.5%	11.8%	59.0%	42.8%	16.1%	
DVDR	42	42	22	4	33	17	16	34
%V	3.2%	3.3%	3.1%	3.6%	4.0%	4.2%	3.7%	3.3%
%H (All HH)		100.0%	52.4%	9.5%	78.6%	40.5%	38.1%	81.0%
%H (TV HH)			52.4%	9.5%	78.6%	40.5%	38.1%	
VCR	16	16	6	2	13	5	8	8
%V	1.2%	1.3%	0.8%	1.8%	1.6%	1.2%	1.9%	0.8%
%H (All HH)		100.0%	37.5%	12.5%	81.3%	31.3%	50.0%	50.0%
%H (TV HH)			37.5%	12.5%	81.3%	31.3%	50.0%	
Any recorder	830	830	591	96	496	349	146	725
%V	62.4%	65.5%	83.0%	86.5%	59.5%	86.2%	34.0%	70.4%
%H (All HH)		100.0%	71.2%	11.6%	59.8%	42.0%	17.6%	87.3%
%H (TV HH)			71.2%	11.6%	59.8%	42.0%	17.6%	
Receives HDTV (via STB or built-in reception)	645	645	436	72	408	268	141	575
%V	48.5%	50.9%	61.2%	64.9%	48.9%	66.2%	32.9%	55.8%
%H (All HH)		100.0%	67.6%	11.2%	63.3%	41.6%	21.9%	89.1%
%H (TV HH)			67.6%	11.2%	63.3%	41.6%	21.9%	
DVD/Blu-ray player or recorder	978	978	581	89	659	352	307	803
%V	73.5%	77.1%	81.6%	80.2%	79.0%	86.9%	71.6%	78.0%
%H (All HH)		100.0%	59.4%	9.1%	67.4%	36.0%	31.4%	82.1%
%H (TV HH)			59.4%	9.1%	67.4%	36.0%	31.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Has broadband internet	1030	990	609	96	631	357	274	1030
%V	77.4%	78.1%	85.5%	86.5%	75.7%	88.1%	63.9%	100.0%
%H (All HH)		96.1%	59.1%	9.3%	61.3%	34.7%	26.6%	100.0%
%H (TV HH)			61.5%	9.7%	63.7%	36.1%	27.7%	
Number of computers (PCs and laptops)								
0	312	290	113	15	210	51	159	38
%V	23.4%	22.9%	15.9%	13.5%	25.2%	12.6%	37.1%	3.7%
%H (All HH)		92.9%	36.2%	4.8%	67.3%	16.3%	51.0%	12.2%
%H (TV HH)			39.0%	5.2%	72.4%	17.6%	54.8%	
1	378	357	204	30	229	110	118	360
%V	28.4%	28.2%	28.7%	27.0%	27.5%	27.2%	27.5%	35.0%
%H (All HH)		94.4%	54.0%	7.9%	60.6%	29.1%	31.2%	95.2%
%H (TV HH)			57.1%	8.4%	64.1%	30.8%	33.1%	
2	292	280	172	29	175	98	77	287
%V	21.9%	22.1%	24.2%	26.1%	21.0%	24.2%	17.9%	27.9%
%H (All HH)		95.9%	58.9%	9.9%	59.9%	33.6%	26.4%	98.3%
%H (TV HH)			61.4%	10.4%	62.5%	35.0%	27.5%	
3	167	163	106	15	107	68	40	165
%V	12.5%	12.9%	14.9%	13.5%	12.8%	16.8%	9.3%	16.0%
%H (All HH)		97.6%	63.5%	9.0%	64.1%	40.7%	24.0%	98.8%
%H (TV HH)			65.0%	9.2%	65.6%	41.7%	24.5%	
4	87	86	58	9	53	36	18	86
%V	6.5%	6.8%	8.1%	8.1%	6.4%	8.9%	4.2%	8.3%
%H (All HH)		98.9%	66.7%	10.3%	60.9%	41.4%	20.7%	98.9%
%H (TV HH)			67.4%	10.5%	61.6%	41.9%	20.9%	
5+	95	92	59	13	59	42	18	94
%V	7.1%	7.3%	8.3%	11.7%	7.1%	10.4%	4.2%	9.1%
%H (All HH)		96.8%	62.1%	13.7%	62.1%	44.2%	18.9%	98.9%
%H (TV HH)			64.1%	14.1%	64.1%	45.7%	19.6%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Under 20"	305	181	20	239	137	103	251
%V	11.8%	11.4%	8.6%	13.2%	13.0%	13.7%	11.6%
%H		59.3%	6.6%	78.4%	44.9%	33.8%	82.3%
20" - 29"	604	348	58	447	252	195	489
%V	23.3%	21.9%	24.9%	24.7%	23.9%	25.9%	22.5%
%H		57.6%	9.6%	74.0%	41.7%	32.3%	81.0%
30" - 39"	875	515	79	610	333	277	708
%V	33.8%	32.3%	33.9%	33.8%	31.6%	36.8%	32.6%
%H		58.9%	9.0%	69.7%	38.1%	31.7%	80.9%
40" and over	775	531	73	490	323	166	698
%V	29.9%	33.4%	31.3%	27.1%	30.6%	22.1%	32.1%
%H		68.5%	9.4%	63.2%	41.7%	21.4%	90.1%
Don't know	32	18	3	21	10	11	26
%V	1.2%	1.1%	1.3%	1.2%	0.9%	1.5%	1.2%
%H		56.3%	9.4%	65.6%	31.3%	34.4%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Main living room	1258	710	111	827	404	424	983
%V	48.6%	44.6%	47.6%	45.8%	38.3%	56.4%	45.3%
%H		56.4%	8.8%	65.7%	32.1%	33.7%	78.1%
Kitchen	176	107	11	144	85	59	146
%V	6.8%	6.7%	4.7%	8.0%	8.1%	7.8%	6.7%
%H		60.8%	6.3%	81.8%	48.3%	33.5%	83.0%
Adult's bedroom	660	431	66	488	326	162	588
%V	25.5%	27.1%	28.3%	27.0%	30.9%	21.5%	27.1%
%H		65.3%	10.0%	73.9%	49.4%	24.5%	89.1%
Child's bedroom	192	140	18	122	88	34	184
%V	7.4%	8.8%	7.7%	6.8%	8.3%	4.5%	8.5%
%H		72.9%	9.4%	63.5%	45.8%	17.7%	95.8%
Other bedroom	73	55	5	52	39	13	67
%V	2.8%	3.5%	2.1%	2.9%	3.7%	1.7%	3.1%
%H		75.3%	6.8%	71.2%	53.4%	17.8%	91.8%
Second living/dining room	169	107	17	126	81	45	146
%V	6.5%	6.7%	7.3%	7.0%	7.7%	6.0%	6.7%
%H		63.3%	10.1%	74.6%	47.9%	26.6%	86.4%
Study/office	12	9	1	9	7	3	12
%V	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%	0.6%
%H		75.0%	8.3%	75.0%	58.3%	25.0%	100.0%
TV room	11	6	1	8	4	4	10
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	90.9%
Conservatory	25	18	0	21	14	6	23
%V	1.0%	1.1%	0.0%	1.2%	1.3%	0.8%	1.1%
%H		72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
Attic or loft room	5	3	0	3	3	1	5
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	8	6	1	6	5	2	8
%V	0.3%	0.4%	0.4%	0.3%	0.5%	0.3%	0.4%
%H		75.0%	12.5%	75.0%	62.5%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
PVR	1065	800	125	604	459	145	953
%V	41.1%	50.3%	53.6%	33.4%	43.5%	19.3%	43.9%
%H		75.1%	11.7%	56.7%	43.1%	13.6%	89.5%
DVDR	46	24	4	36	18	18	37
%V	1.8%	1.5%	1.7%	2.0%	1.7%	2.4%	1.7%
%H		52.2%	8.7%	78.3%	39.1%	39.1%	80.4%
VCR	17	6	2	13	5	8	9
%V	0.7%	0.4%	0.9%	0.7%	0.5%	1.1%	0.4%
%H		35.3%	11.8%	76.5%	29.4%	47.1%	52.9%
Any recorder	1096	812	126	632	468	163	974
%V	42.3%	51.0%	54.1%	35.0%	44.4%	21.7%	44.8%
%H		74.1%	11.5%	57.7%	42.7%	14.9%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Receives HDTV (via STB or built-in reception)	881	609	101	559	381	177	798
%V	34.0%	38.3%	43.3%	30.9%	36.1%	23.5%	36.7%
%H		69.1%	11.5%	63.5%	43.2%	20.1%	90.6%
DVD/Blu-ray player or recorder	1429	885	133	1013	601	413	1221
%V	55.2%	55.6%	57.1%	56.1%	57.0%	54.9%	56.2%
%H		61.9%	9.3%	70.9%	42.1%	28.9%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
Under 20"	20	6	1	16	4	12	13
%V	1.6%	0.8%	0.9%	1.9%	1.0%	2.8%	1.3%
%H		30.0%	5.0%	80.0%	20.0%	60.0%	65.0%
20" - 29"	141	51	13	101	27	74	84
%V	11.1%	7.2%	11.7%	12.1%	6.7%	17.3%	8.5%
%H		36.2%	9.2%	71.6%	19.1%	52.5%	59.6%
30" - 39"	483	245	39	332	136	196	346
%V	38.2%	34.4%	35.1%	39.9%	33.6%	45.8%	35.0%
%H		50.7%	8.1%	68.7%	28.2%	40.6%	71.6%
40" and over	609	405	57	377	235	142	538
%V	48.1%	56.9%	51.4%	45.3%	58.0%	33.2%	54.5%
%H		66.5%	9.4%	61.9%	38.6%	23.3%	88.3%
Don't know	12	5	1	8	3	5	8
%V	0.9%	0.7%	0.9%	1.0%	0.7%	1.2%	0.8%
%H		41.7%	8.3%	66.7%	25.0%	41.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
PVR	789	574	94	460	337	123	695
%V	62.4%	80.6%	84.7%	55.2%	83.2%	28.7%	70.3%
%H		72.8%	11.9%	58.3%	42.7%	15.6%	88.1%
DVDR	35	18	3	27	12	14	28
%V	2.8%	2.5%	2.7%	3.2%	3.0%	3.3%	2.8%
%H		51.4%	8.6%	77.1%	34.3%	40.0%	80.0%
VCR	13	5	2	10	4	6	6
%V	1.0%	0.7%	1.8%	1.2%	1.0%	1.4%	0.6%
%H		38.5%	15.4%	76.9%	30.8%	46.2%	46.2%
Any recorder	810	581	94	478	341	138	708
%V	64.0%	81.6%	84.7%	57.4%	84.2%	32.2%	71.7%
%H		71.7%	11.6%	59.0%	42.1%	17.0%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
Receives HDTV (via STB or built-in reception)	626	423	70	392	256	136	558
%V	49.5%	59.4%	63.1%	47.1%	63.2%	31.8%	56.5%
%H		67.6%	11.2%	62.6%	40.9%	21.7%	89.1%
DVD/Blu-ray player or recorder	902	536	82	600	317	284	735
%V	71.3%	75.3%	73.9%	72.0%	78.3%	66.4%	74.4%
%H		59.4%	9.1%	66.5%	35.1%	31.5%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Under 20"	284	175	19	224	133	91	238
%V	21.4%	19.9%	15.7%	23.0%	20.5%	28.1%	20.1%
%H		61.6%	6.7%	78.9%	46.8%	32.0%	83.8%
20" - 29"	462	297	45	346	225	121	406
%V	34.8%	33.8%	37.2%	35.5%	34.6%	37.3%	34.3%
%H		64.3%	9.7%	74.9%	48.7%	26.2%	87.9%
30" - 39"	392	270	40	278	197	81	363
%V	29.6%	30.7%	33.1%	28.5%	30.3%	25.0%	30.7%
%H		68.9%	10.2%	70.9%	50.3%	20.7%	92.6%
40" and over	167	126	15	113	88	25	160
%V	12.6%	14.3%	12.4%	11.6%	13.5%	7.7%	13.5%
%H		75.4%	9.0%	67.7%	52.7%	15.0%	95.8%
Don't know	20	12	2	13	7	6	17
%V	1.5%	1.4%	1.7%	1.3%	1.1%	1.9%	1.4%
%H		60.0%	10.0%	65.0%	35.0%	30.0%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
PVR	276	226	31	144	122	22	258
%V	20.8%	25.7%	25.6%	14.8%	18.8%	6.8%	21.8%
%H		81.9%	11.2%	52.2%	44.2%	8.0%	93.5%
DVDR	10	6	1	9	6	3	9
%V	0.8%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%
%H		60.0%	10.0%	90.0%	60.0%	30.0%	90.0%
VCR	4	2	1	3	2	2	2
%V	0.3%	0.2%	0.8%	0.3%	0.3%	0.6%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	50.0%	50.0%
Any recorder	286	231	32	153	128	26	266
%V	21.6%	26.3%	26.4%	15.7%	19.7%	8.0%	22.5%
%H		80.8%	11.2%	53.5%	44.8%	9.1%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Receives HDTV (via STB or built-in reception)	255	186	31	166	125	41	240
%V	19.2%	21.1%	25.6%	17.0%	19.2%	12.7%	20.3%
%H		72.9%	12.2%	65.1%	49.0%	16.1%	94.1%
DVD/Blu-ray player or recorder	527	349	51	413	284	129	487
%V	39.7%	39.7%	42.1%	42.4%	43.7%	39.8%	41.1%
%H		66.2%	9.7%	78.4%	53.9%	24.5%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Children	555	543	360	51	323	200	123	519
%V	18.2%	18.5%	20.4%	18.0%	17.1%	19.2%	14.5%	19.9%
%H		97.8%	64.9%	9.2%	58.2%	36.0%	22.2%	93.5%
0 - 3	139	135	86	11	77	43	34	127
%V	4.6%	4.6%	4.9%	3.9%	4.1%	4.1%	4.0%	4.9%
%H		97.1%	61.9%	7.9%	55.4%	30.9%	24.5%	91.4%
4 - 15	415	408	274	40	246	157	89	392
%V	13.6%	13.9%	15.5%	14.1%	13.0%	15.1%	10.5%	15.1%
%H		98.3%	66.0%	9.6%	59.3%	37.8%	21.4%	94.5%
4 - 9	217	213	144	21	124	80	45	202
%V	7.1%	7.3%	8.2%	7.4%	6.6%	7.7%	5.3%	7.8%
%H		98.2%	66.4%	9.7%	57.1%	36.9%	20.7%	93.1%
10 - 15	198	195	130	19	122	77	44	190
%V	6.5%	6.6%	7.4%	6.7%	6.4%	7.4%	5.2%	7.3%
%H		98.5%	65.7%	9.6%	61.6%	38.9%	22.2%	96.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%V	81.8%	81.5%	79.6%	82.0%	82.9%	80.8%	85.5%	80.1%
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
16 - 19	135	130	86	13	88	58	30	132
%V	4.4%	4.4%	4.9%	4.6%	4.7%	5.6%	3.5%	5.1%
%H		96.3%	63.7%	9.6%	65.2%	43.0%	22.2%	97.8%
20 - 24	213	195	99	32	116	64	52	200
%V	7.0%	6.6%	5.6%	11.3%	6.1%	6.1%	6.1%	7.7%
%H		91.5%	46.5%	15.0%	54.5%	30.0%	24.4%	93.9%
25 - 34	376	357	230	33	200	115	84	349
%V	12.4%	12.2%	13.0%	11.7%	10.6%	11.0%	9.9%	13.4%
%H		94.9%	61.2%	8.8%	53.2%	30.6%	22.3%	92.8%
35 - 44	358	348	223	32	213	127	86	337
%V	11.8%	11.9%	12.6%	11.3%	11.3%	12.2%	10.1%	12.9%
%H		97.2%	62.3%	8.9%	59.5%	35.5%	24.0%	94.1%
45 - 54	430	415	268	42	268	161	107	395
%V	14.1%	14.1%	15.2%	14.8%	14.2%	15.5%	12.6%	15.2%
%H		96.5%	62.3%	9.8%	62.3%	37.4%	24.9%	91.9%
55 - 64	378	365	217	37	246	134	111	319
%V	12.4%	12.4%	12.3%	13.1%	13.0%	12.9%	13.1%	12.3%
%H		96.6%	57.4%	9.8%	65.1%	35.4%	29.4%	84.4%
65+	601	581	284	43	439	183	256	354
%V	19.7%	19.8%	16.1%	15.2%	23.2%	17.6%	30.1%	13.6%
%H		96.7%	47.3%	7.2%	73.0%	30.4%	42.6%	58.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
AB	521	505	294	46	340	180	160	487
%V	20.9%	21.1%	20.9%	19.8%	21.7%	21.4%	22.0%	23.4%
%H		96.9%	56.4%	8.8%	65.3%	34.5%	30.7%	93.5%
C1	647	612	354	66	397	217	180	583
%V	26.0%	25.6%	25.2%	28.4%	25.3%	25.8%	24.8%	28.0%
%H		94.6%	54.7%	10.2%	61.4%	33.5%	27.8%	90.1%
C2	638	619	393	55	413	244	169	546
%V	25.6%	25.9%	28.0%	23.7%	26.3%	29.0%	23.2%	26.2%
%H		97.0%	61.6%	8.6%	64.7%	38.2%	26.5%	85.6%
D	430	417	233	47	267	134	132	324
%V	17.3%	17.4%	16.6%	20.3%	17.0%	15.9%	18.2%	15.5%
%H		97.0%	54.2%	10.9%	62.1%	31.2%	30.7%	75.3%
E	254	238	131	18	151	67	84	145
%V	10.2%	10.0%	9.3%	7.8%	9.6%	8.0%	11.6%	7.0%
%H		93.7%	51.6%	7.1%	59.4%	26.4%	33.1%	57.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
Working full time	1103	1072	686	102	664	395	269	1043
%V	44.3%	44.8%	48.8%	44.0%	42.3%	46.9%	37.0%	50.0%
%H		97.2%	62.2%	9.2%	60.2%	35.8%	24.4%	94.6%
Working part time	212	206	124	25	132	75	57	196
%V	8.5%	8.6%	8.8%	10.8%	8.4%	8.9%	7.8%	9.4%
%H		97.2%	58.5%	11.8%	62.3%	35.4%	26.9%	92.5%
Not working	1174	1114	596	105	773	372	401	845
%V	47.1%	46.6%	42.4%	45.3%	49.3%	44.2%	55.2%	40.5%
%H		94.9%	50.8%	8.9%	65.8%	31.7%	34.2%	72.0%
Housewife/Houseperson	1331	1268	712	111	834	405	429	1030
%V	53.5%	53.0%	50.6%	47.8%	53.2%	48.1%	59.0%	49.4%
%H		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
16 - 19	70	68	46	6	46	31	15	68
%V	5.8%	5.9%	6.6%	5.7%	6.1%	7.6%	4.4%	6.6%
%H		97.1%	65.7%	8.6%	65.7%	44.3%	21.4%	97.1%
20 - 24	107	96	52	12	54	31	24	101
%V	8.8%	8.3%	7.4%	11.4%	7.2%	7.6%	7.1%	9.8%
%H		89.7%	48.6%	11.2%	50.5%	29.0%	22.4%	94.4%
25 - 34	190	180	115	16	98	56	43	177
%V	15.7%	15.5%	16.5%	15.2%	13.1%	13.7%	12.7%	17.2%
%H		94.7%	60.5%	8.4%	51.6%	29.5%	22.6%	93.2%
35 - 44	176	171	107	16	102	59	43	164
%V	14.5%	14.7%	15.3%	15.2%	13.6%	14.4%	12.7%	15.9%
%H		97.2%	60.8%	9.1%	58.0%	33.5%	24.4%	93.2%
45 - 54	210	203	131	19	129	76	53	191
%V	17.3%	17.5%	18.8%	18.1%	17.2%	18.5%	15.6%	18.5%
%H		96.7%	62.4%	9.0%	61.4%	36.2%	25.2%	91.0%
55 - 64	184	177	107	17	118	66	53	154
%V	15.2%	15.2%	15.3%	16.2%	15.8%	16.1%	15.6%	14.9%
%H		96.2%	58.2%	9.2%	64.1%	35.9%	28.8%	83.7%
65+	277	267	140	19	201	91	109	176
%V	22.8%	23.0%	20.1%	18.1%	26.8%	22.2%	32.2%	17.1%
%H		96.4%	50.5%	6.9%	72.6%	32.9%	39.4%	63.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
AB	261	253	151	21	168	90	78	245
%V	21.5%	21.8%	21.6%	20.0%	22.4%	22.0%	23.0%	23.8%
%H		96.9%	57.9%	8.0%	64.4%	34.5%	29.9%	93.9%
C1	300	282	169	29	177	102	75	280
%V	24.7%	24.3%	24.2%	27.6%	23.6%	24.9%	22.1%	27.2%
%H		94.0%	56.3%	9.7%	59.0%	34.0%	25.0%	93.3%
C2	340	328	208	29	217	127	90	289
%V	28.0%	28.3%	29.8%	27.6%	29.0%	31.0%	26.5%	28.0%
%H		96.5%	61.2%	8.5%	63.8%	37.4%	26.5%	85.0%
D	207	200	116	19	126	64	62	157
%V	17.1%	17.2%	16.6%	18.1%	16.8%	15.6%	18.3%	15.2%
%H		96.6%	56.0%	9.2%	60.9%	30.9%	30.0%	75.8%
E	107	97	54	8	61	28	33	60
%V	8.8%	8.4%	7.7%	7.6%	8.1%	6.8%	9.7%	5.8%
%H		90.7%	50.5%	7.5%	57.0%	26.2%	30.8%	56.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
Working full time	662	642	414	57	391	230	161	624
%V	54.5%	55.3%	59.3%	54.3%	52.2%	56.1%	47.5%	60.5%
%H		97.0%	62.5%	8.6%	59.1%	34.7%	24.3%	94.3%
Working part time	46	44	25	6	30	16	13	39
%V	3.8%	3.8%	3.6%	5.7%	4.0%	3.9%	3.8%	3.8%
%H		95.7%	54.3%	13.0%	65.2%	34.8%	28.3%	84.8%
Not working	507	475	259	43	328	164	164	368
%V	41.8%	40.9%	37.1%	41.0%	43.8%	40.0%	48.4%	35.7%
%H		93.7%	51.1%	8.5%	64.7%	32.3%	32.3%	72.6%
Housewife/Houseperson	262	235	121	17	148	58	90	164
%V	21.6%	20.2%	17.3%	16.2%	19.8%	14.1%	26.5%	15.9%
%H		89.7%	46.2%	6.5%	56.5%	22.1%	34.4%	62.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
16 - 19	66	62	40	7	42	26	16	64
%V	5.2%	5.0%	5.6%	5.5%	5.1%	6.0%	4.1%	6.1%
%H		93.9%	60.6%	10.6%	63.6%	39.4%	24.2%	97.0%
20 - 24	106	99	47	20	62	33	29	99
%V	8.3%	8.0%	6.6%	15.7%	7.6%	7.6%	7.5%	9.4%
%H		93.4%	44.3%	18.9%	58.5%	31.1%	27.4%	93.4%
25 - 34	185	177	115	17	101	60	42	172
%V	14.5%	14.4%	16.2%	13.4%	12.3%	13.9%	10.8%	16.3%
%H		95.7%	62.2%	9.2%	54.6%	32.4%	22.7%	93.0%
35 - 44	182	177	115	16	111	68	43	173
%V	14.3%	14.4%	16.2%	12.6%	13.5%	15.7%	11.1%	16.4%
%H		97.3%	63.2%	8.8%	61.0%	37.4%	23.6%	95.1%
45 - 54	220	213	137	23	139	84	54	204
%V	17.3%	17.3%	19.4%	18.1%	17.0%	19.4%	13.9%	19.4%
%H		96.8%	62.3%	10.5%	63.2%	38.2%	24.5%	92.7%
55 - 64	194	187	109	20	127	69	58	165
%V	15.2%	15.2%	15.4%	15.7%	15.5%	16.0%	14.9%	15.7%
%H		96.4%	56.2%	10.3%	65.5%	35.6%	29.9%	85.1%
65+	324	314	144	24	238	91	147	178
%V	25.4%	25.5%	20.3%	18.9%	29.0%	21.1%	37.9%	16.9%
%H		96.9%	44.4%	7.4%	73.5%	28.1%	45.4%	54.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
AB	260	252	144	25	172	90	82	242
%V	20.4%	20.5%	20.3%	19.7%	21.0%	20.8%	21.1%	23.0%
%H		96.9%	55.4%	9.6%	66.2%	34.6%	31.5%	93.1%
C1	347	329	185	37	220	115	105	303
%V	27.2%	26.7%	26.1%	29.1%	26.8%	26.6%	27.1%	28.7%
%H		94.8%	53.3%	10.7%	63.4%	33.1%	30.3%	87.3%
C2	298	291	185	26	197	118	79	257
%V	23.4%	23.7%	26.1%	20.5%	24.0%	27.3%	20.4%	24.4%
%H		97.7%	62.1%	8.7%	66.1%	39.6%	26.5%	86.2%
D	223	217	117	29	140	70	70	167
%V	17.5%	17.6%	16.5%	22.8%	17.1%	16.2%	18.0%	15.8%
%H		97.3%	52.5%	13.0%	62.8%	31.4%	31.4%	74.9%
E	148	141	77	11	91	39	52	85
%V	11.6%	11.5%	10.9%	8.7%	11.1%	9.0%	13.4%	8.1%
%H		95.3%	52.0%	7.4%	61.5%	26.4%	35.1%	57.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
Working full time	441	429	272	46	273	165	108	419
%V	34.6%	34.9%	38.4%	36.2%	33.3%	38.2%	27.8%	39.8%
%H		97.3%	61.7%	10.4%	61.9%	37.4%	24.5%	95.0%
Working part time	167	162	100	19	102	59	44	157
%V	13.1%	13.2%	14.1%	15.0%	12.4%	13.7%	11.3%	14.9%
%H		97.0%	59.9%	11.4%	61.1%	35.3%	26.3%	94.0%
Not working	668	639	337	62	444	208	237	477
%V	52.4%	52.0%	47.6%	48.8%	54.1%	48.1%	61.1%	45.3%
%H		95.7%	50.4%	9.3%	66.5%	31.1%	35.5%	71.4%
Housewife/Houseperson	1069	1033	592	94	686	347	339	865
%V	83.8%	84.0%	83.6%	74.0%	83.7%	80.3%	87.4%	82.1%
%H		96.6%	55.4%	8.8%	64.2%	32.5%	31.7%	80.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
AB	25	24	21	0	16	13	3	24
%V	34.7%	35.8%	42.9%	-	32.7%	41.9%	16.7%	42.1%
%H (All HH)		96.0%	84.0%	0.0%	64.0%	52.0%	12.0%	96.0%
%H (TV HH)			87.5%	0.0%	66.7%	54.2%	12.5%	
C1	23	20	15	0	13	9	4	19
%V	31.9%	29.9%	30.6%	-	26.5%	29.0%	22.2%	33.3%
%H (All HH)		87.0%	65.2%	0.0%	56.5%	39.1%	17.4%	82.6%
%H (TV HH)			75.0%	0.0%	65.0%	45.0%	20.0%	
C2	11	11	6	0	9	4	4	8
%V	15.3%	16.4%	12.2%	-	18.4%	12.9%	22.2%	14.0%
%H (All HH)		100.0%	54.5%	0.0%	81.8%	36.4%	36.4%	72.7%
%H (TV HH)			54.5%	0.0%	81.8%	36.4%	36.4%	
D	8	7	5	0	5	3	3	5
%V	11.1%	10.4%	10.2%	-	10.2%	9.7%	16.7%	8.8%
%H (All HH)		87.5%	62.5%	0.0%	62.5%	37.5%	37.5%	62.5%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	42.9%	
E	6	6	2	0	6	2	4	2
%V	8.3%	9.0%	4.1%	-	12.2%	6.5%	22.2%	3.5%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Under 25	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
25 - 34	5	4	3	0	2	1	1	4
%V	6.9%	6.0%	6.1%	-	4.1%	3.2%	5.6%	7.0%
%H (All HH)		80.0%	60.0%	0.0%	40.0%	20.0%	20.0%	80.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	25.0%	
35 - 44	17	16	16	0	9	9	1	17
%V	23.6%	23.9%	32.7%	-	18.4%	29.0%	5.6%	29.8%
%H (All HH)		94.1%	94.1%	0.0%	52.9%	52.9%	5.9%	100.0%
%H (TV HH)			100.0%	0.0%	56.3%	56.3%	6.3%	
45 - 54	12	11	10	0	8	6	1	9
%V	16.7%	16.4%	20.4%	-	16.3%	19.4%	5.6%	15.8%
%H (All HH)		91.7%	83.3%	0.0%	66.7%	50.0%	8.3%	75.0%
%H (TV HH)			90.9%	0.0%	72.7%	54.5%	9.1%	
55 - 64	20	18	12	0	15	9	6	19
%V	27.8%	26.9%	24.5%	-	30.6%	29.0%	33.3%	33.3%
%H (All HH)		90.0%	60.0%	0.0%	75.0%	45.0%	30.0%	95.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	
65 +	18	18	9	0	15	7	9	7
%V	25.0%	26.9%	18.4%	-	30.6%	22.6%	50.0%	12.3%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	38.9%	50.0%	38.9%
%H (TV HH)			50.0%	0.0%	83.3%	38.9%	50.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
1	20	18	8	0	14	5	9	11
%V	27.8%	26.9%	16.3%	-	28.6%	16.1%	50.0%	19.3%
%H (All HH)		90.0%	40.0%	0.0%	70.0%	25.0%	45.0%	55.0%
%H (TV HH)			44.4%	0.0%	77.8%	27.8%	50.0%	
2	23	21	15	0	15	9	6	19
%V	31.9%	31.3%	30.6%	-	30.6%	29.0%	33.3%	33.3%
%H (All HH)		91.3%	65.2%	0.0%	65.2%	39.1%	26.1%	82.6%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	
3	13	13	12	0	9	7	2	13
%V	18.1%	19.4%	24.5%	-	18.4%	22.6%	11.1%	22.8%
%H (All HH)		100.0%	92.3%	0.0%	69.2%	53.8%	15.4%	100.0%
%H (TV HH)			92.3%	0.0%	69.2%	53.8%	15.4%	
4	13	13	12	0	10	9	1	13
%V	18.1%	19.4%	24.5%	-	20.4%	29.0%	5.6%	22.8%
%H (All HH)		100.0%	92.3%	0.0%	76.9%	69.2%	7.7%	100.0%
%H (TV HH)			92.3%	0.0%	76.9%	69.2%	7.7%	
5+	2	2	2	0	1	1	0	2
%V	2.8%	3.0%	4.1%	-	2.0%	3.2%	0.0%	3.5%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Average HH size	2.37	2.43	2.71	0.00	2.35	2.75	1.65	2.61

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%V (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Without	55	51	34	0	40	23	17	41
%V	76.4%	76.1%	69.4%	-	81.6%	74.2%	94.4%	71.9%
%H (All HH)		92.7%	61.8%	0.0%	72.7%	41.8%	30.9%	74.5%
%H (TV HH)			66.7%	0.0%	78.4%	45.1%	33.3%	
With	16	16	15	0	10	8	1	16
%V	22.2%	23.9%	30.6%	-	20.4%	25.8%	5.6%	28.1%
%H (All HH)		100.0%	93.8%	0.0%	62.5%	50.0%	6.3%	100.0%
%H (TV HH)			93.8%	0.0%	62.5%	50.0%	6.3%	
0 - 3	5	5	5	0	2	2	0	5
%V	6.9%	7.5%	10.2%	-	4.1%	6.5%	0.0%	8.8%
%H (All HH)		100.0%	100.0%	0.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
4 - 9	7	7	6	0	5	4	1	7
%V	9.7%	10.4%	12.2%	-	10.2%	12.9%	5.6%	12.3%
%H (All HH)		100.0%	85.7%	0.0%	71.4%	57.1%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	71.4%	57.1%	14.3%	
10 - 15	8	8	7	0	5	4	1	7
%V	11.1%	11.9%	14.3%	-	10.2%	12.9%	5.6%	12.3%
%H (All HH)		100.0%	87.5%	0.0%	62.5%	50.0%	12.5%	87.5%
%H (TV HH)			87.5%	0.0%	62.5%	50.0%	12.5%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
1	23	23	13	0	15	5	10	13
%V	31.9%	34.3%	26.5%	-	30.6%	16.1%	55.6%	22.8%
%H (All HH)		100.0%	56.5%	0.0%	65.2%	21.7%	43.5%	56.5%
%H (TV HH)			56.5%	0.0%	65.2%	21.7%	43.5%	
2	19	19	14	0	14	9	5	16
%V	26.4%	28.4%	28.6%	-	28.6%	29.0%	27.8%	28.1%
%H (All HH)		100.0%	73.7%	0.0%	73.7%	47.4%	26.3%	84.2%
%H (TV HH)			73.7%	0.0%	73.7%	47.4%	26.3%	
3	13	13	11	0	10	8	2	11
%V	18.1%	19.4%	22.4%	-	20.4%	25.8%	11.1%	19.3%
%H (All HH)		100.0%	84.6%	0.0%	76.9%	61.5%	15.4%	84.6%
%H (TV HH)			84.6%	0.0%	76.9%	61.5%	15.4%	
4	9	9	8	0	7	6	1	9
%V	12.5%	13.4%	16.3%	-	14.3%	19.4%	5.6%	15.8%
%H (All HH)		100.0%	88.9%	0.0%	77.8%	66.7%	11.1%	100.0%
%H (TV HH)			88.9%	0.0%	77.8%	66.7%	11.1%	
5+	4	4	4	0	3	3	0	4
%V	5.6%	6.0%	8.2%	-	6.1%	9.7%	0.0%	7.0%
%H (All HH)		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	72	67	49	0	49	31	18	57
%V (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Under 20"	19	19	17	0	14	12	2	16
%V	26.4%	28.4%	34.7%	-	28.6%	38.7%	11.1%	28.1%
%H (All HH)		100.0%	89.5%	0.0%	73.7%	63.2%	10.5%	84.2%
%H (TV HH)			89.5%	0.0%	73.7%	63.2%	10.5%	
20" - 29"	22	22	15	0	19	12	7	19
%V	30.6%	32.8%	30.6%	-	38.8%	38.7%	38.9%	33.3%
%H (All HH)		100.0%	68.2%	0.0%	86.4%	54.5%	31.8%	86.4%
%H (TV HH)			68.2%	0.0%	86.4%	54.5%	31.8%	
30" - 39"	32	32	22	0	24	14	10	24
%V	44.4%	47.8%	44.9%	-	49.0%	45.2%	55.6%	42.1%
%H (All HH)		100.0%	68.8%	0.0%	75.0%	43.8%	31.3%	75.0%
%H (TV HH)			68.8%	0.0%	75.0%	43.8%	31.3%	
40" and over	41	41	35	0	26	20	6	37
%V	56.9%	61.2%	71.4%	-	53.1%	64.5%	33.3%	64.9%
%H (All HH)		100.0%	85.4%	0.0%	63.4%	48.8%	14.6%	90.2%
%H (TV HH)			85.4%	0.0%	63.4%	48.8%	14.6%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Main living room	66	66	48	0	48	30	18	53
%V	91.7%	98.5%	98.0%	-	98.0%	96.8%	100.0%	93.0%
%H (All HH)		100.0%	72.7%	0.0%	72.7%	45.5%	27.3%	80.3%
%H (TV HH)			72.7%	0.0%	72.7%	45.5%	27.3%	
Kitchen	17	17	15	0	11	10	1	15
%V	23.6%	25.4%	30.6%	-	22.4%	32.3%	5.6%	26.3%
%H (All HH)		100.0%	88.2%	0.0%	64.7%	58.8%	5.9%	88.2%
%H (TV HH)			88.2%	0.0%	64.7%	58.8%	5.9%	
Adult's bedroom	36	36	29	0	26	20	6	33
%V	50.0%	53.7%	59.2%	-	53.1%	64.5%	33.3%	57.9%
%H (All HH)		100.0%	80.6%	0.0%	72.2%	55.6%	16.7%	91.7%
%H (TV HH)			80.6%	0.0%	72.2%	55.6%	16.7%	
Child's bedroom	5	5	4	0	5	4	1	5
%V	6.9%	7.5%	8.2%	-	10.2%	12.9%	5.6%	8.8%
%H (All HH)		100.0%	80.0%	0.0%	100.0%	80.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	100.0%	80.0%	20.0%	
Other bedroom	3	3	3	0	3	3	0	3
%V	4.2%	4.5%	6.1%	-	6.1%	9.7%	0.0%	5.3%
%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%	
Second living/dining room	7	7	6	0	7	6	1	7
%V	9.7%	10.4%	12.2%	-	14.3%	19.4%	5.6%	12.3%
%H (All HH)		100.0%	85.7%	0.0%	100.0%	85.7%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	100.0%	85.7%	14.3%	
Study/office	3	3	3	0	1	1	0	3
%V	4.2%	4.5%	6.1%	-	2.0%	3.2%	0.0%	5.3%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
TV room	1	1	1	0	1	1	0	1
%V	1.4%	1.5%	2.0%	-	2.0%	3.2%	0.0%	1.8%
%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%	
Conservatory	1	1	1	0	1	1	0	1
%V	1.4%	1.5%	2.0%	-	2.0%	3.2%	0.0%	1.8%
%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%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	1.4%	1.5%	2.0%	-	2.0%	3.2%	0.0%	1.8%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	1.4%	1.5%	2.0%	-	2.0%	3.2%	0.0%	1.8%
%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%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Any DSAT provider	49	49	49	0	31	31	0	44
%V	68.1%	73.1%	100.0%	-	63.3%	100.0%	0.0%	77.2%
%H (All HH)			100.0%	0.0%	63.3%	63.3%	0.0%	89.8%
%H (TV HH)			100.0%	0.0%	63.3%	63.3%	0.0%	
Sky with subscription	38	38	38	0	27	27	0	36
%V	52.8%	56.7%	77.6%	-	55.1%	87.1%	0.0%	63.2%
%H (All HH)			100.0%	0.0%	71.1%	71.1%	0.0%	94.7%
%H (TV HH)			100.0%	0.0%	71.1%	71.1%	0.0%	
Sky without subscription	4	4	4	0	3	3	0	3
%V	5.6%	6.0%	8.2%	-	6.1%	9.7%	0.0%	5.3%
%H (All HH)			100.0%	0.0%	75.0%	75.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
Freesat	10	10	10	0	5	5	0	7
%V	13.9%	14.9%	20.4%	-	10.2%	16.1%	0.0%	12.3%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	70.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other satellite provider	5	5	5	0	2	2	0	4
%V	6.9%	7.5%	10.2%	-	4.1%	6.5%	0.0%	7.0%
%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	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)			-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
DTT	49	49	31	0	49	31	18	38
%V	68.1%	73.1%	63.3%	-	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	63.3%	0.0%	100.0%	63.3%	36.7%	77.6%
%H (TV HH)			63.3%	0.0%	100.0%	63.3%	36.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
PVR	45	45	40	0	33	28	5	41
%V	62.5%	67.2%	81.6%	-	67.3%	90.3%	27.8%	71.9%
%H (All HH)		100.0%	88.9%	0.0%	73.3%	62.2%	11.1%	91.1%
%H (TV HH)			88.9%	0.0%	73.3%	62.2%	11.1%	
DVDR	4	4	3	0	4	2	1	4
%V	5.6%	6.0%	6.1%	-	8.2%	6.5%	5.6%	7.0%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	50.0%	25.0%	
VCR	3	3	1	0	3	1	2	1
%V	4.2%	4.5%	2.0%	-	6.1%	3.2%	11.1%	1.8%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	48	48	41	0	36	29	7	43
%V	66.7%	71.6%	83.7%	-	73.5%	93.5%	38.9%	75.4%
%H (All HH)		100.0%	85.4%	0.0%	75.0%	60.4%	14.6%	89.6%
%H (TV HH)			85.4%	0.0%	75.0%	60.4%	14.6%	
Receives HDTV (via STB or built-in reception)	46	46	36	0	34	24	10	39
%V	63.9%	68.7%	73.5%	-	69.4%	77.4%	55.6%	68.4%
%H (All HH)		100.0%	78.3%	0.0%	73.9%	52.2%	21.7%	84.8%
%H (TV HH)			78.3%	0.0%	73.9%	52.2%	21.7%	
DVD/Blu-ray player or recorder	54	54	42	0	40	27	13	45
%V	75.0%	80.6%	85.7%	-	81.6%	87.1%	72.2%	78.9%
%H (All HH)		100.0%	77.8%	0.0%	74.1%	50.0%	24.1%	83.3%
%H (TV HH)			77.8%	0.0%	74.1%	50.0%	24.1%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	72	67	49	0	49	31	18	57
%H (All HH)		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%
%H (TV HH)			73.1%	0.0%	73.1%	46.3%	26.9%	
Has broadband internet	57	53	44	0	38	29	9	57
%V	79.2%	79.1%	89.8%	-	77.6%	93.5%	50.0%	100.0%
%H (All HH)		93.0%	77.2%	0.0%	66.7%	50.9%	15.8%	100.0%
%H (TV HH)			83.0%	0.0%	71.7%	54.7%	17.0%	
Number of computers (PCs and laptops)								
0	14	13	4	0	11	3	8	3
%V	19.4%	19.4%	8.2%	-	22.4%	9.7%	44.4%	5.3%
%H (All HH)		92.9%	28.6%	0.0%	78.6%	21.4%	57.1%	21.4%
%H (TV HH)			30.8%	0.0%	84.6%	23.1%	61.5%	
1	12	10	7	0	7	4	3	8
%V	16.7%	14.9%	14.3%	-	14.3%	12.9%	16.7%	14.0%
%H (All HH)		83.3%	58.3%	0.0%	58.3%	33.3%	25.0%	66.7%
%H (TV HH)			70.0%	0.0%	70.0%	40.0%	30.0%	
2	17	15	12	0	10	7	3	16
%V	23.6%	22.4%	24.5%	-	20.4%	22.6%	16.7%	28.1%
%H (All HH)		88.2%	70.6%	0.0%	58.8%	41.2%	17.6%	94.1%
%H (TV HH)			80.0%	0.0%	66.7%	46.7%	20.0%	
3	10	10	8	0	7	5	2	10
%V	13.9%	14.9%	16.3%	-	14.3%	16.1%	11.1%	17.5%
%H (All HH)		100.0%	80.0%	0.0%	70.0%	50.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	70.0%	50.0%	20.0%	
4	9	9	8	0	8	6	1	9
%V	12.5%	13.4%	16.3%	-	16.3%	19.4%	5.6%	15.8%
%H (All HH)		100.0%	88.9%	0.0%	88.9%	66.7%	11.1%	100.0%
%H (TV HH)			88.9%	0.0%	88.9%	66.7%	11.1%	
5+	10	10	10	0	7	7	0	10
%V	13.9%	14.9%	20.4%	-	14.3%	22.6%	0.0%	17.5%
%H (All HH)		100.0%	100.0%	0.0%	70.0%	70.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	70.0%	70.0%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	155	127	0	118	90	28	136
%H		81.9%	0.0%	76.1%	58.1%	18.1%	87.7%
Under 20"	26	23	0	20	17	3	22
%V	16.8%	18.1%	-	16.9%	18.9%	10.7%	16.2%
%H		88.5%	0.0%	76.9%	65.4%	11.5%	84.6%
20" - 29"	28	20	0	25	17	8	25
%V	18.1%	15.7%	-	21.2%	18.9%	28.6%	18.4%
%H		71.4%	0.0%	89.3%	60.7%	28.6%	89.3%
30" - 39"	48	37	0	38	27	11	39
%V	31.0%	29.1%	-	32.2%	30.0%	39.3%	28.7%
%H		77.1%	0.0%	79.2%	56.3%	22.9%	81.3%
40" and over	53	47	0	35	29	7	50
%V	34.2%	37.0%	-	29.7%	32.2%	25.0%	36.8%
%H		88.7%	0.0%	66.0%	54.7%	13.2%	94.3%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	155	127	0	118	90	28	136
%H		81.9%	0.0%	76.1%	58.1%	18.1%	87.7%
Main living room	66	48	0	48	30	18	53
%V	42.6%	37.8%	-	40.7%	33.3%	64.3%	39.0%
%H		72.7%	0.0%	72.7%	45.5%	27.3%	80.3%
Kitchen	17	15	0	11	10	1	15
%V	11.0%	11.8%	-	9.3%	11.1%	3.6%	11.0%
%H		88.2%	0.0%	64.7%	58.8%	5.9%	88.2%
Adult's bedroom	47	41	0	36	30	6	44
%V	30.3%	32.3%	-	30.5%	33.3%	21.4%	32.4%
%H		87.2%	0.0%	76.6%	63.8%	12.8%	93.6%
Child's bedroom	7	5	0	7	5	2	7
%V	4.5%	3.9%	-	5.9%	5.6%	7.1%	5.1%
%H		71.4%	0.0%	100.0%	71.4%	28.6%	100.0%
Other bedroom	4	4	0	4	4	0	4
%V	2.6%	3.1%	-	3.4%	4.4%	0.0%	2.9%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Second living/dining room	7	6	0	7	6	1	7
%V	4.5%	4.7%	-	5.9%	6.7%	3.6%	5.1%
%H		85.7%	0.0%	100.0%	85.7%	14.3%	100.0%
Study/office	3	3	0	1	1	0	3
%V	1.9%	2.4%	-	0.8%	1.1%	0.0%	2.2%
%H		100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
TV room	1	1	0	1	1	0	1
%V	0.6%	0.8%	-	0.8%	1.1%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	1	1	0	1	1	0	1
%V	0.6%	0.8%	-	0.8%	1.1%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.6%	0.8%	-	0.8%	1.1%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	1	1	0	1	1	0	1
%V	0.6%	0.8%	-	0.8%	1.1%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	155	127	0	118	90	28	136
%H		81.9%	0.0%	76.1%	58.1%	18.1%	87.7%
PVR	78	74	0	56	51	5	75
%V	50.3%	58.3%	-	47.5%	56.7%	17.9%	55.1%
%H		94.9%	0.0%	71.8%	65.4%	6.4%	96.2%
DVDR	5	4	0	4	2	1	5
%V	3.2%	3.1%	-	3.4%	2.2%	3.6%	3.7%
%H		80.0%	0.0%	80.0%	40.0%	20.0%	100.0%
VCR	3	1	0	3	1	2	1
%V	1.9%	0.8%	-	2.5%	1.1%	7.1%	0.7%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
Any recorder	84	77	0	61	54	7	79
%V	54.2%	60.6%	-	51.7%	60.0%	25.0%	58.1%
%H		91.7%	0.0%	72.6%	64.3%	8.3%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	155	127	0	118	90	28	136
%H		81.9%	0.0%	76.1%	58.1%	18.1%	87.7%
Receives HDTV (via STB or built-in reception)	80	67	0	58	46	13	74
%V	51.6%	52.8%	-	49.2%	51.1%	46.4%	54.4%
%H		83.8%	0.0%	72.5%	57.5%	16.3%	92.5%
DVD/Blu-ray player or recorder	86	69	0	68	51	16	76
%V	55.5%	54.3%	-	57.6%	56.7%	57.1%	55.9%
%H		80.2%	0.0%	79.1%	59.3%	18.6%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	49	0	49	31	18	53
%H		73.1%	0.0%	73.1%	46.3%	26.9%	79.1%
Under 20"	1	0	0	1	0	1	0
%V	1.5%	0.0%	-	2.0%	0.0%	5.6%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
20" - 29"	6	3	0	5	2	2	4
%V	9.0%	6.1%	-	10.2%	6.5%	11.1%	7.5%
%H		50.0%	0.0%	83.3%	33.3%	33.3%	66.7%
30" - 39"	21	12	0	18	9	9	14
%V	31.3%	24.5%	-	36.7%	29.0%	50.0%	26.4%
%H		57.1%	0.0%	85.7%	42.9%	42.9%	66.7%
40" and over	39	34	0	25	20	5	36
%V	58.2%	69.4%	-	51.0%	64.5%	27.8%	67.9%
%H		87.2%	0.0%	64.1%	51.3%	12.8%	92.3%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	49	0	49	31	18	53
%H		73.1%	0.0%	73.1%	46.3%	26.9%	79.1%
PVR	44	40	0	33	28	4	41
%V	65.7%	81.6%	-	67.3%	90.3%	22.2%	77.4%
%H		90.9%	0.0%	75.0%	63.6%	9.1%	93.2%
DVDR	3	2	0	3	1	1	3
%V	4.5%	4.1%	-	6.1%	3.2%	5.6%	5.7%
%H		66.7%	0.0%	100.0%	33.3%	33.3%	100.0%
VCR	3	1	0	3	1	2	1
%V	4.5%	2.0%	-	6.1%	3.2%	11.1%	1.9%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
Any recorder	48	41	0	36	29	6	43
%V	71.6%	83.7%	-	73.5%	93.5%	33.3%	81.1%
%H		85.4%	0.0%	75.0%	60.4%	12.5%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	49	0	49	31	18	53
%H		73.1%	0.0%	73.1%	46.3%	26.9%	79.1%
Receives HDTV (via STB or built-in reception)	45	35	0	33	24	10	39
%V	67.2%	71.4%	-	67.3%	77.4%	55.6%	73.6%
%H		77.8%	0.0%	73.3%	53.3%	22.2%	86.7%
DVD/Blu-ray player or recorder	49	39	0	37	26	10	41
%V	73.1%	79.6%	-	75.5%	83.9%	55.6%	77.4%
%H		79.6%	0.0%	75.5%	53.1%	20.4%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	88	77	0	69	58	11	83
%V		87.5%	0.0%	78.4%	65.9%	12.5%	94.3%
%H							
Under 20"	24	23	0	18	17	2	22
%V	27.3%	29.9%	-	26.1%	29.3%	18.2%	26.5%
%H		95.8%	0.0%	75.0%	70.8%	8.3%	91.7%
20" - 29"	22	17	0	20	15	5	21
%V	25.0%	22.1%	-	29.0%	25.9%	45.5%	25.3%
%H		77.3%	0.0%	90.9%	68.2%	22.7%	95.5%
30" - 39"	27	25	0	20	18	2	25
%V	30.7%	32.5%	-	29.0%	31.0%	18.2%	30.1%
%H		92.6%	0.0%	74.1%	66.7%	7.4%	92.6%
40" and over	14	13	0	10	9	1	14
%V	15.9%	16.9%	-	14.5%	15.5%	9.1%	16.9%
%H		92.9%	0.0%	71.4%	64.3%	7.1%	100.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	88	77	0	69	58	11	83
%H		87.5%	0.0%	78.4%	65.9%	12.5%	94.3%
PVR	35	34	0	24	23	1	34
%V	39.8%	44.2%	-	34.8%	39.7%	9.1%	41.0%
%H		97.1%	0.0%	68.6%	65.7%	2.9%	97.1%
DVDR	2	2	0	1	1	0	2
%V	2.3%	2.6%	-	1.4%	1.7%	0.0%	2.4%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	36	36	0	25	24	1	36
%V	40.9%	46.8%	-	36.2%	41.4%	9.1%	43.4%
%H		100.0%	0.0%	69.4%	66.7%	2.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	88	77	0	69	58	11	83
%H		87.5%	0.0%	78.4%	65.9%	12.5%	94.3%
Receives HDTV (via STB or built-in reception)	35	32	0	25	22	3	35
%V	39.8%	41.6%	-	36.2%	37.9%	27.3%	42.2%
%H		91.4%	0.0%	71.4%	62.9%	8.6%	100.0%
DVD/Blu-ray player or recorder	36	30	0	31	25	6	35
%V	40.9%	39.0%	-	44.9%	43.1%	54.5%	42.2%
%H		83.3%	0.0%	86.1%	69.4%	16.7%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	170	163	134	0	115	86	29	149
%H		95.9%	78.8%	0.0%	67.6%	50.6%	17.1%	87.6%
Total Children	27	27	25	0	16	14	2	26
%V	15.9%	16.6%	18.7%	-	13.9%	16.3%	6.9%	17.4%
%H		100.0%	92.6%	0.0%	59.3%	51.9%	7.4%	96.3%
0 - 3	7	7	7	0	3	3	0	7
%V	4.1%	4.3%	5.2%	-	2.6%	3.5%	0.0%	4.7%
%H		100.0%	100.0%	0.0%	42.9%	42.9%	0.0%	100.0%
4 - 15	20	20	18	0	14	11	2	19
%V	11.8%	12.3%	13.4%	-	12.2%	12.8%	6.9%	12.8%
%H		100.0%	90.0%	0.0%	70.0%	55.0%	10.0%	95.0%
4 - 9	10	10	9	0	7	6	1	9
%V	5.9%	6.1%	6.7%	-	6.1%	7.0%	3.4%	6.0%
%H		100.0%	90.0%	0.0%	70.0%	60.0%	10.0%	90.0%
10 - 15	11	11	9	0	7	6	1	10
%V	6.5%	6.7%	6.7%	-	6.1%	7.0%	3.4%	6.7%
%H		100.0%	81.8%	0.0%	63.6%	54.5%	9.1%	90.9%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	170	163	134	0	115	86	29	149
%H		95.9%	78.8%	0.0%	67.6%	50.6%	17.1%	87.6%
Total Adults (16+)	143	136	109	0	99	72	27	124
%V	84.1%	83.4%	81.3%	-	86.1%	83.7%	93.1%	83.2%
%H		95.1%	76.2%	0.0%	69.2%	50.3%	18.9%	86.7%
16 - 19	6	6	6	0	5	5	0	6
%V	3.5%	3.7%	4.5%	-	4.3%	5.8%	0.0%	4.0%
%H		100.0%	100.0%	0.0%	83.3%	83.3%	0.0%	100.0%
20 - 24	11	11	10	0	7	7	1	11
%V	6.5%	6.7%	7.5%	-	6.1%	8.1%	3.4%	7.4%
%H		100.0%	90.9%	0.0%	63.6%	63.6%	9.1%	100.0%
25 - 34	13	11	8	0	7	4	3	12
%V	7.6%	6.7%	6.0%	-	6.1%	4.7%	10.3%	8.1%
%H		84.6%	61.5%	0.0%	53.8%	30.8%	23.1%	92.3%
35 - 44	28	26	25	0	15	14	1	28
%V	16.5%	16.0%	18.7%	-	13.0%	16.3%	3.4%	18.8%
%H		92.9%	89.3%	0.0%	53.6%	50.0%	3.6%	100.0%
45 - 54	27	27	23	0	19	16	3	24
%V	15.9%	16.6%	17.2%	-	16.5%	18.6%	10.3%	16.1%
%H		100.0%	85.2%	0.0%	70.4%	59.3%	11.1%	88.9%
55 - 64	28	25	19	0	20	14	6	27
%V	16.5%	15.3%	14.2%	-	17.4%	16.3%	20.7%	18.1%
%H		89.3%	67.9%	0.0%	71.4%	50.0%	21.4%	96.4%
65+	30	30	18	0	26	13	13	17
%V	17.6%	18.4%	13.4%	-	22.6%	15.1%	44.8%	11.4%
%H		100.0%	60.0%	0.0%	86.7%	43.3%	43.3%	56.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	143	136	109	0	99	72	27	124
%H		95.1%	76.2%	0.0%	69.2%	50.3%	18.9%	86.7%
AB	54	53	46	0	37	30	7	53
%V	37.8%	39.0%	42.2%	-	37.4%	41.7%	25.9%	42.7%
%H		98.1%	85.2%	0.0%	68.5%	55.6%	13.0%	98.1%
C1	41	36	31	0	26	21	5	36
%V	28.7%	26.5%	28.4%	-	26.3%	29.2%	18.5%	29.0%
%H		87.8%	75.6%	0.0%	63.4%	51.2%	12.2%	87.8%
C2	19	19	13	0	14	8	6	15
%V	13.3%	14.0%	11.9%	-	14.1%	11.1%	22.2%	12.1%
%H		100.0%	68.4%	0.0%	73.7%	42.1%	31.6%	78.9%
D	21	20	15	0	13	9	4	15
%V	14.7%	14.7%	13.8%	-	13.1%	12.5%	14.8%	12.1%
%H		95.2%	71.4%	0.0%	61.9%	42.9%	19.0%	71.4%
E	9	9	4	0	9	4	4	4
%V	6.3%	6.6%	3.7%	-	9.1%	5.6%	14.8%	3.2%
%H		100.0%	44.4%	0.0%	100.0%	44.4%	44.4%	44.4%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	143	136	109	0	99	72	27	124
%H		95.1%	76.2%	0.0%	69.2%	50.3%	18.9%	86.7%
Working full time	77	72	63	0	47	39	8	75
%V	53.8%	52.9%	57.8%	-	47.5%	54.2%	29.6%	60.5%
%H		93.5%	81.8%	0.0%	61.0%	50.6%	10.4%	97.4%
Working part time	17	16	13	0	12	9	3	15
%V	11.9%	11.8%	11.9%	-	12.1%	12.5%	11.1%	12.1%
%H		94.1%	76.5%	0.0%	70.6%	52.9%	17.6%	88.2%
Not working	49	49	33	0	40	25	15	34
%V	34.3%	36.0%	30.3%	-	40.4%	34.7%	55.6%	27.4%
%H		100.0%	67.3%	0.0%	81.6%	51.0%	30.6%	69.4%
Housewife/Houseperson	72	67	49	0	49	31	18	57
%V	50.3%	49.3%	45.0%	-	49.5%	43.1%	66.7%	46.0%
%H		93.1%	68.1%	0.0%	68.1%	43.1%	25.0%	79.2%

Base: ITV Channel Islands - 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 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	65	55	0	48	38	10	61
%H		97.0%	82.1%	0.0%	71.6%	56.7%	14.9%	91.0%
16 - 19	4	4	4	0	3	3	0	4
%V	6.0%	6.2%	7.3%	-	6.3%	7.9%	0.0%	6.6%
%H		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
20 - 24	4	4	4	0	3	3	0	4
%V	6.0%	6.2%	7.3%	-	6.3%	7.9%	0.0%	6.6%
%H		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
25 - 34	6	5	3	0	4	2	2	5
%V	9.0%	7.7%	5.5%	-	8.3%	5.3%	20.0%	8.2%
%H		83.3%	50.0%	0.0%	66.7%	33.3%	33.3%	83.3%
35 - 44	14	12	12	0	6	6	0	14
%V	20.9%	18.5%	21.8%	-	12.5%	15.8%	0.0%	23.0%
%H		85.7%	85.7%	0.0%	42.9%	42.9%	0.0%	100.0%
45 - 54	16	16	15	0	12	10	1	16
%V	23.9%	24.6%	27.3%	-	25.0%	26.3%	10.0%	26.2%
%H		100.0%	93.8%	0.0%	75.0%	62.5%	6.3%	100.0%
55 - 64	9	9	8	0	7	6	1	9
%V	13.4%	13.8%	14.5%	-	14.6%	15.8%	10.0%	14.8%
%H		100.0%	88.9%	0.0%	77.8%	66.7%	11.1%	100.0%
65+	14	14	9	0	13	7	6	9
%V	20.9%	21.5%	16.4%	-	27.1%	18.4%	60.0%	14.8%
%H		100.0%	64.3%	0.0%	92.9%	50.0%	42.9%	64.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	65	55	0	48	38	10	61
%H		97.0%	82.1%	0.0%	71.6%	56.7%	14.9%	91.0%
AB	27	27	24	0	20	16	4	27
%V	40.3%	41.5%	43.6%	-	41.7%	42.1%	40.0%	44.3%
%H		100.0%	88.9%	0.0%	74.1%	59.3%	14.8%	100.0%
C1	18	16	15	0	12	10	1	18
%V	26.9%	24.6%	27.3%	-	25.0%	26.3%	10.0%	29.5%
%H		88.9%	83.3%	0.0%	66.7%	55.6%	5.6%	100.0%
C2	9	9	7	0	7	5	2	7
%V	13.4%	13.8%	12.7%	-	14.6%	13.2%	20.0%	11.5%
%H		100.0%	77.8%	0.0%	77.8%	55.6%	22.2%	77.8%
D	9	8	7	0	6	5	1	7
%V	13.4%	12.3%	12.7%	-	12.5%	13.2%	10.0%	11.5%
%H		88.9%	77.8%	0.0%	66.7%	55.6%	11.1%	77.8%
E	4	4	2	0	4	2	1	2
%V	6.0%	6.2%	3.6%	-	8.3%	5.3%	10.0%	3.3%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	25.0%	50.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	67	65	55	0	48	38	10	61
%H		97.0%	82.1%	0.0%	71.6%	56.7%	14.9%	91.0%
Working full time	43	42	38	0	27	24	3	43
%V	64.2%	64.6%	69.1%	-	56.3%	63.2%	30.0%	70.5%
%H		97.7%	88.4%	0.0%	62.8%	55.8%	7.0%	100.0%
Working part time	3	3	2	0	3	2	1	3
%V	4.5%	4.6%	3.6%	-	6.3%	5.3%	10.0%	4.9%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Not working	21	21	15	0	18	12	6	15
%V	31.3%	32.3%	27.3%	-	37.5%	31.6%	60.0%	24.6%
%H		100.0%	71.4%	0.0%	85.7%	57.1%	28.6%	71.4%
Housewife/Houseperson	10	9	7	0	7	6	2	7
%V	14.9%	13.8%	12.7%	-	14.6%	15.8%	20.0%	11.5%
%H		90.0%	70.0%	0.0%	70.0%	60.0%	20.0%	70.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	76	72	54	0	51	34	17	63
%H		94.7%	71.1%	0.0%	67.1%	44.7%	22.4%	82.9%
16 - 19	2	2	2	0	1	1	0	2
%V	2.6%	2.8%	3.7%	-	2.0%	2.9%	0.0%	3.2%
%H		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
20 - 24	6	6	6	0	4	4	1	6
%V	7.9%	8.3%	11.1%	-	7.8%	11.8%	5.9%	9.5%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	16.7%	100.0%
25 - 34	7	6	5	0	3	2	1	7
%V	9.2%	8.3%	9.3%	-	5.9%	5.9%	5.9%	11.1%
%H		85.7%	71.4%	0.0%	42.9%	28.6%	14.3%	100.0%
35 - 44	14	14	14	0	8	8	1	14
%V	18.4%	19.4%	25.9%	-	15.7%	23.5%	5.9%	22.2%
%H		100.0%	100.0%	0.0%	57.1%	57.1%	7.1%	100.0%
45 - 54	11	11	9	0	7	5	2	8
%V	14.5%	15.3%	16.7%	-	13.7%	14.7%	11.8%	12.7%
%H		100.0%	81.8%	0.0%	63.6%	45.5%	18.2%	72.7%
55 - 64	19	17	11	0	13	8	6	18
%V	25.0%	23.6%	20.4%	-	25.5%	23.5%	35.3%	28.6%
%H		89.5%	57.9%	0.0%	68.4%	42.1%	31.6%	94.7%
65+	16	16	9	0	13	6	7	7
%V	21.1%	22.2%	16.7%	-	25.5%	17.6%	41.2%	11.1%
%H		100.0%	56.3%	0.0%	81.3%	37.5%	43.8%	43.8%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	76	72	54	0	51	34	17	63
%H		94.7%	71.1%	0.0%	67.1%	44.7%	22.4%	82.9%
AB	26	26	23	0	17	14	3	26
%V	34.2%	36.1%	42.6%	-	33.3%	41.2%	17.6%	41.3%
%H		100.0%	88.5%	0.0%	65.4%	53.8%	11.5%	100.0%
C1	23	20	16	0	15	10	4	19
%V	30.3%	27.8%	29.6%	-	29.4%	29.4%	23.5%	30.2%
%H		87.0%	69.6%	0.0%	65.2%	43.5%	17.4%	82.6%
C2	10	10	6	0	7	3	4	9
%V	13.2%	13.9%	11.1%	-	13.7%	8.8%	23.5%	14.3%
%H		100.0%	60.0%	0.0%	70.0%	30.0%	40.0%	90.0%
D	12	11	8	0	7	4	3	8
%V	15.8%	15.3%	14.8%	-	13.7%	11.8%	17.6%	12.7%
%H		91.7%	66.7%	0.0%	58.3%	33.3%	25.0%	66.7%
E	5	5	2	0	5	2	3	2
%V	6.6%	6.9%	3.7%	-	9.8%	5.9%	17.6%	3.2%
%H		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%	40.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	76	72	54	0	51	34	17	63
%H		94.7%	71.1%	0.0%	67.1%	44.7%	22.4%	82.9%
Working full time	35	30	25	0	20	15	5	32
%V	46.1%	41.7%	46.3%	-	39.2%	44.1%	29.4%	50.8%
%H		85.7%	71.4%	0.0%	57.1%	42.9%	14.3%	91.4%
Working part time	13	13	11	0	9	7	3	13
%V	17.1%	18.1%	20.4%	-	17.6%	20.6%	17.6%	20.6%
%H		100.0%	84.6%	0.0%	69.2%	53.8%	23.1%	100.0%
Not working	28	28	19	0	22	12	9	19
%V	36.8%	38.9%	35.2%	-	43.1%	35.3%	52.9%	30.2%
%H		100.0%	67.9%	0.0%	78.6%	42.9%	32.1%	67.9%
Housewife/Houseperson	62	58	42	0	42	26	16	50
%V	81.6%	80.6%	77.8%	-	82.4%	76.5%	94.1%	79.4%
%H		93.5%	67.7%	0.0%	67.7%	41.9%	25.8%	80.6%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 16.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2188	987	369	1551	753	798	1866
%V		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (All HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
%H (TV HH)								
AB	597	560	270	88	391	192	199	560
%V	25.5%	25.6%	27.4%	23.8%	25.2%	25.5%	24.9%	30.0%
%H (All HH)		93.8%	45.2%	14.7%	65.5%	32.2%	33.3%	93.8%
%H (TV HH)			48.2%	15.7%	69.8%	34.3%	35.5%	
C1	636	577	276	105	407	220	187	553
%V	27.2%	26.4%	28.0%	28.5%	26.2%	29.2%	23.4%	29.6%
%H (All HH)		90.7%	43.4%	16.5%	64.0%	34.6%	29.4%	86.9%
%H (TV HH)			47.8%	18.2%	70.5%	38.1%	32.4%	
C2	447	436	221	72	310	174	136	365
%V	19.1%	19.9%	22.4%	19.5%	20.0%	23.1%	17.0%	19.6%
%H (All HH)		97.5%	49.4%	16.1%	69.4%	38.9%	30.4%	81.7%
%H (TV HH)			50.7%	16.5%	71.1%	39.9%	31.2%	
D	391	363	142	69	252	110	142	267
%V	16.7%	16.6%	14.4%	18.7%	16.2%	14.6%	17.8%	14.3%
%H (All HH)		92.8%	36.3%	17.6%	64.5%	28.1%	36.3%	68.3%
%H (TV HH)			39.1%	19.0%	69.4%	30.3%	39.1%	
E	271	252	78	35	191	57	134	122
%V	11.6%	11.5%	7.9%	9.5%	12.3%	7.6%	16.8%	6.5%
%H (All HH)		93.0%	28.8%	12.9%	70.5%	21.0%	49.4%	45.0%
%H (TV HH)			31.0%	13.9%	75.8%	22.6%	53.2%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Under 25	121	91	39	10	55	22	33	105
%V	5.2%	4.2%	4.0%	2.7%	3.5%	2.9%	4.1%	5.6%
%H (All HH)		75.2%	32.2%	8.3%	45.5%	18.2%	27.3%	86.8%
%H (TV HH)			42.9%	11.0%	60.4%	24.2%	36.3%	
25 - 34	357	316	158	55	195	108	87	332
%V	15.2%	14.4%	16.0%	14.9%	12.6%	14.3%	10.9%	17.8%
%H (All HH)		88.5%	44.3%	15.4%	54.6%	30.3%	24.4%	93.0%
%H (TV HH)			50.0%	17.4%	61.7%	34.2%	27.5%	
35 - 44	393	365	199	63	248	152	96	370
%V	16.8%	16.7%	20.2%	17.1%	16.0%	20.2%	12.0%	19.8%
%H (All HH)		92.9%	50.6%	16.0%	63.1%	38.7%	24.4%	94.1%
%H (TV HH)			54.5%	17.3%	67.9%	41.6%	26.3%	
45 - 54	465	449	225	89	308	177	131	407
%V	19.9%	20.5%	22.8%	24.1%	19.9%	23.5%	16.4%	21.8%
%H (All HH)		96.6%	48.4%	19.1%	66.2%	38.1%	28.2%	87.5%
%H (TV HH)			50.1%	19.8%	68.6%	39.4%	29.2%	
55 - 64	400	386	174	67	282	136	146	339
%V	17.1%	17.6%	17.6%	18.2%	18.2%	18.1%	18.3%	18.2%
%H (All HH)		96.5%	43.5%	16.8%	70.5%	34.0%	36.5%	84.8%
%H (TV HH)			45.1%	17.4%	73.1%	35.2%	37.8%	
65 +	607	580	192	84	463	158	305	312
%V	25.9%	26.5%	19.5%	22.8%	29.9%	21.0%	38.2%	16.7%
%H (All HH)		95.6%	31.6%	13.8%	76.3%	26.0%	50.2%	51.4%
%H (TV HH)			33.1%	14.5%	79.8%	27.2%	52.6%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Scotland

Household level data

Table 16.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
1	839	758	230	120	575	179	396	493
%V	35.8%	34.6%	23.3%	32.5%	37.1%	23.8%	49.6%	26.4%
%H (All HH)		90.3%	27.4%	14.3%	68.5%	21.3%	47.2%	58.8%
%H (TV HH)			30.3%	15.8%	75.9%	23.6%	52.2%	
2	821	773	372	128	544	282	263	711
%V	35.1%	35.3%	37.7%	34.7%	35.1%	37.5%	33.0%	38.1%
%H (All HH)		94.2%	45.3%	15.6%	66.3%	34.3%	32.0%	86.6%
%H (TV HH)			48.1%	16.6%	70.4%	36.5%	34.0%	
3	331	320	184	61	214	144	70	320
%V	14.1%	14.6%	18.6%	16.5%	13.8%	19.1%	8.8%	17.1%
%H (All HH)		96.7%	55.6%	18.4%	64.7%	43.5%	21.1%	96.7%
%H (TV HH)			57.5%	19.1%	66.9%	45.0%	21.9%	
4	245	239	143	40	153	102	51	237
%V	10.5%	10.9%	14.5%	10.8%	9.9%	13.5%	6.4%	12.7%
%H (All HH)		97.6%	58.4%	16.3%	62.4%	41.6%	20.8%	96.7%
%H (TV HH)			59.8%	16.7%	64.0%	42.7%	21.3%	
5+	107	97	59	20	65	47	18	105
%V	4.6%	4.4%	6.0%	5.4%	4.2%	6.2%	2.3%	5.6%
%H (All HH)		90.7%	55.1%	18.7%	60.7%	43.9%	16.8%	98.1%
%H (TV HH)			60.8%	20.6%	67.0%	48.5%	18.6%	
Average HH size	2.14	2.16	2.44	2.24	2.10	2.43	1.79	2.35

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Household level data

Table 16.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Without	1801	1663	676	275	1217	532	685	1352
%V	76.9%	76.0%	68.5%	74.5%	78.5%	70.7%	85.8%	72.5%
%H (All HH)		92.3%	37.5%	15.3%	67.6%	29.5%	38.0%	75.1%
%H (TV HH)			40.6%	16.5%	73.2%	32.0%	41.2%	
With	541	525	311	94	334	221	112	514
%V	23.1%	24.0%	31.5%	25.5%	21.5%	29.3%	14.0%	27.5%
%H (All HH)		97.0%	57.5%	17.4%	61.7%	40.9%	20.7%	95.0%
%H (TV HH)			59.2%	17.9%	63.6%	42.1%	21.3%	
0 - 3	195	187	114	34	106	71	35	184
%V	8.3%	8.5%	11.6%	9.2%	6.8%	9.4%	4.4%	9.9%
%H (All HH)		95.9%	58.5%	17.4%	54.4%	36.4%	17.9%	94.4%
%H (TV HH)			61.0%	18.2%	56.7%	38.0%	18.7%	
4 - 9	265	259	152	43	160	102	59	252
%V	11.3%	11.8%	15.4%	11.7%	10.3%	13.5%	7.4%	13.5%
%H (All HH)		97.7%	57.4%	16.2%	60.4%	38.5%	22.3%	95.1%
%H (TV HH)			58.7%	16.6%	61.8%	39.4%	22.8%	
10 - 15	245	238	138	47	164	112	52	238
%V	10.5%	10.9%	14.0%	12.7%	10.6%	14.9%	6.5%	12.8%
%H (All HH)		97.1%	56.3%	19.2%	66.9%	45.7%	21.2%	97.1%
%H (TV HH)			58.0%	19.7%	68.9%	47.1%	21.8%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Scotland

Household level data

Table 16.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
1	861	861	287	126	556	140	417	601
%V	36.8%	39.4%	29.1%	34.1%	35.8%	18.6%	52.3%	32.2%
%H (All HH)		100.0%	33.3%	14.6%	64.6%	16.3%	48.4%	69.8%
%H (TV HH)			33.3%	14.6%	64.6%	16.3%	48.4%	
2	756	756	358	128	551	286	265	613
%V	32.3%	34.6%	36.3%	34.7%	35.5%	38.0%	33.2%	32.9%
%H (All HH)		100.0%	47.4%	16.9%	72.9%	37.8%	35.1%	81.1%
%H (TV HH)			47.4%	16.9%	72.9%	37.8%	35.1%	
3	372	372	213	78	283	201	83	343
%V	15.9%	17.0%	21.6%	21.1%	18.2%	26.7%	10.4%	18.4%
%H (All HH)		100.0%	57.3%	21.0%	76.1%	54.0%	22.3%	92.2%
%H (TV HH)			57.3%	21.0%	76.1%	54.0%	22.3%	
4	139	139	92	21	108	83	26	133
%V	5.9%	6.4%	9.3%	5.7%	7.0%	11.0%	3.3%	7.1%
%H (All HH)		100.0%	66.2%	15.1%	77.7%	59.7%	18.7%	95.7%
%H (TV HH)			66.2%	15.1%	77.7%	59.7%	18.7%	
5+	60	60	37	16	52	45	7	59
%V	2.6%	2.7%	3.7%	4.3%	3.4%	6.0%	0.9%	3.2%
%H (All HH)		100.0%	61.7%	26.7%	86.7%	75.0%	11.7%	98.3%
%H (TV HH)			61.7%	26.7%	86.7%	75.0%	11.7%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2188	987	369	1551	753	798	1866
%V (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Under 20"	425	425	200	71	337	187	150	340
%V	18.1%	19.4%	20.3%	19.2%	21.7%	24.8%	18.8%	18.2%
%H (All HH)		100.0%	47.1%	16.7%	79.3%	44.0%	35.3%	80.0%
%H (TV HH)			47.1%	16.7%	79.3%	44.0%	35.3%	
20" - 29"	705	705	322	116	543	279	265	568
%V	30.1%	32.2%	32.6%	31.4%	35.0%	37.1%	33.2%	30.4%
%H (All HH)		100.0%	45.7%	16.5%	77.0%	39.6%	37.6%	80.6%
%H (TV HH)			45.7%	16.5%	77.0%	39.6%	37.6%	
30" - 39"	1216	1216	559	210	876	448	428	985
%V	51.9%	55.6%	56.6%	56.9%	56.5%	59.5%	53.6%	52.8%
%H (All HH)		100.0%	46.0%	17.3%	72.0%	36.8%	35.2%	81.0%
%H (TV HH)			46.0%	17.3%	72.0%	36.8%	35.2%	
40" and over	1149	1149	634	215	809	518	292	1022
%V	49.1%	52.5%	64.2%	58.3%	52.2%	68.8%	36.6%	54.8%
%H (All HH)		100.0%	55.2%	18.7%	70.4%	45.1%	25.4%	88.9%
%H (TV HH)			55.2%	18.7%	70.4%	45.1%	25.4%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Scotland

Household level data

Table 16.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Main living room	2143	2143	971	366	1521	745	776	1709
%V	91.5%	97.9%	98.4%	99.2%	98.1%	98.9%	97.2%	91.6%
%H (All HH)		100.0%	45.3%	17.1%	71.0%	34.8%	36.2%	79.7%
%H (TV HH)			45.3%	17.1%	71.0%	34.8%	36.2%	
Kitchen	250	250	132	43	209	132	77	218
%V	10.7%	11.4%	13.4%	11.7%	13.5%	17.5%	9.6%	11.7%
%H (All HH)		100.0%	52.8%	17.2%	83.6%	52.8%	30.8%	87.2%
%H (TV HH)			52.8%	17.2%	83.6%	52.8%	30.8%	
Adult's bedroom	997	997	530	192	753	482	272	856
%V	42.6%	45.6%	53.7%	52.0%	48.5%	64.0%	34.1%	45.9%
%H (All HH)		100.0%	53.2%	19.3%	75.5%	48.3%	27.3%	85.9%
%H (TV HH)			53.2%	19.3%	75.5%	48.3%	27.3%	
Child's bedroom	262	262	167	50	177	134	43	252
%V	11.2%	12.0%	16.9%	13.6%	11.4%	17.8%	5.4%	13.5%
%H (All HH)		100.0%	63.7%	19.1%	67.6%	51.1%	16.4%	96.2%
%H (TV HH)			63.7%	19.1%	67.6%	51.1%	16.4%	
Other bedroom	92	92	54	15	66	43	23	85
%V	3.9%	4.2%	5.5%	4.1%	4.3%	5.7%	2.9%	4.6%
%H (All HH)		100.0%	58.7%	16.3%	71.7%	46.7%	25.0%	92.4%
%H (TV HH)			58.7%	16.3%	71.7%	46.7%	25.0%	
Second living/dining room	170	170	97	22	130	79	51	158
%V	7.3%	7.8%	9.8%	6.0%	8.4%	10.5%	6.4%	8.5%
%H (All HH)		100.0%	57.1%	12.9%	76.5%	46.5%	30.0%	92.9%
%H (TV HH)			57.1%	12.9%	76.5%	46.5%	30.0%	
Study/office	31	31	16	8	25	18	7	30
%V	1.3%	1.4%	1.6%	2.2%	1.6%	2.4%	0.9%	1.6%
%H (All HH)		100.0%	51.6%	25.8%	80.6%	58.1%	22.6%	96.8%
%H (TV HH)			51.6%	25.8%	80.6%	58.1%	22.6%	
TV room	36	36	21	3	30	18	11	35
%V	1.5%	1.6%	2.1%	0.8%	1.9%	2.4%	1.4%	1.9%
%H (All HH)		100.0%	58.3%	8.3%	83.3%	50.0%	30.6%	97.2%
%H (TV HH)			58.3%	8.3%	83.3%	50.0%	30.6%	
Conservatory	39	39	24	4	30	20	11	33
%V	1.7%	1.8%	2.4%	1.1%	1.9%	2.7%	1.4%	1.8%
%H (All HH)		100.0%	61.5%	10.3%	76.9%	51.3%	28.2%	84.6%
%H (TV HH)			61.5%	10.3%	76.9%	51.3%	28.2%	
Attic or loft room	4	4	3	1	4	3	1	4
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	100.0%	75.0%	25.0%	
No specific location	3	3	0	0	2	0	2	2
%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%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	17	17	10	4	13	9	4	16
%V	0.7%	0.8%	1.0%	1.1%	0.8%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	58.8%	23.5%	76.5%	52.9%	23.5%	94.1%
%H (TV HH)			58.8%	23.5%	76.5%	52.9%	23.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Household level data

Table 16.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Any DSAT provider	987	987	987	8	572	572	0	878
%V	42.1%	45.1%	100.0%	2.2%	36.9%	76.0%	0.0%	47.1%
%H (All HH)			100.0%	0.8%	58.0%	58.0%	0.0%	89.0%
%H (TV HH)			100.0%	0.8%	58.0%	58.0%	0.0%	
Sky with subscription	835	835	835	4	498	498	0	758
%V	35.7%	38.2%	84.6%	1.1%	32.1%	66.1%	0.0%	40.6%
%H (All HH)			100.0%	0.5%	59.6%	59.6%	0.0%	90.8%
%H (TV HH)			100.0%	0.5%	59.6%	59.6%	0.0%	
Sky without subscription	36	36	36	1	19	19	0	27
%V	1.5%	1.6%	3.6%	0.3%	1.2%	2.5%	0.0%	1.4%
%H (All HH)			100.0%	2.8%	52.8%	52.8%	0.0%	75.0%
%H (TV HH)			100.0%	2.8%	52.8%	52.8%	0.0%	
Freesat	116	116	116	3	54	54	0	96
%V	5.0%	5.3%	11.8%	0.8%	3.5%	7.2%	0.0%	5.1%
%H (All HH)			100.0%	2.6%	46.6%	46.6%	0.0%	82.8%
%H (TV HH)			100.0%	2.6%	46.6%	46.6%	0.0%	
Other satellite provider	33	33	33	1	14	14	0	27
%V	1.4%	1.5%	3.3%	0.3%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	3.0%	42.4%	42.4%	0.0%	81.8%
%H (TV HH)			100.0%	3.0%	42.4%	42.4%	0.0%	
DCAB	369	369	8	369	184	184	0	322
%V	15.8%	16.9%	0.8%	100.0%	11.9%	24.4%	0.0%	17.3%
%H (All HH)			2.2%	100.0%	49.9%	49.9%	0.0%	87.3%
%H (TV HH)			2.2%	100.0%	49.9%	49.9%	0.0%	
DTT	1551	1551	572	184	1551	753	798	1189
%V	66.2%	70.9%	58.0%	49.9%	100.0%	100.0%	100.0%	63.7%
%H (All HH)		100.0%	36.9%	11.9%	100.0%	48.5%	51.5%	76.7%
%H (TV HH)			36.9%	11.9%	100.0%	48.5%	51.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Household level data

Table 16.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%V		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (All HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
%H (TV HH)								
PVR	1352	1352	843	304	864	653	210	1209
%V	57.7%	61.8%	85.4%	82.4%	55.7%	86.7%	26.3%	64.8%
%H (All HH)		100.0%	62.4%	22.5%	63.9%	48.3%	15.5%	89.4%
%H (TV HH)			62.4%	22.5%	63.9%	48.3%	15.5%	
DVDR	71	71	35	11	49	23	26	59
%V	3.0%	3.2%	3.5%	3.0%	3.2%	3.1%	3.3%	3.2%
%H (All HH)		100.0%	49.3%	15.5%	69.0%	32.4%	36.6%	83.1%
%H (TV HH)			49.3%	15.5%	69.0%	32.4%	36.6%	
VCR	54	54	23	10	38	15	22	37
%V	2.3%	2.5%	2.3%	2.7%	2.5%	2.0%	2.8%	2.0%
%H (All HH)		100.0%	42.6%	18.5%	70.4%	27.8%	40.7%	68.5%
%H (TV HH)			42.6%	18.5%	70.4%	27.8%	40.7%	
Any recorder	1398	1398	857	306	899	658	241	1237
%V	59.7%	63.9%	86.8%	82.9%	58.0%	87.4%	30.2%	66.3%
%H (All HH)		100.0%	61.3%	21.9%	64.3%	47.1%	17.2%	88.5%
%H (TV HH)			61.3%	21.9%	64.3%	47.1%	17.2%	
Receives HDTV (via STB or built-in reception)	1269	1269	718	281	861	587	274	1131
%V	54.2%	58.0%	72.7%	76.2%	55.5%	78.0%	34.3%	60.6%
%H (All HH)		100.0%	56.6%	22.1%	67.8%	46.3%	21.6%	89.1%
%H (TV HH)			56.6%	22.1%	67.8%	46.3%	21.6%	
DVD/Blu-ray player or recorder	1718	1718	808	312	1254	658	596	1425
%V	73.4%	78.5%	81.9%	84.6%	80.9%	87.4%	74.7%	76.4%
%H (All HH)		100.0%	47.0%	18.2%	73.0%	38.3%	34.7%	82.9%
%H (TV HH)			47.0%	18.2%	73.0%	38.3%	34.7%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Household level data

