BARB Establishment Survey
Annual Data Report
Volume 3: ITV Areas

October 2012 to September 2013

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT
The Media, Content and Technology Research Specialists

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

Contents Page

Introduction 2

Annual Data Tables: Volume 3 - ITV areas

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

See also

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

Introduction

This reports contains the weighted data results from the Establishment survey for the period October 2012 - September 2013

Data is presented at different levels

- Household
- Set
- Individual

Accordingly; bases do vary.

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

ITV London

Contents Page

Household
- Table 1.1: Social Grade 4
- Table 1.2: Housewife Age 5
- Table 1.3: Size of Household 6
- Table 1.4: Presence of Children 7
- Table 1.5: Number of TV sets in household 8
- Table 1.6: Screen size 9
- Table 1.7: Location of ANY set in household 10
- Table 1.8: Recorders 11
- Table 1.9: Recorders and other equipment 12
- Table 1.10: Computers and Internet 13

Sets
- Table 1.11: Screen Size 14
- Table 1.12: Location of set 15
- Table 1.13: Recorders 16
- Table 1.14: Other TV equipment 16
- Table 1.15: Main Set Screen Size 17
- Table 1.16: Main Set Recorders 18
- Table 1.17: Main Set - Other TV equipment 18
- Table 1.18: Other Sets (non-Main Set) Screen Size 19
- Table 1.19: Other Set (non-Main Set) Recorders 20
- Table 1.20: Other Set (non-Main Set) - Other TV equipment 20

Individuals
- Table 1.21: Age of Children 21
- Table 1.22: Adults - Age 22
- Table 1.23: Social Grade (Adults 16+) 23
- Table 1.24: Working Status (Adults 16+) 24
- Table 1.25: Males - Age 25
- Table 1.26: Social Grade (Males 16+) 26
- Table 1.27: Working Status (Males 16+) 27
- Table 1.28: Females - Age 28
- Table 1.29: Social Grade (Females 16+) 29
- Table 1.30: Working Status (Females 16+) 30

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
AB	1501	1421	613	307	954	442	512	1406
%V	*29.0%*	*29.5%*	*30.3%*	*34.2%*	*29.0%*	*32.2%*	*26.6%*	*34.2%*
%H (All HH)		*94.7%*	*40.8%*	*20.5%*	*63.6%*	*29.4%*	*34.1%*	*93.7%*
%H (TV HH)			*43.1%*	*21.6%*	*67.1%*	*31.1%*	*36.0%*	
C1	1559	1429	595	277	994	432	562	1314
%V	*30.1%*	*29.7%*	*29.4%*	*30.8%*	*30.2%*	*31.5%*	*29.2%*	*32.0%*
%H (All HH)		*91.7%*	*38.2%*	*17.8%*	*63.8%*	*27.7%*	*36.0%*	*84.3%*
%H (TV HH)			*41.6%*	*19.4%*	*69.6%*	*30.2%*	*39.3%*	
C2	827	783	361	140	536	244	292	639
%V	*16.0%*	*16.2%*	*17.8%*	*15.6%*	*16.3%*	*17.8%*	*15.2%*	*15.6%*
%H (All HH)		*94.7%*	*43.7%*	*16.9%*	*64.8%*	*29.5%*	*35.3%*	*77.3%*
%H (TV HH)			*46.1%*	*17.9%*	*68.5%*	*31.2%*	*37.3%*	
D	713	648	276	99	424	151	272	485
%V	*13.8%*	*13.4%*	*13.6%*	*11.0%*	*12.9%*	*11.0%*	*14.2%*	*11.8%*
%H (All HH)		*90.9%*	*38.7%*	*13.9%*	*59.5%*	*21.2%*	*38.1%*	*68.0%*
%H (TV HH)			*42.6%*	*15.3%*	*65.4%*	*23.3%*	*42.0%*	
E	583	537	179	74	386	102	284	264
%V	*11.2%*	*11.1%*	*8.8%*	*8.2%*	*11.7%*	*7.4%*	*14.8%*	*6.4%*
%H (All HH)		*92.1%*	*30.7%*	*12.7%*	*66.2%*	*17.5%*	*48.7%*	*45.3%*
%H (TV HH)			*33.3%*	*13.8%*	*71.9%*	*19.0%*	*52.9%*	

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

October 2012 - September 2013

ITV London

Household level data

Table 1.2: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Under 25	222	175	74	32	109	45	64	178
%V	*4.3%*	*3.6%*	*3.7%*	*3.6%*	*3.3%*	*3.3%*	*3.3%*	*4.3%*
%H (All HH)		*78.8%*	*33.3%*	*14.4%*	*49.1%*	*20.3%*	*28.8%*	*80.2%*
%H (TV HH)			*42.3%*	*18.3%*	*62.3%*	*25.7%*	*36.6%*	
25 - 34	1049	925	427	185	543	231	313	944
%V	*20.2%*	*19.2%*	*21.1%*	*20.6%*	*16.5%*	*16.8%*	*16.3%*	*23.0%*
%H (All HH)		*88.2%*	*40.7%*	*17.6%*	*51.8%*	*22.0%*	*29.8%*	*90.0%*
%H (TV HH)			*46.2%*	*20.0%*	*58.7%*	*25.0%*	*33.8%*	
35 - 44	1058	985	486	206	602	303	299	975
%V	*20.4%*	*20.4%*	*24.0%*	*22.9%*	*18.3%*	*22.1%*	*15.6%*	*23.7%*
%H (All HH)		*93.1%*	*45.9%*	*19.5%*	*56.9%*	*28.6%*	*28.3%*	*92.2%*
%H (TV HH)			*49.3%*	*20.9%*	*61.1%*	*30.8%*	*30.4%*	
45 - 54	1007	954	433	209	639	316	324	892
%V	*19.4%*	*19.8%*	*21.4%*	*23.3%*	*19.4%*	*23.0%*	*16.9%*	*21.7%*
%H (All HH)		*94.7%*	*43.0%*	*20.8%*	*63.5%*	*31.4%*	*32.2%*	*88.6%*
%H (TV HH)			*45.4%*	*21.9%*	*67.0%*	*33.1%*	*34.0%*	
55 - 64	733	704	306	126	521	240	281	589
%V	*14.1%*	*14.6%*	*15.1%*	*14.0%*	*15.8%*	*17.5%*	*14.6%*	*14.3%*
%H (All HH)		*96.0%*	*41.7%*	*17.2%*	*71.1%*	*32.7%*	*38.3%*	*80.4%*
%H (TV HH)			*43.5%*	*17.9%*	*74.0%*	*34.1%*	*39.9%*	
65 +	1114	1075	298	139	879	237	641	531
%V	*21.5%*	*22.3%*	*14.7%*	*15.5%*	*26.7%*	*17.3%*	*33.4%*	*12.9%*
%H (All HH)		*96.5%*	*26.8%*	*12.5%*	*78.9%*	*21.3%*	*57.5%*	*47.7%*
%H (TV HH)			*27.7%*	*12.9%*	*81.8%*	*22.0%*	*59.6%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV London

Household level data

Table 1.3: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
1	1589	1421	381	192	1086	241	844	892
%V	*30.7%*	*29.5%*	*18.8%*	*21.4%*	*33.0%*	*17.6%*	*43.9%*	*21.7%*
%H (All HH)		*89.4%*	*24.0%*	*12.1%*	*68.3%*	*15.2%*	*53.1%*	*56.1%*
%H (TV HH)			*26.8%*	*13.5%*	*76.4%*	*17.0%*	*59.4%*	
2	1488	1406	586	274	977	426	551	1244
%V	*28.7%*	*29.2%*	*28.9%*	*30.5%*	*29.7%*	*31.0%*	*28.7%*	*30.3%*
%H (All HH)		*94.5%*	*39.4%*	*18.4%*	*65.7%*	*28.6%*	*37.0%*	*83.6%*
%H (TV HH)			*41.7%*	*19.5%*	*69.5%*	*30.3%*	*39.2%*	
3	872	828	402	180	533	278	255	805
%V	*16.8%*	*17.2%*	*19.9%*	*20.0%*	*16.2%*	*20.3%*	*13.3%*	*19.6%*
%H (All HH)		*95.0%*	*46.1%*	*20.6%*	*61.1%*	*31.9%*	*29.2%*	*92.3%*
%H (TV HH)			*48.6%*	*21.7%*	*64.4%*	*33.6%*	*30.8%*	
4	804	761	417	161	469	276	194	762
%V	*15.5%*	*15.8%*	*20.6%*	*17.9%*	*14.2%*	*20.1%*	*10.1%*	*18.5%*
%H (All HH)		*94.7%*	*51.9%*	*20.0%*	*58.3%*	*34.3%*	*24.1%*	*94.8%*
%H (TV HH)			*54.8%*	*21.2%*	*61.6%*	*36.3%*	*25.5%*	
5+	430	402	239	92	229	150	79	405
%V	*8.3%*	*8.3%*	*11.8%*	*10.2%*	*7.0%*	*10.9%*	*4.1%*	*9.9%*
%H (All HH)		*93.5%*	*55.6%*	*21.4%*	*53.3%*	*34.9%*	*18.4%*	*94.2%*
%H (TV HH)			*59.5%*	*22.9%*	*57.0%*	*37.3%*	*19.7%*	
Average HH size	2.47	2.50	2.84	2.72	2.37	2.82	2.05	2.69

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
October 2012 - September 2013

ITV London

Household level data

Table 1.4: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Without	3726	3421	1278	596	2464	905	1558	2763
%V	*71.9%*	*71.0%*	*63.1%*	*66.4%*	*74.8%*	*66.0%*	*81.1%*	*67.2%*
%H (All HH)		*91.8%*	*34.3%*	*16.0%*	*66.1%*	*24.3%*	*41.8%*	*74.2%*
%H (TV HH)			*37.4%*	*17.4%*	*72.0%*	*26.5%*	*45.5%*	
With	1457	1397	747	302	830	466	364	1346
%V	*28.1%*	*29.0%*	*36.9%*	*33.6%*	*25.2%*	*34.0%*	*18.9%*	*32.8%*
%H (All HH)		*95.9%*	*51.3%*	*20.7%*	*57.0%*	*32.0%*	*25.0%*	*92.4%*
%H (TV HH)			*53.5%*	*21.6%*	*59.4%*	*33.4%*	*26.1%*	
0 - 3	602	569	298	114	330	171	159	541
%V	*11.6%*	*11.8%*	*14.7%*	*12.7%*	*10.0%*	*12.5%*	*8.3%*	*13.2%*
%H (All HH)		*94.5%*	*49.5%*	*18.9%*	*54.8%*	*28.4%*	*26.4%*	*89.9%*
%H (TV HH)			*52.4%*	*20.0%*	*58.0%*	*30.1%*	*27.9%*	
4 - 9	722	691	388	137	396	225	171	666
%V	*13.9%*	*14.3%*	*19.2%*	*15.3%*	*12.0%*	*16.4%*	*8.9%*	*16.2%*
%H (All HH)		*95.7%*	*53.7%*	*19.0%*	*54.8%*	*31.2%*	*23.7%*	*92.2%*
%H (TV HH)			*56.2%*	*19.8%*	*57.3%*	*32.6%*	*24.7%*	
10 - 15	633	610	340	143	372	232	140	593
%V	*12.2%*	*12.7%*	*16.8%*	*15.9%*	*11.3%*	*16.9%*	*7.3%*	*14.4%*
%H (All HH)		*96.4%*	*53.7%*	*22.6%*	*58.8%*	*36.7%*	*22.1%*	*93.7%*
%H (TV HH)			*55.7%*	*23.4%*	*61.0%*	*38.0%*	*23.0%*	

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
October 2012 - September 2013

ITV London

Household level data

Table 1.5: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
1	2375	2375	837	375	1476	331	1145	1743
%V	*45.8%*	*49.3%*	*41.3%*	*41.8%*	*44.8%*	*24.1%*	*59.6%*	*42.4%*
%H (All HH)		*100.0%*	*35.2%*	*15.8%*	*62.1%*	*13.9%*	*48.2%*	*73.4%*
%H (TV HH)			*35.2%*	*15.8%*	*62.1%*	*13.9%*	*48.2%*	
2	1487	1487	671	293	1055	517	539	1210
%V	*28.7%*	*30.9%*	*33.1%*	*32.6%*	*32.0%*	*37.7%*	*28.0%*	*29.4%*
%H (All HH)		*100.0%*	*45.1%*	*19.7%*	*70.9%*	*34.8%*	*36.2%*	*81.4%*
%H (TV HH)			*45.1%*	*19.7%*	*70.9%*	*34.8%*	*36.2%*	
3	616	616	318	143	486	315	171	561
%V	*11.9%*	*12.8%*	*15.7%*	*15.9%*	*14.8%*	*23.0%*	*8.9%*	*13.7%*
%H (All HH)		*100.0%*	*51.6%*	*23.2%*	*78.9%*	*51.1%*	*27.8%*	*91.1%*
%H (TV HH)			*51.6%*	*23.2%*	*78.9%*	*51.1%*	*27.8%*	
4	223	223	121	61	177	130	47	213
%V	*4.3%*	*4.6%*	*6.0%*	*6.8%*	*5.4%*	*9.5%*	*2.4%*	*5.2%*
%H (All HH)		*100.0%*	*54.3%*	*27.4%*	*79.4%*	*58.3%*	*21.1%*	*95.5%*
%H (TV HH)			*54.3%*	*27.4%*	*79.4%*	*58.3%*	*21.1%*	
5+	118	118	77	26	99	80	19	117
%V	*2.3%*	*2.4%*	*3.8%*	*2.9%*	*3.0%*	*5.8%*	*1.0%*	*2.8%*
%H (All HH)		*100.0%*	*65.3%*	*22.0%*	*83.9%*	*67.8%*	*16.1%*	*99.2%*
%H (TV HH)			*65.3%*	*22.0%*	*83.9%*	*67.8%*	*16.1%*	

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

October 2012 - September 2013

ITV London

Household level data

Table 1.6: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Under 20"	946	946	367	179	802	389	413	762
%V	*18.3%*	*19.6%*	*18.1%*	*19.9%*	*24.3%*	*28.4%*	*21.5%*	*18.5%*
%H (All HH)		*100.0%*	*38.8%*	*18.9%*	*84.8%*	*41.1%*	*43.7%*	*80.5%*
%H (TV HH)			*38.8%*	*18.9%*	*84.8%*	*41.1%*	*43.7%*	
20" - 29"	1685	1685	639	334	1307	569	737	1285
%V	*32.5%*	*35.0%*	*31.6%*	*37.2%*	*39.7%*	*41.5%*	*38.3%*	*31.3%*
%H (All HH)		*100.0%*	*37.9%*	*19.8%*	*77.6%*	*33.8%*	*43.7%*	*76.3%*
%H (TV HH)			*37.9%*	*19.8%*	*77.6%*	*33.8%*	*43.7%*	
30" - 39"	2293	2293	994	438	1625	735	890	1876
%V	*44.2%*	*47.6%*	*49.1%*	*48.8%*	*49.3%*	*53.6%*	*46.3%*	*45.7%*
%H (All HH)		*100.0%*	*43.3%*	*19.1%*	*70.9%*	*32.1%*	*38.8%*	*81.8%*
%H (TV HH)			*43.3%*	*19.1%*	*70.9%*	*32.1%*	*38.8%*	
40" and over	1993	1993	1111	425	1253	762	491	1787
%V	*38.5%*	*41.4%*	*54.9%*	*47.3%*	*38.0%*	*55.5%*	*25.5%*	*43.5%*
%H (All HH)		*100.0%*	*55.7%*	*21.3%*	*62.9%*	*38.2%*	*24.6%*	*89.7%*
%H (TV HH)			*55.7%*	*21.3%*	*62.9%*	*38.2%*	*24.6%*	

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

October 2012 - September 2013

ITV London

Household level data

Table 1.7: 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Main living room	4695	4695	1998	886	3218	1356	1862	3750
%V	*90.6%*	*97.4%*	*98.7%*	*98.7%*	*97.7%*	*98.8%*	*96.9%*	*91.3%*
%H (All HH)		*100.0%*	*42.6%*	*18.9%*	*68.5%*	*28.9%*	*39.7%*	*79.9%*
%H (TV HH)			*42.6%*	*18.9%*	*68.5%*	*28.9%*	*39.7%*	
Kitchen	488	488	231	101	410	241	168	429
%V	*9.4%*	*10.1%*	*11.4%*	*11.2%*	*12.4%*	*17.6%*	*8.7%*	*10.4%*
%H (All HH)		*100.0%*	*47.3%*	*20.7%*	*84.0%*	*49.4%*	*34.4%*	*87.9%*
%H (TV HH)			*47.3%*	*20.7%*	*84.0%*	*49.4%*	*34.4%*	
Adult's bedroom	1791	1791	876	390	1377	814	563	1535
%V	*34.6%*	*37.2%*	*43.3%*	*43.4%*	*41.8%*	*59.3%*	*29.3%*	*37.4%*
%H (All HH)		*100.0%*	*48.9%*	*21.8%*	*76.9%*	*45.4%*	*31.4%*	*85.7%*
%H (TV HH)			*48.9%*	*21.8%*	*76.9%*	*45.4%*	*31.4%*	
Child's bedroom	225	225	126	59	179	131	47	212
%V	*4.3%*	*4.7%*	*6.2%*	*6.6%*	*5.4%*	*9.5%*	*2.4%*	*5.2%*
%H (All HH)		*100.0%*	*56.0%*	*26.2%*	*79.6%*	*58.2%*	*20.9%*	*94.2%*
%H (TV HH)			*56.0%*	*26.2%*	*79.6%*	*58.2%*	*20.9%*	
Other bedroom	184	184	101	39	146	97	49	164
%V	*3.6%*	*3.8%*	*5.0%*	*4.3%*	*4.4%*	*7.1%*	*2.5%*	*4.0%*
%H (All HH)		*100.0%*	*54.9%*	*21.2%*	*79.3%*	*52.7%*	*26.6%*	*89.1%*
%H (TV HH)			*54.9%*	*21.2%*	*79.3%*	*52.7%*	*26.6%*	
Second living/dining room	312	312	154	65	245	145	100	277
%V	*6.0%*	*6.5%*	*7.6%*	*7.2%*	*7.4%*	*10.6%*	*5.2%*	*6.7%*
%H (All HH)		*100.0%*	*49.4%*	*20.8%*	*78.5%*	*46.5%*	*32.1%*	*88.8%*
%H (TV HH)			*49.4%*	*20.8%*	*78.5%*	*46.5%*	*32.1%*	
Study/office	74	74	39	16	61	40	21	72
%V	*1.4%*	*1.5%*	*1.9%*	*1.8%*	*1.9%*	*2.9%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*52.7%*	*21.6%*	*82.4%*	*54.1%*	*28.4%*	*97.3%*
%H (TV HH)			*52.7%*	*21.6%*	*82.4%*	*54.1%*	*28.4%*	
TV room	44	44	27	7	33	23	10	42
%V	*0.8%*	*0.9%*	*1.3%*	*0.8%*	*1.0%*	*1.7%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*61.4%*	*15.9%*	*75.0%*	*52.3%*	*22.7%*	*95.5%*
%H (TV HH)			*61.4%*	*15.9%*	*75.0%*	*52.3%*	*22.7%*	
Conservatory	41	41	28	6	30	21	8	36
%V	*0.8%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*	*1.5%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*68.3%*	*14.6%*	*73.2%*	*51.2%*	*19.5%*	*87.8%*
%H (TV HH)			*68.3%*	*14.6%*	*73.2%*	*51.2%*	*19.5%*	
Attic or loft room	10	10	4	2	8	5	3	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*50.0%*	*30.0%*	*90.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*50.0%*	*30.0%*	
No specific location	8	8	3	2	6	3	3	7
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*37.5%*	*25.0%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
%H (TV HH)			*37.5%*	*25.0%*	*75.0%*	*37.5%*	*37.5%*	
Other	31	31	17	6	27	19	8	30
%V	*0.6%*	*0.6%*	*0.8%*	*0.7%*	*0.8%*	*1.4%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*54.8%*	*19.4%*	*87.1%*	*61.3%*	*25.8%*	*96.8%*
%H (TV HH)			*54.8%*	*19.4%*	*87.1%*	*61.3%*	*25.8%*	

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

October 2012 - September 2013

ITV London

Household level data

Table 1.8: Recorders 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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Any DSAT provider	2025	2025	2025	67	977	977	0	1798
%V	*39.1%*	*42.0%*	*100.0%*	*7.5%*	*29.7%*	*71.2%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*3.3%*	*48.2%*	*48.2%*	*0.0%*	*88.8%*
%H (TV HH)			*100.0%*	*3.3%*	*48.2%*	*48.2%*	*0.0%*	
Sky with subcription	1683	1683	1683	39	813	813	0	1514
%V	*32.5%*	*34.9%*	*83.1%*	*4.3%*	*24.7%*	*59.3%*	*0.0%*	*36.8%*
%H (All HH)			*100.0%*	*2.3%*	*48.3%*	*48.3%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*2.3%*	*48.3%*	*48.3%*	*0.0%*	
Sky without subscription	96	96	96	9	38	38	0	78
%V	*1.9%*	*2.0%*	*4.7%*	*1.0%*	*1.2%*	*2.8%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*9.4%*	*39.6%*	*39.6%*	*0.0%*	*81.3%*
%H (TV HH)			*100.0%*	*9.4%*	*39.6%*	*39.6%*	*0.0%*	
Freesat	162	162	162	11	91	91	0	139
%V	*3.1%*	*3.4%*	*8.0%*	*1.2%*	*2.8%*	*6.6%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*6.8%*	*56.2%*	*56.2%*	*0.0%*	*85.8%*
%H (TV HH)			*100.0%*	*6.8%*	*56.2%*	*56.2%*	*0.0%*	
Other satellite provider	117	117	117	9	52	52	0	100
%V	*2.3%*	*2.4%*	*5.8%*	*1.0%*	*1.6%*	*3.8%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*7.7%*	*44.4%*	*44.4%*	*0.0%*	*85.5%*
%H (TV HH)			*100.0%*	*7.7%*	*44.4%*	*44.4%*	*0.0%*	
DCAB	898	898	67	898	427	427	0	817
%V	*17.3%*	*18.6%*	*3.3%*	*100.0%*	*13.0%*	*31.1%*	*0.0%*	*19.9%*
%H (All HH)			*7.5%*	*100.0%*	*47.6%*	*47.6%*	*0.0%*	*91.0%*
%H (TV HH)			*7.5%*	*100.0%*	*47.6%*	*47.6%*	*0.0%*	
DTT	3294	3294	977	427	3294	1372	1922	2505
%V	*63.6%*	*68.4%*	*48.2%*	*47.6%*	*100.0%*	*100.0%*	*100.0%*	*61.0%*
%H (All HH)		*100.0%*	*29.7%*	*13.0%*	*100.0%*	*41.7%*	*58.3%*	*76.0%*
%H (TV HH)			*29.7%*	*13.0%*	*100.0%*	*41.7%*	*58.3%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
PVR	2692	2692	1632	635	1575	1098	477	2439
%V	*51.9%*	*55.9%*	*80.6%*	*70.7%*	*47.8%*	*80.0%*	*24.8%*	*59.4%*
%H (All HH)		*100.0%*	*60.6%*	*23.6%*	*58.5%*	*40.8%*	*17.7%*	*90.6%*
%H (TV HH)			*60.6%*	*23.6%*	*58.5%*	*40.8%*	*17.7%*	
DVDR	280	280	112	49	212	89	122	232
%V	*5.4%*	*5.8%*	*5.5%*	*5.5%*	*6.4%*	*6.5%*	*6.3%*	*5.6%*
%H (All HH)		*100.0%*	*40.0%*	*17.5%*	*75.7%*	*31.8%*	*43.6%*	*82.9%*
%H (TV HH)			*40.0%*	*17.5%*	*75.7%*	*31.8%*	*43.6%*	
VCR	197	197	64	31	157	51	106	137
%V	*3.8%*	*4.1%*	*3.2%*	*3.5%*	*4.8%*	*3.7%*	*5.5%*	*3.3%*
%H (All HH)		*100.0%*	*32.5%*	*15.7%*	*79.7%*	*25.9%*	*53.8%*	*69.5%*
%H (TV HH)			*32.5%*	*15.7%*	*79.7%*	*25.9%*	*53.8%*	
Any recorder	2882	2882	1661	657	1740	1125	615	2559
%V	*55.6%*	*59.8%*	*82.0%*	*73.2%*	*52.8%*	*82.0%*	*32.0%*	*62.3%*
%H (All HH)		*100.0%*	*57.6%*	*22.8%*	*60.4%*	*39.0%*	*21.3%*	*88.8%*
%H (TV HH)			*57.6%*	*22.8%*	*60.4%*	*39.0%*	*21.3%*	
Receives HDTV (via STB or built-in reception)	2692	2692	1320	702	1724	997	727	2396
%V	*51.9%*	*55.9%*	*65.2%*	*78.2%*	*52.3%*	*72.7%*	*37.8%*	*58.3%*
%H (All HH)		*100.0%*	*49.0%*	*26.1%*	*64.0%*	*37.0%*	*27.0%*	*89.0%*
%H (TV HH)			*49.0%*	*26.1%*	*64.0%*	*37.0%*	*27.0%*	
DVD/Blu-ray player or recorder	3678	3678	1620	723	2518	1142	1376	3075
%V	*71.0%*	*76.3%*	*80.0%*	*80.5%*	*76.4%*	*83.2%*	*71.6%*	*74.8%*
%H (All HH)		*100.0%*	*44.0%*	*19.7%*	*68.5%*	*31.0%*	*37.4%*	*83.6%*
%H (TV HH)			*44.0%*	*19.7%*	*68.5%*	*31.0%*	*37.4%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Household level data

Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5183	4819	2025	898	3294	1372	1922	4109
%H (All HH)		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*
%H (TV HH)			*42.0%*	*18.6%*	*68.4%*	*28.5%*	*39.9%*	
Has broadband internet	4109	3844	1798	817	2505	1248	1257	4109
%V	*79.3%*	*79.8%*	*88.8%*	*91.0%*	*76.0%*	*91.0%*	*65.4%*	*100.0%*
%H (All HH)		*93.6%*	*43.8%*	*19.9%*	*61.0%*	*30.4%*	*30.6%*	*100.0%*
%H (TV HH)			*46.8%*	*21.3%*	*65.2%*	*32.5%*	*32.7%*	
Number of computers (PCs and laptops)								
0	894	822	189	71	661	101	560	43
%V	*17.2%*	*17.1%*	*9.3%*	*7.9%*	*20.1%*	*7.4%*	*29.1%*	*1.0%*
%H (All HH)		*91.9%*	*21.1%*	*7.9%*	*73.9%*	*11.3%*	*62.6%*	*4.8%*
%H (TV HH)			*23.0%*	*8.6%*	*80.4%*	*12.3%*	*68.1%*	
1	1908	1747	744	302	1172	465	706	1731
%V	*36.8%*	*36.3%*	*36.7%*	*33.6%*	*35.6%*	*33.9%*	*36.7%*	*42.1%*
%H (All HH)		*91.6%*	*39.0%*	*15.8%*	*61.4%*	*24.4%*	*37.0%*	*90.7%*
%H (TV HH)			*42.6%*	*17.3%*	*67.1%*	*26.6%*	*40.4%*	
2	1193	1126	526	252	710	354	355	1158
%V	*23.0%*	*23.4%*	*26.0%*	*28.1%*	*21.6%*	*25.8%*	*18.5%*	*28.2%*
%H (All HH)		*94.4%*	*44.1%*	*21.1%*	*59.5%*	*29.7%*	*29.8%*	*97.1%*
%H (TV HH)			*46.7%*	*22.4%*	*63.1%*	*31.4%*	*31.5%*	
3	562	531	257	127	362	208	154	555
%V	*10.8%*	*11.0%*	*12.7%*	*14.1%*	*11.0%*	*15.2%*	*8.0%*	*13.5%*
%H (All HH)		*94.5%*	*45.7%*	*22.6%*	*64.4%*	*37.0%*	*27.4%*	*98.8%*
%H (TV HH)			*48.4%*	*23.9%*	*68.2%*	*39.2%*	*29.0%*	
4	329	312	164	71	206	126	80	326
%V	*6.3%*	*6.5%*	*8.1%*	*7.9%*	*6.3%*	*9.2%*	*4.2%*	*7.9%*
%H (All HH)		*94.8%*	*49.8%*	*21.6%*	*62.6%*	*38.3%*	*24.3%*	*99.1%*
%H (TV HH)			*52.6%*	*22.8%*	*66.0%*	*40.4%*	*25.6%*	
5+	297	280	144	74	184	118	67	295
%V	*5.7%*	*5.8%*	*7.1%*	*8.2%*	*5.6%*	*8.6%*	*3.5%*	*7.2%*
%H (All HH)		*94.3%*	*48.5%*	*24.9%*	*62.0%*	*39.7%*	*22.6%*	*99.3%*
%H (TV HH)			*51.4%*	*26.4%*	*65.7%*	*42.1%*	*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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	8726	4041	1773	6290	3263	3027	7331
%H		*46.3%*	*20.3%*	*72.1%*	*37.4%*	*34.7%*	*84.0%*
Under 20"	1176	460	233	1013	510	503	968
%V	*13.5%*	*11.4%*	*13.1%*	*16.1%*	*15.6%*	*16.6%*	*13.2%*
%H		*39.1%*	*19.8%*	*86.1%*	*43.4%*	*42.8%*	*82.3%*
20" - 29"	2045	803	420	1615	759	856	1596
%V	*23.4%*	*19.9%*	*23.7%*	*25.7%*	*23.3%*	*28.3%*	*21.8%*
%H		*39.3%*	*20.5%*	*79.0%*	*37.1%*	*41.9%*	*78.0%*
30" - 39"	2636	1186	519	1889	919	970	2191
%V	*30.2%*	*29.3%*	*29.3%*	*30.0%*	*28.2%*	*32.0%*	*29.9%*
%H		*45.0%*	*19.7%*	*71.7%*	*34.9%*	*36.8%*	*83.1%*
40" and over	2268	1294	493	1441	918	523	2051
%V	*26.0%*	*32.0%*	*27.8%*	*22.9%*	*28.1%*	*17.3%*	*28.0%*
%H		*57.1%*	*21.7%*	*63.5%*	*40.5%*	*23.1%*	*90.4%*
Don't know	207	92	33	139	51	88	161
%V	*2.4%*	*2.3%*	*1.9%*	*2.2%*	*1.6%*	*2.9%*	*2.2%*
%H		*44.4%*	*15.9%*	*67.1%*	*24.6%*	*42.5%*	*77.8%*
Not Asked	394	206	75	193	106	87	364
%V	*4.5%*	*5.1%*	*4.2%*	*3.1%*	*3.2%*	*2.9%*	*5.0%*
%H		*52.3%*	*19.0%*	*49.0%*	*26.9%*	*22.1%*	*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

October 2012 - September 2013

ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8726	4041	1773	6290	3263	3027	7331
%H		*46.3%*	*20.3%*	*72.1%*	*37.4%*	*34.7%*	*84.0%*
Main living room	4711	2004	890	3231	1362	1869	3762
%V	*54.0%*	*49.6%*	*50.2%*	*51.4%*	*41.7%*	*61.7%*	*51.3%*
%H		*42.5%*	*18.9%*	*68.6%*	*28.9%*	*39.7%*	*79.9%*
Kitchen	491	232	102	413	243	170	432
%V	*5.6%*	*5.7%*	*5.8%*	*6.6%*	*7.4%*	*5.6%*	*5.9%*
%H		*47.3%*	*20.8%*	*84.1%*	*49.5%*	*34.6%*	*88.0%*
Adult's bedroom	2120	1049	483	1657	1019	638	1849
%V	*24.3%*	*26.0%*	*27.2%*	*26.3%*	*31.2%*	*21.1%*	*25.2%*
%H		*49.5%*	*22.8%*	*78.2%*	*48.1%*	*30.1%*	*87.2%*
Child's bedroom	272	153	76	215	162	53	256
%V	*3.1%*	*3.8%*	*4.3%*	*3.4%*	*5.0%*	*1.8%*	*3.5%*
%H		*56.3%*	*27.9%*	*79.0%*	*59.6%*	*19.5%*	*94.1%*
Other bedroom	210	119	43	166	113	53	189
%V	*2.4%*	*2.9%*	*2.4%*	*2.6%*	*3.5%*	*1.8%*	*2.6%*
%H		*56.7%*	*20.5%*	*79.0%*	*53.8%*	*25.2%*	*90.0%*
Second living/dining room	315	156	65	247	146	101	280
%V	*3.6%*	*3.9%*	*3.7%*	*3.9%*	*4.5%*	*3.3%*	*3.8%*
%H		*49.5%*	*20.6%*	*78.4%*	*46.3%*	*32.1%*	*88.9%*
Study/office	76	41	16	62	41	21	73
%V	*0.9%*	*1.0%*	*0.9%*	*1.0%*	*1.3%*	*0.7%*	*1.0%*
%H		*53.9%*	*21.1%*	*81.6%*	*53.9%*	*27.6%*	*96.1%*
TV room	44	27	7	33	23	10	42
%V	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.6%*
%H		*61.4%*	*15.9%*	*75.0%*	*52.3%*	*22.7%*	*95.5%*
Conservatory	42	28	6	30	22	8	37
%V	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H		*66.7%*	*14.3%*	*71.4%*	*52.4%*	*19.0%*	*88.1%*
Attic or loft room	10	4	2	8	5	3	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*40.0%*	*20.0%*	*80.0%*	*50.0%*	*30.0%*	*90.0%*
No specific location	9	4	2	6	3	3	8
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*44.4%*	*22.2%*	*66.7%*	*33.3%*	*33.3%*	*88.9%*
Other	33	18	6	29	19	10	32
%V	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.6%*	*0.3%*	*0.4%*
%H		*54.5%*	*18.2%*	*87.9%*	*57.6%*	*30.3%*	*97.0%*
Not Asked	394	206	75	193	106	87	364
%V	*4.5%*	*5.1%*	*4.2%*	*3.1%*	*3.2%*	*2.9%*	*5.0%*
%H		*52.3%*	*19.0%*	*49.0%*	*26.9%*	*22.1%*	*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
October 2012 - September 2013

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8726	4041	1773	6290	3263	3027	7331
%H		*46.3%*	*20.3%*	*72.1%*	*37.4%*	*34.7%*	*84.0%*
PVR	3511	2221	839	2032	1497	536	3220
%V	*40.2%*	*55.0%*	*47.3%*	*32.3%*	*45.9%*	*17.7%*	*43.9%*
%H		*63.3%*	*23.9%*	*57.9%*	*42.6%*	*15.3%*	*91.7%*
DVDR	310	125	54	235	101	134	259
%V	*3.6%*	*3.1%*	*3.0%*	*3.7%*	*3.1%*	*4.4%*	*3.5%*
%H		*40.3%*	*17.4%*	*75.8%*	*32.6%*	*43.2%*	*83.5%*
VCR	215	74	35	171	60	111	152
%V	*2.5%*	*1.8%*	*2.0%*	*2.7%*	*1.8%*	*3.7%*	*2.1%*
%H		*34.4%*	*16.3%*	*79.5%*	*27.9%*	*51.6%*	*70.7%*
Any recorder	3761	2279	875	2250	1555	695	3393
%V	*43.1%*	*56.4%*	*49.4%*	*35.8%*	*47.7%*	*23.0%*	*46.3%*
%H		*60.6%*	*23.3%*	*59.8%*	*41.3%*	*18.5%*	*90.2%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8726	4041	1773	6290	3263	3027	7331
%H		*46.3%*	*20.3%*	*72.1%*	*37.4%*	*34.7%*	*84.0%*
Receives HDTV (via STB or built-in reception)	3699	1847	1007	2423	1487	936	3340
%V	*42.4%*	*45.7%*	*56.8%*	*38.5%*	*45.6%*	*30.9%*	*45.6%*
%H		*49.9%*	*27.2%*	*65.5%*	*40.2%*	*25.3%*	*90.3%*
DVD/Blu-ray player or recorder	5141	2396	1062	3669	1909	1760	4420
%V	*58.9%*	*59.3%*	*59.9%*	*58.3%*	*58.5%*	*58.1%*	*60.3%*
%H		*46.6%*	*20.7%*	*71.4%*	*37.1%*	*34.2%*	*86.0%*

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

October 2012 - September 2013

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4812	2023	897	3289	1371	1919	3838
%H		*42.0%*	*18.6%*	*68.3%*	*28.5%*	*39.9%*	*79.8%*
Under 20"	127	21	18	101	13	88	80
%V	*2.6%*	*1.0%*	*2.0%*	*3.1%*	*0.9%*	*4.6%*	*2.1%*
%H		*16.5%*	*14.2%*	*79.5%*	*10.2%*	*69.3%*	*63.0%*
20" - 29"	825	197	126	642	137	505	518
%V	*17.1%*	*9.7%*	*14.0%*	*19.5%*	*10.0%*	*26.3%*	*13.5%*
%H		*23.9%*	*15.3%*	*77.8%*	*16.6%*	*61.2%*	*62.8%*
30" - 39"	1780	680	326	1259	470	789	1399
%V	*37.0%*	*33.6%*	*36.3%*	*38.3%*	*34.3%*	*41.1%*	*36.5%*
%H		*38.2%*	*18.3%*	*70.7%*	*26.4%*	*44.3%*	*78.6%*
40" and over	1939	1084	411	1213	737	476	1738
%V	*40.3%*	*53.6%*	*45.8%*	*36.9%*	*53.8%*	*24.8%*	*45.3%*
%H		*55.9%*	*21.2%*	*62.6%*	*38.0%*	*24.5%*	*89.6%*
Don't know	116	42	15	75	14	60	85
%V	*2.4%*	*2.1%*	*1.7%*	*2.3%*	*1.0%*	*3.1%*	*2.2%*
%H		*36.2%*	*12.9%*	*64.7%*	*12.1%*	*51.7%*	*73.3%*
Not Asked	25	0	1	0	0	1	18
%V	*0.5%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.5%*
%H		*0.0%*	*4.0%*	*0.0%*	*0.0%*	*4.0%*	*72.0%*

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
October 2012 - September 2013

ITV London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4812	2023	897	3289	1371	1919	3838
%H		*42.0%*	*18.6%*	*68.3%*	*28.5%*	*39.9%*	*79.8%*
PVR	2628	1606	619	1523	1071	452	2387
%V	*54.6%*	*79.4%*	*69.0%*	*46.3%*	*78.1%*	*23.6%*	*62.2%*
%H		*61.1%*	*23.6%*	*58.0%*	*40.8%*	*17.2%*	*90.8%*
DVDR	243	93	38	181	68	114	198
%V	*5.0%*	*4.6%*	*4.2%*	*5.5%*	*5.0%*	*5.9%*	*5.2%*
%H		*38.3%*	*15.6%*	*74.5%*	*28.0%*	*46.9%*	*81.5%*
VCR	168	51	24	133	38	95	113
%V	*3.5%*	*2.5%*	*2.7%*	*4.0%*	*2.8%*	*5.0%*	*2.9%*
%H		*30.4%*	*14.3%*	*79.2%*	*22.6%*	*56.5%*	*67.3%*
Any recorder	2815	1636	640	1686	1097	589	2505
%V	*58.5%*	*80.9%*	*71.3%*	*51.3%*	*80.0%*	*30.7%*	*65.3%*
%H		*58.1%*	*22.7%*	*59.9%*	*39.0%*	*20.9%*	*89.0%*

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	4812	2023	897	3289	1371	1919	3838
%H		*42.0%*	*18.6%*	*68.3%*	*28.5%*	*39.9%*	*79.8%*
Receives HDTV (via STB or built-in reception)	2601	1271	684	1650	953	697	2313
%V	*54.1%*	*62.8%*	*76.3%*	*50.2%*	*69.5%*	*36.3%*	*60.3%*
%H		*48.9%*	*26.3%*	*63.4%*	*36.6%*	*26.8%*	*88.9%*
DVD/Blu-ray player or recorder	3518	1543	685	2390	1066	1325	2941
%V	*73.1%*	*76.3%*	*76.4%*	*72.7%*	*77.8%*	*69.0%*	*76.6%*
%H		*43.9%*	*19.5%*	*67.9%*	*30.3%*	*37.7%*	*83.6%*

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

October 2012 - September 2013

ITV London

Set level data

Table 1.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3915	2018	875	3001	1892	1109	3493
%H		*51.5%*	*22.3%*	*76.7%*	*48.3%*	*28.3%*	*89.2%*
Under 20"	1049	439	214	912	498	414	888
%V	*26.8%*	*21.8%*	*24.5%*	*30.4%*	*26.3%*	*37.3%*	*25.4%*
%H		*41.8%*	*20.4%*	*86.9%*	*47.5%*	*39.5%*	*84.7%*
20" - 29"	1220	606	294	973	622	351	1078
%V	*31.2%*	*30.0%*	*33.6%*	*32.4%*	*32.9%*	*31.7%*	*30.9%*
%H		*49.7%*	*24.1%*	*79.8%*	*51.0%*	*28.8%*	*88.4%*
30" - 39"	855	507	193	630	450	181	792
%V	*21.8%*	*25.1%*	*22.1%*	*21.0%*	*23.8%*	*16.3%*	*22.7%*
%H		*59.3%*	*22.6%*	*73.7%*	*52.6%*	*21.2%*	*92.6%*
40" and over	330	210	82	228	181	47	314
%V	*8.4%*	*10.4%*	*9.4%*	*7.6%*	*9.6%*	*4.2%*	*9.0%*
%H		*63.6%*	*24.8%*	*69.1%*	*54.8%*	*14.2%*	*95.2%*
Don't know	91	49	18	64	37	28	76
%V	*2.3%*	*2.4%*	*2.1%*	*2.1%*	*2.0%*	*2.5%*	*2.2%*
%H		*53.8%*	*19.8%*	*70.3%*	*40.7%*	*30.8%*	*83.5%*
Not Asked	370	207	74	194	104	88	345
%V	*9.5%*	*10.3%*	*8.5%*	*6.5%*	*5.5%*	*7.9%*	*9.9%*
%H		*55.9%*	*20.0%*	*52.4%*	*28.1%*	*23.8%*	*93.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Set level data

Table 1.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3915	2018	875	3001	1892	1109	3493
%H		*51.5%*	*22.3%*	*76.7%*	*48.3%*	*28.3%*	*89.2%*
PVR	882	616	220	509	426	84	833
%V	*22.5%*	*30.5%*	*25.1%*	*17.0%*	*22.5%*	*7.6%*	*23.8%*
%H		*69.8%*	*24.9%*	*57.7%*	*48.3%*	*9.5%*	*94.4%*
DVDR	67	32	16	54	33	20	61
%V	*1.7%*	*1.6%*	*1.8%*	*1.8%*	*1.7%*	*1.8%*	*1.7%*
%H		*47.8%*	*23.9%*	*80.6%*	*49.3%*	*29.9%*	*91.0%*
VCR	47	23	11	38	22	16	38
%V	*1.2%*	*1.1%*	*1.3%*	*1.3%*	*1.2%*	*1.4%*	*1.1%*
%H		*48.9%*	*23.4%*	*80.9%*	*46.8%*	*34.0%*	*80.9%*
Any recorder	946	643	235	564	458	106	887
%V	*24.2%*	*31.9%*	*26.9%*	*18.8%*	*24.2%*	*9.6%*	*25.4%*
%H		*68.0%*	*24.8%*	*59.6%*	*48.4%*	*11.2%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: 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	3915	2018	875	3001	1892	1109	3493
%H		*51.5%*	*22.3%*	*76.7%*	*48.3%*	*28.3%*	*89.2%*
Receives HDTV (via STB or built-in reception)	1098	576	323	773	533	240	1027
%V	*28.0%*	*28.5%*	*36.9%*	*25.8%*	*28.2%*	*21.6%*	*29.4%*
%H		*52.5%*	*29.4%*	*70.4%*	*48.5%*	*21.9%*	*93.5%*
DVD/Blu-ray player or recorder	1623	853	377	1279	843	435	1479
%V	*41.5%*	*42.3%*	*43.1%*	*42.6%*	*44.6%*	*39.2%*	*42.3%*
%H		*52.6%*	*23.2%*	*78.8%*	*51.9%*	*26.8%*	*91.1%*

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

October 2012 - September 2013

ITV London

Individual level data

Table 1.21: Age 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 Inds	12736	11937	5722	2416	7744	3836	3908	11041
%H		*93.7%*	*44.9%*	*19.0%*	*60.8%*	*30.1%*	*30.7%*	*86.7%*
Total Children	2556	2440	1336	520	1436	824	613	2348
%V	*20.1%*	*20.4%*	*23.3%*	*21.5%*	*18.5%*	*21.5%*	*15.7%*	*21.3%*
%H		*95.5%*	*52.3%*	*20.3%*	*56.2%*	*32.2%*	*24.0%*	*91.9%*
0 - 3	733	691	364	140	400	212	189	654
%V	*5.8%*	*5.8%*	*6.4%*	*5.8%*	*5.2%*	*5.5%*	*4.8%*	*5.9%*
%H		*94.3%*	*49.7%*	*19.1%*	*54.6%*	*28.9%*	*25.8%*	*89.2%*
4 - 15	1822	1749	972	380	1036	612	424	1693
%V	*14.3%*	*14.7%*	*17.0%*	*15.7%*	*13.4%*	*16.0%*	*10.8%*	*15.3%*
%H		*96.0%*	*53.3%*	*20.9%*	*56.9%*	*33.6%*	*23.3%*	*92.9%*
4 - 9	981	939	524	187	540	305	235	906
%V	*7.7%*	*7.9%*	*9.2%*	*7.7%*	*7.0%*	*8.0%*	*6.0%*	*8.2%*
%H		*95.7%*	*53.4%*	*19.1%*	*55.0%*	*31.1%*	*24.0%*	*92.4%*
10 - 15	841	810	448	193	496	307	190	787
%V	*6.6%*	*6.8%*	*7.8%*	*8.0%*	*6.4%*	*8.0%*	*4.9%*	*7.1%*
%H		*96.3%*	*53.3%*	*22.9%*	*59.0%*	*36.5%*	*22.6%*	*93.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.22: Adults - 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 Inds	12736	11937	5722	2416	7744	3836	3908	11041
%H		*93.7%*	*44.9%*	*19.0%*	*60.8%*	*30.1%*	*30.7%*	*86.7%*
Total Adults (16+)	10181	9497	4387	1896	6307	3012	3295	8693
%V	*79.9%*	*79.6%*	*76.7%*	*78.5%*	*81.4%*	*78.5%*	*84.3%*	*78.7%*
%H		*93.3%*	*43.1%*	*18.6%*	*61.9%*	*29.6%*	*32.4%*	*85.4%*
16 - 19	570	549	299	125	353	220	133	541
%V	*4.5%*	*4.6%*	*5.2%*	*5.2%*	*4.6%*	*5.7%*	*3.4%*	*4.9%*
%H		*96.3%*	*52.5%*	*21.9%*	*61.9%*	*38.6%*	*23.3%*	*94.9%*
20 - 24	846	718	356	146	456	242	215	769
%V	*6.6%*	*6.0%*	*6.2%*	*6.0%*	*5.9%*	*6.3%*	*5.5%*	*7.0%*
%H		*84.9%*	*42.1%*	*17.3%*	*53.9%*	*28.6%*	*25.4%*	*90.9%*
25 - 34	2267	2002	971	413	1177	552	624	2086
%V	*17.8%*	*16.8%*	*17.0%*	*17.1%*	*15.2%*	*14.4%*	*16.0%*	*18.9%*
%H		*88.3%*	*42.8%*	*18.2%*	*51.9%*	*24.3%*	*27.5%*	*92.0%*
35 - 44	1900	1782	895	391	1075	565	511	1760
%V	*14.9%*	*14.9%*	*15.6%*	*16.2%*	*13.9%*	*14.7%*	*13.1%*	*15.9%*
%H		*93.8%*	*47.1%*	*20.6%*	*56.6%*	*29.7%*	*26.9%*	*92.6%*
45 - 54	1731	1662	797	374	1104	590	514	1569
%V	*13.6%*	*13.9%*	*13.9%*	*15.5%*	*14.3%*	*15.4%*	*13.2%*	*14.2%*
%H		*96.0%*	*46.0%*	*21.6%*	*63.8%*	*34.1%*	*29.7%*	*90.6%*
55 - 64	1210	1174	545	221	854	427	427	1031
%V	*9.5%*	*9.8%*	*9.5%*	*9.1%*	*11.0%*	*11.1%*	*10.9%*	*9.3%*
%H		*97.0%*	*45.0%*	*18.3%*	*70.6%*	*35.3%*	*35.3%*	*85.2%*
65+	1658	1611	523	225	1288	416	872	937
%V	*13.0%*	*13.5%*	*9.1%*	*9.3%*	*16.6%*	*10.8%*	*22.3%*	*8.5%*
%H		*97.2%*	*31.5%*	*13.6%*	*77.7%*	*25.1%*	*52.6%*	*56.5%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10181	9497	4387	1896	6307	3012	3295	8693
%H		*93.3%*	*43.1%*	*18.6%*	*61.9%*	*29.6%*	*32.4%*	*85.4%*
AB	3101	2956	1369	654	1959	999	959	2962
%V	*30.5%*	*31.1%*	*31.2%*	*34.5%*	*31.1%*	*33.2%*	*29.1%*	*34.1%*
%H		*95.3%*	*44.1%*	*21.1%*	*63.2%*	*32.2%*	*30.9%*	*95.5%*
C1	3122	2864	1306	598	1934	954	980	2790
%V	*30.7%*	*30.2%*	*29.8%*	*31.5%*	*30.7%*	*31.7%*	*29.7%*	*32.1%*
%H		*91.7%*	*41.8%*	*19.2%*	*61.9%*	*30.6%*	*31.4%*	*89.4%*
C2	1735	1654	834	314	1102	566	536	1445
%V	*17.0%*	*17.4%*	*19.0%*	*16.6%*	*17.5%*	*18.8%*	*16.3%*	*16.6%*
%H		*95.3%*	*48.1%*	*18.1%*	*63.5%*	*32.6%*	*30.9%*	*83.3%*
D	1404	1266	598	216	784	329	456	1061
%V	*13.8%*	*13.3%*	*13.6%*	*11.4%*	*12.4%*	*10.9%*	*13.8%*	*12.2%*
%H		*90.2%*	*42.6%*	*15.4%*	*55.8%*	*23.4%*	*32.5%*	*75.6%*
E	818	757	280	113	528	163	365	434
%V	*8.0%*	*8.0%*	*6.4%*	*6.0%*	*8.4%*	*5.4%*	*11.1%*	*5.0%*
%H		*92.5%*	*34.2%*	*13.8%*	*64.5%*	*19.9%*	*44.6%*	*53.1%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10181	9497	4387	1896	6307	3012	3295	8693
%H		*93.3%*	*43.1%*	*18.6%*	*61.9%*	*29.6%*	*32.4%*	*85.4%*
Working full time	5035	4683	2262	1059	2955	1548	1407	4713
%V	*49.5%*	*49.3%*	*51.6%*	*55.9%*	*46.9%*	*51.4%*	*42.7%*	*54.2%*
%H		*93.0%*	*44.9%*	*21.0%*	*58.7%*	*30.7%*	*27.9%*	*93.6%*
Working part time	1040	987	480	211	666	353	313	944
%V	*10.2%*	*10.4%*	*10.9%*	*11.1%*	*10.6%*	*11.7%*	*9.5%*	*10.9%*
%H		*94.9%*	*46.2%*	*20.3%*	*64.0%*	*33.9%*	*30.1%*	*90.8%*
Not working	4106	3828	1645	625	2686	1111	1575	3036
%V	*40.3%*	*40.3%*	*37.5%*	*33.0%*	*42.6%*	*36.9%*	*47.8%*	*34.9%*
%H		*93.2%*	*40.1%*	*15.2%*	*65.4%*	*27.1%*	*38.4%*	*73.9%*
Housewife/Houseperson	5183	4819	2025	898	3294	1372	1922	4109
%V	*50.9%*	*50.7%*	*46.2%*	*47.4%*	*52.2%*	*45.6%*	*58.3%*	*47.3%*
%H		*93.0%*	*39.1%*	*17.3%*	*63.6%*	*26.5%*	*37.1%*	*79.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.25: Males - 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 Males (16+)	4997	4628	2154	941	3053	1488	1565	4314
%H		*92.6%*	*43.1%*	*18.8%*	*61.1%*	*29.8%*	*31.3%*	*86.3%*
16 - 19	287	277	154	63	180	117	63	270
%V	*5.7%*	*6.0%*	*7.1%*	*6.7%*	*5.9%*	*7.9%*	*4.0%*	*6.3%*
%H		*96.5%*	*53.7%*	*22.0%*	*62.7%*	*40.8%*	*22.0%*	*94.1%*
20 - 24	418	352	177	74	221	122	99	384
%V	*8.4%*	*7.6%*	*8.2%*	*7.9%*	*7.2%*	*8.2%*	*6.3%*	*8.9%*
%H		*84.2%*	*42.3%*	*17.7%*	*52.9%*	*29.2%*	*23.7%*	*91.9%*
25 - 34	1131	984	479	203	580	278	302	1044
%V	*22.6%*	*21.3%*	*22.2%*	*21.6%*	*19.0%*	*18.7%*	*19.3%*	*24.2%*
%H		*87.0%*	*42.4%*	*17.9%*	*51.3%*	*24.6%*	*26.7%*	*92.3%*
35 - 44	950	885	431	194	531	266	265	871
%V	*19.0%*	*19.1%*	*20.0%*	*20.6%*	*17.4%*	*17.9%*	*16.9%*	*20.2%*
%H		*93.2%*	*45.4%*	*20.4%*	*55.9%*	*28.0%*	*27.9%*	*91.7%*
45 - 54	865	830	388	189	553	290	263	771
%V	*17.3%*	*17.9%*	*18.0%*	*20.1%*	*18.1%*	*19.5%*	*16.8%*	*17.9%*
%H		*96.0%*	*44.9%*	*21.8%*	*63.9%*	*33.5%*	*30.4%*	*89.1%*
55 - 64	589	570	265	110	415	209	205	499
%V	*11.8%*	*12.3%*	*12.3%*	*11.7%*	*13.6%*	*14.0%*	*13.1%*	*11.6%*
%H		*96.8%*	*45.0%*	*18.7%*	*70.5%*	*35.5%*	*34.8%*	*84.7%*
65+	757	731	259	109	573	205	369	474
%V	*15.1%*	*15.8%*	*12.0%*	*11.6%*	*18.8%*	*13.8%*	*23.6%*	*11.0%*
%H		*96.6%*	*34.2%*	*14.4%*	*75.7%*	*27.1%*	*48.7%*	*62.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4997	4628	2154	941	3053	1488	1565	4314
%H		*92.6%*	*43.1%*	*18.8%*	*61.1%*	*29.8%*	*31.3%*	*86.3%*
AB	1567	1492	693	335	982	507	475	1497
%V	*31.4%*	*32.2%*	*32.2%*	*35.6%*	*32.2%*	*34.1%*	*30.4%*	*34.7%*
%H		*95.2%*	*44.2%*	*21.4%*	*62.7%*	*32.4%*	*30.3%*	*95.5%*
C1	1474	1346	636	288	885	456	429	1347
%V	*29.5%*	*29.1%*	*29.5%*	*30.6%*	*29.0%*	*30.6%*	*27.4%*	*31.2%*
%H		*91.3%*	*43.1%*	*19.5%*	*60.0%*	*30.9%*	*29.1%*	*91.4%*
C2	931	878	430	169	590	293	297	759
%V	*18.6%*	*19.0%*	*20.0%*	*18.0%*	*19.3%*	*19.7%*	*19.0%*	*17.6%*
%H		*94.3%*	*46.2%*	*18.2%*	*63.4%*	*31.5%*	*31.9%*	*81.5%*
D	684	604	287	103	375	165	211	526
%V	*13.7%*	*13.1%*	*13.3%*	*10.9%*	*12.3%*	*11.1%*	*13.5%*	*12.2%*
%H		*88.3%*	*42.0%*	*15.1%*	*54.8%*	*24.1%*	*30.8%*	*76.9%*
E	341	309	108	47	221	67	154	185
%V	*6.8%*	*6.7%*	*5.0%*	*5.0%*	*7.2%*	*4.5%*	*9.8%*	*4.3%*
%H		*90.6%*	*31.7%*	*13.8%*	*64.8%*	*19.6%*	*45.2%*	*54.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4997	4628	2154	941	3053	1488	1565	4314
%H		*92.6%*	*43.1%*	*18.8%*	*61.1%*	*29.8%*	*31.3%*	*86.3%*
Working full time	3074	2855	1407	633	1790	954	836	2852
%V	*61.5%*	*61.7%*	*65.3%*	*67.3%*	*58.6%*	*64.1%*	*53.4%*	*66.1%*
%H		*92.9%*	*45.8%*	*20.6%*	*58.2%*	*31.0%*	*27.2%*	*92.8%*
Working part time	265	246	113	48	166	74	92	233
%V	*5.3%*	*5.3%*	*5.2%*	*5.1%*	*5.4%*	*5.0%*	*5.9%*	*5.4%*
%H		*92.8%*	*42.6%*	*18.1%*	*62.6%*	*27.9%*	*34.7%*	*87.9%*
Not working	1658	1528	634	260	1097	460	637	1229
%V	*33.2%*	*33.0%*	*29.4%*	*27.6%*	*35.9%*	*30.9%*	*40.7%*	*28.5%*
%H		*92.2%*	*38.2%*	*15.7%*	*66.2%*	*27.7%*	*38.4%*	*74.1%*
Housewife/Houseperson	1274	1126	391	191	806	262	543	905
%V	*25.5%*	*24.3%*	*18.2%*	*20.3%*	*26.4%*	*17.6%*	*34.7%*	*21.0%*
%H		*88.4%*	*30.7%*	*15.0%*	*63.3%*	*20.6%*	*42.6%*	*71.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.28: Females - 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 Females (16+)	5184	4869	2233	954	3254	1524	1730	4379
%H		*93.9%*	*43.1%*	*18.4%*	*62.8%*	*29.4%*	*33.4%*	*84.5%*
16 - 19	283	272	145	62	173	103	70	271
%V	*5.5%*	*5.6%*	*6.5%*	*6.5%*	*5.3%*	*6.8%*	*4.0%*	*6.2%*
%H		*96.1%*	*51.2%*	*21.9%*	*61.1%*	*36.4%*	*24.7%*	*95.8%*
20 - 24	428	366	179	73	235	119	116	385
%V	*8.3%*	*7.5%*	*8.0%*	*7.7%*	*7.2%*	*7.8%*	*6.7%*	*8.8%*
%H		*85.5%*	*41.8%*	*17.1%*	*54.9%*	*27.8%*	*27.1%*	*90.0%*
25 - 34	1135	1018	492	210	596	274	322	1042
%V	*21.9%*	*20.9%*	*22.0%*	*22.0%*	*18.3%*	*18.0%*	*18.6%*	*23.8%*
%H		*89.7%*	*43.3%*	*18.5%*	*52.5%*	*24.1%*	*28.4%*	*91.8%*
35 - 44	950	896	464	197	545	299	246	889
%V	*18.3%*	*18.4%*	*20.8%*	*20.6%*	*16.7%*	*19.6%*	*14.2%*	*20.3%*
%H		*94.3%*	*48.8%*	*20.7%*	*57.4%*	*31.5%*	*25.9%*	*93.6%*
45 - 54	866	832	408	185	551	300	252	798
%V	*16.7%*	*17.1%*	*18.3%*	*19.4%*	*16.9%*	*19.7%*	*14.6%*	*18.2%*
%H		*96.1%*	*47.1%*	*21.4%*	*63.6%*	*34.6%*	*29.1%*	*92.1%*
55 - 64	620	604	280	111	439	218	221	532
%V	*12.0%*	*12.4%*	*12.5%*	*11.6%*	*13.5%*	*14.3%*	*12.8%*	*12.1%*
%H		*97.4%*	*45.2%*	*17.9%*	*70.8%*	*35.2%*	*35.6%*	*85.8%*
65+	901	881	264	117	715	211	503	463
%V	*17.4%*	*18.1%*	*11.8%*	*12.3%*	*22.0%*	*13.8%*	*29.1%*	*10.6%*
%H		*97.8%*	*29.3%*	*13.0%*	*79.4%*	*23.4%*	*55.8%*	*51.4%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5184	4869	2233	954	3254	1524	1730	4379
%H		*93.9%*	*43.1%*	*18.4%*	*62.8%*	*29.4%*	*33.4%*	*84.5%*
AB	1535	1465	676	320	977	493	485	1465
%V	*29.6%*	*30.1%*	*30.3%*	*33.5%*	*30.0%*	*32.3%*	*28.0%*	*33.5%*
%H		*95.4%*	*44.0%*	*20.8%*	*63.6%*	*32.1%*	*31.6%*	*95.4%*
C1	1648	1517	669	310	1049	498	551	1443
%V	*31.8%*	*31.2%*	*30.0%*	*32.5%*	*32.2%*	*32.7%*	*31.8%*	*33.0%*
%H		*92.1%*	*40.6%*	*18.8%*	*63.7%*	*30.2%*	*33.4%*	*87.6%*
C2	804	776	404	145	512	273	239	686
%V	*15.5%*	*15.9%*	*18.1%*	*15.2%*	*15.7%*	*17.9%*	*13.8%*	*15.7%*
%H		*96.5%*	*50.2%*	*18.0%*	*63.7%*	*34.0%*	*29.7%*	*85.3%*
D	719	663	311	113	409	164	245	535
%V	*13.9%*	*13.6%*	*13.9%*	*11.8%*	*12.6%*	*10.8%*	*14.2%*	*12.2%*
%H		*92.2%*	*43.3%*	*15.7%*	*56.9%*	*22.8%*	*34.1%*	*74.4%*
E	478	448	173	66	307	96	211	250
%V	*9.2%*	*9.2%*	*7.7%*	*6.9%*	*9.4%*	*6.3%*	*12.2%*	*5.7%*
%H		*93.7%*	*36.2%*	*13.8%*	*64.2%*	*20.1%*	*44.1%*	*52.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV London

Individual level data

Table 1.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5184	4869	2233	954	3254	1524	1730	4379
%H		*93.9%*	*43.1%*	*18.4%*	*62.8%*	*29.4%*	*33.4%*	*84.5%*
Working full time	1962	1828	855	426	1165	595	571	1861
%V	*37.8%*	*37.5%*	*38.3%*	*44.7%*	*35.8%*	*39.0%*	*33.0%*	*42.5%*
%H		*93.2%*	*43.6%*	*21.7%*	*59.4%*	*30.3%*	*29.1%*	*94.9%*
Working part time	775	741	367	163	500	279	221	711
%V	*14.9%*	*15.2%*	*16.4%*	*17.1%*	*15.4%*	*18.3%*	*12.8%*	*16.2%*
%H		*95.6%*	*47.4%*	*21.0%*	*64.5%*	*36.0%*	*28.5%*	*91.7%*
Not working	2448	2300	1011	365	1589	651	938	1807
%V	*47.2%*	*47.2%*	*45.3%*	*38.3%*	*48.8%*	*42.7%*	*54.2%*	*41.3%*
%H		*94.0%*	*41.3%*	*14.9%*	*64.9%*	*26.6%*	*38.3%*	*73.8%*
Housewife/Houseperson	3909	3693	1633	707	2488	1109	1379	3204
%V	*75.4%*	*75.8%*	*73.1%*	*74.1%*	*76.5%*	*72.8%*	*79.7%*	*73.2%*
%H		*94.5%*	*41.8%*	*18.1%*	*63.6%*	*28.4%*	*35.3%*	*82.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

Contents Page

Household

Table 2.1: Social Grade 32
Table 2.2: Housewife Age 33
Table 2.3: Size of Household 34
Table 2.4: Presence of Children 35
Table 2.5: Number of TV sets in household 36
Table 2.6: Screen size 37
Table 2.7: Location of ANY set in household 38
Table 2.8: Recorders 39
Table 2.9: Recorders and other equipment 40
Table 2.10: Computers and Internet 41

Sets

Table 2.11: Screen Size 42
Table 2.12: Location of set 43
Table 2.13: Recorders 44
Table 2.14: Other TV equipment 44
Table 2.15: Main Set Screen Size 45
Table 2.16: Main Set Recorders 46
Table 2.17: Main Set - Other TV equipment 46
Table 2.18: Other Sets (non-Main Set) Screen Size 47
Table 2.19: Other Set (non-Main Set) Recorders 48
Table 2.20: Other Set (non-Main Set) - Other TV equipment 48

Individuals

Table 2.21: Age of Children 49
Table 2.22: Adults - Age 50
Table 2.23: Social Grade (Adults 16+) 51
Table 2.24: Working Status (Adults 16+) 52
Table 2.25: Males - Age 53
Table 2.26: Social Grade (Males 16+) 54
Table 2.27: Working Status (Males 16+) 55
Table 2.28: Females - Age 56
Table 2.29: Social Grade (Females 16+) 57
Table 2.30: Working Status (Females 16+) 58

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
AB	947	925	409	153	709	341	368	853
%V	*24.1%*	*24.2%*	*27.0%*	*21.2%*	*23.9%*	*24.9%*	*23.1%*	*29.6%*
%H (All HH)		*97.7%*	*43.2%*	*16.2%*	*74.9%*	*36.0%*	*38.9%*	*90.1%*
%H (TV HH)			*44.2%*	*16.5%*	*76.6%*	*36.9%*	*39.8%*	
C1	1015	989	390	196	759	355	404	843
%V	*25.8%*	*25.9%*	*25.7%*	*27.2%*	*25.6%*	*25.9%*	*25.4%*	*29.2%*
%H (All HH)		*97.4%*	*38.4%*	*19.3%*	*74.8%*	*35.0%*	*39.8%*	*83.1%*
%H (TV HH)			*39.4%*	*19.8%*	*76.7%*	*35.9%*	*40.8%*	
C2	855	842	353	176	666	352	314	640
%V	*21.7%*	*22.0%*	*23.3%*	*24.4%*	*22.5%*	*25.7%*	*19.7%*	*22.2%*
%H (All HH)		*98.5%*	*41.3%*	*20.6%*	*77.9%*	*41.2%*	*36.7%*	*74.9%*
%H (TV HH)			*41.9%*	*20.9%*	*79.1%*	*41.8%*	*37.3%*	
D	619	595	232	121	458	213	245	374
%V	*15.7%*	*15.6%*	*15.3%*	*16.8%*	*15.5%*	*15.5%*	*15.4%*	*13.0%*
%H (All HH)		*96.1%*	*37.5%*	*19.5%*	*74.0%*	*34.4%*	*39.6%*	*60.4%*
%H (TV HH)			*39.0%*	*20.3%*	*77.0%*	*35.8%*	*41.2%*	
E	499	469	133	75	372	110	262	174
%V	*12.7%*	*12.3%*	*8.8%*	*10.4%*	*12.6%*	*8.0%*	*16.4%*	*6.0%*
%H (All HH)		*94.0%*	*26.7%*	*15.0%*	*74.5%*	*22.0%*	*52.5%*	*34.9%*
%H (TV HH)			*28.4%*	*16.0%*	*79.3%*	*23.5%*	*55.9%*	

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

October 2012 - September 2013

ITV Midlands

Household level data

Table 2.2: 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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Under 25	172	156	55	26	115	44	70	124
%V	*4.4%*	*4.1%*	*3.6%*	*3.6%*	*3.9%*	*3.2%*	*4.4%*	*4.3%*
%H (All HH)		*90.7%*	*32.0%*	*15.1%*	*66.9%*	*25.6%*	*40.7%*	*72.1%*
%H (TV HH)			*35.3%*	*16.7%*	*73.7%*	*28.2%*	*44.9%*	
25 - 34	602	577	269	130	399	224	174	501
%V	*15.3%*	*15.1%*	*17.7%*	*18.0%*	*13.5%*	*16.3%*	*10.9%*	*17.4%*
%H (All HH)		*95.8%*	*44.7%*	*21.6%*	*66.3%*	*37.2%*	*28.9%*	*83.2%*
%H (TV HH)			*46.6%*	*22.5%*	*69.2%*	*38.8%*	*30.2%*	
35 - 44	699	678	328	166	476	287	188	621
%V	*17.8%*	*17.7%*	*21.6%*	*23.0%*	*16.1%*	*20.9%*	*11.8%*	*21.5%*
%H (All HH)		*97.0%*	*46.9%*	*23.7%*	*68.1%*	*41.1%*	*26.9%*	*88.8%*
%H (TV HH)			*48.4%*	*24.5%*	*70.2%*	*42.3%*	*27.7%*	
45 - 54	766	748	330	165	583	325	259	660
%V	*19.5%*	*19.6%*	*21.8%*	*22.9%*	*19.7%*	*23.7%*	*16.3%*	*22.9%*
%H (All HH)		*97.7%*	*43.1%*	*21.5%*	*76.1%*	*42.4%*	*33.8%*	*86.2%*
%H (TV HH)			*44.1%*	*22.1%*	*77.9%*	*43.4%*	*34.6%*	
55 - 64	638	622	247	117	507	245	262	507
%V	*16.2%*	*16.3%*	*16.3%*	*16.2%*	*17.1%*	*17.9%*	*16.4%*	*17.6%*
%H (All HH)		*97.5%*	*38.7%*	*18.3%*	*79.5%*	*38.4%*	*41.1%*	*79.5%*
%H (TV HH)			*39.7%*	*18.8%*	*81.5%*	*39.4%*	*42.1%*	
65 +	1057	1038	288	117	885	245	640	471
%V	*26.9%*	*27.2%*	*19.0%*	*16.2%*	*29.9%*	*17.9%*	*40.2%*	*16.3%*
%H (All HH)		*98.2%*	*27.2%*	*11.1%*	*83.7%*	*23.2%*	*60.5%*	*44.6%*
%H (TV HH)			*27.7%*	*11.3%*	*85.3%*	*23.6%*	*61.7%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
1	1173	1115	280	152	909	233	676	569
%V	*29.8%*	*29.2%*	*18.5%*	*21.1%*	*30.7%*	*17.0%*	*42.4%*	*19.7%*
%H (All HH)		*95.1%*	*23.9%*	*13.0%*	*77.5%*	*19.9%*	*57.6%*	*48.5%*
%H (TV HH)			*25.1%*	*13.6%*	*81.5%*	*20.9%*	*60.6%*	
2	1315	1289	509	238	1020	474	546	1018
%V	*33.4%*	*33.7%*	*33.6%*	*33.0%*	*34.4%*	*34.6%*	*34.3%*	*35.3%*
%H (All HH)		*98.0%*	*38.7%*	*18.1%*	*77.6%*	*36.0%*	*41.5%*	*77.4%*
%H (TV HH)			*39.5%*	*18.5%*	*79.1%*	*36.8%*	*42.4%*	
3	647	637	315	145	477	291	186	560
%V	*16.4%*	*16.7%*	*20.8%*	*20.1%*	*16.1%*	*21.2%*	*11.7%*	*19.4%*
%H (All HH)		*98.5%*	*48.7%*	*22.4%*	*73.7%*	*45.0%*	*28.7%*	*86.6%*
%H (TV HH)			*49.5%*	*22.8%*	*74.9%*	*45.7%*	*29.2%*	
4	524	512	265	123	376	243	132	483
%V	*13.3%*	*13.4%*	*17.5%*	*17.1%*	*12.7%*	*17.7%*	*8.3%*	*16.7%*
%H (All HH)		*97.7%*	*50.6%*	*23.5%*	*71.8%*	*46.4%*	*25.2%*	*92.2%*
%H (TV HH)			*51.8%*	*24.0%*	*73.4%*	*47.5%*	*25.8%*	
5+	275	267	148	65	183	130	53	254
%V	*7.0%*	*7.0%*	*9.8%*	*9.0%*	*6.2%*	*9.5%*	*3.3%*	*8.8%*
%H (All HH)		*97.1%*	*53.8%*	*23.6%*	*66.5%*	*47.3%*	*19.3%*	*92.4%*
%H (TV HH)			*55.4%*	*24.3%*	*68.5%*	*48.7%*	*19.9%*	
Average HH size	2.38	2.39	2.71	2.66	2.32	2.73	1.97	2.64

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

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Without	2890	2794	996	477	2231	910	1321	1971
%V	*73.5%*	*73.1%*	*65.7%*	*66.2%*	*75.3%*	*66.4%*	*82.9%*	*68.3%*
%H (All HH)		*96.7%*	*34.5%*	*16.5%*	*77.2%*	*31.5%*	*45.7%*	*68.2%*
%H (TV HH)			*35.6%*	*17.1%*	*79.8%*	*32.6%*	*47.3%*	
With	1044	1026	522	245	733	461	272	913
%V	*26.5%*	*26.9%*	*34.4%*	*34.0%*	*24.7%*	*33.6%*	*17.1%*	*31.7%*
%H (All HH)		*98.3%*	*50.0%*	*23.5%*	*70.2%*	*44.2%*	*26.1%*	*87.5%*
%H (TV HH)			*50.9%*	*23.9%*	*71.4%*	*44.9%*	*26.5%*	
0 - 3	411	400	215	86	271	172	99	338
%V	*10.4%*	*10.5%*	*14.2%*	*11.9%*	*9.1%*	*12.5%*	*6.2%*	*11.7%*
%H (All HH)		*97.3%*	*52.3%*	*20.9%*	*65.9%*	*41.8%*	*24.1%*	*82.2%*
%H (TV HH)			*53.8%*	*21.5%*	*67.8%*	*43.0%*	*24.8%*	
4 - 9	514	504	250	125	359	225	134	448
%V	*13.1%*	*13.2%*	*16.5%*	*17.3%*	*12.1%*	*16.4%*	*8.4%*	*15.5%*
%H (All HH)		*98.1%*	*48.6%*	*24.3%*	*69.8%*	*43.8%*	*26.1%*	*87.2%*
%H (TV HH)			*49.6%*	*24.8%*	*71.2%*	*44.6%*	*26.6%*	
10 - 15	486	480	242	127	344	225	118	451
%V	*12.4%*	*12.6%*	*16.0%*	*17.6%*	*11.6%*	*16.4%*	*7.4%*	*15.6%*
%H (All HH)		*98.8%*	*49.8%*	*26.1%*	*70.8%*	*46.3%*	*24.3%*	*92.8%*
%H (TV HH)			*50.4%*	*26.5%*	*71.7%*	*46.9%*	*24.6%*	

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

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
1	1523	1523	465	253	1073	284	789	941
%V	*38.7%*	*39.9%*	*30.7%*	*35.1%*	*36.2%*	*20.7%*	*49.5%*	*32.6%*
%H (All HH)		*100.0%*	*30.5%*	*16.6%*	*70.5%*	*18.6%*	*51.8%*	*61.8%*
%H (TV HH)			*30.5%*	*16.6%*	*70.5%*	*18.6%*	*51.8%*	
2	1329	1329	560	248	1061	531	529	1008
%V	*33.8%*	*34.8%*	*36.9%*	*34.4%*	*35.8%*	*38.7%*	*33.2%*	*35.0%*
%H (All HH)		*100.0%*	*42.1%*	*18.7%*	*79.8%*	*40.0%*	*39.8%*	*75.8%*
%H (TV HH)			*42.1%*	*18.7%*	*79.8%*	*40.0%*	*39.8%*	
3	613	613	303	129	524	333	191	539
%V	*15.6%*	*16.0%*	*20.0%*	*17.9%*	*17.7%*	*24.3%*	*12.0%*	*18.7%*
%H (All HH)		*100.0%*	*49.4%*	*21.0%*	*85.5%*	*54.3%*	*31.2%*	*87.9%*
%H (TV HH)			*49.4%*	*21.0%*	*85.5%*	*54.3%*	*31.2%*	
4	233	233	118	61	203	144	59	215
%V	*5.9%*	*6.1%*	*7.8%*	*8.5%*	*6.8%*	*10.5%*	*3.7%*	*7.5%*
%H (All HH)		*100.0%*	*50.6%*	*26.2%*	*87.1%*	*61.8%*	*25.3%*	*92.3%*
%H (TV HH)			*50.6%*	*26.2%*	*87.1%*	*61.8%*	*25.3%*	
5+	122	122	71	30	103	78	25	117
%V	*3.1%*	*3.2%*	*4.7%*	*4.2%*	*3.5%*	*5.7%*	*1.6%*	*4.1%*
%H (All HH)		*100.0%*	*58.2%*	*24.6%*	*84.4%*	*63.9%*	*20.5%*	*95.9%*
%H (TV HH)			*58.2%*	*24.6%*	*84.4%*	*63.9%*	*20.5%*	

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

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Under 20"	930	930	370	170	839	438	401	728
%V	*23.6%*	*24.3%*	*24.4%*	*23.6%*	*28.3%*	*31.9%*	*25.2%*	*25.2%*
%H (All HH)		*100.0%*	*39.8%*	*18.3%*	*90.2%*	*47.1%*	*43.1%*	*78.3%*
%H (TV HH)			*39.8%*	*18.3%*	*90.2%*	*47.1%*	*43.1%*	
20" - 29"	1505	1505	561	263	1262	565	697	1101
%V	*38.3%*	*39.4%*	*37.0%*	*36.5%*	*42.6%*	*41.2%*	*43.8%*	*38.2%*
%H (All HH)		*100.0%*	*37.3%*	*17.5%*	*83.9%*	*37.5%*	*46.3%*	*73.2%*
%H (TV HH)			*37.3%*	*17.5%*	*83.9%*	*37.5%*	*46.3%*	
30" - 39"	2004	2004	817	406	1608	803	805	1520
%V	*50.9%*	*52.5%*	*53.9%*	*56.3%*	*54.3%*	*58.6%*	*50.5%*	*52.7%*
%H (All HH)		*100.0%*	*40.8%*	*20.3%*	*80.2%*	*40.1%*	*40.2%*	*75.8%*
%H (TV HH)			*40.8%*	*20.3%*	*80.2%*	*40.1%*	*40.2%*	
40" and over	1485	1485	792	336	1080	705	375	1273
%V	*37.7%*	*38.9%*	*52.2%*	*46.6%*	*36.4%*	*51.4%*	*23.5%*	*44.1%*
%H (All HH)		*100.0%*	*53.3%*	*22.6%*	*72.7%*	*47.5%*	*25.3%*	*85.7%*
%H (TV HH)			*53.3%*	*22.6%*	*72.7%*	*47.5%*	*25.3%*	

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

October 2012 - September 2013

ITV Midlands

Household level data

Table 2.7: 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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Main living room	3754	3754	1507	716	2928	1363	1565	2775
%V	*95.4%*	*98.3%*	*99.3%*	*99.3%*	*98.8%*	*99.4%*	*98.2%*	*96.2%*
%H (All HH)		*100.0%*	*40.1%*	*19.1%*	*78.0%*	*36.3%*	*41.7%*	*73.9%*
%H (TV HH)			*40.1%*	*19.1%*	*78.0%*	*36.3%*	*41.7%*	
Kitchen	466	466	213	77	415	233	182	387
%V	*11.8%*	*12.2%*	*14.0%*	*10.7%*	*14.0%*	*17.0%*	*11.4%*	*13.4%*
%H (All HH)		*100.0%*	*45.7%*	*16.5%*	*89.1%*	*50.0%*	*39.1%*	*83.0%*
%H (TV HH)			*45.7%*	*16.5%*	*89.1%*	*50.0%*	*39.1%*	
Adult's bedroom	1590	1590	747	327	1347	808	539	1307
%V	*40.4%*	*41.6%*	*49.2%*	*45.4%*	*45.4%*	*58.9%*	*33.8%*	*45.3%*
%H (All HH)		*100.0%*	*47.0%*	*20.6%*	*84.7%*	*50.8%*	*33.9%*	*82.2%*
%H (TV HH)			*47.0%*	*20.6%*	*84.7%*	*50.8%*	*33.9%*	
Child's bedroom	302	302	153	81	259	186	74	278
%V	*7.7%*	*7.9%*	*10.1%*	*11.2%*	*8.7%*	*13.6%*	*4.6%*	*9.6%*
%H (All HH)		*100.0%*	*50.7%*	*26.8%*	*85.8%*	*61.6%*	*24.5%*	*92.1%*
%H (TV HH)			*50.7%*	*26.8%*	*85.8%*	*61.6%*	*24.5%*	
Other bedroom	163	163	75	46	140	93	47	149
%V	*4.1%*	*4.3%*	*4.9%*	*6.4%*	*4.7%*	*6.8%*	*3.0%*	*5.2%*
%H (All HH)		*100.0%*	*46.0%*	*28.2%*	*85.9%*	*57.1%*	*28.8%*	*91.4%*
%H (TV HH)			*46.0%*	*28.2%*	*85.9%*	*57.1%*	*28.8%*	
Second living/dining room	348	348	162	78	298	179	119	291
%V	*8.8%*	*9.1%*	*10.7%*	*10.8%*	*10.1%*	*13.1%*	*7.5%*	*10.1%*
%H (All HH)		*100.0%*	*46.6%*	*22.4%*	*85.6%*	*51.4%*	*34.2%*	*83.6%*
%H (TV HH)			*46.6%*	*22.4%*	*85.6%*	*51.4%*	*34.2%*	
Study/office	58	58	25	8	50	24	26	56
%V	*1.5%*	*1.5%*	*1.6%*	*1.1%*	*1.7%*	*1.8%*	*1.6%*	*1.9%*
%H (All HH)		*100.0%*	*43.1%*	*13.8%*	*86.2%*	*41.4%*	*44.8%*	*96.6%*
%H (TV HH)			*43.1%*	*13.8%*	*86.2%*	*41.4%*	*44.8%*	
TV room	22	22	10	3	19	11	8	20
%V	*0.6%*	*0.6%*	*0.7%*	*0.4%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*45.5%*	*13.6%*	*86.4%*	*50.0%*	*36.4%*	*90.9%*
%H (TV HH)			*45.5%*	*13.6%*	*86.4%*	*50.0%*	*36.4%*	
Conservatory	86	86	41	22	75	50	25	75
%V	*2.2%*	*2.3%*	*2.7%*	*3.1%*	*2.5%*	*3.6%*	*1.6%*	*2.6%*
%H (All HH)		*100.0%*	*47.7%*	*25.6%*	*87.2%*	*58.1%*	*29.1%*	*87.2%*
%H (TV HH)			*47.7%*	*25.6%*	*87.2%*	*58.1%*	*29.1%*	
Attic or loft room	3	3	2	1	3	3	0	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	4	4	1	1	4	2	2	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*25.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*25.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	
Other	20	20	8	5	18	11	7	20
%V	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*0.6%*	*0.8%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*25.0%*	*90.0%*	*55.0%*	*35.0%*	*100.0%*
%H (TV HH)			*40.0%*	*25.0%*	*90.0%*	*55.0%*	*35.0%*	

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

October 2012 - September 2013

ITV Midlands

Household level data

Table 2.8: Recorders

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Any DSAT provider	1517	1517	1517	39	963	963	0	1289
%V	*38.6%*	*39.7%*	*100.0%*	*5.4%*	*32.5%*	*70.2%*	*0.0%*	*44.7%*
%H (All HH)			*100.0%*	*2.6%*	*63.5%*	*63.5%*	*0.0%*	*85.0%*
%H (TV HH)			*100.0%*	*2.6%*	*63.5%*	*63.5%*	*0.0%*	
Sky with subcription	1241	1241	1241	22	799	799	0	1088
%V	*31.5%*	*32.5%*	*81.8%*	*3.1%*	*27.0%*	*58.3%*	*0.0%*	*37.7%*
%H (All HH)			*100.0%*	*1.8%*	*64.4%*	*64.4%*	*0.0%*	*87.7%*
%H (TV HH)			*100.0%*	*1.8%*	*64.4%*	*64.4%*	*0.0%*	
Sky without subscription	94	94	94	6	49	49	0	59
%V	*2.4%*	*2.5%*	*6.2%*	*0.8%*	*1.7%*	*3.6%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*6.4%*	*52.1%*	*52.1%*	*0.0%*	*62.8%*
%H (TV HH)			*100.0%*	*6.4%*	*52.1%*	*52.1%*	*0.0%*	
Freesat	168	168	168	8	113	113	0	133
%V	*4.3%*	*4.4%*	*11.1%*	*1.1%*	*3.8%*	*8.2%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*4.8%*	*67.3%*	*67.3%*	*0.0%*	*79.2%*
%H (TV HH)			*100.0%*	*4.8%*	*67.3%*	*67.3%*	*0.0%*	
Other satellite provider	46	46	46	3	24	24	0	38
%V	*1.2%*	*1.2%*	*3.0%*	*0.4%*	*0.8%*	*1.8%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*6.5%*	*52.2%*	*52.2%*	*0.0%*	*82.6%*
%H (TV HH)			*100.0%*	*6.5%*	*52.2%*	*52.2%*	*0.0%*	
DCAB	721	721	39	721	435	435	0	617
%V	*18.3%*	*18.9%*	*2.6%*	*100.0%*	*14.7%*	*31.7%*	*0.0%*	*21.4%*
%H (All HH)			*5.4%*	*100.0%*	*60.3%*	*60.3%*	*0.0%*	*85.6%*
%H (TV HH)			*5.4%*	*100.0%*	*60.3%*	*60.3%*	*0.0%*	
DTT	2964	2964	963	435	2964	1371	1593	2118
%V	*75.3%*	*77.6%*	*63.5%*	*60.3%*	*100.0%*	*100.0%*	*100.0%*	*73.4%*
%H (All HH)		*100.0%*	*32.5%*	*14.7%*	*100.0%*	*46.3%*	*53.7%*	*71.5%*
%H (TV HH)			*32.5%*	*14.7%*	*100.0%*	*46.3%*	*53.7%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
PVR	2186	2186	1227	486	1588	1085	503	1901
%V	*55.6%*	*57.2%*	*80.9%*	*67.4%*	*53.6%*	*79.1%*	*31.6%*	*65.9%*
%H (All HH)		*100.0%*	*56.1%*	*22.2%*	*72.6%*	*49.6%*	*23.0%*	*87.0%*
%H (TV HH)			*56.1%*	*22.2%*	*72.6%*	*49.6%*	*23.0%*	
DVDR	249	249	88	49	201	86	115	203
%V	*6.3%*	*6.5%*	*5.8%*	*6.8%*	*6.8%*	*6.3%*	*7.2%*	*7.0%*
%H (All HH)		*100.0%*	*35.3%*	*19.7%*	*80.7%*	*34.5%*	*46.2%*	*81.5%*
%H (TV HH)			*35.3%*	*19.7%*	*80.7%*	*34.5%*	*46.2%*	
VCR	144	144	49	24	121	49	72	87
%V	*3.7%*	*3.8%*	*3.2%*	*3.3%*	*4.1%*	*3.6%*	*4.5%*	*3.0%*
%H (All HH)		*100.0%*	*34.0%*	*16.7%*	*84.0%*	*34.0%*	*50.0%*	*60.4%*
%H (TV HH)			*34.0%*	*16.7%*	*84.0%*	*34.0%*	*50.0%*	
Any recorder	2364	2364	1260	510	1743	1119	624	2010
%V	*60.1%*	*61.9%*	*83.1%*	*70.7%*	*58.8%*	*81.6%*	*39.2%*	*69.7%*
%H (All HH)		*100.0%*	*53.3%*	*21.6%*	*73.7%*	*47.3%*	*26.4%*	*85.0%*
%H (TV HH)			*53.3%*	*21.6%*	*73.7%*	*47.3%*	*26.4%*	
Receives HDTV (via STB or built-in reception)	2019	2019	965	550	1488	953	536	1736
%V	*51.3%*	*52.9%*	*63.6%*	*76.3%*	*50.2%*	*69.5%*	*33.6%*	*60.2%*
%H (All HH)		*100.0%*	*47.8%*	*27.2%*	*73.7%*	*47.2%*	*26.5%*	*86.0%*
%H (TV HH)			*47.8%*	*27.2%*	*73.7%*	*47.2%*	*26.5%*	
DVD/Blu-ray player or recorder	3017	3017	1268	610	2363	1195	1169	2379
%V	*76.7%*	*79.0%*	*83.6%*	*84.6%*	*79.7%*	*87.2%*	*73.4%*	*82.5%*
%H (All HH)		*100.0%*	*42.0%*	*20.2%*	*78.3%*	*39.6%*	*38.7%*	*78.9%*
%H (TV HH)			*42.0%*	*20.2%*	*78.3%*	*39.6%*	*38.7%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Household level data

Table 2.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3934	3820	1517	721	2964	1371	1593	2884
%H (All HH)		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*
%H (TV HH)			*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	
Has broadband internet	2884	2821	1289	617	2118	1190	928	2884
%V	*73.3%*	*73.8%*	*85.0%*	*85.6%*	*71.5%*	*86.8%*	*58.3%*	*100.0%*
%H (All HH)		*97.8%*	*44.7%*	*21.4%*	*73.4%*	*41.3%*	*32.2%*	*100.0%*
%H (TV HH)			*45.7%*	*21.9%*	*75.1%*	*42.2%*	*32.9%*	
Number of computers (PCs and laptops)								
0	886	845	193	90	711	149	562	34
%V	*22.5%*	*22.1%*	*12.7%*	*12.5%*	*24.0%*	*10.9%*	*35.3%*	*1.2%*
%H (All HH)		*95.4%*	*21.8%*	*10.2%*	*80.2%*	*16.8%*	*63.4%*	*3.8%*
%H (TV HH)			*22.8%*	*10.7%*	*84.1%*	*17.6%*	*66.5%*	
1	1431	1396	562	266	1089	522	567	1277
%V	*36.4%*	*36.5%*	*37.0%*	*36.9%*	*36.7%*	*38.1%*	*35.6%*	*44.3%*
%H (All HH)		*97.6%*	*39.3%*	*18.6%*	*76.1%*	*36.5%*	*39.6%*	*89.2%*
%H (TV HH)			*40.3%*	*19.1%*	*78.0%*	*37.4%*	*40.6%*	
2	821	804	373	179	604	347	258	787
%V	*20.9%*	*21.0%*	*24.6%*	*24.8%*	*20.4%*	*25.3%*	*16.2%*	*27.3%*
%H (All HH)		*97.9%*	*45.4%*	*21.8%*	*73.6%*	*42.3%*	*31.4%*	*95.9%*
%H (TV HH)			*46.4%*	*22.3%*	*75.1%*	*43.2%*	*32.1%*	
3	409	399	199	92	295	182	112	405
%V	*10.4%*	*10.4%*	*13.1%*	*12.8%*	*10.0%*	*13.3%*	*7.0%*	*14.0%*
%H (All HH)		*97.6%*	*48.7%*	*22.5%*	*72.1%*	*44.5%*	*27.4%*	*99.0%*
%H (TV HH)			*49.9%*	*23.1%*	*73.9%*	*45.6%*	*28.1%*	
4	195	191	98	44	134	84	49	193
%V	*5.0%*	*5.0%*	*6.5%*	*6.1%*	*4.5%*	*6.1%*	*3.1%*	*6.7%*
%H (All HH)		*97.9%*	*50.3%*	*22.6%*	*68.7%*	*43.1%*	*25.1%*	*99.0%*
%H (TV HH)			*51.3%*	*23.0%*	*70.2%*	*44.0%*	*25.7%*	
5+	191	186	91	49	131	86	45	188
%V	*4.9%*	*4.9%*	*6.0%*	*6.8%*	*4.4%*	*6.3%*	*2.8%*	*6.5%*
%H (All HH)		*97.4%*	*47.6%*	*25.7%*	*68.6%*	*45.0%*	*23.6%*	*98.4%*
%H (TV HH)			*48.9%*	*26.3%*	*70.4%*	*46.2%*	*24.2%*	

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

October 2012 - September 2013

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	7607	3347	1542	6135	3341	2794	6069
%H		*44.0%*	*20.3%*	*80.6%*	*43.9%*	*36.7%*	*79.8%*
Under 20"	1180	470	222	1074	570	505	949
%V	*15.5%*	*14.0%*	*14.4%*	*17.5%*	*17.1%*	*18.1%*	*15.6%*
%H		*39.8%*	*18.8%*	*91.0%*	*48.3%*	*42.8%*	*80.4%*
20" - 29"	1855	712	335	1578	745	833	1394
%V	*24.4%*	*21.3%*	*21.7%*	*25.7%*	*22.3%*	*29.8%*	*23.0%*
%H		*38.4%*	*18.1%*	*85.1%*	*40.2%*	*44.9%*	*75.1%*
30" - 39"	2345	995	492	1900	1008	892	1824
%V	*30.8%*	*29.7%*	*31.9%*	*31.0%*	*30.2%*	*31.9%*	*30.1%*
%H		*42.4%*	*21.0%*	*81.0%*	*43.0%*	*38.0%*	*77.8%*
40" and over	1688	917	391	1232	829	402	1461
%V	*22.2%*	*27.4%*	*25.4%*	*20.1%*	*24.8%*	*14.4%*	*24.1%*
%H		*54.3%*	*23.2%*	*73.0%*	*49.1%*	*23.8%*	*86.6%*
Don't know	133	51	19	114	50	64	88
%V	*1.7%*	*1.5%*	*1.2%*	*1.9%*	*1.5%*	*2.3%*	*1.4%*
%H		*38.3%*	*14.3%*	*85.7%*	*37.6%*	*48.1%*	*66.2%*
Not Asked	406	202	83	237	139	98	353
%V	*5.3%*	*6.0%*	*5.4%*	*3.9%*	*4.2%*	*3.5%*	*5.8%*
%H		*49.8%*	*20.4%*	*58.4%*	*34.2%*	*24.1%*	*86.9%*

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

October 2012 - September 2013

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	7607	3347	1542	6135	3341	2794	6069
%H		*44.0%*	*20.3%*	*80.6%*	*43.9%*	*36.7%*	*79.8%*
Main living room	3765	1512	718	2936	1368	1568	2784
%V	*49.5%*	*45.2%*	*46.6%*	*47.9%*	*40.9%*	*56.1%*	*45.9%*
%H		*40.2%*	*19.1%*	*78.0%*	*36.3%*	*41.6%*	*73.9%*
Kitchen	470	216	77	418	236	183	391
%V	*6.2%*	*6.5%*	*5.0%*	*6.8%*	*7.1%*	*6.5%*	*6.4%*
%H		*46.0%*	*16.4%*	*88.9%*	*50.2%*	*38.9%*	*83.2%*
Adult's bedroom	1845	882	382	1577	968	609	1535
%V	*24.3%*	*26.4%*	*24.8%*	*25.7%*	*29.0%*	*21.8%*	*25.3%*
%H		*47.8%*	*20.7%*	*85.5%*	*52.5%*	*33.0%*	*83.2%*
Child's bedroom	386	192	107	331	237	94	358
%V	*5.1%*	*5.7%*	*6.9%*	*5.4%*	*7.1%*	*3.4%*	*5.9%*
%H		*49.7%*	*27.7%*	*85.8%*	*61.4%*	*24.4%*	*92.7%*
Other bedroom	190	88	56	164	111	53	176
%V	*2.5%*	*2.6%*	*3.6%*	*2.7%*	*3.3%*	*1.9%*	*2.9%*
%H		*46.3%*	*29.5%*	*86.3%*	*58.4%*	*27.9%*	*92.6%*
Second living/dining room	351	166	78	301	182	119	295
%V	*4.6%*	*5.0%*	*5.1%*	*4.9%*	*5.4%*	*4.3%*	*4.9%*
%H		*47.3%*	*22.2%*	*85.8%*	*51.9%*	*33.9%*	*84.0%*
Study/office	58	25	8	50	24	26	56
%V	*0.8%*	*0.7%*	*0.5%*	*0.8%*	*0.7%*	*0.9%*	*0.9%*
%H		*43.1%*	*13.8%*	*86.2%*	*41.4%*	*44.8%*	*96.6%*
TV room	22	11	3	19	11	8	21
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*50.0%*	*13.6%*	*86.4%*	*50.0%*	*36.4%*	*95.5%*
Conservatory	86	41	22	75	50	25	75
%V	*1.1%*	*1.2%*	*1.4%*	*1.2%*	*1.5%*	*0.9%*	*1.2%*
%H		*47.7%*	*25.6%*	*87.2%*	*58.1%*	*29.1%*	*87.2%*
Attic or loft room	3	2	1	3	3	0	3
%V	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*66.7%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	5	1	1	5	2	3	5
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	*100.0%*
Other	20	8	5	18	11	7	20
%V	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*40.0%*	*25.0%*	*90.0%*	*55.0%*	*35.0%*	*100.0%*
Not Asked	406	202	83	237	139	98	353
%V	*5.3%*	*6.0%*	*5.4%*	*3.9%*	*4.2%*	*3.5%*	*5.8%*
%H		*49.8%*	*20.4%*	*58.4%*	*34.2%*	*24.1%*	*86.9%*

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
October 2012 - September 2013

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7607	3347	1542	6135	3341	2794	6069
%H		*44.0%*	*20.3%*	*80.6%*	*43.9%*	*36.7%*	*79.8%*
PVR	2811	1660	631	1997	1431	565	2482
%V	*37.0%*	*49.6%*	*40.9%*	*32.6%*	*42.8%*	*20.2%*	*40.9%*
%H		*59.1%*	*22.4%*	*71.0%*	*50.9%*	*20.1%*	*88.3%*
DVDR	270	97	55	214	93	121	221
%V	*3.5%*	*2.9%*	*3.6%*	*3.5%*	*2.8%*	*4.3%*	*3.6%*
%H		*35.9%*	*20.4%*	*79.3%*	*34.4%*	*44.8%*	*81.9%*
VCR	151	51	26	127	53	74	92
%V	*2.0%*	*1.5%*	*1.7%*	*2.1%*	*1.6%*	*2.6%*	*1.5%*
%H		*33.8%*	*17.2%*	*84.1%*	*35.1%*	*49.0%*	*60.9%*
Any recorder	3037	1714	665	2196	1491	705	2629
%V	*39.9%*	*51.2%*	*43.1%*	*35.8%*	*44.6%*	*25.2%*	*43.3%*
%H		*56.4%*	*21.9%*	*72.3%*	*49.1%*	*23.2%*	*86.6%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7607	3347	1542	6135	3341	2794	6069
%H		*44.0%*	*20.3%*	*80.6%*	*43.9%*	*36.7%*	*79.8%*
Receives HDTV (via STB or built-in reception)	2823	1360	797	2113	1390	723	2477
%V	*37.1%*	*40.6%*	*51.7%*	*34.4%*	*41.6%*	*25.9%*	*40.8%*
%H		*48.2%*	*28.2%*	*74.8%*	*49.2%*	*25.6%*	*87.7%*
DVD/Blu-ray player or recorder	4425	1955	956	3576	2002	1574	3649
%V	*58.2%*	*58.4%*	*62.0%*	*58.3%*	*59.9%*	*56.3%*	*60.1%*
%H		*44.2%*	*21.6%*	*80.8%*	*45.2%*	*35.6%*	*82.5%*

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

October 2012 - September 2013

ITV Midlands

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3818	1517	721	2963	1371	1592	2819
%H		*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	*73.8%*
Under 20"	82	13	8	72	11	61	47
%V	*2.1%*	*0.9%*	*1.1%*	*2.4%*	*0.8%*	*3.8%*	*1.7%*
%H		*15.9%*	*9.8%*	*87.8%*	*13.4%*	*74.4%*	*57.3%*
20" - 29"	647	148	90	540	128	412	367
%V	*16.9%*	*9.8%*	*12.5%*	*18.2%*	*9.3%*	*25.9%*	*13.0%*
%H		*22.9%*	*13.9%*	*83.5%*	*19.8%*	*63.7%*	*56.7%*
30" - 39"	1568	572	289	1258	538	720	1125
%V	*41.1%*	*37.7%*	*40.1%*	*42.5%*	*39.2%*	*45.2%*	*39.9%*
%H		*36.5%*	*18.4%*	*80.2%*	*34.3%*	*45.9%*	*71.7%*
40" and over	1438	768	324	1041	678	363	1230
%V	*37.7%*	*50.6%*	*44.9%*	*35.1%*	*49.5%*	*22.8%*	*43.6%*
%H		*53.4%*	*22.5%*	*72.4%*	*47.1%*	*25.2%*	*85.5%*
Don't know	62	16	10	53	16	36	34
%V	*1.6%*	*1.1%*	*1.4%*	*1.8%*	*1.2%*	*2.3%*	*1.2%*
%H		*25.8%*	*16.1%*	*85.5%*	*25.8%*	*58.1%*	*54.8%*
Not Asked	21	0	0	0	0	0	16
%V	*0.6%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*76.2%*

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
October 2012 - September 2013

ITV Midlands

Set level data

Table 2.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3818	1517	721	2963	1371	1592	2819
%H		*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	*73.8%*
PVR	2124	1199	478	1532	1056	475	1850
%V	*55.6%*	*79.0%*	*66.3%*	*51.7%*	*77.0%*	*29.8%*	*65.6%*
%H		*56.5%*	*22.5%*	*72.1%*	*49.7%*	*22.4%*	*87.1%*
DVDR	212	73	38	169	67	102	170
%V	*5.6%*	*4.8%*	*5.3%*	*5.7%*	*4.9%*	*6.4%*	*6.0%*
%H		*34.4%*	*17.9%*	*79.7%*	*31.6%*	*48.1%*	*80.2%*
VCR	122	37	21	101	37	64	72
%V	*3.2%*	*2.4%*	*2.9%*	*3.4%*	*2.7%*	*4.0%*	*2.6%*
%H		*30.3%*	*17.2%*	*82.8%*	*30.3%*	*52.5%*	*59.0%*
Any recorder	2301	1235	500	1687	1092	594	1960
%V	*60.3%*	*81.4%*	*69.3%*	*56.9%*	*79.6%*	*37.3%*	*69.5%*
%H		*53.7%*	*21.7%*	*73.3%*	*47.5%*	*25.8%*	*85.2%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3818	1517	721	2963	1371	1592	2819
%H		*39.7%*	*18.9%*	*77.6%*	*35.9%*	*41.7%*	*73.8%*
Receives HDTV (via STB or built-in reception)	1945	937	538	1422	920	502	1672
%V	*50.9%*	*61.8%*	*74.6%*	*48.0%*	*67.1%*	*31.5%*	*59.3%*
%H		*48.2%*	*27.7%*	*73.1%*	*47.3%*	*25.8%*	*86.0%*
DVD/Blu-ray player or recorder	2854	1199	570	2222	1109	1113	2248
%V	*74.8%*	*79.0%*	*79.1%*	*75.0%*	*80.9%*	*69.9%*	*79.7%*
%H		*42.0%*	*20.0%*	*77.9%*	*38.9%*	*39.0%*	*78.8%*

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

October 2012 - September 2013

ITV Midlands

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3789	1830	820	3172	1970	1202	3250
%H		*48.3%*	*21.6%*	*83.7%*	*52.0%*	*31.7%*	*85.8%*
Under 20"	1098	457	213	1002	559	444	902
%V	*29.0%*	*25.0%*	*26.0%*	*31.6%*	*28.4%*	*36.9%*	*27.8%*
%H		*41.6%*	*19.4%*	*91.3%*	*50.9%*	*40.4%*	*82.1%*
20" - 29"	1209	564	245	1038	617	421	1027
%V	*31.9%*	*30.8%*	*29.9%*	*32.7%*	*31.3%*	*35.0%*	*31.6%*
%H		*46.7%*	*20.3%*	*85.9%*	*51.0%*	*34.8%*	*84.9%*
30" - 39"	777	422	203	642	470	172	699
%V	*20.5%*	*23.1%*	*24.8%*	*20.2%*	*23.9%*	*14.3%*	*21.5%*
%H		*54.3%*	*26.1%*	*82.6%*	*60.5%*	*22.1%*	*90.0%*
40" and over	250	148	68	190	151	39	232
%V	*6.6%*	*8.1%*	*8.3%*	*6.0%*	*7.7%*	*3.2%*	*7.1%*
%H		*59.2%*	*27.2%*	*76.0%*	*60.4%*	*15.6%*	*92.8%*
Don't know	71	35	9	61	34	27	54
%V	*1.9%*	*1.9%*	*1.1%*	*1.9%*	*1.7%*	*2.2%*	*1.7%*
%H		*49.3%*	*12.7%*	*85.9%*	*47.9%*	*38.0%*	*76.1%*
Not Asked	384	204	82	239	139	99	336
%V	*10.1%*	*11.1%*	*10.0%*	*7.5%*	*7.1%*	*8.2%*	*10.3%*
%H		*53.1%*	*21.4%*	*62.2%*	*36.2%*	*25.8%*	*87.5%*

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
October 2012 - September 2013

ITV Midlands

Set level data

Table 2.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3789	1830	820	3172	1970	1202	3250
%H		*48.3%*	*21.6%*	*83.7%*	*52.0%*	*31.7%*	*85.8%*
PVR	687	461	153	465	375	90	632
%V	*18.1%*	*25.2%*	*18.7%*	*14.7%*	*19.0%*	*7.5%*	*19.4%*
%H		*67.1%*	*22.3%*	*67.7%*	*54.6%*	*13.1%*	*92.0%*
DVDR	59	23	17	45	26	19	51
%V	*1.6%*	*1.3%*	*2.1%*	*1.4%*	*1.3%*	*1.6%*	*1.6%*
%H		*39.0%*	*28.8%*	*76.3%*	*44.1%*	*32.2%*	*86.4%*
VCR	28	14	5	26	16	9	21
%V	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.8%*	*0.7%*	*0.6%*
%H		*50.0%*	*17.9%*	*92.9%*	*57.1%*	*32.1%*	*75.0%*
Any recorder	735	479	165	510	399	111	670
%V	*19.4%*	*26.2%*	*20.1%*	*16.1%*	*20.3%*	*9.2%*	*20.6%*
%H		*65.2%*	*22.4%*	*69.4%*	*54.3%*	*15.1%*	*91.2%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3789	1830	820	3172	1970	1202	3250
%H		*48.3%*	*21.6%*	*83.7%*	*52.0%*	*31.7%*	*85.8%*
Receives HDTV (via STB or built-in reception)	879	424	260	691	470	221	804
%V	*23.2%*	*23.2%*	*31.7%*	*21.8%*	*23.9%*	*18.4%*	*24.7%*
%H		*48.2%*	*29.6%*	*78.6%*	*53.5%*	*25.1%*	*91.5%*
DVD/Blu-ray player or recorder	1571	756	386	1354	894	461	1402
%V	*41.5%*	*41.3%*	*47.1%*	*42.7%*	*45.4%*	*38.4%*	*43.1%*
%H		*48.1%*	*24.6%*	*86.2%*	*56.9%*	*29.3%*	*89.2%*

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

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.21: Age 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 Inds	9333	9097	4112	1902	6864	3727	3137	7593
%H		*97.5%*	*44.1%*	*20.4%*	*73.5%*	*39.9%*	*33.6%*	*81.4%*
Total Children	1821	1786	912	432	1253	794	458	1599
%V	*19.5%*	*19.6%*	*22.2%*	*22.7%*	*18.3%*	*21.3%*	*14.6%*	*21.1%*
%H		*98.1%*	*50.1%*	*23.7%*	*68.8%*	*43.6%*	*25.2%*	*87.8%*
0 - 3	496	482	258	105	329	209	120	407
%V	*5.3%*	*5.3%*	*6.3%*	*5.5%*	*4.8%*	*5.6%*	*3.8%*	*5.4%*
%H		*97.2%*	*52.0%*	*21.2%*	*66.3%*	*42.1%*	*24.2%*	*82.1%*
4 - 15	1325	1304	654	328	924	585	339	1193
%V	*14.2%*	*14.3%*	*15.9%*	*17.2%*	*13.5%*	*15.7%*	*10.8%*	*15.7%*
%H		*98.4%*	*49.4%*	*24.8%*	*69.7%*	*44.2%*	*25.6%*	*90.0%*
4 - 9	688	674	338	164	478	299	179	600
%V	*7.4%*	*7.4%*	*8.2%*	*8.6%*	*7.0%*	*8.0%*	*5.7%*	*7.9%*
%H		*98.0%*	*49.1%*	*23.8%*	*69.5%*	*43.5%*	*26.0%*	*87.2%*
10 - 15	637	630	316	163	446	287	159	592
%V	*6.8%*	*6.9%*	*7.7%*	*8.6%*	*6.5%*	*7.7%*	*5.1%*	*7.8%*
%H		*98.9%*	*49.6%*	*25.6%*	*70.0%*	*45.1%*	*25.0%*	*92.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.22: Adults - 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 Inds	9333	9097	4112	1902	6864	3727	3137	7593
%H		*97.5%*	*44.1%*	*20.4%*	*73.5%*	*39.9%*	*33.6%*	*81.4%*
Total Adults (16+)	7512	7311	3200	1469	5611	2933	2678	5994
%V	*80.5%*	*80.4%*	*77.8%*	*77.2%*	*81.7%*	*78.7%*	*85.4%*	*78.9%*
%H		*97.3%*	*42.6%*	*19.6%*	*74.7%*	*39.0%*	*35.6%*	*79.8%*
16 - 19	461	449	221	100	332	210	123	420
%V	*4.9%*	*4.9%*	*5.4%*	*5.3%*	*4.8%*	*5.6%*	*3.9%*	*5.5%*
%H		*97.4%*	*47.9%*	*21.7%*	*72.0%*	*45.6%*	*26.7%*	*91.1%*
20 - 24	610	572	257	128	430	246	185	529
%V	*6.5%*	*6.3%*	*6.3%*	*6.7%*	*6.3%*	*6.6%*	*5.9%*	*7.0%*
%H		*93.8%*	*42.1%*	*21.0%*	*70.5%*	*40.3%*	*30.3%*	*86.7%*
25 - 34	1216	1169	579	262	822	495	326	1037
%V	*13.0%*	*12.9%*	*14.1%*	*13.8%*	*12.0%*	*13.3%*	*10.4%*	*13.7%*
%H		*96.1%*	*47.6%*	*21.5%*	*67.6%*	*40.7%*	*26.8%*	*85.3%*
35 - 44	1222	1188	603	288	834	526	308	1099
%V	*13.1%*	*13.1%*	*14.7%*	*15.1%*	*12.2%*	*14.1%*	*9.8%*	*14.5%*
%H		*97.2%*	*49.3%*	*23.6%*	*68.2%*	*43.0%*	*25.2%*	*89.9%*
45 - 54	1321	1294	611	292	998	593	405	1171
%V	*14.2%*	*14.2%*	*14.9%*	*15.4%*	*14.5%*	*15.9%*	*12.9%*	*15.4%*
%H		*98.0%*	*46.3%*	*22.1%*	*75.5%*	*44.9%*	*30.7%*	*88.6%*
55 - 64	1078	1059	437	203	859	429	430	891
%V	*11.6%*	*11.6%*	*10.6%*	*10.7%*	*12.5%*	*11.5%*	*13.7%*	*11.7%*
%H		*98.2%*	*40.5%*	*18.8%*	*79.7%*	*39.8%*	*39.9%*	*82.7%*
65+	1606	1580	492	196	1335	433	902	846
%V	*17.2%*	*17.4%*	*12.0%*	*10.3%*	*19.4%*	*11.6%*	*28.8%*	*11.1%*
%H		*98.4%*	*30.6%*	*12.2%*	*83.1%*	*27.0%*	*56.2%*	*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

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7512	7311	3200	1469	5611	2933	2678	5994
%H		*97.3%*	*42.6%*	*19.6%*	*74.7%*	*39.0%*	*35.6%*	*79.8%*
AB	1919	1886	902	323	1446	770	676	1779
%V	*25.5%*	*25.8%*	*28.2%*	*22.0%*	*25.8%*	*26.3%*	*25.2%*	*29.7%*
%H		*98.3%*	*47.0%*	*16.8%*	*75.4%*	*40.1%*	*35.2%*	*92.7%*
C1	1990	1933	815	404	1472	758	714	1740
%V	*26.5%*	*26.4%*	*25.5%*	*27.5%*	*26.2%*	*25.8%*	*26.7%*	*29.0%*
%H		*97.1%*	*41.0%*	*20.3%*	*74.0%*	*38.1%*	*35.9%*	*87.4%*
C2	1715	1688	761	386	1326	773	553	1382
%V	*22.8%*	*23.1%*	*23.8%*	*26.3%*	*23.6%*	*26.4%*	*20.6%*	*23.1%*
%H		*98.4%*	*44.4%*	*22.5%*	*77.3%*	*45.1%*	*32.2%*	*80.6%*
D	1180	1136	505	241	851	451	400	802
%V	*15.7%*	*15.5%*	*15.8%*	*16.4%*	*15.2%*	*15.4%*	*14.9%*	*13.4%*
%H		*96.3%*	*42.8%*	*20.4%*	*72.1%*	*38.2%*	*33.9%*	*68.0%*
E	708	669	218	116	517	180	337	291
%V	*9.4%*	*9.2%*	*6.8%*	*7.9%*	*9.2%*	*6.1%*	*12.6%*	*4.9%*
%H		*94.5%*	*30.8%*	*16.4%*	*73.0%*	*25.4%*	*47.6%*	*41.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7512	7311	3200	1469	5611	2933	2678	5994
%H		*97.3%*	*42.6%*	*19.6%*	*74.7%*	*39.0%*	*35.6%*	*79.8%*
Working full time	3325	3254	1596	730	2425	1474	951	3012
%V	*44.3%*	*44.5%*	*49.9%*	*49.7%*	*43.2%*	*50.3%*	*35.5%*	*50.3%*
%H		*97.9%*	*48.0%*	*22.0%*	*72.9%*	*44.3%*	*28.6%*	*90.6%*
Working part time	842	825	386	176	621	352	269	745
%V	*11.2%*	*11.3%*	*12.1%*	*12.0%*	*11.1%*	*12.0%*	*10.0%*	*12.4%*
%H		*98.0%*	*45.8%*	*20.9%*	*73.8%*	*41.8%*	*31.9%*	*88.5%*
Not working	3345	3231	1217	563	2565	1107	1458	2237
%V	*44.5%*	*44.2%*	*38.0%*	*38.3%*	*45.7%*	*37.7%*	*54.4%*	*37.3%*
%H		*96.6%*	*36.4%*	*16.8%*	*76.7%*	*33.1%*	*43.6%*	*66.9%*
Housewife/Houseperson	3934	3820	1517	721	2964	1371	1593	2884
%V	*52.4%*	*52.3%*	*47.4%*	*49.1%*	*52.8%*	*46.7%*	*59.5%*	*48.1%*
%H		*97.1%*	*38.6%*	*18.3%*	*75.3%*	*34.9%*	*40.5%*	*73.3%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.25: Males - 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 Males (16+)	3664	3551	1599	725	2691	1457	1234	2987
%H		*96.9%*	*43.6%*	*19.8%*	*73.4%*	*39.8%*	*33.7%*	*81.5%*
16 - 19	223	218	102	50	165	103	61	204
%V	*6.1%*	*6.1%*	*6.4%*	*6.9%*	*6.1%*	*7.1%*	*4.9%*	*6.8%*
%H		*97.8%*	*45.7%*	*22.4%*	*74.0%*	*46.2%*	*27.4%*	*91.5%*
20 - 24	310	288	134	64	207	123	84	279
%V	*8.5%*	*8.1%*	*8.4%*	*8.8%*	*7.7%*	*8.4%*	*6.8%*	*9.3%*
%H		*92.9%*	*43.2%*	*20.6%*	*66.8%*	*39.7%*	*27.1%*	*90.0%*
25 - 34	607	580	289	129	414	252	161	525
%V	*16.6%*	*16.3%*	*18.1%*	*17.8%*	*15.4%*	*17.3%*	*13.0%*	*17.6%*
%H		*95.6%*	*47.6%*	*21.3%*	*68.2%*	*41.5%*	*26.5%*	*86.5%*
35 - 44	599	581	300	135	403	254	150	531
%V	*16.3%*	*16.4%*	*18.8%*	*18.6%*	*15.0%*	*17.4%*	*12.2%*	*17.8%*
%H		*97.0%*	*50.1%*	*22.5%*	*67.3%*	*42.4%*	*25.0%*	*88.6%*
45 - 54	654	638	302	150	487	295	192	575
%V	*17.8%*	*18.0%*	*18.9%*	*20.7%*	*18.1%*	*20.2%*	*15.6%*	*19.3%*
%H		*97.6%*	*46.2%*	*22.9%*	*74.5%*	*45.1%*	*29.4%*	*87.9%*
55 - 64	536	524	215	100	421	209	212	438
%V	*14.6%*	*14.8%*	*13.4%*	*13.8%*	*15.6%*	*14.3%*	*17.2%*	*14.7%*
%H		*97.8%*	*40.1%*	*18.7%*	*78.5%*	*39.0%*	*39.6%*	*81.7%*
65+	736	723	256	98	594	220	373	434
%V	*20.1%*	*20.4%*	*16.0%*	*13.5%*	*22.1%*	*15.1%*	*30.2%*	*14.5%*
%H		*98.2%*	*34.8%*	*13.3%*	*80.7%*	*29.9%*	*50.7%*	*59.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3664	3551	1599	725	2691	1457	1234	2987
%H		*96.9%*	*43.6%*	*19.8%*	*73.4%*	*39.8%*	*33.7%*	*81.5%*
AB	958	940	458	164	713	389	324	899
%V	*26.1%*	*26.5%*	*28.6%*	*22.6%*	*26.5%*	*26.7%*	*26.3%*	*30.1%*
%H		*98.1%*	*47.8%*	*17.1%*	*74.4%*	*40.6%*	*33.8%*	*93.8%*
C1	932	901	400	185	676	365	311	833
%V	*25.4%*	*25.4%*	*25.0%*	*25.5%*	*25.1%*	*25.1%*	*25.2%*	*27.9%*
%H		*96.7%*	*42.9%*	*19.8%*	*72.5%*	*39.2%*	*33.4%*	*89.4%*
C2	919	902	405	211	699	411	288	733
%V	*25.1%*	*25.4%*	*25.3%*	*29.1%*	*26.0%*	*28.2%*	*23.3%*	*24.5%*
%H		*98.2%*	*44.1%*	*23.0%*	*76.1%*	*44.7%*	*31.3%*	*79.8%*
D	580	554	253	118	407	220	187	400
%V	*15.8%*	*15.6%*	*15.8%*	*16.3%*	*15.1%*	*15.1%*	*15.2%*	*13.4%*
%H		*95.5%*	*43.6%*	*20.3%*	*70.2%*	*37.9%*	*32.2%*	*69.0%*
E	275	255	84	46	196	72	124	123
%V	*7.5%*	*7.2%*	*5.3%*	*6.3%*	*7.3%*	*4.9%*	*10.0%*	*4.1%*
%H		*92.7%*	*30.5%*	*16.7%*	*71.3%*	*26.2%*	*45.1%*	*44.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3664	3551	1599	725	2691	1457	1234	2987
%H		*96.9%*	*43.6%*	*19.8%*	*73.4%*	*39.8%*	*33.7%*	*81.5%*
Working full time	2097	2051	1026	458	1520	940	580	1892
%V	*57.2%*	*57.8%*	*64.2%*	*63.2%*	*56.5%*	*64.5%*	*47.0%*	*63.3%*
%H		*97.8%*	*48.9%*	*21.8%*	*72.5%*	*44.8%*	*27.7%*	*90.2%*
Working part time	189	179	77	33	129	62	68	157
%V	*5.2%*	*5.0%*	*4.8%*	*4.6%*	*4.8%*	*4.3%*	*5.5%*	*5.3%*
%H		*94.7%*	*40.7%*	*17.5%*	*68.3%*	*32.8%*	*36.0%*	*83.1%*
Not working	1378	1321	496	235	1042	456	586	939
%V	*37.6%*	*37.2%*	*31.0%*	*32.4%*	*38.7%*	*31.3%*	*47.5%*	*31.4%*
%H		*95.9%*	*36.0%*	*17.1%*	*75.6%*	*33.1%*	*42.5%*	*68.1%*
Housewife/Houseperson	813	769	275	132	579	225	354	512
%V	*22.2%*	*21.7%*	*17.2%*	*18.2%*	*21.5%*	*15.4%*	*28.7%*	*17.1%*
%H		*94.6%*	*33.8%*	*16.2%*	*71.2%*	*27.7%*	*43.5%*	*63.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.28: Females - 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 Females (16+)	3848	3760	1601	744	2920	1476	1445	3007
%H		*97.7%*	*41.6%*	*19.3%*	*75.9%*	*38.4%*	*37.6%*	*78.1%*
16 - 19	238	230	119	50	168	107	61	216
%V	*6.2%*	*6.1%*	*7.4%*	*6.7%*	*5.8%*	*7.2%*	*4.2%*	*7.2%*
%H		*96.6%*	*50.0%*	*21.0%*	*70.6%*	*45.0%*	*25.6%*	*90.8%*
20 - 24	300	284	123	65	223	122	101	251
%V	*7.8%*	*7.6%*	*7.7%*	*8.7%*	*7.6%*	*8.3%*	*7.0%*	*8.3%*
%H		*94.7%*	*41.0%*	*21.7%*	*74.3%*	*40.7%*	*33.7%*	*83.7%*
25 - 34	609	590	291	133	408	243	165	511
%V	*15.8%*	*15.7%*	*18.2%*	*17.9%*	*14.0%*	*16.5%*	*11.4%*	*17.0%*
%H		*96.9%*	*47.8%*	*21.8%*	*67.0%*	*39.9%*	*27.1%*	*83.9%*
35 - 44	623	607	303	153	431	272	159	568
%V	*16.2%*	*16.1%*	*18.9%*	*20.6%*	*14.8%*	*18.4%*	*11.0%*	*18.9%*
%H		*97.4%*	*48.6%*	*24.6%*	*69.2%*	*43.7%*	*25.5%*	*91.2%*
45 - 54	666	656	308	142	511	298	213	596
%V	*17.3%*	*17.4%*	*19.2%*	*19.1%*	*17.5%*	*20.2%*	*14.7%*	*19.8%*
%H		*98.5%*	*46.2%*	*21.3%*	*76.7%*	*44.7%*	*32.0%*	*89.5%*
55 - 64	542	535	221	103	437	220	217	453
%V	*14.1%*	*14.2%*	*13.8%*	*13.8%*	*15.0%*	*14.9%*	*15.0%*	*15.1%*
%H		*98.7%*	*40.8%*	*19.0%*	*80.6%*	*40.6%*	*40.0%*	*83.6%*
65+	870	857	236	99	742	213	529	412
%V	*22.6%*	*22.8%*	*14.7%*	*13.3%*	*25.4%*	*14.4%*	*36.6%*	*13.7%*
%H		*98.5%*	*27.1%*	*11.4%*	*85.3%*	*24.5%*	*60.8%*	*47.4%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3848	3760	1601	744	2920	1476	1445	3007
%H		*97.7%*	*41.6%*	*19.3%*	*75.9%*	*38.4%*	*37.6%*	*78.1%*
AB	960	946	444	158	733	381	352	880
%V	*24.9%*	*25.2%*	*27.7%*	*21.2%*	*25.1%*	*25.8%*	*24.4%*	*29.3%*
%H		*98.5%*	*46.3%*	*16.5%*	*76.4%*	*39.7%*	*36.7%*	*91.7%*
C1	1058	1032	415	220	796	394	402	908
%V	*27.5%*	*27.4%*	*25.9%*	*29.6%*	*27.3%*	*26.7%*	*27.8%*	*30.2%*
%H		*97.5%*	*39.2%*	*20.8%*	*75.2%*	*37.2%*	*38.0%*	*85.8%*
C2	796	786	356	175	627	362	265	649
%V	*20.7%*	*20.9%*	*22.2%*	*23.5%*	*21.5%*	*24.5%*	*18.3%*	*21.6%*
%H		*98.7%*	*44.7%*	*22.0%*	*78.8%*	*45.5%*	*33.3%*	*81.5%*
D	600	582	252	123	444	231	213	402
%V	*15.6%*	*15.5%*	*15.7%*	*16.5%*	*15.2%*	*15.7%*	*14.7%*	*13.4%*
%H		*97.0%*	*42.0%*	*20.5%*	*74.0%*	*38.5%*	*35.5%*	*67.0%*
E	433	414	134	69	321	108	213	168
%V	*11.3%*	*11.0%*	*8.4%*	*9.3%*	*11.0%*	*7.3%*	*14.7%*	*5.6%*
%H		*95.6%*	*30.9%*	*15.9%*	*74.1%*	*24.9%*	*49.2%*	*38.8%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Midlands

Individual level data

Table 2.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3848	3760	1601	744	2920	1476	1445	3007
%H		*97.7%*	*41.6%*	*19.3%*	*75.9%*	*38.4%*	*37.6%*	*78.1%*
Working full time	1228	1204	570	273	905	534	371	1120
%V	*31.9%*	*32.0%*	*35.6%*	*36.7%*	*31.0%*	*36.2%*	*25.7%*	*37.2%*
%H		*98.0%*	*46.4%*	*22.2%*	*73.7%*	*43.5%*	*30.2%*	*91.2%*
Working part time	653	646	309	143	492	290	202	589
%V	*17.0%*	*17.2%*	*19.3%*	*19.2%*	*16.8%*	*19.6%*	*14.0%*	*19.6%*
%H		*98.9%*	*47.3%*	*21.9%*	*75.3%*	*44.4%*	*30.9%*	*90.2%*
Not working	1967	1910	721	328	1523	652	872	1298
%V	*51.1%*	*50.8%*	*45.0%*	*44.1%*	*52.2%*	*44.2%*	*60.3%*	*43.2%*
%H		*97.1%*	*36.7%*	*16.7%*	*77.4%*	*33.1%*	*44.3%*	*66.0%*
Housewife/Houseperson	3122	3051	1242	590	2385	1146	1239	2372
%V	*81.1%*	*81.1%*	*77.6%*	*79.3%*	*81.7%*	*77.6%*	*85.7%*	*78.9%*
%H		*97.7%*	*39.8%*	*18.9%*	*76.4%*	*36.7%*	*39.7%*	*76.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household

Table 3.1: Social Grade 60
Table 3.2: Housewife Age 61
Table 3.3: Size of Household 62
Table 3.4: Presence of Children 63
Table 3.5: Number of TV sets in household 64
Table 3.6: Screen size 65
Table 3.7: Location of ANY set in household 66
Table 3.8: Recorders 67
Table 3.9: Recorders and other equipment 68
Table 3.10: Computers and Internet 69

Sets

Table 3.11: Screen Size 70
Table 3.12: Location of set 71
Table 3.13: Recorders 72
Table 3.14: Other TV equipment 72
Table 3.15: Main Set Screen Size 73
Table 3.16: Main Set Recorders 74
Table 3.17: Main Set - Other TV equipment 74
Table 3.18: Other Sets (non-Main Set) Screen Size 75
Table 3.19: Other Set (non-Main Set) Recorders 76
Table 3.20: Other Set (non-Main Set) - Other TV equipment 76

Individuals

Table 3.21: Age of Children 77
Table 3.22: Adults - Age 78
Table 3.23: Social Grade (Adults 16+) 79
Table 3.24: Working Status (Adults 16+) 80
Table 3.25: Males - Age 81
Table 3.26: Social Grade (Males 16+) 82
Table 3.27: Working Status (Males 16+) 83
Table 3.28: Females - Age 84
Table 3.29: Social Grade (Females 16+) 85
Table 3.30: Working Status (Females 16+) 86

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
AB	596	583	277	94	445	231	214	545
%V	*20.0%*	*20.1%*	*23.1%*	*19.1%*	*19.5%*	*21.5%*	*17.7%*	*25.4%*
%H (All HH)		*97.8%*	*46.5%*	*15.8%*	*74.7%*	*38.8%*	*35.9%*	*91.4%*
%H (TV HH)			*47.5%*	*16.1%*	*76.3%*	*39.6%*	*36.7%*	
C1	817	794	359	137	614	317	298	660
%V	*27.4%*	*27.4%*	*29.9%*	*27.8%*	*26.9%*	*29.5%*	*24.6%*	*30.7%*
%H (All HH)		*97.2%*	*43.9%*	*16.8%*	*75.2%*	*38.8%*	*36.5%*	*80.8%*
%H (TV HH)			*45.2%*	*17.3%*	*77.3%*	*39.9%*	*37.5%*	
C2	629	613	274	116	481	254	226	466
%V	*21.1%*	*21.2%*	*22.8%*	*23.5%*	*21.1%*	*23.7%*	*18.7%*	*21.7%*
%H (All HH)		*97.5%*	*43.6%*	*18.4%*	*76.5%*	*40.4%*	*35.9%*	*74.1%*
%H (TV HH)			*44.7%*	*18.9%*	*78.5%*	*41.4%*	*36.9%*	
D	455	441	156	86	354	154	200	299
%V	*15.2%*	*15.2%*	*13.0%*	*17.4%*	*15.5%*	*14.4%*	*16.5%*	*13.9%*
%H (All HH)		*96.9%*	*34.3%*	*18.9%*	*77.8%*	*33.8%*	*44.0%*	*65.7%*
%H (TV HH)			*35.4%*	*19.5%*	*80.3%*	*34.9%*	*45.4%*	
E	490	464	136	60	387	117	270	176
%V	*16.4%*	*16.0%*	*11.3%*	*12.2%*	*17.0%*	*10.9%*	*22.3%*	*8.2%*
%H (All HH)		*94.7%*	*27.8%*	*12.2%*	*79.0%*	*23.9%*	*55.1%*	*35.9%*
%H (TV HH)			*29.3%*	*12.9%*	*83.4%*	*25.2%*	*58.2%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV North West

Household level data

Table 3.2: 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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Under 25	136	124	42	20	93	35	58	89
%V	*4.6%*	*4.3%*	*3.5%*	*4.1%*	*4.1%*	*3.3%*	*4.8%*	*4.1%*
%H (All HH)		*91.2%*	*30.9%*	*14.7%*	*68.4%*	*25.7%*	*42.6%*	*65.4%*
%H (TV HH)			*33.9%*	*16.1%*	*75.0%*	*28.2%*	*46.8%*	
25 - 34	467	445	225	80	322	180	142	392
%V	*15.6%*	*15.4%*	*18.7%*	*16.2%*	*14.1%*	*16.8%*	*11.7%*	*18.3%*
%H (All HH)		*95.3%*	*48.2%*	*17.1%*	*69.0%*	*38.5%*	*30.4%*	*83.9%*
%H (TV HH)			*50.6%*	*18.0%*	*72.4%*	*40.4%*	*31.9%*	
35 - 44	526	510	261	101	362	210	152	461
%V	*17.6%*	*17.6%*	*21.7%*	*20.5%*	*15.9%*	*19.6%*	*12.6%*	*21.5%*
%H (All HH)		*97.0%*	*49.6%*	*19.2%*	*68.8%*	*39.9%*	*28.9%*	*87.6%*
%H (TV HH)			*51.2%*	*19.8%*	*71.0%*	*41.2%*	*29.8%*	
45 - 54	594	577	263	122	458	261	197	498
%V	*19.9%*	*19.9%*	*21.9%*	*24.7%*	*20.1%*	*24.3%*	*16.3%*	*23.2%*
%H (All HH)		*97.1%*	*44.3%*	*20.5%*	*77.1%*	*43.9%*	*33.2%*	*83.8%*
%H (TV HH)			*45.6%*	*21.1%*	*79.4%*	*45.2%*	*34.1%*	
55 - 64	489	474	195	84	375	180	196	365
%V	*16.4%*	*16.4%*	*16.2%*	*17.0%*	*16.4%*	*16.8%*	*16.2%*	*17.0%*
%H (All HH)		*96.9%*	*39.9%*	*17.2%*	*76.7%*	*36.8%*	*40.1%*	*74.6%*
%H (TV HH)			*41.1%*	*17.7%*	*79.1%*	*38.0%*	*41.4%*	
65 +	775	764	215	86	671	206	465	342
%V	*25.9%*	*26.4%*	*17.9%*	*17.4%*	*29.4%*	*19.2%*	*38.5%*	*15.9%*
%H (All HH)		*98.6%*	*27.7%*	*11.1%*	*86.6%*	*26.6%*	*60.0%*	*44.1%*
%H (TV HH)			*28.1%*	*11.3%*	*87.8%*	*27.0%*	*60.9%*	

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

DATA PERIOD: ANNUAL
October 2012 - September 2013

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
1	968	918	241	105	774	208	566	450
%V	*32.4%*	*31.7%*	*20.1%*	*21.3%*	*33.9%*	*19.4%*	*46.8%*	*21.0%*
%H (All HH)		*94.8%*	*24.9%*	*10.8%*	*80.0%*	*21.5%*	*58.5%*	*46.5%*
%H (TV HH)			*26.3%*	*11.4%*	*84.3%*	*22.7%*	*61.7%*	
2	980	958	416	166	751	371	380	756
%V	*32.8%*	*33.1%*	*34.6%*	*33.7%*	*32.9%*	*34.6%*	*31.4%*	*35.2%*
%H (All HH)		*97.8%*	*42.4%*	*16.9%*	*76.6%*	*37.9%*	*38.8%*	*77.1%*
%H (TV HH)			*43.4%*	*17.3%*	*78.4%*	*38.7%*	*39.7%*	
3	474	464	235	99	344	211	133	421
%V	*15.9%*	*16.0%*	*19.6%*	*20.1%*	*15.1%*	*19.7%*	*11.0%*	*19.6%*
%H (All HH)		*97.9%*	*49.6%*	*20.9%*	*72.6%*	*44.5%*	*28.1%*	*88.8%*
%H (TV HH)			*50.6%*	*21.3%*	*74.1%*	*45.5%*	*28.7%*	
4	373	366	202	80	278	191	87	343
%V	*12.5%*	*12.6%*	*16.8%*	*16.2%*	*12.2%*	*17.8%*	*7.2%*	*16.0%*
%H (All HH)		*98.1%*	*54.2%*	*21.4%*	*74.5%*	*51.2%*	*23.3%*	*92.0%*
%H (TV HH)			*55.2%*	*21.9%*	*76.0%*	*52.2%*	*23.8%*	
5+	191	189	107	44	135	93	42	177
%V	*6.4%*	*6.5%*	*8.9%*	*8.9%*	*5.9%*	*8.7%*	*3.5%*	*8.2%*
%H (All HH)		*99.0%*	*56.0%*	*23.0%*	*70.7%*	*48.7%*	*22.0%*	*92.7%*
%H (TV HH)			*56.6%*	*23.3%*	*71.4%*	*49.2%*	*22.2%*	
Average HH size	2.30	2.32	2.64	2.61	2.26	2.66	1.90	2.59

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
October 2012 - September 2013

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Without	2219	2140	792	343	1736	730	1006	1477
%V	*74.3%*	*73.9%*	*65.9%*	*69.6%*	*76.1%*	*68.0%*	*83.2%*	*68.8%*
%H (All HH)		*96.4%*	*35.7%*	*15.5%*	*78.2%*	*32.9%*	*45.3%*	*66.6%*
%H (TV HH)			*37.0%*	*16.0%*	*81.1%*	*34.1%*	*47.0%*	
With	769	754	409	150	545	343	203	670
%V	*25.7%*	*26.1%*	*34.1%*	*30.4%*	*23.9%*	*32.0%*	*16.8%*	*31.2%*
%H (All HH)		*98.0%*	*53.2%*	*19.5%*	*70.9%*	*44.6%*	*26.4%*	*87.1%*
%H (TV HH)			*54.2%*	*19.9%*	*72.3%*	*45.5%*	*26.9%*	
0 - 3	295	287	153	51	198	114	84	240
%V	*9.9%*	*9.9%*	*12.7%*	*10.3%*	*8.7%*	*10.6%*	*6.9%*	*11.2%*
%H (All HH)		*97.3%*	*51.9%*	*17.3%*	*67.1%*	*38.6%*	*28.5%*	*81.4%*
%H (TV HH)			*53.3%*	*17.8%*	*69.0%*	*39.7%*	*29.3%*	
4 - 9	372	366	205	74	260	169	91	329
%V	*12.5%*	*12.6%*	*17.1%*	*15.0%*	*11.4%*	*15.8%*	*7.5%*	*15.3%*
%H (All HH)		*98.4%*	*55.1%*	*19.9%*	*69.9%*	*45.4%*	*24.5%*	*88.4%*
%H (TV HH)			*56.0%*	*20.2%*	*71.0%*	*46.2%*	*24.9%*	
10 - 15	357	351	193	76	258	171	87	325
%V	*12.0%*	*12.1%*	*16.1%*	*15.4%*	*11.3%*	*15.9%*	*7.2%*	*15.1%*
%H (All HH)		*98.3%*	*54.1%*	*21.3%*	*72.3%*	*47.9%*	*24.4%*	*91.0%*
%H (TV HH)			*55.0%*	*21.7%*	*73.5%*	*48.7%*	*24.8%*	

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

DATA PERIOD: ANNUAL
October 2012 - September 2013

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
1	1136	1136	358	146	836	214	622	664
%V	*38.0%*	*39.3%*	*29.8%*	*29.6%*	*36.6%*	*19.9%*	*51.4%*	*30.9%*
%H (All HH)		*100.0%*	*31.5%*	*12.9%*	*73.6%*	*18.8%*	*54.8%*	*58.5%*
%H (TV HH)			*31.5%*	*12.9%*	*73.6%*	*18.8%*	*54.8%*	
2	1013	1013	440	189	814	422	392	759
%V	*33.9%*	*35.0%*	*36.6%*	*38.3%*	*35.7%*	*39.3%*	*32.4%*	*35.4%*
%H (All HH)		*100.0%*	*43.4%*	*18.7%*	*80.4%*	*41.7%*	*38.7%*	*74.9%*
%H (TV HH)			*43.4%*	*18.7%*	*80.4%*	*41.7%*	*38.7%*	
3	453	453	231	87	378	240	139	392
%V	*15.2%*	*15.7%*	*19.2%*	*17.6%*	*16.6%*	*22.4%*	*11.5%*	*18.3%*
%H (All HH)		*100.0%*	*51.0%*	*19.2%*	*83.4%*	*53.0%*	*30.7%*	*86.5%*
%H (TV HH)			*51.0%*	*19.2%*	*83.4%*	*53.0%*	*30.7%*	
4	195	195	116	45	169	129	40	186
%V	*6.5%*	*6.7%*	*9.7%*	*9.1%*	*7.4%*	*12.0%*	*3.3%*	*8.7%*
%H (All HH)		*100.0%*	*59.5%*	*23.1%*	*86.7%*	*66.2%*	*20.5%*	*95.4%*
%H (TV HH)			*59.5%*	*23.1%*	*86.7%*	*66.2%*	*20.5%*	
5+	97	97	57	26	84	68	16	95
%V	*3.2%*	*3.4%*	*4.7%*	*5.3%*	*3.7%*	*6.3%*	*1.3%*	*4.4%*
%H (All HH)		*100.0%*	*58.8%*	*26.8%*	*86.6%*	*70.1%*	*16.5%*	*97.9%*
%H (TV HH)			*58.8%*	*26.8%*	*86.6%*	*70.1%*	*16.5%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Household level data

Table 3.6: 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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Under 20"	603	603	249	99	542	279	263	455
%V	*20.2%*	*20.8%*	*20.7%*	*20.1%*	*23.8%*	*26.0%*	*21.8%*	*21.2%*
%H (All HH)		*100.0%*	*41.3%*	*16.4%*	*89.9%*	*46.3%*	*43.6%*	*75.5%*
%H (TV HH)			*41.3%*	*16.4%*	*89.9%*	*46.3%*	*43.6%*	
20" - 29"	1038	1038	413	172	881	419	462	739
%V	*34.8%*	*35.9%*	*34.4%*	*34.9%*	*38.6%*	*39.0%*	*38.2%*	*34.4%*
%H (All HH)		*100.0%*	*39.8%*	*16.6%*	*84.9%*	*40.4%*	*44.5%*	*71.2%*
%H (TV HH)			*39.8%*	*16.6%*	*84.9%*	*40.4%*	*44.5%*	
30" - 39"	1603	1603	666	297	1303	649	653	1197
%V	*53.7%*	*55.4%*	*55.5%*	*60.2%*	*57.1%*	*60.5%*	*54.0%*	*55.8%*
%H (All HH)		*100.0%*	*41.5%*	*18.5%*	*81.3%*	*40.5%*	*40.7%*	*74.7%*
%H (TV HH)			*41.5%*	*18.5%*	*81.3%*	*40.5%*	*40.7%*	
40" and over	1165	1165	628	244	854	550	303	998
%V	*39.0%*	*40.3%*	*52.3%*	*49.5%*	*37.4%*	*51.3%*	*25.1%*	*46.5%*
%H (All HH)		*100.0%*	*53.9%*	*20.9%*	*73.3%*	*47.2%*	*26.0%*	*85.7%*
%H (TV HH)			*53.9%*	*20.9%*	*73.3%*	*47.2%*	*26.0%*	

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

October 2012 - September 2013

ITV North West

Household level data

Table 3.7: 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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Main living room	2861	2861	1191	492	2263	1067	1195	2072
%V	*95.8%*	*98.9%*	*99.2%*	*99.8%*	*99.2%*	*99.4%*	*98.8%*	*96.5%*
%H (All HH)		*100.0%*	*41.6%*	*17.2%*	*79.1%*	*37.3%*	*41.8%*	*72.4%*
%H (TV HH)			*41.6%*	*17.2%*	*79.1%*	*37.3%*	*41.8%*	
Kitchen	262	262	129	38	229	133	96	218
%V	*8.8%*	*9.1%*	*10.7%*	*7.7%*	*10.0%*	*12.4%*	*7.9%*	*10.2%*
%H (All HH)		*100.0%*	*49.2%*	*14.5%*	*87.4%*	*50.8%*	*36.6%*	*83.2%*
%H (TV HH)			*49.2%*	*14.5%*	*87.4%*	*50.8%*	*36.6%*	
Adult's bedroom	1250	1250	603	261	1039	636	402	1026
%V	*41.8%*	*43.2%*	*50.2%*	*52.9%*	*45.5%*	*59.3%*	*33.3%*	*47.8%*
%H (All HH)		*100.0%*	*48.2%*	*20.9%*	*83.1%*	*50.9%*	*32.2%*	*82.1%*
%H (TV HH)			*48.2%*	*20.9%*	*83.1%*	*50.9%*	*32.2%*	
Child's bedroom	219	219	117	55	188	136	52	203
%V	*7.3%*	*7.6%*	*9.7%*	*11.2%*	*8.2%*	*12.7%*	*4.3%*	*9.5%*
%H (All HH)		*100.0%*	*53.4%*	*25.1%*	*85.8%*	*62.1%*	*23.7%*	*92.7%*
%H (TV HH)			*53.4%*	*25.1%*	*85.8%*	*62.1%*	*23.7%*	
Other bedroom	128	128	66	29	111	77	35	114
%V	*4.3%*	*4.4%*	*5.5%*	*5.9%*	*4.9%*	*7.2%*	*2.9%*	*5.3%*
%H (All HH)		*100.0%*	*51.6%*	*22.7%*	*86.7%*	*60.2%*	*27.3%*	*89.1%*
%H (TV HH)			*51.6%*	*22.7%*	*86.7%*	*60.2%*	*27.3%*	
Second living/dining room	316	316	162	53	269	163	105	269
%V	*10.6%*	*10.9%*	*13.5%*	*10.8%*	*11.8%*	*15.2%*	*8.7%*	*12.5%*
%H (All HH)		*100.0%*	*51.3%*	*16.8%*	*85.1%*	*51.6%*	*33.2%*	*85.1%*
%H (TV HH)			*51.3%*	*16.8%*	*85.1%*	*51.6%*	*33.2%*	
Study/office	32	32	19	7	25	19	7	30
%V	*1.1%*	*1.1%*	*1.6%*	*1.4%*	*1.1%*	*1.8%*	*0.6%*	*1.4%*
%H (All HH)		*100.0%*	*59.4%*	*21.9%*	*78.1%*	*59.4%*	*21.9%*	*93.8%*
%H (TV HH)			*59.4%*	*21.9%*	*78.1%*	*59.4%*	*21.9%*	
TV room	13	13	8	2	10	7	3	12
%V	*0.4%*	*0.4%*	*0.7%*	*0.4%*	*0.4%*	*0.7%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*76.9%*	*53.8%*	*23.1%*	*92.3%*
%H (TV HH)			*61.5%*	*15.4%*	*76.9%*	*53.8%*	*23.1%*	
Conservatory	71	71	38	15	64	44	19	65
%V	*2.4%*	*2.5%*	*3.2%*	*3.0%*	*2.8%*	*4.1%*	*1.6%*	*3.0%*
%H (All HH)		*100.0%*	*53.5%*	*21.1%*	*90.1%*	*62.0%*	*26.8%*	*91.5%*
%H (TV HH)			*53.5%*	*21.1%*	*90.1%*	*62.0%*	*26.8%*	
Attic or loft room	4	4	2	1	4	2	2	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	
No specific location	5	5	2	2	4	3	1	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*80.0%*	*60.0%*	*20.0%*	*80.0%*
%H (TV HH)			*40.0%*	*40.0%*	*80.0%*	*60.0%*	*20.0%*	
Other	15	15	9	2	11	7	4	13
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*60.0%*	*13.3%*	*73.3%*	*46.7%*	*26.7%*	*86.7%*
%H (TV HH)			*60.0%*	*13.3%*	*73.3%*	*46.7%*	*26.7%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Household level data

Table 3.8: Recorders

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Any DSAT provider	1201	1201	1201	24	776	776	0	1023
%V	*40.2%*	*41.5%*	*100.0%*	*4.9%*	*34.0%*	*72.3%*	*0.0%*	*47.6%*
%H (All HH)			*100.0%*	*2.0%*	*64.6%*	*64.6%*	*0.0%*	*85.2%*
%H (TV HH)			*100.0%*	*2.0%*	*64.6%*	*64.6%*	*0.0%*	
Sky with subcription	1045	1045	1045	16	669	669	0	915
%V	*35.0%*	*36.1%*	*87.0%*	*3.2%*	*29.3%*	*62.3%*	*0.0%*	*42.6%*
%H (All HH)			*100.0%*	*1.5%*	*64.0%*	*64.0%*	*0.0%*	*87.6%*
%H (TV HH)			*100.0%*	*1.5%*	*64.0%*	*64.0%*	*0.0%*	
Sky without subscription	73	73	73	5	47	47	0	43
%V	*2.4%*	*2.5%*	*6.1%*	*1.0%*	*2.1%*	*4.4%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*6.8%*	*64.4%*	*64.4%*	*0.0%*	*58.9%*
%H (TV HH)			*100.0%*	*6.8%*	*64.4%*	*64.4%*	*0.0%*	
Freesat	79	79	79	3	60	60	0	62
%V	*2.6%*	*2.7%*	*6.6%*	*0.6%*	*2.6%*	*5.6%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*3.8%*	*75.9%*	*75.9%*	*0.0%*	*78.5%*
%H (TV HH)			*100.0%*	*3.8%*	*75.9%*	*75.9%*	*0.0%*	
Other satellite provider	14	14	14	0	7	7	0	11
%V	*0.5%*	*0.5%*	*1.2%*	*0.0%*	*0.3%*	*0.7%*	*0.0%*	*0.5%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*78.6%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	493	493	24	493	313	313	0	423
%V	*16.5%*	*17.0%*	*2.0%*	*100.0%*	*13.7%*	*29.2%*	*0.0%*	*19.7%*
%H (All HH)			*4.9%*	*100.0%*	*63.5%*	*63.5%*	*0.0%*	*85.8%*
%H (TV HH)			*4.9%*	*100.0%*	*63.5%*	*63.5%*	*0.0%*	
DTT	2282	2282	776	313	2282	1073	1209	1593
%V	*76.4%*	*78.9%*	*64.6%*	*63.5%*	*100.0%*	*100.0%*	*100.0%*	*74.2%*
%H (All HH)		*100.0%*	*34.0%*	*13.7%*	*100.0%*	*47.0%*	*53.0%*	*69.8%*
%H (TV HH)			*34.0%*	*13.7%*	*100.0%*	*47.0%*	*53.0%*	

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

October 2012 - September 2013

ITV North West

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	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
PVR	1691	1691	1021	340	1211	864	347	1460
%V	*56.6%*	*58.4%*	*85.0%*	*69.0%*	*53.1%*	*80.5%*	*28.7%*	*68.0%*
%H (All HH)		*100.0%*	*60.4%*	*20.1%*	*71.6%*	*51.1%*	*20.5%*	*86.3%*
%H (TV HH)			*60.4%*	*20.1%*	*71.6%*	*51.1%*	*20.5%*	
DVDR	98	98	41	22	84	47	37	81
%V	*3.3%*	*3.4%*	*3.4%*	*4.5%*	*3.7%*	*4.4%*	*3.1%*	*3.8%*
%H (All HH)		*100.0%*	*41.8%*	*22.4%*	*85.7%*	*48.0%*	*37.8%*	*82.7%*
%H (TV HH)			*41.8%*	*22.4%*	*85.7%*	*48.0%*	*37.8%*	
VCR	60	60	25	7	49	21	28	36
%V	*2.0%*	*2.1%*	*2.1%*	*1.4%*	*2.1%*	*2.0%*	*2.3%*	*1.7%*
%H (All HH)		*100.0%*	*41.7%*	*11.7%*	*81.7%*	*35.0%*	*46.7%*	*60.0%*
%H (TV HH)			*41.7%*	*11.7%*	*81.7%*	*35.0%*	*46.7%*	
Any recorder	1760	1760	1036	352	1269	879	390	1501
%V	*58.9%*	*60.8%*	*86.3%*	*71.4%*	*55.6%*	*81.9%*	*32.3%*	*69.9%*
%H (All HH)		*100.0%*	*58.9%*	*20.0%*	*72.1%*	*49.9%*	*22.2%*	*85.3%*
%H (TV HH)			*58.9%*	*20.0%*	*72.1%*	*49.9%*	*22.2%*	
Receives HDTV (via STB or built-in reception)	1444	1444	777	361	1053	728	325	1244
%V	*48.3%*	*49.9%*	*64.7%*	*73.2%*	*46.1%*	*67.8%*	*26.9%*	*57.9%*
%H (All HH)		*100.0%*	*53.8%*	*25.0%*	*72.9%*	*50.4%*	*22.5%*	*86.1%*
%H (TV HH)			*53.8%*	*25.0%*	*72.9%*	*50.4%*	*22.5%*	
DVD/Blu-ray player or recorder	2118	2118	944	394	1650	857	793	1630
%V	*70.9%*	*73.2%*	*78.6%*	*79.9%*	*72.3%*	*79.9%*	*65.6%*	*75.9%*
%H (All HH)		*100.0%*	*44.6%*	*18.6%*	*77.9%*	*40.5%*	*37.4%*	*77.0%*
%H (TV HH)			*44.6%*	*18.6%*	*77.9%*	*40.5%*	*37.4%*	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Household level data

Table 3.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2987	2894	1201	493	2282	1073	1209	2147
%H (All HH)		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*
%H (TV HH)			*41.5%*	*17.0%*	*78.9%*	*37.1%*	*41.8%*	
Has broadband internet	2147	2096	1023	423	1593	934	660	2147
%V	*71.9%*	*72.4%*	*85.2%*	*85.8%*	*69.8%*	*87.0%*	*54.6%*	*100.0%*
%H (All HH)		*97.6%*	*47.6%*	*19.7%*	*74.2%*	*43.5%*	*30.7%*	*100.0%*
%H (TV HH)			*48.8%*	*20.2%*	*76.0%*	*44.6%*	*31.5%*	
Number of computers (PCs and laptops)								
0	744	708	162	62	602	119	483	36
%V	*24.9%*	*24.5%*	*13.5%*	*12.6%*	*26.4%*	*11.1%*	*40.0%*	*1.7%*
%H (All HH)		*95.2%*	*21.8%*	*8.3%*	*80.9%*	*16.0%*	*64.9%*	*4.8%*
%H (TV HH)			*22.9%*	*8.8%*	*85.0%*	*16.8%*	*68.2%*	
1	1205	1168	510	215	905	459	446	1100
%V	*40.3%*	*40.4%*	*42.5%*	*43.6%*	*39.7%*	*42.8%*	*36.9%*	*51.2%*
%H (All HH)		*96.9%*	*42.3%*	*17.8%*	*75.1%*	*38.1%*	*37.0%*	*91.3%*
%H (TV HH)			*43.7%*	*18.4%*	*77.5%*	*39.3%*	*38.2%*	
2	543	533	267	105	404	241	163	523
%V	*18.2%*	*18.4%*	*22.2%*	*21.3%*	*17.7%*	*22.5%*	*13.5%*	*24.4%*
%H (All HH)		*98.2%*	*49.2%*	*19.3%*	*74.4%*	*44.4%*	*30.0%*	*96.3%*
%H (TV HH)			*50.1%*	*19.7%*	*75.8%*	*45.2%*	*30.6%*	
3	267	263	138	59	204	137	68	264
%V	*8.9%*	*9.1%*	*11.5%*	*12.0%*	*8.9%*	*12.8%*	*5.6%*	*12.3%*
%H (All HH)		*98.5%*	*51.7%*	*22.1%*	*76.4%*	*51.3%*	*25.5%*	*98.9%*
%H (TV HH)			*52.5%*	*22.4%*	*77.6%*	*52.1%*	*25.9%*	
4	118	117	64	27	85	58	27	117
%V	*4.0%*	*4.0%*	*5.3%*	*5.5%*	*3.7%*	*5.4%*	*2.2%*	*5.4%*
%H (All HH)		*99.2%*	*54.2%*	*22.9%*	*72.0%*	*49.2%*	*22.9%*	*99.2%*
%H (TV HH)			*54.7%*	*23.1%*	*72.6%*	*49.6%*	*23.1%*	
5+	109	105	61	25	81	59	22	108
%V	*3.6%*	*3.6%*	*5.1%*	*5.1%*	*3.5%*	*5.5%*	*1.8%*	*5.0%*
%H (All HH)		*96.3%*	*56.0%*	*22.9%*	*74.3%*	*54.1%*	*20.2%*	*99.1%*
%H (TV HH)			*58.1%*	*23.8%*	*77.1%*	*56.2%*	*21.0%*	

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

October 2012 - September 2013

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5833	2705	1106	4737	2671	2067	4621
%H		*46.4%*	*19.0%*	*81.2%*	*45.8%*	*35.4%*	*79.2%*
Under 20"	777	336	131	701	382	319	604
%V	*13.3%*	*12.4%*	*11.8%*	*14.8%*	*14.3%*	*15.4%*	*13.1%*
%H		*43.2%*	*16.9%*	*90.2%*	*49.2%*	*41.1%*	*77.7%*
20" - 29"	1312	542	229	1124	572	551	974
%V	*22.5%*	*20.0%*	*20.7%*	*23.7%*	*21.4%*	*26.7%*	*21.1%*
%H		*41.3%*	*17.5%*	*85.7%*	*43.6%*	*42.0%*	*74.2%*
30" - 39"	1912	828	366	1572	837	734	1470
%V	*32.8%*	*30.6%*	*33.1%*	*33.2%*	*31.3%*	*35.5%*	*31.8%*
%H		*43.3%*	*19.1%*	*82.2%*	*43.8%*	*38.4%*	*76.9%*
40" and over	1371	761	292	1002	671	332	1194
%V	*23.5%*	*28.1%*	*26.4%*	*21.2%*	*25.1%*	*16.1%*	*25.8%*
%H		*55.5%*	*21.3%*	*73.1%*	*48.9%*	*24.2%*	*87.1%*
Don't know	120	46	22	100	47	54	86
%V	*2.1%*	*1.7%*	*2.0%*	*2.1%*	*1.8%*	*2.6%*	*1.9%*
%H		*38.3%*	*18.3%*	*83.3%*	*39.2%*	*45.0%*	*71.7%*
Not Asked	341	192	66	238	162	77	293
%V	*5.8%*	*7.1%*	*6.0%*	*5.0%*	*6.1%*	*3.7%*	*6.3%*
%H		*56.3%*	*19.4%*	*69.8%*	*47.5%*	*22.6%*	*85.9%*

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

October 2012 - September 2013

ITV North West

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5833	2705	1106	4737	2671	2067	4621
%H		*46.4%*	*19.0%*	*81.2%*	*45.8%*	*35.4%*	*79.2%*
Main living room	2868	1194	493	2269	1071	1199	2078
%V	*49.2%*	*44.1%*	*44.6%*	*47.9%*	*40.1%*	*58.0%*	*45.0%*
%H		*41.6%*	*17.2%*	*79.1%*	*37.3%*	*41.8%*	*72.5%*
Kitchen	263	130	38	231	135	96	219
%V	*4.5%*	*4.8%*	*3.4%*	*4.9%*	*5.1%*	*4.6%*	*4.7%*
%H		*49.4%*	*14.4%*	*87.8%*	*51.3%*	*36.5%*	*83.3%*
Adult's bedroom	1473	721	324	1236	787	449	1236
%V	*25.3%*	*26.7%*	*29.3%*	*26.1%*	*29.5%*	*21.7%*	*26.7%*
%H		*48.9%*	*22.0%*	*83.9%*	*53.4%*	*30.5%*	*83.9%*
Child's bedroom	278	150	70	240	177	63	260
%V	*4.8%*	*5.5%*	*6.3%*	*5.1%*	*6.6%*	*3.0%*	*5.6%*
%H		*54.0%*	*25.2%*	*86.3%*	*63.7%*	*22.7%*	*93.5%*
Other bedroom	147	77	31	130	89	41	132
%V	*2.5%*	*2.8%*	*2.8%*	*2.7%*	*3.3%*	*2.0%*	*2.9%*
%H		*52.4%*	*21.1%*	*88.4%*	*60.5%*	*27.9%*	*89.8%*
Second living/dining room	320	164	53	273	166	106	273
%V	*5.5%*	*6.1%*	*4.8%*	*5.8%*	*6.2%*	*5.1%*	*5.9%*
%H		*51.3%*	*16.6%*	*85.3%*	*51.9%*	*33.1%*	*85.3%*
Study/office	33	19	8	26	19	7	30
%V	*0.6%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*	*0.3%*	*0.6%*
%H		*57.6%*	*24.2%*	*78.8%*	*57.6%*	*21.2%*	*90.9%*
TV room	13	8	2	10	7	3	12
%V	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*61.5%*	*15.4%*	*76.9%*	*53.8%*	*23.1%*	*92.3%*
Conservatory	71	38	15	64	44	19	65
%V	*1.2%*	*1.4%*	*1.4%*	*1.4%*	*1.6%*	*0.9%*	*1.4%*
%H		*53.5%*	*21.1%*	*90.1%*	*62.0%*	*26.8%*	*91.5%*
Attic or loft room	4	2	1	4	2	2	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
No specific location	6	3	3	5	4	1	5
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*50.0%*	*83.3%*	*66.7%*	*16.7%*	*83.3%*
Other	15	9	2	11	8	4	13
%V	*0.3%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*
%H		*60.0%*	*13.3%*	*73.3%*	*53.3%*	*26.7%*	*86.7%*
Not Asked	341	192	66	238	162	77	293
%V	*5.8%*	*7.1%*	*6.0%*	*5.0%*	*6.1%*	*3.7%*	*6.3%*
%H		*56.3%*	*19.4%*	*69.8%*	*47.5%*	*22.6%*	*85.9%*

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
October 2012 - September 2013

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5833	2705	1106	4737	2671	2067	4621
%H		*46.4%*	*19.0%*	*81.2%*	*45.8%*	*35.4%*	*79.2%*
PVR	2249	1419	461	1550	1157	393	1989
%V	*38.6%*	*52.5%*	*41.7%*	*32.7%*	*43.3%*	*19.0%*	*43.0%*
%H		*63.1%*	*20.5%*	*68.9%*	*51.4%*	*17.5%*	*88.4%*
DVDR	113	48	26	94	53	41	93
%V	*1.9%*	*1.8%*	*2.4%*	*2.0%*	*2.0%*	*2.0%*	*2.0%*
%H		*42.5%*	*23.0%*	*83.2%*	*46.9%*	*36.3%*	*82.3%*
VCR	61	25	8	49	21	28	37
%V	*1.0%*	*0.9%*	*0.7%*	*1.0%*	*0.8%*	*1.4%*	*0.8%*
%H		*41.0%*	*13.1%*	*80.3%*	*34.4%*	*45.9%*	*60.7%*
Any recorder	2340	1443	478	1629	1185	444	2047
%V	*40.1%*	*53.3%*	*43.2%*	*34.4%*	*44.4%*	*21.5%*	*44.3%*
%H		*61.7%*	*20.4%*	*69.6%*	*50.6%*	*19.0%*	*87.5%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5833	2705	1106	4737	2671	2067	4621
%H		*46.4%*	*19.0%*	*81.2%*	*45.8%*	*35.4%*	*79.2%*
Receives HDTV (via STB or built-in reception)	2053	1110	537	1486	1053	433	1809
%V	*35.2%*	*41.0%*	*48.6%*	*31.4%*	*39.4%*	*20.9%*	*39.1%*
%H		*54.1%*	*26.2%*	*72.4%*	*51.3%*	*21.1%*	*88.1%*
DVD/Blu-ray player or recorder	3112	1471	632	2491	1454	1036	2530
%V	*53.4%*	*54.4%*	*57.1%*	*52.6%*	*54.4%*	*50.1%*	*54.8%*
%H		*47.3%*	*20.3%*	*80.0%*	*46.7%*	*33.3%*	*81.3%*

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

October 2012 - September 2013

ITV North West

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2891	1200	493	2281	1073	1208	2094
%H		*41.5%*	*17.1%*	*78.9%*	*37.1%*	*41.8%*	*72.4%*
Under 20"	55	10	3	48	6	42	27
%V	*1.9%*	*0.8%*	*0.6%*	*2.1%*	*0.6%*	*3.5%*	*1.3%*
%H		*18.2%*	*5.5%*	*87.3%*	*10.9%*	*76.4%*	*49.1%*
20" - 29"	411	103	40	352	83	268	206
%V	*14.2%*	*8.6%*	*8.1%*	*15.4%*	*7.7%*	*22.2%*	*9.8%*
%H		*25.1%*	*9.7%*	*85.6%*	*20.2%*	*65.2%*	*50.1%*
30" - 39"	1240	459	211	1018	441	577	864
%V	*42.9%*	*38.3%*	*42.8%*	*44.6%*	*41.1%*	*47.8%*	*41.3%*
%H		*37.0%*	*17.0%*	*82.1%*	*35.6%*	*46.5%*	*69.7%*
40" and over	1123	610	230	821	530	291	959
%V	*38.8%*	*50.8%*	*46.7%*	*36.0%*	*49.4%*	*24.1%*	*45.8%*
%H		*54.3%*	*20.5%*	*73.1%*	*47.2%*	*25.9%*	*85.4%*
Don't know	54	17	8	41	12	29	33
%V	*1.9%*	*1.4%*	*1.6%*	*1.8%*	*1.1%*	*2.4%*	*1.6%*
%H		*31.5%*	*14.8%*	*75.9%*	*22.2%*	*53.7%*	*61.1%*
Not Asked	8	1	1	1	1	1	5
%V	*0.3%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*
%H		*12.5%*	*12.5%*	*12.5%*	*12.5%*	*12.5%*	*62.5%*

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
October 2012 - September 2013

ITV North West

Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2891	1200	493	2281	1073	1208	2094
%H		*41.5%*	*17.1%*	*78.9%*	*37.1%*	*41.8%*	*72.4%*
PVR	1648	1006	328	1172	843	329	1423
%V	*57.0%*	*83.8%*	*66.5%*	*51.4%*	*78.6%*	*27.2%*	*68.0%*
%H		*61.0%*	*19.9%*	*71.1%*	*51.2%*	*20.0%*	*86.3%*
DVDR	81	32	17	68	36	32	64
%V	*2.8%*	*2.7%*	*3.4%*	*3.0%*	*3.4%*	*2.6%*	*3.1%*
%H		*39.5%*	*21.0%*	*84.0%*	*44.4%*	*39.5%*	*79.0%*
VCR	49	20	6	38	15	23	28
%V	*1.7%*	*1.7%*	*1.2%*	*1.7%*	*1.4%*	*1.9%*	*1.3%*
%H		*40.8%*	*12.2%*	*77.6%*	*30.6%*	*46.9%*	*57.1%*
Any recorder	1714	1020	339	1228	858	370	1461
%V	*59.3%*	*85.0%*	*68.8%*	*53.8%*	*80.0%*	*30.6%*	*69.8%*
%H		*59.5%*	*19.8%*	*71.6%*	*50.1%*	*21.6%*	*85.2%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2891	1200	493	2281	1073	1208	2094
%H		*41.5%*	*17.1%*	*78.9%*	*37.1%*	*41.8%*	*72.4%*
Receives HDTV (via STB or built-in reception)	1402	758	355	1015	709	307	1208
%V	*48.5%*	*63.2%*	*72.0%*	*44.5%*	*66.1%*	*25.4%*	*57.7%*
%H		*54.1%*	*25.3%*	*72.4%*	*50.6%*	*21.9%*	*86.2%*
DVD/Blu-ray player or recorder	1980	879	367	1533	788	745	1519
%V	*68.5%*	*73.3%*	*74.4%*	*67.2%*	*73.4%*	*61.7%*	*72.5%*
%H		*44.4%*	*18.5%*	*77.4%*	*39.8%*	*37.6%*	*76.7%*

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

October 2012 - September 2013

ITV North West

Set level data

Table 3.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2942	1505	613	2456	1598	859	2527
%H		*51.2%*	*20.8%*	*83.5%*	*54.3%*	*29.2%*	*85.9%*
Under 20"	722	326	128	653	376	277	576
%V	*24.5%*	*21.7%*	*20.9%*	*26.6%*	*23.5%*	*32.2%*	*22.8%*
%H		*45.2%*	*17.7%*	*90.4%*	*52.1%*	*38.4%*	*79.8%*
20" - 29"	901	439	189	772	489	283	769
%V	*30.6%*	*29.2%*	*30.8%*	*31.4%*	*30.6%*	*32.9%*	*30.4%*
%H		*48.7%*	*21.0%*	*85.7%*	*54.3%*	*31.4%*	*85.3%*
30" - 39"	671	369	154	553	396	157	606
%V	*22.8%*	*24.5%*	*25.1%*	*22.5%*	*24.8%*	*18.3%*	*24.0%*
%H		*55.0%*	*23.0%*	*82.4%*	*59.0%*	*23.4%*	*90.3%*
40" and over	247	151	61	181	141	40	235
%V	*8.4%*	*10.0%*	*10.0%*	*7.4%*	*8.8%*	*4.7%*	*9.3%*
%H		*61.1%*	*24.7%*	*73.3%*	*57.1%*	*16.2%*	*95.1%*
Don't know	67	29	14	59	34	25	53
%V	*2.3%*	*1.9%*	*2.3%*	*2.4%*	*2.1%*	*2.9%*	*2.1%*
%H		*43.3%*	*20.9%*	*88.1%*	*50.7%*	*37.3%*	*79.1%*
Not Asked	334	191	67	238	162	77	288
%V	*11.4%*	*12.7%*	*10.9%*	*9.7%*	*10.1%*	*9.0%*	*11.4%*
%H		*57.2%*	*20.1%*	*71.3%*	*48.5%*	*23.1%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Set level data

Table 3.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2942	1505	613	2456	1598	859	2527
%H		*51.2%*	*20.8%*	*83.5%*	*54.3%*	*29.2%*	*85.9%*
PVR	600	413	133	378	314	64	566
%V	*20.4%*	*27.4%*	*21.7%*	*15.4%*	*19.6%*	*7.5%*	*22.4%*
%H		*68.8%*	*22.2%*	*63.0%*	*52.3%*	*10.7%*	*94.3%*
DVDR	32	16	9	26	17	9	29
%V	*1.1%*	*1.1%*	*1.5%*	*1.1%*	*1.1%*	*1.0%*	*1.1%*
%H		*50.0%*	*28.1%*	*81.3%*	*53.1%*	*28.1%*	*90.6%*
VCR	12	5	2	11	6	5	9
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.4%*	*0.6%*	*0.4%*
%H		*41.7%*	*16.7%*	*91.7%*	*50.0%*	*41.7%*	*75.0%*
Any recorder	625	423	139	401	327	74	586
%V	*21.2%*	*28.1%*	*22.7%*	*16.3%*	*20.5%*	*8.6%*	*23.2%*
%H		*67.7%*	*22.2%*	*64.2%*	*52.3%*	*11.8%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2942	1505	613	2456	1598	859	2527
%H		*51.2%*	*20.8%*	*83.5%*	*54.3%*	*29.2%*	*85.9%*
Receives HDTV (via STB or built-in reception)	652	352	182	471	344	127	601
%V	*22.2%*	*23.4%*	*29.7%*	*19.2%*	*21.5%*	*14.8%*	*23.8%*
%H		*54.0%*	*27.9%*	*72.2%*	*52.8%*	*19.5%*	*92.2%*
DVD/Blu-ray player or recorder	1132	591	265	957	666	291	1010
%V	*38.5%*	*39.3%*	*43.2%*	*39.0%*	*41.7%*	*33.9%*	*40.0%*
%H		*52.2%*	*23.4%*	*84.5%*	*58.8%*	*25.7%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Individual level data

Table 3.21: Age 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 Inds	6880	6710	3165	1288	5150	2849	2301	5552
%H		*97.5%*	*46.0%*	*18.7%*	*74.9%*	*41.4%*	*33.4%*	*80.7%*
Total Children	1326	1300	710	267	926	589	337	1159
%V	*19.3%*	*19.4%*	*22.4%*	*20.7%*	*18.0%*	*20.7%*	*14.6%*	*20.9%*
%H		*98.0%*	*53.5%*	*20.1%*	*69.8%*	*44.4%*	*25.4%*	*87.4%*
0 - 3	362	351	183	66	241	137	103	294
%V	*5.3%*	*5.2%*	*5.8%*	*5.1%*	*4.7%*	*4.8%*	*4.5%*	*5.3%*
%H		*97.0%*	*50.6%*	*18.2%*	*66.6%*	*37.8%*	*28.5%*	*81.2%*
4 - 15	964	949	527	202	685	452	233	865
%V	*14.0%*	*14.1%*	*16.7%*	*15.7%*	*13.3%*	*15.9%*	*10.1%*	*15.6%*
%H		*98.4%*	*54.7%*	*21.0%*	*71.1%*	*46.9%*	*24.2%*	*89.7%*
4 - 9	498	490	275	105	353	236	117	441
%V	*7.2%*	*7.3%*	*8.7%*	*8.2%*	*6.9%*	*8.3%*	*5.1%*	*7.9%*
%H		*98.4%*	*55.2%*	*21.1%*	*70.9%*	*47.4%*	*23.5%*	*88.6%*
10 - 15	466	458	252	96	332	216	116	424
%V	*6.8%*	*6.8%*	*8.0%*	*7.5%*	*6.4%*	*7.6%*	*5.0%*	*7.6%*
%H		*98.3%*	*54.1%*	*20.6%*	*71.2%*	*46.4%*	*24.9%*	*91.0%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.22: Adults - 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 Inds	6880	6710	3165	1288	5150	2849	2301	5552
%H		*97.5%*	*46.0%*	*18.7%*	*74.9%*	*41.4%*	*33.4%*	*80.7%*
Total Adults (16+)	5555	5410	2455	1021	4224	2260	1964	4392
%V	*80.7%*	*80.6%*	*77.6%*	*79.3%*	*82.0%*	*79.3%*	*85.4%*	*79.1%*
%H		*97.4%*	*44.2%*	*18.4%*	*76.0%*	*40.7%*	*35.4%*	*79.1%*
16 - 19	339	333	170	78	263	177	86	308
%V	*4.9%*	*5.0%*	*5.4%*	*6.1%*	*5.1%*	*6.2%*	*3.7%*	*5.5%*
%H		*98.2%*	*50.1%*	*23.0%*	*77.6%*	*52.2%*	*25.4%*	*90.9%*
20 - 24	461	440	202	91	340	192	148	386
%V	*6.7%*	*6.6%*	*6.4%*	*7.1%*	*6.6%*	*6.7%*	*6.4%*	*7.0%*
%H		*95.4%*	*43.8%*	*19.7%*	*73.8%*	*41.6%*	*32.1%*	*83.7%*
25 - 34	910	867	447	173	627	375	251	793
%V	*13.2%*	*12.9%*	*14.1%*	*13.4%*	*12.2%*	*13.2%*	*10.9%*	*14.3%*
%H		*95.3%*	*49.1%*	*19.0%*	*68.9%*	*41.2%*	*27.6%*	*87.1%*
35 - 44	900	877	456	182	625	375	250	801
%V	*13.1%*	*13.1%*	*14.4%*	*14.1%*	*12.1%*	*13.2%*	*10.9%*	*14.4%*
%H		*97.4%*	*50.7%*	*20.2%*	*69.4%*	*41.7%*	*27.8%*	*89.0%*
45 - 54	997	978	474	210	764	462	302	870
%V	*14.5%*	*14.6%*	*15.0%*	*16.3%*	*14.8%*	*16.2%*	*13.1%*	*15.7%*
%H		*98.1%*	*47.5%*	*21.1%*	*76.6%*	*46.3%*	*30.3%*	*87.3%*
55 - 64	804	786	345	148	623	329	293	645
%V	*11.7%*	*11.7%*	*10.9%*	*11.5%*	*12.1%*	*11.5%*	*12.7%*	*11.6%*
%H		*97.8%*	*42.9%*	*18.4%*	*77.5%*	*40.9%*	*36.4%*	*80.2%*
65+	1145	1129	361	139	983	350	633	591
%V	*16.6%*	*16.8%*	*11.4%*	*10.8%*	*19.1%*	*12.3%*	*27.5%*	*10.6%*
%H		*98.6%*	*31.5%*	*12.1%*	*85.9%*	*30.6%*	*55.3%*	*51.6%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5555	5410	2455	1021	4224	2260	1964	4392
%H		*97.4%*	*44.2%*	*18.4%*	*76.0%*	*40.7%*	*35.4%*	*79.1%*
AB	1210	1180	594	201	908	520	388	1135
%V	*21.8%*	*21.8%*	*24.2%*	*19.7%*	*21.5%*	*23.0%*	*19.8%*	*25.8%*
%H		*97.5%*	*49.1%*	*16.6%*	*75.0%*	*43.0%*	*32.1%*	*93.8%*
C1	1574	1538	739	285	1179	661	518	1354
%V	*28.3%*	*28.4%*	*30.1%*	*27.9%*	*27.9%*	*29.2%*	*26.4%*	*30.8%*
%H		*97.7%*	*47.0%*	*18.1%*	*74.9%*	*42.0%*	*32.9%*	*86.0%*
C2	1252	1227	588	258	959	562	396	1001
%V	*22.5%*	*22.7%*	*24.0%*	*25.3%*	*22.7%*	*24.9%*	*20.2%*	*22.8%*
%H		*98.0%*	*47.0%*	*20.6%*	*76.6%*	*44.9%*	*31.6%*	*80.0%*
D	831	807	319	184	634	327	306	607
%V	*15.0%*	*14.9%*	*13.0%*	*18.0%*	*15.0%*	*14.5%*	*15.6%*	*13.8%*
%H		*97.1%*	*38.4%*	*22.1%*	*76.3%*	*39.4%*	*36.8%*	*73.0%*
E	688	658	216	93	545	190	355	296
%V	*12.4%*	*12.2%*	*8.8%*	*9.1%*	*12.9%*	*8.4%*	*18.1%*	*6.7%*
%H		*95.6%*	*31.4%*	*13.5%*	*79.2%*	*27.6%*	*51.6%*	*43.0%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5555	5410	2455	1021	4224	2260	1964	4392
%H		*97.4%*	*44.2%*	*18.4%*	*76.0%*	*40.7%*	*35.4%*	*79.1%*
Working full time	2485	2433	1237	508	1827	1120	707	2262
%V	*44.7%*	*45.0%*	*50.4%*	*49.8%*	*43.3%*	*49.6%*	*36.0%*	*51.5%*
%H		*97.9%*	*49.8%*	*20.4%*	*73.5%*	*45.1%*	*28.5%*	*91.0%*
Working part time	525	513	247	100	388	219	169	458
%V	*9.5%*	*9.5%*	*10.1%*	*9.8%*	*9.2%*	*9.7%*	*8.6%*	*10.4%*
%H		*97.7%*	*47.0%*	*19.0%*	*73.9%*	*41.7%*	*32.2%*	*87.2%*
Not working	2545	2465	971	413	2009	921	1088	1672
%V	*45.8%*	*45.6%*	*39.6%*	*40.5%*	*47.6%*	*40.8%*	*55.4%*	*38.1%*
%H		*96.9%*	*38.2%*	*16.2%*	*78.9%*	*36.2%*	*42.8%*	*65.7%*
Housewife/Houseperson	2987	2894	1201	493	2282	1073	1209	2147
%V	*53.8%*	*53.5%*	*48.9%*	*48.3%*	*54.0%*	*47.5%*	*61.6%*	*48.9%*
%H		*96.9%*	*40.2%*	*16.5%*	*76.4%*	*35.9%*	*40.5%*	*71.9%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.25: Males - 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 Males (16+)	2701	2617	1231	503	2028	1133	896	2184
%H		*96.9%*	*45.6%*	*18.6%*	*75.1%*	*41.9%*	*33.2%*	*80.9%*
16 - 19	176	173	93	37	140	97	43	165
%V	*6.5%*	*6.6%*	*7.6%*	*7.4%*	*6.9%*	*8.6%*	*4.8%*	*7.6%*
%H		*98.3%*	*52.8%*	*21.0%*	*79.5%*	*55.1%*	*24.4%*	*93.8%*
20 - 24	225	215	108	44	171	106	66	193
%V	*8.3%*	*8.2%*	*8.8%*	*8.7%*	*8.4%*	*9.4%*	*7.4%*	*8.8%*
%H		*95.6%*	*48.0%*	*19.6%*	*76.0%*	*47.1%*	*29.3%*	*85.8%*
25 - 34	452	426	214	90	306	181	125	396
%V	*16.7%*	*16.3%*	*17.4%*	*17.9%*	*15.1%*	*16.0%*	*14.0%*	*18.1%*
%H		*94.2%*	*47.3%*	*19.9%*	*67.7%*	*40.0%*	*27.7%*	*87.6%*
35 - 44	443	431	218	89	307	179	128	390
%V	*16.4%*	*16.5%*	*17.7%*	*17.7%*	*15.1%*	*15.8%*	*14.3%*	*17.9%*
%H		*97.3%*	*49.2%*	*20.1%*	*69.3%*	*40.4%*	*28.9%*	*88.0%*
45 - 54	489	475	236	101	364	224	141	424
%V	*18.1%*	*18.2%*	*19.2%*	*20.1%*	*17.9%*	*19.8%*	*15.7%*	*19.4%*
%H		*97.1%*	*48.3%*	*20.7%*	*74.4%*	*45.8%*	*28.8%*	*86.7%*
55 - 64	395	385	169	75	303	161	141	314
%V	*14.6%*	*14.7%*	*13.7%*	*14.9%*	*14.9%*	*14.2%*	*15.7%*	*14.4%*
%H		*97.5%*	*42.8%*	*19.0%*	*76.7%*	*40.8%*	*35.7%*	*79.5%*
65+	522	512	194	67	437	185	252	302
%V	*19.3%*	*19.6%*	*15.8%*	*13.3%*	*21.5%*	*16.3%*	*28.1%*	*13.8%*
%H		*98.1%*	*37.2%*	*12.8%*	*83.7%*	*35.4%*	*48.3%*	*57.9%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2701	2617	1231	503	2028	1133	896	2184
%H		*96.9%*	*45.6%*	*18.6%*	*75.1%*	*41.9%*	*33.2%*	*80.9%*
AB	605	591	300	103	455	266	189	569
%V	*22.4%*	*22.6%*	*24.4%*	*20.5%*	*22.4%*	*23.5%*	*21.1%*	*26.1%*
%H		*97.7%*	*49.6%*	*17.0%*	*75.2%*	*44.0%*	*31.2%*	*94.0%*
C1	734	712	363	135	535	321	215	650
%V	*27.2%*	*27.2%*	*29.5%*	*26.8%*	*26.4%*	*28.3%*	*24.0%*	*29.8%*
%H		*97.0%*	*49.5%*	*18.4%*	*72.9%*	*43.7%*	*29.3%*	*88.6%*
C2	685	669	322	141	523	310	213	545
%V	*25.4%*	*25.6%*	*26.2%*	*28.0%*	*25.8%*	*27.4%*	*23.8%*	*25.0%*
%H		*97.7%*	*47.0%*	*20.6%*	*76.4%*	*45.3%*	*31.1%*	*79.6%*
D	385	372	155	85	287	155	132	287
%V	*14.3%*	*14.2%*	*12.6%*	*16.9%*	*14.2%*	*13.7%*	*14.7%*	*13.1%*
%H		*96.6%*	*40.3%*	*22.1%*	*74.5%*	*40.3%*	*34.3%*	*74.5%*
E	292	273	90	38	228	82	146	132
%V	*10.8%*	*10.4%*	*7.3%*	*7.6%*	*11.2%*	*7.2%*	*16.3%*	*6.0%*
%H		*93.5%*	*30.8%*	*13.0%*	*78.1%*	*28.1%*	*50.0%*	*45.2%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2701	2617	1231	503	2028	1133	896	2184
%H		*96.9%*	*45.6%*	*18.6%*	*75.1%*	*41.9%*	*33.2%*	*80.9%*
Working full time	1474	1438	743	299	1069	662	407	1345
%V	*54.6%*	*54.9%*	*60.4%*	*59.4%*	*52.7%*	*58.4%*	*45.4%*	*61.6%*
%H		*97.6%*	*50.4%*	*20.3%*	*72.5%*	*44.9%*	*27.6%*	*91.2%*
Working part time	121	118	59	23	88	50	37	103
%V	*4.5%*	*4.5%*	*4.8%*	*4.6%*	*4.3%*	*4.4%*	*4.1%*	*4.7%*
%H		*97.5%*	*48.8%*	*19.0%*	*72.7%*	*41.3%*	*30.6%*	*85.1%*
Not working	1106	1061	429	181	872	420	452	736
%V	*40.9%*	*40.5%*	*34.8%*	*36.0%*	*43.0%*	*37.1%*	*50.4%*	*33.7%*
%H		*95.9%*	*38.8%*	*16.4%*	*78.8%*	*38.0%*	*40.9%*	*66.5%*
Housewife/Houseperson	648	600	215	90	471	182	289	382
%V	*24.0%*	*22.9%*	*17.5%*	*17.9%*	*23.2%*	*16.1%*	*32.3%*	*17.5%*
%H		*92.6%*	*33.2%*	*13.9%*	*72.7%*	*28.1%*	*44.6%*	*59.0%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.28: Females - 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 Females (16+)	2854	2793	1224	518	2196	1127	1068	2208
%H		*97.9%*	*42.9%*	*18.1%*	*76.9%*	*39.5%*	*37.4%*	*77.4%*
16 - 19	164	160	77	41	123	80	43	143
%V	*5.7%*	*5.7%*	*6.3%*	*7.9%*	*5.6%*	*7.1%*	*4.0%*	*6.5%*
%H		*97.6%*	*47.0%*	*25.0%*	*75.0%*	*48.8%*	*26.2%*	*87.2%*
20 - 24	236	224	94	47	169	87	82	193
%V	*8.3%*	*8.0%*	*7.7%*	*9.1%*	*7.7%*	*7.7%*	*7.7%*	*8.7%*
%H		*94.9%*	*39.8%*	*19.9%*	*71.6%*	*36.9%*	*34.7%*	*81.8%*
25 - 34	458	441	233	83	320	194	126	396
%V	*16.0%*	*15.8%*	*19.0%*	*16.0%*	*14.6%*	*17.2%*	*11.8%*	*17.9%*
%H		*96.3%*	*50.9%*	*18.1%*	*69.9%*	*42.4%*	*27.5%*	*86.5%*
35 - 44	457	446	239	93	317	196	121	411
%V	*16.0%*	*16.0%*	*19.5%*	*18.0%*	*14.4%*	*17.4%*	*11.3%*	*18.6%*
%H		*97.6%*	*52.3%*	*20.4%*	*69.4%*	*42.9%*	*26.5%*	*89.9%*
45 - 54	508	504	238	109	400	239	162	446
%V	*17.8%*	*18.0%*	*19.4%*	*21.0%*	*18.2%*	*21.2%*	*15.2%*	*20.2%*
%H		*99.2%*	*46.9%*	*21.5%*	*78.7%*	*47.0%*	*31.9%*	*87.8%*
55 - 64	409	401	176	73	320	168	152	330
%V	*14.3%*	*14.4%*	*14.4%*	*14.1%*	*14.6%*	*14.9%*	*14.2%*	*14.9%*
%H		*98.0%*	*43.0%*	*17.8%*	*78.2%*	*41.1%*	*37.2%*	*80.7%*
65+	623	617	167	71	546	164	381	289
%V	*21.8%*	*22.1%*	*13.6%*	*13.7%*	*24.9%*	*14.6%*	*35.7%*	*13.1%*
%H		*99.0%*	*26.8%*	*11.4%*	*87.6%*	*26.3%*	*61.2%*	*46.4%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2854	2793	1224	518	2196	1127	1068	2208
%H		*97.9%*	*42.9%*	*18.1%*	*76.9%*	*39.5%*	*37.4%*	*77.4%*
AB	604	589	295	98	454	254	199	566
%V	*21.2%*	*21.1%*	*24.1%*	*18.9%*	*20.7%*	*22.5%*	*18.6%*	*25.6%*
%H		*97.5%*	*48.8%*	*16.2%*	*75.2%*	*42.1%*	*32.9%*	*93.7%*
C1	841	826	375	149	643	340	303	704
%V	*29.5%*	*29.6%*	*30.6%*	*28.8%*	*29.3%*	*30.2%*	*28.4%*	*31.9%*
%H		*98.2%*	*44.6%*	*17.7%*	*76.5%*	*40.4%*	*36.0%*	*83.7%*
C2	567	558	266	117	436	253	183	455
%V	*19.9%*	*20.0%*	*21.7%*	*22.6%*	*19.9%*	*22.4%*	*17.1%*	*20.6%*
%H		*98.4%*	*46.9%*	*20.6%*	*76.9%*	*44.6%*	*32.3%*	*80.2%*
D	445	435	163	99	346	172	174	319
%V	*15.6%*	*15.6%*	*13.3%*	*19.1%*	*15.8%*	*15.3%*	*16.3%*	*14.4%*
%H		*97.8%*	*36.6%*	*22.2%*	*77.8%*	*38.7%*	*39.1%*	*71.7%*
E	396	385	126	55	317	108	209	163
%V	*13.9%*	*13.8%*	*10.3%*	*10.6%*	*14.4%*	*9.6%*	*19.6%*	*7.4%*
%H		*97.2%*	*31.8%*	*13.9%*	*80.1%*	*27.3%*	*52.8%*	*41.2%*

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

October 2012 - September 2013

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2854	2793	1224	518	2196	1127	1068	2208
%H		*97.9%*	*42.9%*	*18.1%*	*76.9%*	*39.5%*	*37.4%*	*77.4%*
Working full time	1011	995	495	209	758	459	300	917
%V	*35.4%*	*35.6%*	*40.4%*	*40.3%*	*34.5%*	*40.7%*	*28.1%*	*41.5%*
%H		*98.4%*	*49.0%*	*20.7%*	*75.0%*	*45.4%*	*29.7%*	*90.7%*
Working part time	404	395	188	77	300	169	132	355
%V	*14.2%*	*14.1%*	*15.4%*	*14.9%*	*13.7%*	*15.0%*	*12.4%*	*16.1%*
%H		*97.8%*	*46.5%*	*19.1%*	*74.3%*	*41.8%*	*32.7%*	*87.9%*
Not working	1439	1404	542	232	1137	500	637	936
%V	*50.4%*	*50.3%*	*44.3%*	*44.8%*	*51.8%*	*44.4%*	*59.6%*	*42.4%*
%H		*97.6%*	*37.7%*	*16.1%*	*79.0%*	*34.7%*	*44.3%*	*65.0%*
Housewife/Houseperson	2340	2294	986	403	1811	891	920	1764
%V	*82.0%*	*82.1%*	*80.6%*	*77.8%*	*82.5%*	*79.1%*	*86.1%*	*79.9%*
%H		*98.0%*	*42.1%*	*17.2%*	*77.4%*	*38.1%*	*39.3%*	*75.4%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

Contents Page

Household

Table 4.1: Social Grade 88
Table 4.2: Housewife Age 89
Table 4.3: Size of Household 90
Table 4.4: Presence of Children 91
Table 4.5: Number of TV sets in household 92
Table 4.6: Screen size 93
Table 4.7: Location of ANY set in household 94
Table 4.8: Recorders 95
Table 4.9: Recorders and other equipment 96
Table 4.10: Computers and Internet 97

Sets

Table 4.11: Screen Size 98
Table 4.12: Location of set 99
Table 4.13: Recorders 100
Table 4.14: Other TV equipment 100
Table 4.15: Main Set Screen Size 101
Table 4.16: Main Set Recorders 102
Table 4.17: Main Set - Other TV equipment 102
Table 4.18: Other Sets (non-Main Set) Screen Size 103
Table 4.19: Other Set (non-Main Set) Recorders 104
Table 4.20: Other Set (non-Main Set) - Other TV equipment 104

Individuals

Table 4.21: Age of Children 105
Table 4.22: Adults - Age 106
Table 4.23: Social Grade (Adults 16+) 107
Table 4.24: Working Status (Adults 16+) 108
Table 4.25: Males - Age 109
Table 4.26: Social Grade (Males 16+) 110
Table 4.27: Working Status (Males 16+) 111
Table 4.28: Females - Age 112
Table 4.29: Social Grade (Females 16+) 113
Table 4.30: Working Status (Females 16+) 114

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
AB	563	545	243	78	428	204	223	502
%V	*20.7%*	*20.6%*	*21.8%*	*22.2%*	*20.2%*	*21.4%*	*19.1%*	*25.5%*
%H (All HH)		*96.8%*	*43.2%*	*13.9%*	*76.0%*	*36.2%*	*39.6%*	*89.2%*
%H (TV HH)			*44.6%*	*14.3%*	*78.5%*	*37.4%*	*40.9%*	
C1	699	676	279	99	548	249	299	565
%V	*25.7%*	*25.6%*	*25.0%*	*28.2%*	*25.8%*	*26.1%*	*25.6%*	*28.7%*
%H (All HH)		*96.7%*	*39.9%*	*14.2%*	*78.4%*	*35.6%*	*42.8%*	*80.8%*
%H (TV HH)			*41.3%*	*14.6%*	*81.1%*	*36.8%*	*44.2%*	
C2	594	581	281	76	473	250	224	456
%V	*21.8%*	*22.0%*	*25.2%*	*21.7%*	*22.3%*	*26.2%*	*19.1%*	*23.1%*
%H (All HH)		*97.8%*	*47.3%*	*12.8%*	*79.6%*	*42.1%*	*37.7%*	*76.8%*
%H (TV HH)			*48.4%*	*13.1%*	*81.4%*	*43.0%*	*38.6%*	
D	468	459	200	59	351	154	197	306
%V	*17.2%*	*17.4%*	*17.9%*	*16.8%*	*16.5%*	*16.1%*	*16.8%*	*15.5%*
%H (All HH)		*98.1%*	*42.7%*	*12.6%*	*75.0%*	*32.9%*	*42.1%*	*65.4%*
%H (TV HH)			*43.6%*	*12.9%*	*76.5%*	*33.6%*	*42.9%*	
E	398	382	112	40	325	97	227	141
%V	*14.6%*	*14.5%*	*10.0%*	*11.4%*	*15.3%*	*10.2%*	*19.4%*	*7.2%*
%H (All HH)		*96.0%*	*28.1%*	*10.1%*	*81.7%*	*24.4%*	*57.0%*	*35.4%*
%H (TV HH)			*29.3%*	*10.5%*	*85.1%*	*25.4%*	*59.4%*	

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

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.2: 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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Under 25	159	143	46	15	107	32	75	114
%V	*5.8%*	*5.4%*	*4.1%*	*4.3%*	*5.0%*	*3.4%*	*6.4%*	*5.8%*
%H (All HH)		*89.9%*	*28.9%*	*9.4%*	*67.3%*	*20.1%*	*47.2%*	*71.7%*
%H (TV HH)			*32.2%*	*10.5%*	*74.8%*	*22.4%*	*52.4%*	
25 - 34	403	381	195	56	265	143	122	334
%V	*14.8%*	*14.4%*	*17.5%*	*16.0%*	*12.5%*	*15.0%*	*10.4%*	*16.9%*
%H (All HH)		*94.5%*	*48.4%*	*13.9%*	*65.8%*	*35.5%*	*30.3%*	*82.9%*
%H (TV HH)			*51.2%*	*14.7%*	*69.6%*	*37.5%*	*32.0%*	
35 - 44	452	438	240	78	325	205	120	401
%V	*16.6%*	*16.6%*	*21.5%*	*22.2%*	*15.3%*	*21.5%*	*10.3%*	*20.3%*
%H (All HH)		*96.9%*	*53.1%*	*17.3%*	*71.9%*	*45.4%*	*26.5%*	*88.7%*
%H (TV HH)			*54.8%*	*17.8%*	*74.2%*	*46.8%*	*27.4%*	
45 - 54	533	520	242	78	411	209	202	462
%V	*19.6%*	*19.7%*	*21.7%*	*22.2%*	*19.4%*	*21.9%*	*17.3%*	*23.4%*
%H (All HH)		*97.6%*	*45.4%*	*14.6%*	*77.1%*	*39.2%*	*37.9%*	*86.7%*
%H (TV HH)			*46.5%*	*15.0%*	*79.0%*	*40.2%*	*38.8%*	
55 - 64	440	435	174	63	372	174	198	334
%V	*16.2%*	*16.5%*	*15.6%*	*17.9%*	*17.5%*	*18.2%*	*16.9%*	*16.9%*
%H (All HH)		*98.9%*	*39.5%*	*14.3%*	*84.5%*	*39.5%*	*45.0%*	*75.9%*
%H (TV HH)			*40.0%*	*14.5%*	*85.5%*	*40.0%*	*45.5%*	
65 +	737	727	217	61	645	191	453	326
%V	*27.1%*	*27.5%*	*19.5%*	*17.4%*	*30.4%*	*20.0%*	*38.7%*	*16.5%*
%H (All HH)		*98.6%*	*29.4%*	*8.3%*	*87.5%*	*25.9%*	*61.5%*	*44.2%*
%H (TV HH)			*29.8%*	*8.4%*	*88.7%*	*26.3%*	*62.3%*	

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

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.3: 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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
1	833	790	202	92	660	167	493	382
%V	*30.6%*	*29.9%*	*18.1%*	*26.2%*	*31.1%*	*17.5%*	*42.1%*	*19.4%*
%H (All HH)		*94.8%*	*24.2%*	*11.0%*	*79.2%*	*20.0%*	*59.2%*	*45.9%*
%H (TV HH)			*25.6%*	*11.6%*	*83.5%*	*21.1%*	*62.4%*	
2	960	941	400	121	775	360	415	755
%V	*35.3%*	*35.6%*	*35.9%*	*34.5%*	*36.5%*	*37.7%*	*35.5%*	*38.3%*
%H (All HH)		*98.0%*	*41.7%*	*12.6%*	*80.7%*	*37.5%*	*43.2%*	*78.6%*
%H (TV HH)			*42.5%*	*12.9%*	*82.4%*	*38.3%*	*44.1%*	
3	420	409	215	66	317	192	125	365
%V	*15.4%*	*15.5%*	*19.3%*	*18.8%*	*14.9%*	*20.1%*	*10.7%*	*18.5%*
%H (All HH)		*97.4%*	*51.2%*	*15.7%*	*75.5%*	*45.7%*	*29.8%*	*86.9%*
%H (TV HH)			*52.6%*	*16.1%*	*77.5%*	*46.9%*	*30.6%*	
4	340	337	200	56	251	165	86	317
%V	*12.5%*	*12.8%*	*17.9%*	*16.0%*	*11.8%*	*17.3%*	*7.4%*	*16.1%*
%H (All HH)		*99.1%*	*58.8%*	*16.5%*	*73.8%*	*48.5%*	*25.3%*	*93.2%*
%H (TV HH)			*59.3%*	*16.6%*	*74.5%*	*49.0%*	*25.5%*	
5+	170	166	97	17	121	69	52	152
%V	*6.2%*	*6.3%*	*8.7%*	*4.8%*	*5.7%*	*7.2%*	*4.4%*	*7.7%*
%H (All HH)		*97.6%*	*57.1%*	*10.0%*	*71.2%*	*40.6%*	*30.6%*	*89.4%*
%H (TV HH)			*58.4%*	*10.2%*	*72.9%*	*41.6%*	*31.3%*	
Average HH size	2.31	2.33	2.68	2.41	2.27	2.62	1.98	2.58

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Without	2015	1946	727	254	1609	650	959	1352
%V	*74.0%*	*73.6%*	*65.2%*	*72.4%*	*75.8%*	*68.1%*	*82.0%*	*68.6%*
%H (All HH)		*96.6%*	*36.1%*	*12.6%*	*79.9%*	*32.3%*	*47.6%*	*67.1%*
%H (TV HH)			*37.4%*	*13.1%*	*82.7%*	*33.4%*	*49.3%*	
With	708	697	388	97	515	304	211	618
%V	*26.0%*	*26.4%*	*34.8%*	*27.6%*	*24.2%*	*31.9%*	*18.0%*	*31.4%*
%H (All HH)		*98.4%*	*54.8%*	*13.7%*	*72.7%*	*42.9%*	*29.8%*	*87.3%*
%H (TV HH)			*55.7%*	*13.9%*	*73.9%*	*43.6%*	*30.3%*	
0 - 3	269	264	143	36	186	103	82	220
%V	*9.9%*	*10.0%*	*12.8%*	*10.3%*	*8.8%*	*10.8%*	*7.0%*	*11.2%*
%H (All HH)		*98.1%*	*53.2%*	*13.4%*	*69.1%*	*38.3%*	*30.5%*	*81.8%*
%H (TV HH)			*54.2%*	*13.6%*	*70.5%*	*39.0%*	*31.1%*	
4 - 9	326	319	189	37	231	138	92	278
%V	*12.0%*	*12.1%*	*17.0%*	*10.5%*	*10.9%*	*14.5%*	*7.9%*	*14.1%*
%H (All HH)		*97.9%*	*58.0%*	*11.3%*	*70.9%*	*42.3%*	*28.2%*	*85.3%*
%H (TV HH)			*59.2%*	*11.6%*	*72.4%*	*43.3%*	*28.8%*	
10 - 15	332	331	188	49	252	156	96	313
%V	*12.2%*	*12.5%*	*16.9%*	*14.0%*	*11.9%*	*16.4%*	*8.2%*	*15.9%*
%H (All HH)		*99.7%*	*56.6%*	*14.8%*	*75.9%*	*47.0%*	*28.9%*	*94.3%*
%H (TV HH)			*56.8%*	*14.8%*	*76.1%*	*47.1%*	*29.0%*	

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

October 2012 - September 2013

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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
1	956	956	292	95	711	165	546	563
%V	*35.1%*	*36.2%*	*26.2%*	*27.1%*	*33.5%*	*17.3%*	*46.7%*	*28.6%*
%H (All HH)		*100.0%*	*30.5%*	*9.9%*	*74.4%*	*17.3%*	*57.1%*	*58.9%*
%H (TV HH)			*30.5%*	*9.9%*	*74.4%*	*17.3%*	*57.1%*	
2	953	953	425	140	784	390	394	711
%V	*35.0%*	*36.1%*	*38.1%*	*39.9%*	*36.9%*	*40.9%*	*33.7%*	*36.1%*
%H (All HH)		*100.0%*	*44.6%*	*14.7%*	*82.3%*	*40.9%*	*41.3%*	*74.6%*
%H (TV HH)			*44.6%*	*14.7%*	*82.3%*	*40.9%*	*41.3%*	
3	437	437	212	72	370	212	158	374
%V	*16.0%*	*16.5%*	*19.0%*	*20.5%*	*17.4%*	*22.2%*	*13.5%*	*19.0%*
%H (All HH)		*100.0%*	*48.5%*	*16.5%*	*84.7%*	*48.5%*	*36.2%*	*85.6%*
%H (TV HH)			*48.5%*	*16.5%*	*84.7%*	*48.5%*	*36.2%*	
4	187	187	113	27	161	110	51	176
%V	*6.9%*	*7.1%*	*10.1%*	*7.7%*	*7.6%*	*11.5%*	*4.4%*	*8.9%*
%H (All HH)		*100.0%*	*60.4%*	*14.4%*	*86.1%*	*58.8%*	*27.3%*	*94.1%*
%H (TV HH)			*60.4%*	*14.4%*	*86.1%*	*58.8%*	*27.3%*	
5+	110	110	72	18	98	77	20	103
%V	*4.0%*	*4.2%*	*6.5%*	*5.1%*	*4.6%*	*8.1%*	*1.7%*	*5.2%*
%H (All HH)		*100.0%*	*65.5%*	*16.4%*	*89.1%*	*70.0%*	*18.2%*	*93.6%*
%H (TV HH)			*65.5%*	*16.4%*	*89.1%*	*70.0%*	*18.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Under 20"	702	702	295	88	643	319	324	541
%V	*25.8%*	*26.6%*	*26.5%*	*25.1%*	*30.3%*	*33.4%*	*27.7%*	*27.4%*
%H (All HH)		*100.0%*	*42.0%*	*12.5%*	*91.6%*	*45.4%*	*46.2%*	*77.1%*
%H (TV HH)			*42.0%*	*12.5%*	*91.6%*	*45.4%*	*46.2%*	
20" - 29"	960	960	373	143	834	385	449	688
%V	*35.3%*	*36.3%*	*33.5%*	*40.7%*	*39.3%*	*40.4%*	*38.4%*	*34.9%*
%H (All HH)		*100.0%*	*38.9%*	*14.9%*	*86.9%*	*40.1%*	*46.8%*	*71.7%*
%H (TV HH)			*38.9%*	*14.9%*	*86.9%*	*40.1%*	*46.8%*	
30" - 39"	1444	1444	628	203	1179	555	624	1087
%V	*53.0%*	*54.6%*	*56.3%*	*57.8%*	*55.5%*	*58.2%*	*53.3%*	*55.1%*
%H (All HH)		*100.0%*	*43.5%*	*14.1%*	*81.6%*	*38.4%*	*43.2%*	*75.3%*
%H (TV HH)			*43.5%*	*14.1%*	*81.6%*	*38.4%*	*43.2%*	
40" and over	1114	1114	622	164	870	532	338	939
%V	*40.9%*	*42.1%*	*55.8%*	*46.7%*	*41.0%*	*55.8%*	*28.9%*	*47.6%*
%H (All HH)		*100.0%*	*55.8%*	*14.7%*	*78.1%*	*47.8%*	*30.3%*	*84.3%*
%H (TV HH)			*55.8%*	*14.7%*	*78.1%*	*47.8%*	*30.3%*	

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

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.7: 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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Main living room	2599	2599	1110	349	2103	951	1153	1900
%V	*95.4%*	*98.3%*	*99.6%*	*99.4%*	*99.0%*	*99.7%*	*98.5%*	*96.4%*
%H (All HH)		*100.0%*	*42.7%*	*13.4%*	*80.9%*	*36.6%*	*44.4%*	*73.1%*
%H (TV HH)			*42.7%*	*13.4%*	*80.9%*	*36.6%*	*44.4%*	
Kitchen	337	337	153	42	312	167	145	269
%V	*12.4%*	*12.8%*	*13.7%*	*12.0%*	*14.7%*	*17.5%*	*12.4%*	*13.6%*
%H (All HH)		*100.0%*	*45.4%*	*12.5%*	*92.6%*	*49.6%*	*43.0%*	*79.8%*
%H (TV HH)			*45.4%*	*12.5%*	*92.6%*	*49.6%*	*43.0%*	
Adult's bedroom	1169	1169	574	182	1003	575	429	950
%V	*42.9%*	*44.2%*	*51.5%*	*51.9%*	*47.2%*	*60.3%*	*36.7%*	*48.2%*
%H (All HH)		*100.0%*	*49.1%*	*15.6%*	*85.8%*	*49.2%*	*36.7%*	*81.3%*
%H (TV HH)			*49.1%*	*15.6%*	*85.8%*	*49.2%*	*36.7%*	
Child's bedroom	211	211	130	35	186	138	49	200
%V	*7.7%*	*8.0%*	*11.7%*	*10.0%*	*8.8%*	*14.5%*	*4.2%*	*10.1%*
%H (All HH)		*100.0%*	*61.6%*	*16.6%*	*88.2%*	*65.4%*	*23.2%*	*94.8%*
%H (TV HH)			*61.6%*	*16.6%*	*88.2%*	*65.4%*	*23.2%*	
Other bedroom	136	136	69	20	123	75	48	123
%V	*5.0%*	*5.1%*	*6.2%*	*5.7%*	*5.8%*	*7.9%*	*4.1%*	*6.2%*
%H (All HH)		*100.0%*	*50.7%*	*14.7%*	*90.4%*	*55.1%*	*35.3%*	*90.4%*
%H (TV HH)			*50.7%*	*14.7%*	*90.4%*	*55.1%*	*35.3%*	
Second living/dining room	250	250	129	40	211	128	84	210
%V	*9.2%*	*9.5%*	*11.6%*	*11.4%*	*9.9%*	*13.4%*	*7.2%*	*10.7%*
%H (All HH)		*100.0%*	*51.6%*	*16.0%*	*84.4%*	*51.2%*	*33.6%*	*84.0%*
%H (TV HH)			*51.6%*	*16.0%*	*84.4%*	*51.2%*	*33.6%*	
Study/office	31	31	14	4	28	15	13	30
%V	*1.1%*	*1.2%*	*1.3%*	*1.1%*	*1.3%*	*1.6%*	*1.1%*	*1.5%*
%H (All HH)		*100.0%*	*45.2%*	*12.9%*	*90.3%*	*48.4%*	*41.9%*	*96.8%*
%H (TV HH)			*45.2%*	*12.9%*	*90.3%*	*48.4%*	*41.9%*	
TV room	11	11	5	2	11	6	4	11
%V	*0.4%*	*0.4%*	*0.4%*	*0.6%*	*0.5%*	*0.6%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*100.0%*	*54.5%*	*36.4%*	*100.0%*
%H (TV HH)			*45.5%*	*18.2%*	*100.0%*	*54.5%*	*36.4%*	
Conservatory	92	92	50	21	81	59	21	80
%V	*3.4%*	*3.5%*	*4.5%*	*6.0%*	*3.8%*	*6.2%*	*1.8%*	*4.1%*
%H (All HH)		*100.0%*	*54.3%*	*22.8%*	*88.0%*	*64.1%*	*22.8%*	*87.0%*
%H (TV HH)			*54.3%*	*22.8%*	*88.0%*	*64.1%*	*22.8%*	
Attic or loft room	3	3	1	0	3	1	2	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*66.7%*
%H (TV HH)			*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	
No specific location	5	5	1	1	5	2	3	3
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	*60.0%*
%H (TV HH)			*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	
Other	14	14	8	3	13	9	3	14
%V	*0.5%*	*0.5%*	*0.7%*	*0.9%*	*0.6%*	*0.9%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*57.1%*	*21.4%*	*92.9%*	*64.3%*	*21.4%*	*100.0%*
%H (TV HH)			*57.1%*	*21.4%*	*92.9%*	*64.3%*	*21.4%*	

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

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.8: Recorders 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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Any DSAT provider	1115	1115	1115	25	752	752	0	948
%V	*40.9%*	*42.2%*	*100.0%*	*7.1%*	*35.4%*	*78.8%*	*0.0%*	*48.1%*
%H (All HH)			*100.0%*	*2.2%*	*67.4%*	*67.4%*	*0.0%*	*85.0%*
%H (TV HH)			*100.0%*	*2.2%*	*67.4%*	*67.4%*	*0.0%*	
Sky with subcription	924	924	924	14	628	628	0	806
%V	*33.9%*	*35.0%*	*82.9%*	*4.0%*	*29.6%*	*65.8%*	*0.0%*	*40.9%*
%H (All HH)			*100.0%*	*1.5%*	*68.0%*	*68.0%*	*0.0%*	*87.2%*
%H (TV HH)			*100.0%*	*1.5%*	*68.0%*	*68.0%*	*0.0%*	
Sky without subscription	71	71	71	6	39	39	0	49
%V	*2.6%*	*2.7%*	*6.4%*	*1.7%*	*1.8%*	*4.1%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*8.5%*	*54.9%*	*54.9%*	*0.0%*	*69.0%*
%H (TV HH)			*100.0%*	*8.5%*	*54.9%*	*54.9%*	*0.0%*	
Freesat	103	103	103	3	76	76	0	81
%V	*3.8%*	*3.9%*	*9.2%*	*0.9%*	*3.6%*	*8.0%*	*0.0%*	*4.1%*
%H (All HH)			*100.0%*	*2.9%*	*73.8%*	*73.8%*	*0.0%*	*78.6%*
%H (TV HH)			*100.0%*	*2.9%*	*73.8%*	*73.8%*	*0.0%*	
Other satellite provider	30	30	30	2	18	18	0	23
%V	*1.1%*	*1.1%*	*2.7%*	*0.6%*	*0.8%*	*1.9%*	*0.0%*	*1.2%*
%H (All HH)			*100.0%*	*6.7%*	*60.0%*	*60.0%*	*0.0%*	*76.7%*
%H (TV HH)			*100.0%*	*6.7%*	*60.0%*	*60.0%*	*0.0%*	
DCAB	351	351	25	351	214	214	0	307
%V	*12.9%*	*13.3%*	*2.2%*	*100.0%*	*10.1%*	*22.4%*	*0.0%*	*15.6%*
%H (All HH)			*7.1%*	*100.0%*	*61.0%*	*61.0%*	*0.0%*	*87.5%*
%H (TV HH)			*7.1%*	*100.0%*	*61.0%*	*61.0%*	*0.0%*	
DTT	2124	2124	752	214	2124	954	1170	1487
%V	*78.0%*	*80.4%*	*67.4%*	*61.0%*	*100.0%*	*100.0%*	*100.0%*	*75.4%*
%H (All HH)		*100.0%*	*35.4%*	*10.1%*	*100.0%*	*44.9%*	*55.1%*	*70.0%*
%H (TV HH)			*35.4%*	*10.1%*	*100.0%*	*44.9%*	*55.1%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
PVR	1558	1558	945	259	1182	805	377	1329
%V	*57.2%*	*58.9%*	*84.8%*	*73.8%*	*55.6%*	*84.4%*	*32.2%*	*67.4%*
%H (All HH)		*100.0%*	*60.7%*	*16.6%*	*75.9%*	*51.7%*	*24.2%*	*85.3%*
%H (TV HH)			*60.7%*	*16.6%*	*75.9%*	*51.7%*	*24.2%*	
DVDR	138	138	66	14	116	56	60	114
%V	*5.1%*	*5.2%*	*5.9%*	*4.0%*	*5.5%*	*5.9%*	*5.1%*	*5.8%*
%H (All HH)		*100.0%*	*47.8%*	*10.1%*	*84.1%*	*40.6%*	*43.5%*	*82.6%*
%H (TV HH)			*47.8%*	*10.1%*	*84.1%*	*40.6%*	*43.5%*	
VCR	198	198	72	25	164	62	102	139
%V	*7.3%*	*7.5%*	*6.5%*	*7.1%*	*7.7%*	*6.5%*	*8.7%*	*7.1%*
%H (All HH)		*100.0%*	*36.4%*	*12.6%*	*82.8%*	*31.3%*	*51.5%*	*70.2%*
%H (TV HH)			*36.4%*	*12.6%*	*82.8%*	*31.3%*	*51.5%*	
Any recorder	1691	1691	971	268	1301	825	476	1413
%V	*62.1%*	*64.0%*	*87.1%*	*76.4%*	*61.3%*	*86.5%*	*40.7%*	*71.7%*
%H (All HH)		*100.0%*	*57.4%*	*15.8%*	*76.9%*	*48.8%*	*28.1%*	*83.6%*
%H (TV HH)			*57.4%*	*15.8%*	*76.9%*	*48.8%*	*28.1%*	
Receives HDTV (via STB or built-in reception)	1346	1346	730	273	1043	678	364	1138
%V	*49.4%*	*50.9%*	*65.5%*	*77.8%*	*49.1%*	*71.1%*	*31.1%*	*57.7%*
%H (All HH)		*100.0%*	*54.2%*	*20.3%*	*77.5%*	*50.4%*	*27.0%*	*84.5%*
%H (TV HH)			*54.2%*	*20.3%*	*77.5%*	*50.4%*	*27.0%*	
DVD/Blu-ray player or recorder	2102	2102	921	300	1705	811	893	1621
%V	*77.2%*	*79.5%*	*82.6%*	*85.5%*	*80.3%*	*85.0%*	*76.3%*	*82.2%*
%H (All HH)		*100.0%*	*43.8%*	*14.3%*	*81.1%*	*38.6%*	*42.5%*	*77.1%*
%H (TV HH)			*43.8%*	*14.3%*	*81.1%*	*38.6%*	*42.5%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2723	2643	1115	351	2124	954	1170	1971
%H (All HH)		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*
%H (TV HH)			*42.2%*	*13.3%*	*80.4%*	*36.1%*	*44.3%*	
Has broadband internet	1971	1927	948	307	1487	817	669	1971
%V	*72.4%*	*72.9%*	*85.0%*	*87.5%*	*70.0%*	*85.6%*	*57.2%*	*100.0%*
%H (All HH)		*97.8%*	*48.1%*	*15.6%*	*75.4%*	*41.5%*	*33.9%*	*100.0%*
%H (TV HH)			*49.2%*	*15.9%*	*77.2%*	*42.4%*	*34.7%*	
Number of computers (PCs and laptops)								
0	638	608	134	39	546	113	433	20
%V	*23.4%*	*23.0%*	*12.0%*	*11.1%*	*25.7%*	*11.8%*	*37.0%*	*1.0%*
%H (All HH)		*95.3%*	*21.0%*	*6.1%*	*85.6%*	*17.7%*	*67.9%*	*3.1%*
%H (TV HH)			*22.0%*	*6.4%*	*89.8%*	*18.6%*	*71.2%*	
1	1017	990	427	135	776	351	424	911
%V	*37.3%*	*37.5%*	*38.3%*	*38.5%*	*36.5%*	*36.8%*	*36.2%*	*46.2%*
%H (All HH)		*97.3%*	*42.0%*	*13.3%*	*76.3%*	*34.5%*	*41.7%*	*89.6%*
%H (TV HH)			*43.1%*	*13.6%*	*78.4%*	*35.5%*	*42.8%*	
2	550	538	281	89	413	247	166	528
%V	*20.2%*	*20.4%*	*25.2%*	*25.4%*	*19.4%*	*25.9%*	*14.2%*	*26.8%*
%H (All HH)		*97.8%*	*51.1%*	*16.2%*	*75.1%*	*44.9%*	*30.2%*	*96.0%*
%H (TV HH)			*52.2%*	*16.5%*	*76.8%*	*45.9%*	*30.9%*	
3	253	246	129	45	193	119	74	251
%V	*9.3%*	*9.3%*	*11.6%*	*12.8%*	*9.1%*	*12.5%*	*6.3%*	*12.7%*
%H (All HH)		*97.2%*	*51.0%*	*17.8%*	*76.3%*	*47.0%*	*29.2%*	*99.2%*
%H (TV HH)			*52.4%*	*18.3%*	*78.5%*	*48.4%*	*30.1%*	
4	139	136	76	16	100	57	43	137
%V	*5.1%*	*5.1%*	*6.8%*	*4.6%*	*4.7%*	*6.0%*	*3.7%*	*7.0%*
%H (All HH)		*97.8%*	*54.7%*	*11.5%*	*71.9%*	*41.0%*	*30.9%*	*98.6%*
%H (TV HH)			*55.9%*	*11.8%*	*73.5%*	*41.9%*	*31.6%*	
5+	126	125	68	27	97	67	30	124
%V	*4.6%*	*4.7%*	*6.1%*	*7.7%*	*4.6%*	*7.0%*	*2.6%*	*6.3%*
%H (All HH)		*99.2%*	*54.0%*	*21.4%*	*77.0%*	*53.2%*	*23.8%*	*98.4%*
%H (TV HH)			*54.4%*	*21.6%*	*77.6%*	*53.6%*	*24.0%*	