Table 16.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2342	2188	987	369	1551	753	798	1866
%H (All HH)		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%
%H (TV HH)			45.1%	16.9%	70.9%	34.4%	36.5%	
Has broadband internet	1866	1749	878	322	1189	672	517	1866
%V	79.7%	79.9%	89.0%	87.3%	76.7%	89.2%	64.8%	100.0%
%H (All HH)		93.7%	47.1%	17.3%	63.7%	36.0%	27.7%	100.0%
%H (TV HH)			50.2%	18.4%	68.0%	38.4%	29.6%	
Number of computers (PCs and laptops)								
0	510	475	122	55	374	83	292	73
%V	21.8%	21.7%	12.4%	14.9%	24.1%	11.0%	36.6%	3.9%
%H (All HH)		93.1%	23.9%	10.8%	73.3%	16.3%	57.3%	14.3%
%H (TV HH)			25.7%	11.6%	78.7%	17.5%	61.5%	
1	621	574	254	94	406	192	214	591
%V	26.5%	26.2%	25.7%	25.5%	26.2%	25.5%	26.8%	31.7%
%H (All HH)		92.4%	40.9%	15.1%	65.4%	30.9%	34.5%	95.2%
%H (TV HH)			44.3%	16.4%	70.7%	33.4%	37.3%	
2	521	486	243	91	327	188	140	515
%V	22.2%	22.2%	24.6%	24.7%	21.1%	25.0%	17.5%	27.6%
%H (All HH)		93.3%	46.6%	17.5%	62.8%	36.1%	26.9%	98.8%
%H (TV HH)			50.0%	18.7%	67.3%	38.7%	28.8%	
3	329	311	170	61	207	130	78	328
%V	14.0%	14.2%	17.2%	16.5%	13.3%	17.3%	9.8%	17.6%
%H (All HH)		94.5%	51.7%	18.5%	62.9%	39.5%	23.7%	99.7%
%H (TV HH)			54.7%	19.6%	66.6%	41.8%	25.1%	
4	188	180	100	38	125	85	39	188
%V	8.0%	8.2%	10.1%	10.3%	8.1%	11.3%	4.9%	10.1%
%H (All HH)		95.7%	53.2%	20.2%	66.5%	45.2%	20.7%	100.0%
%H (TV HH)			55.6%	21.1%	69.4%	47.2%	21.7%	
5+	173	163	98	30	111	76	36	171
%V	7.4%	7.4%	9.9%	8.1%	7.2%	10.1%	4.5%	9.2%
%H (All HH)		94.2%	56.6%	17.3%	64.2%	43.9%	20.8%	98.8%
%H (TV HH)			60.1%	18.4%	68.1%	46.6%	22.1%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4365	2210	785	3220	1883	1338	3705
%H		50.6%	18.0%	73.8%	43.1%	30.7%	84.9%
Under 20"	523	250	89	419	239	179	424
%V	12.0%	11.3%	11.3%	13.0%	12.7%	13.4%	11.4%
%H		47.8%	17.0%	80.1%	45.7%	34.2%	81.1%
20" - 29"	884	420	149	688	374	314	725
%V	20.3%	19.0%	19.0%	21.4%	19.9%	23.5%	19.6%
%H		47.5%	16.9%	77.8%	42.3%	35.5%	82.0%
30" - 39"	1489	712	260	1078	580	498	1238
%V	34.1%	32.2%	33.1%	33.5%	30.8%	37.2%	33.4%
%H		47.8%	17.5%	72.4%	39.0%	33.4%	83.1%
40" and over	1421	811	273	1009	677	331	1281
%V	32.6%	36.7%	34.8%	31.3%	36.0%	24.7%	34.6%
%H		57.1%	19.2%	71.0%	47.6%	23.3%	90.1%
Don't know	48	16	15	27	11	15	37
%V	1.1%	0.7%	1.9%	0.8%	0.6%	1.1%	1.0%
%H		33.3%	31.3%	56.3%	22.9%	31.3%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4365	2210	785	3220	1883	1338	3705
%H		50.6%	18.0%	73.8%	43.1%	30.7%	84.9%
Main living room	2154	974	368	1531	750	781	1719
%V	49.3%	44.1%	46.9%	47.5%	39.8%	58.4%	46.4%
%H		45.2%	17.1%	71.1%	34.8%	36.3%	79.8%
Kitchen	251	133	43	210	133	78	220
%V	5.8%	6.0%	5.5%	6.5%	7.1%	5.8%	5.9%
%H		53.0%	17.1%	83.7%	53.0%	31.1%	87.6%
Adult's bedroom	1217	647	250	939	621	317	1064
%V	27.9%	29.3%	31.8%	29.2%	33.0%	23.7%	28.7%
%H		53.2%	20.5%	77.2%	51.0%	26.0%	87.4%
Child's bedroom	334	219	65	226	178	48	323
%V	7.7%	9.9%	8.3%	7.0%	9.5%	3.6%	8.7%
%H		65.6%	19.5%	67.7%	53.3%	14.4%	96.7%
Other bedroom	104	63	16	76	51	25	97
%V	2.4%	2.9%	2.0%	2.4%	2.7%	1.9%	2.6%
%H		60.6%	15.4%	73.1%	49.0%	24.0%	93.3%
Second living/dining room	174	99	23	133	81	52	162
%V	4.0%	4.5%	2.9%	4.1%	4.3%	3.9%	4.4%
%H		56.9%	13.2%	76.4%	46.6%	29.9%	93.1%
Study/office	31	16	8	25	18	7	30
%V	0.7%	0.7%	1.0%	0.8%	1.0%	0.5%	0.8%
%H		51.6%	25.8%	80.6%	58.1%	22.6%	96.8%
TV room	36	21	3	30	19	11	35
%V	0.8%	1.0%	0.4%	0.9%	1.0%	0.8%	0.9%
%H		58.3%	8.3%	83.3%	52.8%	30.6%	97.2%
Conservatory	39	24	4	30	20	11	33
%V	0.9%	1.1%	0.5%	0.9%	1.1%	0.8%	0.9%
%H		61.5%	10.3%	76.9%	51.3%	28.2%	84.6%
Attic or loft room	4	3	1	4	3	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
No specific location	3	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	66.7%
Other	18	10	4	14	9	4	17
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		55.6%	22.2%	77.8%	50.0%	22.2%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4365	2210	785	3220	1883	1338	3705
%H		50.6%	18.0%	73.8%	43.1%	30.7%	84.9%
PVR	1825	1166	442	1121	895	226	1663
%V	41.8%	52.8%	56.3%	34.8%	47.5%	16.9%	44.9%
%H		63.9%	24.2%	61.4%	49.0%	12.4%	91.1%
DVDR	77	38	12	54	26	27	65
%V	1.8%	1.7%	1.5%	1.7%	1.4%	2.0%	1.8%
%H		49.4%	15.6%	70.1%	33.8%	35.1%	84.4%
VCR	55	23	10	39	16	23	38
%V	1.3%	1.0%	1.3%	1.2%	0.8%	1.7%	1.0%
%H		41.8%	18.2%	70.9%	29.1%	41.8%	69.1%
Any recorder	1884	1185	446	1167	906	261	1700
%V	43.2%	53.6%	56.8%	36.2%	48.1%	19.5%	45.9%
%H		62.9%	23.7%	61.9%	48.1%	13.9%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4365	2210	785	3220	1883	1338	3705
%H		50.6%	18.0%	73.8%	43.1%	30.7%	84.9%
Receives HDTV (via STB or built-in reception)	1824	1040	439	1252	899	354	1657
%V	41.8%	47.1%	55.9%	38.9%	47.7%	26.5%	44.7%
%H		57.0%	24.1%	68.6%	49.3%	19.4%	90.8%
DVD/Blu-ray player or recorder	2533	1272	479	1917	1133	784	2185
%V	58.0%	57.6%	61.0%	59.5%	60.2%	58.6%	59.0%
%H		50.2%	18.9%	75.7%	44.7%	31.0%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2182	986	369	1550	753	797	1744
%H		45.2%	16.9%	71.0%	34.5%	36.5%	79.9%
Under 20"	34	7	1	24	3	21	20
%V	1.6%	0.7%	0.3%	1.5%	0.4%	2.6%	1.1%
%H		20.6%	2.9%	70.6%	8.8%	61.8%	58.8%
20" - 29"	214	50	20	164	25	140	129
%V	9.8%	5.1%	5.4%	10.6%	3.3%	17.6%	7.4%
%H		23.4%	9.3%	76.6%	11.7%	65.4%	60.3%
30" - 39"	796	304	128	569	220	349	584
%V	36.5%	30.8%	34.7%	36.7%	29.2%	43.8%	33.5%
%H		38.2%	16.1%	71.5%	27.6%	43.8%	73.4%
40" and over	1113	617	212	779	502	277	991
%V	51.0%	62.6%	57.5%	50.3%	66.7%	34.8%	56.8%
%H		55.4%	19.0%	70.0%	45.1%	24.9%	89.0%
Don't know	26	7	7	13	3	10	19
%V	1.2%	0.7%	1.9%	0.8%	0.4%	1.3%	1.1%
%H		26.9%	26.9%	50.0%	11.5%	38.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2182	986	369	1550	753	797	1744
%H		45.2%	16.9%	71.0%	34.5%	36.5%	79.9%
PVR	1317	826	301	835	641	194	1177
%V	60.4%	83.8%	81.6%	53.9%	85.1%	24.3%	67.5%
%H		62.7%	22.9%	63.4%	48.7%	14.7%	89.4%
DVDR	61	30	10	41	20	21	48
%V	2.8%	3.0%	2.7%	2.6%	2.7%	2.6%	2.8%
%H		49.2%	16.4%	67.2%	32.8%	34.4%	78.7%
VCR	48	21	8	32	12	20	33
%V	2.2%	2.1%	2.2%	2.1%	1.6%	2.5%	1.9%
%H		43.8%	16.7%	66.7%	25.0%	41.7%	68.8%
Any recorder	1363	842	303	869	647	222	1204
%V	62.5%	85.4%	82.1%	56.1%	85.9%	27.9%	69.0%
%H		61.8%	22.2%	63.8%	47.5%	16.3%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2182	986	369	1550	753	797	1744
%H		45.2%	16.9%	71.0%	34.5%	36.5%	79.9%
Receives HDTV (via STB or built-in reception)	1229	704	275	827	572	255	1095
%V	56.3%	71.4%	74.5%	53.4%	76.0%	32.0%	62.8%
%H		57.3%	22.4%	67.3%	46.5%	20.7%	89.1%
DVD/Blu-ray player or recorder	1586	739	285	1153	593	560	1307
%V	72.7%	74.9%	77.2%	74.4%	78.8%	70.3%	74.9%
%H		46.6%	18.0%	72.7%	37.4%	35.3%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2183	1224	416	1671	1130	541	1961
%H		56.1%	19.1%	76.5%	51.8%	24.8%	89.8%
Under 20"	489	243	88	395	236	158	404
%V	22.4%	19.9%	21.2%	23.6%	20.9%	29.2%	20.6%
%H		49.7%	18.0%	80.8%	48.3%	32.3%	82.6%
20" - 29"	670	370	128	524	350	174	596
%V	30.7%	30.2%	30.8%	31.4%	31.0%	32.2%	30.4%
%H		55.2%	19.1%	78.2%	52.2%	26.0%	89.0%
30" - 39"	693	408	131	509	360	149	653
%V	31.7%	33.3%	31.5%	30.5%	31.9%	27.5%	33.3%
%H		58.9%	18.9%	73.4%	51.9%	21.5%	94.2%
40" and over	309	194	61	230	175	54	290
%V	14.2%	15.8%	14.7%	13.8%	15.5%	10.0%	14.8%
%H		62.8%	19.7%	74.4%	56.6%	17.5%	93.9%
Don't know	22	9	7	14	9	5	17
%V	1.0%	0.7%	1.7%	0.8%	0.8%	0.9%	0.9%
%H		40.9%	31.8%	63.6%	40.9%	22.7%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2183	1224	416	1671	1130	541	1961
%H		56.1%	19.1%	76.5%	51.8%	24.8%	89.8%
PVR	508	339	141	286	254	32	485
%V	23.3%	27.7%	33.9%	17.1%	22.5%	5.9%	24.7%
%H		66.7%	27.8%	56.3%	50.0%	6.3%	95.5%
DVDR	17	8	3	13	6	6	17
%V	0.8%	0.7%	0.7%	0.8%	0.5%	1.1%	0.9%
%H		47.1%	17.6%	76.5%	35.3%	35.3%	100.0%
VCR	7	2	2	7	4	3	5
%V	0.3%	0.2%	0.5%	0.4%	0.4%	0.6%	0.3%
%H		28.6%	28.6%	100.0%	57.1%	42.9%	71.4%
Any recorder	520	343	143	298	259	39	496
%V	23.8%	28.0%	34.4%	17.8%	22.9%	7.2%	25.3%
%H		66.0%	27.5%	57.3%	49.8%	7.5%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2183	1224	416	1671	1130	541	1961
%H		56.1%	19.1%	76.5%	51.8%	24.8%	89.8%
Receives HDTV (via STB or built-in reception)	595	336	164	426	327	99	562
%V	27.3%	27.5%	39.4%	25.5%	28.9%	18.3%	28.7%
%H		56.5%	27.6%	71.6%	55.0%	16.6%	94.5%
DVD/Blu-ray player or recorder	947	534	194	764	541	224	878
%V	43.4%	43.6%	46.6%	45.7%	47.9%	41.4%	44.8%
%H		56.4%	20.5%	80.7%	57.1%	23.7%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5018	4734	2408	825	3257	1827	1431	4379
%H		94.3%	48.0%	16.4%	64.9%	36.4%	28.5%	87.3%
Total Children	874	848	509	151	535	360	175	834
%V	17.4%	17.9%	21.1%	18.3%	16.4%	19.7%	12.2%	19.0%
%H		97.0%	58.2%	17.3%	61.2%	41.2%	20.0%	95.4%
0 - 3	224	216	132	40	121	80	40	211
%V	4.5%	4.6%	5.5%	4.8%	3.7%	4.4%	2.8%	4.8%
%H		96.4%	58.9%	17.9%	54.0%	35.7%	17.9%	94.2%
4 - 15	649	632	377	111	414	279	135	624
%V	12.9%	13.4%	15.7%	13.5%	12.7%	15.3%	9.4%	14.2%
%H		97.4%	58.1%	17.1%	63.8%	43.0%	20.8%	96.1%
4 - 9	336	327	193	54	204	132	72	318
%V	6.7%	6.9%	8.0%	6.5%	6.3%	7.2%	5.0%	7.3%
%H		97.3%	57.4%	16.1%	60.7%	39.3%	21.4%	94.6%
10 - 15	313	305	184	57	210	147	63	305
%V	6.2%	6.4%	7.6%	6.9%	6.4%	8.0%	4.4%	7.0%
%H		97.4%	58.8%	18.2%	67.1%	47.0%	20.1%	97.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5018	4734	2408	825	3257	1827	1431	4379
%H		94.3%	48.0%	16.4%	64.9%	36.4%	28.5%	87.3%
Total Adults (16+)	4144	3886	1899	674	2722	1467	1255	3545
%V	82.6%	82.1%	78.9%	81.7%	83.6%	80.3%	87.7%	81.0%
%H		93.8%	45.8%	16.3%	65.7%	35.4%	30.3%	85.5%
16 - 19	233	194	100	34	131	79	52	227
%V	4.6%	4.1%	4.2%	4.1%	4.0%	4.3%	3.6%	5.2%
%H		83.3%	42.9%	14.6%	56.2%	33.9%	22.3%	97.4%
20 - 24	328	282	136	51	190	108	81	307
%V	6.5%	6.0%	5.6%	6.2%	5.8%	5.9%	5.7%	7.0%
%H		86.0%	41.5%	15.5%	57.9%	32.9%	24.7%	93.6%
25 - 34	671	610	319	108	374	219	155	630
%V	13.4%	12.9%	13.2%	13.1%	11.5%	12.0%	10.8%	14.4%
%H		90.9%	47.5%	16.1%	55.7%	32.6%	23.1%	93.9%
35 - 44	641	600	344	104	401	258	143	610
%V	12.8%	12.7%	14.3%	12.6%	12.3%	14.1%	10.0%	13.9%
%H		93.6%	53.7%	16.2%	62.6%	40.2%	22.3%	95.2%
45 - 54	760	738	394	141	508	310	198	690
%V	15.1%	15.6%	16.4%	17.1%	15.6%	17.0%	13.8%	15.8%
%H		97.1%	51.8%	18.6%	66.8%	40.8%	26.1%	90.8%
55 - 64	637	618	295	107	451	233	218	560
%V	12.7%	13.1%	12.3%	13.0%	13.8%	12.8%	15.2%	12.8%
%H		97.0%	46.3%	16.8%	70.8%	36.6%	34.2%	87.9%
65+	874	844	310	129	667	260	407	522
%V	17.4%	17.8%	12.9%	15.6%	20.5%	14.2%	28.4%	11.9%
%H		96.6%	35.5%	14.8%	76.3%	29.7%	46.6%	59.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4144	3886	1899	674	2722	1467	1255	3545
%H		93.8%	45.8%	16.3%	65.7%	35.4%	30.3%	85.5%
AB	1120	1063	543	174	734	394	340	1075
%V	27.0%	27.4%	28.6%	25.8%	27.0%	26.9%	27.1%	30.3%
%H		94.9%	48.5%	15.5%	65.5%	35.2%	30.4%	96.0%
C1	1163	1046	535	191	732	431	302	1060
%V	28.1%	26.9%	28.2%	28.3%	26.9%	29.4%	24.1%	29.9%
%H		89.9%	46.0%	16.4%	62.9%	37.1%	26.0%	91.1%
C2	859	841	453	141	591	356	236	739
%V	20.7%	21.6%	23.9%	20.9%	21.7%	24.3%	18.8%	20.8%
%H		97.9%	52.7%	16.4%	68.8%	41.4%	27.5%	86.0%
D	649	608	259	120	420	208	212	492
%V	15.7%	15.6%	13.6%	17.8%	15.4%	14.2%	16.9%	13.9%
%H		93.7%	39.9%	18.5%	64.7%	32.0%	32.7%	75.8%
E	354	328	108	48	245	78	166	180
%V	8.5%	8.4%	5.7%	7.1%	9.0%	5.3%	13.2%	5.1%
%H		92.7%	30.5%	13.6%	69.2%	22.0%	46.9%	50.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4144	3886	1899	674	2722	1467	1255	3545
%H		93.8%	45.8%	16.3%	65.7%	35.4%	30.3%	85.5%
Working full time	1934	1842	1014	335	1215	761	454	1835
%V	46.7%	47.4%	53.4%	49.7%	44.6%	51.9%	36.2%	51.8%
%H		95.2%	52.4%	17.3%	62.8%	39.3%	23.5%	94.9%
Working part time	402	391	213	65	271	160	110	372
%V	9.7%	10.1%	11.2%	9.6%	10.0%	10.9%	8.8%	10.5%
%H		97.3%	53.0%	16.2%	67.4%	39.8%	27.4%	92.5%
Not working	1809	1653	671	274	1237	546	690	1337
%V	43.7%	42.5%	35.3%	40.7%	45.4%	37.2%	55.0%	37.7%
%H		91.4%	37.1%	15.1%	68.4%	30.2%	38.1%	73.9%
Housewife/Houseperson	2342	2188	987	369	1551	753	798	1866
%V	56.5%	56.3%	52.0%	54.7%	57.0%	51.3%	63.6%	52.6%
%H		93.4%	42.1%	15.8%	66.2%	32.2%	34.1%	79.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1858	927	315	1298	717	582	1722
%H		93.2%	46.5%	15.8%	65.1%	36.0%	29.2%	86.4%
16 - 19	119	100	50	21	66	39	27	117
%V	6.0%	5.4%	5.4%	6.7%	5.1%	5.4%	4.6%	6.8%
%H		84.0%	42.0%	17.6%	55.5%	32.8%	22.7%	98.3%
20 - 24	160	138	66	26	97	57	41	150
%V	8.0%	7.4%	7.1%	8.3%	7.5%	7.9%	7.0%	8.7%
%H		86.3%	41.3%	16.3%	60.6%	35.6%	25.6%	93.8%
25 - 34	329	294	158	43	180	105	75	304
%V	16.5%	15.8%	17.0%	13.7%	13.9%	14.6%	12.9%	17.7%
%H		89.4%	48.0%	13.1%	54.7%	31.9%	22.8%	92.4%
35 - 44	312	286	164	47	185	117	69	294
%V	15.6%	15.4%	17.7%	14.9%	14.3%	16.3%	11.9%	17.1%
%H		91.7%	52.6%	15.1%	59.3%	37.5%	22.1%	94.2%
45 - 54	370	357	195	62	244	150	95	331
%V	18.6%	19.2%	21.0%	19.7%	18.8%	20.9%	16.3%	19.2%
%H		96.5%	52.7%	16.8%	65.9%	40.5%	25.7%	89.5%
55 - 64	311	302	138	53	224	113	112	264
%V	15.6%	16.3%	14.9%	16.8%	17.3%	15.8%	19.2%	15.3%
%H		97.1%	44.4%	17.0%	72.0%	36.3%	36.0%	84.9%
65+	393	381	156	62	301	136	164	262
%V	19.7%	20.5%	16.8%	19.7%	23.2%	19.0%	28.2%	15.2%
%H		96.9%	39.7%	15.8%	76.6%	34.6%	41.7%	66.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1858	927	315	1298	717	582	1722
%H		93.2%	46.5%	15.8%	65.1%	36.0%	29.2%	86.4%
AB	552	524	274	84	362	199	163	535
%V	27.7%	28.2%	29.6%	26.7%	27.9%	27.8%	28.0%	31.1%
%H		94.9%	49.6%	15.2%	65.6%	36.1%	29.5%	96.9%
C1	532	471	258	80	329	206	124	490
%V	26.7%	25.3%	27.8%	25.4%	25.3%	28.7%	21.3%	28.5%
%H		88.5%	48.5%	15.0%	61.8%	38.7%	23.3%	92.1%
C2	459	449	234	78	315	186	129	391
%V	23.0%	24.2%	25.2%	24.8%	24.3%	25.9%	22.2%	22.7%
%H		97.8%	51.0%	17.0%	68.6%	40.5%	28.1%	85.2%
D	295	272	117	55	182	93	89	228
%V	14.8%	14.6%	12.6%	17.5%	14.0%	13.0%	15.3%	13.2%
%H		92.2%	39.7%	18.6%	61.7%	31.5%	30.2%	77.3%
E	156	142	44	18	110	33	78	78
%V	7.8%	7.6%	4.7%	5.7%	8.5%	4.6%	13.4%	4.5%
%H		91.0%	28.2%	11.5%	70.5%	21.2%	50.0%	50.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1858	927	315	1298	717	582	1722
%H		93.2%	46.5%	15.8%	65.1%	36.0%	29.2%	86.4%
Working full time	1138	1081	609	177	714	444	269	1071
%V	57.1%	58.2%	65.7%	56.2%	55.0%	61.9%	46.2%	62.2%
%H		95.0%	53.5%	15.6%	62.7%	39.0%	23.6%	94.1%
Working part time	76	71	32	14	50	27	23	68
%V	3.8%	3.8%	3.5%	4.4%	3.9%	3.8%	4.0%	3.9%
%H		93.4%	42.1%	18.4%	65.8%	35.5%	30.3%	89.5%
Not working	780	706	286	124	535	245	290	583
%V	39.1%	38.0%	30.9%	39.4%	41.2%	34.2%	49.8%	33.9%
%H		90.5%	36.7%	15.9%	68.6%	31.4%	37.2%	74.7%
Housewife/Houseperson	566	503	198	70	361	143	218	402
%V	28.4%	27.1%	21.4%	22.2%	27.8%	19.9%	37.5%	23.3%
%H		88.9%	35.0%	12.4%	63.8%	25.3%	38.5%	71.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2151	2028	972	359	1424	750	673	1823
%H		94.3%	45.2%	16.7%	66.2%	34.9%	31.3%	84.8%
16 - 19	113	94	50	13	65	40	25	110
%V	5.3%	4.6%	5.1%	3.6%	4.6%	5.3%	3.7%	6.0%
%H		83.2%	44.2%	11.5%	57.5%	35.4%	22.1%	97.3%
20 - 24	169	143	70	25	92	51	41	158
%V	7.9%	7.1%	7.2%	7.0%	6.5%	6.8%	6.1%	8.7%
%H		84.6%	41.4%	14.8%	54.4%	30.2%	24.3%	93.5%
25 - 34	342	316	162	64	193	113	80	326
%V	15.9%	15.6%	16.7%	17.8%	13.6%	15.1%	11.9%	17.9%
%H		92.4%	47.4%	18.7%	56.4%	33.0%	23.4%	95.3%
35 - 44	329	314	180	57	216	141	75	316
%V	15.3%	15.5%	18.5%	15.9%	15.2%	18.8%	11.1%	17.3%
%H		95.4%	54.7%	17.3%	65.7%	42.9%	22.8%	96.0%
45 - 54	390	381	199	79	263	160	104	358
%V	18.1%	18.8%	20.5%	22.0%	18.5%	21.3%	15.5%	19.6%
%H		97.7%	51.0%	20.3%	67.4%	41.0%	26.7%	91.8%
55 - 64	326	316	157	54	227	121	106	297
%V	15.2%	15.6%	16.2%	15.0%	15.9%	16.1%	15.8%	16.3%
%H		96.9%	48.2%	16.6%	69.6%	37.1%	32.5%	91.1%
65+	481	462	154	67	367	124	243	259
%V	22.4%	22.8%	15.8%	18.7%	25.8%	16.5%	36.1%	14.2%
%H		96.0%	32.0%	13.9%	76.3%	25.8%	50.5%	53.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2151	2028	972	359	1424	750	673	1823
%H		94.3%	45.2%	16.7%	66.2%	34.9%	31.3%	84.8%
AB	568	539	269	90	372	195	177	540
%V	26.4%	26.6%	27.7%	25.1%	26.1%	26.0%	26.3%	29.6%
%H		94.9%	47.4%	15.8%	65.5%	34.3%	31.2%	95.1%
C1	632	575	277	111	403	225	178	570
%V	29.4%	28.4%	28.5%	30.9%	28.3%	30.0%	26.4%	31.3%
%H		91.0%	43.8%	17.6%	63.8%	35.6%	28.2%	90.2%
C2	399	391	220	63	277	170	106	348
%V	18.5%	19.3%	22.6%	17.5%	19.5%	22.7%	15.8%	19.1%
%H		98.0%	55.1%	15.8%	69.4%	42.6%	26.6%	87.2%
D	354	336	142	65	238	115	123	264
%V	16.5%	16.6%	14.6%	18.1%	16.7%	15.3%	18.3%	14.5%
%H		94.9%	40.1%	18.4%	67.2%	32.5%	34.7%	74.6%
E	198	186	65	30	134	46	89	101
%V	9.2%	9.2%	6.7%	8.4%	9.4%	6.1%	13.2%	5.5%
%H		93.9%	32.8%	15.2%	67.7%	23.2%	44.9%	51.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2151	2028	972	359	1424	750	673	1823
%H		94.3%	45.2%	16.7%	66.2%	34.9%	31.3%	84.8%
Working full time	796	761	405	158	501	316	185	764
%V	37.0%	37.5%	41.7%	44.0%	35.2%	42.1%	27.5%	41.9%
%H		95.6%	50.9%	19.8%	62.9%	39.7%	23.2%	96.0%
Working part time	326	320	182	51	221	133	88	305
%V	15.2%	15.8%	18.7%	14.2%	15.5%	17.7%	13.1%	16.7%
%H		98.2%	55.8%	15.6%	67.8%	40.8%	27.0%	93.6%
Not working	1029	947	385	150	701	301	400	754
%V	47.8%	46.7%	39.6%	41.8%	49.2%	40.1%	59.4%	41.4%
%H		92.0%	37.4%	14.6%	68.1%	29.3%	38.9%	73.3%
Housewife/Houseperson	1775	1685	789	299	1190	610	580	1464
%V	82.5%	83.1%	81.2%	83.3%	83.6%	81.3%	86.2%	80.3%
%H		94.9%	44.5%	16.8%	67.0%	34.4%	32.7%	82.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Wales and West

Household level data

Table 17.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%V (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
AB	583	557	249	70	408	176	232	542
%V	25.0%	25.4%	23.2%	28.9%	26.6%	25.9%	27.1%	29.0%
%H (All HH)		95.5%	42.7%	12.0%	70.0%	30.2%	39.8%	93.0%
%H (TV HH)			44.7%	12.6%	73.2%	31.6%	41.7%	
C1	614	563	274	64	388	175	213	531
%V	26.4%	25.7%	25.6%	26.4%	25.3%	25.7%	24.9%	28.4%
%H (All HH)		91.7%	44.6%	10.4%	63.2%	28.5%	34.7%	86.5%
%H (TV HH)			48.7%	11.4%	68.9%	31.1%	37.8%	
C2	508	487	269	48	338	169	169	421
%V	21.8%	22.2%	25.1%	19.8%	22.0%	24.9%	19.8%	22.5%
%H (All HH)		95.9%	53.0%	9.4%	66.5%	33.3%	33.3%	82.9%
%H (TV HH)			55.2%	9.9%	69.4%	34.7%	34.7%	
D	372	357	173	42	246	108	138	251
%V	16.0%	16.3%	16.2%	17.4%	16.0%	15.9%	16.1%	13.4%
%H (All HH)		96.0%	46.5%	11.3%	66.1%	29.0%	37.1%	67.5%
%H (TV HH)			48.5%	11.8%	68.9%	30.3%	38.7%	
E	251	230	105	18	156	53	103	123
%V	10.8%	10.5%	9.8%	7.4%	10.2%	7.8%	12.0%	6.6%
%H (All HH)		91.6%	41.8%	7.2%	62.2%	21.1%	41.0%	49.0%
%H (TV HH)			45.7%	7.8%	67.8%	23.0%	44.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Under 25	119	96	43	8	59	23	36	109
%V	5.1%	4.4%	4.0%	3.3%	3.8%	3.4%	4.2%	5.8%
%H (All HH)		80.7%	36.1%	6.7%	49.6%	19.3%	30.3%	91.6%
%H (TV HH)			44.8%	8.3%	61.5%	24.0%	37.5%	
25 - 34	328	303	169	35	172	84	88	308
%V	14.1%	13.8%	15.8%	14.5%	11.2%	12.4%	10.3%	16.5%
%H (All HH)		92.4%	51.5%	10.7%	52.4%	25.6%	26.8%	93.9%
%H (TV HH)			55.8%	11.6%	56.8%	27.7%	29.0%	
35 - 44	349	331	186	43	209	113	95	332
%V	15.0%	15.1%	17.4%	17.8%	13.6%	16.6%	11.1%	17.8%
%H (All HH)		94.8%	53.3%	12.3%	59.9%	32.4%	27.2%	95.1%
%H (TV HH)			56.2%	13.0%	63.1%	34.1%	28.7%	
45 - 54	443	429	232	62	293	158	135	407
%V	19.0%	19.6%	21.7%	25.6%	19.1%	23.2%	15.8%	21.8%
%H (All HH)		96.8%	52.4%	14.0%	66.1%	35.7%	30.5%	91.9%
%H (TV HH)			54.1%	14.5%	68.3%	36.8%	31.5%	
55 - 64	399	379	193	46	276	134	142	329
%V	17.1%	17.3%	18.0%	19.0%	18.0%	19.7%	16.6%	17.6%
%H (All HH)		95.0%	48.4%	11.5%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			50.9%	12.1%	72.8%	35.4%	37.5%	
65 +	690	655	248	48	527	168	359	384
%V	29.6%	29.9%	23.2%	19.8%	34.3%	24.7%	42.0%	20.6%
%H (All HH)		94.9%	35.9%	7.0%	76.4%	24.3%	52.0%	55.7%
%H (TV HH)			37.9%	7.3%	80.5%	25.6%	54.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
1	725	652	235	54	489	135	354	412
%V	31.1%	29.7%	21.9%	22.3%	31.9%	19.9%	41.4%	22.1%
%H (All HH)		89.9%	32.4%	7.4%	67.4%	18.6%	48.8%	56.8%
%H (TV HH)			36.0%	8.3%	75.0%	20.7%	54.3%	
2	831	798	401	84	570	266	304	710
%V	35.7%	36.4%	37.4%	34.7%	37.1%	39.1%	35.6%	38.0%
%H (All HH)		96.0%	48.3%	10.1%	68.6%	32.0%	36.6%	85.4%
%H (TV HH)			50.3%	10.5%	71.4%	33.3%	38.1%	
3	346	333	197	46	213	124	89	331
%V	14.9%	15.2%	18.4%	19.0%	13.9%	18.2%	10.4%	17.7%
%H (All HH)		96.2%	56.9%	13.3%	61.6%	35.8%	25.7%	95.7%
%H (TV HH)			59.2%	13.8%	64.0%	37.2%	26.7%	
4	287	278	158	41	179	105	75	280
%V	12.3%	12.7%	14.8%	16.9%	11.7%	15.4%	8.8%	15.0%
%H (All HH)		96.9%	55.1%	14.3%	62.4%	36.6%	26.1%	97.6%
%H (TV HH)			56.8%	14.7%	64.4%	37.8%	27.0%	
5+	139	132	79	16	84	50	33	135
%V	6.0%	6.0%	7.4%	6.6%	5.5%	7.4%	3.9%	7.2%
%H (All HH)		95.0%	56.8%	11.5%	60.4%	36.0%	23.7%	97.1%
%H (TV HH)			59.8%	12.1%	63.6%	37.9%	25.0%	
Average HH size	2.29	2.32	2.51	2.58	2.24	2.55	2.00	2.51

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Without	1770	1650	755	173	1198	494	705	1334
%V	76.0%	75.2%	70.5%	71.5%	78.0%	72.6%	82.5%	71.4%
%H (All HH)		93.2%	42.7%	9.8%	67.7%	27.9%	39.8%	75.4%
%H (TV HH)			45.8%	10.5%	72.6%	29.9%	42.7%	
With	558	543	316	69	337	186	151	533
%V	24.0%	24.8%	29.5%	28.5%	22.0%	27.4%	17.7%	28.5%
%H (All HH)		97.3%	56.6%	12.4%	60.4%	33.3%	27.1%	95.5%
%H (TV HH)			58.2%	12.7%	62.1%	34.3%	27.8%	
0 - 3	196	189	109	21	110	55	55	184
%V	8.4%	8.6%	10.2%	8.7%	7.2%	8.1%	6.4%	9.9%
%H (All HH)		96.4%	55.6%	10.7%	56.1%	28.1%	28.1%	93.9%
%H (TV HH)			57.7%	11.1%	58.2%	29.1%	29.1%	
4 - 9	285	279	167	34	170	98	72	271
%V	12.2%	12.7%	15.6%	14.0%	11.1%	14.4%	8.4%	14.5%
%H (All HH)		97.9%	58.6%	11.9%	59.6%	34.4%	25.3%	95.1%
%H (TV HH)			59.9%	12.2%	60.9%	35.1%	25.8%	
10 - 15	257	251	146	35	164	96	69	249
%V	11.0%	11.4%	13.6%	14.5%	10.7%	14.1%	8.1%	13.3%
%H (All HH)		97.7%	56.8%	13.6%	63.8%	37.4%	26.8%	96.9%
%H (TV HH)			58.2%	13.9%	65.3%	38.2%	27.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
1	861	861	318	93	534	109	425	604
%V	37.0%	39.3%	29.7%	38.4%	34.8%	16.0%	49.7%	32.3%
%H (All HH)		100.0%	36.9%	10.8%	62.0%	12.7%	49.4%	70.2%
%H (TV HH)			36.9%	10.8%	62.0%	12.7%	49.4%	
2	757	757	399	75	551	269	283	625
%V	32.5%	34.5%	37.3%	31.0%	35.9%	39.6%	33.1%	33.5%
%H (All HH)		100.0%	52.7%	9.9%	72.8%	35.5%	37.4%	82.6%
%H (TV HH)			52.7%	9.9%	72.8%	35.5%	37.4%	
3	350	350	210	40	270	170	100	326
%V	15.0%	16.0%	19.6%	16.5%	17.6%	25.0%	11.7%	17.5%
%H (All HH)		100.0%	60.0%	11.4%	77.1%	48.6%	28.6%	93.1%
%H (TV HH)			60.0%	11.4%	77.1%	48.6%	28.6%	
4	150	150	92	24	116	82	34	145
%V	6.4%	6.8%	8.6%	9.9%	7.6%	12.1%	4.0%	7.8%
%H (All HH)		100.0%	61.3%	16.0%	77.3%	54.7%	22.7%	96.7%
%H (TV HH)			61.3%	16.0%	77.3%	54.7%	22.7%	
5+	75	75	52	10	64	50	14	73
%V	3.2%	3.4%	4.9%	4.1%	4.2%	7.4%	1.6%	3.9%
%H (All HH)		100.0%	69.3%	13.3%	85.3%	66.7%	18.7%	97.3%
%H (TV HH)			69.3%	13.3%	85.3%	66.7%	18.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%V (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Under 20"	449	449	232	36	368	190	178	375
%V	19.3%	20.5%	21.7%	14.9%	24.0%	27.9%	20.8%	20.1%
%H (All HH)		100.0%	51.7%	8.0%	82.0%	42.3%	39.6%	83.5%
%H (TV HH)			51.7%	8.0%	82.0%	42.3%	39.6%	
20" - 29"	860	860	392	96	668	304	364	698
%V	36.9%	39.2%	36.6%	39.7%	43.5%	44.7%	42.6%	37.4%
%H (All HH)		100.0%	45.6%	11.2%	77.7%	35.3%	42.3%	81.2%
%H (TV HH)			45.6%	11.2%	77.7%	35.3%	42.3%	
30" - 39"	1193	1193	603	132	860	408	452	972
%V	51.2%	54.4%	56.3%	54.5%	56.0%	60.0%	52.9%	52.0%
%H (All HH)		100.0%	50.5%	11.1%	72.1%	34.2%	37.9%	81.5%
%H (TV HH)			50.5%	11.1%	72.1%	34.2%	37.9%	
40" and over	1046	1046	641	129	683	410	272	942
%V	44.9%	47.7%	59.9%	53.3%	44.5%	60.3%	31.8%	50.4%
%H (All HH)		100.0%	61.3%	12.3%	65.3%	39.2%	26.0%	90.1%
%H (TV HH)			61.3%	12.3%	65.3%	39.2%	26.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Main living room	2166	2166	1065	241	1518	677	841	1753
%V	93.0%	98.8%	99.4%	99.6%	98.9%	99.6%	98.4%	93.8%
%H (All HH)		100.0%	49.2%	11.1%	70.1%	31.3%	38.8%	80.9%
%H (TV HH)			49.2%	11.1%	70.1%	31.3%	38.8%	
Kitchen	297	297	159	28	257	145	111	261
%V	12.8%	13.5%	14.8%	11.6%	16.7%	21.3%	13.0%	14.0%
%H (All HH)		100.0%	53.5%	9.4%	86.5%	48.8%	37.4%	87.9%
%H (TV HH)			53.5%	9.4%	86.5%	48.8%	37.4%	
Adult's bedroom	957	957	549	112	728	431	297	848
%V	41.1%	43.6%	51.3%	46.3%	47.4%	63.4%	34.7%	45.4%
%H (All HH)		100.0%	57.4%	11.7%	76.1%	45.0%	31.0%	88.6%
%H (TV HH)			57.4%	11.7%	76.1%	45.0%	31.0%	
Child's bedroom	230	230	156	29	151	108	44	222
%V	9.9%	10.5%	14.6%	12.0%	9.8%	15.9%	5.1%	11.9%
%H (All HH)		100.0%	67.8%	12.6%	65.7%	47.0%	19.1%	96.5%
%H (TV HH)			67.8%	12.6%	65.7%	47.0%	19.1%	
Other bedroom	101	101	67	9	78	52	26	93
%V	4.3%	4.6%	6.3%	3.7%	5.1%	7.6%	3.0%	5.0%
%H (All HH)		100.0%	66.3%	8.9%	77.2%	51.5%	25.7%	92.1%
%H (TV HH)			66.3%	8.9%	77.2%	51.5%	25.7%	
Second living/dining room	247	247	136	32	193	113	80	219
%V	10.6%	11.3%	12.7%	13.2%	12.6%	16.6%	9.4%	11.7%
%H (All HH)		100.0%	55.1%	13.0%	78.1%	45.7%	32.4%	88.7%
%H (TV HH)			55.1%	13.0%	78.1%	45.7%	32.4%	
Study/office	29	29	15	3	22	12	10	27
%V	1.2%	1.3%	1.4%	1.2%	1.4%	1.8%	1.2%	1.4%
%H (All HH)		100.0%	51.7%	10.3%	75.9%	41.4%	34.5%	93.1%
%H (TV HH)			51.7%	10.3%	75.9%	41.4%	34.5%	
TV room	15	15	9	1	12	8	4	15
%V	0.6%	0.7%	0.8%	0.4%	0.8%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	60.0%	6.7%	80.0%	53.3%	26.7%	100.0%
%H (TV HH)			60.0%	6.7%	80.0%	53.3%	26.7%	
Conservatory	49	49	28	2	39	20	19	43
%V	2.1%	2.2%	2.6%	0.8%	2.5%	2.9%	2.2%	2.3%
%H (All HH)		100.0%	57.1%	4.1%	79.6%	40.8%	38.8%	87.8%
%H (TV HH)			57.1%	4.1%	79.6%	40.8%	38.8%	
Attic or loft room	8	8	4	2	6	4	2	8
%V	0.3%	0.4%	0.4%	0.8%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	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	11	11	7	2	10	7	3	10
%V	0.5%	0.5%	0.7%	0.8%	0.7%	1.0%	0.4%	0.5%
%H (All HH)		100.0%	63.6%	18.2%	90.9%	63.6%	27.3%	90.9%
%H (TV HH)			63.6%	18.2%	90.9%	63.6%	27.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Any DSAT provider	1071	1071	1071	13	566	566	0	932
%V	46.0%	48.8%	100.0%	5.4%	36.9%	83.2%	0.0%	49.9%
%H (All HH)			100.0%	1.2%	52.8%	52.8%	0.0%	87.0%
%H (TV HH)			100.0%	1.2%	52.8%	52.8%	0.0%	
Sky with subscription	866	866	866	8	452	452	0	775
%V	37.2%	39.5%	80.9%	3.3%	29.4%	66.5%	0.0%	41.5%
%H (All HH)			100.0%	0.9%	52.2%	52.2%	0.0%	89.5%
%H (TV HH)			100.0%	0.9%	52.2%	52.2%	0.0%	
Sky without subscription	87	87	87	1	43	43	0	62
%V	3.7%	4.0%	8.1%	0.4%	2.8%	6.3%	0.0%	3.3%
%H (All HH)			100.0%	1.1%	49.4%	49.4%	0.0%	71.3%
%H (TV HH)			100.0%	1.1%	49.4%	49.4%	0.0%	
Freesat	130	130	130	4	73	73	0	109
%V	5.6%	5.9%	12.1%	1.7%	4.8%	10.7%	0.0%	5.8%
%H (All HH)			100.0%	3.1%	56.2%	56.2%	0.0%	83.8%
%H (TV HH)			100.0%	3.1%	56.2%	56.2%	0.0%	
Other satellite provider	19	19	19	0	12	12	0	16
%V	0.8%	0.9%	1.8%	0.0%	0.8%	1.8%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	63.2%	63.2%	0.0%	84.2%
%H (TV HH)			100.0%	0.0%	63.2%	63.2%	0.0%	
DCAB	242	242	13	242	123	123	0	215
%V	10.4%	11.0%	1.2%	100.0%	8.0%	18.1%	0.0%	11.5%
%H (All HH)			5.4%	100.0%	50.8%	50.8%	0.0%	88.8%
%H (TV HH)			5.4%	100.0%	50.8%	50.8%	0.0%	
DTT	1535	1535	566	123	1535	680	855	1211
%V	65.9%	70.0%	52.8%	50.8%	100.0%	100.0%	100.0%	64.8%
%H (All HH)		100.0%	36.9%	8.0%	100.0%	44.3%	55.7%	78.9%
%H (TV HH)			36.9%	8.0%	100.0%	44.3%	55.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
PVR	1403	1403	891	210	896	584	312	1248
%V	60.3%	64.0%	83.2%	86.8%	58.4%	85.9%	36.5%	66.8%
%H (All HH)		100.0%	63.5%	15.0%	63.9%	41.6%	22.2%	89.0%
%H (TV HH)			63.5%	15.0%	63.9%	41.6%	22.2%	
DVDR	61	61	28	7	49	24	26	51
%V	2.6%	2.8%	2.6%	2.9%	3.2%	3.5%	3.0%	2.7%
%H (All HH)		100.0%	45.9%	11.5%	80.3%	39.3%	42.6%	83.6%
%H (TV HH)			45.9%	11.5%	80.3%	39.3%	42.6%	
VCR	28	28	9	4	23	9	15	17
%V	1.2%	1.3%	0.8%	1.7%	1.5%	1.3%	1.8%	0.9%
%H (All HH)		100.0%	32.1%	14.3%	82.1%	32.1%	53.6%	60.7%
%H (TV HH)			32.1%	14.3%	82.1%	32.1%	53.6%	
Any recorder	1439	1439	901	213	928	591	337	1271
%V	61.8%	65.6%	84.1%	88.0%	60.5%	86.9%	39.4%	68.0%
%H (All HH)		100.0%	62.6%	14.8%	64.5%	41.1%	23.4%	88.3%
%H (TV HH)			62.6%	14.8%	64.5%	41.1%	23.4%	
Receives HDTV (via STB or built-in reception)	1186	1186	686	178	805	475	331	1071
%V	50.9%	54.1%	64.1%	73.6%	52.4%	69.9%	38.7%	57.3%
%H (All HH)		100.0%	57.8%	15.0%	67.9%	40.1%	27.9%	90.3%
%H (TV HH)			57.8%	15.0%	67.9%	40.1%	27.9%	
DVD/Blu-ray player or recorder	1721	1721	886	203	1232	599	634	1452
%V	73.9%	78.5%	82.7%	83.9%	80.3%	88.1%	74.2%	77.7%
%H (All HH)		100.0%	51.5%	11.8%	71.6%	34.8%	36.8%	84.4%
%H (TV HH)			51.5%	11.8%	71.6%	34.8%	36.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Household level data

Table 17.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2328	2193	1071	242	1535	680	855	1868
%H (All HH)		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%
%H (TV HH)			48.8%	11.0%	70.0%	31.0%	39.0%	
Has broadband internet	1868	1773	932	215	1211	607	603	1868
%V	80.2%	80.8%	87.0%	88.8%	78.9%	89.3%	70.5%	100.0%
%H (All HH)		94.9%	49.9%	11.5%	64.8%	32.5%	32.3%	100.0%
%H (TV HH)			52.6%	12.1%	68.3%	34.2%	34.0%	
Number of computers (PCs and laptops)								
0	473	436	151	29	335	80	255	57
%V	20.3%	19.9%	14.1%	12.0%	21.8%	11.8%	29.8%	3.1%
%H (All HH)		92.2%	31.9%	6.1%	70.8%	16.9%	53.9%	12.1%
%H (TV HH)			34.6%	6.7%	76.8%	18.3%	58.5%	
1	632	583	281	60	402	167	234	600
%V	27.1%	26.6%	26.2%	24.8%	26.2%	24.6%	27.4%	32.1%
%H (All HH)		92.2%	44.5%	9.5%	63.6%	26.4%	37.0%	94.9%
%H (TV HH)			48.2%	10.3%	69.0%	28.6%	40.1%	
2	528	504	268	60	341	172	169	520
%V	22.7%	23.0%	25.0%	24.8%	22.2%	25.3%	19.8%	27.8%
%H (All HH)		95.5%	50.8%	11.4%	64.6%	32.6%	32.0%	98.5%
%H (TV HH)			53.2%	11.9%	67.7%	34.1%	33.5%	
3	314	304	168	38	208	110	99	312
%V	13.5%	13.9%	15.7%	15.7%	13.6%	16.2%	11.6%	16.7%
%H (All HH)		96.8%	53.5%	12.1%	66.2%	35.0%	31.5%	99.4%
%H (TV HH)			55.3%	12.5%	68.4%	36.2%	32.6%	
4	169	164	95	24	108	65	43	168
%V	7.3%	7.5%	8.9%	9.9%	7.0%	9.6%	5.0%	9.0%
%H (All HH)		97.0%	56.2%	14.2%	63.9%	38.5%	25.4%	99.4%
%H (TV HH)			57.9%	14.6%	65.9%	39.6%	26.2%	
5+	212	201	110	32	141	86	56	211
%V	9.1%	9.2%	10.3%	13.2%	9.2%	12.6%	6.5%	11.3%
%H (All HH)		94.8%	51.9%	15.1%	66.5%	40.6%	26.4%	99.5%
%H (TV HH)			54.7%	15.9%	70.1%	42.8%	27.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4433	2397	513	3260	1757	1503	3804
%H		54.1%	11.6%	73.5%	39.6%	33.9%	85.8%
Under 20"	569	302	48	468	252	216	484
%V	12.8%	12.6%	9.4%	14.4%	14.3%	14.4%	12.7%
%H		53.1%	8.4%	82.2%	44.3%	38.0%	85.1%
20" - 29"	1106	518	136	868	423	445	917
%V	24.9%	21.6%	26.5%	26.6%	24.1%	29.6%	24.1%
%H		46.8%	12.3%	78.5%	38.2%	40.2%	82.9%
30" - 39"	1465	766	170	1074	551	522	1225
%V	33.0%	32.0%	33.1%	32.9%	31.4%	34.7%	32.2%
%H		52.3%	11.6%	73.3%	37.6%	35.6%	83.6%
40" and over	1258	793	156	826	518	308	1148
%V	28.4%	33.1%	30.4%	25.3%	29.5%	20.5%	30.2%
%H		63.0%	12.4%	65.7%	41.2%	24.5%	91.3%
Don't know	35	19	3	24	12	12	30
%V	0.8%	0.8%	0.6%	0.7%	0.7%	0.8%	0.8%
%H		54.3%	8.6%	68.6%	34.3%	34.3%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4433	2397	513	3260	1757	1503	3804
%H		54.1%	11.6%	73.5%	39.6%	33.9%	85.8%
Main living room	2180	1074	241	1525	681	844	1763
%V	49.2%	44.8%	47.0%	46.8%	38.8%	56.2%	46.3%
%H		49.3%	11.1%	70.0%	31.2%	38.7%	80.9%
Kitchen	299	161	28	259	147	112	261
%V	6.7%	6.7%	5.5%	7.9%	8.4%	7.5%	6.9%
%H		53.8%	9.4%	86.6%	49.2%	37.5%	87.3%
Adult's bedroom	1144	662	146	886	548	338	1029
%V	25.8%	27.6%	28.5%	27.2%	31.2%	22.5%	27.1%
%H		57.9%	12.8%	77.4%	47.9%	29.5%	89.9%
Child's bedroom	321	216	45	211	153	58	310
%V	7.2%	9.0%	8.8%	6.5%	8.7%	3.9%	8.1%
%H		67.3%	14.0%	65.7%	47.7%	18.1%	96.6%
Other bedroom	122	80	11	91	62	29	112
%V	2.8%	3.3%	2.1%	2.8%	3.5%	1.9%	2.9%
%H		65.6%	9.0%	74.6%	50.8%	23.8%	91.8%
Second living/dining room	251	139	32	196	114	82	222
%V	5.7%	5.8%	6.2%	6.0%	6.5%	5.5%	5.8%
%H		55.4%	12.7%	78.1%	45.4%	32.7%	88.4%
Study/office	30	16	3	23	13	10	28
%V	0.7%	0.7%	0.6%	0.7%	0.7%	0.7%	0.7%
%H		53.3%	10.0%	76.7%	43.3%	33.3%	93.3%
TV room	16	9	1	13	8	5	15
%V	0.4%	0.4%	0.2%	0.4%	0.5%	0.3%	0.4%
%H		56.3%	6.3%	81.3%	50.0%	31.3%	93.8%
Conservatory	50	29	2	39	20	19	44
%V	1.1%	1.2%	0.4%	1.2%	1.1%	1.3%	1.2%
%H		58.0%	4.0%	78.0%	40.0%	38.0%	88.0%
Attic or loft room	8	4	2	6	4	2	8
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	12	7	2	10	8	3	10
%V	0.3%	0.3%	0.4%	0.3%	0.5%	0.2%	0.3%
%H		58.3%	16.7%	83.3%	66.7%	25.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4433	2397	513	3260	1757	1503	3804
%H		54.1%	11.6%	73.5%	39.6%	33.9%	85.8%
PVR	1816	1197	279	1127	770	357	1637
%V	41.0%	49.9%	54.4%	34.6%	43.8%	23.8%	43.0%
%H		65.9%	15.4%	62.1%	42.4%	19.7%	90.1%
DVDR	64	30	8	52	25	27	54
%V	1.4%	1.3%	1.6%	1.6%	1.4%	1.8%	1.4%
%H		46.9%	12.5%	81.3%	39.1%	42.2%	84.4%
VCR	29	10	4	25	9	15	18
%V	0.7%	0.4%	0.8%	0.8%	0.5%	1.0%	0.5%
%H		34.5%	13.8%	86.2%	31.0%	51.7%	62.1%
Any recorder	1865	1215	282	1170	784	385	1671
%V	42.1%	50.7%	55.0%	35.9%	44.6%	25.6%	43.9%
%H		65.1%	15.1%	62.7%	42.0%	20.6%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: 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	4433	2397	513	3260	1757	1503	3804
%H		54.1%	11.6%	73.5%	39.6%	33.9%	85.8%
Receives HDTV (via STB or built-in reception)	1622	948	253	1112	678	434	1484
%V	36.6%	39.5%	49.3%	34.1%	38.6%	28.9%	39.0%
%H		58.4%	15.6%	68.6%	41.8%	26.8%	91.5%
DVD/Blu-ray player or recorder	2485	1333	303	1858	1001	857	2167
%V	56.1%	55.6%	59.1%	57.0%	57.0%	57.0%	57.0%
%H		53.6%	12.2%	74.8%	40.3%	34.5%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2188	1071	242	1534	680	854	1768
%H		48.9%	11.1%	70.1%	31.1%	39.0%	80.8%
Under 20"	43	8	2	35	5	29	27
%V	2.0%	0.7%	0.8%	2.3%	0.7%	3.4%	1.5%
%H		18.6%	4.7%	81.4%	11.6%	67.4%	62.8%
20" - 29"	293	76	24	234	45	189	192
%V	13.4%	7.1%	9.9%	15.3%	6.6%	22.1%	10.9%
%H		25.9%	8.2%	79.9%	15.4%	64.5%	65.5%
30" - 39"	837	367	91	607	235	372	638
%V	38.3%	34.3%	37.6%	39.6%	34.6%	43.6%	36.1%
%H		43.8%	10.9%	72.5%	28.1%	44.4%	76.2%
40" and over	1000	615	124	649	391	258	899
%V	45.7%	57.4%	51.2%	42.3%	57.5%	30.2%	50.8%
%H		61.5%	12.4%	64.9%	39.1%	25.8%	89.9%
Don't know	14	6	1	10	3	6	11
%V	0.6%	0.6%	0.4%	0.7%	0.4%	0.7%	0.6%
%H		42.9%	7.1%	71.4%	21.4%	42.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2188	1071	242	1534	680	854	1768
%H		48.9%	11.1%	70.1%	31.1%	39.0%	80.8%
PVR	1368	874	207	865	569	297	1216
%V	62.5%	81.6%	85.5%	56.4%	83.7%	34.8%	68.8%
%H		63.9%	15.1%	63.2%	41.6%	21.7%	88.9%
DVDR	50	21	7	41	18	23	41
%V	2.3%	2.0%	2.9%	2.7%	2.6%	2.7%	2.3%
%H		42.0%	14.0%	82.0%	36.0%	46.0%	82.0%
VCR	23	7	3	19	6	13	13
%V	1.1%	0.7%	1.2%	1.2%	0.9%	1.5%	0.7%
%H		30.4%	13.0%	82.6%	26.1%	56.5%	56.5%
Any recorder	1403	884	209	896	575	320	1238
%V	64.1%	82.5%	86.4%	58.4%	84.6%	37.5%	70.0%
%H		63.0%	14.9%	63.9%	41.0%	22.8%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2188	1071	242	1534	680	854	1768
%H		48.9%	11.1%	70.1%	31.1%	39.0%	80.8%
Receives HDTV (via STB or built-in reception)	1153	669	175	775	457	318	1041
%V	52.7%	62.5%	72.3%	50.5%	67.2%	37.2%	58.9%
%H		58.0%	15.2%	67.2%	39.6%	27.6%	90.3%
DVD/Blu-ray player or recorder	1597	820	189	1134	544	590	1339
%V	73.0%	76.6%	78.1%	73.9%	80.0%	69.1%	75.7%
%H		51.3%	11.8%	71.0%	34.1%	36.9%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2246	1327	271	1725	1077	649	2036
%H		59.1%	12.1%	76.8%	48.0%	28.9%	90.7%
Under 20"	526	294	46	434	247	187	456
%V	23.4%	22.2%	17.0%	25.2%	22.9%	28.8%	22.4%
%H		55.9%	8.7%	82.5%	47.0%	35.6%	86.7%
20" - 29"	813	442	112	634	378	256	724
%V	36.2%	33.3%	41.3%	36.8%	35.1%	39.4%	35.6%
%H		54.4%	13.8%	78.0%	46.5%	31.5%	89.1%
30" - 39"	629	399	78	466	316	150	587
%V	28.0%	30.1%	28.8%	27.0%	29.3%	23.1%	28.8%
%H		63.4%	12.4%	74.1%	50.2%	23.8%	93.3%
40" and over	258	178	32	177	127	50	249
%V	11.5%	13.4%	11.8%	10.3%	11.8%	7.7%	12.2%
%H		69.0%	12.4%	68.6%	49.2%	19.4%	96.5%
Don't know	21	13	2	14	8	6	19
%V	0.9%	1.0%	0.7%	0.8%	0.7%	0.9%	0.9%
%H		61.9%	9.5%	66.7%	38.1%	28.6%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2246	1327	271	1725	1077	649	2036
%H		59.1%	12.1%	76.8%	48.0%	28.9%	90.7%
PVR	448	323	71	262	202	60	421
%V	19.9%	24.3%	26.2%	15.2%	18.8%	9.2%	20.7%
%H		72.1%	15.8%	58.5%	45.1%	13.4%	94.0%
DVDR	14	9	1	12	7	4	13
%V	0.6%	0.7%	0.4%	0.7%	0.6%	0.6%	0.6%
%H		64.3%	7.1%	85.7%	50.0%	28.6%	92.9%
VCR	7	3	1	5	3	2	5
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.2%
%H		42.9%	14.3%	71.4%	42.9%	28.6%	71.4%
Any recorder	463	331	73	274	209	65	434
%V	20.6%	24.9%	26.9%	15.9%	19.4%	10.0%	21.3%
%H		71.5%	15.8%	59.2%	45.1%	14.0%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2246	1327	271	1725	1077	649	2036
%H		59.1%	12.1%	76.8%	48.0%	28.9%	90.7%
Receives HDTV (via STB or built-in reception)	469	280	78	337	221	116	443
%V	20.9%	21.1%	28.8%	19.5%	20.5%	17.9%	21.8%
%H		59.7%	16.6%	71.9%	47.1%	24.7%	94.5%
DVD/Blu-ray player or recorder	888	513	113	724	457	267	828
%V	39.5%	38.7%	41.7%	42.0%	42.4%	41.1%	40.7%
%H		57.8%	12.7%	81.5%	51.5%	30.1%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5337	5083	2684	624	3446	1734	1712	4682
%H		95.2%	50.3%	11.7%	64.6%	32.5%	32.1%	87.7%
Total Children	956	933	542	122	576	321	255	913
%V	17.9%	18.4%	20.2%	19.6%	16.7%	18.5%	14.9%	19.5%
%H		97.6%	56.7%	12.8%	60.3%	33.6%	26.7%	95.5%
0 - 3	234	225	129	26	128	63	65	217
%V	4.4%	4.4%	4.8%	4.2%	3.7%	3.6%	3.8%	4.6%
%H		96.2%	55.1%	11.1%	54.7%	26.9%	27.8%	92.7%
4 - 15	722	708	413	96	448	258	190	695
%V	13.5%	13.9%	15.4%	15.4%	13.0%	14.9%	11.1%	14.8%
%H		98.1%	57.2%	13.3%	62.0%	35.7%	26.3%	96.3%
4 - 9	377	369	220	45	225	129	96	360
%V	7.1%	7.3%	8.2%	7.2%	6.5%	7.4%	5.6%	7.7%
%H		97.9%	58.4%	11.9%	59.7%	34.2%	25.5%	95.5%
10 - 15	345	339	193	51	223	129	94	336
%V	6.5%	6.7%	7.2%	8.2%	6.5%	7.4%	5.5%	7.2%
%H		98.3%	55.9%	14.8%	64.6%	37.4%	27.2%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5337	5083	2684	624	3446	1734	1712	4682
%H		95.2%	50.3%	11.7%	64.6%	32.5%	32.1%	87.7%
Total Adults (16+)	4381	4150	2142	503	2870	1413	1457	3769
%V	82.1%	81.6%	79.8%	80.6%	83.3%	81.5%	85.1%	80.5%
%H		94.7%	48.9%	11.5%	65.5%	32.3%	33.3%	86.0%
16 - 19	250	231	133	30	156	94	63	244
%V	4.7%	4.5%	5.0%	4.8%	4.5%	5.4%	3.7%	5.2%
%H		92.4%	53.2%	12.0%	62.4%	37.6%	25.2%	97.6%
20 - 24	367	318	150	50	204	103	101	349
%V	6.9%	6.3%	5.6%	8.0%	5.9%	5.9%	5.9%	7.5%
%H		86.6%	40.9%	13.6%	55.6%	28.1%	27.5%	95.1%
25 - 34	656	613	340	80	366	194	172	621
%V	12.3%	12.1%	12.7%	12.8%	10.6%	11.2%	10.0%	13.3%
%H		93.4%	51.8%	12.2%	55.8%	29.6%	26.2%	94.7%
35 - 44	635	608	354	76	377	210	166	607
%V	11.9%	12.0%	13.2%	12.2%	10.9%	12.1%	9.7%	13.0%
%H		95.7%	55.7%	12.0%	59.4%	33.1%	26.1%	95.6%
45 - 54	777	753	416	112	512	285	227	731
%V	14.6%	14.8%	15.5%	17.9%	14.9%	16.4%	13.3%	15.6%
%H		96.9%	53.5%	14.4%	65.9%	36.7%	29.2%	94.1%
55 - 64	654	630	336	75	457	234	222	563
%V	12.3%	12.4%	12.5%	12.0%	13.3%	13.5%	13.0%	12.0%
%H		96.3%	51.4%	11.5%	69.9%	35.8%	33.9%	86.1%
65+	1041	997	413	80	798	292	506	653
%V	19.5%	19.6%	15.4%	12.8%	23.2%	16.8%	29.6%	13.9%
%H		95.8%	39.7%	7.7%	76.7%	28.0%	48.6%	62.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4150	2142	503	2870	1413	1457	3769
%H		94.7%	48.9%	11.5%	65.5%	32.3%	33.3%	86.0%
AB	1147	1101	518	150	798	371	427	1090
%V	26.2%	26.5%	24.2%	29.8%	27.8%	26.3%	29.3%	28.9%
%H		96.0%	45.2%	13.1%	69.6%	32.3%	37.2%	95.0%
C1	1176	1079	550	136	732	363	370	1070
%V	26.8%	26.0%	25.7%	27.0%	25.5%	25.7%	25.4%	28.4%
%H		91.8%	46.8%	11.6%	62.2%	30.9%	31.5%	91.0%
C2	1030	992	570	107	691	374	317	902
%V	23.5%	23.9%	26.6%	21.3%	24.1%	26.5%	21.8%	23.9%
%H		96.3%	55.3%	10.4%	67.1%	36.3%	30.8%	87.6%
D	675	652	344	80	433	221	212	513
%V	15.4%	15.7%	16.1%	15.9%	15.1%	15.6%	14.6%	13.6%
%H		96.6%	51.0%	11.9%	64.1%	32.7%	31.4%	76.0%
E	352	326	160	30	216	84	132	194
%V	8.0%	7.9%	7.5%	6.0%	7.5%	5.9%	9.1%	5.1%
%H		92.6%	45.5%	8.5%	61.4%	23.9%	37.5%	55.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4150	2142	503	2870	1413	1457	3769
%H		94.7%	48.9%	11.5%	65.5%	32.3%	33.3%	86.0%
Working full time	2009	1927	1083	255	1259	700	560	1917
%V	45.9%	46.4%	50.6%	50.7%	43.9%	49.5%	38.4%	50.9%
%H		95.9%	53.9%	12.7%	62.7%	34.8%	27.9%	95.4%
Working part time	426	413	208	67	279	142	137	402
%V	9.7%	10.0%	9.7%	13.3%	9.7%	10.0%	9.4%	10.7%
%H		96.9%	48.8%	15.7%	65.5%	33.3%	32.2%	94.4%
Not working	1945	1810	851	181	1332	571	760	1450
%V	44.4%	43.6%	39.7%	36.0%	46.4%	40.4%	52.2%	38.5%
%H		93.1%	43.8%	9.3%	68.5%	29.4%	39.1%	74.6%
Housewife/Houseperson	2328	2193	1071	242	1535	680	855	1868
%V	53.1%	52.8%	50.0%	48.1%	53.5%	48.1%	58.7%	49.6%
%H		94.2%	46.0%	10.4%	65.9%	29.2%	36.7%	80.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2148	2019	1070	237	1378	700	678	1871
%H		94.0%	49.8%	11.0%	64.2%	32.6%	31.6%	87.1%
16 - 19	133	122	68	17	83	49	33	130
%V	6.2%	6.0%	6.4%	7.2%	6.0%	7.0%	4.9%	6.9%
%H		91.7%	51.1%	12.8%	62.4%	36.8%	24.8%	97.7%
20 - 24	187	157	81	19	94	49	45	179
%V	8.7%	7.8%	7.6%	8.0%	6.8%	7.0%	6.6%	9.6%
%H		84.0%	43.3%	10.2%	50.3%	26.2%	24.1%	95.7%
25 - 34	330	306	168	38	187	100	87	312
%V	15.4%	15.2%	15.7%	16.0%	13.6%	14.3%	12.8%	16.7%
%H		92.7%	50.9%	11.5%	56.7%	30.3%	26.4%	94.5%
35 - 44	319	302	174	40	181	99	82	300
%V	14.9%	15.0%	16.3%	16.9%	13.1%	14.1%	12.1%	16.0%
%H		94.7%	54.5%	12.5%	56.7%	31.0%	25.7%	94.0%
45 - 54	385	372	210	51	248	139	110	360
%V	17.9%	18.4%	19.6%	21.5%	18.0%	19.9%	16.2%	19.2%
%H		96.6%	54.5%	13.2%	64.4%	36.1%	28.6%	93.5%
55 - 64	321	309	162	35	226	115	111	272
%V	14.9%	15.3%	15.1%	14.8%	16.4%	16.4%	16.4%	14.5%
%H		96.3%	50.5%	10.9%	70.4%	35.8%	34.6%	84.7%
65+	473	452	207	36	359	149	210	316
%V	22.0%	22.4%	19.3%	15.2%	26.1%	21.3%	31.0%	16.9%
%H		95.6%	43.8%	7.6%	75.9%	31.5%	44.4%	66.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2148	2019	1070	237	1378	700	678	1871
%H		94.0%	49.8%	11.0%	64.2%	32.6%	31.6%	87.1%
AB	577	554	272	71	397	191	206	550
%V	26.9%	27.4%	25.4%	30.0%	28.8%	27.3%	30.4%	29.4%
%H		96.0%	47.1%	12.3%	68.8%	33.1%	35.7%	95.3%
C1	557	504	263	64	331	172	159	520
%V	25.9%	25.0%	24.6%	27.0%	24.0%	24.6%	23.5%	27.8%
%H		90.5%	47.2%	11.5%	59.4%	30.9%	28.5%	93.4%
C2	547	523	302	56	363	196	167	472
%V	25.5%	25.9%	28.2%	23.6%	26.3%	28.0%	24.6%	25.2%
%H		95.6%	55.2%	10.2%	66.4%	35.8%	30.5%	86.3%
D	320	308	167	34	201	104	97	247
%V	14.9%	15.3%	15.6%	14.3%	14.6%	14.9%	14.3%	13.2%
%H		96.3%	52.2%	10.6%	62.8%	32.5%	30.3%	77.2%
E	146	131	65	13	86	36	50	82
%V	6.8%	6.5%	6.1%	5.5%	6.2%	5.1%	7.4%	4.4%
%H		89.7%	44.5%	8.9%	58.9%	24.7%	34.2%	56.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2148	2019	1070	237	1378	700	678	1871
%H		94.0%	49.8%	11.0%	64.2%	32.6%	31.6%	87.1%
Working full time	1232	1179	665	149	761	417	344	1171
%V	57.4%	58.4%	62.1%	62.9%	55.2%	59.6%	50.7%	62.6%
%H		95.7%	54.0%	12.1%	61.8%	33.8%	27.9%	95.0%
Working part time	82	77	37	11	52	25	27	72
%V	3.8%	3.8%	3.5%	4.6%	3.8%	3.6%	4.0%	3.8%
%H		93.9%	45.1%	13.4%	63.4%	30.5%	32.9%	87.8%
Not working	834	763	367	77	565	258	307	628
%V	38.8%	37.8%	34.3%	32.5%	41.0%	36.9%	45.3%	33.6%
%H		91.5%	44.0%	9.2%	67.7%	30.9%	36.8%	75.3%
Housewife/Houseperson	469	414	188	39	287	110	177	320
%V	21.8%	20.5%	17.6%	16.5%	20.8%	15.7%	26.1%	17.1%
%H		88.3%	40.1%	8.3%	61.2%	23.5%	37.7%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2233	2131	1072	265	1492	713	779	1898
%H		95.4%	48.0%	11.9%	66.8%	31.9%	34.9%	85.0%
16 - 19	116	109	65	13	74	44	29	114
%V	5.2%	5.1%	6.1%	4.9%	5.0%	6.2%	3.7%	6.0%
%H		94.0%	56.0%	11.2%	63.8%	37.9%	25.0%	98.3%
20 - 24	180	160	69	31	110	55	55	170
%V	8.1%	7.5%	6.4%	11.7%	7.4%	7.7%	7.1%	9.0%
%H		88.9%	38.3%	17.2%	61.1%	30.6%	30.6%	94.4%
25 - 34	327	307	173	41	179	94	85	309
%V	14.6%	14.4%	16.1%	15.5%	12.0%	13.2%	10.9%	16.3%
%H		93.9%	52.9%	12.5%	54.7%	28.7%	26.0%	94.5%
35 - 44	316	306	180	36	195	111	84	307
%V	14.2%	14.4%	16.8%	13.6%	13.1%	15.6%	10.8%	16.2%
%H		96.8%	57.0%	11.4%	61.7%	35.1%	26.6%	97.2%
45 - 54	392	382	206	60	264	147	117	371
%V	17.6%	17.9%	19.2%	22.6%	17.7%	20.6%	15.0%	19.5%
%H		97.4%	52.6%	15.3%	67.3%	37.5%	29.8%	94.6%
55 - 64	333	322	174	40	231	120	111	291
%V	14.9%	15.1%	16.2%	15.1%	15.5%	16.8%	14.2%	15.3%
%H		96.7%	52.3%	12.0%	69.4%	36.0%	33.3%	87.4%
65+	568	546	206	44	439	143	296	336
%V	25.4%	25.6%	19.2%	16.6%	29.4%	20.1%	38.0%	17.7%
%H		96.1%	36.3%	7.7%	77.3%	25.2%	52.1%	59.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2233	2131	1072	265	1492	713	779	1898
%H		95.4%	48.0%	11.9%	66.8%	31.9%	34.9%	85.0%
AB	570	548	246	79	402	181	221	540
%V	25.5%	25.7%	22.9%	29.8%	26.9%	25.4%	28.4%	28.5%
%H		96.1%	43.2%	13.9%	70.5%	31.8%	38.8%	94.7%
C1	619	576	287	71	401	191	211	550
%V	27.7%	27.0%	26.8%	26.8%	26.9%	26.8%	27.1%	29.0%
%H		93.1%	46.4%	11.5%	64.8%	30.9%	34.1%	88.9%
C2	484	469	268	51	328	178	150	430
%V	21.7%	22.0%	25.0%	19.2%	22.0%	25.0%	19.3%	22.7%
%H		96.9%	55.4%	10.5%	67.8%	36.8%	31.0%	88.8%
D	355	343	177	47	232	117	115	266
%V	15.9%	16.1%	16.5%	17.7%	15.5%	16.4%	14.8%	14.0%
%H		96.6%	49.9%	13.2%	65.4%	33.0%	32.4%	74.9%
E	205	195	95	17	129	47	82	112
%V	9.2%	9.2%	8.9%	6.4%	8.6%	6.6%	10.5%	5.9%
%H		95.1%	46.3%	8.3%	62.9%	22.9%	40.0%	54.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2233	2131	1072	265	1492	713	779	1898
%H		95.4%	48.0%	11.9%	66.8%	31.9%	34.9%	85.0%
Working full time	777	748	418	106	498	283	215	746
%V	34.8%	35.1%	39.0%	40.0%	33.4%	39.7%	27.6%	39.3%
%H		96.3%	53.8%	13.6%	64.1%	36.4%	27.7%	96.0%
Working part time	344	336	171	55	227	117	110	330
%V	15.4%	15.8%	16.0%	20.8%	15.2%	16.4%	14.1%	17.4%
%H		97.7%	49.7%	16.0%	66.0%	34.0%	32.0%	95.9%
Not working	1111	1047	483	104	767	313	454	822
%V	49.8%	49.1%	45.1%	39.2%	51.4%	43.9%	58.3%	43.3%
%H		94.2%	43.5%	9.4%	69.0%	28.2%	40.9%	74.0%
Housewife/Houseperson	1860	1779	883	204	1248	570	678	1547
%V	83.3%	83.5%	82.4%	77.0%	83.6%	79.9%	87.0%	81.5%
%H		95.6%	47.5%	11.0%	67.1%	30.6%	36.5%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV West Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
AB	794	759	328	88	567	231	336	733
%V	25.4%	25.8%	24.1%	27.8%	26.6%	25.6%	27.4%	29.2%
%H (All HH)		95.6%	41.3%	11.1%	71.4%	29.1%	42.3%	92.3%
%H (TV HH)			43.2%	11.6%	74.7%	30.4%	44.3%	
C1	836	771	355	90	553	241	312	720
%V	26.8%	26.2%	26.0%	28.4%	26.0%	26.7%	25.5%	28.7%
%H (All HH)		92.2%	42.5%	10.8%	66.1%	28.8%	37.3%	86.1%
%H (TV HH)			46.0%	11.7%	71.7%	31.3%	40.5%	
C2	702	676	353	63	490	235	254	581
%V	22.5%	22.9%	25.9%	19.9%	23.0%	26.0%	20.7%	23.2%
%H (All HH)		96.3%	50.3%	9.0%	69.8%	33.5%	36.2%	82.8%
%H (TV HH)			52.2%	9.3%	72.5%	34.8%	37.6%	
D	471	450	201	52	318	129	189	318
%V	15.1%	15.3%	14.7%	16.4%	14.9%	14.3%	15.4%	12.7%
%H (All HH)		95.5%	42.7%	11.0%	67.5%	27.4%	40.1%	67.5%
%H (TV HH)			44.7%	11.6%	70.7%	28.7%	42.0%	
E	320	290	126	25	202	68	134	157
%V	10.2%	9.8%	9.2%	7.9%	9.5%	7.5%	10.9%	6.3%
%H (All HH)		90.6%	39.4%	7.8%	63.1%	21.3%	41.9%	49.1%
%H (TV HH)			43.4%	8.6%	69.7%	23.4%	46.2%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Under 25	155	129	52	10	80	28	52	139
%V	5.0%	4.4%	3.8%	3.2%	3.8%	3.1%	4.2%	5.5%
%H (All HH)		83.2%	33.5%	6.5%	51.6%	18.1%	33.5%	89.7%
%H (TV HH)			40.3%	7.8%	62.0%	21.7%	40.3%	
25 - 34	425	390	208	47	231	111	120	400
%V	13.6%	13.2%	15.3%	14.8%	10.9%	12.3%	9.8%	15.9%
%H (All HH)		91.8%	48.9%	11.1%	54.4%	26.1%	28.2%	94.1%
%H (TV HH)			53.3%	12.1%	59.2%	28.5%	30.8%	
35 - 44	461	437	234	58	285	151	135	441
%V	14.8%	14.8%	17.2%	18.3%	13.4%	16.7%	11.0%	17.6%
%H (All HH)		94.8%	50.8%	12.6%	61.8%	32.8%	29.3%	95.7%
%H (TV HH)			53.5%	13.3%	65.2%	34.6%	30.9%	
45 - 54	579	557	291	77	389	202	187	529
%V	18.5%	18.9%	21.3%	24.3%	18.3%	22.4%	15.3%	21.1%
%H (All HH)		96.2%	50.3%	13.3%	67.2%	34.9%	32.3%	91.4%
%H (TV HH)			52.2%	13.8%	69.8%	36.3%	33.6%	
55 - 64	541	516	250	60	388	180	208	457
%V	17.3%	17.5%	18.3%	18.9%	18.2%	19.9%	17.0%	18.2%
%H (All HH)		95.4%	46.2%	11.1%	71.7%	33.3%	38.4%	84.5%
%H (TV HH)			48.4%	11.6%	75.2%	34.9%	40.3%	
65 +	962	917	328	66	756	232	524	541
%V	30.8%	31.1%	24.1%	20.8%	35.5%	25.7%	42.8%	21.6%
%H (All HH)		95.3%	34.1%	6.9%	78.6%	24.1%	54.5%	56.2%
%H (TV HH)			35.8%	7.2%	82.4%	25.3%	57.1%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
1	974	880	296	73	680	183	496	552
%V	31.2%	29.9%	21.7%	23.0%	31.9%	20.3%	40.5%	22.0%
%H (All HH)		90.3%	30.4%	7.5%	69.8%	18.8%	50.9%	56.7%
%H (TV HH)			33.6%	8.3%	77.3%	20.8%	56.4%	
2	1141	1092	517	110	803	352	451	982
%V	36.5%	37.1%	37.9%	34.7%	37.7%	39.0%	36.8%	39.2%
%H (All HH)		95.7%	45.3%	9.6%	70.4%	30.9%	39.5%	86.1%
%H (TV HH)			47.3%	10.1%	73.5%	32.2%	41.3%	
3	462	447	251	62	297	166	131	443
%V	14.8%	15.2%	18.4%	19.6%	14.0%	18.4%	10.7%	17.7%
%H (All HH)		96.8%	54.3%	13.4%	64.3%	35.9%	28.4%	95.9%
%H (TV HH)			56.2%	13.9%	66.4%	37.1%	29.3%	
4	368	357	201	49	237	135	102	359
%V	11.8%	12.1%	14.7%	15.5%	11.1%	15.0%	8.3%	14.3%
%H (All HH)		97.0%	54.6%	13.3%	64.4%	36.7%	27.7%	97.6%
%H (TV HH)			56.3%	13.7%	66.4%	37.8%	28.6%	
5+	178	170	98	24	112	67	45	172
%V	5.7%	5.8%	7.2%	7.6%	5.3%	7.4%	3.7%	6.9%
%H (All HH)		95.5%	55.1%	13.5%	62.9%	37.6%	25.3%	96.6%
%H (TV HH)			57.6%	14.1%	65.9%	39.4%	26.5%	
Average HH size	2.27	2.30	2.50	2.56	2.23	2.54	2.00	2.48

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Without	2382	2224	960	227	1665	655	1010	1799
%V	76.3%	75.5%	70.4%	71.6%	78.2%	72.5%	82.4%	71.7%
%H (All HH)		93.4%	40.3%	9.5%	69.9%	27.5%	42.4%	75.5%
%H (TV HH)			43.2%	10.2%	74.9%	29.5%	45.4%	
With	740	721	403	91	464	249	215	709
%V	23.7%	24.5%	29.6%	28.7%	21.8%	27.6%	17.6%	28.3%
%H (All HH)		97.4%	54.5%	12.3%	62.7%	33.6%	29.1%	95.8%
%H (TV HH)			55.9%	12.6%	64.4%	34.5%	29.8%	
0 - 3	268	260	140	30	160	76	84	250
%V	8.6%	8.8%	10.3%	9.5%	7.5%	8.4%	6.9%	10.0%
%H (All HH)		97.0%	52.2%	11.2%	59.7%	28.4%	31.3%	93.3%
%H (TV HH)			53.8%	11.5%	61.5%	29.2%	32.3%	
4 - 9	369	361	209	42	227	124	103	353
%V	11.8%	12.3%	15.3%	13.2%	10.7%	13.7%	8.4%	14.1%
%H (All HH)		97.8%	56.6%	11.4%	61.5%	33.6%	27.9%	95.7%
%H (TV HH)			57.9%	11.6%	62.9%	34.3%	28.5%	
10 - 15	338	330	188	46	222	129	93	330
%V	10.8%	11.2%	13.8%	14.5%	10.4%	14.3%	7.6%	13.2%
%H (All HH)		97.6%	55.6%	13.6%	65.7%	38.2%	27.5%	97.6%
%H (TV HH)			57.0%	13.9%	67.3%	39.1%	28.2%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
1	1166	1166	410	116	752	151	601	827
%V	37.3%	39.6%	30.1%	36.6%	35.3%	16.7%	49.1%	33.0%
%H (All HH)		100.0%	35.2%	9.9%	64.5%	13.0%	51.5%	70.9%
%H (TV HH)			35.2%	9.9%	64.5%	13.0%	51.5%	
2	1033	1033	508	104	783	365	419	851
%V	33.1%	35.1%	37.3%	32.8%	36.8%	40.4%	34.2%	33.9%
%H (All HH)		100.0%	49.2%	10.1%	75.8%	35.3%	40.6%	82.4%
%H (TV HH)			49.2%	10.1%	75.8%	35.3%	40.6%	
3	461	461	266	55	361	223	139	427
%V	14.8%	15.6%	19.5%	17.4%	17.0%	24.7%	11.3%	17.0%
%H (All HH)		100.0%	57.7%	11.9%	78.3%	48.4%	30.2%	92.6%
%H (TV HH)			57.7%	11.9%	78.3%	48.4%	30.2%	
4	193	193	116	30	152	104	48	187
%V	6.2%	6.6%	8.5%	9.5%	7.1%	11.5%	3.9%	7.5%
%H (All HH)		100.0%	60.1%	15.5%	78.8%	53.9%	24.9%	96.9%
%H (TV HH)			60.1%	15.5%	78.8%	53.9%	24.9%	
5+	93	93	63	13	80	62	19	91
%V	3.0%	3.2%	4.6%	4.1%	3.8%	6.9%	1.6%	3.6%
%H (All HH)		100.0%	67.7%	14.0%	86.0%	66.7%	20.4%	97.8%
%H (TV HH)			67.7%	14.0%	86.0%	66.7%	20.4%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Under 20"	632	632	297	58	523	251	272	524
%V	20.2%	21.5%	21.8%	18.3%	24.6%	27.8%	22.2%	20.9%
%H (All HH)		100.0%	47.0%	9.2%	82.8%	39.7%	43.0%	82.9%
%H (TV HH)			47.0%	9.2%	82.8%	39.7%	43.0%	
20" - 29"	1158	1158	511	123	915	404	512	934
%V	37.1%	39.3%	37.5%	38.8%	43.0%	44.7%	41.8%	37.2%
%H (All HH)		100.0%	44.1%	10.6%	79.0%	34.9%	44.2%	80.7%
%H (TV HH)			44.1%	10.6%	79.0%	34.9%	44.2%	
30" - 39"	1616	1616	771	179	1202	548	654	1316
%V	51.7%	54.9%	56.6%	56.5%	56.5%	60.7%	53.4%	52.5%
%H (All HH)		100.0%	47.7%	11.1%	74.4%	33.9%	40.5%	81.4%
%H (TV HH)			47.7%	11.1%	74.4%	33.9%	40.5%	
40" and over	1358	1358	799	166	920	533	387	1234
%V	43.5%	46.1%	58.6%	52.4%	43.2%	59.0%	31.6%	49.2%
%H (All HH)		100.0%	58.8%	12.2%	67.7%	39.2%	28.5%	90.9%
%H (TV HH)			58.8%	12.2%	67.7%	39.2%	28.5%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV West Macro