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

October 2012 - September 2013

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	5512	2622	791	4561	2441	2120	4365
%H		*47.6%*	*14.4%*	*82.7%*	*44.3%*	*38.5%*	*79.2%*
Under 20"	906	398	111	836	432	403	718
%V	*16.4%*	*15.2%*	*14.0%*	*18.3%*	*17.7%*	*19.0%*	*16.4%*
%H		*43.9%*	*12.3%*	*92.3%*	*47.7%*	*44.5%*	*79.2%*
20" - 29"	1197	490	188	1048	520	529	890
%V	*21.7%*	*18.7%*	*23.8%*	*23.0%*	*21.3%*	*25.0%*	*20.4%*
%H		*40.9%*	*15.7%*	*87.6%*	*43.4%*	*44.2%*	*74.4%*
30" - 39"	1712	776	244	1414	708	706	1315
%V	*31.1%*	*29.6%*	*30.8%*	*31.0%*	*29.0%*	*33.3%*	*30.1%*
%H		*45.3%*	*14.3%*	*82.6%*	*41.4%*	*41.2%*	*76.8%*
40" and over	1293	735	192	1012	633	380	1104
%V	*23.5%*	*28.0%*	*24.3%*	*22.2%*	*25.9%*	*17.9%*	*25.3%*
%H		*56.8%*	*14.8%*	*78.3%*	*49.0%*	*29.4%*	*85.4%*
Don't know	27	11	3	26	12	13	18
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.5%*	*0.6%*	*0.4%*
%H		*40.7%*	*11.1%*	*96.3%*	*44.4%*	*48.1%*	*66.7%*
Not Asked	377	212	53	225	136	89	320
%V	*6.8%*	*8.1%*	*6.7%*	*4.9%*	*5.6%*	*4.2%*	*7.3%*
%H		*56.2%*	*14.1%*	*59.7%*	*36.1%*	*23.6%*	*84.9%*

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

October 2012 - September 2013

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5512	2622	791	4561	2441	2120	4365
%H		*47.6%*	*14.4%*	*82.7%*	*44.3%*	*38.5%*	*79.2%*
Main living room	2611	1114	349	2114	955	1160	1908
%V	*47.4%*	*42.5%*	*44.1%*	*46.3%*	*39.1%*	*54.7%*	*43.7%*
%H		*42.7%*	*13.4%*	*81.0%*	*36.6%*	*44.4%*	*73.1%*
Kitchen	339	154	42	314	168	146	271
%V	*6.2%*	*5.9%*	*5.3%*	*6.9%*	*6.9%*	*6.9%*	*6.2%*
%H		*45.4%*	*12.4%*	*92.6%*	*49.6%*	*43.1%*	*79.9%*
Adult's bedroom	1354	678	209	1175	691	484	1114
%V	*24.6%*	*25.9%*	*26.4%*	*25.8%*	*28.3%*	*22.8%*	*25.5%*
%H		*50.1%*	*15.4%*	*86.8%*	*51.0%*	*35.7%*	*82.3%*
Child's bedroom	271	172	43	240	180	60	257
%V	*4.9%*	*6.6%*	*5.4%*	*5.3%*	*7.4%*	*2.8%*	*5.9%*
%H		*63.5%*	*15.9%*	*88.6%*	*66.4%*	*22.1%*	*94.8%*
Other bedroom	153	82	22	138	88	51	140
%V	*2.8%*	*3.1%*	*2.8%*	*3.0%*	*3.6%*	*2.4%*	*3.2%*
%H		*53.6%*	*14.4%*	*90.2%*	*57.5%*	*33.3%*	*91.5%*
Second living/dining room	252	130	40	213	130	84	212
%V	*4.6%*	*5.0%*	*5.1%*	*4.7%*	*5.3%*	*4.0%*	*4.9%*
%H		*51.6%*	*15.9%*	*84.5%*	*51.6%*	*33.3%*	*84.1%*
Study/office	32	14	4	29	15	14	31
%V	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.7%*	*0.7%*
%H		*43.8%*	*12.5%*	*90.6%*	*46.9%*	*43.8%*	*96.9%*
TV room	11	5	2	11	6	4	11
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*
%H		*45.5%*	*18.2%*	*100.0%*	*54.5%*	*36.4%*	*100.0%*
Conservatory	92	50	21	81	59	21	80
%V	*1.7%*	*1.9%*	*2.7%*	*1.8%*	*2.4%*	*1.0%*	*1.8%*
%H		*54.3%*	*22.8%*	*88.0%*	*64.1%*	*22.8%*	*87.0%*
Attic or loft room	3	1	0	3	1	2	2
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*66.7%*
No specific location	5	1	1	5	2	3	3
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	*60.0%*
Other	14	9	3	13	10	3	14
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*64.3%*	*21.4%*	*92.9%*	*71.4%*	*21.4%*	*100.0%*
Not Asked	377	212	53	225	136	89	320
%V	*6.8%*	*8.1%*	*6.7%*	*4.9%*	*5.6%*	*4.2%*	*7.3%*
%H		*56.2%*	*14.1%*	*59.7%*	*36.1%*	*23.6%*	*84.9%*

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
October 2012 - September 2013

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5512	2622	791	4561	2441	2120	4365
%H		*47.6%*	*14.4%*	*82.7%*	*44.3%*	*38.5%*	*79.2%*
PVR	1987	1266	334	1481	1057	423	1736
%V	*36.0%*	*48.3%*	*42.2%*	*32.5%*	*43.3%*	*20.0%*	*39.8%*
%H		*63.7%*	*16.8%*	*74.5%*	*53.2%*	*21.3%*	*87.4%*
DVDR	148	72	15	124	61	63	123
%V	*2.7%*	*2.7%*	*1.9%*	*2.7%*	*2.5%*	*3.0%*	*2.8%*
%H		*48.6%*	*10.1%*	*83.8%*	*41.2%*	*42.6%*	*83.1%*
VCR	209	75	29	174	67	107	149
%V	*3.8%*	*2.9%*	*3.7%*	*3.8%*	*2.7%*	*5.0%*	*3.4%*
%H		*35.9%*	*13.9%*	*83.3%*	*32.1%*	*51.2%*	*71.3%*
Any recorder	2168	1313	353	1641	1102	539	1856
%V	*39.3%*	*50.1%*	*44.6%*	*36.0%*	*45.1%*	*25.4%*	*42.5%*
%H		*60.6%*	*16.3%*	*75.7%*	*50.8%*	*24.9%*	*85.6%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5512	2622	791	4561	2441	2120	4365
%H		*47.6%*	*14.4%*	*82.7%*	*44.3%*	*38.5%*	*79.2%*
Receives HDTV (via STB or built-in reception)	1846	1010	385	1446	958	488	1593
%V	*33.5%*	*38.5%*	*48.7%*	*31.7%*	*39.2%*	*23.0%*	*36.5%*
%H		*54.7%*	*20.9%*	*78.3%*	*51.9%*	*26.4%*	*86.3%*
DVD/Blu-ray player or recorder	3063	1431	484	2542	1363	1179	2491
%V	*55.6%*	*54.6%*	*61.2%*	*55.7%*	*55.8%*	*55.6%*	*57.1%*
%H		*46.7%*	*15.8%*	*83.0%*	*44.5%*	*38.5%*	*81.3%*

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

October 2012 - September 2013

ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2637	1115	351	2123	954	1168	1923
%H		*42.3%*	*13.3%*	*80.5%*	*36.2%*	*44.3%*	*72.9%*
Under 20"	64	13	5	57	11	47	24
%V	*2.4%*	*1.2%*	*1.4%*	*2.7%*	*1.2%*	*4.0%*	*1.2%*
%H		*20.3%*	*7.8%*	*89.1%*	*17.2%*	*73.4%*	*37.5%*
20" - 29"	387	89	44	338	85	254	211
%V	*14.7%*	*8.0%*	*12.5%*	*15.9%*	*8.9%*	*21.7%*	*11.0%*
%H		*23.0%*	*11.4%*	*87.3%*	*22.0%*	*65.6%*	*54.5%*
30" - 39"	1078	406	143	873	340	533	763
%V	*40.9%*	*36.4%*	*40.7%*	*41.1%*	*35.6%*	*45.6%*	*39.7%*
%H		*37.7%*	*13.3%*	*81.0%*	*31.5%*	*49.4%*	*70.8%*
40" and over	1081	603	159	844	516	328	909
%V	*41.0%*	*54.1%*	*45.3%*	*39.8%*	*54.1%*	*28.1%*	*47.3%*
%H		*55.8%*	*14.7%*	*78.1%*	*47.7%*	*30.3%*	*84.1%*
Don't know	12	4	1	10	4	7	6
%V	*0.5%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H		*33.3%*	*8.3%*	*83.3%*	*33.3%*	*58.3%*	*50.0%*
Not Asked	15	0	0	1	0	0	10
%V	*0.6%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.5%*
%H		*0.0%*	*0.0%*	*6.7%*	*0.0%*	*0.0%*	*66.7%*

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
October 2012 - September 2013

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2637	1115	351	2123	954	1168	1923
%H		*42.3%*	*13.3%*	*80.5%*	*36.2%*	*44.3%*	*72.9%*
PVR	1509	927	248	1139	783	356	1288
%V	*57.2%*	*83.1%*	*70.7%*	*53.7%*	*82.1%*	*30.5%*	*67.0%*
%H		*61.4%*	*16.4%*	*75.5%*	*51.9%*	*23.6%*	*85.4%*
DVDR	116	54	11	97	45	52	95
%V	*4.4%*	*4.8%*	*3.1%*	*4.6%*	*4.7%*	*4.5%*	*4.9%*
%H		*46.6%*	*9.5%*	*83.6%*	*38.8%*	*44.8%*	*81.9%*
VCR	168	57	19	138	45	93	114
%V	*6.4%*	*5.1%*	*5.4%*	*6.5%*	*4.7%*	*8.0%*	*5.9%*
%H		*33.9%*	*11.3%*	*82.1%*	*26.8%*	*55.4%*	*67.9%*
Any recorder	1639	953	256	1254	802	452	1366
%V	*62.2%*	*85.5%*	*72.9%*	*59.1%*	*84.1%*	*38.7%*	*71.0%*
%H		*58.1%*	*15.6%*	*76.5%*	*48.9%*	*27.6%*	*83.3%*

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	2637	1115	351	2123	954	1168	1923
%H		*42.3%*	*13.3%*	*80.5%*	*36.2%*	*44.3%*	*72.9%*
Receives HDTV (via STB or built-in reception)	1286	704	265	988	649	339	1086
%V	*48.8%*	*63.1%*	*75.5%*	*46.5%*	*68.0%*	*29.0%*	*56.5%*
%H		*54.7%*	*20.6%*	*76.8%*	*50.5%*	*26.4%*	*84.4%*
DVD/Blu-ray player or recorder	1968	860	282	1585	747	838	1517
%V	*74.6%*	*77.1%*	*80.3%*	*74.7%*	*78.3%*	*71.7%*	*78.9%*
%H		*43.7%*	*14.3%*	*80.5%*	*38.0%*	*42.6%*	*77.1%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2875	1508	439	2439	1487	952	2442
%H		*52.5%*	*15.3%*	*84.8%*	*51.7%*	*33.1%*	*84.9%*
Under 20"	841	385	106	778	421	357	693
%V	*29.3%*	*25.5%*	*24.1%*	*31.9%*	*28.3%*	*37.5%*	*28.4%*
%H		*45.8%*	*12.6%*	*92.5%*	*50.1%*	*42.4%*	*82.4%*
20" - 29"	810	401	144	710	435	275	678
%V	*28.2%*	*26.6%*	*32.8%*	*29.1%*	*29.3%*	*28.9%*	*27.8%*
%H		*49.5%*	*17.8%*	*87.7%*	*53.7%*	*34.0%*	*83.7%*
30" - 39"	635	371	101	541	369	173	552
%V	*22.1%*	*24.6%*	*23.0%*	*22.2%*	*24.8%*	*18.2%*	*22.6%*
%H		*58.4%*	*15.9%*	*85.2%*	*58.1%*	*27.2%*	*86.9%*
40" and over	212	132	33	169	117	52	196
%V	*7.4%*	*8.8%*	*7.5%*	*6.9%*	*7.9%*	*5.5%*	*8.0%*
%H		*62.3%*	*15.6%*	*79.7%*	*55.2%*	*24.5%*	*92.5%*
Don't know	16	7	2	15	9	6	11
%V	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*
%H		*43.8%*	*12.5%*	*93.8%*	*56.3%*	*37.5%*	*68.8%*
Not Asked	361	212	53	226	136	89	312
%V	*12.6%*	*14.1%*	*12.1%*	*9.3%*	*9.1%*	*9.3%*	*12.8%*
%H		*58.7%*	*14.7%*	*62.6%*	*37.7%*	*24.7%*	*86.4%*

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

October 2012 - September 2013

ITV Yorkshire

Set level data

Table 4.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2875	1508	439	2439	1487	952	2442
%H		*52.5%*	*15.3%*	*84.8%*	*51.7%*	*33.1%*	*84.9%*
PVR	478	339	87	342	274	68	448
%V	*16.6%*	*22.5%*	*19.8%*	*14.0%*	*18.4%*	*7.1%*	*18.3%*
%H		*70.9%*	*18.2%*	*71.5%*	*57.3%*	*14.2%*	*93.7%*
DVDR	32	18	4	28	17	11	28
%V	*1.1%*	*1.2%*	*0.9%*	*1.1%*	*1.1%*	*1.2%*	*1.1%*
%H		*56.3%*	*12.5%*	*87.5%*	*53.1%*	*34.4%*	*87.5%*
VCR	42	18	10	35	22	14	35
%V	*1.5%*	*1.2%*	*2.3%*	*1.4%*	*1.5%*	*1.5%*	*1.4%*
%H		*42.9%*	*23.8%*	*83.3%*	*52.4%*	*33.3%*	*83.3%*
Any recorder	528	360	98	388	300	88	490
%V	*18.4%*	*23.9%*	*22.3%*	*15.9%*	*20.2%*	*9.2%*	*20.1%*
%H		*68.2%*	*18.6%*	*73.5%*	*56.8%*	*16.7%*	*92.8%*

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	2875	1508	439	2439	1487	952	2442
%H		*52.5%*	*15.3%*	*84.8%*	*51.7%*	*33.1%*	*84.9%*
Receives HDTV (via STB or built-in reception)	560	307	120	458	308	149	506
%V	*19.5%*	*20.4%*	*27.3%*	*18.8%*	*20.7%*	*15.7%*	*20.7%*
%H		*54.8%*	*21.4%*	*81.8%*	*55.0%*	*26.6%*	*90.4%*
DVD/Blu-ray player or recorder	1095	572	202	957	615	341	973
%V	*38.1%*	*37.9%*	*46.0%*	*39.2%*	*41.4%*	*35.8%*	*39.8%*
%H		*52.2%*	*18.4%*	*87.4%*	*56.2%*	*31.1%*	*88.9%*

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

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.21: Age 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 Inds	6303	6156	2983	847	4820	2503	2317	5090
%H		*97.7%*	*47.3%*	*13.4%*	*76.5%*	*39.7%*	*36.8%*	*80.8%*
Total Children	1177	1160	667	160	844	510	335	1033
%V	*18.7%*	*18.8%*	*22.4%*	*18.9%*	*17.5%*	*20.4%*	*14.5%*	*20.3%*
%H		*98.6%*	*56.7%*	*13.6%*	*71.7%*	*43.3%*	*28.5%*	*87.8%*
0 - 3	317	311	171	43	216	123	94	261
%V	*5.0%*	*5.1%*	*5.7%*	*5.1%*	*4.5%*	*4.9%*	*4.1%*	*5.1%*
%H		*98.1%*	*53.9%*	*13.6%*	*68.1%*	*38.8%*	*29.7%*	*82.3%*
4 - 15	861	849	496	117	628	387	241	771
%V	*13.7%*	*13.8%*	*16.6%*	*13.8%*	*13.0%*	*15.5%*	*10.4%*	*15.1%*
%H		*98.6%*	*57.6%*	*13.6%*	*72.9%*	*44.9%*	*28.0%*	*89.5%*
4 - 9	429	420	254	47	304	185	118	367
%V	*6.8%*	*6.8%*	*8.5%*	*5.5%*	*6.3%*	*7.4%*	*5.1%*	*7.2%*
%H		*97.9%*	*59.2%*	*11.0%*	*70.9%*	*43.1%*	*27.5%*	*85.5%*
10 - 15	432	429	242	69	325	202	123	404
%V	*6.9%*	*7.0%*	*8.1%*	*8.1%*	*6.7%*	*8.1%*	*5.3%*	*7.9%*
%H		*99.3%*	*56.0%*	*16.0%*	*75.2%*	*46.8%*	*28.5%*	*93.5%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.22: Adults - 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 Inds	6303	6156	2983	847	4820	2503	2317	5090
%H		*97.7%*	*47.3%*	*13.4%*	*76.5%*	*39.7%*	*36.8%*	*80.8%*
Total Adults (16+)	5125	4996	2316	688	3976	1993	1982	4058
%V	*81.3%*	*81.2%*	*77.6%*	*81.2%*	*82.5%*	*79.6%*	*85.5%*	*79.7%*
%H		*97.5%*	*45.2%*	*13.4%*	*77.6%*	*38.9%*	*38.7%*	*79.2%*
16 - 19	319	309	156	45	239	140	98	287
%V	*5.1%*	*5.0%*	*5.2%*	*5.3%*	*5.0%*	*5.6%*	*4.2%*	*5.6%*
%H		*96.9%*	*48.9%*	*14.1%*	*74.9%*	*43.9%*	*30.7%*	*90.0%*
20 - 24	440	414	192	52	314	154	160	370
%V	*7.0%*	*6.7%*	*6.4%*	*6.1%*	*6.5%*	*6.2%*	*6.9%*	*7.3%*
%H		*94.1%*	*43.6%*	*11.8%*	*71.4%*	*35.0%*	*36.4%*	*84.1%*
25 - 34	804	768	409	117	539	305	234	691
%V	*12.8%*	*12.5%*	*13.7%*	*13.8%*	*11.2%*	*12.2%*	*10.1%*	*13.6%*
%H		*95.5%*	*50.9%*	*14.6%*	*67.0%*	*37.9%*	*29.1%*	*85.9%*
35 - 44	801	781	437	129	585	368	217	720
%V	*12.7%*	*12.7%*	*14.6%*	*15.2%*	*12.1%*	*14.7%*	*9.4%*	*14.1%*
%H		*97.5%*	*54.6%*	*16.1%*	*73.0%*	*45.9%*	*27.1%*	*89.9%*
45 - 54	900	883	445	131	697	385	312	800
%V	*14.3%*	*14.3%*	*14.9%*	*15.5%*	*14.5%*	*15.4%*	*13.5%*	*15.7%*
%H		*98.1%*	*49.4%*	*14.6%*	*77.4%*	*42.8%*	*34.7%*	*88.9%*
55 - 64	749	740	309	108	632	305	327	603
%V	*11.9%*	*12.0%*	*10.4%*	*12.8%*	*13.1%*	*12.2%*	*14.1%*	*11.8%*
%H		*98.8%*	*41.3%*	*14.4%*	*84.4%*	*40.7%*	*43.7%*	*80.5%*
65+	1112	1100	368	107	972	337	635	587
%V	*17.6%*	*17.9%*	*12.3%*	*12.6%*	*20.2%*	*13.5%*	*27.4%*	*11.5%*
%H		*98.9%*	*33.1%*	*9.6%*	*87.4%*	*30.3%*	*57.1%*	*52.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5125	4996	2316	688	3976	1993	1982	4058
%H		*97.5%*	*45.2%*	*13.4%*	*77.6%*	*38.9%*	*38.7%*	*79.2%*
AB	1133	1102	524	161	873	453	420	1045
%V	*22.1%*	*22.1%*	*22.6%*	*23.4%*	*22.0%*	*22.7%*	*21.2%*	*25.8%*
%H		*97.3%*	*46.2%*	*14.2%*	*77.1%*	*40.0%*	*37.1%*	*92.2%*
C1	1328	1289	580	197	1027	513	513	1130
%V	*25.9%*	*25.8%*	*25.0%*	*28.6%*	*25.8%*	*25.7%*	*25.9%*	*27.8%*
%H		*97.1%*	*43.7%*	*14.8%*	*77.3%*	*38.6%*	*38.6%*	*85.1%*
C2	1206	1189	610	160	968	551	417	992
%V	*23.5%*	*23.8%*	*26.3%*	*23.3%*	*24.3%*	*27.6%*	*21.0%*	*24.4%*
%H		*98.6%*	*50.6%*	*13.3%*	*80.3%*	*45.7%*	*34.6%*	*82.3%*
D	887	870	419	109	649	315	335	648
%V	*17.3%*	*17.4%*	*18.1%*	*15.8%*	*16.3%*	*15.8%*	*16.9%*	*16.0%*
%H		*98.1%*	*47.2%*	*12.3%*	*73.2%*	*35.5%*	*37.8%*	*73.1%*
E	571	545	182	62	459	162	298	243
%V	*11.1%*	*10.9%*	*7.9%*	*9.0%*	*11.5%*	*8.1%*	*15.0%*	*6.0%*
%H		*95.4%*	*31.9%*	*10.9%*	*80.4%*	*28.4%*	*52.2%*	*42.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5125	4996	2316	688	3976	1993	1982	4058
%H		*97.5%*	*45.2%*	*13.4%*	*77.6%*	*38.9%*	*38.7%*	*79.2%*
Working full time	2185	2142	1109	345	1638	945	693	1984
%V	*42.6%*	*42.9%*	*47.9%*	*50.1%*	*41.2%*	*47.4%*	*35.0%*	*48.9%*
%H		*98.0%*	*50.8%*	*15.8%*	*75.0%*	*43.2%*	*31.7%*	*90.8%*
Working part time	601	592	292	93	460	260	200	527
%V	*11.7%*	*11.8%*	*12.6%*	*13.5%*	*11.6%*	*13.0%*	*10.1%*	*13.0%*
%H		*98.5%*	*48.6%*	*15.5%*	*76.5%*	*43.3%*	*33.3%*	*87.7%*
Not working	2339	2262	915	250	1877	788	1089	1547
%V	*45.6%*	*45.3%*	*39.5%*	*36.3%*	*47.2%*	*39.5%*	*54.9%*	*38.1%*
%H		*96.7%*	*39.1%*	*10.7%*	*80.2%*	*33.7%*	*46.6%*	*66.1%*
Housewife/Houseperson	2723	2643	1115	351	2124	954	1170	1971
%V	*53.1%*	*52.9%*	*48.1%*	*51.0%*	*53.4%*	*47.9%*	*59.0%*	*48.6%*
%H		*97.1%*	*40.9%*	*12.9%*	*78.0%*	*35.0%*	*43.0%*	*72.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.25: Males - 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 Males (16+)	2513	2441	1189	340	1911	1005	906	2039
%H		*97.1%*	*47.3%*	*13.5%*	*76.0%*	*40.0%*	*36.1%*	*81.1%*
16 - 19	171	165	88	23	126	78	48	156
%V	*6.8%*	*6.8%*	*7.4%*	*6.8%*	*6.6%*	*7.8%*	*5.3%*	*7.7%*
%H		*96.5%*	*51.5%*	*13.5%*	*73.7%*	*45.6%*	*28.1%*	*91.2%*
20 - 24	211	200	97	24	153	80	73	186
%V	*8.4%*	*8.2%*	*8.2%*	*7.1%*	*8.0%*	*8.0%*	*8.1%*	*9.1%*
%H		*94.8%*	*46.0%*	*11.4%*	*72.5%*	*37.9%*	*34.6%*	*88.2%*
25 - 34	401	384	203	62	269	157	113	349
%V	*16.0%*	*15.7%*	*17.1%*	*18.2%*	*14.1%*	*15.6%*	*12.5%*	*17.1%*
%H		*95.8%*	*50.6%*	*15.5%*	*67.1%*	*39.2%*	*28.2%*	*87.0%*
35 - 44	401	387	212	60	287	170	117	355
%V	*16.0%*	*15.9%*	*17.8%*	*17.6%*	*15.0%*	*16.9%*	*12.9%*	*17.4%*
%H		*96.5%*	*52.9%*	*15.0%*	*71.6%*	*42.4%*	*29.2%*	*88.5%*
45 - 54	451	440	237	66	338	199	139	394
%V	*17.9%*	*18.0%*	*19.9%*	*19.4%*	*17.7%*	*19.8%*	*15.3%*	*19.3%*
%H		*97.6%*	*52.5%*	*14.6%*	*74.9%*	*44.1%*	*30.8%*	*87.4%*
55 - 64	366	359	155	52	302	148	154	295
%V	*14.6%*	*14.7%*	*13.0%*	*15.3%*	*15.8%*	*14.7%*	*17.0%*	*14.5%*
%H		*98.1%*	*42.3%*	*14.2%*	*82.5%*	*40.4%*	*42.1%*	*80.6%*
65+	512	507	198	53	436	175	261	304
%V	*20.4%*	*20.8%*	*16.7%*	*15.6%*	*22.8%*	*17.4%*	*28.8%*	*14.9%*
%H		*99.0%*	*38.7%*	*10.4%*	*85.2%*	*34.2%*	*51.0%*	*59.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2513	2441	1189	340	1911	1005	906	2039
%H		*97.1%*	*47.3%*	*13.5%*	*76.0%*	*40.0%*	*36.1%*	*81.1%*
AB	575	556	267	84	434	228	206	532
%V	*22.9%*	*22.8%*	*22.5%*	*24.7%*	*22.7%*	*22.7%*	*22.7%*	*26.1%*
%H		*96.7%*	*46.4%*	*14.6%*	*75.5%*	*39.7%*	*35.8%*	*92.5%*
C1	640	619	302	94	481	258	223	557
%V	*25.5%*	*25.4%*	*25.4%*	*27.6%*	*25.2%*	*25.7%*	*24.6%*	*27.3%*
%H		*96.7%*	*47.2%*	*14.7%*	*75.2%*	*40.3%*	*34.8%*	*87.0%*
C2	641	629	330	81	510	295	215	522
%V	*25.5%*	*25.8%*	*27.8%*	*23.8%*	*26.7%*	*29.4%*	*23.7%*	*25.6%*
%H		*98.1%*	*51.5%*	*12.6%*	*79.6%*	*46.0%*	*33.5%*	*81.4%*
D	427	420	204	55	307	150	157	320
%V	*17.0%*	*17.2%*	*17.2%*	*16.2%*	*16.1%*	*14.9%*	*17.3%*	*15.7%*
%H		*98.4%*	*47.8%*	*12.9%*	*71.9%*	*35.1%*	*36.8%*	*74.9%*
E	231	218	86	26	179	74	105	109
%V	*9.2%*	*8.9%*	*7.2%*	*7.6%*	*9.4%*	*7.4%*	*11.6%*	*5.3%*
%H		*94.4%*	*37.2%*	*11.3%*	*77.5%*	*32.0%*	*45.5%*	*47.2%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2513	2441	1189	340	1911	1005	906	2039
%H		*97.1%*	*47.3%*	*13.5%*	*76.0%*	*40.0%*	*36.1%*	*81.1%*
Working full time	1370	1340	715	207	1011	590	421	1236
%V	*54.5%*	*54.9%*	*60.1%*	*60.9%*	*52.9%*	*58.7%*	*46.5%*	*60.6%*
%H		*97.8%*	*52.2%*	*15.1%*	*73.8%*	*43.1%*	*30.7%*	*90.2%*
Working part time	118	116	49	20	95	49	45	104
%V	*4.7%*	*4.8%*	*4.1%*	*5.9%*	*5.0%*	*4.9%*	*5.0%*	*5.1%*
%H		*98.3%*	*41.5%*	*16.9%*	*80.5%*	*41.5%*	*38.1%*	*88.1%*
Not working	1025	985	425	113	805	365	440	699
%V	*40.8%*	*40.4%*	*35.7%*	*33.2%*	*42.1%*	*36.3%*	*48.6%*	*34.3%*
%H		*96.1%*	*41.5%*	*11.0%*	*78.5%*	*35.6%*	*42.9%*	*68.2%*
Housewife/Houseperson	556	518	201	66	399	154	245	334
%V	*22.1%*	*21.2%*	*16.9%*	*19.4%*	*20.9%*	*15.3%*	*27.0%*	*16.4%*
%H		*93.2%*	*36.2%*	*11.9%*	*71.8%*	*27.7%*	*44.1%*	*60.1%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.28: Females - 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 Females (16+)	2612	2555	1127	348	2065	988	1076	2018
%H		*97.8%*	*43.1%*	*13.3%*	*79.1%*	*37.8%*	*41.2%*	*77.3%*
16 - 19	148	144	68	23	113	63	50	130
%V	*5.7%*	*5.6%*	*6.0%*	*6.6%*	*5.5%*	*6.4%*	*4.6%*	*6.4%*
%H		*97.3%*	*45.9%*	*15.5%*	*76.4%*	*42.6%*	*33.8%*	*87.8%*
20 - 24	230	215	95	28	161	74	87	184
%V	*8.8%*	*8.4%*	*8.4%*	*8.0%*	*7.8%*	*7.5%*	*8.1%*	*9.1%*
%H		*93.5%*	*41.3%*	*12.2%*	*70.0%*	*32.2%*	*37.8%*	*80.0%*
25 - 34	402	385	206	54	269	148	121	342
%V	*15.4%*	*15.1%*	*18.3%*	*15.5%*	*13.0%*	*15.0%*	*11.2%*	*16.9%*
%H		*95.8%*	*51.2%*	*13.4%*	*66.9%*	*36.8%*	*30.1%*	*85.1%*
35 - 44	399	394	226	69	298	198	100	365
%V	*15.3%*	*15.4%*	*20.1%*	*19.8%*	*14.4%*	*20.0%*	*9.3%*	*18.1%*
%H		*98.7%*	*56.6%*	*17.3%*	*74.7%*	*49.6%*	*25.1%*	*91.5%*
45 - 54	449	443	208	64	359	186	172	406
%V	*17.2%*	*17.3%*	*18.5%*	*18.4%*	*17.4%*	*18.8%*	*16.0%*	*20.1%*
%H		*98.7%*	*46.3%*	*14.3%*	*80.0%*	*41.4%*	*38.3%*	*90.4%*
55 - 64	383	381	154	56	330	157	173	308
%V	*14.7%*	*14.9%*	*13.7%*	*16.1%*	*16.0%*	*15.9%*	*16.1%*	*15.3%*
%H		*99.5%*	*40.2%*	*14.6%*	*86.2%*	*41.0%*	*45.2%*	*80.4%*
65+	600	593	170	54	536	162	374	284
%V	*23.0%*	*23.2%*	*15.1%*	*15.5%*	*26.0%*	*16.4%*	*34.8%*	*14.1%*
%H		*98.8%*	*28.3%*	*9.0%*	*89.3%*	*27.0%*	*62.3%*	*47.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2612	2555	1127	348	2065	988	1076	2018
%H		*97.8%*	*43.1%*	*13.3%*	*79.1%*	*37.8%*	*41.2%*	*77.3%*
AB	559	547	257	77	439	225	213	513
%V	*21.4%*	*21.4%*	*22.8%*	*22.1%*	*21.3%*	*22.8%*	*19.8%*	*25.4%*
%H		*97.9%*	*46.0%*	*13.8%*	*78.5%*	*40.3%*	*38.1%*	*91.8%*
C1	688	670	279	103	545	255	290	573
%V	*26.3%*	*26.2%*	*24.8%*	*29.6%*	*26.4%*	*25.8%*	*27.0%*	*28.4%*
%H		*97.4%*	*40.6%*	*15.0%*	*79.2%*	*37.1%*	*42.2%*	*83.3%*
C2	565	560	280	79	458	256	202	470
%V	*21.6%*	*21.9%*	*24.8%*	*22.7%*	*22.2%*	*25.9%*	*18.8%*	*23.3%*
%H		*99.1%*	*49.6%*	*14.0%*	*81.1%*	*45.3%*	*35.8%*	*83.2%*
D	460	450	215	53	342	164	178	328
%V	*17.6%*	*17.6%*	*19.1%*	*15.2%*	*16.6%*	*16.6%*	*16.5%*	*16.3%*
%H		*97.8%*	*46.7%*	*11.5%*	*74.3%*	*35.7%*	*38.7%*	*71.3%*
E	340	327	96	36	280	88	192	134
%V	*13.0%*	*12.8%*	*8.5%*	*10.3%*	*13.6%*	*8.9%*	*17.8%*	*6.6%*
%H		*96.2%*	*28.2%*	*10.6%*	*82.4%*	*25.9%*	*56.5%*	*39.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire

Individual level data

Table 4.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2612	2555	1127	348	2065	988	1076	2018
%H		*97.8%*	*43.1%*	*13.3%*	*79.1%*	*37.8%*	*41.2%*	*77.3%*
Working full time	816	802	393	138	628	355	272	747
%V	*31.2%*	*31.4%*	*34.9%*	*39.7%*	*30.4%*	*35.9%*	*25.3%*	*37.0%*
%H		*98.3%*	*48.2%*	*16.9%*	*77.0%*	*43.5%*	*33.3%*	*91.5%*
Working part time	482	476	243	73	365	210	155	423
%V	*18.5%*	*18.6%*	*21.6%*	*21.0%*	*17.7%*	*21.3%*	*14.4%*	*21.0%*
%H		*98.8%*	*50.4%*	*15.1%*	*75.7%*	*43.6%*	*32.2%*	*87.8%*
Not working	1314	1277	491	137	1072	423	649	847
%V	*50.3%*	*50.0%*	*43.6%*	*39.4%*	*51.9%*	*42.8%*	*60.3%*	*42.0%*
%H		*97.2%*	*37.4%*	*10.4%*	*81.6%*	*32.2%*	*49.4%*	*64.5%*
Housewife/Houseperson	2167	2125	913	286	1726	801	925	1636
%V	*83.0%*	*83.2%*	*81.0%*	*82.2%*	*83.6%*	*81.1%*	*86.0%*	*81.1%*
%H		*98.1%*	*42.1%*	*13.2%*	*79.6%*	*37.0%*	*42.7%*	*75.5%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

Contents Page

Household

Table 5.1: Social Grade 116
Table 5.2: Housewife Age 117
Table 5.3: Size of Household 118
Table 5.4: Presence of Children 119
Table 5.5: Number of TV sets in household 120
Table 5.6: Screen size 121
Table 5.7: Location of ANY set in household 122
Table 5.8: Recorders 123
Table 5.9: Recorders and other equipment 124
Table 5.10: Computers and Internet 125

Sets

Table 5.11: Screen Size 126
Table 5.12: Location of set 127
Table 5.13: Recorders 128
Table 5.14: Other TV equipment 128
Table 5.15: Main Set Screen Size 129
Table 5.16: Main Set Recorders 130
Table 5.17: Main Set - Other TV equipment 130
Table 5.18: Other Sets (non-Main Set) Screen Size 131
Table 5.19: Other Set (non-Main Set) Recorders 132
Table 5.20: Other Set (non-Main Set) - Other TV equipment 132

Individuals

Table 5.21: Age of Children 133
Table 5.22: Adults - Age 134
Table 5.23: Social Grade (Adults 16+) 135
Table 5.24: Working Status (Adults 16+) 136
Table 5.25: Males - Age 137
Table 5.26: Social Grade (Males 16+) 138
Table 5.27: Working Status (Males 16+) 139
Table 5.28: Females - Age 140
Table 5.29: Social Grade (Females 16+) 141
Table 5.30: Working Status (Females 16+) 142

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Household level data

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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
AB	248	242	112	45	190	103	87	224
%V	*20.4%*	*20.5%*	*22.9%*	*21.0%*	*20.9%*	*24.0%*	*18.1%*	*27.0%*
%H (All HH)		*97.6%*	*45.2%*	*18.1%*	*76.6%*	*41.5%*	*35.1%*	*90.3%*
%H (TV HH)			*46.3%*	*18.6%*	*78.5%*	*42.6%*	*36.0%*	
C1	295	285	127	54	210	107	103	230
%V	*24.3%*	*24.1%*	*26.0%*	*25.2%*	*23.1%*	*24.9%*	*21.4%*	*27.7%*
%H (All HH)		*96.6%*	*43.1%*	*18.3%*	*71.2%*	*36.3%*	*34.9%*	*78.0%*
%H (TV HH)			*44.6%*	*18.9%*	*73.7%*	*37.5%*	*36.1%*	
C2	239	236	106	57	179	101	78	168
%V	*19.7%*	*20.0%*	*21.7%*	*26.6%*	*19.6%*	*23.5%*	*16.2%*	*20.2%*
%H (All HH)		*98.7%*	*44.4%*	*23.8%*	*74.9%*	*42.3%*	*32.6%*	*70.3%*
%H (TV HH)			*44.9%*	*24.2%*	*75.8%*	*42.8%*	*33.1%*	
D	218	209	91	28	159	73	86	131
%V	*17.9%*	*17.7%*	*18.6%*	*13.1%*	*17.5%*	*17.0%*	*17.9%*	*15.8%*
%H (All HH)		*95.9%*	*41.7%*	*12.8%*	*72.9%*	*33.5%*	*39.4%*	*60.1%*
%H (TV HH)			*43.5%*	*13.4%*	*76.1%*	*34.9%*	*41.1%*	
E	216	210	53	30	172	46	126	76
%V	*17.8%*	*17.8%*	*10.8%*	*14.0%*	*18.9%*	*10.7%*	*26.2%*	*9.2%*
%H (All HH)		*97.2%*	*24.5%*	*13.9%*	*79.6%*	*21.3%*	*58.3%*	*35.2%*
%H (TV HH)			*25.2%*	*14.3%*	*81.9%*	*21.9%*	*60.0%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Household level data

Table 5.2: 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Under 25	63	60	31	4	45	21	23	44
%V	*5.2%*	*5.1%*	*6.3%*	*1.9%*	*4.9%*	*4.9%*	*4.8%*	*5.3%*
%H (All HH)		*95.2%*	*49.2%*	*6.3%*	*71.4%*	*33.3%*	*36.5%*	*69.8%*
%H (TV HH)			*51.7%*	*6.7%*	*75.0%*	*35.0%*	*38.3%*	
25 - 34	181	172	95	34	113	74	39	151
%V	*14.9%*	*14.6%*	*19.4%*	*15.9%*	*12.4%*	*17.2%*	*8.1%*	*18.2%*
%H (All HH)		*95.0%*	*52.5%*	*18.8%*	*62.4%*	*40.9%*	*21.5%*	*83.4%*
%H (TV HH)			*55.2%*	*19.8%*	*65.7%*	*43.0%*	*22.7%*	
35 - 44	191	186	97	45	127	80	46	166
%V	*15.7%*	*15.7%*	*19.8%*	*21.0%*	*13.9%*	*18.6%*	*9.6%*	*20.0%*
%H (All HH)		*97.4%*	*50.8%*	*23.6%*	*66.5%*	*41.9%*	*24.1%*	*86.9%*
%H (TV HH)			*52.2%*	*24.2%*	*68.3%*	*43.0%*	*24.7%*	
45 - 54	226	222	93	53	172	96	76	188
%V	*18.6%*	*18.8%*	*19.0%*	*24.8%*	*18.9%*	*22.3%*	*15.8%*	*22.7%*
%H (All HH)		*98.2%*	*41.2%*	*23.5%*	*76.1%*	*42.5%*	*33.6%*	*83.2%*
%H (TV HH)			*41.9%*	*23.9%*	*77.5%*	*43.2%*	*34.2%*	
55 - 64	213	207	87	35	161	73	88	149
%V	*17.5%*	*17.5%*	*17.8%*	*16.4%*	*17.7%*	*17.0%*	*18.3%*	*18.0%*
%H (All HH)		*97.2%*	*40.8%*	*16.4%*	*75.6%*	*34.3%*	*41.3%*	*70.0%*
%H (TV HH)			*42.0%*	*16.9%*	*77.8%*	*35.3%*	*42.5%*	
65 +	341	335	86	43	294	86	208	133
%V	*28.0%*	*28.3%*	*17.6%*	*20.1%*	*32.3%*	*20.0%*	*43.2%*	*16.0%*
%H (All HH)		*98.2%*	*25.2%*	*12.6%*	*86.2%*	*25.2%*	*61.0%*	*39.0%*
%H (TV HH)			*25.7%*	*12.8%*	*87.8%*	*25.7%*	*62.1%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Household level data

Table 5.3: 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
1	392	376	89	49	308	72	236	140
%V	*32.2%*	*31.8%*	*18.2%*	*22.9%*	*33.8%*	*16.7%*	*49.1%*	*16.9%*
%H (All HH)		*95.9%*	*22.7%*	*12.5%*	*78.6%*	*18.4%*	*60.2%*	*35.7%*
%H (TV HH)			*23.7%*	*13.0%*	*81.9%*	*19.1%*	*62.8%*	
2	437	426	197	78	331	179	152	336
%V	*35.9%*	*36.0%*	*40.3%*	*36.4%*	*36.3%*	*41.6%*	*31.6%*	*40.5%*
%H (All HH)		*97.5%*	*45.1%*	*17.8%*	*75.7%*	*41.0%*	*34.8%*	*76.9%*
%H (TV HH)			*46.2%*	*18.3%*	*77.7%*	*42.0%*	*35.7%*	
3	179	176	94	38	120	76	45	159
%V	*14.7%*	*14.9%*	*19.2%*	*17.8%*	*13.2%*	*17.7%*	*9.4%*	*19.2%*
%H (All HH)		*98.3%*	*52.5%*	*21.2%*	*67.0%*	*42.5%*	*25.1%*	*88.8%*
%H (TV HH)			*53.4%*	*21.6%*	*68.2%*	*43.2%*	*25.6%*	
4	147	146	78	34	108	74	33	139
%V	*12.1%*	*12.4%*	*16.0%*	*15.9%*	*11.9%*	*17.2%*	*6.9%*	*16.7%*
%H (All HH)		*99.3%*	*53.1%*	*23.1%*	*73.5%*	*50.3%*	*22.4%*	*94.6%*
%H (TV HH)			*53.4%*	*23.3%*	*74.0%*	*50.7%*	*22.6%*	
5+	60	59	31	15	44	29	15	56
%V	*4.9%*	*5.0%*	*6.3%*	*7.0%*	*4.8%*	*6.7%*	*3.1%*	*6.7%*
%H (All HH)		*98.3%*	*51.7%*	*25.0%*	*73.3%*	*48.3%*	*25.0%*	*93.3%*
%H (TV HH)			*52.5%*	*25.4%*	*74.6%*	*49.2%*	*25.4%*	
Average HH size	2.24	2.25	2.54	2.50	2.20	2.59	1.85	2.59

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Without	921	893	330	149	714	296	417	567
%V	*75.7%*	*75.5%*	*67.5%*	*69.6%*	*78.4%*	*68.8%*	*86.7%*	*68.3%*
%H (All HH)		*97.0%*	*35.8%*	*16.2%*	*77.5%*	*32.1%*	*45.3%*	*61.6%*
%H (TV HH)			*37.0%*	*16.7%*	*80.0%*	*33.1%*	*46.7%*	
With	295	289	159	65	198	134	64	263
%V	*24.3%*	*24.5%*	*32.5%*	*30.4%*	*21.7%*	*31.2%*	*13.3%*	*31.7%*
%H (All HH)		*98.0%*	*53.9%*	*22.0%*	*67.1%*	*45.4%*	*21.7%*	*89.2%*
%H (TV HH)			*55.0%*	*22.5%*	*68.5%*	*46.4%*	*22.1%*	
0 - 3	110	106	57	26	69	46	23	95
%V	*9.0%*	*9.0%*	*11.7%*	*12.1%*	*7.6%*	*10.7%*	*4.8%*	*11.4%*
%H (All HH)		*96.4%*	*51.8%*	*23.6%*	*62.7%*	*41.8%*	*20.9%*	*86.4%*
%H (TV HH)			*53.8%*	*24.5%*	*65.1%*	*43.4%*	*21.7%*	
4 - 9	164	162	95	34	113	81	32	144
%V	*13.5%*	*13.7%*	*19.4%*	*15.9%*	*12.4%*	*18.8%*	*6.7%*	*17.3%*
%H (All HH)		*98.8%*	*57.9%*	*20.7%*	*68.9%*	*49.4%*	*19.5%*	*87.8%*
%H (TV HH)			*58.6%*	*21.0%*	*69.8%*	*50.0%*	*19.8%*	
10 - 15	139	137	69	33	99	64	35	129
%V	*11.4%*	*11.6%*	*14.1%*	*15.4%*	*10.9%*	*14.9%*	*7.3%*	*15.5%*
%H (All HH)		*98.6%*	*49.6%*	*23.7%*	*71.2%*	*46.0%*	*25.2%*	*92.8%*
%H (TV HH)			*50.4%*	*24.1%*	*72.3%*	*46.7%*	*25.5%*	

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

October 2012 - September 2013

ITV North East

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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
1	439	439	133	60	315	73	242	245
%V	*36.1%*	*37.1%*	*27.2%*	*28.0%*	*34.6%*	*17.0%*	*50.3%*	*29.5%*
%H (All HH)		*100.0%*	*30.3%*	*13.7%*	*71.8%*	*16.6%*	*55.1%*	*55.8%*
%H (TV HH)			*30.3%*	*13.7%*	*71.8%*	*16.6%*	*55.1%*	
2	423	423	178	79	324	158	166	281
%V	*34.8%*	*35.8%*	*36.4%*	*36.9%*	*35.6%*	*36.7%*	*34.5%*	*33.9%*
%H (All HH)		*100.0%*	*42.1%*	*18.7%*	*76.6%*	*37.4%*	*39.2%*	*66.4%*
%H (TV HH)			*42.1%*	*18.7%*	*76.6%*	*37.4%*	*39.2%*	
3	204	204	106	50	172	122	50	177
%V	*16.8%*	*17.3%*	*21.7%*	*23.4%*	*18.9%*	*28.4%*	*10.4%*	*21.3%*
%H (All HH)		*100.0%*	*52.0%*	*24.5%*	*84.3%*	*59.8%*	*24.5%*	*86.8%*
%H (TV HH)			*52.0%*	*24.5%*	*84.3%*	*59.8%*	*24.5%*	
4	88	88	57	15	77	58	19	80
%V	*7.2%*	*7.4%*	*11.7%*	*7.0%*	*8.5%*	*13.5%*	*4.0%*	*9.6%*
%H (All HH)		*100.0%*	*64.8%*	*17.0%*	*87.5%*	*65.9%*	*21.6%*	*90.9%*
%H (TV HH)			*64.8%*	*17.0%*	*87.5%*	*65.9%*	*21.6%*	
5+	28	28	16	9	23	19	5	28
%V	*2.3%*	*2.4%*	*3.3%*	*4.2%*	*2.5%*	*4.4%*	*1.0%*	*3.4%*
%H (All HH)		*100.0%*	*57.1%*	*32.1%*	*82.1%*	*67.9%*	*17.9%*	*100.0%*
%H (TV HH)			*57.1%*	*32.1%*	*82.1%*	*67.9%*	*17.9%*	

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

October 2012 - September 2013

ITV North East

Household level data

Table 5.6: 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Under 20"	273	273	116	50	241	131	110	181
%V	*22.5%*	*23.1%*	*23.7%*	*23.4%*	*26.5%*	*30.5%*	*22.9%*	*21.8%*
%H (All HH)		*100.0%*	*42.5%*	*18.3%*	*88.3%*	*48.0%*	*40.3%*	*66.3%*
%H (TV HH)			*42.5%*	*18.3%*	*88.3%*	*48.0%*	*40.3%*	
20" - 29"	423	423	184	71	365	192	173	298
%V	*34.8%*	*35.8%*	*37.6%*	*33.2%*	*40.1%*	*44.7%*	*36.0%*	*35.9%*
%H (All HH)		*100.0%*	*43.5%*	*16.8%*	*86.3%*	*45.4%*	*40.9%*	*70.4%*
%H (TV HH)			*43.5%*	*16.8%*	*86.3%*	*45.4%*	*40.9%*	
30" - 39"	612	612	251	111	490	235	256	428
%V	*50.3%*	*51.8%*	*51.3%*	*51.9%*	*53.8%*	*54.7%*	*53.2%*	*51.6%*
%H (All HH)		*100.0%*	*41.0%*	*18.1%*	*80.1%*	*38.4%*	*41.8%*	*69.9%*
%H (TV HH)			*41.0%*	*18.1%*	*80.1%*	*38.4%*	*41.8%*	
40" and over	552	552	286	125	407	261	146	443
%V	*45.4%*	*46.7%*	*58.5%*	*58.4%*	*44.7%*	*60.7%*	*30.4%*	*53.4%*
%H (All HH)		*100.0%*	*51.8%*	*22.6%*	*73.7%*	*47.3%*	*26.4%*	*80.3%*
%H (TV HH)			*51.8%*	*22.6%*	*73.7%*	*47.3%*	*26.4%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Household level data

Table 5.7: 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Main living room	1163	1163	485	214	903	429	473	797
%V	*95.6%*	*98.4%*	*99.2%*	*100.0%*	*99.1%*	*99.8%*	*98.3%*	*96.0%*
%H (All HH)		*100.0%*	*41.7%*	*18.4%*	*77.6%*	*36.9%*	*40.7%*	*68.5%*
%H (TV HH)			*41.7%*	*18.4%*	*77.6%*	*36.9%*	*40.7%*	
Kitchen	135	135	61	25	127	76	50	103
%V	*11.1%*	*11.4%*	*12.5%*	*11.7%*	*13.9%*	*17.7%*	*10.4%*	*12.4%*
%H (All HH)		*100.0%*	*45.2%*	*18.5%*	*94.1%*	*56.3%*	*37.0%*	*76.3%*
%H (TV HH)			*45.2%*	*18.5%*	*94.1%*	*56.3%*	*37.0%*	
Adult's bedroom	492	492	239	103	408	250	157	369
%V	*40.5%*	*41.6%*	*48.9%*	*48.1%*	*44.8%*	*58.1%*	*32.6%*	*44.5%*
%H (All HH)		*100.0%*	*48.6%*	*20.9%*	*82.9%*	*50.8%*	*31.9%*	*75.0%*
%H (TV HH)			*48.6%*	*20.9%*	*82.9%*	*50.8%*	*31.9%*	
Child's bedroom	97	97	58	18	81	59	22	89
%V	*8.0%*	*8.2%*	*11.9%*	*8.4%*	*8.9%*	*13.7%*	*4.6%*	*10.7%*
%H (All HH)		*100.0%*	*59.8%*	*18.6%*	*83.5%*	*60.8%*	*22.7%*	*91.8%*
%H (TV HH)			*59.8%*	*18.6%*	*83.5%*	*60.8%*	*22.7%*	
Other bedroom	96	96	52	26	79	58	21	84
%V	*7.9%*	*8.1%*	*10.6%*	*12.1%*	*8.7%*	*13.5%*	*4.4%*	*10.1%*
%H (All HH)		*100.0%*	*54.2%*	*27.1%*	*82.3%*	*60.4%*	*21.9%*	*87.5%*
%H (TV HH)			*54.2%*	*27.1%*	*82.3%*	*60.4%*	*21.9%*	
Second living/dining room	78	78	36	21	69	46	23	67
%V	*6.4%*	*6.6%*	*7.4%*	*9.8%*	*7.6%*	*10.7%*	*4.8%*	*8.1%*
%H (All HH)		*100.0%*	*46.2%*	*26.9%*	*88.5%*	*59.0%*	*29.5%*	*85.9%*
%H (TV HH)			*46.2%*	*26.9%*	*88.5%*	*59.0%*	*29.5%*	
Study/office	10	10	1	3	9	3	6	8
%V	*0.8%*	*0.8%*	*0.2%*	*1.4%*	*1.0%*	*0.7%*	*1.2%*	*1.0%*
%H (All HH)		*100.0%*	*10.0%*	*30.0%*	*90.0%*	*30.0%*	*60.0%*	*80.0%*
%H (TV HH)			*10.0%*	*30.0%*	*90.0%*	*30.0%*	*60.0%*	
TV room	7	7	4	4	6	6	1	6
%V	*0.6%*	*0.6%*	*0.8%*	*1.9%*	*0.7%*	*1.4%*	*0.2%*	*0.7%*
%H (All HH)		*100.0%*	*57.1%*	*57.1%*	*85.7%*	*85.7%*	*14.3%*	*85.7%*
%H (TV HH)			*57.1%*	*57.1%*	*85.7%*	*85.7%*	*14.3%*	
Conservatory	29	29	20	5	25	21	5	24
%V	*2.4%*	*2.5%*	*4.1%*	*2.3%*	*2.7%*	*4.9%*	*1.0%*	*2.9%*
%H (All HH)		*100.0%*	*69.0%*	*17.2%*	*86.2%*	*72.4%*	*17.2%*	*82.8%*
%H (TV HH)			*69.0%*	*17.2%*	*86.2%*	*72.4%*	*17.2%*	
Attic or loft room	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	9	9	4	2	9	5	3	8
%V	*0.7%*	*0.8%*	*0.8%*	*0.9%*	*1.0%*	*1.2%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*100.0%*	*55.6%*	*33.3%*	*88.9%*
%H (TV HH)			*44.4%*	*22.2%*	*100.0%*	*55.6%*	*33.3%*	

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

October 2012 - September 2013

ITV North East

Household level data

Table 5.8: Recorders 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Any DSAT provider	489	489	489	11	316	316	0	401
%V	*40.2%*	*41.4%*	*100.0%*	*5.1%*	*34.7%*	*73.5%*	*0.0%*	*48.3%*
%H (All HH)			*100.0%*	*2.2%*	*64.6%*	*64.6%*	*0.0%*	*82.0%*
%H (TV HH)			*100.0%*	*2.2%*	*64.6%*	*64.6%*	*0.0%*	
Sky with subcription	432	432	432	8	281	281	0	361
%V	*35.5%*	*36.5%*	*88.3%*	*3.7%*	*30.8%*	*65.3%*	*0.0%*	*43.5%*
%H (All HH)			*100.0%*	*1.9%*	*65.0%*	*65.0%*	*0.0%*	*83.6%*
%H (TV HH)			*100.0%*	*1.9%*	*65.0%*	*65.0%*	*0.0%*	
Sky without subscription	21	21	21	1	11	11	0	14
%V	*1.7%*	*1.8%*	*4.3%*	*0.5%*	*1.2%*	*2.6%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*4.8%*	*52.4%*	*52.4%*	*0.0%*	*66.7%*
%H (TV HH)			*100.0%*	*4.8%*	*52.4%*	*52.4%*	*0.0%*	
Freesat	34	34	34	1	20	20	0	24
%V	*2.8%*	*2.9%*	*7.0%*	*0.5%*	*2.2%*	*4.7%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*2.9%*	*58.8%*	*58.8%*	*0.0%*	*70.6%*
%H (TV HH)			*100.0%*	*2.9%*	*58.8%*	*58.8%*	*0.0%*	
Other satellite provider	7	7	7	0	5	5	0	7
%V	*0.6%*	*0.6%*	*1.4%*	*0.0%*	*0.5%*	*1.2%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*0.0%*	*71.4%*	*71.4%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*71.4%*	*71.4%*	*0.0%*	
DCAB	214	214	11	214	122	122	0	183
%V	*17.6%*	*18.1%*	*2.2%*	*100.0%*	*13.4%*	*28.4%*	*0.0%*	*22.0%*
%H (All HH)			*5.1%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	*85.5%*
%H (TV HH)			*5.1%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	
DTT	911	911	316	122	911	430	481	588
%V	*74.9%*	*77.1%*	*64.6%*	*57.0%*	*100.0%*	*100.0%*	*100.0%*	*70.8%*
%H (All HH)		*100.0%*	*34.7%*	*13.4%*	*100.0%*	*47.2%*	*52.8%*	*64.5%*
%H (TV HH)			*34.7%*	*13.4%*	*100.0%*	*47.2%*	*52.8%*	

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
PVR	703	703	426	158	497	367	129	582
%V	*57.8%*	*59.5%*	*87.1%*	*73.8%*	*54.6%*	*85.3%*	*26.8%*	*70.1%*
%H (All HH)		*100.0%*	*60.6%*	*22.5%*	*70.7%*	*52.2%*	*18.3%*	*82.8%*
%H (TV HH)			*60.6%*	*22.5%*	*70.7%*	*52.2%*	*18.3%*	
DVDR	71	71	25	15	61	28	33	52
%V	*5.8%*	*6.0%*	*5.1%*	*7.0%*	*6.7%*	*6.5%*	*6.9%*	*6.3%*
%H (All HH)		*100.0%*	*35.2%*	*21.1%*	*85.9%*	*39.4%*	*46.5%*	*73.2%*
%H (TV HH)			*35.2%*	*21.1%*	*85.9%*	*39.4%*	*46.5%*	
VCR	32	32	6	2	28	5	23	14
%V	*2.6%*	*2.7%*	*1.2%*	*0.9%*	*3.1%*	*1.2%*	*4.8%*	*1.7%*
%H (All HH)		*100.0%*	*18.8%*	*6.3%*	*87.5%*	*15.6%*	*71.9%*	*43.8%*
%H (TV HH)			*18.8%*	*6.3%*	*87.5%*	*15.6%*	*71.9%*	
Any recorder	755	755	430	164	544	373	171	610
%V	*62.1%*	*63.9%*	*87.9%*	*76.6%*	*59.7%*	*86.7%*	*35.6%*	*73.5%*
%H (All HH)		*100.0%*	*57.0%*	*21.7%*	*72.1%*	*49.4%*	*22.6%*	*80.8%*
%H (TV HH)			*57.0%*	*21.7%*	*72.1%*	*49.4%*	*22.6%*	
Receives HDTV (via STB or built-in reception)	630	630	318	161	461	300	161	503
%V	*51.8%*	*53.3%*	*65.0%*	*75.2%*	*50.6%*	*69.8%*	*33.5%*	*60.6%*
%H (All HH)		*100.0%*	*50.5%*	*25.6%*	*73.2%*	*47.6%*	*25.6%*	*79.8%*
%H (TV HH)			*50.5%*	*25.6%*	*73.2%*	*47.6%*	*25.6%*	
DVD/Blu-ray player or recorder	903	903	386	180	699	354	344	652
%V	*74.3%*	*76.4%*	*78.9%*	*84.1%*	*76.7%*	*82.3%*	*71.5%*	*78.6%*
%H (All HH)		*100.0%*	*42.7%*	*19.9%*	*77.4%*	*39.2%*	*38.1%*	*72.2%*
%H (TV HH)			*42.7%*	*19.9%*	*77.4%*	*39.2%*	*38.1%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Household level data

Table 5.10: 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	1216	1182	489	214	911	430	481	830
%H (All HH)		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*
%H (TV HH)			*41.4%*	*18.1%*	*77.1%*	*36.4%*	*40.7%*	
Has broadband internet	830	811	401	183	588	360	228	830
%V	*68.3%*	*68.6%*	*82.0%*	*85.5%*	*64.5%*	*83.7%*	*47.4%*	*100.0%*
%H (All HH)		*97.7%*	*48.3%*	*22.0%*	*70.8%*	*43.4%*	*27.5%*	*100.0%*
%H (TV HH)			*49.4%*	*22.6%*	*72.5%*	*44.4%*	*28.1%*	
Number of computers (PCs and laptops)								
0	324	313	75	25	272	60	212	11
%V	*26.6%*	*26.5%*	*15.3%*	*11.7%*	*29.9%*	*14.0%*	*44.1%*	*1.3%*
%H (All HH)		*96.6%*	*23.1%*	*7.7%*	*84.0%*	*18.5%*	*65.4%*	*3.4%*
%H (TV HH)			*24.0%*	*8.0%*	*86.9%*	*19.2%*	*67.7%*	
1	442	428	191	81	317	160	157	386
%V	*36.3%*	*36.2%*	*39.1%*	*37.9%*	*34.8%*	*37.2%*	*32.6%*	*46.5%*
%H (All HH)		*96.8%*	*43.2%*	*18.3%*	*71.7%*	*36.2%*	*35.5%*	*87.3%*
%H (TV HH)			*44.6%*	*18.9%*	*74.1%*	*37.4%*	*36.7%*	
2	250	243	118	58	175	106	68	236
%V	*20.6%*	*20.6%*	*24.1%*	*27.1%*	*19.2%*	*24.7%*	*14.1%*	*28.4%*
%H (All HH)		*97.2%*	*47.2%*	*23.2%*	*70.0%*	*42.4%*	*27.2%*	*94.4%*
%H (TV HH)			*48.6%*	*23.9%*	*72.0%*	*43.6%*	*28.0%*	
3	114	112	62	28	82	60	21	114
%V	*9.4%*	*9.5%*	*12.7%*	*13.1%*	*9.0%*	*14.0%*	*4.4%*	*13.7%*
%H (All HH)		*98.2%*	*54.4%*	*24.6%*	*71.9%*	*52.6%*	*18.4%*	*100.0%*
%H (TV HH)			*55.4%*	*25.0%*	*73.2%*	*53.6%*	*18.8%*	
4	44	44	25	9	34	23	10	44
%V	*3.6%*	*3.7%*	*5.1%*	*4.2%*	*3.7%*	*5.3%*	*2.1%*	*5.3%*
%H (All HH)		*100.0%*	*56.8%*	*20.5%*	*77.3%*	*52.3%*	*22.7%*	*100.0%*
%H (TV HH)			*56.8%*	*20.5%*	*77.3%*	*52.3%*	*22.7%*	
5+	41	41	20	13	32	20	12	40
%V	*3.4%*	*3.5%*	*4.1%*	*6.1%*	*3.5%*	*4.7%*	*2.5%*	*4.8%*
%H (All HH)		*100.0%*	*48.8%*	*31.7%*	*78.0%*	*48.8%*	*29.3%*	*97.6%*
%H (TV HH)			*48.8%*	*31.7%*	*78.0%*	*48.8%*	*29.3%*	

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

October 2012 - September 2013

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2394	1114	479	1907	1085	822	1803
%H		*46.5%*	*20.0%*	*79.7%*	*45.3%*	*34.3%*	*75.3%*
Under 20"	333	144	65	296	168	129	229
%V	*13.9%*	*12.9%*	*13.6%*	*15.5%*	*15.5%*	*15.7%*	*12.7%*
%H		*43.2%*	*19.5%*	*88.9%*	*50.5%*	*38.7%*	*68.8%*
20" - 29"	522	239	82	456	247	208	377
%V	*21.8%*	*21.5%*	*17.1%*	*23.9%*	*22.8%*	*25.3%*	*20.9%*
%H		*45.8%*	*15.7%*	*87.4%*	*47.3%*	*39.8%*	*72.2%*
30" - 39"	717	307	135	580	295	285	513
%V	*29.9%*	*27.6%*	*28.2%*	*30.4%*	*27.2%*	*34.7%*	*28.5%*
%H		*42.8%*	*18.8%*	*80.9%*	*41.1%*	*39.7%*	*71.5%*
40" and over	635	335	151	469	312	156	521
%V	*26.5%*	*30.1%*	*31.5%*	*24.6%*	*28.8%*	*19.0%*	*28.9%*
%H		*52.8%*	*23.8%*	*73.9%*	*49.1%*	*24.6%*	*82.0%*
Don't know	7	0	4	6	2	3	6
%V	*0.3%*	*0.0%*	*0.8%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*
%H		*0.0%*	*57.1%*	*85.7%*	*28.6%*	*42.9%*	*85.7%*
Not Asked	180	89	42	100	61	41	157
%V	*7.5%*	*8.0%*	*8.8%*	*5.2%*	*5.6%*	*5.0%*	*8.7%*
%H		*49.4%*	*23.3%*	*55.6%*	*33.9%*	*22.8%*	*87.2%*

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

October 2012 - September 2013

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2394	1114	479	1907	1085	822	1803
%H		*46.5%*	*20.0%*	*79.7%*	*45.3%*	*34.3%*	*75.3%*
Main living room	1167	486	214	905	429	476	799
%V	*48.7%*	*43.6%*	*44.7%*	*47.5%*	*39.5%*	*57.9%*	*44.3%*
%H		*41.6%*	*18.3%*	*77.5%*	*36.8%*	*40.8%*	*68.5%*
Kitchen	135	61	25	127	76	50	103
%V	*5.6%*	*5.5%*	*5.2%*	*6.7%*	*7.0%*	*6.1%*	*5.7%*
%H		*45.2%*	*18.5%*	*94.1%*	*56.3%*	*37.0%*	*76.3%*
Adult's bedroom	545	271	113	455	287	169	417
%V	*22.8%*	*24.3%*	*23.6%*	*23.9%*	*26.5%*	*20.6%*	*23.1%*
%H		*49.7%*	*20.7%*	*83.5%*	*52.7%*	*31.0%*	*76.5%*
Child's bedroom	125	78	23	107	81	26	116
%V	*5.2%*	*7.0%*	*4.8%*	*5.6%*	*7.5%*	*3.2%*	*6.4%*
%H		*62.4%*	*18.4%*	*85.6%*	*64.8%*	*20.8%*	*92.8%*
Other bedroom	106	59	28	89	65	23	93
%V	*4.4%*	*5.3%*	*5.8%*	*4.7%*	*6.0%*	*2.8%*	*5.2%*
%H		*55.7%*	*26.4%*	*84.0%*	*61.3%*	*21.7%*	*87.7%*
Second living/dining room	79	37	21	70	47	23	67
%V	*3.3%*	*3.3%*	*4.4%*	*3.7%*	*4.3%*	*2.8%*	*3.7%*
%H		*46.8%*	*26.6%*	*88.6%*	*59.5%*	*29.1%*	*84.8%*
Study/office	10	1	3	9	3	6	8
%V	*0.4%*	*0.1%*	*0.6%*	*0.5%*	*0.3%*	*0.7%*	*0.4%*
%H		*10.0%*	*30.0%*	*90.0%*	*30.0%*	*60.0%*	*80.0%*
TV room	7	4	4	6	6	1	6
%V	*0.3%*	*0.4%*	*0.8%*	*0.3%*	*0.6%*	*0.1%*	*0.3%*
%H		*57.1%*	*57.1%*	*85.7%*	*85.7%*	*14.3%*	*85.7%*
Conservatory	29	20	5	25	21	5	24
%V	*1.2%*	*1.8%*	*1.0%*	*1.3%*	*1.9%*	*0.6%*	*1.3%*
%H		*69.0%*	*17.2%*	*86.2%*	*72.4%*	*17.2%*	*82.8%*
Attic or loft room	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	11	6	2	10	7	3	10
%V	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.6%*
%H		*54.5%*	*18.2%*	*90.9%*	*63.6%*	*27.3%*	*90.9%*
Not Asked	180	89	42	100	61	41	157
%V	*7.5%*	*8.0%*	*8.8%*	*5.2%*	*5.6%*	*5.0%*	*8.7%*
%H		*49.4%*	*23.3%*	*55.6%*	*33.9%*	*22.8%*	*87.2%*

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
October 2012 - September 2013

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2394	1114	479	1907	1085	822	1803
%H		*46.5%*	*20.0%*	*79.7%*	*45.3%*	*34.3%*	*75.3%*
PVR	891	568	201	617	480	137	760
%V	*37.2%*	*51.0%*	*42.0%*	*32.4%*	*44.2%*	*16.7%*	*42.2%*
%H		*63.7%*	*22.6%*	*69.2%*	*53.9%*	*15.4%*	*85.3%*
DVDR	85	29	17	73	33	40	63
%V	*3.6%*	*2.6%*	*3.5%*	*3.8%*	*3.0%*	*4.9%*	*3.5%*
%H		*34.1%*	*20.0%*	*85.9%*	*38.8%*	*47.1%*	*74.1%*
VCR	35	8	2	31	7	25	16
%V	*1.5%*	*0.7%*	*0.4%*	*1.6%*	*0.6%*	*3.0%*	*0.9%*
%H		*22.9%*	*5.7%*	*88.6%*	*20.0%*	*71.4%*	*45.7%*
Any recorder	965	580	210	686	496	190	804
%V	*40.3%*	*52.1%*	*43.8%*	*36.0%*	*45.7%*	*23.1%*	*44.6%*
%H		*60.1%*	*21.8%*	*71.1%*	*51.4%*	*19.7%*	*83.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2394	1114	479	1907	1085	822	1803
%H		*46.5%*	*20.0%*	*79.7%*	*45.3%*	*34.3%*	*75.3%*
Receives HDTV (via STB or built-in reception)	871	445	229	647	434	213	719
%V	*36.4%*	*39.9%*	*47.8%*	*33.9%*	*40.0%*	*25.9%*	*39.9%*
%H		*51.1%*	*26.3%*	*74.3%*	*49.8%*	*24.5%*	*82.5%*
DVD/Blu-ray player or recorder	1263	581	269	1001	573	428	962
%V	*52.8%*	*52.2%*	*56.2%*	*52.5%*	*52.8%*	*52.1%*	*53.4%*
%H		*46.0%*	*21.3%*	*79.3%*	*45.4%*	*33.9%*	*76.2%*

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

October 2012 - September 2013

ITV North East

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1180	489	214	911	430	481	809
%H		*41.4%*	*18.1%*	*77.2%*	*36.4%*	*40.8%*	*68.6%*
Under 20"	29	9	3	24	6	17	10
%V	*2.5%*	*1.8%*	*1.4%*	*2.6%*	*1.4%*	*3.5%*	*1.2%*
%H		*31.0%*	*10.3%*	*82.8%*	*20.7%*	*58.6%*	*34.5%*
20" - 29"	150	38	17	127	31	96	70
%V	*12.7%*	*7.8%*	*7.9%*	*13.9%*	*7.2%*	*20.0%*	*8.7%*
%H		*25.3%*	*11.3%*	*84.7%*	*20.7%*	*64.0%*	*46.7%*
30" - 39"	453	164	69	364	140	224	289
%V	*38.4%*	*33.5%*	*32.2%*	*40.0%*	*32.6%*	*46.6%*	*35.7%*
%H		*36.2%*	*15.2%*	*80.4%*	*30.9%*	*49.4%*	*63.8%*
40" and over	538	278	123	394	252	142	430
%V	*45.6%*	*56.9%*	*57.5%*	*43.2%*	*58.6%*	*29.5%*	*53.2%*
%H		*51.7%*	*22.9%*	*73.2%*	*46.8%*	*26.4%*	*79.9%*
Don't know	4	0	2	2	1	2	4
%V	*0.3%*	*0.0%*	*0.9%*	*0.2%*	*0.2%*	*0.4%*	*0.5%*
%H		*0.0%*	*50.0%*	*50.0%*	*25.0%*	*50.0%*	*100.0%*
Not Asked	6	0	0	0	0	0	6
%V	*0.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*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
October 2012 - September 2013

ITV North East

Set level data

Table 5.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1180	489	214	911	430	481	809
%H		*41.4%*	*18.1%*	*77.2%*	*36.4%*	*40.8%*	*68.6%*
PVR	687	420	154	481	358	123	570
%V	*58.2%*	*85.9%*	*72.0%*	*52.8%*	*83.3%*	*25.6%*	*70.5%*
%H		*61.1%*	*22.4%*	*70.0%*	*52.1%*	*17.9%*	*83.0%*
DVDR	60	18	12	49	19	30	45
%V	*5.1%*	*3.7%*	*5.6%*	*5.4%*	*4.4%*	*6.2%*	*5.6%*
%H		*30.0%*	*20.0%*	*81.7%*	*31.7%*	*50.0%*	*75.0%*
VCR	27	5	1	24	2	21	11
%V	*2.3%*	*1.0%*	*0.5%*	*2.6%*	*0.5%*	*4.4%*	*1.4%*
%H		*18.5%*	*3.7%*	*88.9%*	*7.4%*	*77.8%*	*40.7%*
Any recorder	736	423	160	525	362	164	597
%V	*62.4%*	*86.5%*	*74.8%*	*57.6%*	*84.2%*	*34.1%*	*73.8%*
%H		*57.5%*	*21.7%*	*71.3%*	*49.2%*	*22.3%*	*81.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1180	489	214	911	430	481	809
%H		*41.4%*	*18.1%*	*77.2%*	*36.4%*	*40.8%*	*68.6%*
Receives HDTV (via STB or built-in reception)	611	308	157	443	288	155	491
%V	*51.8%*	*63.0%*	*73.4%*	*48.6%*	*67.0%*	*32.2%*	*60.7%*
%H		*50.4%*	*25.7%*	*72.5%*	*47.1%*	*25.4%*	*80.4%*
DVD/Blu-ray player or recorder	831	346	168	634	310	324	604
%V	*70.4%*	*70.8%*	*78.5%*	*69.6%*	*72.1%*	*67.4%*	*74.7%*
%H		*41.6%*	*20.2%*	*76.3%*	*37.3%*	*39.0%*	*72.7%*

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

October 2012 - September 2013

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	1214	625	265	995	654	341	994
%H		*51.5%*	*21.8%*	*82.0%*	*53.9%*	*28.1%*	*81.9%*
Under 20"	304	135	62	272	161	111	219
%V	*25.0%*	*21.6%*	*23.4%*	*27.3%*	*24.6%*	*32.6%*	*22.0%*
%H		*44.4%*	*20.4%*	*89.5%*	*53.0%*	*36.5%*	*72.0%*
20" - 29"	372	201	65	329	216	112	306
%V	*30.6%*	*32.2%*	*24.5%*	*33.1%*	*33.0%*	*32.8%*	*30.8%*
%H		*54.0%*	*17.5%*	*88.4%*	*58.1%*	*30.1%*	*82.3%*
30" - 39"	263	142	66	216	155	61	224
%V	*21.7%*	*22.7%*	*24.9%*	*21.7%*	*23.7%*	*17.9%*	*22.5%*
%H		*54.0%*	*25.1%*	*82.1%*	*58.9%*	*23.2%*	*85.2%*
40" and over	97	58	28	75	60	14	91
%V	*8.0%*	*9.3%*	*10.6%*	*7.5%*	*9.2%*	*4.1%*	*9.2%*
%H		*59.8%*	*28.9%*	*77.3%*	*61.9%*	*14.4%*	*93.8%*
Don't know	3	0	2	3	2	2	2
%V	*0.2%*	*0.0%*	*0.8%*	*0.3%*	*0.3%*	*0.6%*	*0.2%*
%H		*0.0%*	*66.7%*	*100.0%*	*66.7%*	*66.7%*	*66.7%*
Not Asked	175	89	42	100	60	41	152
%V	*14.4%*	*14.2%*	*15.8%*	*10.1%*	*9.2%*	*12.0%*	*15.3%*
%H		*50.9%*	*24.0%*	*57.1%*	*34.3%*	*23.4%*	*86.9%*

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
October 2012 - September 2013

ITV North East

Set level data

Table 5.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1214	625	265	995	654	341	994
%H		*51.5%*	*21.8%*	*82.0%*	*53.9%*	*28.1%*	*81.9%*
PVR	204	148	47	136	121	14	190
%V	*16.8%*	*23.7%*	*17.7%*	*13.7%*	*18.5%*	*4.1%*	*19.1%*
%H		*72.5%*	*23.0%*	*66.7%*	*59.3%*	*6.9%*	*93.1%*
DVDR	25	12	5	24	15	9	18
%V	*2.1%*	*1.9%*	*1.9%*	*2.4%*	*2.3%*	*2.6%*	*1.8%*
%H		*48.0%*	*20.0%*	*96.0%*	*60.0%*	*36.0%*	*72.0%*
VCR	8	3	2	8	4	3	5
%V	*0.7%*	*0.5%*	*0.8%*	*0.8%*	*0.6%*	*0.9%*	*0.5%*
%H		*37.5%*	*25.0%*	*100.0%*	*50.0%*	*37.5%*	*62.5%*
Any recorder	228	157	51	160	134	26	206
%V	*18.8%*	*25.1%*	*19.2%*	*16.1%*	*20.5%*	*7.6%*	*20.7%*
%H		*68.9%*	*22.4%*	*70.2%*	*58.8%*	*11.4%*	*90.4%*

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	1214	625	265	995	654	341	994
%H		*51.5%*	*21.8%*	*82.0%*	*53.9%*	*28.1%*	*81.9%*
Receives HDTV (via STB or built-in reception)	259	137	72	203	146	58	228
%V	*21.3%*	*21.9%*	*27.2%*	*20.4%*	*22.3%*	*17.0%*	*22.9%*
%H		*52.9%*	*27.8%*	*78.4%*	*56.4%*	*22.4%*	*88.0%*
DVD/Blu-ray player or recorder	432	236	101	367	263	104	358
%V	*35.6%*	*37.8%*	*38.1%*	*36.9%*	*40.2%*	*30.5%*	*36.0%*
%H		*54.6%*	*23.4%*	*85.0%*	*60.9%*	*24.1%*	*82.9%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.21: Age 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 Inds	2719	2658	1244	535	2004	1112	892	2150
%H		*97.8%*	*45.8%*	*19.7%*	*73.7%*	*40.9%*	*32.8%*	*79.1%*
Total Children	497	488	270	112	338	233	105	445
%V	*18.3%*	*18.4%*	*21.7%*	*20.9%*	*16.9%*	*21.0%*	*11.8%*	*20.7%*
%H		*98.2%*	*54.3%*	*22.5%*	*68.0%*	*46.9%*	*21.1%*	*89.5%*
0 - 3	127	122	67	29	77	52	25	110
%V	*4.7%*	*4.6%*	*5.4%*	*5.4%*	*3.8%*	*4.7%*	*2.8%*	*5.1%*
%H		*96.1%*	*52.8%*	*22.8%*	*60.6%*	*40.9%*	*19.7%*	*86.6%*
4 - 15	370	366	203	83	261	181	80	334
%V	*13.6%*	*13.8%*	*16.3%*	*15.5%*	*13.0%*	*16.3%*	*9.0%*	*15.5%*
%H		*98.9%*	*54.9%*	*22.4%*	*70.5%*	*48.9%*	*21.6%*	*90.3%*
4 - 9	193	191	115	41	133	97	36	170
%V	*7.1%*	*7.2%*	*9.2%*	*7.7%*	*6.6%*	*8.7%*	*4.0%*	*7.9%*
%H		*99.0%*	*59.6%*	*21.2%*	*68.9%*	*50.3%*	*18.7%*	*88.1%*
10 - 15	177	174	87	43	128	84	44	165
%V	*6.5%*	*6.5%*	*7.0%*	*8.0%*	*6.4%*	*7.6%*	*4.9%*	*7.7%*
%H		*98.3%*	*49.2%*	*24.3%*	*72.3%*	*47.5%*	*24.9%*	*93.2%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.22: Adults - 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 Inds	2719	2658	1244	535	2004	1112	892	2150
%H		*97.8%*	*45.8%*	*19.7%*	*73.7%*	*40.9%*	*32.8%*	*79.1%*
Total Adults (16+)	2223	2170	974	423	1666	879	787	1705
%V	*81.8%*	*81.6%*	*78.3%*	*79.1%*	*83.1%*	*79.0%*	*88.2%*	*79.3%*
%H		*97.6%*	*43.8%*	*19.0%*	*74.9%*	*39.5%*	*35.4%*	*76.7%*
16 - 19	122	120	49	33	93	54	39	109
%V	*4.5%*	*4.5%*	*3.9%*	*6.2%*	*4.6%*	*4.9%*	*4.4%*	*5.1%*
%H		*98.4%*	*40.2%*	*27.0%*	*76.2%*	*44.3%*	*32.0%*	*89.3%*
20 - 24	198	191	92	22	148	73	75	167
%V	*7.3%*	*7.2%*	*7.4%*	*4.1%*	*7.4%*	*6.6%*	*8.4%*	*7.8%*
%H		*96.5%*	*46.5%*	*11.1%*	*74.7%*	*36.9%*	*37.9%*	*84.3%*
25 - 34	355	339	187	72	231	155	76	309
%V	*13.1%*	*12.8%*	*15.0%*	*13.5%*	*11.5%*	*13.9%*	*8.5%*	*14.4%*
%H		*95.5%*	*52.7%*	*20.3%*	*65.1%*	*43.7%*	*21.4%*	*87.0%*
35 - 44	329	322	177	78	221	146	75	296
%V	*12.1%*	*12.1%*	*14.2%*	*14.6%*	*11.0%*	*13.1%*	*8.4%*	*13.8%*
%H		*97.9%*	*53.8%*	*23.7%*	*67.2%*	*44.4%*	*22.8%*	*90.0%*
45 - 54	392	388	183	95	297	183	114	338
%V	*14.4%*	*14.6%*	*14.7%*	*17.8%*	*14.8%*	*16.5%*	*12.8%*	*15.7%*
%H		*99.0%*	*46.7%*	*24.2%*	*75.8%*	*46.7%*	*29.1%*	*86.2%*
55 - 64	336	327	148	55	257	130	127	251
%V	*12.4%*	*12.3%*	*11.9%*	*10.3%*	*12.8%*	*11.7%*	*14.2%*	*11.7%*
%H		*97.3%*	*44.0%*	*16.4%*	*76.5%*	*38.7%*	*37.8%*	*74.7%*
65+	490	482	136	68	420	137	282	234
%V	*18.0%*	*18.1%*	*10.9%*	*12.7%*	*21.0%*	*12.3%*	*31.6%*	*10.9%*
%H		*98.4%*	*27.8%*	*13.9%*	*85.7%*	*28.0%*	*57.6%*	*47.8%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2223	2170	974	423	1666	879	787	1705
%H		*97.6%*	*43.8%*	*19.0%*	*74.9%*	*39.5%*	*35.4%*	*76.7%*
AB	494	484	238	96	386	225	161	460
%V	*22.2%*	*22.3%*	*24.4%*	*22.7%*	*23.2%*	*25.6%*	*20.5%*	*27.0%*
%H		*98.0%*	*48.2%*	*19.4%*	*78.1%*	*45.5%*	*32.6%*	*93.1%*
C1	557	542	247	109	407	222	186	478
%V	*25.1%*	*25.0%*	*25.4%*	*25.8%*	*24.4%*	*25.3%*	*23.6%*	*28.0%*
%H		*97.3%*	*44.3%*	*19.6%*	*73.1%*	*39.9%*	*33.4%*	*85.8%*
C2	475	472	227	119	358	222	136	362
%V	*21.4%*	*21.8%*	*23.3%*	*28.1%*	*21.5%*	*25.3%*	*17.3%*	*21.2%*
%H		*99.4%*	*47.8%*	*25.1%*	*75.4%*	*46.7%*	*28.6%*	*76.2%*
D	395	376	171	52	285	139	146	275
%V	*17.8%*	*17.3%*	*17.6%*	*12.3%*	*17.1%*	*15.8%*	*18.6%*	*16.1%*
%H		*95.2%*	*43.3%*	*13.2%*	*72.2%*	*35.2%*	*37.0%*	*69.6%*
E	301	295	91	47	230	71	159	131
%V	*13.5%*	*13.6%*	*9.3%*	*11.1%*	*13.8%*	*8.1%*	*20.2%*	*7.7%*
%H		*98.0%*	*30.2%*	*15.6%*	*76.4%*	*23.6%*	*52.8%*	*43.5%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2223	2170	974	423	1666	879	787	1705
%H		*97.6%*	*43.8%*	*19.0%*	*74.9%*	*39.5%*	*35.4%*	*76.7%*
Working full time	928	896	487	195	651	432	219	839
%V	*41.7%*	*41.3%*	*50.0%*	*46.1%*	*39.1%*	*49.1%*	*27.8%*	*49.2%*
%H		*96.6%*	*52.5%*	*21.0%*	*70.2%*	*46.6%*	*23.6%*	*90.4%*
Working part time	219	217	101	51	163	97	67	193
%V	*9.9%*	*10.0%*	*10.4%*	*12.1%*	*9.8%*	*11.0%*	*8.5%*	*11.3%*
%H		*99.1%*	*46.1%*	*23.3%*	*74.4%*	*44.3%*	*30.6%*	*88.1%*
Not working	1076	1058	386	177	852	351	501	673
%V	*48.4%*	*48.8%*	*39.6%*	*41.8%*	*51.1%*	*39.9%*	*63.7%*	*39.5%*
%H		*98.3%*	*35.9%*	*16.4%*	*79.2%*	*32.6%*	*46.6%*	*62.5%*
Housewife/Houseperson	1216	1182	489	214	911	430	481	830
%V	*54.7%*	*54.5%*	*50.2%*	*50.6%*	*54.7%*	*48.9%*	*61.1%*	*48.7%*
%H		*97.2%*	*40.2%*	*17.6%*	*74.9%*	*35.4%*	*39.6%*	*68.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Individual level data

Table 5.25: Males - 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 Males (16+)	1083	1054	483	207	809	439	371	854
%H		*97.3%*	*44.6%*	*19.1%*	*74.7%*	*40.5%*	*34.3%*	*78.9%*
16 - 19	61	60	26	16	47	29	18	57
%V	*5.6%*	*5.7%*	*5.4%*	*7.7%*	*5.8%*	*6.6%*	*4.9%*	*6.7%*
%H		*98.4%*	*42.6%*	*26.2%*	*77.0%*	*47.5%*	*29.5%*	*93.4%*
20 - 24	100	95	47	11	73	37	36	88
%V	*9.2%*	*9.0%*	*9.7%*	*5.3%*	*9.0%*	*8.4%*	*9.7%*	*10.3%*
%H		*95.0%*	*47.0%*	*11.0%*	*73.0%*	*37.0%*	*36.0%*	*88.0%*
25 - 34	176	170	88	35	121	75	46	153
%V	*16.3%*	*16.1%*	*18.2%*	*16.9%*	*15.0%*	*17.1%*	*12.4%*	*17.9%*
%H		*96.6%*	*50.0%*	*19.9%*	*68.8%*	*42.6%*	*26.1%*	*86.9%*
35 - 44	161	156	90	36	105	70	35	147
%V	*14.9%*	*14.8%*	*18.6%*	*17.4%*	*13.0%*	*15.9%*	*9.4%*	*17.2%*
%H		*96.9%*	*55.9%*	*22.4%*	*65.2%*	*43.5%*	*21.7%*	*91.3%*
45 - 54	193	189	90	49	145	92	53	164
%V	*17.8%*	*17.9%*	*18.6%*	*23.7%*	*17.9%*	*21.0%*	*14.3%*	*19.2%*
%H		*97.9%*	*46.6%*	*25.4%*	*75.1%*	*47.7%*	*27.5%*	*85.0%*
55 - 64	166	162	75	27	128	69	60	126
%V	*15.3%*	*15.4%*	*15.5%*	*13.0%*	*15.8%*	*15.7%*	*16.2%*	*14.8%*
%H		*97.6%*	*45.2%*	*16.3%*	*77.1%*	*41.6%*	*36.1%*	*75.9%*
65+	226	222	67	33	190	66	124	118
%V	*20.9%*	*21.1%*	*13.9%*	*15.9%*	*23.5%*	*15.0%*	*33.4%*	*13.8%*
%H		*98.2%*	*29.6%*	*14.6%*	*84.1%*	*29.2%*	*54.9%*	*52.2%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1083	1054	483	207	809	439	371	854
%H		*97.3%*	*44.6%*	*19.1%*	*74.7%*	*40.5%*	*34.3%*	*78.9%*
AB	248	245	121	47	196	114	82	234
%V	*22.9%*	*23.2%*	*25.1%*	*22.7%*	*24.2%*	*26.0%*	*22.1%*	*27.4%*
%H		*98.8%*	*48.8%*	*19.0%*	*79.0%*	*46.0%*	*33.1%*	*94.4%*
C1	265	255	123	50	190	108	82	235
%V	*24.5%*	*24.2%*	*25.5%*	*24.2%*	*23.5%*	*24.6%*	*22.1%*	*27.5%*
%H		*96.2%*	*46.4%*	*18.9%*	*71.7%*	*40.8%*	*30.9%*	*88.7%*
C2	254	252	116	63	195	116	78	191
%V	*23.5%*	*23.9%*	*24.0%*	*30.4%*	*24.1%*	*26.4%*	*21.0%*	*22.4%*
%H		*99.2%*	*45.7%*	*24.8%*	*76.8%*	*45.7%*	*30.7%*	*75.2%*
D	183	172	80	26	130	67	63	133
%V	*16.9%*	*16.3%*	*16.6%*	*12.6%*	*16.1%*	*15.3%*	*17.0%*	*15.6%*
%H		*94.0%*	*43.7%*	*14.2%*	*71.0%*	*36.6%*	*34.4%*	*72.7%*
E	133	130	43	21	98	33	65	60
%V	*12.3%*	*12.3%*	*8.9%*	*10.1%*	*12.1%*	*7.5%*	*17.5%*	*7.0%*
%H		*97.7%*	*32.3%*	*15.8%*	*73.7%*	*24.8%*	*48.9%*	*45.1%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Individual level data

Table 5.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1083	1054	483	207	809	439	371	854
%H		*97.3%*	*44.6%*	*19.1%*	*74.7%*	*40.5%*	*34.3%*	*78.9%*
Working full time	559	540	294	121	400	271	129	513
%V	*51.6%*	*51.2%*	*60.9%*	*58.5%*	*49.4%*	*61.7%*	*34.8%*	*60.1%*
%H		*96.6%*	*52.6%*	*21.6%*	*71.6%*	*48.5%*	*23.1%*	*91.8%*
Working part time	47	46	18	14	33	18	16	41
%V	*4.3%*	*4.4%*	*3.7%*	*6.8%*	*4.1%*	*4.1%*	*4.3%*	*4.8%*
%H		*97.9%*	*38.3%*	*29.8%*	*70.2%*	*38.3%*	*34.0%*	*87.2%*
Not working	477	468	171	73	376	150	226	300
%V	*44.0%*	*44.4%*	*35.4%*	*35.3%*	*46.5%*	*34.2%*	*60.9%*	*35.1%*
%H		*98.1%*	*35.8%*	*15.3%*	*78.8%*	*31.4%*	*47.4%*	*62.9%*
Housewife/Houseperson	293	278	95	44	216	80	136	167
%V	*27.1%*	*26.4%*	*19.7%*	*21.3%*	*26.7%*	*18.2%*	*36.7%*	*19.6%*
%H		*94.9%*	*32.4%*	*15.0%*	*73.7%*	*27.3%*	*46.4%*	*57.0%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.28: Females - 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 Females (16+)	1140	1116	491	216	857	440	417	852
%H		*97.9%*	*43.1%*	*18.9%*	*75.2%*	*38.6%*	*36.6%*	*74.7%*
16 - 19	61	60	23	16	46	25	21	53
%V	*5.4%*	*5.4%*	*4.7%*	*7.4%*	*5.4%*	*5.7%*	*5.0%*	*6.2%*
%H		*98.4%*	*37.7%*	*26.2%*	*75.4%*	*41.0%*	*34.4%*	*86.9%*
20 - 24	98	95	45	11	75	36	39	79
%V	*8.6%*	*8.5%*	*9.2%*	*5.1%*	*8.8%*	*8.2%*	*9.4%*	*9.3%*
%H		*96.9%*	*45.9%*	*11.2%*	*76.5%*	*36.7%*	*39.8%*	*80.6%*
25 - 34	179	170	100	37	110	79	31	156
%V	*15.7%*	*15.2%*	*20.4%*	*17.1%*	*12.8%*	*18.0%*	*7.4%*	*18.3%*
%H		*95.0%*	*55.9%*	*20.7%*	*61.5%*	*44.1%*	*17.3%*	*87.2%*
35 - 44	169	166	88	43	116	76	40	148
%V	*14.8%*	*14.9%*	*17.9%*	*19.9%*	*13.5%*	*17.3%*	*9.6%*	*17.4%*
%H		*98.2%*	*52.1%*	*25.4%*	*68.6%*	*45.0%*	*23.7%*	*87.6%*
45 - 54	200	199	93	46	152	91	61	174
%V	*17.5%*	*17.8%*	*18.9%*	*21.3%*	*17.7%*	*20.7%*	*14.6%*	*20.4%*
%H		*99.5%*	*46.5%*	*23.0%*	*76.0%*	*45.5%*	*30.5%*	*87.0%*
55 - 64	170	165	73	28	129	62	67	126
%V	*14.9%*	*14.8%*	*14.9%*	*13.0%*	*15.1%*	*14.1%*	*16.1%*	*14.8%*
%H		*97.1%*	*42.9%*	*16.5%*	*75.9%*	*36.5%*	*39.4%*	*74.1%*
65+	264	261	69	35	230	72	158	116
%V	*23.2%*	*23.4%*	*14.1%*	*16.2%*	*26.8%*	*16.4%*	*37.9%*	*13.6%*
%H		*98.9%*	*26.1%*	*13.3%*	*87.1%*	*27.3%*	*59.8%*	*43.9%*

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

October 2012 - September 2013

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1140	1116	491	216	857	440	417	852
%H		*97.9%*	*43.1%*	*18.9%*	*75.2%*	*38.6%*	*36.6%*	*74.7%*
AB	246	239	117	49	190	111	79	226
%V	*21.6%*	*21.4%*	*23.8%*	*22.7%*	*22.2%*	*25.2%*	*18.9%*	*26.5%*
%H		*97.2%*	*47.6%*	*19.9%*	*77.2%*	*45.1%*	*32.1%*	*91.9%*
C1	293	287	124	59	217	114	103	243
%V	*25.7%*	*25.7%*	*25.3%*	*27.3%*	*25.3%*	*25.9%*	*24.7%*	*28.5%*
%H		*98.0%*	*42.3%*	*20.1%*	*74.1%*	*38.9%*	*35.2%*	*82.9%*
C2	221	220	111	56	163	105	58	171
%V	*19.4%*	*19.7%*	*22.6%*	*25.9%*	*19.0%*	*23.9%*	*13.9%*	*20.1%*
%H		*99.5%*	*50.2%*	*25.3%*	*73.8%*	*47.5%*	*26.2%*	*77.4%*
D	212	204	92	26	155	72	83	142
%V	*18.6%*	*18.3%*	*18.7%*	*12.0%*	*18.1%*	*16.4%*	*19.9%*	*16.7%*
%H		*96.2%*	*43.4%*	*12.3%*	*73.1%*	*34.0%*	*39.2%*	*67.0%*
E	168	166	47	26	132	38	94	71
%V	*14.7%*	*14.9%*	*9.6%*	*12.0%*	*15.4%*	*8.6%*	*22.5%*	*8.3%*
%H		*98.8%*	*28.0%*	*15.5%*	*78.6%*	*22.6%*	*56.0%*	*42.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North East

Individual level data

Table 5.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1140	1116	491	216	857	440	417	852
%H		*97.9%*	*43.1%*	*18.9%*	*75.2%*	*38.6%*	*36.6%*	*74.7%*
Working full time	370	356	193	74	251	161	90	326
%V	*32.5%*	*31.9%*	*39.3%*	*34.3%*	*29.3%*	*36.6%*	*21.6%*	*38.3%*
%H		*96.2%*	*52.2%*	*20.0%*	*67.8%*	*43.5%*	*24.3%*	*88.1%*
Working part time	172	170	83	38	130	79	51	152
%V	*15.1%*	*15.2%*	*16.9%*	*17.6%*	*15.2%*	*18.0%*	*12.2%*	*17.8%*
%H		*98.8%*	*48.3%*	*22.1%*	*75.6%*	*45.9%*	*29.7%*	*88.4%*
Not working	598	590	215	104	476	200	276	374
%V	*52.5%*	*52.9%*	*43.8%*	*48.1%*	*55.5%*	*45.5%*	*66.2%*	*43.9%*
%H		*98.7%*	*36.0%*	*17.4%*	*79.6%*	*33.4%*	*46.2%*	*62.5%*
Housewife/Houseperson	923	904	394	169	695	350	345	663
%V	*81.0%*	*81.0%*	*80.2%*	*78.2%*	*81.1%*	*79.5%*	*82.7%*	*77.8%*
%H		*97.9%*	*42.7%*	*18.3%*	*75.3%*	*37.9%*	*37.4%*	*71.8%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

Contents Page

Household

Table 6.1: Social Grade 144
Table 6.2: Housewife Age 145
Table 6.3: Size of Household 146
Table 6.4: Presence of Children 147
Table 6.5: Number of TV sets in household 148
Table 6.6: Screen size 149
Table 6.7: Location of ANY set in household 150
Table 6.8: Recorders 151
Table 6.9: Recorders and other equipment 152
Table 6.10: Computers and Internet 153

Sets

Table 6.11: Screen Size 154
Table 6.12: Location of set 155
Table 6.13: Recorders 156
Table 6.14: Other TV equipment 156
Table 6.15: Main Set Screen Size 157
Table 6.16: Main Set Recorders 158
Table 6.17: Main Set - Other TV equipment 158
Table 6.18: Other Sets (non-Main Set) Screen Size 159
Table 6.19: Other Set (non-Main Set) Recorders 160
Table 6.20: Other Set (non-Main Set) - Other TV equipment 160

Individuals

Table 6.21: Age of Children 161
Table 6.22: Adults - Age 162
Table 6.23: Social Grade (Adults 16+) 163
Table 6.24: Working Status (Adults 16+) 164
Table 6.25: Males - Age 165
Table 6.26: Social Grade (Males 16+) 166
Table 6.27: Working Status (Males 16+) 167
Table 6.28: Females - Age 168
Table 6.29: Social Grade (Females 16+) 169
Table 6.30: Working Status (Females 16+) 170

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.1: 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
AB	386	375	147	84	259	116	143	353
%V	*22.5%*	*22.7%*	*23.4%*	*22.0%*	*21.8%*	*21.1%*	*22.5%*	*29.1%*
%H (All HH)		*97.2%*	*38.1%*	*21.8%*	*67.1%*	*30.1%*	*37.0%*	*91.5%*
%H (TV HH)			*39.2%*	*22.4%*	*69.1%*	*30.9%*	*38.1%*	
C1	453	428	166	104	300	147	154	360
%V	*26.4%*	*25.9%*	*26.4%*	*27.2%*	*25.3%*	*26.8%*	*24.2%*	*29.7%*
%H (All HH)		*94.5%*	*36.6%*	*23.0%*	*66.2%*	*32.5%*	*34.0%*	*79.5%*
%H (TV HH)			*38.8%*	*24.3%*	*70.1%*	*34.3%*	*36.0%*	
C2	308	302	139	80	210	126	84	228
%V	*18.0%*	*18.3%*	*22.1%*	*20.9%*	*17.7%*	*23.0%*	*13.2%*	*18.8%*
%H (All HH)		*98.1%*	*45.1%*	*26.0%*	*68.2%*	*40.9%*	*27.3%*	*74.0%*
%H (TV HH)			*46.0%*	*26.5%*	*69.5%*	*41.7%*	*27.8%*	
D	294	285	115	69	202	102	101	183
%V	*17.2%*	*17.2%*	*18.3%*	*18.1%*	*17.0%*	*18.6%*	*15.9%*	*15.1%*
%H (All HH)		*96.9%*	*39.1%*	*23.5%*	*68.7%*	*34.7%*	*34.4%*	*62.2%*
%H (TV HH)			*40.4%*	*24.2%*	*70.9%*	*35.8%*	*35.4%*	
E	272	264	63	46	214	59	155	87
%V	*15.9%*	*16.0%*	*10.0%*	*12.0%*	*18.0%*	*10.7%*	*24.4%*	*7.2%*
%H (All HH)		*97.1%*	*23.2%*	*16.9%*	*78.7%*	*21.7%*	*57.0%*	*32.0%*
%H (TV HH)			*23.9%*	*17.4%*	*81.1%*	*22.3%*	*58.7%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.2: 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Under 25	85	71	33	15	43	23	20	62
%V	*5.0%*	*4.3%*	*5.2%*	*3.9%*	*3.6%*	*4.2%*	*3.1%*	*5.1%*
%H (All HH)		*83.5%*	*38.8%*	*17.6%*	*50.6%*	*27.1%*	*23.5%*	*72.9%*
%H (TV HH)			*46.5%*	*21.1%*	*60.6%*	*32.4%*	*28.2%*	
25 - 34	266	248	107	67	157	84	74	220
%V	*15.5%*	*15.0%*	*17.0%*	*17.5%*	*13.2%*	*15.3%*	*11.6%*	*18.2%*
%H (All HH)		*93.2%*	*40.2%*	*25.2%*	*59.0%*	*31.6%*	*27.8%*	*82.7%*
%H (TV HH)			*43.1%*	*27.0%*	*63.3%*	*33.9%*	*29.8%*	
35 - 44	282	274	123	69	176	96	79	243
%V	*16.5%*	*16.6%*	*19.6%*	*18.1%*	*14.8%*	*17.5%*	*12.4%*	*20.1%*
%H (All HH)		*97.2%*	*43.6%*	*24.5%*	*62.4%*	*34.0%*	*28.0%*	*86.2%*
%H (TV HH)			*44.9%*	*25.2%*	*64.2%*	*35.0%*	*28.8%*	
45 - 54	337	329	147	81	231	131	101	280
%V	*19.7%*	*19.9%*	*23.4%*	*21.2%*	*19.5%*	*23.9%*	*15.9%*	*23.1%*
%H (All HH)		*97.6%*	*43.6%*	*24.0%*	*68.5%*	*38.9%*	*30.0%*	*83.1%*
%H (TV HH)			*44.7%*	*24.6%*	*70.2%*	*39.8%*	*30.7%*	
55 - 64	299	293	108	76	220	108	112	225
%V	*17.5%*	*17.7%*	*17.2%*	*19.9%*	*18.5%*	*19.7%*	*17.6%*	*18.6%*
%H (All HH)		*98.0%*	*36.1%*	*25.4%*	*73.6%*	*36.1%*	*37.5%*	*75.3%*
%H (TV HH)			*36.9%*	*25.9%*	*75.1%*	*36.9%*	*38.2%*	
65 +	443	438	113	74	359	107	251	182
%V	*25.9%*	*26.5%*	*18.0%*	*19.4%*	*30.3%*	*19.5%*	*39.5%*	*15.0%*
%H (All HH)		*98.9%*	*25.5%*	*16.7%*	*81.0%*	*24.2%*	*56.7%*	*41.1%*
%H (TV HH)			*25.8%*	*16.9%*	*82.0%*	*24.4%*	*57.3%*	

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

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.3: 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
1	622	596	138	115	454	116	338	279
%V	*36.3%*	*36.0%*	*21.9%*	*30.1%*	*38.3%*	*21.1%*	*53.1%*	*23.0%*
%H (All HH)		*95.8%*	*22.2%*	*18.5%*	*73.0%*	*18.6%*	*54.3%*	*44.9%*
%H (TV HH)			*23.2%*	*19.3%*	*76.2%*	*19.5%*	*56.7%*	
2	584	564	229	140	407	214	193	467
%V	*34.1%*	*34.1%*	*36.4%*	*36.6%*	*34.3%*	*39.0%*	*30.3%*	*38.6%*
%H (All HH)		*96.6%*	*39.2%*	*24.0%*	*69.7%*	*36.6%*	*33.0%*	*80.0%*
%H (TV HH)			*40.6%*	*24.8%*	*72.2%*	*37.9%*	*34.2%*	
3	239	232	112	66	154	99	55	215
%V	*14.0%*	*14.0%*	*17.8%*	*17.3%*	*13.0%*	*18.0%*	*8.6%*	*17.8%*
%H (All HH)		*97.1%*	*46.9%*	*27.6%*	*64.4%*	*41.4%*	*23.0%*	*90.0%*
%H (TV HH)			*48.3%*	*28.4%*	*66.4%*	*42.7%*	*23.7%*	
4	196	192	109	44	129	90	38	183
%V	*11.4%*	*11.6%*	*17.3%*	*11.5%*	*10.9%*	*16.4%*	*6.0%*	*15.1%*
%H (All HH)		*98.0%*	*55.6%*	*22.4%*	*65.8%*	*45.9%*	*19.4%*	*93.4%*
%H (TV HH)			*56.8%*	*22.9%*	*67.2%*	*46.9%*	*19.8%*	
5+	72	70	40	18	42	30	12	67
%V	*4.2%*	*4.2%*	*6.4%*	*4.7%*	*3.5%*	*5.5%*	*1.9%*	*5.5%*
%H (All HH)		*97.2%*	*55.6%*	*25.0%*	*58.3%*	*41.7%*	*16.7%*	*93.1%*
%H (TV HH)			*57.1%*	*25.7%*	*60.0%*	*42.9%*	*17.1%*	
Average HH size	2.15	2.15	2.51	2.25	2.09	2.49	1.74	2.43

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

October 2012 - September 2013

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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Without	1324	1271	419	294	940	390	551	859
%V	*77.3%*	*76.8%*	*66.6%*	*77.0%*	*79.3%*	*71.0%*	*86.6%*	*70.9%*
%H (All HH)		*96.0%*	*31.6%*	*22.2%*	*71.0%*	*29.5%*	*41.6%*	*64.9%*
%H (TV HH)			*33.0%*	*23.1%*	*74.0%*	*30.7%*	*43.4%*	
With	390	383	210	89	245	159	86	353
%V	*22.8%*	*23.2%*	*33.4%*	*23.3%*	*20.7%*	*29.0%*	*13.5%*	*29.1%*
%H (All HH)		*98.2%*	*53.8%*	*22.8%*	*62.8%*	*40.8%*	*22.1%*	*90.5%*
%H (TV HH)			*54.8%*	*23.2%*	*64.0%*	*41.5%*	*22.5%*	
0 - 3	142	141	81	32	85	56	29	122
%V	*8.3%*	*8.5%*	*12.9%*	*8.4%*	*7.2%*	*10.2%*	*4.6%*	*10.1%*
%H (All HH)		*99.3%*	*57.0%*	*22.5%*	*59.9%*	*39.4%*	*20.4%*	*85.9%*
%H (TV HH)			*57.4%*	*22.7%*	*60.3%*	*39.7%*	*20.6%*	
4 - 9	186	182	98	42	109	67	42	168
%V	*10.9%*	*11.0%*	*15.6%*	*11.0%*	*9.2%*	*12.2%*	*6.6%*	*13.9%*
%H (All HH)		*97.8%*	*52.7%*	*22.6%*	*58.6%*	*36.0%*	*22.6%*	*90.3%*
%H (TV HH)			*53.8%*	*23.1%*	*59.9%*	*36.8%*	*23.1%*	
10 - 15	187	185	105	43	126	89	37	177
%V	*10.9%*	*11.2%*	*16.7%*	*11.3%*	*10.6%*	*16.2%*	*5.8%*	*14.6%*
%H (All HH)		*98.9%*	*56.1%*	*23.0%*	*67.4%*	*47.6%*	*19.8%*	*94.7%*
%H (TV HH)			*56.8%*	*23.2%*	*68.1%*	*48.1%*	*20.0%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
1	654	654	186	127	425	98	326	383
%V	*38.2%*	*39.5%*	*29.6%*	*33.2%*	*35.8%*	*17.9%*	*51.3%*	*31.6%*
%H (All HH)		*100.0%*	*28.4%*	*19.4%*	*65.0%*	*15.0%*	*49.8%*	*58.6%*
%H (TV HH)			*28.4%*	*19.4%*	*65.0%*	*15.0%*	*49.8%*	
2	589	589	223	144	443	218	225	421
%V	*34.4%*	*35.6%*	*35.5%*	*37.7%*	*37.4%*	*39.7%*	*35.4%*	*34.8%*
%H (All HH)		*100.0%*	*37.9%*	*24.4%*	*75.2%*	*37.0%*	*38.2%*	*71.5%*
%H (TV HH)			*37.9%*	*24.4%*	*75.2%*	*37.0%*	*38.2%*	
3	263	263	134	69	199	135	64	227
%V	*15.4%*	*15.9%*	*21.3%*	*18.1%*	*16.8%*	*24.6%*	*10.1%*	*18.7%*
%H (All HH)		*100.0%*	*51.0%*	*26.2%*	*75.7%*	*51.3%*	*24.3%*	*86.3%*
%H (TV HH)			*51.0%*	*26.2%*	*75.7%*	*51.3%*	*24.3%*	
4	99	99	54	31	80	65	15	94
%V	*5.8%*	*6.0%*	*8.6%*	*8.1%*	*6.7%*	*11.8%*	*2.4%*	*7.8%*
%H (All HH)		*100.0%*	*54.5%*	*31.3%*	*80.8%*	*65.7%*	*15.2%*	*94.9%*
%H (TV HH)			*54.5%*	*31.3%*	*80.8%*	*65.7%*	*15.2%*	
5+	48	48	31	12	39	33	6	48
%V	*2.8%*	*2.9%*	*4.9%*	*3.1%*	*3.3%*	*6.0%*	*0.9%*	*4.0%*
%H (All HH)		*100.0%*	*64.6%*	*25.0%*	*81.3%*	*68.8%*	*12.5%*	*100.0%*
%H (TV HH)			*64.6%*	*25.0%*	*81.3%*	*68.8%*	*12.5%*	

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

October 2012 - September 2013

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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Under 20"	360	360	140	92	304	171	132	267
%V	*21.0%*	*21.8%*	*22.3%*	*24.1%*	*25.6%*	*31.1%*	*20.8%*	*22.0%*
%H (All HH)		*100.0%*	*38.9%*	*25.6%*	*84.4%*	*47.5%*	*36.7%*	*74.2%*
%H (TV HH)			*38.9%*	*25.6%*	*84.4%*	*47.5%*	*36.7%*	
20" - 29"	599	599	199	141	482	220	262	419
%V	*35.0%*	*36.2%*	*31.6%*	*36.9%*	*40.6%*	*40.1%*	*41.2%*	*34.6%*
%H (All HH)		*100.0%*	*33.2%*	*23.5%*	*80.5%*	*36.7%*	*43.7%*	*69.9%*
%H (TV HH)			*33.2%*	*23.5%*	*80.5%*	*36.7%*	*43.7%*	
30" - 39"	866	866	340	216	643	324	318	625
%V	*50.6%*	*52.4%*	*54.1%*	*56.5%*	*54.2%*	*59.0%*	*50.0%*	*51.6%*
%H (All HH)		*100.0%*	*39.3%*	*24.9%*	*74.2%*	*37.4%*	*36.7%*	*72.2%*
%H (TV HH)			*39.3%*	*24.9%*	*74.2%*	*37.4%*	*36.7%*	
40" and over	711	711	372	177	486	317	169	597
%V	*41.5%*	*43.0%*	*59.1%*	*46.3%*	*41.0%*	*57.7%*	*26.6%*	*49.3%*
%H (All HH)		*100.0%*	*52.3%*	*24.9%*	*68.4%*	*44.6%*	*23.8%*	*84.0%*
%H (TV HH)			*52.3%*	*24.9%*	*68.4%*	*44.6%*	*23.8%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.7: 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Main living room	1621	1621	626	378	1172	546	625	1148
%V	*94.6%*	*98.0%*	*99.5%*	*99.0%*	*98.8%*	*99.5%*	*98.3%*	*94.8%*
%H (All HH)		*100.0%*	*38.6%*	*23.3%*	*72.3%*	*33.7%*	*38.6%*	*70.8%*
%H (TV HH)			*38.6%*	*23.3%*	*72.3%*	*33.7%*	*38.6%*	
Kitchen	152	152	68	36	131	80	50	124
%V	*8.9%*	*9.2%*	*10.8%*	*9.4%*	*11.0%*	*14.6%*	*7.9%*	*10.2%*
%H (All HH)		*100.0%*	*44.7%*	*23.7%*	*86.2%*	*52.6%*	*32.9%*	*81.6%*
%H (TV HH)			*44.7%*	*23.7%*	*86.2%*	*52.6%*	*32.9%*	
Adult's bedroom	708	708	317	189	561	351	210	556
%V	*41.3%*	*42.8%*	*50.4%*	*49.5%*	*47.3%*	*63.9%*	*33.0%*	*45.9%*
%H (All HH)		*100.0%*	*44.8%*	*26.7%*	*79.2%*	*49.6%*	*29.7%*	*78.5%*
%H (TV HH)			*44.8%*	*26.7%*	*79.2%*	*49.6%*	*29.7%*	
Child's bedroom	144	144	80	42	114	88	26	134
%V	*8.4%*	*8.7%*	*12.7%*	*11.0%*	*9.6%*	*16.0%*	*4.1%*	*11.1%*
%H (All HH)		*100.0%*	*55.6%*	*29.2%*	*79.2%*	*61.1%*	*18.1%*	*93.1%*
%H (TV HH)			*55.6%*	*29.2%*	*79.2%*	*61.1%*	*18.1%*	
Other bedroom	61	61	31	19	54	41	13	52
%V	*3.6%*	*3.7%*	*4.9%*	*5.0%*	*4.6%*	*7.5%*	*2.0%*	*4.3%*
%H (All HH)		*100.0%*	*50.8%*	*31.1%*	*88.5%*	*67.2%*	*21.3%*	*85.2%*
%H (TV HH)			*50.8%*	*31.1%*	*88.5%*	*67.2%*	*21.3%*	
Second living/dining room	102	102	46	22	78	44	34	92
%V	*6.0%*	*6.2%*	*7.3%*	*5.8%*	*6.6%*	*8.0%*	*5.3%*	*7.6%*
%H (All HH)		*100.0%*	*45.1%*	*21.6%*	*76.5%*	*43.1%*	*33.3%*	*90.2%*
%H (TV HH)			*45.1%*	*21.6%*	*76.5%*	*43.1%*	*33.3%*	
Study/office	18	18	6	6	14	9	6	17
%V	*1.1%*	*1.1%*	*1.0%*	*1.6%*	*1.2%*	*1.6%*	*0.9%*	*1.4%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*77.8%*	*50.0%*	*33.3%*	*94.4%*
%H (TV HH)			*33.3%*	*33.3%*	*77.8%*	*50.0%*	*33.3%*	
TV room	16	16	7	6	12	8	4	15
%V	*0.9%*	*1.0%*	*1.1%*	*1.6%*	*1.0%*	*1.5%*	*0.6%*	*1.2%*
%H (All HH)		*100.0%*	*43.8%*	*37.5%*	*75.0%*	*50.0%*	*25.0%*	*93.8%*
%H (TV HH)			*43.8%*	*37.5%*	*75.0%*	*50.0%*	*25.0%*	
Conservatory	19	19	11	5	14	11	3	18
%V	*1.1%*	*1.1%*	*1.7%*	*1.3%*	*1.2%*	*2.0%*	*0.5%*	*1.5%*
%H (All HH)		*100.0%*	*57.9%*	*26.3%*	*73.7%*	*57.9%*	*15.8%*	*94.7%*
%H (TV HH)			*57.9%*	*26.3%*	*73.7%*	*57.9%*	*15.8%*	
Attic or loft room	4	4	2	2	3	2	1	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.5%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	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	7	7	5	3	5	5	0	6
%V	*0.4%*	*0.4%*	*0.8%*	*0.8%*	*0.4%*	*0.9%*	*0.0%*	*0.5%*
%H (All HH)		*100.0%*	*71.4%*	*42.9%*	*71.4%*	*71.4%*	*0.0%*	*85.7%*
%H (TV HH)			*71.4%*	*42.9%*	*71.4%*	*71.4%*	*0.0%*	

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

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.8: Recorders 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Any DSAT provider	629	629	629	12	350	350	0	527
%V	*36.7%*	*38.0%*	*100.0%*	*3.1%*	*29.5%*	*63.8%*	*0.0%*	*43.5%*
%H (All HH)			*100.0%*	*1.9%*	*55.6%*	*55.6%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*1.9%*	*55.6%*	*55.6%*	*0.0%*	
Sky with subcription	561	561	561	9	315	315	0	481
%V	*32.7%*	*33.9%*	*89.2%*	*2.4%*	*26.6%*	*57.4%*	*0.0%*	*39.7%*
%H (All HH)			*100.0%*	*1.6%*	*56.1%*	*56.1%*	*0.0%*	*85.7%*
%H (TV HH)			*100.0%*	*1.6%*	*56.1%*	*56.1%*	*0.0%*	
Sky without subscription	26	26	26	2	13	13	0	16
%V	*1.5%*	*1.6%*	*4.1%*	*0.5%*	*1.1%*	*2.4%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*7.7%*	*50.0%*	*50.0%*	*0.0%*	*61.5%*
%H (TV HH)			*100.0%*	*7.7%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	38	38	38	1	21	21	0	26
%V	*2.2%*	*2.3%*	*6.0%*	*0.3%*	*1.8%*	*3.8%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*2.6%*	*55.3%*	*55.3%*	*0.0%*	*68.4%*
%H (TV HH)			*100.0%*	*2.6%*	*55.3%*	*55.3%*	*0.0%*	
Other satellite provider	11	11	11	0	3	3	0	10
%V	*0.6%*	*0.7%*	*1.7%*	*0.0%*	*0.3%*	*0.5%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*0.0%*	*27.3%*	*27.3%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*0.0%*	*27.3%*	*27.3%*	*0.0%*	
DCAB	382	382	12	382	205	205	0	325
%V	*22.3%*	*23.1%*	*1.9%*	*100.0%*	*17.3%*	*37.3%*	*0.0%*	*26.8%*
%H (All HH)			*3.1%*	*100.0%*	*53.7%*	*53.7%*	*0.0%*	*85.1%*
%H (TV HH)			*3.1%*	*100.0%*	*53.7%*	*53.7%*	*0.0%*	
DTT	1186	1186	350	205	1186	549	636	787
%V	*69.2%*	*71.7%*	*55.6%*	*53.7%*	*100.0%*	*100.0%*	*100.0%*	*65.0%*
%H (All HH)		*100.0%*	*29.5%*	*17.3%*	*100.0%*	*46.3%*	*53.6%*	*66.4%*
%H (TV HH)			*29.5%*	*17.3%*	*100.0%*	*46.3%*	*53.6%*	

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

October 2012 - September 2013

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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
PVR	920	920	538	250	576	433	142	792
%V	*53.7%*	*55.6%*	*85.5%*	*65.4%*	*48.6%*	*78.9%*	*22.3%*	*65.4%*
%H (All HH)		*100.0%*	*58.5%*	*27.2%*	*62.6%*	*47.1%*	*15.4%*	*86.1%*
%H (TV HH)			*58.5%*	*27.2%*	*62.6%*	*47.1%*	*15.4%*	
DVDR	86	86	34	26	63	36	27	74
%V	*5.0%*	*5.2%*	*5.4%*	*6.8%*	*5.3%*	*6.6%*	*4.2%*	*6.1%*
%H (All HH)		*100.0%*	*39.5%*	*30.2%*	*73.3%*	*41.9%*	*31.4%*	*86.0%*
%H (TV HH)			*39.5%*	*30.2%*	*73.3%*	*41.9%*	*31.4%*	
VCR	80	80	16	27	60	22	38	40
%V	*4.7%*	*4.8%*	*2.5%*	*7.1%*	*5.1%*	*4.0%*	*6.0%*	*3.3%*
%H (All HH)		*100.0%*	*20.0%*	*33.8%*	*75.0%*	*27.5%*	*47.5%*	*50.0%*
%H (TV HH)			*20.0%*	*33.8%*	*75.0%*	*27.5%*	*47.5%*	
Any recorder	995	995	545	273	636	447	189	826
%V	*58.1%*	*60.2%*	*86.6%*	*71.5%*	*53.6%*	*81.4%*	*29.7%*	*68.2%*
%H (All HH)		*100.0%*	*54.8%*	*27.4%*	*63.9%*	*44.9%*	*19.0%*	*83.0%*
%H (TV HH)			*54.8%*	*27.4%*	*63.9%*	*44.9%*	*19.0%*	
Receives HDTV (via STB or built-in reception)	822	822	413	263	534	378	155	696
%V	*48.0%*	*49.7%*	*65.7%*	*68.8%*	*45.0%*	*68.9%*	*24.4%*	*57.5%*
%H (All HH)		*100.0%*	*50.2%*	*32.0%*	*65.0%*	*46.0%*	*18.9%*	*84.7%*
%H (TV HH)			*50.2%*	*32.0%*	*65.0%*	*46.0%*	*18.9%*	
DVD/Blu-ray player or recorder	1332	1332	523	325	971	479	492	1007
%V	*77.8%*	*80.5%*	*83.1%*	*85.1%*	*81.9%*	*87.2%*	*77.4%*	*83.2%*
%H (All HH)		*100.0%*	*39.3%*	*24.4%*	*72.9%*	*36.0%*	*36.9%*	*75.6%*
%H (TV HH)			*39.3%*	*24.4%*	*72.9%*	*36.0%*	*36.9%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Household level data

Table 6.10: 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	1713	1654	629	382	1186	549	636	1211
%H (All HH)		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*
%H (TV HH)			*38.0%*	*23.1%*	*71.7%*	*33.2%*	*38.5%*	
Has broadband internet	1211	1173	527	325	787	468	319	1211
%V	*70.7%*	*70.9%*	*83.8%*	*85.1%*	*66.4%*	*85.2%*	*50.2%*	*100.0%*
%H (All HH)		*96.9%*	*43.5%*	*26.8%*	*65.0%*	*38.6%*	*26.3%*	*100.0%*
%H (TV HH)			*44.9%*	*27.7%*	*67.1%*	*39.9%*	*27.2%*	
Number of computers (PCs and laptops)								
0	447	433	95	61	354	81	272	22
%V	*26.1%*	*26.2%*	*15.1%*	*16.0%*	*29.8%*	*14.8%*	*42.8%*	*1.8%*
%H (All HH)		*96.9%*	*21.3%*	*13.6%*	*79.2%*	*18.1%*	*60.9%*	*4.9%*
%H (TV HH)			*21.9%*	*14.1%*	*81.8%*	*18.7%*	*62.8%*	
1	616	598	241	155	415	209	206	558
%V	*36.0%*	*36.2%*	*38.3%*	*40.6%*	*35.0%*	*38.1%*	*32.4%*	*46.1%*
%H (All HH)		*97.1%*	*39.1%*	*25.2%*	*67.4%*	*33.9%*	*33.4%*	*90.6%*
%H (TV HH)			*40.3%*	*25.9%*	*69.4%*	*34.9%*	*34.4%*	
2	346	331	150	83	227	131	97	332
%V	*20.2%*	*20.0%*	*23.8%*	*21.7%*	*19.1%*	*23.9%*	*15.3%*	*27.4%*
%H (All HH)		*95.7%*	*43.4%*	*24.0%*	*65.6%*	*37.9%*	*28.0%*	*96.0%*
%H (TV HH)			*45.3%*	*25.1%*	*68.6%*	*39.6%*	*29.3%*	
3	167	160	81	44	100	68	32	163
%V	*9.7%*	*9.7%*	*12.9%*	*11.5%*	*8.4%*	*12.4%*	*5.0%*	*13.5%*
%H (All HH)		*95.8%*	*48.5%*	*26.3%*	*59.9%*	*40.7%*	*19.2%*	*97.6%*
%H (TV HH)			*50.6%*	*27.5%*	*62.5%*	*42.5%*	*20.0%*	
4	77	74	36	19	47	29	18	77
%V	*4.5%*	*4.5%*	*5.7%*	*5.0%*	*4.0%*	*5.3%*	*2.8%*	*6.4%*
%H (All HH)		*96.1%*	*46.8%*	*24.7%*	*61.0%*	*37.7%*	*23.4%*	*100.0%*
%H (TV HH)			*48.6%*	*25.7%*	*63.5%*	*39.2%*	*24.3%*	
5+	60	59	26	21	42	31	11	59
%V	*3.5%*	*3.6%*	*4.1%*	*5.5%*	*3.5%*	*5.6%*	*1.7%*	*4.9%*
%H (All HH)		*98.3%*	*43.3%*	*35.0%*	*70.0%*	*51.7%*	*18.3%*	*98.3%*
%H (TV HH)			*44.1%*	*35.6%*	*71.2%*	*52.5%*	*18.6%*	

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

October 2012 - September 2013

ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3280	1419	811	2440	1380	1060	2540
%H		*43.3%*	*24.7%*	*74.4%*	*42.1%*	*32.3%*	*77.4%*
Under 20"	432	173	110	370	215	155	328
%V	*13.2%*	*12.2%*	*13.6%*	*15.2%*	*15.6%*	*14.6%*	*12.9%*
%H		*40.0%*	*25.5%*	*85.6%*	*49.8%*	*35.9%*	*75.9%*
20" - 29"	742	256	182	604	298	306	538
%V	*22.6%*	*18.0%*	*22.4%*	*24.8%*	*21.6%*	*28.9%*	*21.2%*
%H		*34.5%*	*24.5%*	*81.4%*	*40.2%*	*41.2%*	*72.5%*
30" - 39"	1002	410	254	752	403	349	744
%V	*30.5%*	*28.9%*	*31.3%*	*30.8%*	*29.2%*	*32.9%*	*29.3%*
%H		*40.9%*	*25.3%*	*75.0%*	*40.2%*	*34.8%*	*74.3%*
40" and over	824	446	200	564	378	186	704
%V	*25.1%*	*31.4%*	*24.7%*	*23.1%*	*27.4%*	*17.5%*	*27.7%*
%H		*54.1%*	*24.3%*	*68.4%*	*45.9%*	*22.6%*	*85.4%*
Don't know	36	10	12	24	9	15	23
%V	*1.1%*	*0.7%*	*1.5%*	*1.0%*	*0.7%*	*1.4%*	*0.9%*
%H		*27.8%*	*33.3%*	*66.7%*	*25.0%*	*41.7%*	*63.9%*
Not Asked	244	124	53	126	77	49	203
%V	*7.4%*	*8.7%*	*6.5%*	*5.2%*	*5.6%*	*4.6%*	*8.0%*
%H		*50.8%*	*21.7%*	*51.6%*	*31.6%*	*20.1%*	*83.2%*

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

October 2012 - September 2013

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	3280	1419	811	2440	1380	1060	2540
%H		*43.3%*	*24.7%*	*74.4%*	*42.1%*	*32.3%*	*77.4%*
Main living room	1630	630	380	1179	549	630	1155
%V	*49.7%*	*44.4%*	*46.9%*	*48.3%*	*39.8%*	*59.4%*	*45.5%*
%H		*38.7%*	*23.3%*	*72.3%*	*33.7%*	*38.7%*	*70.9%*
Kitchen	152	68	36	131	80	50	124
%V	*4.6%*	*4.8%*	*4.4%*	*5.4%*	*5.8%*	*4.7%*	*4.9%*
%H		*44.7%*	*23.7%*	*86.2%*	*52.6%*	*32.9%*	*81.6%*
Adult's bedroom	834	380	227	671	433	237	672
%V	*25.4%*	*26.8%*	*28.0%*	*27.5%*	*31.4%*	*22.4%*	*26.5%*
%H		*45.6%*	*27.2%*	*80.5%*	*51.9%*	*28.4%*	*80.6%*
Child's bedroom	180	102	51	142	112	31	170
%V	*5.5%*	*7.2%*	*6.3%*	*5.8%*	*8.1%*	*2.9%*	*6.7%*
%H		*56.7%*	*28.3%*	*78.9%*	*62.2%*	*17.2%*	*94.4%*
Other bedroom	70	35	21	60	45	15	60
%V	*2.1%*	*2.5%*	*2.6%*	*2.5%*	*3.3%*	*1.4%*	*2.4%*
%H		*50.0%*	*30.0%*	*85.7%*	*64.3%*	*21.4%*	*85.7%*
Second living/dining room	104	47	22	80	46	35	94
%V	*3.2%*	*3.3%*	*2.7%*	*3.3%*	*3.3%*	*3.3%*	*3.7%*
%H		*45.2%*	*21.2%*	*76.9%*	*44.2%*	*33.7%*	*90.4%*
Study/office	19	7	6	15	9	6	18
%V	*0.6%*	*0.5%*	*0.7%*	*0.6%*	*0.7%*	*0.6%*	*0.7%*
%H		*36.8%*	*31.6%*	*78.9%*	*47.4%*	*31.6%*	*94.7%*
TV room	16	7	6	12	8	4	15
%V	*0.5%*	*0.5%*	*0.7%*	*0.5%*	*0.6%*	*0.4%*	*0.6%*
%H		*43.8%*	*37.5%*	*75.0%*	*50.0%*	*25.0%*	*93.8%*
Conservatory	19	11	5	14	11	3	18
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.8%*	*0.3%*	*0.7%*
%H		*57.9%*	*26.3%*	*73.7%*	*57.9%*	*15.8%*	*94.7%*
Attic or loft room	4	2	2	3	2	1	4
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H		*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*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	7	5	3	5	5	0	6
%V	*0.2%*	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*
%H		*71.4%*	*42.9%*	*71.4%*	*71.4%*	*0.0%*	*85.7%*
Not Asked	244	124	53	126	77	49	203
%V	*7.4%*	*8.7%*	*6.5%*	*5.2%*	*5.6%*	*4.6%*	*8.0%*
%H		*50.8%*	*21.7%*	*51.6%*	*31.6%*	*20.1%*	*83.2%*

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

October 2012 - September 2013

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	3280	1419	811	2440	1380	1060	2540
%H		*43.3%*	*24.7%*	*74.4%*	*42.1%*	*32.3%*	*77.4%*
PVR	1231	753	341	748	596	153	1089
%V	*37.5%*	*53.1%*	*42.0%*	*30.7%*	*43.2%*	*14.4%*	*42.9%*
%H		*61.2%*	*27.7%*	*60.8%*	*48.4%*	*12.4%*	*88.5%*
DVDR	95	38	28	71	41	30	83
%V	*2.9%*	*2.7%*	*3.5%*	*2.9%*	*3.0%*	*2.8%*	*3.3%*
%H		*40.0%*	*29.5%*	*74.7%*	*43.2%*	*31.6%*	*87.4%*
VCR	83	16	29	62	23	39	42
%V	*2.5%*	*1.1%*	*3.6%*	*2.5%*	*1.7%*	*3.7%*	*1.7%*
%H		*19.3%*	*34.9%*	*74.7%*	*27.7%*	*47.0%*	*50.6%*
Any recorder	1331	771	370	829	623	206	1145
%V	*40.6%*	*54.3%*	*45.6%*	*34.0%*	*45.1%*	*19.4%*	*45.1%*
%H		*57.9%*	*27.8%*	*62.3%*	*46.8%*	*15.5%*	*86.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	3280	1419	811	2440	1380	1060	2540
%H		*43.3%*	*24.7%*	*74.4%*	*42.1%*	*32.3%*	*77.4%*
Receives HDTV (via STB or built-in reception)	1141	578	385	744	555	189	993
%V	*34.8%*	*40.7%*	*47.5%*	*30.5%*	*40.2%*	*17.8%*	*39.1%*
%H		*50.7%*	*33.7%*	*65.2%*	*48.6%*	*16.6%*	*87.0%*
DVD/Blu-ray player or recorder	1964	834	507	1486	846	640	1570
%V	*59.9%*	*58.8%*	*62.5%*	*60.9%*	*61.3%*	*60.4%*	*61.8%*
%H		*42.5%*	*25.8%*	*75.7%*	*43.1%*	*32.6%*	*79.9%*

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

October 2012 - September 2013

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	1649	629	382	1184	549	635	1170
%H		*38.1%*	*23.2%*	*71.8%*	*33.3%*	*38.5%*	*71.0%*
Under 20"	40	3	8	33	5	28	17
%V	*2.4%*	*0.5%*	*2.1%*	*2.8%*	*0.9%*	*4.4%*	*1.5%*
%H		*7.5%*	*20.0%*	*82.5%*	*12.5%*	*70.0%*	*42.5%*
20" - 29"	247	48	42	195	40	156	129
%V	*15.0%*	*7.6%*	*11.0%*	*16.5%*	*7.3%*	*24.6%*	*11.0%*
%H		*19.4%*	*17.0%*	*78.9%*	*16.2%*	*63.2%*	*52.2%*
30" - 39"	640	211	153	476	196	280	422
%V	*38.8%*	*33.5%*	*40.1%*	*40.2%*	*35.7%*	*44.1%*	*36.1%*
%H		*33.0%*	*23.9%*	*74.4%*	*30.6%*	*43.8%*	*65.9%*
40" and over	692	361	172	469	304	165	580
%V	*42.0%*	*57.4%*	*45.0%*	*39.6%*	*55.4%*	*26.0%*	*49.6%*
%H		*52.2%*	*24.9%*	*67.8%*	*43.9%*	*23.8%*	*83.8%*
Don't know	18	5	6	11	4	6	12
%V	*1.1%*	*0.8%*	*1.6%*	*0.9%*	*0.7%*	*0.9%*	*1.0%*
%H		*27.8%*	*33.3%*	*61.1%*	*22.2%*	*33.3%*	*66.7%*
Not Asked	12	1	1	0	0	0	10
%V	*0.7%*	*0.2%*	*0.3%*	*0.0%*	*0.0%*	*0.0%*	*0.9%*
%H		*8.3%*	*8.3%*	*0.0%*	*0.0%*	*0.0%*	*83.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1649	629	382	1184	549	635	1170
%H		*38.1%*	*23.2%*	*71.8%*	*33.3%*	*38.5%*	*71.0%*
PVR	900	532	244	561	426	134	775
%V	*54.6%*	*84.6%*	*63.9%*	*47.4%*	*77.6%*	*21.1%*	*66.2%*
%H		*59.1%*	*27.1%*	*62.3%*	*47.3%*	*14.9%*	*86.1%*
DVDR	70	27	21	50	27	23	61
%V	*4.2%*	*4.3%*	*5.5%*	*4.2%*	*4.9%*	*3.6%*	*5.2%*
%H		*38.6%*	*30.0%*	*71.4%*	*38.6%*	*32.9%*	*87.1%*
VCR	68	12	24	50	18	33	32
%V	*4.1%*	*1.9%*	*6.3%*	*4.2%*	*3.3%*	*5.2%*	*2.7%*
%H		*17.6%*	*35.3%*	*73.5%*	*26.5%*	*48.5%*	*47.1%*
Any recorder	970	539	266	616	440	177	809
%V	*58.8%*	*85.7%*	*69.6%*	*52.0%*	*80.1%*	*27.9%*	*69.1%*
%H		*55.6%*	*27.4%*	*63.5%*	*45.4%*	*18.2%*	*83.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	1649	629	382	1184	549	635	1170
%H		*38.1%*	*23.2%*	*71.8%*	*33.3%*	*38.5%*	*71.0%*
Receives HDTV (via STB or built-in reception)	801	403	257	515	367	148	676
%V	*48.6%*	*64.1%*	*67.3%*	*43.5%*	*66.8%*	*23.3%*	*57.8%*
%H		*50.3%*	*32.1%*	*64.3%*	*45.8%*	*18.5%*	*84.4%*
DVD/Blu-ray player or recorder	1233	476	301	890	427	464	928
%V	*74.8%*	*75.7%*	*78.8%*	*75.2%*	*77.8%*	*73.1%*	*79.3%*
%H		*38.6%*	*24.4%*	*72.2%*	*34.6%*	*37.6%*	*75.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1630	790	429	1256	831	425	1370
%H		*48.5%*	*26.3%*	*77.1%*	*51.0%*	*26.1%*	*84.0%*
Under 20"	391	169	102	337	210	127	310
%V	*24.0%*	*21.4%*	*23.8%*	*26.8%*	*25.3%*	*29.9%*	*22.6%*
%H		*43.2%*	*26.1%*	*86.2%*	*53.7%*	*32.5%*	*79.3%*
20" - 29"	494	208	140	409	258	151	408
%V	*30.3%*	*26.3%*	*32.6%*	*32.6%*	*31.0%*	*35.5%*	*29.8%*
%H		*42.1%*	*28.3%*	*82.8%*	*52.2%*	*30.6%*	*82.6%*
30" - 39"	362	199	101	276	206	69	321
%V	*22.2%*	*25.2%*	*23.5%*	*22.0%*	*24.8%*	*16.2%*	*23.4%*
%H		*55.0%*	*27.9%*	*76.2%*	*56.9%*	*19.1%*	*88.7%*
40" and over	132	84	28	94	73	21	124
%V	*8.1%*	*10.6%*	*6.5%*	*7.5%*	*8.8%*	*4.9%*	*9.1%*
%H		*63.6%*	*21.2%*	*71.2%*	*55.3%*	*15.9%*	*93.9%*
Don't know	19	4	5	14	5	9	11
%V	*1.2%*	*0.5%*	*1.2%*	*1.1%*	*0.6%*	*2.1%*	*0.8%*
%H		*21.1%*	*26.3%*	*73.7%*	*26.3%*	*47.4%*	*57.9%*
Not Asked	232	126	53	126	79	48	196
%V	*14.2%*	*15.9%*	*12.4%*	*10.0%*	*9.5%*	*11.3%*	*14.3%*
%H		*54.3%*	*22.8%*	*54.3%*	*34.1%*	*20.7%*	*84.5%*

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

October 2012 - September 2013

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	1630	790	429	1256	831	425	1370
%H		*48.5%*	*26.3%*	*77.1%*	*51.0%*	*26.1%*	*84.0%*
PVR	332	221	97	188	170	18	314
%V	*20.4%*	*28.0%*	*22.6%*	*15.0%*	*20.5%*	*4.2%*	*22.9%*
%H		*66.6%*	*29.2%*	*56.6%*	*51.2%*	*5.4%*	*94.6%*
DVDR	25	11	7	21	14	7	22
%V	*1.5%*	*1.4%*	*1.6%*	*1.7%*	*1.7%*	*1.6%*	*1.6%*
%H		*44.0%*	*28.0%*	*84.0%*	*56.0%*	*28.0%*	*88.0%*
VCR	14	3	5	12	6	6	10
%V	*0.9%*	*0.4%*	*1.2%*	*1.0%*	*0.7%*	*1.4%*	*0.7%*
%H		*21.4%*	*35.7%*	*85.7%*	*42.9%*	*42.9%*	*71.4%*
Any recorder	361	232	105	213	183	29	337
%V	*22.1%*	*29.4%*	*24.5%*	*17.0%*	*22.0%*	*6.8%*	*24.6%*
%H		*64.3%*	*29.1%*	*59.0%*	*50.7%*	*8.0%*	*93.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	1630	790	429	1256	831	425	1370
%H		*48.5%*	*26.3%*	*77.1%*	*51.0%*	*26.1%*	*84.0%*
Receives HDTV (via STB or built-in reception)	340	175	128	229	188	40	317
%V	*20.9%*	*22.2%*	*29.8%*	*18.2%*	*22.6%*	*9.4%*	*23.1%*
%H		*51.5%*	*37.6%*	*67.4%*	*55.3%*	*11.8%*	*93.2%*
DVD/Blu-ray player or recorder	732	357	206	596	419	177	642
%V	*44.9%*	*45.2%*	*48.0%*	*47.5%*	*50.4%*	*41.6%*	*46.9%*
%H		*48.8%*	*28.1%*	*81.4%*	*57.2%*	*24.2%*	*87.7%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.21: Age 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 Inds	3676	3562	1580	862	2473	1366	1107	2946
%H		*96.9%*	*43.0%*	*23.4%*	*67.3%*	*37.2%*	*30.1%*	*80.1%*
Total Children	645	635	357	149	396	264	132	585
%V	*17.5%*	*17.8%*	*22.6%*	*17.3%*	*16.0%*	*19.3%*	*11.9%*	*19.9%*
%H		*98.4%*	*55.3%*	*23.1%*	*61.4%*	*40.9%*	*20.5%*	*90.7%*
0 - 3	172	170	101	40	100	67	33	149
%V	*4.7%*	*4.8%*	*6.4%*	*4.6%*	*4.0%*	*4.9%*	*3.0%*	*5.1%*
%H		*98.8%*	*58.7%*	*23.3%*	*58.1%*	*39.0%*	*19.2%*	*86.6%*
4 - 15	474	465	256	109	296	197	99	436
%V	*12.9%*	*13.1%*	*16.2%*	*12.6%*	*12.0%*	*14.4%*	*8.9%*	*14.8%*
%H		*98.1%*	*54.0%*	*23.0%*	*62.4%*	*41.6%*	*20.9%*	*92.0%*
4 - 9	238	232	124	55	139	84	54	214
%V	*6.5%*	*6.5%*	*7.8%*	*6.4%*	*5.6%*	*6.1%*	*4.9%*	*7.3%*
%H		*97.5%*	*52.1%*	*23.1%*	*58.4%*	*35.3%*	*22.7%*	*89.9%*
10 - 15	236	233	133	54	157	112	45	222
%V	*6.4%*	*6.5%*	*8.4%*	*6.3%*	*6.3%*	*8.2%*	*4.1%*	*7.5%*
%H		*98.7%*	*56.4%*	*22.9%*	*66.5%*	*47.5%*	*19.1%*	*94.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.22: Adults - 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 Inds	3676	3562	1580	862	2473	1366	1107	2946
%H		*96.9%*	*43.0%*	*23.4%*	*67.3%*	*37.2%*	*30.1%*	*80.1%*
Total Adults (16+)	3031	2927	1223	713	2077	1102	975	2361
%V	*82.5%*	*82.2%*	*77.4%*	*82.7%*	*84.0%*	*80.7%*	*88.1%*	*80.1%*
%H		*96.6%*	*40.3%*	*23.5%*	*68.5%*	*36.4%*	*32.2%*	*77.9%*
16 - 19	157	156	77	39	108	75	33	141
%V	*4.3%*	*4.4%*	*4.9%*	*4.5%*	*4.4%*	*5.5%*	*3.0%*	*4.8%*
%H		*99.4%*	*49.0%*	*24.8%*	*68.8%*	*47.8%*	*21.0%*	*89.8%*
20 - 24	245	209	94	53	136	81	55	207
%V	*6.7%*	*5.9%*	*5.9%*	*6.1%*	*5.5%*	*5.9%*	*5.0%*	*7.0%*
%H		*85.3%*	*38.4%*	*21.6%*	*55.5%*	*33.1%*	*22.4%*	*84.5%*
25 - 34	508	480	214	128	307	171	136	432
%V	*13.8%*	*13.5%*	*13.5%*	*14.8%*	*12.4%*	*12.5%*	*12.3%*	*14.7%*
%H		*94.5%*	*42.1%*	*25.2%*	*60.4%*	*33.7%*	*26.8%*	*85.0%*
35 - 44	481	469	223	121	301	179	122	426
%V	*13.1%*	*13.2%*	*14.1%*	*14.0%*	*12.2%*	*13.1%*	*11.0%*	*14.5%*
%H		*97.5%*	*46.4%*	*25.2%*	*62.6%*	*37.2%*	*25.4%*	*88.6%*
45 - 54	551	541	255	136	386	236	150	481
%V	*15.0%*	*15.2%*	*16.1%*	*15.8%*	*15.6%*	*17.3%*	*13.6%*	*16.3%*
%H		*98.2%*	*46.3%*	*24.7%*	*70.1%*	*42.8%*	*27.2%*	*87.3%*
55 - 64	469	460	185	123	338	181	157	376
%V	*12.8%*	*12.9%*	*11.7%*	*14.3%*	*13.7%*	*13.3%*	*14.2%*	*12.8%*
%H		*98.1%*	*39.4%*	*26.2%*	*72.1%*	*38.6%*	*33.5%*	*80.2%*
65+	618	612	176	114	500	178	322	297
%V	*16.8%*	*17.2%*	*11.1%*	*13.2%*	*20.2%*	*13.0%*	*29.1%*	*10.1%*
%H		*99.0%*	*28.5%*	*18.4%*	*80.9%*	*28.8%*	*52.1%*	*48.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3031	2927	1223	713	2077	1102	975	2361
%H		*96.6%*	*40.3%*	*23.5%*	*68.5%*	*36.4%*	*32.2%*	*77.9%*
AB	741	724	304	170	501	253	249	699
%V	*24.4%*	*24.7%*	*24.9%*	*23.8%*	*24.1%*	*23.0%*	*25.5%*	*29.6%*
%H		*97.7%*	*41.0%*	*22.9%*	*67.6%*	*34.1%*	*33.6%*	*94.3%*
C1	840	787	334	194	545	301	244	703
%V	*27.7%*	*26.9%*	*27.3%*	*27.2%*	*26.2%*	*27.3%*	*25.0%*	*29.8%*
%H		*93.7%*	*39.8%*	*23.1%*	*64.9%*	*35.8%*	*29.0%*	*83.7%*
C2	581	573	281	154	400	262	139	463
%V	*19.2%*	*19.6%*	*23.0%*	*21.6%*	*19.3%*	*23.8%*	*14.3%*	*19.6%*
%H		*98.6%*	*48.4%*	*26.5%*	*68.8%*	*45.1%*	*23.9%*	*79.7%*
D	514	498	212	136	349	199	150	362
%V	*17.0%*	*17.0%*	*17.3%*	*19.1%*	*16.8%*	*18.1%*	*15.4%*	*15.3%*
%H		*96.9%*	*41.2%*	*26.5%*	*67.9%*	*38.7%*	*29.2%*	*70.4%*
E	354	344	92	58	281	87	194	134
%V	*11.7%*	*11.8%*	*7.5%*	*8.1%*	*13.5%*	*7.9%*	*19.9%*	*5.7%*
%H		*97.2%*	*26.0%*	*16.4%*	*79.4%*	*24.6%*	*54.8%*	*37.9%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3031	2927	1223	713	2077	1102	975	2361
%H		*96.6%*	*40.3%*	*23.5%*	*68.5%*	*36.4%*	*32.2%*	*77.9%*
Working full time	1357	1324	621	367	876	540	336	1235
%V	*44.8%*	*45.2%*	*50.8%*	*51.5%*	*42.2%*	*49.0%*	*34.5%*	*52.3%*
%H		*97.6%*	*45.8%*	*27.0%*	*64.6%*	*39.8%*	*24.8%*	*91.0%*
Working part time	272	267	129	67	177	106	71	241
%V	*9.0%*	*9.1%*	*10.5%*	*9.4%*	*8.5%*	*9.6%*	*7.3%*	*10.2%*
%H		*98.2%*	*47.4%*	*24.6%*	*65.1%*	*39.0%*	*26.1%*	*88.6%*
Not working	1402	1336	473	279	1023	455	568	885
%V	*46.3%*	*45.6%*	*38.7%*	*39.1%*	*49.3%*	*41.3%*	*58.3%*	*37.5%*
%H		*95.3%*	*33.7%*	*19.9%*	*73.0%*	*32.5%*	*40.5%*	*63.1%*
Housewife/Houseperson	1713	1654	629	382	1186	549	636	1211
%V	*56.5%*	*56.5%*	*51.4%*	*53.6%*	*57.1%*	*49.8%*	*65.2%*	*51.3%*
%H		*96.6%*	*36.7%*	*22.3%*	*69.2%*	*32.0%*	*37.1%*	*70.7%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.25: Males - 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 Males (16+)	1447	1387	614	342	962	542	420	1153
%H		*95.9%*	*42.4%*	*23.6%*	*66.5%*	*37.5%*	*29.0%*	*79.7%*
16 - 19	78	77	38	16	51	34	17	71
%V	*5.4%*	*5.6%*	*6.2%*	*4.7%*	*5.3%*	*6.3%*	*4.0%*	*6.2%*
%H		*98.7%*	*48.7%*	*20.5%*	*65.4%*	*43.6%*	*21.8%*	*91.0%*
20 - 24	119	100	50	24	68	42	25	98
%V	*8.2%*	*7.2%*	*8.1%*	*7.0%*	*7.1%*	*7.7%*	*6.0%*	*8.5%*
%H		*84.0%*	*42.0%*	*20.2%*	*57.1%*	*35.3%*	*21.0%*	*82.4%*
25 - 34	258	240	110	62	154	89	65	218
%V	*17.8%*	*17.3%*	*17.9%*	*18.1%*	*16.0%*	*16.4%*	*15.5%*	*18.9%*
%H		*93.0%*	*42.6%*	*24.0%*	*59.7%*	*34.5%*	*25.2%*	*84.5%*
35 - 44	233	226	108	58	145	87	58	203
%V	*16.1%*	*16.3%*	*17.6%*	*17.0%*	*15.1%*	*16.1%*	*13.8%*	*17.6%*
%H		*97.0%*	*46.4%*	*24.9%*	*62.2%*	*37.3%*	*24.9%*	*87.1%*
45 - 54	266	259	128	66	180	115	65	233
%V	*18.4%*	*18.7%*	*20.8%*	*19.3%*	*18.7%*	*21.2%*	*15.5%*	*20.2%*
%H		*97.4%*	*48.1%*	*24.8%*	*67.7%*	*43.2%*	*24.4%*	*87.6%*
55 - 64	219	213	89	62	149	85	64	176
%V	*15.1%*	*15.4%*	*14.5%*	*18.1%*	*15.5%*	*15.7%*	*15.2%*	*15.3%*
%H		*97.3%*	*40.6%*	*28.3%*	*68.0%*	*38.8%*	*29.2%*	*80.4%*
65+	274	271	92	54	215	91	124	154
%V	*18.9%*	*19.5%*	*15.0%*	*15.8%*	*22.3%*	*16.8%*	*29.5%*	*13.4%*
%H		*98.9%*	*33.6%*	*19.7%*	*78.5%*	*33.2%*	*45.3%*	*56.2%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1447	1387	614	342	962	542	420	1153
%H		*95.9%*	*42.4%*	*23.6%*	*66.5%*	*37.5%*	*29.0%*	*79.7%*
AB	369	359	157	82	247	128	120	350
%V	*25.5%*	*25.9%*	*25.6%*	*24.0%*	*25.7%*	*23.6%*	*28.6%*	*30.4%*
%H		*97.3%*	*42.5%*	*22.2%*	*66.9%*	*34.7%*	*32.5%*	*94.9%*
C1	386	356	161	89	241	144	97	329
%V	*26.7%*	*25.7%*	*26.2%*	*26.0%*	*25.1%*	*26.6%*	*23.1%*	*28.5%*
%H		*92.2%*	*41.7%*	*23.1%*	*62.4%*	*37.3%*	*25.1%*	*85.2%*
C2	317	313	155	85	216	143	74	248
%V	*21.9%*	*22.6%*	*25.2%*	*24.9%*	*22.5%*	*26.4%*	*17.6%*	*21.5%*
%H		*98.7%*	*48.9%*	*26.8%*	*68.1%*	*45.1%*	*23.3%*	*78.2%*
D	238	228	103	64	155	94	61	173
%V	*16.4%*	*16.4%*	*16.8%*	*18.7%*	*16.1%*	*17.3%*	*14.5%*	*15.0%*
%H		*95.8%*	*43.3%*	*26.9%*	*65.1%*	*39.5%*	*25.6%*	*72.7%*
E	137	132	38	23	103	34	69	52
%V	*9.5%*	*9.5%*	*6.2%*	*6.7%*	*10.7%*	*6.3%*	*16.4%*	*4.5%*
%H		*96.4%*	*27.7%*	*16.8%*	*75.2%*	*24.8%*	*50.4%*	*38.0%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1447	1387	614	342	962	542	420	1153
%H		*95.9%*	*42.4%*	*23.6%*	*66.5%*	*37.5%*	*29.0%*	*79.7%*
Working full time	801	777	384	211	510	326	183	726
%V	*55.4%*	*56.0%*	*62.5%*	*61.7%*	*53.0%*	*60.1%*	*43.6%*	*63.0%*
%H		*97.0%*	*47.9%*	*26.3%*	*63.7%*	*40.7%*	*22.8%*	*90.6%*
Working part time	49	47	25	13	31	21	10	42
%V	*3.4%*	*3.4%*	*4.1%*	*3.8%*	*3.2%*	*3.9%*	*2.4%*	*3.6%*
%H		*95.9%*	*51.0%*	*26.5%*	*63.3%*	*42.9%*	*20.4%*	*85.7%*
Not working	598	563	205	118	421	194	227	385
%V	*41.3%*	*40.6%*	*33.4%*	*34.5%*	*43.8%*	*35.8%*	*54.0%*	*33.4%*
%H		*94.1%*	*34.3%*	*19.7%*	*70.4%*	*32.4%*	*38.0%*	*64.4%*
Housewife/Houseperson	416	389	138	83	261	97	164	252
%V	*28.7%*	*28.0%*	*22.5%*	*24.3%*	*27.1%*	*17.9%*	*39.0%*	*21.9%*
%H		*93.5%*	*33.2%*	*20.0%*	*62.7%*	*23.3%*	*39.4%*	*60.6%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.28: Females - 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 Females (16+)	1583	1540	609	370	1115	560	555	1207
%H		*97.3%*	*38.5%*	*23.4%*	*70.4%*	*35.4%*	*35.1%*	*76.2%*
16 - 19	79	78	39	23	57	42	16	71
%V	*5.0%*	*5.1%*	*6.4%*	*6.2%*	*5.1%*	*7.5%*	*2.9%*	*5.9%*
%H		*98.7%*	*49.4%*	*29.1%*	*72.2%*	*53.2%*	*20.3%*	*89.9%*
20 - 24	126	109	44	29	69	39	30	109
%V	*8.0%*	*7.1%*	*7.2%*	*7.8%*	*6.2%*	*7.0%*	*5.4%*	*9.0%*
%H		*86.5%*	*34.9%*	*23.0%*	*54.8%*	*31.0%*	*23.8%*	*86.5%*
25 - 34	250	239	104	66	154	83	71	214
%V	*15.8%*	*15.5%*	*17.1%*	*17.8%*	*13.8%*	*14.8%*	*12.8%*	*17.7%*
%H		*95.6%*	*41.6%*	*26.4%*	*61.6%*	*33.2%*	*28.4%*	*85.6%*
35 - 44	248	244	115	63	156	92	64	223
%V	*15.7%*	*15.8%*	*18.9%*	*17.0%*	*14.0%*	*16.4%*	*11.5%*	*18.5%*
%H		*98.4%*	*46.4%*	*25.4%*	*62.9%*	*37.1%*	*25.8%*	*89.9%*
45 - 54	285	282	127	70	206	121	84	249
%V	*18.0%*	*18.3%*	*20.9%*	*18.9%*	*18.5%*	*21.6%*	*15.1%*	*20.6%*
%H		*98.9%*	*44.6%*	*24.6%*	*72.3%*	*42.5%*	*29.5%*	*87.4%*
55 - 64	250	247	96	61	189	96	93	200
%V	*15.8%*	*16.0%*	*15.8%*	*16.5%*	*17.0%*	*17.1%*	*16.8%*	*16.6%*
%H		*98.8%*	*38.4%*	*24.4%*	*75.6%*	*38.4%*	*37.2%*	*80.0%*
65+	344	341	85	60	285	87	198	142
%V	*21.7%*	*22.1%*	*14.0%*	*16.2%*	*25.6%*	*15.5%*	*35.7%*	*11.8%*
%H		*99.1%*	*24.7%*	*17.4%*	*82.8%*	*25.3%*	*57.6%*	*41.3%*

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

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1583	1540	609	370	1115	560	555	1207
%H		*97.3%*	*38.5%*	*23.4%*	*70.4%*	*35.4%*	*35.1%*	*76.2%*
AB	372	366	147	89	254	125	129	348
%V	*23.5%*	*23.8%*	*24.1%*	*24.1%*	*22.8%*	*22.3%*	*23.2%*	*28.8%*
%H		*98.4%*	*39.5%*	*23.9%*	*68.3%*	*33.6%*	*34.7%*	*93.5%*
C1	454	431	173	105	303	157	147	374
%V	*28.7%*	*28.0%*	*28.4%*	*28.4%*	*27.2%*	*28.0%*	*26.5%*	*31.0%*
%H		*94.9%*	*38.1%*	*23.1%*	*66.7%*	*34.6%*	*32.4%*	*82.4%*
C2	264	261	126	69	184	119	65	215
%V	*16.7%*	*16.9%*	*20.7%*	*18.6%*	*16.5%*	*21.3%*	*11.7%*	*17.8%*
%H		*98.9%*	*47.7%*	*26.1%*	*69.7%*	*45.1%*	*24.6%*	*81.4%*
D	276	270	109	72	195	105	89	189
%V	*17.4%*	*17.5%*	*17.9%*	*19.5%*	*17.5%*	*18.8%*	*16.0%*	*15.7%*
%H		*97.8%*	*39.5%*	*26.1%*	*70.7%*	*38.0%*	*32.2%*	*68.5%*
E	217	212	54	35	178	53	125	81
%V	*13.7%*	*13.8%*	*8.9%*	*9.5%*	*16.0%*	*9.5%*	*22.5%*	*6.7%*
%H		*97.7%*	*24.9%*	*16.1%*	*82.0%*	*24.4%*	*57.6%*	*37.3%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1583	1540	609	370	1115	560	555	1207
%H		*97.3%*	*38.5%*	*23.4%*	*70.4%*	*35.4%*	*35.1%*	*76.2%*
Working full time	556	547	238	155	367	214	153	510
%V	*35.1%*	*35.5%*	*39.1%*	*41.9%*	*32.9%*	*38.2%*	*27.6%*	*42.3%*
%H		*98.4%*	*42.8%*	*27.9%*	*66.0%*	*38.5%*	*27.5%*	*91.7%*
Working part time	223	219	104	55	146	85	61	199
%V	*14.1%*	*14.2%*	*17.1%*	*14.9%*	*13.1%*	*15.2%*	*11.0%*	*16.5%*
%H		*98.2%*	*46.6%*	*24.7%*	*65.5%*	*38.1%*	*27.4%*	*89.2%*
Not working	804	773	268	160	602	261	341	499
%V	*50.8%*	*50.2%*	*44.0%*	*43.2%*	*54.0%*	*46.6%*	*61.4%*	*41.3%*
%H		*96.1%*	*33.3%*	*19.9%*	*74.9%*	*32.5%*	*42.4%*	*62.1%*
Housewife/Houseperson	1297	1265	491	300	924	452	472	960
%V	*81.9%*	*82.1%*	*80.6%*	*81.1%*	*82.9%*	*80.7%*	*85.0%*	*79.5%*
%H		*97.5%*	*37.9%*	*23.1%*	*71.2%*	*34.8%*	*36.4%*	*74.0%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

Contents Page

Household

Table 7.1: Social Grade 172
Table 7.2: Housewife Age 173
Table 7.3: Size of Household 174
Table 7.4: Presence of Children 175
Table 7.5: Number of TV sets in household 176
Table 7.6: Screen size 177
Table 7.7: Location of ANY set in household 178
Table 7.8: Recorders 179
Table 7.9: Recorders and other equipment 180
Table 7.10: Computers and Internet 181

Sets

Table 7.11: Screen Size 182
Table 7.12: Location of set 183
Table 7.13: Recorders 184
Table 7.14: Other TV equipment 184
Table 7.15: Main Set Screen Size 185
Table 7.16: Main Set Recorders 186
Table 7.17: Main Set - Other TV equipment 186
Table 7.18: Other Sets (non-Main Set) Screen Size 187
Table 7.19: Other Set (non-Main Set) Recorders 188
Table 7.20: Other Set (non-Main Set) - Other TV equipment 188

Individuals

Table 7.21: Age of Children 189
Table 7.22: Adults - Age 190
Table 7.23: Social Grade (Adults 16+) 191
Table 7.24: Working Status (Adults 16+) 192
Table 7.25: Males - Age 193
Table 7.26: Social Grade (Males 16+) 194
Table 7.27: Working Status (Males 16+) 195
Table 7.28: Females - Age 196
Table 7.29: Social Grade (Females 16+) 197
Table 7.30: Working Status (Females 16+) 198

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
AB	136	131	69	9	101	49	52	126
%V	*22.7%*	*23.1%*	*24.2%*	*24.3%*	*22.9%*	*24.4%*	*21.7%*	*28.5%*
%H (All HH)		*96.3%*	*50.7%*	*6.6%*	*74.3%*	*36.0%*	*38.2%*	*92.6%*
%H (TV HH)			*52.7%*	*6.9%*	*77.1%*	*37.4%*	*39.7%*	
C1	158	147	80	11	107	55	52	127
%V	*26.4%*	*25.9%*	*28.1%*	*29.7%*	*24.3%*	*27.4%*	*21.7%*	*28.7%*
%H (All HH)		*93.0%*	*50.6%*	*7.0%*	*67.7%*	*34.8%*	*32.9%*	*80.4%*
%H (TV HH)			*54.4%*	*7.5%*	*72.8%*	*37.4%*	*35.4%*	
C2	138	134	75	9	103	54	50	112
%V	*23.1%*	*23.6%*	*26.3%*	*24.3%*	*23.4%*	*26.9%*	*20.8%*	*25.3%*
%H (All HH)		*97.1%*	*54.3%*	*6.5%*	*74.6%*	*39.1%*	*36.2%*	*81.2%*
%H (TV HH)			*56.0%*	*6.7%*	*76.9%*	*40.3%*	*37.3%*	
D	95	90	38	5	72	28	44	56
%V	*15.9%*	*15.8%*	*13.3%*	*13.5%*	*16.3%*	*13.9%*	*18.3%*	*12.7%*
%H (All HH)		*94.7%*	*40.0%*	*5.3%*	*75.8%*	*29.5%*	*46.3%*	*58.9%*
%H (TV HH)			*42.2%*	*5.6%*	*80.0%*	*31.1%*	*48.9%*	
E	72	67	22	3	57	15	42	22
%V	*12.0%*	*11.8%*	*7.7%*	*8.1%*	*12.9%*	*7.5%*	*17.5%*	*5.0%*
%H (All HH)		*93.1%*	*30.6%*	*4.2%*	*79.2%*	*20.8%*	*58.3%*	*30.6%*
%H (TV HH)			*32.8%*	*4.5%*	*85.1%*	*22.4%*	*62.7%*	

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

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Under 25	40	34	17	3	25	13	12	32
%V	*6.7%*	*6.0%*	*6.0%*	*8.1%*	*5.7%*	*6.5%*	*5.0%*	*7.2%*
%H (All HH)		*85.0%*	*42.5%*	*7.5%*	*62.5%*	*32.5%*	*30.0%*	*80.0%*
%H (TV HH)			*50.0%*	*8.8%*	*73.5%*	*38.2%*	*35.3%*	
25 - 34	99	95	58	4	68	38	30	88
%V	*16.6%*	*16.7%*	*20.4%*	*10.8%*	*15.4%*	*18.9%*	*12.5%*	*19.9%*
%H (All HH)		*96.0%*	*58.6%*	*4.0%*	*68.7%*	*38.4%*	*30.3%*	*88.9%*
%H (TV HH)			*61.1%*	*4.2%*	*71.6%*	*40.0%*	*31.6%*	
35 - 44	92	85	49	10	61	34	26	80
%V	*15.4%*	*15.0%*	*17.2%*	*27.0%*	*13.8%*	*16.9%*	*10.8%*	*18.1%*
%H (All HH)		*92.4%*	*53.3%*	*10.9%*	*66.3%*	*37.0%*	*28.3%*	*87.0%*
%H (TV HH)			*57.6%*	*11.8%*	*71.8%*	*40.0%*	*30.6%*	
45 - 54	123	118	65	7	95	49	47	106
%V	*20.6%*	*20.8%*	*22.8%*	*18.9%*	*21.5%*	*24.4%*	*19.6%*	*24.0%*
%H (All HH)		*95.9%*	*52.8%*	*5.7%*	*77.2%*	*39.8%*	*38.2%*	*86.2%*
%H (TV HH)			*55.1%*	*5.9%*	*80.5%*	*41.5%*	*39.8%*	
55 - 64	92	87	46	4	66	31	35	73
%V	*15.4%*	*15.3%*	*16.1%*	*10.8%*	*15.0%*	*15.4%*	*14.6%*	*16.5%*
%H (All HH)		*94.6%*	*50.0%*	*4.3%*	*71.7%*	*33.7%*	*38.0%*	*79.3%*
%H (TV HH)			*52.9%*	*4.6%*	*75.9%*	*35.6%*	*40.2%*	
65 +	153	149	50	9	126	36	90	62
%V	*25.6%*	*26.2%*	*17.5%*	*24.3%*	*28.6%*	*17.9%*	*37.5%*	*14.0%*
%H (All HH)		*97.4%*	*32.7%*	*5.9%*	*82.4%*	*23.5%*	*58.8%*	*40.5%*
%H (TV HH)			*33.6%*	*6.0%*	*84.6%*	*24.2%*	*60.4%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.3: 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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
1	204	188	65	6	155	41	114	95
%V	*34.1%*	*33.1%*	*22.8%*	*16.2%*	*35.1%*	*20.4%*	*47.5%*	*21.5%*
%H (All HH)		*92.2%*	*31.9%*	*2.9%*	*76.0%*	*20.1%*	*55.9%*	*46.6%*
%H (TV HH)			*34.6%*	*3.2%*	*82.4%*	*21.8%*	*60.6%*	
2	215	206	104	17	155	75	80	179
%V	*36.0%*	*36.3%*	*36.5%*	*45.9%*	*35.1%*	*37.3%*	*33.3%*	*40.5%*
%H (All HH)		*95.8%*	*48.4%*	*7.9%*	*72.1%*	*34.9%*	*37.2%*	*83.3%*
%H (TV HH)			*50.5%*	*8.3%*	*75.2%*	*36.4%*	*38.8%*	
3	89	87	58	4	68	44	25	80
%V	*14.9%*	*15.3%*	*20.4%*	*10.8%*	*15.4%*	*21.9%*	*10.4%*	*18.1%*
%H (All HH)		*97.8%*	*65.2%*	*4.5%*	*76.4%*	*49.4%*	*28.1%*	*89.9%*
%H (TV HH)			*66.7%*	*4.6%*	*78.2%*	*50.6%*	*28.7%*	
4	64	62	43	6	45	31	13	63
%V	*10.7%*	*10.9%*	*15.1%*	*16.2%*	*10.2%*	*15.4%*	*5.4%*	*14.3%*
%H (All HH)		*96.9%*	*67.2%*	*9.4%*	*70.3%*	*48.4%*	*20.3%*	*98.4%*
%H (TV HH)			*69.4%*	*9.7%*	*72.6%*	*50.0%*	*21.0%*	
5+	26	25	15	3	17	10	7	25
%V	*4.3%*	*4.4%*	*5.3%*	*8.1%*	*3.9%*	*5.0%*	*2.9%*	*5.7%*
%H (All HH)		*96.2%*	*57.7%*	*11.5%*	*65.4%*	*38.5%*	*26.9%*	*96.2%*
%H (TV HH)			*60.0%*	*12.0%*	*68.0%*	*40.0%*	*28.0%*	
Average HH size	2.21	2.23	2.46	2.54	2.19	2.49	1.94	2.50

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

October 2012 - September 2013

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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Without	455	429	190	28	342	137	205	311
%V	*76.1%*	*75.5%*	*66.7%*	*75.7%*	*77.6%*	*68.2%*	*85.4%*	*70.4%*
%H (All HH)		*94.3%*	*41.8%*	*6.2%*	*75.2%*	*30.1%*	*45.1%*	*68.4%*
%H (TV HH)			*44.3%*	*6.5%*	*79.7%*	*31.9%*	*47.8%*	
With	143	138	94	9	99	64	35	131
%V	*23.9%*	*24.3%*	*33.0%*	*24.3%*	*22.4%*	*31.8%*	*14.6%*	*29.6%*
%H (All HH)		*96.5%*	*65.7%*	*6.3%*	*69.2%*	*44.8%*	*24.5%*	*91.6%*
%H (TV HH)			*68.1%*	*6.5%*	*71.7%*	*46.4%*	*25.4%*	
0 - 3	46	46	32	2	35	23	12	41
%V	*7.7%*	*8.1%*	*11.2%*	*5.4%*	*7.9%*	*11.4%*	*5.0%*	*9.3%*
%H (All HH)		*100.0%*	*69.6%*	*4.3%*	*76.1%*	*50.0%*	*26.1%*	*89.1%*
%H (TV HH)			*69.6%*	*4.3%*	*76.1%*	*50.0%*	*26.1%*	
4 - 9	72	70	51	6	48	34	13	67
%V	*12.0%*	*12.3%*	*17.9%*	*16.2%*	*10.9%*	*16.9%*	*5.4%*	*15.2%*
%H (All HH)		*97.2%*	*70.8%*	*8.3%*	*66.7%*	*47.2%*	*18.1%*	*93.1%*
%H (TV HH)			*72.9%*	*8.6%*	*68.6%*	*48.6%*	*18.6%*	
10 - 15	66	62	42	6	45	30	15	60
%V	*11.0%*	*10.9%*	*14.7%*	*16.2%*	*10.2%*	*14.9%*	*6.3%*	*13.6%*
%H (All HH)		*93.9%*	*63.6%*	*9.1%*	*68.2%*	*45.5%*	*22.7%*	*90.9%*
%H (TV HH)			*67.7%*	*9.7%*	*72.6%*	*48.4%*	*24.2%*	

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

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
1	223	223	87	11	164	45	119	139
%V	*37.3%*	*39.3%*	*30.5%*	*29.7%*	*37.2%*	*22.4%*	*49.6%*	*31.4%*
%H (All HH)		*100.0%*	*39.0%*	*4.9%*	*73.5%*	*20.2%*	*53.4%*	*62.3%*
%H (TV HH)			*39.0%*	*4.9%*	*73.5%*	*20.2%*	*53.4%*	
2	194	194	94	10	155	66	89	146
%V	*32.4%*	*34.2%*	*33.0%*	*27.0%*	*35.1%*	*32.8%*	*37.1%*	*33.0%*
%H (All HH)		*100.0%*	*48.5%*	*5.2%*	*79.9%*	*34.0%*	*45.9%*	*75.3%*
%H (TV HH)			*48.5%*	*5.2%*	*79.9%*	*34.0%*	*45.9%*	
3	87	87	54	11	70	47	23	78
%V	*14.5%*	*15.3%*	*18.9%*	*29.7%*	*15.9%*	*23.4%*	*9.6%*	*17.6%*
%H (All HH)		*100.0%*	*62.1%*	*12.6%*	*80.5%*	*54.0%*	*26.4%*	*89.7%*
%H (TV HH)			*62.1%*	*12.6%*	*80.5%*	*54.0%*	*26.4%*	
4	41	41	32	5	33	28	5	38
%V	*6.9%*	*7.2%*	*11.2%*	*13.5%*	*7.5%*	*13.9%*	*2.1%*	*8.6%*
%H (All HH)		*100.0%*	*78.0%*	*12.2%*	*80.5%*	*68.3%*	*12.2%*	*92.7%*
%H (TV HH)			*78.0%*	*12.2%*	*80.5%*	*68.3%*	*12.2%*	
5+	23	23	18	1	19	15	4	22
%V	*3.8%*	*4.0%*	*6.3%*	*2.7%*	*4.3%*	*7.5%*	*1.7%*	*5.0%*
%H (All HH)		*100.0%*	*78.3%*	*4.3%*	*82.6%*	*65.2%*	*17.4%*	*95.7%*
%H (TV HH)			*78.3%*	*4.3%*	*82.6%*	*65.2%*	*17.4%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.6: 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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Under 20"	140	140	70	9	116	55	61	108
%V	*23.4%*	*24.6%*	*24.6%*	*24.3%*	*26.3%*	*27.4%*	*25.4%*	*24.4%*
%H (All HH)		*100.0%*	*50.0%*	*6.4%*	*82.9%*	*39.3%*	*43.6%*	*77.1%*
%H (TV HH)			*50.0%*	*6.4%*	*82.9%*	*39.3%*	*43.6%*	
20" - 29"	206	206	102	13	166	75	92	150
%V	*34.4%*	*36.3%*	*35.8%*	*35.1%*	*37.6%*	*37.3%*	*38.3%*	*33.9%*
%H (All HH)		*100.0%*	*49.5%*	*6.3%*	*80.6%*	*36.4%*	*44.7%*	*72.8%*
%H (TV HH)			*49.5%*	*6.3%*	*80.6%*	*36.4%*	*44.7%*	
30" - 39"	280	280	137	20	233	110	123	204
%V	*46.8%*	*49.3%*	*48.1%*	*54.1%*	*52.8%*	*54.7%*	*51.3%*	*46.2%*
%H (All HH)		*100.0%*	*48.9%*	*7.1%*	*83.2%*	*39.3%*	*43.9%*	*72.9%*
%H (TV HH)			*48.9%*	*7.1%*	*83.2%*	*39.3%*	*43.9%*	
40" and over	252	252	166	21	191	125	66	222
%V	*42.1%*	*44.4%*	*58.2%*	*56.8%*	*43.3%*	*62.2%*	*27.5%*	*50.2%*
%H (All HH)		*100.0%*	*65.9%*	*8.3%*	*75.8%*	*49.6%*	*26.2%*	*88.1%*
%H (TV HH)			*65.9%*	*8.3%*	*75.8%*	*49.6%*	*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

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.7: 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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Main living room	546	546	277	36	432	198	234	407
%V	*91.3%*	*96.1%*	*97.2%*	*97.3%*	*98.0%*	*98.5%*	*97.5%*	*92.1%*
%H (All HH)		*100.0%*	*50.7%*	*6.6%*	*79.1%*	*36.3%*	*42.9%*	*74.5%*
%H (TV HH)			*50.7%*	*6.6%*	*79.1%*	*36.3%*	*42.9%*	
Kitchen	94	94	58	4	79	46	33	79
%V	*15.7%*	*16.5%*	*20.4%*	*10.8%*	*17.9%*	*22.9%*	*13.8%*	*17.9%*
%H (All HH)		*100.0%*	*61.7%*	*4.3%*	*84.0%*	*48.9%*	*35.1%*	*84.0%*
%H (TV HH)			*61.7%*	*4.3%*	*84.0%*	*48.9%*	*35.1%*	
Adult's bedroom	209	209	124	18	174	106	68	168
%V	*34.9%*	*36.8%*	*43.5%*	*48.6%*	*39.5%*	*52.7%*	*28.3%*	*38.0%*
%H (All HH)		*100.0%*	*59.3%*	*8.6%*	*83.3%*	*50.7%*	*32.5%*	*80.4%*
%H (TV HH)			*59.3%*	*8.6%*	*83.3%*	*50.7%*	*32.5%*	
Child's bedroom	49	49	35	7	39	31	8	47
%V	*8.2%*	*8.6%*	*12.3%*	*18.9%*	*8.8%*	*15.4%*	*3.3%*	*10.6%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*79.6%*	*63.3%*	*16.3%*	*95.9%*
%H (TV HH)			*71.4%*	*14.3%*	*79.6%*	*63.3%*	*16.3%*	
Other bedroom	17	17	13	0	14	10	5	16
%V	*2.8%*	*3.0%*	*4.6%*	*0.0%*	*3.2%*	*5.0%*	*2.1%*	*3.6%*
%H (All HH)		*100.0%*	*76.5%*	*0.0%*	*82.4%*	*58.8%*	*29.4%*	*94.1%*
%H (TV HH)			*76.5%*	*0.0%*	*82.4%*	*58.8%*	*29.4%*	
Second living/dining room	52	52	30	4	45	27	18	48
%V	*8.7%*	*9.2%*	*10.5%*	*10.8%*	*10.2%*	*13.4%*	*7.5%*	*10.9%*
%H (All HH)		*100.0%*	*57.7%*	*7.7%*	*86.5%*	*51.9%*	*34.6%*	*92.3%*
%H (TV HH)			*57.7%*	*7.7%*	*86.5%*	*51.9%*	*34.6%*	
Study/office	9	9	4	1	8	5	3	8
%V	*1.5%*	*1.6%*	*1.4%*	*2.7%*	*1.8%*	*2.5%*	*1.3%*	*1.8%*
%H (All HH)		*100.0%*	*44.4%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	*88.9%*
%H (TV HH)			*44.4%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	
TV room	12	12	7	1	10	6	4	11
%V	*2.0%*	*2.1%*	*2.5%*	*2.7%*	*2.3%*	*3.0%*	*1.7%*	*2.5%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*83.3%*	*50.0%*	*33.3%*	*91.7%*
%H (TV HH)			*58.3%*	*8.3%*	*83.3%*	*50.0%*	*33.3%*	
Conservatory	12	12	7	1	11	6	5	10
%V	*2.0%*	*2.1%*	*2.5%*	*2.7%*	*2.5%*	*3.0%*	*2.1%*	*2.3%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	*83.3%*
%H (TV HH)			*58.3%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	4	4	3	0	3	2	1	4
%V	*0.7%*	*0.7%*	*1.1%*	*0.0%*	*0.7%*	*1.0%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	

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

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.8: Recorders 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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Any DSAT provider	285	285	285	1	177	177	0	245
%V	*47.7%*	*50.2%*	*100.0%*	*2.7%*	*40.1%*	*88.1%*	*0.0%*	*55.4%*
%H (All HH)			*100.0%*	*0.4%*	*62.1%*	*62.1%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*0.4%*	*62.1%*	*62.1%*	*0.0%*	
Sky with subcription	231	231	231	0	151	151	0	203
%V	*38.6%*	*40.7%*	*81.1%*	*0.0%*	*34.2%*	*75.1%*	*0.0%*	*45.9%*
%H (All HH)			*100.0%*	*0.0%*	*65.4%*	*65.4%*	*0.0%*	*87.9%*
%H (TV HH)			*100.0%*	*0.0%*	*65.4%*	*65.4%*	*0.0%*	
Sky without subscription	18	18	18	0	10	10	0	11
%V	*3.0%*	*3.2%*	*6.3%*	*0.0%*	*2.3%*	*5.0%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	*61.1%*
%H (TV HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	
Freesat	33	33	33	0	15	15	0	29
%V	*5.5%*	*5.8%*	*11.6%*	*0.0%*	*3.4%*	*7.5%*	*0.0%*	*6.6%*
%H (All HH)			*100.0%*	*0.0%*	*45.5%*	*45.5%*	*0.0%*	*87.9%*
%H (TV HH)			*100.0%*	*0.0%*	*45.5%*	*45.5%*	*0.0%*	
Other satellite provider	10	10	10	0	5	5	0	9
%V	*1.7%*	*1.8%*	*3.5%*	*0.0%*	*1.1%*	*2.5%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	37	37	1	37	24	24	0	32
%V	*6.2%*	*6.5%*	*0.4%*	*100.0%*	*5.4%*	*11.9%*	*0.0%*	*7.2%*
%H (All HH)			*2.7%*	*100.0%*	*64.9%*	*64.9%*	*0.0%*	*86.5%*
%H (TV HH)			*2.7%*	*100.0%*	*64.9%*	*64.9%*	*0.0%*	
DTT	441	441	177	24	441	201	240	315
%V	*73.7%*	*77.6%*	*62.1%*	*64.9%*	*100.0%*	*100.0%*	*100.0%*	*71.3%*
%H (All HH)		*100.0%*	*40.1%*	*5.4%*	*100.0%*	*45.6%*	*54.4%*	*71.4%*
%H (TV HH)			*40.1%*	*5.4%*	*100.0%*	*45.6%*	*54.4%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
PVR	330	330	223	26	251	169	82	283
%V	*55.2%*	*58.1%*	*78.2%*	*70.3%*	*56.9%*	*84.1%*	*34.2%*	*64.0%*
%H (All HH)		*100.0%*	*67.6%*	*7.9%*	*76.1%*	*51.2%*	*24.8%*	*85.8%*
%H (TV HH)			*67.6%*	*7.9%*	*76.1%*	*51.2%*	*24.8%*	
DVDR	31	31	15	4	20	9	12	26
%V	*5.2%*	*5.5%*	*5.3%*	*10.8%*	*4.5%*	*4.5%*	*5.0%*	*5.9%*
%H (All HH)		*100.0%*	*48.4%*	*12.9%*	*64.5%*	*29.0%*	*38.7%*	*83.9%*
%H (TV HH)			*48.4%*	*12.9%*	*64.5%*	*29.0%*	*38.7%*	
VCR	17	17	7	3	14	7	7	13
%V	*2.8%*	*3.0%*	*2.5%*	*8.1%*	*3.2%*	*3.5%*	*2.9%*	*2.9%*
%H (All HH)		*100.0%*	*41.2%*	*17.6%*	*82.4%*	*41.2%*	*41.2%*	*76.5%*
%H (TV HH)			*41.2%*	*17.6%*	*82.4%*	*41.2%*	*41.2%*	
Any recorder	348	348	229	29	263	172	91	297
%V	*58.2%*	*61.3%*	*80.4%*	*78.4%*	*59.6%*	*85.6%*	*37.9%*	*67.2%*
%H (All HH)		*100.0%*	*65.8%*	*8.3%*	*75.6%*	*49.4%*	*26.1%*	*85.3%*
%H (TV HH)			*65.8%*	*8.3%*	*75.6%*	*49.4%*	*26.1%*	
Receives HDTV (via STB or built-in reception)	261	261	173	29	201	142	59	230
%V	*43.6%*	*46.0%*	*60.7%*	*78.4%*	*45.6%*	*70.6%*	*24.6%*	*52.0%*
%H (All HH)		*100.0%*	*66.3%*	*11.1%*	*77.0%*	*54.4%*	*22.6%*	*88.1%*
%H (TV HH)			*66.3%*	*11.1%*	*77.0%*	*54.4%*	*22.6%*	
DVD/Blu-ray player or recorder	440	440	233	31	349	172	178	349
%V	*73.6%*	*77.5%*	*81.8%*	*83.8%*	*79.1%*	*85.6%*	*74.2%*	*79.0%*
%H (All HH)		*100.0%*	*53.0%*	*7.0%*	*79.3%*	*39.1%*	*40.5%*	*79.3%*
%H (TV HH)			*53.0%*	*7.0%*	*79.3%*	*39.1%*	*40.5%*	

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

October 2012 - September 2013

ITV North Scotland

Household level data

Table 7.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	598	568	285	37	441	201	240	442
%H (All HH)		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*
%H (TV HH)			*50.2%*	*6.5%*	*77.6%*	*35.4%*	*42.3%*	
Has broadband internet	442	424	245	32	315	175	140	442
%V	*73.9%*	*74.6%*	*86.0%*	*86.5%*	*71.4%*	*87.1%*	*58.3%*	*100.0%*
%H (All HH)		*95.9%*	*55.4%*	*7.2%*	*71.3%*	*39.6%*	*31.7%*	*100.0%*
%H (TV HH)			*57.8%*	*7.5%*	*74.3%*	*41.3%*	*33.0%*	
Number of computers (PCs and laptops)								
0	142	133	34	5	117	23	94	8
%V	*23.7%*	*23.4%*	*11.9%*	*13.5%*	*26.5%*	*11.4%*	*39.2%*	*1.8%*
%H (All HH)		*93.7%*	*23.9%*	*3.5%*	*82.4%*	*16.2%*	*66.2%*	*5.6%*
%H (TV HH)			*25.6%*	*3.8%*	*88.0%*	*17.3%*	*70.7%*	
1	193	184	103	11	138	71	68	176
%V	*32.3%*	*32.4%*	*36.1%*	*29.7%*	*31.3%*	*35.3%*	*28.3%*	*39.8%*
%H (All HH)		*95.3%*	*53.4%*	*5.7%*	*71.5%*	*36.8%*	*35.2%*	*91.2%*
%H (TV HH)			*56.0%*	*6.0%*	*75.0%*	*38.6%*	*37.0%*	
2	128	121	66	9	86	44	42	125
%V	*21.4%*	*21.3%*	*23.2%*	*24.3%*	*19.5%*	*21.9%*	*17.5%*	*28.3%*
%H (All HH)		*94.5%*	*51.6%*	*7.0%*	*67.2%*	*34.4%*	*32.8%*	*97.7%*
%H (TV HH)			*54.5%*	*7.4%*	*71.1%*	*36.4%*	*34.7%*	
3	68	66	45	4	49	33	16	67
%V	*11.4%*	*11.6%*	*15.8%*	*10.8%*	*11.1%*	*16.4%*	*6.7%*	*15.2%*
%H (All HH)		*97.1%*	*66.2%*	*5.9%*	*72.1%*	*48.5%*	*23.5%*	*98.5%*
%H (TV HH)			*68.2%*	*6.1%*	*74.2%*	*50.0%*	*24.2%*	
4	35	34	19	3	28	16	12	35
%V	*5.9%*	*6.0%*	*6.7%*	*8.1%*	*6.3%*	*8.0%*	*5.0%*	*7.9%*
%H (All HH)		*97.1%*	*54.3%*	*8.6%*	*80.0%*	*45.7%*	*34.3%*	*100.0%*
%H (TV HH)			*55.9%*	*8.8%*	*82.4%*	*47.1%*	*35.3%*	
5+	31	31	18	4	23	14	8	31
%V	*5.2%*	*5.5%*	*6.3%*	*10.8%*	*5.2%*	*7.0%*	*3.3%*	*7.0%*
%H (All HH)		*100.0%*	*58.1%*	*12.9%*	*74.2%*	*45.2%*	*25.8%*	*100.0%*
%H (TV HH)			*58.1%*	*12.9%*	*74.2%*	*45.2%*	*25.8%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1161	662	87	917	510	407	940
%H		*57.0%*	*7.5%*	*79.0%*	*43.9%*	*35.1%*	*81.0%*
Under 20"	173	94	10	145	76	69	138
%V	*14.9%*	*14.2%*	*11.5%*	*15.8%*	*14.9%*	*17.0%*	*14.7%*
%H		*54.3%*	*5.8%*	*83.8%*	*43.9%*	*39.9%*	*79.8%*
20" - 29"	255	133	15	207	99	108	193
%V	*22.0%*	*20.1%*	*17.2%*	*22.6%*	*19.4%*	*26.5%*	*20.5%*
%H		*52.2%*	*5.9%*	*81.2%*	*38.8%*	*42.4%*	*75.7%*
30" - 39"	325	169	23	274	139	135	244
%V	*28.0%*	*25.5%*	*26.4%*	*29.9%*	*27.3%*	*33.2%*	*26.0%*
%H		*52.0%*	*7.1%*	*84.3%*	*42.8%*	*41.5%*	*75.1%*
40" and over	296	196	28	228	155	73	265
%V	*25.5%*	*29.6%*	*32.2%*	*24.9%*	*30.4%*	*17.9%*	*28.2%*
%H		*66.2%*	*9.5%*	*77.0%*	*52.4%*	*24.7%*	*89.5%*
Don't know	4	1	0	3	0	3	3
%V	*0.3%*	*0.2%*	*0.0%*	*0.3%*	*0.0%*	*0.7%*	*0.3%*
%H		*25.0%*	*0.0%*	*75.0%*	*0.0%*	*75.0%*	*75.0%*
Not Asked	108	69	11	60	41	19	97
%V	*9.3%*	*10.4%*	*12.6%*	*6.5%*	*8.0%*	*4.7%*	*10.3%*
%H		*63.9%*	*10.2%*	*55.6%*	*38.0%*	*17.6%*	*89.8%*

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

October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1161	662	87	917	510	407	940
%H		*57.0%*	*7.5%*	*79.0%*	*43.9%*	*35.1%*	*81.0%*
Main living room	550	281	36	435	200	235	411
%V	*47.4%*	*42.4%*	*41.4%*	*47.4%*	*39.2%*	*57.7%*	*43.7%*
%H		*51.1%*	*6.5%*	*79.1%*	*36.4%*	*42.7%*	*74.7%*
Kitchen	95	59	4	80	47	33	80
%V	*8.2%*	*8.9%*	*4.6%*	*8.7%*	*9.2%*	*8.1%*	*8.5%*
%H		*62.1%*	*4.2%*	*84.2%*	*49.5%*	*34.7%*	*84.2%*
Adult's bedroom	239	144	22	200	127	74	196
%V	*20.6%*	*21.8%*	*25.3%*	*21.8%*	*24.9%*	*18.2%*	*20.9%*
%H		*60.3%*	*9.2%*	*83.7%*	*53.1%*	*31.0%*	*82.0%*
Child's bedroom	60	43	8	48	39	9	57
%V	*5.2%*	*6.5%*	*9.2%*	*5.2%*	*7.6%*	*2.2%*	*6.1%*
%H		*71.7%*	*13.3%*	*80.0%*	*65.0%*	*15.0%*	*95.0%*
Other bedroom	19	15	0	16	12	5	18
%V	*1.6%*	*2.3%*	*0.0%*	*1.7%*	*2.4%*	*1.2%*	*1.9%*
%H		*78.9%*	*0.0%*	*84.2%*	*63.2%*	*26.3%*	*94.7%*
Second living/dining room	52	30	4	45	27	18	48
%V	*4.5%*	*4.5%*	*4.6%*	*4.9%*	*5.3%*	*4.4%*	*5.1%*
%H		*57.7%*	*7.7%*	*86.5%*	*51.9%*	*34.6%*	*92.3%*
Study/office	9	4	1	8	5	3	8
%V	*0.8%*	*0.6%*	*1.1%*	*0.9%*	*1.0%*	*0.7%*	*0.9%*
%H		*44.4%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	*88.9%*
TV room	12	7	1	10	6	4	11
%V	*1.0%*	*1.1%*	*1.1%*	*1.1%*	*1.2%*	*1.0%*	*1.2%*
%H		*58.3%*	*8.3%*	*83.3%*	*50.0%*	*33.3%*	*91.7%*
Conservatory	12	7	1	11	6	5	10
%V	*1.0%*	*1.1%*	*1.1%*	*1.2%*	*1.2%*	*1.2%*	*1.1%*
%H		*58.3%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	*83.3%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	5	4	0	4	2	2	5
%V	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*
%H		*80.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
Not Asked	108	69	11	60	41	19	97
%V	*9.3%*	*10.4%*	*12.6%*	*6.5%*	*8.0%*	*4.7%*	*10.3%*
%H		*63.9%*	*10.2%*	*55.6%*	*38.0%*	*17.6%*	*89.8%*

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
October 2012 - September 2013

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	1161	662	87	917	510	407	940
%H		*57.0%*	*7.5%*	*79.0%*	*43.9%*	*35.1%*	*81.0%*
PVR	433	308	35	328	236	92	381
%V	*37.3%*	*46.5%*	*40.2%*	*35.8%*	*46.3%*	*22.6%*	*40.5%*
%H		*71.1%*	*8.1%*	*75.8%*	*54.5%*	*21.2%*	*88.0%*
DVDR	32	16	4	22	9	13	27
%V	*2.8%*	*2.4%*	*4.6%*	*2.4%*	*1.8%*	*3.2%*	*2.9%*
%H		*50.0%*	*12.5%*	*68.8%*	*28.1%*	*40.6%*	*84.4%*
VCR	18	7	3	15	7	8	13
%V	*1.6%*	*1.1%*	*3.4%*	*1.6%*	*1.4%*	*2.0%*	*1.4%*
%H		*38.9%*	*16.7%*	*83.3%*	*38.9%*	*44.4%*	*72.2%*
Any recorder	455	315	38	344	241	103	396
%V	*39.2%*	*47.6%*	*43.7%*	*37.5%*	*47.3%*	*25.3%*	*42.1%*
%H		*69.2%*	*8.4%*	*75.6%*	*53.0%*	*22.6%*	*87.0%*

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	1161	662	87	917	510	407	940
%H		*57.0%*	*7.5%*	*79.0%*	*43.9%*	*35.1%*	*81.0%*
Receives HDTV (via STB or built-in reception)	343	233	37	267	194	73	310
%V	*29.5%*	*35.2%*	*42.5%*	*29.1%*	*38.0%*	*17.9%*	*33.0%*
%H		*67.9%*	*10.8%*	*77.8%*	*56.6%*	*21.3%*	*90.4%*
DVD/Blu-ray player or recorder	622	349	49	504	279	225	514
%V	*53.6%*	*52.7%*	*56.3%*	*55.0%*	*54.7%*	*55.3%*	*54.7%*
%H		*56.1%*	*7.9%*	*81.0%*	*44.9%*	*36.2%*	*82.6%*

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

October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	567	285	36	441	201	240	423
%H		*50.3%*	*6.3%*	*77.8%*	*35.4%*	*42.3%*	*74.6%*
Under 20"	14	4	0	10	1	9	8
%V	*2.5%*	*1.4%*	*0.0%*	*2.3%*	*0.5%*	*3.8%*	*1.9%*
%H		*28.6%*	*0.0%*	*71.4%*	*7.1%*	*64.3%*	*57.1%*
20" - 29"	91	31	3	70	13	57	51
%V	*16.0%*	*10.9%*	*8.3%*	*15.9%*	*6.5%*	*23.8%*	*12.1%*
%H		*34.1%*	*3.3%*	*76.9%*	*14.3%*	*62.6%*	*56.0%*
30" - 39"	207	89	13	173	67	106	138
%V	*36.5%*	*31.2%*	*36.1%*	*39.2%*	*33.3%*	*44.2%*	*32.6%*
%H		*43.0%*	*6.3%*	*83.6%*	*32.4%*	*51.2%*	*66.7%*
40" and over	245	160	20	185	120	65	216
%V	*43.2%*	*56.1%*	*55.6%*	*42.0%*	*59.7%*	*27.1%*	*51.1%*
%H		*65.3%*	*8.2%*	*75.5%*	*49.0%*	*26.5%*	*88.2%*
Don't know	3	1	0	3	0	3	3
%V	*0.5%*	*0.4%*	*0.0%*	*0.7%*	*0.0%*	*1.3%*	*0.7%*
%H		*33.3%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Not Asked	7	0	0	0	0	0	7
%V	*1.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.7%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	567	285	36	441	201	240	423
%H		*50.3%*	*6.3%*	*77.8%*	*35.4%*	*42.3%*	*74.6%*
PVR	325	221	25	247	166	80	280
%V	*57.3%*	*77.5%*	*69.4%*	*56.0%*	*82.6%*	*33.3%*	*66.2%*
%H		*68.0%*	*7.7%*	*76.0%*	*51.1%*	*24.6%*	*86.2%*
DVDR	24	13	2	15	7	9	20
%V	*4.2%*	*4.6%*	*5.6%*	*3.4%*	*3.5%*	*3.8%*	*4.7%*
%H		*54.2%*	*8.3%*	*62.5%*	*29.2%*	*37.5%*	*83.3%*
VCR	14	6	2	11	5	6	11
%V	*2.5%*	*2.1%*	*5.6%*	*2.5%*	*2.5%*	*2.5%*	*2.6%*
%H		*42.9%*	*14.3%*	*78.6%*	*35.7%*	*42.9%*	*78.6%*
Any recorder	340	227	26	257	169	88	291
%V	*60.0%*	*79.6%*	*72.2%*	*58.3%*	*84.1%*	*36.7%*	*68.8%*
%H		*66.8%*	*7.6%*	*75.6%*	*49.7%*	*25.9%*	*85.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	567	285	36	441	201	240	423
%H		*50.3%*	*6.3%*	*77.8%*	*35.4%*	*42.3%*	*74.6%*
Receives HDTV (via STB or built-in reception)	252	170	28	194	139	55	224
%V	*44.4%*	*59.6%*	*77.8%*	*44.0%*	*69.2%*	*22.9%*	*53.0%*
%H		*67.5%*	*11.1%*	*77.0%*	*55.2%*	*21.8%*	*88.9%*
DVD/Blu-ray player or recorder	414	216	28	329	158	171	325
%V	*73.0%*	*75.8%*	*77.8%*	*74.6%*	*78.6%*	*71.3%*	*76.8%*
%H		*52.2%*	*6.8%*	*79.5%*	*38.2%*	*41.3%*	*78.5%*

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

October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	594	377	50	476	309	167	517
%H		*63.5%*	*8.4%*	*80.1%*	*52.0%*	*28.1%*	*87.0%*
Under 20"	159	90	10	135	76	59	129
%V	*26.8%*	*23.9%*	*20.0%*	*28.4%*	*24.6%*	*35.3%*	*25.0%*
%H		*56.6%*	*6.3%*	*84.9%*	*47.8%*	*37.1%*	*81.1%*
20" - 29"	165	102	12	138	86	52	142
%V	*27.8%*	*27.1%*	*24.0%*	*29.0%*	*27.8%*	*31.1%*	*27.5%*
%H		*61.8%*	*7.3%*	*83.6%*	*52.1%*	*31.5%*	*86.1%*
30" - 39"	118	81	10	101	72	29	106
%V	*19.9%*	*21.5%*	*20.0%*	*21.2%*	*23.3%*	*17.4%*	*20.5%*
%H		*68.6%*	*8.5%*	*85.6%*	*61.0%*	*24.6%*	*89.8%*
40" and over	51	36	8	42	35	7	49
%V	*8.6%*	*9.5%*	*16.0%*	*8.8%*	*11.3%*	*4.2%*	*9.5%*
%H		*70.6%*	*15.7%*	*82.4%*	*68.6%*	*13.7%*	*96.1%*
Don't know	1	0	0	1	0	1	0
%V	*0.2%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.6%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*
Not Asked	100	68	10	59	40	19	91
%V	*16.8%*	*18.0%*	*20.0%*	*12.4%*	*12.9%*	*11.4%*	*17.6%*
%H		*68.0%*	*10.0%*	*59.0%*	*40.0%*	*19.0%*	*91.0%*

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
October 2012 - September 2013

ITV North Scotland

Set level data

Table 7.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	594	377	50	476	309	167	517
%H		*63.5%*	*8.4%*	*80.1%*	*52.0%*	*28.1%*	*87.0%*
PVR	108	87	10	82	70	12	101
%V	*18.2%*	*23.1%*	*20.0%*	*17.2%*	*22.7%*	*7.2%*	*19.5%*
%H		*80.6%*	*9.3%*	*75.9%*	*64.8%*	*11.1%*	*93.5%*
DVDR	8	2	2	6	2	4	7
%V	*1.3%*	*0.5%*	*4.0%*	*1.3%*	*0.6%*	*2.4%*	*1.4%*
%H		*25.0%*	*25.0%*	*75.0%*	*25.0%*	*50.0%*	*87.5%*
VCR	4	1	1	4	3	2	2
%V	*0.7%*	*0.3%*	*2.0%*	*0.8%*	*1.0%*	*1.2%*	*0.4%*
%H		*25.0%*	*25.0%*	*100.0%*	*75.0%*	*50.0%*	*50.0%*
Any recorder	114	88	12	87	72	15	105
%V	*19.2%*	*23.3%*	*24.0%*	*18.3%*	*23.3%*	*9.0%*	*20.3%*
%H		*77.2%*	*10.5%*	*76.3%*	*63.2%*	*13.2%*	*92.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	594	377	50	476	309	167	517
%H		*63.5%*	*8.4%*	*80.1%*	*52.0%*	*28.1%*	*87.0%*
Receives HDTV (via STB or built-in reception)	92	64	10	73	55	18	86
%V	*15.5%*	*17.0%*	*20.0%*	*15.3%*	*17.8%*	*10.8%*	*16.6%*
%H		*69.6%*	*10.9%*	*79.3%*	*59.8%*	*19.6%*	*93.5%*
DVD/Blu-ray player or recorder	208	133	21	175	121	54	189
%V	*35.0%*	*35.3%*	*42.0%*	*36.8%*	*39.2%*	*32.3%*	*36.6%*
%H		*63.9%*	*10.1%*	*84.1%*	*58.2%*	*26.0%*	*90.9%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.21: Age 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 Inds	1299	1243	699	94	942	501	441	1080
%H		*95.7%*	*53.8%*	*7.2%*	*72.5%*	*38.6%*	*33.9%*	*83.1%*
Total Children	237	230	156	17	163	106	57	218
%V	*18.2%*	*18.5%*	*22.3%*	*18.1%*	*17.3%*	*21.2%*	*12.9%*	*20.2%*
%H		*97.0%*	*65.8%*	*7.2%*	*68.8%*	*44.7%*	*24.1%*	*92.0%*
0 - 3	55	53	36	2	42	26	16	49
%V	*4.2%*	*4.3%*	*5.2%*	*2.1%*	*4.5%*	*5.2%*	*3.6%*	*4.5%*
%H		*96.4%*	*65.5%*	*3.6%*	*76.4%*	*47.3%*	*29.1%*	*89.1%*
4 - 15	183	176	120	15	122	80	42	169
%V	*14.1%*	*14.2%*	*17.2%*	*16.0%*	*13.0%*	*16.0%*	*9.5%*	*15.6%*
%H		*96.2%*	*65.6%*	*8.2%*	*66.7%*	*43.7%*	*23.0%*	*92.3%*
4 - 9	95	93	66	7	64	44	20	88
%V	*7.3%*	*7.5%*	*9.4%*	*7.4%*	*6.8%*	*8.8%*	*4.5%*	*8.1%*
%H		*97.9%*	*69.5%*	*7.4%*	*67.4%*	*46.3%*	*21.1%*	*92.6%*
10 - 15	88	84	54	7	58	35	22	81
%V	*6.8%*	*6.8%*	*7.7%*	*7.4%*	*6.2%*	*7.0%*	*5.0%*	*7.5%*
%H		*95.5%*	*61.4%*	*8.0%*	*65.9%*	*39.8%*	*25.0%*	*92.0%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.22: Adults - 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 Inds	1299	1243	699	94	942	501	441	1080
%H		*95.7%*	*53.8%*	*7.2%*	*72.5%*	*38.6%*	*33.9%*	*83.1%*
Total Adults (16+)	1062	1013	544	77	778	395	383	861
%V	*81.8%*	*81.5%*	*77.8%*	*81.9%*	*82.6%*	*78.8%*	*86.8%*	*79.7%*
%H		*95.4%*	*51.2%*	*7.3%*	*73.3%*	*37.2%*	*36.1%*	*81.1%*
16 - 19	64	60	37	5	46	28	18	59
%V	*4.9%*	*4.8%*	*5.3%*	*5.3%*	*4.9%*	*5.6%*	*4.1%*	*5.5%*
%H		*93.8%*	*57.8%*	*7.8%*	*71.9%*	*43.8%*	*28.1%*	*92.2%*
20 - 24	92	81	41	9	58	33	25	82
%V	*7.1%*	*6.5%*	*5.9%*	*9.6%*	*6.2%*	*6.6%*	*5.7%*	*7.6%*
%H		*88.0%*	*44.6%*	*9.8%*	*63.0%*	*35.9%*	*27.2%*	*89.1%*
25 - 34	172	165	100	8	121	68	53	156
%V	*13.2%*	*13.3%*	*14.3%*	*8.5%*	*12.8%*	*13.6%*	*12.0%*	*14.4%*
%H		*95.9%*	*58.1%*	*4.7%*	*70.3%*	*39.5%*	*30.8%*	*90.7%*
35 - 44	156	148	88	16	108	65	43	143
%V	*12.0%*	*11.9%*	*12.6%*	*17.0%*	*11.5%*	*13.0%*	*9.8%*	*13.2%*
%H		*94.9%*	*56.4%*	*10.3%*	*69.2%*	*41.7%*	*27.6%*	*91.7%*
45 - 54	200	193	107	15	156	84	72	178
%V	*15.4%*	*15.5%*	*15.3%*	*16.0%*	*16.6%*	*16.8%*	*16.3%*	*16.5%*
%H		*96.5%*	*53.5%*	*7.5%*	*78.0%*	*42.0%*	*36.0%*	*89.0%*
55 - 64	154	147	86	10	106	54	51	131
%V	*11.9%*	*11.8%*	*12.3%*	*10.6%*	*11.3%*	*10.8%*	*11.6%*	*12.1%*
%H		*95.5%*	*55.8%*	*6.5%*	*68.8%*	*35.1%*	*33.1%*	*85.1%*
65+	224	219	84	14	185	63	122	114
%V	*17.2%*	*17.6%*	*12.0%*	*14.9%*	*19.6%*	*12.6%*	*27.7%*	*10.6%*
%H		*97.8%*	*37.5%*	*6.3%*	*82.6%*	*28.1%*	*54.5%*	*50.9%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1062	1013	544	77	778	395	383	861
%H		*95.4%*	*51.2%*	*7.3%*	*73.3%*	*37.2%*	*36.1%*	*81.1%*
AB	260	252	137	19	198	101	96	246
%V	*24.5%*	*24.9%*	*25.2%*	*24.7%*	*25.4%*	*25.6%*	*25.1%*	*28.6%*
%H		*96.9%*	*52.7%*	*7.3%*	*76.2%*	*38.8%*	*36.9%*	*94.6%*
C1	292	269	153	25	193	106	86	252
%V	*27.5%*	*26.6%*	*28.1%*	*32.5%*	*24.8%*	*26.8%*	*22.5%*	*29.3%*
%H		*92.1%*	*52.4%*	*8.6%*	*66.1%*	*36.3%*	*29.5%*	*86.3%*
C2	271	264	151	21	203	111	92	233
%V	*25.5%*	*26.1%*	*27.8%*	*27.3%*	*26.1%*	*28.1%*	*24.0%*	*27.1%*
%H		*97.4%*	*55.7%*	*7.7%*	*74.9%*	*41.0%*	*33.9%*	*86.0%*
D	145	139	69	8	112	54	58	95
%V	*13.7%*	*13.7%*	*12.7%*	*10.4%*	*14.4%*	*13.7%*	*15.1%*	*11.0%*
%H		*95.9%*	*47.6%*	*5.5%*	*77.2%*	*37.2%*	*40.0%*	*65.5%*
E	93	88	33	5	73	23	50	36
%V	*8.8%*	*8.7%*	*6.1%*	*6.5%*	*9.4%*	*5.8%*	*13.1%*	*4.2%*
%H		*94.6%*	*35.5%*	*5.4%*	*78.5%*	*24.7%*	*53.8%*	*38.7%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1062	1013	544	77	778	395	383	861
%H		*95.4%*	*51.2%*	*7.3%*	*73.3%*	*37.2%*	*36.1%*	*81.1%*
Working full time	508	487	287	42	372	216	156	463
%V	*47.8%*	*48.1%*	*52.8%*	*54.5%*	*47.8%*	*54.7%*	*40.7%*	*53.8%*
%H		*95.9%*	*56.5%*	*8.3%*	*73.2%*	*42.5%*	*30.7%*	*91.1%*
Working part time	100	97	61	6	71	42	29	91
%V	*9.4%*	*9.6%*	*11.2%*	*7.8%*	*9.1%*	*10.6%*	*7.6%*	*10.6%*
%H		*97.0%*	*61.0%*	*6.0%*	*71.0%*	*42.0%*	*29.0%*	*91.0%*
Not working	453	429	196	29	336	138	198	307
%V	*42.7%*	*42.3%*	*36.0%*	*37.7%*	*43.2%*	*34.9%*	*51.7%*	*35.7%*
%H		*94.7%*	*43.3%*	*6.4%*	*74.2%*	*30.5%*	*43.7%*	*67.8%*
Housewife/Houseperson	598	568	285	37	441	201	240	442
%V	*56.3%*	*56.1%*	*52.4%*	*48.1%*	*56.7%*	*50.9%*	*62.7%*	*51.3%*
%H		*95.0%*	*47.7%*	*6.2%*	*73.7%*	*33.6%*	*40.1%*	*73.9%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.25: Males - 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 Males (16+)	528	501	276	36	381	198	183	434
%H		*94.9%*	*52.3%*	*6.8%*	*72.2%*	*37.5%*	*34.7%*	*82.2%*
16 - 19	40	38	24	2	30	19	11	38
%V	*7.6%*	*7.6%*	*8.7%*	*5.6%*	*7.9%*	*9.6%*	*6.0%*	*8.8%*
%H		*95.0%*	*60.0%*	*5.0%*	*75.0%*	*47.5%*	*27.5%*	*95.0%*
20 - 24	52	46	22	6	33	18	15	45
%V	*9.8%*	*9.2%*	*8.0%*	*16.7%*	*8.7%*	*9.1%*	*8.2%*	*10.4%*
%H		*88.5%*	*42.3%*	*11.5%*	*63.5%*	*34.6%*	*28.8%*	*86.5%*
25 - 34	84	80	48	3	60	32	28	76
%V	*15.9%*	*16.0%*	*17.4%*	*8.3%*	*15.7%*	*16.2%*	*15.3%*	*17.5%*
%H		*95.2%*	*57.1%*	*3.6%*	*71.4%*	*38.1%*	*33.3%*	*90.5%*
35 - 44	77	72	44	7	51	31	20	69
%V	*14.6%*	*14.4%*	*15.9%*	*19.4%*	*13.4%*	*15.7%*	*10.9%*	*15.9%*
%H		*93.5%*	*57.1%*	*9.1%*	*66.2%*	*40.3%*	*26.0%*	*89.6%*
45 - 54	94	91	51	8	72	40	32	81
%V	*17.8%*	*18.2%*	*18.5%*	*22.2%*	*18.9%*	*20.2%*	*17.5%*	*18.7%*
%H		*96.8%*	*54.3%*	*8.5%*	*76.6%*	*42.6%*	*34.0%*	*86.2%*
55 - 64	83	78	46	5	54	27	27	71
%V	*15.7%*	*15.6%*	*16.7%*	*13.9%*	*14.2%*	*13.6%*	*14.8%*	*16.4%*
%H		*94.0%*	*55.4%*	*6.0%*	*65.1%*	*32.5%*	*32.5%*	*85.5%*
65+	99	97	41	6	82	32	50	54
%V	*18.8%*	*19.4%*	*14.9%*	*16.7%*	*21.5%*	*16.2%*	*27.3%*	*12.4%*
%H		*98.0%*	*41.4%*	*6.1%*	*82.8%*	*32.3%*	*50.5%*	*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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	528	501	276	36	381	198	183	434
%H		*94.9%*	*52.3%*	*6.8%*	*72.2%*	*37.5%*	*34.7%*	*82.2%*
AB	129	125	68	10	98	52	46	121
%V	*24.4%*	*25.0%*	*24.6%*	*27.8%*	*25.7%*	*26.3%*	*25.1%*	*27.9%*
%H		*96.9%*	*52.7%*	*7.8%*	*76.0%*	*40.3%*	*35.7%*	*93.8%*
C1	139	128	74	12	91	52	39	123
%V	*26.3%*	*25.5%*	*26.8%*	*33.3%*	*23.9%*	*26.3%*	*21.3%*	*28.3%*
%H		*92.1%*	*53.2%*	*8.6%*	*65.5%*	*37.4%*	*28.1%*	*88.5%*
C2	153	149	85	10	114	61	53	127
%V	*29.0%*	*29.7%*	*30.8%*	*27.8%*	*29.9%*	*30.8%*	*29.0%*	*29.3%*
%H		*97.4%*	*55.6%*	*6.5%*	*74.5%*	*39.9%*	*34.6%*	*83.0%*
D	67	63	34	2	48	24	24	46
%V	*12.7%*	*12.6%*	*12.3%*	*5.6%*	*12.6%*	*12.1%*	*13.1%*	*10.6%*
%H		*94.0%*	*50.7%*	*3.0%*	*71.6%*	*35.8%*	*35.8%*	*68.7%*
E	39	37	14	2	31	10	21	16
%V	*7.4%*	*7.4%*	*5.1%*	*5.6%*	*8.1%*	*5.1%*	*11.5%*	*3.7%*
%H		*94.9%*	*35.9%*	*5.1%*	*79.5%*	*25.6%*	*53.8%*	*41.0%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	528	501	276	36	381	198	183	434
%H		*94.9%*	*52.3%*	*6.8%*	*72.2%*	*37.5%*	*34.7%*	*82.2%*
Working full time	320	305	185	23	227	132	95	289
%V	*60.6%*	*60.9%*	*67.0%*	*63.9%*	*59.6%*	*66.7%*	*51.9%*	*66.6%*
%H		*95.3%*	*57.8%*	*7.2%*	*70.9%*	*41.3%*	*29.7%*	*90.3%*
Working part time	13	13	6	0	9	2	6	12
%V	*2.5%*	*2.6%*	*2.2%*	*0.0%*	*2.4%*	*1.0%*	*3.3%*	*2.8%*
%H		*100.0%*	*46.2%*	*0.0%*	*69.2%*	*15.4%*	*46.2%*	*92.3%*
Not working	195	183	85	12	146	63	82	133
%V	*36.9%*	*36.5%*	*30.8%*	*33.3%*	*38.3%*	*31.8%*	*44.8%*	*30.6%*
%H		*93.8%*	*43.6%*	*6.2%*	*74.9%*	*32.3%*	*42.1%*	*68.2%*
Housewife/Houseperson	138	125	56	5	97	36	61	83
%V	*26.1%*	*25.0%*	*20.3%*	*13.9%*	*25.5%*	*18.2%*	*33.3%*	*19.1%*
%H		*90.6%*	*40.6%*	*3.6%*	*70.3%*	*26.1%*	*44.2%*	*60.1%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.28: Females - 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 Females (16+)	534	512	268	41	397	197	200	428
%H		*95.9%*	*50.2%*	*7.7%*	*74.3%*	*36.9%*	*37.5%*	*80.1%*
16 - 19	24	22	13	3	16	9	6	21
%V	*4.5%*	*4.3%*	*4.9%*	*7.3%*	*4.0%*	*4.6%*	*3.0%*	*4.9%*
%H		*91.7%*	*54.2%*	*12.5%*	*66.7%*	*37.5%*	*25.0%*	*87.5%*
20 - 24	40	35	19	4	25	15	10	36
%V	*7.5%*	*6.8%*	*7.1%*	*9.8%*	*6.3%*	*7.6%*	*5.0%*	*8.4%*
%H		*87.5%*	*47.5%*	*10.0%*	*62.5%*	*37.5%*	*25.0%*	*90.0%*
25 - 34	88	85	52	5	61	36	24	80
%V	*16.5%*	*16.6%*	*19.4%*	*12.2%*	*15.4%*	*18.3%*	*12.0%*	*18.7%*
%H		*96.6%*	*59.1%*	*5.7%*	*69.3%*	*40.9%*	*27.3%*	*90.9%*
35 - 44	79	76	44	9	57	33	23	74
%V	*14.8%*	*14.8%*	*16.4%*	*22.0%*	*14.4%*	*16.8%*	*11.5%*	*17.3%*
%H		*96.2%*	*55.7%*	*11.4%*	*72.2%*	*41.8%*	*29.1%*	*93.7%*
45 - 54	106	103	56	7	84	44	40	96
%V	*19.9%*	*20.1%*	*20.9%*	*17.1%*	*21.2%*	*22.3%*	*20.0%*	*22.4%*
%H		*97.2%*	*52.8%*	*6.6%*	*79.2%*	*41.5%*	*37.7%*	*90.6%*
55 - 64	71	70	41	4	52	28	24	60
%V	*13.3%*	*13.7%*	*15.3%*	*9.8%*	*13.1%*	*14.2%*	*12.0%*	*14.0%*
%H		*98.6%*	*57.7%*	*5.6%*	*73.2%*	*39.4%*	*33.8%*	*84.5%*
65+	125	122	43	8	102	31	72	59
%V	*23.4%*	*23.8%*	*16.0%*	*19.5%*	*25.7%*	*15.7%*	*36.0%*	*13.8%*
%H		*97.6%*	*34.4%*	*6.4%*	*81.6%*	*24.8%*	*57.6%*	*47.2%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	534	512	268	41	397	197	200	428
%H		*95.9%*	*50.2%*	*7.7%*	*74.3%*	*36.9%*	*37.5%*	*80.1%*
AB	131	128	69	8	100	50	50	124
%V	*24.5%*	*25.0%*	*25.7%*	*19.5%*	*25.2%*	*25.4%*	*25.0%*	*29.0%*
%H		*97.7%*	*52.7%*	*6.1%*	*76.3%*	*38.2%*	*38.2%*	*94.7%*
C1	152	142	79	13	101	54	47	128
%V	*28.5%*	*27.7%*	*29.5%*	*31.7%*	*25.4%*	*27.4%*	*23.5%*	*29.9%*
%H		*93.4%*	*52.0%*	*8.6%*	*66.4%*	*35.5%*	*30.9%*	*84.2%*
C2	118	115	66	10	89	50	39	106
%V	*22.1%*	*22.5%*	*24.6%*	*24.4%*	*22.4%*	*25.4%*	*19.5%*	*24.8%*
%H		*97.5%*	*55.9%*	*8.5%*	*75.4%*	*42.4%*	*33.1%*	*89.8%*
D	78	76	35	6	64	30	34	49
%V	*14.6%*	*14.8%*	*13.1%*	*14.6%*	*16.1%*	*15.2%*	*17.0%*	*11.4%*
%H		*97.4%*	*44.9%*	*7.7%*	*82.1%*	*38.5%*	*43.6%*	*62.8%*
E	54	51	19	3	43	13	30	20
%V	*10.1%*	*10.0%*	*7.1%*	*7.3%*	*10.8%*	*6.6%*	*15.0%*	*4.7%*
%H		*94.4%*	*35.2%*	*5.6%*	*79.6%*	*24.1%*	*55.6%*	*37.0%*

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

October 2012 - September 2013

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	534	512	268	41	397	197	200	428
%H		*95.9%*	*50.2%*	*7.7%*	*74.3%*	*36.9%*	*37.5%*	*80.1%*
Working full time	189	183	101	18	145	83	61	174
%V	*35.4%*	*35.7%*	*37.7%*	*43.9%*	*36.5%*	*42.1%*	*30.5%*	*40.7%*
%H		*96.8%*	*53.4%*	*9.5%*	*76.7%*	*43.9%*	*32.3%*	*92.1%*
Working part time	87	83	55	5	62	39	23	79
%V	*16.3%*	*16.2%*	*20.5%*	*12.2%*	*15.6%*	*19.8%*	*11.5%*	*18.5%*
%H		*95.4%*	*63.2%*	*5.7%*	*71.3%*	*44.8%*	*26.4%*	*90.8%*
Not working	259	246	111	17	190	74	116	175
%V	*48.5%*	*48.0%*	*41.4%*	*41.5%*	*47.9%*	*37.6%*	*58.0%*	*40.9%*
%H		*95.0%*	*42.9%*	*6.6%*	*73.4%*	*28.6%*	*44.8%*	*67.6%*
Housewife/Houseperson	460	443	229	32	344	165	179	359
%V	*86.1%*	*86.5%*	*85.4%*	*78.0%*	*86.6%*	*83.8%*	*89.5%*	*83.9%*
%H		*96.3%*	*49.8%*	*7.0%*	*74.8%*	*35.9%*	*38.9%*	*78.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

Contents Page

Household

Table 8.1: Social Grade 200
Table 8.2: Housewife Age 201
Table 8.3: Size of Household 202
Table 8.4: Presence of Children 203
Table 8.5: Number of TV sets in household 204
Table 8.6: Screen size 205
Table 8.7: Location of ANY set in household 206
Table 8.8: Recorders 207
Table 8.9: Recorders and other equipment 208
Table 8.10: Computers and Internet 209

Sets

Table 8.11: Screen Size 210
Table 8.12: Location of set 211
Table 8.13: Recorders 212
Table 8.14: Other TV equipment 212
Table 8.15: Main Set Screen Size 213
Table 8.16: Main Set Recorders 214
Table 8.17: Main Set - Other TV equipment 214
Table 8.18: Other Sets (non-Main Set) Screen Size 215
Table 8.19: Other Set (non-Main Set) Recorders 216
Table 8.20: Other Set (non-Main Set) - Other TV equipment 216

Individuals

Table 8.21: Age of Children 217
Table 8.22: Adults - Age 218
Table 8.23: Social Grade (Adults 16+) 219
Table 8.24: Working Status (Adults 16+) 220
Table 8.25: Males - Age 221
Table 8.26: Social Grade (Males 16+) 222
Table 8.27: Working Status (Males 16+) 223
Table 8.28: Females - Age 224
Table 8.29: Social Grade (Females 16+) 225
Table 8.30: Working Status (Females 16+) 226

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
AB	796	772	379	118	556	279	276	724
%V	*29.3%*	*29.4%*	*32.0%*	*28.2%*	*29.4%*	*32.4%*	*26.8%*	*34.5%*
%H (All HH)		*97.0%*	*47.6%*	*14.8%*	*69.8%*	*35.1%*	*34.7%*	*91.0%*
%H (TV HH)			*49.1%*	*15.3%*	*72.0%*	*36.1%*	*35.8%*	
C1	787	756	361	126	524	252	272	649
%V	*28.9%*	*28.8%*	*30.4%*	*30.1%*	*27.7%*	*29.3%*	*26.4%*	*30.9%*
%H (All HH)		*96.1%*	*45.9%*	*16.0%*	*66.6%*	*32.0%*	*34.6%*	*82.5%*
%H (TV HH)			*47.8%*	*16.7%*	*69.3%*	*33.3%*	*36.0%*	
C2	542	533	246	91	383	186	197	416
%V	*19.9%*	*20.3%*	*20.7%*	*21.7%*	*20.3%*	*21.6%*	*19.1%*	*19.8%*
%H (All HH)		*98.3%*	*45.4%*	*16.8%*	*70.7%*	*34.3%*	*36.3%*	*76.8%*
%H (TV HH)			*46.2%*	*17.1%*	*71.9%*	*34.9%*	*37.0%*	
D	329	312	121	57	223	89	134	214
%V	*12.1%*	*11.9%*	*10.2%*	*13.6%*	*11.8%*	*10.3%*	*13.0%*	*10.2%*
%H (All HH)		*94.8%*	*36.8%*	*17.3%*	*67.8%*	*27.1%*	*40.7%*	*65.0%*
%H (TV HH)			*38.8%*	*18.3%*	*71.5%*	*28.5%*	*42.9%*	
E	266	256	79	26	202	52	150	95
%V	*9.8%*	*9.7%*	*6.7%*	*6.2%*	*10.7%*	*6.0%*	*14.6%*	*4.5%*
%H (All HH)		*96.2%*	*29.7%*	*9.8%*	*75.9%*	*19.5%*	*56.4%*	*35.7%*
%H (TV HH)			*30.9%*	*10.2%*	*78.9%*	*20.3%*	*58.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Household level data

Table 8.2: 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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Under 25	102	89	31	16	59	19	40	75
%V	*3.7%*	*3.4%*	*2.6%*	*3.8%*	*3.1%*	*2.2%*	*3.9%*	*3.6%*
%H (All HH)		*87.3%*	*30.4%*	*15.7%*	*57.8%*	*18.6%*	*39.2%*	*73.5%*
%H (TV HH)			*34.8%*	*18.0%*	*66.3%*	*21.3%*	*44.9%*	
25 - 34	378	356	184	77	204	112	92	333
%V	*13.9%*	*13.5%*	*15.5%*	*18.4%*	*10.8%*	*13.0%*	*8.9%*	*15.9%*
%H (All HH)		*94.2%*	*48.7%*	*20.4%*	*54.0%*	*29.6%*	*24.3%*	*88.1%*
%H (TV HH)			*51.7%*	*21.6%*	*57.3%*	*31.5%*	*25.8%*	
35 - 44	447	436	230	80	283	159	124	412
%V	*16.4%*	*16.6%*	*19.4%*	*19.1%*	*15.0%*	*18.5%*	*12.1%*	*19.6%*
%H (All HH)		*97.5%*	*51.5%*	*17.9%*	*63.3%*	*35.6%*	*27.7%*	*92.2%*
%H (TV HH)			*52.8%*	*18.3%*	*64.9%*	*36.5%*	*28.4%*	
45 - 54	545	528	260	111	370	210	160	502
%V	*20.0%*	*20.1%*	*21.9%*	*26.5%*	*19.6%*	*24.4%*	*15.5%*	*23.9%*
%H (All HH)		*96.9%*	*47.7%*	*20.4%*	*67.9%*	*38.5%*	*29.4%*	*92.1%*
%H (TV HH)			*49.2%*	*21.0%*	*70.1%*	*39.8%*	*30.3%*	
55 - 64	440	426	203	56	323	152	171	360
%V	*16.2%*	*16.2%*	*17.1%*	*13.4%*	*17.1%*	*17.7%*	*16.6%*	*17.2%*
%H (All HH)		*96.8%*	*46.1%*	*12.7%*	*73.4%*	*34.5%*	*38.9%*	*81.8%*
%H (TV HH)			*47.7%*	*13.1%*	*75.8%*	*35.7%*	*40.1%*	
65 +	808	794	279	79	651	208	443	416
%V	*29.7%*	*30.2%*	*23.5%*	*18.9%*	*34.5%*	*24.2%*	*43.1%*	*19.8%*
%H (All HH)		*98.3%*	*34.5%*	*9.8%*	*80.6%*	*25.7%*	*54.8%*	*51.5%*
%H (TV HH)			*35.1%*	*9.9%*	*82.0%*	*26.2%*	*55.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
1	824	772	239	88	606	159	447	436
%V	*30.3%*	*29.4%*	*20.2%*	*21.0%*	*32.1%*	*18.5%*	*43.4%*	*20.8%*
%H (All HH)		*93.7%*	*29.0%*	*10.7%*	*73.5%*	*19.3%*	*54.2%*	*52.9%*
%H (TV HH)			*31.0%*	*11.4%*	*78.5%*	*20.6%*	*57.9%*	
2	959	940	446	137	675	321	355	793
%V	*35.2%*	*35.8%*	*37.6%*	*32.7%*	*35.7%*	*37.3%*	*34.5%*	*37.8%*
%H (All HH)		*98.0%*	*46.5%*	*14.3%*	*70.4%*	*33.5%*	*37.0%*	*82.7%*
%H (TV HH)			*47.4%*	*14.6%*	*71.8%*	*34.1%*	*37.8%*	
3	403	395	204	84	266	158	109	368
%V	*14.8%*	*15.0%*	*17.2%*	*20.0%*	*14.1%*	*18.4%*	*10.6%*	*17.5%*
%H (All HH)		*98.0%*	*50.6%*	*20.8%*	*66.0%*	*39.2%*	*27.0%*	*91.3%*
%H (TV HH)			*51.6%*	*21.3%*	*67.3%*	*40.0%*	*27.6%*	
4	387	379	226	71	244	158	86	359
%V	*14.2%*	*14.4%*	*19.1%*	*16.9%*	*12.9%*	*18.4%*	*8.4%*	*17.1%*
%H (All HH)		*97.9%*	*58.4%*	*18.3%*	*63.0%*	*40.8%*	*22.2%*	*92.8%*
%H (TV HH)			*59.6%*	*18.7%*	*64.4%*	*41.7%*	*22.7%*	
5+	148	143	71	38	98	65	33	142
%V	*5.4%*	*5.4%*	*6.0%*	*9.1%*	*5.2%*	*7.6%*	*3.2%*	*6.8%*
%H (All HH)		*96.6%*	*48.0%*	*25.7%*	*66.2%*	*43.9%*	*22.3%*	*95.9%*
%H (TV HH)			*49.7%*	*26.6%*	*68.5%*	*45.5%*	*23.1%*	
Average HH size	2.31	2.33	2.56	2.65	2.25	2.62	1.94	2.54

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

October 2012 - September 2013

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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Without	2022	1939	813	280	1447	598	849	1462
%V	*74.3%*	*73.8%*	*68.5%*	*66.8%*	*76.6%*	*69.5%*	*82.5%*	*69.7%*
%H (All HH)		*95.9%*	*40.2%*	*13.8%*	*71.6%*	*29.6%*	*42.0%*	*72.3%*
%H (TV HH)			*41.9%*	*14.4%*	*74.6%*	*30.8%*	*43.8%*	
With	698	690	373	138	442	261	180	636
%V	*25.7%*	*26.2%*	*31.5%*	*32.9%*	*23.4%*	*30.3%*	*17.5%*	*30.3%*
%H (All HH)		*98.9%*	*53.4%*	*19.8%*	*63.3%*	*37.4%*	*25.8%*	*91.1%*
%H (TV HH)			*54.1%*	*20.0%*	*64.1%*	*37.8%*	*26.1%*	
0 - 3	260	255	137	49	157	87	70	228
%V	*9.6%*	*9.7%*	*11.6%*	*11.7%*	*8.3%*	*10.1%*	*6.8%*	*10.9%*
%H (All HH)		*98.1%*	*52.7%*	*18.8%*	*60.4%*	*33.5%*	*26.9%*	*87.7%*
%H (TV HH)			*53.7%*	*19.2%*	*61.6%*	*34.1%*	*27.5%*	
4 - 9	351	346	190	71	211	127	84	317
%V	*12.9%*	*13.2%*	*16.0%*	*16.9%*	*11.2%*	*14.8%*	*8.2%*	*15.1%*
%H (All HH)		*98.6%*	*54.1%*	*20.2%*	*60.1%*	*36.2%*	*23.9%*	*90.3%*
%H (TV HH)			*54.9%*	*20.5%*	*61.0%*	*36.7%*	*24.3%*	
10 - 15	321	318	182	63	223	145	77	298
%V	*11.8%*	*12.1%*	*15.3%*	*15.0%*	*11.8%*	*16.9%*	*7.5%*	*14.2%*
%H (All HH)		*99.1%*	*56.7%*	*19.6%*	*69.5%*	*45.2%*	*24.0%*	*92.8%*
%H (TV HH)			*57.2%*	*19.8%*	*70.1%*	*45.6%*	*24.2%*	

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

October 2012 - September 2013

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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
1	1035	1035	366	137	672	152	520	705
%V	*38.0%*	*39.4%*	*30.9%*	*32.7%*	*35.6%*	*17.7%*	*50.5%*	*33.6%*
%H (All HH)		*100.0%*	*35.4%*	*13.2%*	*64.9%*	*14.7%*	*50.2%*	*68.1%*
%H (TV HH)			*35.4%*	*13.2%*	*64.9%*	*14.7%*	*50.2%*	
2	919	919	426	147	683	333	350	724
%V	*33.8%*	*35.0%*	*35.9%*	*35.1%*	*36.2%*	*38.7%*	*34.0%*	*34.5%*
%H (All HH)		*100.0%*	*46.4%*	*16.0%*	*74.3%*	*36.2%*	*38.1%*	*78.8%*
%H (TV HH)			*46.4%*	*16.0%*	*74.3%*	*36.2%*	*38.1%*	
3	420	420	235	76	326	213	113	366
%V	*15.4%*	*16.0%*	*19.8%*	*18.1%*	*17.3%*	*24.8%*	*11.0%*	*17.4%*
%H (All HH)		*100.0%*	*56.0%*	*18.1%*	*77.6%*	*50.7%*	*26.9%*	*87.1%*
%H (TV HH)			*56.0%*	*18.1%*	*77.6%*	*50.7%*	*26.9%*	
4	167	167	104	34	133	98	34	156
%V	*6.1%*	*6.4%*	*8.8%*	*8.1%*	*7.0%*	*11.4%*	*3.3%*	*7.4%*
%H (All HH)		*100.0%*	*62.3%*	*20.4%*	*79.6%*	*58.7%*	*20.4%*	*93.4%*
%H (TV HH)			*62.3%*	*20.4%*	*79.6%*	*58.7%*	*20.4%*	
5+	88	88	54	25	75	63	12	87
%V	*3.2%*	*3.3%*	*4.6%*	*6.0%*	*4.0%*	*7.3%*	*1.2%*	*4.1%*
%H (All HH)		*100.0%*	*61.4%*	*28.4%*	*85.2%*	*71.6%*	*13.6%*	*98.9%*
%H (TV HH)			*61.4%*	*28.4%*	*85.2%*	*71.6%*	*13.6%*	

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

October 2012 - September 2013

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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Under 20"	711	711	334	94	602	311	290	556
%V	*26.1%*	*27.0%*	*28.2%*	*22.4%*	*31.9%*	*36.2%*	*28.2%*	*26.5%*
%H (All HH)		*100.0%*	*47.0%*	*13.2%*	*84.7%*	*43.7%*	*40.8%*	*78.2%*
%H (TV HH)			*47.0%*	*13.2%*	*84.7%*	*43.7%*	*40.8%*	
20" - 29"	1009	1009	415	163	785	346	439	748
%V	*37.1%*	*38.4%*	*35.0%*	*38.9%*	*41.6%*	*40.2%*	*42.7%*	*35.7%*
%H (All HH)		*100.0%*	*41.1%*	*16.2%*	*77.8%*	*34.3%*	*43.5%*	*74.1%*
%H (TV HH)			*41.1%*	*16.2%*	*77.8%*	*34.3%*	*43.5%*	
30" - 39"	1303	1303	607	216	966	475	492	1050
%V	*47.9%*	*49.6%*	*51.2%*	*51.6%*	*51.1%*	*55.2%*	*47.8%*	*50.0%*
%H (All HH)		*100.0%*	*46.6%*	*16.6%*	*74.1%*	*36.5%*	*37.8%*	*80.6%*
%H (TV HH)			*46.6%*	*16.6%*	*74.1%*	*36.5%*	*37.8%*	
40" and over	1042	1042	620	201	684	450	234	923
%V	*38.3%*	*39.6%*	*52.3%*	*48.0%*	*36.2%*	*52.3%*	*22.7%*	*44.0%*
%H (All HH)		*100.0%*	*59.5%*	*19.3%*	*65.6%*	*43.2%*	*22.5%*	*88.6%*
%H (TV HH)			*59.5%*	*19.3%*	*65.6%*	*43.2%*	*22.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Household level data

Table 8.7: 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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Main living room	2580	2580	1173	415	1861	854	1008	2002
%V	*94.8%*	*98.1%*	*98.9%*	*99.0%*	*98.5%*	*99.3%*	*98.0%*	*95.4%*
%H (All HH)		*100.0%*	*45.5%*	*16.1%*	*72.1%*	*33.1%*	*39.1%*	*77.6%*
%H (TV HH)			*45.5%*	*16.1%*	*72.1%*	*33.1%*	*39.1%*	
Kitchen	343	343	174	41	294	162	132	272
%V	*12.6%*	*13.0%*	*14.7%*	*9.8%*	*15.6%*	*18.8%*	*12.8%*	*13.0%*
%H (All HH)		*100.0%*	*50.7%*	*12.0%*	*85.7%*	*47.2%*	*38.5%*	*79.3%*
%H (TV HH)			*50.7%*	*12.0%*	*85.7%*	*47.2%*	*38.5%*	
Adult's bedroom	1081	1081	572	193	844	513	331	915
%V	*39.7%*	*41.1%*	*48.2%*	*46.1%*	*44.7%*	*59.7%*	*32.2%*	*43.6%*
%H (All HH)		*100.0%*	*52.9%*	*17.9%*	*78.1%*	*47.5%*	*30.6%*	*84.6%*
%H (TV HH)			*52.9%*	*17.9%*	*78.1%*	*47.5%*	*30.6%*	
Child's bedroom	183	183	110	46	144	114	30	171
%V	*6.7%*	*7.0%*	*9.3%*	*11.0%*	*7.6%*	*13.3%*	*2.9%*	*8.2%*
%H (All HH)		*100.0%*	*60.1%*	*25.1%*	*78.7%*	*62.3%*	*16.4%*	*93.4%*
%H (TV HH)			*60.1%*	*25.1%*	*78.7%*	*62.3%*	*16.4%*	
Other bedroom	133	133	72	28	110	74	36	120
%V	*4.9%*	*5.1%*	*6.1%*	*6.7%*	*5.8%*	*8.6%*	*3.5%*	*5.7%*
%H (All HH)		*100.0%*	*54.1%*	*21.1%*	*82.7%*	*55.6%*	*27.1%*	*90.2%*
%H (TV HH)			*54.1%*	*21.1%*	*82.7%*	*55.6%*	*27.1%*	
Second living/dining room	191	191	111	34	147	97	49	167
%V	*7.0%*	*7.3%*	*9.4%*	*8.1%*	*7.8%*	*11.3%*	*4.8%*	*8.0%*
%H (All HH)		*100.0%*	*58.1%*	*17.8%*	*77.0%*	*50.8%*	*25.7%*	*87.4%*
%H (TV HH)			*58.1%*	*17.8%*	*77.0%*	*50.8%*	*25.7%*	
Study/office	47	47	26	7	38	24	14	45
%V	*1.7%*	*1.8%*	*2.2%*	*1.7%*	*2.0%*	*2.8%*	*1.4%*	*2.1%*
%H (All HH)		*100.0%*	*55.3%*	*14.9%*	*80.9%*	*51.1%*	*29.8%*	*95.7%*
%H (TV HH)			*55.3%*	*14.9%*	*80.9%*	*51.1%*	*29.8%*	
TV room	18	18	13	4	7	6	1	18
%V	*0.7%*	*0.7%*	*1.1%*	*1.0%*	*0.4%*	*0.7%*	*0.1%*	*0.9%*
%H (All HH)		*100.0%*	*72.2%*	*22.2%*	*38.9%*	*33.3%*	*5.6%*	*100.0%*
%H (TV HH)			*72.2%*	*22.2%*	*38.9%*	*33.3%*	*5.6%*	
Conservatory	44	44	21	6	39	20	19	39
%V	*1.6%*	*1.7%*	*1.8%*	*1.4%*	*2.1%*	*2.3%*	*1.8%*	*1.9%*
%H (All HH)		*100.0%*	*47.7%*	*13.6%*	*88.6%*	*45.5%*	*43.2%*	*88.6%*
%H (TV HH)			*47.7%*	*13.6%*	*88.6%*	*45.5%*	*43.2%*	
Attic or loft room	2	2	1	1	2	2	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	9	9	4	2	6	2	4	7
%V	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	*77.8%*
%H (TV HH)			*44.4%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	
Other	23	23	15	4	17	12	5	22
%V	*0.8%*	*0.9%*	*1.3%*	*1.0%*	*0.9%*	*1.4%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*65.2%*	*17.4%*	*73.9%*	*52.2%*	*21.7%*	*95.7%*
%H (TV HH)			*65.2%*	*17.4%*	*73.9%*	*52.2%*	*21.7%*	

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Household level data

Table 8.8: Recorders 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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Any DSAT provider	1186	1186	1186	22	667	667	0	1021
%V	*43.6%*	*45.1%*	*100.0%*	*5.3%*	*35.3%*	*77.6%*	*0.0%*	*48.7%*
%H (All HH)			*100.0%*	*1.9%*	*56.2%*	*56.2%*	*0.0%*	*86.1%*
%H (TV HH)			*100.0%*	*1.9%*	*56.2%*	*56.2%*	*0.0%*	
Sky with subcription	951	951	951	6	531	531	0	843
%V	*35.0%*	*36.2%*	*80.2%*	*1.4%*	*28.1%*	*61.7%*	*0.0%*	*40.2%*
%H (All HH)			*100.0%*	*0.6%*	*55.8%*	*55.8%*	*0.0%*	*88.6%*
%H (TV HH)			*100.0%*	*0.6%*	*55.8%*	*55.8%*	*0.0%*	
Sky without subscription	71	71	71	7	40	40	0	50
%V	*2.6%*	*2.7%*	*6.0%*	*1.7%*	*2.1%*	*4.7%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*9.9%*	*56.3%*	*56.3%*	*0.0%*	*70.4%*
%H (TV HH)			*100.0%*	*9.9%*	*56.3%*	*56.3%*	*0.0%*	
Freesat	162	162	162	9	91	91	0	129
%V	*6.0%*	*6.2%*	*13.7%*	*2.1%*	*4.8%*	*10.6%*	*0.0%*	*6.1%*
%H (All HH)			*100.0%*	*5.6%*	*56.2%*	*56.2%*	*0.0%*	*79.6%*
%H (TV HH)			*100.0%*	*5.6%*	*56.2%*	*56.2%*	*0.0%*	
Other satellite provider	30	30	30	1	16	16	0	26
%V	*1.1%*	*1.1%*	*2.5%*	*0.2%*	*0.8%*	*1.9%*	*0.0%*	*1.2%*
%H (All HH)			*100.0%*	*3.3%*	*53.3%*	*53.3%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*3.3%*	*53.3%*	*53.3%*	*0.0%*	
DCAB	419	419	22	419	205	205	0	380
%V	*15.4%*	*15.9%*	*1.9%*	*100.0%*	*10.9%*	*23.8%*	*0.0%*	*18.1%*
%H (All HH)			*5.3%*	*100.0%*	*48.9%*	*48.9%*	*0.0%*	*90.7%*
%H (TV HH)			*5.3%*	*100.0%*	*48.9%*	*48.9%*	*0.0%*	
DTT	1889	1889	667	205	1889	860	1029	1403
%V	*69.4%*	*71.9%*	*56.2%*	*48.9%*	*100.0%*	*100.0%*	*100.0%*	*66.9%*
%H (All HH)		*100.0%*	*35.3%*	*10.9%*	*100.0%*	*45.5%*	*54.5%*	*74.3%*
%H (TV HH)			*35.3%*	*10.9%*	*100.0%*	*45.5%*	*54.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
PVR	1608	1608	962	313	1057	706	351	1419
%V	*59.1%*	*61.2%*	*81.1%*	*74.7%*	*56.0%*	*82.1%*	*34.1%*	*67.6%*
%H (All HH)		*100.0%*	*59.8%*	*19.5%*	*65.7%*	*43.9%*	*21.8%*	*88.2%*
%H (TV HH)			*59.8%*	*19.5%*	*65.7%*	*43.9%*	*21.8%*	
DVDR	150	150	61	31	115	55	60	120
%V	*5.5%*	*5.7%*	*5.1%*	*7.4%*	*6.1%*	*6.4%*	*5.8%*	*5.7%*
%H (All HH)		*100.0%*	*40.7%*	*20.7%*	*76.7%*	*36.7%*	*40.0%*	*80.0%*
%H (TV HH)			*40.7%*	*20.7%*	*76.7%*	*36.7%*	*40.0%*	
VCR	112	112	47	16	90	41	49	81
%V	*4.1%*	*4.3%*	*4.0%*	*3.8%*	*4.8%*	*4.8%*	*4.8%*	*3.9%*
%H (All HH)		*100.0%*	*42.0%*	*14.3%*	*80.4%*	*36.6%*	*43.8%*	*72.3%*
%H (TV HH)			*42.0%*	*14.3%*	*80.4%*	*36.6%*	*43.8%*	
Any recorder	1707	1707	985	326	1139	724	415	1482
%V	*62.7%*	*64.9%*	*83.1%*	*77.8%*	*60.3%*	*84.2%*	*40.3%*	*70.6%*
%H (All HH)		*100.0%*	*57.7%*	*19.1%*	*66.7%*	*42.4%*	*24.3%*	*86.8%*
%H (TV HH)			*57.7%*	*19.1%*	*66.7%*	*42.4%*	*24.3%*	
Receives HDTV (via STB or built-in reception)	1348	1348	733	323	890	580	310	1191
%V	*49.5%*	*51.3%*	*61.8%*	*77.1%*	*47.1%*	*67.4%*	*30.1%*	*56.8%*
%H (All HH)		*100.0%*	*54.4%*	*24.0%*	*66.0%*	*43.0%*	*23.0%*	*88.4%*
%H (TV HH)			*54.4%*	*24.0%*	*66.0%*	*43.0%*	*23.0%*	
DVD/Blu-ray player or recorder	2143	2143	1012	363	1538	756	782	1742
%V	*78.8%*	*81.5%*	*85.3%*	*86.6%*	*81.4%*	*87.9%*	*76.0%*	*83.0%*
%H (All HH)		*100.0%*	*47.2%*	*16.9%*	*71.8%*	*35.3%*	*36.5%*	*81.3%*
%H (TV HH)			*47.2%*	*16.9%*	*71.8%*	*35.3%*	*36.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Household level data

Table 8.10: 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	2721	2629	1186	419	1889	860	1029	2098
%H (All HH)		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*
%H (TV HH)			*45.1%*	*15.9%*	*71.9%*	*32.7%*	*39.1%*	
Has broadband internet	2098	2038	1021	380	1403	762	642	2098
%V	*77.1%*	*77.5%*	*86.1%*	*90.7%*	*74.3%*	*88.6%*	*62.4%*	*100.0%*
%H (All HH)		*97.1%*	*48.7%*	*18.1%*	*66.9%*	*36.3%*	*30.6%*	*100.0%*
%H (TV HH)			*50.1%*	*18.6%*	*68.8%*	*37.4%*	*31.5%*	
Number of computers (PCs and laptops)								
0	525	503	134	39	415	83	332	24
%V	*19.3%*	*19.1%*	*11.3%*	*9.3%*	*22.0%*	*9.7%*	*32.3%*	*1.1%*
%H (All HH)		*95.8%*	*25.5%*	*7.4%*	*79.0%*	*15.8%*	*63.2%*	*4.6%*
%H (TV HH)			*26.6%*	*7.8%*	*82.5%*	*16.5%*	*66.0%*	
1	935	899	394	135	638	270	368	841
%V	*34.4%*	*34.2%*	*33.2%*	*32.2%*	*33.8%*	*31.4%*	*35.8%*	*40.1%*
%H (All HH)		*96.1%*	*42.1%*	*14.4%*	*68.2%*	*28.9%*	*39.4%*	*89.9%*
%H (TV HH)			*43.8%*	*15.0%*	*71.0%*	*30.0%*	*40.9%*	
2	587	571	297	102	395	219	175	565
%V	*21.6%*	*21.7%*	*25.0%*	*24.3%*	*20.9%*	*25.5%*	*17.0%*	*26.9%*
%H (All HH)		*97.3%*	*50.6%*	*17.4%*	*67.3%*	*37.3%*	*29.8%*	*96.3%*
%H (TV HH)			*52.0%*	*17.9%*	*69.2%*	*38.4%*	*30.6%*	
3	315	310	172	60	209	133	76	312
%V	*11.6%*	*11.8%*	*14.5%*	*14.3%*	*11.1%*	*15.5%*	*7.4%*	*14.9%*
%H (All HH)		*98.4%*	*54.6%*	*19.0%*	*66.3%*	*42.2%*	*24.1%*	*99.0%*
%H (TV HH)			*55.5%*	*19.4%*	*67.4%*	*42.9%*	*24.5%*	
4	169	167	93	37	116	76	40	167
%V	*6.2%*	*6.4%*	*7.8%*	*8.8%*	*6.1%*	*8.8%*	*3.9%*	*8.0%*
%H (All HH)		*98.8%*	*55.0%*	*21.9%*	*68.6%*	*45.0%*	*23.7%*	*98.8%*
%H (TV HH)			*55.7%*	*22.2%*	*69.5%*	*45.5%*	*24.0%*	
5+	190	179	96	47	117	79	38	188
%V	*7.0%*	*6.8%*	*8.1%*	*11.2%*	*6.2%*	*9.2%*	*3.7%*	*9.0%*
%H (All HH)		*94.2%*	*50.5%*	*24.7%*	*61.6%*	*41.6%*	*20.0%*	*98.9%*
%H (TV HH)			*53.6%*	*26.3%*	*65.4%*	*44.1%*	*21.2%*	

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2638	933	3956	2196	1760	4350
%H		*49.9%*	*17.7%*	*74.9%*	*41.6%*	*33.3%*	*82.3%*
Under 20"	903	443	118	773	420	353	721
%V	*17.1%*	*16.8%*	*12.6%*	*19.5%*	*19.1%*	*20.1%*	*16.6%*
%H		*49.1%*	*13.1%*	*85.6%*	*46.5%*	*39.1%*	*79.8%*
20" - 29"	1249	532	214	990	474	516	951
%V	*23.6%*	*20.2%*	*22.9%*	*25.0%*	*21.6%*	*29.3%*	*21.9%*
%H		*42.6%*	*17.1%*	*79.3%*	*38.0%*	*41.3%*	*76.1%*
30" - 39"	1518	728	268	1129	591	538	1248
%V	*28.7%*	*27.6%*	*28.7%*	*28.5%*	*26.9%*	*30.6%*	*28.7%*
%H		*48.0%*	*17.7%*	*74.4%*	*38.9%*	*35.4%*	*82.2%*
40" and over	1184	717	232	792	541	250	1058
%V	*22.4%*	*27.2%*	*24.9%*	*20.0%*	*24.6%*	*14.2%*	*24.3%*
%H		*60.6%*	*19.6%*	*66.9%*	*45.7%*	*21.1%*	*89.4%*
Don't know	65	22	18	48	22	26	47
%V	*1.2%*	*0.8%*	*1.9%*	*1.2%*	*1.0%*	*1.5%*	*1.1%*
%H		*33.8%*	*27.7%*	*73.8%*	*33.8%*	*40.0%*	*72.3%*
Not Asked	364	196	83	224	148	77	325
%V	*6.9%*	*7.4%*	*8.9%*	*5.7%*	*6.7%*	*4.4%*	*7.5%*
%H		*53.8%*	*22.8%*	*61.5%*	*40.7%*	*21.2%*	*89.3%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2638	933	3956	2196	1760	4350
%H		*49.9%*	*17.7%*	*74.9%*	*41.6%*	*33.3%*	*82.3%*
Main living room	2590	1176	417	1870	858	1012	2009
%V	*49.0%*	*44.6%*	*44.7%*	*47.3%*	*39.1%*	*57.5%*	*46.2%*
%H		*45.4%*	*16.1%*	*72.2%*	*33.1%*	*39.1%*	*77.6%*
Kitchen	344	174	41	294	162	133	273
%V	*6.5%*	*6.6%*	*4.4%*	*7.4%*	*7.4%*	*7.6%*	*6.3%*
%H		*50.6%*	*11.9%*	*85.5%*	*47.1%*	*38.7%*	*79.4%*
Adult's bedroom	1245	667	235	978	613	365	1069
%V	*23.6%*	*25.3%*	*25.2%*	*24.7%*	*27.9%*	*20.7%*	*24.6%*
%H		*53.6%*	*18.9%*	*78.6%*	*49.2%*	*29.3%*	*85.9%*
Child's bedroom	237	145	59	190	153	37	223
%V	*4.5%*	*5.5%*	*6.3%*	*4.8%*	*7.0%*	*2.1%*	*5.1%*
%H		*61.2%*	*24.9%*	*80.2%*	*64.6%*	*15.6%*	*94.1%*
Other bedroom	165	85	41	140	97	43	150
%V	*3.1%*	*3.2%*	*4.4%*	*3.5%*	*4.4%*	*2.4%*	*3.4%*
%H		*51.5%*	*24.8%*	*84.8%*	*58.8%*	*26.1%*	*90.9%*
Second living/dining room	194	113	34	149	100	50	168
%V	*3.7%*	*4.3%*	*3.6%*	*3.8%*	*4.6%*	*2.8%*	*3.9%*
%H		*58.2%*	*17.5%*	*76.8%*	*51.5%*	*25.8%*	*86.6%*
Study/office	47	26	7	38	24	14	45
%V	*0.9%*	*1.0%*	*0.8%*	*1.0%*	*1.1%*	*0.8%*	*1.0%*
%H		*55.3%*	*14.9%*	*80.9%*	*51.1%*	*29.8%*	*95.7%*
TV room	18	13	4	7	6	1	18
%V	*0.3%*	*0.5%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.4%*
%H		*72.2%*	*22.2%*	*38.9%*	*33.3%*	*5.6%*	*100.0%*
Conservatory	44	21	6	39	20	19	39
%V	*0.8%*	*0.8%*	*0.6%*	*1.0%*	*0.9%*	*1.1%*	*0.9%*
%H		*47.7%*	*13.6%*	*88.6%*	*45.5%*	*43.2%*	*88.6%*
Attic or loft room	2	1	1	2	2	0	2
%V	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	10	4	2	6	2	5	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*40.0%*	*20.0%*	*60.0%*	*20.0%*	*50.0%*	*70.0%*
Other	24	16	4	17	12	5	23
%V	*0.5%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*66.7%*	*16.7%*	*70.8%*	*50.0%*	*20.8%*	*95.8%*
Not Asked	364	196	83	224	148	77	325
%V	*6.9%*	*7.4%*	*8.9%*	*5.7%*	*6.7%*	*4.4%*	*7.5%*
%H		*53.8%*	*22.8%*	*61.5%*	*40.7%*	*21.2%*	*89.3%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5283	2638	933	3956	2196	1760	4350
%H		*49.9%*	*17.7%*	*74.9%*	*41.6%*	*33.3%*	*82.3%*
PVR	2088	1314	412	1328	932	396	1870
%V	*39.5%*	*49.8%*	*44.2%*	*33.6%*	*42.4%*	*22.5%*	*43.0%*
%H		*62.9%*	*19.7%*	*63.6%*	*44.6%*	*19.0%*	*89.6%*
DVDR	161	65	37	125	65	60	131
%V	*3.0%*	*2.5%*	*4.0%*	*3.2%*	*3.0%*	*3.4%*	*3.0%*
%H		*40.4%*	*23.0%*	*77.6%*	*40.4%*	*37.3%*	*81.4%*
VCR	121	52	18	95	44	51	89
%V	*2.3%*	*2.0%*	*1.9%*	*2.4%*	*2.0%*	*2.9%*	*2.0%*
%H		*43.0%*	*14.9%*	*78.5%*	*36.4%*	*42.1%*	*73.6%*
Any recorder	2225	1353	433	1445	973	472	1966
%V	*42.1%*	*51.3%*	*46.4%*	*36.5%*	*44.3%*	*26.8%*	*45.2%*
%H		*60.8%*	*19.5%*	*64.9%*	*43.7%*	*21.2%*	*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

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5283	2638	933	3956	2196	1760	4350
%H		*49.9%*	*17.7%*	*74.9%*	*41.6%*	*33.3%*	*82.3%*
Receives HDTV (via STB or built-in reception)	1843	1008	466	1224	828	396	1659
%V	*34.9%*	*38.2%*	*49.9%*	*30.9%*	*37.7%*	*22.5%*	*38.1%*
%H		*54.7%*	*25.3%*	*66.4%*	*44.9%*	*21.5%*	*90.0%*
DVD/Blu-ray player or recorder	3069	1527	545	2289	1261	1028	2582
%V	*58.1%*	*57.9%*	*58.4%*	*57.9%*	*57.4%*	*58.4%*	*59.4%*
%H		*49.8%*	*17.8%*	*74.6%*	*41.1%*	*33.5%*	*84.1%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2626	1185	419	1888	860	1029	2035
%H		*45.1%*	*16.0%*	*71.9%*	*32.7%*	*39.2%*	*77.5%*
Under 20"	69	13	1	59	5	54	34
%V	*2.6%*	*1.1%*	*0.2%*	*3.1%*	*0.6%*	*5.2%*	*1.7%*
%H		*18.8%*	*1.4%*	*85.5%*	*7.2%*	*78.3%*	*49.3%*
20" - 29"	507	145	68	389	93	296	313
%V	*19.3%*	*12.2%*	*16.2%*	*20.6%*	*10.8%*	*28.8%*	*15.4%*
%H		*28.6%*	*13.4%*	*76.7%*	*18.3%*	*58.4%*	*61.7%*
30" - 39"	1009	420	155	763	325	438	778
%V	*38.4%*	*35.4%*	*37.0%*	*40.4%*	*37.8%*	*42.6%*	*38.2%*
%H		*41.6%*	*15.4%*	*75.6%*	*32.2%*	*43.4%*	*77.1%*
40" and over	1009	602	190	661	432	229	891
%V	*38.4%*	*50.8%*	*45.3%*	*35.0%*	*50.2%*	*22.3%*	*43.8%*
%H		*59.7%*	*18.8%*	*65.5%*	*42.8%*	*22.7%*	*88.3%*
Don't know	22	6	4	17	4	12	12
%V	*0.8%*	*0.5%*	*1.0%*	*0.9%*	*0.5%*	*1.2%*	*0.6%*
%H		*27.3%*	*18.2%*	*77.3%*	*18.2%*	*54.5%*	*54.5%*
Not Asked	10	0	1	0	1	0	7
%V	*0.4%*	*0.0%*	*0.2%*	*0.0%*	*0.1%*	*0.0%*	*0.3%*
%H		*0.0%*	*10.0%*	*0.0%*	*10.0%*	*0.0%*	*70.0%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2626	1185	419	1888	860	1029	2035
%H		*45.1%*	*16.0%*	*71.9%*	*32.7%*	*39.2%*	*77.5%*
PVR	1574	947	309	1027	691	336	1390
%V	*59.9%*	*79.9%*	*73.7%*	*54.4%*	*80.3%*	*32.7%*	*68.3%*
%H		*60.2%*	*19.6%*	*65.2%*	*43.9%*	*21.3%*	*88.3%*
DVDR	125	46	28	93	41	53	99
%V	*4.8%*	*3.9%*	*6.7%*	*4.9%*	*4.8%*	*5.2%*	*4.9%*
%H		*36.8%*	*22.4%*	*74.4%*	*32.8%*	*42.4%*	*79.2%*
VCR	94	39	13	73	30	42	65
%V	*3.6%*	*3.3%*	*3.1%*	*3.9%*	*3.5%*	*4.1%*	*3.2%*
%H		*41.5%*	*13.8%*	*77.7%*	*31.9%*	*44.7%*	*69.1%*
Any recorder	1672	968	322	1109	709	400	1454
%V	*63.7%*	*81.7%*	*76.8%*	*58.7%*	*82.4%*	*38.9%*	*71.4%*
%H		*57.9%*	*19.3%*	*66.3%*	*42.4%*	*23.9%*	*87.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2626	1185	419	1888	860	1029	2035
%H		*45.1%*	*16.0%*	*71.9%*	*32.7%*	*39.2%*	*77.5%*
Receives HDTV (via STB or built-in reception)	1316	718	318	861	564	297	1162
%V	*50.1%*	*60.6%*	*75.9%*	*45.6%*	*65.6%*	*28.9%*	*57.1%*
%H		*54.6%*	*24.2%*	*65.4%*	*42.9%*	*22.6%*	*88.3%*
DVD/Blu-ray player or recorder	2038	958	338	1451	697	754	1655
%V	*77.6%*	*80.8%*	*80.7%*	*76.9%*	*81.0%*	*73.3%*	*81.3%*
%H		*47.0%*	*16.6%*	*71.2%*	*34.2%*	*37.0%*	*81.2%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2657	1453	514	2067	1336	731	2315
%H		*54.7%*	*19.3%*	*77.8%*	*50.3%*	*27.5%*	*87.1%*
Under 20"	834	429	117	714	415	299	687
%V	*31.4%*	*29.5%*	*22.8%*	*34.5%*	*31.1%*	*40.9%*	*29.7%*
%H		*51.4%*	*14.0%*	*85.6%*	*49.8%*	*35.9%*	*82.4%*
20" - 29"	741	388	146	601	381	220	638
%V	*27.9%*	*26.7%*	*28.4%*	*29.1%*	*28.5%*	*30.1%*	*27.6%*
%H		*52.4%*	*19.7%*	*81.1%*	*51.4%*	*29.7%*	*86.1%*
30" - 39"	508	309	113	366	266	100	471
%V	*19.1%*	*21.3%*	*22.0%*	*17.7%*	*19.9%*	*13.7%*	*20.3%*
%H		*60.8%*	*22.2%*	*72.0%*	*52.4%*	*19.7%*	*92.7%*
40" and over	175	114	42	131	109	21	167
%V	*6.6%*	*7.8%*	*8.2%*	*6.3%*	*8.2%*	*2.9%*	*7.2%*
%H		*65.1%*	*24.0%*	*74.9%*	*62.3%*	*12.0%*	*95.4%*
Don't know	42	17	13	31	18	14	35
%V	*1.6%*	*1.2%*	*2.5%*	*1.5%*	*1.3%*	*1.9%*	*1.5%*
%H		*40.5%*	*31.0%*	*73.8%*	*42.9%*	*33.3%*	*83.3%*
Not Asked	357	196	83	224	147	77	317
%V	*13.4%*	*13.5%*	*16.1%*	*10.8%*	*11.0%*	*10.5%*	*13.7%*
%H		*54.9%*	*23.2%*	*62.7%*	*41.2%*	*21.6%*	*88.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Set level data

Table 8.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2657	1453	514	2067	1336	731	2315
%H		*54.7%*	*19.3%*	*77.8%*	*50.3%*	*27.5%*	*87.1%*
PVR	513	367	102	302	242	60	480
%V	*19.3%*	*25.3%*	*19.8%*	*14.6%*	*18.1%*	*8.2%*	*20.7%*
%H		*71.5%*	*19.9%*	*58.9%*	*47.2%*	*11.7%*	*93.6%*
DVDR	37	20	10	32	24	8	31
%V	*1.4%*	*1.4%*	*1.9%*	*1.5%*	*1.8%*	*1.1%*	*1.3%*
%H		*54.1%*	*27.0%*	*86.5%*	*64.9%*	*21.6%*	*83.8%*
VCR	27	14	4	23	14	9	24
%V	*1.0%*	*1.0%*	*0.8%*	*1.1%*	*1.0%*	*1.2%*	*1.0%*
%H		*51.9%*	*14.8%*	*85.2%*	*51.9%*	*33.3%*	*88.9%*
Any recorder	553	385	111	336	264	72	513
%V	*20.8%*	*26.5%*	*21.6%*	*16.3%*	*19.8%*	*9.8%*	*22.2%*
%H		*69.6%*	*20.1%*	*60.8%*	*47.7%*	*13.0%*	*92.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2657	1453	514	2067	1336	731	2315
%H		*54.7%*	*19.3%*	*77.8%*	*50.3%*	*27.5%*	*87.1%*
Receives HDTV (via STB or built-in reception)	527	290	147	364	264	99	497
%V	*19.8%*	*20.0%*	*28.6%*	*17.6%*	*19.8%*	*13.5%*	*21.5%*
%H		*55.0%*	*27.9%*	*69.1%*	*50.1%*	*18.8%*	*94.3%*
DVD/Blu-ray player or recorder	1031	569	207	838	564	274	928
%V	*38.8%*	*39.2%*	*40.3%*	*40.5%*	*42.2%*	*37.5%*	*40.1%*
%H		*55.2%*	*20.1%*	*81.3%*	*54.7%*	*26.6%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age 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 Inds	6295	6125	3032	1111	4250	2250	2000	5324
%H		*97.3%*	*48.2%*	*17.6%*	*67.5%*	*35.7%*	*31.8%*	*84.6%*
Total Children	1187	1172	635	238	748	446	302	1080
%V	*18.9%*	*19.1%*	*20.9%*	*21.4%*	*17.6%*	*19.8%*	*15.1%*	*20.3%*
%H		*98.7%*	*53.5%*	*20.1%*	*63.0%*	*37.6%*	*25.4%*	*91.0%*
0 - 3	311	305	160	61	184	100	84	271
%V	*4.9%*	*5.0%*	*5.3%*	*5.5%*	*4.3%*	*4.4%*	*4.2%*	*5.1%*
%H		*98.1%*	*51.4%*	*19.6%*	*59.2%*	*32.2%*	*27.0%*	*87.1%*
4 - 15	876	867	475	177	564	346	218	809
%V	*13.9%*	*14.2%*	*15.7%*	*15.9%*	*13.3%*	*15.4%*	*10.9%*	*15.2%*
%H		*99.0%*	*54.2%*	*20.2%*	*64.4%*	*39.5%*	*24.9%*	*92.4%*
4 - 9	458	451	248	94	270	163	107	416
%V	*7.3%*	*7.4%*	*8.2%*	*8.5%*	*6.4%*	*7.2%*	*5.4%*	*7.8%*
%H		*98.5%*	*54.1%*	*20.5%*	*59.0%*	*35.6%*	*23.4%*	*90.8%*
10 - 15	419	416	227	83	294	183	111	393
%V	*6.7%*	*6.8%*	*7.5%*	*7.5%*	*6.9%*	*8.1%*	*5.6%*	*7.4%*
%H		*99.3%*	*54.2%*	*19.8%*	*70.2%*	*43.7%*	*26.5%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - 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 Inds	6295	6125	3032	1111	4250	2250	2000	5324
%H		*97.3%*	*48.2%*	*17.6%*	*67.5%*	*35.7%*	*31.8%*	*84.6%*
Total Adults (16+)	5108	4953	2397	873	3502	1804	1699	4244
%V	*81.1%*	*80.9%*	*79.1%*	*78.6%*	*82.4%*	*80.2%*	*85.0%*	*79.7%*
%H		*97.0%*	*46.9%*	*17.1%*	*68.6%*	*35.3%*	*33.3%*	*83.1%*
16 - 19	290	280	151	72	188	131	57	267
%V	*4.6%*	*4.6%*	*5.0%*	*6.5%*	*4.4%*	*5.8%*	*2.9%*	*5.0%*
%H		*96.6%*	*52.1%*	*24.8%*	*64.8%*	*45.2%*	*19.7%*	*92.1%*
20 - 24	368	334	157	83	216	124	92	330
%V	*5.8%*	*5.5%*	*5.2%*	*7.5%*	*5.1%*	*5.5%*	*4.6%*	*6.2%*
%H		*90.8%*	*42.7%*	*22.6%*	*58.7%*	*33.7%*	*25.0%*	*89.7%*
25 - 34	780	744	394	154	447	255	191	703
%V	*12.4%*	*12.1%*	*13.0%*	*13.9%*	*10.5%*	*11.3%*	*9.6%*	*13.2%*
%H		*95.4%*	*50.5%*	*19.7%*	*57.3%*	*32.7%*	*24.5%*	*90.1%*
35 - 44	804	785	422	142	502	285	217	750
%V	*12.8%*	*12.8%*	*13.9%*	*12.8%*	*11.8%*	*12.7%*	*10.9%*	*14.1%*
%H		*97.6%*	*52.5%*	*17.7%*	*62.4%*	*35.4%*	*27.0%*	*93.3%*
45 - 54	933	907	463	201	637	385	252	864
%V	*14.8%*	*14.8%*	*15.3%*	*18.1%*	*15.0%*	*17.1%*	*12.6%*	*16.2%*
%H		*97.2%*	*49.6%*	*21.5%*	*68.3%*	*41.3%*	*27.0%*	*92.6%*
55 - 64	721	706	350	99	533	267	265	614
%V	*11.5%*	*11.5%*	*11.5%*	*8.9%*	*12.5%*	*11.9%*	*13.3%*	*11.5%*
%H		*97.9%*	*48.5%*	*13.7%*	*73.9%*	*37.0%*	*36.8%*	*85.2%*
65+	1213	1196	459	122	980	355	624	717
%V	*19.3%*	*19.5%*	*15.1%*	*11.0%*	*23.1%*	*15.8%*	*31.2%*	*13.5%*
%H		*98.6%*	*37.8%*	*10.1%*	*80.8%*	*29.3%*	*51.4%*	*59.1%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5108	4953	2397	873	3502	1804	1699	4244
%H		*97.0%*	*46.9%*	*17.1%*	*68.6%*	*35.3%*	*33.3%*	*83.1%*
AB	1561	1524	788	257	1091	608	483	1459
%V	*30.6%*	*30.8%*	*32.9%*	*29.4%*	*31.2%*	*33.7%*	*28.4%*	*34.4%*
%H		*97.6%*	*50.5%*	*16.5%*	*69.9%*	*38.9%*	*30.9%*	*93.5%*
C1	1496	1432	712	262	980	519	461	1311
%V	*29.3%*	*28.9%*	*29.7%*	*30.0%*	*28.0%*	*28.8%*	*27.1%*	*30.9%*
%H		*95.7%*	*47.6%*	*17.5%*	*65.5%*	*34.7%*	*30.8%*	*87.6%*
C2	1095	1081	529	198	770	408	362	894
%V	*21.4%*	*21.8%*	*22.1%*	*22.7%*	*22.0%*	*22.6%*	*21.3%*	*21.1%*
%H		*98.7%*	*48.3%*	*18.1%*	*70.3%*	*37.3%*	*33.1%*	*81.6%*
D	591	563	246	113	386	179	206	424
%V	*11.6%*	*11.4%*	*10.3%*	*12.9%*	*11.0%*	*9.9%*	*12.1%*	*10.0%*
%H		*95.3%*	*41.6%*	*19.1%*	*65.3%*	*30.3%*	*34.9%*	*71.7%*
E	367	354	122	43	276	89	186	155
%V	*7.2%*	*7.1%*	*5.1%*	*4.9%*	*7.9%*	*4.9%*	*10.9%*	*3.7%*
%H		*96.5%*	*33.2%*	*11.7%*	*75.2%*	*24.3%*	*50.7%*	*42.2%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5108	4953	2397	873	3502	1804	1699	4244
%H		*97.0%*	*46.9%*	*17.1%*	*68.6%*	*35.3%*	*33.3%*	*83.1%*
Working full time	2297	2234	1167	466	1470	864	606	2141
%V	*45.0%*	*45.1%*	*48.7%*	*53.4%*	*42.0%*	*47.9%*	*35.7%*	*50.4%*
%H		*97.3%*	*50.8%*	*20.3%*	*64.0%*	*37.6%*	*26.4%*	*93.2%*
Working part time	600	584	299	102	415	228	186	545
%V	*11.7%*	*11.8%*	*12.5%*	*11.7%*	*11.9%*	*12.6%*	*10.9%*	*12.8%*
%H		*97.3%*	*49.8%*	*17.0%*	*69.2%*	*38.0%*	*31.0%*	*90.8%*
Not working	2212	2134	930	305	1618	711	907	1559
%V	*43.3%*	*43.1%*	*38.8%*	*34.9%*	*46.2%*	*39.4%*	*53.4%*	*36.7%*
%H		*96.5%*	*42.0%*	*13.8%*	*73.1%*	*32.1%*	*41.0%*	*70.5%*
Housewife/Houseperson	2721	2629	1186	419	1889	860	1029	2098
%V	*53.3%*	*53.1%*	*49.5%*	*48.0%*	*53.9%*	*47.7%*	*60.6%*	*49.4%*
%H		*96.6%*	*43.6%*	*15.4%*	*69.4%*	*31.6%*	*37.8%*	*77.1%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - 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 Males (16+)	2480	2389	1192	448	1655	899	756	2107
%H		*96.3%*	*48.1%*	*18.1%*	*66.7%*	*36.3%*	*30.5%*	*85.0%*
16 - 19	149	140	74	40	96	70	26	134
%V	*6.0%*	*5.9%*	*6.2%*	*8.9%*	*5.8%*	*7.8%*	*3.4%*	*6.4%*
%H		*94.0%*	*49.7%*	*26.8%*	*64.4%*	*47.0%*	*17.4%*	*89.9%*
20 - 24	187	165	86	45	94	61	33	171
%V	*7.5%*	*6.9%*	*7.2%*	*10.0%*	*5.7%*	*6.8%*	*4.4%*	*8.1%*
%H		*88.2%*	*46.0%*	*24.1%*	*50.3%*	*32.6%*	*17.6%*	*91.4%*
25 - 34	381	363	198	74	218	129	89	343
%V	*15.4%*	*15.2%*	*16.6%*	*16.5%*	*13.2%*	*14.3%*	*11.8%*	*16.3%*
%H		*95.3%*	*52.0%*	*19.4%*	*57.2%*	*33.9%*	*23.4%*	*90.0%*
35 - 44	393	380	199	66	241	131	110	364
%V	*15.8%*	*15.9%*	*16.7%*	*14.7%*	*14.6%*	*14.6%*	*14.6%*	*17.3%*
%H		*96.7%*	*50.6%*	*16.8%*	*61.3%*	*33.3%*	*28.0%*	*92.6%*
45 - 54	460	449	227	107	313	191	122	422
%V	*18.5%*	*18.8%*	*19.0%*	*23.9%*	*18.9%*	*21.2%*	*16.1%*	*20.0%*
%H		*97.6%*	*49.3%*	*23.3%*	*68.0%*	*41.5%*	*26.5%*	*91.7%*
55 - 64	363	356	180	52	266	140	126	310
%V	*14.6%*	*14.9%*	*15.1%*	*11.6%*	*16.1%*	*15.6%*	*16.7%*	*14.7%*
%H		*98.1%*	*49.6%*	*14.3%*	*73.3%*	*38.6%*	*34.7%*	*85.4%*
65+	546	536	228	64	427	177	251	362
%V	*22.0%*	*22.4%*	*19.1%*	*14.3%*	*25.8%*	*19.7%*	*33.2%*	*17.2%*
%H		*98.2%*	*41.8%*	*11.7%*	*78.2%*	*32.4%*	*46.0%*	*66.3%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2480	2389	1192	448	1655	899	756	2107
%H		*96.3%*	*48.1%*	*18.1%*	*66.7%*	*36.3%*	*30.5%*	*85.0%*
AB	786	767	400	135	543	312	231	740
%V	*31.7%*	*32.1%*	*33.6%*	*30.1%*	*32.8%*	*34.7%*	*30.6%*	*35.1%*
%H		*97.6%*	*50.9%*	*17.2%*	*69.1%*	*39.7%*	*29.4%*	*94.1%*
C1	692	655	337	134	435	249	185	623
%V	*27.9%*	*27.4%*	*28.3%*	*29.9%*	*26.3%*	*27.7%*	*24.5%*	*29.6%*
%H		*94.7%*	*48.7%*	*19.4%*	*62.9%*	*36.0%*	*26.7%*	*90.0%*
C2	580	569	278	109	401	215	185	475
%V	*23.4%*	*23.8%*	*23.3%*	*24.3%*	*24.2%*	*23.9%*	*24.5%*	*22.5%*
%H		*98.1%*	*47.9%*	*18.8%*	*69.1%*	*37.1%*	*31.9%*	*81.9%*
D	281	267	126	53	176	85	91	206
%V	*11.3%*	*11.2%*	*10.6%*	*11.8%*	*10.6%*	*9.5%*	*12.0%*	*9.8%*
%H		*95.0%*	*44.8%*	*18.9%*	*62.6%*	*30.2%*	*32.4%*	*73.3%*
E	141	132	51	17	101	38	63	64
%V	*5.7%*	*5.5%*	*4.3%*	*3.8%*	*6.1%*	*4.2%*	*8.3%*	*3.0%*
%H		*93.6%*	*36.2%*	*12.1%*	*71.6%*	*27.0%*	*44.7%*	*45.4%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2480	2389	1192	448	1655	899	756	2107
%H		*96.3%*	*48.1%*	*18.1%*	*66.7%*	*36.3%*	*30.5%*	*85.0%*
Working full time	1426	1385	723	292	912	540	372	1325
%V	*57.5%*	*58.0%*	*60.7%*	*65.2%*	*55.1%*	*60.1%*	*49.2%*	*62.9%*
%H		*97.1%*	*50.7%*	*20.5%*	*64.0%*	*37.9%*	*26.1%*	*92.9%*
Working part time	134	128	70	17	89	45	44	118
%V	*5.4%*	*5.4%*	*5.9%*	*3.8%*	*5.4%*	*5.0%*	*5.8%*	*5.6%*
%H		*95.5%*	*52.2%*	*12.7%*	*66.4%*	*33.6%*	*32.8%*	*88.1%*
Not working	920	876	400	139	654	313	340	664
%V	*37.1%*	*36.7%*	*33.6%*	*31.0%*	*39.5%*	*34.8%*	*45.0%*	*31.5%*
%H		*95.2%*	*43.5%*	*15.1%*	*71.1%*	*34.0%*	*37.0%*	*72.2%*
Housewife/Houseperson	542	502	216	78	355	144	211	373
%V	*21.9%*	*21.0%*	*18.1%*	*17.4%*	*21.5%*	*16.0%*	*27.9%*	*17.7%*
%H		*92.6%*	*39.9%*	*14.4%*	*65.5%*	*26.6%*	*38.9%*	*68.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - 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 Females (16+)	2629	2564	1205	426	1847	905	942	2137
%H		*97.5%*	*45.8%*	*16.2%*	*70.3%*	*34.4%*	*35.8%*	*81.3%*
16 - 19	141	139	77	32	92	61	31	133
%V	*5.4%*	*5.4%*	*6.4%*	*7.5%*	*5.0%*	*6.7%*	*3.3%*	*6.2%*
%H		*98.6%*	*54.6%*	*22.7%*	*65.2%*	*43.3%*	*22.0%*	*94.3%*
20 - 24	180	169	71	38	122	63	59	159
%V	*6.8%*	*6.6%*	*5.9%*	*8.9%*	*6.6%*	*7.0%*	*6.3%*	*7.4%*
%H		*93.9%*	*39.4%*	*21.1%*	*67.8%*	*35.0%*	*32.8%*	*88.3%*
25 - 34	399	381	196	80	228	126	102	360
%V	*15.2%*	*14.9%*	*16.3%*	*18.8%*	*12.3%*	*13.9%*	*10.8%*	*16.8%*
%H		*95.5%*	*49.1%*	*20.1%*	*57.1%*	*31.6%*	*25.6%*	*90.2%*
35 - 44	412	405	223	76	261	154	107	385
%V	*15.7%*	*15.8%*	*18.5%*	*17.8%*	*14.1%*	*17.0%*	*11.4%*	*18.0%*
%H		*98.3%*	*54.1%*	*18.4%*	*63.3%*	*37.4%*	*26.0%*	*93.4%*
45 - 54	472	458	237	94	325	194	130	442
%V	*18.0%*	*17.9%*	*19.7%*	*22.1%*	*17.6%*	*21.4%*	*13.8%*	*20.7%*
%H		*97.0%*	*50.2%*	*19.9%*	*68.9%*	*41.1%*	*27.5%*	*93.6%*
55 - 64	358	351	170	46	267	127	139	303
%V	*13.6%*	*13.7%*	*14.1%*	*10.8%*	*14.5%*	*14.0%*	*14.8%*	*14.2%*
%H		*98.0%*	*47.5%*	*12.8%*	*74.6%*	*35.5%*	*38.8%*	*84.6%*
65+	666	660	231	59	552	179	374	355
%V	*25.3%*	*25.7%*	*19.2%*	*13.8%*	*29.9%*	*19.8%*	*39.7%*	*16.6%*
%H		*99.1%*	*34.7%*	*8.9%*	*82.9%*	*26.9%*	*56.2%*	*53.3%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2629	2564	1205	426	1847	905	942	2137
%H		*97.5%*	*45.8%*	*16.2%*	*70.3%*	*34.4%*	*35.8%*	*81.3%*
AB	775	758	388	122	547	296	251	720
%V	*29.5%*	*29.6%*	*32.2%*	*28.6%*	*29.6%*	*32.7%*	*26.6%*	*33.7%*
%H		*97.8%*	*50.1%*	*15.7%*	*70.6%*	*38.2%*	*32.4%*	*92.9%*
C1	803	777	375	128	546	270	276	688
%V	*30.5%*	*30.3%*	*31.1%*	*30.0%*	*29.6%*	*29.8%*	*29.3%*	*32.2%*
%H		*96.8%*	*46.7%*	*15.9%*	*68.0%*	*33.6%*	*34.4%*	*85.7%*
C2	515	511	250	90	369	192	177	420
%V	*19.6%*	*19.9%*	*20.7%*	*21.1%*	*20.0%*	*21.2%*	*18.8%*	*19.7%*
%H		*99.2%*	*48.5%*	*17.5%*	*71.7%*	*37.3%*	*34.4%*	*81.6%*
D	309	296	120	60	210	95	115	218
%V	*11.8%*	*11.5%*	*10.0%*	*14.1%*	*11.4%*	*10.5%*	*12.2%*	*10.2%*
%H		*95.8%*	*38.8%*	*19.4%*	*68.0%*	*30.7%*	*37.2%*	*70.6%*
E	226	221	71	26	175	52	123	91
%V	*8.6%*	*8.6%*	*5.9%*	*6.1%*	*9.5%*	*5.7%*	*13.1%*	*4.3%*
%H		*97.8%*	*31.4%*	*11.5%*	*77.4%*	*23.0%*	*54.4%*	*40.3%*

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

October 2012 - September 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2629	2564	1205	426	1847	905	942	2137
%H		*97.5%*	*45.8%*	*16.2%*	*70.3%*	*34.4%*	*35.8%*	*81.3%*
Working full time	870	849	445	174	558	324	233	815
%V	*33.1%*	*33.1%*	*36.9%*	*40.8%*	*30.2%*	*35.8%*	*24.7%*	*38.1%*
%H		*97.6%*	*51.1%*	*20.0%*	*64.1%*	*37.2%*	*26.8%*	*93.7%*
Working part time	466	456	229	86	325	183	142	427
%V	*17.7%*	*17.8%*	*19.0%*	*20.2%*	*17.6%*	*20.2%*	*15.1%*	*20.0%*
%H		*97.9%*	*49.1%*	*18.5%*	*69.7%*	*39.3%*	*30.5%*	*91.6%*
Not working	1292	1258	531	166	964	397	567	895
%V	*49.1%*	*49.1%*	*44.1%*	*39.0%*	*52.2%*	*43.9%*	*60.2%*	*41.9%*
%H		*97.4%*	*41.1%*	*12.8%*	*74.6%*	*30.7%*	*43.9%*	*69.3%*
Housewife/Houseperson	2179	2127	970	341	1534	716	818	1725
%V	*82.9%*	*83.0%*	*80.5%*	*80.0%*	*83.1%*	*79.1%*	*86.8%*	*80.7%*
%H		*97.6%*	*44.5%*	*15.6%*	*70.4%*	*32.9%*	*37.5%*	*79.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

Contents Page

Household

Table 9.1: Social Grade 228
Table 9.2: Housewife Age 229
Table 9.3: Size of Household 230
Table 9.4: Presence of Children 231
Table 9.5: Number of TV sets in household 232
Table 9.6: Screen size 233
Table 9.7: Location of ANY set in household 234
Table 9.8: Recorders 235
Table 9.9: Recorders and other equipment 236
Table 9.10: Computers and Internet 237

Sets

Table 9.11: Screen Size 238
Table 9.12: Location of set 239
Table 9.13: Recorders 240
Table 9.14: Other TV equipment 240
Table 9.15: Main Set Screen Size 241
Table 9.16: Main Set Recorders 242
Table 9.17: Main Set - Other TV equipment 242
Table 9.18: Other Sets (non-Main Set) Screen Size 243
Table 9.19: Other Set (non-Main Set) Recorders 244
Table 9.20: Other Set (non-Main Set) - Other TV equipment 244

Individuals

Table 9.21: Age of Children 245
Table 9.22: Adults - Age 246
Table 9.23: Social Grade (Adults 16+) 247
Table 9.24: Working Status (Adults 16+) 248
Table 9.25: Males - Age 249
Table 9.26: Social Grade (Males 16+) 250
Table 9.27: Working Status (Males 16+) 251
Table 9.28: Females - Age 252
Table 9.29: Social Grade (Females 16+) 253
Table 9.30: Working Status (Females 16+) 254

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Household level data

Table 9.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
AB	480	463	227	69	347	180	168	444
%V	*24.0%*	*24.0%*	*24.8%*	*24.5%*	*24.3%*	*26.0%*	*22.8%*	*28.3%*
%H (All HH)		*96.5%*	*47.3%*	*14.4%*	*72.3%*	*37.5%*	*35.0%*	*92.5%*
%H (TV HH)			*49.0%*	*14.9%*	*74.9%*	*38.9%*	*36.3%*	
C1	581	563	266	98	407	205	202	483
%V	*29.1%*	*29.1%*	*29.0%*	*34.8%*	*28.5%*	*29.7%*	*27.4%*	*30.8%*
%H (All HH)		*96.9%*	*45.8%*	*16.9%*	*70.1%*	*35.3%*	*34.8%*	*83.1%*
%H (TV HH)			*47.2%*	*17.4%*	*72.3%*	*36.4%*	*35.9%*	
C2	466	453	229	59	334	171	163	370
%V	*23.3%*	*23.4%*	*25.0%*	*20.9%*	*23.4%*	*24.7%*	*22.1%*	*23.6%*
%H (All HH)		*97.2%*	*49.1%*	*12.7%*	*71.7%*	*36.7%*	*35.0%*	*79.4%*
%H (TV HH)			*50.6%*	*13.0%*	*73.7%*	*37.7%*	*36.0%*	
D	283	271	129	35	193	83	110	188
%V	*14.2%*	*14.0%*	*14.1%*	*12.4%*	*13.5%*	*12.0%*	*14.9%*	*12.0%*
%H (All HH)		*95.8%*	*45.6%*	*12.4%*	*68.2%*	*29.3%*	*38.9%*	*66.4%*
%H (TV HH)			*47.6%*	*12.9%*	*71.2%*	*30.6%*	*40.6%*	
E	190	181	67	21	147	52	95	82
%V	*9.5%*	*9.4%*	*7.3%*	*7.4%*	*10.3%*	*7.5%*	*12.9%*	*5.2%*
%H (All HH)		*95.3%*	*35.3%*	*11.1%*	*77.4%*	*27.4%*	*50.0%*	*43.2%*
%H (TV HH)			*37.0%*	*11.6%*	*81.2%*	*28.7%*	*52.5%*	

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

October 2012 - September 2013

ITV East of England

Household level data

Table 9.2: 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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Under 25	75	66	33	8	39	18	22	57
%V	*3.8%*	*3.4%*	*3.6%*	*2.8%*	*2.7%*	*2.6%*	*3.0%*	*3.6%*
%H (All HH)		*88.0%*	*44.0%*	*10.7%*	*52.0%*	*24.0%*	*29.3%*	*76.0%*
%H (TV HH)			*50.0%*	*12.1%*	*59.1%*	*27.3%*	*33.3%*	
25 - 34	286	268	154	44	165	96	70	263
%V	*14.3%*	*13.9%*	*16.8%*	*15.6%*	*11.6%*	*13.9%*	*9.5%*	*16.8%*
%H (All HH)		*93.7%*	*53.8%*	*15.4%*	*57.7%*	*33.6%*	*24.5%*	*92.0%*
%H (TV HH)			*57.5%*	*16.4%*	*61.6%*	*35.8%*	*26.1%*	
35 - 44	345	335	188	55	219	127	91	317
%V	*17.3%*	*17.3%*	*20.5%*	*19.5%*	*15.3%*	*18.4%*	*12.4%*	*20.2%*
%H (All HH)		*97.1%*	*54.5%*	*15.9%*	*63.5%*	*36.8%*	*26.4%*	*91.9%*
%H (TV HH)			*56.1%*	*16.4%*	*65.4%*	*37.9%*	*27.2%*	
45 - 54	381	374	185	65	282	157	125	347
%V	*19.1%*	*19.4%*	*20.2%*	*23.0%*	*19.7%*	*22.7%*	*17.0%*	*22.1%*
%H (All HH)		*98.2%*	*48.6%*	*17.1%*	*74.0%*	*41.2%*	*32.8%*	*91.1%*
%H (TV HH)			*49.5%*	*17.4%*	*75.4%*	*42.0%*	*33.4%*	
55 - 64	339	332	156	51	246	117	128	291
%V	*17.0%*	*17.2%*	*17.0%*	*18.1%*	*17.2%*	*16.9%*	*17.4%*	*18.6%*
%H (All HH)		*97.9%*	*46.0%*	*15.0%*	*72.6%*	*34.5%*	*37.8%*	*85.8%*
%H (TV HH)			*47.0%*	*15.4%*	*74.1%*	*35.2%*	*38.6%*	
65 +	573	557	201	59	477	177	300	293
%V	*28.7%*	*28.8%*	*21.9%*	*20.9%*	*33.4%*	*25.6%*	*40.8%*	*18.7%*
%H (All HH)		*97.2%*	*35.1%*	*10.3%*	*83.2%*	*30.9%*	*52.4%*	*51.1%*
%H (TV HH)			*36.1%*	*10.6%*	*85.6%*	*31.8%*	*53.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Household level data

Table 9.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
1	572	542	178	67	427	136	291	299
%V	*28.6%*	*28.1%*	*19.4%*	*23.8%*	*29.9%*	*19.7%*	*39.5%*	*19.1%*
%H (All HH)		*94.8%*	*31.1%*	*11.7%*	*74.7%*	*23.8%*	*50.9%*	*52.3%*
%H (TV HH)			*32.8%*	*12.4%*	*78.8%*	*25.1%*	*53.7%*	
2	721	697	345	92	522	256	266	599
%V	*36.1%*	*36.1%*	*37.6%*	*32.6%*	*36.6%*	*37.0%*	*36.1%*	*38.2%*
%H (All HH)		*96.7%*	*47.9%*	*12.8%*	*72.4%*	*35.5%*	*36.9%*	*83.1%*
%H (TV HH)			*49.5%*	*13.2%*	*74.9%*	*36.7%*	*38.2%*	
3	293	288	165	48	201	126	75	275
%V	*14.7%*	*14.9%*	*18.0%*	*17.0%*	*14.1%*	*18.2%*	*10.2%*	*17.5%*
%H (All HH)		*98.3%*	*56.3%*	*16.4%*	*68.6%*	*43.0%*	*25.6%*	*93.9%*
%H (TV HH)			*57.3%*	*16.7%*	*69.8%*	*43.8%*	*26.0%*	
4	285	279	154	50	196	121	75	273
%V	*14.3%*	*14.4%*	*16.8%*	*17.7%*	*13.7%*	*17.5%*	*10.2%*	*17.4%*
%H (All HH)		*97.9%*	*54.0%*	*17.5%*	*68.8%*	*42.5%*	*26.3%*	*95.8%*
%H (TV HH)			*55.2%*	*17.9%*	*70.3%*	*43.4%*	*26.9%*	
5+	129	126	75	25	82	53	29	122
%V	*6.5%*	*6.5%*	*8.2%*	*8.9%*	*5.7%*	*7.7%*	*3.9%*	*7.8%*
%H (All HH)		*97.7%*	*58.1%*	*19.4%*	*63.6%*	*41.1%*	*22.5%*	*94.6%*
%H (TV HH)			*59.5%*	*19.8%*	*65.1%*	*42.1%*	*23.0%*	
Average HH size	2.37	2.38	2.60	2.58	2.31	2.59	2.04	2.60

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

October 2012 - September 2013

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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Without	1493	1437	632	201	1101	496	606	1098
%V	*74.7%*	*74.4%*	*68.9%*	*71.3%*	*77.1%*	*71.8%*	*82.3%*	*70.0%*
%H (All HH)		*96.2%*	*42.3%*	*13.5%*	*73.7%*	*33.2%*	*40.6%*	*73.5%*
%H (TV HH)			*44.0%*	*14.0%*	*76.6%*	*34.5%*	*42.2%*	
With	506	495	285	81	327	196	131	470
%V	*25.3%*	*25.6%*	*31.1%*	*28.7%*	*22.9%*	*28.4%*	*17.8%*	*30.0%*
%H (All HH)		*97.8%*	*56.3%*	*16.0%*	*64.6%*	*38.7%*	*25.9%*	*92.9%*
%H (TV HH)			*57.6%*	*16.4%*	*66.1%*	*39.6%*	*26.5%*	
0 - 3	193	190	115	24	118	70	48	174
%V	*9.7%*	*9.8%*	*12.5%*	*8.5%*	*8.3%*	*10.1%*	*6.5%*	*11.1%*
%H (All HH)		*98.4%*	*59.6%*	*12.4%*	*61.1%*	*36.3%*	*24.9%*	*90.2%*
%H (TV HH)			*60.5%*	*12.6%*	*62.1%*	*36.8%*	*25.3%*	
4 - 9	256	250	156	37	155	96	59	238
%V	*12.8%*	*12.9%*	*17.0%*	*13.1%*	*10.9%*	*13.9%*	*8.0%*	*15.2%*
%H (All HH)		*97.7%*	*60.9%*	*14.5%*	*60.5%*	*37.5%*	*23.0%*	*93.0%*
%H (TV HH)			*62.4%*	*14.8%*	*62.0%*	*38.4%*	*23.6%*	
10 - 15	236	231	124	47	162	99	63	224
%V	*11.8%*	*12.0%*	*13.5%*	*16.7%*	*11.3%*	*14.3%*	*8.6%*	*14.3%*
%H (All HH)		*97.9%*	*52.5%*	*19.9%*	*68.6%*	*41.9%*	*26.7%*	*94.9%*
%H (TV HH)			*53.7%*	*20.3%*	*70.1%*	*42.9%*	*27.3%*	

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

October 2012 - September 2013

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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
1	695	695	272	101	440	124	316	482
%V	*34.8%*	*36.0%*	*29.7%*	*35.8%*	*30.8%*	*17.9%*	*42.9%*	*30.7%*
%H (All HH)		*100.0%*	*39.1%*	*14.5%*	*63.3%*	*17.8%*	*45.5%*	*69.4%*
%H (TV HH)			*39.1%*	*14.5%*	*63.3%*	*17.8%*	*45.5%*	
2	701	701	339	100	540	269	270	548
%V	*35.1%*	*36.3%*	*37.0%*	*35.5%*	*37.8%*	*38.9%*	*36.7%*	*34.9%*
%H (All HH)		*100.0%*	*48.4%*	*14.3%*	*77.0%*	*38.4%*	*38.5%*	*78.2%*
%H (TV HH)			*48.4%*	*14.3%*	*77.0%*	*38.4%*	*38.5%*	
3	334	334	186	56	271	176	95	302
%V	*16.7%*	*17.3%*	*20.3%*	*19.9%*	*19.0%*	*25.5%*	*12.9%*	*19.3%*
%H (All HH)		*100.0%*	*55.7%*	*16.8%*	*81.1%*	*52.7%*	*28.4%*	*90.4%*
%H (TV HH)			*55.7%*	*16.8%*	*81.1%*	*52.7%*	*28.4%*	
4	127	127	75	15	111	74	38	119
%V	*6.4%*	*6.6%*	*8.2%*	*5.3%*	*7.8%*	*10.7%*	*5.2%*	*7.6%*
%H (All HH)		*100.0%*	*59.1%*	*11.8%*	*87.4%*	*58.3%*	*29.9%*	*93.7%*
%H (TV HH)			*59.1%*	*11.8%*	*87.4%*	*58.3%*	*29.9%*	
5+	74	74	46	10	66	48	18	72
%V	*3.7%*	*3.8%*	*5.0%*	*3.5%*	*4.6%*	*6.9%*	*2.4%*	*4.6%*
%H (All HH)		*100.0%*	*62.2%*	*13.5%*	*89.2%*	*64.9%*	*24.3%*	*97.3%*
%H (TV HH)			*62.2%*	*13.5%*	*89.2%*	*64.9%*	*24.3%*	

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

October 2012 - September 2013

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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Under 20"	593	593	263	89	520	273	247	472
%V	*29.7%*	*30.7%*	*28.7%*	*31.6%*	*36.4%*	*39.5%*	*33.6%*	*30.1%*
%H (All HH)		*100.0%*	*44.4%*	*15.0%*	*87.7%*	*46.0%*	*41.7%*	*79.6%*
%H (TV HH)			*44.4%*	*15.0%*	*87.7%*	*46.0%*	*41.7%*	
20" - 29"	745	745	332	93	616	292	324	554
%V	*37.3%*	*38.6%*	*36.2%*	*33.0%*	*43.1%*	*42.3%*	*44.0%*	*35.3%*
%H (All HH)		*100.0%*	*44.6%*	*12.5%*	*82.7%*	*39.2%*	*43.5%*	*74.4%*
%H (TV HH)			*44.6%*	*12.5%*	*82.7%*	*39.2%*	*43.5%*	
30" - 39"	995	995	495	147	750	388	362	815
%V	*49.8%*	*51.5%*	*54.0%*	*52.1%*	*52.5%*	*56.2%*	*49.2%*	*52.0%*
%H (All HH)		*100.0%*	*49.7%*	*14.8%*	*75.4%*	*39.0%*	*36.4%*	*81.9%*
%H (TV HH)			*49.7%*	*14.8%*	*75.4%*	*39.0%*	*36.4%*	
40" and over	767	767	465	124	537	354	183	693
%V	*38.4%*	*39.7%*	*50.7%*	*44.0%*	*37.6%*	*51.2%*	*24.9%*	*44.2%*
%H (All HH)		*100.0%*	*60.6%*	*16.2%*	*70.0%*	*46.2%*	*23.9%*	*90.4%*
%H (TV HH)			*60.6%*	*16.2%*	*70.0%*	*46.2%*	*23.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Main living room	1896	1896	905	278	1409	685	724	1492
%V	*94.8%*	*98.1%*	*98.7%*	*98.6%*	*98.7%*	*99.1%*	*98.4%*	*95.2%*
%H (All HH)		*100.0%*	*47.7%*	*14.7%*	*74.3%*	*36.1%*	*38.2%*	*78.7%*
%H (TV HH)			*47.7%*	*14.7%*	*74.3%*	*36.1%*	*38.2%*	
Kitchen	268	268	134	38	241	142	99	228
%V	*13.4%*	*13.9%*	*14.6%*	*13.5%*	*16.9%*	*20.5%*	*13.5%*	*14.5%*
%H (All HH)		*100.0%*	*50.0%*	*14.2%*	*89.9%*	*53.0%*	*36.9%*	*85.1%*
%H (TV HH)			*50.0%*	*14.2%*	*89.9%*	*53.0%*	*36.9%*	
Adult's bedroom	830	830	442	119	693	419	274	706
%V	*41.5%*	*43.0%*	*48.2%*	*42.2%*	*48.5%*	*60.6%*	*37.2%*	*45.0%*
%H (All HH)		*100.0%*	*53.3%*	*14.3%*	*83.5%*	*50.5%*	*33.0%*	*85.1%*
%H (TV HH)			*53.3%*	*14.3%*	*83.5%*	*50.5%*	*33.0%*	
Child's bedroom	158	158	93	29	128	89	39	149
%V	*7.9%*	*8.2%*	*10.1%*	*10.3%*	*9.0%*	*12.9%*	*5.3%*	*9.5%*
%H (All HH)		*100.0%*	*58.9%*	*18.4%*	*81.0%*	*56.3%*	*24.7%*	*94.3%*
%H (TV HH)			*58.9%*	*18.4%*	*81.0%*	*56.3%*	*24.7%*	
Other bedroom	114	114	66	18	94	62	32	106
%V	*5.7%*	*5.9%*	*7.2%*	*6.4%*	*6.6%*	*9.0%*	*4.3%*	*6.8%*
%H (All HH)		*100.0%*	*57.9%*	*15.8%*	*82.5%*	*54.4%*	*28.1%*	*93.0%*
%H (TV HH)			*57.9%*	*15.8%*	*82.5%*	*54.4%*	*28.1%*	
Second living/dining room	191	191	90	25	162	84	78	160
%V	*9.6%*	*9.9%*	*9.8%*	*8.9%*	*11.3%*	*12.2%*	*10.6%*	*10.2%*
%H (All HH)		*100.0%*	*47.1%*	*13.1%*	*84.8%*	*44.0%*	*40.8%*	*83.8%*
%H (TV HH)			*47.1%*	*13.1%*	*84.8%*	*44.0%*	*40.8%*	
Study/office	31	31	23	4	26	20	5	30
%V	*1.6%*	*1.6%*	*2.5%*	*1.4%*	*1.8%*	*2.9%*	*0.7%*	*1.9%*
%H (All HH)		*100.0%*	*74.2%*	*12.9%*	*83.9%*	*64.5%*	*16.1%*	*96.8%*
%H (TV HH)			*74.2%*	*12.9%*	*83.9%*	*64.5%*	*16.1%*	
TV room	15	15	6	3	13	7	7	15
%V	*0.8%*	*0.8%*	*0.7%*	*1.1%*	*0.9%*	*1.0%*	*1.0%*	*1.0%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*86.7%*	*46.7%*	*46.7%*	*100.0%*
%H (TV HH)			*40.0%*	*20.0%*	*86.7%*	*46.7%*	*46.7%*	
Conservatory	47	47	28	8	43	30	13	43
%V	*2.4%*	*2.4%*	*3.1%*	*2.8%*	*3.0%*	*4.3%*	*1.8%*	*2.7%*
%H (All HH)		*100.0%*	*59.6%*	*17.0%*	*91.5%*	*63.8%*	*27.7%*	*91.5%*
%H (TV HH)			*59.6%*	*17.0%*	*91.5%*	*63.8%*	*27.7%*	
Attic or loft room	5	5	3	0	5	3	2	3
%V	*0.3%*	*0.3%*	*0.3%*	*0.0%*	*0.4%*	*0.4%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*100.0%*	*60.0%*	*40.0%*	*60.0%*
%H (TV HH)			*60.0%*	*0.0%*	*100.0%*	*60.0%*	*40.0%*	
No specific location	7	7	4	1	5	4	1	6
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.6%*	*0.1%*	*0.4%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*85.7%*
%H (TV HH)			*57.1%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	
Other	18	18	15	0	14	11	3	17
%V	*0.9%*	*0.9%*	*1.6%*	*0.0%*	*1.0%*	*1.6%*	*0.4%*	*1.1%*
%H (All HH)		*100.0%*	*83.3%*	*0.0%*	*77.8%*	*61.1%*	*16.7%*	*94.4%*
%H (TV HH)			*83.3%*	*0.0%*	*77.8%*	*61.1%*	*16.7%*	

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

October 2012 - September 2013

ITV East of England

Household level data

Table 9.8: Recorders 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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Any DSAT provider	917	917	917	19	549	549	0	799
%V	*45.9%*	*47.5%*	*100.0%*	*6.7%*	*38.4%*	*79.5%*	*0.0%*	*51.0%*
%H (All HH)			*100.0%*	*2.1%*	*59.9%*	*59.9%*	*0.0%*	*87.1%*
%H (TV HH)			*100.0%*	*2.1%*	*59.9%*	*59.9%*	*0.0%*	
Sky with subcription	703	703	703	9	418	418	0	635
%V	*35.2%*	*36.4%*	*76.7%*	*3.2%*	*29.3%*	*60.5%*	*0.0%*	*40.5%*
%H (All HH)			*100.0%*	*1.3%*	*59.5%*	*59.5%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*1.3%*	*59.5%*	*59.5%*	*0.0%*	
Sky without subscription	54	54	54	1	34	34	0	43
%V	*2.7%*	*2.8%*	*5.9%*	*0.4%*	*2.4%*	*4.9%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*1.9%*	*63.0%*	*63.0%*	*0.0%*	*79.6%*
%H (TV HH)			*100.0%*	*1.9%*	*63.0%*	*63.0%*	*0.0%*	
Freesat	144	144	144	5	93	93	0	110
%V	*7.2%*	*7.5%*	*15.7%*	*1.8%*	*6.5%*	*13.5%*	*0.0%*	*7.0%*
%H (All HH)			*100.0%*	*3.5%*	*64.6%*	*64.6%*	*0.0%*	*76.4%*
%H (TV HH)			*100.0%*	*3.5%*	*64.6%*	*64.6%*	*0.0%*	
Other satellite provider	41	41	41	5	21	21	0	34
%V	*2.1%*	*2.1%*	*4.5%*	*1.8%*	*1.5%*	*3.0%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*12.2%*	*51.2%*	*51.2%*	*0.0%*	*82.9%*
%H (TV HH)			*100.0%*	*12.2%*	*51.2%*	*51.2%*	*0.0%*	
DCAB	282	282	19	282	149	149	0	252
%V	*14.1%*	*14.6%*	*2.1%*	*100.0%*	*10.4%*	*21.6%*	*0.0%*	*16.1%*
%H (All HH)			*6.7%*	*100.0%*	*52.8%*	*52.8%*	*0.0%*	*89.4%*
%H (TV HH)			*6.7%*	*100.0%*	*52.8%*	*52.8%*	*0.0%*	
DTT	1428	1428	549	149	1428	691	736	1084
%V	*71.4%*	*73.9%*	*59.9%*	*52.8%*	*100.0%*	*100.0%*	*100.0%*	*69.1%*
%H (All HH)		*100.0%*	*38.4%*	*10.4%*	*100.0%*	*48.4%*	*51.5%*	*75.9%*
%H (TV HH)			*38.4%*	*10.4%*	*100.0%*	*48.4%*	*51.5%*	

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

October 2012 - September 2013

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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
PVR	1201	1201	761	207	810	564	247	1058
%V	*60.1%*	*62.2%*	*83.0%*	*73.4%*	*56.7%*	*81.6%*	*33.6%*	*67.5%*
%H (All HH)		*100.0%*	*63.4%*	*17.2%*	*67.4%*	*47.0%*	*20.6%*	*88.1%*
%H (TV HH)			*63.4%*	*17.2%*	*67.4%*	*47.0%*	*20.6%*	
DVDR	206	206	117	31	166	106	60	172
%V	*10.3%*	*10.7%*	*12.8%*	*11.0%*	*11.6%*	*15.3%*	*8.2%*	*11.0%*
%H (All HH)		*100.0%*	*56.8%*	*15.0%*	*80.6%*	*51.5%*	*29.1%*	*83.5%*
%H (TV HH)			*56.8%*	*15.0%*	*80.6%*	*51.5%*	*29.1%*	
VCR	104	104	46	18	86	43	43	76
%V	*5.2%*	*5.4%*	*5.0%*	*6.4%*	*6.0%*	*6.2%*	*5.8%*	*4.8%*
%H (All HH)		*100.0%*	*44.2%*	*17.3%*	*82.7%*	*41.3%*	*41.3%*	*73.1%*
%H (TV HH)			*44.2%*	*17.3%*	*82.7%*	*41.3%*	*41.3%*	
Any recorder	1279	1279	779	213	875	576	300	1103
%V	*64.0%*	*66.2%*	*85.0%*	*75.5%*	*61.3%*	*83.4%*	*40.8%*	*70.3%*
%H (All HH)		*100.0%*	*60.9%*	*16.7%*	*68.4%*	*45.0%*	*23.5%*	*86.2%*
%H (TV HH)			*60.9%*	*16.7%*	*68.4%*	*45.0%*	*23.5%*	
Receives HDTV (via STB or built-in reception)	1066	1066	589	225	751	486	265	928
%V	*53.3%*	*55.2%*	*64.2%*	*79.8%*	*52.6%*	*70.3%*	*36.0%*	*59.2%*
%H (All HH)		*100.0%*	*55.3%*	*21.1%*	*70.5%*	*45.6%*	*24.9%*	*87.1%*
%H (TV HH)			*55.3%*	*21.1%*	*70.5%*	*45.6%*	*24.9%*	
DVD/Blu-ray player or recorder	1447	1447	754	225	1048	568	480	1195
%V	*72.4%*	*74.9%*	*82.2%*	*79.8%*	*73.4%*	*82.2%*	*65.2%*	*76.2%*
%H (All HH)		*100.0%*	*52.1%*	*15.5%*	*72.4%*	*39.3%*	*33.2%*	*82.6%*
%H (TV HH)			*52.1%*	*15.5%*	*72.4%*	*39.3%*	*33.2%*	

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

October 2012 - September 2013

ITV East of England

Household level data

Table 9.10: 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	1999	1932	917	282	1428	691	736	1568
%H (All HH)		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*
%H (TV HH)			*47.5%*	*14.6%*	*73.9%*	*35.8%*	*38.1%*	
Has broadband internet	1568	1523	799	252	1084	609	475	1568
%V	*78.4%*	*78.8%*	*87.1%*	*89.4%*	*75.9%*	*88.1%*	*64.5%*	*100.0%*
%H (All HH)		*97.1%*	*51.0%*	*16.1%*	*69.1%*	*38.8%*	*30.3%*	*100.0%*
%H (TV HH)			*52.5%*	*16.5%*	*71.2%*	*40.0%*	*31.2%*	
Number of computers (PCs and laptops)								
0	375	356	99	27	303	72	230	18
%V	*18.8%*	*18.4%*	*10.8%*	*9.6%*	*21.2%*	*10.4%*	*31.3%*	*1.1%*
%H (All HH)		*94.9%*	*26.4%*	*7.2%*	*80.8%*	*19.2%*	*61.3%*	*4.8%*
%H (TV HH)			*27.8%*	*7.6%*	*85.1%*	*20.2%*	*64.6%*	
1	689	663	305	94	478	214	264	632
%V	*34.5%*	*34.3%*	*33.3%*	*33.3%*	*33.5%*	*31.0%*	*35.9%*	*40.3%*
%H (All HH)		*96.2%*	*44.3%*	*13.6%*	*69.4%*	*31.1%*	*38.3%*	*91.7%*
%H (TV HH)			*46.0%*	*14.2%*	*72.1%*	*32.3%*	*39.8%*	
2	458	446	246	73	306	178	128	445
%V	*22.9%*	*23.1%*	*26.8%*	*25.9%*	*21.4%*	*25.8%*	*17.4%*	*28.4%*
%H (All HH)		*97.4%*	*53.7%*	*15.9%*	*66.8%*	*38.9%*	*27.9%*	*97.2%*
%H (TV HH)			*55.2%*	*16.4%*	*68.6%*	*39.9%*	*28.7%*	
3	232	226	124	46	156	99	57	229
%V	*11.6%*	*11.7%*	*13.5%*	*16.3%*	*10.9%*	*14.3%*	*7.7%*	*14.6%*
%H (All HH)		*97.4%*	*53.4%*	*19.8%*	*67.2%*	*42.7%*	*24.6%*	*98.7%*
%H (TV HH)			*54.9%*	*20.4%*	*69.0%*	*43.8%*	*25.2%*	
4	118	116	71	19	91	65	26	117
%V	*5.9%*	*6.0%*	*7.7%*	*6.7%*	*6.4%*	*9.4%*	*3.5%*	*7.5%*
%H (All HH)		*98.3%*	*60.2%*	*16.1%*	*77.1%*	*55.1%*	*22.0%*	*99.2%*
%H (TV HH)			*61.2%*	*16.4%*	*78.4%*	*56.0%*	*22.4%*	
5+	126	125	72	23	94	62	32	126
%V	*6.3%*	*6.5%*	*7.9%*	*8.2%*	*6.6%*	*9.0%*	*4.3%*	*8.0%*
%H (All HH)		*99.2%*	*57.1%*	*18.3%*	*74.6%*	*49.2%*	*25.4%*	*100.0%*
%H (TV HH)			*57.6%*	*18.4%*	*75.2%*	*49.6%*	*25.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4006	2055	584	3133	1748	1385	3347
%H		*51.3%*	*14.6%*	*78.2%*	*43.6%*	*34.6%*	*83.5%*
Under 20"	779	355	118	690	379	311	637
%V	*19.4%*	*17.3%*	*20.2%*	*22.0%*	*21.7%*	*22.5%*	*19.0%*
%H		*45.6%*	*15.1%*	*88.6%*	*48.7%*	*39.9%*	*81.8%*
20" - 29"	924	422	114	782	387	394	705
%V	*23.1%*	*20.5%*	*19.5%*	*25.0%*	*22.1%*	*28.4%*	*21.1%*
%H		*45.7%*	*12.3%*	*84.6%*	*41.9%*	*42.6%*	*76.3%*
30" - 39"	1162	587	175	889	476	413	972
%V	*29.0%*	*28.6%*	*30.0%*	*28.4%*	*27.2%*	*29.8%*	*29.0%*
%H		*50.5%*	*15.1%*	*76.5%*	*41.0%*	*35.5%*	*83.6%*
40" and over	872	534	141	621	418	203	794
%V	*21.8%*	*26.0%*	*24.1%*	*19.8%*	*23.9%*	*14.7%*	*23.7%*
%H		*61.2%*	*16.2%*	*71.2%*	*47.9%*	*23.3%*	*91.1%*
Don't know	34	16	3	30	15	15	27
%V	*0.8%*	*0.8%*	*0.5%*	*1.0%*	*0.9%*	*1.1%*	*0.8%*
%H		*47.1%*	*8.8%*	*88.2%*	*44.1%*	*44.1%*	*79.4%*
Not Asked	235	141	33	121	73	49	212
%V	*5.9%*	*6.9%*	*5.7%*	*3.9%*	*4.2%*	*3.5%*	*6.3%*
%H		*60.0%*	*14.0%*	*51.5%*	*31.1%*	*20.9%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4006	2055	584	3133	1748	1385	3347
%H		*51.3%*	*14.6%*	*78.2%*	*43.6%*	*34.6%*	*83.5%*
Main living room	1908	909	281	1421	690	730	1501
%V	*47.6%*	*44.2%*	*48.1%*	*45.4%*	*39.5%*	*52.7%*	*44.8%*
%H		*47.6%*	*14.7%*	*74.5%*	*36.2%*	*38.3%*	*78.7%*
Kitchen	270	134	38	243	142	101	228
%V	*6.7%*	*6.5%*	*6.5%*	*7.8%*	*8.1%*	*7.3%*	*6.8%*
%H		*49.6%*	*14.1%*	*90.0%*	*52.6%*	*37.4%*	*84.4%*
Adult's bedroom	946	509	137	805	498	307	819
%V	*23.6%*	*24.8%*	*23.5%*	*25.7%*	*28.5%*	*22.2%*	*24.5%*
%H		*53.8%*	*14.5%*	*85.1%*	*52.6%*	*32.5%*	*86.6%*
Child's bedroom	195	117	33	160	113	47	184
%V	*4.9%*	*5.7%*	*5.7%*	*5.1%*	*6.5%*	*3.4%*	*5.5%*
%H		*60.0%*	*16.9%*	*82.1%*	*57.9%*	*24.1%*	*94.4%*
Other bedroom	134	75	20	112	72	40	125
%V	*3.3%*	*3.6%*	*3.4%*	*3.6%*	*4.1%*	*2.9%*	*3.7%*
%H		*56.0%*	*14.9%*	*83.6%*	*53.7%*	*29.9%*	*93.3%*
Second living/dining room	192	90	25	163	84	79	161
%V	*4.8%*	*4.4%*	*4.3%*	*5.2%*	*4.8%*	*5.7%*	*4.8%*
%H		*46.9%*	*13.0%*	*84.9%*	*43.8%*	*41.1%*	*83.9%*
Study/office	32	23	4	27	21	5	31
%V	*0.8%*	*1.1%*	*0.7%*	*0.9%*	*1.2%*	*0.4%*	*0.9%*
%H		*71.9%*	*12.5%*	*84.4%*	*65.6%*	*15.6%*	*96.9%*
TV room	15	6	3	13	7	7	15
%V	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*40.0%*	*20.0%*	*86.7%*	*46.7%*	*46.7%*	*100.0%*
Conservatory	47	28	8	43	30	13	43
%V	*1.2%*	*1.4%*	*1.4%*	*1.4%*	*1.7%*	*0.9%*	*1.3%*
%H		*59.6%*	*17.0%*	*91.5%*	*63.8%*	*27.7%*	*91.5%*
Attic or loft room	5	3	0	5	3	2	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*60.0%*	*0.0%*	*100.0%*	*60.0%*	*40.0%*	*60.0%*
No specific location	8	5	1	5	4	1	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	*87.5%*
Other	19	16	0	14	11	3	17
%V	*0.5%*	*0.8%*	*0.0%*	*0.4%*	*0.6%*	*0.2%*	*0.5%*
%H		*84.2%*	*0.0%*	*73.7%*	*57.9%*	*15.8%*	*89.5%*
Not Asked	235	141	33	121	73	49	212
%V	*5.9%*	*6.9%*	*5.7%*	*3.9%*	*4.2%*	*3.5%*	*6.3%*
%H		*60.0%*	*14.0%*	*51.5%*	*31.1%*	*20.9%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4006	2055	584	3133	1748	1385	3347
%H		*51.3%*	*14.6%*	*78.2%*	*43.6%*	*34.6%*	*83.5%*
PVR	1561	1039	267	1055	781	274	1401
%V	*39.0%*	*50.6%*	*45.7%*	*33.7%*	*44.7%*	*19.8%*	*41.9%*
%H		*66.6%*	*17.1%*	*67.6%*	*50.0%*	*17.6%*	*89.8%*
DVDR	250	147	38	205	138	67	213
%V	*6.2%*	*7.2%*	*6.5%*	*6.5%*	*7.9%*	*4.8%*	*6.4%*
%H		*58.8%*	*15.2%*	*82.0%*	*55.2%*	*26.8%*	*85.2%*
VCR	113	48	23	92	47	45	83
%V	*2.8%*	*2.3%*	*3.9%*	*2.9%*	*2.7%*	*3.2%*	*2.5%*
%H		*42.5%*	*20.4%*	*81.4%*	*41.6%*	*39.8%*	*73.5%*
Any recorder	1687	1085	281	1160	820	340	1490
%V	*42.1%*	*52.8%*	*48.1%*	*37.0%*	*46.9%*	*24.5%*	*44.5%*
%H		*64.3%*	*16.7%*	*68.8%*	*48.6%*	*20.2%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4006	2055	584	3133	1748	1385	3347
%H		*51.3%*	*14.6%*	*78.2%*	*43.6%*	*34.6%*	*83.5%*
Receives HDTV (via STB or built-in reception)	1499	821	314	1094	712	382	1330
%V	*37.4%*	*40.0%*	*53.8%*	*34.9%*	*40.7%*	*27.6%*	*39.7%*
%H		*54.8%*	*20.9%*	*73.0%*	*47.5%*	*25.5%*	*88.7%*
DVD/Blu-ray player or recorder	2113	1146	335	1593	941	652	1816
%V	*52.7%*	*55.8%*	*57.4%*	*50.8%*	*53.8%*	*47.1%*	*54.3%*
%H		*54.2%*	*15.9%*	*75.4%*	*44.5%*	*30.9%*	*85.9%*

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

October 2012 - September 2013

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1931	917	282	1428	691	736	1523
%H		*47.5%*	*14.6%*	*74.0%*	*35.8%*	*38.1%*	*78.9%*
Under 20"	61	6	5	58	8	50	38
%V	*3.2%*	*0.7%*	*1.8%*	*4.1%*	*1.2%*	*6.8%*	*2.5%*
%H		*9.8%*	*8.2%*	*95.1%*	*13.1%*	*82.0%*	*62.3%*
20" - 29"	334	101	39	265	69	196	193
%V	*17.3%*	*11.0%*	*13.8%*	*18.6%*	*10.0%*	*26.6%*	*12.7%*
%H		*30.2%*	*11.7%*	*79.3%*	*20.7%*	*58.7%*	*57.8%*
30" - 39"	771	354	114	574	265	308	602
%V	*39.9%*	*38.6%*	*40.4%*	*40.2%*	*38.4%*	*41.8%*	*39.5%*
%H		*45.9%*	*14.8%*	*74.4%*	*34.4%*	*39.9%*	*78.1%*
40" and over	746	453	123	520	345	175	674
%V	*38.6%*	*49.4%*	*43.6%*	*36.4%*	*49.9%*	*23.8%*	*44.3%*
%H		*60.7%*	*16.5%*	*69.7%*	*46.2%*	*23.5%*	*90.3%*
Don't know	12	3	1	11	3	7	8
%V	*0.6%*	*0.3%*	*0.4%*	*0.8%*	*0.4%*	*1.0%*	*0.5%*
%H		*25.0%*	*8.3%*	*91.7%*	*25.0%*	*58.3%*	*66.7%*
Not Asked	7	0	0	0	1	0	8
%V	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.5%*
%H		*0.0%*	*0.0%*	*0.0%*	*14.3%*	*0.0%*	*114.3%*

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
October 2012 - September 2013

ITV East of England

Set level data

Table 9.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1931	917	282	1428	691	736	1523
%H		*47.5%*	*14.6%*	*74.0%*	*35.8%*	*38.1%*	*78.9%*
PVR	1173	750	204	784	552	232	1033
%V	*60.7%*	*81.8%*	*72.3%*	*54.9%*	*79.9%*	*31.5%*	*67.8%*
%H		*63.9%*	*17.4%*	*66.8%*	*47.1%*	*19.8%*	*88.1%*
DVDR	186	103	27	148	93	56	152
%V	*9.6%*	*11.2%*	*9.6%*	*10.4%*	*13.5%*	*7.6%*	*10.0%*
%H		*55.4%*	*14.5%*	*79.6%*	*50.0%*	*30.1%*	*81.7%*
VCR	87	36	13	72	33	39	60
%V	*4.5%*	*3.9%*	*4.6%*	*5.0%*	*4.8%*	*5.3%*	*3.9%*
%H		*41.4%*	*14.9%*	*82.8%*	*37.9%*	*44.8%*	*69.0%*
Any recorder	1253	769	211	850	566	285	1081
%V	*64.9%*	*83.9%*	*74.8%*	*59.5%*	*81.9%*	*38.7%*	*71.0%*
%H		*61.4%*	*16.8%*	*67.8%*	*45.2%*	*22.7%*	*86.3%*

Base: ITV East of England - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1931	917	282	1428	691	736	1523
%H		*47.5%*	*14.6%*	*74.0%*	*35.8%*	*38.1%*	*78.9%*
Receives HDTV (via STB or built-in reception)	1031	573	221	720	471	249	898
%V	*53.4%*	*62.5%*	*78.4%*	*50.4%*	*68.2%*	*33.8%*	*59.0%*
%H		*55.6%*	*21.4%*	*69.8%*	*45.7%*	*24.2%*	*87.1%*
DVD/Blu-ray player or recorder	1351	711	209	968	527	441	1114
%V	*70.0%*	*77.5%*	*74.1%*	*67.8%*	*76.3%*	*59.9%*	*73.1%*
%H		*52.6%*	*15.5%*	*71.7%*	*39.0%*	*32.6%*	*82.5%*

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

October 2012 - September 2013

ITV East of England

Set level data

Table 9.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2075	1138	302	1706	1057	649	1823
%H		*54.8%*	*14.6%*	*82.2%*	*50.9%*	*31.3%*	*87.9%*
Under 20"	718	349	113	632	371	261	599
%V	*34.6%*	*30.7%*	*37.4%*	*37.0%*	*35.1%*	*40.2%*	*32.9%*
%H		*48.6%*	*15.7%*	*88.0%*	*51.7%*	*36.4%*	*83.4%*
20" - 29"	590	321	75	517	318	199	512
%V	*28.4%*	*28.2%*	*24.8%*	*30.3%*	*30.1%*	*30.7%*	*28.1%*
%H		*54.4%*	*12.7%*	*87.6%*	*53.9%*	*33.7%*	*86.8%*
30" - 39"	391	233	61	315	211	104	370
%V	*18.8%*	*20.5%*	*20.2%*	*18.5%*	*20.0%*	*16.0%*	*20.3%*
%H		*59.6%*	*15.6%*	*80.6%*	*54.0%*	*26.6%*	*94.6%*
40" and over	126	81	18	101	72	28	121
%V	*6.1%*	*7.1%*	*6.0%*	*5.9%*	*6.8%*	*4.3%*	*6.6%*
%H		*64.3%*	*14.3%*	*80.2%*	*57.1%*	*22.2%*	*96.0%*
Don't know	22	13	1	19	11	8	19
%V	*1.1%*	*1.1%*	*0.3%*	*1.1%*	*1.0%*	*1.2%*	*1.0%*
%H		*59.1%*	*4.5%*	*86.4%*	*50.0%*	*36.4%*	*86.4%*
Not Asked	228	141	34	122	74	49	202
%V	*11.0%*	*12.4%*	*11.3%*	*7.2%*	*7.0%*	*7.6%*	*11.1%*
%H		*61.8%*	*14.9%*	*53.5%*	*32.5%*	*21.5%*	*88.6%*

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
October 2012 - September 2013

ITV East of England

Set level data

Table 9.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2075	1138	302	1706	1057	649	1823
%H		*54.8%*	*14.6%*	*82.2%*	*50.9%*	*31.3%*	*87.9%*
PVR	388	290	62	271	228	42	368
%V	*18.7%*	*25.5%*	*20.5%*	*15.9%*	*21.6%*	*6.5%*	*20.2%*
%H		*74.7%*	*16.0%*	*69.8%*	*58.8%*	*10.8%*	*94.8%*
DVDR	64	44	11	57	46	11	61
%V	*3.1%*	*3.9%*	*3.6%*	*3.3%*	*4.4%*	*1.7%*	*3.3%*
%H		*68.8%*	*17.2%*	*89.1%*	*71.9%*	*17.2%*	*95.3%*
VCR	27	12	9	21	14	6	22
%V	*1.3%*	*1.1%*	*3.0%*	*1.2%*	*1.3%*	*0.9%*	*1.2%*
%H		*44.4%*	*33.3%*	*77.8%*	*51.9%*	*22.2%*	*81.5%*
Any recorder	435	316	70	310	254	56	409
%V	*21.0%*	*27.8%*	*23.2%*	*18.2%*	*24.0%*	*8.6%*	*22.4%*
%H		*72.6%*	*16.1%*	*71.3%*	*58.4%*	*12.9%*	*94.0%*

Base: ITV East of England - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 9.20: 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	2075	1138	302	1706	1057	649	1823
%H		*54.8%*	*14.6%*	*82.2%*	*50.9%*	*31.3%*	*87.9%*
Receives HDTV (via STB or built-in reception)	468	249	93	374	241	133	432
%V	*22.6%*	*21.9%*	*30.8%*	*21.9%*	*22.8%*	*20.5%*	*23.7%*
%H		*53.2%*	*19.9%*	*79.9%*	*51.5%*	*28.4%*	*92.3%*
DVD/Blu-ray player or recorder	762	435	126	625	415	210	702
%V	*36.7%*	*38.2%*	*41.7%*	*36.6%*	*39.3%*	*32.4%*	*38.5%*
%H		*57.1%*	*16.5%*	*82.0%*	*54.5%*	*27.6%*	*92.1%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.21: Age 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 Inds	4733	4600	2388	727	3295	1793	1502	4076
%H		*97.2%*	*50.5%*	*15.4%*	*69.6%*	*37.9%*	*31.7%*	*86.1%*
Total Children	899	880	514	146	570	347	223	835
%V	*19.0%*	*19.1%*	*21.5%*	*20.1%*	*17.3%*	*19.4%*	*14.8%*	*20.5%*
%H		*97.9%*	*57.2%*	*16.2%*	*63.4%*	*38.6%*	*24.8%*	*92.9%*
0 - 3	229	225	140	30	139	86	53	206
%V	*4.8%*	*4.9%*	*5.9%*	*4.1%*	*4.2%*	*4.8%*	*3.5%*	*5.1%*
%H		*98.3%*	*61.1%*	*13.1%*	*60.7%*	*37.6%*	*23.1%*	*90.0%*
4 - 15	670	655	375	116	431	261	169	629
%V	*14.2%*	*14.2%*	*15.7%*	*16.0%*	*13.1%*	*14.6%*	*11.3%*	*15.4%*
%H		*97.8%*	*56.0%*	*17.3%*	*64.3%*	*39.0%*	*25.2%*	*93.9%*
4 - 9	362	353	214	58	217	133	84	339
%V	*7.6%*	*7.7%*	*9.0%*	*8.0%*	*6.6%*	*7.4%*	*5.6%*	*8.3%*
%H		*97.5%*	*59.1%*	*16.0%*	*59.9%*	*36.7%*	*23.2%*	*93.6%*
10 - 15	308	302	161	58	214	128	86	290
%V	*6.5%*	*6.6%*	*6.7%*	*8.0%*	*6.5%*	*7.1%*	*5.7%*	*7.1%*
%H		*98.1%*	*52.3%*	*18.8%*	*69.5%*	*41.6%*	*27.9%*	*94.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.22: Adults - 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 Inds	4733	4600	2388	727	3295	1793	1502	4076
%H		*97.2%*	*50.5%*	*15.4%*	*69.6%*	*37.9%*	*31.7%*	*86.1%*
Total Adults (16+)	3835	3720	1873	581	2725	1446	1279	3241
%V	*81.0%*	*80.9%*	*78.4%*	*79.9%*	*82.7%*	*80.6%*	*85.2%*	*79.5%*
%H		*97.0%*	*48.8%*	*15.1%*	*71.1%*	*37.7%*	*33.4%*	*84.5%*
16 - 19	221	217	113	47	161	104	56	209
%V	*4.7%*	*4.7%*	*4.7%*	*6.5%*	*4.9%*	*5.8%*	*3.7%*	*5.1%*
%H		*98.2%*	*51.1%*	*21.3%*	*72.9%*	*47.1%*	*25.3%*	*94.6%*
20 - 24	268	247	126	45	173	99	74	241
%V	*5.7%*	*5.4%*	*5.3%*	*6.2%*	*5.3%*	*5.5%*	*4.9%*	*5.9%*
%H		*92.2%*	*47.0%*	*16.8%*	*64.6%*	*36.9%*	*27.6%*	*89.9%*
25 - 34	598	574	342	95	354	216	138	565
%V	*12.6%*	*12.5%*	*14.3%*	*13.1%*	*10.7%*	*12.0%*	*9.2%*	*13.9%*
%H		*96.0%*	*57.2%*	*15.9%*	*59.2%*	*36.1%*	*23.1%*	*94.5%*
35 - 44	639	622	356	103	410	247	162	596
%V	*13.5%*	*13.5%*	*14.9%*	*14.2%*	*12.4%*	*13.8%*	*10.8%*	*14.6%*
%H		*97.3%*	*55.7%*	*16.1%*	*64.2%*	*38.7%*	*25.4%*	*93.3%*
45 - 54	651	637	321	108	482	270	212	603
%V	*13.8%*	*13.8%*	*13.4%*	*14.9%*	*14.6%*	*15.1%*	*14.1%*	*14.8%*
%H		*97.8%*	*49.3%*	*16.6%*	*74.0%*	*41.5%*	*32.6%*	*92.6%*
55 - 64	575	564	277	83	420	210	210	507
%V	*12.1%*	*12.3%*	*11.6%*	*11.4%*	*12.7%*	*11.7%*	*14.0%*	*12.4%*
%H		*98.1%*	*48.2%*	*14.4%*	*73.0%*	*36.5%*	*36.5%*	*88.2%*
65+	882	859	339	101	726	299	427	521
%V	*18.6%*	*18.7%*	*14.2%*	*13.9%*	*22.0%*	*16.7%*	*28.4%*	*12.8%*
%H		*97.4%*	*38.4%*	*11.5%*	*82.3%*	*33.9%*	*48.4%*	*59.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3835	3720	1873	581	2725	1446	1279	3241
%H		*97.0%*	*48.8%*	*15.1%*	*71.1%*	*37.7%*	*33.4%*	*84.5%*
AB	973	946	479	142	714	388	326	921
%V	*25.4%*	*25.4%*	*25.6%*	*24.4%*	*26.2%*	*26.8%*	*25.5%*	*28.4%*
%H		*97.2%*	*49.2%*	*14.6%*	*73.4%*	*39.9%*	*33.5%*	*94.7%*
C1	1113	1082	548	204	766	428	338	982
%V	*29.0%*	*29.1%*	*29.3%*	*35.1%*	*28.1%*	*29.6%*	*26.4%*	*30.3%*
%H		*97.2%*	*49.2%*	*18.3%*	*68.8%*	*38.5%*	*30.4%*	*88.2%*
C2	978	952	497	136	701	386	316	825
%V	*25.5%*	*25.6%*	*26.5%*	*23.4%*	*25.7%*	*26.7%*	*24.7%*	*25.5%*
%H		*97.3%*	*50.8%*	*13.9%*	*71.7%*	*39.5%*	*32.3%*	*84.4%*
D	520	501	254	67	354	169	186	389
%V	*13.6%*	*13.5%*	*13.6%*	*11.5%*	*13.0%*	*11.7%*	*14.5%*	*12.0%*
%H		*96.3%*	*48.8%*	*12.9%*	*68.1%*	*32.5%*	*35.8%*	*74.8%*
E	250	239	96	33	188	74	114	124
%V	*6.5%*	*6.4%*	*5.1%*	*5.7%*	*6.9%*	*5.1%*	*8.9%*	*3.8%*
%H		*95.6%*	*38.4%*	*13.2%*	*75.2%*	*29.6%*	*45.6%*	*49.6%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3835	3720	1873	581	2725	1446	1279	3241
%H		*97.0%*	*48.8%*	*15.1%*	*71.1%*	*37.7%*	*33.4%*	*84.5%*
Working full time	1756	1708	934	298	1181	703	478	1654
%V	*45.8%*	*45.9%*	*49.9%*	*51.3%*	*43.3%*	*48.6%*	*37.4%*	*51.0%*
%H		*97.3%*	*53.2%*	*17.0%*	*67.3%*	*40.0%*	*27.2%*	*94.2%*
Working part time	443	437	228	72	314	171	142	406
%V	*11.6%*	*11.7%*	*12.2%*	*12.4%*	*11.5%*	*11.8%*	*11.1%*	*12.5%*
%H		*98.6%*	*51.5%*	*16.3%*	*70.9%*	*38.6%*	*32.1%*	*91.6%*
Not working	1636	1575	712	211	1230	572	658	1181
%V	*42.7%*	*42.3%*	*38.0%*	*36.3%*	*45.1%*	*39.6%*	*51.4%*	*36.4%*
%H		*96.3%*	*43.5%*	*12.9%*	*75.2%*	*35.0%*	*40.2%*	*72.2%*
Housewife/Houseperson	1999	1932	917	282	1428	691	736	1568
%V	*52.1%*	*51.9%*	*49.0%*	*48.5%*	*52.4%*	*47.8%*	*57.5%*	*48.4%*
%H		*96.6%*	*45.9%*	*14.1%*	*71.4%*	*34.6%*	*36.8%*	*78.4%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.25: Males - 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 Males (16+)	1875	1816	947	282	1326	732	593	1619
%H		*96.9%*	*50.5%*	*15.0%*	*70.7%*	*39.0%*	*31.6%*	*86.3%*
16 - 19	121	119	63	27	91	62	29	115
%V	*6.5%*	*6.6%*	*6.7%*	*9.6%*	*6.9%*	*8.5%*	*4.9%*	*7.1%*
%H		*98.3%*	*52.1%*	*22.3%*	*75.2%*	*51.2%*	*24.0%*	*95.0%*
20 - 24	134	123	58	23	91	51	40	124
%V	*7.1%*	*6.8%*	*6.1%*	*8.2%*	*6.9%*	*7.0%*	*6.7%*	*7.7%*
%H		*91.8%*	*43.3%*	*17.2%*	*67.9%*	*38.1%*	*29.9%*	*92.5%*
25 - 34	302	291	177	43	174	104	70	284
%V	*16.1%*	*16.0%*	*18.7%*	*15.2%*	*13.1%*	*14.2%*	*11.8%*	*17.5%*
%H		*96.4%*	*58.6%*	*14.2%*	*57.6%*	*34.4%*	*23.2%*	*94.0%*
35 - 44	321	308	180	51	203	125	78	293
%V	*17.1%*	*17.0%*	*19.0%*	*18.1%*	*15.3%*	*17.1%*	*13.2%*	*18.1%*
%H		*96.0%*	*56.1%*	*15.9%*	*63.2%*	*38.9%*	*24.3%*	*91.3%*
45 - 54	311	305	149	51	232	127	105	286
%V	*16.6%*	*16.8%*	*15.7%*	*18.1%*	*17.5%*	*17.3%*	*17.7%*	*17.7%*
%H		*98.1%*	*47.9%*	*16.4%*	*74.6%*	*40.8%*	*33.8%*	*92.0%*
55 - 64	275	270	136	38	202	104	98	241
%V	*14.7%*	*14.9%*	*14.4%*	*13.5%*	*15.2%*	*14.2%*	*16.5%*	*14.9%*
%H		*98.2%*	*49.5%*	*13.8%*	*73.5%*	*37.8%*	*35.6%*	*87.6%*
65+	412	400	184	49	333	159	173	276
%V	*22.0%*	*22.0%*	*19.4%*	*17.4%*	*25.1%*	*21.7%*	*29.2%*	*17.0%*
%H		*97.1%*	*44.7%*	*11.9%*	*80.8%*	*38.6%*	*42.0%*	*67.0%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1875	1816	947	282	1326	732	593	1619
%H		*96.9%*	*50.5%*	*15.0%*	*70.7%*	*39.0%*	*31.6%*	*86.3%*
AB	489	474	243	72	361	200	161	460
%V	*26.1%*	*26.1%*	*25.7%*	*25.5%*	*27.2%*	*27.3%*	*27.2%*	*28.4%*
%H		*96.9%*	*49.7%*	*14.7%*	*73.8%*	*40.9%*	*32.9%*	*94.1%*
C1	515	499	265	93	350	204	146	472
%V	*27.5%*	*27.5%*	*28.0%*	*33.0%*	*26.4%*	*27.9%*	*24.6%*	*29.2%*
%H		*96.9%*	*51.5%*	*18.1%*	*68.0%*	*39.6%*	*28.3%*	*91.7%*
C2	523	509	271	70	375	209	166	440
%V	*27.9%*	*28.0%*	*28.6%*	*24.8%*	*28.3%*	*28.6%*	*28.0%*	*27.2%*
%H		*97.3%*	*51.8%*	*13.4%*	*71.7%*	*40.0%*	*31.7%*	*84.1%*
D	249	242	130	30	170	88	83	197
%V	*13.3%*	*13.3%*	*13.7%*	*10.6%*	*12.8%*	*12.0%*	*14.0%*	*12.2%*
%H		*97.2%*	*52.2%*	*12.0%*	*68.3%*	*35.3%*	*33.3%*	*79.1%*
E	99	93	39	17	70	32	38	51
%V	*5.3%*	*5.1%*	*4.1%*	*6.0%*	*5.3%*	*4.4%*	*6.4%*	*3.2%*
%H		*93.9%*	*39.4%*	*17.2%*	*70.7%*	*32.3%*	*38.4%*	*51.5%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1875	1816	947	282	1326	732	593	1619
%H		*96.9%*	*50.5%*	*15.0%*	*70.7%*	*39.0%*	*31.6%*	*86.3%*
Working full time	1124	1091	603	179	759	449	310	1050
%V	*59.9%*	*60.1%*	*63.7%*	*63.5%*	*57.2%*	*61.3%*	*52.3%*	*64.9%*
%H		*97.1%*	*53.6%*	*15.9%*	*67.5%*	*39.9%*	*27.6%*	*93.4%*
Working part time	87	85	39	16	61	28	32	76
%V	*4.6%*	*4.7%*	*4.1%*	*5.7%*	*4.6%*	*3.8%*	*5.4%*	*4.7%*
%H		*97.7%*	*44.8%*	*18.4%*	*70.1%*	*32.2%*	*36.8%*	*87.4%*
Not working	664	640	304	88	506	254	252	494
%V	*35.4%*	*35.2%*	*32.1%*	*31.2%*	*38.2%*	*34.7%*	*42.5%*	*30.5%*
%H		*96.4%*	*45.8%*	*13.3%*	*76.2%*	*38.3%*	*38.0%*	*74.4%*
Housewife/Houseperson	373	354	167	45	259	119	141	255
%V	*19.9%*	*19.5%*	*17.6%*	*16.0%*	*19.5%*	*16.3%*	*23.8%*	*15.8%*
%H		*94.9%*	*44.8%*	*12.1%*	*69.4%*	*31.9%*	*37.8%*	*68.4%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.28: Females - 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 Females (16+)	1960	1904	926	299	1399	714	685	1621
%H		*97.1%*	*47.2%*	*15.3%*	*71.4%*	*36.4%*	*34.9%*	*82.7%*
16 - 19	100	98	50	19	69	42	27	94
%V	*5.1%*	*5.1%*	*5.4%*	*6.4%*	*4.9%*	*5.9%*	*3.9%*	*5.8%*
%H		*98.0%*	*50.0%*	*19.0%*	*69.0%*	*42.0%*	*27.0%*	*94.0%*
20 - 24	134	125	68	21	82	48	34	117
%V	*6.8%*	*6.6%*	*7.3%*	*7.0%*	*5.9%*	*6.7%*	*5.0%*	*7.2%*
%H		*93.3%*	*50.7%*	*15.7%*	*61.2%*	*35.8%*	*25.4%*	*87.3%*
25 - 34	297	283	165	52	179	112	68	281
%V	*15.2%*	*14.9%*	*17.8%*	*17.4%*	*12.8%*	*15.7%*	*9.9%*	*17.3%*
%H		*95.3%*	*55.6%*	*17.5%*	*60.3%*	*37.7%*	*22.9%*	*94.6%*
35 - 44	318	313	176	52	207	122	85	303
%V	*16.2%*	*16.4%*	*19.0%*	*17.4%*	*14.8%*	*17.1%*	*12.4%*	*18.7%*
%H		*98.4%*	*55.3%*	*16.4%*	*65.1%*	*38.4%*	*26.7%*	*95.3%*
45 - 54	340	332	172	57	250	143	107	317
%V	*17.3%*	*17.4%*	*18.6%*	*19.1%*	*17.9%*	*20.0%*	*15.6%*	*19.6%*
%H		*97.6%*	*50.6%*	*16.8%*	*73.5%*	*42.1%*	*31.5%*	*93.2%*
55 - 64	300	294	140	45	218	107	112	266
%V	*15.3%*	*15.4%*	*15.1%*	*15.1%*	*15.6%*	*15.0%*	*16.4%*	*16.4%*
%H		*98.0%*	*46.7%*	*15.0%*	*72.7%*	*35.7%*	*37.3%*	*88.7%*
65+	470	459	156	52	394	140	253	245
%V	*24.0%*	*24.1%*	*16.8%*	*17.4%*	*28.2%*	*19.6%*	*36.9%*	*15.1%*
%H		*97.7%*	*33.2%*	*11.1%*	*83.8%*	*29.8%*	*53.8%*	*52.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1960	1904	926	299	1399	714	685	1621
%H		*97.1%*	*47.2%*	*15.3%*	*71.4%*	*36.4%*	*34.9%*	*82.7%*
AB	484	472	236	70	354	189	165	461
%V	*24.7%*	*24.8%*	*25.5%*	*23.4%*	*25.3%*	*26.5%*	*24.1%*	*28.4%*
%H		*97.5%*	*48.8%*	*14.5%*	*73.1%*	*39.0%*	*34.1%*	*95.2%*
C1	598	583	283	111	417	224	192	510
%V	*30.5%*	*30.6%*	*30.6%*	*37.1%*	*29.8%*	*31.4%*	*28.0%*	*31.5%*
%H		*97.5%*	*47.3%*	*18.6%*	*69.7%*	*37.5%*	*32.1%*	*85.3%*
C2	456	443	226	66	327	177	150	385
%V	*23.3%*	*23.3%*	*24.4%*	*22.1%*	*23.4%*	*24.8%*	*21.9%*	*23.8%*
%H		*97.1%*	*49.6%*	*14.5%*	*71.7%*	*38.8%*	*32.9%*	*84.4%*
D	271	259	124	37	184	81	103	192
%V	*13.8%*	*13.6%*	*13.4%*	*12.4%*	*13.2%*	*11.3%*	*15.0%*	*11.8%*
%H		*95.6%*	*45.8%*	*13.7%*	*67.9%*	*29.9%*	*38.0%*	*70.8%*
E	151	147	57	16	118	42	76	73
%V	*7.7%*	*7.7%*	*6.2%*	*5.4%*	*8.4%*	*5.9%*	*11.1%*	*4.5%*
%H		*97.4%*	*37.7%*	*10.6%*	*78.1%*	*27.8%*	*50.3%*	*48.3%*

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

October 2012 - September 2013

ITV East of England

Individual level data

Table 9.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1960	1904	926	299	1399	714	685	1621
%H		*97.1%*	*47.2%*	*15.3%*	*71.4%*	*36.4%*	*34.9%*	*82.7%*
Working full time	633	617	330	119	422	254	169	604
%V	*32.3%*	*32.4%*	*35.6%*	*39.8%*	*30.2%*	*35.6%*	*24.7%*	*37.3%*
%H		*97.5%*	*52.1%*	*18.8%*	*66.7%*	*40.1%*	*26.7%*	*95.4%*
Working part time	356	351	188	56	253	143	110	330
%V	*18.2%*	*18.4%*	*20.3%*	*18.7%*	*18.1%*	*20.0%*	*16.1%*	*20.4%*
%H		*98.6%*	*52.8%*	*15.7%*	*71.1%*	*40.2%*	*30.9%*	*92.7%*
Not working	971	935	408	123	724	317	407	688
%V	*49.5%*	*49.1%*	*44.1%*	*41.1%*	*51.8%*	*44.4%*	*59.4%*	*42.4%*
%H		*96.3%*	*42.0%*	*12.7%*	*74.6%*	*32.6%*	*41.9%*	*70.9%*
Housewife/Houseperson	1626	1578	750	237	1168	573	595	1313
%V	*83.0%*	*82.9%*	*81.0%*	*79.3%*	*83.5%*	*80.3%*	*86.9%*	*81.0%*
%H		*97.0%*	*46.1%*	*14.6%*	*71.8%*	*35.2%*	*36.6%*	*80.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

Contents Page

Household

Table 10.1: Social Grade 256
Table 10.2: Housewife Age 257
Table 10.3: Size of Household 258
Table 10.4: Presence of Children 259
Table 10.5: Number of TV sets in household 260
Table 10.6: Screen size 261
Table 10.7: Location of ANY set in household 262
Table 10.8: Recorders 263
Table 10.9: Recorders and other equipment 264
Table 10.10: Computers and Internet 265

Sets

Table 10.11: Screen Size 266
Table 10.12: Location of set 267
Table 10.13: Recorders 268
Table 10.14: Other TV equipment 268
Table 10.15: Main Set Screen Size 269
Table 10.16: Main Set Recorders 270
Table 10.17: Main Set - Other TV equipment 270
Table 10.18: Other Sets (non-Main Set) Screen Size 271
Table 10.19: Other Set (non-Main Set) Recorders 272
Table 10.20: Other Set (non-Main Set) - Other TV equipment 272

Individuals

Table 10.21: Age of Children 273
Table 10.22: Adults - Age 274
Table 10.23: Social Grade (Adults 16+) 275
Table 10.24: Working Status (Adults 16+) 276
Table 10.25: Males - Age 277
Table 10.26: Social Grade (Males 16+) 278
Table 10.27: Working Status (Males 16+) 279
Table 10.28: Females - Age 280
Table 10.29: Social Grade (Females 16+) 281
Table 10.30: Working Status (Females 16+) 282

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
AB	200	192	84	15	148	55	93	178
%V	*25.3%*	*25.4%*	*25.6%*	*24.2%*	*25.6%*	*24.9%*	*26.1%*	*29.4%*
%H (All HH)		*96.0%*	*42.0%*	*7.5%*	*74.0%*	*27.5%*	*46.5%*	*89.0%*
%H (TV HH)			*43.8%*	*7.8%*	*77.1%*	*28.6%*	*48.4%*	
C1	249	237	100	24	181	70	111	200
%V	*31.5%*	*31.3%*	*30.5%*	*38.7%*	*31.3%*	*31.7%*	*31.1%*	*33.1%*
%H (All HH)		*95.2%*	*40.2%*	*9.6%*	*72.7%*	*28.1%*	*44.6%*	*80.3%*
%H (TV HH)			*42.2%*	*10.1%*	*76.4%*	*29.5%*	*46.8%*	
C2	182	176	88	14	136	64	72	140
%V	*23.0%*	*23.3%*	*26.8%*	*22.6%*	*23.5%*	*29.0%*	*20.2%*	*23.1%*
%H (All HH)		*96.7%*	*48.4%*	*7.7%*	*74.7%*	*35.2%*	*39.6%*	*76.9%*
%H (TV HH)			*50.0%*	*8.0%*	*77.3%*	*36.4%*	*40.9%*	
D	92	87	37	6	64	21	43	60
%V	*11.6%*	*11.5%*	*11.3%*	*9.7%*	*11.1%*	*9.5%*	*12.0%*	*9.9%*
%H (All HH)		*94.6%*	*40.2%*	*6.5%*	*69.6%*	*22.8%*	*46.7%*	*65.2%*
%H (TV HH)			*42.5%*	*6.9%*	*73.6%*	*24.1%*	*49.4%*	
E	68	64	19	3	48	11	37	27
%V	*8.6%*	*8.5%*	*5.8%*	*4.8%*	*8.3%*	*5.0%*	*10.4%*	*4.5%*
%H (All HH)		*94.1%*	*27.9%*	*4.4%*	*70.6%*	*16.2%*	*54.4%*	*39.7%*
%H (TV HH)			*29.7%*	*4.7%*	*75.0%*	*17.2%*	*57.8%*	

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

October 2012 - September 2013

ITV South West

Household level data

Table 10.2: 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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Under 25	40	35	12	5	22	6	16	31
%V	*5.1%*	*4.6%*	*3.7%*	*8.1%*	*3.8%*	*2.7%*	*4.5%*	*5.1%*
%H (All HH)		*87.5%*	*30.0%*	*12.5%*	*55.0%*	*15.0%*	*40.0%*	*77.5%*
%H (TV HH)			*34.3%*	*14.3%*	*62.9%*	*17.1%*	*45.7%*	
25 - 34	96	91	49	11	62	32	30	86
%V	*12.2%*	*12.0%*	*14.9%*	*17.7%*	*10.7%*	*14.5%*	*8.4%*	*14.2%*
%H (All HH)		*94.8%*	*51.0%*	*11.5%*	*64.6%*	*33.3%*	*31.3%*	*89.6%*
%H (TV HH)			*53.8%*	*12.1%*	*68.1%*	*35.2%*	*33.0%*	
35 - 44	118	112	53	12	82	38	44	108
%V	*14.9%*	*14.8%*	*16.2%*	*19.4%*	*14.2%*	*17.2%*	*12.3%*	*17.9%*
%H (All HH)		*94.9%*	*44.9%*	*10.2%*	*69.5%*	*32.2%*	*37.3%*	*91.5%*
%H (TV HH)			*47.3%*	*10.7%*	*73.2%*	*33.9%*	*39.3%*	
45 - 54	150	142	71	15	107	50	57	135
%V	*19.0%*	*18.8%*	*21.6%*	*24.2%*	*18.5%*	*22.6%*	*16.0%*	*22.3%*
%H (All HH)		*94.7%*	*47.3%*	*10.0%*	*71.3%*	*33.3%*	*38.0%*	*90.0%*
%H (TV HH)			*50.0%*	*10.6%*	*75.4%*	*35.2%*	*40.1%*	
55 - 64	139	133	56	9	106	40	67	114
%V	*17.6%*	*17.6%*	*17.1%*	*14.5%*	*18.3%*	*18.1%*	*18.8%*	*18.8%*
%H (All HH)		*95.7%*	*40.3%*	*6.5%*	*76.3%*	*28.8%*	*48.2%*	*82.0%*
%H (TV HH)			*42.1%*	*6.8%*	*79.7%*	*30.1%*	*50.4%*	
65 +	246	242	86	11	199	56	143	133
%V	*31.1%*	*32.0%*	*26.2%*	*17.7%*	*34.4%*	*25.3%*	*40.1%*	*22.0%*
%H (All HH)		*98.4%*	*35.0%*	*4.5%*	*80.9%*	*22.8%*	*58.1%*	*54.1%*
%H (TV HH)			*35.5%*	*4.5%*	*82.2%*	*23.1%*	*59.1%*	

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

October 2012 - September 2013

ITV South West

Household level data

Table 10.3: 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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
1	247	231	71	12	181	37	143	125
%V	*31.3%*	*30.6%*	*21.6%*	*19.4%*	*31.3%*	*16.7%*	*40.1%*	*20.7%*
%H (All HH)		*93.5%*	*28.7%*	*4.9%*	*73.3%*	*15.0%*	*57.9%*	*50.6%*
%H (TV HH)			*30.7%*	*5.2%*	*78.4%*	*16.0%*	*61.9%*	
2	287	276	127	21	212	86	126	244
%V	*36.3%*	*36.5%*	*38.7%*	*33.9%*	*36.7%*	*38.9%*	*35.3%*	*40.3%*
%H (All HH)		*96.2%*	*44.3%*	*7.3%*	*73.9%*	*30.0%*	*43.9%*	*85.0%*
%H (TV HH)			*46.0%*	*7.6%*	*76.8%*	*31.2%*	*45.7%*	
3	119	116	57	12	87	42	45	108
%V	*15.1%*	*15.3%*	*17.4%*	*19.4%*	*15.1%*	*19.0%*	*12.6%*	*17.9%*
%H (All HH)		*97.5%*	*47.9%*	*10.1%*	*73.1%*	*35.3%*	*37.8%*	*90.8%*
%H (TV HH)			*49.1%*	*10.3%*	*75.0%*	*36.2%*	*38.8%*	
4	95	94	52	12	69	39	30	89
%V	*12.0%*	*12.4%*	*15.9%*	*19.4%*	*11.9%*	*17.6%*	*8.4%*	*14.7%*
%H (All HH)		*98.9%*	*54.7%*	*12.6%*	*72.6%*	*41.1%*	*31.6%*	*93.7%*
%H (TV HH)			*55.3%*	*12.8%*	*73.4%*	*41.5%*	*31.9%*	
5+	43	40	21	5	31	17	13	39
%V	*5.4%*	*5.3%*	*6.4%*	*8.1%*	*5.4%*	*7.7%*	*3.6%*	*6.4%*
%H (All HH)		*93.0%*	*48.8%*	*11.6%*	*72.1%*	*39.5%*	*30.2%*	*90.7%*
%H (TV HH)			*52.5%*	*12.5%*	*77.5%*	*42.5%*	*32.5%*	
Average HH size	2.26	2.27	2.49	2.63	2.25	2.62	2.02	2.48

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

October 2012 - September 2013

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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Without	605	575	231	42	448	153	295	437
%V	*76.6%*	*76.1%*	*70.4%*	*67.7%*	*77.5%*	*69.2%*	*82.6%*	*72.2%*
%H (All HH)		*95.0%*	*38.2%*	*6.9%*	*74.0%*	*25.3%*	*48.8%*	*72.2%*
%H (TV HH)			*40.2%*	*7.3%*	*77.9%*	*26.6%*	*51.3%*	
With	185	181	97	20	130	68	61	168
%V	*23.4%*	*23.9%*	*29.6%*	*32.3%*	*22.5%*	*30.8%*	*17.1%*	*27.8%*
%H (All HH)		*97.8%*	*52.4%*	*10.8%*	*70.3%*	*36.8%*	*33.0%*	*90.8%*
%H (TV HH)			*53.6%*	*11.0%*	*71.8%*	*37.6%*	*33.7%*	
0 - 3	74	72	37	8	53	27	26	64
%V	*9.4%*	*9.5%*	*11.3%*	*12.9%*	*9.2%*	*12.2%*	*7.3%*	*10.6%*
%H (All HH)		*97.3%*	*50.0%*	*10.8%*	*71.6%*	*36.5%*	*35.1%*	*86.5%*
%H (TV HH)			*51.4%*	*11.1%*	*73.6%*	*37.5%*	*36.1%*	
4 - 9	94	92	47	10	69	36	32	85
%V	*11.9%*	*12.2%*	*14.3%*	*16.1%*	*11.9%*	*16.3%*	*9.0%*	*14.0%*
%H (All HH)		*97.9%*	*50.0%*	*10.6%*	*73.4%*	*38.3%*	*34.0%*	*90.4%*
%H (TV HH)			*51.1%*	*10.9%*	*75.0%*	*39.1%*	*34.8%*	
10 - 15	83	81	46	9	59	34	26	77
%V	*10.5%*	*10.7%*	*14.0%*	*14.5%*	*10.2%*	*15.4%*	*7.3%*	*12.7%*
%H (All HH)		*97.6%*	*55.4%*	*10.8%*	*71.1%*	*41.0%*	*31.3%*	*92.8%*
%H (TV HH)			*56.8%*	*11.1%*	*72.8%*	*42.0%*	*32.1%*	

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

October 2012 - September 2013

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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
1	300	300	99	17	208	33	175	198
%V	*38.0%*	*39.7%*	*30.2%*	*27.4%*	*36.0%*	*14.9%*	*49.0%*	*32.7%*
%H (All HH)		*100.0%*	*33.0%*	*5.7%*	*69.3%*	*11.0%*	*58.3%*	*66.0%*
%H (TV HH)			*33.0%*	*5.7%*	*69.3%*	*11.0%*	*58.3%*	
2	270	270	130	18	215	95	120	212
%V	*34.2%*	*35.7%*	*39.6%*	*29.0%*	*37.2%*	*43.0%*	*33.6%*	*35.0%*
%H (All HH)		*100.0%*	*48.1%*	*6.7%*	*79.6%*	*35.2%*	*44.4%*	*78.5%*
%H (TV HH)			*48.1%*	*6.7%*	*79.6%*	*35.2%*	*44.4%*	
3	119	119	63	18	97	58	39	103
%V	*15.1%*	*15.7%*	*19.2%*	*29.0%*	*16.8%*	*26.2%*	*10.9%*	*17.0%*
%H (All HH)		*100.0%*	*52.9%*	*15.1%*	*81.5%*	*48.7%*	*32.8%*	*86.6%*
%H (TV HH)			*52.9%*	*15.1%*	*81.5%*	*48.7%*	*32.8%*	
4	43	43	23	6	35	21	15	42
%V	*5.4%*	*5.7%*	*7.0%*	*9.7%*	*6.1%*	*9.5%*	*4.2%*	*6.9%*
%H (All HH)		*100.0%*	*53.5%*	*14.0%*	*81.4%*	*48.8%*	*34.9%*	*97.7%*
%H (TV HH)			*53.5%*	*14.0%*	*81.4%*	*48.8%*	*34.9%*	
5+	24	24	13	3	22	14	8	23
%V	*3.0%*	*3.2%*	*4.0%*	*4.8%*	*3.8%*	*6.3%*	*2.2%*	*3.8%*
%H (All HH)		*100.0%*	*54.2%*	*12.5%*	*91.7%*	*58.3%*	*33.3%*	*95.8%*
%H (TV HH)			*54.2%*	*12.5%*	*91.7%*	*58.3%*	*33.3%*	

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

October 2012 - September 2013

ITV South West

Household level data

Table 10.6: 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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Under 20"	238	238	103	18	205	87	118	189
%V	*30.1%*	*31.5%*	*31.4%*	*29.0%*	*35.5%*	*39.4%*	*33.1%*	*31.2%*
%H (All HH)		*100.0%*	*43.3%*	*7.6%*	*86.1%*	*36.6%*	*49.6%*	*79.4%*
%H (TV HH)			*43.3%*	*7.6%*	*86.1%*	*36.6%*	*49.6%*	
20" - 29"	329	329	133	23	273	101	173	247
%V	*41.6%*	*43.5%*	*40.5%*	*37.1%*	*47.2%*	*45.7%*	*48.5%*	*40.8%*
%H (All HH)		*100.0%*	*40.4%*	*7.0%*	*83.0%*	*30.7%*	*52.6%*	*75.1%*
%H (TV HH)			*40.4%*	*7.0%*	*83.0%*	*30.7%*	*52.6%*	
30" - 39"	372	372	171	36	294	128	166	294
%V	*47.1%*	*49.2%*	*52.1%*	*58.1%*	*50.9%*	*57.9%*	*46.5%*	*48.6%*
%H (All HH)		*100.0%*	*46.0%*	*9.7%*	*79.0%*	*34.4%*	*44.6%*	*79.0%*
%H (TV HH)			*46.0%*	*9.7%*	*79.0%*	*34.4%*	*44.6%*	
40" and over	247	247	145	31	174	101	73	221
%V	*31.3%*	*32.7%*	*44.2%*	*50.0%*	*30.1%*	*45.7%*	*20.4%*	*36.5%*
%H (All HH)		*100.0%*	*58.7%*	*12.6%*	*70.4%*	*40.9%*	*29.6%*	*89.5%*
%H (TV HH)			*58.7%*	*12.6%*	*70.4%*	*40.9%*	*29.6%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Main living room	736	736	325	61	569	219	350	567
%V	*93.2%*	*97.4%*	*99.1%*	*98.4%*	*98.4%*	*99.1%*	*98.0%*	*93.7%*
%H (All HH)		*100.0%*	*44.2%*	*8.3%*	*77.3%*	*29.8%*	*47.6%*	*77.0%*
%H (TV HH)			*44.2%*	*8.3%*	*77.3%*	*29.8%*	*47.6%*	
Kitchen	95	95	45	6	83	39	45	80
%V	*12.0%*	*12.6%*	*13.7%*	*9.7%*	*14.4%*	*17.6%*	*12.6%*	*13.2%*
%H (All HH)		*100.0%*	*47.4%*	*6.3%*	*87.4%*	*41.1%*	*47.4%*	*84.2%*
%H (TV HH)			*47.4%*	*6.3%*	*87.4%*	*41.1%*	*47.4%*	
Adult's bedroom	320	320	163	35	263	139	123	267
%V	*40.5%*	*42.3%*	*49.7%*	*56.5%*	*45.5%*	*62.9%*	*34.5%*	*44.1%*
%H (All HH)		*100.0%*	*50.9%*	*10.9%*	*82.2%*	*43.4%*	*38.4%*	*83.4%*
%H (TV HH)			*50.9%*	*10.9%*	*82.2%*	*43.4%*	*38.4%*	
Child's bedroom	58	58	37	8	47	34	13	55
%V	*7.3%*	*7.7%*	*11.3%*	*12.9%*	*8.1%*	*15.4%*	*3.6%*	*9.1%*
%H (All HH)		*100.0%*	*63.8%*	*13.8%*	*81.0%*	*58.6%*	*22.4%*	*94.8%*
%H (TV HH)			*63.8%*	*13.8%*	*81.0%*	*58.6%*	*22.4%*	
Other bedroom	31	31	16	3	27	15	11	28
%V	*3.9%*	*4.1%*	*4.9%*	*4.8%*	*4.7%*	*6.8%*	*3.1%*	*4.6%*
%H (All HH)		*100.0%*	*51.6%*	*9.7%*	*87.1%*	*48.4%*	*35.5%*	*90.3%*
%H (TV HH)			*51.6%*	*9.7%*	*87.1%*	*48.4%*	*35.5%*	
Second living/dining room	65	65	28	5	58	26	32	54
%V	*8.2%*	*8.6%*	*8.5%*	*8.1%*	*10.0%*	*11.8%*	*9.0%*	*8.9%*
%H (All HH)		*100.0%*	*43.1%*	*7.7%*	*89.2%*	*40.0%*	*49.2%*	*83.1%*
%H (TV HH)			*43.1%*	*7.7%*	*89.2%*	*40.0%*	*49.2%*	
Study/office	9	9	4	0	8	3	5	9
%V	*1.1%*	*1.2%*	*1.2%*	*0.0%*	*1.4%*	*1.4%*	*1.4%*	*1.5%*
%H (All HH)		*100.0%*	*44.4%*	*0.0%*	*88.9%*	*33.3%*	*55.6%*	*100.0%*
%H (TV HH)			*44.4%*	*0.0%*	*88.9%*	*33.3%*	*55.6%*	
TV room	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Conservatory	14	14	6	4	13	8	5	12
%V	*1.8%*	*1.9%*	*1.8%*	*6.5%*	*2.2%*	*3.6%*	*1.4%*	*2.0%*
%H (All HH)		*100.0%*	*42.9%*	*28.6%*	*92.9%*	*57.1%*	*35.7%*	*85.7%*
%H (TV HH)			*42.9%*	*28.6%*	*92.9%*	*57.1%*	*35.7%*	
Attic or loft room	2	2	1	0	2	1	0	2
%V	*0.3%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	
No specific location	1	1	1	0	1	1	1	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	
Other	5	5	2	2	3	2	1	4
%V	*0.6%*	*0.7%*	*0.6%*	*3.2%*	*0.5%*	*0.9%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
%H (TV HH)			*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	

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

October 2012 - September 2013

ITV South West

Household level data

Table 10.8: Recorders 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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Any DSAT provider	328	328	328	2	187	187	0	278
%V	*41.5%*	*43.4%*	*100.0%*	*3.2%*	*32.4%*	*84.6%*	*0.0%*	*46.0%*
%H (All HH)			*100.0%*	*0.6%*	*57.0%*	*57.0%*	*0.0%*	*84.8%*
%H (TV HH)			*100.0%*	*0.6%*	*57.0%*	*57.0%*	*0.0%*	
Sky with subcription	262	262	262	1	146	146	0	228
%V	*33.2%*	*34.7%*	*79.9%*	*1.6%*	*25.3%*	*66.1%*	*0.0%*	*37.7%*
%H (All HH)			*100.0%*	*0.4%*	*55.7%*	*55.7%*	*0.0%*	*87.0%*
%H (TV HH)			*100.0%*	*0.4%*	*55.7%*	*55.7%*	*0.0%*	
Sky without subscription	21	21	21	0	14	14	0	16
%V	*2.7%*	*2.8%*	*6.4%*	*0.0%*	*2.4%*	*6.3%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*76.2%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Freesat	47	47	47	1	28	28	0	36
%V	*5.9%*	*6.2%*	*14.3%*	*1.6%*	*4.8%*	*12.7%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*2.1%*	*59.6%*	*59.6%*	*0.0%*	*76.6%*
%H (TV HH)			*100.0%*	*2.1%*	*59.6%*	*59.6%*	*0.0%*	
Other satellite provider	4	4	4	0	2	2	0	3
%V	*0.5%*	*0.5%*	*1.2%*	*0.0%*	*0.3%*	*0.9%*	*0.0%*	*0.5%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	62	62	2	62	36	36	0	56
%V	*7.8%*	*8.2%*	*0.6%*	*100.0%*	*6.2%*	*16.3%*	*0.0%*	*9.3%*
%H (All HH)			*3.2%*	*100.0%*	*58.1%*	*58.1%*	*0.0%*	*90.3%*
%H (TV HH)			*3.2%*	*100.0%*	*58.1%*	*58.1%*	*0.0%*	
DTT	578	578	187	36	578	221	357	433
%V	*73.2%*	*76.5%*	*57.0%*	*58.1%*	*100.0%*	*100.0%*	*100.0%*	*71.6%*
%H (All HH)		*100.0%*	*32.4%*	*6.2%*	*100.0%*	*38.2%*	*61.8%*	*74.9%*
%H (TV HH)			*32.4%*	*6.2%*	*100.0%*	*38.2%*	*61.8%*	

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

October 2012 - September 2013

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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
PVR	463	463	276	44	330	185	145	400
%V	*58.6%*	*61.2%*	*84.1%*	*71.0%*	*57.1%*	*83.7%*	*40.6%*	*66.1%*
%H (All HH)		*100.0%*	*59.6%*	*9.5%*	*71.3%*	*40.0%*	*31.3%*	*86.4%*
%H (TV HH)			*59.6%*	*9.5%*	*71.3%*	*40.0%*	*31.3%*	
DVDR	54	54	21	5	43	15	28	43
%V	*6.8%*	*7.1%*	*6.4%*	*8.1%*	*7.4%*	*6.8%*	*7.8%*	*7.1%*
%H (All HH)		*100.0%*	*38.9%*	*9.3%*	*79.6%*	*27.8%*	*51.9%*	*79.6%*
%H (TV HH)			*38.9%*	*9.3%*	*79.6%*	*27.8%*	*51.9%*	
VCR	26	26	10	3	20	7	13	20
%V	*3.3%*	*3.4%*	*3.0%*	*4.8%*	*3.5%*	*3.2%*	*3.6%*	*3.3%*
%H (All HH)		*100.0%*	*38.5%*	*11.5%*	*76.9%*	*26.9%*	*50.0%*	*76.9%*
%H (TV HH)			*38.5%*	*11.5%*	*76.9%*	*26.9%*	*50.0%*	
Any recorder	493	493	282	47	356	190	166	420
%V	*62.4%*	*65.2%*	*86.0%*	*75.8%*	*61.6%*	*86.0%*	*46.5%*	*69.4%*
%H (All HH)		*100.0%*	*57.2%*	*9.5%*	*72.2%*	*38.5%*	*33.7%*	*85.2%*
%H (TV HH)			*57.2%*	*9.5%*	*72.2%*	*38.5%*	*33.7%*	
Receives HDTV (via STB or built-in reception)	334	334	187	49	235	135	100	293
%V	*42.3%*	*44.2%*	*57.0%*	*79.0%*	*40.7%*	*61.1%*	*28.0%*	*48.4%*
%H (All HH)		*100.0%*	*56.0%*	*14.7%*	*70.4%*	*40.4%*	*29.9%*	*87.7%*
%H (TV HH)			*56.0%*	*14.7%*	*70.4%*	*40.4%*	*29.9%*	
DVD/Blu-ray player or recorder	617	617	281	55	477	197	280	499
%V	*78.1%*	*81.6%*	*85.7%*	*88.7%*	*82.5%*	*89.1%*	*78.4%*	*82.5%*
%H (All HH)		*100.0%*	*45.5%*	*8.9%*	*77.3%*	*31.9%*	*45.4%*	*80.9%*
%H (TV HH)			*45.5%*	*8.9%*	*77.3%*	*31.9%*	*45.4%*	

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

October 2012 - September 2013

ITV South West

Household level data

Table 10.10: 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	790	756	328	62	578	221	357	605
%H (All HH)		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*
%H (TV HH)			*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	
Has broadband internet	605	578	278	56	433	194	239	605
%V	*76.6%*	*76.5%*	*84.8%*	*90.3%*	*74.9%*	*87.8%*	*66.9%*	*100.0%*
%H (All HH)		*95.5%*	*46.0%*	*9.3%*	*71.6%*	*32.1%*	*39.5%*	*100.0%*
%H (TV HH)			*48.1%*	*9.7%*	*74.9%*	*33.6%*	*41.3%*	
Number of computers (PCs and laptops)								
0	161	156	44	5	127	23	104	8
%V	*20.4%*	*20.6%*	*13.4%*	*8.1%*	*22.0%*	*10.4%*	*29.1%*	*1.3%*
%H (All HH)		*96.9%*	*27.3%*	*3.1%*	*78.9%*	*14.3%*	*64.6%*	*5.0%*
%H (TV HH)			*28.2%*	*3.2%*	*81.4%*	*14.7%*	*66.7%*	
1	274	260	111	17	202	74	128	248
%V	*34.7%*	*34.4%*	*33.8%*	*27.4%*	*34.9%*	*33.5%*	*35.9%*	*41.0%*
%H (All HH)		*94.9%*	*40.5%*	*6.2%*	*73.7%*	*27.0%*	*46.7%*	*90.5%*
%H (TV HH)			*42.7%*	*6.5%*	*77.7%*	*28.5%*	*49.2%*	
2	176	166	81	17	120	53	67	172
%V	*22.3%*	*22.0%*	*24.7%*	*27.4%*	*20.8%*	*24.0%*	*18.8%*	*28.4%*
%H (All HH)		*94.3%*	*46.0%*	*9.7%*	*68.2%*	*30.1%*	*38.1%*	*97.7%*
%H (TV HH)			*48.8%*	*10.2%*	*72.3%*	*31.9%*	*40.4%*	
3	92	90	50	9	66	35	31	91
%V	*11.6%*	*11.9%*	*15.2%*	*14.5%*	*11.4%*	*15.8%*	*8.7%*	*15.0%*
%H (All HH)		*97.8%*	*54.3%*	*9.8%*	*71.7%*	*38.0%*	*33.7%*	*98.9%*
%H (TV HH)			*55.6%*	*10.0%*	*73.3%*	*38.9%*	*34.4%*	
4	44	43	23	8	30	19	11	43
%V	*5.6%*	*5.7%*	*7.0%*	*12.9%*	*5.2%*	*8.6%*	*3.1%*	*7.1%*
%H (All HH)		*97.7%*	*52.3%*	*18.2%*	*68.2%*	*43.2%*	*25.0%*	*97.7%*
%H (TV HH)			*53.5%*	*18.6%*	*69.8%*	*44.2%*	*25.6%*	
5+	44	40	18	6	32	16	16	43
%V	*5.6%*	*5.3%*	*5.5%*	*9.7%*	*5.5%*	*7.2%*	*4.5%*	*7.1%*
%H (All HH)		*90.9%*	*40.9%*	*13.6%*	*72.7%*	*36.4%*	*36.4%*	*97.7%*
%H (TV HH)			*45.0%*	*15.0%*	*80.0%*	*40.0%*	*40.0%*	

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

October 2012 - September 2013

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1497	711	147	1190	558	633	1223
%H		*47.5%*	*9.8%*	*79.5%*	*37.3%*	*42.3%*	*81.7%*
Under 20"	299	129	23	259	111	148	242
%V	*20.0%*	*18.1%*	*15.6%*	*21.8%*	*19.9%*	*23.4%*	*19.8%*
%H		*43.1%*	*7.7%*	*86.6%*	*37.1%*	*49.5%*	*80.9%*
20" - 29"	401	170	33	339	142	197	310
%V	*26.8%*	*23.9%*	*22.4%*	*28.5%*	*25.4%*	*31.1%*	*25.3%*
%H		*42.4%*	*8.2%*	*84.5%*	*35.4%*	*49.1%*	*77.3%*
30" - 39"	429	202	45	342	156	186	345
%V	*28.7%*	*28.4%*	*30.6%*	*28.7%*	*28.0%*	*29.4%*	*28.2%*
%H		*47.1%*	*10.5%*	*79.7%*	*36.4%*	*43.4%*	*80.4%*
40" and over	283	168	38	201	122	79	254
%V	*18.9%*	*23.6%*	*25.9%*	*16.9%*	*21.9%*	*12.5%*	*20.8%*
%H		*59.4%*	*13.4%*	*71.0%*	*43.1%*	*27.9%*	*89.8%*
Don't know	7	4	0	5	3	3	4
%V	*0.5%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.5%*	*0.3%*
%H		*57.1%*	*0.0%*	*71.4%*	*42.9%*	*42.9%*	*57.1%*
Not Asked	78	38	8	44	24	20	68
%V	*5.2%*	*5.3%*	*5.4%*	*3.7%*	*4.3%*	*3.2%*	*5.6%*
%H		*48.7%*	*10.3%*	*56.4%*	*30.8%*	*25.6%*	*87.2%*

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

October 2012 - September 2013

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1497	711	147	1190	558	633	1223
%H		*47.5%*	*9.8%*	*79.5%*	*37.3%*	*42.3%*	*81.7%*
Main living room	737	325	61	571	219	351	568
%V	*49.2%*	*45.7%*	*41.5%*	*48.0%*	*39.2%*	*55.5%*	*46.4%*
%H		*44.1%*	*8.3%*	*77.5%*	*29.7%*	*47.6%*	*77.1%*
Kitchen	95	45	6	83	39	45	80
%V	*6.3%*	*6.3%*	*4.1%*	*7.0%*	*7.0%*	*7.1%*	*6.5%*
%H		*47.4%*	*6.3%*	*87.4%*	*41.1%*	*47.4%*	*84.2%*
Adult's bedroom	373	190	45	309	168	141	314
%V	*24.9%*	*26.7%*	*30.6%*	*26.0%*	*30.1%*	*22.3%*	*25.7%*
%H		*50.9%*	*12.1%*	*82.8%*	*45.0%*	*37.8%*	*84.2%*
Child's bedroom	76	51	10	62	46	16	73
%V	*5.1%*	*7.2%*	*6.8%*	*5.2%*	*8.2%*	*2.5%*	*6.0%*
%H		*67.1%*	*13.2%*	*81.6%*	*60.5%*	*21.1%*	*96.1%*
Other bedroom	38	20	4	33	19	14	35
%V	*2.5%*	*2.8%*	*2.7%*	*2.8%*	*3.4%*	*2.2%*	*2.9%*
%H		*52.6%*	*10.5%*	*86.8%*	*50.0%*	*36.8%*	*92.1%*
Second living/dining room	66	28	5	60	27	33	55
%V	*4.4%*	*3.9%*	*3.4%*	*5.0%*	*4.8%*	*5.2%*	*4.5%*
%H		*42.4%*	*7.6%*	*90.9%*	*40.9%*	*50.0%*	*83.3%*
Study/office	9	4	0	8	3	5	9
%V	*0.6%*	*0.6%*	*0.0%*	*0.7%*	*0.5%*	*0.8%*	*0.7%*
%H		*44.4%*	*0.0%*	*88.9%*	*33.3%*	*55.6%*	*100.0%*
TV room	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Conservatory	14	6	4	13	8	5	12
%V	*0.9%*	*0.8%*	*2.7%*	*1.1%*	*1.4%*	*0.8%*	*1.0%*
%H		*42.9%*	*28.6%*	*92.9%*	*57.1%*	*35.7%*	*85.7%*
Attic or loft room	2	1	0	2	1	0	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.0%*	*0.2%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
No specific location	2	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	5	2	2	3	2	1	4
%V	*0.3%*	*0.3%*	*1.4%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H		*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
Not Asked	78	38	8	44	24	20	68
%V	*5.2%*	*5.3%*	*5.4%*	*3.7%*	*4.3%*	*3.2%*	*5.6%*
%H		*48.7%*	*10.3%*	*56.4%*	*30.8%*	*25.6%*	*87.2%*

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
October 2012 - September 2013

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1497	711	147	1190	558	633	1223
%H		*47.5%*	*9.8%*	*79.5%*	*37.3%*	*42.3%*	*81.7%*
PVR	575	353	59	397	231	166	506
%V	*38.4%*	*49.6%*	*40.1%*	*33.4%*	*41.4%*	*26.2%*	*41.4%*
%H		*61.4%*	*10.3%*	*69.0%*	*40.2%*	*28.9%*	*88.0%*
DVDR	57	22	5	46	17	30	46
%V	*3.8%*	*3.1%*	*3.4%*	*3.9%*	*3.0%*	*4.7%*	*3.8%*
%H		*38.6%*	*8.8%*	*80.7%*	*29.8%*	*52.6%*	*80.7%*
VCR	27	10	3	22	8	14	20
%V	*1.8%*	*1.4%*	*2.0%*	*1.8%*	*1.4%*	*2.2%*	*1.6%*
%H		*37.0%*	*11.1%*	*81.5%*	*29.6%*	*51.9%*	*74.1%*
Any recorder	614	362	64	431	239	192	536
%V	*41.0%*	*50.9%*	*43.5%*	*36.2%*	*42.8%*	*30.3%*	*43.8%*
%H		*59.0%*	*10.4%*	*70.2%*	*38.9%*	*31.3%*	*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 10.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1497	711	147	1190	558	633	1223
%H		*47.5%*	*9.8%*	*79.5%*	*37.3%*	*42.3%*	*81.7%*
Receives HDTV (via STB or built-in reception)	443	242	74	306	175	130	397
%V	*29.6%*	*34.0%*	*50.3%*	*25.7%*	*31.4%*	*20.5%*	*32.5%*
%H		*54.6%*	*16.7%*	*69.1%*	*39.5%*	*29.3%*	*89.6%*
DVD/Blu-ray player or recorder	911	442	95	728	353	375	768
%V	*60.9%*	*62.2%*	*64.6%*	*61.2%*	*63.3%*	*59.2%*	*62.8%*
%H		*48.5%*	*10.4%*	*79.9%*	*38.7%*	*41.2%*	*84.3%*

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

October 2012 - September 2013

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	756	328	62	578	221	357	578
%H		*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	*76.5%*
Under 20"	30	3	2	27	2	25	16
%V	*4.0%*	*0.9%*	*3.2%*	*4.7%*	*0.9%*	*7.0%*	*2.8%*
%H		*10.0%*	*6.7%*	*90.0%*	*6.7%*	*83.3%*	*53.3%*
20" - 29"	173	47	8	142	26	116	109
%V	*22.9%*	*14.3%*	*12.9%*	*24.6%*	*11.8%*	*32.5%*	*18.9%*
%H		*27.2%*	*4.6%*	*82.1%*	*15.0%*	*67.1%*	*63.0%*
30" - 39"	305	137	23	243	98	146	236
%V	*40.3%*	*41.8%*	*37.1%*	*42.0%*	*44.3%*	*40.9%*	*40.8%*
%H		*44.9%*	*7.5%*	*79.7%*	*32.1%*	*47.9%*	*77.4%*
40" and over	237	141	29	165	96	69	211
%V	*31.3%*	*43.0%*	*46.8%*	*28.5%*	*43.4%*	*19.3%*	*36.5%*
%H		*59.5%*	*12.2%*	*69.6%*	*40.5%*	*29.1%*	*89.0%*
Don't know	1	0	0	1	0	1	0
%V	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*
Not Asked	10	0	0	0	0	0	6
%V	*1.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.0%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*60.0%*

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
October 2012 - September 2013

ITV South West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	756	328	62	578	221	357	578
%H		*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	*76.5%*
PVR	450	270	43	316	179	137	389
%V	*59.5%*	*82.3%*	*69.4%*	*54.7%*	*81.0%*	*38.4%*	*67.3%*
%H		*60.0%*	*9.6%*	*70.2%*	*39.8%*	*30.4%*	*86.4%*
DVDR	49	19	3	38	12	27	38
%V	*6.5%*	*5.8%*	*4.8%*	*6.6%*	*5.4%*	*7.6%*	*6.6%*
%H		*38.8%*	*6.1%*	*77.6%*	*24.5%*	*55.1%*	*77.6%*
VCR	22	9	1	17	5	12	15
%V	*2.9%*	*2.7%*	*1.6%*	*2.9%*	*2.3%*	*3.4%*	*2.6%*
%H		*40.9%*	*4.5%*	*77.3%*	*22.7%*	*54.5%*	*68.2%*
Any recorder	480	276	45	343	183	160	410
%V	*63.5%*	*84.1%*	*72.6%*	*59.3%*	*82.8%*	*44.8%*	*70.9%*
%H		*57.5%*	*9.4%*	*71.5%*	*38.1%*	*33.3%*	*85.4%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	756	328	62	578	221	357	578
%H		*43.4%*	*8.2%*	*76.5%*	*29.2%*	*47.2%*	*76.5%*
Receives HDTV (via STB or built-in reception)	322	181	48	224	129	95	283
%V	*42.6%*	*55.2%*	*77.4%*	*38.8%*	*58.4%*	*26.6%*	*49.0%*
%H		*56.2%*	*14.9%*	*69.6%*	*40.1%*	*29.5%*	*87.9%*
DVD/Blu-ray player or recorder	588	270	53	452	186	265	476
%V	*77.8%*	*82.3%*	*85.5%*	*78.2%*	*84.2%*	*74.2%*	*82.4%*
%H		*45.9%*	*9.0%*	*76.9%*	*31.6%*	*45.1%*	*81.0%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South West

Set level data

Table 10.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	742	383	85	613	336	276	645
%H		*51.6%*	*11.5%*	*82.6%*	*45.3%*	*37.2%*	*86.9%*
Under 20"	269	126	21	232	109	123	226
%V	*36.3%*	*32.9%*	*24.7%*	*37.8%*	*32.4%*	*44.6%*	*35.0%*
%H		*46.8%*	*7.8%*	*86.2%*	*40.5%*	*45.7%*	*84.0%*
20" - 29"	228	123	25	197	117	81	201
%V	*30.7%*	*32.1%*	*29.4%*	*32.1%*	*34.8%*	*29.3%*	*31.2%*
%H		*53.9%*	*11.0%*	*86.4%*	*51.3%*	*35.5%*	*88.2%*
30" - 39"	123	65	22	99	59	40	109
%V	*16.6%*	*17.0%*	*25.9%*	*16.2%*	*17.6%*	*14.5%*	*16.9%*
%H		*52.8%*	*17.9%*	*80.5%*	*48.0%*	*32.5%*	*88.6%*
40" and over	46	27	8	37	26	11	42
%V	*6.2%*	*7.0%*	*9.4%*	*6.0%*	*7.7%*	*4.0%*	*6.5%*
%H		*58.7%*	*17.4%*	*80.4%*	*56.5%*	*23.9%*	*91.3%*
Don't know	6	4	0	4	3	2	3
%V	*0.8%*	*1.0%*	*0.0%*	*0.7%*	*0.9%*	*0.7%*	*0.5%*
%H		*66.7%*	*0.0%*	*66.7%*	*50.0%*	*33.3%*	*50.0%*
Not Asked	70	38	9	44	22	19	64
%V	*9.4%*	*9.9%*	*10.6%*	*7.2%*	*6.5%*	*6.9%*	*9.9%*
%H		*54.3%*	*12.9%*	*62.9%*	*31.4%*	*27.1%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV South West

Set level data

Table 10.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	742	383	85	613	336	276	645
%H		*51.6%*	*11.5%*	*82.6%*	*45.3%*	*37.2%*	*86.9%*
PVR	125	83	16	80	52	29	117
%V	*16.8%*	*21.7%*	*18.8%*	*13.1%*	*15.5%*	*10.5%*	*18.1%*
%H		*66.4%*	*12.8%*	*64.0%*	*41.6%*	*23.2%*	*93.6%*
DVDR	9	3	2	8	5	3	7
%V	*1.2%*	*0.8%*	*2.4%*	*1.3%*	*1.5%*	*1.1%*	*1.1%*
%H		*33.3%*	*22.2%*	*88.9%*	*55.6%*	*33.3%*	*77.8%*
VCR	5	1	2	4	2	2	5
%V	*0.7%*	*0.3%*	*2.4%*	*0.7%*	*0.6%*	*0.7%*	*0.8%*
%H		*20.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
Any recorder	134	86	19	88	56	32	126
%V	*18.1%*	*22.5%*	*22.4%*	*14.4%*	*16.7%*	*11.6%*	*19.5%*
%H		*64.2%*	*14.2%*	*65.7%*	*41.8%*	*23.9%*	*94.0%*

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	742	383	85	613	336	276	645
%H		*51.6%*	*11.5%*	*82.6%*	*45.3%*	*37.2%*	*86.9%*
Receives HDTV (via STB or built-in reception)	121	60	26	82	46	36	114
%V	*16.3%*	*15.7%*	*30.6%*	*13.4%*	*13.7%*	*13.0%*	*17.7%*
%H		*49.6%*	*21.5%*	*67.8%*	*38.0%*	*29.8%*	*94.2%*
DVD/Blu-ray player or recorder	323	172	42	276	166	109	292
%V	*43.5%*	*44.9%*	*49.4%*	*45.0%*	*49.4%*	*39.5%*	*45.3%*
%H		*53.3%*	*13.0%*	*85.4%*	*51.4%*	*33.7%*	*90.4%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South West

Individual level data

Table 10.21: Age 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 Inds	1785	1717	817	164	1299	580	719	1499
%H		*96.2%*	*45.8%*	*9.2%*	*72.8%*	*32.5%*	*40.3%*	*84.0%*
Total Children	317	309	165	35	225	118	106	284
%V	*17.8%*	*18.0%*	*20.2%*	*21.3%*	*17.3%*	*20.3%*	*14.7%*	*18.9%*
%H		*97.5%*	*52.1%*	*11.0%*	*71.0%*	*37.2%*	*33.4%*	*89.6%*
0 - 3	83	81	43	8	58	29	29	71
%V	*4.6%*	*4.7%*	*5.3%*	*4.9%*	*4.5%*	*5.0%*	*4.0%*	*4.7%*
%H		*97.6%*	*51.8%*	*9.6%*	*69.9%*	*34.9%*	*34.9%*	*85.5%*
4 - 15	234	228	122	26	167	90	77	213
%V	*13.1%*	*13.3%*	*14.9%*	*15.9%*	*12.9%*	*15.5%*	*10.7%*	*14.2%*
%H		*97.4%*	*52.1%*	*11.1%*	*71.4%*	*38.5%*	*32.9%*	*91.0%*
4 - 9	124	121	62	14	89	46	43	113
%V	*6.9%*	*7.0%*	*7.6%*	*8.5%*	*6.9%*	*7.9%*	*6.0%*	*7.5%*
%H		*97.6%*	*50.0%*	*11.3%*	*71.8%*	*37.1%*	*34.7%*	*91.1%*
10 - 15	109	107	60	13	78	43	34	100
%V	*6.1%*	*6.2%*	*7.3%*	*7.9%*	*6.0%*	*7.4%*	*4.7%*	*6.7%*
%H		*98.2%*	*55.0%*	*11.9%*	*71.6%*	*39.4%*	*31.2%*	*91.7%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.22: Adults - 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 Inds	1785	1717	817	164	1299	580	719	1499
%H		*96.2%*	*45.8%*	*9.2%*	*72.8%*	*32.5%*	*40.3%*	*84.0%*
Total Adults (16+)	1468	1408	652	129	1075	462	613	1215
%V	*82.2%*	*82.0%*	*79.8%*	*78.7%*	*82.8%*	*79.7%*	*85.3%*	*81.1%*
%H		*95.9%*	*44.4%*	*8.8%*	*73.2%*	*31.5%*	*41.8%*	*82.8%*
16 - 19	78	73	40	11	53	31	21	73
%V	*4.4%*	*4.3%*	*4.9%*	*6.7%*	*4.1%*	*5.3%*	*2.9%*	*4.9%*
%H		*93.6%*	*51.3%*	*14.1%*	*67.9%*	*39.7%*	*26.9%*	*93.6%*
20 - 24	122	110	45	16	75	30	45	109
%V	*6.8%*	*6.4%*	*5.5%*	*9.8%*	*5.8%*	*5.2%*	*6.3%*	*7.3%*
%H		*90.2%*	*36.9%*	*13.1%*	*61.5%*	*24.6%*	*36.9%*	*89.3%*
25 - 34	194	185	99	19	129	65	64	177
%V	*10.9%*	*10.8%*	*12.1%*	*11.6%*	*9.9%*	*11.2%*	*8.9%*	*11.8%*
%H		*95.4%*	*51.0%*	*9.8%*	*66.5%*	*33.5%*	*33.0%*	*91.2%*
35 - 44	214	205	102	21	152	74	78	195
%V	*12.0%*	*11.9%*	*12.5%*	*12.8%*	*11.7%*	*12.8%*	*10.8%*	*13.0%*
%H		*95.8%*	*47.7%*	*9.8%*	*71.0%*	*34.6%*	*36.4%*	*91.1%*
45 - 54	257	247	128	29	183	92	91	234
%V	*14.4%*	*14.4%*	*15.7%*	*17.7%*	*14.1%*	*15.9%*	*12.7%*	*15.6%*
%H		*96.1%*	*49.8%*	*11.3%*	*71.2%*	*35.8%*	*35.4%*	*91.1%*
55 - 64	230	221	100	15	180	75	105	196
%V	*12.9%*	*12.9%*	*12.2%*	*9.1%*	*13.9%*	*12.9%*	*14.6%*	*13.1%*
%H		*96.1%*	*43.5%*	*6.5%*	*78.3%*	*32.6%*	*45.7%*	*85.2%*
65+	373	367	138	18	304	94	209	232
%V	*20.9%*	*21.4%*	*16.9%*	*11.0%*	*23.4%*	*16.2%*	*29.1%*	*15.5%*
%H		*98.4%*	*37.0%*	*4.8%*	*81.5%*	*25.2%*	*56.0%*	*62.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South West

Individual level data

Table 10.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1468	1408	652	129	1075	462	613	1215
%H		*95.9%*	*44.4%*	*8.8%*	*73.2%*	*31.5%*	*41.8%*	*82.8%*
AB	379	365	166	28	284	113	171	346
%V	*25.8%*	*25.9%*	*25.5%*	*21.7%*	*26.4%*	*24.5%*	*27.9%*	*28.5%*
%H		*96.3%*	*43.8%*	*7.4%*	*74.9%*	*29.8%*	*45.1%*	*91.3%*
C1	470	444	197	52	336	147	189	405
%V	*32.0%*	*31.5%*	*30.2%*	*40.3%*	*31.3%*	*31.8%*	*30.8%*	*33.3%*
%H		*94.5%*	*41.9%*	*11.1%*	*71.5%*	*31.3%*	*40.2%*	*86.2%*
C2	359	350	184	32	271	138	133	299
%V	*24.5%*	*24.9%*	*28.2%*	*24.8%*	*25.2%*	*29.9%*	*21.7%*	*24.6%*
%H		*97.5%*	*51.3%*	*8.9%*	*75.5%*	*38.4%*	*37.0%*	*83.3%*
D	172	165	74	13	123	48	75	126
%V	*11.7%*	*11.7%*	*11.3%*	*10.1%*	*11.4%*	*10.4%*	*12.2%*	*10.4%*
%H		*95.9%*	*43.0%*	*7.6%*	*71.5%*	*27.9%*	*43.6%*	*73.3%*
E	88	84	30	5	60	15	45	39
%V	*6.0%*	*6.0%*	*4.6%*	*3.9%*	*5.6%*	*3.2%*	*7.3%*	*3.2%*
%H		*95.5%*	*34.1%*	*5.7%*	*68.2%*	*17.0%*	*51.1%*	*44.3%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1468	1408	652	129	1075	462	613	1215
%H		*95.9%*	*44.4%*	*8.8%*	*73.2%*	*31.5%*	*41.8%*	*82.8%*
Working full time	599	576	301	59	427	214	214	550
%V	*40.8%*	*40.9%*	*46.2%*	*45.7%*	*39.7%*	*46.3%*	*34.9%*	*45.3%*
%H		*96.2%*	*50.3%*	*9.8%*	*71.3%*	*35.7%*	*35.7%*	*91.8%*
Working part time	194	187	90	21	143	69	74	177
%V	*13.2%*	*13.3%*	*13.8%*	*16.3%*	*13.3%*	*14.9%*	*12.1%*	*14.6%*
%H		*96.4%*	*46.4%*	*10.8%*	*73.7%*	*35.6%*	*38.1%*	*91.2%*
Not working	674	645	261	49	504	179	325	487
%V	*45.9%*	*45.8%*	*40.0%*	*38.0%*	*46.9%*	*38.7%*	*53.0%*	*40.1%*
%H		*95.7%*	*38.7%*	*7.3%*	*74.8%*	*26.6%*	*48.2%*	*72.3%*
Housewife/Houseperson	790	756	328	62	578	221	357	605
%V	*53.8%*	*53.7%*	*50.3%*	*48.1%*	*53.8%*	*47.8%*	*58.2%*	*49.8%*
%H		*95.7%*	*41.5%*	*7.8%*	*73.2%*	*28.0%*	*45.2%*	*76.6%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.25: Males - 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 Males (16+)	711	683	324	65	517	230	287	598
%H		*96.1%*	*45.6%*	*9.1%*	*72.7%*	*32.3%*	*40.4%*	*84.1%*
16 - 19	38	36	21	6	26	16	10	37
%V	*5.3%*	*5.3%*	*6.5%*	*9.2%*	*5.0%*	*7.0%*	*3.5%*	*6.2%*
%H		*94.7%*	*55.3%*	*15.8%*	*68.4%*	*42.1%*	*26.3%*	*97.4%*
20 - 24	61	58	22	9	40	14	25	55
%V	*8.6%*	*8.5%*	*6.8%*	*13.8%*	*7.7%*	*6.1%*	*8.7%*	*9.2%*
%H		*95.1%*	*36.1%*	*14.8%*	*65.6%*	*23.0%*	*41.0%*	*90.2%*
25 - 34	94	89	46	10	61	30	31	87
%V	*13.2%*	*13.0%*	*14.2%*	*15.4%*	*11.8%*	*13.0%*	*10.8%*	*14.5%*
%H		*94.7%*	*48.9%*	*10.6%*	*64.9%*	*31.9%*	*33.0%*	*92.6%*
35 - 44	106	102	52	9	78	38	40	95
%V	*14.9%*	*14.9%*	*16.0%*	*13.8%*	*15.1%*	*16.5%*	*13.9%*	*15.9%*
%H		*96.2%*	*49.1%*	*8.5%*	*73.6%*	*35.8%*	*37.7%*	*89.6%*
45 - 54	130	124	66	16	89	47	42	117
%V	*18.3%*	*18.2%*	*20.4%*	*24.6%*	*17.2%*	*20.4%*	*14.6%*	*19.6%*
%H		*95.4%*	*50.8%*	*12.3%*	*68.5%*	*36.2%*	*32.3%*	*90.0%*
55 - 64	109	104	48	7	86	38	48	92
%V	*15.3%*	*15.2%*	*14.8%*	*10.8%*	*16.6%*	*16.5%*	*16.7%*	*15.4%*
%H		*95.4%*	*44.0%*	*6.4%*	*78.9%*	*34.9%*	*44.0%*	*84.4%*
65+	173	169	69	8	137	46	91	116
%V	*24.3%*	*24.7%*	*21.3%*	*12.3%*	*26.5%*	*20.0%*	*31.7%*	*19.4%*
%H		*97.7%*	*39.9%*	*4.6%*	*79.2%*	*26.6%*	*52.6%*	*67.1%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	711	683	324	65	517	230	287	598
%H		*96.1%*	*45.6%*	*9.1%*	*72.7%*	*32.3%*	*40.4%*	*84.1%*
AB	189	182	82	14	141	55	86	174
%V	*26.6%*	*26.6%*	*25.3%*	*21.5%*	*27.3%*	*23.9%*	*30.0%*	*29.1%*
%H		*96.3%*	*43.4%*	*7.4%*	*74.6%*	*29.1%*	*45.5%*	*92.1%*
C1	215	205	95	26	155	73	82	190
%V	*30.2%*	*30.0%*	*29.3%*	*40.0%*	*30.0%*	*31.7%*	*28.6%*	*31.8%*
%H		*95.3%*	*44.2%*	*12.1%*	*72.1%*	*34.0%*	*38.1%*	*88.4%*
C2	186	181	95	15	140	70	69	153
%V	*26.2%*	*26.5%*	*29.3%*	*23.1%*	*27.1%*	*30.4%*	*24.0%*	*25.6%*
%H		*97.3%*	*51.1%*	*8.1%*	*75.3%*	*37.6%*	*37.1%*	*82.3%*
D	85	81	36	7	60	24	37	64
%V	*12.0%*	*11.9%*	*11.1%*	*10.8%*	*11.6%*	*10.4%*	*12.9%*	*10.7%*
%H		*95.3%*	*42.4%*	*8.2%*	*70.6%*	*28.2%*	*43.5%*	*75.3%*
E	36	33	15	2	20	7	13	17
%V	*5.1%*	*4.8%*	*4.6%*	*3.1%*	*3.9%*	*3.0%*	*4.5%*	*2.8%*
%H		*91.7%*	*41.7%*	*5.6%*	*55.6%*	*19.4%*	*36.1%*	*47.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South West

Individual level data

Table 10.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	711	683	324	65	517	230	287	598
%H		*96.1%*	*45.6%*	*9.1%*	*72.7%*	*32.3%*	*40.4%*	*84.1%*
Working full time	370	358	191	38	266	139	128	340
%V	*52.0%*	*52.4%*	*59.0%*	*58.5%*	*51.5%*	*60.4%*	*44.6%*	*56.9%*
%H		*96.8%*	*51.6%*	*10.3%*	*71.9%*	*37.6%*	*34.6%*	*91.9%*
Working part time	43	41	14	5	32	12	20	40
%V	*6.0%*	*6.0%*	*4.3%*	*7.7%*	*6.2%*	*5.2%*	*7.0%*	*6.7%*
%H		*95.3%*	*32.6%*	*11.6%*	*74.4%*	*27.9%*	*46.5%*	*93.0%*
Not working	297	284	118	22	218	79	139	218
%V	*41.8%*	*41.6%*	*36.4%*	*33.8%*	*42.2%*	*34.3%*	*48.4%*	*36.5%*
%H		*95.6%*	*39.7%*	*7.4%*	*73.4%*	*26.6%*	*46.8%*	*73.4%*
Housewife/Houseperson	162	149	57	11	109	32	77	105
%V	*22.8%*	*21.8%*	*17.6%*	*16.9%*	*21.1%*	*13.9%*	*26.8%*	*17.6%*
%H		*92.0%*	*35.2%*	*6.8%*	*67.3%*	*19.8%*	*47.5%*	*64.8%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.28: Females - 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 Females (16+)	757	726	328	64	558	232	326	617
%H		*95.9%*	*43.3%*	*8.5%*	*73.7%*	*30.6%*	*43.1%*	*81.5%*
16 - 19	40	37	19	6	26	15	11	36
%V	*5.3%*	*5.1%*	*5.8%*	*9.4%*	*4.7%*	*6.5%*	*3.4%*	*5.8%*
%H		*92.5%*	*47.5%*	*15.0%*	*65.0%*	*37.5%*	*27.5%*	*90.0%*
20 - 24	61	51	23	7	35	16	19	54
%V	*8.1%*	*7.0%*	*7.0%*	*10.9%*	*6.3%*	*6.9%*	*5.8%*	*8.8%*
%H		*83.6%*	*37.7%*	*11.5%*	*57.4%*	*26.2%*	*31.1%*	*88.5%*
25 - 34	100	96	52	9	68	35	33	90
%V	*13.2%*	*13.2%*	*15.9%*	*14.1%*	*12.2%*	*15.1%*	*10.1%*	*14.6%*
%H		*96.0%*	*52.0%*	*9.0%*	*68.0%*	*35.0%*	*33.0%*	*90.0%*
35 - 44	108	103	50	12	74	36	39	100
%V	*14.3%*	*14.2%*	*15.2%*	*18.8%*	*13.3%*	*15.5%*	*12.0%*	*16.2%*
%H		*95.4%*	*46.3%*	*11.1%*	*68.5%*	*33.3%*	*36.1%*	*92.6%*
45 - 54	127	123	63	13	94	45	49	117
%V	*16.8%*	*16.9%*	*19.2%*	*20.3%*	*16.8%*	*19.4%*	*15.0%*	*19.0%*
%H		*96.9%*	*49.6%*	*10.2%*	*74.0%*	*35.4%*	*38.6%*	*92.1%*
55 - 64	121	117	52	8	94	37	57	103
%V	*16.0%*	*16.1%*	*15.9%*	*12.5%*	*16.8%*	*15.9%*	*17.5%*	*16.7%*
%H		*96.7%*	*43.0%*	*6.6%*	*77.7%*	*30.6%*	*47.1%*	*85.1%*
65+	200	198	69	10	166	48	118	116
%V	*26.4%*	*27.3%*	*21.0%*	*15.6%*	*29.7%*	*20.7%*	*36.2%*	*18.8%*
%H		*99.0%*	*34.5%*	*5.0%*	*83.0%*	*24.0%*	*59.0%*	*58.0%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	757	726	328	64	558	232	326	617
%H		*95.9%*	*43.3%*	*8.5%*	*73.7%*	*30.6%*	*43.1%*	*81.5%*
AB	189	183	84	14	143	58	85	172
%V	*25.0%*	*25.2%*	*25.6%*	*21.9%*	*25.6%*	*25.0%*	*26.1%*	*27.9%*
%H		*96.8%*	*44.4%*	*7.4%*	*75.7%*	*30.7%*	*45.0%*	*91.0%*
C1	255	238	102	26	181	74	107	215
%V	*33.7%*	*32.8%*	*31.1%*	*40.6%*	*32.4%*	*31.9%*	*32.8%*	*34.8%*
%H		*93.3%*	*40.0%*	*10.2%*	*71.0%*	*29.0%*	*42.0%*	*84.3%*
C2	173	169	89	16	131	68	63	145
%V	*22.9%*	*23.3%*	*27.1%*	*25.0%*	*23.5%*	*29.3%*	*19.3%*	*23.5%*
%H		*97.7%*	*51.4%*	*9.2%*	*75.7%*	*39.3%*	*36.4%*	*83.8%*
D	87	84	38	6	62	25	38	62
%V	*11.5%*	*11.6%*	*11.6%*	*9.4%*	*11.1%*	*10.8%*	*11.7%*	*10.0%*
%H		*96.6%*	*43.7%*	*6.9%*	*71.3%*	*28.7%*	*43.7%*	*71.3%*
E	52	51	15	3	40	8	32	22
%V	*6.9%*	*7.0%*	*4.6%*	*4.7%*	*7.2%*	*3.4%*	*9.8%*	*3.6%*
%H		*98.1%*	*28.8%*	*5.8%*	*76.9%*	*15.4%*	*61.5%*	*42.3%*

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

October 2012 - September 2013

ITV South West

Individual level data

Table 10.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	757	726	328	64	558	232	326	617
%H		*95.9%*	*43.3%*	*8.5%*	*73.7%*	*30.6%*	*43.1%*	*81.5%*
Working full time	229	218	110	21	161	75	86	210
%V	*30.3%*	*30.0%*	*33.5%*	*32.8%*	*28.9%*	*32.3%*	*26.4%*	*34.0%*
%H		*95.2%*	*48.0%*	*9.2%*	*70.3%*	*32.8%*	*37.6%*	*91.7%*
Working part time	151	147	76	16	111	57	54	137
%V	*19.9%*	*20.2%*	*23.2%*	*25.0%*	*19.9%*	*24.6%*	*16.6%*	*22.2%*
%H		*97.4%*	*50.3%*	*10.6%*	*73.5%*	*37.7%*	*35.8%*	*90.7%*
Not working	377	361	142	27	286	100	186	270
%V	*49.8%*	*49.7%*	*43.3%*	*42.2%*	*51.3%*	*43.1%*	*57.1%*	*43.8%*
%H		*95.8%*	*37.7%*	*7.2%*	*75.9%*	*26.5%*	*49.3%*	*71.6%*
Housewife/Houseperson	628	606	271	51	468	189	280	500
%V	*83.0%*	*83.5%*	*82.6%*	*79.7%*	*83.9%*	*81.5%*	*85.9%*	*81.0%*
%H		*96.5%*	*43.2%*	*8.1%*	*74.5%*	*30.1%*	*44.6%*	*79.6%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

Contents Page

Household

Table 11.1: Social Grade 284
Table 11.2: Housewife Age 285
Table 11.3: Size of Household 286
Table 11.4: Presence of Children 287
Table 11.5: Number of TV sets in household 288
Table 11.6: Screen size 289
Table 11.7: Location of ANY set in household 290
Table 11.8: Recorders 291
Table 11.9: Recorders and other equipment 292
Table 11.10: Computers and Internet 293

Sets

Table 11.11: Screen Size 294
Table 11.12: Location of set 295
Table 11.13: Recorders 296
Table 11.14: Other TV equipment 296
Table 11.15: Main Set Screen Size 297
Table 11.16: Main Set Recorders 298
Table 11.17: Main Set - Other TV equipment 298
Table 11.18: Other Sets (non-Main Set) Screen Size 299
Table 11.19: Other Set (non-Main Set) Recorders 300
Table 11.20: Other Set (non-Main Set) - Other TV equipment 300

Individuals

Table 11.21: Age of Children 301
Table 11.22: Adults - Age 302
Table 11.23: Social Grade (Adults 16+) 303
Table 11.24: Working Status (Adults 16+) 304
Table 11.25: Males - Age 305
Table 11.26: Social Grade (Males 16+) 306
Table 11.27: Working Status (Males 16+) 307
Table 11.28: Females - Age 308
Table 11.29: Social Grade (Females 16+) 309
Table 11.30: Working Status (Females 16+) 310

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
AB	142	138	76	16	100	53	47	126
%V	*19.7%*	*19.8%*	*22.0%*	*25.8%*	*18.9%*	*21.7%*	*16.4%*	*25.1%*
%H (All HH)		*97.2%*	*53.5%*	*11.3%*	*70.4%*	*37.3%*	*33.1%*	*88.7%*
%H (TV HH)			*55.1%*	*11.6%*	*72.5%*	*38.4%*	*34.1%*	
C1	167	161	87	14	121	62	59	134
%V	*23.2%*	*23.1%*	*25.2%*	*22.6%*	*22.9%*	*25.4%*	*20.6%*	*26.7%*
%H (All HH)		*96.4%*	*52.1%*	*8.4%*	*72.5%*	*37.1%*	*35.3%*	*80.2%*
%H (TV HH)			*54.0%*	*8.7%*	*75.2%*	*38.5%*	*36.6%*	
C2	140	136	71	10	106	51	55	105
%V	*19.5%*	*19.5%*	*20.6%*	*16.1%*	*20.0%*	*20.9%*	*19.2%*	*21.0%*
%H (All HH)		*97.1%*	*50.7%*	*7.1%*	*75.7%*	*36.4%*	*39.3%*	*75.0%*
%H (TV HH)			*52.2%*	*7.4%*	*77.9%*	*37.5%*	*40.4%*	
D	122	117	59	9	89	40	49	81
%V	*17.0%*	*16.8%*	*17.1%*	*14.5%*	*16.8%*	*16.4%*	*17.1%*	*16.2%*
%H (All HH)		*95.9%*	*48.4%*	*7.4%*	*73.0%*	*32.8%*	*40.2%*	*66.4%*
%H (TV HH)			*50.4%*	*7.7%*	*76.1%*	*34.2%*	*41.9%*	
E	148	143	53	13	113	37	76	54
%V	*20.6%*	*20.5%*	*15.4%*	*21.0%*	*21.4%*	*15.2%*	*26.6%*	*10.8%*
%H (All HH)		*96.6%*	*35.8%*	*8.8%*	*76.4%*	*25.0%*	*51.4%*	*36.5%*
%H (TV HH)			*37.1%*	*9.1%*	*79.0%*	*25.9%*	*53.1%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Household level data

Table 11.2: 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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Under 25	24	22	10	2	16	6	10	16
%V	*3.3%*	*3.2%*	*2.9%*	*3.2%*	*3.0%*	*2.5%*	*3.5%*	*3.2%*
%H (All HH)		*91.7%*	*41.7%*	*8.3%*	*66.7%*	*25.0%*	*41.7%*	*66.7%*
%H (TV HH)			*45.5%*	*9.1%*	*72.7%*	*27.3%*	*45.5%*	
25 - 34	116	110	65	12	75	42	32	96
%V	*16.1%*	*15.8%*	*18.8%*	*19.4%*	*14.2%*	*17.2%*	*11.2%*	*19.2%*
%H (All HH)		*94.8%*	*56.0%*	*10.3%*	*64.7%*	*36.2%*	*27.6%*	*82.8%*
%H (TV HH)			*59.1%*	*10.9%*	*68.2%*	*38.2%*	*29.1%*	
35 - 44	137	133	81	13	95	55	40	120
%V	*19.1%*	*19.1%*	*23.5%*	*21.0%*	*18.0%*	*22.5%*	*14.0%*	*24.0%*
%H (All HH)		*97.1%*	*59.1%*	*9.5%*	*69.3%*	*40.1%*	*29.2%*	*87.6%*
%H (TV HH)			*60.9%*	*9.8%*	*71.4%*	*41.4%*	*30.1%*	
45 - 54	148	144	79	13	108	56	52	121
%V	*20.6%*	*20.7%*	*22.9%*	*21.0%*	*20.4%*	*23.0%*	*18.2%*	*24.2%*
%H (All HH)		*97.3%*	*53.4%*	*8.8%*	*73.0%*	*37.8%*	*35.1%*	*81.8%*
%H (TV HH)			*54.9%*	*9.0%*	*75.0%*	*38.9%*	*36.1%*	
55 - 64	117	114	56	12	89	43	46	85
%V	*16.3%*	*16.4%*	*16.2%*	*19.4%*	*16.8%*	*17.6%*	*16.1%*	*17.0%*
%H (All HH)		*97.4%*	*47.9%*	*10.3%*	*76.1%*	*36.8%*	*39.3%*	*72.6%*
%H (TV HH)			*49.1%*	*10.5%*	*78.1%*	*37.7%*	*40.4%*	
65 +	177	173	54	11	147	41	106	63
%V	*24.6%*	*24.9%*	*15.7%*	*17.7%*	*27.8%*	*16.8%*	*37.1%*	*12.6%*
%H (All HH)		*97.7%*	*30.5%*	*6.2%*	*83.1%*	*23.2%*	*59.9%*	*35.6%*
%H (TV HH)			*31.2%*	*6.4%*	*85.0%*	*23.7%*	*61.3%*	

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

October 2012 - September 2013

ITV Ulster

Household level data

Table 11.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
1	208	197	61	16	158	41	117	80
%V	*28.9%*	*28.3%*	*17.7%*	*25.8%*	*29.9%*	*16.8%*	*40.9%*	*16.0%*
%H (All HH)		*94.7%*	*29.3%*	*7.7%*	*76.0%*	*19.7%*	*56.3%*	*38.5%*
%H (TV HH)			*31.0%*	*8.1%*	*80.2%*	*20.8%*	*59.4%*	
2	210	204	103	20	158	76	81	148
%V	*29.2%*	*29.3%*	*29.9%*	*32.3%*	*29.9%*	*31.1%*	*28.3%*	*29.5%*
%H (All HH)		*97.1%*	*49.0%*	*9.5%*	*75.2%*	*36.2%*	*38.6%*	*70.5%*
%H (TV HH)			*50.5%*	*9.8%*	*77.5%*	*37.3%*	*39.7%*	
3	119	116	70	11	84	49	35	103
%V	*16.6%*	*16.7%*	*20.3%*	*17.7%*	*15.9%*	*20.1%*	*12.2%*	*20.6%*
%H (All HH)		*97.5%*	*58.8%*	*9.2%*	*70.6%*	*41.2%*	*29.4%*	*86.6%*
%H (TV HH)			*60.3%*	*9.5%*	*72.4%*	*42.2%*	*30.2%*	
4	107	106	67	11	76	48	28	99
%V	*14.9%*	*15.2%*	*19.4%*	*17.7%*	*14.4%*	*19.7%*	*9.8%*	*19.8%*
%H (All HH)		*99.1%*	*62.6%*	*10.3%*	*71.0%*	*44.9%*	*26.2%*	*92.5%*
%H (TV HH)			*63.2%*	*10.4%*	*71.7%*	*45.3%*	*26.4%*	
5+	74	72	43	5	54	30	24	71
%V	*10.3%*	*10.3%*	*12.5%*	*8.1%*	*10.2%*	*12.3%*	*8.4%*	*14.2%*
%H (All HH)		*97.3%*	*58.1%*	*6.8%*	*73.0%*	*40.5%*	*32.4%*	*95.9%*
%H (TV HH)			*59.7%*	*6.9%*	*75.0%*	*41.7%*	*33.3%*	
Average HH size	2.52	2.53	2.84	2.55	2.49	2.84	2.19	2.91

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

October 2012 - September 2013

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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Without	511	490	217	43	386	158	228	313
%V	*71.1%*	*70.4%*	*62.9%*	*69.4%*	*73.0%*	*64.8%*	*79.7%*	*62.5%*
%H (All HH)		*95.9%*	*42.5%*	*8.4%*	*75.5%*	*30.9%*	*44.6%*	*61.3%*
%H (TV HH)			*44.3%*	*8.8%*	*78.8%*	*32.2%*	*46.5%*	
With	209	205	128	20	144	85	58	187
%V	*29.1%*	*29.5%*	*37.1%*	*32.3%*	*27.2%*	*34.8%*	*20.3%*	*37.3%*
%H (All HH)		*98.1%*	*61.2%*	*9.6%*	*68.9%*	*40.7%*	*27.8%*	*89.5%*
%H (TV HH)			*62.4%*	*9.8%*	*70.2%*	*41.5%*	*28.3%*	
0 - 3	81	79	51	7	53	32	21	69
%V	*11.3%*	*11.4%*	*14.8%*	*11.3%*	*10.0%*	*13.1%*	*7.3%*	*13.8%*
%H (All HH)		*97.5%*	*63.0%*	*8.6%*	*65.4%*	*39.5%*	*25.9%*	*85.2%*
%H (TV HH)			*64.6%*	*8.9%*	*67.1%*	*40.5%*	*26.6%*	
4 - 9	110	108	70	11	74	46	27	99
%V	*15.3%*	*15.5%*	*20.3%*	*17.7%*	*14.0%*	*18.9%*	*9.4%*	*19.8%*
%H (All HH)		*98.2%*	*63.6%*	*10.0%*	*67.3%*	*41.8%*	*24.5%*	*90.0%*
%H (TV HH)			*64.8%*	*10.2%*	*68.5%*	*42.6%*	*25.0%*	
10 - 15	103	101	60	10	74	43	31	95
%V	*14.3%*	*14.5%*	*17.4%*	*16.1%*	*14.0%*	*17.6%*	*10.8%*	*19.0%*
%H (All HH)		*98.1%*	*58.3%*	*9.7%*	*71.8%*	*41.7%*	*30.1%*	*92.2%*
%H (TV HH)			*59.4%*	*9.9%*	*73.3%*	*42.6%*	*30.7%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
1	254	254	102	21	176	50	126	138
%V	*35.3%*	*36.5%*	*29.6%*	*33.9%*	*33.3%*	*20.5%*	*44.1%*	*27.5%*
%H (All HH)		*100.0%*	*40.2%*	*8.3%*	*69.3%*	*19.7%*	*49.6%*	*54.3%*
%H (TV HH)			*40.2%*	*8.3%*	*69.3%*	*19.7%*	*49.6%*	
2	260	260	131	26	202	98	104	191
%V	*36.2%*	*37.4%*	*38.0%*	*41.9%*	*38.2%*	*40.2%*	*36.4%*	*38.1%*
%H (All HH)		*100.0%*	*50.4%*	*10.0%*	*77.7%*	*37.7%*	*40.0%*	*73.5%*
%H (TV HH)			*50.4%*	*10.0%*	*77.7%*	*37.7%*	*40.0%*	
3	113	113	62	11	93	53	40	97
%V	*15.7%*	*16.2%*	*18.0%*	*17.7%*	*17.6%*	*21.7%*	*14.0%*	*19.4%*
%H (All HH)		*100.0%*	*54.9%*	*9.7%*	*82.3%*	*46.9%*	*35.4%*	*85.8%*
%H (TV HH)			*54.9%*	*9.7%*	*82.3%*	*46.9%*	*35.4%*	
4	45	45	32	3	38	28	11	43
%V	*6.3%*	*6.5%*	*9.3%*	*4.8%*	*7.2%*	*11.5%*	*3.8%*	*8.6%*
%H (All HH)		*100.0%*	*71.1%*	*6.7%*	*84.4%*	*62.2%*	*24.4%*	*95.6%*
%H (TV HH)			*71.1%*	*6.7%*	*84.4%*	*62.2%*	*24.4%*	
5+	23	23	17	1	21	16	5	22
%V	*3.2%*	*3.3%*	*4.9%*	*1.6%*	*4.0%*	*6.6%*	*1.7%*	*4.4%*
%H (All HH)		*100.0%*	*73.9%*	*4.3%*	*91.3%*	*69.6%*	*21.7%*	*95.7%*
%H (TV HH)			*73.9%*	*4.3%*	*91.3%*	*69.6%*	*21.7%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Household level data

Table 11.6: 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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Under 20"	122	122	62	9	109	58	51	89
%V	*17.0%*	*17.5%*	*18.0%*	*14.5%*	*20.6%*	*23.8%*	*17.8%*	*17.8%*
%H (All HH)		*100.0%*	*50.8%*	*7.4%*	*89.3%*	*47.5%*	*41.8%*	*73.0%*
%H (TV HH)			*50.8%*	*7.4%*	*89.3%*	*47.5%*	*41.8%*	
20" - 29"	287	287	132	24	236	105	131	199
%V	*39.9%*	*41.2%*	*38.3%*	*38.7%*	*44.6%*	*43.0%*	*45.8%*	*39.7%*
%H (All HH)		*100.0%*	*46.0%*	*8.4%*	*82.2%*	*36.6%*	*45.6%*	*69.3%*
%H (TV HH)			*46.0%*	*8.4%*	*82.2%*	*36.6%*	*45.6%*	
30" - 39"	383	383	196	34	298	144	154	281
%V	*53.3%*	*55.0%*	*56.8%*	*54.8%*	*56.3%*	*59.0%*	*53.8%*	*56.1%*
%H (All HH)		*100.0%*	*51.2%*	*8.9%*	*77.8%*	*37.6%*	*40.2%*	*73.4%*
%H (TV HH)			*51.2%*	*8.9%*	*77.8%*	*37.6%*	*40.2%*	
40" and over	301	301	191	30	220	139	81	253
%V	*41.9%*	*43.2%*	*55.4%*	*48.4%*	*41.6%*	*57.0%*	*28.3%*	*50.5%*
%H (All HH)		*100.0%*	*63.5%*	*10.0%*	*73.1%*	*46.2%*	*26.9%*	*84.1%*
%H (TV HH)			*63.5%*	*10.0%*	*73.1%*	*46.2%*	*26.9%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Household level data

Table 11.7: 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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Main living room	683	683	342	61	521	241	280	481
%V	*95.0%*	*98.1%*	*99.1%*	*98.4%*	*98.5%*	*98.8%*	*97.9%*	*96.0%*
%H (All HH)		*100.0%*	*50.1%*	*8.9%*	*76.3%*	*35.3%*	*41.0%*	*70.4%*
%H (TV HH)			*50.1%*	*8.9%*	*76.3%*	*35.3%*	*41.0%*	
Kitchen	156	156	81	9	139	73	66	119
%V	*21.7%*	*22.4%*	*23.5%*	*14.5%*	*26.3%*	*29.9%*	*23.1%*	*23.8%*
%H (All HH)		*100.0%*	*51.9%*	*5.8%*	*89.1%*	*46.8%*	*42.3%*	*76.3%*
%H (TV HH)			*51.9%*	*5.8%*	*89.1%*	*46.8%*	*42.3%*	
Adult's bedroom	246	246	137	26	200	116	84	197
%V	*34.2%*	*35.3%*	*39.7%*	*41.9%*	*37.8%*	*47.5%*	*29.4%*	*39.3%*
%H (All HH)		*100.0%*	*55.7%*	*10.6%*	*81.3%*	*47.2%*	*34.1%*	*80.1%*
%H (TV HH)			*55.7%*	*10.6%*	*81.3%*	*47.2%*	*34.1%*	
Child's bedroom	48	48	33	5	39	29	10	45
%V	*6.7%*	*6.9%*	*9.6%*	*8.1%*	*7.4%*	*11.9%*	*3.5%*	*9.0%*
%H (All HH)		*100.0%*	*68.8%*	*10.4%*	*81.3%*	*60.4%*	*20.8%*	*93.8%*
%H (TV HH)			*68.8%*	*10.4%*	*81.3%*	*60.4%*	*20.8%*	
Other bedroom	25	25	14	4	22	13	9	23
%V	*3.5%*	*3.6%*	*4.1%*	*6.5%*	*4.2%*	*5.3%*	*3.1%*	*4.6%*
%H (All HH)		*100.0%*	*56.0%*	*16.0%*	*88.0%*	*52.0%*	*36.0%*	*92.0%*
%H (TV HH)			*56.0%*	*16.0%*	*88.0%*	*52.0%*	*36.0%*	
Second living/dining room	116	116	71	10	91	55	36	105
%V	*16.1%*	*16.7%*	*20.6%*	*16.1%*	*17.2%*	*22.5%*	*12.6%*	*21.0%*
%H (All HH)		*100.0%*	*61.2%*	*8.6%*	*78.4%*	*47.4%*	*31.0%*	*90.5%*
%H (TV HH)			*61.2%*	*8.6%*	*78.4%*	*47.4%*	*31.0%*	
Study/office	7	7	4	0	6	4	2	6
%V	*1.0%*	*1.0%*	*1.2%*	*0.0%*	*1.1%*	*1.6%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*85.7%*
%H (TV HH)			*57.1%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	
TV room	7	7	5	1	6	4	2	7
%V	*1.0%*	*1.0%*	*1.4%*	*1.6%*	*1.1%*	*1.6%*	*0.7%*	*1.4%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*85.7%*	*57.1%*	*28.6%*	
Conservatory	9	9	6	0	7	4	3	8
%V	*1.3%*	*1.3%*	*1.7%*	*0.0%*	*1.3%*	*1.6%*	*1.0%*	*1.6%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	*88.9%*
%H (TV HH)			*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	
Attic or loft room	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	1	1	0	0	1	0	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*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%*	
Other	3	3	2	0	3	2	1	2
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.6%*	*0.8%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	*66.7%*
%H (TV HH)			*66.7%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	

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

October 2012 - September 2013

ITV Ulster

Household level data

Table 11.8: Recorders 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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Any DSAT provider	345	345	345	4	218	218	0	288
%V	*48.0%*	*49.6%*	*100.0%*	*6.5%*	*41.2%*	*89.3%*	*0.0%*	*57.5%*
%H (All HH)			*100.0%*	*1.2%*	*63.2%*	*63.2%*	*0.0%*	*83.5%*
%H (TV HH)			*100.0%*	*1.2%*	*63.2%*	*63.2%*	*0.0%*	
Sky with subcription	304	304	304	2	195	195	0	259
%V	*42.3%*	*43.7%*	*88.1%*	*3.2%*	*36.9%*	*79.9%*	*0.0%*	*51.7%*
%H (All HH)			*100.0%*	*0.7%*	*64.1%*	*64.1%*	*0.0%*	*85.2%*
%H (TV HH)			*100.0%*	*0.7%*	*64.1%*	*64.1%*	*0.0%*	
Sky without subscription	19	19	19	0	11	11	0	12
%V	*2.6%*	*2.7%*	*5.5%*	*0.0%*	*2.1%*	*4.5%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*0.0%*	*57.9%*	*57.9%*	*0.0%*	*63.2%*
%H (TV HH)			*100.0%*	*0.0%*	*57.9%*	*57.9%*	*0.0%*	
Freesat	17	17	17	0	11	11	0	13
%V	*2.4%*	*2.4%*	*4.9%*	*0.0%*	*2.1%*	*4.5%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*0.0%*	*64.7%*	*64.7%*	*0.0%*	*76.5%*
%H (TV HH)			*100.0%*	*0.0%*	*64.7%*	*64.7%*	*0.0%*	
Other satellite provider	10	10	10	1	4	4	0	9
%V	*1.4%*	*1.4%*	*2.9%*	*1.6%*	*0.8%*	*1.6%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*10.0%*	*40.0%*	*40.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*10.0%*	*40.0%*	*40.0%*	*0.0%*	
DCAB	62	62	4	62	28	28	0	51
%V	*8.6%*	*8.9%*	*1.2%*	*100.0%*	*5.3%*	*11.5%*	*0.0%*	*10.2%*
%H (All HH)			*6.5%*	*100.0%*	*45.2%*	*45.2%*	*0.0%*	*82.3%*
%H (TV HH)			*6.5%*	*100.0%*	*45.2%*	*45.2%*	*0.0%*	
DTT	529	529	218	28	529	244	286	355
%V	*73.6%*	*76.0%*	*63.2%*	*45.2%*	*100.0%*	*100.0%*	*100.0%*	*70.9%*
%H (All HH)		*100.0%*	*41.2%*	*5.3%*	*100.0%*	*46.1%*	*54.1%*	*67.1%*
%H (TV HH)			*41.2%*	*5.3%*	*100.0%*	*46.1%*	*54.1%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
PVR	347	347	270	37	234	191	43	293
%V	*48.3%*	*49.9%*	*78.3%*	*59.7%*	*44.2%*	*78.3%*	*15.0%*	*58.5%*
%H (All HH)		*100.0%*	*77.8%*	*10.7%*	*67.4%*	*55.0%*	*12.4%*	*84.4%*
%H (TV HH)			*77.8%*	*10.7%*	*67.4%*	*55.0%*	*12.4%*	
DVDR	40	40	21	4	30	15	15	31
%V	*5.6%*	*5.7%*	*6.1%*	*6.5%*	*5.7%*	*6.1%*	*5.2%*	*6.2%*
%H (All HH)		*100.0%*	*52.5%*	*10.0%*	*75.0%*	*37.5%*	*37.5%*	*77.5%*
%H (TV HH)			*52.5%*	*10.0%*	*75.0%*	*37.5%*	*37.5%*	
VCR	20	20	7	1	17	5	12	12
%V	*2.8%*	*2.9%*	*2.0%*	*1.6%*	*3.2%*	*2.0%*	*4.2%*	*2.4%*
%H (All HH)		*100.0%*	*35.0%*	*5.0%*	*85.0%*	*25.0%*	*60.0%*	*60.0%*
%H (TV HH)			*35.0%*	*5.0%*	*85.0%*	*25.0%*	*60.0%*	
Any recorder	373	373	277	38	256	195	60	307
%V	*51.9%*	*53.6%*	*80.3%*	*61.3%*	*48.4%*	*79.9%*	*21.0%*	*61.3%*
%H (All HH)		*100.0%*	*74.3%*	*10.2%*	*68.6%*	*52.3%*	*16.1%*	*82.3%*
%H (TV HH)			*74.3%*	*10.2%*	*68.6%*	*52.3%*	*16.1%*	
Receives HDTV (via STB or built-in reception)	285	285	175	37	210	134	76	231
%V	*39.6%*	*40.9%*	*50.7%*	*59.7%*	*39.7%*	*54.9%*	*26.6%*	*46.1%*
%H (All HH)		*100.0%*	*61.4%*	*13.0%*	*73.7%*	*47.0%*	*26.7%*	*81.1%*
%H (TV HH)			*61.4%*	*13.0%*	*73.7%*	*47.0%*	*26.7%*	
DVD/Blu-ray player or recorder	497	497	268	46	378	194	184	386
%V	*69.1%*	*71.4%*	*77.7%*	*74.2%*	*71.5%*	*79.5%*	*64.3%*	*77.0%*
%H (All HH)		*100.0%*	*53.9%*	*9.3%*	*76.1%*	*39.0%*	*37.0%*	*77.7%*
%H (TV HH)			*53.9%*	*9.3%*	*76.1%*	*39.0%*	*37.0%*	