Household level data

Table 18.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Main living room	2908	2908	1354	316	2106	900	1206	2355
%V	93.1%	98.7%	99.3%	99.7%	98.9%	99.7%	98.4%	93.9%
%H (All HH)		100.0%	46.6%	10.9%	72.4%	30.9%	41.5%	81.0%
%H (TV HH)			46.6%	10.9%	72.4%	30.9%	41.5%	
Kitchen	399	399	200	37	349	186	163	342
%V	12.8%	13.5%	14.7%	11.7%	16.4%	20.6%	13.3%	13.6%
%H (All HH)		100.0%	50.1%	9.3%	87.5%	46.6%	40.9%	85.7%
%H (TV HH)			50.1%	9.3%	87.5%	46.6%	40.9%	
Adult's bedroom	1281	1281	702	154	998	575	424	1135
%V	41.0%	43.5%	51.5%	48.6%	46.9%	63.7%	34.6%	45.3%
%H (All HH)		100.0%	54.8%	12.0%	77.9%	44.9%	33.1%	88.6%
%H (TV HH)			54.8%	12.0%	77.9%	44.9%	33.1%	
Child's bedroom	302	302	195	41	206	143	63	292
%V	9.7%	10.3%	14.3%	12.9%	9.7%	15.8%	5.1%	11.6%
%H (All HH)		100.0%	64.6%	13.6%	68.2%	47.4%	20.9%	96.7%
%H (TV HH)			64.6%	13.6%	68.2%	47.4%	20.9%	
Other bedroom	125	125	80	11	96	63	33	116
%V	4.0%	4.2%	5.9%	3.5%	4.5%	7.0%	2.7%	4.6%
%H (All HH)		100.0%	64.0%	8.8%	76.8%	50.4%	26.4%	92.8%
%H (TV HH)			64.0%	8.8%	76.8%	50.4%	26.4%	
Second living/dining room	310	310	163	35	248	135	113	273
%V	9.9%	10.5%	12.0%	11.0%	11.6%	15.0%	9.2%	10.9%
%H (All HH)		100.0%	52.6%	11.3%	80.0%	43.5%	36.5%	88.1%
%H (TV HH)			52.6%	11.3%	80.0%	43.5%	36.5%	
Study/office	41	41	21	4	33	18	15	39
%V	1.3%	1.4%	1.5%	1.3%	1.6%	2.0%	1.2%	1.6%
%H (All HH)		100.0%	51.2%	9.8%	80.5%	43.9%	36.6%	95.1%
%H (TV HH)			51.2%	9.8%	80.5%	43.9%	36.6%	
TV room	18	18	10	1	15	9	6	17
%V	0.6%	0.6%	0.7%	0.3%	0.7%	1.0%	0.5%	0.7%
%H (All HH)		100.0%	55.6%	5.6%	83.3%	50.0%	33.3%	94.4%
%H (TV HH)			55.6%	5.6%	83.3%	50.0%	33.3%	
Conservatory	59	59	34	2	47	24	23	52
%V	1.9%	2.0%	2.5%	0.6%	2.2%	2.7%	1.9%	2.1%
%H (All HH)		100.0%	57.6%	3.4%	79.7%	40.7%	39.0%	88.1%
%H (TV HH)			57.6%	3.4%	79.7%	40.7%	39.0%	
Attic or loft room	9	9	5	2	6	4	2	9
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	55.6%	22.2%	66.7%	44.4%	22.2%	100.0%
%H (TV HH)			55.6%	22.2%	66.7%	44.4%	22.2%	
No specific location	2	2	1	0	1	0	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	50.0%	
Other	21	21	10	5	17	11	5	19
%V	0.7%	0.7%	0.7%	1.6%	0.8%	1.2%	0.4%	0.8%
%H (All HH)		100.0%	47.6%	23.8%	81.0%	52.4%	23.8%	90.5%
%H (TV HH)			47.6%	23.8%	81.0%	52.4%	23.8%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Any DSAT provider	1363	1363	1363	16	745	745	0	1192
%V	43.6%	46.3%	100.0%	5.0%	35.0%	82.5%	0.0%	47.5%
%H (All HH)			100.0%	1.2%	54.7%	54.7%	0.0%	87.5%
%H (TV HH)			100.0%	1.2%	54.7%	54.7%	0.0%	
Sky with subcription	1100	1100	1100	9	599	599	0	988
%V	35.2%	37.3%	80.7%	2.8%	28.1%	66.3%	0.0%	39.4%
%H (All HH)			100.0%	0.8%	54.5%	54.5%	0.0%	89.8%
%H (TV HH)			100.0%	0.8%	54.5%	54.5%	0.0%	
Sky without subscription	107	107	107	1	54	54	0	79
%V	3.4%	3.6%	7.9%	0.3%	2.5%	6.0%	0.0%	3.1%
%H (All HH)			100.0%	0.9%	50.5%	50.5%	0.0%	73.8%
%H (TV HH)			100.0%	0.9%	50.5%	50.5%	0.0%	
Freesat	173	173	173	5	98	98	0	145
%V	5.5%	5.9%	12.7%	1.6%	4.6%	10.9%	0.0%	5.8%
%H (All HH)			100.0%	2.9%	56.6%	56.6%	0.0%	83.8%
%H (TV HH)			100.0%	2.9%	56.6%	56.6%	0.0%	
Other satellite provider	23	23	23	0	15	15	0	19
%V	0.7%	0.8%	1.7%	0.0%	0.7%	1.7%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	65.2%	65.2%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	65.2%	65.2%	0.0%	
DCAB	317	317	16	317	169	169	0	285
%V	10.2%	10.8%	1.2%	100.0%	7.9%	18.7%	0.0%	11.4%
%H (All HH)			5.0%	100.0%	53.3%	53.3%	0.0%	89.9%
%H (TV HH)			5.0%	100.0%	53.3%	53.3%	0.0%	
DTT	2129	2129	745	169	2129	903	1225	1679
%V	68.2%	72.3%	54.7%	53.3%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	35.0%	7.9%	100.0%	42.4%	57.5%	78.9%
%H (TV HH)			35.0%	7.9%	100.0%	42.4%	57.5%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV West Macro

Household level data

Table 18.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
PVR	1894	1894	1152	276	1268	790	478	1681
%V	60.6%	64.3%	84.5%	87.1%	59.6%	87.5%	39.0%	67.0%
%H (All HH)		100.0%	60.8%	14.6%	66.9%	41.7%	25.2%	88.8%
%H (TV HH)			60.8%	14.6%	66.9%	41.7%	25.2%	
DVDR	95	95	42	13	78	36	42	81
%V	3.0%	3.2%	3.1%	4.1%	3.7%	4.0%	3.4%	3.2%
%H (All HH)		100.0%	44.2%	13.7%	82.1%	37.9%	44.2%	85.3%
%H (TV HH)			44.2%	13.7%	82.1%	37.9%	44.2%	
VCR	40	40	12	7	34	11	22	24
%V	1.3%	1.4%	0.9%	2.2%	1.6%	1.2%	1.8%	1.0%
%H (All HH)		100.0%	30.0%	17.5%	85.0%	27.5%	55.0%	60.0%
%H (TV HH)			30.0%	17.5%	85.0%	27.5%	55.0%	
Any recorder	1943	1943	1162	279	1311	797	514	1711
%V	62.2%	66.0%	85.3%	88.0%	61.6%	88.3%	42.0%	68.2%
%H (All HH)		100.0%	59.8%	14.4%	67.5%	41.0%	26.5%	88.1%
%H (TV HH)			59.8%	14.4%	67.5%	41.0%	26.5%	
Receives HDTV (via STB or built-in reception)	1608	1608	897	247	1126	651	475	1454
%V	51.5%	54.6%	65.8%	77.9%	52.9%	72.1%	38.8%	58.0%
%H (All HH)		100.0%	55.8%	15.4%	70.0%	40.5%	29.5%	90.4%
%H (TV HH)			55.8%	15.4%	70.0%	40.5%	29.5%	
DVD/Blu-ray player or recorder	2344	2344	1142	271	1736	803	933	1977
%V	75.1%	79.6%	83.8%	85.5%	81.5%	88.9%	76.2%	78.8%
%H (All HH)		100.0%	48.7%	11.6%	74.1%	34.3%	39.8%	84.3%
%H (TV HH)			48.7%	11.6%	74.1%	34.3%	39.8%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Household level data

Table 18.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3123	2946	1363	317	2129	903	1225	2508
%H (All HH)		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%
%H (TV HH)			46.3%	10.8%	72.3%	30.7%	41.6%	
Has broadband internet	2508	2383	1192	285	1679	809	870	2508
%V	80.3%	80.9%	87.5%	89.9%	78.9%	89.6%	71.0%	100.0%
%H (All HH)		95.0%	47.5%	11.4%	66.9%	32.3%	34.7%	100.0%
%H (TV HH)			50.0%	12.0%	70.5%	33.9%	36.5%	
Number of computers (PCs and laptops)								
0	626	579	186	35	458	103	354	71
%V	20.0%	19.7%	13.6%	11.0%	21.5%	11.4%	28.9%	2.8%
%H (All HH)		92.5%	29.7%	5.6%	73.2%	16.5%	56.5%	11.3%
%H (TV HH)			32.1%	6.0%	79.1%	17.8%	61.1%	
1	858	791	350	78	569	221	348	813
%V	27.5%	26.8%	25.7%	24.6%	26.7%	24.5%	28.4%	32.4%
%H (All HH)		92.2%	40.8%	9.1%	66.3%	25.8%	40.6%	94.8%
%H (TV HH)			44.2%	9.9%	71.9%	27.9%	44.0%	
2	720	686	346	81	476	229	248	709
%V	23.1%	23.3%	25.4%	25.6%	22.4%	25.4%	20.2%	28.3%
%H (All HH)		95.3%	48.1%	11.3%	66.1%	31.8%	34.4%	98.5%
%H (TV HH)			50.4%	11.8%	69.4%	33.4%	36.2%	
3	420	408	218	48	288	149	139	417
%V	13.4%	13.8%	16.0%	15.1%	13.5%	16.5%	11.3%	16.6%
%H (All HH)		97.1%	51.9%	11.4%	68.6%	35.5%	33.1%	99.3%
%H (TV HH)			53.4%	11.8%	70.6%	36.5%	34.1%	
4	225	220	124	32	147	86	61	225
%V	7.2%	7.5%	9.1%	10.1%	6.9%	9.5%	5.0%	9.0%
%H (All HH)		97.8%	55.1%	14.2%	65.3%	38.2%	27.1%	100.0%
%H (TV HH)			56.4%	14.5%	66.8%	39.1%	27.7%	
5+	275	263	140	43	191	115	76	273
%V	8.8%	8.9%	10.3%	13.6%	9.0%	12.7%	6.2%	10.9%
%H (All HH)		95.6%	50.9%	15.6%	69.5%	41.8%	27.6%	99.3%
%H (TV HH)			53.2%	16.3%	72.6%	43.7%	28.9%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5891	3029	676	4445	2297	2149	5046
%H		51.4%	11.5%	75.5%	39.0%	36.5%	85.7%
Under 20"	800	385	77	668	335	333	675
%V	13.6%	12.7%	11.4%	15.0%	14.6%	15.5%	13.4%
%H		48.1%	9.6%	83.5%	41.9%	41.6%	84.4%
20" - 29"	1473	668	169	1177	552	624	1213
%V	25.0%	22.1%	25.0%	26.5%	24.0%	29.0%	24.0%
%H		45.3%	11.5%	79.9%	37.5%	42.4%	82.3%
30" - 39"	1960	975	227	1471	726	746	1636
%V	33.3%	32.2%	33.6%	33.1%	31.6%	34.7%	32.4%
%H		49.7%	11.6%	75.1%	37.0%	38.1%	83.5%
40" and over	1620	981	201	1103	670	433	1490
%V	27.5%	32.4%	29.7%	24.8%	29.2%	20.1%	29.5%
%H		60.6%	12.4%	68.1%	41.4%	26.7%	92.0%
Don't know	38	21	3	27	14	13	32
%V	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		55.3%	7.9%	71.1%	36.8%	34.2%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5891	3029	676	4445	2297	2149	5046
%H		51.4%	11.5%	75.5%	39.0%	36.5%	85.7%
Main living room	2925	1364	317	2115	905	1210	2368
%V	49.7%	45.0%	46.9%	47.6%	39.4%	56.3%	46.9%
%H		46.6%	10.8%	72.3%	30.9%	41.4%	81.0%
Kitchen	402	202	37	351	187	164	343
%V	6.8%	6.7%	5.5%	7.9%	8.1%	7.6%	6.8%
%H		50.2%	9.2%	87.3%	46.5%	40.8%	85.3%
Adult's bedroom	1528	848	198	1208	724	484	1373
%V	25.9%	28.0%	29.3%	27.2%	31.5%	22.5%	27.2%
%H		55.5%	13.0%	79.1%	47.4%	31.7%	89.9%
Child's bedroom	420	270	62	285	201	84	408
%V	7.1%	8.9%	9.2%	6.4%	8.8%	3.9%	8.1%
%H		64.3%	14.8%	67.9%	47.9%	20.0%	97.1%
Other bedroom	148	95	14	113	75	38	137
%V	2.5%	3.1%	2.1%	2.5%	3.3%	1.8%	2.7%
%H		64.2%	9.5%	76.4%	50.7%	25.7%	92.6%
Second living/dining room	315	165	35	251	137	115	277
%V	5.3%	5.4%	5.2%	5.6%	6.0%	5.4%	5.5%
%H		52.4%	11.1%	79.7%	43.5%	36.5%	87.9%
Study/office	42	22	4	34	19	15	41
%V	0.7%	0.7%	0.6%	0.8%	0.8%	0.7%	0.8%
%H		52.4%	9.5%	81.0%	45.2%	35.7%	97.6%
TV room	18	10	1	15	9	7	17
%V	0.3%	0.3%	0.1%	0.3%	0.4%	0.3%	0.3%
%H		55.6%	5.6%	83.3%	50.0%	38.9%	94.4%
Conservatory	61	35	2	47	24	23	54
%V	1.0%	1.2%	0.3%	1.1%	1.0%	1.1%	1.1%
%H		57.4%	3.3%	77.0%	39.3%	37.7%	88.5%
Attic or loft room	9	5	2	6	4	2	9
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		55.6%	22.2%	66.7%	44.4%	22.2%	100.0%
No specific location	2	1	0	1	0	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
Other	21	11	5	17	12	5	19
%V	0.4%	0.4%	0.7%	0.4%	0.5%	0.2%	0.4%
%H		52.4%	23.8%	81.0%	57.1%	23.8%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5891	3029	676	4445	2297	2149	5046
%H		51.4%	11.5%	75.5%	39.0%	36.5%	85.7%
PVR	2433	1544	367	1582	1041	540	2190
%V	41.3%	51.0%	54.3%	35.6%	45.3%	25.1%	43.4%
%H		63.5%	15.1%	65.0%	42.8%	22.2%	90.0%
DVDR	100	44	13	82	38	44	85
%V	1.7%	1.5%	1.9%	1.8%	1.7%	2.0%	1.7%
%H		44.0%	13.0%	82.0%	38.0%	44.0%	85.0%
VCR	42	13	7	36	14	23	27
%V	0.7%	0.4%	1.0%	0.8%	0.6%	1.1%	0.5%
%H		31.0%	16.7%	85.7%	33.3%	54.8%	64.3%
Any recorder	2501	1566	374	1642	1060	581	2237
%V	42.5%	51.7%	55.3%	36.9%	46.1%	27.0%	44.3%
%H		62.6%	15.0%	65.7%	42.4%	23.2%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5891	3029	676	4445	2297	2149	5046
%H		51.4%	11.5%	75.5%	39.0%	36.5%	85.7%
Receives HDTV (via STB or built-in reception)	2179	1238	350	1534	925	609	1995
%V	37.0%	40.9%	51.8%	34.5%	40.3%	28.3%	39.5%
%H		56.8%	16.1%	70.4%	42.5%	27.9%	91.6%
DVD/Blu-ray player or recorder	3363	1715	409	2578	1331	1247	2927
%V	57.1%	56.6%	60.5%	58.0%	57.9%	58.0%	58.0%
%H		51.0%	12.2%	76.7%	39.6%	37.1%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2939	1362	317	2128	903	1224	2378
%H		46.3%	10.8%	72.4%	30.7%	41.6%	80.9%
Under 20"	63	10	3	51	6	45	39
%V	2.1%	0.7%	0.9%	2.4%	0.7%	3.7%	1.6%
%H		15.9%	4.8%	81.0%	9.5%	71.4%	61.9%
20" - 29"	409	106	29	325	62	264	268
%V	13.9%	7.8%	9.1%	15.3%	6.9%	21.6%	11.3%
%H		25.9%	7.1%	79.5%	15.2%	64.5%	65.5%
30" - 39"	1153	473	126	866	323	543	882
%V	39.2%	34.7%	39.7%	40.7%	35.8%	44.4%	37.1%
%H		41.0%	10.9%	75.1%	28.0%	47.1%	76.5%
40" and over	1298	767	159	875	509	367	1177
%V	44.2%	56.3%	50.2%	41.1%	56.4%	30.0%	49.5%
%H		59.1%	12.2%	67.4%	39.2%	28.3%	90.7%
Don't know	15	6	1	10	4	7	11
%V	0.5%	0.4%	0.3%	0.5%	0.4%	0.6%	0.5%
%H		40.0%	6.7%	66.7%	26.7%	46.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Set level data

Table 18.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2939	1362	317	2128	903	1224	2378
%H		46.3%	10.8%	72.4%	30.7%	41.6%	80.9%
PVR	1850	1130	272	1228	770	458	1640
%V	62.9%	83.0%	85.8%	57.7%	85.3%	37.4%	69.0%
%H		61.1%	14.7%	66.4%	41.6%	24.8%	88.6%
DVDR	81	32	12	67	28	39	69
%V	2.8%	2.3%	3.8%	3.1%	3.1%	3.2%	2.9%
%H		39.5%	14.8%	82.7%	34.6%	48.1%	85.2%
VCR	33	9	5	28	9	19	19
%V	1.1%	0.7%	1.6%	1.3%	1.0%	1.6%	0.8%
%H		27.3%	15.2%	84.8%	27.3%	57.6%	57.6%
Any recorder	1897	1142	276	1271	778	492	1670
%V	64.5%	83.8%	87.1%	59.7%	86.2%	40.2%	70.2%
%H		60.2%	14.5%	67.0%	41.0%	25.9%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2939	1362	317	2128	903	1224	2378
%H		46.3%	10.8%	72.4%	30.7%	41.6%	80.9%
Receives HDTV (via STB or built-in reception)	1563	876	242	1086	630	457	1412
%V	53.2%	64.3%	76.3%	51.0%	69.8%	37.3%	59.4%
%H		56.0%	15.5%	69.5%	40.3%	29.2%	90.3%
DVD/Blu-ray player or recorder	2181	1058	254	1601	731	871	1831
%V	74.2%	77.7%	80.1%	75.2%	81.0%	71.2%	77.0%
%H		48.5%	11.6%	73.4%	33.5%	39.9%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2952	1667	359	2318	1394	924	2668
%H		56.5%	12.2%	78.5%	47.2%	31.3%	90.4%
Under 20"	737	374	74	617	329	288	636
%V	25.0%	22.4%	20.6%	26.6%	23.6%	31.2%	23.8%
%H		50.7%	10.0%	83.7%	44.6%	39.1%	86.3%
20" - 29"	1064	562	139	851	491	361	945
%V	36.0%	33.7%	38.7%	36.7%	35.2%	39.1%	35.4%
%H		52.8%	13.1%	80.0%	46.1%	33.9%	88.8%
30" - 39"	807	502	101	606	403	203	754
%V	27.3%	30.1%	28.1%	26.1%	28.9%	22.0%	28.3%
%H		62.2%	12.5%	75.1%	49.9%	25.2%	93.4%
40" and over	322	213	42	227	161	66	313
%V	10.9%	12.8%	11.7%	9.8%	11.5%	7.1%	11.7%
%H		66.1%	13.0%	70.5%	50.0%	20.5%	97.2%
Don't know	23	15	2	16	10	6	20
%V	0.8%	0.9%	0.6%	0.7%	0.7%	0.6%	0.7%
%H		65.2%	8.7%	69.6%	43.5%	26.1%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2952	1667	359	2318	1394	924	2668
%H		56.5%	12.2%	78.5%	47.2%	31.3%	90.4%
PVR	583	414	95	353	271	82	550
%V	19.7%	24.8%	26.5%	15.2%	19.4%	8.9%	20.6%
%H		71.0%	16.3%	60.5%	46.5%	14.1%	94.3%
DVDR	18	12	1	16	11	5	16
%V	0.6%	0.7%	0.3%	0.7%	0.8%	0.5%	0.6%
%H		66.7%	5.6%	88.9%	61.1%	27.8%	88.9%
VCR	10	4	3	8	5	4	7
%V	0.3%	0.2%	0.8%	0.3%	0.4%	0.4%	0.3%
%H		40.0%	30.0%	80.0%	50.0%	40.0%	70.0%
Any recorder	603	425	98	371	282	89	567
%V	20.4%	25.5%	27.3%	16.0%	20.2%	9.6%	21.3%
%H		70.5%	16.3%	61.5%	46.8%	14.8%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2952	1667	359	2318	1394	924	2668
%H		56.5%	12.2%	78.5%	47.2%	31.3%	90.4%
Receives HDTV (via STB or built-in reception)	616	362	109	448	295	153	582
%V	20.9%	21.7%	30.4%	19.3%	21.2%	16.6%	21.8%
%H		58.8%	17.7%	72.7%	47.9%	24.8%	94.5%
DVD/Blu-ray player or recorder	1182	657	156	977	601	376	1096
%V	40.0%	39.4%	43.5%	42.1%	43.1%	40.7%	41.1%
%H		55.6%	13.2%	82.7%	50.8%	31.8%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7085	6761	3410	811	4740	2295	2446	6221
%H		95.4%	48.1%	11.4%	66.9%	32.4%	34.5%	87.8%
Total Children	1261	1232	691	158	790	428	362	1207
%V	17.8%	18.2%	20.3%	19.5%	16.7%	18.6%	14.8%	19.4%
%H		97.7%	54.8%	12.5%	62.6%	33.9%	28.7%	95.7%
0 - 3	317	307	164	36	187	89	99	295
%V	4.5%	4.5%	4.8%	4.4%	3.9%	3.9%	4.0%	4.7%
%H		96.8%	51.7%	11.4%	59.0%	28.1%	31.2%	93.1%
4 - 15	943	924	527	121	603	339	263	912
%V	13.3%	13.7%	15.5%	14.9%	12.7%	14.8%	10.8%	14.7%
%H		98.0%	55.9%	12.8%	63.9%	35.9%	27.9%	96.7%
4 - 9	490	480	277	57	303	166	137	469
%V	6.9%	7.1%	8.1%	7.0%	6.4%	7.2%	5.6%	7.5%
%H		98.0%	56.5%	11.6%	61.8%	33.9%	28.0%	95.7%
10 - 15	453	444	250	65	300	173	127	443
%V	6.4%	6.6%	7.3%	8.0%	6.3%	7.5%	5.2%	7.1%
%H		98.0%	55.2%	14.3%	66.2%	38.2%	28.0%	97.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7085	6761	3410	811	4740	2295	2446	6221
%H		95.4%	48.1%	11.4%	66.9%	32.4%	34.5%	87.8%
Total Adults (16+)	5824	5530	2719	654	3950	1866	2084	5014
%V	82.2%	81.8%	79.7%	80.6%	83.3%	81.3%	85.2%	80.6%
%H		95.0%	46.7%	11.2%	67.8%	32.0%	35.8%	86.1%
16 - 19	322	298	162	44	207	120	87	314
%V	4.5%	4.4%	4.8%	5.4%	4.4%	5.2%	3.6%	5.0%
%H		92.5%	50.3%	13.7%	64.3%	37.3%	27.0%	97.5%
20 - 24	466	412	186	63	272	135	137	441
%V	6.6%	6.1%	5.5%	7.8%	5.7%	5.9%	5.6%	7.1%
%H		88.4%	39.9%	13.5%	58.4%	29.0%	29.4%	94.6%
25 - 34	849	791	426	103	487	254	233	807
%V	12.0%	11.7%	12.5%	12.7%	10.3%	11.1%	9.5%	13.0%
%H		93.2%	50.2%	12.1%	57.4%	29.9%	27.4%	95.1%
35 - 44	833	795	439	103	516	278	238	800
%V	11.8%	11.8%	12.9%	12.7%	10.9%	12.1%	9.7%	12.9%
%H		95.4%	52.7%	12.4%	61.9%	33.4%	28.6%	96.0%
45 - 54	1007	974	521	136	680	367	313	948
%V	14.2%	14.4%	15.3%	16.8%	14.3%	16.0%	12.8%	15.2%
%H		96.7%	51.7%	13.5%	67.5%	36.4%	31.1%	94.1%
55 - 64	879	849	433	98	631	311	321	771
%V	12.4%	12.6%	12.7%	12.1%	13.3%	13.6%	13.1%	12.4%
%H		96.6%	49.3%	11.1%	71.8%	35.4%	36.5%	87.7%
65+	1468	1410	551	106	1157	403	755	932
%V	20.7%	20.9%	16.2%	13.1%	24.4%	17.6%	30.9%	15.0%
%H		96.0%	37.5%	7.2%	78.8%	27.5%	51.4%	63.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5824	5530	2719	654	3950	1866	2084	5014
%H		95.0%	46.7%	11.2%	67.8%	32.0%	35.8%	86.1%
AB	1555	1492	672	187	1104	484	620	1468
%V	26.7%	27.0%	24.7%	28.6%	27.9%	25.9%	29.8%	29.3%
%H		95.9%	43.2%	12.0%	71.0%	31.1%	39.9%	94.4%
C1	1572	1455	714	183	1027	497	529	1424
%V	27.0%	26.3%	26.3%	28.0%	26.0%	26.6%	25.4%	28.4%
%H		92.6%	45.4%	11.6%	65.3%	31.6%	33.7%	90.6%
C2	1404	1355	739	144	983	515	467	1230
%V	24.1%	24.5%	27.2%	22.0%	24.9%	27.6%	22.4%	24.5%
%H		96.5%	52.6%	10.3%	70.0%	36.7%	33.3%	87.6%
D	850	819	403	101	559	265	294	646
%V	14.6%	14.8%	14.8%	15.4%	14.2%	14.2%	14.1%	12.9%
%H		96.4%	47.4%	11.9%	65.8%	31.2%	34.6%	76.0%
E	444	409	191	39	278	105	173	246
%V	7.6%	7.4%	7.0%	6.0%	7.0%	5.6%	8.3%	4.9%
%H		92.1%	43.0%	8.8%	62.6%	23.6%	39.0%	55.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5824	5530	2719	654	3950	1866	2084	5014
%H		95.0%	46.7%	11.2%	67.8%	32.0%	35.8%	86.1%
Working full time	2594	2485	1347	327	1674	907	767	2482
%V	44.5%	44.9%	49.5%	50.0%	42.4%	48.6%	36.8%	49.5%
%H		95.8%	51.9%	12.6%	64.5%	35.0%	29.6%	95.7%
Working part time	614	594	283	91	416	201	215	578
%V	10.5%	10.7%	10.4%	13.9%	10.5%	10.8%	10.3%	11.5%
%H		96.7%	46.1%	14.8%	67.8%	32.7%	35.0%	94.1%
Not working	2616	2450	1089	236	1860	758	1101	1954
%V	44.9%	44.3%	40.1%	36.1%	47.1%	40.6%	52.8%	39.0%
%H		93.7%	41.6%	9.0%	71.1%	29.0%	42.1%	74.7%
Housewife/Houseperson	3123	2946	1363	317	2129	903	1225	2508
%V	53.6%	53.3%	50.1%	48.5%	53.9%	48.4%	58.8%	50.0%
%H		94.3%	43.6%	10.2%	68.2%	28.9%	39.2%	80.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2842	2682	1359	313	1894	930	965	2483
%H		94.4%	47.8%	11.0%	66.6%	32.7%	34.0%	87.4%
16 - 19	166	153	81	24	108	63	45	162
%V	5.8%	5.7%	6.0%	7.7%	5.7%	6.8%	4.7%	6.5%
%H		92.2%	48.8%	14.5%	65.1%	38.0%	27.1%	97.6%
20 - 24	233	201	98	26	126	65	61	222
%V	8.2%	7.5%	7.2%	8.3%	6.7%	7.0%	6.3%	8.9%
%H		86.3%	42.1%	11.2%	54.1%	27.9%	26.2%	95.3%
25 - 34	428	395	214	51	246	131	114	407
%V	15.1%	14.7%	15.7%	16.3%	13.0%	14.1%	11.8%	16.4%
%H		92.3%	50.0%	11.9%	57.5%	30.6%	26.6%	95.1%
35 - 44	413	391	212	55	248	132	116	393
%V	14.5%	14.6%	15.6%	17.6%	13.1%	14.2%	12.0%	15.8%
%H		94.7%	51.3%	13.3%	60.0%	32.0%	28.1%	95.2%
45 - 54	498	479	262	62	332	179	153	466
%V	17.5%	17.9%	19.3%	19.8%	17.5%	19.2%	15.9%	18.8%
%H		96.2%	52.6%	12.4%	66.7%	35.9%	30.7%	93.6%
55 - 64	427	412	208	47	308	152	156	369
%V	15.0%	15.4%	15.3%	15.0%	16.3%	16.3%	16.2%	14.9%
%H		96.5%	48.7%	11.0%	72.1%	35.6%	36.5%	86.4%
65+	676	650	284	48	527	209	318	463
%V	23.8%	24.2%	20.9%	15.3%	27.8%	22.5%	33.0%	18.6%
%H		96.2%	42.0%	7.1%	78.0%	30.9%	47.0%	68.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2842	2682	1359	313	1894	930	965	2483
%H		94.4%	47.8%	11.0%	66.6%	32.7%	34.0%	87.4%
AB	780	748	349	91	549	249	301	742
%V	27.4%	27.9%	25.7%	29.1%	29.0%	26.8%	31.2%	29.9%
%H		95.9%	44.7%	11.7%	70.4%	31.9%	38.6%	95.1%
C1	741	679	347	88	466	242	225	687
%V	26.1%	25.3%	25.5%	28.1%	24.6%	26.0%	23.3%	27.7%
%H		91.6%	46.8%	11.9%	62.9%	32.7%	30.4%	92.7%
C2	743	712	389	74	516	270	246	642
%V	26.1%	26.5%	28.6%	23.6%	27.2%	29.0%	25.5%	25.9%
%H		95.8%	52.4%	10.0%	69.4%	36.3%	33.1%	86.4%
D	398	382	195	43	256	123	132	310
%V	14.0%	14.2%	14.3%	13.7%	13.5%	13.2%	13.7%	12.5%
%H		96.0%	49.0%	10.8%	64.3%	30.9%	33.2%	77.9%
E	180	160	79	16	107	45	61	103
%V	6.3%	6.0%	5.8%	5.1%	5.6%	4.8%	6.3%	4.1%
%H		88.9%	43.9%	8.9%	59.4%	25.0%	33.9%	57.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2842	2682	1359	313	1894	930	965	2483
%H		94.4%	47.8%	11.0%	66.6%	32.7%	34.0%	87.4%
Working full time	1595	1526	833	194	1020	548	471	1521
%V	56.1%	56.9%	61.3%	62.0%	53.9%	58.9%	48.8%	61.3%
%H		95.7%	52.2%	12.2%	63.9%	34.4%	29.5%	95.4%
Working part time	132	125	55	19	86	38	48	117
%V	4.6%	4.7%	4.0%	6.1%	4.5%	4.1%	5.0%	4.7%
%H		94.7%	41.7%	14.4%	65.2%	28.8%	36.4%	88.6%
Not working	1115	1031	471	100	789	344	445	845
%V	39.2%	38.4%	34.7%	31.9%	41.7%	37.0%	46.1%	34.0%
%H		92.5%	42.2%	9.0%	70.8%	30.9%	39.9%	75.8%
Housewife/Houseperson	656	587	254	54	425	163	262	461
%V	23.1%	21.9%	18.7%	17.3%	22.4%	17.5%	27.2%	18.6%
%H		89.5%	38.7%	8.2%	64.8%	24.8%	39.9%	70.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2982	2848	1360	341	2056	937	1119	2531
%H		95.5%	45.6%	11.4%	68.9%	31.4%	37.5%	84.9%
16 - 19	155	145	81	20	100	57	42	151
%V	5.2%	5.1%	6.0%	5.9%	4.9%	6.1%	3.8%	6.0%
%H		93.5%	52.3%	12.9%	64.5%	36.8%	27.1%	97.4%
20 - 24	233	210	88	37	146	70	76	219
%V	7.8%	7.4%	6.5%	10.9%	7.1%	7.5%	6.8%	8.7%
%H		90.1%	37.8%	15.9%	62.7%	30.0%	32.6%	94.0%
25 - 34	421	396	212	53	241	122	119	400
%V	14.1%	13.9%	15.6%	15.5%	11.7%	13.0%	10.6%	15.8%
%H		94.1%	50.4%	12.6%	57.2%	29.0%	28.3%	95.0%
35 - 44	420	404	227	48	268	146	121	408
%V	14.1%	14.2%	16.7%	14.1%	13.0%	15.6%	10.8%	16.1%
%H		96.2%	54.0%	11.4%	63.8%	34.8%	28.8%	97.1%
45 - 54	509	495	259	74	348	188	160	482
%V	17.1%	17.4%	19.0%	21.7%	16.9%	20.1%	14.3%	19.0%
%H		97.2%	50.9%	14.5%	68.4%	36.9%	31.4%	94.7%
55 - 64	452	437	225	51	323	159	164	402
%V	15.2%	15.3%	16.5%	15.0%	15.7%	17.0%	14.7%	15.9%
%H		96.7%	49.8%	11.3%	71.5%	35.2%	36.3%	88.9%
65+	792	761	267	59	630	194	436	469
%V	26.6%	26.7%	19.6%	17.3%	30.6%	20.7%	39.0%	18.5%
%H		96.1%	33.7%	7.4%	79.5%	24.5%	55.1%	59.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2982	2848	1360	341	2056	937	1119	2531
%H		95.5%	45.6%	11.4%	68.9%	31.4%	37.5%	84.9%
AB	774	744	324	96	555	235	320	726
%V	26.0%	26.1%	23.8%	28.2%	27.0%	25.1%	28.6%	28.7%
%H		96.1%	41.9%	12.4%	71.7%	30.4%	41.3%	93.8%
C1	831	776	366	95	560	256	305	737
%V	27.9%	27.2%	26.9%	27.9%	27.2%	27.3%	27.3%	29.1%
%H		93.4%	44.0%	11.4%	67.4%	30.8%	36.7%	88.7%
C2	661	642	349	70	466	245	221	588
%V	22.2%	22.5%	25.7%	20.5%	22.7%	26.1%	19.7%	23.2%
%H		97.1%	52.8%	10.6%	70.5%	37.1%	33.4%	89.0%
D	452	437	208	58	303	141	162	337
%V	15.2%	15.3%	15.3%	17.0%	14.7%	15.0%	14.5%	13.3%
%H		96.7%	46.0%	12.8%	67.0%	31.2%	35.8%	74.6%
E	264	249	113	23	171	60	111	143
%V	8.9%	8.7%	8.3%	6.7%	8.3%	6.4%	9.9%	5.6%
%H		94.3%	42.8%	8.7%	64.8%	22.7%	42.0%	54.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2982	2848	1360	341	2056	937	1119	2531
%H		95.5%	45.6%	11.4%	68.9%	31.4%	37.5%	84.9%
Working full time	999	960	515	133	654	359	296	961
%V	33.5%	33.7%	37.9%	39.0%	31.8%	38.3%	26.5%	38.0%
%H		96.1%	51.6%	13.3%	65.5%	35.9%	29.6%	96.2%
Working part time	482	469	228	72	330	163	167	461
%V	16.2%	16.5%	16.8%	21.1%	16.1%	17.4%	14.9%	18.2%
%H		97.3%	47.3%	14.9%	68.5%	33.8%	34.6%	95.6%
Not working	1501	1419	617	136	1071	415	656	1109
%V	50.3%	49.8%	45.4%	39.9%	52.1%	44.3%	58.6%	43.8%
%H		94.5%	41.1%	9.1%	71.4%	27.6%	43.7%	73.9%
Housewife/Houseperson	2467	2359	1108	264	1704	741	963	2047
%V	82.7%	82.8%	81.5%	77.4%	82.9%	79.1%	86.1%	80.9%
%H		95.6%	44.9%	10.7%	69.1%	30.0%	39.0%	83.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Household level data

Table 19.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
AB	1658	1589	679	238	1209	543	666	1542
%V	24.6%	25.0%	25.1%	24.5%	25.4%	25.7%	25.2%	28.8%
%H (All HH)		95.8%	41.0%	14.4%	72.9%	32.8%	40.2%	93.0%
%H (TV HH)			42.7%	15.0%	76.1%	34.2%	41.9%	
C1	1714	1585	677	260	1173	544	629	1477
%V	25.4%	24.9%	25.0%	26.8%	24.6%	25.7%	23.8%	27.6%
%H (All HH)		92.5%	39.5%	15.2%	68.4%	31.7%	36.7%	86.2%
%H (TV HH)			42.7%	16.4%	74.0%	34.3%	39.7%	
C2	1527	1466	693	223	1098	546	552	1239
%V	22.7%	23.0%	25.6%	23.0%	23.1%	25.8%	20.9%	23.2%
%H (All HH)		96.0%	45.4%	14.6%	71.9%	35.8%	36.1%	81.1%
%H (TV HH)			47.3%	15.2%	74.9%	37.2%	37.7%	
D	1086	1029	423	160	752	318	434	733
%V	16.1%	16.2%	15.6%	16.5%	15.8%	15.0%	16.4%	13.7%
%H (All HH)		94.8%	39.0%	14.7%	69.2%	29.3%	40.0%	67.5%
%H (TV HH)			41.1%	15.5%	73.1%	30.9%	42.2%	
E	751	694	235	89	527	163	364	357
%V	11.1%	10.9%	8.7%	9.2%	11.1%	7.7%	13.8%	6.7%
%H (All HH)		92.4%	31.3%	11.9%	70.2%	21.7%	48.5%	47.5%
%H (TV HH)			33.9%	12.8%	75.9%	23.5%	52.4%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Under 25	334	274	101	36	183	71	112	302
%V	5.0%	4.3%	3.7%	3.7%	3.8%	3.4%	4.2%	5.6%
%H (All HH)		82.0%	30.2%	10.8%	54.8%	21.3%	33.5%	90.4%
%H (TV HH)			36.9%	13.1%	66.8%	25.9%	40.9%	
25 - 34	982	892	439	157	565	290	274	919
%V	14.6%	14.0%	16.2%	16.2%	11.9%	13.7%	10.4%	17.2%
%H (All HH)		90.8%	44.7%	16.0%	57.5%	29.5%	27.9%	93.6%
%H (TV HH)			49.2%	17.6%	63.3%	32.5%	30.7%	
35 - 44	1052	1002	510	180	698	390	307	988
%V	15.6%	15.7%	18.8%	18.6%	14.7%	18.4%	11.6%	18.5%
%H (All HH)		95.2%	48.5%	17.1%	66.3%	37.1%	29.2%	93.9%
%H (TV HH)			50.9%	18.0%	69.7%	38.9%	30.6%	
45 - 54	1279	1234	592	231	889	478	411	1168
%V	19.0%	19.4%	21.9%	23.8%	18.7%	22.6%	15.5%	21.8%
%H (All HH)		96.5%	46.3%	18.1%	69.5%	37.4%	32.1%	91.3%
%H (TV HH)			48.0%	18.7%	72.0%	38.7%	33.3%	
55 - 64	1127	1086	466	176	852	403	449	932
%V	16.7%	17.1%	17.2%	18.1%	17.9%	19.1%	17.0%	17.4%
%H (All HH)		96.4%	41.3%	15.6%	75.6%	35.8%	39.8%	82.7%
%H (TV HH)			42.9%	16.2%	78.5%	37.1%	41.3%	
65 +	1962	1876	600	190	1573	482	1091	1039
%V	29.1%	29.5%	22.2%	19.6%	33.0%	22.8%	41.2%	19.4%
%H (All HH)		95.6%	30.6%	9.7%	80.2%	24.6%	55.6%	53.0%
%H (TV HH)			32.0%	10.1%	83.8%	25.7%	58.2%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 19.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
1	2061	1875	538	210	1504	398	1106	1139
%V	30.6%	29.5%	19.9%	21.6%	31.6%	18.8%	41.8%	21.3%
%H (All HH)		91.0%	26.1%	10.2%	73.0%	19.3%	53.7%	55.3%
%H (TV HH)			28.7%	11.2%	80.2%	21.2%	59.0%	
2	2351	2253	989	328	1719	799	920	1988
%V	34.9%	35.4%	36.5%	33.8%	36.1%	37.8%	34.8%	37.2%
%H (All HH)		95.8%	42.1%	14.0%	73.1%	34.0%	39.1%	84.6%
%H (TV HH)			43.9%	14.6%	76.3%	35.5%	40.8%	
3	1035	997	510	195	687	395	292	975
%V	15.4%	15.7%	18.8%	20.1%	14.4%	18.7%	11.0%	18.2%
%H (All HH)		96.3%	49.3%	18.8%	66.4%	38.2%	28.2%	94.2%
%H (TV HH)			51.2%	19.6%	68.9%	39.6%	29.3%	
4	852	820	443	147	577	351	226	826
%V	12.6%	12.9%	16.4%	15.2%	12.1%	16.6%	8.5%	15.4%
%H (All HH)		96.2%	52.0%	17.3%	67.7%	41.2%	26.5%	96.9%
%H (TV HH)			54.0%	17.9%	70.4%	42.8%	27.6%	
5+	439	418	228	90	272	171	101	420
%V	6.5%	6.6%	8.4%	9.3%	5.7%	8.1%	3.8%	7.9%
%H (All HH)		95.2%	51.9%	20.5%	62.0%	39.0%	23.0%	95.7%
%H (TV HH)			54.5%	21.5%	65.1%	40.9%	24.2%	
Average HH size	2.33	2.35	2.61	2.62	2.27	2.61	1.99	2.55

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Household level data

Table 19.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Without	5032	4714	1844	666	3651	1476	2175	3729
%V	74.7%	74.1%	68.1%	68.7%	76.7%	69.8%	82.2%	69.7%
%H (All HH)		93.7%	36.6%	13.2%	72.6%	29.3%	43.2%	74.1%
%H (TV HH)			39.1%	14.1%	77.5%	31.3%	46.1%	
With	1705	1650	863	304	1109	638	471	1620
%V	25.3%	25.9%	31.9%	31.3%	23.3%	30.2%	17.8%	30.3%
%H (All HH)		96.8%	50.6%	17.8%	65.0%	37.4%	27.6%	95.0%
%H (TV HH)			52.3%	18.4%	67.2%	38.7%	28.5%	
0 - 3	646	621	320	102	398	208	190	602
%V	9.6%	9.8%	11.8%	10.5%	8.4%	9.8%	7.2%	11.3%
%H (All HH)		96.1%	49.5%	15.8%	61.6%	32.2%	29.4%	93.2%
%H (TV HH)			51.5%	16.4%	64.1%	33.5%	30.6%	
4 - 9	875	847	456	152	563	330	233	832
%V	13.0%	13.3%	16.8%	15.7%	11.8%	15.6%	8.8%	15.6%
%H (All HH)		96.8%	52.1%	17.4%	64.3%	37.7%	26.6%	95.1%
%H (TV HH)			53.8%	17.9%	66.5%	39.0%	27.5%	
10 - 15	783	760	403	154	529	323	206	751
%V	11.6%	11.9%	14.9%	15.9%	11.1%	15.3%	7.8%	14.0%
%H (All HH)		97.1%	51.5%	19.7%	67.6%	41.3%	26.3%	95.9%
%H (TV HH)			53.0%	20.3%	69.6%	42.5%	27.1%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Household level data

Table 19.5: 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	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
1	2593	2593	862	345	1754	429	1325	1801
%V	38.5%	40.8%	31.8%	35.6%	36.8%	20.3%	50.1%	33.7%
%H (All HH)		100.0%	33.2%	13.3%	67.6%	16.5%	51.1%	69.5%
%H (TV HH)			33.2%	13.3%	67.6%	16.5%	51.1%	
2	2171	2171	956	335	1688	804	885	1788
%V	32.2%	34.1%	35.3%	34.5%	35.5%	38.0%	33.4%	33.4%
%H (All HH)		100.0%	44.0%	15.4%	77.8%	37.0%	40.8%	82.4%
%H (TV HH)			44.0%	15.4%	77.8%	37.0%	40.8%	
3	989	989	530	171	798	503	295	915
%V	14.7%	15.5%	19.6%	17.6%	16.8%	23.8%	11.1%	17.1%
%H (All HH)		100.0%	53.6%	17.3%	80.7%	50.9%	29.8%	92.5%
%H (TV HH)			53.6%	17.3%	80.7%	50.9%	29.8%	
4	417	417	238	81	350	248	103	404
%V	6.2%	6.6%	8.8%	8.4%	7.4%	11.7%	3.9%	7.6%
%H (All HH)		100.0%	57.1%	19.4%	83.9%	59.5%	24.7%	96.9%
%H (TV HH)			57.1%	19.4%	83.9%	59.5%	24.7%	
5+	194	194	121	38	169	131	38	188
%V	2.9%	3.0%	4.5%	3.9%	3.6%	6.2%	1.4%	3.5%
%H (All HH)		100.0%	62.4%	19.6%	87.1%	67.5%	19.6%	96.9%
%H (TV HH)			62.4%	19.6%	87.1%	67.5%	19.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Household level data

Table 19.6: 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	6737	6363	2707	970	4760	2114	2646	5348
%V (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Under 20"	1333	1333	569	188	1128	556	572	1104
%V	19.8%	20.9%	21.0%	19.4%	23.7%	26.3%	21.6%	20.6%
%H (All HH)		100.0%	42.7%	14.1%	84.6%	41.7%	42.9%	82.8%
%H (TV HH)			42.7%	14.1%	84.6%	41.7%	42.9%	
20" - 29"	2385	2385	985	345	1938	894	1044	1899
%V	35.4%	37.5%	36.4%	35.6%	40.7%	42.3%	39.5%	35.5%
%H (All HH)		100.0%	41.3%	14.5%	81.3%	37.5%	43.8%	79.6%
%H (TV HH)			41.3%	14.5%	81.3%	37.5%	43.8%	
30" - 39"	3393	3393	1484	505	2618	1219	1399	2747
%V	50.4%	53.3%	54.8%	52.1%	55.0%	57.7%	52.9%	51.4%
%H (All HH)		100.0%	43.7%	14.9%	77.2%	35.9%	41.2%	81.0%
%H (TV HH)			43.7%	14.9%	77.2%	35.9%	41.2%	
40" and over	2997	2997	1598	567	2120	1281	839	2708
%V	44.5%	47.1%	59.0%	58.5%	44.5%	60.6%	31.7%	50.6%
%H (All HH)		100.0%	53.3%	18.9%	70.7%	42.7%	28.0%	90.4%
%H (TV HH)			53.3%	18.9%	70.7%	42.7%	28.0%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Household level data

Table 19.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Main living room	6283	6283	2688	962	4712	2105	2607	5032
%V	93.3%	98.7%	99.3%	99.2%	99.0%	99.6%	98.5%	94.1%
%H (All HH)		100.0%	42.8%	15.3%	75.0%	33.5%	41.5%	80.1%
%H (TV HH)			42.8%	15.3%	75.0%	33.5%	41.5%	
Kitchen	811	811	379	113	717	394	323	694
%V	12.0%	12.7%	14.0%	11.6%	15.1%	18.6%	12.2%	13.0%
%H (All HH)		100.0%	46.7%	13.9%	88.4%	48.6%	39.8%	85.6%
%H (TV HH)			46.7%	13.9%	88.4%	48.6%	39.8%	
Adult's bedroom	2720	2720	1341	474	2197	1281	916	2408
%V	40.4%	42.7%	49.5%	48.9%	46.2%	60.6%	34.6%	45.0%
%H (All HH)		100.0%	49.3%	17.4%	80.8%	47.1%	33.7%	88.5%
%H (TV HH)			49.3%	17.4%	80.8%	47.1%	33.7%	
Child's bedroom	658	658	388	126	479	335	144	635
%V	9.8%	10.3%	14.3%	13.0%	10.1%	15.8%	5.4%	11.9%
%H (All HH)		100.0%	59.0%	19.1%	72.8%	50.9%	21.9%	96.5%
%H (TV HH)			59.0%	19.1%	72.8%	50.9%	21.9%	
Other bedroom	312	312	171	54	259	171	88	289
%V	4.6%	4.9%	6.3%	5.6%	5.4%	8.1%	3.3%	5.4%
%H (All HH)		100.0%	54.8%	17.3%	83.0%	54.8%	28.2%	92.6%
%H (TV HH)			54.8%	17.3%	83.0%	54.8%	28.2%	
Second living/dining room	660	660	347	99	532	314	218	578
%V	9.8%	10.4%	12.8%	10.2%	11.2%	14.9%	8.2%	10.8%
%H (All HH)		100.0%	52.6%	15.0%	80.6%	47.6%	33.0%	87.6%
%H (TV HH)			52.6%	15.0%	80.6%	47.6%	33.0%	
Study/office	91	91	44	15	73	43	31	87
%V	1.4%	1.4%	1.6%	1.5%	1.5%	2.0%	1.2%	1.6%
%H (All HH)		100.0%	48.4%	16.5%	80.2%	47.3%	34.1%	95.6%
%H (TV HH)			48.4%	16.5%	80.2%	47.3%	34.1%	
TV room	41	41	22	7	32	19	13	39
%V	0.6%	0.6%	0.8%	0.7%	0.7%	0.9%	0.5%	0.7%
%H (All HH)		100.0%	53.7%	17.1%	78.0%	46.3%	31.7%	95.1%
%H (TV HH)			53.7%	17.1%	78.0%	46.3%	31.7%	
Conservatory	136	136	77	18	113	70	43	125
%V	2.0%	2.1%	2.8%	1.9%	2.4%	3.3%	1.6%	2.3%
%H (All HH)		100.0%	56.6%	13.2%	83.1%	51.5%	31.6%	91.9%
%H (TV HH)			56.6%	13.2%	83.1%	51.5%	31.6%	
Attic or loft room	19	19	10	3	16	9	6	19
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	52.6%	15.8%	84.2%	47.4%	31.6%	100.0%
%H (TV HH)			52.6%	15.8%	84.2%	47.4%	31.6%	
No specific location	7	7	3	1	6	3	2	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	42.9%	14.3%	85.7%	42.9%	28.6%	100.0%
%H (TV HH)			42.9%	14.3%	85.7%	42.9%	28.6%	
Other	43	43	21	8	35	21	14	40
%V	0.6%	0.7%	0.8%	0.8%	0.7%	1.0%	0.5%	0.7%
%H (All HH)		100.0%	48.8%	18.6%	81.4%	48.8%	32.6%	93.0%
%H (TV HH)			48.8%	18.6%	81.4%	48.8%	32.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Any DSAT provider	2707	2707	2707	50	1587	1587	0	2373
%V	40.2%	42.5%	100.0%	5.2%	33.3%	75.1%	0.0%	44.4%
%H (All HH)			100.0%	1.8%	58.6%	58.6%	0.0%	87.7%
%H (TV HH)			100.0%	1.8%	58.6%	58.6%	0.0%	
Sky with subcription	2152	2152	2152	21	1272	1272	0	1943
%V	31.9%	33.8%	79.5%	2.2%	26.7%	60.2%	0.0%	36.3%
%H (All HH)			100.0%	1.0%	59.1%	59.1%	0.0%	90.3%
%H (TV HH)			100.0%	1.0%	59.1%	59.1%	0.0%	
Sky without subscription	216	216	216	10	117	117	0	169
%V	3.2%	3.4%	8.0%	1.0%	2.5%	5.5%	0.0%	3.2%
%H (All HH)			100.0%	4.6%	54.2%	54.2%	0.0%	78.2%
%H (TV HH)			100.0%	4.6%	54.2%	54.2%	0.0%	
Freesat	361	361	361	15	212	212	0	295
%V	5.4%	5.7%	13.3%	1.5%	4.5%	10.0%	0.0%	5.5%
%H (All HH)			100.0%	4.2%	58.7%	58.7%	0.0%	81.7%
%H (TV HH)			100.0%	4.2%	58.7%	58.7%	0.0%	
Other satellite provider	70	70	70	4	41	41	0	58
%V	1.0%	1.1%	2.6%	0.4%	0.9%	1.9%	0.0%	1.1%
%H (All HH)			100.0%	5.7%	58.6%	58.6%	0.0%	82.9%
%H (TV HH)			100.0%	5.7%	58.6%	58.6%	0.0%	
DCAB	970	970	50	970	557	557	0	871
%V	14.4%	15.2%	1.8%	100.0%	11.7%	26.3%	0.0%	16.3%
%H (All HH)			5.2%	100.0%	57.4%	57.4%	0.0%	89.8%
%H (TV HH)			5.2%	100.0%	57.4%	57.4%	0.0%	
DTT	4760	4760	1587	557	4760	2114	2646	3713
%V	70.7%	74.8%	58.6%	57.4%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	33.3%	11.7%	100.0%	44.4%	55.6%	78.0%
%H (TV HH)			33.3%	11.7%	100.0%	44.4%	55.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Household level data

Table 19.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
PVR	3955	3955	2253	801	2743	1802	941	3538
%V	58.7%	62.2%	83.2%	82.6%	57.6%	85.2%	35.6%	66.2%
%H (All HH)		100.0%	57.0%	20.3%	69.4%	45.6%	23.8%	89.5%
%H (TV HH)			57.0%	20.3%	69.4%	45.6%	23.8%	
DVDR	213	213	86	30	183	82	101	181
%V	3.2%	3.3%	3.2%	3.1%	3.8%	3.9%	3.8%	3.4%
%H (All HH)		100.0%	40.4%	14.1%	85.9%	38.5%	47.4%	85.0%
%H (TV HH)			40.4%	14.1%	85.9%	38.5%	47.4%	
VCR	104	104	30	14	88	27	61	67
%V	1.5%	1.6%	1.1%	1.4%	1.8%	1.3%	2.3%	1.3%
%H (All HH)		100.0%	28.8%	13.5%	84.6%	26.0%	58.7%	64.4%
%H (TV HH)			28.8%	13.5%	84.6%	26.0%	58.7%	
Any recorder	4081	4081	2277	808	2856	1818	1038	3617
%V	60.6%	64.1%	84.1%	83.3%	60.0%	86.0%	39.2%	67.6%
%H (All HH)		100.0%	55.8%	19.8%	70.0%	44.5%	25.4%	88.6%
%H (TV HH)			55.8%	19.8%	70.0%	44.5%	25.4%	
Receives HDTV (via STB or built-in reception)	3634	3634	1850	737	2645	1557	1088	3270
%V	53.9%	57.1%	68.3%	76.0%	55.6%	73.7%	41.1%	61.1%
%H (All HH)		100.0%	50.9%	20.3%	72.8%	42.8%	29.9%	90.0%
%H (TV HH)			50.9%	20.3%	72.8%	42.8%	29.9%	
DVD/Blu-ray player or recorder	4857	4857	2183	770	3698	1774	1924	4079
%V	72.1%	76.3%	80.6%	79.4%	77.7%	83.9%	72.7%	76.3%
%H (All HH)		100.0%	44.9%	15.9%	76.1%	36.5%	39.6%	84.0%
%H (TV HH)			44.9%	15.9%	76.1%	36.5%	39.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Household level data

Table 19.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6737	6363	2707	970	4760	2114	2646	5348
%H (All HH)		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%
%H (TV HH)			42.5%	15.2%	74.8%	33.2%	41.6%	
Has broadband internet	5348	5096	2373	871	3713	1899	1814	5348
%V	79.4%	80.1%	87.7%	89.8%	78.0%	89.8%	68.6%	100.0%
%H (All HH)		95.3%	44.4%	16.3%	69.4%	35.5%	33.9%	100.0%
%H (TV HH)			46.6%	17.1%	72.9%	37.3%	35.6%	
Number of computers (PCs and laptops)								
0	1432	1315	370	109	1075	240	835	168
%V	21.3%	20.7%	13.7%	11.2%	22.6%	11.4%	31.6%	3.1%
%H (All HH)		91.8%	25.8%	7.6%	75.1%	16.8%	58.3%	11.7%
%H (TV HH)			28.1%	8.3%	81.7%	18.3%	63.5%	
1	1912	1777	703	276	1317	543	775	1812
%V	28.4%	27.9%	26.0%	28.5%	27.7%	25.7%	29.3%	33.9%
%H (All HH)		92.9%	36.8%	14.4%	68.9%	28.4%	40.5%	94.8%
%H (TV HH)			39.6%	15.5%	74.1%	30.6%	43.6%	
2	1493	1436	683	239	1027	526	501	1476
%V	22.2%	22.6%	25.2%	24.6%	21.6%	24.9%	18.9%	27.6%
%H (All HH)		96.2%	45.7%	16.0%	68.8%	35.2%	33.6%	98.9%
%H (TV HH)			47.6%	16.6%	71.5%	36.6%	34.9%	
3	871	844	436	143	613	350	262	867
%V	12.9%	13.3%	16.1%	14.7%	12.9%	16.6%	9.9%	16.2%
%H (All HH)		96.9%	50.1%	16.4%	70.4%	40.2%	30.1%	99.5%
%H (TV HH)			51.7%	16.9%	72.6%	41.5%	31.0%	
4	488	470	238	98	344	210	134	485
%V	7.2%	7.4%	8.8%	10.1%	7.2%	9.9%	5.1%	9.1%
%H (All HH)		96.3%	48.8%	20.1%	70.5%	43.0%	27.5%	99.4%
%H (TV HH)			50.6%	20.9%	73.2%	44.7%	28.5%	
5+	542	522	277	105	384	245	139	540
%V	8.0%	8.2%	10.2%	10.8%	8.1%	11.6%	5.3%	10.1%
%H (All HH)		96.3%	51.1%	19.4%	70.8%	45.2%	25.6%	99.6%
%H (TV HH)			53.1%	20.1%	73.6%	46.9%	26.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	12615	5972	2056	9840	5246	4594	10751
%H		47.3%	16.3%	78.0%	41.6%	36.4%	85.2%
Under 20"	1682	740	244	1435	740	695	1424
%V	13.3%	12.4%	11.9%	14.6%	14.1%	15.1%	13.2%
%H		44.0%	14.5%	85.3%	44.0%	41.3%	84.7%
20" - 29"	3055	1307	464	2513	1234	1279	2493
%V	24.2%	21.9%	22.6%	25.5%	23.5%	27.8%	23.2%
%H		42.8%	15.2%	82.3%	40.4%	41.9%	81.6%
30" - 39"	4084	1867	637	3170	1586	1584	3394
%V	32.4%	31.3%	31.0%	32.2%	30.2%	34.5%	31.6%
%H		45.7%	15.6%	77.6%	38.8%	38.8%	83.1%
40" and over	3594	1968	690	2557	1607	951	3287
%V	28.5%	33.0%	33.6%	26.0%	30.6%	20.7%	30.6%
%H		54.8%	19.2%	71.1%	44.7%	26.5%	91.5%
Don't know	200	92	21	164	79	86	152
%V	1.6%	1.5%	1.0%	1.7%	1.5%	1.9%	1.4%
%H		46.0%	10.5%	82.0%	39.5%	43.0%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	12615	5972	2056	9840	5246	4594	10751
%H		47.3%	16.3%	78.0%	41.6%	36.4%	85.2%
Main living room	6315	2705	966	4733	2116	2617	5058
%V	50.1%	45.3%	47.0%	48.1%	40.3%	57.0%	47.0%
%H		42.8%	15.3%	74.9%	33.5%	41.4%	80.1%
Kitchen	815	382	114	721	396	325	697
%V	6.5%	6.4%	5.5%	7.3%	7.5%	7.1%	6.5%
%H		46.9%	14.0%	88.5%	48.6%	39.9%	85.5%
Adult's bedroom	3217	1619	583	2616	1579	1037	2888
%V	25.5%	27.1%	28.4%	26.6%	30.1%	22.6%	26.9%
%H		50.3%	18.1%	81.3%	49.1%	32.2%	89.8%
Child's bedroom	890	528	176	646	460	185	861
%V	7.1%	8.8%	8.6%	6.6%	8.8%	4.0%	8.0%
%H		59.3%	19.8%	72.6%	51.7%	20.8%	96.7%
Other bedroom	366	204	64	304	204	99	339
%V	2.9%	3.4%	3.1%	3.1%	3.9%	2.2%	3.2%
%H		55.7%	17.5%	83.1%	55.7%	27.0%	92.6%
Second living/dining room	668	352	100	539	319	220	586
%V	5.3%	5.9%	4.9%	5.5%	6.1%	4.8%	5.5%
%H		52.7%	15.0%	80.7%	47.8%	32.9%	87.7%
Study/office	93	46	15	75	44	31	89
%V	0.7%	0.8%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		49.5%	16.1%	80.6%	47.3%	33.3%	95.7%
TV room	41	22	7	33	19	14	39
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		53.7%	17.1%	80.5%	46.3%	34.1%	95.1%
Conservatory	138	79	18	114	72	43	126
%V	1.1%	1.3%	0.9%	1.2%	1.4%	0.9%	1.2%
%H		57.2%	13.0%	82.6%	52.2%	31.2%	91.3%
Attic or loft room	19	10	3	16	9	6	19
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		52.6%	15.8%	84.2%	47.4%	31.6%	100.0%
No specific location	8	4	1	6	4	2	8
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	12.5%	75.0%	50.0%	25.0%	100.0%
Other	45	22	8	37	23	14	41
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		48.9%	17.8%	82.2%	51.1%	31.1%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	12615	5972	2056	9840	5246	4594	10751
%H		47.3%	16.3%	78.0%	41.6%	36.4%	85.2%
PVR	5080	3038	1048	3450	2394	1056	4607
%V	40.3%	50.9%	51.0%	35.1%	45.6%	23.0%	42.9%
%H		59.8%	20.6%	67.9%	47.1%	20.8%	90.7%
DVDR	226	91	31	194	88	107	192
%V	1.8%	1.5%	1.5%	2.0%	1.7%	2.3%	1.8%
%H		40.3%	13.7%	85.8%	38.9%	47.3%	85.0%
VCR	111	32	15	95	30	66	71
%V	0.9%	0.5%	0.7%	1.0%	0.6%	1.4%	0.7%
%H		28.8%	13.5%	85.6%	27.0%	59.5%	64.0%
Any recorder	5250	3081	1064	3605	2435	1170	4722
%V	41.6%	51.6%	51.8%	36.6%	46.4%	25.5%	43.9%
%H		58.7%	20.3%	68.7%	46.4%	22.3%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	12615	5972	2056	9840	5246	4594	10751
%H		47.3%	16.3%	78.0%	41.6%	36.4%	85.2%
Receives HDTV (via STB or built-in reception)	5085	2643	1068	3759	2322	1437	4645
%V	40.3%	44.3%	51.9%	38.2%	44.3%	31.3%	43.2%
%H		52.0%	21.0%	73.9%	45.7%	28.3%	91.3%
DVD/Blu-ray player or recorder	6937	3295	1164	5449	2920	2528	6021
%V	55.0%	55.2%	56.6%	55.4%	55.7%	55.0%	56.0%
%H		47.5%	16.8%	78.5%	42.1%	36.4%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6347	2705	968	4756	2113	2643	5083
%V		42.6%	15.3%	74.9%	33.3%	41.6%	80.1%
%H							
Under 20"	132	20	8	110	14	96	82
%V	2.1%	0.7%	0.8%	2.3%	0.7%	3.6%	1.6%
%H		15.2%	6.1%	83.3%	10.6%	72.7%	62.1%
20" - 29"	826	199	82	672	141	530	512
%V	13.0%	7.4%	8.5%	14.1%	6.7%	20.1%	10.1%
%H		24.1%	9.9%	81.4%	17.1%	64.2%	62.0%
30" - 39"	2413	912	321	1875	707	1168	1824
%V	38.0%	33.7%	33.2%	39.4%	33.5%	44.2%	35.9%
%H		37.8%	13.3%	77.7%	29.3%	48.4%	75.6%
40" and over	2886	1542	550	2031	1229	801	2605
%V	45.5%	57.0%	56.8%	42.7%	58.2%	30.3%	51.2%
%H		53.4%	19.1%	70.4%	42.6%	27.8%	90.3%
Don't know	90	32	8	69	21	47	60
%V	1.4%	1.2%	0.8%	1.5%	1.0%	1.8%	1.2%
%H		35.6%	8.9%	76.7%	23.3%	52.2%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6347	2705	968	4756	2113	2643	5083
%H		42.6%	15.3%	74.9%	33.3%	41.6%	80.1%
PVR	3872	2216	792	2669	1766	903	3463
%V	61.0%	81.9%	81.8%	56.1%	83.6%	34.2%	68.1%
%H		57.2%	20.5%	68.9%	45.6%	23.3%	89.4%
DVDR	179	66	23	152	60	92	149
%V	2.8%	2.4%	2.4%	3.2%	2.8%	3.5%	2.9%
%H		36.9%	12.8%	84.9%	33.5%	51.4%	83.2%
VCR	84	25	10	71	20	51	53
%V	1.3%	0.9%	1.0%	1.5%	0.9%	1.9%	1.0%
%H		29.8%	11.9%	84.5%	23.8%	60.7%	63.1%
Any recorder	3993	2240	798	2777	1783	994	3538
%V	62.9%	82.8%	82.4%	58.4%	84.4%	37.6%	69.6%
%H		56.1%	20.0%	69.5%	44.7%	24.9%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6347	2705	968	4756	2113	2643	5083
%H		42.6%	15.3%	74.9%	33.3%	41.6%	80.1%
Receives HDTV (via STB or built-in reception)	3533	1806	720	2552	1507	1045	3179
%V	55.7%	66.8%	74.4%	53.7%	71.3%	39.5%	62.5%
%H		51.1%	20.4%	72.2%	42.7%	29.6%	90.0%
DVD/Blu-ray player or recorder	4514	2018	713	3406	1602	1804	3771
%V	71.1%	74.6%	73.7%	71.6%	75.8%	68.3%	74.2%
%H		44.7%	15.8%	75.5%	35.5%	40.0%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6267	3267	1088	5084	3133	1951	5669
%H		52.1%	17.4%	81.1%	50.0%	31.1%	90.5%
Under 20"	1549	720	236	1325	726	599	1342
%V	24.7%	22.0%	21.7%	26.1%	23.2%	30.7%	23.7%
%H		46.5%	15.2%	85.5%	46.9%	38.7%	86.6%
20" - 29"	2229	1107	382	1842	1093	749	1981
%V	35.6%	33.9%	35.1%	36.2%	34.9%	38.4%	34.9%
%H		49.7%	17.1%	82.6%	49.0%	33.6%	88.9%
30" - 39"	1671	955	316	1295	879	416	1570
%V	26.7%	29.2%	29.0%	25.5%	28.1%	21.3%	27.7%
%H		57.2%	18.9%	77.5%	52.6%	24.9%	94.0%
40" and over	707	426	140	527	377	149	683
%V	11.3%	13.0%	12.9%	10.4%	12.0%	7.6%	12.0%
%H		60.3%	19.8%	74.5%	53.3%	21.1%	96.6%
Don't know	110	60	13	96	58	38	93
%V	1.8%	1.8%	1.2%	1.9%	1.9%	1.9%	1.6%
%H		54.5%	11.8%	87.3%	52.7%	34.5%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6267	3267	1088	5084	3133	1951	5669
%H		52.1%	17.4%	81.1%	50.0%	31.1%	90.5%
PVR	1207	822	256	781	628	153	1144
%V	19.3%	25.2%	23.5%	15.4%	20.0%	7.8%	20.2%
%H		68.1%	21.2%	64.7%	52.0%	12.7%	94.8%
DVDR	46	25	8	43	28	15	43
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.8%	0.8%
%H		54.3%	17.4%	93.5%	60.9%	32.6%	93.5%
VCR	27	7	5	24	9	15	18
%V	0.4%	0.2%	0.5%	0.5%	0.3%	0.8%	0.3%
%H		25.9%	18.5%	88.9%	33.3%	55.6%	66.7%
Any recorder	1258	840	266	828	652	176	1184
%V	20.1%	25.7%	24.4%	16.3%	20.8%	9.0%	20.9%
%H		66.8%	21.1%	65.8%	51.8%	14.0%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6267	3267	1088	5084	3133	1951	5669
%H		52.1%	17.4%	81.1%	50.0%	31.1%	90.5%
Receives HDTV (via STB or built-in reception)	1553	837	348	1207	815	392	1466
%V	24.8%	25.6%	32.0%	23.7%	26.0%	20.1%	25.9%
%H		53.9%	22.4%	77.7%	52.5%	25.2%	94.4%
DVD/Blu-ray player or recorder	2423	1277	451	2043	1318	725	2250
%V	38.7%	39.1%	41.5%	40.2%	42.1%	37.2%	39.7%
%H		52.7%	18.6%	84.3%	54.4%	29.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15683	14948	7067	2539	10795	5521	5274	13650
%H		95.3%	45.1%	16.2%	68.8%	35.2%	33.6%	87.0%
Total Children	2976	2883	1524	537	1919	1111	808	2819
%V	19.0%	19.3%	21.6%	21.2%	17.8%	20.1%	15.3%	20.7%
%H		96.9%	51.2%	18.0%	64.5%	37.3%	27.2%	94.7%
0 - 3	759	731	375	121	464	240	224	705
%V	4.8%	4.9%	5.3%	4.8%	4.3%	4.3%	4.2%	5.2%
%H		96.3%	49.4%	15.9%	61.1%	31.6%	29.5%	92.9%
4 - 15	2217	2152	1148	416	1454	871	583	2114
%V	14.1%	14.4%	16.2%	16.4%	13.5%	15.8%	11.1%	15.5%
%H		97.1%	51.8%	18.8%	65.6%	39.3%	26.3%	95.4%
4 - 9	1165	1130	607	207	745	437	308	1108
%V	7.4%	7.6%	8.6%	8.2%	6.9%	7.9%	5.8%	8.1%
%H		97.0%	52.1%	17.8%	63.9%	37.5%	26.4%	95.1%
10 - 15	1052	1022	541	209	709	434	275	1006
%V	6.7%	6.8%	7.7%	8.2%	6.6%	7.9%	5.2%	7.4%
%H		97.1%	51.4%	19.9%	67.4%	41.3%	26.1%	95.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15683	14948	7067	2539	10795	5521	5274	13650
%H		95.3%	45.1%	16.2%	68.8%	35.2%	33.6%	87.0%
Total Adults (16+)	12707	12066	5543	2002	8876	4410	4466	10831
%V	81.0%	80.7%	78.4%	78.8%	82.2%	79.9%	84.7%	79.3%
%H		95.0%	43.6%	15.8%	69.9%	34.7%	35.1%	85.2%
16 - 19	729	680	351	137	489	299	189	703
%V	4.6%	4.5%	5.0%	5.4%	4.5%	5.4%	3.6%	5.2%
%H		93.3%	48.1%	18.8%	67.1%	41.0%	25.9%	96.4%
20 - 24	1028	910	399	178	620	324	296	975
%V	6.6%	6.1%	5.6%	7.0%	5.7%	5.9%	5.6%	7.1%
%H		88.5%	38.8%	17.3%	60.3%	31.5%	28.8%	94.8%
25 - 34	1971	1815	908	339	1174	645	529	1865
%V	12.6%	12.1%	12.8%	13.4%	10.9%	11.7%	10.0%	13.7%
%H		92.1%	46.1%	17.2%	59.6%	32.7%	26.8%	94.6%
35 - 44	1910	1825	962	329	1253	721	532	1806
%V	12.2%	12.2%	13.6%	13.0%	11.6%	13.1%	10.1%	13.2%
%H		95.5%	50.4%	17.2%	65.6%	37.7%	27.9%	94.6%
45 - 54	2227	2161	1073	418	1556	880	676	2077
%V	14.2%	14.5%	15.2%	16.5%	14.4%	15.9%	12.8%	15.2%
%H		97.0%	48.2%	18.8%	69.9%	39.5%	30.4%	93.3%
55 - 64	1856	1800	831	294	1382	696	686	1603
%V	11.8%	12.0%	11.8%	11.6%	12.8%	12.6%	13.0%	11.7%
%H		97.0%	44.8%	15.8%	74.5%	37.5%	37.0%	86.4%
65+	2985	2874	1019	307	2402	845	1557	1803
%V	19.0%	19.2%	14.4%	12.1%	22.3%	15.3%	29.5%	13.2%
%H		96.3%	34.1%	10.3%	80.5%	28.3%	52.2%	60.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12707	12066	5543	2002	8876	4410	4466	10831
%H		95.0%	43.6%	15.8%	69.9%	34.7%	35.1%	85.2%
AB	3318	3198	1456	506	2403	1169	1234	3153
%V	26.1%	26.5%	26.3%	25.3%	27.1%	26.5%	27.6%	29.1%
%H		96.4%	43.9%	15.3%	72.4%	35.2%	37.2%	95.0%
C1	3269	3022	1390	536	2200	1128	1072	2952
%V	25.7%	25.0%	25.1%	26.8%	24.8%	25.6%	24.0%	27.3%
%H		92.4%	42.5%	16.4%	67.3%	34.5%	32.8%	90.3%
C2	3073	2970	1478	498	2201	1198	1004	2645
%V	24.2%	24.6%	26.7%	24.9%	24.8%	27.2%	22.5%	24.4%
%H		96.6%	48.1%	16.2%	71.6%	39.0%	32.7%	86.1%
D	1995	1894	863	323	1338	659	679	1511
%V	15.7%	15.7%	15.6%	16.1%	15.1%	14.9%	15.2%	14.0%
%H		94.9%	43.3%	16.2%	67.1%	33.0%	34.0%	75.7%
E	1052	981	357	139	733	256	477	570
%V	8.3%	8.1%	6.4%	6.9%	8.3%	5.8%	10.7%	5.3%
%H		93.3%	33.9%	13.2%	69.7%	24.3%	45.3%	54.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12707	12066	5543	2002	8876	4410	4466	10831
%H		95.0%	43.6%	15.8%	69.9%	34.7%	35.1%	85.2%
Working full time	5704	5471	2762	1021	3835	2173	1662	5420
%V	44.9%	45.3%	49.8%	51.0%	43.2%	49.3%	37.2%	50.0%
%H		95.9%	48.4%	17.9%	67.2%	38.1%	29.1%	95.0%
Working part time	1327	1284	610	232	946	505	440	1237
%V	10.4%	10.6%	11.0%	11.6%	10.7%	11.5%	9.9%	11.4%
%H		96.8%	46.0%	17.5%	71.3%	38.1%	33.2%	93.2%
Not working	5675	5310	2172	749	4096	1732	2364	4174
%V	44.7%	44.0%	39.2%	37.4%	46.1%	39.3%	52.9%	38.5%
%H		93.6%	38.3%	13.2%	72.2%	30.5%	41.7%	73.6%
Housewife/Houseperson	6737	6363	2707	970	4760	2114	2646	5348
%V	53.0%	52.7%	48.8%	48.5%	53.6%	47.9%	59.2%	49.4%
%H		94.4%	40.2%	14.4%	70.7%	31.4%	39.3%	79.4%

Base: ITV MidWest - 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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ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6214	5863	2768	983	4265	2189	2076	5384
%H		94.4%	44.5%	15.8%	68.6%	35.2%	33.4%	86.6%
16 - 19	374	351	180	75	251	155	96	363
%V	6.0%	6.0%	6.5%	7.6%	5.9%	7.1%	4.6%	6.7%
%H		93.9%	48.1%	20.1%	67.1%	41.4%	25.7%	97.1%
20 - 24	519	454	208	83	301	158	142	498
%V	8.4%	7.7%	7.5%	8.4%	7.1%	7.2%	6.8%	9.2%
%H		87.5%	40.1%	16.0%	58.0%	30.4%	27.4%	96.0%
25 - 34	988	900	442	174	586	322	264	934
%V	15.9%	15.4%	16.0%	17.7%	13.7%	14.7%	12.7%	17.3%
%H		91.1%	44.7%	17.6%	59.3%	32.6%	26.7%	94.5%
35 - 44	941	889	470	157	602	342	261	881
%V	15.1%	15.2%	17.0%	16.0%	14.1%	15.6%	12.6%	16.4%
%H		94.5%	49.9%	16.7%	64.0%	36.3%	27.7%	93.6%
45 - 54	1102	1062	535	203	761	433	328	1021
%V	17.7%	18.1%	19.3%	20.7%	17.8%	19.8%	15.8%	19.0%
%H		96.4%	48.5%	18.4%	69.1%	39.3%	29.8%	92.6%
55 - 64	914	882	404	141	672	333	339	785
%V	14.7%	15.0%	14.6%	14.3%	15.8%	15.2%	16.3%	14.6%
%H		96.5%	44.2%	15.4%	73.5%	36.4%	37.1%	85.9%
65+	1376	1324	530	150	1093	446	647	903
%V	22.1%	22.6%	19.1%	15.3%	25.6%	20.4%	31.2%	16.8%
%H		96.2%	38.5%	10.9%	79.4%	32.4%	47.0%	65.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6214	5863	2768	983	4265	2189	2076	5384
%H		94.4%	44.5%	15.8%	68.6%	35.2%	33.4%	86.6%
AB	1675	1612	752	256	1206	601	606	1601
%V	27.0%	27.5%	27.2%	26.0%	28.3%	27.5%	29.2%	29.7%
%H		96.2%	44.9%	15.3%	72.0%	35.9%	36.2%	95.6%
C1	1549	1421	677	260	1011	545	466	1429
%V	24.9%	24.2%	24.5%	26.4%	23.7%	24.9%	22.4%	26.5%
%H		91.7%	43.7%	16.8%	65.3%	35.2%	30.1%	92.3%
C2	1637	1572	784	258	1159	626	533	1390
%V	26.3%	26.8%	28.3%	26.2%	27.2%	28.6%	25.7%	25.8%
%H		96.0%	47.9%	15.8%	70.8%	38.2%	32.6%	84.9%
D	937	880	416	150	612	313	299	731
%V	15.1%	15.0%	15.0%	15.3%	14.3%	14.3%	14.4%	13.6%
%H		93.9%	44.4%	16.0%	65.3%	33.4%	31.9%	78.0%
E	417	377	140	59	277	104	174	234
%V	6.7%	6.4%	5.1%	6.0%	6.5%	4.8%	8.4%	4.3%
%H		90.4%	33.6%	14.1%	66.4%	24.9%	41.7%	56.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6214	5863	2768	983	4265	2189	2076	5384
%H		94.4%	44.5%	15.8%	68.6%	35.2%	33.4%	86.6%
Working full time	3559	3404	1727	626	2379	1342	1037	3366
%V	57.3%	58.1%	62.4%	63.7%	55.8%	61.3%	50.0%	62.5%
%H		95.6%	48.5%	17.6%	66.8%	37.7%	29.1%	94.6%
Working part time	276	257	113	48	183	88	94	242
%V	4.4%	4.4%	4.1%	4.9%	4.3%	4.0%	4.5%	4.5%
%H		93.1%	40.9%	17.4%	66.3%	31.9%	34.1%	87.7%
Not working	2379	2201	928	309	1704	758	945	1777
%V	38.3%	37.5%	33.5%	31.4%	40.0%	34.6%	45.5%	33.0%
%H		92.5%	39.0%	13.0%	71.6%	31.9%	39.7%	74.7%
Housewife/Houseperson	1435	1291	491	182	965	368	597	1006
%V	23.1%	22.0%	17.7%	18.5%	22.6%	16.8%	28.8%	18.7%
%H		90.0%	34.2%	12.7%	67.2%	25.6%	41.6%	70.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6493	6203	2775	1019	4611	2221	2390	5447
%H		95.5%	42.7%	15.7%	71.0%	34.2%	36.8%	83.9%
16 - 19	355	329	171	62	238	144	94	340
%V	5.5%	5.3%	6.2%	6.1%	5.2%	6.5%	3.9%	6.2%
%H		92.7%	48.2%	17.5%	67.0%	40.6%	26.5%	95.8%
20 - 24	509	456	192	95	319	165	154	477
%V	7.8%	7.4%	6.9%	9.3%	6.9%	7.4%	6.4%	8.8%
%H		89.6%	37.7%	18.7%	62.7%	32.4%	30.3%	93.7%
25 - 34	983	915	467	166	588	323	265	931
%V	15.1%	14.8%	16.8%	16.3%	12.8%	14.5%	11.1%	17.1%
%H		93.1%	47.5%	16.9%	59.8%	32.9%	27.0%	94.7%
35 - 44	969	936	492	172	651	379	271	925
%V	14.9%	15.1%	17.7%	16.9%	14.1%	17.1%	11.3%	17.0%
%H		96.6%	50.8%	17.8%	67.2%	39.1%	28.0%	95.5%
45 - 54	1126	1099	538	215	796	447	349	1056
%V	17.3%	17.7%	19.4%	21.1%	17.3%	20.1%	14.6%	19.4%
%H		97.6%	47.8%	19.1%	70.7%	39.7%	31.0%	93.8%
55 - 64	942	919	427	153	710	364	347	817
%V	14.5%	14.8%	15.4%	15.0%	15.4%	16.4%	14.5%	15.0%
%H		97.6%	45.3%	16.2%	75.4%	38.6%	36.8%	86.7%
65+	1609	1550	489	157	1309	399	910	900
%V	24.8%	25.0%	17.6%	15.4%	28.4%	18.0%	38.1%	16.5%
%H		96.3%	30.4%	9.8%	81.4%	24.8%	56.6%	55.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6493	6203	2775	1019	4611	2221	2390	5447
%H		95.5%	42.7%	15.7%	71.0%	34.2%	36.8%	83.9%
AB	1643	1586	704	250	1197	569	629	1552
%V	25.3%	25.6%	25.4%	24.5%	26.0%	25.6%	26.3%	28.5%
%H		96.5%	42.8%	15.2%	72.9%	34.6%	38.3%	94.5%
C1	1721	1602	713	276	1189	583	606	1523
%V	26.5%	25.8%	25.7%	27.1%	25.8%	26.2%	25.4%	28.0%
%H		93.1%	41.4%	16.0%	69.1%	33.9%	35.2%	88.5%
C2	1435	1398	694	240	1042	572	471	1255
%V	22.1%	22.5%	25.0%	23.6%	22.6%	25.8%	19.7%	23.0%
%H		97.4%	48.4%	16.7%	72.6%	39.9%	32.8%	87.5%
D	1059	1013	447	173	727	346	381	780
%V	16.3%	16.3%	16.1%	17.0%	15.8%	15.6%	15.9%	14.3%
%H		95.7%	42.2%	16.3%	68.6%	32.7%	36.0%	73.7%
E	635	604	217	80	456	152	304	336
%V	9.8%	9.7%	7.8%	7.9%	9.9%	6.8%	12.7%	6.2%
%H		95.1%	34.2%	12.6%	71.8%	23.9%	47.9%	52.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6493	6203	2775	1019	4611	2221	2390	5447
%H		95.5%	42.7%	15.7%	71.0%	34.2%	36.8%	83.9%
Working full time	2146	2067	1034	395	1456	831	625	2054
%V	33.1%	33.3%	37.3%	38.8%	31.6%	37.4%	26.2%	37.7%
%H		96.3%	48.2%	18.4%	67.8%	38.7%	29.1%	95.7%
Working part time	1051	1026	497	184	763	417	346	995
%V	16.2%	16.5%	17.9%	18.1%	16.5%	18.8%	14.5%	18.3%
%H		97.6%	47.3%	17.5%	72.6%	39.7%	32.9%	94.7%
Not working	3296	3109	1244	440	2392	973	1419	2398
%V	50.8%	50.1%	44.8%	43.2%	51.9%	43.8%	59.4%	44.0%
%H		94.3%	37.7%	13.3%	72.6%	29.5%	43.1%	72.8%
Housewife/Houseperson	5302	5073	2216	788	3795	1747	2049	4342
%V	81.7%	81.8%	79.9%	77.3%	82.3%	78.7%	85.7%	79.7%
%H		95.7%	41.8%	14.9%	71.6%	32.9%	38.6%	81.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
AB	975	926	408	155	656	298	358	917
%V	32.1%	32.4%	34.4%	34.0%	32.3%	35.8%	30.0%	35.8%
%H (All HH)		95.0%	41.8%	15.9%	67.3%	30.6%	36.7%	94.1%
%H (TV HH)			44.1%	16.7%	70.8%	32.2%	38.7%	
C1	879	827	352	127	569	231	338	770
%V	29.0%	28.9%	29.7%	27.9%	28.1%	27.7%	28.3%	30.1%
%H (All HH)		94.1%	40.0%	14.4%	64.7%	26.3%	38.5%	87.6%
%H (TV HH)			42.6%	15.4%	68.8%	27.9%	40.9%	
C2	566	541	234	96	387	180	208	482
%V	18.6%	18.9%	19.7%	21.1%	19.1%	21.6%	17.4%	18.8%
%H (All HH)		95.6%	41.3%	17.0%	68.4%	31.8%	36.7%	85.2%
%H (TV HH)			43.3%	17.7%	71.5%	33.3%	38.4%	
D	385	360	132	54	259	88	170	264
%V	12.7%	12.6%	11.1%	11.8%	12.8%	10.6%	14.2%	10.3%
%H (All HH)		93.5%	34.3%	14.0%	67.3%	22.9%	44.2%	68.6%
%H (TV HH)			36.7%	15.0%	71.9%	24.4%	47.2%	
E	230	208	61	25	157	36	121	124
%V	7.6%	7.3%	5.1%	5.5%	7.7%	4.3%	10.1%	4.8%
%H (All HH)		90.4%	26.5%	10.9%	68.3%	15.7%	52.6%	53.9%
%H (TV HH)			29.3%	12.0%	75.5%	17.3%	58.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Under 25	109	91	32	13	58	19	39	100
%V	3.6%	3.2%	2.7%	2.9%	2.9%	2.3%	3.3%	3.9%
%H (All HH)		83.5%	29.4%	11.9%	53.2%	17.4%	35.8%	91.7%
%H (TV HH)			35.2%	14.3%	63.7%	20.9%	42.9%	
25 - 34	418	378	193	58	215	102	113	402
%V	13.8%	13.2%	16.3%	12.7%	10.6%	12.2%	9.5%	15.7%
%H (All HH)		90.4%	46.2%	13.9%	51.4%	24.4%	27.0%	96.2%
%H (TV HH)			51.1%	15.3%	56.9%	27.0%	29.9%	
35 - 44	506	469	232	89	286	143	143	488
%V	16.7%	16.4%	19.6%	19.5%	14.1%	17.2%	12.0%	19.1%
%H (All HH)		92.7%	45.8%	17.6%	56.5%	28.3%	28.3%	96.4%
%H (TV HH)			49.5%	19.0%	61.0%	30.5%	30.5%	
45 - 54	598	574	270	111	403	210	194	563
%V	19.7%	20.1%	22.8%	24.3%	19.9%	25.2%	16.2%	22.0%
%H (All HH)		96.0%	45.2%	18.6%	67.4%	35.1%	32.4%	94.1%
%H (TV HH)			47.0%	19.3%	70.2%	36.6%	33.8%	
55 - 64	501	475	181	93	356	156	200	452
%V	16.5%	16.6%	15.3%	20.4%	17.6%	18.7%	16.7%	17.7%
%H (All HH)		94.8%	36.1%	18.6%	71.1%	31.1%	39.9%	90.2%
%H (TV HH)			38.1%	19.6%	74.9%	32.8%	42.1%	
65 +	904	876	277	92	710	202	507	552
%V	29.8%	30.6%	23.4%	20.2%	35.0%	24.2%	42.4%	21.6%
%H (All HH)		96.9%	30.6%	10.2%	78.5%	22.3%	56.1%	61.1%
%H (TV HH)			31.6%	10.5%	81.1%	23.1%	57.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
1	916	826	224	101	635	144	491	576
%V	30.2%	28.9%	18.9%	22.1%	31.3%	17.3%	41.1%	22.5%
%H (All HH)		90.2%	24.5%	11.0%	69.3%	15.7%	53.6%	62.9%
%H (TV HH)			27.1%	12.2%	76.9%	17.4%	59.4%	
2	1042	1001	422	137	740	303	436	928
%V	34.3%	35.0%	35.6%	30.0%	36.5%	36.4%	36.5%	36.3%
%H (All HH)		96.1%	40.5%	13.1%	71.0%	29.1%	41.8%	89.1%
%H (TV HH)			42.2%	13.7%	73.9%	30.3%	43.6%	
3	483	460	228	96	292	160	133	469
%V	15.9%	16.1%	19.2%	21.1%	14.4%	19.2%	11.1%	18.3%
%H (All HH)		95.2%	47.2%	19.9%	60.5%	33.1%	27.5%	97.1%
%H (TV HH)			49.6%	20.9%	63.5%	34.8%	28.9%	
4	406	394	215	81	248	153	95	398
%V	13.4%	13.8%	18.1%	17.8%	12.2%	18.4%	7.9%	15.6%
%H (All HH)		97.0%	53.0%	20.0%	61.1%	37.7%	23.4%	98.0%
%H (TV HH)			54.6%	20.6%	62.9%	38.8%	24.1%	
5+	189	180	97	42	112	72	40	186
%V	6.2%	6.3%	8.2%	9.2%	5.5%	8.6%	3.3%	7.3%
%H (All HH)		95.2%	51.3%	22.2%	59.3%	38.1%	21.2%	98.4%
%H (TV HH)			53.9%	23.3%	62.2%	40.0%	22.2%	
Average HH size	2.34	2.36	2.65	2.65	2.27	2.69	1.97	2.52