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

October 2012 - September 2013

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	719	696	345	62	529	244	286	501
%H (All HH)		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*
%H (TV HH)			*49.6%*	*8.9%*	*76.0%*	*35.1%*	*41.1%*	
Has broadband internet	501	490	288	51	355	205	150	501
%V	*69.7%*	*70.4%*	*83.5%*	*82.3%*	*67.1%*	*84.0%*	*52.4%*	*100.0%*
%H (All HH)		*97.8%*	*57.5%*	*10.2%*	*70.9%*	*40.9%*	*29.9%*	*100.0%*
%H (TV HH)			*58.8%*	*10.4%*	*72.4%*	*41.8%*	*30.6%*	
Number of computers (PCs and laptops)								
0	202	192	53	10	161	36	126	11
%V	*28.1%*	*27.6%*	*15.4%*	*16.1%*	*30.4%*	*14.8%*	*44.1%*	*2.2%*
%H (All HH)		*95.0%*	*26.2%*	*5.0%*	*79.7%*	*17.8%*	*62.4%*	*5.4%*
%H (TV HH)			*27.6%*	*5.2%*	*83.9%*	*18.8%*	*65.6%*	
1	286	279	150	29	204	106	99	264
%V	*39.8%*	*40.1%*	*43.5%*	*46.8%*	*38.6%*	*43.4%*	*34.6%*	*52.7%*
%H (All HH)		*97.6%*	*52.4%*	*10.1%*	*71.3%*	*37.1%*	*34.6%*	*92.3%*
%H (TV HH)			*53.8%*	*10.4%*	*73.1%*	*38.0%*	*35.5%*	
2	138	135	82	14	97	57	40	135
%V	*19.2%*	*19.4%*	*23.8%*	*22.6%*	*18.3%*	*23.4%*	*14.0%*	*26.9%*
%H (All HH)		*97.8%*	*59.4%*	*10.1%*	*70.3%*	*41.3%*	*29.0%*	*97.8%*
%H (TV HH)			*60.7%*	*10.4%*	*71.9%*	*42.2%*	*29.6%*	
3	53	51	35	5	38	26	12	52
%V	*7.4%*	*7.3%*	*10.1%*	*8.1%*	*7.2%*	*10.7%*	*4.2%*	*10.4%*
%H (All HH)		*96.2%*	*66.0%*	*9.4%*	*71.7%*	*49.1%*	*22.6%*	*98.1%*
%H (TV HH)			*68.6%*	*9.8%*	*74.5%*	*51.0%*	*23.5%*	
4	22	22	15	3	16	11	5	22
%V	*3.1%*	*3.2%*	*4.3%*	*4.8%*	*3.0%*	*4.5%*	*1.7%*	*4.4%*
%H (All HH)		*100.0%*	*68.2%*	*13.6%*	*72.7%*	*50.0%*	*22.7%*	*100.0%*
%H (TV HH)			*68.2%*	*13.6%*	*72.7%*	*50.0%*	*22.7%*	
5+	17	17	11	2	12	9	4	17
%V	*2.4%*	*2.4%*	*3.2%*	*3.2%*	*2.3%*	*3.7%*	*1.4%*	*3.4%*
%H (All HH)		*100.0%*	*64.7%*	*11.8%*	*70.6%*	*52.9%*	*23.5%*	*100.0%*
%H (TV HH)			*64.7%*	*11.8%*	*70.6%*	*52.9%*	*23.5%*	

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

October 2012 - September 2013

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	1420	773	125	1121	598	523	1100
%H		*54.4%*	*8.8%*	*78.9%*	*42.1%*	*36.8%*	*77.5%*
Under 20"	150	76	12	135	72	63	113
%V	*10.6%*	*9.8%*	*9.6%*	*12.0%*	*12.0%*	*12.0%*	*10.3%*
%H		*50.7%*	*8.0%*	*90.0%*	*48.0%*	*42.0%*	*75.3%*
20" - 29"	380	177	32	314	144	170	275
%V	*26.8%*	*22.9%*	*25.6%*	*28.0%*	*24.1%*	*32.5%*	*25.0%*
%H		*46.6%*	*8.4%*	*82.6%*	*37.9%*	*44.7%*	*72.4%*
30" - 39"	457	240	43	359	183	176	346
%V	*32.2%*	*31.0%*	*34.4%*	*32.0%*	*30.6%*	*33.7%*	*31.5%*
%H		*52.5%*	*9.4%*	*78.6%*	*40.0%*	*38.5%*	*75.7%*
40" and over	349	226	35	259	167	91	298
%V	*24.6%*	*29.2%*	*28.0%*	*23.1%*	*27.9%*	*17.4%*	*27.1%*
%H		*64.8%*	*10.0%*	*74.2%*	*47.9%*	*26.1%*	*85.4%*
Don't know	21	11	1	18	8	9	14
%V	*1.5%*	*1.4%*	*0.8%*	*1.6%*	*1.3%*	*1.7%*	*1.3%*
%H		*52.4%*	*4.8%*	*85.7%*	*38.1%*	*42.9%*	*66.7%*
Not Asked	63	43	2	36	24	14	54
%V	*4.4%*	*5.6%*	*1.6%*	*3.2%*	*4.0%*	*2.7%*	*4.9%*
%H		*68.3%*	*3.2%*	*57.1%*	*38.1%*	*22.2%*	*85.7%*

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
October 2012 - September 2013

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		*54.4%*	*8.8%*	*78.9%*	*42.1%*	*36.8%*	*77.5%*
Main living room	687	344	62	525	243	281	484
%V	*48.4%*	*44.5%*	*49.6%*	*46.8%*	*40.6%*	*53.7%*	*44.0%*
%H		*50.1%*	*9.0%*	*76.4%*	*35.4%*	*40.9%*	*70.5%*
Kitchen	156	82	9	139	73	66	120
%V	*11.0%*	*10.6%*	*7.2%*	*12.4%*	*12.2%*	*12.6%*	*10.9%*
%H		*52.6%*	*5.8%*	*89.1%*	*46.8%*	*42.3%*	*76.9%*
Adult's bedroom	278	157	30	228	135	93	226
%V	*19.6%*	*20.3%*	*24.0%*	*20.3%*	*22.6%*	*17.8%*	*20.5%*
%H		*56.5%*	*10.8%*	*82.0%*	*48.6%*	*33.5%*	*81.3%*
Child's bedroom	61	43	6	50	37	13	58
%V	*4.3%*	*5.6%*	*4.8%*	*4.5%*	*6.2%*	*2.5%*	*5.3%*
%H		*70.5%*	*9.8%*	*82.0%*	*60.7%*	*21.3%*	*95.1%*
Other bedroom	30	17	4	27	17	10	27
%V	*2.1%*	*2.2%*	*3.2%*	*2.4%*	*2.8%*	*1.9%*	*2.5%*
%H		*56.7%*	*13.3%*	*90.0%*	*56.7%*	*33.3%*	*90.0%*
Second living/dining room	117	71	10	92	56	36	105
%V	*8.2%*	*9.2%*	*8.0%*	*8.2%*	*9.4%*	*6.9%*	*9.5%*
%H		*60.7%*	*8.5%*	*78.6%*	*47.9%*	*30.8%*	*89.7%*
Study/office	7	4	0	6	4	2	6
%V	*0.5%*	*0.5%*	*0.0%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*
%H		*57.1%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*85.7%*
TV room	7	5	1	6	4	2	7
%V	*0.5%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.4%*	*0.6%*
%H		*71.4%*	*14.3%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
Conservatory	9	6	0	7	4	3	8
%V	*0.6%*	*0.8%*	*0.0%*	*0.6%*	*0.7%*	*0.6%*	*0.7%*
%H		*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	*88.9%*
Attic or loft room	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	1	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	3	2	0	3	2	1	2
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.2%*
%H		*66.7%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	*66.7%*
Not Asked	63	43	2	36	24	14	54
%V	*4.4%*	*5.6%*	*1.6%*	*3.2%*	*4.0%*	*2.7%*	*4.9%*
%H		*68.3%*	*3.2%*	*57.1%*	*38.1%*	*22.2%*	*85.7%*

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
October 2012 - September 2013

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	1420	773	125	1121	598	523	1100
%H		*54.4%*	*8.8%*	*78.9%*	*42.1%*	*36.8%*	*77.5%*
PVR	465	375	46	309	261	48	405
%V	*32.7%*	*48.5%*	*36.8%*	*27.6%*	*43.6%*	*9.2%*	*36.8%*
%H		*80.6%*	*9.9%*	*66.5%*	*56.1%*	*10.3%*	*87.1%*
DVDR	45	24	5	34	17	16	36
%V	*3.2%*	*3.1%*	*4.0%*	*3.0%*	*2.8%*	*3.1%*	*3.3%*
%H		*53.3%*	*11.1%*	*75.6%*	*37.8%*	*35.6%*	*80.0%*
VCR	21	7	1	18	5	13	12
%V	*1.5%*	*0.9%*	*0.8%*	*1.6%*	*0.8%*	*2.5%*	*1.1%*
%H		*33.3%*	*4.8%*	*85.7%*	*23.8%*	*61.9%*	*57.1%*
Any recorder	500	386	48	338	269	69	426
%V	*35.2%*	*49.9%*	*38.4%*	*30.2%*	*45.0%*	*13.2%*	*38.7%*
%H		*77.2%*	*9.6%*	*67.6%*	*53.8%*	*13.8%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1420	773	125	1121	598	523	1100
%H		*54.4%*	*8.8%*	*78.9%*	*42.1%*	*36.8%*	*77.5%*
Receives HDTV (via STB or built-in reception)	411	245	54	310	194	117	345
%V	*28.9%*	*31.7%*	*43.2%*	*27.7%*	*32.4%*	*22.4%*	*31.4%*
%H		*59.6%*	*13.1%*	*75.4%*	*47.2%*	*28.5%*	*83.9%*
DVD/Blu-ray player or recorder	711	403	68	552	309	243	586
%V	*50.1%*	*52.1%*	*54.4%*	*49.2%*	*51.7%*	*46.5%*	*53.3%*
%H		*56.7%*	*9.6%*	*77.6%*	*43.5%*	*34.2%*	*82.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		*49.6%*	*8.9%*	*76.1%*	*35.1%*	*41.2%*	*70.5%*
Under 20"	11	1	0	10	1	8	4
%V	*1.6%*	*0.3%*	*0.0%*	*1.9%*	*0.4%*	*2.8%*	*0.8%*
%H		*9.1%*	*0.0%*	*90.9%*	*9.1%*	*72.7%*	*36.4%*
20" - 29"	105	32	7	85	20	65	49
%V	*15.1%*	*9.3%*	*11.3%*	*16.1%*	*8.2%*	*22.7%*	*10.0%*
%H		*30.5%*	*6.7%*	*81.0%*	*19.0%*	*61.9%*	*46.7%*
30" - 39"	281	124	26	218	87	131	189
%V	*40.4%*	*35.9%*	*41.9%*	*41.2%*	*35.7%*	*45.8%*	*38.6%*
%H		*44.1%*	*9.3%*	*77.6%*	*31.0%*	*46.6%*	*67.3%*
40" and over	288	185	29	210	133	76	243
%V	*41.4%*	*53.6%*	*46.8%*	*39.7%*	*54.5%*	*26.6%*	*49.6%*
%H		*64.2%*	*10.1%*	*72.9%*	*46.2%*	*26.4%*	*84.4%*
Don't know	8	3	1	7	2	5	4
%V	*1.2%*	*0.9%*	*1.6%*	*1.3%*	*0.8%*	*1.7%*	*0.8%*
%H		*37.5%*	*12.5%*	*87.5%*	*25.0%*	*62.5%*	*50.0%*
Not Asked	2	0	0	0	1	1	1
%V	*0.3%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*	*0.3%*	*0.2%*
%H		*0.0%*	*0.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*

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
October 2012 - September 2013

ITV Ulster

Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		*49.6%*	*8.9%*	*76.1%*	*35.1%*	*41.2%*	*70.5%*
PVR	340	267	36	228	188	40	287
%V	*48.9%*	*77.4%*	*58.1%*	*43.1%*	*77.0%*	*14.0%*	*58.6%*
%H		*78.5%*	*10.6%*	*67.1%*	*55.3%*	*11.8%*	*84.4%*
DVDR	33	17	4	24	12	12	25
%V	*4.7%*	*4.9%*	*6.5%*	*4.5%*	*4.9%*	*4.2%*	*5.1%*
%H		*51.5%*	*12.1%*	*72.7%*	*36.4%*	*36.4%*	*75.8%*
VCR	16	4	1	13	3	10	9
%V	*2.3%*	*1.2%*	*1.6%*	*2.5%*	*1.2%*	*3.5%*	*1.8%*
%H		*25.0%*	*6.3%*	*81.3%*	*18.8%*	*62.5%*	*56.3%*
Any recorder	363	273	37	247	192	55	299
%V	*52.2%*	*79.1%*	*59.7%*	*46.7%*	*78.7%*	*19.2%*	*61.0%*
%H		*75.2%*	*10.2%*	*68.0%*	*52.9%*	*15.2%*	*82.4%*

Base: ITV Ulster - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	695	345	62	529	244	286	490
%H		*49.6%*	*8.9%*	*76.1%*	*35.1%*	*41.2%*	*70.5%*
Receives HDTV (via STB or built-in reception)	270	169	36	195	126	69	220
%V	*38.8%*	*49.0%*	*58.1%*	*36.9%*	*51.6%*	*24.1%*	*44.9%*
%H		*62.6%*	*13.3%*	*72.2%*	*46.7%*	*25.6%*	*81.5%*
DVD/Blu-ray player or recorder	462	249	42	348	177	172	357
%V	*66.5%*	*72.2%*	*67.7%*	*65.8%*	*72.5%*	*60.1%*	*72.9%*
%H		*53.9%*	*9.1%*	*75.3%*	*38.3%*	*37.2%*	*77.3%*

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

October 2012 - September 2013

ITV Ulster

Set level data

Table 11.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	725	428	63	592	354	238	610
%H		*59.0%*	*8.7%*	*81.7%*	*48.8%*	*32.8%*	*84.1%*
Under 20"	140	75	12	125	71	54	110
%V	*19.3%*	*17.5%*	*19.0%*	*21.1%*	*20.1%*	*22.7%*	*18.0%*
%H		*53.6%*	*8.6%*	*89.3%*	*50.7%*	*38.6%*	*78.6%*
20" - 29"	275	146	25	229	124	105	225
%V	*37.9%*	*34.1%*	*39.7%*	*38.7%*	*35.0%*	*44.1%*	*36.9%*
%H		*53.1%*	*9.1%*	*83.3%*	*45.1%*	*38.2%*	*81.8%*
30" - 39"	176	116	16	141	96	45	157
%V	*24.3%*	*27.1%*	*25.4%*	*23.8%*	*27.1%*	*18.9%*	*25.7%*
%H		*65.9%*	*9.1%*	*80.1%*	*54.5%*	*25.6%*	*89.2%*
40" and over	61	41	6	49	34	15	55
%V	*8.4%*	*9.6%*	*9.5%*	*8.3%*	*9.6%*	*6.3%*	*9.0%*
%H		*67.2%*	*9.8%*	*80.3%*	*55.7%*	*24.6%*	*90.2%*
Don't know	13	8	1	11	7	5	10
%V	*1.8%*	*1.9%*	*1.6%*	*1.9%*	*2.0%*	*2.1%*	*1.6%*
%H		*61.5%*	*7.7%*	*84.6%*	*53.8%*	*38.5%*	*76.9%*
Not Asked	60	42	3	37	22	14	53
%V	*8.3%*	*9.8%*	*4.8%*	*6.3%*	*6.2%*	*5.9%*	*8.7%*
%H		*70.0%*	*5.0%*	*61.7%*	*36.7%*	*23.3%*	*88.3%*

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

October 2012 - September 2013

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	725	428	63	592	354	238	610
%H		*59.0%*	*8.7%*	*81.7%*	*48.8%*	*32.8%*	*84.1%*
PVR	125	108	11	81	73	8	117
%V	*17.2%*	*25.2%*	*17.5%*	*13.7%*	*20.6%*	*3.4%*	*19.2%*
%H		*86.4%*	*8.8%*	*64.8%*	*58.4%*	*6.4%*	*93.6%*
DVDR	11	7	1	10	6	4	11
%V	*1.5%*	*1.6%*	*1.6%*	*1.7%*	*1.7%*	*1.7%*	*1.8%*
%H		*63.6%*	*9.1%*	*90.9%*	*54.5%*	*36.4%*	*100.0%*
VCR	5	2	0	5	2	3	4
%V	*0.7%*	*0.5%*	*0.0%*	*0.8%*	*0.6%*	*1.3%*	*0.7%*
%H		*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*80.0%*
Any recorder	137	113	11	92	78	14	127
%V	*18.9%*	*26.4%*	*17.5%*	*15.5%*	*22.0%*	*5.9%*	*20.8%*
%H		*82.5%*	*8.0%*	*67.2%*	*56.9%*	*10.2%*	*92.7%*

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	725	428	63	592	354	238	610
%H		*59.0%*	*8.7%*	*81.7%*	*48.8%*	*32.8%*	*84.1%*
Receives HDTV (via STB or built-in reception)	141	76	18	115	67	48	126
%V	*19.4%*	*17.8%*	*28.6%*	*19.4%*	*18.9%*	*20.2%*	*20.7%*
%H		*53.9%*	*12.8%*	*81.6%*	*47.5%*	*34.0%*	*89.4%*
DVD/Blu-ray player or recorder	248	154	25	204	133	71	229
%V	*34.2%*	*36.0%*	*39.7%*	*34.5%*	*37.6%*	*29.8%*	*37.5%*
%H		*62.1%*	*10.1%*	*82.3%*	*53.6%*	*28.6%*	*92.3%*

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

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.21: Age 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 Inds	1812	1764	979	159	1317	691	626	1458
%H		*97.4%*	*54.0%*	*8.8%*	*72.7%*	*38.1%*	*34.5%*	*80.5%*
Total Children	384	377	236	35	262	156	105	347
%V	*21.2%*	*21.4%*	*24.1%*	*22.0%*	*19.9%*	*22.6%*	*16.8%*	*23.8%*
%H		*98.2%*	*61.5%*	*9.1%*	*68.2%*	*40.6%*	*27.3%*	*90.4%*
0 - 3	97	95	61	8	64	38	26	84
%V	*5.4%*	*5.4%*	*6.2%*	*5.0%*	*4.9%*	*5.5%*	*4.2%*	*5.8%*
%H		*97.9%*	*62.9%*	*8.2%*	*66.0%*	*39.2%*	*26.8%*	*86.6%*
4 - 15	286	281	175	27	198	119	79	263
%V	*15.8%*	*15.9%*	*17.9%*	*17.0%*	*15.0%*	*17.2%*	*12.6%*	*18.0%*
%H		*98.3%*	*61.2%*	*9.4%*	*69.2%*	*41.6%*	*27.6%*	*92.0%*
4 - 9	146	143	93	14	97	61	37	132
%V	*8.1%*	*8.1%*	*9.5%*	*8.8%*	*7.4%*	*8.8%*	*5.9%*	*9.1%*
%H		*97.9%*	*63.7%*	*9.6%*	*66.4%*	*41.8%*	*25.3%*	*90.4%*
10 - 15	141	139	83	13	101	58	43	131
%V	*7.8%*	*7.9%*	*8.5%*	*8.2%*	*7.7%*	*8.4%*	*6.9%*	*9.0%*
%H		*98.6%*	*58.9%*	*9.2%*	*71.6%*	*41.1%*	*30.5%*	*92.9%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.22: Adults - 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 Inds	1812	1764	979	159	1317	691	626	1458
%H		*97.4%*	*54.0%*	*8.8%*	*72.7%*	*38.1%*	*34.5%*	*80.5%*
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%V	*78.9%*	*78.6%*	*75.9%*	*78.0%*	*80.1%*	*77.4%*	*83.1%*	*76.2%*
%H		*97.1%*	*52.0%*	*8.7%*	*73.8%*	*37.4%*	*36.4%*	*77.7%*
16 - 19	96	93	57	8	69	40	29	89
%V	*5.3%*	*5.3%*	*5.8%*	*5.0%*	*5.2%*	*5.8%*	*4.6%*	*6.1%*
%H		*96.9%*	*59.4%*	*8.3%*	*71.9%*	*41.7%*	*30.2%*	*92.7%*
20 - 24	116	111	59	11	85	45	40	101
%V	*6.4%*	*6.3%*	*6.0%*	*6.9%*	*6.5%*	*6.5%*	*6.4%*	*6.9%*
%H		*95.7%*	*50.9%*	*9.5%*	*73.3%*	*38.8%*	*34.5%*	*87.1%*
25 - 34	253	241	146	25	172	100	71	216
%V	*14.0%*	*13.7%*	*14.9%*	*15.7%*	*13.1%*	*14.5%*	*11.3%*	*14.8%*
%H		*95.3%*	*57.7%*	*9.9%*	*68.0%*	*39.5%*	*28.1%*	*85.4%*
35 - 44	245	238	147	23	170	102	68	218
%V	*13.5%*	*13.5%*	*15.0%*	*14.5%*	*12.9%*	*14.8%*	*10.9%*	*15.0%*
%H		*97.1%*	*60.0%*	*9.4%*	*69.4%*	*41.6%*	*27.8%*	*89.0%*
45 - 54	254	249	141	21	188	100	88	219
%V	*14.0%*	*14.1%*	*14.4%*	*13.2%*	*14.3%*	*14.5%*	*14.1%*	*15.0%*
%H		*98.0%*	*55.5%*	*8.3%*	*74.0%*	*39.4%*	*34.6%*	*86.2%*
55 - 64	198	194	102	20	151	77	74	153
%V	*10.9%*	*11.0%*	*10.4%*	*12.6%*	*11.5%*	*11.1%*	*11.8%*	*10.5%*
%H		*98.0%*	*51.5%*	*10.1%*	*76.3%*	*38.9%*	*37.4%*	*77.3%*
65+	266	261	91	17	221	72	150	115
%V	*14.7%*	*14.8%*	*9.3%*	*10.7%*	*16.8%*	*10.4%*	*24.0%*	*7.9%*
%H		*98.1%*	*34.2%*	*6.4%*	*83.1%*	*27.1%*	*56.4%*	*43.2%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%H		*97.1%*	*52.0%*	*8.7%*	*73.8%*	*37.4%*	*36.4%*	*77.7%*
AB	310	304	172	35	224	125	99	285
%V	*21.7%*	*21.9%*	*23.1%*	*28.2%*	*21.2%*	*23.4%*	*19.0%*	*25.7%*
%H		*98.1%*	*55.5%*	*11.3%*	*72.3%*	*40.3%*	*31.9%*	*91.9%*
C1	350	338	194	28	255	142	113	302
%V	*24.5%*	*24.4%*	*26.1%*	*22.6%*	*24.2%*	*26.5%*	*21.7%*	*27.2%*
%H		*96.6%*	*55.4%*	*8.0%*	*72.9%*	*40.6%*	*32.3%*	*86.3%*
C2	308	301	167	23	234	122	112	250
%V	*21.6%*	*21.7%*	*22.5%*	*18.5%*	*22.2%*	*22.8%*	*21.5%*	*22.5%*
%H		*97.7%*	*54.2%*	*7.5%*	*76.0%*	*39.6%*	*36.4%*	*81.2%*
D	238	230	121	18	175	86	89	174
%V	*16.7%*	*16.6%*	*16.3%*	*14.5%*	*16.6%*	*16.1%*	*17.1%*	*15.7%*
%H		*96.6%*	*50.8%*	*7.6%*	*73.5%*	*36.1%*	*37.4%*	*73.1%*
E	222	216	89	20	168	61	107	99
%V	*15.5%*	*15.6%*	*12.0%*	*16.1%*	*15.9%*	*11.4%*	*20.6%*	*8.9%*
%H		*97.3%*	*40.1%*	*9.0%*	*75.7%*	*27.5%*	*48.2%*	*44.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1429	1387	743	124	1055	535	520	1111
%H		*97.1%*	*52.0%*	*8.7%*	*73.8%*	*37.4%*	*36.4%*	*77.7%*
Working full time	603	585	349	54	432	248	185	534
%V	*42.2%*	*42.2%*	*47.0%*	*43.5%*	*40.9%*	*46.4%*	*35.6%*	*48.1%*
%H		*97.0%*	*57.9%*	*9.0%*	*71.6%*	*41.1%*	*30.7%*	*88.6%*
Working part time	158	156	91	15	117	66	50	139
%V	*11.1%*	*11.2%*	*12.2%*	*12.1%*	*11.1%*	*12.3%*	*9.6%*	*12.5%*
%H		*98.7%*	*57.6%*	*9.5%*	*74.1%*	*41.8%*	*31.6%*	*88.0%*
Not working	667	646	303	56	506	221	285	438
%V	*46.7%*	*46.6%*	*40.8%*	*45.2%*	*48.0%*	*41.3%*	*54.8%*	*39.4%*
%H		*96.9%*	*45.4%*	*8.4%*	*75.9%*	*33.1%*	*42.7%*	*65.7%*
Housewife/Houseperson	719	696	345	62	529	244	286	501
%V	*50.3%*	*50.2%*	*46.4%*	*50.0%*	*50.1%*	*45.6%*	*55.0%*	*45.1%*
%H		*96.8%*	*48.0%*	*8.6%*	*73.6%*	*33.9%*	*39.8%*	*69.7%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.25: Males - 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 Males (16+)	693	670	369	59	506	265	241	548
%H		*96.7%*	*53.2%*	*8.5%*	*73.0%*	*38.2%*	*34.8%*	*79.1%*
16 - 19	49	48	29	4	35	19	15	46
%V	*7.1%*	*7.2%*	*7.9%*	*6.8%*	*6.9%*	*7.2%*	*6.2%*	*8.4%*
%H		*98.0%*	*59.2%*	*8.2%*	*71.4%*	*38.8%*	*30.6%*	*93.9%*
20 - 24	58	55	31	6	41	24	17	51
%V	*8.4%*	*8.2%*	*8.4%*	*10.2%*	*8.1%*	*9.1%*	*7.1%*	*9.3%*
%H		*94.8%*	*53.4%*	*10.3%*	*70.7%*	*41.4%*	*29.3%*	*87.9%*
25 - 34	123	117	72	11	83	50	34	105
%V	*17.7%*	*17.5%*	*19.5%*	*18.6%*	*16.4%*	*18.9%*	*14.1%*	*19.2%*
%H		*95.1%*	*58.5%*	*8.9%*	*67.5%*	*40.7%*	*27.6%*	*85.4%*
35 - 44	120	116	72	11	84	51	33	105
%V	*17.3%*	*17.3%*	*19.5%*	*18.6%*	*16.6%*	*19.2%*	*13.7%*	*19.2%*
%H		*96.7%*	*60.0%*	*9.2%*	*70.0%*	*42.5%*	*27.5%*	*87.5%*
45 - 54	125	123	69	10	91	47	44	107
%V	*18.0%*	*18.4%*	*18.7%*	*16.9%*	*18.0%*	*17.7%*	*18.3%*	*19.5%*
%H		*98.4%*	*55.2%*	*8.0%*	*72.8%*	*37.6%*	*35.2%*	*85.6%*
55 - 64	98	95	51	10	75	40	35	76
%V	*14.1%*	*14.2%*	*13.8%*	*16.9%*	*14.8%*	*15.1%*	*14.5%*	*13.9%*
%H		*96.9%*	*52.0%*	*10.2%*	*76.5%*	*40.8%*	*35.7%*	*77.6%*
65+	119	117	45	8	97	34	63	57
%V	*17.2%*	*17.5%*	*12.2%*	*13.6%*	*19.2%*	*12.8%*	*26.1%*	*10.4%*
%H		*98.3%*	*37.8%*	*6.7%*	*81.5%*	*28.6%*	*52.9%*	*47.9%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	693	670	369	59	506	265	241	548
%H		*96.7%*	*53.2%*	*8.5%*	*73.0%*	*38.2%*	*34.8%*	*79.1%*
AB	155	151	88	16	112	63	48	143
%V	*22.4%*	*22.5%*	*23.8%*	*27.1%*	*22.1%*	*23.8%*	*19.9%*	*26.1%*
%H		*97.4%*	*56.8%*	*10.3%*	*72.3%*	*40.6%*	*31.0%*	*92.3%*
C1	163	156	92	14	117	67	49	144
%V	*23.5%*	*23.3%*	*24.9%*	*23.7%*	*23.1%*	*25.3%*	*20.3%*	*26.3%*
%H		*95.7%*	*56.4%*	*8.6%*	*71.8%*	*41.1%*	*30.1%*	*88.3%*
C2	165	161	89	12	125	65	60	131
%V	*23.8%*	*24.0%*	*24.1%*	*20.3%*	*24.7%*	*24.5%*	*24.9%*	*23.9%*
%H		*97.6%*	*53.9%*	*7.3%*	*75.8%*	*39.4%*	*36.4%*	*79.4%*
D	113	108	60	10	82	44	38	85
%V	*16.3%*	*16.1%*	*16.3%*	*16.9%*	*16.2%*	*16.6%*	*15.8%*	*15.5%*
%H		*95.6%*	*53.1%*	*8.8%*	*72.6%*	*38.9%*	*33.6%*	*75.2%*
E	97	93	40	8	71	26	45	45
%V	*14.0%*	*13.9%*	*10.8%*	*13.6%*	*14.0%*	*9.8%*	*18.7%*	*8.2%*
%H		*95.9%*	*41.2%*	*8.2%*	*73.2%*	*26.8%*	*46.4%*	*46.4%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	693	670	369	59	506	265	241	548
%H		*96.7%*	*53.2%*	*8.5%*	*73.0%*	*38.2%*	*34.8%*	*79.1%*
Working full time	377	366	219	34	271	157	114	332
%V	*54.4%*	*54.6%*	*59.3%*	*57.6%*	*53.6%*	*59.2%*	*47.3%*	*60.6%*
%H		*97.1%*	*58.1%*	*9.0%*	*71.9%*	*41.6%*	*30.2%*	*88.1%*
Working part time	32	31	17	2	26	13	12	27
%V	*4.6%*	*4.6%*	*4.6%*	*3.4%*	*5.1%*	*4.9%*	*5.0%*	*4.9%*
%H		*96.9%*	*53.1%*	*6.3%*	*81.3%*	*40.6%*	*37.5%*	*84.4%*
Not working	283	273	133	23	210	95	115	188
%V	*40.8%*	*40.7%*	*36.0%*	*39.0%*	*41.5%*	*35.8%*	*47.7%*	*34.3%*
%H		*96.5%*	*47.0%*	*8.1%*	*74.2%*	*33.6%*	*40.6%*	*66.4%*
Housewife/Houseperson	145	136	57	12	104	39	65	75
%V	*20.9%*	*20.3%*	*15.4%*	*20.3%*	*20.6%*	*14.7%*	*27.0%*	*13.7%*
%H		*93.8%*	*39.3%*	*8.3%*	*71.7%*	*26.9%*	*44.8%*	*51.7%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.28: Females - 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 Females (16+)	735	718	374	65	549	270	279	564
%H		*97.7%*	*50.9%*	*8.8%*	*74.7%*	*36.7%*	*38.0%*	*76.7%*
16 - 19	47	46	28	4	34	20	14	43
%V	*6.4%*	*6.4%*	*7.5%*	*6.2%*	*6.2%*	*7.4%*	*5.0%*	*7.6%*
%H		*97.9%*	*59.6%*	*8.5%*	*72.3%*	*42.6%*	*29.8%*	*91.5%*
20 - 24	58	56	28	5	44	22	22	50
%V	*7.9%*	*7.8%*	*7.5%*	*7.7%*	*8.0%*	*8.1%*	*7.9%*	*8.9%*
%H		*96.6%*	*48.3%*	*8.6%*	*75.9%*	*37.9%*	*37.9%*	*86.2%*
25 - 34	130	125	74	14	88	51	37	111
%V	*17.7%*	*17.4%*	*19.8%*	*21.5%*	*16.0%*	*18.9%*	*13.3%*	*19.7%*
%H		*96.2%*	*56.9%*	*10.8%*	*67.7%*	*39.2%*	*28.5%*	*85.4%*
35 - 44	125	122	75	12	86	51	35	113
%V	*17.0%*	*17.0%*	*20.1%*	*18.5%*	*15.7%*	*18.9%*	*12.5%*	*20.0%*
%H		*97.6%*	*60.0%*	*9.6%*	*68.8%*	*40.8%*	*28.0%*	*90.4%*
45 - 54	129	127	72	11	96	52	44	112
%V	*17.6%*	*17.7%*	*19.3%*	*16.9%*	*17.5%*	*19.3%*	*15.8%*	*19.9%*
%H		*98.4%*	*55.8%*	*8.5%*	*74.4%*	*40.3%*	*34.1%*	*86.8%*
55 - 64	100	99	50	10	76	37	39	77
%V	*13.6%*	*13.8%*	*13.4%*	*15.4%*	*13.8%*	*13.7%*	*14.0%*	*13.7%*
%H		*99.0%*	*50.0%*	*10.0%*	*76.0%*	*37.0%*	*39.0%*	*77.0%*
65+	147	144	47	9	124	38	87	58
%V	*20.0%*	*20.1%*	*12.6%*	*13.8%*	*22.6%*	*14.1%*	*31.2%*	*10.3%*
%H		*98.0%*	*32.0%*	*6.1%*	*84.4%*	*25.9%*	*59.2%*	*39.5%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	735	718	374	65	549	270	279	564
%H		*97.7%*	*50.9%*	*8.8%*	*74.7%*	*36.7%*	*38.0%*	*76.7%*
AB	155	152	84	19	113	61	51	143
%V	*21.1%*	*21.2%*	*22.5%*	*29.2%*	*20.6%*	*22.6%*	*18.3%*	*25.4%*
%H		*98.1%*	*54.2%*	*12.3%*	*72.9%*	*39.4%*	*32.9%*	*92.3%*
C1	187	181	102	14	138	74	64	158
%V	*25.4%*	*25.2%*	*27.3%*	*21.5%*	*25.1%*	*27.4%*	*22.9%*	*28.0%*
%H		*96.8%*	*54.5%*	*7.5%*	*73.8%*	*39.6%*	*34.2%*	*84.5%*
C2	142	140	78	11	109	57	52	120
%V	*19.3%*	*19.5%*	*20.9%*	*16.9%*	*19.9%*	*21.1%*	*18.6%*	*21.3%*
%H		*98.6%*	*54.9%*	*7.7%*	*76.8%*	*40.1%*	*36.6%*	*84.5%*
D	125	121	61	9	93	42	51	89
%V	*17.0%*	*16.9%*	*16.3%*	*13.8%*	*16.9%*	*15.6%*	*18.3%*	*15.8%*
%H		*96.8%*	*48.8%*	*7.2%*	*74.4%*	*33.6%*	*40.8%*	*71.2%*
E	125	123	49	12	97	36	61	54
%V	*17.0%*	*17.1%*	*13.1%*	*18.5%*	*17.7%*	*13.3%*	*21.9%*	*9.6%*
%H		*98.4%*	*39.2%*	*9.6%*	*77.6%*	*28.8%*	*48.8%*	*43.2%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Ulster

Individual level data

Table 11.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	735	718	374	65	549	270	279	564
%H		*97.7%*	*50.9%*	*8.8%*	*74.7%*	*36.7%*	*38.0%*	*76.7%*
Working full time	226	220	130	20	162	91	71	201
%V	*30.7%*	*30.6%*	*34.8%*	*30.8%*	*29.5%*	*33.7%*	*25.4%*	*35.6%*
%H		*97.3%*	*57.5%*	*8.8%*	*71.7%*	*40.3%*	*31.4%*	*88.9%*
Working part time	126	125	74	13	91	53	38	113
%V	*17.1%*	*17.4%*	*19.8%*	*20.0%*	*16.6%*	*19.6%*	*13.6%*	*20.0%*
%H		*99.2%*	*58.7%*	*10.3%*	*72.2%*	*42.1%*	*30.2%*	*89.7%*
Not working	384	374	170	32	296	126	170	250
%V	*52.2%*	*52.1%*	*45.5%*	*49.2%*	*53.9%*	*46.7%*	*60.9%*	*44.3%*
%H		*97.4%*	*44.3%*	*8.3%*	*77.1%*	*32.8%*	*44.3%*	*65.1%*
Housewife/Houseperson	575	560	288	50	425	204	221	426
%V	*78.2%*	*78.0%*	*77.0%*	*76.9%*	*77.4%*	*75.6%*	*79.2%*	*75.5%*
%H		*97.4%*	*50.1%*	*8.7%*	*73.9%*	*35.5%*	*38.4%*	*74.1%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

Contents Page

Household

Table 12.1: Social Grade 312
Table 12.2: Housewife Age 313
Table 12.3: Size of Household 314
Table 12.4: Presence of Children 315
Table 12.5: Number of TV sets in household 316
Table 12.6: Screen size 317
Table 12.7: Location of ANY set in household 318
Table 12.8: Recorders 319
Table 12.9: Recorders and other equipment 320
Table 12.10: Computers and Internet 321

Sets

Table 12.11: Screen Size 322
Table 12.12: Location of set 323
Table 12.13: Recorders 324
Table 12.14: Other TV equipment 324
Table 12.15: Main Set Screen Size 325
Table 12.16: Main Set Recorders 326
Table 12.17: Main Set - Other TV equipment 326
Table 12.18: Other Sets (non-Main Set) Screen Size 327
Table 12.19: Other Set (non-Main Set) Recorders 328
Table 12.20: Other Set (non-Main Set) - Other TV equipment 328

Individuals

Table 12.21: Age of Children 329
Table 12.22: Adults - Age 330
Table 12.23: Social Grade (Adults 16+) 331
Table 12.24: Working Status (Adults 16+) 332
Table 12.25: Males - Age 333
Table 12.26: Social Grade (Males 16+) 334
Table 12.27: Working Status (Males 16+) 335
Table 12.28: Females - Age 336
Table 12.29: Social Grade (Females 16+) 337
Table 12.30: Working Status (Females 16+) 338

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
AB	56	55	30	1	45	21	24	50
%V	*19.5%*	*19.4%*	*18.8%*	*33.3%*	*19.7%*	*18.9%*	*20.2%*	*25.5%*
%H (All HH)		*98.2%*	*53.6%*	*1.8%*	*80.4%*	*37.5%*	*42.9%*	*89.3%*
%H (TV HH)			*54.5%*	*1.8%*	*81.8%*	*38.2%*	*43.6%*	
C1	71	70	40	1	59	30	29	52
%V	*24.7%*	*24.7%*	*25.0%*	*33.3%*	*25.8%*	*27.0%*	*24.4%*	*26.5%*
%H (All HH)		*98.6%*	*56.3%*	*1.4%*	*83.1%*	*42.3%*	*40.8%*	*73.2%*
%H (TV HH)			*57.1%*	*1.4%*	*84.3%*	*42.9%*	*41.4%*	
C2	77	77	47	1	63	35	29	53
%V	*26.8%*	*27.2%*	*29.4%*	*33.3%*	*27.5%*	*31.5%*	*24.4%*	*27.0%*
%H (All HH)		*100.0%*	*61.0%*	*1.3%*	*81.8%*	*45.5%*	*37.7%*	*68.8%*
%H (TV HH)			*61.0%*	*1.3%*	*81.8%*	*45.5%*	*37.7%*	
D	49	49	27	0	39	19	20	29
%V	*17.1%*	*17.3%*	*16.9%*	*0.0%*	*17.0%*	*17.1%*	*16.8%*	*14.8%*
%H (All HH)		*100.0%*	*55.1%*	*0.0%*	*79.6%*	*38.8%*	*40.8%*	*59.2%*
%H (TV HH)			*55.1%*	*0.0%*	*79.6%*	*38.8%*	*40.8%*	
E	35	33	15	0	23	6	17	11
%V	*12.2%*	*11.7%*	*9.4%*	*0.0%*	*10.0%*	*5.4%*	*14.3%*	*5.6%*
%H (All HH)		*94.3%*	*42.9%*	*0.0%*	*65.7%*	*17.1%*	*48.6%*	*31.4%*
%H (TV HH)			*45.5%*	*0.0%*	*69.7%*	*18.2%*	*51.5%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Household level data

Table 12.2: 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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Under 25	14	14	9	1	12	7	5	11
%V	*4.9%*	*4.9%*	*5.6%*	*33.3%*	*5.2%*	*6.3%*	*4.2%*	*5.6%*
%H (All HH)		*100.0%*	*64.3%*	*7.1%*	*85.7%*	*50.0%*	*35.7%*	*78.6%*
%H (TV HH)			*64.3%*	*7.1%*	*85.7%*	*50.0%*	*35.7%*	
25 - 34	36	35	27	0	22	16	5	30
%V	*12.5%*	*12.4%*	*16.9%*	*0.0%*	*9.6%*	*14.4%*	*4.2%*	*15.3%*
%H (All HH)		*97.2%*	*75.0%*	*0.0%*	*61.1%*	*44.4%*	*13.9%*	*83.3%*
%H (TV HH)			*77.1%*	*0.0%*	*62.9%*	*45.7%*	*14.3%*	
35 - 44	35	34	22	0	28	16	12	32
%V	*12.2%*	*12.0%*	*13.8%*	*0.0%*	*12.2%*	*14.4%*	*10.1%*	*16.3%*
%H (All HH)		*97.1%*	*62.9%*	*0.0%*	*80.0%*	*45.7%*	*34.3%*	*91.4%*
%H (TV HH)			*64.7%*	*0.0%*	*82.4%*	*47.1%*	*35.3%*	
45 - 54	49	49	31	1	43	25	17	42
%V	*17.1%*	*17.3%*	*19.4%*	*33.3%*	*18.8%*	*22.5%*	*14.3%*	*21.4%*
%H (All HH)		*100.0%*	*63.3%*	*2.0%*	*87.8%*	*51.0%*	*34.7%*	*85.7%*
%H (TV HH)			*63.3%*	*2.0%*	*87.8%*	*51.0%*	*34.7%*	
55 - 64	53	51	26	0	42	17	25	41
%V	*18.5%*	*18.0%*	*16.3%*	*0.0%*	*18.3%*	*15.3%*	*21.0%*	*20.9%*
%H (All HH)		*96.2%*	*49.1%*	*0.0%*	*79.2%*	*32.1%*	*47.2%*	*77.4%*
%H (TV HH)			*51.0%*	*0.0%*	*82.4%*	*33.3%*	*49.0%*	
65 +	101	100	45	1	83	29	54	40
%V	*35.2%*	*35.3%*	*28.1%*	*33.3%*	*36.2%*	*26.1%*	*45.4%*	*20.4%*
%H (All HH)		*99.0%*	*44.6%*	*1.0%*	*82.2%*	*28.7%*	*53.5%*	*39.6%*
%H (TV HH)			*45.0%*	*1.0%*	*83.0%*	*29.0%*	*54.0%*	

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

October 2012 - September 2013

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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
1	96	93	33	0	77	17	59	37
%V	*33.4%*	*32.9%*	*20.6%*	*0.0%*	*33.6%*	*15.3%*	*49.6%*	*18.9%*
%H (All HH)		*96.9%*	*34.4%*	*0.0%*	*80.2%*	*17.7%*	*61.5%*	*38.5%*
%H (TV HH)			*35.5%*	*0.0%*	*82.8%*	*18.3%*	*63.4%*	
2	111	111	70	1	89	50	39	86
%V	*38.7%*	*39.2%*	*43.8%*	*33.3%*	*38.9%*	*45.0%*	*32.8%*	*43.9%*
%H (All HH)		*100.0%*	*63.1%*	*0.9%*	*80.2%*	*45.0%*	*35.1%*	*77.5%*
%H (TV HH)			*63.1%*	*0.9%*	*80.2%*	*45.0%*	*35.1%*	
3	40	40	32	1	31	24	8	34
%V	*13.9%*	*14.1%*	*20.0%*	*33.3%*	*13.5%*	*21.6%*	*6.7%*	*17.3%*
%H (All HH)		*100.0%*	*80.0%*	*2.5%*	*77.5%*	*60.0%*	*20.0%*	*85.0%*
%H (TV HH)			*80.0%*	*2.5%*	*77.5%*	*60.0%*	*20.0%*	
4	28	27	17	1	22	14	8	27
%V	*9.8%*	*9.5%*	*10.6%*	*33.3%*	*9.6%*	*12.6%*	*6.7%*	*13.8%*
%H (All HH)		*96.4%*	*60.7%*	*3.6%*	*78.6%*	*50.0%*	*28.6%*	*96.4%*
%H (TV HH)			*63.0%*	*3.7%*	*81.5%*	*51.9%*	*29.6%*	
5+	12	12	8	0	10	5	4	12
%V	*4.2%*	*4.2%*	*5.0%*	*0.0%*	*4.4%*	*4.5%*	*3.4%*	*6.1%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*83.3%*	*41.7%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*83.3%*	*41.7%*	*33.3%*	
Average HH size	2.14	2.14	2.36	2.89	2.13	2.47	1.82	2.46

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

October 2012 - September 2013

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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Without	235	231	120	3	188	80	107	147
%V	*81.9%*	*81.6%*	*75.0%*	*100.0%*	*82.1%*	*72.1%*	*89.9%*	*75.0%*
%H (All HH)		*98.3%*	*51.1%*	*1.3%*	*80.0%*	*34.0%*	*45.5%*	*62.6%*
%H (TV HH)			*51.9%*	*1.3%*	*81.4%*	*34.6%*	*46.3%*	
With	53	52	40	0	42	30	11	49
%V	*18.5%*	*18.4%*	*25.0%*	*0.0%*	*18.3%*	*27.0%*	*9.2%*	*25.0%*
%H (All HH)		*98.1%*	*75.5%*	*0.0%*	*79.2%*	*56.6%*	*20.8%*	*92.5%*
%H (TV HH)			*76.9%*	*0.0%*	*80.8%*	*57.7%*	*21.2%*	
0 - 3	20	19	16	0	14	11	3	19
%V	*7.0%*	*6.7%*	*10.0%*	*0.0%*	*6.1%*	*9.9%*	*2.5%*	*9.7%*
%H (All HH)		*95.0%*	*80.0%*	*0.0%*	*70.0%*	*55.0%*	*15.0%*	*95.0%*
%H (TV HH)			*84.2%*	*0.0%*	*73.7%*	*57.9%*	*15.8%*	
4 - 9	27	27	20	0	20	13	7	24
%V	*9.4%*	*9.5%*	*12.5%*	*0.0%*	*8.7%*	*11.7%*	*5.9%*	*12.2%*
%H (All HH)		*100.0%*	*74.1%*	*0.0%*	*74.1%*	*48.1%*	*25.9%*	*88.9%*
%H (TV HH)			*74.1%*	*0.0%*	*74.1%*	*48.1%*	*25.9%*	
10 - 15	23	22	16	0	20	13	6	22
%V	*8.0%*	*7.8%*	*10.0%*	*0.0%*	*8.7%*	*11.7%*	*5.0%*	*11.2%*
%H (All HH)		*95.7%*	*69.6%*	*0.0%*	*87.0%*	*56.5%*	*26.1%*	*95.7%*
%H (TV HH)			*72.7%*	*0.0%*	*90.9%*	*59.1%*	*27.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Household level data

Table 12.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
1	120	120	52	1	92	25	67	62
%V	*41.8%*	*42.4%*	*32.5%*	*33.3%*	*40.2%*	*22.5%*	*56.3%*	*31.6%*
%H (All HH)		*100.0%*	*43.3%*	*0.8%*	*76.7%*	*20.8%*	*55.8%*	*51.7%*
%H (TV HH)			*43.3%*	*0.8%*	*76.7%*	*20.8%*	*55.8%*	
2	92	92	54	2	80	45	36	68
%V	*32.1%*	*32.5%*	*33.8%*	*66.7%*	*34.9%*	*40.5%*	*30.3%*	*34.7%*
%H (All HH)		*100.0%*	*58.7%*	*2.2%*	*87.0%*	*48.9%*	*39.1%*	*73.9%*
%H (TV HH)			*58.7%*	*2.2%*	*87.0%*	*48.9%*	*39.1%*	
3	47	47	36	0	34	24	11	41
%V	*16.4%*	*16.6%*	*22.5%*	*0.0%*	*14.8%*	*21.6%*	*9.2%*	*20.9%*
%H (All HH)		*100.0%*	*76.6%*	*0.0%*	*72.3%*	*51.1%*	*23.4%*	*87.2%*
%H (TV HH)			*76.6%*	*0.0%*	*72.3%*	*51.1%*	*23.4%*	
4	17	17	12	0	16	11	5	15
%V	*5.9%*	*6.0%*	*7.5%*	*0.0%*	*7.0%*	*9.9%*	*4.2%*	*7.7%*
%H (All HH)		*100.0%*	*70.6%*	*0.0%*	*94.1%*	*64.7%*	*29.4%*	*88.2%*
%H (TV HH)			*70.6%*	*0.0%*	*94.1%*	*64.7%*	*29.4%*	
5+	7	7	6	0	7	6	1	7
%V	*2.4%*	*2.5%*	*3.8%*	*0.0%*	*3.1%*	*5.4%*	*0.8%*	*3.6%*
%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%*	

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

October 2012 - September 2013

ITV Border

Household level data

Table 12.6: 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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Under 20"	76	76	47	0	70	40	29	57
%V	*26.5%*	*26.9%*	*29.4%*	*0.0%*	*30.6%*	*36.0%*	*24.4%*	*29.1%*
%H (All HH)		*100.0%*	*61.8%*	*0.0%*	*92.1%*	*52.6%*	*38.2%*	*75.0%*
%H (TV HH)			*61.8%*	*0.0%*	*92.1%*	*52.6%*	*38.2%*	
20" - 29"	117	117	60	0	101	45	56	78
%V	*40.8%*	*41.3%*	*37.5%*	*0.0%*	*44.1%*	*40.5%*	*47.1%*	*39.8%*
%H (All HH)		*100.0%*	*51.3%*	*0.0%*	*86.3%*	*38.5%*	*47.9%*	*66.7%*
%H (TV HH)			*51.3%*	*0.0%*	*86.3%*	*38.5%*	*47.9%*	
30" - 39"	143	143	86	2	122	67	55	100
%V	*49.8%*	*50.5%*	*53.8%*	*66.7%*	*53.3%*	*60.4%*	*46.2%*	*51.0%*
%H (All HH)		*100.0%*	*60.1%*	*1.4%*	*85.3%*	*46.9%*	*38.5%*	*69.9%*
%H (TV HH)			*60.1%*	*1.4%*	*85.3%*	*46.9%*	*38.5%*	
40" and over	96	96	72	1	73	50	23	81
%V	*33.4%*	*33.9%*	*45.0%*	*33.3%*	*31.9%*	*45.0%*	*19.3%*	*41.3%*
%H (All HH)		*100.0%*	*75.0%*	*1.0%*	*76.0%*	*52.1%*	*24.0%*	*84.4%*
%H (TV HH)			*75.0%*	*1.0%*	*76.0%*	*52.1%*	*24.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Household level data

Table 12.7: 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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Main living room	278	278	158	3	227	110	117	190
%V	*96.9%*	*98.2%*	*98.8%*	*100.0%*	*99.1%*	*99.1%*	*98.3%*	*96.9%*
%H (All HH)		*100.0%*	*56.8%*	*1.1%*	*81.7%*	*39.6%*	*42.1%*	*68.3%*
%H (TV HH)			*56.8%*	*1.1%*	*81.7%*	*39.6%*	*42.1%*	
Kitchen	41	41	31	0	37	26	11	35
%V	*14.3%*	*14.5%*	*19.4%*	*0.0%*	*16.2%*	*23.4%*	*9.2%*	*17.9%*
%H (All HH)		*100.0%*	*75.6%*	*0.0%*	*90.2%*	*63.4%*	*26.8%*	*85.4%*
%H (TV HH)			*75.6%*	*0.0%*	*90.2%*	*63.4%*	*26.8%*	
Adult's bedroom	107	107	75	1	95	64	31	89
%V	*37.3%*	*37.8%*	*46.9%*	*33.3%*	*41.5%*	*57.7%*	*26.1%*	*45.4%*
%H (All HH)		*100.0%*	*70.1%*	*0.9%*	*88.8%*	*59.8%*	*29.0%*	*83.2%*
%H (TV HH)			*70.1%*	*0.9%*	*88.8%*	*59.8%*	*29.0%*	
Child's bedroom	16	16	11	0	15	10	5	15
%V	*5.6%*	*5.7%*	*6.9%*	*0.0%*	*6.6%*	*9.0%*	*4.2%*	*7.7%*
%H (All HH)		*100.0%*	*68.8%*	*0.0%*	*93.8%*	*62.5%*	*31.3%*	*93.8%*
%H (TV HH)			*68.8%*	*0.0%*	*93.8%*	*62.5%*	*31.3%*	
Other bedroom	4	4	3	0	3	2	1	2
%V	*1.4%*	*1.4%*	*1.9%*	*0.0%*	*1.3%*	*1.8%*	*0.8%*	*1.0%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*50.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
Second living/dining room	24	24	13	0	22	10	11	19
%V	*8.4%*	*8.5%*	*8.1%*	*0.0%*	*9.6%*	*9.0%*	*9.2%*	*9.7%*
%H (All HH)		*100.0%*	*54.2%*	*0.0%*	*91.7%*	*41.7%*	*45.8%*	*79.2%*
%H (TV HH)			*54.2%*	*0.0%*	*91.7%*	*41.7%*	*45.8%*	
Study/office	3	3	3	0	3	3	0	3
%V	*1.0%*	*1.1%*	*1.9%*	*0.0%*	*1.3%*	*2.7%*	*0.0%*	*1.5%*
%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%*	
TV room	4	4	3	0	3	2	1	3
%V	*1.4%*	*1.4%*	*1.9%*	*0.0%*	*1.3%*	*1.8%*	*0.8%*	*1.5%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
Conservatory	6	6	3	0	5	3	2	6
%V	*2.1%*	*2.1%*	*1.9%*	*0.0%*	*2.2%*	*2.7%*	*1.7%*	*3.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	1	1	1	0	1	1	0	1
%V	*0.3%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.9%*	*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%*	
Other	2	2	0	0	2	0	1	1
%V	*0.7%*	*0.7%*	*0.0%*	*0.0%*	*0.9%*	*0.0%*	*0.8%*	*0.5%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Household level data

Table 12.8: Recorders 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	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Any DSAT provider	160	160	160	0	108	108	0	123
%V	*55.7%*	*56.5%*	*100.0%*	*0.0%*	*47.2%*	*97.3%*	*0.0%*	*62.8%*
%H (All HH)			*100.0%*	*0.0%*	*67.5%*	*67.5%*	*0.0%*	*76.9%*
%H (TV HH)			*100.0%*	*0.0%*	*67.5%*	*67.5%*	*0.0%*	
Sky with subcription	131	131	131	0	88	88	0	103
%V	*45.6%*	*46.3%*	*81.9%*	*0.0%*	*38.4%*	*79.3%*	*0.0%*	*52.6%*
%H (All HH)			*100.0%*	*0.0%*	*67.2%*	*67.2%*	*0.0%*	*78.6%*
%H (TV HH)			*100.0%*	*0.0%*	*67.2%*	*67.2%*	*0.0%*	
Sky without subscription	13	13	13	0	8	8	0	7
%V	*4.5%*	*4.6%*	*8.1%*	*0.0%*	*3.5%*	*7.2%*	*0.0%*	*3.6%*
%H (All HH)			*100.0%*	*0.0%*	*61.5%*	*61.5%*	*0.0%*	*53.8%*
%H (TV HH)			*100.0%*	*0.0%*	*61.5%*	*61.5%*	*0.0%*	
Freesat	17	17	17	0	12	12	0	13
%V	*5.9%*	*6.0%*	*10.6%*	*0.0%*	*5.2%*	*10.8%*	*0.0%*	*6.6%*
%H (All HH)			*100.0%*	*0.0%*	*70.6%*	*70.6%*	*0.0%*	*76.5%*
%H (TV HH)			*100.0%*	*0.0%*	*70.6%*	*70.6%*	*0.0%*	
Other satellite provider	1	1	1	0	1	1	0	1
%V	*0.3%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.9%*	*0.0%*	*0.5%*
%H (All HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
DCAB	3	3	0	3	3	3	0	3
%V	*1.0%*	*1.1%*	*0.0%*	*100.0%*	*1.3%*	*2.7%*	*0.0%*	*1.5%*
%H (All HH)			*0.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	
DTT	229	229	108	3	229	111	119	156
%V	*79.8%*	*80.9%*	*67.5%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*79.6%*
%H (All HH)		*100.0%*	*47.2%*	*1.3%*	*100.0%*	*48.5%*	*52.0%*	*68.1%*
%H (TV HH)			*47.2%*	*1.3%*	*100.0%*	*48.5%*	*52.0%*	

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

October 2012 - September 2013

ITV Border

Household level data

Table 12.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
PVR	166	166	130	3	121	88	33	134
%V	*57.8%*	*58.7%*	*81.3%*	*100.0%*	*52.8%*	*79.3%*	*27.7%*	*68.4%*
%H (All HH)		*100.0%*	*78.3%*	*1.8%*	*72.9%*	*53.0%*	*19.9%*	*80.7%*
%H (TV HH)			*78.3%*	*1.8%*	*72.9%*	*53.0%*	*19.9%*	
DVDR	18	18	7	0	15	4	11	13
%V	*6.3%*	*6.4%*	*4.4%*	*0.0%*	*6.6%*	*3.6%*	*9.2%*	*6.6%*
%H (All HH)		*100.0%*	*38.9%*	*0.0%*	*83.3%*	*22.2%*	*61.1%*	*72.2%*
%H (TV HH)			*38.9%*	*0.0%*	*83.3%*	*22.2%*	*61.1%*	
VCR	6	6	1	0	5	0	5	2
%V	*2.1%*	*2.1%*	*0.6%*	*0.0%*	*2.2%*	*0.0%*	*4.2%*	*1.0%*
%H (All HH)		*100.0%*	*16.7%*	*0.0%*	*83.3%*	*0.0%*	*83.3%*	*33.3%*
%H (TV HH)			*16.7%*	*0.0%*	*83.3%*	*0.0%*	*83.3%*	
Any recorder	179	179	131	3	133	89	44	142
%V	*62.4%*	*63.3%*	*81.9%*	*100.0%*	*58.1%*	*80.2%*	*37.0%*	*72.4%*
%H (All HH)		*100.0%*	*73.2%*	*1.7%*	*74.3%*	*49.7%*	*24.6%*	*79.3%*
%H (TV HH)			*73.2%*	*1.7%*	*74.3%*	*49.7%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	102	102	80	3	73	55	18	86
%V	*35.5%*	*36.0%*	*50.0%*	*100.0%*	*31.9%*	*49.5%*	*15.1%*	*43.9%*
%H (All HH)		*100.0%*	*78.4%*	*2.9%*	*71.6%*	*53.9%*	*17.6%*	*84.3%*
%H (TV HH)			*78.4%*	*2.9%*	*71.6%*	*53.9%*	*17.6%*	
DVD/Blu-ray player or recorder	232	232	135	3	192	98	93	174
%V	*80.8%*	*82.0%*	*84.4%*	*100.0%*	*83.8%*	*88.3%*	*78.2%*	*88.8%*
%H (All HH)		*100.0%*	*58.2%*	*1.3%*	*82.8%*	*42.2%*	*40.1%*	*75.0%*
%H (TV HH)			*58.2%*	*1.3%*	*82.8%*	*42.2%*	*40.1%*	

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

October 2012 - September 2013

ITV Border

Household level data

Table 12.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	287	283	160	3	229	111	119	196
%H (All HH)		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*
%H (TV HH)			*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	
Has broadband internet	196	193	123	3	156	90	67	196
%V	*68.3%*	*68.2%*	*76.9%*	*100.0%*	*68.1%*	*81.1%*	*56.3%*	*100.0%*
%H (All HH)		*98.5%*	*62.8%*	*1.5%*	*79.6%*	*45.9%*	*34.2%*	*100.0%*
%H (TV HH)			*63.7%*	*1.6%*	*80.8%*	*46.6%*	*34.7%*	
Number of computers (PCs and laptops)								
0	81	80	34	0	64	20	46	2
%V	*28.2%*	*28.3%*	*21.3%*	*0.0%*	*27.9%*	*18.0%*	*38.7%*	*1.0%*
%H (All HH)		*98.8%*	*42.0%*	*0.0%*	*79.0%*	*24.7%*	*56.8%*	*2.5%*
%H (TV HH)			*42.5%*	*0.0%*	*80.0%*	*25.0%*	*57.5%*	
1	110	109	63	2	89	44	44	98
%V	*38.3%*	*38.5%*	*39.4%*	*66.7%*	*38.9%*	*39.6%*	*37.0%*	*50.0%*
%H (All HH)		*99.1%*	*57.3%*	*1.8%*	*80.9%*	*40.0%*	*40.0%*	*89.1%*
%H (TV HH)			*57.8%*	*1.8%*	*81.7%*	*40.4%*	*40.4%*	
2	57	55	37	1	46	29	17	57
%V	*19.9%*	*19.4%*	*23.1%*	*33.3%*	*20.1%*	*26.1%*	*14.3%*	*29.1%*
%H (All HH)		*96.5%*	*64.9%*	*1.8%*	*80.7%*	*50.9%*	*29.8%*	*100.0%*
%H (TV HH)			*67.3%*	*1.8%*	*83.6%*	*52.7%*	*30.9%*	
3	22	22	14	1	16	10	6	22
%V	*7.7%*	*7.8%*	*8.8%*	*33.3%*	*7.0%*	*9.0%*	*5.0%*	*11.2%*
%H (All HH)		*100.0%*	*63.6%*	*4.5%*	*72.7%*	*45.5%*	*27.3%*	*100.0%*
%H (TV HH)			*63.6%*	*4.5%*	*72.7%*	*45.5%*	*27.3%*	
4	7	7	4	0	5	2	3	7
%V	*2.4%*	*2.5%*	*2.5%*	*0.0%*	*2.2%*	*1.8%*	*2.5%*	*3.6%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*71.4%*	*28.6%*	*42.9%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*71.4%*	*28.6%*	*42.9%*	
5+	10	10	7	0	9	6	3	10
%V	*3.5%*	*3.5%*	*4.4%*	*0.0%*	*3.9%*	*5.4%*	*2.5%*	*5.1%*
%H (All HH)		*100.0%*	*70.0%*	*0.0%*	*90.0%*	*60.0%*	*30.0%*	*100.0%*
%H (TV HH)			*70.0%*	*0.0%*	*90.0%*	*60.0%*	*30.0%*	

Base: 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

October 2012 - September 2013

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	549	348	5	456	262	194	419
%H		*63.4%*	*0.9%*	*83.1%*	*47.7%*	*35.3%*	*76.3%*
Under 20"	103	63	0	95	56	39	80
%V	*18.8%*	*18.1%*	*0.0%*	*20.8%*	*21.4%*	*20.1%*	*19.1%*
%H		*61.2%*	*0.0%*	*92.2%*	*54.4%*	*37.9%*	*77.7%*
20" - 29"	143	78	0	123	59	64	99
%V	*26.0%*	*22.4%*	*0.0%*	*27.0%*	*22.5%*	*33.0%*	*23.6%*
%H		*54.5%*	*0.0%*	*86.0%*	*41.3%*	*44.8%*	*69.2%*
30" - 39"	165	104	3	142	83	58	120
%V	*30.1%*	*29.9%*	*60.0%*	*31.1%*	*31.7%*	*29.9%*	*28.6%*
%H		*63.0%*	*1.8%*	*86.1%*	*50.3%*	*35.2%*	*72.7%*
40" and over	108	81	1	82	56	25	93
%V	*19.7%*	*23.3%*	*20.0%*	*18.0%*	*21.4%*	*12.9%*	*22.2%*
%H		*75.0%*	*0.9%*	*75.9%*	*51.9%*	*23.1%*	*86.1%*
Don't know	2	1	0	1	0	1	1
%V	*0.4%*	*0.3%*	*0.0%*	*0.2%*	*0.0%*	*0.5%*	*0.2%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Not Asked	28	21	1	13	8	7	26
%V	*5.1%*	*6.0%*	*20.0%*	*2.9%*	*3.1%*	*3.6%*	*6.2%*
%H		*75.0%*	*3.6%*	*46.4%*	*28.6%*	*25.0%*	*92.9%*

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

October 2012 - September 2013

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	549	348	5	456	262	194	419
%H		*63.4%*	*0.9%*	*83.1%*	*47.7%*	*35.3%*	*76.3%*
Main living room	280	159	3	229	111	118	192
%V	*51.0%*	*45.7%*	*60.0%*	*50.2%*	*42.4%*	*60.8%*	*45.8%*
%H		*56.8%*	*1.1%*	*81.8%*	*39.6%*	*42.1%*	*68.6%*
Kitchen	41	31	0	37	26	11	35
%V	*7.5%*	*8.9%*	*0.0%*	*8.1%*	*9.9%*	*5.7%*	*8.4%*
%H		*75.6%*	*0.0%*	*90.2%*	*63.4%*	*26.8%*	*85.4%*
Adult's bedroom	131	95	1	117	82	35	110
%V	*23.9%*	*27.3%*	*20.0%*	*25.7%*	*31.3%*	*18.0%*	*26.3%*
%H		*72.5%*	*0.8%*	*89.3%*	*62.6%*	*26.7%*	*84.0%*
Child's bedroom	20	14	0	18	12	6	18
%V	*3.6%*	*4.0%*	*0.0%*	*3.9%*	*4.6%*	*3.1%*	*4.3%*
%H		*70.0%*	*0.0%*	*90.0%*	*60.0%*	*30.0%*	*90.0%*
Other bedroom	4	4	0	4	3	1	3
%V	*0.7%*	*1.1%*	*0.0%*	*0.9%*	*1.1%*	*0.5%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*75.0%*	*25.0%*	*75.0%*
Second living/dining room	26	14	0	23	11	12	20
%V	*4.7%*	*4.0%*	*0.0%*	*5.0%*	*4.2%*	*6.2%*	*4.8%*
%H		*53.8%*	*0.0%*	*88.5%*	*42.3%*	*46.2%*	*76.9%*
Study/office	3	3	0	3	3	0	3
%V	*0.5%*	*0.9%*	*0.0%*	*0.7%*	*1.1%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
TV room	4	3	0	3	2	1	3
%V	*0.7%*	*0.9%*	*0.0%*	*0.7%*	*0.8%*	*0.5%*	*0.7%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
Conservatory	6	3	0	5	3	2	6
%V	*1.1%*	*0.9%*	*0.0%*	*1.1%*	*1.1%*	*1.0%*	*1.4%*
%H		*50.0%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	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%*
Other	3	0	0	3	0	2	2
%V	*0.5%*	*0.0%*	*0.0%*	*0.7%*	*0.0%*	*1.0%*	*0.5%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*66.7%*	*66.7%*
Not Asked	28	21	1	13	8	7	26
%V	*5.1%*	*6.0%*	*20.0%*	*2.9%*	*3.1%*	*3.6%*	*6.2%*
%H		*75.0%*	*3.6%*	*46.4%*	*28.6%*	*25.0%*	*92.9%*

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
October 2012 - September 2013

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	549	348	5	456	262	194	419
%H		*63.4%*	*0.9%*	*83.1%*	*47.7%*	*35.3%*	*76.3%*
PVR	209	171	3	150	115	35	173
%V	*38.1%*	*49.1%*	*60.0%*	*32.9%*	*43.9%*	*18.0%*	*41.3%*
%H		*81.8%*	*1.4%*	*71.8%*	*55.0%*	*16.7%*	*82.8%*
DVDR	19	7	0	16	4	12	14
%V	*3.5%*	*2.0%*	*0.0%*	*3.5%*	*1.5%*	*6.2%*	*3.3%*
%H		*36.8%*	*0.0%*	*84.2%*	*21.1%*	*63.2%*	*73.7%*
VCR	6	1	0	5	0	5	2
%V	*1.1%*	*0.3%*	*0.0%*	*1.1%*	*0.0%*	*2.6%*	*0.5%*
%H		*16.7%*	*0.0%*	*83.3%*	*0.0%*	*83.3%*	*33.3%*
Any recorder	224	174	3	164	117	47	183
%V	*40.8%*	*50.0%*	*60.0%*	*36.0%*	*44.7%*	*24.2%*	*43.7%*
%H		*77.7%*	*1.3%*	*73.2%*	*52.2%*	*21.0%*	*81.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	549	348	5	456	262	194	419
%H		*63.4%*	*0.9%*	*83.1%*	*47.7%*	*35.3%*	*76.3%*
Receives HDTV (via STB or built-in reception)	132	104	3	97	72	25	114
%V	*24.0%*	*29.9%*	*60.0%*	*21.3%*	*27.5%*	*12.9%*	*27.2%*
%H		*78.8%*	*2.3%*	*73.5%*	*54.5%*	*18.9%*	*86.4%*
DVD/Blu-ray player or recorder	327	198	5	283	159	125	259
%V	*59.6%*	*56.9%*	*100.0%*	*62.1%*	*60.7%*	*64.4%*	*61.8%*
%H		*60.6%*	*1.5%*	*86.5%*	*48.6%*	*38.2%*	*79.2%*

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

October 2012 - September 2013

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	283	160	3	229	111	119	193
%H		*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	*68.2%*
Under 20"	6	0	0	6	0	6	3
%V	*2.1%*	*0.0%*	*0.0%*	*2.6%*	*0.0%*	*5.0%*	*1.6%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*
20" - 29"	62	24	0	50	12	38	32
%V	*21.9%*	*15.0%*	*0.0%*	*21.8%*	*10.8%*	*31.9%*	*16.6%*
%H		*38.7%*	*0.0%*	*80.6%*	*19.4%*	*61.3%*	*51.6%*
30" - 39"	121	67	2	103	51	52	80
%V	*42.8%*	*41.9%*	*66.7%*	*45.0%*	*45.9%*	*43.7%*	*41.5%*
%H		*55.4%*	*1.7%*	*85.1%*	*42.1%*	*43.0%*	*66.1%*
40" and over	91	68	1	69	48	21	77
%V	*32.2%*	*42.5%*	*33.3%*	*30.1%*	*43.2%*	*17.6%*	*39.9%*
%H		*74.7%*	*1.1%*	*75.8%*	*52.7%*	*23.1%*	*84.6%*
Don't know	1	0	0	1	0	1	1
%V	*0.4%*	*0.0%*	*0.0%*	*0.4%*	*0.0%*	*0.8%*	*0.5%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Not Asked	2	1	0	0	0	1	0
%V	*0.7%*	*0.6%*	*0.0%*	*0.0%*	*0.0%*	*0.8%*	*0.0%*
%H		*50.0%*	*0.0%*	*0.0%*	*0.0%*	*50.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Set level data

Table 12.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	283	160	3	229	111	119	193
%H		*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	*68.2%*
PVR	161	128	3	117	87	30	130
%V	*56.9%*	*80.0%*	*100.0%*	*51.1%*	*78.4%*	*25.2%*	*67.4%*
%H		*79.5%*	*1.9%*	*72.7%*	*54.0%*	*18.6%*	*80.7%*
DVDR	16	6	0	13	3	11	12
%V	*5.7%*	*3.8%*	*0.0%*	*5.7%*	*2.7%*	*9.2%*	*6.2%*
%H		*37.5%*	*0.0%*	*81.3%*	*18.8%*	*68.8%*	*75.0%*
VCR	5	1	0	4	0	4	2
%V	*1.8%*	*0.6%*	*0.0%*	*1.7%*	*0.0%*	*3.4%*	*1.0%*
%H		*20.0%*	*0.0%*	*80.0%*	*0.0%*	*80.0%*	*40.0%*
Any recorder	173	129	3	129	88	41	138
%V	*61.1%*	*80.6%*	*100.0%*	*56.3%*	*79.3%*	*34.5%*	*71.5%*
%H		*74.6%*	*1.7%*	*74.6%*	*50.9%*	*23.7%*	*79.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	283	160	3	229	111	119	193
%H		*56.5%*	*1.1%*	*80.9%*	*39.2%*	*42.0%*	*68.2%*
Receives HDTV (via STB or built-in reception)	100	79	3	72	54	18	85
%V	*35.3%*	*49.4%*	*100.0%*	*31.4%*	*48.6%*	*15.1%*	*44.0%*
%H		*79.0%*	*3.0%*	*72.0%*	*54.0%*	*18.0%*	*85.0%*
DVD/Blu-ray player or recorder	221	127	3	182	92	90	166
%V	*78.1%*	*79.4%*	*100.0%*	*79.5%*	*82.9%*	*75.6%*	*86.0%*
%H		*57.5%*	*1.4%*	*82.4%*	*41.6%*	*40.7%*	*75.1%*

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

October 2012 - September 2013

ITV Border

Set level data

Table 12.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	266	188	2	227	152	75	226
%H		*70.7%*	*0.8%*	*85.3%*	*57.1%*	*28.2%*	*85.0%*
Under 20"	97	63	0	89	56	34	76
%V	*36.5%*	*33.5%*	*0.0%*	*39.2%*	*36.8%*	*45.3%*	*33.6%*
%H		*64.9%*	*0.0%*	*91.8%*	*57.7%*	*35.1%*	*78.4%*
20" - 29"	81	54	0	72	46	26	67
%V	*30.5%*	*28.7%*	*0.0%*	*31.7%*	*30.3%*	*34.7%*	*29.6%*
%H		*66.7%*	*0.0%*	*88.9%*	*56.8%*	*32.1%*	*82.7%*
30" - 39"	44	37	1	39	33	6	40
%V	*16.5%*	*19.7%*	*50.0%*	*17.2%*	*21.7%*	*8.0%*	*17.7%*
%H		*84.1%*	*2.3%*	*88.6%*	*75.0%*	*13.6%*	*90.9%*
40" and over	17	13	0	12	8	4	16
%V	*6.4%*	*6.9%*	*0.0%*	*5.3%*	*5.3%*	*5.3%*	*7.1%*
%H		*76.5%*	*0.0%*	*70.6%*	*47.1%*	*23.5%*	*94.1%*
Don't know	1	1	0	0	0	0	1
%V	*0.4%*	*0.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Not Asked	26	20	1	15	9	5	26
%V	*9.8%*	*10.6%*	*50.0%*	*6.6%*	*5.9%*	*6.7%*	*11.5%*
%H		*76.9%*	*3.8%*	*57.7%*	*34.6%*	*19.2%*	*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

October 2012 - September 2013

ITV Border

Set level data

Table 12.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	266	188	2	227	152	75	226
%H		*70.7%*	*0.8%*	*85.3%*	*57.1%*	*28.2%*	*85.0%*
PVR	48	43	0	33	28	5	43
%V	*18.0%*	*22.9%*	*0.0%*	*14.5%*	*18.4%*	*6.7%*	*19.0%*
%H		*89.6%*	*0.0%*	*68.8%*	*58.3%*	*10.4%*	*89.6%*
DVDR	3	1	0	3	1	1	2
%V	*1.1%*	*0.5%*	*0.0%*	*1.3%*	*0.7%*	*1.3%*	*0.9%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	*66.7%*
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	50	45	0	35	30	5	45
%V	*18.8%*	*23.9%*	*0.0%*	*15.4%*	*19.7%*	*6.7%*	*19.9%*
%H		*90.0%*	*0.0%*	*70.0%*	*60.0%*	*10.0%*	*90.0%*

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	266	188	2	227	152	75	226
%H		*70.7%*	*0.8%*	*85.3%*	*57.1%*	*28.2%*	*85.0%*
Receives HDTV (via STB or built-in reception)	32	25	0	25	18	7	29
%V	*12.0%*	*13.3%*	*0.0%*	*11.0%*	*11.8%*	*9.3%*	*12.8%*
%H		*78.1%*	*0.0%*	*78.1%*	*56.3%*	*21.9%*	*90.6%*
DVD/Blu-ray player or recorder	106	70	1	101	67	34	94
%V	*39.8%*	*37.2%*	*50.0%*	*44.5%*	*44.1%*	*45.3%*	*41.6%*
%H		*66.0%*	*0.9%*	*95.3%*	*63.2%*	*32.1%*	*88.7%*

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

October 2012 - September 2013

ITV Border

Individual level data

Table 12.21: Age 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 Inds	614	606	377	9	489	273	216	482
%H		*98.7%*	*61.4%*	*1.5%*	*79.6%*	*44.5%*	*35.2%*	*78.5%*
Total Children	89	87	64	1	70	47	22	84
%V	*14.5%*	*14.4%*	*17.0%*	*11.1%*	*14.3%*	*17.2%*	*10.2%*	*17.4%*
%H		*97.8%*	*71.9%*	*1.1%*	*78.7%*	*52.8%*	*24.7%*	*94.4%*
0 - 3	24	23	18	1	17	13	4	23
%V	*3.9%*	*3.8%*	*4.8%*	*11.1%*	*3.5%*	*4.8%*	*1.9%*	*4.8%*
%H		*95.8%*	*75.0%*	*4.2%*	*70.8%*	*54.2%*	*16.7%*	*95.8%*
4 - 15	65	64	46	0	53	34	19	61
%V	*10.6%*	*10.6%*	*12.2%*	*0.0%*	*10.8%*	*12.5%*	*8.8%*	*12.7%*
%H		*98.5%*	*70.8%*	*0.0%*	*81.5%*	*52.3%*	*29.2%*	*93.8%*
4 - 9	38	38	28	0	29	18	10	34
%V	*6.2%*	*6.3%*	*7.4%*	*0.0%*	*5.9%*	*6.6%*	*4.6%*	*7.1%*
%H		*100.0%*	*73.7%*	*0.0%*	*76.3%*	*47.4%*	*26.3%*	*89.5%*
10 - 15	27	27	18	0	24	15	9	27
%V	*4.4%*	*4.5%*	*4.8%*	*0.0%*	*4.9%*	*5.5%*	*4.2%*	*5.6%*
%H		*100.0%*	*66.7%*	*0.0%*	*88.9%*	*55.6%*	*33.3%*	*100.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.22: Adults - 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 Inds	614	606	377	9	489	273	216	482
%H		*98.7%*	*61.4%*	*1.5%*	*79.6%*	*44.5%*	*35.2%*	*78.5%*
Total Adults (16+)	525	519	313	8	419	226	194	398
%V	*85.5%*	*85.6%*	*83.0%*	*88.9%*	*85.7%*	*82.8%*	*89.8%*	*82.6%*
%H		*98.9%*	*59.6%*	*1.5%*	*79.8%*	*43.0%*	*37.0%*	*75.8%*
16 - 19	26	26	16	1	21	13	9	24
%V	*4.2%*	*4.3%*	*4.2%*	*11.1%*	*4.3%*	*4.8%*	*4.2%*	*5.0%*
%H		*100.0%*	*61.5%*	*3.8%*	*80.8%*	*50.0%*	*34.6%*	*92.3%*
20 - 24	37	37	22	1	29	18	12	33
%V	*6.0%*	*6.1%*	*5.8%*	*11.1%*	*5.9%*	*6.6%*	*5.6%*	*6.8%*
%H		*100.0%*	*59.5%*	*2.7%*	*78.4%*	*48.6%*	*32.4%*	*89.2%*
25 - 34	76	75	59	1	46	33	13	65
%V	*12.4%*	*12.4%*	*15.6%*	*11.1%*	*9.4%*	*12.1%*	*6.0%*	*13.5%*
%H		*98.7%*	*77.6%*	*1.3%*	*60.5%*	*43.4%*	*17.1%*	*85.5%*
35 - 44	58	57	37	0	48	29	19	53
%V	*9.4%*	*9.4%*	*9.8%*	*0.0%*	*9.8%*	*10.6%*	*8.8%*	*11.0%*
%H		*98.3%*	*63.8%*	*0.0%*	*82.8%*	*50.0%*	*32.8%*	*91.4%*
45 - 54	91	91	59	3	80	51	29	81
%V	*14.8%*	*15.0%*	*15.6%*	*33.3%*	*16.4%*	*18.7%*	*13.4%*	*16.8%*
%H		*100.0%*	*64.8%*	*3.3%*	*87.9%*	*56.0%*	*31.9%*	*89.0%*
55 - 64	83	80	44	0	66	30	36	68
%V	*13.5%*	*13.2%*	*11.7%*	*0.0%*	*13.5%*	*11.0%*	*16.7%*	*14.1%*
%H		*96.4%*	*53.0%*	*0.0%*	*79.5%*	*36.1%*	*43.4%*	*81.9%*
65+	154	153	75	2	129	52	76	72
%V	*25.1%*	*25.2%*	*19.9%*	*22.2%*	*26.4%*	*19.0%*	*35.2%*	*14.9%*
%H		*99.4%*	*48.7%*	*1.3%*	*83.8%*	*33.8%*	*49.4%*	*46.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	525	519	313	8	419	226	194	398
%H		*98.9%*	*59.6%*	*1.5%*	*79.8%*	*43.0%*	*37.0%*	*75.8%*
AB	115	114	66	2	93	47	46	108
%V	*21.9%*	*22.0%*	*21.1%*	*25.0%*	*22.2%*	*20.8%*	*23.7%*	*27.1%*
%H		*99.1%*	*57.4%*	*1.7%*	*80.9%*	*40.9%*	*40.0%*	*93.9%*
C1	124	122	74	3	101	56	45	99
%V	*23.6%*	*23.5%*	*23.6%*	*37.5%*	*24.1%*	*24.8%*	*23.2%*	*24.9%*
%H		*98.4%*	*59.7%*	*2.4%*	*81.5%*	*45.2%*	*36.3%*	*79.8%*
C2	149	149	96	2	126	75	50	114
%V	*28.4%*	*28.7%*	*30.7%*	*25.0%*	*30.1%*	*33.2%*	*25.8%*	*28.6%*
%H		*100.0%*	*64.4%*	*1.3%*	*84.6%*	*50.3%*	*33.6%*	*76.5%*
D	91	90	54	1	69	37	32	59
%V	*17.3%*	*17.3%*	*17.3%*	*12.5%*	*16.5%*	*16.4%*	*16.5%*	*14.8%*
%H		*98.9%*	*59.3%*	*1.1%*	*75.8%*	*40.7%*	*35.2%*	*64.8%*
E	46	44	23	0	30	10	20	17
%V	*8.8%*	*8.5%*	*7.3%*	*0.0%*	*7.2%*	*4.4%*	*10.3%*	*4.3%*
%H		*95.7%*	*50.0%*	*0.0%*	*65.2%*	*21.7%*	*43.5%*	*37.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	525	519	313	8	419	226	194	398
%H		*98.9%*	*59.6%*	*1.5%*	*79.8%*	*43.0%*	*37.0%*	*75.8%*
Working full time	225	223	153	2	177	113	64	199
%V	*42.9%*	*43.0%*	*48.9%*	*25.0%*	*42.2%*	*50.0%*	*33.0%*	*50.0%*
%H		*99.1%*	*68.0%*	*0.9%*	*78.7%*	*50.2%*	*28.4%*	*88.4%*
Working part time	57	57	34	3	48	29	20	50
%V	*10.9%*	*11.0%*	*10.9%*	*37.5%*	*11.5%*	*12.8%*	*10.3%*	*12.6%*
%H		*100.0%*	*59.6%*	*5.3%*	*84.2%*	*50.9%*	*35.1%*	*87.7%*
Not working	242	240	126	3	194	83	110	148
%V	*46.1%*	*46.2%*	*40.3%*	*37.5%*	*46.3%*	*36.7%*	*56.7%*	*37.2%*
%H		*99.2%*	*52.1%*	*1.2%*	*80.2%*	*34.3%*	*45.5%*	*61.2%*
Housewife/Houseperson	287	283	160	3	229	111	119	196
%V	*54.7%*	*54.5%*	*51.1%*	*37.5%*	*54.7%*	*49.1%*	*61.3%*	*49.2%*
%H		*98.6%*	*55.7%*	*1.0%*	*79.8%*	*38.7%*	*41.5%*	*68.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.25: Males - 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 Males (16+)	259	255	159	4	204	113	91	202
%H		*98.5%*	*61.4%*	*1.5%*	*78.8%*	*43.6%*	*35.1%*	*78.0%*
16 - 19	14	14	10	0	12	7	5	14
%V	*5.4%*	*5.5%*	*6.3%*	*0.0%*	*5.9%*	*6.2%*	*5.5%*	*6.9%*
%H		*100.0%*	*71.4%*	*0.0%*	*85.7%*	*50.0%*	*35.7%*	*100.0%*
20 - 24	16	16	11	0	14	9	5	16
%V	*6.2%*	*6.3%*	*6.9%*	*0.0%*	*6.9%*	*8.0%*	*5.5%*	*7.9%*
%H		*100.0%*	*68.8%*	*0.0%*	*87.5%*	*56.3%*	*31.3%*	*100.0%*
25 - 34	41	40	31	0	24	16	7	35
%V	*15.8%*	*15.7%*	*19.5%*	*0.0%*	*11.8%*	*14.2%*	*7.7%*	*17.3%*
%H		*97.6%*	*75.6%*	*0.0%*	*58.5%*	*39.0%*	*17.1%*	*85.4%*
35 - 44	29	28	17	0	24	13	10	26
%V	*11.2%*	*11.0%*	*10.7%*	*0.0%*	*11.8%*	*11.5%*	*11.0%*	*12.9%*
%H		*96.6%*	*58.6%*	*0.0%*	*82.8%*	*44.8%*	*34.5%*	*89.7%*
45 - 54	44	44	30	1	37	25	12	40
%V	*17.0%*	*17.3%*	*18.9%*	*25.0%*	*18.1%*	*22.1%*	*13.2%*	*19.8%*
%H		*100.0%*	*68.2%*	*2.3%*	*84.1%*	*56.8%*	*27.3%*	*90.9%*
55 - 64	43	41	24	0	33	16	18	33
%V	*16.6%*	*16.1%*	*15.1%*	*0.0%*	*16.2%*	*14.2%*	*19.8%*	*16.3%*
%H		*95.3%*	*55.8%*	*0.0%*	*76.7%*	*37.2%*	*41.9%*	*76.7%*
65+	72	71	36	1	61	27	34	37
%V	*27.8%*	*27.8%*	*22.6%*	*25.0%*	*29.9%*	*23.9%*	*37.4%*	*18.3%*
%H		*98.6%*	*50.0%*	*1.4%*	*84.7%*	*37.5%*	*47.2%*	*51.4%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	259	255	159	4	204	113	91	202
%H		*98.5%*	*61.4%*	*1.5%*	*78.8%*	*43.6%*	*35.1%*	*78.0%*
AB	58	58	35	1	46	24	22	55
%V	*22.4%*	*22.7%*	*22.0%*	*25.0%*	*22.5%*	*21.2%*	*24.2%*	*27.2%*
%H		*100.0%*	*60.3%*	*1.7%*	*79.3%*	*41.4%*	*37.9%*	*94.8%*
C1	54	53	32	1	43	23	20	45
%V	*20.8%*	*20.8%*	*20.1%*	*25.0%*	*21.1%*	*20.4%*	*22.0%*	*22.3%*
%H		*98.1%*	*59.3%*	*1.9%*	*79.6%*	*42.6%*	*37.0%*	*83.3%*
C2	79	79	53	1	66	41	25	61
%V	*30.5%*	*31.0%*	*33.3%*	*25.0%*	*32.4%*	*36.3%*	*27.5%*	*30.2%*
%H		*100.0%*	*67.1%*	*1.3%*	*83.5%*	*51.9%*	*31.6%*	*77.2%*
D	47	47	28	0	36	19	17	32
%V	*18.1%*	*18.4%*	*17.6%*	*0.0%*	*17.6%*	*16.8%*	*18.7%*	*15.8%*
%H		*100.0%*	*59.6%*	*0.0%*	*76.6%*	*40.4%*	*36.2%*	*68.1%*
E	21	19	11	0	13	5	8	9
%V	*8.1%*	*7.5%*	*6.9%*	*0.0%*	*6.4%*	*4.4%*	*8.8%*	*4.5%*
%H		*90.5%*	*52.4%*	*0.0%*	*61.9%*	*23.8%*	*38.1%*	*42.9%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	259	255	159	4	204	113	91	202
%H		*98.5%*	*61.4%*	*1.5%*	*78.8%*	*43.6%*	*35.1%*	*78.0%*
Working full time	139	137	96	1	108	69	40	125
%V	*53.7%*	*53.7%*	*60.4%*	*25.0%*	*52.9%*	*61.1%*	*44.0%*	*61.9%*
%H		*98.6%*	*69.1%*	*0.7%*	*77.7%*	*49.6%*	*28.8%*	*89.9%*
Working part time	10	10	5	1	9	5	4	7
%V	*3.9%*	*3.9%*	*3.1%*	*25.0%*	*4.4%*	*4.4%*	*4.4%*	*3.5%*
%H		*100.0%*	*50.0%*	*10.0%*	*90.0%*	*50.0%*	*40.0%*	*70.0%*
Not working	110	108	58	2	87	39	48	70
%V	*42.5%*	*42.4%*	*36.5%*	*50.0%*	*42.6%*	*34.5%*	*52.7%*	*34.7%*
%H		*98.2%*	*52.7%*	*1.8%*	*79.1%*	*35.5%*	*43.6%*	*63.6%*
Housewife/Houseperson	63	60	28	0	46	15	30	35
%V	*24.3%*	*23.5%*	*17.6%*	*0.0%*	*22.5%*	*13.3%*	*33.0%*	*17.3%*
%H		*95.2%*	*44.4%*	*0.0%*	*73.0%*	*23.8%*	*47.6%*	*55.6%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.28: Females - 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 Females (16+)	266	264	154	5	215	113	102	196
%H		*99.2%*	*57.9%*	*1.9%*	*80.8%*	*42.5%*	*38.3%*	*73.7%*
16 - 19	11	11	6	1	10	6	4	11
%V	*4.1%*	*4.2%*	*3.9%*	*20.0%*	*4.7%*	*5.3%*	*3.9%*	*5.6%*
%H		*100.0%*	*54.5%*	*9.1%*	*90.9%*	*54.5%*	*36.4%*	*100.0%*
20 - 24	21	21	12	0	15	9	6	17
%V	*7.9%*	*8.0%*	*7.8%*	*0.0%*	*7.0%*	*8.0%*	*5.9%*	*8.7%*
%H		*100.0%*	*57.1%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*81.0%*
25 - 34	35	34	28	1	22	17	5	30
%V	*13.2%*	*12.9%*	*18.2%*	*20.0%*	*10.2%*	*15.0%*	*4.9%*	*15.3%*
%H		*97.1%*	*80.0%*	*2.9%*	*62.9%*	*48.6%*	*14.3%*	*85.7%*
35 - 44	30	29	20	0	25	16	9	27
%V	*11.3%*	*11.0%*	*13.0%*	*0.0%*	*11.6%*	*14.2%*	*8.8%*	*13.8%*
%H		*96.7%*	*66.7%*	*0.0%*	*83.3%*	*53.3%*	*30.0%*	*90.0%*
45 - 54	47	47	29	1	42	26	17	41
%V	*17.7%*	*17.8%*	*18.8%*	*20.0%*	*19.5%*	*23.0%*	*16.7%*	*20.9%*
%H		*100.0%*	*61.7%*	*2.1%*	*89.4%*	*55.3%*	*36.2%*	*87.2%*
55 - 64	40	39	20	0	33	15	18	35
%V	*15.0%*	*14.8%*	*13.0%*	*0.0%*	*15.3%*	*13.3%*	*17.6%*	*17.9%*
%H		*97.5%*	*50.0%*	*0.0%*	*82.5%*	*37.5%*	*45.0%*	*87.5%*
65+	83	82	39	1	68	25	43	35
%V	*31.2%*	*31.1%*	*25.3%*	*20.0%*	*31.6%*	*22.1%*	*42.2%*	*17.9%*
%H		*98.8%*	*47.0%*	*1.2%*	*81.9%*	*30.1%*	*51.8%*	*42.2%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	266	264	154	5	215	113	102	196
%H		*99.2%*	*57.9%*	*1.9%*	*80.8%*	*42.5%*	*38.3%*	*73.7%*
AB	56	56	31	1	46	22	24	53
%V	*21.1%*	*21.2%*	*20.1%*	*20.0%*	*21.4%*	*19.5%*	*23.5%*	*27.0%*
%H		*100.0%*	*55.4%*	*1.8%*	*82.1%*	*39.3%*	*42.9%*	*94.6%*
C1	70	70	42	2	58	33	25	54
%V	*26.3%*	*26.5%*	*27.3%*	*40.0%*	*27.0%*	*29.2%*	*24.5%*	*27.6%*
%H		*100.0%*	*60.0%*	*2.9%*	*82.9%*	*47.1%*	*35.7%*	*77.1%*
C2	71	70	43	2	59	34	25	53
%V	*26.7%*	*26.5%*	*27.9%*	*40.0%*	*27.4%*	*30.1%*	*24.5%*	*27.0%*
%H		*98.6%*	*60.6%*	*2.8%*	*83.1%*	*47.9%*	*35.2%*	*74.6%*
D	44	44	25	0	33	18	15	28
%V	*16.5%*	*16.7%*	*16.2%*	*0.0%*	*15.3%*	*15.9%*	*14.7%*	*14.3%*
%H		*100.0%*	*56.8%*	*0.0%*	*75.0%*	*40.9%*	*34.1%*	*63.6%*
E	25	25	13	0	18	5	12	9
%V	*9.4%*	*9.5%*	*8.4%*	*0.0%*	*8.4%*	*4.4%*	*11.8%*	*4.6%*
%H		*100.0%*	*52.0%*	*0.0%*	*72.0%*	*20.0%*	*48.0%*	*36.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Border

Individual level data

Table 12.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	266	264	154	5	215	113	102	196
%H		*99.2%*	*57.9%*	*1.9%*	*80.8%*	*42.5%*	*38.3%*	*73.7%*
Working full time	86	85	57	1	69	45	24	75
%V	*32.3%*	*32.2%*	*37.0%*	*20.0%*	*32.1%*	*39.8%*	*23.5%*	*38.3%*
%H		*98.8%*	*66.3%*	*1.2%*	*80.2%*	*52.3%*	*27.9%*	*87.2%*
Working part time	47	47	29	2	40	24	16	43
%V	*17.7%*	*17.8%*	*18.8%*	*40.0%*	*18.6%*	*21.2%*	*15.7%*	*21.9%*
%H		*100.0%*	*61.7%*	*4.3%*	*85.1%*	*51.1%*	*34.0%*	*91.5%*
Not working	132	132	68	2	106	44	62	79
%V	*49.6%*	*50.0%*	*44.2%*	*40.0%*	*49.3%*	*38.9%*	*60.8%*	*40.3%*
%H		*100.0%*	*51.5%*	*1.5%*	*80.3%*	*33.3%*	*47.0%*	*59.8%*
Housewife/Houseperson	225	223	131	3	183	95	88	161
%V	*84.6%*	*84.5%*	*85.1%*	*60.0%*	*85.1%*	*84.1%*	*86.3%*	*82.1%*
%H		*99.1%*	*58.2%*	*1.3%*	*81.3%*	*42.2%*	*39.1%*	*71.6%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

Contents Page

Household

Table 13.1: Social Grade 340
Table 13.2: Housewife Age 341
Table 13.3: Size of Household 342
Table 13.4: Presence of Children 343
Table 13.5: Number of TV sets in household 344
Table 13.6: Screen size 345
Table 13.7: Location of ANY set in household 346
Table 13.8: Recorders 347
Table 13.9: Recorders and other equipment 348
Table 13.10: Computers and Internet 349

Sets

Table 13.11: Screen Size 350
Table 13.12: Location of set 351
Table 13.13: Recorders 352
Table 13.14: Other TV equipment 352
Table 13.15: Main Set Screen Size 353
Table 13.16: Main Set Recorders 354
Table 13.17: Main Set - Other TV equipment 354
Table 13.18: Other Sets (non-Main Set) Screen Size 355
Table 13.19: Other Set (non-Main Set) Recorders 356
Table 13.20: Other Set (non-Main Set) - Other TV equipment 356

Individuals

Table 13.21: Age of Children 357
Table 13.22: Adults - Age 358
Table 13.23: Social Grade (Adults 16+) 359
Table 13.24: Working Status (Adults 16+) 360
Table 13.25: Males - Age 361
Table 13.26: Social Grade (Males 16+) 362
Table 13.27: Working Status (Males 16+) 363
Table 13.28: Females - Age 364
Table 13.29: Social Grade (Females 16+) 365
Table 13.30: Working Status (Females 16+) 366

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
AB	296	285	109	40	221	87	134	272
%V	*30.0%*	*30.1%*	*30.0%*	*29.6%*	*30.1%*	*29.4%*	*30.5%*	*35.4%*
%H (All HH)		*96.3%*	*36.8%*	*13.5%*	*74.7%*	*29.4%*	*45.3%*	*91.9%*
%H (TV HH)			*38.2%*	*14.0%*	*77.5%*	*30.5%*	*47.0%*	
C1	281	268	94	41	214	86	128	229
%V	*28.5%*	*28.3%*	*25.9%*	*30.4%*	*29.1%*	*29.1%*	*29.2%*	*29.8%*
%H (All HH)		*95.4%*	*33.5%*	*14.6%*	*76.2%*	*30.6%*	*45.6%*	*81.5%*
%H (TV HH)			*35.1%*	*15.3%*	*79.9%*	*32.1%*	*47.8%*	
C2	198	191	82	32	145	68	77	160
%V	*20.1%*	*20.2%*	*22.6%*	*23.7%*	*19.7%*	*23.0%*	*17.5%*	*20.8%*
%H (All HH)		*96.5%*	*41.4%*	*16.2%*	*73.2%*	*34.3%*	*38.9%*	*80.8%*
%H (TV HH)			*42.9%*	*16.8%*	*75.9%*	*35.6%*	*40.3%*	
D	122	119	51	11	92	35	57	75
%V	*12.4%*	*12.6%*	*14.0%*	*8.1%*	*12.5%*	*11.8%*	*13.0%*	*9.8%*
%H (All HH)		*97.5%*	*41.8%*	*9.0%*	*75.4%*	*28.7%*	*46.7%*	*61.5%*
%H (TV HH)			*42.9%*	*9.2%*	*77.3%*	*29.4%*	*47.9%*	
E	89	83	27	11	64	21	43	35
%V	*9.0%*	*8.8%*	*7.4%*	*8.1%*	*8.7%*	*7.1%*	*9.8%*	*4.6%*
%H (All HH)		*93.3%*	*30.3%*	*12.4%*	*71.9%*	*23.6%*	*48.3%*	*39.3%*
%H (TV HH)			*32.5%*	*13.3%*	*77.1%*	*25.3%*	*51.8%*	

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

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.2: 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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Under 25	39	34	9	4	26	8	18	26
%V	*4.0%*	*3.6%*	*2.5%*	*3.0%*	*3.5%*	*2.7%*	*4.1%*	*3.4%*
%H (All HH)		*87.2%*	*23.1%*	*10.3%*	*66.7%*	*20.5%*	*46.2%*	*66.7%*
%H (TV HH)			*26.5%*	*11.8%*	*76.5%*	*23.5%*	*52.9%*	
25 - 34	139	126	50	25	88	38	49	126
%V	*14.1%*	*13.3%*	*13.8%*	*18.5%*	*12.0%*	*12.8%*	*11.2%*	*16.4%*
%H (All HH)		*90.6%*	*36.0%*	*18.0%*	*63.3%*	*27.3%*	*35.3%*	*90.6%*
%H (TV HH)			*39.7%*	*19.8%*	*69.8%*	*30.2%*	*38.9%*	
35 - 44	165	159	80	26	109	57	52	148
%V	*16.7%*	*16.8%*	*22.0%*	*19.3%*	*14.8%*	*19.3%*	*11.8%*	*19.2%*
%H (All HH)		*96.4%*	*48.5%*	*15.8%*	*66.1%*	*34.5%*	*31.5%*	*89.7%*
%H (TV HH)			*50.3%*	*16.4%*	*68.6%*	*35.8%*	*32.7%*	
45 - 54	188	185	79	34	145	75	70	175
%V	*19.1%*	*19.6%*	*21.8%*	*25.2%*	*19.7%*	*25.3%*	*15.9%*	*22.8%*
%H (All HH)		*98.4%*	*42.0%*	*18.1%*	*77.1%*	*39.9%*	*37.2%*	*93.1%*
%H (TV HH)			*42.7%*	*18.4%*	*78.4%*	*40.5%*	*37.8%*	
55 - 64	170	164	63	24	126	49	77	139
%V	*17.2%*	*17.3%*	*17.4%*	*17.8%*	*17.1%*	*16.6%*	*17.5%*	*18.1%*
%H (All HH)		*96.5%*	*37.1%*	*14.1%*	*74.1%*	*28.8%*	*45.3%*	*81.8%*
%H (TV HH)			*38.4%*	*14.6%*	*76.8%*	*29.9%*	*47.0%*	
65 +	285	278	81	24	241	68	173	155
%V	*28.9%*	*29.4%*	*22.3%*	*17.8%*	*32.8%*	*23.0%*	*39.4%*	*20.2%*
%H (All HH)		*97.5%*	*28.4%*	*8.4%*	*84.6%*	*23.9%*	*60.7%*	*54.4%*
%H (TV HH)			*29.1%*	*8.6%*	*86.7%*	*24.5%*	*62.2%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
1	300	278	82	34	222	61	161	166
%V	*30.4%*	*29.4%*	*22.6%*	*25.2%*	*30.2%*	*20.6%*	*36.7%*	*21.6%*
%H (All HH)		*92.7%*	*27.3%*	*11.3%*	*74.0%*	*20.3%*	*53.7%*	*55.3%*
%H (TV HH)			*29.5%*	*12.2%*	*79.9%*	*21.9%*	*57.9%*	
2	359	347	130	44	279	109	170	301
%V	*36.4%*	*36.7%*	*35.8%*	*32.6%*	*38.0%*	*36.8%*	*38.7%*	*39.1%*
%H (All HH)		*96.7%*	*36.2%*	*12.3%*	*77.7%*	*30.4%*	*47.4%*	*83.8%*
%H (TV HH)			*37.5%*	*12.7%*	*80.4%*	*31.4%*	*49.0%*	
3	136	134	62	21	107	58	49	121
%V	*13.8%*	*14.2%*	*17.1%*	*15.6%*	*14.6%*	*19.6%*	*11.2%*	*15.7%*
%H (All HH)		*98.5%*	*45.6%*	*15.4%*	*78.7%*	*42.6%*	*36.0%*	*89.0%*
%H (TV HH)			*46.3%*	*15.7%*	*79.9%*	*43.3%*	*36.6%*	
4	127	123	61	25	81	43	38	121
%V	*12.9%*	*13.0%*	*16.8%*	*18.5%*	*11.0%*	*14.5%*	*8.7%*	*15.7%*
%H (All HH)		*96.9%*	*48.0%*	*19.7%*	*63.8%*	*33.9%*	*29.9%*	*95.3%*
%H (TV HH)			*49.6%*	*20.3%*	*65.9%*	*35.0%*	*30.9%*	
5+	65	64	29	10	46	24	23	61
%V	*6.6%*	*6.8%*	*8.0%*	*7.4%*	*6.3%*	*8.1%*	*5.2%*	*7.9%*
%H (All HH)		*98.5%*	*44.6%*	*15.4%*	*70.8%*	*36.9%*	*35.4%*	*93.8%*
%H (TV HH)			*45.3%*	*15.6%*	*71.9%*	*37.5%*	*35.9%*	
Average HH size	2.31	2.34	2.55	2.54	2.27	2.55	2.09	2.53

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

October 2012 - September 2013

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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Without	746	709	254	95	570	214	356	549
%V	*75.7%*	*74.9%*	*70.0%*	*70.4%*	*77.6%*	*72.3%*	*81.1%*	*71.4%*
%H (All HH)		*95.0%*	*34.0%*	*12.7%*	*76.4%*	*28.7%*	*47.7%*	*73.6%*
%H (TV HH)			*35.8%*	*13.4%*	*80.4%*	*30.2%*	*50.2%*	
With	240	236	109	40	165	82	83	220
%V	*24.3%*	*24.9%*	*30.0%*	*29.6%*	*22.4%*	*27.7%*	*18.9%*	*28.6%*
%H (All HH)		*98.3%*	*45.4%*	*16.7%*	*68.8%*	*34.2%*	*34.6%*	*91.7%*
%H (TV HH)			*46.2%*	*16.9%*	*69.9%*	*34.7%*	*35.2%*	
0 - 3	90	88	35	13	63	26	37	78
%V	*9.1%*	*9.3%*	*9.6%*	*9.6%*	*8.6%*	*8.8%*	*8.4%*	*10.1%*
%H (All HH)		*97.8%*	*38.9%*	*14.4%*	*70.0%*	*28.9%*	*41.1%*	*86.7%*
%H (TV HH)			*39.8%*	*14.8%*	*71.6%*	*29.5%*	*42.0%*	
4 - 9	124	124	59	18	85	41	44	116
%V	*12.6%*	*13.1%*	*16.3%*	*13.3%*	*11.6%*	*13.9%*	*10.0%*	*15.1%*
%H (All HH)		*100.0%*	*47.6%*	*14.5%*	*68.5%*	*33.1%*	*35.5%*	*93.5%*
%H (TV HH)			*47.6%*	*14.5%*	*68.5%*	*33.1%*	*35.5%*	
10 - 15	115	115	59	21	78	45	33	110
%V	*11.7%*	*12.2%*	*16.3%*	*15.6%*	*10.6%*	*15.2%*	*7.5%*	*14.3%*
%H (All HH)		*100.0%*	*51.3%*	*18.3%*	*67.8%*	*39.1%*	*28.7%*	*95.7%*
%H (TV HH)			*51.3%*	*18.3%*	*67.8%*	*39.1%*	*28.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
1	409	409	120	50	290	60	231	278
%V	*41.5%*	*43.2%*	*33.1%*	*37.0%*	*39.5%*	*20.3%*	*52.6%*	*36.2%*
%H (All HH)		*100.0%*	*29.3%*	*12.2%*	*70.9%*	*14.7%*	*56.5%*	*68.0%*
%H (TV HH)			*29.3%*	*12.2%*	*70.9%*	*14.7%*	*56.5%*	
2	322	322	134	48	256	117	139	264
%V	*32.7%*	*34.0%*	*36.9%*	*35.6%*	*34.8%*	*39.5%*	*31.7%*	*34.3%*
%H (All HH)		*100.0%*	*41.6%*	*14.9%*	*79.5%*	*36.3%*	*43.2%*	*82.0%*
%H (TV HH)			*41.6%*	*14.9%*	*79.5%*	*36.3%*	*43.2%*	
3	128	128	64	16	115	66	49	114
%V	*13.0%*	*13.5%*	*17.6%*	*11.9%*	*15.6%*	*22.3%*	*11.2%*	*14.8%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*89.8%*	*51.6%*	*38.3%*	*89.1%*
%H (TV HH)			*50.0%*	*12.5%*	*89.8%*	*51.6%*	*38.3%*	
4	59	59	31	15	52	39	13	56
%V	*6.0%*	*6.2%*	*8.5%*	*11.1%*	*7.1%*	*13.2%*	*3.0%*	*7.3%*
%H (All HH)		*100.0%*	*52.5%*	*25.4%*	*88.1%*	*66.1%*	*22.0%*	*94.9%*
%H (TV HH)			*52.5%*	*25.4%*	*88.1%*	*66.1%*	*22.0%*	
5+	27	27	15	6	22	15	7	27
%V	*2.7%*	*2.9%*	*4.1%*	*4.4%*	*3.0%*	*5.1%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*55.6%*	*22.2%*	*81.5%*	*55.6%*	*25.9%*	*100.0%*
%H (TV HH)			*55.6%*	*22.2%*	*81.5%*	*55.6%*	*25.9%*	

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

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Under 20"	244	244	97	29	217	99	118	196
%V	*24.7%*	*25.8%*	*26.7%*	*21.5%*	*29.5%*	*33.4%*	*26.9%*	*25.5%*
%H (All HH)		*100.0%*	*39.8%*	*11.9%*	*88.9%*	*40.6%*	*48.4%*	*80.3%*
%H (TV HH)			*39.8%*	*11.9%*	*88.9%*	*40.6%*	*48.4%*	
20" - 29"	386	386	139	52	321	125	196	298
%V	*39.1%*	*40.8%*	*38.3%*	*38.5%*	*43.7%*	*42.2%*	*44.6%*	*38.8%*
%H (All HH)		*100.0%*	*36.0%*	*13.5%*	*83.2%*	*32.4%*	*50.8%*	*77.2%*
%H (TV HH)			*36.0%*	*13.5%*	*83.2%*	*32.4%*	*50.8%*	
30" - 39"	484	484	196	70	386	168	218	383
%V	*49.1%*	*51.2%*	*54.0%*	*51.9%*	*52.5%*	*56.8%*	*49.7%*	*49.8%*
%H (All HH)		*100.0%*	*40.5%*	*14.5%*	*79.8%*	*34.7%*	*45.0%*	*79.1%*
%H (TV HH)			*40.5%*	*14.5%*	*79.8%*	*34.7%*	*45.0%*	
40" and over	333	333	176	63	246	151	96	298
%V	*33.8%*	*35.2%*	*48.5%*	*46.7%*	*33.5%*	*51.0%*	*21.9%*	*38.8%*
%H (All HH)		*100.0%*	*52.9%*	*18.9%*	*73.9%*	*45.3%*	*28.8%*	*89.5%*
%H (TV HH)			*52.9%*	*18.9%*	*73.9%*	*45.3%*	*28.8%*	

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

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.7: 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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Main living room	930	930	362	135	729	295	434	726
%V	*94.3%*	*98.3%*	*99.7%*	*100.0%*	*99.2%*	*99.7%*	*98.9%*	*94.4%*
%H (All HH)		*100.0%*	*38.9%*	*14.5%*	*78.4%*	*31.7%*	*46.7%*	*78.1%*
%H (TV HH)			*38.9%*	*14.5%*	*78.4%*	*31.7%*	*46.7%*	
Kitchen	124	124	54	15	108	53	54	113
%V	*12.6%*	*13.1%*	*14.9%*	*11.1%*	*14.7%*	*17.9%*	*12.3%*	*14.7%*
%H (All HH)		*100.0%*	*43.5%*	*12.1%*	*87.1%*	*42.7%*	*43.5%*	*91.1%*
%H (TV HH)			*43.5%*	*12.1%*	*87.1%*	*42.7%*	*43.5%*	
Adult's bedroom	359	359	164	58	309	170	139	301
%V	*36.4%*	*37.9%*	*45.2%*	*43.0%*	*42.0%*	*57.4%*	*31.7%*	*39.1%*
%H (All HH)		*100.0%*	*45.7%*	*16.2%*	*86.1%*	*47.4%*	*38.7%*	*83.8%*
%H (TV HH)			*45.7%*	*16.2%*	*86.1%*	*47.4%*	*38.7%*	
Child's bedroom	70	70	41	14	58	42	16	66
%V	*7.1%*	*7.4%*	*11.3%*	*10.4%*	*7.9%*	*14.2%*	*3.6%*	*8.6%*
%H (All HH)		*100.0%*	*58.6%*	*20.0%*	*82.9%*	*60.0%*	*22.9%*	*94.3%*
%H (TV HH)			*58.6%*	*20.0%*	*82.9%*	*60.0%*	*22.9%*	
Other bedroom	54	54	27	13	48	33	15	50
%V	*5.5%*	*5.7%*	*7.4%*	*9.6%*	*6.5%*	*11.1%*	*3.4%*	*6.5%*
%H (All HH)		*100.0%*	*50.0%*	*24.1%*	*88.9%*	*61.1%*	*27.8%*	*92.6%*
%H (TV HH)			*50.0%*	*24.1%*	*88.9%*	*61.1%*	*27.8%*	
Second living/dining room	72	72	30	10	65	32	33	61
%V	*7.3%*	*7.6%*	*8.3%*	*7.4%*	*8.8%*	*10.8%*	*7.5%*	*7.9%*
%H (All HH)		*100.0%*	*41.7%*	*13.9%*	*90.3%*	*44.4%*	*45.8%*	*84.7%*
%H (TV HH)			*41.7%*	*13.9%*	*90.3%*	*44.4%*	*45.8%*	
Study/office	17	17	9	3	13	8	4	17
%V	*1.7%*	*1.8%*	*2.5%*	*2.2%*	*1.8%*	*2.7%*	*0.9%*	*2.2%*
%H (All HH)		*100.0%*	*52.9%*	*17.6%*	*76.5%*	*47.1%*	*23.5%*	*100.0%*
%H (TV HH)			*52.9%*	*17.6%*	*76.5%*	*47.1%*	*23.5%*	
TV room	5	5	3	0	5	3	3	5
%V	*0.5%*	*0.5%*	*0.8%*	*0.0%*	*0.7%*	*1.0%*	*0.7%*	*0.7%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*100.0%*	*60.0%*	*60.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*100.0%*	*60.0%*	*60.0%*	
Conservatory	14	14	8	1	13	9	4	13
%V	*1.4%*	*1.5%*	*2.2%*	*0.7%*	*1.8%*	*3.0%*	*0.9%*	*1.7%*
%H (All HH)		*100.0%*	*57.1%*	*7.1%*	*92.9%*	*64.3%*	*28.6%*	*92.9%*
%H (TV HH)			*57.1%*	*7.1%*	*92.9%*	*64.3%*	*28.6%*	
Attic or loft room	3	3	2	0	2	1	1	3
%V	*0.3%*	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
No specific location	1	1	0	0	1	0	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	4	4	2	0	4	2	2	3
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*0.7%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.8: Recorders 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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Any DSAT provider	363	363	363	4	234	234	0	326
%V	*36.8%*	*38.4%*	*100.0%*	*3.0%*	*31.8%*	*79.1%*	*0.0%*	*42.4%*
%H (All HH)			*100.0%*	*1.1%*	*64.5%*	*64.5%*	*0.0%*	*89.8%*
%H (TV HH)			*100.0%*	*1.1%*	*64.5%*	*64.5%*	*0.0%*	
Sky with subcription	296	296	296	3	192	192	0	270
%V	*30.0%*	*31.3%*	*81.5%*	*2.2%*	*26.1%*	*64.9%*	*0.0%*	*35.1%*
%H (All HH)			*100.0%*	*1.0%*	*64.9%*	*64.9%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*1.0%*	*64.9%*	*64.9%*	*0.0%*	
Sky without subscription	20	20	20	0	9	9	0	17
%V	*2.0%*	*2.1%*	*5.5%*	*0.0%*	*1.2%*	*3.0%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*0.0%*	*45.0%*	*45.0%*	*0.0%*	*85.0%*
%H (TV HH)			*100.0%*	*0.0%*	*45.0%*	*45.0%*	*0.0%*	
Freesat	43	43	43	1	30	30	0	37
%V	*4.4%*	*4.5%*	*11.8%*	*0.7%*	*4.1%*	*10.1%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*2.3%*	*69.8%*	*69.8%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*2.3%*	*69.8%*	*69.8%*	*0.0%*	
Other satellite provider	8	8	8	0	5	5	0	6
%V	*0.8%*	*0.8%*	*2.2%*	*0.0%*	*0.7%*	*1.7%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	
DCAB	135	135	4	135	63	63	0	117
%V	*13.7%*	*14.3%*	*1.1%*	*100.0%*	*8.6%*	*21.3%*	*0.0%*	*15.2%*
%H (All HH)			*3.0%*	*100.0%*	*46.7%*	*46.7%*	*0.0%*	*86.7%*
%H (TV HH)			*3.0%*	*100.0%*	*46.7%*	*46.7%*	*0.0%*	
DTT	735	735	234	63	735	296	439	556
%V	*74.5%*	*77.7%*	*64.5%*	*46.7%*	*100.0%*	*100.0%*	*100.0%*	*72.3%*
%H (All HH)		*100.0%*	*31.8%*	*8.6%*	*100.0%*	*40.3%*	*59.7%*	*75.6%*
%H (TV HH)			*31.8%*	*8.6%*	*100.0%*	*40.3%*	*59.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
PVR	585	585	311	102	432	258	174	516
%V	*59.3%*	*61.8%*	*85.7%*	*75.6%*	*58.8%*	*87.2%*	*39.6%*	*67.1%*
%H (All HH)		*100.0%*	*53.2%*	*17.4%*	*73.8%*	*44.1%*	*29.7%*	*88.2%*
%H (TV HH)			*53.2%*	*17.4%*	*73.8%*	*44.1%*	*29.7%*	
DVDR	67	67	26	13	56	27	28	56
%V	*6.8%*	*7.1%*	*7.2%*	*9.6%*	*7.6%*	*9.1%*	*6.4%*	*7.3%*
%H (All HH)		*100.0%*	*38.8%*	*19.4%*	*83.6%*	*40.3%*	*41.8%*	*83.6%*
%H (TV HH)			*38.8%*	*19.4%*	*83.6%*	*40.3%*	*41.8%*	
VCR	46	46	14	10	36	13	22	29
%V	*4.7%*	*4.9%*	*3.9%*	*7.4%*	*4.9%*	*4.4%*	*5.0%*	*3.8%*
%H (All HH)		*100.0%*	*30.4%*	*21.7%*	*78.3%*	*28.3%*	*47.8%*	*63.0%*
%H (TV HH)			*30.4%*	*21.7%*	*78.3%*	*28.3%*	*47.8%*	
Any recorder	628	628	319	107	466	263	203	541
%V	*63.7%*	*66.4%*	*87.9%*	*79.3%*	*63.4%*	*88.9%*	*46.2%*	*70.4%*
%H (All HH)		*100.0%*	*50.8%*	*17.0%*	*74.2%*	*41.9%*	*32.3%*	*86.1%*
%H (TV HH)			*50.8%*	*17.0%*	*74.2%*	*41.9%*	*32.3%*	
Receives HDTV (via STB or built-in reception)	516	516	248	115	376	220	156	453
%V	*52.3%*	*54.5%*	*68.3%*	*85.2%*	*51.2%*	*74.3%*	*35.5%*	*58.9%*
%H (All HH)		*100.0%*	*48.1%*	*22.3%*	*72.9%*	*42.6%*	*30.2%*	*87.8%*
%H (TV HH)			*48.1%*	*22.3%*	*72.9%*	*42.6%*	*30.2%*	
DVD/Blu-ray player or recorder	799	799	320	116	630	269	362	647
%V	*81.0%*	*84.5%*	*88.2%*	*85.9%*	*85.7%*	*90.9%*	*82.5%*	*84.1%*
%H (All HH)		*100.0%*	*40.1%*	*14.5%*	*78.8%*	*33.7%*	*45.3%*	*81.0%*
%H (TV HH)			*40.1%*	*14.5%*	*78.8%*	*33.7%*	*45.3%*	

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

October 2012 - September 2013

ITV HTV West

Household level data

Table 13.10: 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	986	946	363	135	735	296	439	769
%H (All HH)		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*
%H (TV HH)			*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	
Has broadband internet	769	739	326	117	556	267	289	769
%V	*78.0%*	*78.1%*	*89.8%*	*86.7%*	*75.6%*	*90.2%*	*65.8%*	*100.0%*
%H (All HH)		*96.1%*	*42.4%*	*15.2%*	*72.3%*	*34.7%*	*37.6%*	*100.0%*
%H (TV HH)			*44.1%*	*15.8%*	*75.2%*	*36.1%*	*39.1%*	
Number of computers (PCs and laptops)								
0	176	169	31	16	147	25	121	5
%V	*17.8%*	*17.9%*	*8.5%*	*11.9%*	*20.0%*	*8.4%*	*27.6%*	*0.7%*
%H (All HH)		*96.0%*	*17.6%*	*9.1%*	*83.5%*	*14.2%*	*68.8%*	*2.8%*
%H (TV HH)			*18.3%*	*9.5%*	*87.0%*	*14.8%*	*71.6%*	
1	334	314	125	41	238	93	145	297
%V	*33.9%*	*33.2%*	*34.4%*	*30.4%*	*32.4%*	*31.4%*	*33.0%*	*38.6%*
%H (All HH)		*94.0%*	*37.4%*	*12.3%*	*71.3%*	*27.8%*	*43.4%*	*88.9%*
%H (TV HH)			*39.8%*	*13.1%*	*75.8%*	*29.6%*	*46.2%*	
2	230	222	95	36	174	85	88	223
%V	*23.3%*	*23.5%*	*26.2%*	*26.7%*	*23.7%*	*28.7%*	*20.0%*	*29.0%*
%H (All HH)		*96.5%*	*41.3%*	*15.7%*	*75.7%*	*37.0%*	*38.3%*	*97.0%*
%H (TV HH)			*42.8%*	*16.2%*	*78.4%*	*38.3%*	*39.6%*	
3	127	123	55	18	89	40	49	125
%V	*12.9%*	*13.0%*	*15.2%*	*13.3%*	*12.1%*	*13.5%*	*11.2%*	*16.3%*
%H (All HH)		*96.9%*	*43.3%*	*14.2%*	*70.1%*	*31.5%*	*38.6%*	*98.4%*
%H (TV HH)			*44.7%*	*14.6%*	*72.4%*	*32.5%*	*39.8%*	
4	53	52	24	10	40	22	18	53
%V	*5.4%*	*5.5%*	*6.6%*	*7.4%*	*5.4%*	*7.4%*	*4.1%*	*6.9%*
%H (All HH)		*98.1%*	*45.3%*	*18.9%*	*75.5%*	*41.5%*	*34.0%*	*100.0%*
%H (TV HH)			*46.2%*	*19.2%*	*76.9%*	*42.3%*	*34.6%*	
5+	66	66	34	14	47	30	17	66
%V	*6.7%*	*7.0%*	*9.4%*	*10.4%*	*6.4%*	*10.1%*	*3.9%*	*8.6%*
%H (All HH)		*100.0%*	*51.5%*	*21.2%*	*71.2%*	*45.5%*	*25.8%*	*100.0%*
%H (TV HH)			*51.5%*	*21.2%*	*71.2%*	*45.5%*	*25.8%*	

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

October 2012 - September 2013

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1826	779	288	1477	725	752	1522
%H		*42.7%*	*15.8%*	*80.9%*	*39.7%*	*41.2%*	*83.4%*
Under 20"	313	125	39	280	131	149	259
%V	*17.1%*	*16.0%*	*13.5%*	*19.0%*	*18.1%*	*19.8%*	*17.0%*
%H		*39.9%*	*12.5%*	*89.5%*	*41.9%*	*47.6%*	*82.7%*
20" - 29"	462	172	62	390	161	229	364
%V	*25.3%*	*22.1%*	*21.5%*	*26.4%*	*22.2%*	*30.5%*	*23.9%*
%H		*37.2%*	*13.4%*	*84.4%*	*34.8%*	*49.6%*	*78.8%*
30" - 39"	556	230	88	445	207	238	450
%V	*30.4%*	*29.5%*	*30.6%*	*30.1%*	*28.6%*	*31.6%*	*29.6%*
%H		*41.4%*	*15.8%*	*80.0%*	*37.2%*	*42.8%*	*80.9%*
40" and over	376	199	73	282	175	106	340
%V	*20.6%*	*25.5%*	*25.3%*	*19.1%*	*24.1%*	*14.1%*	*22.3%*
%H		*52.9%*	*19.4%*	*75.0%*	*46.5%*	*28.2%*	*90.4%*
Don't know	13	8	1	13	9	4	12
%V	*0.7%*	*1.0%*	*0.3%*	*0.9%*	*1.2%*	*0.5%*	*0.8%*
%H		*61.5%*	*7.7%*	*100.0%*	*69.2%*	*30.8%*	*92.3%*
Not Asked	106	45	25	67	42	26	97
%V	*5.8%*	*5.8%*	*8.7%*	*4.5%*	*5.8%*	*3.5%*	*6.4%*
%H		*42.5%*	*23.6%*	*63.2%*	*39.6%*	*24.5%*	*91.5%*

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

October 2012 - September 2013

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1826	779	288	1477	725	752	1522
%H		*42.7%*	*15.8%*	*80.9%*	*39.7%*	*41.2%*	*83.4%*
Main living room	932	362	135	731	295	435	728
%V	*51.0%*	*46.5%*	*46.9%*	*49.5%*	*40.7%*	*57.8%*	*47.8%*
%H		*38.8%*	*14.5%*	*78.4%*	*31.7%*	*46.7%*	*78.1%*
Kitchen	124	54	15	108	53	54	113
%V	*6.8%*	*6.9%*	*5.2%*	*7.3%*	*7.3%*	*7.2%*	*7.4%*
%H		*43.5%*	*12.1%*	*87.1%*	*42.7%*	*43.5%*	*91.1%*
Adult's bedroom	389	183	62	335	189	146	330
%V	*21.3%*	*23.5%*	*21.5%*	*22.7%*	*26.1%*	*19.4%*	*21.7%*
%H		*47.0%*	*15.9%*	*86.1%*	*48.6%*	*37.5%*	*84.8%*
Child's bedroom	98	51	24	78	55	23	92
%V	*5.4%*	*6.5%*	*8.3%*	*5.3%*	*7.6%*	*3.1%*	*6.0%*
%H		*52.0%*	*24.5%*	*79.6%*	*56.1%*	*23.5%*	*93.9%*
Other bedroom	62	31	14	56	38	18	59
%V	*3.4%*	*4.0%*	*4.9%*	*3.8%*	*5.2%*	*2.4%*	*3.9%*
%H		*50.0%*	*22.6%*	*90.3%*	*61.3%*	*29.0%*	*95.2%*
Second living/dining room	72	30	10	65	32	33	61
%V	*3.9%*	*3.9%*	*3.5%*	*4.4%*	*4.4%*	*4.4%*	*4.0%*
%H		*41.7%*	*13.9%*	*90.3%*	*44.4%*	*45.8%*	*84.7%*
Study/office	17	9	3	13	8	4	17
%V	*0.9%*	*1.2%*	*1.0%*	*0.9%*	*1.1%*	*0.5%*	*1.1%*
%H		*52.9%*	*17.6%*	*76.5%*	*47.1%*	*23.5%*	*100.0%*
TV room	5	3	0	5	3	3	5
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*
%H		*60.0%*	*0.0%*	*100.0%*	*60.0%*	*60.0%*	*100.0%*
Conservatory	14	8	1	13	9	4	13
%V	*0.8%*	*1.0%*	*0.3%*	*0.9%*	*1.2%*	*0.5%*	*0.9%*
%H		*57.1%*	*7.1%*	*92.9%*	*64.3%*	*28.6%*	*92.9%*
Attic or loft room	3	2	0	2	1	1	3
%V	*0.2%*	*0.3%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
No specific location	1	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	4	2	0	4	2	2	3
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
Not Asked	106	45	25	67	42	26	97
%V	*5.8%*	*5.8%*	*8.7%*	*4.5%*	*5.8%*	*3.5%*	*6.4%*
%H		*42.5%*	*23.6%*	*63.2%*	*39.6%*	*24.5%*	*91.5%*

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
October 2012 - September 2013

ITV HTV West

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1826	779	288	1477	725	752	1522
%H		*42.7%*	*15.8%*	*80.9%*	*39.7%*	*41.2%*	*83.4%*
PVR	728	405	133	530	336	194	648
%V	*39.9%*	*52.0%*	*46.2%*	*35.9%*	*46.3%*	*25.8%*	*42.6%*
%H		*55.6%*	*18.3%*	*72.8%*	*46.2%*	*26.6%*	*89.0%*
DVDR	70	26	14	59	30	30	58
%V	*3.8%*	*3.3%*	*4.9%*	*4.0%*	*4.1%*	*4.0%*	*3.8%*
%H		*37.1%*	*20.0%*	*84.3%*	*42.9%*	*42.9%*	*82.9%*
VCR	48	16	10	37	15	22	31
%V	*2.6%*	*2.1%*	*3.5%*	*2.5%*	*2.1%*	*2.9%*	*2.0%*
%H		*33.3%*	*20.8%*	*77.1%*	*31.3%*	*45.8%*	*64.6%*
Any recorder	787	421	143	580	352	227	687
%V	*43.1%*	*54.0%*	*49.7%*	*39.3%*	*48.6%*	*30.2%*	*45.1%*
%H		*53.5%*	*18.2%*	*73.7%*	*44.7%*	*28.8%*	*87.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1826	779	288	1477	725	752	1522
%H		*42.7%*	*15.8%*	*80.9%*	*39.7%*	*41.2%*	*83.4%*
Receives HDTV (via STB or built-in reception)	745	357	176	561	343	218	662
%V	*40.8%*	*45.8%*	*61.1%*	*38.0%*	*47.3%*	*29.0%*	*43.5%*
%H		*47.9%*	*23.6%*	*75.3%*	*46.0%*	*29.3%*	*88.9%*
DVD/Blu-ray player or recorder	1125	490	178	907	449	457	943
%V	*61.6%*	*62.9%*	*61.8%*	*61.4%*	*61.9%*	*60.8%*	*62.0%*
%H		*43.6%*	*15.8%*	*80.6%*	*39.9%*	*40.6%*	*83.8%*

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

October 2012 - September 2013

ITV HTV West

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	946	363	135	735	296	439	739
%H		*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	*78.1%*
Under 20"	26	4	3	22	2	20	17
%V	*2.7%*	*1.1%*	*2.2%*	*3.0%*	*0.7%*	*4.6%*	*2.3%*
%H		*15.4%*	*11.5%*	*84.6%*	*7.7%*	*76.9%*	*65.4%*
20" - 29"	194	45	17	160	29	131	125
%V	*20.5%*	*12.4%*	*12.6%*	*21.8%*	*9.8%*	*29.8%*	*16.9%*
%H		*23.2%*	*8.8%*	*82.5%*	*14.9%*	*67.5%*	*64.4%*
30" - 39"	397	143	55	316	118	198	305
%V	*42.0%*	*39.4%*	*40.7%*	*43.0%*	*39.9%*	*45.1%*	*41.3%*
%H		*36.0%*	*13.9%*	*79.6%*	*29.7%*	*49.9%*	*76.8%*
40" and over	316	168	60	234	144	89	283
%V	*33.4%*	*46.3%*	*44.4%*	*31.8%*	*48.6%*	*20.3%*	*38.3%*
%H		*53.2%*	*19.0%*	*74.1%*	*45.6%*	*28.2%*	*89.6%*
Don't know	5	3	1	4	3	1	4
%V	*0.5%*	*0.8%*	*0.7%*	*0.5%*	*1.0%*	*0.2%*	*0.5%*
%H		*60.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*80.0%*
Not Asked	8	0	0	0	0	0	5
%V	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*62.5%*

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
October 2012 - September 2013

ITV HTV West

Set level data

Table 13.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	946	363	135	735	296	439	739
%H		*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	*78.1%*
PVR	574	308	99	421	253	168	507
%V	*60.7%*	*84.8%*	*73.3%*	*57.3%*	*85.5%*	*38.3%*	*68.6%*
%H		*53.7%*	*17.2%*	*73.3%*	*44.1%*	*29.3%*	*88.3%*
DVDR	57	19	12	47	21	26	48
%V	*6.0%*	*5.2%*	*8.9%*	*6.4%*	*7.1%*	*5.9%*	*6.5%*
%H		*33.3%*	*21.1%*	*82.5%*	*36.8%*	*45.6%*	*84.2%*
VCR	42	14	9	33	13	20	27
%V	*4.4%*	*3.9%*	*6.7%*	*4.5%*	*4.4%*	*4.6%*	*3.7%*
%H		*33.3%*	*21.4%*	*78.6%*	*31.0%*	*47.6%*	*64.3%*
Any recorder	617	316	105	456	258	198	533
%V	*65.2%*	*87.1%*	*77.8%*	*62.0%*	*87.2%*	*45.1%*	*72.1%*
%H		*51.2%*	*17.0%*	*73.9%*	*41.8%*	*32.1%*	*86.4%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	946	363	135	735	296	439	739
%H		*38.4%*	*14.3%*	*77.7%*	*31.3%*	*46.4%*	*78.1%*
Receives HDTV (via STB or built-in reception)	497	239	114	357	210	147	437
%V	*52.5%*	*65.8%*	*84.4%*	*48.6%*	*70.9%*	*33.5%*	*59.1%*
%H		*48.1%*	*22.9%*	*71.8%*	*42.3%*	*29.6%*	*87.9%*
DVD/Blu-ray player or recorder	768	309	110	604	256	348	621
%V	*81.2%*	*85.1%*	*81.5%*	*82.2%*	*86.5%*	*79.3%*	*84.0%*
%H		*40.2%*	*14.3%*	*78.6%*	*33.3%*	*45.3%*	*80.9%*

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

October 2012 - September 2013

ITV HTV West

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	416	153	742	429	313	784
%H		*47.3%*	*17.4%*	*84.3%*	*48.8%*	*35.6%*	*89.1%*
Under 20"	287	122	37	258	129	129	241
%V	*32.6%*	*29.3%*	*24.2%*	*34.8%*	*30.1%*	*41.2%*	*30.7%*
%H		*42.5%*	*12.9%*	*89.9%*	*44.9%*	*44.9%*	*84.0%*
20" - 29"	268	127	45	231	133	98	239
%V	*30.5%*	*30.5%*	*29.4%*	*31.1%*	*31.0%*	*31.3%*	*30.5%*
%H		*47.4%*	*16.8%*	*86.2%*	*49.6%*	*36.6%*	*89.2%*
30" - 39"	159	87	34	129	89	40	145
%V	*18.1%*	*20.9%*	*22.2%*	*17.4%*	*20.7%*	*12.8%*	*18.5%*
%H		*54.7%*	*21.4%*	*81.1%*	*56.0%*	*25.2%*	*91.2%*
40" and over	60	31	13	48	31	17	57
%V	*6.8%*	*7.5%*	*8.5%*	*6.5%*	*7.2%*	*5.4%*	*7.3%*
%H		*51.7%*	*21.7%*	*80.0%*	*51.7%*	*28.3%*	*95.0%*
Don't know	9	6	1	9	6	2	8
%V	*1.0%*	*1.4%*	*0.7%*	*1.2%*	*1.4%*	*0.6%*	*1.0%*
%H		*66.7%*	*11.1%*	*100.0%*	*66.7%*	*22.2%*	*88.9%*
Not Asked	97	43	23	67	41	27	94
%V	*11.0%*	*10.3%*	*15.0%*	*9.0%*	*9.6%*	*8.6%*	*12.0%*
%H		*44.3%*	*23.7%*	*69.1%*	*42.3%*	*27.8%*	*96.9%*

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
October 2012 - September 2013

ITV HTV West

Set level data

Table 13.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	416	153	742	429	313	784
%H		*47.3%*	*17.4%*	*84.3%*	*48.8%*	*35.6%*	*89.1%*
PVR	154	97	34	108	83	25	141
%V	*17.5%*	*23.3%*	*22.2%*	*14.6%*	*19.3%*	*8.0%*	*18.0%*
%H		*63.0%*	*22.1%*	*70.1%*	*53.9%*	*16.2%*	*91.6%*
DVDR	13	7	2	12	9	3	11
%V	*1.5%*	*1.7%*	*1.3%*	*1.6%*	*2.1%*	*1.0%*	*1.4%*
%H		*53.8%*	*15.4%*	*92.3%*	*69.2%*	*23.1%*	*84.6%*
VCR	6	2	1	5	2	2	4
%V	*0.7%*	*0.5%*	*0.7%*	*0.7%*	*0.5%*	*0.6%*	*0.5%*
%H		*33.3%*	*16.7%*	*83.3%*	*33.3%*	*33.3%*	*66.7%*
Any recorder	170	105	37	124	94	30	154
%V	*19.3%*	*25.2%*	*24.2%*	*16.7%*	*21.9%*	*9.6%*	*19.6%*
%H		*61.8%*	*21.8%*	*72.9%*	*55.3%*	*17.6%*	*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 13.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	880	416	153	742	429	313	784
%H		*47.3%*	*17.4%*	*84.3%*	*48.8%*	*35.6%*	*89.1%*
Receives HDTV (via STB or built-in reception)	248	118	62	205	133	71	225
%V	*28.2%*	*28.4%*	*40.5%*	*27.6%*	*31.0%*	*22.7%*	*28.7%*
%H		*47.6%*	*25.0%*	*82.7%*	*53.6%*	*28.6%*	*90.7%*
DVD/Blu-ray player or recorder	357	181	68	303	193	110	322
%V	*40.6%*	*43.5%*	*44.4%*	*40.8%*	*45.0%*	*35.1%*	*41.1%*
%H		*50.7%*	*19.0%*	*84.9%*	*54.1%*	*30.8%*	*90.2%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.21: Age 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 Inds	2280	2212	925	344	1671	753	918	1944
%H		*97.0%*	*40.6%*	*15.1%*	*73.3%*	*33.0%*	*40.3%*	*85.3%*
Total Children	423	419	197	65	288	140	148	392
%V	*18.6%*	*18.9%*	*21.3%*	*18.9%*	*17.2%*	*18.6%*	*16.1%*	*20.2%*
%H		*99.1%*	*46.6%*	*15.4%*	*68.1%*	*33.1%*	*35.0%*	*92.7%*
0 - 3	108	105	43	15	77	31	45	95
%V	*4.7%*	*4.7%*	*4.6%*	*4.4%*	*4.6%*	*4.1%*	*4.9%*	*4.9%*
%H		*97.2%*	*39.8%*	*13.9%*	*71.3%*	*28.7%*	*41.7%*	*88.0%*
4 - 15	315	314	154	50	211	109	103	297
%V	*13.8%*	*14.2%*	*16.6%*	*14.5%*	*12.6%*	*14.5%*	*11.2%*	*15.3%*
%H		*99.7%*	*48.9%*	*15.9%*	*67.0%*	*34.6%*	*32.7%*	*94.3%*
4 - 9	160	159	77	20	108	49	59	148
%V	*7.0%*	*7.2%*	*8.3%*	*5.8%*	*6.5%*	*6.5%*	*6.4%*	*7.6%*
%H		*99.4%*	*48.1%*	*12.5%*	*67.5%*	*30.6%*	*36.9%*	*92.5%*
10 - 15	155	154	78	30	104	60	44	149
%V	*6.8%*	*7.0%*	*8.4%*	*8.7%*	*6.2%*	*8.0%*	*4.8%*	*7.7%*
%H		*99.4%*	*50.3%*	*19.4%*	*67.1%*	*38.7%*	*28.4%*	*96.1%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.22: Adults - 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 Inds	2280	2212	925	344	1671	753	918	1944
%H		*97.0%*	*40.6%*	*15.1%*	*73.3%*	*33.0%*	*40.3%*	*85.3%*
Total Adults (16+)	1857	1793	727	279	1383	613	770	1552
%V	*81.4%*	*81.1%*	*78.6%*	*81.1%*	*82.8%*	*81.4%*	*83.9%*	*79.8%*
%H		*96.6%*	*39.1%*	*15.0%*	*74.5%*	*33.0%*	*41.5%*	*83.6%*
16 - 19	107	106	52	20	75	42	33	104
%V	*4.7%*	*4.8%*	*5.6%*	*5.8%*	*4.5%*	*5.6%*	*3.6%*	*5.3%*
%H		*99.1%*	*48.6%*	*18.7%*	*70.1%*	*39.3%*	*30.8%*	*97.2%*
20 - 24	139	126	42	25	93	43	50	120
%V	*6.1%*	*5.7%*	*4.5%*	*7.3%*	*5.6%*	*5.7%*	*5.4%*	*6.2%*
%H		*90.6%*	*30.2%*	*18.0%*	*66.9%*	*30.9%*	*36.0%*	*86.3%*
25 - 34	282	267	106	56	193	93	100	253
%V	*12.4%*	*12.1%*	*11.5%*	*16.3%*	*11.5%*	*12.4%*	*10.9%*	*13.0%*
%H		*94.7%*	*37.6%*	*19.9%*	*68.4%*	*33.0%*	*35.5%*	*89.7%*
35 - 44	298	285	139	49	198	104	94	271
%V	*13.1%*	*12.9%*	*15.0%*	*14.2%*	*11.8%*	*13.8%*	*10.2%*	*13.9%*
%H		*95.6%*	*46.6%*	*16.4%*	*66.4%*	*34.9%*	*31.5%*	*90.9%*
45 - 54	319	314	145	55	244	131	113	298
%V	*14.0%*	*14.2%*	*15.7%*	*16.0%*	*14.6%*	*17.4%*	*12.3%*	*15.3%*
%H		*98.4%*	*45.5%*	*17.2%*	*76.5%*	*41.1%*	*35.4%*	*93.4%*
55 - 64	280	274	107	40	214	85	129	238
%V	*12.3%*	*12.4%*	*11.6%*	*11.6%*	*12.8%*	*11.3%*	*14.1%*	*12.2%*
%H		*97.9%*	*38.2%*	*14.3%*	*76.4%*	*30.4%*	*46.1%*	*85.0%*
65+	431	422	136	34	366	115	251	269
%V	*18.9%*	*19.1%*	*14.7%*	*9.9%*	*21.9%*	*15.3%*	*27.3%*	*13.8%*
%H		*97.9%*	*31.6%*	*7.9%*	*84.9%*	*26.7%*	*58.2%*	*62.4%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1857	1793	727	279	1383	613	770	1552
%H		*96.6%*	*39.1%*	*15.0%*	*74.5%*	*33.0%*	*41.5%*	*83.6%*
AB	600	582	236	91	438	184	254	566
%V	*32.3%*	*32.5%*	*32.5%*	*32.6%*	*31.7%*	*30.0%*	*33.0%*	*36.5%*
%H		*97.0%*	*39.3%*	*15.2%*	*73.0%*	*30.7%*	*42.3%*	*94.3%*
C1	526	505	184	87	401	181	220	456
%V	*28.3%*	*28.2%*	*25.3%*	*31.2%*	*29.0%*	*29.5%*	*28.6%*	*29.4%*
%H		*96.0%*	*35.0%*	*16.5%*	*76.2%*	*34.4%*	*41.8%*	*86.7%*
C2	404	390	172	67	297	145	152	339
%V	*21.8%*	*21.8%*	*23.7%*	*24.0%*	*21.5%*	*23.7%*	*19.7%*	*21.8%*
%H		*96.5%*	*42.6%*	*16.6%*	*73.5%*	*35.9%*	*37.6%*	*83.9%*
D	213	208	98	18	163	70	92	142
%V	*11.5%*	*11.6%*	*13.5%*	*6.5%*	*11.8%*	*11.4%*	*11.9%*	*9.1%*
%H		*97.7%*	*46.0%*	*8.5%*	*76.5%*	*32.9%*	*43.2%*	*66.7%*
E	114	108	38	16	84	32	52	49
%V	*6.1%*	*6.0%*	*5.2%*	*5.7%*	*6.1%*	*5.2%*	*6.8%*	*3.2%*
%H		*94.7%*	*33.3%*	*14.0%*	*73.7%*	*28.1%*	*45.6%*	*43.0%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1857	1793	727	279	1383	613	770	1552
%H		*96.6%*	*39.1%*	*15.0%*	*74.5%*	*33.0%*	*41.5%*	*83.6%*
Working full time	845	818	353	152	623	314	309	777
%V	*45.5%*	*45.6%*	*48.6%*	*54.5%*	*45.0%*	*51.2%*	*40.1%*	*50.1%*
%H		*96.8%*	*41.8%*	*18.0%*	*73.7%*	*37.2%*	*36.6%*	*92.0%*
Working part time	247	242	108	41	168	74	94	227
%V	*13.3%*	*13.5%*	*14.9%*	*14.7%*	*12.1%*	*12.1%*	*12.2%*	*14.6%*
%H		*98.0%*	*43.7%*	*16.6%*	*68.0%*	*30.0%*	*38.1%*	*91.9%*
Not working	764	733	267	86	592	224	368	548
%V	*41.1%*	*40.9%*	*36.7%*	*30.8%*	*42.8%*	*36.5%*	*47.8%*	*35.3%*
%H		*95.9%*	*34.9%*	*11.3%*	*77.5%*	*29.3%*	*48.2%*	*71.7%*
Housewife/Houseperson	986	946	363	135	735	296	439	769
%V	*53.1%*	*52.8%*	*49.9%*	*48.4%*	*53.1%*	*48.3%*	*57.0%*	*49.5%*
%H		*95.9%*	*36.8%*	*13.7%*	*74.5%*	*30.0%*	*44.5%*	*78.0%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.25: Males - 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 Males (16+)	913	875	364	149	667	313	354	774
%H		*95.8%*	*39.9%*	*16.3%*	*73.1%*	*34.3%*	*38.8%*	*84.8%*
16 - 19	54	54	29	13	36	25	11	53
%V	*5.9%*	*6.2%*	*8.0%*	*8.7%*	*5.4%*	*8.0%*	*3.1%*	*6.8%*
%H		*100.0%*	*53.7%*	*24.1%*	*66.7%*	*46.3%*	*20.4%*	*98.1%*
20 - 24	73	64	20	15	48	23	26	64
%V	*8.0%*	*7.3%*	*5.5%*	*10.1%*	*7.2%*	*7.3%*	*7.3%*	*8.3%*
%H		*87.7%*	*27.4%*	*20.5%*	*65.8%*	*31.5%*	*35.6%*	*87.7%*
25 - 34	145	137	53	34	98	51	47	129
%V	*15.9%*	*15.7%*	*14.6%*	*22.8%*	*14.7%*	*16.3%*	*13.3%*	*16.7%*
%H		*94.5%*	*36.6%*	*23.4%*	*67.6%*	*35.2%*	*32.4%*	*89.0%*
35 - 44	153	145	68	27	100	51	49	137
%V	*16.8%*	*16.6%*	*18.7%*	*18.1%*	*15.0%*	*16.3%*	*13.8%*	*17.7%*
%H		*94.8%*	*44.4%*	*17.6%*	*65.4%*	*33.3%*	*32.0%*	*89.5%*
45 - 54	154	150	75	24	115	65	50	142
%V	*16.9%*	*17.1%*	*20.6%*	*16.1%*	*17.2%*	*20.8%*	*14.1%*	*18.3%*
%H		*97.4%*	*48.7%*	*15.6%*	*74.7%*	*42.2%*	*32.5%*	*92.2%*
55 - 64	138	133	51	20	103	41	62	116
%V	*15.1%*	*15.2%*	*14.0%*	*13.4%*	*15.4%*	*13.1%*	*17.5%*	*15.0%*
%H		*96.4%*	*37.0%*	*14.5%*	*74.6%*	*29.7%*	*44.9%*	*84.1%*
65+	197	193	69	13	167	57	110	133
%V	*21.6%*	*22.1%*	*19.0%*	*8.7%*	*25.0%*	*18.2%*	*31.1%*	*17.2%*
%H		*98.0%*	*35.0%*	*6.6%*	*84.8%*	*28.9%*	*55.8%*	*67.5%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	913	875	364	149	667	313	354	774
%H		*95.8%*	*39.9%*	*16.3%*	*73.1%*	*34.3%*	*38.8%*	*84.8%*
AB	312	302	123	52	227	101	126	293
%V	*34.2%*	*34.5%*	*33.8%*	*34.9%*	*34.0%*	*32.3%*	*35.6%*	*37.9%*
%H		*96.8%*	*39.4%*	*16.7%*	*72.8%*	*32.4%*	*40.4%*	*93.9%*
C1	250	234	88	44	185	88	97	218
%V	*27.4%*	*26.7%*	*24.2%*	*29.5%*	*27.7%*	*28.1%*	*27.4%*	*28.2%*
%H		*93.6%*	*35.2%*	*17.6%*	*74.0%*	*35.2%*	*38.8%*	*87.2%*
C2	211	203	89	36	153	75	78	176
%V	*23.1%*	*23.2%*	*24.5%*	*24.2%*	*22.9%*	*24.0%*	*22.0%*	*22.7%*
%H		*96.2%*	*42.2%*	*17.1%*	*72.5%*	*35.5%*	*37.0%*	*83.4%*
D	95	94	48	8	71	33	38	66
%V	*10.4%*	*10.7%*	*13.2%*	*5.4%*	*10.6%*	*10.5%*	*10.7%*	*8.5%*
%H		*98.9%*	*50.5%*	*8.4%*	*74.7%*	*34.7%*	*40.0%*	*69.5%*
E	45	43	17	9	31	15	16	20
%V	*4.9%*	*4.9%*	*4.7%*	*6.0%*	*4.6%*	*4.8%*	*4.5%*	*2.6%*
%H		*95.6%*	*37.8%*	*20.0%*	*68.9%*	*33.3%*	*35.6%*	*44.4%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	913	875	364	149	667	313	354	774
%H		*95.8%*	*39.9%*	*16.3%*	*73.1%*	*34.3%*	*38.8%*	*84.8%*
Working full time	546	528	231	104	397	206	192	500
%V	*59.8%*	*60.3%*	*63.5%*	*69.8%*	*59.5%*	*65.8%*	*54.2%*	*64.6%*
%H		*96.7%*	*42.3%*	*19.0%*	*72.7%*	*37.7%*	*35.2%*	*91.6%*
Working part time	44	42	17	5	29	9	20	39
%V	*4.8%*	*4.8%*	*4.7%*	*3.4%*	*4.3%*	*2.9%*	*5.6%*	*5.0%*
%H		*95.5%*	*38.6%*	*11.4%*	*65.9%*	*20.5%*	*45.5%*	*88.6%*
Not working	323	304	117	40	241	98	143	235
%V	*35.4%*	*34.7%*	*32.1%*	*26.8%*	*36.1%*	*31.3%*	*40.4%*	*30.4%*
%H		*94.1%*	*36.2%*	*12.4%*	*74.6%*	*30.3%*	*44.3%*	*72.8%*
Housewife/Houseperson	225	205	76	36	150	59	90	158
%V	*24.6%*	*23.4%*	*20.9%*	*24.2%*	*22.5%*	*18.8%*	*25.4%*	*20.4%*
%H		*91.1%*	*33.8%*	*16.0%*	*66.7%*	*26.2%*	*40.0%*	*70.2%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.28: Females - 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 Females (16+)	943	918	364	130	716	301	415	778
%H		*97.3%*	*38.6%*	*13.8%*	*75.9%*	*31.9%*	*44.0%*	*82.5%*
16 - 19	53	52	24	6	39	18	21	51
%V	*5.6%*	*5.7%*	*6.6%*	*4.6%*	*5.4%*	*6.0%*	*5.1%*	*6.6%*
%H		*98.1%*	*45.3%*	*11.3%*	*73.6%*	*34.0%*	*39.6%*	*96.2%*
20 - 24	66	62	22	10	45	21	25	56
%V	*7.0%*	*6.8%*	*6.0%*	*7.7%*	*6.3%*	*7.0%*	*6.0%*	*7.2%*
%H		*93.9%*	*33.3%*	*15.2%*	*68.2%*	*31.8%*	*37.9%*	*84.8%*
25 - 34	138	130	53	22	94	41	53	124
%V	*14.6%*	*14.2%*	*14.6%*	*16.9%*	*13.1%*	*13.6%*	*12.8%*	*15.9%*
%H		*94.2%*	*38.4%*	*15.9%*	*68.1%*	*29.7%*	*38.4%*	*89.9%*
35 - 44	145	140	72	22	98	53	45	133
%V	*15.4%*	*15.3%*	*19.8%*	*16.9%*	*13.7%*	*17.6%*	*10.8%*	*17.1%*
%H		*96.6%*	*49.7%*	*15.2%*	*67.6%*	*36.6%*	*31.0%*	*91.7%*
45 - 54	165	164	70	31	129	66	63	156
%V	*17.5%*	*17.9%*	*19.2%*	*23.8%*	*18.0%*	*21.9%*	*15.2%*	*20.1%*
%H		*99.4%*	*42.4%*	*18.8%*	*78.2%*	*40.0%*	*38.2%*	*94.5%*
55 - 64	142	141	56	19	111	44	67	122
%V	*15.1%*	*15.4%*	*15.4%*	*14.6%*	*15.5%*	*14.6%*	*16.1%*	*15.7%*
%H		*99.3%*	*39.4%*	*13.4%*	*78.2%*	*31.0%*	*47.2%*	*85.9%*
65+	235	229	67	21	200	58	141	137
%V	*24.9%*	*24.9%*	*18.4%*	*16.2%*	*27.9%*	*19.3%*	*34.0%*	*17.6%*
%H		*97.4%*	*28.5%*	*8.9%*	*85.1%*	*24.7%*	*60.0%*	*58.3%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	943	918	364	130	716	301	415	778
%H		*97.3%*	*38.6%*	*13.8%*	*75.9%*	*31.9%*	*44.0%*	*82.5%*
AB	287	280	113	39	211	83	128	273
%V	*30.4%*	*30.5%*	*31.0%*	*30.0%*	*29.5%*	*27.6%*	*30.8%*	*35.1%*
%H		*97.6%*	*39.4%*	*13.6%*	*73.5%*	*28.9%*	*44.6%*	*95.1%*
C1	276	271	97	43	216	93	124	238
%V	*29.3%*	*29.5%*	*26.6%*	*33.1%*	*30.2%*	*30.9%*	*29.9%*	*30.6%*
%H		*98.2%*	*35.1%*	*15.6%*	*78.3%*	*33.7%*	*44.9%*	*86.2%*
C2	193	187	83	31	144	70	74	163
%V	*20.5%*	*20.4%*	*22.8%*	*23.8%*	*20.1%*	*23.3%*	*17.8%*	*21.0%*
%H		*96.9%*	*43.0%*	*16.1%*	*74.6%*	*36.3%*	*38.3%*	*84.5%*
D	118	115	50	10	91	37	54	76
%V	*12.5%*	*12.5%*	*13.7%*	*7.7%*	*12.7%*	*12.3%*	*13.0%*	*9.8%*
%H		*97.5%*	*42.4%*	*8.5%*	*77.1%*	*31.4%*	*45.8%*	*64.4%*
E	69	65	21	8	53	17	36	29
%V	*7.3%*	*7.1%*	*5.8%*	*6.2%*	*7.4%*	*5.6%*	*8.7%*	*3.7%*
%H		*94.2%*	*30.4%*	*11.6%*	*76.8%*	*24.6%*	*52.2%*	*42.0%*

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

October 2012 - September 2013

ITV HTV West

Individual level data

Table 13.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	943	918	364	130	716	301	415	778
%H		*97.3%*	*38.6%*	*13.8%*	*75.9%*	*31.9%*	*44.0%*	*82.5%*
Working full time	299	289	122	48	226	109	117	277
%V	*31.7%*	*31.5%*	*33.5%*	*36.9%*	*31.6%*	*36.2%*	*28.2%*	*35.6%*
%H		*96.7%*	*40.8%*	*16.1%*	*75.6%*	*36.5%*	*39.1%*	*92.6%*
Working part time	203	200	91	37	139	66	73	189
%V	*21.5%*	*21.8%*	*25.0%*	*28.5%*	*19.4%*	*21.9%*	*17.6%*	*24.3%*
%H		*98.5%*	*44.8%*	*18.2%*	*68.5%*	*32.5%*	*36.0%*	*93.1%*
Not working	440	429	151	46	352	126	225	313
%V	*46.7%*	*46.7%*	*41.5%*	*35.4%*	*49.2%*	*41.9%*	*54.2%*	*40.2%*
%H		*97.5%*	*34.3%*	*10.5%*	*80.0%*	*28.6%*	*51.1%*	*71.1%*
Housewife/Houseperson	761	741	288	100	585	237	349	611
%V	*80.7%*	*80.7%*	*79.1%*	*76.9%*	*81.7%*	*78.7%*	*84.1%*	*78.5%*
%H		*97.4%*	*37.8%*	*13.1%*	*76.9%*	*31.1%*	*45.9%*	*80.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

Contents Page

Household

Table 14.1: Social Grade	368
Table 14.2: Housewife Age	369
Table 14.3: Size of Household	370
Table 14.4: Presence of Children	371
Table 14.5: Number of TV sets in household	372
Table 14.6: Screen size	373
Table 14.7: Location of ANY set in household	374
Table 14.8: Recorders	375
Table 14.9: Recorders and other equipment	376
Table 14.10: Computers and Internet	377

Sets

Table 14.11: Screen Size	378
Table 14.12: Location of set	379
Table 14.13: Recorders	380
Table 14.14: Other TV equipment	380
Table 14.15: Main Set Screen Size	381
Table 14.16: Main Set Recorders	382
Table 14.17: Main Set - Other TV equipment	382
Table 14.18: Other Sets (non-Main Set) Screen Size	383
Table 14.19: Other Set (non-Main Set) Recorders	384
Table 14.20: Other Set (non-Main Set) - Other TV equipment	384

Individuals

Table 14.21: Age of Children	385
Table 14.22: Adults - Age	386
Table 14.23: Social Grade (Adults 16+)	387
Table 14.24: Working Status (Adults 16+)	388
Table 14.25: Males - Age	389
Table 14.26: Social Grade (Males 16+)	390
Table 14.27: Working Status (Males 16+)	391
Table 14.28: Females - Age	392
Table 14.29: Social Grade (Females 16+)	393
Table 14.30: Working Status (Females 16+)	394

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
AB	277	268	158	22	189	103	87	242
%V	*20.9%*	*20.9%*	*21.3%*	*19.3%*	*21.7%*	*23.0%*	*20.6%*	*26.3%*
%H (All HH)		*96.8%*	*57.0%*	*7.9%*	*68.2%*	*37.2%*	*31.4%*	*87.4%*
%H (TV HH)			*59.0%*	*8.2%*	*70.5%*	*38.4%*	*32.5%*	
C1	332	317	182	34	211	113	98	257
%V	*25.0%*	*24.7%*	*24.6%*	*29.8%*	*24.2%*	*25.2%*	*23.2%*	*28.0%*
%H (All HH)		*95.5%*	*54.8%*	*10.2%*	*63.6%*	*34.0%*	*29.5%*	*77.4%*
%H (TV HH)			*57.4%*	*10.7%*	*66.6%*	*35.6%*	*30.9%*	
C2	291	286	175	26	201	116	85	212
%V	*21.9%*	*22.3%*	*23.6%*	*22.8%*	*23.1%*	*25.9%*	*20.1%*	*23.1%*
%H (All HH)		*98.3%*	*60.1%*	*8.9%*	*69.1%*	*39.9%*	*29.2%*	*72.9%*
%H (TV HH)			*61.2%*	*9.1%*	*70.3%*	*40.6%*	*29.7%*	
D	239	235	139	20	152	76	75	140
%V	*18.0%*	*18.3%*	*18.8%*	*17.5%*	*17.5%*	*17.0%*	*17.8%*	*15.2%*
%H (All HH)		*98.3%*	*58.2%*	*8.4%*	*63.6%*	*31.8%*	*31.4%*	*58.6%*
%H (TV HH)			*59.1%*	*8.5%*	*64.7%*	*32.3%*	*31.9%*	
E	188	180	87	12	118	40	78	68
%V	*14.2%*	*14.0%*	*11.7%*	*10.5%*	*13.5%*	*8.9%*	*18.5%*	*7.4%*
%H (All HH)		*95.7%*	*46.3%*	*6.4%*	*62.8%*	*21.3%*	*41.5%*	*36.2%*
%H (TV HH)			*48.3%*	*6.7%*	*65.6%*	*22.2%*	*43.3%*	

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

October 2012 - September 2013

ITV HTV Wales

Household level data

Table 14.2: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Under 25	61	54	29	5	28	12	16	40
%V	*4.6%*	*4.2%*	*3.9%*	*4.4%*	*3.2%*	*2.7%*	*3.8%*	*4.4%*
%H (All HH)		*88.5%*	*47.5%*	*8.2%*	*45.9%*	*19.7%*	*26.2%*	*65.6%*
%H (TV HH)			*53.7%*	*9.3%*	*51.9%*	*22.2%*	*29.6%*	
25 - 34	187	179	114	16	106	60	46	148
%V	*14.1%*	*13.9%*	*15.4%*	*14.0%*	*12.2%*	*13.4%*	*10.9%*	*16.1%*
%H (All HH)		*95.7%*	*61.0%*	*8.6%*	*56.7%*	*32.1%*	*24.6%*	*79.1%*
%H (TV HH)			*63.7%*	*8.9%*	*59.2%*	*33.5%*	*25.7%*	
35 - 44	207	198	132	21	125	79	46	178
%V	*15.6%*	*15.4%*	*17.8%*	*18.4%*	*14.4%*	*17.6%*	*10.9%*	*19.4%*
%H (All HH)		*95.7%*	*63.8%*	*10.1%*	*60.4%*	*38.2%*	*22.2%*	*86.0%*
%H (TV HH)			*66.7%*	*10.6%*	*63.1%*	*39.9%*	*23.2%*	
45 - 54	260	254	158	24	175	102	73	219
%V	*19.6%*	*19.8%*	*21.3%*	*21.1%*	*20.1%*	*22.8%*	*17.3%*	*23.8%*
%H (All HH)		*97.7%*	*60.8%*	*9.2%*	*67.3%*	*39.2%*	*28.1%*	*84.2%*
%H (TV HH)			*62.2%*	*9.4%*	*68.9%*	*40.2%*	*28.7%*	
55 - 64	229	224	132	21	156	85	71	172
%V	*17.3%*	*17.4%*	*17.8%*	*18.4%*	*17.9%*	*19.0%*	*16.8%*	*18.7%*
%H (All HH)		*97.8%*	*57.6%*	*9.2%*	*68.1%*	*37.1%*	*31.0%*	*75.1%*
%H (TV HH)			*58.9%*	*9.4%*	*69.6%*	*37.9%*	*31.7%*	
65 +	382	374	177	27	280	110	171	163
%V	*28.8%*	*29.1%*	*23.9%*	*23.7%*	*32.1%*	*24.6%*	*40.5%*	*17.7%*
%H (All HH)		*97.9%*	*46.3%*	*7.1%*	*73.3%*	*28.8%*	*44.8%*	*42.7%*
%H (TV HH)			*47.3%*	*7.2%*	*74.9%*	*29.4%*	*45.7%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
1	418	396	168	31	281	88	193	177
%V	*31.5%*	*30.8%*	*22.7%*	*27.2%*	*32.3%*	*19.6%*	*45.7%*	*19.3%*
%H (All HH)		*94.7%*	*40.2%*	*7.4%*	*67.2%*	*21.1%*	*46.2%*	*42.3%*
%H (TV HH)			*42.4%*	*7.8%*	*71.0%*	*22.2%*	*48.7%*	
2	443	435	261	40	290	158	132	330
%V	*33.4%*	*33.9%*	*35.2%*	*35.1%*	*33.3%*	*35.3%*	*31.3%*	*35.9%*
%H (All HH)		*98.2%*	*58.9%*	*9.0%*	*65.5%*	*35.7%*	*29.8%*	*74.5%*
%H (TV HH)			*60.0%*	*9.2%*	*66.7%*	*36.3%*	*30.3%*	
3	228	223	148	24	147	97	50	197
%V	*17.2%*	*17.4%*	*20.0%*	*21.1%*	*16.9%*	*21.7%*	*11.8%*	*21.4%*
%H (All HH)		*97.8%*	*64.9%*	*10.5%*	*64.5%*	*42.5%*	*21.9%*	*86.4%*
%H (TV HH)			*66.4%*	*10.8%*	*65.9%*	*43.5%*	*22.4%*	
4	166	162	114	14	110	75	35	152
%V	*12.5%*	*12.6%*	*15.4%*	*12.3%*	*12.6%*	*16.7%*	*8.3%*	*16.5%*
%H (All HH)		*97.6%*	*68.7%*	*8.4%*	*66.3%*	*45.2%*	*21.1%*	*91.6%*
%H (TV HH)			*70.4%*	*8.6%*	*67.9%*	*46.3%*	*21.6%*	
5+	72	69	49	7	42	30	12	63
%V	*5.4%*	*5.4%*	*6.6%*	*6.1%*	*4.8%*	*6.7%*	*2.8%*	*6.9%*
%H (All HH)		*95.8%*	*68.1%*	*9.7%*	*58.3%*	*41.7%*	*16.7%*	*87.5%*
%H (TV HH)			*71.0%*	*10.1%*	*60.9%*	*43.5%*	*17.4%*	
Average HH size	2.30	2.30	2.51	2.37	2.27	2.58	1.94	2.59

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

October 2012 - September 2013

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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Without	999	963	517	87	670	317	353	640
%V	*75.3%*	*74.9%*	*69.8%*	*76.3%*	*76.9%*	*70.8%*	*83.6%*	*69.6%*
%H (All HH)		*96.4%*	*51.8%*	*8.7%*	*67.1%*	*31.7%*	*35.3%*	*64.1%*
%H (TV HH)			*53.7%*	*9.0%*	*69.6%*	*32.9%*	*36.7%*	
With	327	322	224	27	201	131	70	279
%V	*24.6%*	*25.1%*	*30.2%*	*23.7%*	*23.1%*	*29.2%*	*16.6%*	*30.4%*
%H (All HH)		*98.5%*	*68.5%*	*8.3%*	*61.5%*	*40.1%*	*21.4%*	*85.3%*
%H (TV HH)			*69.6%*	*8.4%*	*62.4%*	*40.7%*	*21.7%*	
0 - 3	120	118	80	9	66	38	28	97
%V	*9.0%*	*9.2%*	*10.8%*	*7.9%*	*7.6%*	*8.5%*	*6.6%*	*10.6%*
%H (All HH)		*98.3%*	*66.7%*	*7.5%*	*55.0%*	*31.7%*	*23.3%*	*80.8%*
%H (TV HH)			*67.8%*	*7.6%*	*55.9%*	*32.2%*	*23.7%*	
4 - 9	163	161	114	12	97	62	35	138
%V	*12.3%*	*12.5%*	*15.4%*	*10.5%*	*11.1%*	*13.8%*	*8.3%*	*15.0%*
%H (All HH)		*98.8%*	*69.9%*	*7.4%*	*59.5%*	*38.0%*	*21.5%*	*84.7%*
%H (TV HH)			*70.8%*	*7.5%*	*60.2%*	*38.5%*	*21.7%*	
10 - 15	156	154	110	13	104	73	31	139
%V	*11.8%*	*12.0%*	*14.8%*	*11.4%*	*11.9%*	*16.3%*	*7.3%*	*15.1%*
%H (All HH)		*98.7%*	*70.5%*	*8.3%*	*66.7%*	*46.8%*	*19.9%*	*89.1%*
%H (TV HH)			*71.4%*	*8.4%*	*67.5%*	*47.4%*	*20.1%*	

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

October 2012 - September 2013

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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
1	460	460	213	36	263	61	202	255
%V	*34.7%*	*35.8%*	*28.7%*	*31.6%*	*30.2%*	*13.6%*	*47.9%*	*27.7%*
%H (All HH)		*100.0%*	*46.3%*	*7.8%*	*57.2%*	*13.3%*	*43.9%*	*55.4%*
%H (TV HH)			*46.3%*	*7.8%*	*57.2%*	*13.3%*	*43.9%*	
2	447	447	264	43	315	174	141	313
%V	*33.7%*	*34.8%*	*35.6%*	*37.7%*	*36.2%*	*38.8%*	*33.4%*	*34.1%*
%H (All HH)		*100.0%*	*59.1%*	*9.6%*	*70.5%*	*38.9%*	*31.5%*	*70.0%*
%H (TV HH)			*59.1%*	*9.6%*	*70.5%*	*38.9%*	*31.5%*	
3	223	223	150	21	167	114	53	184
%V	*16.8%*	*17.4%*	*20.2%*	*18.4%*	*19.2%*	*25.4%*	*12.6%*	*20.0%*
%H (All HH)		*100.0%*	*67.3%*	*9.4%*	*74.9%*	*51.1%*	*23.8%*	*82.5%*
%H (TV HH)			*67.3%*	*9.4%*	*74.9%*	*51.1%*	*23.8%*	
4	101	101	75	8	80	62	18	91
%V	*7.6%*	*7.9%*	*10.1%*	*7.0%*	*9.2%*	*13.8%*	*4.3%*	*9.9%*
%H (All HH)		*100.0%*	*74.3%*	*7.9%*	*79.2%*	*61.4%*	*17.8%*	*90.1%*
%H (TV HH)			*74.3%*	*7.9%*	*79.2%*	*61.4%*	*17.8%*	
5+	54	54	40	6	46	37	9	51
%V	*4.1%*	*4.2%*	*5.4%*	*5.3%*	*5.3%*	*8.3%*	*2.1%*	*5.5%*
%H (All HH)		*100.0%*	*74.1%*	*11.1%*	*85.2%*	*68.5%*	*16.7%*	*94.4%*
%H (TV HH)			*74.1%*	*11.1%*	*85.2%*	*68.5%*	*16.7%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Household level data

Table 14.6: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Under 20"	321	321	187	28	268	162	107	236
%V	*24.2%*	*25.0%*	*25.2%*	*24.6%*	*30.8%*	*36.2%*	*25.4%*	*25.7%*
%H (All HH)		*100.0%*	*58.3%*	*8.7%*	*83.5%*	*50.5%*	*33.3%*	*73.5%*
%H (TV HH)			*58.3%*	*8.7%*	*83.5%*	*50.5%*	*33.3%*	
20" - 29"	540	540	299	46	411	215	196	367
%V	*40.7%*	*42.0%*	*40.4%*	*40.4%*	*47.2%*	*48.0%*	*46.4%*	*39.9%*
%H (All HH)		*100.0%*	*55.4%*	*8.5%*	*76.1%*	*39.8%*	*36.3%*	*68.0%*
%H (TV HH)			*55.4%*	*8.5%*	*76.1%*	*39.8%*	*36.3%*	
30" - 39"	674	674	400	61	471	257	214	484
%V	*50.8%*	*52.5%*	*54.0%*	*53.5%*	*54.1%*	*57.4%*	*50.7%*	*52.7%*
%H (All HH)		*100.0%*	*59.3%*	*9.1%*	*69.9%*	*38.1%*	*31.8%*	*71.8%*
%H (TV HH)			*59.3%*	*9.1%*	*69.9%*	*38.1%*	*31.8%*	
40" and over	498	498	350	51	329	230	99	412
%V	*37.5%*	*38.8%*	*47.2%*	*44.7%*	*37.8%*	*51.3%*	*23.5%*	*44.8%*
%H (All HH)		*100.0%*	*70.3%*	*10.2%*	*66.1%*	*46.2%*	*19.9%*	*82.7%*
%H (TV HH)			*70.3%*	*10.2%*	*66.1%*	*46.2%*	*19.9%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Household level data

Table 14.7: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Main living room	1261	1261	734	114	860	444	416	880
%V	*95.0%*	*98.1%*	*99.1%*	*100.0%*	*98.7%*	*99.1%*	*98.6%*	*95.8%*
%H (All HH)		*100.0%*	*58.2%*	*9.0%*	*68.2%*	*35.2%*	*33.0%*	*69.8%*
%H (TV HH)			*58.2%*	*9.0%*	*68.2%*	*35.2%*	*33.0%*	
Kitchen	180	180	114	12	153	98	55	139
%V	*13.6%*	*14.0%*	*15.4%*	*10.5%*	*17.6%*	*21.9%*	*13.0%*	*15.1%*
%H (All HH)		*100.0%*	*63.3%*	*6.7%*	*85.0%*	*54.4%*	*30.6%*	*77.2%*
%H (TV HH)			*63.3%*	*6.7%*	*85.0%*	*54.4%*	*30.6%*	
Adult's bedroom	528	528	339	55	409	273	136	415
%V	*39.8%*	*41.1%*	*45.7%*	*48.2%*	*47.0%*	*60.9%*	*32.2%*	*45.2%*
%H (All HH)		*100.0%*	*64.2%*	*10.4%*	*77.5%*	*51.7%*	*25.8%*	*78.6%*
%H (TV HH)			*64.2%*	*10.4%*	*77.5%*	*51.7%*	*25.8%*	
Child's bedroom	106	106	73	12	87	66	22	94
%V	*8.0%*	*8.2%*	*9.9%*	*10.5%*	*10.0%*	*14.7%*	*5.2%*	*10.2%*
%H (All HH)		*100.0%*	*68.9%*	*11.3%*	*82.1%*	*62.3%*	*20.8%*	*88.7%*
%H (TV HH)			*68.9%*	*11.3%*	*82.1%*	*62.3%*	*20.8%*	
Other bedroom	56	56	37	6	44	31	13	48
%V	*4.2%*	*4.4%*	*5.0%*	*5.3%*	*5.1%*	*6.9%*	*3.1%*	*5.2%*
%H (All HH)		*100.0%*	*66.1%*	*10.7%*	*78.6%*	*55.4%*	*23.2%*	*85.7%*
%H (TV HH)			*66.1%*	*10.7%*	*78.6%*	*55.4%*	*23.2%*	
Second living/dining room	157	157	98	16	127	83	44	129
%V	*11.8%*	*12.2%*	*13.2%*	*14.0%*	*14.6%*	*18.5%*	*10.4%*	*14.0%*
%H (All HH)		*100.0%*	*62.4%*	*10.2%*	*80.9%*	*52.9%*	*28.0%*	*82.2%*
%H (TV HH)			*62.4%*	*10.2%*	*80.9%*	*52.9%*	*28.0%*	
Study/office	16	16	11	2	12	9	3	15
%V	*1.2%*	*1.2%*	*1.5%*	*1.8%*	*1.4%*	*2.0%*	*0.7%*	*1.6%*
%H (All HH)		*100.0%*	*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	*93.8%*
%H (TV HH)			*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	
TV room	9	9	7	1	6	5	1	8
%V	*0.7%*	*0.7%*	*0.9%*	*0.9%*	*0.7%*	*1.1%*	*0.2%*	*0.9%*
%H (All HH)		*100.0%*	*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	*88.9%*
%H (TV HH)			*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	
Conservatory	25	25	18	1	20	14	6	21
%V	*1.9%*	*1.9%*	*2.4%*	*0.9%*	*2.3%*	*3.1%*	*1.4%*	*2.3%*
%H (All HH)		*100.0%*	*72.0%*	*4.0%*	*80.0%*	*56.0%*	*24.0%*	*84.0%*
%H (TV HH)			*72.0%*	*4.0%*	*80.0%*	*56.0%*	*24.0%*	
Attic or loft room	4	4	3	0	3	2	1	4
%V	*0.3%*	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	5	5	4	0	3	3	0	4
%V	*0.4%*	*0.4%*	*0.5%*	*0.0%*	*0.3%*	*0.7%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	*80.0%*
%H (TV HH)			*80.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Household level data

Table 14.8: Recorders 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Any DSAT provider	741	741	741	6	386	386	0	576
%V	*55.8%*	*57.7%*	*100.0%*	*5.3%*	*44.3%*	*86.2%*	*0.0%*	*62.7%*
%H (All HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	*77.7%*
%H (TV HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	
Sky with subcription	601	601	601	4	317	317	0	488
%V	*45.3%*	*46.8%*	*81.1%*	*3.5%*	*36.4%*	*70.8%*	*0.0%*	*53.1%*
%H (All HH)			*100.0%*	*0.7%*	*52.7%*	*52.7%*	*0.0%*	*81.2%*
%H (TV HH)			*100.0%*	*0.7%*	*52.7%*	*52.7%*	*0.0%*	
Sky without subscription	78	78	78	1	37	37	0	42
%V	*5.9%*	*6.1%*	*10.5%*	*0.9%*	*4.2%*	*8.3%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*1.3%*	*47.4%*	*47.4%*	*0.0%*	*53.8%*
%H (TV HH)			*100.0%*	*1.3%*	*47.4%*	*47.4%*	*0.0%*	
Freesat	63	63	63	1	35	35	0	47
%V	*4.7%*	*4.9%*	*8.5%*	*0.9%*	*4.0%*	*7.8%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*1.6%*	*55.6%*	*55.6%*	*0.0%*	*74.6%*
%H (TV HH)			*100.0%*	*1.6%*	*55.6%*	*55.6%*	*0.0%*	
Other satellite provider	10	10	10	0	5	5	0	9
%V	*0.8%*	*0.8%*	*1.3%*	*0.0%*	*0.6%*	*1.1%*	*0.0%*	*1.0%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	114	114	6	114	65	65	0	95
%V	*8.6%*	*8.9%*	*0.8%*	*100.0%*	*7.5%*	*14.5%*	*0.0%*	*10.3%*
%H (All HH)			*5.3%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	*83.3%*
%H (TV HH)			*5.3%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	
DTT	871	871	386	65	871	448	422	586
%V	*65.6%*	*67.8%*	*52.1%*	*57.0%*	*100.0%*	*100.0%*	*100.0%*	*63.8%*
%H (All HH)		*100.0%*	*44.3%*	*7.5%*	*100.0%*	*51.4%*	*48.5%*	*67.3%*
%H (TV HH)			*44.3%*	*7.5%*	*100.0%*	*51.4%*	*48.5%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
PVR	783	783	582	84	484	363	121	648
%V	*59.0%*	*60.9%*	*78.5%*	*73.7%*	*55.6%*	*81.0%*	*28.7%*	*70.5%*
%H (All HH)		*100.0%*	*74.3%*	*10.7%*	*61.8%*	*46.4%*	*15.5%*	*82.8%*
%H (TV HH)			*74.3%*	*10.7%*	*61.8%*	*46.4%*	*15.5%*	
DVDR	90	90	51	10	63	34	29	71
%V	*6.8%*	*7.0%*	*6.9%*	*8.8%*	*7.2%*	*7.6%*	*6.9%*	*7.7%*
%H (All HH)		*100.0%*	*56.7%*	*11.1%*	*70.0%*	*37.8%*	*32.2%*	*78.9%*
%H (TV HH)			*56.7%*	*11.1%*	*70.0%*	*37.8%*	*32.2%*	
VCR	44	44	24	4	36	19	16	27
%V	*3.3%*	*3.4%*	*3.2%*	*3.5%*	*4.1%*	*4.2%*	*3.8%*	*2.9%*
%H (All HH)		*100.0%*	*54.5%*	*9.1%*	*81.8%*	*43.2%*	*36.4%*	*61.4%*
%H (TV HH)			*54.5%*	*9.1%*	*81.8%*	*43.2%*	*36.4%*	
Any recorder	832	832	600	87	524	374	150	677
%V	*62.7%*	*64.7%*	*81.0%*	*76.3%*	*60.2%*	*83.5%*	*35.5%*	*73.7%*
%H (All HH)		*100.0%*	*72.1%*	*10.5%*	*63.0%*	*45.0%*	*18.0%*	*81.4%*
%H (TV HH)			*72.1%*	*10.5%*	*63.0%*	*45.0%*	*18.0%*	
Receives HDTV (via STB or built-in reception)	551	551	370	85	352	252	100	471
%V	*41.5%*	*42.9%*	*49.9%*	*74.6%*	*40.4%*	*56.3%*	*23.7%*	*51.3%*
%H (All HH)		*100.0%*	*67.2%*	*15.4%*	*63.9%*	*45.7%*	*18.1%*	*85.5%*
%H (TV HH)			*67.2%*	*15.4%*	*63.9%*	*45.7%*	*18.1%*	
DVD/Blu-ray player or recorder	1028	1028	614	98	708	389	319	761
%V	*77.5%*	*80.0%*	*82.9%*	*86.0%*	*81.3%*	*86.8%*	*75.6%*	*82.8%*
%H (All HH)		*100.0%*	*59.7%*	*9.5%*	*68.9%*	*37.8%*	*31.0%*	*74.0%*
%H (TV HH)			*59.7%*	*9.5%*	*68.9%*	*37.8%*	*31.0%*	

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

October 2012 - September 2013

ITV HTV Wales

Household level data

Table 14.10: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Has broadband internet	919	895	576	95	586	365	221	919
%V	*69.3%*	*69.6%*	*77.7%*	*83.3%*	*67.3%*	*81.5%*	*52.4%*	*100.0%*
%H (All HH)		*97.4%*	*62.7%*	*10.3%*	*63.8%*	*39.7%*	*24.0%*	*100.0%*
%H (TV HH)			*64.4%*	*10.6%*	*65.5%*	*40.8%*	*24.7%*	
Number of computers (PCs and laptops)								
0	345	329	139	18	242	72	169	12
%V	*26.0%*	*25.6%*	*18.8%*	*15.8%*	*27.8%*	*16.1%*	*40.0%*	*1.3%*
%H (All HH)		*95.4%*	*40.3%*	*5.2%*	*70.1%*	*20.9%*	*49.0%*	*3.5%*
%H (TV HH)			*42.2%*	*5.5%*	*73.6%*	*21.9%*	*51.4%*	
1	502	490	291	41	317	161	155	445
%V	*37.8%*	*38.1%*	*39.3%*	*36.0%*	*36.4%*	*35.9%*	*36.7%*	*48.4%*
%H (All HH)		*97.6%*	*58.0%*	*8.2%*	*63.1%*	*32.1%*	*30.9%*	*88.6%*
%H (TV HH)			*59.4%*	*8.4%*	*64.7%*	*32.9%*	*31.6%*	
2	260	254	164	32	172	114	58	246
%V	*19.6%*	*19.8%*	*22.1%*	*28.1%*	*19.7%*	*25.4%*	*13.7%*	*26.8%*
%H (All HH)		*97.7%*	*63.1%*	*12.3%*	*66.2%*	*43.8%*	*22.3%*	*94.6%*
%H (TV HH)			*64.6%*	*12.6%*	*67.7%*	*44.9%*	*22.8%*	
3	117	113	80	13	75	55	20	114
%V	*8.8%*	*8.8%*	*10.8%*	*11.4%*	*8.6%*	*12.3%*	*4.7%*	*12.4%*
%H (All HH)		*96.6%*	*68.4%*	*11.1%*	*64.1%*	*47.0%*	*17.1%*	*97.4%*
%H (TV HH)			*70.8%*	*11.5%*	*66.4%*	*48.7%*	*17.7%*	
4	53	50	34	4	33	21	12	52
%V	*4.0%*	*3.9%*	*4.6%*	*3.5%*	*3.8%*	*4.7%*	*2.8%*	*5.7%*
%H (All HH)		*94.3%*	*64.2%*	*7.5%*	*62.3%*	*39.6%*	*22.6%*	*98.1%*
%H (TV HH)			*68.0%*	*8.0%*	*66.0%*	*42.0%*	*24.0%*	
5+	51	48	32	7	32	24	8	50
%V	*3.8%*	*3.7%*	*4.3%*	*6.1%*	*3.7%*	*5.4%*	*1.9%*	*5.4%*
%H (All HH)		*94.1%*	*62.7%*	*13.7%*	*62.7%*	*47.1%*	*15.7%*	*98.0%*
%H (TV HH)			*66.7%*	*14.6%*	*66.7%*	*50.0%*	*16.7%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Under 20"	411	242	38	348	216	132	311
%V	*15.1%*	*14.2%*	*15.1%*	*17.7%*	*17.9%*	*17.3%*	*14.9%*
%H		*58.9%*	*9.2%*	*84.7%*	*52.6%*	*32.1%*	*75.7%*
20" - 29"	672	388	58	526	296	229	474
%V	*24.7%*	*22.7%*	*23.1%*	*26.8%*	*24.6%*	*30.1%*	*22.8%*
%H		*57.7%*	*8.6%*	*78.3%*	*44.0%*	*34.1%*	*70.5%*
30" - 39"	796	479	80	565	325	240	593
%V	*29.3%*	*28.1%*	*31.9%*	*28.8%*	*27.0%*	*31.5%*	*28.5%*
%H		*60.2%*	*10.1%*	*71.0%*	*40.8%*	*30.2%*	*74.5%*
40" and over	582	411	61	388	277	112	490
%V	*21.4%*	*24.1%*	*24.3%*	*19.7%*	*23.0%*	*14.7%*	*23.5%*
%H		*70.6%*	*10.5%*	*66.7%*	*47.6%*	*19.2%*	*84.2%*
Don't know	37	22	3	28	16	13	28
%V	*1.4%*	*1.3%*	*1.2%*	*1.4%*	*1.3%*	*1.7%*	*1.3%*
%H		*59.5%*	*8.1%*	*75.7%*	*43.2%*	*35.1%*	*75.7%*
Not Asked	223	165	11	110	74	35	185
%V	*8.2%*	*9.7%*	*4.4%*	*5.6%*	*6.1%*	*4.6%*	*8.9%*
%H		*74.0%*	*4.9%*	*49.3%*	*33.2%*	*15.7%*	*83.0%*

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

October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Main living room	1269	738	115	866	448	418	887
%V	*46.6%*	*43.2%*	*45.8%*	*44.1%*	*37.2%*	*54.9%*	*42.6%*
%H		*58.2%*	*9.1%*	*68.2%*	*35.3%*	*32.9%*	*69.9%*
Kitchen	181	114	12	154	99	55	140
%V	*6.7%*	*6.7%*	*4.8%*	*7.8%*	*8.2%*	*7.2%*	*6.7%*
%H		*63.0%*	*6.6%*	*85.1%*	*54.7%*	*30.4%*	*77.3%*
Adult's bedroom	624	407	67	492	339	153	503
%V	*22.9%*	*23.8%*	*26.7%*	*25.0%*	*28.2%*	*20.1%*	*24.2%*
%H		*65.2%*	*10.7%*	*78.8%*	*54.3%*	*24.5%*	*80.6%*
Child's bedroom	136	94	16	114	86	28	121
%V	*5.0%*	*5.5%*	*6.4%*	*5.8%*	*7.1%*	*3.7%*	*5.8%*
%H		*69.1%*	*11.8%*	*83.8%*	*63.2%*	*20.6%*	*89.0%*
Other bedroom	67	45	8	52	37	15	58
%V	*2.5%*	*2.6%*	*3.2%*	*2.6%*	*3.1%*	*2.0%*	*2.8%*
%H		*67.2%*	*11.9%*	*77.6%*	*55.2%*	*22.4%*	*86.6%*
Second living/dining room	159	99	16	129	84	45	132
%V	*5.8%*	*5.8%*	*6.4%*	*6.6%*	*7.0%*	*5.9%*	*6.3%*
%H		*62.3%*	*10.1%*	*81.1%*	*52.8%*	*28.3%*	*83.0%*
Study/office	16	11	2	12	9	3	15
%V	*0.6%*	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*0.4%*	*0.7%*
%H		*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	*93.8%*
TV room	9	7	1	6	5	1	8
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.4%*
%H		*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	*88.9%*
Conservatory	25	18	1	21	15	6	21
%V	*0.9%*	*1.1%*	*0.4%*	*1.1%*	*1.2%*	*0.8%*	*1.0%*
%H		*72.0%*	*4.0%*	*84.0%*	*60.0%*	*24.0%*	*84.0%*
Attic or loft room	5	4	0	3	3	1	4
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*80.0%*	*0.0%*	*60.0%*	*60.0%*	*20.0%*	*80.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	5	5	0	4	4	0	5
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*80.0%*	*80.0%*	*0.0%*	*100.0%*
Not Asked	223	165	11	110	74	35	185
%V	*8.2%*	*9.7%*	*4.4%*	*5.6%*	*6.1%*	*4.6%*	*8.9%*
%H		*74.0%*	*4.9%*	*49.3%*	*33.2%*	*15.7%*	*83.0%*

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
October 2012 - September 2013

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	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
PVR	1014	776	111	613	479	134	863
%V	*37.3%*	*45.5%*	*44.2%*	*31.2%*	*39.8%*	*17.6%*	*41.5%*
%H		*76.5%*	*10.9%*	*60.5%*	*47.2%*	*13.2%*	*85.1%*
DVDR	106	61	12	76	42	34	84
%V	*3.9%*	*3.6%*	*4.8%*	*3.9%*	*3.5%*	*4.5%*	*4.0%*
%H		*57.5%*	*11.3%*	*71.7%*	*39.6%*	*32.1%*	*79.2%*
VCR	46	26	4	38	21	17	29
%V	*1.7%*	*1.5%*	*1.6%*	*1.9%*	*1.7%*	*2.2%*	*1.4%*
%H		*56.5%*	*8.7%*	*82.6%*	*45.7%*	*37.0%*	*63.0%*
Any recorder	1090	811	117	675	506	169	915
%V	*40.1%*	*47.5%*	*46.6%*	*34.4%*	*42.0%*	*22.2%*	*44.0%*
%H		*74.4%*	*10.7%*	*61.9%*	*46.4%*	*15.5%*	*83.9%*

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	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Receives HDTV (via STB or built-in reception)	758	498	126	497	357	140	662
%V	*27.9%*	*29.2%*	*50.2%*	*25.3%*	*29.7%*	*18.4%*	*31.8%*
%H		*65.7%*	*16.6%*	*65.6%*	*47.1%*	*18.5%*	*87.3%*
DVD/Blu-ray player or recorder	1571	983	162	1147	713	434	1236
%V	*57.7%*	*57.6%*	*64.5%*	*58.4%*	*59.2%*	*57.0%*	*59.4%*
%H		*62.6%*	*10.3%*	*73.0%*	*45.4%*	*27.6%*	*78.7%*

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

October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
Under 20"	23	8	1	17	3	14	12
%V	*1.8%*	*1.1%*	*0.9%*	*2.0%*	*0.7%*	*3.3%*	*1.3%*
%H		*34.8%*	*4.3%*	*73.9%*	*13.0%*	*60.9%*	*52.2%*
20" - 29"	237	96	19	174	52	122	125
%V	*18.5%*	*13.0%*	*16.7%*	*20.0%*	*11.6%*	*28.9%*	*14.0%*
%H		*40.5%*	*8.0%*	*73.4%*	*21.9%*	*51.5%*	*52.7%*
30" - 39"	526	295	46	358	172	186	351
%V	*41.0%*	*39.9%*	*40.4%*	*41.1%*	*38.4%*	*44.1%*	*39.3%*
%H		*56.1%*	*8.7%*	*68.1%*	*32.7%*	*35.4%*	*66.7%*
40" and over	475	334	48	311	218	93	393
%V	*37.0%*	*45.1%*	*42.1%*	*35.7%*	*48.7%*	*22.0%*	*44.0%*
%H		*70.3%*	*10.1%*	*65.5%*	*45.9%*	*19.6%*	*82.7%*
Don't know	14	8	0	9	4	6	9
%V	*1.1%*	*1.1%*	*0.0%*	*1.0%*	*0.9%*	*1.4%*	*1.0%*
%H		*57.1%*	*0.0%*	*64.3%*	*28.6%*	*42.9%*	*64.3%*
Not Asked	9	0	0	1	0	1	4
%V	*0.7%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.4%*
%H		*0.0%*	*0.0%*	*11.1%*	*0.0%*	*11.1%*	*44.4%*

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
October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
PVR	757	569	81	462	352	110	628
%V	*59.0%*	*76.9%*	*71.1%*	*53.1%*	*78.6%*	*26.1%*	*70.2%*
%H		*75.2%*	*10.7%*	*61.0%*	*46.5%*	*14.5%*	*83.0%*
DVDR	77	43	9	52	28	24	58
%V	*6.0%*	*5.8%*	*7.9%*	*6.0%*	*6.3%*	*5.7%*	*6.5%*
%H		*55.8%*	*11.7%*	*67.5%*	*36.4%*	*31.2%*	*75.3%*
VCR	35	18	3	28	13	15	20
%V	*2.7%*	*2.4%*	*2.6%*	*3.2%*	*2.9%*	*3.6%*	*2.2%*
%H		*51.4%*	*8.6%*	*80.0%*	*37.1%*	*42.9%*	*57.1%*
Any recorder	804	587	84	500	363	136	655
%V	*62.6%*	*79.3%*	*73.7%*	*57.5%*	*81.0%*	*32.2%*	*73.3%*
%H		*73.0%*	*10.4%*	*62.2%*	*45.1%*	*16.9%*	*81.5%*

Base: ITV HTV Wales - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
Receives HDTV (via STB or built-in reception)	530	357	83	335	241	94	454
%V	*41.3%*	*48.2%*	*72.8%*	*38.5%*	*53.8%*	*22.3%*	*50.8%*
%H		*67.4%*	*15.7%*	*63.2%*	*45.5%*	*17.7%*	*85.7%*
DVD/Blu-ray player or recorder	966	574	93	661	360	302	714
%V	*75.2%*	*77.6%*	*81.6%*	*76.0%*	*80.4%*	*71.6%*	*79.9%*
%H		*59.4%*	*9.6%*	*68.4%*	*37.3%*	*31.3%*	*73.9%*

Base: ITV HTV Wales - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
Under 20"	388	235	36	331	213	118	299
%V	*27.0%*	*24.3%*	*26.3%*	*30.2%*	*28.2%*	*34.8%*	*25.2%*
%H		*60.6%*	*9.3%*	*85.3%*	*54.9%*	*30.4%*	*77.1%*
20" - 29"	435	292	39	351	244	107	350
%V	*30.3%*	*30.2%*	*28.5%*	*32.1%*	*32.3%*	*31.6%*	*29.5%*
%H		*67.1%*	*9.0%*	*80.7%*	*56.1%*	*24.6%*	*80.5%*
30" - 39"	270	184	34	207	154	54	242
%V	*18.8%*	*19.0%*	*24.8%*	*18.9%*	*20.4%*	*15.9%*	*20.4%*
%H		*68.1%*	*12.6%*	*76.7%*	*57.0%*	*20.0%*	*89.6%*
40" and over	106	77	12	77	59	18	96
%V	*7.4%*	*8.0%*	*8.8%*	*7.0%*	*7.8%*	*5.3%*	*8.1%*
%H		*72.6%*	*11.3%*	*72.6%*	*55.7%*	*17.0%*	*90.6%*
Don't know	23	14	3	19	12	7	19
%V	*1.6%*	*1.4%*	*2.2%*	*1.7%*	*1.6%*	*2.1%*	*1.6%*
%H		*60.9%*	*13.0%*	*82.6%*	*52.2%*	*30.4%*	*82.6%*
Not Asked	215	164	13	110	74	35	180
%V	*15.0%*	*17.0%*	*9.5%*	*10.0%*	*9.8%*	*10.3%*	*15.2%*
%H		*76.3%*	*6.0%*	*51.2%*	*34.4%*	*16.3%*	*83.7%*

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

October 2012 - September 2013

ITV HTV Wales

Set level data

Table 14.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
PVR	257	207	30	151	127	24	236
%V	*17.9%*	*21.4%*	*21.9%*	*13.8%*	*16.8%*	*7.1%*	*19.9%*
%H		*80.5%*	*11.7%*	*58.8%*	*49.4%*	*9.3%*	*91.8%*
DVDR	29	17	3	24	14	9	26
%V	*2.0%*	*1.8%*	*2.2%*	*2.2%*	*1.9%*	*2.7%*	*2.2%*
%H		*58.6%*	*10.3%*	*82.8%*	*48.3%*	*31.0%*	*89.7%*
VCR	11	9	1	10	8	2	9
%V	*0.8%*	*0.9%*	*0.7%*	*0.9%*	*1.1%*	*0.6%*	*0.8%*
%H		*81.8%*	*9.1%*	*90.9%*	*72.7%*	*18.2%*	*81.8%*
Any recorder	286	224	33	175	142	33	260
%V	*19.9%*	*23.2%*	*24.1%*	*16.0%*	*18.8%*	*9.7%*	*21.9%*
%H		*78.3%*	*11.5%*	*61.2%*	*49.7%*	*11.5%*	*90.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
Receives HDTV (via STB or built-in reception)	227	142	43	162	115	46	208
%V	*15.8%*	*14.7%*	*31.4%*	*14.8%*	*15.2%*	*13.6%*	*17.5%*
%H		*62.6%*	*18.9%*	*71.4%*	*50.7%*	*20.3%*	*91.6%*
DVD/Blu-ray player or recorder	605	408	69	485	353	132	522
%V	*42.1%*	*42.2%*	*50.4%*	*44.3%*	*46.7%*	*38.9%*	*44.0%*
%H		*67.4%*	*11.4%*	*80.2%*	*58.3%*	*21.8%*	*86.3%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.21: Age 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 Inds	3045	2962	1857	272	1976	1157	819	2380
%H		*97.3%*	*61.0%*	*8.9%*	*64.9%*	*38.0%*	*26.9%*	*78.2%*
Total Children	558	551	383	43	339	218	121	472
%V	*18.3%*	*18.6%*	*20.6%*	*15.8%*	*17.2%*	*18.8%*	*14.8%*	*19.8%*
%H		*98.7%*	*68.6%*	*7.7%*	*60.8%*	*39.1%*	*21.7%*	*84.6%*
0 - 3	139	137	92	10	78	44	34	111
%V	*4.6%*	*4.6%*	*5.0%*	*3.7%*	*3.9%*	*3.8%*	*4.2%*	*4.7%*
%H		*98.6%*	*66.2%*	*7.2%*	*56.1%*	*31.7%*	*24.5%*	*79.9%*
4 - 15	419	413	290	34	262	174	87	361
%V	*13.8%*	*13.9%*	*15.6%*	*12.5%*	*13.3%*	*15.0%*	*10.6%*	*15.2%*
%H		*98.6%*	*69.2%*	*8.1%*	*62.5%*	*41.5%*	*20.8%*	*86.2%*
4 - 9	215	211	149	15	125	80	45	180
%V	*7.1%*	*7.1%*	*8.0%*	*5.5%*	*6.3%*	*6.9%*	*5.5%*	*7.6%*
%H		*98.1%*	*69.3%*	*7.0%*	*58.1%*	*37.2%*	*20.9%*	*83.7%*
10 - 15	205	202	141	19	136	94	42	181
%V	*6.7%*	*6.8%*	*7.6%*	*7.0%*	*6.9%*	*8.1%*	*5.1%*	*7.6%*
%H		*98.5%*	*68.8%*	*9.3%*	*66.3%*	*45.9%*	*20.5%*	*88.3%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.22: Adults - 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 Inds	3045	2962	1857	272	1976	1157	819	2380
%H		*97.3%*	*61.0%*	*8.9%*	*64.9%*	*38.0%*	*26.9%*	*78.2%*
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%V	*81.7%*	*81.4%*	*79.4%*	*84.2%*	*82.8%*	*81.1%*	*85.2%*	*80.2%*
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
16 - 19	142	139	94	14	95	64	31	130
%V	*4.7%*	*4.7%*	*5.1%*	*5.1%*	*4.8%*	*5.5%*	*3.8%*	*5.5%*
%H		*97.9%*	*66.2%*	*9.9%*	*66.9%*	*45.1%*	*21.8%*	*91.5%*
20 - 24	205	182	107	20	118	70	47	171
%V	*6.7%*	*6.1%*	*5.8%*	*7.4%*	*6.0%*	*6.1%*	*5.7%*	*7.2%*
%H		*88.8%*	*52.2%*	*9.8%*	*57.6%*	*34.1%*	*22.9%*	*83.4%*
25 - 34	385	371	241	38	226	140	87	321
%V	*12.6%*	*12.5%*	*13.0%*	*14.0%*	*11.4%*	*12.1%*	*10.6%*	*13.5%*
%H		*96.4%*	*62.6%*	*9.9%*	*58.7%*	*36.4%*	*22.6%*	*83.4%*
35 - 44	369	356	239	38	227	149	78	321
%V	*12.1%*	*12.0%*	*12.9%*	*14.0%*	*11.5%*	*12.9%*	*9.5%*	*13.5%*
%H		*96.5%*	*64.8%*	*10.3%*	*61.5%*	*40.4%*	*21.1%*	*87.0%*
45 - 54	429	421	274	41	287	180	107	374
%V	*14.1%*	*14.2%*	*14.8%*	*15.1%*	*14.5%*	*15.6%*	*13.1%*	*15.7%*
%H		*98.1%*	*63.9%*	*9.6%*	*66.9%*	*42.0%*	*24.9%*	*87.2%*
55 - 64	379	374	230	35	259	150	109	303
%V	*12.4%*	*12.6%*	*12.4%*	*12.9%*	*13.1%*	*13.0%*	*13.3%*	*12.7%*
%H		*98.7%*	*60.7%*	*9.2%*	*68.3%*	*39.6%*	*28.8%*	*79.9%*
65+	579	569	289	42	425	186	239	289
%V	*19.0%*	*19.2%*	*15.6%*	*15.4%*	*21.5%*	*16.1%*	*29.2%*	*12.1%*
%H		*98.3%*	*49.9%*	*7.3%*	*73.4%*	*32.1%*	*41.3%*	*49.9%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
AB	551	537	337	48	376	223	153	499
%V	*22.2%*	*22.3%*	*22.8%*	*21.0%*	*23.0%*	*23.8%*	*21.9%*	*26.2%*
%H		*97.5%*	*61.2%*	*8.7%*	*68.2%*	*40.5%*	*27.8%*	*90.6%*
C1	635	597	348	70	403	232	171	534
%V	*25.5%*	*24.8%*	*23.6%*	*30.6%*	*24.6%*	*24.7%*	*24.5%*	*28.0%*
%H		*94.0%*	*54.8%*	*11.0%*	*63.5%*	*36.5%*	*26.9%*	*84.1%*
C2	591	583	379	52	411	258	153	463
%V	*23.8%*	*24.2%*	*25.7%*	*22.7%*	*25.1%*	*27.5%*	*21.9%*	*24.3%*
%H		*98.6%*	*64.1%*	*8.8%*	*69.5%*	*43.7%*	*25.9%*	*78.3%*
D	450	444	279	41	281	157	124	302
%V	*18.1%*	*18.4%*	*18.9%*	*17.9%*	*17.2%*	*16.7%*	*17.8%*	*15.8%*
%H		*98.7%*	*62.0%*	*9.1%*	*62.4%*	*34.9%*	*27.6%*	*67.1%*
E	260	251	132	18	165	68	97	109
%V	*10.5%*	*10.4%*	*8.9%*	*7.9%*	*10.1%*	*7.2%*	*13.9%*	*5.7%*
%H		*96.5%*	*50.8%*	*6.9%*	*63.5%*	*26.2%*	*37.3%*	*41.9%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
Working full time	1058	1037	681	108	693	447	246	945
%V	*42.5%*	*43.0%*	*46.2%*	*47.2%*	*42.4%*	*47.7%*	*35.2%*	*49.5%*
%H		*98.0%*	*64.4%*	*10.2%*	*65.5%*	*42.2%*	*23.3%*	*89.3%*
Working part time	245	241	155	23	158	96	63	209
%V	*9.9%*	*10.0%*	*10.5%*	*10.0%*	*9.7%*	*10.2%*	*9.0%*	*11.0%*
%H		*98.4%*	*63.3%*	*9.4%*	*64.5%*	*39.2%*	*25.7%*	*85.3%*
Not working	1184	1134	639	97	785	395	390	754
%V	*47.6%*	*47.0%*	*43.3%*	*42.4%*	*48.0%*	*42.1%*	*55.9%*	*39.5%*
%H		*95.8%*	*54.0%*	*8.2%*	*66.3%*	*33.4%*	*32.9%*	*63.7%*
Housewife/Houseperson	1327	1285	741	114	871	448	422	919
%V	*53.4%*	*53.3%*	*50.2%*	*49.8%*	*53.2%*	*47.8%*	*60.5%*	*48.2%*
%H		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.25: Males - 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 Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
16 - 19	76	75	51	9	52	36	15	69
%V	*6.2%*	*6.4%*	*7.0%*	*8.0%*	*6.6%*	*7.7%*	*4.6%*	*7.2%*
%H		*98.7%*	*67.1%*	*11.8%*	*68.4%*	*47.4%*	*19.7%*	*90.8%*
20 - 24	102	91	55	8	60	36	23	88
%V	*8.4%*	*7.8%*	*7.5%*	*7.1%*	*7.6%*	*7.7%*	*7.1%*	*9.2%*
%H		*89.2%*	*53.9%*	*7.8%*	*58.8%*	*35.3%*	*22.5%*	*86.3%*
25 - 34	194	186	119	20	115	71	44	164
%V	*15.9%*	*15.8%*	*16.3%*	*17.9%*	*14.5%*	*15.1%*	*13.6%*	*17.2%*
%H		*95.9%*	*61.3%*	*10.3%*	*59.3%*	*36.6%*	*22.7%*	*84.5%*
35 - 44	182	174	114	19	111	70	41	153
%V	*15.0%*	*14.8%*	*15.6%*	*17.0%*	*14.0%*	*14.9%*	*12.7%*	*16.0%*
%H		*95.6%*	*62.6%*	*10.4%*	*61.0%*	*38.5%*	*22.5%*	*84.1%*
45 - 54	210	205	134	21	138	87	51	183
%V	*17.3%*	*17.5%*	*18.3%*	*18.8%*	*17.4%*	*18.6%*	*15.8%*	*19.1%*
%H		*97.6%*	*63.8%*	*10.0%*	*65.7%*	*41.4%*	*24.3%*	*87.1%*
55 - 64	185	182	113	16	126	72	54	149
%V	*15.2%*	*15.5%*	*15.5%*	*14.3%*	*15.9%*	*15.4%*	*16.7%*	*15.6%*
%H		*98.4%*	*61.1%*	*8.6%*	*68.1%*	*38.9%*	*29.2%*	*80.5%*
65+	267	261	145	20	191	95	96	150
%V	*21.9%*	*22.2%*	*19.8%*	*17.9%*	*24.1%*	*20.3%*	*29.7%*	*15.7%*
%H		*97.8%*	*54.3%*	*7.5%*	*71.5%*	*35.6%*	*36.0%*	*56.2%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
AB	274	266	170	25	183	112	71	250
%V	*22.5%*	*22.7%*	*23.3%*	*22.3%*	*23.1%*	*23.9%*	*22.0%*	*26.2%*
%H		*97.1%*	*62.0%*	*9.1%*	*66.8%*	*40.9%*	*25.9%*	*91.2%*
C1	297	277	167	30	188	113	74	259
%V	*24.4%*	*23.6%*	*22.8%*	*26.8%*	*23.7%*	*24.1%*	*22.9%*	*27.1%*
%H		*93.3%*	*56.2%*	*10.1%*	*63.3%*	*38.0%*	*24.9%*	*87.2%*
C2	316	310	199	29	221	138	83	245
%V	*26.0%*	*26.4%*	*27.2%*	*25.9%*	*27.9%*	*29.4%*	*25.7%*	*25.6%*
%H		*98.1%*	*63.0%*	*9.2%*	*69.9%*	*43.7%*	*26.3%*	*77.5%*
D	219	216	138	21	131	75	56	153
%V	*18.0%*	*18.4%*	*18.9%*	*18.8%*	*16.5%*	*16.0%*	*17.3%*	*16.0%*
%H		*98.6%*	*63.0%*	*9.6%*	*59.8%*	*34.2%*	*25.6%*	*69.9%*
E	111	105	57	8	69	30	39	49
%V	*9.1%*	*8.9%*	*7.8%*	*7.1%*	*8.7%*	*6.4%*	*12.1%*	*5.1%*
%H		*94.6%*	*51.4%*	*7.2%*	*62.2%*	*27.0%*	*35.1%*	*44.1%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
Working full time	634	620	411	64	409	264	144	564
%V	*52.1%*	*52.8%*	*56.2%*	*57.1%*	*51.6%*	*56.3%*	*44.6%*	*59.0%*
%H		*97.8%*	*64.8%*	*10.1%*	*64.5%*	*41.6%*	*22.7%*	*89.0%*
Working part time	59	57	35	5	38	21	17	48
%V	*4.8%*	*4.9%*	*4.8%*	*4.5%*	*4.8%*	*4.5%*	*5.3%*	*5.0%*
%H		*96.6%*	*59.3%*	*8.5%*	*64.4%*	*35.6%*	*28.8%*	*81.4%*
Not working	524	497	285	44	346	184	162	344
%V	*43.1%*	*42.3%*	*39.0%*	*39.3%*	*43.7%*	*39.2%*	*50.2%*	*36.0%*
%H		*94.8%*	*54.4%*	*8.4%*	*66.0%*	*35.1%*	*30.9%*	*65.6%*
Housewife/Houseperson	277	257	131	21	171	72	99	159
%V	*22.8%*	*21.9%*	*17.9%*	*18.8%*	*21.6%*	*15.4%*	*30.7%*	*16.6%*
%H		*92.8%*	*47.3%*	*7.6%*	*61.7%*	*26.0%*	*35.7%*	*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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.28: Females - 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 Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
16 - 19	66	64	43	5	44	28	16	61
%V	*5.2%*	*5.2%*	*5.8%*	*4.3%*	*5.2%*	*6.0%*	*4.3%*	*6.4%*
%H		*97.0%*	*65.2%*	*7.6%*	*66.7%*	*42.4%*	*24.2%*	*92.4%*
20 - 24	102	91	52	12	58	34	24	83
%V	*8.0%*	*7.4%*	*7.0%*	*10.3%*	*6.9%*	*7.2%*	*6.4%*	*8.7%*
%H		*89.2%*	*51.0%*	*11.8%*	*56.9%*	*33.3%*	*23.5%*	*81.4%*
25 - 34	191	185	122	18	111	68	43	157
%V	*15.0%*	*15.0%*	*16.4%*	*15.5%*	*13.2%*	*14.5%*	*11.5%*	*16.5%*
%H		*96.9%*	*63.9%*	*9.4%*	*58.1%*	*35.6%*	*22.5%*	*82.2%*
35 - 44	187	182	126	20	116	79	37	168
%V	*14.7%*	*14.7%*	*16.9%*	*17.2%*	*13.7%*	*16.8%*	*9.9%*	*17.6%*
%H		*97.3%*	*67.4%*	*10.7%*	*62.0%*	*42.2%*	*19.8%*	*89.8%*
45 - 54	219	216	140	20	149	92	57	191
%V	*17.2%*	*17.5%*	*18.8%*	*17.2%*	*17.7%*	*19.6%*	*15.2%*	*20.1%*
%H		*98.6%*	*63.9%*	*9.1%*	*68.0%*	*42.0%*	*26.0%*	*87.2%*
55 - 64	193	191	117	19	133	78	55	154
%V	*15.2%*	*15.4%*	*15.7%*	*16.4%*	*15.8%*	*16.6%*	*14.7%*	*16.2%*
%H		*99.0%*	*60.6%*	*9.8%*	*68.9%*	*40.4%*	*28.5%*	*79.8%*
65+	312	307	144	22	234	91	143	139
%V	*24.6%*	*24.8%*	*19.4%*	*19.0%*	*27.7%*	*19.4%*	*38.1%*	*14.6%*
%H		*98.4%*	*46.2%*	*7.1%*	*75.0%*	*29.2%*	*45.8%*	*44.6%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
AB	277	271	167	22	193	111	82	249
%V	*21.8%*	*21.9%*	*22.4%*	*19.0%*	*22.9%*	*23.7%*	*21.9%*	*26.2%*
%H		*97.8%*	*60.3%*	*7.9%*	*69.7%*	*40.1%*	*29.6%*	*89.9%*
C1	338	320	181	39	216	119	97	276
%V	*26.6%*	*25.9%*	*24.3%*	*33.6%*	*25.6%*	*25.4%*	*25.9%*	*29.0%*
%H		*94.7%*	*53.6%*	*11.5%*	*63.9%*	*35.2%*	*28.7%*	*81.7%*
C2	275	272	180	23	191	121	70	218
%V	*21.7%*	*22.0%*	*24.2%*	*19.8%*	*22.6%*	*25.8%*	*18.7%*	*22.9%*
%H		*98.9%*	*65.5%*	*8.4%*	*69.5%*	*44.0%*	*25.5%*	*79.3%*
D	231	229	141	20	149	81	68	149
%V	*18.2%*	*18.5%*	*19.0%*	*17.2%*	*17.7%*	*17.3%*	*18.1%*	*15.7%*
%H		*99.1%*	*61.0%*	*8.7%*	*64.5%*	*35.1%*	*29.4%*	*64.5%*
E	150	146	76	11	95	38	58	60
%V	*11.8%*	*11.8%*	*10.2%*	*9.5%*	*11.3%*	*8.1%*	*15.5%*	*6.3%*
%H		*97.3%*	*50.7%*	*7.3%*	*63.3%*	*25.3%*	*38.7%*	*40.0%*

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

October 2012 - September 2013

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
Working full time	423	417	270	45	284	183	101	380
%V	*33.3%*	*33.7%*	*36.3%*	*38.8%*	*33.6%*	*39.0%*	*26.9%*	*39.9%*
%H		*98.6%*	*63.8%*	*10.6%*	*67.1%*	*43.3%*	*23.9%*	*89.8%*
Working part time	186	184	120	19	121	75	46	161
%V	*14.6%*	*14.9%*	*16.1%*	*16.4%*	*14.3%*	*16.0%*	*12.3%*	*16.9%*
%H		*98.9%*	*64.5%*	*10.2%*	*65.1%*	*40.3%*	*24.7%*	*86.6%*
Not working	660	637	354	52	439	211	228	410
%V	*52.0%*	*51.5%*	*47.6%*	*44.8%*	*52.0%*	*45.0%*	*60.8%*	*43.1%*
%H		*96.5%*	*53.6%*	*7.9%*	*66.5%*	*32.0%*	*34.5%*	*62.1%*
Housewife/Houseperson	1049	1029	610	93	700	376	323	760
%V	*82.6%*	*83.2%*	*82.0%*	*80.2%*	*82.9%*	*80.2%*	*86.1%*	*79.8%*
%H		*98.1%*	*58.2%*	*8.9%*	*66.7%*	*35.8%*	*30.8%*	*72.4%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

Contents Page

Household

Table 15.1: Social Grade 396
Table 15.2: Housewife Age 397
Table 15.3: Size of Household 398
Table 15.4: Presence of Children 399
Table 15.5: Number of TV sets in household 400
Table 15.6: Screen size 401
Table 15.7: Location of ANY set in household 402
Table 15.8: Recorders 403
Table 15.9: Recorders and other equipment 404
Table 15.10: Computers and Internet 405

Sets

Table 15.11: Screen Size 406
Table 15.12: Location of set 407
Table 15.13: Recorders 408
Table 15.14: Other TV equipment 408
Table 15.15: Main Set Screen Size 409
Table 15.16: Main Set Recorders 410
Table 15.17: Main Set - Other TV equipment 410
Table 15.18: Other Sets (non-Main Set) Screen Size 411
Table 15.19: Other Set (non-Main Set) Recorders 412
Table 15.20: Other Set (non-Main Set) - Other TV equipment 412

Individuals

Table 15.21: Age of Children 413
Table 15.22: Adults - Age 414
Table 15.23: Social Grade (Adults 16+) 415
Table 15.24: Working Status (Adults 16+) 416
Table 15.25: Males - Age 417
Table 15.26: Social Grade (Males 16+) 418
Table 15.27: Working Status (Males 16+) 419
Table 15.28: Females - Age 420
Table 15.29: Social Grade (Females 16+) 421
Table 15.30: Working Status (Females 16+) 422