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%V (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Without	2265	2118	777	308	1582	571	1011	1808
%V	74.6%	74.0%	65.6%	67.5%	78.0%	68.5%	84.6%	70.7%
%H (All HH)		93.5%	34.3%	13.6%	69.8%	25.2%	44.6%	79.8%
%H (TV HH)			36.7%	14.5%	74.7%	27.0%	47.7%	
With	770	744	409	148	446	262	184	749
%V	25.4%	26.0%	34.5%	32.5%	22.0%	31.5%	15.4%	29.3%
%H (All HH)		96.6%	53.1%	19.2%	57.9%	34.0%	23.9%	97.3%
%H (TV HH)			55.0%	19.9%	59.9%	35.2%	24.7%	
0 - 3	289	277	151	49	158	87	70	277
%V	9.5%	9.7%	12.7%	10.7%	7.8%	10.4%	5.9%	10.8%
%H (All HH)		95.8%	52.2%	17.0%	54.7%	30.1%	24.2%	95.8%
%H (TV HH)			54.5%	17.7%	57.0%	31.4%	25.3%	
4 - 9	389	379	213	69	226	131	95	379
%V	12.8%	13.2%	18.0%	15.1%	11.1%	15.7%	7.9%	14.8%
%H (All HH)		97.4%	54.8%	17.7%	58.1%	33.7%	24.4%	97.4%
%H (TV HH)			56.2%	18.2%	59.6%	34.6%	25.1%	
10 - 15	347	338	186	73	216	135	81	340
%V	11.4%	11.8%	15.7%	16.0%	10.7%	16.2%	6.8%	13.3%
%H (All HH)		97.4%	53.6%	21.0%	62.2%	38.9%	23.3%	98.0%
%H (TV HH)			55.0%	21.6%	63.9%	39.9%	24.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
1	1173	1173	374	155	757	146	611	903
%V	38.6%	41.0%	31.6%	34.0%	37.3%	17.5%	51.1%	35.3%
%H (All HH)		100.0%	31.9%	13.2%	64.5%	12.4%	52.1%	77.0%
%H (TV HH)			31.9%	13.2%	64.5%	12.4%	52.1%	
2	958	958	413	162	681	302	379	826
%V	31.6%	33.5%	34.9%	35.5%	33.6%	36.3%	31.7%	32.3%
%H (All HH)		100.0%	43.1%	16.9%	71.1%	31.5%	39.6%	86.2%
%H (TV HH)			43.1%	16.9%	71.1%	31.5%	39.6%	
3	443	443	227	85	355	218	137	418
%V	14.6%	15.5%	19.2%	18.6%	17.5%	26.2%	11.5%	16.3%
%H (All HH)		100.0%	51.2%	19.2%	80.1%	49.2%	30.9%	94.4%
%H (TV HH)			51.2%	19.2%	80.1%	49.2%	30.9%	
4	190	190	110	35	154	106	48	181
%V	6.3%	6.6%	9.3%	7.7%	7.6%	12.7%	4.0%	7.1%
%H (All HH)		100.0%	57.9%	18.4%	81.1%	55.8%	25.3%	95.3%
%H (TV HH)			57.9%	18.4%	81.1%	55.8%	25.3%	
5+	98	98	61	19	81	61	20	97
%V	3.2%	3.4%	5.1%	4.2%	4.0%	7.3%	1.7%	3.8%
%H (All HH)		100.0%	62.2%	19.4%	82.7%	62.2%	20.4%	99.0%
%H (TV HH)			62.2%	19.4%	82.7%	62.2%	20.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Household level data

Table 20.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%V (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Under 20"	653	653	270	98	536	256	280	562
%V	21.5%	22.8%	22.8%	21.5%	26.4%	30.7%	23.4%	22.0%
%H (All HH)		100.0%	41.3%	15.0%	82.1%	39.2%	42.9%	86.1%
%H (TV HH)			41.3%	15.0%	82.1%	39.2%	42.9%	
20" - 29"	1055	1055	430	152	837	358	479	871
%V	34.8%	36.9%	36.3%	33.3%	41.3%	43.0%	40.1%	34.1%
%H (All HH)		100.0%	40.8%	14.4%	79.3%	33.9%	45.4%	82.6%
%H (TV HH)			40.8%	14.4%	79.3%	33.9%	45.4%	
30" - 39"	1487	1487	633	248	1083	483	601	1281
%V	49.0%	52.0%	53.4%	54.4%	53.4%	58.0%	50.3%	50.1%
%H (All HH)		100.0%	42.6%	16.7%	72.8%	32.5%	40.4%	86.1%
%H (TV HH)			42.6%	16.7%	72.8%	32.5%	40.4%	
40" and over	1370	1370	725	266	902	525	377	1276
%V	45.1%	47.9%	61.2%	58.3%	44.5%	63.0%	31.5%	49.9%
%H (All HH)		100.0%	52.9%	19.4%	65.8%	38.3%	27.5%	93.1%
%H (TV HH)			52.9%	19.4%	65.8%	38.3%	27.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV South and South East

Household level data

Table 20.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Main living room	2820	2820	1179	453	2001	827	1174	2386
%V	92.9%	98.5%	99.5%	99.3%	98.7%	99.3%	98.2%	93.3%
%H (All HH)		100.0%	41.8%	16.1%	71.0%	29.3%	41.6%	84.6%
%H (TV HH)			41.8%	16.1%	71.0%	29.3%	41.6%	
Kitchen	367	367	178	60	314	180	134	331
%V	12.1%	12.8%	15.0%	13.2%	15.5%	21.6%	11.2%	12.9%
%H (All HH)		100.0%	48.5%	16.3%	85.6%	49.0%	36.5%	90.2%
%H (TV HH)			48.5%	16.3%	85.6%	49.0%	36.5%	
Adult's bedroom	1273	1273	618	234	967	543	425	1154
%V	41.9%	44.5%	52.2%	51.3%	47.7%	65.2%	35.6%	45.1%
%H (All HH)		100.0%	48.5%	18.4%	76.0%	42.7%	33.4%	90.7%
%H (TV HH)			48.5%	18.4%	76.0%	42.7%	33.4%	
Child's bedroom	258	258	147	57	186	128	58	250
%V	8.5%	9.0%	12.4%	12.5%	9.2%	15.4%	4.9%	9.8%
%H (All HH)		100.0%	57.0%	22.1%	72.1%	49.6%	22.5%	96.9%
%H (TV HH)			57.0%	22.1%	72.1%	49.6%	22.5%	
Other bedroom	170	170	92	27	131	79	52	161
%V	5.6%	5.9%	7.8%	5.9%	6.5%	9.5%	4.4%	6.3%
%H (All HH)		100.0%	54.1%	15.9%	77.1%	46.5%	30.6%	94.7%
%H (TV HH)			54.1%	15.9%	77.1%	46.5%	30.6%	
Second living/dining room	242	242	121	37	190	106	84	223
%V	8.0%	8.5%	10.2%	8.1%	9.4%	12.7%	7.0%	8.7%
%H (All HH)		100.0%	50.0%	15.3%	78.5%	43.8%	34.7%	92.1%
%H (TV HH)			50.0%	15.3%	78.5%	43.8%	34.7%	
Study/office	55	55	27	4	45	21	24	53
%V	1.8%	1.9%	2.3%	0.9%	2.2%	2.5%	2.0%	2.1%
%H (All HH)		100.0%	49.1%	7.3%	81.8%	38.2%	43.6%	96.4%
%H (TV HH)			49.1%	7.3%	81.8%	38.2%	43.6%	
TV room	27	27	16	2	20	11	9	26
%V	0.9%	0.9%	1.4%	0.4%	1.0%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	59.3%	7.4%	74.1%	40.7%	33.3%	96.3%
%H (TV HH)			59.3%	7.4%	74.1%	40.7%	33.3%	
Conservatory	58	58	32	9	47	29	18	52
%V	1.9%	2.0%	2.7%	2.0%	2.3%	3.5%	1.5%	2.0%
%H (All HH)		100.0%	55.2%	15.5%	81.0%	50.0%	31.0%	89.7%
%H (TV HH)			55.2%	15.5%	81.0%	50.0%	31.0%	
Attic or loft room	4	4	3	1	3	3	0	4
%V	0.1%	0.1%	0.3%	0.2%	0.1%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	75.0%	0.0%	
No specific location	4	4	1	0	2	1	0	4
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%
%H (All HH)		100.0%	25.0%	0.0%	50.0%	25.0%	0.0%	100.0%
%H (TV HH)			25.0%	0.0%	50.0%	25.0%	0.0%	
Other	30	30	20	5	24	19	5	28
%V	1.0%	1.0%	1.7%	1.1%	1.2%	2.3%	0.4%	1.1%
%H (All HH)		100.0%	66.7%	16.7%	80.0%	63.3%	16.7%	93.3%
%H (TV HH)			66.7%	16.7%	80.0%	63.3%	16.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Any DSAT provider	1185	1185	1185	19	648	648	0	1106
%V	39.0%	41.4%	100.0%	4.2%	32.0%	77.8%	0.0%	43.2%
%H (All HH)			100.0%	1.6%	54.7%	54.7%	0.0%	93.3%
%H (TV HH)			100.0%	1.6%	54.7%	54.7%	0.0%	
Sky with subcription	963	963	963	11	521	521	0	917
%V	31.7%	33.6%	81.3%	2.4%	25.7%	62.5%	0.0%	35.8%
%H (All HH)			100.0%	1.1%	54.1%	54.1%	0.0%	95.2%
%H (TV HH)			100.0%	1.1%	54.1%	54.1%	0.0%	
Sky without subscription	53	53	53	1	28	28	0	42
%V	1.7%	1.9%	4.5%	0.2%	1.4%	3.4%	0.0%	1.6%
%H (All HH)			100.0%	1.9%	52.8%	52.8%	0.0%	79.2%
%H (TV HH)			100.0%	1.9%	52.8%	52.8%	0.0%	
Freesat	210	210	210	7	122	122	0	189
%V	6.9%	7.3%	17.7%	1.5%	6.0%	14.6%	0.0%	7.4%
%H (All HH)			100.0%	3.3%	58.1%	58.1%	0.0%	90.0%
%H (TV HH)			100.0%	3.3%	58.1%	58.1%	0.0%	
Other satellite provider	28	28	28	1	17	17	0	26
%V	0.9%	1.0%	2.4%	0.2%	0.8%	2.0%	0.0%	1.0%
%H (All HH)			100.0%	3.6%	60.7%	60.7%	0.0%	92.9%
%H (TV HH)			100.0%	3.6%	60.7%	60.7%	0.0%	
DCAB	456	456	19	456	196	196	0	423
%V	15.0%	15.9%	1.6%	100.0%	9.7%	23.5%	0.0%	16.5%
%H (All HH)			4.2%	100.0%	43.0%	43.0%	0.0%	92.8%
%H (TV HH)			4.2%	100.0%	43.0%	43.0%	0.0%	
DTT	2028	2028	648	196	2028	833	1195	1663
%V	66.8%	70.9%	54.7%	43.0%	100.0%	100.0%	100.0%	65.0%
%H (All HH)		100.0%	32.0%	9.7%	100.0%	41.1%	58.9%	82.0%
%H (TV HH)			32.0%	9.7%	100.0%	41.1%	58.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 20.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
PVR	1840	1840	1026	391	1180	739	441	1711
%V	60.6%	64.3%	86.6%	85.7%	58.2%	88.7%	36.9%	66.9%
%H (All HH)		100.0%	55.8%	21.3%	64.1%	40.2%	24.0%	93.0%
%H (TV HH)			55.8%	21.3%	64.1%	40.2%	24.0%	
DVDR	123	123	46	20	101	44	58	108
%V	4.1%	4.3%	3.9%	4.4%	5.0%	5.3%	4.9%	4.2%
%H (All HH)		100.0%	37.4%	16.3%	82.1%	35.8%	47.2%	87.8%
%H (TV HH)			37.4%	16.3%	82.1%	35.8%	47.2%	
VCR	72	72	21	10	58	16	42	51
%V	2.4%	2.5%	1.8%	2.2%	2.9%	1.9%	3.5%	2.0%
%H (All HH)		100.0%	29.2%	13.9%	80.6%	22.2%	58.3%	70.8%
%H (TV HH)			29.2%	13.9%	80.6%	22.2%	58.3%	
Any recorder	1914	1914	1035	396	1249	749	500	1763
%V	63.1%	66.9%	87.3%	86.8%	61.6%	89.9%	41.8%	68.9%
%H (All HH)		100.0%	54.1%	20.7%	65.3%	39.1%	26.1%	92.1%
%H (TV HH)			54.1%	20.7%	65.3%	39.1%	26.1%	
Receives HDTV (via STB or built-in reception)	1800	1800	932	383	1200	699	501	1668
%V	59.3%	62.9%	78.6%	84.0%	59.2%	83.9%	41.9%	65.2%
%H (All HH)		100.0%	51.8%	21.3%	66.7%	38.8%	27.8%	92.7%
%H (TV HH)			51.8%	21.3%	66.7%	38.8%	27.8%	
DVD/Blu-ray player or recorder	2203	2203	960	374	1587	714	874	1958
%V	72.6%	77.0%	81.0%	82.0%	78.3%	85.7%	73.1%	76.5%
%H (All HH)		100.0%	43.6%	17.0%	72.0%	32.4%	39.7%	88.9%
%H (TV HH)			43.6%	17.0%	72.0%	32.4%	39.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3035	2862	1185	456	2028	833	1195	2558
%H (All HH)		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%
%H (TV HH)			41.4%	15.9%	70.9%	29.1%	41.8%	
Has broadband internet	2558	2425	1106	423	1663	790	873	2558
%V	84.3%	84.7%	93.3%	92.8%	82.0%	94.8%	73.1%	100.0%
%H (All HH)		94.8%	43.2%	16.5%	65.0%	30.9%	34.1%	100.0%
%H (TV HH)			45.6%	17.4%	68.6%	32.6%	36.0%	
Number of computers (PCs and laptops)								
0	493	452	92	45	364	54	311	64
%V	16.2%	15.8%	7.8%	9.9%	17.9%	6.5%	26.0%	2.5%
%H (All HH)		91.7%	18.7%	9.1%	73.8%	11.0%	63.1%	13.0%
%H (TV HH)			20.4%	10.0%	80.5%	11.9%	68.8%	
1	750	690	243	97	497	154	343	711
%V	24.7%	24.1%	20.5%	21.3%	24.5%	18.5%	28.7%	27.8%
%H (All HH)		92.0%	32.4%	12.9%	66.3%	20.5%	45.7%	94.8%
%H (TV HH)			35.2%	14.1%	72.0%	22.3%	49.7%	
2	718	688	316	113	463	209	255	711
%V	23.7%	24.0%	26.7%	24.8%	22.8%	25.1%	21.3%	27.8%
%H (All HH)		95.8%	44.0%	15.7%	64.5%	29.1%	35.5%	99.0%
%H (TV HH)			45.9%	16.4%	67.3%	30.4%	37.1%	
3	472	452	220	82	311	167	144	469
%V	15.6%	15.8%	18.6%	18.0%	15.3%	20.0%	12.1%	18.3%
%H (All HH)		95.8%	46.6%	17.4%	65.9%	35.4%	30.5%	99.4%
%H (TV HH)			48.7%	18.1%	68.8%	36.9%	31.9%	
4	279	270	142	51	181	108	73	279
%V	9.2%	9.4%	12.0%	11.2%	8.9%	13.0%	6.1%	10.9%
%H (All HH)		96.8%	50.9%	18.3%	64.9%	38.7%	26.2%	100.0%
%H (TV HH)			52.6%	18.9%	67.0%	40.0%	27.0%	
5+	324	310	173	67	211	143	69	323
%V	10.7%	10.8%	14.6%	14.7%	10.4%	17.2%	5.8%	12.6%
%H (All HH)		95.7%	53.4%	20.7%	65.1%	44.1%	21.3%	99.7%
%H (TV HH)			55.8%	21.6%	68.1%	46.1%	22.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5713	2660	981	4244	2167	2077	5065
%H		46.6%	17.2%	74.3%	37.9%	36.4%	88.7%
Under 20"	840	359	120	696	340	355	735
%V	14.7%	13.5%	12.2%	16.4%	15.7%	17.1%	14.5%
%H		42.7%	14.3%	82.9%	40.5%	42.3%	87.5%
20" - 29"	1364	582	199	1092	498	594	1153
%V	23.9%	21.9%	20.3%	25.7%	23.0%	28.6%	22.8%
%H		42.7%	14.6%	80.1%	36.5%	43.5%	84.5%
30" - 39"	1801	802	319	1326	644	682	1577
%V	31.5%	30.2%	32.5%	31.2%	29.7%	32.8%	31.1%
%H		44.5%	17.7%	73.6%	35.8%	37.9%	87.6%
40" and over	1661	904	332	1097	671	426	1561
%V	29.1%	34.0%	33.8%	25.8%	31.0%	20.5%	30.8%
%H		54.4%	20.0%	66.0%	40.4%	25.6%	94.0%
Don't know	47	13	12	33	13	20	39
%V	0.8%	0.5%	1.2%	0.8%	0.6%	1.0%	0.8%
%H		27.7%	25.5%	70.2%	27.7%	42.6%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5713	2660	981	4244	2167	2077	5065
%H		46.6%	17.2%	74.3%	37.9%	36.4%	88.7%
Main living room	2841	1190	459	2014	835	1179	2405
%V	49.7%	44.7%	46.8%	47.5%	38.5%	56.8%	47.5%
%H		41.9%	16.2%	70.9%	29.4%	41.5%	84.7%
Kitchen	368	179	60	314	180	134	332
%V	6.4%	6.7%	6.1%	7.4%	8.3%	6.5%	6.6%
%H		48.6%	16.3%	85.3%	48.9%	36.4%	90.2%
Adult's bedroom	1525	751	292	1166	678	488	1400
%V	26.7%	28.2%	29.8%	27.5%	31.3%	23.5%	27.6%
%H		49.2%	19.1%	76.5%	44.5%	32.0%	91.8%
Child's bedroom	347	201	77	253	177	75	336
%V	6.1%	7.6%	7.8%	6.0%	8.2%	3.6%	6.6%
%H		57.9%	22.2%	72.9%	51.0%	21.6%	96.8%
Other bedroom	198	113	33	155	101	54	189
%V	3.5%	4.2%	3.4%	3.7%	4.7%	2.6%	3.7%
%H		57.1%	16.7%	78.3%	51.0%	27.3%	95.5%
Second living/dining room	248	123	39	196	108	87	229
%V	4.3%	4.6%	4.0%	4.6%	5.0%	4.2%	4.5%
%H		49.6%	15.7%	79.0%	43.5%	35.1%	92.3%
Study/office	56	28	4	46	21	24	55
%V	1.0%	1.1%	0.4%	1.1%	1.0%	1.2%	1.1%
%H		50.0%	7.1%	82.1%	37.5%	42.9%	98.2%
TV room	27	16	2	20	11	9	26
%V	0.5%	0.6%	0.2%	0.5%	0.5%	0.4%	0.5%
%H		59.3%	7.4%	74.1%	40.7%	33.3%	96.3%
Conservatory	59	33	9	48	30	18	53
%V	1.0%	1.2%	0.9%	1.1%	1.4%	0.9%	1.0%
%H		55.9%	15.3%	81.4%	50.8%	30.5%	89.8%
Attic or loft room	4	3	1	3	3	0	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
No specific location	5	2	0	3	2	1	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	0.0%	60.0%	40.0%	20.0%	100.0%
Other	33	21	5	26	20	7	31
%V	0.6%	0.8%	0.5%	0.6%	0.9%	0.3%	0.6%
%H		63.6%	15.2%	78.8%	60.6%	21.2%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5713	2660	981	4244	2167	2077	5065
%H		46.6%	17.2%	74.3%	37.9%	36.4%	88.7%
PVR	2442	1413	554	1528	1025	503	2292
%V	42.7%	53.1%	56.5%	36.0%	47.3%	24.2%	45.3%
%H		57.9%	22.7%	62.6%	42.0%	20.6%	93.9%
DVDR	130	50	20	106	46	60	114
%V	2.3%	1.9%	2.0%	2.5%	2.1%	2.9%	2.3%
%H		38.5%	15.4%	81.5%	35.4%	46.2%	87.7%
VCR	78	22	10	63	18	45	56
%V	1.4%	0.8%	1.0%	1.5%	0.8%	2.2%	1.1%
%H		28.2%	12.8%	80.8%	23.1%	57.7%	71.8%
Any recorder	2541	1436	561	1617	1045	571	2366
%V	44.5%	54.0%	57.2%	38.1%	48.2%	27.5%	46.7%
%H		56.5%	22.1%	63.6%	41.1%	22.5%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5713	2660	981	4244	2167	2077	5065
%H		46.6%	17.2%	74.3%	37.9%	36.4%	88.7%
Receives HDTV (via STB or built-in reception)	2565	1320	593	1744	1067	678	2400
%V	44.9%	49.6%	60.4%	41.1%	49.2%	32.6%	47.4%
%H		51.5%	23.1%	68.0%	41.6%	26.4%	93.6%
DVD/Blu-ray player or recorder	3125	1454	542	2319	1173	1146	2830
%V	54.7%	54.7%	55.2%	54.6%	54.1%	55.2%	55.9%
%H		46.5%	17.3%	74.2%	37.5%	36.7%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2851	1185	456	2024	833	1192	2414
%H		41.6%	16.0%	71.0%	29.2%	41.8%	84.7%
Under 20"	57	9	3	44	4	40	39
%V	2.0%	0.8%	0.7%	2.2%	0.5%	3.4%	1.6%
%H		15.8%	5.3%	77.2%	7.0%	70.2%	68.4%
20" - 29"	395	91	38	318	53	265	269
%V	13.9%	7.7%	8.3%	15.7%	6.4%	22.2%	11.1%
%H		23.0%	9.6%	80.5%	13.4%	67.1%	68.1%
30" - 39"	1049	374	155	777	266	511	855
%V	36.8%	31.6%	34.0%	38.4%	31.9%	42.9%	35.4%
%H		35.7%	14.8%	74.1%	25.4%	48.7%	81.5%
40" and over	1322	703	256	864	504	361	1231
%V	46.4%	59.3%	56.1%	42.7%	60.5%	30.3%	51.0%
%H		53.2%	19.4%	65.4%	38.1%	27.3%	93.1%
Don't know	27	7	4	21	6	15	20
%V	0.9%	0.6%	0.9%	1.0%	0.7%	1.3%	0.8%
%H		25.9%	14.8%	77.8%	22.2%	55.6%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2851	1185	456	2024	833	1192	2414
%H		41.6%	16.0%	71.0%	29.2%	41.8%	84.7%
PVR	1815	1016	390	1159	732	427	1688
%V	63.7%	85.7%	85.5%	57.3%	87.9%	35.8%	69.9%
%H		56.0%	21.5%	63.9%	40.3%	23.5%	93.0%
DVDR	104	34	18	85	33	52	90
%V	3.6%	2.9%	3.9%	4.2%	4.0%	4.4%	3.7%
%H		32.7%	17.3%	81.7%	31.7%	50.0%	86.5%
VCR	59	17	8	47	13	34	39
%V	2.1%	1.4%	1.8%	2.3%	1.6%	2.9%	1.6%
%H		28.8%	13.6%	79.7%	22.0%	57.6%	66.1%
Any recorder	1883	1024	394	1222	740	482	1734
%V	66.0%	86.4%	86.4%	60.4%	88.8%	40.4%	71.8%
%H		54.4%	20.9%	64.9%	39.3%	25.6%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2851	1185	456	2024	833	1192	2414
%H		41.6%	16.0%	71.0%	29.2%	41.8%	84.7%
Receives HDTV (via STB or built-in reception)	1764	918	380	1172	690	482	1635
%V	61.9%	77.5%	83.3%	57.9%	82.8%	40.4%	67.7%
%H		52.0%	21.5%	66.4%	39.1%	27.3%	92.7%
DVD/Blu-ray player or recorder	2077	890	353	1495	656	838	1838
%V	72.9%	75.1%	77.4%	73.9%	78.8%	70.3%	76.1%
%H		42.9%	17.0%	72.0%	31.6%	40.3%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Set level data

Table 20.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2863	1475	525	2219	1334	885	2651
%H		51.5%	18.3%	77.5%	46.6%	30.9%	92.6%
Under 20"	783	350	116	652	337	315	696
%V	27.3%	23.7%	22.1%	29.4%	25.3%	35.6%	26.3%
%H		44.7%	14.8%	83.3%	43.0%	40.2%	88.9%
20" - 29"	969	491	161	774	444	329	884
%V	33.8%	33.3%	30.7%	34.9%	33.3%	37.2%	33.3%
%H		50.7%	16.6%	79.9%	45.8%	34.0%	91.2%
30" - 39"	752	428	164	549	379	170	722
%V	26.3%	29.0%	31.2%	24.7%	28.4%	19.2%	27.2%
%H		56.9%	21.8%	73.0%	50.4%	22.6%	96.0%
40" and over	339	201	76	232	167	66	330
%V	11.8%	13.6%	14.5%	10.5%	12.5%	7.5%	12.4%
%H		59.3%	22.4%	68.4%	49.3%	19.5%	97.3%
Don't know	19	6	8	12	7	5	19
%V	0.7%	0.4%	1.5%	0.5%	0.5%	0.6%	0.7%
%H		31.6%	42.1%	63.2%	36.8%	26.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Set level data

Table 20.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2863	1475	525	2219	1334	885	2651
%H		51.5%	18.3%	77.5%	46.6%	30.9%	92.6%
PVR	628	398	164	369	293	76	604
%V	21.9%	27.0%	31.2%	16.6%	22.0%	8.6%	22.8%
%H		63.4%	26.1%	58.8%	46.7%	12.1%	96.2%
DVDR	26	15	2	21	12	8	24
%V	0.9%	1.0%	0.4%	0.9%	0.9%	0.9%	0.9%
%H		57.7%	7.7%	80.8%	46.2%	30.8%	92.3%
VCR	19	5	2	17	5	12	17
%V	0.7%	0.3%	0.4%	0.8%	0.4%	1.4%	0.6%
%H		26.3%	10.5%	89.5%	26.3%	63.2%	89.5%
Any recorder	659	412	167	395	305	90	632
%V	23.0%	27.9%	31.8%	17.8%	22.9%	10.2%	23.8%
%H		62.5%	25.3%	59.9%	46.3%	13.7%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2863	1475	525	2219	1334	885	2651
%H		51.5%	18.3%	77.5%	46.6%	30.9%	92.6%
Receives HDTV (via STB or built-in reception)	801	401	214	572	377	195	765
%V	28.0%	27.2%	40.8%	25.8%	28.3%	22.0%	28.9%
%H		50.1%	26.7%	71.4%	47.1%	24.3%	95.5%
DVD/Blu-ray player or recorder	1048	564	190	825	517	308	991
%V	36.6%	38.2%	36.2%	37.2%	38.8%	34.8%	37.4%
%H		53.8%	18.1%	78.7%	49.3%	29.4%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7098	6765	3140	1210	4593	2235	2358	6445
%H		95.3%	44.2%	17.0%	64.7%	31.5%	33.2%	90.8%
Total Children	1312	1275	709	243	767	450	317	1277
%V	18.5%	18.8%	22.6%	20.1%	16.7%	20.1%	13.4%	19.8%
%H		97.2%	54.0%	18.5%	58.5%	34.3%	24.2%	97.3%
0 - 3	339	325	179	58	185	103	82	326
%V	4.8%	4.8%	5.7%	4.8%	4.0%	4.6%	3.5%	5.1%
%H		95.9%	52.8%	17.1%	54.6%	30.4%	24.2%	96.2%
4 - 15	974	950	530	185	582	347	235	951
%V	13.7%	14.0%	16.9%	15.3%	12.7%	15.5%	10.0%	14.8%
%H		97.5%	54.4%	19.0%	59.8%	35.6%	24.1%	97.6%
4 - 9	523	510	287	93	304	178	126	509
%V	7.4%	7.5%	9.1%	7.7%	6.6%	8.0%	5.3%	7.9%
%H		97.5%	54.9%	17.8%	58.1%	34.0%	24.1%	97.3%
10 - 15	451	440	243	92	277	169	108	443
%V	6.4%	6.5%	7.7%	7.6%	6.0%	7.6%	4.6%	6.9%
%H		97.6%	53.9%	20.4%	61.4%	37.5%	23.9%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7098	6765	3140	1210	4593	2235	2358	6445
%H		95.3%	44.2%	17.0%	64.7%	31.5%	33.2%	90.8%
Total Adults (16+)	5786	5490	2431	967	3826	1785	2041	5168
%V	81.5%	81.2%	77.4%	79.9%	83.3%	79.9%	86.6%	80.2%
%H		94.9%	42.0%	16.7%	66.1%	30.9%	35.3%	89.3%
16 - 19	320	307	157	67	210	129	81	312
%V	4.5%	4.5%	5.0%	5.5%	4.6%	5.8%	3.4%	4.8%
%H		95.9%	49.1%	20.9%	65.6%	40.3%	25.3%	97.5%
20 - 24	441	398	155	90	266	139	127	432
%V	6.2%	5.9%	4.9%	7.4%	5.8%	6.2%	5.4%	6.7%
%H		90.2%	35.1%	20.4%	60.3%	31.5%	28.8%	98.0%
25 - 34	862	784	398	136	455	227	228	834
%V	12.1%	11.6%	12.7%	11.2%	9.9%	10.2%	9.7%	12.9%
%H		91.0%	46.2%	15.8%	52.8%	26.3%	26.5%	96.8%
35 - 44	916	856	432	171	519	273	246	886
%V	12.9%	12.7%	13.8%	14.1%	11.3%	12.2%	10.4%	13.7%
%H		93.4%	47.2%	18.7%	56.7%	29.8%	26.9%	96.7%
45 - 54	1033	1001	488	201	685	372	313	985
%V	14.6%	14.8%	15.5%	16.6%	14.9%	16.6%	13.3%	15.3%
%H		96.9%	47.2%	19.5%	66.3%	36.0%	30.3%	95.4%
55 - 64	843	808	342	155	605	289	317	779
%V	11.9%	11.9%	10.9%	12.8%	13.2%	12.9%	13.4%	12.1%
%H		95.8%	40.6%	18.4%	71.8%	34.3%	37.6%	92.4%
65+	1371	1335	459	148	1086	357	729	940
%V	19.3%	19.7%	14.6%	12.2%	23.6%	16.0%	30.9%	14.6%
%H		97.4%	33.5%	10.8%	79.2%	26.0%	53.2%	68.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5786	5490	2431	967	3826	1785	2041	5168
%H		94.9%	42.0%	16.7%	66.1%	30.9%	35.3%	89.3%
AB	1939	1860	864	340	1299	649	649	1863
%V	33.5%	33.9%	35.5%	35.2%	34.0%	36.4%	31.8%	36.0%
%H		95.9%	44.6%	17.5%	67.0%	33.5%	33.5%	96.1%
C1	1698	1603	713	267	1102	508	594	1569
%V	29.3%	29.2%	29.3%	27.6%	28.8%	28.5%	29.1%	30.4%
%H		94.4%	42.0%	15.7%	64.9%	29.9%	35.0%	92.4%
C2	1147	1107	497	218	785	401	384	1024
%V	19.8%	20.2%	20.4%	22.5%	20.5%	22.5%	18.8%	19.8%
%H		96.5%	43.3%	19.0%	68.4%	35.0%	33.5%	89.3%
D	691	636	262	107	431	170	261	530
%V	11.9%	11.6%	10.8%	11.1%	11.3%	9.5%	12.8%	10.3%
%H		92.0%	37.9%	15.5%	62.4%	24.6%	37.8%	76.7%
E	312	283	95	34	210	58	153	183
%V	5.4%	5.2%	3.9%	3.5%	5.5%	3.2%	7.5%	3.5%
%H		90.7%	30.4%	10.9%	67.3%	18.6%	49.0%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5786	5490	2431	967	3826	1785	2041	5168
%H		94.9%	42.0%	16.7%	66.1%	30.9%	35.3%	89.3%
Working full time	2779	2629	1273	528	1702	901	801	2700
%V	48.0%	47.9%	52.4%	54.6%	44.5%	50.5%	39.2%	52.2%
%H		94.6%	45.8%	19.0%	61.2%	32.4%	28.8%	97.2%
Working part time	624	603	299	106	420	224	196	604
%V	10.8%	11.0%	12.3%	11.0%	11.0%	12.5%	9.6%	11.7%
%H		96.6%	47.9%	17.0%	67.3%	35.9%	31.4%	96.8%
Not working	2382	2258	859	332	1705	661	1044	1864
%V	41.2%	41.1%	35.3%	34.3%	44.6%	37.0%	51.2%	36.1%
%H		94.8%	36.1%	13.9%	71.6%	27.7%	43.8%	78.3%
Housewife/Houseperson	3035	2862	1185	456	2028	833	1195	2558
%V	52.5%	52.1%	48.7%	47.2%	53.0%	46.7%	58.5%	49.5%
%H		94.3%	39.0%	15.0%	66.8%	27.4%	39.4%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2811	2661	1206	484	1826	888	938	2548
%H		94.7%	42.9%	17.2%	65.0%	31.6%	33.4%	90.6%
16 - 19	170	165	84	42	109	70	39	165
%V	6.0%	6.2%	7.0%	8.7%	6.0%	7.9%	4.2%	6.5%
%H		97.1%	49.4%	24.7%	64.1%	41.2%	22.9%	97.1%
20 - 24	210	192	76	44	124	68	56	205
%V	7.5%	7.2%	6.3%	9.1%	6.8%	7.7%	6.0%	8.0%
%H		91.4%	36.2%	21.0%	59.0%	32.4%	26.7%	97.6%
25 - 34	431	393	196	68	222	109	113	414
%V	15.3%	14.8%	16.3%	14.0%	12.2%	12.3%	12.0%	16.2%
%H		91.2%	45.5%	15.8%	51.5%	25.3%	26.2%	96.1%
35 - 44	449	412	209	82	247	132	116	430
%V	16.0%	15.5%	17.3%	16.9%	13.5%	14.9%	12.4%	16.9%
%H		91.8%	46.5%	18.3%	55.0%	29.4%	25.8%	95.8%
45 - 54	505	486	236	99	325	173	152	473
%V	18.0%	18.3%	19.6%	20.5%	17.8%	19.5%	16.2%	18.6%
%H		96.2%	46.7%	19.6%	64.4%	34.3%	30.1%	93.7%
55 - 64	420	402	176	76	301	147	154	389
%V	14.9%	15.1%	14.6%	15.7%	16.5%	16.6%	16.4%	15.3%
%H		95.7%	41.9%	18.1%	71.7%	35.0%	36.7%	92.6%
65+	628	612	230	74	496	188	308	473
%V	22.3%	23.0%	19.1%	15.3%	27.2%	21.2%	32.8%	18.6%
%H		97.5%	36.6%	11.8%	79.0%	29.9%	49.0%	75.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2811	2661	1206	484	1826	888	938	2548
%H		94.7%	42.9%	17.2%	65.0%	31.6%	33.4%	90.6%
AB	971	932	438	172	641	325	316	936
%V	34.5%	35.0%	36.3%	35.5%	35.1%	36.6%	33.7%	36.7%
%H		96.0%	45.1%	17.7%	66.0%	33.5%	32.5%	96.4%
C1	790	750	350	128	503	247	257	750
%V	28.1%	28.2%	29.0%	26.4%	27.5%	27.8%	27.4%	29.4%
%H		94.9%	44.3%	16.2%	63.7%	31.3%	32.5%	94.9%
C2	611	588	258	122	414	211	203	543
%V	21.7%	22.1%	21.4%	25.2%	22.7%	23.8%	21.6%	21.3%
%H		96.2%	42.2%	20.0%	67.8%	34.5%	33.2%	88.9%
D	317	287	120	51	193	80	113	250
%V	11.3%	10.8%	10.0%	10.5%	10.6%	9.0%	12.0%	9.8%
%H		90.5%	37.9%	16.1%	60.9%	25.2%	35.6%	78.9%
E	122	103	40	11	74	24	50	70
%V	4.3%	3.9%	3.3%	2.3%	4.1%	2.7%	5.3%	2.7%
%H		84.4%	32.8%	9.0%	60.7%	19.7%	41.0%	57.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2811	2661	1206	484	1826	888	938	2548
%H		94.7%	42.9%	17.2%	65.0%	31.6%	33.4%	90.6%
Working full time	1685	1598	782	317	1030	547	484	1631
%V	59.9%	60.1%	64.8%	65.5%	56.4%	61.6%	51.6%	64.0%
%H		94.8%	46.4%	18.8%	61.1%	32.5%	28.7%	96.8%
Working part time	138	129	66	21	87	46	41	130
%V	4.9%	4.8%	5.5%	4.3%	4.8%	5.2%	4.4%	5.1%
%H		93.5%	47.8%	15.2%	63.0%	33.3%	29.7%	94.2%
Not working	988	933	358	147	709	295	414	787
%V	35.1%	35.1%	29.7%	30.4%	38.8%	33.2%	44.1%	30.9%
%H		94.4%	36.2%	14.9%	71.8%	29.9%	41.9%	79.7%
Housewife/Houseperson	594	534	196	79	379	132	247	449
%V	21.1%	20.1%	16.3%	16.3%	20.8%	14.9%	26.3%	17.6%
%H		89.9%	33.0%	13.3%	63.8%	22.2%	41.6%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2975	2829	1225	482	2000	898	1103	2620
%H		95.1%	41.2%	16.2%	67.2%	30.2%	37.1%	88.1%
16 - 19	151	142	74	24	100	59	42	147
%V	5.1%	5.0%	6.0%	5.0%	5.0%	6.6%	3.8%	5.6%
%H		94.0%	49.0%	15.9%	66.2%	39.1%	27.8%	97.4%
20 - 24	231	206	79	46	142	70	71	227
%V	7.8%	7.3%	6.4%	9.5%	7.1%	7.8%	6.4%	8.7%
%H		89.2%	34.2%	19.9%	61.5%	30.3%	30.7%	98.3%
25 - 34	431	391	202	68	233	118	115	420
%V	14.5%	13.8%	16.5%	14.1%	11.7%	13.1%	10.4%	16.0%
%H		90.7%	46.9%	15.8%	54.1%	27.4%	26.7%	97.4%
35 - 44	467	445	223	89	272	141	131	455
%V	15.7%	15.7%	18.2%	18.5%	13.6%	15.7%	11.9%	17.4%
%H		95.3%	47.8%	19.1%	58.2%	30.2%	28.1%	97.4%
45 - 54	528	515	252	102	360	199	161	512
%V	17.7%	18.2%	20.6%	21.2%	18.0%	22.2%	14.6%	19.5%
%H		97.5%	47.7%	19.3%	68.2%	37.7%	30.5%	97.0%
55 - 64	423	406	166	79	304	142	162	391
%V	14.2%	14.4%	13.6%	16.4%	15.2%	15.8%	14.7%	14.9%
%H		96.0%	39.2%	18.7%	71.9%	33.6%	38.3%	92.4%
65+	743	724	229	74	590	169	421	467
%V	25.0%	25.6%	18.7%	15.4%	29.5%	18.8%	38.2%	17.8%
%H		97.4%	30.8%	10.0%	79.4%	22.7%	56.7%	62.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2975	2829	1225	482	2000	898	1103	2620
%H		95.1%	41.2%	16.2%	67.2%	30.2%	37.1%	88.1%
AB	968	928	426	168	657	324	333	927
%V	32.5%	32.8%	34.8%	34.9%	32.9%	36.1%	30.2%	35.4%
%H		95.9%	44.0%	17.4%	67.9%	33.5%	34.4%	95.8%
C1	908	853	363	139	598	261	337	819
%V	30.5%	30.2%	29.6%	28.8%	29.9%	29.1%	30.6%	31.3%
%H		93.9%	40.0%	15.3%	65.9%	28.7%	37.1%	90.2%
C2	535	519	239	96	371	190	181	480
%V	18.0%	18.3%	19.5%	19.9%	18.6%	21.2%	16.4%	18.3%
%H		97.0%	44.7%	17.9%	69.3%	35.5%	33.8%	89.7%
D	373	349	142	56	237	90	148	281
%V	12.5%	12.3%	11.6%	11.6%	11.9%	10.0%	13.4%	10.7%
%H		93.6%	38.1%	15.0%	63.5%	24.1%	39.7%	75.3%
E	190	180	55	22	137	34	103	113
%V	6.4%	6.4%	4.5%	4.6%	6.9%	3.8%	9.3%	4.3%
%H		94.7%	28.9%	11.6%	72.1%	17.9%	54.2%	59.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2975	2829	1225	482	2000	898	1103	2620
%H		95.1%	41.2%	16.2%	67.2%	30.2%	37.1%	88.1%
Working full time	1095	1031	491	211	671	355	317	1069
%V	36.8%	36.4%	40.1%	43.8%	33.6%	39.5%	28.7%	40.8%
%H		94.2%	44.8%	19.3%	61.3%	32.4%	28.9%	97.6%
Working part time	486	474	234	86	333	178	156	474
%V	16.3%	16.8%	19.1%	17.8%	16.7%	19.8%	14.1%	18.1%
%H		97.5%	48.1%	17.7%	68.5%	36.6%	32.1%	97.5%
Not working	1394	1325	500	186	996	365	630	1077
%V	46.9%	46.8%	40.8%	38.6%	49.8%	40.6%	57.1%	41.1%
%H		95.1%	35.9%	13.3%	71.4%	26.2%	45.2%	77.3%
Housewife/Houseperson	2442	2328	990	378	1649	701	949	2109
%V	82.1%	82.3%	80.8%	78.4%	82.5%	78.1%	86.0%	80.5%
%H		95.3%	40.5%	15.5%	67.5%	28.7%	38.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South East Macro

Household level data

Table 21.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%V (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
AB	1571	1497	674	246	1086	512	574	1481
%V	30.6%	30.9%	31.8%	35.0%	30.8%	33.3%	28.8%	34.4%
%H (All HH)		95.3%	42.9%	15.7%	69.1%	32.6%	36.5%	94.3%
%H (TV HH)			45.0%	16.4%	72.5%	34.2%	38.3%	
C1	1458	1367	611	183	992	430	562	1273
%V	28.4%	28.2%	28.8%	26.0%	28.1%	28.0%	28.2%	29.6%
%H (All HH)		93.8%	41.9%	12.6%	68.0%	29.5%	38.5%	87.3%
%H (TV HH)			44.7%	13.4%	72.6%	31.5%	41.1%	
C2	1043	997	470	152	726	355	370	878
%V	20.3%	20.6%	22.1%	21.6%	20.6%	23.1%	18.6%	20.4%
%H (All HH)		95.6%	45.1%	14.6%	69.6%	34.0%	35.5%	84.2%
%H (TV HH)			47.1%	15.2%	72.8%	35.6%	37.1%	
D	643	604	249	81	430	166	265	453
%V	12.5%	12.5%	11.7%	11.5%	12.2%	10.8%	13.3%	10.5%
%H (All HH)		93.9%	38.7%	12.6%	66.9%	25.8%	41.2%	70.5%
%H (TV HH)			41.2%	13.4%	71.2%	27.5%	43.9%	
E	417	384	117	40	293	73	220	218
%V	8.1%	7.9%	5.5%	5.7%	8.3%	4.8%	11.0%	5.1%
%H (All HH)		92.1%	28.1%	9.6%	70.3%	17.5%	52.8%	52.3%
%H (TV HH)			30.5%	10.4%	76.3%	19.0%	57.3%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Under 25	169	138	56	17	87	34	53	156
%V	3.3%	2.8%	2.6%	2.4%	2.5%	2.2%	2.7%	3.6%
%H (All HH)		81.7%	33.1%	10.1%	51.5%	20.1%	31.4%	92.3%
%H (TV HH)			40.6%	12.3%	63.0%	24.6%	38.4%	
25 - 34	724	659	350	96	387	194	192	690
%V	14.1%	13.6%	16.5%	13.7%	11.0%	12.6%	9.6%	16.0%
%H (All HH)		91.0%	48.3%	13.3%	53.5%	26.8%	26.5%	95.3%
%H (TV HH)			53.1%	14.6%	58.7%	29.4%	29.1%	
35 - 44	850	796	415	141	510	276	234	820
%V	16.6%	16.4%	19.6%	20.1%	14.5%	18.0%	11.8%	19.1%
%H (All HH)		93.6%	48.8%	16.6%	60.0%	32.5%	27.5%	96.5%
%H (TV HH)			52.1%	17.7%	64.1%	34.7%	29.4%	
45 - 54	1005	963	474	164	695	370	325	946
%V	19.6%	19.9%	22.3%	23.3%	19.7%	24.1%	16.3%	22.0%
%H (All HH)		95.8%	47.2%	16.3%	69.2%	36.8%	32.3%	94.1%
%H (TV HH)			49.2%	17.0%	72.2%	38.4%	33.7%	
55 - 64	853	811	335	134	631	287	343	762
%V	16.6%	16.7%	15.8%	19.1%	17.9%	18.7%	17.2%	17.7%
%H (All HH)		95.1%	39.3%	15.7%	74.0%	33.6%	40.2%	89.3%
%H (TV HH)			41.3%	16.5%	77.8%	35.4%	42.3%	
65 +	1531	1482	491	152	1218	375	843	927
%V	29.8%	30.6%	23.1%	21.6%	34.5%	24.4%	42.3%	21.5%
%H (All HH)		96.8%	32.1%	9.9%	79.6%	24.5%	55.1%	60.5%
%H (TV HH)			33.1%	10.3%	82.2%	25.3%	56.9%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
1	1518	1382	405	158	1070	268	801	936
%V	29.6%	28.5%	19.1%	22.5%	30.3%	17.4%	40.2%	21.8%
%H (All HH)		91.0%	26.7%	10.4%	70.5%	17.7%	52.8%	61.7%
%H (TV HH)			29.3%	11.4%	77.4%	19.4%	58.0%	
2	1806	1729	754	220	1314	568	747	1599
%V	35.2%	35.7%	35.5%	31.3%	37.3%	37.0%	37.5%	37.2%
%H (All HH)		95.7%	41.7%	12.2%	72.8%	31.5%	41.4%	88.5%
%H (TV HH)			43.6%	12.7%	76.0%	32.9%	43.2%	
3	806	767	398	152	503	288	215	780
%V	15.7%	15.8%	18.8%	21.6%	14.3%	18.8%	10.8%	18.1%
%H (All HH)		95.2%	49.4%	18.9%	62.4%	35.7%	26.7%	96.8%
%H (TV HH)			51.9%	19.8%	65.6%	37.5%	28.0%	
4	696	677	392	118	457	291	166	683
%V	13.6%	14.0%	18.5%	16.8%	13.0%	18.9%	8.3%	15.9%
%H (All HH)		97.3%	56.3%	17.0%	65.7%	41.8%	23.9%	98.1%
%H (TV HH)			57.9%	17.4%	67.5%	43.0%	24.5%	
5+	307	294	173	55	183	121	62	304
%V	6.0%	6.1%	8.2%	7.8%	5.2%	7.9%	3.1%	7.1%
%H (All HH)		95.8%	56.4%	17.9%	59.6%	39.4%	20.2%	99.0%
%H (TV HH)			58.8%	18.7%	62.2%	41.2%	21.1%	
Average HH size	2.34	2.36	2.65	2.59	2.28	2.67	1.98	2.52

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%V (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Without	3829	3594	1407	484	2734	1060	1674	3035
%V	74.6%	74.1%	66.3%	68.8%	77.5%	69.0%	84.1%	70.5%
%H (All HH)		93.9%	36.7%	12.6%	71.4%	27.7%	43.7%	79.3%
%H (TV HH)			39.1%	13.5%	76.1%	29.5%	46.6%	
With	1304	1256	715	220	793	476	316	1268
%V	25.4%	25.9%	33.7%	31.3%	22.5%	31.0%	15.9%	29.5%
%H (All HH)		96.3%	54.8%	16.9%	60.8%	36.5%	24.2%	97.2%
%H (TV HH)			56.9%	17.5%	63.1%	37.9%	25.2%	
0 - 3	488	464	268	69	282	162	120	468
%V	9.5%	9.6%	12.6%	9.8%	8.0%	10.5%	6.0%	10.9%
%H (All HH)		95.1%	54.9%	14.1%	57.8%	33.2%	24.6%	95.9%
%H (TV HH)			57.8%	14.9%	60.8%	34.9%	25.9%	
4 - 9	664	648	382	103	406	246	160	649
%V	12.9%	13.4%	18.0%	14.7%	11.5%	16.0%	8.0%	15.1%
%H (All HH)		97.6%	57.5%	15.5%	61.1%	37.0%	24.1%	97.7%
%H (TV HH)			59.0%	15.9%	62.7%	38.0%	24.7%	
10 - 15	587	569	324	108	374	236	139	575
%V	11.4%	11.7%	15.3%	15.4%	10.6%	15.4%	7.0%	13.4%
%H (All HH)		96.9%	55.2%	18.4%	63.7%	40.2%	23.7%	98.0%
%H (TV HH)			56.9%	19.0%	65.7%	41.5%	24.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
1	1929	1929	664	240	1265	287	977	1464
%V	37.6%	39.8%	31.3%	34.1%	35.9%	18.7%	49.1%	34.0%
%H (All HH)		100.0%	34.4%	12.4%	65.6%	14.9%	50.6%	75.9%
%H (TV HH)			34.4%	12.4%	65.6%	14.9%	50.6%	
2	1643	1643	734	250	1220	562	658	1406
%V	32.0%	33.9%	34.6%	35.6%	34.6%	36.6%	33.0%	32.7%
%H (All HH)		100.0%	44.7%	15.2%	74.3%	34.2%	40.0%	85.6%
%H (TV HH)			44.7%	15.2%	74.3%	34.2%	40.0%	
3	775	775	415	129	626	388	239	726
%V	15.1%	16.0%	19.6%	18.3%	17.7%	25.3%	12.0%	16.9%
%H (All HH)		100.0%	53.5%	16.6%	80.8%	50.1%	30.8%	93.7%
%H (TV HH)			53.5%	16.6%	80.8%	50.1%	30.8%	
4	326	326	193	54	265	182	83	313
%V	6.4%	6.7%	9.1%	7.7%	7.5%	11.8%	4.2%	7.3%
%H (All HH)		100.0%	59.2%	16.6%	81.3%	55.8%	25.5%	96.0%
%H (TV HH)			59.2%	16.6%	81.3%	55.8%	25.5%	
5+	177	177	117	30	151	117	34	174
%V	3.4%	3.7%	5.5%	4.3%	4.3%	7.6%	1.7%	4.0%
%H (All HH)		100.0%	66.1%	16.9%	85.3%	66.1%	19.2%	98.3%
%H (TV HH)			66.1%	16.9%	85.3%	66.1%	19.2%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%V (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Under 20"	1181	1181	509	160	989	482	507	1015
%V	23.0%	24.4%	24.0%	22.8%	28.0%	31.4%	25.5%	23.6%
%H (All HH)		100.0%	43.1%	13.5%	83.7%	40.8%	42.9%	85.9%
%H (TV HH)			43.1%	13.5%	83.7%	40.8%	42.9%	
20" - 29"	1774	1774	746	239	1430	636	795	1461
%V	34.6%	36.6%	35.2%	34.0%	40.5%	41.4%	39.9%	34.0%
%H (All HH)		100.0%	42.1%	13.5%	80.6%	35.9%	44.8%	82.4%
%H (TV HH)			42.1%	13.5%	80.6%	35.9%	44.8%	
30" - 39"	2512	2512	1120	388	1868	872	997	2145
%V	48.9%	51.8%	52.8%	55.2%	53.0%	56.8%	50.1%	49.9%
%H (All HH)		100.0%	44.6%	15.4%	74.4%	34.7%	39.7%	85.4%
%H (TV HH)			44.6%	15.4%	74.4%	34.7%	39.7%	
40" and over	2337	2337	1304	389	1594	951	643	2167
%V	45.5%	48.2%	61.5%	55.3%	45.2%	61.9%	32.3%	50.4%
%H (All HH)		100.0%	55.8%	16.6%	68.2%	40.7%	27.5%	92.7%
%H (TV HH)			55.8%	16.6%	68.2%	40.7%	27.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Main living room	4776	4776	2103	699	3479	1523	1956	4017
%V	93.1%	98.5%	99.1%	99.4%	98.6%	99.2%	98.2%	93.4%
%H (All HH)		100.0%	44.0%	14.6%	72.8%	31.9%	41.0%	84.1%
%H (TV HH)			44.0%	14.6%	72.8%	31.9%	41.0%	
Kitchen	666	666	336	88	574	326	248	594
%V	13.0%	13.7%	15.8%	12.5%	16.3%	21.2%	12.5%	13.8%
%H (All HH)		100.0%	50.5%	13.2%	86.2%	48.9%	37.2%	89.2%
%H (TV HH)			50.5%	13.2%	86.2%	48.9%	37.2%	
Adult's bedroom	2179	2179	1107	357	1700	979	720	1960
%V	42.5%	44.9%	52.2%	50.8%	48.2%	63.7%	36.2%	45.6%
%H (All HH)		100.0%	50.8%	16.4%	78.0%	44.9%	33.0%	89.9%
%H (TV HH)			50.8%	16.4%	78.0%	44.9%	33.0%	
Child's bedroom	459	459	270	88	330	228	103	448
%V	8.9%	9.5%	12.7%	12.5%	9.4%	14.8%	5.2%	10.4%
%H (All HH)		100.0%	58.8%	19.2%	71.9%	49.7%	22.4%	97.6%
%H (TV HH)			58.8%	19.2%	71.9%	49.7%	22.4%	
Other bedroom	263	263	151	36	205	127	77	250
%V	5.1%	5.4%	7.1%	5.1%	5.8%	8.3%	3.9%	5.8%
%H (All HH)		100.0%	57.4%	13.7%	77.9%	48.3%	29.3%	95.1%
%H (TV HH)			57.4%	13.7%	77.9%	48.3%	29.3%	
Second living/dining room	416	416	212	61	339	190	149	383
%V	8.1%	8.6%	10.0%	8.7%	9.6%	12.4%	7.5%	8.9%
%H (All HH)		100.0%	51.0%	14.7%	81.5%	45.7%	35.8%	92.1%
%H (TV HH)			51.0%	14.7%	81.5%	45.7%	35.8%	
Study/office	102	102	57	10	85	50	35	100
%V	2.0%	2.1%	2.7%	1.4%	2.4%	3.3%	1.8%	2.3%
%H (All HH)		100.0%	55.9%	9.8%	83.3%	49.0%	34.3%	98.0%
%H (TV HH)			55.9%	9.8%	83.3%	49.0%	34.3%	
TV room	49	49	27	8	37	23	14	47
%V	1.0%	1.0%	1.3%	1.1%	1.0%	1.5%	0.7%	1.1%
%H (All HH)		100.0%	55.1%	16.3%	75.5%	46.9%	28.6%	95.9%
%H (TV HH)			55.1%	16.3%	75.5%	46.9%	28.6%	
Conservatory	106	106	58	14	88	53	35	93
%V	2.1%	2.2%	2.7%	2.0%	2.5%	3.5%	1.8%	2.2%
%H (All HH)		100.0%	54.7%	13.2%	83.0%	50.0%	33.0%	87.7%
%H (TV HH)			54.7%	13.2%	83.0%	50.0%	33.0%	
Attic or loft room	10	10	7	2	6	5	1	10
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	70.0%	20.0%	60.0%	50.0%	10.0%	100.0%
%H (TV HH)			70.0%	20.0%	60.0%	50.0%	10.0%	
No specific location	7	7	2	0	5	2	3	7
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	28.6%	0.0%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			28.6%	0.0%	71.4%	28.6%	42.9%	
Other	69	69	46	9	56	42	14	66
%V	1.3%	1.4%	2.2%	1.3%	1.6%	2.7%	0.7%	1.5%
%H (All HH)		100.0%	66.7%	13.0%	81.2%	60.9%	20.3%	95.7%
%H (TV HH)			66.7%	13.0%	81.2%	60.9%	20.3%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Any DSAT provider	2122	2122	2122	37	1235	1235	0	1958
%V	41.3%	43.8%	100.0%	5.3%	35.0%	80.4%	0.0%	45.5%
%H (All HH)			100.0%	1.7%	58.2%	58.2%	0.0%	92.3%
%H (TV HH)			100.0%	1.7%	58.2%	58.2%	0.0%	
Sky with subcription	1689	1689	1689	15	987	987	0	1592
%V	32.9%	34.8%	79.6%	2.1%	28.0%	64.3%	0.0%	37.0%
%H (All HH)			100.0%	0.9%	58.4%	58.4%	0.0%	94.3%
%H (TV HH)			100.0%	0.9%	58.4%	58.4%	0.0%	
Sky without subscription	101	101	101	5	58	58	0	79
%V	2.0%	2.1%	4.8%	0.7%	1.6%	3.8%	0.0%	1.8%
%H (All HH)			100.0%	5.0%	57.4%	57.4%	0.0%	78.2%
%H (TV HH)			100.0%	5.0%	57.4%	57.4%	0.0%	
Freesat	379	379	379	16	229	229	0	334
%V	7.4%	7.8%	17.9%	2.3%	6.5%	14.9%	0.0%	7.8%
%H (All HH)			100.0%	4.2%	60.4%	60.4%	0.0%	88.1%
%H (TV HH)			100.0%	4.2%	60.4%	60.4%	0.0%	
Other satellite provider	64	64	64	3	32	32	0	61
%V	1.2%	1.3%	3.0%	0.4%	0.9%	2.1%	0.0%	1.4%
%H (All HH)			100.0%	4.7%	50.0%	50.0%	0.0%	95.3%
%H (TV HH)			100.0%	4.7%	50.0%	50.0%	0.0%	
DCAB	703	703	37	703	325	325	0	649
%V	13.7%	14.5%	1.7%	100.0%	9.2%	21.2%	0.0%	15.1%
%H (All HH)			5.3%	100.0%	46.2%	46.2%	0.0%	92.3%
%H (TV HH)			5.3%	100.0%	46.2%	46.2%	0.0%	
DTT	3527	3527	1235	325	3527	1536	1991	2879
%V	68.7%	72.7%	58.2%	46.2%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	35.0%	9.2%	100.0%	43.5%	56.5%	81.6%
%H (TV HH)			35.0%	9.2%	100.0%	43.5%	56.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
PVR	3067	3067	1800	607	2034	1341	693	2834
%V	59.8%	63.3%	84.8%	86.3%	57.7%	87.3%	34.8%	65.9%
%H (All HH)		100.0%	58.7%	19.8%	66.3%	43.7%	22.6%	92.4%
%H (TV HH)			58.7%	19.8%	66.3%	43.7%	22.6%	
DVDR	216	216	85	30	183	82	102	186
%V	4.2%	4.5%	4.0%	4.3%	5.2%	5.3%	5.1%	4.3%
%H (All HH)		100.0%	39.4%	13.9%	84.7%	38.0%	47.2%	86.1%
%H (TV HH)			39.4%	13.9%	84.7%	38.0%	47.2%	
VCR	154	154	54	21	126	46	80	113
%V	3.0%	3.2%	2.5%	3.0%	3.6%	3.0%	4.0%	2.6%
%H (All HH)		100.0%	35.1%	13.6%	81.8%	29.9%	51.9%	73.4%
%H (TV HH)			35.1%	13.6%	81.8%	29.9%	51.9%	
Any recorder	3202	3202	1825	616	2156	1363	793	2926
%V	62.4%	66.0%	86.0%	87.6%	61.1%	88.7%	39.8%	68.0%
%H (All HH)		100.0%	57.0%	19.2%	67.3%	42.6%	24.8%	91.4%
%H (TV HH)			57.0%	19.2%	67.3%	42.6%	24.8%	
Receives HDTV (via STB or built-in reception)	3046	3046	1601	588	2129	1242	888	2792
%V	59.4%	62.8%	75.4%	83.6%	60.4%	80.9%	44.6%	64.9%
%H (All HH)		100.0%	52.6%	19.3%	69.9%	40.8%	29.2%	91.7%
%H (TV HH)			52.6%	19.3%	69.9%	40.8%	29.2%	
DVD/Blu-ray player or recorder	3602	3602	1659	566	2629	1241	1388	3189
%V	70.2%	74.3%	78.2%	80.5%	74.5%	80.8%	69.7%	74.1%
%H (All HH)		100.0%	46.1%	15.7%	73.0%	34.5%	38.5%	88.5%
%H (TV HH)			46.1%	15.7%	73.0%	34.5%	38.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Household level data

Table 21.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5132	4849	2122	703	3527	1536	1991	4302
%H (All HH)		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%
%H (TV HH)			43.8%	14.5%	72.7%	31.7%	41.1%	
Has broadband internet	4302	4083	1958	649	2879	1431	1447	4302
%V	83.8%	84.2%	92.3%	92.3%	81.6%	93.2%	72.7%	100.0%
%H (All HH)		94.9%	45.5%	15.1%	66.9%	33.3%	33.6%	100.0%
%H (TV HH)			48.0%	15.9%	70.5%	35.0%	35.4%	
Number of computers (PCs and laptops)								
0	835	769	173	65	637	111	527	102
%V	16.3%	15.9%	8.2%	9.2%	18.1%	7.2%	26.5%	2.4%
%H (All HH)		92.1%	20.7%	7.8%	76.3%	13.3%	63.1%	12.2%
%H (TV HH)			22.5%	8.5%	82.8%	14.4%	68.5%	
1	1279	1184	463	143	875	309	566	1202
%V	24.9%	24.4%	21.8%	20.3%	24.8%	20.1%	28.4%	27.9%
%H (All HH)		92.6%	36.2%	11.2%	68.4%	24.2%	44.3%	94.0%
%H (TV HH)			39.1%	12.1%	73.9%	26.1%	47.8%	
2	1202	1146	544	178	790	372	418	1187
%V	23.4%	23.6%	25.6%	25.3%	22.4%	24.2%	21.0%	27.6%
%H (All HH)		95.3%	45.3%	14.8%	65.7%	30.9%	34.8%	98.8%
%H (TV HH)			47.5%	15.5%	68.9%	32.5%	36.5%	
3	784	753	392	126	527	296	230	780
%V	15.3%	15.5%	18.5%	17.9%	14.9%	19.3%	11.6%	18.1%
%H (All HH)		96.0%	50.0%	16.1%	67.2%	37.8%	29.3%	99.5%
%H (TV HH)			52.1%	16.7%	70.0%	39.3%	30.5%	
4	491	478	251	92	330	200	131	490
%V	9.6%	9.9%	11.8%	13.1%	9.4%	13.0%	6.6%	11.4%
%H (All HH)		97.4%	51.1%	18.7%	67.2%	40.7%	26.7%	99.8%
%H (TV HH)			52.5%	19.2%	69.0%	41.8%	27.4%	
5+	540	520	300	98	368	248	119	540
%V	10.5%	10.7%	14.1%	13.9%	10.4%	16.1%	6.0%	12.6%
%H (All HH)		96.3%	55.6%	18.1%	68.1%	45.9%	22.0%	100.0%
%H (TV HH)			57.7%	18.8%	70.8%	47.7%	22.9%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9803	4786	1508	7466	3945	3520	8653
%H		48.8%	15.4%	76.2%	40.2%	35.9%	88.3%
Under 20"	1535	682	202	1296	651	644	1334
%V	15.7%	14.2%	13.4%	17.4%	16.5%	18.3%	15.4%
%H		44.4%	13.2%	84.4%	42.4%	42.0%	86.9%
20" - 29"	2284	1004	313	1854	875	980	1928
%V	23.3%	21.0%	20.8%	24.8%	22.2%	27.8%	22.3%
%H		44.0%	13.7%	81.2%	38.3%	42.9%	84.4%
30" - 39"	3035	1421	486	2276	1147	1129	2639
%V	31.0%	29.7%	32.2%	30.5%	29.1%	32.1%	30.5%
%H		46.8%	16.0%	75.0%	37.8%	37.2%	87.0%
40" and over	2862	1648	490	1972	1243	729	2681
%V	29.2%	34.4%	32.5%	26.4%	31.5%	20.7%	31.0%
%H		57.6%	17.1%	68.9%	43.4%	25.5%	93.7%
Don't know	88	31	17	68	29	39	70
%V	0.9%	0.6%	1.1%	0.9%	0.7%	1.1%	0.8%
%H		35.2%	19.3%	77.3%	33.0%	44.3%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9803	4786	1508	7466	3945	3520	8653
%H		48.8%	15.4%	76.2%	40.2%	35.9%	88.3%
Main living room	4813	2121	706	3507	1538	1969	4048
%V	49.1%	44.3%	46.8%	47.0%	39.0%	55.9%	46.8%
%H		44.1%	14.7%	72.9%	32.0%	40.9%	84.1%
Kitchen	668	337	89	574	326	248	596
%V	6.8%	7.0%	5.9%	7.7%	8.3%	7.0%	6.9%
%H		50.4%	13.3%	85.9%	48.8%	37.1%	89.2%
Adult's bedroom	2609	1358	443	2052	1233	819	2376
%V	26.6%	28.4%	29.4%	27.5%	31.3%	23.3%	27.5%
%H		52.1%	17.0%	78.7%	47.3%	31.4%	91.1%
Child's bedroom	623	366	120	451	312	139	608
%V	6.4%	7.6%	8.0%	6.0%	7.9%	3.9%	7.0%
%H		58.7%	19.3%	72.4%	50.1%	22.3%	97.6%
Other bedroom	305	179	44	243	158	85	293
%V	3.1%	3.7%	2.9%	3.3%	4.0%	2.4%	3.4%
%H		58.7%	14.4%	79.7%	51.8%	27.9%	96.1%
Second living/dining room	427	217	62	348	195	153	393
%V	4.4%	4.5%	4.1%	4.7%	4.9%	4.3%	4.5%
%H		50.8%	14.5%	81.5%	45.7%	35.8%	92.0%
Study/office	104	59	10	87	51	36	102
%V	1.1%	1.2%	0.7%	1.2%	1.3%	1.0%	1.2%
%H		56.7%	9.6%	83.7%	49.0%	34.6%	98.1%
TV room	49	28	8	38	24	14	47
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		57.1%	16.3%	77.6%	49.0%	28.6%	95.9%
Conservatory	107	60	14	89	54	35	94
%V	1.1%	1.3%	0.9%	1.2%	1.4%	1.0%	1.1%
%H		56.1%	13.1%	83.2%	50.5%	32.7%	87.9%
Attic or loft room	11	8	2	7	7	1	11
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		72.7%	18.2%	63.6%	63.6%	9.1%	100.0%
No specific location	9	2	0	7	2	4	9
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		22.2%	0.0%	77.8%	22.2%	44.4%	100.0%
Other	79	51	10	62	45	17	75
%V	0.8%	1.1%	0.7%	0.8%	1.1%	0.5%	0.9%
%H		64.6%	12.7%	78.5%	57.0%	21.5%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9803	4786	1508	7466	3945	3520	8653
%H		48.8%	15.4%	76.2%	40.2%	35.9%	88.3%
PVR	4120	2526	864	2665	1880	784	3853
%V	42.0%	52.8%	57.3%	35.7%	47.7%	22.3%	44.5%
%H		61.3%	21.0%	64.7%	45.6%	19.0%	93.5%
DVDR	230	95	30	194	88	107	200
%V	2.3%	2.0%	2.0%	2.6%	2.2%	3.0%	2.3%
%H		41.3%	13.0%	84.3%	38.3%	46.5%	87.0%
VCR	171	63	22	139	52	87	129
%V	1.7%	1.3%	1.5%	1.9%	1.3%	2.5%	1.5%
%H		36.8%	12.9%	81.3%	30.4%	50.9%	75.4%
Any recorder	4309	2580	880	2832	1929	903	3994
%V	44.0%	53.9%	58.4%	37.9%	48.9%	25.7%	46.2%
%H		59.9%	20.4%	65.7%	44.8%	21.0%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9803	4786	1508	7466	3945	3520	8653
%H		48.8%	15.4%	76.2%	40.2%	35.9%	88.3%
Receives HDTV (via STB or built-in reception)	4418	2358	907	3153	1948	1205	4106
%V	45.1%	49.3%	60.1%	42.2%	49.4%	34.2%	47.5%
%H		53.4%	20.5%	71.4%	44.1%	27.3%	92.9%
DVD/Blu-ray player or recorder	5133	2520	833	3865	2047	1818	4641
%V	52.4%	52.7%	55.2%	51.8%	51.9%	51.6%	53.6%
%H		49.1%	16.2%	75.3%	39.9%	35.4%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4834	2121	703	3524	1536	1987	4069
%H		43.9%	14.5%	72.9%	31.8%	41.1%	84.2%
Under 20"	106	18	7	85	11	74	71
%V	2.2%	0.8%	1.0%	2.4%	0.7%	3.7%	1.7%
%H		17.0%	6.6%	80.2%	10.4%	69.8%	67.0%
20" - 29"	653	162	64	532	109	423	443
%V	13.5%	7.6%	9.1%	15.1%	7.1%	21.3%	10.9%
%H		24.8%	9.8%	81.5%	16.7%	64.8%	67.8%
30" - 39"	1780	670	251	1342	493	848	1438
%V	36.8%	31.6%	35.7%	38.1%	32.1%	42.7%	35.3%
%H		37.6%	14.1%	75.4%	27.7%	47.6%	80.8%
40" and over	2248	1258	375	1526	912	614	2083
%V	46.5%	59.3%	53.3%	43.3%	59.4%	30.9%	51.2%
%H		56.0%	16.7%	67.9%	40.6%	27.3%	92.7%
Don't know	48	13	6	39	11	28	33
%V	1.0%	0.6%	0.9%	1.1%	0.7%	1.4%	0.8%
%H		27.1%	12.5%	81.3%	22.9%	58.3%	68.8%

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4834	2121	703	3524	1536	1987	4069
%H		43.9%	14.5%	72.9%	31.8%	41.1%	84.2%
PVR	3018	1779	605	1990	1323	667	2790
%V	62.4%	83.9%	86.1%	56.5%	86.1%	33.6%	68.6%
%H		58.9%	20.0%	65.9%	43.8%	22.1%	92.4%
DVDR	179	63	24	153	61	93	153
%V	3.7%	3.0%	3.4%	4.3%	4.0%	4.7%	3.8%
%H		35.2%	13.4%	85.5%	34.1%	52.0%	85.5%
VCR	126	44	15	104	36	68	89
%V	2.6%	2.1%	2.1%	3.0%	2.3%	3.4%	2.2%
%H		34.9%	11.9%	82.5%	28.6%	54.0%	70.6%
Any recorder	3145	1802	613	2104	1342	762	2875
%V	65.1%	85.0%	87.2%	59.7%	87.4%	38.3%	70.7%
%H		57.3%	19.5%	66.9%	42.7%	24.2%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4834	2121	703	3524	1536	1987	4069
%H		43.9%	14.5%	72.9%	31.8%	41.1%	84.2%
Receives HDTV (via STB or built-in reception)	2979	1570	581	2077	1219	857	2731
%V	61.6%	74.0%	82.6%	58.9%	79.4%	43.1%	67.1%
%H		52.7%	19.5%	69.7%	40.9%	28.8%	91.7%
DVD/Blu-ray player or recorder	3337	1518	526	2418	1114	1304	2948
%V	69.0%	71.6%	74.8%	68.6%	72.5%	65.6%	72.5%
%H		45.5%	15.8%	72.5%	33.4%	39.1%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4969	2665	805	3942	2409	1533	4584
%H		53.6%	16.2%	79.3%	48.5%	30.9%	92.3%
Under 20"	1429	664	195	1210	640	570	1263
%V	28.8%	24.9%	24.2%	30.7%	26.6%	37.2%	27.6%
%H		46.5%	13.6%	84.7%	44.8%	39.9%	88.4%
20" - 29"	1631	842	249	1322	766	556	1485
%V	32.8%	31.6%	30.9%	33.5%	31.8%	36.3%	32.4%
%H		51.6%	15.3%	81.1%	47.0%	34.1%	91.0%
30" - 39"	1255	751	235	934	654	280	1201
%V	25.3%	28.2%	29.2%	23.7%	27.1%	18.3%	26.2%
%H		59.8%	18.7%	74.4%	52.1%	22.3%	95.7%
40" and over	614	390	115	447	331	115	598
%V	12.4%	14.6%	14.3%	11.3%	13.7%	7.5%	13.0%
%H		63.5%	18.7%	72.8%	53.9%	18.7%	97.4%
Don't know	40	18	11	29	18	11	37
%V	0.8%	0.7%	1.4%	0.7%	0.7%	0.7%	0.8%
%H		45.0%	27.5%	72.5%	45.0%	27.5%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4969	2665	805	3942	2409	1533	4584
%H		53.6%	16.2%	79.3%	48.5%	30.9%	92.3%
PVR	1102	747	259	675	558	117	1063
%V	22.2%	28.0%	32.2%	17.1%	23.2%	7.6%	23.2%
%H		67.8%	23.5%	61.3%	50.6%	10.6%	96.5%
DVDR	52	33	6	41	27	14	47
%V	1.0%	1.2%	0.7%	1.0%	1.1%	0.9%	1.0%
%H		63.5%	11.5%	78.8%	51.9%	26.9%	90.4%
VCR	45	19	7	35	16	19	40
%V	0.9%	0.7%	0.9%	0.9%	0.7%	1.2%	0.9%
%H		42.2%	15.6%	77.8%	35.6%	42.2%	88.9%
Any recorder	1164	777	267	728	587	141	1119
%V	23.4%	29.2%	33.2%	18.5%	24.4%	9.2%	24.4%
%H		66.8%	22.9%	62.5%	50.4%	12.1%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4969	2665	805	3942	2409	1533	4584
%H		53.6%	16.2%	79.3%	48.5%	30.9%	92.3%
Receives HDTV (via STB or built-in reception)	1439	788	327	1077	729	348	1375
%V	29.0%	29.6%	40.6%	27.3%	30.3%	22.7%	30.0%
%H		54.8%	22.7%	74.8%	50.7%	24.2%	95.6%
DVD/Blu-ray player or recorder	1795	1001	307	1446	933	514	1694
%V	36.1%	37.6%	38.1%	36.7%	38.7%	33.5%	37.0%
%H		55.8%	17.1%	80.6%	52.0%	28.6%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11999	11449	5620	1825	8030	4094	3935	10859
%H		95.4%	46.8%	15.2%	66.9%	34.1%	32.8%	90.5%
Total Children	2222	2153	1260	358	1354	828	527	2165
%V	18.5%	18.8%	22.4%	19.6%	16.9%	20.2%	13.4%	19.9%
%H		96.9%	56.7%	16.1%	60.9%	37.3%	23.7%	97.4%
0 - 3	578	551	325	82	334	196	138	556
%V	4.8%	4.8%	5.8%	4.5%	4.2%	4.8%	3.5%	5.1%
%H		95.3%	56.2%	14.2%	57.8%	33.9%	23.9%	96.2%
4 - 15	1644	1602	935	276	1020	632	389	1609
%V	13.7%	14.0%	16.6%	15.1%	12.7%	15.4%	9.9%	14.8%
%H		97.4%	56.9%	16.8%	62.0%	38.4%	23.7%	97.9%
4 - 9	885	865	514	141	536	330	207	865
%V	7.4%	7.6%	9.1%	7.7%	6.7%	8.1%	5.3%	8.0%
%H		97.7%	58.1%	15.9%	60.6%	37.3%	23.4%	97.7%
10 - 15	759	737	421	135	484	302	182	745
%V	6.3%	6.4%	7.5%	7.4%	6.0%	7.4%	4.6%	6.9%
%H		97.1%	55.5%	17.8%	63.8%	39.8%	24.0%	98.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11999	11449	5620	1825	8030	4094	3935	10859
%H		95.4%	46.8%	15.2%	66.9%	34.1%	32.8%	90.5%
Total Adults (16+)	9776	9296	4361	1466	6675	3267	3409	8694
%V	81.5%	81.2%	77.6%	80.3%	83.1%	79.8%	86.6%	80.1%
%H		95.1%	44.6%	15.0%	68.3%	33.4%	34.9%	88.9%
16 - 19	550	529	284	104	370	234	136	538
%V	4.6%	4.6%	5.1%	5.7%	4.6%	5.7%	3.5%	5.0%
%H		96.2%	51.6%	18.9%	67.3%	42.5%	24.7%	97.8%
20 - 24	682	616	282	114	416	229	187	667
%V	5.7%	5.4%	5.0%	6.2%	5.2%	5.6%	4.8%	6.1%
%H		90.3%	41.3%	16.7%	61.0%	33.6%	27.4%	97.8%
25 - 34	1478	1355	728	214	812	431	381	1424
%V	12.3%	11.8%	13.0%	11.7%	10.1%	10.5%	9.7%	13.1%
%H		91.7%	49.3%	14.5%	54.9%	29.2%	25.8%	96.3%
35 - 44	1529	1438	762	263	918	510	408	1480
%V	12.7%	12.6%	13.6%	14.4%	11.4%	12.5%	10.4%	13.6%
%H		94.0%	49.8%	17.2%	60.0%	33.4%	26.7%	96.8%
45 - 54	1755	1699	870	300	1208	678	530	1675
%V	14.6%	14.8%	15.5%	16.4%	15.0%	16.6%	13.5%	15.4%
%H		96.8%	49.6%	17.1%	68.8%	38.6%	30.2%	95.4%
55 - 64	1437	1381	612	228	1071	524	547	1315
%V	12.0%	12.1%	10.9%	12.5%	13.3%	12.8%	13.9%	12.1%
%H		96.1%	42.6%	15.9%	74.5%	36.5%	38.1%	91.5%
65+	2346	2278	822	243	1880	660	1220	1594
%V	19.6%	19.9%	14.6%	13.3%	23.4%	16.1%	31.0%	14.7%
%H		97.1%	35.0%	10.4%	80.1%	28.1%	52.0%	67.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9776	9296	4361	1466	6675	3267	3409	8694
%H		95.1%	44.6%	15.0%	68.3%	33.4%	34.9%	88.9%
AB	3147	3021	1439	532	2164	1114	1050	3023
%V	32.2%	32.5%	33.0%	36.3%	32.4%	34.1%	30.8%	34.8%
%H		96.0%	45.7%	16.9%	68.8%	35.4%	33.4%	96.1%
C1	2760	2602	1231	375	1883	917	966	2533
%V	28.2%	28.0%	28.2%	25.6%	28.2%	28.1%	28.3%	29.1%
%H		94.3%	44.6%	13.6%	68.2%	33.2%	35.0%	91.8%
C2	2116	2040	997	342	1472	782	690	1875
%V	21.6%	21.9%	22.9%	23.3%	22.1%	23.9%	20.2%	21.6%
%H		96.4%	47.1%	16.2%	69.6%	37.0%	32.6%	88.6%
D	1185	1105	509	163	759	338	421	932
%V	12.1%	11.9%	11.7%	11.1%	11.4%	10.3%	12.3%	10.7%
%H		93.2%	43.0%	13.8%	64.1%	28.5%	35.5%	78.6%
E	569	528	184	55	397	117	281	330
%V	5.8%	5.7%	4.2%	3.8%	5.9%	3.6%	8.2%	3.8%
%H		92.8%	32.3%	9.7%	69.8%	20.6%	49.4%	58.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9776	9296	4361	1466	6675	3267	3409	8694
%H		95.1%	44.6%	15.0%	68.3%	33.4%	34.9%	88.9%
Working full time	4636	4390	2240	788	2943	1616	1327	4483
%V	47.4%	47.2%	51.4%	53.8%	44.1%	49.5%	38.9%	51.6%
%H		94.7%	48.3%	17.0%	63.5%	34.9%	28.6%	96.7%
Working part time	1054	1017	526	159	740	408	332	1015
%V	10.8%	10.9%	12.1%	10.8%	11.1%	12.5%	9.7%	11.7%
%H		96.5%	49.9%	15.1%	70.2%	38.7%	31.5%	96.3%
Not working	4086	3889	1595	520	2992	1242	1750	3196
%V	41.8%	41.8%	36.6%	35.5%	44.8%	38.0%	51.3%	36.8%
%H		95.2%	39.0%	12.7%	73.2%	30.4%	42.8%	78.2%
Housewife/Houseperson	5132	4849	2122	703	3527	1536	1991	4302
%V	52.5%	52.2%	48.7%	48.0%	52.8%	47.0%	58.4%	49.5%
%H		94.5%	41.3%	13.7%	68.7%	29.9%	38.8%	83.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4758	4507	2184	726	3190	1630	1560	4299
%H		94.7%	45.9%	15.3%	67.0%	34.3%	32.8%	90.4%
16 - 19	285	277	153	57	188	123	65	280
%V	6.0%	6.1%	7.0%	7.9%	5.9%	7.5%	4.2%	6.5%
%H		97.2%	53.7%	20.0%	66.0%	43.2%	22.8%	98.2%
20 - 24	334	302	141	59	200	117	83	326
%V	7.0%	6.7%	6.5%	8.1%	6.3%	7.2%	5.3%	7.6%
%H		90.4%	42.2%	17.7%	59.9%	35.0%	24.9%	97.6%
25 - 34	728	663	355	101	389	204	185	696
%V	15.3%	14.7%	16.3%	13.9%	12.2%	12.5%	11.9%	16.2%
%H		91.1%	48.8%	13.9%	53.4%	28.0%	25.4%	95.6%
35 - 44	749	695	372	126	438	246	192	719
%V	15.7%	15.4%	17.0%	17.4%	13.7%	15.1%	12.3%	16.7%
%H		92.8%	49.7%	16.8%	58.5%	32.8%	25.6%	96.0%
45 - 54	865	834	437	150	586	334	251	821
%V	18.2%	18.5%	20.0%	20.7%	18.4%	20.5%	16.1%	19.1%
%H		96.4%	50.5%	17.3%	67.7%	38.6%	29.0%	94.9%
55 - 64	712	682	315	111	524	264	260	653
%V	15.0%	15.1%	14.4%	15.3%	16.4%	16.2%	16.7%	15.2%
%H		95.8%	44.2%	15.6%	73.6%	37.1%	36.5%	91.7%
65+	1085	1054	411	122	865	342	523	804
%V	22.8%	23.4%	18.8%	16.8%	27.1%	21.0%	33.5%	18.7%
%H		97.1%	37.9%	11.2%	79.7%	31.5%	48.2%	74.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4758	4507	2184	726	3190	1630	1560	4299
%H		94.7%	45.9%	15.3%	67.0%	34.3%	32.8%	90.4%
AB	1572	1510	731	267	1067	558	509	1515
%V	33.0%	33.5%	33.5%	36.8%	33.4%	34.2%	32.6%	35.2%
%H		96.1%	46.5%	17.0%	67.9%	35.5%	32.4%	96.4%
C1	1281	1207	599	176	858	441	417	1209
%V	26.9%	26.8%	27.4%	24.2%	26.9%	27.1%	26.7%	28.1%
%H		94.2%	46.8%	13.7%	67.0%	34.4%	32.6%	94.4%
C2	1125	1083	536	188	775	423	352	993
%V	23.6%	24.0%	24.5%	25.9%	24.3%	26.0%	22.6%	23.1%
%H		96.3%	47.6%	16.7%	68.9%	37.6%	31.3%	88.3%
D	548	503	243	77	340	163	177	447
%V	11.5%	11.2%	11.1%	10.6%	10.7%	10.0%	11.3%	10.4%
%H		91.8%	44.3%	14.1%	62.0%	29.7%	32.3%	81.6%
E	231	205	75	18	152	46	105	135
%V	4.9%	4.5%	3.4%	2.5%	4.8%	2.8%	6.7%	3.1%
%H		88.7%	32.5%	7.8%	65.8%	19.9%	45.5%	58.4%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4758	4507	2184	726	3190	1630	1560	4299
%H		94.7%	45.9%	15.3%	67.0%	34.3%	32.8%	90.4%
Working full time	2839	2696	1407	475	1802	1006	797	2741
%V	59.7%	59.8%	64.4%	65.4%	56.5%	61.7%	51.1%	63.8%
%H		95.0%	49.6%	16.7%	63.5%	35.4%	28.1%	96.5%
Working part time	219	208	107	32	143	78	66	206
%V	4.6%	4.6%	4.9%	4.4%	4.5%	4.8%	4.2%	4.8%
%H		95.0%	48.9%	14.6%	65.3%	35.6%	30.1%	94.1%
Not working	1700	1604	670	218	1245	547	697	1352
%V	35.7%	35.6%	30.7%	30.0%	39.0%	33.6%	44.7%	31.4%
%H		94.4%	39.4%	12.8%	73.2%	32.2%	41.0%	79.5%
Housewife/Houseperson	998	896	363	121	631	240	390	756
%V	21.0%	19.9%	16.6%	16.7%	19.8%	14.7%	25.0%	17.6%
%H		89.8%	36.4%	12.1%	63.2%	24.0%	39.1%	75.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5019	4789	2177	741	3485	1636	1849	4395
%H		95.4%	43.4%	14.8%	69.4%	32.6%	36.8%	87.6%
16 - 19	265	252	131	47	182	111	71	258
%V	5.3%	5.3%	6.0%	6.3%	5.2%	6.8%	3.8%	5.9%
%H		95.1%	49.4%	17.7%	68.7%	41.9%	26.8%	97.4%
20 - 24	348	314	141	55	216	112	104	341
%V	6.9%	6.6%	6.5%	7.4%	6.2%	6.8%	5.6%	7.8%
%H		90.2%	40.5%	15.8%	62.1%	32.2%	29.9%	98.0%
25 - 34	750	691	373	113	423	227	196	728
%V	14.9%	14.4%	17.1%	15.2%	12.1%	13.9%	10.6%	16.6%
%H		92.1%	49.7%	15.1%	56.4%	30.3%	26.1%	97.1%
35 - 44	780	743	389	137	479	264	216	762
%V	15.5%	15.5%	17.9%	18.5%	13.7%	16.1%	11.7%	17.3%
%H		95.3%	49.9%	17.6%	61.4%	33.8%	27.7%	97.7%
45 - 54	890	865	433	150	623	344	279	854
%V	17.7%	18.1%	19.9%	20.2%	17.9%	21.0%	15.1%	19.4%
%H		97.2%	48.7%	16.9%	70.0%	38.7%	31.3%	96.0%
55 - 64	725	699	297	117	546	260	287	662
%V	14.4%	14.6%	13.6%	15.8%	15.7%	15.9%	15.5%	15.1%
%H		96.4%	41.0%	16.1%	75.3%	35.9%	39.6%	91.3%
65+	1261	1225	411	121	1015	318	697	790
%V	25.1%	25.6%	18.9%	16.3%	29.1%	19.4%	37.7%	18.0%
%H		97.1%	32.6%	9.6%	80.5%	25.2%	55.3%	62.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5019	4789	2177	741	3485	1636	1849	4395
%H		95.4%	43.4%	14.8%	69.4%	32.6%	36.8%	87.6%
AB	1575	1512	707	265	1098	556	541	1508
%V	31.4%	31.6%	32.5%	35.8%	31.5%	34.0%	29.3%	34.3%
%H		96.0%	44.9%	16.8%	69.7%	35.3%	34.3%	95.7%
C1	1479	1395	633	199	1025	475	550	1324
%V	29.5%	29.1%	29.1%	26.9%	29.4%	29.0%	29.7%	30.1%
%H		94.3%	42.8%	13.5%	69.3%	32.1%	37.2%	89.5%
C2	991	957	461	153	697	359	338	882
%V	19.7%	20.0%	21.2%	20.6%	20.0%	21.9%	18.3%	20.1%
%H		96.6%	46.5%	15.4%	70.3%	36.2%	34.1%	89.0%
D	636	602	267	86	419	175	243	485
%V	12.7%	12.6%	12.3%	11.6%	12.0%	10.7%	13.1%	11.0%
%H		94.7%	42.0%	13.5%	65.9%	27.5%	38.2%	76.3%
E	337	323	109	37	246	70	175	196
%V	6.7%	6.7%	5.0%	5.0%	7.1%	4.3%	9.5%	4.5%
%H		95.8%	32.3%	11.0%	73.0%	20.8%	51.9%	58.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5019	4789	2177	741	3485	1636	1849	4395
%H		95.4%	43.4%	14.8%	69.4%	32.6%	36.8%	87.6%
Working full time	1797	1694	833	313	1140	611	530	1742
%V	35.8%	35.4%	38.3%	42.2%	32.7%	37.3%	28.7%	39.6%
%H		94.3%	46.4%	17.4%	63.4%	34.0%	29.5%	96.9%
Working part time	835	810	418	126	597	331	266	809
%V	16.6%	16.9%	19.2%	17.0%	17.1%	20.2%	14.4%	18.4%
%H		97.0%	50.1%	15.1%	71.5%	39.6%	31.9%	96.9%
Not working	2387	2285	926	301	1748	695	1053	1844
%V	47.6%	47.7%	42.5%	40.6%	50.2%	42.5%	56.9%	42.0%
%H		95.7%	38.8%	12.6%	73.2%	29.1%	44.1%	77.3%
Housewife/Houseperson	4134	3953	1759	582	2896	1296	1600	3546
%V	82.4%	82.5%	80.8%	78.5%	83.1%	79.2%	86.5%	80.7%
%H		95.6%	42.5%	14.1%	70.1%	31.3%	38.7%	85.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
AB	1656	1593	753	226	1206	592	613	1541
%V	22.9%	23.2%	25.7%	22.3%	22.9%	24.8%	21.4%	26.9%
%H (All HH)		96.2%	45.5%	13.6%	72.8%	35.7%	37.0%	93.1%
%H (TV HH)			47.3%	14.2%	75.7%	37.2%	38.5%	
C1	1854	1743	747	285	1321	629	692	1588
%V	25.6%	25.4%	25.5%	28.1%	25.1%	26.3%	24.1%	27.7%
%H (All HH)		94.0%	40.3%	15.4%	71.3%	33.9%	37.3%	85.7%
%H (TV HH)			42.9%	16.4%	75.8%	36.1%	39.7%	
C2	1622	1557	711	237	1208	608	600	1313
%V	22.4%	22.7%	24.2%	23.4%	23.0%	25.5%	20.9%	22.9%
%H (All HH)		96.0%	43.8%	14.6%	74.5%	37.5%	37.0%	80.9%
%H (TV HH)			45.7%	15.2%	77.6%	39.0%	38.5%	
D	1160	1096	442	153	833	341	491	801
%V	16.0%	16.0%	15.1%	15.1%	15.8%	14.3%	17.1%	14.0%
%H (All HH)		94.5%	38.1%	13.2%	71.8%	29.4%	42.3%	69.1%
%H (TV HH)			40.3%	14.0%	76.0%	31.1%	44.8%	
E	947	870	280	111	689	217	472	489
%V	13.1%	12.7%	9.5%	11.0%	13.1%	9.1%	16.5%	8.5%
%H (All HH)		91.9%	29.6%	11.7%	72.8%	22.9%	49.8%	51.6%
%H (TV HH)			32.2%	12.8%	79.2%	24.9%	54.3%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Under 25	335	282	94	35	205	68	137	294
%V	4.6%	4.1%	3.2%	3.5%	3.9%	2.8%	4.8%	5.1%
%H (All HH)		84.2%	28.1%	10.4%	61.2%	20.3%	40.9%	87.8%
%H (TV HH)			33.3%	12.4%	72.7%	24.1%	48.6%	
25 - 34	1063	982	530	133	632	337	295	994
%V	14.7%	14.3%	18.1%	13.1%	12.0%	14.1%	10.3%	17.3%
%H (All HH)		92.4%	49.9%	12.5%	59.5%	31.7%	27.8%	93.5%
%H (TV HH)			54.0%	13.5%	64.4%	34.3%	30.0%	
35 - 44	1168	1115	583	184	793	457	335	1090
%V	16.1%	16.3%	19.9%	18.2%	15.1%	19.1%	11.7%	19.0%
%H (All HH)		95.5%	49.9%	15.8%	67.9%	39.1%	28.7%	93.3%
%H (TV HH)			52.3%	16.5%	71.1%	41.0%	30.0%	
45 - 54	1413	1359	655	246	1033	575	458	1274
%V	19.5%	19.8%	22.3%	24.3%	19.6%	24.1%	16.0%	22.2%
%H (All HH)		96.2%	46.4%	17.4%	73.1%	40.7%	32.4%	90.2%
%H (TV HH)			48.2%	18.1%	76.0%	42.3%	33.7%	
55 - 64	1208	1167	486	193	916	426	490	1006
%V	16.7%	17.0%	16.6%	19.1%	17.4%	17.8%	17.1%	17.6%
%H (All HH)		96.6%	40.2%	16.0%	75.8%	35.3%	40.6%	83.3%
%H (TV HH)			41.6%	16.5%	78.5%	36.5%	42.0%	
65 +	2053	1956	587	222	1678	525	1152	1074
%V	28.4%	28.5%	20.0%	21.9%	31.9%	22.0%	40.2%	18.7%
%H (All HH)		95.3%	28.6%	10.8%	81.7%	25.6%	56.1%	52.3%
%H (TV HH)			30.0%	11.3%	85.8%	26.8%	58.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
1	2304	2112	594	241	1706	455	1251	1275
%V	31.8%	30.8%	20.2%	23.8%	32.5%	19.1%	43.6%	22.2%
%H (All HH)		91.7%	25.8%	10.5%	74.0%	19.7%	54.3%	55.3%
%H (TV HH)			28.1%	11.4%	80.8%	21.5%	59.2%	
2	2533	2430	1046	363	1891	882	1009	2145
%V	35.0%	35.4%	35.7%	35.8%	36.0%	36.9%	35.2%	37.4%
%H (All HH)		95.9%	41.3%	14.3%	74.7%	34.8%	39.8%	84.7%
%H (TV HH)			43.0%	14.9%	77.8%	36.3%	41.5%	
3	1087	1046	550	190	755	452	303	1039
%V	15.0%	15.3%	18.7%	18.8%	14.4%	18.9%	10.6%	18.1%
%H (All HH)		96.2%	50.6%	17.5%	69.5%	41.6%	27.9%	95.6%
%H (TV HH)			52.6%	18.2%	72.2%	43.2%	29.0%	
4	882	857	502	147	634	426	208	855
%V	12.2%	12.5%	17.1%	14.5%	12.1%	17.8%	7.2%	14.9%
%H (All HH)		97.2%	56.9%	16.7%	71.9%	48.3%	23.6%	96.9%
%H (TV HH)			58.6%	17.2%	74.0%	49.7%	24.3%	
5+	433	414	242	72	271	173	98	418
%V	6.0%	6.0%	8.2%	7.1%	5.2%	7.2%	3.4%	7.3%
%H (All HH)		95.6%	55.9%	16.6%	62.6%	40.0%	22.6%	96.5%
%H (TV HH)			58.5%	17.4%	65.5%	41.8%	23.7%	
Average HH size	2.29	2.31	2.62	2.49	2.24	2.61	1.93	2.51

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%V (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Without	5432	5103	1947	727	4045	1647	2399	4011
%V	75.0%	74.4%	66.4%	71.8%	76.9%	69.0%	83.6%	70.0%
%H (All HH)		93.9%	35.8%	13.4%	74.5%	30.3%	44.2%	73.8%
%H (TV HH)			38.2%	14.2%	79.3%	32.3%	47.0%	
With	1808	1756	987	286	1211	741	470	1721
%V	25.0%	25.6%	33.6%	28.2%	23.0%	31.0%	16.4%	30.0%
%H (All HH)		97.1%	54.6%	15.8%	67.0%	41.0%	26.0%	95.2%
%H (TV HH)			56.2%	16.3%	69.0%	42.2%	26.8%	
0 - 3	681	654	378	83	431	246	185	628
%V	9.4%	9.5%	12.9%	8.2%	8.2%	10.3%	6.4%	11.0%
%H (All HH)		96.0%	55.5%	12.2%	63.3%	36.1%	27.2%	92.2%
%H (TV HH)			57.8%	12.7%	65.9%	37.6%	28.3%	
4 - 9	905	880	504	139	591	362	229	862
%V	12.5%	12.8%	17.2%	13.7%	11.2%	15.2%	8.0%	15.0%
%H (All HH)		97.2%	55.7%	15.4%	65.3%	40.0%	25.3%	95.2%
%H (TV HH)			57.3%	15.8%	67.2%	41.1%	26.0%	
10 - 15	842	826	460	152	596	384	212	821
%V	11.6%	12.0%	15.7%	15.0%	11.3%	16.1%	7.4%	14.3%
%H (All HH)		98.1%	54.6%	18.1%	70.8%	45.6%	25.2%	97.5%
%H (TV HH)			55.7%	18.4%	72.2%	46.5%	25.7%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
1	2657	2657	891	327	1817	434	1383	1841
%V	36.7%	38.7%	30.4%	32.3%	34.6%	18.2%	48.2%	32.1%
%H (All HH)		100.0%	33.5%	12.3%	68.4%	16.3%	52.1%	69.3%
%H (TV HH)			33.5%	12.3%	68.4%	16.3%	52.1%	
2	2478	2478	1080	386	1981	972	1010	2010
%V	34.2%	36.1%	36.8%	38.1%	37.7%	40.7%	35.2%	35.1%
%H (All HH)		100.0%	43.6%	15.6%	79.9%	39.2%	40.8%	81.1%
%H (TV HH)			43.6%	15.6%	79.9%	39.2%	40.8%	
3	1035	1035	543	175	869	546	323	954
%V	14.3%	15.1%	18.5%	17.3%	16.5%	22.9%	11.3%	16.6%
%H (All HH)		100.0%	52.5%	16.9%	84.0%	52.8%	31.2%	92.2%
%H (TV HH)			52.5%	16.9%	84.0%	52.8%	31.2%	
4	448	448	271	77	378	275	102	433
%V	6.2%	6.5%	9.2%	7.6%	7.2%	11.5%	3.6%	7.6%
%H (All HH)		100.0%	60.5%	17.2%	84.4%	61.4%	22.8%	96.7%
%H (TV HH)			60.5%	17.2%	84.4%	61.4%	22.8%	
5+	243	243	149	47	211	161	50	239
%V	3.4%	3.5%	5.1%	4.6%	4.0%	6.7%	1.7%	4.2%
%H (All HH)		100.0%	61.3%	19.3%	86.8%	66.3%	20.6%	98.4%
%H (TV HH)			61.3%	19.3%	86.8%	66.3%	20.6%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%V (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Under 20"	1328	1328	581	192	1157	606	551	1111
%V	18.3%	19.4%	19.8%	19.0%	22.0%	25.4%	19.2%	19.4%
%H (All HH)		100.0%	43.8%	14.5%	87.1%	45.6%	41.5%	83.7%
%H (TV HH)			43.8%	14.5%	87.1%	45.6%	41.5%	
20" - 29"	2327	2327	980	319	1947	926	1021	1857
%V	32.1%	33.9%	33.4%	31.5%	37.0%	38.8%	35.6%	32.4%
%H (All HH)		100.0%	42.1%	13.7%	83.7%	39.8%	43.9%	79.8%
%H (TV HH)			42.1%	13.7%	83.7%	39.8%	43.9%	
30" - 39"	3664	3664	1584	544	2908	1385	1523	2938
%V	50.6%	53.4%	54.0%	53.7%	55.3%	58.0%	53.1%	51.3%
%H (All HH)		100.0%	43.2%	14.8%	79.4%	37.8%	41.6%	80.2%
%H (TV HH)			43.2%	14.8%	79.4%	37.8%	41.6%	
40" and over	3599	3599	1870	626	2655	1552	1102	3187
%V	49.7%	52.5%	63.7%	61.8%	50.5%	65.0%	38.4%	55.6%
%H (All HH)		100.0%	52.0%	17.4%	73.8%	43.1%	30.6%	88.6%
%H (TV HH)			52.0%	17.4%	73.8%	43.1%	30.6%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North Macro

Household level data

Table 22.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Main living room	6774	6774	2911	1008	5208	2373	2835	5410
%V	93.6%	98.8%	99.2%	99.5%	99.1%	99.4%	98.8%	94.4%
%H (All HH)		100.0%	43.0%	14.9%	76.9%	35.0%	41.9%	79.9%
%H (TV HH)			43.0%	14.9%	76.9%	35.0%	41.9%	
Kitchen	740	740	364	103	666	389	276	643
%V	10.2%	10.8%	12.4%	10.2%	12.7%	16.3%	9.6%	11.2%
%H (All HH)		100.0%	49.2%	13.9%	90.0%	52.6%	37.3%	86.9%
%H (TV HH)			49.2%	13.9%	90.0%	52.6%	37.3%	
Adult's bedroom	3121	3121	1536	525	2563	1503	1060	2712
%V	43.1%	45.5%	52.4%	51.8%	48.8%	62.9%	36.9%	47.3%
%H (All HH)		100.0%	49.2%	16.8%	82.1%	48.2%	34.0%	86.9%
%H (TV HH)			49.2%	16.8%	82.1%	48.2%	34.0%	
Child's bedroom	702	702	409	125	537	374	162	680
%V	9.7%	10.2%	13.9%	12.3%	10.2%	15.7%	5.6%	11.9%
%H (All HH)		100.0%	58.3%	17.8%	76.5%	53.3%	23.1%	96.9%
%H (TV HH)			58.3%	17.8%	76.5%	53.3%	23.1%	
Other bedroom	386	386	211	71	331	225	106	362
%V	5.3%	5.6%	7.2%	7.0%	6.3%	9.4%	3.7%	6.3%
%H (All HH)		100.0%	54.7%	18.4%	85.8%	58.3%	27.5%	93.8%
%H (TV HH)			54.7%	18.4%	85.8%	58.3%	27.5%	
Second living/dining room	758	758	381	126	625	372	253	662
%V	10.5%	11.1%	13.0%	12.4%	11.9%	15.6%	8.8%	11.5%
%H (All HH)		100.0%	50.3%	16.6%	82.5%	49.1%	33.4%	87.3%
%H (TV HH)			50.3%	16.6%	82.5%	49.1%	33.4%	
Study/office	80	80	46	7	64	38	26	78
%V	1.1%	1.2%	1.6%	0.7%	1.2%	1.6%	0.9%	1.4%
%H (All HH)		100.0%	57.5%	8.8%	80.0%	47.5%	32.5%	97.5%
%H (TV HH)			57.5%	8.8%	80.0%	47.5%	32.5%	
TV room	30	30	17	3	25	16	9	30
%V	0.4%	0.4%	0.6%	0.3%	0.5%	0.7%	0.3%	0.5%
%H (All HH)		100.0%	56.7%	10.0%	83.3%	53.3%	30.0%	100.0%
%H (TV HH)			56.7%	10.0%	83.3%	53.3%	30.0%	
Conservatory	201	201	110	30	174	112	61	183
%V	2.8%	2.9%	3.7%	3.0%	3.3%	4.7%	2.1%	3.2%
%H (All HH)		100.0%	54.7%	14.9%	86.6%	55.7%	30.3%	91.0%
%H (TV HH)			54.7%	14.9%	86.6%	55.7%	30.3%	
Attic or loft room	20	20	12	6	15	11	4	19
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	30.0%	75.0%	55.0%	20.0%	95.0%
%H (TV HH)			60.0%	30.0%	75.0%	55.0%	20.0%	
No specific location	8	8	4	1	8	5	3	8
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	62.5%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	100.0%	62.5%	37.5%	
Other	54	54	33	4	46	28	18	50
%V	0.7%	0.8%	1.1%	0.4%	0.9%	1.2%	0.6%	0.9%
%H (All HH)		100.0%	61.1%	7.4%	85.2%	51.9%	33.3%	92.6%
%H (TV HH)			61.1%	7.4%	85.2%	51.9%	33.3%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North Macro

Household level data

Table 22.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Any DSAT provider	2934	2934	2934	45	1825	1825	0	2600
%V	40.5%	42.8%	100.0%	4.4%	34.7%	76.4%	0.0%	45.4%
%H (All HH)			100.0%	1.5%	62.2%	62.2%	0.0%	88.6%
%H (TV HH)			100.0%	1.5%	62.2%	62.2%	0.0%	
Sky with subcription	2446	2446	2446	20	1557	1557	0	2203
%V	33.8%	35.7%	83.4%	2.0%	29.6%	65.2%	0.0%	38.4%
%H (All HH)			100.0%	0.8%	63.7%	63.7%	0.0%	90.1%
%H (TV HH)			100.0%	0.8%	63.7%	63.7%	0.0%	
Sky without subscription	224	224	224	9	108	108	0	179
%V	3.1%	3.3%	7.6%	0.9%	2.1%	4.5%	0.0%	3.1%
%H (All HH)			100.0%	4.0%	48.2%	48.2%	0.0%	79.9%
%H (TV HH)			100.0%	4.0%	48.2%	48.2%	0.0%	
Freesat	292	292	292	17	197	197	0	246
%V	4.0%	4.3%	10.0%	1.7%	3.7%	8.2%	0.0%	4.3%
%H (All HH)			100.0%	5.8%	67.5%	67.5%	0.0%	84.2%
%H (TV HH)			100.0%	5.8%	67.5%	67.5%	0.0%	
Other satellite provider	68	68	68	3	30	30	0	60
%V	0.9%	1.0%	2.3%	0.3%	0.6%	1.3%	0.0%	1.0%
%H (All HH)			100.0%	4.4%	44.1%	44.1%	0.0%	88.2%
%H (TV HH)			100.0%	4.4%	44.1%	44.1%	0.0%	
DCAB	1013	1013	45	1013	591	591	0	919
%V	14.0%	14.8%	1.5%	100.0%	11.2%	24.7%	0.0%	16.0%
%H (All HH)			4.4%	100.0%	58.3%	58.3%	0.0%	90.7%
%H (TV HH)			4.4%	100.0%	58.3%	58.3%	0.0%	
DTT	5257	5257	1825	591	5257	2388	2869	4073
%V	72.6%	76.6%	62.2%	58.3%	100.0%	100.0%	100.0%	71.1%
%H (All HH)		100.0%	34.7%	11.2%	100.0%	45.4%	54.6%	77.5%
%H (TV HH)			34.7%	11.2%	100.0%	45.4%	54.6%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North Macro

Household level data

Table 22.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
PVR	4295	4295	2532	859	3032	2090	942	3853
%V	59.3%	62.6%	86.3%	84.8%	57.7%	87.5%	32.8%	67.2%
%H (All HH)		100.0%	59.0%	20.0%	70.6%	48.7%	21.9%	89.7%
%H (TV HH)			59.0%	20.0%	70.6%	48.7%	21.9%	
DVDR	231	231	97	35	195	93	102	196
%V	3.2%	3.4%	3.3%	3.5%	3.7%	3.9%	3.6%	3.4%
%H (All HH)		100.0%	42.0%	15.2%	84.4%	40.3%	44.2%	84.8%
%H (TV HH)			42.0%	15.2%	84.4%	40.3%	44.2%	
VCR	190	190	58	21	162	51	111	122
%V	2.6%	2.8%	2.0%	2.1%	3.1%	2.1%	3.9%	2.1%
%H (All HH)		100.0%	30.5%	11.1%	85.3%	26.8%	58.4%	64.2%
%H (TV HH)			30.5%	11.1%	85.3%	26.8%	58.4%	
Any recorder	4463	4463	2558	869	3188	2114	1073	3954
%V	61.7%	65.1%	87.2%	85.8%	60.6%	88.5%	37.4%	69.0%
%H (All HH)		100.0%	57.3%	19.5%	71.4%	47.4%	24.0%	88.6%
%H (TV HH)			57.3%	19.5%	71.4%	47.4%	24.0%	
Receives HDTV (via STB or built-in reception)	3979	3979	2152	810	2922	1865	1057	3567
%V	55.0%	58.0%	73.3%	80.0%	55.6%	78.1%	36.8%	62.2%
%H (All HH)		100.0%	54.1%	20.4%	73.4%	46.9%	26.6%	89.6%
%H (TV HH)			54.1%	20.4%	73.4%	46.9%	26.6%	
DVD/Blu-ray player or recorder	5147	5147	2305	802	4056	1995	2061	4311
%V	71.1%	75.0%	78.6%	79.2%	77.2%	83.5%	71.8%	75.2%
%H (All HH)		100.0%	44.8%	15.6%	78.8%	38.8%	40.0%	83.8%
%H (TV HH)			44.8%	15.6%	78.8%	38.8%	40.0%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Household level data

Table 22.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7239	6859	2934	1013	5257	2388	2869	5732
%H (All HH)		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%
%H (TV HH)			42.8%	14.8%	76.6%	34.8%	41.8%	
Has broadband internet	5732	5477	2600	919	4073	2153	1921	5732
%V	79.2%	79.9%	88.6%	90.7%	77.5%	90.2%	67.0%	100.0%
%H (All HH)		95.6%	45.4%	16.0%	71.1%	37.6%	33.5%	100.0%
%H (TV HH)			47.5%	16.8%	74.4%	39.3%	35.1%	
Number of computers (PCs and laptops)								
0	1578	1454	374	107	1230	265	965	207
%V	21.8%	21.2%	12.7%	10.6%	23.4%	11.1%	33.6%	3.6%
%H (All HH)		92.1%	23.7%	6.8%	77.9%	16.8%	61.2%	13.1%
%H (TV HH)			25.7%	7.4%	84.6%	18.2%	66.4%	
1	2083	1950	794	293	1460	609	851	1972
%V	28.8%	28.4%	27.1%	28.9%	27.8%	25.5%	29.7%	34.4%
%H (All HH)		93.6%	38.1%	14.1%	70.1%	29.2%	40.9%	94.7%
%H (TV HH)			40.7%	15.0%	74.9%	31.2%	43.6%	
2	1574	1505	726	253	1115	600	515	1553
%V	21.7%	21.9%	24.7%	25.0%	21.2%	25.1%	18.0%	27.1%
%H (All HH)		95.6%	46.1%	16.1%	70.8%	38.1%	32.7%	98.7%
%H (TV HH)			48.2%	16.8%	74.1%	39.9%	34.2%	
3	951	920	495	160	692	431	261	949
%V	13.1%	13.4%	16.9%	15.8%	13.2%	18.0%	9.1%	16.6%
%H (All HH)		96.7%	52.1%	16.8%	72.8%	45.3%	27.4%	99.8%
%H (TV HH)			53.8%	17.4%	75.2%	46.8%	28.4%	
4	529	519	283	103	378	247	131	528
%V	7.3%	7.6%	9.6%	10.2%	7.2%	10.3%	4.6%	9.2%
%H (All HH)		98.1%	53.5%	19.5%	71.5%	46.7%	24.8%	99.8%
%H (TV HH)			54.5%	19.8%	72.8%	47.6%	25.2%	
5+	524	511	262	98	382	235	146	522
%V	7.2%	7.5%	8.9%	9.7%	7.3%	9.8%	5.1%	9.1%
%H (All HH)		97.5%	50.0%	18.7%	72.9%	44.8%	27.9%	99.6%
%H (TV HH)			51.3%	19.2%	74.8%	46.0%	28.6%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13823	6571	2188	11046	5993	5053	11750
%H		47.5%	15.8%	79.9%	43.4%	36.6%	85.0%
Under 20"	1688	762	255	1477	815	662	1445
%V	12.2%	11.6%	11.7%	13.4%	13.6%	13.1%	12.3%
%H		45.1%	15.1%	87.5%	48.3%	39.2%	85.6%
20" - 29"	3018	1328	418	2563	1295	1268	2474
%V	21.8%	20.2%	19.1%	23.2%	21.6%	25.1%	21.1%
%H		44.0%	13.9%	84.9%	42.9%	42.0%	82.0%
30" - 39"	4484	2021	695	3569	1807	1763	3684
%V	32.4%	30.8%	31.8%	32.3%	30.2%	34.9%	31.4%
%H		45.1%	15.5%	79.6%	40.3%	39.3%	82.2%
40" and over	4481	2407	796	3310	2022	1287	4030
%V	32.4%	36.6%	36.4%	30.0%	33.7%	25.5%	34.3%
%H		53.7%	17.8%	73.9%	45.1%	28.7%	89.9%
Don't know	151	53	24	126	54	72	118
%V	1.1%	0.8%	1.1%	1.1%	0.9%	1.4%	1.0%
%H		35.1%	15.9%	83.4%	35.8%	47.7%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13823	6571	2188	11046	5993	5053	11750
%H		47.5%	15.8%	79.9%	43.4%	36.6%	85.0%
Main living room	6814	2930	1017	5235	2390	2846	5446
%V	49.3%	44.6%	46.5%	47.4%	39.9%	56.3%	46.3%
%H		43.0%	14.9%	76.8%	35.1%	41.8%	79.9%
Kitchen	741	365	104	667	390	276	644
%V	5.4%	5.6%	4.8%	6.0%	6.5%	5.5%	5.5%
%H		49.3%	14.0%	90.0%	52.6%	37.2%	86.9%
Adult's bedroom	3718	1873	634	3072	1858	1214	3282
%V	26.9%	28.5%	29.0%	27.8%	31.0%	24.0%	27.9%
%H		50.4%	17.1%	82.6%	50.0%	32.7%	88.3%
Child's bedroom	916	536	167	697	488	209	889
%V	6.6%	8.2%	7.6%	6.3%	8.1%	4.1%	7.6%
%H		58.5%	18.2%	76.1%	53.3%	22.8%	97.1%
Other bedroom	469	252	88	406	272	134	443
%V	3.4%	3.8%	4.0%	3.7%	4.5%	2.7%	3.8%
%H		53.7%	18.8%	86.6%	58.0%	28.6%	94.5%
Second living/dining room	767	388	127	633	380	253	672
%V	5.5%	5.9%	5.8%	5.7%	6.3%	5.0%	5.7%
%H		50.6%	16.6%	82.5%	49.5%	33.0%	87.6%
Study/office	82	47	7	65	39	26	79
%V	0.6%	0.7%	0.3%	0.6%	0.7%	0.5%	0.7%
%H		57.3%	8.5%	79.3%	47.6%	31.7%	96.3%
TV room	30	18	3	26	17	9	30
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.2%	0.3%
%H		60.0%	10.0%	86.7%	56.7%	30.0%	100.0%
Conservatory	201	110	30	174	112	61	183
%V	1.5%	1.7%	1.4%	1.6%	1.9%	1.2%	1.6%
%H		54.7%	14.9%	86.6%	55.7%	30.3%	91.0%
Attic or loft room	20	12	6	15	11	4	19
%V	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		60.0%	30.0%	75.0%	55.0%	20.0%	95.0%
No specific location	9	4	1	8	5	4	9
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	11.1%	88.9%	55.6%	44.4%	100.0%
Other	58	36	4	50	31	18	54
%V	0.4%	0.5%	0.2%	0.5%	0.5%	0.4%	0.5%
%H		62.1%	6.9%	86.2%	53.4%	31.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13823	6571	2188	11046	5993	5053	11750
%H		47.5%	15.8%	79.9%	43.4%	36.6%	85.0%
PVR	5603	3466	1157	3840	2801	1039	5097
%V	40.5%	52.7%	52.9%	34.8%	46.7%	20.6%	43.4%
%H		61.9%	20.6%	68.5%	50.0%	18.5%	91.0%
DVDR	253	106	39	214	101	113	215
%V	1.8%	1.6%	1.8%	1.9%	1.7%	2.2%	1.8%
%H		41.9%	15.4%	84.6%	39.9%	44.7%	85.0%
VCR	196	60	23	166	53	113	125
%V	1.4%	0.9%	1.1%	1.5%	0.9%	2.2%	1.1%
%H		30.6%	11.7%	84.7%	27.0%	57.7%	63.8%
Any recorder	5818	3505	1175	4041	2845	1195	5237
%V	42.1%	53.3%	53.7%	36.6%	47.5%	23.6%	44.6%
%H		60.2%	20.2%	69.5%	48.9%	20.5%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13823	6571	2188	11046	5993	5053	11750
%H		47.5%	15.8%	79.9%	43.4%	36.6%	85.0%
Receives HDTV (via STB or built-in reception)	5627	3086	1194	4174	2757	1417	5128
%V	40.7%	47.0%	54.6%	37.8%	46.0%	28.0%	43.6%
%H		54.8%	21.2%	74.2%	49.0%	25.2%	91.1%
DVD/Blu-ray player or recorder	7477	3533	1233	6045	3289	2756	6486
%V	54.1%	53.8%	56.4%	54.7%	54.9%	54.5%	55.2%
%H		47.3%	16.5%	80.8%	44.0%	36.9%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6835	2931	1013	5253	2388	2865	5454
%H		42.9%	14.8%	76.9%	34.9%	41.9%	79.8%
Under 20"	87	16	9	68	12	55	48
%V	1.3%	0.5%	0.9%	1.3%	0.5%	1.9%	0.9%
%H		18.4%	10.3%	78.2%	13.8%	63.2%	55.2%
20" - 29"	680	143	57	576	103	473	413
%V	9.9%	4.9%	5.6%	11.0%	4.3%	16.5%	7.6%
%H		21.0%	8.4%	84.7%	15.1%	69.6%	60.7%
30" - 39"	2503	933	334	1982	758	1224	1856
%V	36.6%	31.8%	33.0%	37.7%	31.7%	42.7%	34.0%
%H		37.3%	13.3%	79.2%	30.3%	48.9%	74.2%
40" and over	3488	1819	602	2565	1496	1069	3086
%V	51.0%	62.1%	59.4%	48.8%	62.6%	37.3%	56.6%
%H		52.2%	17.3%	73.5%	42.9%	30.6%	88.5%
Don't know	76	20	11	62	18	44	51
%V	1.1%	0.7%	1.1%	1.2%	0.8%	1.5%	0.9%
%H		26.3%	14.5%	81.6%	23.7%	57.9%	67.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6835	2931	1013	5253	2388	2865	5454
%H		42.9%	14.8%	76.9%	34.9%	41.9%	79.8%
PVR	4198	2497	840	2948	2049	899	3768
%V	61.4%	85.2%	82.9%	56.1%	85.8%	31.4%	69.1%
%H		59.5%	20.0%	70.2%	48.8%	21.4%	89.8%
DVDR	197	83	28	164	76	88	163
%V	2.9%	2.8%	2.8%	3.1%	3.2%	3.1%	3.0%
%H		42.1%	14.2%	83.2%	38.6%	44.7%	82.7%
VCR	171	52	19	143	43	100	108
%V	2.5%	1.8%	1.9%	2.7%	1.8%	3.5%	2.0%
%H		30.4%	11.1%	83.6%	25.1%	58.5%	63.2%
Any recorder	4359	2524	852	3097	2075	1021	3864
%V	63.8%	86.1%	84.1%	59.0%	86.9%	35.6%	70.8%
%H		57.9%	19.5%	71.0%	47.6%	23.4%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: 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	6835	2931	1013	5253	2388	2865	5454
%H		42.9%	14.8%	76.9%	34.9%	41.9%	79.8%
Receives HDTV (via STB or built-in reception)	3867	2102	794	2827	1816	1012	3473
%V	56.6%	71.7%	78.4%	53.8%	76.0%	35.3%	63.7%
%H		54.4%	20.5%	73.1%	47.0%	26.2%	89.8%
DVD/Blu-ray player or recorder	4766	2117	728	3736	1800	1936	3976
%V	69.7%	72.2%	71.9%	71.1%	75.4%	67.6%	72.9%
%H		44.4%	15.3%	78.4%	37.8%	40.6%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North Macro

Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6988	3640	1175	5793	3605	2188	6296
%H		52.1%	16.8%	82.9%	51.6%	31.3%	90.1%
Under 20"	1601	746	246	1409	802	607	1396
%V	22.9%	20.5%	20.9%	24.3%	22.2%	27.7%	22.2%
%H		46.6%	15.4%	88.0%	50.1%	37.9%	87.2%
20" - 29"	2338	1185	361	1988	1192	796	2061
%V	33.5%	32.6%	30.7%	34.3%	33.1%	36.4%	32.7%
%H		50.7%	15.4%	85.0%	51.0%	34.0%	88.2%
30" - 39"	1981	1088	361	1587	1049	539	1828
%V	28.3%	29.9%	30.7%	27.4%	29.1%	24.6%	29.0%
%H		54.9%	18.2%	80.1%	53.0%	27.2%	92.3%
40" and over	993	588	194	744	526	218	944
%V	14.2%	16.2%	16.5%	12.8%	14.6%	10.0%	15.0%
%H		59.2%	19.5%	74.9%	53.0%	22.0%	95.1%
Don't know	75	33	13	64	36	28	67
%V	1.1%	0.9%	1.1%	1.1%	1.0%	1.3%	1.1%
%H		44.0%	17.3%	85.3%	48.0%	37.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Set level data

Table 22.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6988	3640	1175	5793	3605	2188	6296
%H		52.1%	16.8%	82.9%	51.6%	31.3%	90.1%
PVR	1405	969	316	892	752	140	1330
%V	20.1%	26.6%	26.9%	15.4%	20.9%	6.4%	21.1%
%H		69.0%	22.5%	63.5%	53.5%	10.0%	94.7%
DVDR	56	23	10	49	25	24	52
%V	0.8%	0.6%	0.9%	0.8%	0.7%	1.1%	0.8%
%H		41.1%	17.9%	87.5%	44.6%	42.9%	92.9%
VCR	25	7	4	23	9	13	17
%V	0.4%	0.2%	0.3%	0.4%	0.2%	0.6%	0.3%
%H		28.0%	16.0%	92.0%	36.0%	52.0%	68.0%
Any recorder	1458	981	323	944	770	174	1373
%V	20.9%	27.0%	27.5%	16.3%	21.4%	8.0%	21.8%
%H		67.3%	22.2%	64.7%	52.8%	11.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6988	3640	1175	5793	3605	2188	6296
%H		52.1%	16.8%	82.9%	51.6%	31.3%	90.1%
Receives HDTV (via STB or built-in reception)	1760	984	400	1347	941	406	1655
%V	25.2%	27.0%	34.0%	23.3%	26.1%	18.6%	26.3%
%H		55.9%	22.7%	76.5%	53.5%	23.1%	94.0%
DVD/Blu-ray player or recorder	2711	1416	505	2309	1489	820	2510
%V	38.8%	38.9%	43.0%	39.9%	41.3%	37.5%	39.9%
%H		52.2%	18.6%	85.2%	54.9%	30.2%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16526	15795	7664	2518	11757	6217	5540	14385
%H		95.6%	46.4%	15.2%	71.1%	37.6%	33.5%	87.0%
Total Children	3096	3013	1711	479	2047	1246	800	2947
%V	18.7%	19.1%	22.3%	19.0%	17.4%	20.0%	14.4%	20.5%
%H		97.3%	55.3%	15.5%	66.1%	40.2%	25.8%	95.2%
0 - 3	787	754	435	97	494	280	214	723
%V	4.8%	4.8%	5.7%	3.9%	4.2%	4.5%	3.9%	5.0%
%H		95.8%	55.3%	12.3%	62.8%	35.6%	27.2%	91.9%
4 - 15	2309	2259	1277	382	1552	966	586	2225
%V	14.0%	14.3%	16.7%	15.2%	13.2%	15.5%	10.6%	15.5%
%H		97.8%	55.3%	16.5%	67.2%	41.8%	25.4%	96.4%
4 - 9	1218	1188	682	191	779	478	301	1158
%V	7.4%	7.5%	8.9%	7.6%	6.6%	7.7%	5.4%	8.1%
%H		97.5%	56.0%	15.7%	64.0%	39.2%	24.7%	95.1%
10 - 15	1092	1071	595	191	773	488	285	1067
%V	6.6%	6.8%	7.8%	7.6%	6.6%	7.8%	5.1%	7.4%
%H		98.1%	54.5%	17.5%	70.8%	44.7%	26.1%	97.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16526	15795	7664	2518	11757	6217	5540	14385
%H		95.6%	46.4%	15.2%	71.1%	37.6%	33.5%	87.0%
Total Adults (16+)	13430	12781	5952	2039	9711	4971	4740	11437
%V	81.3%	80.9%	77.7%	81.0%	82.6%	80.0%	85.6%	79.5%
%H		95.2%	44.3%	15.2%	72.3%	37.0%	35.3%	85.2%
16 - 19	814	764	401	148	571	352	219	788
%V	4.9%	4.8%	5.2%	5.9%	4.9%	5.7%	4.0%	5.5%
%H		93.9%	49.3%	18.2%	70.1%	43.2%	26.9%	96.8%
20 - 24	1045	930	424	159	701	378	323	985
%V	6.3%	5.9%	5.5%	6.3%	6.0%	6.1%	5.8%	6.8%
%H		89.0%	40.6%	15.2%	67.1%	36.2%	30.9%	94.3%
25 - 34	2128	1985	1096	292	1318	751	567	2006
%V	12.9%	12.6%	14.3%	11.6%	11.2%	12.1%	10.2%	13.9%
%H		93.3%	51.5%	13.7%	61.9%	35.3%	26.6%	94.3%
35 - 44	2034	1954	1054	325	1386	831	555	1921
%V	12.3%	12.4%	13.8%	12.9%	11.8%	13.4%	10.0%	13.4%
%H		96.1%	51.8%	16.0%	68.1%	40.9%	27.3%	94.4%
45 - 54	2387	2314	1159	434	1749	1027	722	2202
%V	14.4%	14.7%	15.1%	17.2%	14.9%	16.5%	13.0%	15.3%
%H		96.9%	48.6%	18.2%	73.3%	43.0%	30.2%	92.2%
55 - 64	2001	1941	867	333	1514	767	747	1745
%V	12.1%	12.3%	11.3%	13.2%	12.9%	12.3%	13.5%	12.1%
%H		97.0%	43.3%	16.6%	75.7%	38.3%	37.3%	87.2%
65+	3021	2893	950	348	2471	864	1607	1791
%V	18.3%	18.3%	12.4%	13.8%	21.0%	13.9%	29.0%	12.5%
%H		95.8%	31.4%	11.5%	81.8%	28.6%	53.2%	59.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13430	12781	5952	2039	9711	4971	4740	11437
%H		95.2%	44.3%	15.2%	72.3%	37.0%	35.3%	85.2%
AB	3256	3145	1578	464	2372	1262	1110	3103
%V	24.2%	24.6%	26.5%	22.8%	24.4%	25.4%	23.4%	27.1%
%H		96.6%	48.5%	14.3%	72.9%	38.8%	34.1%	95.3%
C1	3568	3343	1544	574	2522	1327	1195	3224
%V	26.6%	26.2%	25.9%	28.2%	26.0%	26.7%	25.2%	28.2%
%H		93.7%	43.3%	16.1%	70.7%	37.2%	33.5%	90.4%
C2	3170	3063	1477	509	2365	1300	1064	2715
%V	23.6%	24.0%	24.8%	25.0%	24.4%	26.2%	22.4%	23.7%
%H		96.6%	46.6%	16.1%	74.6%	41.0%	33.6%	85.6%
D	2103	2004	908	315	1499	726	772	1611
%V	15.7%	15.7%	15.3%	15.4%	15.4%	14.6%	16.3%	14.1%
%H		95.3%	43.2%	15.0%	71.3%	34.5%	36.7%	76.6%
E	1333	1226	446	177	953	356	598	784
%V	9.9%	9.6%	7.5%	8.7%	9.8%	7.2%	12.6%	6.9%
%H		92.0%	33.5%	13.3%	71.5%	26.7%	44.9%	58.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13430	12781	5952	2039	9711	4971	4740	11437
%H		95.2%	44.3%	15.2%	72.3%	37.0%	35.3%	85.2%
Working full time	6004	5792	3021	1035	4193	2478	1715	5726
%V	44.7%	45.3%	50.8%	50.8%	43.2%	49.8%	36.2%	50.1%
%H		96.5%	50.3%	17.2%	69.8%	41.3%	28.6%	95.4%
Working part time	1279	1240	604	200	946	516	430	1188
%V	9.5%	9.7%	10.1%	9.8%	9.7%	10.4%	9.1%	10.4%
%H		97.0%	47.2%	15.6%	74.0%	40.3%	33.6%	92.9%
Not working	6147	5749	2327	804	4572	1977	2595	4524
%V	45.8%	45.0%	39.1%	39.4%	47.1%	39.8%	54.7%	39.6%
%H		93.5%	37.9%	13.1%	74.4%	32.2%	42.2%	73.6%
Housewife/Houseperson	7239	6859	2934	1013	5257	2388	2869	5732
%V	53.9%	53.7%	49.3%	49.7%	54.1%	48.0%	60.5%	50.1%
%H		94.8%	40.5%	14.0%	72.6%	33.0%	39.6%	79.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6568	6217	2966	1018	4687	2490	2197	5683
%H		94.7%	45.2%	15.5%	71.4%	37.9%	33.5%	86.5%
16 - 19	420	394	219	78	293	194	100	409
%V	6.4%	6.3%	7.4%	7.7%	6.3%	7.8%	4.6%	7.2%
%H		93.8%	52.1%	18.6%	69.8%	46.2%	23.8%	97.4%
20 - 24	534	481	218	93	362	207	155	508
%V	8.1%	7.7%	7.3%	9.1%	7.7%	8.3%	7.1%	8.9%
%H		90.1%	40.8%	17.4%	67.8%	38.8%	29.0%	95.1%
25 - 34	1062	978	532	148	655	376	279	998
%V	16.2%	15.7%	17.9%	14.5%	14.0%	15.1%	12.7%	17.6%
%H		92.1%	50.1%	13.9%	61.7%	35.4%	26.3%	94.0%
35 - 44	1009	961	512	155	678	398	280	944
%V	15.4%	15.5%	17.3%	15.2%	14.5%	16.0%	12.7%	16.6%
%H		95.2%	50.7%	15.4%	67.2%	39.4%	27.8%	93.6%
45 - 54	1170	1126	560	214	850	498	352	1069
%V	17.8%	18.1%	18.9%	21.0%	18.1%	20.0%	16.0%	18.8%
%H		96.2%	47.9%	18.3%	72.6%	42.6%	30.1%	91.4%
55 - 64	987	955	441	157	734	375	358	859
%V	15.0%	15.4%	14.9%	15.4%	15.7%	15.1%	16.3%	15.1%
%H		96.8%	44.7%	15.9%	74.4%	38.0%	36.3%	87.0%
65+	1386	1323	484	174	1115	442	673	895
%V	21.1%	21.3%	16.3%	17.1%	23.8%	17.8%	30.6%	15.7%
%H		95.5%	34.9%	12.6%	80.4%	31.9%	48.6%	64.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6568	6217	2966	1018	4687	2490	2197	5683
%H		94.7%	45.2%	15.5%	71.4%	37.9%	33.5%	86.5%
AB	1622	1564	798	232	1177	638	539	1552
%V	24.7%	25.2%	26.9%	22.8%	25.1%	25.6%	24.5%	27.3%
%H		96.4%	49.2%	14.3%	72.6%	39.3%	33.2%	95.7%
C1	1658	1549	742	276	1152	643	509	1538
%V	25.2%	24.9%	25.0%	27.1%	24.6%	25.8%	23.2%	27.1%
%H		93.4%	44.8%	16.6%	69.5%	38.8%	30.7%	92.8%
C2	1732	1664	802	273	1280	700	579	1463
%V	26.4%	26.8%	27.0%	26.8%	27.3%	28.1%	26.4%	25.7%
%H		96.1%	46.3%	15.8%	73.9%	40.4%	33.4%	84.5%
D	1003	946	435	162	701	356	345	794
%V	15.3%	15.2%	14.7%	15.9%	15.0%	14.3%	15.7%	14.0%
%H		94.3%	43.4%	16.2%	69.9%	35.5%	34.4%	79.2%
E	553	494	191	73	377	152	224	335
%V	8.4%	7.9%	6.4%	7.2%	8.0%	6.1%	10.2%	5.9%
%H		89.3%	34.5%	13.2%	68.2%	27.5%	40.5%	60.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6568	6217	2966	1018	4687	2490	2197	5683
%H		94.7%	45.2%	15.5%	71.4%	37.9%	33.5%	86.5%
Working full time	3653	3514	1845	616	2538	1502	1036	3470
%V	55.6%	56.5%	62.2%	60.5%	54.1%	60.3%	47.2%	61.1%
%H		96.2%	50.5%	16.9%	69.5%	41.1%	28.4%	95.0%
Working part time	285	268	116	42	198	90	108	254
%V	4.3%	4.3%	3.9%	4.1%	4.2%	3.6%	4.9%	4.5%
%H		94.0%	40.7%	14.7%	69.5%	31.6%	37.9%	89.1%
Not working	2630	2436	1005	360	1950	897	1053	1958
%V	40.0%	39.2%	33.9%	35.4%	41.6%	36.0%	47.9%	34.5%
%H		92.6%	38.2%	13.7%	74.1%	34.1%	40.0%	74.4%
Housewife/Houseperson	1560	1409	501	195	1095	408	687	1080
%V	23.8%	22.7%	16.9%	19.2%	23.4%	16.4%	31.3%	19.0%
%H		90.3%	32.1%	12.5%	70.2%	26.2%	44.0%	69.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6862	6564	2986	1021	5024	2481	2543	5755
%H		95.7%	43.5%	14.9%	73.2%	36.2%	37.1%	83.9%
16 - 19	394	370	182	70	278	159	119	379
%V	5.7%	5.6%	6.1%	6.9%	5.5%	6.4%	4.7%	6.6%
%H		93.9%	46.2%	17.8%	70.6%	40.4%	30.2%	96.2%
20 - 24	511	449	206	66	339	171	168	476
%V	7.4%	6.8%	6.9%	6.5%	6.7%	6.9%	6.6%	8.3%
%H		87.9%	40.3%	12.9%	66.3%	33.5%	32.9%	93.2%
25 - 34	1066	1008	563	143	663	375	288	1008
%V	15.5%	15.4%	18.9%	14.0%	13.2%	15.1%	11.3%	17.5%
%H		94.6%	52.8%	13.4%	62.2%	35.2%	27.0%	94.6%
35 - 44	1025	993	543	171	708	433	275	977
%V	14.9%	15.1%	18.2%	16.7%	14.1%	17.5%	10.8%	17.0%
%H		96.9%	53.0%	16.7%	69.1%	42.2%	26.8%	95.3%
45 - 54	1217	1188	598	220	899	529	370	1133
%V	17.7%	18.1%	20.0%	21.5%	17.9%	21.3%	14.5%	19.7%
%H		97.6%	49.1%	18.1%	73.9%	43.5%	30.4%	93.1%
55 - 64	1014	987	426	176	781	392	388	885
%V	14.8%	15.0%	14.3%	17.2%	15.5%	15.8%	15.3%	15.4%
%H		97.3%	42.0%	17.4%	77.0%	38.7%	38.3%	87.3%
65+	1634	1570	467	174	1356	422	934	896
%V	23.8%	23.9%	15.6%	17.0%	27.0%	17.0%	36.7%	15.6%
%H		96.1%	28.6%	10.6%	83.0%	25.8%	57.2%	54.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6862	6564	2986	1021	5024	2481	2543	5755
%H		95.7%	43.5%	14.9%	73.2%	36.2%	37.1%	83.9%
AB	1634	1581	780	232	1195	623	572	1551
%V	23.8%	24.1%	26.1%	22.7%	23.8%	25.1%	22.5%	27.0%
%H		96.8%	47.7%	14.2%	73.1%	38.1%	35.0%	94.9%
C1	1910	1794	802	298	1369	684	686	1686
%V	27.8%	27.3%	26.9%	29.2%	27.2%	27.6%	27.0%	29.3%
%H		93.9%	42.0%	15.6%	71.7%	35.8%	35.9%	88.3%
C2	1438	1399	675	235	1085	600	485	1252
%V	21.0%	21.3%	22.6%	23.0%	21.6%	24.2%	19.1%	21.8%
%H		97.3%	46.9%	16.3%	75.5%	41.7%	33.7%	87.1%
D	1100	1058	473	152	798	371	427	817
%V	16.0%	16.1%	15.8%	14.9%	15.9%	15.0%	16.8%	14.2%
%H		96.2%	43.0%	13.8%	72.5%	33.7%	38.8%	74.3%
E	780	732	256	104	576	203	373	448
%V	11.4%	11.2%	8.6%	10.2%	11.5%	8.2%	14.7%	7.8%
%H		93.8%	32.8%	13.3%	73.8%	26.0%	47.8%	57.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6862	6564	2986	1021	5024	2481	2543	5755
%H		95.7%	43.5%	14.9%	73.2%	36.2%	37.1%	83.9%
Working full time	2351	2279	1176	419	1655	976	679	2256
%V	34.3%	34.7%	39.4%	41.0%	32.9%	39.3%	26.7%	39.2%
%H		96.9%	50.0%	17.8%	70.4%	41.5%	28.9%	96.0%
Working part time	994	972	488	159	748	426	322	933
%V	14.5%	14.8%	16.3%	15.6%	14.9%	17.2%	12.7%	16.2%
%H		97.8%	49.1%	16.0%	75.3%	42.9%	32.4%	93.9%
Not working	3517	3314	1322	443	2621	1079	1542	2566
%V	51.3%	50.5%	44.3%	43.4%	52.2%	43.5%	60.6%	44.6%
%H		94.2%	37.6%	12.6%	74.5%	30.7%	43.8%	73.0%
Housewife/Houseperson	5679	5451	2433	818	4162	1980	2182	4652
%V	82.8%	83.0%	81.5%	80.1%	82.8%	79.8%	85.8%	80.8%
%H		96.0%	42.8%	14.4%	73.3%	34.9%	38.4%	81.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
AB	895	863	392	116	662	312	350	835
%V	22.7%	23.1%	24.9%	22.8%	22.7%	24.1%	21.6%	26.7%
%H (All HH)		96.4%	43.8%	13.0%	74.0%	34.9%	39.1%	93.3%
%H (TV HH)			45.4%	13.4%	76.7%	36.2%	40.6%	
C1	1006	939	397	145	721	335	386	852
%V	25.5%	25.1%	25.2%	28.5%	24.7%	25.9%	23.8%	27.3%
%H (All HH)		93.3%	39.5%	14.4%	71.7%	33.3%	38.4%	84.7%
%H (TV HH)			42.3%	15.4%	76.8%	35.7%	41.1%	
C2	901	868	381	117	694	331	362	733
%V	22.8%	23.2%	24.2%	23.0%	23.8%	25.6%	22.3%	23.5%
%H (All HH)		96.3%	42.3%	13.0%	77.0%	36.7%	40.2%	81.4%
%H (TV HH)			43.9%	13.5%	80.0%	38.1%	41.7%	
D	622	587	237	77	453	186	267	426
%V	15.8%	15.7%	15.0%	15.2%	15.5%	14.4%	16.5%	13.6%
%H (All HH)		94.4%	38.1%	12.4%	72.8%	29.9%	42.9%	68.5%
%H (TV HH)			40.4%	13.1%	77.2%	31.7%	45.5%	
E	523	484	169	53	387	131	257	278
%V	13.3%	12.9%	10.7%	10.4%	13.3%	10.1%	15.8%	8.9%
%H (All HH)		92.5%	32.3%	10.1%	74.0%	25.0%	49.1%	53.2%
%H (TV HH)			34.9%	11.0%	80.0%	27.1%	53.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Under 25	189	154	50	16	109	34	75	169
%V	4.8%	4.1%	3.2%	3.1%	3.7%	2.6%	4.6%	5.4%
%H (All HH)		81.5%	26.5%	8.5%	57.7%	18.0%	39.7%	89.4%
%H (TV HH)			32.5%	10.4%	70.8%	22.1%	48.7%	
25 - 34	580	538	291	64	362	192	170	542
%V	14.7%	14.4%	18.5%	12.6%	12.4%	14.8%	10.5%	17.3%
%H (All HH)		92.8%	50.2%	11.0%	62.4%	33.1%	29.3%	93.4%
%H (TV HH)			54.1%	11.9%	67.3%	35.7%	31.6%	
35 - 44	630	599	312	92	424	240	185	589
%V	16.0%	16.0%	19.8%	18.1%	14.5%	18.5%	11.4%	18.9%
%H (All HH)		95.1%	49.5%	14.6%	67.3%	38.1%	29.4%	93.5%
%H (TV HH)			52.1%	15.4%	70.8%	40.1%	30.9%	
45 - 54	771	744	360	123	568	310	258	703
%V	19.5%	19.9%	22.8%	24.2%	19.5%	24.0%	15.9%	22.5%
%H (All HH)		96.5%	46.7%	16.0%	73.7%	40.2%	33.5%	91.2%
%H (TV HH)			48.4%	16.5%	76.3%	41.7%	34.7%	
55 - 64	653	633	255	96	509	228	281	541
%V	16.5%	16.9%	16.2%	18.9%	17.4%	17.6%	17.3%	17.3%
%H (All HH)		96.9%	39.1%	14.7%	77.9%	34.9%	43.0%	82.8%
%H (TV HH)			40.3%	15.2%	80.4%	36.0%	44.4%	
65 +	1124	1075	308	117	944	289	654	580
%V	28.5%	28.7%	19.5%	23.0%	32.4%	22.3%	40.3%	18.6%
%H (All HH)		95.6%	27.4%	10.4%	84.0%	25.7%	58.2%	51.6%
%H (TV HH)			28.7%	10.9%	87.8%	26.9%	60.8%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
1	1237	1131	294	123	943	247	697	683
%V	31.3%	30.2%	18.6%	24.2%	32.3%	19.1%	42.9%	21.9%
%H (All HH)		91.4%	23.8%	9.9%	76.2%	20.0%	56.3%	55.2%
%H (TV HH)			26.0%	10.9%	83.4%	21.8%	61.6%	
2	1423	1367	569	197	1082	489	593	1209
%V	36.1%	36.5%	36.1%	38.8%	37.1%	37.8%	36.5%	38.7%
%H (All HH)		96.1%	40.0%	13.8%	76.0%	34.4%	41.7%	85.0%
%H (TV HH)			41.6%	14.4%	79.2%	35.8%	43.4%	
3	574	552	299	84	392	227	165	543
%V	14.5%	14.8%	19.0%	16.5%	13.4%	17.5%	10.2%	17.4%
%H (All HH)		96.2%	52.1%	14.6%	68.3%	39.5%	28.7%	94.6%
%H (TV HH)			54.2%	15.2%	71.0%	41.1%	29.9%	
4	482	470	284	71	350	238	111	466
%V	12.2%	12.6%	18.0%	14.0%	12.0%	18.4%	6.8%	14.9%
%H (All HH)		97.5%	58.9%	14.7%	72.6%	49.4%	23.0%	96.7%
%H (TV HH)			60.4%	15.1%	74.5%	50.6%	23.6%	
5+	232	222	130	34	150	93	57	224
%V	5.9%	5.9%	8.2%	6.7%	5.1%	7.2%	3.5%	7.2%
%H (All HH)		95.7%	56.0%	14.7%	64.7%	40.1%	24.6%	96.6%
%H (TV HH)			58.6%	15.3%	67.6%	41.9%	25.7%	
Average HH size	2.28	2.30	2.65	2.44	2.23	2.60	1.93	2.50

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Without	2980	2799	1025	378	2263	891	1372	2210
%V	75.5%	74.8%	65.0%	74.4%	77.6%	68.9%	84.5%	70.7%
%H (All HH)		93.9%	34.4%	12.7%	75.9%	29.9%	46.0%	74.2%
%H (TV HH)			36.6%	13.5%	80.9%	31.8%	49.0%	
With	967	943	552	130	654	403	251	915
%V	24.5%	25.2%	35.0%	25.6%	22.4%	31.1%	15.5%	29.3%
%H (All HH)		97.5%	57.1%	13.4%	67.6%	41.7%	26.0%	94.6%
%H (TV HH)			58.5%	13.8%	69.4%	42.7%	26.6%	
0 - 3	364	352	208	37	240	138	102	332
%V	9.2%	9.4%	13.2%	7.3%	8.2%	10.7%	6.3%	10.6%
%H (All HH)		96.7%	57.1%	10.2%	65.9%	37.9%	28.0%	91.2%
%H (TV HH)			59.1%	10.5%	68.2%	39.2%	29.0%	
4 - 9	486	475	280	65	317	191	126	461
%V	12.3%	12.7%	17.8%	12.8%	10.9%	14.8%	7.8%	14.8%
%H (All HH)		97.7%	57.6%	13.4%	65.2%	39.3%	25.9%	94.9%
%H (TV HH)			58.9%	13.7%	66.7%	40.2%	26.5%	
10 - 15	447	439	258	71	321	213	108	434
%V	11.3%	11.7%	16.4%	14.0%	11.0%	16.5%	6.7%	13.9%
%H (All HH)		98.2%	57.7%	15.9%	71.8%	47.7%	24.2%	97.1%
%H (TV HH)			58.8%	16.2%	73.1%	48.5%	24.6%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
1	1445	1445	467	160	1020	239	781	1005
%V	36.6%	38.6%	29.6%	31.5%	35.0%	18.5%	48.1%	32.2%
%H (All HH)		100.0%	32.3%	11.1%	70.6%	16.5%	54.0%	69.6%
%H (TV HH)			32.3%	11.1%	70.6%	16.5%	54.0%	
2	1340	1340	583	198	1086	530	557	1082
%V	33.9%	35.8%	37.0%	39.0%	37.2%	41.0%	34.3%	34.6%
%H (All HH)		100.0%	43.5%	14.8%	81.0%	39.6%	41.6%	80.7%
%H (TV HH)			43.5%	14.8%	81.0%	39.6%	41.6%	
3	569	569	292	88	479	288	192	521
%V	14.4%	15.2%	18.5%	17.3%	16.4%	22.3%	11.8%	16.7%
%H (All HH)		100.0%	51.3%	15.5%	84.2%	50.6%	33.7%	91.6%
%H (TV HH)			51.3%	15.5%	84.2%	50.6%	33.7%	
4	250	250	151	41	213	152	60	242
%V	6.3%	6.7%	9.6%	8.1%	7.3%	11.7%	3.7%	7.7%
%H (All HH)		100.0%	60.4%	16.4%	85.2%	60.8%	24.0%	96.8%
%H (TV HH)			60.4%	16.4%	85.2%	60.8%	24.0%	
5+	137	137	83	21	119	85	33	135
%V	3.5%	3.7%	5.3%	4.1%	4.1%	6.6%	2.0%	4.3%
%H (All HH)		100.0%	60.6%	15.3%	86.9%	62.0%	24.1%	98.5%
%H (TV HH)			60.6%	15.3%	86.9%	62.0%	24.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Under 20"	774	774	327	118	666	342	324	640
%V	19.6%	20.7%	20.7%	23.2%	22.8%	26.4%	20.0%	20.5%
%H (All HH)		100.0%	42.2%	15.2%	86.0%	44.2%	41.9%	82.7%
%H (TV HH)			42.2%	15.2%	86.0%	44.2%	41.9%	
20" - 29"	1289	1289	534	166	1090	506	584	1038
%V	32.7%	34.4%	33.9%	32.7%	37.4%	39.1%	36.0%	33.2%
%H (All HH)		100.0%	41.4%	12.9%	84.6%	39.3%	45.3%	80.5%
%H (TV HH)			41.4%	12.9%	84.6%	39.3%	45.3%	
30" - 39"	1954	1954	850	261	1568	735	833	1564
%V	49.5%	52.2%	53.9%	51.4%	53.8%	56.8%	51.3%	50.1%
%H (All HH)		100.0%	43.5%	13.4%	80.2%	37.6%	42.6%	80.0%
%H (TV HH)			43.5%	13.4%	80.2%	37.6%	42.6%	
40" and over	2003	2003	1021	315	1510	848	662	1761
%V	50.7%	53.5%	64.7%	62.0%	51.8%	65.5%	40.8%	56.4%
%H (All HH)		100.0%	51.0%	15.7%	75.4%	42.3%	33.1%	87.9%
%H (TV HH)			51.0%	15.7%	75.4%	42.3%	33.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Main living room	3693	3693	1566	506	2892	1286	1606	2946
%V	93.6%	98.7%	99.3%	99.6%	99.1%	99.4%	99.0%	94.3%
%H (All HH)		100.0%	42.4%	13.7%	78.3%	34.8%	43.5%	79.8%
%H (TV HH)			42.4%	13.7%	78.3%	34.8%	43.5%	
Kitchen	458	458	223	61	414	238	176	392
%V	11.6%	12.2%	14.1%	12.0%	14.2%	18.4%	10.8%	12.5%
%H (All HH)		100.0%	48.7%	13.3%	90.4%	52.0%	38.4%	85.6%
%H (TV HH)			48.7%	13.3%	90.4%	52.0%	38.4%	
Adult's bedroom	1671	1671	815	263	1388	802	586	1450
%V	42.3%	44.7%	51.7%	51.8%	47.6%	62.0%	36.1%	46.4%
%H (All HH)		100.0%	48.8%	15.7%	83.1%	48.0%	35.1%	86.8%
%H (TV HH)			48.8%	15.7%	83.1%	48.0%	35.1%	
Child's bedroom	412	412	239	61	308	200	108	396
%V	10.4%	11.0%	15.2%	12.0%	10.6%	15.5%	6.7%	12.7%
%H (All HH)		100.0%	58.0%	14.8%	74.8%	48.5%	26.2%	96.1%
%H (TV HH)			58.0%	14.8%	74.8%	48.5%	26.2%	
Other bedroom	226	226	121	36	197	129	69	211
%V	5.7%	6.0%	7.7%	7.1%	6.8%	10.0%	4.3%	6.8%
%H (All HH)		100.0%	53.5%	15.9%	87.2%	57.1%	30.5%	93.4%
%H (TV HH)			53.5%	15.9%	87.2%	57.1%	30.5%	
Second living/dining room	371	371	178	60	308	174	134	319
%V	9.4%	9.9%	11.3%	11.8%	10.6%	13.4%	8.3%	10.2%
%H (All HH)		100.0%	48.0%	16.2%	83.0%	46.9%	36.1%	86.0%
%H (TV HH)			48.0%	16.2%	83.0%	46.9%	36.1%	
Study/office	51	51	32	4	39	26	13	50
%V	1.3%	1.4%	2.0%	0.8%	1.3%	2.0%	0.8%	1.6%
%H (All HH)		100.0%	62.7%	7.8%	76.5%	51.0%	25.5%	98.0%
%H (TV HH)			62.7%	7.8%	76.5%	51.0%	25.5%	
TV room	14	14	9	1	11	8	4	14
%V	0.4%	0.4%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	64.3%	7.1%	78.6%	57.1%	28.6%	100.0%
%H (TV HH)			64.3%	7.1%	78.6%	57.1%	28.6%	
Conservatory	114	114	64	14	95	59	36	103
%V	2.9%	3.0%	4.1%	2.8%	3.3%	4.6%	2.2%	3.3%
%H (All HH)		100.0%	56.1%	12.3%	83.3%	51.8%	31.6%	90.4%
%H (TV HH)			56.1%	12.3%	83.3%	51.8%	31.6%	
Attic or loft room	14	14	8	4	11	8	3	13
%V	0.4%	0.4%	0.5%	0.8%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	57.1%	28.6%	78.6%	57.1%	21.4%	92.9%
%H (TV HH)			57.1%	28.6%	78.6%	57.1%	21.4%	
No specific location	4	4	3	0	4	3	2	4
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	50.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	50.0%	
Other	34	34	21	2	30	19	11	32
%V	0.9%	0.9%	1.3%	0.4%	1.0%	1.5%	0.7%	1.0%
%H (All HH)		100.0%	61.8%	5.9%	88.2%	55.9%	32.4%	94.1%
%H (TV HH)			61.8%	5.9%	88.2%	55.9%	32.4%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Any DSAT provider	1577	1577	1577	21	1008	1008	0	1397
%V	40.0%	42.1%	100.0%	4.1%	34.6%	77.9%	0.0%	44.7%
%H (All HH)			100.0%	1.3%	63.9%	63.9%	0.0%	88.6%
%H (TV HH)			100.0%	1.3%	63.9%	63.9%	0.0%	
Sky with subcription	1310	1310	1310	8	864	864	0	1182
%V	33.2%	35.0%	83.1%	1.6%	29.6%	66.8%	0.0%	37.8%
%H (All HH)			100.0%	0.6%	66.0%	66.0%	0.0%	90.2%
%H (TV HH)			100.0%	0.6%	66.0%	66.0%	0.0%	
Sky without subscription	126	126	126	5	64	64	0	100
%V	3.2%	3.4%	8.0%	1.0%	2.2%	4.9%	0.0%	3.2%
%H (All HH)			100.0%	4.0%	50.8%	50.8%	0.0%	79.4%
%H (TV HH)			100.0%	4.0%	50.8%	50.8%	0.0%	
Freesat	148	148	148	6	96	96	0	122
%V	3.7%	4.0%	9.4%	1.2%	3.3%	7.4%	0.0%	3.9%
%H (All HH)			100.0%	4.1%	64.9%	64.9%	0.0%	82.4%
%H (TV HH)			100.0%	4.1%	64.9%	64.9%	0.0%	
Other satellite provider	38	38	38	2	13	13	0	32
%V	1.0%	1.0%	2.4%	0.4%	0.4%	1.0%	0.0%	1.0%
%H (All HH)			100.0%	5.3%	34.2%	34.2%	0.0%	84.2%
%H (TV HH)			100.0%	5.3%	34.2%	34.2%	0.0%	
DCAB	508	508	21	508	295	295	0	459
%V	12.9%	13.6%	1.3%	100.0%	10.1%	22.8%	0.0%	14.7%
%H (All HH)			4.1%	100.0%	58.1%	58.1%	0.0%	90.4%
%H (TV HH)			4.1%	100.0%	58.1%	58.1%	0.0%	
DTT	2917	2917	1008	295	2917	1294	1623	2255
%V	73.9%	78.0%	63.9%	58.1%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	34.6%	10.1%	100.0%	44.4%	55.6%	77.3%
%H (TV HH)			34.6%	10.1%	100.0%	44.4%	55.6%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
PVR	2252	2252	1337	414	1626	1105	521	2032
%V	57.1%	60.2%	84.8%	81.5%	55.7%	85.4%	32.1%	65.0%
%H (All HH)		100.0%	59.4%	18.4%	72.2%	49.1%	23.1%	90.2%
%H (TV HH)			59.4%	18.4%	72.2%	49.1%	23.1%	
DVDR	146	146	59	19	123	54	69	122
%V	3.7%	3.9%	3.7%	3.7%	4.2%	4.2%	4.3%	3.9%
%H (All HH)		100.0%	40.4%	13.0%	84.2%	37.0%	47.3%	83.6%
%H (TV HH)			40.4%	13.0%	84.2%	37.0%	47.3%	
VCR	152	152	47	19	128	43	86	100
%V	3.9%	4.1%	3.0%	3.7%	4.4%	3.3%	5.3%	3.2%
%H (All HH)		100.0%	30.9%	12.5%	84.2%	28.3%	56.6%	65.8%
%H (TV HH)			30.9%	12.5%	84.2%	28.3%	56.6%	
Any recorder	2371	2371	1352	422	1738	1123	615	2101
%V	60.1%	63.4%	85.7%	83.1%	59.6%	86.8%	37.9%	67.3%
%H (All HH)		100.0%	57.0%	17.8%	73.3%	47.4%	25.9%	88.6%
%H (TV HH)			57.0%	17.8%	73.3%	47.4%	25.9%	
Receives HDTV (via STB or built-in reception)	2102	2102	1148	387	1572	987	585	1890
%V	53.3%	56.2%	72.8%	76.2%	53.9%	76.3%	36.0%	60.5%
%H (All HH)		100.0%	54.6%	18.4%	74.8%	47.0%	27.8%	89.9%
%H (TV HH)			54.6%	18.4%	74.8%	47.0%	27.8%	
DVD/Blu-ray player or recorder	2798	2798	1239	405	2237	1077	1160	2340
%V	70.9%	74.8%	78.6%	79.7%	76.7%	83.2%	71.5%	74.9%
%H (All HH)		100.0%	44.3%	14.5%	79.9%	38.5%	41.5%	83.6%
%H (TV HH)			44.3%	14.5%	79.9%	38.5%	41.5%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Household level data