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
AB	24	24	18	0	15	10	5	23
%V	*34.3%*	*35.8%*	*40.9%*	*0.0%*	*31.9%*	*38.5%*	*25.0%*	*39.7%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*62.5%*	*41.7%*	*20.8%*	*95.8%*
%H (TV HH)			*75.0%*	*0.0%*	*62.5%*	*41.7%*	*20.8%*	
C1	23	20	15	0	17	11	5	20
%V	*32.9%*	*29.9%*	*34.1%*	*0.0%*	*36.2%*	*42.3%*	*25.0%*	*34.5%*
%H (All HH)		*87.0%*	*65.2%*	*0.0%*	*73.9%*	*47.8%*	*21.7%*	*87.0%*
%H (TV HH)			*75.0%*	*0.0%*	*85.0%*	*55.0%*	*25.0%*	
C2	11	11	7	1	8	4	4	9
%V	*15.7%*	*16.4%*	*15.9%*	*33.3%*	*17.0%*	*15.4%*	*20.0%*	*15.5%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	*81.8%*
%H (TV HH)			*63.6%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	
D	9	9	3	2	6	2	4	7
%V	*12.9%*	*13.4%*	*6.8%*	*66.7%*	*12.8%*	*7.7%*	*20.0%*	*12.1%*
%H (All HH)		*100.0%*	*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	*77.8%*
%H (TV HH)			*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	
E	3	3	1	1	2	0	2	0
%V	*4.3%*	*4.5%*	*2.3%*	*33.3%*	*4.3%*	*0.0%*	*10.0%*	*0.0%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*66.7%*	*0.0%*	*66.7%*	*0.0%*
%H (TV HH)			*33.3%*	*33.3%*	*66.7%*	*0.0%*	*66.7%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Under 25	3	2	0	0	2	0	2	3
%V	*4.3%*	*3.0%*	*0.0%*	*0.0%*	*4.3%*	*0.0%*	*10.0%*	*5.2%*
%H (All HH)		*66.7%*	*0.0%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
25 - 34	4	3	2	0	1	0	1	4
%V	*5.7%*	*4.5%*	*4.5%*	*0.0%*	*2.1%*	*0.0%*	*5.0%*	*6.9%*
%H (All HH)		*75.0%*	*50.0%*	*0.0%*	*25.0%*	*0.0%*	*25.0%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	
35 - 44	12	12	9	1	8	6	2	12
%V	*17.1%*	*17.9%*	*20.5%*	*33.3%*	*17.0%*	*23.1%*	*10.0%*	*20.7%*
%H (All HH)		*100.0%*	*75.0%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
%H (TV HH)			*75.0%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	
45 - 54	21	21	14	2	13	7	6	20
%V	*30.0%*	*31.3%*	*31.8%*	*66.7%*	*27.7%*	*26.9%*	*30.0%*	*34.5%*
%H (All HH)		*100.0%*	*66.7%*	*9.5%*	*61.9%*	*33.3%*	*28.6%*	*95.2%*
%H (TV HH)			*66.7%*	*9.5%*	*61.9%*	*33.3%*	*28.6%*	
55 - 64	13	13	10	0	9	7	2	10
%V	*18.6%*	*19.4%*	*22.7%*	*0.0%*	*19.1%*	*26.9%*	*10.0%*	*17.2%*
%H (All HH)		*100.0%*	*76.9%*	*0.0%*	*69.2%*	*53.8%*	*15.4%*	*76.9%*
%H (TV HH)			*76.9%*	*0.0%*	*69.2%*	*53.8%*	*15.4%*	
65 +	16	16	8	1	13	6	7	9
%V	*22.9%*	*23.9%*	*18.2%*	*33.3%*	*27.7%*	*23.1%*	*35.0%*	*15.5%*
%H (All HH)		*100.0%*	*50.0%*	*6.3%*	*81.3%*	*37.5%*	*43.8%*	*56.3%*
%H (TV HH)			*50.0%*	*6.3%*	*81.3%*	*37.5%*	*43.8%*	

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

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
1	19	16	5	2	15	5	10	12
%V	*27.1%*	*23.9%*	*11.4%*	*66.7%*	*31.9%*	*19.2%*	*50.0%*	*20.7%*
%H (All HH)		*84.2%*	*26.3%*	*10.5%*	*78.9%*	*26.3%*	*52.6%*	*63.2%*
%H (TV HH)			*31.3%*	*12.5%*	*93.8%*	*31.3%*	*62.5%*	
2	21	21	15	1	13	8	5	18
%V	*30.0%*	*31.3%*	*34.1%*	*33.3%*	*27.7%*	*30.8%*	*25.0%*	*31.0%*
%H (All HH)		*100.0%*	*71.4%*	*4.8%*	*61.9%*	*38.1%*	*23.8%*	*85.7%*
%H (TV HH)			*71.4%*	*4.8%*	*61.9%*	*38.1%*	*23.8%*	
3	13	13	11	0	7	6	1	12
%V	*18.6%*	*19.4%*	*25.0%*	*0.0%*	*14.9%*	*23.1%*	*5.0%*	*20.7%*
%H (All HH)		*100.0%*	*84.6%*	*0.0%*	*53.8%*	*46.2%*	*7.7%*	*92.3%*
%H (TV HH)			*84.6%*	*0.0%*	*53.8%*	*46.2%*	*7.7%*	
4	15	15	12	0	10	7	3	14
%V	*21.4%*	*22.4%*	*27.3%*	*0.0%*	*21.3%*	*26.9%*	*15.0%*	*24.1%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*66.7%*	*46.7%*	*20.0%*	*93.3%*
%H (TV HH)			*80.0%*	*0.0%*	*66.7%*	*46.7%*	*20.0%*	
5+	2	2	1	1	2	1	1	2
%V	*2.9%*	*3.0%*	*2.3%*	*33.3%*	*4.3%*	*3.8%*	*5.0%*	*3.4%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	
Average HH size	2.45	2.50	2.74	2.07	2.40	2.65	2.07	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

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Without	53	50	31	3	36	20	17	43
%V	*75.7%*	*74.6%*	*70.5%*	*100.0%*	*76.6%*	*76.9%*	*85.0%*	*74.1%*
%H (All HH)		*94.3%*	*58.5%*	*5.7%*	*67.9%*	*37.7%*	*32.1%*	*81.1%*
%H (TV HH)			*62.0%*	*6.0%*	*72.0%*	*40.0%*	*34.0%*	
With	17	17	13	1	10	6	4	15
%V	*24.3%*	*25.4%*	*29.5%*	*33.3%*	*21.3%*	*23.1%*	*20.0%*	*25.9%*
%H (All HH)		*100.0%*	*76.5%*	*5.9%*	*58.8%*	*35.3%*	*23.5%*	*88.2%*
%H (TV HH)			*76.5%*	*5.9%*	*58.8%*	*35.3%*	*23.5%*	
0 - 3	4	4	3	0	3	2	1	3
%V	*5.7%*	*6.0%*	*6.8%*	*0.0%*	*6.4%*	*7.7%*	*5.0%*	*5.2%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
4 - 9	9	9	7	0	5	3	3	9
%V	*12.9%*	*13.4%*	*15.9%*	*0.0%*	*10.6%*	*11.5%*	*15.0%*	*15.5%*
%H (All HH)		*100.0%*	*77.8%*	*0.0%*	*55.6%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*77.8%*	*0.0%*	*55.6%*	*33.3%*	*33.3%*	
10 - 15	9	9	7	1	6	4	2	8
%V	*12.9%*	*13.4%*	*15.9%*	*33.3%*	*12.8%*	*15.4%*	*10.0%*	*13.8%*
%H (All HH)		*100.0%*	*77.8%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	*88.9%*
%H (TV HH)			*77.8%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
1	19	19	7	2	14	4	10	12
%V	*27.1%*	*28.4%*	*15.9%*	*66.7%*	*29.8%*	*15.4%*	*50.0%*	*20.7%*
%H (All HH)		*100.0%*	*36.8%*	*10.5%*	*73.7%*	*21.1%*	*52.6%*	*63.2%*
%H (TV HH)			*36.8%*	*10.5%*	*73.7%*	*21.1%*	*52.6%*	
2	21	21	13	0	15	7	8	18
%V	*30.0%*	*31.3%*	*29.5%*	*0.0%*	*31.9%*	*26.9%*	*40.0%*	*31.0%*
%H (All HH)		*100.0%*	*61.9%*	*0.0%*	*71.4%*	*33.3%*	*38.1%*	*85.7%*
%H (TV HH)			*61.9%*	*0.0%*	*71.4%*	*33.3%*	*38.1%*	
3	14	14	13	1	9	8	1	14
%V	*20.0%*	*20.9%*	*29.5%*	*33.3%*	*19.1%*	*30.8%*	*5.0%*	*24.1%*
%H (All HH)		*100.0%*	*92.9%*	*7.1%*	*64.3%*	*57.1%*	*7.1%*	*100.0%*
%H (TV HH)			*92.9%*	*7.1%*	*64.3%*	*57.1%*	*7.1%*	
4	7	7	6	0	4	4	1	6
%V	*10.0%*	*10.4%*	*13.6%*	*0.0%*	*8.5%*	*15.4%*	*5.0%*	*10.3%*
%H (All HH)		*100.0%*	*85.7%*	*0.0%*	*57.1%*	*57.1%*	*14.3%*	*85.7%*
%H (TV HH)			*85.7%*	*0.0%*	*57.1%*	*57.1%*	*14.3%*	
5+	5	5	4	1	4	3	1	5
%V	*7.1%*	*7.5%*	*9.1%*	*33.3%*	*8.5%*	*11.5%*	*5.0%*	*8.6%*
%H (All HH)		*100.0%*	*80.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	

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

October 2012 - September 2013

ITV Channel Islands

Household level data

Table 15.6: 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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Under 20"	25	25	18	0	20	13	7	23
%V	*35.7%*	*37.3%*	*40.9%*	*0.0%*	*42.6%*	*50.0%*	*35.0%*	*39.7%*
%H (All HH)		*100.0%*	*72.0%*	*0.0%*	*80.0%*	*52.0%*	*28.0%*	*92.0%*
%H (TV HH)			*72.0%*	*0.0%*	*80.0%*	*52.0%*	*28.0%*	
20" - 29"	33	33	21	1	24	14	10	26
%V	*47.1%*	*49.3%*	*47.7%*	*33.3%*	*51.1%*	*53.8%*	*50.0%*	*44.8%*
%H (All HH)		*100.0%*	*63.6%*	*3.0%*	*72.7%*	*42.4%*	*30.3%*	*78.8%*
%H (TV HH)			*63.6%*	*3.0%*	*72.7%*	*42.4%*	*30.3%*	
30" - 39"	26	26	16	2	17	8	9	24
%V	*37.1%*	*38.8%*	*36.4%*	*66.7%*	*36.2%*	*30.8%*	*45.0%*	*41.4%*
%H (All HH)		*100.0%*	*61.5%*	*7.7%*	*65.4%*	*30.8%*	*34.6%*	*92.3%*
%H (TV HH)			*61.5%*	*7.7%*	*65.4%*	*30.8%*	*34.6%*	
40" and over	36	36	30	2	21	17	4	32
%V	*51.4%*	*53.7%*	*68.2%*	*66.7%*	*44.7%*	*65.4%*	*20.0%*	*55.2%*
%H (All HH)		*100.0%*	*83.3%*	*5.6%*	*58.3%*	*47.2%*	*11.1%*	*88.9%*
%H (TV HH)			*83.3%*	*5.6%*	*58.3%*	*47.2%*	*11.1%*	

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

October 2012 - September 2013

ITV Channel Islands

Household level data

Table 15.7: 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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Main living room	65	65	42	3	46	26	20	54
%V	*92.9%*	*97.0%*	*95.5%*	*100.0%*	*97.9%*	*100.0%*	*100.0%*	*93.1%*
%H (All HH)		*100.0%*	*64.6%*	*4.6%*	*70.8%*	*40.0%*	*30.8%*	*83.1%*
%H (TV HH)			*64.6%*	*4.6%*	*70.8%*	*40.0%*	*30.8%*	
Kitchen	16	16	13	0	13	10	3	15
%V	*22.9%*	*23.9%*	*29.5%*	*0.0%*	*27.7%*	*38.5%*	*15.0%*	*25.9%*
%H (All HH)		*100.0%*	*81.3%*	*0.0%*	*81.3%*	*62.5%*	*18.8%*	*93.8%*
%H (TV HH)			*81.3%*	*0.0%*	*81.3%*	*62.5%*	*18.8%*	
Adult's bedroom	34	34	28	1	23	18	5	32
%V	*48.6%*	*50.7%*	*63.6%*	*33.3%*	*48.9%*	*69.2%*	*25.0%*	*55.2%*
%H (All HH)		*100.0%*	*82.4%*	*2.9%*	*67.6%*	*52.9%*	*14.7%*	*94.1%*
%H (TV HH)			*82.4%*	*2.9%*	*67.6%*	*52.9%*	*14.7%*	
Child's bedroom	4	4	3	1	4	3	1	4
%V	*5.7%*	*6.0%*	*6.8%*	*33.3%*	*8.5%*	*11.5%*	*5.0%*	*6.9%*
%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%*	
Other bedroom	4	4	4	0	2	2	0	4
%V	*5.7%*	*6.0%*	*9.1%*	*0.0%*	*4.3%*	*7.7%*	*0.0%*	*6.9%*
%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%*	
Second living/dining room	11	11	9	0	7	5	2	10
%V	*15.7%*	*16.4%*	*20.5%*	*0.0%*	*14.9%*	*19.2%*	*10.0%*	*17.2%*
%H (All HH)		*100.0%*	*81.8%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	*90.9%*
%H (TV HH)			*81.8%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	
Study/office	1	1	1	0	1	0	1	1
%V	*1.4%*	*1.5%*	*2.3%*	*0.0%*	*2.1%*	*0.0%*	*5.0%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
TV room	1	1	1	0	0	0	0	1
%V	*1.4%*	*1.5%*	*2.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
Conservatory	2	2	2	0	2	2	0	1
%V	*2.9%*	*3.0%*	*4.5%*	*0.0%*	*4.3%*	*7.7%*	*0.0%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*50.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	1	1	1	0	0	0	0	1
%V	*1.4%*	*1.5%*	*2.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
Other	2	2	2	0	1	1	0	2
%V	*2.9%*	*3.0%*	*4.5%*	*0.0%*	*2.1%*	*3.8%*	*0.0%*	*3.4%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Household level data

Table 15.8: Recorders 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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Any DSAT provider	44	44	44	0	26	26	0	40
%V	*62.9%*	*65.7%*	*100.0%*	*0.0%*	*55.3%*	*100.0%*	*0.0%*	*69.0%*
%H (All HH)			*100.0%*	*0.0%*	*59.1%*	*59.1%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*0.0%*	*59.1%*	*59.1%*	*0.0%*	
Sky with subcription	32	32	32	0	17	17	0	30
%V	*45.7%*	*47.8%*	*72.7%*	*0.0%*	*36.2%*	*65.4%*	*0.0%*	*51.7%*
%H (All HH)			*100.0%*	*0.0%*	*53.1%*	*53.1%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*0.0%*	*53.1%*	*53.1%*	*0.0%*	
Sky without subscription	8	8	8	0	6	6	0	7
%V	*11.4%*	*11.9%*	*18.2%*	*0.0%*	*12.8%*	*23.1%*	*0.0%*	*12.1%*
%H (All HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	*87.5%*
%H (TV HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	
Freesat	6	6	6	0	4	4	0	5
%V	*8.6%*	*9.0%*	*13.6%*	*0.0%*	*8.5%*	*15.4%*	*0.0%*	*8.6%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*83.3%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Other satellite provider	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)			-	-	-	-	-	
DCAB	3	3	0	3	1	1	0	2
%V	*4.3%*	*4.5%*	*0.0%*	*100.0%*	*2.1%*	*3.8%*	*0.0%*	*3.4%*
%H (All HH)			*0.0%*	*100.0%*	*33.3%*	*33.3%*	*0.0%*	*66.7%*
%H (TV HH)			*0.0%*	*100.0%*	*33.3%*	*33.3%*	*0.0%*	
DTT	47	47	26	1	47	26	20	37
%V	*67.1%*	*70.1%*	*59.1%*	*33.3%*	*100.0%*	*100.0%*	*100.0%*	*63.8%*
%H (All HH)		*100.0%*	*55.3%*	*2.1%*	*100.0%*	*55.3%*	*42.6%*	*78.7%*
%H (TV HH)			*55.3%*	*2.1%*	*100.0%*	*55.3%*	*42.6%*	

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

October 2012 - September 2013

ITV Channel Islands

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
PVR	37	37	32	0	24	19	5	34
%V	*52.9%*	*55.2%*	*72.7%*	*0.0%*	*51.1%*	*73.1%*	*25.0%*	*58.6%*
%H (All HH)		*100.0%*	*86.5%*	*0.0%*	*64.9%*	*51.4%*	*13.5%*	*91.9%*
%H (TV HH)			*86.5%*	*0.0%*	*64.9%*	*51.4%*	*13.5%*	
DVDR	4	4	2	2	2	2	1	3
%V	*5.7%*	*6.0%*	*4.5%*	*66.7%*	*4.3%*	*7.7%*	*5.0%*	*5.2%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*50.0%*	*50.0%*	*25.0%*	*75.0%*
%H (TV HH)			*50.0%*	*50.0%*	*50.0%*	*50.0%*	*25.0%*	
VCR	3	3	3	0	2	1	1	3
%V	*4.3%*	*4.5%*	*6.8%*	*0.0%*	*4.3%*	*3.8%*	*5.0%*	*5.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Any recorder	41	41	34	2	25	20	5	37
%V	*58.6%*	*61.2%*	*77.3%*	*66.7%*	*53.2%*	*76.9%*	*25.0%*	*63.8%*
%H (All HH)		*100.0%*	*82.9%*	*4.9%*	*61.0%*	*48.8%*	*12.2%*	*90.2%*
%H (TV HH)			*82.9%*	*4.9%*	*61.0%*	*48.8%*	*12.2%*	
Receives HDTV (via STB or built-in reception)	27	27	21	0	19	13	6	25
%V	*38.6%*	*40.3%*	*47.7%*	*0.0%*	*40.4%*	*50.0%*	*30.0%*	*43.1%*
%H (All HH)		*100.0%*	*77.8%*	*0.0%*	*70.4%*	*48.1%*	*22.2%*	*92.6%*
%H (TV HH)			*77.8%*	*0.0%*	*70.4%*	*48.1%*	*22.2%*	
DVD/Blu-ray player or recorder	58	58	41	3	40	25	15	51
%V	*82.9%*	*86.6%*	*93.2%*	*100.0%*	*85.1%*	*96.2%*	*75.0%*	*87.9%*
%H (All HH)		*100.0%*	*70.7%*	*5.2%*	*69.0%*	*43.1%*	*25.9%*	*87.9%*
%H (TV HH)			*70.7%*	*5.2%*	*69.0%*	*43.1%*	*25.9%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	70	67	44	3	47	26	20	58
%H (All HH)		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*
%H (TV HH)			*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	
Has broadband internet	58	55	40	2	37	23	14	58
%V	*82.9%*	*82.1%*	*90.9%*	*66.7%*	*78.7%*	*88.5%*	*70.0%*	*100.0%*
%H (All HH)		*94.8%*	*69.0%*	*3.4%*	*63.8%*	*39.7%*	*24.1%*	*100.0%*
%H (TV HH)			*72.7%*	*3.6%*	*67.3%*	*41.8%*	*25.5%*	
Number of computers (PCs and laptops)								
0	12	12	4	1	10	3	7	1
%V	*17.1%*	*17.9%*	*9.1%*	*33.3%*	*21.3%*	*11.5%*	*35.0%*	*1.7%*
%H (All HH)		*100.0%*	*33.3%*	*8.3%*	*83.3%*	*25.0%*	*58.3%*	*8.3%*
%H (TV HH)			*33.3%*	*8.3%*	*83.3%*	*25.0%*	*58.3%*	
1	22	20	10	2	15	7	8	21
%V	*31.4%*	*29.9%*	*22.7%*	*66.7%*	*31.9%*	*26.9%*	*40.0%*	*36.2%*
%H (All HH)		*90.9%*	*45.5%*	*9.1%*	*68.2%*	*31.8%*	*36.4%*	*95.5%*
%H (TV HH)			*50.0%*	*10.0%*	*75.0%*	*35.0%*	*40.0%*	
2	12	11	8	0	7	3	4	11
%V	*17.1%*	*16.4%*	*18.2%*	*0.0%*	*14.9%*	*11.5%*	*20.0%*	*19.0%*
%H (All HH)		*91.7%*	*66.7%*	*0.0%*	*58.3%*	*25.0%*	*33.3%*	*91.7%*
%H (TV HH)			*72.7%*	*0.0%*	*63.6%*	*27.3%*	*36.4%*	
3	10	10	9	0	5	4	1	10
%V	*14.3%*	*14.9%*	*20.5%*	*0.0%*	*10.6%*	*15.4%*	*5.0%*	*17.2%*
%H (All HH)		*100.0%*	*90.0%*	*0.0%*	*50.0%*	*40.0%*	*10.0%*	*100.0%*
%H (TV HH)			*90.0%*	*0.0%*	*50.0%*	*40.0%*	*10.0%*	
4	9	9	8	0	7	5	1	9
%V	*12.9%*	*13.4%*	*18.2%*	*0.0%*	*14.9%*	*19.2%*	*5.0%*	*15.5%*
%H (All HH)		*100.0%*	*88.9%*	*0.0%*	*77.8%*	*55.6%*	*11.1%*	*100.0%*
%H (TV HH)			*88.9%*	*0.0%*	*77.8%*	*55.6%*	*11.1%*	
5+	6	6	6	0	4	4	0	6
%V	*8.6%*	*9.0%*	*13.6%*	*0.0%*	*8.5%*	*15.4%*	*0.0%*	*10.3%*
%H (All HH)		*100.0%*	*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%*	

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

October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	161	119	7	110	75	35	141
%H		*73.9%*	*4.3%*	*68.3%*	*46.6%*	*21.7%*	*87.6%*
Under 20"	34	26	0	27	19	8	32
%V	*21.1%*	*21.8%*	*0.0%*	*24.5%*	*25.3%*	*22.9%*	*22.7%*
%H		*76.5%*	*0.0%*	*79.4%*	*55.9%*	*23.5%*	*94.1%*
20" - 29"	44	30	2	32	21	12	35
%V	*27.3%*	*25.2%*	*28.6%*	*29.1%*	*28.0%*	*34.3%*	*24.8%*
%H		*68.2%*	*4.5%*	*72.7%*	*47.7%*	*27.3%*	*79.5%*
30" - 39"	35	25	2	21	12	9	32
%V	*21.7%*	*21.0%*	*28.6%*	*19.1%*	*16.0%*	*25.7%*	*22.7%*
%H		*71.4%*	*5.7%*	*60.0%*	*34.3%*	*25.7%*	*91.4%*
40" and over	42	36	2	27	22	5	38
%V	*26.1%*	*30.3%*	*28.6%*	*24.5%*	*29.3%*	*14.3%*	*27.0%*
%H		*85.7%*	*4.8%*	*64.3%*	*52.4%*	*11.9%*	*90.5%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Not Asked	6	2	1	3	1	1	4
%V	*3.7%*	*1.7%*	*14.3%*	*2.7%*	*1.3%*	*2.9%*	*2.8%*
%H		*33.3%*	*16.7%*	*50.0%*	*16.7%*	*16.7%*	*66.7%*

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

October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	161	119	7	110	75	35	141
%H		*73.9%*	*4.3%*	*68.3%*	*46.6%*	*21.7%*	*87.6%*
Main living room	66	43	3	46	26	20	54
%V	*41.0%*	*36.1%*	*42.9%*	*41.8%*	*34.7%*	*57.1%*	*38.3%*
%H		*65.2%*	*4.5%*	*69.7%*	*39.4%*	*30.3%*	*81.8%*
Kitchen	16	13	0	13	10	3	15
%V	*9.9%*	*10.9%*	*0.0%*	*11.8%*	*13.3%*	*8.6%*	*10.6%*
%H		*81.3%*	*0.0%*	*81.3%*	*62.5%*	*18.8%*	*93.8%*
Adult's bedroom	46	37	2	32	25	7	43
%V	*28.6%*	*31.1%*	*28.6%*	*29.1%*	*33.3%*	*20.0%*	*30.5%*
%H		*80.4%*	*4.3%*	*69.6%*	*54.3%*	*15.2%*	*93.5%*
Child's bedroom	5	4	1	4	3	1	5
%V	*3.1%*	*3.4%*	*14.3%*	*3.6%*	*4.0%*	*2.9%*	*3.5%*
%H		*80.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
Other bedroom	4	4	0	2	2	0	4
%V	*2.5%*	*3.4%*	*0.0%*	*1.8%*	*2.7%*	*0.0%*	*2.8%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Second living/dining room	11	9	0	7	5	2	10
%V	*6.8%*	*7.6%*	*0.0%*	*6.4%*	*6.7%*	*5.7%*	*7.1%*
%H		*81.8%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	*90.9%*
Study/office	1	1	0	1	0	1	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.9%*	*0.0%*	*2.9%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
TV room	1	1	0	0	0	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Conservatory	2	2	0	2	2	0	1
%V	*1.2%*	*1.7%*	*0.0%*	*1.8%*	*2.7%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*50.0%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	1	1	0	0	0	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Other	2	2	0	1	1	0	2
%V	*1.2%*	*1.7%*	*0.0%*	*0.9%*	*1.3%*	*0.0%*	*1.4%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Not Asked	6	2	1	3	1	1	4
%V	*3.7%*	*1.7%*	*14.3%*	*2.7%*	*1.3%*	*2.9%*	*2.8%*
%H		*33.3%*	*16.7%*	*50.0%*	*16.7%*	*16.7%*	*66.7%*

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
October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	161	119	7	110	75	35	141
%H		*73.9%*	*4.3%*	*68.3%*	*46.6%*	*21.7%*	*87.6%*
PVR	61	57	0	39	35	5	57
%V	*37.9%*	*47.9%*	*0.0%*	*35.5%*	*46.7%*	*14.3%*	*40.4%*
%H		*93.4%*	*0.0%*	*63.9%*	*57.4%*	*8.2%*	*93.4%*
DVDR	4	2	2	2	2	1	3
%V	*2.5%*	*1.7%*	*28.6%*	*1.8%*	*2.7%*	*2.9%*	*2.1%*
%H		*50.0%*	*50.0%*	*50.0%*	*50.0%*	*25.0%*	*75.0%*
VCR	4	3	0	2	1	1	4
%V	*2.5%*	*2.5%*	*0.0%*	*1.8%*	*1.3%*	*2.9%*	*2.8%*
%H		*75.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*100.0%*
Any recorder	67	60	2	41	36	5	61
%V	*41.6%*	*50.4%*	*28.6%*	*37.3%*	*48.0%*	*14.3%*	*43.3%*
%H		*89.6%*	*3.0%*	*61.2%*	*53.7%*	*7.5%*	*91.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	161	119	7	110	75	35	141
%H		*73.9%*	*4.3%*	*68.3%*	*46.6%*	*21.7%*	*87.6%*
Receives HDTV (via STB or built-in reception)	40	33	0	29	22	7	37
%V	*24.8%*	*27.7%*	*0.0%*	*26.4%*	*29.3%*	*20.0%*	*26.2%*
%H		*82.5%*	*0.0%*	*72.5%*	*55.0%*	*17.5%*	*92.5%*
DVD/Blu-ray player or recorder	91	68	3	59	39	20	83
%V	*56.5%*	*57.1%*	*42.9%*	*53.6%*	*52.0%*	*57.1%*	*58.9%*
%H		*74.7%*	*3.3%*	*64.8%*	*42.9%*	*22.0%*	*91.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	44	3	47	26	20	55
%H		*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	*82.1%*
Under 20"	1	0	0	1	0	1	1
%V	*1.5%*	*0.0%*	*0.0%*	*2.1%*	*0.0%*	*5.0%*	*1.8%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
20" - 29"	13	5	0	12	4	8	8
%V	*19.4%*	*11.4%*	*0.0%*	*25.5%*	*15.4%*	*40.0%*	*14.5%*
%H		*38.5%*	*0.0%*	*92.3%*	*30.8%*	*61.5%*	*61.5%*
30" - 39"	19	9	2	15	7	7	16
%V	*28.4%*	*20.5%*	*66.7%*	*31.9%*	*26.9%*	*35.0%*	*29.1%*
%H		*47.4%*	*10.5%*	*78.9%*	*36.8%*	*36.8%*	*84.2%*
40" and over	35	29	2	20	16	4	31
%V	*52.2%*	*65.9%*	*66.7%*	*42.6%*	*61.5%*	*20.0%*	*56.4%*
%H		*82.9%*	*5.7%*	*57.1%*	*45.7%*	*11.4%*	*88.6%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Not Asked	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	67	44	3	47	26	20	55
%H		*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	*82.1%*
PVR	34	30	0	23	18	5	31
%V	*50.7%*	*68.2%*	*0.0%*	*48.9%*	*69.2%*	*25.0%*	*56.4%*
%H		*88.2%*	*0.0%*	*67.6%*	*52.9%*	*14.7%*	*91.2%*
DVDR	3	1	2	2	1	1	2
%V	*4.5%*	*2.3%*	*66.7%*	*4.3%*	*3.8%*	*5.0%*	*3.6%*
%H		*33.3%*	*66.7%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
VCR	3	3	0	2	1	1	3
%V	*4.5%*	*6.8%*	*0.0%*	*4.3%*	*3.8%*	*5.0%*	*5.5%*
%H		*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Any recorder	38	31	2	24	19	5	34
%V	*56.7%*	*70.5%*	*66.7%*	*51.1%*	*73.1%*	*25.0%*	*61.8%*
%H		*81.6%*	*5.3%*	*63.2%*	*50.0%*	*13.2%*	*89.5%*

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	44	3	47	26	20	55
%H		*65.7%*	*4.5%*	*70.1%*	*38.8%*	*29.9%*	*82.1%*
Receives HDTV (via STB or built-in reception)	25	20	0	18	12	6	22
%V	*37.3%*	*45.5%*	*0.0%*	*38.3%*	*46.2%*	*30.0%*	*40.0%*
%H		*80.0%*	*0.0%*	*72.0%*	*48.0%*	*24.0%*	*88.0%*
DVD/Blu-ray player or recorder	56	39	3	37	23	14	48
%V	*83.6%*	*88.6%*	*100.0%*	*78.7%*	*88.5%*	*70.0%*	*87.3%*
%H		*69.6%*	*5.4%*	*66.1%*	*41.1%*	*25.0%*	*85.7%*

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

October 2012 - September 2013

ITV Channel Islands

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	94	76	3	63	49	15	86
%H		*80.9%*	*3.2%*	*67.0%*	*52.1%*	*16.0%*	*91.5%*
Under 20"	33	26	0	26	19	7	31
%V	*35.1%*	*34.2%*	*0.0%*	*41.3%*	*38.8%*	*46.7%*	*36.0%*
%H		*78.8%*	*0.0%*	*78.8%*	*57.6%*	*21.2%*	*93.9%*
20" - 29"	30	24	2	21	17	4	26
%V	*31.9%*	*31.6%*	*66.7%*	*33.3%*	*34.7%*	*26.7%*	*30.2%*
%H		*80.0%*	*6.7%*	*70.0%*	*56.7%*	*13.3%*	*86.7%*
30" - 39"	16	15	0	6	5	1	16
%V	*17.0%*	*19.7%*	*0.0%*	*9.5%*	*10.2%*	*6.7%*	*18.6%*
%H		*93.8%*	*0.0%*	*37.5%*	*31.3%*	*6.3%*	*100.0%*
40" and over	7	7	0	7	6	1	7
%V	*7.4%*	*9.2%*	*0.0%*	*11.1%*	*12.2%*	*6.7%*	*8.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*85.7%*	*14.3%*	*100.0%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Not Asked	8	4	1	3	2	2	6
%V	*8.5%*	*5.3%*	*33.3%*	*4.8%*	*4.1%*	*13.3%*	*7.0%*
%H		*50.0%*	*12.5%*	*37.5%*	*25.0%*	*25.0%*	*75.0%*

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

October 2012 - September 2013

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	94	76	3	63	49	15	86
%H		*80.9%*	*3.2%*	*67.0%*	*52.1%*	*16.0%*	*91.5%*
PVR	27	27	0	16	16	0	26
%V	*28.7%*	*35.5%*	*0.0%*	*25.4%*	*32.7%*	*0.0%*	*30.2%*
%H		*100.0%*	*0.0%*	*59.3%*	*59.3%*	*0.0%*	*96.3%*
DVDR	1	1	0	1	1	0	1
%V	*1.1%*	*1.3%*	*0.0%*	*1.6%*	*2.0%*	*0.0%*	*1.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	1	1	0	0	0	0	1
%V	*1.1%*	*1.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.2%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Any recorder	28	28	0	17	17	0	27
%V	*29.8%*	*36.8%*	*0.0%*	*27.0%*	*34.7%*	*0.0%*	*31.4%*
%H		*100.0%*	*0.0%*	*60.7%*	*60.7%*	*0.0%*	*96.4%*

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	94	76	3	63	49	15	86
%H		*80.9%*	*3.2%*	*67.0%*	*52.1%*	*16.0%*	*91.5%*
Receives HDTV (via STB or built-in reception)	15	14	0	12	10	1	14
%V	*16.0%*	*18.4%*	*0.0%*	*19.0%*	*20.4%*	*6.7%*	*16.3%*
%H		*93.3%*	*0.0%*	*80.0%*	*66.7%*	*6.7%*	*93.3%*
DVD/Blu-ray player or recorder	35	29	0	22	15	6	34
%V	*37.2%*	*38.2%*	*0.0%*	*34.9%*	*30.6%*	*40.0%*	*39.5%*
%H		*82.9%*	*0.0%*	*62.9%*	*42.9%*	*17.1%*	*97.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.21: Age 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 Inds	171	168	119	6	112	70	42	151
%H		*98.2%*	*69.6%*	*3.5%*	*65.5%*	*40.9%*	*24.6%*	*88.3%*
Total Children	27	27	20	1	17	10	6	24
%V	*15.8%*	*16.1%*	*16.8%*	*16.7%*	*15.2%*	*14.3%*	*14.3%*	*15.9%*
%H		*100.0%*	*74.1%*	*3.7%*	*63.0%*	*37.0%*	*22.2%*	*88.9%*
0 - 3	6	6	4	0	4	3	1	5
%V	*3.5%*	*3.6%*	*3.4%*	*0.0%*	*3.6%*	*4.3%*	*2.4%*	*3.3%*
%H		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*50.0%*	*16.7%*	*83.3%*
4 - 15	21	21	15	1	13	8	5	20
%V	*12.3%*	*12.5%*	*12.6%*	*16.7%*	*11.6%*	*11.4%*	*11.9%*	*13.2%*
%H		*100.0%*	*71.4%*	*4.8%*	*61.9%*	*38.1%*	*23.8%*	*95.2%*
4 - 9	11	11	8	0	5	3	3	10
%V	*6.4%*	*6.5%*	*6.7%*	*0.0%*	*4.5%*	*4.3%*	*7.1%*	*6.6%*
%H		*100.0%*	*72.7%*	*0.0%*	*45.5%*	*27.3%*	*27.3%*	*90.9%*
10 - 15	11	11	7	1	7	5	2	10
%V	*6.4%*	*6.5%*	*5.9%*	*16.7%*	*6.3%*	*7.1%*	*4.8%*	*6.6%*
%H		*100.0%*	*63.6%*	*9.1%*	*63.6%*	*45.5%*	*18.2%*	*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

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.22: Adults - 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 Inds	171	168	119	6	112	70	42	151
%H		*98.2%*	*69.6%*	*3.5%*	*65.5%*	*40.9%*	*24.6%*	*88.3%*
Total Adults (16+)	144	141	99	5	95	59	36	127
%V	*84.2%*	*83.9%*	*83.2%*	*83.3%*	*84.8%*	*84.3%*	*85.7%*	*84.1%*
%H		*97.9%*	*68.8%*	*3.5%*	*66.0%*	*41.0%*	*25.0%*	*88.2%*
16 - 19	14	14	10	1	9	7	3	13
%V	*8.2%*	*8.3%*	*8.4%*	*16.7%*	*8.0%*	*10.0%*	*7.1%*	*8.6%*
%H		*100.0%*	*71.4%*	*7.1%*	*64.3%*	*50.0%*	*21.4%*	*92.9%*
20 - 24	12	11	7	1	7	2	4	11
%V	*7.0%*	*6.5%*	*5.9%*	*16.7%*	*6.3%*	*2.9%*	*9.5%*	*7.3%*
%H		*91.7%*	*58.3%*	*8.3%*	*58.3%*	*16.7%*	*33.3%*	*91.7%*
25 - 34	8	6	5	0	4	2	1	7
%V	*4.7%*	*3.6%*	*4.2%*	*0.0%*	*3.6%*	*2.9%*	*2.4%*	*4.6%*
%H		*75.0%*	*62.5%*	*0.0%*	*50.0%*	*25.0%*	*12.5%*	*87.5%*
35 - 44	25	24	16	1	16	9	7	24
%V	*14.6%*	*14.3%*	*13.4%*	*16.7%*	*14.3%*	*12.9%*	*16.7%*	*15.9%*
%H		*96.0%*	*64.0%*	*4.0%*	*64.0%*	*36.0%*	*28.0%*	*96.0%*
45 - 54	36	36	27	2	22	15	8	35
%V	*21.1%*	*21.4%*	*22.7%*	*33.3%*	*19.6%*	*21.4%*	*19.0%*	*23.2%*
%H		*100.0%*	*75.0%*	*5.6%*	*61.1%*	*41.7%*	*22.2%*	*97.2%*
55 - 64	24	24	19	0	18	12	5	21
%V	*14.0%*	*14.3%*	*16.0%*	*0.0%*	*16.1%*	*17.1%*	*11.9%*	*13.9%*
%H		*100.0%*	*79.2%*	*0.0%*	*75.0%*	*50.0%*	*20.8%*	*87.5%*
65+	25	25	16	1	19	11	8	17
%V	*14.6%*	*14.9%*	*13.4%*	*16.7%*	*17.0%*	*15.7%*	*19.0%*	*11.3%*
%H		*100.0%*	*64.0%*	*4.0%*	*76.0%*	*44.0%*	*32.0%*	*68.0%*

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

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	144	141	99	5	95	59	36	127
%H		*97.9%*	*68.8%*	*3.5%*	*66.0%*	*41.0%*	*25.0%*	*88.2%*
AB	49	49	43	0	26	20	6	48
%V	*34.0%*	*34.8%*	*43.4%*	*0.0%*	*27.4%*	*33.9%*	*16.7%*	*37.8%*
%H		*100.0%*	*87.8%*	*0.0%*	*53.1%*	*40.8%*	*12.2%*	*98.0%*
C1	48	46	34	0	38	26	12	44
%V	*33.3%*	*32.6%*	*34.3%*	*0.0%*	*40.0%*	*44.1%*	*33.3%*	*34.6%*
%H		*95.8%*	*70.8%*	*0.0%*	*79.2%*	*54.2%*	*25.0%*	*91.7%*
C2	24	24	14	1	17	8	9	21
%V	*16.7%*	*17.0%*	*14.1%*	*20.0%*	*17.9%*	*13.6%*	*25.0%*	*16.5%*
%H		*100.0%*	*58.3%*	*4.2%*	*70.8%*	*33.3%*	*37.5%*	*87.5%*
D	19	18	8	3	12	5	7	14
%V	*13.2%*	*12.8%*	*8.1%*	*60.0%*	*12.6%*	*8.5%*	*19.4%*	*11.0%*
%H		*94.7%*	*42.1%*	*15.8%*	*63.2%*	*26.3%*	*36.8%*	*73.7%*
E	4	4	1	1	2	0	2	0
%V	*2.8%*	*2.8%*	*1.0%*	*20.0%*	*2.1%*	*0.0%*	*5.6%*	*0.0%*
%H		*100.0%*	*25.0%*	*25.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	144	141	99	5	95	59	36	127
%H		*97.9%*	*68.8%*	*3.5%*	*66.0%*	*41.0%*	*25.0%*	*88.2%*
Working full time	75	75	56	1	49	31	18	70
%V	*52.1%*	*53.2%*	*56.6%*	*20.0%*	*51.6%*	*52.5%*	*50.0%*	*55.1%*
%H		*100.0%*	*74.7%*	*1.3%*	*65.3%*	*41.3%*	*24.0%*	*93.3%*
Working part time	15	14	8	2	10	6	4	13
%V	*10.4%*	*9.9%*	*8.1%*	*40.0%*	*10.5%*	*10.2%*	*11.1%*	*10.2%*
%H		*93.3%*	*53.3%*	*13.3%*	*66.7%*	*40.0%*	*26.7%*	*86.7%*
Not working	54	52	35	3	37	23	14	44
%V	*37.5%*	*36.9%*	*35.4%*	*60.0%*	*38.9%*	*39.0%*	*38.9%*	*34.6%*
%H		*96.3%*	*64.8%*	*5.6%*	*68.5%*	*42.6%*	*25.9%*	*81.5%*
Housewife/Houseperson	70	67	44	3	47	26	20	58
%V	*48.6%*	*47.5%*	*44.4%*	*60.0%*	*49.5%*	*44.1%*	*55.6%*	*45.7%*
%H		*95.7%*	*62.9%*	*4.3%*	*67.1%*	*37.1%*	*28.6%*	*82.9%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.25: Males - 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 Males (16+)	71	69	48	3	47	29	18	62
%H		*97.2%*	*67.6%*	*4.2%*	*66.2%*	*40.8%*	*25.4%*	*87.3%*
16 - 19	5	5	2	1	4	2	2	5
%V	*7.0%*	*7.2%*	*4.2%*	*33.3%*	*8.5%*	*6.9%*	*11.1%*	*8.1%*
%H		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
20 - 24	8	7	4	0	4	1	3	8
%V	*11.3%*	*10.1%*	*8.3%*	*0.0%*	*8.5%*	*3.4%*	*16.7%*	*12.9%*
%H		*87.5%*	*50.0%*	*0.0%*	*50.0%*	*12.5%*	*37.5%*	*100.0%*
25 - 34	3	3	2	0	2	1	1	2
%V	*4.2%*	*4.3%*	*4.2%*	*0.0%*	*4.3%*	*3.4%*	*5.6%*	*3.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
35 - 44	10	9	6	1	6	3	3	10
%V	*14.1%*	*13.0%*	*12.5%*	*33.3%*	*12.8%*	*10.3%*	*16.7%*	*16.1%*
%H		*90.0%*	*60.0%*	*10.0%*	*60.0%*	*30.0%*	*30.0%*	*100.0%*
45 - 54	17	17	15	0	10	8	2	17
%V	*23.9%*	*24.6%*	*31.3%*	*0.0%*	*21.3%*	*27.6%*	*11.1%*	*27.4%*
%H		*100.0%*	*88.2%*	*0.0%*	*58.8%*	*47.1%*	*11.8%*	*100.0%*
55 - 64	13	13	10	0	9	7	3	12
%V	*18.3%*	*18.8%*	*20.8%*	*0.0%*	*19.1%*	*24.1%*	*16.7%*	*19.4%*
%H		*100.0%*	*76.9%*	*0.0%*	*69.2%*	*53.8%*	*23.1%*	*92.3%*
65+	15	15	9	1	11	6	5	8
%V	*21.1%*	*21.7%*	*18.8%*	*33.3%*	*23.4%*	*20.7%*	*27.8%*	*12.9%*
%H		*100.0%*	*60.0%*	*6.7%*	*73.3%*	*40.0%*	*33.3%*	*53.3%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	71	69	48	3	47	29	18	62
%H		*97.2%*	*67.6%*	*4.2%*	*66.2%*	*40.8%*	*25.4%*	*87.3%*
AB	24	24	22	0	12	11	2	23
%V	*33.8%*	*34.8%*	*45.8%*	*0.0%*	*25.5%*	*37.9%*	*11.1%*	*37.1%*
%H		*100.0%*	*91.7%*	*0.0%*	*50.0%*	*45.8%*	*8.3%*	*95.8%*
C1	24	23	15	0	19	11	8	22
%V	*33.8%*	*33.3%*	*31.3%*	*0.0%*	*40.4%*	*37.9%*	*44.4%*	*35.5%*
%H		*95.8%*	*62.5%*	*0.0%*	*79.2%*	*45.8%*	*33.3%*	*91.7%*
C2	11	11	7	0	8	4	4	10
%V	*15.5%*	*15.9%*	*14.6%*	*0.0%*	*17.0%*	*13.8%*	*22.2%*	*16.1%*
%H		*100.0%*	*63.6%*	*0.0%*	*72.7%*	*36.4%*	*36.4%*	*90.9%*
D	9	9	3	2	6	2	4	7
%V	*12.7%*	*13.0%*	*6.3%*	*66.7%*	*12.8%*	*6.9%*	*22.2%*	*11.3%*
%H		*100.0%*	*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	*77.8%*
E	3	3	0	1	2	0	2	0
%V	*4.2%*	*4.3%*	*0.0%*	*33.3%*	*4.3%*	*0.0%*	*11.1%*	*0.0%*
%H		*100.0%*	*0.0%*	*33.3%*	*66.7%*	*0.0%*	*66.7%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	71	69	48	3	47	29	18	62
%H		*97.2%*	*67.6%*	*4.2%*	*66.2%*	*40.8%*	*25.4%*	*87.3%*
Working full time	45	44	33	1	29	18	11	43
%V	*63.4%*	*63.8%*	*68.8%*	*33.3%*	*61.7%*	*62.1%*	*61.1%*	*69.4%*
%H		*97.8%*	*73.3%*	*2.2%*	*64.4%*	*40.0%*	*24.4%*	*95.6%*
Working part time	3	3	3	0	2	2	0	2
%V	*4.2%*	*4.3%*	*6.3%*	*0.0%*	*4.3%*	*6.9%*	*0.0%*	*3.2%*
%H		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*66.7%*
Not working	23	22	12	2	16	9	8	17
%V	*32.4%*	*31.9%*	*25.0%*	*66.7%*	*34.0%*	*31.0%*	*44.4%*	*27.4%*
%H		*95.7%*	*52.2%*	*8.7%*	*69.6%*	*39.1%*	*34.8%*	*73.9%*
Housewife/Houseperson	13	12	6	1	10	5	5	8
%V	*18.3%*	*17.4%*	*12.5%*	*33.3%*	*21.3%*	*17.2%*	*27.8%*	*12.9%*
%H		*92.3%*	*46.2%*	*7.7%*	*76.9%*	*38.5%*	*38.5%*	*61.5%*

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

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.28: Females - 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 Females (16+)	74	72	52	3	48	31	18	65
%H		*97.3%*	*70.3%*	*4.1%*	*64.9%*	*41.9%*	*24.3%*	*87.8%*
16 - 19	8	8	7	0	5	4	1	8
%V	*10.8%*	*11.1%*	*13.5%*	*0.0%*	*10.4%*	*12.9%*	*5.6%*	*12.3%*
%H		*100.0%*	*87.5%*	*0.0%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*
20 - 24	4	4	2	1	3	1	1	3
%V	*5.4%*	*5.6%*	*3.8%*	*33.3%*	*6.3%*	*3.2%*	*5.6%*	*4.6%*
%H		*100.0%*	*50.0%*	*25.0%*	*75.0%*	*25.0%*	*25.0%*	*75.0%*
25 - 34	6	4	3	0	2	1	1	5
%V	*8.1%*	*5.6%*	*5.8%*	*0.0%*	*4.2%*	*3.2%*	*5.6%*	*7.7%*
%H		*66.7%*	*50.0%*	*0.0%*	*33.3%*	*16.7%*	*16.7%*	*83.3%*
35 - 44	15	15	10	1	10	6	4	14
%V	*20.3%*	*20.8%*	*19.2%*	*33.3%*	*20.8%*	*19.4%*	*22.2%*	*21.5%*
%H		*100.0%*	*66.7%*	*6.7%*	*66.7%*	*40.0%*	*26.7%*	*93.3%*
45 - 54	19	19	12	2	12	7	5	18
%V	*25.7%*	*26.4%*	*23.1%*	*66.7%*	*25.0%*	*22.6%*	*27.8%*	*27.7%*
%H		*100.0%*	*63.2%*	*10.5%*	*63.2%*	*36.8%*	*26.3%*	*94.7%*
55 - 64	11	11	9	0	8	6	2	9
%V	*14.9%*	*15.3%*	*17.3%*	*0.0%*	*16.7%*	*19.4%*	*11.1%*	*13.8%*
%H		*100.0%*	*81.8%*	*0.0%*	*72.7%*	*54.5%*	*18.2%*	*81.8%*
65+	10	10	7	0	8	5	3	8
%V	*13.5%*	*13.9%*	*13.5%*	*0.0%*	*16.7%*	*16.1%*	*16.7%*	*12.3%*
%H		*100.0%*	*70.0%*	*0.0%*	*80.0%*	*50.0%*	*30.0%*	*80.0%*

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

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	74	72	52	3	48	31	18	65
%H		*97.3%*	*70.3%*	*4.1%*	*64.9%*	*41.9%*	*24.3%*	*87.8%*
AB	25	25	21	0	14	9	4	25
%V	*33.8%*	*34.7%*	*40.4%*	*0.0%*	*29.2%*	*29.0%*	*22.2%*	*38.5%*
%H		*100.0%*	*84.0%*	*0.0%*	*56.0%*	*36.0%*	*16.0%*	*100.0%*
C1	24	23	19	0	19	14	4	22
%V	*32.4%*	*31.9%*	*36.5%*	*0.0%*	*39.6%*	*45.2%*	*22.2%*	*33.8%*
%H		*95.8%*	*79.2%*	*0.0%*	*79.2%*	*58.3%*	*16.7%*	*91.7%*
C2	13	13	7	1	9	4	5	11
%V	*17.6%*	*18.1%*	*13.5%*	*33.3%*	*18.8%*	*12.9%*	*27.8%*	*16.9%*
%H		*100.0%*	*53.8%*	*7.7%*	*69.2%*	*30.8%*	*38.5%*	*84.6%*
D	10	9	5	2	6	3	3	7
%V	*13.5%*	*12.5%*	*9.6%*	*66.7%*	*12.5%*	*9.7%*	*16.7%*	*10.8%*
%H		*90.0%*	*50.0%*	*20.0%*	*60.0%*	*30.0%*	*30.0%*	*70.0%*
E	1	1	1	0	1	0	1	0
%V	*1.4%*	*1.4%*	*1.9%*	*0.0%*	*2.1%*	*0.0%*	*5.6%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	74	72	52	3	48	31	18	65
%H		*97.3%*	*70.3%*	*4.1%*	*64.9%*	*41.9%*	*24.3%*	*87.8%*
Working full time	30	30	23	1	20	13	7	27
%V	*40.5%*	*41.7%*	*44.2%*	*33.3%*	*41.7%*	*41.9%*	*38.9%*	*41.5%*
%H		*100.0%*	*76.7%*	*3.3%*	*66.7%*	*43.3%*	*23.3%*	*90.0%*
Working part time	12	11	6	2	8	4	4	11
%V	*16.2%*	*15.3%*	*11.5%*	*66.7%*	*16.7%*	*12.9%*	*22.2%*	*16.9%*
%H		*91.7%*	*50.0%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	*91.7%*
Not working	31	30	23	1	20	14	6	28
%V	*41.9%*	*41.7%*	*44.2%*	*33.3%*	*41.7%*	*45.2%*	*33.3%*	*43.1%*
%H		*96.8%*	*74.2%*	*3.2%*	*64.5%*	*45.2%*	*19.4%*	*90.3%*
Housewife/Houseperson	57	55	38	2	37	22	15	50
%V	*77.0%*	*76.4%*	*73.1%*	*66.7%*	*77.1%*	*71.0%*	*83.3%*	*76.9%*
%H		*96.5%*	*66.7%*	*3.5%*	*64.9%*	*38.6%*	*26.3%*	*87.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

Contents Page

Household

Table 16.1: Social Grade 424
Table 16.2: Housewife Age 425
Table 16.3: Size of Household 426
Table 16.4: Presence of Children 427
Table 16.5: Number of TV sets in household 428
Table 16.6: Screen size 429
Table 16.7: Location of ANY set in household 430
Table 16.8: Recorders 431
Table 16.9: Recorders and other equipment 432
Table 16.10: Computers and Internet 433

Sets

Table 16.11: Screen Size 434
Table 16.12: Location of set 435
Table 16.13: Recorders 436
Table 16.14: Other TV equipment 436
Table 16.15: Main Set Screen Size 437
Table 16.16: Main Set Recorders 438
Table 16.17: Main Set - Other TV equipment 438
Table 16.18: Other Sets (non-Main Set) Screen Size 439
Table 16.19: Other Set (non-Main Set) Recorders 440
Table 16.20: Other Set (non-Main Set) - Other TV equipment 440

Individuals

Table 16.21: Age of Children 441
Table 16.22: Adults - Age 442
Table 16.23: Social Grade (Adults 16+) 443
Table 16.24: Working Status (Adults 16+) 444
Table 16.25: Males - Age 445
Table 16.26: Social Grade (Males 16+) 446
Table 16.27: Working Status (Males 16+) 447
Table 16.28: Females - Age 448
Table 16.29: Social Grade (Females 16+) 449
Table 16.30: Working Status (Females 16+) 450

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
AB	522	506	216	93	360	165	195	478
%V	*22.6%*	*22.8%*	*23.6%*	*22.2%*	*22.1%*	*22.0%*	*22.3%*	*28.9%*
%H (All HH)		*96.9%*	*41.4%*	*17.8%*	*69.0%*	*31.6%*	*37.4%*	*91.6%*
%H (TV HH)			*42.7%*	*18.4%*	*71.1%*	*32.6%*	*38.5%*	
C1	611	574	246	115	408	202	206	486
%V	*26.4%*	*25.8%*	*26.9%*	*27.4%*	*25.1%*	*26.9%*	*23.5%*	*29.4%*
%H (All HH)		*93.9%*	*40.3%*	*18.8%*	*66.8%*	*33.1%*	*33.7%*	*79.5%*
%H (TV HH)			*42.9%*	*20.0%*	*71.1%*	*35.2%*	*35.9%*	
C2	445	436	214	89	313	179	134	341
%V	*19.3%*	*19.6%*	*23.4%*	*21.2%*	*19.2%*	*23.9%*	*15.3%*	*20.6%*
%H (All HH)		*98.0%*	*48.1%*	*20.0%*	*70.3%*	*40.2%*	*30.1%*	*76.6%*
%H (TV HH)			*49.1%*	*20.4%*	*71.8%*	*41.1%*	*30.7%*	
D	389	375	153	74	275	130	145	239
%V	*16.8%*	*16.9%*	*16.7%*	*17.7%*	*16.9%*	*17.3%*	*16.6%*	*14.5%*
%H (All HH)		*96.4%*	*39.3%*	*19.0%*	*70.7%*	*33.4%*	*37.3%*	*61.4%*
%H (TV HH)			*40.8%*	*19.7%*	*73.3%*	*34.7%*	*38.7%*	
E	344	331	85	49	271	74	197	109
%V	*14.9%*	*14.9%*	*9.3%*	*11.7%*	*16.7%*	*9.9%*	*22.5%*	*6.6%*
%H (All HH)		*96.2%*	*24.7%*	*14.2%*	*78.8%*	*21.5%*	*57.3%*	*31.7%*
%H (TV HH)			*25.7%*	*14.8%*	*81.9%*	*22.4%*	*59.5%*	

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

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.2: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Under 25	125	105	49	18	68	36	32	94
%V	*5.4%*	*4.7%*	*5.4%*	*4.3%*	*4.2%*	*4.8%*	*3.7%*	*5.7%*
%H (All HH)		*84.0%*	*39.2%*	*14.4%*	*54.4%*	*28.8%*	*25.6%*	*75.2%*
%H (TV HH)			*46.7%*	*17.1%*	*64.8%*	*34.3%*	*30.5%*	
25 - 34	365	343	164	71	225	122	103	308
%V	*15.8%*	*15.4%*	*17.9%*	*16.9%*	*13.8%*	*16.3%*	*11.8%*	*18.6%*
%H (All HH)		*94.0%*	*44.9%*	*19.5%*	*61.6%*	*33.4%*	*28.2%*	*84.4%*
%H (TV HH)			*47.8%*	*20.7%*	*65.6%*	*35.6%*	*30.0%*	
35 - 44	374	360	172	79	236	131	106	323
%V	*16.2%*	*16.2%*	*18.8%*	*18.9%*	*14.5%*	*17.5%*	*12.1%*	*19.5%*
%H (All HH)		*96.3%*	*46.0%*	*21.1%*	*63.1%*	*35.0%*	*28.3%*	*86.4%*
%H (TV HH)			*47.8%*	*21.9%*	*65.6%*	*36.4%*	*29.4%*	
45 - 54	460	447	211	88	327	179	147	386
%V	*19.9%*	*20.1%*	*23.1%*	*21.0%*	*20.1%*	*23.9%*	*16.8%*	*23.4%*
%H (All HH)		*97.2%*	*45.9%*	*19.1%*	*71.1%*	*38.9%*	*32.0%*	*83.9%*
%H (TV HH)			*47.2%*	*19.7%*	*73.2%*	*40.0%*	*32.9%*	
55 - 64	391	380	154	81	285	139	147	298
%V	*16.9%*	*17.1%*	*16.8%*	*19.3%*	*17.5%*	*18.5%*	*16.8%*	*18.0%*
%H (All HH)		*97.2%*	*39.4%*	*20.7%*	*72.9%*	*35.5%*	*37.6%*	*76.2%*
%H (TV HH)			*40.5%*	*21.3%*	*75.0%*	*36.6%*	*38.7%*	
65 +	597	587	163	83	485	144	341	243
%V	*25.8%*	*26.4%*	*17.8%*	*19.8%*	*29.8%*	*19.2%*	*38.9%*	*14.7%*
%H (All HH)		*98.3%*	*27.3%*	*13.9%*	*81.2%*	*24.1%*	*57.1%*	*40.7%*
%H (TV HH)			*27.8%*	*14.1%*	*82.6%*	*24.5%*	*58.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.3: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
1	826	784	203	122	609	157	452	374
%V	*35.7%*	*35.3%*	*22.2%*	*29.1%*	*37.5%*	*20.9%*	*51.6%*	*22.6%*
%H (All HH)		*94.9%*	*24.6%*	*14.8%*	*73.7%*	*19.0%*	*54.7%*	*45.3%*
%H (TV HH)			*25.9%*	*15.6%*	*77.7%*	*20.0%*	*57.7%*	
2	799	769	333	157	563	289	274	646
%V	*34.6%*	*34.6%*	*36.4%*	*37.5%*	*34.6%*	*38.5%*	*31.3%*	*39.1%*
%H (All HH)		*96.2%*	*41.7%*	*19.6%*	*70.5%*	*36.2%*	*34.3%*	*80.9%*
%H (TV HH)			*43.3%*	*20.4%*	*73.2%*	*37.6%*	*35.6%*	
3	329	319	170	70	222	142	80	295
%V	*14.2%*	*14.4%*	*18.6%*	*16.7%*	*13.7%*	*18.9%*	*9.1%*	*17.8%*
%H (All HH)		*97.0%*	*51.7%*	*21.3%*	*67.5%*	*43.2%*	*24.3%*	*89.7%*
%H (TV HH)			*53.3%*	*21.9%*	*69.6%*	*44.5%*	*25.1%*	
4	260	254	151	50	174	122	52	246
%V	*11.3%*	*11.4%*	*16.5%*	*11.9%*	*10.7%*	*16.3%*	*5.9%*	*14.9%*
%H (All HH)		*97.7%*	*58.1%*	*19.2%*	*66.9%*	*46.9%*	*20.0%*	*94.6%*
%H (TV HH)			*59.4%*	*19.7%*	*68.5%*	*48.0%*	*20.5%*	
5+	98	95	55	21	59	40	19	92
%V	*4.2%*	*4.3%*	*6.0%*	*5.0%*	*3.6%*	*5.3%*	*2.2%*	*5.6%*
%H (All HH)		*96.9%*	*56.1%*	*21.4%*	*60.2%*	*40.8%*	*19.4%*	*93.9%*
%H (TV HH)			*57.9%*	*22.1%*	*62.1%*	*42.1%*	*20.0%*	
Average HH size	2.16	2.17	2.49	2.28	2.11	2.49	1.80	2.45

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

October 2012 - September 2013

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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Without	1778	1701	609	322	1282	527	755	1170
%V	*76.9%*	*76.6%*	*66.6%*	*76.8%*	*78.8%*	*70.3%*	*86.2%*	*70.8%*
%H (All HH)		*95.7%*	*34.3%*	*18.1%*	*72.1%*	*29.6%*	*42.5%*	*65.8%*
%H (TV HH)			*35.8%*	*18.9%*	*75.4%*	*31.0%*	*44.4%*	
With	533	521	304	98	344	224	121	483
%V	*23.1%*	*23.4%*	*33.3%*	*23.4%*	*21.2%*	*29.9%*	*13.8%*	*29.2%*
%H (All HH)		*97.7%*	*57.0%*	*18.4%*	*64.5%*	*42.0%*	*22.7%*	*90.6%*
%H (TV HH)			*58.3%*	*18.8%*	*66.0%*	*43.0%*	*23.2%*	
0 - 3	189	187	114	34	119	79	41	164
%V	*8.2%*	*8.4%*	*12.5%*	*8.1%*	*7.3%*	*10.5%*	*4.7%*	*9.9%*
%H (All HH)		*98.9%*	*60.3%*	*18.0%*	*63.0%*	*41.8%*	*21.7%*	*86.8%*
%H (TV HH)			*61.0%*	*18.2%*	*63.6%*	*42.2%*	*21.9%*	
4 - 9	258	252	149	48	157	102	56	234
%V	*11.2%*	*11.3%*	*16.3%*	*11.5%*	*9.7%*	*13.6%*	*6.4%*	*14.2%*
%H (All HH)		*97.7%*	*57.8%*	*18.6%*	*60.9%*	*39.5%*	*21.7%*	*90.7%*
%H (TV HH)			*59.1%*	*19.0%*	*62.3%*	*40.5%*	*22.2%*	
10 - 15	253	247	146	49	171	119	52	237
%V	*10.9%*	*11.1%*	*16.0%*	*11.7%*	*10.5%*	*15.9%*	*5.9%*	*14.3%*
%H (All HH)		*97.6%*	*57.7%*	*19.4%*	*67.6%*	*47.0%*	*20.6%*	*93.7%*
%H (TV HH)			*59.1%*	*19.8%*	*69.2%*	*48.2%*	*21.1%*	

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

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.5: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
1	876	876	273	137	589	143	446	522
%V	*37.9%*	*39.4%*	*29.9%*	*32.7%*	*36.2%*	*19.1%*	*50.9%*	*31.6%*
%H (All HH)		*100.0%*	*31.2%*	*15.6%*	*67.2%*	*16.3%*	*50.9%*	*59.6%*
%H (TV HH)			*31.2%*	*15.6%*	*67.2%*	*16.3%*	*50.9%*	
2	784	784	317	154	598	284	314	567
%V	*33.9%*	*35.3%*	*34.7%*	*36.8%*	*36.8%*	*37.9%*	*35.8%*	*34.3%*
%H (All HH)		*100.0%*	*40.4%*	*19.6%*	*76.3%*	*36.2%*	*40.1%*	*72.3%*
%H (TV HH)			*40.4%*	*19.6%*	*76.3%*	*36.2%*	*40.1%*	
3	351	351	188	79	268	182	87	305
%V	*15.2%*	*15.8%*	*20.6%*	*18.9%*	*16.5%*	*24.3%*	*9.9%*	*18.5%*
%H (All HH)		*100.0%*	*53.6%*	*22.5%*	*76.4%*	*51.9%*	*24.8%*	*86.9%*
%H (TV HH)			*53.6%*	*22.5%*	*76.4%*	*51.9%*	*24.8%*	
4	140	140	86	36	113	94	20	132
%V	*6.1%*	*6.3%*	*9.4%*	*8.6%*	*6.9%*	*12.5%*	*2.3%*	*8.0%*
%H (All HH)		*100.0%*	*61.4%*	*25.7%*	*80.7%*	*67.1%*	*14.3%*	*94.3%*
%H (TV HH)			*61.4%*	*25.7%*	*80.7%*	*67.1%*	*14.3%*	
5+	71	71	49	13	58	48	10	70
%V	*3.1%*	*3.2%*	*5.4%*	*3.1%*	*3.6%*	*6.4%*	*1.1%*	*4.2%*
%H (All HH)		*100.0%*	*69.0%*	*18.3%*	*81.7%*	*67.6%*	*14.1%*	*98.6%*
%H (TV HH)			*69.0%*	*18.3%*	*81.7%*	*67.6%*	*14.1%*	

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

October 2012 - September 2013

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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Under 20"	500	500	209	101	420	226	194	375
%V	*21.6%*	*22.5%*	*22.9%*	*24.1%*	*25.8%*	*30.1%*	*22.1%*	*22.7%*
%H (All HH)		*100.0%*	*41.8%*	*20.2%*	*84.0%*	*45.2%*	*38.8%*	*75.0%*
%H (TV HH)			*41.8%*	*20.2%*	*84.0%*	*45.2%*	*38.8%*	
20" - 29"	805	805	301	155	648	294	354	569
%V	*34.8%*	*36.2%*	*32.9%*	*37.0%*	*39.9%*	*39.2%*	*40.4%*	*34.4%*
%H (All HH)		*100.0%*	*37.4%*	*19.3%*	*80.5%*	*36.5%*	*44.0%*	*70.7%*
%H (TV HH)			*37.4%*	*19.3%*	*80.5%*	*36.5%*	*44.0%*	
30" - 39"	1146	1146	477	236	876	434	442	829
%V	*49.6%*	*51.6%*	*52.2%*	*56.3%*	*53.9%*	*57.9%*	*50.5%*	*50.2%*
%H (All HH)		*100.0%*	*41.6%*	*20.6%*	*76.4%*	*37.9%*	*38.6%*	*72.3%*
%H (TV HH)			*41.6%*	*20.6%*	*76.4%*	*37.9%*	*38.6%*	
40" and over	963	963	537	198	677	442	235	819
%V	*41.7%*	*43.3%*	*58.8%*	*47.3%*	*41.6%*	*58.9%*	*26.8%*	*49.5%*
%H (All HH)		*100.0%*	*55.8%*	*20.6%*	*70.3%*	*45.9%*	*24.4%*	*85.0%*
%H (TV HH)			*55.8%*	*20.6%*	*70.3%*	*45.9%*	*24.4%*	

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

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.7: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Main living room	2167	2167	903	414	1604	744	859	1555
%V	*93.8%*	*97.5%*	*98.8%*	*98.8%*	*98.6%*	*99.2%*	*98.1%*	*94.1%*
%H (All HH)		*100.0%*	*41.7%*	*19.1%*	*74.0%*	*34.3%*	*39.6%*	*71.8%*
%H (TV HH)			*41.7%*	*19.1%*	*74.0%*	*34.3%*	*39.6%*	
Kitchen	246	246	126	40	210	127	83	203
%V	*10.6%*	*11.1%*	*13.8%*	*9.5%*	*12.9%*	*16.9%*	*9.5%*	*12.3%*
%H (All HH)		*100.0%*	*51.2%*	*16.3%*	*85.4%*	*51.6%*	*33.7%*	*82.5%*
%H (TV HH)			*51.2%*	*16.3%*	*85.4%*	*51.6%*	*33.7%*	
Adult's bedroom	916	916	441	208	735	458	277	723
%V	*39.6%*	*41.2%*	*48.2%*	*49.6%*	*45.2%*	*61.1%*	*31.6%*	*43.7%*
%H (All HH)		*100.0%*	*48.1%*	*22.7%*	*80.2%*	*50.0%*	*30.2%*	*78.9%*
%H (TV HH)			*48.1%*	*22.7%*	*80.2%*	*50.0%*	*30.2%*	
Child's bedroom	193	193	114	49	153	119	34	181
%V	*8.4%*	*8.7%*	*12.5%*	*11.7%*	*9.4%*	*15.9%*	*3.9%*	*10.9%*
%H (All HH)		*100.0%*	*59.1%*	*25.4%*	*79.3%*	*61.7%*	*17.6%*	*93.8%*
%H (TV HH)			*59.1%*	*25.4%*	*79.3%*	*61.7%*	*17.6%*	
Other bedroom	78	78	43	19	68	51	17	68
%V	*3.4%*	*3.5%*	*4.7%*	*4.5%*	*4.2%*	*6.8%*	*1.9%*	*4.1%*
%H (All HH)		*100.0%*	*55.1%*	*24.4%*	*87.2%*	*65.4%*	*21.8%*	*87.2%*
%H (TV HH)			*55.1%*	*24.4%*	*87.2%*	*65.4%*	*21.8%*	
Second living/dining room	154	154	76	26	123	71	52	139
%V	*6.7%*	*6.9%*	*8.3%*	*6.2%*	*7.6%*	*9.5%*	*5.9%*	*8.4%*
%H (All HH)		*100.0%*	*49.4%*	*16.9%*	*79.9%*	*46.1%*	*33.8%*	*90.3%*
%H (TV HH)			*49.4%*	*16.9%*	*79.9%*	*46.1%*	*33.8%*	
Study/office	27	27	10	7	22	13	9	25
%V	*1.2%*	*1.2%*	*1.1%*	*1.7%*	*1.4%*	*1.7%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*37.0%*	*25.9%*	*81.5%*	*48.1%*	*33.3%*	*92.6%*
%H (TV HH)			*37.0%*	*25.9%*	*81.5%*	*48.1%*	*33.3%*	
TV room	28	28	14	7	22	14	8	26
%V	*1.2%*	*1.3%*	*1.5%*	*1.7%*	*1.4%*	*1.9%*	*0.9%*	*1.6%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*78.6%*	*50.0%*	*28.6%*	*92.9%*
%H (TV HH)			*50.0%*	*25.0%*	*78.6%*	*50.0%*	*28.6%*	
Conservatory	31	31	18	5	25	18	8	28
%V	*1.3%*	*1.4%*	*2.0%*	*1.2%*	*1.5%*	*2.4%*	*0.9%*	*1.7%*
%H (All HH)		*100.0%*	*58.1%*	*16.1%*	*80.6%*	*58.1%*	*25.8%*	*90.3%*
%H (TV HH)			*58.1%*	*16.1%*	*80.6%*	*58.1%*	*25.8%*	
Attic or loft room	4	4	2	2	3	2	1	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.5%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	1	1	0	0	1	0	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	
Other	11	11	8	3	8	7	1	10
%V	*0.5%*	*0.5%*	*0.9%*	*0.7%*	*0.5%*	*0.9%*	*0.1%*	*0.6%*
%H (All HH)		*100.0%*	*72.7%*	*27.3%*	*72.7%*	*63.6%*	*9.1%*	*90.9%*
%H (TV HH)			*72.7%*	*27.3%*	*72.7%*	*63.6%*	*9.1%*	

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

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.8: Recorders 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Any DSAT provider	914	914	914	13	527	527	0	773
%V	*39.5%*	*41.1%*	*100.0%*	*3.1%*	*32.4%*	*70.3%*	*0.0%*	*46.8%*
%H (All HH)			*100.0%*	*1.4%*	*57.7%*	*57.7%*	*0.0%*	*84.6%*
%H (TV HH)			*100.0%*	*1.4%*	*57.7%*	*57.7%*	*0.0%*	
Sky with subcription	792	792	792	9	466	466	0	683
%V	*34.3%*	*35.6%*	*86.7%*	*2.1%*	*28.7%*	*62.1%*	*0.0%*	*41.3%*
%H (All HH)			*100.0%*	*1.1%*	*58.8%*	*58.8%*	*0.0%*	*86.2%*
%H (TV HH)			*100.0%*	*1.1%*	*58.8%*	*58.8%*	*0.0%*	
Sky without subscription	43	43	43	2	23	23	0	28
%V	*1.9%*	*1.9%*	*4.7%*	*0.5%*	*1.4%*	*3.1%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*4.7%*	*53.5%*	*53.5%*	*0.0%*	*65.1%*
%H (TV HH)			*100.0%*	*4.7%*	*53.5%*	*53.5%*	*0.0%*	
Freesat	71	71	71	1	36	36	0	56
%V	*3.1%*	*3.2%*	*7.8%*	*0.2%*	*2.2%*	*4.8%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*1.4%*	*50.7%*	*50.7%*	*0.0%*	*78.9%*
%H (TV HH)			*100.0%*	*1.4%*	*50.7%*	*50.7%*	*0.0%*	
Other satellite provider	21	21	21	0	8	8	0	19
%V	*0.9%*	*0.9%*	*2.3%*	*0.0%*	*0.5%*	*1.1%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*0.0%*	*38.1%*	*38.1%*	*0.0%*	*90.5%*
%H (TV HH)			*100.0%*	*0.0%*	*38.1%*	*38.1%*	*0.0%*	
DCAB	419	419	13	419	229	229	0	357
%V	*18.1%*	*18.9%*	*1.4%*	*100.0%*	*14.1%*	*30.5%*	*0.0%*	*21.6%*
%H (All HH)			*3.1%*	*100.0%*	*54.7%*	*54.7%*	*0.0%*	*85.2%*
%H (TV HH)			*3.1%*	*100.0%*	*54.7%*	*54.7%*	*0.0%*	
DTT	1626	1626	527	229	1626	750	876	1102
%V	*70.4%*	*73.2%*	*57.7%*	*54.7%*	*100.0%*	*100.0%*	*100.0%*	*66.7%*
%H (All HH)		*100.0%*	*32.4%*	*14.1%*	*100.0%*	*46.1%*	*53.9%*	*67.8%*
%H (TV HH)			*32.4%*	*14.1%*	*100.0%*	*46.1%*	*53.9%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.9: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
PVR	1250	1250	761	276	827	602	224	1075
%V	*54.1%*	*56.3%*	*83.3%*	*65.9%*	*50.9%*	*80.3%*	*25.6%*	*65.0%*
%H (All HH)		*100.0%*	*60.9%*	*22.1%*	*66.2%*	*48.2%*	*17.9%*	*86.0%*
%H (TV HH)			*60.9%*	*22.1%*	*66.2%*	*48.2%*	*17.9%*	
DVDR	116	116	49	30	83	44	38	100
%V	*5.0%*	*5.2%*	*5.4%*	*7.2%*	*5.1%*	*5.9%*	*4.3%*	*6.0%*
%H (All HH)		*100.0%*	*42.2%*	*25.9%*	*71.6%*	*37.9%*	*32.8%*	*86.2%*
%H (TV HH)			*42.2%*	*25.9%*	*71.6%*	*37.9%*	*32.8%*	
VCR	97	97	23	30	74	29	45	53
%V	*4.2%*	*4.4%*	*2.5%*	*7.2%*	*4.6%*	*3.9%*	*5.1%*	*3.2%*
%H (All HH)		*100.0%*	*23.7%*	*30.9%*	*76.3%*	*29.9%*	*46.4%*	*54.6%*
%H (TV HH)			*23.7%*	*30.9%*	*76.3%*	*29.9%*	*46.4%*	
Any recorder	1343	1343	774	301	899	619	280	1123
%V	*58.1%*	*60.4%*	*84.7%*	*71.8%*	*55.3%*	*82.5%*	*32.0%*	*67.9%*
%H (All HH)		*100.0%*	*57.6%*	*22.4%*	*66.9%*	*46.1%*	*20.8%*	*83.6%*
%H (TV HH)			*57.6%*	*22.4%*	*66.9%*	*46.1%*	*20.8%*	
Receives HDTV (via STB or built-in reception)	1083	1083	586	292	735	520	215	926
%V	*46.9%*	*48.7%*	*64.1%*	*69.7%*	*45.2%*	*69.3%*	*24.5%*	*56.0%*
%H (All HH)		*100.0%*	*54.1%*	*27.0%*	*67.9%*	*48.0%*	*19.9%*	*85.5%*
%H (TV HH)			*54.1%*	*27.0%*	*67.9%*	*48.0%*	*19.9%*	
DVD/Blu-ray player or recorder	1772	1772	755	356	1320	650	670	1356
%V	*76.7%*	*79.7%*	*82.6%*	*85.0%*	*81.2%*	*86.7%*	*76.5%*	*82.0%*
%H (All HH)		*100.0%*	*42.6%*	*20.1%*	*74.5%*	*36.7%*	*37.8%*	*76.5%*
%H (TV HH)			*42.6%*	*20.1%*	*74.5%*	*36.7%*	*37.8%*	

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

October 2012 - September 2013

ITV Scotland

Household level data

Table 16.10: 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	2311	2222	914	419	1626	750	876	1653
%H (All HH)		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*
%H (TV HH)			*41.1%*	*18.9%*	*73.2%*	*33.8%*	*39.4%*	
Has broadband internet	1653	1596	773	357	1102	643	459	1653
%V	*71.5%*	*71.8%*	*84.6%*	*85.2%*	*67.8%*	*85.7%*	*52.4%*	*100.0%*
%H (All HH)		*96.6%*	*46.8%*	*21.6%*	*66.7%*	*38.9%*	*27.8%*	*100.0%*
%H (TV HH)			*48.4%*	*22.4%*	*69.0%*	*40.3%*	*28.8%*	
Number of computers (PCs and laptops)								
0	589	566	129	66	470	104	366	30
%V	*25.5%*	*25.5%*	*14.1%*	*15.8%*	*28.9%*	*13.9%*	*41.8%*	*1.8%*
%H (All HH)		*96.1%*	*21.9%*	*11.2%*	*79.8%*	*17.7%*	*62.1%*	*5.1%*
%H (TV HH)			*22.8%*	*11.7%*	*83.0%*	*18.4%*	*64.7%*	
1	809	782	343	165	553	279	274	734
%V	*35.0%*	*35.2%*	*37.5%*	*39.4%*	*34.0%*	*37.2%*	*31.3%*	*44.4%*
%H (All HH)		*96.7%*	*42.4%*	*20.4%*	*68.4%*	*34.5%*	*33.9%*	*90.7%*
%H (TV HH)			*43.9%*	*21.1%*	*70.7%*	*35.7%*	*35.0%*	
2	474	452	216	92	314	175	139	457
%V	*20.5%*	*20.3%*	*23.6%*	*22.0%*	*19.3%*	*23.3%*	*15.9%*	*27.6%*
%H (All HH)		*95.4%*	*45.6%*	*19.4%*	*66.2%*	*36.9%*	*29.3%*	*96.4%*
%H (TV HH)			*47.8%*	*20.4%*	*69.5%*	*38.7%*	*30.8%*	
3	235	226	127	49	149	101	48	230
%V	*10.2%*	*10.2%*	*13.9%*	*11.7%*	*9.2%*	*13.5%*	*5.5%*	*13.9%*
%H (All HH)		*96.2%*	*54.0%*	*20.9%*	*63.4%*	*43.0%*	*20.4%*	*97.9%*
%H (TV HH)			*56.2%*	*21.7%*	*65.9%*	*44.7%*	*21.2%*	
4	112	107	55	22	76	46	30	112
%V	*4.8%*	*4.8%*	*6.0%*	*5.3%*	*4.7%*	*6.1%*	*3.4%*	*6.8%*
%H (All HH)		*95.5%*	*49.1%*	*19.6%*	*67.9%*	*41.1%*	*26.8%*	*100.0%*
%H (TV HH)			*51.4%*	*20.6%*	*71.0%*	*43.0%*	*28.0%*	
5+	92	89	44	25	64	45	19	90
%V	*4.0%*	*4.0%*	*4.8%*	*6.0%*	*3.9%*	*6.0%*	*2.2%*	*5.4%*
%H (All HH)		*96.7%*	*47.8%*	*27.2%*	*69.6%*	*48.9%*	*20.7%*	*97.8%*
%H (TV HH)			*49.4%*	*28.1%*	*71.9%*	*50.6%*	*21.3%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	4441	2081	898	3357	1890	1467	3480
%H		*46.9%*	*20.2%*	*75.6%*	*42.6%*	*33.0%*	*78.4%*
Under 20"	605	267	120	515	291	224	466
%V	*13.6%*	*12.8%*	*13.4%*	*15.3%*	*15.4%*	*15.3%*	*13.4%*
%H		*44.1%*	*19.8%*	*85.1%*	*48.1%*	*37.0%*	*77.0%*
20" - 29"	997	389	197	811	396	415	731
%V	*22.4%*	*18.7%*	*21.9%*	*24.2%*	*21.0%*	*28.3%*	*21.0%*
%H		*39.0%*	*19.8%*	*81.3%*	*39.7%*	*41.6%*	*73.3%*
30" - 39"	1327	580	278	1026	542	484	988
%V	*29.9%*	*27.9%*	*31.0%*	*30.6%*	*28.7%*	*33.0%*	*28.4%*
%H		*43.7%*	*20.9%*	*77.3%*	*40.8%*	*36.5%*	*74.5%*
40" and over	1120	641	228	791	533	259	969
%V	*25.2%*	*30.8%*	*25.4%*	*23.6%*	*28.2%*	*17.7%*	*27.8%*
%H		*57.2%*	*20.4%*	*70.6%*	*47.6%*	*23.1%*	*86.5%*
Don't know	40	10	12	27	9	18	26
%V	*0.9%*	*0.5%*	*1.3%*	*0.8%*	*0.5%*	*1.2%*	*0.7%*
%H		*25.0%*	*30.0%*	*67.5%*	*22.5%*	*45.0%*	*65.0%*
Not Asked	352	194	63	187	119	67	300
%V	*7.9%*	*9.3%*	*7.0%*	*5.6%*	*6.3%*	*4.6%*	*8.6%*
%H		*55.1%*	*17.9%*	*53.1%*	*33.8%*	*19.0%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4441	2081	898	3357	1890	1467	3480
%H		*46.9%*	*20.2%*	*75.6%*	*42.6%*	*33.0%*	*78.4%*
Main living room	2181	910	415	1614	749	865	1565
%V	*49.1%*	*43.7%*	*46.2%*	*48.1%*	*39.6%*	*59.0%*	*45.0%*
%H		*41.7%*	*19.0%*	*74.0%*	*34.3%*	*39.7%*	*71.8%*
Kitchen	247	127	40	210	127	83	204
%V	*5.6%*	*6.1%*	*4.5%*	*6.3%*	*6.7%*	*5.7%*	*5.9%*
%H		*51.4%*	*16.2%*	*85.0%*	*51.4%*	*33.6%*	*82.6%*
Adult's bedroom	1073	525	249	871	560	311	868
%V	*24.2%*	*25.2%*	*27.7%*	*25.9%*	*29.6%*	*21.2%*	*24.9%*
%H		*48.9%*	*23.2%*	*81.2%*	*52.2%*	*29.0%*	*80.9%*
Child's bedroom	240	145	59	191	151	40	227
%V	*5.4%*	*7.0%*	*6.6%*	*5.7%*	*8.0%*	*2.7%*	*6.5%*
%H		*60.4%*	*24.6%*	*79.6%*	*62.9%*	*16.7%*	*94.6%*
Other bedroom	89	50	21	77	57	20	78
%V	*2.0%*	*2.4%*	*2.3%*	*2.3%*	*3.0%*	*1.4%*	*2.2%*
%H		*56.2%*	*23.6%*	*86.5%*	*64.0%*	*22.5%*	*87.6%*
Second living/dining room	156	77	26	125	72	53	141
%V	*3.5%*	*3.7%*	*2.9%*	*3.7%*	*3.8%*	*3.6%*	*4.1%*
%H		*49.4%*	*16.7%*	*80.1%*	*46.2%*	*34.0%*	*90.4%*
Study/office	27	11	7	23	14	9	25
%V	*0.6%*	*0.5%*	*0.8%*	*0.7%*	*0.7%*	*0.6%*	*0.7%*
%H		*40.7%*	*25.9%*	*85.2%*	*51.9%*	*33.3%*	*92.6%*
TV room	28	14	7	22	14	8	26
%V	*0.6%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*
%H		*50.0%*	*25.0%*	*78.6%*	*50.0%*	*28.6%*	*92.9%*
Conservatory	31	18	5	25	18	8	28
%V	*0.7%*	*0.9%*	*0.6%*	*0.7%*	*1.0%*	*0.5%*	*0.8%*
%H		*58.1%*	*16.1%*	*80.6%*	*58.1%*	*25.8%*	*90.3%*
Attic or loft room	4	2	2	3	2	1	4
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
No specific location	1	0	0	1	0	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*
Other	12	9	3	9	7	2	11
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*75.0%*	*25.0%*	*75.0%*	*58.3%*	*16.7%*	*91.7%*
Not Asked	352	194	63	187	119	67	300
%V	*7.9%*	*9.3%*	*7.0%*	*5.6%*	*6.3%*	*4.6%*	*8.6%*
%H		*55.1%*	*17.9%*	*53.1%*	*33.8%*	*19.0%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4441	2081	898	3357	1890	1467	3480
%H		*46.9%*	*20.2%*	*75.6%*	*42.6%*	*33.0%*	*78.4%*
PVR	1665	1061	375	1077	832	244	1470
%V	*37.5%*	*51.0%*	*41.8%*	*32.1%*	*44.0%*	*16.6%*	*42.2%*
%H		*63.7%*	*22.5%*	*64.7%*	*50.0%*	*14.7%*	*88.3%*
DVDR	127	54	32	92	50	43	110
%V	*2.9%*	*2.6%*	*3.6%*	*2.7%*	*2.6%*	*2.9%*	*3.2%*
%H		*42.5%*	*25.2%*	*72.4%*	*39.4%*	*33.9%*	*86.6%*
VCR	101	23	32	77	31	47	55
%V	*2.3%*	*1.1%*	*3.6%*	*2.3%*	*1.6%*	*3.2%*	*1.6%*
%H		*22.8%*	*31.7%*	*76.2%*	*30.7%*	*46.5%*	*54.5%*
Any recorder	1786	1086	409	1173	864	309	1542
%V	*40.2%*	*52.2%*	*45.5%*	*34.9%*	*45.7%*	*21.1%*	*44.3%*
%H		*60.8%*	*22.9%*	*65.7%*	*48.4%*	*17.3%*	*86.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4441	2081	898	3357	1890	1467	3480
%H		*46.9%*	*20.2%*	*75.6%*	*42.6%*	*33.0%*	*78.4%*
Receives HDTV (via STB or built-in reception)	1484	811	422	1011	749	262	1303
%V	*33.4%*	*39.0%*	*47.0%*	*30.1%*	*39.6%*	*17.9%*	*37.4%*
%H		*54.6%*	*28.4%*	*68.1%*	*50.5%*	*17.7%*	*87.8%*
DVD/Blu-ray player or recorder	2586	1183	557	1990	1125	865	2084
%V	*58.2%*	*56.8%*	*62.0%*	*59.3%*	*59.5%*	*59.0%*	*59.9%*
%H		*45.7%*	*21.5%*	*77.0%*	*43.5%*	*33.4%*	*80.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2217	914	418	1625	750	875	1593
%H		*41.2%*	*18.9%*	*73.3%*	*33.8%*	*39.5%*	*71.9%*
Under 20"	54	8	8	43	5	37	26
%V	*2.4%*	*0.9%*	*1.9%*	*2.6%*	*0.7%*	*4.2%*	*1.6%*
%H		*14.8%*	*14.8%*	*79.6%*	*9.3%*	*68.5%*	*48.1%*
20" - 29"	338	79	45	265	53	212	181
%V	*15.2%*	*8.6%*	*10.8%*	*16.3%*	*7.1%*	*24.2%*	*11.4%*
%H		*23.4%*	*13.3%*	*78.4%*	*15.7%*	*62.7%*	*53.6%*
30" - 39"	847	300	167	649	264	386	560
%V	*38.2%*	*32.8%*	*40.0%*	*39.9%*	*35.2%*	*44.1%*	*35.2%*
%H		*35.4%*	*19.7%*	*76.6%*	*31.2%*	*45.6%*	*66.1%*
40" and over	937	521	192	655	424	230	796
%V	*42.3%*	*57.0%*	*45.9%*	*40.3%*	*56.5%*	*26.3%*	*50.0%*
%H		*55.6%*	*20.5%*	*69.9%*	*45.3%*	*24.5%*	*85.0%*
Don't know	21	6	6	13	4	9	14
%V	*0.9%*	*0.7%*	*1.4%*	*0.8%*	*0.5%*	*1.0%*	*0.9%*
%H		*28.6%*	*28.6%*	*61.9%*	*19.0%*	*42.9%*	*66.7%*
Not Asked	20	0	0	0	0	1	16
%V	*0.9%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*1.0%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*5.0%*	*80.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV Scotland

Set level data

Table 16.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2217	914	418	1625	750	875	1593
%H		*41.2%*	*18.9%*	*73.3%*	*33.8%*	*39.5%*	*71.9%*
PVR	1225	753	269	807	593	214	1056
%V	*55.3%*	*82.4%*	*64.4%*	*49.7%*	*79.1%*	*24.5%*	*66.3%*
%H		*61.5%*	*22.0%*	*65.9%*	*48.4%*	*17.5%*	*86.2%*
DVDR	94	40	23	65	33	32	80
%V	*4.2%*	*4.4%*	*5.5%*	*4.0%*	*4.4%*	*3.7%*	*5.0%*
%H		*42.6%*	*24.5%*	*69.1%*	*35.1%*	*34.0%*	*85.1%*
VCR	82	18	25	61	23	39	43
%V	*3.7%*	*2.0%*	*6.0%*	*3.8%*	*3.1%*	*4.5%*	*2.7%*
%H		*22.0%*	*30.5%*	*74.4%*	*28.0%*	*47.6%*	*52.4%*
Any recorder	1311	766	292	873	609	265	1100
%V	*59.1%*	*83.8%*	*69.9%*	*53.7%*	*81.2%*	*30.3%*	*69.1%*
%H		*58.4%*	*22.3%*	*66.6%*	*46.5%*	*20.2%*	*83.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2217	914	418	1625	750	875	1593
%H		*41.2%*	*18.9%*	*73.3%*	*33.8%*	*39.5%*	*71.9%*
Receives HDTV (via STB or built-in reception)	1052	573	285	709	506	204	900
%V	*47.5%*	*62.7%*	*68.2%*	*43.6%*	*67.5%*	*23.3%*	*56.5%*
%H		*54.5%*	*27.1%*	*67.4%*	*48.1%*	*19.4%*	*85.6%*
DVD/Blu-ray player or recorder	1647	692	329	1220	585	634	1253
%V	*74.3%*	*75.7%*	*78.7%*	*75.1%*	*78.0%*	*72.5%*	*78.7%*
%H		*42.0%*	*20.0%*	*74.1%*	*35.5%*	*38.5%*	*76.1%*

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

October 2012 - September 2013

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	2224	1167	479	1732	1140	592	1887
%H		*52.5%*	*21.5%*	*77.9%*	*51.3%*	*26.6%*	*84.8%*
Under 20"	551	259	112	472	286	186	440
%V	*24.8%*	*22.2%*	*23.4%*	*27.3%*	*25.1%*	*31.4%*	*23.3%*
%H		*47.0%*	*20.3%*	*85.7%*	*51.9%*	*33.8%*	*79.9%*
20" - 29"	659	311	152	546	344	202	550
%V	*29.6%*	*26.6%*	*31.7%*	*31.5%*	*30.2%*	*34.1%*	*29.1%*
%H		*47.2%*	*23.1%*	*82.9%*	*52.2%*	*30.7%*	*83.5%*
30" - 39"	480	280	111	376	278	98	427
%V	*21.6%*	*24.0%*	*23.2%*	*21.7%*	*24.4%*	*16.6%*	*22.6%*
%H		*58.3%*	*23.1%*	*78.3%*	*57.9%*	*20.4%*	*89.0%*
40" and over	184	120	36	136	108	28	173
%V	*8.3%*	*10.3%*	*7.5%*	*7.9%*	*9.5%*	*4.7%*	*9.2%*
%H		*65.2%*	*19.6%*	*73.9%*	*58.7%*	*15.2%*	*94.0%*
Don't know	19	4	5	14	5	9	11
%V	*0.9%*	*0.3%*	*1.0%*	*0.8%*	*0.4%*	*1.5%*	*0.6%*
%H		*21.1%*	*26.3%*	*73.7%*	*26.3%*	*47.4%*	*57.9%*
Not Asked	331	193	63	188	119	69	286
%V	*14.9%*	*16.5%*	*13.2%*	*10.9%*	*10.4%*	*11.7%*	*15.2%*
%H		*58.3%*	*19.0%*	*56.8%*	*36.0%*	*20.8%*	*86.4%*

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

October 2012 - September 2013

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2224	1167	479	1732	1140	592	1887
%H		*52.5%*	*21.5%*	*77.9%*	*51.3%*	*26.6%*	*84.8%*
PVR	440	308	106	269	239	30	415
%V	*19.8%*	*26.4%*	*22.1%*	*15.5%*	*21.0%*	*5.1%*	*22.0%*
%H		*70.0%*	*24.1%*	*61.1%*	*54.3%*	*6.8%*	*94.3%*
DVDR	33	13	9	27	16	11	29
%V	*1.5%*	*1.1%*	*1.9%*	*1.6%*	*1.4%*	*1.9%*	*1.5%*
%H		*39.4%*	*27.3%*	*81.8%*	*48.5%*	*33.3%*	*87.9%*
VCR	19	5	7	16	8	8	13
%V	*0.9%*	*0.4%*	*1.5%*	*0.9%*	*0.7%*	*1.4%*	*0.7%*
%H		*26.3%*	*36.8%*	*84.2%*	*42.1%*	*42.1%*	*68.4%*
Any recorder	476	320	117	299	255	44	442
%V	*21.4%*	*27.4%*	*24.4%*	*17.3%*	*22.4%*	*7.4%*	*23.4%*
%H		*67.2%*	*24.6%*	*62.8%*	*53.6%*	*9.2%*	*92.9%*

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	2224	1167	479	1732	1140	592	1887
%H		*52.5%*	*21.5%*	*77.9%*	*51.3%*	*26.6%*	*84.8%*
Receives HDTV (via STB or built-in reception)	432	238	137	302	243	59	403
%V	*19.4%*	*20.4%*	*28.6%*	*17.4%*	*21.3%*	*10.0%*	*21.4%*
%H		*55.1%*	*31.7%*	*69.9%*	*56.3%*	*13.7%*	*93.3%*
DVD/Blu-ray player or recorder	939	491	227	771	540	231	831
%V	*42.2%*	*42.1%*	*47.4%*	*44.5%*	*47.4%*	*39.0%*	*44.0%*
%H		*52.3%*	*24.2%*	*82.1%*	*57.5%*	*24.6%*	*88.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.21: Age 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 Inds	4975	4805	2279	955	3414	1867	1548	4026
%H		*96.6%*	*45.8%*	*19.2%*	*68.6%*	*37.5%*	*31.1%*	*80.9%*
Total Children	883	865	513	166	559	370	189	804
%V	*17.7%*	*18.0%*	*22.5%*	*17.4%*	*16.4%*	*19.8%*	*12.2%*	*20.0%*
%H		*98.0%*	*58.1%*	*18.8%*	*63.3%*	*41.9%*	*21.4%*	*91.1%*
0 - 3	226	224	136	42	142	94	49	198
%V	*4.5%*	*4.7%*	*6.0%*	*4.4%*	*4.2%*	*5.0%*	*3.2%*	*4.9%*
%H		*99.1%*	*60.2%*	*18.6%*	*62.8%*	*41.6%*	*21.7%*	*87.6%*
4 - 15	656	641	376	124	417	276	141	606
%V	*13.2%*	*13.3%*	*16.5%*	*13.0%*	*12.2%*	*14.8%*	*9.1%*	*15.1%*
%H		*97.7%*	*57.3%*	*18.9%*	*63.6%*	*42.1%*	*21.5%*	*92.4%*
4 - 9	333	325	190	62	202	129	74	302
%V	*6.7%*	*6.8%*	*8.3%*	*6.5%*	*5.9%*	*6.9%*	*4.8%*	*7.5%*
%H		*97.6%*	*57.1%*	*18.6%*	*60.7%*	*38.7%*	*22.2%*	*90.7%*
10 - 15	324	316	187	62	215	148	67	304
%V	*6.5%*	*6.6%*	*8.2%*	*6.5%*	*6.3%*	*7.9%*	*4.3%*	*7.6%*
%H		*97.5%*	*57.7%*	*19.1%*	*66.4%*	*45.7%*	*20.7%*	*93.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.22: Adults - 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 Inds	4975	4805	2279	955	3414	1867	1548	4026
%H		*96.6%*	*45.8%*	*19.2%*	*68.6%*	*37.5%*	*31.1%*	*80.9%*
Total Adults (16+)	4092	3940	1767	790	2855	1497	1358	3222
%V	*82.3%*	*82.0%*	*77.5%*	*82.7%*	*83.6%*	*80.2%*	*87.7%*	*80.0%*
%H		*96.3%*	*43.2%*	*19.3%*	*69.8%*	*36.6%*	*33.2%*	*78.7%*
16 - 19	221	215	114	44	154	103	50	200
%V	*4.4%*	*4.5%*	*5.0%*	*4.6%*	*4.5%*	*5.5%*	*3.2%*	*5.0%*
%H		*97.3%*	*51.6%*	*19.9%*	*69.7%*	*46.6%*	*22.6%*	*90.5%*
20 - 24	337	290	135	62	194	114	81	289
%V	*6.8%*	*6.0%*	*5.9%*	*6.5%*	*5.7%*	*6.1%*	*5.2%*	*7.2%*
%H		*86.1%*	*40.1%*	*18.4%*	*57.6%*	*33.8%*	*24.0%*	*85.8%*
25 - 34	680	645	314	136	428	239	189	587
%V	*13.7%*	*13.4%*	*13.8%*	*14.2%*	*12.5%*	*12.8%*	*12.2%*	*14.6%*
%H		*94.9%*	*46.2%*	*20.0%*	*62.9%*	*35.1%*	*27.8%*	*86.3%*
35 - 44	638	617	311	136	409	244	165	569
%V	*12.8%*	*12.8%*	*13.6%*	*14.2%*	*12.0%*	*13.1%*	*10.7%*	*14.1%*
%H		*96.7%*	*48.7%*	*21.3%*	*64.1%*	*38.2%*	*25.9%*	*89.2%*
45 - 54	751	734	362	151	542	320	221	659
%V	*15.1%*	*15.3%*	*15.9%*	*15.8%*	*15.9%*	*17.1%*	*14.3%*	*16.4%*
%H		*97.7%*	*48.2%*	*20.1%*	*72.2%*	*42.6%*	*29.4%*	*87.7%*
55 - 64	623	608	271	133	444	236	208	507
%V	*12.5%*	*12.7%*	*11.9%*	*13.9%*	*13.0%*	*12.6%*	*13.4%*	*12.6%*
%H		*97.6%*	*43.5%*	*21.3%*	*71.3%*	*37.9%*	*33.4%*	*81.4%*
65+	842	831	260	128	685	241	444	410
%V	*16.9%*	*17.3%*	*11.4%*	*13.4%*	*20.1%*	*12.9%*	*28.7%*	*10.2%*
%H		*98.7%*	*30.9%*	*15.2%*	*81.4%*	*28.6%*	*52.7%*	*48.7%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4092	3940	1767	790	2855	1497	1358	3222
%H		*96.3%*	*43.2%*	*19.3%*	*69.8%*	*36.6%*	*33.2%*	*78.7%*
AB	1002	977	441	189	699	354	345	944
%V	*24.5%*	*24.8%*	*25.0%*	*23.9%*	*24.5%*	*23.6%*	*25.4%*	*29.3%*
%H		*97.5%*	*44.0%*	*18.9%*	*69.8%*	*35.3%*	*34.4%*	*94.2%*
C1	1132	1057	487	219	737	407	330	955
%V	*27.7%*	*26.8%*	*27.6%*	*27.7%*	*25.8%*	*27.2%*	*24.3%*	*29.6%*
%H		*93.4%*	*43.0%*	*19.3%*	*65.1%*	*36.0%*	*29.2%*	*84.4%*
C2	852	837	432	174	603	372	231	696
%V	*20.8%*	*21.2%*	*24.4%*	*22.0%*	*21.1%*	*24.8%*	*17.0%*	*21.6%*
%H		*98.2%*	*50.7%*	*20.4%*	*70.8%*	*43.7%*	*27.1%*	*81.7%*
D	659	638	282	145	462	253	209	457
%V	*16.1%*	*16.2%*	*16.0%*	*18.4%*	*16.2%*	*16.9%*	*15.4%*	*14.2%*
%H		*96.8%*	*42.8%*	*22.0%*	*70.1%*	*38.4%*	*31.7%*	*69.3%*
E	447	431	125	62	354	110	244	170
%V	*10.9%*	*10.9%*	*7.1%*	*7.8%*	*12.4%*	*7.3%*	*18.0%*	*5.3%*
%H		*96.4%*	*28.0%*	*13.9%*	*79.2%*	*24.6%*	*54.6%*	*38.0%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4092	3940	1767	790	2855	1497	1358	3222
%H		*96.3%*	*43.2%*	*19.3%*	*69.8%*	*36.6%*	*33.2%*	*78.7%*
Working full time	1865	1811	908	409	1248	756	492	1698
%V	*45.6%*	*46.0%*	*51.4%*	*51.8%*	*43.7%*	*50.5%*	*36.2%*	*52.7%*
%H		*97.1%*	*48.7%*	*21.9%*	*66.9%*	*40.5%*	*26.4%*	*91.0%*
Working part time	372	363	190	73	248	148	100	332
%V	*9.1%*	*9.2%*	*10.8%*	*9.2%*	*8.7%*	*9.9%*	*7.4%*	*10.3%*
%H		*97.6%*	*51.1%*	*19.6%*	*66.7%*	*39.8%*	*26.9%*	*89.2%*
Not working	1856	1766	669	308	1359	593	766	1192
%V	*45.4%*	*44.8%*	*37.9%*	*39.0%*	*47.6%*	*39.6%*	*56.4%*	*37.0%*
%H		*95.2%*	*36.0%*	*16.6%*	*73.2%*	*32.0%*	*41.3%*	*64.2%*
Housewife/Houseperson	2311	2222	914	419	1626	750	876	1653
%V	*56.5%*	*56.4%*	*51.7%*	*53.0%*	*57.0%*	*50.1%*	*64.5%*	*51.3%*
%H		*96.1%*	*39.5%*	*18.1%*	*70.4%*	*32.5%*	*37.9%*	*71.5%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.25: Males - 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 Males (16+)	1975	1888	890	378	1344	740	603	1587
%H		*95.6%*	*45.1%*	*19.1%*	*68.1%*	*37.5%*	*30.5%*	*80.4%*
16 - 19	118	115	62	18	81	52	28	108
%V	*6.0%*	*6.1%*	*7.0%*	*4.8%*	*6.0%*	*7.0%*	*4.6%*	*6.8%*
%H		*97.5%*	*52.5%*	*15.3%*	*68.6%*	*44.1%*	*23.7%*	*91.5%*
20 - 24	170	146	72	29	101	60	41	143
%V	*8.6%*	*7.7%*	*8.1%*	*7.7%*	*7.5%*	*8.1%*	*6.8%*	*9.0%*
%H		*85.9%*	*42.4%*	*17.1%*	*59.4%*	*35.3%*	*24.1%*	*84.1%*
25 - 34	343	321	158	65	214	120	93	294
%V	*17.4%*	*17.0%*	*17.8%*	*17.2%*	*15.9%*	*16.2%*	*15.4%*	*18.5%*
%H		*93.6%*	*46.1%*	*19.0%*	*62.4%*	*35.0%*	*27.1%*	*85.7%*
35 - 44	310	297	152	65	196	118	78	272
%V	*15.7%*	*15.7%*	*17.1%*	*17.2%*	*14.6%*	*15.9%*	*12.9%*	*17.1%*
%H		*95.8%*	*49.0%*	*21.0%*	*63.2%*	*38.1%*	*25.2%*	*87.7%*
45 - 54	359	350	179	74	252	155	97	314
%V	*18.2%*	*18.5%*	*20.1%*	*19.6%*	*18.8%*	*20.9%*	*16.1%*	*19.8%*
%H		*97.5%*	*49.9%*	*20.6%*	*70.2%*	*43.2%*	*27.0%*	*87.5%*
55 - 64	302	291	135	67	203	112	91	247
%V	*15.3%*	*15.4%*	*15.2%*	*17.7%*	*15.1%*	*15.1%*	*15.1%*	*15.6%*
%H		*96.4%*	*44.7%*	*22.2%*	*67.2%*	*37.1%*	*30.1%*	*81.8%*
65+	373	368	132	60	297	123	175	208
%V	*18.9%*	*19.5%*	*14.8%*	*15.9%*	*22.1%*	*16.6%*	*29.0%*	*13.1%*
%H		*98.7%*	*35.4%*	*16.1%*	*79.6%*	*33.0%*	*46.9%*	*55.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1975	1888	890	378	1344	740	603	1587
%H		*95.6%*	*45.1%*	*19.1%*	*68.1%*	*37.5%*	*30.5%*	*80.4%*
AB	498	483	225	92	345	179	166	472
%V	*25.2%*	*25.6%*	*25.3%*	*24.3%*	*25.7%*	*24.2%*	*27.5%*	*29.7%*
%H		*97.0%*	*45.2%*	*18.5%*	*69.3%*	*35.9%*	*33.3%*	*94.8%*
C1	525	484	235	101	333	196	136	453
%V	*26.6%*	*25.6%*	*26.4%*	*26.7%*	*24.8%*	*26.5%*	*22.6%*	*28.5%*
%H		*92.2%*	*44.8%*	*19.2%*	*63.4%*	*37.3%*	*25.9%*	*86.3%*
C2	470	461	240	95	330	203	127	375
%V	*23.8%*	*24.4%*	*27.0%*	*25.1%*	*24.6%*	*27.4%*	*21.1%*	*23.6%*
%H		*98.1%*	*51.1%*	*20.2%*	*70.2%*	*43.2%*	*27.0%*	*79.8%*
D	306	292	137	66	203	118	85	219
%V	*15.5%*	*15.5%*	*15.4%*	*17.5%*	*15.1%*	*15.9%*	*14.1%*	*13.8%*
%H		*95.4%*	*44.8%*	*21.6%*	*66.3%*	*38.6%*	*27.8%*	*71.6%*
E	176	168	52	24	133	44	90	69
%V	*8.9%*	*8.9%*	*5.8%*	*6.3%*	*9.9%*	*5.9%*	*14.9%*	*4.3%*
%H		*95.5%*	*29.5%*	*13.6%*	*75.6%*	*25.0%*	*51.1%*	*39.2%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1975	1888	890	378	1344	740	603	1587
%H		*95.6%*	*45.1%*	*19.1%*	*68.1%*	*37.5%*	*30.5%*	*80.4%*
Working full time	1121	1082	569	235	737	459	278	1015
%V	*56.8%*	*57.3%*	*63.9%*	*62.2%*	*54.8%*	*62.0%*	*46.1%*	*64.0%*
%H		*96.5%*	*50.8%*	*21.0%*	*65.7%*	*40.9%*	*24.8%*	*90.5%*
Working part time	62	61	31	13	40	24	16	54
%V	*3.1%*	*3.2%*	*3.5%*	*3.4%*	*3.0%*	*3.2%*	*2.7%*	*3.4%*
%H		*98.4%*	*50.0%*	*21.0%*	*64.5%*	*38.7%*	*25.8%*	*87.1%*
Not working	793	746	290	130	567	258	309	518
%V	*40.2%*	*39.5%*	*32.6%*	*34.4%*	*42.2%*	*34.9%*	*51.2%*	*32.6%*
%H		*94.1%*	*36.6%*	*16.4%*	*71.5%*	*32.5%*	*39.0%*	*65.3%*
Housewife/Houseperson	554	514	194	88	358	134	225	335
%V	*28.1%*	*27.2%*	*21.8%*	*23.3%*	*26.6%*	*18.1%*	*37.3%*	*21.1%*
%H		*92.8%*	*35.0%*	*15.9%*	*64.6%*	*24.2%*	*40.6%*	*60.5%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.28: Females - 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 Females (16+)	2117	2052	877	411	1511	756	755	1635
%H		*96.9%*	*41.4%*	*19.4%*	*71.4%*	*35.7%*	*35.7%*	*77.2%*
16 - 19	103	101	52	26	73	51	22	92
%V	*4.9%*	*4.9%*	*5.9%*	*6.3%*	*4.8%*	*6.7%*	*2.9%*	*5.6%*
%H		*98.1%*	*50.5%*	*25.2%*	*70.9%*	*49.5%*	*21.4%*	*89.3%*
20 - 24	167	144	63	32	94	54	40	146
%V	*7.9%*	*7.0%*	*7.2%*	*7.8%*	*6.2%*	*7.1%*	*5.3%*	*8.9%*
%H		*86.2%*	*37.7%*	*19.2%*	*56.3%*	*32.3%*	*24.0%*	*87.4%*
25 - 34	338	324	156	71	214	119	95	294
%V	*16.0%*	*15.8%*	*17.8%*	*17.3%*	*14.2%*	*15.7%*	*12.6%*	*18.0%*
%H		*95.9%*	*46.2%*	*21.0%*	*63.3%*	*35.2%*	*28.1%*	*87.0%*
35 - 44	328	320	159	72	212	125	87	297
%V	*15.5%*	*15.6%*	*18.1%*	*17.5%*	*14.0%*	*16.5%*	*11.5%*	*18.2%*
%H		*97.6%*	*48.5%*	*22.0%*	*64.6%*	*38.1%*	*26.5%*	*90.5%*
45 - 54	392	384	183	77	290	166	124	345
%V	*18.5%*	*18.7%*	*20.9%*	*18.7%*	*19.2%*	*22.0%*	*16.4%*	*21.1%*
%H		*98.0%*	*46.7%*	*19.6%*	*74.0%*	*42.3%*	*31.6%*	*88.0%*
55 - 64	321	317	137	65	241	124	117	260
%V	*15.2%*	*15.4%*	*15.6%*	*15.8%*	*15.9%*	*16.4%*	*15.5%*	*15.9%*
%H		*98.8%*	*42.7%*	*20.2%*	*75.1%*	*38.6%*	*36.4%*	*81.0%*
65+	469	463	128	68	387	118	270	202
%V	*22.2%*	*22.6%*	*14.6%*	*16.5%*	*25.6%*	*15.6%*	*35.8%*	*12.4%*
%H		*98.7%*	*27.3%*	*14.5%*	*82.5%*	*25.2%*	*57.6%*	*43.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2117	2052	877	411	1511	756	755	1635
%H		*96.9%*	*41.4%*	*19.4%*	*71.4%*	*35.7%*	*35.7%*	*77.2%*
AB	503	494	216	97	354	175	179	473
%V	*23.8%*	*24.1%*	*24.6%*	*23.6%*	*23.4%*	*23.1%*	*23.7%*	*28.9%*
%H		*98.2%*	*42.9%*	*19.3%*	*70.4%*	*34.8%*	*35.6%*	*94.0%*
C1	607	573	252	118	405	211	194	502
%V	*28.7%*	*27.9%*	*28.7%*	*28.7%*	*26.8%*	*27.9%*	*25.7%*	*30.7%*
%H		*94.4%*	*41.5%*	*19.4%*	*66.7%*	*34.8%*	*32.0%*	*82.7%*
C2	382	376	192	79	273	169	104	321
%V	*18.0%*	*18.3%*	*21.9%*	*19.2%*	*18.1%*	*22.4%*	*13.8%*	*19.6%*
%H		*98.4%*	*50.3%*	*20.7%*	*71.5%*	*44.2%*	*27.2%*	*84.0%*
D	353	346	144	78	258	135	124	238
%V	*16.7%*	*16.9%*	*16.4%*	*19.0%*	*17.1%*	*17.9%*	*16.4%*	*14.6%*
%H		*98.0%*	*40.8%*	*22.1%*	*73.1%*	*38.2%*	*35.1%*	*67.4%*
E	271	263	72	38	221	66	154	102
%V	*12.8%*	*12.8%*	*8.2%*	*9.2%*	*14.6%*	*8.7%*	*20.4%*	*6.2%*
%H		*97.0%*	*26.6%*	*14.0%*	*81.5%*	*24.4%*	*56.8%*	*37.6%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2117	2052	877	411	1511	756	755	1635
%H		*96.9%*	*41.4%*	*19.4%*	*71.4%*	*35.7%*	*35.7%*	*77.2%*
Working full time	744	729	339	174	511	297	214	684
%V	*35.1%*	*35.5%*	*38.7%*	*42.3%*	*33.8%*	*39.3%*	*28.3%*	*41.8%*
%H		*98.0%*	*45.6%*	*23.4%*	*68.7%*	*39.9%*	*28.8%*	*91.9%*
Working part time	310	302	159	60	208	124	84	277
%V	*14.6%*	*14.7%*	*18.1%*	*14.6%*	*13.8%*	*16.4%*	*11.1%*	*16.9%*
%H		*97.4%*	*51.3%*	*19.4%*	*67.1%*	*40.0%*	*27.1%*	*89.4%*
Not working	1063	1020	379	177	792	335	457	674
%V	*50.2%*	*49.7%*	*43.2%*	*43.1%*	*52.4%*	*44.3%*	*60.5%*	*41.2%*
%H		*96.0%*	*35.7%*	*16.7%*	*74.5%*	*31.5%*	*43.0%*	*63.4%*
Housewife/Houseperson	1757	1708	720	331	1268	617	651	1318
%V	*83.0%*	*83.2%*	*82.1%*	*80.5%*	*83.9%*	*81.6%*	*86.2%*	*80.6%*
%H		*97.2%*	*41.0%*	*18.8%*	*72.2%*	*35.1%*	*37.1%*	*75.0%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

Contents Page

Household

Table 17.1: Social Grade 452
Table 17.2: Housewife Age 453
Table 17.3: Size of Household 454
Table 17.4: Presence of Children 455
Table 17.5: Number of TV sets in household 456
Table 17.6: Screen size 457
Table 17.7: Location of ANY set in household 458
Table 17.8: Recorders 459
Table 17.9: Recorders and other equipment 460
Table 17.10: Computers and Internet 461

Sets

Table 17.11: Screen Size 462
Table 17.12: Location of set 463
Table 17.13: Recorders 464
Table 17.14: Other TV equipment 464
Table 17.15: Main Set Screen Size 465
Table 17.16: Main Set Recorders 466
Table 17.17: Main Set - Other TV equipment 466
Table 17.18: Other Sets (non-Main Set) Screen Size 467
Table 17.19: Other Set (non-Main Set) Recorders 468
Table 17.20: Other Set (non-Main Set) - Other TV equipment 468

Individuals

Table 17.21: Age of Children 469
Table 17.22: Adults - Age 470
Table 17.23: Social Grade (Adults 16+) 471
Table 17.24: Working Status (Adults 16+) 472
Table 17.25: Males - Age 473
Table 17.26: Social Grade (Males 16+) 474
Table 17.27: Working Status (Males 16+) 475
Table 17.28: Females - Age 476
Table 17.29: Social Grade (Females 16+) 477
Table 17.30: Working Status (Females 16+) 478

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.1: 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
AB	573	552	268	62	410	189	221	513
%V	*24.8%*	*24.7%*	*24.3%*	*24.8%*	*25.5%*	*25.4%*	*25.6%*	*30.4%*
%H (All HH)		*96.3%*	*46.8%*	*10.8%*	*71.6%*	*33.0%*	*38.6%*	*89.5%*
%H (TV HH)			*48.6%*	*11.2%*	*74.3%*	*34.2%*	*40.0%*	
C1	612	585	276	75	424	199	226	486
%V	*26.5%*	*26.2%*	*25.0%*	*30.0%*	*26.4%*	*26.7%*	*26.2%*	*28.8%*
%H (All HH)		*95.6%*	*45.1%*	*12.3%*	*69.3%*	*32.5%*	*36.9%*	*79.4%*
%H (TV HH)			*47.2%*	*12.8%*	*72.5%*	*34.0%*	*38.6%*	
C2	490	476	257	58	346	184	162	372
%V	*21.2%*	*21.3%*	*23.3%*	*23.2%*	*21.5%*	*24.7%*	*18.8%*	*22.0%*
%H (All HH)		*97.1%*	*52.4%*	*11.8%*	*70.6%*	*37.6%*	*33.1%*	*75.9%*
%H (TV HH)			*54.0%*	*12.2%*	*72.7%*	*38.7%*	*34.0%*	
D	361	354	190	31	243	111	132	215
%V	*15.6%*	*15.9%*	*17.2%*	*12.4%*	*15.1%*	*14.9%*	*15.3%*	*12.7%*
%H (All HH)		*98.1%*	*52.6%*	*8.6%*	*67.3%*	*30.7%*	*36.6%*	*59.6%*
%H (TV HH)			*53.7%*	*8.8%*	*68.6%*	*31.4%*	*37.3%*	
E	277	263	114	24	182	61	121	102
%V	*12.0%*	*11.8%*	*10.3%*	*9.6%*	*11.3%*	*8.2%*	*14.0%*	*6.0%*
%H (All HH)		*94.9%*	*41.2%*	*8.7%*	*65.7%*	*22.0%*	*43.7%*	*36.8%*
%H (TV HH)			*43.3%*	*9.1%*	*69.2%*	*23.2%*	*46.0%*	

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

October 2012 - September 2013

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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Under 25	101	89	38	9	55	21	34	65
%V	*4.4%*	*4.0%*	*3.4%*	*3.6%*	*3.4%*	*2.8%*	*3.9%*	*3.9%*
%H (All HH)		*88.1%*	*37.6%*	*8.9%*	*54.5%*	*20.8%*	*33.7%*	*64.4%*
%H (TV HH)			*42.7%*	*10.1%*	*61.8%*	*23.6%*	*38.2%*	
25 - 34	326	306	164	40	193	98	95	274
%V	*14.1%*	*13.7%*	*14.9%*	*16.0%*	*12.0%*	*13.2%*	*11.0%*	*16.2%*
%H (All HH)		*93.9%*	*50.3%*	*12.3%*	*59.2%*	*30.1%*	*29.1%*	*84.0%*
%H (TV HH)			*53.6%*	*13.1%*	*63.1%*	*32.0%*	*31.0%*	
35 - 44	372	358	212	47	234	137	97	326
%V	*16.1%*	*16.0%*	*19.2%*	*18.8%*	*14.6%*	*18.4%*	*11.3%*	*19.3%*
%H (All HH)		*96.2%*	*57.0%*	*12.6%*	*62.9%*	*36.8%*	*26.1%*	*87.6%*
%H (TV HH)			*59.2%*	*13.1%*	*65.4%*	*38.3%*	*27.1%*	
45 - 54	449	439	238	58	320	177	143	395
%V	*19.4%*	*19.7%*	*21.6%*	*23.2%*	*19.9%*	*23.8%*	*16.6%*	*23.4%*
%H (All HH)		*97.8%*	*53.0%*	*12.9%*	*71.3%*	*39.4%*	*31.8%*	*88.0%*
%H (TV HH)			*54.2%*	*13.2%*	*72.9%*	*40.3%*	*32.6%*	
55 - 64	399	388	195	45	282	134	149	311
%V	*17.3%*	*17.4%*	*17.7%*	*18.0%*	*17.6%*	*18.0%*	*17.3%*	*18.4%*
%H (All HH)		*97.2%*	*48.9%*	*11.3%*	*70.7%*	*33.6%*	*37.3%*	*77.9%*
%H (TV HH)			*50.3%*	*11.6%*	*72.7%*	*34.5%*	*38.4%*	
65 +	667	652	258	51	522	178	344	318
%V	*28.8%*	*29.2%*	*23.4%*	*20.4%*	*32.5%*	*23.9%*	*39.9%*	*18.8%*
%H (All HH)		*97.8%*	*38.7%*	*7.6%*	*78.3%*	*26.7%*	*51.6%*	*47.7%*
%H (TV HH)			*39.6%*	*7.8%*	*80.1%*	*27.3%*	*52.8%*	

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

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.3: 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
1	719	674	250	65	503	150	354	342
%V	*31.1%*	*30.2%*	*22.6%*	*26.0%*	*31.3%*	*20.2%*	*41.1%*	*20.3%*
%H (All HH)		*93.7%*	*34.8%*	*9.0%*	*70.0%*	*20.9%*	*49.2%*	*47.6%*
%H (TV HH)			*37.1%*	*9.6%*	*74.6%*	*22.3%*	*52.5%*	
2	801	782	392	84	569	267	302	631
%V	*34.6%*	*35.1%*	*35.5%*	*33.6%*	*35.4%*	*35.9%*	*35.0%*	*37.4%*
%H (All HH)		*97.6%*	*48.9%*	*10.5%*	*71.0%*	*33.3%*	*37.7%*	*78.8%*
%H (TV HH)			*50.1%*	*10.7%*	*72.8%*	*34.1%*	*38.6%*	
3	363	357	210	45	254	155	99	318
%V	*15.7%*	*16.0%*	*19.0%*	*18.0%*	*15.8%*	*20.8%*	*11.5%*	*18.8%*
%H (All HH)		*98.3%*	*57.9%*	*12.4%*	*70.0%*	*42.7%*	*27.3%*	*87.6%*
%H (TV HH)			*58.8%*	*12.6%*	*71.1%*	*43.4%*	*27.7%*	
4	293	285	175	39	191	118	73	273
%V	*12.7%*	*12.8%*	*15.9%*	*15.6%*	*11.9%*	*15.9%*	*8.5%*	*16.2%*
%H (All HH)		*97.3%*	*59.7%*	*13.3%*	*65.2%*	*40.3%*	*24.9%*	*93.2%*
%H (TV HH)			*61.4%*	*13.7%*	*67.0%*	*41.4%*	*25.6%*	
5+	137	134	78	17	89	54	35	124
%V	*5.9%*	*6.0%*	*7.1%*	*6.8%*	*5.5%*	*7.3%*	*4.1%*	*7.3%*
%H (All HH)		*97.8%*	*56.9%*	*12.4%*	*65.0%*	*39.4%*	*25.5%*	*90.5%*
%H (TV HH)			*58.2%*	*12.7%*	*66.4%*	*40.3%*	*26.1%*	
Average HH size	2.30	2.32	2.52	2.47	2.27	2.57	2.02	2.56

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

October 2012 - September 2013

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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Without	1746	1672	771	183	1239	531	709	1189
%V	*75.5%*	*74.9%*	*69.8%*	*73.2%*	*77.1%*	*71.4%*	*82.3%*	*70.4%*
%H (All HH)		*95.8%*	*44.2%*	*10.5%*	*71.0%*	*30.4%*	*40.6%*	*68.1%*
%H (TV HH)			*46.1%*	*10.9%*	*74.1%*	*31.8%*	*42.4%*	
With	567	559	333	67	367	214	153	499
%V	*24.5%*	*25.1%*	*30.2%*	*26.8%*	*22.9%*	*28.8%*	*17.7%*	*29.6%*
%H (All HH)		*98.6%*	*58.7%*	*11.8%*	*64.7%*	*37.7%*	*27.0%*	*88.0%*
%H (TV HH)			*59.6%*	*12.0%*	*65.7%*	*38.3%*	*27.4%*	
0 - 3	210	206	115	22	129	64	65	175
%V	*9.1%*	*9.2%*	*10.4%*	*8.8%*	*8.0%*	*8.6%*	*7.5%*	*10.4%*
%H (All HH)		*98.1%*	*54.8%*	*10.5%*	*61.4%*	*30.5%*	*31.0%*	*83.3%*
%H (TV HH)			*55.8%*	*10.7%*	*62.6%*	*31.1%*	*31.6%*	
4 - 9	288	285	173	30	182	103	79	254
%V	*12.5%*	*12.8%*	*15.7%*	*12.0%*	*11.3%*	*13.8%*	*9.2%*	*15.0%*
%H (All HH)		*99.0%*	*60.1%*	*10.4%*	*63.2%*	*35.8%*	*27.4%*	*88.2%*
%H (TV HH)			*60.7%*	*10.5%*	*63.9%*	*36.1%*	*27.7%*	
10 - 15	271	269	168	34	182	118	64	249
%V	*11.7%*	*12.1%*	*15.2%*	*13.6%*	*11.3%*	*15.9%*	*7.4%*	*14.8%*
%H (All HH)		*99.3%*	*62.0%*	*12.5%*	*67.2%*	*43.5%*	*23.6%*	*91.9%*
%H (TV HH)			*62.5%*	*12.6%*	*67.7%*	*43.9%*	*23.8%*	

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

October 2012 - September 2013

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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
1	870	870	333	86	553	120	433	533
%V	*37.6%*	*39.0%*	*30.2%*	*34.4%*	*34.4%*	*16.1%*	*50.2%*	*31.6%*
%H (All HH)		*100.0%*	*38.3%*	*9.9%*	*63.6%*	*13.8%*	*49.8%*	*61.3%*
%H (TV HH)			*38.3%*	*9.9%*	*63.6%*	*13.8%*	*49.8%*	
2	769	769	398	92	570	291	280	577
%V	*33.2%*	*34.5%*	*36.1%*	*36.8%*	*35.5%*	*39.1%*	*32.5%*	*34.2%*
%H (All HH)		*100.0%*	*51.8%*	*12.0%*	*74.1%*	*37.8%*	*36.4%*	*75.0%*
%H (TV HH)			*51.8%*	*12.0%*	*74.1%*	*37.8%*	*36.4%*	
3	352	352	214	38	282	180	102	299
%V	*15.2%*	*15.8%*	*19.4%*	*15.2%*	*17.6%*	*24.2%*	*11.8%*	*17.7%*
%H (All HH)		*100.0%*	*60.8%*	*10.8%*	*80.1%*	*51.1%*	*29.0%*	*84.9%*
%H (TV HH)			*60.8%*	*10.8%*	*80.1%*	*51.1%*	*29.0%*	
4	159	159	105	23	132	100	32	147
%V	*6.9%*	*7.1%*	*9.5%*	*9.2%*	*8.2%*	*13.4%*	*3.7%*	*8.7%*
%H (All HH)		*100.0%*	*66.0%*	*14.5%*	*83.0%*	*62.9%*	*20.1%*	*92.5%*
%H (TV HH)			*66.0%*	*14.5%*	*83.0%*	*62.9%*	*20.1%*	
5+	81	81	54	11	68	52	16	79
%V	*3.5%*	*3.6%*	*4.9%*	*4.4%*	*4.2%*	*7.0%*	*1.9%*	*4.7%*
%H (All HH)		*100.0%*	*66.7%*	*13.6%*	*84.0%*	*64.2%*	*19.8%*	*97.5%*
%H (TV HH)			*66.7%*	*13.6%*	*84.0%*	*64.2%*	*19.8%*	

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

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.6: 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Under 20"	565	565	285	57	485	261	225	432
%V	*24.4%*	*25.3%*	*25.8%*	*22.8%*	*30.2%*	*35.1%*	*26.1%*	*25.6%*
%H (All HH)		*100.0%*	*50.4%*	*10.1%*	*85.8%*	*46.2%*	*39.8%*	*76.5%*
%H (TV HH)			*50.4%*	*10.1%*	*85.8%*	*46.2%*	*39.8%*	
20" - 29"	925	925	438	99	731	340	392	665
%V	*40.0%*	*41.5%*	*39.7%*	*39.6%*	*45.5%*	*45.7%*	*45.5%*	*39.4%*
%H (All HH)		*100.0%*	*47.4%*	*10.7%*	*79.0%*	*36.8%*	*42.4%*	*71.9%*
%H (TV HH)			*47.4%*	*10.7%*	*79.0%*	*36.8%*	*42.4%*	
30" - 39"	1158	1158	596	131	857	425	432	867
%V	*50.1%*	*51.9%*	*54.0%*	*52.4%*	*53.4%*	*57.1%*	*50.1%*	*51.4%*
%H (All HH)		*100.0%*	*51.5%*	*11.3%*	*74.0%*	*36.7%*	*37.3%*	*74.9%*
%H (TV HH)			*51.5%*	*11.3%*	*74.0%*	*36.7%*	*37.3%*	
40" and over	832	832	526	114	575	381	195	710
%V	*36.0%*	*37.3%*	*47.6%*	*45.6%*	*35.8%*	*51.2%*	*22.6%*	*42.1%*
%H (All HH)		*100.0%*	*63.2%*	*13.7%*	*69.1%*	*45.8%*	*23.4%*	*85.3%*
%H (TV HH)			*63.2%*	*13.7%*	*69.1%*	*45.8%*	*23.4%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.7: 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Main living room	2191	2191	1095	249	1589	739	850	1607
%V	*94.7%*	*98.2%*	*99.2%*	*99.6%*	*98.9%*	*99.3%*	*98.6%*	*95.2%*
%H (All HH)		*100.0%*	*50.0%*	*11.4%*	*72.5%*	*33.7%*	*38.8%*	*73.3%*
%H (TV HH)			*50.0%*	*11.4%*	*72.5%*	*33.7%*	*38.8%*	
Kitchen	304	304	168	27	261	152	109	252
%V	*13.1%*	*13.6%*	*15.2%*	*10.8%*	*16.3%*	*20.4%*	*12.6%*	*14.9%*
%H (All HH)		*100.0%*	*55.3%*	*8.9%*	*85.9%*	*50.0%*	*35.9%*	*82.9%*
%H (TV HH)			*55.3%*	*8.9%*	*85.9%*	*50.0%*	*35.9%*	
Adult's bedroom	886	886	504	114	718	444	274	715
%V	*38.3%*	*39.7%*	*45.7%*	*45.6%*	*44.7%*	*59.7%*	*31.8%*	*42.4%*
%H (All HH)		*100.0%*	*56.9%*	*12.9%*	*81.0%*	*50.1%*	*30.9%*	*80.7%*
%H (TV HH)			*56.9%*	*12.9%*	*81.0%*	*50.1%*	*30.9%*	
Child's bedroom	176	176	114	26	146	108	38	160
%V	*7.6%*	*7.9%*	*10.3%*	*10.4%*	*9.1%*	*14.5%*	*4.4%*	*9.5%*
%H (All HH)		*100.0%*	*64.8%*	*14.8%*	*83.0%*	*61.4%*	*21.6%*	*90.9%*
%H (TV HH)			*64.8%*	*14.8%*	*83.0%*	*61.4%*	*21.6%*	
Other bedroom	110	110	64	19	92	64	28	98
%V	*4.8%*	*4.9%*	*5.8%*	*7.6%*	*5.7%*	*8.6%*	*3.2%*	*5.8%*
%H (All HH)		*100.0%*	*58.2%*	*17.3%*	*83.6%*	*58.2%*	*25.5%*	*89.1%*
%H (TV HH)			*58.2%*	*17.3%*	*83.6%*	*58.2%*	*25.5%*	
Second living/dining room	229	229	128	26	192	115	77	190
%V	*9.9%*	*10.3%*	*11.6%*	*10.4%*	*12.0%*	*15.5%*	*8.9%*	*11.3%*
%H (All HH)		*100.0%*	*55.9%*	*11.4%*	*83.8%*	*50.2%*	*33.6%*	*83.0%*
%H (TV HH)			*55.9%*	*11.4%*	*83.8%*	*50.2%*	*33.6%*	
Study/office	33	33	20	5	25	17	8	32
%V	*1.4%*	*1.5%*	*1.8%*	*2.0%*	*1.6%*	*2.3%*	*0.9%*	*1.9%*
%H (All HH)		*100.0%*	*60.6%*	*15.2%*	*75.8%*	*51.5%*	*24.2%*	*97.0%*
%H (TV HH)			*60.6%*	*15.2%*	*75.8%*	*51.5%*	*24.2%*	
TV room	14	14	9	1	11	7	4	13
%V	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.7%*	*0.9%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*64.3%*	*7.1%*	*78.6%*	*50.0%*	*28.6%*	*92.9%*
%H (TV HH)			*64.3%*	*7.1%*	*78.6%*	*50.0%*	*28.6%*	
Conservatory	38	38	26	2	33	23	10	34
%V	*1.6%*	*1.7%*	*2.4%*	*0.8%*	*2.1%*	*3.1%*	*1.2%*	*2.0%*
%H (All HH)		*100.0%*	*68.4%*	*5.3%*	*86.8%*	*60.5%*	*26.3%*	*89.5%*
%H (TV HH)			*68.4%*	*5.3%*	*86.8%*	*60.5%*	*26.3%*	
Attic or loft room	7	7	4	0	4	3	2	6
%V	*0.3%*	*0.3%*	*0.4%*	*0.0%*	*0.2%*	*0.4%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*57.1%*	*42.9%*	*28.6%*	*85.7%*
%H (TV HH)			*57.1%*	*0.0%*	*57.1%*	*42.9%*	*28.6%*	
No specific location	2	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	
Other	8	8	6	0	7	5	2	8
%V	*0.3%*	*0.4%*	*0.5%*	*0.0%*	*0.4%*	*0.7%*	*0.2%*	*0.5%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	

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

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.8: Recorders 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Any DSAT provider	1104	1104	1104	10	620	620	0	902
%V	*47.7%*	*49.5%*	*100.0%*	*4.0%*	*38.6%*	*83.3%*	*0.0%*	*53.4%*
%H (All HH)			*100.0%*	*0.9%*	*56.2%*	*56.2%*	*0.0%*	*81.7%*
%H (TV HH)			*100.0%*	*0.9%*	*56.2%*	*56.2%*	*0.0%*	
Sky with subcription	897	897	897	7	509	509	0	758
%V	*38.8%*	*40.2%*	*81.3%*	*2.8%*	*31.7%*	*68.4%*	*0.0%*	*44.9%*
%H (All HH)			*100.0%*	*0.8%*	*56.7%*	*56.7%*	*0.0%*	*84.5%*
%H (TV HH)			*100.0%*	*0.8%*	*56.7%*	*56.7%*	*0.0%*	
Sky without subscription	98	98	98	1	46	46	0	59
%V	*4.2%*	*4.4%*	*8.9%*	*0.4%*	*2.9%*	*6.2%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*1.0%*	*46.9%*	*46.9%*	*0.0%*	*60.2%*
%H (TV HH)			*100.0%*	*1.0%*	*46.9%*	*46.9%*	*0.0%*	
Freesat	106	106	106	2	65	65	0	84
%V	*4.6%*	*4.8%*	*9.6%*	*0.8%*	*4.0%*	*8.7%*	*0.0%*	*5.0%*
%H (All HH)			*100.0%*	*1.9%*	*61.3%*	*61.3%*	*0.0%*	*79.2%*
%H (TV HH)			*100.0%*	*1.9%*	*61.3%*	*61.3%*	*0.0%*	
Other satellite provider	18	18	18	0	9	9	0	16
%V	*0.8%*	*0.8%*	*1.6%*	*0.0%*	*0.6%*	*1.2%*	*0.0%*	*0.9%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	250	250	10	250	128	128	0	213
%V	*10.8%*	*11.2%*	*0.9%*	*100.0%*	*8.0%*	*17.2%*	*0.0%*	*12.6%*
%H (All HH)			*4.0%*	*100.0%*	*51.2%*	*51.2%*	*0.0%*	*85.2%*
%H (TV HH)			*4.0%*	*100.0%*	*51.2%*	*51.2%*	*0.0%*	
DTT	1606	1606	620	128	1606	744	862	1142
%V	*69.4%*	*72.0%*	*56.2%*	*51.2%*	*100.0%*	*100.0%*	*100.0%*	*67.7%*
%H (All HH)		*100.0%*	*38.6%*	*8.0%*	*100.0%*	*46.3%*	*53.7%*	*71.1%*
%H (TV HH)			*38.6%*	*8.0%*	*100.0%*	*46.3%*	*53.7%*	

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

October 2012 - September 2013

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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
PVR	1368	1368	893	185	916	621	295	1164
%V	*59.1%*	*61.3%*	*80.9%*	*74.0%*	*57.0%*	*83.5%*	*34.2%*	*69.0%*
%H (All HH)		*100.0%*	*65.3%*	*13.5%*	*67.0%*	*45.4%*	*21.6%*	*85.1%*
%H (TV HH)			*65.3%*	*13.5%*	*67.0%*	*45.4%*	*21.6%*	
DVDR	157	157	77	23	119	61	57	127
%V	*6.8%*	*7.0%*	*7.0%*	*9.2%*	*7.4%*	*8.2%*	*6.6%*	*7.5%*
%H (All HH)		*100.0%*	*49.0%*	*14.6%*	*75.8%*	*38.9%*	*36.3%*	*80.9%*
%H (TV HH)			*49.0%*	*14.6%*	*75.8%*	*38.9%*	*36.3%*	
VCR	89	89	38	14	71	33	39	56
%V	*3.8%*	*4.0%*	*3.4%*	*5.6%*	*4.4%*	*4.4%*	*4.5%*	*3.3%*
%H (All HH)		*100.0%*	*42.7%*	*15.7%*	*79.8%*	*37.1%*	*43.8%*	*62.9%*
%H (TV HH)			*42.7%*	*15.7%*	*79.8%*	*37.1%*	*43.8%*	
Any recorder	1460	1460	919	194	990	637	353	1218
%V	*63.1%*	*65.4%*	*83.2%*	*77.6%*	*61.6%*	*85.6%*	*41.0%*	*72.2%*
%H (All HH)		*100.0%*	*62.9%*	*13.3%*	*67.8%*	*43.6%*	*24.2%*	*83.4%*
%H (TV HH)			*62.9%*	*13.3%*	*67.8%*	*43.6%*	*24.2%*	
Receives HDTV (via STB or built-in reception)	1067	1067	618	201	728	472	256	924
%V	*46.1%*	*47.8%*	*56.0%*	*80.4%*	*45.3%*	*63.4%*	*29.7%*	*54.7%*
%H (All HH)		*100.0%*	*57.9%*	*18.8%*	*68.2%*	*44.2%*	*24.0%*	*86.6%*
%H (TV HH)			*57.9%*	*18.8%*	*68.2%*	*44.2%*	*24.0%*	
DVD/Blu-ray player or recorder	1828	1828	934	214	1339	658	681	1409
%V	*79.0%*	*81.9%*	*84.6%*	*85.6%*	*83.4%*	*88.4%*	*79.0%*	*83.5%*
%H (All HH)		*100.0%*	*51.1%*	*11.7%*	*73.2%*	*36.0%*	*37.3%*	*77.1%*
%H (TV HH)			*51.1%*	*11.7%*	*73.2%*	*36.0%*	*37.3%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Household level data

Table 17.10: 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	2313	2231	1104	250	1606	744	862	1688
%H (All HH)		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*
%H (TV HH)			*49.5%*	*11.2%*	*72.0%*	*33.3%*	*38.6%*	
Has broadband internet	1688	1634	902	213	1142	632	510	1688
%V	*73.0%*	*73.2%*	*81.7%*	*85.2%*	*71.1%*	*84.9%*	*59.2%*	*100.0%*
%H (All HH)		*96.8%*	*53.4%*	*12.6%*	*67.7%*	*37.4%*	*30.2%*	*100.0%*
%H (TV HH)			*55.2%*	*13.0%*	*69.9%*	*38.7%*	*31.2%*	
Number of computers (PCs and laptops)								
0	520	498	170	34	389	98	291	17
%V	*22.5%*	*22.3%*	*15.4%*	*13.6%*	*24.2%*	*13.2%*	*33.8%*	*1.0%*
%H (All HH)		*95.8%*	*32.7%*	*6.5%*	*74.8%*	*18.8%*	*56.0%*	*3.3%*
%H (TV HH)			*34.1%*	*6.8%*	*78.1%*	*19.7%*	*58.4%*	
1	835	804	416	82	555	254	301	742
%V	*36.1%*	*36.0%*	*37.7%*	*32.8%*	*34.6%*	*34.1%*	*34.9%*	*44.0%*
%H (All HH)		*96.3%*	*49.8%*	*9.8%*	*66.5%*	*30.4%*	*36.0%*	*88.9%*
%H (TV HH)			*51.7%*	*10.2%*	*69.0%*	*31.6%*	*37.4%*	
2	490	476	259	68	346	200	146	469
%V	*21.2%*	*21.3%*	*23.5%*	*27.2%*	*21.5%*	*26.9%*	*16.9%*	*27.8%*
%H (All HH)		*97.1%*	*52.9%*	*13.9%*	*70.6%*	*40.8%*	*29.8%*	*95.7%*
%H (TV HH)			*54.4%*	*14.3%*	*72.7%*	*42.0%*	*30.7%*	
3	243	236	135	31	164	95	69	239
%V	*10.5%*	*10.6%*	*12.2%*	*12.4%*	*10.2%*	*12.8%*	*8.0%*	*14.2%*
%H (All HH)		*97.1%*	*55.6%*	*12.8%*	*67.5%*	*39.1%*	*28.4%*	*98.4%*
%H (TV HH)			*57.2%*	*13.1%*	*69.5%*	*40.3%*	*29.2%*	
4	106	103	57	14	73	43	30	105
%V	*4.6%*	*4.6%*	*5.2%*	*5.6%*	*4.5%*	*5.8%*	*3.5%*	*6.2%*
%H (All HH)		*97.2%*	*53.8%*	*13.2%*	*68.9%*	*40.6%*	*28.3%*	*99.1%*
%H (TV HH)			*55.3%*	*13.6%*	*70.9%*	*41.7%*	*29.1%*	
5+	117	113	67	21	79	54	25	116
%V	*5.1%*	*5.1%*	*6.1%*	*8.4%*	*4.9%*	*7.3%*	*2.9%*	*6.9%*
%H (All HH)		*96.6%*	*57.3%*	*17.9%*	*67.5%*	*46.2%*	*21.4%*	*99.1%*
%H (TV HH)			*59.3%*	*18.6%*	*69.9%*	*47.8%*	*22.1%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4546	2486	540	3442	1929	1513	3603
%H		*54.7%*	*11.9%*	*75.7%*	*42.4%*	*33.3%*	*79.3%*
Under 20"	724	368	77	628	347	281	570
%V	*15.9%*	*14.8%*	*14.3%*	*18.2%*	*18.0%*	*18.6%*	*15.8%*
%H		*50.8%*	*10.6%*	*86.7%*	*47.9%*	*38.8%*	*78.7%*
20" - 29"	1134	560	120	916	458	458	838
%V	*24.9%*	*22.5%*	*22.2%*	*26.6%*	*23.7%*	*30.3%*	*23.3%*
%H		*49.4%*	*10.6%*	*80.8%*	*40.4%*	*40.4%*	*73.9%*
30" - 39"	1352	709	168	1010	532	478	1042
%V	*29.7%*	*28.5%*	*31.1%*	*29.3%*	*27.6%*	*31.6%*	*28.9%*
%H		*52.4%*	*12.4%*	*74.7%*	*39.3%*	*35.4%*	*77.1%*
40" and over	958	610	134	670	452	218	830
%V	*21.1%*	*24.5%*	*24.8%*	*19.5%*	*23.4%*	*14.4%*	*23.0%*
%H		*63.7%*	*14.0%*	*69.9%*	*47.2%*	*22.8%*	*86.6%*
Don't know	50	30	4	41	25	16	40
%V	*1.1%*	*1.2%*	*0.7%*	*1.2%*	*1.3%*	*1.1%*	*1.1%*
%H		*60.0%*	*8.0%*	*82.0%*	*50.0%*	*32.0%*	*80.0%*
Not Asked	328	209	37	177	115	62	283
%V	*7.2%*	*8.4%*	*6.9%*	*5.1%*	*6.0%*	*4.1%*	*7.9%*
%H		*63.7%*	*11.3%*	*54.0%*	*35.1%*	*18.9%*	*86.3%*

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
October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4546	2486	540	3442	1929	1513	3603
%H		*54.7%*	*11.9%*	*75.7%*	*42.4%*	*33.3%*	*79.3%*
Main living room	2201	1100	251	1597	743	853	1615
%V	*48.4%*	*44.2%*	*46.5%*	*46.4%*	*38.5%*	*56.4%*	*44.8%*
%H		*50.0%*	*11.4%*	*72.6%*	*33.8%*	*38.8%*	*73.4%*
Kitchen	305	169	27	262	152	109	253
%V	*6.7%*	*6.8%*	*5.0%*	*7.6%*	*7.9%*	*7.2%*	*7.0%*
%H		*55.4%*	*8.9%*	*85.9%*	*49.8%*	*35.7%*	*83.0%*
Adult's bedroom	1013	590	130	827	528	300	833
%V	*22.3%*	*23.7%*	*24.1%*	*24.0%*	*27.4%*	*19.8%*	*23.1%*
%H		*58.2%*	*12.8%*	*81.6%*	*52.1%*	*29.6%*	*82.2%*
Child's bedroom	234	145	39	192	141	51	213
%V	*5.1%*	*5.8%*	*7.2%*	*5.6%*	*7.3%*	*3.4%*	*5.9%*
%H		*62.0%*	*16.7%*	*82.1%*	*60.3%*	*21.8%*	*91.0%*
Other bedroom	129	76	21	108	75	33	117
%V	*2.8%*	*3.1%*	*3.9%*	*3.1%*	*3.9%*	*2.2%*	*3.2%*
%H		*58.9%*	*16.3%*	*83.7%*	*58.1%*	*25.6%*	*90.7%*
Second living/dining room	231	129	26	195	117	78	192
%V	*5.1%*	*5.2%*	*4.8%*	*5.7%*	*6.1%*	*5.2%*	*5.3%*
%H		*55.8%*	*11.3%*	*84.4%*	*50.6%*	*33.8%*	*83.1%*
Study/office	34	20	5	25	17	8	32
%V	*0.7%*	*0.8%*	*0.9%*	*0.7%*	*0.9%*	*0.5%*	*0.9%*
%H		*58.8%*	*14.7%*	*73.5%*	*50.0%*	*23.5%*	*94.1%*
TV room	14	10	1	11	7	4	13
%V	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*71.4%*	*7.1%*	*78.6%*	*50.0%*	*28.6%*	*92.9%*
Conservatory	39	26	2	34	24	10	34
%V	*0.9%*	*1.0%*	*0.4%*	*1.0%*	*1.2%*	*0.7%*	*0.9%*
%H		*66.7%*	*5.1%*	*87.2%*	*61.5%*	*25.6%*	*87.2%*
Attic or loft room	7	5	0	5	3	2	7
%V	*0.2%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*71.4%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*100.0%*
No specific location	2	1	0	2	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	9	6	0	8	5	2	8
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*66.7%*	*0.0%*	*88.9%*	*55.6%*	*22.2%*	*88.9%*
Not Asked	328	209	37	177	115	62	283
%V	*7.2%*	*8.4%*	*6.9%*	*5.1%*	*6.0%*	*4.1%*	*7.9%*
%H		*63.7%*	*11.3%*	*54.0%*	*35.1%*	*18.9%*	*86.3%*

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
October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4546	2486	540	3442	1929	1513	3603
%H		*54.7%*	*11.9%*	*75.7%*	*42.4%*	*33.3%*	*79.3%*
PVR	1743	1181	244	1143	814	328	1511
%V	*38.3%*	*47.5%*	*45.2%*	*33.2%*	*42.2%*	*21.7%*	*41.9%*
%H		*67.8%*	*14.0%*	*65.6%*	*46.7%*	*18.8%*	*86.7%*
DVDR	176	87	26	135	72	63	143
%V	*3.9%*	*3.5%*	*4.8%*	*3.9%*	*3.7%*	*4.2%*	*4.0%*
%H		*49.4%*	*14.8%*	*76.7%*	*40.9%*	*35.8%*	*81.3%*
VCR	94	42	15	75	36	39	59
%V	*2.1%*	*1.7%*	*2.8%*	*2.2%*	*1.9%*	*2.6%*	*1.6%*
%H		*44.7%*	*16.0%*	*79.8%*	*38.3%*	*41.5%*	*62.8%*
Any recorder	1877	1232	260	1255	858	397	1602
%V	*41.3%*	*49.6%*	*48.1%*	*36.5%*	*44.5%*	*26.2%*	*44.5%*
%H		*65.6%*	*13.9%*	*66.9%*	*45.7%*	*21.2%*	*85.3%*

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	4546	2486	540	3442	1929	1513	3603
%H		*54.7%*	*11.9%*	*75.7%*	*42.4%*	*33.3%*	*79.3%*
Receives HDTV (via STB or built-in reception)	1503	855	302	1058	700	359	1323
%V	*33.1%*	*34.4%*	*55.9%*	*30.7%*	*36.3%*	*23.7%*	*36.7%*
%H		*56.9%*	*20.1%*	*70.4%*	*46.6%*	*23.9%*	*88.0%*
DVD/Blu-ray player or recorder	2696	1473	340	2053	1162	891	2178
%V	*59.3%*	*59.3%*	*63.0%*	*59.6%*	*60.2%*	*58.9%*	*60.4%*
%H		*54.6%*	*12.6%*	*76.1%*	*43.1%*	*33.0%*	*80.8%*

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

October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2230	1104	250	1605	744	861	1633
%H		*49.5%*	*11.2%*	*72.0%*	*33.4%*	*38.6%*	*73.2%*
Under 20"	49	12	4	39	5	34	29
%V	*2.2%*	*1.1%*	*1.6%*	*2.4%*	*0.7%*	*3.9%*	*1.8%*
%H		*24.5%*	*8.2%*	*79.6%*	*10.2%*	*69.4%*	*59.2%*
20" - 29"	431	140	36	334	81	253	249
%V	*19.3%*	*12.7%*	*14.4%*	*20.8%*	*10.9%*	*29.4%*	*15.2%*
%H		*32.5%*	*8.4%*	*77.5%*	*18.8%*	*58.7%*	*57.8%*
30" - 39"	923	438	100	674	290	384	655
%V	*41.4%*	*39.7%*	*40.0%*	*42.0%*	*39.0%*	*44.6%*	*40.1%*
%H		*47.5%*	*10.8%*	*73.0%*	*31.4%*	*41.6%*	*71.0%*
40" and over	792	503	109	545	362	183	676
%V	*35.5%*	*45.6%*	*43.6%*	*34.0%*	*48.7%*	*21.3%*	*41.4%*
%H		*63.5%*	*13.8%*	*68.8%*	*45.7%*	*23.1%*	*85.4%*
Don't know	19	11	1	13	6	7	13
%V	*0.9%*	*1.0%*	*0.4%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*
%H		*57.9%*	*5.3%*	*68.4%*	*31.6%*	*36.8%*	*68.4%*
Not Asked	16	0	0	0	0	0	11
%V	*0.7%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*68.8%*

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
October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2230	1104	250	1605	744	861	1633
%H		*49.5%*	*11.2%*	*72.0%*	*33.4%*	*38.6%*	*73.2%*
PVR	1331	877	180	884	605	279	1134
%V	*59.7%*	*79.4%*	*72.0%*	*55.1%*	*81.3%*	*32.4%*	*69.4%*
%H		*65.9%*	*13.5%*	*66.4%*	*45.5%*	*21.0%*	*85.2%*
DVDR	134	63	21	99	49	50	106
%V	*6.0%*	*5.7%*	*8.4%*	*6.2%*	*6.6%*	*5.8%*	*6.5%*
%H		*47.0%*	*15.7%*	*73.9%*	*36.6%*	*37.3%*	*79.1%*
VCR	77	32	12	60	26	35	47
%V	*3.5%*	*2.9%*	*4.8%*	*3.7%*	*3.5%*	*4.1%*	*2.9%*
%H		*41.6%*	*15.6%*	*77.9%*	*33.8%*	*45.5%*	*61.0%*
Any recorder	1421	903	190	956	622	334	1188
%V	*63.7%*	*81.8%*	*76.0%*	*59.6%*	*83.6%*	*38.8%*	*72.7%*
%H		*63.5%*	*13.4%*	*67.3%*	*43.8%*	*23.5%*	*83.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2230	1104	250	1605	744	861	1633
%H		*49.5%*	*11.2%*	*72.0%*	*33.4%*	*38.6%*	*73.2%*
Receives HDTV (via STB or built-in reception)	1027	596	197	692	451	241	891
%V	*46.1%*	*54.0%*	*78.8%*	*43.1%*	*60.6%*	*28.0%*	*54.6%*
%H		*58.0%*	*19.2%*	*67.4%*	*43.9%*	*23.5%*	*86.8%*
DVD/Blu-ray player or recorder	1735	883	202	1265	616	649	1335
%V	*77.8%*	*80.0%*	*80.8%*	*78.8%*	*82.8%*	*75.4%*	*81.8%*
%H		*50.9%*	*11.6%*	*72.9%*	*35.5%*	*37.4%*	*76.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2317	1382	290	1837	1185	652	1970
%H		*59.6%*	*12.5%*	*79.3%*	*51.1%*	*28.1%*	*85.0%*
Under 20"	675	356	73	589	342	247	541
%V	*29.1%*	*25.8%*	*25.2%*	*32.1%*	*28.9%*	*37.9%*	*27.5%*
%H		*52.7%*	*10.8%*	*87.3%*	*50.7%*	*36.6%*	*80.1%*
20" - 29"	703	419	84	582	377	205	588
%V	*30.3%*	*30.3%*	*29.0%*	*31.7%*	*31.8%*	*31.4%*	*29.8%*
%H		*59.6%*	*11.9%*	*82.8%*	*53.6%*	*29.2%*	*83.6%*
30" - 39"	429	271	68	336	243	94	387
%V	*18.5%*	*19.6%*	*23.4%*	*18.3%*	*20.5%*	*14.4%*	*19.6%*
%H		*63.2%*	*15.9%*	*78.3%*	*56.6%*	*21.9%*	*90.2%*
40" and over	166	107	25	125	90	35	154
%V	*7.2%*	*7.7%*	*8.6%*	*6.8%*	*7.6%*	*5.4%*	*7.8%*
%H		*64.5%*	*15.1%*	*75.3%*	*54.2%*	*21.1%*	*92.8%*
Don't know	32	19	3	28	19	9	27
%V	*1.4%*	*1.4%*	*1.0%*	*1.5%*	*1.6%*	*1.4%*	*1.4%*
%H		*59.4%*	*9.4%*	*87.5%*	*59.4%*	*28.1%*	*84.4%*
Not Asked	312	210	37	177	114	62	273
%V	*13.5%*	*15.2%*	*12.8%*	*9.6%*	*9.6%*	*9.5%*	*13.9%*
%H		*67.3%*	*11.9%*	*56.7%*	*36.5%*	*19.9%*	*87.5%*

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

October 2012 - September 2013

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2317	1382	290	1837	1185	652	1970
%H		*59.6%*	*12.5%*	*79.3%*	*51.1%*	*28.1%*	*85.0%*
PVR	412	304	64	259	209	50	377
%V	*17.8%*	*22.0%*	*22.1%*	*14.1%*	*17.6%*	*7.7%*	*19.1%*
%H		*73.8%*	*15.5%*	*62.9%*	*50.7%*	*12.1%*	*91.5%*
DVDR	42	24	5	36	23	13	37
%V	*1.8%*	*1.7%*	*1.7%*	*2.0%*	*1.9%*	*2.0%*	*1.9%*
%H		*57.1%*	*11.9%*	*85.7%*	*54.8%*	*31.0%*	*88.1%*
VCR	17	10	2	15	10	5	13
%V	*0.7%*	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*0.7%*
%H		*58.8%*	*11.8%*	*88.2%*	*58.8%*	*29.4%*	*76.5%*
Any recorder	456	330	70	299	236	63	414
%V	*19.7%*	*23.9%*	*24.1%*	*16.3%*	*19.9%*	*9.7%*	*21.0%*
%H		*72.4%*	*15.4%*	*65.6%*	*51.8%*	*13.8%*	*90.8%*

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	2317	1382	290	1837	1185	652	1970
%H		*59.6%*	*12.5%*	*79.3%*	*51.1%*	*28.1%*	*85.0%*
Receives HDTV (via STB or built-in reception)	475	259	105	366	248	118	433
%V	*20.5%*	*18.7%*	*36.2%*	*19.9%*	*20.9%*	*18.1%*	*22.0%*
%H		*54.5%*	*22.1%*	*77.1%*	*52.2%*	*24.8%*	*91.2%*
DVD/Blu-ray player or recorder	961	590	138	788	546	242	844
%V	*41.5%*	*42.7%*	*47.6%*	*42.9%*	*46.1%*	*37.1%*	*42.8%*
%H		*61.4%*	*14.4%*	*82.0%*	*56.8%*	*25.2%*	*87.8%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.21: Age 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 Inds	5324	5174	2782	616	3647	1910	1737	4324
%H		*97.2%*	*52.3%*	*11.6%*	*68.5%*	*35.9%*	*32.6%*	*81.2%*
Total Children	981	970	580	108	627	359	269	864
%V	*18.4%*	*18.7%*	*20.8%*	*17.5%*	*17.2%*	*18.8%*	*15.5%*	*20.0%*
%H		*98.9%*	*59.1%*	*11.0%*	*63.9%*	*36.6%*	*27.4%*	*88.1%*
0 - 3	247	243	135	25	154	76	79	206
%V	*4.6%*	*4.7%*	*4.9%*	*4.1%*	*4.2%*	*4.0%*	*4.5%*	*4.8%*
%H		*98.4%*	*54.7%*	*10.1%*	*62.3%*	*30.8%*	*32.0%*	*83.4%*
4 - 15	734	727	445	84	473	283	190	658
%V	*13.8%*	*14.1%*	*16.0%*	*13.6%*	*13.0%*	*14.8%*	*10.9%*	*15.2%*
%H		*99.0%*	*60.6%*	*11.4%*	*64.4%*	*38.6%*	*25.9%*	*89.6%*
4 - 9	375	371	226	35	233	129	104	328
%V	*7.0%*	*7.2%*	*8.1%*	*5.7%*	*6.4%*	*6.8%*	*6.0%*	*7.6%*
%H		*98.9%*	*60.3%*	*9.3%*	*62.1%*	*34.4%*	*27.7%*	*87.5%*
10 - 15	360	357	219	49	240	154	86	330
%V	*6.8%*	*6.9%*	*7.9%*	*8.0%*	*6.6%*	*8.1%*	*5.0%*	*7.6%*
%H		*99.2%*	*60.8%*	*13.6%*	*66.7%*	*42.8%*	*23.9%*	*91.7%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.22: Adults - 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 Inds	5324	5174	2782	616	3647	1910	1737	4324
%H		*97.2%*	*52.3%*	*11.6%*	*68.5%*	*35.9%*	*32.6%*	*81.2%*
Total Adults (16+)	4343	4204	2202	507	3019	1551	1468	3460
%V	*81.6%*	*81.3%*	*79.2%*	*82.3%*	*82.8%*	*81.2%*	*84.5%*	*80.0%*
%H		*96.8%*	*50.7%*	*11.7%*	*69.5%*	*35.7%*	*33.8%*	*79.7%*
16 - 19	249	245	147	34	170	106	64	233
%V	*4.7%*	*4.7%*	*5.3%*	*5.5%*	*4.7%*	*5.5%*	*3.7%*	*5.4%*
%H		*98.4%*	*59.0%*	*13.7%*	*68.3%*	*42.6%*	*25.7%*	*93.6%*
20 - 24	343	307	149	45	211	113	98	291
%V	*6.4%*	*5.9%*	*5.4%*	*7.3%*	*5.8%*	*5.9%*	*5.6%*	*6.7%*
%H		*89.5%*	*43.4%*	*13.1%*	*61.5%*	*32.9%*	*28.6%*	*84.8%*
25 - 34	667	637	347	94	419	232	186	574
%V	*12.5%*	*12.3%*	*12.5%*	*15.3%*	*11.5%*	*12.1%*	*10.7%*	*13.3%*
%H		*95.5%*	*52.0%*	*14.1%*	*62.8%*	*34.8%*	*27.9%*	*86.1%*
35 - 44	667	642	379	87	425	253	171	591
%V	*12.5%*	*12.4%*	*13.6%*	*14.1%*	*11.7%*	*13.2%*	*9.8%*	*13.7%*
%H		*96.3%*	*56.8%*	*13.0%*	*63.7%*	*37.9%*	*25.6%*	*88.6%*
45 - 54	747	735	419	96	531	310	220	672
%V	*14.0%*	*14.2%*	*15.1%*	*15.6%*	*14.6%*	*16.2%*	*12.7%*	*15.5%*
%H		*98.4%*	*56.1%*	*12.9%*	*71.1%*	*41.5%*	*29.5%*	*90.0%*
55 - 64	659	647	336	75	473	235	238	541
%V	*12.4%*	*12.5%*	*12.1%*	*12.2%*	*13.0%*	*12.3%*	*13.7%*	*12.5%*
%H		*98.2%*	*51.0%*	*11.4%*	*71.8%*	*35.7%*	*36.1%*	*82.1%*
65+	1010	990	425	76	791	301	490	558
%V	*19.0%*	*19.1%*	*15.3%*	*12.3%*	*21.7%*	*15.8%*	*28.2%*	*12.9%*
%H		*98.0%*	*42.1%*	*7.5%*	*78.3%*	*29.8%*	*48.5%*	*55.2%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4343	4204	2202	507	3019	1551	1468	3460
%H		*96.8%*	*50.7%*	*11.7%*	*69.5%*	*35.7%*	*33.8%*	*79.7%*
AB	1151	1119	573	139	814	408	406	1065
%V	*26.5%*	*26.6%*	*26.0%*	*27.4%*	*27.0%*	*26.3%*	*27.7%*	*30.8%*
%H		*97.2%*	*49.8%*	*12.1%*	*70.7%*	*35.4%*	*35.3%*	*92.5%*
C1	1161	1102	532	157	805	413	392	991
%V	*26.7%*	*26.2%*	*24.2%*	*31.0%*	*26.7%*	*26.6%*	*26.7%*	*28.6%*
%H		*94.9%*	*45.8%*	*13.5%*	*69.3%*	*35.6%*	*33.8%*	*85.4%*
C2	995	973	550	119	708	404	305	802
%V	*22.9%*	*23.1%*	*25.0%*	*23.5%*	*23.5%*	*26.0%*	*20.8%*	*23.2%*
%H		*97.8%*	*55.3%*	*12.0%*	*71.2%*	*40.6%*	*30.7%*	*80.6%*
D	663	652	377	58	443	227	216	444
%V	*15.3%*	*15.5%*	*17.1%*	*11.4%*	*14.7%*	*14.6%*	*14.7%*	*12.8%*
%H		*98.3%*	*56.9%*	*8.7%*	*66.8%*	*34.2%*	*32.6%*	*67.0%*
E	374	359	170	35	249	100	149	158
%V	*8.6%*	*8.5%*	*7.7%*	*6.9%*	*8.2%*	*6.4%*	*10.1%*	*4.6%*
%H		*96.0%*	*45.5%*	*9.4%*	*66.6%*	*26.7%*	*39.8%*	*42.2%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4343	4204	2202	507	3019	1551	1468	3460
%H		*96.8%*	*50.7%*	*11.7%*	*69.5%*	*35.7%*	*33.8%*	*79.7%*
Working full time	1903	1854	1034	260	1316	762	554	1722
%V	*43.8%*	*44.1%*	*47.0%*	*51.3%*	*43.6%*	*49.1%*	*37.7%*	*49.8%*
%H		*97.4%*	*54.3%*	*13.7%*	*69.2%*	*40.0%*	*29.1%*	*90.5%*
Working part time	493	483	262	65	326	170	156	436
%V	*11.4%*	*11.5%*	*11.9%*	*12.8%*	*10.8%*	*11.0%*	*10.6%*	*12.6%*
%H		*98.0%*	*53.1%*	*13.2%*	*66.1%*	*34.5%*	*31.6%*	*88.4%*
Not working	1948	1867	907	182	1377	620	757	1302
%V	*44.9%*	*44.4%*	*41.2%*	*35.9%*	*45.6%*	*40.0%*	*51.6%*	*37.6%*
%H		*95.8%*	*46.6%*	*9.3%*	*70.7%*	*31.8%*	*38.9%*	*66.8%*
Housewife/Houseperson	2313	2231	1104	250	1606	744	862	1688
%V	*53.3%*	*53.1%*	*50.1%*	*49.3%*	*53.2%*	*48.0%*	*58.7%*	*48.8%*
%H		*96.5%*	*47.7%*	*10.8%*	*69.4%*	*32.2%*	*37.3%*	*73.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.25: Males - 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 Males (16+)	2130	2049	1095	261	1459	781	678	1730
%H		*96.2%*	*51.4%*	*12.3%*	*68.5%*	*36.7%*	*31.8%*	*81.2%*
16 - 19	131	129	80	22	88	61	27	122
%V	*6.2%*	*6.3%*	*7.3%*	*8.4%*	*6.0%*	*7.8%*	*4.0%*	*7.1%*
%H		*98.5%*	*61.1%*	*16.8%*	*67.2%*	*46.6%*	*20.6%*	*93.1%*
20 - 24	175	155	76	24	108	59	49	152
%V	*8.2%*	*7.6%*	*6.9%*	*9.2%*	*7.4%*	*7.6%*	*7.2%*	*8.8%*
%H		*88.6%*	*43.4%*	*13.7%*	*61.7%*	*33.7%*	*28.0%*	*86.9%*
25 - 34	339	323	171	55	213	123	91	293
%V	*15.9%*	*15.8%*	*15.6%*	*21.1%*	*14.6%*	*15.7%*	*13.4%*	*16.9%*
%H		*95.3%*	*50.4%*	*16.2%*	*62.8%*	*36.3%*	*26.8%*	*86.4%*
35 - 44	335	319	182	46	210	121	89	290
%V	*15.7%*	*15.6%*	*16.6%*	*17.6%*	*14.4%*	*15.5%*	*13.1%*	*16.8%*
%H		*95.2%*	*54.3%*	*13.7%*	*62.7%*	*36.1%*	*26.6%*	*86.6%*
45 - 54	363	354	209	45	253	153	100	325
%V	*17.0%*	*17.3%*	*19.1%*	*17.2%*	*17.3%*	*19.6%*	*14.7%*	*18.8%*
%H		*97.5%*	*57.6%*	*12.4%*	*69.7%*	*42.1%*	*27.5%*	*89.5%*
55 - 64	324	315	163	37	229	113	116	265
%V	*15.2%*	*15.4%*	*14.9%*	*14.2%*	*15.7%*	*14.5%*	*17.1%*	*15.3%*
%H		*97.2%*	*50.3%*	*11.4%*	*70.7%*	*34.9%*	*35.8%*	*81.8%*
65+	464	454	214	33	358	151	207	283
%V	*21.8%*	*22.2%*	*19.5%*	*12.6%*	*24.5%*	*19.3%*	*30.5%*	*16.4%*
%H		*97.8%*	*46.1%*	*7.1%*	*77.2%*	*32.5%*	*44.6%*	*61.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2130	2049	1095	261	1459	781	678	1730
%H		*96.2%*	*51.4%*	*12.3%*	*68.5%*	*36.7%*	*31.8%*	*81.2%*
AB	586	568	293	78	410	213	197	543
%V	*27.5%*	*27.7%*	*26.8%*	*29.9%*	*28.1%*	*27.3%*	*29.1%*	*31.4%*
%H		*96.9%*	*50.0%*	*13.3%*	*70.0%*	*36.3%*	*33.6%*	*92.7%*
C1	547	510	254	74	373	202	171	477
%V	*25.7%*	*24.9%*	*23.2%*	*28.4%*	*25.6%*	*25.9%*	*25.2%*	*27.6%*
%H		*93.2%*	*46.4%*	*13.5%*	*68.2%*	*36.9%*	*31.3%*	*87.2%*
C2	528	513	288	65	374	213	161	421
%V	*24.8%*	*25.0%*	*26.3%*	*24.9%*	*25.6%*	*27.3%*	*23.7%*	*24.3%*
%H		*97.2%*	*54.5%*	*12.3%*	*70.8%*	*40.3%*	*30.5%*	*79.7%*
D	314	309	186	28	203	109	94	219
%V	*14.7%*	*15.1%*	*17.0%*	*10.7%*	*13.9%*	*14.0%*	*13.9%*	*12.7%*
%H		*98.4%*	*59.2%*	*8.9%*	*64.6%*	*34.7%*	*29.9%*	*69.7%*
E	155	148	73	16	100	45	55	69
%V	*7.3%*	*7.2%*	*6.7%*	*6.1%*	*6.9%*	*5.8%*	*8.1%*	*4.0%*
%H		*95.5%*	*47.1%*	*10.3%*	*64.5%*	*29.0%*	*35.5%*	*44.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2130	2049	1095	261	1459	781	678	1730
%H		*96.2%*	*51.4%*	*12.3%*	*68.5%*	*36.7%*	*31.8%*	*81.2%*
Working full time	1180	1148	641	168	806	470	336	1065
%V	*55.4%*	*56.0%*	*58.5%*	*64.4%*	*55.2%*	*60.2%*	*49.6%*	*61.6%*
%H		*97.3%*	*54.3%*	*14.2%*	*68.3%*	*39.8%*	*28.5%*	*90.3%*
Working part time	103	99	52	9	67	30	38	87
%V	*4.8%*	*4.8%*	*4.7%*	*3.4%*	*4.6%*	*3.8%*	*5.6%*	*5.0%*
%H		*96.1%*	*50.5%*	*8.7%*	*65.0%*	*29.1%*	*36.9%*	*84.5%*
Not working	847	801	402	84	586	282	304	579
%V	*39.8%*	*39.1%*	*36.7%*	*32.2%*	*40.2%*	*36.1%*	*44.8%*	*33.5%*
%H		*94.6%*	*47.5%*	*9.9%*	*69.2%*	*33.3%*	*35.9%*	*68.4%*
Housewife/Houseperson	502	462	206	57	321	131	190	317
%V	*23.6%*	*22.5%*	*18.8%*	*21.8%*	*22.0%*	*16.8%*	*28.0%*	*18.3%*
%H		*92.0%*	*41.0%*	*11.4%*	*63.9%*	*26.1%*	*37.8%*	*63.1%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.28: Females - 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 Females (16+)	2213	2156	1108	246	1560	770	790	1730
%H		*97.4%*	*50.1%*	*11.1%*	*70.5%*	*34.8%*	*35.7%*	*78.2%*
16 - 19	119	116	67	11	83	45	37	111
%V	*5.4%*	*5.4%*	*6.0%*	*4.5%*	*5.3%*	*5.8%*	*4.7%*	*6.4%*
%H		*97.5%*	*56.3%*	*9.2%*	*69.7%*	*37.8%*	*31.1%*	*93.3%*
20 - 24	168	153	74	22	103	55	49	138
%V	*7.6%*	*7.1%*	*6.7%*	*8.9%*	*6.6%*	*7.1%*	*6.2%*	*8.0%*
%H		*91.1%*	*44.0%*	*13.1%*	*61.3%*	*32.7%*	*29.2%*	*82.1%*
25 - 34	328	315	176	39	205	110	96	281
%V	*14.8%*	*14.6%*	*15.9%*	*15.9%*	*13.1%*	*14.3%*	*12.2%*	*16.2%*
%H		*96.0%*	*53.7%*	*11.9%*	*62.5%*	*33.5%*	*29.3%*	*85.7%*
35 - 44	332	322	197	41	214	132	82	301
%V	*15.0%*	*14.9%*	*17.8%*	*16.7%*	*13.7%*	*17.1%*	*10.4%*	*17.4%*
%H		*97.0%*	*59.3%*	*12.3%*	*64.5%*	*39.8%*	*24.7%*	*90.7%*
45 - 54	384	381	210	51	278	158	120	347
%V	*17.4%*	*17.7%*	*19.0%*	*20.7%*	*17.8%*	*20.5%*	*15.2%*	*20.1%*
%H		*99.2%*	*54.7%*	*13.3%*	*72.4%*	*41.1%*	*31.3%*	*90.4%*
55 - 64	335	332	173	38	244	122	122	276
%V	*15.1%*	*15.4%*	*15.6%*	*15.4%*	*15.6%*	*15.8%*	*15.4%*	*16.0%*
%H		*99.1%*	*51.6%*	*11.3%*	*72.8%*	*36.4%*	*36.4%*	*82.4%*
65+	546	537	211	43	433	149	284	275
%V	*24.7%*	*24.9%*	*19.0%*	*17.5%*	*27.8%*	*19.4%*	*35.9%*	*15.9%*
%H		*98.4%*	*38.6%*	*7.9%*	*79.3%*	*27.3%*	*52.0%*	*50.4%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2213	2156	1108	246	1560	770	790	1730
%H		*97.4%*	*50.1%*	*11.1%*	*70.5%*	*34.8%*	*35.7%*	*78.2%*
AB	565	551	279	61	405	195	210	522
%V	*25.5%*	*25.6%*	*25.2%*	*24.8%*	*26.0%*	*25.3%*	*26.6%*	*30.2%*
%H		*97.5%*	*49.4%*	*10.8%*	*71.7%*	*34.5%*	*37.2%*	*92.4%*
C1	614	591	278	82	432	211	221	513
%V	*27.7%*	*27.4%*	*25.1%*	*33.3%*	*27.7%*	*27.4%*	*28.0%*	*29.7%*
%H		*96.3%*	*45.3%*	*13.4%*	*70.4%*	*34.4%*	*36.0%*	*83.6%*
C2	467	460	262	54	335	191	144	381
%V	*21.1%*	*21.3%*	*23.6%*	*22.0%*	*21.5%*	*24.8%*	*18.2%*	*22.0%*
%H		*98.5%*	*56.1%*	*11.6%*	*71.7%*	*40.9%*	*30.8%*	*81.6%*
D	349	343	192	30	240	118	122	225
%V	*15.8%*	*15.9%*	*17.3%*	*12.2%*	*15.4%*	*15.3%*	*15.4%*	*13.0%*
%H		*98.3%*	*55.0%*	*8.6%*	*68.8%*	*33.8%*	*35.0%*	*64.5%*
E	218	211	97	19	149	55	94	89
%V	*9.9%*	*9.8%*	*8.8%*	*7.7%*	*9.6%*	*7.1%*	*11.9%*	*5.1%*
%H		*96.8%*	*44.5%*	*8.7%*	*68.3%*	*25.2%*	*43.1%*	*40.8%*

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

October 2012 - September 2013

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2213	2156	1108	246	1560	770	790	1730
%H		*97.4%*	*50.1%*	*11.1%*	*70.5%*	*34.8%*	*35.7%*	*78.2%*
Working full time	723	706	393	93	510	292	218	657
%V	*32.7%*	*32.7%*	*35.5%*	*37.8%*	*32.7%*	*37.9%*	*27.6%*	*38.0%*
%H		*97.6%*	*54.4%*	*12.9%*	*70.5%*	*40.4%*	*30.2%*	*90.9%*
Working part time	390	384	210	55	259	141	119	350
%V	*17.6%*	*17.8%*	*19.0%*	*22.4%*	*16.6%*	*18.3%*	*15.1%*	*20.2%*
%H		*98.5%*	*53.8%*	*14.1%*	*66.4%*	*36.2%*	*30.5%*	*89.7%*
Not working	1101	1065	505	98	791	338	453	723
%V	*49.8%*	*49.4%*	*45.6%*	*39.8%*	*50.7%*	*43.9%*	*57.3%*	*41.8%*
%H		*96.7%*	*45.9%*	*8.9%*	*71.8%*	*30.7%*	*41.1%*	*65.7%*
Housewife/Houseperson	1810	1770	898	193	1285	613	672	1371
%V	*81.8%*	*82.1%*	*81.0%*	*78.5%*	*82.4%*	*79.6%*	*85.1%*	*79.2%*
%H		*97.8%*	*49.6%*	*10.7%*	*71.0%*	*33.9%*	*37.1%*	*75.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV West Macro

Contents Page

Household

Table 18.1: Social Grade	480
Table 18.2: Housewife Age	481
Table 18.3: Size of Household	482
Table 18.4: Presence of Children	483
Table 18.5: Number of TV sets in household	484
Table 18.6: Screen size	485
Table 18.7: Location of ANY set in household	486
Table 18.8: Recorders	487
Table 18.9: Recorders and other equipment	488
Table 18.10: Computers and Internet	489

Sets

Table 18.11: Screen Size	490
Table 18.12: Location of set	491
Table 18.13: Recorders	492
Table 18.14: Other TV equipment	492
Table 18.15: Main Set Screen Size	493
Table 18.16: Main Set Recorders	494
Table 18.17: Main Set - Other TV equipment	494
Table 18.18: Other Sets (non-Main Set) Screen Size	495
Table 18.19: Other Set (non-Main Set) Recorders	496
Table 18.20: Other Set (non-Main Set) - Other TV equipment	496

Individuals

Table 18.21: Age of Children	497
Table 18.22: Adults - Age	498
Table 18.23: Social Grade (Adults 16+)	499
Table 18.24: Working Status (Adults 16+)	500
Table 18.25: Males - Age	501
Table 18.26: Social Grade (Males 16+)	502
Table 18.27: Working Status (Males 16+)	503
Table 18.28: Females - Age	504
Table 18.29: Social Grade (Females 16+)	505
Table 18.30: Working Status (Females 16+)	506

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
AB	773	745	351	77	558	244	314	691
%V	*24.9%*	*24.9%*	*24.5%*	*24.7%*	*25.5%*	*25.3%*	*25.8%*	*30.1%*
%H (All HH)		*96.4%*	*45.4%*	*10.0%*	*72.2%*	*31.6%*	*40.6%*	*89.4%*
%H (TV HH)			*47.1%*	*10.3%*	*74.9%*	*32.8%*	*42.1%*	
C1	861	822	375	99	606	269	337	685
%V	*27.7%*	*27.5%*	*26.2%*	*31.7%*	*27.7%*	*27.9%*	*27.7%*	*29.9%*
%H (All HH)		*95.5%*	*43.6%*	*11.5%*	*70.4%*	*31.2%*	*39.1%*	*79.6%*
%H (TV HH)			*45.6%*	*12.0%*	*73.7%*	*32.7%*	*41.0%*	
C2	671	652	346	72	482	248	234	513
%V	*21.6%*	*21.8%*	*24.2%*	*23.1%*	*22.1%*	*25.7%*	*19.2%*	*22.4%*
%H (All HH)		*97.2%*	*51.6%*	*10.7%*	*71.8%*	*37.0%*	*34.9%*	*76.5%*
%H (TV HH)			*53.1%*	*11.0%*	*73.9%*	*38.0%*	*35.9%*	
D	452	441	227	37	307	132	175	275
%V	*14.6%*	*14.8%*	*15.9%*	*11.9%*	*14.1%*	*13.7%*	*14.4%*	*12.0%*
%H (All HH)		*97.6%*	*50.2%*	*8.2%*	*67.9%*	*29.2%*	*38.7%*	*60.8%*
%H (TV HH)			*51.5%*	*8.4%*	*69.6%*	*29.9%*	*39.7%*	
E	345	327	133	27	231	73	158	129
%V	*11.1%*	*10.9%*	*9.3%*	*8.7%*	*10.6%*	*7.6%*	*13.0%*	*5.6%*
%H (All HH)		*94.8%*	*38.6%*	*7.8%*	*67.0%*	*21.2%*	*45.8%*	*37.4%*
%H (TV HH)			*40.7%*	*8.3%*	*70.6%*	*22.3%*	*48.3%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.2: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Under 25	141	123	50	14	77	26	50	96
%V	*4.5%*	*4.1%*	*3.5%*	*4.5%*	*3.5%*	*2.7%*	*4.1%*	*4.2%*
%H (All HH)		*87.2%*	*35.5%*	*9.9%*	*54.6%*	*18.4%*	*35.5%*	*68.1%*
%H (TV HH)			*40.7%*	*11.4%*	*62.6%*	*21.1%*	*40.7%*	
25 - 34	422	397	212	51	255	130	125	360
%V	*13.6%*	*13.3%*	*14.8%*	*16.3%*	*11.7%*	*13.5%*	*10.3%*	*15.7%*
%H (All HH)		*94.1%*	*50.2%*	*12.1%*	*60.4%*	*30.8%*	*29.6%*	*85.3%*
%H (TV HH)			*53.4%*	*12.8%*	*64.2%*	*32.7%*	*31.5%*	
35 - 44	490	469	265	59	316	175	142	433
%V	*15.8%*	*15.7%*	*18.5%*	*18.9%*	*14.5%*	*18.1%*	*11.7%*	*18.9%*
%H (All HH)		*95.7%*	*54.1%*	*12.0%*	*64.5%*	*35.7%*	*29.0%*	*88.4%*
%H (TV HH)			*56.5%*	*12.6%*	*67.4%*	*37.3%*	*30.3%*	
45 - 54	599	581	309	72	426	227	200	529
%V	*19.3%*	*19.5%*	*21.6%*	*23.1%*	*19.5%*	*23.5%*	*16.4%*	*23.1%*
%H (All HH)		*97.0%*	*51.6%*	*12.0%*	*71.1%*	*37.9%*	*33.4%*	*88.3%*
%H (TV HH)			*53.2%*	*12.4%*	*73.3%*	*39.1%*	*34.4%*	
55 - 64	538	522	252	54	389	174	215	424
%V	*17.3%*	*17.5%*	*17.6%*	*17.3%*	*17.8%*	*18.0%*	*17.7%*	*18.5%*
%H (All HH)		*97.0%*	*46.8%*	*10.0%*	*72.3%*	*32.3%*	*40.0%*	*78.8%*
%H (TV HH)			*48.3%*	*10.3%*	*74.5%*	*33.3%*	*41.2%*	
65 +	913	894	344	62	720	234	486	450
%V	*29.4%*	*29.9%*	*24.0%*	*19.9%*	*33.0%*	*24.2%*	*39.9%*	*19.6%*
%H (All HH)		*97.9%*	*37.7%*	*6.8%*	*78.9%*	*25.6%*	*53.2%*	*49.3%*
%H (TV HH)			*38.5%*	*6.9%*	*80.5%*	*26.2%*	*54.4%*	

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

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.3: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
1	966	904	321	77	684	187	497	467
%V	*31.1%*	*30.3%*	*22.4%*	*24.7%*	*31.3%*	*19.4%*	*40.8%*	*20.4%*
%H (All HH)		*93.6%*	*33.2%*	*8.0%*	*70.8%*	*19.4%*	*51.4%*	*48.3%*
%H (TV HH)			*35.5%*	*8.5%*	*75.7%*	*20.7%*	*55.0%*	
2	1088	1058	519	105	781	353	427	875
%V	*35.1%*	*35.4%*	*36.2%*	*33.7%*	*35.8%*	*36.6%*	*35.1%*	*38.2%*
%H (All HH)		*97.2%*	*47.7%*	*9.7%*	*71.8%*	*32.4%*	*39.2%*	*80.4%*
%H (TV HH)			*49.1%*	*9.9%*	*73.8%*	*33.4%*	*40.4%*	
3	482	472	267	57	341	197	144	426
%V	*15.5%*	*15.8%*	*18.6%*	*18.3%*	*15.6%*	*20.4%*	*11.8%*	*18.6%*
%H (All HH)		*97.9%*	*55.4%*	*11.8%*	*70.7%*	*40.9%*	*29.9%*	*88.4%*
%H (TV HH)			*56.6%*	*12.1%*	*72.2%*	*41.7%*	*30.5%*	
4	388	379	227	51	260	157	102	361
%V	*12.5%*	*12.7%*	*15.9%*	*16.3%*	*11.9%*	*16.3%*	*8.4%*	*15.7%*
%H (All HH)		*97.7%*	*58.5%*	*13.1%*	*67.0%*	*40.5%*	*26.3%*	*93.0%*
%H (TV HH)			*59.9%*	*13.5%*	*68.6%*	*41.4%*	*26.9%*	
5+	179	174	99	23	119	71	48	163
%V	*5.8%*	*5.8%*	*6.9%*	*7.4%*	*5.4%*	*7.4%*	*3.9%*	*7.1%*
%H (All HH)		*97.2%*	*55.3%*	*12.8%*	*66.5%*	*39.7%*	*26.8%*	*91.1%*
%H (TV HH)			*56.9%*	*13.2%*	*68.4%*	*40.8%*	*27.6%*	
Average HH size	2.29	2.31	2.51	2.50	2.27	2.58	2.02	2.54

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

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.4: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Without	2351	2247	1002	225	1687	683	1004	1626
%V	*75.8%*	*75.2%*	*70.0%*	*72.1%*	*77.2%*	*70.8%*	*82.4%*	*70.9%*
%H (All HH)		*95.6%*	*42.6%*	*9.6%*	*71.8%*	*29.1%*	*42.7%*	*69.2%*
%H (TV HH)			*44.6%*	*10.0%*	*75.1%*	*30.4%*	*44.7%*	
With	752	740	430	87	496	282	214	667
%V	*24.2%*	*24.8%*	*30.0%*	*27.9%*	*22.7%*	*29.2%*	*17.6%*	*29.1%*
%H (All HH)		*98.4%*	*57.2%*	*11.6%*	*66.0%*	*37.5%*	*28.5%*	*88.7%*
%H (TV HH)			*58.1%*	*11.8%*	*67.0%*	*38.1%*	*28.9%*	
0 - 3	285	279	152	30	182	90	91	239
%V	*9.2%*	*9.3%*	*10.6%*	*9.6%*	*8.3%*	*9.3%*	*7.5%*	*10.4%*
%H (All HH)		*97.9%*	*53.3%*	*10.5%*	*63.9%*	*31.6%*	*31.9%*	*83.9%*
%H (TV HH)			*54.5%*	*10.8%*	*65.2%*	*32.3%*	*32.6%*	
4 - 9	382	377	221	40	251	140	111	340
%V	*12.3%*	*12.6%*	*15.4%*	*12.8%*	*11.5%*	*14.5%*	*9.1%*	*14.8%*
%H (All HH)		*98.7%*	*57.9%*	*10.5%*	*65.7%*	*36.6%*	*29.1%*	*89.0%*
%H (TV HH)			*58.6%*	*10.6%*	*66.6%*	*37.1%*	*29.4%*	
10 - 15	355	350	215	44	241	152	89	326
%V	*11.4%*	*11.7%*	*15.0%*	*14.1%*	*11.0%*	*15.8%*	*7.3%*	*14.2%*
%H (All HH)		*98.6%*	*60.6%*	*12.4%*	*67.9%*	*42.8%*	*25.1%*	*91.8%*
%H (TV HH)			*61.4%*	*12.6%*	*68.9%*	*43.4%*	*25.4%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.5: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
1	1170	1170	432	103	761	154	608	731
%V	*37.7%*	*39.2%*	*30.2%*	*33.0%*	*34.8%*	*16.0%*	*49.9%*	*31.9%*
%H (All HH)		*100.0%*	*36.9%*	*8.8%*	*65.0%*	*13.2%*	*52.0%*	*62.5%*
%H (TV HH)			*36.9%*	*8.8%*	*65.0%*	*13.2%*	*52.0%*	
2	1039	1039	528	110	786	386	400	789
%V	*33.5%*	*34.8%*	*36.9%*	*35.3%*	*36.0%*	*40.0%*	*32.8%*	*34.4%*
%H (All HH)		*100.0%*	*50.8%*	*10.6%*	*75.6%*	*37.2%*	*38.5%*	*75.9%*
%H (TV HH)			*50.8%*	*10.6%*	*75.6%*	*37.2%*	*38.5%*	
3	470	470	277	56	379	238	141	402
%V	*15.1%*	*15.7%*	*19.3%*	*17.9%*	*17.4%*	*24.7%*	*11.6%*	*17.5%*
%H (All HH)		*100.0%*	*58.9%*	*11.9%*	*80.6%*	*50.6%*	*30.0%*	*85.5%*
%H (TV HH)			*58.9%*	*11.9%*	*80.6%*	*50.6%*	*30.0%*	
4	203	203	129	29	167	121	46	189
%V	*6.5%*	*6.8%*	*9.0%*	*9.3%*	*7.6%*	*12.5%*	*3.8%*	*8.2%*
%H (All HH)		*100.0%*	*63.5%*	*14.3%*	*82.3%*	*59.6%*	*22.7%*	*93.1%*
%H (TV HH)			*63.5%*	*14.3%*	*82.3%*	*59.6%*	*22.7%*	
5+	105	105	67	15	90	66	23	101
%V	*3.4%*	*3.5%*	*4.7%*	*4.8%*	*4.1%*	*6.8%*	*1.9%*	*4.4%*
%H (All HH)		*100.0%*	*63.8%*	*14.3%*	*85.7%*	*62.9%*	*21.9%*	*96.2%*
%H (TV HH)			*63.8%*	*14.3%*	*85.7%*	*62.9%*	*21.9%*	

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

October 2012 - September 2013

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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Under 20"	803	803	388	75	690	348	342	621
%V	*25.9%*	*26.9%*	*27.1%*	*24.0%*	*31.6%*	*36.1%*	*28.1%*	*27.1%*
%H (All HH)		*100.0%*	*48.3%*	*9.3%*	*85.9%*	*43.3%*	*42.6%*	*77.3%*
%H (TV HH)			*48.3%*	*9.3%*	*85.9%*	*43.3%*	*42.6%*	
20" - 29"	1255	1255	571	121	1005	440	564	912
%V	*40.4%*	*42.0%*	*39.9%*	*38.8%*	*46.0%*	*45.6%*	*46.3%*	*39.8%*
%H (All HH)		*100.0%*	*45.5%*	*9.6%*	*80.1%*	*35.1%*	*44.9%*	*72.7%*
%H (TV HH)			*45.5%*	*9.6%*	*80.1%*	*35.1%*	*44.9%*	
30" - 39"	1530	1530	767	168	1151	552	598	1162
%V	*49.3%*	*51.2%*	*53.6%*	*53.8%*	*52.7%*	*57.2%*	*49.1%*	*50.7%*
%H (All HH)		*100.0%*	*50.1%*	*11.0%*	*75.2%*	*36.1%*	*39.1%*	*75.9%*
%H (TV HH)			*50.1%*	*11.0%*	*75.2%*	*36.1%*	*39.1%*	
40" and over	1078	1078	671	145	749	482	267	931
%V	*34.7%*	*36.1%*	*46.9%*	*46.5%*	*34.3%*	*49.9%*	*21.9%*	*40.6%*
%H (All HH)		*100.0%*	*62.2%*	*13.5%*	*69.5%*	*44.7%*	*24.8%*	*86.4%*
%H (TV HH)			*62.2%*	*13.5%*	*69.5%*	*44.7%*	*24.8%*	

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

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.7: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Main living room	2927	2927	1420	310	2158	958	1200	2174
%V	*94.3%*	*98.0%*	*99.2%*	*99.4%*	*98.8%*	*99.3%*	*98.5%*	*94.8%*
%H (All HH)		*100.0%*	*48.5%*	*10.6%*	*73.7%*	*32.7%*	*41.0%*	*74.3%*
%H (TV HH)			*48.5%*	*10.6%*	*73.7%*	*32.7%*	*41.0%*	
Kitchen	399	399	213	33	344	191	153	332
%V	*12.9%*	*13.4%*	*14.9%*	*10.6%*	*15.8%*	*19.8%*	*12.6%*	*14.5%*
%H (All HH)		*100.0%*	*53.4%*	*8.3%*	*86.2%*	*47.9%*	*38.3%*	*83.2%*
%H (TV HH)			*53.4%*	*8.3%*	*86.2%*	*47.9%*	*38.3%*	
Adult's bedroom	1206	1206	666	149	981	583	398	982
%V	*38.9%*	*40.4%*	*46.5%*	*47.8%*	*44.9%*	*60.4%*	*32.7%*	*42.8%*
%H (All HH)		*100.0%*	*55.2%*	*12.4%*	*81.3%*	*48.3%*	*33.0%*	*81.4%*
%H (TV HH)			*55.2%*	*12.4%*	*81.3%*	*48.3%*	*33.0%*	
Child's bedroom	234	234	151	34	193	142	51	215
%V	*7.5%*	*7.8%*	*10.5%*	*10.9%*	*8.8%*	*14.7%*	*4.2%*	*9.4%*
%H (All HH)		*100.0%*	*64.5%*	*14.5%*	*82.5%*	*60.7%*	*21.8%*	*91.9%*
%H (TV HH)			*64.5%*	*14.5%*	*82.5%*	*60.7%*	*21.8%*	
Other bedroom	140	140	80	22	119	79	39	126
%V	*4.5%*	*4.7%*	*5.6%*	*7.1%*	*5.4%*	*8.2%*	*3.2%*	*5.5%*
%H (All HH)		*100.0%*	*57.1%*	*15.7%*	*85.0%*	*56.4%*	*27.9%*	*90.0%*
%H (TV HH)			*57.1%*	*15.7%*	*85.0%*	*56.4%*	*27.9%*	
Second living/dining room	294	294	155	31	251	141	110	244
%V	*9.5%*	*9.8%*	*10.8%*	*9.9%*	*11.5%*	*14.6%*	*9.0%*	*10.6%*
%H (All HH)		*100.0%*	*52.7%*	*10.5%*	*85.4%*	*48.0%*	*37.4%*	*83.0%*
%H (TV HH)			*52.7%*	*10.5%*	*85.4%*	*48.0%*	*37.4%*	
Study/office	42	42	24	5	33	21	13	41
%V	*1.4%*	*1.4%*	*1.7%*	*1.6%*	*1.5%*	*2.2%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*57.1%*	*11.9%*	*78.6%*	*50.0%*	*31.0%*	*97.6%*
%H (TV HH)			*57.1%*	*11.9%*	*78.6%*	*50.0%*	*31.0%*	
TV room	15	15	10	1	12	8	4	14
%V	*0.5%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	*93.3%*
%H (TV HH)			*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	
Conservatory	52	52	32	6	46	32	15	46
%V	*1.7%*	*1.7%*	*2.2%*	*1.9%*	*2.1%*	*3.3%*	*1.2%*	*2.0%*
%H (All HH)		*100.0%*	*61.5%*	*11.5%*	*88.5%*	*61.5%*	*28.8%*	*88.5%*
%H (TV HH)			*61.5%*	*11.5%*	*88.5%*	*61.5%*	*28.8%*	
Attic or loft room	8	8	6	1	6	4	2	8
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*75.0%*	*12.5%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*12.5%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	4	4	1	0	3	2	2	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*25.0%*	*0.0%*	*75.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*25.0%*	*0.0%*	*75.0%*	*50.0%*	*50.0%*	
Other	13	13	8	2	11	7	4	11
%V	*0.4%*	*0.4%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*84.6%*	*53.8%*	*30.8%*	*84.6%*
%H (TV HH)			*61.5%*	*15.4%*	*84.6%*	*53.8%*	*30.8%*	

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

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.8: Recorders 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Any DSAT provider	1432	1432	1432	13	808	808	0	1180
%V	*46.1%*	*47.9%*	*100.0%*	*4.2%*	*37.0%*	*83.7%*	*0.0%*	*51.5%*
%H (All HH)			*100.0%*	*0.9%*	*56.4%*	*56.4%*	*0.0%*	*82.4%*
%H (TV HH)			*100.0%*	*0.9%*	*56.4%*	*56.4%*	*0.0%*	
Sky with subcription	1159	1159	1159	8	655	655	0	986
%V	*37.4%*	*38.8%*	*80.9%*	*2.6%*	*30.0%*	*67.9%*	*0.0%*	*43.0%*
%H (All HH)			*100.0%*	*0.7%*	*56.5%*	*56.5%*	*0.0%*	*85.1%*
%H (TV HH)			*100.0%*	*0.7%*	*56.5%*	*56.5%*	*0.0%*	
Sky without subscription	118	118	118	1	60	60	0	75
%V	*3.8%*	*4.0%*	*8.2%*	*0.3%*	*2.7%*	*6.2%*	*0.0%*	*3.3%*
%H (All HH)			*100.0%*	*0.8%*	*50.8%*	*50.8%*	*0.0%*	*63.6%*
%H (TV HH)			*100.0%*	*0.8%*	*50.8%*	*50.8%*	*0.0%*	
Freesat	153	153	153	3	93	93	0	119
%V	*4.9%*	*5.1%*	*10.7%*	*1.0%*	*4.3%*	*9.6%*	*0.0%*	*5.2%*
%H (All HH)			*100.0%*	*2.0%*	*60.8%*	*60.8%*	*0.0%*	*77.8%*
%H (TV HH)			*100.0%*	*2.0%*	*60.8%*	*60.8%*	*0.0%*	
Other satellite provider	22	22	22	0	11	11	0	19
%V	*0.7%*	*0.7%*	*1.5%*	*0.0%*	*0.5%*	*1.1%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*86.4%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	312	312	13	312	164	164	0	269
%V	*10.1%*	*10.4%*	*0.9%*	*100.0%*	*7.5%*	*17.0%*	*0.0%*	*11.7%*
%H (All HH)			*4.2%*	*100.0%*	*52.6%*	*52.6%*	*0.0%*	*86.2%*
%H (TV HH)			*4.2%*	*100.0%*	*52.6%*	*52.6%*	*0.0%*	
DTT	2184	2184	808	164	2184	965	1218	1575
%V	*70.4%*	*73.1%*	*56.4%*	*52.6%*	*100.0%*	*100.0%*	*100.0%*	*68.7%*
%H (All HH)		*100.0%*	*37.0%*	*7.5%*	*100.0%*	*44.2%*	*55.8%*	*72.1%*
%H (TV HH)			*37.0%*	*7.5%*	*100.0%*	*44.2%*	*55.8%*	

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

October 2012 - September 2013

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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
PVR	1832	1832	1169	230	1246	807	439	1564
%V	*59.0%*	*61.3%*	*81.6%*	*73.7%*	*57.1%*	*83.6%*	*36.0%*	*68.2%*
%H (All HH)		*100.0%*	*63.8%*	*12.6%*	*68.0%*	*44.1%*	*24.0%*	*85.4%*
%H (TV HH)			*63.8%*	*12.6%*	*68.0%*	*44.1%*	*24.0%*	
DVDR	211	211	98	28	162	77	85	169
%V	*6.8%*	*7.1%*	*6.8%*	*9.0%*	*7.4%*	*8.0%*	*7.0%*	*7.4%*
%H (All HH)		*100.0%*	*46.4%*	*13.3%*	*76.8%*	*36.5%*	*40.3%*	*80.1%*
%H (TV HH)			*46.4%*	*13.3%*	*76.8%*	*36.5%*	*40.3%*	
VCR	115	115	48	16	92	40	52	75
%V	*3.7%*	*3.9%*	*3.4%*	*5.1%*	*4.2%*	*4.1%*	*4.3%*	*3.3%*
%H (All HH)		*100.0%*	*41.7%*	*13.9%*	*80.0%*	*34.8%*	*45.2%*	*65.2%*
%H (TV HH)			*41.7%*	*13.9%*	*80.0%*	*34.8%*	*45.2%*	
Any recorder	1953	1953	1200	241	1346	827	520	1639
%V	*62.9%*	*65.4%*	*83.8%*	*77.2%*	*61.6%*	*85.7%*	*42.7%*	*71.5%*
%H (All HH)		*100.0%*	*61.4%*	*12.3%*	*68.9%*	*42.3%*	*26.6%*	*83.9%*
%H (TV HH)			*61.4%*	*12.3%*	*68.9%*	*42.3%*	*26.6%*	
Receives HDTV (via STB or built-in reception)	1401	1401	805	250	963	607	356	1217
%V	*45.1%*	*46.9%*	*56.2%*	*80.1%*	*44.1%*	*62.9%*	*29.2%*	*53.1%*
%H (All HH)		*100.0%*	*57.5%*	*17.8%*	*68.7%*	*43.3%*	*25.4%*	*86.9%*
%H (TV HH)			*57.5%*	*17.8%*	*68.7%*	*43.3%*	*25.4%*	
DVD/Blu-ray player or recorder	2444	2444	1215	269	1816	855	961	1908
%V	*78.8%*	*81.8%*	*84.8%*	*86.2%*	*83.2%*	*88.6%*	*78.9%*	*83.2%*
%H (All HH)		*100.0%*	*49.7%*	*11.0%*	*74.3%*	*35.0%*	*39.3%*	*78.1%*
%H (TV HH)			*49.7%*	*11.0%*	*74.3%*	*35.0%*	*39.3%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Household level data

Table 18.10: 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	3103	2987	1432	312	2184	965	1218	2293
%H (All HH)		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*
%H (TV HH)			*47.9%*	*10.4%*	*73.1%*	*32.3%*	*40.8%*	
Has broadband internet	2293	2212	1180	269	1575	826	749	2293
%V	*73.9%*	*74.1%*	*82.4%*	*86.2%*	*72.1%*	*85.6%*	*61.5%*	*100.0%*
%H (All HH)		*96.5%*	*51.5%*	*11.7%*	*68.7%*	*36.0%*	*32.7%*	*100.0%*
%H (TV HH)			*53.3%*	*12.2%*	*71.2%*	*37.3%*	*33.9%*	
Number of computers (PCs and laptops)								
0	681	655	214	39	516	121	395	25
%V	*21.9%*	*21.9%*	*14.9%*	*12.5%*	*23.6%*	*12.5%*	*32.4%*	*1.1%*
%H (All HH)		*96.2%*	*31.4%*	*5.7%*	*75.8%*	*17.8%*	*58.0%*	*3.7%*
%H (TV HH)			*32.7%*	*6.0%*	*78.8%*	*18.5%*	*60.3%*	
1	1109	1065	527	99	757	328	429	990
%V	*35.7%*	*35.7%*	*36.8%*	*31.7%*	*34.7%*	*34.0%*	*35.2%*	*43.2%*
%H (All HH)		*96.0%*	*47.5%*	*8.9%*	*68.3%*	*29.6%*	*38.7%*	*89.3%*
%H (TV HH)			*49.5%*	*9.3%*	*71.1%*	*30.8%*	*40.3%*	
2	666	643	340	84	466	253	213	641
%V	*21.5%*	*21.5%*	*23.7%*	*26.9%*	*21.3%*	*26.2%*	*17.5%*	*28.0%*
%H (All HH)		*96.5%*	*51.1%*	*12.6%*	*70.0%*	*38.0%*	*32.0%*	*96.2%*
%H (TV HH)			*52.9%*	*13.1%*	*72.5%*	*39.3%*	*33.1%*	
3	336	326	185	41	230	131	99	330
%V	*10.8%*	*10.9%*	*12.9%*	*13.1%*	*10.5%*	*13.6%*	*8.1%*	*14.4%*
%H (All HH)		*97.0%*	*55.1%*	*12.2%*	*68.5%*	*39.0%*	*29.5%*	*98.2%*
%H (TV HH)			*56.7%*	*12.6%*	*70.6%*	*40.2%*	*30.4%*	
4	150	145	80	22	103	62	41	149
%V	*4.8%*	*4.9%*	*5.6%*	*7.1%*	*4.7%*	*6.4%*	*3.4%*	*6.5%*
%H (All HH)		*96.7%*	*53.3%*	*14.7%*	*68.7%*	*41.3%*	*27.3%*	*99.3%*
%H (TV HH)			*55.2%*	*15.2%*	*71.0%*	*42.8%*	*28.3%*	
5+	161	153	85	26	111	70	41	159
%V	*5.2%*	*5.1%*	*5.9%*	*8.3%*	*5.1%*	*7.3%*	*3.4%*	*6.9%*
%H (All HH)		*95.0%*	*52.8%*	*16.1%*	*68.9%*	*43.5%*	*25.5%*	*98.8%*
%H (TV HH)			*55.6%*	*17.0%*	*72.5%*	*45.8%*	*26.8%*	

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

October 2012 - September 2013

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6044	3197	687	4633	2487	2146	4826
%H		*52.9%*	*11.4%*	*76.7%*	*41.1%*	*35.5%*	*79.8%*
Under 20"	1023	496	100	887	458	429	813
%V	*16.9%*	*15.5%*	*14.6%*	*19.1%*	*18.4%*	*20.0%*	*16.8%*
%H		*48.5%*	*9.8%*	*86.7%*	*44.8%*	*41.9%*	*79.5%*
20" - 29"	1535	730	153	1255	600	655	1148
%V	*25.4%*	*22.8%*	*22.3%*	*27.1%*	*24.1%*	*30.5%*	*23.8%*
%H		*47.6%*	*10.0%*	*81.8%*	*39.1%*	*42.7%*	*74.8%*
30" - 39"	1780	911	213	1352	689	663	1387
%V	*29.5%*	*28.5%*	*31.0%*	*29.2%*	*27.7%*	*30.9%*	*28.7%*
%H		*51.2%*	*12.0%*	*76.0%*	*38.7%*	*37.2%*	*77.9%*
40" and over	1240	778	171	871	574	297	1083
%V	*20.5%*	*24.3%*	*24.9%*	*18.8%*	*23.1%*	*13.8%*	*22.4%*
%H		*62.7%*	*13.8%*	*70.2%*	*46.3%*	*24.0%*	*87.3%*
Don't know	57	34	4	46	28	19	44
%V	*0.9%*	*1.1%*	*0.6%*	*1.0%*	*1.1%*	*0.9%*	*0.9%*
%H		*59.6%*	*7.0%*	*80.7%*	*49.1%*	*33.3%*	*77.2%*
Not Asked	409	248	46	222	138	83	351
%V	*6.8%*	*7.8%*	*6.7%*	*4.8%*	*5.5%*	*3.9%*	*7.3%*
%H		*60.6%*	*11.2%*	*54.3%*	*33.7%*	*20.3%*	*85.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6044	3197	687	4633	2487	2146	4826
%H		*52.9%*	*11.4%*	*76.7%*	*41.1%*	*35.5%*	*79.8%*
Main living room	2938	1425	312	2167	963	1205	2183
%V	*48.6%*	*44.6%*	*45.4%*	*46.8%*	*38.7%*	*56.2%*	*45.2%*
%H		*48.5%*	*10.6%*	*73.8%*	*32.8%*	*41.0%*	*74.3%*
Kitchen	400	213	33	345	191	154	333
%V	*6.6%*	*6.7%*	*4.8%*	*7.4%*	*7.7%*	*7.2%*	*6.9%*
%H		*53.3%*	*8.3%*	*86.3%*	*47.8%*	*38.5%*	*83.3%*
Adult's bedroom	1387	780	175	1136	696	440	1147
%V	*22.9%*	*24.4%*	*25.5%*	*24.5%*	*28.0%*	*20.5%*	*23.8%*
%H		*56.2%*	*12.6%*	*81.9%*	*50.2%*	*31.7%*	*82.7%*
Child's bedroom	310	196	49	254	187	67	286
%V	*5.1%*	*6.1%*	*7.1%*	*5.5%*	*7.5%*	*3.1%*	*5.9%*
%H		*63.2%*	*15.8%*	*81.9%*	*60.3%*	*21.6%*	*92.3%*
Other bedroom	167	95	25	141	94	47	152
%V	*2.8%*	*3.0%*	*3.6%*	*3.0%*	*3.8%*	*2.2%*	*3.1%*
%H		*56.9%*	*15.0%*	*84.4%*	*56.3%*	*28.1%*	*91.0%*
Second living/dining room	297	157	31	254	143	111	247
%V	*4.9%*	*4.9%*	*4.5%*	*5.5%*	*5.7%*	*5.2%*	*5.1%*
%H		*52.9%*	*10.4%*	*85.5%*	*48.1%*	*37.4%*	*83.2%*
Study/office	42	24	5	33	21	13	41
%V	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*
%H		*57.1%*	*11.9%*	*78.6%*	*50.0%*	*31.0%*	*97.6%*
TV room	15	10	1	12	8	4	14
%V	*0.2%*	*0.3%*	*0.1%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	*93.3%*
Conservatory	53	32	6	47	32	15	46
%V	*0.9%*	*1.0%*	*0.9%*	*1.0%*	*1.3%*	*0.7%*	*1.0%*
%H		*60.4%*	*11.3%*	*88.7%*	*60.4%*	*28.3%*	*86.8%*
Attic or loft room	9	6	1	7	5	2	9
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*66.7%*	*11.1%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*
No specific location	4	1	0	4	2	3	4
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*25.0%*	*0.0%*	*100.0%*	*50.0%*	*75.0%*	*100.0%*
Other	14	8	2	11	7	4	12
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H		*57.1%*	*14.3%*	*78.6%*	*50.0%*	*28.6%*	*85.7%*
Not Asked	409	248	46	222	138	83	351
%V	*6.8%*	*7.8%*	*6.7%*	*4.8%*	*5.5%*	*3.9%*	*7.3%*
%H		*60.6%*	*11.2%*	*54.3%*	*33.7%*	*20.3%*	*85.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6044	3197	687	4633	2487	2146	4826
%H		*52.9%*	*11.4%*	*76.7%*	*41.1%*	*35.5%*	*79.8%*
PVR	2318	1534	304	1540	1045	494	2018
%V	*38.4%*	*48.0%*	*44.3%*	*33.2%*	*42.0%*	*23.0%*	*41.8%*
%H		*66.2%*	*13.1%*	*66.4%*	*45.1%*	*21.3%*	*87.1%*
DVDR	234	109	31	182	89	93	188
%V	*3.9%*	*3.4%*	*4.5%*	*3.9%*	*3.6%*	*4.3%*	*3.9%*
%H		*46.6%*	*13.2%*	*77.8%*	*38.0%*	*39.7%*	*80.3%*
VCR	121	52	17	96	44	53	80
%V	*2.0%*	*1.6%*	*2.5%*	*2.1%*	*1.8%*	*2.5%*	*1.7%*
%H		*43.0%*	*14.0%*	*79.3%*	*36.4%*	*43.8%*	*66.1%*
Any recorder	2491	1594	324	1686	1097	589	2138
%V	*41.2%*	*49.9%*	*47.2%*	*36.4%*	*44.1%*	*27.4%*	*44.3%*
%H		*64.0%*	*13.0%*	*67.7%*	*44.0%*	*23.6%*	*85.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6044	3197	687	4633	2487	2146	4826
%H		*52.9%*	*11.4%*	*76.7%*	*41.1%*	*35.5%*	*79.8%*
Receives HDTV (via STB or built-in reception)	1946	1097	376	1364	875	489	1720
%V	*32.2%*	*34.3%*	*54.7%*	*29.4%*	*35.2%*	*22.8%*	*35.6%*
%H		*56.4%*	*19.3%*	*70.1%*	*45.0%*	*25.1%*	*88.4%*
DVD/Blu-ray player or recorder	3606	1915	435	2781	1515	1266	2946
%V	*59.7%*	*59.9%*	*63.3%*	*60.0%*	*60.9%*	*59.0%*	*61.0%*
%H		*53.1%*	*12.1%*	*77.1%*	*42.0%*	*35.1%*	*81.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2985	1432	312	2183	965	1218	2211
%H		*48.0%*	*10.5%*	*73.1%*	*32.3%*	*40.8%*	*74.1%*
Under 20"	79	14	6	66	7	59	45
%V	*2.6%*	*1.0%*	*1.9%*	*3.0%*	*0.7%*	*4.8%*	*2.0%*
%H		*17.7%*	*7.6%*	*83.5%*	*8.9%*	*74.7%*	*57.0%*
20" - 29"	604	188	44	476	106	370	358
%V	*20.2%*	*13.1%*	*14.1%*	*21.8%*	*11.0%*	*30.4%*	*16.2%*
%H		*31.1%*	*7.3%*	*78.8%*	*17.5%*	*61.3%*	*59.3%*
30" - 39"	1228	575	123	917	387	530	891
%V	*41.1%*	*40.2%*	*39.4%*	*42.0%*	*40.1%*	*43.5%*	*40.3%*
%H		*46.8%*	*10.0%*	*74.7%*	*31.5%*	*43.2%*	*72.6%*
40" and over	1028	643	138	709	458	251	888
%V	*34.4%*	*44.9%*	*44.2%*	*32.5%*	*47.5%*	*20.6%*	*40.2%*
%H		*62.5%*	*13.4%*	*69.0%*	*44.6%*	*24.4%*	*86.4%*
Don't know	20	11	1	14	6	8	13
%V	*0.7%*	*0.8%*	*0.3%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*55.0%*	*5.0%*	*70.0%*	*30.0%*	*40.0%*	*65.0%*
Not Asked	26	1	0	1	1	0	16
%V	*0.9%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.7%*
%H		*3.8%*	*0.0%*	*3.8%*	*3.8%*	*0.0%*	*61.5%*

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
October 2012 - September 2013

ITV West Macro

Set level data

Table 18.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1432	312	2183	965	1218	2211
%H		*48.0%*	*10.5%*	*73.1%*	*32.3%*	*40.8%*	*74.1%*
PVR	1781	1148	223	1200	784	416	1524
%V	*59.7%*	*80.2%*	*71.5%*	*55.0%*	*81.2%*	*34.2%*	*68.9%*
%H		*64.5%*	*12.5%*	*67.4%*	*44.0%*	*23.4%*	*85.6%*
DVDR	183	82	24	138	61	77	144
%V	*6.1%*	*5.7%*	*7.7%*	*6.3%*	*6.3%*	*6.3%*	*6.5%*
%H		*44.8%*	*13.1%*	*75.4%*	*33.3%*	*42.1%*	*78.7%*
VCR	99	41	13	77	31	46	62
%V	*3.3%*	*2.9%*	*4.2%*	*3.5%*	*3.2%*	*3.8%*	*2.8%*
%H		*41.4%*	*13.1%*	*77.8%*	*31.3%*	*46.5%*	*62.6%*
Any recorder	1901	1178	235	1299	805	494	1598
%V	*63.7%*	*82.3%*	*75.3%*	*59.5%*	*83.4%*	*40.6%*	*72.3%*
%H		*62.0%*	*12.4%*	*68.3%*	*42.3%*	*26.0%*	*84.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1432	312	2183	965	1218	2211
%H		*48.0%*	*10.5%*	*73.1%*	*32.3%*	*40.8%*	*74.1%*
Receives HDTV (via STB or built-in reception)	1349	777	245	916	581	336	1174
%V	*45.2%*	*54.3%*	*78.5%*	*42.0%*	*60.2%*	*27.6%*	*53.1%*
%H		*57.6%*	*18.2%*	*67.9%*	*43.1%*	*24.9%*	*87.0%*
DVD/Blu-ray player or recorder	2323	1153	255	1717	802	915	1810
%V	*77.8%*	*80.5%*	*81.7%*	*78.7%*	*83.1%*	*75.1%*	*81.9%*
%H		*49.6%*	*11.0%*	*73.9%*	*34.5%*	*39.4%*	*77.9%*

Base: ITV West Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3058	1765	375	2450	1522	928	2615
%H		*57.7%*	*12.3%*	*80.1%*	*49.8%*	*30.3%*	*85.5%*
Under 20"	944	482	94	821	451	370	767
%V	*30.9%*	*27.3%*	*25.1%*	*33.5%*	*29.6%*	*39.9%*	*29.3%*
%H		*51.1%*	*10.0%*	*87.0%*	*47.8%*	*39.2%*	*81.3%*
20" - 29"	931	542	109	779	494	286	790
%V	*30.4%*	*30.7%*	*29.1%*	*31.8%*	*32.5%*	*30.8%*	*30.2%*
%H		*58.2%*	*11.7%*	*83.7%*	*53.1%*	*30.7%*	*84.9%*
30" - 39"	552	336	90	435	301	133	496
%V	*18.1%*	*19.0%*	*24.0%*	*17.8%*	*19.8%*	*14.3%*	*19.0%*
%H		*60.9%*	*16.3%*	*78.8%*	*54.5%*	*24.1%*	*89.9%*
40" and over	212	135	33	162	116	46	196
%V	*6.9%*	*7.6%*	*8.8%*	*6.6%*	*7.6%*	*5.0%*	*7.5%*
%H		*63.7%*	*15.6%*	*76.4%*	*54.7%*	*21.7%*	*92.5%*
Don't know	37	23	3	32	21	11	31
%V	*1.2%*	*1.3%*	*0.8%*	*1.3%*	*1.4%*	*1.2%*	*1.2%*
%H		*62.2%*	*8.1%*	*86.5%*	*56.8%*	*29.7%*	*83.8%*
Not Asked	382	247	46	221	139	82	335
%V	*12.5%*	*14.0%*	*12.3%*	*9.0%*	*9.1%*	*8.8%*	*12.8%*
%H		*64.7%*	*12.0%*	*57.9%*	*36.4%*	*21.5%*	*87.7%*