Table 23.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3947	3742	1577	508	2917	1294	1623	3124
%H (All HH)		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%
%H (TV HH)			42.1%	13.6%	78.0%	34.6%	43.4%	
Has broadband internet	3124	2984	1397	459	2255	1154	1101	3124
%V	79.1%	79.7%	88.6%	90.4%	77.3%	89.2%	67.8%	100.0%
%H (All HH)		95.5%	44.7%	14.7%	72.2%	36.9%	35.2%	100.0%
%H (TV HH)			46.8%	15.4%	75.6%	38.7%	36.9%	
Number of computers (PCs and laptops)								
0	860	798	204	55	690	157	534	113
%V	21.8%	21.3%	12.9%	10.8%	23.7%	12.1%	32.9%	3.6%
%H (All HH)		92.8%	23.7%	6.4%	80.2%	18.3%	62.1%	13.1%
%H (TV HH)			25.6%	6.9%	86.5%	19.7%	66.9%	
1	1109	1039	402	145	803	322	481	1047
%V	28.1%	27.8%	25.5%	28.5%	27.5%	24.9%	29.6%	33.5%
%H (All HH)		93.7%	36.2%	13.1%	72.4%	29.0%	43.4%	94.4%
%H (TV HH)			38.7%	14.0%	77.3%	31.0%	46.3%	
2	848	810	383	131	617	328	289	837
%V	21.5%	21.6%	24.3%	25.8%	21.2%	25.3%	17.8%	26.8%
%H (All HH)		95.5%	45.2%	15.4%	72.8%	38.7%	34.1%	98.7%
%H (TV HH)			47.3%	16.2%	76.2%	40.5%	35.7%	
3	521	502	265	86	371	222	149	520
%V	13.2%	13.4%	16.8%	16.9%	12.7%	17.2%	9.2%	16.6%
%H (All HH)		96.4%	50.9%	16.5%	71.2%	42.6%	28.6%	99.8%
%H (TV HH)			52.8%	17.1%	73.9%	44.2%	29.7%	
4	298	292	163	49	212	136	76	297
%V	7.6%	7.8%	10.3%	9.6%	7.3%	10.5%	4.7%	9.5%
%H (All HH)		98.0%	54.7%	16.4%	71.1%	45.6%	25.5%	99.7%
%H (TV HH)			55.8%	16.8%	72.6%	46.6%	26.0%	
5+	310	301	159	43	223	129	94	309
%V	7.9%	8.0%	10.1%	8.5%	7.6%	10.0%	5.8%	9.9%
%H (All HH)		97.1%	51.3%	13.9%	71.9%	41.6%	30.3%	99.7%
%H (TV HH)			52.8%	14.3%	74.1%	42.9%	31.2%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7584	3573	1097	6131	3240	2891	6435
%H		47.1%	14.5%	80.8%	42.7%	38.1%	84.8%
Under 20"	975	424	158	840	454	386	824
%V	12.9%	11.9%	14.4%	13.7%	14.0%	13.4%	12.8%
%H		43.5%	16.2%	86.2%	46.6%	39.6%	84.5%
20" - 29"	1712	753	214	1473	732	742	1420
%V	22.6%	21.1%	19.5%	24.0%	22.6%	25.7%	22.1%
%H		44.0%	12.5%	86.0%	42.8%	43.3%	82.9%
30" - 39"	2364	1075	325	1910	953	957	1939
%V	31.2%	30.1%	29.6%	31.2%	29.4%	33.1%	30.1%
%H		45.5%	13.7%	80.8%	40.3%	40.5%	82.0%
40" and over	2466	1297	391	1846	1074	772	2199
%V	32.5%	36.3%	35.6%	30.1%	33.1%	26.7%	34.2%
%H		52.6%	15.9%	74.9%	43.6%	31.3%	89.2%
Don't know	67	24	8	63	28	35	52
%V	0.9%	0.7%	0.7%	1.0%	0.9%	1.2%	0.8%
%H		35.8%	11.9%	94.0%	41.8%	52.2%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7584	3573	1097	6131	3240	2891	6435
%H		47.1%	14.5%	80.8%	42.7%	38.1%	84.8%
Main living room	3718	1577	511	2910	1295	1615	2970
%V	49.0%	44.1%	46.6%	47.5%	40.0%	55.9%	46.2%
%H		42.4%	13.7%	78.3%	34.8%	43.4%	79.9%
Kitchen	458	224	61	414	239	176	393
%V	6.0%	6.3%	5.6%	6.8%	7.4%	6.1%	6.1%
%H		48.9%	13.3%	90.4%	52.2%	38.4%	85.8%
Adult's bedroom	1965	986	311	1639	977	661	1732
%V	25.9%	27.6%	28.4%	26.7%	30.2%	22.9%	26.9%
%H		50.2%	15.8%	83.4%	49.7%	33.6%	88.1%
Child's bedroom	546	318	83	410	269	141	526
%V	7.2%	8.9%	7.6%	6.7%	8.3%	4.9%	8.2%
%H		58.2%	15.2%	75.1%	49.3%	25.8%	96.3%
Other bedroom	287	148	45	252	158	93	271
%V	3.8%	4.1%	4.1%	4.1%	4.9%	3.2%	4.2%
%H		51.6%	15.7%	87.8%	55.1%	32.4%	94.4%
Second living/dining room	375	181	61	311	177	134	323
%V	4.9%	5.1%	5.6%	5.1%	5.5%	4.6%	5.0%
%H		48.3%	16.3%	82.9%	47.2%	35.7%	86.1%
Study/office	52	32	4	40	26	13	51
%V	0.7%	0.9%	0.4%	0.7%	0.8%	0.4%	0.8%
%H		61.5%	7.7%	76.9%	50.0%	25.0%	98.1%
TV room	14	9	1	11	8	4	14
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		64.3%	7.1%	78.6%	57.1%	28.6%	100.0%
Conservatory	114	64	14	95	59	36	103
%V	1.5%	1.8%	1.3%	1.5%	1.8%	1.2%	1.6%
%H		56.1%	12.3%	83.3%	51.8%	31.6%	90.4%
Attic or loft room	14	8	4	11	8	3	13
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		57.1%	28.6%	78.6%	57.1%	21.4%	92.9%
No specific location	5	3	0	5	3	2	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Other	37	24	2	33	22	12	35
%V	0.5%	0.7%	0.2%	0.5%	0.7%	0.4%	0.5%
%H		64.9%	5.4%	89.2%	59.5%	32.4%	94.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7584	3573	1097	6131	3240	2891	6435
%H		47.1%	14.5%	80.8%	42.7%	38.1%	84.8%
PVR	2896	1822	532	2039	1471	568	2651
%V	38.2%	51.0%	48.5%	33.3%	45.4%	19.6%	41.2%
%H		62.9%	18.4%	70.4%	50.8%	19.6%	91.5%
DVDR	159	63	19	133	56	77	133
%V	2.1%	1.8%	1.7%	2.2%	1.7%	2.7%	2.1%
%H		39.6%	11.9%	83.6%	35.2%	48.4%	83.6%
VCR	156	48	21	132	45	87	103
%V	2.1%	1.3%	1.9%	2.2%	1.4%	3.0%	1.6%
%H		30.8%	13.5%	84.6%	28.8%	55.8%	66.0%
Any recorder	3048	1846	545	2183	1502	682	2748
%V	40.2%	51.7%	49.7%	35.6%	46.4%	23.6%	42.7%
%H		60.6%	17.9%	71.6%	49.3%	22.4%	90.2%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7584	3573	1097	6131	3240	2891	6435
%H		47.1%	14.5%	80.8%	42.7%	38.1%	84.8%
Receives HDTV (via STB or built-in reception)	2940	1632	555	2225	1443	782	2688
%V	38.8%	45.7%	50.6%	36.3%	44.5%	27.0%	41.8%
%H		55.5%	18.9%	75.7%	49.1%	26.6%	91.4%
DVD/Blu-ray player or recorder	4008	1876	596	3286	1735	1550	3470
%V	52.8%	52.5%	54.3%	53.6%	53.5%	53.6%	53.9%
%H		46.8%	14.9%	82.0%	43.3%	38.7%	86.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3724	1574	508	2914	1294	1620	2969
%V		42.3%	13.6%	78.2%	34.7%	43.5%	79.7%
%H							
Under 20"	51	8	5	41	6	34	30
%V	1.4%	0.5%	1.0%	1.4%	0.5%	2.1%	1.0%
%H		15.7%	9.8%	80.4%	11.8%	66.7%	58.8%
20" - 29"	367	69	33	313	54	259	226
%V	9.9%	4.4%	6.5%	10.7%	4.2%	16.0%	7.6%
%H		18.8%	9.0%	85.3%	14.7%	70.6%	61.6%
30" - 39"	1329	494	167	1066	407	659	985
%V	35.7%	31.4%	32.9%	36.6%	31.5%	40.7%	33.2%
%H		37.2%	12.6%	80.2%	30.6%	49.6%	74.1%
40" and over	1941	994	300	1462	817	645	1704
%V	52.1%	63.2%	59.1%	50.2%	63.1%	39.8%	57.4%
%H		51.2%	15.5%	75.3%	42.1%	33.2%	87.8%
Don't know	36	9	4	33	10	23	24
%V	1.0%	0.6%	0.8%	1.1%	0.8%	1.4%	0.8%
%H		25.0%	11.1%	91.7%	27.8%	63.9%	66.7%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3724	1574	508	2914	1294	1620	2969
%H		42.3%	13.6%	78.2%	34.7%	43.5%	79.7%
PVR	2202	1319	404	1583	1085	498	1987
%V	59.1%	83.8%	79.5%	54.3%	83.8%	30.7%	66.9%
%H		59.9%	18.3%	71.9%	49.3%	22.6%	90.2%
DVDR	127	52	17	106	47	59	103
%V	3.4%	3.3%	3.3%	3.6%	3.6%	3.6%	3.5%
%H		40.9%	13.4%	83.5%	37.0%	46.5%	81.1%
VCR	136	42	18	114	37	76	88
%V	3.7%	2.7%	3.5%	3.9%	2.9%	4.7%	3.0%
%H		30.9%	13.2%	83.8%	27.2%	55.9%	64.7%
Any recorder	2316	1337	413	1690	1105	584	2052
%V	62.2%	84.9%	81.3%	58.0%	85.4%	36.0%	69.1%
%H		57.7%	17.8%	73.0%	47.7%	25.2%	88.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3724	1574	508	2914	1294	1620	2969
%H		42.3%	13.6%	78.2%	34.7%	43.5%	79.7%
Receives HDTV (via STB or built-in reception)	2044	1122	377	1526	964	562	1842
%V	54.9%	71.3%	74.2%	52.4%	74.5%	34.7%	62.0%
%H		54.9%	18.4%	74.7%	47.2%	27.5%	90.1%
DVD/Blu-ray player or recorder	2588	1134	368	2060	970	1090	2159
%V	69.5%	72.0%	72.4%	70.7%	75.0%	67.3%	72.7%
%H		43.8%	14.2%	79.6%	37.5%	42.1%	83.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3859	1998	589	3217	1946	1271	3467
%H		51.8%	15.3%	83.4%	50.4%	32.9%	89.8%
Under 20"	924	416	153	799	448	351	795
%V	23.9%	20.8%	26.0%	24.8%	23.0%	27.6%	22.9%
%H		45.0%	16.6%	86.5%	48.5%	38.0%	86.0%
20" - 29"	1345	683	182	1160	678	483	1194
%V	34.9%	34.2%	30.9%	36.1%	34.8%	38.0%	34.4%
%H		50.8%	13.5%	86.2%	50.4%	35.9%	88.8%
30" - 39"	1036	581	159	844	546	298	954
%V	26.8%	29.1%	27.0%	26.2%	28.1%	23.4%	27.5%
%H		56.1%	15.3%	81.5%	52.7%	28.8%	92.1%
40" and over	524	303	91	383	257	127	496
%V	13.6%	15.2%	15.4%	11.9%	13.2%	10.0%	14.3%
%H		57.8%	17.4%	73.1%	49.0%	24.2%	94.7%
Don't know	31	15	4	30	18	12	28
%V	0.8%	0.8%	0.7%	0.9%	0.9%	0.9%	0.8%
%H		48.4%	12.9%	96.8%	58.1%	38.7%	90.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3859	1998	589	3217	1946	1271	3467
%H		51.8%	15.3%	83.4%	50.4%	32.9%	89.8%
PVR	694	503	128	456	386	70	664
%V	18.0%	25.2%	21.7%	14.2%	19.8%	5.5%	19.2%
%H		72.5%	18.4%	65.7%	55.6%	10.1%	95.7%
DVDR	32	11	3	27	9	18	30
%V	0.8%	0.6%	0.5%	0.8%	0.5%	1.4%	0.9%
%H		34.4%	9.4%	84.4%	28.1%	56.3%	93.8%
VCR	20	6	3	18	8	11	15
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.9%	0.4%
%H		30.0%	15.0%	90.0%	40.0%	55.0%	75.0%
Any recorder	732	509	133	494	397	97	696
%V	19.0%	25.5%	22.6%	15.4%	20.4%	7.6%	20.1%
%H		69.5%	18.2%	67.5%	54.2%	13.3%	95.1%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3859	1998	589	3217	1946	1271	3467
%H		51.8%	15.3%	83.4%	50.4%	32.9%	89.8%
Receives HDTV (via STB or built-in reception)	896	509	178	699	479	220	846
%V	23.2%	25.5%	30.2%	21.7%	24.6%	17.3%	24.4%
%H		56.8%	19.9%	78.0%	53.5%	24.6%	94.4%
DVD/Blu-ray player or recorder	1420	742	228	1226	765	460	1310
%V	36.8%	37.1%	38.7%	38.1%	39.3%	36.2%	37.8%
%H		52.3%	16.1%	86.3%	53.9%	32.4%	92.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9006	8617	4183	1239	6501	3368	3133	7821
%H		95.7%	46.4%	13.8%	72.2%	37.4%	34.8%	86.8%
Total Children	1663	1624	957	221	1116	678	438	1572
%V	18.5%	18.8%	22.9%	17.8%	17.2%	20.1%	14.0%	20.1%
%H		97.7%	57.5%	13.3%	67.1%	40.8%	26.3%	94.5%
0 - 3	424	411	241	44	279	159	121	387
%V	4.7%	4.8%	5.8%	3.6%	4.3%	4.7%	3.9%	4.9%
%H		96.9%	56.8%	10.4%	65.8%	37.5%	28.5%	91.3%
4 - 15	1239	1213	716	177	837	520	317	1185
%V	13.8%	14.1%	17.1%	14.3%	12.9%	15.4%	10.1%	15.2%
%H		97.9%	57.8%	14.3%	67.6%	42.0%	25.6%	95.6%
4 - 9	654	639	375	88	420	247	172	616
%V	7.3%	7.4%	9.0%	7.1%	6.5%	7.3%	5.5%	7.9%
%H		97.7%	57.3%	13.5%	64.2%	37.8%	26.3%	94.2%
10 - 15	585	574	341	89	417	272	145	569
%V	6.5%	6.7%	8.2%	7.2%	6.4%	8.1%	4.6%	7.3%
%H		98.1%	58.3%	15.2%	71.3%	46.5%	24.8%	97.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9006	8617	4183	1239	6501	3368	3133	7821
%H		95.7%	46.4%	13.8%	72.2%	37.4%	34.8%	86.8%
Total Adults (16+)	7342	6993	3226	1018	5385	2690	2695	6249
%V	81.5%	81.2%	77.1%	82.2%	82.8%	79.9%	86.0%	79.9%
%H		95.2%	43.9%	13.9%	73.3%	36.6%	36.7%	85.1%
16 - 19	462	429	229	73	322	196	126	446
%V	5.1%	5.0%	5.5%	5.9%	5.0%	5.8%	4.0%	5.7%
%H		92.9%	49.6%	15.8%	69.7%	42.4%	27.3%	96.5%
20 - 24	577	508	231	73	382	204	178	547
%V	6.4%	5.9%	5.5%	5.9%	5.9%	6.1%	5.7%	7.0%
%H		88.0%	40.0%	12.7%	66.2%	35.4%	30.8%	94.8%
25 - 34	1144	1070	588	141	735	413	322	1077
%V	12.7%	12.4%	14.1%	11.4%	11.3%	12.3%	10.3%	13.8%
%H		93.5%	51.4%	12.3%	64.2%	36.1%	28.1%	94.1%
35 - 44	1106	1061	582	160	759	453	307	1044
%V	12.3%	12.3%	13.9%	12.9%	11.7%	13.5%	9.8%	13.3%
%H		95.9%	52.6%	14.5%	68.6%	41.0%	27.8%	94.4%
45 - 54	1296	1261	632	219	955	549	406	1200
%V	14.4%	14.6%	15.1%	17.7%	14.7%	16.3%	13.0%	15.3%
%H		97.3%	48.8%	16.9%	73.7%	42.4%	31.3%	92.6%
55 - 64	1102	1073	468	168	845	408	437	958
%V	12.2%	12.5%	11.2%	13.6%	13.0%	12.1%	13.9%	12.2%
%H		97.4%	42.5%	15.2%	76.7%	37.0%	39.7%	86.9%
65+	1656	1591	496	184	1387	467	920	977
%V	18.4%	18.5%	11.9%	14.9%	21.3%	13.9%	29.4%	12.5%
%H		96.1%	30.0%	11.1%	83.8%	28.2%	55.6%	59.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7342	6993	3226	1018	5385	2690	2695	6249
%H		95.2%	43.9%	13.9%	73.3%	36.6%	36.7%	85.1%
AB	1753	1700	831	232	1292	663	629	1674
%V	23.9%	24.3%	25.8%	22.8%	24.0%	24.6%	23.3%	26.8%
%H		97.0%	47.4%	13.2%	73.7%	37.8%	35.9%	95.5%
C1	1947	1809	829	289	1375	708	667	1752
%V	26.5%	25.9%	25.7%	28.4%	25.5%	26.3%	24.7%	28.0%
%H		92.9%	42.6%	14.8%	70.6%	36.4%	34.3%	90.0%
C2	1741	1693	793	248	1351	710	640	1494
%V	23.7%	24.2%	24.6%	24.4%	25.1%	26.4%	23.7%	23.9%
%H		97.2%	45.5%	14.2%	77.6%	40.8%	36.8%	85.8%
D	1138	1088	496	157	816	390	427	860
%V	15.5%	15.6%	15.4%	15.4%	15.2%	14.5%	15.8%	13.8%
%H		95.6%	43.6%	13.8%	71.7%	34.3%	37.5%	75.6%
E	764	703	278	91	551	219	332	469
%V	10.4%	10.1%	8.6%	8.9%	10.2%	8.1%	12.3%	7.5%
%H		92.0%	36.4%	11.9%	72.1%	28.7%	43.5%	61.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7342	6993	3226	1018	5385	2690	2695	6249
%H		95.2%	43.9%	13.9%	73.3%	36.6%	36.7%	85.1%
Working full time	3228	3130	1624	509	2288	1311	977	3078
%V	44.0%	44.8%	50.3%	50.0%	42.5%	48.7%	36.3%	49.3%
%H		97.0%	50.3%	15.8%	70.9%	40.6%	30.3%	95.4%
Working part time	744	720	334	105	557	285	273	685
%V	10.1%	10.3%	10.4%	10.3%	10.3%	10.6%	10.1%	11.0%
%H		96.8%	44.9%	14.1%	74.9%	38.3%	36.7%	92.1%
Not working	3371	3143	1268	404	2540	1095	1445	2486
%V	45.9%	44.9%	39.3%	39.7%	47.2%	40.7%	53.6%	39.8%
%H		93.2%	37.6%	12.0%	75.3%	32.5%	42.9%	73.7%
Housewife/Houseperson	3947	3742	1577	508	2917	1294	1623	3124
%V	53.8%	53.5%	48.9%	49.9%	54.2%	48.1%	60.2%	50.0%
%H		94.8%	40.0%	12.9%	73.9%	32.8%	41.1%	79.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3598	3419	1614	504	2609	1347	1262	3112
%H		95.0%	44.9%	14.0%	72.5%	37.4%	35.1%	86.5%
16 - 19	237	224	132	35	168	112	56	231
%V	6.6%	6.6%	8.2%	6.9%	6.4%	8.3%	4.4%	7.4%
%H		94.5%	55.7%	14.8%	70.9%	47.3%	23.6%	97.5%
20 - 24	302	272	122	45	202	115	86	288
%V	8.4%	8.0%	7.6%	8.9%	7.7%	8.5%	6.8%	9.3%
%H		90.1%	40.4%	14.9%	66.9%	38.1%	28.5%	95.4%
25 - 34	570	527	280	73	361	200	161	538
%V	15.8%	15.4%	17.3%	14.5%	13.8%	14.8%	12.8%	17.3%
%H		92.5%	49.1%	12.8%	63.3%	35.1%	28.2%	94.4%
35 - 44	552	525	285	75	380	225	155	513
%V	15.3%	15.4%	17.7%	14.9%	14.6%	16.7%	12.3%	16.5%
%H		95.1%	51.6%	13.6%	68.8%	40.8%	28.1%	92.9%
45 - 54	636	614	301	109	466	263	203	585
%V	17.7%	18.0%	18.6%	21.6%	17.9%	19.5%	16.1%	18.8%
%H		96.5%	47.3%	17.1%	73.3%	41.4%	31.9%	92.0%
55 - 64	541	525	244	72	401	192	209	468
%V	15.0%	15.4%	15.1%	14.3%	15.4%	14.3%	16.6%	15.0%
%H		97.0%	45.1%	13.3%	74.1%	35.5%	38.6%	86.5%
65+	759	730	250	94	631	239	392	490
%V	21.1%	21.4%	15.5%	18.7%	24.2%	17.7%	31.1%	15.7%
%H		96.2%	32.9%	12.4%	83.1%	31.5%	51.6%	64.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3598	3419	1614	504	2609	1347	1262	3112
%H		95.0%	44.9%	14.0%	72.5%	37.4%	35.1%	86.5%
AB	875	851	428	114	644	338	306	840
%V	24.3%	24.9%	26.5%	22.6%	24.7%	25.1%	24.2%	27.0%
%H		97.3%	48.9%	13.0%	73.6%	38.6%	35.0%	96.0%
C1	907	848	400	139	631	342	289	839
%V	25.2%	24.8%	24.8%	27.6%	24.2%	25.4%	22.9%	27.0%
%H		93.5%	44.1%	15.3%	69.6%	37.7%	31.9%	92.5%
C2	948	916	423	134	731	379	352	803
%V	26.3%	26.8%	26.2%	26.6%	28.0%	28.1%	27.9%	25.8%
%H		96.6%	44.6%	14.1%	77.1%	40.0%	37.1%	84.7%
D	551	521	245	80	386	194	192	429
%V	15.3%	15.2%	15.2%	15.9%	14.8%	14.4%	15.2%	13.8%
%H		94.6%	44.5%	14.5%	70.1%	35.2%	34.8%	77.9%
E	317	282	118	38	217	95	122	201
%V	8.8%	8.2%	7.3%	7.5%	8.3%	7.1%	9.7%	6.5%
%H		89.0%	37.2%	12.0%	68.5%	30.0%	38.5%	63.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3598	3419	1614	504	2609	1347	1262	3112
%H		95.0%	44.9%	14.0%	72.5%	37.4%	35.1%	86.5%
Working full time	1985	1920	994	302	1398	791	607	1884
%V	55.2%	56.2%	61.6%	59.9%	53.6%	58.7%	48.1%	60.5%
%H		96.7%	50.1%	15.2%	70.4%	39.8%	30.6%	94.9%
Working part time	163	151	60	19	116	46	70	145
%V	4.5%	4.4%	3.7%	3.8%	4.4%	3.4%	5.5%	4.7%
%H		92.6%	36.8%	11.7%	71.2%	28.2%	42.9%	89.0%
Not working	1451	1347	560	183	1095	510	585	1082
%V	40.3%	39.4%	34.7%	36.3%	42.0%	37.9%	46.4%	34.8%
%H		92.8%	38.6%	12.6%	75.5%	35.1%	40.3%	74.6%
Housewife/Houseperson	864	783	259	97	630	226	404	600
%V	24.0%	22.9%	16.0%	19.2%	24.1%	16.8%	32.0%	19.3%
%H		90.6%	30.0%	11.2%	72.9%	26.2%	46.8%	69.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3744	3574	1613	514	2776	1343	1434	3137
%H		95.5%	43.1%	13.7%	74.1%	35.9%	38.3%	83.8%
16 - 19	225	205	96	38	154	84	69	215
%V	6.0%	5.7%	6.0%	7.4%	5.5%	6.3%	4.8%	6.9%
%H		91.1%	42.7%	16.9%	68.4%	37.3%	30.7%	95.6%
20 - 24	275	235	110	28	180	89	92	259
%V	7.3%	6.6%	6.8%	5.4%	6.5%	6.6%	6.4%	8.3%
%H		85.5%	40.0%	10.2%	65.5%	32.4%	33.5%	94.2%
25 - 34	574	543	308	68	374	213	161	539
%V	15.3%	15.2%	19.1%	13.2%	13.5%	15.9%	11.2%	17.2%
%H		94.6%	53.7%	11.8%	65.2%	37.1%	28.0%	93.9%
35 - 44	553	536	297	85	379	227	152	530
%V	14.8%	15.0%	18.4%	16.5%	13.7%	16.9%	10.6%	16.9%
%H		96.9%	53.7%	15.4%	68.5%	41.0%	27.5%	95.8%
45 - 54	660	647	331	110	490	286	204	616
%V	17.6%	18.1%	20.5%	21.4%	17.7%	21.3%	14.2%	19.6%
%H		98.0%	50.2%	16.7%	74.2%	43.3%	30.9%	93.3%
55 - 64	560	547	225	96	444	216	228	490
%V	15.0%	15.3%	13.9%	18.7%	16.0%	16.1%	15.9%	15.6%
%H		97.7%	40.2%	17.1%	79.3%	38.6%	40.7%	87.5%
65+	897	861	246	90	756	228	528	488
%V	24.0%	24.1%	15.3%	17.5%	27.2%	17.0%	36.8%	15.6%
%H		96.0%	27.4%	10.0%	84.3%	25.4%	58.9%	54.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3744	3574	1613	514	2776	1343	1434	3137
%H		95.5%	43.1%	13.7%	74.1%	35.9%	38.3%	83.8%
AB	877	849	403	118	648	325	323	835
%V	23.4%	23.8%	25.0%	23.0%	23.3%	24.2%	22.5%	26.6%
%H		96.8%	46.0%	13.5%	73.9%	37.1%	36.8%	95.2%
C1	1040	960	429	150	744	366	378	913
%V	27.8%	26.9%	26.6%	29.2%	26.8%	27.3%	26.4%	29.1%
%H		92.3%	41.3%	14.4%	71.5%	35.2%	36.3%	87.8%
C2	793	777	370	115	620	332	288	691
%V	21.2%	21.7%	22.9%	22.4%	22.3%	24.7%	20.1%	22.0%
%H		98.0%	46.7%	14.5%	78.2%	41.9%	36.3%	87.1%
D	586	567	251	78	430	196	235	430
%V	15.7%	15.9%	15.6%	15.2%	15.5%	14.6%	16.4%	13.7%
%H		96.8%	42.8%	13.3%	73.4%	33.4%	40.1%	73.4%
E	447	421	159	54	334	125	209	268
%V	11.9%	11.8%	9.9%	10.5%	12.0%	9.3%	14.6%	8.5%
%H		94.2%	35.6%	12.1%	74.7%	28.0%	46.8%	60.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3744	3574	1613	514	2776	1343	1434	3137
%H		95.5%	43.1%	13.7%	74.1%	35.9%	38.3%	83.8%
Working full time	1243	1209	630	208	890	519	371	1193
%V	33.2%	33.8%	39.1%	40.5%	32.1%	38.6%	25.9%	38.0%
%H		97.3%	50.7%	16.7%	71.6%	41.8%	29.8%	96.0%
Working part time	581	569	274	86	441	238	203	540
%V	15.5%	15.9%	17.0%	16.7%	15.9%	17.7%	14.2%	17.2%
%H		97.9%	47.2%	14.8%	75.9%	41.0%	34.9%	92.9%
Not working	1921	1796	708	221	1445	585	860	1404
%V	51.3%	50.3%	43.9%	43.0%	52.1%	43.6%	60.0%	44.8%
%H		93.5%	36.9%	11.5%	75.2%	30.5%	44.8%	73.1%
Housewife/Houseperson	3083	2959	1318	411	2287	1068	1219	2524
%V	82.3%	82.8%	81.7%	80.0%	82.4%	79.5%	85.0%	80.5%
%H		96.0%	42.8%	13.3%	74.2%	34.6%	39.5%	81.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West / Border Macro

Household level data

Table 24.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%V (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
AB	762	730	361	110	544	281	263	706
%V	23.1%	23.4%	26.6%	21.8%	23.2%	25.7%	21.1%	27.1%
%H (All HH)		95.8%	47.4%	14.4%	71.4%	36.9%	34.5%	92.7%
%H (TV HH)			49.5%	15.1%	74.5%	38.5%	36.0%	
C1	848	804	350	141	600	294	306	736
%V	25.8%	25.8%	25.8%	27.9%	25.6%	26.9%	24.6%	28.2%
%H (All HH)		94.8%	41.3%	16.6%	70.8%	34.7%	36.1%	86.8%
%H (TV HH)			43.5%	17.5%	74.6%	36.6%	38.1%	
C2	721	689	330	119	515	277	238	579
%V	21.9%	22.1%	24.3%	23.6%	22.0%	25.3%	19.1%	22.2%
%H (All HH)		95.6%	45.8%	16.5%	71.4%	38.4%	33.0%	80.3%
%H (TV HH)			47.9%	17.3%	74.7%	40.2%	34.5%	
D	538	509	206	76	380	156	224	376
%V	16.3%	16.3%	15.2%	15.0%	16.2%	14.3%	18.0%	14.4%
%H (All HH)		94.6%	38.3%	14.1%	70.6%	29.0%	41.6%	69.9%
%H (TV HH)			40.5%	14.9%	74.7%	30.6%	44.0%	
E	424	386	111	58	302	87	215	211
%V	12.9%	12.4%	8.2%	11.5%	12.9%	8.0%	17.3%	8.1%
%H (All HH)		91.0%	26.2%	13.7%	71.2%	20.5%	50.7%	49.8%
%H (TV HH)			28.8%	15.0%	78.2%	22.5%	55.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Household level data

Table 24.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Under 25	146	128	44	19	96	33	63	125
%V	4.4%	4.1%	3.2%	3.8%	4.1%	3.0%	5.1%	4.8%
%H (All HH)		87.7%	30.1%	13.0%	65.8%	22.6%	43.2%	85.6%
%H (TV HH)			34.4%	14.8%	75.0%	25.8%	49.2%	
25 - 34	483	444	238	69	270	145	126	451
%V	14.7%	14.2%	17.5%	13.7%	11.5%	13.3%	10.1%	17.3%
%H (All HH)		91.9%	49.3%	14.3%	55.9%	30.0%	26.1%	93.4%
%H (TV HH)			53.6%	15.5%	60.8%	32.7%	28.4%	
35 - 44	538	516	271	91	368	217	151	502
%V	16.3%	16.6%	20.0%	18.0%	15.7%	19.8%	12.1%	19.3%
%H (All HH)		95.9%	50.4%	16.9%	68.4%	40.3%	28.1%	93.3%
%H (TV HH)			52.5%	17.6%	71.3%	42.1%	29.3%	
45 - 54	642	615	294	123	466	266	200	571
%V	19.5%	19.7%	21.7%	24.4%	19.9%	24.3%	16.1%	21.9%
%H (All HH)		95.8%	45.8%	19.2%	72.6%	41.4%	31.2%	88.9%
%H (TV HH)			47.8%	20.0%	75.8%	43.3%	32.5%	
55 - 64	555	533	230	96	407	198	209	465
%V	16.9%	17.1%	16.9%	19.0%	17.4%	18.1%	16.8%	17.8%
%H (All HH)		96.0%	41.4%	17.3%	73.3%	35.7%	37.7%	83.8%
%H (TV HH)			43.2%	18.0%	76.4%	37.1%	39.2%	
65 +	928	881	279	106	734	236	498	494
%V	28.2%	28.3%	20.6%	21.0%	31.4%	21.6%	40.0%	18.9%
%H (All HH)		94.9%	30.1%	11.4%	79.1%	25.4%	53.7%	53.2%
%H (TV HH)			31.7%	12.0%	83.3%	26.8%	56.5%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Household level data

Table 24.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
1	1068	982	299	119	763	209	554	592
%V	32.4%	31.5%	22.0%	23.6%	32.6%	19.1%	44.5%	22.7%
%H (All HH)		91.9%	28.0%	11.1%	71.4%	19.6%	51.9%	55.4%
%H (TV HH)			30.4%	12.1%	77.7%	21.3%	56.4%	
2	1110	1063	477	166	810	393	417	936
%V	33.7%	34.1%	35.2%	32.9%	34.6%	35.9%	33.5%	35.9%
%H (All HH)		95.8%	43.0%	15.0%	73.0%	35.4%	37.6%	84.3%
%H (TV HH)			44.9%	15.6%	76.2%	37.0%	39.2%	
3	514	494	251	107	362	225	138	496
%V	15.6%	15.8%	18.5%	21.2%	15.5%	20.6%	11.1%	19.0%
%H (All HH)		96.1%	48.8%	20.8%	70.4%	43.8%	26.8%	96.5%
%H (TV HH)			50.8%	21.7%	73.3%	45.5%	27.9%	
4	400	387	218	76	284	188	96	390
%V	12.1%	12.4%	16.1%	15.0%	12.1%	17.2%	7.7%	15.0%
%H (All HH)		96.8%	54.5%	19.0%	71.0%	47.0%	24.0%	97.5%
%H (TV HH)			56.3%	19.6%	73.4%	48.6%	24.8%	
5+	200	192	112	37	121	80	41	194
%V	6.1%	6.2%	8.3%	7.3%	5.2%	7.3%	3.3%	7.4%
%H (All HH)		96.0%	56.0%	18.5%	60.5%	40.0%	20.5%	97.0%
%H (TV HH)			58.3%	19.3%	63.0%	41.7%	21.4%	
Average HH size	2.29	2.31	2.58	2.53	2.25	2.62	1.93	2.52

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Without	2452	2304	922	349	1783	756	1027	1801
%V	74.5%	73.9%	67.9%	69.1%	76.2%	69.1%	82.4%	69.1%
%H (All HH)		94.0%	37.6%	14.2%	72.7%	30.8%	41.9%	73.5%
%H (TV HH)			40.0%	15.1%	77.4%	32.8%	44.6%	
With	841	813	435	155	557	338	219	806
%V	25.5%	26.1%	32.1%	30.7%	23.8%	30.9%	17.6%	30.9%
%H (All HH)		96.7%	51.7%	18.4%	66.2%	40.2%	26.0%	95.8%
%H (TV HH)			53.5%	19.1%	68.5%	41.6%	26.9%	
0 - 3	317	301	169	46	191	108	83	296
%V	9.6%	9.7%	12.5%	9.1%	8.2%	9.9%	6.7%	11.4%
%H (All HH)		95.0%	53.3%	14.5%	60.3%	34.1%	26.2%	93.4%
%H (TV HH)			56.1%	15.3%	63.5%	35.9%	27.6%	
4 - 9	418	406	224	74	274	171	103	401
%V	12.7%	13.0%	16.5%	14.7%	11.7%	15.6%	8.3%	15.4%
%H (All HH)		97.1%	53.6%	17.7%	65.6%	40.9%	24.6%	95.9%
%H (TV HH)			55.2%	18.2%	67.5%	42.1%	25.4%	
10 - 15	395	387	202	81	275	170	105	387
%V	12.0%	12.4%	14.9%	16.0%	11.8%	15.5%	8.4%	14.8%
%H (All HH)		98.0%	51.1%	20.5%	69.6%	43.0%	26.6%	98.0%
%H (TV HH)			52.2%	20.9%	71.1%	43.9%	27.1%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
1	1211	1211	424	167	797	195	603	836
%V	36.8%	38.9%	31.2%	33.1%	34.1%	17.8%	48.4%	32.1%
%H (All HH)		100.0%	35.0%	13.8%	65.8%	16.1%	49.8%	69.0%
%H (TV HH)			35.0%	13.8%	65.8%	16.1%	49.8%	
2	1137	1137	497	188	895	442	453	928
%V	34.5%	36.5%	36.6%	37.2%	38.2%	40.4%	36.4%	35.6%
%H (All HH)		100.0%	43.7%	16.5%	78.7%	38.9%	39.8%	81.6%
%H (TV HH)			43.7%	16.5%	78.7%	38.9%	39.8%	
3	466	466	250	87	390	259	131	433
%V	14.2%	15.0%	18.4%	17.2%	16.7%	23.7%	10.5%	16.6%
%H (All HH)		100.0%	53.6%	18.7%	83.7%	55.6%	28.1%	92.9%
%H (TV HH)			53.6%	18.7%	83.7%	55.6%	28.1%	
4	197	197	120	36	165	123	42	192
%V	6.0%	6.3%	8.8%	7.1%	7.1%	11.2%	3.4%	7.4%
%H (All HH)		100.0%	60.9%	18.3%	83.8%	62.4%	21.3%	97.5%
%H (TV HH)			60.9%	18.3%	83.8%	62.4%	21.3%	
5+	106	106	65	26	93	76	17	104
%V	3.2%	3.4%	4.8%	5.1%	4.0%	6.9%	1.4%	4.0%
%H (All HH)		100.0%	61.3%	24.5%	87.7%	71.7%	16.0%	98.1%
%H (TV HH)			61.3%	24.5%	87.7%	71.7%	16.0%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West / Border Macro

Household level data

Table 24.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%V (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Under 20"	554	554	254	73	491	264	227	471
%V	16.8%	17.8%	18.7%	14.5%	21.0%	24.1%	18.2%	18.1%
%H (All HH)		100.0%	45.8%	13.2%	88.6%	47.7%	41.0%	85.0%
%H (TV HH)			45.8%	13.2%	88.6%	47.7%	41.0%	
20" - 29"	1039	1039	446	154	858	420	437	819
%V	31.6%	33.3%	32.9%	30.5%	36.7%	38.4%	35.1%	31.4%
%H (All HH)		100.0%	42.9%	14.8%	82.6%	40.4%	42.1%	78.8%
%H (TV HH)			42.9%	14.8%	82.6%	40.4%	42.1%	
30" - 39"	1710	1710	734	283	1340	650	690	1374
%V	51.9%	54.9%	54.1%	56.0%	57.3%	59.4%	55.4%	52.7%
%H (All HH)		100.0%	42.9%	16.5%	78.4%	38.0%	40.4%	80.4%
%H (TV HH)			42.9%	16.5%	78.4%	38.0%	40.4%	
40" and over	1596	1596	849	312	1145	704	441	1426
%V	48.5%	51.2%	62.6%	61.8%	48.9%	64.4%	35.4%	54.7%
%H (All HH)		100.0%	53.2%	19.5%	71.7%	44.1%	27.6%	89.3%
%H (TV HH)			53.2%	19.5%	71.7%	44.1%	27.6%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Main living room	3081	3081	1346	502	2315	1087	1229	2463
%V	93.6%	98.8%	99.2%	99.4%	98.9%	99.4%	98.6%	94.5%
%H (All HH)		100.0%	43.7%	16.3%	75.1%	35.3%	39.9%	79.9%
%H (TV HH)			43.7%	16.3%	75.1%	35.3%	39.9%	
Kitchen	282	282	141	42	252	151	100	251
%V	8.6%	9.0%	10.4%	8.3%	10.8%	13.8%	8.0%	9.6%
%H (All HH)		100.0%	50.0%	14.9%	89.4%	53.5%	35.5%	89.0%
%H (TV HH)			50.0%	14.9%	89.4%	53.5%	35.5%	
Adult's bedroom	1450	1450	721	262	1175	701	474	1262
%V	44.0%	46.5%	53.1%	51.9%	50.2%	64.1%	38.0%	48.4%
%H (All HH)		100.0%	49.7%	18.1%	81.0%	48.3%	32.7%	87.0%
%H (TV HH)			49.7%	18.1%	81.0%	48.3%	32.7%	
Child's bedroom	290	290	171	64	229	174	55	284
%V	8.8%	9.3%	12.6%	12.7%	9.8%	15.9%	4.4%	10.9%
%H (All HH)		100.0%	59.0%	22.1%	79.0%	60.0%	19.0%	97.9%
%H (TV HH)			59.0%	22.1%	79.0%	60.0%	19.0%	
Other bedroom	160	160	91	35	133	96	37	151
%V	4.9%	5.1%	6.7%	6.9%	5.7%	8.8%	3.0%	5.8%
%H (All HH)		100.0%	56.9%	21.9%	83.1%	60.0%	23.1%	94.4%
%H (TV HH)			56.9%	21.9%	83.1%	60.0%	23.1%	
Second living/dining room	387	387	202	66	317	199	119	343
%V	11.8%	12.4%	14.9%	13.1%	13.5%	18.2%	9.6%	13.2%
%H (All HH)		100.0%	52.2%	17.1%	81.9%	51.4%	30.7%	88.6%
%H (TV HH)			52.2%	17.1%	81.9%	51.4%	30.7%	
Study/office	30	30	14	3	25	13	12	28
%V	0.9%	1.0%	1.0%	0.6%	1.1%	1.2%	1.0%	1.1%
%H (All HH)		100.0%	46.7%	10.0%	83.3%	43.3%	40.0%	93.3%
%H (TV HH)			46.7%	10.0%	83.3%	43.3%	40.0%	
TV room	16	16	9	2	14	9	5	16
%V	0.5%	0.5%	0.7%	0.4%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	56.3%	12.5%	87.5%	56.3%	31.3%	100.0%
%H (TV HH)			56.3%	12.5%	87.5%	56.3%	31.3%	
Conservatory	87	87	47	16	78	53	25	80
%V	2.6%	2.8%	3.5%	3.2%	3.3%	4.8%	2.0%	3.1%
%H (All HH)		100.0%	54.0%	18.4%	89.7%	60.9%	28.7%	92.0%
%H (TV HH)			54.0%	18.4%	89.7%	60.9%	28.7%	
Attic or loft room	6	6	4	2	4	4	0	6
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	0.0%	
No specific location	4	4	1	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	50.0%	25.0%	
Other	20	20	12	2	16	9	7	18
%V	0.6%	0.6%	0.9%	0.4%	0.7%	0.8%	0.6%	0.7%
%H (All HH)		100.0%	60.0%	10.0%	80.0%	45.0%	35.0%	90.0%
%H (TV HH)			60.0%	10.0%	80.0%	45.0%	35.0%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Any DSAT provider	1357	1357	1357	25	817	817	0	1204
%V	41.2%	43.5%	100.0%	5.0%	34.9%	74.7%	0.0%	46.2%
%H (All HH)			100.0%	1.8%	60.2%	60.2%	0.0%	88.7%
%H (TV HH)			100.0%	1.8%	60.2%	60.2%	0.0%	
Sky with subcription	1136	1136	1136	12	694	694	0	1021
%V	34.5%	36.4%	83.7%	2.4%	29.7%	63.4%	0.0%	39.2%
%H (All HH)			100.0%	1.1%	61.1%	61.1%	0.0%	89.9%
%H (TV HH)			100.0%	1.1%	61.1%	61.1%	0.0%	
Sky without subscription	98	98	98	4	45	45	0	79
%V	3.0%	3.1%	7.2%	0.8%	1.9%	4.1%	0.0%	3.0%
%H (All HH)			100.0%	4.1%	45.9%	45.9%	0.0%	80.6%
%H (TV HH)			100.0%	4.1%	45.9%	45.9%	0.0%	
Freesat	144	144	144	11	101	101	0	124
%V	4.4%	4.6%	10.6%	2.2%	4.3%	9.2%	0.0%	4.8%
%H (All HH)			100.0%	7.6%	70.1%	70.1%	0.0%	86.1%
%H (TV HH)			100.0%	7.6%	70.1%	70.1%	0.0%	
Other satellite provider	30	30	30	1	17	17	0	28
%V	0.9%	1.0%	2.2%	0.2%	0.7%	1.6%	0.0%	1.1%
%H (All HH)			100.0%	3.3%	56.7%	56.7%	0.0%	93.3%
%H (TV HH)			100.0%	3.3%	56.7%	56.7%	0.0%	
DCAB	505	505	25	505	295	295	0	461
%V	15.3%	16.2%	1.8%	100.0%	12.6%	27.0%	0.0%	17.7%
%H (All HH)			5.0%	100.0%	58.4%	58.4%	0.0%	91.3%
%H (TV HH)			5.0%	100.0%	58.4%	58.4%	0.0%	
DTT	2340	2340	817	295	2340	1094	1246	1818
%V	71.1%	75.1%	60.2%	58.4%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	34.9%	12.6%	100.0%	46.8%	53.2%	77.7%
%H (TV HH)			34.9%	12.6%	100.0%	46.8%	53.2%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
PVR	2043	2043	1195	445	1406	985	422	1821
%V	62.0%	65.5%	88.1%	88.1%	60.1%	90.0%	33.9%	69.9%
%H (All HH)		100.0%	58.5%	21.8%	68.8%	48.2%	20.7%	89.1%
%H (TV HH)			58.5%	21.8%	68.8%	48.2%	20.7%	
DVDR	85	85	39	16	72	39	33	74
%V	2.6%	2.7%	2.9%	3.2%	3.1%	3.6%	2.6%	2.8%
%H (All HH)		100.0%	45.9%	18.8%	84.7%	45.9%	38.8%	87.1%
%H (TV HH)			45.9%	18.8%	84.7%	45.9%	38.8%	
VCR	39	39	12	1	33	8	25	22
%V	1.2%	1.3%	0.9%	0.2%	1.4%	0.7%	2.0%	0.8%
%H (All HH)		100.0%	30.8%	2.6%	84.6%	20.5%	64.1%	56.4%
%H (TV HH)			30.8%	2.6%	84.6%	20.5%	64.1%	
Any recorder	2092	2092	1205	448	1449	991	458	1853
%V	63.5%	67.1%	88.8%	88.7%	61.9%	90.6%	36.8%	71.1%
%H (All HH)		100.0%	57.6%	21.4%	69.3%	47.4%	21.9%	88.6%
%H (TV HH)			57.6%	21.4%	69.3%	47.4%	21.9%	
Receives HDTV (via STB or built-in reception)	1877	1877	1004	423	1351	878	472	1677
%V	57.0%	60.2%	74.0%	83.8%	57.7%	80.3%	37.9%	64.3%
%H (All HH)		100.0%	53.5%	22.5%	72.0%	46.8%	25.1%	89.3%
%H (TV HH)			53.5%	22.5%	72.0%	46.8%	25.1%	
DVD/Blu-ray player or recorder	2349	2349	1066	397	1819	918	901	1971
%V	71.3%	75.4%	78.6%	78.6%	77.7%	83.9%	72.3%	75.6%
%H (All HH)		100.0%	45.4%	16.9%	77.4%	39.1%	38.4%	83.9%
%H (TV HH)			45.4%	16.9%	77.4%	39.1%	38.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3293	3117	1357	505	2340	1094	1246	2607
%H (All HH)		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%
%H (TV HH)			43.5%	16.2%	75.1%	35.1%	40.0%	
Has broadband internet	2607	2492	1204	461	1818	998	820	2607
%V	79.2%	79.9%	88.7%	91.3%	77.7%	91.2%	65.8%	100.0%
%H (All HH)		95.6%	46.2%	17.7%	69.7%	38.3%	31.5%	100.0%
%H (TV HH)			48.3%	18.5%	73.0%	40.0%	32.9%	
Number of computers (PCs and laptops)								
0	718	656	170	51	540	108	431	93
%V	21.8%	21.0%	12.5%	10.1%	23.1%	9.9%	34.6%	3.6%
%H (All HH)		91.4%	23.7%	7.1%	75.2%	15.0%	60.0%	13.0%
%H (TV HH)			25.9%	7.8%	82.3%	16.5%	65.7%	
1	974	911	392	148	657	287	370	924
%V	29.6%	29.2%	28.9%	29.3%	28.1%	26.2%	29.7%	35.4%
%H (All HH)		93.5%	40.2%	15.2%	67.5%	29.5%	38.0%	94.9%
%H (TV HH)			43.0%	16.2%	72.1%	31.5%	40.6%	
2	726	695	343	122	498	272	226	717
%V	22.0%	22.3%	25.3%	24.2%	21.3%	24.9%	18.1%	27.5%
%H (All HH)		95.7%	47.2%	16.8%	68.6%	37.5%	31.1%	98.8%
%H (TV HH)			49.4%	17.6%	71.7%	39.1%	32.5%	
3	430	418	230	74	321	210	112	429
%V	13.1%	13.4%	16.9%	14.7%	13.7%	19.2%	9.0%	16.5%
%H (All HH)		97.2%	53.5%	17.2%	74.7%	48.8%	26.0%	99.8%
%H (TV HH)			55.0%	17.7%	76.8%	50.2%	26.8%	
4	231	227	119	55	166	110	55	231
%V	7.0%	7.3%	8.8%	10.9%	7.1%	10.1%	4.4%	8.9%
%H (All HH)		98.3%	51.5%	23.8%	71.9%	47.6%	23.8%	100.0%
%H (TV HH)			52.4%	24.2%	73.1%	48.5%	24.2%	
5+	214	210	102	55	159	107	52	213
%V	6.5%	6.7%	7.5%	10.9%	6.8%	9.8%	4.2%	8.2%
%H (All HH)		98.1%	47.7%	25.7%	74.3%	50.0%	24.3%	99.5%
%H (TV HH)			48.6%	26.2%	75.7%	51.0%	24.8%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6239	2998	1091	4915	2753	2162	5315
%H		48.1%	17.5%	78.8%	44.1%	34.7%	85.2%
Under 20"	713	338	97	638	361	277	621
%V	11.4%	11.3%	8.9%	13.0%	13.1%	12.8%	11.7%
%H		47.4%	13.6%	89.5%	50.6%	38.8%	87.1%
20" - 29"	1306	576	204	1090	563	526	1053
%V	20.9%	19.2%	18.7%	22.2%	20.5%	24.3%	19.8%
%H		44.1%	15.6%	83.5%	43.1%	40.3%	80.6%
30" - 39"	2120	945	370	1660	854	806	1745
%V	34.0%	31.5%	33.9%	33.8%	31.0%	37.3%	32.8%
%H		44.6%	17.5%	78.3%	40.3%	38.0%	82.3%
40" and over	2015	1110	405	1464	949	515	1831
%V	32.3%	37.0%	37.1%	29.8%	34.5%	23.8%	34.4%
%H		55.1%	20.1%	72.7%	47.1%	25.6%	90.9%
Don't know	84	29	16	64	26	38	65
%V	1.3%	1.0%	1.5%	1.3%	0.9%	1.8%	1.2%
%H		34.5%	19.0%	76.2%	31.0%	45.2%	77.4%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6239	2998	1091	4915	2753	2162	5315
%H		48.1%	17.5%	78.8%	44.1%	34.7%	85.2%
Main living room	3096	1353	506	2326	1095	1231	2477
%V	49.6%	45.1%	46.4%	47.3%	39.8%	56.9%	46.6%
%H		43.7%	16.3%	75.1%	35.4%	39.8%	80.0%
Kitchen	282	141	43	252	152	100	251
%V	4.5%	4.7%	3.9%	5.1%	5.5%	4.6%	4.7%
%H		50.0%	15.2%	89.4%	53.9%	35.5%	89.0%
Adult's bedroom	1753	887	324	1433	881	552	1550
%V	28.1%	29.6%	29.7%	29.2%	32.0%	25.5%	29.2%
%H		50.6%	18.5%	81.7%	50.3%	31.5%	88.4%
Child's bedroom	370	218	84	287	219	68	363
%V	5.9%	7.3%	7.7%	5.8%	8.0%	3.1%	6.8%
%H		58.9%	22.7%	77.6%	59.2%	18.4%	98.1%
Other bedroom	183	104	43	154	114	40	172
%V	2.9%	3.5%	3.9%	3.1%	4.1%	1.9%	3.2%
%H		56.8%	23.5%	84.2%	62.3%	21.9%	94.0%
Second living/dining room	392	207	66	322	203	119	349
%V	6.3%	6.9%	6.0%	6.6%	7.4%	5.5%	6.6%
%H		52.8%	16.8%	82.1%	51.8%	30.4%	89.0%
Study/office	30	14	3	25	13	12	29
%V	0.5%	0.5%	0.3%	0.5%	0.5%	0.6%	0.5%
%H		46.7%	10.0%	83.3%	43.3%	40.0%	96.7%
TV room	16	9	2	14	9	5	16
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		56.3%	12.5%	87.5%	56.3%	31.3%	100.0%
Conservatory	87	47	16	78	53	25	80
%V	1.4%	1.6%	1.5%	1.6%	1.9%	1.2%	1.5%
%H		54.0%	18.4%	89.7%	60.9%	28.7%	92.0%
Attic or loft room	6	4	2	4	4	0	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
No specific location	4	1	1	3	2	1	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		25.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Other	21	12	2	16	9	7	19
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.4%
%H		57.1%	9.5%	76.2%	42.9%	33.3%	90.5%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Set level data

Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6239	2998	1091	4915	2753	2162	5315
%H		48.1%	17.5%	78.8%	44.1%	34.7%	85.2%
PVR	2707	1643	625	1801	1330	471	2446
%V	43.4%	54.8%	57.3%	36.6%	48.3%	21.8%	46.0%
%H		60.7%	23.1%	66.5%	49.1%	17.4%	90.4%
DVDR	94	43	19	81	45	35	82
%V	1.5%	1.4%	1.7%	1.6%	1.6%	1.6%	1.5%
%H		45.7%	20.2%	86.2%	47.9%	37.2%	87.2%
VCR	40	12	1	34	8	26	22
%V	0.6%	0.4%	0.1%	0.7%	0.3%	1.2%	0.4%
%H		30.0%	2.5%	85.0%	20.0%	65.0%	55.0%
Any recorder	2770	1659	630	1857	1344	514	2489
%V	44.4%	55.3%	57.7%	37.8%	48.8%	23.8%	46.8%
%H		59.9%	22.7%	67.0%	48.5%	18.6%	89.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6239	2998	1091	4915	2753	2162	5315
%H		48.1%	17.5%	78.8%	44.1%	34.7%	85.2%
Receives HDTV (via STB or built-in reception)	2687	1454	639	1949	1314	635	2439
%V	43.1%	48.5%	58.6%	39.7%	47.7%	29.4%	45.9%
%H		54.1%	23.8%	72.5%	48.9%	23.6%	90.8%
DVD/Blu-ray player or recorder	3469	1657	638	2759	1553	1206	3016
%V	55.6%	55.3%	58.5%	56.1%	56.4%	55.8%	56.7%
%H		47.8%	18.4%	79.5%	44.8%	34.8%	86.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Set level data

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3110	1356	505	2339	1094	1245	2486
%H		43.6%	16.2%	75.2%	35.2%	40.0%	79.9%
Under 20"	36	9	4	27	6	21	19
%V	1.2%	0.7%	0.8%	1.2%	0.5%	1.7%	0.8%
%H		25.0%	11.1%	75.0%	16.7%	58.3%	52.8%
20" - 29"	313	74	24	263	49	214	187
%V	10.1%	5.5%	4.8%	11.2%	4.5%	17.2%	7.5%
%H		23.6%	7.7%	84.0%	15.7%	68.4%	59.7%
30" - 39"	1175	438	167	916	351	565	871
%V	37.8%	32.3%	33.1%	39.2%	32.1%	45.4%	35.0%
%H		37.3%	14.2%	78.0%	29.9%	48.1%	74.1%
40" and over	1546	825	302	1103	679	424	1382
%V	49.7%	60.8%	59.8%	47.2%	62.1%	34.1%	55.6%
%H		53.4%	19.5%	71.3%	43.9%	27.4%	89.4%
Don't know	40	11	7	29	9	21	27
%V	1.3%	0.8%	1.4%	1.2%	0.8%	1.7%	1.1%
%H		27.5%	17.5%	72.5%	22.5%	52.5%	67.5%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3110	1356	505	2339	1094	1245	2486
%H		43.6%	16.2%	75.2%	35.2%	40.0%	79.9%
PVR	1996	1178	437	1365	964	401	1781
%V	64.2%	86.9%	86.5%	58.4%	88.1%	32.2%	71.6%
%H		59.0%	21.9%	68.4%	48.3%	20.1%	89.2%
DVDR	70	31	12	59	29	29	60
%V	2.3%	2.3%	2.4%	2.5%	2.7%	2.3%	2.4%
%H		44.3%	17.1%	84.3%	41.4%	41.4%	85.7%
VCR	35	10	1	30	6	24	20
%V	1.1%	0.7%	0.2%	1.3%	0.5%	1.9%	0.8%
%H		28.6%	2.9%	85.7%	17.1%	68.6%	57.1%
Any recorder	2043	1187	439	1407	970	437	1811
%V	65.7%	87.5%	86.9%	60.2%	88.7%	35.1%	72.8%
%H		58.1%	21.5%	68.9%	47.5%	21.4%	88.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3110	1356	505	2339	1094	1245	2486
%H		43.6%	16.2%	75.2%	35.2%	40.0%	79.9%
Receives HDTV (via STB or built-in reception)	1823	979	417	1301	852	449	1630
%V	58.6%	72.2%	82.6%	55.6%	77.9%	36.1%	65.6%
%H		53.7%	22.9%	71.4%	46.7%	24.6%	89.4%
DVD/Blu-ray player or recorder	2178	983	361	1676	830	846	1817
%V	70.0%	72.5%	71.5%	71.7%	75.9%	68.0%	73.1%
%H		45.1%	16.6%	77.0%	38.1%	38.8%	83.4%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3129	1642	586	2576	1659	917	2829
%H		52.5%	18.7%	82.3%	53.0%	29.3%	90.4%
Under 20"	678	330	93	610	355	256	602
%V	21.7%	20.1%	15.9%	23.7%	21.4%	27.9%	21.3%
%H		48.7%	13.7%	90.0%	52.4%	37.8%	88.8%
20" - 29"	993	502	180	827	514	313	866
%V	31.7%	30.6%	30.7%	32.1%	31.0%	34.1%	30.6%
%H		50.6%	18.1%	83.3%	51.8%	31.5%	87.2%
30" - 39"	945	507	203	743	503	240	873
%V	30.2%	30.9%	34.6%	28.8%	30.3%	26.2%	30.9%
%H		53.7%	21.5%	78.6%	53.2%	25.4%	92.4%
40" and over	469	284	103	361	269	92	449
%V	15.0%	17.3%	17.6%	14.0%	16.2%	10.0%	15.9%
%H		60.6%	22.0%	77.0%	57.4%	19.6%	95.7%
Don't know	44	18	8	34	18	17	39
%V	1.4%	1.1%	1.4%	1.3%	1.1%	1.9%	1.4%
%H		40.9%	18.2%	77.3%	40.9%	38.6%	88.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3129	1642	586	2576	1659	917	2829
%H		52.5%	18.7%	82.3%	53.0%	29.3%	90.4%
PVR	712	465	188	436	366	70	665
%V	22.8%	28.3%	32.1%	16.9%	22.1%	7.6%	23.5%
%H		65.3%	26.4%	61.2%	51.4%	9.8%	93.4%
DVDR	24	12	7	22	16	6	22
%V	0.8%	0.7%	1.2%	0.9%	1.0%	0.7%	0.8%
%H		50.0%	29.2%	91.7%	66.7%	25.0%	91.7%
VCR	5	1	1	5	2	3	2
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	40.0%
Any recorder	727	471	191	450	373	77	677
%V	23.2%	28.7%	32.6%	17.5%	22.5%	8.4%	23.9%
%H		64.8%	26.3%	61.9%	51.3%	10.6%	93.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: 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	3129	1642	586	2576	1659	917	2829
%H		52.5%	18.7%	82.3%	53.0%	29.3%	90.4%
Receives HDTV (via STB or built-in reception)	864	475	222	649	462	186	809
%V	27.6%	28.9%	37.9%	25.2%	27.8%	20.3%	28.6%
%H		55.0%	25.7%	75.1%	53.5%	21.5%	93.6%
DVD/Blu-ray player or recorder	1291	674	277	1083	723	359	1199
%V	41.3%	41.0%	47.3%	42.0%	43.6%	39.1%	42.4%
%H		52.2%	21.5%	83.9%	56.0%	27.8%	92.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7520	7178	3480	1279	5256	2849	2407	6564
%H		95.5%	46.3%	17.0%	69.9%	37.9%	32.0%	87.3%
Total Children	1433	1389	754	258	931	568	363	1375
%V	19.1%	19.4%	21.7%	20.2%	17.7%	19.9%	15.1%	20.9%
%H		96.9%	52.6%	18.0%	65.0%	39.6%	25.3%	96.0%
0 - 3	362	344	193	53	215	121	94	336
%V	4.8%	4.8%	5.5%	4.1%	4.1%	4.2%	3.9%	5.1%
%H		95.0%	53.3%	14.6%	59.4%	33.4%	26.0%	92.8%
4 - 15	1070	1046	561	205	715	446	269	1039
%V	14.2%	14.6%	16.1%	16.0%	13.6%	15.7%	11.2%	15.8%
%H		97.8%	52.4%	19.2%	66.8%	41.7%	25.1%	97.1%
4 - 9	564	549	307	103	359	231	128	541
%V	7.5%	7.6%	8.8%	8.1%	6.8%	8.1%	5.3%	8.2%
%H		97.3%	54.4%	18.3%	63.7%	41.0%	22.7%	95.9%
10 - 15	506	497	254	102	356	215	141	498
%V	6.7%	6.9%	7.3%	8.0%	6.8%	7.5%	5.9%	7.6%
%H		98.2%	50.2%	20.2%	70.4%	42.5%	27.9%	98.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7520	7178	3480	1279	5256	2849	2407	6564
%H		95.5%	46.3%	17.0%	69.9%	37.9%	32.0%	87.3%
Total Adults (16+)	6087	5789	2726	1021	4326	2281	2045	5189
%V	80.9%	80.6%	78.3%	79.8%	82.3%	80.1%	85.0%	79.1%
%H		95.1%	44.8%	16.8%	71.1%	37.5%	33.6%	85.2%
16 - 19	352	335	173	74	249	156	93	343
%V	4.7%	4.7%	5.0%	5.8%	4.7%	5.5%	3.9%	5.2%
%H		95.2%	49.1%	21.0%	70.7%	44.3%	26.4%	97.4%
20 - 24	468	423	193	86	319	174	145	438
%V	6.2%	5.9%	5.5%	6.7%	6.1%	6.1%	6.0%	6.7%
%H		90.4%	41.2%	18.4%	68.2%	37.2%	31.0%	93.6%
25 - 34	984	915	508	151	584	339	245	929
%V	13.1%	12.7%	14.6%	11.8%	11.1%	11.9%	10.2%	14.2%
%H		93.0%	51.6%	15.3%	59.3%	34.5%	24.9%	94.4%
35 - 44	928	892	472	165	627	379	248	877
%V	12.3%	12.4%	13.6%	12.9%	11.9%	13.3%	10.3%	13.4%
%H		96.1%	50.9%	17.8%	67.6%	40.8%	26.7%	94.5%
45 - 54	1091	1053	527	215	793	477	316	1001
%V	14.5%	14.7%	15.1%	16.8%	15.1%	16.7%	13.1%	15.2%
%H		96.5%	48.3%	19.7%	72.7%	43.7%	29.0%	91.8%
55 - 64	900	868	398	166	669	359	310	787
%V	12.0%	12.1%	11.4%	13.0%	12.7%	12.6%	12.9%	12.0%
%H		96.4%	44.2%	18.4%	74.3%	39.9%	34.4%	87.4%
65+	1365	1302	455	164	1084	397	687	814
%V	18.2%	18.1%	13.1%	12.8%	20.6%	13.9%	28.5%	12.4%
%H		95.4%	33.3%	12.0%	79.4%	29.1%	50.3%	59.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6087	5789	2726	1021	4326	2281	2045	5189
%H		95.1%	44.8%	16.8%	71.1%	37.5%	33.6%	85.2%
AB	1503	1445	747	233	1080	598	481	1429
%V	24.7%	25.0%	27.4%	22.8%	25.0%	26.2%	23.5%	27.5%
%H		96.1%	49.7%	15.5%	71.9%	39.8%	32.0%	95.1%
C1	1621	1535	715	285	1147	619	528	1472
%V	26.6%	26.5%	26.2%	27.9%	26.5%	27.1%	25.8%	28.4%
%H		94.7%	44.1%	17.6%	70.8%	38.2%	32.6%	90.8%
C2	1429	1370	684	260	1014	590	424	1222
%V	23.5%	23.7%	25.1%	25.5%	23.4%	25.9%	20.7%	23.5%
%H		95.9%	47.9%	18.2%	71.0%	41.3%	29.7%	85.5%
D	965	916	411	157	682	337	346	751
%V	15.9%	15.8%	15.1%	15.4%	15.8%	14.8%	16.9%	14.5%
%H		94.9%	42.6%	16.3%	70.7%	34.9%	35.9%	77.8%
E	569	522	169	86	403	137	266	315
%V	9.3%	9.0%	6.2%	8.4%	9.3%	6.0%	13.0%	6.1%
%H		91.7%	29.7%	15.1%	70.8%	24.1%	46.7%	55.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6087	5789	2726	1021	4326	2281	2045	5189
%H		95.1%	44.8%	16.8%	71.1%	37.5%	33.6%	85.2%
Working full time	2776	2663	1397	525	1905	1168	738	2648
%V	45.6%	46.0%	51.2%	51.4%	44.0%	51.2%	36.1%	51.0%
%H		95.9%	50.3%	18.9%	68.6%	42.1%	26.6%	95.4%
Working part time	535	519	270	96	389	231	157	502
%V	8.8%	9.0%	9.9%	9.4%	9.0%	10.1%	7.7%	9.7%
%H		97.0%	50.5%	17.9%	72.7%	43.2%	29.3%	93.8%
Not working	2776	2607	1059	400	2032	882	1150	2038
%V	45.6%	45.0%	38.8%	39.2%	47.0%	38.7%	56.2%	39.3%
%H		93.9%	38.1%	14.4%	73.2%	31.8%	41.4%	73.4%
Housewife/Houseperson	3293	3117	1357	505	2340	1094	1246	2607
%V	54.1%	53.8%	49.8%	49.5%	54.1%	48.0%	60.9%	50.2%
%H		94.7%	41.2%	15.3%	71.1%	33.2%	37.8%	79.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2970	2798	1353	514	2078	1143	935	2571
%H		94.2%	45.6%	17.3%	70.0%	38.5%	31.5%	86.6%
16 - 19	183	170	87	42	125	82	43	179
%V	6.2%	6.1%	6.4%	8.2%	6.0%	7.2%	4.6%	7.0%
%H		92.9%	47.5%	23.0%	68.3%	44.8%	23.5%	97.8%
20 - 24	232	209	96	47	160	92	68	220
%V	7.8%	7.5%	7.1%	9.1%	7.7%	8.0%	7.3%	8.6%
%H		90.1%	41.4%	20.3%	69.0%	39.7%	29.3%	94.8%
25 - 34	492	450	252	76	294	176	118	460
%V	16.6%	16.1%	18.6%	14.8%	14.1%	15.4%	12.6%	17.9%
%H		91.5%	51.2%	15.4%	59.8%	35.8%	24.0%	93.5%
35 - 44	457	435	227	79	297	172	125	431
%V	15.4%	15.5%	16.8%	15.4%	14.3%	15.0%	13.4%	16.8%
%H		95.2%	49.7%	17.3%	65.0%	37.6%	27.4%	94.3%
45 - 54	534	512	260	105	384	235	149	484
%V	18.0%	18.3%	19.2%	20.4%	18.5%	20.6%	15.9%	18.8%
%H		95.9%	48.7%	19.7%	71.9%	44.0%	27.9%	90.6%
55 - 64	446	429	197	85	333	183	150	391
%V	15.0%	15.3%	14.6%	16.5%	16.0%	16.0%	16.0%	15.2%
%H		96.2%	44.2%	19.1%	74.7%	41.0%	33.6%	87.7%
65+	627	593	234	79	484	203	281	405
%V	21.1%	21.2%	17.3%	15.4%	23.3%	17.8%	30.1%	15.8%
%H		94.6%	37.3%	12.6%	77.2%	32.4%	44.8%	64.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2970	2798	1353	514	2078	1143	935	2571
%H		94.2%	45.6%	17.3%	70.0%	38.5%	31.5%	86.6%
AB	746	713	370	118	533	300	233	712
%V	25.1%	25.5%	27.3%	23.0%	25.6%	26.2%	24.9%	27.7%
%H		95.6%	49.6%	15.8%	71.4%	40.2%	31.2%	95.4%
C1	751	701	342	138	521	302	220	699
%V	25.3%	25.1%	25.3%	26.8%	25.1%	26.4%	23.5%	27.2%
%H		93.3%	45.5%	18.4%	69.4%	40.2%	29.3%	93.1%
C2	784	748	379	140	549	322	227	660
%V	26.4%	26.7%	28.0%	27.2%	26.4%	28.2%	24.3%	25.7%
%H		95.4%	48.3%	17.9%	70.0%	41.1%	29.0%	84.2%
D	452	425	190	83	314	161	153	365
%V	15.2%	15.2%	14.0%	16.1%	15.1%	14.1%	16.4%	14.2%
%H		94.0%	42.0%	18.4%	69.5%	35.6%	33.8%	80.8%
E	237	212	72	36	160	58	102	135
%V	8.0%	7.6%	5.3%	7.0%	7.7%	5.1%	10.9%	5.3%
%H		89.5%	30.4%	15.2%	67.5%	24.5%	43.0%	57.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2970	2798	1353	514	2078	1143	935	2571
%H		94.2%	45.6%	17.3%	70.0%	38.5%	31.5%	86.6%
Working full time	1668	1593	851	314	1141	711	430	1586
%V	56.2%	56.9%	62.9%	61.1%	54.9%	62.2%	46.0%	61.7%
%H		95.5%	51.0%	18.8%	68.4%	42.6%	25.8%	95.1%
Working part time	122	116	56	23	82	44	38	109
%V	4.1%	4.1%	4.1%	4.5%	3.9%	3.8%	4.1%	4.2%
%H		95.1%	45.9%	18.9%	67.2%	36.1%	31.1%	89.3%
Not working	1180	1089	446	177	855	388	468	876
%V	39.7%	38.9%	33.0%	34.4%	41.1%	33.9%	50.1%	34.1%
%H		92.3%	37.8%	15.0%	72.5%	32.9%	39.7%	74.2%
Housewife/Houseperson	696	626	242	98	465	182	283	479
%V	23.4%	22.4%	17.9%	19.1%	22.4%	15.9%	30.3%	18.6%
%H		89.9%	34.8%	14.1%	66.8%	26.1%	40.7%	68.8%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3117	2990	1373	507	2248	1138	1110	2618
%H		95.9%	44.0%	16.3%	72.1%	36.5%	35.6%	84.0%
16 - 19	169	165	86	32	124	74	50	164
%V	5.4%	5.5%	6.3%	6.3%	5.5%	6.5%	4.5%	6.3%
%H		97.6%	50.9%	18.9%	73.4%	43.8%	29.6%	97.0%
20 - 24	236	214	97	38	159	82	77	217
%V	7.6%	7.2%	7.1%	7.5%	7.1%	7.2%	6.9%	8.3%
%H		90.7%	41.1%	16.1%	67.4%	34.7%	32.6%	91.9%
25 - 34	492	465	256	75	290	163	127	469
%V	15.8%	15.6%	18.6%	14.8%	12.9%	14.3%	11.4%	17.9%
%H		94.5%	52.0%	15.2%	58.9%	33.1%	25.8%	95.3%
35 - 44	471	457	245	86	329	206	123	447
%V	15.1%	15.3%	17.8%	17.0%	14.6%	18.1%	11.1%	17.1%
%H		97.0%	52.0%	18.3%	69.9%	43.7%	26.1%	94.9%
45 - 54	557	541	267	110	409	243	167	517
%V	17.9%	18.1%	19.4%	21.7%	18.2%	21.4%	15.0%	19.7%
%H		97.1%	47.9%	19.7%	73.4%	43.6%	30.0%	92.8%
55 - 64	454	439	201	80	337	176	161	396
%V	14.6%	14.7%	14.6%	15.8%	15.0%	15.5%	14.5%	15.1%
%H		96.7%	44.3%	17.6%	74.2%	38.8%	35.5%	87.2%
65+	738	709	221	84	600	194	406	409
%V	23.7%	23.7%	16.1%	16.6%	26.7%	17.0%	36.6%	15.6%
%H		96.1%	29.9%	11.4%	81.3%	26.3%	55.0%	55.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3117	2990	1373	507	2248	1138	1110	2618
%H		95.9%	44.0%	16.3%	72.1%	36.5%	35.6%	84.0%
AB	757	732	377	114	547	298	248	717
%V	24.3%	24.5%	27.5%	22.5%	24.3%	26.2%	22.3%	27.4%
%H		96.7%	49.8%	15.1%	72.3%	39.4%	32.8%	94.7%
C1	870	834	373	147	626	318	308	773
%V	27.9%	27.9%	27.2%	29.0%	27.8%	27.9%	27.7%	29.5%
%H		95.9%	42.9%	16.9%	72.0%	36.6%	35.4%	88.9%
C2	645	622	305	120	465	268	197	561
%V	20.7%	20.8%	22.2%	23.7%	20.7%	23.6%	17.7%	21.4%
%H		96.4%	47.3%	18.6%	72.1%	41.6%	30.5%	87.0%
D	513	491	221	75	368	175	193	386
%V	16.5%	16.4%	16.1%	14.8%	16.4%	15.4%	17.4%	14.7%
%H		95.7%	43.1%	14.6%	71.7%	34.1%	37.6%	75.2%
E	333	311	96	50	243	79	164	180
%V	10.7%	10.4%	7.0%	9.9%	10.8%	6.9%	14.8%	6.9%
%H		93.4%	28.8%	15.0%	73.0%	23.7%	49.2%	54.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3117	2990	1373	507	2248	1138	1110	2618
%H		95.9%	44.0%	16.3%	72.1%	36.5%	35.6%	84.0%
Working full time	1108	1069	546	211	765	457	308	1062
%V	35.5%	35.8%	39.8%	41.6%	34.0%	40.2%	27.7%	40.6%
%H		96.5%	49.3%	19.0%	69.0%	41.2%	27.8%	95.8%
Working part time	413	403	214	73	307	187	119	394
%V	13.2%	13.5%	15.6%	14.4%	13.7%	16.4%	10.7%	15.0%
%H		97.6%	51.8%	17.7%	74.3%	45.3%	28.8%	95.4%
Not working	1596	1518	613	223	1176	494	682	1162
%V	51.2%	50.8%	44.6%	44.0%	52.3%	43.4%	61.4%	44.4%
%H		95.1%	38.4%	14.0%	73.7%	31.0%	42.7%	72.8%
Housewife/Houseperson	2596	2492	1115	407	1875	912	963	2128
%V	83.3%	83.3%	81.2%	80.3%	83.4%	80.1%	86.8%	81.3%
%H		96.0%	43.0%	15.7%	72.2%	35.1%	37.1%	82.0%

Base: ITV North West / Border Macro - 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 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%V (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
AB	267	257	146	23	173	87	86	243
%V	20.1%	20.3%	20.5%	20.7%	20.7%	21.5%	20.0%	23.6%
%H (All HH)		96.3%	54.7%	8.6%	64.8%	32.6%	32.2%	91.0%
%H (TV HH)			56.8%	8.9%	67.3%	33.9%	33.5%	
C1	336	315	178	29	206	102	104	287
%V	25.2%	24.8%	25.0%	26.1%	24.7%	25.2%	24.2%	27.9%
%H (All HH)		93.8%	53.0%	8.6%	61.3%	30.4%	31.0%	85.4%
%H (TV HH)			56.5%	9.2%	65.4%	32.4%	33.0%	
C2	315	304	185	24	203	110	93	254
%V	23.7%	24.0%	26.0%	21.6%	24.3%	27.2%	21.7%	24.7%
%H (All HH)		96.5%	58.7%	7.6%	64.4%	34.9%	29.5%	80.6%
%H (TV HH)			60.9%	7.9%	66.8%	36.2%	30.6%	
D	234	225	118	23	146	64	82	155
%V	17.6%	17.7%	16.6%	20.7%	17.5%	15.8%	19.1%	15.0%
%H (All HH)		96.2%	50.4%	9.8%	62.4%	27.4%	35.0%	66.2%
%H (TV HH)			52.4%	10.2%	64.9%	28.4%	36.4%	
E	178	166	85	12	107	41	65	90
%V	13.4%	13.1%	11.9%	10.8%	12.8%	10.1%	15.2%	8.7%
%H (All HH)		93.3%	47.8%	6.7%	60.1%	23.0%	36.5%	50.6%
%H (TV HH)			51.2%	7.2%	64.5%	24.7%	39.2%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Household level data

Table 25.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 25	66	58	28	5	31	12	20	60
%V	5.0%	4.6%	3.9%	4.5%	3.7%	3.0%	4.7%	5.8%
%H (All HH)		87.9%	42.4%	7.6%	47.0%	18.2%	30.3%	90.9%
%H (TV HH)			48.3%	8.6%	53.4%	20.7%	34.5%	
25 - 34	185	173	112	14	91	50	41	169
%V	13.9%	13.6%	15.7%	12.6%	10.9%	12.3%	9.6%	16.4%
%H (All HH)		93.5%	60.5%	7.6%	49.2%	27.0%	22.2%	91.4%
%H (TV HH)			64.7%	8.1%	52.6%	28.9%	23.7%	
35 - 44	203	196	121	19	121	70	51	189
%V	15.3%	15.5%	17.0%	17.1%	14.5%	17.3%	11.9%	18.3%
%H (All HH)		96.6%	59.6%	9.4%	59.6%	34.5%	25.1%	93.1%
%H (TV HH)			61.7%	9.7%	61.7%	35.7%	26.0%	
45 - 54	252	241	153	24	155	91	64	226
%V	18.9%	19.0%	21.5%	21.6%	18.6%	22.5%	14.9%	21.9%
%H (All HH)		95.6%	60.7%	9.5%	61.5%	36.1%	25.4%	89.7%
%H (TV HH)			63.5%	10.0%	64.3%	37.8%	26.6%	
55 - 64	233	224	125	24	154	78	75	186
%V	17.5%	17.7%	17.6%	21.6%	18.5%	19.3%	17.5%	18.1%
%H (All HH)		96.1%	53.6%	10.3%	66.1%	33.5%	32.2%	79.8%
%H (TV HH)			55.8%	10.7%	68.8%	34.8%	33.5%	
65 +	392	376	173	25	282	104	178	199
%V	29.5%	29.7%	24.3%	22.5%	33.8%	25.7%	41.5%	19.3%
%H (All HH)		95.9%	44.1%	6.4%	71.9%	26.5%	45.4%	50.8%
%H (TV HH)			46.0%	6.6%	75.0%	27.7%	47.3%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	419	380	167	27	263	82	181	219
%V	31.5%	30.0%	23.5%	24.3%	31.5%	20.2%	42.2%	21.3%
%H (All HH)		90.7%	39.9%	6.4%	62.8%	19.6%	43.2%	52.3%
%H (TV HH)			43.9%	7.1%	69.2%	21.6%	47.6%	
2	473	458	263	38	305	153	151	393
%V	35.5%	36.1%	36.9%	34.2%	36.6%	37.8%	35.2%	38.2%
%H (All HH)		96.8%	55.6%	8.0%	64.5%	32.3%	31.9%	83.1%
%H (TV HH)			57.4%	8.3%	66.6%	33.4%	33.0%	
3	201	197	129	20	122	74	48	189
%V	15.1%	15.5%	18.1%	18.0%	14.6%	18.3%	11.2%	18.3%
%H (All HH)		98.0%	64.2%	10.0%	60.7%	36.8%	23.9%	94.0%
%H (TV HH)			65.5%	10.2%	61.9%	37.6%	24.4%	
4	154	151	100	16	93	61	32	148
%V	11.6%	11.9%	14.0%	14.4%	11.2%	15.1%	7.5%	14.4%
%H (All HH)		98.1%	64.9%	10.4%	60.4%	39.6%	20.8%	96.1%
%H (TV HH)			66.2%	10.6%	61.6%	40.4%	21.2%	
5+	84	82	53	9	52	35	17	80
%V	6.3%	6.5%	7.4%	8.1%	6.2%	8.6%	4.0%	7.8%
%H (All HH)		97.6%	63.1%	10.7%	61.9%	41.7%	20.2%	95.2%
%H (TV HH)			64.6%	11.0%	63.4%	42.7%	20.7%	
Average HH size	2.29	2.32	2.48	2.55	2.27	2.57	1.98	2.53

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

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Household level data

Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Without	1012	954	504	82	649	291	358	729
%V	76.0%	75.2%	70.8%	73.9%	77.8%	71.9%	83.4%	70.8%
%H (All HH)		94.3%	49.8%	8.1%	64.1%	28.8%	35.4%	72.0%
%H (TV HH)			52.8%	8.6%	68.0%	30.5%	37.5%	
With	320	313	208	30	185	113	71	301
%V	24.0%	24.7%	29.2%	27.0%	22.2%	27.9%	16.6%	29.2%
%H (All HH)		97.8%	65.0%	9.4%	57.8%	35.3%	22.2%	94.1%
%H (TV HH)			66.5%	9.6%	59.1%	36.1%	22.7%	
0 - 3	115	111	71	9	65	36	29	106
%V	8.6%	8.8%	10.0%	8.1%	7.8%	8.9%	6.8%	10.3%
%H (All HH)		96.5%	61.7%	7.8%	56.5%	31.3%	25.2%	92.2%
%H (TV HH)			64.0%	8.1%	58.6%	32.4%	26.1%	
4 - 9	167	164	111	16	95	62	34	155
%V	12.5%	12.9%	15.6%	14.4%	11.4%	15.3%	7.9%	15.0%
%H (All HH)		98.2%	66.5%	9.6%	56.9%	37.1%	20.4%	92.8%
%H (TV HH)			67.7%	9.8%	57.9%	37.8%	20.7%	
10 - 15	150	147	100	14	92	60	32	143
%V	11.3%	11.6%	14.0%	12.6%	11.0%	14.8%	7.5%	13.9%
%H (All HH)		98.0%	66.7%	9.3%	61.3%	40.0%	21.3%	95.3%
%H (TV HH)			68.0%	9.5%	62.6%	40.8%	21.8%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Household level data

Table 25.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
1	478	478	212	43	272	61	211	312
%V	35.9%	37.7%	29.8%	38.7%	32.6%	15.1%	49.2%	30.3%
%H (All HH)		100.0%	44.4%	9.0%	56.9%	12.8%	44.1%	65.3%
%H (TV HH)			44.4%	9.0%	56.9%	12.8%	44.1%	
2	448	448	266	34	306	160	146	359
%V	33.7%	35.3%	37.4%	30.6%	36.7%	39.5%	34.0%	34.9%
%H (All HH)		100.0%	59.4%	7.6%	68.3%	35.7%	32.6%	80.1%
%H (TV HH)			59.4%	7.6%	68.3%	35.7%	32.6%	
3	213	213	140	22	155	105	50	195
%V	16.0%	16.8%	19.7%	19.8%	18.6%	25.9%	11.7%	18.9%
%H (All HH)		100.0%	65.7%	10.3%	72.8%	49.3%	23.5%	91.5%
%H (TV HH)			65.7%	10.3%	72.8%	49.3%	23.5%	
4	82	82	59	9	62	47	15	79
%V	6.2%	6.5%	8.3%	8.1%	7.4%	11.6%	3.5%	7.7%
%H (All HH)		100.0%	72.0%	11.0%	75.6%	57.3%	18.3%	96.3%
%H (TV HH)			72.0%	11.0%	75.6%	57.3%	18.3%	
5+	46	46	36	4	39	32	7	45
%V	3.5%	3.6%	5.1%	3.6%	4.7%	7.9%	1.6%	4.4%
%H (All HH)		100.0%	78.3%	8.7%	84.8%	69.6%	15.2%	97.8%
%H (TV HH)			78.3%	8.7%	84.8%	69.6%	15.2%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Household level data

Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%V (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Under 20"	244	244	141	16	190	104	86	197
%V	18.3%	19.2%	19.8%	14.4%	22.8%	25.7%	20.0%	19.1%
%H (All HH)		100.0%	57.8%	6.6%	77.9%	42.6%	35.2%	80.7%
%H (TV HH)			57.8%	6.6%	77.9%	42.6%	35.2%	
20" - 29"	467	467	260	41	340	179	162	367
%V	35.1%	36.8%	36.5%	36.9%	40.8%	44.2%	37.8%	35.6%
%H (All HH)		100.0%	55.7%	8.8%	72.8%	38.3%	34.7%	78.6%
%H (TV HH)			55.7%	8.8%	72.8%	38.3%	34.7%	
30" - 39"	706	706	401	62	484	245	239	554
%V	53.0%	55.7%	56.3%	55.9%	58.0%	60.5%	55.7%	53.8%
%H (All HH)		100.0%	56.8%	8.8%	68.6%	34.7%	33.9%	78.5%
%H (TV HH)			56.8%	8.8%	68.6%	34.7%	33.9%	
40" and over	637	637	424	59	397	249	149	563
%V	47.9%	50.2%	59.6%	53.2%	47.6%	61.5%	34.7%	54.7%
%H (All HH)		100.0%	66.6%	9.3%	62.3%	39.1%	23.4%	88.4%
%H (TV HH)			66.6%	9.3%	62.3%	39.1%	23.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

S4C

Household level data

Table 25.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Main living room	1253	1253	707	111	824	402	422	979
%V	94.1%	98.8%	99.3%	100.0%	98.8%	99.3%	98.4%	95.0%
%H (All HH)		100.0%	56.4%	8.9%	65.8%	32.1%	33.7%	78.1%
%H (TV HH)			56.4%	8.9%	65.8%	32.1%	33.7%	
Kitchen	175	175	107	11	143	84	59	146
%V	13.1%	13.8%	15.0%	9.9%	17.1%	20.7%	13.8%	14.2%
%H (All HH)		100.0%	61.1%	6.3%	81.7%	48.0%	33.7%	83.4%
%H (TV HH)			61.1%	6.3%	81.7%	48.0%	33.7%	
Adult's bedroom	551	551	358	50	397	255	142	483
%V	41.4%	43.5%	50.3%	45.0%	47.6%	63.0%	33.1%	46.9%
%H (All HH)		100.0%	65.0%	9.1%	72.1%	46.3%	25.8%	87.7%
%H (TV HH)			65.0%	9.1%	72.1%	46.3%	25.8%	
Child's bedroom	141	141	102	13	89	63	26	136
%V	10.6%	11.1%	14.3%	11.7%	10.7%	15.6%	6.1%	13.2%
%H (All HH)		100.0%	72.3%	9.2%	63.1%	44.7%	18.4%	96.5%
%H (TV HH)			72.3%	9.2%	63.1%	44.7%	18.4%	
Other bedroom	60	60	44	4	43	32	12	54
%V	4.5%	4.7%	6.2%	3.6%	5.2%	7.9%	2.8%	5.2%
%H (All HH)		100.0%	73.3%	6.7%	71.7%	53.3%	20.0%	90.0%
%H (TV HH)			73.3%	6.7%	71.7%	53.3%	20.0%	
Second living/dining room	165	165	105	17	124	80	44	143
%V	12.4%	13.0%	14.7%	15.3%	14.9%	19.8%	10.3%	13.9%
%H (All HH)		100.0%	63.6%	10.3%	75.2%	48.5%	26.7%	86.7%
%H (TV HH)			63.6%	10.3%	75.2%	48.5%	26.7%	
Study/office	12	12	8	1	9	6	3	11
%V	0.9%	0.9%	1.1%	0.9%	1.1%	1.5%	0.7%	1.1%
%H (All HH)		100.0%	66.7%	8.3%	75.0%	50.0%	25.0%	91.7%
%H (TV HH)			66.7%	8.3%	75.0%	50.0%	25.0%	
TV room	10	10	6	1	7	4	3	10
%V	0.8%	0.8%	0.8%	0.9%	0.8%	1.0%	0.7%	1.0%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	
Conservatory	25	25	18	0	21	14	6	23
%V	1.9%	2.0%	2.5%	0.0%	2.5%	3.5%	1.4%	2.2%
%H (All HH)		100.0%	72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	0.0%	84.0%	56.0%	24.0%	
Attic or loft room	5	5	3	0	3	3	1	5
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.7%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	60.0%	60.0%	20.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	8	8	6	1	6	5	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.7%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	62.5%	25.0%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	62.5%	25.0%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Household level data

Table 25.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Any DSAT provider	712	712	712	4	357	357	0	609
%V	53.5%	56.2%	100.0%	3.6%	42.8%	88.1%	0.0%	59.1%
%H (All HH)			100.0%	0.6%	50.1%	50.1%	0.0%	85.5%
%H (TV HH)			100.0%	0.6%	50.1%	50.1%	0.0%	
Sky with subcription	582	582	582	2	290	290	0	512
%V	43.7%	45.9%	81.7%	1.8%	34.8%	71.6%	0.0%	49.7%
%H (All HH)			100.0%	0.3%	49.8%	49.8%	0.0%	88.0%
%H (TV HH)			100.0%	0.3%	49.8%	49.8%	0.0%	
Sky without subscription	67	67	67	1	32	32	0	47
%V	5.0%	5.3%	9.4%	0.9%	3.8%	7.9%	0.0%	4.6%
%H (All HH)			100.0%	1.5%	47.8%	47.8%	0.0%	70.1%
%H (TV HH)			100.0%	1.5%	47.8%	47.8%	0.0%	
Freesat	72	72	72	1	38	38	0	57
%V	5.4%	5.7%	10.1%	0.9%	4.6%	9.4%	0.0%	5.5%
%H (All HH)			100.0%	1.4%	52.8%	52.8%	0.0%	79.2%
%H (TV HH)			100.0%	1.4%	52.8%	52.8%	0.0%	
Other satellite provider	11	11	11	0	6	6	0	10
%V	0.8%	0.9%	1.5%	0.0%	0.7%	1.5%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	111	111	4	111	50	50	0	96
%V	8.3%	8.8%	0.6%	100.0%	6.0%	12.3%	0.0%	9.3%
%H (All HH)			3.6%	100.0%	45.0%	45.0%	0.0%	86.5%
%H (TV HH)			3.6%	100.0%	45.0%	45.0%	0.0%	
DTT	834	834	357	50	834	405	429	631
%V	62.7%	65.8%	50.1%	45.0%	100.0%	100.0%	100.0%	61.3%
%H (All HH)		100.0%	42.8%	6.0%	100.0%	48.6%	51.4%	75.7%
%H (TV HH)			42.8%	6.0%	100.0%	48.6%	51.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 25.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
PVR	807	807	585	95	476	345	130	711
%V	60.6%	63.6%	82.2%	85.6%	57.1%	85.2%	30.3%	69.0%
%H (All HH)		100.0%	72.5%	11.8%	59.0%	42.8%	16.1%	88.1%
%H (TV HH)			72.5%	11.8%	59.0%	42.8%	16.1%	
DVDR	42	42	22	4	33	17	16	34
%V	3.2%	3.3%	3.1%	3.6%	4.0%	4.2%	3.7%	3.3%
%H (All HH)		100.0%	52.4%	9.5%	78.6%	40.5%	38.1%	81.0%
%H (TV HH)			52.4%	9.5%	78.6%	40.5%	38.1%	
VCR	16	16	6	2	13	5	8	8
%V	1.2%	1.3%	0.8%	1.8%	1.6%	1.2%	1.9%	0.8%
%H (All HH)		100.0%	37.5%	12.5%	81.3%	31.3%	50.0%	50.0%
%H (TV HH)			37.5%	12.5%	81.3%	31.3%	50.0%	
Any recorder	830	830	591	96	496	349	146	725
%V	62.4%	65.5%	83.0%	86.5%	59.5%	86.2%	34.0%	70.4%
%H (All HH)		100.0%	71.2%	11.6%	59.8%	42.0%	17.6%	87.3%
%H (TV HH)			71.2%	11.6%	59.8%	42.0%	17.6%	
Receives HDTV (via STB or built-in reception)	645	645	436	72	408	268	141	575
%V	48.5%	50.9%	61.2%	64.9%	48.9%	66.2%	32.9%	55.8%
%H (All HH)		100.0%	67.6%	11.2%	63.3%	41.6%	21.9%	89.1%
%H (TV HH)			67.6%	11.2%	63.3%	41.6%	21.9%	
DVD/Blu-ray player or recorder	978	978	581	89	659	352	307	803
%V	73.5%	77.1%	81.6%	80.2%	79.0%	86.9%	71.6%	78.0%
%H (All HH)		100.0%	59.4%	9.1%	67.4%	36.0%	31.4%	82.1%
%H (TV HH)			59.4%	9.1%	67.4%	36.0%	31.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1331	1268	712	111	834	405	429	1030
%H (All HH)		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%
%H (TV HH)			56.2%	8.8%	65.8%	31.9%	33.8%	
Has broadband internet	1030	990	609	96	631	357	274	1030
%V	77.4%	78.1%	85.5%	86.5%	75.7%	88.1%	63.9%	100.0%
%H (All HH)		96.1%	59.1%	9.3%	61.3%	34.7%	26.6%	100.0%
%H (TV HH)			61.5%	9.7%	63.7%	36.1%	27.7%	
Number of computers (PCs and laptops)								
0	312	290	113	15	210	51	159	38
%V	23.4%	22.9%	15.9%	13.5%	25.2%	12.6%	37.1%	3.7%
%H (All HH)		92.9%	36.2%	4.8%	67.3%	16.3%	51.0%	12.2%
%H (TV HH)			39.0%	5.2%	72.4%	17.6%	54.8%	
1	378	357	204	30	229	110	118	360
%V	28.4%	28.2%	28.7%	27.0%	27.5%	27.2%	27.5%	35.0%
%H (All HH)		94.4%	54.0%	7.9%	60.6%	29.1%	31.2%	95.2%
%H (TV HH)			57.1%	8.4%	64.1%	30.8%	33.1%	
2	292	280	172	29	175	98	77	287
%V	21.9%	22.1%	24.2%	26.1%	21.0%	24.2%	17.9%	27.9%
%H (All HH)		95.9%	58.9%	9.9%	59.9%	33.6%	26.4%	98.3%
%H (TV HH)			61.4%	10.4%	62.5%	35.0%	27.5%	
3	167	163	106	15	107	68	40	165
%V	12.5%	12.9%	14.9%	13.5%	12.8%	16.8%	9.3%	16.0%
%H (All HH)		97.6%	63.5%	9.0%	64.1%	40.7%	24.0%	98.8%
%H (TV HH)			65.0%	9.2%	65.6%	41.7%	24.5%	
4	87	86	58	9	53	36	18	86
%V	6.5%	6.8%	8.1%	8.1%	6.4%	8.9%	4.2%	8.3%
%H (All HH)		98.9%	66.7%	10.3%	60.9%	41.4%	20.7%	98.9%
%H (TV HH)			67.4%	10.5%	61.6%	41.9%	20.9%	
5+	95	92	59	13	59	42	18	94
%V	7.1%	7.3%	8.3%	11.7%	7.1%	10.4%	4.2%	9.1%
%H (All HH)		96.8%	62.1%	13.7%	62.1%	44.2%	18.9%	98.9%
%H (TV HH)			64.1%	14.1%	64.1%	45.7%	19.6%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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DATA PERIOD: ANNUAL