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

October 2012 - September 2013

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3058	1765	375	2450	1522	928	2615
%H		*57.7%*	*12.3%*	*80.1%*	*49.8%*	*30.3%*	*85.5%*
PVR	537	387	80	339	261	78	494
%V	*17.6%*	*21.9%*	*21.3%*	*13.8%*	*17.1%*	*8.4%*	*18.9%*
%H		*72.1%*	*14.9%*	*63.1%*	*48.6%*	*14.5%*	*92.0%*
DVDR	51	28	7	44	28	16	44
%V	*1.7%*	*1.6%*	*1.9%*	*1.8%*	*1.8%*	*1.7%*	*1.7%*
%H		*54.9%*	*13.7%*	*86.3%*	*54.9%*	*31.4%*	*86.3%*
VCR	22	12	5	19	12	7	18
%V	*0.7%*	*0.7%*	*1.3%*	*0.8%*	*0.8%*	*0.8%*	*0.7%*
%H		*54.5%*	*22.7%*	*86.4%*	*54.5%*	*31.8%*	*81.8%*
Any recorder	590	415	89	387	292	95	539
%V	*19.3%*	*23.5%*	*23.7%*	*15.8%*	*19.2%*	*10.2%*	*20.6%*
%H		*70.3%*	*15.1%*	*65.6%*	*49.5%*	*16.1%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: 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	3058	1765	375	2450	1522	928	2615
%H		*57.7%*	*12.3%*	*80.1%*	*49.8%*	*30.3%*	*85.5%*
Receives HDTV (via STB or built-in reception)	596	320	131	448	294	153	547
%V	*19.5%*	*18.1%*	*34.9%*	*18.3%*	*19.3%*	*16.5%*	*20.9%*
%H		*53.7%*	*22.0%*	*75.2%*	*49.3%*	*25.7%*	*91.8%*
DVD/Blu-ray player or recorder	1284	762	180	1064	713	351	1136
%V	*42.0%*	*43.2%*	*48.0%*	*43.4%*	*46.8%*	*37.8%*	*43.4%*
%H		*59.3%*	*14.0%*	*82.9%*	*55.5%*	*27.3%*	*88.5%*

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

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.21: Age 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 Inds	7109	6891	3599	779	4946	2490	2456	5823
%H		*96.9%*	*50.6%*	*11.0%*	*69.6%*	*35.0%*	*34.5%*	*81.9%*
Total Children	1298	1279	745	143	852	477	375	1148
%V	*18.3%*	*18.6%*	*20.7%*	*18.4%*	*17.2%*	*19.2%*	*15.3%*	*19.7%*
%H		*98.5%*	*57.4%*	*11.0%*	*65.6%*	*36.7%*	*28.9%*	*88.4%*
0 - 3	330	323	178	33	212	104	108	277
%V	*4.6%*	*4.7%*	*4.9%*	*4.2%*	*4.3%*	*4.2%*	*4.4%*	*4.8%*
%H		*97.9%*	*53.9%*	*10.0%*	*64.2%*	*31.5%*	*32.7%*	*83.9%*
4 - 15	968	955	567	110	640	373	267	870
%V	*13.6%*	*13.9%*	*15.8%*	*14.1%*	*12.9%*	*15.0%*	*10.9%*	*14.9%*
%H		*98.7%*	*58.6%*	*11.4%*	*66.1%*	*38.5%*	*27.6%*	*89.9%*
4 - 9	499	492	288	49	322	175	147	441
%V	*7.0%*	*7.1%*	*8.0%*	*6.3%*	*6.5%*	*7.0%*	*6.0%*	*7.6%*
%H		*98.6%*	*57.7%*	*9.8%*	*64.5%*	*35.1%*	*29.5%*	*88.4%*
10 - 15	469	463	279	62	318	198	120	429
%V	*6.6%*	*6.7%*	*7.8%*	*8.0%*	*6.4%*	*8.0%*	*4.9%*	*7.4%*
%H		*98.7%*	*59.5%*	*13.2%*	*67.8%*	*42.2%*	*25.6%*	*91.5%*

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

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.22: Adults - 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 Inds	7109	6891	3599	779	4946	2490	2456	5823
%H		*96.9%*	*50.6%*	*11.0%*	*69.6%*	*35.0%*	*34.5%*	*81.9%*
Total Adults (16+)	5811	5613	2854	636	4094	2013	2081	4675
%V	*81.7%*	*81.5%*	*79.3%*	*81.6%*	*82.8%*	*80.8%*	*84.7%*	*80.3%*
%H		*96.6%*	*49.1%*	*10.9%*	*70.5%*	*34.6%*	*35.8%*	*80.5%*
16 - 19	327	318	186	45	223	138	86	307
%V	*4.6%*	*4.6%*	*5.2%*	*5.8%*	*4.5%*	*5.5%*	*3.5%*	*5.3%*
%H		*97.2%*	*56.9%*	*13.8%*	*68.2%*	*42.2%*	*26.3%*	*93.9%*
20 - 24	465	417	194	61	286	144	142	399
%V	*6.5%*	*6.1%*	*5.4%*	*7.8%*	*5.8%*	*5.8%*	*5.8%*	*6.9%*
%H		*89.7%*	*41.7%*	*13.1%*	*61.5%*	*31.0%*	*30.5%*	*85.8%*
25 - 34	861	822	446	113	547	297	250	750
%V	*12.1%*	*11.9%*	*12.4%*	*14.5%*	*11.1%*	*11.9%*	*10.2%*	*12.9%*
%H		*95.5%*	*51.8%*	*13.1%*	*63.5%*	*34.5%*	*29.0%*	*87.1%*
35 - 44	880	847	481	109	577	327	250	786
%V	*12.4%*	*12.3%*	*13.4%*	*14.0%*	*11.7%*	*13.1%*	*10.2%*	*13.5%*
%H		*96.3%*	*54.7%*	*12.4%*	*65.6%*	*37.2%*	*28.4%*	*89.3%*
45 - 54	1004	982	547	125	714	403	311	906
%V	*14.1%*	*14.3%*	*15.2%*	*16.0%*	*14.4%*	*16.2%*	*12.7%*	*15.6%*
%H		*97.8%*	*54.5%*	*12.5%*	*71.1%*	*40.1%*	*31.0%*	*90.2%*
55 - 64	889	869	436	90	653	310	342	737
%V	*12.5%*	*12.6%*	*12.1%*	*11.6%*	*13.2%*	*12.4%*	*13.9%*	*12.7%*
%H		*97.8%*	*49.0%*	*10.1%*	*73.5%*	*34.9%*	*38.5%*	*82.9%*
65+	1383	1357	563	94	1095	395	700	790
%V	*19.5%*	*19.7%*	*15.6%*	*12.1%*	*22.1%*	*15.9%*	*28.5%*	*13.6%*
%H		*98.1%*	*40.7%*	*6.8%*	*79.2%*	*28.6%*	*50.6%*	*57.1%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5811	5613	2854	636	4094	2013	2081	4675
%H		*96.6%*	*49.1%*	*10.9%*	*70.5%*	*34.6%*	*35.8%*	*80.5%*
AB	1529	1484	739	166	1099	521	577	1411
%V	*26.3%*	*26.4%*	*25.9%*	*26.1%*	*26.8%*	*25.9%*	*27.7%*	*30.2%*
%H		*97.1%*	*48.3%*	*10.9%*	*71.9%*	*34.1%*	*37.7%*	*92.3%*
C1	1631	1545	729	208	1141	560	581	1396
%V	*28.1%*	*27.5%*	*25.5%*	*32.7%*	*27.9%*	*27.8%*	*27.9%*	*29.9%*
%H		*94.7%*	*44.7%*	*12.8%*	*70.0%*	*34.3%*	*35.6%*	*85.6%*
C2	1353	1323	735	150	980	542	438	1101
%V	*23.3%*	*23.6%*	*25.8%*	*23.6%*	*23.9%*	*26.9%*	*21.0%*	*23.6%*
%H		*97.8%*	*54.3%*	*11.1%*	*72.4%*	*40.1%*	*32.4%*	*81.4%*
D	835	817	452	71	566	275	291	570
%V	*14.4%*	*14.6%*	*15.8%*	*11.2%*	*13.8%*	*13.7%*	*14.0%*	*12.2%*
%H		*97.8%*	*54.1%*	*8.5%*	*67.8%*	*32.9%*	*34.9%*	*68.3%*
E	462	443	200	40	309	115	194	197
%V	*8.0%*	*7.9%*	*7.0%*	*6.3%*	*7.5%*	*5.7%*	*9.3%*	*4.2%*
%H		*95.9%*	*43.3%*	*8.7%*	*66.9%*	*24.9%*	*42.0%*	*42.6%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5811	5613	2854	636	4094	2013	2081	4675
%H		*96.6%*	*49.1%*	*10.9%*	*70.5%*	*34.6%*	*35.8%*	*80.5%*
Working full time	2502	2431	1335	319	1743	975	768	2272
%V	*43.1%*	*43.3%*	*46.8%*	*50.2%*	*42.6%*	*48.4%*	*36.9%*	*48.6%*
%H		*97.2%*	*53.4%*	*12.7%*	*69.7%*	*39.0%*	*30.7%*	*90.8%*
Working part time	687	670	352	86	470	239	231	613
%V	*11.8%*	*11.9%*	*12.3%*	*13.5%*	*11.5%*	*11.9%*	*11.1%*	*13.1%*
%H		*97.5%*	*51.2%*	*12.5%*	*68.4%*	*34.8%*	*33.6%*	*89.2%*
Not working	2622	2512	1167	231	1881	799	1082	1790
%V	*45.1%*	*44.8%*	*40.9%*	*36.3%*	*45.9%*	*39.7%*	*52.0%*	*38.3%*
%H		*95.8%*	*44.5%*	*8.8%*	*71.7%*	*30.5%*	*41.3%*	*68.3%*
Housewife/Houseperson	3103	2987	1432	312	2184	965	1218	2293
%V	*53.4%*	*53.2%*	*50.2%*	*49.1%*	*53.3%*	*47.9%*	*58.5%*	*49.0%*
%H		*96.3%*	*46.1%*	*10.1%*	*70.4%*	*31.1%*	*39.3%*	*73.9%*

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

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.25: Males - 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 Males (16+)	2841	2731	1419	326	1976	1011	965	2328
%H		*96.1%*	*49.9%*	*11.5%*	*69.6%*	*35.6%*	*34.0%*	*81.9%*
16 - 19	168	165	100	28	114	77	37	159
%V	*5.9%*	*6.0%*	*7.0%*	*8.6%*	*5.8%*	*7.6%*	*3.8%*	*6.8%*
%H		*98.2%*	*59.5%*	*16.7%*	*67.9%*	*45.8%*	*22.0%*	*94.6%*
20 - 24	236	213	97	32	147	73	74	207
%V	*8.3%*	*7.8%*	*6.8%*	*9.8%*	*7.4%*	*7.2%*	*7.7%*	*8.9%*
%H		*90.3%*	*41.1%*	*13.6%*	*62.3%*	*30.9%*	*31.4%*	*87.7%*
25 - 34	433	412	218	65	274	152	122	380
%V	*15.2%*	*15.1%*	*15.4%*	*19.9%*	*13.9%*	*15.0%*	*12.6%*	*16.3%*
%H		*95.2%*	*50.3%*	*15.0%*	*63.3%*	*35.1%*	*28.2%*	*87.8%*
35 - 44	441	422	234	55	288	159	129	385
%V	*15.5%*	*15.5%*	*16.5%*	*16.9%*	*14.6%*	*15.7%*	*13.4%*	*16.5%*
%H		*95.7%*	*53.1%*	*12.5%*	*65.3%*	*36.1%*	*29.3%*	*87.3%*
45 - 54	493	478	275	61	342	199	142	442
%V	*17.4%*	*17.5%*	*19.4%*	*18.7%*	*17.3%*	*19.7%*	*14.7%*	*19.0%*
%H		*97.0%*	*55.8%*	*12.4%*	*69.4%*	*40.4%*	*28.8%*	*89.7%*
55 - 64	433	419	212	44	315	152	163	357
%V	*15.2%*	*15.3%*	*14.9%*	*13.5%*	*15.9%*	*15.0%*	*16.9%*	*15.3%*
%H		*96.8%*	*49.0%*	*10.2%*	*72.7%*	*35.1%*	*37.6%*	*82.4%*
65+	637	623	283	41	496	198	298	399
%V	*22.4%*	*22.8%*	*19.9%*	*12.6%*	*25.1%*	*19.6%*	*30.9%*	*17.1%*
%H		*97.8%*	*44.4%*	*6.4%*	*77.9%*	*31.1%*	*46.8%*	*62.6%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2841	2731	1419	326	1976	1011	965	2328
%H		*96.1%*	*49.9%*	*11.5%*	*69.6%*	*35.6%*	*34.0%*	*81.9%*
AB	775	750	375	91	551	268	282	717
%V	*27.3%*	*27.5%*	*26.4%*	*27.9%*	*27.9%*	*26.5%*	*29.2%*	*30.8%*
%H		*96.8%*	*48.4%*	*11.7%*	*71.1%*	*34.6%*	*36.4%*	*92.5%*
C1	762	716	349	100	528	275	253	667
%V	*26.8%*	*26.2%*	*24.6%*	*30.7%*	*26.7%*	*27.2%*	*26.2%*	*28.7%*
%H		*94.0%*	*45.8%*	*13.1%*	*69.3%*	*36.1%*	*33.2%*	*87.5%*
C2	713	694	384	80	514	283	230	575
%V	*25.1%*	*25.4%*	*27.1%*	*24.5%*	*26.0%*	*28.0%*	*23.8%*	*24.7%*
%H		*97.3%*	*53.9%*	*11.2%*	*72.1%*	*39.7%*	*32.3%*	*80.6%*
D	399	390	222	36	263	132	131	283
%V	*14.0%*	*14.3%*	*15.6%*	*11.0%*	*13.3%*	*13.1%*	*13.6%*	*12.2%*
%H		*97.7%*	*55.6%*	*9.0%*	*65.9%*	*33.1%*	*32.8%*	*70.9%*
E	191	181	88	18	120	52	68	86
%V	*6.7%*	*6.6%*	*6.2%*	*5.5%*	*6.1%*	*5.1%*	*7.0%*	*3.7%*
%H		*94.8%*	*46.1%*	*9.4%*	*62.8%*	*27.2%*	*35.6%*	*45.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2841	2731	1419	326	1976	1011	965	2328
%H		*96.1%*	*49.9%*	*11.5%*	*69.6%*	*35.6%*	*34.0%*	*81.9%*
Working full time	1551	1507	832	205	1072	609	464	1405
%V	*54.6%*	*55.2%*	*58.6%*	*62.9%*	*54.3%*	*60.2%*	*48.1%*	*60.4%*
%H		*97.2%*	*53.6%*	*13.2%*	*69.1%*	*39.3%*	*29.9%*	*90.6%*
Working part time	146	140	66	14	99	41	58	127
%V	*5.1%*	*5.1%*	*4.7%*	*4.3%*	*5.0%*	*4.1%*	*6.0%*	*5.5%*
%H		*95.9%*	*45.2%*	*9.6%*	*67.8%*	*28.1%*	*39.7%*	*87.0%*
Not working	1144	1085	520	106	804	361	443	797
%V	*40.3%*	*39.7%*	*36.6%*	*32.5%*	*40.7%*	*35.7%*	*45.9%*	*34.2%*
%H		*94.8%*	*45.5%*	*9.3%*	*70.3%*	*31.6%*	*38.7%*	*69.7%*
Housewife/Houseperson	664	611	263	68	430	163	267	422
%V	*23.4%*	*22.4%*	*18.5%*	*20.9%*	*21.8%*	*16.1%*	*27.7%*	*18.1%*
%H		*92.0%*	*39.6%*	*10.2%*	*64.8%*	*24.5%*	*40.2%*	*63.6%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.28: Females - 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 Females (16+)	2970	2881	1436	311	2118	1002	1116	2347
%H		*97.0%*	*48.4%*	*10.5%*	*71.3%*	*33.7%*	*37.6%*	*79.0%*
16 - 19	159	154	86	17	109	60	49	148
%V	*5.4%*	*5.3%*	*6.0%*	*5.5%*	*5.1%*	*6.0%*	*4.4%*	*6.3%*
%H		*96.9%*	*54.1%*	*10.7%*	*68.6%*	*37.7%*	*30.8%*	*93.1%*
20 - 24	229	204	97	29	139	71	68	193
%V	*7.7%*	*7.1%*	*6.8%*	*9.3%*	*6.6%*	*7.1%*	*6.1%*	*8.2%*
%H		*89.1%*	*42.4%*	*12.7%*	*60.7%*	*31.0%*	*29.7%*	*84.3%*
25 - 34	428	411	228	48	273	145	129	371
%V	*14.4%*	*14.3%*	*15.9%*	*15.4%*	*12.9%*	*14.5%*	*11.6%*	*15.8%*
%H		*96.0%*	*53.3%*	*11.2%*	*63.8%*	*33.9%*	*30.1%*	*86.7%*
35 - 44	440	425	247	54	288	167	121	401
%V	*14.8%*	*14.8%*	*17.2%*	*17.4%*	*13.6%*	*16.7%*	*10.8%*	*17.1%*
%H		*96.6%*	*56.1%*	*12.3%*	*65.5%*	*38.0%*	*27.5%*	*91.1%*
45 - 54	512	504	272	64	372	203	169	464
%V	*17.2%*	*17.5%*	*18.9%*	*20.6%*	*17.6%*	*20.3%*	*15.1%*	*19.8%*
%H		*98.4%*	*53.1%*	*12.5%*	*72.7%*	*39.6%*	*33.0%*	*90.6%*
55 - 64	456	449	225	46	338	159	179	379
%V	*15.4%*	*15.6%*	*15.7%*	*14.8%*	*16.0%*	*15.9%*	*16.0%*	*16.1%*
%H		*98.5%*	*49.3%*	*10.1%*	*74.1%*	*34.9%*	*39.3%*	*83.1%*
65+	746	735	280	53	599	197	402	391
%V	*25.1%*	*25.5%*	*19.5%*	*17.0%*	*28.3%*	*19.7%*	*36.0%*	*16.7%*
%H		*98.5%*	*37.5%*	*7.1%*	*80.3%*	*26.4%*	*53.9%*	*52.4%*

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

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2970	2881	1436	311	2118	1002	1116	2347
%H		*97.0%*	*48.4%*	*10.5%*	*71.3%*	*33.7%*	*37.6%*	*79.0%*
AB	754	734	363	75	548	253	295	694
%V	*25.4%*	*25.5%*	*25.3%*	*24.1%*	*25.9%*	*25.2%*	*26.4%*	*29.6%*
%H		*97.3%*	*48.1%*	*9.9%*	*72.7%*	*33.6%*	*39.1%*	*92.0%*
C1	869	830	380	108	613	285	328	728
%V	*29.3%*	*28.8%*	*26.5%*	*34.7%*	*28.9%*	*28.4%*	*29.4%*	*31.0%*
%H		*95.5%*	*43.7%*	*12.4%*	*70.5%*	*32.8%*	*37.7%*	*83.8%*
C2	640	629	351	70	466	259	207	526
%V	*21.5%*	*21.8%*	*24.4%*	*22.5%*	*22.0%*	*25.8%*	*18.5%*	*22.4%*
%H		*98.3%*	*54.8%*	*10.9%*	*72.8%*	*40.5%*	*32.3%*	*82.2%*
D	436	427	230	36	303	143	160	287
%V	*14.7%*	*14.8%*	*16.0%*	*11.6%*	*14.3%*	*14.3%*	*14.3%*	*12.2%*
%H		*97.9%*	*52.8%*	*8.3%*	*69.5%*	*32.8%*	*36.7%*	*65.8%*
E	271	262	112	21	189	63	126	111
%V	*9.1%*	*9.1%*	*7.8%*	*6.8%*	*8.9%*	*6.3%*	*11.3%*	*4.7%*
%H		*96.7%*	*41.3%*	*7.7%*	*69.7%*	*23.2%*	*46.5%*	*41.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2970	2881	1436	311	2118	1002	1116	2347
%H		*97.0%*	*48.4%*	*10.5%*	*71.3%*	*33.7%*	*37.6%*	*79.0%*
Working full time	951	924	503	114	671	367	304	867
%V	*32.0%*	*32.1%*	*35.0%*	*36.7%*	*31.7%*	*36.6%*	*27.2%*	*36.9%*
%H		*97.2%*	*52.9%*	*12.0%*	*70.6%*	*38.6%*	*32.0%*	*91.2%*
Working part time	541	531	286	71	371	198	173	487
%V	*18.2%*	*18.4%*	*19.9%*	*22.8%*	*17.5%*	*19.8%*	*15.5%*	*20.7%*
%H		*98.2%*	*52.9%*	*13.1%*	*68.6%*	*36.6%*	*32.0%*	*90.0%*
Not working	1478	1427	647	125	1077	438	639	993
%V	*49.8%*	*49.5%*	*45.1%*	*40.2%*	*50.8%*	*43.7%*	*57.3%*	*42.3%*
%H		*96.5%*	*43.8%*	*8.5%*	*72.9%*	*29.6%*	*43.2%*	*67.2%*
Housewife/Houseperson	2438	2376	1169	244	1753	802	951	1871
%V	*82.1%*	*82.5%*	*81.4%*	*78.5%*	*82.8%*	*80.0%*	*85.2%*	*79.7%*
%H		*97.5%*	*47.9%*	*10.0%*	*71.9%*	*32.9%*	*39.0%*	*76.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

Contents Page

Household

Table 19.1: Social Grade 508
Table 19.2: Housewife Age 509
Table 19.3: Size of Household 510
Table 19.4: Presence of Children 511
Table 19.5: Number of TV sets in household 512
Table 19.6: Screen size 513
Table 19.7: Location of ANY set in household 514
Table 19.8: Recorders 515
Table 19.9: Recorders and other equipment 516
Table 19.10: Computers and Internet 517

Sets

Table 19.11: Screen Size 518
Table 19.12: Location of set 519
Table 19.13: Recorders 520
Table 19.14: Other TV equipment 520
Table 19.15: Main Set Screen Size 521
Table 19.16: Main Set Recorders 522
Table 19.17: Main Set - Other TV equipment 522
Table 19.18: Other Sets (non-Main Set) Screen Size 523
Table 19.19: Other Set (non-Main Set) Recorders 524
Table 19.20: Other Set (non-Main Set) - Other TV equipment 524

Individuals

Table 19.21: Age of Children 525
Table 19.22: Adults - Age 526
Table 19.23: Social Grade (Adults 16+) 527
Table 19.24: Working Status (Adults 16+) 528
Table 19.25: Males - Age 529
Table 19.26: Social Grade (Males 16+) 530
Table 19.27: Working Status (Males 16+) 531
Table 19.28: Females - Age 532
Table 19.29: Social Grade (Females 16+) 533
Table 19.30: Working Status (Females 16+) 534

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
AB	1719	1670	760	230	1267	585	682	1543
%V	*24.4%*	*24.5%*	*25.8%*	*22.3%*	*24.6%*	*25.0%*	*24.3%*	*29.8%*
%H (All HH)		*97.1%*	*44.2%*	*13.4%*	*73.7%*	*34.0%*	*39.7%*	*89.8%*
%H (TV HH)			*45.5%*	*13.8%*	*75.9%*	*35.0%*	*40.8%*	
C1	1876	1811	766	295	1365	624	741	1528
%V	*26.7%*	*26.6%*	*26.0%*	*28.6%*	*26.5%*	*26.7%*	*26.4%*	*29.5%*
%H (All HH)		*96.5%*	*40.8%*	*15.7%*	*72.8%*	*33.3%*	*39.5%*	*81.4%*
%H (TV HH)			*42.3%*	*16.3%*	*75.4%*	*34.5%*	*40.9%*	
C2	1527	1494	699	249	1148	600	549	1153
%V	*21.7%*	*22.0%*	*23.7%*	*24.1%*	*22.3%*	*25.7%*	*19.5%*	*22.3%*
%H (All HH)		*97.8%*	*45.8%*	*16.3%*	*75.2%*	*39.3%*	*36.0%*	*75.5%*
%H (TV HH)			*46.8%*	*16.7%*	*76.8%*	*40.2%*	*36.7%*	
D	1071	1036	459	159	765	345	420	649
%V	*15.2%*	*15.2%*	*15.6%*	*15.4%*	*14.9%*	*14.8%*	*14.9%*	*12.5%*
%H (All HH)		*96.7%*	*42.9%*	*14.8%*	*71.4%*	*32.2%*	*39.2%*	*60.6%*
%H (TV HH)			*44.3%*	*15.3%*	*73.8%*	*33.3%*	*40.5%*	
E	844	796	266	102	603	183	420	303
%V	*12.0%*	*11.7%*	*9.0%*	*9.9%*	*11.7%*	*7.8%*	*14.9%*	*5.9%*
%H (All HH)		*94.3%*	*31.5%*	*12.1%*	*71.4%*	*21.7%*	*49.8%*	*35.9%*
%H (TV HH)			*33.4%*	*12.8%*	*75.8%*	*23.0%*	*52.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.2: 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Under 25	313	279	105	39	191	71	120	220
%V	*4.4%*	*4.1%*	*3.6%*	*3.8%*	*3.7%*	*3.0%*	*4.3%*	*4.2%*
%H (All HH)		*89.1%*	*33.5%*	*12.5%*	*61.0%*	*22.7%*	*38.3%*	*70.3%*
%H (TV HH)			*37.6%*	*14.0%*	*68.5%*	*25.4%*	*43.0%*	
25 - 34	1024	974	482	181	654	354	300	861
%V	*14.6%*	*14.3%*	*16.3%*	*17.5%*	*12.7%*	*15.2%*	*10.7%*	*16.6%*
%H (All HH)		*95.1%*	*47.1%*	*17.7%*	*63.9%*	*34.6%*	*29.3%*	*84.1%*
%H (TV HH)			*49.5%*	*18.6%*	*67.1%*	*36.3%*	*30.8%*	
35 - 44	1189	1147	593	225	792	462	330	1054
%V	*16.9%*	*16.9%*	*20.1%*	*21.8%*	*15.4%*	*19.8%*	*11.7%*	*20.4%*
%H (All HH)		*96.5%*	*49.9%*	*18.9%*	*66.6%*	*38.9%*	*27.8%*	*88.6%*
%H (TV HH)			*51.7%*	*19.6%*	*69.0%*	*40.3%*	*28.8%*	
45 - 54	1365	1330	639	237	1010	552	458	1190
%V	*19.4%*	*19.5%*	*21.7%*	*22.9%*	*19.6%*	*23.6%*	*16.3%*	*23.0%*
%H (All HH)		*97.4%*	*46.8%*	*17.4%*	*74.0%*	*40.4%*	*33.6%*	*87.2%*
%H (TV HH)			*48.0%*	*17.8%*	*75.9%*	*41.5%*	*34.4%*	
55 - 64	1176	1144	499	171	896	419	477	931
%V	*16.7%*	*16.8%*	*16.9%*	*16.6%*	*17.4%*	*17.9%*	*17.0%*	*18.0%*
%H (All HH)		*97.3%*	*42.4%*	*14.5%*	*76.2%*	*35.6%*	*40.6%*	*79.2%*
%H (TV HH)			*43.6%*	*14.9%*	*78.3%*	*36.6%*	*41.7%*	
65 +	1971	1932	632	179	1605	479	1126	921
%V	*28.0%*	*28.4%*	*21.4%*	*17.3%*	*31.2%*	*20.5%*	*40.1%*	*17.8%*
%H (All HH)		*98.0%*	*32.1%*	*9.1%*	*81.4%*	*24.3%*	*57.1%*	*46.7%*
%H (TV HH)			*32.7%*	*9.3%*	*83.1%*	*24.8%*	*58.3%*	

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

October 2012 - September 2013

ITV MidWest

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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
1	2139	2020	600	228	1593	420	1173	1036
%V	*30.4%*	*29.7%*	*20.3%*	*22.1%*	*30.9%*	*18.0%*	*41.7%*	*20.0%*
%H (All HH)		*94.4%*	*28.1%*	*10.7%*	*74.5%*	*19.6%*	*54.8%*	*48.4%*
%H (TV HH)			*29.7%*	*11.3%*	*78.9%*	*20.8%*	*58.1%*	
2	2403	2347	1028	343	1801	827	973	1893
%V	*34.1%*	*34.5%*	*34.9%*	*33.2%*	*35.0%*	*35.4%*	*34.6%*	*36.6%*
%H (All HH)		*97.7%*	*42.8%*	*14.3%*	*74.9%*	*34.4%*	*40.5%*	*78.8%*
%H (TV HH)			*43.8%*	*14.6%*	*76.7%*	*35.2%*	*41.5%*	
3	1130	1109	581	201	817	488	329	986
%V	*16.1%*	*16.3%*	*19.7%*	*19.5%*	*15.9%*	*20.9%*	*11.7%*	*19.0%*
%H (All HH)		*98.1%*	*51.4%*	*17.8%*	*72.3%*	*43.2%*	*29.1%*	*87.3%*
%H (TV HH)			*52.4%*	*18.1%*	*73.7%*	*44.0%*	*29.7%*	
4	911	890	492	173	635	401	235	844
%V	*12.9%*	*13.1%*	*16.7%*	*16.7%*	*12.3%*	*17.2%*	*8.4%*	*16.3%*
%H (All HH)		*97.7%*	*54.0%*	*19.0%*	*69.7%*	*44.0%*	*25.8%*	*92.6%*
%H (TV HH)			*55.3%*	*19.4%*	*71.3%*	*45.1%*	*26.4%*	
5+	454	440	248	88	302	201	101	417
%V	*6.5%*	*6.5%*	*8.4%*	*8.5%*	*5.9%*	*8.6%*	*3.6%*	*8.1%*
%H (All HH)		*96.9%*	*54.6%*	*19.4%*	*66.5%*	*44.3%*	*22.2%*	*91.9%*
%H (TV HH)			*56.4%*	*20.0%*	*68.6%*	*45.7%*	*23.0%*	
Average HH size	2.34	2.35	2.61	2.61	2.30	2.67	1.99	2.59

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Without	5241	5041	1997	701	3918	1593	2325	3597
%V	*74.5%*	*74.1%*	*67.7%*	*67.9%*	*76.1%*	*68.2%*	*82.7%*	*69.5%*
%H (All HH)		*96.2%*	*38.1%*	*13.4%*	*74.8%*	*30.4%*	*44.4%*	*68.6%*
%H (TV HH)			*39.6%*	*13.9%*	*77.7%*	*31.6%*	*46.1%*	
With	1796	1766	952	332	1229	743	486	1580
%V	*25.5%*	*25.9%*	*32.3%*	*32.1%*	*23.9%*	*31.8%*	*17.3%*	*30.5%*
%H (All HH)		*98.3%*	*53.0%*	*18.5%*	*68.4%*	*41.4%*	*27.1%*	*88.0%*
%H (TV HH)			*53.9%*	*18.8%*	*69.6%*	*42.1%*	*27.5%*	
0 - 3	696	679	368	117	453	263	190	577
%V	*9.9%*	*10.0%*	*12.5%*	*11.3%*	*8.8%*	*11.3%*	*6.8%*	*11.1%*
%H (All HH)		*97.6%*	*52.9%*	*16.8%*	*65.1%*	*37.8%*	*27.3%*	*82.9%*
%H (TV HH)			*54.2%*	*17.2%*	*66.7%*	*38.7%*	*28.0%*	
4 - 9	896	881	471	166	610	365	245	787
%V	*12.7%*	*12.9%*	*16.0%*	*16.1%*	*11.8%*	*15.6%*	*8.7%*	*15.2%*
%H (All HH)		*98.3%*	*52.6%*	*18.5%*	*68.1%*	*40.7%*	*27.3%*	*87.8%*
%H (TV HH)			*53.5%*	*18.8%*	*69.2%*	*41.4%*	*27.8%*	
10 - 15	841	830	456	171	585	377	208	777
%V	*12.0%*	*12.2%*	*15.5%*	*16.6%*	*11.4%*	*16.1%*	*7.4%*	*15.0%*
%H (All HH)		*98.7%*	*54.2%*	*20.3%*	*69.6%*	*44.8%*	*24.7%*	*92.4%*
%H (TV HH)			*54.9%*	*20.6%*	*70.5%*	*45.4%*	*25.1%*	

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

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.5: 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
1	2693	2693	897	355	1835	438	1397	1672
%V	*38.3%*	*39.6%*	*30.4%*	*34.4%*	*35.6%*	*18.8%*	*49.7%*	*32.3%*
%H (All HH)		*100.0%*	*33.3%*	*13.2%*	*68.1%*	*16.3%*	*51.9%*	*62.1%*
%H (TV HH)			*33.3%*	*13.2%*	*68.1%*	*16.3%*	*51.9%*	
2	2368	2368	1088	358	1846	917	929	1797
%V	*33.7%*	*34.8%*	*36.9%*	*34.7%*	*35.9%*	*39.3%*	*33.0%*	*34.7%*
%H (All HH)		*100.0%*	*45.9%*	*15.1%*	*78.0%*	*38.7%*	*39.2%*	*75.9%*
%H (TV HH)			*45.9%*	*15.1%*	*78.0%*	*38.7%*	*39.2%*	
3	1083	1083	579	185	903	572	331	941
%V	*15.4%*	*15.9%*	*19.6%*	*17.9%*	*17.5%*	*24.5%*	*11.8%*	*18.2%*
%H (All HH)		*100.0%*	*53.5%*	*17.1%*	*83.4%*	*52.8%*	*30.6%*	*86.9%*
%H (TV HH)			*53.5%*	*17.1%*	*83.4%*	*52.8%*	*30.6%*	
4	436	436	247	90	371	265	105	404
%V	*6.2%*	*6.4%*	*8.4%*	*8.7%*	*7.2%*	*11.3%*	*3.7%*	*7.8%*
%H (All HH)		*100.0%*	*56.7%*	*20.6%*	*85.1%*	*60.8%*	*24.1%*	*92.7%*
%H (TV HH)			*56.7%*	*20.6%*	*85.1%*	*60.8%*	*24.1%*	
5+	226	226	138	45	193	144	49	219
%V	*3.2%*	*3.3%*	*4.7%*	*4.4%*	*3.7%*	*6.2%*	*1.7%*	*4.2%*
%H (All HH)		*100.0%*	*61.1%*	*19.9%*	*85.4%*	*63.7%*	*21.7%*	*96.9%*
%H (TV HH)			*61.1%*	*19.9%*	*85.4%*	*63.7%*	*21.7%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.6: 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Under 20"	1733	1733	758	245	1529	786	743	1349
%V	*24.6%*	*25.5%*	*25.7%*	*23.7%*	*29.7%*	*33.6%*	*26.4%*	*26.1%*
%H (All HH)		*100.0%*	*43.7%*	*14.1%*	*88.2%*	*45.4%*	*42.9%*	*77.8%*
%H (TV HH)			*43.7%*	*14.1%*	*88.2%*	*45.4%*	*42.9%*	
20" - 29"	2760	2760	1132	385	2267	1006	1262	2012
%V	*39.2%*	*40.6%*	*38.4%*	*37.3%*	*44.0%*	*43.1%*	*44.9%*	*38.9%*
%H (All HH)		*100.0%*	*41.0%*	*13.9%*	*82.1%*	*36.4%*	*45.7%*	*72.9%*
%H (TV HH)			*41.0%*	*13.9%*	*82.1%*	*36.4%*	*45.7%*	
30" - 39"	3534	3534	1584	574	2759	1356	1403	2681
%V	*50.2%*	*51.9%*	*53.7%*	*55.6%*	*53.6%*	*58.0%*	*49.9%*	*51.8%*
%H (All HH)		*100.0%*	*44.8%*	*16.2%*	*78.1%*	*38.4%*	*39.7%*	*75.9%*
%H (TV HH)			*44.8%*	*16.2%*	*78.1%*	*38.4%*	*39.7%*	
40" and over	2564	2564	1463	481	1829	1187	642	2204
%V	*36.4%*	*37.7%*	*49.6%*	*46.6%*	*35.5%*	*50.8%*	*22.8%*	*42.6%*
%H (All HH)		*100.0%*	*57.1%*	*18.8%*	*71.3%*	*46.3%*	*25.0%*	*86.0%*
%H (TV HH)			*57.1%*	*18.8%*	*71.3%*	*46.3%*	*25.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.7: 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Main living room	6681	6681	2927	1026	5087	2322	2765	4948
%V	*94.9%*	*98.2%*	*99.3%*	*99.3%*	*98.8%*	*99.4%*	*98.4%*	*95.6%*
%H (All HH)		*100.0%*	*43.8%*	*15.4%*	*76.1%*	*34.8%*	*41.4%*	*74.1%*
%H (TV HH)			*43.8%*	*15.4%*	*76.1%*	*34.8%*	*41.4%*	
Kitchen	865	865	426	109	759	423	336	719
%V	*12.3%*	*12.7%*	*14.4%*	*10.6%*	*14.7%*	*18.1%*	*12.0%*	*13.9%*
%H (All HH)		*100.0%*	*49.2%*	*12.6%*	*87.7%*	*48.9%*	*38.8%*	*83.1%*
%H (TV HH)			*49.2%*	*12.6%*	*87.7%*	*48.9%*	*38.8%*	
Adult's bedroom	2796	2796	1413	476	2327	1391	936	2289
%V	*39.7%*	*41.1%*	*47.9%*	*46.1%*	*45.2%*	*59.5%*	*33.3%*	*44.2%*
%H (All HH)		*100.0%*	*50.5%*	*17.0%*	*83.2%*	*49.7%*	*33.5%*	*81.9%*
%H (TV HH)			*50.5%*	*17.0%*	*83.2%*	*49.7%*	*33.5%*	
Child's bedroom	536	536	304	115	452	327	125	493
%V	*7.6%*	*7.9%*	*10.3%*	*11.1%*	*8.8%*	*14.0%*	*4.4%*	*9.5%*
%H (All HH)		*100.0%*	*56.7%*	*21.5%*	*84.3%*	*61.0%*	*23.3%*	*92.0%*
%H (TV HH)			*56.7%*	*21.5%*	*84.3%*	*61.0%*	*23.3%*	
Other bedroom	303	303	155	68	258	172	86	275
%V	*4.3%*	*4.5%*	*5.3%*	*6.6%*	*5.0%*	*7.4%*	*3.1%*	*5.3%*
%H (All HH)		*100.0%*	*51.2%*	*22.4%*	*85.1%*	*56.8%*	*28.4%*	*90.8%*
%H (TV HH)			*51.2%*	*22.4%*	*85.1%*	*56.8%*	*28.4%*	
Second living/dining room	641	641	317	108	549	320	228	535
%V	*9.1%*	*9.4%*	*10.7%*	*10.5%*	*10.7%*	*13.7%*	*8.1%*	*10.3%*
%H (All HH)		*100.0%*	*49.5%*	*16.8%*	*85.6%*	*49.9%*	*35.6%*	*83.5%*
%H (TV HH)			*49.5%*	*16.8%*	*85.6%*	*49.9%*	*35.6%*	
Study/office	100	100	49	14	83	44	38	96
%V	*1.4%*	*1.5%*	*1.7%*	*1.4%*	*1.6%*	*1.9%*	*1.4%*	*1.9%*
%H (All HH)		*100.0%*	*49.0%*	*14.0%*	*83.0%*	*44.0%*	*38.0%*	*96.0%*
%H (TV HH)			*49.0%*	*14.0%*	*83.0%*	*44.0%*	*38.0%*	
TV room	37	37	21	5	31	19	12	34
%V	*0.5%*	*0.5%*	*0.7%*	*0.5%*	*0.6%*	*0.8%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*56.8%*	*13.5%*	*83.8%*	*51.4%*	*32.4%*	*91.9%*
%H (TV HH)			*56.8%*	*13.5%*	*83.8%*	*51.4%*	*32.4%*	
Conservatory	138	138	73	28	122	82	40	121
%V	*2.0%*	*2.0%*	*2.5%*	*2.7%*	*2.4%*	*3.5%*	*1.4%*	*2.3%*
%H (All HH)		*100.0%*	*52.9%*	*20.3%*	*88.4%*	*59.4%*	*29.0%*	*87.7%*
%H (TV HH)			*52.9%*	*20.3%*	*88.4%*	*59.4%*	*29.0%*	
Attic or loft room	11	11	7	2	9	7	2	11
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*63.6%*	*18.2%*	*81.8%*	*63.6%*	*18.2%*	*100.0%*
%H (TV HH)			*63.6%*	*18.2%*	*81.8%*	*63.6%*	*18.2%*	
No specific location	8	8	3	2	7	3	4	8
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*37.5%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*	*100.0%*
%H (TV HH)			*37.5%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*	
Other	33	33	16	7	28	18	10	31
%V	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*0.5%*	*0.8%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*48.5%*	*21.2%*	*84.8%*	*54.5%*	*30.3%*	*93.9%*
%H (TV HH)			*48.5%*	*21.2%*	*84.8%*	*54.5%*	*30.3%*	

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

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.8: Recorders 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Any DSAT provider	2949	2949	2949	52	1771	1771	0	2470
%V	*41.9%*	*43.3%*	*100.0%*	*5.0%*	*34.4%*	*75.8%*	*0.0%*	*47.7%*
%H (All HH)			*100.0%*	*1.8%*	*60.1%*	*60.1%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*1.8%*	*60.1%*	*60.1%*	*0.0%*	
Sky with subcription	2400	2400	2400	30	1454	1454	0	2075
%V	*34.1%*	*35.3%*	*81.4%*	*2.9%*	*28.2%*	*62.2%*	*0.0%*	*40.1%*
%H (All HH)			*100.0%*	*1.3%*	*60.6%*	*60.6%*	*0.0%*	*86.5%*
%H (TV HH)			*100.0%*	*1.3%*	*60.6%*	*60.6%*	*0.0%*	
Sky without subscription	213	213	213	7	109	109	0	134
%V	*3.0%*	*3.1%*	*7.2%*	*0.7%*	*2.1%*	*4.7%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*3.3%*	*51.2%*	*51.2%*	*0.0%*	*62.9%*
%H (TV HH)			*100.0%*	*3.3%*	*51.2%*	*51.2%*	*0.0%*	
Freesat	320	320	320	12	206	206	0	253
%V	*4.5%*	*4.7%*	*10.9%*	*1.2%*	*4.0%*	*8.8%*	*0.0%*	*4.9%*
%H (All HH)			*100.0%*	*3.8%*	*64.4%*	*64.4%*	*0.0%*	*79.1%*
%H (TV HH)			*100.0%*	*3.8%*	*64.4%*	*64.4%*	*0.0%*	
Other satellite provider	68	68	68	3	35	35	0	57
%V	*1.0%*	*1.0%*	*2.3%*	*0.3%*	*0.7%*	*1.5%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*4.4%*	*51.5%*	*51.5%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*4.4%*	*51.5%*	*51.5%*	*0.0%*	
DCAB	1033	1033	52	1033	599	599	0	886
%V	*14.7%*	*15.2%*	*1.8%*	*100.0%*	*11.6%*	*25.6%*	*0.0%*	*17.1%*
%H (All HH)			*5.0%*	*100.0%*	*58.0%*	*58.0%*	*0.0%*	*85.8%*
%H (TV HH)			*5.0%*	*100.0%*	*58.0%*	*58.0%*	*0.0%*	
DTT	5148	5148	1771	599	5148	2336	2811	3693
%V	*73.2%*	*75.6%*	*60.1%*	*58.0%*	*100.0%*	*100.0%*	*100.0%*	*71.3%*
%H (All HH)		*100.0%*	*34.4%*	*11.6%*	*100.0%*	*45.4%*	*54.6%*	*71.7%*
%H (TV HH)			*34.4%*	*11.6%*	*100.0%*	*45.4%*	*54.6%*	

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

October 2012 - September 2013

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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
PVR	4018	4018	2396	716	2834	1891	942	3464
%V	*57.1%*	*59.0%*	*81.2%*	*69.3%*	*55.1%*	*81.0%*	*33.5%*	*66.9%*
%H (All HH)		*100.0%*	*59.6%*	*17.8%*	*70.5%*	*47.1%*	*23.4%*	*86.2%*
%H (TV HH)			*59.6%*	*17.8%*	*70.5%*	*47.1%*	*23.4%*	
DVDR	460	460	186	77	363	163	200	372
%V	*6.5%*	*6.8%*	*6.3%*	*7.5%*	*7.1%*	*7.0%*	*7.1%*	*7.2%*
%H (All HH)		*100.0%*	*40.4%*	*16.7%*	*78.9%*	*35.4%*	*43.5%*	*80.9%*
%H (TV HH)			*40.4%*	*16.7%*	*78.9%*	*35.4%*	*43.5%*	
VCR	259	259	97	40	213	89	124	163
%V	*3.7%*	*3.8%*	*3.3%*	*3.9%*	*4.1%*	*3.8%*	*4.4%*	*3.1%*
%H (All HH)		*100.0%*	*37.5%*	*15.4%*	*82.2%*	*34.4%*	*47.9%*	*62.9%*
%H (TV HH)			*37.5%*	*15.4%*	*82.2%*	*34.4%*	*47.9%*	
Any recorder	4318	4318	2460	750	3090	1946	1144	3648
%V	*61.4%*	*63.4%*	*83.4%*	*72.6%*	*60.0%*	*83.3%*	*40.7%*	*70.5%*
%H (All HH)		*100.0%*	*57.0%*	*17.4%*	*71.6%*	*45.1%*	*26.5%*	*84.5%*
%H (TV HH)			*57.0%*	*17.4%*	*71.6%*	*45.1%*	*26.5%*	
Receives HDTV (via STB or built-in reception)	3420	3420	1771	800	2451	1559	892	2953
%V	*48.6%*	*50.2%*	*60.1%*	*77.4%*	*47.6%*	*66.7%*	*31.7%*	*57.0%*
%H (All HH)		*100.0%*	*51.8%*	*23.4%*	*71.7%*	*45.6%*	*26.1%*	*86.3%*
%H (TV HH)			*51.8%*	*23.4%*	*71.7%*	*45.6%*	*26.1%*	
DVD/Blu-ray player or recorder	5461	5461	2483	879	4179	2050	2129	4287
%V	*77.6%*	*80.2%*	*84.2%*	*85.1%*	*81.2%*	*87.8%*	*75.7%*	*82.8%*
%H (All HH)		*100.0%*	*45.5%*	*16.1%*	*76.5%*	*37.5%*	*39.0%*	*78.5%*
%H (TV HH)			*45.5%*	*16.1%*	*76.5%*	*37.5%*	*39.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Household level data

Table 19.10: 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	7037	6806	2949	1033	5148	2336	2811	5177
%H (All HH)		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*
%H (TV HH)			*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	
Has broadband internet	5177	5033	2470	886	3693	2016	1677	5177
%V	*73.6%*	*73.9%*	*83.8%*	*85.8%*	*71.7%*	*86.3%*	*59.7%*	*100.0%*
%H (All HH)		*97.2%*	*47.7%*	*17.1%*	*71.3%*	*38.9%*	*32.4%*	*100.0%*
%H (TV HH)			*49.1%*	*17.6%*	*73.4%*	*40.1%*	*33.3%*	
Number of computers (PCs and laptops)								
0	1568	1499	407	129	1227	270	956	60
%V	*22.3%*	*22.0%*	*13.8%*	*12.5%*	*23.8%*	*11.6%*	*34.0%*	*1.2%*
%H (All HH)		*95.6%*	*26.0%*	*8.2%*	*78.3%*	*17.2%*	*61.0%*	*3.8%*
%H (TV HH)			*27.2%*	*8.6%*	*81.9%*	*18.0%*	*63.8%*	
1	2540	2460	1089	365	1846	850	996	2267
%V	*36.1%*	*36.1%*	*36.9%*	*35.3%*	*35.9%*	*36.4%*	*35.4%*	*43.8%*
%H (All HH)		*96.9%*	*42.9%*	*14.4%*	*72.7%*	*33.5%*	*39.2%*	*89.3%*
%H (TV HH)			*44.3%*	*14.8%*	*75.0%*	*34.6%*	*40.5%*	
2	1488	1447	713	263	1070	600	470	1427
%V	*21.1%*	*21.3%*	*24.2%*	*25.5%*	*20.8%*	*25.7%*	*16.7%*	*27.6%*
%H (All HH)		*97.2%*	*47.9%*	*17.7%*	*71.9%*	*40.3%*	*31.6%*	*95.9%*
%H (TV HH)			*49.3%*	*18.2%*	*73.9%*	*41.5%*	*32.5%*	
3	745	725	384	133	525	313	212	734
%V	*10.6%*	*10.7%*	*13.0%*	*12.9%*	*10.2%*	*13.4%*	*7.5%*	*14.2%*
%H (All HH)		*97.3%*	*51.5%*	*17.9%*	*70.5%*	*42.0%*	*28.5%*	*98.5%*
%H (TV HH)			*53.0%*	*18.3%*	*72.4%*	*43.2%*	*29.2%*	
4	345	336	179	67	237	146	90	342
%V	*4.9%*	*4.9%*	*6.1%*	*6.5%*	*4.6%*	*6.3%*	*3.2%*	*6.6%*
%H (All HH)		*97.4%*	*51.9%*	*19.4%*	*68.7%*	*42.3%*	*26.1%*	*99.1%*
%H (TV HH)			*53.3%*	*19.9%*	*70.5%*	*43.5%*	*26.8%*	
5+	352	339	176	76	242	155	87	347
%V	*5.0%*	*5.0%*	*6.0%*	*7.4%*	*4.7%*	*6.6%*	*3.1%*	*6.7%*
%H (All HH)		*96.3%*	*50.0%*	*21.6%*	*68.8%*	*44.0%*	*24.7%*	*98.6%*
%H (TV HH)			*51.9%*	*22.4%*	*71.4%*	*45.7%*	*25.7%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	13651	6544	2229	10768	5828	4940	10895
%H		*47.9%*	*16.3%*	*78.9%*	*42.7%*	*36.2%*	*79.8%*
Under 20"	2203	966	322	1962	1028	934	1761
%V	*16.1%*	*14.8%*	*14.4%*	*18.2%*	*17.6%*	*18.9%*	*16.2%*
%H		*43.8%*	*14.6%*	*89.1%*	*46.7%*	*42.4%*	*79.9%*
20" - 29"	3391	1442	488	2833	1345	1488	2542
%V	*24.8%*	*22.0%*	*21.9%*	*26.3%*	*23.1%*	*30.1%*	*23.3%*
%H		*42.5%*	*14.4%*	*83.5%*	*39.7%*	*43.9%*	*75.0%*
30" - 39"	4125	1906	705	3252	1696	1555	3211
%V	*30.2%*	*29.1%*	*31.6%*	*30.2%*	*29.1%*	*31.5%*	*29.5%*
%H		*46.2%*	*17.1%*	*78.8%*	*41.1%*	*37.7%*	*77.8%*
40" and over	2928	1695	563	2103	1403	700	2545
%V	*21.4%*	*25.9%*	*25.3%*	*19.5%*	*24.1%*	*14.2%*	*23.4%*
%H		*57.9%*	*19.2%*	*71.8%*	*47.9%*	*23.9%*	*86.9%*
Don't know	190	85	23	160	78	82	132
%V	*1.4%*	*1.3%*	*1.0%*	*1.5%*	*1.3%*	*1.7%*	*1.2%*
%H		*44.7%*	*12.1%*	*84.2%*	*41.1%*	*43.2%*	*69.5%*
Not Asked	814	450	128	458	278	181	704
%V	*6.0%*	*6.9%*	*5.7%*	*4.3%*	*4.8%*	*3.7%*	*6.5%*
%H		*55.3%*	*15.7%*	*56.3%*	*34.2%*	*22.2%*	*86.5%*

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

October 2012 - September 2013

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13651	6544	2229	10768	5828	4940	10895
%H		*47.9%*	*16.3%*	*78.9%*	*42.7%*	*36.2%*	*79.8%*
Main living room	6703	2937	1030	5104	2331	2773	4967
%V	*49.1%*	*44.9%*	*46.2%*	*47.4%*	*40.0%*	*56.1%*	*45.6%*
%H		*43.8%*	*15.4%*	*76.1%*	*34.8%*	*41.4%*	*74.1%*
Kitchen	870	429	110	763	427	336	723
%V	*6.4%*	*6.6%*	*4.9%*	*7.1%*	*7.3%*	*6.8%*	*6.6%*
%H		*49.3%*	*12.6%*	*87.7%*	*49.1%*	*38.6%*	*83.1%*
Adult's bedroom	3232	1662	557	2714	1664	1050	2682
%V	*23.7%*	*25.4%*	*25.0%*	*25.2%*	*28.6%*	*21.3%*	*24.6%*
%H		*51.4%*	*17.2%*	*84.0%*	*51.5%*	*32.5%*	*83.0%*
Child's bedroom	696	388	157	585	424	161	644
%V	*5.1%*	*5.9%*	*7.0%*	*5.4%*	*7.3%*	*3.3%*	*5.9%*
%H		*55.7%*	*22.6%*	*84.1%*	*60.9%*	*23.1%*	*92.5%*
Other bedroom	356	183	81	305	205	100	327
%V	*2.6%*	*2.8%*	*3.6%*	*2.8%*	*3.5%*	*2.0%*	*3.0%*
%H		*51.4%*	*22.8%*	*85.7%*	*57.6%*	*28.1%*	*91.9%*
Second living/dining room	648	323	109	555	326	230	542
%V	*4.7%*	*4.9%*	*4.9%*	*5.2%*	*5.6%*	*4.7%*	*5.0%*
%H		*49.8%*	*16.8%*	*85.6%*	*50.3%*	*35.5%*	*83.6%*
Study/office	100	49	14	83	44	38	97
%V	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.8%*	*0.8%*	*0.9%*
%H		*49.0%*	*14.0%*	*83.0%*	*44.0%*	*38.0%*	*97.0%*
TV room	38	21	5	31	19	12	35
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*55.3%*	*13.2%*	*81.6%*	*50.0%*	*31.6%*	*92.1%*
Conservatory	139	74	28	123	82	40	121
%V	*1.0%*	*1.1%*	*1.3%*	*1.1%*	*1.4%*	*0.8%*	*1.1%*
%H		*53.2%*	*20.1%*	*88.5%*	*59.0%*	*28.8%*	*87.1%*
Attic or loft room	12	8	2	10	7	2	12
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*66.7%*	*16.7%*	*83.3%*	*58.3%*	*16.7%*	*100.0%*
No specific location	9	3	2	9	3	5	9
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*33.3%*	*22.2%*	*100.0%*	*33.3%*	*55.6%*	*100.0%*
Other	34	16	7	29	19	11	32
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*47.1%*	*20.6%*	*85.3%*	*55.9%*	*32.4%*	*94.1%*
Not Asked	814	450	128	458	278	181	704
%V	*6.0%*	*6.9%*	*5.7%*	*4.3%*	*4.8%*	*3.7%*	*6.5%*
%H		*55.3%*	*15.7%*	*56.3%*	*34.2%*	*22.2%*	*86.5%*

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

October 2012 - September 2013

ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13651	6544	2229	10768	5828	4940	10895
%H		*47.9%*	*16.3%*	*78.9%*	*42.7%*	*36.2%*	*79.8%*
PVR	5129	3195	934	3536	2477	1060	4500
%V	*37.6%*	*48.8%*	*41.9%*	*32.8%*	*42.5%*	*21.5%*	*41.3%*
%H		*62.3%*	*18.2%*	*68.9%*	*48.3%*	*20.7%*	*87.7%*
DVDR	504	206	87	396	182	214	409
%V	*3.7%*	*3.1%*	*3.9%*	*3.7%*	*3.1%*	*4.3%*	*3.8%*
%H		*40.9%*	*17.3%*	*78.6%*	*36.1%*	*42.5%*	*81.2%*
VCR	272	103	44	223	96	127	172
%V	*2.0%*	*1.6%*	*2.0%*	*2.1%*	*1.6%*	*2.6%*	*1.6%*
%H		*37.9%*	*16.2%*	*82.0%*	*35.3%*	*46.7%*	*63.2%*
Any recorder	5528	3308	988	3882	2588	1294	4767
%V	*40.5%*	*50.6%*	*44.3%*	*36.1%*	*44.4%*	*26.2%*	*43.8%*
%H		*59.8%*	*17.9%*	*70.2%*	*46.8%*	*23.4%*	*86.2%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13651	6544	2229	10768	5828	4940	10895
%H		*47.9%*	*16.3%*	*78.9%*	*42.7%*	*36.2%*	*79.8%*
Receives HDTV (via STB or built-in reception)	4769	2457	1173	3477	2265	1212	4197
%V	*34.9%*	*37.5%*	*52.6%*	*32.3%*	*38.9%*	*24.5%*	*38.5%*
%H		*51.5%*	*24.6%*	*72.9%*	*47.5%*	*25.4%*	*88.0%*
DVD/Blu-ray player or recorder	8032	3871	1391	6357	3517	2840	6596
%V	*58.8%*	*59.2%*	*62.4%*	*59.0%*	*60.3%*	*57.5%*	*60.5%*
%H		*48.2%*	*17.3%*	*79.1%*	*43.8%*	*35.4%*	*82.1%*

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

October 2012 - September 2013

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6803	2949	1033	5146	2336	2810	5030
%H		*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	*73.9%*
Under 20"	160	27	14	138	18	120	92
%V	*2.4%*	*0.9%*	*1.4%*	*2.7%*	*0.8%*	*4.3%*	*1.8%*
%H		*16.9%*	*8.8%*	*86.3%*	*11.3%*	*75.0%*	*57.5%*
20" - 29"	1251	335	134	1016	235	782	725
%V	*18.4%*	*11.4%*	*13.0%*	*19.7%*	*10.1%*	*27.8%*	*14.4%*
%H		*26.8%*	*10.7%*	*81.2%*	*18.8%*	*62.5%*	*58.0%*
30" - 39"	2796	1148	412	2175	925	1250	2017
%V	*41.1%*	*38.9%*	*39.9%*	*42.3%*	*39.6%*	*44.5%*	*40.1%*
%H		*41.1%*	*14.7%*	*77.8%*	*33.1%*	*44.7%*	*72.1%*
40" and over	2467	1412	461	1750	1136	615	2117
%V	*36.3%*	*47.9%*	*44.6%*	*34.0%*	*48.6%*	*21.9%*	*42.1%*
%H		*57.2%*	*18.7%*	*70.9%*	*46.0%*	*24.9%*	*85.8%*
Don't know	82	27	11	67	23	44	47
%V	*1.2%*	*0.9%*	*1.1%*	*1.3%*	*1.0%*	*1.6%*	*0.9%*
%H		*32.9%*	*13.4%*	*81.7%*	*28.0%*	*53.7%*	*57.3%*
Not Asked	47	0	1	0	0	0	32
%V	*0.7%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%H		*0.0%*	*2.1%*	*0.0%*	*0.0%*	*0.0%*	*68.1%*

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
October 2012 - September 2013

ITV MidWest

Set level data

Table 19.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6803	2949	1033	5146	2336	2810	5030
%H		*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	*73.9%*
PVR	3905	2347	701	2732	1841	891	3374
%V	*57.4%*	*79.6%*	*67.9%*	*53.1%*	*78.8%*	*31.7%*	*67.1%*
%H		*60.1%*	*18.0%*	*70.0%*	*47.1%*	*22.8%*	*86.4%*
DVDR	395	155	62	307	128	179	315
%V	*5.8%*	*5.3%*	*6.0%*	*6.0%*	*5.5%*	*6.4%*	*6.3%*
%H		*39.2%*	*15.7%*	*77.7%*	*32.4%*	*45.3%*	*79.7%*
VCR	221	78	33	179	68	111	134
%V	*3.2%*	*2.6%*	*3.2%*	*3.5%*	*2.9%*	*4.0%*	*2.7%*
%H		*35.3%*	*14.9%*	*81.0%*	*30.8%*	*50.2%*	*60.6%*
Any recorder	4202	2413	735	2986	1898	1088	3558
%V	*61.8%*	*81.8%*	*71.2%*	*58.0%*	*81.3%*	*38.7%*	*70.7%*
%H		*57.4%*	*17.5%*	*71.1%*	*45.2%*	*25.9%*	*84.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6803	2949	1033	5146	2336	2810	5030
%H		*43.3%*	*15.2%*	*75.6%*	*34.3%*	*41.3%*	*73.9%*
Receives HDTV (via STB or built-in reception)	3294	1714	783	2338	1501	837	2846
%V	*48.4%*	*58.1%*	*75.8%*	*45.4%*	*64.3%*	*29.8%*	*56.6%*
%H		*52.0%*	*23.8%*	*71.0%*	*45.6%*	*25.4%*	*86.4%*
DVD/Blu-ray player or recorder	5177	2352	825	3939	1911	2028	4058
%V	*76.1%*	*79.8%*	*79.9%*	*76.5%*	*81.8%*	*72.2%*	*80.7%*
%H		*45.4%*	*15.9%*	*76.1%*	*36.9%*	*39.2%*	*78.4%*

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

October 2012 - September 2013

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6847	3596	1195	5622	3492	2130	5865
%H		*52.5%*	*17.5%*	*82.1%*	*51.0%*	*31.1%*	*85.7%*
Under 20"	2043	939	307	1824	1010	814	1669
%V	*29.8%*	*26.1%*	*25.7%*	*32.4%*	*28.9%*	*38.2%*	*28.5%*
%H		*46.0%*	*15.0%*	*89.3%*	*49.4%*	*39.8%*	*81.7%*
20" - 29"	2140	1106	354	1817	1110	707	1816
%V	*31.3%*	*30.8%*	*29.6%*	*32.3%*	*31.8%*	*33.2%*	*31.0%*
%H		*51.7%*	*16.5%*	*84.9%*	*51.9%*	*33.0%*	*84.9%*
30" - 39"	1329	758	293	1077	771	305	1194
%V	*19.4%*	*21.1%*	*24.5%*	*19.2%*	*22.1%*	*14.3%*	*20.4%*
%H		*57.0%*	*22.0%*	*81.0%*	*58.0%*	*22.9%*	*89.8%*
40" and over	462	283	101	352	267	85	428
%V	*6.7%*	*7.9%*	*8.5%*	*6.3%*	*7.6%*	*4.0%*	*7.3%*
%H		*61.3%*	*21.9%*	*76.2%*	*57.8%*	*18.4%*	*92.6%*
Don't know	108	58	12	93	55	38	85
%V	*1.6%*	*1.6%*	*1.0%*	*1.7%*	*1.6%*	*1.8%*	*1.4%*
%H		*53.7%*	*11.1%*	*86.1%*	*50.9%*	*35.2%*	*78.7%*
Not Asked	765	452	128	459	279	181	673
%V	*11.2%*	*12.6%*	*10.7%*	*8.2%*	*8.0%*	*8.5%*	*11.5%*
%H		*59.1%*	*16.7%*	*60.0%*	*36.5%*	*23.7%*	*88.0%*

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

October 2012 - September 2013

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6847	3596	1195	5622	3492	2130	5865
%H		*52.5%*	*17.5%*	*82.1%*	*51.0%*	*31.1%*	*85.7%*
PVR	1224	848	234	804	636	168	1126
%V	*17.9%*	*23.6%*	*19.6%*	*14.3%*	*18.2%*	*7.9%*	*19.2%*
%H		*69.3%*	*19.1%*	*65.7%*	*52.0%*	*13.7%*	*92.0%*
DVDR	109	51	24	89	54	35	95
%V	*1.6%*	*1.4%*	*2.0%*	*1.6%*	*1.5%*	*1.6%*	*1.6%*
%H		*46.8%*	*22.0%*	*81.7%*	*49.5%*	*32.1%*	*87.2%*
VCR	51	25	10	45	29	16	38
%V	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*0.6%*
%H		*49.0%*	*19.6%*	*88.2%*	*56.9%*	*31.4%*	*74.5%*
Any recorder	1326	894	253	896	691	206	1209
%V	*19.4%*	*24.9%*	*21.2%*	*15.9%*	*19.8%*	*9.7%*	*20.6%*
%H		*67.4%*	*19.1%*	*67.6%*	*52.1%*	*15.5%*	*91.2%*

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	6847	3596	1195	5622	3492	2130	5865
%H		*52.5%*	*17.5%*	*82.1%*	*51.0%*	*31.1%*	*85.7%*
Receives HDTV (via STB or built-in reception)	1475	744	391	1139	764	375	1351
%V	*21.5%*	*20.7%*	*32.7%*	*20.3%*	*21.9%*	*17.6%*	*23.0%*
%H		*50.4%*	*26.5%*	*77.2%*	*51.8%*	*25.4%*	*91.6%*
DVD/Blu-ray player or recorder	2855	1518	566	2418	1606	812	2538
%V	*41.7%*	*42.2%*	*47.4%*	*43.0%*	*46.0%*	*38.1%*	*43.3%*
%H		*53.2%*	*19.8%*	*84.7%*	*56.3%*	*28.4%*	*88.9%*

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

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.21: Age 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 Inds	16442	15988	7711	2681	11810	6217	5593	13416
%H		*97.2%*	*46.9%*	*16.3%*	*71.8%*	*37.8%*	*34.0%*	*81.6%*
Total Children	3119	3065	1657	575	2105	1271	834	2747
%V	*19.0%*	*19.2%*	*21.5%*	*21.4%*	*17.8%*	*20.4%*	*14.9%*	*20.5%*
%H		*98.3%*	*53.1%*	*18.4%*	*67.5%*	*40.8%*	*26.7%*	*88.1%*
0 - 3	826	805	436	138	541	313	228	684
%V	*5.0%*	*5.0%*	*5.7%*	*5.1%*	*4.6%*	*5.0%*	*4.1%*	*5.1%*
%H		*97.5%*	*52.8%*	*16.7%*	*65.5%*	*37.9%*	*27.6%*	*82.8%*
4 - 15	2293	2259	1221	438	1564	958	606	2063
%V	*13.9%*	*14.1%*	*15.8%*	*16.3%*	*13.2%*	*15.4%*	*10.8%*	*15.4%*
%H		*98.5%*	*53.2%*	*19.1%*	*68.2%*	*41.8%*	*26.4%*	*90.0%*
4 - 9	1187	1166	625	213	801	474	327	1041
%V	*7.2%*	*7.3%*	*8.1%*	*7.9%*	*6.8%*	*7.6%*	*5.8%*	*7.8%*
%H		*98.2%*	*52.7%*	*17.9%*	*67.5%*	*39.9%*	*27.5%*	*87.7%*
10 - 15	1106	1093	595	225	763	484	279	1022
%V	*6.7%*	*6.8%*	*7.7%*	*8.4%*	*6.5%*	*7.8%*	*5.0%*	*7.6%*
%H		*98.8%*	*53.8%*	*20.3%*	*69.0%*	*43.8%*	*25.2%*	*92.4%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.22: Adults - 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 Inds	16442	15988	7711	2681	11810	6217	5593	13416
%H		*97.2%*	*46.9%*	*16.3%*	*71.8%*	*37.8%*	*34.0%*	*81.6%*
Total Adults (16+)	13323	12924	6054	2106	9705	4946	4759	10669
%V	*81.0%*	*80.8%*	*78.5%*	*78.6%*	*82.2%*	*79.6%*	*85.1%*	*79.5%*
%H		*97.0%*	*45.4%*	*15.8%*	*72.8%*	*37.1%*	*35.7%*	*80.1%*
16 - 19	788	767	408	145	555	347	208	727
%V	*4.8%*	*4.8%*	*5.3%*	*5.4%*	*4.7%*	*5.6%*	*3.7%*	*5.4%*
%H		*97.3%*	*51.8%*	*18.4%*	*70.4%*	*44.0%*	*26.4%*	*92.3%*
20 - 24	1075	989	451	189	716	389	327	929
%V	*6.5%*	*6.2%*	*5.8%*	*7.0%*	*6.1%*	*6.3%*	*5.8%*	*6.9%*
%H		*92.0%*	*42.0%*	*17.6%*	*66.6%*	*36.2%*	*30.4%*	*86.4%*
25 - 34	2077	1992	1025	375	1369	792	577	1787
%V	*12.6%*	*12.5%*	*13.3%*	*14.0%*	*11.6%*	*12.7%*	*10.3%*	*13.3%*
%H		*95.9%*	*49.4%*	*18.1%*	*65.9%*	*38.1%*	*27.8%*	*86.0%*
35 - 44	2102	2035	1084	396	1411	853	558	1885
%V	*12.8%*	*12.7%*	*14.1%*	*14.8%*	*11.9%*	*13.7%*	*10.0%*	*14.1%*
%H		*96.8%*	*51.6%*	*18.8%*	*67.1%*	*40.6%*	*26.5%*	*89.7%*
45 - 54	2325	2276	1158	416	1712	996	716	2076
%V	*14.1%*	*14.2%*	*15.0%*	*15.5%*	*14.5%*	*16.0%*	*12.8%*	*15.5%*
%H		*97.9%*	*49.8%*	*17.9%*	*73.6%*	*42.8%*	*30.8%*	*89.3%*
55 - 64	1967	1928	873	293	1511	739	772	1628
%V	*12.0%*	*12.1%*	*11.3%*	*10.9%*	*12.8%*	*11.9%*	*13.8%*	*12.1%*
%H		*98.0%*	*44.4%*	*14.9%*	*76.8%*	*37.6%*	*39.2%*	*82.8%*
65+	2989	2937	1055	290	2430	828	1602	1636
%V	*18.2%*	*18.4%*	*13.7%*	*10.8%*	*20.6%*	*13.3%*	*28.6%*	*12.2%*
%H		*98.3%*	*35.3%*	*9.7%*	*81.3%*	*27.7%*	*53.6%*	*54.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13323	12924	6054	2106	9705	4946	4759	10669
%H		*97.0%*	*45.4%*	*15.8%*	*72.8%*	*37.1%*	*35.7%*	*80.1%*
AB	3448	3370	1640	489	2544	1291	1253	3190
%V	*25.9%*	*26.1%*	*27.1%*	*23.2%*	*26.2%*	*26.1%*	*26.3%*	*29.9%*
%H		*97.7%*	*47.6%*	*14.2%*	*73.8%*	*37.4%*	*36.3%*	*92.5%*
C1	3621	3478	1545	613	2613	1319	1295	3136
%V	*27.2%*	*26.9%*	*25.5%*	*29.1%*	*26.9%*	*26.7%*	*27.2%*	*29.4%*
%H		*96.1%*	*42.7%*	*16.9%*	*72.2%*	*36.4%*	*35.8%*	*86.6%*
C2	3068	3011	1495	536	2305	1315	990	2483
%V	*23.0%*	*23.3%*	*24.7%*	*25.5%*	*23.8%*	*26.6%*	*20.8%*	*23.3%*
%H		*98.1%*	*48.7%*	*17.5%*	*75.1%*	*42.9%*	*32.3%*	*80.9%*
D	2016	1953	956	313	1417	726	690	1373
%V	*15.1%*	*15.1%*	*15.8%*	*14.9%*	*14.6%*	*14.7%*	*14.5%*	*12.9%*
%H		*96.9%*	*47.4%*	*15.5%*	*70.3%*	*36.0%*	*34.2%*	*68.1%*
E	1170	1112	418	155	825	295	531	488
%V	*8.8%*	*8.6%*	*6.9%*	*7.4%*	*8.5%*	*6.0%*	*11.2%*	*4.6%*
%H		*95.0%*	*35.7%*	*13.2%*	*70.5%*	*25.2%*	*45.4%*	*41.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13323	12924	6054	2106	9705	4946	4759	10669
%H		*97.0%*	*45.4%*	*15.8%*	*72.8%*	*37.1%*	*35.7%*	*80.1%*
Working full time	5827	5685	2931	1049	4168	2449	1719	5284
%V	*43.7%*	*44.0%*	*48.4%*	*49.8%*	*42.9%*	*49.5%*	*36.1%*	*49.5%*
%H		*97.6%*	*50.3%*	*18.0%*	*71.5%*	*42.0%*	*29.5%*	*90.7%*
Working part time	1529	1496	738	262	1091	591	500	1359
%V	*11.5%*	*11.6%*	*12.2%*	*12.4%*	*11.2%*	*11.9%*	*10.5%*	*12.7%*
%H		*97.8%*	*48.3%*	*17.1%*	*71.4%*	*38.7%*	*32.7%*	*88.9%*
Not working	5967	5743	2385	794	4446	1906	2540	4026
%V	*44.8%*	*44.4%*	*39.4%*	*37.7%*	*45.8%*	*38.5%*	*53.4%*	*37.7%*
%H		*96.2%*	*40.0%*	*13.3%*	*74.5%*	*31.9%*	*42.6%*	*67.5%*
Housewife/Houseperson	7037	6806	2949	1033	5148	2336	2811	5177
%V	*52.8%*	*52.7%*	*48.7%*	*49.1%*	*53.0%*	*47.2%*	*59.1%*	*48.5%*
%H		*96.7%*	*41.9%*	*14.7%*	*73.2%*	*33.2%*	*39.9%*	*73.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.25: Males - 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 Males (16+)	6506	6283	3018	1050	4667	2468	2198	5315
%H		*96.6%*	*46.4%*	*16.1%*	*71.7%*	*37.9%*	*33.8%*	*81.7%*
16 - 19	391	383	202	78	279	181	98	363
%V	*6.0%*	*6.1%*	*6.7%*	*7.4%*	*6.0%*	*7.3%*	*4.5%*	*6.8%*
%H		*98.0%*	*51.7%*	*19.9%*	*71.4%*	*46.3%*	*25.1%*	*92.8%*
20 - 24	546	501	232	96	354	196	158	486
%V	*8.4%*	*8.0%*	*7.7%*	*9.1%*	*7.6%*	*7.9%*	*7.2%*	*9.1%*
%H		*91.8%*	*42.5%*	*17.6%*	*64.8%*	*35.9%*	*28.9%*	*89.0%*
25 - 34	1040	991	507	194	688	405	283	905
%V	*16.0%*	*15.8%*	*16.8%*	*18.5%*	*14.7%*	*16.4%*	*12.9%*	*17.0%*
%H		*95.3%*	*48.8%*	*18.7%*	*66.2%*	*38.9%*	*27.2%*	*87.0%*
35 - 44	1039	1003	533	190	692	413	278	917
%V	*16.0%*	*16.0%*	*17.7%*	*18.1%*	*14.8%*	*16.7%*	*12.6%*	*17.3%*
%H		*96.5%*	*51.3%*	*18.3%*	*66.6%*	*39.7%*	*26.8%*	*88.3%*
45 - 54	1147	1116	577	211	829	494	334	1017
%V	*17.6%*	*17.8%*	*19.1%*	*20.1%*	*17.8%*	*20.0%*	*15.2%*	*19.1%*
%H		*97.3%*	*50.3%*	*18.4%*	*72.3%*	*43.1%*	*29.1%*	*88.7%*
55 - 64	969	943	427	144	737	361	375	796
%V	*14.9%*	*15.0%*	*14.1%*	*13.7%*	*15.8%*	*14.6%*	*17.1%*	*15.0%*
%H		*97.3%*	*44.1%*	*14.9%*	*76.1%*	*37.3%*	*38.7%*	*82.1%*
65+	1373	1346	539	138	1089	418	671	833
%V	*21.1%*	*21.4%*	*17.9%*	*13.1%*	*23.3%*	*16.9%*	*30.5%*	*15.7%*
%H		*98.0%*	*39.3%*	*10.1%*	*79.3%*	*30.4%*	*48.9%*	*60.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6506	6283	3018	1050	4667	2468	2198	5315
%H		*96.6%*	*46.4%*	*16.1%*	*71.7%*	*37.9%*	*33.8%*	*81.7%*
AB	1734	1690	833	256	1263	658	606	1616
%V	*26.7%*	*26.9%*	*27.6%*	*24.4%*	*27.1%*	*26.7%*	*27.6%*	*30.4%*
%H		*97.5%*	*48.0%*	*14.8%*	*72.8%*	*37.9%*	*34.9%*	*93.2%*
C1	1694	1617	750	285	1204	640	565	1500
%V	*26.0%*	*25.7%*	*24.9%*	*27.1%*	*25.8%*	*25.9%*	*25.7%*	*28.2%*
%H		*95.5%*	*44.3%*	*16.8%*	*71.1%*	*37.8%*	*33.4%*	*88.5%*
C2	1632	1596	788	291	1213	694	518	1307
%V	*25.1%*	*25.4%*	*26.1%*	*27.7%*	*26.0%*	*28.1%*	*23.6%*	*24.6%*
%H		*97.8%*	*48.3%*	*17.8%*	*74.3%*	*42.5%*	*31.7%*	*80.1%*
D	979	944	474	154	670	353	318	683
%V	*15.0%*	*15.0%*	*15.7%*	*14.7%*	*14.4%*	*14.3%*	*14.5%*	*12.9%*
%H		*96.4%*	*48.4%*	*15.7%*	*68.4%*	*36.1%*	*32.5%*	*69.8%*
E	466	436	172	65	316	124	192	209
%V	*7.2%*	*6.9%*	*5.7%*	*6.2%*	*6.8%*	*5.0%*	*8.7%*	*3.9%*
%H		*93.6%*	*36.9%*	*13.9%*	*67.8%*	*26.6%*	*41.2%*	*44.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6506	6283	3018	1050	4667	2468	2198	5315
%H		*96.6%*	*46.4%*	*16.1%*	*71.7%*	*37.9%*	*33.8%*	*81.7%*
Working full time	3648	3557	1859	663	2592	1549	1044	3297
%V	*56.1%*	*56.6%*	*61.6%*	*63.1%*	*55.5%*	*62.8%*	*47.5%*	*62.0%*
%H		*97.5%*	*51.0%*	*18.2%*	*71.1%*	*42.5%*	*28.6%*	*90.4%*
Working part time	336	319	143	47	229	103	126	283
%V	*5.2%*	*5.1%*	*4.7%*	*4.5%*	*4.9%*	*4.2%*	*5.7%*	*5.3%*
%H		*94.9%*	*42.6%*	*14.0%*	*68.2%*	*30.7%*	*37.5%*	*84.2%*
Not working	2522	2406	1016	341	1846	817	1029	1735
%V	*38.8%*	*38.3%*	*33.7%*	*32.5%*	*39.6%*	*33.1%*	*46.8%*	*32.6%*
%H		*95.4%*	*40.3%*	*13.5%*	*73.2%*	*32.4%*	*40.8%*	*68.8%*
Housewife/Houseperson	1477	1380	538	200	1009	388	621	934
%V	*22.7%*	*22.0%*	*17.8%*	*19.0%*	*21.6%*	*15.7%*	*28.3%*	*17.6%*
%H		*93.4%*	*36.4%*	*13.5%*	*68.3%*	*26.3%*	*42.0%*	*63.2%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.28: Females - 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 Females (16+)	6818	6641	3037	1055	5038	2477	2561	5354
%H		*97.4%*	*44.5%*	*15.5%*	*73.9%*	*36.3%*	*37.6%*	*78.5%*
16 - 19	397	384	205	67	277	167	110	363
%V	*5.8%*	*5.8%*	*6.8%*	*6.4%*	*5.5%*	*6.7%*	*4.3%*	*6.8%*
%H		*96.7%*	*51.6%*	*16.9%*	*69.8%*	*42.1%*	*27.7%*	*91.4%*
20 - 24	529	488	219	93	362	193	169	443
%V	*7.8%*	*7.3%*	*7.2%*	*8.8%*	*7.2%*	*7.8%*	*6.6%*	*8.3%*
%H		*92.2%*	*41.4%*	*17.6%*	*68.4%*	*36.5%*	*31.9%*	*83.7%*
25 - 34	1037	1000	519	181	681	388	294	882
%V	*15.2%*	*15.1%*	*17.1%*	*17.2%*	*13.5%*	*15.7%*	*11.5%*	*16.5%*
%H		*96.4%*	*50.0%*	*17.5%*	*65.7%*	*37.4%*	*28.4%*	*85.1%*
35 - 44	1063	1033	550	206	719	440	280	969
%V	*15.6%*	*15.6%*	*18.1%*	*19.5%*	*14.3%*	*17.8%*	*10.9%*	*18.1%*
%H		*97.2%*	*51.7%*	*19.4%*	*67.6%*	*41.4%*	*26.3%*	*91.2%*
45 - 54	1178	1160	581	206	883	502	382	1060
%V	*17.3%*	*17.5%*	*19.1%*	*19.5%*	*17.5%*	*20.3%*	*14.9%*	*19.8%*
%H		*98.5%*	*49.3%*	*17.5%*	*75.0%*	*42.6%*	*32.4%*	*90.0%*
55 - 64	998	984	446	149	775	378	397	832
%V	*14.6%*	*14.8%*	*14.7%*	*14.1%*	*15.4%*	*15.3%*	*15.5%*	*15.5%*
%H		*98.6%*	*44.7%*	*14.9%*	*77.7%*	*37.9%*	*39.8%*	*83.4%*
65+	1616	1591	516	152	1341	410	931	804
%V	*23.7%*	*24.0%*	*17.0%*	*14.4%*	*26.6%*	*16.6%*	*36.4%*	*15.0%*
%H		*98.5%*	*31.9%*	*9.4%*	*83.0%*	*25.4%*	*57.6%*	*49.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6818	6641	3037	1055	5038	2477	2561	5354
%H		*97.4%*	*44.5%*	*15.5%*	*73.9%*	*36.3%*	*37.6%*	*78.5%*
AB	1714	1680	807	233	1281	634	647	1574
%V	*25.1%*	*25.3%*	*26.6%*	*22.1%*	*25.4%*	*25.6%*	*25.3%*	*29.4%*
%H		*98.0%*	*47.1%*	*13.6%*	*74.7%*	*37.0%*	*37.7%*	*91.8%*
C1	1928	1862	795	328	1409	679	730	1636
%V	*28.3%*	*28.0%*	*26.2%*	*31.1%*	*28.0%*	*27.4%*	*28.5%*	*30.6%*
%H		*96.6%*	*41.2%*	*17.0%*	*73.1%*	*35.2%*	*37.9%*	*84.9%*
C2	1436	1415	707	245	1093	621	472	1175
%V	*21.1%*	*21.3%*	*23.3%*	*23.2%*	*21.7%*	*25.1%*	*18.4%*	*21.9%*
%H		*98.5%*	*49.2%*	*17.1%*	*76.1%*	*43.2%*	*32.9%*	*81.8%*
D	1036	1008	482	158	746	374	373	689
%V	*15.2%*	*15.2%*	*15.9%*	*15.0%*	*14.8%*	*15.1%*	*14.6%*	*12.9%*
%H		*97.3%*	*46.5%*	*15.3%*	*72.0%*	*36.1%*	*36.0%*	*66.5%*
E	703	676	246	91	509	170	339	279
%V	*10.3%*	*10.2%*	*8.1%*	*8.6%*	*10.1%*	*6.9%*	*13.2%*	*5.2%*
%H		*96.2%*	*35.0%*	*12.9%*	*72.4%*	*24.2%*	*48.2%*	*39.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6818	6641	3037	1055	5038	2477	2561	5354
%H		*97.4%*	*44.5%*	*15.5%*	*73.9%*	*36.3%*	*37.6%*	*78.5%*
Working full time	2179	2128	1072	387	1576	900	676	1987
%V	*32.0%*	*32.0%*	*35.3%*	*36.7%*	*31.3%*	*36.3%*	*26.4%*	*37.1%*
%H		*97.7%*	*49.2%*	*17.8%*	*72.3%*	*41.3%*	*31.0%*	*91.2%*
Working part time	1194	1177	596	215	862	488	374	1075
%V	*17.5%*	*17.7%*	*19.6%*	*20.4%*	*17.1%*	*19.7%*	*14.6%*	*20.1%*
%H		*98.6%*	*49.9%*	*18.0%*	*72.2%*	*40.9%*	*31.3%*	*90.0%*
Not working	3445	3336	1368	454	2600	1089	1511	2291
%V	*50.5%*	*50.2%*	*45.0%*	*43.0%*	*51.6%*	*44.0%*	*59.0%*	*42.8%*
%H		*96.8%*	*39.7%*	*13.2%*	*75.5%*	*31.6%*	*43.9%*	*66.5%*
Housewife/Houseperson	5560	5426	2411	833	4138	1948	2190	4243
%V	*81.5%*	*81.7%*	*79.4%*	*79.0%*	*82.1%*	*78.6%*	*85.5%*	*79.2%*
%H		*97.6%*	*43.4%*	*15.0%*	*74.4%*	*35.0%*	*39.4%*	*76.3%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

Contents Page

Household

Table 20.1: Social Grade	536
Table 20.2: Housewife Age	537
Table 20.3: Size of Household	538
Table 20.4: Presence of Children	539
Table 20.5: Number of TV sets in household	540
Table 20.6: Screen size	541
Table 20.7: Location of ANY set in household	542
Table 20.8: Recorders	543
Table 20.9: Recorders and other equipment	544
Table 20.10: Computers and Internet	545

Sets

Table 20.11: Screen Size	546
Table 20.12: Location of set	547
Table 20.13: Recorders	548
Table 20.14: Other TV equipment	548
Table 20.15: Main Set Screen Size	549
Table 20.16: Main Set Recorders	550
Table 20.17: Main Set - Other TV equipment	550
Table 20.18: Other Sets (non-Main Set) Screen Size	551
Table 20.19: Other Set (non-Main Set) Recorders	552
Table 20.20: Other Set (non-Main Set) - Other TV equipment	552

Individuals

Table 20.21: Age of Children	553
Table 20.22: Adults - Age	554
Table 20.23: Social Grade (Adults 16+)	555
Table 20.24: Working Status (Adults 16+)	556
Table 20.25: Males - Age	557
Table 20.26: Social Grade (Males 16+)	558
Table 20.27: Working Status (Males 16+)	559
Table 20.28: Females - Age	560
Table 20.29: Social Grade (Females 16+)	561
Table 20.30: Working Status (Females 16+)	562

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
AB	772	749	361	118	541	270	271	702
%V	*29.1%*	*29.2%*	*31.6%*	*28.4%*	*29.4%*	*32.4%*	*26.9%*	*34.4%*
%H (All HH)		*97.0%*	*46.8%*	*15.3%*	*70.1%*	*35.0%*	*35.1%*	*90.9%*
%H (TV HH)			*48.2%*	*15.8%*	*72.2%*	*36.0%*	*36.2%*	
C1	765	735	346	126	507	241	267	630
%V	*28.9%*	*28.7%*	*30.3%*	*30.3%*	*27.5%*	*28.9%*	*26.5%*	*30.9%*
%H (All HH)		*96.1%*	*45.2%*	*16.5%*	*66.3%*	*31.5%*	*34.9%*	*82.4%*
%H (TV HH)			*47.1%*	*17.1%*	*69.0%*	*32.8%*	*36.3%*	
C2	531	521	240	91	376	182	193	406
%V	*20.0%*	*20.3%*	*21.0%*	*21.9%*	*20.4%*	*21.8%*	*19.1%*	*19.9%*
%H (All HH)		*98.1%*	*45.2%*	*17.1%*	*70.8%*	*34.3%*	*36.3%*	*76.5%*
%H (TV HH)			*46.1%*	*17.5%*	*72.2%*	*34.9%*	*37.0%*	
D	320	304	118	55	217	87	130	207
%V	*12.1%*	*11.9%*	*10.3%*	*13.2%*	*11.8%*	*10.4%*	*12.9%*	*10.1%*
%H (All HH)		*95.0%*	*36.9%*	*17.2%*	*67.8%*	*27.2%*	*40.6%*	*64.7%*
%H (TV HH)			*38.8%*	*18.1%*	*71.4%*	*28.6%*	*42.8%*	
E	263	253	78	25	201	52	148	95
%V	*9.9%*	*9.9%*	*6.8%*	*6.0%*	*10.9%*	*6.2%*	*14.7%*	*4.7%*
%H (All HH)		*96.2%*	*29.7%*	*9.5%*	*76.4%*	*19.8%*	*56.3%*	*36.1%*
%H (TV HH)			*30.8%*	*9.9%*	*79.4%*	*20.6%*	*58.5%*	

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

October 2012 - September 2013

ITV South and South East

Household level data

Table 20.2: 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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Under 25	98	86	31	16	56	19	37	73
%V	*3.7%*	*3.4%*	*2.7%*	*3.8%*	*3.0%*	*2.3%*	*3.7%*	*3.6%*
%H (All HH)		*87.8%*	*31.6%*	*16.3%*	*57.1%*	*19.4%*	*37.8%*	*74.5%*
%H (TV HH)			*36.0%*	*18.6%*	*65.1%*	*22.1%*	*43.0%*	
25 - 34	373	353	182	77	203	112	91	329
%V	*14.1%*	*13.8%*	*15.9%*	*18.5%*	*11.0%*	*13.4%*	*9.0%*	*16.1%*
%H (All HH)		*94.6%*	*48.8%*	*20.6%*	*54.4%*	*30.0%*	*24.4%*	*88.2%*
%H (TV HH)			*51.6%*	*21.8%*	*57.5%*	*31.7%*	*25.8%*	
35 - 44	435	424	220	79	275	153	121	401
%V	*16.4%*	*16.5%*	*19.3%*	*19.0%*	*14.9%*	*18.4%*	*12.0%*	*19.7%*
%H (All HH)		*97.5%*	*50.6%*	*18.2%*	*63.2%*	*35.2%*	*27.8%*	*92.2%*
%H (TV HH)			*51.9%*	*18.6%*	*64.9%*	*36.1%*	*28.5%*	
45 - 54	524	507	247	109	357	202	154	482
%V	*19.8%*	*19.8%*	*21.6%*	*26.2%*	*19.4%*	*24.2%*	*15.3%*	*23.6%*
%H (All HH)		*96.8%*	*47.1%*	*20.8%*	*68.1%*	*38.5%*	*29.4%*	*92.0%*
%H (TV HH)			*48.7%*	*21.5%*	*70.4%*	*39.8%*	*30.4%*	
55 - 64	428	413	192	56	313	145	169	349
%V	*16.1%*	*16.1%*	*16.8%*	*13.5%*	*17.0%*	*17.4%*	*16.7%*	*17.1%*
%H (All HH)		*96.5%*	*44.9%*	*13.1%*	*73.1%*	*33.9%*	*39.5%*	*81.5%*
%H (TV HH)			*46.5%*	*13.6%*	*75.8%*	*35.1%*	*40.9%*	
65 +	792	779	270	78	638	201	437	407
%V	*29.9%*	*30.4%*	*23.6%*	*18.8%*	*34.6%*	*24.1%*	*43.3%*	*20.0%*
%H (All HH)		*98.4%*	*34.1%*	*9.8%*	*80.6%*	*25.4%*	*55.2%*	*51.4%*
%H (TV HH)			*34.7%*	*10.0%*	*81.9%*	*25.8%*	*56.1%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
1	806	755	234	86	591	154	437	424
%V	*30.4%*	*29.5%*	*20.5%*	*20.7%*	*32.1%*	*18.5%*	*43.3%*	*20.8%*
%H (All HH)		*93.7%*	*29.0%*	*10.7%*	*73.3%*	*19.1%*	*54.2%*	*52.6%*
%H (TV HH)			*31.0%*	*11.4%*	*78.3%*	*20.4%*	*57.9%*	
2	938	919	431	137	662	313	350	775
%V	*35.4%*	*35.9%*	*37.7%*	*32.9%*	*35.9%*	*37.6%*	*34.7%*	*38.0%*
%H (All HH)		*98.0%*	*45.9%*	*14.6%*	*70.6%*	*33.4%*	*37.3%*	*82.6%*
%H (TV HH)			*46.9%*	*14.9%*	*72.0%*	*34.1%*	*38.1%*	
3	390	382	192	84	259	152	107	356
%V	*14.7%*	*14.9%*	*16.8%*	*20.2%*	*14.1%*	*18.2%*	*10.6%*	*17.5%*
%H (All HH)		*97.9%*	*49.2%*	*21.5%*	*66.4%*	*39.0%*	*27.4%*	*91.3%*
%H (TV HH)			*50.3%*	*22.0%*	*67.8%*	*39.8%*	*28.0%*	
4	372	364	214	71	234	151	83	345
%V	*14.0%*	*14.2%*	*18.7%*	*17.1%*	*12.7%*	*18.1%*	*8.2%*	*16.9%*
%H (All HH)		*97.8%*	*57.5%*	*19.1%*	*62.9%*	*40.6%*	*22.3%*	*92.7%*
%H (TV HH)			*58.8%*	*19.5%*	*64.3%*	*41.5%*	*22.8%*	
5+	146	141	71	38	96	64	32	140
%V	*5.5%*	*5.5%*	*6.2%*	*9.1%*	*5.2%*	*7.7%*	*3.2%*	*6.9%*
%H (All HH)		*96.6%*	*48.6%*	*26.0%*	*65.8%*	*43.8%*	*21.9%*	*95.9%*
%H (TV HH)			*50.4%*	*27.0%*	*68.1%*	*45.4%*	*22.7%*	
Average HH size	2.31	2.33	2.55	2.66	2.25	2.62	1.94	2.54

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

October 2012 - September 2013

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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Without	1970	1889	782	278	1411	578	833	1419
%V	*74.3%*	*73.7%*	*68.5%*	*66.8%*	*76.6%*	*69.4%*	*82.6%*	*69.6%*
%H (All HH)		*95.9%*	*39.7%*	*14.1%*	*71.6%*	*29.3%*	*42.3%*	*72.0%*
%H (TV HH)			*41.4%*	*14.7%*	*74.7%*	*30.6%*	*44.1%*	
With	681	673	360	138	431	255	176	621
%V	*25.7%*	*26.3%*	*31.5%*	*33.2%*	*23.4%*	*30.6%*	*17.4%*	*30.4%*
%H (All HH)		*98.8%*	*52.9%*	*20.3%*	*63.3%*	*37.4%*	*25.8%*	*91.2%*
%H (TV HH)			*53.5%*	*20.5%*	*64.0%*	*37.9%*	*26.2%*	
0 - 3	256	251	133	49	154	85	70	224
%V	*9.7%*	*9.8%*	*11.6%*	*11.8%*	*8.4%*	*10.2%*	*6.9%*	*11.0%*
%H (All HH)		*98.0%*	*52.0%*	*19.1%*	*60.2%*	*33.2%*	*27.3%*	*87.5%*
%H (TV HH)			*53.0%*	*19.5%*	*61.4%*	*33.9%*	*27.9%*	
4 - 9	341	337	183	71	205	124	81	308
%V	*12.9%*	*13.2%*	*16.0%*	*17.1%*	*11.1%*	*14.9%*	*8.0%*	*15.1%*
%H (All HH)		*98.8%*	*53.7%*	*20.8%*	*60.1%*	*36.4%*	*23.8%*	*90.3%*
%H (TV HH)			*54.3%*	*21.1%*	*60.8%*	*36.8%*	*24.0%*	
10 - 15	312	309	175	62	217	142	76	291
%V	*11.8%*	*12.1%*	*15.3%*	*14.9%*	*11.8%*	*17.0%*	*7.5%*	*14.3%*
%H (All HH)		*99.0%*	*56.1%*	*19.9%*	*69.6%*	*45.5%*	*24.4%*	*93.3%*
%H (TV HH)			*56.6%*	*20.1%*	*70.2%*	*46.0%*	*24.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
1	1015	1015	358	135	658	149	510	693
%V	*38.3%*	*39.6%*	*31.3%*	*32.5%*	*35.7%*	*17.9%*	*50.5%*	*34.0%*
%H (All HH)		*100.0%*	*35.3%*	*13.3%*	*64.8%*	*14.7%*	*50.2%*	*68.3%*
%H (TV HH)			*35.3%*	*13.3%*	*64.8%*	*14.7%*	*50.2%*	
2	898	898	413	147	668	326	342	707
%V	*33.9%*	*35.1%*	*36.2%*	*35.3%*	*36.3%*	*39.1%*	*33.9%*	*34.7%*
%H (All HH)		*100.0%*	*46.0%*	*16.4%*	*74.4%*	*36.3%*	*38.1%*	*78.7%*
%H (TV HH)			*46.0%*	*16.4%*	*74.4%*	*36.3%*	*38.1%*	
3	406	406	222	76	317	205	112	352
%V	*15.3%*	*15.8%*	*19.4%*	*18.3%*	*17.2%*	*24.6%*	*11.1%*	*17.3%*
%H (All HH)		*100.0%*	*54.7%*	*18.7%*	*78.1%*	*50.5%*	*27.6%*	*86.7%*
%H (TV HH)			*54.7%*	*18.7%*	*78.1%*	*50.5%*	*27.6%*	
4	160	160	98	34	128	95	33	150
%V	*6.0%*	*6.2%*	*8.6%*	*8.2%*	*6.9%*	*11.4%*	*3.3%*	*7.4%*
%H (All HH)		*100.0%*	*61.3%*	*21.3%*	*80.0%*	*59.4%*	*20.6%*	*93.8%*
%H (TV HH)			*61.3%*	*21.3%*	*80.0%*	*59.4%*	*20.6%*	
5+	83	83	50	24	71	59	11	82
%V	*3.1%*	*3.2%*	*4.4%*	*5.8%*	*3.9%*	*7.1%*	*1.1%*	*4.0%*
%H (All HH)		*100.0%*	*60.2%*	*28.9%*	*85.5%*	*71.1%*	*13.3%*	*98.8%*
%H (TV HH)			*60.2%*	*28.9%*	*85.5%*	*71.1%*	*13.3%*	

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

October 2012 - September 2013

ITV South and South East

Household level data

Table 20.6: 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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Under 20"	686	686	316	94	581	298	283	533
%V	*25.9%*	*26.8%*	*27.7%*	*22.6%*	*31.5%*	*35.8%*	*28.0%*	*26.1%*
%H (All HH)		*100.0%*	*46.1%*	*13.7%*	*84.7%*	*43.4%*	*41.3%*	*77.7%*
%H (TV HH)			*46.1%*	*13.7%*	*84.7%*	*43.4%*	*41.3%*	
20" - 29"	976	976	393	162	760	332	429	722
%V	*36.8%*	*38.1%*	*34.4%*	*38.9%*	*41.3%*	*39.9%*	*42.5%*	*35.4%*
%H (All HH)		*100.0%*	*40.3%*	*16.6%*	*77.9%*	*34.0%*	*44.0%*	*74.0%*
%H (TV HH)			*40.3%*	*16.6%*	*77.9%*	*34.0%*	*44.0%*	
30" - 39"	1276	1276	591	214	949	466	483	1027
%V	*48.1%*	*49.8%*	*51.8%*	*51.4%*	*51.5%*	*55.9%*	*47.9%*	*50.3%*
%H (All HH)		*100.0%*	*46.3%*	*16.8%*	*74.4%*	*36.5%*	*37.9%*	*80.5%*
%H (TV HH)			*46.3%*	*16.8%*	*74.4%*	*36.5%*	*37.9%*	
40" and over	1006	1006	590	199	662	433	229	891
%V	*37.9%*	*39.3%*	*51.7%*	*47.8%*	*35.9%*	*52.0%*	*22.7%*	*43.7%*
%H (All HH)		*100.0%*	*58.6%*	*19.8%*	*65.8%*	*43.0%*	*22.8%*	*88.6%*
%H (TV HH)			*58.6%*	*19.8%*	*65.8%*	*43.0%*	*22.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Household level data

Table 20.7: 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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Main living room	2515	2515	1131	412	1815	827	988	1949
%V	*94.9%*	*98.2%*	*99.0%*	*99.0%*	*98.5%*	*99.3%*	*97.9%*	*95.5%*
%H (All HH)		*100.0%*	*45.0%*	*16.4%*	*72.2%*	*32.9%*	*39.3%*	*77.5%*
%H (TV HH)			*45.0%*	*16.4%*	*72.2%*	*32.9%*	*39.3%*	
Kitchen	327	327	160	41	281	152	129	257
%V	*12.3%*	*12.8%*	*14.0%*	*9.9%*	*15.3%*	*18.2%*	*12.8%*	*12.6%*
%H (All HH)		*100.0%*	*48.9%*	*12.5%*	*85.9%*	*46.5%*	*39.4%*	*78.6%*
%H (TV HH)			*48.9%*	*12.5%*	*85.9%*	*46.5%*	*39.4%*	
Adult's bedroom	1047	1047	544	192	821	495	326	883
%V	*39.5%*	*40.9%*	*47.6%*	*46.2%*	*44.6%*	*59.4%*	*32.3%*	*43.3%*
%H (All HH)		*100.0%*	*52.0%*	*18.3%*	*78.4%*	*47.3%*	*31.1%*	*84.3%*
%H (TV HH)			*52.0%*	*18.3%*	*78.4%*	*47.3%*	*31.1%*	
Child's bedroom	179	179	107	45	140	111	29	167
%V	*6.8%*	*7.0%*	*9.4%*	*10.8%*	*7.6%*	*13.3%*	*2.9%*	*8.2%*
%H (All HH)		*100.0%*	*59.8%*	*25.1%*	*78.2%*	*62.0%*	*16.2%*	*93.3%*
%H (TV HH)			*59.8%*	*25.1%*	*78.2%*	*62.0%*	*16.2%*	
Other bedroom	130	130	69	28	108	72	36	116
%V	*4.9%*	*5.1%*	*6.0%*	*6.7%*	*5.9%*	*8.6%*	*3.6%*	*5.7%*
%H (All HH)		*100.0%*	*53.1%*	*21.5%*	*83.1%*	*55.4%*	*27.7%*	*89.2%*
%H (TV HH)			*53.1%*	*21.5%*	*83.1%*	*55.4%*	*27.7%*	
Second living/dining room	180	180	102	34	140	92	47	157
%V	*6.8%*	*7.0%*	*8.9%*	*8.2%*	*7.6%*	*11.0%*	*4.7%*	*7.7%*
%H (All HH)		*100.0%*	*56.7%*	*18.9%*	*77.8%*	*51.1%*	*26.1%*	*87.2%*
%H (TV HH)			*56.7%*	*18.9%*	*77.8%*	*51.1%*	*26.1%*	
Study/office	46	46	25	7	37	24	13	44
%V	*1.7%*	*1.8%*	*2.2%*	*1.7%*	*2.0%*	*2.9%*	*1.3%*	*2.2%*
%H (All HH)		*100.0%*	*54.3%*	*15.2%*	*80.4%*	*52.2%*	*28.3%*	*95.7%*
%H (TV HH)			*54.3%*	*15.2%*	*80.4%*	*52.2%*	*28.3%*	
TV room	17	17	13	4	7	6	1	17
%V	*0.6%*	*0.7%*	*1.1%*	*1.0%*	*0.4%*	*0.7%*	*0.1%*	*0.8%*
%H (All HH)		*100.0%*	*76.5%*	*23.5%*	*41.2%*	*35.3%*	*5.9%*	*100.0%*
%H (TV HH)			*76.5%*	*23.5%*	*41.2%*	*35.3%*	*5.9%*	
Conservatory	42	42	19	6	37	19	19	38
%V	*1.6%*	*1.6%*	*1.7%*	*1.4%*	*2.0%*	*2.3%*	*1.9%*	*1.9%*
%H (All HH)		*100.0%*	*45.2%*	*14.3%*	*88.1%*	*45.2%*	*45.2%*	*90.5%*
%H (TV HH)			*45.2%*	*14.3%*	*88.1%*	*45.2%*	*45.2%*	
Attic or loft room	2	2	1	1	2	2	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	9	9	3	2	6	2	4	6
%V	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	*66.7%*
%H (TV HH)			*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	
Other	21	21	12	4	16	11	5	19
%V	*0.8%*	*0.8%*	*1.1%*	*1.0%*	*0.9%*	*1.3%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*57.1%*	*19.0%*	*76.2%*	*52.4%*	*23.8%*	*90.5%*
%H (TV HH)			*57.1%*	*19.0%*	*76.2%*	*52.4%*	*23.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Household level data

Table 20.8: Recorders 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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Any DSAT provider	1142	1142	1142	22	641	641	0	982
%V	*43.1%*	*44.6%*	*100.0%*	*5.3%*	*34.8%*	*77.0%*	*0.0%*	*48.1%*
%H (All HH)			*100.0%*	*1.9%*	*56.1%*	*56.1%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*1.9%*	*56.1%*	*56.1%*	*0.0%*	
Sky with subcription	919	919	919	6	514	514	0	813
%V	*34.7%*	*35.9%*	*80.5%*	*1.4%*	*27.9%*	*61.7%*	*0.0%*	*39.9%*
%H (All HH)			*100.0%*	*0.7%*	*55.9%*	*55.9%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*0.7%*	*55.9%*	*55.9%*	*0.0%*	
Sky without subscription	64	64	64	7	34	34	0	43
%V	*2.4%*	*2.5%*	*5.6%*	*1.7%*	*1.8%*	*4.1%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*10.9%*	*53.1%*	*53.1%*	*0.0%*	*67.2%*
%H (TV HH)			*100.0%*	*10.9%*	*53.1%*	*53.1%*	*0.0%*	
Freesat	155	155	155	9	87	87	0	123
%V	*5.8%*	*6.0%*	*13.6%*	*2.2%*	*4.7%*	*10.4%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*5.8%*	*56.1%*	*56.1%*	*0.0%*	*79.4%*
%H (TV HH)			*100.0%*	*5.8%*	*56.1%*	*56.1%*	*0.0%*	
Other satellite provider	30	30	30	1	16	16	0	26
%V	*1.1%*	*1.2%*	*2.6%*	*0.2%*	*0.9%*	*1.9%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*3.3%*	*53.3%*	*53.3%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*3.3%*	*53.3%*	*53.3%*	*0.0%*	
DCAB	416	416	22	416	204	204	0	378
%V	*15.7%*	*16.2%*	*1.9%*	*100.0%*	*11.1%*	*24.5%*	*0.0%*	*18.5%*
%H (All HH)			*5.3%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	*90.9%*
%H (TV HH)			*5.3%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	
DTT	1842	1842	641	204	1842	833	1009	1366
%V	*69.5%*	*71.9%*	*56.1%*	*49.0%*	*100.0%*	*100.0%*	*100.0%*	*67.0%*
%H (All HH)		*100.0%*	*34.8%*	*11.1%*	*100.0%*	*45.2%*	*54.8%*	*74.2%*
%H (TV HH)			*34.8%*	*11.1%*	*100.0%*	*45.2%*	*54.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
PVR	1571	1571	930	313	1033	687	346	1385
%V	*59.3%*	*61.3%*	*81.4%*	*75.2%*	*56.1%*	*82.5%*	*34.3%*	*67.9%*
%H (All HH)		*100.0%*	*59.2%*	*19.9%*	*65.8%*	*43.7%*	*22.0%*	*88.2%*
%H (TV HH)			*59.2%*	*19.9%*	*65.8%*	*43.7%*	*22.0%*	
DVDR	146	146	59	29	113	54	59	116
%V	*5.5%*	*5.7%*	*5.2%*	*7.0%*	*6.1%*	*6.5%*	*5.8%*	*5.7%*
%H (All HH)		*100.0%*	*40.4%*	*19.9%*	*77.4%*	*37.0%*	*40.4%*	*79.5%*
%H (TV HH)			*40.4%*	*19.9%*	*77.4%*	*37.0%*	*40.4%*	
VCR	109	109	44	16	88	40	48	78
%V	*4.1%*	*4.3%*	*3.9%*	*3.8%*	*4.8%*	*4.8%*	*4.8%*	*3.8%*
%H (All HH)		*100.0%*	*40.4%*	*14.7%*	*80.7%*	*36.7%*	*44.0%*	*71.6%*
%H (TV HH)			*40.4%*	*14.7%*	*80.7%*	*36.7%*	*44.0%*	
Any recorder	1666	1666	951	324	1114	704	410	1445
%V	*62.8%*	*65.0%*	*83.3%*	*77.9%*	*60.5%*	*84.5%*	*40.6%*	*70.8%*
%H (All HH)		*100.0%*	*57.1%*	*19.4%*	*66.9%*	*42.3%*	*24.6%*	*86.7%*
%H (TV HH)			*57.1%*	*19.4%*	*66.9%*	*42.3%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	1321	1321	712	323	871	567	304	1167
%V	*49.8%*	*51.6%*	*62.3%*	*77.6%*	*47.3%*	*68.1%*	*30.1%*	*57.2%*
%H (All HH)		*100.0%*	*53.9%*	*24.5%*	*65.9%*	*42.9%*	*23.0%*	*88.3%*
%H (TV HH)			*53.9%*	*24.5%*	*65.9%*	*42.9%*	*23.0%*	
DVD/Blu-ray player or recorder	2084	2084	971	360	1498	731	767	1691
%V	*78.6%*	*81.3%*	*85.0%*	*86.5%*	*81.3%*	*87.8%*	*76.0%*	*82.9%*
%H (All HH)		*100.0%*	*46.6%*	*17.3%*	*71.9%*	*35.1%*	*36.8%*	*81.1%*
%H (TV HH)			*46.6%*	*17.3%*	*71.9%*	*35.1%*	*36.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Household level data

Table 20.10: 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	2651	2562	1142	416	1842	833	1009	2040
%H (All HH)		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*
%H (TV HH)			*44.6%*	*16.2%*	*71.9%*	*32.5%*	*39.4%*	
Has broadband internet	2040	1983	982	378	1366	738	628	2040
%V	*77.0%*	*77.4%*	*86.0%*	*90.9%*	*74.2%*	*88.6%*	*62.2%*	*100.0%*
%H (All HH)		*97.2%*	*48.1%*	*18.5%*	*67.0%*	*36.2%*	*30.8%*	*100.0%*
%H (TV HH)			*49.5%*	*19.1%*	*68.9%*	*37.2%*	*31.7%*	
Number of computers (PCs and laptops)								
0	513	491	130	38	404	80	325	24
%V	*19.4%*	*19.2%*	*11.4%*	*9.1%*	*21.9%*	*9.6%*	*32.2%*	*1.2%*
%H (All HH)		*95.7%*	*25.3%*	*7.4%*	*78.8%*	*15.6%*	*63.4%*	*4.7%*
%H (TV HH)			*26.5%*	*7.7%*	*82.3%*	*16.3%*	*66.2%*	
1	914	879	384	133	623	263	360	819
%V	*34.5%*	*34.3%*	*33.6%*	*32.0%*	*33.8%*	*31.6%*	*35.7%*	*40.1%*
%H (All HH)		*96.2%*	*42.0%*	*14.6%*	*68.2%*	*28.8%*	*39.4%*	*89.6%*
%H (TV HH)			*43.7%*	*15.1%*	*70.9%*	*29.9%*	*41.0%*	
2	575	560	289	102	388	216	172	554
%V	*21.7%*	*21.9%*	*25.3%*	*24.5%*	*21.1%*	*25.9%*	*17.0%*	*27.2%*
%H (All HH)		*97.4%*	*50.3%*	*17.7%*	*67.5%*	*37.6%*	*29.9%*	*96.3%*
%H (TV HH)			*51.6%*	*18.2%*	*69.3%*	*38.6%*	*30.7%*	
3	305	300	163	60	204	129	76	303
%V	*11.5%*	*11.7%*	*14.3%*	*14.4%*	*11.1%*	*15.5%*	*7.5%*	*14.9%*
%H (All HH)		*98.4%*	*53.4%*	*19.7%*	*66.9%*	*42.3%*	*24.9%*	*99.3%*
%H (TV HH)			*54.3%*	*20.0%*	*68.0%*	*43.0%*	*25.3%*	
4	160	158	86	37	109	71	38	158
%V	*6.0%*	*6.2%*	*7.5%*	*8.9%*	*5.9%*	*8.5%*	*3.8%*	*7.7%*
%H (All HH)		*98.8%*	*53.8%*	*23.1%*	*68.1%*	*44.4%*	*23.8%*	*98.8%*
%H (TV HH)			*54.4%*	*23.4%*	*69.0%*	*44.9%*	*24.1%*	
5+	184	174	91	47	113	75	38	182
%V	*6.9%*	*6.8%*	*8.0%*	*11.3%*	*6.1%*	*9.0%*	*3.8%*	*8.9%*
%H (All HH)		*94.6%*	*49.5%*	*25.5%*	*61.4%*	*40.8%*	*20.7%*	*98.9%*
%H (TV HH)			*52.3%*	*27.0%*	*64.9%*	*43.1%*	*21.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5122	2519	927	3845	2120	1725	4210
%H		*49.2%*	*18.1%*	*75.1%*	*41.4%*	*33.7%*	*82.2%*
Under 20"	869	416	118	746	401	345	689
%V	*17.0%*	*16.5%*	*12.7%*	*19.4%*	*18.9%*	*20.0%*	*16.4%*
%H		*47.9%*	*13.6%*	*85.8%*	*46.1%*	*39.7%*	*79.3%*
20" - 29"	1205	502	212	958	453	504	916
%V	*23.5%*	*19.9%*	*22.9%*	*24.9%*	*21.4%*	*29.2%*	*21.8%*
%H		*41.7%*	*17.6%*	*79.5%*	*37.6%*	*41.8%*	*76.0%*
30" - 39"	1483	704	267	1108	579	529	1216
%V	*29.0%*	*27.9%*	*28.8%*	*28.8%*	*27.3%*	*30.7%*	*28.9%*
%H		*47.5%*	*18.0%*	*74.7%*	*39.0%*	*35.7%*	*82.0%*
40" and over	1142	681	231	765	519	245	1020
%V	*22.3%*	*27.0%*	*24.9%*	*19.9%*	*24.5%*	*14.2%*	*24.2%*
%H		*59.6%*	*20.2%*	*67.0%*	*45.4%*	*21.5%*	*89.3%*
Don't know	65	22	18	48	22	26	47
%V	*1.3%*	*0.9%*	*1.9%*	*1.2%*	*1.0%*	*1.5%*	*1.1%*
%H		*33.8%*	*27.7%*	*73.8%*	*33.8%*	*40.0%*	*72.3%*
Not Asked	358	194	81	220	146	76	322
%V	*7.0%*	*7.7%*	*8.7%*	*5.7%*	*6.9%*	*4.4%*	*7.6%*
%H		*54.2%*	*22.6%*	*61.5%*	*40.8%*	*21.2%*	*89.9%*

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

October 2012 - September 2013

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5122	2519	927	3845	2120	1725	4210
%H		*49.2%*	*18.1%*	*75.1%*	*41.4%*	*33.7%*	*82.2%*
Main living room	2524	1133	414	1824	832	992	1955
%V	*49.3%*	*45.0%*	*44.7%*	*47.4%*	*39.2%*	*57.5%*	*46.4%*
%H		*44.9%*	*16.4%*	*72.3%*	*33.0%*	*39.3%*	*77.5%*
Kitchen	328	161	41	282	152	129	258
%V	*6.4%*	*6.4%*	*4.4%*	*7.3%*	*7.2%*	*7.5%*	*6.1%*
%H		*49.1%*	*12.5%*	*86.0%*	*46.3%*	*39.3%*	*78.7%*
Adult's bedroom	1200	630	233	947	588	358	1027
%V	*23.4%*	*25.0%*	*25.1%*	*24.6%*	*27.7%*	*20.8%*	*24.4%*
%H		*52.5%*	*19.4%*	*78.9%*	*49.0%*	*29.8%*	*85.6%*
Child's bedroom	232	142	58	186	150	36	218
%V	*4.5%*	*5.6%*	*6.3%*	*4.8%*	*7.1%*	*2.1%*	*5.2%*
%H		*61.2%*	*25.0%*	*80.2%*	*64.7%*	*15.5%*	*94.0%*
Other bedroom	161	81	41	138	94	43	146
%V	*3.1%*	*3.2%*	*4.4%*	*3.6%*	*4.4%*	*2.5%*	*3.5%*
%H		*50.3%*	*25.5%*	*85.7%*	*58.4%*	*26.7%*	*90.7%*
Second living/dining room	183	104	34	142	94	48	158
%V	*3.6%*	*4.1%*	*3.7%*	*3.7%*	*4.4%*	*2.8%*	*3.8%*
%H		*56.8%*	*18.6%*	*77.6%*	*51.4%*	*26.2%*	*86.3%*
Study/office	46	25	7	37	24	13	44
%V	*0.9%*	*1.0%*	*0.8%*	*1.0%*	*1.1%*	*0.8%*	*1.0%*
%H		*54.3%*	*15.2%*	*80.4%*	*52.2%*	*28.3%*	*95.7%*
TV room	17	13	4	7	6	1	17
%V	*0.3%*	*0.5%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.4%*
%H		*76.5%*	*23.5%*	*41.2%*	*35.3%*	*5.9%*	*100.0%*
Conservatory	42	19	6	37	19	19	38
%V	*0.8%*	*0.8%*	*0.6%*	*1.0%*	*0.9%*	*1.1%*	*0.9%*
%H		*45.2%*	*14.3%*	*88.1%*	*45.2%*	*45.2%*	*90.5%*
Attic or loft room	2	1	1	2	2	0	2
%V	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	9	3	2	6	2	5	6
%V	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*33.3%*	*22.2%*	*66.7%*	*22.2%*	*55.6%*	*66.7%*
Other	21	13	4	17	12	5	20
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.5%*
%H		*61.9%*	*19.0%*	*81.0%*	*57.1%*	*23.8%*	*95.2%*
Not Asked	358	194	81	220	146	76	322
%V	*7.0%*	*7.7%*	*8.7%*	*5.7%*	*6.9%*	*4.4%*	*7.6%*
%H		*54.2%*	*22.6%*	*61.5%*	*40.8%*	*21.2%*	*89.9%*

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
October 2012 - September 2013

ITV South and South East

Set level data

Table 20.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5122	2519	927	3845	2120	1725	4210
%H		*49.2%*	*18.1%*	*75.1%*	*41.4%*	*33.7%*	*82.2%*
PVR	2026	1257	412	1289	898	391	1813
%V	*39.6%*	*49.9%*	*44.4%*	*33.5%*	*42.4%*	*22.7%*	*43.1%*
%H		*62.0%*	*20.3%*	*63.6%*	*44.3%*	*19.3%*	*89.5%*
DVDR	157	63	36	123	63	60	127
%V	*3.1%*	*2.5%*	*3.9%*	*3.2%*	*3.0%*	*3.5%*	*3.0%*
%H		*40.1%*	*22.9%*	*78.3%*	*40.1%*	*38.2%*	*80.9%*
VCR	117	49	18	94	43	50	85
%V	*2.3%*	*1.9%*	*1.9%*	*2.4%*	*2.0%*	*2.9%*	*2.0%*
%H		*41.9%*	*15.4%*	*80.3%*	*36.8%*	*42.7%*	*72.6%*
Any recorder	2158	1293	431	1404	937	467	1905
%V	*42.1%*	*51.3%*	*46.5%*	*36.5%*	*44.2%*	*27.1%*	*45.2%*
%H		*59.9%*	*20.0%*	*65.1%*	*43.4%*	*21.6%*	*88.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5122	2519	927	3845	2120	1725	4210
%H		*49.2%*	*18.1%*	*75.1%*	*41.4%*	*33.7%*	*82.2%*
Receives HDTV (via STB or built-in reception)	1803	975	466	1195	805	390	1622
%V	*35.2%*	*38.7%*	*50.3%*	*31.1%*	*38.0%*	*22.6%*	*38.5%*
%H		*54.1%*	*25.8%*	*66.3%*	*44.6%*	*21.6%*	*90.0%*
DVD/Blu-ray player or recorder	2978	1459	542	2230	1222	1007	2500
%V	*58.1%*	*57.9%*	*58.5%*	*58.0%*	*57.6%*	*58.4%*	*59.4%*
%H		*49.0%*	*18.2%*	*74.9%*	*41.0%*	*33.8%*	*83.9%*

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

October 2012 - September 2013

ITV South and South East

Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2559	1142	416	1842	833	1008	1980
%H		*44.6%*	*16.3%*	*72.0%*	*32.6%*	*39.4%*	*77.4%*
Under 20"	68	13	1	58	5	53	33
%V	*2.7%*	*1.1%*	*0.2%*	*3.1%*	*0.6%*	*5.3%*	*1.7%*
%H		*19.1%*	*1.5%*	*85.3%*	*7.4%*	*77.9%*	*48.5%*
20" - 29"	494	139	68	377	89	288	305
%V	*19.3%*	*12.2%*	*16.3%*	*20.5%*	*10.7%*	*28.6%*	*15.4%*
%H		*28.1%*	*13.8%*	*76.3%*	*18.0%*	*58.3%*	*61.7%*
30" - 39"	991	410	153	748	318	430	762
%V	*38.7%*	*35.9%*	*36.8%*	*40.6%*	*38.2%*	*42.7%*	*38.5%*
%H		*41.4%*	*15.4%*	*75.5%*	*32.1%*	*43.4%*	*76.9%*
40" and over	975	573	189	641	416	225	861
%V	*38.1%*	*50.2%*	*45.4%*	*34.8%*	*49.9%*	*22.3%*	*43.5%*
%H		*58.8%*	*19.4%*	*65.7%*	*42.7%*	*23.1%*	*88.3%*
Don't know	22	6	4	17	4	12	12
%V	*0.9%*	*0.5%*	*1.0%*	*0.9%*	*0.5%*	*1.2%*	*0.6%*
%H		*27.3%*	*18.2%*	*77.3%*	*18.2%*	*54.5%*	*54.5%*
Not Asked	9	1	1	1	1	0	7
%V	*0.4%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.0%*	*0.4%*
%H		*11.1%*	*11.1%*	*11.1%*	*11.1%*	*0.0%*	*77.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV South and South East

Set level data

Table 20.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2559	1142	416	1842	833	1008	1980
%H		*44.6%*	*16.3%*	*72.0%*	*32.6%*	*39.4%*	*77.4%*
PVR	1540	918	309	1004	672	331	1359
%V	*60.2%*	*80.4%*	*74.3%*	*54.5%*	*80.7%*	*32.8%*	*68.6%*
%H		*59.6%*	*20.1%*	*65.2%*	*43.6%*	*21.5%*	*88.2%*
DVDR	122	45	26	92	40	52	97
%V	*4.8%*	*3.9%*	*6.3%*	*5.0%*	*4.8%*	*5.2%*	*4.9%*
%H		*36.9%*	*21.3%*	*75.4%*	*32.8%*	*42.6%*	*79.5%*
VCR	90	36	13	71	29	41	62
%V	*3.5%*	*3.2%*	*3.1%*	*3.9%*	*3.5%*	*4.1%*	*3.1%*
%H		*40.0%*	*14.4%*	*78.9%*	*32.2%*	*45.6%*	*68.9%*
Any recorder	1634	937	320	1085	690	395	1420
%V	*63.9%*	*82.0%*	*76.9%*	*58.9%*	*82.8%*	*39.2%*	*71.7%*
%H		*57.3%*	*19.6%*	*66.4%*	*42.2%*	*24.2%*	*86.9%*

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 20.17: 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	2559	1142	416	1842	833	1008	1980
%H		*44.6%*	*16.3%*	*72.0%*	*32.6%*	*39.4%*	*77.4%*
Receives HDTV (via STB or built-in reception)	1291	698	318	843	552	292	1140
%V	*50.4%*	*61.1%*	*76.4%*	*45.8%*	*66.3%*	*29.0%*	*57.6%*
%H		*54.1%*	*24.6%*	*65.3%*	*42.8%*	*22.6%*	*88.3%*
DVD/Blu-ray player or recorder	1982	919	335	1414	673	740	1606
%V	*77.5%*	*80.5%*	*80.5%*	*76.8%*	*80.8%*	*73.4%*	*81.1%*
%H		*46.4%*	*16.9%*	*71.3%*	*34.0%*	*37.3%*	*81.0%*

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

October 2012 - September 2013

ITV South and South East

Set level data

Table 20.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2563	1377	511	2004	1287	717	2229
%H		*53.7%*	*19.9%*	*78.2%*	*50.2%*	*28.0%*	*87.0%*
Under 20"	801	403	117	688	396	292	656
%V	*31.3%*	*29.3%*	*22.9%*	*34.3%*	*30.8%*	*40.7%*	*29.4%*
%H		*50.3%*	*14.6%*	*85.9%*	*49.4%*	*36.5%*	*81.9%*
20" - 29"	711	363	144	580	364	216	611
%V	*27.7%*	*26.4%*	*28.2%*	*28.9%*	*28.3%*	*30.1%*	*27.4%*
%H		*51.1%*	*20.3%*	*81.6%*	*51.2%*	*30.4%*	*85.9%*
30" - 39"	492	294	113	360	261	99	454
%V	*19.2%*	*21.4%*	*22.1%*	*18.0%*	*20.3%*	*13.8%*	*20.4%*
%H		*59.8%*	*23.0%*	*73.2%*	*53.0%*	*20.1%*	*92.3%*
40" and over	168	108	42	124	103	21	159
%V	*6.6%*	*7.8%*	*8.2%*	*6.2%*	*8.0%*	*2.9%*	*7.1%*
%H		*64.3%*	*25.0%*	*73.8%*	*61.3%*	*12.5%*	*94.6%*
Don't know	42	17	13	31	18	14	35
%V	*1.6%*	*1.2%*	*2.5%*	*1.5%*	*1.4%*	*2.0%*	*1.6%*
%H		*40.5%*	*31.0%*	*73.8%*	*42.9%*	*33.3%*	*83.3%*
Not Asked	349	192	82	221	145	75	314
%V	*13.6%*	*13.9%*	*16.0%*	*11.0%*	*11.3%*	*10.5%*	*14.1%*
%H		*55.0%*	*23.5%*	*63.3%*	*41.5%*	*21.5%*	*90.0%*

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

October 2012 - September 2013

ITV South and South East

Set level data

Table 20.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2563	1377	511	2004	1287	717	2229
%H		*53.7%*	*19.9%*	*78.2%*	*50.2%*	*28.0%*	*87.0%*
PVR	487	340	102	285	225	60	454
%V	*19.0%*	*24.7%*	*20.0%*	*14.2%*	*17.5%*	*8.4%*	*20.4%*
%H		*69.8%*	*20.9%*	*58.5%*	*46.2%*	*12.3%*	*93.2%*
DVDR	36	19	10	31	24	8	30
%V	*1.4%*	*1.4%*	*2.0%*	*1.5%*	*1.9%*	*1.1%*	*1.3%*
%H		*52.8%*	*27.8%*	*86.1%*	*66.7%*	*22.2%*	*83.3%*
VCR	26	13	4	23	14	9	23
%V	*1.0%*	*0.9%*	*0.8%*	*1.1%*	*1.1%*	*1.3%*	*1.0%*
%H		*50.0%*	*15.4%*	*88.5%*	*53.8%*	*34.6%*	*88.5%*
Any recorder	524	357	111	319	247	72	485
%V	*20.4%*	*25.9%*	*21.7%*	*15.9%*	*19.2%*	*10.0%*	*21.8%*
%H		*68.1%*	*21.2%*	*60.9%*	*47.1%*	*13.7%*	*92.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2563	1377	511	2004	1287	717	2229
%H		*53.7%*	*19.9%*	*78.2%*	*50.2%*	*28.0%*	*87.0%*
Receives HDTV (via STB or built-in reception)	512	276	147	352	254	98	483
%V	*20.0%*	*20.0%*	*28.8%*	*17.6%*	*19.7%*	*13.7%*	*21.7%*
%H		*53.9%*	*28.7%*	*68.8%*	*49.6%*	*19.1%*	*94.3%*
DVD/Blu-ray player or recorder	996	540	207	816	549	267	893
%V	*38.9%*	*39.2%*	*40.5%*	*40.7%*	*42.7%*	*37.2%*	*40.1%*
%H		*54.2%*	*20.8%*	*81.9%*	*55.1%*	*26.8%*	*89.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.21: Age 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 Inds	6124	5957	2913	1105	4138	2180	1958	5173
%H		*97.3%*	*47.6%*	*18.0%*	*67.6%*	*35.6%*	*32.0%*	*84.5%*
Total Children	1160	1145	615	237	731	436	295	1056
%V	*18.9%*	*19.2%*	*21.1%*	*21.4%*	*17.7%*	*20.0%*	*15.1%*	*20.4%*
%H		*98.7%*	*53.0%*	*20.4%*	*63.0%*	*37.6%*	*25.4%*	*91.0%*
0 - 3	305	299	155	61	180	98	82	266
%V	*5.0%*	*5.0%*	*5.3%*	*5.5%*	*4.3%*	*4.5%*	*4.2%*	*5.1%*
%H		*98.0%*	*50.8%*	*20.0%*	*59.0%*	*32.1%*	*26.9%*	*87.2%*
4 - 15	855	846	460	176	551	338	213	789
%V	*14.0%*	*14.2%*	*15.8%*	*15.9%*	*13.3%*	*15.5%*	*10.9%*	*15.3%*
%H		*98.9%*	*53.8%*	*20.6%*	*64.4%*	*39.5%*	*24.9%*	*92.3%*
4 - 9	447	441	240	94	265	160	105	406
%V	*7.3%*	*7.4%*	*8.2%*	*8.5%*	*6.4%*	*7.3%*	*5.4%*	*7.8%*
%H		*98.7%*	*53.7%*	*21.0%*	*59.3%*	*35.8%*	*23.5%*	*90.8%*
10 - 15	408	405	220	82	286	178	108	384
%V	*6.7%*	*6.8%*	*7.6%*	*7.4%*	*6.9%*	*8.2%*	*5.5%*	*7.4%*
%H		*99.3%*	*53.9%*	*20.1%*	*70.1%*	*43.6%*	*26.5%*	*94.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.22: Adults - 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 Inds	6124	5957	2913	1105	4138	2180	1958	5173
%H		*97.3%*	*47.6%*	*18.0%*	*67.6%*	*35.6%*	*32.0%*	*84.5%*
Total Adults (16+)	4964	4812	2297	868	3407	1744	1663	4117
%V	*81.1%*	*80.8%*	*78.9%*	*78.6%*	*82.3%*	*80.0%*	*84.9%*	*79.6%*
%H		*96.9%*	*46.3%*	*17.5%*	*68.6%*	*35.1%*	*33.5%*	*82.9%*
16 - 19	277	266	141	71	179	124	54	254
%V	*4.5%*	*4.5%*	*4.8%*	*6.4%*	*4.3%*	*5.7%*	*2.8%*	*4.9%*
%H		*96.0%*	*50.9%*	*25.6%*	*64.6%*	*44.8%*	*19.5%*	*91.7%*
20 - 24	355	323	151	82	210	122	88	319
%V	*5.8%*	*5.4%*	*5.2%*	*7.4%*	*5.1%*	*5.6%*	*4.5%*	*6.2%*
%H		*91.0%*	*42.5%*	*23.1%*	*59.2%*	*34.4%*	*24.8%*	*89.9%*
25 - 34	772	738	388	154	443	253	190	696
%V	*12.6%*	*12.4%*	*13.3%*	*13.9%*	*10.7%*	*11.6%*	*9.7%*	*13.5%*
%H		*95.6%*	*50.3%*	*19.9%*	*57.4%*	*32.8%*	*24.6%*	*90.2%*
35 - 44	779	761	406	141	486	276	210	725
%V	*12.7%*	*12.8%*	*13.9%*	*12.8%*	*11.7%*	*12.7%*	*10.7%*	*14.0%*
%H		*97.7%*	*52.1%*	*18.1%*	*62.4%*	*35.4%*	*27.0%*	*93.1%*
45 - 54	896	871	436	199	615	371	244	829
%V	*14.6%*	*14.6%*	*15.0%*	*18.0%*	*14.9%*	*17.0%*	*12.5%*	*16.0%*
%H		*97.2%*	*48.7%*	*22.2%*	*68.6%*	*41.4%*	*27.2%*	*92.5%*
55 - 64	697	683	332	99	515	255	260	593
%V	*11.4%*	*11.5%*	*11.4%*	*9.0%*	*12.4%*	*11.7%*	*13.3%*	*11.5%*
%H		*98.0%*	*47.6%*	*14.2%*	*73.9%*	*36.6%*	*37.3%*	*85.1%*
65+	1188	1171	443	121	960	344	616	700
%V	*19.4%*	*19.7%*	*15.2%*	*11.0%*	*23.2%*	*15.8%*	*31.5%*	*13.5%*
%H		*98.6%*	*37.3%*	*10.2%*	*80.8%*	*29.0%*	*51.9%*	*58.9%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4964	4812	2297	868	3407	1744	1663	4117
%H		*96.9%*	*46.3%*	*17.5%*	*68.6%*	*35.1%*	*33.5%*	*82.9%*
AB	1512	1476	745	257	1065	588	477	1412
%V	*30.5%*	*30.7%*	*32.4%*	*29.6%*	*31.3%*	*33.7%*	*28.7%*	*34.3%*
%H		*97.6%*	*49.3%*	*17.0%*	*70.4%*	*38.9%*	*31.5%*	*93.4%*
C1	1448	1386	678	262	942	493	449	1267
%V	*29.2%*	*28.8%*	*29.5%*	*30.2%*	*27.6%*	*28.3%*	*27.0%*	*30.8%*
%H		*95.7%*	*46.8%*	*18.1%*	*65.1%*	*34.0%*	*31.0%*	*87.5%*
C2	1070	1057	515	197	753	399	353	873
%V	*21.6%*	*22.0%*	*22.4%*	*22.7%*	*22.1%*	*22.9%*	*21.2%*	*21.2%*
%H		*98.8%*	*48.1%*	*18.4%*	*70.4%*	*37.3%*	*33.0%*	*81.6%*
D	571	545	238	110	374	174	199	410
%V	*11.5%*	*11.3%*	*10.4%*	*12.7%*	*11.0%*	*10.0%*	*12.0%*	*10.0%*
%H		*95.4%*	*41.7%*	*19.3%*	*65.5%*	*30.5%*	*34.9%*	*71.8%*
E	363	350	122	42	273	89	184	155
%V	*7.3%*	*7.3%*	*5.3%*	*4.8%*	*8.0%*	*5.1%*	*11.1%*	*3.8%*
%H		*96.4%*	*33.6%*	*11.6%*	*75.2%*	*24.5%*	*50.7%*	*42.7%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4964	4812	2297	868	3407	1744	1663	4117
%H		*96.9%*	*46.3%*	*17.5%*	*68.6%*	*35.1%*	*33.5%*	*82.9%*
Working full time	2221	2160	1112	465	1421	833	588	2071
%V	*44.7%*	*44.9%*	*48.4%*	*53.6%*	*41.7%*	*47.8%*	*35.4%*	*50.3%*
%H		*97.3%*	*50.1%*	*20.9%*	*64.0%*	*37.5%*	*26.5%*	*93.2%*
Working part time	585	570	291	101	405	223	182	532
%V	*11.8%*	*11.8%*	*12.7%*	*11.6%*	*11.9%*	*12.8%*	*10.9%*	*12.9%*
%H		*97.4%*	*49.7%*	*17.3%*	*69.2%*	*38.1%*	*31.1%*	*90.9%*
Not working	2158	2082	895	302	1581	688	893	1514
%V	*43.5%*	*43.3%*	*39.0%*	*34.8%*	*46.4%*	*39.4%*	*53.7%*	*36.8%*
%H		*96.5%*	*41.5%*	*14.0%*	*73.3%*	*31.9%*	*41.4%*	*70.2%*
Housewife/Houseperson	2651	2562	1142	416	1842	833	1009	2040
%V	*53.4%*	*53.2%*	*49.7%*	*47.9%*	*54.1%*	*47.8%*	*60.7%*	*49.6%*
%H		*96.6%*	*43.1%*	*15.7%*	*69.5%*	*31.4%*	*38.1%*	*77.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.25: Males - 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 Males (16+)	2409	2321	1144	445	1608	870	738	2045
%H		*96.3%*	*47.5%*	*18.5%*	*66.7%*	*36.1%*	*30.6%*	*84.9%*
16 - 19	143	135	72	39	92	68	24	129
%V	*5.9%*	*5.8%*	*6.3%*	*8.8%*	*5.7%*	*7.8%*	*3.3%*	*6.3%*
%H		*94.4%*	*50.3%*	*27.3%*	*64.3%*	*47.6%*	*16.8%*	*90.2%*
20 - 24	179	158	82	45	90	60	30	163
%V	*7.4%*	*6.8%*	*7.2%*	*10.1%*	*5.6%*	*6.9%*	*4.1%*	*8.0%*
%H		*88.3%*	*45.8%*	*25.1%*	*50.3%*	*33.5%*	*16.8%*	*91.1%*
25 - 34	379	360	196	74	216	128	89	341
%V	*15.7%*	*15.5%*	*17.1%*	*16.6%*	*13.4%*	*14.7%*	*12.1%*	*16.7%*
%H		*95.0%*	*51.7%*	*19.5%*	*57.0%*	*33.8%*	*23.5%*	*90.0%*
35 - 44	383	371	193	65	235	128	107	354
%V	*15.9%*	*16.0%*	*16.9%*	*14.6%*	*14.6%*	*14.7%*	*14.5%*	*17.3%*
%H		*96.9%*	*50.4%*	*17.0%*	*61.4%*	*33.4%*	*27.9%*	*92.4%*
45 - 54	443	432	212	107	302	183	119	405
%V	*18.4%*	*18.6%*	*18.5%*	*24.0%*	*18.8%*	*21.0%*	*16.1%*	*19.8%*
%H		*97.5%*	*47.9%*	*24.2%*	*68.2%*	*41.3%*	*26.9%*	*91.4%*
55 - 64	351	343	170	52	257	133	123	298
%V	*14.6%*	*14.8%*	*14.9%*	*11.7%*	*16.0%*	*15.3%*	*16.7%*	*14.6%*
%H		*97.7%*	*48.4%*	*14.8%*	*73.2%*	*37.9%*	*35.0%*	*84.9%*
65+	532	521	219	63	416	170	246	354
%V	*22.1%*	*22.4%*	*19.1%*	*14.2%*	*25.9%*	*19.5%*	*33.3%*	*17.3%*
%H		*97.9%*	*41.2%*	*11.8%*	*78.2%*	*32.0%*	*46.2%*	*66.5%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2409	2321	1144	445	1608	870	738	2045
%H		*96.3%*	*47.5%*	*18.5%*	*66.7%*	*36.1%*	*30.6%*	*84.9%*
AB	762	743	378	135	531	301	230	717
%V	*31.6%*	*32.0%*	*33.0%*	*30.3%*	*33.0%*	*34.6%*	*31.2%*	*35.1%*
%H		*97.5%*	*49.6%*	*17.7%*	*69.7%*	*39.5%*	*30.2%*	*94.1%*
C1	668	632	321	134	416	238	178	601
%V	*27.7%*	*27.2%*	*28.1%*	*30.1%*	*25.9%*	*27.4%*	*24.1%*	*29.4%*
%H		*94.6%*	*48.1%*	*20.1%*	*62.3%*	*35.6%*	*26.6%*	*90.0%*
C2	569	558	271	109	393	211	182	465
%V	*23.6%*	*24.0%*	*23.7%*	*24.5%*	*24.4%*	*24.3%*	*24.7%*	*22.7%*
%H		*98.1%*	*47.6%*	*19.2%*	*69.1%*	*37.1%*	*32.0%*	*81.7%*
D	272	258	123	52	170	82	87	198
%V	*11.3%*	*11.1%*	*10.8%*	*11.7%*	*10.6%*	*9.4%*	*11.8%*	*9.7%*
%H		*94.9%*	*45.2%*	*19.1%*	*62.5%*	*30.1%*	*32.0%*	*72.8%*
E	138	130	51	16	99	38	61	64
%V	*5.7%*	*5.6%*	*4.5%*	*3.6%*	*6.2%*	*4.4%*	*8.3%*	*3.1%*
%H		*94.2%*	*37.0%*	*11.6%*	*71.7%*	*27.5%*	*44.2%*	*46.4%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2409	2321	1144	445	1608	870	738	2045
%H		*96.3%*	*47.5%*	*18.5%*	*66.7%*	*36.1%*	*30.6%*	*84.9%*
Working full time	1381	1341	690	291	883	522	362	1283
%V	*57.3%*	*57.8%*	*60.3%*	*65.4%*	*54.9%*	*60.0%*	*49.1%*	*62.7%*
%H		*97.1%*	*50.0%*	*21.1%*	*63.9%*	*37.8%*	*26.2%*	*92.9%*
Working part time	131	126	67	17	88	44	44	116
%V	*5.4%*	*5.4%*	*5.9%*	*3.8%*	*5.5%*	*5.1%*	*6.0%*	*5.7%*
%H		*96.2%*	*51.1%*	*13.0%*	*67.2%*	*33.6%*	*33.6%*	*88.5%*
Not working	897	854	388	137	637	305	333	647
%V	*37.2%*	*36.8%*	*33.9%*	*30.8%*	*39.6%*	*35.1%*	*45.1%*	*31.6%*
%H		*95.2%*	*43.3%*	*15.3%*	*71.0%*	*34.0%*	*37.1%*	*72.1%*
Housewife/Houseperson	529	490	210	77	345	139	206	365
%V	*22.0%*	*21.1%*	*18.4%*	*17.3%*	*21.5%*	*16.0%*	*27.9%*	*17.8%*
%H		*92.6%*	*39.7%*	*14.6%*	*65.2%*	*26.3%*	*38.9%*	*69.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.28: Females - 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 Females (16+)	2555	2492	1153	423	1799	874	925	2071
%H		*97.5%*	*45.1%*	*16.6%*	*70.4%*	*34.2%*	*36.2%*	*81.1%*
16 - 19	133	131	69	32	87	56	31	125
%V	*5.2%*	*5.3%*	*6.0%*	*7.6%*	*4.8%*	*6.4%*	*3.4%*	*6.0%*
%H		*98.5%*	*51.9%*	*24.1%*	*65.4%*	*42.1%*	*23.3%*	*94.0%*
20 - 24	176	165	69	37	120	62	58	156
%V	*6.9%*	*6.6%*	*6.0%*	*8.7%*	*6.7%*	*7.1%*	*6.3%*	*7.5%*
%H		*93.8%*	*39.2%*	*21.0%*	*68.2%*	*35.2%*	*33.0%*	*88.6%*
25 - 34	393	377	192	80	226	125	101	355
%V	*15.4%*	*15.1%*	*16.7%*	*18.9%*	*12.6%*	*14.3%*	*10.9%*	*17.1%*
%H		*95.9%*	*48.9%*	*20.4%*	*57.5%*	*31.8%*	*25.7%*	*90.3%*
35 - 44	397	390	213	76	251	148	103	371
%V	*15.5%*	*15.7%*	*18.5%*	*18.0%*	*14.0%*	*16.9%*	*11.1%*	*17.9%*
%H		*98.2%*	*53.7%*	*19.1%*	*63.2%*	*37.3%*	*25.9%*	*93.5%*
45 - 54	453	439	224	92	313	187	125	424
%V	*17.7%*	*17.6%*	*19.4%*	*21.7%*	*17.4%*	*21.4%*	*13.5%*	*20.5%*
%H		*96.9%*	*49.4%*	*20.3%*	*69.1%*	*41.3%*	*27.6%*	*93.6%*
55 - 64	347	340	161	46	258	121	137	295
%V	*13.6%*	*13.6%*	*14.0%*	*10.9%*	*14.3%*	*13.8%*	*14.8%*	*14.2%*
%H		*98.0%*	*46.4%*	*13.3%*	*74.4%*	*34.9%*	*39.5%*	*85.0%*
65+	656	650	224	59	544	174	370	347
%V	*25.7%*	*26.1%*	*19.4%*	*13.9%*	*30.2%*	*19.9%*	*40.0%*	*16.8%*
%H		*99.1%*	*34.1%*	*9.0%*	*82.9%*	*26.5%*	*56.4%*	*52.9%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2555	2492	1153	423	1799	874	925	2071
%H		*97.5%*	*45.1%*	*16.6%*	*70.4%*	*34.2%*	*36.2%*	*81.1%*
AB	750	733	367	122	534	287	247	695
%V	*29.4%*	*29.4%*	*31.8%*	*28.8%*	*29.7%*	*32.8%*	*26.7%*	*33.6%*
%H		*97.7%*	*48.9%*	*16.3%*	*71.2%*	*38.3%*	*32.9%*	*92.7%*
C1	779	754	357	128	527	256	271	666
%V	*30.5%*	*30.3%*	*31.0%*	*30.3%*	*29.3%*	*29.3%*	*29.3%*	*32.2%*
%H		*96.8%*	*45.8%*	*16.4%*	*67.7%*	*32.9%*	*34.8%*	*85.5%*
C2	502	498	243	89	360	188	172	408
%V	*19.6%*	*20.0%*	*21.1%*	*21.0%*	*20.0%*	*21.5%*	*18.6%*	*19.7%*
%H		*99.2%*	*48.4%*	*17.7%*	*71.7%*	*37.5%*	*34.3%*	*81.3%*
D	299	287	115	59	204	92	112	211
%V	*11.7%*	*11.5%*	*10.0%*	*13.9%*	*11.3%*	*10.5%*	*12.1%*	*10.2%*
%H		*96.0%*	*38.5%*	*19.7%*	*68.2%*	*30.8%*	*37.5%*	*70.6%*
E	225	220	71	26	174	52	123	91
%V	*8.8%*	*8.8%*	*6.2%*	*6.1%*	*9.7%*	*5.9%*	*13.3%*	*4.4%*
%H		*97.8%*	*31.6%*	*11.6%*	*77.3%*	*23.1%*	*54.7%*	*40.4%*

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

October 2012 - September 2013

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2555	2492	1153	423	1799	874	925	2071
%H		*97.5%*	*45.1%*	*16.6%*	*70.4%*	*34.2%*	*36.2%*	*81.1%*
Working full time	840	819	422	173	538	312	226	788
%V	*32.9%*	*32.9%*	*36.6%*	*40.9%*	*29.9%*	*35.7%*	*24.4%*	*38.0%*
%H		*97.5%*	*50.2%*	*20.6%*	*64.0%*	*37.1%*	*26.9%*	*93.8%*
Working part time	454	445	224	84	317	179	138	416
%V	*17.8%*	*17.9%*	*19.4%*	*19.9%*	*17.6%*	*20.5%*	*14.9%*	*20.1%*
%H		*98.0%*	*49.3%*	*18.5%*	*69.8%*	*39.4%*	*30.4%*	*91.6%*
Not working	1261	1228	507	165	944	383	560	867
%V	*49.4%*	*49.3%*	*44.0%*	*39.0%*	*52.5%*	*43.8%*	*60.5%*	*41.9%*
%H		*97.4%*	*40.2%*	*13.1%*	*74.9%*	*30.4%*	*44.4%*	*68.8%*
Housewife/Houseperson	2122	2072	932	339	1497	694	803	1675
%V	*83.1%*	*83.1%*	*80.8%*	*80.1%*	*83.2%*	*79.4%*	*86.8%*	*80.9%*
%H		*97.6%*	*43.9%*	*16.0%*	*70.5%*	*32.7%*	*37.8%*	*78.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

Contents Page

Household

Table 21.1: Social Grade 564
Table 21.2: Housewife Age 565
Table 21.3: Size of Household 566
Table 21.4: Presence of Children 567
Table 21.5: Number of TV sets in household 568
Table 21.6: Screen size 569
Table 21.7: Location of ANY set in household 570
Table 21.8: Recorders 571
Table 21.9: Recorders and other equipment 572
Table 21.10: Computers and Internet 573

Sets

Table 21.11: Screen Size 574
Table 21.12: Location of set 575
Table 21.13: Recorders 576
Table 21.14: Other TV equipment 576
Table 21.15: Main Set Screen Size 577
Table 21.16: Main Set Recorders 578
Table 21.17: Main Set - Other TV equipment 578
Table 21.18: Other Sets (non-Main Set) Screen Size 579
Table 21.19: Other Set (non-Main Set) Recorders 580
Table 21.20: Other Set (non-Main Set) - Other TV equipment 580

Individuals

Table 21.21: Age of Children 581
Table 21.22: Adults - Age 582
Table 21.23: Social Grade (Adults 16+) 583
Table 21.24: Working Status (Adults 16+) 584
Table 21.25: Males - Age 585
Table 21.26: Social Grade (Males 16+) 586
Table 21.27: Working Status (Males 16+) 587
Table 21.28: Females - Age 588
Table 21.29: Social Grade (Females 16+) 589
Table 21.30: Working Status (Females 16+) 590

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
AB	1276	1236	606	188	903	459	444	1169
%V	*27.0%*	*27.1%*	*28.8%*	*26.8%*	*27.2%*	*29.6%*	*25.1%*	*31.9%*
%H (All HH)		*96.9%*	*47.5%*	*14.7%*	*70.8%*	*36.0%*	*34.8%*	*91.6%*
%H (TV HH)			*49.0%*	*15.2%*	*73.1%*	*37.1%*	*35.9%*	
C1	1368	1319	627	223	931	458	474	1132
%V	*29.0%*	*28.9%*	*29.8%*	*31.8%*	*28.1%*	*29.5%*	*26.8%*	*30.9%*
%H (All HH)		*96.4%*	*45.8%*	*16.3%*	*68.1%*	*33.5%*	*34.6%*	*82.7%*
%H (TV HH)			*47.5%*	*16.9%*	*70.6%*	*34.7%*	*35.9%*	
C2	1008	986	475	150	717	358	360	786
%V	*21.4%*	*21.6%*	*22.6%*	*21.4%*	*21.6%*	*23.1%*	*20.4%*	*21.4%*
%H (All HH)		*97.8%*	*47.1%*	*14.9%*	*71.1%*	*35.5%*	*35.7%*	*78.0%*
%H (TV HH)			*48.2%*	*15.2%*	*72.7%*	*36.3%*	*36.5%*	
D	612	583	250	92	416	173	243	402
%V	*13.0%*	*12.8%*	*11.9%*	*13.1%*	*12.5%*	*11.2%*	*13.8%*	*11.0%*
%H (All HH)		*95.3%*	*40.8%*	*15.0%*	*68.0%*	*28.3%*	*39.7%*	*65.7%*
%H (TV HH)			*42.9%*	*15.8%*	*71.4%*	*29.7%*	*41.7%*	
E	456	437	145	47	349	104	245	177
%V	*9.7%*	*9.6%*	*6.9%*	*6.7%*	*10.5%*	*6.7%*	*13.9%*	*4.8%*
%H (All HH)		*95.8%*	*31.8%*	*10.3%*	*76.5%*	*22.8%*	*53.7%*	*38.8%*
%H (TV HH)			*33.2%*	*10.8%*	*79.9%*	*23.8%*	*56.1%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.2: 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Under 25	177	154	63	24	98	37	61	133
%V	*3.8%*	*3.4%*	*3.0%*	*3.4%*	*3.0%*	*2.4%*	*3.5%*	*3.6%*
%H (All HH)		*87.0%*	*35.6%*	*13.6%*	*55.4%*	*20.9%*	*34.5%*	*75.1%*
%H (TV HH)			*40.9%*	*15.6%*	*63.6%*	*24.0%*	*39.6%*	
25 - 34	664	624	338	121	369	208	161	596
%V	*14.1%*	*13.7%*	*16.1%*	*17.3%*	*11.1%*	*13.4%*	*9.1%*	*16.3%*
%H (All HH)		*94.0%*	*50.9%*	*18.2%*	*55.6%*	*31.3%*	*24.2%*	*89.8%*
%H (TV HH)			*54.2%*	*19.4%*	*59.1%*	*33.3%*	*25.8%*	
35 - 44	792	771	418	134	501	286	215	729
%V	*16.8%*	*16.9%*	*19.9%*	*19.1%*	*15.1%*	*18.4%*	*12.2%*	*19.9%*
%H (All HH)		*97.3%*	*52.8%*	*16.9%*	*63.3%*	*36.1%*	*27.1%*	*92.0%*
%H (TV HH)			*54.2%*	*17.4%*	*65.0%*	*37.1%*	*27.9%*	
45 - 54	926	902	446	176	652	366	285	849
%V	*19.6%*	*19.8%*	*21.2%*	*25.1%*	*19.7%*	*23.6%*	*16.1%*	*23.2%*
%H (All HH)		*97.4%*	*48.2%*	*19.0%*	*70.4%*	*39.5%*	*30.8%*	*91.7%*
%H (TV HH)			*49.4%*	*19.5%*	*72.3%*	*40.6%*	*31.6%*	
55 - 64	780	758	359	107	568	269	300	651
%V	*16.5%*	*16.6%*	*17.1%*	*15.3%*	*17.1%*	*17.3%*	*17.0%*	*17.8%*
%H (All HH)		*97.2%*	*46.0%*	*13.7%*	*72.8%*	*34.5%*	*38.5%*	*83.5%*
%H (TV HH)			*47.4%*	*14.1%*	*74.9%*	*35.5%*	*39.6%*	
65 +	1381	1352	480	138	1128	385	743	709
%V	*29.3%*	*29.6%*	*22.8%*	*19.7%*	*34.0%*	*24.8%*	*42.1%*	*19.3%*
%H (All HH)		*97.9%*	*34.8%*	*10.0%*	*81.7%*	*27.9%*	*53.8%*	*51.3%*
%H (TV HH)			*35.5%*	*10.2%*	*83.4%*	*28.5%*	*55.0%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
1	1396	1313	417	154	1033	295	738	736
%V	*29.6%*	*28.8%*	*19.8%*	*22.0%*	*31.1%*	*19.0%*	*41.8%*	*20.1%*
%H (All HH)		*94.1%*	*29.9%*	*11.0%*	*74.0%*	*21.1%*	*52.9%*	*52.7%*
%H (TV HH)			*31.8%*	*11.7%*	*78.7%*	*22.5%*	*56.2%*	
2	1680	1637	791	229	1198	577	621	1391
%V	*35.6%*	*35.9%*	*37.6%*	*32.7%*	*36.1%*	*37.2%*	*35.2%*	*37.9%*
%H (All HH)		*97.4%*	*47.1%*	*13.6%*	*71.3%*	*34.3%*	*37.0%*	*82.8%*
%H (TV HH)			*48.3%*	*14.0%*	*73.2%*	*35.2%*	*37.9%*	
3	695	682	369	133	467	283	184	643
%V	*14.7%*	*15.0%*	*17.5%*	*19.0%*	*14.1%*	*18.2%*	*10.4%*	*17.5%*
%H (All HH)		*98.1%*	*53.1%*	*19.1%*	*67.2%*	*40.7%*	*26.5%*	*92.5%*
%H (TV HH)			*54.1%*	*19.5%*	*68.5%*	*41.5%*	*27.0%*	
4	672	659	381	121	439	278	161	632
%V	*14.2%*	*14.4%*	*18.1%*	*17.3%*	*13.2%*	*17.9%*	*9.1%*	*17.2%*
%H (All HH)		*98.1%*	*56.7%*	*18.0%*	*65.3%*	*41.4%*	*24.0%*	*94.0%*
%H (TV HH)			*57.8%*	*18.4%*	*66.6%*	*42.2%*	*24.4%*	
5+	277	270	146	63	180	118	62	264
%V	*5.9%*	*5.9%*	*6.9%*	*9.0%*	*5.4%*	*7.6%*	*3.5%*	*7.2%*
%H (All HH)		*97.5%*	*52.7%*	*22.7%*	*65.0%*	*42.6%*	*22.4%*	*95.3%*
%H (TV HH)			*54.1%*	*23.3%*	*66.7%*	*43.7%*	*23.0%*	
Average HH size	2.34	2.35	2.58	2.62	2.27	2.61	1.98	2.56

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Without	3516	3376	1445	481	2548	1094	1455	2560
%V	*74.5%*	*74.0%*	*68.7%*	*68.6%*	*76.8%*	*70.5%*	*82.4%*	*69.8%*
%H (All HH)		*96.0%*	*41.1%*	*13.7%*	*72.5%*	*31.1%*	*41.4%*	*72.8%*
%H (TV HH)			*42.8%*	*14.2%*	*75.5%*	*32.4%*	*43.1%*	
With	1204	1185	658	220	768	457	311	1106
%V	*25.5%*	*26.0%*	*31.3%*	*31.4%*	*23.2%*	*29.5%*	*17.6%*	*30.2%*
%H (All HH)		*98.4%*	*54.7%*	*18.3%*	*63.8%*	*38.0%*	*25.8%*	*91.9%*
%H (TV HH)			*55.5%*	*18.6%*	*64.8%*	*38.6%*	*26.2%*	
0 - 3	453	445	252	73	275	157	118	402
%V	*9.6%*	*9.8%*	*12.0%*	*10.4%*	*8.3%*	*10.1%*	*6.7%*	*11.0%*
%H (All HH)		*98.2%*	*55.6%*	*16.1%*	*60.7%*	*34.7%*	*26.0%*	*88.7%*
%H (TV HH)			*56.6%*	*16.4%*	*61.8%*	*35.3%*	*26.5%*	
4 - 9	607	597	346	108	365	223	143	555
%V	*12.9%*	*13.1%*	*16.5%*	*15.4%*	*11.0%*	*14.4%*	*8.1%*	*15.1%*
%H (All HH)		*98.4%*	*57.0%*	*17.8%*	*60.1%*	*36.7%*	*23.6%*	*91.4%*
%H (TV HH)			*58.0%*	*18.1%*	*61.1%*	*37.4%*	*24.0%*	
10 - 15	556	549	306	109	385	244	140	522
%V	*11.8%*	*12.0%*	*14.6%*	*15.5%*	*11.6%*	*15.7%*	*7.9%*	*14.2%*
%H (All HH)		*98.7%*	*55.0%*	*19.6%*	*69.2%*	*43.9%*	*25.2%*	*93.9%*
%H (TV HH)			*55.7%*	*19.9%*	*70.1%*	*44.4%*	*25.5%*	

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

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.5: 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
1	1730	1730	637	238	1112	276	836	1187
%V	*36.7%*	*37.9%*	*30.3%*	*34.0%*	*33.5%*	*17.8%*	*47.3%*	*32.4%*
%H (All HH)		*100.0%*	*36.8%*	*13.8%*	*64.3%*	*16.0%*	*48.3%*	*68.6%*
%H (TV HH)			*36.8%*	*13.8%*	*64.3%*	*16.0%*	*48.3%*	
2	1620	1620	765	247	1223	602	620	1272
%V	*34.3%*	*35.5%*	*36.4%*	*35.2%*	*36.9%*	*38.8%*	*35.1%*	*34.7%*
%H (All HH)		*100.0%*	*47.2%*	*15.2%*	*75.5%*	*37.2%*	*38.3%*	*78.5%*
%H (TV HH)			*47.2%*	*15.2%*	*75.5%*	*37.2%*	*38.3%*	
3	754	754	421	132	597	389	208	669
%V	*16.0%*	*16.5%*	*20.0%*	*18.8%*	*18.0%*	*25.1%*	*11.8%*	*18.2%*
%H (All HH)		*100.0%*	*55.8%*	*17.5%*	*79.2%*	*51.6%*	*27.6%*	*88.7%*
%H (TV HH)			*55.8%*	*17.5%*	*79.2%*	*51.6%*	*27.6%*	
4	294	294	179	49	244	172	72	274
%V	*6.2%*	*6.4%*	*8.5%*	*7.0%*	*7.4%*	*11.1%*	*4.1%*	*7.5%*
%H (All HH)		*100.0%*	*60.9%*	*16.7%*	*83.0%*	*58.5%*	*24.5%*	*93.2%*
%H (TV HH)			*60.9%*	*16.7%*	*83.0%*	*58.5%*	*24.5%*	
5+	163	163	100	35	141	111	30	159
%V	*3.5%*	*3.6%*	*4.8%*	*5.0%*	*4.3%*	*7.2%*	*1.7%*	*4.3%*
%H (All HH)		*100.0%*	*61.3%*	*21.5%*	*86.5%*	*68.1%*	*18.4%*	*97.5%*
%H (TV HH)			*61.3%*	*21.5%*	*86.5%*	*68.1%*	*18.4%*	

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

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.6: 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Under 20"	1304	1304	597	183	1122	585	537	1028
%V	*27.6%*	*28.6%*	*28.4%*	*26.1%*	*33.8%*	*37.7%*	*30.4%*	*28.0%*
%H (All HH)		*100.0%*	*45.8%*	*14.0%*	*86.0%*	*44.9%*	*41.2%*	*78.8%*
%H (TV HH)			*45.8%*	*14.0%*	*86.0%*	*44.9%*	*41.2%*	
20" - 29"	1754	1754	747	256	1400	637	763	1301
%V	*37.2%*	*38.5%*	*35.5%*	*36.5%*	*42.2%*	*41.1%*	*43.2%*	*35.5%*
%H (All HH)		*100.0%*	*42.6%*	*14.6%*	*79.8%*	*36.3%*	*43.5%*	*74.2%*
%H (TV HH)			*42.6%*	*14.6%*	*79.8%*	*36.3%*	*43.5%*	
30" - 39"	2298	2298	1102	363	1717	862	854	1866
%V	*48.7%*	*50.4%*	*52.4%*	*51.8%*	*51.8%*	*55.6%*	*48.4%*	*50.9%*
%H (All HH)		*100.0%*	*48.0%*	*15.8%*	*74.7%*	*37.5%*	*37.2%*	*81.2%*
%H (TV HH)			*48.0%*	*15.8%*	*74.7%*	*37.5%*	*37.2%*	
40" and over	1810	1810	1085	325	1221	804	417	1616
%V	*38.3%*	*39.7%*	*51.6%*	*46.4%*	*36.8%*	*51.8%*	*23.6%*	*44.1%*
%H (All HH)		*100.0%*	*59.9%*	*18.0%*	*67.5%*	*44.4%*	*23.0%*	*89.3%*
%H (TV HH)			*59.9%*	*18.0%*	*67.5%*	*44.4%*	*23.0%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.7: 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Main living room	4476	4476	2078	694	3271	1539	1732	3495
%V	*94.8%*	*98.1%*	*98.8%*	*99.0%*	*98.6%*	*99.2%*	*98.1%*	*95.3%*
%H (All HH)		*100.0%*	*46.4%*	*15.5%*	*73.1%*	*34.4%*	*38.7%*	*78.1%*
%H (TV HH)			*46.4%*	*15.5%*	*73.1%*	*34.4%*	*38.7%*	
Kitchen	611	611	307	79	535	304	231	499
%V	*12.9%*	*13.4%*	*14.6%*	*11.3%*	*16.1%*	*19.6%*	*13.1%*	*13.6%*
%H (All HH)		*100.0%*	*50.2%*	*12.9%*	*87.6%*	*49.8%*	*37.8%*	*81.7%*
%H (TV HH)			*50.2%*	*12.9%*	*87.6%*	*49.8%*	*37.8%*	
Adult's bedroom	1911	1911	1014	312	1537	932	605	1620
%V	*40.5%*	*41.9%*	*48.2%*	*44.5%*	*46.3%*	*60.1%*	*34.3%*	*44.2%*
%H (All HH)		*100.0%*	*53.1%*	*16.3%*	*80.4%*	*48.8%*	*31.7%*	*84.8%*
%H (TV HH)			*53.1%*	*16.3%*	*80.4%*	*48.8%*	*31.7%*	
Child's bedroom	341	341	204	75	271	203	68	320
%V	*7.2%*	*7.5%*	*9.7%*	*10.7%*	*8.2%*	*13.1%*	*3.9%*	*8.7%*
%H (All HH)		*100.0%*	*59.8%*	*22.0%*	*79.5%*	*59.5%*	*19.9%*	*93.8%*
%H (TV HH)			*59.8%*	*22.0%*	*79.5%*	*59.5%*	*19.9%*	
Other bedroom	248	248	138	47	204	136	68	226
%V	*5.3%*	*5.4%*	*6.6%*	*6.7%*	*6.2%*	*8.8%*	*3.9%*	*6.2%*
%H (All HH)		*100.0%*	*55.6%*	*19.0%*	*82.3%*	*54.8%*	*27.4%*	*91.1%*
%H (TV HH)			*55.6%*	*19.0%*	*82.3%*	*54.8%*	*27.4%*	
Second living/dining room	382	382	201	59	309	181	127	327
%V	*8.1%*	*8.4%*	*9.6%*	*8.4%*	*9.3%*	*11.7%*	*7.2%*	*8.9%*
%H (All HH)		*100.0%*	*52.6%*	*15.4%*	*80.9%*	*47.4%*	*33.2%*	*85.6%*
%H (TV HH)			*52.6%*	*15.4%*	*80.9%*	*47.4%*	*33.2%*	
Study/office	78	78	48	11	64	44	20	75
%V	*1.7%*	*1.7%*	*2.3%*	*1.6%*	*1.9%*	*2.8%*	*1.1%*	*2.0%*
%H (All HH)		*100.0%*	*61.5%*	*14.1%*	*82.1%*	*56.4%*	*25.6%*	*96.2%*
%H (TV HH)			*61.5%*	*14.1%*	*82.1%*	*56.4%*	*25.6%*	
TV room	33	33	19	7	20	13	7	33
%V	*0.7%*	*0.7%*	*0.9%*	*1.0%*	*0.6%*	*0.8%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*57.6%*	*21.2%*	*60.6%*	*39.4%*	*21.2%*	*100.0%*
%H (TV HH)			*57.6%*	*21.2%*	*60.6%*	*39.4%*	*21.2%*	
Conservatory	91	91	49	14	82	50	32	83
%V	*1.9%*	*2.0%*	*2.3%*	*2.0%*	*2.5%*	*3.2%*	*1.8%*	*2.3%*
%H (All HH)		*100.0%*	*53.8%*	*15.4%*	*90.1%*	*54.9%*	*35.2%*	*91.2%*
%H (TV HH)			*53.8%*	*15.4%*	*90.1%*	*54.9%*	*35.2%*	
Attic or loft room	7	7	4	1	7	5	2	5
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*71.4%*
%H (TV HH)			*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	
No specific location	17	17	8	2	11	6	5	13
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*47.1%*	*11.8%*	*64.7%*	*35.3%*	*29.4%*	*76.5%*
%H (TV HH)			*47.1%*	*11.8%*	*64.7%*	*35.3%*	*29.4%*	
Other	41	41	30	4	31	23	8	38
%V	*0.9%*	*0.9%*	*1.4%*	*0.6%*	*0.9%*	*1.5%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*73.2%*	*9.8%*	*75.6%*	*56.1%*	*19.5%*	*92.7%*
%H (TV HH)			*73.2%*	*9.8%*	*75.6%*	*56.1%*	*19.5%*	

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

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.8: Recorders 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Any DSAT provider	2103	2103	2103	41	1216	1216	0	1820
%V	*44.6%*	*46.1%*	*100.0%*	*5.8%*	*36.7%*	*78.4%*	*0.0%*	*49.6%*
%H (All HH)			*100.0%*	*1.9%*	*57.8%*	*57.8%*	*0.0%*	*86.5%*
%H (TV HH)			*100.0%*	*1.9%*	*57.8%*	*57.8%*	*0.0%*	
Sky with subcription	1655	1655	1655	15	950	950	0	1478
%V	*35.1%*	*36.3%*	*78.7%*	*2.1%*	*28.6%*	*61.3%*	*0.0%*	*40.3%*
%H (All HH)			*100.0%*	*0.9%*	*57.4%*	*57.4%*	*0.0%*	*89.3%*
%H (TV HH)			*100.0%*	*0.9%*	*57.4%*	*57.4%*	*0.0%*	
Sky without subscription	126	126	126	8	74	74	0	93
%V	*2.7%*	*2.8%*	*6.0%*	*1.1%*	*2.2%*	*4.8%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*6.3%*	*58.7%*	*58.7%*	*0.0%*	*73.8%*
%H (TV HH)			*100.0%*	*6.3%*	*58.7%*	*58.7%*	*0.0%*	
Freesat	306	306	306	14	184	184	0	238
%V	*6.5%*	*6.7%*	*14.6%*	*2.0%*	*5.5%*	*11.9%*	*0.0%*	*6.5%*
%H (All HH)			*100.0%*	*4.6%*	*60.1%*	*60.1%*	*0.0%*	*77.8%*
%H (TV HH)			*100.0%*	*4.6%*	*60.1%*	*60.1%*	*0.0%*	
Other satellite provider	71	71	71	6	37	37	0	60
%V	*1.5%*	*1.6%*	*3.4%*	*0.9%*	*1.1%*	*2.4%*	*0.0%*	*1.6%*
%H (All HH)			*100.0%*	*8.5%*	*52.1%*	*52.1%*	*0.0%*	*84.5%*
%H (TV HH)			*100.0%*	*8.5%*	*52.1%*	*52.1%*	*0.0%*	
DCAB	701	701	41	701	354	354	0	633
%V	*14.9%*	*15.4%*	*1.9%*	*100.0%*	*10.7%*	*22.8%*	*0.0%*	*17.3%*
%H (All HH)			*5.8%*	*100.0%*	*50.5%*	*50.5%*	*0.0%*	*90.3%*
%H (TV HH)			*5.8%*	*100.0%*	*50.5%*	*50.5%*	*0.0%*	
DTT	3317	3317	1216	354	3317	1551	1766	2487
%V	*70.3%*	*72.7%*	*57.8%*	*50.5%*	*100.0%*	*100.0%*	*100.0%*	*67.8%*
%H (All HH)		*100.0%*	*36.7%*	*10.7%*	*100.0%*	*46.8%*	*53.2%*	*75.0%*
%H (TV HH)			*36.7%*	*10.7%*	*100.0%*	*46.8%*	*53.2%*	

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

October 2012 - September 2013

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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
PVR	2809	2809	1723	520	1867	1270	597	2477
%V	*59.5%*	*61.6%*	*81.9%*	*74.2%*	*56.3%*	*81.9%*	*33.8%*	*67.6%*
%H (All HH)		*100.0%*	*61.3%*	*18.5%*	*66.5%*	*45.2%*	*21.3%*	*88.2%*
%H (TV HH)			*61.3%*	*18.5%*	*66.5%*	*45.2%*	*21.3%*	
DVDR	356	356	178	62	281	162	119	291
%V	*7.5%*	*7.8%*	*8.5%*	*8.8%*	*8.5%*	*10.4%*	*6.7%*	*7.9%*
%H (All HH)		*100.0%*	*50.0%*	*17.4%*	*78.9%*	*45.5%*	*33.4%*	*81.7%*
%H (TV HH)			*50.0%*	*17.4%*	*78.9%*	*45.5%*	*33.4%*	
VCR	216	216	93	34	176	85	92	157
%V	*4.6%*	*4.7%*	*4.4%*	*4.9%*	*5.3%*	*5.5%*	*5.2%*	*4.3%*
%H (All HH)		*100.0%*	*43.1%*	*15.7%*	*81.5%*	*39.4%*	*42.6%*	*72.7%*
%H (TV HH)			*43.1%*	*15.7%*	*81.5%*	*39.4%*	*42.6%*	
Any recorder	2985	2985	1764	539	2014	1300	714	2585
%V	*63.2%*	*65.4%*	*83.9%*	*76.9%*	*60.7%*	*83.8%*	*40.4%*	*70.5%*
%H (All HH)		*100.0%*	*59.1%*	*18.1%*	*67.5%*	*43.6%*	*23.9%*	*86.6%*
%H (TV HH)			*59.1%*	*18.1%*	*67.5%*	*43.6%*	*23.9%*	
Receives HDTV (via STB or built-in reception)	2414	2414	1322	548	1642	1066	576	2119
%V	*51.1%*	*52.9%*	*62.9%*	*78.2%*	*49.5%*	*68.7%*	*32.6%*	*57.8%*
%H (All HH)		*100.0%*	*54.8%*	*22.7%*	*68.0%*	*44.2%*	*23.9%*	*87.8%*
%H (TV HH)			*54.8%*	*22.7%*	*68.0%*	*44.2%*	*23.9%*	
DVD/Blu-ray player or recorder	3590	3590	1766	588	2586	1324	1262	2937
%V	*76.1%*	*78.7%*	*84.0%*	*83.9%*	*78.0%*	*85.4%*	*71.5%*	*80.1%*
%H (All HH)		*100.0%*	*49.2%*	*16.4%*	*72.0%*	*36.9%*	*35.2%*	*81.8%*
%H (TV HH)			*49.2%*	*16.4%*	*72.0%*	*36.9%*	*35.2%*	

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

October 2012 - September 2013

ITV South East Macro

Household level data

Table 21.10: 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	4720	4561	2103	701	3317	1551	1766	3666
%H (All HH)		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*
%H (TV HH)			*46.1%*	*15.4%*	*72.7%*	*34.0%*	*38.7%*	
Has broadband internet	3666	3561	1820	633	2487	1371	1116	3666
%V	*77.7%*	*78.1%*	*86.5%*	*90.3%*	*75.0%*	*88.4%*	*63.2%*	*100.0%*
%H (All HH)		*97.1%*	*49.6%*	*17.3%*	*67.8%*	*37.4%*	*30.4%*	*100.0%*
%H (TV HH)			*51.1%*	*17.8%*	*69.8%*	*38.5%*	*31.3%*	
Number of computers (PCs and laptops)								
0	900	859	232	66	718	155	562	43
%V	*19.1%*	*18.8%*	*11.0%*	*9.4%*	*21.6%*	*10.0%*	*31.8%*	*1.2%*
%H (All HH)		*95.4%*	*25.8%*	*7.3%*	*79.8%*	*17.2%*	*62.4%*	*4.8%*
%H (TV HH)			*27.0%*	*7.7%*	*83.6%*	*18.0%*	*65.4%*	
1	1624	1562	699	229	1115	484	632	1473
%V	*34.4%*	*34.2%*	*33.2%*	*32.7%*	*33.6%*	*31.2%*	*35.8%*	*40.2%*
%H (All HH)		*96.2%*	*43.0%*	*14.1%*	*68.7%*	*29.8%*	*38.9%*	*90.7%*
%H (TV HH)			*44.8%*	*14.7%*	*71.4%*	*31.0%*	*40.5%*	
2	1045	1017	543	175	701	398	303	1010
%V	*22.1%*	*22.3%*	*25.8%*	*25.0%*	*21.1%*	*25.7%*	*17.2%*	*27.6%*
%H (All HH)		*97.3%*	*52.0%*	*16.7%*	*67.1%*	*38.1%*	*29.0%*	*96.7%*
%H (TV HH)			*53.4%*	*17.2%*	*68.9%*	*39.1%*	*29.8%*	
3	546	535	296	106	366	232	133	541
%V	*11.6%*	*11.7%*	*14.1%*	*15.1%*	*11.0%*	*15.0%*	*7.5%*	*14.8%*
%H (All HH)		*98.0%*	*54.2%*	*19.4%*	*67.0%*	*42.5%*	*24.4%*	*99.1%*
%H (TV HH)			*55.3%*	*19.8%*	*68.4%*	*43.4%*	*24.9%*	
4	288	283	164	55	207	141	65	285
%V	*6.1%*	*6.2%*	*7.8%*	*7.8%*	*6.2%*	*9.1%*	*3.7%*	*7.8%*
%H (All HH)		*98.3%*	*56.9%*	*19.1%*	*71.9%*	*49.0%*	*22.6%*	*99.0%*
%H (TV HH)			*58.0%*	*19.4%*	*73.1%*	*49.8%*	*23.0%*	
5+	316	305	168	70	211	141	70	314
%V	*6.7%*	*6.7%*	*8.0%*	*10.0%*	*6.4%*	*9.1%*	*4.0%*	*8.6%*
%H (All HH)		*96.5%*	*53.2%*	*22.2%*	*66.8%*	*44.6%*	*22.2%*	*99.4%*
%H (TV HH)			*55.1%*	*23.0%*	*69.2%*	*46.2%*	*23.0%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9289	4693	1517	7089	3944	3145	7697
%H		*50.5%*	*16.3%*	*76.3%*	*42.5%*	*33.9%*	*82.9%*
Under 20"	1682	797	236	1463	799	664	1358
%V	*18.1%*	*17.0%*	*15.6%*	*20.6%*	*20.3%*	*21.1%*	*17.6%*
%H		*47.4%*	*14.0%*	*87.0%*	*47.5%*	*39.5%*	*80.7%*
20" - 29"	2173	954	329	1772	862	910	1656
%V	*23.4%*	*20.3%*	*21.7%*	*25.0%*	*21.9%*	*28.9%*	*21.5%*
%H		*43.9%*	*15.1%*	*81.5%*	*39.7%*	*41.9%*	*76.2%*
30" - 39"	2680	1315	443	2018	1067	950	2220
%V	*28.9%*	*28.0%*	*29.2%*	*28.5%*	*27.1%*	*30.2%*	*28.8%*
%H		*49.1%*	*16.5%*	*75.3%*	*39.8%*	*35.4%*	*82.8%*
40" and over	2056	1251	373	1412	959	453	1852
%V	*22.1%*	*26.7%*	*24.6%*	*19.9%*	*24.3%*	*14.4%*	*24.1%*
%H		*60.8%*	*18.1%*	*68.7%*	*46.6%*	*22.0%*	*90.1%*
Don't know	99	38	21	77	37	41	75
%V	*1.1%*	*0.8%*	*1.4%*	*1.1%*	*0.9%*	*1.3%*	*1.0%*
%H		*38.4%*	*21.2%*	*77.8%*	*37.4%*	*41.4%*	*75.8%*
Not Asked	599	338	115	347	220	127	536
%V	*6.4%*	*7.2%*	*7.6%*	*4.9%*	*5.6%*	*4.0%*	*7.0%*
%H		*56.4%*	*19.2%*	*57.9%*	*36.7%*	*21.2%*	*89.5%*

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

October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9289	4693	1517	7089	3944	3145	7697
%H		*50.5%*	*16.3%*	*76.3%*	*42.5%*	*33.9%*	*82.9%*
Main living room	4497	2085	698	3290	1548	1742	3510
%V	*48.4%*	*44.4%*	*46.0%*	*46.4%*	*39.2%*	*55.4%*	*45.6%*
%H		*46.4%*	*15.5%*	*73.2%*	*34.4%*	*38.7%*	*78.1%*
Kitchen	614	308	79	537	304	234	501
%V	*6.6%*	*6.6%*	*5.2%*	*7.6%*	*7.7%*	*7.4%*	*6.5%*
%H		*50.2%*	*12.9%*	*87.5%*	*49.5%*	*38.1%*	*81.6%*
Adult's bedroom	2191	1176	372	1784	1112	672	1888
%V	*23.6%*	*25.1%*	*24.5%*	*25.2%*	*28.2%*	*21.4%*	*24.5%*
%H		*53.7%*	*17.0%*	*81.4%*	*50.8%*	*30.7%*	*86.2%*
Child's bedroom	432	262	92	350	266	84	407
%V	*4.7%*	*5.6%*	*6.1%*	*4.9%*	*6.7%*	*2.7%*	*5.3%*
%H		*60.6%*	*21.3%*	*81.0%*	*61.6%*	*19.4%*	*94.2%*
Other bedroom	299	160	61	252	168	83	274
%V	*3.2%*	*3.4%*	*4.0%*	*3.6%*	*4.3%*	*2.6%*	*3.6%*
%H		*53.5%*	*20.4%*	*84.3%*	*56.2%*	*27.8%*	*91.6%*
Second living/dining room	385	203	59	312	184	129	330
%V	*4.1%*	*4.3%*	*3.9%*	*4.4%*	*4.7%*	*4.1%*	*4.3%*
%H		*52.7%*	*15.3%*	*81.0%*	*47.8%*	*33.5%*	*85.7%*
Study/office	80	49	11	65	45	20	76
%V	*0.9%*	*1.0%*	*0.7%*	*0.9%*	*1.1%*	*0.6%*	*1.0%*
%H		*61.3%*	*13.8%*	*81.3%*	*56.3%*	*25.0%*	*95.0%*
TV room	33	19	7	20	13	7	33
%V	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*
%H		*57.6%*	*21.2%*	*60.6%*	*39.4%*	*21.2%*	*100.0%*
Conservatory	91	49	14	82	50	32	83
%V	*1.0%*	*1.0%*	*0.9%*	*1.2%*	*1.3%*	*1.0%*	*1.1%*
%H		*53.8%*	*15.4%*	*90.1%*	*54.9%*	*35.2%*	*91.2%*
Attic or loft room	7	4	1	7	5	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*71.4%*
No specific location	18	9	2	12	6	6	14
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*50.0%*	*11.1%*	*66.7%*	*33.3%*	*33.3%*	*77.8%*
Other	43	31	4	31	23	8	40
%V	*0.5%*	*0.7%*	*0.3%*	*0.4%*	*0.6%*	*0.3%*	*0.5%*
%H		*72.1%*	*9.3%*	*72.1%*	*53.5%*	*18.6%*	*93.0%*
Not Asked	599	338	115	347	220	127	536
%V	*6.4%*	*7.2%*	*7.6%*	*4.9%*	*5.6%*	*4.0%*	*7.0%*
%H		*56.4%*	*19.2%*	*57.9%*	*36.7%*	*21.2%*	*89.5%*

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
October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	9289	4693	1517	7089	3944	3145	7697
%H		*50.5%*	*16.3%*	*76.3%*	*42.5%*	*33.9%*	*82.9%*
PVR	3649	2353	678	2383	1713	670	3271
%V	*39.3%*	*50.1%*	*44.7%*	*33.6%*	*43.4%*	*21.3%*	*42.5%*
%H		*64.5%*	*18.6%*	*65.3%*	*46.9%*	*18.4%*	*89.6%*
DVDR	412	213	75	331	203	127	344
%V	*4.4%*	*4.5%*	*4.9%*	*4.7%*	*5.1%*	*4.0%*	*4.5%*
%H		*51.7%*	*18.2%*	*80.3%*	*49.3%*	*30.8%*	*83.5%*
VCR	234	100	40	188	92	96	172
%V	*2.5%*	*2.1%*	*2.6%*	*2.7%*	*2.3%*	*3.1%*	*2.2%*
%H		*42.7%*	*17.1%*	*80.3%*	*39.3%*	*41.0%*	*73.5%*
Any recorder	3912	2439	714	2606	1793	813	3456
%V	*42.1%*	*52.0%*	*47.1%*	*36.8%*	*45.5%*	*25.9%*	*44.9%*
%H		*62.3%*	*18.3%*	*66.6%*	*45.8%*	*20.8%*	*88.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	9289	4693	1517	7089	3944	3145	7697
%H		*50.5%*	*16.3%*	*76.3%*	*42.5%*	*33.9%*	*82.9%*
Receives HDTV (via STB or built-in reception)	3342	1829	780	2318	1540	778	2989
%V	*36.0%*	*39.0%*	*51.4%*	*32.7%*	*39.0%*	*24.7%*	*38.8%*
%H		*54.7%*	*23.3%*	*69.4%*	*46.1%*	*23.3%*	*89.4%*
DVD/Blu-ray player or recorder	5182	2673	880	3882	2203	1679	4398
%V	*55.8%*	*57.0%*	*58.0%*	*54.8%*	*55.9%*	*53.4%*	*57.1%*
%H		*51.6%*	*17.0%*	*74.9%*	*42.5%*	*32.4%*	*84.9%*

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
October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4557	2102	701	3316	1551	1765	3559
%H		*46.1%*	*15.4%*	*72.8%*	*34.0%*	*38.7%*	*78.1%*
Under 20"	130	19	6	117	13	104	72
%V	*2.9%*	*0.9%*	*0.9%*	*3.5%*	*0.8%*	*5.9%*	*2.0%*
%H		*14.6%*	*4.6%*	*90.0%*	*10.0%*	*80.0%*	*55.4%*
20" - 29"	841	245	107	654	162	492	506
%V	*18.5%*	*11.7%*	*15.3%*	*19.7%*	*10.4%*	*27.9%*	*14.2%*
%H		*29.1%*	*12.7%*	*77.8%*	*19.3%*	*58.5%*	*60.2%*
30" - 39"	1780	774	268	1337	591	746	1380
%V	*39.1%*	*36.8%*	*38.2%*	*40.3%*	*38.1%*	*42.3%*	*38.8%*
%H		*43.5%*	*15.1%*	*75.1%*	*33.2%*	*41.9%*	*77.5%*
40" and over	1755	1055	313	1181	777	404	1565
%V	*38.5%*	*50.2%*	*44.7%*	*35.6%*	*50.1%*	*22.9%*	*44.0%*
%H		*60.1%*	*17.8%*	*67.3%*	*44.3%*	*23.0%*	*89.2%*
Don't know	35	9	6	27	8	20	20
%V	*0.8%*	*0.4%*	*0.9%*	*0.8%*	*0.5%*	*1.1%*	*0.6%*
%H		*25.7%*	*17.1%*	*77.1%*	*22.9%*	*57.1%*	*57.1%*
Not Asked	16	0	1	0	0	0	16
%V	*0.4%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*
%H		*0.0%*	*6.3%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4557	2102	701	3316	1551	1765	3559
%H		*46.1%*	*15.4%*	*72.8%*	*34.0%*	*38.7%*	*78.1%*
PVR	2747	1697	513	1810	1243	568	2423
%V	*60.3%*	*80.7%*	*73.2%*	*54.6%*	*80.1%*	*32.2%*	*68.1%*
%H		*61.8%*	*18.7%*	*65.9%*	*45.2%*	*20.7%*	*88.2%*
DVDR	311	149	55	242	133	108	252
%V	*6.8%*	*7.1%*	*7.8%*	*7.3%*	*8.6%*	*6.1%*	*7.1%*
%H		*47.9%*	*17.7%*	*77.8%*	*42.8%*	*34.7%*	*81.0%*
VCR	181	74	26	144	63	81	125
%V	*4.0%*	*3.5%*	*3.7%*	*4.3%*	*4.1%*	*4.6%*	*3.5%*
%H		*40.9%*	*14.4%*	*79.6%*	*34.8%*	*44.8%*	*69.1%*
Any recorder	2925	1737	533	1960	1275	685	2534
%V	*64.2%*	*82.6%*	*76.0%*	*59.1%*	*82.2%*	*38.8%*	*71.2%*
%H		*59.4%*	*18.2%*	*67.0%*	*43.6%*	*23.4%*	*86.6%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4557	2102	701	3316	1551	1765	3559
%H		*46.1%*	*15.4%*	*72.8%*	*34.0%*	*38.7%*	*78.1%*
Receives HDTV (via STB or built-in reception)	2347	1291	539	1581	1034	546	2060
%V	*51.5%*	*61.4%*	*76.9%*	*47.7%*	*66.7%*	*30.9%*	*57.9%*
%H		*55.0%*	*23.0%*	*67.4%*	*44.1%*	*23.3%*	*87.8%*
DVD/Blu-ray player or recorder	3389	1669	547	2419	1224	1195	2769
%V	*74.4%*	*79.4%*	*78.0%*	*72.9%*	*78.9%*	*67.7%*	*77.8%*
%H		*49.2%*	*16.1%*	*71.4%*	*36.1%*	*35.3%*	*81.7%*

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

October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4732	2590	816	3773	2393	1380	4138
%H		*54.7%*	*17.2%*	*79.7%*	*50.6%*	*29.2%*	*87.4%*
Under 20"	1553	778	230	1346	786	560	1286
%V	*32.8%*	*30.0%*	*28.2%*	*35.7%*	*32.8%*	*40.6%*	*31.1%*
%H		*50.1%*	*14.8%*	*86.7%*	*50.6%*	*36.1%*	*82.8%*
20" - 29"	1332	709	222	1117	699	418	1150
%V	*28.1%*	*27.4%*	*27.2%*	*29.6%*	*29.2%*	*30.3%*	*27.8%*
%H		*53.2%*	*16.7%*	*83.9%*	*52.5%*	*31.4%*	*86.3%*
30" - 39"	899	541	175	681	477	204	840
%V	*19.0%*	*20.9%*	*21.4%*	*18.0%*	*19.9%*	*14.8%*	*20.3%*
%H		*60.2%*	*19.5%*	*75.8%*	*53.1%*	*22.7%*	*93.4%*
40" and over	301	196	60	232	182	50	287
%V	*6.4%*	*7.6%*	*7.4%*	*6.1%*	*7.6%*	*3.6%*	*6.9%*
%H		*65.1%*	*19.9%*	*77.1%*	*60.5%*	*16.6%*	*95.3%*
Don't know	64	29	15	50	29	21	54
%V	*1.4%*	*1.1%*	*1.8%*	*1.3%*	*1.2%*	*1.5%*	*1.3%*
%H		*45.3%*	*23.4%*	*78.1%*	*45.3%*	*32.8%*	*84.4%*
Not Asked	583	337	114	347	220	127	521
%V	*12.3%*	*13.0%*	*14.0%*	*9.2%*	*9.2%*	*9.2%*	*12.6%*
%H		*57.8%*	*19.6%*	*59.5%*	*37.7%*	*21.8%*	*89.4%*

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

October 2012 - September 2013

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4732	2590	816	3773	2393	1380	4138
%H		*54.7%*	*17.2%*	*79.7%*	*50.6%*	*29.2%*	*87.4%*
PVR	902	656	165	572	470	102	848
%V	*19.1%*	*25.3%*	*20.2%*	*15.2%*	*19.6%*	*7.4%*	*20.5%*
%H		*72.7%*	*18.3%*	*63.4%*	*52.1%*	*11.3%*	*94.0%*
DVDR	101	64	20	89	70	19	92
%V	*2.1%*	*2.5%*	*2.5%*	*2.4%*	*2.9%*	*1.4%*	*2.2%*
%H		*63.4%*	*19.8%*	*88.1%*	*69.3%*	*18.8%*	*91.1%*
VCR	53	26	14	43	28	15	46
%V	*1.1%*	*1.0%*	*1.7%*	*1.1%*	*1.2%*	*1.1%*	*1.1%*
%H		*49.1%*	*26.4%*	*81.1%*	*52.8%*	*28.3%*	*86.8%*
Any recorder	987	701	181	646	518	128	922
%V	*20.9%*	*27.1%*	*22.2%*	*17.1%*	*21.6%*	*9.3%*	*22.3%*
%H		*71.0%*	*18.3%*	*65.5%*	*52.5%*	*13.0%*	*93.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: 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	4732	2590	816	3773	2393	1380	4138
%H		*54.7%*	*17.2%*	*79.7%*	*50.6%*	*29.2%*	*87.4%*
Receives HDTV (via STB or built-in reception)	995	539	241	738	506	232	929
%V	*21.0%*	*20.8%*	*29.5%*	*19.6%*	*21.1%*	*16.8%*	*22.5%*
%H		*54.2%*	*24.2%*	*74.2%*	*50.9%*	*23.3%*	*93.4%*
DVD/Blu-ray player or recorder	1793	1004	333	1463	979	484	1629
%V	*37.9%*	*38.8%*	*40.8%*	*38.8%*	*40.9%*	*35.1%*	*39.4%*
%H		*56.0%*	*18.6%*	*81.6%*	*54.6%*	*27.0%*	*90.9%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.21: Age 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 Inds	11029	10725	5420	1838	7545	4043	3502	9400
%H		*97.2%*	*49.1%*	*16.7%*	*68.4%*	*36.7%*	*31.8%*	*85.2%*
Total Children	2085	2052	1150	384	1318	793	524	1915
%V	*18.9%*	*19.1%*	*21.2%*	*20.9%*	*17.5%*	*19.6%*	*15.0%*	*20.4%*
%H		*98.4%*	*55.2%*	*18.4%*	*63.2%*	*38.0%*	*25.1%*	*91.8%*
0 - 3	540	529	300	91	323	186	137	477
%V	*4.9%*	*4.9%*	*5.5%*	*5.0%*	*4.3%*	*4.6%*	*3.9%*	*5.1%*
%H		*98.0%*	*55.6%*	*16.9%*	*59.8%*	*34.4%*	*25.4%*	*88.3%*
4 - 15	1546	1523	850	293	995	607	387	1438
%V	*14.0%*	*14.2%*	*15.7%*	*15.9%*	*13.2%*	*15.0%*	*11.1%*	*15.3%*
%H		*98.5%*	*55.0%*	*19.0%*	*64.4%*	*39.3%*	*25.0%*	*93.0%*
4 - 9	819	804	462	151	487	296	191	754
%V	*7.4%*	*7.5%*	*8.5%*	*8.2%*	*6.5%*	*7.3%*	*5.5%*	*8.0%*
%H		*98.2%*	*56.4%*	*18.4%*	*59.5%*	*36.1%*	*23.3%*	*92.1%*
10 - 15	726	718	388	142	508	311	196	684
%V	*6.6%*	*6.7%*	*7.2%*	*7.7%*	*6.7%*	*7.7%*	*5.6%*	*7.3%*
%H		*98.9%*	*53.4%*	*19.6%*	*70.0%*	*42.8%*	*27.0%*	*94.2%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.22: Adults - 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 Inds	11029	10725	5420	1838	7545	4043	3502	9400
%H		*97.2%*	*49.1%*	*16.7%*	*68.4%*	*36.7%*	*31.8%*	*85.2%*
Total Adults (16+)	8943	8673	4270	1455	6227	3249	2978	7485
%V	*81.1%*	*80.9%*	*78.8%*	*79.2%*	*82.5%*	*80.4%*	*85.0%*	*79.6%*
%H		*97.0%*	*47.7%*	*16.3%*	*69.6%*	*36.3%*	*33.3%*	*83.7%*
16 - 19	511	497	264	119	348	235	113	476
%V	*4.6%*	*4.6%*	*4.9%*	*6.5%*	*4.6%*	*5.8%*	*3.2%*	*5.1%*
%H		*97.3%*	*51.7%*	*23.3%*	*68.1%*	*46.0%*	*22.1%*	*93.2%*
20 - 24	636	582	283	128	389	223	166	571
%V	*5.8%*	*5.4%*	*5.2%*	*7.0%*	*5.2%*	*5.5%*	*4.7%*	*6.1%*
%H		*91.5%*	*44.5%*	*20.1%*	*61.2%*	*35.1%*	*26.1%*	*89.8%*
25 - 34	1378	1318	735	249	800	471	329	1268
%V	*12.5%*	*12.3%*	*13.6%*	*13.5%*	*10.6%*	*11.6%*	*9.4%*	*13.5%*
%H		*95.6%*	*53.3%*	*18.1%*	*58.1%*	*34.2%*	*23.9%*	*92.0%*
35 - 44	1443	1407	778	245	912	533	379	1345
%V	*13.1%*	*13.1%*	*14.4%*	*13.3%*	*12.1%*	*13.2%*	*10.8%*	*14.3%*
%H		*97.5%*	*53.9%*	*17.0%*	*63.2%*	*36.9%*	*26.3%*	*93.2%*
45 - 54	1584	1544	784	309	1119	655	464	1467
%V	*14.4%*	*14.4%*	*14.5%*	*16.8%*	*14.8%*	*16.2%*	*13.2%*	*15.6%*
%H		*97.5%*	*49.5%*	*19.5%*	*70.6%*	*41.4%*	*29.3%*	*92.6%*
55 - 64	1296	1270	627	182	952	477	475	1120
%V	*11.8%*	*11.8%*	*11.6%*	*9.9%*	*12.6%*	*11.8%*	*13.6%*	*11.9%*
%H		*98.0%*	*48.4%*	*14.0%*	*73.5%*	*36.8%*	*36.7%*	*86.4%*
65+	2095	2055	798	223	1706	655	1051	1238
%V	*19.0%*	*19.2%*	*14.7%*	*12.1%*	*22.6%*	*16.2%*	*30.0%*	*13.2%*
%H		*98.1%*	*38.1%*	*10.6%*	*81.4%*	*31.3%*	*50.2%*	*59.1%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	8943	8673	4270	1455	6227	3249	2978	7485
%H		*97.0%*	*47.7%*	*16.3%*	*69.6%*	*36.3%*	*33.3%*	*83.7%*
AB	2534	2470	1267	399	1805	996	808	2380
%V	*28.3%*	*28.5%*	*29.7%*	*27.4%*	*29.0%*	*30.7%*	*27.1%*	*31.8%*
%H		*97.5%*	*50.0%*	*15.7%*	*71.2%*	*39.3%*	*31.9%*	*93.9%*
C1	2609	2514	1260	466	1747	948	799	2293
%V	*29.2%*	*29.0%*	*29.5%*	*32.0%*	*28.1%*	*29.2%*	*26.8%*	*30.6%*
%H		*96.4%*	*48.3%*	*17.9%*	*67.0%*	*36.3%*	*30.6%*	*87.9%*
C2	2073	2032	1025	334	1471	793	678	1720
%V	*23.2%*	*23.4%*	*24.0%*	*23.0%*	*23.6%*	*24.4%*	*22.8%*	*23.0%*
%H		*98.0%*	*49.4%*	*16.1%*	*71.0%*	*38.3%*	*32.7%*	*83.0%*
D	1110	1064	500	180	740	348	392	813
%V	*12.4%*	*12.3%*	*11.7%*	*12.4%*	*11.9%*	*10.7%*	*13.2%*	*10.9%*
%H		*95.9%*	*45.0%*	*16.2%*	*66.7%*	*31.4%*	*35.3%*	*73.2%*
E	617	593	218	76	464	164	300	279
%V	*6.9%*	*6.8%*	*5.1%*	*5.2%*	*7.5%*	*5.0%*	*10.1%*	*3.7%*
%H		*96.1%*	*35.3%*	*12.3%*	*75.2%*	*26.6%*	*48.6%*	*45.2%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	8943	8673	4270	1455	6227	3249	2978	7485
%H		*97.0%*	*47.7%*	*16.3%*	*69.6%*	*36.3%*	*33.3%*	*83.7%*
Working full time	4053	3942	2101	764	2651	1567	1084	3794
%V	*45.3%*	*45.5%*	*49.2%*	*52.5%*	*42.6%*	*48.2%*	*36.4%*	*50.7%*
%H		*97.3%*	*51.8%*	*18.9%*	*65.4%*	*38.7%*	*26.7%*	*93.6%*
Working part time	1043	1021	527	175	728	400	328	950
%V	*11.7%*	*11.8%*	*12.3%*	*12.0%*	*11.7%*	*12.3%*	*11.0%*	*12.7%*
%H		*97.9%*	*50.5%*	*16.8%*	*69.8%*	*38.4%*	*31.4%*	*91.1%*
Not working	3847	3710	1643	516	2848	1282	1565	2740
%V	*43.0%*	*42.8%*	*38.5%*	*35.5%*	*45.7%*	*39.5%*	*52.6%*	*36.6%*
%H		*96.4%*	*42.7%*	*13.4%*	*74.0%*	*33.3%*	*40.7%*	*71.2%*
Housewife/Houseperson	4720	4561	2103	701	3317	1551	1766	3666
%V	*52.8%*	*52.6%*	*49.3%*	*48.2%*	*53.3%*	*47.7%*	*59.3%*	*49.0%*
%H		*96.6%*	*44.6%*	*14.9%*	*70.3%*	*32.9%*	*37.4%*	*77.7%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.25: Males - 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 Males (16+)	4355	4206	2139	730	2981	1631	1350	3727
%H		*96.6%*	*49.1%*	*16.8%*	*68.5%*	*37.5%*	*31.0%*	*85.6%*
16 - 19	269	260	137	68	188	133	55	249
%V	*6.2%*	*6.2%*	*6.4%*	*9.3%*	*6.3%*	*8.2%*	*4.1%*	*6.7%*
%H		*96.7%*	*50.9%*	*25.3%*	*69.9%*	*49.4%*	*20.4%*	*92.6%*
20 - 24	321	288	144	68	185	112	72	295
%V	*7.4%*	*6.8%*	*6.7%*	*9.3%*	*6.2%*	*6.9%*	*5.3%*	*7.9%*
%H		*89.7%*	*44.9%*	*21.2%*	*57.6%*	*34.9%*	*22.4%*	*91.9%*
25 - 34	683	654	375	117	393	233	159	627
%V	*15.7%*	*15.5%*	*17.5%*	*16.0%*	*13.2%*	*14.3%*	*11.8%*	*16.8%*
%H		*95.8%*	*54.9%*	*17.1%*	*57.5%*	*34.1%*	*23.3%*	*91.8%*
35 - 44	713	689	379	117	444	256	188	658
%V	*16.4%*	*16.4%*	*17.7%*	*16.0%*	*14.9%*	*15.7%*	*13.9%*	*17.7%*
%H		*96.6%*	*53.2%*	*16.4%*	*62.3%*	*35.9%*	*26.4%*	*92.3%*
45 - 54	771	754	376	157	544	317	227	708
%V	*17.7%*	*17.9%*	*17.6%*	*21.5%*	*18.2%*	*19.4%*	*16.8%*	*19.0%*
%H		*97.8%*	*48.8%*	*20.4%*	*70.6%*	*41.1%*	*29.4%*	*91.8%*
55 - 64	639	626	317	90	468	243	224	551
%V	*14.7%*	*14.9%*	*14.8%*	*12.3%*	*15.7%*	*14.9%*	*16.6%*	*14.8%*
%H		*98.0%*	*49.6%*	*14.1%*	*73.2%*	*38.0%*	*35.1%*	*86.2%*
65+	958	936	411	113	760	336	424	638
%V	*22.0%*	*22.3%*	*19.2%*	*15.5%*	*25.5%*	*20.6%*	*31.4%*	*17.1%*
%H		*97.7%*	*42.9%*	*11.8%*	*79.3%*	*35.1%*	*44.3%*	*66.6%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4355	4206	2139	730	2981	1631	1350	3727
%H		*96.6%*	*49.1%*	*16.8%*	*68.5%*	*37.5%*	*31.0%*	*85.6%*
AB	1275	1240	643	207	904	512	392	1199
%V	*29.3%*	*29.5%*	*30.1%*	*28.4%*	*30.3%*	*31.4%*	*29.0%*	*32.2%*
%H		*97.3%*	*50.4%*	*16.2%*	*70.9%*	*40.2%*	*30.7%*	*94.0%*
C1	1208	1154	601	227	784	454	331	1095
%V	*27.7%*	*27.4%*	*28.1%*	*31.1%*	*26.3%*	*27.8%*	*24.5%*	*29.4%*
%H		*95.5%*	*49.8%*	*18.8%*	*64.9%*	*37.6%*	*27.4%*	*90.6%*
C2	1102	1078	549	179	775	424	351	915
%V	*25.3%*	*25.6%*	*25.7%*	*24.5%*	*26.0%*	*26.0%*	*26.0%*	*24.6%*
%H		*97.8%*	*49.8%*	*16.2%*	*70.3%*	*38.5%*	*31.9%*	*83.0%*
D	530	509	256	83	346	172	174	402
%V	*12.2%*	*12.1%*	*12.0%*	*11.4%*	*11.6%*	*10.5%*	*12.9%*	*10.8%*
%H		*96.0%*	*48.3%*	*15.7%*	*65.3%*	*32.5%*	*32.8%*	*75.8%*
E	240	225	90	34	171	70	101	115
%V	*5.5%*	*5.3%*	*4.2%*	*4.7%*	*5.7%*	*4.3%*	*7.5%*	*3.1%*
%H		*93.8%*	*37.5%*	*14.2%*	*71.3%*	*29.2%*	*42.1%*	*47.9%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4355	4206	2139	730	2981	1631	1350	3727
%H		*96.6%*	*49.1%*	*16.8%*	*68.5%*	*37.5%*	*31.0%*	*85.6%*
Working full time	2550	2476	1326	471	1671	989	682	2375
%V	*58.6%*	*58.9%*	*62.0%*	*64.5%*	*56.1%*	*60.6%*	*50.5%*	*63.7%*
%H		*97.1%*	*52.0%*	*18.5%*	*65.5%*	*38.8%*	*26.7%*	*93.1%*
Working part time	221	214	109	33	150	74	76	194
%V	*5.1%*	*5.1%*	*5.1%*	*4.5%*	*5.0%*	*4.5%*	*5.6%*	*5.2%*
%H		*96.8%*	*49.3%*	*14.9%*	*67.9%*	*33.5%*	*34.4%*	*87.8%*
Not working	1584	1516	704	227	1160	568	592	1158
%V	*36.4%*	*36.0%*	*32.9%*	*31.1%*	*38.9%*	*34.8%*	*43.9%*	*31.1%*
%H		*95.7%*	*44.4%*	*14.3%*	*73.2%*	*35.9%*	*37.4%*	*73.1%*
Housewife/Houseperson	915	856	383	122	614	263	352	628
%V	*21.0%*	*20.4%*	*17.9%*	*16.7%*	*20.6%*	*16.1%*	*26.1%*	*16.9%*
%H		*93.6%*	*41.9%*	*13.3%*	*67.1%*	*28.7%*	*38.5%*	*68.6%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.28: Females - 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 Females (16+)	4588	4467	2131	724	3246	1618	1628	3758
%H		*97.4%*	*46.4%*	*15.8%*	*70.7%*	*35.3%*	*35.5%*	*81.9%*
16 - 19	242	237	127	51	161	103	58	226
%V	*5.3%*	*5.3%*	*6.0%*	*7.0%*	*5.0%*	*6.4%*	*3.6%*	*6.0%*
%H		*97.9%*	*52.5%*	*21.1%*	*66.5%*	*42.6%*	*24.0%*	*93.4%*
20 - 24	315	294	140	59	204	111	94	276
%V	*6.9%*	*6.6%*	*6.6%*	*8.1%*	*6.3%*	*6.9%*	*5.8%*	*7.3%*
%H		*93.3%*	*44.4%*	*18.7%*	*64.8%*	*35.2%*	*29.8%*	*87.6%*
25 - 34	695	664	360	132	407	238	169	641
%V	*15.1%*	*14.9%*	*16.9%*	*18.2%*	*12.5%*	*14.7%*	*10.4%*	*17.1%*
%H		*95.5%*	*51.8%*	*19.0%*	*58.6%*	*34.2%*	*24.3%*	*92.2%*
35 - 44	730	718	399	129	468	277	191	688
%V	*15.9%*	*16.1%*	*18.7%*	*17.8%*	*14.4%*	*17.1%*	*11.7%*	*18.3%*
%H		*98.4%*	*54.7%*	*17.7%*	*64.1%*	*37.9%*	*26.2%*	*94.2%*
45 - 54	813	790	408	151	575	337	237	759
%V	*17.7%*	*17.7%*	*19.1%*	*20.9%*	*17.7%*	*20.8%*	*14.6%*	*20.2%*
%H		*97.2%*	*50.2%*	*18.6%*	*70.7%*	*41.5%*	*29.2%*	*93.4%*
55 - 64	657	645	310	92	485	234	251	569
%V	*14.3%*	*14.4%*	*14.5%*	*12.7%*	*14.9%*	*14.5%*	*15.4%*	*15.1%*
%H		*98.2%*	*47.2%*	*14.0%*	*73.8%*	*35.6%*	*38.2%*	*86.6%*
65+	1137	1119	387	110	946	319	627	599
%V	*24.8%*	*25.1%*	*18.2%*	*15.2%*	*29.1%*	*19.7%*	*38.5%*	*15.9%*
%H		*98.4%*	*34.0%*	*9.7%*	*83.2%*	*28.1%*	*55.1%*	*52.7%*

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

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	4588	4467	2131	724	3246	1618	1628	3758
%H		*97.4%*	*46.4%*	*15.8%*	*70.7%*	*35.3%*	*35.5%*	*81.9%*
AB	1259	1230	624	192	901	485	416	1181
%V	*27.4%*	*27.5%*	*29.3%*	*26.5%*	*27.8%*	*30.0%*	*25.6%*	*31.4%*
%H		*97.7%*	*49.6%*	*15.3%*	*71.6%*	*38.5%*	*33.0%*	*93.8%*
C1	1401	1360	659	238	962	494	468	1198
%V	*30.5%*	*30.4%*	*30.9%*	*32.9%*	*29.6%*	*30.5%*	*28.7%*	*31.9%*
%H		*97.1%*	*47.0%*	*17.0%*	*68.7%*	*35.3%*	*33.4%*	*85.5%*
C2	971	954	476	155	696	369	327	805
%V	*21.2%*	*21.4%*	*22.3%*	*21.4%*	*21.4%*	*22.8%*	*20.1%*	*21.4%*
%H		*98.2%*	*49.0%*	*16.0%*	*71.7%*	*38.0%*	*33.7%*	*82.9%*
D	580	555	245	97	394	176	218	411
%V	*12.6%*	*12.4%*	*11.5%*	*13.4%*	*12.1%*	*10.9%*	*13.4%*	*10.9%*
%H		*95.7%*	*42.2%*	*16.7%*	*67.9%*	*30.3%*	*37.6%*	*70.9%*
E	377	368	128	42	293	94	199	164
%V	*8.2%*	*8.2%*	*6.0%*	*5.8%*	*9.0%*	*5.8%*	*12.2%*	*4.4%*
%H		*97.6%*	*34.0%*	*11.1%*	*77.7%*	*24.9%*	*52.8%*	*43.5%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	4588	4467	2131	724	3246	1618	1628	3758
%H		*97.4%*	*46.4%*	*15.8%*	*70.7%*	*35.3%*	*35.5%*	*81.9%*
Working full time	1503	1467	775	293	980	578	402	1419
%V	*32.8%*	*32.8%*	*36.4%*	*40.5%*	*30.2%*	*35.7%*	*24.7%*	*37.8%*
%H		*97.6%*	*51.6%*	*19.5%*	*65.2%*	*38.5%*	*26.7%*	*94.4%*
Working part time	822	807	417	142	578	326	252	757
%V	*17.9%*	*18.1%*	*19.6%*	*19.6%*	*17.8%*	*20.1%*	*15.5%*	*20.1%*
%H		*98.2%*	*50.7%*	*17.3%*	*70.3%*	*39.7%*	*30.7%*	*92.1%*
Not working	2264	2193	939	289	1688	714	974	1582
%V	*49.3%*	*49.1%*	*44.1%*	*39.9%*	*52.0%*	*44.1%*	*59.8%*	*42.1%*
%H		*96.9%*	*41.5%*	*12.8%*	*74.6%*	*31.5%*	*43.0%*	*69.9%*
Housewife/Houseperson	3805	3705	1720	578	2702	1288	1414	3037
%V	*82.9%*	*82.9%*	*80.7%*	*79.8%*	*83.2%*	*79.6%*	*86.9%*	*80.8%*
%H		*97.4%*	*45.2%*	*15.2%*	*71.0%*	*33.9%*	*37.2%*	*79.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Macro

Contents Page

Household

Table 22.1: Social Grade	592
Table 22.2: Housewife Age	593
Table 22.3: Size of Household	594
Table 22.4: Presence of Children	595
Table 22.5: Number of TV sets in household	596
Table 22.6: Screen size	597
Table 22.7: Location of ANY set in household	598
Table 22.8: Recorders	599
Table 22.9: Recorders and other equipment	600
Table 22.10: Computers and Internet	601

Sets

Table 22.11: Screen Size	602
Table 22.12: Location of set	603
Table 22.13: Recorders	604
Table 22.14: Other TV equipment	604
Table 22.15: Main Set Screen Size	605
Table 22.16: Main Set Recorders	606
Table 22.17: Main Set - Other TV equipment	606
Table 22.18: Other Sets (non-Main Set) Screen Size	607
Table 22.19: Other Set (non-Main Set) Recorders	608
Table 22.20: Other Set (non-Main Set) - Other TV equipment	608

Individuals

Table 22.21: Age of Children	609
Table 22.22: Adults - Age	610
Table 22.23: Social Grade (Adults 16+)	611
Table 22.24: Working Status (Adults 16+)	612
Table 22.25: Males - Age	613
Table 22.26: Social Grade (Males 16+)	614
Table 22.27: Working Status (Males 16+)	615
Table 22.28: Females - Age	616
Table 22.29: Social Grade (Females 16+)	617
Table 22.30: Working Status (Females 16+)	618

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
AB	1463	1425	662	218	1108	560	548	1322
%V	*20.3%*	*20.3%*	*22.3%*	*20.5%*	*20.0%*	*21.8%*	*18.4%*	*25.7%*
%H (All HH)		*97.4%*	*45.2%*	*14.9%*	*75.7%*	*38.3%*	*37.5%*	*90.4%*
%H (TV HH)			*46.5%*	*15.3%*	*77.8%*	*39.3%*	*38.5%*	
C1	1882	1824	804	291	1432	703	729	1507
%V	*26.1%*	*26.0%*	*27.1%*	*27.4%*	*25.8%*	*27.4%*	*24.5%*	*29.3%*
%H (All HH)		*96.9%*	*42.7%*	*15.5%*	*76.1%*	*37.4%*	*38.7%*	*80.1%*
%H (TV HH)			*44.1%*	*16.0%*	*78.5%*	*38.5%*	*40.0%*	
C2	1539	1507	708	249	1197	640	557	1144
%V	*21.3%*	*21.5%*	*23.9%*	*23.5%*	*21.6%*	*24.9%*	*18.7%*	*22.2%*
%H (All HH)		*97.9%*	*46.0%*	*16.2%*	*77.8%*	*41.6%*	*36.2%*	*74.3%*
%H (TV HH)			*47.0%*	*16.5%*	*79.4%*	*42.5%*	*37.0%*	
D	1191	1157	474	173	903	400	503	766
%V	*16.5%*	*16.5%*	*16.0%*	*16.3%*	*16.3%*	*15.6%*	*16.9%*	*14.9%*
%H (All HH)		*97.1%*	*39.8%*	*14.5%*	*75.8%*	*33.6%*	*42.2%*	*64.3%*
%H (TV HH)			*41.0%*	*15.0%*	*78.0%*	*34.6%*	*43.5%*	
E	1139	1089	316	130	907	266	642	404
%V	*15.8%*	*15.6%*	*10.7%*	*12.3%*	*16.4%*	*10.4%*	*21.6%*	*7.9%*
%H (All HH)		*95.6%*	*27.7%*	*11.4%*	*79.6%*	*23.4%*	*56.4%*	*35.5%*
%H (TV HH)			*29.0%*	*11.9%*	*83.3%*	*24.4%*	*59.0%*	

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

October 2012 - September 2013

ITV North Macro

Household level data

Table 22.2: 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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Under 25	373	341	128	40	257	96	162	259
%V	*5.2%*	*4.9%*	*4.3%*	*3.8%*	*4.6%*	*3.7%*	*5.4%*	*5.0%*
%H (All HH)		*91.4%*	*34.3%*	*10.7%*	*68.9%*	*25.7%*	*43.4%*	*69.4%*
%H (TV HH)			*37.5%*	*11.7%*	*75.4%*	*28.2%*	*47.5%*	
25 - 34	1087	1033	543	171	722	413	308	908
%V	*15.1%*	*14.8%*	*18.3%*	*16.1%*	*13.0%*	*16.1%*	*10.3%*	*17.7%*
%H (All HH)		*95.0%*	*50.0%*	*15.7%*	*66.4%*	*38.0%*	*28.3%*	*83.5%*
%H (TV HH)			*52.6%*	*16.6%*	*69.9%*	*40.0%*	*29.8%*	
35 - 44	1204	1168	620	224	841	512	329	1059
%V	*16.7%*	*16.7%*	*20.9%*	*21.1%*	*15.2%*	*19.9%*	*11.0%*	*20.6%*
%H (All HH)		*97.0%*	*51.5%*	*18.6%*	*69.9%*	*42.5%*	*27.3%*	*88.0%*
%H (TV HH)			*53.1%*	*19.2%*	*72.0%*	*43.8%*	*28.2%*	
45 - 54	1401	1368	628	254	1084	592	492	1189
%V	*19.4%*	*19.5%*	*21.2%*	*23.9%*	*19.5%*	*23.1%*	*16.5%*	*23.1%*
%H (All HH)		*97.6%*	*44.8%*	*18.1%*	*77.4%*	*42.3%*	*35.1%*	*84.9%*
%H (TV HH)			*45.9%*	*18.6%*	*79.2%*	*43.3%*	*36.0%*	
55 - 64	1194	1167	481	183	950	443	507	888
%V	*16.6%*	*16.7%*	*16.2%*	*17.2%*	*17.1%*	*17.3%*	*17.0%*	*17.3%*
%H (All HH)		*97.7%*	*40.3%*	*15.3%*	*79.6%*	*37.1%*	*42.5%*	*74.4%*
%H (TV HH)			*41.2%*	*15.7%*	*81.4%*	*38.0%*	*43.4%*	
65 +	1954	1926	563	191	1693	512	1180	840
%V	*27.1%*	*27.5%*	*19.0%*	*18.0%*	*30.5%*	*19.9%*	*39.6%*	*16.3%*
%H (All HH)		*98.6%*	*28.8%*	*9.8%*	*86.6%*	*26.2%*	*60.4%*	*43.0%*
%H (TV HH)			*29.2%*	*9.9%*	*87.9%*	*26.6%*	*61.3%*	