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S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Under 20"	305	181	20	239	137	103	251
%V	11.8%	11.4%	8.6%	13.2%	13.0%	13.7%	11.6%
%H		59.3%	6.6%	78.4%	44.9%	33.8%	82.3%
20" - 29"	604	348	58	447	252	195	489
%V	23.3%	21.9%	24.9%	24.7%	23.9%	25.9%	22.5%
%H		57.6%	9.6%	74.0%	41.7%	32.3%	81.0%
30" - 39"	875	515	79	610	333	277	708
%V	33.8%	32.3%	33.9%	33.8%	31.6%	36.8%	32.6%
%H		58.9%	9.0%	69.7%	38.1%	31.7%	80.9%
40" and over	775	531	73	490	323	166	698
%V	29.9%	33.4%	31.3%	27.1%	30.6%	22.1%	32.1%
%H		68.5%	9.4%	63.2%	41.7%	21.4%	90.1%
Don't know	32	18	3	21	10	11	26
%V	1.2%	1.1%	1.3%	1.2%	0.9%	1.5%	1.2%
%H		56.3%	9.4%	65.6%	31.3%	34.4%	81.3%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Main living room	1258	710	111	827	404	424	983
%V	48.6%	44.6%	47.6%	45.8%	38.3%	56.4%	45.3%
%H		56.4%	8.8%	65.7%	32.1%	33.7%	78.1%
Kitchen	176	107	11	144	85	59	146
%V	6.8%	6.7%	4.7%	8.0%	8.1%	7.8%	6.7%
%H		60.8%	6.3%	81.8%	48.3%	33.5%	83.0%
Adult's bedroom	660	431	66	488	326	162	588
%V	25.5%	27.1%	28.3%	27.0%	30.9%	21.5%	27.1%
%H		65.3%	10.0%	73.9%	49.4%	24.5%	89.1%
Child's bedroom	192	140	18	122	88	34	184
%V	7.4%	8.8%	7.7%	6.8%	8.3%	4.5%	8.5%
%H		72.9%	9.4%	63.5%	45.8%	17.7%	95.8%
Other bedroom	73	55	5	52	39	13	67
%V	2.8%	3.5%	2.1%	2.9%	3.7%	1.7%	3.1%
%H		75.3%	6.8%	71.2%	53.4%	17.8%	91.8%
Second living/dining room	169	107	17	126	81	45	146
%V	6.5%	6.7%	7.3%	7.0%	7.7%	6.0%	6.7%
%H		63.3%	10.1%	74.6%	47.9%	26.6%	86.4%
Study/office	12	9	1	9	7	3	12
%V	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%	0.6%
%H		75.0%	8.3%	75.0%	58.3%	25.0%	100.0%
TV room	11	6	1	8	4	4	10
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	90.9%
Conservatory	25	18	0	21	14	6	23
%V	1.0%	1.1%	0.0%	1.2%	1.3%	0.8%	1.1%
%H		72.0%	0.0%	84.0%	56.0%	24.0%	92.0%
Attic or loft room	5	3	0	3	3	1	5
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	0.0%	60.0%	60.0%	20.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	8	6	1	6	5	2	8
%V	0.3%	0.4%	0.4%	0.3%	0.5%	0.3%	0.4%
%H		75.0%	12.5%	75.0%	62.5%	25.0%	100.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
PVR	1065	800	125	604	459	145	953
%V	41.1%	50.3%	53.6%	33.4%	43.5%	19.3%	43.9%
%H		75.1%	11.7%	56.7%	43.1%	13.6%	89.5%
DVDR	46	24	4	36	18	18	37
%V	1.8%	1.5%	1.7%	2.0%	1.7%	2.4%	1.7%
%H		52.2%	8.7%	78.3%	39.1%	39.1%	80.4%
VCR	17	6	2	13	5	8	9
%V	0.7%	0.4%	0.9%	0.7%	0.5%	1.1%	0.4%
%H		35.3%	11.8%	76.5%	29.4%	47.1%	52.9%
Any recorder	1096	812	126	632	468	163	974
%V	42.3%	51.0%	54.1%	35.0%	44.4%	21.7%	44.8%
%H		74.1%	11.5%	57.7%	42.7%	14.9%	88.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2590	1592	233	1807	1055	752	2172
%H		61.5%	9.0%	69.8%	40.7%	29.0%	83.9%
Receives HDTV (via STB or built-in reception)	881	609	101	559	381	177	798
%V	34.0%	38.3%	43.3%	30.9%	36.1%	23.5%	36.7%
%H		69.1%	11.5%	63.5%	43.2%	20.1%	90.6%
DVD/Blu-ray player or recorder	1429	885	133	1013	601	413	1221
%V	55.2%	55.6%	57.1%	56.1%	57.0%	54.9%	56.2%
%H		61.9%	9.3%	70.9%	42.1%	28.9%	85.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%V		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
%H							
Under 20"	20	6	1	16	4	12	13
%V	1.6%	0.8%	0.9%	1.9%	1.0%	2.8%	1.3%
%H		30.0%	5.0%	80.0%	20.0%	60.0%	65.0%
20" - 29"	141	51	13	101	27	74	84
%V	11.1%	7.2%	11.7%	12.1%	6.7%	17.3%	8.5%
%H		36.2%	9.2%	71.6%	19.1%	52.5%	59.6%
30" - 39"	483	245	39	332	136	196	346
%V	38.2%	34.4%	35.1%	39.9%	33.6%	45.8%	35.0%
%H		50.7%	8.1%	68.7%	28.2%	40.6%	71.6%
40" and over	609	405	57	377	235	142	538
%V	48.1%	56.9%	51.4%	45.3%	58.0%	33.2%	54.5%
%H		66.5%	9.4%	61.9%	38.6%	23.3%	88.3%
Don't know	12	5	1	8	3	5	8
%V	0.9%	0.7%	0.9%	1.0%	0.7%	1.2%	0.8%
%H		41.7%	8.3%	66.7%	25.0%	41.7%	66.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
PVR	789	574	94	460	337	123	695
%V	62.4%	80.6%	84.7%	55.2%	83.2%	28.7%	70.3%
%H		72.8%	11.9%	58.3%	42.7%	15.6%	88.1%
DVDR	35	18	3	27	12	14	28
%V	2.8%	2.5%	2.7%	3.2%	3.0%	3.3%	2.8%
%H		51.4%	8.6%	77.1%	34.3%	40.0%	80.0%
VCR	13	5	2	10	4	6	6
%V	1.0%	0.7%	1.8%	1.2%	1.0%	1.4%	0.6%
%H		38.5%	15.4%	76.9%	30.8%	46.2%	46.2%
Any recorder	810	581	94	478	341	138	708
%V	64.0%	81.6%	84.7%	57.4%	84.2%	32.2%	71.7%
%H		71.7%	11.6%	59.0%	42.1%	17.0%	87.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1265	712	111	833	405	428	988
%H		56.3%	8.8%	65.8%	32.0%	33.8%	78.1%
Receives HDTV (via STB or built-in reception)	626	423	70	392	256	136	558
%V	49.5%	59.4%	63.1%	47.1%	63.2%	31.8%	56.5%
%H		67.6%	11.2%	62.6%	40.9%	21.7%	89.1%
DVD/Blu-ray player or recorder	902	536	82	600	317	284	735
%V	71.3%	75.3%	73.9%	72.0%	78.3%	66.4%	74.4%
%H		59.4%	9.1%	66.5%	35.1%	31.5%	81.5%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Under 20"	284	175	19	224	133	91	238
%V	21.4%	19.9%	15.7%	23.0%	20.5%	28.1%	20.1%
%H		61.6%	6.7%	78.9%	46.8%	32.0%	83.8%
20" - 29"	462	297	45	346	225	121	406
%V	34.8%	33.8%	37.2%	35.5%	34.6%	37.3%	34.3%
%H		64.3%	9.7%	74.9%	48.7%	26.2%	87.9%
30" - 39"	392	270	40	278	197	81	363
%V	29.6%	30.7%	33.1%	28.5%	30.3%	25.0%	30.7%
%H		68.9%	10.2%	70.9%	50.3%	20.7%	92.6%
40" and over	167	126	15	113	88	25	160
%V	12.6%	14.3%	12.4%	11.6%	13.5%	7.7%	13.5%
%H		75.4%	9.0%	67.7%	52.7%	15.0%	95.8%
Don't know	20	12	2	13	7	6	17
%V	1.5%	1.4%	1.7%	1.3%	1.1%	1.9%	1.4%
%H		60.0%	10.0%	65.0%	35.0%	30.0%	85.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
PVR	276	226	31	144	122	22	258
%V	20.8%	25.7%	25.6%	14.8%	18.8%	6.8%	21.8%
%H		81.9%	11.2%	52.2%	44.2%	8.0%	93.5%
DVDR	10	6	1	9	6	3	9
%V	0.8%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%
%H		60.0%	10.0%	90.0%	60.0%	30.0%	90.0%
VCR	4	2	1	3	2	2	2
%V	0.3%	0.2%	0.8%	0.3%	0.3%	0.6%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	50.0%	50.0%
Any recorder	286	231	32	153	128	26	266
%V	21.6%	26.3%	26.4%	15.7%	19.7%	8.0%	22.5%
%H		80.8%	11.2%	53.5%	44.8%	9.1%	93.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1326	880	121	974	650	324	1184
%H		66.4%	9.1%	73.5%	49.0%	24.4%	89.3%
Receives HDTV (via STB or built-in reception)	255	186	31	166	125	41	240
%V	19.2%	21.1%	25.6%	17.0%	19.2%	12.7%	20.3%
%H		72.9%	12.2%	65.1%	49.0%	16.1%	94.1%
DVD/Blu-ray player or recorder	527	349	51	413	284	129	487
%V	39.7%	39.7%	42.1%	42.4%	43.7%	39.8%	41.1%
%H		66.2%	9.7%	78.4%	53.9%	24.5%	92.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Children	555	543	360	51	323	200	123	519
%V	18.2%	18.5%	20.4%	18.0%	17.1%	19.2%	14.5%	19.9%
%H		97.8%	64.9%	9.2%	58.2%	36.0%	22.2%	93.5%
0 - 3	139	135	86	11	77	43	34	127
%V	4.6%	4.6%	4.9%	3.9%	4.1%	4.1%	4.0%	4.9%
%H		97.1%	61.9%	7.9%	55.4%	30.9%	24.5%	91.4%
4 - 15	415	408	274	40	246	157	89	392
%V	13.6%	13.9%	15.5%	14.1%	13.0%	15.1%	10.5%	15.1%
%H		98.3%	66.0%	9.6%	59.3%	37.8%	21.4%	94.5%
4 - 9	217	213	144	21	124	80	45	202
%V	7.1%	7.3%	8.2%	7.4%	6.6%	7.7%	5.3%	7.8%
%H		98.2%	66.4%	9.7%	57.1%	36.9%	20.7%	93.1%
10 - 15	198	195	130	19	122	77	44	190
%V	6.5%	6.6%	7.4%	6.7%	6.4%	7.4%	5.2%	7.3%
%H		98.5%	65.7%	9.6%	61.6%	38.9%	22.2%	96.0%

Base: S4C - 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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S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3044	2935	1766	283	1892	1042	850	2604
%H		96.4%	58.0%	9.3%	62.2%	34.2%	27.9%	85.5%
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%V	81.8%	81.5%	79.6%	82.0%	82.9%	80.8%	85.5%	80.1%
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
16 - 19	135	130	86	13	88	58	30	132
%V	4.4%	4.4%	4.9%	4.6%	4.7%	5.6%	3.5%	5.1%
%H		96.3%	63.7%	9.6%	65.2%	43.0%	22.2%	97.8%
20 - 24	213	195	99	32	116	64	52	200
%V	7.0%	6.6%	5.6%	11.3%	6.1%	6.1%	6.1%	7.7%
%H		91.5%	46.5%	15.0%	54.5%	30.0%	24.4%	93.9%
25 - 34	376	357	230	33	200	115	84	349
%V	12.4%	12.2%	13.0%	11.7%	10.6%	11.0%	9.9%	13.4%
%H		94.9%	61.2%	8.8%	53.2%	30.6%	22.3%	92.8%
35 - 44	358	348	223	32	213	127	86	337
%V	11.8%	11.9%	12.6%	11.3%	11.3%	12.2%	10.1%	12.9%
%H		97.2%	62.3%	8.9%	59.5%	35.5%	24.0%	94.1%
45 - 54	430	415	268	42	268	161	107	395
%V	14.1%	14.1%	15.2%	14.8%	14.2%	15.5%	12.6%	15.2%
%H		96.5%	62.3%	9.8%	62.3%	37.4%	24.9%	91.9%
55 - 64	378	365	217	37	246	134	111	319
%V	12.4%	12.4%	12.3%	13.1%	13.0%	12.9%	13.1%	12.3%
%H		96.6%	57.4%	9.8%	65.1%	35.4%	29.4%	84.4%
65+	601	581	284	43	439	183	256	354
%V	19.7%	19.8%	16.1%	15.2%	23.2%	17.6%	30.1%	13.6%
%H		96.7%	47.3%	7.2%	73.0%	30.4%	42.6%	58.9%

Base: S4C - 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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S4C

Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
AB	521	505	294	46	340	180	160	487
%V	20.9%	21.1%	20.9%	19.8%	21.7%	21.4%	22.0%	23.4%
%H		96.9%	56.4%	8.8%	65.3%	34.5%	30.7%	93.5%
C1	647	612	354	66	397	217	180	583
%V	26.0%	25.6%	25.2%	28.4%	25.3%	25.8%	24.8%	28.0%
%H		94.6%	54.7%	10.2%	61.4%	33.5%	27.8%	90.1%
C2	638	619	393	55	413	244	169	546
%V	25.6%	25.9%	28.0%	23.7%	26.3%	29.0%	23.2%	26.2%
%H		97.0%	61.6%	8.6%	64.7%	38.2%	26.5%	85.6%
D	430	417	233	47	267	134	132	324
%V	17.3%	17.4%	16.6%	20.3%	17.0%	15.9%	18.2%	15.5%
%H		97.0%	54.2%	10.9%	62.1%	31.2%	30.7%	75.3%
E	254	238	131	18	151	67	84	145
%V	10.2%	10.0%	9.3%	7.8%	9.6%	8.0%	11.6%	7.0%
%H		93.7%	51.6%	7.1%	59.4%	26.4%	33.1%	57.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2490	2391	1406	232	1569	842	727	2085
%H		96.0%	56.5%	9.3%	63.0%	33.8%	29.2%	83.7%
Working full time	1103	1072	686	102	664	395	269	1043
%V	44.3%	44.8%	48.8%	44.0%	42.3%	46.9%	37.0%	50.0%
%H		97.2%	62.2%	9.2%	60.2%	35.8%	24.4%	94.6%
Working part time	212	206	124	25	132	75	57	196
%V	8.5%	8.6%	8.8%	10.8%	8.4%	8.9%	7.8%	9.4%
%H		97.2%	58.5%	11.8%	62.3%	35.4%	26.9%	92.5%
Not working	1174	1114	596	105	773	372	401	845
%V	47.1%	46.6%	42.4%	45.3%	49.3%	44.2%	55.2%	40.5%
%H		94.9%	50.8%	8.9%	65.8%	31.7%	34.2%	72.0%
Housewife/Houseperson	1331	1268	712	111	834	405	429	1030
%V	53.5%	53.0%	50.6%	47.8%	53.2%	48.1%	59.0%	49.4%
%H		95.3%	53.5%	8.3%	62.7%	30.4%	32.2%	77.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
16 - 19	70	68	46	6	46	31	15	68
%V	5.8%	5.9%	6.6%	5.7%	6.1%	7.6%	4.4%	6.6%
%H		97.1%	65.7%	8.6%	65.7%	44.3%	21.4%	97.1%
20 - 24	107	96	52	12	54	31	24	101
%V	8.8%	8.3%	7.4%	11.4%	7.2%	7.6%	7.1%	9.8%
%H		89.7%	48.6%	11.2%	50.5%	29.0%	22.4%	94.4%
25 - 34	190	180	115	16	98	56	43	177
%V	15.7%	15.5%	16.5%	15.2%	13.1%	13.7%	12.7%	17.2%
%H		94.7%	60.5%	8.4%	51.6%	29.5%	22.6%	93.2%
35 - 44	176	171	107	16	102	59	43	164
%V	14.5%	14.7%	15.3%	15.2%	13.6%	14.4%	12.7%	15.9%
%H		97.2%	60.8%	9.1%	58.0%	33.5%	24.4%	93.2%
45 - 54	210	203	131	19	129	76	53	191
%V	17.3%	17.5%	18.8%	18.1%	17.2%	18.5%	15.6%	18.5%
%H		96.7%	62.4%	9.0%	61.4%	36.2%	25.2%	91.0%
55 - 64	184	177	107	17	118	66	53	154
%V	15.2%	15.2%	15.3%	16.2%	15.8%	16.1%	15.6%	14.9%
%H		96.2%	58.2%	9.2%	64.1%	35.9%	28.8%	83.7%
65+	277	267	140	19	201	91	109	176
%V	22.8%	23.0%	20.1%	18.1%	26.8%	22.2%	32.2%	17.1%
%H		96.4%	50.5%	6.9%	72.6%	32.9%	39.4%	63.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
AB	261	253	151	21	168	90	78	245
%V	21.5%	21.8%	21.6%	20.0%	22.4%	22.0%	23.0%	23.8%
%H		96.9%	57.9%	8.0%	64.4%	34.5%	29.9%	93.9%
C1	300	282	169	29	177	102	75	280
%V	24.7%	24.3%	24.2%	27.6%	23.6%	24.9%	22.1%	27.2%
%H		94.0%	56.3%	9.7%	59.0%	34.0%	25.0%	93.3%
C2	340	328	208	29	217	127	90	289
%V	28.0%	28.3%	29.8%	27.6%	29.0%	31.0%	26.5%	28.0%
%H		96.5%	61.2%	8.5%	63.8%	37.4%	26.5%	85.0%
D	207	200	116	19	126	64	62	157
%V	17.1%	17.2%	16.6%	18.1%	16.8%	15.6%	18.3%	15.2%
%H		96.6%	56.0%	9.2%	60.9%	30.9%	30.0%	75.8%
E	107	97	54	8	61	28	33	60
%V	8.8%	8.4%	7.7%	7.6%	8.1%	6.8%	9.7%	5.8%
%H		90.7%	50.5%	7.5%	57.0%	26.2%	30.8%	56.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1214	1161	698	105	749	410	339	1031
%H		95.6%	57.5%	8.6%	61.7%	33.8%	27.9%	84.9%
Working full time	662	642	414	57	391	230	161	624
%V	54.5%	55.3%	59.3%	54.3%	52.2%	56.1%	47.5%	60.5%
%H		97.0%	62.5%	8.6%	59.1%	34.7%	24.3%	94.3%
Working part time	46	44	25	6	30	16	13	39
%V	3.8%	3.8%	3.6%	5.7%	4.0%	3.9%	3.8%	3.8%
%H		95.7%	54.3%	13.0%	65.2%	34.8%	28.3%	84.8%
Not working	507	475	259	43	328	164	164	368
%V	41.8%	40.9%	37.1%	41.0%	43.8%	40.0%	48.4%	35.7%
%H		93.7%	51.1%	8.5%	64.7%	32.3%	32.3%	72.6%
Housewife/Houseperson	262	235	121	17	148	58	90	164
%V	21.6%	20.2%	17.3%	16.2%	19.8%	14.1%	26.5%	15.9%
%H		89.7%	46.2%	6.5%	56.5%	22.1%	34.4%	62.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
16 - 19	66	62	40	7	42	26	16	64
%V	5.2%	5.0%	5.6%	5.5%	5.1%	6.0%	4.1%	6.1%
%H		93.9%	60.6%	10.6%	63.6%	39.4%	24.2%	97.0%
20 - 24	106	99	47	20	62	33	29	99
%V	8.3%	8.0%	6.6%	15.7%	7.6%	7.6%	7.5%	9.4%
%H		93.4%	44.3%	18.9%	58.5%	31.1%	27.4%	93.4%
25 - 34	185	177	115	17	101	60	42	172
%V	14.5%	14.4%	16.2%	13.4%	12.3%	13.9%	10.8%	16.3%
%H		95.7%	62.2%	9.2%	54.6%	32.4%	22.7%	93.0%
35 - 44	182	177	115	16	111	68	43	173
%V	14.3%	14.4%	16.2%	12.6%	13.5%	15.7%	11.1%	16.4%
%H		97.3%	63.2%	8.8%	61.0%	37.4%	23.6%	95.1%
45 - 54	220	213	137	23	139	84	54	204
%V	17.3%	17.3%	19.4%	18.1%	17.0%	19.4%	13.9%	19.4%
%H		96.8%	62.3%	10.5%	63.2%	38.2%	24.5%	92.7%
55 - 64	194	187	109	20	127	69	58	165
%V	15.2%	15.2%	15.4%	15.7%	15.5%	16.0%	14.9%	15.7%
%H		96.4%	56.2%	10.3%	65.5%	35.6%	29.9%	85.1%
65+	324	314	144	24	238	91	147	178
%V	25.4%	25.5%	20.3%	18.9%	29.0%	21.1%	37.9%	16.9%
%H		96.9%	44.4%	7.4%	73.5%	28.1%	45.4%	54.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
AB	260	252	144	25	172	90	82	242
%V	20.4%	20.5%	20.3%	19.7%	21.0%	20.8%	21.1%	23.0%
%H		96.9%	55.4%	9.6%	66.2%	34.6%	31.5%	93.1%
C1	347	329	185	37	220	115	105	303
%V	27.2%	26.7%	26.1%	29.1%	26.8%	26.6%	27.1%	28.7%
%H		94.8%	53.3%	10.7%	63.4%	33.1%	30.3%	87.3%
C2	298	291	185	26	197	118	79	257
%V	23.4%	23.7%	26.1%	20.5%	24.0%	27.3%	20.4%	24.4%
%H		97.7%	62.1%	8.7%	66.1%	39.6%	26.5%	86.2%
D	223	217	117	29	140	70	70	167
%V	17.5%	17.6%	16.5%	22.8%	17.1%	16.2%	18.0%	15.8%
%H		97.3%	52.5%	13.0%	62.8%	31.4%	31.4%	74.9%
E	148	141	77	11	91	39	52	85
%V	11.6%	11.5%	10.9%	8.7%	11.1%	9.0%	13.4%	8.1%
%H		95.3%	52.0%	7.4%	61.5%	26.4%	35.1%	57.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

S4C

Individual level data

Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1230	708	127	820	432	388	1054
%H		96.5%	55.5%	10.0%	64.3%	33.9%	30.4%	82.7%
Working full time	441	429	272	46	273	165	108	419
%V	34.6%	34.9%	38.4%	36.2%	33.3%	38.2%	27.8%	39.8%
%H		97.3%	61.7%	10.4%	61.9%	37.4%	24.5%	95.0%
Working part time	167	162	100	19	102	59	44	157
%V	13.1%	13.2%	14.1%	15.0%	12.4%	13.7%	11.3%	14.9%
%H		97.0%	59.9%	11.4%	61.1%	35.3%	26.3%	94.0%
Not working	668	639	337	62	444	208	237	477
%V	52.4%	52.0%	47.6%	48.8%	54.1%	48.1%	61.1%	45.3%
%H		95.7%	50.4%	9.3%	66.5%	31.1%	35.5%	71.4%
Housewife/Houseperson	1069	1033	592	94	686	347	339	865
%V	83.8%	84.0%	83.6%	74.0%	83.7%	80.3%	87.4%	82.1%
%H		96.6%	55.4%	8.8%	64.2%	32.5%	31.7%	80.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%V (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
AB	2365	2255	1001	334	1653	743	910	2213
%V	28.6%	28.9%	28.7%	32.7%	29.2%	30.5%	28.3%	32.5%
%H (All HH)		95.3%	42.3%	14.1%	69.9%	31.4%	38.5%	93.6%
%H (TV HH)			44.4%	14.8%	73.3%	32.9%	40.4%	
C1	2294	2138	967	272	1545	671	873	1993
%V	27.8%	27.4%	27.8%	26.6%	27.3%	27.5%	27.1%	29.3%
%H (All HH)		93.2%	42.2%	11.9%	67.3%	29.3%	38.1%	86.9%
%H (TV HH)			45.2%	12.7%	72.3%	31.4%	40.8%	
C2	1746	1673	823	215	1215	591	625	1458
%V	21.2%	21.5%	23.6%	21.1%	21.5%	24.2%	19.4%	21.4%
%H (All HH)		95.8%	47.1%	12.3%	69.6%	33.8%	35.8%	83.5%
%H (TV HH)			49.2%	12.9%	72.6%	35.3%	37.4%	
D	1114	1055	450	133	748	294	454	770
%V	13.5%	13.5%	12.9%	13.0%	13.2%	12.0%	14.1%	11.3%
%H (All HH)		94.7%	40.4%	11.9%	67.1%	26.4%	40.8%	69.1%
%H (TV HH)			42.7%	12.6%	70.9%	27.9%	43.0%	
E	737	675	243	65	495	141	354	375
%V	8.9%	8.7%	7.0%	6.4%	8.8%	5.8%	11.0%	5.5%
%H (All HH)		91.6%	33.0%	8.8%	67.2%	19.1%	48.0%	50.9%
%H (TV HH)			36.0%	9.6%	73.3%	20.9%	52.4%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Under 25	324	267	108	27	167	62	105	296
%V	3.9%	3.4%	3.1%	2.6%	3.0%	2.5%	3.3%	4.3%
%H (All HH)		82.4%	33.3%	8.3%	51.5%	19.1%	32.4%	91.4%
%H (TV HH)			40.4%	10.1%	62.5%	23.2%	39.3%	
25 - 34	1148	1049	558	143	618	306	312	1091
%V	13.9%	13.5%	16.0%	14.0%	10.9%	12.5%	9.7%	16.0%
%H (All HH)		91.4%	48.6%	12.5%	53.8%	26.7%	27.2%	95.0%
%H (TV HH)			53.2%	13.6%	58.9%	29.2%	29.7%	
35 - 44	1311	1232	650	199	795	427	369	1261
%V	15.9%	15.8%	18.7%	19.5%	14.1%	17.5%	11.5%	18.5%
%H (All HH)		94.0%	49.6%	15.2%	60.6%	32.6%	28.1%	96.2%
%H (TV HH)			52.8%	16.2%	64.5%	34.7%	30.0%	
45 - 54	1584	1520	765	240	1084	571	512	1475
%V	19.2%	19.5%	22.0%	23.5%	19.2%	23.4%	15.9%	21.7%
%H (All HH)		96.0%	48.3%	15.2%	68.4%	36.0%	32.3%	93.1%
%H (TV HH)			50.3%	15.8%	71.3%	37.6%	33.7%	
55 - 64	1394	1328	585	194	1019	467	552	1219
%V	16.9%	17.0%	16.8%	19.0%	18.0%	19.1%	17.2%	17.9%
%H (All HH)		95.3%	42.0%	13.9%	73.1%	33.5%	39.6%	87.4%
%H (TV HH)			44.1%	14.6%	76.7%	35.2%	41.6%	
65 +	2494	2399	819	217	1974	607	1367	1468
%V	30.2%	30.8%	23.5%	21.3%	34.9%	24.9%	42.5%	21.6%
%H (All HH)		96.2%	32.8%	8.7%	79.1%	24.3%	54.8%	58.9%
%H (TV HH)			34.1%	9.0%	82.3%	25.3%	57.0%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
1	2492	2262	701	232	1749	452	1297	1488
%V	30.2%	29.0%	20.1%	22.7%	30.9%	18.5%	40.3%	21.9%
%H (All HH)		90.8%	28.1%	9.3%	70.2%	18.1%	52.0%	59.7%
%H (TV HH)			31.0%	10.3%	77.3%	20.0%	57.3%	
2	2946	2821	1271	330	2117	919	1197	2581
%V	35.7%	36.2%	36.5%	32.3%	37.4%	37.7%	37.2%	37.9%
%H (All HH)		95.8%	43.1%	11.2%	71.9%	31.2%	40.6%	87.6%
%H (TV HH)			45.1%	11.7%	75.0%	32.6%	42.4%	
3	1268	1214	649	213	800	454	346	1223
%V	15.4%	15.6%	18.6%	20.9%	14.1%	18.6%	10.8%	18.0%
%H (All HH)		95.7%	51.2%	16.8%	63.1%	35.8%	27.3%	96.5%
%H (TV HH)			53.5%	17.5%	65.9%	37.4%	28.5%	
4	1064	1035	593	167	695	426	268	1042
%V	12.9%	13.3%	17.0%	16.4%	12.3%	17.5%	8.3%	15.3%
%H (All HH)		97.3%	55.7%	15.7%	65.3%	40.0%	25.2%	97.9%
%H (TV HH)			57.3%	16.1%	67.1%	41.2%	25.9%	
5+	485	464	271	79	295	189	107	476
%V	5.9%	6.0%	7.8%	7.7%	5.2%	7.7%	3.3%	7.0%
%H (All HH)		95.7%	55.9%	16.3%	60.8%	39.0%	22.1%	98.1%
%H (TV HH)			58.4%	17.0%	63.6%	40.7%	23.1%	
Average HH size	2.31	2.34	2.59	2.58	2.26	2.62	1.98	2.51

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%V (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Without	6211	5818	2366	710	4399	1714	2685	4833
%V	75.2%	74.6%	67.9%	69.5%	77.8%	70.2%	83.5%	71.0%
%H (All HH)		93.7%	38.1%	11.4%	70.8%	27.6%	43.2%	77.8%
%H (TV HH)			40.7%	12.2%	75.6%	29.5%	46.1%	
With	2044	1977	1118	310	1257	725	531	1977
%V	24.8%	25.4%	32.1%	30.4%	22.2%	29.7%	16.5%	29.0%
%H (All HH)		96.7%	54.7%	15.2%	61.5%	35.5%	26.0%	96.7%
%H (TV HH)			56.6%	15.7%	63.6%	36.7%	26.9%	
0 - 3	755	724	408	99	442	238	204	717
%V	9.1%	9.3%	11.7%	9.7%	7.8%	9.8%	6.3%	10.5%
%H (All HH)		95.9%	54.0%	13.1%	58.5%	31.5%	27.0%	95.0%
%H (TV HH)			56.4%	13.7%	61.0%	32.9%	28.2%	
4 - 9	1034	1009	591	145	633	370	263	1002
%V	12.5%	12.9%	17.0%	14.2%	11.2%	15.2%	8.2%	14.7%
%H (All HH)		97.6%	57.2%	14.0%	61.2%	35.8%	25.4%	96.9%
%H (TV HH)			58.6%	14.4%	62.7%	36.7%	26.1%	
10 - 15	925	899	512	154	596	364	232	905
%V	11.2%	11.5%	14.7%	15.1%	10.5%	14.9%	7.2%	13.3%
%H (All HH)		97.2%	55.4%	16.6%	64.4%	39.4%	25.1%	97.8%
%H (TV HH)			57.0%	17.1%	66.3%	40.5%	25.8%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
1	3095	3095	1073	356	2017	438	1579	2291
%V	37.5%	39.7%	30.8%	34.9%	35.7%	18.0%	49.1%	33.6%
%H (All HH)		100.0%	34.7%	11.5%	65.2%	14.2%	51.0%	74.0%
%H (TV HH)			34.7%	11.5%	65.2%	14.2%	51.0%	
2	2676	2676	1241	354	2003	927	1077	2257
%V	32.4%	34.3%	35.6%	34.7%	35.4%	38.0%	33.5%	33.1%
%H (All HH)		100.0%	46.4%	13.2%	74.9%	34.6%	40.2%	84.3%
%H (TV HH)			46.4%	13.2%	74.9%	34.6%	40.2%	
3	1235	1235	681	184	988	610	377	1152
%V	15.0%	15.8%	19.5%	18.0%	17.5%	25.0%	11.7%	16.9%
%H (All HH)		100.0%	55.1%	14.9%	80.0%	49.4%	30.5%	93.3%
%H (TV HH)			55.1%	14.9%	80.0%	49.4%	30.5%	
4	519	519	309	84	417	286	131	500
%V	6.3%	6.7%	8.9%	8.2%	7.4%	11.7%	4.1%	7.3%
%H (All HH)		100.0%	59.5%	16.2%	80.3%	55.1%	25.2%	96.3%
%H (TV HH)			59.5%	16.2%	80.3%	55.1%	25.2%	
5+	270	270	180	43	231	179	52	265
%V	3.3%	3.5%	5.2%	4.2%	4.1%	7.3%	1.6%	3.9%
%H (All HH)		100.0%	66.7%	15.9%	85.6%	66.3%	19.3%	98.1%
%H (TV HH)			66.7%	15.9%	85.6%	66.3%	19.3%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%V (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Under 20"	1813	1813	805	218	1512	733	779	1539
%V	22.0%	23.3%	23.1%	21.4%	26.7%	30.0%	24.2%	22.6%
%H (All HH)		100.0%	44.4%	12.0%	83.4%	40.4%	43.0%	84.9%
%H (TV HH)			44.4%	12.0%	83.4%	40.4%	43.0%	
20" - 29"	2932	2932	1257	361	2346	1039	1306	2395
%V	35.5%	37.6%	36.1%	35.4%	41.5%	42.6%	40.6%	35.2%
%H (All HH)		100.0%	42.9%	12.3%	80.0%	35.4%	44.5%	81.7%
%H (TV HH)			42.9%	12.3%	80.0%	35.4%	44.5%	
30" - 39"	4128	4128	1891	567	3071	1420	1651	3461
%V	50.0%	53.0%	54.3%	55.5%	54.3%	58.2%	51.3%	50.8%
%H (All HH)		100.0%	45.8%	13.7%	74.4%	34.4%	40.0%	83.8%
%H (TV HH)			45.8%	13.7%	74.4%	34.4%	40.0%	
40" and over	3694	3694	2103	554	2514	1485	1029	3401
%V	44.7%	47.4%	60.4%	54.3%	44.4%	60.9%	32.0%	49.9%
%H (All HH)		100.0%	56.9%	15.0%	68.1%	40.2%	27.9%	92.1%
%H (TV HH)			56.9%	15.0%	68.1%	40.2%	27.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Main living room	7684	7684	3457	1015	5585	2423	3162	6372
%V	93.1%	98.6%	99.2%	99.4%	98.7%	99.3%	98.3%	93.6%
%H (All HH)		100.0%	45.0%	13.2%	72.7%	31.5%	41.2%	82.9%
%H (TV HH)			45.0%	13.2%	72.7%	31.5%	41.2%	
Kitchen	1066	1066	537	124	923	512	412	936
%V	12.9%	13.7%	15.4%	12.1%	16.3%	21.0%	12.8%	13.7%
%H (All HH)		100.0%	50.4%	11.6%	86.6%	48.0%	38.6%	87.8%
%H (TV HH)			50.4%	11.6%	86.6%	48.0%	38.6%	
Adult's bedroom	3460	3460	1809	511	2698	1554	1144	3095
%V	41.9%	44.4%	51.9%	50.0%	47.7%	63.7%	35.6%	45.4%
%H (All HH)		100.0%	52.3%	14.8%	78.0%	44.9%	33.1%	89.5%
%H (TV HH)			52.3%	14.8%	78.0%	44.9%	33.1%	
Child's bedroom	761	761	465	129	536	370	166	741
%V	9.2%	9.8%	13.3%	12.6%	9.5%	15.2%	5.2%	10.9%
%H (All HH)		100.0%	61.1%	17.0%	70.4%	48.6%	21.8%	97.4%
%H (TV HH)			61.1%	17.0%	70.4%	48.6%	21.8%	
Other bedroom	388	388	231	47	301	190	111	366
%V	4.7%	5.0%	6.6%	4.6%	5.3%	7.8%	3.5%	5.4%
%H (All HH)		100.0%	59.5%	12.1%	77.6%	49.0%	28.6%	94.3%
%H (TV HH)			59.5%	12.1%	77.6%	49.0%	28.6%	
Second living/dining room	726	726	374	95	587	325	262	655
%V	8.8%	9.3%	10.7%	9.3%	10.4%	13.3%	8.1%	9.6%
%H (All HH)		100.0%	51.5%	13.1%	80.9%	44.8%	36.1%	90.2%
%H (TV HH)			51.5%	13.1%	80.9%	44.8%	36.1%	
Study/office	143	143	78	14	119	69	50	140
%V	1.7%	1.8%	2.2%	1.4%	2.1%	2.8%	1.6%	2.1%
%H (All HH)		100.0%	54.5%	9.8%	83.2%	48.3%	35.0%	97.9%
%H (TV HH)			54.5%	9.8%	83.2%	48.3%	35.0%	
TV room	66	66	38	9	52	32	20	64
%V	0.8%	0.8%	1.1%	0.9%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	57.6%	13.6%	78.8%	48.5%	30.3%	97.0%
%H (TV HH)			57.6%	13.6%	78.8%	48.5%	30.3%	
Conservatory	165	165	93	16	135	77	58	145
%V	2.0%	2.1%	2.7%	1.6%	2.4%	3.2%	1.8%	2.1%
%H (All HH)		100.0%	56.4%	9.7%	81.8%	46.7%	35.2%	87.9%
%H (TV HH)			56.4%	9.7%	81.8%	46.7%	35.2%	
Attic or loft room	18	18	12	4	13	10	3	18
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	22.2%	72.2%	55.6%	16.7%	100.0%
%H (TV HH)			66.7%	22.2%	72.2%	55.6%	16.7%	
No specific location	9	9	2	0	6	2	4	9
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	22.2%	0.0%	66.7%	22.2%	44.4%	100.0%
%H (TV HH)			22.2%	0.0%	66.7%	22.2%	44.4%	
Other	90	90	56	14	73	54	19	85
%V	1.1%	1.2%	1.6%	1.4%	1.3%	2.2%	0.6%	1.2%
%H (All HH)		100.0%	62.2%	15.6%	81.1%	60.0%	21.1%	94.4%
%H (TV HH)			62.2%	15.6%	81.1%	60.0%	21.1%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Any DSAT provider	3484	3484	3484	53	1980	1980	0	3150
%V	42.2%	44.7%	100.0%	5.2%	35.0%	81.1%	0.0%	46.3%
%H (All HH)			100.0%	1.5%	56.8%	56.8%	0.0%	90.4%
%H (TV HH)			100.0%	1.5%	56.8%	56.8%	0.0%	
Sky with subcription	2789	2789	2789	23	1586	1586	0	2579
%V	33.8%	35.8%	80.1%	2.3%	28.0%	65.0%	0.0%	37.9%
%H (All HH)			100.0%	0.8%	56.9%	56.9%	0.0%	92.5%
%H (TV HH)			100.0%	0.8%	56.9%	56.9%	0.0%	
Sky without subscription	208	208	208	6	113	113	0	158
%V	2.5%	2.7%	6.0%	0.6%	2.0%	4.6%	0.0%	2.3%
%H (All HH)			100.0%	2.9%	54.3%	54.3%	0.0%	76.0%
%H (TV HH)			100.0%	2.9%	54.3%	54.3%	0.0%	
Freesat	552	552	552	21	327	327	0	479
%V	6.7%	7.1%	15.8%	2.1%	5.8%	13.4%	0.0%	7.0%
%H (All HH)			100.0%	3.8%	59.2%	59.2%	0.0%	86.8%
%H (TV HH)			100.0%	3.8%	59.2%	59.2%	0.0%	
Other satellite provider	88	88	88	3	47	47	0	80
%V	1.1%	1.1%	2.5%	0.3%	0.8%	1.9%	0.0%	1.2%
%H (All HH)			100.0%	3.4%	53.4%	53.4%	0.0%	90.9%
%H (TV HH)			100.0%	3.4%	53.4%	53.4%	0.0%	
DCAB	1021	1021	53	1021	494	494	0	935
%V	12.4%	13.1%	1.5%	100.0%	8.7%	20.2%	0.0%	13.7%
%H (All HH)			5.2%	100.0%	48.4%	48.4%	0.0%	91.6%
%H (TV HH)			5.2%	100.0%	48.4%	48.4%	0.0%	
DTT	5656	5656	1980	494	5656	2440	3216	4557
%V	68.5%	72.6%	56.8%	48.4%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	35.0%	8.7%	100.0%	43.1%	56.9%	80.6%
%H (TV HH)			35.0%	8.7%	100.0%	43.1%	56.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
PVR	4961	4961	2952	883	3302	2131	1170	4515
%V	60.1%	63.6%	84.7%	86.5%	58.4%	87.3%	36.4%	66.3%
%H (All HH)		100.0%	59.5%	17.8%	66.6%	43.0%	23.6%	91.0%
%H (TV HH)			59.5%	17.8%	66.6%	43.0%	23.6%	
DVDR	310	310	127	43	261	118	143	268
%V	3.8%	4.0%	3.6%	4.2%	4.6%	4.8%	4.4%	3.9%
%H (All HH)		100.0%	41.0%	13.9%	84.2%	38.1%	46.1%	86.5%
%H (TV HH)			41.0%	13.9%	84.2%	38.1%	46.1%	
VCR	193	193	65	27	160	58	102	137
%V	2.3%	2.5%	1.9%	2.6%	2.8%	2.4%	3.2%	2.0%
%H (All HH)		100.0%	33.7%	14.0%	82.9%	30.1%	52.8%	71.0%
%H (TV HH)			33.7%	14.0%	82.9%	30.1%	52.8%	
Any recorder	5145	5145	2988	896	3467	2160	1307	4637
%V	62.3%	66.0%	85.8%	87.8%	61.3%	88.5%	40.6%	68.1%
%H (All HH)		100.0%	58.1%	17.4%	67.4%	42.0%	25.4%	90.1%
%H (TV HH)			58.1%	17.4%	67.4%	42.0%	25.4%	
Receives HDTV (via STB or built-in reception)	4654	4654	2498	835	3256	1893	1363	4246
%V	56.4%	59.7%	71.7%	81.8%	57.6%	77.6%	42.4%	62.3%
%H (All HH)		100.0%	53.7%	17.9%	70.0%	40.7%	29.3%	91.2%
%H (TV HH)			53.7%	17.9%	70.0%	40.7%	29.3%	
DVD/Blu-ray player or recorder	5945	5945	2801	837	4365	2044	2321	5166
%V	72.0%	76.3%	80.4%	82.0%	77.2%	83.8%	72.2%	75.9%
%H (All HH)		100.0%	47.1%	14.1%	73.4%	34.4%	39.0%	86.9%
%H (TV HH)			47.1%	14.1%	73.4%	34.4%	39.0%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Household level data

Table 26.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	8255	7795	3484	1021	5656	2440	3216	6810
%H (All HH)		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%
%H (TV HH)			44.7%	13.1%	72.6%	31.3%	41.3%	
Has broadband internet	6810	6466	3150	935	4557	2240	2317	6810
%V	82.5%	83.0%	90.4%	91.6%	80.6%	91.8%	72.0%	100.0%
%H (All HH)		94.9%	46.3%	13.7%	66.9%	32.9%	34.0%	100.0%
%H (TV HH)			48.7%	14.5%	70.5%	34.6%	35.8%	
Number of computers (PCs and laptops)								
0	1461	1347	357	101	1096	215	881	173
%V	17.7%	17.3%	10.2%	9.9%	19.4%	8.8%	27.4%	2.5%
%H (All HH)		92.2%	24.4%	6.9%	75.0%	14.7%	60.3%	11.8%
%H (TV HH)			26.5%	7.5%	81.4%	16.0%	65.4%	
1	2137	1975	813	221	1444	530	914	2016
%V	25.9%	25.3%	23.3%	21.6%	25.5%	21.7%	28.4%	29.6%
%H (All HH)		92.4%	38.0%	10.3%	67.6%	24.8%	42.8%	94.3%
%H (TV HH)			41.2%	11.2%	73.1%	26.8%	46.3%	
2	1921	1832	890	259	1266	601	666	1896
%V	23.3%	23.5%	25.5%	25.4%	22.4%	24.6%	20.7%	27.8%
%H (All HH)		95.4%	46.3%	13.5%	65.9%	31.3%	34.7%	98.7%
%H (TV HH)			48.6%	14.1%	69.1%	32.8%	36.4%	
3	1204	1160	610	175	815	445	369	1197
%V	14.6%	14.9%	17.5%	17.1%	14.4%	18.2%	11.5%	17.6%
%H (All HH)		96.3%	50.7%	14.5%	67.7%	37.0%	30.6%	99.4%
%H (TV HH)			52.6%	15.1%	70.3%	38.4%	31.8%	
4	717	698	375	125	477	285	192	715
%V	8.7%	9.0%	10.8%	12.2%	8.4%	11.7%	6.0%	10.5%
%H (All HH)		97.4%	52.3%	17.4%	66.5%	39.7%	26.8%	99.7%
%H (TV HH)			53.7%	17.9%	68.3%	40.8%	27.5%	
5+	815	783	440	141	558	363	195	813
%V	9.9%	10.0%	12.6%	13.8%	9.9%	14.9%	6.1%	11.9%
%H (All HH)		96.1%	54.0%	17.3%	68.5%	44.5%	23.9%	99.8%
%H (TV HH)			56.2%	18.0%	71.3%	46.4%	24.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15694	7815	2185	11911	6242	5669	13699
%H		49.8%	13.9%	75.9%	39.8%	36.1%	87.3%
Under 20"	2335	1067	279	1964	986	977	2009
%V	14.9%	13.7%	12.8%	16.5%	15.8%	17.2%	14.7%
%H		45.7%	11.9%	84.1%	42.2%	41.8%	86.0%
20" - 29"	3756	1672	482	3031	1427	1604	3141
%V	23.9%	21.4%	22.1%	25.4%	22.9%	28.3%	22.9%
%H		44.5%	12.8%	80.7%	38.0%	42.7%	83.6%
30" - 39"	4995	2396	713	3747	1873	1874	4275
%V	31.8%	30.7%	32.6%	31.5%	30.0%	33.1%	31.2%
%H		48.0%	14.3%	75.0%	37.5%	37.5%	85.6%
40" and over	4482	2629	691	3075	1913	1162	4171
%V	28.6%	33.6%	31.6%	25.8%	30.6%	20.5%	30.4%
%H		58.7%	15.4%	68.6%	42.7%	25.9%	93.1%
Don't know	126	52	19	94	43	51	102
%V	0.8%	0.7%	0.9%	0.8%	0.7%	0.9%	0.7%
%H		41.3%	15.1%	74.6%	34.1%	40.5%	81.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15694	7815	2185	11911	6242	5669	13699
%H		49.8%	13.9%	75.9%	39.8%	36.1%	87.3%
Main living room	7738	3484	1024	5622	2443	3179	6416
%V	49.3%	44.6%	46.9%	47.2%	39.1%	56.1%	46.8%
%H		45.0%	13.2%	72.7%	31.6%	41.1%	82.9%
Kitchen	1069	539	125	926	513	412	939
%V	6.8%	6.9%	5.7%	7.8%	8.2%	7.3%	6.9%
%H		50.4%	11.7%	86.6%	48.0%	38.5%	87.8%
Adult's bedroom	4138	2206	642	3260	1957	1303	3749
%V	26.4%	28.2%	29.4%	27.4%	31.4%	23.0%	27.4%
%H		53.3%	15.5%	78.8%	47.3%	31.5%	90.6%
Child's bedroom	1043	636	182	736	513	223	1016
%V	6.6%	8.1%	8.3%	6.2%	8.2%	3.9%	7.4%
%H		61.0%	17.4%	70.6%	49.2%	21.4%	97.4%
Other bedroom	453	274	57	356	233	123	430
%V	2.9%	3.5%	2.6%	3.0%	3.7%	2.2%	3.1%
%H		60.5%	12.6%	78.6%	51.4%	27.2%	94.9%
Second living/dining room	741	382	97	600	332	268	670
%V	4.7%	4.9%	4.4%	5.0%	5.3%	4.7%	4.9%
%H		51.6%	13.1%	81.0%	44.8%	36.2%	90.4%
Study/office	146	81	14	121	70	51	143
%V	0.9%	1.0%	0.6%	1.0%	1.1%	0.9%	1.0%
%H		55.5%	9.6%	82.9%	47.9%	34.9%	97.9%
TV room	68	38	9	53	32	21	65
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.5%
%H		55.9%	13.2%	77.9%	47.1%	30.9%	95.6%
Conservatory	167	95	16	136	78	58	148
%V	1.1%	1.2%	0.7%	1.1%	1.2%	1.0%	1.1%
%H		56.9%	9.6%	81.4%	46.7%	34.7%	88.6%
Attic or loft room	20	13	4	14	11	3	20
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		65.0%	20.0%	70.0%	55.0%	15.0%	100.0%
No specific location	11	3	0	8	3	5	11
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		27.3%	0.0%	72.7%	27.3%	45.5%	100.0%
Other	100	62	14	80	57	23	94
%V	0.6%	0.8%	0.6%	0.7%	0.9%	0.4%	0.7%
%H		62.0%	14.0%	80.0%	57.0%	23.0%	94.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15694	7815	2185	11911	6242	5669	13699
%H		49.8%	13.9%	75.9%	39.8%	36.1%	87.3%
PVR	6553	4070	1231	4246	2921	1325	6043
%V	41.8%	52.1%	56.3%	35.6%	46.8%	23.4%	44.1%
%H		62.1%	18.8%	64.8%	44.6%	20.2%	92.2%
DVDR	330	139	43	276	126	150	285
%V	2.1%	1.8%	2.0%	2.3%	2.0%	2.6%	2.1%
%H		42.1%	13.0%	83.6%	38.2%	45.5%	86.4%
VCR	214	76	30	175	66	109	156
%V	1.4%	1.0%	1.4%	1.5%	1.1%	1.9%	1.1%
%H		35.5%	14.0%	81.8%	30.8%	50.9%	72.9%
Any recorder	6809	4146	1254	4474	2989	1484	6231
%V	43.4%	53.1%	57.4%	37.6%	47.9%	26.2%	45.5%
%H		60.9%	18.4%	65.7%	43.9%	21.8%	91.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15694	7815	2185	11911	6242	5669	13699
%H		49.8%	13.9%	75.9%	39.8%	36.1%	87.3%
Receives HDTV (via STB or built-in reception)	6597	3596	1258	4687	2873	1814	6100
%V	42.0%	46.0%	57.6%	39.4%	46.0%	32.0%	44.5%
%H		54.5%	19.1%	71.0%	43.6%	27.5%	92.5%
DVD/Blu-ray player or recorder	8496	4235	1243	6443	3378	3064	7568
%V	54.1%	54.2%	56.9%	54.1%	54.1%	54.0%	55.2%
%H		49.8%	14.6%	75.8%	39.8%	36.1%	89.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7773	3483	1020	5652	2440	3212	6446
%H		44.8%	13.1%	72.7%	31.4%	41.3%	82.9%
Under 20"	169	29	9	136	17	119	111
%V	2.2%	0.8%	0.9%	2.4%	0.7%	3.7%	1.7%
%H		17.2%	5.3%	80.5%	10.1%	70.4%	65.7%
20" - 29"	1061	268	94	858	171	687	711
%V	13.6%	7.7%	9.2%	15.2%	7.0%	21.4%	11.0%
%H		25.3%	8.9%	80.9%	16.1%	64.8%	67.0%
30" - 39"	2933	1143	377	2207	816	1391	2320
%V	37.7%	32.8%	37.0%	39.0%	33.4%	43.3%	36.0%
%H		39.0%	12.9%	75.2%	27.8%	47.4%	79.1%
40" and over	3546	2025	533	2401	1421	980	3260
%V	45.6%	58.1%	52.3%	42.5%	58.2%	30.5%	50.6%
%H		57.1%	15.0%	67.7%	40.1%	27.6%	91.9%
Don't know	63	19	7	49	15	35	45
%V	0.8%	0.5%	0.7%	0.9%	0.6%	1.1%	0.7%
%H		30.2%	11.1%	77.8%	23.8%	55.6%	71.4%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7773	3483	1020	5652	2440	3212	6446
%H		44.8%	13.1%	72.7%	31.4%	41.3%	82.9%
PVR	4868	2909	877	3218	2093	1125	4429
%V	62.6%	83.5%	86.0%	56.9%	85.8%	35.0%	68.7%
%H		59.8%	18.0%	66.1%	43.0%	23.1%	91.0%
DVDR	260	94	36	220	88	131	221
%V	3.3%	2.7%	3.5%	3.9%	3.6%	4.1%	3.4%
%H		36.2%	13.8%	84.6%	33.8%	50.4%	85.0%
VCR	159	54	20	132	45	87	108
%V	2.0%	1.6%	2.0%	2.3%	1.8%	2.7%	1.7%
%H		34.0%	12.6%	83.0%	28.3%	54.7%	67.9%
Any recorder	5042	2944	888	3375	2120	1255	4545
%V	64.9%	84.5%	87.1%	59.7%	86.9%	39.1%	70.5%
%H		58.4%	17.6%	66.9%	42.0%	24.9%	90.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7773	3483	1020	5652	2440	3212	6446
%H		44.8%	13.1%	72.7%	31.4%	41.3%	82.9%
Receives HDTV (via STB or built-in reception)	4542	2446	822	3163	1849	1314	4143
%V	58.4%	70.2%	80.6%	56.0%	75.8%	40.9%	64.3%
%H		53.9%	18.1%	69.6%	40.7%	28.9%	91.2%
DVD/Blu-ray player or recorder	5519	2577	780	4020	1845	2175	4778
%V	71.0%	74.0%	76.5%	71.1%	75.6%	67.7%	74.1%
%H		46.7%	14.1%	72.8%	33.4%	39.4%	86.6%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7921	4332	1164	6260	3803	2457	7252
%H		54.7%	14.7%	79.0%	48.0%	31.0%	91.6%
Under 20"	2166	1038	270	1828	969	859	1899
%V	27.3%	24.0%	23.2%	29.2%	25.5%	35.0%	26.2%
%H		47.9%	12.5%	84.4%	44.7%	39.7%	87.7%
20" - 29"	2695	1404	388	2173	1256	917	2430
%V	34.0%	32.4%	33.3%	34.7%	33.0%	37.3%	33.5%
%H		52.1%	14.4%	80.6%	46.6%	34.0%	90.2%
30" - 39"	2062	1253	337	1540	1056	483	1955
%V	26.0%	28.9%	29.0%	24.6%	27.8%	19.7%	27.0%
%H		60.8%	16.3%	74.7%	51.2%	23.4%	94.8%
40" and over	936	604	158	674	492	182	912
%V	11.8%	13.9%	13.6%	10.8%	12.9%	7.4%	12.6%
%H		64.5%	16.9%	72.0%	52.6%	19.4%	97.4%
Don't know	63	33	12	45	29	16	57
%V	0.8%	0.8%	1.0%	0.7%	0.8%	0.7%	0.8%
%H		52.4%	19.0%	71.4%	46.0%	25.4%	90.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7921	4332	1164	6260	3803	2457	7252
%H		54.7%	14.7%	79.0%	48.0%	31.0%	91.6%
PVR	1685	1161	354	1028	829	199	1614
%V	21.3%	26.8%	30.4%	16.4%	21.8%	8.1%	22.3%
%H		68.9%	21.0%	61.0%	49.2%	11.8%	95.8%
DVDR	70	45	7	57	38	19	64
%V	0.9%	1.0%	0.6%	0.9%	1.0%	0.8%	0.9%
%H		64.3%	10.0%	81.4%	54.3%	27.1%	91.4%
VCR	54	23	9	43	21	23	48
%V	0.7%	0.5%	0.8%	0.7%	0.6%	0.9%	0.7%
%H		42.6%	16.7%	79.6%	38.9%	42.6%	88.9%
Any recorder	1767	1202	365	1099	869	230	1686
%V	22.3%	27.7%	31.4%	17.6%	22.9%	9.4%	23.2%
%H		68.0%	20.7%	62.2%	49.2%	13.0%	95.4%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: 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	7921	4332	1164	6260	3803	2457	7252
%H		54.7%	14.7%	79.0%	48.0%	31.0%	91.6%
Receives HDTV (via STB or built-in reception)	2055	1150	435	1524	1024	500	1957
%V	25.9%	26.5%	37.4%	24.3%	26.9%	20.4%	27.0%
%H		56.0%	21.2%	74.2%	49.8%	24.3%	95.2%
DVD/Blu-ray player or recorder	2977	1658	463	2423	1533	890	2790
%V	37.6%	38.3%	39.8%	38.7%	40.3%	36.2%	38.5%
%H		55.7%	15.6%	81.4%	51.5%	29.9%	93.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	19084	18210	9030	2636	12770	6389	6381	17080
%H		95.4%	47.3%	13.8%	66.9%	33.5%	33.4%	89.5%
Total Children	3483	3384	1951	516	2144	1256	889	3373
%V	18.3%	18.6%	21.6%	19.6%	16.8%	19.7%	13.9%	19.7%
%H		97.2%	56.0%	14.8%	61.6%	36.1%	25.5%	96.8%
0 - 3	896	858	489	119	521	285	237	851
%V	4.7%	4.7%	5.4%	4.5%	4.1%	4.5%	3.7%	5.0%
%H		95.8%	54.6%	13.3%	58.1%	31.8%	26.5%	95.0%
4 - 15	2588	2526	1462	397	1623	971	652	2522
%V	13.6%	13.9%	16.2%	15.1%	12.7%	15.2%	10.2%	14.8%
%H		97.6%	56.5%	15.3%	62.7%	37.5%	25.2%	97.4%
4 - 9	1375	1346	791	198	839	496	343	1334
%V	7.2%	7.4%	8.8%	7.5%	6.6%	7.8%	5.4%	7.8%
%H		97.9%	57.5%	14.4%	61.0%	36.1%	24.9%	97.0%
10 - 15	1212	1180	671	200	784	475	309	1188
%V	6.4%	6.5%	7.4%	7.6%	6.1%	7.4%	4.8%	7.0%
%H		97.4%	55.4%	16.5%	64.7%	39.2%	25.5%	98.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	19084	18210	9030	2636	12770	6389	6381	17080
%H		95.4%	47.3%	13.8%	66.9%	33.5%	33.4%	89.5%
Total Adults (16+)	15601	14826	7079	2120	10625	5133	5492	13708
%V	81.7%	81.4%	78.4%	80.4%	83.2%	80.3%	86.1%	80.3%
%H		95.0%	45.4%	13.6%	68.1%	32.9%	35.2%	87.9%
16 - 19	871	827	446	148	577	354	223	852
%V	4.6%	4.5%	4.9%	5.6%	4.5%	5.5%	3.5%	5.0%
%H		94.9%	51.2%	17.0%	66.2%	40.6%	25.6%	97.8%
20 - 24	1148	1028	469	177	688	364	324	1108
%V	6.0%	5.6%	5.2%	6.7%	5.4%	5.7%	5.1%	6.5%
%H		89.5%	40.9%	15.4%	59.9%	31.7%	28.2%	96.5%
25 - 34	2327	2146	1154	318	1299	685	614	2231
%V	12.2%	11.8%	12.8%	12.1%	10.2%	10.7%	9.6%	13.1%
%H		92.2%	49.6%	13.7%	55.8%	29.4%	26.4%	95.9%
35 - 44	2361	2233	1201	366	1433	788	645	2281
%V	12.4%	12.3%	13.3%	13.9%	11.2%	12.3%	10.1%	13.4%
%H		94.6%	50.9%	15.5%	60.7%	33.4%	27.3%	96.6%
45 - 54	2763	2674	1392	436	1888	1045	843	2623
%V	14.5%	14.7%	15.4%	16.5%	14.8%	16.4%	13.2%	15.4%
%H		96.8%	50.4%	15.8%	68.3%	37.8%	30.5%	94.9%
55 - 64	2316	2230	1045	326	1702	835	867	2086
%V	12.1%	12.2%	11.6%	12.4%	13.3%	13.1%	13.6%	12.2%
%H		96.3%	45.1%	14.1%	73.5%	36.1%	37.4%	90.1%
65+	3814	3689	1373	350	3038	1063	1975	2526
%V	20.0%	20.3%	15.2%	13.3%	23.8%	16.6%	31.0%	14.8%
%H		96.7%	36.0%	9.2%	79.7%	27.9%	51.8%	66.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	15601	14826	7079	2120	10625	5133	5492	13708
%H		95.0%	45.4%	13.6%	68.1%	32.9%	35.2%	87.9%
AB	4702	4513	2111	718	3268	1598	1670	4491
%V	30.1%	30.4%	29.8%	33.9%	30.8%	31.1%	30.4%	32.8%
%H		96.0%	44.9%	15.3%	69.5%	34.0%	35.5%	95.5%
C1	4333	4057	1945	558	2910	1414	1496	3958
%V	27.8%	27.4%	27.5%	26.3%	27.4%	27.5%	27.2%	28.9%
%H		93.6%	44.9%	12.9%	67.2%	32.6%	34.5%	91.3%
C2	3520	3395	1736	486	2455	1297	1158	3105
%V	22.6%	22.9%	24.5%	22.9%	23.1%	25.3%	21.1%	22.7%
%H		96.4%	49.3%	13.8%	69.7%	36.8%	32.9%	88.2%
D	2034	1924	912	264	1317	603	715	1578
%V	13.0%	13.0%	12.9%	12.5%	12.4%	11.7%	13.0%	11.5%
%H		94.6%	44.8%	13.0%	64.7%	29.6%	35.2%	77.6%
E	1013	937	375	94	675	222	454	576
%V	6.5%	6.3%	5.3%	4.4%	6.4%	4.3%	8.3%	4.2%
%H		92.5%	37.0%	9.3%	66.6%	21.9%	44.8%	56.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	15601	14826	7079	2120	10625	5133	5492	13708
%H		95.0%	45.4%	13.6%	68.1%	32.9%	35.2%	87.9%
Working full time	7230	6875	3587	1115	4617	2523	2094	6965
%V	46.3%	46.4%	50.7%	52.6%	43.5%	49.2%	38.1%	50.8%
%H		95.1%	49.6%	15.4%	63.9%	34.9%	29.0%	96.3%
Working part time	1668	1611	808	250	1156	609	547	1593
%V	10.7%	10.9%	11.4%	11.8%	10.9%	11.9%	10.0%	11.6%
%H		96.6%	48.4%	15.0%	69.3%	36.5%	32.8%	95.5%
Not working	6702	6339	2684	756	4852	2001	2852	5150
%V	43.0%	42.8%	37.9%	35.7%	45.7%	39.0%	51.9%	37.6%
%H		94.6%	40.0%	11.3%	72.4%	29.9%	42.6%	76.8%
Housewife/Houseperson	8255	7795	3484	1021	5656	2440	3216	6810
%V	52.9%	52.6%	49.2%	48.2%	53.2%	47.5%	58.6%	49.7%
%H		94.4%	42.2%	12.4%	68.5%	29.6%	39.0%	82.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7600	7189	3543	1038	5085	2560	2525	6782
%H		94.6%	46.6%	13.7%	66.9%	33.7%	33.2%	89.2%
16 - 19	451	430	234	81	296	185	110	443
%V	5.9%	6.0%	6.6%	7.8%	5.8%	7.2%	4.4%	6.5%
%H		95.3%	51.9%	18.0%	65.6%	41.0%	24.4%	98.2%
20 - 24	568	504	239	85	326	182	144	548
%V	7.5%	7.0%	6.7%	8.2%	6.4%	7.1%	5.7%	8.1%
%H		88.7%	42.1%	15.0%	57.4%	32.0%	25.4%	96.5%
25 - 34	1156	1059	569	152	635	335	299	1103
%V	15.2%	14.7%	16.1%	14.6%	12.5%	13.1%	11.8%	16.3%
%H		91.6%	49.2%	13.1%	54.9%	29.0%	25.9%	95.4%
35 - 44	1162	1086	584	181	686	378	308	1111
%V	15.3%	15.1%	16.5%	17.4%	13.5%	14.8%	12.2%	16.4%
%H		93.5%	50.3%	15.6%	59.0%	32.5%	26.5%	95.6%
45 - 54	1364	1313	699	211	918	513	405	1288
%V	17.9%	18.3%	19.7%	20.3%	18.1%	20.0%	16.0%	19.0%
%H		96.3%	51.2%	15.5%	67.3%	37.6%	29.7%	94.4%
55 - 64	1139	1094	523	158	833	416	416	1022
%V	15.0%	15.2%	14.8%	15.2%	16.4%	16.3%	16.5%	15.1%
%H		96.0%	45.9%	13.9%	73.1%	36.5%	36.5%	89.7%
65+	1761	1704	695	170	1392	551	842	1267
%V	23.2%	23.7%	19.6%	16.4%	27.4%	21.5%	33.3%	18.7%
%H		96.8%	39.5%	9.7%	79.0%	31.3%	47.8%	71.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7600	7189	3543	1038	5085	2560	2525	6782
%H		94.6%	46.6%	13.7%	66.9%	33.7%	33.2%	89.2%
AB	2352	2257	1080	357	1616	806	810	2257
%V	30.9%	31.4%	30.5%	34.4%	31.8%	31.5%	32.1%	33.3%
%H		96.0%	45.9%	15.2%	68.7%	34.3%	34.4%	96.0%
C1	2023	1886	946	264	1324	683	641	1896
%V	26.6%	26.2%	26.7%	25.4%	26.0%	26.7%	25.4%	28.0%
%H		93.2%	46.8%	13.0%	65.4%	33.8%	31.7%	93.7%
C2	1868	1795	926	263	1291	693	598	1635
%V	24.6%	25.0%	26.1%	25.3%	25.4%	27.1%	23.7%	24.1%
%H		96.1%	49.6%	14.1%	69.1%	37.1%	32.0%	87.5%
D	946	885	437	120	595	286	309	756
%V	12.4%	12.3%	12.3%	11.6%	11.7%	11.2%	12.2%	11.1%
%H		93.6%	46.2%	12.7%	62.9%	30.2%	32.7%	79.9%
E	411	366	153	34	258	92	167	238
%V	5.4%	5.1%	4.3%	3.3%	5.1%	3.6%	6.6%	3.5%
%H		89.1%	37.2%	8.3%	62.8%	22.4%	40.6%	57.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7600	7189	3543	1038	5085	2560	2525	6782
%H		94.6%	46.6%	13.7%	66.9%	33.7%	33.2%	89.2%
Working full time	4434	4222	2239	669	2822	1554	1268	4262
%V	58.3%	58.7%	63.2%	64.5%	55.5%	60.7%	50.2%	62.8%
%H		95.2%	50.5%	15.1%	63.6%	35.0%	28.6%	96.1%
Working part time	351	332	162	51	229	115	114	323
%V	4.6%	4.6%	4.6%	4.9%	4.5%	4.5%	4.5%	4.8%
%H		94.6%	46.2%	14.5%	65.2%	32.8%	32.5%	92.0%
Not working	2814	2635	1141	318	2033	891	1142	2197
%V	37.0%	36.7%	32.2%	30.6%	40.0%	34.8%	45.2%	32.4%
%H		93.6%	40.5%	11.3%	72.2%	31.7%	40.6%	78.1%
Housewife/Houseperson	1654	1483	617	175	1056	403	652	1217
%V	21.8%	20.6%	17.4%	16.9%	20.8%	15.7%	25.8%	17.9%
%H		89.7%	37.3%	10.6%	63.8%	24.4%	39.4%	73.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	8001	7637	3537	1082	5541	2573	2967	6926
%H		95.5%	44.2%	13.5%	69.3%	32.2%	37.1%	86.6%
16 - 19	420	398	212	67	281	168	113	409
%V	5.2%	5.2%	6.0%	6.2%	5.1%	6.5%	3.8%	5.9%
%H		94.8%	50.5%	16.0%	66.9%	40.0%	26.9%	97.4%
20 - 24	581	524	230	92	362	182	180	560
%V	7.3%	6.9%	6.5%	8.5%	6.5%	7.1%	6.1%	8.1%
%H		90.2%	39.6%	15.8%	62.3%	31.3%	31.0%	96.4%
25 - 34	1171	1087	585	166	664	350	315	1129
%V	14.6%	14.2%	16.5%	15.3%	12.0%	13.6%	10.6%	16.3%
%H		92.8%	50.0%	14.2%	56.7%	29.9%	26.9%	96.4%
35 - 44	1199	1147	616	185	747	410	337	1169
%V	15.0%	15.0%	17.4%	17.1%	13.5%	15.9%	11.4%	16.9%
%H		95.7%	51.4%	15.4%	62.3%	34.2%	28.1%	97.5%
45 - 54	1399	1360	693	224	971	532	439	1336
%V	17.5%	17.8%	19.6%	20.7%	17.5%	20.7%	14.8%	19.3%
%H		97.2%	49.5%	16.0%	69.4%	38.0%	31.4%	95.5%
55 - 64	1177	1136	522	168	869	419	451	1064
%V	14.7%	14.9%	14.8%	15.5%	15.7%	16.3%	15.2%	15.4%
%H		96.5%	44.4%	14.3%	73.8%	35.6%	38.3%	90.4%
65+	2053	1985	678	180	1645	512	1133	1259
%V	25.7%	26.0%	19.2%	16.6%	29.7%	19.9%	38.2%	18.2%
%H		96.7%	33.0%	8.8%	80.1%	24.9%	55.2%	61.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	8001	7637	3537	1082	5541	2573	2967	6926
%H		95.5%	44.2%	13.5%	69.3%	32.2%	37.1%	86.6%
AB	2350	2256	1031	361	1652	791	861	2235
%V	29.4%	29.5%	29.1%	33.4%	29.8%	30.7%	29.0%	32.3%
%H		96.0%	43.9%	15.4%	70.3%	33.7%	36.6%	95.1%
C1	2310	2171	999	294	1586	731	855	2061
%V	28.9%	28.4%	28.2%	27.2%	28.6%	28.4%	28.8%	29.8%
%H		94.0%	43.2%	12.7%	68.7%	31.6%	37.0%	89.2%
C2	1652	1599	810	223	1164	604	560	1470
%V	20.6%	20.9%	22.9%	20.6%	21.0%	23.5%	18.9%	21.2%
%H		96.8%	49.0%	13.5%	70.5%	36.6%	33.9%	89.0%
D	1088	1039	475	144	722	317	405	822
%V	13.6%	13.6%	13.4%	13.3%	13.0%	12.3%	13.7%	11.9%
%H		95.5%	43.7%	13.2%	66.4%	29.1%	37.2%	75.6%
E	602	572	222	60	417	130	287	338
%V	7.5%	7.5%	6.3%	5.5%	7.5%	5.1%	9.7%	4.9%
%H		95.0%	36.9%	10.0%	69.3%	21.6%	47.7%	56.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	8001	7637	3537	1082	5541	2573	2967	6926
%H		95.5%	44.2%	13.5%	69.3%	32.2%	37.1%	86.6%
Working full time	2796	2654	1348	446	1795	970	825	2703
%V	34.9%	34.8%	38.1%	41.2%	32.4%	37.7%	27.8%	39.0%
%H		94.9%	48.2%	16.0%	64.2%	34.7%	29.5%	96.7%
Working part time	1317	1279	646	198	927	494	433	1270
%V	16.5%	16.7%	18.3%	18.3%	16.7%	19.2%	14.6%	18.3%
%H		97.1%	49.1%	15.0%	70.4%	37.5%	32.9%	96.4%
Not working	3888	3704	1543	438	2819	1110	1709	2953
%V	48.6%	48.5%	43.6%	40.5%	50.9%	43.1%	57.6%	42.6%
%H		95.3%	39.7%	11.3%	72.5%	28.5%	44.0%	76.0%
Housewife/Houseperson	6601	6312	2867	846	4600	2037	2564	5593
%V	82.5%	82.7%	81.1%	78.2%	83.0%	79.2%	86.4%	80.8%
%H		95.6%	43.4%	12.8%	69.7%	30.9%	38.8%	84.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

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Table 27.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
AB	1592	1531	722	226	1154	572	582	1483
%V	22.9%	23.3%	25.9%	22.3%	22.9%	25.0%	21.2%	26.9%
%H (All HH)		96.2%	45.4%	14.2%	72.5%	35.9%	36.6%	93.2%
%H (TV HH)			47.2%	14.8%	75.4%	37.4%	38.0%	
C1	1794	1685	715	285	1273	607	667	1538
%V	25.8%	25.6%	25.6%	28.2%	25.3%	26.5%	24.3%	27.9%
%H (All HH)		93.9%	39.9%	15.9%	71.0%	33.8%	37.2%	85.7%
%H (TV HH)			42.4%	16.9%	75.5%	36.0%	39.6%	
C2	1552	1491	668	236	1154	577	577	1256
%V	22.3%	22.6%	24.0%	23.3%	22.9%	25.2%	21.0%	22.8%
%H (All HH)		96.1%	43.0%	15.2%	74.4%	37.2%	37.2%	80.9%
%H (TV HH)			44.8%	15.8%	77.4%	38.7%	38.7%	
D	1098	1037	413	153	783	322	462	761
%V	15.8%	15.8%	14.8%	15.1%	15.6%	14.1%	16.8%	13.8%
%H (All HH)		94.4%	37.6%	13.9%	71.3%	29.3%	42.1%	69.3%
%H (TV HH)			39.8%	14.8%	75.5%	31.1%	44.6%	
E	915	840	268	111	666	212	454	474
%V	13.2%	12.8%	9.6%	11.0%	13.2%	9.3%	16.6%	8.6%
%H (All HH)		91.8%	29.3%	12.1%	72.8%	23.2%	49.6%	51.8%
%H (TV HH)			31.9%	13.2%	79.3%	25.2%	54.0%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 27.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Under 25	322	270	86	35	196	63	133	286
%V	4.6%	4.1%	3.1%	3.5%	3.9%	2.8%	4.9%	5.2%
%H (All HH)		83.9%	26.7%	10.9%	60.9%	19.6%	41.3%	88.8%
%H (TV HH)			31.9%	13.0%	72.6%	23.3%	49.3%	
25 - 34	1028	947	507	132	608	323	285	961
%V	14.8%	14.4%	18.2%	13.0%	12.1%	14.1%	10.4%	17.4%
%H (All HH)		92.1%	49.3%	12.8%	59.1%	31.4%	27.7%	93.5%
%H (TV HH)			53.5%	13.9%	64.2%	34.1%	30.1%	
35 - 44	1135	1083	564	183	767	444	323	1061
%V	16.3%	16.5%	20.2%	18.1%	15.2%	19.4%	11.8%	19.2%
%H (All HH)		95.4%	49.7%	16.1%	67.6%	39.1%	28.5%	93.5%
%H (TV HH)			52.1%	16.9%	70.8%	41.0%	29.8%	
45 - 54	1359	1308	626	246	992	555	437	1228
%V	19.6%	19.9%	22.5%	24.3%	19.7%	24.2%	15.9%	22.3%
%H (All HH)		96.2%	46.1%	18.1%	73.0%	40.8%	32.2%	90.4%
%H (TV HH)			47.9%	18.8%	75.8%	42.4%	33.4%	
55 - 64	1154	1115	457	193	873	406	467	959
%V	16.6%	16.9%	16.4%	19.1%	17.3%	17.7%	17.0%	17.4%
%H (All HH)		96.6%	39.6%	16.7%	75.6%	35.2%	40.5%	83.1%
%H (TV HH)			41.0%	17.3%	78.3%	36.4%	41.9%	
65 +	1951	1861	547	222	1596	498	1097	1018
%V	28.1%	28.3%	19.6%	21.9%	31.7%	21.7%	40.0%	18.5%
%H (All HH)		95.4%	28.0%	11.4%	81.8%	25.5%	56.2%	52.2%
%H (TV HH)			29.4%	11.9%	85.8%	26.8%	58.9%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
1	2207	2024	558	241	1632	433	1198	1224
%V	31.8%	30.7%	20.0%	23.8%	32.4%	18.9%	43.7%	22.2%
%H (All HH)		91.7%	25.3%	10.9%	73.9%	19.6%	54.3%	55.5%
%H (TV HH)			27.6%	11.9%	80.6%	21.4%	59.2%	
2	2415	2314	983	362	1799	841	958	2046
%V	34.7%	35.2%	35.3%	35.8%	35.8%	36.7%	34.9%	37.1%
%H (All HH)		95.8%	40.7%	15.0%	74.5%	34.8%	39.7%	84.7%
%H (TV HH)			42.5%	15.6%	77.7%	36.3%	41.4%	
3	1056	1016	532	190	728	438	291	1010
%V	15.2%	15.4%	19.1%	18.8%	14.5%	19.1%	10.6%	18.3%
%H (All HH)		96.2%	50.4%	18.0%	68.9%	41.5%	27.6%	95.6%
%H (TV HH)			52.4%	18.7%	71.7%	43.1%	28.6%	
4	854	829	482	147	611	411	200	828
%V	12.3%	12.6%	17.3%	14.5%	12.1%	17.9%	7.3%	15.0%
%H (All HH)		97.1%	56.4%	17.2%	71.5%	48.1%	23.4%	97.0%
%H (TV HH)			58.1%	17.7%	73.7%	49.6%	24.1%	
5+	419	400	232	71	261	167	95	404
%V	6.0%	6.1%	8.3%	7.0%	5.2%	7.3%	3.5%	7.3%
%H (All HH)		95.5%	55.4%	16.9%	62.3%	39.9%	22.7%	96.4%
%H (TV HH)			58.0%	17.8%	65.3%	41.8%	23.8%	
Average HH size	2.29	2.31	2.63	2.49	2.25	2.62	1.93	2.52

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Without	5203	4886	1838	727	3866	1574	2292	3847
%V	74.9%	74.2%	65.9%	71.8%	76.8%	68.7%	83.6%	69.8%
%H (All HH)		93.9%	35.3%	14.0%	74.3%	30.3%	44.1%	73.9%
%H (TV HH)			37.6%	14.9%	79.1%	32.2%	46.9%	
With	1748	1697	950	285	1166	716	450	1664
%V	25.1%	25.8%	34.1%	28.2%	23.2%	31.3%	16.4%	30.2%
%H (All HH)		97.1%	54.3%	16.3%	66.7%	41.0%	25.7%	95.2%
%H (TV HH)			56.0%	16.8%	68.7%	42.2%	26.5%	
0 - 3	656	629	361	83	414	236	178	606
%V	9.4%	9.6%	12.9%	8.2%	8.2%	10.3%	6.5%	11.0%
%H (All HH)		95.9%	55.0%	12.7%	63.1%	36.0%	27.1%	92.4%
%H (TV HH)			57.4%	13.2%	65.8%	37.5%	28.3%	
4 - 9	873	849	482	138	568	347	221	832
%V	12.6%	12.9%	17.3%	13.6%	11.3%	15.2%	8.1%	15.1%
%H (All HH)		97.3%	55.2%	15.8%	65.1%	39.7%	25.3%	95.3%
%H (TV HH)			56.8%	16.3%	66.9%	40.9%	26.0%	
10 - 15	815	800	445	151	575	373	202	795
%V	11.7%	12.2%	16.0%	14.9%	11.4%	16.3%	7.4%	14.4%
%H (All HH)		98.2%	54.6%	18.5%	70.6%	45.8%	24.8%	97.5%
%H (TV HH)			55.6%	18.9%	71.9%	46.6%	25.3%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 27.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
1	2553	2553	847	327	1737	411	1326	1773
%V	36.7%	38.8%	30.4%	32.3%	34.5%	17.9%	48.4%	32.2%
%H (All HH)		100.0%	33.2%	12.8%	68.0%	16.1%	51.9%	69.4%
%H (TV HH)			33.2%	12.8%	68.0%	16.1%	51.9%	
2	2367	2367	1020	386	1893	933	960	1924
%V	34.1%	36.0%	36.6%	38.1%	37.6%	40.7%	35.0%	34.9%
%H (All HH)		100.0%	43.1%	16.3%	80.0%	39.4%	40.6%	81.3%
%H (TV HH)			43.1%	16.3%	80.0%	39.4%	40.6%	
3	995	995	518	175	832	524	308	918
%V	14.3%	15.1%	18.6%	17.3%	16.5%	22.9%	11.2%	16.7%
%H (All HH)		100.0%	52.1%	17.6%	83.6%	52.7%	31.0%	92.3%
%H (TV HH)			52.1%	17.6%	83.6%	52.7%	31.0%	
4	435	435	262	77	367	268	99	421
%V	6.3%	6.6%	9.4%	7.6%	7.3%	11.7%	3.6%	7.6%
%H (All HH)		100.0%	60.2%	17.7%	84.4%	61.6%	22.8%	96.8%
%H (TV HH)			60.2%	17.7%	84.4%	61.6%	22.8%	
5+	233	233	141	47	202	154	48	229
%V	3.4%	3.5%	5.1%	4.6%	4.0%	6.7%	1.8%	4.2%
%H (All HH)		100.0%	60.5%	20.2%	86.7%	66.1%	20.6%	98.3%
%H (TV HH)			60.5%	20.2%	86.7%	66.1%	20.6%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 27.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%V (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Under 20"	1272	1272	552	192	1105	580	524	1062
%V	18.3%	19.3%	19.8%	19.0%	22.0%	25.3%	19.1%	19.3%
%H (All HH)		100.0%	43.4%	15.1%	86.9%	45.6%	41.2%	83.5%
%H (TV HH)			43.4%	15.1%	86.9%	45.6%	41.2%	
20" - 29"	2213	2213	923	319	1850	886	965	1772
%V	31.8%	33.6%	33.1%	31.5%	36.8%	38.7%	35.2%	32.1%
%H (All HH)		100.0%	41.7%	14.4%	83.6%	40.0%	43.6%	80.1%
%H (TV HH)			41.7%	14.4%	83.6%	40.0%	43.6%	
30" - 39"	3512	3512	1502	544	2784	1329	1455	2821
%V	50.5%	53.3%	53.9%	53.8%	55.3%	58.0%	53.1%	51.2%
%H (All HH)		100.0%	42.8%	15.5%	79.3%	37.8%	41.4%	80.3%
%H (TV HH)			42.8%	15.5%	79.3%	37.8%	41.4%	
40" and over	3476	3476	1790	626	2557	1495	1062	3081
%V	50.0%	52.8%	64.2%	61.9%	50.8%	65.3%	38.7%	55.9%
%H (All HH)		100.0%	51.5%	18.0%	73.6%	43.0%	30.6%	88.6%
%H (TV HH)			51.5%	18.0%	73.6%	43.0%	30.6%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Main living room	6500	6500	2766	1007	4984	2275	2709	5200
%V	93.5%	98.7%	99.2%	99.5%	99.0%	99.3%	98.8%	94.3%
%H (All HH)		100.0%	42.6%	15.5%	76.7%	35.0%	41.7%	80.0%
%H (TV HH)			42.6%	15.5%	76.7%	35.0%	41.7%	
Kitchen	699	699	341	103	629	370	259	608
%V	10.1%	10.6%	12.2%	10.2%	12.5%	16.2%	9.4%	11.0%
%H (All HH)		100.0%	48.8%	14.7%	90.0%	52.9%	37.1%	87.0%
%H (TV HH)			48.8%	14.7%	90.0%	52.9%	37.1%	
Adult's bedroom	3009	3009	1465	525	2470	1451	1018	2618
%V	43.3%	45.7%	52.5%	51.9%	49.1%	63.4%	37.1%	47.5%
%H (All HH)		100.0%	48.7%	17.4%	82.1%	48.2%	33.8%	87.0%
%H (TV HH)			48.7%	17.4%	82.1%	48.2%	33.8%	
Child's bedroom	674	674	389	125	515	359	156	654
%V	9.7%	10.2%	14.0%	12.4%	10.2%	15.7%	5.7%	11.9%
%H (All HH)		100.0%	57.7%	18.5%	76.4%	53.3%	23.1%	97.0%
%H (TV HH)			57.7%	18.5%	76.4%	53.3%	23.1%	
Other bedroom	377	377	205	71	321	220	101	353
%V	5.4%	5.7%	7.4%	7.0%	6.4%	9.6%	3.7%	6.4%
%H (All HH)		100.0%	54.4%	18.8%	85.1%	58.4%	26.8%	93.6%
%H (TV HH)			54.4%	18.8%	85.1%	58.4%	26.8%	
Second living/dining room	720	720	359	126	592	355	238	629
%V	10.4%	10.9%	12.9%	12.5%	11.8%	15.5%	8.7%	11.4%
%H (All HH)		100.0%	49.9%	17.5%	82.2%	49.3%	33.1%	87.4%
%H (TV HH)			49.9%	17.5%	82.2%	49.3%	33.1%	
Study/office	79	79	45	7	62	38	24	77
%V	1.1%	1.2%	1.6%	0.7%	1.2%	1.7%	0.9%	1.4%
%H (All HH)		100.0%	57.0%	8.9%	78.5%	48.1%	30.4%	97.5%
%H (TV HH)			57.0%	8.9%	78.5%	48.1%	30.4%	
TV room	27	27	16	3	22	14	8	27
%V	0.4%	0.4%	0.6%	0.3%	0.4%	0.6%	0.3%	0.5%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%	100.0%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%	
Conservatory	193	193	106	30	167	108	58	176
%V	2.8%	2.9%	3.8%	3.0%	3.3%	4.7%	2.1%	3.2%
%H (All HH)		100.0%	54.9%	15.5%	86.5%	56.0%	30.1%	91.2%
%H (TV HH)			54.9%	15.5%	86.5%	56.0%	30.1%	
Attic or loft room	19	19	11	6	14	11	4	18
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	57.9%	31.6%	73.7%	57.9%	21.1%	94.7%
%H (TV HH)			57.9%	31.6%	73.7%	57.9%	21.1%	
No specific location	8	8	4	1	8	5	3	8
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	62.5%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	100.0%	62.5%	37.5%	
Other	52	52	33	4	45	28	17	49
%V	0.7%	0.8%	1.2%	0.4%	0.9%	1.2%	0.6%	0.9%
%H (All HH)		100.0%	63.5%	7.7%	86.5%	53.8%	32.7%	94.2%
%H (TV HH)			63.5%	7.7%	86.5%	53.8%	32.7%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Any DSAT provider	2788	2788	2788	45	1728	1728	0	2475
%V	40.1%	42.4%	100.0%	4.4%	34.3%	75.5%	0.0%	44.9%
%H (All HH)			100.0%	1.6%	62.0%	62.0%	0.0%	88.8%
%H (TV HH)			100.0%	1.6%	62.0%	62.0%	0.0%	
Sky with subcription	2329	2329	2329	20	1478	1478	0	2100
%V	33.5%	35.4%	83.5%	2.0%	29.4%	64.5%	0.0%	38.1%
%H (All HH)			100.0%	0.9%	63.5%	63.5%	0.0%	90.2%
%H (TV HH)			100.0%	0.9%	63.5%	63.5%	0.0%	
Sky without subscription	211	211	211	9	100	100	0	172
%V	3.0%	3.2%	7.6%	0.9%	2.0%	4.4%	0.0%	3.1%
%H (All HH)			100.0%	4.3%	47.4%	47.4%	0.0%	81.5%
%H (TV HH)			100.0%	4.3%	47.4%	47.4%	0.0%	
Freesat	274	274	274	17	186	186	0	231
%V	3.9%	4.2%	9.8%	1.7%	3.7%	8.1%	0.0%	4.2%
%H (All HH)			100.0%	6.2%	67.9%	67.9%	0.0%	84.3%
%H (TV HH)			100.0%	6.2%	67.9%	67.9%	0.0%	
Other satellite provider	64	64	64	3	28	28	0	57
%V	0.9%	1.0%	2.3%	0.3%	0.6%	1.2%	0.0%	1.0%
%H (All HH)			100.0%	4.7%	43.8%	43.8%	0.0%	89.1%
%H (TV HH)			100.0%	4.7%	43.8%	43.8%	0.0%	
DCAB	1012	1012	45	1012	590	590	0	919
%V	14.6%	15.4%	1.6%	100.0%	11.7%	25.8%	0.0%	16.7%
%H (All HH)			4.4%	100.0%	58.3%	58.3%	0.0%	90.8%
%H (TV HH)			4.4%	100.0%	58.3%	58.3%	0.0%	
DTT	5032	5032	1728	590	5032	2290	2742	3904
%V	72.4%	76.4%	62.0%	58.3%	100.0%	100.0%	100.0%	70.8%
%H (All HH)		100.0%	34.3%	11.7%	100.0%	45.5%	54.5%	77.6%
%H (TV HH)			34.3%	11.7%	100.0%	45.5%	54.5%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
PVR	4122	4122	2407	859	2897	2004	893	3701
%V	59.3%	62.6%	86.3%	84.9%	57.6%	87.5%	32.6%	67.1%
%H (All HH)		100.0%	58.4%	20.8%	70.3%	48.6%	21.7%	89.8%
%H (TV HH)			58.4%	20.8%	70.3%	48.6%	21.7%	
DVDR	225	225	92	35	192	91	100	190
%V	3.2%	3.4%	3.3%	3.5%	3.8%	4.0%	3.6%	3.4%
%H (All HH)		100.0%	40.9%	15.6%	85.3%	40.4%	44.4%	84.4%
%H (TV HH)			40.9%	15.6%	85.3%	40.4%	44.4%	
VCR	186	186	57	21	158	50	108	120
%V	2.7%	2.8%	2.0%	2.1%	3.1%	2.2%	3.9%	2.2%
%H (All HH)		100.0%	30.6%	11.3%	84.9%	26.9%	58.1%	64.5%
%H (TV HH)			30.6%	11.3%	84.9%	26.9%	58.1%	
Any recorder	4285	4285	2432	869	3049	2028	1020	3799
%V	61.6%	65.1%	87.2%	85.9%	60.6%	88.6%	37.2%	68.9%
%H (All HH)		100.0%	56.8%	20.3%	71.2%	47.3%	23.8%	88.7%
%H (TV HH)			56.8%	20.3%	71.2%	47.3%	23.8%	
Receives HDTV (via STB or built-in reception)	3846	3846	2057	810	2820	1801	1020	3446
%V	55.3%	58.4%	73.8%	80.0%	56.0%	78.6%	37.2%	62.5%
%H (All HH)		100.0%	53.5%	21.1%	73.3%	46.8%	26.5%	89.6%
%H (TV HH)			53.5%	21.1%	73.3%	46.8%	26.5%	
DVD/Blu-ray player or recorder	4930	4930	2182	801	3877	1910	1968	4131
%V	70.9%	74.9%	78.3%	79.2%	77.0%	83.4%	71.8%	74.9%
%H (All HH)		100.0%	44.3%	16.2%	78.6%	38.7%	39.9%	83.8%
%H (TV HH)			44.3%	16.2%	78.6%	38.7%	39.9%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6951	6583	2788	1012	5032	2290	2742	5512
%H (All HH)		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%
%H (TV HH)			42.4%	15.4%	76.4%	34.8%	41.7%	
Has broadband internet	5512	5265	2475	919	3904	2068	1836	5512
%V	79.3%	80.0%	88.8%	90.8%	77.6%	90.3%	67.0%	100.0%
%H (All HH)		95.5%	44.9%	16.7%	70.8%	37.5%	33.3%	100.0%
%H (TV HH)			47.0%	17.5%	74.2%	39.3%	34.9%	
Number of computers (PCs and laptops)								
0	1513	1393	355	106	1177	254	923	204
%V	21.8%	21.2%	12.7%	10.5%	23.4%	11.1%	33.7%	3.7%
%H (All HH)		92.1%	23.5%	7.0%	77.8%	16.8%	61.0%	13.5%
%H (TV HH)			25.5%	7.6%	84.5%	18.2%	66.3%	
1	1996	1868	749	292	1395	579	816	1890
%V	28.7%	28.4%	26.9%	28.9%	27.7%	25.3%	29.8%	34.3%
%H (All HH)		93.6%	37.5%	14.6%	69.9%	29.0%	40.9%	94.7%
%H (TV HH)			40.1%	15.6%	74.7%	31.0%	43.7%	
2	1498	1431	683	253	1056	572	485	1478
%V	21.6%	21.7%	24.5%	25.0%	21.0%	25.0%	17.7%	26.8%
%H (All HH)		95.5%	45.6%	16.9%	70.5%	38.2%	32.4%	98.7%
%H (TV HH)			47.7%	17.7%	73.8%	40.0%	33.9%	
3	918	888	473	160	666	414	252	916
%V	13.2%	13.5%	17.0%	15.8%	13.2%	18.1%	9.2%	16.6%
%H (All HH)		96.7%	51.5%	17.4%	72.5%	45.1%	27.5%	99.8%
%H (TV HH)			53.3%	18.0%	75.0%	46.6%	28.4%	
4	515	505	272	103	367	240	127	514
%V	7.4%	7.7%	9.8%	10.2%	7.3%	10.5%	4.6%	9.3%
%H (All HH)		98.1%	52.8%	20.0%	71.3%	46.6%	24.7%	99.8%
%H (TV HH)			53.9%	20.4%	72.7%	47.5%	25.1%	
5+	511	497	255	98	371	232	139	509
%V	7.4%	7.5%	9.1%	9.7%	7.4%	10.1%	5.1%	9.2%
%H (All HH)		97.3%	49.9%	19.2%	72.6%	45.4%	27.2%	99.6%
%H (TV HH)			51.3%	19.7%	74.6%	46.7%	28.0%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13277	6254	2187	10590	5762	4828	11302
%H		47.1%	16.5%	79.8%	43.4%	36.4%	85.1%
Under 20"	1619	723	255	1413	780	633	1384
%V	12.2%	11.6%	11.7%	13.3%	13.5%	13.1%	12.2%
%H		44.7%	15.8%	87.3%	48.2%	39.1%	85.5%
20" - 29"	2875	1255	418	2441	1242	1199	2365
%V	21.7%	20.1%	19.1%	23.1%	21.6%	24.8%	20.9%
%H		43.7%	14.5%	84.9%	43.2%	41.7%	82.3%
30" - 39"	4307	1922	695	3423	1738	1685	3544
%V	32.4%	30.7%	31.8%	32.3%	30.2%	34.9%	31.4%
%H		44.6%	16.1%	79.5%	40.4%	39.1%	82.3%
40" and over	4328	2303	795	3189	1948	1241	3893
%V	32.6%	36.8%	36.4%	30.1%	33.8%	25.7%	34.4%
%H		53.2%	18.4%	73.7%	45.0%	28.7%	89.9%
Don't know	148	52	24	123	53	70	115
%V	1.1%	0.8%	1.1%	1.2%	0.9%	1.4%	1.0%
%H		35.1%	16.2%	83.1%	35.8%	47.3%	77.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13277	6254	2187	10590	5762	4828	11302
%H		47.1%	16.5%	79.8%	43.4%	36.4%	85.1%
Main living room	6537	2783	1016	5010	2291	2719	5234
%V	49.2%	44.5%	46.5%	47.3%	39.8%	56.3%	46.3%
%H		42.6%	15.5%	76.6%	35.0%	41.6%	80.1%
Kitchen	700	342	104	630	371	259	609
%V	5.3%	5.5%	4.8%	5.9%	6.4%	5.4%	5.4%
%H		48.9%	14.9%	90.0%	53.0%	37.0%	87.0%
Adult's bedroom	3587	1789	634	2962	1794	1168	3171
%V	27.0%	28.6%	29.0%	28.0%	31.1%	24.2%	28.1%
%H		49.9%	17.7%	82.6%	50.0%	32.6%	88.4%
Child's bedroom	880	510	167	669	469	200	854
%V	6.6%	8.2%	7.6%	6.3%	8.1%	4.1%	7.6%
%H		58.0%	19.0%	76.0%	53.3%	22.7%	97.0%
Other bedroom	459	246	88	396	267	129	434
%V	3.5%	3.9%	4.0%	3.7%	4.6%	2.7%	3.8%
%H		53.6%	19.2%	86.3%	58.2%	28.1%	94.6%
Second living/dining room	730	366	127	600	362	238	638
%V	5.5%	5.9%	5.8%	5.7%	6.3%	4.9%	5.6%
%H		50.1%	17.4%	82.2%	49.6%	32.6%	87.4%
Study/office	80	46	7	63	39	24	78
%V	0.6%	0.7%	0.3%	0.6%	0.7%	0.5%	0.7%
%H		57.5%	8.8%	78.8%	48.8%	30.0%	97.5%
TV room	28	16	3	23	15	8	28
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.2%	0.2%
%H		57.1%	10.7%	82.1%	53.6%	28.6%	100.0%
Conservatory	193	106	30	167	108	58	176
%V	1.5%	1.7%	1.4%	1.6%	1.9%	1.2%	1.6%
%H		54.9%	15.5%	86.5%	56.0%	30.1%	91.2%
Attic or loft room	19	11	6	14	11	4	18
%V	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		57.9%	31.6%	73.7%	57.9%	21.1%	94.7%
No specific location	9	4	1	8	5	4	9
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	11.1%	88.9%	55.6%	44.4%	100.0%
Other	56	36	4	49	31	17	53
%V	0.4%	0.6%	0.2%	0.5%	0.5%	0.4%	0.5%
%H		64.3%	7.1%	87.5%	55.4%	30.4%	94.6%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13277	6254	2187	10590	5762	4828	11302
%H		47.1%	16.5%	79.8%	43.4%	36.4%	85.1%
PVR	5392	3309	1157	3681	2695	985	4909
%V	40.6%	52.9%	52.9%	34.8%	46.8%	20.4%	43.4%
%H		61.4%	21.5%	68.3%	50.0%	18.3%	91.0%
DVDR	246	101	39	210	99	111	209
%V	1.9%	1.6%	1.8%	2.0%	1.7%	2.3%	1.8%
%H		41.1%	15.9%	85.4%	40.2%	45.1%	85.0%
VCR	192	59	23	163	52	110	123
%V	1.4%	0.9%	1.1%	1.5%	0.9%	2.3%	1.1%
%H		30.7%	12.0%	84.9%	27.1%	57.3%	64.1%
Any recorder	5601	3347	1175	3877	2739	1137	5046
%V	42.2%	53.5%	53.7%	36.6%	47.5%	23.6%	44.6%
%H		59.8%	21.0%	69.2%	48.9%	20.3%	90.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13277	6254	2187	10590	5762	4828	11302
%H		47.1%	16.5%	79.8%	43.4%	36.4%	85.1%
Receives HDTV (via STB or built-in reception)	5455	2964	1194	4042	2673	1369	4968
%V	41.1%	47.4%	54.6%	38.2%	46.4%	28.4%	44.0%
%H		54.3%	21.9%	74.1%	49.0%	25.1%	91.1%
DVD/Blu-ray player or recorder	7181	3361	1233	5795	3162	2633	6232
%V	54.1%	53.7%	56.4%	54.7%	54.9%	54.5%	55.1%
%H		46.8%	17.2%	80.7%	44.0%	36.7%	86.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6560	2785	1012	5029	2290	2739	5243
%H		42.5%	15.4%	76.7%	34.9%	41.8%	79.9%
Under 20"	84	16	9	65	12	53	47
%V	1.3%	0.6%	0.9%	1.3%	0.5%	1.9%	0.9%
%H		19.0%	10.7%	77.4%	14.3%	63.1%	56.0%
20" - 29"	645	134	57	545	99	446	393
%V	9.8%	4.8%	5.6%	10.8%	4.3%	16.3%	7.5%
%H		20.8%	8.8%	84.5%	15.3%	69.1%	60.9%
30" - 39"	2387	875	334	1887	721	1166	1772
%V	36.4%	31.4%	33.0%	37.5%	31.5%	42.6%	33.8%
%H		36.7%	14.0%	79.1%	30.2%	48.8%	74.2%
40" and over	3369	1741	601	2471	1441	1030	2982
%V	51.4%	62.5%	59.4%	49.1%	62.9%	37.6%	56.9%
%H		51.7%	17.8%	73.3%	42.8%	30.6%	88.5%
Don't know	75	19	11	61	18	43	50
%V	1.1%	0.7%	1.1%	1.2%	0.8%	1.6%	1.0%
%H		25.3%	14.7%	81.3%	24.0%	57.3%	66.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6560	2785	1012	5029	2290	2739	5243
%H		42.5%	15.4%	76.7%	34.9%	41.8%	79.9%
PVR	4030	2375	840	2818	1965	853	3620
%V	61.4%	85.3%	83.0%	56.0%	85.8%	31.1%	69.0%
%H		58.9%	20.8%	69.9%	48.8%	21.2%	89.8%
DVDR	192	79	28	162	75	87	158
%V	2.9%	2.8%	2.8%	3.2%	3.3%	3.2%	3.0%
%H		41.1%	14.6%	84.4%	39.1%	45.3%	82.3%
VCR	167	51	19	140	43	97	106
%V	2.5%	1.8%	1.9%	2.8%	1.9%	3.5%	2.0%
%H		30.5%	11.4%	83.8%	25.7%	58.1%	63.5%
Any recorder	4187	2402	852	2963	1992	971	3714
%V	63.8%	86.2%	84.2%	58.9%	87.0%	35.5%	70.8%
%H		57.4%	20.3%	70.8%	47.6%	23.2%	88.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: 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	6560	2785	1012	5029	2290	2739	5243
%H		42.5%	15.4%	76.7%	34.9%	41.8%	79.9%
Receives HDTV (via STB or built-in reception)	3737	2009	794	2728	1753	975	3354
%V	57.0%	72.1%	78.5%	54.2%	76.6%	35.6%	64.0%
%H		53.8%	21.2%	73.0%	46.9%	26.1%	89.8%
DVD/Blu-ray player or recorder	4562	2002	728	3568	1720	1848	3807
%V	69.5%	71.9%	71.9%	70.9%	75.1%	67.5%	72.6%
%H		43.9%	16.0%	78.2%	37.7%	40.5%	83.5%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6717	3469	1175	5561	3471	2090	6058
%H		51.6%	17.5%	82.8%	51.7%	31.1%	90.2%
Under 20"	1535	707	246	1349	769	580	1337
%V	22.9%	20.4%	20.9%	24.3%	22.2%	27.8%	22.1%
%H		46.1%	16.0%	87.9%	50.1%	37.8%	87.1%
20" - 29"	2230	1121	361	1896	1143	753	1972
%V	33.2%	32.3%	30.7%	34.1%	32.9%	36.0%	32.6%
%H		50.3%	16.2%	85.0%	51.3%	33.8%	88.4%
30" - 39"	1920	1047	361	1536	1017	519	1772
%V	28.6%	30.2%	30.7%	27.6%	29.3%	24.8%	29.3%
%H		54.5%	18.8%	80.0%	53.0%	27.0%	92.3%
40" and over	959	562	194	718	507	211	911
%V	14.3%	16.2%	16.5%	12.9%	14.6%	10.1%	15.0%
%H		58.6%	20.2%	74.9%	52.9%	22.0%	95.0%
Don't know	73	33	13	62	35	27	66
%V	1.1%	1.0%	1.1%	1.1%	1.0%	1.3%	1.1%
%H		45.2%	17.8%	84.9%	47.9%	37.0%	90.4%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6717	3469	1175	5561	3471	2090	6058
%H		51.6%	17.5%	82.8%	51.7%	31.1%	90.2%
PVR	1362	933	316	862	730	132	1289
%V	20.3%	26.9%	26.9%	15.5%	21.0%	6.3%	21.3%
%H		68.5%	23.2%	63.3%	53.6%	9.7%	94.6%
DVDR	55	22	10	48	24	24	51
%V	0.8%	0.6%	0.9%	0.9%	0.7%	1.1%	0.8%
%H		40.0%	18.2%	87.3%	43.6%	43.6%	92.7%
VCR	25	7	4	23	9	13	17
%V	0.4%	0.2%	0.3%	0.4%	0.3%	0.6%	0.3%
%H		28.0%	16.0%	92.0%	36.0%	52.0%	68.0%
Any recorder	1414	945	323	914	748	166	1332
%V	21.1%	27.2%	27.5%	16.4%	21.5%	7.9%	22.0%
%H		66.8%	22.8%	64.6%	52.9%	11.7%	94.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: 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	6717	3469	1175	5561	3471	2090	6058
%H		51.6%	17.5%	82.8%	51.7%	31.1%	90.2%
Receives HDTV (via STB or built-in reception)	1719	955	400	1314	920	394	1614
%V	25.6%	27.5%	34.0%	23.6%	26.5%	18.9%	26.6%
%H		55.6%	23.3%	76.4%	53.5%	22.9%	93.9%
DVD/Blu-ray player or recorder	2619	1360	505	2226	1442	784	2425
%V	39.0%	39.2%	43.0%	40.0%	41.5%	37.5%	40.0%
%H		51.9%	19.3%	85.0%	55.1%	29.9%	92.6%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15912	15200	7318	2515	11279	5979	5300	13866
%H		95.5%	46.0%	15.8%	70.9%	37.6%	33.3%	87.1%
Total Children	2993	2912	1644	478	1972	1202	769	2850
%V	18.8%	19.2%	22.5%	19.0%	17.5%	20.1%	14.5%	20.6%
%H		97.3%	54.9%	16.0%	65.9%	40.2%	25.7%	95.2%
0 - 3	758	726	416	97	474	268	206	697
%V	4.8%	4.8%	5.7%	3.9%	4.2%	4.5%	3.9%	5.0%
%H		95.8%	54.9%	12.8%	62.5%	35.4%	27.2%	92.0%
4 - 15	2235	2186	1229	381	1498	935	563	2153
%V	14.0%	14.4%	16.8%	15.1%	13.3%	15.6%	10.6%	15.5%
%H		97.8%	55.0%	17.0%	67.0%	41.8%	25.2%	96.3%
4 - 9	1177	1147	652	191	751	460	291	1118
%V	7.4%	7.5%	8.9%	7.6%	6.7%	7.7%	5.5%	8.1%
%H		97.5%	55.4%	16.2%	63.8%	39.1%	24.7%	95.0%
10 - 15	1059	1039	577	190	747	475	272	1035
%V	6.7%	6.8%	7.9%	7.6%	6.6%	7.9%	5.1%	7.5%
%H		98.1%	54.5%	17.9%	70.5%	44.9%	25.7%	97.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15912	15200	7318	2515	11279	5979	5300	13866
%H		95.5%	46.0%	15.8%	70.9%	37.6%	33.3%	87.1%
Total Adults (16+)	12919	12287	5673	2037	9308	4777	4531	11017
%V	81.2%	80.8%	77.5%	81.0%	82.5%	79.9%	85.5%	79.5%
%H		95.1%	43.9%	15.8%	72.0%	37.0%	35.1%	85.3%
16 - 19	791	741	387	148	551	341	210	766
%V	5.0%	4.9%	5.3%	5.9%	4.9%	5.7%	4.0%	5.5%
%H		93.7%	48.9%	18.7%	69.7%	43.1%	26.5%	96.8%
20 - 24	1015	902	407	158	679	366	313	961
%V	6.4%	5.9%	5.6%	6.3%	6.0%	6.1%	5.9%	6.9%
%H		88.9%	40.1%	15.6%	66.9%	36.1%	30.8%	94.7%
25 - 34	2061	1920	1050	291	1269	721	548	1943
%V	13.0%	12.6%	14.3%	11.6%	11.3%	12.1%	10.3%	14.0%
%H		93.2%	50.9%	14.1%	61.6%	35.0%	26.6%	94.3%
35 - 44	1972	1893	1017	325	1341	807	534	1863
%V	12.4%	12.5%	13.9%	12.9%	11.9%	13.5%	10.1%	13.4%
%H		96.0%	51.6%	16.5%	68.0%	40.9%	27.1%	94.5%
45 - 54	2301	2231	1108	434	1681	990	692	2123
%V	14.5%	14.7%	15.1%	17.3%	14.9%	16.6%	13.1%	15.3%
%H		97.0%	48.2%	18.9%	73.1%	43.0%	30.1%	92.3%
55 - 64	1911	1854	819	333	1441	733	708	1663
%V	12.0%	12.2%	11.2%	13.2%	12.8%	12.3%	13.4%	12.0%
%H		97.0%	42.9%	17.4%	75.4%	38.4%	37.0%	87.0%
65+	2868	2747	884	348	2346	819	1527	1696
%V	18.0%	18.1%	12.1%	13.8%	20.8%	13.7%	28.8%	12.2%
%H		95.8%	30.8%	12.1%	81.8%	28.6%	53.2%	59.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12919	12287	5673	2037	9308	4777	4531	11017
%H		95.1%	43.9%	15.8%	72.0%	37.0%	35.1%	85.3%
AB	3137	3029	1516	464	2277	1221	1056	2992
%V	24.3%	24.7%	26.7%	22.8%	24.5%	25.6%	23.3%	27.2%
%H		96.6%	48.3%	14.8%	72.6%	38.9%	33.7%	95.4%
C1	3460	3238	1483	574	2435	1283	1152	3131
%V	26.8%	26.4%	26.1%	28.2%	26.2%	26.9%	25.4%	28.4%
%H		93.6%	42.9%	16.6%	70.4%	37.1%	33.3%	90.5%
C2	3032	2931	1389	508	2256	1234	1022	2597
%V	23.5%	23.9%	24.5%	24.9%	24.2%	25.8%	22.6%	23.6%
%H		96.7%	45.8%	16.8%	74.4%	40.7%	33.7%	85.7%
D	1998	1902	854	314	1415	690	726	1533
%V	15.5%	15.5%	15.1%	15.4%	15.2%	14.4%	16.0%	13.9%
%H		95.2%	42.7%	15.7%	70.8%	34.5%	36.3%	76.7%
E	1292	1187	430	177	925	349	575	763
%V	10.0%	9.7%	7.6%	8.7%	9.9%	7.3%	12.7%	6.9%
%H		91.9%	33.3%	13.7%	71.6%	27.0%	44.5%	59.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12919	12287	5673	2037	9308	4777	4531	11017
%H		95.1%	43.9%	15.8%	72.0%	37.0%	35.1%	85.3%
Working full time	5794	5588	2895	1033	4032	2389	1643	5528
%V	44.8%	45.5%	51.0%	50.7%	43.3%	50.0%	36.3%	50.2%
%H		96.4%	50.0%	17.8%	69.6%	41.2%	28.4%	95.4%
Working part time	1215	1178	565	200	896	488	408	1128
%V	9.4%	9.6%	10.0%	9.8%	9.6%	10.2%	9.0%	10.2%
%H		97.0%	46.5%	16.5%	73.7%	40.2%	33.6%	92.8%
Not working	5910	5521	2214	804	4380	1900	2480	4360
%V	45.7%	44.9%	39.0%	39.5%	47.1%	39.8%	54.7%	39.6%
%H		93.4%	37.5%	13.6%	74.1%	32.1%	42.0%	73.8%
Housewife/Houseperson	6951	6583	2788	1012	5032	2290	2742	5512
%V	53.8%	53.6%	49.1%	49.7%	54.1%	47.9%	60.5%	50.0%
%H		94.7%	40.1%	14.6%	72.4%	32.9%	39.4%	79.3%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6327	5985	2825	1017	4498	2388	2110	5473
%H		94.6%	44.6%	16.1%	71.1%	37.7%	33.3%	86.5%
16 - 19	407	382	210	78	283	187	96	397
%V	6.4%	6.4%	7.4%	7.7%	6.3%	7.8%	4.5%	7.3%
%H		93.9%	51.6%	19.2%	69.5%	45.9%	23.6%	97.5%
20 - 24	518	467	211	92	350	201	149	495
%V	8.2%	7.8%	7.5%	9.0%	7.8%	8.4%	7.1%	9.0%
%H		90.2%	40.7%	17.8%	67.6%	38.8%	28.8%	95.6%
25 - 34	1029	945	509	148	630	360	270	967
%V	16.3%	15.8%	18.0%	14.6%	14.0%	15.1%	12.8%	17.7%
%H		91.8%	49.5%	14.4%	61.2%	35.0%	26.2%	94.0%
35 - 44	978	930	493	154	656	386	269	913
%V	15.5%	15.5%	17.5%	15.1%	14.6%	16.2%	12.7%	16.7%
%H		95.1%	50.4%	15.7%	67.1%	39.5%	27.5%	93.4%
45 - 54	1131	1088	535	214	819	480	340	1033
%V	17.9%	18.2%	18.9%	21.0%	18.2%	20.1%	16.1%	18.9%
%H		96.2%	47.3%	18.9%	72.4%	42.4%	30.1%	91.3%
55 - 64	945	915	418	157	699	358	342	820
%V	14.9%	15.3%	14.8%	15.4%	15.5%	15.0%	16.2%	15.0%
%H		96.8%	44.2%	16.6%	74.0%	37.9%	36.2%	86.8%
65+	1319	1258	448	174	1060	417	643	847
%V	20.8%	21.0%	15.9%	17.1%	23.6%	17.5%	30.5%	15.5%
%H		95.4%	34.0%	13.2%	80.4%	31.6%	48.7%	64.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		6327	5985	2825	1017	4498	2388	2110	5473
	%H		94.6%	44.6%	16.1%	71.1%	37.7%	33.3%	86.5%
AB		1562	1507	765	232	1130	616	514	1495
	%V	24.7%	25.2%	27.1%	22.8%	25.1%	25.8%	24.4%	27.3%
	%H		96.5%	49.0%	14.9%	72.3%	39.4%	32.9%	95.7%
C1		1611	1503	712	276	1114	620	494	1497
	%V	25.5%	25.1%	25.2%	27.1%	24.8%	26.0%	23.4%	27.4%
	%H		93.3%	44.2%	17.1%	69.1%	38.5%	30.7%	92.9%
C2		1657	1592	753	273	1221	663	557	1397
	%V	26.2%	26.6%	26.7%	26.8%	27.1%	27.8%	26.4%	25.5%
	%H		96.1%	45.4%	16.5%	73.7%	40.0%	33.6%	84.3%
D		958	903	410	162	667	340	327	757
	%V	15.1%	15.1%	14.5%	15.9%	14.8%	14.2%	15.5%	13.8%
	%H		94.3%	42.8%	16.9%	69.6%	35.5%	34.1%	79.0%
E		539	480	185	73	367	149	217	326
	%V	8.5%	8.0%	6.5%	7.2%	8.2%	6.2%	10.3%	6.0%
	%H		89.1%	34.3%	13.5%	68.1%	27.6%	40.3%	60.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6327	5985	2825	1017	4498	2388	2110	5473
%H		94.6%	44.6%	16.1%	71.1%	37.7%	33.3%	86.5%
Working full time	3516	3382	1760	615	2433	1441	992	3340
%V	55.6%	56.5%	62.3%	60.5%	54.1%	60.3%	47.0%	61.0%
%H		96.2%	50.1%	17.5%	69.2%	41.0%	28.2%	95.0%
Working part time	275	258	111	42	191	87	104	245
%V	4.3%	4.3%	3.9%	4.1%	4.2%	3.6%	4.9%	4.5%
%H		93.8%	40.4%	15.3%	69.5%	31.6%	37.8%	89.1%
Not working	2536	2345	954	360	1874	861	1013	1888
%V	40.1%	39.2%	33.8%	35.4%	41.7%	36.1%	48.0%	34.5%
%H		92.5%	37.6%	14.2%	73.9%	34.0%	39.9%	74.4%
Housewife/Houseperson	1508	1363	472	195	1059	389	670	1043
%V	23.8%	22.8%	16.7%	19.2%	23.5%	16.3%	31.8%	19.1%
%H		90.4%	31.3%	12.9%	70.2%	25.8%	44.4%	69.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6592	6302	2848	1020	4810	2388	2421	5544
%H		95.6%	43.2%	15.5%	73.0%	36.2%	36.7%	84.1%
16 - 19	384	359	177	70	269	154	114	369
%V	5.8%	5.7%	6.2%	6.9%	5.6%	6.4%	4.7%	6.7%
%H		93.5%	46.1%	18.2%	70.1%	40.1%	29.7%	96.1%
20 - 24	497	435	196	66	329	165	164	467
%V	7.5%	6.9%	6.9%	6.5%	6.8%	6.9%	6.8%	8.4%
%H		87.5%	39.4%	13.3%	66.2%	33.2%	33.0%	94.0%
25 - 34	1032	975	541	143	639	361	278	976
%V	15.7%	15.5%	19.0%	14.0%	13.3%	15.1%	11.5%	17.6%
%H		94.5%	52.4%	13.9%	61.9%	35.0%	26.9%	94.6%
35 - 44	994	962	524	170	685	420	264	950
%V	15.1%	15.3%	18.4%	16.7%	14.2%	17.6%	10.9%	17.1%
%H		96.8%	52.7%	17.1%	68.9%	42.3%	26.6%	95.6%
45 - 54	1170	1143	573	220	862	510	352	1091
%V	17.7%	18.1%	20.1%	21.6%	17.9%	21.4%	14.5%	19.7%
%H		97.7%	49.0%	18.8%	73.7%	43.6%	30.1%	93.2%
55 - 64	966	939	401	176	742	376	366	842
%V	14.7%	14.9%	14.1%	17.3%	15.4%	15.7%	15.1%	15.2%
%H		97.2%	41.5%	18.2%	76.8%	38.9%	37.9%	87.2%
65+	1549	1488	436	174	1285	402	883	849
%V	23.5%	23.6%	15.3%	17.1%	26.7%	16.8%	36.5%	15.3%
%H		96.1%	28.1%	11.2%	83.0%	26.0%	57.0%	54.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		6592	6302	2848	1020	4810	2388	2421	5544
	%H		95.6%	43.2%	15.5%	73.0%	36.2%	36.7%	84.1%
AB		1575	1523	751	232	1147	605	542	1497
	%V	23.9%	24.2%	26.4%	22.7%	23.8%	25.3%	22.4%	27.0%
	%H		96.7%	47.7%	14.7%	72.8%	38.4%	34.4%	95.0%
C1		1849	1735	771	298	1321	663	658	1635
	%V	28.0%	27.5%	27.1%	29.2%	27.5%	27.8%	27.2%	29.5%
	%H		93.8%	41.7%	16.1%	71.4%	35.9%	35.6%	88.4%
C2		1375	1339	636	235	1035	571	465	1200
	%V	20.9%	21.2%	22.3%	23.0%	21.5%	23.9%	19.2%	21.6%
	%H		97.4%	46.3%	17.1%	75.3%	41.5%	33.8%	87.3%
D		1040	1000	444	152	749	350	399	776
	%V	15.8%	15.9%	15.6%	14.9%	15.6%	14.7%	16.5%	14.0%
	%H		96.2%	42.7%	14.6%	72.0%	33.7%	38.4%	74.6%
E		753	706	246	104	558	200	358	437
	%V	11.4%	11.2%	8.6%	10.2%	11.6%	8.4%	14.8%	7.9%
	%H		93.8%	32.7%	13.8%	74.1%	26.6%	47.5%	58.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6592	6302	2848	1020	4810	2388	2421	5544
%H		95.6%	43.2%	15.5%	73.0%	36.2%	36.7%	84.1%
Working full time	2278	2206	1135	418	1599	949	650	2189
%V	34.6%	35.0%	39.9%	41.0%	33.2%	39.7%	26.8%	39.5%
%H		96.8%	49.8%	18.3%	70.2%	41.7%	28.5%	96.1%
Working part time	940	920	454	159	705	401	304	883
%V	14.3%	14.6%	15.9%	15.6%	14.7%	16.8%	12.6%	15.9%
%H		97.9%	48.3%	16.9%	75.0%	42.7%	32.3%	93.9%
Not working	3374	3176	1259	443	2506	1039	1467	2472
%V	51.2%	50.4%	44.2%	43.4%	52.1%	43.5%	60.6%	44.6%
%H		94.1%	37.3%	13.1%	74.3%	30.8%	43.5%	73.3%
Housewife/Houseperson	5443	5221	2316	817	3973	1901	2072	4469
%V	82.6%	82.8%	81.3%	80.1%	82.6%	79.6%	85.6%	80.6%
%H		95.9%	42.6%	15.0%	73.0%	34.9%	38.1%	82.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
AB	661	622	301	88	442	212	230	617
%V	25.1%	25.2%	26.6%	23.8%	24.9%	24.9%	24.9%	29.6%
%H (All HH)		94.1%	45.5%	13.3%	66.9%	32.1%	34.8%	93.3%
%H (TV HH)			48.4%	14.1%	71.1%	34.1%	37.0%	
C1	696	635	308	105	455	242	212	603
%V	26.5%	25.8%	27.2%	28.4%	25.6%	28.4%	22.9%	28.9%
%H (All HH)		91.2%	44.3%	15.1%	65.4%	34.8%	30.5%	86.6%
%H (TV HH)			48.5%	16.5%	71.7%	38.1%	33.4%	
C2	517	502	263	72	364	204	160	422
%V	19.7%	20.4%	23.2%	19.5%	20.5%	24.0%	17.3%	20.2%
%H (All HH)		97.1%	50.9%	13.9%	70.4%	39.5%	30.9%	81.6%
%H (TV HH)			52.4%	14.3%	72.5%	40.6%	31.9%	
D	453	422	171	70	301	130	171	307
%V	17.2%	17.1%	15.1%	18.9%	16.9%	15.3%	18.5%	14.7%
%H (All HH)		93.2%	37.7%	15.5%	66.4%	28.7%	37.7%	67.8%
%H (TV HH)			40.5%	16.6%	71.3%	30.8%	40.5%	
E	304	282	90	35	214	62	151	136
%V	11.6%	11.4%	7.9%	9.5%	12.0%	7.3%	16.3%	6.5%
%H (All HH)		92.8%	29.6%	11.5%	70.4%	20.4%	49.7%	44.7%
%H (TV HH)			31.9%	12.4%	75.9%	22.0%	53.5%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Under 25	133	102	47	10	64	27	37	114
%V	5.1%	4.1%	4.1%	2.7%	3.6%	3.2%	4.0%	5.5%
%H (All HH)		76.7%	35.3%	7.5%	48.1%	20.3%	27.8%	85.7%
%H (TV HH)			46.1%	9.8%	62.7%	26.5%	36.3%	
25 - 34	392	351	181	56	220	122	98	365
%V	14.9%	14.2%	16.0%	15.1%	12.4%	14.3%	10.6%	17.5%
%H (All HH)		89.5%	46.2%	14.3%	56.1%	31.1%	25.0%	93.1%
%H (TV HH)			51.6%	16.0%	62.7%	34.8%	27.9%	
35 - 44	425	398	218	64	274	166	108	399
%V	16.2%	16.2%	19.2%	17.3%	15.4%	19.5%	11.7%	19.1%
%H (All HH)		93.6%	51.3%	15.1%	64.5%	39.1%	25.4%	93.9%
%H (TV HH)			54.8%	16.1%	68.8%	41.7%	27.1%	
45 - 54	518	499	253	89	349	197	152	453
%V	19.7%	20.3%	22.3%	24.1%	19.7%	23.1%	16.4%	21.7%
%H (All HH)		96.3%	48.8%	17.2%	67.4%	38.0%	29.3%	87.5%
%H (TV HH)			50.7%	17.8%	69.9%	39.5%	30.5%	
55 - 64	453	438	202	67	325	156	169	386
%V	17.2%	17.8%	17.8%	18.1%	18.3%	18.3%	18.3%	18.5%
%H (All HH)		96.7%	44.6%	14.8%	71.7%	34.4%	37.3%	85.2%
%H (TV HH)			46.1%	15.3%	74.2%	35.6%	38.6%	
65 +	708	675	232	84	545	185	360	368
%V	26.9%	27.4%	20.5%	22.7%	30.7%	21.7%	38.9%	17.6%
%H (All HH)		95.3%	32.8%	11.9%	77.0%	26.1%	50.8%	52.0%
%H (TV HH)			34.4%	12.4%	80.7%	27.4%	53.3%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
1	937	846	265	120	650	201	448	544
%V	35.6%	34.3%	23.4%	32.4%	36.6%	23.6%	48.4%	26.1%
%H (All HH)		90.3%	28.3%	12.8%	69.4%	21.5%	47.8%	58.1%
%H (TV HH)			31.3%	14.2%	76.8%	23.8%	53.0%	
2	938	889	435	128	636	322	314	810
%V	35.7%	36.1%	38.4%	34.6%	35.8%	37.8%	33.9%	38.8%
%H (All HH)		94.8%	46.4%	13.6%	67.8%	34.3%	33.5%	86.4%
%H (TV HH)			48.9%	14.4%	71.5%	36.2%	35.3%	
3	362	350	202	61	240	157	82	350
%V	13.8%	14.2%	17.8%	16.5%	13.5%	18.4%	8.9%	16.8%
%H (All HH)		96.7%	55.8%	16.9%	66.3%	43.4%	22.7%	96.7%
%H (TV HH)			57.7%	17.4%	68.6%	44.9%	23.4%	
4	273	267	163	40	176	118	58	264
%V	10.4%	10.8%	14.4%	10.8%	9.9%	13.9%	6.3%	12.7%
%H (All HH)		97.8%	59.7%	14.7%	64.5%	43.2%	21.2%	96.7%
%H (TV HH)			61.0%	15.0%	65.9%	44.2%	21.7%	
5+	121	111	69	20	74	53	22	118
%V	4.6%	4.5%	6.1%	5.4%	4.2%	6.2%	2.4%	5.7%
%H (All HH)		91.7%	57.0%	16.5%	61.2%	43.8%	18.2%	97.5%
%H (TV HH)			62.2%	18.0%	66.7%	47.7%	19.8%	
Average HH size	2.14	2.16	2.43	2.24	2.10	2.43	1.81	2.35

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Without	2030	1880	785	275	1397	605	792	1516
%V	77.2%	76.3%	69.3%	74.3%	78.7%	71.1%	85.6%	72.7%
%H (All HH)		92.6%	38.7%	13.5%	68.8%	29.8%	39.0%	74.7%
%H (TV HH)			41.8%	14.6%	74.3%	32.2%	42.1%	
With	601	583	348	94	379	246	133	571
%V	22.9%	23.7%	30.7%	25.4%	21.3%	28.9%	14.4%	27.4%
%H (All HH)		97.0%	57.9%	15.6%	63.1%	40.9%	22.1%	95.0%
%H (TV HH)			59.7%	16.1%	65.0%	42.2%	22.8%	
0 - 3	220	212	131	34	124	82	42	206
%V	8.4%	8.6%	11.6%	9.2%	7.0%	9.6%	4.5%	9.9%
%H (All HH)		96.4%	59.5%	15.5%	56.4%	37.3%	19.1%	93.6%
%H (TV HH)			61.8%	16.0%	58.5%	38.7%	19.8%	
4 - 9	297	290	174	43	183	116	67	282
%V	11.3%	11.8%	15.4%	11.6%	10.3%	13.6%	7.2%	13.5%
%H (All HH)		97.6%	58.6%	14.5%	61.6%	39.1%	22.6%	94.9%
%H (TV HH)			60.0%	14.8%	63.1%	40.0%	23.1%	
10 - 15	272	264	154	47	185	123	62	264
%V	10.3%	10.7%	13.6%	12.7%	10.4%	14.5%	6.7%	12.7%
%H (All HH)		97.1%	56.6%	17.3%	68.0%	45.2%	22.8%	97.1%
%H (TV HH)			58.3%	17.8%	70.1%	46.6%	23.5%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
1	964	964	331	126	637	162	474	669
%V	36.7%	39.1%	29.2%	34.1%	35.9%	19.0%	51.2%	32.1%
%H (All HH)		100.0%	34.3%	13.1%	66.1%	16.8%	49.2%	69.4%
%H (TV HH)			34.3%	13.1%	66.1%	16.8%	49.2%	
2	866	866	418	128	639	324	315	698
%V	32.9%	35.1%	36.9%	34.6%	36.0%	38.1%	34.1%	33.5%
%H (All HH)		100.0%	48.3%	14.8%	73.8%	37.4%	36.4%	80.6%
%H (TV HH)			48.3%	14.8%	73.8%	37.4%	36.4%	
3	412	412	238	78	320	223	97	379
%V	15.7%	16.7%	21.0%	21.1%	18.0%	26.2%	10.5%	18.2%
%H (All HH)		100.0%	57.8%	18.9%	77.7%	54.1%	23.5%	92.0%
%H (TV HH)			57.8%	18.9%	77.7%	54.1%	23.5%	
4	151	151	101	21	119	90	29	145
%V	5.7%	6.1%	8.9%	5.7%	6.7%	10.6%	3.1%	7.0%
%H (All HH)		100.0%	66.9%	13.9%	78.8%	59.6%	19.2%	96.0%
%H (TV HH)			66.9%	13.9%	78.8%	59.6%	19.2%	
5+	70	70	45	16	61	52	10	69
%V	2.7%	2.8%	4.0%	4.3%	3.4%	6.1%	1.1%	3.3%
%H (All HH)		100.0%	64.3%	22.9%	87.1%	74.3%	14.3%	98.6%
%H (TV HH)			64.3%	22.9%	87.1%	74.3%	14.3%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%V (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Under 20"	482	482	230	71	389	213	176	389
%V	18.3%	19.6%	20.3%	19.2%	21.9%	25.0%	19.0%	18.6%
%H (All HH)		100.0%	47.7%	14.7%	80.7%	44.2%	36.5%	80.7%
%H (TV HH)			47.7%	14.7%	80.7%	44.2%	36.5%	
20" - 29"	820	820	379	116	640	319	321	652
%V	31.2%	33.3%	33.5%	31.4%	36.0%	37.5%	34.7%	31.3%
%H (All HH)		100.0%	46.2%	14.1%	78.0%	38.9%	39.1%	79.5%
%H (TV HH)			46.2%	14.1%	78.0%	38.9%	39.1%	
30" - 39"	1367	1367	641	210	1000	503	496	1102
%V	52.0%	55.5%	56.6%	56.8%	56.3%	59.1%	53.6%	52.8%
%H (All HH)		100.0%	46.9%	15.4%	73.2%	36.8%	36.3%	80.6%
%H (TV HH)			46.9%	15.4%	73.2%	36.8%	36.3%	
40" and over	1271	1271	715	216	907	575	332	1129
%V	48.3%	51.6%	63.1%	58.4%	51.1%	67.6%	35.9%	54.1%
%H (All HH)		100.0%	56.3%	17.0%	71.4%	45.2%	26.1%	88.8%
%H (TV HH)			56.3%	17.0%	71.4%	45.2%	26.1%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Main living room	2417	2417	1116	367	1745	843	902	1919
%V	91.9%	98.1%	98.5%	99.2%	98.3%	99.1%	97.5%	92.0%
%H (All HH)		100.0%	46.2%	15.2%	72.2%	34.9%	37.3%	79.4%
%H (TV HH)			46.2%	15.2%	72.2%	34.9%	37.3%	
Kitchen	291	291	156	43	246	152	94	253
%V	11.1%	11.8%	13.8%	11.6%	13.9%	17.9%	10.2%	12.1%
%H (All HH)		100.0%	53.6%	14.8%	84.5%	52.2%	32.3%	86.9%
%H (TV HH)			53.6%	14.8%	84.5%	52.2%	32.3%	
Adult's bedroom	1109	1109	600	192	847	534	313	950
%V	42.2%	45.0%	53.0%	51.9%	47.7%	62.7%	33.8%	45.5%
%H (All HH)		100.0%	54.1%	17.3%	76.4%	48.2%	28.2%	85.7%
%H (TV HH)			54.1%	17.3%	76.4%	48.2%	28.2%	
Child's bedroom	290	290	187	50	199	149	50	278
%V	11.0%	11.8%	16.5%	13.5%	11.2%	17.5%	5.4%	13.3%
%H (All HH)		100.0%	64.5%	17.2%	68.6%	51.4%	17.2%	95.9%
%H (TV HH)			64.5%	17.2%	68.6%	51.4%	17.2%	
Other bedroom	102	102	60	15	75	48	27	94
%V	3.9%	4.1%	5.3%	4.1%	4.2%	5.6%	2.9%	4.5%
%H (All HH)		100.0%	58.8%	14.7%	73.5%	47.1%	26.5%	92.2%
%H (TV HH)			58.8%	14.7%	73.5%	47.1%	26.5%	
Second living/dining room	207	207	119	22	163	96	66	191
%V	7.9%	8.4%	10.5%	5.9%	9.2%	11.3%	7.1%	9.2%
%H (All HH)		100.0%	57.5%	10.6%	78.7%	46.4%	31.9%	92.3%
%H (TV HH)			57.5%	10.6%	78.7%	46.4%	31.9%	
Study/office	33	33	17	8	27	19	8	32
%V	1.3%	1.3%	1.5%	2.2%	1.5%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	51.5%	24.2%	81.8%	57.6%	24.2%	97.0%
%H (TV HH)			51.5%	24.2%	81.8%	57.6%	24.2%	
TV room	38	38	23	3	32	20	12	37
%V	1.4%	1.5%	2.0%	0.8%	1.8%	2.4%	1.3%	1.8%
%H (All HH)		100.0%	60.5%	7.9%	84.2%	52.6%	31.6%	97.4%
%H (TV HH)			60.5%	7.9%	84.2%	52.6%	31.6%	
Conservatory	47	47	29	4	37	23	14	39
%V	1.8%	1.9%	2.6%	1.1%	2.1%	2.7%	1.5%	1.9%
%H (All HH)		100.0%	61.7%	8.5%	78.7%	48.9%	29.8%	83.0%
%H (TV HH)			61.7%	8.5%	78.7%	48.9%	29.8%	
Attic or loft room	5	5	3	1	5	3	1	5
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	20.0%	
No specific location	3	3	0	0	2	0	2	2
%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%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	18	18	10	4	14	9	5	17
%V	0.7%	0.7%	0.9%	1.1%	0.8%	1.1%	0.5%	0.8%
%H (All HH)		100.0%	55.6%	22.2%	77.8%	50.0%	27.8%	94.4%
%H (TV HH)			55.6%	22.2%	77.8%	50.0%	27.8%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Any DSAT provider	1133	1133	1133	8	670	670	0	1003
%V	43.1%	46.0%	100.0%	2.2%	37.7%	78.7%	0.0%	48.1%
%H (All HH)			100.0%	0.7%	59.1%	59.1%	0.0%	88.5%
%H (TV HH)			100.0%	0.7%	59.1%	59.1%	0.0%	
Sky with subcription	951	951	951	4	578	578	0	862
%V	36.2%	38.6%	83.9%	1.1%	32.5%	67.9%	0.0%	41.3%
%H (All HH)			100.0%	0.4%	60.8%	60.8%	0.0%	90.6%
%H (TV HH)			100.0%	0.4%	60.8%	60.8%	0.0%	
Sky without subscription	49	49	49	1	27	27	0	34
%V	1.9%	2.0%	4.3%	0.3%	1.5%	3.2%	0.0%	1.6%
%H (All HH)			100.0%	2.0%	55.1%	55.1%	0.0%	69.4%
%H (TV HH)			100.0%	2.0%	55.1%	55.1%	0.0%	
Freesat	134	134	134	3	65	65	0	111
%V	5.1%	5.4%	11.8%	0.8%	3.7%	7.6%	0.0%	5.3%
%H (All HH)			100.0%	2.2%	48.5%	48.5%	0.0%	82.8%
%H (TV HH)			100.0%	2.2%	48.5%	48.5%	0.0%	
Other satellite provider	37	37	37	1	16	16	0	30
%V	1.4%	1.5%	3.3%	0.3%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	2.7%	43.2%	43.2%	0.0%	81.1%
%H (TV HH)			100.0%	2.7%	43.2%	43.2%	0.0%	
DCAB	370	370	8	370	185	185	0	323
%V	14.1%	15.0%	0.7%	100.0%	10.4%	21.7%	0.0%	15.5%
%H (All HH)			2.2%	100.0%	50.0%	50.0%	0.0%	87.3%
%H (TV HH)			2.2%	100.0%	50.0%	50.0%	0.0%	
DTT	1776	1776	670	185	1776	851	925	1359
%V	67.5%	72.1%	59.1%	50.0%	100.0%	100.0%	100.0%	65.1%
%H (All HH)		100.0%	37.7%	10.4%	100.0%	47.9%	52.1%	76.5%
%H (TV HH)			37.7%	10.4%	100.0%	47.9%	52.1%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
PVR	1525	1525	967	304	998	739	259	1361
%V	58.0%	61.9%	85.3%	82.2%	56.2%	86.8%	28.0%	65.2%
%H (All HH)		100.0%	63.4%	19.9%	65.4%	48.5%	17.0%	89.2%
%H (TV HH)			63.4%	19.9%	65.4%	48.5%	17.0%	
DVDR	78	78	40	11	52	25	27	65
%V	3.0%	3.2%	3.5%	3.0%	2.9%	2.9%	2.9%	3.1%
%H (All HH)		100.0%	51.3%	14.1%	66.7%	32.1%	34.6%	83.3%
%H (TV HH)			51.3%	14.1%	66.7%	32.1%	34.6%	
VCR	59	59	24	10	41	16	25	39
%V	2.2%	2.4%	2.1%	2.7%	2.3%	1.9%	2.7%	1.9%
%H (All HH)		100.0%	40.7%	16.9%	69.5%	27.1%	42.4%	66.1%
%H (TV HH)			40.7%	16.9%	69.5%	27.1%	42.4%	
Any recorder	1576	1576	982	306	1038	745	294	1391
%V	59.9%	64.0%	86.7%	82.7%	58.4%	87.5%	31.8%	66.7%
%H (All HH)		100.0%	62.3%	19.4%	65.9%	47.3%	18.7%	88.3%
%H (TV HH)			62.3%	19.4%	65.9%	47.3%	18.7%	
Receives HDTV (via STB or built-in reception)	1402	1402	814	282	963	652	312	1252
%V	53.3%	56.9%	71.8%	76.2%	54.2%	76.6%	33.7%	60.0%
%H (All HH)		100.0%	58.1%	20.1%	68.7%	46.5%	22.3%	89.3%
%H (TV HH)			58.1%	20.1%	68.7%	46.5%	22.3%	
DVD/Blu-ray player or recorder	1935	1935	931	313	1433	744	689	1605
%V	73.6%	78.5%	82.2%	84.6%	80.7%	87.4%	74.5%	76.9%
%H (All HH)		100.0%	48.1%	16.2%	74.1%	38.4%	35.6%	82.9%
%H (TV HH)			48.1%	16.2%	74.1%	38.4%	35.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2464	1133	370	1776	851	925	2086
%H (All HH)		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%
%H (TV HH)			46.0%	15.0%	72.1%	34.5%	37.5%	
Has broadband internet	2086	1961	1003	323	1359	757	602	2086
%V	79.3%	79.6%	88.5%	87.3%	76.5%	89.0%	65.1%	100.0%
%H (All HH)		94.0%	48.1%	15.5%	65.1%	36.3%	28.9%	100.0%
%H (TV HH)			51.1%	16.5%	69.3%	38.6%	30.7%	
Number of computers (PCs and laptops)								
0	575	536	141	56	427	94	333	76
%V	21.9%	21.8%	12.4%	15.1%	24.0%	11.0%	36.0%	3.6%
%H (All HH)		93.2%	24.5%	9.7%	74.3%	16.3%	57.9%	13.2%
%H (TV HH)			26.3%	10.4%	79.7%	17.5%	62.1%	
1	708	655	299	94	471	222	249	673
%V	26.9%	26.6%	26.4%	25.4%	26.5%	26.1%	26.9%	32.3%
%H (All HH)		92.5%	42.2%	13.3%	66.5%	31.4%	35.2%	95.1%
%H (TV HH)			45.6%	14.4%	71.9%	33.9%	38.0%	
2	597	560	287	92	386	216	170	591
%V	22.7%	22.7%	25.3%	24.9%	21.7%	25.4%	18.4%	28.3%
%H (All HH)		93.8%	48.1%	15.4%	64.7%	36.2%	28.5%	99.0%
%H (TV HH)			51.3%	16.4%	68.9%	38.6%	30.4%	
3	362	343	192	61	234	147	87	361
%V	13.8%	13.9%	16.9%	16.5%	13.2%	17.3%	9.4%	17.3%
%H (All HH)		94.8%	53.0%	16.9%	64.6%	40.6%	24.0%	99.7%
%H (TV HH)			56.0%	17.8%	68.2%	42.9%	25.4%	
4	202	193	111	38	135	92	43	202
%V	7.7%	7.8%	9.8%	10.3%	7.6%	10.8%	4.6%	9.7%
%H (All HH)		95.5%	55.0%	18.8%	66.8%	45.5%	21.3%	100.0%
%H (TV HH)			57.5%	19.7%	69.9%	47.7%	22.3%	
5+	186	176	104	30	122	79	43	184
%V	7.1%	7.1%	9.2%	8.1%	6.9%	9.3%	4.6%	8.8%
%H (All HH)		94.6%	55.9%	16.1%	65.6%	42.5%	23.1%	98.9%
%H (TV HH)			59.1%	17.0%	69.3%	44.9%	24.4%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4911	2526	786	3677	2114	1563	4153
%H		51.4%	16.0%	74.9%	43.0%	31.8%	84.6%
Under 20"	592	290	89	483	274	209	485
%V	12.1%	11.5%	11.3%	13.1%	13.0%	13.4%	11.7%
%H		49.0%	15.0%	81.6%	46.3%	35.3%	81.9%
20" - 29"	1027	493	149	811	428	383	834
%V	20.9%	19.5%	19.0%	22.1%	20.2%	24.5%	20.1%
%H		48.0%	14.5%	79.0%	41.7%	37.3%	81.2%
30" - 39"	1666	811	260	1224	649	575	1377
%V	33.9%	32.1%	33.1%	33.3%	30.7%	36.8%	33.2%
%H		48.7%	15.6%	73.5%	39.0%	34.5%	82.7%
40" and over	1574	915	274	1129	751	378	1418
%V	32.1%	36.2%	34.9%	30.7%	35.5%	24.2%	34.1%
%H		58.1%	17.4%	71.7%	47.7%	24.0%	90.1%
Don't know	51	17	15	30	12	18	39
%V	1.0%	0.7%	1.9%	0.8%	0.6%	1.2%	0.9%
%H		33.3%	29.4%	58.8%	23.5%	35.3%	76.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4911	2526	786	3677	2114	1563	4153
%H		51.4%	16.0%	74.9%	43.0%	31.8%	84.6%
Main living room	2430	1121	369	1756	849	908	1931
%V	49.5%	44.4%	46.9%	47.8%	40.2%	58.1%	46.5%
%H		46.1%	15.2%	72.3%	34.9%	37.4%	79.5%
Kitchen	292	156	43	248	153	95	254
%V	5.9%	6.2%	5.5%	6.7%	7.2%	6.1%	6.1%
%H		53.4%	14.7%	84.9%	52.4%	32.5%	87.0%
Adult's bedroom	1347	732	251	1049	686	363	1175
%V	27.4%	29.0%	31.9%	28.5%	32.5%	23.2%	28.3%
%H		54.3%	18.6%	77.9%	50.9%	26.9%	87.2%
Child's bedroom	370	245	65	254	197	57	357
%V	7.5%	9.7%	8.3%	6.9%	9.3%	3.6%	8.6%
%H		66.2%	17.6%	68.6%	53.2%	15.4%	96.5%
Other bedroom	114	69	16	85	56	29	106
%V	2.3%	2.7%	2.0%	2.3%	2.6%	1.9%	2.6%
%H		60.5%	14.0%	74.6%	49.1%	25.4%	93.0%
Second living/dining room	211	121	23	166	98	68	195
%V	4.3%	4.8%	2.9%	4.5%	4.6%	4.4%	4.7%
%H		57.3%	10.9%	78.7%	46.4%	32.2%	92.4%
Study/office	33	17	8	27	19	8	32
%V	0.7%	0.7%	1.0%	0.7%	0.9%	0.5%	0.8%
%H		51.5%	24.2%	81.8%	57.6%	24.2%	97.0%
TV room	39	23	3	33	21	12	38
%V	0.8%	0.9%	0.4%	0.9%	1.0%	0.8%	0.9%
%H		59.0%	7.7%	84.6%	53.8%	30.8%	97.4%
Conservatory	47	29	4	37	23	14	39
%V	1.0%	1.1%	0.5%	1.0%	1.1%	0.9%	0.9%
%H		61.7%	8.5%	78.7%	48.9%	29.8%	83.0%
Attic or loft room	5	3	1	5	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	100.0%	60.0%	20.0%	100.0%
No specific location	3	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	66.7%
Other	20	11	4	15	9	6	18
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%
%H		55.0%	20.0%	75.0%	45.0%	30.0%	90.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4911	2526	786	3677	2114	1563	4153
%H		51.4%	16.0%	74.9%	43.0%	31.8%	84.6%
PVR	2036	1323	442	1280	1000	280	1851
%V	41.5%	52.4%	56.2%	34.8%	47.3%	17.9%	44.6%
%H		65.0%	21.7%	62.9%	49.1%	13.8%	90.9%
DVDR	84	42	12	57	28	29	71
%V	1.7%	1.7%	1.5%	1.6%	1.3%	1.9%	1.7%
%H		50.0%	14.3%	67.9%	33.3%	34.5%	84.5%
VCR	60	24	10	42	17	26	40
%V	1.2%	1.0%	1.3%	1.1%	0.8%	1.7%	1.0%
%H		40.0%	16.7%	70.0%	28.3%	43.3%	66.7%
Any recorder	2100	1343	446	1331	1012	319	1891
%V	42.8%	53.2%	56.7%	36.2%	47.9%	20.4%	45.5%
%H		64.0%	21.2%	63.4%	48.2%	15.2%	90.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4911	2526	786	3677	2114	1563	4153
%H		51.4%	16.0%	74.9%	43.0%	31.8%	84.6%
Receives HDTV (via STB or built-in reception)	1995	1163	439	1385	982	403	1817
%V	40.6%	46.0%	55.9%	37.7%	46.5%	25.8%	43.8%
%H		58.3%	22.0%	69.4%	49.2%	20.2%	91.1%
DVD/Blu-ray player or recorder	2829	1444	480	2167	1260	907	2440
%V	57.6%	57.2%	61.1%	58.9%	59.6%	58.0%	58.8%
%H		51.0%	17.0%	76.6%	44.5%	32.1%	86.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2457	1132	370	1774	851	923	1955
%H		46.1%	15.1%	72.2%	34.6%	37.6%	79.6%
Under 20"	37	8	1	27	4	23	22
%V	1.5%	0.7%	0.3%	1.5%	0.5%	2.5%	1.1%
%H		21.6%	2.7%	73.0%	10.8%	62.2%	59.5%
20" - 29"	250	59	20	195	29	166	149
%V	10.2%	5.2%	5.4%	11.0%	3.4%	18.0%	7.6%
%H		23.6%	8.0%	78.0%	11.6%	66.4%	59.6%
30" - 39"	912	362	128	665	258	407	669
%V	37.1%	32.0%	34.6%	37.5%	30.3%	44.1%	34.2%
%H		39.7%	14.0%	72.9%	28.3%	44.6%	73.4%
40" and over	1232	695	213	873	557	316	1095
%V	50.1%	61.4%	57.6%	49.2%	65.5%	34.2%	56.0%
%H		56.4%	17.3%	70.9%	45.2%	25.6%	88.9%
Don't know	27	7	7	14	3	11	20
%V	1.1%	0.6%	1.9%	0.8%	0.4%	1.2%	1.0%
%H		25.9%	25.9%	51.9%	11.1%	40.7%	74.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2457	1132	370	1774	851	923	1955
%H		46.1%	15.1%	72.2%	34.6%	37.6%	79.6%
PVR	1485	948	301	964	724	240	1325
%V	60.4%	83.7%	81.4%	54.3%	85.1%	26.0%	67.8%
%H		63.8%	20.3%	64.9%	48.8%	16.2%	89.2%
DVDR	66	34	10	43	21	22	53
%V	2.7%	3.0%	2.7%	2.4%	2.5%	2.4%	2.7%
%H		51.5%	15.2%	65.2%	31.8%	33.3%	80.3%
VCR	52	22	8	36	13	23	35
%V	2.1%	1.9%	2.2%	2.0%	1.5%	2.5%	1.8%
%H		42.3%	15.4%	69.2%	25.0%	44.2%	67.3%
Any recorder	1536	964	303	1003	731	272	1354
%V	62.5%	85.2%	81.9%	56.5%	85.9%	29.5%	69.3%
%H		62.8%	19.7%	65.3%	47.6%	17.7%	88.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: 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	2457	1132	370	1774	851	923	1955
%H		46.1%	15.1%	72.2%	34.6%	37.6%	79.6%
Receives HDTV (via STB or built-in reception)	1359	797	275	926	634	291	1214
%V	55.3%	70.4%	74.3%	52.2%	74.5%	31.5%	62.1%
%H		58.6%	20.2%	68.1%	46.7%	21.4%	89.3%
DVD/Blu-ray player or recorder	1790	854	285	1321	673	648	1476
%V	72.9%	75.4%	77.0%	74.5%	79.1%	70.2%	75.5%
%H		47.7%	15.9%	73.8%	37.6%	36.2%	82.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2454	1395	416	1902	1263	639	2198
%H		56.8%	17.0%	77.5%	51.5%	26.0%	89.6%
Under 20"	555	281	88	455	270	186	463
%V	22.6%	20.1%	21.2%	23.9%	21.4%	29.1%	21.1%
%H		50.6%	15.9%	82.0%	48.6%	33.5%	83.4%
20" - 29"	778	434	128	616	399	217	685
%V	31.7%	31.1%	30.8%	32.4%	31.6%	34.0%	31.2%
%H		55.8%	16.5%	79.2%	51.3%	27.9%	88.0%
30" - 39"	754	449	131	560	391	168	708
%V	30.7%	32.2%	31.5%	29.4%	31.0%	26.3%	32.2%
%H		59.5%	17.4%	74.3%	51.9%	22.3%	93.9%
40" and over	343	220	61	256	194	62	323
%V	14.0%	15.8%	14.7%	13.5%	15.4%	9.7%	14.7%
%H		64.1%	17.8%	74.6%	56.6%	18.1%	94.2%
Don't know	24	10	7	16	9	7	18
%V	1.0%	0.7%	1.7%	0.8%	0.7%	1.1%	0.8%
%H		41.7%	29.2%	66.7%	37.5%	29.2%	75.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Set level data

Table 28.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2454	1395	416	1902	1263	639	2198
%H		56.8%	17.0%	77.5%	51.5%	26.0%	89.6%
PVR	551	375	141	316	276	40	526
%V	22.5%	26.9%	33.9%	16.6%	21.9%	6.3%	23.9%
%H		68.1%	25.6%	57.4%	50.1%	7.3%	95.5%
DVDR	18	9	3	14	7	7	18
%V	0.7%	0.6%	0.7%	0.7%	0.6%	1.1%	0.8%
%H		50.0%	16.7%	77.8%	38.9%	38.9%	100.0%
VCR	7	2	2	7	4	3	5
%V	0.3%	0.1%	0.5%	0.4%	0.3%	0.5%	0.2%
%H		28.6%	28.6%	100.0%	57.1%	42.9%	71.4%
Any recorder	564	379	143	329	281	47	537
%V	23.0%	27.2%	34.4%	17.3%	22.2%	7.4%	24.4%
%H		67.2%	25.4%	58.3%	49.8%	8.3%	95.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: 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	2454	1395	416	1902	1263	639	2198
%H		56.8%	17.0%	77.5%	51.5%	26.0%	89.6%
Receives HDTV (via STB or built-in reception)	636	365	164	459	348	111	603
%V	25.9%	26.2%	39.4%	24.1%	27.6%	17.4%	27.4%
%H		57.4%	25.8%	72.2%	54.7%	17.5%	94.8%
DVD/Blu-ray player or recorder	1039	590	195	847	587	259	963
%V	42.3%	42.3%	46.9%	44.5%	46.5%	40.5%	43.8%
%H		56.8%	18.8%	81.5%	56.5%	24.9%	92.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5631	5329	2754	827	3736	2065	1671	4898
%H		94.6%	48.9%	14.7%	66.3%	36.7%	29.7%	87.0%
Total Children	977	949	576	151	610	404	207	932
%V	17.4%	17.8%	20.9%	18.3%	16.3%	19.6%	12.4%	19.0%
%H		97.1%	59.0%	15.5%	62.4%	41.4%	21.2%	95.4%
0 - 3	253	244	152	40	141	93	49	237
%V	4.5%	4.6%	5.5%	4.8%	3.8%	4.5%	2.9%	4.8%
%H		96.4%	60.1%	15.8%	55.7%	36.8%	19.4%	93.7%
4 - 15	723	705	425	112	469	311	158	695
%V	12.8%	13.2%	15.4%	13.5%	12.6%	15.1%	9.5%	14.2%
%H		97.5%	58.8%	15.5%	64.9%	43.0%	21.9%	96.1%
4 - 9	377	368	222	54	232	150	82	358
%V	6.7%	6.9%	8.1%	6.5%	6.2%	7.3%	4.9%	7.3%
%H		97.6%	58.9%	14.3%	61.5%	39.8%	21.8%	95.0%
10 - 15	347	337	202	58	237	161	76	337
%V	6.2%	6.3%	7.3%	7.0%	6.3%	7.8%	4.5%	6.9%
%H		97.1%	58.2%	16.7%	68.3%	46.4%	21.9%	97.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5631	5329	2754	827	3736	2065	1671	4898
%H		94.6%	48.9%	14.7%	66.3%	36.7%	29.7%	87.0%
Total Adults (16+)	4655	4380	2177	676	3125	1661	1464	3966
%V	82.7%	82.2%	79.0%	81.7%	83.6%	80.4%	87.6%	81.0%
%H		94.1%	46.8%	14.5%	67.1%	35.7%	31.5%	85.2%
16 - 19	256	217	114	34	151	91	61	248
%V	4.5%	4.1%	4.1%	4.1%	4.0%	4.4%	3.7%	5.1%
%H		84.8%	44.5%	13.3%	59.0%	35.5%	23.8%	96.9%
20 - 24	359	310	154	52	212	120	92	331
%V	6.4%	5.8%	5.6%	6.3%	5.7%	5.8%	5.5%	6.8%
%H		86.4%	42.9%	14.5%	59.1%	33.4%	25.6%	92.2%
25 - 34	738	676	365	108	423	249	174	693
%V	13.1%	12.7%	13.3%	13.1%	11.3%	12.1%	10.4%	14.1%
%H		91.6%	49.5%	14.6%	57.3%	33.7%	23.6%	93.9%
35 - 44	703	661	381	105	447	282	164	668
%V	12.5%	12.4%	13.8%	12.7%	12.0%	13.7%	9.8%	13.6%
%H		94.0%	54.2%	14.9%	63.6%	40.1%	23.3%	95.0%
45 - 54	846	821	445	141	575	347	229	768
%V	15.0%	15.4%	16.2%	17.0%	15.4%	16.8%	13.7%	15.7%
%H		97.0%	52.6%	16.7%	68.0%	41.0%	27.1%	90.8%
55 - 64	727	706	343	107	525	267	257	642
%V	12.9%	13.2%	12.5%	12.9%	14.1%	12.9%	15.4%	13.1%
%H		97.1%	47.2%	14.7%	72.2%	36.7%	35.4%	88.3%
65+	1026	990	376	129	793	305	488	616
%V	18.2%	18.6%	13.7%	15.6%	21.2%	14.8%	29.2%	12.6%
%H		96.5%	36.6%	12.6%	77.3%	29.7%	47.6%	60.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4655	4380	2177	676	3125	1661	1464	3966
%H		94.1%	46.8%	14.5%	67.1%	35.7%	31.5%	85.2%
AB	1238	1179	604	174	829	434	395	1186
%V	26.6%	26.9%	27.7%	25.7%	26.5%	26.1%	27.0%	29.9%
%H		95.2%	48.8%	14.1%	67.0%	35.1%	31.9%	95.8%
C1	1270	1151	596	191	819	475	345	1152
%V	27.3%	26.3%	27.4%	28.3%	26.2%	28.6%	23.6%	29.0%
%H		90.6%	46.9%	15.0%	64.5%	37.4%	27.2%	90.7%
C2	997	973	541	142	700	422	278	857
%V	21.4%	22.2%	24.9%	21.0%	22.4%	25.4%	19.0%	21.6%
%H		97.6%	54.3%	14.2%	70.2%	42.3%	27.9%	86.0%
D	754	710	312	121	503	245	258	570
%V	16.2%	16.2%	14.3%	17.9%	16.1%	14.8%	17.6%	14.4%
%H		94.2%	41.4%	16.0%	66.7%	32.5%	34.2%	75.6%
E	395	367	124	48	273	85	189	201
%V	8.5%	8.4%	5.7%	7.1%	8.7%	5.1%	12.9%	5.1%
%H		92.9%	31.4%	12.2%	69.1%	21.5%	47.8%	50.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4655	4380	2177	676	3125	1661	1464	3966
%H		94.1%	46.8%	14.5%	67.1%	35.7%	31.5%	85.2%
Working full time	2143	2046	1141	337	1376	850	527	2033
%V	46.0%	46.7%	52.4%	49.9%	44.0%	51.2%	36.0%	51.3%
%H		95.5%	53.2%	15.7%	64.2%	39.7%	24.6%	94.9%
Working part time	466	452	252	65	321	188	133	432
%V	10.0%	10.3%	11.6%	9.6%	10.3%	11.3%	9.1%	10.9%
%H		97.0%	54.1%	13.9%	68.9%	40.3%	28.5%	92.7%
Not working	2045	1882	784	274	1428	623	805	1501
%V	43.9%	43.0%	36.0%	40.5%	45.7%	37.5%	55.0%	37.8%
%H		92.0%	38.3%	13.4%	69.8%	30.5%	39.4%	73.4%
Housewife/Houseperson	2630	2464	1133	370	1776	851	925	2086
%V	56.5%	56.3%	52.0%	54.7%	56.8%	51.2%	63.2%	52.6%
%H		93.7%	43.1%	14.1%	67.5%	32.4%	35.2%	79.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2090	1068	316	1487	818	669	1931
%H		93.5%	47.8%	14.1%	66.5%	36.6%	29.9%	86.4%
16 - 19	132	112	59	21	77	46	31	129
%V	5.9%	5.4%	5.5%	6.6%	5.2%	5.6%	4.6%	6.7%
%H		84.8%	44.7%	15.9%	58.3%	34.8%	23.5%	97.7%
20 - 24	175	152	73	27	109	63	46	164
%V	7.8%	7.3%	6.8%	8.5%	7.3%	7.7%	6.9%	8.5%
%H		86.9%	41.7%	15.4%	62.3%	36.0%	26.3%	93.7%
25 - 34	362	326	181	43	205	121	84	335
%V	16.2%	15.6%	16.9%	13.6%	13.8%	14.8%	12.6%	17.3%
%H		90.1%	50.0%	11.9%	56.6%	33.4%	23.2%	92.5%
35 - 44	343	317	183	48	207	128	79	325
%V	15.3%	15.2%	17.1%	15.2%	13.9%	15.6%	11.8%	16.8%
%H		92.4%	53.4%	14.0%	60.3%	37.3%	23.0%	94.8%
45 - 54	410	395	220	62	275	168	107	367
%V	18.3%	18.9%	20.6%	19.6%	18.5%	20.5%	16.0%	19.0%
%H		96.3%	53.7%	15.1%	67.1%	41.0%	26.1%	89.5%
55 - 64	352	342	161	53	259	130	128	302
%V	15.7%	16.4%	15.1%	16.8%	17.4%	15.9%	19.1%	15.6%
%H		97.2%	45.7%	15.1%	73.6%	36.9%	36.4%	85.8%
65+	460	446	191	62	356	162	194	310
%V	20.6%	21.3%	17.9%	19.6%	23.9%	19.8%	29.0%	16.1%
%H		97.0%	41.5%	13.5%	77.4%	35.2%	42.2%	67.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2090	1068	316	1487	818	669	1931
%H		93.5%	47.8%	14.1%	66.5%	36.6%	29.9%	86.4%
AB	611	582	307	84	409	221	188	591
%V	27.3%	27.8%	28.7%	26.6%	27.5%	27.0%	28.1%	30.6%
%H		95.3%	50.2%	13.7%	66.9%	36.2%	30.8%	96.7%
C1	578	516	288	80	368	229	139	532
%V	25.9%	24.7%	27.0%	25.3%	24.7%	28.0%	20.8%	27.6%
%H		89.3%	49.8%	13.8%	63.7%	39.6%	24.0%	92.0%
C2	535	521	282	79	374	223	151	457
%V	23.9%	24.9%	26.4%	25.0%	25.2%	27.3%	22.6%	23.7%
%H		97.4%	52.7%	14.8%	69.9%	41.7%	28.2%	85.4%
D	340	316	142	56	216	109	107	264
%V	15.2%	15.1%	13.3%	17.7%	14.5%	13.3%	16.0%	13.7%
%H		92.9%	41.8%	16.5%	63.5%	32.1%	31.5%	77.6%
E	170	156	50	18	121	36	85	88
%V	7.6%	7.5%	4.7%	5.7%	8.1%	4.4%	12.7%	4.6%
%H		91.8%	29.4%	10.6%	71.2%	21.2%	50.0%	51.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2090	1068	316	1487	818	669	1931
%H		93.5%	47.8%	14.1%	66.5%	36.6%	29.9%	86.4%
Working full time	1274	1213	694	178	819	506	313	1201
%V	57.0%	58.0%	65.0%	56.3%	55.1%	61.9%	46.8%	62.2%
%H		95.2%	54.5%	14.0%	64.3%	39.7%	24.6%	94.3%
Working part time	86	80	37	14	57	30	26	77
%V	3.8%	3.8%	3.5%	4.4%	3.8%	3.7%	3.9%	4.0%
%H		93.0%	43.0%	16.3%	66.3%	34.9%	30.2%	89.5%
Not working	874	797	337	124	611	282	329	653
%V	39.1%	38.1%	31.6%	39.2%	41.1%	34.5%	49.2%	33.8%
%H		91.2%	38.6%	14.2%	69.9%	32.3%	37.6%	74.7%
Housewife/Houseperson	618	549	226	70	397	162	235	439
%V	27.7%	26.3%	21.2%	22.2%	26.7%	19.8%	35.1%	22.7%
%H		88.8%	36.6%	11.3%	64.2%	26.2%	38.0%	71.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2420	2290	1109	359	1638	843	795	2034
%H		94.6%	45.8%	14.8%	67.7%	34.8%	32.9%	84.0%
16 - 19	124	105	55	13	74	44	30	119
%V	5.1%	4.6%	5.0%	3.6%	4.5%	5.2%	3.8%	5.9%
%H		84.7%	44.4%	10.5%	59.7%	35.5%	24.2%	96.0%
20 - 24	183	158	80	25	103	58	45	167
%V	7.6%	6.9%	7.2%	7.0%	6.3%	6.9%	5.7%	8.2%
%H		86.3%	43.7%	13.7%	56.3%	31.7%	24.6%	91.3%
25 - 34	376	349	184	65	218	128	90	359
%V	15.5%	15.2%	16.6%	18.1%	13.3%	15.2%	11.3%	17.6%
%H		92.8%	48.9%	17.3%	58.0%	34.0%	23.9%	95.5%
35 - 44	359	344	199	57	239	154	85	343
%V	14.8%	15.0%	17.9%	15.9%	14.6%	18.3%	10.7%	16.9%
%H		95.8%	55.4%	15.9%	66.6%	42.9%	23.7%	95.5%
45 - 54	437	426	225	79	300	179	122	400
%V	18.1%	18.6%	20.3%	22.0%	18.3%	21.2%	15.3%	19.7%
%H		97.5%	51.5%	18.1%	68.6%	41.0%	27.9%	91.5%
55 - 64	374	364	182	54	266	137	129	340
%V	15.5%	15.9%	16.4%	15.0%	16.2%	16.3%	16.2%	16.7%
%H		97.3%	48.7%	14.4%	71.1%	36.6%	34.5%	90.9%
65+	566	544	185	67	437	144	293	306
%V	23.4%	23.8%	16.7%	18.7%	26.7%	17.1%	36.9%	15.0%
%H		96.1%	32.7%	11.8%	77.2%	25.4%	51.8%	54.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2420	2290	1109	359	1638	843	795	2034
%H		94.6%	45.8%	14.8%	67.7%	34.8%	32.9%	84.0%
AB	627	597	297	90	420	213	207	595
%V	25.9%	26.1%	26.8%	25.1%	25.6%	25.3%	26.0%	29.3%
%H		95.2%	47.4%	14.4%	67.0%	34.0%	33.0%	94.9%
C1	692	635	308	111	452	246	206	621
%V	28.6%	27.7%	27.8%	30.9%	27.6%	29.2%	25.9%	30.5%
%H		91.8%	44.5%	16.0%	65.3%	35.5%	29.8%	89.7%
C2	462	452	259	63	326	200	127	400
%V	19.1%	19.7%	23.4%	17.5%	19.9%	23.7%	16.0%	19.7%
%H		97.8%	56.1%	13.6%	70.6%	43.3%	27.5%	86.6%
D	413	394	170	65	287	136	152	305
%V	17.1%	17.2%	15.3%	18.1%	17.5%	16.1%	19.1%	15.0%
%H		95.4%	41.2%	15.7%	69.5%	32.9%	36.8%	73.8%
E	225	211	75	30	153	49	104	113
%V	9.3%	9.2%	6.8%	8.4%	9.3%	5.8%	13.1%	5.6%
%H		93.8%	33.3%	13.3%	68.0%	21.8%	46.2%	50.2%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2014 - June 2015

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2420	2290	1109	359	1638	843	795	2034
%H		94.6%	45.8%	14.8%	67.7%	34.8%	32.9%	84.0%
Working full time	869	833	447	159	557	344	213	831
%V	35.9%	36.4%	40.3%	44.3%	34.0%	40.8%	26.8%	40.9%
%H		95.9%	51.4%	18.3%	64.1%	39.6%	24.5%	95.6%
Working part time	380	372	215	51	264	158	106	355
%V	15.7%	16.2%	19.4%	14.2%	16.1%	18.7%	13.3%	17.5%
%H		97.9%	56.6%	13.4%	69.5%	41.6%	27.9%	93.4%
Not working	1171	1085	447	150	817	341	475	848
%V	48.4%	47.4%	40.3%	41.8%	49.9%	40.5%	59.7%	41.7%
%H		92.7%	38.2%	12.8%	69.8%	29.1%	40.6%	72.4%
Housewife/Houseperson	2012	1915	907	300	1379	689	690	1647
%V	83.1%	83.6%	81.8%	83.6%	84.2%	81.7%	86.8%	81.0%
%H		95.2%	45.1%	14.9%	68.5%	34.2%	34.3%	81.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total