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

October 2012 - September 2013

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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
1	2290	2177	566	246	1819	464	1355	1009
%V	*31.7%*	*31.1%*	*19.1%*	*23.2%*	*32.8%*	*18.1%*	*45.5%*	*19.6%*
%H (All HH)		*95.1%*	*24.7%*	*10.7%*	*79.4%*	*20.3%*	*59.2%*	*44.1%*
%H (TV HH)			*26.0%*	*11.3%*	*83.6%*	*21.3%*	*62.2%*	
2	2488	2435	1083	367	1946	960	986	1932
%V	*34.5%*	*34.8%*	*36.5%*	*34.6%*	*35.1%*	*37.4%*	*33.1%*	*37.6%*
%H (All HH)		*97.9%*	*43.5%*	*14.8%*	*78.2%*	*38.6%*	*39.6%*	*77.7%*
%H (TV HH)			*44.5%*	*15.1%*	*79.9%*	*39.4%*	*40.5%*	
3	1114	1089	574	203	813	503	310	979
%V	*15.4%*	*15.6%*	*19.4%*	*19.1%*	*14.7%*	*19.6%*	*10.4%*	*19.0%*
%H (All HH)		*97.8%*	*51.5%*	*18.2%*	*73.0%*	*45.2%*	*27.8%*	*87.9%*
%H (TV HH)			*52.7%*	*18.6%*	*74.7%*	*46.2%*	*28.5%*	
4	888	875	497	170	659	445	214	826
%V	*12.3%*	*12.5%*	*16.8%*	*16.0%*	*11.9%*	*17.3%*	*7.2%*	*16.1%*
%H (All HH)		*98.5%*	*56.0%*	*19.1%*	*74.2%*	*50.1%*	*24.1%*	*93.0%*
%H (TV HH)			*56.8%*	*19.4%*	*75.3%*	*50.9%*	*24.5%*	
5+	434	426	243	76	310	197	114	397
%V	*6.0%*	*6.1%*	*8.2%*	*7.2%*	*5.6%*	*7.7%*	*3.8%*	*7.7%*
%H (All HH)		*98.2%*	*56.0%*	*17.5%*	*71.4%*	*45.4%*	*26.3%*	*91.5%*
%H (TV HH)			*57.0%*	*17.8%*	*72.8%*	*46.2%*	*26.8%*	
Average HH size	2.29	2.30	2.62	2.52	2.25	2.62	1.92	2.58

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

October 2012 - September 2013

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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Without	5389	5211	1968	748	4247	1757	2490	3542
%V	*74.7%*	*74.4%*	*66.4%*	*70.5%*	*76.6%*	*68.4%*	*83.6%*	*68.9%*
%H (All HH)		*96.7%*	*36.5%*	*13.9%*	*78.8%*	*32.6%*	*46.2%*	*65.7%*
%H (TV HH)			*37.8%*	*14.4%*	*81.5%*	*33.7%*	*47.8%*	
With	1824	1792	996	313	1300	811	489	1601
%V	*25.3%*	*25.6%*	*33.6%*	*29.5%*	*23.4%*	*31.6%*	*16.4%*	*31.1%*
%H (All HH)		*98.2%*	*54.6%*	*17.2%*	*71.3%*	*44.5%*	*26.8%*	*87.8%*
%H (TV HH)			*55.6%*	*17.5%*	*72.5%*	*45.3%*	*27.3%*	
0 - 3	694	676	370	113	466	275	192	573
%V	*9.6%*	*9.7%*	*12.5%*	*10.7%*	*8.4%*	*10.7%*	*6.4%*	*11.1%*
%H (All HH)		*97.4%*	*53.3%*	*16.3%*	*67.1%*	*39.6%*	*27.7%*	*82.6%*
%H (TV HH)			*54.7%*	*16.7%*	*68.9%*	*40.7%*	*28.4%*	
4 - 9	890	874	509	145	624	401	223	776
%V	*12.3%*	*12.5%*	*17.2%*	*13.7%*	*11.3%*	*15.6%*	*7.5%*	*15.1%*
%H (All HH)		*98.2%*	*57.2%*	*16.3%*	*70.1%*	*45.1%*	*25.1%*	*87.2%*
%H (TV HH)			*58.2%*	*16.6%*	*71.4%*	*45.9%*	*25.5%*	
10 - 15	851	841	466	158	629	405	224	790
%V	*11.8%*	*12.0%*	*15.7%*	*14.9%*	*11.3%*	*15.8%*	*7.5%*	*15.4%*
%H (All HH)		*98.8%*	*54.8%*	*18.6%*	*73.9%*	*47.6%*	*26.3%*	*92.8%*
%H (TV HH)			*55.4%*	*18.8%*	*74.8%*	*48.2%*	*26.6%*	

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

October 2012 - September 2013

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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
1	2652	2652	835	303	1954	476	1478	1535
%V	*36.8%*	*37.9%*	*28.2%*	*28.6%*	*35.2%*	*18.5%*	*49.6%*	*29.8%*
%H (All HH)		*100.0%*	*31.5%*	*11.4%*	*73.7%*	*17.9%*	*55.7%*	*57.9%*
%H (TV HH)			*31.5%*	*11.4%*	*73.7%*	*17.9%*	*55.7%*	
2	2481	2481	1097	410	2002	1015	987	1819
%V	*34.4%*	*35.4%*	*37.0%*	*38.6%*	*36.1%*	*39.5%*	*33.1%*	*35.4%*
%H (All HH)		*100.0%*	*44.2%*	*16.5%*	*80.7%*	*40.9%*	*39.8%*	*73.3%*
%H (TV HH)			*44.2%*	*16.5%*	*80.7%*	*40.9%*	*39.8%*	
3	1141	1141	585	208	955	598	357	984
%V	*15.8%*	*16.3%*	*19.7%*	*19.6%*	*17.2%*	*23.3%*	*12.0%*	*19.1%*
%H (All HH)		*100.0%*	*51.3%*	*18.2%*	*83.7%*	*52.4%*	*31.3%*	*86.2%*
%H (TV HH)			*51.3%*	*18.2%*	*83.7%*	*52.4%*	*31.3%*	
4	487	487	297	87	423	309	115	457
%V	*6.8%*	*7.0%*	*10.0%*	*8.2%*	*7.6%*	*12.0%*	*3.9%*	*8.9%*
%H (All HH)		*100.0%*	*61.0%*	*17.9%*	*86.9%*	*63.4%*	*23.6%*	*93.8%*
%H (TV HH)			*61.0%*	*17.9%*	*86.9%*	*63.4%*	*23.6%*	
5+	241	241	150	54	212	170	41	232
%V	*3.3%*	*3.4%*	*5.1%*	*5.1%*	*3.8%*	*6.6%*	*1.4%*	*4.5%*
%H (All HH)		*100.0%*	*62.2%*	*22.4%*	*88.0%*	*70.5%*	*17.0%*	*96.3%*
%H (TV HH)			*62.2%*	*22.4%*	*88.0%*	*70.5%*	*17.0%*	

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

October 2012 - September 2013

ITV North Macro

Household level data

Table 22.6: 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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Under 20"	1654	1654	707	237	1495	769	725	1235
%V	*22.9%*	*23.6%*	*23.8%*	*22.3%*	*27.0%*	*29.9%*	*24.3%*	*24.0%*
%H (All HH)		*100.0%*	*42.7%*	*14.3%*	*90.4%*	*46.5%*	*43.8%*	*74.7%*
%H (TV HH)			*42.7%*	*14.3%*	*90.4%*	*46.5%*	*43.8%*	
20" - 29"	2538	2538	1029	386	2182	1041	1141	1803
%V	*35.2%*	*36.2%*	*34.7%*	*36.4%*	*39.3%*	*40.5%*	*38.3%*	*35.1%*
%H (All HH)		*100.0%*	*40.5%*	*15.2%*	*86.0%*	*41.0%*	*45.0%*	*71.0%*
%H (TV HH)			*40.5%*	*15.2%*	*86.0%*	*41.0%*	*45.0%*	
30" - 39"	3802	3802	1630	613	3094	1506	1588	2811
%V	*52.7%*	*54.3%*	*55.0%*	*57.8%*	*55.8%*	*58.6%*	*53.3%*	*54.7%*
%H (All HH)		*100.0%*	*42.9%*	*16.1%*	*81.4%*	*39.6%*	*41.8%*	*73.9%*
%H (TV HH)			*42.9%*	*16.1%*	*81.4%*	*39.6%*	*41.8%*	
40" and over	2927	2927	1607	535	2204	1393	810	2461
%V	*40.6%*	*41.8%*	*54.2%*	*50.4%*	*39.7%*	*54.2%*	*27.2%*	*47.9%*
%H (All HH)		*100.0%*	*54.9%*	*18.3%*	*75.3%*	*47.6%*	*27.7%*	*84.1%*
%H (TV HH)			*54.9%*	*18.3%*	*75.3%*	*47.6%*	*27.7%*	

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

October 2012 - September 2013

ITV North Macro

Household level data

Table 22.7: 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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Main living room	6901	6901	2945	1058	5496	2558	2938	4960
%V	*95.7%*	*98.5%*	*99.3%*	*99.7%*	*99.1%*	*99.6%*	*98.7%*	*96.4%*
%H (All HH)		*100.0%*	*42.7%*	*15.3%*	*79.6%*	*37.1%*	*42.6%*	*71.9%*
%H (TV HH)			*42.7%*	*15.3%*	*79.6%*	*37.1%*	*42.6%*	
Kitchen	775	775	374	104	705	402	302	624
%V	*10.7%*	*11.1%*	*12.6%*	*9.8%*	*12.7%*	*15.7%*	*10.1%*	*12.1%*
%H (All HH)		*100.0%*	*48.3%*	*13.4%*	*91.0%*	*51.9%*	*39.0%*	*80.5%*
%H (TV HH)			*48.3%*	*13.4%*	*91.0%*	*51.9%*	*39.0%*	
Adult's bedroom	3019	3019	1491	547	2545	1526	1019	2434
%V	*41.9%*	*43.1%*	*50.3%*	*51.6%*	*45.9%*	*59.4%*	*34.2%*	*47.3%*
%H (All HH)		*100.0%*	*49.4%*	*18.1%*	*84.3%*	*50.5%*	*33.8%*	*80.6%*
%H (TV HH)			*49.4%*	*18.1%*	*84.3%*	*50.5%*	*33.8%*	
Child's bedroom	544	544	316	108	471	343	128	506
%V	*7.5%*	*7.8%*	*10.7%*	*10.2%*	*8.5%*	*13.4%*	*4.3%*	*9.8%*
%H (All HH)		*100.0%*	*58.1%*	*19.9%*	*86.6%*	*63.1%*	*23.5%*	*93.0%*
%H (TV HH)			*58.1%*	*19.9%*	*86.6%*	*63.1%*	*23.5%*	
Other bedroom	363	363	190	75	316	212	105	324
%V	*5.0%*	*5.2%*	*6.4%*	*7.1%*	*5.7%*	*8.3%*	*3.5%*	*6.3%*
%H (All HH)		*100.0%*	*52.3%*	*20.7%*	*87.1%*	*58.4%*	*28.9%*	*89.3%*
%H (TV HH)			*52.3%*	*20.7%*	*87.1%*	*58.4%*	*28.9%*	
Second living/dining room	668	668	340	113	571	348	223	565
%V	*9.3%*	*9.5%*	*11.5%*	*10.7%*	*10.3%*	*13.6%*	*7.5%*	*11.0%*
%H (All HH)		*100.0%*	*50.9%*	*16.9%*	*85.5%*	*52.1%*	*33.4%*	*84.6%*
%H (TV HH)			*50.9%*	*16.9%*	*85.5%*	*52.1%*	*33.4%*	
Study/office	76	76	38	14	66	40	26	71
%V	*1.1%*	*1.1%*	*1.3%*	*1.3%*	*1.2%*	*1.6%*	*0.9%*	*1.4%*
%H (All HH)		*100.0%*	*50.0%*	*18.4%*	*86.8%*	*52.6%*	*34.2%*	*93.4%*
%H (TV HH)			*50.0%*	*18.4%*	*86.8%*	*52.6%*	*34.2%*	
TV room	35	35	20	9	30	21	9	31
%V	*0.5%*	*0.5%*	*0.7%*	*0.8%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*57.1%*	*25.7%*	*85.7%*	*60.0%*	*25.7%*	*88.6%*
%H (TV HH)			*57.1%*	*25.7%*	*85.7%*	*60.0%*	*25.7%*	
Conservatory	197	197	111	42	175	128	47	175
%V	*2.7%*	*2.8%*	*3.7%*	*4.0%*	*3.2%*	*5.0%*	*1.6%*	*3.4%*
%H (All HH)		*100.0%*	*56.3%*	*21.3%*	*88.8%*	*65.0%*	*23.9%*	*88.8%*
%H (TV HH)			*56.3%*	*21.3%*	*88.8%*	*65.0%*	*23.9%*	
Attic or loft room	8	8	3	1	7	3	4	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
%H (TV HH)			*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	
No specific location	11	11	6	3	11	7	4	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*54.5%*	*27.3%*	*100.0%*	*63.6%*	*36.4%*	*81.8%*
%H (TV HH)			*54.5%*	*27.3%*	*100.0%*	*63.6%*	*36.4%*	
Other	39	39	21	7	34	22	12	36
%V	*0.5%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*53.8%*	*17.9%*	*87.2%*	*56.4%*	*30.8%*	*92.3%*
%H (TV HH)			*53.8%*	*17.9%*	*87.2%*	*56.4%*	*30.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Macro

Household level data

Table 22.8: Recorders 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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Any DSAT provider	2965	2965	2965	60	1952	1952	0	2495
%V	*41.1%*	*42.3%*	*100.0%*	*5.7%*	*35.2%*	*76.0%*	*0.0%*	*48.5%*
%H (All HH)			*100.0%*	*2.0%*	*65.8%*	*65.8%*	*0.0%*	*84.1%*
%H (TV HH)			*100.0%*	*2.0%*	*65.8%*	*65.8%*	*0.0%*	
Sky with subcription	2532	2532	2532	37	1667	1667	0	2186
%V	*35.1%*	*36.2%*	*85.4%*	*3.5%*	*30.1%*	*64.9%*	*0.0%*	*42.5%*
%H (All HH)			*100.0%*	*1.5%*	*65.8%*	*65.8%*	*0.0%*	*86.3%*
%H (TV HH)			*100.0%*	*1.5%*	*65.8%*	*65.8%*	*0.0%*	
Sky without subscription	178	178	178	12	105	105	0	113
%V	*2.5%*	*2.5%*	*6.0%*	*1.1%*	*1.9%*	*4.1%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*6.7%*	*59.0%*	*59.0%*	*0.0%*	*63.5%*
%H (TV HH)			*100.0%*	*6.7%*	*59.0%*	*59.0%*	*0.0%*	
Freesat	232	232	232	7	168	168	0	180
%V	*3.2%*	*3.3%*	*7.8%*	*0.7%*	*3.0%*	*6.5%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*3.0%*	*72.4%*	*72.4%*	*0.0%*	*77.6%*
%H (TV HH)			*100.0%*	*3.0%*	*72.4%*	*72.4%*	*0.0%*	
Other satellite provider	52	52	52	3	31	31	0	42
%V	*0.7%*	*0.7%*	*1.8%*	*0.3%*	*0.6%*	*1.2%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*5.8%*	*59.6%*	*59.6%*	*0.0%*	*80.8%*
%H (TV HH)			*100.0%*	*5.8%*	*59.6%*	*59.6%*	*0.0%*	
DCAB	1061	1061	60	1061	652	652	0	916
%V	*14.7%*	*15.2%*	*2.0%*	*100.0%*	*11.8%*	*25.4%*	*0.0%*	*17.8%*
%H (All HH)			*5.7%*	*100.0%*	*61.5%*	*61.5%*	*0.0%*	*86.3%*
%H (TV HH)			*5.7%*	*100.0%*	*61.5%*	*61.5%*	*0.0%*	
DTT	5546	5546	1952	652	5546	2568	2978	3824
%V	*76.9%*	*79.2%*	*65.8%*	*61.5%*	*100.0%*	*100.0%*	*100.0%*	*74.4%*
%H (All HH)		*100.0%*	*35.2%*	*11.8%*	*100.0%*	*46.3%*	*53.7%*	*69.0%*
%H (TV HH)			*35.2%*	*11.8%*	*100.0%*	*46.3%*	*53.7%*	

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

October 2012 - September 2013

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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
PVR	4119	4119	2523	760	3011	2124	886	3505
%V	*57.1%*	*58.8%*	*85.1%*	*71.6%*	*54.3%*	*82.7%*	*29.8%*	*68.2%*
%H (All HH)		*100.0%*	*61.3%*	*18.5%*	*73.1%*	*51.6%*	*21.5%*	*85.1%*
%H (TV HH)			*61.3%*	*18.5%*	*73.1%*	*51.6%*	*21.5%*	
DVDR	325	325	139	51	275	135	140	261
%V	*4.5%*	*4.6%*	*4.7%*	*4.8%*	*5.0%*	*5.3%*	*4.7%*	*5.1%*
%H (All HH)		*100.0%*	*42.8%*	*15.7%*	*84.6%*	*41.5%*	*43.1%*	*80.3%*
%H (TV HH)			*42.8%*	*15.7%*	*84.6%*	*41.5%*	*43.1%*	
VCR	295	295	105	35	246	88	157	192
%V	*4.1%*	*4.2%*	*3.5%*	*3.3%*	*4.4%*	*3.4%*	*5.3%*	*3.7%*
%H (All HH)		*100.0%*	*35.6%*	*11.9%*	*83.4%*	*29.8%*	*53.2%*	*65.1%*
%H (TV HH)			*35.6%*	*11.9%*	*83.4%*	*29.8%*	*53.2%*	
Any recorder	4386	4386	2568	787	3247	2166	1081	3666
%V	*60.8%*	*62.6%*	*86.6%*	*74.2%*	*58.5%*	*84.3%*	*36.3%*	*71.3%*
%H (All HH)		*100.0%*	*58.5%*	*17.9%*	*74.0%*	*49.4%*	*24.6%*	*83.6%*
%H (TV HH)			*58.5%*	*17.9%*	*74.0%*	*49.4%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	3522	3522	1905	797	2629	1761	869	2971
%V	*48.8%*	*50.3%*	*64.2%*	*75.1%*	*47.4%*	*68.6%*	*29.2%*	*57.8%*
%H (All HH)		*100.0%*	*54.1%*	*22.6%*	*74.6%*	*50.0%*	*24.7%*	*84.4%*
%H (TV HH)			*54.1%*	*22.6%*	*74.6%*	*50.0%*	*24.7%*	
DVD/Blu-ray player or recorder	5354	5354	2386	877	4245	2120	2125	4077
%V	*74.2%*	*76.5%*	*80.5%*	*82.7%*	*76.5%*	*82.6%*	*71.4%*	*79.3%*
%H (All HH)		*100.0%*	*44.6%*	*16.4%*	*79.3%*	*39.6%*	*39.7%*	*76.1%*
%H (TV HH)			*44.6%*	*16.4%*	*79.3%*	*39.6%*	*39.7%*	

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

October 2012 - September 2013

ITV North Macro

Household level data

Table 22.10: 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	7213	7003	2965	1061	5546	2568	2978	5143
%H (All HH)		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*
%H (TV HH)			*42.3%*	*15.2%*	*79.2%*	*36.7%*	*42.5%*	
Has broadband internet	5143	5027	2495	916	3824	2201	1624	5143
%V	*71.3%*	*71.8%*	*84.1%*	*86.3%*	*69.0%*	*85.7%*	*54.5%*	*100.0%*
%H (All HH)		*97.7%*	*48.5%*	*17.8%*	*74.4%*	*42.8%*	*31.6%*	*100.0%*
%H (TV HH)			*49.6%*	*18.2%*	*76.1%*	*43.8%*	*32.3%*	
Number of computers (PCs and laptops)								
0	1788	1710	405	127	1485	312	1173	68
%V	*24.8%*	*24.4%*	*13.7%*	*12.0%*	*26.8%*	*12.1%*	*39.4%*	*1.3%*
%H (All HH)		*95.6%*	*22.7%*	*7.1%*	*83.1%*	*17.4%*	*65.6%*	*3.8%*
%H (TV HH)			*23.7%*	*7.4%*	*86.8%*	*18.2%*	*68.6%*	
1	2775	2695	1190	432	2086	1015	1072	2495
%V	*38.5%*	*38.5%*	*40.1%*	*40.7%*	*37.6%*	*39.5%*	*36.0%*	*48.5%*
%H (All HH)		*97.1%*	*42.9%*	*15.6%*	*75.2%*	*36.6%*	*38.6%*	*89.9%*
%H (TV HH)			*44.2%*	*16.0%*	*77.4%*	*37.7%*	*39.8%*	
2	1400	1370	704	252	1037	622	415	1344
%V	*19.4%*	*19.6%*	*23.7%*	*23.8%*	*18.7%*	*24.2%*	*13.9%*	*26.1%*
%H (All HH)		*97.9%*	*50.3%*	*18.0%*	*74.1%*	*44.4%*	*29.6%*	*96.0%*
%H (TV HH)			*51.4%*	*18.4%*	*75.7%*	*45.4%*	*30.3%*	
3	657	643	342	133	495	326	169	650
%V	*9.1%*	*9.2%*	*11.5%*	*12.5%*	*8.9%*	*12.7%*	*5.7%*	*12.6%*
%H (All HH)		*97.9%*	*52.1%*	*20.2%*	*75.3%*	*49.6%*	*25.7%*	*98.9%*
%H (TV HH)			*53.2%*	*20.7%*	*77.0%*	*50.7%*	*26.3%*	
4	308	303	168	52	223	141	83	304
%V	*4.3%*	*4.3%*	*5.7%*	*4.9%*	*4.0%*	*5.5%*	*2.8%*	*5.9%*
%H (All HH)		*98.4%*	*54.5%*	*16.9%*	*72.4%*	*45.8%*	*26.9%*	*98.7%*
%H (TV HH)			*55.4%*	*17.2%*	*73.6%*	*46.5%*	*27.4%*	
5+	286	282	156	65	219	152	67	281
%V	*4.0%*	*4.0%*	*5.3%*	*6.1%*	*3.9%*	*5.9%*	*2.2%*	*5.5%*
%H (All HH)		*98.6%*	*54.5%*	*22.7%*	*76.6%*	*53.1%*	*23.4%*	*98.3%*
%H (TV HH)			*55.3%*	*23.0%*	*77.7%*	*53.9%*	*23.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Macro

Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14289	6790	2380	11662	6458	5203	11208
%H		*47.5%*	*16.7%*	*81.6%*	*45.2%*	*36.4%*	*78.4%*
Under 20"	2119	941	307	1928	1037	891	1630
%V	*14.8%*	*13.9%*	*12.9%*	*16.5%*	*16.1%*	*17.1%*	*14.5%*
%H		*44.4%*	*14.5%*	*91.0%*	*48.9%*	*42.0%*	*76.9%*
20" - 29"	3173	1349	499	2750	1398	1352	2339
%V	*22.2%*	*19.9%*	*21.0%*	*23.6%*	*21.6%*	*26.0%*	*20.9%*
%H		*42.5%*	*15.7%*	*86.7%*	*44.1%*	*42.6%*	*73.7%*
30" - 39"	4506	2016	747	3707	1924	1783	3417
%V	*31.5%*	*29.7%*	*31.4%*	*31.8%*	*29.8%*	*34.3%*	*30.5%*
%H		*44.7%*	*16.6%*	*82.3%*	*42.7%*	*39.6%*	*75.8%*
40" and over	3407	1913	637	2565	1672	893	2912
%V	*23.8%*	*28.2%*	*26.8%*	*22.0%*	*25.9%*	*17.2%*	*26.0%*
%H		*56.1%*	*18.7%*	*75.3%*	*49.1%*	*26.2%*	*85.5%*
Don't know	157	58	29	132	61	71	111
%V	*1.1%*	*0.9%*	*1.2%*	*1.1%*	*0.9%*	*1.4%*	*1.0%*
%H		*36.9%*	*18.5%*	*84.1%*	*38.9%*	*45.2%*	*70.7%*
Not Asked	927	513	161	580	366	213	799
%V	*6.5%*	*7.6%*	*6.8%*	*5.0%*	*5.7%*	*4.1%*	*7.1%*
%H		*55.3%*	*17.4%*	*62.6%*	*39.5%*	*23.0%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	14289	6790	2380	11662	6458	5203	11208
%H		*47.5%*	*16.7%*	*81.6%*	*45.2%*	*36.4%*	*78.4%*
Main living room	6927	2953	1060	5518	2565	2953	4977
%V	*48.5%*	*43.5%*	*44.5%*	*47.3%*	*39.7%*	*56.8%*	*44.4%*
%H		*42.6%*	*15.3%*	*79.7%*	*37.0%*	*42.6%*	*71.8%*
Kitchen	779	377	104	708	405	303	628
%V	*5.5%*	*5.6%*	*4.4%*	*6.1%*	*6.3%*	*5.8%*	*5.6%*
%H		*48.4%*	*13.4%*	*90.9%*	*52.0%*	*38.9%*	*80.6%*
Adult's bedroom	3503	1764	648	2983	1847	1136	2877
%V	*24.5%*	*26.0%*	*27.2%*	*25.6%*	*28.6%*	*21.8%*	*25.7%*
%H		*50.4%*	*18.5%*	*85.2%*	*52.7%*	*32.4%*	*82.1%*
Child's bedroom	693	413	135	605	451	154	651
%V	*4.8%*	*6.1%*	*5.7%*	*5.2%*	*7.0%*	*3.0%*	*5.8%*
%H		*59.6%*	*19.5%*	*87.3%*	*65.1%*	*22.2%*	*93.9%*
Other bedroom	410	221	81	360	244	116	368
%V	*2.9%*	*3.3%*	*3.4%*	*3.1%*	*3.8%*	*2.2%*	*3.3%*
%H		*53.9%*	*19.8%*	*87.8%*	*59.5%*	*28.3%*	*89.8%*
Second living/dining room	676	345	114	579	354	225	573
%V	*4.7%*	*5.1%*	*4.8%*	*5.0%*	*5.5%*	*4.3%*	*5.1%*
%H		*51.0%*	*16.9%*	*85.7%*	*52.4%*	*33.3%*	*84.8%*
Study/office	78	38	14	67	40	26	72
%V	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*
%H		*48.7%*	*17.9%*	*85.9%*	*51.3%*	*33.3%*	*92.3%*
TV room	35	20	9	30	21	9	31
%V	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*57.1%*	*25.7%*	*85.7%*	*60.0%*	*25.7%*	*88.6%*
Conservatory	197	111	42	175	128	47	175
%V	*1.4%*	*1.6%*	*1.8%*	*1.5%*	*2.0%*	*0.9%*	*1.6%*
%H		*56.3%*	*21.3%*	*88.8%*	*65.0%*	*23.9%*	*88.8%*
Attic or loft room	8	3	1	7	3	4	7
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
No specific location	13	6	4	12	8	4	11
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*46.2%*	*30.8%*	*92.3%*	*61.5%*	*30.8%*	*84.6%*
Other	43	24	7	37	25	13	40
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*55.8%*	*16.3%*	*86.0%*	*58.1%*	*30.2%*	*93.0%*
Not Asked	927	513	161	580	366	213	799
%V	*6.5%*	*7.6%*	*6.8%*	*5.0%*	*5.7%*	*4.1%*	*7.1%*
%H		*55.3%*	*17.4%*	*62.6%*	*39.5%*	*23.0%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14289	6790	2380	11662	6458	5203	11208
%H		*47.5%*	*16.7%*	*81.6%*	*45.2%*	*36.4%*	*78.4%*
PVR	5336	3425	999	3798	2809	988	4658
%V	*37.3%*	*50.4%*	*42.0%*	*32.6%*	*43.5%*	*19.0%*	*41.6%*
%H		*64.2%*	*18.7%*	*71.2%*	*52.6%*	*18.5%*	*87.3%*
DVDR	365	156	59	308	152	156	293
%V	*2.6%*	*2.3%*	*2.5%*	*2.6%*	*2.4%*	*3.0%*	*2.6%*
%H		*42.7%*	*16.2%*	*84.4%*	*41.6%*	*42.7%*	*80.3%*
VCR	311	109	40	259	95	164	204
%V	*2.2%*	*1.6%*	*1.7%*	*2.2%*	*1.5%*	*3.2%*	*1.8%*
%H		*35.0%*	*12.9%*	*83.3%*	*30.5%*	*52.7%*	*65.6%*
Any recorder	5696	3510	1045	4120	2900	1219	4890
%V	*39.9%*	*51.7%*	*43.9%*	*35.3%*	*44.9%*	*23.4%*	*43.6%*
%H		*61.6%*	*18.3%*	*72.3%*	*50.9%*	*21.4%*	*85.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14289	6790	2380	11662	6458	5203	11208
%H		*47.5%*	*16.7%*	*81.6%*	*45.2%*	*36.4%*	*78.4%*
Receives HDTV (via STB or built-in reception)	4902	2670	1154	3675	2516	1159	4235
%V	*34.3%*	*39.3%*	*48.5%*	*31.5%*	*39.0%*	*22.3%*	*37.8%*
%H		*54.5%*	*23.5%*	*75.0%*	*51.3%*	*23.6%*	*86.4%*
DVD/Blu-ray player or recorder	7765	3681	1390	6316	3549	2768	6243
%V	*54.3%*	*54.2%*	*58.4%*	*54.2%*	*55.0%*	*53.2%*	*55.7%*
%H		*47.4%*	*17.9%*	*81.3%*	*45.7%*	*35.6%*	*80.4%*

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

October 2012 - September 2013

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6992	2964	1061	5544	2568	2976	5019
%H		*42.4%*	*15.2%*	*79.3%*	*36.7%*	*42.6%*	*71.8%*
Under 20"	155	33	11	135	23	112	65
%V	*2.2%*	*1.1%*	*1.0%*	*2.4%*	*0.9%*	*3.8%*	*1.3%*
%H		*21.3%*	*7.1%*	*87.1%*	*14.8%*	*72.3%*	*41.9%*
20" - 29"	1010	253	101	867	211	656	519
%V	*14.4%*	*8.5%*	*9.5%*	*15.6%*	*8.2%*	*22.0%*	*10.3%*
%H		*25.0%*	*10.0%*	*85.8%*	*20.9%*	*65.0%*	*51.4%*
30" - 39"	2893	1097	424	2358	972	1387	1996
%V	*41.4%*	*37.0%*	*40.0%*	*42.5%*	*37.9%*	*46.6%*	*39.8%*
%H		*37.9%*	*14.7%*	*81.5%*	*33.6%*	*47.9%*	*69.0%*
40" and over	2834	1559	514	2128	1345	783	2375
%V	*40.5%*	*52.6%*	*48.4%*	*38.4%*	*52.4%*	*26.3%*	*47.3%*
%H		*55.0%*	*18.1%*	*75.1%*	*47.5%*	*27.6%*	*83.8%*
Don't know	71	21	11	55	17	39	44
%V	*1.0%*	*0.7%*	*1.0%*	*1.0%*	*0.7%*	*1.3%*	*0.9%*
%H		*29.6%*	*15.5%*	*77.5%*	*23.9%*	*54.9%*	*62.0%*
Not Asked	29	1	0	1	0	0	20
%V	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*
%H		*3.4%*	*0.0%*	*3.4%*	*0.0%*	*0.0%*	*69.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
October 2012 - September 2013

ITV North Macro

Set level data

Table 22.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6992	2964	1061	5544	2568	2976	5019
%H		*42.4%*	*15.2%*	*79.3%*	*36.7%*	*42.6%*	*71.8%*
PVR	4006	2482	732	2909	2071	838	3411
%V	*57.3%*	*83.7%*	*69.0%*	*52.5%*	*80.6%*	*28.2%*	*68.0%*
%H		*62.0%*	*18.3%*	*72.6%*	*51.7%*	*20.9%*	*85.1%*
DVDR	273	110	41	227	102	125	217
%V	*3.9%*	*3.7%*	*3.9%*	*4.1%*	*4.0%*	*4.2%*	*4.3%*
%H		*40.3%*	*15.0%*	*83.2%*	*37.4%*	*45.8%*	*79.5%*
VCR	249	82	26	204	63	142	155
%V	*3.6%*	*2.8%*	*2.5%*	*3.7%*	*2.5%*	*4.8%*	*3.1%*
%H		*32.9%*	*10.4%*	*81.9%*	*25.3%*	*57.0%*	*62.2%*
Any recorder	4264	2526	758	3136	2110	1026	3563
%V	*61.0%*	*85.2%*	*71.4%*	*56.6%*	*82.2%*	*34.5%*	*71.0%*
%H		*59.2%*	*17.8%*	*73.5%*	*49.5%*	*24.1%*	*83.6%*

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	6992	2964	1061	5544	2568	2976	5019
%H		*42.4%*	*15.2%*	*79.3%*	*36.7%*	*42.6%*	*71.8%*
Receives HDTV (via STB or built-in reception)	3399	1849	780	2518	1700	819	2870
%V	*48.6%*	*62.4%*	*73.5%*	*45.4%*	*66.2%*	*27.5%*	*57.2%*
%H		*54.4%*	*22.9%*	*74.1%*	*50.0%*	*24.1%*	*84.4%*
DVD/Blu-ray player or recorder	5000	2212	820	3934	1937	1997	3807
%V	*71.5%*	*74.6%*	*77.3%*	*71.0%*	*75.4%*	*67.1%*	*75.9%*
%H		*44.2%*	*16.4%*	*78.7%*	*38.7%*	*39.9%*	*76.1%*

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

October 2012 - September 2013

ITV North Macro

Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7297	3826	1319	6118	3891	2227	6189
%H		*52.4%*	*18.1%*	*83.8%*	*53.3%*	*30.5%*	*84.8%*
Under 20"	1964	908	297	1793	1014	779	1565
%V	*26.9%*	*23.7%*	*22.5%*	*29.3%*	*26.1%*	*35.0%*	*25.3%*
%H		*46.2%*	*15.1%*	*91.3%*	*51.6%*	*39.7%*	*79.7%*
20" - 29"	2163	1096	398	1883	1187	696	1821
%V	*29.6%*	*28.6%*	*30.2%*	*30.8%*	*30.5%*	*31.3%*	*29.4%*
%H		*50.7%*	*18.4%*	*87.1%*	*54.9%*	*32.2%*	*84.2%*
30" - 39"	1613	919	323	1349	952	397	1422
%V	*22.1%*	*24.0%*	*24.5%*	*22.0%*	*24.5%*	*17.8%*	*23.0%*
%H		*57.0%*	*20.0%*	*83.6%*	*59.0%*	*24.6%*	*88.2%*
40" and over	573	353	123	437	326	110	537
%V	*7.9%*	*9.2%*	*9.3%*	*7.1%*	*8.4%*	*4.9%*	*8.7%*
%H		*61.6%*	*21.5%*	*76.3%*	*56.9%*	*19.2%*	*93.7%*
Don't know	86	37	17	77	44	33	67
%V	*1.2%*	*1.0%*	*1.3%*	*1.3%*	*1.1%*	*1.5%*	*1.1%*
%H		*43.0%*	*19.8%*	*89.5%*	*51.2%*	*38.4%*	*77.9%*
Not Asked	898	513	161	579	368	212	777
%V	*12.3%*	*13.4%*	*12.2%*	*9.5%*	*9.5%*	*9.5%*	*12.6%*
%H		*57.1%*	*17.9%*	*64.5%*	*41.0%*	*23.6%*	*86.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Macro

Set level data

Table 22.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7297	3826	1319	6118	3891	2227	6189
%H		*52.4%*	*18.1%*	*83.8%*	*53.3%*	*30.5%*	*84.8%*
PVR	1331	943	266	888	738	151	1246
%V	*18.2%*	*24.6%*	*20.2%*	*14.5%*	*19.0%*	*6.8%*	*20.1%*
%H		*70.8%*	*20.0%*	*66.7%*	*55.4%*	*11.3%*	*93.6%*
DVDR	91	46	18	81	50	31	77
%V	*1.2%*	*1.2%*	*1.4%*	*1.3%*	*1.3%*	*1.4%*	*1.2%*
%H		*50.5%*	*19.8%*	*89.0%*	*54.9%*	*34.1%*	*84.6%*
VCR	62	26	14	55	32	22	49
%V	*0.8%*	*0.7%*	*1.1%*	*0.9%*	*0.8%*	*1.0%*	*0.8%*
%H		*41.9%*	*22.6%*	*88.7%*	*51.6%*	*35.5%*	*79.0%*
Any recorder	1432	984	288	984	791	193	1327
%V	*19.6%*	*25.7%*	*21.8%*	*16.1%*	*20.3%*	*8.7%*	*21.4%*
%H		*68.7%*	*20.1%*	*68.7%*	*55.2%*	*13.5%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7297	3826	1319	6118	3891	2227	6189
%H		*52.4%*	*18.1%*	*83.8%*	*53.3%*	*30.5%*	*84.8%*
Receives HDTV (via STB or built-in reception)	1503	821	375	1157	816	341	1364
%V	*20.6%*	*21.5%*	*28.4%*	*18.9%*	*21.0%*	*15.3%*	*22.0%*
%H		*54.6%*	*25.0%*	*77.0%*	*54.3%*	*22.7%*	*90.8%*
DVD/Blu-ray player or recorder	2765	1469	569	2382	1612	770	2436
%V	*37.9%*	*38.4%*	*43.1%*	*38.9%*	*41.4%*	*34.6%*	*39.4%*
%H		*53.1%*	*20.6%*	*86.1%*	*58.3%*	*27.8%*	*88.1%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.21: Age 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 Inds	16516	16130	7770	2680	12464	6737	5726	13273
%H		*97.7%*	*47.0%*	*16.2%*	*75.5%*	*40.8%*	*34.7%*	*80.4%*
Total Children	3089	3035	1712	540	2179	1380	799	2721
%V	*18.7%*	*18.8%*	*22.0%*	*20.1%*	*17.5%*	*20.5%*	*14.0%*	*20.5%*
%H		*98.3%*	*55.4%*	*17.5%*	*70.5%*	*44.7%*	*25.9%*	*88.1%*
0 - 3	830	807	440	139	551	326	225	689
%V	*5.0%*	*5.0%*	*5.7%*	*5.2%*	*4.4%*	*4.8%*	*3.9%*	*5.2%*
%H		*97.2%*	*53.0%*	*16.7%*	*66.4%*	*39.3%*	*27.1%*	*83.0%*
4 - 15	2260	2228	1272	401	1628	1054	574	2031
%V	*13.7%*	*13.8%*	*16.4%*	*15.0%*	*13.1%*	*15.6%*	*10.0%*	*15.3%*
%H		*98.6%*	*56.3%*	*17.7%*	*72.0%*	*46.6%*	*25.4%*	*89.9%*
4 - 9	1158	1139	672	193	818	536	282	1012
%V	*7.0%*	*7.1%*	*8.6%*	*7.2%*	*6.6%*	*8.0%*	*4.9%*	*7.6%*
%H		*98.4%*	*58.0%*	*16.7%*	*70.6%*	*46.3%*	*24.4%*	*87.4%*
10 - 15	1102	1089	599	208	809	518	292	1020
%V	*6.7%*	*6.8%*	*7.7%*	*7.8%*	*6.5%*	*7.7%*	*5.1%*	*7.7%*
%H		*98.8%*	*54.4%*	*18.9%*	*73.4%*	*47.0%*	*26.5%*	*92.6%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.22: Adults - 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 Inds	16516	16130	7770	2680	12464	6737	5726	13273
%H		*97.7%*	*47.0%*	*16.2%*	*75.5%*	*40.8%*	*34.7%*	*80.4%*
Total Adults (16+)	13427	13096	6058	2140	10285	5358	4927	10553
%V	*81.3%*	*81.2%*	*78.0%*	*79.9%*	*82.5%*	*79.5%*	*86.0%*	*79.5%*
%H		*97.5%*	*45.1%*	*15.9%*	*76.6%*	*39.9%*	*36.7%*	*78.6%*
16 - 19	806	788	391	157	616	383	233	728
%V	*4.9%*	*4.9%*	*5.0%*	*5.9%*	*4.9%*	*5.7%*	*4.1%*	*5.5%*
%H		*97.8%*	*48.5%*	*19.5%*	*76.4%*	*47.5%*	*28.9%*	*90.3%*
20 - 24	1137	1082	509	166	831	437	394	956
%V	*6.9%*	*6.7%*	*6.6%*	*6.2%*	*6.7%*	*6.5%*	*6.9%*	*7.2%*
%H		*95.2%*	*44.8%*	*14.6%*	*73.1%*	*38.4%*	*34.7%*	*84.1%*
25 - 34	2144	2050	1102	362	1442	868	575	1858
%V	*13.0%*	*12.7%*	*14.2%*	*13.5%*	*11.6%*	*12.9%*	*10.0%*	*14.0%*
%H		*95.6%*	*51.4%*	*16.9%*	*67.3%*	*40.5%*	*26.8%*	*86.7%*
35 - 44	2088	2038	1108	390	1478	918	560	1870
%V	*12.6%*	*12.6%*	*14.3%*	*14.6%*	*11.9%*	*13.6%*	*9.8%*	*14.1%*
%H		*97.6%*	*53.1%*	*18.7%*	*70.8%*	*44.0%*	*26.8%*	*89.6%*
45 - 54	2380	2340	1161	439	1838	1081	756	2089
%V	*14.4%*	*14.5%*	*14.9%*	*16.4%*	*14.7%*	*16.0%*	*13.2%*	*15.7%*
%H		*98.3%*	*48.8%*	*18.4%*	*77.2%*	*45.4%*	*31.8%*	*87.8%*
55 - 64	1971	1933	847	312	1578	794	783	1567
%V	*11.9%*	*12.0%*	*10.9%*	*11.6%*	*12.7%*	*11.8%*	*13.7%*	*11.8%*
%H		*98.1%*	*43.0%*	*15.8%*	*80.1%*	*40.3%*	*39.7%*	*79.5%*
65+	2902	2864	940	315	2502	876	1626	1485
%V	*17.6%*	*17.8%*	*12.1%*	*11.8%*	*20.1%*	*13.0%*	*28.4%*	*11.2%*
%H		*98.7%*	*32.4%*	*10.9%*	*86.2%*	*30.2%*	*56.0%*	*51.2%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13427	13096	6058	2140	10285	5358	4927	10553
%H		*97.5%*	*45.1%*	*15.9%*	*76.6%*	*39.9%*	*36.7%*	*78.6%*
AB	2952	2880	1422	460	2260	1245	1015	2747
%V	*22.0%*	*22.0%*	*23.5%*	*21.5%*	*22.0%*	*23.2%*	*20.6%*	*26.0%*
%H		*97.6%*	*48.2%*	*15.6%*	*76.6%*	*42.2%*	*34.4%*	*93.1%*
C1	3584	3492	1641	594	2714	1452	1262	3061
%V	*26.7%*	*26.7%*	*27.1%*	*27.8%*	*26.4%*	*27.1%*	*25.6%*	*29.0%*
%H		*97.4%*	*45.8%*	*16.6%*	*75.7%*	*40.5%*	*35.2%*	*85.4%*
C2	3083	3038	1521	539	2409	1409	1000	2468
%V	*23.0%*	*23.2%*	*25.1%*	*25.2%*	*23.4%*	*26.3%*	*20.3%*	*23.4%*
%H		*98.5%*	*49.3%*	*17.5%*	*78.1%*	*45.7%*	*32.4%*	*80.1%*
D	2203	2143	962	346	1638	818	820	1589
%V	*16.4%*	*16.4%*	*15.9%*	*16.2%*	*15.9%*	*15.3%*	*16.6%*	*15.1%*
%H		*97.3%*	*43.7%*	*15.7%*	*74.4%*	*37.1%*	*37.2%*	*72.1%*
E	1605	1543	512	201	1264	433	831	687
%V	*12.0%*	*11.8%*	*8.5%*	*9.4%*	*12.3%*	*8.1%*	*16.9%*	*6.5%*
%H		*96.1%*	*31.9%*	*12.5%*	*78.8%*	*27.0%*	*51.8%*	*42.8%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13427	13096	6058	2140	10285	5358	4927	10553
%H		*97.5%*	*45.1%*	*15.9%*	*76.6%*	*39.9%*	*36.7%*	*78.6%*
Working full time	5823	5693	2986	1050	4294	2611	1683	5284
%V	*43.4%*	*43.5%*	*49.3%*	*49.1%*	*41.8%*	*48.7%*	*34.2%*	*50.1%*
%H		*97.8%*	*51.3%*	*18.0%*	*73.7%*	*44.8%*	*28.9%*	*90.7%*
Working part time	1402	1378	675	247	1060	605	455	1228
%V	*10.4%*	*10.5%*	*11.1%*	*11.5%*	*10.3%*	*11.3%*	*9.2%*	*11.6%*
%H		*98.3%*	*48.1%*	*17.6%*	*75.6%*	*43.2%*	*32.5%*	*87.6%*
Not working	6202	6025	2397	843	4932	2143	2789	4040
%V	*46.2%*	*46.0%*	*39.6%*	*39.4%*	*48.0%*	*40.0%*	*56.6%*	*38.3%*
%H		*97.1%*	*38.6%*	*13.6%*	*79.5%*	*34.6%*	*45.0%*	*65.1%*
Housewife/Houseperson	7213	7003	2965	1061	5546	2568	2978	5143
%V	*53.7%*	*53.5%*	*48.9%*	*49.6%*	*53.9%*	*47.9%*	*60.4%*	*48.7%*
%H		*97.1%*	*41.1%*	*14.7%*	*76.9%*	*35.6%*	*41.3%*	*71.3%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.25: Males - 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 Males (16+)	6556	6368	3061	1053	4953	2689	2264	5279
%H		*97.1%*	*46.7%*	*16.1%*	*75.5%*	*41.0%*	*34.5%*	*80.5%*
16 - 19	422	413	216	76	324	210	114	392
%V	*6.4%*	*6.5%*	*7.1%*	*7.2%*	*6.5%*	*7.8%*	*5.0%*	*7.4%*
%H		*97.9%*	*51.2%*	*18.0%*	*76.8%*	*49.8%*	*27.0%*	*92.9%*
20 - 24	552	527	263	79	411	232	180	483
%V	*8.4%*	*8.3%*	*8.6%*	*7.5%*	*8.3%*	*8.6%*	*8.0%*	*9.1%*
%H		*95.5%*	*47.6%*	*14.3%*	*74.5%*	*42.0%*	*32.6%*	*87.5%*
25 - 34	1070	1020	535	187	720	430	291	934
%V	*16.3%*	*16.0%*	*17.5%*	*17.8%*	*14.5%*	*16.0%*	*12.9%*	*17.7%*
%H		*95.3%*	*50.0%*	*17.5%*	*67.3%*	*40.2%*	*27.2%*	*87.3%*
35 - 44	1034	1003	536	185	723	432	290	918
%V	*15.8%*	*15.8%*	*17.5%*	*17.6%*	*14.6%*	*16.1%*	*12.8%*	*17.4%*
%H		*97.0%*	*51.8%*	*17.9%*	*69.9%*	*41.8%*	*28.0%*	*88.8%*
45 - 54	1176	1148	593	218	885	540	345	1022
%V	*17.9%*	*18.0%*	*19.4%*	*20.7%*	*17.9%*	*20.1%*	*15.2%*	*19.4%*
%H		*97.6%*	*50.4%*	*18.5%*	*75.3%*	*45.9%*	*29.3%*	*86.9%*
55 - 64	969	946	423	154	766	393	373	768
%V	*14.8%*	*14.9%*	*13.8%*	*14.6%*	*15.5%*	*14.6%*	*16.5%*	*14.5%*
%H		*97.6%*	*43.7%*	*15.9%*	*79.1%*	*40.6%*	*38.5%*	*79.3%*
65+	1332	1311	495	155	1123	453	671	761
%V	*20.3%*	*20.6%*	*16.2%*	*14.7%*	*22.7%*	*16.8%*	*29.6%*	*14.4%*
%H		*98.4%*	*37.2%*	*11.6%*	*84.3%*	*34.0%*	*50.4%*	*57.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6556	6368	3061	1053	4953	2689	2264	5279
%H		*97.1%*	*46.7%*	*16.1%*	*75.5%*	*41.0%*	*34.5%*	*80.5%*
AB	1486	1450	723	235	1131	632	499	1390
%V	*22.7%*	*22.8%*	*23.6%*	*22.3%*	*22.8%*	*23.5%*	*22.0%*	*26.3%*
%H		*97.6%*	*48.7%*	*15.8%*	*76.1%*	*42.5%*	*33.6%*	*93.5%*
C1	1692	1639	820	280	1250	710	540	1487
%V	*25.8%*	*25.7%*	*26.8%*	*26.6%*	*25.2%*	*26.4%*	*23.9%*	*28.2%*
%H		*96.9%*	*48.5%*	*16.5%*	*73.9%*	*42.0%*	*31.9%*	*87.9%*
C2	1658	1629	821	286	1293	762	532	1320
%V	*25.3%*	*25.6%*	*26.8%*	*27.2%*	*26.1%*	*28.3%*	*23.5%*	*25.0%*
%H		*98.3%*	*49.5%*	*17.2%*	*78.0%*	*46.0%*	*32.1%*	*79.6%*
D	1043	1010	467	167	760	391	369	772
%V	*15.9%*	*15.9%*	*15.3%*	*15.9%*	*15.3%*	*14.5%*	*16.3%*	*14.6%*
%H		*96.8%*	*44.8%*	*16.0%*	*72.9%*	*37.5%*	*35.4%*	*74.0%*
E	677	640	230	85	518	194	324	310
%V	*10.3%*	*10.1%*	*7.5%*	*8.1%*	*10.5%*	*7.2%*	*14.3%*	*5.9%*
%H		*94.5%*	*34.0%*	*12.6%*	*76.5%*	*28.7%*	*47.9%*	*45.8%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6556	6368	3061	1053	4953	2689	2264	5279
%H		*97.1%*	*46.7%*	*16.1%*	*75.5%*	*41.0%*	*34.5%*	*80.5%*
Working full time	3541	3455	1848	629	2588	1592	996	3219
%V	*54.0%*	*54.3%*	*60.4%*	*59.7%*	*52.3%*	*59.2%*	*44.0%*	*61.0%*
%H		*97.6%*	*52.2%*	*17.8%*	*73.1%*	*45.0%*	*28.1%*	*90.9%*
Working part time	297	291	132	57	225	122	103	255
%V	*4.5%*	*4.6%*	*4.3%*	*5.4%*	*4.5%*	*4.5%*	*4.5%*	*4.8%*
%H		*98.0%*	*44.4%*	*19.2%*	*75.8%*	*41.1%*	*34.7%*	*85.9%*
Not working	2718	2622	1082	368	2141	976	1165	1805
%V	*41.5%*	*41.2%*	*35.3%*	*34.9%*	*43.2%*	*36.3%*	*51.5%*	*34.2%*
%H		*96.5%*	*39.8%*	*13.5%*	*78.8%*	*35.9%*	*42.9%*	*66.4%*
Housewife/Houseperson	1559	1456	540	201	1131	431	700	918
%V	*23.8%*	*22.9%*	*17.6%*	*19.1%*	*22.8%*	*16.0%*	*30.9%*	*17.4%*
%H		*93.4%*	*34.6%*	*12.9%*	*72.5%*	*27.6%*	*44.9%*	*58.9%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.28: Females - 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 Females (16+)	6871	6728	2997	1086	5332	2669	2664	5274
%H		*97.9%*	*43.6%*	*15.8%*	*77.6%*	*38.8%*	*38.8%*	*76.8%*
16 - 19	384	375	175	81	292	173	119	337
%V	*5.6%*	*5.6%*	*5.8%*	*7.5%*	*5.5%*	*6.5%*	*4.5%*	*6.4%*
%H		*97.7%*	*45.6%*	*21.1%*	*76.0%*	*45.1%*	*31.0%*	*87.8%*
20 - 24	585	555	246	86	420	205	214	473
%V	*8.5%*	*8.2%*	*8.2%*	*7.9%*	*7.9%*	*7.7%*	*8.0%*	*9.0%*
%H		*94.9%*	*42.1%*	*14.7%*	*71.8%*	*35.0%*	*36.6%*	*80.9%*
25 - 34	1074	1030	567	176	722	438	284	924
%V	*15.6%*	*15.3%*	*18.9%*	*16.2%*	*13.5%*	*16.4%*	*10.7%*	*17.5%*
%H		*95.9%*	*52.8%*	*16.4%*	*67.2%*	*40.8%*	*26.4%*	*86.0%*
35 - 44	1054	1035	572	205	755	486	270	952
%V	*15.3%*	*15.4%*	*19.1%*	*18.9%*	*14.2%*	*18.2%*	*10.1%*	*18.1%*
%H		*98.2%*	*54.3%*	*19.4%*	*71.6%*	*46.1%*	*25.6%*	*90.3%*
45 - 54	1203	1192	568	220	953	541	411	1066
%V	*17.5%*	*17.7%*	*19.0%*	*20.3%*	*17.9%*	*20.3%*	*15.4%*	*20.2%*
%H		*99.1%*	*47.2%*	*18.3%*	*79.2%*	*45.0%*	*34.2%*	*88.6%*
55 - 64	1002	987	424	158	812	402	410	798
%V	*14.6%*	*14.7%*	*14.1%*	*14.5%*	*15.2%*	*15.1%*	*15.4%*	*15.1%*
%H		*98.5%*	*42.3%*	*15.8%*	*81.0%*	*40.1%*	*40.9%*	*79.6%*
65+	1570	1553	445	161	1379	423	956	724
%V	*22.8%*	*23.1%*	*14.8%*	*14.8%*	*25.9%*	*15.8%*	*35.9%*	*13.7%*
%H		*98.9%*	*28.3%*	*10.3%*	*87.8%*	*26.9%*	*60.9%*	*46.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6871	6728	2997	1086	5332	2669	2664	5274
%H		*97.9%*	*43.6%*	*15.8%*	*77.6%*	*38.8%*	*38.8%*	*76.8%*
AB	1466	1431	699	225	1128	613	515	1357
%V	*21.3%*	*21.3%*	*23.3%*	*20.7%*	*21.2%*	*23.0%*	*19.3%*	*25.7%*
%H		*97.6%*	*47.7%*	*15.3%*	*76.9%*	*41.8%*	*35.1%*	*92.6%*
C1	1892	1853	821	313	1464	742	722	1574
%V	*27.5%*	*27.5%*	*27.4%*	*28.8%*	*27.5%*	*27.8%*	*27.1%*	*29.8%*
%H		*97.9%*	*43.4%*	*16.5%*	*77.4%*	*39.2%*	*38.2%*	*83.2%*
C2	1425	1408	700	253	1116	648	468	1148
%V	*20.7%*	*20.9%*	*23.4%*	*23.3%*	*20.9%*	*24.3%*	*17.6%*	*21.8%*
%H		*98.8%*	*49.1%*	*17.8%*	*78.3%*	*45.5%*	*32.8%*	*80.6%*
D	1161	1132	495	178	877	427	450	817
%V	*16.9%*	*16.8%*	*16.5%*	*16.4%*	*16.4%*	*16.0%*	*16.9%*	*15.5%*
%H		*97.5%*	*42.6%*	*15.3%*	*75.5%*	*36.8%*	*38.8%*	*70.4%*
E	928	903	282	116	746	239	507	377
%V	*13.5%*	*13.4%*	*9.4%*	*10.7%*	*14.0%*	*9.0%*	*19.0%*	*7.1%*
%H		*97.3%*	*30.4%*	*12.5%*	*80.4%*	*25.8%*	*54.6%*	*40.6%*

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

October 2012 - September 2013

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6871	6728	2997	1086	5332	2669	2664	5274
%H		*97.9%*	*43.6%*	*15.8%*	*77.6%*	*38.8%*	*38.8%*	*76.8%*
Working full time	2282	2238	1138	422	1706	1019	687	2065
%V	*33.2%*	*33.3%*	*38.0%*	*38.9%*	*32.0%*	*38.2%*	*25.8%*	*39.2%*
%H		*98.1%*	*49.9%*	*18.5%*	*74.8%*	*44.7%*	*30.1%*	*90.5%*
Working part time	1105	1087	543	190	835	482	353	973
%V	*16.1%*	*16.2%*	*18.1%*	*17.5%*	*15.7%*	*18.1%*	*13.3%*	*18.4%*
%H		*98.4%*	*49.1%*	*17.2%*	*75.6%*	*43.6%*	*31.9%*	*88.1%*
Not working	3484	3403	1315	475	2791	1167	1624	2236
%V	*50.7%*	*50.6%*	*43.9%*	*43.7%*	*52.3%*	*43.7%*	*61.0%*	*42.4%*
%H		*97.7%*	*37.7%*	*13.6%*	*80.1%*	*33.5%*	*46.6%*	*64.2%*
Housewife/Houseperson	5654	5547	2425	861	4415	2137	2278	4225
%V	*82.3%*	*82.4%*	*80.9%*	*79.3%*	*82.8%*	*80.1%*	*85.5%*	*80.1%*
%H		*98.1%*	*42.9%*	*15.2%*	*78.1%*	*37.8%*	*40.3%*	*74.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

Contents Page

Household

Table 23.1: Social Grade	620
Table 23.2: Housewife Age	621
Table 23.3: Size of Household	622
Table 23.4: Presence of Children	623
Table 23.5: Number of TV sets in household	624
Table 23.6: Screen size	625
Table 23.7: Location of ANY set in household	626
Table 23.8: Recorders	627
Table 23.9: Recorders and other equipment	628
Table 23.10: Computers and Internet	629

Sets

Table 23.11: Screen Size	630
Table 23.12: Location of set	631
Table 23.13: Recorders	632
Table 23.14: Other TV equipment	632
Table 23.15: Main Set Screen Size	633
Table 23.16: Main Set Recorders	634
Table 23.17: Main Set - Other TV equipment	634
Table 23.18: Other Sets (non-Main Set) Screen Size	635
Table 23.19: Other Set (non-Main Set) Recorders	636
Table 23.20: Other Set (non-Main Set) - Other TV equipment	636

Individuals

Table 23.21: Age of Children	637
Table 23.22: Adults - Age	638
Table 23.23: Social Grade (Adults 16+)	639
Table 23.24: Working Status (Adults 16+)	640
Table 23.25: Males - Age	641
Table 23.26: Social Grade (Males 16+)	642
Table 23.27: Working Status (Males 16+)	643
Table 23.28: Females - Age	644
Table 23.29: Social Grade (Females 16+)	645
Table 23.30: Working Status (Females 16+)	646

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
AB	811	788	355	123	618	307	311	726
%V	*20.6%*	*20.6%*	*22.1%*	*21.8%*	*20.4%*	*22.2%*	*18.8%*	*25.9%*
%H (All HH)		*97.2%*	*43.8%*	*15.2%*	*76.2%*	*37.9%*	*38.3%*	*89.5%*
%H (TV HH)			*45.1%*	*15.6%*	*78.4%*	*39.0%*	*39.5%*	
C1	994	961	405	153	758	356	402	795
%V	*25.2%*	*25.1%*	*25.2%*	*27.1%*	*25.0%*	*25.7%*	*24.3%*	*28.4%*
%H (All HH)		*96.7%*	*40.7%*	*15.4%*	*76.3%*	*35.8%*	*40.4%*	*80.0%*
%H (TV HH)			*42.1%*	*15.9%*	*78.9%*	*37.0%*	*41.8%*	
C2	833	817	387	132	653	351	302	624
%V	*21.2%*	*21.4%*	*24.1%*	*23.4%*	*21.5%*	*25.4%*	*18.3%*	*22.3%*
%H (All HH)		*98.1%*	*46.5%*	*15.8%*	*78.4%*	*42.1%*	*36.3%*	*74.9%*
%H (TV HH)			*47.4%*	*16.2%*	*79.9%*	*43.0%*	*37.0%*	
D	686	668	291	87	510	227	283	438
%V	*17.4%*	*17.5%*	*18.1%*	*15.4%*	*16.8%*	*16.4%*	*17.1%*	*15.6%*
%H (All HH)		*97.4%*	*42.4%*	*12.7%*	*74.3%*	*33.1%*	*41.3%*	*63.8%*
%H (TV HH)			*43.6%*	*13.0%*	*76.3%*	*34.0%*	*42.4%*	
E	614	592	166	70	497	143	354	217
%V	*15.6%*	*15.5%*	*10.3%*	*12.4%*	*16.4%*	*10.3%*	*21.4%*	*7.8%*
%H (All HH)		*96.4%*	*27.0%*	*11.4%*	*80.9%*	*23.3%*	*57.7%*	*35.3%*
%H (TV HH)			*28.0%*	*11.8%*	*84.0%*	*24.2%*	*59.8%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.2: 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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Under 25	222	203	77	19	152	53	99	158
%V	*5.6%*	*5.3%*	*4.8%*	*3.4%*	*5.0%*	*3.8%*	*6.0%*	*5.6%*
%H (All HH)		*91.4%*	*34.7%*	*8.6%*	*68.5%*	*23.9%*	*44.6%*	*71.2%*
%H (TV HH)			*37.9%*	*9.4%*	*74.9%*	*26.1%*	*48.8%*	
25 - 34	584	552	290	90	378	217	161	485
%V	*14.8%*	*14.4%*	*18.1%*	*15.9%*	*12.5%*	*15.7%*	*9.8%*	*17.3%*
%H (All HH)		*94.5%*	*49.7%*	*15.4%*	*64.7%*	*37.2%*	*27.6%*	*83.0%*
%H (TV HH)			*52.5%*	*16.3%*	*68.5%*	*39.3%*	*29.2%*	
35 - 44	643	624	337	122	451	285	166	566
%V	*16.3%*	*16.3%*	*21.0%*	*21.6%*	*14.9%*	*20.6%*	*10.1%*	*20.2%*
%H (All HH)		*97.0%*	*52.4%*	*19.0%*	*70.1%*	*44.3%*	*25.8%*	*88.0%*
%H (TV HH)			*54.0%*	*19.6%*	*72.3%*	*45.7%*	*26.6%*	
45 - 54	759	742	335	132	583	306	278	650
%V	*19.3%*	*19.4%*	*20.9%*	*23.4%*	*19.2%*	*22.1%*	*16.8%*	*23.2%*
%H (All HH)		*97.8%*	*44.1%*	*17.4%*	*76.8%*	*40.3%*	*36.6%*	*85.6%*
%H (TV HH)			*45.1%*	*17.8%*	*78.6%*	*41.2%*	*37.5%*	
55 - 64	653	642	261	98	533	247	286	482
%V	*16.6%*	*16.8%*	*16.3%*	*17.3%*	*17.6%*	*17.8%*	*17.3%*	*17.2%*
%H (All HH)		*98.3%*	*40.0%*	*15.0%*	*81.6%*	*37.8%*	*43.8%*	*73.8%*
%H (TV HH)			*40.7%*	*15.3%*	*83.0%*	*38.5%*	*44.5%*	
65 +	1078	1062	303	104	939	277	661	458
%V	*27.4%*	*27.8%*	*18.9%*	*18.4%*	*30.9%*	*20.0%*	*40.0%*	*16.4%*
%H (All HH)		*98.5%*	*28.1%*	*9.6%*	*87.1%*	*25.7%*	*61.3%*	*42.5%*
%H (TV HH)			*28.5%*	*9.8%*	*88.4%*	*26.1%*	*62.2%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.3: 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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
1	1226	1166	292	141	968	239	729	521
%V	*31.1%*	*30.5%*	*18.2%*	*25.0%*	*31.9%*	*17.3%*	*44.2%*	*18.6%*
%H (All HH)		*95.1%*	*23.8%*	*11.5%*	*79.0%*	*19.5%*	*59.5%*	*42.5%*
%H (TV HH)			*25.0%*	*12.1%*	*83.0%*	*20.5%*	*62.5%*	
2	1396	1366	597	200	1106	539	567	1090
%V	*35.4%*	*35.7%*	*37.2%*	*35.4%*	*36.4%*	*38.9%*	*34.3%*	*38.9%*
%H (All HH)		*97.9%*	*42.8%*	*14.3%*	*79.2%*	*38.6%*	*40.6%*	*78.1%*
%H (TV HH)			*43.7%*	*14.6%*	*81.0%*	*39.5%*	*41.5%*	
3	599	585	308	103	438	268	169	524
%V	*15.2%*	*15.3%*	*19.2%*	*18.2%*	*14.4%*	*19.4%*	*10.2%*	*18.7%*
%H (All HH)		*97.7%*	*51.4%*	*17.2%*	*73.1%*	*44.7%*	*28.2%*	*87.5%*
%H (TV HH)			*52.6%*	*17.6%*	*74.9%*	*45.8%*	*28.9%*	
4	487	483	278	90	359	240	119	456
%V	*12.4%*	*12.6%*	*17.3%*	*15.9%*	*11.8%*	*17.3%*	*7.2%*	*16.3%*
%H (All HH)		*99.2%*	*57.1%*	*18.5%*	*73.7%*	*49.3%*	*24.4%*	*93.6%*
%H (TV HH)			*57.6%*	*18.6%*	*74.3%*	*49.7%*	*24.6%*	
5+	230	225	129	32	165	98	67	209
%V	*5.8%*	*5.9%*	*8.0%*	*5.7%*	*5.4%*	*7.1%*	*4.1%*	*7.5%*
%H (All HH)		*97.8%*	*56.1%*	*13.9%*	*71.7%*	*42.6%*	*29.1%*	*90.9%*
%H (TV HH)			*57.3%*	*14.2%*	*73.3%*	*43.6%*	*29.8%*	
Average HH size	2.29	2.30	2.64	2.45	2.25	2.61	1.94	2.59

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

October 2012 - September 2013

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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Without	2936	2839	1057	402	2323	946	1376	1919
%V	*74.6%*	*74.2%*	*65.9%*	*71.2%*	*76.5%*	*68.4%*	*83.3%*	*68.5%*
%H (All HH)		*96.7%*	*36.0%*	*13.7%*	*79.1%*	*32.2%*	*46.9%*	*65.4%*
%H (TV HH)			*37.2%*	*14.2%*	*81.8%*	*33.3%*	*48.5%*	
With	1003	986	547	163	713	438	275	881
%V	*25.5%*	*25.8%*	*34.1%*	*28.8%*	*23.5%*	*31.6%*	*16.7%*	*31.5%*
%H (All HH)		*98.3%*	*54.5%*	*16.3%*	*71.1%*	*43.7%*	*27.4%*	*87.8%*
%H (TV HH)			*55.5%*	*16.5%*	*72.3%*	*44.4%*	*27.9%*	
0 - 3	379	370	201	61	255	149	105	315
%V	*9.6%*	*9.7%*	*12.5%*	*10.8%*	*8.4%*	*10.8%*	*6.4%*	*11.3%*
%H (All HH)		*97.6%*	*53.0%*	*16.1%*	*67.3%*	*39.3%*	*27.7%*	*83.1%*
%H (TV HH)			*54.3%*	*16.5%*	*68.9%*	*40.3%*	*28.4%*	
4 - 9	490	481	284	71	343	219	124	423
%V	*12.4%*	*12.6%*	*17.7%*	*12.6%*	*11.3%*	*15.8%*	*7.5%*	*15.1%*
%H (All HH)		*98.2%*	*58.0%*	*14.5%*	*70.0%*	*44.7%*	*25.3%*	*86.3%*
%H (TV HH)			*59.0%*	*14.8%*	*71.3%*	*45.5%*	*25.8%*	
10 - 15	471	468	258	82	351	221	131	442
%V	*12.0%*	*12.2%*	*16.1%*	*14.5%*	*11.6%*	*16.0%*	*7.9%*	*15.8%*
%H (All HH)		*99.4%*	*54.8%*	*17.4%*	*74.5%*	*46.9%*	*27.8%*	*93.8%*
%H (TV HH)			*55.1%*	*17.5%*	*75.0%*	*47.2%*	*28.0%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
1	1395	1395	425	156	1026	238	789	808
%V	*35.4%*	*36.5%*	*26.5%*	*27.6%*	*33.8%*	*17.2%*	*47.8%*	*28.9%*
%H (All HH)		*100.0%*	*30.5%*	*11.2%*	*73.5%*	*17.1%*	*56.6%*	*57.9%*
%H (TV HH)			*30.5%*	*11.2%*	*73.5%*	*17.1%*	*56.6%*	
2	1376	1376	603	219	1107	548	560	992
%V	*34.9%*	*36.0%*	*37.6%*	*38.8%*	*36.5%*	*39.6%*	*33.9%*	*35.4%*
%H (All HH)		*100.0%*	*43.8%*	*15.9%*	*80.5%*	*39.8%*	*40.7%*	*72.1%*
%H (TV HH)			*43.8%*	*15.9%*	*80.5%*	*39.8%*	*40.7%*	
3	641	641	318	122	543	335	208	551
%V	*16.3%*	*16.8%*	*19.8%*	*21.6%*	*17.9%*	*24.2%*	*12.6%*	*19.7%*
%H (All HH)		*100.0%*	*49.6%*	*19.0%*	*84.7%*	*52.3%*	*32.4%*	*86.0%*
%H (TV HH)			*49.6%*	*19.0%*	*84.7%*	*52.3%*	*32.4%*	
4	276	276	170	42	238	168	70	256
%V	*7.0%*	*7.2%*	*10.6%*	*7.4%*	*7.8%*	*12.1%*	*4.2%*	*9.1%*
%H (All HH)		*100.0%*	*61.6%*	*15.2%*	*86.2%*	*60.9%*	*25.4%*	*92.8%*
%H (TV HH)			*61.6%*	*15.2%*	*86.2%*	*60.9%*	*25.4%*	
5+	137	137	88	27	121	96	25	131
%V	*3.5%*	*3.6%*	*5.5%*	*4.8%*	*4.0%*	*6.9%*	*1.5%*	*4.7%*
%H (All HH)		*100.0%*	*64.2%*	*19.7%*	*88.3%*	*70.1%*	*18.2%*	*95.6%*
%H (TV HH)			*64.2%*	*19.7%*	*88.3%*	*70.1%*	*18.2%*	

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

October 2012 - September 2013

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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Under 20"	975	975	411	138	884	450	434	723
%V	*24.8%*	*25.5%*	*25.6%*	*24.4%*	*29.1%*	*32.5%*	*26.3%*	*25.8%*
%H (All HH)		*100.0%*	*42.2%*	*14.2%*	*90.7%*	*46.2%*	*44.5%*	*74.2%*
%H (TV HH)			*42.2%*	*14.2%*	*90.7%*	*46.2%*	*44.5%*	
20" - 29"	1383	1383	556	214	1200	577	623	987
%V	*35.1%*	*36.2%*	*34.7%*	*37.9%*	*39.5%*	*41.7%*	*37.7%*	*35.3%*
%H (All HH)		*100.0%*	*40.2%*	*15.5%*	*86.8%*	*41.7%*	*45.0%*	*71.4%*
%H (TV HH)			*40.2%*	*15.5%*	*86.8%*	*41.7%*	*45.0%*	
30" - 39"	2056	2056	879	314	1669	790	880	1514
%V	*52.2%*	*53.8%*	*54.8%*	*55.6%*	*55.0%*	*57.1%*	*53.3%*	*54.1%*
%H (All HH)		*100.0%*	*42.8%*	*15.3%*	*81.2%*	*38.4%*	*42.8%*	*73.6%*
%H (TV HH)			*42.8%*	*15.3%*	*81.2%*	*38.4%*	*42.8%*	
40" and over	1666	1666	908	289	1277	793	484	1382
%V	*42.3%*	*43.6%*	*56.6%*	*51.2%*	*42.1%*	*57.3%*	*29.3%*	*49.4%*
%H (All HH)		*100.0%*	*54.5%*	*17.3%*	*76.7%*	*47.6%*	*29.1%*	*83.0%*
%H (TV HH)			*54.5%*	*17.3%*	*76.7%*	*47.6%*	*29.1%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.7: 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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Main living room	3763	3763	1596	563	3006	1380	1626	2698
%V	*95.6%*	*98.4%*	*99.5%*	*99.6%*	*99.0%*	*99.7%*	*98.5%*	*96.4%*
%H (All HH)		*100.0%*	*42.4%*	*15.0%*	*79.9%*	*36.7%*	*43.2%*	*71.7%*
%H (TV HH)			*42.4%*	*15.0%*	*79.9%*	*36.7%*	*43.2%*	
Kitchen	472	472	214	67	439	243	195	371
%V	*12.0%*	*12.3%*	*13.3%*	*11.9%*	*14.5%*	*17.6%*	*11.8%*	*13.3%*
%H (All HH)		*100.0%*	*45.3%*	*14.2%*	*93.0%*	*51.5%*	*41.3%*	*78.6%*
%H (TV HH)			*45.3%*	*14.2%*	*93.0%*	*51.5%*	*41.3%*	
Adult's bedroom	1661	1661	813	285	1411	825	586	1319
%V	*42.2%*	*43.4%*	*50.7%*	*50.4%*	*46.5%*	*59.6%*	*35.5%*	*47.1%*
%H (All HH)		*100.0%*	*48.9%*	*17.2%*	*84.9%*	*49.7%*	*35.3%*	*79.4%*
%H (TV HH)			*48.9%*	*17.2%*	*84.9%*	*49.7%*	*35.3%*	
Child's bedroom	308	308	188	53	268	197	71	289
%V	*7.8%*	*8.1%*	*11.7%*	*9.4%*	*8.8%*	*14.2%*	*4.3%*	*10.3%*
%H (All HH)		*100.0%*	*61.0%*	*17.2%*	*87.0%*	*64.0%*	*23.1%*	*93.8%*
%H (TV HH)			*61.0%*	*17.2%*	*87.0%*	*64.0%*	*23.1%*	
Other bedroom	231	231	121	46	203	133	70	207
%V	*5.9%*	*6.0%*	*7.5%*	*8.1%*	*6.7%*	*9.6%*	*4.2%*	*7.4%*
%H (All HH)		*100.0%*	*52.4%*	*19.9%*	*87.9%*	*57.6%*	*30.3%*	*89.6%*
%H (TV HH)			*52.4%*	*19.9%*	*87.9%*	*57.6%*	*30.3%*	
Second living/dining room	327	327	165	61	281	174	107	277
%V	*8.3%*	*8.5%*	*10.3%*	*10.8%*	*9.3%*	*12.6%*	*6.5%*	*9.9%*
%H (All HH)		*100.0%*	*50.5%*	*18.7%*	*85.9%*	*53.2%*	*32.7%*	*84.7%*
%H (TV HH)			*50.5%*	*18.7%*	*85.9%*	*53.2%*	*32.7%*	
Study/office	41	41	16	7	37	18	19	38
%V	*1.0%*	*1.1%*	*1.0%*	*1.2%*	*1.2%*	*1.3%*	*1.2%*	*1.4%*
%H (All HH)		*100.0%*	*39.0%*	*17.1%*	*90.2%*	*43.9%*	*46.3%*	*92.7%*
%H (TV HH)			*39.0%*	*17.1%*	*90.2%*	*43.9%*	*46.3%*	
TV room	19	19	9	7	17	12	5	17
%V	*0.5%*	*0.5%*	*0.6%*	*1.2%*	*0.6%*	*0.9%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*47.4%*	*36.8%*	*89.5%*	*63.2%*	*26.3%*	*89.5%*
%H (TV HH)			*47.4%*	*36.8%*	*89.5%*	*63.2%*	*26.3%*	
Conservatory	120	120	71	27	106	80	26	104
%V	*3.0%*	*3.1%*	*4.4%*	*4.8%*	*3.5%*	*5.8%*	*1.6%*	*3.7%*
%H (All HH)		*100.0%*	*59.2%*	*22.5%*	*88.3%*	*66.7%*	*21.7%*	*86.7%*
%H (TV HH)			*59.2%*	*22.5%*	*88.3%*	*66.7%*	*21.7%*	
Attic or loft room	3	3	2	0	3	2	2	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*100.0%*	*66.7%*	*66.7%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*100.0%*	*66.7%*	*66.7%*	
No specific location	6	6	3	1	6	3	3	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	*83.3%*
%H (TV HH)			*50.0%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	
Other	23	23	12	5	21	14	7	22
%V	*0.6%*	*0.6%*	*0.7%*	*0.9%*	*0.7%*	*1.0%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*52.2%*	*21.7%*	*91.3%*	*60.9%*	*30.4%*	*95.7%*
%H (TV HH)			*52.2%*	*21.7%*	*91.3%*	*60.9%*	*30.4%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.8: Recorders 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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Any DSAT provider	1604	1604	1604	36	1068	1068	0	1350
%V	*40.7%*	*41.9%*	*100.0%*	*6.4%*	*35.2%*	*77.2%*	*0.0%*	*48.2%*
%H (All HH)			*100.0%*	*2.2%*	*66.6%*	*66.6%*	*0.0%*	*84.2%*
%H (TV HH)			*100.0%*	*2.2%*	*66.6%*	*66.6%*	*0.0%*	
Sky with subcription	1356	1356	1356	21	910	910	0	1168
%V	*34.4%*	*35.5%*	*84.5%*	*3.7%*	*30.0%*	*65.8%*	*0.0%*	*41.7%*
%H (All HH)			*100.0%*	*1.5%*	*67.1%*	*67.1%*	*0.0%*	*86.1%*
%H (TV HH)			*100.0%*	*1.5%*	*67.1%*	*67.1%*	*0.0%*	
Sky without subscription	92	92	92	7	50	50	0	63
%V	*2.3%*	*2.4%*	*5.7%*	*1.2%*	*1.6%*	*3.6%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*7.6%*	*54.3%*	*54.3%*	*0.0%*	*68.5%*
%H (TV HH)			*100.0%*	*7.6%*	*54.3%*	*54.3%*	*0.0%*	
Freesat	136	136	136	4	96	96	0	105
%V	*3.5%*	*3.6%*	*8.5%*	*0.7%*	*3.2%*	*6.9%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*2.9%*	*70.6%*	*70.6%*	*0.0%*	*77.2%*
%H (TV HH)			*100.0%*	*2.9%*	*70.6%*	*70.6%*	*0.0%*	
Other satellite provider	37	37	37	2	22	22	0	30
%V	*0.9%*	*1.0%*	*2.3%*	*0.4%*	*0.7%*	*1.6%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*5.4%*	*59.5%*	*59.5%*	*0.0%*	*81.1%*
%H (TV HH)			*100.0%*	*5.4%*	*59.5%*	*59.5%*	*0.0%*	
DCAB	565	565	36	565	336	336	0	489
%V	*14.3%*	*14.8%*	*2.2%*	*100.0%*	*11.1%*	*24.3%*	*0.0%*	*17.5%*
%H (All HH)			*6.4%*	*100.0%*	*59.5%*	*59.5%*	*0.0%*	*86.5%*
%H (TV HH)			*6.4%*	*100.0%*	*59.5%*	*59.5%*	*0.0%*	
DTT	3036	3036	1068	336	3036	1384	1651	2075
%V	*77.1%*	*79.4%*	*66.6%*	*59.5%*	*100.0%*	*100.0%*	*100.0%*	*74.1%*
%H (All HH)		*100.0%*	*35.2%*	*11.1%*	*100.0%*	*45.6%*	*54.4%*	*68.3%*
%H (TV HH)			*35.2%*	*11.1%*	*100.0%*	*45.6%*	*54.4%*	

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

October 2012 - September 2013

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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
PVR	2261	2261	1372	417	1679	1173	506	1912
%V	*57.4%*	*59.1%*	*85.5%*	*73.8%*	*55.3%*	*84.8%*	*30.6%*	*68.3%*
%H (All HH)		*100.0%*	*60.7%*	*18.4%*	*74.3%*	*51.9%*	*22.4%*	*84.6%*
%H (TV HH)			*60.7%*	*18.4%*	*74.3%*	*51.9%*	*22.4%*	
DVDR	209	209	91	29	176	84	93	166
%V	*5.3%*	*5.5%*	*5.7%*	*5.1%*	*5.8%*	*6.1%*	*5.6%*	*5.9%*
%H (All HH)		*100.0%*	*43.5%*	*13.9%*	*84.2%*	*40.2%*	*44.5%*	*79.4%*
%H (TV HH)			*43.5%*	*13.9%*	*84.2%*	*40.2%*	*44.5%*	
VCR	229	229	79	27	192	67	125	153
%V	*5.8%*	*6.0%*	*4.9%*	*4.8%*	*6.3%*	*4.8%*	*7.6%*	*5.5%*
%H (All HH)		*100.0%*	*34.5%*	*11.8%*	*83.8%*	*29.3%*	*54.6%*	*66.8%*
%H (TV HH)			*34.5%*	*11.8%*	*83.8%*	*29.3%*	*54.6%*	
Any recorder	2447	2447	1401	432	1845	1197	647	2023
%V	*62.1%*	*64.0%*	*87.3%*	*76.5%*	*60.8%*	*86.5%*	*39.2%*	*72.3%*
%H (All HH)		*100.0%*	*57.3%*	*17.7%*	*75.4%*	*48.9%*	*26.4%*	*82.7%*
%H (TV HH)			*57.3%*	*17.7%*	*75.4%*	*48.9%*	*26.4%*	
Receives HDTV (via STB or built-in reception)	1976	1976	1048	434	1503	978	525	1641
%V	*50.2%*	*51.7%*	*65.3%*	*76.8%*	*49.5%*	*70.7%*	*31.8%*	*58.6%*
%H (All HH)		*100.0%*	*53.0%*	*22.0%*	*76.1%*	*49.5%*	*26.6%*	*83.0%*
%H (TV HH)			*53.0%*	*22.0%*	*76.1%*	*49.5%*	*26.6%*	
DVD/Blu-ray player or recorder	3005	3005	1307	480	2403	1166	1238	2273
%V	*76.3%*	*78.6%*	*81.5%*	*85.0%*	*79.2%*	*84.2%*	*75.0%*	*81.2%*
%H (All HH)		*100.0%*	*43.5%*	*16.0%*	*80.0%*	*38.8%*	*41.2%*	*75.6%*
%H (TV HH)			*43.5%*	*16.0%*	*80.0%*	*38.8%*	*41.2%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.10: 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	3938	3825	1604	565	3036	1384	1651	2800
%H (All HH)		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*
%H (TV HH)			*41.9%*	*14.8%*	*79.4%*	*36.2%*	*43.2%*	
Has broadband internet	2800	2738	1350	489	2075	1177	897	2800
%V	*71.1%*	*71.6%*	*84.2%*	*86.5%*	*68.3%*	*85.0%*	*54.3%*	*100.0%*
%H (All HH)		*97.8%*	*48.2%*	*17.5%*	*74.1%*	*42.0%*	*32.0%*	*100.0%*
%H (TV HH)			*49.3%*	*17.9%*	*75.8%*	*43.0%*	*32.8%*	
Number of computers (PCs and laptops)								
0	961	921	208	64	819	173	645	30
%V	*24.4%*	*24.1%*	*13.0%*	*11.3%*	*27.0%*	*12.5%*	*39.1%*	*1.1%*
%H (All HH)		*95.8%*	*21.6%*	*6.7%*	*85.2%*	*18.0%*	*67.1%*	*3.1%*
%H (TV HH)			*22.6%*	*6.9%*	*88.9%*	*18.8%*	*70.0%*	
1	1460	1418	618	216	1093	511	581	1297
%V	*37.1%*	*37.1%*	*38.5%*	*38.2%*	*36.0%*	*36.9%*	*35.2%*	*46.3%*
%H (All HH)		*97.1%*	*42.3%*	*14.8%*	*74.9%*	*35.0%*	*39.8%*	*88.8%*
%H (TV HH)			*43.6%*	*15.2%*	*77.1%*	*36.0%*	*41.0%*	
2	800	782	399	147	587	353	234	764
%V	*20.3%*	*20.4%*	*24.9%*	*26.0%*	*19.3%*	*25.5%*	*14.2%*	*27.3%*
%H (All HH)		*97.8%*	*49.9%*	*18.4%*	*73.4%*	*44.1%*	*29.3%*	*95.5%*
%H (TV HH)			*51.0%*	*18.8%*	*75.1%*	*45.1%*	*29.9%*	
3	367	358	191	73	275	179	95	365
%V	*9.3%*	*9.4%*	*11.9%*	*12.9%*	*9.1%*	*12.9%*	*5.8%*	*13.0%*
%H (All HH)		*97.5%*	*52.0%*	*19.9%*	*74.9%*	*48.8%*	*25.9%*	*99.5%*
%H (TV HH)			*53.4%*	*20.4%*	*76.8%*	*50.0%*	*26.5%*	
4	183	180	101	25	133	80	53	181
%V	*4.6%*	*4.7%*	*6.3%*	*4.4%*	*4.4%*	*5.8%*	*3.2%*	*6.5%*
%H (All HH)		*98.4%*	*55.2%*	*13.7%*	*72.7%*	*43.7%*	*29.0%*	*98.9%*
%H (TV HH)			*56.1%*	*13.9%*	*73.9%*	*44.4%*	*29.4%*	
5+	167	167	88	40	129	87	42	163
%V	*4.2%*	*4.4%*	*5.5%*	*7.1%*	*4.2%*	*6.3%*	*2.5%*	*5.8%*
%H (All HH)		*100.0%*	*52.7%*	*24.0%*	*77.2%*	*52.1%*	*25.1%*	*97.6%*
%H (TV HH)			*52.7%*	*24.0%*	*77.2%*	*52.1%*	*25.1%*	

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7906	3736	1269	6468	3525	2943	6168
%H		*47.3%*	*16.1%*	*81.8%*	*44.6%*	*37.2%*	*78.0%*
Under 20"	1239	542	176	1132	600	532	947
%V	*15.7%*	*14.5%*	*13.9%*	*17.5%*	*17.0%*	*18.1%*	*15.4%*
%H		*43.7%*	*14.2%*	*91.4%*	*48.4%*	*42.9%*	*76.4%*
20" - 29"	1719	729	270	1504	767	737	1266
%V	*21.7%*	*19.5%*	*21.3%*	*23.3%*	*21.8%*	*25.0%*	*20.5%*
%H		*42.4%*	*15.7%*	*87.5%*	*44.6%*	*42.9%*	*73.6%*
30" - 39"	2429	1083	379	1994	1003	991	1827
%V	*30.7%*	*29.0%*	*29.9%*	*30.8%*	*28.5%*	*33.7%*	*29.6%*
%H		*44.6%*	*15.6%*	*82.1%*	*41.3%*	*40.8%*	*75.2%*
40" and over	1928	1071	344	1481	945	536	1625
%V	*24.4%*	*28.7%*	*27.1%*	*22.9%*	*26.8%*	*18.2%*	*26.3%*
%H		*55.5%*	*17.8%*	*76.8%*	*49.0%*	*27.8%*	*84.3%*
Don't know	35	11	7	31	14	17	24
%V	*0.4%*	*0.3%*	*0.6%*	*0.5%*	*0.4%*	*0.6%*	*0.4%*
%H		*31.4%*	*20.0%*	*88.6%*	*40.0%*	*48.6%*	*68.6%*
Not Asked	556	300	93	326	196	130	479
%V	*7.0%*	*8.0%*	*7.3%*	*5.0%*	*5.6%*	*4.4%*	*7.8%*
%H		*54.0%*	*16.7%*	*58.6%*	*35.3%*	*23.4%*	*86.2%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7906	3736	1269	6468	3525	2943	6168
%H		*47.3%*	*16.1%*	*81.8%*	*44.6%*	*37.2%*	*78.0%*
Main living room	3778	1600	563	3020	1384	1636	2707
%V	*47.8%*	*42.8%*	*44.4%*	*46.7%*	*39.3%*	*55.6%*	*43.9%*
%H		*42.4%*	*14.9%*	*79.9%*	*36.6%*	*43.3%*	*71.7%*
Kitchen	474	216	67	441	244	196	374
%V	*6.0%*	*5.8%*	*5.3%*	*6.8%*	*6.9%*	*6.7%*	*6.1%*
%H		*45.6%*	*14.1%*	*93.0%*	*51.5%*	*41.4%*	*78.9%*
Adult's bedroom	1899	949	323	1630	978	652	1531
%V	*24.0%*	*25.4%*	*25.5%*	*25.2%*	*27.7%*	*22.2%*	*24.8%*
%H		*50.0%*	*17.0%*	*85.8%*	*51.5%*	*34.3%*	*80.6%*
Child's bedroom	396	249	65	347	261	85	373
%V	*5.0%*	*6.7%*	*5.1%*	*5.4%*	*7.4%*	*2.9%*	*6.0%*
%H		*62.9%*	*16.4%*	*87.6%*	*65.9%*	*21.5%*	*94.2%*
Other bedroom	259	141	50	227	153	74	234
%V	*3.3%*	*3.8%*	*3.9%*	*3.5%*	*4.3%*	*2.5%*	*3.8%*
%H		*54.4%*	*19.3%*	*87.6%*	*59.1%*	*28.6%*	*90.3%*
Second living/dining room	330	167	61	284	177	107	279
%V	*4.2%*	*4.5%*	*4.8%*	*4.4%*	*5.0%*	*3.6%*	*4.5%*
%H		*50.6%*	*18.5%*	*86.1%*	*53.6%*	*32.4%*	*84.5%*
Study/office	42	16	7	38	18	19	38
%V	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.6%*
%H		*38.1%*	*16.7%*	*90.5%*	*42.9%*	*45.2%*	*90.5%*
TV room	19	9	7	17	12	5	17
%V	*0.2%*	*0.2%*	*0.6%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*47.4%*	*36.8%*	*89.5%*	*63.2%*	*26.3%*	*89.5%*
Conservatory	120	71	27	106	80	26	104
%V	*1.5%*	*1.9%*	*2.1%*	*1.6%*	*2.3%*	*0.9%*	*1.7%*
%H		*59.2%*	*22.5%*	*88.3%*	*66.7%*	*21.7%*	*86.7%*
Attic or loft room	3	2	0	3	2	2	3
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*
%H		*66.7%*	*0.0%*	*100.0%*	*66.7%*	*66.7%*	*100.0%*
No specific location	6	3	1	6	3	3	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	*83.3%*
Other	25	14	5	24	17	7	25
%V	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.2%*	*0.4%*
%H		*56.0%*	*20.0%*	*96.0%*	*68.0%*	*28.0%*	*100.0%*
Not Asked	556	300	93	326	196	130	479
%V	*7.0%*	*8.0%*	*7.3%*	*5.0%*	*5.6%*	*4.4%*	*7.8%*
%H		*54.0%*	*16.7%*	*58.6%*	*35.3%*	*23.4%*	*86.2%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7906	3736	1269	6468	3525	2943	6168
%H		*47.3%*	*16.1%*	*81.8%*	*44.6%*	*37.2%*	*78.0%*
PVR	2878	1834	535	2097	1537	560	2495
%V	*36.4%*	*49.1%*	*42.2%*	*32.4%*	*43.6%*	*19.0%*	*40.5%*
%H		*63.7%*	*18.6%*	*72.9%*	*53.4%*	*19.5%*	*86.7%*
DVDR	233	101	32	197	95	103	186
%V	*2.9%*	*2.7%*	*2.5%*	*3.0%*	*2.7%*	*3.5%*	*3.0%*
%H		*43.3%*	*13.7%*	*84.5%*	*40.8%*	*44.2%*	*79.8%*
VCR	244	83	31	205	73	131	165
%V	*3.1%*	*2.2%*	*2.4%*	*3.2%*	*2.1%*	*4.5%*	*2.7%*
%H		*34.0%*	*12.7%*	*84.0%*	*29.9%*	*53.7%*	*67.6%*
Any recorder	3133	1893	564	2327	1598	729	2660
%V	*39.6%*	*50.7%*	*44.4%*	*36.0%*	*45.3%*	*24.8%*	*43.1%*
%H		*60.4%*	*18.0%*	*74.3%*	*51.0%*	*23.3%*	*84.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7906	3736	1269	6468	3525	2943	6168
%H		*47.3%*	*16.1%*	*81.8%*	*44.6%*	*37.2%*	*78.0%*
Receives HDTV (via STB or built-in reception)	2717	1455	614	2092	1391	701	2311
%V	*34.4%*	*38.9%*	*48.4%*	*32.3%*	*39.5%*	*23.8%*	*37.5%*
%H		*53.6%*	*22.6%*	*77.0%*	*51.2%*	*25.8%*	*85.1%*
DVD/Blu-ray player or recorder	4326	2013	753	3542	1936	1607	3453
%V	*54.7%*	*53.9%*	*59.3%*	*54.8%*	*54.9%*	*54.6%*	*56.0%*
%H		*46.5%*	*17.4%*	*81.9%*	*44.8%*	*37.1%*	*79.8%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3818	1604	565	3034	1384	1650	2732
%H		*42.0%*	*14.8%*	*79.5%*	*36.2%*	*43.2%*	*71.6%*
Under 20"	94	23	8	81	17	64	35
%V	*2.5%*	*1.4%*	*1.4%*	*2.7%*	*1.2%*	*3.9%*	*1.3%*
%H		*24.5%*	*8.5%*	*86.2%*	*18.1%*	*68.1%*	*37.2%*
20" - 29"	537	127	61	465	115	349	282
%V	*14.1%*	*7.9%*	*10.8%*	*15.3%*	*8.3%*	*21.2%*	*10.3%*
%H		*23.6%*	*11.4%*	*86.6%*	*21.4%*	*65.0%*	*52.5%*
30" - 39"	1531	570	211	1237	480	757	1051
%V	*40.1%*	*35.5%*	*37.3%*	*40.8%*	*34.7%*	*45.9%*	*38.5%*
%H		*37.2%*	*13.8%*	*80.8%*	*31.4%*	*49.4%*	*68.6%*
40" and over	1619	880	282	1238	768	470	1339
%V	*42.4%*	*54.9%*	*49.9%*	*40.8%*	*55.5%*	*28.5%*	*49.0%*
%H		*54.4%*	*17.4%*	*76.5%*	*47.4%*	*29.0%*	*82.7%*
Don't know	16	4	3	13	4	9	11
%V	*0.4%*	*0.2%*	*0.5%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*
%H		*25.0%*	*18.8%*	*81.3%*	*25.0%*	*56.3%*	*68.8%*
Not Asked	21	0	0	0	0	1	14
%V	*0.6%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.5%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*4.8%*	*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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3818	1604	565	3034	1384	1650	2732
%H		*42.0%*	*14.8%*	*79.5%*	*36.2%*	*43.2%*	*71.6%*
PVR	2196	1347	402	1620	1142	478	1858
%V	*57.5%*	*84.0%*	*71.2%*	*53.4%*	*82.5%*	*29.0%*	*68.0%*
%H		*61.3%*	*18.3%*	*73.8%*	*52.0%*	*21.8%*	*84.6%*
DVDR	176	72	24	146	63	82	141
%V	*4.6%*	*4.5%*	*4.2%*	*4.8%*	*4.6%*	*5.0%*	*5.2%*
%H		*40.9%*	*13.6%*	*83.0%*	*35.8%*	*46.6%*	*80.1%*
VCR	194	62	20	162	47	114	125
%V	*5.1%*	*3.9%*	*3.5%*	*5.3%*	*3.4%*	*6.9%*	*4.6%*
%H		*32.0%*	*10.3%*	*83.5%*	*24.2%*	*58.8%*	*64.4%*
Any recorder	2376	1376	415	1779	1164	615	1964
%V	*62.2%*	*85.8%*	*73.5%*	*58.6%*	*84.1%*	*37.3%*	*71.9%*
%H		*57.9%*	*17.5%*	*74.9%*	*49.0%*	*25.9%*	*82.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3818	1604	565	3034	1384	1650	2732
%H		*42.0%*	*14.8%*	*79.5%*	*36.2%*	*43.2%*	*71.6%*
Receives HDTV (via STB or built-in reception)	1898	1012	422	1431	937	495	1577
%V	*49.7%*	*63.1%*	*74.7%*	*47.2%*	*67.7%*	*30.0%*	*57.7%*
%H		*53.3%*	*22.2%*	*75.4%*	*49.4%*	*26.1%*	*83.1%*
DVD/Blu-ray player or recorder	2799	1205	450	2219	1057	1162	2122
%V	*73.3%*	*75.1%*	*79.6%*	*73.1%*	*76.4%*	*70.4%*	*77.7%*
%H		*43.1%*	*16.1%*	*79.3%*	*37.8%*	*41.5%*	*75.8%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4089	2133	704	3434	2141	1293	3436
%H		*52.2%*	*17.2%*	*84.0%*	*52.4%*	*31.6%*	*84.0%*
Under 20"	1146	520	168	1050	582	468	912
%V	*28.0%*	*24.4%*	*23.9%*	*30.6%*	*27.2%*	*36.2%*	*26.5%*
%H		*45.4%*	*14.7%*	*91.6%*	*50.8%*	*40.8%*	*79.6%*
20" - 29"	1182	602	209	1039	651	388	985
%V	*28.9%*	*28.2%*	*29.7%*	*30.3%*	*30.4%*	*30.0%*	*28.7%*
%H		*50.9%*	*17.7%*	*87.9%*	*55.1%*	*32.8%*	*83.3%*
30" - 39"	898	513	167	757	524	233	776
%V	*22.0%*	*24.1%*	*23.7%*	*22.0%*	*24.5%*	*18.0%*	*22.6%*
%H		*57.1%*	*18.6%*	*84.3%*	*58.4%*	*25.9%*	*86.4%*
40" and over	309	190	61	243	177	66	286
%V	*7.6%*	*8.9%*	*8.7%*	*7.1%*	*8.3%*	*5.1%*	*8.3%*
%H		*61.5%*	*19.7%*	*78.6%*	*57.3%*	*21.4%*	*92.6%*
Don't know	19	7	4	18	10	8	13
%V	*0.5%*	*0.3%*	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.4%*
%H		*36.8%*	*21.1%*	*94.7%*	*52.6%*	*42.1%*	*68.4%*
Not Asked	535	301	95	327	197	130	464
%V	*13.1%*	*14.1%*	*13.5%*	*9.5%*	*9.2%*	*10.1%*	*13.5%*
%H		*56.3%*	*17.8%*	*61.1%*	*36.8%*	*24.3%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4089	2133	704	3434	2141	1293	3436
%H		*52.2%*	*17.2%*	*84.0%*	*52.4%*	*31.6%*	*84.0%*
PVR	682	487	133	478	395	82	638
%V	*16.7%*	*22.8%*	*18.9%*	*13.9%*	*18.4%*	*6.3%*	*18.6%*
%H		*71.4%*	*19.5%*	*70.1%*	*57.9%*	*12.0%*	*93.5%*
DVDR	57	29	9	52	31	20	46
%V	*1.4%*	*1.4%*	*1.3%*	*1.5%*	*1.4%*	*1.5%*	*1.3%*
%H		*50.9%*	*15.8%*	*91.2%*	*54.4%*	*35.1%*	*80.7%*
VCR	49	21	12	43	26	17	40
%V	*1.2%*	*1.0%*	*1.7%*	*1.3%*	*1.2%*	*1.3%*	*1.2%*
%H		*42.9%*	*24.5%*	*87.8%*	*53.1%*	*34.7%*	*81.6%*
Any recorder	757	517	148	548	434	114	696
%V	*18.5%*	*24.2%*	*21.0%*	*16.0%*	*20.3%*	*8.8%*	*20.3%*
%H		*68.3%*	*19.6%*	*72.4%*	*57.3%*	*15.1%*	*91.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: 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	4089	2133	704	3434	2141	1293	3436
%H		*52.2%*	*17.2%*	*84.0%*	*52.4%*	*31.6%*	*84.0%*
Receives HDTV (via STB or built-in reception)	819	444	193	661	454	207	734
%V	*20.0%*	*20.8%*	*27.4%*	*19.2%*	*21.2%*	*16.0%*	*21.4%*
%H		*54.2%*	*23.6%*	*80.7%*	*55.4%*	*25.3%*	*89.6%*
DVD/Blu-ray player or recorder	1527	807	303	1323	878	445	1332
%V	*37.3%*	*37.8%*	*43.0%*	*38.5%*	*41.0%*	*34.4%*	*38.8%*
%H		*52.8%*	*19.8%*	*86.6%*	*57.5%*	*29.1%*	*87.2%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age 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 Inds	9022	8814	4227	1383	6825	3615	3209	7240
%H		*97.7%*	*46.9%*	*15.3%*	*75.6%*	*40.1%*	*35.6%*	*80.2%*
Total Children	1674	1648	937	272	1183	743	440	1477
%V	*18.6%*	*18.7%*	*22.2%*	*19.7%*	*17.3%*	*20.6%*	*13.7%*	*20.4%*
%H		*98.4%*	*56.0%*	*16.2%*	*70.7%*	*44.4%*	*26.3%*	*88.2%*
0 - 3	444	433	238	72	293	175	118	372
%V	*4.9%*	*4.9%*	*5.6%*	*5.2%*	*4.3%*	*4.8%*	*3.7%*	*5.1%*
%H		*97.5%*	*53.6%*	*16.2%*	*66.0%*	*39.4%*	*26.6%*	*83.8%*
4 - 15	1230	1215	699	200	890	568	322	1106
%V	*13.6%*	*13.8%*	*16.5%*	*14.5%*	*13.0%*	*15.7%*	*10.0%*	*15.3%*
%H		*98.8%*	*56.8%*	*16.3%*	*72.4%*	*46.2%*	*26.2%*	*89.9%*
4 - 9	622	611	369	88	437	282	154	537
%V	*6.9%*	*6.9%*	*8.7%*	*6.4%*	*6.4%*	*7.8%*	*4.8%*	*7.4%*
%H		*98.2%*	*59.3%*	*14.1%*	*70.3%*	*45.3%*	*24.8%*	*86.3%*
10 - 15	609	604	330	112	453	286	167	569
%V	*6.8%*	*6.9%*	*7.8%*	*8.1%*	*6.6%*	*7.9%*	*5.2%*	*7.9%*
%H		*99.2%*	*54.2%*	*18.4%*	*74.4%*	*47.0%*	*27.4%*	*93.4%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - 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 Inds	9022	8814	4227	1383	6825	3615	3209	7240
%H		*97.7%*	*46.9%*	*15.3%*	*75.6%*	*40.1%*	*35.6%*	*80.2%*
Total Adults (16+)	7348	7166	3290	1111	5642	2872	2769	5763
%V	*81.4%*	*81.3%*	*77.8%*	*80.3%*	*82.7%*	*79.4%*	*86.3%*	*79.6%*
%H		*97.5%*	*44.8%*	*15.1%*	*76.8%*	*39.1%*	*37.7%*	*78.4%*
16 - 19	441	429	205	78	332	194	137	396
%V	*4.9%*	*4.9%*	*4.8%*	*5.6%*	*4.9%*	*5.4%*	*4.3%*	*5.5%*
%H		*97.3%*	*46.5%*	*17.7%*	*75.3%*	*44.0%*	*31.1%*	*89.8%*
20 - 24	639	605	284	74	462	227	235	538
%V	*7.1%*	*6.9%*	*6.7%*	*5.4%*	*6.8%*	*6.3%*	*7.3%*	*7.4%*
%H		*94.7%*	*44.4%*	*11.6%*	*72.3%*	*35.5%*	*36.8%*	*84.2%*
25 - 34	1158	1108	596	189	770	460	311	1000
%V	*12.8%*	*12.6%*	*14.1%*	*13.7%*	*11.3%*	*12.7%*	*9.7%*	*13.8%*
%H		*95.7%*	*51.5%*	*16.3%*	*66.5%*	*39.7%*	*26.9%*	*86.4%*
35 - 44	1130	1103	615	207	805	514	291	1016
%V	*12.5%*	*12.5%*	*14.5%*	*15.0%*	*11.8%*	*14.2%*	*9.1%*	*14.0%*
%H		*97.6%*	*54.4%*	*18.3%*	*71.2%*	*45.5%*	*25.8%*	*89.9%*
45 - 54	1292	1271	628	226	993	568	425	1138
%V	*14.3%*	*14.4%*	*14.9%*	*16.3%*	*14.5%*	*15.7%*	*13.2%*	*15.7%*
%H		*98.4%*	*48.6%*	*17.5%*	*76.9%*	*44.0%*	*32.9%*	*88.1%*
55 - 64	1085	1067	458	163	889	435	454	854
%V	*12.0%*	*12.1%*	*10.8%*	*11.8%*	*13.0%*	*12.0%*	*14.1%*	*11.8%*
%H		*98.3%*	*42.2%*	*15.0%*	*81.9%*	*40.1%*	*41.8%*	*78.7%*
65+	1603	1582	504	175	1391	474	917	822
%V	*17.8%*	*17.9%*	*11.9%*	*12.7%*	*20.4%*	*13.1%*	*28.6%*	*11.4%*
%H		*98.7%*	*31.4%*	*10.9%*	*86.8%*	*29.6%*	*57.2%*	*51.3%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7348	7166	3290	1111	5642	2872	2769	5763
%H		*97.5%*	*44.8%*	*15.1%*	*76.8%*	*39.1%*	*37.7%*	*78.4%*
AB	1627	1587	762	257	1259	678	581	1505
%V	*22.1%*	*22.1%*	*23.2%*	*23.1%*	*22.3%*	*23.6%*	*21.0%*	*26.1%*
%H		*97.5%*	*46.8%*	*15.8%*	*77.4%*	*41.7%*	*35.7%*	*92.5%*
C1	1886	1832	828	306	1434	735	699	1608
%V	*25.7%*	*25.6%*	*25.2%*	*27.5%*	*25.4%*	*25.6%*	*25.2%*	*27.9%*
%H		*97.1%*	*43.9%*	*16.2%*	*76.0%*	*39.0%*	*37.1%*	*85.3%*
C2	1681	1662	837	279	1325	772	553	1354
%V	*22.9%*	*23.2%*	*25.4%*	*25.1%*	*23.5%*	*26.9%*	*20.0%*	*23.5%*
%H		*98.9%*	*49.8%*	*16.6%*	*78.8%*	*45.9%*	*32.9%*	*80.5%*
D	1282	1246	590	161	935	454	481	923
%V	*17.4%*	*17.4%*	*17.9%*	*14.5%*	*16.6%*	*15.8%*	*17.4%*	*16.0%*
%H		*97.2%*	*46.0%*	*12.6%*	*72.9%*	*35.4%*	*37.5%*	*72.0%*
E	872	840	273	108	689	233	456	373
%V	*11.9%*	*11.7%*	*8.3%*	*9.7%*	*12.2%*	*8.1%*	*16.5%*	*6.5%*
%H		*96.3%*	*31.3%*	*12.4%*	*79.0%*	*26.7%*	*52.3%*	*42.8%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7348	7166	3290	1111	5642	2872	2769	5763
%H		*97.5%*	*44.8%*	*15.1%*	*76.8%*	*39.1%*	*37.7%*	*78.4%*
Working full time	3114	3038	1596	540	2290	1377	912	2823
%V	*42.4%*	*42.4%*	*48.5%*	*48.6%*	*40.6%*	*47.9%*	*32.9%*	*49.0%*
%H		*97.6%*	*51.3%*	*17.3%*	*73.5%*	*44.2%*	*29.3%*	*90.7%*
Working part time	819	809	393	144	623	356	267	720
%V	*11.1%*	*11.3%*	*11.9%*	*13.0%*	*11.0%*	*12.4%*	*9.6%*	*12.5%*
%H		*98.8%*	*48.0%*	*17.6%*	*76.1%*	*43.5%*	*32.6%*	*87.9%*
Not working	3415	3320	1301	427	2729	1139	1591	2220
%V	*46.5%*	*46.3%*	*39.5%*	*38.4%*	*48.4%*	*39.7%*	*57.5%*	*38.5%*
%H		*97.2%*	*38.1%*	*12.5%*	*79.9%*	*33.4%*	*46.6%*	*65.0%*
Housewife/Houseperson	3938	3825	1604	565	3036	1384	1651	2800
%V	*53.6%*	*53.4%*	*48.8%*	*50.9%*	*53.8%*	*48.2%*	*59.6%*	*48.6%*
%H		*97.1%*	*40.7%*	*14.3%*	*77.1%*	*35.1%*	*41.9%*	*71.1%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - 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 Males (16+)	3596	3496	1672	547	2720	1444	1277	2893
%H		*97.2%*	*46.5%*	*15.2%*	*75.6%*	*40.2%*	*35.5%*	*80.5%*
16 - 19	232	226	114	39	173	107	66	213
%V	*6.5%*	*6.5%*	*6.8%*	*7.1%*	*6.4%*	*7.4%*	*5.2%*	*7.4%*
%H		*97.4%*	*49.1%*	*16.8%*	*74.6%*	*46.1%*	*28.4%*	*91.8%*
20 - 24	311	295	144	35	226	117	109	275
%V	*8.6%*	*8.4%*	*8.6%*	*6.4%*	*8.3%*	*8.1%*	*8.5%*	*9.5%*
%H		*94.9%*	*46.3%*	*11.3%*	*72.7%*	*37.6%*	*35.0%*	*88.4%*
25 - 34	577	553	290	97	391	232	158	502
%V	*16.0%*	*15.8%*	*17.3%*	*17.7%*	*14.4%*	*16.1%*	*12.4%*	*17.4%*
%H		*95.8%*	*50.3%*	*16.8%*	*67.8%*	*40.2%*	*27.4%*	*87.0%*
35 - 44	562	543	301	95	392	240	152	502
%V	*15.6%*	*15.5%*	*18.0%*	*17.4%*	*14.4%*	*16.6%*	*11.9%*	*17.4%*
%H		*96.6%*	*53.6%*	*16.9%*	*69.8%*	*42.7%*	*27.0%*	*89.3%*
45 - 54	644	630	327	116	483	291	192	558
%V	*17.9%*	*18.0%*	*19.6%*	*21.2%*	*17.8%*	*20.2%*	*15.0%*	*19.3%*
%H		*97.8%*	*50.8%*	*18.0%*	*75.0%*	*45.2%*	*29.8%*	*86.6%*
55 - 64	532	520	230	79	430	216	214	420
%V	*14.8%*	*14.9%*	*13.8%*	*14.4%*	*15.8%*	*15.0%*	*16.8%*	*14.5%*
%H		*97.7%*	*43.2%*	*14.8%*	*80.8%*	*40.6%*	*40.2%*	*78.9%*
65+	738	728	265	86	626	240	385	422
%V	*20.5%*	*20.8%*	*15.8%*	*15.7%*	*23.0%*	*16.6%*	*30.1%*	*14.6%*
%H		*98.6%*	*35.9%*	*11.7%*	*84.8%*	*32.5%*	*52.2%*	*57.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3596	3496	1672	547	2720	1444	1277	2893
%H		*97.2%*	*46.5%*	*15.2%*	*75.6%*	*40.2%*	*35.5%*	*80.5%*
AB	822	801	388	130	630	342	289	766
%V	*22.9%*	*22.9%*	*23.2%*	*23.8%*	*23.2%*	*23.7%*	*22.6%*	*26.5%*
%H		*97.4%*	*47.2%*	*15.8%*	*76.6%*	*41.6%*	*35.2%*	*93.2%*
C1	905	874	425	144	672	366	305	792
%V	*25.2%*	*25.0%*	*25.4%*	*26.3%*	*24.7%*	*25.3%*	*23.9%*	*27.4%*
%H		*96.6%*	*47.0%*	*15.9%*	*74.3%*	*40.4%*	*33.7%*	*87.5%*
C2	895	881	446	144	704	411	293	713
%V	*24.9%*	*25.2%*	*26.7%*	*26.3%*	*25.9%*	*28.5%*	*22.9%*	*24.6%*
%H		*98.4%*	*49.8%*	*16.1%*	*78.7%*	*45.9%*	*32.7%*	*79.7%*
D	610	592	283	82	437	217	220	453
%V	*17.0%*	*16.9%*	*16.9%*	*15.0%*	*16.1%*	*15.0%*	*17.2%*	*15.7%*
%H		*97.0%*	*46.4%*	*13.4%*	*71.6%*	*35.6%*	*36.1%*	*74.3%*
E	364	347	129	47	277	107	170	169
%V	*10.1%*	*9.9%*	*7.7%*	*8.6%*	*10.2%*	*7.4%*	*13.3%*	*5.8%*
%H		*95.3%*	*35.4%*	*12.9%*	*76.1%*	*29.4%*	*46.7%*	*46.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3596	3496	1672	547	2720	1444	1277	2893
%H		*97.2%*	*46.5%*	*15.2%*	*75.6%*	*40.2%*	*35.5%*	*80.5%*
Working full time	1928	1880	1010	328	1411	861	550	1749
%V	*53.6%*	*53.8%*	*60.4%*	*60.0%*	*51.9%*	*59.6%*	*43.1%*	*60.5%*
%H		*97.5%*	*52.4%*	*17.0%*	*73.2%*	*44.7%*	*28.5%*	*90.7%*
Working part time	166	163	67	33	128	67	61	145
%V	*4.6%*	*4.7%*	*4.0%*	*6.0%*	*4.7%*	*4.6%*	*4.8%*	*5.0%*
%H		*98.2%*	*40.4%*	*19.9%*	*77.1%*	*40.4%*	*36.7%*	*87.3%*
Not working	1502	1453	595	186	1181	516	666	999
%V	*41.8%*	*41.6%*	*35.6%*	*34.0%*	*43.4%*	*35.7%*	*52.2%*	*34.5%*
%H		*96.7%*	*39.6%*	*12.4%*	*78.6%*	*34.4%*	*44.3%*	*66.5%*
Housewife/Houseperson	849	796	296	110	615	234	381	501
%V	*23.6%*	*22.8%*	*17.7%*	*20.1%*	*22.6%*	*16.2%*	*29.8%*	*17.3%*
%H		*93.8%*	*34.9%*	*13.0%*	*72.4%*	*27.6%*	*44.9%*	*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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - 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 Females (16+)	3752	3670	1618	564	2921	1428	1493	2870
%H		*97.8%*	*43.1%*	*15.0%*	*77.9%*	*38.1%*	*39.8%*	*76.5%*
16 - 19	209	203	91	39	159	88	71	183
%V	*5.6%*	*5.5%*	*5.6%*	*6.9%*	*5.4%*	*6.2%*	*4.8%*	*6.4%*
%H		*97.1%*	*43.5%*	*18.7%*	*76.1%*	*42.1%*	*34.0%*	*87.6%*
20 - 24	328	310	140	39	235	109	126	263
%V	*8.7%*	*8.4%*	*8.7%*	*6.9%*	*8.0%*	*7.6%*	*8.4%*	*9.2%*
%H		*94.5%*	*42.7%*	*11.9%*	*71.6%*	*33.2%*	*38.4%*	*80.2%*
25 - 34	581	555	306	92	379	227	152	498
%V	*15.5%*	*15.1%*	*18.9%*	*16.3%*	*13.0%*	*15.9%*	*10.2%*	*17.4%*
%H		*95.5%*	*52.7%*	*15.8%*	*65.2%*	*39.1%*	*26.2%*	*85.7%*
35 - 44	568	560	313	112	414	274	139	514
%V	*15.1%*	*15.3%*	*19.3%*	*19.9%*	*14.2%*	*19.2%*	*9.3%*	*17.9%*
%H		*98.6%*	*55.1%*	*19.7%*	*72.9%*	*48.2%*	*24.5%*	*90.5%*
45 - 54	649	642	301	110	510	277	233	579
%V	*17.3%*	*17.5%*	*18.6%*	*19.5%*	*17.5%*	*19.4%*	*15.6%*	*20.2%*
%H		*98.9%*	*46.4%*	*16.9%*	*78.6%*	*42.7%*	*35.9%*	*89.2%*
55 - 64	553	547	227	84	459	219	240	433
%V	*14.7%*	*14.9%*	*14.0%*	*14.9%*	*15.7%*	*15.3%*	*16.1%*	*15.1%*
%H		*98.9%*	*41.0%*	*15.2%*	*83.0%*	*39.6%*	*43.4%*	*78.3%*
65+	865	854	239	88	765	234	532	400
%V	*23.1%*	*23.3%*	*14.8%*	*15.6%*	*26.2%*	*16.4%*	*35.6%*	*13.9%*
%H		*98.7%*	*27.6%*	*10.2%*	*88.4%*	*27.1%*	*61.5%*	*46.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3752	3670	1618	564	2921	1428	1493	2870
%H		*97.8%*	*43.1%*	*15.0%*	*77.9%*	*38.1%*	*39.8%*	*76.5%*
AB	805	786	374	126	629	337	292	739
%V	*21.5%*	*21.4%*	*23.1%*	*22.3%*	*21.5%*	*23.6%*	*19.6%*	*25.7%*
%H		*97.6%*	*46.5%*	*15.7%*	*78.1%*	*41.9%*	*36.3%*	*91.8%*
C1	981	957	403	162	762	369	394	816
%V	*26.1%*	*26.1%*	*24.9%*	*28.7%*	*26.1%*	*25.8%*	*26.4%*	*28.4%*
%H		*97.6%*	*41.1%*	*16.5%*	*77.7%*	*37.6%*	*40.2%*	*83.2%*
C2	786	781	391	135	621	361	260	640
%V	*20.9%*	*21.3%*	*24.2%*	*23.9%*	*21.3%*	*25.3%*	*17.4%*	*22.3%*
%H		*99.4%*	*49.7%*	*17.2%*	*79.0%*	*45.9%*	*33.1%*	*81.4%*
D	672	654	307	79	498	237	261	470
%V	*17.9%*	*17.8%*	*19.0%*	*14.0%*	*17.0%*	*16.6%*	*17.5%*	*16.4%*
%H		*97.3%*	*45.7%*	*11.8%*	*74.1%*	*35.3%*	*38.8%*	*69.9%*
E	508	493	144	61	412	125	286	205
%V	*13.5%*	*13.4%*	*8.9%*	*10.8%*	*14.1%*	*8.8%*	*19.2%*	*7.1%*
%H		*97.0%*	*28.3%*	*12.0%*	*81.1%*	*24.6%*	*56.3%*	*40.4%*

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

October 2012 - September 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3752	3670	1618	564	2921	1428	1493	2870
%H		*97.8%*	*43.1%*	*15.0%*	*77.9%*	*38.1%*	*39.8%*	*76.5%*
Working full time	1185	1158	587	212	879	516	363	1074
%V	*31.6%*	*31.6%*	*36.3%*	*37.6%*	*30.1%*	*36.1%*	*24.3%*	*37.4%*
%H		*97.7%*	*49.5%*	*17.9%*	*74.2%*	*43.5%*	*30.6%*	*90.6%*
Working part time	654	646	326	111	495	289	205	575
%V	*17.4%*	*17.6%*	*20.1%*	*19.7%*	*16.9%*	*20.2%*	*13.7%*	*20.0%*
%H		*98.8%*	*49.8%*	*17.0%*	*75.7%*	*44.2%*	*31.3%*	*87.9%*
Not working	1913	1867	705	241	1548	623	925	1221
%V	*51.0%*	*50.9%*	*43.6%*	*42.7%*	*53.0%*	*43.6%*	*62.0%*	*42.5%*
%H		*97.6%*	*36.9%*	*12.6%*	*80.9%*	*32.6%*	*48.4%*	*63.8%*
Housewife/Houseperson	3090	3029	1307	455	2421	1151	1270	2299
%V	*82.4%*	*82.5%*	*80.8%*	*80.7%*	*82.9%*	*80.6%*	*85.1%*	*80.1%*
%H		*98.0%*	*42.3%*	*14.7%*	*78.3%*	*37.2%*	*41.1%*	*74.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

Contents Page

Household

Table 24.1: Social Grade 648
Table 24.2: Housewife Age 649
Table 24.3: Size of Household 650
Table 24.4: Presence of Children 651
Table 24.5: Number of TV sets in household 652
Table 24.6: Screen size 653
Table 24.7: Location of ANY set in household 654
Table 24.8: Recorders 655
Table 24.9: Recorders and other equipment 656
Table 24.10: Computers and Internet 657

Sets

Table 24.11: Screen Size 658
Table 24.12: Location of set 659
Table 24.13: Recorders 660
Table 24.14: Other TV equipment 660
Table 24.15: Main Set Screen Size 661
Table 24.16: Main Set Recorders 662
Table 24.17: Main Set - Other TV equipment 662
Table 24.18: Other Sets (non-Main Set) Screen Size 663
Table 24.19: Other Set (non-Main Set) Recorders 664
Table 24.20: Other Set (non-Main Set) - Other TV equipment 664

Individuals

Table 24.21: Age of Children 665
Table 24.22: Adults - Age 666
Table 24.23: Social Grade (Adults 16+) 667
Table 24.24: Working Status (Adults 16+) 668
Table 24.25: Males - Age 669
Table 24.26: Social Grade (Males 16+) 670
Table 24.27: Working Status (Males 16+) 671
Table 24.28: Females - Age 672
Table 24.29: Social Grade (Females 16+) 673
Table 24.30: Working Status (Females 16+) 674

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.1: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
AB	652	638	307	95	490	252	238	595
%V	*19.9%*	*20.1%*	*22.6%*	*19.2%*	*19.5%*	*21.3%*	*17.9%*	*25.4%*
%H (All HH)		*97.9%*	*47.1%*	*14.6%*	*75.2%*	*38.7%*	*36.5%*	*91.3%*
%H (TV HH)			*48.1%*	*14.9%*	*76.8%*	*39.5%*	*37.3%*	
C1	888	864	399	138	674	347	327	712
%V	*27.1%*	*27.2%*	*29.3%*	*27.8%*	*26.8%*	*29.3%*	*24.6%*	*30.4%*
%H (All HH)		*97.3%*	*44.9%*	*15.5%*	*75.9%*	*39.1%*	*36.8%*	*80.2%*
%H (TV HH)			*46.2%*	*16.0%*	*78.0%*	*40.2%*	*37.8%*	
C2	706	690	321	117	544	289	255	519
%V	*21.6%*	*21.7%*	*23.6%*	*23.6%*	*21.7%*	*24.4%*	*19.2%*	*22.2%*
%H (All HH)		*97.7%*	*45.5%*	*16.6%*	*77.1%*	*40.9%*	*36.1%*	*73.5%*
%H (TV HH)			*46.5%*	*17.0%*	*78.8%*	*41.9%*	*37.0%*	
D	505	489	183	86	393	173	220	328
%V	*15.4%*	*15.4%*	*13.4%*	*17.3%*	*15.7%*	*14.6%*	*16.6%*	*14.0%*
%H (All HH)		*96.8%*	*36.2%*	*17.0%*	*77.8%*	*34.3%*	*43.6%*	*65.0%*
%H (TV HH)			*37.4%*	*17.6%*	*80.4%*	*35.4%*	*45.0%*	
E	525	497	150	60	410	123	288	187
%V	*16.0%*	*15.6%*	*11.0%*	*12.1%*	*16.3%*	*10.4%*	*21.7%*	*8.0%*
%H (All HH)		*94.7%*	*28.6%*	*11.4%*	*78.1%*	*23.4%*	*54.9%*	*35.6%*
%H (TV HH)			*30.2%*	*12.1%*	*82.5%*	*24.7%*	*57.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.2: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Under 25	151	138	51	21	105	42	63	101
%V	*4.6%*	*4.3%*	*3.7%*	*4.2%*	*4.2%*	*3.5%*	*4.7%*	*4.3%*
%H (All HH)		*91.4%*	*33.8%*	*13.9%*	*69.5%*	*27.8%*	*41.7%*	*66.9%*
%H (TV HH)			*37.0%*	*15.2%*	*76.1%*	*30.4%*	*45.7%*	
25 - 34	503	480	253	80	344	197	147	422
%V	*15.4%*	*15.1%*	*18.6%*	*16.1%*	*13.7%*	*16.6%*	*11.1%*	*18.0%*
%H (All HH)		*95.4%*	*50.3%*	*15.9%*	*68.4%*	*39.2%*	*29.2%*	*83.9%*
%H (TV HH)			*52.7%*	*16.7%*	*71.7%*	*41.0%*	*30.6%*	
35 - 44	561	544	284	101	390	226	163	492
%V	*17.1%*	*17.1%*	*20.9%*	*20.4%*	*15.5%*	*19.1%*	*12.3%*	*21.0%*
%H (All HH)		*97.0%*	*50.6%*	*18.0%*	*69.5%*	*40.3%*	*29.1%*	*87.7%*
%H (TV HH)			*52.2%*	*18.6%*	*71.7%*	*41.5%*	*30.0%*	
45 - 54	642	626	293	122	501	287	214	540
%V	*19.6%*	*19.7%*	*21.5%*	*24.6%*	*20.0%*	*24.2%*	*16.1%*	*23.0%*
%H (All HH)		*97.5%*	*45.6%*	*19.0%*	*78.0%*	*44.7%*	*33.3%*	*84.1%*
%H (TV HH)			*46.8%*	*19.5%*	*80.0%*	*45.8%*	*34.2%*	
55 - 64	541	525	220	85	417	196	220	406
%V	*16.5%*	*16.5%*	*16.2%*	*17.1%*	*16.6%*	*16.6%*	*16.6%*	*17.3%*
%H (All HH)		*97.0%*	*40.7%*	*15.7%*	*77.1%*	*36.2%*	*40.7%*	*75.0%*
%H (TV HH)			*41.9%*	*16.2%*	*79.4%*	*37.3%*	*41.9%*	
65 +	876	864	260	87	754	235	519	382
%V	*26.7%*	*27.2%*	*19.1%*	*17.5%*	*30.0%*	*19.8%*	*39.1%*	*16.3%*
%H (All HH)		*98.6%*	*29.7%*	*9.9%*	*86.1%*	*26.8%*	*59.2%*	*43.6%*
%H (TV HH)			*30.1%*	*10.1%*	*87.3%*	*27.2%*	*60.1%*	

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

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.3: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
1	1065	1011	274	105	851	225	626	487
%V	*32.5%*	*31.8%*	*20.1%*	*21.2%*	*33.9%*	*19.0%*	*47.2%*	*20.8%*
%H (All HH)		*94.9%*	*25.7%*	*9.9%*	*79.9%*	*21.1%*	*58.8%*	*45.7%*
%H (TV HH)			*27.1%*	*10.4%*	*84.2%*	*22.3%*	*61.9%*	
2	1092	1069	487	167	840	421	419	841
%V	*33.3%*	*33.6%*	*35.8%*	*33.7%*	*33.5%*	*35.6%*	*31.6%*	*35.9%*
%H (All HH)		*97.9%*	*44.6%*	*15.3%*	*76.9%*	*38.6%*	*38.4%*	*77.0%*
%H (TV HH)			*45.6%*	*15.6%*	*78.6%*	*39.4%*	*39.2%*	
3	515	504	266	100	375	235	141	455
%V	*15.7%*	*15.9%*	*19.5%*	*20.2%*	*14.9%*	*19.8%*	*10.6%*	*19.4%*
%H (All HH)		*97.9%*	*51.7%*	*19.4%*	*72.8%*	*45.6%*	*27.4%*	*88.3%*
%H (TV HH)			*52.8%*	*19.8%*	*74.4%*	*46.6%*	*28.0%*	
4	401	393	219	81	300	205	95	370
%V	*12.2%*	*12.4%*	*16.1%*	*16.3%*	*11.9%*	*17.3%*	*7.2%*	*15.8%*
%H (All HH)		*98.0%*	*54.6%*	*20.2%*	*74.8%*	*51.1%*	*23.7%*	*92.3%*
%H (TV HH)			*55.7%*	*20.6%*	*76.3%*	*52.2%*	*24.2%*	
5+	203	201	115	44	145	98	47	189
%V	*6.2%*	*6.3%*	*8.4%*	*8.9%*	*5.8%*	*8.3%*	*3.5%*	*8.1%*
%H (All HH)		*99.0%*	*56.7%*	*21.7%*	*71.4%*	*48.3%*	*23.2%*	*93.1%*
%H (TV HH)			*57.2%*	*21.9%*	*72.1%*	*48.8%*	*23.4%*	
Average HH size	2.29	2.30	2.60	2.61	2.25	2.64	1.90	2.58

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

October 2012 - September 2013

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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Without	2453	2372	911	346	1924	811	1113	1623
%V	*74.9%*	*74.6%*	*66.9%*	*69.8%*	*76.6%*	*68.5%*	*83.9%*	*69.3%*
%H (All HH)		*96.7%*	*37.1%*	*14.1%*	*78.4%*	*33.1%*	*45.4%*	*66.2%*
%H (TV HH)			*38.4%*	*14.6%*	*81.1%*	*34.2%*	*46.9%*	
With	821	806	449	150	587	373	214	719
%V	*25.1%*	*25.4%*	*33.0%*	*30.2%*	*23.4%*	*31.5%*	*16.1%*	*30.7%*
%H (All HH)		*98.2%*	*54.7%*	*18.3%*	*71.5%*	*45.4%*	*26.1%*	*87.6%*
%H (TV HH)			*55.7%*	*18.6%*	*72.8%*	*46.3%*	*26.6%*	
0 - 3	315	306	169	52	212	125	86	258
%V	*9.6%*	*9.6%*	*12.4%*	*10.5%*	*8.4%*	*10.6%*	*6.5%*	*11.0%*
%H (All HH)		*97.1%*	*53.7%*	*16.5%*	*67.3%*	*39.7%*	*27.3%*	*81.9%*
%H (TV HH)			*55.2%*	*17.0%*	*69.3%*	*40.8%*	*28.1%*	
4 - 9	399	393	225	74	281	182	99	353
%V	*12.2%*	*12.4%*	*16.5%*	*14.9%*	*11.2%*	*15.4%*	*7.5%*	*15.1%*
%H (All HH)		*98.5%*	*56.4%*	*18.5%*	*70.4%*	*45.6%*	*24.8%*	*88.5%*
%H (TV HH)			*57.3%*	*18.8%*	*71.5%*	*46.3%*	*25.2%*	
10 - 15	380	373	209	76	278	185	93	348
%V	*11.6%*	*11.7%*	*15.4%*	*15.3%*	*11.1%*	*15.6%*	*7.0%*	*14.9%*
%H (All HH)		*98.2%*	*55.0%*	*20.0%*	*73.2%*	*48.7%*	*24.5%*	*91.6%*
%H (TV HH)			*56.0%*	*20.4%*	*74.5%*	*49.6%*	*24.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.5: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
1	1257	1257	409	147	928	238	689	727
%V	*38.4%*	*39.6%*	*30.1%*	*29.6%*	*37.0%*	*20.1%*	*51.9%*	*31.0%*
%H (All HH)		*100.0%*	*32.5%*	*11.7%*	*73.8%*	*18.9%*	*54.8%*	*57.8%*
%H (TV HH)			*32.5%*	*11.7%*	*73.8%*	*18.9%*	*54.8%*	
2	1105	1105	494	191	894	467	428	827
%V	*33.7%*	*34.8%*	*36.3%*	*38.5%*	*35.6%*	*39.4%*	*32.3%*	*35.3%*
%H (All HH)		*100.0%*	*44.7%*	*17.3%*	*80.9%*	*42.3%*	*38.7%*	*74.8%*
%H (TV HH)			*44.7%*	*17.3%*	*80.9%*	*42.3%*	*38.7%*	
3	500	500	267	87	413	263	149	433
%V	*15.3%*	*15.7%*	*19.6%*	*17.5%*	*16.4%*	*22.2%*	*11.2%*	*18.5%*
%H (All HH)		*100.0%*	*53.4%*	*17.4%*	*82.6%*	*52.6%*	*29.8%*	*86.6%*
%H (TV HH)			*53.4%*	*17.4%*	*82.6%*	*52.6%*	*29.8%*	
4	212	212	128	45	185	140	45	202
%V	*6.5%*	*6.7%*	*9.4%*	*9.1%*	*7.4%*	*11.8%*	*3.4%*	*8.6%*
%H (All HH)		*100.0%*	*60.4%*	*21.2%*	*87.3%*	*66.0%*	*21.2%*	*95.3%*
%H (TV HH)			*60.4%*	*21.2%*	*87.3%*	*66.0%*	*21.2%*	
5+	104	104	62	26	91	74	16	101
%V	*3.2%*	*3.3%*	*4.6%*	*5.2%*	*3.6%*	*6.3%*	*1.2%*	*4.3%*
%H (All HH)		*100.0%*	*59.6%*	*25.0%*	*87.5%*	*71.2%*	*15.4%*	*97.1%*
%H (TV HH)			*59.6%*	*25.0%*	*87.5%*	*71.2%*	*15.4%*	

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

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.6: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Under 20"	679	679	296	99	611	319	292	512
%V	*20.7%*	*21.4%*	*21.7%*	*20.0%*	*24.3%*	*26.9%*	*22.0%*	*21.9%*
%H (All HH)		*100.0%*	*43.6%*	*14.6%*	*90.0%*	*47.0%*	*43.0%*	*75.4%*
%H (TV HH)			*43.6%*	*14.6%*	*90.0%*	*47.0%*	*43.0%*	
20" - 29"	1155	1155	473	172	982	464	518	816
%V	*35.3%*	*36.3%*	*34.8%*	*34.7%*	*39.1%*	*39.2%*	*39.0%*	*34.8%*
%H (All HH)		*100.0%*	*41.0%*	*14.9%*	*85.0%*	*40.2%*	*44.8%*	*70.6%*
%H (TV HH)			*41.0%*	*14.9%*	*85.0%*	*40.2%*	*44.8%*	
30" - 39"	1746	1746	751	299	1425	716	708	1297
%V	*53.3%*	*54.9%*	*55.2%*	*60.3%*	*56.8%*	*60.5%*	*53.4%*	*55.4%*
%H (All HH)		*100.0%*	*43.0%*	*17.1%*	*81.6%*	*41.0%*	*40.5%*	*74.3%*
%H (TV HH)			*43.0%*	*17.1%*	*81.6%*	*41.0%*	*40.5%*	
40" and over	1261	1261	699	246	927	600	326	1079
%V	*38.5%*	*39.7%*	*51.4%*	*49.6%*	*36.9%*	*50.7%*	*24.6%*	*46.1%*
%H (All HH)		*100.0%*	*55.4%*	*19.5%*	*73.5%*	*47.6%*	*25.9%*	*85.6%*
%H (TV HH)			*55.4%*	*19.5%*	*73.5%*	*47.6%*	*25.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.7: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Main living room	3138	3138	1349	495	2490	1178	1312	2262
%V	*95.8%*	*98.7%*	*99.1%*	*99.8%*	*99.2%*	*99.5%*	*98.9%*	*96.5%*
%H (All HH)		*100.0%*	*43.0%*	*15.8%*	*79.3%*	*37.5%*	*41.8%*	*72.1%*
%H (TV HH)			*43.0%*	*15.8%*	*79.3%*	*37.5%*	*41.8%*	
Kitchen	303	303	160	38	266	159	107	253
%V	*9.3%*	*9.5%*	*11.8%*	*7.7%*	*10.6%*	*13.4%*	*8.1%*	*10.8%*
%H (All HH)		*100.0%*	*52.8%*	*12.5%*	*87.8%*	*52.5%*	*35.3%*	*83.5%*
%H (TV HH)			*52.8%*	*12.5%*	*87.8%*	*52.5%*	*35.3%*	
Adult's bedroom	1358	1358	679	262	1134	701	433	1115
%V	*41.5%*	*42.7%*	*49.9%*	*52.8%*	*45.2%*	*59.2%*	*32.6%*	*47.6%*
%H (All HH)		*100.0%*	*50.0%*	*19.3%*	*83.5%*	*51.6%*	*31.9%*	*82.1%*
%H (TV HH)			*50.0%*	*19.3%*	*83.5%*	*51.6%*	*31.9%*	
Child's bedroom	236	236	128	55	203	146	57	217
%V	*7.2%*	*7.4%*	*9.4%*	*11.1%*	*8.1%*	*12.3%*	*4.3%*	*9.3%*
%H (All HH)		*100.0%*	*54.2%*	*23.3%*	*86.0%*	*61.9%*	*24.2%*	*91.9%*
%H (TV HH)			*54.2%*	*23.3%*	*86.0%*	*61.9%*	*24.2%*	
Other bedroom	131	131	69	29	114	79	35	116
%V	*4.0%*	*4.1%*	*5.1%*	*5.8%*	*4.5%*	*6.7%*	*2.6%*	*5.0%*
%H (All HH)		*100.0%*	*52.7%*	*22.1%*	*87.0%*	*60.3%*	*26.7%*	*88.5%*
%H (TV HH)			*52.7%*	*22.1%*	*87.0%*	*60.3%*	*26.7%*	
Second living/dining room	341	341	175	53	290	174	117	288
%V	*10.4%*	*10.7%*	*12.9%*	*10.7%*	*11.5%*	*14.7%*	*8.8%*	*12.3%*
%H (All HH)		*100.0%*	*51.3%*	*15.5%*	*85.0%*	*51.0%*	*34.3%*	*84.5%*
%H (TV HH)			*51.3%*	*15.5%*	*85.0%*	*51.0%*	*34.3%*	
Study/office	35	35	22	7	28	21	7	33
%V	*1.1%*	*1.1%*	*1.6%*	*1.4%*	*1.1%*	*1.8%*	*0.5%*	*1.4%*
%H (All HH)		*100.0%*	*62.9%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*94.3%*
%H (TV HH)			*62.9%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	
TV room	17	17	11	2	13	10	4	14
%V	*0.5%*	*0.5%*	*0.8%*	*0.4%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*64.7%*	*11.8%*	*76.5%*	*58.8%*	*23.5%*	*82.4%*
%H (TV HH)			*64.7%*	*11.8%*	*76.5%*	*58.8%*	*23.5%*	
Conservatory	76	76	41	15	69	48	21	71
%V	*2.3%*	*2.4%*	*3.0%*	*3.0%*	*2.7%*	*4.1%*	*1.6%*	*3.0%*
%H (All HH)		*100.0%*	*53.9%*	*19.7%*	*90.8%*	*63.2%*	*27.6%*	*93.4%*
%H (TV HH)			*53.9%*	*19.7%*	*90.8%*	*63.2%*	*27.6%*	
Attic or loft room	5	5	2	1	4	2	2	4
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	
No specific location	5	5	3	2	5	4	1	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*40.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*40.0%*	*100.0%*	*80.0%*	*20.0%*	
Other	16	16	9	2	13	7	5	14
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*56.3%*	*12.5%*	*81.3%*	*43.8%*	*31.3%*	*87.5%*
%H (TV HH)			*56.3%*	*12.5%*	*81.3%*	*43.8%*	*31.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.8: Recorders 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Any DSAT provider	1361	1361	1361	24	884	884	0	1145
%V	*41.6%*	*42.8%*	*100.0%*	*4.8%*	*35.2%*	*74.7%*	*0.0%*	*48.9%*
%H (All HH)			*100.0%*	*1.8%*	*65.0%*	*65.0%*	*0.0%*	*84.1%*
%H (TV HH)			*100.0%*	*1.8%*	*65.0%*	*65.0%*	*0.0%*	
Sky with subcription	1176	1176	1176	16	758	758	0	1018
%V	*35.9%*	*37.0%*	*86.4%*	*3.2%*	*30.2%*	*64.0%*	*0.0%*	*43.4%*
%H (All HH)			*100.0%*	*1.4%*	*64.5%*	*64.5%*	*0.0%*	*86.6%*
%H (TV HH)			*100.0%*	*1.4%*	*64.5%*	*64.5%*	*0.0%*	
Sky without subscription	86	86	86	5	54	54	0	50
%V	*2.6%*	*2.7%*	*6.3%*	*1.0%*	*2.2%*	*4.6%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*5.8%*	*62.8%*	*62.8%*	*0.0%*	*58.1%*
%H (TV HH)			*100.0%*	*5.8%*	*62.8%*	*62.8%*	*0.0%*	
Freesat	96	96	96	3	72	72	0	75
%V	*2.9%*	*3.0%*	*7.1%*	*0.6%*	*2.9%*	*6.1%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*3.1%*	*75.0%*	*75.0%*	*0.0%*	*78.1%*
%H (TV HH)			*100.0%*	*3.1%*	*75.0%*	*75.0%*	*0.0%*	
Other satellite provider	15	15	15	0	9	9	0	12
%V	*0.5%*	*0.5%*	*1.1%*	*0.0%*	*0.4%*	*0.8%*	*0.0%*	*0.5%*
%H (All HH)			*100.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	
DCAB	496	496	24	496	316	316	0	427
%V	*15.1%*	*15.6%*	*1.8%*	*100.0%*	*12.6%*	*26.7%*	*0.0%*	*18.2%*
%H (All HH)			*4.8%*	*100.0%*	*63.7%*	*63.7%*	*0.0%*	*86.1%*
%H (TV HH)			*4.8%*	*100.0%*	*63.7%*	*63.7%*	*0.0%*	
DTT	2511	2511	884	316	2511	1184	1327	1750
%V	*76.7%*	*79.0%*	*65.0%*	*63.7%*	*100.0%*	*100.0%*	*100.0%*	*74.7%*
%H (All HH)		*100.0%*	*35.2%*	*12.6%*	*100.0%*	*47.2%*	*52.8%*	*69.7%*
%H (TV HH)			*35.2%*	*12.6%*	*100.0%*	*47.2%*	*52.8%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
PVR	1857	1857	1151	343	1332	952	380	1594
%V	*56.7%*	*58.4%*	*84.6%*	*69.2%*	*53.0%*	*80.4%*	*28.6%*	*68.0%*
%H (All HH)		*100.0%*	*62.0%*	*18.5%*	*71.7%*	*51.3%*	*20.5%*	*85.8%*
%H (TV HH)			*62.0%*	*18.5%*	*71.7%*	*51.3%*	*20.5%*	
DVDR	116	116	48	22	99	51	48	95
%V	*3.5%*	*3.7%*	*3.5%*	*4.4%*	*3.9%*	*4.3%*	*3.6%*	*4.1%*
%H (All HH)		*100.0%*	*41.4%*	*19.0%*	*85.3%*	*44.0%*	*41.4%*	*81.9%*
%H (TV HH)			*41.4%*	*19.0%*	*85.3%*	*44.0%*	*41.4%*	
VCR	66	66	26	7	53	21	32	39
%V	*2.0%*	*2.1%*	*1.9%*	*1.4%*	*2.1%*	*1.8%*	*2.4%*	*1.7%*
%H (All HH)		*100.0%*	*39.4%*	*10.6%*	*80.3%*	*31.8%*	*48.5%*	*59.1%*
%H (TV HH)			*39.4%*	*10.6%*	*80.3%*	*31.8%*	*48.5%*	
Any recorder	1939	1939	1167	355	1402	968	434	1643
%V	*59.2%*	*61.0%*	*85.7%*	*71.6%*	*55.8%*	*81.8%*	*32.7%*	*70.1%*
%H (All HH)		*100.0%*	*60.2%*	*18.3%*	*72.3%*	*49.9%*	*22.4%*	*84.7%*
%H (TV HH)			*60.2%*	*18.3%*	*72.3%*	*49.9%*	*22.4%*	
Receives HDTV (via STB or built-in reception)	1546	1546	858	363	1126	783	343	1330
%V	*47.2%*	*48.6%*	*63.0%*	*73.2%*	*44.8%*	*66.1%*	*25.8%*	*56.8%*
%H (All HH)		*100.0%*	*55.5%*	*23.5%*	*72.8%*	*50.6%*	*22.2%*	*86.0%*
%H (TV HH)			*55.5%*	*23.5%*	*72.8%*	*50.6%*	*22.2%*	
DVD/Blu-ray player or recorder	2349	2349	1079	397	1842	955	887	1804
%V	*71.7%*	*73.9%*	*79.3%*	*80.0%*	*73.4%*	*80.7%*	*66.8%*	*77.0%*
%H (All HH)		*100.0%*	*45.9%*	*16.9%*	*78.4%*	*40.7%*	*37.8%*	*76.8%*
%H (TV HH)			*45.9%*	*16.9%*	*78.4%*	*40.7%*	*37.8%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Household level data

Table 24.10: 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	3275	3178	1361	496	2511	1184	1327	2343
%H (All HH)		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*
%H (TV HH)			*42.8%*	*15.6%*	*79.0%*	*37.3%*	*41.8%*	
Has broadband internet	2343	2289	1145	427	1750	1023	726	2343
%V	*71.5%*	*72.0%*	*84.1%*	*86.1%*	*69.7%*	*86.4%*	*54.7%*	*100.0%*
%H (All HH)		*97.7%*	*48.9%*	*18.2%*	*74.7%*	*43.7%*	*31.0%*	*100.0%*
%H (TV HH)			*50.0%*	*18.7%*	*76.5%*	*44.7%*	*31.7%*	
Number of computers (PCs and laptops)								
0	826	790	196	62	666	139	528	38
%V	*25.2%*	*24.9%*	*14.4%*	*12.5%*	*26.5%*	*11.7%*	*39.8%*	*1.6%*
%H (All HH)		*95.6%*	*23.7%*	*7.5%*	*80.6%*	*16.8%*	*63.9%*	*4.6%*
%H (TV HH)			*24.8%*	*7.8%*	*84.3%*	*17.6%*	*66.8%*	
1	1315	1277	573	217	994	503	491	1198
%V	*40.2%*	*40.2%*	*42.1%*	*43.8%*	*39.6%*	*42.5%*	*37.0%*	*51.1%*
%H (All HH)		*97.1%*	*43.6%*	*16.5%*	*75.6%*	*38.3%*	*37.3%*	*91.1%*
%H (TV HH)			*44.9%*	*17.0%*	*77.8%*	*39.4%*	*38.4%*	
2	600	588	304	106	450	269	180	579
%V	*18.3%*	*18.5%*	*22.3%*	*21.4%*	*17.9%*	*22.7%*	*13.6%*	*24.7%*
%H (All HH)		*98.0%*	*50.7%*	*17.7%*	*75.0%*	*44.8%*	*30.0%*	*96.5%*
%H (TV HH)			*51.7%*	*18.0%*	*76.5%*	*45.7%*	*30.6%*	
3	290	285	152	60	221	147	74	286
%V	*8.9%*	*9.0%*	*11.2%*	*12.1%*	*8.8%*	*12.4%*	*5.6%*	*12.2%*
%H (All HH)		*98.3%*	*52.4%*	*20.7%*	*76.2%*	*50.7%*	*25.5%*	*98.6%*
%H (TV HH)			*53.3%*	*21.1%*	*77.5%*	*51.6%*	*26.0%*	
4	125	124	68	27	90	60	30	124
%V	*3.8%*	*3.9%*	*5.0%*	*5.4%*	*3.6%*	*5.1%*	*2.3%*	*5.3%*
%H (All HH)		*99.2%*	*54.4%*	*21.6%*	*72.0%*	*48.0%*	*24.0%*	*99.2%*
%H (TV HH)			*54.8%*	*21.8%*	*72.6%*	*48.4%*	*24.2%*	
5+	119	115	68	25	90	65	25	118
%V	*3.6%*	*3.6%*	*5.0%*	*5.0%*	*3.6%*	*5.5%*	*1.9%*	*5.0%*
%H (All HH)		*96.6%*	*57.1%*	*21.0%*	*75.6%*	*54.6%*	*21.0%*	*99.2%*
%H (TV HH)			*59.1%*	*21.7%*	*78.3%*	*56.5%*	*21.7%*	

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6383	3053	1111	5194	2933	2261	5040
%H		*47.8%*	*17.4%*	*81.4%*	*46.0%*	*35.4%*	*79.0%*
Under 20"	880	399	132	796	437	359	683
%V	*13.8%*	*13.1%*	*11.9%*	*15.3%*	*14.9%*	*15.9%*	*13.6%*
%H		*45.3%*	*15.0%*	*90.5%*	*49.7%*	*40.8%*	*77.6%*
20" - 29"	1454	620	229	1246	631	615	1073
%V	*22.8%*	*20.3%*	*20.6%*	*24.0%*	*21.5%*	*27.2%*	*21.3%*
%H		*42.6%*	*15.7%*	*85.7%*	*43.4%*	*42.3%*	*73.8%*
30" - 39"	2077	932	368	1713	920	793	1590
%V	*32.5%*	*30.5%*	*33.1%*	*33.0%*	*31.4%*	*35.1%*	*31.5%*
%H		*44.9%*	*17.7%*	*82.5%*	*44.3%*	*38.2%*	*76.6%*
40" and over	1479	842	293	1084	727	357	1287
%V	*23.2%*	*27.6%*	*26.4%*	*20.9%*	*24.8%*	*15.8%*	*25.5%*
%H		*56.9%*	*19.8%*	*73.3%*	*49.2%*	*24.1%*	*87.0%*
Don't know	122	47	22	101	47	55	87
%V	*1.9%*	*1.5%*	*2.0%*	*1.9%*	*1.6%*	*2.4%*	*1.7%*
%H		*38.5%*	*18.0%*	*82.8%*	*38.5%*	*45.1%*	*71.3%*
Not Asked	371	213	67	254	171	82	320
%V	*5.8%*	*7.0%*	*6.0%*	*4.9%*	*5.8%*	*3.6%*	*6.3%*
%H		*57.4%*	*18.1%*	*68.5%*	*46.1%*	*22.1%*	*86.3%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6383	3053	1111	5194	2933	2261	5040
%H		*47.8%*	*17.4%*	*81.4%*	*46.0%*	*35.4%*	*79.0%*
Main living room	3149	1353	496	2498	1181	1317	2270
%V	*49.3%*	*44.3%*	*44.6%*	*48.1%*	*40.3%*	*58.2%*	*45.0%*
%H		*43.0%*	*15.8%*	*79.3%*	*37.5%*	*41.8%*	*72.1%*
Kitchen	305	161	38	268	161	107	254
%V	*4.8%*	*5.3%*	*3.4%*	*5.2%*	*5.5%*	*4.7%*	*5.0%*
%H		*52.8%*	*12.5%*	*87.9%*	*52.8%*	*35.1%*	*83.3%*
Adult's bedroom	1605	816	325	1353	869	484	1346
%V	*25.1%*	*26.7%*	*29.3%*	*26.0%*	*29.6%*	*21.4%*	*26.7%*
%H		*50.8%*	*20.2%*	*84.3%*	*54.1%*	*30.2%*	*83.9%*
Child's bedroom	298	164	70	258	190	69	278
%V	*4.7%*	*5.4%*	*6.3%*	*5.0%*	*6.5%*	*3.1%*	*5.5%*
%H		*55.0%*	*23.5%*	*86.6%*	*63.8%*	*23.2%*	*93.3%*
Other bedroom	152	80	31	133	91	42	135
%V	*2.4%*	*2.6%*	*2.8%*	*2.6%*	*3.1%*	*1.9%*	*2.7%*
%H		*52.6%*	*20.4%*	*87.5%*	*59.9%*	*27.6%*	*88.8%*
Second living/dining room	346	178	53	295	177	118	293
%V	*5.4%*	*5.8%*	*4.8%*	*5.7%*	*6.0%*	*5.2%*	*5.8%*
%H		*51.4%*	*15.3%*	*85.3%*	*51.2%*	*34.1%*	*84.7%*
Study/office	36	22	8	29	22	7	34
%V	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.3%*	*0.7%*
%H		*61.1%*	*22.2%*	*80.6%*	*61.1%*	*19.4%*	*94.4%*
TV room	17	11	2	13	10	4	14
%V	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*64.7%*	*11.8%*	*76.5%*	*58.8%*	*23.5%*	*82.4%*
Conservatory	76	41	15	69	48	21	71
%V	*1.2%*	*1.3%*	*1.4%*	*1.3%*	*1.6%*	*0.9%*	*1.4%*
%H		*53.9%*	*19.7%*	*90.8%*	*63.2%*	*27.6%*	*93.4%*
Attic or loft room	5	2	1	4	2	2	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*80.0%*
No specific location	7	4	3	6	5	1	6
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*57.1%*	*42.9%*	*85.7%*	*71.4%*	*14.3%*	*85.7%*
Other	18	10	2	14	8	6	15
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*55.6%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	*83.3%*
Not Asked	371	213	67	254	171	82	320
%V	*5.8%*	*7.0%*	*6.0%*	*4.9%*	*5.8%*	*3.6%*	*6.3%*
%H		*57.4%*	*18.1%*	*68.5%*	*46.1%*	*22.1%*	*86.3%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6383	3053	1111	5194	2933	2261	5040
%H		*47.8%*	*17.4%*	*81.4%*	*46.0%*	*35.4%*	*79.0%*
PVR	2458	1591	464	1700	1272	428	2162
%V	*38.5%*	*52.1%*	*41.8%*	*32.7%*	*43.4%*	*18.9%*	*42.9%*
%H		*64.7%*	*18.9%*	*69.2%*	*51.7%*	*17.4%*	*88.0%*
DVDR	132	55	26	110	57	53	107
%V	*2.1%*	*1.8%*	*2.3%*	*2.1%*	*1.9%*	*2.3%*	*2.1%*
%H		*41.7%*	*19.7%*	*83.3%*	*43.2%*	*40.2%*	*81.1%*
VCR	67	26	8	54	21	32	40
%V	*1.0%*	*0.9%*	*0.7%*	*1.0%*	*0.7%*	*1.4%*	*0.8%*
%H		*38.8%*	*11.9%*	*80.6%*	*31.3%*	*47.8%*	*59.7%*
Any recorder	2563	1617	482	1793	1302	490	2230
%V	*40.2%*	*53.0%*	*43.4%*	*34.5%*	*44.4%*	*21.7%*	*44.2%*
%H		*63.1%*	*18.8%*	*70.0%*	*50.8%*	*19.1%*	*87.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6383	3053	1111	5194	2933	2261	5040
%H		*47.8%*	*17.4%*	*81.4%*	*46.0%*	*35.4%*	*79.0%*
Receives HDTV (via STB or built-in reception)	2185	1215	540	1583	1125	458	1923
%V	*34.2%*	*39.8%*	*48.6%*	*30.5%*	*38.4%*	*20.3%*	*38.2%*
%H		*55.6%*	*24.7%*	*72.4%*	*51.5%*	*21.0%*	*88.0%*
DVD/Blu-ray player or recorder	3439	1669	637	2774	1613	1161	2789
%V	*53.9%*	*54.7%*	*57.3%*	*53.4%*	*55.0%*	*51.3%*	*55.3%*
%H		*48.5%*	*18.5%*	*80.7%*	*46.9%*	*33.8%*	*81.1%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3174	1360	496	2510	1184	1327	2287
%H		*42.8%*	*15.6%*	*79.1%*	*37.3%*	*41.8%*	*72.1%*
Under 20"	61	11	3	54	6	48	31
%V	*1.9%*	*0.8%*	*0.6%*	*2.2%*	*0.5%*	*3.6%*	*1.4%*
%H		*18.0%*	*4.9%*	*88.5%*	*9.8%*	*78.7%*	*50.8%*
20" - 29"	473	127	40	402	96	307	237
%V	*14.9%*	*9.3%*	*8.1%*	*16.0%*	*8.1%*	*23.1%*	*10.4%*
%H		*26.8%*	*8.5%*	*85.0%*	*20.3%*	*64.9%*	*50.1%*
30" - 39"	1362	527	213	1121	492	629	945
%V	*42.9%*	*38.8%*	*42.9%*	*44.7%*	*41.6%*	*47.4%*	*41.3%*
%H		*38.7%*	*15.6%*	*82.3%*	*36.1%*	*46.2%*	*69.4%*
40" and over	1215	679	232	890	578	313	1036
%V	*38.3%*	*49.9%*	*46.8%*	*35.5%*	*48.8%*	*23.6%*	*45.3%*
%H		*55.9%*	*19.1%*	*73.3%*	*47.6%*	*25.8%*	*85.3%*
Don't know	55	17	8	42	12	30	33
%V	*1.7%*	*1.3%*	*1.6%*	*1.7%*	*1.0%*	*2.3%*	*1.4%*
%H		*30.9%*	*14.5%*	*76.4%*	*21.8%*	*54.5%*	*60.0%*
Not Asked	8	0	0	1	0	0	5
%V	*0.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.2%*
%H		*0.0%*	*0.0%*	*12.5%*	*0.0%*	*0.0%*	*62.5%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3174	1360	496	2510	1184	1327	2287
%H		*42.8%*	*15.6%*	*79.1%*	*37.3%*	*41.8%*	*72.1%*
PVR	1810	1134	331	1290	930	360	1554
%V	*57.0%*	*83.4%*	*66.7%*	*51.4%*	*78.5%*	*27.1%*	*67.9%*
%H		*62.7%*	*18.3%*	*71.3%*	*51.4%*	*19.9%*	*85.9%*
DVDR	97	38	17	81	38	43	76
%V	*3.1%*	*2.8%*	*3.4%*	*3.2%*	*3.2%*	*3.2%*	*3.3%*
%H		*39.2%*	*17.5%*	*83.5%*	*39.2%*	*44.3%*	*78.4%*
VCR	54	21	6	42	15	27	30
%V	*1.7%*	*1.5%*	*1.2%*	*1.7%*	*1.3%*	*2.0%*	*1.3%*
%H		*38.9%*	*11.1%*	*77.8%*	*27.8%*	*50.0%*	*55.6%*
Any recorder	1888	1150	342	1357	946	411	1599
%V	*59.5%*	*84.6%*	*69.0%*	*54.1%*	*79.9%*	*31.0%*	*69.9%*
%H		*60.9%*	*18.1%*	*71.9%*	*50.1%*	*21.8%*	*84.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3174	1360	496	2510	1184	1327	2287
%H		*42.8%*	*15.6%*	*79.1%*	*37.3%*	*41.8%*	*72.1%*
Receives HDTV (via STB or built-in reception)	1502	837	358	1087	763	324	1293
%V	*47.3%*	*61.5%*	*72.2%*	*43.3%*	*64.4%*	*24.4%*	*56.5%*
%H		*55.7%*	*23.8%*	*72.4%*	*50.8%*	*21.6%*	*86.1%*
DVD/Blu-ray player or recorder	2201	1007	370	1716	880	835	1685
%V	*69.3%*	*74.0%*	*74.6%*	*68.4%*	*74.3%*	*62.9%*	*73.7%*
%H		*45.8%*	*16.8%*	*78.0%*	*40.0%*	*37.9%*	*76.6%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3209	1693	615	2683	1749	934	2753
%H		*52.8%*	*19.2%*	*83.6%*	*54.5%*	*29.1%*	*85.8%*
Under 20"	819	388	129	742	432	311	653
%V	*25.5%*	*22.9%*	*21.0%*	*27.7%*	*24.7%*	*33.3%*	*23.7%*
%H		*47.4%*	*15.8%*	*90.6%*	*52.7%*	*38.0%*	*79.7%*
20" - 29"	981	494	189	844	535	309	836
%V	*30.6%*	*29.2%*	*30.7%*	*31.5%*	*30.6%*	*33.1%*	*30.4%*
%H		*50.4%*	*19.3%*	*86.0%*	*54.5%*	*31.5%*	*85.2%*
30" - 39"	715	406	155	592	429	163	646
%V	*22.3%*	*24.0%*	*25.2%*	*22.1%*	*24.5%*	*17.5%*	*23.5%*
%H		*56.8%*	*21.7%*	*82.8%*	*60.0%*	*22.8%*	*90.3%*
40" and over	264	163	61	194	149	45	251
%V	*8.2%*	*9.6%*	*9.9%*	*7.2%*	*8.5%*	*4.8%*	*9.1%*
%H		*61.7%*	*23.1%*	*73.5%*	*56.4%*	*17.0%*	*95.1%*
Don't know	67	30	14	59	34	25	54
%V	*2.1%*	*1.8%*	*2.3%*	*2.2%*	*1.9%*	*2.7%*	*2.0%*
%H		*44.8%*	*20.9%*	*88.1%*	*50.7%*	*37.3%*	*80.6%*
Not Asked	363	212	67	252	170	81	313
%V	*11.3%*	*12.5%*	*10.9%*	*9.4%*	*9.7%*	*8.7%*	*11.4%*
%H		*58.4%*	*18.5%*	*69.4%*	*46.8%*	*22.3%*	*86.2%*

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

October 2012 - September 2013

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3209	1693	615	2683	1749	934	2753
%H		*52.8%*	*19.2%*	*83.6%*	*54.5%*	*29.1%*	*85.8%*
PVR	648	457	133	411	342	68	609
%V	*20.2%*	*27.0%*	*21.6%*	*15.3%*	*19.6%*	*7.3%*	*22.1%*
%H		*70.5%*	*20.5%*	*63.4%*	*52.8%*	*10.5%*	*94.0%*
DVDR	35	17	9	29	19	10	31
%V	*1.1%*	*1.0%*	*1.5%*	*1.1%*	*1.1%*	*1.1%*	*1.1%*
%H		*48.6%*	*25.7%*	*82.9%*	*54.3%*	*28.6%*	*88.6%*
VCR	13	5	2	11	6	5	9
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*38.5%*	*15.4%*	*84.6%*	*46.2%*	*38.5%*	*69.2%*
Any recorder	676	468	139	436	356	79	631
%V	*21.1%*	*27.6%*	*22.6%*	*16.3%*	*20.4%*	*8.5%*	*22.9%*
%H		*69.2%*	*20.6%*	*64.5%*	*52.7%*	*11.7%*	*93.3%*

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	3209	1693	615	2683	1749	934	2753
%H		*52.8%*	*19.2%*	*83.6%*	*54.5%*	*29.1%*	*85.8%*
Receives HDTV (via STB or built-in reception)	684	377	182	496	362	134	630
%V	*21.3%*	*22.3%*	*29.6%*	*18.5%*	*20.7%*	*14.3%*	*22.9%*
%H		*55.1%*	*26.6%*	*72.5%*	*52.9%*	*19.6%*	*92.1%*
DVD/Blu-ray player or recorder	1238	662	267	1059	733	325	1104
%V	*38.6%*	*39.1%*	*43.4%*	*39.5%*	*41.9%*	*34.8%*	*40.1%*
%H		*53.5%*	*21.6%*	*85.5%*	*59.2%*	*26.3%*	*89.2%*

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

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.21: Age 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 Inds	7494	7316	3542	1297	5639	3122	2517	6033
%H		*97.6%*	*47.3%*	*17.3%*	*75.2%*	*41.7%*	*33.6%*	*80.5%*
Total Children	1415	1387	774	268	996	637	359	1244
%V	*18.9%*	*19.0%*	*21.9%*	*20.7%*	*17.7%*	*20.4%*	*14.3%*	*20.6%*
%H		*98.0%*	*54.7%*	*18.9%*	*70.4%*	*45.0%*	*25.4%*	*87.9%*
0 - 3	386	374	202	67	258	151	107	318
%V	*5.2%*	*5.1%*	*5.7%*	*5.2%*	*4.6%*	*4.8%*	*4.3%*	*5.3%*
%H		*96.9%*	*52.3%*	*17.4%*	*66.8%*	*39.1%*	*27.7%*	*82.4%*
4 - 15	1029	1013	573	202	738	486	252	926
%V	*13.7%*	*13.8%*	*16.2%*	*15.6%*	*13.1%*	*15.6%*	*10.0%*	*15.3%*
%H		*98.4%*	*55.7%*	*19.6%*	*71.7%*	*47.2%*	*24.5%*	*90.0%*
4 - 9	536	528	303	105	382	254	127	475
%V	*7.2%*	*7.2%*	*8.6%*	*8.1%*	*6.8%*	*8.1%*	*5.0%*	*7.9%*
%H		*98.5%*	*56.5%*	*19.6%*	*71.3%*	*47.4%*	*23.7%*	*88.6%*
10 - 15	493	485	270	96	356	232	125	451
%V	*6.6%*	*6.6%*	*7.6%*	*7.4%*	*6.3%*	*7.4%*	*5.0%*	*7.5%*
%H		*98.4%*	*54.8%*	*19.5%*	*72.2%*	*47.1%*	*25.4%*	*91.5%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - 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 Inds	7494	7316	3542	1297	5639	3122	2517	6033
%H		*97.6%*	*47.3%*	*17.3%*	*75.2%*	*41.7%*	*33.6%*	*80.5%*
Total Adults (16+)	6079	5929	2768	1029	4643	2486	2158	4790
%V	*81.1%*	*81.0%*	*78.1%*	*79.3%*	*82.3%*	*79.6%*	*85.7%*	*79.4%*
%H		*97.5%*	*45.5%*	*16.9%*	*76.4%*	*40.9%*	*35.5%*	*78.8%*
16 - 19	365	359	186	79	284	189	95	332
%V	*4.9%*	*4.9%*	*5.3%*	*6.1%*	*5.0%*	*6.1%*	*3.8%*	*5.5%*
%H		*98.4%*	*51.0%*	*21.6%*	*77.8%*	*51.8%*	*26.0%*	*91.0%*
20 - 24	498	477	225	92	370	210	160	419
%V	*6.6%*	*6.5%*	*6.4%*	*7.1%*	*6.6%*	*6.7%*	*6.4%*	*6.9%*
%H		*95.8%*	*45.2%*	*18.5%*	*74.3%*	*42.2%*	*32.1%*	*84.1%*
25 - 34	986	942	506	174	672	408	264	858
%V	*13.2%*	*12.9%*	*14.3%*	*13.4%*	*11.9%*	*13.1%*	*10.5%*	*14.2%*
%H		*95.5%*	*51.3%*	*17.6%*	*68.2%*	*41.4%*	*26.8%*	*87.0%*
35 - 44	958	935	494	183	673	404	269	854
%V	*12.8%*	*12.8%*	*13.9%*	*14.1%*	*11.9%*	*12.9%*	*10.7%*	*14.2%*
%H		*97.6%*	*51.6%*	*19.1%*	*70.3%*	*42.2%*	*28.1%*	*89.1%*
45 - 54	1087	1069	533	213	844	513	331	951
%V	*14.5%*	*14.6%*	*15.0%*	*16.4%*	*15.0%*	*16.4%*	*13.2%*	*15.8%*
%H		*98.3%*	*49.0%*	*19.6%*	*77.6%*	*47.2%*	*30.5%*	*87.5%*
55 - 64	886	866	389	149	689	360	329	713
%V	*11.8%*	*11.8%*	*11.0%*	*11.5%*	*12.2%*	*11.5%*	*13.1%*	*11.8%*
%H		*97.7%*	*43.9%*	*16.8%*	*77.8%*	*40.6%*	*37.1%*	*80.5%*
65+	1299	1282	435	141	1111	402	709	663
%V	*17.3%*	*17.5%*	*12.3%*	*10.9%*	*19.7%*	*12.9%*	*28.2%*	*11.0%*
%H		*98.7%*	*33.5%*	*10.9%*	*85.5%*	*30.9%*	*54.6%*	*51.0%*

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

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6079	5929	2768	1029	4643	2486	2158	4790
%H		*97.5%*	*45.5%*	*16.9%*	*76.4%*	*40.9%*	*35.5%*	*78.8%*
AB	1325	1294	660	203	1001	567	434	1243
%V	*21.8%*	*21.8%*	*23.8%*	*19.7%*	*21.6%*	*22.8%*	*20.1%*	*25.9%*
%H		*97.7%*	*49.8%*	*15.3%*	*75.5%*	*42.8%*	*32.8%*	*93.8%*
C1	1698	1660	813	288	1280	717	563	1453
%V	*27.9%*	*28.0%*	*29.4%*	*28.0%*	*27.6%*	*28.8%*	*26.1%*	*30.3%*
%H		*97.8%*	*47.9%*	*17.0%*	*75.4%*	*42.2%*	*33.2%*	*85.6%*
C2	1402	1376	684	261	1084	637	447	1115
%V	*23.1%*	*23.2%*	*24.7%*	*25.4%*	*23.3%*	*25.6%*	*20.7%*	*23.3%*
%H		*98.1%*	*48.8%*	*18.6%*	*77.3%*	*45.4%*	*31.9%*	*79.5%*
D	922	897	372	185	703	364	339	666
%V	*15.2%*	*15.1%*	*13.4%*	*18.0%*	*15.1%*	*14.6%*	*15.7%*	*13.9%*
%H		*97.3%*	*40.3%*	*20.1%*	*76.2%*	*39.5%*	*36.8%*	*72.2%*
E	733	702	239	93	576	201	375	313
%V	*12.1%*	*11.8%*	*8.6%*	*9.0%*	*12.4%*	*8.1%*	*17.4%*	*6.5%*
%H		*95.8%*	*32.6%*	*12.7%*	*78.6%*	*27.4%*	*51.2%*	*42.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6079	5929	2768	1029	4643	2486	2158	4790
%H		*97.5%*	*45.5%*	*16.9%*	*76.4%*	*40.9%*	*35.5%*	*78.8%*
Working full time	2710	2655	1390	510	2004	1233	771	2461
%V	*44.6%*	*44.8%*	*50.2%*	*49.6%*	*43.2%*	*49.6%*	*35.7%*	*51.4%*
%H		*98.0%*	*51.3%*	*18.8%*	*73.9%*	*45.5%*	*28.5%*	*90.8%*
Working part time	582	569	282	102	437	248	189	508
%V	*9.6%*	*9.6%*	*10.2%*	*9.9%*	*9.4%*	*10.0%*	*8.8%*	*10.6%*
%H		*97.8%*	*48.5%*	*17.5%*	*75.1%*	*42.6%*	*32.5%*	*87.3%*
Not working	2787	2705	1096	416	2203	1004	1198	1820
%V	*45.8%*	*45.6%*	*39.6%*	*40.4%*	*47.4%*	*40.4%*	*55.5%*	*38.0%*
%H		*97.1%*	*39.3%*	*14.9%*	*79.0%*	*36.0%*	*43.0%*	*65.3%*
Housewife/Houseperson	3275	3178	1361	496	2511	1184	1327	2343
%V	*53.9%*	*53.6%*	*49.2%*	*48.2%*	*54.1%*	*47.6%*	*61.5%*	*48.9%*
%H		*97.0%*	*41.6%*	*15.1%*	*76.7%*	*36.2%*	*40.5%*	*71.5%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.25: Males - 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 Males (16+)	2960	2872	1389	507	2233	1245	987	2386
%H		*97.0%*	*46.9%*	*17.1%*	*75.4%*	*42.1%*	*33.3%*	*80.6%*
16 - 19	190	188	102	37	152	104	48	179
%V	*6.4%*	*6.5%*	*7.3%*	*7.3%*	*6.8%*	*8.4%*	*4.9%*	*7.5%*
%H		*98.9%*	*53.7%*	*19.5%*	*80.0%*	*54.7%*	*25.3%*	*94.2%*
20 - 24	241	232	119	44	185	114	71	209
%V	*8.1%*	*8.1%*	*8.6%*	*8.7%*	*8.3%*	*9.2%*	*7.2%*	*8.8%*
%H		*96.3%*	*49.4%*	*18.3%*	*76.8%*	*47.3%*	*29.5%*	*86.7%*
25 - 34	493	467	245	90	330	197	132	432
%V	*16.7%*	*16.3%*	*17.6%*	*17.8%*	*14.8%*	*15.8%*	*13.4%*	*18.1%*
%H		*94.7%*	*49.7%*	*18.3%*	*66.9%*	*40.0%*	*26.8%*	*87.6%*
35 - 44	472	459	235	90	331	192	139	416
%V	*15.9%*	*16.0%*	*16.9%*	*17.8%*	*14.8%*	*15.4%*	*14.1%*	*17.4%*
%H		*97.2%*	*49.8%*	*19.1%*	*70.1%*	*40.7%*	*29.4%*	*88.1%*
45 - 54	533	518	266	103	401	249	153	464
%V	*18.0%*	*18.0%*	*19.2%*	*20.3%*	*18.0%*	*20.0%*	*15.5%*	*19.4%*
%H		*97.2%*	*49.9%*	*19.3%*	*75.2%*	*46.7%*	*28.7%*	*87.1%*
55 - 64	437	426	193	75	336	177	159	348
%V	*14.8%*	*14.8%*	*13.9%*	*14.8%*	*15.0%*	*14.2%*	*16.1%*	*14.6%*
%H		*97.5%*	*44.2%*	*17.2%*	*76.9%*	*40.5%*	*36.4%*	*79.6%*
65+	594	583	230	68	498	212	285	339
%V	*20.1%*	*20.3%*	*16.6%*	*13.4%*	*22.3%*	*17.0%*	*28.9%*	*14.2%*
%H		*98.1%*	*38.7%*	*11.4%*	*83.8%*	*35.7%*	*48.0%*	*57.1%*

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

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2960	2872	1389	507	2233	1245	987	2386
%H		*97.0%*	*46.9%*	*17.1%*	*75.4%*	*42.1%*	*33.3%*	*80.6%*
AB	664	649	334	105	501	290	211	624
%V	*22.4%*	*22.6%*	*24.0%*	*20.7%*	*22.4%*	*23.3%*	*21.4%*	*26.2%*
%H		*97.7%*	*50.3%*	*15.8%*	*75.5%*	*43.7%*	*31.8%*	*94.0%*
C1	787	765	395	137	578	344	234	695
%V	*26.6%*	*26.6%*	*28.4%*	*27.0%*	*25.9%*	*27.6%*	*23.7%*	*29.1%*
%H		*97.2%*	*50.2%*	*17.4%*	*73.4%*	*43.7%*	*29.7%*	*88.3%*
C2	764	748	375	142	589	350	239	607
%V	*25.8%*	*26.0%*	*27.0%*	*28.0%*	*26.4%*	*28.1%*	*24.2%*	*25.4%*
%H		*97.9%*	*49.1%*	*18.6%*	*77.1%*	*45.8%*	*31.3%*	*79.5%*
D	433	419	184	86	323	174	149	319
%V	*14.6%*	*14.6%*	*13.2%*	*17.0%*	*14.5%*	*14.0%*	*15.1%*	*13.4%*
%H		*96.8%*	*42.5%*	*19.9%*	*74.6%*	*40.2%*	*34.4%*	*73.7%*
E	313	292	101	38	241	87	154	141
%V	*10.6%*	*10.2%*	*7.3%*	*7.5%*	*10.8%*	*7.0%*	*15.6%*	*5.9%*
%H		*93.3%*	*32.3%*	*12.1%*	*77.0%*	*27.8%*	*49.2%*	*45.0%*

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

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2960	2872	1389	507	2233	1245	987	2386
%H		*97.0%*	*46.9%*	*17.1%*	*75.4%*	*42.1%*	*33.3%*	*80.6%*
Working full time	1613	1575	838	301	1177	730	447	1470
%V	*54.5%*	*54.8%*	*60.3%*	*59.4%*	*52.7%*	*58.6%*	*45.3%*	*61.6%*
%H		*97.6%*	*52.0%*	*18.7%*	*73.0%*	*45.3%*	*27.7%*	*91.1%*
Working part time	131	128	65	24	96	55	41	110
%V	*4.4%*	*4.5%*	*4.7%*	*4.7%*	*4.3%*	*4.4%*	*4.2%*	*4.6%*
%H		*97.7%*	*49.6%*	*18.3%*	*73.3%*	*42.0%*	*31.3%*	*84.0%*
Not working	1216	1169	487	182	959	460	499	806
%V	*41.1%*	*40.7%*	*35.1%*	*35.9%*	*42.9%*	*36.9%*	*50.6%*	*33.8%*
%H		*96.1%*	*40.0%*	*15.0%*	*78.9%*	*37.8%*	*41.0%*	*66.3%*
Housewife/Houseperson	710	661	244	90	516	197	319	417
%V	*24.0%*	*23.0%*	*17.6%*	*17.8%*	*23.1%*	*15.8%*	*32.3%*	*17.5%*
%H		*93.1%*	*34.4%*	*12.7%*	*72.7%*	*27.7%*	*44.9%*	*58.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.28: Females - 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 Females (16+)	3119	3057	1378	522	2411	1240	1171	2404
%H		*98.0%*	*44.2%*	*16.7%*	*77.3%*	*39.8%*	*37.5%*	*77.1%*
16 - 19	175	171	83	42	133	85	47	154
%V	*5.6%*	*5.6%*	*6.0%*	*8.0%*	*5.5%*	*6.9%*	*4.0%*	*6.4%*
%H		*97.7%*	*47.4%*	*24.0%*	*76.0%*	*48.6%*	*26.9%*	*88.0%*
20 - 24	257	245	106	48	184	96	89	210
%V	*8.2%*	*8.0%*	*7.7%*	*9.2%*	*7.6%*	*7.7%*	*7.6%*	*8.7%*
%H		*95.3%*	*41.2%*	*18.7%*	*71.6%*	*37.4%*	*34.6%*	*81.7%*
25 - 34	493	475	261	84	342	211	132	426
%V	*15.8%*	*15.5%*	*18.9%*	*16.1%*	*14.2%*	*17.0%*	*11.3%*	*17.7%*
%H		*96.3%*	*52.9%*	*17.0%*	*69.4%*	*42.8%*	*26.8%*	*86.4%*
35 - 44	486	475	259	93	342	212	130	438
%V	*15.6%*	*15.5%*	*18.8%*	*17.8%*	*14.2%*	*17.1%*	*11.1%*	*18.2%*
%H		*97.7%*	*53.3%*	*19.1%*	*70.4%*	*43.6%*	*26.7%*	*90.1%*
45 - 54	555	551	267	111	443	264	178	487
%V	*17.8%*	*18.0%*	*19.4%*	*21.3%*	*18.4%*	*21.3%*	*15.2%*	*20.3%*
%H		*99.3%*	*48.1%*	*20.0%*	*79.8%*	*47.6%*	*32.1%*	*87.7%*
55 - 64	449	440	196	74	353	183	170	365
%V	*14.4%*	*14.4%*	*14.2%*	*14.2%*	*14.6%*	*14.8%*	*14.5%*	*15.2%*
%H		*98.0%*	*43.7%*	*16.5%*	*78.6%*	*40.8%*	*37.9%*	*81.3%*
65+	705	699	206	72	613	189	424	324
%V	*22.6%*	*22.9%*	*14.9%*	*13.8%*	*25.4%*	*15.2%*	*36.2%*	*13.5%*
%H		*99.1%*	*29.2%*	*10.2%*	*87.0%*	*26.8%*	*60.1%*	*46.0%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3119	3057	1378	522	2411	1240	1171	2404
%H		*98.0%*	*44.2%*	*16.7%*	*77.3%*	*39.8%*	*37.5%*	*77.1%*
AB	661	645	326	98	500	276	223	618
%V	*21.2%*	*21.1%*	*23.7%*	*18.8%*	*20.7%*	*22.3%*	*19.0%*	*25.7%*
%H		*97.6%*	*49.3%*	*14.8%*	*75.6%*	*41.8%*	*33.7%*	*93.5%*
C1	911	896	418	151	702	373	329	758
%V	*29.2%*	*29.3%*	*30.3%*	*28.9%*	*29.1%*	*30.1%*	*28.1%*	*31.5%*
%H		*98.4%*	*45.9%*	*16.6%*	*77.1%*	*40.9%*	*36.1%*	*83.2%*
C2	638	628	309	119	495	287	208	508
%V	*20.5%*	*20.5%*	*22.4%*	*22.8%*	*20.5%*	*23.1%*	*17.8%*	*21.1%*
%H		*98.4%*	*48.4%*	*18.7%*	*77.6%*	*45.0%*	*32.6%*	*79.6%*
D	489	478	188	99	380	190	189	347
%V	*15.7%*	*15.6%*	*13.6%*	*19.0%*	*15.8%*	*15.3%*	*16.1%*	*14.4%*
%H		*97.8%*	*38.4%*	*20.2%*	*77.7%*	*38.9%*	*38.7%*	*71.0%*
E	421	410	138	55	335	114	221	172
%V	*13.5%*	*13.4%*	*10.0%*	*10.5%*	*13.9%*	*9.2%*	*18.9%*	*7.2%*
%H		*97.4%*	*32.8%*	*13.1%*	*79.6%*	*27.1%*	*52.5%*	*40.9%*

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

October 2012 - September 2013

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3119	3057	1378	522	2411	1240	1171	2404
%H		*98.0%*	*44.2%*	*16.7%*	*77.3%*	*39.8%*	*37.5%*	*77.1%*
Working full time	1097	1080	552	210	827	503	324	992
%V	*35.2%*	*35.3%*	*40.1%*	*40.2%*	*34.3%*	*40.6%*	*27.7%*	*41.3%*
%H		*98.5%*	*50.3%*	*19.1%*	*75.4%*	*45.9%*	*29.5%*	*90.4%*
Working part time	451	441	217	79	340	193	147	398
%V	*14.5%*	*14.4%*	*15.7%*	*15.1%*	*14.1%*	*15.6%*	*12.6%*	*16.6%*
%H		*97.8%*	*48.1%*	*17.5%*	*75.4%*	*42.8%*	*32.6%*	*88.2%*
Not working	1571	1536	610	234	1243	544	699	1015
%V	*50.4%*	*50.2%*	*44.3%*	*44.8%*	*51.6%*	*43.9%*	*59.7%*	*42.2%*
%H		*97.8%*	*38.8%*	*14.9%*	*79.1%*	*34.6%*	*44.5%*	*64.6%*
Housewife/Houseperson	2564	2517	1117	406	1994	987	1008	1925
%V	*82.2%*	*82.3%*	*81.1%*	*77.8%*	*82.7%*	*79.6%*	*86.1%*	*80.1%*
%H		*98.2%*	*43.6%*	*15.8%*	*77.8%*	*38.5%*	*39.3%*	*75.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

S4C

Contents Page

Household

Table 25.1: Social Grade 676
Table 25.2: Housewife Age 677
Table 25.3: Size of Household 678
Table 25.4: Presence of Children 679
Table 25.5: Number of TV sets in household 680
Table 25.6: Screen size 681
Table 25.7: Location of ANY set in household 682
Table 25.8: Recorders 683
Table 25.9: Recorders and other equipment 684
Table 25.10: Computers and Internet 685

Sets

Table 25.11: Screen Size 686
Table 25.12: Location of set 687
Table 25.13: Recorders 688
Table 25.14: Other TV equipment 688
Table 25.15: Main Set Screen Size 689
Table 25.16: Main Set Recorders 690
Table 25.17: Main Set - Other TV equipment 690
Table 25.18: Other Sets (non-Main Set) Screen Size 691
Table 25.19: Other Set (non-Main Set) Recorders 692
Table 25.20: Other Set (non-Main Set) - Other TV equipment 692

Individuals

Table 25.21: Age of Children 693
Table 25.22: Adults - Age 694
Table 25.23: Social Grade (Adults 16+) 695
Table 25.24: Working Status (Adults 16+) 696
Table 25.25: Males - Age 697
Table 25.26: Social Grade (Males 16+) 698
Table 25.27: Working Status (Males 16+) 699
Table 25.28: Females - Age 700
Table 25.29: Social Grade (Females 16+) 701
Table 25.30: Working Status (Females 16+) 702

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.1: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
AB	277	268	158	22	189	103	87	242
%V	*20.9%*	*20.9%*	*21.3%*	*19.3%*	*21.7%*	*23.0%*	*20.6%*	*26.3%*
%H (All HH)		*96.8%*	*57.0%*	*7.9%*	*68.2%*	*37.2%*	*31.4%*	*87.4%*
%H (TV HH)			*59.0%*	*8.2%*	*70.5%*	*38.4%*	*32.5%*	
C1	332	317	182	34	211	113	98	257
%V	*25.0%*	*24.7%*	*24.6%*	*29.8%*	*24.2%*	*25.2%*	*23.2%*	*28.0%*
%H (All HH)		*95.5%*	*54.8%*	*10.2%*	*63.6%*	*34.0%*	*29.5%*	*77.4%*
%H (TV HH)			*57.4%*	*10.7%*	*66.6%*	*35.6%*	*30.9%*	
C2	291	286	175	26	201	116	85	212
%V	*21.9%*	*22.3%*	*23.6%*	*22.8%*	*23.1%*	*25.9%*	*20.1%*	*23.1%*
%H (All HH)		*98.3%*	*60.1%*	*8.9%*	*69.1%*	*39.9%*	*29.2%*	*72.9%*
%H (TV HH)			*61.2%*	*9.1%*	*70.3%*	*40.6%*	*29.7%*	
D	239	235	139	20	152	76	75	140
%V	*18.0%*	*18.3%*	*18.8%*	*17.5%*	*17.5%*	*17.0%*	*17.8%*	*15.2%*
%H (All HH)		*98.3%*	*58.2%*	*8.4%*	*63.6%*	*31.8%*	*31.4%*	*58.6%*
%H (TV HH)			*59.1%*	*8.5%*	*64.7%*	*32.3%*	*31.9%*	
E	188	180	87	12	118	40	78	68
%V	*14.2%*	*14.0%*	*11.7%*	*10.5%*	*13.5%*	*8.9%*	*18.5%*	*7.4%*
%H (All HH)		*95.7%*	*46.3%*	*6.4%*	*62.8%*	*21.3%*	*41.5%*	*36.2%*
%H (TV HH)			*48.3%*	*6.7%*	*65.6%*	*22.2%*	*43.3%*	

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

October 2012 - September 2013

S4C

Household level data

Table 25.2: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Under 25	61	54	29	5	28	12	16	40
%V	*4.6%*	*4.2%*	*3.9%*	*4.4%*	*3.2%*	*2.7%*	*3.8%*	*4.4%*
%H (All HH)		*88.5%*	*47.5%*	*8.2%*	*45.9%*	*19.7%*	*26.2%*	*65.6%*
%H (TV HH)			*53.7%*	*9.3%*	*51.9%*	*22.2%*	*29.6%*	
25 - 34	187	179	114	16	106	60	46	148
%V	*14.1%*	*13.9%*	*15.4%*	*14.0%*	*12.2%*	*13.4%*	*10.9%*	*16.1%*
%H (All HH)		*95.7%*	*61.0%*	*8.6%*	*56.7%*	*32.1%*	*24.6%*	*79.1%*
%H (TV HH)			*63.7%*	*8.9%*	*59.2%*	*33.5%*	*25.7%*	
35 - 44	207	198	132	21	125	79	46	178
%V	*15.6%*	*15.4%*	*17.8%*	*18.4%*	*14.4%*	*17.6%*	*10.9%*	*19.4%*
%H (All HH)		*95.7%*	*63.8%*	*10.1%*	*60.4%*	*38.2%*	*22.2%*	*86.0%*
%H (TV HH)			*66.7%*	*10.6%*	*63.1%*	*39.9%*	*23.2%*	
45 - 54	260	254	158	24	175	102	73	219
%V	*19.6%*	*19.8%*	*21.3%*	*21.1%*	*20.1%*	*22.8%*	*17.3%*	*23.8%*
%H (All HH)		*97.7%*	*60.8%*	*9.2%*	*67.3%*	*39.2%*	*28.1%*	*84.2%*
%H (TV HH)			*62.2%*	*9.4%*	*68.9%*	*40.2%*	*28.7%*	
55 - 64	229	224	132	21	156	85	71	172
%V	*17.3%*	*17.4%*	*17.8%*	*18.4%*	*17.9%*	*19.0%*	*16.8%*	*18.7%*
%H (All HH)		*97.8%*	*57.6%*	*9.2%*	*68.1%*	*37.1%*	*31.0%*	*75.1%*
%H (TV HH)			*58.9%*	*9.4%*	*69.6%*	*37.9%*	*31.7%*	
65 +	382	374	177	27	280	110	171	163
%V	*28.8%*	*29.1%*	*23.9%*	*23.7%*	*32.1%*	*24.6%*	*40.5%*	*17.7%*
%H (All HH)		*97.9%*	*46.3%*	*7.1%*	*73.3%*	*28.8%*	*44.8%*	*42.7%*
%H (TV HH)			*47.3%*	*7.2%*	*74.9%*	*29.4%*	*45.7%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.3: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
1	418	396	168	31	281	88	193	177
%V	*31.5%*	*30.8%*	*22.7%*	*27.2%*	*32.3%*	*19.6%*	*45.7%*	*19.3%*
%H (All HH)		*94.7%*	*40.2%*	*7.4%*	*67.2%*	*21.1%*	*46.2%*	*42.3%*
%H (TV HH)			*42.4%*	*7.8%*	*71.0%*	*22.2%*	*48.7%*	
2	443	435	261	40	290	158	132	330
%V	*33.4%*	*33.9%*	*35.2%*	*35.1%*	*33.3%*	*35.3%*	*31.3%*	*35.9%*
%H (All HH)		*98.2%*	*58.9%*	*9.0%*	*65.5%*	*35.7%*	*29.8%*	*74.5%*
%H (TV HH)			*60.0%*	*9.2%*	*66.7%*	*36.3%*	*30.3%*	
3	228	223	148	24	147	97	50	197
%V	*17.2%*	*17.4%*	*20.0%*	*21.1%*	*16.9%*	*21.7%*	*11.8%*	*21.4%*
%H (All HH)		*97.8%*	*64.9%*	*10.5%*	*64.5%*	*42.5%*	*21.9%*	*86.4%*
%H (TV HH)			*66.4%*	*10.8%*	*65.9%*	*43.5%*	*22.4%*	
4	166	162	114	14	110	75	35	152
%V	*12.5%*	*12.6%*	*15.4%*	*12.3%*	*12.6%*	*16.7%*	*8.3%*	*16.5%*
%H (All HH)		*97.6%*	*68.7%*	*8.4%*	*66.3%*	*45.2%*	*21.1%*	*91.6%*
%H (TV HH)			*70.4%*	*8.6%*	*67.9%*	*46.3%*	*21.6%*	
5+	72	69	49	7	42	30	12	63
%V	*5.4%*	*5.4%*	*6.6%*	*6.1%*	*4.8%*	*6.7%*	*2.8%*	*6.9%*
%H (All HH)		*95.8%*	*68.1%*	*9.7%*	*58.3%*	*41.7%*	*16.7%*	*87.5%*
%H (TV HH)			*71.0%*	*10.1%*	*60.9%*	*43.5%*	*17.4%*	
Average HH size	2.30	2.30	2.51	2.37	2.27	2.58	1.94	2.59

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

October 2012 - September 2013

S4C

Household level data

Table 25.4: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Without	999	963	517	87	670	317	353	640
%V	*75.3%*	*74.9%*	*69.8%*	*76.3%*	*76.9%*	*70.8%*	*83.6%*	*69.6%*
%H (All HH)		*96.4%*	*51.8%*	*8.7%*	*67.1%*	*31.7%*	*35.3%*	*64.1%*
%H (TV HH)			*53.7%*	*9.0%*	*69.6%*	*32.9%*	*36.7%*	
With	327	322	224	27	201	131	70	279
%V	*24.6%*	*25.1%*	*30.2%*	*23.7%*	*23.1%*	*29.2%*	*16.6%*	*30.4%*
%H (All HH)		*98.5%*	*68.5%*	*8.3%*	*61.5%*	*40.1%*	*21.4%*	*85.3%*
%H (TV HH)			*69.6%*	*8.4%*	*62.4%*	*40.7%*	*21.7%*	
0 - 3	120	118	80	9	66	38	28	97
%V	*9.0%*	*9.2%*	*10.8%*	*7.9%*	*7.6%*	*8.5%*	*6.6%*	*10.6%*
%H (All HH)		*98.3%*	*66.7%*	*7.5%*	*55.0%*	*31.7%*	*23.3%*	*80.8%*
%H (TV HH)			*67.8%*	*7.6%*	*55.9%*	*32.2%*	*23.7%*	
4 - 9	163	161	114	12	97	62	35	138
%V	*12.3%*	*12.5%*	*15.4%*	*10.5%*	*11.1%*	*13.8%*	*8.3%*	*15.0%*
%H (All HH)		*98.8%*	*69.9%*	*7.4%*	*59.5%*	*38.0%*	*21.5%*	*84.7%*
%H (TV HH)			*70.8%*	*7.5%*	*60.2%*	*38.5%*	*21.7%*	
10 - 15	156	154	110	13	104	73	31	139
%V	*11.8%*	*12.0%*	*14.8%*	*11.4%*	*11.9%*	*16.3%*	*7.3%*	*15.1%*
%H (All HH)		*98.7%*	*70.5%*	*8.3%*	*66.7%*	*46.8%*	*19.9%*	*89.1%*
%H (TV HH)			*71.4%*	*8.4%*	*67.5%*	*47.4%*	*20.1%*	

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

October 2012 - September 2013

S4C

Household level data

Table 25.5: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
1	460	460	213	36	263	61	202	255
%V	*34.7%*	*35.8%*	*28.7%*	*31.6%*	*30.2%*	*13.6%*	*47.9%*	*27.7%*
%H (All HH)		*100.0%*	*46.3%*	*7.8%*	*57.2%*	*13.3%*	*43.9%*	*55.4%*
%H (TV HH)			*46.3%*	*7.8%*	*57.2%*	*13.3%*	*43.9%*	
2	447	447	264	43	315	174	141	313
%V	*33.7%*	*34.8%*	*35.6%*	*37.7%*	*36.2%*	*38.8%*	*33.4%*	*34.1%*
%H (All HH)		*100.0%*	*59.1%*	*9.6%*	*70.5%*	*38.9%*	*31.5%*	*70.0%*
%H (TV HH)			*59.1%*	*9.6%*	*70.5%*	*38.9%*	*31.5%*	
3	223	223	150	21	167	114	53	184
%V	*16.8%*	*17.4%*	*20.2%*	*18.4%*	*19.2%*	*25.4%*	*12.6%*	*20.0%*
%H (All HH)		*100.0%*	*67.3%*	*9.4%*	*74.9%*	*51.1%*	*23.8%*	*82.5%*
%H (TV HH)			*67.3%*	*9.4%*	*74.9%*	*51.1%*	*23.8%*	
4	101	101	75	8	80	62	18	91
%V	*7.6%*	*7.9%*	*10.1%*	*7.0%*	*9.2%*	*13.8%*	*4.3%*	*9.9%*
%H (All HH)		*100.0%*	*74.3%*	*7.9%*	*79.2%*	*61.4%*	*17.8%*	*90.1%*
%H (TV HH)			*74.3%*	*7.9%*	*79.2%*	*61.4%*	*17.8%*	
5+	54	54	40	6	46	37	9	51
%V	*4.1%*	*4.2%*	*5.4%*	*5.3%*	*5.3%*	*8.3%*	*2.1%*	*5.5%*
%H (All HH)		*100.0%*	*74.1%*	*11.1%*	*85.2%*	*68.5%*	*16.7%*	*94.4%*
%H (TV HH)			*74.1%*	*11.1%*	*85.2%*	*68.5%*	*16.7%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.6: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Under 20"	321	321	187	28	268	162	107	236
%V	*24.2%*	*25.0%*	*25.2%*	*24.6%*	*30.8%*	*36.2%*	*25.4%*	*25.7%*
%H (All HH)		*100.0%*	*58.3%*	*8.7%*	*83.5%*	*50.5%*	*33.3%*	*73.5%*
%H (TV HH)			*58.3%*	*8.7%*	*83.5%*	*50.5%*	*33.3%*	
20" - 29"	540	540	299	46	411	215	196	367
%V	*40.7%*	*42.0%*	*40.4%*	*40.4%*	*47.2%*	*48.0%*	*46.4%*	*39.9%*
%H (All HH)		*100.0%*	*55.4%*	*8.5%*	*76.1%*	*39.8%*	*36.3%*	*68.0%*
%H (TV HH)			*55.4%*	*8.5%*	*76.1%*	*39.8%*	*36.3%*	
30" - 39"	674	674	400	61	471	257	214	484
%V	*50.8%*	*52.5%*	*54.0%*	*53.5%*	*54.1%*	*57.4%*	*50.7%*	*52.7%*
%H (All HH)		*100.0%*	*59.3%*	*9.1%*	*69.9%*	*38.1%*	*31.8%*	*71.8%*
%H (TV HH)			*59.3%*	*9.1%*	*69.9%*	*38.1%*	*31.8%*	
40" and over	498	498	350	51	329	230	99	412
%V	*37.5%*	*38.8%*	*47.2%*	*44.7%*	*37.8%*	*51.3%*	*23.5%*	*44.8%*
%H (All HH)		*100.0%*	*70.3%*	*10.2%*	*66.1%*	*46.2%*	*19.9%*	*82.7%*
%H (TV HH)			*70.3%*	*10.2%*	*66.1%*	*46.2%*	*19.9%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.7: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Main living room	1261	1261	734	114	860	444	416	880
%V	*95.0%*	*98.1%*	*99.1%*	*100.0%*	*98.7%*	*99.1%*	*98.6%*	*95.8%*
%H (All HH)		*100.0%*	*58.2%*	*9.0%*	*68.2%*	*35.2%*	*33.0%*	*69.8%*
%H (TV HH)			*58.2%*	*9.0%*	*68.2%*	*35.2%*	*33.0%*	
Kitchen	180	180	114	12	153	98	55	139
%V	*13.6%*	*14.0%*	*15.4%*	*10.5%*	*17.6%*	*21.9%*	*13.0%*	*15.1%*
%H (All HH)		*100.0%*	*63.3%*	*6.7%*	*85.0%*	*54.4%*	*30.6%*	*77.2%*
%H (TV HH)			*63.3%*	*6.7%*	*85.0%*	*54.4%*	*30.6%*	
Adult's bedroom	528	528	339	55	409	273	136	415
%V	*39.8%*	*41.1%*	*45.7%*	*48.2%*	*47.0%*	*60.9%*	*32.2%*	*45.2%*
%H (All HH)		*100.0%*	*64.2%*	*10.4%*	*77.5%*	*51.7%*	*25.8%*	*78.6%*
%H (TV HH)			*64.2%*	*10.4%*	*77.5%*	*51.7%*	*25.8%*	
Child's bedroom	106	106	73	12	87	66	22	94
%V	*8.0%*	*8.2%*	*9.9%*	*10.5%*	*10.0%*	*14.7%*	*5.2%*	*10.2%*
%H (All HH)		*100.0%*	*68.9%*	*11.3%*	*82.1%*	*62.3%*	*20.8%*	*88.7%*
%H (TV HH)			*68.9%*	*11.3%*	*82.1%*	*62.3%*	*20.8%*	
Other bedroom	56	56	37	6	44	31	13	48
%V	*4.2%*	*4.4%*	*5.0%*	*5.3%*	*5.1%*	*6.9%*	*3.1%*	*5.2%*
%H (All HH)		*100.0%*	*66.1%*	*10.7%*	*78.6%*	*55.4%*	*23.2%*	*85.7%*
%H (TV HH)			*66.1%*	*10.7%*	*78.6%*	*55.4%*	*23.2%*	
Second living/dining room	157	157	98	16	127	83	44	129
%V	*11.8%*	*12.2%*	*13.2%*	*14.0%*	*14.6%*	*18.5%*	*10.4%*	*14.0%*
%H (All HH)		*100.0%*	*62.4%*	*10.2%*	*80.9%*	*52.9%*	*28.0%*	*82.2%*
%H (TV HH)			*62.4%*	*10.2%*	*80.9%*	*52.9%*	*28.0%*	
Study/office	16	16	11	2	12	9	3	15
%V	*1.2%*	*1.2%*	*1.5%*	*1.8%*	*1.4%*	*2.0%*	*0.7%*	*1.6%*
%H (All HH)		*100.0%*	*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	*93.8%*
%H (TV HH)			*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	
TV room	9	9	7	1	6	5	1	8
%V	*0.7%*	*0.7%*	*0.9%*	*0.9%*	*0.7%*	*1.1%*	*0.2%*	*0.9%*
%H (All HH)		*100.0%*	*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	*88.9%*
%H (TV HH)			*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	
Conservatory	25	25	18	1	20	14	6	21
%V	*1.9%*	*1.9%*	*2.4%*	*0.9%*	*2.3%*	*3.1%*	*1.4%*	*2.3%*
%H (All HH)		*100.0%*	*72.0%*	*4.0%*	*80.0%*	*56.0%*	*24.0%*	*84.0%*
%H (TV HH)			*72.0%*	*4.0%*	*80.0%*	*56.0%*	*24.0%*	
Attic or loft room	4	4	3	0	3	2	1	4
%V	*0.3%*	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	5	5	4	0	3	3	0	4
%V	*0.4%*	*0.4%*	*0.5%*	*0.0%*	*0.3%*	*0.7%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	*80.0%*
%H (TV HH)			*80.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.8: Recorders 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Any DSAT provider	741	741	741	6	386	386	0	576
%V	*55.8%*	*57.7%*	*100.0%*	*5.3%*	*44.3%*	*86.2%*	*0.0%*	*62.7%*
%H (All HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	*77.7%*
%H (TV HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	
Sky with subcription	601	601	601	4	317	317	0	488
%V	*45.3%*	*46.8%*	*81.1%*	*3.5%*	*36.4%*	*70.8%*	*0.0%*	*53.1%*
%H (All HH)			*100.0%*	*0.7%*	*52.7%*	*52.7%*	*0.0%*	*81.2%*
%H (TV HH)			*100.0%*	*0.7%*	*52.7%*	*52.7%*	*0.0%*	
Sky without subscription	78	78	78	1	37	37	0	42
%V	*5.9%*	*6.1%*	*10.5%*	*0.9%*	*4.2%*	*8.3%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*1.3%*	*47.4%*	*47.4%*	*0.0%*	*53.8%*
%H (TV HH)			*100.0%*	*1.3%*	*47.4%*	*47.4%*	*0.0%*	
Freesat	63	63	63	1	35	35	0	47
%V	*4.7%*	*4.9%*	*8.5%*	*0.9%*	*4.0%*	*7.8%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*1.6%*	*55.6%*	*55.6%*	*0.0%*	*74.6%*
%H (TV HH)			*100.0%*	*1.6%*	*55.6%*	*55.6%*	*0.0%*	
Other satellite provider	10	10	10	0	5	5	0	9
%V	*0.8%*	*0.8%*	*1.3%*	*0.0%*	*0.6%*	*1.1%*	*0.0%*	*1.0%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	114	114	6	114	65	65	0	95
%V	*8.6%*	*8.9%*	*0.8%*	*100.0%*	*7.5%*	*14.5%*	*0.0%*	*10.3%*
%H (All HH)			*5.3%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	*83.3%*
%H (TV HH)			*5.3%*	*100.0%*	*57.0%*	*57.0%*	*0.0%*	
DTT	871	871	386	65	871	448	422	586
%V	*65.6%*	*67.8%*	*52.1%*	*57.0%*	*100.0%*	*100.0%*	*100.0%*	*63.8%*
%H (All HH)		*100.0%*	*44.3%*	*7.5%*	*100.0%*	*51.4%*	*48.5%*	*67.3%*
%H (TV HH)			*44.3%*	*7.5%*	*100.0%*	*51.4%*	*48.5%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Household level data

Table 25.9: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
PVR	783	783	582	84	484	363	121	648
%V	*59.0%*	*60.9%*	*78.5%*	*73.7%*	*55.6%*	*81.0%*	*28.7%*	*70.5%*
%H (All HH)		*100.0%*	*74.3%*	*10.7%*	*61.8%*	*46.4%*	*15.5%*	*82.8%*
%H (TV HH)			*74.3%*	*10.7%*	*61.8%*	*46.4%*	*15.5%*	
DVDR	90	90	51	10	63	34	29	71
%V	*6.8%*	*7.0%*	*6.9%*	*8.8%*	*7.2%*	*7.6%*	*6.9%*	*7.7%*
%H (All HH)		*100.0%*	*56.7%*	*11.1%*	*70.0%*	*37.8%*	*32.2%*	*78.9%*
%H (TV HH)			*56.7%*	*11.1%*	*70.0%*	*37.8%*	*32.2%*	
VCR	44	44	24	4	36	19	16	27
%V	*3.3%*	*3.4%*	*3.2%*	*3.5%*	*4.1%*	*4.2%*	*3.8%*	*2.9%*
%H (All HH)		*100.0%*	*54.5%*	*9.1%*	*81.8%*	*43.2%*	*36.4%*	*61.4%*
%H (TV HH)			*54.5%*	*9.1%*	*81.8%*	*43.2%*	*36.4%*	
Any recorder	832	832	600	87	524	374	150	677
%V	*62.7%*	*64.7%*	*81.0%*	*76.3%*	*60.2%*	*83.5%*	*35.5%*	*73.7%*
%H (All HH)		*100.0%*	*72.1%*	*10.5%*	*63.0%*	*45.0%*	*18.0%*	*81.4%*
%H (TV HH)			*72.1%*	*10.5%*	*63.0%*	*45.0%*	*18.0%*	
Receives HDTV (via STB or built-in reception)	551	551	370	85	352	252	100	471
%V	*41.5%*	*42.9%*	*49.9%*	*74.6%*	*40.4%*	*56.3%*	*23.7%*	*51.3%*
%H (All HH)		*100.0%*	*67.2%*	*15.4%*	*63.9%*	*45.7%*	*18.1%*	*85.5%*
%H (TV HH)			*67.2%*	*15.4%*	*63.9%*	*45.7%*	*18.1%*	
DVD/Blu-ray player or recorder	1028	1028	614	98	708	389	319	761
%V	*77.5%*	*80.0%*	*82.9%*	*86.0%*	*81.3%*	*86.8%*	*75.6%*	*82.8%*
%H (All HH)		*100.0%*	*59.7%*	*9.5%*	*68.9%*	*37.8%*	*31.0%*	*74.0%*
%H (TV HH)			*59.7%*	*9.5%*	*68.9%*	*37.8%*	*31.0%*	

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

October 2012 - September 2013

S4C

Household level data

Table 25.10: 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	1327	1285	741	114	871	448	422	919
%H (All HH)		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*
%H (TV HH)			*57.7%*	*8.9%*	*67.8%*	*34.9%*	*32.8%*	
Has broadband internet	919	895	576	95	586	365	221	919
%V	*69.3%*	*69.6%*	*77.7%*	*83.3%*	*67.3%*	*81.5%*	*52.4%*	*100.0%*
%H (All HH)		*97.4%*	*62.7%*	*10.3%*	*63.8%*	*39.7%*	*24.0%*	*100.0%*
%H (TV HH)			*64.4%*	*10.6%*	*65.5%*	*40.8%*	*24.7%*	
Number of computers (PCs and laptops)								
0	345	329	139	18	242	72	169	12
%V	*26.0%*	*25.6%*	*18.8%*	*15.8%*	*27.8%*	*16.1%*	*40.0%*	*1.3%*
%H (All HH)		*95.4%*	*40.3%*	*5.2%*	*70.1%*	*20.9%*	*49.0%*	*3.5%*
%H (TV HH)			*42.2%*	*5.5%*	*73.6%*	*21.9%*	*51.4%*	
1	502	490	291	41	317	161	155	445
%V	*37.8%*	*38.1%*	*39.3%*	*36.0%*	*36.4%*	*35.9%*	*36.7%*	*48.4%*
%H (All HH)		*97.6%*	*58.0%*	*8.2%*	*63.1%*	*32.1%*	*30.9%*	*88.6%*
%H (TV HH)			*59.4%*	*8.4%*	*64.7%*	*32.9%*	*31.6%*	
2	260	254	164	32	172	114	58	246
%V	*19.6%*	*19.8%*	*22.1%*	*28.1%*	*19.7%*	*25.4%*	*13.7%*	*26.8%*
%H (All HH)		*97.7%*	*63.1%*	*12.3%*	*66.2%*	*43.8%*	*22.3%*	*94.6%*
%H (TV HH)			*64.6%*	*12.6%*	*67.7%*	*44.9%*	*22.8%*	
3	117	113	80	13	75	55	20	114
%V	*8.8%*	*8.8%*	*10.8%*	*11.4%*	*8.6%*	*12.3%*	*4.7%*	*12.4%*
%H (All HH)		*96.6%*	*68.4%*	*11.1%*	*64.1%*	*47.0%*	*17.1%*	*97.4%*
%H (TV HH)			*70.8%*	*11.5%*	*66.4%*	*48.7%*	*17.7%*	
4	53	50	34	4	33	21	12	52
%V	*4.0%*	*3.9%*	*4.6%*	*3.5%*	*3.8%*	*4.7%*	*2.8%*	*5.7%*
%H (All HH)		*94.3%*	*64.2%*	*7.5%*	*62.3%*	*39.6%*	*22.6%*	*98.1%*
%H (TV HH)			*68.0%*	*8.0%*	*66.0%*	*42.0%*	*24.0%*	
5+	51	48	32	7	32	24	8	50
%V	*3.8%*	*3.7%*	*4.3%*	*6.1%*	*3.7%*	*5.4%*	*1.9%*	*5.4%*
%H (All HH)		*94.1%*	*62.7%*	*13.7%*	*62.7%*	*47.1%*	*15.7%*	*98.0%*
%H (TV HH)			*66.7%*	*14.6%*	*66.7%*	*50.0%*	*16.7%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Under 20"	411	242	38	348	216	132	311
%V	*15.1%*	*14.2%*	*15.1%*	*17.7%*	*17.9%*	*17.3%*	*14.9%*
%H		*58.9%*	*9.2%*	*84.7%*	*52.6%*	*32.1%*	*75.7%*
20" - 29"	672	388	58	526	296	229	474
%V	*24.7%*	*22.7%*	*23.1%*	*26.8%*	*24.6%*	*30.1%*	*22.8%*
%H		*57.7%*	*8.6%*	*78.3%*	*44.0%*	*34.1%*	*70.5%*
30" - 39"	796	479	80	565	325	240	593
%V	*29.3%*	*28.1%*	*31.9%*	*28.8%*	*27.0%*	*31.5%*	*28.5%*
%H		*60.2%*	*10.1%*	*71.0%*	*40.8%*	*30.2%*	*74.5%*
40" and over	582	411	61	388	277	112	490
%V	*21.4%*	*24.1%*	*24.3%*	*19.7%*	*23.0%*	*14.7%*	*23.5%*
%H		*70.6%*	*10.5%*	*66.7%*	*47.6%*	*19.2%*	*84.2%*
Don't know	37	22	3	28	16	13	28
%V	*1.4%*	*1.3%*	*1.2%*	*1.4%*	*1.3%*	*1.7%*	*1.3%*
%H		*59.5%*	*8.1%*	*75.7%*	*43.2%*	*35.1%*	*75.7%*
Not Asked	223	165	11	110	74	35	185
%V	*8.2%*	*9.7%*	*4.4%*	*5.6%*	*6.1%*	*4.6%*	*8.9%*
%H		*74.0%*	*4.9%*	*49.3%*	*33.2%*	*15.7%*	*83.0%*

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

October 2012 - September 2013

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	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Main living room	1269	738	115	866	448	418	887
%V	*46.6%*	*43.2%*	*45.8%*	*44.1%*	*37.2%*	*54.9%*	*42.6%*
%H		*58.2%*	*9.1%*	*68.2%*	*35.3%*	*32.9%*	*69.9%*
Kitchen	181	114	12	154	99	55	140
%V	*6.7%*	*6.7%*	*4.8%*	*7.8%*	*8.2%*	*7.2%*	*6.7%*
%H		*63.0%*	*6.6%*	*85.1%*	*54.7%*	*30.4%*	*77.3%*
Adult's bedroom	624	407	67	492	339	153	503
%V	*22.9%*	*23.8%*	*26.7%*	*25.0%*	*28.2%*	*20.1%*	*24.2%*
%H		*65.2%*	*10.7%*	*78.8%*	*54.3%*	*24.5%*	*80.6%*
Child's bedroom	136	94	16	114	86	28	121
%V	*5.0%*	*5.5%*	*6.4%*	*5.8%*	*7.1%*	*3.7%*	*5.8%*
%H		*69.1%*	*11.8%*	*83.8%*	*63.2%*	*20.6%*	*89.0%*
Other bedroom	67	45	8	52	37	15	58
%V	*2.5%*	*2.6%*	*3.2%*	*2.6%*	*3.1%*	*2.0%*	*2.8%*
%H		*67.2%*	*11.9%*	*77.6%*	*55.2%*	*22.4%*	*86.6%*
Second living/dining room	159	99	16	129	84	45	132
%V	*5.8%*	*5.8%*	*6.4%*	*6.6%*	*7.0%*	*5.9%*	*6.3%*
%H		*62.3%*	*10.1%*	*81.1%*	*52.8%*	*28.3%*	*83.0%*
Study/office	16	11	2	12	9	3	15
%V	*0.6%*	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*0.4%*	*0.7%*
%H		*68.8%*	*12.5%*	*75.0%*	*56.3%*	*18.8%*	*93.8%*
TV room	9	7	1	6	5	1	8
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.4%*
%H		*77.8%*	*11.1%*	*66.7%*	*55.6%*	*11.1%*	*88.9%*
Conservatory	25	18	1	21	15	6	21
%V	*0.9%*	*1.1%*	*0.4%*	*1.1%*	*1.2%*	*0.8%*	*1.0%*
%H		*72.0%*	*4.0%*	*84.0%*	*60.0%*	*24.0%*	*84.0%*
Attic or loft room	5	4	0	3	3	1	4
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*80.0%*	*0.0%*	*60.0%*	*60.0%*	*20.0%*	*80.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	5	5	0	4	4	0	5
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*80.0%*	*80.0%*	*0.0%*	*100.0%*
Not Asked	223	165	11	110	74	35	185
%V	*8.2%*	*9.7%*	*4.4%*	*5.6%*	*6.1%*	*4.6%*	*8.9%*
%H		*74.0%*	*4.9%*	*49.3%*	*33.2%*	*15.7%*	*83.0%*

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
October 2012 - September 2013

S4C

Set level data

Table 25.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
PVR	1014	776	111	613	479	134	863
%V	*37.3%*	*45.5%*	*44.2%*	*31.2%*	*39.8%*	*17.6%*	*41.5%*
%H		*76.5%*	*10.9%*	*60.5%*	*47.2%*	*13.2%*	*85.1%*
DVDR	106	61	12	76	42	34	84
%V	*3.9%*	*3.6%*	*4.8%*	*3.9%*	*3.5%*	*4.5%*	*4.0%*
%H		*57.5%*	*11.3%*	*71.7%*	*39.6%*	*32.1%*	*79.2%*
VCR	46	26	4	38	21	17	29
%V	*1.7%*	*1.5%*	*1.6%*	*1.9%*	*1.7%*	*2.2%*	*1.4%*
%H		*56.5%*	*8.7%*	*82.6%*	*45.7%*	*37.0%*	*63.0%*
Any recorder	1090	811	117	675	506	169	915
%V	*40.1%*	*47.5%*	*46.6%*	*34.4%*	*42.0%*	*22.2%*	*44.0%*
%H		*74.4%*	*10.7%*	*61.9%*	*46.4%*	*15.5%*	*83.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2721	1707	251	1965	1204	761	2081
%H		*62.7%*	*9.2%*	*72.2%*	*44.2%*	*28.0%*	*76.5%*
Receives HDTV (via STB or built-in reception)	758	498	126	497	357	140	662
%V	*27.9%*	*29.2%*	*50.2%*	*25.3%*	*29.7%*	*18.4%*	*31.8%*
%H		*65.7%*	*16.6%*	*65.6%*	*47.1%*	*18.5%*	*87.3%*
DVD/Blu-ray player or recorder	1571	983	162	1147	713	434	1236
%V	*57.7%*	*57.6%*	*64.5%*	*58.4%*	*59.2%*	*57.0%*	*59.4%*
%H		*62.6%*	*10.3%*	*73.0%*	*45.4%*	*27.6%*	*78.7%*

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

October 2012 - September 2013

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	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
Under 20"	23	8	1	17	3	14	12
%V	*1.8%*	*1.1%*	*0.9%*	*2.0%*	*0.7%*	*3.3%*	*1.3%*
%H		*34.8%*	*4.3%*	*73.9%*	*13.0%*	*60.9%*	*52.2%*
20" - 29"	237	96	19	174	52	122	125
%V	*18.5%*	*13.0%*	*16.7%*	*20.0%*	*11.6%*	*28.9%*	*14.0%*
%H		*40.5%*	*8.0%*	*73.4%*	*21.9%*	*51.5%*	*52.7%*
30" - 39"	526	295	46	358	172	186	351
%V	*41.0%*	*39.9%*	*40.4%*	*41.1%*	*38.4%*	*44.1%*	*39.3%*
%H		*56.1%*	*8.7%*	*68.1%*	*32.7%*	*35.4%*	*66.7%*
40" and over	475	334	48	311	218	93	393
%V	*37.0%*	*45.1%*	*42.1%*	*35.7%*	*48.7%*	*22.0%*	*44.0%*
%H		*70.3%*	*10.1%*	*65.5%*	*45.9%*	*19.6%*	*82.7%*
Don't know	14	8	0	9	4	6	9
%V	*1.1%*	*1.1%*	*0.0%*	*1.0%*	*0.9%*	*1.4%*	*1.0%*
%H		*57.1%*	*0.0%*	*64.3%*	*28.6%*	*42.9%*	*64.3%*
Not Asked	9	0	0	1	0	1	4
%V	*0.7%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.4%*
%H		*0.0%*	*0.0%*	*11.1%*	*0.0%*	*11.1%*	*44.4%*

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
October 2012 - September 2013

S4C

Set level data

Table 25.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
PVR	757	569	81	462	352	110	628
%V	*59.0%*	*76.9%*	*71.1%*	*53.1%*	*78.6%*	*26.1%*	*70.2%*
%H		*75.2%*	*10.7%*	*61.0%*	*46.5%*	*14.5%*	*83.0%*
DVDR	77	43	9	52	28	24	58
%V	*6.0%*	*5.8%*	*7.9%*	*6.0%*	*6.3%*	*5.7%*	*6.5%*
%H		*55.8%*	*11.7%*	*67.5%*	*36.4%*	*31.2%*	*75.3%*
VCR	35	18	3	28	13	15	20
%V	*2.7%*	*2.4%*	*2.6%*	*3.2%*	*2.9%*	*3.6%*	*2.2%*
%H		*51.4%*	*8.6%*	*80.0%*	*37.1%*	*42.9%*	*57.1%*
Any recorder	804	587	84	500	363	136	655
%V	*62.6%*	*79.3%*	*73.7%*	*57.5%*	*81.0%*	*32.2%*	*73.3%*
%H		*73.0%*	*10.4%*	*62.2%*	*45.1%*	*16.9%*	*81.5%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1284	740	114	870	448	422	894
%H		*57.6%*	*8.9%*	*67.8%*	*34.9%*	*32.9%*	*69.6%*
Receives HDTV (via STB or built-in reception)	530	357	83	335	241	94	454
%V	*41.3%*	*48.2%*	*72.8%*	*38.5%*	*53.8%*	*22.3%*	*50.8%*
%H		*67.4%*	*15.7%*	*63.2%*	*45.5%*	*17.7%*	*85.7%*
DVD/Blu-ray player or recorder	966	574	93	661	360	302	714
%V	*75.2%*	*77.6%*	*81.6%*	*76.0%*	*80.4%*	*71.6%*	*79.9%*
%H		*59.4%*	*9.6%*	*68.4%*	*37.3%*	*31.3%*	*73.9%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
Under 20"	388	235	36	331	213	118	299
%V	*27.0%*	*24.3%*	*26.3%*	*30.2%*	*28.2%*	*34.8%*	*25.2%*
%H		*60.6%*	*9.3%*	*85.3%*	*54.9%*	*30.4%*	*77.1%*
20" - 29"	435	292	39	351	244	107	350
%V	*30.3%*	*30.2%*	*28.5%*	*32.1%*	*32.3%*	*31.6%*	*29.5%*
%H		*67.1%*	*9.0%*	*80.7%*	*56.1%*	*24.6%*	*80.5%*
30" - 39"	270	184	34	207	154	54	242
%V	*18.8%*	*19.0%*	*24.8%*	*18.9%*	*20.4%*	*15.9%*	*20.4%*
%H		*68.1%*	*12.6%*	*76.7%*	*57.0%*	*20.0%*	*89.6%*
40" and over	106	77	12	77	59	18	96
%V	*7.4%*	*8.0%*	*8.8%*	*7.0%*	*7.8%*	*5.3%*	*8.1%*
%H		*72.6%*	*11.3%*	*72.6%*	*55.7%*	*17.0%*	*90.6%*
Don't know	23	14	3	19	12	7	19
%V	*1.6%*	*1.4%*	*2.2%*	*1.7%*	*1.6%*	*2.1%*	*1.6%*
%H		*60.9%*	*13.0%*	*82.6%*	*52.2%*	*30.4%*	*82.6%*
Not Asked	215	164	13	110	74	35	180
%V	*15.0%*	*17.0%*	*9.5%*	*10.0%*	*9.8%*	*10.3%*	*15.2%*
%H		*76.3%*	*6.0%*	*51.2%*	*34.4%*	*16.3%*	*83.7%*

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

October 2012 - September 2013

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	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
PVR	257	207	30	151	127	24	236
%V	*17.9%*	*21.4%*	*21.9%*	*13.8%*	*16.8%*	*7.1%*	*19.9%*
%H		*80.5%*	*11.7%*	*58.8%*	*49.4%*	*9.3%*	*91.8%*
DVDR	29	17	3	24	14	9	26
%V	*2.0%*	*1.8%*	*2.2%*	*2.2%*	*1.9%*	*2.7%*	*2.2%*
%H		*58.6%*	*10.3%*	*82.8%*	*48.3%*	*31.0%*	*89.7%*
VCR	11	9	1	10	8	2	9
%V	*0.8%*	*0.9%*	*0.7%*	*0.9%*	*1.1%*	*0.6%*	*0.8%*
%H		*81.8%*	*9.1%*	*90.9%*	*72.7%*	*18.2%*	*81.8%*
Any recorder	286	224	33	175	142	33	260
%V	*19.9%*	*23.2%*	*24.1%*	*16.0%*	*18.8%*	*9.7%*	*21.9%*
%H		*78.3%*	*11.5%*	*61.2%*	*49.7%*	*11.5%*	*90.9%*

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	1437	966	137	1095	756	339	1186
%H		*67.2%*	*9.5%*	*76.2%*	*52.6%*	*23.6%*	*82.5%*
Receives HDTV (via STB or built-in reception)	227	142	43	162	115	46	208
%V	*15.8%*	*14.7%*	*31.4%*	*14.8%*	*15.2%*	*13.6%*	*17.5%*
%H		*62.6%*	*18.9%*	*71.4%*	*50.7%*	*20.3%*	*91.6%*
DVD/Blu-ray player or recorder	605	408	69	485	353	132	522
%V	*42.1%*	*42.2%*	*50.4%*	*44.3%*	*46.7%*	*38.9%*	*44.0%*
%H		*67.4%*	*11.4%*	*80.2%*	*58.3%*	*21.8%*	*86.3%*

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

October 2012 - September 2013

S4C

Individual level data

Table 25.21: Age 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 Inds	3045	2962	1857	272	1976	1157	819	2380
%H		*97.3%*	*61.0%*	*8.9%*	*64.9%*	*38.0%*	*26.9%*	*78.2%*
Total Children	558	551	383	43	339	218	121	472
%V	*18.3%*	*18.6%*	*20.6%*	*15.8%*	*17.2%*	*18.8%*	*14.8%*	*19.8%*
%H		*98.7%*	*68.6%*	*7.7%*	*60.8%*	*39.1%*	*21.7%*	*84.6%*
0 - 3	139	137	92	10	78	44	34	111
%V	*4.6%*	*4.6%*	*5.0%*	*3.7%*	*3.9%*	*3.8%*	*4.2%*	*4.7%*
%H		*98.6%*	*66.2%*	*7.2%*	*56.1%*	*31.7%*	*24.5%*	*79.9%*
4 - 15	419	413	290	34	262	174	87	361
%V	*13.8%*	*13.9%*	*15.6%*	*12.5%*	*13.3%*	*15.0%*	*10.6%*	*15.2%*
%H		*98.6%*	*69.2%*	*8.1%*	*62.5%*	*41.5%*	*20.8%*	*86.2%*
4 - 9	215	211	149	15	125	80	45	180
%V	*7.1%*	*7.1%*	*8.0%*	*5.5%*	*6.3%*	*6.9%*	*5.5%*	*7.6%*
%H		*98.1%*	*69.3%*	*7.0%*	*58.1%*	*37.2%*	*20.9%*	*83.7%*
10 - 15	205	202	141	19	136	94	42	181
%V	*6.7%*	*6.8%*	*7.6%*	*7.0%*	*6.9%*	*8.1%*	*5.1%*	*7.6%*
%H		*98.5%*	*68.8%*	*9.3%*	*66.3%*	*45.9%*	*20.5%*	*88.3%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.22: Adults - 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 Inds	3045	2962	1857	272	1976	1157	819	2380
%H		*97.3%*	*61.0%*	*8.9%*	*64.9%*	*38.0%*	*26.9%*	*78.2%*
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%V	*81.7%*	*81.4%*	*79.4%*	*84.2%*	*82.8%*	*81.1%*	*85.2%*	*80.2%*
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
16 - 19	142	139	94	14	95	64	31	130
%V	*4.7%*	*4.7%*	*5.1%*	*5.1%*	*4.8%*	*5.5%*	*3.8%*	*5.5%*
%H		*97.9%*	*66.2%*	*9.9%*	*66.9%*	*45.1%*	*21.8%*	*91.5%*
20 - 24	205	182	107	20	118	70	47	171
%V	*6.7%*	*6.1%*	*5.8%*	*7.4%*	*6.0%*	*6.1%*	*5.7%*	*7.2%*
%H		*88.8%*	*52.2%*	*9.8%*	*57.6%*	*34.1%*	*22.9%*	*83.4%*
25 - 34	385	371	241	38	226	140	87	321
%V	*12.6%*	*12.5%*	*13.0%*	*14.0%*	*11.4%*	*12.1%*	*10.6%*	*13.5%*
%H		*96.4%*	*62.6%*	*9.9%*	*58.7%*	*36.4%*	*22.6%*	*83.4%*
35 - 44	369	356	239	38	227	149	78	321
%V	*12.1%*	*12.0%*	*12.9%*	*14.0%*	*11.5%*	*12.9%*	*9.5%*	*13.5%*
%H		*96.5%*	*64.8%*	*10.3%*	*61.5%*	*40.4%*	*21.1%*	*87.0%*
45 - 54	429	421	274	41	287	180	107	374
%V	*14.1%*	*14.2%*	*14.8%*	*15.1%*	*14.5%*	*15.6%*	*13.1%*	*15.7%*
%H		*98.1%*	*63.9%*	*9.6%*	*66.9%*	*42.0%*	*24.9%*	*87.2%*
55 - 64	379	374	230	35	259	150	109	303
%V	*12.4%*	*12.6%*	*12.4%*	*12.9%*	*13.1%*	*13.0%*	*13.3%*	*12.7%*
%H		*98.7%*	*60.7%*	*9.2%*	*68.3%*	*39.6%*	*28.8%*	*79.9%*
65+	579	569	289	42	425	186	239	289
%V	*19.0%*	*19.2%*	*15.6%*	*15.4%*	*21.5%*	*16.1%*	*29.2%*	*12.1%*
%H		*98.3%*	*49.9%*	*7.3%*	*73.4%*	*32.1%*	*41.3%*	*49.9%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
AB	551	537	337	48	376	223	153	499
%V	*22.2%*	*22.3%*	*22.8%*	*21.0%*	*23.0%*	*23.8%*	*21.9%*	*26.2%*
%H		*97.5%*	*61.2%*	*8.7%*	*68.2%*	*40.5%*	*27.8%*	*90.6%*
C1	635	597	348	70	403	232	171	534
%V	*25.5%*	*24.8%*	*23.6%*	*30.6%*	*24.6%*	*24.7%*	*24.5%*	*28.0%*
%H		*94.0%*	*54.8%*	*11.0%*	*63.5%*	*36.5%*	*26.9%*	*84.1%*
C2	591	583	379	52	411	258	153	463
%V	*23.8%*	*24.2%*	*25.7%*	*22.7%*	*25.1%*	*27.5%*	*21.9%*	*24.3%*
%H		*98.6%*	*64.1%*	*8.8%*	*69.5%*	*43.7%*	*25.9%*	*78.3%*
D	450	444	279	41	281	157	124	302
%V	*18.1%*	*18.4%*	*18.9%*	*17.9%*	*17.2%*	*16.7%*	*17.8%*	*15.8%*
%H		*98.7%*	*62.0%*	*9.1%*	*62.4%*	*34.9%*	*27.6%*	*67.1%*
E	260	251	132	18	165	68	97	109
%V	*10.5%*	*10.4%*	*8.9%*	*7.9%*	*10.1%*	*7.2%*	*13.9%*	*5.7%*
%H		*96.5%*	*50.8%*	*6.9%*	*63.5%*	*26.2%*	*37.3%*	*41.9%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2487	2411	1475	229	1636	938	698	1908
%H		*96.9%*	*59.3%*	*9.2%*	*65.8%*	*37.7%*	*28.1%*	*76.7%*
Working full time	1058	1037	681	108	693	447	246	945
%V	*42.5%*	*43.0%*	*46.2%*	*47.2%*	*42.4%*	*47.7%*	*35.2%*	*49.5%*
%H		*98.0%*	*64.4%*	*10.2%*	*65.5%*	*42.2%*	*23.3%*	*89.3%*
Working part time	245	241	155	23	158	96	63	209
%V	*9.9%*	*10.0%*	*10.5%*	*10.0%*	*9.7%*	*10.2%*	*9.0%*	*11.0%*
%H		*98.4%*	*63.3%*	*9.4%*	*64.5%*	*39.2%*	*25.7%*	*85.3%*
Not working	1184	1134	639	97	785	395	390	754
%V	*47.6%*	*47.0%*	*43.3%*	*42.4%*	*48.0%*	*42.1%*	*55.9%*	*39.5%*
%H		*95.8%*	*54.0%*	*8.2%*	*66.3%*	*33.4%*	*32.9%*	*63.7%*
Housewife/Houseperson	1327	1285	741	114	871	448	422	919
%V	*53.4%*	*53.3%*	*50.2%*	*49.8%*	*53.2%*	*47.8%*	*60.5%*	*48.2%*
%H		*96.8%*	*55.8%*	*8.6%*	*65.6%*	*33.8%*	*31.8%*	*69.3%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.25: Males - 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 Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
16 - 19	76	75	51	9	52	36	15	69
%V	*6.2%*	*6.4%*	*7.0%*	*8.0%*	*6.6%*	*7.7%*	*4.6%*	*7.2%*
%H		*98.7%*	*67.1%*	*11.8%*	*68.4%*	*47.4%*	*19.7%*	*90.8%*
20 - 24	102	91	55	8	60	36	23	88
%V	*8.4%*	*7.8%*	*7.5%*	*7.1%*	*7.6%*	*7.7%*	*7.1%*	*9.2%*
%H		*89.2%*	*53.9%*	*7.8%*	*58.8%*	*35.3%*	*22.5%*	*86.3%*
25 - 34	194	186	119	20	115	71	44	164
%V	*15.9%*	*15.8%*	*16.3%*	*17.9%*	*14.5%*	*15.1%*	*13.6%*	*17.2%*
%H		*95.9%*	*61.3%*	*10.3%*	*59.3%*	*36.6%*	*22.7%*	*84.5%*
35 - 44	182	174	114	19	111	70	41	153
%V	*15.0%*	*14.8%*	*15.6%*	*17.0%*	*14.0%*	*14.9%*	*12.7%*	*16.0%*
%H		*95.6%*	*62.6%*	*10.4%*	*61.0%*	*38.5%*	*22.5%*	*84.1%*
45 - 54	210	205	134	21	138	87	51	183
%V	*17.3%*	*17.5%*	*18.3%*	*18.8%*	*17.4%*	*18.6%*	*15.8%*	*19.1%*
%H		*97.6%*	*63.8%*	*10.0%*	*65.7%*	*41.4%*	*24.3%*	*87.1%*
55 - 64	185	182	113	16	126	72	54	149
%V	*15.2%*	*15.5%*	*15.5%*	*14.3%*	*15.9%*	*15.4%*	*16.7%*	*15.6%*
%H		*98.4%*	*61.1%*	*8.6%*	*68.1%*	*38.9%*	*29.2%*	*80.5%*
65+	267	261	145	20	191	95	96	150
%V	*21.9%*	*22.2%*	*19.8%*	*17.9%*	*24.1%*	*20.3%*	*29.7%*	*15.7%*
%H		*97.8%*	*54.3%*	*7.5%*	*71.5%*	*35.6%*	*36.0%*	*56.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
AB	274	266	170	25	183	112	71	250
%V	*22.5%*	*22.7%*	*23.3%*	*22.3%*	*23.1%*	*23.9%*	*22.0%*	*26.2%*
%H		*97.1%*	*62.0%*	*9.1%*	*66.8%*	*40.9%*	*25.9%*	*91.2%*
C1	297	277	167	30	188	113	74	259
%V	*24.4%*	*23.6%*	*22.8%*	*26.8%*	*23.7%*	*24.1%*	*22.9%*	*27.1%*
%H		*93.3%*	*56.2%*	*10.1%*	*63.3%*	*38.0%*	*24.9%*	*87.2%*
C2	316	310	199	29	221	138	83	245
%V	*26.0%*	*26.4%*	*27.2%*	*25.9%*	*27.9%*	*29.4%*	*25.7%*	*25.6%*
%H		*98.1%*	*63.0%*	*9.2%*	*69.9%*	*43.7%*	*26.3%*	*77.5%*
D	219	216	138	21	131	75	56	153
%V	*18.0%*	*18.4%*	*18.9%*	*18.8%*	*16.5%*	*16.0%*	*17.3%*	*16.0%*
%H		*98.6%*	*63.0%*	*9.6%*	*59.8%*	*34.2%*	*25.6%*	*69.9%*
E	111	105	57	8	69	30	39	49
%V	*9.1%*	*8.9%*	*7.8%*	*7.1%*	*8.7%*	*6.4%*	*12.1%*	*5.1%*
%H		*94.6%*	*51.4%*	*7.2%*	*62.2%*	*27.0%*	*35.1%*	*44.1%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1217	1174	731	112	792	469	323	956
%H		*96.5%*	*60.1%*	*9.2%*	*65.1%*	*38.5%*	*26.5%*	*78.6%*
Working full time	634	620	411	64	409	264	144	564
%V	*52.1%*	*52.8%*	*56.2%*	*57.1%*	*51.6%*	*56.3%*	*44.6%*	*59.0%*
%H		*97.8%*	*64.8%*	*10.1%*	*64.5%*	*41.6%*	*22.7%*	*89.0%*
Working part time	59	57	35	5	38	21	17	48
%V	*4.8%*	*4.9%*	*4.8%*	*4.5%*	*4.8%*	*4.5%*	*5.3%*	*5.0%*
%H		*96.6%*	*59.3%*	*8.5%*	*64.4%*	*35.6%*	*28.8%*	*81.4%*
Not working	524	497	285	44	346	184	162	344
%V	*43.1%*	*42.3%*	*39.0%*	*39.3%*	*43.7%*	*39.2%*	*50.2%*	*36.0%*
%H		*94.8%*	*54.4%*	*8.4%*	*66.0%*	*35.1%*	*30.9%*	*65.6%*
Housewife/Houseperson	277	257	131	21	171	72	99	159
%V	*22.8%*	*21.9%*	*17.9%*	*18.8%*	*21.6%*	*15.4%*	*30.7%*	*16.6%*
%H		*92.8%*	*47.3%*	*7.6%*	*61.7%*	*26.0%*	*35.7%*	*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

October 2012 - September 2013

S4C

Individual level data

Table 25.28: Females - 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 Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
16 - 19	66	64	43	5	44	28	16	61
%V	*5.2%*	*5.2%*	*5.8%*	*4.3%*	*5.2%*	*6.0%*	*4.3%*	*6.4%*
%H		*97.0%*	*65.2%*	*7.6%*	*66.7%*	*42.4%*	*24.2%*	*92.4%*
20 - 24	102	91	52	12	58	34	24	83
%V	*8.0%*	*7.4%*	*7.0%*	*10.3%*	*6.9%*	*7.2%*	*6.4%*	*8.7%*
%H		*89.2%*	*51.0%*	*11.8%*	*56.9%*	*33.3%*	*23.5%*	*81.4%*
25 - 34	191	185	122	18	111	68	43	157
%V	*15.0%*	*15.0%*	*16.4%*	*15.5%*	*13.2%*	*14.5%*	*11.5%*	*16.5%*
%H		*96.9%*	*63.9%*	*9.4%*	*58.1%*	*35.6%*	*22.5%*	*82.2%*
35 - 44	187	182	126	20	116	79	37	168
%V	*14.7%*	*14.7%*	*16.9%*	*17.2%*	*13.7%*	*16.8%*	*9.9%*	*17.6%*
%H		*97.3%*	*67.4%*	*10.7%*	*62.0%*	*42.2%*	*19.8%*	*89.8%*
45 - 54	219	216	140	20	149	92	57	191
%V	*17.2%*	*17.5%*	*18.8%*	*17.2%*	*17.7%*	*19.6%*	*15.2%*	*20.1%*
%H		*98.6%*	*63.9%*	*9.1%*	*68.0%*	*42.0%*	*26.0%*	*87.2%*
55 - 64	193	191	117	19	133	78	55	154
%V	*15.2%*	*15.4%*	*15.7%*	*16.4%*	*15.8%*	*16.6%*	*14.7%*	*16.2%*
%H		*99.0%*	*60.6%*	*9.8%*	*68.9%*	*40.4%*	*28.5%*	*79.8%*
65+	312	307	144	22	234	91	143	139
%V	*24.6%*	*24.8%*	*19.4%*	*19.0%*	*27.7%*	*19.4%*	*38.1%*	*14.6%*
%H		*98.4%*	*46.2%*	*7.1%*	*75.0%*	*29.2%*	*45.8%*	*44.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
AB	277	271	167	22	193	111	82	249
%V	*21.8%*	*21.9%*	*22.4%*	*19.0%*	*22.9%*	*23.7%*	*21.9%*	*26.2%*
%H		*97.8%*	*60.3%*	*7.9%*	*69.7%*	*40.1%*	*29.6%*	*89.9%*
C1	338	320	181	39	216	119	97	276
%V	*26.6%*	*25.9%*	*24.3%*	*33.6%*	*25.6%*	*25.4%*	*25.9%*	*29.0%*
%H		*94.7%*	*53.6%*	*11.5%*	*63.9%*	*35.2%*	*28.7%*	*81.7%*
C2	275	272	180	23	191	121	70	218
%V	*21.7%*	*22.0%*	*24.2%*	*19.8%*	*22.6%*	*25.8%*	*18.7%*	*22.9%*
%H		*98.9%*	*65.5%*	*8.4%*	*69.5%*	*44.0%*	*25.5%*	*79.3%*
D	231	229	141	20	149	81	68	149
%V	*18.2%*	*18.5%*	*19.0%*	*17.2%*	*17.7%*	*17.3%*	*18.1%*	*15.7%*
%H		*99.1%*	*61.0%*	*8.7%*	*64.5%*	*35.1%*	*29.4%*	*64.5%*
E	150	146	76	11	95	38	58	60
%V	*11.8%*	*11.8%*	*10.2%*	*9.5%*	*11.3%*	*8.1%*	*15.5%*	*6.3%*
%H		*97.3%*	*50.7%*	*7.3%*	*63.3%*	*25.3%*	*38.7%*	*40.0%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

S4C

Individual level data

Table 25.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1270	1237	744	116	844	469	375	952
%H		*97.4%*	*58.6%*	*9.1%*	*66.5%*	*36.9%*	*29.5%*	*75.0%*
Working full time	423	417	270	45	284	183	101	380
%V	*33.3%*	*33.7%*	*36.3%*	*38.8%*	*33.6%*	*39.0%*	*26.9%*	*39.9%*
%H		*98.6%*	*63.8%*	*10.6%*	*67.1%*	*43.3%*	*23.9%*	*89.8%*
Working part time	186	184	120	19	121	75	46	161
%V	*14.6%*	*14.9%*	*16.1%*	*16.4%*	*14.3%*	*16.0%*	*12.3%*	*16.9%*
%H		*98.9%*	*64.5%*	*10.2%*	*65.1%*	*40.3%*	*24.7%*	*86.6%*
Not working	660	637	354	52	439	211	228	410
%V	*52.0%*	*51.5%*	*47.6%*	*44.8%*	*52.0%*	*45.0%*	*60.8%*	*43.1%*
%H		*96.5%*	*53.6%*	*7.9%*	*66.5%*	*32.0%*	*34.5%*	*62.1%*
Housewife/Houseperson	1049	1029	610	93	700	376	323	760
%V	*82.6%*	*83.2%*	*82.0%*	*80.2%*	*82.9%*	*80.2%*	*86.1%*	*79.8%*
%H		*98.1%*	*58.2%*	*8.9%*	*66.7%*	*35.8%*	*30.8%*	*72.4%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

Contents Page

Household

Table 26.1: Social Grade	704
Table 26.2: Housewife Age	705
Table 26.3: Size of Household	706
Table 26.4: Presence of Children	707
Table 26.5: Number of TV sets in household	708
Table 26.6: Screen size	709
Table 26.7: Location of ANY set in household	710
Table 26.8: Recorders	711
Table 26.9: Recorders and other equipment	712
Table 26.10: Computers and Internet	713

Sets

Table 26.11: Screen Size	714
Table 26.12: Location of set	715
Table 26.13: Recorders	716
Table 26.14: Other TV equipment	716
Table 26.15: Main Set Screen Size	717
Table 26.16: Main Set Recorders	718
Table 26.17: Main Set - Other TV equipment	718
Table 26.18: Other Sets (non-Main Set) Screen Size	719
Table 26.19: Other Set (non-Main Set) Recorders	720
Table 26.20: Other Set (non-Main Set) - Other TV equipment	720

Individuals

Table 26.21: Age of Children	721
Table 26.22: Adults - Age	722
Table 26.23: Social Grade (Adults 16+)	723
Table 26.24: Working Status (Adults 16+)	724
Table 26.25: Males - Age	725
Table 26.26: Social Grade (Males 16+)	726
Table 26.27: Working Status (Males 16+)	727
Table 26.28: Females - Age	728
Table 26.29: Social Grade (Females 16+)	729
Table 26.30: Working Status (Females 16+)	730

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.1: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
AB	2049	1980	957	264	1461	703	758	1860
%V	*26.2%*	*26.2%*	*27.1%*	*26.1%*	*26.6%*	*27.9%*	*25.4%*	*31.2%*
%H (All HH)		*96.6%*	*46.7%*	*12.9%*	*71.3%*	*34.3%*	*37.0%*	*90.8%*
%H (TV HH)			*48.3%*	*13.3%*	*73.8%*	*35.5%*	*38.3%*	
C1	2230	2141	1002	322	1537	726	811	1817
%V	*28.5%*	*28.4%*	*28.3%*	*31.8%*	*27.9%*	*28.9%*	*27.2%*	*30.5%*
%H (All HH)		*96.0%*	*44.9%*	*14.4%*	*68.9%*	*32.6%*	*36.4%*	*81.5%*
%H (TV HH)			*46.8%*	*15.0%*	*71.8%*	*33.9%*	*37.9%*	
C2	1679	1638	821	223	1199	605	594	1298
%V	*21.5%*	*21.7%*	*23.2%*	*22.0%*	*21.8%*	*24.0%*	*19.9%*	*21.8%*
%H (All HH)		*97.6%*	*48.9%*	*13.3%*	*71.4%*	*36.0%*	*35.4%*	*77.3%*
%H (TV HH)			*50.1%*	*13.6%*	*73.2%*	*36.9%*	*36.3%*	
D	1064	1024	477	129	723	305	418	678
%V	*13.6%*	*13.6%*	*13.5%*	*12.7%*	*13.1%*	*12.1%*	*14.0%*	*11.4%*
%H (All HH)		*96.2%*	*44.8%*	*12.1%*	*68.0%*	*28.7%*	*39.3%*	*63.7%*
%H (TV HH)			*46.6%*	*12.6%*	*70.6%*	*29.8%*	*40.8%*	
E	801	764	278	74	580	177	403	306
%V	*10.2%*	*10.1%*	*7.9%*	*7.3%*	*10.5%*	*7.0%*	*13.5%*	*5.1%*
%H (All HH)		*95.4%*	*34.7%*	*9.2%*	*72.4%*	*22.1%*	*50.3%*	*38.2%*
%H (TV HH)			*36.4%*	*9.7%*	*75.9%*	*23.2%*	*52.7%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Under 25	318	278	114	38	175	63	112	228
%V	*4.1%*	*3.7%*	*3.2%*	*3.8%*	*3.2%*	*2.5%*	*3.8%*	*3.8%*
%H (All HH)		*87.4%*	*35.8%*	*11.9%*	*55.0%*	*19.8%*	*35.2%*	*71.7%*
%H (TV HH)			*41.0%*	*13.7%*	*62.9%*	*22.7%*	*40.3%*	
25 - 34	1086	1021	550	172	624	338	287	956
%V	*13.9%*	*13.5%*	*15.6%*	*17.0%*	*11.3%*	*13.4%*	*9.6%*	*16.0%*
%H (All HH)		*94.0%*	*50.6%*	*15.8%*	*57.5%*	*31.1%*	*26.4%*	*88.0%*
%H (TV HH)			*53.9%*	*16.8%*	*61.1%*	*33.1%*	*28.1%*	
35 - 44	1282	1240	683	193	817	460	357	1163
%V	*16.4%*	*16.4%*	*19.3%*	*19.1%*	*14.9%*	*18.3%*	*12.0%*	*19.5%*
%H (All HH)		*96.7%*	*53.3%*	*15.1%*	*63.7%*	*35.9%*	*27.8%*	*90.7%*
%H (TV HH)			*55.1%*	*15.6%*	*65.9%*	*37.1%*	*28.8%*	
45 - 54	1525	1483	754	249	1078	593	485	1378
%V	*19.5%*	*19.7%*	*21.3%*	*24.6%*	*19.6%*	*23.6%*	*16.3%*	*23.1%*
%H (All HH)		*97.2%*	*49.4%*	*16.3%*	*70.7%*	*38.9%*	*31.8%*	*90.4%*
%H (TV HH)			*50.8%*	*16.8%*	*72.7%*	*40.0%*	*32.7%*	
55 - 64	1318	1280	610	161	957	443	515	1075
%V	*16.8%*	*17.0%*	*17.3%*	*15.9%*	*17.4%*	*17.6%*	*17.3%*	*18.0%*
%H (All HH)		*97.1%*	*46.3%*	*12.2%*	*72.6%*	*33.6%*	*39.1%*	*81.6%*
%H (TV HH)			*47.7%*	*12.6%*	*74.8%*	*34.6%*	*40.2%*	
65 +	2295	2245	824	200	1848	619	1230	1159
%V	*29.3%*	*29.7%*	*23.3%*	*19.7%*	*33.6%*	*24.6%*	*41.2%*	*19.4%*
%H (All HH)		*97.8%*	*35.9%*	*8.7%*	*80.5%*	*27.0%*	*53.6%*	*50.5%*
%H (TV HH)			*36.7%*	*8.9%*	*82.3%*	*27.6%*	*54.8%*	

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

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.3: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
1	2362	2218	738	231	1717	482	1235	1203
%V	*30.2%*	*29.4%*	*20.9%*	*22.8%*	*31.2%*	*19.2%*	*41.4%*	*20.2%*
%H (All HH)		*93.9%*	*31.2%*	*9.8%*	*72.7%*	*20.4%*	*52.3%*	*50.9%*
%H (TV HH)			*33.3%*	*10.4%*	*77.4%*	*21.7%*	*55.7%*	
2	2768	2694	1310	334	1978	930	1049	2266
%V	*35.4%*	*35.7%*	*37.1%*	*33.0%*	*36.0%*	*37.0%*	*35.2%*	*38.0%*
%H (All HH)		*97.3%*	*47.3%*	*12.1%*	*71.5%*	*33.6%*	*37.9%*	*81.9%*
%H (TV HH)			*48.6%*	*12.4%*	*73.4%*	*34.5%*	*38.9%*	
3	1177	1155	636	189	807	480	327	1070
%V	*15.0%*	*15.3%*	*18.0%*	*18.7%*	*14.7%*	*19.1%*	*11.0%*	*18.0%*
%H (All HH)		*98.1%*	*54.0%*	*16.1%*	*68.6%*	*40.8%*	*27.8%*	*90.9%*
%H (TV HH)			*55.1%*	*16.4%*	*69.9%*	*41.6%*	*28.3%*	
4	1060	1037	607	172	699	436	263	993
%V	*13.5%*	*13.7%*	*17.2%*	*17.0%*	*12.7%*	*17.3%*	*8.8%*	*16.7%*
%H (All HH)		*97.8%*	*57.3%*	*16.2%*	*65.9%*	*41.1%*	*24.8%*	*93.7%*
%H (TV HH)			*58.5%*	*16.6%*	*67.4%*	*42.0%*	*25.4%*	
5+	456	443	245	86	299	189	110	426
%V	*5.8%*	*5.9%*	*6.9%*	*8.5%*	*5.4%*	*7.5%*	*3.7%*	*7.1%*
%H (All HH)		*97.1%*	*53.7%*	*18.9%*	*65.6%*	*41.4%*	*24.1%*	*93.4%*
%H (TV HH)			*55.3%*	*19.4%*	*67.5%*	*42.7%*	*24.8%*	
Average HH size	2.32	2.33	2.55	2.59	2.27	2.60	2.00	2.55

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Without	5866	5623	2447	706	4236	1777	2459	4186
%V	*75.0%*	*74.5%*	*69.2%*	*69.7%*	*77.0%*	*70.6%*	*82.4%*	*70.2%*
%H (All HH)		*95.9%*	*41.7%*	*12.0%*	*72.2%*	*30.3%*	*41.9%*	*71.4%*
%H (TV HH)			*43.5%*	*12.6%*	*75.3%*	*31.6%*	*43.7%*	
With	1956	1925	1088	307	1264	739	525	1773
%V	*25.0%*	*25.5%*	*30.8%*	*30.3%*	*23.0%*	*29.4%*	*17.6%*	*29.8%*
%H (All HH)		*98.4%*	*55.6%*	*15.7%*	*64.6%*	*37.8%*	*26.8%*	*90.6%*
%H (TV HH)			*56.5%*	*15.9%*	*65.7%*	*38.4%*	*27.3%*	
0 - 3	738	724	404	103	457	247	210	641
%V	*9.4%*	*9.6%*	*11.4%*	*10.2%*	*8.3%*	*9.8%*	*7.0%*	*10.8%*
%H (All HH)		*98.1%*	*54.7%*	*14.0%*	*61.9%*	*33.5%*	*28.5%*	*86.9%*
%H (TV HH)			*55.8%*	*14.2%*	*63.1%*	*34.1%*	*29.0%*	
4 - 9	989	973	567	148	616	362	254	895
%V	*12.6%*	*12.9%*	*16.0%*	*14.6%*	*11.2%*	*14.4%*	*8.5%*	*15.0%*
%H (All HH)		*98.4%*	*57.3%*	*15.0%*	*62.3%*	*36.6%*	*25.7%*	*90.5%*
%H (TV HH)			*58.3%*	*15.2%*	*63.3%*	*37.2%*	*26.1%*	
10 - 15	911	899	521	153	626	396	229	849
%V	*11.6%*	*11.9%*	*14.7%*	*15.1%*	*11.4%*	*15.7%*	*7.7%*	*14.2%*
%H (All HH)		*98.7%*	*57.2%*	*16.8%*	*68.7%*	*43.5%*	*25.1%*	*93.2%*
%H (TV HH)			*58.0%*	*17.0%*	*69.6%*	*44.0%*	*25.5%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.5: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
1	2900	2900	1069	340	1873	430	1444	1918
%V	*37.1%*	*38.4%*	*30.2%*	*33.6%*	*34.1%*	*17.1%*	*48.4%*	*32.2%*
%H (All HH)		*100.0%*	*36.9%*	*11.7%*	*64.6%*	*14.8%*	*49.8%*	*66.1%*
%H (TV HH)			*36.9%*	*11.7%*	*64.6%*	*14.8%*	*49.8%*	
2	2659	2659	1293	357	2009	988	1020	2061
%V	*34.0%*	*35.2%*	*36.6%*	*35.2%*	*36.5%*	*39.3%*	*34.2%*	*34.6%*
%H (All HH)		*100.0%*	*48.6%*	*13.4%*	*75.6%*	*37.2%*	*38.4%*	*77.5%*
%H (TV HH)			*48.6%*	*13.4%*	*75.6%*	*37.2%*	*38.4%*	
3	1225	1225	697	188	976	628	348	1070
%V	*15.7%*	*16.2%*	*19.7%*	*18.6%*	*17.7%*	*25.0%*	*11.7%*	*18.0%*
%H (All HH)		*100.0%*	*56.9%*	*15.3%*	*79.7%*	*51.3%*	*28.4%*	*87.3%*
%H (TV HH)			*56.9%*	*15.3%*	*79.7%*	*51.3%*	*28.4%*	
4	497	497	308	78	411	293	118	463
%V	*6.4%*	*6.6%*	*8.7%*	*7.7%*	*7.5%*	*11.6%*	*4.0%*	*7.8%*
%H (All HH)		*100.0%*	*62.0%*	*15.7%*	*82.7%*	*59.0%*	*23.7%*	*93.2%*
%H (TV HH)			*62.0%*	*15.7%*	*82.7%*	*59.0%*	*23.7%*	
5+	267	267	167	50	231	177	53	260
%V	*3.4%*	*3.5%*	*4.7%*	*4.9%*	*4.2%*	*7.0%*	*1.8%*	*4.4%*
%H (All HH)		*100.0%*	*62.5%*	*18.7%*	*86.5%*	*66.3%*	*19.9%*	*97.4%*
%H (TV HH)			*62.5%*	*18.7%*	*86.5%*	*66.3%*	*19.9%*	

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

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.6: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Under 20"	2106	2106	984	258	1812	932	880	1650
%V	*26.9%*	*27.9%*	*27.8%*	*25.5%*	*32.9%*	*37.0%*	*29.5%*	*27.7%*
%H (All HH)		*100.0%*	*46.7%*	*12.3%*	*86.0%*	*44.3%*	*41.8%*	*78.3%*
%H (TV HH)			*46.7%*	*12.3%*	*86.0%*	*44.3%*	*41.8%*	
20" - 29"	3008	3008	1318	377	2405	1078	1328	2213
%V	*38.5%*	*39.9%*	*37.3%*	*37.2%*	*43.7%*	*42.8%*	*44.5%*	*37.1%*
%H (All HH)		*100.0%*	*43.8%*	*12.5%*	*80.0%*	*35.8%*	*44.1%*	*73.6%*
%H (TV HH)			*43.8%*	*12.5%*	*80.0%*	*35.8%*	*44.1%*	
30" - 39"	3828	3828	1869	531	2867	1415	1453	3027
%V	*48.9%*	*50.7%*	*52.9%*	*52.4%*	*52.1%*	*56.2%*	*48.7%*	*50.8%*
%H (All HH)		*100.0%*	*48.8%*	*13.9%*	*74.9%*	*37.0%*	*38.0%*	*79.1%*
%H (TV HH)			*48.8%*	*13.9%*	*74.9%*	*37.0%*	*38.0%*	
40" and over	2888	2888	1756	470	1970	1286	684	2547
%V	*36.9%*	*38.3%*	*49.7%*	*46.4%*	*35.8%*	*51.1%*	*22.9%*	*42.7%*
%H (All HH)		*100.0%*	*60.8%*	*16.3%*	*68.2%*	*44.5%*	*23.7%*	*88.2%*
%H (TV HH)			*60.8%*	*16.3%*	*68.2%*	*44.5%*	*23.7%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.7: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Main living room	7402	7402	3498	1004	5429	2497	2932	5668
%V	*94.6%*	*98.1%*	*99.0%*	*99.1%*	*98.7%*	*99.2%*	*98.3%*	*95.1%*
%H (All HH)		*100.0%*	*47.3%*	*13.6%*	*73.3%*	*33.7%*	*39.6%*	*76.6%*
%H (TV HH)			*47.3%*	*13.6%*	*73.3%*	*33.7%*	*39.6%*	
Kitchen	1010	1010	520	112	879	495	384	831
%V	*12.9%*	*13.4%*	*14.7%*	*11.1%*	*16.0%*	*19.7%*	*12.9%*	*13.9%*
%H (All HH)		*100.0%*	*51.5%*	*11.1%*	*87.0%*	*49.0%*	*38.0%*	*82.3%*
%H (TV HH)			*51.5%*	*11.1%*	*87.0%*	*49.0%*	*38.0%*	
Adult's bedroom	3117	3117	1681	461	2518	1515	1003	2603
%V	*39.8%*	*41.3%*	*47.6%*	*45.5%*	*45.8%*	*60.2%*	*33.6%*	*43.7%*
%H (All HH)		*100.0%*	*53.9%*	*14.8%*	*80.8%*	*48.6%*	*32.2%*	*83.5%*
%H (TV HH)			*53.9%*	*14.8%*	*80.8%*	*48.6%*	*32.2%*	
Child's bedroom	576	576	355	108	464	345	120	535
%V	*7.4%*	*7.6%*	*10.0%*	*10.7%*	*8.4%*	*13.7%*	*4.0%*	*9.0%*
%H (All HH)		*100.0%*	*61.6%*	*18.8%*	*80.6%*	*59.9%*	*20.8%*	*92.9%*
%H (TV HH)			*61.6%*	*18.8%*	*80.6%*	*59.9%*	*20.8%*	
Other bedroom	388	388	218	68	322	216	107	352
%V	*5.0%*	*5.1%*	*6.2%*	*6.7%*	*5.9%*	*8.6%*	*3.6%*	*5.9%*
%H (All HH)		*100.0%*	*56.2%*	*17.5%*	*83.0%*	*55.7%*	*27.6%*	*90.7%*
%H (TV HH)			*56.2%*	*17.5%*	*83.0%*	*55.7%*	*27.6%*	
Second living/dining room	676	676	356	90	560	323	237	571
%V	*8.6%*	*9.0%*	*10.1%*	*8.9%*	*10.2%*	*12.8%*	*7.9%*	*9.6%*
%H (All HH)		*100.0%*	*52.7%*	*13.3%*	*82.8%*	*47.8%*	*35.1%*	*84.5%*
%H (TV HH)			*52.7%*	*13.3%*	*82.8%*	*47.8%*	*35.1%*	
Study/office	121	121	72	16	97	65	32	116
%V	*1.5%*	*1.6%*	*2.0%*	*1.6%*	*1.8%*	*2.6%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*59.5%*	*13.2%*	*80.2%*	*53.7%*	*26.4%*	*95.9%*
%H (TV HH)			*59.5%*	*13.2%*	*80.2%*	*53.7%*	*26.4%*	
TV room	48	48	29	8	32	21	11	47
%V	*0.6%*	*0.6%*	*0.8%*	*0.8%*	*0.6%*	*0.8%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*60.4%*	*16.7%*	*66.7%*	*43.8%*	*22.9%*	*97.9%*
%H (TV HH)			*60.4%*	*16.7%*	*66.7%*	*43.8%*	*22.9%*	
Conservatory	144	144	81	20	128	82	46	128
%V	*1.8%*	*1.9%*	*2.3%*	*2.0%*	*2.3%*	*3.3%*	*1.5%*	*2.1%*
%H (All HH)		*100.0%*	*56.3%*	*13.9%*	*88.9%*	*56.9%*	*31.9%*	*88.9%*
%H (TV HH)			*56.3%*	*13.9%*	*88.9%*	*56.9%*	*31.9%*	
Attic or loft room	15	15	9	2	13	8	4	13
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*13.3%*	*86.7%*	*53.3%*	*26.7%*	*86.7%*
%H (TV HH)			*60.0%*	*13.3%*	*86.7%*	*53.3%*	*26.7%*	
No specific location	20	20	9	3	15	7	7	17
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*45.0%*	*15.0%*	*75.0%*	*35.0%*	*35.0%*	*85.0%*
%H (TV HH)			*45.0%*	*15.0%*	*75.0%*	*35.0%*	*35.0%*	
Other	54	54	37	6	41	29	12	50
%V	*0.7%*	*0.7%*	*1.0%*	*0.6%*	*0.7%*	*1.2%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*68.5%*	*11.1%*	*75.9%*	*53.7%*	*22.2%*	*92.6%*
%H (TV HH)			*68.5%*	*11.1%*	*75.9%*	*53.7%*	*22.2%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.8: Recorders 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Any DSAT provider	3535	3535	3535	54	2023	2023	0	3001
%V	*45.2%*	*46.8%*	*100.0%*	*5.3%*	*36.8%*	*80.4%*	*0.0%*	*50.4%*
%H (All HH)			*100.0%*	*1.5%*	*57.2%*	*57.2%*	*0.0%*	*84.9%*
%H (TV HH)			*100.0%*	*1.5%*	*57.2%*	*57.2%*	*0.0%*	
Sky with subcription	2814	2814	2814	23	1605	1605	0	2464
%V	*36.0%*	*37.3%*	*79.6%*	*2.3%*	*29.2%*	*63.8%*	*0.0%*	*41.3%*
%H (All HH)			*100.0%*	*0.8%*	*57.0%*	*57.0%*	*0.0%*	*87.6%*
%H (TV HH)			*100.0%*	*0.8%*	*57.0%*	*57.0%*	*0.0%*	
Sky without subscription	244	244	244	9	133	133	0	168
%V	*3.1%*	*3.2%*	*6.9%*	*0.9%*	*2.4%*	*5.3%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*3.7%*	*54.5%*	*54.5%*	*0.0%*	*68.9%*
%H (TV HH)			*100.0%*	*3.7%*	*54.5%*	*54.5%*	*0.0%*	
Freesat	458	458	458	17	277	277	0	358
%V	*5.9%*	*6.1%*	*13.0%*	*1.7%*	*5.0%*	*11.0%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*3.7%*	*60.5%*	*60.5%*	*0.0%*	*78.2%*
%H (TV HH)			*100.0%*	*3.7%*	*60.5%*	*60.5%*	*0.0%*	
Other satellite provider	93	93	93	6	48	48	0	79
%V	*1.2%*	*1.2%*	*2.6%*	*0.6%*	*0.9%*	*1.9%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*6.5%*	*51.6%*	*51.6%*	*0.0%*	*84.9%*
%H (TV HH)			*100.0%*	*6.5%*	*51.6%*	*51.6%*	*0.0%*	
DCAB	1013	1013	54	1013	518	518	0	901
%V	*12.9%*	*13.4%*	*1.5%*	*100.0%*	*9.4%*	*20.6%*	*0.0%*	*15.1%*
%H (All HH)			*5.3%*	*100.0%*	*51.1%*	*51.1%*	*0.0%*	*88.9%*
%H (TV HH)			*5.3%*	*100.0%*	*51.1%*	*51.1%*	*0.0%*	
DTT	5500	5500	2023	518	5500	2516	2984	4062
%V	*70.3%*	*72.9%*	*57.2%*	*51.1%*	*100.0%*	*100.0%*	*100.0%*	*68.2%*
%H (All HH)		*100.0%*	*36.8%*	*9.4%*	*100.0%*	*45.7%*	*54.3%*	*73.9%*
%H (TV HH)			*36.8%*	*9.4%*	*100.0%*	*45.7%*	*54.3%*	

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

October 2012 - September 2013

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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
PVR	4640	4640	2892	750	3113	2077	1037	4041
%V	*59.3%*	*61.5%*	*81.8%*	*74.0%*	*56.6%*	*82.6%*	*34.8%*	*67.8%*
%H (All HH)		*100.0%*	*62.3%*	*16.2%*	*67.1%*	*44.8%*	*22.3%*	*87.1%*
%H (TV HH)			*62.3%*	*16.2%*	*67.1%*	*44.8%*	*22.3%*	
DVDR	567	567	276	90	443	238	204	460
%V	*7.2%*	*7.5%*	*7.8%*	*8.9%*	*8.1%*	*9.5%*	*6.8%*	*7.7%*
%H (All HH)		*100.0%*	*48.7%*	*15.9%*	*78.1%*	*42.0%*	*36.0%*	*81.1%*
%H (TV HH)			*48.7%*	*15.9%*	*78.1%*	*42.0%*	*36.0%*	
VCR	332	332	141	51	268	124	144	232
%V	*4.2%*	*4.4%*	*4.0%*	*5.0%*	*4.9%*	*4.9%*	*4.8%*	*3.9%*
%H (All HH)		*100.0%*	*42.5%*	*15.4%*	*80.7%*	*37.3%*	*43.4%*	*69.9%*
%H (TV HH)			*42.5%*	*15.4%*	*80.7%*	*37.3%*	*43.4%*	
Any recorder	4939	4939	2964	780	3361	2127	1234	4224
%V	*63.1%*	*65.4%*	*83.8%*	*77.0%*	*61.1%*	*84.5%*	*41.4%*	*70.9%*
%H (All HH)		*100.0%*	*60.0%*	*15.8%*	*68.1%*	*43.1%*	*25.0%*	*85.5%*
%H (TV HH)			*60.0%*	*15.8%*	*68.1%*	*43.1%*	*25.0%*	
Receives HDTV (via STB or built-in reception)	3815	3815	2127	798	2604	1673	932	3336
%V	*48.8%*	*50.5%*	*60.2%*	*78.8%*	*47.3%*	*66.5%*	*31.2%*	*56.0%*
%H (All HH)		*100.0%*	*55.8%*	*20.9%*	*68.3%*	*43.9%*	*24.4%*	*87.4%*
%H (TV HH)			*55.8%*	*20.9%*	*68.3%*	*43.9%*	*24.4%*	
DVD/Blu-ray player or recorder	6034	6034	2981	858	4402	2179	2223	4844
%V	*77.1%*	*80.0%*	*84.3%*	*84.7%*	*80.0%*	*86.6%*	*74.5%*	*81.3%*
%H (All HH)		*100.0%*	*49.4%*	*14.2%*	*73.0%*	*36.1%*	*36.8%*	*80.3%*
%H (TV HH)			*49.4%*	*14.2%*	*73.0%*	*36.1%*	*36.8%*	

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

October 2012 - September 2013

C4/Five - South Macro Region

Household level data

Table 26.10: 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	7823	7547	3535	1013	5500	2516	2984	5959
%H (All HH)		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*
%H (TV HH)			*46.8%*	*13.4%*	*72.9%*	*33.3%*	*39.5%*	
Has broadband internet	5959	5774	3001	901	4062	2197	1865	5959
%V	*76.2%*	*76.5%*	*84.9%*	*88.9%*	*73.9%*	*87.3%*	*62.5%*	*100.0%*
%H (All HH)		*96.9%*	*50.4%*	*15.1%*	*68.2%*	*36.9%*	*31.3%*	*100.0%*
%H (TV HH)			*52.0%*	*15.6%*	*70.3%*	*38.0%*	*32.3%*	
Number of computers (PCs and laptops)								
0	1582	1513	447	105	1233	276	957	68
%V	*20.2%*	*20.0%*	*12.6%*	*10.4%*	*22.4%*	*11.0%*	*32.1%*	*1.1%*
%H (All HH)		*95.6%*	*28.3%*	*6.6%*	*77.9%*	*17.4%*	*60.5%*	*4.3%*
%H (TV HH)			*29.5%*	*6.9%*	*81.5%*	*18.2%*	*63.3%*	
1	2733	2626	1226	328	1873	812	1061	2463
%V	*34.9%*	*34.8%*	*34.7%*	*32.4%*	*34.1%*	*32.3%*	*35.6%*	*41.3%*
%H (All HH)		*96.1%*	*44.9%*	*12.0%*	*68.5%*	*29.7%*	*38.8%*	*90.1%*
%H (TV HH)			*46.7%*	*12.5%*	*71.3%*	*30.9%*	*40.4%*	
2	1711	1660	883	259	1167	651	516	1651
%V	*21.9%*	*22.0%*	*25.0%*	*25.6%*	*21.2%*	*25.9%*	*17.3%*	*27.7%*
%H (All HH)		*97.0%*	*51.6%*	*15.1%*	*68.2%*	*38.0%*	*30.2%*	*96.5%*
%H (TV HH)			*53.2%*	*15.6%*	*70.3%*	*39.2%*	*31.1%*	
3	882	862	481	147	596	363	233	871
%V	*11.3%*	*11.4%*	*13.6%*	*14.5%*	*10.8%*	*14.4%*	*7.8%*	*14.6%*
%H (All HH)		*97.7%*	*54.5%*	*16.7%*	*67.6%*	*41.2%*	*26.4%*	*98.8%*
%H (TV HH)			*55.8%*	*17.1%*	*69.1%*	*42.1%*	*27.0%*	
4	438	428	245	78	310	203	106	433
%V	*5.6%*	*5.7%*	*6.9%*	*7.7%*	*5.6%*	*8.1%*	*3.6%*	*7.3%*
%H (All HH)		*97.7%*	*55.9%*	*17.8%*	*70.8%*	*46.3%*	*24.2%*	*98.9%*
%H (TV HH)			*57.2%*	*18.2%*	*72.4%*	*47.4%*	*24.8%*	
5+	477	458	253	96	322	211	111	473
%V	*6.1%*	*6.1%*	*7.2%*	*9.5%*	*5.9%*	*8.4%*	*3.7%*	*7.9%*
%H (All HH)		*96.0%*	*53.0%*	*20.1%*	*67.5%*	*44.2%*	*23.3%*	*99.2%*
%H (TV HH)			*55.2%*	*21.0%*	*70.3%*	*46.1%*	*24.2%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15333	7890	2204	11722	6430	5292	12523
%H		*51.5%*	*14.4%*	*76.4%*	*41.9%*	*34.5%*	*81.7%*
Under 20"	2705	1294	336	2350	1258	1093	2170
%V	*17.6%*	*16.4%*	*15.2%*	*20.0%*	*19.6%*	*20.7%*	*17.3%*
%H		*47.8%*	*12.4%*	*86.9%*	*46.5%*	*40.4%*	*80.2%*
20" - 29"	3708	1684	481	3027	1462	1566	2804
%V	*24.2%*	*21.3%*	*21.8%*	*25.8%*	*22.7%*	*29.6%*	*22.4%*
%H		*45.4%*	*13.0%*	*81.6%*	*39.4%*	*42.2%*	*75.6%*
30" - 39"	4460	2226	656	3370	1756	1614	3607
%V	*29.1%*	*28.2%*	*29.8%*	*28.7%*	*27.3%*	*30.5%*	*28.8%*
%H		*49.9%*	*14.7%*	*75.6%*	*39.4%*	*36.2%*	*80.9%*
40" and over	3297	2029	545	2283	1533	751	2936
%V	*21.5%*	*25.7%*	*24.7%*	*19.5%*	*23.8%*	*14.2%*	*23.4%*
%H		*61.5%*	*16.5%*	*69.2%*	*46.5%*	*22.8%*	*89.1%*
Don't know	156	72	25	124	64	60	119
%V	*1.0%*	*0.9%*	*1.1%*	*1.1%*	*1.0%*	*1.1%*	*1.0%*
%H		*46.2%*	*16.0%*	*79.5%*	*41.0%*	*38.5%*	*76.3%*
Not Asked	1007	585	161	568	357	208	887
%V	*6.6%*	*7.4%*	*7.3%*	*4.8%*	*5.6%*	*3.9%*	*7.1%*
%H		*58.1%*	*16.0%*	*56.4%*	*35.5%*	*20.7%*	*88.1%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set — Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15333	7890	2204	11722	6430	5292	12523
%H		*51.5%*	*14.4%*	*76.4%*	*41.9%*	*34.5%*	*81.7%*
Main living room	7435	3510	1010	5458	2511	2947	5693
%V	*48.5%*	*44.5%*	*45.8%*	*46.6%*	*39.1%*	*55.7%*	*45.5%*
%H		*47.2%*	*13.6%*	*73.4%*	*33.8%*	*39.6%*	*76.6%*
Kitchen	1015	521	112	882	495	387	834
%V	*6.6%*	*6.6%*	*5.1%*	*7.5%*	*7.7%*	*7.3%*	*6.7%*
%H		*51.3%*	*11.0%*	*86.9%*	*48.8%*	*38.1%*	*82.2%*
Adult's bedroom	3578	1956	547	2920	1808	1113	3036
%V	*23.3%*	*24.8%*	*24.8%*	*24.9%*	*28.1%*	*21.0%*	*24.2%*
%H		*54.7%*	*15.3%*	*81.6%*	*50.5%*	*31.1%*	*84.9%*
Child's bedroom	742	458	141	604	453	151	693
%V	*4.8%*	*5.8%*	*6.4%*	*5.2%*	*7.0%*	*2.9%*	*5.5%*
%H		*61.7%*	*19.0%*	*81.4%*	*61.1%*	*20.4%*	*93.4%*
Other bedroom	465	256	86	393	262	130	426
%V	*3.0%*	*3.2%*	*3.9%*	*3.4%*	*4.1%*	*2.5%*	*3.4%*
%H		*55.1%*	*18.5%*	*84.5%*	*56.3%*	*28.0%*	*91.6%*
Second living/dining room	682	360	90	566	327	239	577
%V	*4.4%*	*4.6%*	*4.1%*	*4.8%*	*5.1%*	*4.5%*	*4.6%*
%H		*52.8%*	*13.2%*	*83.0%*	*47.9%*	*35.0%*	*84.6%*
Study/office	122	73	17	98	66	32	117
%V	*0.8%*	*0.9%*	*0.8%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H		*59.8%*	*13.9%*	*80.3%*	*54.1%*	*26.2%*	*95.9%*
TV room	49	30	8	32	21	11	47
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*
%H		*61.2%*	*16.3%*	*65.3%*	*42.9%*	*22.4%*	*95.9%*
Conservatory	144	81	20	129	82	47	129
%V	*0.9%*	*1.0%*	*0.9%*	*1.1%*	*1.3%*	*0.9%*	*1.0%*
%H		*56.3%*	*13.9%*	*89.6%*	*56.9%*	*32.6%*	*89.6%*
Attic or loft room	16	10	2	13	9	4	14
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*62.5%*	*12.5%*	*81.3%*	*56.3%*	*25.0%*	*87.5%*
No specific location	22	10	3	16	7	8	18
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H		*45.5%*	*13.6%*	*72.7%*	*31.8%*	*36.4%*	*81.8%*
Other	56	40	6	42	31	12	52
%V	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.4%*
%H		*71.4%*	*10.7%*	*75.0%*	*55.4%*	*21.4%*	*92.9%*
Not Asked	1007	585	161	568	357	208	887
%V	*6.6%*	*7.4%*	*7.3%*	*4.8%*	*5.6%*	*3.9%*	*7.1%*
%H		*58.1%*	*16.0%*	*56.4%*	*35.5%*	*20.7%*	*88.1%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	15333	7890	2204	11722	6430	5292	12523
%H		*51.5%*	*14.4%*	*76.4%*	*41.9%*	*34.5%*	*81.7%*
PVR	5967	3888	982	3922	2758	1164	5289
%V	*38.9%*	*49.3%*	*44.6%*	*33.5%*	*42.9%*	*22.0%*	*42.2%*
%H		*65.2%*	*16.5%*	*65.7%*	*46.2%*	*19.5%*	*88.6%*
DVDR	645	322	107	512	292	220	532
%V	*4.2%*	*4.1%*	*4.9%*	*4.4%*	*4.5%*	*4.2%*	*4.2%*
%H		*49.9%*	*16.6%*	*79.4%*	*45.3%*	*34.1%*	*82.5%*
VCR	355	152	58	284	135	149	251
%V	*2.3%*	*1.9%*	*2.6%*	*2.4%*	*2.1%*	*2.8%*	*2.0%*
%H		*42.8%*	*16.3%*	*80.0%*	*38.0%*	*42.0%*	*70.7%*
Any recorder	6403	4032	1038	4292	2890	1402	5594
%V	*41.8%*	*51.1%*	*47.1%*	*36.6%*	*44.9%*	*26.5%*	*44.7%*
%H		*63.0%*	*16.2%*	*67.0%*	*45.1%*	*21.9%*	*87.4%*

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 26.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	15333	7890	2204	11722	6430	5292	12523
%H		*51.5%*	*14.4%*	*76.4%*	*41.9%*	*34.5%*	*81.7%*
Receives HDTV (via STB or built-in reception)	5287	2926	1156	3682	2415	1267	4709
%V	*34.5%*	*37.1%*	*52.5%*	*31.4%*	*37.6%*	*23.9%*	*37.6%*
%H		*55.3%*	*21.9%*	*69.6%*	*45.7%*	*24.0%*	*89.1%*
DVD/Blu-ray player or recorder	8789	4588	1315	6663	3718	2945	7345
%V	*57.3%*	*58.1%*	*59.7%*	*56.8%*	*57.8%*	*55.7%*	*58.7%*
%H		*52.2%*	*15.0%*	*75.8%*	*42.3%*	*33.5%*	*83.6%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7542	3534	1013	5499	2516	2983	5770
%H		*46.9%*	*13.4%*	*72.9%*	*33.4%*	*39.6%*	*76.5%*
Under 20"	208	34	12	183	20	163	117
%V	*2.8%*	*1.0%*	*1.2%*	*3.3%*	*0.8%*	*5.5%*	*2.0%*
%H		*16.3%*	*5.8%*	*88.0%*	*9.6%*	*78.4%*	*56.3%*
20" - 29"	1445	433	151	1130	269	862	864
%V	*19.2%*	*12.3%*	*14.9%*	*20.5%*	*10.7%*	*28.9%*	*15.0%*
%H		*30.0%*	*10.4%*	*78.2%*	*18.6%*	*59.7%*	*59.8%*
30" - 39"	3009	1349	391	2254	978	1276	2271
%V	*39.9%*	*38.2%*	*38.6%*	*41.0%*	*38.9%*	*42.8%*	*39.4%*
%H		*44.8%*	*13.0%*	*74.9%*	*32.5%*	*42.4%*	*75.5%*
40" and over	2783	1698	451	1890	1235	655	2452
%V	*36.9%*	*48.0%*	*44.5%*	*34.4%*	*49.1%*	*22.0%*	*42.5%*
%H		*61.0%*	*16.2%*	*67.9%*	*44.4%*	*23.5%*	*88.1%*
Don't know	54	20	7	42	14	27	34
%V	*0.7%*	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.9%*	*0.6%*
%H		*37.0%*	*13.0%*	*77.8%*	*25.9%*	*50.0%*	*63.0%*
Not Asked	43	0	1	0	0	0	32
%V	*0.6%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%H		*0.0%*	*2.3%*	*0.0%*	*0.0%*	*0.0%*	*74.4%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7542	3534	1013	5499	2516	2983	5770
%H		*46.9%*	*13.4%*	*72.9%*	*33.4%*	*39.6%*	*76.5%*
PVR	4529	2845	737	3011	2027	984	3947
%V	*60.1%*	*80.5%*	*72.8%*	*54.8%*	*80.6%*	*33.0%*	*68.4%*
%H		*62.8%*	*16.3%*	*66.5%*	*44.8%*	*21.7%*	*87.1%*
DVDR	493	231	79	379	194	185	396
%V	*6.5%*	*6.5%*	*7.8%*	*6.9%*	*7.7%*	*6.2%*	*6.9%*
%H		*46.9%*	*16.0%*	*76.9%*	*39.4%*	*37.5%*	*80.3%*
VCR	279	115	39	222	95	127	187
%V	*3.7%*	*3.3%*	*3.8%*	*4.0%*	*3.8%*	*4.3%*	*3.2%*
%H		*41.2%*	*14.0%*	*79.6%*	*34.1%*	*45.5%*	*67.0%*
Any recorder	4826	2916	768	3259	2080	1179	4133
%V	*64.0%*	*82.5%*	*75.8%*	*59.3%*	*82.7%*	*39.5%*	*71.6%*
%H		*60.4%*	*15.9%*	*67.5%*	*43.1%*	*24.4%*	*85.6%*

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	7542	3534	1013	5499	2516	2983	5770
%H		*46.9%*	*13.4%*	*72.9%*	*33.4%*	*39.6%*	*76.5%*
Receives HDTV (via STB or built-in reception)	3696	2068	784	2497	1615	882	3234
%V	*49.0%*	*58.5%*	*77.4%*	*45.4%*	*64.2%*	*29.6%*	*56.0%*
%H		*56.0%*	*21.2%*	*67.6%*	*43.7%*	*23.9%*	*87.5%*
DVD/Blu-ray player or recorder	5711	2822	803	4136	2026	2110	4579
%V	*75.7%*	*79.9%*	*79.3%*	*75.2%*	*80.5%*	*70.7%*	*79.4%*
%H		*49.4%*	*14.1%*	*72.4%*	*35.5%*	*36.9%*	*80.2%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	7790	4356	1191	6223	3914	2309	6754
%H		*55.9%*	*15.3%*	*79.9%*	*50.2%*	*29.6%*	*86.7%*
Under 20"	2497	1260	324	2167	1237	930	2053
%V	*32.1%*	*28.9%*	*27.2%*	*34.8%*	*31.6%*	*40.3%*	*30.4%*
%H		*50.5%*	*13.0%*	*86.8%*	*49.5%*	*37.2%*	*82.2%*
20" - 29"	2263	1251	330	1897	1193	704	1940
%V	*29.1%*	*28.7%*	*27.7%*	*30.5%*	*30.5%*	*30.5%*	*28.7%*
%H		*55.3%*	*14.6%*	*83.8%*	*52.7%*	*31.1%*	*85.7%*
30" - 39"	1451	877	265	1116	778	338	1336
%V	*18.6%*	*20.1%*	*22.3%*	*17.9%*	*19.9%*	*14.6%*	*19.8%*
%H		*60.4%*	*18.3%*	*76.9%*	*53.6%*	*23.3%*	*92.1%*
40" and over	514	331	93	393	298	95	483
%V	*6.6%*	*7.6%*	*7.8%*	*6.3%*	*7.6%*	*4.1%*	*7.2%*
%H		*64.4%*	*18.1%*	*76.5%*	*58.0%*	*18.5%*	*94.0%*
Don't know	101	52	18	82	50	32	85
%V	*1.3%*	*1.2%*	*1.5%*	*1.3%*	*1.3%*	*1.4%*	*1.3%*
%H		*51.5%*	*17.8%*	*81.2%*	*49.5%*	*31.7%*	*84.2%*
Not Asked	964	585	161	568	358	210	857
%V	*12.4%*	*13.4%*	*13.5%*	*9.1%*	*9.1%*	*9.1%*	*12.7%*
%H		*60.7%*	*16.7%*	*58.9%*	*37.1%*	*21.8%*	*88.9%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7790	4356	1191	6223	3914	2309	6754
%H		*55.9%*	*15.3%*	*79.9%*	*50.2%*	*29.6%*	*86.7%*
PVR	1439	1043	245	912	731	181	1342
%V	*18.5%*	*23.9%*	*20.6%*	*14.7%*	*18.7%*	*7.8%*	*19.9%*
%H		*72.5%*	*17.0%*	*63.4%*	*50.8%*	*12.6%*	*93.3%*
DVDR	152	91	27	133	98	35	136
%V	*2.0%*	*2.1%*	*2.3%*	*2.1%*	*2.5%*	*1.5%*	*2.0%*
%H		*59.9%*	*17.8%*	*87.5%*	*64.5%*	*23.0%*	*89.5%*
VCR	76	37	18	62	41	22	64
%V	*1.0%*	*0.8%*	*1.5%*	*1.0%*	*1.0%*	*1.0%*	*0.9%*
%H		*48.7%*	*23.7%*	*81.6%*	*53.9%*	*28.9%*	*84.2%*
Any recorder	1578	1117	269	1033	810	223	1461
%V	*20.3%*	*25.6%*	*22.6%*	*16.6%*	*20.7%*	*9.7%*	*21.6%*
%H		*70.8%*	*17.0%*	*65.5%*	*51.3%*	*14.1%*	*92.6%*

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	7790	4356	1191	6223	3914	2309	6754
%H		*55.9%*	*15.3%*	*79.9%*	*50.2%*	*29.6%*	*86.7%*
Receives HDTV (via STB or built-in reception)	1591	858	372	1185	800	385	1476
%V	*20.4%*	*19.7%*	*31.2%*	*19.0%*	*20.4%*	*16.7%*	*21.9%*
%H		*53.9%*	*23.4%*	*74.5%*	*50.3%*	*24.2%*	*92.8%*
DVD/Blu-ray player or recorder	3077	1766	512	2527	1692	835	2765
%V	*39.5%*	*40.5%*	*43.0%*	*40.6%*	*43.2%*	*36.2%*	*40.9%*
%H		*57.4%*	*16.6%*	*82.1%*	*55.0%*	*27.1%*	*89.9%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.21: Age 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 Inds	18138	17616	9019	2618	12491	6533	5958	15223
%H		*97.1%*	*49.7%*	*14.4%*	*68.9%*	*36.0%*	*32.8%*	*83.9%*
Total Children	3383	3330	1894	527	2170	1270	899	3063
%V	*18.7%*	*18.9%*	*21.0%*	*20.1%*	*17.4%*	*19.4%*	*15.1%*	*20.1%*
%H		*98.4%*	*56.0%*	*15.6%*	*64.1%*	*37.5%*	*26.6%*	*90.5%*
0 - 3	870	853	478	124	535	290	245	754
%V	*4.8%*	*4.8%*	*5.3%*	*4.7%*	*4.3%*	*4.4%*	*4.1%*	*5.0%*
%H		*98.0%*	*54.9%*	*14.3%*	*61.5%*	*33.3%*	*28.2%*	*86.7%*
4 - 15	2514	2478	1417	403	1635	980	655	2308
%V	*13.9%*	*14.1%*	*15.7%*	*15.4%*	*13.1%*	*15.0%*	*11.0%*	*15.2%*
%H		*98.6%*	*56.4%*	*16.0%*	*65.0%*	*39.0%*	*26.1%*	*91.8%*
4 - 9	1318	1296	750	200	809	471	338	1195
%V	*7.3%*	*7.4%*	*8.3%*	*7.6%*	*6.5%*	*7.2%*	*5.7%*	*7.8%*
%H		*98.3%*	*56.9%*	*15.2%*	*61.4%*	*35.7%*	*25.6%*	*90.7%*
10 - 15	1195	1181	667	203	825	509	316	1113
%V	*6.6%*	*6.7%*	*7.4%*	*7.8%*	*6.6%*	*7.8%*	*5.3%*	*7.3%*
%H		*98.8%*	*55.8%*	*17.0%*	*69.0%*	*42.6%*	*26.4%*	*93.1%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - 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 Inds	18138	17616	9019	2618	12491	6533	5958	15223
%H		*97.1%*	*49.7%*	*14.4%*	*68.9%*	*36.0%*	*32.8%*	*83.9%*
Total Adults (16+)	14754	14286	7125	2091	10321	5262	5059	12160
%V	*81.3%*	*81.1%*	*79.0%*	*79.9%*	*82.6%*	*80.5%*	*84.9%*	*79.9%*
%H		*96.8%*	*48.3%*	*14.2%*	*70.0%*	*35.7%*	*34.3%*	*82.4%*
16 - 19	839	815	451	164	572	373	199	782
%V	*4.6%*	*4.6%*	*5.0%*	*6.3%*	*4.6%*	*5.7%*	*3.3%*	*5.1%*
%H		*97.1%*	*53.8%*	*19.5%*	*68.2%*	*44.5%*	*23.7%*	*93.2%*
20 - 24	1101	999	478	189	675	367	308	970
%V	*6.1%*	*5.7%*	*5.3%*	*7.2%*	*5.4%*	*5.6%*	*5.2%*	*6.4%*
%H		*90.7%*	*43.4%*	*17.2%*	*61.3%*	*33.3%*	*28.0%*	*88.1%*
25 - 34	2239	2140	1181	362	1347	768	579	2018
%V	*12.3%*	*12.1%*	*13.1%*	*13.8%*	*10.8%*	*11.8%*	*9.7%*	*13.3%*
%H		*95.6%*	*52.7%*	*16.2%*	*60.2%*	*34.3%*	*25.9%*	*90.1%*
35 - 44	2324	2254	1259	354	1488	859	629	2132
%V	*12.8%*	*12.8%*	*14.0%*	*13.5%*	*11.9%*	*13.1%*	*10.6%*	*14.0%*
%H		*97.0%*	*54.2%*	*15.2%*	*64.0%*	*37.0%*	*27.1%*	*91.7%*
45 - 54	2588	2526	1331	433	1833	1058	775	2372
%V	*14.3%*	*14.3%*	*14.8%*	*16.5%*	*14.7%*	*16.2%*	*13.0%*	*15.6%*
%H		*97.6%*	*51.4%*	*16.7%*	*70.8%*	*40.9%*	*29.9%*	*91.7%*
55 - 64	2185	2139	1064	272	1605	788	817	1857
%V	*12.0%*	*12.1%*	*11.8%*	*10.4%*	*12.8%*	*12.1%*	*13.7%*	*12.2%*
%H		*97.9%*	*48.7%*	*12.4%*	*73.5%*	*36.1%*	*37.4%*	*85.0%*
65+	3478	3413	1361	317	2801	1050	1751	2028
%V	*19.2%*	*19.4%*	*15.1%*	*12.1%*	*22.4%*	*16.1%*	*29.4%*	*13.3%*
%H		*98.1%*	*39.1%*	*9.1%*	*80.5%*	*30.2%*	*50.3%*	*58.3%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	14754	14286	7125	2091	10321	5262	5059	12160
%H		*96.8%*	*48.3%*	*14.2%*	*70.0%*	*35.7%*	*34.3%*	*82.4%*
AB	4063	3954	2005	565	2903	1517	1386	3791
%V	*27.5%*	*27.7%*	*28.1%*	*27.0%*	*28.1%*	*28.8%*	*27.4%*	*31.2%*
%H		*97.3%*	*49.3%*	*13.9%*	*71.4%*	*37.3%*	*34.1%*	*93.3%*
C1	4240	4059	1989	674	2888	1508	1380	3689
%V	*28.7%*	*28.4%*	*27.9%*	*32.2%*	*28.0%*	*28.7%*	*27.3%*	*30.3%*
%H		*95.7%*	*46.9%*	*15.9%*	*68.1%*	*35.6%*	*32.5%*	*87.0%*
C2	3426	3355	1760	484	2451	1335	1115	2821
%V	*23.2%*	*23.5%*	*24.7%*	*23.1%*	*23.7%*	*25.4%*	*22.0%*	*23.2%*
%H		*97.9%*	*51.4%*	*14.1%*	*71.5%*	*39.0%*	*32.5%*	*82.3%*
D	1946	1881	952	252	1306	623	683	1383
%V	*13.2%*	*13.2%*	*13.4%*	*12.1%*	*12.7%*	*11.8%*	*13.5%*	*11.4%*
%H		*96.7%*	*48.9%*	*12.9%*	*67.1%*	*32.0%*	*35.1%*	*71.1%*
E	1079	1036	418	116	773	278	494	476
%V	*7.3%*	*7.3%*	*5.9%*	*5.5%*	*7.5%*	*5.3%*	*9.8%*	*3.9%*
%H		*96.0%*	*38.7%*	*10.8%*	*71.6%*	*25.8%*	*45.8%*	*44.1%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	14754	14286	7125	2091	10321	5262	5059	12160
%H		*96.8%*	*48.3%*	*14.2%*	*70.0%*	*35.7%*	*34.3%*	*82.4%*
Working full time	6555	6373	3436	1083	4394	2542	1852	6067
%V	*44.4%*	*44.6%*	*48.2%*	*51.8%*	*42.6%*	*48.3%*	*36.6%*	*49.9%*
%H		*97.2%*	*52.4%*	*16.5%*	*67.0%*	*38.8%*	*28.3%*	*92.6%*
Working part time	1730	1692	879	260	1198	639	559	1564
%V	*11.7%*	*11.8%*	*12.3%*	*12.4%*	*11.6%*	*12.1%*	*11.0%*	*12.9%*
%H		*97.8%*	*50.8%*	*15.0%*	*69.2%*	*36.9%*	*32.3%*	*90.4%*
Not working	6469	6221	2810	747	4729	2081	2648	4529
%V	*43.8%*	*43.5%*	*39.4%*	*35.7%*	*45.8%*	*39.5%*	*52.3%*	*37.2%*
%H		*96.2%*	*43.4%*	*11.5%*	*73.1%*	*32.2%*	*40.9%*	*70.0%*
Housewife/Houseperson	7823	7547	3535	1013	5500	2516	2984	5959
%V	*53.0%*	*52.8%*	*49.6%*	*48.4%*	*53.3%*	*47.8%*	*59.0%*	*49.0%*
%H		*96.5%*	*45.2%*	*12.9%*	*70.3%*	*32.2%*	*38.1%*	*76.2%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - 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 Males (16+)	7196	6937	3558	1056	4957	2642	2315	6055
%H		*96.4%*	*49.4%*	*14.7%*	*68.9%*	*36.7%*	*32.2%*	*84.1%*
16 - 19	438	424	238	96	302	210	92	408
%V	*6.1%*	*6.1%*	*6.7%*	*9.1%*	*6.1%*	*7.9%*	*4.0%*	*6.7%*
%H		*96.8%*	*54.3%*	*21.9%*	*68.9%*	*47.9%*	*21.0%*	*93.2%*
20 - 24	558	501	241	100	332	185	147	502
%V	*7.8%*	*7.2%*	*6.8%*	*9.5%*	*6.7%*	*7.0%*	*6.3%*	*8.3%*
%H		*89.8%*	*43.2%*	*17.9%*	*59.5%*	*33.2%*	*26.3%*	*90.0%*
25 - 34	1116	1066	593	182	667	386	281	1006
%V	*15.5%*	*15.4%*	*16.7%*	*17.2%*	*13.5%*	*14.6%*	*12.1%*	*16.6%*
%H		*95.5%*	*53.1%*	*16.3%*	*59.8%*	*34.6%*	*25.2%*	*90.1%*
35 - 44	1154	1110	613	172	732	415	317	1043
%V	*16.0%*	*16.0%*	*17.2%*	*16.3%*	*14.8%*	*15.7%*	*13.7%*	*17.2%*
%H		*96.2%*	*53.1%*	*14.9%*	*63.4%*	*36.0%*	*27.5%*	*90.4%*
45 - 54	1264	1232	651	218	886	517	369	1150
%V	*17.6%*	*17.8%*	*18.3%*	*20.6%*	*17.9%*	*19.6%*	*15.9%*	*19.0%*
%H		*97.5%*	*51.5%*	*17.2%*	*70.1%*	*40.9%*	*29.2%*	*91.0%*
55 - 64	1071	1045	529	134	783	395	387	909
%V	*14.9%*	*15.1%*	*14.9%*	*12.7%*	*15.8%*	*15.0%*	*16.7%*	*15.0%*
%H		*97.6%*	*49.4%*	*12.5%*	*73.1%*	*36.9%*	*36.1%*	*84.9%*
65+	1596	1559	694	153	1256	534	722	1037
%V	*22.2%*	*22.5%*	*19.5%*	*14.5%*	*25.3%*	*20.2%*	*31.2%*	*17.1%*
%H		*97.7%*	*43.5%*	*9.6%*	*78.7%*	*33.5%*	*45.2%*	*65.0%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7196	6937	3558	1056	4957	2642	2315	6055
%H		*96.4%*	*49.4%*	*14.7%*	*68.9%*	*36.7%*	*32.2%*	*84.1%*
AB	2050	1990	1018	298	1455	780	675	1917
%V	*28.5%*	*28.7%*	*28.6%*	*28.2%*	*29.4%*	*29.5%*	*29.2%*	*31.7%*
%H		*97.1%*	*49.7%*	*14.5%*	*71.0%*	*38.0%*	*32.9%*	*93.5%*
C1	1970	1870	951	328	1313	729	584	1763
%V	*27.4%*	*27.0%*	*26.7%*	*31.1%*	*26.5%*	*27.6%*	*25.2%*	*29.1%*
%H		*94.9%*	*48.3%*	*16.6%*	*66.6%*	*37.0%*	*29.6%*	*89.5%*
C2	1816	1773	933	259	1289	707	582	1489
%V	*25.2%*	*25.6%*	*26.2%*	*24.5%*	*26.0%*	*26.8%*	*25.1%*	*24.6%*
%H		*97.6%*	*51.4%*	*14.3%*	*71.0%*	*38.9%*	*32.0%*	*82.0%*
D	930	899	477	119	609	304	305	686
%V	*12.9%*	*13.0%*	*13.4%*	*11.3%*	*12.3%*	*11.5%*	*13.2%*	*11.3%*
%H		*96.7%*	*51.3%*	*12.8%*	*65.5%*	*32.7%*	*32.8%*	*73.8%*
E	431	406	178	52	291	122	169	201
%V	*6.0%*	*5.9%*	*5.0%*	*4.9%*	*5.9%*	*4.6%*	*7.3%*	*3.3%*
%H		*94.2%*	*41.3%*	*12.1%*	*67.5%*	*28.3%*	*39.2%*	*46.6%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7196	6937	3558	1056	4957	2642	2315	6055
%H		*96.4%*	*49.4%*	*14.7%*	*68.9%*	*36.7%*	*32.2%*	*84.1%*
Working full time	4101	3982	2158	676	2744	1598	1146	3780
%V	*57.0%*	*57.4%*	*60.7%*	*64.0%*	*55.4%*	*60.5%*	*49.5%*	*62.4%*
%H		*97.1%*	*52.6%*	*16.5%*	*66.9%*	*39.0%*	*27.9%*	*92.2%*
Working part time	367	353	175	47	249	115	134	321
%V	*5.1%*	*5.1%*	*4.9%*	*4.5%*	*5.0%*	*4.4%*	*5.8%*	*5.3%*
%H		*96.2%*	*47.7%*	*12.8%*	*67.8%*	*31.3%*	*36.5%*	*87.5%*
Not working	2728	2601	1225	333	1964	929	1035	1954
%V	*37.9%*	*37.5%*	*34.4%*	*31.5%*	*39.6%*	*35.2%*	*44.7%*	*32.3%*
%H		*95.3%*	*44.9%*	*12.2%*	*72.0%*	*34.1%*	*37.9%*	*71.6%*
Housewife/Houseperson	1579	1466	646	191	1045	426	619	1050
%V	*21.9%*	*21.1%*	*18.2%*	*18.1%*	*21.1%*	*16.1%*	*26.7%*	*17.3%*
%H		*92.8%*	*40.9%*	*12.1%*	*66.2%*	*27.0%*	*39.2%*	*66.5%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - 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 Females (16+)	7558	7349	3567	1035	5364	2620	2744	6105
%H		*97.2%*	*47.2%*	*13.7%*	*71.0%*	*34.7%*	*36.3%*	*80.8%*
16 - 19	401	391	213	68	270	163	107	374
%V	*5.3%*	*5.3%*	*6.0%*	*6.6%*	*5.0%*	*6.2%*	*3.9%*	*6.1%*
%H		*97.5%*	*53.1%*	*17.0%*	*67.3%*	*40.6%*	*26.7%*	*93.3%*
20 - 24	544	498	236	88	343	181	162	468
%V	*7.2%*	*6.8%*	*6.6%*	*8.5%*	*6.4%*	*6.9%*	*5.9%*	*7.7%*
%H		*91.5%*	*43.4%*	*16.2%*	*63.1%*	*33.3%*	*29.8%*	*86.0%*
25 - 34	1123	1075	588	180	681	383	298	1012
%V	*14.9%*	*14.6%*	*16.5%*	*17.4%*	*12.7%*	*14.6%*	*10.9%*	*16.6%*
%H		*95.7%*	*52.4%*	*16.0%*	*60.6%*	*34.1%*	*26.5%*	*90.1%*
35 - 44	1170	1144	646	182	756	444	312	1089
%V	*15.5%*	*15.6%*	*18.1%*	*17.6%*	*14.1%*	*16.9%*	*11.4%*	*17.8%*
%H		*97.8%*	*55.2%*	*15.6%*	*64.6%*	*37.9%*	*26.7%*	*93.1%*
45 - 54	1324	1294	681	215	947	541	406	1223
%V	*17.5%*	*17.6%*	*19.1%*	*20.8%*	*17.7%*	*20.6%*	*14.8%*	*20.0%*
%H		*97.7%*	*51.4%*	*16.2%*	*71.5%*	*40.9%*	*30.7%*	*92.4%*
55 - 64	1114	1094	535	138	822	392	430	949
%V	*14.7%*	*14.9%*	*15.0%*	*13.3%*	*15.3%*	*15.0%*	*15.7%*	*15.5%*
%H		*98.2%*	*48.0%*	*12.4%*	*73.8%*	*35.2%*	*38.6%*	*85.2%*
65+	1883	1854	667	163	1545	516	1029	991
%V	*24.9%*	*25.2%*	*18.7%*	*15.7%*	*28.8%*	*19.7%*	*37.5%*	*16.2%*
%H		*98.5%*	*35.4%*	*8.7%*	*82.0%*	*27.4%*	*54.6%*	*52.6%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	7558	7349	3567	1035	5364	2620	2744	6105
%H		*97.2%*	*47.2%*	*13.7%*	*71.0%*	*34.7%*	*36.3%*	*80.8%*
AB	2013	1964	987	267	1449	737	711	1875
%V	*26.6%*	*26.7%*	*27.7%*	*25.8%*	*27.0%*	*28.1%*	*25.9%*	*30.7%*
%H		*97.6%*	*49.0%*	*13.3%*	*72.0%*	*36.6%*	*35.3%*	*93.1%*
C1	2271	2190	1038	346	1575	779	796	1926
%V	*30.0%*	*29.8%*	*29.1%*	*33.4%*	*29.4%*	*29.7%*	*29.0%*	*31.5%*
%H		*96.4%*	*45.7%*	*15.2%*	*69.4%*	*34.3%*	*35.1%*	*84.8%*
C2	1611	1583	827	226	1162	628	534	1332
%V	*21.3%*	*21.5%*	*23.2%*	*21.8%*	*21.7%*	*24.0%*	*19.5%*	*21.8%*
%H		*98.3%*	*51.3%*	*14.0%*	*72.1%*	*39.0%*	*33.1%*	*82.7%*
D	1016	982	474	133	697	319	378	698
%V	*13.4%*	*13.4%*	*13.3%*	*12.9%*	*13.0%*	*12.2%*	*13.8%*	*11.4%*
%H		*96.7%*	*46.7%*	*13.1%*	*68.6%*	*31.4%*	*37.2%*	*68.7%*
E	648	630	240	63	482	157	325	275
%V	*8.6%*	*8.6%*	*6.7%*	*6.1%*	*9.0%*	*6.0%*	*11.8%*	*4.5%*
%H		*97.2%*	*37.0%*	*9.7%*	*74.4%*	*24.2%*	*50.2%*	*42.4%*

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

October 2012 - September 2013

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	7558	7349	3567	1035	5364	2620	2744	6105
%H		*97.2%*	*47.2%*	*13.7%*	*71.0%*	*34.7%*	*36.3%*	*80.8%*
Working full time	2454	2391	1278	408	1651	945	706	2287
%V	*32.5%*	*32.5%*	*35.8%*	*39.4%*	*30.8%*	*36.1%*	*25.7%*	*37.5%*
%H		*97.4%*	*52.1%*	*16.6%*	*67.3%*	*38.5%*	*28.8%*	*93.2%*
Working part time	1363	1338	704	213	949	524	425	1243
%V	*18.0%*	*18.2%*	*19.7%*	*20.6%*	*17.7%*	*20.0%*	*15.5%*	*20.4%*
%H		*98.2%*	*51.7%*	*15.6%*	*69.6%*	*38.4%*	*31.2%*	*91.2%*
Not working	3741	3620	1585	414	2765	1152	1613	2575
%V	*49.5%*	*49.3%*	*44.4%*	*40.0%*	*51.5%*	*44.0%*	*58.8%*	*42.2%*
%H		*96.8%*	*42.4%*	*11.1%*	*73.9%*	*30.8%*	*43.1%*	*68.8%*
Housewife/Houseperson	6244	6081	2889	822	4455	2090	2365	4909
%V	*82.6%*	*82.7%*	*81.0%*	*79.4%*	*83.1%*	*79.8%*	*86.2%*	*80.4%*
%H		*97.4%*	*46.3%*	*13.2%*	*71.3%*	*33.5%*	*37.9%*	*78.6%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

Contents Page

Household

Table 27.1: Social Grade 732
Table 27.2: Housewife Age 733
Table 27.3: Size of Household 734
Table 27.4: Presence of Children 735
Table 27.5: Number of TV sets in household 736
Table 27.6: Screen size 737
Table 27.7: Location of ANY set in household 738
Table 27.8: Recorders 739
Table 27.9: Recorders and other equipment 740
Table 27.10: Computers and Internet 741

Sets

Table 27.11: Screen Size 742
Table 27.12: Location of set 743
Table 27.13: Recorders 744
Table 27.14: Other TV equipment 744
Table 27.15: Main Set Screen Size 745
Table 27.16: Main Set Recorders 746
Table 27.17: Main Set - Other TV equipment 746
Table 27.18: Other Sets (non-Main Set) Screen Size 747
Table 27.19: Other Set (non-Main Set) Recorders 748
Table 27.20: Other Set (non-Main Set) - Other TV equipment 748

Individuals

Table 27.21: Age of Children 749
Table 27.22: Adults - Age 750
Table 27.23: Social Grade (Adults 16+) 751
Table 27.24: Working Status (Adults 16+) 752
Table 27.25: Males - Age 753
Table 27.26: Social Grade (Males 16+) 754
Table 27.27: Working Status (Males 16+) 755
Table 27.28: Females - Age 756
Table 27.29: Social Grade (Females 16+) 757
Table 27.30: Working Status (Females 16+) 758

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
AB	1407	1371	632	218	1063	539	525	1272
%V	*20.3%*	*20.4%*	*22.5%*	*20.6%*	*20.0%*	*21.9%*	*18.4%*	*25.7%*
%H (All HH)		*97.4%*	*44.9%*	*15.5%*	*75.6%*	*38.3%*	*37.3%*	*90.4%*
%H (TV HH)			*46.1%*	*15.9%*	*77.5%*	*39.3%*	*38.3%*	
C1	1811	1754	764	290	1372	673	700	1455
%V	*26.1%*	*26.1%*	*27.2%*	*27.4%*	*25.8%*	*27.4%*	*24.5%*	*29.4%*
%H (All HH)		*96.9%*	*42.2%*	*16.0%*	*75.8%*	*37.2%*	*38.7%*	*80.3%*
%H (TV HH)			*43.6%*	*16.5%*	*78.2%*	*38.4%*	*39.9%*	
C2	1462	1430	661	248	1133	605	528	1091
%V	*21.1%*	*21.3%*	*23.6%*	*23.4%*	*21.3%*	*24.6%*	*18.5%*	*22.1%*
%H (All HH)		*97.8%*	*45.2%*	*17.0%*	*77.5%*	*41.4%*	*36.1%*	*74.6%*
%H (TV HH)			*46.2%*	*17.3%*	*79.2%*	*42.3%*	*36.9%*	
D	1142	1108	446	173	864	381	483	737
%V	*16.5%*	*16.5%*	*15.9%*	*16.4%*	*16.2%*	*15.5%*	*16.9%*	*14.9%*
%H (All HH)		*97.0%*	*39.1%*	*15.1%*	*75.7%*	*33.4%*	*42.3%*	*64.5%*
%H (TV HH)			*40.3%*	*15.6%*	*78.0%*	*34.4%*	*43.6%*	
E	1104	1056	301	130	884	260	624	393
%V	*15.9%*	*15.7%*	*10.7%*	*12.3%*	*16.6%*	*10.6%*	*21.8%*	*7.9%*
%H (All HH)		*95.7%*	*27.3%*	*11.8%*	*80.1%*	*23.6%*	*56.5%*	*35.6%*
%H (TV HH)			*28.5%*	*12.3%*	*83.7%*	*24.6%*	*59.1%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.2: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Under 25	358	327	119	39	245	89	157	248
%V	*5.2%*	*4.9%*	*4.2%*	*3.7%*	*4.6%*	*3.6%*	*5.5%*	*5.0%*
%H (All HH)		*91.3%*	*33.2%*	*10.9%*	*68.4%*	*24.9%*	*43.9%*	*69.3%*
%H (TV HH)			*36.4%*	*11.9%*	*74.9%*	*27.2%*	*48.0%*	
25 - 34	1051	998	515	170	700	397	303	878
%V	*15.2%*	*14.9%*	*18.4%*	*16.1%*	*13.2%*	*16.2%*	*10.6%*	*17.7%*
%H (All HH)		*95.0%*	*49.0%*	*16.2%*	*66.6%*	*37.8%*	*28.8%*	*83.5%*
%H (TV HH)			*51.6%*	*17.0%*	*70.1%*	*39.8%*	*30.4%*	
35 - 44	1169	1134	598	224	813	495	318	1027
%V	*16.9%*	*16.9%*	*21.3%*	*21.2%*	*15.3%*	*20.1%*	*11.1%*	*20.8%*
%H (All HH)		*97.0%*	*51.2%*	*19.2%*	*69.5%*	*42.3%*	*27.2%*	*87.9%*
%H (TV HH)			*52.7%*	*19.8%*	*71.7%*	*43.7%*	*28.0%*	
45 - 54	1353	1319	598	253	1041	567	475	1148
%V	*19.5%*	*19.6%*	*21.3%*	*23.9%*	*19.6%*	*23.1%*	*16.6%*	*23.2%*
%H (All HH)		*97.5%*	*44.2%*	*18.7%*	*76.9%*	*41.9%*	*35.1%*	*84.8%*
%H (TV HH)			*45.3%*	*19.2%*	*78.9%*	*43.0%*	*36.0%*	
55 - 64	1142	1116	456	182	908	426	482	847
%V	*16.5%*	*16.6%*	*16.3%*	*17.2%*	*17.1%*	*17.3%*	*16.9%*	*17.1%*
%H (All HH)		*97.7%*	*39.9%*	*15.9%*	*79.5%*	*37.3%*	*42.2%*	*74.2%*
%H (TV HH)			*40.9%*	*16.3%*	*81.4%*	*38.2%*	*43.2%*	
65 +	1853	1826	518	190	1609	483	1126	800
%V	*26.8%*	*27.2%*	*18.5%*	*18.0%*	*30.3%*	*19.7%*	*39.4%*	*16.2%*
%H (All HH)		*98.5%*	*28.0%*	*10.3%*	*86.8%*	*26.1%*	*60.8%*	*43.2%*
%H (TV HH)			*28.4%*	*10.4%*	*88.1%*	*26.5%*	*61.7%*	

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

October 2012 - September 2013

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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
1	2194	2084	533	246	1742	446	1295	971
%V	*31.7%*	*31.0%*	*19.0%*	*23.3%*	*32.8%*	*18.2%*	*45.3%*	*19.6%*
%H (All HH)		*95.0%*	*24.3%*	*11.2%*	*79.4%*	*20.3%*	*59.0%*	*44.3%*
%H (TV HH)			*25.6%*	*11.8%*	*83.6%*	*21.4%*	*62.1%*	
2	2377	2324	1013	366	1856	910	946	1846
%V	*34.3%*	*34.6%*	*36.1%*	*34.6%*	*34.9%*	*37.0%*	*33.1%*	*37.3%*
%H (All HH)		*97.8%*	*42.6%*	*15.4%*	*78.1%*	*38.3%*	*39.8%*	*77.7%*
%H (TV HH)			*43.6%*	*15.7%*	*79.9%*	*39.2%*	*40.7%*	
3	1074	1049	543	202	782	479	302	945
%V	*15.5%*	*15.6%*	*19.4%*	*19.1%*	*14.7%*	*19.5%*	*10.6%*	*19.1%*
%H (All HH)		*97.7%*	*50.6%*	*18.8%*	*72.8%*	*44.6%*	*28.1%*	*88.0%*
%H (TV HH)			*51.8%*	*19.3%*	*74.5%*	*45.7%*	*28.8%*	
4	860	849	480	169	637	431	206	800
%V	*12.4%*	*12.6%*	*17.1%*	*16.0%*	*12.0%*	*17.5%*	*7.2%*	*16.2%*
%H (All HH)		*98.7%*	*55.8%*	*19.7%*	*74.1%*	*50.1%*	*24.0%*	*93.0%*
%H (TV HH)			*56.5%*	*19.9%*	*75.0%*	*50.8%*	*24.3%*	
5+	422	414	236	76	300	191	109	385
%V	*6.1%*	*6.2%*	*8.4%*	*7.2%*	*5.6%*	*7.8%*	*3.8%*	*7.8%*
%H (All HH)		*98.1%*	*55.9%*	*18.0%*	*71.1%*	*45.3%*	*25.8%*	*91.2%*
%H (TV HH)			*57.0%*	*18.4%*	*72.5%*	*46.1%*	*26.3%*	
Average HH size	2.30	2.31	2.64	2.52	2.25	2.63	1.93	2.59

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

October 2012 - September 2013

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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Without	5154	4980	1849	746	4059	1677	2382	3396
%V	*74.4%*	*74.1%*	*65.9%*	*70.5%*	*76.3%*	*68.3%*	*83.3%*	*68.6%*
%H (All HH)		*96.6%*	*35.9%*	*14.5%*	*78.8%*	*32.5%*	*46.2%*	*65.9%*
%H (TV HH)			*37.1%*	*15.0%*	*81.5%*	*33.7%*	*47.8%*	
With	1771	1740	956	312	1258	781	478	1552
%V	*25.6%*	*25.9%*	*34.1%*	*29.5%*	*23.7%*	*31.8%*	*16.7%*	*31.4%*
%H (All HH)		*98.2%*	*54.0%*	*17.6%*	*71.0%*	*44.1%*	*27.0%*	*87.6%*
%H (TV HH)			*54.9%*	*17.9%*	*72.3%*	*44.9%*	*27.5%*	
0 - 3	674	657	354	112	452	263	189	554
%V	*9.7%*	*9.8%*	*12.6%*	*10.6%*	*8.5%*	*10.7%*	*6.6%*	*11.2%*
%H (All HH)		*97.5%*	*52.5%*	*16.6%*	*67.1%*	*39.0%*	*28.0%*	*82.2%*
%H (TV HH)			*53.9%*	*17.0%*	*68.8%*	*40.0%*	*28.8%*	
4 - 9	862	847	489	145	603	388	216	752
%V	*12.4%*	*12.6%*	*17.4%*	*13.7%*	*11.3%*	*15.8%*	*7.6%*	*15.2%*
%H (All HH)		*98.3%*	*56.7%*	*16.8%*	*70.0%*	*45.0%*	*25.1%*	*87.2%*
%H (TV HH)			*57.7%*	*17.1%*	*71.2%*	*45.8%*	*25.5%*	
10 - 15	828	819	451	158	610	392	217	767
%V	*12.0%*	*12.2%*	*16.1%*	*14.9%*	*11.5%*	*16.0%*	*7.6%*	*15.5%*
%H (All HH)		*98.9%*	*54.5%*	*19.1%*	*73.7%*	*47.3%*	*26.2%*	*92.6%*
%H (TV HH)			*55.1%*	*19.3%*	*74.5%*	*47.9%*	*26.5%*	

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

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.5: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
1	2532	2532	783	301	1862	451	1411	1472
%V	*36.6%*	*37.7%*	*27.9%*	*28.4%*	*35.0%*	*18.4%*	*49.3%*	*29.8%*
%H (All HH)		*100.0%*	*30.9%*	*11.9%*	*73.5%*	*17.8%*	*55.7%*	*58.1%*
%H (TV HH)			*30.9%*	*11.9%*	*73.5%*	*17.8%*	*55.7%*	
2	2388	2388	1043	408	1922	970	952	1751
%V	*34.5%*	*35.5%*	*37.2%*	*38.6%*	*36.1%*	*39.5%*	*33.3%*	*35.4%*
%H (All HH)		*100.0%*	*43.7%*	*17.1%*	*80.5%*	*40.6%*	*39.9%*	*73.3%*
%H (TV HH)			*43.7%*	*17.1%*	*80.5%*	*40.6%*	*39.9%*	
3	1094	1094	549	208	921	574	347	943
%V	*15.8%*	*16.3%*	*19.6%*	*19.7%*	*17.3%*	*23.4%*	*12.1%*	*19.1%*
%H (All HH)		*100.0%*	*50.2%*	*19.0%*	*84.2%*	*52.5%*	*31.7%*	*86.2%*
%H (TV HH)			*50.2%*	*19.0%*	*84.2%*	*52.5%*	*31.7%*	
4	471	471	286	87	407	297	110	442
%V	*6.8%*	*7.0%*	*10.2%*	*8.2%*	*7.7%*	*12.1%*	*3.8%*	*8.9%*
%H (All HH)		*100.0%*	*60.7%*	*18.5%*	*86.4%*	*63.1%*	*23.4%*	*93.8%*
%H (TV HH)			*60.7%*	*18.5%*	*86.4%*	*63.1%*	*23.4%*	
5+	235	235	144	54	205	165	41	225
%V	*3.4%*	*3.5%*	*5.1%*	*5.1%*	*3.9%*	*6.7%*	*1.4%*	*4.5%*
%H (All HH)		*100.0%*	*61.3%*	*23.0%*	*87.2%*	*70.2%*	*17.4%*	*95.7%*
%H (TV HH)			*61.3%*	*23.0%*	*87.2%*	*70.2%*	*17.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.6: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Under 20"	1578	1578	660	236	1425	729	696	1177
%V	*22.8%*	*23.5%*	*23.5%*	*22.3%*	*26.8%*	*29.7%*	*24.3%*	*23.8%*
%H (All HH)		*100.0%*	*41.8%*	*15.0%*	*90.3%*	*46.2%*	*44.1%*	*74.6%*
%H (TV HH)			*41.8%*	*15.0%*	*90.3%*	*46.2%*	*44.1%*	
20" - 29"	2421	2421	969	385	2081	996	1084	1725
%V	*35.0%*	*36.0%*	*34.5%*	*36.4%*	*39.1%*	*40.5%*	*37.9%*	*34.9%*
%H (All HH)		*100.0%*	*40.0%*	*15.9%*	*86.0%*	*41.1%*	*44.8%*	*71.3%*
%H (TV HH)			*40.0%*	*15.9%*	*86.0%*	*41.1%*	*44.8%*	
30" - 39"	3659	3659	1545	610	2972	1439	1533	2711
%V	*52.8%*	*54.4%*	*55.1%*	*57.7%*	*55.9%*	*58.6%*	*53.6%*	*54.8%*
%H (All HH)		*100.0%*	*42.2%*	*16.7%*	*81.2%*	*39.3%*	*41.9%*	*74.1%*
%H (TV HH)			*42.2%*	*16.7%*	*81.2%*	*39.3%*	*41.9%*	
40" and over	2831	2831	1536	533	2130	1344	787	2380
%V	*40.9%*	*42.1%*	*54.8%*	*50.4%*	*40.1%*	*54.7%*	*27.5%*	*48.1%*
%H (All HH)		*100.0%*	*54.3%*	*18.8%*	*75.2%*	*47.5%*	*27.8%*	*84.1%*
%H (TV HH)			*54.3%*	*18.8%*	*75.2%*	*47.5%*	*27.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.7: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Main living room	6623	6623	2787	1054	5269	2447	2821	4770
%V	*95.6%*	*98.6%*	*99.4%*	*99.6%*	*99.1%*	*99.6%*	*98.6%*	*96.4%*
%H (All HH)		*100.0%*	*42.1%*	*15.9%*	*79.6%*	*36.9%*	*42.6%*	*72.0%*
%H (TV HH)			*42.1%*	*15.9%*	*79.6%*	*36.9%*	*42.6%*	
Kitchen	733	733	343	104	668	376	291	589
%V	*10.6%*	*10.9%*	*12.2%*	*9.8%*	*12.6%*	*15.3%*	*10.2%*	*11.9%*
%H (All HH)		*100.0%*	*46.8%*	*14.2%*	*91.1%*	*51.3%*	*39.7%*	*80.4%*
%H (TV HH)			*46.8%*	*14.2%*	*91.1%*	*51.3%*	*39.7%*	
Adult's bedroom	2911	2911	1416	546	2450	1461	988	2345
%V	*42.0%*	*43.3%*	*50.5%*	*51.6%*	*46.1%*	*59.5%*	*34.5%*	*47.4%*
%H (All HH)		*100.0%*	*48.6%*	*18.8%*	*84.2%*	*50.2%*	*33.9%*	*80.6%*
%H (TV HH)			*48.6%*	*18.8%*	*84.2%*	*50.2%*	*33.9%*	
Child's bedroom	527	527	305	108	456	333	123	492
%V	*7.6%*	*7.8%*	*10.9%*	*10.2%*	*8.6%*	*13.6%*	*4.3%*	*9.9%*
%H (All HH)		*100.0%*	*57.9%*	*20.5%*	*86.5%*	*63.2%*	*23.3%*	*93.4%*
%H (TV HH)			*57.9%*	*20.5%*	*86.5%*	*63.2%*	*23.3%*	
Other bedroom	359	359	187	75	314	210	104	321
%V	*5.2%*	*5.3%*	*6.7%*	*7.1%*	*5.9%*	*8.5%*	*3.6%*	*6.5%*
%H (All HH)		*100.0%*	*52.1%*	*20.9%*	*87.5%*	*58.5%*	*29.0%*	*89.4%*
%H (TV HH)			*52.1%*	*20.9%*	*87.5%*	*58.5%*	*29.0%*	
Second living/dining room	644	644	326	113	549	337	212	546
%V	*9.3%*	*9.6%*	*11.6%*	*10.7%*	*10.3%*	*13.7%*	*7.4%*	*11.0%*
%H (All HH)		*100.0%*	*50.6%*	*17.5%*	*85.2%*	*52.3%*	*32.9%*	*84.8%*
%H (TV HH)			*50.6%*	*17.5%*	*85.2%*	*52.3%*	*32.9%*	
Study/office	73	73	35	14	63	37	25	67
%V	*1.1%*	*1.1%*	*1.2%*	*1.3%*	*1.2%*	*1.5%*	*0.9%*	*1.4%*
%H (All HH)		*100.0%*	*47.9%*	*19.2%*	*86.3%*	*50.7%*	*34.2%*	*91.8%*
%H (TV HH)			*47.9%*	*19.2%*	*86.3%*	*50.7%*	*34.2%*	
TV room	31	31	17	9	27	19	8	29
%V	*0.4%*	*0.5%*	*0.6%*	*0.9%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*54.8%*	*29.0%*	*87.1%*	*61.3%*	*25.8%*	*93.5%*
%H (TV HH)			*54.8%*	*29.0%*	*87.1%*	*61.3%*	*25.8%*	
Conservatory	191	191	108	41	170	125	45	169
%V	*2.8%*	*2.8%*	*3.9%*	*3.9%*	*3.2%*	*5.1%*	*1.6%*	*3.4%*
%H (All HH)		*100.0%*	*56.5%*	*21.5%*	*89.0%*	*65.4%*	*23.6%*	*88.5%*
%H (TV HH)			*56.5%*	*21.5%*	*89.0%*	*65.4%*	*23.6%*	
Attic or loft room	8	8	3	1	7	3	4	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*75.0%*
%H (TV HH)			*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	
No specific location	11	11	5	3	10	6	4	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*45.5%*	*27.3%*	*90.9%*	*54.5%*	*36.4%*	*81.8%*
%H (TV HH)			*45.5%*	*27.3%*	*90.9%*	*54.5%*	*36.4%*	
Other	38	38	21	7	32	21	11	35
%V	*0.5%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*55.3%*	*18.4%*	*84.2%*	*55.3%*	*28.9%*	*92.1%*
%H (TV HH)			*55.3%*	*18.4%*	*84.2%*	*55.3%*	*28.9%*	

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

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.8: Recorders 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Any DSAT provider	2805	2805	2805	60	1845	1845	0	2373
%V	*40.5%*	*41.7%*	*100.0%*	*5.7%*	*34.7%*	*75.1%*	*0.0%*	*48.0%*
%H (All HH)			*100.0%*	*2.1%*	*65.8%*	*65.8%*	*0.0%*	*84.6%*
%H (TV HH)			*100.0%*	*2.1%*	*65.8%*	*65.8%*	*0.0%*	
Sky with subcription	2401	2401	2401	37	1579	1579	0	2083
%V	*34.7%*	*35.7%*	*85.6%*	*3.5%*	*29.7%*	*64.3%*	*0.0%*	*42.1%*
%H (All HH)			*100.0%*	*1.5%*	*65.8%*	*65.8%*	*0.0%*	*86.8%*
%H (TV HH)			*100.0%*	*1.5%*	*65.8%*	*65.8%*	*0.0%*	
Sky without subscription	166	166	166	12	97	97	0	106
%V	*2.4%*	*2.5%*	*5.9%*	*1.1%*	*1.8%*	*3.9%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*7.2%*	*58.4%*	*58.4%*	*0.0%*	*63.9%*
%H (TV HH)			*100.0%*	*7.2%*	*58.4%*	*58.4%*	*0.0%*	
Freesat	216	216	216	7	156	156	0	167
%V	*3.1%*	*3.2%*	*7.7%*	*0.7%*	*2.9%*	*6.3%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*3.2%*	*72.2%*	*72.2%*	*0.0%*	*77.3%*
%H (TV HH)			*100.0%*	*3.2%*	*72.2%*	*72.2%*	*0.0%*	
Other satellite provider	51	51	51	3	30	30	0	41
%V	*0.7%*	*0.8%*	*1.8%*	*0.3%*	*0.6%*	*1.2%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*5.9%*	*58.8%*	*58.8%*	*0.0%*	*80.4%*
%H (TV HH)			*100.0%*	*5.9%*	*58.8%*	*58.8%*	*0.0%*	
DCAB	1058	1058	60	1058	649	649	0	913
%V	*15.3%*	*15.7%*	*2.1%*	*100.0%*	*12.2%*	*26.4%*	*0.0%*	*18.5%*
%H (All HH)			*5.7%*	*100.0%*	*61.3%*	*61.3%*	*0.0%*	*86.3%*
%H (TV HH)			*5.7%*	*100.0%*	*61.3%*	*61.3%*	*0.0%*	
DTT	5317	5317	1845	649	5317	2457	2860	3668
%V	*76.8%*	*79.1%*	*65.8%*	*61.3%*	*100.0%*	*100.0%*	*100.0%*	*74.1%*
%H (All HH)		*100.0%*	*34.7%*	*12.2%*	*100.0%*	*46.2%*	*53.8%*	*69.0%*
%H (TV HH)			*34.7%*	*12.2%*	*100.0%*	*46.2%*	*53.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.9: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
PVR	3953	3953	2393	757	2889	2036	853	3372
%V	*57.1%*	*58.8%*	*85.3%*	*71.6%*	*54.3%*	*82.9%*	*29.8%*	*68.2%*
%H (All HH)		*100.0%*	*60.5%*	*19.2%*	*73.1%*	*51.5%*	*21.6%*	*85.3%*
%H (TV HH)			*60.5%*	*19.2%*	*73.1%*	*51.5%*	*21.6%*	
DVDR	307	307	133	51	260	131	129	247
%V	*4.4%*	*4.6%*	*4.7%*	*4.8%*	*4.9%*	*5.3%*	*4.5%*	*5.0%*
%H (All HH)		*100.0%*	*43.3%*	*16.6%*	*84.7%*	*42.7%*	*42.0%*	*80.5%*
%H (TV HH)			*43.3%*	*16.6%*	*84.7%*	*42.7%*	*42.0%*	
VCR	290	290	103	35	241	88	153	190
%V	*4.2%*	*4.3%*	*3.7%*	*3.3%*	*4.5%*	*3.6%*	*5.3%*	*3.8%*
%H (All HH)		*100.0%*	*35.5%*	*12.1%*	*83.1%*	*30.3%*	*52.8%*	*65.5%*
%H (TV HH)			*35.5%*	*12.1%*	*83.1%*	*30.3%*	*52.8%*	
Any recorder	4207	4207	2436	784	3114	2077	1037	3524
%V	*60.7%*	*62.6%*	*86.8%*	*74.1%*	*58.6%*	*84.5%*	*36.3%*	*71.2%*
%H (All HH)		*100.0%*	*57.9%*	*18.6%*	*74.0%*	*49.4%*	*24.6%*	*83.8%*
%H (TV HH)			*57.9%*	*18.6%*	*74.0%*	*49.4%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	3420	3420	1825	794	2556	1706	850	2885
%V	*49.4%*	*50.9%*	*65.1%*	*75.0%*	*48.1%*	*69.4%*	*29.7%*	*58.3%*
%H (All HH)		*100.0%*	*53.4%*	*23.2%*	*74.7%*	*49.9%*	*24.9%*	*84.4%*
%H (TV HH)			*53.4%*	*23.2%*	*74.7%*	*49.9%*	*24.9%*	
DVD/Blu-ray player or recorder	5123	5123	2251	874	4053	2022	2031	3903
%V	*74.0%*	*76.2%*	*80.2%*	*82.6%*	*76.2%*	*82.3%*	*71.0%*	*78.9%*
%H (All HH)		*100.0%*	*43.9%*	*17.1%*	*79.1%*	*39.5%*	*39.6%*	*76.2%*
%H (TV HH)			*43.9%*	*17.1%*	*79.1%*	*39.5%*	*39.6%*	

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

October 2012 - September 2013

C4/Five - North Macro Region

Household level data

Table 27.10: 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	6926	6720	2805	1058	5317	2457	2860	4947
%H (All HH)		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*
%H (TV HH)			*41.7%*	*15.7%*	*79.1%*	*36.6%*	*42.6%*	
Has broadband internet	4947	4834	2373	913	3668	2111	1557	4947
%V	*71.4%*	*71.9%*	*84.6%*	*86.3%*	*69.0%*	*85.9%*	*54.4%*	*100.0%*
%H (All HH)		*97.7%*	*48.0%*	*18.5%*	*74.1%*	*42.7%*	*31.5%*	*100.0%*
%H (TV HH)			*49.1%*	*18.9%*	*75.9%*	*43.7%*	*32.2%*	
Number of computers (PCs and laptops)								
0	1706	1630	370	127	1420	292	1128	66
%V	*24.6%*	*24.3%*	*13.2%*	*12.0%*	*26.7%*	*11.9%*	*39.4%*	*1.3%*
%H (All HH)		*95.5%*	*21.7%*	*7.4%*	*83.2%*	*17.1%*	*66.1%*	*3.9%*
%H (TV HH)			*22.7%*	*7.8%*	*87.1%*	*17.9%*	*69.2%*	
1	2665	2586	1127	431	1998	970	1028	2397
%V	*38.5%*	*38.5%*	*40.2%*	*40.7%*	*37.6%*	*39.5%*	*35.9%*	*48.5%*
%H (All HH)		*97.0%*	*42.3%*	*16.2%*	*75.0%*	*36.4%*	*38.6%*	*89.9%*
%H (TV HH)			*43.6%*	*16.7%*	*77.3%*	*37.5%*	*39.8%*	
2	1343	1315	666	252	991	594	397	1287
%V	*19.4%*	*19.6%*	*23.7%*	*23.8%*	*18.6%*	*24.2%*	*13.9%*	*26.0%*
%H (All HH)		*97.9%*	*49.6%*	*18.8%*	*73.8%*	*44.2%*	*29.6%*	*95.8%*
%H (TV HH)			*50.6%*	*19.2%*	*75.4%*	*45.2%*	*30.2%*	
3	634	621	328	132	479	316	163	628
%V	*9.2%*	*9.2%*	*11.7%*	*12.5%*	*9.0%*	*12.9%*	*5.7%*	*12.7%*
%H (All HH)		*97.9%*	*51.7%*	*20.8%*	*75.6%*	*49.8%*	*25.7%*	*99.1%*
%H (TV HH)			*52.8%*	*21.3%*	*77.1%*	*50.9%*	*26.2%*	
4	301	297	164	52	219	139	80	298
%V	*4.3%*	*4.4%*	*5.8%*	*4.9%*	*4.1%*	*5.7%*	*2.8%*	*6.0%*
%H (All HH)		*98.7%*	*54.5%*	*17.3%*	*72.8%*	*46.2%*	*26.6%*	*99.0%*
%H (TV HH)			*55.2%*	*17.5%*	*73.7%*	*46.8%*	*26.9%*	
5+	276	272	148	65	210	146	64	271
%V	*4.0%*	*4.0%*	*5.3%*	*6.1%*	*3.9%*	*5.9%*	*2.2%*	*5.5%*
%H (All HH)		*98.6%*	*53.6%*	*23.6%*	*76.1%*	*52.9%*	*23.2%*	*98.2%*
%H (TV HH)			*54.4%*	*23.9%*	*77.2%*	*53.7%*	*23.5%*	

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

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13740	6442	2375	11206	6196	5009	10789
%H		*46.9%*	*17.3%*	*81.6%*	*45.1%*	*36.5%*	*78.5%*
Under 20"	2017	878	307	1833	981	852	1551
%V	*14.7%*	*13.6%*	*12.9%*	*16.4%*	*15.8%*	*17.0%*	*14.4%*
%H		*43.5%*	*15.2%*	*90.9%*	*48.6%*	*42.2%*	*76.9%*
20" - 29"	3030	1271	498	2627	1339	1288	2240
%V	*22.1%*	*19.7%*	*21.0%*	*23.4%*	*21.6%*	*25.7%*	*20.8%*
%H		*41.9%*	*16.4%*	*86.7%*	*44.2%*	*42.5%*	*73.9%*
30" - 39"	4341	1912	744	3566	1841	1725	3297
%V	*31.6%*	*29.7%*	*31.3%*	*31.8%*	*29.7%*	*34.4%*	*30.6%*
%H		*44.0%*	*17.1%*	*82.1%*	*42.4%*	*39.7%*	*76.0%*
40" and over	3299	1832	635	2483	1616	868	2819
%V	*24.0%*	*28.4%*	*26.7%*	*22.2%*	*26.1%*	*17.3%*	*26.1%*
%H		*55.5%*	*19.2%*	*75.3%*	*49.0%*	*26.3%*	*85.5%*
Don't know	155	57	29	131	61	70	109
%V	*1.1%*	*0.9%*	*1.2%*	*1.2%*	*1.0%*	*1.4%*	*1.0%*
%H		*36.8%*	*18.7%*	*84.5%*	*39.4%*	*45.2%*	*70.3%*
Not Asked	898	492	162	566	358	206	773
%V	*6.5%*	*7.6%*	*6.8%*	*5.1%*	*5.8%*	*4.1%*	*7.2%*
%H		*54.8%*	*18.0%*	*63.0%*	*39.9%*	*22.9%*	*86.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13740	6442	2375	11206	6196	5009	10789
%H		*46.9%*	*17.3%*	*81.6%*	*45.1%*	*36.5%*	*78.5%*
Main living room	6646	2794	1056	5289	2454	2835	4785
%V	*48.4%*	*43.4%*	*44.5%*	*47.2%*	*39.6%*	*56.6%*	*44.4%*
%H		*42.0%*	*15.9%*	*79.6%*	*36.9%*	*42.7%*	*72.0%*
Kitchen	737	346	104	672	379	293	593
%V	*5.4%*	*5.4%*	*4.4%*	*6.0%*	*6.1%*	*5.8%*	*5.5%*
%H		*46.9%*	*14.1%*	*91.2%*	*51.4%*	*39.8%*	*80.5%*
Adult's bedroom	3372	1669	646	2867	1765	1102	2767
%V	*24.5%*	*25.9%*	*27.2%*	*25.6%*	*28.5%*	*22.0%*	*25.6%*
%H		*49.5%*	*19.2%*	*85.0%*	*52.3%*	*32.7%*	*82.1%*
Child's bedroom	674	399	135	587	438	148	633
%V	*4.9%*	*6.2%*	*5.7%*	*5.2%*	*7.1%*	*3.0%*	*5.9%*
%H		*59.2%*	*20.0%*	*87.1%*	*65.0%*	*22.0%*	*93.9%*
Other bedroom	406	218	81	357	242	115	365
%V	*3.0%*	*3.4%*	*3.4%*	*3.2%*	*3.9%*	*2.3%*	*3.4%*
%H		*53.7%*	*20.0%*	*87.9%*	*59.6%*	*28.3%*	*89.9%*
Second living/dining room	650	331	114	556	343	213	552
%V	*4.7%*	*5.1%*	*4.8%*	*5.0%*	*5.5%*	*4.3%*	*5.1%*
%H		*50.9%*	*17.5%*	*85.5%*	*52.8%*	*32.8%*	*84.9%*
Study/office	74	35	14	64	38	26	69
%V	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*
%H		*47.3%*	*18.9%*	*86.5%*	*51.4%*	*35.1%*	*93.2%*
TV room	31	17	9	27	19	8	29
%V	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*
%H		*54.8%*	*29.0%*	*87.1%*	*61.3%*	*25.8%*	*93.5%*
Conservatory	191	108	41	170	125	45	169
%V	*1.4%*	*1.7%*	*1.7%*	*1.5%*	*2.0%*	*0.9%*	*1.6%*
%H		*56.5%*	*21.5%*	*89.0%*	*65.4%*	*23.6%*	*88.5%*
Attic or loft room	8	3	1	7	3	4	6
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*75.0%*
No specific location	12	6	4	11	7	4	10
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*33.3%*	*91.7%*	*58.3%*	*33.3%*	*83.3%*
Other	41	24	7	35	24	11	38
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*58.5%*	*17.1%*	*85.4%*	*58.5%*	*26.8%*	*92.7%*
Not Asked	898	492	162	566	358	206	773
%V	*6.5%*	*7.6%*	*6.8%*	*5.1%*	*5.8%*	*4.1%*	*7.2%*
%H		*54.8%*	*18.0%*	*63.0%*	*39.9%*	*22.9%*	*86.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13740	6442	2375	11206	6196	5009	10789
%H		*46.9%*	*17.3%*	*81.6%*	*45.1%*	*36.5%*	*78.5%*
PVR	5127	3253	996	3647	2694	953	4484
%V	*37.3%*	*50.5%*	*41.9%*	*32.5%*	*43.5%*	*19.0%*	*41.6%*
%H		*63.4%*	*19.4%*	*71.1%*	*52.5%*	*18.6%*	*87.5%*
DVDR	346	149	59	292	147	144	279
%V	*2.5%*	*2.3%*	*2.5%*	*2.6%*	*2.4%*	*2.9%*	*2.6%*
%H		*43.1%*	*17.1%*	*84.4%*	*42.5%*	*41.6%*	*80.6%*
VCR	305	108	40	254	95	159	202
%V	*2.2%*	*1.7%*	*1.7%*	*2.3%*	*1.5%*	*3.2%*	*1.9%*
%H		*35.4%*	*13.1%*	*83.3%*	*31.1%*	*52.1%*	*66.2%*
Any recorder	5472	3336	1042	3956	2783	1173	4707
%V	*39.8%*	*51.8%*	*43.9%*	*35.3%*	*44.9%*	*23.4%*	*43.6%*
%H		*61.0%*	*19.0%*	*72.3%*	*50.9%*	*21.4%*	*86.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13740	6442	2375	11206	6196	5009	10789
%H		*46.9%*	*17.3%*	*81.6%*	*45.1%*	*36.5%*	*78.5%*
Receives HDTV (via STB or built-in reception)	4770	2566	1152	3578	2444	1135	4121
%V	*34.7%*	*39.8%*	*48.5%*	*31.9%*	*39.4%*	*22.7%*	*38.2%*
%H		*53.8%*	*24.2%*	*75.0%*	*51.2%*	*23.8%*	*86.4%*
DVD/Blu-ray player or recorder	7438	3483	1385	6033	3390	2643	5983
%V	*54.1%*	*54.1%*	*58.3%*	*53.8%*	*54.7%*	*52.8%*	*55.5%*
%H		*46.8%*	*18.6%*	*81.1%*	*45.6%*	*35.5%*	*80.4%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6708	2804	1058	5315	2457	2858	4826
%H		*41.8%*	*15.8%*	*79.2%*	*36.6%*	*42.6%*	*71.9%*
Under 20"	149	33	11	129	23	106	62
%V	*2.2%*	*1.2%*	*1.0%*	*2.4%*	*0.9%*	*3.7%*	*1.3%*
%H		*22.1%*	*7.4%*	*86.6%*	*15.4%*	*71.1%*	*41.6%*
20" - 29"	948	230	101	817	199	618	487
%V	*14.1%*	*8.2%*	*9.5%*	*15.4%*	*8.1%*	*21.6%*	*10.1%*
%H		*24.3%*	*10.7%*	*86.2%*	*21.0%*	*65.2%*	*51.4%*
30" - 39"	2772	1030	423	2255	921	1334	1915
%V	*41.3%*	*36.7%*	*40.0%*	*42.4%*	*37.5%*	*46.7%*	*39.7%*
%H		*37.2%*	*15.3%*	*81.3%*	*33.2%*	*48.1%*	*69.1%*
40" and over	2742	1491	513	2059	1298	762	2298
%V	*40.9%*	*53.2%*	*48.5%*	*38.7%*	*52.8%*	*26.7%*	*47.6%*
%H		*54.4%*	*18.7%*	*75.1%*	*47.3%*	*27.8%*	*83.8%*
Don't know	69	21	11	54	17	38	43
%V	*1.0%*	*0.7%*	*1.0%*	*1.0%*	*0.7%*	*1.3%*	*0.9%*
%H		*30.4%*	*15.9%*	*78.3%*	*24.6%*	*55.1%*	*62.3%*
Not Asked	28	0	0	1	0	0	21
%V	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*
%H		*0.0%*	*0.0%*	*3.6%*	*0.0%*	*0.0%*	*75.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6708	2804	1058	5315	2457	2858	4826
%H		*41.8%*	*15.8%*	*79.2%*	*36.6%*	*42.6%*	*71.9%*
PVR	3844	2353	729	2792	1984	807	3281
%V	*57.3%*	*83.9%*	*68.9%*	*52.5%*	*80.7%*	*28.2%*	*68.0%*
%H		*61.2%*	*19.0%*	*72.6%*	*51.6%*	*21.0%*	*85.4%*
DVDR	257	104	41	214	99	115	205
%V	*3.8%*	*3.7%*	*3.9%*	*4.0%*	*4.0%*	*4.0%*	*4.2%*
%H		*40.5%*	*16.0%*	*83.3%*	*38.5%*	*44.7%*	*79.8%*
VCR	243	81	26	200	63	137	153
%V	*3.6%*	*2.9%*	*2.5%*	*3.8%*	*2.6%*	*4.8%*	*3.2%*
%H		*33.3%*	*10.7%*	*82.3%*	*25.9%*	*56.4%*	*63.0%*
Any recorder	4090	2397	755	3007	2022	985	3425
%V	*61.0%*	*85.5%*	*71.4%*	*56.6%*	*82.3%*	*34.5%*	*71.0%*
%H		*58.6%*	*18.5%*	*73.5%*	*49.4%*	*24.1%*	*83.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6708	2804	1058	5315	2457	2858	4826
%H		*41.8%*	*15.8%*	*79.2%*	*36.6%*	*42.6%*	*71.9%*
Receives HDTV (via STB or built-in reception)	3299	1770	777	2447	1646	801	2786
%V	*49.2%*	*63.1%*	*73.4%*	*46.0%*	*67.0%*	*28.0%*	*57.7%*
%H		*53.7%*	*23.6%*	*74.2%*	*49.9%*	*24.3%*	*84.4%*
DVD/Blu-ray player or recorder	4779	2085	817	3752	1845	1907	3641
%V	*71.2%*	*74.4%*	*77.2%*	*70.6%*	*75.1%*	*66.7%*	*75.4%*
%H		*43.6%*	*17.1%*	*78.5%*	*38.6%*	*39.9%*	*76.2%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7031	3638	1317	5891	3739	2152	5963
%H		*51.7%*	*18.7%*	*83.8%*	*53.2%*	*30.6%*	*84.8%*
Under 20"	1868	845	296	1704	958	745	1489
%V	*26.6%*	*23.2%*	*22.5%*	*28.9%*	*25.6%*	*34.6%*	*25.0%*
%H		*45.2%*	*15.8%*	*91.2%*	*51.3%*	*39.9%*	*79.7%*
20" - 29"	2083	1042	398	1811	1140	670	1753
%V	*29.6%*	*28.6%*	*30.2%*	*30.7%*	*30.5%*	*31.1%*	*29.4%*
%H		*50.0%*	*19.1%*	*86.9%*	*54.7%*	*32.2%*	*84.2%*
30" - 39"	1570	882	322	1310	920	391	1382
%V	*22.3%*	*24.2%*	*24.4%*	*22.2%*	*24.6%*	*18.2%*	*23.2%*
%H		*56.2%*	*20.5%*	*83.4%*	*58.6%*	*24.9%*	*88.0%*
40" and over	557	341	123	424	318	106	521
%V	*7.9%*	*9.4%*	*9.3%*	*7.2%*	*8.5%*	*4.9%*	*8.7%*
%H		*61.2%*	*22.1%*	*76.1%*	*57.1%*	*19.0%*	*93.5%*
Don't know	86	36	17	77	44	33	66
%V	*1.2%*	*1.0%*	*1.3%*	*1.3%*	*1.2%*	*1.5%*	*1.1%*
%H		*41.9%*	*19.8%*	*89.5%*	*51.2%*	*38.4%*	*76.7%*
Not Asked	867	492	161	565	359	207	752
%V	*12.3%*	*13.5%*	*12.2%*	*9.6%*	*9.6%*	*9.6%*	*12.6%*
%H		*56.7%*	*18.6%*	*65.2%*	*41.4%*	*23.9%*	*86.7%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7031	3638	1317	5891	3739	2152	5963
%H		*51.7%*	*18.7%*	*83.8%*	*53.2%*	*30.6%*	*84.8%*
PVR	1283	900	266	856	710	146	1203
%V	*18.2%*	*24.7%*	*20.2%*	*14.5%*	*19.0%*	*6.8%*	*20.2%*
%H		*70.1%*	*20.7%*	*66.7%*	*55.3%*	*11.4%*	*93.8%*
DVDR	89	45	18	78	48	29	75
%V	*1.3%*	*1.2%*	*1.4%*	*1.3%*	*1.3%*	*1.3%*	*1.3%*
%H		*50.6%*	*20.2%*	*87.6%*	*53.9%*	*32.6%*	*84.3%*
VCR	62	26	14	54	32	22	49
%V	*0.9%*	*0.7%*	*1.1%*	*0.9%*	*0.9%*	*1.0%*	*0.8%*
%H		*41.9%*	*22.6%*	*87.1%*	*51.6%*	*35.5%*	*79.0%*
Any recorder	1382	939	288	949	761	188	1282
%V	*19.7%*	*25.8%*	*21.9%*	*16.1%*	*20.4%*	*8.7%*	*21.5%*
%H		*67.9%*	*20.8%*	*68.7%*	*55.1%*	*13.6%*	*92.8%*

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	7031	3638	1317	5891	3739	2152	5963
%H		*51.7%*	*18.7%*	*83.8%*	*53.2%*	*30.6%*	*84.8%*
Receives HDTV (via STB or built-in reception)	1471	796	375	1132	798	333	1335
%V	*20.9%*	*21.9%*	*28.5%*	*19.2%*	*21.3%*	*15.5%*	*22.4%*
%H		*54.1%*	*25.5%*	*77.0%*	*54.2%*	*22.6%*	*90.8%*
DVD/Blu-ray player or recorder	2659	1399	568	2281	1545	736	2342
%V	*37.8%*	*38.5%*	*43.1%*	*38.7%*	*41.3%*	*34.2%*	*39.3%*
%H		*52.6%*	*21.4%*	*85.8%*	*58.1%*	*27.7%*	*88.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.21: Age 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 Inds	15902	15524	7393	2671	11975	6465	5510	12792
%H		*97.6%*	*46.5%*	*16.8%*	*75.3%*	*40.7%*	*34.6%*	*80.4%*
Total Children	3000	2947	1647	539	2109	1332	777	2637
%V	*18.9%*	*19.0%*	*22.3%*	*20.2%*	*17.6%*	*20.6%*	*14.1%*	*20.6%*
%H		*98.2%*	*54.9%*	*18.0%*	*70.3%*	*44.4%*	*25.9%*	*87.9%*
0 - 3	805	784	422	138	534	312	222	666
%V	*5.1%*	*5.1%*	*5.7%*	*5.2%*	*4.5%*	*4.8%*	*4.0%*	*5.2%*
%H		*97.4%*	*52.4%*	*17.1%*	*66.3%*	*38.8%*	*27.6%*	*82.7%*
4 - 15	2195	2163	1226	401	1575	1020	555	1971
%V	*13.8%*	*13.9%*	*16.6%*	*15.0%*	*13.2%*	*15.8%*	*10.1%*	*15.4%*
%H		*98.5%*	*55.9%*	*18.3%*	*71.8%*	*46.5%*	*25.3%*	*89.8%*
4 - 9	1120	1101	645	193	790	518	272	978
%V	*7.0%*	*7.1%*	*8.7%*	*7.2%*	*6.6%*	*8.0%*	*4.9%*	*7.6%*
%H		*98.3%*	*57.6%*	*17.2%*	*70.5%*	*46.3%*	*24.3%*	*87.3%*
10 - 15	1075	1062	581	208	785	502	283	993
%V	*6.8%*	*6.8%*	*7.9%*	*7.8%*	*6.6%*	*7.8%*	*5.1%*	*7.8%*
%H		*98.8%*	*54.0%*	*19.3%*	*73.0%*	*46.7%*	*26.3%*	*92.4%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - 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 Inds	15902	15524	7393	2671	11975	6465	5510	12792
%H		*97.6%*	*46.5%*	*16.8%*	*75.3%*	*40.7%*	*34.6%*	*80.4%*
Total Adults (16+)	12903	12577	5745	2132	9866	5132	4733	10155
%V	*81.1%*	*81.0%*	*77.7%*	*79.8%*	*82.4%*	*79.4%*	*85.9%*	*79.4%*
%H		*97.5%*	*44.5%*	*16.5%*	*76.5%*	*39.8%*	*36.7%*	*78.7%*
16 - 19	781	763	375	156	595	371	224	704
%V	*4.9%*	*4.9%*	*5.1%*	*5.8%*	*5.0%*	*5.7%*	*4.1%*	*5.5%*
%H		*97.7%*	*48.0%*	*20.0%*	*76.2%*	*47.5%*	*28.7%*	*90.1%*
20 - 24	1099	1045	487	165	802	419	383	923
%V	*6.9%*	*6.7%*	*6.6%*	*6.2%*	*6.7%*	*6.5%*	*7.0%*	*7.2%*
%H		*95.1%*	*44.3%*	*15.0%*	*73.0%*	*38.1%*	*34.8%*	*84.0%*
25 - 34	2068	1975	1043	361	1397	835	562	1792
%V	*13.0%*	*12.7%*	*14.1%*	*13.5%*	*11.7%*	*12.9%*	*10.2%*	*14.0%*
%H		*95.5%*	*50.4%*	*17.5%*	*67.6%*	*40.4%*	*27.2%*	*86.7%*
35 - 44	2029	1981	1071	389	1430	889	541	1817
%V	*12.8%*	*12.8%*	*14.5%*	*14.6%*	*11.9%*	*13.8%*	*9.8%*	*14.2%*
%H		*97.6%*	*52.8%*	*19.2%*	*70.5%*	*43.8%*	*26.7%*	*89.6%*
45 - 54	2289	2250	1102	436	1758	1030	728	2007
%V	*14.4%*	*14.5%*	*14.9%*	*16.3%*	*14.7%*	*15.9%*	*13.2%*	*15.7%*
%H		*98.3%*	*48.1%*	*19.0%*	*76.8%*	*45.0%*	*31.8%*	*87.7%*
55 - 64	1889	1853	803	311	1511	764	747	1499
%V	*11.9%*	*11.9%*	*10.9%*	*11.6%*	*12.6%*	*11.8%*	*13.6%*	*11.7%*
%H		*98.1%*	*42.5%*	*16.5%*	*80.0%*	*40.4%*	*39.5%*	*79.4%*
65+	2748	2711	865	313	2374	824	1550	1413
%V	*17.3%*	*17.5%*	*11.7%*	*11.7%*	*19.8%*	*12.7%*	*28.1%*	*11.0%*
%H		*98.7%*	*31.5%*	*11.4%*	*86.4%*	*30.0%*	*56.4%*	*51.4%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12903	12577	5745	2132	9866	5132	4733	10155
%H		*97.5%*	*44.5%*	*16.5%*	*76.5%*	*39.8%*	*36.7%*	*78.7%*
AB	2837	2767	1356	458	2167	1198	969	2639
%V	*22.0%*	*22.0%*	*23.6%*	*21.5%*	*22.0%*	*23.3%*	*20.5%*	*26.0%*
%H		*97.5%*	*47.8%*	*16.1%*	*76.4%*	*42.2%*	*34.2%*	*93.0%*
C1	3460	3370	1566	591	2613	1396	1217	2963
%V	*26.8%*	*26.8%*	*27.3%*	*27.7%*	*26.5%*	*27.2%*	*25.7%*	*29.2%*
%H		*97.4%*	*45.3%*	*17.1%*	*75.5%*	*40.3%*	*35.2%*	*85.6%*
C2	2934	2889	1425	537	2284	1334	950	2354
%V	*22.7%*	*23.0%*	*24.8%*	*25.2%*	*23.2%*	*26.0%*	*20.1%*	*23.2%*
%H		*98.5%*	*48.6%*	*18.3%*	*77.8%*	*45.5%*	*32.4%*	*80.2%*
D	2113	2053	909	345	1568	781	787	1529
%V	*16.4%*	*16.3%*	*15.8%*	*16.2%*	*15.9%*	*15.2%*	*16.6%*	*15.1%*
%H		*97.2%*	*43.0%*	*16.3%*	*74.2%*	*37.0%*	*37.2%*	*72.4%*
E	1560	1498	489	201	1234	423	811	669
%V	*12.1%*	*11.9%*	*8.5%*	*9.4%*	*12.5%*	*8.2%*	*17.1%*	*6.6%*
%H		*96.0%*	*31.3%*	*12.9%*	*79.1%*	*27.1%*	*52.0%*	*42.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12903	12577	5745	2132	9866	5132	4733	10155
%H		*97.5%*	*44.5%*	*16.5%*	*76.5%*	*39.8%*	*36.7%*	*78.7%*
Working full time	5598	5470	2833	1048	4117	2497	1619	5085
%V	*43.4%*	*43.5%*	*49.3%*	*49.2%*	*41.7%*	*48.7%*	*34.2%*	*50.1%*
%H		*97.7%*	*50.6%*	*18.7%*	*73.5%*	*44.6%*	*28.9%*	*90.8%*
Working part time	1345	1321	640	244	1011	576	435	1178
%V	*10.4%*	*10.5%*	*11.1%*	*11.4%*	*10.2%*	*11.2%*	*9.2%*	*11.6%*
%H		*98.2%*	*47.6%*	*18.1%*	*75.2%*	*42.8%*	*32.3%*	*87.6%*
Not working	5960	5785	2272	840	4738	2059	2679	3892
%V	*46.2%*	*46.0%*	*39.5%*	*39.4%*	*48.0%*	*40.1%*	*56.6%*	*38.3%*
%H		*97.1%*	*38.1%*	*14.1%*	*79.5%*	*34.5%*	*44.9%*	*65.3%*
Housewife/Houseperson	6926	6720	2805	1058	5317	2457	2860	4947
%V	*53.7%*	*53.4%*	*48.8%*	*49.6%*	*53.9%*	*47.9%*	*60.4%*	*48.7%*
%H		*97.0%*	*40.5%*	*15.3%*	*76.8%*	*35.5%*	*41.3%*	*71.4%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - 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 Males (16+)	6297	6113	2903	1050	4749	2577	2172	5077
%H		*97.1%*	*46.1%*	*16.7%*	*75.4%*	*40.9%*	*34.5%*	*80.6%*
16 - 19	408	399	206	76	313	203	109	378
%V	*6.5%*	*6.5%*	*7.1%*	*7.2%*	*6.6%*	*7.9%*	*5.0%*	*7.4%*
%H		*97.8%*	*50.5%*	*18.6%*	*76.7%*	*49.8%*	*26.7%*	*92.6%*
20 - 24	536	511	252	79	398	223	175	468
%V	*8.5%*	*8.4%*	*8.7%*	*7.5%*	*8.4%*	*8.7%*	*8.1%*	*9.2%*
%H		*95.3%*	*47.0%*	*14.7%*	*74.3%*	*41.6%*	*32.6%*	*87.3%*
25 - 34	1029	979	504	187	697	413	283	898
%V	*16.3%*	*16.0%*	*17.4%*	*17.8%*	*14.7%*	*16.0%*	*13.0%*	*17.7%*
%H		*95.1%*	*49.0%*	*18.2%*	*67.7%*	*40.1%*	*27.5%*	*87.3%*
35 - 44	1005	975	519	184	699	419	280	892
%V	*16.0%*	*15.9%*	*17.9%*	*17.5%*	*14.7%*	*16.3%*	*12.9%*	*17.6%*
%H		*97.0%*	*51.6%*	*18.3%*	*69.6%*	*41.7%*	*27.9%*	*88.8%*
45 - 54	1133	1104	563	217	847	515	333	982
%V	*18.0%*	*18.1%*	*19.4%*	*20.7%*	*17.8%*	*20.0%*	*15.3%*	*19.3%*
%H		*97.4%*	*49.7%*	*19.2%*	*74.8%*	*45.5%*	*29.4%*	*86.7%*
55 - 64	927	905	399	154	733	377	355	735
%V	*14.7%*	*14.8%*	*13.7%*	*14.7%*	*15.4%*	*14.6%*	*16.3%*	*14.5%*
%H		*97.6%*	*43.0%*	*16.6%*	*79.1%*	*40.7%*	*38.3%*	*79.3%*
65+	1260	1240	459	153	1063	426	637	724
%V	*20.0%*	*20.3%*	*15.8%*	*14.6%*	*22.4%*	*16.5%*	*29.3%*	*14.3%*
%H		*98.4%*	*36.4%*	*12.1%*	*84.4%*	*33.8%*	*50.6%*	*57.5%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6297	6113	2903	1050	4749	2577	2172	5077
%H		*97.1%*	*46.1%*	*16.7%*	*75.4%*	*40.9%*	*34.5%*	*80.6%*
AB	1428	1392	688	234	1085	608	478	1335
%V	*22.7%*	*22.8%*	*23.7%*	*22.3%*	*22.8%*	*23.6%*	*22.0%*	*26.3%*
%H		*97.5%*	*48.2%*	*16.4%*	*76.0%*	*42.6%*	*33.5%*	*93.5%*
C1	1638	1586	788	279	1207	687	520	1442
%V	*26.0%*	*25.9%*	*27.1%*	*26.6%*	*25.4%*	*26.7%*	*23.9%*	*28.4%*
%H		*96.8%*	*48.1%*	*17.0%*	*73.7%*	*41.9%*	*31.7%*	*88.0%*
C2	1580	1550	768	285	1227	721	506	1259
%V	*25.1%*	*25.4%*	*26.5%*	*27.1%*	*25.8%*	*28.0%*	*23.3%*	*24.8%*
%H		*98.1%*	*48.6%*	*18.0%*	*77.7%*	*45.6%*	*32.0%*	*79.7%*
D	996	964	439	167	725	372	352	740
%V	*15.8%*	*15.8%*	*15.1%*	*15.9%*	*15.3%*	*14.4%*	*16.2%*	*14.6%*
%H		*96.8%*	*44.1%*	*16.8%*	*72.8%*	*37.3%*	*35.3%*	*74.3%*
E	656	620	220	85	505	189	316	301
%V	*10.4%*	*10.1%*	*7.6%*	*8.1%*	*10.6%*	*7.3%*	*14.5%*	*5.9%*
%H		*94.5%*	*33.5%*	*13.0%*	*77.0%*	*28.8%*	*48.2%*	*45.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6297	6113	2903	1050	4749	2577	2172	5077
%H		*97.1%*	*46.1%*	*16.7%*	*75.4%*	*40.9%*	*34.5%*	*80.6%*
Working full time	3402	3318	1752	627	2479	1523	957	3094
%V	*54.0%*	*54.3%*	*60.4%*	*59.7%*	*52.2%*	*59.1%*	*44.1%*	*60.9%*
%H		*97.5%*	*51.5%*	*18.4%*	*72.9%*	*44.8%*	*28.1%*	*90.9%*
Working part time	287	281	126	56	216	118	99	248
%V	*4.6%*	*4.6%*	*4.3%*	*5.3%*	*4.5%*	*4.6%*	*4.6%*	*4.9%*
%H		*97.9%*	*43.9%*	*19.5%*	*75.3%*	*41.1%*	*34.5%*	*86.4%*
Not working	2608	2514	1024	366	2053	936	1117	1735
%V	*41.4%*	*41.1%*	*35.3%*	*34.9%*	*43.2%*	*36.3%*	*51.4%*	*34.2%*
%H		*96.4%*	*39.3%*	*14.0%*	*78.7%*	*35.9%*	*42.8%*	*66.5%*
Housewife/Houseperson	1496	1396	512	201	1085	415	670	883
%V	*23.8%*	*22.8%*	*17.6%*	*19.1%*	*22.8%*	*16.1%*	*30.8%*	*17.4%*
%H		*93.3%*	*34.2%*	*13.4%*	*72.5%*	*27.7%*	*44.8%*	*59.0%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - 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 Females (16+)	6605	6464	2842	1082	5117	2556	2561	5078
%H		*97.9%*	*43.0%*	*16.4%*	*77.5%*	*38.7%*	*38.8%*	*76.9%*
16 - 19	373	364	168	80	282	167	115	326
%V	*5.6%*	*5.6%*	*5.9%*	*7.4%*	*5.5%*	*6.5%*	*4.5%*	*6.4%*
%H		*97.6%*	*45.0%*	*21.4%*	*75.6%*	*44.8%*	*30.8%*	*87.4%*
20 - 24	564	534	234	86	404	196	208	456
%V	*8.5%*	*8.3%*	*8.2%*	*7.9%*	*7.9%*	*7.7%*	*8.1%*	*9.0%*
%H		*94.7%*	*41.5%*	*15.2%*	*71.6%*	*34.8%*	*36.9%*	*80.9%*
25 - 34	1039	996	539	175	700	421	279	894
%V	*15.7%*	*15.4%*	*19.0%*	*16.2%*	*13.7%*	*16.5%*	*10.9%*	*17.6%*
%H		*95.9%*	*51.9%*	*16.8%*	*67.4%*	*40.5%*	*26.9%*	*86.0%*
35 - 44	1024	1006	552	205	731	470	260	925
%V	*15.5%*	*15.6%*	*19.4%*	*18.9%*	*14.3%*	*18.4%*	*10.2%*	*18.2%*
%H		*98.2%*	*53.9%*	*20.0%*	*71.4%*	*45.9%*	*25.4%*	*90.3%*
45 - 54	1156	1145	539	219	910	516	395	1025
%V	*17.5%*	*17.7%*	*19.0%*	*20.2%*	*17.8%*	*20.2%*	*15.4%*	*20.2%*
%H		*99.0%*	*46.6%*	*18.9%*	*78.7%*	*44.6%*	*34.2%*	*88.7%*
55 - 64	962	948	403	158	779	387	392	764
%V	*14.6%*	*14.7%*	*14.2%*	*14.6%*	*15.2%*	*15.1%*	*15.3%*	*15.0%*
%H		*98.5%*	*41.9%*	*16.4%*	*81.0%*	*40.2%*	*40.7%*	*79.4%*
65+	1487	1471	406	160	1311	398	913	689
%V	*22.5%*	*22.8%*	*14.3%*	*14.8%*	*25.6%*	*15.6%*	*35.7%*	*13.6%*
%H		*98.9%*	*27.3%*	*10.8%*	*88.2%*	*26.8%*	*61.4%*	*46.3%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6605	6464	2842	1082	5117	2556	2561	5078
%H		*97.9%*	*43.0%*	*16.4%*	*77.5%*	*38.7%*	*38.8%*	*76.9%*
AB	1409	1375	668	224	1082	591	491	1304
%V	*21.3%*	*21.3%*	*23.5%*	*20.7%*	*21.1%*	*23.1%*	*19.2%*	*25.7%*
%H		*97.6%*	*47.4%*	*15.9%*	*76.8%*	*41.9%*	*34.8%*	*92.5%*
C1	1821	1783	778	312	1406	709	697	1520
%V	*27.6%*	*27.6%*	*27.4%*	*28.8%*	*27.5%*	*27.7%*	*27.2%*	*29.9%*
%H		*97.9%*	*42.7%*	*17.1%*	*77.2%*	*38.9%*	*38.3%*	*83.5%*
C2	1354	1338	657	252	1057	613	443	1096
%V	*20.5%*	*20.7%*	*23.1%*	*23.3%*	*20.7%*	*24.0%*	*17.3%*	*21.6%*
%H		*98.8%*	*48.5%*	*18.6%*	*78.1%*	*45.3%*	*32.7%*	*80.9%*
D	1117	1089	470	178	844	409	435	789
%V	*16.9%*	*16.8%*	*16.5%*	*16.5%*	*16.5%*	*16.0%*	*17.0%*	*15.5%*
%H		*97.5%*	*42.1%*	*15.9%*	*75.6%*	*36.6%*	*38.9%*	*70.6%*
E	903	878	269	116	729	234	495	368
%V	*13.7%*	*13.6%*	*9.5%*	*10.7%*	*14.2%*	*9.2%*	*19.3%*	*7.2%*
%H		*97.2%*	*29.8%*	*12.8%*	*80.7%*	*25.9%*	*54.8%*	*40.8%*

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

October 2012 - September 2013

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6605	6464	2842	1082	5117	2556	2561	5078
%H		*97.9%*	*43.0%*	*16.4%*	*77.5%*	*38.7%*	*38.8%*	*76.9%*
Working full time	2196	2153	1081	421	1637	975	662	1991
%V	*33.2%*	*33.3%*	*38.0%*	*38.9%*	*32.0%*	*38.1%*	*25.8%*	*39.2%*
%H		*98.0%*	*49.2%*	*19.2%*	*74.5%*	*44.4%*	*30.1%*	*90.7%*
Working part time	1058	1040	514	188	795	458	337	930
%V	*16.0%*	*16.1%*	*18.1%*	*17.4%*	*15.5%*	*17.9%*	*13.2%*	*18.3%*
%H		*98.3%*	*48.6%*	*17.8%*	*75.1%*	*43.3%*	*31.9%*	*87.9%*
Not working	3352	3271	1247	473	2685	1123	1562	2157
%V	*50.7%*	*50.6%*	*43.9%*	*43.7%*	*52.5%*	*43.9%*	*61.0%*	*42.5%*
%H		*97.6%*	*37.2%*	*14.1%*	*80.1%*	*33.5%*	*46.6%*	*64.3%*
Housewife/Houseperson	5429	5324	2293	858	4232	2042	2190	4064
%V	*82.2%*	*82.4%*	*80.7%*	*79.3%*	*82.7%*	*79.9%*	*85.5%*	*80.0%*
%H		*98.1%*	*42.2%*	*15.8%*	*78.0%*	*37.6%*	*40.3%*	*74.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

Contents Page

Household

Table 28.1: Social Grade 760
Table 28.2: Housewife Age 761
Table 28.3: Size of Household 762
Table 28.4: Presence of Children 763
Table 28.5: Number of TV sets in household 764
Table 28.6: Screen size 765
Table 28.7: Location of ANY set in household 766
Table 28.8: Recorders 767
Table 28.9: Recorders and other equipment 768
Table 28.10: Computers and Internet 769

Sets

Table 28.11: Screen Size 770
Table 28.12: Location of set 771
Table 28.13: Recorders 772
Table 28.14: Other TV equipment 772
Table 28.15: Main Set Screen Size 773
Table 28.16: Main Set Recorders 774
Table 28.17: Main Set - Other TV equipment 774
Table 28.18: Other Sets (non-Main Set) Screen Size 775
Table 28.19: Other Set (non-Main Set) Recorders 776
Table 28.20: Other Set (non-Main Set) - Other TV equipment 776

Individuals

Table 28.21: Age of Children 777
Table 28.22: Adults - Age 778
Table 28.23: Social Grade (Adults 16+) 779
Table 28.24: Working Status (Adults 16+) 780
Table 28.25: Males - Age 781
Table 28.26: Social Grade (Males 16+) 782
Table 28.27: Working Status (Males 16+) 783
Table 28.28: Females - Age 784
Table 28.29: Social Grade (Females 16+) 785
Table 28.30: Working Status (Females 16+) 786

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
AB	577	561	246	94	405	187	218	529
%V	*22.2%*	*22.4%*	*22.9%*	*22.3%*	*21.8%*	*21.7%*	*21.9%*	*28.6%*
%H (All HH)		*97.2%*	*42.6%*	*16.3%*	*70.2%*	*32.4%*	*37.8%*	*91.7%*
%H (TV HH)			*43.9%*	*16.8%*	*72.2%*	*33.3%*	*38.9%*	
C1	682	644	286	116	467	232	235	539
%V	*26.2%*	*25.7%*	*26.7%*	*27.5%*	*25.2%*	*26.9%*	*23.6%*	*29.2%*
%H (All HH)		*94.4%*	*41.9%*	*17.0%*	*68.5%*	*34.0%*	*34.5%*	*79.0%*
%H (TV HH)			*44.4%*	*18.0%*	*72.5%*	*36.0%*	*36.5%*	
C2	522	512	261	89	376	214	162	394
%V	*20.1%*	*20.4%*	*24.3%*	*21.1%*	*20.3%*	*24.9%*	*16.3%*	*21.3%*
%H (All HH)		*98.1%*	*50.0%*	*17.0%*	*72.0%*	*41.0%*	*31.0%*	*75.5%*
%H (TV HH)			*51.0%*	*17.4%*	*73.4%*	*41.8%*	*31.6%*	
D	439	423	181	75	313	148	165	268
%V	*16.9%*	*16.9%*	*16.9%*	*17.8%*	*16.9%*	*17.2%*	*16.6%*	*14.5%*
%H (All HH)		*96.4%*	*41.2%*	*17.1%*	*71.3%*	*33.7%*	*37.6%*	*61.0%*
%H (TV HH)			*42.8%*	*17.7%*	*74.0%*	*35.0%*	*39.0%*	
E	379	364	100	49	294	80	214	120
%V	*14.6%*	*14.5%*	*9.3%*	*11.6%*	*15.8%*	*9.3%*	*21.5%*	*6.5%*
%H (All HH)		*96.0%*	*26.4%*	*12.9%*	*77.6%*	*21.1%*	*56.5%*	*31.7%*
%H (TV HH)			*27.5%*	*13.5%*	*80.8%*	*22.0%*	*58.8%*	

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.2: 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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Under 25	140	119	58	18	79	43	37	106
%V	*5.4%*	*4.8%*	*5.4%*	*4.3%*	*4.3%*	*5.0%*	*3.7%*	*5.7%*
%H (All HH)		*85.0%*	*41.4%*	*12.9%*	*56.4%*	*30.7%*	*26.4%*	*75.7%*
%H (TV HH)			*48.7%*	*15.1%*	*66.4%*	*36.1%*	*31.1%*	
25 - 34	401	378	192	71	247	138	109	338
%V	*15.4%*	*15.1%*	*17.9%*	*16.8%*	*13.3%*	*16.0%*	*11.0%*	*18.3%*
%H (All HH)		*94.3%*	*47.9%*	*17.7%*	*61.6%*	*34.4%*	*27.2%*	*84.3%*
%H (TV HH)			*50.8%*	*18.8%*	*65.3%*	*36.5%*	*28.8%*	
35 - 44	408	394	194	79	264	147	117	355
%V	*15.7%*	*15.7%*	*18.1%*	*18.7%*	*14.2%*	*17.1%*	*11.8%*	*19.2%*
%H (All HH)		*96.6%*	*47.5%*	*19.4%*	*64.7%*	*36.0%*	*28.7%*	*87.0%*
%H (TV HH)			*49.2%*	*20.1%*	*67.0%*	*37.3%*	*29.7%*	
45 - 54	508	496	242	89	370	205	165	428
%V	*19.5%*	*19.8%*	*22.6%*	*21.1%*	*19.9%*	*23.8%*	*16.6%*	*23.1%*
%H (All HH)		*97.6%*	*47.6%*	*17.5%*	*72.8%*	*40.4%*	*32.5%*	*84.3%*
%H (TV HH)			*48.8%*	*17.9%*	*74.6%*	*41.3%*	*33.3%*	
55 - 64	444	430	179	81	327	155	172	339
%V	*17.1%*	*17.2%*	*16.7%*	*19.2%*	*17.6%*	*18.0%*	*17.3%*	*18.3%*
%H (All HH)		*96.8%*	*40.3%*	*18.2%*	*73.6%*	*34.9%*	*38.7%*	*76.4%*
%H (TV HH)			*41.6%*	*18.8%*	*76.0%*	*36.0%*	*40.0%*	
65 +	698	687	209	84	568	173	396	283
%V	*26.9%*	*27.4%*	*19.5%*	*19.9%*	*30.6%*	*20.1%*	*39.8%*	*15.3%*
%H (All HH)		*98.4%*	*29.9%*	*12.0%*	*81.4%*	*24.8%*	*56.7%*	*40.5%*
%H (TV HH)			*30.4%*	*12.2%*	*82.7%*	*25.2%*	*57.6%*	

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

October 2012 - September 2013

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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
1	922	877	237	122	686	174	512	411
%V	*35.5%*	*35.0%*	*22.1%*	*28.9%*	*37.0%*	*20.2%*	*51.5%*	*22.2%*
%H (All HH)		*95.1%*	*25.7%*	*13.2%*	*74.4%*	*18.9%*	*55.5%*	*44.6%*
%H (TV HH)			*27.0%*	*13.9%*	*78.2%*	*19.8%*	*58.4%*	
2	910	880	404	158	652	339	313	731
%V	*35.0%*	*35.1%*	*37.7%*	*37.4%*	*35.1%*	*39.4%*	*31.5%*	*39.5%*
%H (All HH)		*96.7%*	*44.4%*	*17.4%*	*71.6%*	*37.3%*	*34.4%*	*80.3%*
%H (TV HH)			*45.9%*	*18.0%*	*74.1%*	*38.5%*	*35.6%*	
3	369	359	202	71	253	166	87	329
%V	*14.2%*	*14.3%*	*18.8%*	*16.8%*	*13.6%*	*19.3%*	*8.7%*	*17.8%*
%H (All HH)		*97.3%*	*54.7%*	*19.2%*	*68.6%*	*45.0%*	*23.6%*	*89.2%*
%H (TV HH)			*56.3%*	*19.8%*	*70.5%*	*46.2%*	*24.2%*	
4	288	280	168	51	196	136	60	273
%V	*11.1%*	*11.2%*	*15.7%*	*12.1%*	*10.6%*	*15.8%*	*6.0%*	*14.8%*
%H (All HH)		*97.2%*	*58.3%*	*17.7%*	*68.1%*	*47.2%*	*20.8%*	*94.8%*
%H (TV HH)			*60.0%*	*18.2%*	*70.0%*	*48.6%*	*21.4%*	
5+	110	107	63	21	69	46	23	104
%V	*4.2%*	*4.3%*	*5.9%*	*5.0%*	*3.7%*	*5.3%*	*2.3%*	*5.6%*
%H (All HH)		*97.3%*	*57.3%*	*19.1%*	*62.7%*	*41.8%*	*20.9%*	*94.5%*
%H (TV HH)			*58.9%*	*19.6%*	*64.5%*	*43.0%*	*21.5%*	
Average HH size	2.16	2.17	2.47	2.28	2.12	2.49	1.80	2.45

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

October 2012 - September 2013

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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Without	2013	1932	729	324	1470	607	863	1317
%V	*77.5%*	*77.1%*	*67.9%*	*76.8%*	*79.2%*	*70.5%*	*86.7%*	*71.2%*
%H (All HH)		*96.0%*	*36.2%*	*16.1%*	*73.0%*	*30.2%*	*42.9%*	*65.4%*
%H (TV HH)			*37.7%*	*16.8%*	*76.1%*	*31.4%*	*44.7%*	
With	586	573	345	98	386	254	132	532
%V	*22.5%*	*22.9%*	*32.2%*	*23.2%*	*20.8%*	*29.5%*	*13.3%*	*28.8%*
%H (All HH)		*97.8%*	*58.9%*	*16.7%*	*65.9%*	*43.3%*	*22.5%*	*90.8%*
%H (TV HH)			*60.2%*	*17.1%*	*67.4%*	*44.3%*	*23.0%*	
0 - 3	208	206	130	35	133	90	43	182
%V	*8.0%*	*8.2%*	*12.1%*	*8.3%*	*7.2%*	*10.5%*	*4.3%*	*9.8%*
%H (All HH)		*99.0%*	*62.5%*	*16.8%*	*63.9%*	*43.3%*	*20.7%*	*87.5%*
%H (TV HH)			*63.1%*	*17.0%*	*64.6%*	*43.7%*	*20.9%*	
4 - 9	285	279	169	48	178	115	63	259
%V	*11.0%*	*11.1%*	*15.8%*	*11.4%*	*9.6%*	*13.4%*	*6.3%*	*14.0%*
%H (All HH)		*97.9%*	*59.3%*	*16.8%*	*62.5%*	*40.4%*	*22.1%*	*90.9%*
%H (TV HH)			*60.6%*	*17.2%*	*63.8%*	*41.2%*	*22.6%*	
10 - 15	276	270	162	49	191	132	58	259
%V	*10.6%*	*10.8%*	*15.1%*	*11.6%*	*10.3%*	*15.3%*	*5.8%*	*14.0%*
%H (All HH)		*97.8%*	*58.7%*	*17.8%*	*69.2%*	*47.8%*	*21.0%*	*93.8%*
%H (TV HH)			*60.0%*	*18.1%*	*70.7%*	*48.9%*	*21.5%*	

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

October 2012 - September 2013

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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
1	997	997	325	139	681	168	512	585
%V	*38.4%*	*39.8%*	*30.3%*	*32.9%*	*36.7%*	*19.5%*	*51.5%*	*31.6%*
%H (All HH)		*100.0%*	*32.6%*	*13.9%*	*68.3%*	*16.9%*	*51.4%*	*58.7%*
%H (TV HH)			*32.6%*	*13.9%*	*68.3%*	*16.9%*	*51.4%*	
2	876	876	371	156	678	328	350	635
%V	*33.7%*	*35.0%*	*34.6%*	*37.0%*	*36.5%*	*38.1%*	*35.2%*	*34.3%*
%H (All HH)		*100.0%*	*42.4%*	*17.8%*	*77.4%*	*37.4%*	*40.0%*	*72.5%*
%H (TV HH)			*42.4%*	*17.8%*	*77.4%*	*37.4%*	*40.0%*	
3	398	398	224	79	303	205	97	346
%V	*15.3%*	*15.9%*	*20.9%*	*18.7%*	*16.3%*	*23.8%*	*9.7%*	*18.7%*
%H (All HH)		*100.0%*	*56.3%*	*19.8%*	*76.1%*	*51.5%*	*24.4%*	*86.9%*
%H (TV HH)			*56.3%*	*19.8%*	*76.1%*	*51.5%*	*24.4%*	
4	157	157	98	36	129	105	24	148
%V	*6.0%*	*6.3%*	*9.1%*	*8.5%*	*7.0%*	*12.2%*	*2.4%*	*8.0%*
%H (All HH)		*100.0%*	*62.4%*	*22.9%*	*82.2%*	*66.9%*	*15.3%*	*94.3%*
%H (TV HH)			*62.4%*	*22.9%*	*82.2%*	*66.9%*	*15.3%*	
5+	77	77	55	13	65	54	11	76
%V	*3.0%*	*3.1%*	*5.1%*	*3.1%*	*3.5%*	*6.3%*	*1.1%*	*4.1%*
%H (All HH)		*100.0%*	*71.4%*	*16.9%*	*84.4%*	*70.1%*	*14.3%*	*98.7%*
%H (TV HH)			*71.4%*	*16.9%*	*84.4%*	*70.1%*	*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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.6: 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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Under 20"	576	576	256	101	489	266	223	432
%V	*22.2%*	*23.0%*	*23.9%*	*23.9%*	*26.4%*	*30.9%*	*22.4%*	*23.4%*
%H (All HH)		*100.0%*	*44.4%*	*17.5%*	*84.9%*	*46.2%*	*38.7%*	*75.0%*
%H (TV HH)			*44.4%*	*17.5%*	*84.9%*	*46.2%*	*38.7%*	
20" - 29"	922	922	361	155	749	339	410	647
%V	*35.5%*	*36.8%*	*33.6%*	*36.7%*	*40.4%*	*39.4%*	*41.2%*	*35.0%*
%H (All HH)		*100.0%*	*39.2%*	*16.8%*	*81.2%*	*36.8%*	*44.5%*	*70.2%*
%H (TV HH)			*39.2%*	*16.8%*	*81.2%*	*36.8%*	*44.5%*	
30" - 39"	1289	1289	563	238	998	501	497	929
%V	*49.6%*	*51.5%*	*52.5%*	*56.4%*	*53.8%*	*58.2%*	*49.9%*	*50.2%*
%H (All HH)		*100.0%*	*43.7%*	*18.5%*	*77.4%*	*38.9%*	*38.6%*	*72.1%*
%H (TV HH)			*43.7%*	*18.5%*	*77.4%*	*38.9%*	*38.6%*	
40" and over	1059	1059	609	199	750	492	259	900
%V	*40.7%*	*42.3%*	*56.8%*	*47.2%*	*40.4%*	*57.1%*	*26.0%*	*48.7%*
%H (All HH)		*100.0%*	*57.5%*	*18.8%*	*70.8%*	*46.5%*	*24.5%*	*85.0%*
%H (TV HH)			*57.5%*	*18.8%*	*70.8%*	*46.5%*	*24.5%*	

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.7: 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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Main living room	2445	2445	1061	417	1831	854	976	1745
%V	*94.1%*	*97.6%*	*98.9%*	*98.8%*	*98.7%*	*99.2%*	*98.1%*	*94.4%*
%H (All HH)		*100.0%*	*43.4%*	*17.1%*	*74.9%*	*34.9%*	*39.9%*	*71.4%*
%H (TV HH)			*43.4%*	*17.1%*	*74.9%*	*34.9%*	*39.9%*	
Kitchen	288	288	157	40	246	153	94	238
%V	*11.1%*	*11.5%*	*14.6%*	*9.5%*	*13.3%*	*17.8%*	*9.4%*	*12.9%*
%H (All HH)		*100.0%*	*54.5%*	*13.9%*	*85.4%*	*53.1%*	*32.6%*	*82.6%*
%H (TV HH)			*54.5%*	*13.9%*	*85.4%*	*53.1%*	*32.6%*	
Adult's bedroom	1024	1024	517	209	830	522	308	812
%V	*39.4%*	*40.9%*	*48.2%*	*49.5%*	*44.7%*	*60.6%*	*31.0%*	*43.9%*
%H (All HH)		*100.0%*	*50.5%*	*20.4%*	*81.1%*	*51.0%*	*30.1%*	*79.3%*
%H (TV HH)			*50.5%*	*20.4%*	*81.1%*	*51.0%*	*30.1%*	
Child's bedroom	209	209	126	49	168	129	39	196
%V	*8.0%*	*8.3%*	*11.7%*	*11.6%*	*9.1%*	*15.0%*	*3.9%*	*10.6%*
%H (All HH)		*100.0%*	*60.3%*	*23.4%*	*80.4%*	*61.7%*	*18.7%*	*93.8%*
%H (TV HH)			*60.3%*	*23.4%*	*80.4%*	*61.7%*	*18.7%*	
Other bedroom	82	82	46	19	71	53	18	70
%V	*3.2%*	*3.3%*	*4.3%*	*4.5%*	*3.8%*	*6.2%*	*1.8%*	*3.8%*
%H (All HH)		*100.0%*	*56.1%*	*23.2%*	*86.6%*	*64.6%*	*22.0%*	*85.4%*
%H (TV HH)			*56.1%*	*23.2%*	*86.6%*	*64.6%*	*22.0%*	
Second living/dining room	178	178	89	26	144	81	63	159
%V	*6.8%*	*7.1%*	*8.3%*	*6.2%*	*7.8%*	*9.4%*	*6.3%*	*8.6%*
%H (All HH)		*100.0%*	*50.0%*	*14.6%*	*80.9%*	*45.5%*	*35.4%*	*89.3%*
%H (TV HH)			*50.0%*	*14.6%*	*80.9%*	*45.5%*	*35.4%*	
Study/office	30	30	13	7	25	16	9	28
%V	*1.2%*	*1.2%*	*1.2%*	*1.7%*	*1.3%*	*1.9%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*43.3%*	*23.3%*	*83.3%*	*53.3%*	*30.0%*	*93.3%*
%H (TV HH)			*43.3%*	*23.3%*	*83.3%*	*53.3%*	*30.0%*	
TV room	33	33	17	7	25	16	9	28
%V	*1.3%*	*1.3%*	*1.6%*	*1.7%*	*1.3%*	*1.9%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*51.5%*	*21.2%*	*75.8%*	*48.5%*	*27.3%*	*84.8%*
%H (TV HH)			*51.5%*	*21.2%*	*75.8%*	*48.5%*	*27.3%*	
Conservatory	37	37	21	6	31	21	10	34
%V	*1.4%*	*1.5%*	*2.0%*	*1.4%*	*1.7%*	*2.4%*	*1.0%*	*1.8%*
%H (All HH)		*100.0%*	*56.8%*	*16.2%*	*83.8%*	*56.8%*	*27.0%*	*91.9%*
%H (TV HH)			*56.8%*	*16.2%*	*83.8%*	*56.8%*	*27.0%*	
Attic or loft room	5	5	2	2	3	2	1	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.5%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	
No specific location	2	2	1	0	2	1	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	
Other	13	13	9	3	10	7	3	12
%V	*0.5%*	*0.5%*	*0.8%*	*0.7%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*69.2%*	*23.1%*	*76.9%*	*53.8%*	*23.1%*	*92.3%*
%H (TV HH)			*69.2%*	*23.1%*	*76.9%*	*53.8%*	*23.1%*	

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Recorders 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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Any DSAT provider	1073	1073	1073	13	635	635	0	895
%V	*41.3%*	*42.8%*	*100.0%*	*3.1%*	*34.2%*	*73.8%*	*0.0%*	*48.4%*
%H (All HH)			*100.0%*	*1.2%*	*59.2%*	*59.2%*	*0.0%*	*83.4%*
%H (TV HH)			*100.0%*	*1.2%*	*59.2%*	*59.2%*	*0.0%*	
Sky with subcription	923	923	923	9	554	554	0	786
%V	*35.5%*	*36.8%*	*86.0%*	*2.1%*	*29.9%*	*64.3%*	*0.0%*	*42.5%*
%H (All HH)			*100.0%*	*1.0%*	*60.0%*	*60.0%*	*0.0%*	*85.2%*
%H (TV HH)			*100.0%*	*1.0%*	*60.0%*	*60.0%*	*0.0%*	
Sky without subscription	56	56	56	2	31	31	0	35
%V	*2.2%*	*2.2%*	*5.2%*	*0.5%*	*1.7%*	*3.6%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*3.6%*	*55.4%*	*55.4%*	*0.0%*	*62.5%*
%H (TV HH)			*100.0%*	*3.6%*	*55.4%*	*55.4%*	*0.0%*	
Freesat	88	88	88	1	47	47	0	68
%V	*3.4%*	*3.5%*	*8.2%*	*0.2%*	*2.5%*	*5.5%*	*0.0%*	*3.7%*
%H (All HH)			*100.0%*	*1.1%*	*53.4%*	*53.4%*	*0.0%*	*77.3%*
%H (TV HH)			*100.0%*	*1.1%*	*53.4%*	*53.4%*	*0.0%*	
Other satellite provider	23	23	23	0	9	9	0	20
%V	*0.9%*	*0.9%*	*2.1%*	*0.0%*	*0.5%*	*1.0%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*0.0%*	*39.1%*	*39.1%*	*0.0%*	*87.0%*
%H (TV HH)			*100.0%*	*0.0%*	*39.1%*	*39.1%*	*0.0%*	
DCAB	422	422	13	422	232	232	0	360
%V	*16.2%*	*16.8%*	*1.2%*	*100.0%*	*12.5%*	*26.9%*	*0.0%*	*19.5%*
%H (All HH)			*3.1%*	*100.0%*	*55.0%*	*55.0%*	*0.0%*	*85.3%*
%H (TV HH)			*3.1%*	*100.0%*	*55.0%*	*55.0%*	*0.0%*	
DTT	1855	1855	635	232	1855	861	995	1258
%V	*71.4%*	*74.1%*	*59.2%*	*55.0%*	*100.0%*	*100.0%*	*100.0%*	*68.0%*
%H (All HH)		*100.0%*	*34.2%*	*12.5%*	*100.0%*	*46.4%*	*53.6%*	*67.8%*
%H (TV HH)			*34.2%*	*12.5%*	*100.0%*	*46.4%*	*53.6%*	

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

October 2012 - September 2013

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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
PVR	1416	1416	891	279	948	690	257	1208
%V	*54.5%*	*56.5%*	*83.0%*	*66.1%*	*51.1%*	*80.1%*	*25.8%*	*65.3%*
%H (All HH)		*100.0%*	*62.9%*	*19.7%*	*66.9%*	*48.7%*	*18.1%*	*85.3%*
%H (TV HH)			*62.9%*	*19.7%*	*66.9%*	*48.7%*	*18.1%*	
DVDR	134	134	56	30	98	48	50	113
%V	*5.2%*	*5.3%*	*5.2%*	*7.1%*	*5.3%*	*5.6%*	*5.0%*	*6.1%*
%H (All HH)		*100.0%*	*41.8%*	*22.4%*	*73.1%*	*35.8%*	*37.3%*	*84.3%*
%H (TV HH)			*41.8%*	*22.4%*	*73.1%*	*35.8%*	*37.3%*	
VCR	103	103	24	30	79	29	49	55
%V	*4.0%*	*4.1%*	*2.2%*	*7.1%*	*4.3%*	*3.4%*	*4.9%*	*3.0%*
%H (All HH)		*100.0%*	*23.3%*	*29.1%*	*76.7%*	*28.2%*	*47.6%*	*53.4%*
%H (TV HH)			*23.3%*	*29.1%*	*76.7%*	*28.2%*	*47.6%*	
Any recorder	1522	1522	905	304	1032	708	324	1265
%V	*58.6%*	*60.8%*	*84.3%*	*72.0%*	*55.6%*	*82.2%*	*32.6%*	*68.4%*
%H (All HH)		*100.0%*	*59.5%*	*20.0%*	*67.8%*	*46.5%*	*21.3%*	*83.1%*
%H (TV HH)			*59.5%*	*20.0%*	*67.8%*	*46.5%*	*21.3%*	
Receives HDTV (via STB or built-in reception)	1184	1184	666	295	808	575	233	1012
%V	*45.6%*	*47.3%*	*62.1%*	*69.9%*	*43.6%*	*66.8%*	*23.4%*	*54.7%*
%H (All HH)		*100.0%*	*56.3%*	*24.9%*	*68.2%*	*48.6%*	*19.7%*	*85.5%*
%H (TV HH)			*56.3%*	*24.9%*	*68.2%*	*48.6%*	*19.7%*	
DVD/Blu-ray player or recorder	2004	2004	890	359	1512	749	763	1530
%V	*77.1%*	*80.0%*	*82.9%*	*85.1%*	*81.5%*	*87.0%*	*76.7%*	*82.7%*
%H (All HH)		*100.0%*	*44.4%*	*17.9%*	*75.4%*	*37.4%*	*38.1%*	*76.3%*
%H (TV HH)			*44.4%*	*17.9%*	*75.4%*	*37.4%*	*38.1%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.10: 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	2599	2505	1073	422	1855	861	995	1849
%H (All HH)		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*
%H (TV HH)			*42.8%*	*16.8%*	*74.1%*	*34.4%*	*39.7%*	
Has broadband internet	1849	1790	895	360	1258	732	526	1849
%V	*71.1%*	*71.5%*	*83.4%*	*85.3%*	*67.8%*	*85.0%*	*52.9%*	*100.0%*
%H (All HH)		*96.8%*	*48.4%*	*19.5%*	*68.0%*	*39.6%*	*28.4%*	*100.0%*
%H (TV HH)			*50.0%*	*20.1%*	*70.3%*	*40.9%*	*29.4%*	
Number of computers (PCs and laptops)								
0	671	646	163	66	534	124	412	33
%V	*25.8%*	*25.8%*	*15.2%*	*15.6%*	*28.8%*	*14.4%*	*41.4%*	*1.8%*
%H (All HH)		*96.3%*	*24.3%*	*9.8%*	*79.6%*	*18.5%*	*61.4%*	*4.9%*
%H (TV HH)			*25.2%*	*10.2%*	*82.7%*	*19.2%*	*63.8%*	
1	919	891	406	167	642	324	318	832
%V	*35.4%*	*35.6%*	*37.8%*	*39.6%*	*34.6%*	*37.6%*	*32.0%*	*45.0%*
%H (All HH)		*97.0%*	*44.2%*	*18.2%*	*69.9%*	*35.3%*	*34.6%*	*90.5%*
%H (TV HH)			*45.6%*	*18.7%*	*72.1%*	*36.4%*	*35.7%*	
2	531	507	254	93	359	203	156	514
%V	*20.4%*	*20.2%*	*23.7%*	*22.0%*	*19.4%*	*23.6%*	*15.7%*	*27.8%*
%H (All HH)		*95.5%*	*47.8%*	*17.5%*	*67.6%*	*38.2%*	*29.4%*	*96.8%*
%H (TV HH)			*50.1%*	*18.3%*	*70.8%*	*40.0%*	*30.8%*	
3	258	247	141	49	165	111	54	252
%V	*9.9%*	*9.9%*	*13.1%*	*11.6%*	*8.9%*	*12.9%*	*5.4%*	*13.6%*
%H (All HH)		*95.7%*	*54.7%*	*19.0%*	*64.0%*	*43.0%*	*20.9%*	*97.7%*
%H (TV HH)			*57.1%*	*19.8%*	*66.8%*	*44.9%*	*21.9%*	
4	118	114	59	22	81	48	33	118
%V	*4.5%*	*4.6%*	*5.5%*	*5.2%*	*4.4%*	*5.6%*	*3.3%*	*6.4%*
%H (All HH)		*96.6%*	*50.0%*	*18.6%*	*68.6%*	*40.7%*	*28.0%*	*100.0%*
%H (TV HH)			*51.8%*	*19.3%*	*71.1%*	*42.1%*	*28.9%*	
5+	102	100	51	25	74	51	22	100
%V	*3.9%*	*4.0%*	*4.8%*	*5.9%*	*4.0%*	*5.9%*	*2.2%*	*5.4%*
%H (All HH)		*98.0%*	*50.0%*	*24.5%*	*72.5%*	*50.0%*	*21.6%*	*98.0%*
%H (TV HH)			*51.0%*	*25.0%*	*74.0%*	*51.0%*	*22.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4990	2429	903	3813	2152	1661	3898
%H		*48.7%*	*18.1%*	*76.4%*	*43.1%*	*33.3%*	*78.1%*
Under 20"	708	330	120	610	347	263	545
%V	*14.2%*	*13.6%*	*13.3%*	*16.0%*	*16.1%*	*15.8%*	*14.0%*
%H		*46.6%*	*16.9%*	*86.2%*	*49.0%*	*37.1%*	*77.0%*
20" - 29"	1140	467	198	934	455	479	830
%V	*22.8%*	*19.2%*	*21.9%*	*24.5%*	*21.1%*	*28.8%*	*21.3%*
%H		*41.0%*	*17.4%*	*81.9%*	*39.9%*	*42.0%*	*72.8%*
30" - 39"	1492	684	281	1167	625	542	1108
%V	*29.9%*	*28.2%*	*31.1%*	*30.6%*	*29.0%*	*32.6%*	*28.4%*
%H		*45.8%*	*18.8%*	*78.2%*	*41.9%*	*36.3%*	*74.3%*
40" and over	1228	722	230	873	589	284	1062
%V	*24.6%*	*29.7%*	*25.5%*	*22.9%*	*27.4%*	*17.1%*	*27.2%*
%H		*58.8%*	*18.7%*	*71.1%*	*48.0%*	*23.1%*	*86.5%*
Don't know	42	11	12	28	9	19	27
%V	*0.8%*	*0.5%*	*1.3%*	*0.7%*	*0.4%*	*1.1%*	*0.7%*
%H		*26.2%*	*28.6%*	*66.7%*	*21.4%*	*45.2%*	*64.3%*
Not Asked	380	215	62	201	127	74	326
%V	*7.6%*	*8.9%*	*6.9%*	*5.3%*	*5.9%*	*4.5%*	*8.4%*
%H		*56.6%*	*16.3%*	*52.9%*	*33.4%*	*19.5%*	*85.8%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4990	2429	903	3813	2152	1661	3898
%H		*48.7%*	*18.1%*	*76.4%*	*43.1%*	*33.3%*	*78.1%*
Main living room	2461	1069	419	1843	859	983	1757
%V	*49.3%*	*44.0%*	*46.4%*	*48.3%*	*39.9%*	*59.2%*	*45.1%*
%H		*43.4%*	*17.0%*	*74.9%*	*34.9%*	*39.9%*	*71.4%*
Kitchen	288	157	40	247	153	94	239
%V	*5.8%*	*6.5%*	*4.4%*	*6.5%*	*7.1%*	*5.7%*	*6.1%*
%H		*54.5%*	*13.9%*	*85.8%*	*53.1%*	*32.6%*	*83.0%*
Adult's bedroom	1205	620	251	988	642	346	978
%V	*24.1%*	*25.5%*	*27.8%*	*25.9%*	*29.8%*	*20.8%*	*25.1%*
%H		*51.5%*	*20.8%*	*82.0%*	*53.3%*	*28.7%*	*81.2%*
Child's bedroom	259	159	59	209	163	46	245
%V	*5.2%*	*6.5%*	*6.5%*	*5.5%*	*7.6%*	*2.8%*	*6.3%*
%H		*61.4%*	*22.8%*	*80.7%*	*62.9%*	*17.8%*	*94.6%*
Other bedroom	93	53	21	80	59	21	81
%V	*1.9%*	*2.2%*	*2.3%*	*2.1%*	*2.7%*	*1.3%*	*2.1%*
%H		*57.0%*	*22.6%*	*86.0%*	*63.4%*	*22.6%*	*87.1%*
Second living/dining room	181	91	26	147	83	64	161
%V	*3.6%*	*3.7%*	*2.9%*	*3.9%*	*3.9%*	*3.9%*	*4.1%*
%H		*50.3%*	*14.4%*	*81.2%*	*45.9%*	*35.4%*	*89.0%*
Study/office	31	14	7	26	16	9	29
%V	*0.6%*	*0.6%*	*0.8%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*
%H		*45.2%*	*22.6%*	*83.9%*	*51.6%*	*29.0%*	*93.5%*
TV room	33	17	7	25	16	9	28
%V	*0.7%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*
%H		*51.5%*	*21.2%*	*75.8%*	*48.5%*	*27.3%*	*84.8%*
Conservatory	37	21	6	31	21	10	34
%V	*0.7%*	*0.9%*	*0.7%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H		*56.8%*	*16.2%*	*83.8%*	*56.8%*	*27.0%*	*91.9%*
Attic or loft room	5	2	2	3	2	1	5
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
No specific location	2	1	0	2	1	0	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Other	15	9	3	11	7	4	14
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*
%H		*60.0%*	*20.0%*	*73.3%*	*46.7%*	*26.7%*	*93.3%*
Not Asked	380	215	62	201	127	74	326
%V	*7.6%*	*8.9%*	*6.9%*	*5.3%*	*5.9%*	*4.5%*	*8.4%*
%H		*56.6%*	*16.3%*	*52.9%*	*33.4%*	*19.5%*	*85.8%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4990	2429	903	3813	2152	1661	3898
%H		*48.7%*	*18.1%*	*76.4%*	*43.1%*	*33.3%*	*78.1%*
PVR	1874	1232	378	1227	948	279	1644
%V	*37.6%*	*50.7%*	*41.9%*	*32.2%*	*44.1%*	*16.8%*	*42.2%*
%H		*65.7%*	*20.2%*	*65.5%*	*50.6%*	*14.9%*	*87.7%*
DVDR	146	61	32	108	54	55	124
%V	*2.9%*	*2.5%*	*3.5%*	*2.8%*	*2.5%*	*3.3%*	*3.2%*
%H		*41.8%*	*21.9%*	*74.0%*	*37.0%*	*37.7%*	*84.9%*
VCR	106	24	32	82	31	51	57
%V	*2.1%*	*1.0%*	*3.5%*	*2.2%*	*1.4%*	*3.1%*	*1.5%*
%H		*22.6%*	*30.2%*	*77.4%*	*29.2%*	*48.1%*	*53.8%*
Any recorder	2010	1260	412	1337	981	355	1724
%V	*40.3%*	*51.9%*	*45.6%*	*35.1%*	*45.6%*	*21.4%*	*44.2%*
%H		*62.7%*	*20.5%*	*66.5%*	*48.8%*	*17.7%*	*85.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4990	2429	903	3813	2152	1661	3898
%H		*48.7%*	*18.1%*	*76.4%*	*43.1%*	*33.3%*	*78.1%*
Receives HDTV (via STB or built-in reception)	1616	916	425	1108	821	287	1417
%V	*32.4%*	*37.7%*	*47.1%*	*29.1%*	*38.2%*	*17.3%*	*36.4%*
%H		*56.7%*	*26.3%*	*68.6%*	*50.8%*	*17.8%*	*87.7%*
DVD/Blu-ray player or recorder	2913	1380	561	2273	1284	990	2343
%V	*58.4%*	*56.8%*	*62.1%*	*59.6%*	*59.7%*	*59.6%*	*60.1%*
%H		*47.4%*	*19.3%*	*78.0%*	*44.1%*	*34.0%*	*80.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2500	1073	421	1854	861	993	1786
%H		*42.9%*	*16.8%*	*74.2%*	*34.4%*	*39.7%*	*71.4%*
Under 20"	60	8	8	48	5	43	29
%V	*2.4%*	*0.7%*	*1.9%*	*2.6%*	*0.6%*	*4.3%*	*1.6%*
%H		*13.3%*	*13.3%*	*80.0%*	*8.3%*	*71.7%*	*48.3%*
20" - 29"	400	102	45	315	65	251	212
%V	*16.0%*	*9.5%*	*10.7%*	*17.0%*	*7.5%*	*25.3%*	*11.9%*
%H		*25.5%*	*11.3%*	*78.8%*	*16.3%*	*62.8%*	*53.0%*
30" - 39"	969	367	168	752	314	438	641
%V	*38.8%*	*34.2%*	*39.9%*	*40.6%*	*36.5%*	*44.1%*	*35.9%*
%H		*37.9%*	*17.3%*	*77.6%*	*32.4%*	*45.2%*	*66.2%*
40" and over	1028	590	194	724	472	252	872
%V	*41.1%*	*55.0%*	*46.1%*	*39.1%*	*54.8%*	*25.4%*	*48.8%*
%H		*57.4%*	*18.9%*	*70.4%*	*45.9%*	*24.5%*	*84.8%*
Don't know	22	6	6	14	4	10	15
%V	*0.9%*	*0.6%*	*1.4%*	*0.8%*	*0.5%*	*1.0%*	*0.8%*
%H		*27.3%*	*27.3%*	*63.6%*	*18.2%*	*45.5%*	*68.2%*
Not Asked	21	0	0	1	1	0	17
%V	*0.8%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*1.0%*
%H		*0.0%*	*0.0%*	*4.8%*	*4.8%*	*0.0%*	*81.0%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2500	1073	421	1854	861	993	1786
%H		*42.9%*	*16.8%*	*74.2%*	*34.4%*	*39.7%*	*71.4%*
PVR	1386	881	272	925	680	245	1186
%V	*55.4%*	*82.1%*	*64.6%*	*49.9%*	*79.0%*	*24.7%*	*66.4%*
%H		*63.6%*	*19.6%*	*66.7%*	*49.1%*	*17.7%*	*85.6%*
DVDR	111	46	23	79	36	43	92
%V	*4.4%*	*4.3%*	*5.5%*	*4.3%*	*4.2%*	*4.3%*	*5.2%*
%H		*41.4%*	*20.7%*	*71.2%*	*32.4%*	*38.7%*	*82.9%*
VCR	87	19	25	66	23	43	44
%V	*3.5%*	*1.8%*	*5.9%*	*3.6%*	*2.7%*	*4.3%*	*2.5%*
%H		*21.8%*	*28.7%*	*75.9%*	*26.4%*	*49.4%*	*50.6%*
Any recorder	1484	895	295	1002	696	306	1237
%V	*59.4%*	*83.4%*	*70.1%*	*54.0%*	*80.8%*	*30.8%*	*69.3%*
%H		*60.3%*	*19.9%*	*67.5%*	*46.9%*	*20.6%*	*83.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2500	1073	421	1854	861	993	1786
%H		*42.9%*	*16.8%*	*74.2%*	*34.4%*	*39.7%*	*71.4%*
Receives HDTV (via STB or built-in reception)	1152	653	288	781	560	221	985
%V	*46.1%*	*60.9%*	*68.4%*	*42.1%*	*65.0%*	*22.3%*	*55.2%*
%H		*56.7%*	*25.0%*	*67.8%*	*48.6%*	*19.2%*	*85.5%*
DVD/Blu-ray player or recorder	1868	820	333	1402	677	725	1419
%V	*74.7%*	*76.4%*	*79.1%*	*75.6%*	*78.6%*	*73.0%*	*79.5%*
%H		*43.9%*	*17.8%*	*75.1%*	*36.2%*	*38.8%*	*76.0%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2490	1355	481	1959	1292	668	2112
%H		*54.4%*	*19.3%*	*78.7%*	*51.9%*	*26.8%*	*84.8%*
Under 20"	648	322	112	561	341	220	516
%V	*26.0%*	*23.8%*	*23.3%*	*28.6%*	*26.4%*	*32.9%*	*24.4%*
%H		*49.7%*	*17.3%*	*86.6%*	*52.6%*	*34.0%*	*79.6%*
20" - 29"	740	365	152	619	390	228	617
%V	*29.7%*	*26.9%*	*31.6%*	*31.6%*	*30.2%*	*34.1%*	*29.2%*
%H		*49.3%*	*20.5%*	*83.6%*	*52.7%*	*30.8%*	*83.4%*
30" - 39"	524	317	112	415	311	104	468
%V	*21.0%*	*23.4%*	*23.3%*	*21.2%*	*24.1%*	*15.6%*	*22.2%*
%H		*60.5%*	*21.4%*	*79.2%*	*59.4%*	*19.8%*	*89.3%*
40" and over	200	133	36	149	117	32	189
%V	*8.0%*	*9.8%*	*7.5%*	*7.6%*	*9.1%*	*4.8%*	*8.9%*
%H		*66.5%*	*18.0%*	*74.5%*	*58.5%*	*16.0%*	*94.5%*
Don't know	20	5	5	14	5	9	12
%V	*0.8%*	*0.4%*	*1.0%*	*0.7%*	*0.4%*	*1.3%*	*0.6%*
%H		*25.0%*	*25.0%*	*70.0%*	*25.0%*	*45.0%*	*60.0%*
Not Asked	358	213	64	201	128	75	310
%V	*14.4%*	*15.7%*	*13.3%*	*10.3%*	*9.9%*	*11.2%*	*14.7%*
%H		*59.5%*	*17.9%*	*56.1%*	*35.8%*	*20.9%*	*86.6%*

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

October 2012 - September 2013

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	2490	1355	481	1959	1292	668	2112
%H		*54.4%*	*19.3%*	*78.7%*	*51.9%*	*26.8%*	*84.8%*
PVR	488	351	106	302	268	34	458
%V	*19.6%*	*25.9%*	*22.0%*	*15.4%*	*20.7%*	*5.1%*	*21.7%*
%H		*71.9%*	*21.7%*	*61.9%*	*54.9%*	*7.0%*	*93.9%*
DVDR	36	15	9	30	18	12	32
%V	*1.4%*	*1.1%*	*1.9%*	*1.5%*	*1.4%*	*1.8%*	*1.5%*
%H		*41.7%*	*25.0%*	*83.3%*	*50.0%*	*33.3%*	*88.9%*
VCR	19	5	7	16	8	8	13
%V	*0.8%*	*0.4%*	*1.5%*	*0.8%*	*0.6%*	*1.2%*	*0.6%*
%H		*26.3%*	*36.8%*	*84.2%*	*42.1%*	*42.1%*	*68.4%*
Any recorder	526	365	117	335	285	50	487
%V	*21.1%*	*26.9%*	*24.3%*	*17.1%*	*22.1%*	*7.5%*	*23.1%*
%H		*69.4%*	*22.2%*	*63.7%*	*54.2%*	*9.5%*	*92.6%*

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	2490	1355	481	1959	1292	668	2112
%H		*54.4%*	*19.3%*	*78.7%*	*51.9%*	*26.8%*	*84.8%*
Receives HDTV (via STB or built-in reception)	464	263	137	327	261	66	432
%V	*18.6%*	*19.4%*	*28.5%*	*16.7%*	*20.2%*	*9.9%*	*20.5%*
%H		*56.7%*	*29.5%*	*70.5%*	*56.3%*	*14.2%*	*93.1%*
DVD/Blu-ray player or recorder	1045	561	229	872	607	265	924
%V	*42.0%*	*41.4%*	*47.6%*	*44.5%*	*47.0%*	*39.7%*	*43.8%*
%H		*53.7%*	*21.9%*	*83.4%*	*58.1%*	*25.4%*	*88.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age 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 Inds	5589	5411	2656	964	3903	2140	1764	4507
%H		*96.8%*	*47.5%*	*17.2%*	*69.8%*	*38.3%*	*31.6%*	*80.6%*
Total Children	972	952	577	167	629	417	212	888
%V	*17.4%*	*17.6%*	*21.7%*	*17.3%*	*16.1%*	*19.5%*	*12.0%*	*19.7%*
%H		*97.9%*	*59.4%*	*17.2%*	*64.7%*	*42.9%*	*21.8%*	*91.4%*
0 - 3	251	247	155	43	159	107	52	222
%V	*4.5%*	*4.6%*	*5.8%*	*4.5%*	*4.1%*	*5.0%*	*2.9%*	*4.9%*
%H		*98.4%*	*61.8%*	*17.1%*	*63.3%*	*42.6%*	*20.7%*	*88.4%*
4 - 15	722	706	422	124	470	310	159	666
%V	*12.9%*	*13.0%*	*15.9%*	*12.9%*	*12.0%*	*14.5%*	*9.0%*	*14.8%*
%H		*97.8%*	*58.4%*	*17.2%*	*65.1%*	*42.9%*	*22.0%*	*92.2%*
4 - 9	371	363	217	62	231	147	84	336
%V	*6.6%*	*6.7%*	*8.2%*	*6.4%*	*5.9%*	*6.9%*	*4.8%*	*7.5%*
%H		*97.8%*	*58.5%*	*16.7%*	*62.3%*	*39.6%*	*22.6%*	*90.6%*
10 - 15	351	343	205	62	239	163	75	330
%V	*6.3%*	*6.3%*	*7.7%*	*6.4%*	*6.1%*	*7.6%*	*4.3%*	*7.3%*
%H		*97.7%*	*58.4%*	*17.7%*	*68.1%*	*46.4%*	*21.4%*	*94.0%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - 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 Inds	5589	5411	2656	964	3903	2140	1764	4507
%H		*96.8%*	*47.5%*	*17.2%*	*69.8%*	*38.3%*	*31.6%*	*80.6%*
Total Adults (16+)	4617	4459	2079	798	3274	1722	1552	3619
%V	*82.6%*	*82.4%*	*78.3%*	*82.8%*	*83.9%*	*80.5%*	*88.0%*	*80.3%*
%H		*96.6%*	*45.0%*	*17.3%*	*70.9%*	*37.3%*	*33.6%*	*78.4%*
16 - 19	247	241	130	45	175	116	59	225
%V	*4.4%*	*4.5%*	*4.9%*	*4.7%*	*4.5%*	*5.4%*	*3.3%*	*5.0%*
%H		*97.6%*	*52.6%*	*18.2%*	*70.9%*	*47.0%*	*23.9%*	*91.1%*
20 - 24	374	327	157	62	224	132	92	322
%V	*6.7%*	*6.0%*	*5.9%*	*6.4%*	*5.7%*	*6.2%*	*5.2%*	*7.1%*
%H		*87.4%*	*42.0%*	*16.6%*	*59.9%*	*35.3%*	*24.6%*	*86.1%*
25 - 34	756	720	374	137	474	272	201	653
%V	*13.5%*	*13.3%*	*14.1%*	*14.2%*	*12.1%*	*12.7%*	*11.4%*	*14.5%*
%H		*95.2%*	*49.5%*	*18.1%*	*62.7%*	*36.0%*	*26.6%*	*86.4%*
35 - 44	696	674	348	137	457	273	184	622
%V	*12.5%*	*12.5%*	*13.1%*	*14.2%*	*11.7%*	*12.8%*	*10.4%*	*13.8%*
%H		*96.8%*	*50.0%*	*19.7%*	*65.7%*	*39.2%*	*26.4%*	*89.4%*
45 - 54	842	825	421	154	621	371	250	741
%V	*15.1%*	*15.2%*	*15.9%*	*16.0%*	*15.9%*	*17.3%*	*14.2%*	*16.4%*
%H		*98.0%*	*50.0%*	*18.3%*	*73.8%*	*44.1%*	*29.7%*	*88.0%*
55 - 64	705	688	315	133	510	266	244	575
%V	*12.6%*	*12.7%*	*11.9%*	*13.8%*	*13.1%*	*12.4%*	*13.8%*	*12.8%*
%H		*97.6%*	*44.7%*	*18.9%*	*72.3%*	*37.7%*	*34.6%*	*81.6%*
65+	997	984	335	130	814	293	521	482
%V	*17.8%*	*18.2%*	*12.6%*	*13.5%*	*20.9%*	*13.7%*	*29.5%*	*10.7%*
%H		*98.7%*	*33.6%*	*13.0%*	*81.6%*	*29.4%*	*52.3%*	*48.3%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4617	4459	2079	798	3274	1722	1552	3619
%H		*96.6%*	*45.0%*	*17.3%*	*70.9%*	*37.3%*	*33.6%*	*78.4%*
AB	1116	1090	507	191	791	401	391	1052
%V	*24.2%*	*24.4%*	*24.4%*	*23.9%*	*24.2%*	*23.3%*	*25.2%*	*29.1%*
%H		*97.7%*	*45.4%*	*17.1%*	*70.9%*	*35.9%*	*35.0%*	*94.3%*
C1	1256	1179	562	222	839	463	375	1053
%V	*27.2%*	*26.4%*	*27.0%*	*27.8%*	*25.6%*	*26.9%*	*24.2%*	*29.1%*
%H		*93.9%*	*44.7%*	*17.7%*	*66.8%*	*36.9%*	*29.9%*	*83.8%*
C2	1002	986	528	177	729	448	281	810
%V	*21.7%*	*22.1%*	*25.4%*	*22.2%*	*22.3%*	*26.0%*	*18.1%*	*22.4%*
%H		*98.4%*	*52.7%*	*17.7%*	*72.8%*	*44.7%*	*28.0%*	*80.8%*
D	750	728	335	146	531	290	241	516
%V	*16.2%*	*16.3%*	*16.1%*	*18.3%*	*16.2%*	*16.8%*	*15.5%*	*14.3%*
%H		*97.1%*	*44.7%*	*19.5%*	*70.8%*	*38.7%*	*32.1%*	*68.8%*
E	493	476	148	62	385	121	264	188
%V	*10.7%*	*10.7%*	*7.1%*	*7.8%*	*11.8%*	*7.0%*	*17.0%*	*5.2%*
%H		*96.6%*	*30.0%*	*12.6%*	*78.1%*	*24.5%*	*53.5%*	*38.1%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4617	4459	2079	798	3274	1722	1552	3619
%H		*96.6%*	*45.0%*	*17.3%*	*70.9%*	*37.3%*	*33.6%*	*78.4%*
Working full time	2090	2034	1061	411	1425	869	556	1897
%V	*45.3%*	*45.6%*	*51.0%*	*51.5%*	*43.5%*	*50.5%*	*35.8%*	*52.4%*
%H		*97.3%*	*50.8%*	*19.7%*	*68.2%*	*41.6%*	*26.6%*	*90.8%*
Working part time	429	420	224	76	297	177	120	382
%V	*9.3%*	*9.4%*	*10.8%*	*9.5%*	*9.1%*	*10.3%*	*7.7%*	*10.6%*
%H		*97.9%*	*52.2%*	*17.7%*	*69.2%*	*41.3%*	*28.0%*	*89.0%*
Not working	2098	2005	794	311	1553	676	877	1340
%V	*45.4%*	*45.0%*	*38.2%*	*39.0%*	*47.4%*	*39.3%*	*56.5%*	*37.0%*
%H		*95.6%*	*37.8%*	*14.8%*	*74.0%*	*32.2%*	*41.8%*	*63.9%*
Housewife/Houseperson	2599	2505	1073	422	1855	861	995	1849
%V	*56.3%*	*56.2%*	*51.6%*	*52.9%*	*56.7%*	*50.0%*	*64.1%*	*51.1%*
%H		*96.4%*	*41.3%*	*16.2%*	*71.4%*	*33.1%*	*38.3%*	*71.1%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - 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 Males (16+)	2234	2143	1049	382	1548	853	695	1789
%H		*95.9%*	*47.0%*	*17.1%*	*69.3%*	*38.2%*	*31.1%*	*80.1%*
16 - 19	132	129	72	18	92	59	33	122
%V	*5.9%*	*6.0%*	*6.9%*	*4.7%*	*5.9%*	*6.9%*	*4.7%*	*6.8%*
%H		*97.7%*	*54.5%*	*13.6%*	*69.7%*	*44.7%*	*25.0%*	*92.4%*
20 - 24	187	163	82	30	114	69	46	159
%V	*8.4%*	*7.6%*	*7.8%*	*7.9%*	*7.4%*	*8.1%*	*6.6%*	*8.9%*
%H		*87.2%*	*43.9%*	*16.0%*	*61.0%*	*36.9%*	*24.6%*	*85.0%*
25 - 34	384	361	189	65	238	137	101	329
%V	*17.2%*	*16.8%*	*18.0%*	*17.0%*	*15.4%*	*16.1%*	*14.5%*	*18.4%*
%H		*94.0%*	*49.2%*	*16.9%*	*62.0%*	*35.7%*	*26.3%*	*85.7%*
35 - 44	339	325	169	65	220	131	88	298
%V	*15.2%*	*15.2%*	*16.1%*	*17.0%*	*14.2%*	*15.4%*	*12.7%*	*16.7%*
%H		*95.9%*	*49.9%*	*19.2%*	*64.9%*	*38.6%*	*26.0%*	*87.9%*
45 - 54	403	393	209	76	289	180	109	355
%V	*18.0%*	*18.3%*	*19.9%*	*19.9%*	*18.7%*	*21.1%*	*15.7%*	*19.8%*
%H		*97.5%*	*51.9%*	*18.9%*	*71.7%*	*44.7%*	*27.0%*	*88.1%*
55 - 64	345	332	158	67	236	127	109	281
%V	*15.4%*	*15.5%*	*15.1%*	*17.5%*	*15.2%*	*14.9%*	*15.7%*	*15.7%*
%H		*96.2%*	*45.8%*	*19.4%*	*68.4%*	*36.8%*	*31.6%*	*81.4%*
65+	445	439	168	61	358	150	208	245
%V	*19.9%*	*20.5%*	*16.0%*	*16.0%*	*23.1%*	*17.6%*	*29.9%*	*13.7%*
%H		*98.7%*	*37.8%*	*13.7%*	*80.4%*	*33.7%*	*46.7%*	*55.1%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2234	2143	1049	382	1548	853	695	1789
%H		*95.9%*	*47.0%*	*17.1%*	*69.3%*	*38.2%*	*31.1%*	*80.1%*
AB	557	541	259	93	391	204	188	527
%V	*24.9%*	*25.2%*	*24.7%*	*24.3%*	*25.3%*	*23.9%*	*27.1%*	*29.5%*
%H		*97.1%*	*46.5%*	*16.7%*	*70.2%*	*36.6%*	*33.8%*	*94.6%*
C1	579	537	268	102	375	220	156	498
%V	*25.9%*	*25.1%*	*25.5%*	*26.7%*	*24.2%*	*25.8%*	*22.4%*	*27.8%*
%H		*92.7%*	*46.3%*	*17.6%*	*64.8%*	*38.0%*	*26.9%*	*86.0%*
C2	549	540	293	96	396	244	152	436
%V	*24.6%*	*25.2%*	*27.9%*	*25.1%*	*25.6%*	*28.6%*	*21.9%*	*24.4%*
%H		*98.4%*	*53.4%*	*17.5%*	*72.1%*	*44.4%*	*27.7%*	*79.4%*
D	353	338	166	67	239	137	102	251
%V	*15.8%*	*15.8%*	*15.8%*	*17.5%*	*15.4%*	*16.1%*	*14.7%*	*14.0%*
%H		*95.8%*	*47.0%*	*19.0%*	*67.7%*	*38.8%*	*28.9%*	*71.1%*
E	197	188	63	24	146	49	97	77
%V	*8.8%*	*8.8%*	*6.0%*	*6.3%*	*9.4%*	*5.7%*	*14.0%*	*4.3%*
%H		*95.4%*	*32.0%*	*12.2%*	*74.1%*	*24.9%*	*49.2%*	*39.1%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2234	2143	1049	382	1548	853	695	1789
%H		*95.9%*	*47.0%*	*17.1%*	*69.3%*	*38.2%*	*31.1%*	*80.1%*
Working full time	1259	1219	664	236	845	528	317	1139
%V	*56.4%*	*56.9%*	*63.3%*	*61.8%*	*54.6%*	*61.9%*	*45.6%*	*63.7%*
%H		*96.8%*	*52.7%*	*18.7%*	*67.1%*	*41.9%*	*25.2%*	*90.5%*
Working part time	72	71	37	14	49	29	20	62
%V	*3.2%*	*3.3%*	*3.5%*	*3.7%*	*3.2%*	*3.4%*	*2.9%*	*3.5%*
%H		*98.6%*	*51.4%*	*19.4%*	*68.1%*	*40.3%*	*27.8%*	*86.1%*
Not working	902	854	348	132	654	297	357	588
%V	*40.4%*	*39.9%*	*33.2%*	*34.6%*	*42.2%*	*34.8%*	*51.4%*	*32.9%*
%H		*94.7%*	*38.6%*	*14.6%*	*72.5%*	*32.9%*	*39.6%*	*65.2%*
Housewife/Houseperson	617	574	222	88	404	149	255	370
%V	*27.6%*	*26.8%*	*21.2%*	*23.0%*	*26.1%*	*17.5%*	*36.7%*	*20.7%*
%H		*93.0%*	*36.0%*	*14.3%*	*65.5%*	*24.1%*	*41.3%*	*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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - 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 Females (16+)	2383	2316	1031	416	1727	869	857	1831
%H		*97.2%*	*43.3%*	*17.5%*	*72.5%*	*36.5%*	*36.0%*	*76.8%*
16 - 19	114	112	58	27	83	57	26	103
%V	*4.8%*	*4.8%*	*5.6%*	*6.5%*	*4.8%*	*6.6%*	*3.0%*	*5.6%*
%H		*98.2%*	*50.9%*	*23.7%*	*72.8%*	*50.0%*	*22.8%*	*90.4%*
20 - 24	188	165	75	33	109	63	46	163
%V	*7.9%*	*7.1%*	*7.3%*	*7.9%*	*6.3%*	*7.2%*	*5.4%*	*8.9%*
%H		*87.8%*	*39.9%*	*17.6%*	*58.0%*	*33.5%*	*24.5%*	*86.7%*
25 - 34	372	358	184	72	236	136	101	324
%V	*15.6%*	*15.5%*	*17.8%*	*17.3%*	*13.7%*	*15.7%*	*11.8%*	*17.7%*
%H		*96.2%*	*49.5%*	*19.4%*	*63.4%*	*36.6%*	*27.2%*	*87.1%*
35 - 44	357	349	179	72	237	141	96	325
%V	*15.0%*	*15.1%*	*17.4%*	*17.3%*	*13.7%*	*16.2%*	*11.2%*	*17.7%*
%H		*97.8%*	*50.1%*	*20.2%*	*66.4%*	*39.5%*	*26.9%*	*91.0%*
45 - 54	439	431	212	79	332	191	141	386
%V	*18.4%*	*18.6%*	*20.6%*	*19.0%*	*19.2%*	*22.0%*	*16.5%*	*21.1%*
%H		*98.2%*	*48.3%*	*18.0%*	*75.6%*	*43.5%*	*32.1%*	*87.9%*
55 - 64	361	356	157	66	274	139	135	294
%V	*15.1%*	*15.4%*	*15.2%*	*15.9%*	*15.9%*	*16.0%*	*15.8%*	*16.1%*
%H		*98.6%*	*43.5%*	*18.3%*	*75.9%*	*38.5%*	*37.4%*	*81.4%*
65+	552	545	167	69	455	143	313	237
%V	*23.2%*	*23.5%*	*16.2%*	*16.6%*	*26.3%*	*16.5%*	*36.5%*	*12.9%*
%H		*98.7%*	*30.3%*	*12.5%*	*82.4%*	*25.9%*	*56.7%*	*42.9%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2383	2316	1031	416	1727	869	857	1831
%H		*97.2%*	*43.3%*	*17.5%*	*72.5%*	*36.5%*	*36.0%*	*76.8%*
AB	560	549	247	98	400	197	203	525
%V	*23.5%*	*23.7%*	*24.0%*	*23.6%*	*23.2%*	*22.7%*	*23.7%*	*28.7%*
%H		*98.0%*	*44.1%*	*17.5%*	*71.4%*	*35.2%*	*36.3%*	*93.8%*
C1	677	642	294	120	463	244	219	556
%V	*28.4%*	*27.7%*	*28.5%*	*28.8%*	*26.8%*	*28.1%*	*25.6%*	*30.4%*
%H		*94.8%*	*43.4%*	*17.7%*	*68.4%*	*36.0%*	*32.3%*	*82.1%*
C2	453	446	235	81	333	204	129	374
%V	*19.0%*	*19.3%*	*22.8%*	*19.5%*	*19.3%*	*23.5%*	*15.1%*	*20.4%*
%H		*98.5%*	*51.9%*	*17.9%*	*73.5%*	*45.0%*	*28.5%*	*82.6%*
D	397	390	169	79	292	153	139	265
%V	*16.7%*	*16.8%*	*16.4%*	*19.0%*	*16.9%*	*17.6%*	*16.2%*	*14.5%*
%H		*98.2%*	*42.6%*	*19.9%*	*73.6%*	*38.5%*	*35.0%*	*66.8%*
E	296	288	85	38	238	72	167	110
%V	*12.4%*	*12.4%*	*8.2%*	*9.1%*	*13.8%*	*8.3%*	*19.5%*	*6.0%*
%H		*97.3%*	*28.7%*	*12.8%*	*80.4%*	*24.3%*	*56.4%*	*37.2%*

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

October 2012 - September 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2383	2316	1031	416	1727	869	857	1831
%H		*97.2%*	*43.3%*	*17.5%*	*72.5%*	*36.5%*	*36.0%*	*76.8%*
Working full time	830	815	397	174	580	342	238	758
%V	*34.8%*	*35.2%*	*38.5%*	*41.8%*	*33.6%*	*39.4%*	*27.8%*	*41.4%*
%H		*98.2%*	*47.8%*	*21.0%*	*69.9%*	*41.2%*	*28.7%*	*91.3%*
Working part time	357	349	188	62	248	148	99	320
%V	*15.0%*	*15.1%*	*18.2%*	*14.9%*	*14.4%*	*17.0%*	*11.6%*	*17.5%*
%H		*97.8%*	*52.7%*	*17.4%*	*69.5%*	*41.5%*	*27.7%*	*89.6%*
Not working	1196	1152	447	179	899	379	520	752
%V	*50.2%*	*49.7%*	*43.4%*	*43.0%*	*52.1%*	*43.6%*	*60.7%*	*41.1%*
%H		*96.3%*	*37.4%*	*15.0%*	*75.2%*	*31.7%*	*43.5%*	*62.9%*
Housewife/Houseperson	1982	1931	851	335	1451	712	740	1479
%V	*83.2%*	*83.4%*	*82.5%*	*80.5%*	*84.0%*	*81.9%*	*86.3%*	*80.8%*
%H		*97.4%*	*42.9%*	*16.9%*	*73.2%*	*35.9%*	*37.3%*	*74.6%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total